

# **APPENDIX C: CULTURAL RESOURCES SUPPORTING INFORMATION**

HUB PLAN AREA HISTORIC RESOURCES SURVEY  
DPR FORMS

This appendix contains Department of Parks and Recreation (DPR) site record forms completed in 2018-2019 by ICF for the Hub Plan Area Historical Resources Survey. 27 DPR form sets were completed during this built environment resource survey. Built environment resources documented in the Hub Plan Area Historical Resources Survey were recorded on DPR 523A (Primary Record) and 523B (Building, Structure, Object Record) form sets if no previous DPR site record existed, or on DPR 523 Update forms if previous documentation had been prepared.

Page 1 of 8

\*Recorded by Margaret Roderick, ICF

\*Resource Name or #(Assigned by recorder) 40 12<sup>th</sup> Street

\*Date August 20, 2018       Continuation  Update

**P1. Other Identifier:** Gallo Paint and Wallpaper Company

**P2e. Other Locational Data:** APN(s): 3505-004

**\*P3a. Description:**

The Art Deco building at 40 12<sup>th</sup> Street is on the southeast corner of the intersection of 12<sup>th</sup> Street and Stevenson Street in the Hub area of San Francisco. Page & Turnbull completed Department of Parks and Recreation (DPR) 523A (Primary Record) and 523B (Building, Structure, and Object Record) forms for the subject building in 2006, as part of the Market & Octavia Area Plan Historic Resource Survey. The building's angled pylon entrance faces north onto the intersection and is easily accessed by both streets. (See continuation sheet.)

**\*P3b. Resource Attributes:** HP6. One- to three-story commercial building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, CA.

**\*B6. Construction History:** See continuation sheet.

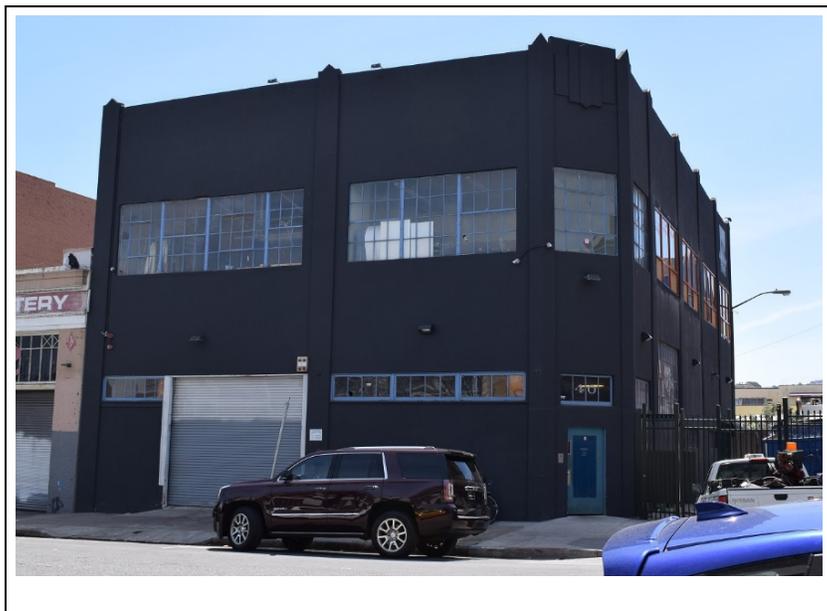
**\*B10. Significance:**

Page & Turnbull evaluated the building at 40 12<sup>th</sup> Street on DPR 523A and 523B forms in 2006, as part of the Market and Octavia Area Plan Historic Resource Survey. The 2006 site record states that the building does not appear individually eligible for listing in the California Register of Historical Resources (CRHR) for associations with significant events or persons, but that it appeared to be a contributor to the potential South Van Ness Art Deco-Moderne Historic District (California Historical Resource Status Code of 3CD). The South Van Ness Art Deco-Moderne Historic District has not been adopted by the San Francisco Planning Department, and the 2006 site record did not document the building's significance under CRHR Criteria 1–4 as an individual historical resource. ICF has revisited the property for the current study and has concluded that the building is not eligible for the CRHR as an individual resource. (See continuation sheet.)

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Colleen Davis, ICF

**\*Date of Evaluation:** August 20, 2018



**P3a. Description (continued):**

The rectangular two-story building contains a flat roof with a parapet and is constructed of a steel frame and board-formed concrete. The building is partially clad with stucco along the north and west façades facing onto 12<sup>th</sup> Street and Stevenson Street. Square pilasters with pointed terminuses that extend above the roofline separate each bay along the primary (north) façade and the west façade (**Figure 1**). The primary façade contains three bays, including the angled entrance bay, and contains regular fenestration. One single-light pedestrian door with a single four-light transom window forms the entrance to the building, located in the angled face at the building's north corner. A secondary non-original large metal roll-up door is located asymmetrically in the eastern bay of the primary façade. Each of the remaining bays contains fixed-sash transom-height wood-frame windows. The original storefronts along 12<sup>th</sup> Street have been infilled with an unknown material. Large industrial multi-light rolled-steel frame windows are located in the second-story bays. A molded geometrical panel extends above the roofline within the angled entrance bay. The number "40," the numeric address, is stenciled on the clerestory window located at the pylon bay. The west façade (**Figure 2**) contains five bays, not including the angled entrance bay, and irregular asymmetrical fenestration. A second metal roll-up door is located in the southern bay. One or more windows are also located in each of the northern four first-floor bays. The second-floor contains a combination of original windows and replacement windows of a contemporary and asymmetrical arrangement. The east and south (rear) façades display the building's exposed board-formed concrete construction. Unlike the previously discussed façades, these two are not divided into bays. Although the east façade lacks fenestration, the south (rear) façade features one contemporary and asymmetrical replacement window on the second floor, to the east (**Figure 3**).

Since the property was evaluated in 2006, the owners have altered the building. As mentioned above, four windows on the west façade have been replaced with those of a contemporary design. These windows are currently composed of groupings of asymmetrical, one-over-one windows, separated by painted orange metal or vinyl mullions. The original window openings remain, but discoloration above and below the new windows suggests incompatible materials. On the rear façade's second floor, a fifth window has been replaced with a square, single-light non-operable sash set above a rectangular opening infilled with untreated plywood, a configuration that is also separated by painted orange or vinyl mullions. In addition to window replacement, owners have removed tile from the entrance.

**B6. Construction history (continued):**

The building at 40 12<sup>th</sup> Street was constructed in 1938 (building permit). Signage was installed in 1938 (building permit), a steel roll-up door replaced a window in 1987 (building permit), and parapet repairs took place in 1990 (building permit). The building was re-roofed in 1991 (building permit). The primary entrance was resized and replaced at an unknown date but prior to 2006 (visual inspection). Between 2006 and 2018, five second-floor windows were replaced, two first-floor storefronts were infilled, and areas of glazed tile were removed. The infilled openings and formerly tiled portions of the building were then clad in stucco (visual inspection).

**B10. Significance (continued):**

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through a landscape of hills that were covered by bush and scrub oaks. The most consequential historical event during the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).



### **Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

### Site History

According to an 1899–1900 Sanborn map, the parcel contained a church prior to the 1906 earthquake. The two-story Emanuel Church served the German community members and contained a spire along 12<sup>th</sup> Street. At that time the address was given as 16–18 12<sup>th</sup> Street (Sanborn Fire Insurance Company 1899–1900:2.148). "Little Ino & Guar LLC" [illegible] sold the parcel to Emma H. Harrigan and Agnes A Weidenmuller in 1931, who maintained ownership until approximately 1961 (deed). The parcel located at 40 12<sup>th</sup> Street remained unimproved after the 1906 earthquake until 1938, when the subject property was constructed (Sanborn Fire Insurance Company 1913:2.193). Harrigan and Weidenmuller, a real-estate and management firm operating in the 1900s in San Francisco, commissioned Robert

A. Hanson to engineer and draw plans for 40 12<sup>th</sup> Street and day workers to construct the board-formed, reinforced-concrete building. After construction, the firm appears to have leased the building to Frank Gallo for use as a wallpaper and paint showroom and warehouse (San Francisco Building Permits; Sanborn Fire Insurance Company 1950:2.193; Page & Turnbull 2006:3). Gallo operated from the building until 1951 (San Francisco Building Permits; Page & Turnbull 2006:3; Polk's 1940; Polk's 1954).

In 1951 Standard Laboratories, a janitorial supply company, occupied the premises until 1962. In 1961, the title of the building transferred to the Palmini Family. The building served an unknown business until the later 1960s when Paulton Custom Furniture and Chiosso Brothers Upholstery began to occupy the building. According to deed research, the Chiosso family owned the building from at least 1980 to 2010 but may have owned it as early as the 1960s when Chiosso Brothers Upholstery occupied the building. Chiosso Brothers Upholstery remained in the building in 2006, which was then shared with Foon's Auto (Page & Turnbull 2006:3; Google Maps Street View 2009). Owned by Noah Rodger Goldstein since mid-2017, the building is today home to Ashbury General Contractors and Engineering (Google Maps Street View 2001).

Although owned and occupied by a number of persons since its construction in 1931, Sanborn maps, historic aerials, and historic photographs confirm that the building's footprint and massing remain intact.

Occupancy of 40 12<sup>th</sup> Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1931–1951	Frank Gallo
1951–1961	Standard Laboratories
1962	Vacant
1967–1980	Paulton Custom Furniture
1980–c. 2009	Chiosso Brothers Upholstery
2009	Foon's Auto
2011	Ashbury General Contractors and Engineering

The known owners of 40 12<sup>th</sup> Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection.

Year	Owner
Pre-12/16/1931	Little Ino & Guar LLC [illegible]
12/16/1931	Emma H. Harrigan and Agnes A. Weidenmuller
11/3/1961	Vincent and Hazel J. Palmini; Raymond J. and Velma Palmini
5/28/1980	Russell and Margery Chiosso
10/5/1990	Russell Chiosso; Antonio Ercolino
11/15/1995	Antonio Ercolino; Dorothy M. Ercolino
11/19/2001	Russell Chiosso
8/31/201	40 12 <sup>th</sup> St. LLC.
12/16/2015	40 12 <sup>th</sup> St. LLC.
5/17/2017	Levene Arthur; Roberts Liss; Jane Ellen Levene
6/3/2017	Noah Roger Goldstein

California Register of Historical Resources Evaluation of 40 12<sup>th</sup> Street

The building at 40 12<sup>th</sup> Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 40 12<sup>th</sup> Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The construction of 40 12<sup>th</sup> Street corresponds to industrial development in San Francisco. With the devastating 1906 earthquake, the area south of Market Street began to see new development in its aftermath. The Art Deco building under evaluation primarily corresponds to changes to the building codes and fire ordinance in San Francisco after the earthquake and related fire. The subject property is constructed of reinforced concrete, the material newly required for Class A structures. In addition, although construction diminished during the Great Depression, larger, resilient companies continued to build in the area south of Market Street. However, notable buildings constructed during this time include the substantial buildings such as the Pacific Telephone and Telegraph Company and the Coca Cola Company rather than the modest building located at 40 12<sup>th</sup> Street. Moreover, although the leading industries of the first half of the twentieth century included printing and publishing, apparel manufacture, machinery, furniture, chemicals, and electrical machinery, Frank Gallo, the building's first

tenant (1931–1951), is only associated with these industries minimally: through the production of wallpaper and paint supply. Moreover, research does not indicate that Gallo's business was a leading employer in the area south of Mission during his business' operation. After World War II, the building was used by a janitorial supply company, upholstery and furniture production company, and auto repair services, all of which were significant aspects of local industry in the first half of the 1900s. Although representative of local history, these businesses date outside the period of significance for their industries. As such, although the building corresponds to the industrial context provided above, it is not a significant example of commercial and industrial activities that were predominant within the Hub within the first half of the twentieth century. Therefore, 40 12<sup>th</sup> Street is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

Although the property was constructed and owned by the real estate company Harrigan and Weidenmuller, it was soon occupied by Frank Gallo, who operated a paint and wallpaper business from the building (San Francisco Building Permit Database). The *San Francisco Chronicle* and other local and state newspapers did not yield information on either Harrigan or Weidenmuller (*San Francisco Call* 1906:53; *San Francisco Chronicle* 1921:7; Harrigan Weidenmuller Company n.d.). In addition, no other persons associated with the real estate company have been identified. Frank Gallo continued operations at this location from 1931 to 1951. As with the building's owners, no additional information regarding Gallo was discovered during research. Moreover, although additional business operated from the building after 1951, the *San Francisco Chronicle* and other local and state newspapers failed to yield information about any persons associated with Standard Laboratories, Paulton Custom Furniture, Chiosso Brothers Upholstery, or other businesses. Therefore, 40 12<sup>th</sup> Street does not appear significant for the CRHR under Criterion 2.

CRITERION 3 (Design/Construction):

Robert A. Hanson drafted plans for 40 12<sup>th</sup> Street while day workers constructed the Art Deco building. Newspaper research yielded no substantive information regarding Hanson or his career. Art Deco received its name from Paris's 1925 *Exposition des Arts Decoratif* (Lemme 1986:8–11). The style took shape as a means of enlivening simplified Classical forms with dynamic shapes, surfaces, and angles that expressed the energy and movement of the Jazz Age. Art Deco, or "Zig-Zag," buildings had vertical emphasis and made use of bold, repetitive geometric forms and decorative motifs. Rather than presenting a flat plane, façades often step backward and forward to create visual rhythm and feature vertical projections above roof lines. Variations of the style also included associations with aerodynamically designed transportation technology such as automobiles, trains, airplanes, and ships, or the restrained decoration, including sculptural panels, of the WPA substyle. (Gehbard and Breton 1975:4; Sennott 2004:69) The building at 40 12<sup>th</sup> Street contains minimal features of the Art Deco style. Square pilasters with pointed terminuses extend above the roofline and separate each bay. The angled entry bay at the building's north corner also extends above the roofline and is capped with a geometrical panel. Although the WPA substyle of Art Deco architecture features minimal decoration similar to the subject property, the style also often includes more elaborate forms of decoration and articulation, including low-relief sculptural panels and horizontal and vertical grooves that emphasize the divisions of bays. For example, the Rincon Annex Post Office at 101 Spear Street, San Francisco, constructed in 1939, is an excellent example of comparative Art Deco architecture and contains minimal decorative features such as jumping dolphin motifs and decorative metal grilles associated with fenestration. In contrast, however, 40 12<sup>th</sup> Street lacks substantial character-defining features such as a variegated façade, allusions to transportation, or sculptural relief panels. Neither the work of a master architect, designer, or builder nor a significant example of its type, the building at 40 12<sup>th</sup> Street is not significant for the CRHR under Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 40 12<sup>th</sup> Street is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

**\*B12. References (continued):**

Averbach, A. 1973. San Francisco's South of Market District, 1850–1950: The Emergence of a Skid Row. In *California History* 52 (fall 1973):197–223.

Brown, Mary. 2010. *San Francisco Modern Architecture and Landscape Design: Historic Context Statement*. September 30. Prepared for the San Francisco City and County Planning Department.

Gebhard, David, and Harriette von Breto. 1975. *L.A. In the Thirties, 1930–1941*. Peregrine Smith, Inc.

Harrigan Weidenmuller Company. n.d. *Home*. Available: <http://www.hwrealestate.com/>. Accessed: June 7, 2018.

Kostura, William. 2010. *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings along the Van Ness Avenue Corridor*. Prepared for the City and County of San Francisco Planning Department.

Lemme, Arie van de. 1986. *A Guide to Art Deco Style*. NJ: Chartwell Books Inc.

Olmstead, R. W. 2002. Historical Overview (Chapter 3). In *California Department of Transportation, San Francisco Central Freeway Replacement Project—Alternative 8B: Archaeological Research Design and Treatment Plan, City and County of San Francisco, CA*.

Page & Turnbull, Inc. 2006. 40 12<sup>th</sup> Street DPR 523 forms. August 31.

\_\_\_\_\_. 2007. *Historic Context Statement for the Market & Octavia Area Plan Historic Resource Survey, San Francisco, California*. December 20. Prepared for the San Francisco Planning Department.

\_\_\_\_\_. 2009. *Historic Context Statement, South of Market Area, San Francisco, California*. June 30. Prepared for the San Francisco Planning Department.

R. L. Polk & Company. 1940. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company, Publishers.

\_\_\_\_\_. 1954. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company, Publishers.

\_\_\_\_\_. 1960. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company, Publishers.

\_\_\_\_\_. 1962. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company, Publishers.

\_\_\_\_\_. 1966. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company, Publishers.

\_\_\_\_\_. 1967. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company, Publishers.

\_\_\_\_\_. 1971. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company, Publishers.

\_\_\_\_\_. 1980. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company, Publishers.

*San Francisco Call*. 1906. Harrigan, Weidenmuller & Rosenstirn, Inc. November 18.

*San Francisco Chronicle*. 1921. To Lease on Third Street. April 16.

Sanborn Fire Insurance Company. 1913. *San Francisco* (map). Volume 2, sheet 192.

\_\_\_\_\_. 1950. *San Francisco* (map). Volume 2, sheet 193.

Sennott, Stephen (ed.). 2004. Art Deco. In *Encyclopedia of Twentieth Century Architecture*. Taylor and Frances.

*The Times* (San Mateo). 1952. Unique Display at Stamp Club Tonight. November 20.

Tim Kelley Consulting, LLC. 2011. *Draft Historic Context Statement, Mid-Market Historical Survey*. June 30. Prepared for the San Francisco Redevelopment Agency.



Figure 1: Primary (north) and west façade, camera facing south



Figure 2: Angled entrance and west façade, camera facing south

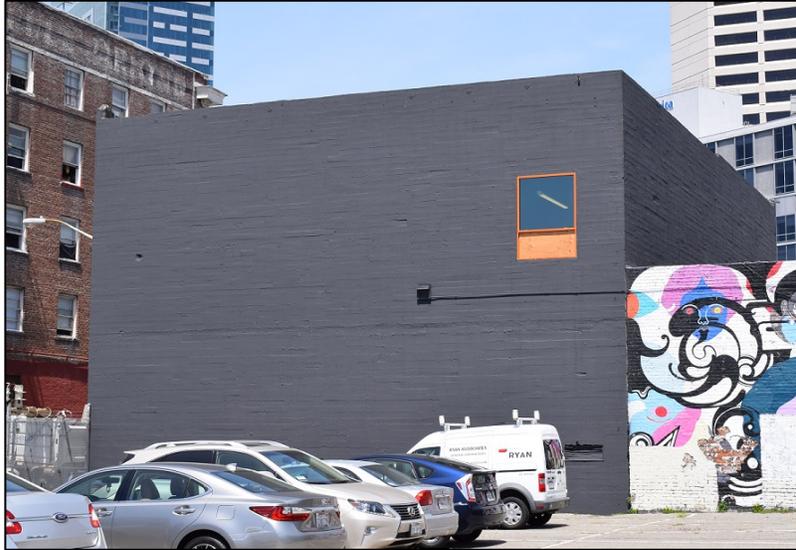


Figure 3: Rear (south) and east façades, camera facing north

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

Primary # \_\_\_\_\_  
 HRI # \_\_\_\_\_  
 Trinomial \_\_\_\_\_  
 NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
 Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 3 \*Resource name(s) or number (assigned by recorder) 40 12th St.

P1. Other Identifier: \_\_\_\_\_

\*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, Calif. Date: 1956 (rev. 1973)  
 \*c. Address: 40 12th St. City: San Francisco Zip: 94103  
 d. UTM: Zone: 10 \_\_\_\_\_ mE/ \_\_\_\_\_ mN (G.P.S.)  
 e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3505-004

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)  
 40 12th Street is located on a 50' x 75.92' lot on the south corner of 12th Street and Stevenson Street. Built in 1938, 40 12<sup>th</sup> Street is a two-story, concrete frame commercial building designed in the Art Deco style. The rectangular-plan building is clad in stucco and is capped by a flat roof. The foundation is not visible from the street. The primary façade faces northeast and is two bays wide, with a narrower corner bay set at an angle. The secondary façade extends five bays southwest along Stevenson Street. Each bay is framed by full-height beveled pilasters with pointed tops. The first story of the primary façade features a storefront with ceramic tile steel cladding. The entrance is set in the angled corner bay and has a single glazed wood door with divided steel transom. The second bay contains metal-frame plate glass windows and divided steel transoms. The first bay contains a garage entrance and metal-frame plate glass window, also with steel, divided transom. The second story has divided, fixed, industrial steel sash with pivot sash in each bay. The primary facade terminates in flat roofline, punctuated at each bay separation by the projecting pointed tops of the pilasters. The entry bay has an oversized, geometric panel ornament at the roofline. The Stevenson Street elevation has no openings on the first story except a remnant transom light extending from the storefront on the façade and a garage entry in the fifth bay. There is a divided, fixed, steel sash window between the story heights in the second bay. The second story has identical fenestration to the second story of the primary façade. The elevation ends in a plain roofline punctuated by the projecting pointed tops of the pilasters that divide the bays. The building appears to be in good condition and contributes to the potential South Van Ness Deco-Moderne Historic District (see DPR 523 D form).

\*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other



\*P5b. Photo: (view and date)  
View from northeast  
8/31/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1938  
SF Assessors Office

\*P7. Owner and Address:  
Chiosso Russell Revoc Trust  
630 Oak Ln  
Sonoma, CA 95476

\*P8. Recorded by:  
Page & Turnbull, Inc. (CM)  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:  
8/31/2006

\*P10. Survey Type:  
Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

\*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)

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 3

\*NRHP Status Code 3CD

\*Resource Name or # (assigned by recorder) 40 12<sup>th</sup> Street

- B1. Historic name: Gallo Paint and Wallpaper Company
- B2. Common name: Foon's Auto and Chiosso Bros.
- B3. Original Use: Commercial, retail
- B4. Present use Commercial, retail and automobile repair
- \*B5. Architectural Style: Art Deco

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Constructed in 1938. Remove large plate glass window on first floor elevation facing 12<sup>th</sup> Street and replace with steel roll-up door in 1987.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None.

B9a. Architect: Robert A. Hanson, engineer b. Builder: Unknown

\*B10. Significance: Theme Commercial Development Area: South of Market, San Francisco

Period of Significance 1938 Property Type Commercial Applicable Criteria 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)  
40 12<sup>th</sup> Street was constructed in 1938 as a commercial investment property for real estate investors Harrigan & Weidenmuller. It follows a pattern of commercial and industrial reconstruction in the South of Market area following the 1906 Earthquake and Fire. South of Market was hit especially hard by the Earthquake and took longer to recover—in part because of debate over extending the city's fire limits to include more of the South of Market area. The lack of these limits had resulted in vast quantities of wood frame buildings which had fed the conflagration. As the debate remained unconcluded, construction in the South of Market was put on hold. Ultimately, the exaggerated delay in the rebuilding meant that when the neighborhood finally was reconstructed, the physical fabric had the traits of a much later period than in those areas that had been rebuilt immediately—including relatively modern styles like Art Deco. (continued)

B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_

**\*B12. References:**

- Assessor's Records
- Building Permits #32220, #563276
- Harvey, Caitlin. *Draft Nomination Form for the South Van Ness Art Deco-Moderne Historic District*. San Francisco. Page and Turnbull, Inc. 2007.
- Sanborn Maps 1899, 1913, 1950
- San Francisco Architectural Heritage architect/builder files
- San Francisco City directories 1939, 1940, 1953, 1958, 1963, 1968, 1973, 1978, 1982

B13. Remarks: Market & Octavia Survey

\*B14. Evaluator: Karin Sidwell, Elaine Stiles; Page & Turnbull Inc.

\*Date of Evaluation: May 2007

(This space reserved for official comments.)



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

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

Page 3 of 3

\*Resource Name or # (Assigned by recorder) 40 12<sup>th</sup> Street

\*Recorded by: Page & Turnbull

\*Date May 2007

Continuation

Update

**\*B10. Significance (continued)**

40 12<sup>th</sup> Street has housed a mix of commercial and industrial businesses. It remains in use as a commercial retail and automobile service building. Prior to construction of this building, the Emanuel Church was located on this parcel. The first occupant of the present building was Frank Gallo, who ran the Gallo Paint and Wallpaper Company in the building until the 1950s. Standard Laboratories, provider of janitorial supplies, occupied the building from 1951 to 1962, followed by Paulton Custom Furniture in 1968. Paulton Custom Furniture shared the building with Chiosso Brothers Upholstery, which continues to do business in the building. Chiosso Bros. currently shares the building with Foon's Auto.

40 12<sup>th</sup> Street retains integrity of location, setting, association, and feeling as a modest example of a commercial building designed in the Art Deco style. Alterations to the former storefront windows on the first floor and insertion of a bay entrance have resulted in a somewhat diminished integrity of design, workmanship, and materials. Nevertheless, the overall form remains relatively intact.

40 12<sup>th</sup> Street does not appear to be directly associated with any known events or persons significant in the history of San Francisco or the State of California such that it would be individually eligible for the California Register. However, because it retains a fair degree of integrity as an example of Art Deco commercial building, and because it is part of a high concentration of Deco/Moderne structures around the intersection of South Van Ness Avenue and Mission Street, it has been identified as a contributing property to the potential South Van Ness Art Deco-Moderne Historic District (see DPR 523 D form).

The status code of 3CD assigned to this property means that it appears eligible for the California Register as a contributor to a California Register eligible district. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 47 Page Street

**P1. Other Identifier:** Columbia Stables; 30–38 Rose Street; 90–98 Gough Street; 1638 Market Street

\*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 1995 T; R; of Sec \_\_\_\_\_; B.M.

c. Address: 47 Page Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 550933.50mE/ 4180898.66mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 0854-011 through 140

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

The building at 47 Page Street is a two-story Mission Revival–style commercial office building, on the block bounded by Page, Gough, Rose, Market, and Franklin streets. It has a symmetrical rectangular plan and features two street-facing façades. The north façade is at 47 Franklin Street; the south façade is at 30 and 38 Rose Street (**Figure 1**). The building is clad in cement-covered brick on the north and south façades. Both façades feature three bays, which are composed of tall aluminum-frame windows that arch at the second story. Double-glazed doors are set in the central bay of both façades. The north and south façades have pronounced cornices that create a deep overhanging eave with a parapet (**Figure 2**). The subject property has a flat roof with two separated penthouses (**Figure 3**). The east and west façades are entirely blocked by surrounding buildings on each side and not visible from the public right-of-way. The legal parcel with the subject building also includes an eight-story multi-unit residential building with ground-floor retail (located at 55 Page Street). The adjacent residential building, constructed in 2008, is joined to the subject building on the inside. A few small trees are located in front of both façades of the subject building. (See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) North (primary) façade, viewed facing south, 5/4/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both  
1908 (Tax assessor's date)

\*P7. Owner and Address:

Civic Plaza Associates, LLC  
55 Page Street  
San Francisco, CA 94102

\*P8. Recorded by: (Name, affiliation, address)

Andrea Dumovich, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

B1. Historic Name: Columbia Stables

B2. Common Name: 47 Pages Street

B3. Original Use: Commercial Livery Stable B4. Present Use: Residential and Retail

\*B5. Architectural Style: Mission Revival

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The building at 47 Page Street was built in 1908, as identified on the San Francisco Planning Department Property Information Map. An original building permit was not located at the City and County of San Francisco Department of Building Inspection. The earliest available permit was issued in 1921 to remove stalls on the second floor, level the floor, and widen the driveway. In 1947, a permit for 47 Page and 1638 Market Street was issued to alter portions of the openings on Market Street, possibly change private offices to main offices, add employee restrooms, leave a large portion of the existing warehouse as merchandizing storage space (e.g., water heaters), and install plate glass on the Market Street façade. This permit also appears to refer to changes on the Rose Street façade (the address is noted on the Sanborn Fire Insurance Company maps as 1638 Market Street). A sign permit was issued in 1949. In 1995, a fire escape was installed, and in 1997 part of the sidewalk was removed so that steel beams and steel-reinforced concrete could be installed. Also in 1997, the building was re-roofed, and a built-up roof with a penthouse was added on the roof level. In 1970 a permit was filled for installing asbestos siding and replacing four windows with aluminum framing. In 1992 the parapet was reinforced. In 2003 the building's roll-up doors were permanently left in the open, locked position, and the elevator pit slab was removed and replaced. In 2008 the building was substantially renovated, expanded via penthouse additions, and internally joined to the adjacent eight-story residential building.

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

Original Location: N/A

\*B8. Related Features: n/a

B9a. Architect: Frederick H. Meyer b. Builder: Unknown

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

(Sketch Map with north arrow required.)



(See continuation sheet.)

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

\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: Andrea Dumovich, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)

\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

Although very similar, the north and south façades are not identical. The north façade contains slightly shorter windows than those on the south façade. Above the windows on the north façade are two blind panels above a thin belt course. Between the panels is a square opening, which may have been used for hay when the building served as a livery stable (**Figure 4**). A fire escape at the center of the north façade, behind the square opening, is visible from street level.

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

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, as well as a series of Consolidation Acts that made the city and county boundaries identical by 1856, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49-50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49-50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57-58).

**Reconstruction and Development through Midcentury**

Rebuilding took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area, which had undergone a greater degree of industrialization prior to the earthquake and fires. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48-54; Tim Kelley Consulting 2011:14-16).

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, got resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906-1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203-206; Page & Turnbull 2007:48-54).

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\*Resource Name or #(Assigned by recorder) 47 Page Street

\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Automobile-Oriented and Transportation Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1931, Van Ness Avenue was extended south of Market Street, cutting laterally through several city blocks and thereby creating a new segment of the avenue between Market Street and what became the southwestern terminus of Howard Street. South Van Ness fed traffic to the segment of Van Ness Avenue north of Market Street and was a major part of U.S. Highway 101, the route to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness was dominated by automobile repair and service buildings with Art Deco façades, some incorporating a mixture of Spanish decorative features. In 1937, the California Department of Public Works completed construction of a motor vehicle office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007b:85, 89, 106; Sanborn Fire Insurance Company 1950).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

#### Site History

The subject building was constructed in 1908 and designed by architect Frederick H. Meyer. It was originally used as a commercial livery and known as Columbia Stables (**Figure 5**). Although there were many liveries throughout the city in 1908, in neighborhoods such as the Mission District, Hayes Valley, Cow Hollow, and Haight-Ashbury, as indicated by the 1908 San Francisco City Directory, the number of liveries in San Francisco began to decline shortly after 1908.

Columbia Stables is listed in the 1908 city directory with the address 419 Fulton Street, which is where the business was apparently located prior to 47 Page Street. The 1913 Sanborn map, as well as later Sanborn maps, indicates that the building was three stories tall along Page Street and two stories tall along Rose Street (**Figure 6**). The map also indicates that the building, with the address 53 Page Street, had eight skylights across its roof, and the roof for the third story near Page Street was tin-clad. A storage building was to the east, and a large empty lot was to the west. A hay and grain store was located on the north side of Rose Street as well as other one- to five-story businesses. By 1921, the building was no longer used as a livery; instead, it was a public garage, as noted on a building permit issued that year. According to William Kostura in *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings*, the concept of public or commercial garages for automobiles was developed from the earlier livery stable concept (Kostura 2010:28).

An aerial photograph taken in 1938 by Harrison Ryker shows the building's rectangular form (**Figure 7**). In contrast to the Sanborn maps, the 1938 aerial photograph illustrates that the roof was a single plane rather than two sections with differing heights. The photograph also

reveals that, by at least 1938, buildings had been constructed on either side of the subject building. In 1938 larger buildings were located east and west of the subject building; a parking lot faced Gough Street. The 1950 Sanborn map indicates that the building had not changed, and the surrounding buildings on the block remained mostly the same as in 1938 (**Figure 8**).

Throughout the years, the building at 47 Page Street has been occupied by a variety of tenants and uses and owned by a variety of individuals. Between the 1930s and 1960s, the building was occupied by various commercial concerns, including a cotton and paper products company and a heater company. A ballet booking agency, a school, and the San Francisco Conservatory of Ballet and Theater Arts occupied the subject property in 1963 for an unknown length of time. An auto parts company occupied the building from 1973 to 1982, representing a return to its earlier commercial use. A Sanborn map updated by the San Francisco Planning Department in the mid-1990s, however, shows that the building again housed a dance studio during that time (**Figure 10**).

A 1992 photograph (**Figure 9**) shows that the building's three bays on the Rose Street façade had deeply set alcoves and tall spandrel panels of an undetermined material. In 2008, an eight-story residential building (known as The Hayes, at 55 Page Street) was built to the west of the subject building. As part of this project, the Columbia Stables building was renovated for residential and commercial use, and joined internally to the new eight-story building. New window configurations within the arched openings were designed to replicate the appearance of the stable's original windows (Stevens 2008:107–120).

Occupancy of the Columbia Stables building is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1936–1963	A. U. Morse & Company, cotton goods and paper products (53 Page Street)
1949–1953	Ruud Heater Company (1638 Market Street)
1953	Shop towel service and supply company (53 Page Street)
1963	Ballet Celeste Booking Agent; San Francisco Conservatory of Ballet and Theater Arts; School of Universal Living (1638 Market Street); Automatic Merchandising Company (45 Page, rear entrance); vacant (47 Page Street)
1973	Vacant (47 Page Street); General Auto Parts Distributors (53 Page Street)
1973–1982	Engine Parts Depot (shipping and receiving) (45 Page Street)

Ownership of the Columbia Stables building is summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
Unknown–1924	Rob Dean, Taylor Dean, Peter Dean and Company
1924–1928	George B. Sommers (and/or members of the Sommers family, including May H. Sommers, Mary and George Sommers, Arthur Hooper Burbank H. Sommers)
1927–unknown	Edmonstan Bros.; J. T. Edmonstan
1930–unknown	Mae Peterson (and/or members of the Peterson family, including Ferdinand Peterson and Kate Mailliard Baltazar Peterson)
1945–c. 1955	Albert and Rose Nasser, Adele Romaggi, and/or A. J. Romaggi
1962–unknown	Richard and Michell Nasser, Anita Muller, Mabel Zahloute
1964–unknown	Ardel Company
1964–1967	Title Insurance Company
1967	Vilo Properties
unknown–1968	Rose Nasser
1981–c. 1992	Alan Ovson (and/or members of the Hertz-Ovson family, including Hertz-Ovson Properties, John Hertz, Ronda Hertz, 1990 E. M. Alan Ovson Trust)
1995–1997	94-N2 Properties Pacific Associates, LLP
1997–unknown	Civic Plaza, LLP

Research did not uncover substantial details regarding any of the tenants or owners from the time when they inhabited or owned the building.

*Architect Biography: Frederick H. Meyer*

Architect Frederick Herman Meyer was prolific in San Francisco during the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. The following is excerpted from documentation of 1530 Buchanan Street, which summarizes Meyer's life and work:

[...] Frederick Herman Meyer (1876-1961) [...] was one of the most prolific and versatile architects in San Francisco at the turn of the 20th century and designed in a wide variety of styles and building types. Frederick Meyer was born in San Francisco and had no formal architectural training, but began his career as a draftsman in a planning mill in the early 1890s. He was active in the rebuilding of San Francisco after the 1906 Earthquake and Fire. He later expanded his design practice to other parts of California. In 1934, he was named a Fellow of the American Institute of Architects (AIA). He is best known for designing the Humboldt Bank and Monadnock buildings in San Francisco, as well as various projects for the San Francisco General Hospital and Pacific Gas & Electric Company. The former two designs were lauded for their extensive use of glazing and incorporation of fire-safety systems. In addition to the Japanese YMCA, Meyer is known to have also designed the Chinatown YMCA (1925) and nearby Raphael Weill School at 1501 O'Farrell Street (1927). In all, he designed more than 15 large office and commercial buildings, ten industrial plants (including three breweries), eight hospitals, three schools, eight City of San Francisco projects (including fire houses and branch libraries), and five major club and association buildings. He was also on the San Francisco Board of Consulting Architects in 1912, a force behind the creation of the Civic Center. (Page & Turnbull 2007a:4)

California Register of Historical Resources Evaluation of 47 Page Street

The building at 47 Page Street is not currently listed and has not previously been found eligible for listing in the California Register of Historical Resources (CRHR). The following provides an evaluation of 47 Page Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 47 Page Street is not associated with any event(s) of historical significance at the local, state, or national level. The building was originally a livery stable. However, it quickly changed into a garage by the 1920s, following the growing popularity of the automobile throughout the city. The subject building is a typical example of the development pattern along upper Market Street and near the south end of Van Ness Avenue, an area that catered to automobile and commercial uses during the first decades of the 20<sup>th</sup> century. In conjunction with the availability of New Deal funding and the construction of local bridges, businesses along and near Van Ness Avenue began opening show rooms, garages, and other auto-specific uses. Research conducted regarding the building's occupants and owners did not reveal early or remarkable growth for any of the associated businesses or for San Francisco at large. It is unlikely that any of them made substantial contributions to the local or regional economy in the relatively short amount of time they occupied the building. Although the building's longest known tenant, A. U. Morse, a cotton goods and paper products company, occupied the building for 27 years, the business did not go on to make substantial contributions to the local or regional economy. The building and its commercial tenants do not appear to be associated with broad patterns of local or regional history or with the cultural heritage of California or the United States. Therefore, the building at 47 Page Street is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

The building at 47 Page Street is not associated with any person(s) of historical significance. A. U. Morse & Company occupied the building for at least 27 years; however, no information was uncovered regarding the individuals who were involved in the operations of this company. Furthermore, individuals employed at A. U. Morse & Company do not have and would not have had a sustained association with the building to the extent necessary to imbue significance under Criterion 2, nor would they have contributed substantially to local, California, or national history through their day-to-day involvement in the building's business function as a cotton goods and paper supply store. In addition, the past owners of the parcel, including members of the Nassar family, who owned the property for approximately 22 years, do not appear to have had made significant contributions local, California, or national history. Therefore, the building at 47 Page Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 47 Page Street, a former livery stable turned residential and retail building, was designed in the Mission Revival architectural style by local architect Frederick Herman Meyer. Meyer began his career in the early 1890s and went on to design prolific buildings in San Francisco while at his firm, Meyer and O'Brien (San Francisco Planning Department 2018). Meyer's best-known projects, completed during the same period as the Columbia Stables building, use primarily Classical and Beaux-Arts styles, as seen in the Humboldt Bank Building (785 Market Street) and the Monadnock Building (685 Market Street), both of which are extant. Meyer's prolific works were often large-scale buildings and projects, including his work on San Francisco's Civic Center. Although the Columbia Stables building was designed by a prominent local architect, it represents a small-scale project compared to Meyer's more high-profile projects from the same time. The Columbia Stables building employs general design elements that are often associated with the Mission Revival architectural style, including a distinctively curved or shaped parapet roof, wide overhanging eaves, exposed rafters under the eaves, arched windows, tile roofing material, and stucco cladding. However, the building is not an outstanding example of Mission Revival commercial architecture, and the building is not an outstanding example of this architect's work. Architect Frederick H. Meyer's body of work is represented by more prominent, larger scaled, and more architecturally elaborate examples that employ revival architectural styles popular during the early twentieth century. Furthermore, the livery stable was a common type of business in San Francisco prior to and during the transition to automobile transportation in the first decades of the twentieth century. The subject building was a late example of a livery stable constructed toward the end of the era of horse transportation, and architecturally has much in common with public automobile

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\*Resource Name or #(Assigned by recorder) 47 Page Street

\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

garages, the successor building type that served a nearly identical purpose for automobiles as livery stables had for horses. (It is indeed possible that the Mission Revival features and brick cladding of the Columbia Stables were selected in order for the business to appear as modern and substantial as auto garages being constructed at the same time.) As a similar building type, livery stables and automobile garages constructed in the first two decades of the twentieth century are primarily one- to two-story yet imposing buildings defined by large openings at street-facing façades, which provided access to horses or vehicles, as well as elaborate period revival architectural features that belied the buildings' utilitarian purpose. The fenestration patterns and decorative features of these buildings were designed around the primary ground-floor openings to complete the façade compositions, which were typically symmetrical (Kostura 2010:37-39). Many examples of this building typology remain in San Francisco, particularly in the Tenderloin neighborhood and surrounding the Van Ness Avenue "auto row." Specific examples that were designed in the Mission Revival architectural style and retain historic fenestration and decorative features include buildings at 64 Golden Gate Avenue, 451 Ellis Street, and 1335 Larkin Street. While the subject building generally exhibits several of the characteristics of early-twentieth-century livery stables and public automobile garages listed above, its fenestration materials/patterns have been replaced, so that it no longer retains an entrance for horses and operable windows that contributed to its fine-grained architectural character originally; it has furthermore experienced a substantial interior renovation that involved the construction of a third-story addition, which alters the building's overall massing. As such, the subject building does not fully embody the distinctive characteristics of a type, period, region, or method of construction; possess high artistic values; or represent the original design or the body of work of master architect Frederick H. Meyer. Therefore, the building at 47 Page Street is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 47 Page Street is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 47 Page Street

\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

**\*B12. References (continued):**

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County of San Francisco Clerk-Recorder. 1924–1997. Various deeds issued for the subject parcel.

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\*Resource Name or #(Assigned by recorder) 47 Page Street

\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

**Additional Figures:**



Figure 1. View of south façade, facing northwest.



Figure 2. Detail of south façade, facing northwest.

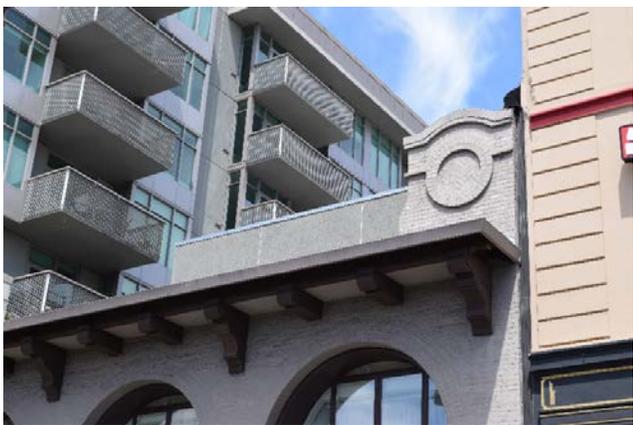


Figure 3. Detail of south façade. Part of the rooftop penthouse is visible in the background, facing northwest.



Figure 4. Detail of the north façade, facing south.



*Columbia Stables  
 San Francisco*

Figure 5. Drawing of the subject building, 1909. Source: Architect and Engineer, "The Work of Frederick H. Meyer, Architect," Vol. 18, No. 3, October 1909, p. 68, from Stevens 2008, p. 109.

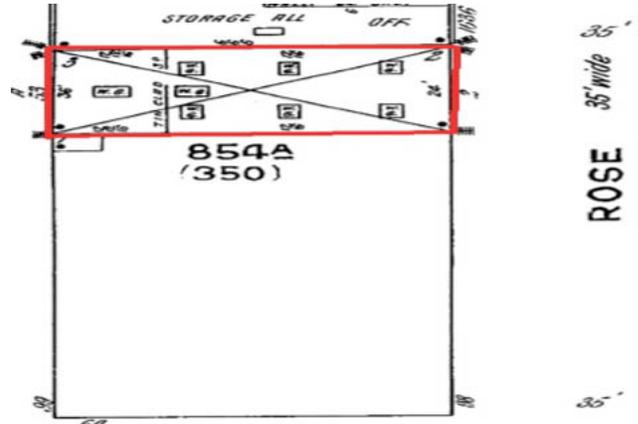


Figure 6. 1913 Sanborn Map. Subject property outlined in red. Source: Sanborn Map Company, accessed from San Francisco Public Library.



Figure 7. 1938 aerial view of the subject building outlined in red. Source: Harrison Ryker, accessed from David Rumsey Map Collection.

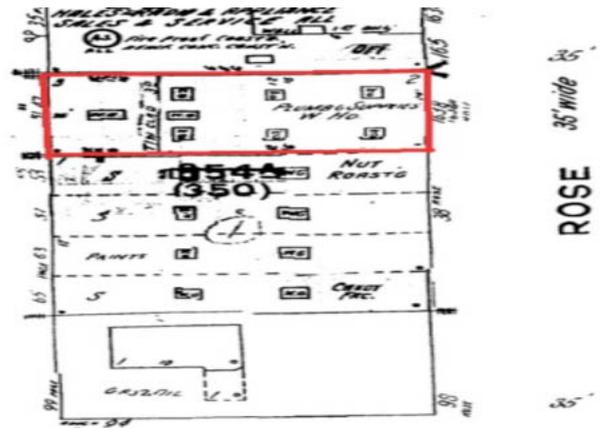


Figure 8. 1950 Sanborn Map. Subject property outlined in red. Source: Sanborn Map Company, accessed from San Francisco Public Library.

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\*Resource Name or #(Assigned by recorder) 47 Page Street

\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

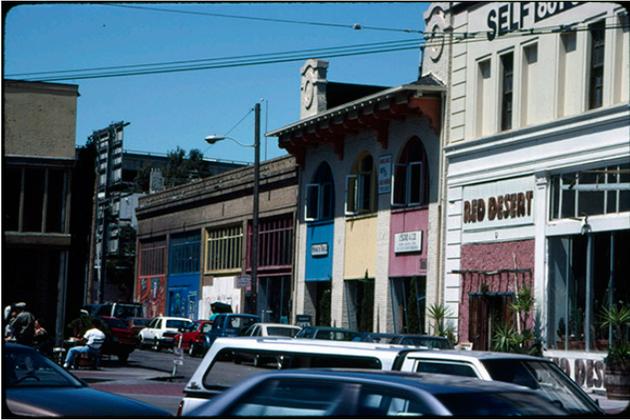


Figure 9. View of subject property (center) and adjacent building to the west (now demolished), viewed facing northwest from the intersection of Market and Rose streets, 1992. Source: San Francisco Historical Photograph Collection, San Francisco Public Library, AAZ-0059.

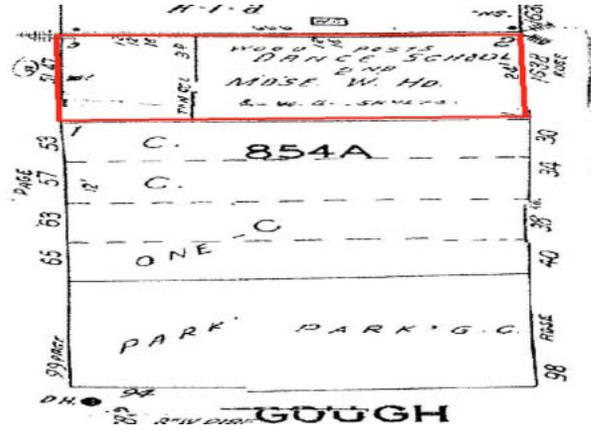


Figure 10. Mid-1990s Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Planning Department Property Information Map.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 13

\*Resource Name or # (Assigned by recorder) 55-63 Brady Street

**P1. Other Identifier:** Budget Signs, Inc.

\*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 Date 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 55-63 Brady Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551063.55mE/ 4180771.87 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3505-025

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

The building at 55-63 Brady Street is a one-story commercial building comprised of four adjoining volumes that were constructed at separate dates and later joined to function as one building, which is currently located on a single legal parcel (**Figure 1**). All volumes that compose 55-63 Brady Street face southwest toward Brady Street and are rectangular in plan. The volumes have flat roofs and are constructed on concrete foundations. Cladding materials, fenestration patterns, architectural style, and decorative features vary by volume, but the building generally expresses a utilitarian aesthetic characterized by simple horizontal wood siding, industrial window types covered by wire mesh, and minimal ornamentation. Only the primary (Brady Street) and secondary (Colton Street) façades are visible from the public right-of-way.

The westernmost volume of 55-63 Brady Street, located at the intersection of Brady and Colton streets and currently addressed 55 Brady Street, was constructed c. 1912 as a standalone commercial building. The volume features a roof that rises higher than those of the adjoining volumes, and is clad in horizontal wood channel siding with a decorative, scalloped wood frieze below the roofline. At the primary façade, 55 Brady Street features four bays (**Figure 2**). (See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5b. Description of Photo: (View, date,

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



accession #) Northwest (secondary) and southwest (primary) façades, viewed facing east, 5/4/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both

c.1912-1940s (newspaper advertisement, aerial photographs, Sanborn maps)

\*P7. Owner and Address:

Mark R. Leno Living Trust

590 Clipper Street

San Francisco, CA 94114

\*P8. Recorded by: (Name, affiliation, address)

Jon Rusch, ICF

201 Mission Street, Suite 1500

San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 13

\*NRHP Status Code 3CS

\*Resource Name or # (Assigned by recorder) 55-63 Brandy Street

B1. Historic Name: San Francisco Women's Centers

B2. Common Name: 55-63 Brady Street

B3. Original Use Commercial Office Building B4. Present Use: Commercial Office Building

\*B5. Architectural Style: Utilitarian; Art Deco

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The original portion of the building at 55–63 Brady Street was constructed c. 1912, and adjoining volumes were constructed between 1913 and 1949. (Additional details are included in the Site History section below.) No original building permits for any volume of the building were located at the San Francisco Department of Building Inspection. Available permits reveal that an existing tar and gravel roof was removed and replaced with new roofing materials in 2001; another reroofing campaign occurred in 2008. Additional alterations to the building, based on visual inspection, include a replaced door at the Colton Street façade.

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

Original Location: N/A

\*B8. Related Features: N/A

B9a. Architect: N/A b. Builder: N/A

\*B10. Significance: Theme Second-Wave Feminism Area San Francisco

Period of Significance 1973–1979 Property Type Community Organization Office

Applicable Criteria 1

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

(See continuation sheet.)

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

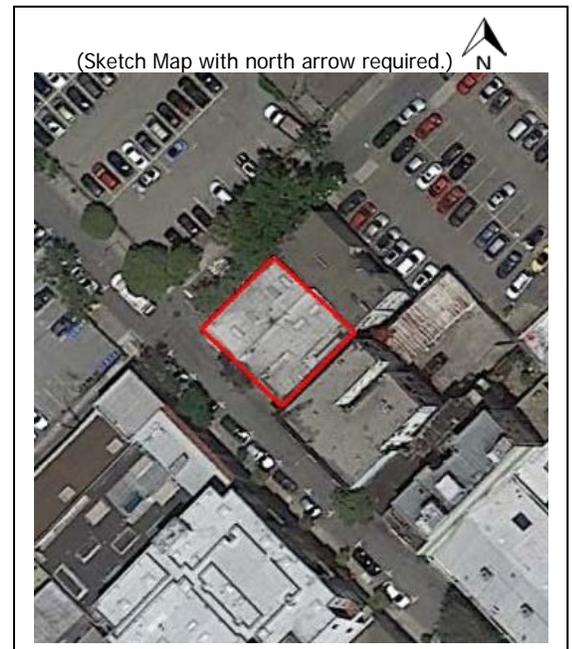
\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: Jon Rusch, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)



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\*Resource Name or #(Assigned by recorder) 55-63 Brady Street

\*Recorded by Jon Rusch, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

The bay immediately right (southeast) of center contains a recessed entrance with fully glazed pedestrian door. The entrance is surmounted by a broken pediment. Above the entrance is a wood-sash, nine-lite window.

The remaining three bays contain identical wood-sash, six-light windows that incorporate grooved spandrel panels. Within each bay, a wood-sash hopper window is located underneath the volume's decorative frieze. The secondary, Colton Street façade extends the depth of the parcel and features five bays (**Figure 3**). The three bays nearest Brady Street contain identical groupings of nine-light, wood-sash windows that incorporate grooved spandrel panels, similar to the windows at the primary façade. The bay at the east end of the façade contains a pairing of broad doors that contain groupings of wire-glass windows.

This entrance is surmounted by grooved spandrel panel and a grouping of four window lights that reflect the fenestration pattern found on adjacent bays. The remaining bay features a non-original steel slab pedestrian door. Above each of the bays that contain entrances at the Colton Street façade is a small wood-sash, one-over-one window with ogee lugs.

The adjoining volume to the southeast was constructed between 1938 and 1949 to provide storage for the original c. 1912 building and extends to the rear of the parcel. At the Brady Street façade, this addition has a sloped roofline and is clad in horizontal wood channel siding. The storage volume has one bay at center, containing a door with wrought iron security grate (**Figure 4**).

The adjoining volume to the southeast, addressed as 61 Brady Street, was built prior to 1938 and features a gabled parapet at the Brady Street façade (**Figure 5**). Vertical wood slats project above the roofline. The 61 Brady Street volume is clad in wood shiplap siding and contains two bays. The bay west (left) of center contains a wood Dutch door with diamond-shaped window. The door is crowned by a bracketed hood. The bay right of center contains a fixed picture window with projecting sill. A half-round vent or infilled opening is located at the center of the volume below the roofline.

The easternmost volume of the subject building (**Figure 6**), addressed 63 Brady Street, was also built prior to 1938 and is separated from the other volumes within the parcel by a narrow pedestrian alley. At the Brady Street façade, a wood wall with a roofline featuring decoratively sawn wood slats encloses the entrance to the alley (**Figure 7**). A narrow wood door with small window and iron security grating allows access into the alley. The remainder of the 63 Brady Street volume is clad in stucco and contains two bays: a glazed wood door and a fixed picture window. Above each of the bays is a molded stucco panel featuring an Art Deco chevron profile (**Figure 8**).

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

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and

business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

#### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### Site History

Prior to the 1906 earthquake, the parcel that currently contains the subject building at 55–63 Brady Street lay in the midst of the small residential neighborhood lying south of Market Street and west of 12<sup>th</sup> Street. The Sanborn fire insurance map published in 1899 indicates that nearby lots facing Brady Street, Colton Street, Stevenson Street, and Mission Street contained an assortment of one- and two-story dwellings that likely housed the families of workers employed in the neighborhood's industrial concerns, such as the Market Street Cable Railway Company complex near the intersection of Market and Hermann (now Gough) streets. The subject parcel contained a one-story residential building at the corner of Brady and Colton streets, as well as a secondary dwelling or outbuilding. These buildings are presumed to have been lost in the fires that swept through the neighborhood in the wake of the 1906 earthquake.

A building permit has not been located to date the original portion of the building at the corner of Brady and Colton streets. The earliest mention of this building in newspapers (using the address 63 Brady Street), dating to 1912, is a help wanted ad that identifies a commercial tenant, the Eagle Grocery Store (*San Francisco Call* 1912:10). The footprint of the original building volume at the Brady Street and Colton Street corner is shown in the 1913 Sanborn map where it is noted as a one-story store (**Figure 9**).

The building's tenants during the later 1910s and 1920s remain unknown, but through the 1930s 63 Brady Street was occupied by construction-related businesses. A plastering contractor at this address, General Re-Stucco Company, advertised its services in the *San Francisco Chronicle* beginning in 1932: "Put a stucco front on that old building. It will be easier to rent or sell. Better work. Cheaper" (*San Francisco Chronicle* 1932:22). A building contractor, A. L. Thulin, also occupied space within the building. Permits for the construction of the adjoining building volumes have not been located, and thus exact construction dates cannot be determined. However, the 1938 aerial photographic series taken by Harrison Ryker reveals that the building volumes currently addressed 61 Brady Street and 63 Brady Street, located within the southeast half of the parcel, had been constructed by that year. It does not appear that the storage volume attached to the original building volume had yet been built (**Figure 10**). The construction-related tenants during the 1930s may explain the range of exterior materials and treatments that remain on 55–63 Brady Street, particularly the artful chevron-profile stucco at the 63 Brady Street volume that would have advertised the services of General Re-Stucco Co.

The Sanborn map published in 1949 illustrates all four built volumes that currently compose 55–63 Brady Street (**Figure 11**); the volumes addressed as 55 and 63 Brady Street served as offices, while the volume at 61 Brady Street was a small store. The storage addition between 55 and 61 Brady Street had been constructed by that year. From the 1950s to the early 1980s, various portions of the building housed commercial and industrial firms that included machine shops, a printing shop, and purveyors of equipment and professional supplies.

In 1974, the San Francisco Women’s Centers (SFWC) and San Francisco Women’s Switchboard moved into the three-room rented office at 63 Brady Street, representing the organizations’ first publicly accessible location. The SFWC and Switchboard expanded substantially during the 5 years they occupied the office space at 63 Brady Street, and ultimately outgrew it. The SFWC and San Francisco Women’s Switchboard vacated the subject building in 1979 after purchasing the much larger Dovre Hall building (now known as the Women’s Building) at 3543 18<sup>th</sup> Street in the Mission. More information on the SFWC and San Francisco Women’s Switchboard, and on initiatives the organizations undertook while occupying 63 Brady Street, is included in a separate section below.

55-63 Brady Street was acquired by Mark Leno in 1984, and since that time it has housed Budget Signs, Inc., a sign-making business Leno founded in 1978 and operated with his late partner Douglas Jackson, who died of AIDS-related causes in 1990. While operating Budget Signs within the subject building, Leno, who has had an extensive political career, has been actively involved in LGBTQ-related social causes. Leno served on the San Francisco Board of Supervisors from 1998 to 2002, was elected to the California State Assembly in 2002, and fulfilled two 4-year terms in the California State Senate from 2008 to 2016. Leno was also runner up in the 2018 special mayor election in San Francisco (Mark Leno 2018).

Occupancy of 55–63 Brady Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1912	Eagle Grocery (63 Brady Street)
1932–1940	General Re-Stucco Company; G. Jacobsen, plastering contractor (63 Brady Street)
1933–1940	A. L. Thulin, building construction (63 Brady Street)
1940	Kean Advertising Company (63 Brady Street)
1953	Grover Engineering (55 Brady Street) Association of Machinery Designers (61 Brady Street)
1953–1963	Scott Equipment Company, machinery/vacuum cleaners; Wilmar Supply Company, janitor supply (55 Brady Street)
1963	Petson Manufacturing Company, screw machine products (55 Brady Street) Vacant (61–63 Brady Street)
1973	Wray & Company, printing (61 Brady Street)
1973–1982	Ticonium Company (55 Brady Street)
1974–1979	San Francisco Women’s Centers and San Francisco Women’s Switchboard (63 Brady Street)
1982	Vacant (61 Brady Street) Stuart Weinberg (63 Brady Street)
c. 1984–present	Budget Signs, Inc. (55 Brady Street)

The known owners of 55–63 Brady Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
Unknown–1925	M. J. Daly
1925–1972	A. L. Thulin
1972–unknown	Laura F. Thulin
1984–present	Mark Leno

*San Francisco Women’s Centers and San Francisco Women’s Switchboard*

The SFWC was incorporated as a nonprofit organization in 1969 by a collection of organizations aligned with the San Francisco Bay Area women’s movement. These groups (including the Daughters of Bilitis, San Francisco Women’s Liberation, and National Organization for Women) represented various political viewpoints within the second-wave feminist movement of the 1960s and 1970s, the strand of post-World War II activism in the United States that, in broad terms, fought against the entrenched social disenfranchisement and lack of legal rights for American women. While representing different communities and political approaches within second-wave feminism, the organizations that created the SFWC shared a commitment to profoundly raising up the social position and political power of women in the United States. In forming the SFWC, these groups sought a formally recognized nonprofit structure and a recognized status that they previously did not have. This new coalition would allow the organizations and their members to access funding and other opportunities to

support their various missions. According to author and organizer Sushawn Robb, “[f]rom its inception, the SFWC was to be a collective endeavor, drawing energy and contributions from members of the organizations that were promoting the new group” (Robb 2012:5).

The SFWC initially relied on the time and labor of volunteers from its supporting organizations, many of whom were lesbian. Although the SFWC at first struggled to secure funding and was slow in launching its programs, volunteers kept its nonprofit status in good standing. Within its first three years in existence, the coalition did not have a dedicated physical space to operate from. It then expanded into the apartment of two supporting members. At this time, the SFWC developed a new organizational structure and proposed a list of issues faced by Bay Area women that its programs should address. These issues reflected the various concerns of the SFWC’s supporting organizations, and included topics related to health, counseling, lesbian rights, legal rights, and publications and information/referral services. (Robb 2012:6–8)

Using money raised from a women’s music festival that it organized, and assisted by federal VISTA funding, the SFWC escalated efforts to realize the group’s mission. In order to accommodate new programs, SFWC members began to search for a dedicated office space for the group. They joined with the San Francisco Women’s Switchboard, an allied organization with a shared political purpose. Formed in 1972, the Switchboard was an information referral service that directed women to health, housing, social service, and legal organizations available in the United States and Europe. According to Robb, “The intent of the Switchboard was to provide women with direction for getting assistance, but many callers were desperate for immediate help or at least a sympathetic ear. So volunteers were often providing direct counseling services over the phone” (Robb 2012:11).

The SFWC and Switchboard ultimately leased a three-room office at 63 Brady Street and quickly began operating out of the new space. As Robb explains in her book *Mothering the Movement*,

In their first year and a half in the Brady Street office, the SFWC organized a series of five fundraising workshops for over sixty women’s change groups. They also held community forums on the following topics: Sexism and Racism in Employment, Lesbianism/Coming Out, the IUD Scare, Women and Electroshock, Abortion, Rape, and Women in Vietnam. They helped convene a funding coalition of ten to fifteen groups to explore ways to develop resources for the women’s movement, and they coordinated and led numerous consciousness-raising groups. The SFWC began publishing a monthly newsletter, with a mailing list of two thousand, mostly women, by October 1974. (Robb 2012:11-12)

The new office on Brady Street contained a feminist resource library and meeting room, which provided organizing space for a multitude of aligned organizations. The Switchboard occupied one room within the office. The SFWC was staffed by a core group of volunteers during its early years, and programs were funded through special events (such as the Woman’s Music Festival), small membership fees, grants, and donations.

As a dedicated space for women’s community initiatives and events, the SFWC belonged to a collection of women’s centers in the Bay Area, but was the first in San Francisco that operated separate from a university campus. The creation of such community-based centers was a significant component of second-wave feminism nationwide (Graves 2017:8.19). As SFWC member Sally Livingston described to the local press, “[w]omen are responding to the idea of centers because they have no place else to turn to. Public and private agencies are more geared to a general community need than to women’s special problems. So that has sparked the ‘let’s do it ourselves’ bit” (Dungan 1975:4).

As the SFWC grew, staff and volunteers launched new initiatives addressing needs of Bay Area women and supporting the work of aligned women’s rights organizations. From 1975–1979, the SFWC organized the Bay Area Federal Feminist Credit Union (BAFFCU), which closely followed a model developed elsewhere in the United States. Recognizing that many women faced barriers to achieving full financial independence and economic equality, the SFWC established the credit union to provide loans, savings accounts, and financial counseling. Although a separate staff was hired to operate BAFFCU out of a space on Market Street, it ran with the support of the SFWC. The credit union began on a strong note and made loans to many women in its first year. However, BAFFCU ultimately experienced high delinquency rates on its loans, and struggled to remain financially solvent. After five years the credit union dissolved, but in that time had issued loans totaling over \$1 million (Robb 2012:17–21; Graves and Watson 2015:199).

One further accomplishment of the SFWC while housed at 63 Brady Street was the group’s work against domestic violence and sexual assault. Programs that reflected this position were a shelter named La Casa de las Madres and an advocacy and counseling organization named San Francisco Women Against Rape. Notably, the SFWC coordinated with other Bay Area women’s rights organizations and the Women’s Studies Department at San Francisco State University (SFSU) to organize the Violence Against Women conference in 1976. During the planning phase of this event, the SFWC and aligned organizations sparked controversy for their policy excluding men from attendance; SFSU ultimately pulled its sponsorship, and the organizers had to scramble to secure another venue. In spite of this and other organizing difficulties, the conference attracted well over 1,000 attendees. The conference invigorated the SFWC and led to new discussions around whom the group served, and how to reach a more racially and ethnically representative population than the largely middle-class and white women who had taken part in its programs earlier in the 1970s. (Robb 2012:27-37)

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\*Resource Name or #(Assigned by recorder) 55-63 Brady Street

\*Recorded by Jon Rusch, ICF

\*Date August 20, 2018

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The continued success of the SFWC's programs and events, and expansion of its staff, meant that the group soon began to search for a new and larger office and meeting space. According to Robb,

In the final stages and aftermath of the violence conference, the inadequate nature of the office at 63 Brady Street came to the fore. There were problems with the facilities—no heat, a shortage of electrical outlets—and there was too much demand on the space. It was used for meetings, office work, drop-in/bulletin board space, the Women's Switchboard, and Options for Women Over 40. [...] In 1977, as women decompressed from the conference organizing, the idea of women owning their own space, free to do with it as they pleased, started to float through the community. After several frustrating months looking at potential offices that were either too expensive or too small and run down to be an improvement over Brady Street, the committee expanded its vision and started talking about women owning their own room. The fantasy was shared with other women, and by the middle of 1977, the committee was transformed into a new sponsored project: the Women's Building project." (Robb 2012:38)

Women involved in the committee felt that a building dedicated to housing an array of women's rights and women's liberation organizations would increase the visibility of their political and social missions, and would improve the accessibility of their programs to the communities they served. Such a building would allow the SFWC to provide space to other organizations with interlinked purposes, but that lacked financial resources for their own spaces. The Brady Street office was not able to accomplish these aims. Members of the Women's Building Project were directed towards Dovre Hall on 18<sup>th</sup> Street in the Mission, and there they found a property that would suit their project's goals. The SFWC moved its offices out of 63 Brady Street in 1979 (Robb 2012:38-39; Graves 2017:8.24–8.26).

The SFWC purchased Dovre Hall (renamed the Women's Building) for \$535,000 and was responsible for building operations and maintenance. The Women's Building had a separate staff from the SFWC, and supported the goal of "actively work[ing] to further people's struggles against oppression through race, minority, culture, disability, sexual orientation, age, life style, and class differences" (quoted in Graves 2017:8.26). The building housed many tenants, including the SFWC and the Switchboard, who represented a range of feminist-aligned communities that crossed boundaries of race, ethnicity, and sexuality. The SFWC and the Women's Building merged into a single organization in 1980, and the Women's Building continues the earlier coalition's mission incubating diverse perspectives and activism within the women's movement (Graves 2017:8.29).

#### California Register of Historical Resources Evaluation of 55–63 Brady Street

The building at 55–63 Brady Street is not currently listed in, and has not previously been found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 55–63 Brady Street under CRHR Criteria 1–4:

#### CRITERION 1 (Events):

The various building volumes of 55–63 Brady Street were constructed between the 1910s and 1940s, and into the 1960s its tenants were commercial and industrial establishments typical of those found within the surrounding Hub area. The subject building does not have associations with any significant events or patterns of development prior to the 1970s. During that decade, however, one portion of the building—addressed as 63 Brady Street—housed the SFWC, a group that organized programs and provided meeting space for a range of organizations active in the Bay Area women's movement. The SFWC's office space also housed the Switchboard, a feminist resource referral service that served women nationally. The SFWC moved into 63 Brady Street from its small and informal operation center located in the apartment of two volunteers, and thus 63 Brady Street represents the group's first publicly accessible location to serve Bay Area women. The SFWC is a significant group within the history of second-wave feminism in San Francisco, which contributed to important initiatives within the San Francisco women's movement during the 1970s, including BAFFCU and the 1976 Women Against Violence conference. The SFWC is also significant as an organization that involved many lesbian staff and volunteers working together to further the aims of feminist organizations to which they contributed. The building at 63 Brady Street was a critical physical space dedicated to community-based programs branching from second-wave feminism in 1970s-era San Francisco. Although not all programs—including BAFFCU, La Casa de las Madres, and 1976 Violence Against Women conference—took place in the subject building, the paid and volunteer staff of SFWC played an integral organizing role in these important community programs. As a point of comparison, the Women's Building at 3543 18<sup>th</sup> Street, which the SFWC occupied following 63 Brady Street, is listed in the National Register of Historic Places. The Women's Building's designation recognizes that property's national significance within the context of second-wave feminism in the United States, as an early woman-owned community center and nucleus of women's organizing after 1979 (Graves 2017:17). The subject building at 55–63 Brady Street conveys the SFWC's earlier period of organizing and capacity building, and the relatively nondescript quality of its architecture reflects the community-based, grassroots organizational strategies that define second-wave feminist organizing in the United States. Sufficient time has passed for a scholarly perspective to be developed on the significance of the SFWC within second wave feminism in San Francisco; books and historic resource studies cited throughout this DPR form set show that a body of scholarship on the SFWC exists, which allows the significance of the subject building to be understood. Therefore the subject building may be evaluated for CRHR eligibility under Criterion 1 even though it is associated with events that occurred less than 45 years ago. Because it provided a dedicated physical space for women's events and community building, the subject building embodies the San Francisco women's movement during a period in which its physical imprints on the built environment were exceedingly rare. Therefore, the building at 55–63 Brady Street is significant

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under CRHR Criterion 1. The period of significance associated with the building's significance under CRHR Criterion 1 is 1973–1979, the years when the SFWC and Switchboard occupied the office space within 63 Brady Street.

#### CRITERION 2 (Person):

The building at 55–63 Brady Street is not associated with any person(s) of historical significance such that it would be found to be significant under Criterion 2. Individuals associated with its various commercial and industrial tenants between its initial construction in the 1910s to the early 1970s would not have had a sustained association with the building to the extent necessary to imbue significance under Criterion 2. Volunteers and staff members involved in the work of the SFWC and Switchboard made notable contributions to the 1970s women's movement in San Francisco; however, these contributions are better understood within the context of consensus-based decision making and organizational accomplishments rather than the work of any particular individual. As such, the significance of those who worked closely with the SFWC and Switchboard during those groups' occupancy of the subject building between 1973 and 1979 is captured through the building's significance under CRHR Criterion 1, explained above. In addition, local political figure Mark Leno has owned and operated a business out of the subject building since the 1980s. Although Leno is a notable individual who has served on the San Francisco Board of Supervisors and was elected to the California State Assembly and Senate, any significant influence Leno may have on the political and social spheres of San Francisco and the state of California are not directly conveyed through his commercial dealings within the subject building. Therefore, the building at 55–63 Brady Street is not significant under CRHR Criterion 2.

#### CRITERION 3 (Design/Construction):

The building at 55-63 Brady Street is a one-story commercial and industrial building constructed between the 1910s and 1940s; each of its four volumes expresses a somewhat different architectural character that nonetheless share a utilitarian aesthetic. Some of the building's details are attractive (such as the chevron profile stucco work and decoratively sawn wall at its southeast volume), and as a whole it has an uncommon development history and appearance formed by multiple vernacular components. However, no individual component of the building has a level of architectural detail that represents high artistic value, and the building does not have distinctive characteristics of a type, period, region, or method of construction. No architect or builder has been identified for any component of the building; it does not represent the work of a known master. The building at 55–63 Brady Street is thus not significant under CRHR Criterion 3.

#### CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

#### INTEGRITY

In addition to demonstrating significance under CRHR Criteria 1–4, a property must retain integrity when being evaluated for listing in the CRHR. Integrity is the measure by which a property is evaluated based on the property's ability to convey its historical significance. To retain integrity, a property must have most of the seven aspects of historic integrity as defined by the National Register of Historic Places and adopted by the CRHR: location, design, materials, workmanship, setting, feeling, and association. The following provides a discussion of 55–63 Brady Street's integrity.

**Location:** The building at 55–63 Brady Street has not been moved since the period of significance, 1973–1979, and therefore the building retains integrity of location.

**Design:** The exterior of the subject building does not appear to have been substantially altered based on visual inspection and review of building permits. The modest design of the building volume that housed the SFWC's offices, specifically that of the 63 Brady Street volume, reflects that significant organizing and community-building within the second-wave feminist movement of the 1960s and 1970s occurred in spaces that were not architecturally grand but rather served the basic needs of grassroots organizations. Therefore, the building retains integrity of design.

**Materials and Workmanship:** No substantial changes to the materials and workmanship of the subject building appear to have occurred since the period of significance; the stucco cladding and chevron-profile detailing of the Brady Street façade where the SFWC had its offices are still intact. Therefore, the building retains integrity of materials and workmanship.

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\*Resource Name or #(Assigned by recorder) 55-63 Brady Street

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Setting: The setting of the subject building within a quiet neighborhood one block from Market Street contains a mixture of residential and industrial buildings, much as it did when the SFWC was housed at 63 Brady Street. Although a more recent multi-unit residential building was constructed across Brady Street from the subject building, the majority of surrounding buildings remain in place from the period of significance. Therefore, the building retains integrity of setting.

Feeling: Aspects that contextualize the feeling of the SFWC are diminished due to the fact that the building no longer serves as an organizing or community space for women. However, other aspects of the property remain, including its rather unexceptional design and setting that foreground the fact that second-wave feminist organizations operated out of offices and other spaces that were available to them within everyday urban landscapes. Therefore, the building retains integrity of feeling.

Association: The building's intact integrity of location, setting, design, materials, workmanship, and feeling allow it to retain a direct link to its identified significance under Criterion 1. The limited degree to which the building (specifically the office space at 63 Brady Street, which housed the SFWC) has changed since the period of significance and its overall historic character within the context of the larger commercial building to which it belongs allows an individual who experienced the work of the SFWC within the building to recognize it as the space that previously housed that organization. Therefore, the building retains integrity of association.

In summary, the subject building retains integrity of location, design, materials, workmanship, setting, feeling, and association, and retains sufficient overall integrity to convey its significance under Criterion 1.

#### CHARACTER-DEFINING FEATURES

ICF identifies the following as the character-defining features of 55–63 Brady Street, as related to the building's significance under CRHR Criterion 1:

- Overall one-story height and composition of adjoining building volumes;
- Corner location on a mid-block alley;
- Small footprint of 63 Brady Street;
- Façade composition at 63 Brady Street space: glazed door and window, molded chevron-profile stucco, and wood wall enclosing the adjacent pedestrian alley.

#### Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, the building at 55–63 Brady Street is eligible for individual listing on the CRHR under Criterion 1. The property is therefore a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Recorded by Jon Rusch, ICF

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**\*B12. References (continued):**

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**Additional Figures:**



**Figure 1. Diagram identifying the component volumes of 55-63 Brady Street**  
Source: Google, edited by ICF



**Figure 2. Southwest (Brady Street) façade of 55 Brady Street volume, viewed facing northeast.**



**Figure 3. Northwest (Colton Street) façade of 55 Brady Street volume, viewed facing southeast.**



**Figure 4. Southwest (Brady Street) façade of the 55 Brady Street storage volume, viewed facing northeast.**



Figure 5. Southwest (Brady Street) façade of the 61 Brady Street volume, viewed facing northeast.



Figure 6. Southwest (Brady Street) façade of the 63 Brady Street volume, viewed facing northeast.



Figure 7. Decorative sawn roofline pattern at the wood wall enclosing the pedestrian alley at 63 Brady Street.



Figure 8. Molded chevron-profile stucco pattern above openings at the 63 Brady Street volume.

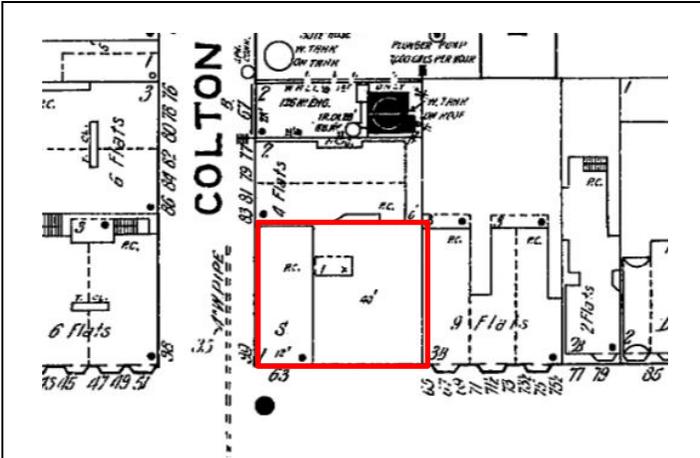


Figure 9. 1913 Sanborn fire insurance map representing the subject parcel, outlined in red; only the corner volume, then addressed 63 Brady Street, had been constructed. Left is north. Source: Sanborn Map Company, accessed from the San Francisco Public Library.

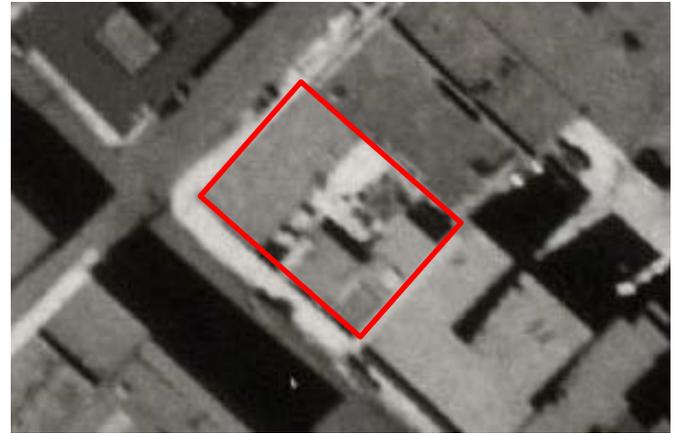


Figure 10. 1938 aerial photograph of the subject parcel, outlined in red; it appears that the storage volume attached to 55 Brady Street had not yet been constructed. Source: Harrison Ryker, accessed from David Rumsey Map Collection.

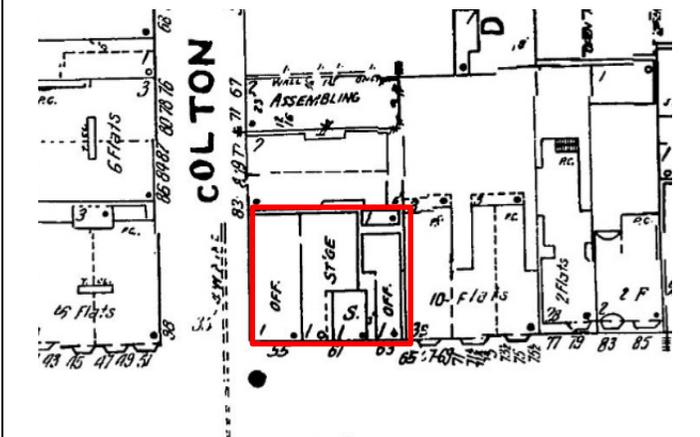


Figure 11. 1949 Sanborn fire insurance map representing the subject parcel, outlined in red; all four sections of the building had been constructed. Left is north. Source: Sanborn Map Company, accessed from the San Francisco Public Library.

**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 77-79 Brady Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 551088.93 m E/ 4180760.23 m N

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3505/023

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

The building at 77-79 Brady Street is a two-story, two-unit altered Classical Revival residential structure on the northeast side of Brady Street, approximately one half block northwest of Otis Street. The building fills the entirety of a 2,070-square-foot parcel. The building has a rectangular footprint, with the main façade facing southwest toward Brady Street. The building at 77-79 Brady Street has a flat roof with a cornice over an angled, projecting bay with vinyl replacement windows. The building has a concrete foundation. The surrounding area is urban residential, with some light industrial and commercial buildings nearby. The San Francisco Planning Department records a build year of 1907.

The southwest (primary) façade is clad in painted stucco and flanked on either side by other residential buildings. The angled bay is right (southeast) of center above a driveway and paneled wooden garage door (**Figure 1**). The raised, recessed entryway with molded surround (**Figure 2**) is fronted by a metal gate with terrazzo steps leading up to the landing. A single second-story window is above the entryway. The cornice currently lacks brackets, excepting S-curve brackets that remain at the outer ends of the façade (**Figure 3**). The northeast (rear) façade (**Figure 4**) is clad in horizontal wood channel siding, with vinyl-sash replacement windows. An addition with a slightly lower roof approaches the rear lot line. The southeast façade directly abuts the neighboring building, and no features are located on visible portions of the northwest façade.

\*P3b. Resource Attributes: (List attributes and codes) HP3 (two-story multiple family property)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) Primary (southwest) façade. View toward northeast, 8/16/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both  
1907 (Tax assessor's date)

\*P7. Owner and Address:

Maria Josefa M Lanuzo Living Trust  
77-79 Brady Street  
San Francisco, CA 94103

\*P8. Recorded by: (Name, affiliation, address)

Patrick Maley, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 77-79 Brady Street

B1. Historic Name:

B2. Common Name:

B3. Original Use Residential B4. Present Use: Residential

\*B5. Architectural Style: Classical Revival

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The building at 77–79 Brady Street was constructed in 1907 according to the San Francisco Planning Department Property Information Map, though the original building permit was not located at the San Francisco Department of Building Inspection. Based on available records, several permits have been issued for the building since its construction. In 1951, a permit was issued to lower the ceiling in the living room, dining room, and kitchen. A permit was issued in 2004 to Ramirez Roofing to remove existing roofing material and replace it with one layer of 28-pound glass-base sheeting and three layers of Type IV glass-ply sheeting, with a floor coat of asphalt. In 2008, a permit was issued to P. Whitehead & Associates for pier underpinning work at the right (southeast) side of the property.

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

Original Location: N/A

\*B8. Related Features: n/a

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

(See continuation sheet.)

B11. Additional Resource Attributes:

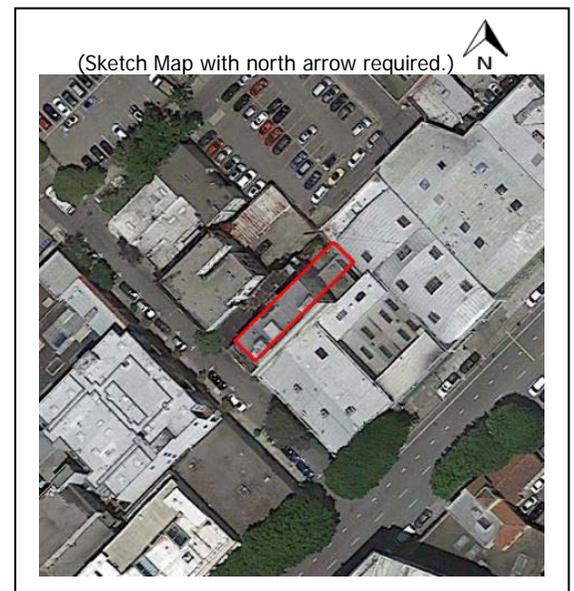
\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: Jon Rusch, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)



\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

Continuation  Update

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

The name “Hub” was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as “the Hub” by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood’s leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. As of 2011, buildings constructed from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Residential Development*

The presence of framed residential buildings dating to the 1906–1909 period within the Hub neighborhood indicates the rapidity with which some residents or landlords undertook reconstruction following the earthquake and associated fires. Such residential buildings are present in the Hub north of Market Street as well as south of Market Street on Gough, McCoppin, Jessie, and Stevenson streets. However, many residents were not as well insured as others and not able to rebuild immediately following the disaster. Some opted to sell their properties to industrialists and start over in other parts of the city. Still, at a time when the automobile had yet to become a mass consumer product and an important factor in reshaping the urban built environment, the presence of multiple transit lines converging in the Hub ensured that residential development would continue through 1920s, with a relatively short interruption during World War I (Page & Turnbull 2007:53, 94–95).

The leading type of smaller-scale residential construction within the Hub after the 1906 disaster was the two- to three-story multi-family building, or “flat.” Developers typically constructed flats with full-floor dwelling units, as opposed to the multiple dwelling units on each floor of an apartment building. Builders constructed flats in several variations, including single-flat stacks; double flats, formed from parallel dwelling units on each floor; and Romeo flats, consisting of a central circulation bay and flanking stacks of flats. Compared to multi-family flats, single-family dwellings were constructed far less frequently within the Hub area from 1906 through the 1920s, and very few have survived to the present. Multi-family flats and single-family residences constructed in the Hub during this period typically featured Classical Revival, Mission Revival, and Craftsman façades (Page & Turnbull 2007:54, 99–101).

Larger residential buildings were also constructed in the Hub after 1906 and through the 1920s. These included larger wood-framed or masonry apartment buildings and hotels, rising to heights of three to seven stories. These larger residential buildings typically exhibited Classical Revival or Colonial Revival designs. Although larger apartment buildings often contained dwelling units that were large enough to accommodate families, the Hub area also included boarding houses and single-resident-occupancy (SRO) hotels, which were geared to the population of unmarried male workers who were employed by the industrial firms in the South of Market area. SRO hotels typically had a single entrance to a first-story lobby, with a desk or office provided for an attendant. Mail boxes as well as commercial spaces were found across other portions of the first floor. A typical SRO hotel dating to the first decade of post-disaster development in the Hub area is the five-story Classical Revival–style hotel constructed in 1915 at 1601 Market Street, at the west corner of Market and 12<sup>th</sup> streets (Page & Turnbull 2007:54 96–97).

Mixed-use buildings with upper apartments constitute one of the more prominent residential building types in the Hub area, particularly along and near Market Street. Built in substantial numbers within the Hub and surrounding areas from 1906 through the 1920s, such buildings typically feature masonry construction, first-story commercial space, and upper-story apartments, reaching heights of two to seven stories. These buildings have modest first-story residential entrances but more focal first-story commercial entrances, with the latter frequently surrounded by plate-glass windows and divided transoms. Leading masonry examples of mixed-use buildings within the Hub area include the five-story Classical Revival-style buildings at 1649–1651 Market Street and 150 Franklin Street (both 1912); the five-story Renaissance Revival-style building at 1693–1695 Market Street (1914); the Colonial Revival-style five-story building at 1666–1669 Market Street (1913); the seven-story Classical Revival-style Miramar Apartments on the east side of Franklin Street, north of the intersection of Market and Page streets (1917); and the six-story Renaissance Revival-style Gaffney Building at 1670 Market Street (1923) (City of San Francisco 2012:5–42; Page & Turnbull 2007:104).

Residential development slowed dramatically within the Hub neighborhood, as it did in much of San Francisco, during the Great Depression. In addition, material shortages prohibited new residential construction during and after World War II. In the 1950s and 1960s, most residential construction remained limited to redevelopment projects and infill. Here and there, property owners demolished older residential buildings and constructed modern stucco-clad apartment buildings with below-grade parking. These were known as “dingbats.” However, San Francisco’s typically modest lot sizes prohibited the degree of dingbat development that occurred in other highly urbanized areas of California (Page & Turnbull 2007:95).

Site History

Before the present building was constructed, the parcel contained a one-story grocery store, owned by Daniel O’Connor; it caught fire and burned down in 1881 (*Daily Alta California* 1881). In 1901, Timothy O’Connell and his wife Mary purchased the parcel from P. J. McVeigh (*San Francisco Chronicle* 1901), and the subject building was constructed on the parcel in 1907. The 1913 Sanborn map shows Brady Street as largely residential in character, with flats and apartment buildings accounting for the majority of street-facing buildings (**Figure 5**). The subject building reinforced this local pattern of development.

According to city directories, Mary O’Connell continued to live in the house until the early 1940s, when the property was sold to Max and Laura Leano. Max and Laura Leano owned the subject property until the early 1970s, when deed records show that the building was sold to John and Virginia Alvarado. (Another member of the Leano family, Bruno, continued to reside in the building.) In 1989, the property was transferred to Hermana M. Lanuzo and has remained with members of the Lanuzo family until the most recent records.

Occupancy of 77–79 Brady Street is summarized in the table below, based on a review of selected city directories and other historical sources.

Year	Occupant
1933	Margaret O’Connell (77 Brady Street)
1936–1940	Mary O’Connell (77 Brady Street)
1953	Albino Albano (77 Brady Street) Max Leano (79 Brady Street)
1963	Juanita Hosena (77 Brady Street) Max Leano (79 Brady Street)
1973	Josephia Bitanga (77 Brady Street) Max Leano (79 Brady Street)
1982	Bruno Leano (77 Brady Street) Assis Acacio (79 Brady Street)

The known owners of 77–79 Brady Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
1907–1934	Timothy and Mary O’Connell
1934–unknown	Mary O’Connell
Unknown–1973	Max and Laura Leano
1973–1989	John R. Alvarado
1989–current	Hermana M. Lanuzo and Lanuzo Family

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\*Resource Name or #(Assigned by recorder) 77-79 Brady Street

\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

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Available information on the O'Connell family, the original owners and occupants of the building, is compiled below. Research did not uncover biographical details on Max and Laura Leano, who owned and/or resided in the building from the 1950s until 1973.

*Occupant Biography: Timothy and Mary O'Connell*

Timothy and Mary O'Connell owned the subject parcel and presumably constructed the building. Both were born in Ireland in the 1870s and immigrated to the United States in the early 1890s. They married at the turn of the century (U.S. Census Bureau 1910 and 1930). The couple lived at the subject building along with Margaret and John O'Connell. Timothy worked as a chauffeur, driving a team of horses. In 1911, Timothy O'Connell was seriously injured when a train of boxcars backed into his wagon at Townsend and Sixth streets. O'Connell was caught up in the wreckage and suffered deep cuts and bruises (*San Francisco Call* 1911:8). The family suffered another injury years later when Mary O'Connell was struck by an automobile while crossing Fell Street near Franklin Street, leaving her with a fractured left hip (*Oakland Tribune* 1928:21). When Timothy passed away in 1934, the building passed to Mary; she continued to reside in the building until the 1940s.

California Register of Historical Resources Evaluation

The building at 77–79 Brady Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 77–79 Brady Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 77–79 Brady Street is not associated with any event(s) of historical significance at the local, state, and national level. The building is a product of the period between 1906–1909, when individuals rebuilt the Hub area after the earthquake and fires of 1906 destroyed much of the area's housing stock. The subject building is thus the product of the multi-unit residential development pattern that was common within and surrounding the Hub. Although the building reflects the residential development in the Hub area following 1906, the building individually does not convey broad patterns of local or regional history or the cultural heritage of California or the United States. Therefore, the building at 77–79 Brady Street is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

The building at 77–79 Brady Street is not associated with any person(s) of historical significance. The building has been occupied since its construction by members of the O'Connell, Leano, Alvarado, and Lanuzo families, but these families do not appear to have contributed substantially to local, California, or national history through their occupancy and/or ownership of the building. Therefore, the building at 77–79 Brady Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 77–79 Brady Street is an Edwardian-era residential building with two full-floor dwelling units. The architect and builder are unknown, but the building's typology and design are typical of residential buildings constructed in San Francisco during the post-1906 reconstruction effort. The subject building was constructed in 1907 but has been significantly altered. Most noticeably, decorative elements (such as brackets) that are common to buildings of its era have been removed. Due to these physical alterations, 77–79 Brady Street does not embody characteristics of a style, period, region, or method of construction, and the building does not represent the work of a known master or possess high artistic values. Therefore, the building at 77–79 Brady Street is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, the building at 77–79 Brady Street is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 77-79 Brady Street

\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

Continuation  Update

**\*B12. References (continued):**

City and County of San Francisco. 2012. *Market Street Masonry Discontiguous District*. Revised draft. Article 10, Landmark Designation Report Submitted to the Historic Preservation Commission. September 12.

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Olmstead, R. W. 2002. Historical Overview (Chapter 3). In *California Department of Transportation, San Francisco Central Freeway Replacement Project—Alternative 8B: Archaeological research Design and Treatment Plan, City and County of San Francisco, CA*.

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U.S. Census Bureau. 1930. *Census Place: San Francisco, San Francisco, California*. Page: 9A, Enumeration District: 0273. FHL microfilm: 2339939.

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**Additional Figures:**



Figure 1. Detail view of garage.



Figure 2. View of southwest front door.



Figure 3. Detail view of cornice.



Figure 4. View of northeast (rear) façade, facing southwest.

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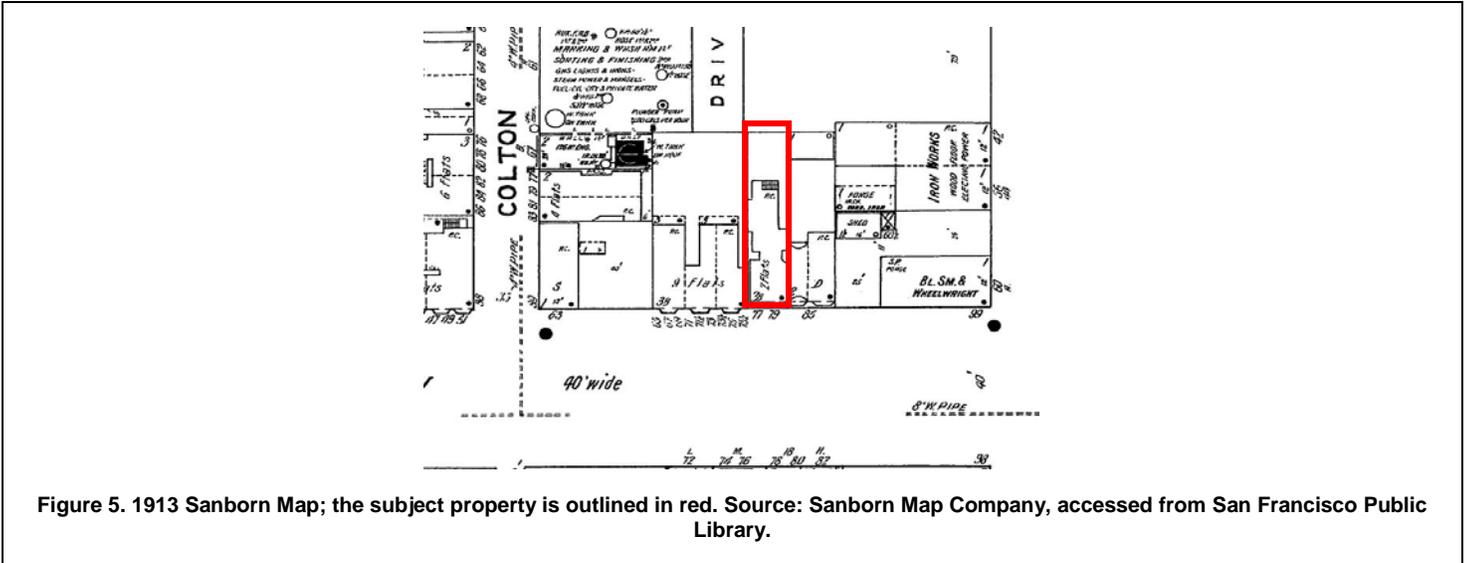


Figure 5. 1913 Sanborn Map; the subject property is outlined in red. Source: Sanborn Map Company, accessed from San Francisco Public Library.

**P1. Other Identifier:** 100 Valencia Street

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 100 Valencia Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 550828.52 m E/ 4180612.85 m N

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3502/113

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

The building at 100 Valencia Street is an altered midcentury Modern-style, two-story commercial building at the southwest corner of the intersection of McCoppin Street and Valencia Street. The building fills the majority of the northwest portion of its 4,321-square-foot, triangular-shaped parcel. The building has an irregular footprint that is mostly triangular, with the widest façade facing southeast toward Valencia Street. The building at 100 Valencia Street has a flat roof and features “Howmet” decorative aluminum cladding with a decorative serpentine frieze on three sides projecting above a continuous band of plate glass windows that rest on a brick bulkhead. The building is flanked on the north by a landscaped park and on the south by an angular-shaped surface parking lot that abuts an iron fence on the west side. The parcel includes a free-standing, double-faced two-panel sign. The Central Freeway leads past the western edge of the parcel. The surrounding area is urban with other commercial buildings.

The southeast (primary) façade is clad in a combination of aluminum, glass, and brick. The primary façade is angled to create three faces. The center face contains the building’s main entrance—a paired, fully-glazed door—and is protected by yellow bollards. The front-facing aluminum cladding on the primary façade is painted in an elongated diamond design common to U-Haul facilities, with black lettering indicating the street address (“100”) and the company (“U-HAUL moving supplies \* boxes”), which also appears on the north façade (**Figure 1**). The outer faces of the southeast façade feature promotional images with the words “IT’S A NEW LIFE,” facing south (**Figure 2**) and “A LITTLE HELP WHEN YOU NEED IT” facing east (**Figure 3**). (See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #)  
Primary (southeast) façade. View facing northwest, 5/4/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both  
1964 (building permit)

\*P7. Owner and Address:

U-Haul Real Estate Co.  
100 Valencia Street  
San Francisco, CA

\*P8. Recorded by: (Name, affiliation, address)

Patrick Maley, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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  
DPR 523A (9/2013) \*Required Information

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 100 Valencia Street

B1. Historic Name: Knights Drive-In  
B2. Common Name: 100 Valencia Street  
B3. Original Use Drive-In Restaurant B4. Present Use: Commercial Building

\*B5. Architectural Style: Midcentury Modern

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The building at 100 Valencia Street was designed by Schaaf & Jacobs and built in 1964 by Ralph C. Bribb for use as a drive-in restaurant for owner Robert Williams, as indicated by the original building permit held at the City and County of San Francisco (City) Department of Building Inspection (DBI). Based on available records at the DBI, several permits have been issued for the building since its initial construction. In 1965, a permit was issued for the building, then operating as Knights Drive-In, for flues and hoods in the kitchen in order for the restaurant to comply with Article 36 of the San Francisco Building Code. A permit was issued in 1970 to the Brumfield Electric Sign Company for the installation of a 24-square-foot, single-face plastic sign reading "Coca Cola Hot Dogs Sandwiches." When U-Haul first occupied the building in 1976, a permit was issued to Blaze Sign Company to install a 144-square-foot, double-faced U-Haul sign on the property. A permit was issued in 1976 to Bel Aire Engineering, Inc., to install the "Howmet" decorative aluminum cladding on the top portion of the building. In 1976, a permit was issued to Wilsey & Ham for the construction of an ancillary building on the parcel. Further research could not confirm that the building was constructed. In 1977, a permit was issued to Blaze Sign Company to install a 208-square-foot U-Haul sign. In 1980, a permit was issued to GRS Corporation to remove the existing sign and install a double-faced, 88-square-foot modular U-Haul sign. In 1983, a permit was issued to Foster and Kleiser for the installation of a 600-square-foot double-faced sign.

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

Original Location: N/A

\*B8. Related Features: N/A

B9a. Architect: Schaaf & Jacobs b. Builder: Ralph C. Bribb

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847.

(See continuation sheet.)

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

\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: Jon Rusch, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)



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\*Resource Name or #(Assigned by recorder) 100 Valencia Street

\*Recorded by Patrick Maley, ICF

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**\*P3a. Description (continued):**

Horizontal wood-board siding can be seen behind the aluminum cladding on the northwest façade (**Figure 4**). The building's west (rear) façade is blocked from view by black iron fencing and the east side of the Central Freeway and could not be inspected.

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

The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49-50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49-50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57-58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48-54; Tim Kelley Consulting 2011:14-16).

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\*Resource Name or #(Assigned by recorder) 100 Valencia Street

\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

Continuation  Update

#### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Automobile-related Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service. Beginning in 1931, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. South Van Ness Avenue would feed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue would be dominated by automobile repair and service buildings with Art Deco façades, some incorporating an admixture of Spanish decorative features. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007: 85, 89, 106; Sanborn Fire Insurance Company 1950).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in some parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959. Mounting opposition to San Francisco freeway planning and development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and the increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

#### Site History

As shown in a 1912 photograph of the site of the subject building at the corner of the Valencia and McCoppin streets, the surrounding neighborhood was characterized by retail and residential uses during the post-1906 period and included a grocery store and a streetcar line on Valencia Street (**Figure 5**). Over the following decades, the area gradually incorporated industrial/automotive uses. The 1950 Sanborn map reveals that the subject parcel was rectangular and larger in size, extending west to the middle of its block. The parcel then contained a union hall for carpenters that was flanked by apartment buildings, a used car dealer with an auto repair center on the site, and a furniture store (**Figure 6**). Before the Central Freeway was built, McCoppin Street extended west to connect with Market Street. Construction of the freeway in the late 1950s brought dramatic changes to the vicinity. The freeway crossed over the southwestern portion of the subject parcel, which reduced its size and left only an awkward wedge-shaped space for a future building.

The current building at 100 Valencia Street, designed by local architecture firm Schaaf and Jacobs, Inc., was built in 1964 as Knight's Drive-In Restaurant. (No photographs have been located showing the original design of the building, as developed by Schaaf and Jacobs.) Knight's Drive-In Restaurant is listed in Polk's San Francisco City Directory at 100 Valencia Street from 1967 to 1975. The original 1964 building permit indicates Robert Williams was the first owner of the building, Assessor's Office records list other members of the Williams family (Frank, Claire, and Kathleen) on the deed as well. Little information has been located regarding Williams or his business ventures in San Francisco. He was the son of Frank and Claire Williams and the grandson of W. E. Williams, an official of San Francisco's Hibernia Bank. Robert Williams trained at the U.S. Naval Academy at Annapolis.

The triangular footprint of the building at 100 Valencia Street can be seen in an aerial photograph (**Figure 7**). The building remained in the Williams' possession until it was sold to U-Haul Company of San Francisco in 1976. After U-Haul acquired the property, several permits were issued for alterations that rendered the original building design invisible as it was converted from a restaurant to a retail building. Although a permit was issued in 1976 for construction of an ancillary building on the site, further research could not confirm that the building was constructed.

Occupancy of 100 Valencia Street is summarized in the table below, based on available city directories.

Year	Occupant
1964–1976	Knight's Drive-In Restaurant
1976–present	U-Haul

Ownership of 100 Valencia Street is summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
1964	Frank and Claire Williams, Robert and Kathleen Williams (deed)
1976	U-Haul Company of San Francisco (deed)
1989	U-Haul Real Estate Company (deed)

*Architect Biography: Schaaf and Jacobs, Inc.*

Based in Marin County, Schaaf and Jacobs, Inc. (also known as Schaaf – Jacobs – Vinson), was an engineering firm founded and operated by Valmar (Val) A. Schaaf and his two partners, who filed incorporation papers in California in 1962. The company maintained a high reputation for quality throughout its 30-year existence, during which time the company designed and/or engineered mostly commercial and residential buildings in the Bay Area. The firm's projects included building design work for the McAfee's Department Store building in Novato's Nave Shopping Center (*San Rafael Daily Independent Journal* 1965:17), structural engineering for the Northgate Industrial Park (*San Rafael Daily Independent Journal* 1968:35) where the firm eventually relocated from its 3558 Redwood Highway location (*San Rafael Daily Independent Journal* 1968:21), and structural engineering for the Parkside Apartments in San Anselmo (*San Rafael Daily Independent Journal* 1972:52). The firm embraced new building technologies, including the use of precast, pre-stressed concrete channel sections for Chateau Soverain Winery in Sonoma County (Prestressed Concrete Institute n.d.) and the Rolin truss for the Parkside Apartments in San Anselmo (*San Rafael Daily Independent Journal* 1972).

Schaaf was born in Hoopston, Illinois, in 1920 and earned a bachelor's degree in engineering from the University of Chicago before serving with the 353<sup>rd</sup> Battalion of the U.S. Army Corps of Engineers during World War II, earning two bronze stars for heroic or meritorious achievement. After his time in the service, Schaaf founded Schaaf, Jacobs, Vinson Civil Engineering, which was distinguished for high-quality work throughout the Bay Area. In addition to his work at the firm, Schaaf, along with his wife Evelyn (also an engineer), spent his long life pursuing peace and social justice, founding the Social Justice Center of Marin and taking a leading role in the Committee for Prisoner Humanity and Justice and Media Action Marin, among other causes and organizations. On April 3, 2007, Schaaf was honored with a resolution from the Board of Supervisors of the County of Marin for his "work [that] truly embodied the concepts of social justice, peace, integrity and respect for all humanity" (Board of Supervisors 2007; *Marin Independent Journal* 2001, 2013).

Warren Jacobs was born in San Francisco in 1911 and, like Schaaf, served in World War II. Following his service, he graduated from the University of California, Berkeley College of Engineering. He retired from the firm in 1990 (*Marin Independent Journal*, 2011). No information could be found about the third founding partner.

California Register of Historical Resources Evaluation of 100 Valencia Street

The building at 100 Valencia Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 100 Valencia Street under CRHR Criteria 1-4: CRITERION 1 (Events):

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\*Resource Name or #(Assigned by recorder) 100 Valencia Street

\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

Continuation  Update

The building at 100 Valencia Street is not associated with any event(s) of historical significance at the local, state, or national level. The building is a product of auto-oriented commercial development in the Hub area of San Francisco. Research conducted on the building's occupants did not reveal that the building fostered early or remarkable business growth for any of its tenants or for San Francisco at large. Although the building once housed a drive-in restaurant, Knight's Drive-In did not appear in the press during its years of operation and represented a typical example of an automobile-oriented restaurant constructed in San Francisco during the post-World War II period. The property began operating as U-Haul in 1976, along with a number of other locations in the Bay Area, including 4050 19<sup>th</sup> Avenue in San Francisco, 2200 El Camino Real in Redwood City, and 1205 Francisco Boulevard in San Rafael. U-Haul has operated from the subject building since 1976. U-Haul, which was founded in 1945 in Ridgefield, Washington (U-Haul 2018), had already become a successful business by the time this location opened. A local branch office of U-Haul is unlikely to imbue the subject building with any potential significance associated with the company at large. As a result, the building does not appear to be associated with broad patterns of local or regional history or with the cultural heritage of California or the United States. Therefore, the building at 100 Valencia Street is not significant under CRHR Criterion 1.

**CRITERION 2 (Person):**

The building at 100 Valencia Street is not associated with any person(s) of historical significance. Many individuals were employed by Knight's Drive-In Restaurant and the U-Haul Company branch location, but no individual appears to have had a sustained association with the building to the extent necessary to imbue significance under Criterion 2. The building's owners, as well as other individuals affiliated with the building's tenants, do not appear to have contributed substantially to local, California, or national history through their day-to-day involvement in the building's business functions as a U-Haul franchise or a drive-in restaurant. Therefore, the building at 100 Valencia Street is not significant under CRHR Criterion 2.

**CRITERION 3 (Design/Construction):**

The building at 100 Valencia Street is an altered midcentury modern commercial building, designed by Schaaf & Jacobs in 1964. Neither Schaaf nor Jacobs appear to have had a discernible influence on architectural practice or design in the San Francisco Bay Area, and neither appears to be a master architect. The building was constructed in 1964 as a drive-in restaurant, although no documentation of its original design has been located. The building was significantly altered following its conversion to a U-Haul branch service location, and the physical alterations associated with the change in use appear to have removed or obscured many of the building's original architectural elements such that the building's date of construction and midcentury modern design by a local architecture firm are no longer discernible. The building currently reflects a standardized commercial design utilized at many U-Haul branch locations that is not specific to the subject building. For these reasons, 100 Valencia Street does not represent the work of a known master or possess high artistic values, nor does it embody characteristics of a style, period, region, or method of construction. Therefore, the building at 100 Valencia Street is not significant under CRHR Criterion 3.

**CRITERION 4 (Information Potential):**

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 100 Valencia Street is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 100 Valencia Street

\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

Continuation  Update

**\*B12. References (continued):**

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\*Resource Name or #(Assigned by recorder) 100 Valencia Street

\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

Continuation    Update

**Additional Figures:**



Figure 1. View of north façade, facing south.



Figure 2. View of southeast façade, facing northwest.



Figure 3. View of east façade, facing southwest.  
Source: Google Earth 2018.



Figure 4. View of wood-board siding on north façade, facing southeast.



Figure 5. Valencia and McCoppin streets, view north on Valencia Street toward Market Street, 1912.  
Source: OpenSFHistory.

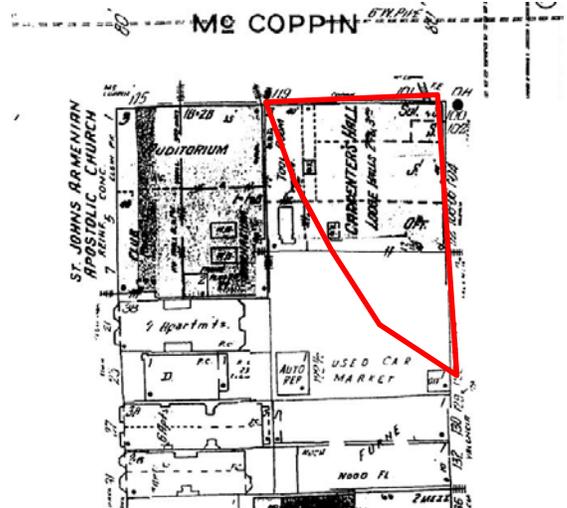


Figure 6. 1950 Sanborn map; current location of subject parcel is outlined in red.  
Source: Digital Sanborn Maps; accessed from San Francisco Public Library.



Figure 7. 1968 aerial view of 100 Valencia Street; subject parcel is outlined in red.  
Source: Historic Aerials 1968.

**P1. Other Identifier:** 110-112 12<sup>th</sup> Street

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 110–112 12<sup>th</sup> Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551270.26mE/ 4180656.38mN and Zone 10; 551280.43mE/ 4180669.81mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514-003

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

Erected in 1935 as a combined tire shop and service station, 101 South Van Ness Avenue (also addressed 110–112 12<sup>th</sup> Street) occupies the southern portion of a triangular parcel at the intersection of South Van Ness Avenue and 12<sup>th</sup> Street. The two-story, irregular-plan building is oriented to the northwest, toward the intersection. The building is constructed of reinforced concrete and clad with textured stucco. It features minimal Art Deco detailing. The building has a medium-height parapet, behind which is a flat roof penetrated with mechanical equipment. The remainder of the parcel contains a fenced triangular parking lot, once used as part of a service station. To the southeast and southwest, the building abuts adjacent commercial buildings that face South Van Ness Avenue and 12<sup>th</sup> Street.

The north (primary) façade has a shaped concave area that has been divided into four angled bays, each separated by grooved pilasters (**Figures 1 & 2**). The ground floor originally contained service bays, which have been infilled with concrete masonry units (CMUs). These frame more-recent fixed windows and flush single and paired pedestrian doors. Two of the second-story bays are infilled with CMUs and non-historic windows. The intact bays hold industrial steel sash windows with various light configurations.

(See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) North (primary) façade, viewed facing southeast, 5/2/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both  
1935 (historic newspapers)

\*P7. Owner and Address:

St. James Partnership  
1145 Market Street  
San Francisco, CA 94103

\*P8. Recorded by: (Name, affiliation, address)

John Murphey, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 12

\*NRHP Status Code 6Z \*Resource Name or # (Assigned by recorder) 101 South Van Ness Avenue

B1. Historic Name: McKean Brothers

B2. Common Name: 101 South Van Ness Avenue/110-112 12<sup>th</sup> Street

B3. Original Use Processing Plant B4. Present Use: Commercial Space

\*B5. Architectural Style: Art Deco

\*B6. Construction History: (Construction date, alteration, and date of alterations)

An original construction permit was not found for the building. Several newspaper accounts establish that the building was completed in 1935. A 1942 building permit proposed closing four service bays with stuccoed frame construction. The enclosed bays are evident but filled with CMUs that surround the recent windows. Subsequent permits relate to the erection and later removal of a pole-supported billboard on the site. A permit issued in 1991 documents a project to reinforce the parapets. Five years later, another permit allowed for the alteration of the entry areas. Miscellaneous permits were issued for various tenant signage alterations over the years, all of which have been removed. The building was re-roofed in 2008, and a permit was issued in 2013 for a non-structural metal awning over a north-elevation pedestrian door. Visual inspection suggests that other alterations were not documented by permits. These include the removal and enclosure of several window bays with CMUs. Other older industrial windows were removed at one time and replaced with smaller units. Exterior doors appear to be of recent vintage. In addition, at some point, a small gas station structure and other related features were removed.

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

Original Location: N/A

\*B8. Related Features: n/a

B9a. Architect: N/A b. Builder: N/A

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{2}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

(See continuation sheet.)

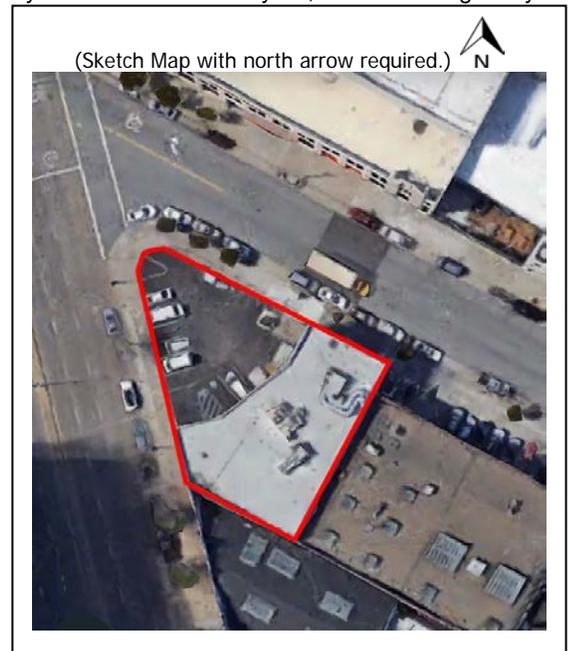
B11. Additional Resource Attributes:

\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: John W. Murphey, ICF

\*Date of Evaluation: 8/20/2018



\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

The short west façade, fronting South Van Ness Avenue, has a single bay (**Figures 1 & 3**). The ground floor of this façade is dominated by a gated vestibule, leading to two single-leaf steel doors. The upper-story bay reveals the original design, with alternating 16- and 20-light steel industrial windows (**Figure 3**). Each window has a center awning sash with either a four- or six-light configuration.

The east façade, fronting 12<sup>th</sup> Street, is divided into three bays (**Figure 4**). The street-level bays have been altered; two are infilled with CMUs. The center bay contains a recessed vestibule that holds two steel doors. The upper level features a mixture of original design and alterations. Each bay is fitted with industrial windows. A window panel in the north bay has been removed and replaced with CMUs; a fire escape is attached to the center bay. The northeast corner, abutting 180 12<sup>th</sup> Street, reveals the building's board-formed concrete construction (**Figure 5**).

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

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

*Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1926, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. The idea to push Van Ness Avenue south of Market Street was first presented in the Burnham plan of 1905 (Scott 1985:103). Recognizing that the intersection of Van Ness Avenue and Market Street represented the physical center of San Francisco, city planner Daniel H. Burnham selected it as a focal point, proposing a semi-circular hub in which nine sub-arteries would radiate from its center. This included Van Ness Avenue, which would continue south of Market Street as a wide boulevard. Deemed impractical, and interrupted by the 1906 earthquake and fire, Burnham's ambitious plan was never implemented. Fifteen years later, city boosters began to agitate on their own for an extension of Van Ness Avenue to Howard Street, believing it would relieve the congestion of upper Market Street. The extension fit within a larger slate of proposed improvements, which included removal of Rincon Hill, with the goal of advancing further industrial development in the South of Market area (*San Francisco Chronicle* 1921:1).

B. M. Rastall, an industrial engineer from New York City employed by the San Francisco Chamber of Commerce, devised a plan for the extension (**Figure 8**). The Board of Supervisors adopted Rastall's plan, resulting in the avenue's present diagonal alignment. The first block of the project, between Market and Mission streets, was completed in 1926 (*San Francisco Chronicle* 1926:10). The construction of this initial section led to real estate speculation along the corridor. By the late 1920s, the project, called the Van Ness Avenue Extension, fueled ambition for a north–south "thru" route across the city, connecting Fort Mason to Army Street and beyond, including the developing Bayshore Freeway. A 1927 boulevard improvements bond helped pay for the remaining section.

The onset of the Great Depression and lower bond rates delayed construction of the 500-foot-long section between Mission and Howard streets until 1931 (*San Francisco Chronicle* 1931:1). Similar to the first segment, completion of the project resulted in a small real estate boom, directly related to the surveyed property. The extension gained even more value with the opening of the San Francisco-Bay Bridge in November 1936. An article covering the completion of the new McKean Brothers tire store, at the corner of South Van Ness Avenue and 12<sup>th</sup> Street, predicted the intersection would "be the busiest traffic artery in San Francisco when the bridge is opened for travel" (*San Francisco Chronicle* 1936a:4A).

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

When completed, the 125-foot-wide South Van Ness Avenue (initially called Van Ness Avenue South) fed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with the construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue was dominated by automobile repair and service buildings with Art Deco façades. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007:85, 89, 106).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

#### Site History

Before the 1906 earthquake, the area surrounding the subject building was populated with wood-frame, two-bedroom flats that were erected in the late 19<sup>th</sup> century (**Figure 6**). The future site for the subject building encompassed four of these flats, facing 12<sup>th</sup> Street, and abutted a line of attached duplexes situated along the east side of Glen Park Avenue, a private street. After the 1906 earthquake and fires, the lot facing 12<sup>th</sup> Street was redeveloped with a dense cluster of one-story commercial buildings. As indicated on the 1913 Sanborn Fire Insurance Company map, buildings at this location included an auto repair business, a machine shop, part of a lumber storage area, and another auto repair business (**Figure 7**).

The current configuration of the subject parcel was created through the completion of the second part of the Van Ness Avenue Extension project in 1932. The extension of Van Ness Avenue sliced through the area, removing small commercial and industrial buildings along 12<sup>th</sup> Street. Its alignment created a triangular island that was suited for auto-related development.

In 1935, Joseph B. Hammill, a San Francisco real estate investor, leased the triangular parcel at the corner of South Van Ness Avenue and 12<sup>th</sup> Street from the Dempster family estate and financed construction of the subject building for a tire business and a "super-service station" (*San Francisco Chronicle* 1935:24). The building was finished in early spring, and the McKean Brothers, a tire sales and repair business, had moved in by March 1935.

Formed in March 1916 by brothers Hal and Stanley McKean, McKean Brothers grew to become one of the largest tire merchandising companies in San Francisco—and one of the main Goodyear Tire and Rubber Company distributors in the city. The company was located at 616 Van Ness Avenue, at the lower end of Auto Row, prior to construction of the subject building. The company celebrated its 20-year anniversary at the new building in March 1936 (**Figure 10**). An account of the event described the building as "the last word in modern service stations, not only from an architectural standpoint but also from the new and modern facilities that have been embodied in the building" (*San Francisco Chronicle* 1936:4A).

The combined tire business and service station carried a full line of automobile and truck tires, Shell gas and lubricants, Hobbs batteries, and Philco and RCA radios. The "super-service" component encompassed battery repair and recharging, automobile repairs, and roadside tire service and towing (*San Francisco Chronicle* 1936:4A). Despite its advantageous location and a heavy advertising campaign, McKean Brothers folded in 1941, leaving the building empty for a year.

Later Sanborn Fire Insurance Company maps indicate that the site was occupied by a gas station, situated in a small square structure, and a lithograph company, which was housed in the main building (**Figure 7**). A 1942 building permit, covering the infill of the former service bays, indicates that the Record Printing and Publishing Company was the owner. This suggests that the publishing company, historically occupying a large plant at 99 South Van Ness Avenue, may have used the subject building for its lithograph operations. Various services stations, none with any long tenure, leased the site during the early to mid-1950s.

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

In c. 1955, Le Du & Ahonen, an auto repair business located two buildings to the south at 131 South Van Ness Avenue, took over the property. The business specialized in bumper, fender, and body repair service. The company was formed c. 1937 by Finnish immigrant Arvie Ahonen and Irvin Le Du, who operated a business on the block until 1989. The repair shop sat in the middle of a line of buildings along the east side of South Van Ness Avenue that offered auto-related services. The company operated its Le Du & Ahonen Service Station on the subject building for more than a decade.

After Le Du & Ahonen vacated the property in 1966, the building held several auto-related tenants, the longest being a Capital Group Tire Sales and Warehouse outlet. More recently, it has been the home to ReproMail, the City and County of San Francisco Reproduction and Mail Services Department.

Occupancy of 101 South Van Ness Avenue is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
c. 1935–1942	McKean Brothers
c. 1949–1952	Service station and lithograph company
1953	Eve's Service Station
c. 1954–1955	Smitty's Service Station
c. 1955–1966	LeDu & Ahonen Service Station
c. 1967–1973	Hollidge Auto Service/Auto Repair
c. 1974–1984	Capital Group Tire Sales and Warehouse
c. 1984–1986	Miracle Auto Painting and Body Repair
Present	ReproMail

The known owners of 101 South Van Ness Avenue are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
1936–1967	Various members of the Dempster family
1953	Ester Gowirtz
1956	Leah Grey and Andrew R. Sorensen
1990	Leon and Trudy Cohn
1991–1995	Agostino Giuntoli, Diana Cerchiai, various members of the Sangiacomo family
1995–present	St. James Partnership

California Register of Historical Resources Evaluation of 101 South Van Ness Avenue/110–112 12<sup>th</sup> Street

The building at 101 South Van Ness Avenue is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of the resource under CRHR Criteria 1–4:

CRITERION 1 (Events):

The history of 101 South Van Ness Avenue is associated with the second phase of the Van Ness Avenue Extension project, which was completed in the early 1930s. The 125-foot-wide diagonal alignment cleared a broad swath in the area and presented multiple lots for redevelopment. The building's footprint and design reflect the shape of the triangular lot created by the extension. Built directly in response to the event, the subject building was developed as a showpiece building for a combined tire sales business and service station. In this regard, it is associated with a pattern of development in the Hub area but, considered individually, does not represent an event of historical significance. Research conducted on the building's occupants did not reveal that it fostered notable business growth or commercial influence in the area. The original tenant for which the building was constructed, the McKean Brothers, shuttered their business approximately 6 years after opening and do not appear to have had notable commercial significance; likewise, subsequent tenants did not have any influence on local, state, or national history. For these reasons, the property is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

The building at 101 South Van Ness Avenue is not associated with any person of historical significance. It is most closely linked to Hal and Stanley McKean, the proprietors of the McKean Brothers Goodyear Tire and Rubber Company distributorship. A review of primary sources concerning their lives did not reveal any significant contributions to local history. Subsequent tenants have consisted mainly of short-lived independent and chain auto-related businesses. None of the persons associated with these businesses appear to have had any particular significance with respect to local history. Past owners of the parcel also do not appear to have made any contributions to the history of San Francisco, California or the United States. Therefore, the property is not significant under CRHR Criterion 2.

**CRITERION 3 (Design/Construction):**

Completed in 1935, 101 South Van Ness Avenue was designed as an auto-oriented commercial building; no architect or builder has been associated with its construction. The building reveals a modest influence of the Art Deco style, articulated primarily by its grooved pilasters, box-like form, and regular division of bays. The building represents a unique footprint massing, influenced by the shape of the lot and the need for an open vehicle-maneuvering area, but it has no significance related to its architectural design or construction technique. In addition, the infilling of ground-level service bays and/or replacement of original windows, as well as the elimination of earlier service station elements, has removed numerous elements that once conveyed the building's original architectural character. Because of these alterations, the building no longer communicates its original design or use as a service station and does not embody the distinctive characteristics of an Art Deco automobile-oriented commercial building. Given its modest architectural character and cumulative alterations, 101 South Van Ness Avenue is not significant under CRHR Criterion 3.

**CRITERION 4 (Information Potential):**

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 101 South Van Ness Avenue is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 101 South Van Ness Avenue

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

**\*B12. References (continued):**

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\*Resource Name or #(Assigned by recorder) 101 South Van Ness Avenue

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

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\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

**Additional Figures:**



Figure 1. View of north (primary) façade and west elevation, facing southeast.



Figure 2. View of north (primary) façade showing modified fenestration, facing southeast.



Figure 3. View of west façade original window configuration.



Figure 4. View of east and north façade, facing southwest.

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update



Figure 5. View of northeast corner, facing southwest.

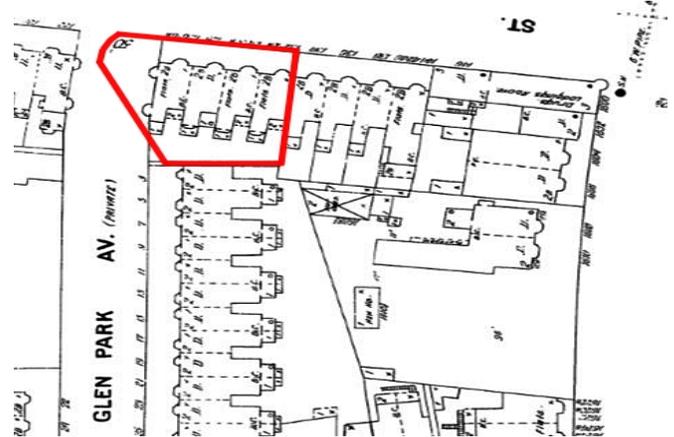


Figure 6: Approximate location of subject parcel, outlined in red, 1899. Source: Sanborn Map Company, accessed from San Francisco Public Library

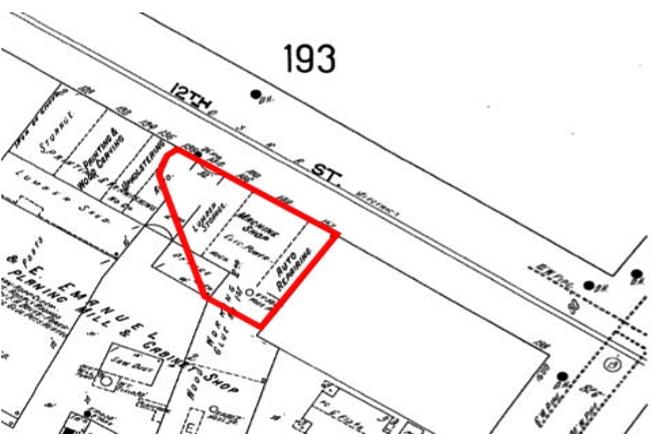


Figure 7: Approximate location of subject parcel, outlined in red, 1913. Source: Sanborn Map Company, accessed from San Francisco Public Library.



Figure 8: Footprint of the subject building within its parcel, outlined in red, 1950. Source: Sanborn Map Company, accessed from San Francisco Public Library.

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

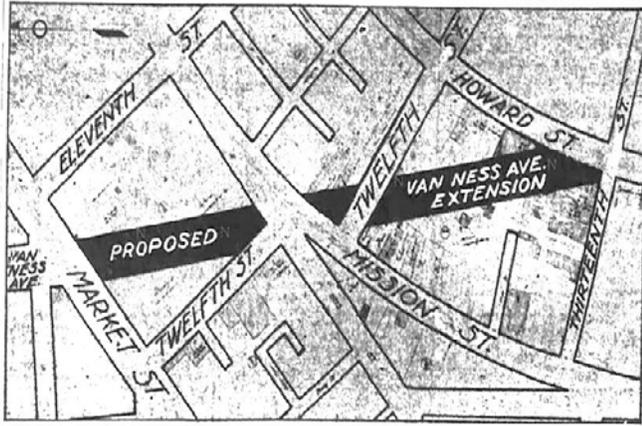


Figure 9: Map of proposed Van Ness Avenue Extension, as created by B. M. Rastall. Source: *San Francisco Chronicle*, June 4, 1921, 8.



Figure 10: 1936 image of Hal (left) and Jack (right) McKean, proprietors of McKean Brothers Goodyear Tire and Rubber Company distributors. Source: *San Francisco Chronicle*, March 22, 1936, 36.

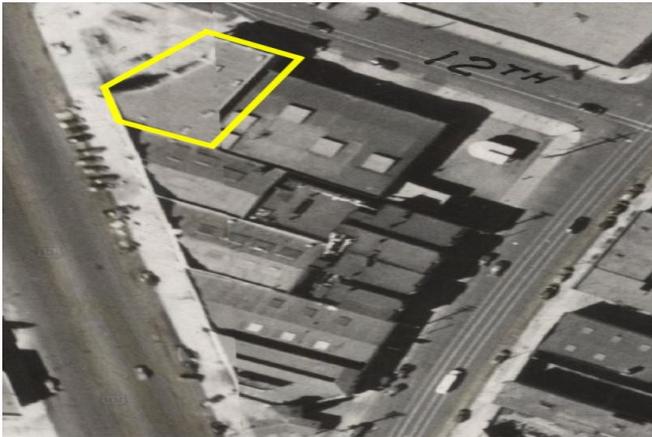


Figure 11: 1938 aerial photograph showing outline of building. Source: Harrison Ryker, accessed from David Rumsey Map Collection.

**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 120–122 10<sup>th</sup> Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551441.04mE/ 4180994.90mN and Zone 10; 551452.59mE/ 4180990.56mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3510-059

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

The mixed-use building at 120–122 10<sup>th</sup> Street is an Edwardian-era Classical Revival building, located near the intersection of 10<sup>th</sup> and Mission streets. It faces northeast onto 10<sup>th</sup> Street. The three-story, flat-roof building is rectangular in plan, with a ground-floor retail storefront and paired angled bays on the upper two floors. The legal parcel containing the building is L-shaped, with a surface parking lot to the south that extends past the rear of the building and its neighbor, 128–132 10<sup>th</sup> Street, to provide access from Minna Street.

The northeast (primary) façade (**Figures 1 & 2**) is three stories and clad with a combination of brick masonry and wood siding. The ground-floor storefront, in its current configuration, is a product of 1940s and 2010s renovations. This storefront is clad in painted brick, laid in a running bond, with rowlock course sills as the only decorative element. Each of the windows (two on either side of the entry, with three corresponding transoms above) is a plate-glass window, framed by minimal dark-colored aluminum trim. The entry door and the larger storefront windows have aluminum pull-down security screens mounted to the exterior top of the window frame. A bulkhead was created by applying dark metal panels to the base of the building. The entry vestibule is rectangular in form, with painted wood-panel walls and an off-center solid-wood entry door. Contemporary lighted sconces flank the entry. The brick storefront rises to the bottom of a classically detailed stringcourse, which separates the storefront from the wood siding of the residential upper two stories. These two stories can be accessed from a residential entry door at the far west (right-facing) side of the ground floor. (See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP3 (multi-family property); HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) View looking southwest, 5/4/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both  
1907 (building permit)

\*P7. Owner and Address:

Minh Phat Mak HK, LLC  
PO Box 117309  
Burlingame, CA 94011

\*P8. Recorded by: (Name, affiliation, address)

Susan Parks Mohammad, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

B1. Historic Name: Light Apartments

B2. Common Name: 120-122 10<sup>th</sup> St.

B3. Original Use Store and Hotel

B4. Present Use: Cannabis Dispensary and Residences

\*B5. Architectural Style: Classical Revival

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The building at 120–122 10<sup>th</sup> Street was constructed in 1907 as a three-story dwelling. In 1940, a permit was issued to install a new storefront, and in 1948, a permit authorized the installation of a new terra cotta flue for the chimney. In 1957, a permit was filed to restore the building to its original use and occupancy, which was listed as “apartment.” A 1965 building permit was issued to legalize the present occupancy of two apartments (one on each floor, two rooms each) and eight two-room housekeeping units (four on each floor), signifying residential units with shared kitchen and restroom facilities. In 1990, a permit was issued to install a rear fire escape and moment frame in the middle of the building, most likely corresponding with City and County of San Francisco– (City-) mandated requirements following the 1989 Loma Prieta earthquake. Two years later, a new roof was installed on the building. A permit in 2000 authorized an upgrade to the restrooms and remodeling at the front entrance to comply with Americans with Disabilities Act requirements. A 2009 permit was issued to widen the doors at the entrance, replace the ramp, and legalize a medical cannabis dispensary. Interior work permitted in 2015 included new drywall throughout the building (replacing the lathe and plaster), remodeling of the interior kitchens and baths, and replacement of wood windows. It appears that the current plate-glass transoms, marquee-type letter signage, and window decal signage were installed at this time.

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

Original Location: N/A

\*B8. Related Features: n/a

B9a. Architect: None b. Builder: N/A

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33⅓-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

(See continuation sheet.)

B11. Additional Resource Attributes:

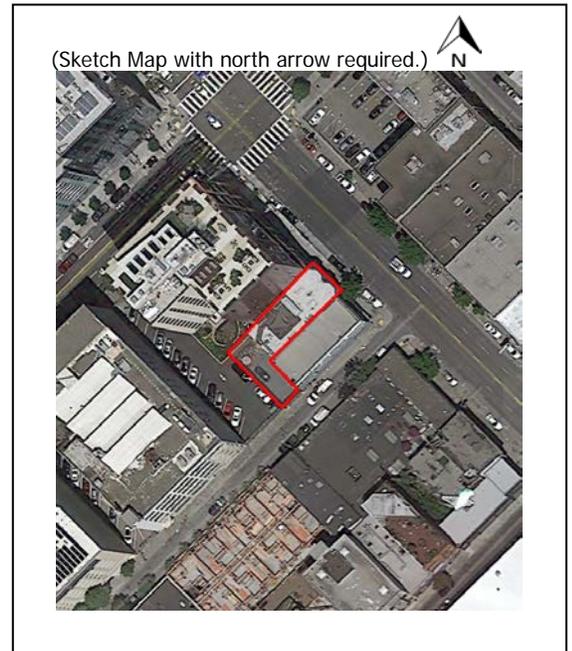
\*B12. References: (See continuation sheet.)

B13. Remarks:

\*B14. Evaluator: Susan Parks Mohammad, ICF

\*Date of Evaluation: 8/20/18

(This space reserved for official comments.)



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\*Resource Name or #(Assigned by recorder) 120–122 10<sup>th</sup> Street

\*Recorded by Susan Parks Mohammad, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

Each of the upper two stories comprises a pair of angled bay windows, separated by a single, centrally located double-hung window and metal fire escape. A molded stringcourse separates the second and third floors. The façade terminates at the roofline, which features a modillion block cornice with three horizontal trim bands and applied decorative heart with garland accents. The original windows on the upper two stories have been replaced with vinyl-sash windows.

The building's southwest (rear) façade, facing the building's rear parking lot, is clad with wood siding. The three stories are connected and can be accessed from a metal fire escape. The ground floor has a single, centrally located wood door with a double-hung vinyl window to the left. The partially glazed wood doors on the second and third floors, opening to the fire escape, are slightly off center, with a fixed transom over each and a double-hung vinyl window to the right. The second floor features two double-hung vinyl windows to the left, while the third floor features a single double-hung vinyl window to the right.

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

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

*Residential Development*

The presence of framed residential buildings dating to the 1906–1909 period within the Hub neighborhood indicates the rapidity with which some residents or landlords undertook reconstruction following the earthquake and associated fires. Such residential buildings are present in the Hub north of Market Street as well as south of Market Street on Gough, McCoppin, Jessie, and Stevenson streets. However, many residents were not as well insured as others and not able to rebuild immediately following the disaster. Still, at a time when the automobile had yet to become a mass consumer product and an important factor in reshaping the urban built environment, the presence of multiple transit lines, converging in the Hub, ensured that residential development would continue through 1920s, with a relatively short interruption during World War I. Residential development slowed dramatically within the Hub neighborhood, as it did in much of San Francisco, during the Great Depression. In addition, material shortages prohibited new residential construction during and after World War II. In the 1950s and 1960s, most residential construction remained limited to redevelopment projects and infill (Page & Turnbull 2007:53, 94–95).

A paucity of single-family residences survive within the Hub neighborhood. The leading type of smaller-scale residential construction within the Hub after the 1906 disaster was the two- to three-story multi-family building, or "flat." Multi-family flats and single-family residences constructed in the Hub during this period typically featured Classical Revival, Mission Revival, and Craftsman façades (Page & Turnbull 2007:54, 99–101).

Some of the larger residential buildings constructed in the Hub after 1906 and through the 1920s included wood-framed or masonry apartment buildings and hotels, rising to heights of three to seven stories. These larger residential buildings typically exhibited Classical Revival or Colonial Revival designs. Although larger apartment buildings often contained dwelling units that were large enough to accommodate families, the Hub area also included boarding houses and single-resident-occupancy (SRO) hotels, which were geared to the population of unmarried male workers who were employed by the industrial firms in the South of Market area (Page & Turnbull 2007:54 96–97). Mixed-use buildings constructed from 1906 through the 1920s, with first-story commercial space and upper-floor apartments, constitute one of the more prominent residential building types in the Hub area, particularly along and near Market Street (City of San Francisco 2012:5–42; Page & Turnbull 2007:104).

#### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973:203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### Site History

According to the 1899 Sanborn map, the subject property was occupied by a one-story-over-basement dwelling at that time (**Figure 3**). The lot next door, at 10<sup>th</sup> and Minna streets, was occupied by a saloon with dwelling units above. Minna Street was not a through street at that time; it formed an alleyway through the larger block bounded by Natoma, 11<sup>th</sup>, Mission, and 10<sup>th</sup> streets. The larger block was densely built out in 1899 and lined with dwellings and flats. Two small industrial uses, a wallpaper store and a furniture and carpet store, were located mid-block on Mission Street.

The subject block was destroyed by the fires of 1906. In 1907, during the early phase of the city's reconstruction, Frank Smith, who, according to the original building permit, lived nearby at 923 Minna Street, constructed a three-story residential hotel on the property. The 1913 Sanborn map (**Figure 4**) noted that the subject building operated as a store but did not mention the residential uses housed in the upper stories that were described in the original construction permit. By 1917, however, city directories list Truman Light as the proprietor of the "Light Apartments" at the subject address. The name continued to be associated with the property through the 1970s. The 1913 Sanborn map also illustrates that the surrounding block had many vacant properties, and less than half of it was rebuilt. The subject building and a larger residential hotel fronted 10<sup>th</sup> Street; the other sides of the block contained industrial buildings, including three iron works, a pipe works, a safe factory, an "aeroplane" factory, and the Gantner and Mattern Building, a clothing manufacturer.

From 1918 to 1923, city directories list Marguerite Paillassou as the proprietor of the residential hotel within the building. Paillassou's husband, Joseph, had died in 1911; Marguerite remarried sometime between 1918 and 1923. By that time, she was listed a Marguerite Minjoulet. Marguerite appears to have lived at the building until at least 1923.

The ownership history from 1924 to 1948 is somewhat unclear, though it is presumed that Marguerite and/or her children owned the property during that time. John Pierre Paillassou (1892–1987) is listed as the property owner on a 1948 permit. Ownership continued through the Paillassou family, with one deviation. From 1940 to 1948, building permits were filed with Joe Rando listed as the owner, though all other research indicates that the Paillassous owned the property. Rando, a Spanish émigré, may have worked for the family or owned it for just a

few years and then sold it back to the family. John Pierre Paillassou continued to own the property through at least 1965; records indicate he was alive until 1987. However, from 1965 to 1977, his wife, Pauline Paillassou (1890–1975), is listed as property owner.

A 1965 building permit listed that the building’s current and future use as “store, hotel, and housekeeping.” The permit was filed to legalize the present occupancy of two apartments (one on each floor, two rooms each) and eight two-room housekeeping units (four on each floor). The presence of housekeeping units within the building, as indicated by the 1965 permit, suggests that those units were operated according to a single room occupancy hotel model. City directories document that the building also contained various commercial tenants within the ground-level storefront, including a tool company, appliance company, and a musical instrument company.

The property currently operates as a “co-living accommodation,” a modern hotel/housing alternative with private rooms, high-tech amenities, and shared common spaces; a cannabis dispensary is located within the ground-level storefront.

Occupancy of 120–122 10<sup>th</sup> Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1933	120: James Flippin, resident; 122: George W. B. Harris Plumbing Supplies and Lawson Water Heater Company
1936	120: James Pizi 122: Auto Beach (cushion shop)
1954	Am. Safety Appliances Company
1954–1982	120: Light Apartments
1954–1963	122: Western Hardware and Tool Company
1973	Collator Products Company
1982	Woodwind and Brass Workshop

The known owners of 120–122 10<sup>th</sup> Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection.

Year	Owner
1907	Frank Smith
1909	Jonathan Brickell
1917	Truman Light
1918–1924	Marguerite Paillassou
1940–1948	Joe Rando
1948–1965	John Pierre Paillassou
1965–1977	Pauline Paillassou
1977–1990	Edwin A. Paillassou Trust
1990	Pierre Paillassou, Susan Miller, Rodney Pacheco, Mark Paillassou, Ellen Kassing, Marilyn Lee
1990	Mark E. Paillassou, Pierre J. Paillassou, and John Paillassou
1990–2000	Exchange Facilitators: Securities Trust Company; Cal State Patrol Services
2000–2014	Mario A. Avila, Dermont M. Barry, Eileen Slora, Thomas Busby, Katherine Busby
2014–2015	1125 BC2, LLC
2015	Salma R. Riyad, Salma K. Laith, and Lindsey Y. Bruel
2018	Minh Phat Mak HK, LLC

California Register of Historical Resources Evaluation of 120–122 10<sup>th</sup> Street

The building at 120–122 10<sup>th</sup> Street is not currently listed in, and has not been found eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 120–122 10<sup>th</sup> Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 120–122 10<sup>th</sup> Street is not associated with event(s) of historical significance. Though built during the earliest phases of reconstruction after the 1906 earthquake, the property is similar to many others found in the western South of Market area. Individually, it does not represent a significant development pattern in San Francisco; rather, it reflects a period of development across wide areas of the city, with many buildings of a similar typology. Furthermore, none of the business tenants within the building appears to have had a wide influence on the city’s economic patterns. These were typical of the types of businesses that occupied buildings throughout the surrounding area during the several decades after 1906. Therefore, the building is not significant under CRHR Criterion 1.

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\*Resource Name or #(Assigned by recorder) 120–122 10<sup>th</sup> Street

\*Recorded by Susan Parks Mohammad, ICF

\*Date August 20, 2018

Continuation  Update

CRITERION 2 (Person):

The building at 120–122 10<sup>th</sup> Street is not associated with any person(s) of historical significance. The building has had a series of owners since its construction in 1907. The building was owned for decades by the Paillassou family, who owned the property from 1917 to 1990. Joseph and Marguerite Paillassou were French immigrants who started a successful laundry business on Pine Street in the Western Addition. It appears that the building was a secondary source of income. The multiple generations of the Paillassou family, though successful in their personal lives, do not appear to have made substantial contributions to the city of San Francisco. Research conducted on the building's occupants did not reveal that the building fostered early or remarkable business growth for any of its tenants or for San Francisco at large. Because the building housed many industrial workers who stayed for short periods of time, it is unlikely that any one of them made substantial contributions to the local or regional economy in the relatively short time they occupied the building. Therefore, the building at 120–122 10<sup>th</sup> Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 120–122 10<sup>th</sup> Street is a relatively small-scale residential hotel that employs general design elements associated with the Classical Revival architectural style of the Edwardian era, including a rectangular form, ground-floor residential entrance, paired bays on the upper stories, minimally applied Classical ornamentation, and a cornice with modillions. The style and similar forms were widely used across the South of Market area. The building at 120–122 10<sup>th</sup> Street is not the only example, or among the most distinctive examples, of this building type in the city. The building at 120–122 10<sup>th</sup> Street was constructed by day labor, with no associated architect. Therefore, it does not represent the work of a known master. For these reasons, 120–122 10<sup>th</sup> Street is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 120–122 10<sup>th</sup> Street is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or # (Assigned by recorder) 120–122 10<sup>th</sup> Street

\*Recorded by Susan Parks Mohammad, ICF

\*Date August 20, 2018

Continuation  Update

**\*B12. References (continued):**

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\_\_\_\_\_. 2009. *The South of Market Area Historic Context Statement*. June 30. Available: [http://sf-planning.org/sites/default/files/FileCenter/Documents/372-SOMA\\_Historic\\_Context\\_Statement\\_06-30-2009.pdf](http://sf-planning.org/sites/default/files/FileCenter/Documents/372-SOMA_Historic_Context_Statement_06-30-2009.pdf). Accessed: August 4, 2018.

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U.S. Census Bureau. 1910, 1920, 1930, and 1940. Census data. Accessed: August 4, 2018, from Ancestry.com.

Additional Figures:



Figure 1. Detail view of northeast facade, facing southwest.



Figure 2. Detail View of southeast façade, facing southwest.

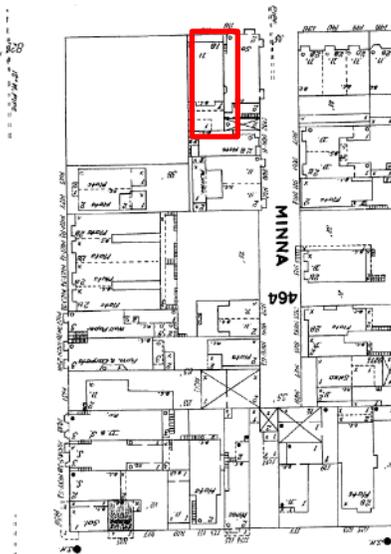


Figure 3. 1899 Sanborn fire insurance map; the current location of the subject building is outlined in red. Source: Sanborn Map Company, accessed from San Francisco Public Library.

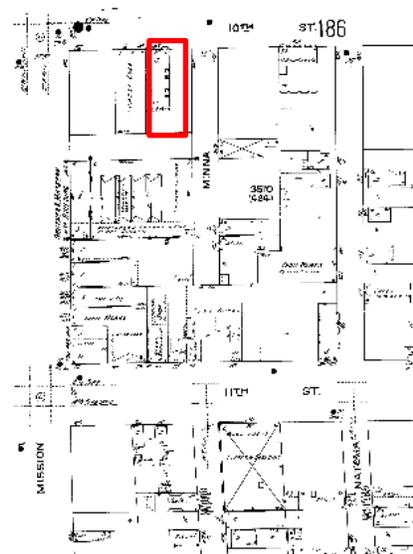
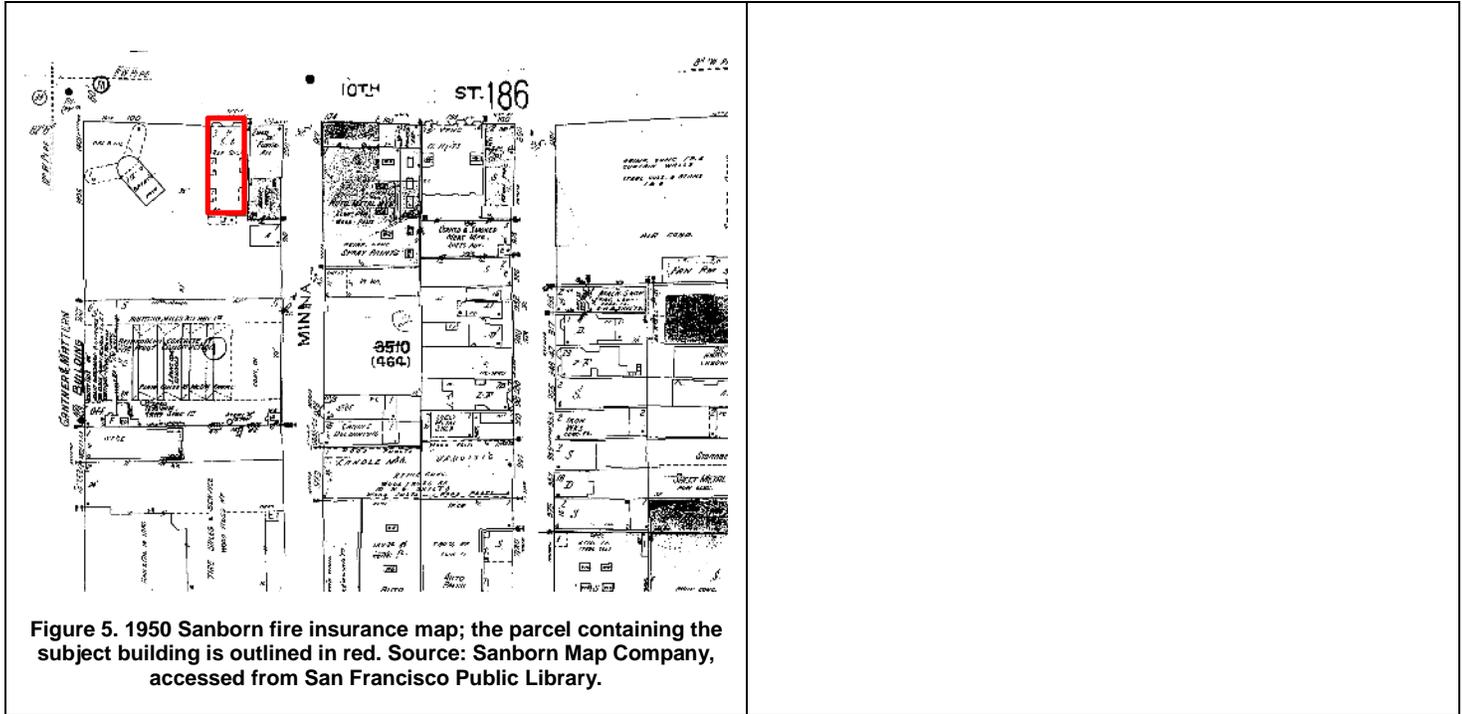


Figure 4. 1915 Sanborn fire insurance map; the parcel containing the subject building is outlined in red. Source: Sanborn Map Company, accessed from San Francisco Public Library.



**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_\_; B.M.

c. Address: 123 South Van Ness Avenue City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551276.77mE/ 4180631.40mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514/005; 3514/006

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

The building at 123 South Van Ness Avenue is a one-story, reinforced-concrete commercial building on the east side of the avenue, approximately two blocks south of Market Street. It is situated on the west side of a triangular block bounded by South Van Ness Avenue, 12<sup>th</sup> Street, and Howard Street. Its plan is roughly rectangular and angled at the west exposure to conform to South Van Ness Avenue's diagonal alignment. Its concrete walls are topped with wood trusses that support a medium-pitch gable roof. Older box skylights penetrate the roof on both exposures. The building at 123 South Van Ness Avenue occupies the western portion of two separate legal parcels. It shares those parcels with a residential building, 1618–1624 Howard Street. The subject building abuts this building at the east façade. The building at 1618–1624 Howard Street is documented on a separate DPR form set. The west (primary) façade of the building at 123 South Van Ness Avenue forms a street wall where it joins with the adjacent building to the south (131 South Van Ness Avenue), which was designed in the same manner by the same architect 4 years later.

(See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) Primary façade, viewed facing southeast, 5/2/2018

\*P6. Date Constructed/Age and Sources:  
 Historic  Prehistoric  Both  
1933 (newspaper accounts and publication)

\*P7. Owner and Address:  
Patricia Britton Revocable Trust  
1345 Mission Street  
San Francisco, CA 94103

\*P8. Recorded by: (Name, affiliation, address)  
John Murphey, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 12

\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 123 South Van Ness Avenue

B1. Historic Name: Consolidated Oyster Company

B2. Common Name: 123 South Van Ness Avenue

B3. Original Use Processing Plant B4. Present Use: Commercial Space

\*B5. Architectural Style: Art Deco

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The subject building was constructed in 1933. Alterations have consisted mainly of changes to the street-level windows and entries. A rendering of the South Van Ness Avenue façade from c. 1934 shows two of the bays holding entries (**Figure 11**). The present configuration indicates a re-orientation of the original entries. Based on the rendering, subsequent changes involved the infilling of the second bay from the north and the creation of a new entry within the southernmost bay. In 1955, the building's interior was altered through new electrical and plumbing systems and the construction of a stage and mezzanine, which facilitated the building's conversion to a theatrical performance space. The stage was removed in 1967. That same year, a separate permit allowed an interior opening to be cut between the two adjacent buildings. A building permit issued in 1963 to repair a car-damaged sill on front façade may relate to the infill. Permits from 1999 document the installation of new storefront assemblies along the façade.

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

Original Location: N/A

\*B8. Related Features: n/a

B9a. Architect: Gabriel A. Berger b. Builder: N/A

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40–41; Page & Turnbull 2007:22–26; U.S. Coast Survey 1853).

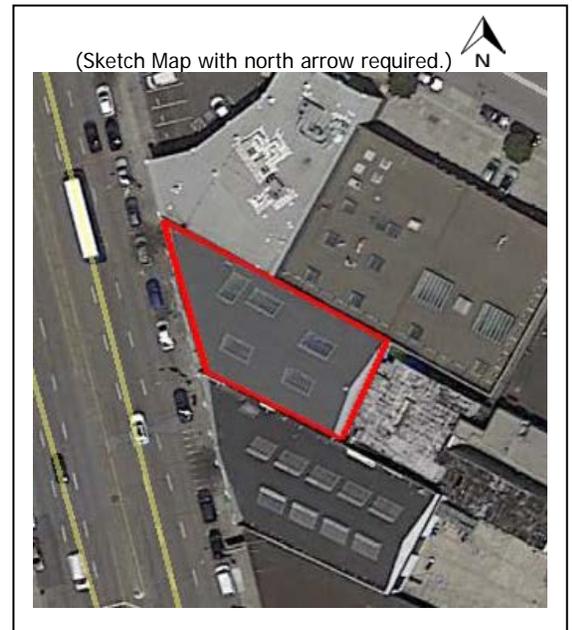
B11. Additional Resource Attributes:

\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: John W. Murphey, ICF

\*Date of Evaluation: 8/20/2018



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\*Resource Name or #(Assigned by recorder) 123 South Van Ness Avenue

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

The primary façade fronting South Van Ness Avenue is symmetrical and has five bays, designed in the Art Deco style (**Figure 1**). The bays are uniform in width, with the center section taller. Each bay is defined by molded pilasters that continue above the parapet, terminating with half-round heads. The lower half of the façade is fenestrated with windows and doors (**Figure 2**). The windows are arranged in two vertical sections, separated by spandrel panels. The upper windows appear to be older industrial units, composed of large fixed panes that flank a narrow center awning sash (**Figure 3**). The lower openings hold more recent aluminum sliding windows, which are protected by vertical security bars (**Figure 4**). There is no window at the lower section of the second bay from the north; it appears that an earlier storefront was infilled at this location (**Figure 5**). The two southernmost bays hold recent double-door storefront entries. The entrances are protected with a steel scissor gate or overhead roll-up door. The upper portion of the façade is faced with scored stucco, which is painted (**Figure 6**). The parapet terminates with a cornice revealing Art Deco-type ornamentation. Decorative elements include pendants, geometric floral patterns, and sunbursts, currently painted in a contrasting color scheme. A larger sunburst crowns the top of the taller center bay. The north and south façades, which abut adjacent buildings, are not exposed below the roofline. Only the gable end is visible on the east façade. The exposed section of this façade is not fenestrated.

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

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

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\*Resource Name or #(Assigned by recorder) 123 South Van Ness Avenue

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

#### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1926, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. The idea to push Van Ness Avenue south of Market Street was first presented in the Burnham plan of 1905 (Scott 1985:103). Recognizing that the intersection of Van Ness Avenue and Market Street represented the physical center of San Francisco, city planner Daniel H. Burnham selected it as a focal point, proposing a semi-circular hub in which nine sub-arteries would radiate from its center. This included Van Ness Avenue, which would continue south of Market Street as a wide boulevard. Deemed impractical, and interrupted by the 1906 earthquake and fire, Burnham's ambitious plan was never implemented. Fifteen years later, city boosters began to agitate on their own for an extension of Van Ness Avenue to Howard Street, believing it would relieve the congestion of upper Market Street. The extension fit within a larger slate of proposed improvements, which included removal of Rincon Hill, with the goal of advancing further industrial development in the South of Market area (*San Francisco Chronicle* 1921:1).

B. M. Rastall, an industrial engineer from New York City employed by the San Francisco Chamber of Commerce, devised a plan for the extension (**Figure 10**). The Board of Supervisors adopted Rastall's plan, resulting in the avenue's present diagonal alignment. The first block of the project, between Market and Mission streets, was completed in 1926 (*San Francisco Chronicle* 1926:10). The construction of this initial section led to real estate speculation along the corridor. By the late 1920s, the project, called the Van Ness Avenue Extension, fueled ambition for a north–south "thru" route across the city, connecting Fort Mason to Army Street and beyond, including the developing Bayshore Freeway. A 1927 boulevard improvements bond helped pay for the remaining section.

The onset of the Great Depression and lower bond rates delayed construction of the 500-foot-long section between Mission and Howard streets until 1931 (*San Francisco Chronicle* 1931:1). Similar to the first segment, completion of the project resulted in a small real estate boom, directly related to the surveyed property. The extension gained even more value with the opening of the San Francisco-Bay Bridge in November 1936. An article covering the completion of the new McKean Brothers tire store, at the corner of South Van Ness Avenue and 12<sup>th</sup> Street, predicted the intersection would "be the busiest traffic artery in San Francisco when the bridge is opened for travel" (*San Francisco Chronicle* 1936a:4A).

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\*Resource Name or #(Assigned by recorder) 123 South Van Ness Avenue

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When completed, the 125-foot-wide South Van Ness Avenue (initially called Van Ness Avenue South) fed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with the construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue would be dominated by automobile repair and service buildings with Art Deco façades. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007:85, 89, 106).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

#### Site History

Before the 1906 earthquake and fires, the area surrounding the subject building was populated with wood-frame duplexes, which were erected in the late 19<sup>th</sup> century (**Figures 7**). After the neighborhood was destroyed in 1906, the back side of the subject lot was rebuilt with three three-story wood-frame flats, which survive today. The L. & E. Emanuel Planing Mill and Cabinet Shop erected a plant in the destroyed neighborhood. The front of the current building, as indicated on the 1913 Sanborn map, sits over what was once the planing mill and glue room for the cabinet shop (**Figure 8**). The lot was redeveloped with the completion of the second part of the Van Ness Avenue Extension project in 1932. The extension of Van Ness Avenue sliced through the L. & E. Emanuel complex, removing small industrial buildings along 12<sup>th</sup> Street and numerous flats on Howard Street.

In 1932, property owner Michael O'Connor commissioned architect Gabriel A. Berger to design a new facility for the Consolidated Oyster Company, a wholesale dealer and packer of oysters and other seafood. Incorporated in 1921, after succeeding the Morgan Oyster Company, the new company, including stockholders from the largest fish houses in San Francisco, built a modern handling and processing center on the site. A rendering of the front façade from c. 1934 illustrates Berger's elaborate design for the facility (**Figure 9**). The plant opened in 1933. Charles P. Hunt, its owner, wrote that the plant was designed to "comply with the most rigid sanitation conditions" (*San Francisco Municipal Record* 1934:32). Besides the requisite shucking and packing rooms, the building included 4,000 square feet of refrigerated space to cool the seafood (abalone, scallops, oysters, crab, shrimp, and trout) before processing. It also had a retail store and company offices, which were previously located at 435 Minna Street. Hunt claimed the efficient processing and the better quality of his seafood allowed the company to expand, even during the Depression (*San Francisco Municipal Record* 1934:32). Yet, an outbreak of typhoid, which was eventually linked to oyster consumption, hit the Bay Area packers hard, and the Consolidated Oyster Company shuttered its business in 1939 (*San Francisco Chronicle* 1988:14).

The West Coast Advertising Company, a fabricator of billboard advertisements, took over the building several years later. The company started in the late 19<sup>th</sup> century as West Coast Advertising and Publishers, incorporating in 1895 with stock valued at \$25,000 (*San Francisco Chronicle* 1895:9). Before moving to the South Van Ness Avenue location, it operated for many years from a plant at 1430 Divisadero Street. During the Depression, it was one of six outdoor advertising businesses in San Francisco. West Coast Advertising vacated the building in the mid-1950s, moving to a new facility on Beach Street.

The building at 123 South Van Ness Avenue took a dramatic turn in 1954, when Irma Kay, a stage director from Philadelphia, converted it into a small theater. Known as The Opera Ring, the space was developed for Kay's new amateur theater group of the same name. Before the conversion, Kay rehearsed the company at the Theater Arts Colony on Washington Avenue. The group, which strove to give young actors leading roles, opened with Gian Carlo Menotti's comic opera pieces *The Telephone* and *The Medium* in July 1954 (*Oakland Tribune* 1954:E–37). Meanwhile, Kay began financing a project to turn the industrial building on South Van Ness Avenue into the group's own theater. A 1955 building permit documents the conversion, specifying a project to update the interior with new electrical and plumbing and fireproofing for the purpose of public assembly. A newspaper account indicates the work resulted in an arena-style stage and mezzanine. Completed in late September 1955, The Opera Ring opened with a production of Bertolt Brecht and Kurt Weill's *The Threepenny Opera*, the first performance of the light opera on the West Coast (*Oakland Tribune* 1955:40).

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Kay's group continued to present light opera and experimental pieces through the mid-1960s, becoming an active player in San Francisco's amateur theater scene. Over the years, the company presented five operas, 23 musicals, and several plays and musical performances and collaborated with local school and university theater groups (*San Francisco Chronicle* 1971:37). Kay's work included a presentation of the musical *Guys and Dolls* at San Quentin, the first performance of a musical within a United States prison. However, too small to pay the royalties that big musical productions demanded, the small theater could not compete with the larger venues that were built in the 1960s, such as the Circle Star Theater in San Carlos. Given these challenges, The Opera Ring shuttered in 1967, following the closure of several other small theaters across the Bay Area.

Following the theater's closure, the auto repair shop in the adjacent building to the south (131 South Van Ness Avenue) took over the lease of 123 South Van Ness Avenue. Formed in the late 1930s, Le Du & Ahonen, Inc., had occupied the neighboring building since its construction in 1936. The auto repair company applied for a building permit in 1967 to remove the theater stage. That same year, a separate permit resulted in cutting an opening between the two once-separate buildings. The two buildings (123 and 131) remained in use as an auto repair shop until 1989, the year Le Du & Ahonen filed for bankruptcy (*San Francisco Chronicle* 1989:30).

Ten years later, both façades were remodeled for a new tenant, Dudley Perkins Harley-Davidson (**Figure 13**). Formed in 1914 by champion motorcycle racer Dudley B. Perkins, Sr. (1893–1978), the business is considered the second-oldest Harley-Davidson dealership in the United States (*San Francisco Chronicle* 2004:2).

Occupancy of 123 South Van Ness Avenue is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
c. 1934–1939	Consolidated Oyster Company
c. 1942–1954	West Coast Advertising Company
c. 1954–1967	The Opera Ring
c. 1967–1989	Le Du & Ahonen, Inc.
c. 1999–unknown	Dudley Perkins Harley-Davidson

The known owners of 123 South Van Ness Avenue are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
Unknown–1935	Blanche O'Connor
1935–1970	Michael O'Connor
1970	Mary and George Ramsaur William and Patricia Britton

*Architect Biography: Gabriel Berger*

Gabriel Amie Berger (California Certificate B-1569) was born of French ancestry in 1869. Berger was a descendant of a family that arrived in Yerba Buena in 1851 after a perilous journey across the Isthmus of Panama (*San Francisco Chronicle* 1957:20). A newspaper article from 1895, reporting on the architect's departure for France to study architecture, indicates that he was a partner at the time with architect Oliver Everett in the firm of Everett and Berger. In Europe, Berger planned to study "modern designs of French architecture" (*San Francisco Call* 1895:6).

Berger's name started to appear in newspaper accounts in the mid-1890s, typically under notices of construction in which he was identified as the architect. These were mostly commissions for flats and residences. At the time, Berger maintained an office at 126 Kearney Street and lived at a rooming house on McAllister Street (Crocker-Langley San Francisco Directory 1897:274). Ironically, his name appeared more often in newspapers over an acrimonious divorce, which played out for more than a decade in headlines in the *San Francisco Chronicle*.

Gabriel Amie Berger died in 1957 at age 88. His obituary claimed he designed many buildings in the Mission District where he lived prior to his death at 2 Valencia Street (*San Francisco Chronicle* 1957:20). The architect's work is not recognized in San Francisco-Bay Area architectural guides or secondary-source literature.

California Register of Historical Resources Evaluation of 123 South Van Ness Avenue

123 South Van Ness Avenue is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of the resource under CRHR Criteria 1–4:

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\*Recorded by John Murphey, ICF

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CRITERION 1 (Events):

The history of 123 South Van Ness Avenue is associated with the second phase of the Van Ness Avenue Extension, which was completed in the early 1930s. The 125-foot-wide diagonal alignment cleared a wide swath, presenting multiple lots for redevelopment. Built directly in response to that event, the subject building was developed as an oyster packing plant. The building's footprint and design reflect the shape of the clipped rectilinear lot created by the extension. In this regard, it is associated with the pattern of development for the Hub area but, considered individually, does not represent an event of historical significance. Research conducted on the building's occupants did not reveal that it fostered notable business growth or commercial influence in the area. The original tenant for which the building was constructed, the Consolidated Oyster Company, closed approximately 6 years after the building's construction. Subsequent tenants represent businesses of no commercial significance. The Opera Ring, the building's tenant from c. 1954 to 1967, contributed to San Francisco's amateur theater scene but appears to have had limited influence on the development of the arts in San Francisco. For these reasons, the property is not eligible for listing in the CRHR under Criterion 1.

CRITERION 2 (Person):

The building at 123 South Van Ness Avenue is not associated with any person of historical significance. Its third major tenant, The Opera Ring (c. 1954–1967), was led by Irma Kay, a stage director who was originally from Philadelphia. From a review of primary source material, principally newspaper accounts, it appears that Kay contributed to San Francisco's budding amateur theater scene. Kay was one of many amateur theater directors in the area but with a particular focus on European comic opera pieces. As described under Criterion 1, Kay's work with The Opera Ring had limited influence locally, and she does not appear to have produced theatrical work that made a significant contribution to the development of the arts in San Francisco. Subsequent tenants have consisted mainly of auto-related businesses, none of which have demonstrated any particular significance to local history. In conclusion, none of the owners or tenants appears to have made significant contributions to the history of San Francisco, California, or the United States. Therefore, the property is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

Finished in 1935, 123 South Van Ness Avenue was designed as an oyster packing plant by architect Gabriel A. Berger. The building reveals the influence of the Art Deco style at its primary façade, communicated particularly across the upper portion, which is ornamented with molded elements that were typical of the period. Aside from the use of symmetrical bays, its façade shows little articulation. Little is known about the architect, who is not recognized in San Francisco Bay Area architectural guides or secondary literature as a master. Research conducted as part of this survey did not find that the architect's body of work represented any significant commissions or influential designs. As such, the building is not the work of a master architect. In addition, despite the Art Deco detailing at the front façade, the building no longer retains all original features that characterized it as a commercial building. Specifically, the infilling of a ground-level bay and replacement of storefronts and entries removed elements that contributed to the building's original design. Many small-scale industrial and commercial buildings in the vicinity of the Hub area generally contain one façade with decorative elements, while remaining façades exhibit a minimal level of stylistic detail; any changes that have occurred to the primary façade have a greater potential of diminishing a building's architectural character. More intact examples of one- to three-story commercial and industrial buildings that express or are highly influenced by the Art Deco style remain within the South of Market area and surrounding neighborhoods. These include 255-265 10<sup>th</sup> Street, 1770 California Street, 944 Folsom Street, 1130 Howard Street, and 434 Brannan Street. These Art Deco industrial and commercial buildings in and near the South of Market area incorporate distinctive geometric decorative elements, equal to or greater than the level of ornamentation exhibited by 123 South Van Ness Avenue; yet these buildings also appear to retain their original fenestration patterns and materials, which contribute to their highly intact and carefully composed street-facing façades. Due to the substantial alteration of its storefronts and entrances, 123 South Van Ness Avenue no longer retains the fine-grained architectural character of its original Art Deco design that would be necessary to qualify it for CRHR eligibility under Criterion 3. For these reasons, 123 South Van Ness Avenue is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 123 South Van Ness Avenue is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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**\*B12. References (continued):**

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**Additional Figures:**



Figure 1. View of west (primary) façades of 123 (left) and 131 (right), facing southeast.



Figure 2. View of primary façade fenestration, facing east.



Figure 3. View of primary façade upper-level windows, facing northeast.



Figure 4. View of primary façade ground-level windows, facing east.



Figure 5. View of primary facade, infilled bay, facing northeast.

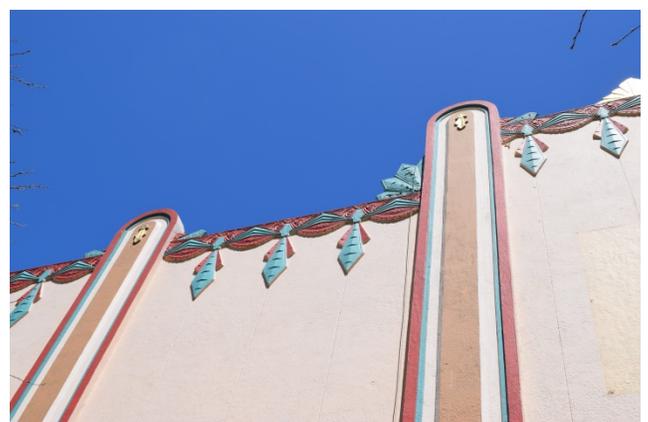


Figure 6. View of primary façade cornice detail.

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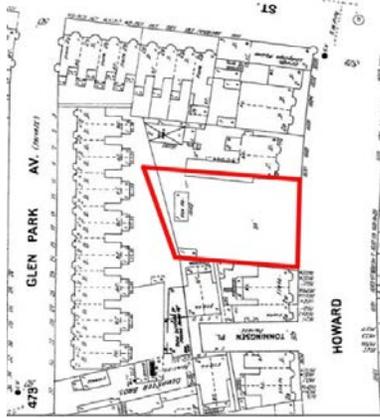


Figure 7: Approximate outline of lots holding present-day 123 and 131 South Van Ness Avenue, 1899 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

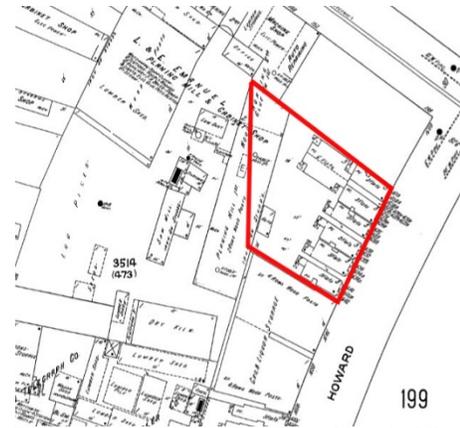


Figure 8: Approximate outline of lots holding present-day 123 and 131 South Van Ness Avenue, 1913 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

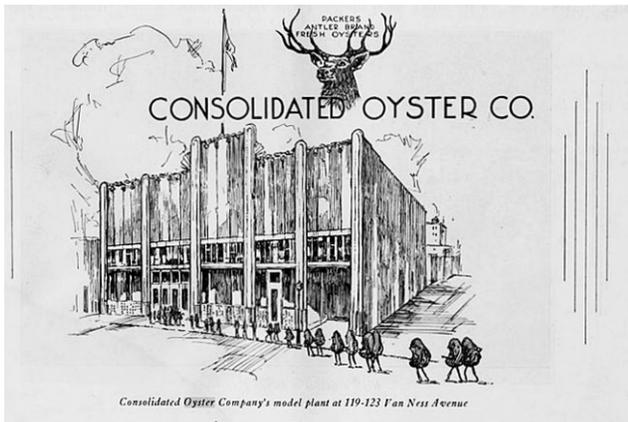


Figure 9: c. 1933 rendering of front.  
 Source: Municipal Record, December 1934, 30.

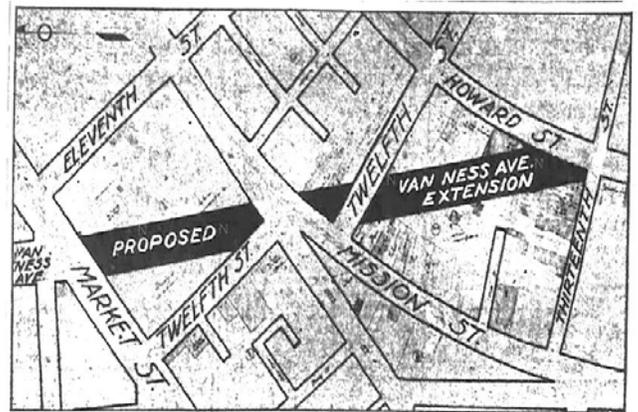


Figure 10: Map of proposed Van Ness Avenue Extension, as created by B. M. Rastall. Source: San Francisco Chronicle, June 4, 1921, 8.

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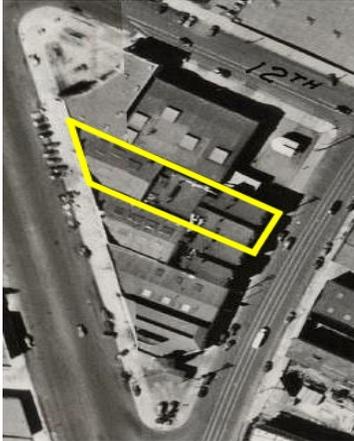


Figure 11: 1938 aerial photograph showing lot holding 123 South Van Ness Avenue. Source: Harrison Ryker, accessed from David Rumsey Map Collection.

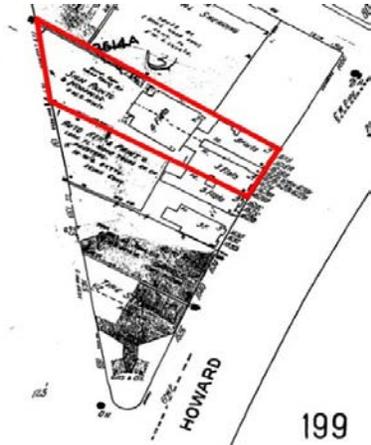


Figure 12: Outline of lot holding 123 South Van Ness Avenue, 1950 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

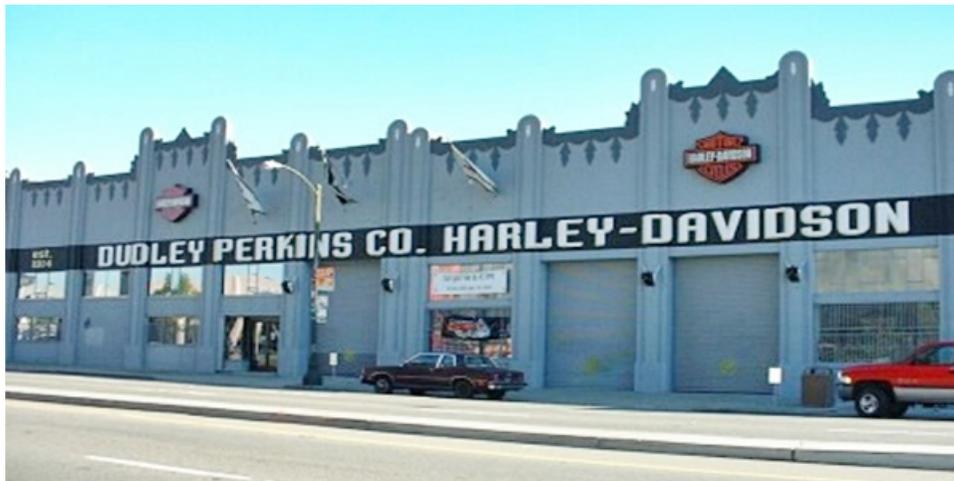


Figure 13: c. 2000s photograph of 123 and 131 South Van Ness Avenue, used as the Dudley Perkins Co. Harley-Davidson dealership. Source: motorcyclepowersportsnews.com.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 128–132 10<sup>th</sup> Street

**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 128-132 10<sup>th</sup> Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551456.99mE/ 4180987.61mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3510-003

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

The building at 128–132 10<sup>th</sup> Street is a two-story (plus mezzanine) concrete industrial loft building featuring a rectangular plan and a flat roof with parapet. The building is on the southwestern corner of 10<sup>th</sup> and Minna streets, facing 10<sup>th</sup> Street. The main entrance opens to 10<sup>th</sup> Street. The upper stories feature extensive fenestration. The building conveys a subdued Classical Revival style. A molded cornice spans above the upper-story windows at the primary façade and continues above the front-most window at the Minna Street façade. Decorative plaster relief elements are located above the cornice.

The northeast (primary) façade is composed of two bays (**Figure 1**). The first story contains non-original fenestration (large, fixed metal display windows; a glazed door with a side light; and a slab door). A non-original fabric canopy is mounted above the first-story openings. The mezzanine-level windows are replacements, featuring a variety of metal-sash and slider windows within original surrounds. The original steel-sash, upper-story multi-light windows are arranged in a 14 by five configuration, with a small operable sash in the center.

(See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) View of northeast (primary) façade, facing southwest, 5/4/2018.

\*P6. Date Constructed/Age and Sources:  
 Historic  Prehistoric  Both  
1928 (Tax assessor's date)

\*P7. Owner and Address:  
Julia Brady  
128-132 10<sup>th</sup> Street  
San Francisco, CA 94103

\*P8. Recorded by: (Name, affiliation, address)  
Katrina Castañeda, ICF  
601 W. 5<sup>th</sup> St.  
Los Angeles, CA 90071

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 9

\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 128-132 10<sup>th</sup> Street

B1. Historic Name:

B2. Common Name: 128-132 10<sup>th</sup> Street

B3. Original Use Industrial Loft Building B4. Present Use: Commercial Office Building

\*B5. Architectural Style: Classical Revival

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The building at 128–132 10<sup>th</sup> Street was built in 1928, as indicated by the original building permit at the San Francisco Department of Building Inspection (DBI). Relatively few permits have been issued for the building since its initial construction. A 1986 permit indicates that a new canvas awning was installed. A 1990 permit indicates that a replacement roof included replacement of two metal chimneys. In 2005, the roof was again replaced. In 2007, the sidewalk at the main entrance was improved for accessibility. Based on visual inspection, sections of the building's original windows have also been replaced, including the 10<sup>th</sup> Street storefront. The new display windows, sliding windows, fixed windows, jalousie windows, and vents within the original window openings or steel sashes have not been dated.

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

Original Location: N/A

\*B8. Related Features: N/A

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican Periods. Mission cattle likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission, through an uninviting landscape of hills covered by bushes and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main 110-foot-wide circulation artery paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block 50-vara grid (vara representing 33 1/3-inch Spanish equivalent to the yard) to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

(See continuation sheet.)

B11. Additional Resource Attributes:

\*B12. References: (See continuation sheet.)

B13. Remarks: N/A

\*B14. Evaluator: Jon Rusch, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)



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\*Resource Name or #(Assigned by recorder) 128-132 10<sup>th</sup> Street

\*Recorded by Katrina Castañeda, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

The southeast façade (facing Minna Street) is constructed of board-formed concrete and is composed of four bays containing multi-light windows. On the ground level, the southernmost bay features a recessed entrance with a wide wooden door. Adjacent to this is a pedestrian entrance with a metal security door; the infilled stucco suggests that this opening was once much wider. The center two bays on the ground level contain multi-light steel-sash windows, with the majority painted or replaced by louvered vents. The northernmost bay contains large plate-glass replacement windows. Sections of these windows have been boarded over (**Figure 2**). Mezzanine-level windows on this façade's northernmost bay comprise a band of six non-original windows, while the other bays feature original steel-sash windows on the mezzanine level; sections have been replaced with non-original jalousie windows or sliders. The uppermost story appears to retain its original window configuration, with fixed multi-light windows and operable components (**Figures 3 & 4**).

The southwest (rear) façade is constructed of exposed board-formed concrete and features a pair of upper-story, multi-light windows (**Figure 3**). The rear façade has a slightly stepped parapet. This façade faces a fenced driveway that belongs to the neighboring parcel. The northwest façade abuts the adjacent building at 120–122 10<sup>th</sup> Street and could not be inspected.

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

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

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\*Resource Name or # (Assigned by recorder) 128-132 10<sup>th</sup> Street

\*Recorded by Katrina Castañeda, ICF

\*Date August 20, 2018

Continuation  Update

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### Site History

The parcel that contains the subject building appears to have remained empty during the post-1906 reconstruction period. The 1913 Sanborn map indicates that no building stood at the west corner of 10<sup>th</sup> and Minna streets, although the building at 126 10<sup>th</sup> Street (currently 120–122 10<sup>th</sup> Street, adjacent to the subject building) had been constructed by that time (**Figure 5**). The surrounding blocks contained a mixture of one- to three-story dwellings as well as industrial manufacturing concerns, such as Gantner & Mattern, a garment manufacturer.

In 1928, Lloyd Arthur Myers, owner of 128–132 10<sup>th</sup> Street, sought a permit to construct a two-story 30- by 80-foot concrete loft building for light manufacturing use (*San Francisco Chronicle* 1928:21). Due to the retail-oriented storefronts on the ground level and the upper manufacturing spaces, the building conformed to the common typology in the vicinity, the loft building. According to the South of Market Area Historic Context Statement, "The term 'loft' refers to a building that contains offices and/or retail space on the first floor and multiple floors of flexible unpartitioned space on the upper floors. Typically built in higher-density locations adjoining the central business district, loft buildings were built to house wholesale businesses, providing space on the first floor for office, retail, or display purposes. Meanwhile, the upper floors were engineered to withstand heavy loads, ideal for light manufacturing, storage, and distribution. Loft buildings resemble traditional warehouses in having few internal structural supports to avoid impeding the efficient use of space" (Page & Turnbull 2009:92).

The earliest identified tenants of the building (130 10<sup>th</sup> Street), as listed in the 1933 *San Francisco, Colma, and Daly City Street Address List*, were a collection of small manufacturing companies (the Pullman Manufacturing Company, Richard Spencer Company, Watson Screen Manufacturing Company, and the Vincent Whitney Company) (Pacific Telephone and Telegraph Company 1933:415). Given the building's design, with an upper-story loft space, it is assumed that the various tenants employed the loft space for manufacturing and the ground-level storefront for retail, which was consistent with activities that took place within numerous other mixed-use industrial and commercial buildings in the vicinity.

The 1949 Sanborn map indicates that the subject building was in use as a machine shop, with the surrounding buildings south of 10<sup>th</sup> Street containing industrial uses, such as a metal shop and candle and meat seller (**Figure 6**). By the late 1950s, the building's use had changed to accommodate a wholesale furniture distributor that contributed to the "Wholesale Furniture District" in the surrounding South of Market area, as touted in a newspaper advertisement for one of its tenants, Harry Richter's Outlet Sales (*San Francisco Chronicle* 1959:25). Other newspaper advertisements from this period identify House of Karlson, a product distributor and furniture store, as occupying the subject building from 1951 to 1969. In 1970, Leon I. Bloomberg acquired the property. According to Bloomberg's obituary in 2008, he had owned the House of Karlson in San Francisco for 50 years. This San Francisco-based company operated at various locations during this time (145 Ninth Street [off Ninth and Mission streets] by 1963 and 351 Ninth Street by 1972) (*San Francisco Chronicle* 1963:10; *San Francisco Chronicle* 1972:19).

In the late 1970s and early 1980s, the building was occupied by the Frank E. Wilber Company and the Good Value Glove Company, representing a continuation of its earlier retail uses. Available building permits indicate the building continued to be used as retail, commercial, and office space. A 2005 building permit indicates that 130 10<sup>th</sup> Street had a residential dwelling unit at that time; this is the only reference located in available sources that indicates that the building had residential tenants. The building currently retains signage for a past tenant, the San Francisco Advertiser, but appears to be vacant on the ground level.

Occupancy of 128–132 10<sup>th</sup> Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1933	Pullman Manufacturing Company, Richard Spencer Company, Watson Screen Manufacturing Company, and the Vincent Whitney Company
1951–1969	House of Karlson; York Gallery (furniture showroom within House of Karlson)
1959	Harry Richter's Outlet Sales (wholesale furniture distributor)
1978–1982	Frank E. Wilber Company (office equipment sales); Good Value Glove Company (distributor)
2012	The Ballet Studio

The known owners of 128–132 10<sup>th</sup> Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco DBI.

Year	Owner
1928	L. A. Myers
1956	Mary M. Griley
1970	Leon Bloomberg
1971	Joe E. Campbell and John L. Campbell
1971	Maywood Industrial Supplies
1986–2007	San Francisco Advertising, Inc., San Francisco Advertiser
2017–present	Julia Brady

*Developer Biography: Lloyd Arthur Myers*

Lloyd Arthur Myers, who constructed the subject building, was highly regarded in the San Francisco bond industry, having served twice as the president of the San Francisco Bond Club. In 1933, Myers joined Blyth & Company. Prior to 1933, he was a representative of the bond department of the Harris Trust and Savings Bank of Chicago (*San Francisco Chronicle* 1933:23). Myers was responsible for a number of 1910 to 1930 buildings in the city as well as a number of two-story industrial, retail, and loft buildings in the South of Market area, including those on the northeastern (1924) and southeastern (1930) corners of Ninth and Clementina streets and the northeastern corner of Howard and Mary streets (1923) (*San Francisco Chronicle* 1924:11; *San Francisco Chronicle* 1930:14; *San Francisco Chronicle* 1923:10). The 1928 R. L. Polk & Company city directory listing for Lloyd A. Myers identifies him as the California representative of the bond department of the Harris Trust and Savings Bank of Chicago, located in the Mills Building.

California Register of Historical Resources Evaluation of 128–132 10<sup>th</sup> Street

The building at 128–132 10<sup>th</sup> Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 128–142 10<sup>th</sup> Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 128–132 10<sup>th</sup> Street has no known association with any events of historical significance. The property was developed to contain light manufacturing and commercial retail uses. During the 1930s, the building housed a collection of manufacturing companies, which were supplanted in the 1950s by furniture distributors and retailers that were part of a small wholesale furniture district in the South of Market area. None of these industrial/commercial tenants appears to have had a major economic presence or influence within the South of Market area during its occupancy of the subject building. The tenants appear to be representative of the many small-scale manufacturing and retail companies that occupied loft buildings within the surrounding neighborhood during the decades following the 1906 earthquake and fires. Furthermore, the subject building was constructed in the late 1920s, which is well after the major reconstruction period for the South of Market area following the 1906 earthquake and fires. None of the building's tenants is known to have had a significant influence on local or regional history or the cultural heritage of California or the United States, and the building does not exemplify the widespread reconstruction of the South of Market area after 1906. Therefore, 128–132 10<sup>th</sup> Street is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

The building at 128–132 10<sup>th</sup> Street is not associated with any person(s) of historical significance. Numerous industrial and commercial tenants have occupied the building since its construction. It does not appear that any employees or owners of these businesses made significant contributions to local, state, or national history that would be conveyed through this typical loft building at 128–132 10<sup>th</sup> Street. L. A. Myers, the original property owner, owned and developed numerous multi-story industrial/commercial buildings in San Francisco, including the subject property, from the 1910s to the 1930s. Myers-associated buildings dot the city map, and 128–132 10<sup>th</sup> Street is a

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\*Resource Name or #(Assigned by recorder) 128-132 10<sup>th</sup> Street

\*Recorded by Katrina Castañeda, ICF

\*Date August 20, 2018

Continuation  Update

typical example. Research has not uncovered a meaningful relationship between Myers and the activities that occurred within the subject building that would imbue significance. Therefore, 128–132 10<sup>th</sup> Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 128–132 10<sup>th</sup> Street is an unremarkable example of an industrial or commercial loft building in the South of Market area. As with many other loft buildings, the subject building is on a corner parcel, three stories tall, and constructed of concrete. Although it features some Classical Revival detailing (Page & Turnbull 2009:96), the subject building lacks other elements that are commonly associated with loft buildings, such as a loading dock or freight door. Furthermore, it has experienced alterations to its fenestration patterns such that it no longer conveys its original design to the extent that it can be considered an exemplary instance of its typology. In addition, no architect or builder has been identified with the building, and because of its simple use of the Classical Revival style, it cannot be said to represent the work of a master designer. The building does not embody the characteristics of the loft building type from the post-1906 reconstruction period and does not have high artistic merit. Therefore, 128–132 10<sup>th</sup> Street is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 128–132 10<sup>th</sup> Street is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 128-132 10<sup>th</sup> Street

\*Recorded by Katrina Castañeda, ICF

\*Date August 20, 2018

Continuation  Update

**\*B12. References (continued):**

Averbach, A. 1973. San Francisco's South of Market District, 1850–1950: The Emergence of a Skid Row. In *California History* 52 (fall 1973):197–223.

Nationwide Environmental Title Research, LLC. 2018. *Historic Aerials*. Available: <https://www.historicaerials.com/viewer>. Accessed: July 24, 2018.

O'Shaughnessy, M. M. 1912. *Official Grades of the Public Streets of the City and County of San Francisco, Comprising all Grades Established to December 31, 1912*. City and County of San Francisco, CA.

Pacific Telephone and Telegraph Company. 1933. *San Francisco, Colma, and Daly City Street Address List*. June 12.

Page & Turnbull, Inc. 2007. *Historic Context Statement for the Market & Octavia Area Plan Historic Resource Survey, San Francisco, California*. December 20. Prepared for the San Francisco Planning Department.

\_\_\_\_. 2009. *Historic Context Statement, South of Market Area, San Francisco, California*. June 30. Prepared for the San Francisco Planning Department.

R. L. Polk & Company. 1928–1982. *Polk's San Francisco (San Francisco County, Calif.) City Directory*. Available through the San Francisco Public Library.

*San Francisco Chronicle*. 1923. Transfers Are Recorded in Factory Area. July 7.

\_\_\_\_. 1924. Building Permits. November 29.

\_\_\_\_. 1928. Building Permits. February 28.

\_\_\_\_. 1930. Building Permits. September 18.

\_\_\_\_. 1933. Joins Blyth & Co. September 1.

\_\_\_\_. 1959. Household Appliances For Sale (want ad). February 11.

\_\_\_\_. 1963. House of Karlson advertisement. July 21.

\_\_\_\_. 1972. General Electric advertisement. January 20.

\_\_\_\_. 1974. Herb Caen (column). May 15.

\_\_\_\_. 2008. In Memory (obituary for Leon I. Bloomberg). December 26.

San Francisco Department of Building Inspection. Historic permit files for 128–132 10<sup>th</sup> Street.

Sanborn Fire Insurance Company. 1913, 1949, and 1950. *San Francisco (map)*. Volume 2, Sheet 193. Available through the San Francisco Public Library and San Francisco Planning Department.

Tim Kelley Consulting, LLC. 2011. *Draft Historic Context Statement, Mid-Market Historical Survey*. June 30. Prepared for the San Francisco Redevelopment Agency.

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\*Resource Name or #(Assigned by recorder) 128-132 10<sup>th</sup> Street

\*Recorded by Katrina Castañeda, ICF

\*Date August 20, 2018

Continuation  Update

**Additional Figures:**



Figure 1. View of northeast façade, facing southwest.



Figure 2. Detail of fenestration on southeast façade, facing northwest.



Figure 3. View of southwest and southeast façades, facing northeast, taken from Minna Street.



Figure 4. Detail of fenestration on southeast façade, facing west.

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\*Resource Name or #(Assigned by recorder) 128-132 10<sup>th</sup> Street

\*Recorded by Katrina Castañeda, ICF

\*Date August 20, 2018

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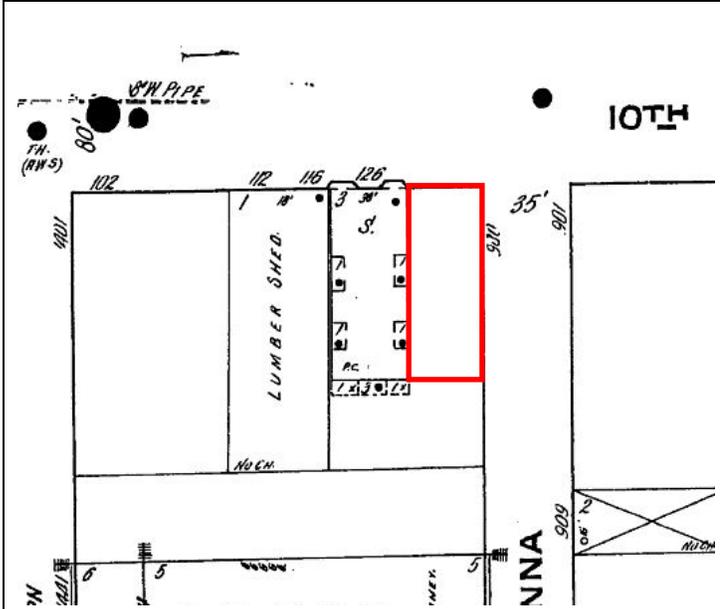


Figure 5. The current location of the subject building, outlined in red, as represented on the 1913 Sanborn fire insurance map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

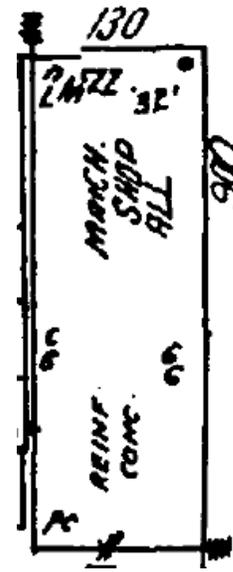


Figure 6. The footprint of the subject building, represented on the 1949 Sanborn map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 131 South Van Ness Avenue City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551278.68 mE/ 4180608.19 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514-007

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

The building at 131 South Van Ness Avenue is a one-story, reinforced-concrete commercial building on the east side of South Van Ness Avenue, approximately two blocks south of Market Street. The building is situated on the west side of a triangular block bounded by South Van Ness Avenue and 12<sup>th</sup> and Howard Streets. The building fills the front (west) section of the narrow lot. The rear section is a concrete parking lot. The building's concrete walls are topped with wood trusses, supporting a medium-pitch gable roof. Older monitor roof skylights penetrate the surface on both exposures. It is similar to the adjoining structure to the north (123 South Van Ness Avenue) but has a slightly lower height (**Figure 1**).

The primary façade fronting South Van Ness Avenue is symmetrical and has five bays, designed in the Art Deco style. The bays are uniform in width, with the center section taller. Each bay is defined by molded pilasters, which continue above the parapet, terminating with a half-round head. The lower half of the façade is fenestrated by windows and doors. Surviving original windows are arranged in two vertical sections, separated by a spandrel. The upper section holds a 16-light steel industrial window with a center awning sash (**Figure 2**).

(See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) Primary façade, viewed facing east, 5/2/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both  
1937 (building permit record)

\*P7. Owner and Address:

Patricia Britton Revocable Trust  
1345 Mission Street  
San Francisco, CA 94103

\*P8. Recorded by: (Name, affiliation, address)

John Murphey, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 12

\*NRHP Status Code 6Z

\*Resource Name or #(Assigned by recorder) 131 South Van Ness Avenue

B1. Historic Name: Le Du & Ahonen, Inc.

B2. Common Name: 131 South Van Ness Avenue

B3. Original Use Automobile Repair Building B4. Present Use: Commercial Building

\*B5. Architectural Style: Art Deco

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The subject building was erected in 1937, and alterations have consisted mainly of changes to street-level windows and entries. Relatively few permits have been issued for the building since its construction. In 1999, a permitted project installed new storefront assemblies along the façade, which are evident today. The same year, a permit was issued to replace the roof. Subsequent permitted tenant improvements have consisted of the installation of electric and painted signage (2007) and more recent interior alterations.

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

Original Location: N/A

\*B8. Related Features: n/a

B9a. Architect: Gabriel A. Berger b. Builder: N/A

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

(See continuation sheet.)

B11. Additional Resource Attributes:

\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: John W. Murphey, ICF

\*Date of Evaluation: 8/20/2018



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\*Resource Name or #(Assigned by recorder) 131 South Van Ness Avenue

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

The lower windows are large fixed units, protected by vertical security bars (**Figure 3**). These window combinations are found in the far north bay and the second bay from the south. The center bay is fitted with a modern pedestrian storefront entry. Metal roll-up doors cover the remaining two bays.

The upper half of the façade is faced with scored stucco, currently painted in a white and gray color scheme. The parapet is terminated with a cornice, revealing Art Deco-type ornamentation (**Figure 4**). Decorative elements include pendants, geometric floral patterns, and sunbursts, all painted gray. A larger sunburst ornament crowns the top of the center bay.

The east façade faces the rear parking lot (**Figure 5**). Modern double entry doors are located at the center of the façade. The doors are framed with sidelights and an oversized transom. Large rectangular windows flank the entrance. Because of the presence of security grates and ductwork, their specific design and operation were not observable from the public right-of-way. The north façade is not exposed below the roofline; the south façade reveals its board-formed construction along a stepped section visible at the southwest corner.

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

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and

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increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor “temples” as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1926, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. The idea to push Van Ness Avenue south of Market Street was first presented in the Burnham plan of 1905 (Scott 1985:103). Recognizing that the intersection of Van Ness Avenue and Market Street represented the physical center of San Francisco, city planner Daniel H. Burnham selected it as a focal point, proposing a semi-circular hub in which nine sub-arteries would radiate from its center. This included Van Ness Avenue, which would continue south of Market Street as a wide boulevard. Deemed impractical, and interrupted by the 1906 earthquake and fire, Burnham's ambitious plan was never implemented. Fifteen years later, city boosters began to agitate on their own for an extension of Van Ness Avenue to Howard Street, believing it would relieve the congestion of upper Market Street. The extension fit within a larger slate of proposed improvements, which included removal of Rincon Hill, with the goal of advancing further industrial development in the South of Market area (*San Francisco Chronicle* 1921:1).

B. M. Rastall, an industrial engineer from New York City employed by the San Francisco Chamber of Commerce, devised a plan for the extension (**Figure 8**). The Board of Supervisors adopted Rastall's plan, resulting in the avenue's present diagonal alignment. The first block of the project, between Market and Mission streets, was completed in 1926 (*San Francisco Chronicle* 1926:10). The construction of this initial section led to real estate speculation along the corridor. By the late 1920s, the project, called the Van Ness Avenue Extension, fueled ambition for a north–south “thru” route across the city, connecting Fort Mason to Army Street and beyond, including the developing Bayshore Freeway. A 1927 boulevard improvements bond helped pay for the remaining section.

The onset of the Great Depression and lower bond rates delayed construction of the 500-foot-long section between Mission and Howard streets until 1931 (*San Francisco Chronicle* 1931:1). Similar to the first segment, completion of the project resulted in a small real estate boom, directly related to the surveyed property. The extension gained even more value with the opening of the San Francisco-Bay Bridge in November 1936. An article covering the completion of the new McKean Brothers tire store, at the corner of South Van Ness Avenue and 12<sup>th</sup> Street, predicted the intersection would “be the busiest traffic artery in San Francisco when the bridge is opened for travel” (*San Francisco Chronicle* 1936a:4A).

When completed, the 125-foot-wide South Van Ness Avenue (initially called Van Ness Avenue South) fed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with the construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue would be dominated by automobile repair and service buildings

with Art Deco façades. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007:85, 89, 106).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

Site History

Before the 1906 earthquake and fires, the area surrounding the subject property was populated with wood-frame duplexes that were erected in the late 19<sup>th</sup> century (**Figure 6**). After the neighborhood was destroyed in 1906, the lot was rebuilt with two wood-frame, three-story flats, including a free-standing garage at the northwest corner. Glen Park Avenue was not rebuilt after the disaster. The L. & E. Emanuel Planing Mill and Cabinet Shop built a cabinet factory over the ruined neighborhood (**Figure 7**). The lot was redeveloped with the completion of the second part of the Van Ness Avenue Extension project in 1932. The extension of Van Ness Avenue sliced through the planing mill complex, removing small industrial buildings along 12<sup>th</sup> Street and several three-story flats on Howard Street.

The east half of the subject lot, containing the two duplexes fronting Howard Street, remained in place until c. 1960s, when the residences were removed (Historicaerials.com, 1956 and 1968 aerial photographs). The west half, holding the free-standing garage, was redeveloped with the current reinforced-concrete and wood-truss industrial building in 1937 (**Figures 9 & 10**).

Following the construction of the adjacent building at 123 South Van Ness Avenue, Michael O'Connor, the parcel's owner, worked with architect Gabriel A. Berger to design a similar stylized Art Deco structure on the adjoining lot to south. Le Du & Ahonen, Inc., an independent automobile repair business, was the first tenant to occupy the building. Formed in c. 1936 by Finnish immigrant Arvie Ahonen and Irvin Le Du, the company operated in the building until 1989, when it filed for bankruptcy. The business specialized in bumper, fender, and body repair service and at one time operated a gas station at 101 South Van Ness Avenue. The repair shop sat in the middle of a line of buildings along the east side of South Van Ness Avenue that offered auto-related services. A Goodyear tire store and service station formed the north end of the block (101). South of Le Du & Ahonen stood the adjacent C. R. Reed & Company, a piston repair shop (139), and capping the south end of the block, on a triangular lot, was a U. S. Tire Distributors franchise and service station (165).

In 1967, Le Du & Ahonen took over the neighboring building designed by Berger (123 South Van Ness Avenue) and joined it internally to their business. The combined buildings remained in use as an auto repair shop until 1989, the year Le Du & Ahonen filed for bankruptcy (*San Francisco Chronicle*, April 16, 1989, 30). Ten years later, both façades were remodeled for a new tenant, Dudley Perkins Co. Harley-Davidson (**Figure 11**). Formed in 1914, by champion motorcycle racer Dudley B. Perkins, Sr. (1893-1978), the business is considered the second oldest Harley-Davidson dealership in the United States (*San Francisco Chronicle* 2004:2).

Occupancy of 131 South Van Ness Avenue is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
c. 1938–1989	Le Du & Ahonen, Inc.
c. 1999–2014	Dudley Perkins Harley Davidson

The known owners of 131 South Van Ness Avenue are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
1937–unknown	Michael and Irene O'Connor
1985–present	William and Patricia Britton
10/13/1936	Michael O'Connor
6/2/1936	Mary A. O'Connor

*Architect Biography: Gabriel Berger*

Gabriel Amie Berger (California Certificate B-1569) was born in 1869, of French ancestry. Berger was a descendant of a family that arrived in Yerba Buena in 1851, after a perilous journey across the Isthmus of Panama (*San Francisco Chronicle* 1957:20). A newspaper article

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from 1895, reporting on the architect's departure for France to study architecture, indicates that he was a partner at the time with architect Oliver Everett in the firm of Everett and Berger. In Europe, Berger planned to study "modern designs of French architecture" (*San Francisco Call* 1895:6).

Berger's name started to appear in newspaper accounts in the mid-1890s, typically under notices of construction that identified him as an architect. These were mostly commissions for flats and residences. At the time, Berger maintained an office at 126 Kearney Street and lived at a rooming house on McAllister Street (Crocker-Langley San Francisco Directory 1897:274). Ironically, his name appeared more often in newspapers over an acrimonious divorce, which played out for over a decade as headlines in the *San Francisco Chronicle*.

Gabriel Amie Berger died in 1957, at age 88. His obituary claimed he designed many buildings in the Mission District where he lived prior to his death at 2 Valencia Street (*San Francisco Chronicle* 1957:20). The architect's work is not recognized in San Francisco Bay Area architectural guides or secondary-source literature.

California Register of Historical Resources Evaluation of 131 South Van Ness Avenue

The building at 131 South Van Ness Avenue is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 131 South Van Ness Avenue under CRHR Criteria 1–4:

CRITERION 1 (Events):

The history of 131 South Van Ness Avenue is associated with the second phase of the Van Ness Avenue Extension project, which was completed in the early 1930s. The 125-foot-wide diagonal alignment cleared a broad swath in the area and presented multiple lots for redevelopment. The footprint and design of the building at 131 South Van Ness Avenue reflect the shape of the clipped rectilinear lot created by the extension. Built directly in response to that event, the subject building was developed in 1937 as a companion to the adjacent building, which was of similar design and by the same architect. In this regard, it is associated with a pattern of development in the Hub area but, considered individually, does not represent an event of historical significance. Research conducted on the building's occupants did not reveal that it fostered notable business growth or commercial influence in the area. Its first and longest tenant, Le Du & Ahonen, represented one of many auto-related services located along the block and in the greater Hub area. The business appears to have flourished at one point and expended into the adjacent building, but this growth does not appear to be exceptional. For these reasons, the building is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

The building at 131 South Van Ness Avenue is not associated with any person of historical significance. Its first and longest tenant, Le Du & Ahonen, operated an automobile repair shop on the property for 50 years. The business was formed in c. 1937 by Finnish immigrants Arvie Ahonen and Irvin Le Du. A review of primary sources concerning their lives did not reveal that either made significant contributions to local history. The building's second-longest tenant, Dudley Perkins Company Harley-Davidson, is notable within the history of San Francisco motorcycle dealerships but is better represented by earlier buildings with stronger association to the business. In conclusion, none of the owners or tenants appears to have made significant contributions to the history of San Francisco, California, or the United States. Therefore, the property is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

Constructed in 1937 as a companion to the adjacent building to the north, 131 South Van Ness Avenue was designed by architect Gabriel A. Berger. The building reveals the influence of the Art Deco style at its primary façade, communicated particularly across the upper façade, which is ornamented with molded elements typical of the period. Besides the use of symmetrical bays, its façade shows little articulation. Little is known about the architect, who is not recognized in Bay Area architectural guides or secondary literature as a master. Research conducted as part of this survey did not find that the architect's body of work represented any significant commissions or influential designs. As such, the building is not the work of a master architect. In addition, despite the Art Deco detailing at the front façade, the building no longer retains all original features that characterized it as a commercial building. Specifically, the alterations to storefronts and entries have removed elements that contributed to the building's original design. Many small-scale industrial and commercial buildings in the vicinity of the Hub area generally contain one façade with decorative elements while remaining façades exhibit a minimal level of stylistic detail; any changes that have occurred to the primary façade have a greater potential of diminishing a building's architectural character. More intact examples of one- to three-story commercial and industrial buildings that express or are highly influenced by the Art Deco style remain within the South of Market area and surrounding neighborhoods. These include 255-265 10<sup>th</sup> Street, 1770 California Street, 944 Folsom Street, 1130 Howard Street, and 434 Brannan Street. These Art Deco industrial and commercial buildings in and near the South of Market area incorporate distinctive geometric decorative elements, equal to or greater than the level of ornamentation exhibited by 131 South Van Ness; yet these buildings also appear to retain their original fenestration patterns and materials, which contribute to their highly intact and carefully

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composed street-facing façades. Due to the substantial alteration of its storefronts and entrances, 131 South Van Ness Avenue no longer retains the fine-grained architectural character of its original Art Deco design that would be necessary to qualify it for CRHR eligibility under Criterion 3. For these reasons, 131 South Van Ness Avenue is not significant under CRHR Criterion 3.

**CRITERION 4 (Information Potential):**

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 131 South Van Ness Avenue is not eligible for individual listing on either register. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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**\*B12. References (continued):**

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**Additional Figures:**



Figure 1. View of west (primary) façades of 123 (left) and 131 (right), facing northeast.



Figure 2. View of primary façade upper-level windows, facing northeast.



Figure 3. View of primary façade ground-level windows, facing east.

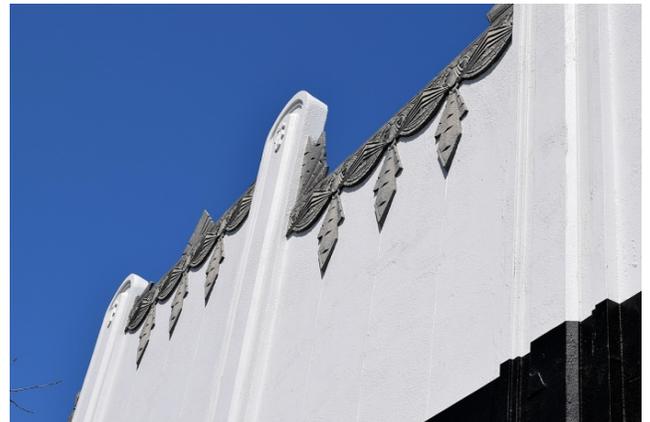


Figure 4. View of primary façade cornice detail.



Figure 5. View of east (rear) elevation, facing northwest.

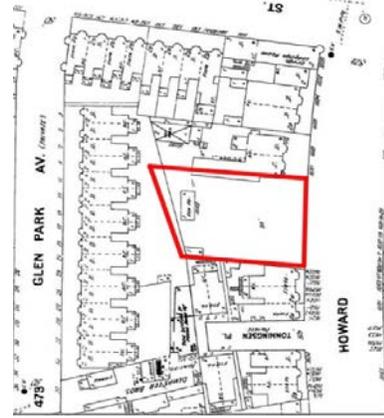


Figure 6. Approximate outline of lots holding present-day 123 and 131 South Van Ness Avenue, 1899 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

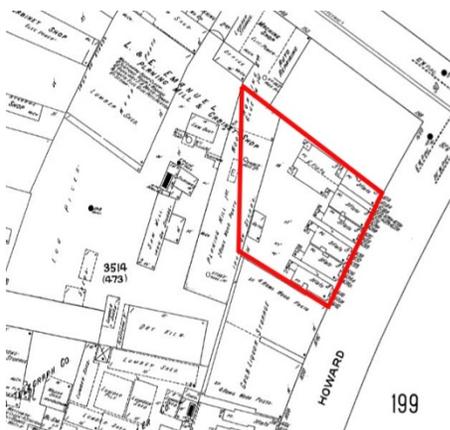


Figure 7. Approximate outline of lots holding present-day 123 and 131 South Van Ness Avenue, 1913 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

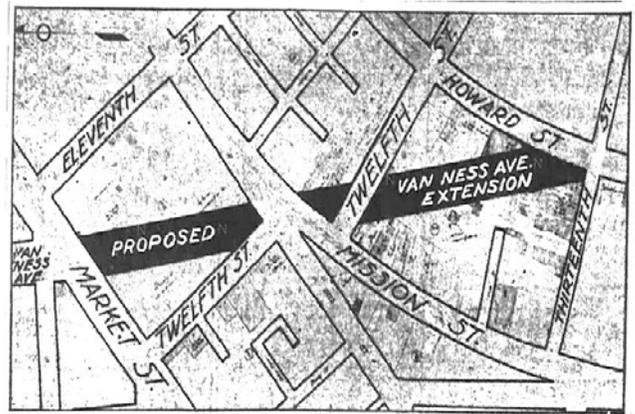


Figure 8. Map of proposed Van Ness Avenue Extension, as created by B. M. Rastall. Source: *San Francisco Chronicle*, June 4, 1921, 8.

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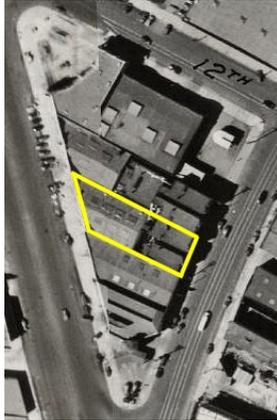


Figure 9. 1938 aerial photograph showing lot holding 131 South Van Ness Avenue. Source: Harrison Ryker, accessed from David Rumsey Map Collection.

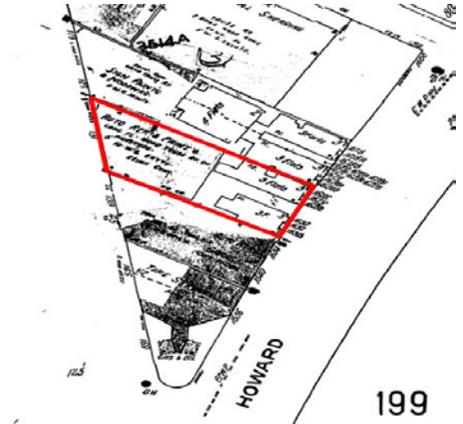


Figure 10. Outline of lot holding 131 South Van Ness Avenue, 1950 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.



Figure 11. c. 2000s photograph of 123 and 131 South Van Ness Avenue, used as the Dudley Perkins Company Harley-Davidson dealership. Source: motorcyclepowersportsnews.com.

**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 154 South Van Ness Avenue City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551210.70mE/ 4180581.80mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514-041

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

The building at 154 South Van Ness Avenue is an altered Art Deco–style, one-story commercial building on the west side of South Van Ness Avenue between the intersections of 12<sup>th</sup> and Howard streets. The building is rectangular in plan and constructed of concrete, although the South Van Ness Avenue façade is clad in glazed ceramic tiles. The building has a shingled clamshell roof surrounded by a parapet. The legal parcel containing the building also encompasses a surface parking lot to the north and west, which provides automobile access to the loading area at the rear of the building.

The east (primary) façade (**Figures 1 and 2**) fronting South Van Ness Avenue is clad in contrasting black and green glazed tiles. Projecting pilasters divide the east façade into three bays, containing aluminum-frame window assemblies and a central, fully glazed paired door. The window assemblies in the outer bays include a row of glass block immediately above the foundation. The door is flanked by side lights, with a transom window above. All of the east façade's fenestration is unoriginal. The upper portion of the façade features horizontal bands of thin "racing stripe" tiles or other material, applied onto the larger-dimension tiles that clad the majority of the façade. The building's parapet steps up at the center of the east façade. A sign identifying the name of the building's occupant, "TAP Plastics," is fixed above the main entrance. The letters spelling "TAP" are illuminated.

(See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) East façade, viewed facing west, 5/2/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both

1938 (Tax assessor's date)

\*P7. Owner and Address:

Trudy Cohn Revocable Trust

150 San Rafael Ave

Belvedere, CA 94920

\*P8. Recorded by: (Name, affiliation, address)

Andrea Dumovich, ICF

201 Mission Street, Suite 1500

San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 154 South Van Ness Avenue

B1. Historic Name:

B2. Common Name: 154 S Van Ness Avenue

B3. Original Use Commercial Building B4. Present Use: Commercial Building

\*B5. Architectural Style: Art Deco

\*B6. Construction History: (Construction date, alteration, and date of alterations)

According to the San Francisco Property Information Map, 154 South Van Ness Avenue was constructed in 1938, although the original building permit was not uncovered at the San Francisco's Department of Building Inspection. A permit was issued in 1953 to remove existing show windows along with bulkhead and platforms. In 1956, three 10- by 10-foot openings were enclosed with plate glass for the windows and doors. That same year, a sign permit was filed for a blade sign that read "Hollywood Studio Furniture"; another sign permit for the same company was filed in 1958. By 1962, another sign permit indicates a blade sign that read "DuPont Paints" was added to the exterior of the building. The following year, the Wurlitzer Company filed a sign permit for the building. By 1995, a sign permit was obtained for the current tenant, "TAP Plastics." A 2001 permit indicates work was completed on the building's entrance doors, along with other tenant improvements. Additionally, a photograph of the building taken in 1963 (**Figure 9**) shows a different contrasting color scheme for the tiles at the primary façade; the racing stripes were also not present at that time. This indicates a portion, or possibly all, of the tile that currently clads the building has been replaced.

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

Original Location: N/A

\*B8. Related Features: n/a

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

(See continuation sheet.)

B11. Additional Resource Attributes:

\*B12. References: (See continuation sheet.)

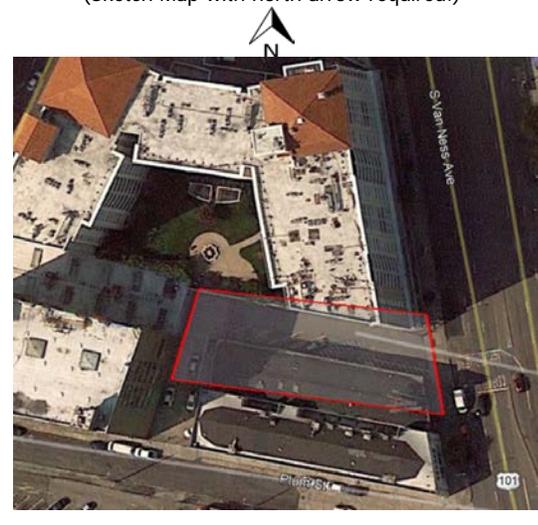
B13. Remarks: n/a

\*B14. Evaluator: Andrea Dumovich, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

The north façade (**Figures 2 and 3**) is constructed primarily of exposed board-formed concrete and has a stepped roofline. A small portion of glazed ceramic tiles extends from the primary façade onto the north façade's upper northeast corner. "TAP Plastics" signage is painted on the façade's northeast corner as well. A stand-alone door with metal awning is located at the center of the façade. Two doors and a series of windows with awnings are located toward the west end of the north façade, although no further details about these features could be discerned given their distance from the public right-of-way. The other door is near the façade's northwest corner and is surrounded by windows on either side. Both doors on the north façade appear to have metal gate protections, and each window has metal bars for protection. A security fence is attached to the façade's northeast corner, enclosing the parcel's parking lot.

The building's west (rear) façade (**Figure 4**) is constructed of exposed board-formed concrete. The façade is divided into three bays, with a large vehicular entry within the central bay and a large steel-sash window in each outer bay. Security bars enclose both windows, which are glazed with textured glass. A single awning is mounted above the north bay. The parapet is stepped at the west façade. A metal chain link fence with barbed wire is attached to the southwestern corner of the west façade's parapet.

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

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

*Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1926, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. The idea to push Van Ness Avenue south of Market Street was first presented in the Burnham plan of 1905 (Scott 1985:103). Recognizing that the intersection of Van Ness Avenue and Market Street represented the physical center of San Francisco, city planner Daniel H. Burnham selected it as a focal point, proposing a semi-circular hub in which nine sub-arteries would radiate from its center. This included Van Ness Avenue, which would continue south of Market Street as a wide boulevard. Deemed impractical, and interrupted by the 1906 earthquake and fire, Burnham's ambitious plan was never implemented. Fifteen years later, city boosters began to agitate on their own for an extension of Van Ness Avenue to Howard Street, believing it would relieve the congestion of upper Market Street. The extension fit within a larger slate of proposed improvements, which included removal of Rincon Hill, with the goal of advancing further industrial development in the South of Market area (*San Francisco Chronicle* 1921:1).

B. M. Rastall, an industrial engineer from New York City employed by the San Francisco Chamber of Commerce, devised a plan for the extension. The Board of Supervisors adopted Rastall's plan, resulting in the avenue's present diagonal alignment. The first block of the project, between Market and Mission streets, was completed in 1926 (*San Francisco Chronicle* 1926:10). The construction of this initial section led to real estate speculation along the corridor. By the late 1920s, the project, called the Van Ness Avenue Extension, fueled ambition for a north–south "thru" route across the city, connecting Fort Mason to Army Street and beyond, including the developing Bayshore Freeway. A 1927 boulevard improvements bond helped pay for the remaining section.

The onset of the Great Depression and lower bond rates delayed construction of the 500-foot-long section between Mission and Howard streets until 1931 (*San Francisco Chronicle* 1931:1). Similar to the first segment, completion of the project resulted in a small real estate boom, directly related to the surveyed property. The extension gained even more value with the opening of the San Francisco-Bay Bridge in November 1936. An article covering the completion of the new McKean Brothers tire store, at the corner of South Van Ness Avenue and 12<sup>th</sup> Street, predicted the intersection would "be the busiest traffic artery in San Francisco when the bridge is opened for travel" (*San Francisco Chronicle* 1936a:4A).

When completed, the 125-foot-wide South Van Ness Avenue (initially called Van Ness Avenue South) fed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with the construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue would be dominated by automobile repair and service buildings with Art Deco façades. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007:85, 89, 106).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

Site History

Within the post-1906 reconstruction period, the current location of the subject parcel was surrounded by a variety of industrial buildings and uses, along with some vacant lots, that contributed to the industrial character of the Hub neighborhood. The approximate location of the subject property in 1913 appears to be near or on a saw mill and/or log piles yard, just north of Bond Street (today known as Plum Street) (Figure 5). A 1931 photograph shows the extension of South Van Ness Avenue in progress between Mission and Howard streets (Figure 6). The current parcel containing 154 South Van Ness Avenue is visible west of South Van Ness Avenue and remained vacant.

An aerial photograph taken in 1938, the year the building was built, shows the building's rectangular form (Harrison Ryker 1938) (Figure 7). The earliest identified tenant of the building is Western Auto Supply, which was recorded at the address in the 1940 *San Francisco House and Street Directory*. It is not known if Western Auto Supply was the first tenant of 154 Van Ness Avenue, but the building's original design with display windows at the primary façade and rear loading area would be appropriate to the operations of this business.

The Sanborn map published in 1950 identifies the subject property as a one-story auto services building located immediately south of a used auto sales lot (Figure 8) and illustrates that nearby parcels included industrial companies pertaining to clothing, building materials, furniture, printing, metal scaffolding, sign painting, auto repair, metal shearing, and lithography, among others. A 1953 city directory and building permit also indicate that an automobile enterprise, the William L. Hughson Company, occupied the subject building. This company's location at 154 South Van Ness Avenue was one of several locations it had throughout San Francisco, including 1200 Larkin Street, 1400 Van Ness Avenue, and 2020 Van Ness Avenue.

Three years following, in 1956, the subject building appears to have been converted from an automobile services business to a furniture store, Hollywood Studio Furniture. The building remained a furniture store until 1962, when DuPont Paints occupied the building for one year. A photograph taken that year captures the building during DuPont's occupancy, when a shaped blade sign was attached to the building's northeast corner (Figure 9). In 1963, a musical company, the Wurlitzer Company (founded in 1856 by Franz Rudolph Wurlitzer), occupied 154 South Van Ness Avenue and sold phonographs. In 1973, Mailing Management moved into the building and remained there until at least 1982. The current commercial tenant, TAP Plastics, moved into the building by 1995.

Occupancy of 154 South Van Ness Avenue is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1940	Western Auto Supply
1953	William L. Hughson Company
1956	Hollywood Studio Furniture
1962–1963	DuPont Paints
1963	The Wurlitzer Company
1973–1982	Mailing Management, Inc.
1995–present	TAP Plastics

The known owners of 154 South Van Ness Avenue are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection.

Year	Owner
1956	Mr. N. Jaffe
1956	L. Johnson
1977	Marian Dempster
1977–1978	Carol D. Bliss and Marian Gittings
Unknown–1978	Dorothy Spedden Trust, Marian D. Gittings et al., and members of the Dempster family, including Milen Dempster and Fred Dempster et al.
1978–present	Trudy Cohn Revocable Trust and members of the Cohn family, including Harold, Dorothy, Leon and Trudy Cohn
Unknown–2000	Chariot SVN, LLC

*Occupant Biography: Western Auto Supply Company*

The Western Auto Supply Company, also called Western Auto, began its business as a mail-order automobile parts company based in Kansas City, Missouri, in 1909. The company quickly expanded along with the automobile industry. Numerous retail locations throughout the western United States opened by the early 1920s. Western Auto also sold automobile accessories such as car camping supplies (City Scene KC 2018; *San Francisco Chronicle* 1923:9).

*Occupant Biography: The William L. Hughson Company*

Beginning in 1903, the San Francisco-based Holle Automobile Company (owned by William L. Hughson) was the first car dealership in the nation to sell Ford automobiles and had a showroom located in San Francisco on Van Ness' "auto row." Hughson, originally from New York, met Henry Ford in Chicago in 1902 and offered \$5,000 to purchase a few of Ford's automobiles. Ford suggested that Hughson invest in Ford's stock, but Hughson refused and insisted on selling Ford automobiles in his showrooms in San Francisco. Hughson renamed this firm the William L. Hughson Company, which achieved success early in its lifespan. By 1922, the Hughson Company was one of the largest and oldest automobile distributors on the West Coast, which sold Ford and Lincolns along with trucks and tractors. Hughson's branches extended to Portland, Oregon; Seattle, Washington; and Oakland, San Francisco, Los Angeles, and San Diego, California. In 1922, the company's headquarters in San Francisco were located at Market and Eleventh streets. Although Hughson co-owned the company with George W. Emmons, the business was largely spearheaded by Hughson. Hughson's contributions to the auto industry extended beyond his leadership role in his company; Hughson held prestigious titles in local and national industry organizations, including chairman of the executive board for San Francisco's Motor Car Dealers' Association, president of the Old Timers Club, and vice-president of the National Automobile Dealers Association. Repeatedly, Hughson was selected as chairman for elite committees and for civic governmental activities. By the mid-1960s, the company had sold approximately 150,000 automobiles (*The Los Angeles Times* 1967:24; *The Architect and Engineer* 1922:111, 114).

*Occupant Biography: TAP Plastics*

TAP Plastics is the subject building's longest occupant. The company began in 1952 in Oakland under the name "Taylor and Art Plastics," named for the owners Art Whitehead and Gilbert Taylor. The name was eventually shortened to "TAP Plastics" (TAP Plastics 2018). Research reveals that TAP Plastics expanded its business throughout the greater Bay Area, with stores located in San Leandro, Santa Rosa, and San Mateo, among other cities, before opening a store within the subject building at 154 South Van Ness Avenue in 1995. Today, TAP Plastics has 19 retail locations, some of which are in Oregon and Washington.

California Register of Historical Resources Evaluation of 154 South Van Ness Avenue

The building at 154 South Van Ness Avenue is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 154 South Van Ness Avenue under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 154 South Van Ness Avenue is not associated with any event(s) of historical significance at the local, state, or national level. The building is a product of automobile-related transportation and industrial commercial development in the Hub neighborhood in San Francisco. It is a typical example of such development along the South Van Ness Avenue corridor that catered to automobile use. As the automobile increased in popularity during the first decades of the 20<sup>th</sup> century, new showrooms, garages, and other auto-specific uses were increasingly opened along Van Ness Avenue, well to the north of the subject building (Kostura 2010:28–31). Once Van Ness Avenue was extended south of Market to Howard Street in the 1930s, new commercial buildings constructed on South Van Ness Avenue drew the types of automobile-service uses that had been concentrated in the Van Ness "auto row." Research conducted on the building's occupants did not reveal that the building fostered early or remarkable business growth for any of its commercial tenants, or for San

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\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

Francisco at large. Although branches of Western Auto Supply and the William L. Hughson Company occupied the building, neither branch location appears to have contributed substantially to the influence or commercial success of the broader companies. Similarly, a branch of the Wurlitzer Company—a prosperous music manufacturer and retailer—occupied the building for potentially a maximum of ten years, but the branch location on South Van Ness Avenue was peripheral to the success of the company overall. The building's longest tenant, TAP Plastics, has occupied the building for at least 23 years. However, TAP Plastics was founded in the 1950s in Oakland and had opened several branches throughout the Bay Area before moving to the location at 154 South Van Ness Avenue in 1995. As such, the business's South Van Ness location reflects the company's expansion over the past two decades, which is not a significant development in the local or regional economy. The subject building does not appear to be associated with broad patterns of local or regional history or with the cultural heritage of California or the United States. Therefore, 154 South Van Ness Avenue is not significant under CRHR Criteria 1.

CRITERION 2 (Person):

The building at 154 South Van Ness Avenue is not associated with any person(s) of historical significance. The building has been occupied for at least 65 years by various commercial tenants. Many individuals were employed by the business tenants and worked within 154 South Van Ness Avenue, but no individual appears to have had a sustained association with the building to the extent necessary to imbue significance under Criterion 2. Individuals affiliated with the building's various tenants would not have contributed substantially to local, California, or national history through their day-to-day involvement in the building's business functions as a Ford dealership, phonograph retailer, paints supply store, furniture store, mailing management store, or plastics retailer. Furthermore, the past owners of the parcel do not appear to have made significant contributions to local, California, or national history through their associations with the subject building. Therefore, 154 South Van Ness Avenue is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 154 South Van Ness Avenue is an altered example of an Art Deco-style commercial building constructed in 1938. Research did not reveal the architect, and it does not appear to represent the work of a known master design professional. While the building reflects some of Art Deco's basic design tenets for a commercial building—including simple boxed massing, shallow pilasters dividing bays, and glazed ceramic tile—it remains a modest example of its style. The most distinctive element of the building's primary façade, the tile racing stripes located above the three openings, are not original to the building. Additionally, permits indicate that in 1953 the building's existing show windows, bulkhead, and display platforms were removed. According to the *Neighborhood Commercial Buildings Historic Context Statement 1865–1965* prepared by the San Francisco Planning Department, storefront parapet, bulkheads, vestibules, window display spaces, and signage, among other items, are character-defining features emblematic of Art Deco commercial buildings of the 1906 to 1929 era (City and County of San Francisco Planning Department 2016:76). While the subject building was built after this period, its original design was defined by these same Art Deco design principles. While the building retains its overall massing, pilasters, and parapet, the loss of original storefront windows, doors, bulkheads, and signage limit its ability to convey its original design; furthermore, changes to the building's glazed tiles do not express the original design of the primary façade. Due to these alterations, the building does not fully embody the characteristics of an Art Deco commercial building, a building type that is better represented in other examples located in the vicinity. For the reasons stated above, 154 South Van Ness Avenue does not represent the work of a known master or possess high artistic values; it also does not embody distinctive characteristics of a style, period, region, or method of construction. The building at 154 South Van Ness Avenue is thus not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 154 South Van Ness Avenue is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

**\*B12. References (continued):**

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\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

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**Additional Figures:**



Figure 1. East (primary) façade, viewed facing northwest, 5/2/2018.



Figure 2. East (primary) façade and north façade, facing south.



Figure 3. North façade, viewed facing west.

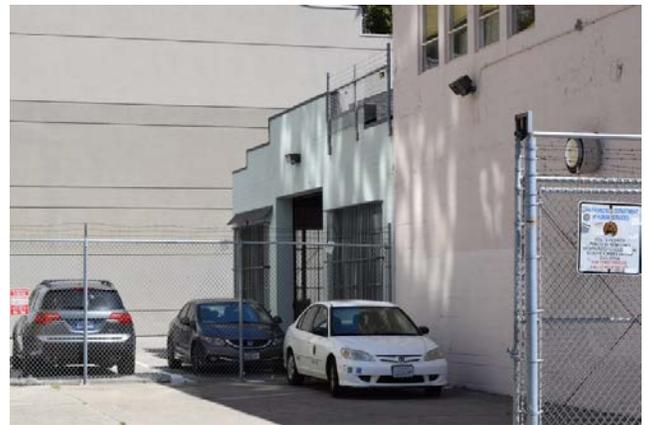


Figure 4. West (rear) façade, viewed facing north.

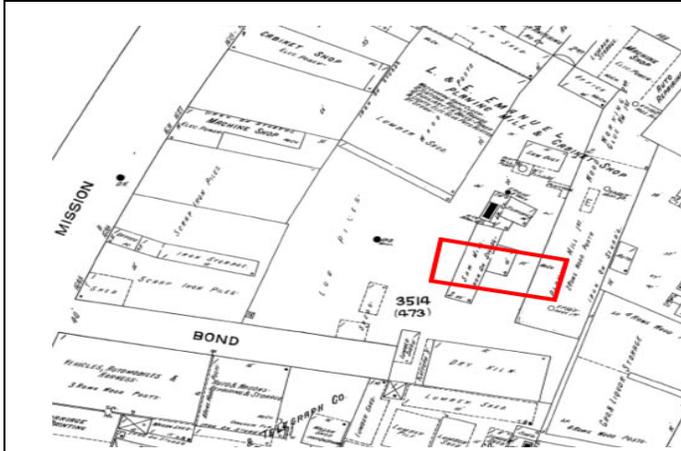


Figure 5. 1913 Sanborn fire insurance map, showing the approximate current location of 154 South Van Ness Avenue, outlined in red. Source: Sanborn Fire Insurance Map Company, accessed via San Francisco Public Library.



Figure 6. View of South Van Ness extension, between Mission and Howard Streets, facing north, 1931, AAB-5341. Source: San Francisco Historical Photograph Collection, San Francisco Public Library



Figure 7. 1938 aerial view of the subject building. Source: Harrison Ryker, accessed from David Rumsey Map Collection.

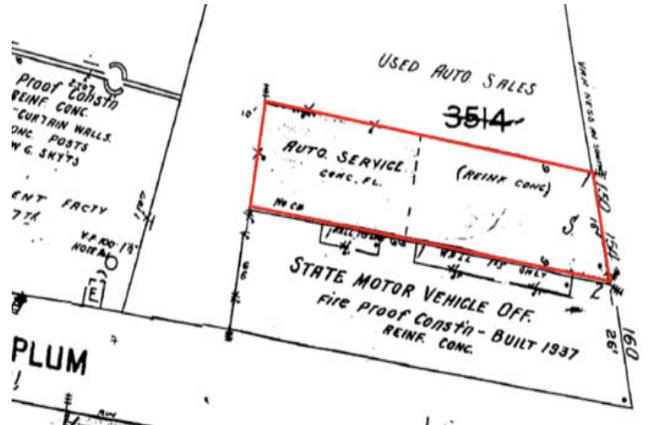


Figure 8. 1950 Sanborn Map. Source: Sanborn Fire Insurance Map Company, accessed from San Francisco Public Library.

Page 11 of 11

\*Resource Name or #(Assigned by recorder) 154 South Van Ness Avenue

\*Recorded by Andrea Dumovich, ICF

\*Date August 20, 2018

Continuation  Update

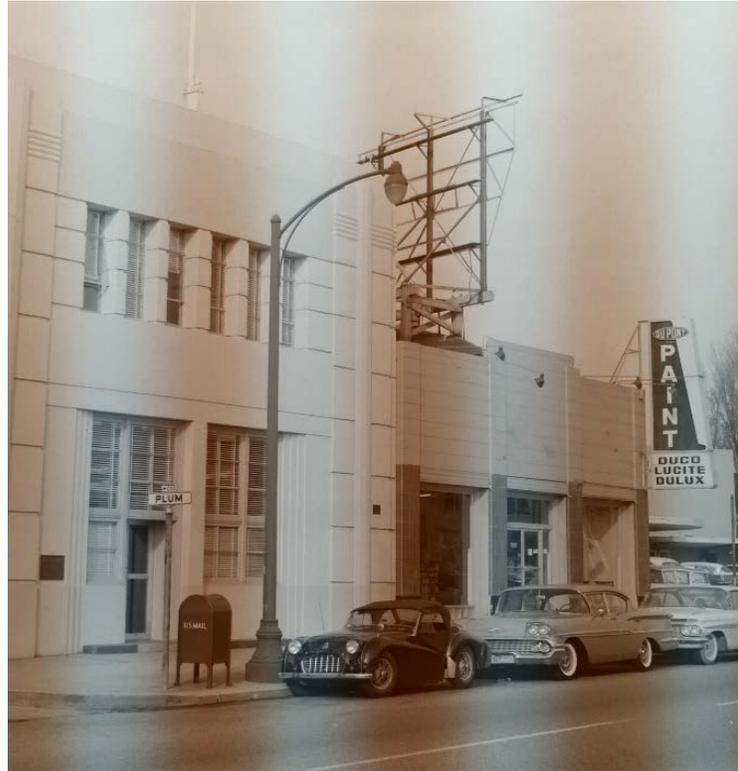


Figure 9. The subject building (at right), photographed in 1963.  
Source: San Francisco Assessor's Negative Collection, San Francisco Public Library.

Page 1 of 7

\*Recorded by Margaret Roderick, ICF

\*Resource Name or #(Assigned by recorder) 155 12<sup>th</sup> Street

\*Date August 20, 2018     Continuation  Update

**P1. Other Identifier:** 155 12<sup>th</sup> Street, San Francisco, CA, 94103

**P2e. Other Locational Data:** APN(s): 3511-0025

**\*P3a. Description:**

Page & Turnbull documented the building at 155 12<sup>th</sup> Street on a Department of Parks and Recreation (DPR) 523A (Primary Record) form in 2006, as part of the Market and Octavia Area Plan Historic Resource Survey. The building at 155 12<sup>th</sup> Street, a narrow, rectangular building located mid-block, faces south onto 12<sup>th</sup> Street (**Figure 1**). The building maintains a set-back from the sidewalk of approximately 20 feet, which is enclosed by a metal fence and gate that leads to a surface parking spot and a raised wood deck (**Figure 2**). The one-story building features a flat roof with a parapet.

The primary façade is divided into three bays by pilasters and irregular fenestration. The central bay contains the recessed entrance surrounded by a bezel. A set of glass plate double doors with long metal handles forms the entrance, which is accessed by a perpendicular staircase. Each flanking bay contains two windows, but their configuration is not symmetrical. (See continuation sheet.)

**\*P3b. Resource Attributes:** HP6. One- to three-story commercial building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, CA.

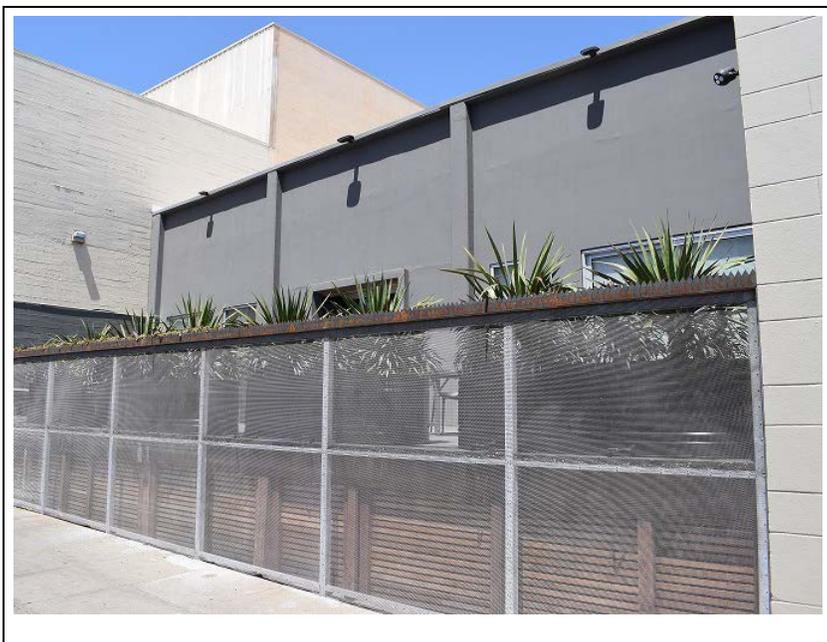
**\*B6. Construction History:** See continuation sheet.

**\*B10. Significance:** The 2006 site record by Page & Turnbull includes a property description but does not provide property history, historic context, or evaluation of the building's eligibility for listing in the California Register of Historical Resources (CRHR). ICF evaluated 155 12<sup>th</sup> Street for the current study and determined that the building is not eligible for listing in the CRHR under any criteria; it has a status code of 6Z. (See continuation sheet.)

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Colleen Davis, ICF

**\*Date of Evaluation:** August 20, 2018



**P3a. Description (continued):**

The west bay of the primary façade contains a window formed by two large fixed-sash lights separated by a vertical muntin and a second window formed by a large fixed-sash window. The east bay of the primary façade contains a sliding glass door that provides access to the wood deck fronting the building and a narrow fixed-sash window. The primary façade is otherwise unadorned. The west and east façades abut adjacent buildings and are not visible.

The rear façade is visible from Natoma Street to the north. The asymmetrical rear façade contains three bays divided by incised lines. The pedestrian entrance is located in the east bay. The entrance is formed by a fully glazed door within a metal frame, with a side light to the west and a tall transom above; the entrance is accessed from the sidewalk. The center bay contains a tall metal and glass garage door. The narrow west bay contains a large two-light, fixed-sash window separated by a horizontal metal muntin.

The building has experienced many alterations. In 1977, windows and doors were replaced. By the completion of the 2006 Market and Octavia Area Plan Historic Resource Survey, two pedestrian doors had been installed in the primary façade's west bay, although one had already been infilled. Since 2006, the doors and windows have been replaced and resized. Although the footprint and general massing of the building remain extant, the replacement and resizing of windows significantly changed the building's character.

**B6. Construction History (continued):**

The building was constructed between 1955 and 1956 (San Francisco Building Permit and San Francisco Tax Assessor). Interior remodeling included window, door, and skylight replacement in 1977 (San Francisco Building Permit). The building was re-roofed in 1990 (San Francisco Building Permit); a voluntary seismic retrofit occurred in 2000 (San Francisco Building Permit). Unidentified tenant improvements were made in 2014 (Building Permit), and windows were resized and the primary door was replaced c. 2015 (Google Street View and visual inspection).

**B10. Significance (continued):**

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, as well as a series of Consolidation Acts that made the city and county boundaries identical by 1856, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of



the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as “the Hub” by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood’s leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

### **Reconstruction and Development through Mid Century**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

#### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, got resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area’s leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor “temples” as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco’s manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### Site History

According to the 1913 Sanborn Fire Insurance Company map, the Ocean Shore Electric Railway operated a depot on a large parcel north of 12<sup>th</sup> Street, between Mission and Howard streets, and tracks crossed over the north portion of what later became the parcel at 155 12<sup>th</sup> Street (Sanborn Fire Insurance Company 1913). Prior to the construction of the subject property at 155 12<sup>th</sup> Street, the parcel contained an auto service station that operated in the 1940s and closed in 1954 (Sanborn Fire Insurance Company 1949; Polk’s 1954).

Herman and Henrietta Misrack purchased the parcel in 1955 and commissioned the construction of the subject property. The construction permit for 155 12<sup>th</sup> Street includes only the name of an engineer: John Hunter. Hunter advertised for a consultant co-worker to share a small office in 1961 (*San Francisco Chronicle* 1961:18). However, local and state newspaper research did not yield additional information about Hunter or his career; Hunter does not appear to be a master engineer.

Members of the Misrack family owned the building for 40 years. The Misracks did not operate a business from the building but leased it to tenants. Misrack operated an iron business at 269 11<sup>th</sup> Street in San Francisco in the 1950s and 1960s (*Oakland Tribune* 1966: 84). In 1911, at the age of 22, Misrack married Henrietta Keller of Daly City (*San Francisco Call* 1911:12). No additional information was discovered regarding Herman Misrack or his association with the building at 155 12<sup>th</sup> Street.

By 1957, Mergenthaler Lino Company, a printing company, occupied the building and continued to do so for almost 20 years until c. 1974 (Polk's 1957, 1971; *San Francisco Chronicle* 1974:41). In 1977, Toolmaster leased the building and operated from this location until at least 1980 (Polk's 1980). These uses are consistent with the evolving industrial character of the area.

The Misrack family continued to own the building until 2004, when it was sold to Thomas and Martina Murphy. A business known as 451 Inc. Clothing leased the building from the Murphys (Google Maps Street View 2007–2017). Two additional deed transfers in 2016 and 2017 occurred, first to Emmet and Lorraine Ward, then to an LLC (deed). When 451 Inc. Clothing vacated the building in 2017, it was renovated by the LLC. Currently, the building appears to be occupied by a tenant, but the building features no signage to identify that tenant.

Occupancy of 155 12<sup>th</sup> Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1955	Vacant
1957–1974	Mergenthaler Lino Company Printing
1980	Toolmaster
2007–2017	451 Inc. Clothing

The known owners of 155 12<sup>th</sup> Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
3/17/1955	Herman and Henrietta Misrack
12/20/1982	Melvin Misrack
10/16/1992	Misrack Family Trust
9/7/1995	Joan Misrack
8/15/2004	Thomas F. Murphy; Martina Murphy; Murphy Trust
5/26/2016	Emmet Ward; Lorraine Gallager Ward
9/22/2017	155 12 <sup>th</sup> St. Natoma LLC

California Register of Historical Resources Evaluation of 155 12<sup>th</sup> Street

The building at 155 12<sup>th</sup> Street is not currently listed in, and has not previously been found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 155 12<sup>th</sup> Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

Built as infill and used as office and warehouse space while sheltering printing and tool manufacturing businesses from the 1950s through the 1980s, 155 12<sup>th</sup> Street is nominally but not importantly associated with industrial development patterns in the Hub area in the 1900s. By the time of the building's construction, industry had begun to relocate outside the Hub in the wake of World War II. Therefore, 155 12<sup>th</sup> Street is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

Otto Mergenthaler, inventor of the lino typewriter, passed away before 1900, and although the company appears to have been successful, no persons have been identified to be associated with the Mergenthaler Lino Company office at 155 12<sup>th</sup> Street. A 1977 permit lists Toolmaster as the building's tenant; no persons have been identified who were associated with that company. The building continued to be owned by the Misrack Family until 2004. No one associated with this building appears to have made any significant contributions to history. Therefore, 155 12<sup>th</sup> Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction)

The building at 155 12<sup>th</sup> Street is a modest vernacular industrial building lacking quality of design. Moreover, it has experienced extensive alterations. Therefore, 155 12<sup>th</sup> Street is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 155 12<sup>th</sup> Street is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

**B12. References (continued):**

Averbach, A. 1973. San Francisco's South of Market District, 1850–1950: The Emergence of a Skid Row. In *California History* 52 (fall 1973):197–223.

*Fresno Bee/The Republican*. 1037. Corrugated Iron. October 22.

Horn, John. 2018. *Market Street Hub Neighborhood Historical Essay*. FoundSF. Available: [http://www.foundsf.org/index.php?title=Market\\_Street\\_Hub\\_Neighborhood](http://www.foundsf.org/index.php?title=Market_Street_Hub_Neighborhood). Accessed: April 24, 2018.

ICF. 2015. *Archaeological Sensitivity Assessment for the Better Market Street Project, San Francisco, California*. October. Prepared for the City and County of San Francisco Planning Department, Environmental Planning Division.

*Oakland Tribune*. 1958. Corrugated Iron. October 26.

\_\_\_\_. 1960. Corrugated Iron Specials. May 8.

\_\_\_\_. 1966. Corrugated. April 3.

Olmstead, R. W. 2002. Historical Overview (Chapter 3). In *California Department of Transportation, San Francisco Central Freeway Replacement Project—Alternative 8B: Archaeological Research Design and Treatment Plan, City and County of San Francisco, CA*.

O'Shaughnessy, M. M. 1912. *Official Grades of the Public Streets of the City and County of San Francisco, Comprising all Grades Established to December 31, 1912*. City and County of San Francisco, CA.

Page & Turnbull, Inc. 2007. *Historic Context Statement for the Market & Octavia Area Plan Historic Resource Survey, San Francisco, California*. December 20. Prepared for the San Francisco Planning Department.

\_\_\_\_. 2009. *Historic Context Statement, South of Market Area, San Francisco, California*. June 30. Prepared for the San Francisco Planning Department.

R. L. Polk & Company. 1954. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company.

\_\_\_\_. 1957. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company.

\_\_\_\_. 1971. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company.

\_\_\_\_. 1980. *Polk's San Francisco City Directory*. San Francisco, CA: R. L. Polk & Company.

Sanborn Fire Insurance Company. 1913. *San Francisco* (map).

\_\_\_\_. 1949. *San Francisco* (map).

\_\_\_\_. 1950. *San Francisco* (map).

*San Francisco Call*. 1911. Marriage Licenses: San Francisco. October 14.

*San Francisco Chronicle*. 1943. Vital; Statistics: Birth Records Filed." March 10, 1943.

\_\_\_\_. 1961. Civil Engineer. August 21.

\_\_\_\_. 1969. Technician. August 16.

\_\_\_\_. 1974. Help Wanted: Electronic Tech. June 26.

\_\_\_\_. 1977. Skill Performance Team: Dealers You Can Count On. November 25.

Tim Kelley Consulting, LLC. 2011. *Draft Historic Context Statement, Mid-Market Historical Survey*. June 30. Prepared for the San Francisco Redevelopment Agency.



Figure 1: Primary façade, camera facing northwest.

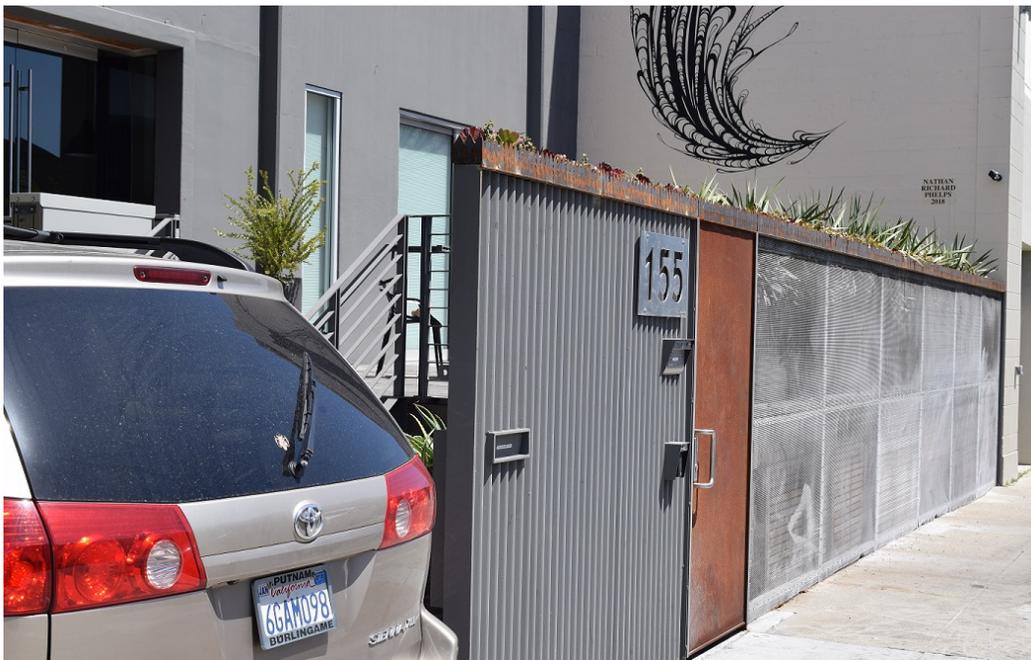


Figure 2: Primary façade, camera facing southeast.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 1 \*Resource name(s) or number (assigned by recorder) 155 12th St.

P1. Other Identifier: \_\_\_\_\_

\*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, Calif. Date: 1956 (rev. 1973)

\*c. Address: 155 12th St. City: San Francisco Zip: 94103

d. UTM: Zone: 10 mE/ \_\_\_\_\_ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3511-025

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

155 12th Street is located on a 27 x 75' lot on the north side of 12th Street, between South Van Ness Avenue and Howard Street. Built in 1956, 155 12<sup>th</sup> Street is a 1-story, reinforced concrete frame commercial building. The rectangular-plan building is clad stucco and is capped by a barrel vaulted roof. The foundation is not visible from the street. The primary façade faces south and is three bays wide. The bays are articulated by concrete framing members. The left bay features a metal loading service door with small window and ornamental metal grille. The entrance is in the center bay and consists of a recessed landing with concrete steps and modern, aluminum-frame, glazed double-leaf doors and transom. The right bay features a single metal awning sash window and a three-part metal-frame window with side awning sash. Both windows have security bars. Painted commercial signage spans the façade at the top of the story height. The primary facade terminates in a projecting horizontal concrete framing member.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photo



P5b. Photo: (view and date)

View from southwest  
8/31/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1956  
SF Assessors Office

\*P7. Owner and Address:  
Joannie Misrack Trust  
Joanie Misrack  
29 Narragansett Cove  
San Rafael, CA 94901

\*P8. Recorded by:  
Page & Turnbull, Inc. (CM)  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:  
8/31/2006

\*P10. Survey Type:  
Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

\*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 RECORD**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 13

\*Resource Name or # (Assigned by recorder) 160 South Van Ness Avenue

**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 160 South Van Ness Avenue City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551211.02mE/ 4180571.18mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514-042

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

Constructed in 1936, 160 South Van Ness Avenue is a two-story reinforced-concrete office building, presenting a modernized classicism façade across its primary elevation. It is located on a lot at the northeast corner of South Van Ness Avenue and Plum Street. Its plan is nearly rectangular, with the east façade angled to align with South Van Ness Avenue. The south façade follows Plum Street, which is separated from the building by a narrow concrete sidewalk. The utilitarian west façade of the building faces onto a small parking lot. The north façade directly abuts the adjacent one-story building. The subject building has a shallow gable roof, penetrated with mechanical equipment on its north exposure. A recent re-roofing project introduced a metal fascia cap, which terminates its perimeter parapet. The building is clad with smooth stucco across its east and south elevations. The stucco is currently painted an off-white color, with a pink tone accenting ornamental features.

The primary (east) façade has a symmetrical arrangement of fenestration. A classically informed frame surrounds the entrance, which consists of a modern single-leaf glass door flanked by multi-lite windows (**Figure 1**). A companion door, once located north of the present entry, appears to have been removed before 1963.

(See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP14 (government building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) View looking northwest, 5/2/2018

\*P6. Date Constructed/Age and Sources:  
 Historic  Prehistoric  Both  
1936 (building permit and newspapers)

\*P7. Owner and Address:  
Trudy Cohn Revocable Trust  
150 San Rafael Avenue  
Belvedere, CA 94920

\*P8. Recorded by: (Name, affiliation, address)  
John Murphey, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 13

\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 160 South Van Ness Avenue

B1. Historic Name: Department of Motor Vehicles Building

B2. Common Name: 160 South Van Ness Avenue

B3. Original Use: Office Space B4. Present Use: Office Space

\*B5. Architectural Style: Art Deco; Modernized Classicism

\*B6. Construction History: (Construction date, alteration, and date of alterations)

Constructed in 1936, the building, as indicated from building permits, experienced little exterior change after construction. The majority of recorded building permits covered interior work related to tenant improvements. These were mainly projects to install or remove and replace partitions. The first major exterior alteration is recorded in a 1950 permit to relocate five ground-floor doors. This project may be associated with the assumed removal of a second front entry door on the primary façade. Another permit issued that year allowed for the installation of a metal roll-up door at the southwest corner along Plum Street. A 1952 project installed a canopy over the door, which has since been removed. The description of a tenant improvement in 1972 included replacement of four wood-sash windows on the primary façade with "aluminum tube sections and plate glass." It is unclear what these refer to. In 1999, a permit issued for American with Disabilities Act work installed a new exterior entry door. Visual and material evidence suggest other alterations that were not documented by permits, including the removal of windows and the enclosure of openings on both floors on the south façade.

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

Original Location: N/A

\*B8. Related Features: n/a

B9a. Architect: W. D. Peugh b. Builder: Cahill Brothers, Inc., contractors

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

(See continuation sheet.)

B11. Additional Resource Attributes:

\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: John Murphey, ICF

\*Date of Evaluation: 8/20/2018



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**\*P3a. Description (continued):**

The upper half of the façade contains six three-lite windows. Deep score lines divide the façade horizontally and continue onto the side elevations, creating an impression of quoining at the outer ends of the façade. The building features simple molded pilasters, which terminate below the parapet with a stepped head (**Figure 2**). Thick Moderne-inspired bands intersect the pilasters below the parapet. The façade steps back slightly at the roofline.

The long south façade fronting Plum Street (**Figure 3**) is penetrated on both floors with a tight arrangement of tall windows, historically daylighting office space. The windows are set in single, double, and triple openings, terminated with continuous concrete sills. The windows feature several glazing patterns, including a combination of fixed and operable sashes. The dominant window type is a center awning sash bracketed at the top and bottom by fixed glass. Several of the windows have been removed and boarded over. A single pedestrian entry is located near the south part of the elevation. Adjacent to the entry is a metal overhead door. The framework of the awning is visible but missing its roof.

The narrow west elevation, facing the rear parking lot, lacks the ornamentation and stucco cladding found on street-front façades and reveals the building's board-formed concrete construction (**Figure 4**). Fenestration is confined to the second floor, which has two bays filled with the center awning windows described above. The north façade is fenestrated only across a recessed area on the second floor. Google Earth indicates a symmetrical arrangement of box-like bays, each holding two windows of unknown operation.

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

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

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#### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1926, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. The idea to push Van Ness Avenue south of Market Street was first presented in the Burnham plan of 1905 (Scott 1985:103). Recognizing that the intersection of Van Ness Avenue and Market Street represented the physical center of San Francisco, city planner Daniel H. Burnham selected it as a focal point, proposing a semi-circular hub in which nine sub-arteries would radiate from its center. This included Van Ness Avenue, which would continue south of Market Street as a wide boulevard. Deemed impractical, and interrupted by the 1906 earthquake and fire, Burnham's ambitious plan was never implemented. Fifteen years later, city boosters began to agitate on their own for an extension of Van Ness Avenue to Howard Street, believing it would relieve the congestion of upper Market Street. The extension fit within a larger slate of proposed improvements, which included removal of Rincon Hill, with the goal of advancing further industrial development in the South of Market area (*San Francisco Chronicle* 1921:1).

B. M. Rastall, an industrial engineer from New York City employed by the San Francisco Chamber of Commerce, devised a plan for the extension (**Figure 7**). The Board of Supervisors adopted Rastall's plan, resulting in the avenue's present diagonal alignment. The first block of the project, between Market and Mission streets, was completed in 1926 (*San Francisco Chronicle* 1926:10). The construction of this initial section led to real estate speculation along the corridor. By the late 1920s, the project, called the Van Ness Avenue Extension, fueled ambition for a north–south "thru" route across the city, connecting Fort Mason to Army Street and beyond, including the developing Bayshore Freeway. A 1927 boulevard improvements bond helped pay for the remaining section.

The onset of the Great Depression and lower bond rates delayed construction of the 500-foot-long section between Mission and Howard streets until 1931 (*San Francisco Chronicle* 1931:1). Similar to the first segment, completion of the project resulted in a small real estate boom, directly related to the surveyed property. The extension gained even more value with the opening of the San Francisco-Bay Bridge in November 1936. An article covering the completion of the new McKean Brothers tire store, at the corner of South Van Ness Avenue and 12<sup>th</sup> Street, predicted the intersection would "be the busiest traffic artery in San Francisco when the bridge is opened for travel" (*San Francisco Chronicle* 1936a:4A).

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When completed, the 125-foot-wide South Van Ness Avenue (initially called Van Ness Avenue South) fed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with the construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue would be dominated by automobile repair and service buildings with Art Deco façades. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007:85, 89, 106).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

#### Site History

Before the 1906 earthquake, the area surrounding the subject building was populated with wood-frame attached duplexes that were erected in the late 19<sup>th</sup> century. By 1899, the south half of the current subject lot was occupied by the Dempster Bros. printing company. Following the 1906 earthquake, the L. & E. Emanuel Planing Mill and Cabinet Shop erected a plant over the destroyed neighborhood, including the current location of 160 South Van Ness Avenue. The current building, as indicated on the 1913 Sanborn map, sits over part of what was once a kiln and a few sheds strung along the south edge of the cabinet works (**Figure 5**).

The lot was redeveloped with the completion of the second part of the Van Ness Avenue Extension project in 1932. The extension of Van Ness Avenue sliced through the L. & E. Emanuel complex, removing small industrial buildings along 12<sup>th</sup> Street and numerous flats on Howard Street. The subject building contributed to the original wave of construction that filled the parcels alongside South Van Ness Avenue, which were made available through demolition of the existing urban fabric.

The subject building was designed by architect W. D. Peugh and completed in November 1936. The building held both the San Francisco headquarters of the California Department of Motor Vehicles (DMV) (**Figure 8**) and the Coastal Zone Office of the California Highway Patrol. Organized in 1915 under Senator E. S. Birdsall's Vehicle Act of 1915, the DMV was given the task of registering all motor vehicles, issuing driver's licenses, and patrolling state highways (Walker and Cave 1953:53–55). In 1931, 5 years before construction of the subject building, the DMV became a stand-alone state agency (California Department of Motor Vehicles 2018). Prior to the move to South Van Ness Avenue, the agency leased a building at 1690 Mission Street. The new building on South Van Ness, the first in San Francisco to be constructed specifically for the DMV, replaced the "crowded quarters" of the Mission Street location (*San Francisco Chronicle* 1936b:16).

Both the DMV and the Highway Patrol occupied office space within the subject building until the late 1950s, at which time they relocated to larger quarters. The Highway Patrol moved from the building in 1959 to a new facility at 455 Eighth Street where the Golden Gate Division continues to maintain its headquarters (*San Francisco Chronicle* 1959:13). In 1958, the State of California acquired a block on the west end of the Panhandle to develop a new DMV facility (*San Francisco Chronicle* 1958:3).

Matthew Bender & Company, a New York City publishing company, took over the subject building in 1962. Formed in 1887, the company specialized in professional and practice-oriented publications, particularly those related to law. The move into the former DMV building represented the publisher's opening of its western division of operation (*San Francisco Chronicle* 1962:34). The following year, it was acquired by the Times Mirror Company. The company used the building for sales and editorial offices as well as warehousing. It vacated the South Van Ness Avenue office in c. 1966.

Starting in 1966, the subject building took on new life as an educational facility. This began when ITT Technical College (ITT Institute) renovated the interior for classroom space. Formed in 1965 by a White Plains, New York, manufacturing company, ITT, the ITT Institute offered technical training in drafting, electronics, and television and radio repair (*San Francisco Chronicle* 1966:25). In 1968, the National Career Institute, another 2-year trade school, began offering instruction in the building. In addition to technical courses, the new trade school trained dental and medical assistants. A few years later, the Elkins Institute Vocational School, a similar for-profit trade school, leased the building.

In the mid-1970s, the building's use shifted from national trade schools to local public education. The shift began when Mission Community College Center, a branch of San Francisco Community College, began offering no-fee courses at the building (*San Francisco Chronicle*

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1973:36). Around the same time, Opportunity II High School opened a campus in the building. The school was a spinoff of the San Francisco Unified School District's Opportunity High School I, an alternative education program for drop-outs. The program was limited to 300 pupils (*San Francisco Chronicle* 1977:1). Two years later, Friends Outside, a vocational school for troubled youth, moved into the facility. The short-lived school offered training in the printing trade (*San Francisco Chronicle* 1979:7). Since 1984, the building has been occupied by various City and County of San Francisco agencies, most recently the Department of Human Services.

Occupancy of 160 South Van Ness Avenue is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1936–1959	State of California, Motor Vehicle Department/California Highway Patrol
1960–1961	State of California, Motor Vehicle Department
1962–1966	Matthew Bender & Company (Matthew Bender & Company Law Books)
1967–1968	ITT Technical College
1968–1970	National Career Institute
1971–1973	Elkins Institute Vocational School
1973	Mission College Education Center
c. 1974–1979	San Francisco Unified School District/Opportunity II High School
c. 1979–1980	Friends Outside Training Center
c. 1984–present	City and County of San Francisco (various departments); currently the Department of Human Services

The known owners of 160 South Van Ness Avenue are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
1936–1978	Daniel, Loula, Abby, Roy, Everett, Miles, W. Burgers, Perry, Louis, M. R., Olive, Marian, Laurelmae, Anne, and/or Clarice Dempster; Ester Gowirtz; Carol Bliss; Dorothy Spedden
1978–present	Harold and Dorothy Cohn; Leon and Trudy Cohn; Faith Arlene Cohn
1991–1995	Agostino Giuntoli Yvonne Sangiacomo Diana Cerchiai
1994–1995	Sandra and James Sangiacomo Mark and Mary Sangiacomo Maria T. and Susan Sangiacomo

*Architect Biography: Wilbur David Peugh*

The 1936 permit for construction of the subject building records W. D. Peugh (California Certificate B-1369) as the architect for the project. Born in 1897, in Kelseyville, Lake County, California, Wilbur David Peugh received his architectural training at the University of California, Berkeley, graduating with a B.A. in architecture in 1923. He initially worked as a draftsman for San Francisco architect Willis Lowe and later Berkeley architect Walter H. Ratcliff, Jr. (*Pacific Coast Architecture Database* 2018). By 1924, he had risen to the level of architectural designer, employed first with Masten and Hurd, followed by a longer stint with O'Brien Brothers where he designed many commercial structures, including office buildings and multi-story garages.

His first notable design with the O'Brien Brothers was the Pickwick Hotel (1927) at 85 Fifth Street. Commercial work in the late 1920s included movie palaces, of which the Spanish Eclectic-style Marina Theatre (1928, altered) at 2141 Chestnut Street is still standing. Peugh's work took on an Art Deco and Art Moderne turn in the 1930s, beginning with the striking Title Insurance Company Building (1930) at 130 Montgomery Street and a small theater block the same year at 255–259 Hyde Street.

In 1934, he formed his own practice under the name W. D. Peugh, Architect. The firm was located at 300 Montgomery Street. Peugh's 1936 Streamline Moderne design for the Lurie Building at 417 Montgomery Street was hailed in *Architect and Engineer* as "an outstanding example of this new type of 'made-to-order' building" (quoted in Charles Hall Page & Associates 1979, 208).

During the late 1930s, Peugh worked as a consulting architect for the Greyhound Bus Company, designing depots and terminals along the West Coast, including notable Streamline Moderne buildings in Los Angeles (1936), Stockton (1937), Portland (1938), Burlingame (1939), and Redding (1939) (Burleigh and Adam 1941). In addition, Peugh was the designer of the State Livestock Exhibit Pavilion, also known as the Cow Palace (1941).

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In 1940, Peugh formed a practice with architects A. J. Loubet and W. B. Glynn, under the name W. D. Peugh, Architect, Loubet and Glynn Associates. The firm, in existence until 1953, worked throughout the Bay Area and took on diverse commissions. In San Francisco, its postwar work included the hilltop Sears, Roebuck and Company shopping center (1951) on Geary Boulevard; the 25-story Equitable Life Assurance Building (1953–1955) at 100 Montgomery Street, one of the first downtown office towers completed after the war; and the International-style Pacific Mutual Life Building (1954) at 600 California Street. Peugh died in December 1953 at the age of 56 and did not live to see the downtown office towers completed. An obituary indicated that he had designed approximately 2,000 buildings and structures, including the Standard Oil processing plant in Richmond (*Santa Cruz Sentinel*, December 29, 1953:10).

California Register of Historical Resources Evaluation of 160 South Van Ness Avenue

The building at 160 South Van Ness Avenue is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 160 South Van Ness Avenue under CRHR Criteria 1–4:

CRITERION 1 (Events):

The underlying history of the property at 160 South Van Ness Avenue is associated with the second phase of the Van Ness Avenue Extension project, which was completed in the early 1930s. The avenue's 125-foot-wide diagonal alignment cleared a broad swath in the area and presented multiple lots for redevelopment. The footprint and design of the building at 160 South Van Ness Avenue reflect the shape of the clipped rectilinear lot created by the extension. Built directly in response to that event, the subject building became the DMV's first dedicated office in San Francisco. In this regard, it is associated with a pattern of development in the Hub area but, considered individually, does not represent an event of historical significance. The original tenants, the DMV and Highway Patrol, remained in the building for 20 years as local office locations of state agencies. The agencies that occupied the building do not appear to have made significant contributions to local, state, or national history directly associated with the subject building. Subsequent tenants included a high turnover of national for-profit trade schools and local alternative education providers. None of the programs used the building for more than a few years or appear to have led to advancements in education. For these reasons, the building at 160 South Van Ness Avenue is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

The building at 160 South Van Ness Avenue is not associated with any person of historical significance. Newspaper and other research did not uncover any names of prominent people associated with the two state agencies or subsequent private and public schools. Past owners of the lot do not appear to have made any contributions to history. In conclusion, none of the owners or tenants appears to have made significant contributions to the history of San Francisco, California, or the United States. Therefore, the property is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

Completed in 1936, 160 South Van Ness Avenue was designed by architect W. D. Peugh. The building, essentially an ornamented box, concentrates its architectural emphasis on the South Van Ness façade. This façade reveals experimentation with the developing modernized classicism, otherwise called stripped or starved classicism, that was promoted under the New Deal. The style emphasized symmetry and a return to classical ideals of massing, order, and formality. The building was designed to hold a state agency, and its style was appropriate for this administrative use. The two other exposed elevations reveal no architectural intent and are simply walls divided by fenestration. The building retains elements of its original design but is a relatively restrained example of modern-leaning architecture from the 1930s. In addition, the building has lost a mirrored second opening to South Van Ness Avenue, which alters the symmetry of its primary façade. Although not recognized as a master, Peugh was a prolific architect who designed several notable Art Deco- and Streamline Moderne-inspired buildings in San Francisco that express a higher level of architectural design, including 130 Montgomery Street, 417 Montgomery Street, and the Cow Palace. A higher level of detail indebted to Art Deco is also exhibited in Peugh's post-World War II work, exemplified by the distinctive spandrel panels on the Modern-style office tower at 100 Montgomery Street. The subject building is not an outstanding example of Peugh's work. Given its relatively modest architectural character and alterations, 160 South Van Ness Avenue is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

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Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 160 South Van Ness Avenue is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Recorded by John Murphey, ICF  
\*Date 8/20/2018       Continuation    Update

**Additional Figures:**



**Figure 1. View of east (primary) façade entrance, facing northwest.**



**Figure 2. View of east (primary) façade pilaster and speed lines.**



**Figure 3. View of partial south façade, facing northwest.**



**Figure 4. View of west façade, facing northwest.**

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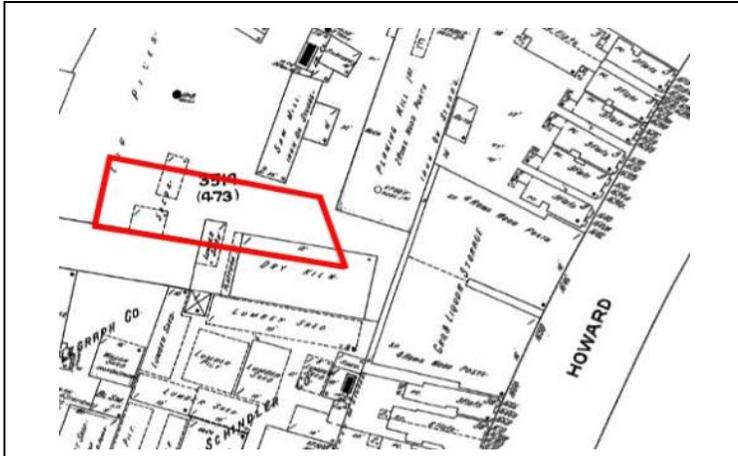


Figure 5: Approximate outline of present-day 160 South Van Ness Avenue building footprint, 1913 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

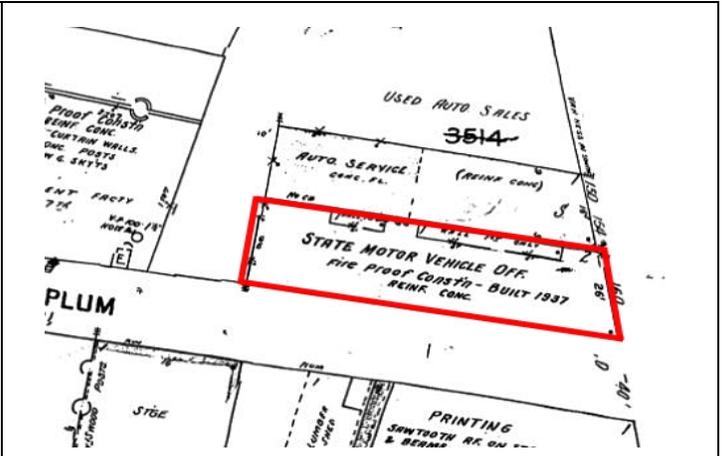


Figure 6: Outline of present-day 160 South Van Ness Avenue building footprint, 1950 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

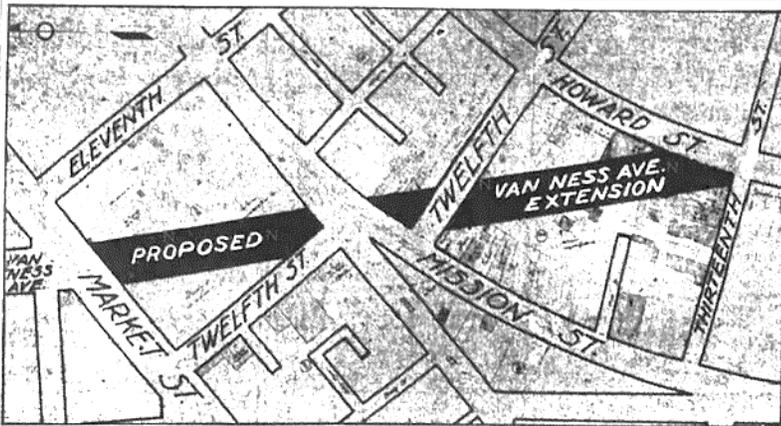
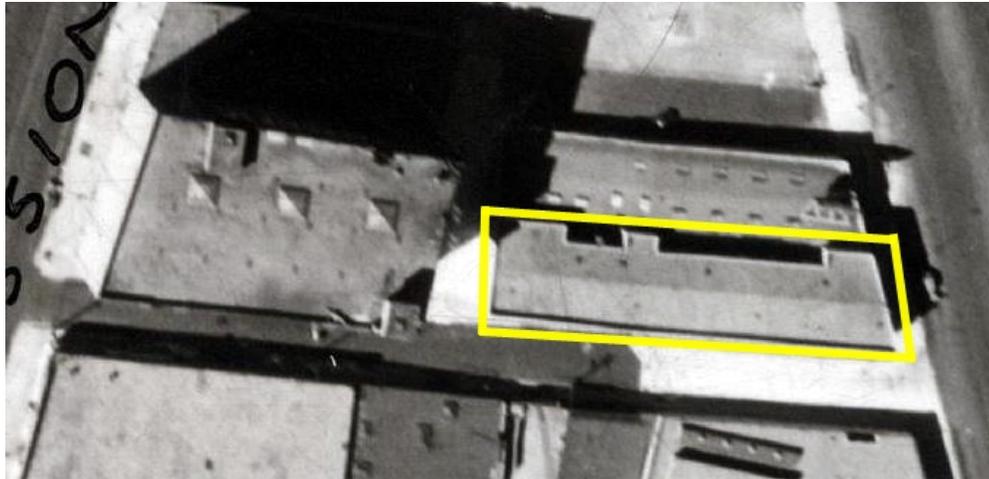


Figure 7: Map of proposed Van Ness Avenue Extension, as created by B. M. Rastall. Source: *San Francisco Chronicle*, June 4, 1921, 8.



Figure 8: 1936 of recently completed building. Source: *San Francisco Chronicle*, November 22, 1936, 1.

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**Figure 9: 1938 aerial photograph showing the footprint of the building.**  
Source: Harrison Ryker, accessed from David Rumsey Map Collection.



**Figure 10. 1963 photograph of the subject building.**  
Source: San Francisco Assessor's Office Negative Collection, San Francisco Public Library.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 165 South Van Ness Avenue

**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 165 South Van Ness Avenue City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 551286.79 m E/ 4180571.74 m N

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514/010

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

The two-story, reinforced-concrete Spanish Colonial Revival–style commercial building at 165 South Van Ness Avenue, at the intersection with Howard Street, was constructed in 1932. The building fills the majority of its triangular 5,700-square-foot parcel. The building has an asymmetrical footprint, with a rectangular northern portion and a six-sided projecting volume on the south side. A smaller, non-original hut-like kiosk is attached to the center of the south façade on the projecting portion. The building is clad in textured stucco and has a low-pitched mansard roof on the northern volume and a flat roof with a parapet wall on the projecting southern volume, both covered in clay tiles.

The primary (south) façade faces the intersection of South Van Ness Avenue and Howard Street. The flat-roofed projecting volume has two large vehicular entry doors (one recessed on the east side), with a smaller, flat-roofed kiosk-type building projecting between them (**Figure 1**). The west façade (**Figure 2**) faces South Van Ness Avenue and features a pedestrian access door at ground level and three aluminum replacement windows on the second story. A double-faced billboard is attached to this façade. The north façade is flush with the building at 145 South Van Ness Avenue and not visible.

(See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #)  
View facing northeast, 5/2/2018

\*P6. Date Constructed/Age and Sources:  
 Historic  Prehistoric  Both  
1932 (building permit)

\*P7. Owner and Address:  
Big O Tires  
165 South Van Ness Avenue  
San Francisco, CA 94103

\*P8. Recorded by: (Name, affiliation, address)  
Patrick Maley, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 165 South Van Ness Avenue

B1. Historic Name: Gilmore Oil Company

B2. Common Name: 165 South Van Ness Avenue

B3. Original Use Gasoline Service Station B4. Present Use: Tire Store

\*B5. Architectural Style: Spanish Colonial Revival

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The building at 165 South Van Ness Avenue was designed by architect Dodge A. Riedy and built by Meyer Bros. in 1932. Based on available records at the San Francisco Department of Building Inspection, several permits have been issued for the building since its initial construction. A permit was issued to the Foster and Kleiser Company in 1937 to erect a 30- by 12.5-foot roof sign. In 1952, a permit was issued to the Lambert Tire Company to construct an addition to the mezzanine floor. Significant changes took place in 1953, transforming the building from a gasoline service station with tire dealership to a full tire/automotive repair station. A 1953 permit was issued to remove the canopies over the gasoline pump islands as well as the four gas pumps and reface the building. In 1954, Lambert Tire acquired 8,000 square feet of floor space from the adjoining (north) building, increasing the size of the building to 18,000 square feet and providing a new area to house truck tire, brake inspection, and wheel alignment services (Oakland Tribune 1954:15). That year, a permit was issued to raise the height of the firewall and fill the space between the buildings with concrete block. In 1962, a permit was issued to install a two-faced plastic sign with the slogan, "Tire Sale To-day, SAVE A LIFE." In 1965, a permit was issued to construct footings for a steel addition to the carport to protect customers from the weather. In 1980, a permit was issued for additional modifications to the design of the building to improve access to the office and bathroom area. It is unclear from available photographs or the permit history when the original tower element was removed, though it is likely that it was removed under this permit. In 1993, a permit was issued to Cary O'Neal Roofing for roof repair work. In 1999, another permit was issued for roof repair. In 2000 and 2015, permits were issued for new signage.

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

\*B8. Related Features: n/a

B9a. Architect: Dodge A Riedy b. Builder: Meyer Bros. Home Builders

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

(See continuation sheet.)

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

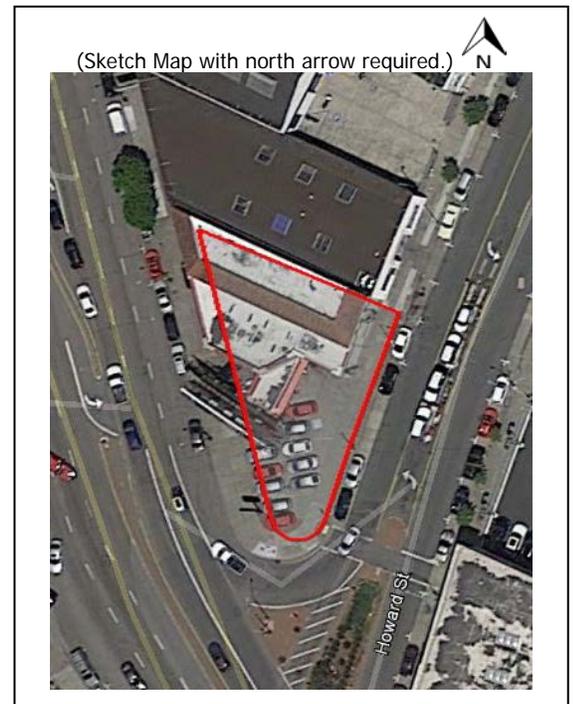
\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: Jon Rusch, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)



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**\*P3a. Description (continued):**

The east façade (**Figure 3**) faces Howard Street. It has one large steel bay window at the ground level that has been painted over and three original steel windows on the upper level (**Figure 4**). The north façade abuts the adjacent building and is not visible. The parcel includes a free-standing, double-faced two-panel sign. The surrounding area is urban, with other commercial and automotive buildings.

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

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Automobile-Related Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1926, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. The idea to push Van Ness Avenue south of Market Street was first presented in the Burnham plan of 1905 (Scott 1985:103). Recognizing that the intersection of Van Ness Avenue and Market Street represented the physical center of San Francisco, city planner Daniel H. Burnham selected it as a focal point, proposing a semi-circular hub in which nine sub-arteries would radiate from its center. This included Van Ness Avenue, which would continue south of Market Street as a wide boulevard. Deemed impractical, and interrupted by the 1906 earthquake

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and fire, Burnham's ambitious plan was never implemented. Fifteen years later, city boosters began to agitate on their own for an extension of Van Ness Avenue to Howard Street, believing it would relieve the congestion of upper Market Street. The extension fit within a larger slate of proposed improvements, which included removal of Rincon Hill, with the goal of advancing further industrial development in the South of Market area (*San Francisco Chronicle* 1921:1).

B. M. Rastall, an industrial engineer from New York City employed by the San Francisco Chamber of Commerce, devised a plan for the extension. The Board of Supervisors adopted Rastall's plan, resulting in the avenue's present diagonal alignment. The first block of the project, between Market and Mission streets, was completed in 1926 (*San Francisco Chronicle* 1926:10). The construction of this initial section led to real estate speculation along the corridor. By the late 1920s, the project, called the Van Ness Avenue Extension, fueled ambition for a north-south "thru" route across the city, connecting Fort Mason to Army Street and beyond, including the developing Bayshore Freeway. A 1927 boulevard improvements bond helped pay for the remaining section.

The onset of the Great Depression and lower bond rates delayed construction of the 500-foot-long section between Mission and Howard streets until 1931 (*San Francisco Chronicle* 1931:1). Similar to the first segment, completion of the project resulted in a small real estate boom, directly related to the surveyed property. The extension gained even more value with the opening of the San Francisco-Bay Bridge in November 1936. An article covering the completion of the new McKean Brothers tire store, at the corner of South Van Ness Avenue and 12<sup>th</sup> Street, predicted the intersection would "be the busiest traffic artery in San Francisco when the bridge is opened for travel" (*San Francisco Chronicle* 1936:36).

When completed, the 125-foot-wide South Van Ness Avenue (initially called Van Ness Avenue South) fed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with the construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue would be dominated by automobile repair and service buildings with Art Deco façades. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28-31; Olmstead 2002:88-89; Page & Turnbull 2007:85, 89, 106).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959-1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90-91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

#### Site History

The building at 165 South Van Ness Avenue was designed by architect Dodge A. Riedy and built by Meyer Bros. in 1932 for use as a Gilmore Oil Company service station, as indicated by the original building permit. Construction occurred soon after South Van Ness Avenue was extended from Market Street through a previously built-up city block. As such, the subject building contributed to the original wave of construction that filled parcels along South Van Ness Avenue that were made available through the demolition of the existing urban fabric.

A 1936 photo of the property (**Figure 5**) shows the original building at the key intersection of South Van Ness Avenue and Howard Street, with gas pumps, canopies, and a Spanish Colonial Revival-style tower element, facing south. Gilmore stations were spread throughout the Bay Area at this time and distinctive for their original marketing designs and unique gas pumps. The Sanborn map published at midcentury (**Figure 6**) reveals that the subject property contributed to an array of automobile-related businesses, including two auto repair shops within its same block as well as a used automobile sales lot across South Van Ness Avenue. A 1976 photo of the subject property, by then a Midas Muffler Shop, shows that the gas pumps and canopies associated with the gasoline service station had been removed, although and the tower on the prominent south façade was still in place (**Figure 7**). The tower was removed after 1980.

\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

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Occupancy of 165 South Van Ness Avenue is summarized in the table below.

Year	Occupant
1932–1967	Gilmore Oil/Lambert Cushion Tire Company/ Prest-O-Lite
1967–1969	Unknown
1969–2010	Midas Muffler Shop
2010–2015	Unknown
2015–current	Big O Tires (ownership SF Tire and Central Service)

Ownership of 165 South Van Ness Avenue as recorded in deed records:

Year	Owner
4/11/1933	J. Pauline E Jonningsen (unclear), Bank of America
7/32/52	Bank of America NT & SA
4/22/1960	Karl F Hanker, James H DeLara, Nicolas C. Viss (Lambert Tire Company)
2/28/1975	Nicholas and Tracy Viss (Lambert) James and Nancy DeLara and Lucia Browning (Midas)
12/9/1977	Security Pacific National Bank James De Laura to David and Elinor Gross (Midas)
4/23/1999	Lawrence Richmond
3/9/2011	CLT Sisters LLC to Doris Richmond Lisa McLennan Cynthia Walitsch Julia Gray Lisa Barnes H & L Barnes 2008 Revoc. Trust Julia Hannah Richmond Family Revoc. Trust Doris Richmond
3/9/2011	Hannah Garth to Julia Lynn Hannah
4/8/2011	Lisa Barras to Survivors Trust, Lisa Barres, Harry and Lisa Barres 2008 Revoc. Trust

*Commercial Tenant Histories*

Throughout its existence, the building at 165 South Van Ness Avenue has been occupied by and/or associated with five companies: Gilmore Oil, Lambert Tire & Rubber, Prest-O-Lite, Midas, and Big O Tires. The original building permit indicates Gilmore Oil was the first owner and occupant of the building, which was constructed as a gasoline service station. The Gilmore Oil Company was founded in 1905 when Arthur Fremont Gilmore struck oil on his farm in Los Angeles. Arthur's son Earl Bell Gilmore inherited the business and expanded it into a vast distribution network that sold the company's products, including "Blu-Green" gasoline and Lion Head motor oil. The company had a flair for marketing and created recognizable logos and designs, including a unique gas pump topped with a clear glass bulb that allowed customers to see the color of their gasoline (Gilmore Station 2018). In the 1930s, Gilmore Oil was still expanding in Northern California, with plants in Ukiah, Eureka, Redding, Oakland, and San Leandro (*Oakland Tribune* 1933:11). The Lambert Tire & Rubber Company was formed by H. M. Lambert, the inventor of the cushion tire, in 1914 in Portland, Oregon (*Tire Review* 2014). A 1933 city directory lists 165 South Van Ness Avenue as the location of the Prest-O-Lite Storage Battery Sales Corporation. The Prest-O-Lite company began in Indianapolis as a manufacturer of headlamps for automobiles but later expanded into other areas (Historic Indianapolis 2013). The Prest-O-Lite battery was the first battery to require water only three times a year (Prestolite 2018). Prest-O-Lite worked with other tire firms, such as Lambert Tire, to sell its products. It signed with Goodyear for exclusive Southern California distribution (*Los Angeles Times* 1932:46). The Midas Muffler Company began in 1931 when Nate Sherman and Joe Marx met in Hartford, Wisconsin, and decided to form a company to manufacture mufflers for the growing automotive parts market. Innovations in design (including rust-resistant coatings) and marketing (selling mufflers through repair shops) led to successful expansion. By 1956, the company was branded "Midas" (Muffler Installation Dealers Associated Service), with products distributed through 100 repair shops. The company later diversified into brake and alignment services (Midas 2018). Currently, Midas provides automotive services at more than 2,400 franchised, licensed, and company-owned shops in 16 countries, with more than 1,600 in the United States and Canada (Business Wire 2010). Big O Tires began in 1962 as a tire-buying cooperative of independent tire dealers in different states who joined together to secure volume pricing for their customers, eventually growing to include more than 360 franchise-owned and 40 corporate-owned locations (Big O Tires 2018).

*Architect Biography: Dodge A. Riedy*

Dodge A. Riedy was born in San Francisco in 1889 and served as municipal architect for the City of San Francisco for many years following a successful period in private practice. Throughout his 30-year career, he designed many commercial and public buildings in San Francisco, including 256 Willow Street, the Garlock Packing Building, and the Larkin Street USO Hospitality Center (Art and Architecture 2018). In 1921, Riedy drew plans for the Pittsburg Dispatch Building in Pittsburg, California (*Oakland Tribune* 1921:8). Riedy, along with Charles E. Rogers, designed the San Francisco Galvanizing Works, a one-story Moderne-style building constructed between 1912 and 1929 (Art and Architecture 2018). From 1932 to 1938, Riedy operated his own firm, Dodge A. Riedy Architects, which is noted for providing an apprenticeship for future master architect Mario Ciampi. In this period, Riedy and architect Albert F. Roller were selected by the director of Public Works to design a jail in San Bruno. Completed in 1934, the jail was considered one of "the most modern institutions of its kind in the United States," with laundry, kitchen, dental, and medical facilities, along with a greenhouse and an independent water system (*San Bernardino County Sun* 1934:20). The seven-story complex held 600 cells and was built in a modified "T" shape, with cells located in long corridors that radiated out from a central rotunda, a design element that ultimately undermined the security of the building and allowed unobserved occupants to cut through the bars (San Francisco Sheriff's Department 2018). Riedy held advisory roles during this period, serving as the treasurer for the State Association of California Architects (*Oakland Tribune* 1933:5) and on the Architect Advisory Committee, which dealt with the layout and construction of school buildings throughout the state (*The Architect and Engineer* 1934). In 1934, he was named architect for San Francisco's Lawton Elementary school, along with Charles E. Rogers (*The Architect and Engineer* 1934). Riedy would go on to design other San Francisco schools, including San Miguel and West Portal (*The Times* 1953:13). In the 1940s, Riedy served as city architect for San Francisco. In 1943, he drew plans for three war council units, 10 auxiliary fire houses, and two gas cleaning stations for the armed forces (*Architect and Engineer* 1943). In 1949, under the advice of Arthur Brown, Jr., Riedy changed the appearance of the M. M. De Young Memorial Museum in Golden Gate Park by removing the decorative sculptural ornaments from the building (Pollock 2001). Riedy passed away in 1953.

California Register of Historical Resources Evaluation of 165 South Van Ness Avenue

The building at 165 South Van Ness Avenue is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 165 South Van Ness Avenue under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 165 South Van Ness Avenue is not associated with any event(s) of historical significance at the local, state, or national level. The building is a product of auto-oriented commercial development in the Hub area of San Francisco related to the extension of South Van Ness Avenue from Market Street to Mission Street. Research conducted on the building's occupants did not reveal that the building fostered early or remarkable business growth for any of its tenants or for San Francisco at large. The building has been operated as a branch or franchise store for several automobile-related businesses, including Gilmore Oil, Lambert Tire & Rubber, Prest-O-Lite, Midas, and Big O Tires, but none of these businesses were founded in San Francisco, nor did the subject property play an influential role in these businesses' operations in such a way as would imbue the subject building with any potential significance associated with these companies. Although the building reflects automotive-oriented development in the Hub area, the building does not appear to be associated with broad patterns of local or regional history or the cultural heritage of California or the United States. Therefore, the building at 165 South Van Ness Avenue is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

The building at 165 South Van Ness Avenue is not associated with any person(s) of historical significance. The building has been occupied since its construction by Gilmore Oil, Lambert Tire & Rubber, Prest-O-Lite, Midas, and Big O Tires. Many individuals were employed by the two businesses, but no individual employee would have had a sustained association with the building to the extent necessary to imbue significance under Criterion 2. Individuals affiliated with the building's tenants would not have contributed substantially to local, California, or national history through their day-to-day involvement in the building's business functions as an automotive service building. Furthermore, the building has had many owners since the original construction and operation of the service station; as such, it is extremely unlikely that the building would convey any potential significance that previous owners might have had that was important to local, California, or national history. Therefore, the building at 165 South Van Ness Avenue is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 165 South Van Ness Avenue is a reinforced-concrete Spanish Colonial Revival–style commercial building that was designed by the locally prolific architect Dodge A. Riedy in 1932. Riedy was responsible for designing numerous institutional buildings throughout his career, both in private practice and for public agencies. Riedy's body of work includes schools, fire stations, one prison, and the San Francisco Galvanizing Works at 1176 Harrison Street, a distinctive Streamline Moderne- and Art Deco-influenced industrial building. In

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\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

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comparison to other buildings designed by Riedy, the subject building has been significantly altered and does not represent a distinguished or intact example of Riedy's work. The physical alterations associated with the changes have removed key features of its original design and Spanish Colonial Revival style, most notably the distinctive tower that faced south toward the major South Van Ness Avenue and Howard Street intersection. Design features such as the canopies and gas pumps were removed in the 1950s. The net result of these changes is that the building no longer expresses all the key elements of its original architectural character, such that it does not fully represent the Spanish Colonial Revival design developed by respected architect Dodge Riedy. For these reasons, 165 South Van Ness Avenue does not represent the work of a known master or possess high artistic values, nor does it embody characteristics of a style, period, region, or method of construction. Therefore, the building at 165 South Van Ness Avenue is not significant under CRHR Criterion 3.

**CRITERION 4 (Information Potential):**

The subject property is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archaeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 165 South Van Ness Avenue is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)–(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 165 South Van Ness Avenue

\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

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**\*B12. References (continued):**

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\*Resource Name or #(Assigned by recorder) 165 South Van Ness Avenue

\*Recorded by Patrick Maley, ICF

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\*Resource Name or #(Assigned by recorder) 165 South Van Ness Avenue

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**Additional Figures:**



Figure 1. View of south façade, facing northwest.



Figure 2. View of west façade, facing east.



Figure 3. View of east façade, facing southwest.



Figure 4. Detail view of window in east façade, facing west.

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\*Resource Name or #(Assigned by recorder) 165 South Van Ness Avenue

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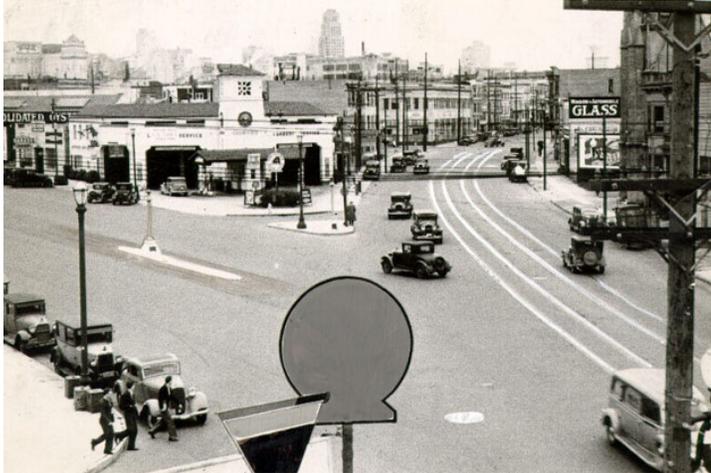


Figure 5. South Van Ness Avenue, view north, 1936.  
Source: San Francisco Historical Photograph Collection, San Francisco Public Library.

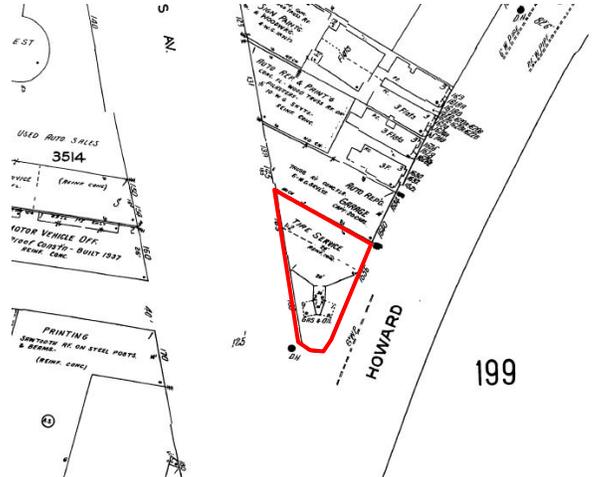


Figure 6. 1949 Sanborn Map; the subject property is outlined in red.  
Source: Sanborn Map Company, accessed from San Francisco Public Library.



Figure 7. Midas Muffler Shop, 1976.  
Source: San Francisco Planning Department.

**P1. Other Identifier:** 1350 Jessie Street; San Francisco Human Services Agency

\***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 **Date** 1995 **T; R; of Sec** \_\_\_\_\_; **B.M.**

c. Address: 170 Otis Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551028 mE/ 4180317 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APNs: 3513-008; 3513-081; 3513-082; 3513-207

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

The building at 170 Otis Street is a cast-concrete office structure designed in the Brutalist style. Its complex plan is composed of multiple stepped geometric and cubic volumes of various heights. The building, which occupies four legal parcels at the center of the city block bounded by Otis Street, Duboce Avenue, Valencia Street, and McCoppin Street, is west of the neighboring 150 Otis Street parcel (**Figure 1**) and accessed from a pedestrian plaza on Otis Street. Its volumes generally increase in height and size, with the lowest volumes near Otis and Jessie streets. The building is largely unadorned; the overwhelming exterior material is light-colored architectural concrete. The main volume, an eight-story polygonal structure, sits on the southwest portion of the site. The primary (east) façade displays a slightly recessed, darkly glazed horizontal window strip on each floor. A rectangular tower projects from the northeast corner of the volume. The tower is set at a 45-degree angle, in contrast to the orthogonal geometry of surrounding buildings and parcel lines. No fenestration is provided on the east façade. A two-story cubic volume projects southward from the base of the tower (**Figure 2**). A hyphen connects the tower to an adjacent octagonal volume that extends the building to the northeast; the hyphen contains a sliding door for an employee entrance (**Figure 3**). The main public entrance to the building is recessed on the first story of the main volume, immediately adjacent to the two-story cubic volume (**Figure 4**) (see continuation sheet).

\***P3b. Resource Attributes:** (List attributes and codes) HP14 (government building)

\***P4. Resources Present:**  Building  Structure  Object  Site  District  Element of District  Other

**P5a. Photograph or Drawing** (Photograph required for buildings, structures and objects)



**P5b. Description of Photo:** (View, date, accession #) East (primary) façade, viewed facing northwest, 11/29/2018

\***P6. Date Constructed/Age and Sources:**

Historic  Prehistoric  Both  
1978 (newspapers)

\***P7. Owner and Address:**

City and County of San Francisco  
1 South Van Ness Avenue, 5<sup>th</sup> Floor  
San Francisco, CA 94103

\***P8. Recorded by:** (Name, affiliation, address)

Katrina Castañeda, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\***P9. Date Recorded:** January 4, 2019

\***P10. Survey Type:** (Describe) Intensive

\***P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\***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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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\*NRHP Status Code 3CS

\*Resource Name or # (assigned by recorder) 170 Otis Street

B1. Historic Name: San Francisco Human Services Agency

B2. Common Name: 1350 Jessie Street; 170 Otis Street

B3. Original Use: Social Services Office Building B4. Present Use: Social Services Office Building

\*B5. Architectural Style: Brutalist

\*B6. Construction History: (Construction date, alteration, and date of alterations)

In June 1974, the City and County of San Francisco (City) Department of Public Work's Bureau of Architecture applied for a permit to build the office building at 170 Otis Street. The prior building on the site was demolished in June 1976; the current building was completed in 1978. A review of permits, as well as visual inspection, did not reveal that the building has undergone any substantial alterations since its construction. Numerous building permits from 2000 to 2013 pertain to tenant improvements and fire sprinkler system and accessibility upgrades. A 2004 permit indicates that the City replaced a concrete masonry unit wall with a reinforced concrete wall, although the location and extent of this work is unknown. In 2008, the City installed fencing around the playground area and double glass storefront doors in a new wall opening.

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

Original Location: N/A

\*B8. Related Features: Playground area, concrete barrier for subterranean parking

B9a. Architect: Garro N. Dorian (Garro Dorian + Associates)

b. Builder: William Simpson Construction

\*B10. Significance: Theme Brutalist architecture

Area San Francisco

Period of Significance 1978 Property Type Office

Applicable Criteria 3

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{2}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40–41; Page & Turnbull 2007:22–26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development (see continuation sheet).

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

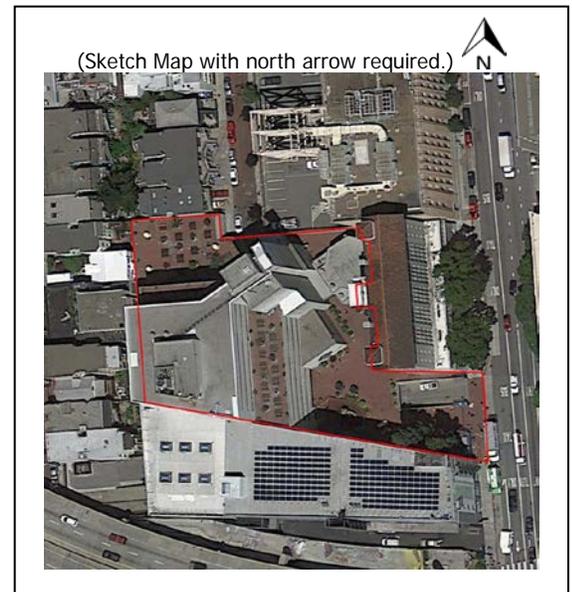
\*B12. References: See continuation sheet.

B13. Remarks: n/a

\*B14. Evaluator: Jon Rusch, ICF

\*Date of Evaluation: January 4, 2019

(This space reserved for official comments.)



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\*Resource Name or #(Assigned by recorder) 170 Otis Street

\*Recorded by Katrina Castañeda, ICF

\*Date January 4, 2019

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**\*P3a. Description (continued):**

Flush with the cubic volume to the east, the southeast-facing entrance features glazed, handicap accessible automatic sliding doors with transoms. Although the northeast façade is relatively austere, with a single slightly recessed continuous strip of dark glass, the southeast façade by the entrance orients the public to the purpose of the building; affixed to the cube is a large bronze bas relief sculpture accompanied by capitalized serif lettering that forms a quotation by Margaret Mead (**Figure 5**). Similarly, the north façade (**Figure 6**), accessed from Jessie Street, displays multiple geometric volumes set at angles. The first story, forming the base of the building, extends to the northern property boundary. The building steps back to four stories within the fenestrated main volume, then steps back again to the three upper stories. Each step back provides a generous outdoor deck with red tile flooring. These main building projections terminate at the rectangular concrete tower.

The west façade is formed primarily by the main building volume. Bands of darkly glazed windows wrap around the northwest corner of the building and continue onto the west façade but terminate before reaching the building's southwest corner. The south façade features a blank, non-fenestrated concrete exterior wall.

Red flooring tiles cover the pedestrian plaza, located east of the subject building, and extend to Otis Street. The plaza (**Figure 7**) features circular concrete planters and a fenced playground area (**Figure 8**). In addition, a vehicular ramp, accessed from Otis Street, descends to a subterranean parking garage. The ramp's concrete walls extend upward to form a short concrete wall within the plaza. An outbuilding with vinyl siding and vinyl windows is located in the southeast portion of the site (**Figure 9**).

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

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899–1990s). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances,

which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor “temples” as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:68). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

Site History

The building at 170 Otis Street occupies an irregularly shaped grouping of parcels. The shape is most likely due to early site development. Prior to the 1906 earthquake, the area that includes 170 Otis Street featured five scattered residential buildings on a similar irregularly shaped lot. The Sanborn Fire Insurance Company map published in 1899 indicates that the east-adjacent property at 150 Otis Street was then the site of Peabody Grammar School. The school occupied generally the same footprint as the current building at 150 Otis Street and faced east, onto West Mission (now Otis Street). The buildings are presumed to have been lost in the fires that swept through the neighborhood in the wake of the 1906 earthquake. According to the 1913 Sanborn map, following the initial wave of post-earthquake reconstruction, the current site of 170 Otis Street was a single residential property, with a dwelling, wagon shed, and stables (**Figure 10**). The surrounding city block included duplexes, lumber and laundry businesses, and a Bekins Van and Storage warehouse.

An aerial photograph taken in 1938 indicates that the current site of 170 Otis Street contained an L-shaped building that faced an interior courtyard, which it shared with the adjacent building at 150 Otis Street, the Juvenile Court and Detention Home (**Figure 11**). The building at 170 Otis Street at that time appears to have been addressed as both 166 and 170 Otis Street, per building permits from the 1920s to 1960s. The 166 and 170 Otis Street address dates to approximately 1926, as evidenced by the earliest building permits on record for this property. According to building permits, this was a three-story building that was used for light manufacturing and storage. Manufacturing businesses and duplexes were still found in the surrounding area, per the 1950 Sanborn map (**Figure 12**). The building at 166 and 170 Otis Street stood on the property until as late as 1968, per the 1950 Sanborn map and historical aerial photographs (Nationwide Environmental Title Research 1946, 1956, 1968).

In September 1973, a *San Francisco Chronicle* newspaper article announced the City's plans to build a new welfare office building at 170 Otis Street, in proximity to related offices. This concentration of social services was intentional, albeit financially risky. The plan involved vacating the existing welfare offices at 585 Bush Street, 965 Mission Street, and 1360 Mission Street, which were more than a mile from one another. This would double the City's rent, from an annual \$350,000 to more than \$760,000. Ronald Born, then general manager of the Department of Social Services, convinced the Board of Supervisors to vote (by 3:1) for the \$9.2 million plan, noting the increase in efficiencies realized “by having all the welfare offices gathered in three adjacent city buildings instead of spread over the city” (*San Francisco Chronicle* 1973a:3). Born calculated the annual savings to be \$330,000 because of the greater efficiency and noted that the City would own the building after 25 years of payments (*San Francisco Chronicle* 1973a:3).

The location selected for the new welfare office building was immediately adjacent to the Juvenile Court and Detention Home at 150 Otis Street. This “self-contained unit” was built in 1916 and included probation offices, a courtroom, psychology department, nursery, sleeping quarters, and schoolrooms (City and County of San Francisco Planning Department 2002–2004:2–6). In 1950, the building at 150 Otis Street was transferred to the Department of Social Services; it continued to function as office space for decades.

Page 5 of 14 \*Resource Name or #(Assigned by recorder) 170 Otis Street  
 \*Recorded by Katrina Castañeda, ICF  
 \*Date January 4, 2019  Continuation  Update

In June 1974, the City Bureau of Architecture applied for a permit to build a new welfare office building, which would contain 26,100 square feet of space and reach a height of 114 feet. The architect selected was Garo N. Dorian; the city architect listed was Hugh W. Hiatt. The prior building at 170 Otis Street, a paint shop, was not demolished until June 1976. The current building at 170 Otis Street was completed in 1978 (**Figures 13 and 14**).

Since its construction in 1978, the building at 170 Otis Street has operated as the City’s social services office. Although the municipal agency that currently occupies the building is known as the Human Services Agency, it was previously known as both the Department of Social Services and the Department of Human Services. The Human Services Agency operates nine in-person service locations, four of which are within one block of 170 Otis Street. According to the agency’s website, patrons can visit the “170 Otis Service Center” for CalWORKs benefits, the Employment Information Center, foster care and adoptions, and other child care and family services (City and County of San Francisco Human Services Agency 2018). The agency’s influence extends next door to Veterans Commons, located within the rehabilitated 150 Otis Street property. Veterans Commons provides a range of on-site mental health, employment, drug dependency, and case management services for 75 veterans/residents (Chinatown Community Development Center 2018).

The 170 Otis Street property is composed of four parcels, which, from largest to smallest, are assessor’s parcel numbers (APNs) 3513-008, 3513-207, 3513-081, 3513-082. According to the assessor’s maps, the eastern parcel within the site, APN 3513-207, was previously tied to the adjacent property, APN 3513-208, including the locally designated article 10 landmark at 150 Otis Street, but separated prior to 2011.

Occupancy at 170 Otis Street since its 1978 date of construction is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1978–present	San Francisco Human Services Agency (formerly known as the Department of Social Services and Department of Human Services)

The known owners of 170 Otis Street since its 1978 date of construction are summarized in the table below, based on deed records available at the City Office of the Assessor-Recorder.

Year	Owner
1975–present	City and County of San Francisco

*Architect Biography: Garo N. Dorian + Associates*  
 Garo Dorian (1920–2009) designed the building at 170 Otis Street. The San Francisco City Architect, Charles W. Griffith, advocated for Dorian and enrolled him in the project because he had successfully remodeled a social services building for the City in 1967, completing the project under budget (*San Francisco Chronicle* 1973a:8). Research has not revealed which building Dorian remodeled in 1967. Dorian began his career in architecture and interior design prior to 1947 (*San Francisco Chronicle* 1947:64). According to Dorian’s obituary, he earned a degree in architecture from Columbia University, using a scholarship, before being drafted into the U.S. Army. Following his service, he returned to the Bay Area as an interior designer. In 1961, he became an architect and opened his own firm, Garo N. Dorian + Associates, which was active for 30 years (*San Francisco Chronicle* 2009). His firm designed a range of projects, from his own home at 2309 Shannon Drive in South San Francisco (c. 1970) to other private residences and a variety of public administration buildings (Pacific Coast Architecture Database 2018). Although news articles pointed to other government buildings, hinting that this project type was among the firm’s specialties, the only other government building designed by Dorian that was identified during research was the Westborough Water District building at 2263 Westborough Boulevard (1967).

In 1966, Dorian’s design for the Kauffman Arena Theatre in South San Francisco was given the Governor’s Award for Excellence in Design (*The Times* 1967:41). Although his library at 840 West Orange Street is extant, the arena appears to have been demolished.

Dorian was involved in public service himself, earning a Purple Heart, Silver Star, and Bronze Star as a World War II sergeant on D-Day (*San Francisco Chronicle* 2009). Later, he was an elected board member for the Westborough Water District of South San Francisco in San Mateo County and served at least two terms (*San Francisco Chronicle* 1969:2; *San Francisco Chronicle* 1965:1E). He also designed the 1967 Westborough Water District building (Pacific Coast Architecture Database 2018). In 1972, Dorian was elected corporate member of USModernist (American Institute of Architects 1962:96). In 1973, as a member of the Northern California chapter of the American Institute of Architects (AIA), he served as a juror for the inaugural Albert J. Evers Environmental Award, which honors an AIA member who is dedicated to maintenance or enhancement of the environment, in honor of the conservation-minded Evers (*San Francisco Chronicle* 1973b:35).

*Artist Biography: Jacques Overhoff*

Sculptor Jacques Overhoff completed the bronze sculpture that is affixed to the exterior of 170 Otis Street (**Figure 4**). Born in Amsterdam in 1933, Overhoff studied graphics, lithography, and industrial design at the School of Printing Technologies and, subsequently, fine arts, painting, etching, and lithography at the Rietveld Institute of Arts and Crafts. At 19, he was awarded an honorary degree and went on to study sculpture under the renowned Wessell Couzijn. In 1954, he studied sculpture and architecture at the Arts Academy in Brussels. The following year, he moved to Oregon to study architecture at the University of Oregon (Jacques Overhoff 2018).

Overhoff moved to San Francisco in the late 1950s and was frequently commissioned to create sculptural pieces for public areas, focusing mostly on concrete (Albright 1985:303). His repertoire ranged from freestanding sculpture to sculptural walls and bronze structural abstractions with accompanying text, such as the piece at 170 Otis Street.

Overhoff is responsible for the concrete precast mural on the exterior of the Los Angeles Music Center/Mark Taper Forum. A sample of his projects is provided below.

- Gould Garden, sculptural wall and oblong fountain (1955–1960), with Lawrence Halprin, Berkeley, CA
- Capital Towers, sculptural wall (1961), with Lawrence Halprin, downtown Sacramento, CA
- Los Angeles Music Center/Mark Taper Forum (1965–1966), with Welton Beckett, Los Angeles, CA
- Sundial Plaza, (1977–1978), with Michael Painter & Associates, Hunter's Point, San Francisco, CA
- Hilltop Plaza (1979–1980), Richmond, CA

California Register of Historical Resources Evaluation of 170 Otis Street

The building at 170 Otis Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 170 Otis Street under CRHR Criteria 1–4:

CRITERION 1 (Events)

The building at 170 Otis Street is not significant under Criterion 1. No major events are known to have occurred at this location. As home to the San Francisco Human Services Commission (formerly, the Social Services Commission) since the date of construction in 1978, the building has had some association with a number of contentious debates in San Francisco over housing for the homeless, budgets, and programs, such as the Fraud Early Detection System. However, no landmark decisions regarding social service–related delivery and policy appear to have been associated with operations at 170 Otis Street. Although the building has housed services that have had an impact on the lives of San Franciscans, day-to-day operations at the office building are not associated with broad patterns of local, state, or national history to an extent that would qualify it as significant under Criterion 1.

CRITERION 2 (Person)

The building at 170 Otis Street is not significant under Criterion 2. Given the nature of its role as a social services building, 170 Otis Street has served a continuous flow of customers, clients, and staff members since its construction. However, research did not identify any specific individual who made important contributions to local, state, or national history and was directly associated with the subject building. Therefore, 170 Otis Street is not significance under Criterion 2.

CRITERION 3 (Design/Construction)

The building at 170 Otis Street is significant under Criterion 3. For buildings constructed less than 50 years ago, the CRHR requires an adequate period of time to pass in order to gain scholarly perspective on a resource's potential historical significance. The San Francisco Modern Architecture and Landscape Design Historic Context Statement (SF Modern HCS) establishes this scholarly perspective by describing the characteristics of numerous sub-styles of Modern and Late Modern architecture in San Francisco, including Brutalism. The period of influence for Brutalism is identified in the SF Modern HCS as 1960 through the 1980s, which encompasses the year of construction at 170 Otis Street. According to the SF Modern HCS's evaluative thresholds, in order for a Brutalist building to be considered eligible individually for listing in the CRHR under Criterion 3, the design needs to be a high-style interpretation that retains many of the character-defining features of Brutalism. The building at 170 Otis Street features many of the identified character-defining features of Brutalism, including rough, unadorned poured concrete construction; a massive form and heavy cubic shapes; recessed windows that read as voids; repeating geometric patterns; strong right angles and simple cubic forms; and rectangular block-like shapes. The building at

170 Otis Street is an excellent example of a Brutalist institutional building in San Francisco, which the SF Modern HCS notes as rare in the city (Brown 2011:191–192).

Although the building's architect, Garo Dorian, is not included in the SF Modern HCS and does not appear to have a body of design work that qualifies him as a master architect, the design vocabulary he employed at 170 Otis Street reflects a bold use of massing, materials, and fenestration that exemplifies the Brutalist style. Although the City's decision to design and build the Human Services Agency building at 170 Otis Street in this forbidding style was partly informed by economics (e.g., the use of cast-in-place concrete), the building was recognized upon its completion as a "tough, forthright, structurally 'honest'" municipal institutional building that, according to San Francisco architecture critic Allan Temko, was "the best City office building to be put up by San Francisco in a couple of generations, ever since we stopped building neo-baroque palaces for bureaucrats in the 1920s" (Temko 1979:4). Despite his praise of the building's architecture, Temko also pointed out the contradiction between the building's use for social service delivery and the absolutely "strict" nature of its geometries and predominant use of concrete on the exterior. However, although the use of concrete might not be a perceivably welcoming material, 170 Otis Street features some notes of warmth and lightness, especially in its use of art as well as landscaping. Noted sculptor Jacques Overhoff created the abstract bronze bas relief sculpture, and more notably, the Margaret Mead quotation affixed next to the sculpture departs from its firmness and connects the building directly to its cause. Because of the property's scale, geometric volumes, artistic flourish, overall design, and retention of character-defining features pertaining to the Brutalist style, 170 Otis Street is significant under Criterion 3. Its period of significance under Criterion 3 is 1978, the building's year of construction.

#### CRITERION 4 (Information Potential)

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types involving the built environment. The subject building is not an example of a rare construction type. In addition, a review of archeological sensitivity is outside the scope of this evaluation.

#### INTEGRITY

In addition to demonstrating significance under CRHR Criteria 1–4, a property must retain integrity when being evaluated for listing in the CRHR. Integrity is the measure by which a property is evaluated, based on the property's ability to convey its historical significance. To retain integrity, a property must have most of the seven aspects of historic integrity, as defined by the National Register of Historic Places and adopted by the CRHR: location, design, materials, workmanship, setting, feeling, and association. The following provides a discussion of 170 Otis Street's integrity:

*Location:* The building at 170 Otis Street has not been moved since its 1978 period of significance, and therefore, the building retains integrity of location.

*Design:* The subject building retains its original expressed concrete construction, multiple geometric volumes, and character-defining features. The building at 170 Otis Street has undergone very few exterior alterations, and those evident include a relatively minor door addition and modern accessibility upgrades. Therefore, the building retains integrity of design.

*Materials and Workmanship:* No substantial changes related to materials and workmanship at the subject building appear to have occurred since the period of significance. The cast-in-place concrete as well as the bronze sculpture from the time of the building's construction are still present and intact. They continue to define the building's architectural style and austere visual impression. Therefore, the building retains integrity of materials and workmanship.

*Setting:* The relationship of the subject building to the pedestrian plaza and the adjacent buildings has not changed since its 1978 period of significance. The building at 170 Otis Street is recessed behind 150 Otis Street and accessible from a large pedestrian walkway and plaza. It also appears that the larger neighborhood has not undergone major physical changes. Therefore, the building retains integrity of setting.

*Feeling:* The architectural bearing, sculpture, human scale, and continued use for social services help the building retain its integrity of feeling.

*Association:* The building's intact integrity of location, setting, design, materials, workmanship, and feeling allow it to retain a direct link to its identified significance under Criterion 3. In addition, the area's continued use for social services feeds its integrity of association. Therefore, the building retains integrity of association.

In summary, the subject building retains integrity of location, design, materials, workmanship, setting, feeling, and association. It retains sufficient overall integrity to convey its significance under Criterion 3.

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\*Resource Name or #(Assigned by recorder) 170 Otis Street

\*Recorded by Katrina Castañeda, ICF

\*Date January 4, 2019

Continuation  Update

#### CHARACTER-DEFINING FEATURES

ICF identifies the following as the character-defining features of 170 Otis Street, as related to the building's significance under CRHR Criterion 3:

- Stepped massing, composed of heavy cubic and geometric volumes, with an offset, engaged tower at the northeast corner;
- Flat roof and open-air roof decks, accommodated by the building's stepped massing;
- Location, tucked away from Otis Street, and relationship to 150 Otis Street and plaza;
- Attached cubic volume near the entrance, with octagonal volume joined by a hyphen;
- Recessed first-story entrance, accessed from Otis Street;
- Unadorned cast-in-place concrete construction;
- Recessed, darkly tinted horizontal window bands;
- Jacques Overhoff sculpture and accompanying text near the public entrance to the building; and
- Plaza and concrete water fountain.

#### Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 170 Otis Street is eligible for individual listing in the CRHR under Criterion 3. The property is therefore a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 170 Otis Street

\*Recorded by Katrina Castañeda, ICF

\*Date January 4, 2019

Continuation  Update

**\*B12. References (continued):**

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\*Resource Name or #(Assigned by recorder) 170 Otis Street

\*Recorded by Katrina Castañeda, ICF

\*Date January 4, 2019

Continuation  Update

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\*Resource Name or #(Assigned by recorder) 170 Otis Street

\*Recorded by Katrina Castañeda, ICF

\*Date January 4, 2019

Continuation  Update

**Additional Figures:**



**Figure 1. East façade of 170 Otis Street complex, viewed facing west from Otis Street.**



**Figure 2. Rectangular tower at northeast volume, viewed facing north.**



**Figure 3. Hyphen between main building and octagonal volume, viewed facing north.**



**Figure 4. Southeast façade of cubic volume, viewed facing north.**

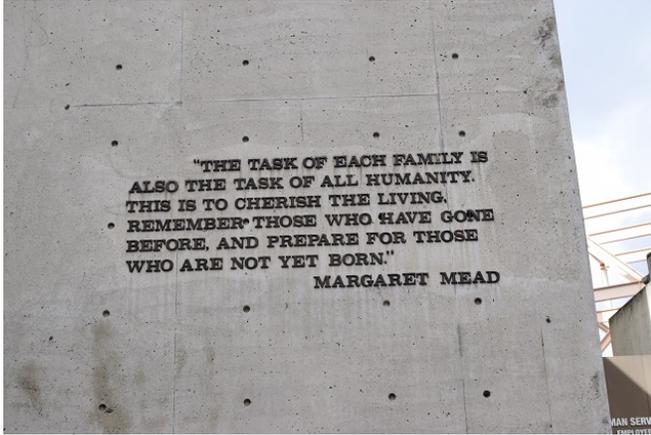


Figure 5. Detail of Margaret Mead quotation by Jacques Overhoff mounted on cubic volume, viewed facing north.



Figure 6. North façade of 170 Otis Street, viewed facing south from Jessie Street.



Figure 7. View of main building volume and plaza, viewed facing west from Otis Street.



Figure 8. Concrete water fountain at plaza, viewed facing south.



Figure 9. Outbuilding located near Otis Street within the pedestrian plaza, viewed facing east.

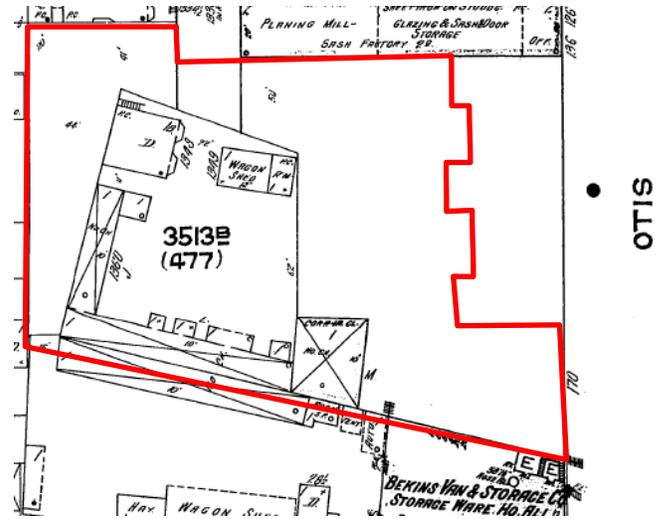


Figure 10. A 1913 Sanborn map representing the subject parcels, roughly outlined in red. Up is north. Source: Sanborn Fire Insurance Company. Accessed from the San Francisco Public Library.

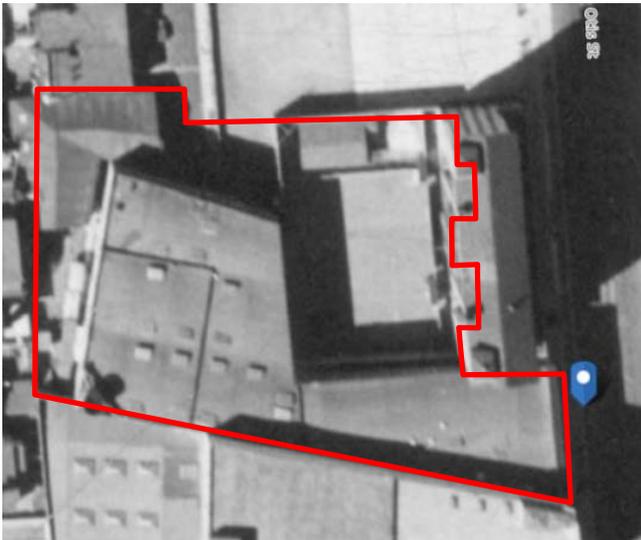


Figure 11. A 1938 aerial photograph of the subject parcel, roughly outlined in red. Source: Harrison Ryker. Accessed from the David Rumsey Map Collection.

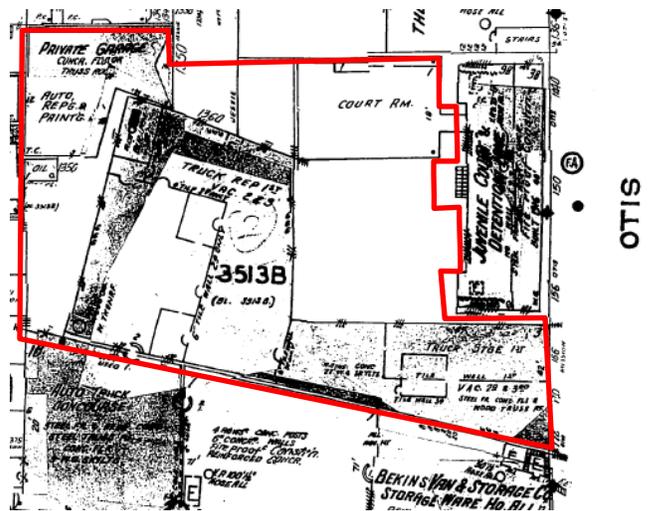


Figure 12. A 1950 Sanborn map representing the subject parcels, roughly outlined in red. Up is north. Source: Sanborn Fire Insurance Company. Accessed from the San Francisco Public Library.

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\*Resource Name or #(Assigned by recorder) 170 Otis Street

\*Recorded by Katrina Castañeda, ICF

\*Date January 4, 2019

Continuation  Update

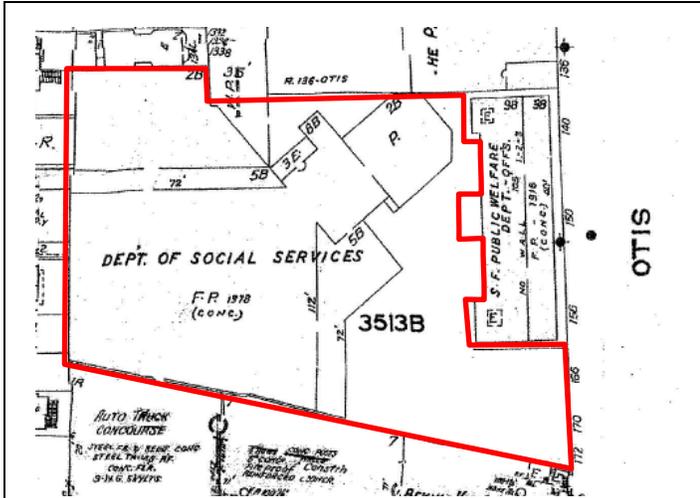


Figure 13. A 1990s Sanborn map representing the subject property, roughly outlined in red; the entire building had been constructed by this time. Up is north. Source: Sanborn Fire Insurance Company. Accessed from the San Francisco Planning Department's Property Information Map.

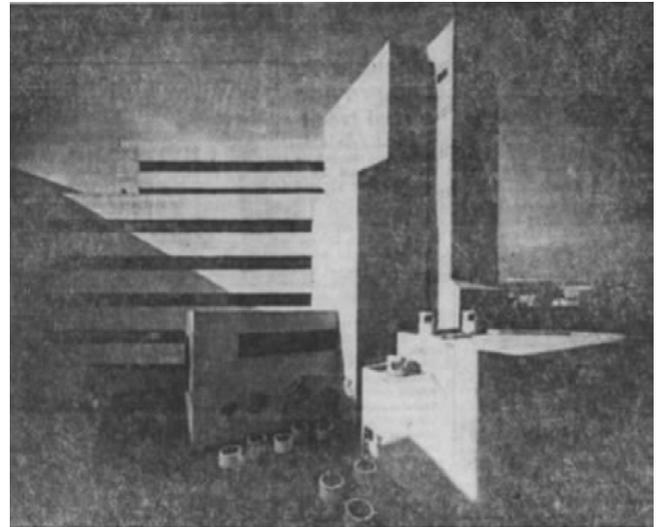


Figure 14. A 1979 photograph of 170 Otis Street, facing west. Source: *San Francisco Chronicle*, February 18, 1979.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 170 South Van Ness Avenue

**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_\_; B.M.

c. Address: 170 South Van Ness Avenue City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551210.71mE/ 4180511.69 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514-039

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

The building at 170 South Van Ness Avenue is a large reinforced-concrete structure, formerly a light industrial facility, situated on the west side of South Van Ness Avenue, between Plum and 13<sup>th</sup> streets. The building occupies the west side of an irregularly shaped lot, which includes a surface parking lot and a c. 2004 commercial building. The subject building has an L-shaped plan, with its stem arranged along a north–south axis. Its flat roof is outlined by a low parapet. Nine saw-toothed skylights penetrate the roof, with glazing oriented toward the north. Other equipment, including a chiller and fresh-air intake vents, are positioned across the roof.

The primary (east) façade is divided into two sections. The northern, historic office portion of the building faces directly onto South Van Ness Avenue and is clad in stucco (**Figures 1 and 2**). This narrow façade is divided into nine symmetrical bays, with the center bay holding the front entrance. The bays are framed by fluted pilasters that rest on a continuous base, topped with a capital that is tied to a decorative frieze (**Figure 2**). The entry bay is crowned by a pre-Columbian–inspired stepped arch. The windows and doors are covered with security plates and could not be inspected. The exposed hinge assemblies suggest the windows are steel casement units. An Art Deco frieze runs above the openings, patterned with low-relief ornamentation made of repeated feather, floral, and Mayan-like motifs. (**Figure 3**). The façade terminates at a short cornice with a repeated pattern of folded triangles. It is interrupted at two points by geometric panels with a floral pattern. (See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) View looking west, 5/2/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both  
1936 (building permit)

\*P7. Owner and Address:

Pegasus Landing LLC  
One Harbor Drive #205  
Sausalito, CA 94965

\*P8. Recorded by: (Name, affiliation, address)

John Murphy, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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  
DPR 523A (9/2013) \*Required Information

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 12

\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 170 South Van Ness Avenue

B1. Historic Name: James H. Barry Company  
B2. Common Name: 170 South Van Ness Avenue  
B3. Original Use Printing Plant B4. Present Use: Commercial Space

\*B5. Architectural Style: Art Deco

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The building was constructed in 1936, based on building permits available at the San Francisco Department of Building Inspection, and has experienced little exterior change since that time. Documented permits cover only minor work, encompassing the installation of rolling doors and changes to interior spaces. A 1984 permit describes a one-story attached frame addition. This addition, if extant, is not visible from the public right-of-way. The most visible alterations are the covering over the windows and doors on the primary façade and the modern entry units and awning along the east elevation of the former production area.

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

Original Location: N/A

\*B8. Related Features:

B9a. Architect: Edwin Musson-Sharpe (assumed)

b. Builder: Cahill Bros. Inc. (contractors)

\*B10. Significance: Theme Industrial Architecture

Area San Francisco

Period of Significance 1936

Property Type Printing Plant

Applicable Criteria 3

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

(See continuation sheet.)

B11. Additional Resource Attributes:

\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: John Murphey, ICF

\*Date of Evaluation: 8/20/2018



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\*Resource Name or #(Assigned by recorder) 170 South Van Ness Avenue

\*Recorded by John Murphey, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

The longer southern section of the east façade faces onto the parcel's parking lot (**Figure 4**). This section of the façade, which once enclosed the building's printing plant, is utilitarian in character and constructed of board-formed concrete. It is penetrated with three openings. Two openings under a ribbed metal awning contain paired, outward-swinging doors. A separate opening near the southeast corner is fitted with a metal roll-up door. A single-leaf steel pedestrian door is located near the northeast corner. The saw-toothed skylights on the roof are visible on the east façade, presenting a serrated or toothed profile.

The short south façade fronts the 13<sup>th</sup> Street/Central Freeway corridor (**Figure 5**). The symmetrical façade features two broad piers that rise above the roofline. The piers are incised with narrow horizontal lines. The repeated pattern of folded triangles found across the cornice on the primary façade continues along this façade. Several openings appear to be closed off; others are filled with louvered vents of unknown age. A service entry, containing a cyclone wire gate, is located at the southwest corner.

The north façade, fronting Plum Street, is constructed of unpainted board-formed concrete and features no fenestration. Its concrete wall is painted with a 2012 chess-themed mural (**Figure 6**). The west façade abuts a storage yard and buildings on the adjacent parcel, which obscure much of this façade from view. It is constructed of board-formed concrete and topped with a razor wire fence. No fenestration is observable from the public right-of-way.

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

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger

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surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1926, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. The idea to push Van Ness Avenue south of Market Street was first presented in the Burnham plan of 1905 (Scott 1985:103). Recognizing that the intersection of Van Ness Avenue and Market Street represented the physical center of San Francisco, city planner Daniel H. Burnham selected it as a focal point, proposing a semi-circular hub in which nine sub-arteries would radiate from its center. This included Van Ness Avenue, which would continue south of Market Street as a wide boulevard. Deemed impractical, and interrupted by the 1906 earthquake and fire, Burnham's ambitious plan was never implemented. Fifteen years later, city boosters began to agitate on their own for an extension of Van Ness Avenue to Howard Street, believing it would relieve the congestion of upper Market Street. The extension fit within a larger slate of proposed improvements, which included removal of Rincon Hill, with the goal of advancing further industrial development in the South of Market area (*San Francisco Chronicle* 1921:1).

B. M. Rastall, an industrial engineer from New York City employed by the San Francisco Chamber of Commerce, devised a plan for the extension (**Figure 10**). The Board of Supervisors adopted Rastall's plan, resulting in the avenue's present diagonal alignment. The first block of the project, between Market and Mission streets, was completed in 1926 (*San Francisco Chronicle* 1926:10). The construction of this initial section led to real estate speculation along the corridor. By the late 1920s, the project, called the Van Ness Avenue Extension, fueled ambition for a north–south "thru" route across the city, connecting Fort Mason to Army Street and beyond, including the developing Bayshore Freeway. A 1927 boulevard improvements bond helped pay for the remaining section.

The onset of the Great Depression and lower bond rates delayed construction of the 500-foot-long section between Mission and Howard streets until 1931 (*San Francisco Chronicle* 1931:1). Similar to the first segment, completion of the project resulted in a small real estate boom, directly related to the surveyed property. The extension gained even more value with the opening of the San Francisco-Bay Bridge in November 1936. An article covering the completion of the new McKean Brothers tire store, at the corner of South Van Ness Avenue and 12<sup>th</sup> Street, predicted the intersection would "be the busiest traffic artery in San Francisco when the bridge is opened for travel" (*San Francisco Chronicle* 1936a:4A).

When completed, the 125-foot-wide South Van Ness Avenue (initially called Van Ness Avenue South) fed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with the construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue would be dominated by automobile repair and service buildings with Art Deco façades. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007:85, 89, 106).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

Site History

Before the 1906 earthquake, the area surrounding the subject building was populated with wood-frame duplexes and flats that were erected in the late 19<sup>th</sup> century. The current building stands over what was Frankfort Avenue, a short, narrow private street with three row-type one-story duplexes and two three-story flats (**Figure 7**). A large two-story house sat at the southeast corner.

The lots on the east side of Frankfort Avenue were more lightly developed and had open space, as evident on the 1899–1900 Sanborn Fire Insurance Company map. Following the earthquake and fires, the lot with the present building was redeveloped for residential and industrial uses. Erected along the west side of Howard Street were a line of three-story flats with small yards at the rear. The once residential area along Frankfort Avenue was redeveloped for industrial use and dominated by the Fink & Schindler cabinet and furniture works (**Figure 8**).

The subject parcel took on its current shape in 1932 and was redeveloped with completion of the second phase of the Van Ness Avenue Extension project. In early March 1936, James H. Barry II, son of a famed newspaperman and printer, bought one of the cleared lots adjacent to South Van Ness Avenue from E. S. Merriman & Sons, a San Francisco real estate concern, to build a new printing plant. A newspaper article covering the transaction stated that the new facility would be the “most modern on the Pacific Coast” (*San Francisco Chronicle* 1936a:14). Several auto-related buildings were also built near the printing plant, clustered at the southeast corner of the lot. In the 1950s, issues of *Polk’s San Francisco City Directory* indicate that these included Paul’s Dew Drop Inn, a restaurant and bar; a gas station; and a driving school, all subsequently demolished.

The printing company remained in the building until its demise in the 1990s, after which time a unit of Smart & Final, a Commerce, California-based warehouse food and supply store, took over the property. A similar warehouse-style supply store occupies the building currently.

Occupancy of 170 South Van Ness Avenue is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
c. 1936–1990	James H. Barry Company
c. 1990–present	Smart & Final/Cash & Carry

The known owners of 170 South Van Ness Avenue are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
1970–unknown	Barbara M. Peirne, Mary J. Bodisco, Margaret Higgins, LaVerne Johnson, Edith Motiernan, George M. Irone, A. Katheryn, L. Loyola, M. and Paul E. O’Connor, Patricia Pargett, Lucille M. Pollock, James W. Barry, O. Mary, C. and Robert T., Jr., Ramsaur
1988	William H. Barry, Jr.
Unknown–1999	Shattdeh Shooshtary, Elizabeth Malcarne Barry, Jennifer Larson Barry, Victoria Watson Barry
1999–2012	Hosseinioun Abolfath, Shattdeh Shooshtary
2012–present	Pegasus Landing, LLC

*Occupant Biography: James H. Barry Company*

Born in New York City in 1855, James Henry Barry I came with his parents to California via the Isthmus of Panama in 1859. In San Francisco, James worked in a printing office, rising to the level of master printer (see “James H. Barry” at [Maritimeheritage.org](http://Maritimeheritage.org)). In 1881, he struck out on his own, forming Barry & Baird Printers, a printing house that specialized in political tracts. Three years later, he launched the *Star*, a weekly muckraking-style publication that brought Barry fame—as well political adversaries who wished to silence the publication (Online Archive of California 2018). In 1904, Barry incorporated his printing house under the name James H. Barry Company.

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The 1906 earthquake destroyed the company's plant at the corner of Montgomery and Sacramento streets, forcing the printing operation to temporarily relocate to Berkeley (*Oakland Tribune* 1906:16). The company moved back to San Francisco in 1908, erecting a new plant at 1122 Mission Street.

Barry, an early progressive, advocated for public ownership of utilities and pushed for the 8-hour workday; he was the first employer in the printing trade in San Francisco to inaugurate a shorter work schedule (*Typographical Journal* 1919:536). The publisher-printer promoted equal rights for women and helped establish the Sailors Union of the Pacific. Despite his progressive Democratic politics, his company, the Star Press, produced material for proponents of the Chinese Exclusion Act, including the program and other publications used at their 1901 convention in San Francisco (*San Francisco Call* 1911:3; Cowan and Dunlap 1909:21).

Barry's newspaper folded in 1921; the printer and former editor died 6 years later. His son, William H. Barry, took over the company after his father's death. It remained in family ownership, passing down to James H. Barry's grandsons, William H. Barry, Jr., and James H. Barry III.

The James H. Barry Company, one of the main printers in San Francisco, expanded its services to include private book publication under the name James H. Barry Press. The press published a number of works on California history and progressive politics. Its main role, however, was printing government reports, mostly material put out by various Bay Area county governments and agencies, including the Golden Gate Bridge District's annual report. A 1965 newspaper account indicates it offered full-range letterpress, lithograph, and bindery services and operated high-speed color presses (*Daily Independent Journal* 1965:34).

The venerable printing company shuttered in the early 1990s, with the contents of the building auctioned in July 1993 (*San Francisco Chronicle* 1993:E-4).

*Architect Biography: Edwin Musson-Sharpe*

The 1936 building permit to erect the structure named Jesse Rosenwald as the supervisor of construction. An architect for the project was not identified. Rosenwald, a construction engineer, maintained an office in the Underwood Building on Market Street. His particular office, Room 605, corresponded with an office number used by architect Edwin Musson-Sharpe (California Certificate B-987). As such, it is assumed that Musson-Sharpe was the designer of the new printing plant.

Born in England in 1881, Musson-Sharpe immigrated from Leicester to San Francisco in 1906, building his first home at 50 Pemberton Place, in the Ashbury Park (now Corbett Heights) section of San Francisco (*San Francisco Chronicle* 1911:7). In the prosperous 1920s, Musson-Sharpe designed large homes, mainly in the Tudor Revival style, for wealthy clients in Sea Cliff as well as Hillsborough where he fashioned several showpiece mansions in the private Hillsborough Park subdivision, including the hilltop "Southdown Manor" (1928), which received full-page coverage in the *San Mateo Times* (*San Mateo Times* 1928:10).

The architect's work, like that of many others, tapered off during the Depression. Commissions around the time of the printing plant project were small, such as home additions and designs for less glamorous residences, including two modest Art Deco flats at 139 and 141 Beaumont Avenue, completed in 1936 (*San Francisco Chronicle* 1936c:5). Higher-end commissions returned after World War II as Musson-Sharpe again designed larger homes and residences in Sea Cliff as well as Piedmont. However, mention of his work in newspaper accounts dwindled after the 1930s. Edwin Musson-Sharpe died in San Francisco in 1957. The architect's work is not recognized in San Francisco Bay Area architectural guides or secondary-source literature.

California Register of Historical Resources Evaluation of 170 South Van Ness Avenue

The building at 170 South Van Ness Avenue is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of the resource under CRHR Criteria 1–4:

CRITERION 1 (Events):

The history of the property at 170 South Van Ness Avenue is associated with the second phase of the Van Ness Avenue Extension project, which was completed in the early 1930s. The 125-foot-wide diagonal alignment cleared a broad swath in the area and created multiple lots that would become available for development. The subject building's year of construction, shortly after the South Van Ness Avenue Extension project, as well as its large footprint and angled edge along its primary façade reflect this development pattern. Built in 1936, in direct response to the extension project, the building served as a printing plant for the James H. Barry Company, a longtime printing and publishing business that occupied the site until c. 1990. Although the printing plant was located within the subject building, the company's work was primarily related to books and government reports, which do not appear to have influenced any broad patterns in local, state, or national history. Subsequent tenants have been warehouse food and supply stores of no commercial significance. Although the building's

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construction coincides with a pattern of development in the Hub area along South Van Ness Avenue, individually it does not represent an event of historical significance. For these reasons, the property is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

The building at 170 South Van Ness Avenue is not associated with any person of historical significance. James H. Barry I, the founder of the titular company and a noted publisher and editor, is a notable person within San Francisco's history. Barry, however, died 9 years before construction of the building and therefore is not directly associated with the property or the commercial activities that took place there. Neither his sons nor his grandsons, who later took over the business, appear to have made historically significant contributions to the development of San Francisco, California, or the nation. Therefore, the building is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 170 South Van Ness Avenue is not significant under Criterion 3. The building's design may be associated with Edwin Musson-Sharpe, an English-born architect who specialized in large revival-style estate homes and, later, modernistic residences. Musson-Sharpe is not recognized as a master architect. Narrow portions of the primary east façade (representing the front office of the business) and, to a lesser extent, the south façade have been ornamented with molded floral and geometric Art Deco elements reflecting Mayan (pre-Columbian) motifs. However, the presence of Art Deco ornamentation at limited areas of these two façades does not qualify 170 South Van Ness Avenue for listing in the CRHR under Criterion 3. The majority of the building expresses an industrial, utilitarian style that conveys its historic use as a printing press. Compared with other, more intact Art Deco industrial and commercial buildings in its vicinity (such as the Recorder Printing Company Building at 99 South Van Ness Avenue), which incorporate a high level of ornamental detail across all façades that are visible from the street, 170 South Van Ness Avenue less fully expresses the characteristics of the Art Deco style. Despite the limited extent of Art Deco ornamentation on the building that draws inspiration from pre-Columbian sources, this type of ornamentation is not rare in San Francisco. Similar floral Art Deco motifs are found throughout the city, are expressed across larger portions of façades, and are more integrated into the overall design of the building. Examples of buildings that fully embody Mayan-inspired Art Deco in San Francisco include the medical office building at 450 Sutter Street, the Pacific Telephone and Telegraph Exchange Building at 1 McCoppin Street, the Western Furniture Exchange and Merchandise Mart at 1355 Market Street, and the residential tower at 631 O'Farrell. Institutional buildings in San Francisco, including the Marina Junior High School at 3500 Fillmore Street, also display similar motifs and more fully embody the distinctive characteristics of the Art Deco architectural style. As 170 South Van Ness Avenue represents a limited use of Art Deco ornamentation at only a small portion of its façades, the building does not fully embody the characteristics of the Art Deco architectural style. Therefore, the former James H. Barry Company printing plant and office at 170 South Van Ness Avenue is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 170 South Van Ness Avenue is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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**\*B12. References (continued):**

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**Additional Figures:**



Figure 1. Oblique view of east (primary) façade, facing southwest.



Figure 2. View of primary façade, facing southwest.

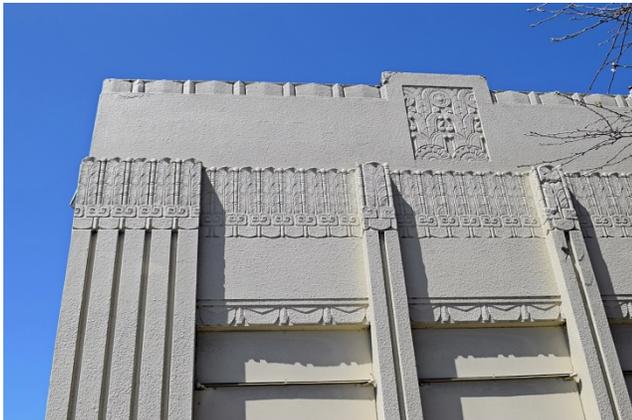


Figure 3. View of primary façade ornamentation and cornice.



Figure 4. View of secondary east façade, facing southwest.

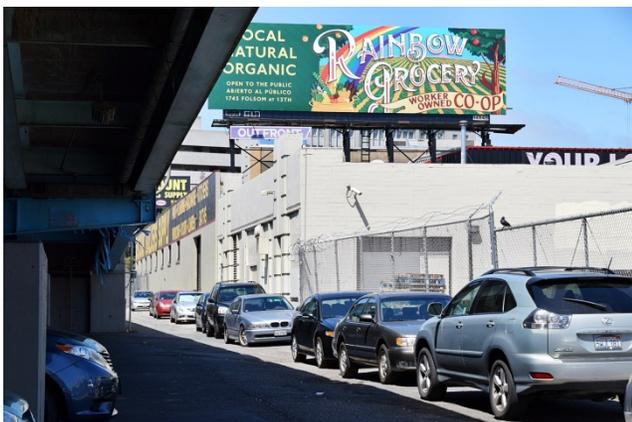


Figure 5. View of south façade, facing northwest.



Figure 6. View of north façade, facing southeast.

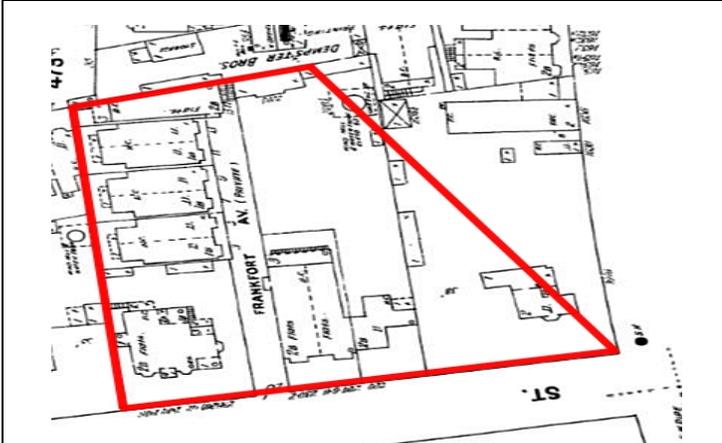


Figure 7. Approximate outline of lot holding present-day 170 South Van Ness Avenue, 1899 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library

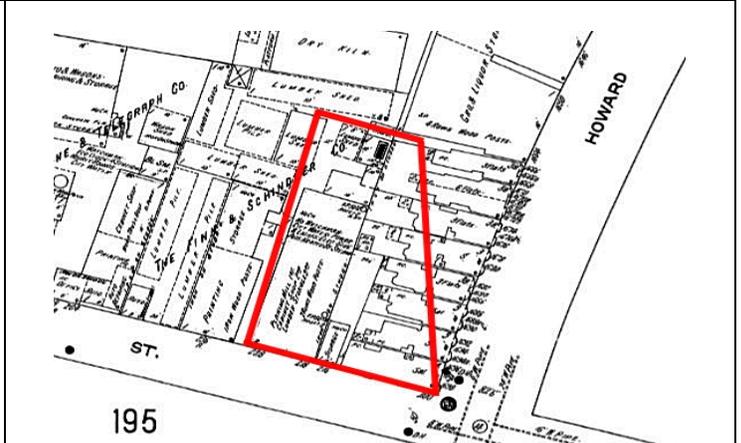


Figure 8. Approximate outline of lot holding present-day 170 South Van Ness Avenue, 1913 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

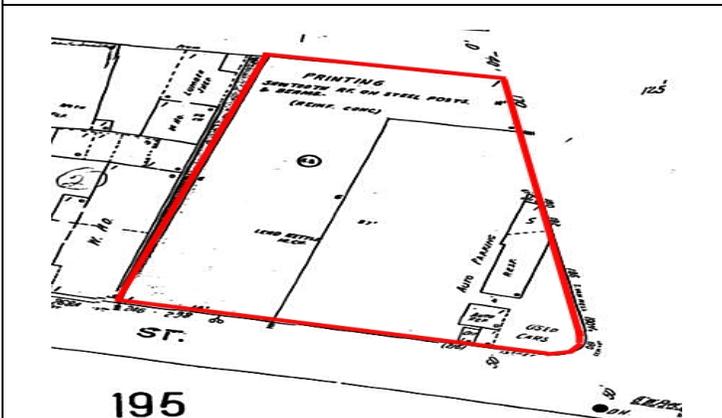


Figure 9. Outline of lot holding 170 South Van Ness Avenue, 1950 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

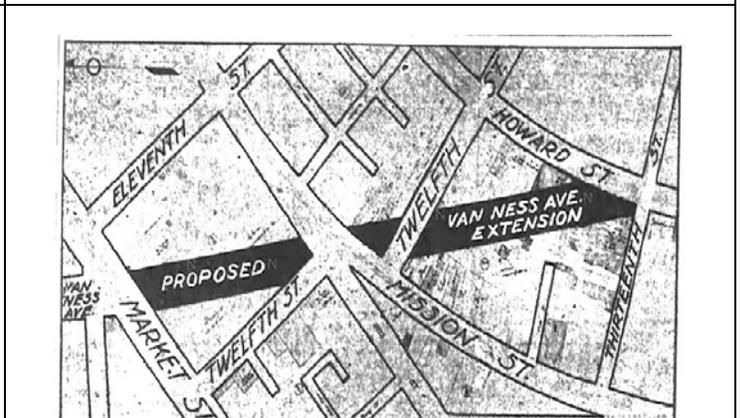


Figure 10. Map of proposed Van Ness Avenue Extension, as created by B. M. Rastall. Source: *San Francisco Chronicle*, June 4, 1921, 8.

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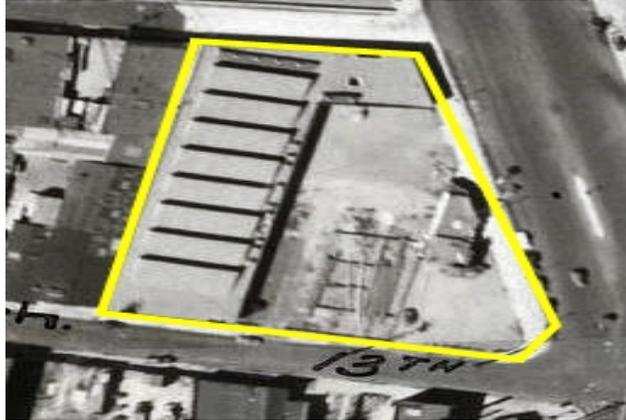


Figure 11. 1938 aerial photograph showing lot holding 170 South Van Ness Avenue,  
Source: Harrison Ryker, accessed from David Rumsey Map Collection.

**P1. Other Identifier:** Michelin Tire Company Building; 166-196 12<sup>th</sup> St

\*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 Date 1995 T 2S; R 5W; of Sec 9 ; B.M.

c. Address: 180 12<sup>th</sup> Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551294.02mE/ 4180648.45 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514-004

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

The Michelin Tire Company building, located at 180 12<sup>th</sup> Street, faces north onto 12<sup>th</sup> Street. The rectangular-plan, one-story building is constructed of stucco-clad brick and features a flat roof with shaped parapet. The building has elements of the Mission Revival style. Located mid-block along 12<sup>th</sup> Street, between South Van Ness Avenue and Howard Street, the building has a footprint measuring approximately 125 by 85 feet. The building is set back approximately 15 feet from the public sidewalk, creating an area that accommodates parking as well as a fenced storage yard adjacent to the south end of the primary façade.

The northeast (primary) façade (**Figure 1**) faces 12<sup>th</sup> Street and is divided into eight bays (two broad bays at each end flank six narrower bays). The outer bays are crowned by the rounded areas of the parapet. The pilasters that extend above the roofline separate each bay. The northernmost bay (**Figure 2**) contains the primary pedestrian entrance, which is centered within a large, glazed storefront configuration. The entrance is composed of a pair of glazed panel doors set into metal mullions, flanked by large one-light, fixed-sash windows. Large transom windows span the bay above the entrance (a one-light, fixed-sash window above the door, flanked on each side by a two-light window with one operable sash).

(See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) Northeast (primary) façade, camera facing south. ICF, 2018.

\*P6. Date Constructed/Age and Sources:  
 Historic  Prehistoric  Both  
1920 (Tax assessor's date)

\*P7. Owner and Address:  
Geraldine A. Barsotti Trust  
500 8<sup>th</sup> Street  
San Francisco, CA 94103

\*P8. Recorded by: (Name, affiliation, address)  
Margaret Roderick  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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  
DPR 523A (9/2013) \*Required Information

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 9

\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 180 12<sup>th</sup> Street

B1. Historic Name: Michelin Tire Company Building

B2. Common Name:

B3. Original Use: Tire Store

B4. Present Use: Automobile Repair Shop

\*B5. Architectural Style: Mission Revival

\*B6. Construction History: (Construction date, alteration, and date of alterations)

Tax assessor's records state that the subject building was constructed in 1920. A review of available building permits reveals the following alterations: unknown work to repair fire damage in 1941, parapet repair in 1991; and interior alterations related to tenant improvements between 2002 and 2010. Additional alterations were identified through visual inspection: two metal roll-up doors and windows as well as a door in the westernmost bay.

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

Original Location: N/A

\*B8. Related Features: N/A

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A

Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

(See continuation sheet.)

B11. Additional Resource Attributes: N/A

\*B12. References: (See continuation sheet.)

B13. Remarks: N/A

\*B14. Evaluator: Jon Rusch, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)



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\*Resource Name or #(Assigned by recorder) 180 12<sup>th</sup> Street

\*Recorded by Margaret Roderick, ICF

\*Date August 20, 2018

Continuation  Update

**\*P3a. Description (continued):**

A second pedestrian door is located in the second bay from the south, containing a solid panel metal door (**Figure 4**). This bay also contains a vehicular entrance, as does the second bay from the north. Both bays feature a metal roll-up door with an attached storage box. Large multi-light fixed industrial windows fill the remaining bays.

Pilasters are embellished with a two-diamond pattern just below the frieze. The pilasters that flank the outermost bays feature a faux header with a brick design, arranged in a rectangle. Single diamonds are placed at regular intervals below the roofline. The façade terminates in a frieze that features recessed panels.

The southeast, southwest (rear), and northwest façades abut adjacent buildings and are largely non-visible. However, a portion of the southeast façade extends above the neighboring building, exposing a brick wall reinforced with tie-rod plates.

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

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973:203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical

machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor “temples” as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco’s manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

*Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12th Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1931, Van Ness Avenue was extended south of Market Street, cutting laterally through several city blocks and thereby creating a new segment of the avenue between Market Street and what became the southwestern terminus of Howard Street. South Van Ness fed traffic to the segment of Van Ness Avenue north of Market Street and was a major part of U.S. Highway 101, the route to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with construction of South Van Ness Avenue. Between 12th and Howard streets, for example, South Van Ness was dominated by automobile repair and service buildings with Art Deco façades, some incorporating a mixture of Spanish decorative features. In 1937, the California Department of Public Works completed construction of a motor vehicle office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007b:85, 89, 106; Sanborn Fire Insurance Company 1950).

During the 1950s, transportation planners’ vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

Site History

Following the destruction of the western portion of the South of Market area during the 1906 earthquake and fires, the block that currently contains the subject building was reconstructed with a string of multi-flat residential buildings fronting Howard Street as well as the large plant belonging to the L. & E. Emanuel Planing Mill and Cabinet Shop. The current location of 180 12<sup>th</sup> Street appears to have been empty in 1913, according to the Sanborn map published that year (**Figure 5**). The unimproved parcel was surrounded by residential properties along Howard Street, various types of lumber-related businesses, and cabinet makers, furniture shops, machine shops, and two small auto repair shops to the south and west. In addition, the Ocean Shore Railway occupied the north side of 12<sup>th</sup> Street.

The automobile service building at 180 12<sup>th</sup> Street was constructed in 1920 and initially occupied by a wholesale branch of the Michelin Tire Company (*San Francisco Chronicle* 1921:54). Research did not identify an architect, contractor, or engineer associated with the construction of this building. The building’s original use conformed to the other industrial and auto-related uses in the vicinity, including several on the block that arrived after the 1931 extension of South Van Ness Avenue from 12<sup>th</sup> and Mission streets to 13<sup>th</sup> and Howard streets. After 1933; another automobile-related business, Fageol Parts and Service, was recorded as the building’s tenant. Two new tenants were recorded as occupying the building in 1936 and 1940. The subject building’s rectangular footprint and roof (featuring a series of skylights) were captured in an aerial photograph in 1938, which shows the building integrated within its triangular block, which also contained a mixture of multi-flat residential buildings (fronting Howard Street) and other automotive-oriented businesses (predominantly fronting South Van Ness Avenue) (**Figure 6**).

Subsequent tenants included a series of businesses that were related to automobile repair. The 1949 Sanborn map notes that the building's use was "metal shearing" (**Figure 7**), which may relate to the California Body and Trailer Manufacturing business, the commercial tenant recorded at the building in 1954, the earliest available reverse city directory in which it is listed. By 1972, and through at least 1982, Calbody Steel Framing occupied the building. The building is now occupied by European Collision Center, which is consistent with its continuous use of catering to automobile, trucking, and trailer repair and/or manufacture.

Occupancy of 180 12<sup>th</sup> Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1920	Michelin Tire Company
1933	Fageol Parts and Service Company
1936–1940	Federal Truck Company
1940	Continental Engine Company
1954–1963	California Body and Trailer Manufacturing
1972–1982	Calbody Steel Framing
2018	European Collision Center

The known owners of 180 12<sup>th</sup> Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection.

Year	Owner
Unknown–1932	Wadislaw Kawalkowski
1932–1944	Chester McGowan and Oscar Anderson, and family members
1944	Ruth Badertscher
1944–1968	California Body Trailer Manufacturing; Cal Pac Title Insurance; Albert J. Elvin
1968	Estate of William B. Rosemund
2000	Geraldine A. and Jules M. Barsotti; family trust

California Register of Historical Resources Evaluation of 180 12<sup>th</sup> Street

The building at 180 12<sup>th</sup> Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 180 12<sup>th</sup> Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

When 180 12<sup>th</sup> Street was constructed, it housed one of a small number of automobile-related businesses in its immediate vicinity that predated the South Van Ness extension. However, this tenant, the Michelin Tire Company, was not the earliest business that focused on automobile sales and repair in this area, and ultimately became one of numerous such businesses in the Hub after Van Ness Avenue was extended southward in the late 1920s and early 1930s. The subject building appears typical of the development pattern of industrial and auto-related businesses within this part of San Francisco, and the automotive repair establishments that have occupied the building until the present day are representative of a class of business that is common to the Hub neighborhood. None of the businesses appears to have been significant within the local economy or made remarkable achievements that were influential in the history of San Francisco, California, or the United States. Therefore, 180 12<sup>th</sup> Street is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

The building at 180 12<sup>th</sup> Street is not associated with any person(s) of historical significance. Research failed to uncover information on the earliest known owner of the building, Wadislaw Kawalkowski, or the other individuals listed in the ownership table above. The various businesses that occupied the building employed numerous individuals since 1920, but no individuals were identified who were associated with the businesses and the building to the extent necessary to imbue significance under Criterion 2. The individuals who were affiliated with the building's various tenants would not have contributed substantially to local, California, or national history through their day-to-day involvement in the building's automobile-focused business functions. Therefore, 180 12<sup>th</sup> Street is not significant under CRHR Criterion 2.

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\*Resource Name or #(Assigned by recorder) 180 12<sup>th</sup> Street

\*Recorded by Margaret Roderick, ICF

\*Date August 20, 2018

Continuation  Update

CRITERION 3 (Design/Construction):

The building is a modest commercial/industrial building that has basic elements of the Mission Revival style (primarily its rounded parapet on the primary façade) but lacks key defining elements of any type, period, region, or method of construction. Research did not identify an architect, contractor, or engineer associated with the construction of this building. Given its minimal architectural detailing and that the building does not appear to be the work of a design or construction professional, 180 12<sup>th</sup> Street is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 180 12<sup>th</sup> Street is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 180 12<sup>th</sup> Street

\*Recorded by Margaret Roderick, ICF

\*Date August 20, 2018

Continuation  Update

**\*B12. References (continued):**

Averbach, A. 1973. San Francisco's South of Market District, 1850–1950: The Emergence of a Skid Row. In *California History* 52 (fall 1973):197–223.

ICF. 2015. *Archaeological Sensitivity Assessment for the Better Market Street Project, San Francisco, California*. October. Prepared for the City and County of San Francisco Planning Department, Environmental Planning Division.

Horn, John. 2018. *Market Street Hub Neighborhood Historical Essay*. FoundSF. Available: [http://www.foundsf.org/index.php?title=Market\\_Street\\_Hub\\_Neighborhood](http://www.foundsf.org/index.php?title=Market_Street_Hub_Neighborhood). Accessed: April 24, 2018.

Kostura, William. 2010. *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings along the Van Ness Avenue Corridor*. Prepared for the City and County of San Francisco Planning Department.

Olmstead, R. W. 2002. Historical Overview (Chapter 3). In *California Department of Transportation, San Francisco Central Freeway Replacement Project—Alternative 8B: Archaeological Research Design and Treatment Plan, City and County of San Francisco, CA*.

O'Shaughnessy, M. M. 1912. *Official Grades of the Public Streets of the City and County of San Francisco, Comprising all Grades Established to December 31, 1912*. City and County of San Francisco, CA.

Page & Turnbull, Inc. 2007. *Historic Context Statement for the Market & Octavia Area Plan Historic Resource Survey, San Francisco, California*. December 20. Prepared for the San Francisco Planning Department.

\_\_\_\_\_. 2009. *Historic Context Statement, South of Market Area, San Francisco, California*. June 30. Prepared for the San Francisco Planning Department.

San Francisco Chronicle. 1921. Ad—Michelin: Tire and Tube Priced Reduced. May 15.

\_\_\_\_\_. 1933. Twelfth Street Realty Transferred by Estate. January 21.

Tim Kelley Consulting, LLC. 2011. *Draft Historic Context Statement, Mid-Market Historical Survey*. June 30. Prepared for the San Francisco Redevelopment Agency.

**Additional Figures:**



Figure 1. Primary façade, viewed facing south.



Figure 2. Primary façade, detail of northernmost bays showing architectural detailing, viewed facing south.



Figure 3. Primary façade, detail of southernmost bays, viewed facing south.



Figure 4. Primary façade, viewed facing west.

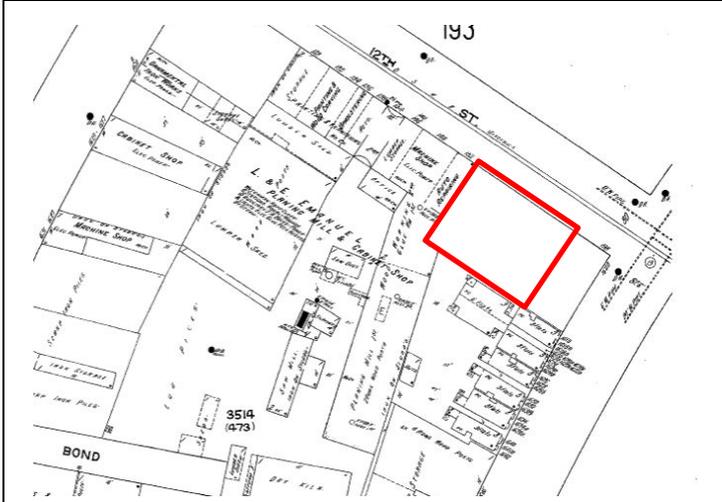


Figure 5. 1913 Sanborn map; the current location of the subject building is outlined in red. Source: Sanborn Map Company, from San Francisco Public Library.



Figure 6. 1938 aerial photograph of San Francisco; the subject building is outlined in red. Source: Harrison Ryker, accessed from David Rumsey Map Collection.



Figure 7. 1949 Sanborn map; the subject building is outlined in red. Source: Sanborn Map Company, from San Francisco Public Library.

Page 1 of 8

\*Resource Name or #(Assigned by recorder) 194 12<sup>th</sup> Street

\*Recorded by Katrina Castañeda \*Date August 20, 2018  Continuation  Update

**P1. Other Identifier:** 194 12th Street, San Francisco, CA 94103

**P2e. Other Locational Data:** APN(s): 3514-004A

**\*P3a. Description:** The building at 194 12<sup>th</sup> Street was documented on a Department of Parks and Recreation (DPR) 523A (Primary Record) form in 2006, as part of the Market and Octavia Area Plan Historical Resources Survey. The building is a rectangular one-story industrial building on the southwest corner of 12<sup>th</sup> Street and Howard Street. Its primary (north) façade addresses 12<sup>th</sup> Street (**Figure 1**). This vernacular building is constructed of concrete block and topped with a barrel-arch roof. The blocks along the Howard Street façade feature non-original stucco parging. The primary façade is divided into five bays. The central bay displays a metal roll-up garage door. A gated and slightly recessed pedestrian entrance with a steel door, three metal-framed side lights, and a transom window occupies the rightmost (northwestern) bay. The first, second, and fourth bays feature 12-light metal-framed windows. At the secondary elevation along Howard Street (**Figures 2 & 3**), similar 12-light windows punctuate and define most of the eight bays, some with central awnings. Most of the windows are fixed. The third bay features a door. Slender curved metal lights project above the windows. Shallow integrated planters with trellis plants decorate the secondary elevation.

Since the 2006 site record was completed, it appears that it has not undergone any exterior physical alterations.

**\*P3b. Resource Attributes:** HP8. Industrial building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, CA.

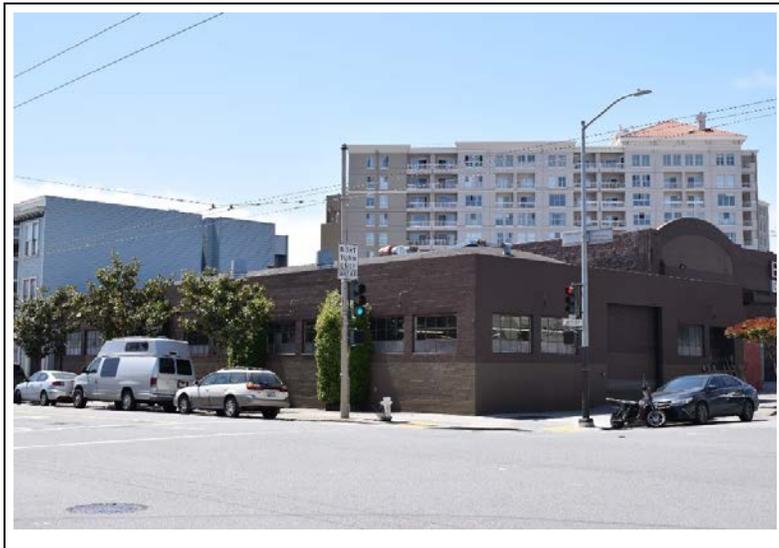
**\*B6. Construction History:** See continuation sheet.

**\*B10. Significance:** The 2006 site record by Page & Turnbull includes a property description but no historic context, property history, or evaluation of the building's eligibility for listing in the California Register of Historical Resources (CRHR). ICF has evaluated 194 12<sup>th</sup> Street for the current study and determined that it is not eligible under CRHR Criteria 1–4. (See continuation sheet.)

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Colleen Davis, ICF

**\*Date of Evaluation:** August 20, 2018



### B6. Construction history (continued):

According to a 1950 building permit, George W. Elwell engaged architect H. L. Marchand, contractor D. R. Banfield, and engineer A. M. Nishkian to develop the property on the southwest corner of 12<sup>th</sup> and Howard streets as a one-story factory. The original building permit specifies three buildings, with a total ground floor area of 5,600 square feet. A 1951 building permit application calls for the repair of cement plaster around second-floor windows on the “Sanford Building” on the southwest corner of 12<sup>th</sup> and Howard streets. At the time of the permit application, the building was used as a store and warehouse. Based on a 1951 assessor’s photograph (**Figure 4**), the pedestrian entrance at 12<sup>th</sup> Street is not original; a twelve-lite window originally occupied the fifth bay. After 1951, the façade along Howard Street was parged.

### B10. Significance (continued):

Historic Context: The Hub

#### Spanish and Mexican Periods

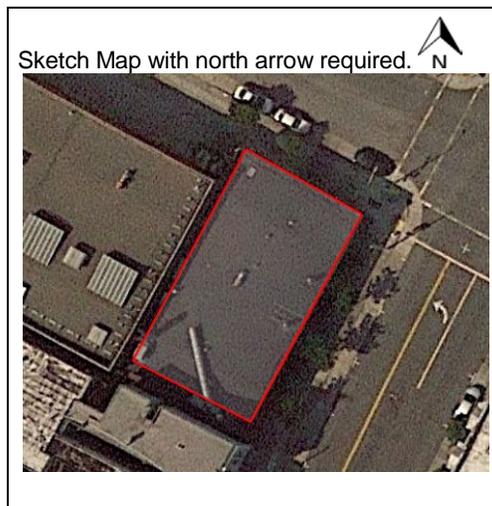
The Spanish colonization of California that began in 1769 reached the vicinity of today’s Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission’s permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today’s Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O’Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco’s main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O’Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O’Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinality. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

#### Gold Rush to 1906 Disaster

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today’s Hub and into areas farther south and west (O’Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name “Hub” was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49-50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as “the Hub” by the 1880s and into the 1940s (Horn 2018; ICF 2015:49-50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood’s leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57-58).



### Reconstruction and Development through Midcentury

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area, which had undergone a greater degree of industrialization prior to the earthquake and fires. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

#### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973:203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1926, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. The idea to push Van Ness Avenue south of Market Street was first presented in the Burnham plan of 1905 (Scott 1985:103). Recognizing that the intersection of Van Ness Avenue and Market Street represented the physical center of San Francisco, city planner Daniel H. Burnham selected it as a focal point, proposing a semi-circular hub in which nine sub-arteries would radiate from its center. This included Van Ness Avenue, which would continue south of Market Street as a wide boulevard. Deemed impractical, and interrupted by the 1906 earthquake and fire, Burnham's ambitious plan was never implemented. Fifteen years later, city boosters began to agitate on their own for an extension of Van Ness Avenue to Howard Street, believing it would relieve the congestion of upper Market Street. The extension fit within a larger slate of proposed improvements, which included removal of Rincon Hill, with the goal of advancing further industrial development in the South of Market area (*San Francisco Chronicle* 1921:1).

B. M. Rastall, an industrial engineer from New York City employed by the San Francisco Chamber of Commerce, devised a plan for the extension. The Board of Supervisors adopted Rastall's plan, resulting in the avenue's present diagonal alignment. The first block of the project, between Market and Mission streets, was completed in 1926 (*San Francisco Chronicle* 1926:10). The construction of this initial section led to real estate speculation along the corridor. By the late 1920s, the project, called the Van Ness Avenue Extension, fueled

ambition for a north–south “thru” route across the city, connecting Fort Mason to Army Street and beyond, including the developing Bayshore Freeway. A 1927 boulevard improvements bond helped pay for the remaining section.

The onset of the Great Depression and lower bond rates delayed construction of the 500-foot-long section between Mission and Howard streets until 1931 (*San Francisco Chronicle* 1931:1). Similar to the first segment, completion of the project resulted in a small real estate boom, directly related to the surveyed property. The extension gained even more value with the opening of the San Francisco-Bay Bridge in November 1936. An article covering the completion of the new McKean Brothers tire store, at the corner of South Van Ness Avenue and 12<sup>th</sup> Street, predicted the intersection would “be the busiest traffic artery in San Francisco when the bridge is opened for travel” (*San Francisco Chronicle* 1936a:4A).

When completed, the 125-foot-wide South Van Ness Avenue (initially called Van Ness Avenue South) fed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with the construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue would be dominated by automobile repair and service buildings with Art Deco façades. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007:85, 89, 106).

During the 1950s, transportation planners’ vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

Site History

A different building occupied the parcel associated with 194 12<sup>th</sup> Street in 1920 (City and County of San Francisco Office of the Assessor-Recorder 1920–2012). In 1938, two small structures occupied the parcel, one at its center and one in its southwest corner (David Rumsey Historical Map Collection). By 1950, the parcel was vacant and surrounded by the extant multi-family residences to the south and light industrial building to the west (Sanborn Fire Insurance Company 1950)

In 1950, George Elwell, the owner of 194 12<sup>th</sup> Street, engaged H. L. Marchand to design, A. M. Nishkian to engineer, and D. R. Bunfield to execute construction of the subject building (City and County of San Francisco Building Permit, 1950). Elwell requested permission to erect a zero-setback building “for uses permitted in the Light Industrial District.” (City and County of San Francisco Building Permit 1950).

A city directory lists two individuals with the surname “Elwell” as employees of the Mutual Woodworking Company, an early tenant of 194 12<sup>th</sup> Street (R. L. Polk & Company 1948–1949). It appears that Elwell developed the property to house the woodworking company. The company was located at 1700 Folsom in 1948–1949, according to city directories. Because the factory was constructed in the post-World War II period, the building is consistent with general industrial development in the area during that time.

Research revealed little about the project construction team. The 1948–1949 city directory lists Henry L. Marchand as a construction engineer and Armen M. Nishkian as a civil engineer for H. L. Marchand; it does not mention D. R. Bunfield (R. L. Polk & Company 1948–1949). Upon construction of the factory at 194 12<sup>th</sup> Street, the surrounding area was developed with automobile sales and light industrial and manufacturing uses. A 1950 Sanborn map shows a metal shearing company directly to the west of the subject building along 12<sup>th</sup> Street.

According to a 2002 building permit, Mercedes Benz of San Francisco, an auto repair shop, occupied the subject building, replacing the building’s steel fabrication use. It is unclear how long the company remained. No further information regarding the property’s post-1950 occupants or owners was found.

Occupancy at 194 12<sup>th</sup> Street is summarized in the table below, based on available city directories.

Year	Tenant
1953	Mutual Woodworking Company (rec. dept.)
1963	Unknown
1973	Unknown

1980	Unknown
1982	Unknown
2002	Mercedes Benz of San Francisco

The known owners of 194 12<sup>th</sup> Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor Recorder.

Year	Owner
1950	George W. Elwell
1951	Dr. S. Guesti
1953	Foster and Kleiser
2000	E + Trs. of Est., Williams B. Rosemund
2000–2018	Geraldine A. Barsotti

California Register of Historical Resources Evaluation of 194 12<sup>th</sup> Street

The building at 194 12<sup>th</sup> Street is not currently listed in, and has not been previously found to be eligible for listing in, the CRHR. The following provides an evaluation of 194 12<sup>th</sup> Street under CRHR Criteria 1–4:

**CRITERION 1 (Events):**

Research has not associated 194 12<sup>th</sup> Street with any event(s) of historical significance. Light manufacturing, auto repair, and other industrial uses characterize the area. This industrial building was constructed to house a woodworking company and was later used for steel fabrication around the 21<sup>st</sup> century. These uses generally reflect the industrial uses of the surrounding neighborhood. However, the subject building was constructed in 1950, which places it behind the wider industrial development of the Hub area that predominantly occurred between the 1906 earthquake and the Great Depression. Furthermore, the Mutual Woodworking Company's conversion into an auto repair facility appears to have occurred around 2002. As such, its auto-related use occurred several decades after automobile repair and service businesses began to fill lots along and surrounding the South Van Ness extension (located one block west of the subject building) when this roadway was constructed during the late 1920s and early 1930s. While the known businesses that occupied 194 12<sup>th</sup> Street have been generally consistent with the prevalent commercial activities within the Hub area during the twentieth century, they were not notable or distinguished businesses within the context of the neighborhood's commercial and industrial development. Therefore, the building at 194 12<sup>th</sup> Street is not significant under CRHR Criterion 1.

**CRITERION 2 (Person):**

The building at 194 12<sup>th</sup> Street is not associated with any person(s) of historical significance. Although it appears that George Elwell developed the subject property for the Mutual Woodworking Company, the duration of the company's tenancy is unknown. Further research did not establish that Elwell, his associates, or the building's subsequent owners were influential in local or state affairs. Furthermore, employees of the industrial establishments that are known to have occupied the building would not have had a sustained association with the building to the extent necessary to imbue significance under Criterion 2. Therefore, 194 12<sup>th</sup> Street is not significant under CRHR Criterion 2.

**CRITERION 3 (Design/Construction):**

The subject property is a utilitarian industrial building. The concrete structure, with multiple vehicular openings and minimal ornamentation, is a common building typology in the South of Market area. Similar to other industrial buildings with flexible interior space, the subject building was eventually converted into an auto repair facility for Mercedes Benz of San Francisco (Page & Turnbull 2009:90–91). Its vernacular design carries no particular architectural style, and the building's engineer, architect, and contractor do not appear to be masters in their field. In addition, research has not established that the building's engineer, architect, or contractor were historically significant. Therefore, 194 12<sup>th</sup> Street is not significant under CRHR Criterion 3.

**CRITERION 4 (Information Potential):**

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Page 6 of 8

\*Resource Name or #(Assigned by recorder) 194 12<sup>th</sup> Street

\*Recorded by Katrina Castañeda

\*Date August 20, 2018

Continuation  Update

Based on an evaluation under CRHR Criterion 1–4, the building at 194 12<sup>th</sup> Street is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 194 12<sup>th</sup> Street

\*Recorded by Katrina Castañeda

\*Date August 20, 2018

Continuation  Update

**B12. References (continued):**

Averbach, A. 1973. San Francisco's South of Market District, 1850–1950: The Emergence of a Skid Row. In *California History* 52 (fall 1973):197–223.

City and County of San Francisco Office of the Assessor-Recorder. n.d. *Sales Ledger for 194 12<sup>th</sup> Street*.

Horn, John. 2018. *Market Street Hub Neighborhood Historical Essay*. FoundSF. Available:  
[http://www.foundsf.org/index.php?title=Market\\_Street\\_Hub\\_Neighborhood](http://www.foundsf.org/index.php?title=Market_Street_Hub_Neighborhood). Accessed: April 24, 2018.

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Page & Turnbull, Inc. 2006. *194 12th* (DPR 523A form). September 6.

\_\_\_\_\_. 2007. *Historic Context Statement for the Market and Octavia Area Plan Historic Resource Survey, San Francisco, California*. December 20. Prepared for the San Francisco Planning Department.

\_\_\_\_\_. 2009. *Historic Context Statement, South of Market Area, San Francisco, California*. June 30. Prepared for the San Francisco Planning Department.

R. L. Polk & Company. 1948–1982. *Polk's San Francisco (San Francisco County, Calif.) City Directory*. Available through the San Francisco Public Library.

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San Francisco Assessor's Office Negative Collection, Twelfth Street 194, 1951, available through the San Francisco History Center, San Francisco Public Library.

San Francisco Department of Building Inspection. Historic permit files for 194 12th Street.

United States Coast Survey. 1853. *City of San Francisco and Its Vicinity, California*. U.S. Coast Survey from a trigonometrical survey by R. D. Cutts, assistant; topography by A. F. Rodgers, sub-assistant; hydrology by the party under the command of Lieutenant James Alden, U.S.N. assistant. U.S. Coast Survey, Washington, D.C.

**Additional Figures:**



**Figure 1. View of north (primary) façade, facing west from 12<sup>th</sup> Street.**



**Figure 2. Detail of east (secondary) façade, facing west from Howard Street.**



**Figure 3. Detail of eastern façade, facing southwest from the corner of 12<sup>th</sup> and Howard Streets.**



**Figure 4. Subject building, photographed in 1951. Source: San Francisco Assessor's Office Negative Collection, San Francisco Public Library**

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 2 \*Resource name(s) or number (assigned by recorder) 194 12th St.

P1. Other Identifier: \_\_\_\_\_

\*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, Calif. Date: 1956 (rev. 1973)

\*c. Address: 194 12th St. City: San Francisco Zip: 94103

d. UTM: Zone: 10 mE/ \_\_\_\_\_ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3514-004A

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

194 12th Street is located on a 56.2' x 100' lot on the southwest corner of 12th Street and Howard Street. Built in 1950, 194 12<sup>th</sup> Street is a single-story, concrete industrial building. The rectangular-plan building has concrete block exterior walls, rests on a reinforced concrete slab foundation and is capped by a barrel vaulted roof. The primary façade faces north toward 12<sup>th</sup> Street and is five bays wide. The façade features fixed, divided, steel sash windows with center awning sash in the first, second, and fourth bays. The third bay contains a large garage entrance with a metal, roll-up door. The fourth bay contains a gated, recessed pedestrian entrance with steel door and metal-frame sidelights and transom. A secondary elevation runs along Howard Street and is five bays wide. The elevation features a pedestrian entrance in the fourth bay and paired, divided, steel industrial fixed sash with awning windows in the remaining bays. Both elevations terminate in an unadorned roofline.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial building

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other



P5b. Photo: (view and date)

View from northeast  
9/6/2006

\*P6. Date Constructed/Age and

Sources:  Historic  
1950  
SF Assessors Office

\*P7. Owner and Address:

Barsotti Family Lvg Trust  
950 Van Ness Ave  
San Francisco, CA 94109

\*P8. Recorded by:

Page & Turnbull, Inc. (CM)  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:

9/6/2006

\*P10. Survey Type:

Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

\*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  
**CONTINUATION SHEET**

Primary# \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_

Page 2 of 2

\*Resource Name or # (Assigned by recorder) 194 12th St.

\*Recorded by: Page & Turnbull

\*Date 8/31/2006

Continuation

Update



View showing Howard Street elevation

Page 1 of 9

\*Resource Name or #(Assigned by recorder) 1337 Mission Street

\*Recorded by Katrina Castañeda, ICF

\*Date August 20, 2018     Continuation  Update

**P1. Other Identifier:** 1337 Mission Street, San Francisco, CA, 94103

**P2e. Other Locational Data:** APN: 3509-037

**\*P3a. Description:**

The building at 1337 Mission Street is a three-story loft structure on the southwestern corner of Mission and Washburn streets, with the primary façade facing Mission Street. Page & Turnbull completed a Department of Parks and Recreation (DPR) 523A (Primary Record) form for the subject building in 2006, as part of the Market and Octavia Area Plan Historic Resource Survey. In 2011, Tim Kelley Consulting completed a DPR Continuation Sheet as part of the Market and Octavia Augmentation Survey that noted the building had not undergone alterations since the 2006 Page & Turnbull documentation. Subsequent to the 2011 documentation, the building appears to have undergone alterations to the fenestration and the façades. On the primary (northwest) façade (**Figure 1**), four square and rectangular metal-frame plate-glass windows, which were previously boarded up, form a band on the storefront's first story. On the secondary (northeast) façade (**Figure 2**), three metal-frame plate-glass windows, also previously boarded up, form a band on the storefront's first story, with the center light narrower than those that flank it. (See continuation sheet.)

**\*P3b. Resource Attributes:** HP6. One- to three-story commercial building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project and Hub Housing Sustainability District Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, CA.

**\*B6. Construction History:** See continuation sheet.

**\*B10. Significance:**

The 2006 site record by Page & Turnbull includes a property description but does not provide historic context, property history, or an evaluation of the building's eligibility for listing in the California Register of Historical Resources (CRHR). The 2011 site record by Tim Kelley Consulting also did not include an evaluation of 1337 Mission Street's eligibility for listing in the CRHR. ICF has evaluated 1337 Mission Street for the current study and determined that it is not eligible under CRHR Criteria 1–4. (See continuation sheet.)

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Jon Rusch, ICF

**\*Date of Evaluation:** August 20, 2018



**P3a. Description (continued):**

Several of the third-story, north-facing windows have been infilled with stucco, leaving only projecting sills visible. These windows appear to already have been covered at the time of the 2011 recordation. Additional alterations appear on the northeast façade (e.g., a roll-up garage door has been placed within the opening near the south end of the façade, with a newer metal-frame door adjacent to it). The entrance on the secondary façade has been altered and now holds a vertical wood-slat door with a surround composed of the same material. The building at 1337 Mission Street currently features a mural painting, primarily in black but with blue characters and details. A decorative iron grate, not previously documented, rests on the Washburn Street sidewalk adjacent to the building; its function is unknown (**Figure 3**).

**B6. Construction History (continued):**

In November 1912, E. Dietrich, the original owner of the building at 1337 Mission Street, received a permit for a 34-foot-tall, two-story reinforced-concrete building, which was to be used as a store and loft space. In 1914, a permit was issued to add a storefront, build a freight elevator, and make interior improvements. The next permit issued was in 1942 to remove the building's rusted metal cornice, repair plaster and foundation, repair and replace sidewalks, and install new "fronts," plaster, and wood floor. In 1946 the present mezzanine floor was extended to Mission Street, the elevator was moved to the rear corner of the building, and the loading door was relocated to Mission Street. Additional permits include interior improvements made in 1950; tile replacement on the building's façade in 1954; the removal of glass windows and installation of metal studs, metal lath, and plaster in 1970; and the installation of two standard pipe and canvas awnings in 1973. In 1986, a permit was issued to install two aluminum windows in existing frames in residence, with no change to frames or structure. (Windows did not provide access to a fire escape or comply with building code requirements). A handicap-accessible entry and toilet were added in 1997 along with the relocation of non-bearing walls. The building was re-roofed in 2010. Lastly, in 2015 a building tenant commissioned Shrine, a Los Angeles-based artist, to paint a mural on the building (*San Francisco Chronicle* 2015:C3).

**B10. Significance (continued):**

Historic Context: The Hub

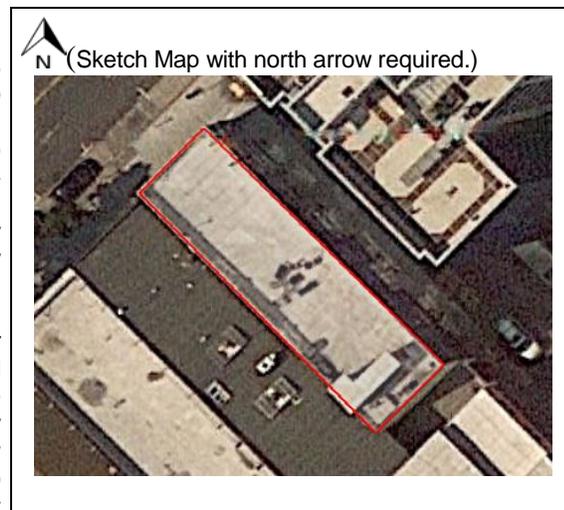
**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east



of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as “the Hub” by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood’s leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

### **Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

#### *Industrial Development*

Whereas 62,000 people resided in the south of Market Street in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families residing there. A growing population of unmarried men became the leading demographic of the district’s residents as reconstruction efforts dramatically increased the number of construction workers in San Francisco. World War I production brought another wave of industrial workers to the area. Developers constructed numerous residential hotels and apartment buildings in the South of Market area to house unmarried working-class men (Averbach 1973:203–206; Page & Turnbull 2007:54).

The struggle over building codes and fire zone ordinances limited industrial redevelopment in the vicinity of the Hub in the immediate aftermath of the 1906 disaster. The City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures in 1909. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. A limited number of substantial buildings were constructed in the Hub neighborhood during the decade after 1909, including the three-story S. C. Johnson Floor Wax building at 56 12<sup>th</sup> Street and the four-story reinforced-concrete building at 1563 Mission Street, a garment factory. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and increasingly larger industrial buildings. Greater reliance on truck shipping contributed to the growing size of industrial properties during the 1920s. The construction of South Van Ness Avenue through the Hub neighborhood during the 1930s created an important new automobile transportation link (discussed in more detail below) that helped increase the number of automobile-related light industrial and commercial properties within the Hub (Page & Turnbull 2007:48-53).

During the first half of the 20<sup>th</sup> century, the South of Market area’s leading industries, in terms of the number of workers employed, were involved with (in descending order) printing and publishing, apparel manufacture, machinery, furniture, chemicals, and electrical machinery. The roots of the local machinery (including metal work) and chemical production economy reached back to older 19<sup>th</sup>-century industries such as shipbuilding and machine production for railroads, mining, and agriculture. By 1909, machinery manufacturers and distributors employed 3,400 workers. Although that number had shrunk to 3,000 by 1954, machinery production and distribution remained an important contributor to the industrial economy (Page & Turnbull 2007:87, 89).

Over time, San Francisco became one of the major suppliers of clothing and furniture in the Western states as well as a cultural and intellectual center that supported a thriving printing industry that employed more than 5,000 San Franciscans by 1909. The printing industry supported small shops as well as larger firms, such as the Recorder Press, which occupied a sprawling two-story Art Deco–style building at the southeast corner of Mission Street and South Van Ness Avenue. The apparel industry was represented by the previously mentioned four-story garment factory at 1563 Mission Street in 1917 as well as the Balkan Trunk and Suitcase Company factory, constructed in 1916 at 70 Otis Street. Providing jobs for 1,200 San Francisco workers in 1909, the growing local furniture and wood products industry employed

3,000 in the city by 1954. During the early 20<sup>th</sup> century, much of the block bisected by South Van Ness Avenue southeast of Mission Street and southwest of 12<sup>th</sup> Street was occupied by the L. & E. Emanuel Planing Mill and Cabinet Shop as well as a number of smaller cabinet shops (Page & Turnbull 2007:87–89; Sanborn Fire Insurance Company 1913–1915). As noted above, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to printing, machine shops, furniture production, and wood working required fireproof construction, which accounts for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street. In furniture shops, for example, fire hazards included lacquers and varnishes as well as dust. Printing shops contained an abundance of combustible paper. Cutting torches and welding created fire hazards in machine and metal shops. In addition to concrete construction, these industries' production facilities required effective ventilation, sprinkler systems, and other fire prevention and response measures (Page & Turnbull 2007:87–89).

The abundance of workers in portions of the Hub south of Market Street meant the presence of several different types of labor organizations. Although labor unions experienced a period of decline during the 1920s, they had thrived in San Francisco prior to that decade. They also surged in strength during the 1930s thanks to pro-labor New Deal legislation and policy at the federal level and remained strong through World War II and the 1950s. Unions associated with both the American Federation of Labor (AFL) and the Congress of Industrial Organizations (CIO) were active in San Francisco. Union halls and so-called labor "temples" functioned as important institutions for many workers. They helped workers find jobs, socialize outside of the workplace, maintain their tools, and organize. No longer present, the Carpenters Hall labor temple was located at the southwest corner of Valencia and McCoppin streets. Many workers also belonged to fraternal organizations such as the Knights of Pythias, which constructed a five-story brick building with offices and meeting halls across Valencia Street from the Carpenters Hall in 1909. The Salvation Army later acquired the Knights of Pythias Hall and occupied it into the 1980s. More skilled workers and middle-class San Franciscans employed in local industries were also likely to be members of the Freemasons, one of the nation's leading fraternal organizations, which constructed the Venetian Renaissance–style Masonic Temple at 25 Van Ness Avenue in 1911 (Page & Turnbull 2007:59, 62, 91–92).

Although the Great Depression resulted in the closing of many industrial shops and businesses, industrial development did occur in the Hub during the 1930s. By the second half of the 1930s, federal New Deal agencies such as the Works Progress Administration (WPA) helped stimulate the economy and employ laborers on public works projects. The WPA occupied offices in a building on Mission Street (no longer present) during the latter 1930s. In addition to the previously mentioned Recorder Press building, construction in the 1930s included the four-story Art Deco–style Pacific Telephone and Telegraph Company switching substation at 1 McCoppin Street in 1937 as well as the Moderne-style Dairymen's Building at 1675 Howard Street. Large companies and utilities such as Pacific Telephone and Telegraph were better able to endure the Great Depression than many smaller firms. Accordingly, the Coca Cola Company opened a new Streamline Moderne–style bottling warehouse at 1500 Mission Street in 1941 (Page & Turnbull 2007:68, 91, 109).

World War II led to changes in the character of industrial San Francisco. Improved wages and flourishing wartime industrial production in San Francisco, Oakland, Richmond, and South San Francisco attracted new migrant workers, such as the white refugees of the Oklahoma, Texas, and Arkansas Dust Bowl regions; African Americans from the south; as well as immigrants from Central America, Mexico, and the Philippines. Not only did the South of Market area's population grow overall during the 1940s, its non-white residents increased from 5 to 14 percent of the area's total population during that decade (Page & Turnbull 2009:66).

After the war, the South of Market area retained its largely industrial character. Demographically, the population reverted in some ways to earlier patterns, with numerous unmarried active and retired workers residing there, many surviving through a mix of marginal employment and charity. Increasingly, single white men lived alongside minority and immigrant families. Over time, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible from the new freeways. By the 1970s, deindustrialization had dramatically diminished San Francisco's manufacturing economy. This trend coincided with efforts to redevelop areas of industrial San Francisco south of Market Street that many San Franciscans increasingly looked upon as examples urban blight (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### Site History

At the turn of the 20<sup>th</sup> century, the current site of 1337 Mission Street, at the corner of Mission Street and Washburn Street, then known as Washington Avenue, contained a two-story commercial building. A Sanborn fire insurance map published in 1899 reveals that the surrounding neighborhood at the time was composed of densely built out blocks with a mixture of residential flats, lodging houses, stores, and laundries. This section of the South of Market area was destroyed by the fires that followed the earthquake of April 1906.

As stated under Construction History, above, a permit to construct the subject building, which was to be used as a store and loft space, was issued in 1912 to Edward Dietrich. L. F. Hyde was listed as the architect, and Dietrich was the builder. The footprint of the building appeared in the 1913 Sanborn fire insurance map (**Figure 4**). The first known tenant of 1337 Mission Street, S. T. Johnson Company, began manufacturing oil burners a decade prior to its occupancy at the subject property (S. T. Johnson 2018), where the firm was housed until 1930. It is likely that the S. T. Johnson Company utilized the building's upper-level loft spaces for manufacturing, but it remains unknown if the firm also occupied the ground-level retail space. Subsequently, sanitation and extermination businesses owned by John F. Leinen occupied the building for at least 7 years during the 1930s and early 1940s. The 1938 aerial photograph by Harrison Ryker and 1950

Sanborn fire insurance map depict the two-story reinforced-concrete building as it stands today (**Figure 5** and **Figure 6**). From the 1940s until the 1960s, the building was owned by successful San Francisco businessmen Maurice and Herman Herbst, whose lives are summarized below. As of the current study, the building is occupied by cocktail bars, Oddjob and Standing Room Only. Research did not uncover important information about the other tenants listed in the Occupants Table below.

Occupancy of 1337 Mission Street is summarized in the table below, based on available city directories.

Year	Occupant
1914–1930	S.T. Johnson Company
1932–1941	John F. Leinen Sanitation Company, John F. Leinen Commerce Company, John F. Leinen Chemical Company, Calcyanide Company, U.S. Supply Company, Associated Exterminators
1950	Pacific Telecoin Corporation
1960	Airtronics Radio, sales and service; French Bros. Furniture; Hansen John H. Company, shipping and receiving
1963	Commercial Interiors Company (carpets and furniture)
1968 to 1982*	Pacific Barber Supply

Ownership of 1337 Mission Street is summarized in the table below, based on available deed records held by the City and County of San Francisco Office of the Assessor-Recorder:

Year	Owner
1912–1921	Edward Christopher Dietrich
1921–1942	Henry and Gustave Robert Dietrich
1942–1968	Herbst Brothers (Maurice and Herman)
1968–1986	Frank Cognate
1986–1994	Richard and Sharon Moy
1994–1997	Mary Chan Su
1997–2008	Dan Thanh Dang

*Occupant Biography: Herbst Brothers*

Herman H. and Maurice H. Herbst, along with their parents and siblings, moved to San Francisco in the early 20<sup>th</sup> century. Herman and Maurice were founding partners of Herbst Brothers, a sheet metal company at 1525 Mission Street that was active for 45 years (*San Francisco Sunday Examiner* 1967:11). Their father and a partner formed the Herbst Manufacturing Company (later known as Mission Maid), which manufactured metal garbage cans as well as other sheet metal and copper products (Herbst Foundation 2018). An obituary from April 1967 details Herman Herbst’s career as a sheet metal executive (*San Francisco Sunday Examiner* 1967:11). In addition to the sheet metal business, the brothers also managed property holdings, which, over the course of 60 years, came to include the Glass Palace at 1407 Market Street, an apartment house at Broadway and Franklin, Hotel Rhodena on Geary Street, buildings along Mission Street, and the subject property and its neighbor on Mission Street. Their sister, Esther Gruhn, appears as an owner of 1337 Mission Street on a 1972 building permit (*San Francisco Sunday Examiner and Chronicle* 1967:11).

In addition to their business and real estate pursuits, the Herbst brothers engaged in philanthropy. In 1961, Herman and Maurice incorporated the Herbst Foundation. Upon the 1967 passing of both brothers, their estate amounted to \$10 million (*San Francisco Chronicle* 1968:11). A 1977 news article highlights the 1932 Beaux-Arts Veterans Auditorium, refurbished and re-named Herbst Theatre in honor of the brothers, whose foundation underwrote the renovations. Located at 401 Van Ness Avenue, Herbst Theatre is referred to as the San Francisco War Memorial and Performing Arts Center and is in full operation as of 2018.

California Register of Historical Resources Evaluation of 1337 Mission Street

The building at 1337 Mission Street is not currently listed in, and has not been previously found to be eligible for listing in, the CRHR. The following provides an evaluation of 1337 Mission Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 1337 Mission Street has no known associations with any events of historical significance. The property was developed to house a store and lofts, reflecting commercial and industrial patterns that were common to the South of Market and Hub areas during the post-1906 earthquake period. The combined commercial-industrial building housed machinery and chemical companies into the mid-20<sup>th</sup> century, representing some of the South of Market area’s prominent industries during this period. However, the companies were typical examples of local firms within this context and do not appear to have been major employers or manufacturers within San Francisco during the first half of the 20<sup>th</sup> century that made important contributions to local, state, or national history. Therefore, 1337 Mission Street is not significant under CRHR Criterion 1.

CRITERION 2 (Person):

The building at 1337 Mission Street is not known to have been owned or occupied by long-term tenants of significance. The initial tenants and owners are not known to have made significant achievements related to their ties to the building. The Herbst Brothers, notable business figures in San Francisco, purchased and held the property from 1942 to 1968, beginning approximately three decades after it was built. They concurrently purchased and developed the adjacent property at 1339 Mission Street. The Herbst Brothers held a substantial amount of property in San Francisco's Market/Van Ness area, and 1337 Mission Street was not the primary home of their sheet metal manufacturing business, long-time residence, or office during their active years. Therefore, the subject building does not have close associations with the locally renowned Herbst Brothers. No other known tenants of 1337 Mission Street were found to have been significant within the history of San Francisco commerce or industry. Therefore, 1337 Mission Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 1337 Mission Street is not a historically significant example of architecture. This loft building is a typical hybrid commercial/industrial building, common in the South of Market area, a sector of the city where it "rarely made economic sense to build small exclusively commercial/retail buildings" (Page & Turnbull 2009:96). As with other loft buildings in the vicinity, the subject building is on a block corner, with a loading dock along the secondary façade facing a side street. However, the building does not have additional character-defining features that would distinguish it as an intact example of its typology. Furthermore, research did not uncover additional information on the building's architect or builder (as identified on its building permit). Therefore, 1337 Mission Street is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 1337 Mission Street is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

**B12. References (continued):**

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*San Francisco Chronicle*. 1917. Industrial News of San Francisco and the Bay Region (section). July 21.

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**Additional Figures:**

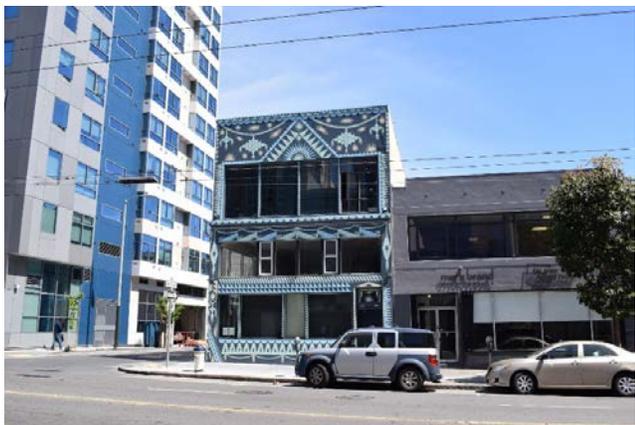


Figure 1. Primary (north) façade from Mission Street, facing southeast. ICF 2018.



Figure 2. Secondary (east) façade from Washburn Street, facing southwest. ICF 2018.



Figure 3. Decorative iron grate along Washburn Street. ICF 2018.

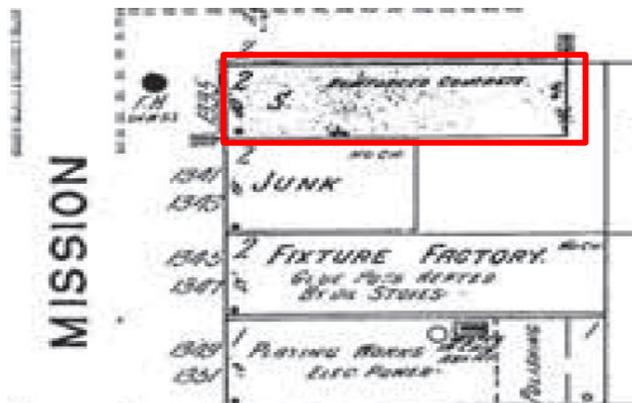


Figure 4. 1913 Sanborn Map, Volume 2, Sheet 186, edited. Source: Sanborn Map Company, accessed from San Francisco Public Library.



Figure 5. 1938 aerial photograph showing 1337 Mission Street with an unchanged building footprint, edited. Source: Harrison Ryker, accessed from David Rumsey Map Collection.

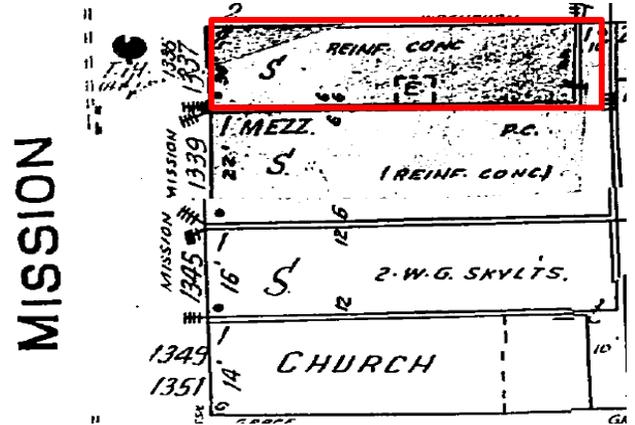


Figure 6. 1950 Sanborn Map, Volume 2, Sheet 186, edited. Source: Sanborn Map Company, accessed from San Francisco Public Library.

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 1 \*Resource name(s) or number (assigned by recorder) 1337 Mission Street

P1. Other Identifier

\*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:

Date:

\*c. Address: 1337 Mission Street

City: San Francisco

Zip: 94103

d. UTM: (Give more than one of large and/or linear resources) Zone \_\_\_\_; \_\_\_\_ mE/ \_\_\_\_ mN

e. Other Locational Data: Assessor's Parcel Number: 3509037

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

1337 Mission Street is located on a 25.5' x 90' corner lot on the south side of Mission Street between Washburn and Grace Streets. Built in 1913, 1337 Mission Street is a 3-story, concrete frame commercial building. The rectangular-plan building is clad in stucco and capped by a flat roof. The foundation is not visible from the street. The primary façade faces north toward Mission Street, while a secondary elevation faces east toward Washburn Street. The primary façade is 2 bays wide. The left bay features boarded window openings that likely held fixed, plate-glass fenestration, while the right bay features the main entrance to the building fitted with a wood door. The second floor of the primary facade is characterized by a band of metal-frame plate glass windows with centered one-over-one, double-hung, vinyl sash windows. The third-floor fenestration consists of four contiguous metal frame plate glass windows. The Washburn Street elevation is 4 bays wide. The first bay has boarded window openings on the first story, and three contiguous metal-frame plate glass windows on the second and third stories. The first story has a secondary, recessed entrance in the third bay of the first story, and a bay entrance in the fourth bay. The upper stories of the third and fourth bays have small square windows on the second story and recessed rectangular windows on the third story. A fire escape is set in the second bay. The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building

P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects)

\*P5b. Photo (view, date, accession #)

View from north  
9/5/2006

\*P6. Date Constructed/Age and Sources

Historic  Prehistoric  Both

1913  
SF Assessors Office

\*P7. Owner and Address:

Dang Dan Thanh  
Teo Tech Inc  
1337 Mission St  
San Francisco, Ca 94103

\*P8. Recorded by

Page & Turnbull, Inc.  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:

9/5/2006

\*P10. Survey Type: (Describe)

Reconnaissance



\*P11. Report Citation: (Cite survey report and other sources, or enter "none")

\*Attachments

- Archaeological Record  NONE  BSOR  Photograph Record  Sketch Map  
 Artifact Record  District Record  Location Map  Continuation Sheet  Other...  
 Linear Feature Record

**CONTINUATION SHEET**

Primary #  
HRI #  
Trinomial

Page 1 of 1

Resource Name or # (Assigned by Recorder)

1337 Mission Street

\*Recorded by: Tim Kelley Consulting, LLC

Date 3/9/2011

Continuation  Update

1337 Mission Street does not appear to have been altered since the time of previous survey and documentation, which described the building as it appears currently. This indicates that the boarded-up storefront and non-original upper story windows now found on the primary facade, as well as altered fenestration on the secondary facade, were installed prior to 2006. The building generally retains integrity, however.

The building was previously documented on a DPR 523: Primary Record, which did not list any existing historic designations, nor provide evaluation of the building's eligibility for designation.



View of northwest facade. 103\_4218.JPG  
3/9/2011

View of northeast and northwest facades. 103\_4217.JPG 3/9/2011

Page 1 of 10

\*Recorded by Katrina Castañeda, ICF

\*Resource Name or #(Assigned by recorder) 1339 Mission Street

\*Date August 20, 2018     Continuation  Update

**P1. Other Identifier:** 1339 Mission Street, San Francisco, CA, 94103

**P2e. Other Locational Data:** APN(s): 3509-036

**\*P3a. Description:**

Page & Turnbull documented the building at 1339 Mission Street on a Department of Parks and Recreation (DPR) 523A (Primary Record) form in 2006 as part of the Market and Octavia Area Plan Historic Resource Survey. In 2011, Tim Kelly Consulting updated this documentation on a DPR 523L form, as part of the Market and Octavia Augmentation Survey; the 2011 site record states that the building had not been altered since the previous documentation. This rectangular two-story concrete frame building faces northwest toward Mission Street (**Figures 1 & 2**). It is a primarily vernacular commercial building with subtle Streamline Moderne features. The property wraps around the abutting property to the east, which contains a similarly long rectangular building. The subject stucco-clad building is slightly set back and consumes nearly the entire property, while a one-car garage extends from the building's rear (eastern) façade toward Washburn Street. The buildings to the west and east tightly abut the subject property, obscuring the view of the secondary façades (**Figure 3**). The primary façade features a slightly stepped parapet, a band of windows on the second story, and an entrance and band of windows on the first story. The second-story windows are large aluminum-frame sashes with transoms; the outer bays feature central operable sashes with side lights. The building's recessed entrance features glazed aluminum-frame doors with a transom. The storefront windows are large aluminum sashes with a sliding metal security gate above a stucco-clad bulkhead. A stone veneer has been applied to the piers on either end of the storefront. Since the 2011 update, it does not appear that the property has undergone further alterations.

**\*P3b. Resource Attributes:** HP6. One- to three-story commercial building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, CA.

**\*B6. Construction History:** See continuation sheet.

**\*B10. Significance:** The 2006 site record by Page & Turnbull includes a property description but does not provide historic context, property history, or an evaluation of the building's individual eligibility for listing in the California Register of Historical Resources (CRHR). The 2011 site record by Tim Kelley Consulting did not evaluate 1339 Mission Street's eligibility for listing in the CRHR. ICF evaluated 1339 Mission Street for the current study and determined that it is not eligible under Criteria 1–4. (See continuation sheet.)

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Colleen Davis, ICF

**\*Date of Evaluation:** August 20, 2018



**B6. Construction History (continued):**

In 1942, F. R. Siegrist, contractor, constructed 1339 Mission Street as a one-story (plus mezzanine) reinforced-concrete building for warehouse functions and sales. A building permit in 1972 was for demolition and replacement of fire-damaged materials. A 1989 permit was for parapet work, and a 1993 permit was for re-roofing. According to a review of the permits filed for the property and a comparison of photographs from 2011 and 2018, 1339 Mission Street has undergone minor alterations since the previous recordation in 2011. In 2017, the roof was replaced. In 2018, Mark Brand Architecture, a current tenant of the building, designed non-illuminated signs along the primary (north) façade for its own business as well as Blind Ambition Window Coverings. As of the current survey, both businesses occupy the building.

**B10. Significance (continued):**

Historic Context: The Hub

**Spanish and Mexican Periods**

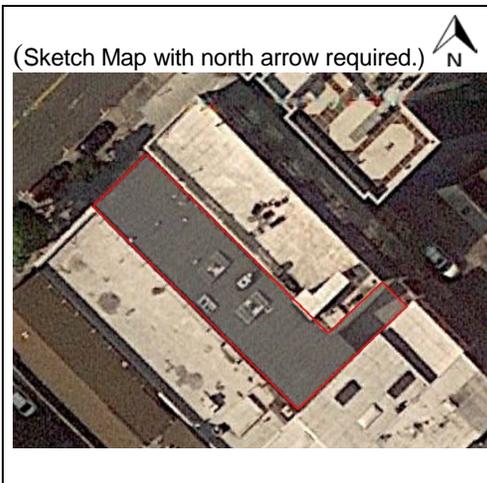
The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinality. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, as well as a series of Consolidation Acts that made the city and county boundaries identical by 1856, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49-50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49-50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires



that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

### **Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area, which had undergone a greater degree of industrialization prior to the earthquake and fires. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

#### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, got resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973:203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor “temples” as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers. Although labor unions experienced a period of decline during the 1920s, they thrived in San Francisco prior to that time. They also surged in strength during the 1930s thanks to pro-labor New Deal legislation, as well as policy at the federal level, and remained strong through World War II and the 1950s. Unions associated with both the American Federation of Labor (AFL) and the Congress of Industrial Organizations (CIO) were active in San Francisco. Union halls functioned as important institutions for many workers and helped them find jobs, socialize outside the workplace, maintain their tools, and organize (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### Site History

According to a 1913 Sanborn map, the L-shaped parcel upon which the subject building sits was once numbered 1341–1345 Mission Street. In 1913, a two-story building used for “junk” sat upon the parcel. (**Figure 4**) (Sanborn Fire Insurance Company 1913). The “junk” building's rectangular footprint occupied approximately half of the parcel's total square footage. Consistent with the pattern of post-1906 disaster reconstruction, the surrounding uses varied widely and included commercial, industrial, retail, and residential.

By 1938, the parcel was vacant (**Figure 6**) (David Rumsey Historical Map Collection). In 1941, the City of San Francisco issued a building permit to construct the current one-story (plus mezzanine) reinforced-concrete building at 1339 Mission Street for warehouse and sales use. As shown on the building permit, and subsequently on the 1949 Sanborn map, the building footprint occupies the entire parcel, mimicking its “L” shape (San Francisco Department of Building Inspection 1941; Sanborn Fire Insurance Company 1949). Reflecting a 30-foot frontage along Market Street and a 10-foot frontage facing Washburn Street, the building wraps around the building at 1337 Mission Street (**Figure 5**) (Sanborn Fire Insurance Company 1950).

In 1941, owners L. T. Ross and H. Schaberg transferred the property to J. Kalleson of Herbst Brothers, which owned the building until 1974 (City and County of San Francisco Office of the Assessor-Recorder 1941–1974). The Herbst Brothers concurrently purchased and developed the adjacent property at 1337 Mission Street.

Although the Herbst Brothers owned the subject building, it was occupied by a series of tenants. Consistent with the industrial character of the neighborhood, Stromberg Carlson Company, a telephone and electronics manufacturing company, occupied the building from 1948 to at least 1953 (R. L. Polk & Company 1948–1953). Describing themselves as “makers of voice transmission and voice reception apparatus for more than thirty years,” Stromberg Carlson Company traced its origins to the late 19<sup>th</sup> century (*San Francisco Chronicle* 1927:71). Stromberg Carlson Company boasted a “complete musical range throughout the entire broadcasting field” (*San Francisco Chronicle* 1927:71).

In 1974, the Herbsts’ sister, Esther Gruhn, transferred the property from Herbst Family ownership to Constantinos Gianaras. Members of the Gianaras family, including Constantinos Gianaras, Irene and Panos Gianaras, John Gianaras, as well as a family trust, owned the property until 1997. The historical record regarding the Gianaras family is somewhat spotty. Irene Gianaras served as a vice president of Sotheby International Realty during the mid-1980s (*San Francisco Chronicle* 1985:31). Panos Gianaras, who passed away in 2004, owned a restaurant (*San Francisco Chronicle* 2004:B4). In 2005, John Gianaras and Eugenia Sasloff transferred the property to Constantinos and Elaine Courecoumelis and Trust. Members of the Courecoumelis family continue to own the building (San Francisco Department of Building Inspection 2017).

The 1339 Mission Street building is associated with the history of labor activism in the neighborhood. Beginning in the early 20<sup>th</sup> century and reviving in the Depression era, numerous labor unions organized in the South of Market area because of its concentration of industry (Page & Turnbull 2009:5). Even many years later, the labor movement held sway in the area. For the decade between 1972 and 1982, the Retail Clerks Union and Retail Store Employees Union were linked to the building (San Francisco Department of Building Inspection 1973) as occupants. (The historical record is not clear as to whether these are two separate entities or alternative names for the same entity.) The union generated some notoriety. In 1980, a group of Bay Area supermarkets issued an open letter titled “Enough Is Enough” to supermarket customers through the *San Francisco Chronicle*. This letter was a response to the union’s demands for increased wages and benefits (*San Francisco Chronicle* 1980:64). This union is among several in the area; as the context states, they had proliferated in the area since the early 1900s. The labor unions that were foundational in the South of Market area date to the Depression.

Occupancy of 1339 Mission Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1948–1953	Stromberg Carlson Company (city directories)
1960–1963?	California State Council of Retired Clerks (city directories)
1973	Retail Clerks Union (permit)
1974–1982*	Retail Store Employees Union (city directories)
1992–?	Independent Biker (newspaper article)
2015–2017	Mark Brand Architecture (permit)
2017	Blind Ambition Window Coverings (permit)

The known owners of the building at 1339 Mission are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection.

Year	Owner
1941–1974	Herbst Brothers (J. Kalleson and Esther Gruhn)
1974–1997	Constantinos Gianaras
1997	Panos Gianaras Irene Gianaras Gianaras Revoc. Trust
2004	Jung Xu and Xia Ling Xu
2005	Eugenia Sasloff and John Gianaras
2005–present	Constantinos and Elaine Courecoumelis and Trust

*Occupant Biography: Herbst Brothers*

Herman H. and Maurice H. Herbst, along with their parents and siblings, moved to San Francisco in the early 20<sup>th</sup> century. Herman and Maurice were founding partners of Herbst Brothers, a sheet metal company that was located at 1525 Mission Street for 45 years (*San Francisco Sunday Examiner* 1967:11). Their father and a partner formed the Herbst Manufacturing Company (later known as Mission Maid), which manufactured metal garbage cans as well as other sheet metal and copper products (Herbst Foundation 2018). An obituary from April

1967 details Herman Herbst's career as a sheet metal executive (*San Francisco Sunday Examiner* 1967:11). In addition to the sheet metal business, the brothers also managed property holdings, which, over the course of 60 years, came to include the Glass Palace at 1407 Market Street, an apartment house at Broadway and Franklin, Hotel Rhodena on Geary Street, other buildings along Mission Street, and the subject property and its neighbor on Mission Street (*San Francisco Chronicle* 1926:12; *San Francisco Sunday Chronicle* 1926:10; *San Francisco Sunday Examiner and Chronicle* 1967:11; San Francisco Department of Building Inspection 1942).

In addition to their business and real estate pursuits, the Herbst brothers engaged in philanthropy. In 1961, Herman and Maurice incorporated the Herbst Foundation. Upon the 1967 passing of both brothers, their estate amounted to \$10 million (*San Francisco Chronicle* 1968:11). A 1977 news article highlights the 1932 Beaux-Arts Veterans Auditorium, refurbished and re-named Herbst Theatre in honor of the brothers, whose foundation underwrote the renovations. Located at 401 Van Ness Avenue, Herbst Theatre is referred to as the San Francisco War Memorial and Performing Arts Center and is in full operation as of 2018.

Evaluation of 1339 Mission Street under CRHR Criteria 1–4:

The building at 1339 Mission Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 1339 Mission Street under CRHR Criteria 1–4:

**CRITERION 1 (Events):**

The property was developed for warehouse functions and sales, common enterprises in the South of Market area. However, it housed a variety of uses during the historical era. The major tenant during this period was Stromberg Carlson Company, a telecommunications equipment manufacturer, founded in 1894. Originally established in Chicago, the company had several locations in San Francisco. Evidence that an innovative discovery or other important event occurred at the subject property did not emerge during research. A more recent long-term tenant was a retail workers union; however, there is no evidence that pivotal events in labor movement history directly tied to this union occurred at this location during their occupancy. Because research did not reveal important associations between 1339 Mission Street and events of historical significance, the building is not significant under CRHR Criterion 1.

**CRITERION 2 (Person):**

The 1339 Mission Street building was developed by the Herbst Brothers as an investment property and subsequently owned by them for 30 years. They did not occupy the building, nor does it appear to have been directly associated with their sheet metal business. Later owned by members of the Gianaras family for three decades, the building was an investment; it was not associated with their careers or businesses. Research did not reveal persons of importance who occupied the building as their productive place of work. Based on the above, the building at 1339 Mission Street is not significant under CRHR Criterion 2.

**CRITERION 3 (Design/Construction):**

Primarily a vernacular commercial building with subtle Streamline Moderne features, such as the alternating horizontal bands of windows and stucco cladding, 1339 Mission Street is not a historically significant example of its architectural style or building type. Furthermore, the building was constructed by a contractor who is not recognized as a master, and no architect responsible for the design of the building has been identified. 1339 Mission Street therefore is not significant under CRHR Criterion 3.

**CRITERION 4 (Information Potential):**

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 1339 Mission Street is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Recorded by Katrina Castañeda, ICF

\*Resource Name or #(Assigned by recorder) 1339 Mission Street

\*Date August 20, 2018     Continuation  Update

**B12. References (continued):**

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\*Recorded by Katrina Castañeda, ICF

\*Resource Name or #(Assigned by recorder) 1339 Mission Street

\*Date August 20, 2018       Continuation  Update

San Francisco War Memorial and Performing Arts Center. 2018. *Herbst Theatre*. Available: <https://www.sfwmpac.org/herbst-theatre>. Accessed: June 13, 2018.

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\*Recorded by Katrina Castañeda, ICF

\*Resource Name or #(Assigned by recorder) 1339 Mission Street

\*Date August 20, 2018     Continuation     Update

**Additional Figures:**



**Figure 1. Primary (north) façade from Mission Street, facing southeast.**



**Figure 2. Detail of primary façade.**



Figure 3. Context of building along Mission Street.

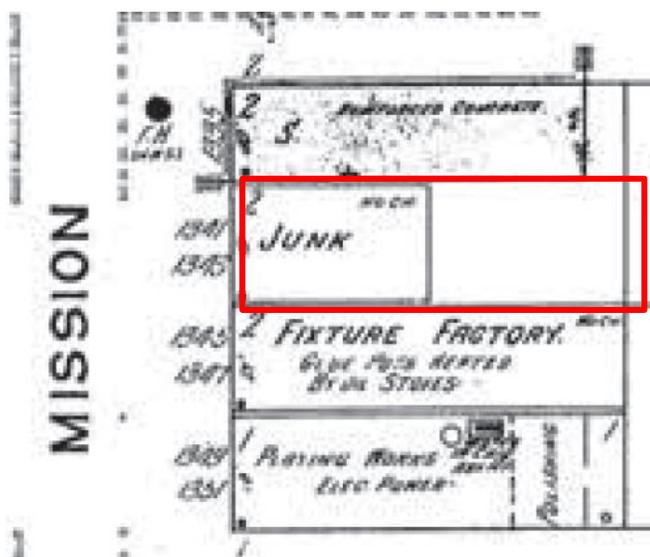


Figure 4. 1913 Sanborn Map, Volume 2, Sheet 186, edited. Source: Sanborn Map Company, accessed from San Francisco Public Library.

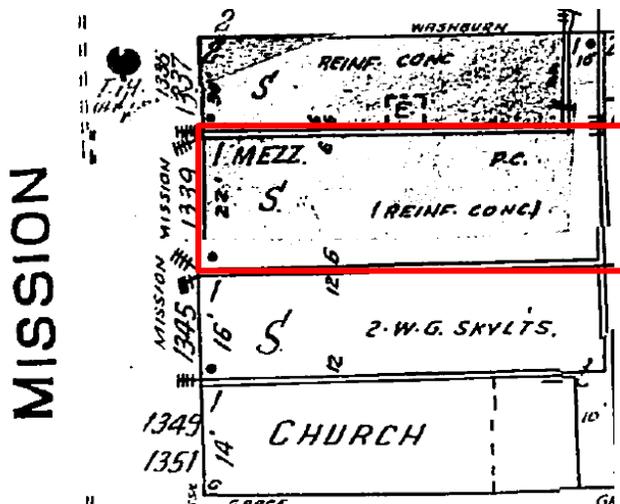


Figure 5. 1950 Sanborn Map, Volume 2, Sheet 186, edited. Source: Sanborn Map Company, accessed from San Francisco Public Library.

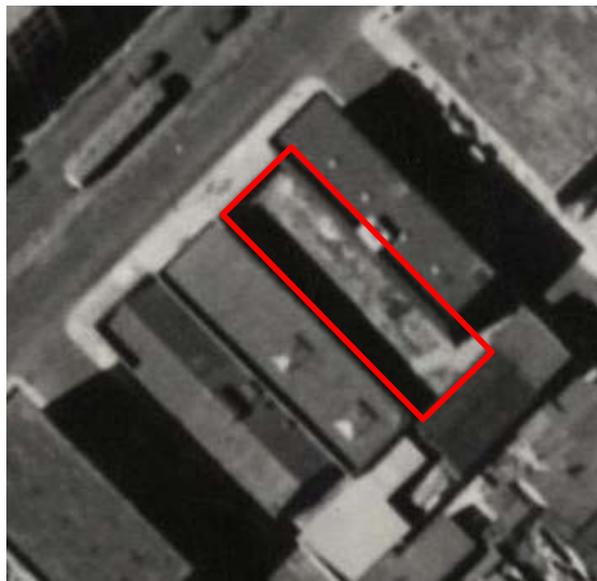


Figure 6. 1938 aerial photograph showing an undeveloped 1339 Mission Street, edited.  
Source: Harrison Ryker, accessed from David Rumsey Map Collection.

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 1 \*Resource name(s) or number (assigned by recorder) 1339 Mission Street

P1. Other Identifier

\*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:

Date:

\*c. Address: 1339 Mission Street

City: San Francisco

Zip: 94103

d. UTM: (Give more than one of large and/or linear resources) Zone \_\_\_\_\_; \_\_\_\_\_ mE/ \_\_\_\_\_ mN

e. Other Locational Data: Assessor's Parcel Number: 3509036

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

1339 Mission Street is located on a 29.5' x 100' lot on the southeast side of Mission Street, between Washburn and Grace Streets. Built in 1942, 1339 Mission Street is a two-story, concrete frame commercial building. The rectangular-plan building is clad in stucco and granite veneer and is capped by a flat roof. The foundation is not visible from the street. The primary façade faces northwest and is four bays wide. The first floor is clad in granite veneer and contains a storefront across the full length of the elevation. The storefront has a recessed entrance with double-leaf, aluminum glazed doors and transom in the left bay, and four contiguous aluminum-frame plate glass windows across the remaining bays. The upper floor is clad in stucco and has a continuous band of windows. The band features large awning sash with sidelights and transom in the outer bays and plate glass windows with transoms in the central bays. The second story windows have continuous molded stucco sills and lintels extending to the ends of the elevation. The primary facade terminates in a stepped parapet wall.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building

P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects)

\*P5b. Photo (view, date, accession #)

View from northwest  
9/5/2006

\*P6. Date Constructed/Age and Sources

Historic  Prehistoric  Both

1942

SF Assessors Office

\*P7. Owner and Address:

Constantinos Courcoumelis &  
John Gianaras  
445 Darien Wy  
San Francisco Ca

\*P8. Recorded by

Page & Turnbull, Inc.  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:

9/5/2006

\*P10. Survey Type: (Describe)

Reconnaissance



\*P11. Report Citation: (Cite survey report and other sources, or enter "none")

\*Attachments

- Archaeological Record  NONE  District Record  BSOR  Photograph Record  Location Map  Linear Feature Record  Sketch Map  Continuation Sheet  Other...

CONTINUATION SHEET

Primary #  
HRI #  
Trinomial

Page 1 of 1 Resource Name or # (Assigned by Recorder) 1339 Mission Street

\*Recorded by: Tim Kelley Consulting, LLC Date 3/9/2011

Continuation  Update

1339 Mission Street does not appear to have been altered since the time of previous survey and documentation, which described the building as it appears currently. This indicates that the non-original storefront assembly and entry doors now found on the first story of the primary facade were installed prior to 2006. The building generally retains integrity, however.

The building was previously documented on a DPR 523: Primary Record, which did not list any existing historic designations, nor provide evaluation of the building's eligibility for designation.



View of northwest facade. 103\_4220.JPG 3/9/2011

Page 1 of 21

\*Resource Name or #(Assigned by recorder) 1438–1444 Market Street

\*Recorded by Susan Parks Mohammad, ICF \*Date January 4, 2019  Continuation  Update

**P1. Other Identifier:** 1438–1444 Market Street, San Francisco, CA, 94102

**P2e. Other Locational Data:** APN(s): 0835/002

**\*P3a. Description:**

Page & Turnbull documented the building at 1438–1444 Market Street on a Department of Parks and Recreation (DPR) 523A (Primary Record) form in 2006 as part of the Market and Octavia Area Plan Historic Resource Survey. The stucco-clad concrete-frame building is a four-story structure with parapet on a narrow lot. The triangular block is bounded by Market Street, Van Ness Avenue, and Fell Street. The building is rectangular in plan, and its front façade is angled to correspond to the diagonal orientation of Market Street. The subject building is the smallest on this block of Market Street. Both of its side façades abut the neighboring buildings (see continuation sheet).

**\*P3b. Resource Attributes:** HP7. Three-plus-story commercial building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the City and County of San Francisco, San Francisco Planning Department, San Francisco, CA.

**\*B6. Construction History:** See continuation sheet.

**\*B10. Significance:** The building at 1438–1444 Market Street is identified as a Category V (unrated) building under Article 11 of the San Francisco Planning Code. This classification indicates that the subject building was in the C-3 (downtown) district at the time of the 1985 Downtown Plan but was not evaluated for listing in any historical register. Category V properties do not automatically qualify as historical resources under the California Environmental Quality Act (CEQA). In addition, the 2006 site record from Page & Turnbull includes a property description but does not provide historic context, a property history, or an evaluation of the building's individual eligibility for listing in the California Register of Historical Resources (CRHR). ICF evaluated 1438–1444 Market Street for the current study and determined that it is eligible under CRHR Criteria 1 and 2 (see continuation sheet).

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Susan Parks Mohammad, ICF

**\*Date of Evaluation:** January 4, 2019



**P3a. Description (continued):**

The front façade of 1438–1444 Market Street has been divided into two vertical bays (**Figure 1**). Stylistically, the building is a simple interpretation of the Classical Revival style, expressed primarily by the molded dentil entablature at the parapet and the egg-and-dart molded pilasters that rise from the sidewalk to the uppermost windows and frame the four stories. The glazed double-height ground story contains the building's primary entrance, which is east (right) of center (**Figure 2**). A granite pier with aluminum address numbers separates the building's two entry doors. The ground story contains a storefront that was remodeled in the 1990s; a small granite bulkhead supports a contemporary window assembly with minimal aluminum sashes. An aluminum lintel that spans the storefront is capped by a transom with vertical panes of butted glass. The contemporary updates to the storefront appear to be related to seismic retrofitting on the ground story. A steel I-beam and cross bracing are visible through the glazing. The interior mezzanine level is visible through the transom window.

The upper three stories of the building's primary façade feature replacement slider windows, with each story separated by stucco-clad spandrel panels (**Figure 3**). Between the ground-story transom and the second-story windows, a molded panel frames contemporary signage that spells the words "Dolan Law," which are set on aluminum pin letters. The signage is not original and dates to the Dolan Law group's occupancy of the building, which began in 2006.

The rear façade of the building fronts Fell Street (**Figure 4**). Overall, this façade is clad in painted stucco. The symmetrical composition has been divided into three vertical bays with punched openings. The ground story features a centrally located entrance with a contemporary aluminum door and sidelight below a transom panel with "Dolan Law" in aluminum pin letters. On either side of the entrance, aluminum plate-glass windows frame the door. A square plate-glass window with aluminum sash is on the right side. On the left side, the window is divided to accommodate a metal panel. Each of the three openings is capped by a two-part transom with aluminum sash, corresponding to the mezzanine level of the interior. A large spandrel panel separates the transom-level windows from the windows of the upper three stories. The bays of the upper three stories comprise nine windows. Each square opening contains an asymmetrical, six-lite aluminum sash window. A fire escape is attached to the center of the façade.

**B6. Construction History (continued):**

In 1913, the Pacific Motor Supply Company constructed 1438–1444 Market Street as a two-story-plus-mezzanine building for its showroom and sales facility. In 1918, two additional stories were added to the building; the permit for this work states that the building was originally designed to handle the load of the additional stories. "Theo Lenzen" was listed as the architect on the permit.

Permits held by the San Francisco Department of Building Inspection indicate that a fire occurred at the building in 1932; the fire-damaged areas were reconstructed. Two years later, a permit was filed by the owner, Wells Fargo Bank, to strengthen the fire-rated walls. In 1941, the storefront was updated, including a new bulkhead, new storefront, and a new sign for a nightclub. Research did not indicate any evidence of a nightclub in the building.

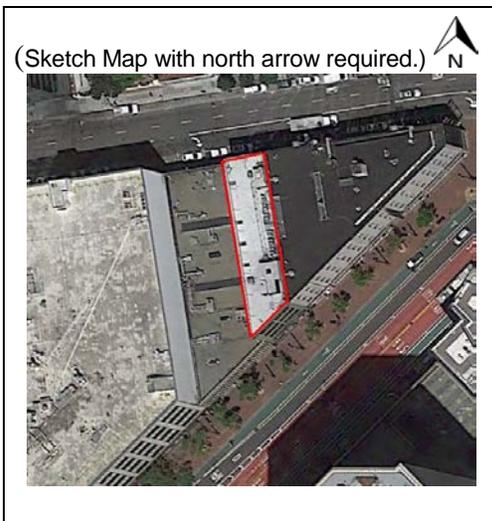
In 1963, owner Zack Zachariah completed upgrades to the fire walls and added fire-rated ceilings and stairwells. In 1988, Zachariah repaired the parapet. The storefront and visible seismic bracing were installed sometime following the 1989 Loma Prieta earthquake but before tenant Dennis Peron leased the building from Zachariah in 1995. In 2006, the building was converted to office use, which involved the following upgrades: removal of interior partition walls and other tenant improvements, installation of elevators, reroofing, upgrading of stairs and construction of a stair penthouse, and installation of heating, ventilation, and air-conditioning curbs. The replacement windows appear to be fiberglass sliders, which are most likely associated with the 2006 work.

**B10. Significance (continued):**

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco



conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

### **Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, as well as a series of Consolidation Acts that made the city and county boundaries identical by 1856, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49-50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49-50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57-58).

### **Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area, which had undergone a greater degree of industrialization prior to the earthquake and fires. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48-54; Tim Kelley Consulting 2011:14-16).

### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, got resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906-1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973:203-206; Page & Turnbull 2007:48-54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers. Although labor unions experienced a period of decline during the 1920s, they thrived in San Francisco prior to that time. They also surged in strength during the 1930s thanks to pro-labor New Deal legislation, as well as policy at the federal level, and remained strong through World War II and the 1950s. Unions associated with both the American Federation of Labor (AFL) and the Congress of Industrial Organizations (CIO) were active in San Francisco. Union halls functioned as important institutions for many workers and helped them find jobs, socialize outside the workplace, maintain their tools, and organize (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Automobile-Oriented and Transportation Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12th Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1931, Van Ness Avenue was extended south of Market Street, cutting laterally through several city blocks and thereby creating a new segment of the avenue between Market Street and what became the southwestern terminus of Howard Street. South Van Ness fed traffic to the segment of Van Ness Avenue north of Market Street and was a major part of U.S. Highway 101, the route to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with construction of South Van Ness Avenue. Between 12th and Howard streets, for example, South Van Ness was dominated by automobile repair and service buildings with Art Deco façades, some incorporating a mixture of Spanish decorative features. In 1937, the California Department of Public Works completed construction of a motor vehicle office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007b:85, 89, 106; Sanborn Fire Insurance Company 1950).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

#### Site History

An 1891 *Alta California* article notes a saloon owned by J.R. Simmonds as being located within the parcel that currently contains 1438–1444 Market Street (*Daily Alta California* 1891:8). The property was located within the fire line following the 1906 earthquake, and the original building was destroyed. The 1909 Block Book (**Figure 5**) notes that P.J. McGovern was the owner of the property. McGovern owned the property as far back as 1897. In 1913, the City of San Francisco issued a building permit to the Pacific Motor Supply Company, a motorcycle dealership, to construct the one-story (plus mezzanine) building to be used for motorcycle sales and repair (**Figure 6**). According to deeds from the San Francisco Office of the Assessor-Recorder, the Pacific Motor Supply Company owned and occupied the building until 1932.

A 1918 permit issued for the property listed P.J. McGovern as the owner; based on their alternating ownership, it is assumed that McGovern and Freed partnered to own the Pacific Motor Supply Company, the motorcycle dealership, though research has not confirmed this. The 1918 permit was for the construction of a two-story, vertical addition to the original building. *Building and Engineering News* also documented the addition, and listed P.J. McGovern as owner, with "Theo. W. Lenzen" as the architect (*Building and Engineering News* 1918:14). According to previous survey documentation, the building was historically known as the McGovern Building (Page and Turnbull 2006).

A.M. Freed was listed as the property owner on a 1932 permit. The property transferred from Pacific Motor Supply to Menlo Investment Company in 1934. Victor N. “Zack” Zachariah leased the property from the Menlo Investment Co. between 1934 and 1952. City directories list Zachariah’s radio supply business, and later computer supply business, in the ground story of the building starting around 1937 and continuing through the 1980s. Zachariah purchased the building from the Menlo Investment Company in 1952 and continued using the building for his radio-supply-turned-electronics-supply store until 1987. The Sanborn fire insurance map published in 1949 show the building as a four-story store consistent with its form today (**Figure 7**).

Zachariah placed the building into a trust in his name, but he was an active landlord until his death in 1999 (*Social Security Death Index*), as he appears in newspaper articles between 1995 and 1998 regarding his controversial tenant, Dennis Peron. Peron operated the Cannabis Buyers’ Club, an early medical marijuana dispensary, within the building from 1995-1998. Additional details on this tenant are provided below.

Peron orchestrated the handover of his club once the state shut it down in 1998. Peron chose Hazel Rodgers to be the director of a new medical marijuana club, which they called the Cannabis Healers Club. Rodgers continued to lease the building from Zachariah. Although research did not reveal exactly how long the new club was in the building, Rodgers died in 2000 (*San Francisco Chronicle* 2000:D7). It appears that the building subsequently sat vacant for several years. In 2006, the Zachariah Family Trust transferred the property to Wells Fargo Bank. The next year the bank sold the property to Christopher Dolan, who continues to operate the Dolan Law Firm within the building.

The known owners of the building at 1438–1444 Market Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection:

Year	Owner
1913	Wells Fargo Bank and Union Trust Company
1914–1934	Pacific Motor Supply Company
1934–1952	Menlo Investment Company
1952–1959	Zack Radio Supply Company
1959–1987	Victor N. Zachariah
1987–1993	Zachariah Family Trust
1993–2006	Zachariah Family Trust, Nancy Z. Jelinlich, Vick Z. Mackintosh, Diane Z. Onken, Joyce Z. Salsberry
2006–2007	Wells Fargo Bank and Union Trust Company
2007–present	Christopher Dolan

Occupancy of 1438–1444 Market Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1914–1934	Pacific Motor Supply Company
1934–1987	V.N. “Zack” Zachariah/Zach Electronics
1987–1995	Vacant
1995–1998	Dennis Peron and the San Francisco Cannabis Buyers’ Club/Cannabis Cultivators Club
1998–unknown	Hazel Rodgers and the Cannabis Healers Club
2006–present	Christopher Dolan/Dolan Law Firm

*Architect Biography: Theodore W. Lenzen*

The architect of the subject building at 1438–1444 Market Street, Theodore W. Lenzen, was born 1865 in San Jose to German immigrants. Both his father, Jacob, and uncle, Theodore, were involved professionally in the construction and design fields. Jacob is more often referred to as a builder, but is sometimes called an architect. Theodore W. Lenzen’s cousin Louis Theodore Lenzen also became a builder. This means that at one time in San Francisco and San Jose, there were four Lenzens involved in building; confusingly, three of them were named Theodore (Halberstadt 2016:6). The elder Theodore Lenzen is often referred to as San Jose’s “First Architect” but also constructed San Francisco’s Landmark No. 137, Notre Dame School, in addition to many prominent civic commissions in San Jose including the original San Jose City Hall (demolished 1958). Some claims estimate that the Lenzen family was responsible for the construction and/or design of more than 500 buildings in San Jose (Halberstadt 2016:6-7).

The younger Theodore Lenzen also studied architecture and was educated at Pacific College in Monterrey (Pacific Coast Architecture Database). Specific details on his professional history were not uncovered, though he was reported to be living in San Francisco at 18<sup>th</sup> Street and I Street in 1904 (*San Francisco Call* 1904). Lenzen’s name appears in newspapers for buildings including: “a substantial three-story frame building” at the corner of Harrison and Sixth Streets, for Mrs. Bertha Plau of San Jose (*San Francisco Call* 1912:43). Lenzen died in 1932 (Pacific Coast Architecture Database).

*Owner Biography: Victor Zachariah/Zack Electronics (1905–1999)*

According to the 1910 U.S. Census, Victor N. Zachariah was born in 1905 in Pretoria, South Africa to Elias and Catherine Zachariah, who were both born in Turkey. The family arrived in San Francisco in 1907. Victor founded the Western Radio Company in 1931, which supplied parts to local radio stations and even the military during World War II. In 1934, Zachariah moved his business into the subject building. Throughout the years the business was listed by several different names, but all were associated with Zachariah. Starting in 1934, city directories list the subject building as simply a “radio shop,” and by 1940 it was known as the Western Radio Mart. In 1941, the business went by the Zach Radio Supply Co., and it was later christened Zack Electronics.

In the late 1940s, Zachariah began to focus his business on selling broadcast supplies to local media stations. As prevailing consumer technology products changed, Victor adapted his business model, as well and changed the name of the business to Zack Electronics (Zack Electronics 2018). His business grew to include a number of retail locations across the Bay Area, including the East Bay, Palo Alto (where, as noted on the Zack Electronics website, he sold computer parts to Dave Hewitt, Steve Jobs, and Steve Wozniak in their early experimental days), and Chicago. In 1987, Zachariah sold the business to an investor group, and eventually the company merged with Belden Electronics, but kept the long-standing Zack name (Zack Electronics 2018).

*Occupant Biography: Dennis Peron and the San Francisco Cannabis Buyers’ Club*

Between 1995 and 1998, 1438–1444 Market Street and its activist owner, Dennis Peron, were frequently front-page news. Peron was a leading advocate for the legalization of marijuana for medicinal purposes. Many biographies anecdotally note that Peron, a Bronx native, made a pit stop in San Francisco on his way from New York to Vietnam in 1967. His exposure to the city’s liberal pre-Summer of Love atmosphere lured him back to San Francisco upon his discharge in 1971. In Vietnam, however, he had been exposed to marijuana use, and when he arrived back in San Francisco, he brought with him two pounds of the drug—the start to an almost 50-year career, during which he illegally sold and distributed marijuana; fought for its legal, medical use; and then retired to a farm to grow and give it away for free.

Peron referred to himself as a hippie and believed that anyone should be allowed to have marijuana without government regulation. He started out living in communes, while going to San Francisco City College on the G.I. Bill and selling marijuana on the side (Peron and Entwistle 2012). By 1974, when Peron was living with 28 people in a commune at 715 Castro Street police organized a drug raid on the property (Peron and Entwistle 2012). Based on his own accounts, Peron was given a lighter sentence of six months due to disorganization by the police. However, to his benefit, he was allowed to work during the day and return to jail at night (Peron and Entwistle 2012). During this time, he continued to operate the Big Top, as his commune was known, and also secured a lease on a large storefront restaurant located at the southeast corner of 16<sup>th</sup> and Sanchez streets. By that time, the storefront had already been abandoned for twenty years but housed a restaurant that could seat 250 patrons. A new restaurant, the Island, was born in the space, with recycled wood interiors in a “California hippie” style; long-haired hippie employees; mismatched, found furniture; and an initial food stockpile purchased from Safeway using \$1,500 in food stamps (Peron and Entwistle 2012). Most references to the Island recount its location at the southeast corner of 16<sup>th</sup> and Sanchez streets, but not its address. Peron’s description in his memoir of the building’s façade being clad “in raw wood from the floor to the roof” (Peron and Entwistle 2012) indicates that the extant building at 315 Sanchez Street was the former home of the Island.

Peron considered the building a natural location for Harvey Milk’s campaign headquarters when Milk ran for state assembly in 1975 (Gardner 2013), as the primary clientele and Milk’s supporters were mostly gay men and pot-smoking hippies (Peron and Entwistle 2012). The Island was also Milk’s headquarters for his history-making election to the Board of Supervisors in 1977. As Peron wrote in his memoirs:

The Island Restaurant soon became a home for political change in San Francisco. The restaurant was always a two-way feed, with the pot supermarket upstairs, supplying customers for the food downstairs. The Island was the only restaurant in the world where pot smoking was nearly mandatory. It grew so fast that the original 28 members soon expanded to 110, with lines around the block (Peron and Entwistle 2012).

Prior to opening the Island, Peron had made friends with the elderly activist “Brownie Mary” and ultimately sold her marijuana edibles upstairs in the establishment. Simultaneously, Mary was selling and giving her brownies to cancer patients to ease their pain (Peron and Entwistle 2012). Peron shut down the Island in 1977 and moved his pot supermarket from the second floor of the restaurant into an 11-room flat at 715 Castro Street (building extant) (Peron and Entwistle 2012). The “Big Top Take Two,” as Peron referred to the new establishment, operated as an open secret. Peron described the Big Top as a place “where a few folks could smoke a joint or two and take their time to decide on their purchase.” At that time, Peron sold only “natural stuff:” LSD, mushrooms, and marijuana (*San Francisco Chronicle* 1996:A1).

With the Big Top Take Two's business growing, the house was frequently bustling with people and the street was often full of cars and taxis dropping off buyers. San Francisco Police Department (SFPD) officers interviewed by the *San Francisco Chronicle* admitted that although heroin was then the Police Department's focus, Peron's operation was so large-scale that they couldn't continue to overlook his blatant disregard for drug laws (*San Francisco Chronicle* 1977:A1). The SFPD raided Peron's apartment in the Big Top building in 1978. When Peron heard them enter, he believed they were burglars and tossed a five-gallon water bottle down the stairs. The police fired, hitting Peron in the leg and shattering his femur. During Peron's prolonged trial for drug possession, one of the police officers who had raided Peron's apartment drew his gun in the courtroom, aimed it in rage at Peron, and made homophobic comments (Peron and Entwistle 2012). Peron received a shorter jail sentence (Gardner 2013), as the officer's anti-gay bias was found to have contributed to his reasons for shooting Peron initially.

Before going to jail, Peron also worked on drafting legislation and collecting 16,000 signatures to put an initiative, known as Proposition W (as in "weed"), on the ballot in 1978. The measure would have completely legalized marijuana in the city. It had the support of Supervisor Harvey Milk, who promised to see the policy through (Peron and Entwistle 2012). At that time, Mayor George Moscone also instructed law enforcement not to press marijuana-related charges (Lee 2013:226; Gardner 2013). Ultimately, though, these advancements were derailed when Milk and Moscone were assassinated in office (Lee 2013:226) and Dianne Feinstein became the city's Mayor. Peron subsequently ran for Milk's seat on the Board of Supervisors but lost.

In June 1981, the Centers for Disease Control announced that an unnamed infection with a peculiar list of symptoms had begun affecting otherwise healthy gay men in San Francisco. Within five years, 25,000 men in the city had died of the disease now known as AIDS. It has been argued that no one played a bigger role in providing relief to the city's ailing AIDS population than Peron. Marijuana offered AIDS patients relief from the severe nausea and "wasting syndrome," which was disease-induced anorexia that eventually led to death. Pharmaceutical drugs for AIDS were not on the market until the late 1980s (Lee 2013:226). Meanwhile, Brownie Mary had been handing out marijuana-laced brownies to AIDS patients in San Francisco General Hospital's Ward 86, during a time when the hospital was understaffed.

Peron and his partner, Jonathan West, had been renting an apartment at 3745 17<sup>th</sup> Street (building extant), and when the landlord offered to sell it to Peron at a low price, Peron and West purchased the building and began renovating it for communal living. It appears that it was purchased sometime in the late 1980s, based on the chronology of Peron's memoirs. Over time, the building became known as the Castro Castle. Peron wrote that he and West "remodeled the entire building, adding vast wraparound decks with a hot tub while upgrading the stand-alone carriage house into a little luxury cabin. It was full employment for everyone and somehow we still found space to hold a pretty big ongoing marijuana party with lots of people just dropping in and hanging out" (Peron and Entwistle 2012).

West was HIV-positive by 1986 and spent his final years in the house that he helped renovate (Peron and Entwistle 2012). During a pivotal moment in 1991, the Castro Castle was raided by the police searching for drugs. Peron and West were in their apartment at the time, and police seized four ounces of marijuana. West, who was then suffering the effects of AIDS, was put on the ground and handcuffed. Both men were harassed by the police, who made crude homophobic and AIDS-phobic jokes. Peron was charged with possession of marijuana. When the case went to trial, a frail West testified that the marijuana was his and was necessary to ease his suffering from his AIDS symptoms (Peron and Entwistle 2012). West died two weeks after the trial, and Peron reported in subsequent interviews that the incident fueled his activism to legalize the medicinal use of marijuana (Gardner 2013).

After the incident, Peron continued to sell marijuana, but shifted his efforts to advocating for the legalization of its medical use. With the AIDS epidemic in full force during the early 1990s, and his own partner, along with many friends, dying before his eyes, Peron focused on marijuana for its medicinal uses and as a means of comfort and promoting compassionate care. The AIDS crisis prompted a widespread community response in San Francisco: for instance, down the street from Peron's house on 17<sup>th</sup> Street, the "AIDS Drugs Buyers' Club" sold herbal remedies for HIV- and AIDS-related symptoms from China and Japan that were not available in local pharmacies. However, Peron noted that while marijuana was effective in providing relief to AIDS patients, it was not among the remedies sold at the AIDS Drugs Buyers' Club (Peron and Entwistle 2012).

In 1991, as his eulogy to West and other AIDS fatalities (Peron and Entwistle 2012), Peron and a team of friends authored the local initiative, Measure P (Heddleston 2013:123), allowing “hemp preparations” for medical purposes and prohibiting charges against doctors for prescribing marijuana. It passed in San Francisco with 78% of the vote (Gardner 2013). With AIDS affecting so many people in the city, San Francisco politicians had become more sympathetic to the cause, and to finding comfort for an AIDS-stricken population (*San Francisco Chronicle* 1996:A1). Once enacted, Proposition P made marijuana available to AIDS-stricken and other seriously ill patients without interference from law enforcement (Heddleston 2013:123). The Board of Supervisors then passed Resolution 741-92, which made the enforcement of marijuana laws, in cases where it was being used medicinally, as the City’s lowest priority offense (Heddleston 2013:123).

Peron opened the first medical marijuana dispensary under Prop. P in the basement of Castro Castle, using the name Brownie Mary’s Cannabis Café. It was set up as a one-night-only publicity stunt with the intent of gaining notoriety for the movement by drawing police attention. When the story of the café’s opening was aired on a local news station, calls from viewers flooded in requesting the address of the cafe (Kukura 2018). Peron and friends then felt the need to open a legitimate dispensary and chose a one-bedroom flat located at Ford and Sanchez streets (Kukura 2018), around the corner from his Castro Castle. (The exact address of this location could not be determined through research.) An article in *SF Evergreen*, noted that the so-called “budtender” operated from a closet while buyers hung out in the kitchen and living room” (Kukura 2018).

When Peron initially opened his establishment in Castro Castle on 17<sup>th</sup> Street, it was the first medical marijuana dispensary in the United States (*San Francisco Chronicle* 2018:A11). Author Martin E. Lee, in his book *Smoke Signals: A Social History of Marijuana*, called this the “coming-out of California’s medical marijuana community after many years in hiding” (Lee 2013:232). However, Proposition P had only legalized a patient’s possession of marijuana; Peron’s business and his vocation supplying marijuana were still not legal. Peron and his colleagues, including Brownie Mary, had expected to end up in jail for selling marijuana, but a combination of factors allowed them to continue. Mayor Frank Jordan decided to turn a blind eye, as he understood their focus and was sympathetic to the ailing members of the city’s population who sought relief. It also helped that the City’s Police Commissioner admitted to marijuana use while she underwent chemotherapy. By ignoring the scale of Peron’s operation, the SFPD was also spared the “the bad publicity of busting terminally ill people” (Lee 2013:233).

By fall of 1993, the club had outgrown its Sanchez Street location and rented a 2,000-square-foot space above a bar, the Transfer, at Church and Market streets (Kukura 2018). The San Francisco Cannabis Buyers’ Club (SFCBC) opened its doors on April 1, 1994, at 194 Church Street (building extant) (Peron and Entwistle 2012).

According to sociologist Tom Heddleston, “The San Francisco Buyers’ Club served as both the operational and symbolic headquarters for a group of activists for the burgeoning medical marijuana movement” (Heddleston 2013:123). The group consisted of Peron and Brownie Mary, Dale Geiringer of the group National Organization for the Reform of Marijuana Laws (NORML), and a married couple who led a group in Santa Cruz, along with the director of the allied Oakland Buyers Club. It was around this time the Hazel Rogers, another elderly woman, joined the group. Her ophthalmologist had sent her in search of marijuana to ease her glaucoma symptoms (Peron and Entwistle 2012). The demographics of the Cannabis Buyers’ Club shifted, with more straight, elderly, and non-AIDS patients joining.

The club had designated staff for each task, including budtenders, joint rollers, cleanup crews, and staff to check doctors’ prescriptions and paperwork. The club was open only a few hours each day, and created membership cards using a Red Cross symbol, overlaid with a marijuana leaf. At the same time the club opened, the group created legislation to take the State Senate (Peron and Entwistle 2012). Their bill became Senate Bill (SB) 1364, which attempted to legalize marijuana for medical use. The bill passed the Senate and Assembly before being vetoed by conservative Governor Pete Wilson.

In August 1995, with the SFCBC’s membership at 4,000 members, Peron wished to expand the SFCBC and signed a lease for a much larger space at 1438–1444 Market Street (Gardner 2013). Peron was familiar with the building since his friend Tom Ammiano had leased the ground floor as his campaign headquarters when he ran for Supervisor (Gardner 2013). Peron informed building’s owner, Zack Zachariah, that he also intended to run a campaign from the building. Peron rented the entire 30,000-square-foot building, including five stories with a basement, for \$2,000 per month (Peron and Entwistle 2012). In his memoir, Peron recounted his initial impression of the building on Market Street: “The building was a cavernous, a huge empty shell, that once housed an electronics components company... The top floor was five flights up and featured dramatic views from windows facing City Hall, just one block away, due north. The view was magnificent, particularly inspiring to anyone with a political agenda” (Peron and Entwistle 2012). Peron decided then, he wanted to lease the space.

The subject building at 1438-1444 Market Street became what was later described as the “nerve center for activism and a sanctuary for the sick” (Lee 2013:241). The building had been damaged in the Loma Prieta Earthquake in 1989 and was “reinforced with steel girders and crossbeams that broke up the floor space.” Peron has been quoted as saying, “It was perfect for a buyers’ club, we just put counters between the girders” (Gardner 2013). The ground floor was used for offices, one for registering club members and one for registering votes and getting signatures for the ballot measure. Most of the staff worked on the second floor (the mezzanine level). The third and fourth floors were used as smoking lounges (Gardner 2013). All the California-grown marijuana was on the fourth floor at the “big bar,” and the Mexican grown marijuana on the third floor.

In mid-August 1995, 40 members of the Cannabis Buyers Club gathered in the subject building and voted to pursue open-ended medical marijuana legislation (Gardner 2013). This approach was influenced by the work of the center’s medical coordinator, Dr. Tod Mikuriya (1933–2007), who volunteered with the SFCBC and set up a study that interviewed patients regarding their ailments and the effectiveness of marijuana on treating their symptoms. He then created a list of diseases that marijuana could most effectively treat (Lee 2013:233). Mikuriya used his list of medical conditions in Peron’s draft legislation, including the open-ended phrase “and other illnesses for which marijuana might offer relief.” As others were getting comfortable with the idea of medical marijuana for AIDS, cancer, glaucoma, and a handful of other diseases in recent years, Peron, NORML, and others knew that the plant could be helpful for other issues. Dr. Mikuriya’s broad language opened the doors for marijuana to be allowed to treat anxiety, depression, and other disorders.

The language of the legislation set the stage for other uses, but its primary goal was to legalize dispensaries and possession of marijuana for medical reasons. The proposed measure was submitted to the state in September 1995, as the Compassionate Use Act, which Peron signed off on. It had some holes in it, as it didn’t set age limits, or how patients would obtain marijuana, or how many plants one could grow. It just created a “doctor regulated exception to state enforcement” (Lee 2013:240).

Peron had 150 days to get the signatures needed for the proposition to become a ballot measure. Geiringer and others wanted Peron to hire professional campaign managers. Peron assumed that his network of patient-activists could do the job. A signature drive was launched on December 1, 1995 from the mezzanine level of 1438–1444 Market Street. By January 1996 it was clear to insiders that the campaign was faltering under Peron’s loose, impulsive management style (Lee 2013:240). In a *New York Times* interview, Peron inflated the number of signatures he had gathered. After seeing this article, drug policy critic Ethan Nadelmann convinced Southern California reform-minded billionaires George Soros, Bill Zimmerman, and a few others to donate to the cause. Peron was the face of the movement in the Bay Area, and it has been argued that his efforts early in the campaign built broad-based support for the measure. Peron received a lot of credit for the work, and was a vocal figure who led the movement, but he needed the professional backing to carry it forward. On June 1, 1996, the state certified the ballot measure (Lee 2013:242-243).

What was presented to California voters as Proposition 215, however, was different than Peron had intended. Language amended by the proposition’s billionaire backers still made it legal to be arrested for marijuana possession, but it was defensible with a doctors’ prescription. Peron had intended, however, for no one to be arrested in the first place. Peron submitted his own ballot language, at the expense of his working relationship with the wealthy supporters of Proposition 215. The state then had to choose between the two versions of the bill and ultimately chose the billionaires’ weaker version (Lee 2013:243). Peron wanted to close the loophole and make medical marijuana legal for patients to use, legal for doctors to prescribe, and legal for marijuana dispensing collectives to sell.

Peron had longstanding enemies on the inside of the San Francisco Police Department, and as well as California Attorney General Dan Lungren, and by 1996 both were conducting an investigation of Peron. Police Officer Joe Bannon, who was gay, frequented Peron’s club while working for both the SFPD and the federal Drug Enforcement Administration and went undercover to buy marijuana without a doctor’s note from the club. Law enforcement from the California Bureau of Narcotics Enforcement had set up surveillance equipment in the Bank of America building across Market Street from the subject building. On August 4, 1996, Peron’s club was raided by local, state, and federal agents, who confiscated the club’s money and marijuana, and even pointed guns at the club’s patrons (*San Francisco Chronicle* 1996:A1; ActUP Archives 2018). The Club was shuttered after the raid (*San Francisco Chronicle* 1998:12) and a restraining order was placed on Peron to prohibit him from growing, selling, or distributing marijuana. Mayor Willie Brown’s office hesitated to criticize the incident, and the SFPD publicly denied its involvement. Two months later, however, California voters voted in favor of Proposition 215, signifying a major achievement for the medical marijuana movement and for Peron.

Before the raid, the Club was said to have 10,000 members. Many were interviewed in the following days and expressed amazement, stating that they would have to drive to the Santa Cruz Cannabis Buyers Club (a reciprocal membership club) or risk buying marijuana off the streets (*SF Gate* 1996a:A1). In January 1997, the club reopened in the subject building as the Cannabis Cultivators Club. Hundreds of people gathered for the ribbon cutting ceremony (Lee 2013:254). Peron had been caught selling marijuana to people without a doctors’ prescription, including caregivers of sick people, and others. Attorney General Lungren convinced the state Superior Court to issue a notice to shut down the Club again.

In his memoirs, Peron argued that the story was twisted, and that he was pilloried for instances when he sold to dying, cancer-stricken teenagers whose mothers begged him for marijuana. Peron’s loose interpretation of the rules ultimately cost him the club (*SF Gate*

1998a). He stepped aside as the manager in late 1998 and placed 79-year old Hazel Rodgers as the director of the new “Cannabis Healers Club” (*SF Gate* 1998a; *SF Gate*, 1998b). That same year, Peron threw his hat into the ring for the California gubernatorial race specifically to run against Lungren, and wanted to use his time to focus on that effort. The subject building at 1438-1444 Market still served as his campaign headquarters, and he was frequently there. Once again, though, an undercover agent found the club selling to someone with a fake doctor’s note, and the club was shut down in May 1998. Peron was allowed to use the club for the next week only for campaigning purposes, and then he walked away for good.

Peron lost the Republican primary election in June, and ultimately Lungren lost the nomination later that year. Peron’s reputation among recreational marijuana sources and advocates is that of martyr and leader. Peron often referred to himself as a gay hippie, who simply wanted everyone to be able to use or grow marijuana as they wished. His legacy, however, is more complex. Some felt that Peron was too loose in his rules and that he carelessly provided marijuana to underage individuals and other recreational users; in the end, many saw Peron as a liability to the movement that he started: “he bends the rules, and sometimes they break” (*SF Gate* 1998c).

Peron retired to his farm in Lake County, California, where he had previously started a co-op marijuana farm on land loaned to him by one of his supporters (*SF Gate* 1999). The days of the SFCBC on Market Street were over, but many other stores sprang up under Proposition 215. Peron continued to own the Castro Castle as a bed and breakfast, with a few arrests noted in newspapers for selling or being in possession of marijuana in other states. He once again appeared in the public eye when he opposed the legalization of recreational marijuana through Proposition 64 in 2016. He believed it undermined the efforts of Proposition 215 and would cause a loss of respect for marijuana as a medicinal drug (MerryJane 2016). In 2017, in spite of his conflicted legacy, Peron was honored by the San Francisco Board of Supervisors with a Certificate of Honor for his contributions to the city (MerryJane 2018).

Peron died in January of 2018 at the age of 71. He was married to fellow advocate John Enstwhile (*San Francisco Chronicle* 2018:A11). He was often quoted as saying, “I came to San Francisco to find love and to change the world. I found love, only to lose him through AIDS. We changed the world.” For all of his arrests, leadership, and contributions Peron is widely regarded as “the father of the medical marijuana movement” (*San Francisco Chronicle* 2018:A11). Numerous sources, including mainstream news media and recreational pot websites, recounted his death and his contributions to the efforts to legalize medical marijuana in California.

Evaluation of 1438–1444 Market Street under CRHR Criteria 1–4:

The building at 1438–1444 Market Street is not currently listed in, and has not been previously found to be eligible for listing in, the CRHR. The following provides an evaluation of 1438–1444 Market Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 1438–1444 Market Street was initially constructed for motorcycle sales but has housed a variety of uses. The building was also associated with the automobile industry, as the home of the Pacific Motor Supply Company. These early tenants reflect, but are not exemplary within, the broader context of the Hub area’s commercial development during the early twentieth century. However, the major long-term tenant was Zack Electronics, a retailer that established itself in the building, then grew to have other locations across the Peninsula and the East Bay, even as far away as Chicago. However, none of the early tenants appears to have had a notable influence on the commercial history of San Francisco.

During the second half of the 1990s, the building served as the third location to house the SFCBC, the country’s first medical marijuana dispensary. The Market Street location of the SFCBC was the largest enterprise of its kind in the city at the time and experienced numerous raids by the SFPD and other agencies. The SFCBC, which was run by medical marijuana pioneer Dennis Peron, attracted frequent press attention and also served as the headquarters for the Proposition 215 campaign, which in 1996 succeeded in legalizing medical marijuana use in California. As such, the subject building at 1438-1444 Market Street housed the SFCBC at a momentous time in the medical marijuana legalization movement and was directly associated with this significant historic context. Each time the SFCBC moved to a new location, it was because of its own success and growth. The height of the AIDS epidemic proved that marijuana could be used not as a cure, but as “compassionate care” that provided relief to the sick and dying. Marijuana boosted appetites, eased aches and pains, and relieved the stress of dying, all of which translated across other diseases. The scale of the operation, housed within 1444 Market Street’s 30,000- square-foot building, and the national attention it garnered, aside from the medicinal and social good it provided San Franciscans, embodied the successes, and the turmoil, of the medical marijuana movement. With the legality of the establishment flip-flopping throughout the late 1990s, the building, like many culturally significant sites in the City, operated for a very brief period of time, during a critical moment in American history. The subject building (which the SFCBC filled entirely during its tenure in the building) was the most centrally located and publicly accessible location of the institution, and, viewed symbolically, was also the closest location to City Hall. In this location, the SFCBC conveyed the growing openness, and public and political acceptance, of medical marijuana use in San Francisco and the state at large. As the headquarters for the campaign to pass Proposition 215, the building has been referred to as the nerve center of medical marijuana activism during the 1990s, a period of enormous advances. While the history of the SFCBC itself can be traced back to the small apartment on Sanchez Street and the second-floor location on Church Street, 1438-1444 Market Street represents the culmination of its members’ long efforts to legalize medical marijuana in California, as well as the entrance of medical marijuana into the public sphere in San Francisco.

Sufficient time has passed for a scholarly perspective to be developed on the significance of the SFCBC within the history of medical marijuana advocacy in San Francisco, California, and the United States at large. The importance of the SFCBC within these contexts is described extensively in the book *Smoke Signals*, the primary mainstream press account of the social history of marijuana use in the United States available at the time of the current study (Lee 2013). Additionally, numerous articles published in newspapers such as the *San Francisco Chronicle* and *San Francisco Examiner* during the SFCBC's occupancy of the subject building detail the club's pioneering role within the broader context of the medical marijuana movement in California during the 1990s. The significance of this context has been detailed in many articles published in mainstream and cannabis industry media outlets that are cited throughout this DPR form set. Furthermore, this context has received heightened media coverage and study due to rapid developments in the legal status of marijuana use in California since the passage of Proposition 215 in 1996. As a result, numerous available sources identify 1438-1444 Market Street as a particularly significant property within the context of the medical marijuana movement of the 1990s, and the subject building may be evaluated for CRHR eligibility under Criterion 1 even though it is associated with events that occurred less than 45 years ago. For these reasons, 1438–1444 Market Street is significant under Criterion 1 for its associations with the patterns of local, state, or national history to the extent necessary to qualify for listing in the CRHR. The period of significance under Criterion 1 is 1995-1998, the years the SFCBC occupied the subject building.

**CRITERION 2 (Person):**

The building at 1438–1444 Mission Street is associated with Victor N. Zachariah, who inhabited and/or owned the building for almost 50 years. Though Mr. Zachariah had a long-term association with the building, and his electronics enterprise at the building grew, it does not appear that he made significant contributions to the fields of radio or computer electronics that are closely associated with his use of the subject building.

Mr. Zachariah leased the building to gay rights and medical marijuana advocate Dennis Peron, who used the building from 1995–1998 for the SFCBC. Peron is a significant figure in the medical marijuana movement in California, who sold marijuana illegally, then advocated for its use for compassionate care during the height of the city's AIDS epidemic, and ultimately advocated to legalize its use. The legislation that Peron contributed to included Proposition P, which made medical marijuana legal in the city with a doctor's note (1991); a city resolution (1992) that made marijuana possession the lowest priority charge in San Francisco; and Proposition 215 (1996), which made medical marijuana legal with a doctor's prescription in California. Peron is often referred to as the "Father of the Medical Marijuana Movement," and he was honored by the San Francisco Board of Supervisors for his contributions to the city and the state in 2017.

Peron's legacy can be mapped across many locations in the Castro and surrounding neighborhoods--from his commune at 715 Castro Street, to flats that staged the first home of the SFCBC, to the Castro Castle that operated as a bed and breakfast during the last 10 to 20 years of Peron's life. Peron's name is widely recognized through his association with these ventures. Overall, though, he gained recognition as the "Father of the Medical Marijuana Movement." The subject building at 1438-1444 Market Street represents the culmination of Peron's life and his advocacy.

Peron was a committed advocate who was also known to be a brash attention seeker. The State Senate and the Board of Supervisors have honored Peron, along with his friends and teammates, for his dedication to this cause. The scale of the SFCBC while it was housed within 1438-1444 Market Street and the national attention it garnered embodied Peron's contributions to the medical marijuana movement. With the legality of the establishment flip-flopping throughout the late 1990s, the building, like many culturally significant sites in the City, operated for a very brief period of time, during a critical moment in California history.

Many newspapers and media outlets, particularly those of the medical marijuana industry, trace the roots of the movement back to Peron; many write that without Peron and his connection to the AIDS epidemic, medical marijuana would not have been a national conversation during the 1990s. Though Peron's SFCBC inhabited the subject building for only three years, it was during a crucial moment in Peron's lifelong efforts to legalize medical marijuana use at a large scale. Similar to the reasons described under Criterion 1 above, sufficient time has passed for a scholarly perspective to be developed on the significance of Dennis Peron in twentieth-century San Francisco history. The numerous books (including his own biography) and media articles cited throughout this DPR form set demonstrate that Peron was an influential and highly recognizable figure in efforts to widen the acceptance of medical marijuana usage in California in the final decades of the twentieth century. Peron's death in early 2018 led to the publication of many articles on his life and advocacy, which clearly illustrate his central role in the significant context of the medical marijuana movement. Therefore the subject building may be evaluated for CRHR eligibility under Criterion 2 even though it is associated with events that occurred less than 45 years ago.

For these reasons, the building at 1438–1444 Market Street is significant under CRHR Criterion 2 for its association with Dennis Peron. The period of significance under Criterion 2 is 1995-1998, the years Dennis Peron was associated with the subject building through his management of the SFCBC and his leading role in the campaign to pass Proposition 215 that was headquartered there.

### CRITERION 3 (Design/Construction)

The building at 1438–1444 Market Street is a relatively simple early-20<sup>th</sup>-century American commercial-style loft building with elements of the Classical Revival style, such as the entablature at the parapet with egg-and-dart molding and simple Doric pilasters. It was designed by architect Theodore W. Lenzen, who was the nephew of the prolific San Jose architect Theodore Lenzen. The building at 1438–1444 Market Street is not a historically significant example of its architectural style or building type, and Theodore W. Lenzen does not appear to be a master architect. The building at 1438–1444 Market, therefore, is not significant under CRHR Criterion 3.

### CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types involving the built environment. The subject building is not an example of a rare construction type. In addition, a review of archeological sensitivity is outside the scope of this evaluation.

### INTEGRITY

In addition to demonstrating significance under CRHR Criteria 1–4, a property must retain integrity when being evaluated for listing in the CRHR. Integrity is the measure by which a property is evaluated, based on the property's ability to convey its historical significance. To retain integrity, a property must have most of the seven aspects of historic integrity, as defined by the National Register of Historic Places and adopted by the CRHR: location, design, materials, workmanship, setting, feeling, and association. The following provides a discussion of 1438-1444 Market Street's integrity:

*Location:* The building at 1438-1444 Market Street has not been moved since its 1995-1998 period of significance, and therefore, the building retains integrity of location.

*Design:* The subject building retains its original simple Classical Revival stylings, including a molded dentil entablature at the parapet and the egg-and-dart molded pilasters that frame the four-story building. The subject building also retains the post-Loma Prieta Earthquake seismic interventions, including a steel I-beam and cross bracing are visible through the windows at the front façade. Although the window assembly within the storefront may have been altered during renovations in 2006, the broad fenestration pattern on the building remains as it was during the SFCBC's tenure within the building during the 1990s. The interior mezzanine level remains visible throughout the transom window. Therefore, the building retains integrity of design.

*Materials and Workmanship:* No substantial changes related to materials and workmanship at the subject building appear to have occurred since the period of significance. The exterior remains clad in stucco, and the upper-story sliding windows that appear to date to the SFCBC's occupancy of the building are still in place. The ground floor contains a newer, contemporary glazing assembly with aluminum lintel that does not disrupt the overall material palette and construction techniques that characterize the building. Therefore, the building retains integrity of materials and workmanship.

*Setting:* The relationship of the subject building to the street and to its neighboring buildings has not changed since the period of significance. The subject building was constructed in 1908, and the buildings on either building are original to that time period. The surrounding area of Market Street at the edge of Civic Center remains an active commercial district, and Market Street continues to function as the primary transportation corridor through downtown San Francisco. The setting of the subject building continues to convey the highly public location that conveys the SFCBC's growth into the public sphere during the 1990s. Therefore, the building retains integrity of setting.

*Feeling:* Although the SFCBC no longer occupies the subject building, the architecture of the building (including its visible mezzanine and seismic bracing), the fenestration pattern that conveys the building's former commercial use, and its highly public location on a heavily trafficked area of Market Street allow the building to convey its feeling as the home of the SFCBC during the period of significance. Therefore, the building retains its integrity of feeling.

*Association:* The building's intact integrity of location, setting, design, materials, workmanship, and feeling allow it to retain a direct link to its identified significance under Criteria 1 and 2. The building retains many of the features that were present during the campaign for Proposition 215 and when Dennis Peron and the SFCBC occupied the building. Its overall form, fenestration pattern, and prominent location on Market Street allows an individual who frequented the SFCBC in 1438-1444 Market Street to recognize it as the space that previously housed that institution. Therefore, the building retains integrity of association.

In summary, the subject building retains integrity of location, design, materials, workmanship, setting, feeling, and association. It retains sufficient overall integrity to convey its significance under Criteria 1 and 2.

#### CHARACTER-DEFINING FEATURES

ICF identifies the following as the character-defining features of 1438-1444 Market Street, as related to the building's significance under CRHR Criteria 1 and 2:

- Four-story loft-style building, with double height ground floor storefront comprised of contemporary butted glass panels that are divided from the vertical panes of butted glass at the transom level by an aluminum lintel;
- Location on Market Street and primary Market Street entrance providing direct access to the sidewalk;
- Stucco cladding on the front façade, including in the spandrel panels;
- Classical Revival style pilasters with egg-and-dart molding;
- Dentil molded entablature;
- Window bands at the upper three stories containing sliding windows; and
- Seismic cross-bracing and a support column made of I-beams can also be seen through mezzanine level windows.

#### Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 1438-1444 Market Street is eligible for individual listing in the CRHR under Criteria 1 and 2. The property is therefore a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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Zack Electronics. 2018. *About Us*. Available: <https://www.zackelectronics.com/about-zack-electronics/>. Accessed: December 10, 2018.

**Additional Figures:**



**Figure 1: Detail of front façade of 1438–1444 Market Street; seismic bracing is visible through the mezzanine windows.**



**Figure 2: Detail of the storefront at 1438–1444 Market Street.**



**Figure 3: Detail of the upper stories and parapet at 1438–1444 Market Street.**



**Figure 4: Rear façade, viewed facing south.**

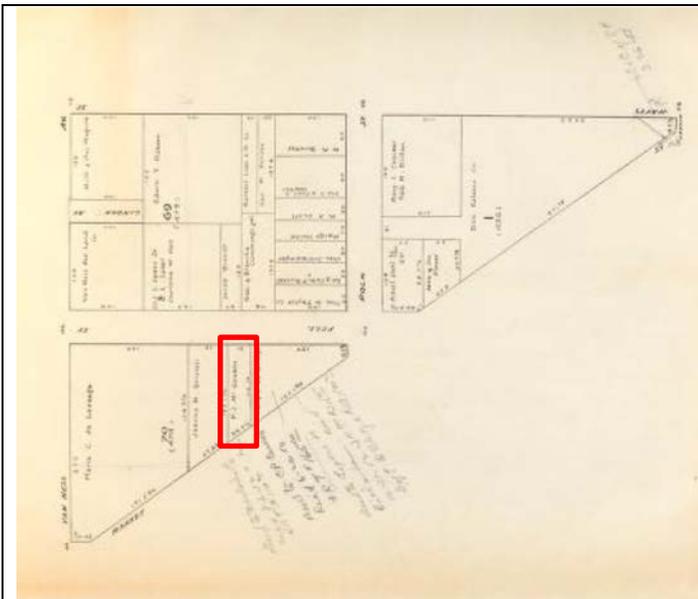


Figure 5: The 1909 Block Book, volume 6, page 442, edited by ICF. Source: Archive.org.

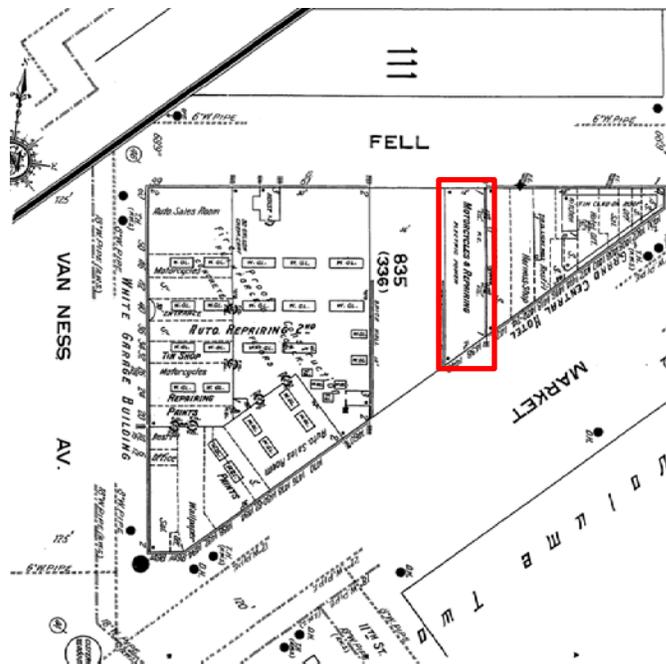


Figure 6: The 1913 Sanborn Map, volume 1, sheet 6, edited by ICF. Source: Sanborn Map Company, accessed through the San Francisco Public Library.

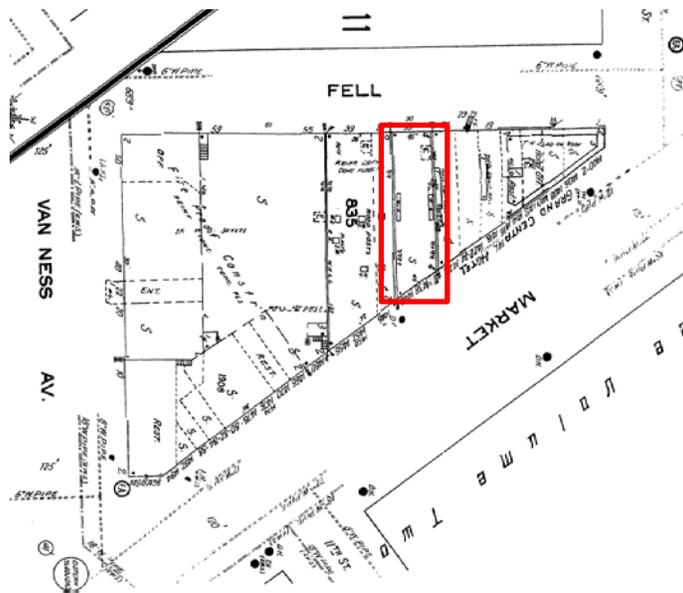
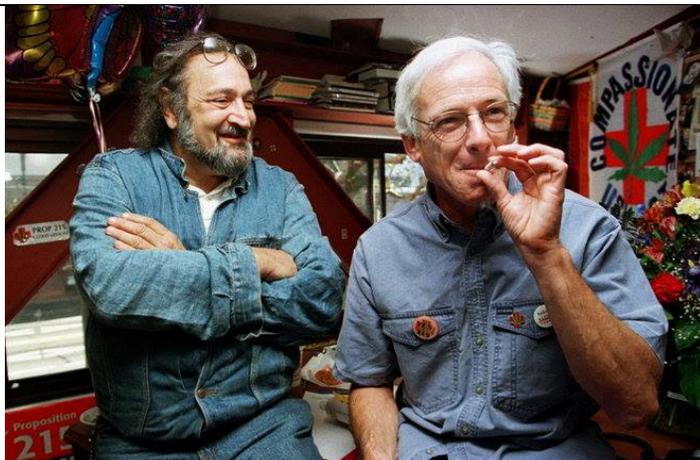


Figure 7: The 1949 Sanborn Map, volume 1, sheet 63, edited. Source: Sanborn Map Company; accessed through the San Francisco Public Library.



**Figure 8: Photo of Dennis Peron attending a memorial service inside of the SFCBC at 1438-1444 Market Street for a SFCBC employee who died of AIDS. Note the slider windows in the background. Source: O'Shahnessey's Online, "The Biggest Part of Healing."**



**Figure 9: Photo of Dennis Peron (right) inside the SFCBC at 1438-1444 Market Street. Note the slider windows and seismic cross-bracing in the background. Source: *Marijuana Times*, "Part II: Inside Marijuana Activism."**

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 1 \*Resource name(s) or number (assigned by recorder) 1444 Market St.

P1. Other Identifier: McGovern Building

\*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, Calif. Date: 1956 (rev. 1973)

\*c. Address: 1444 Market St. City: San Francisco Zip: 94102

d. UTM: Zone: 10 mE/ \_\_\_\_\_ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 0835-002

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

1444 Market Street is located on an irregularly shaped lot on the north side of Market Street between Van Ness Avenue and Polk Street. Constructed in 1913, 1444 Market Street is a four-story, concrete-frame commercial building designed in the Classical Revival style. Clad in stucco, the building has an irregular plan and a flat, parapeted roof fronted. The south-facing primary façade is two bays wide. The first story contains storefronts with modern metal-frame glazed doors and windows in both bays. The upper stories have bands of modern, vinyl sliding windows in both bays. Plain pilasters with modest capitals are set at each end of the elevation, supporting an entablature at the roofline with a wide frieze and cornice with dentils.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP7: 3+ Story Commercial Building

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other



P5b. Photo: (view and date)  
View from south  
8/11/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1913  
SF Assessors Office

\*P7. Owner and Address:  
L & P Properties, LLC  
41368 Danzon Ct  
Fremont, CA

\*P8. Recorded by:  
Page & Turnbull, Inc.  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:  
8/11/2006

\*P10. Survey Type:  
Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

\*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)

Page 1 of 13

\*Recorded by Margaret Roderick, ICF

\*Resource Name or #(Assigned by recorder) Gantner & Mattern Company Building

\*Date August 20, 2018  Continuation  Update

**P1. Other Identifier:** 1453 Mission Street, 950 Minna Street, San Francisco, CA, 94103

**P2e. Other Locational Data:** APN(s): 3510-057

**\*P3a. Description:**

Page & Turnbull documented the building at 1453 Mission Street on a Department of Parks and Recreation (DPR) 523A (Primary Record) form in 2006, as part of the Market and Octavia Area Plan Historic Resource Survey. The Gantner & Mattern Company building, a light-industrial loft-type building with large storefronts denoting a strong commercial presence, faces northwest onto Mission Street (**Figure 1**). The company commissioned George Kelham as the architect and Henry J. Brunnier as the engineer. Lindgren & Company constructed the Classical Revival building in 1913. The 103- by 160-foot rectangular building is located on the east side of Mission Street, mid-block between 10<sup>th</sup> and 11<sup>th</sup> Streets, with its rear façade along Minna Street. The five-story building has a flat roof with four sawtooth roof monitors and a small partial story housing a lunch room along Mission Street, which gives the building the appearance as a six-story building from the street. Constructed of reinforced board-formed concrete, the building contains classical detailing on its primary façade.

The primary façade faces northwest onto Mission Street and is clad in stucco, which has been scored to give the appearance of ashlar masonry. The symmetrical façade features regular fenestration across its five bays, which are separated by pilasters. The building contains two entrances at the first floor, both located at storefronts in the second and fourth bays (**Figure 2**). The entrances are offset to the south of each bay and recessed approximately 2 feet from the sidewalk. A set of metal-framed, glazed double doors with a narrow transom forms each of these two entrances. (See continuation sheet.)

**\*P3b. Resource Attributes:** HP7. Three-story (or more) commercial building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, CA.

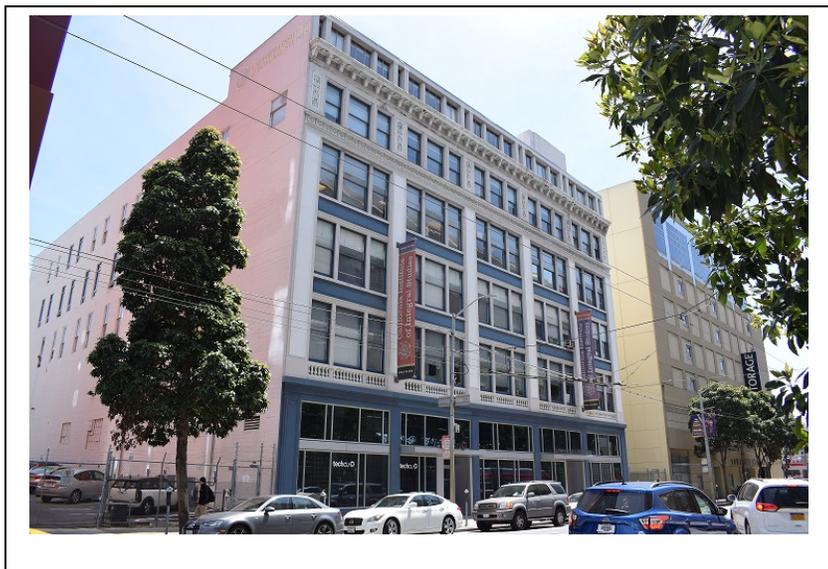
**\*B6. Construction History:** See continuation sheet.

**\*B10. Significance:** The 2006 site record completed by Page & Turnbull includes a property description but does not provide historic context, property history, or an evaluation of the building's eligibility for listing in the California Register of Historical Resources (CRHR). ICF has evaluated 1453 Mission Street for the current study and determined that the building is eligible under Criterion 3. (See continuation sheet.)

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Colleen Davis, ICF

**\*Date of Evaluation:** August 20, 2018



**P3a. Description (continued):**

To the north of each entrance, a large plate-glass window is divided into three asymmetrical lights by metal muntins. A metal cantilever extends out over each entrance and its adjacent window, and a five-light window separated by muntins surmounts the configuration. Like the window below, the clerestory window's lights are asymmetrical. A large asymmetrical five-light window separated by metal muntins, with an asymmetrical five-light clerestory window above, forms storefronts in bays one, three, and five.

Each bay in the second through fifth floors contains a tripartite window arrangement, with a wooden one-over-one double-hung sash flanked by identical, slightly narrower wooden one-over-one double-hung sashes. Blue painted spandrel panels separate floors one through four. A carved balustrade, providing some of the building's classical detailing, embellishes the spandrel panel dividing the second floor from the third. A sculpted architrave separates the fourth and fifth floors and spans the width of the building. Corbels support a projecting, decorated cornice. The decorative scheme is rife with rosettes and other classical floral detailing. Decorative relief panels, also rife with floral patterns, separate bays in the fifth floor (**Figure 3**). The rooftop lunchroom completes the primary façade. A pair of squat square columns with a tall, narrow, fixed sash window separates the bays, which correspond to those below. Instead of double hung sash windows, each bay of the sixth story lunchroom features a tripartite window consisting of a casement flanked by narrower casements.

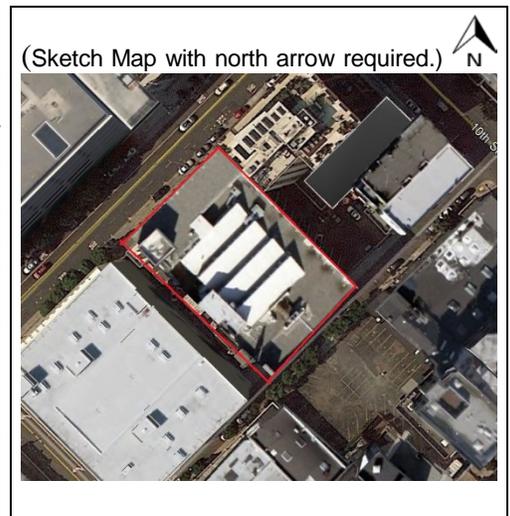
The north façade faces northeast onto a surface parking lot, and its board-formed concrete wall displays irregular fenestration. Two painted-over rolled steel multi-light awning or hopper windows near the center of the building comprise the first floor's only fenestration, while no fenestration is located on the second floor. Tall windows, some of which also contain vents, constitute the third through fifth floors' fenestration. Ten windows pierce the fourth-floor wall, and 12 pierce the fourth and fifth. Original windows are four-over-four wood-frame units; the replacements are three-light windows, with one-light fixed sash with a one-light fixed sash transom above and a one-light hopper window below. Although an early image of the building shows loading doors along this façade, visual inspection does not evidence infill alterations; the board-formed concrete remains consistent on this façade.

The south façade (**Figures 4 & 5**) faces southwest onto a narrow surface parking alley and contains irregular fenestration. The first floor contains two metal roll-up doors and at least one pedestrian door to the south near Minna Street. In addition, the first floor also contains at least four windows, with two toward the middle and two to the south near Minna Street. The second and third floors contain two windows to the north and three large windows to the south. The fourth and fifth floors contain two windows to the north and three large windows to the south, separated by a medium sized window. All windows on this façade appear to be replacement windows. The smaller windows appear to be configured as a one-light fixed sash with a one-light fixed sash transom above and a one-light hopper window below. The larger windows are divided into four sashes, one of which contains a square hopper window while the other lights remain fixed. Medium-sized windows appear to be three-light fixed sash. A metal fire-escape is affixed to the south portion of this façade, over upper-floor large windows.

The five-bay rear façade faces southeast onto Minna Street and features regular fenestration (**Figure 6**). A set of metal-framed, glazed double doors flanked by side lights recessed approximately 3 feet from the wall comprises the pedestrian entrance in the fourth bay from the south. A four-light fixed-sash clerestory window provides fenestration above the door. Two metal roll-up doors in the first bay to the south and a set of solid metal doors that appears to provide utilities or facilities access in the north bay form additional entrances to the building. A 20-light metal window with a porch overhang surmounts one of the roll-up doors. Large eight-light fixed-sash windows are located in bays two and three on the first floor. Bay configuration in floors two through five is consistent: the first bay to the south contains a nine-light window, while the remaining four bays contain 12-light windows. A metal fire escape fronts the northern bay.

**B6. Construction history (continued):**

The building at 1453 Mission Street was constructed between 1912 and 1913 (San Francisco Tax Assessor). A storefront was altered in 1917 with relocation of the entrance (San Francisco building permit). An interior mezzanine was added to the first floor in 1920, and alterations were made to the roof (San Francisco building permit). The building underwent unspecified alterations to the primary façade in 1942 (San Francisco building permit). Doors were replaced with a metal and glass configuration in 1959 (San Francisco building permit). A fire-escape balcony was replaced or added in 1984 (San Francisco building permit). The building underwent unspecified alterations in 1985 (San Francisco building permit). A step at the front entrance was removed and a power-assist door installed for accessibility in 1999 (San Francisco building permit). Two new window openings were created and windows were installed on the northeast wall of the second floor in 2006 (San Francisco building permit). The storefront along Mission Street was replaced in 2014, and the interior lobby was expanded during an interior renovation (San Francisco building permit). Most windows along the south and east façades and several windows along the north façade were replaced at an unknown date but most likely c. 2014 (visual inspection);



and stucco-cladding was applied to the south and east façades at an unknown date (visual inspection).

**B10. Significance (continued):**

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, as well as a series of Consolidation Acts that made the city and county boundaries identical by 1856, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49-50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49-50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57-58).

**Reconstruction and Development through Mid Century**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area, which had undergone a greater degree of industrialization prior to the earthquake and fires. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48-54; Tim Kelley Consulting 2011:14-16).

### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, got resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

### Site History

The Gantner & Mattern Company, a clothing manufacturer, purchased the parcel at 1453 Mission Street in 1912 for construction of a factory and offices (*San Francisco Chronicle* 1912:9). Before the 1906 earthquake, the parcel contained two-story multi-family flats with basements (Sanborn Fire Insurance Map 1899–1900: 2.145). The parcel remained unimproved in the aftermath of the earthquake until construction of the Gantner & Mattern Company Building.

The construction of the Gantner & Mattern Company building corresponds to industrial development in San Francisco in the aftermath of the 1906 earthquake. The most significant periods of industrial construction in the area were 1906–1914 and the 1920s, with isolated examples from the 1930s and World War II (Page & Turnbull 2009:101). The building housed the Gantner & Mattern Company knitting factory, wholesale department (which included a large showroom), and executive offices. Indeed, the only portion of the company not housed within this building was the retail department, which was located at Post Street and Grand Avenue (San Francisco Chamber of Commerce Activities 1917:146). The company remained in the building until 1960; the company had been sold in 1956 and later liquidated (*San Francisco Chronicle* 1956:10). The Gantner & Mattern Company was a major employer, with at least 400 employees working at the building after its construction (*San Francisco Call* 1913:11). The company appears to have been involved in the community and maintained several sports teams for its employees (*Oakland Tribune* 1904:14; *San Francisco Chronicle* 1930:29).

While occupying the building, the company invented new, bold colored dyes and revolutionary swimwear for men. The new fluorescent colored dye was said to be visible from a distance of 2 miles (Lineer 1947:17). In 1932, the company invented "Wikies"—topless swimwear for men and the first of its kind (**Figure 7**) (Bramlett 2011). Prior to the development of Wikies, men's swimwear fashion dictated that any swim trunks also include a tank top or short-sleeved shirt. This change has influenced the designs of men's swimwear through the present day. Gantner & Mattern maintained offices and factory space in a number of locations earlier in the 1900s. The original building permit is not available, but the 1913 Sanborn map denotes a five-story building, extending to a sixth story along Mission Street (Sanborn Fire Insurance Company 1913). Articles from the period also establish that the sixth story housed a small cafeteria and lunchroom for the company's employees (San Francisco Chamber of Commerce Activities 1917:146). In addition, the four saw-tooth roof monitors and ample windows around the building were key features of the original design. The 1949 and 1950 Sanborn maps and Polk's San Francisco City Directories indicate that the company occupied the building until 1961.

In addition to its knitting operations, Gantner & Mattern Company moved its wholesale sales offices to the subject property in 1917 (*San Francisco Chronicle* 1917:7). The building also contained the company's executive offices, but extensive research in the *San Francisco Chronicle* provided very little information about the lives of company founders John O. Gantner and George A. Mattern. Sons of both Gantner and Mattern held positions with the company. Vallejo Gantner was a design director c. 1940, and Herman A. Mattern was a director and plant manager before his retirement in 1939 (*SFGate* 1996; *San Francisco Chronicle* 1957:24). Edith Skemp served as chief of the advertising department c. 1940 (Ned Scott Archive 2018). Through a friendship with Vallejo Gantner, Ned Scott produced photos for the

company from 1937 to 1942 but worked from Los Angeles; correspondence between Skemp and Scott indicates that he never visited the headquarters building on Mission Street in San Francisco (Ned Scott Archive 2018).

In 1962, three companies occupied the Gantner & Mattern Company building: Bankamericard, California Inspection Rating Bureau Insurance, and Allied Maintenance Service Corps. By 1971, Bankamericard had vacated the building; the other two companies remained. In 1980, the mayor's office located several services within the building. The Advertising Checking Bureau, as well as Allied Maintenance Service Corps, also occupied the building in 1980 (Polk's 1962, 1971, and 1980).

Building permits indicate that the California Institute of Integral Studies, a higher education institution offering interdisciplinary programs of study, occupied the building as early as 2004. It appears that, beginning in 2016, the California Institute of Integral Studies shared the building with a branch location of a financial institution, Technology Credit Union.

Occupancy of the Gantner & Mattern Co. Building is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1913–c. 1961	Gantner & Mattern Company, Knit Goods Central Office & Wholesale Sales
1962	Bankamericard; California Inspection Rating Bureau Insurance; Allied Maintenance Service Corps
1971	California Inspection Rating Bureau Insurance; Allied Maintenance Service Corps
1980	Mayor's offices (employment and training, youth services, and job services); Advertising Checking Bureau; Allied Maintenance Service Corps
2005	California Institute of Integral Studies
2016	Tech CU

The known owners of the Gantner & Mattern Co. Building are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection.

Year	Owner
1913	Gantner & Mattern
9/18/1961	Alta Investors
7/17/2014	RSF Social Investment Fund, Inc.

*Architect Biography: George W. Kelham*

The Gantner & Mattern Company commissioned George W. Kelham to design the building, with H. J. Brunnier as the structural engineer, and had Lindgren & Company construct the building (Cykler 1915:277). Kelham arrived in San Francisco after the 1906 earthquake with a commission to oversee the construction of the new Palace Hotel and stayed in the city. Kelham was appointed chief architect of the 1915 Panama Pacific International Exposition in San Francisco and appointed supervising architect at both the University of California, Los Angeles and the University of California, Berkley. Kelham also designed some of San Francisco's tall buildings of the period, including the Russ Building (1927), which remained the city's tallest building until 1964 and was the first in downtown San Francisco to include automobile parking (Proctor 2018a; Michelson 2005–2015). Kelham often worked with engineer Henry J. Brunnier on projects such as the Gantner & Mattern Company and the Russ buildings. Like Kelham, Brunnier arrived in San Francisco after the 1906 earthquake (Proctor 2018b). The work of both men changed the San Francisco skyline through their command of and sensitivity to design and engineering.

California Register of Historical Resources Evaluation of 1453 Mission Street

The building at 1453 Mission Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 1453 Mission Street under CRHR Criteria 1-4:

CRITERION 1 (Events):

Constructed in 1912–1913, the Gantner & Mattern Company building is generally associated with post-1906 earthquake reconstruction and industrial development in the South of Market area of San Francisco. Apparel manufacturing was a major industry in the Hub area during this period. Owned and occupied by an apparel company and used as a manufacturing site for many decades, the Gantner & Mattern Company building reflects the transition of the surrounding neighborhood from a pre-disaster residential area to a mid-century industrial center. However, association with the broad pattern of post-1906 industrial development in the South of Market area is not sufficient grounds alone for significance under Criterion 1. The Gantner & Mattern Company building housed a large industrial facility in the South of Market district but was constructed several years into the post-earthquake reconstruction campaign of central San Francisco, so that it was not an early example of a manufacturing facility and does not appear to have had an influence on the wider development of its neighborhood. While the Gantner & Mattern Company is known to have developed innovative forms of swimwear within the subject building, specifically the Wilkie

variety of men's swimwear, the company itself does not appear to have been influential to the extent that it would be considered exemplary within the context of post-1906 industrial development and commerce in the South of Market district. For these reasons, the Gantner & Mattern Company building is not significant under Criterion 1.

CRITERION 2 (Person):

Although the company appears to have been productive in the first half of the 1900s, it does not appear that Gantner, Mattern, or others associated with the company made a significant contribution to history individually. Therefore, the Gantner & Mattern Company building at 1453 Mission Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The Gantner & Mattern Company building at 1453 Mission Street is an excellent example of early-twentieth-century, Classical Revival-style industrial building. Designed by master San Francisco architect George W. Kelham and exhibiting a high level of architectural detail at its primary façade, the subject building features many aspects of the industrial loft building type, which was often utilized for garment and textile factories of the early 1900s. The 1913 Gantner & Mattern Company building served the purpose of operating as the company's knitting factory, headquarters, and wholesale showroom. Typically constructed of reinforced concrete and containing production rooms, retail spaces, and commercial offices, industrial loft buildings placed manufacturing on the top floor, and products were transferred to lower levels during the finishing process (City of Los Angeles 2018:146; Page & Turnbull 2009:92). Additional characteristics of the industrial loft type exhibited by the subject building include lighting and ventilation facilitated through operable windows and sawtooth monitor roof, as well as fireproof reinforced concrete construction. While the subject building features many of the characteristics of the industrial loft building, this building type is not uncommon within the South of Market area, and the presence of these features alone does not qualify the building for CRHR eligibility under Criterion 3.

The Gantner & Mattern Company building is distinguished, however, by the high level of Classical Revival architectural detailing at its primary façade. The building exhibits a tripartite composition, with a clear design hierarchy rising from the base of the building, continuing through the body, and terminating with the ornate upper levels. Although the windows within the ground-floor storefronts have been altered since the building was constructed, the current window assemblies conform to the original division of bays and do not interrupt the evenly divided and symmetrical composition of the façade. Decorative features above the first story include a second-story balustrade and a multitude of floral patterns (including brackets, rosettes, panels, and a several architraves with leaves and flowers) that adorn the fifth-story (**Figure 2 and 3**). The elevated level of architectural detail at the primary façade creates a highly refined appearance for an imposing industrial building in the South of Market area. Given its intact Classical Revival architectural features, the subject building expresses high artist values. Therefore, 1453 Mission Street is eligible for the CRHR under Criterion 3. The period of significance associated with the building's significance under CRHR Criterion 3 is 1913, the year construction of the building was completed.

CRITERION 4 (Information Potential):

As a reinforced-concrete building completed in 1913, 1453 Mission Street's construction is similar to numerous other buildings constructed throughout California in the early 1900s. The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archaeological sensitivity is outside the scope of this evaluation.

INTEGRITY

In addition to demonstrating significance under CRHR Criteria 1–4, a property must retain integrity when being evaluated for listing in the CRHR. Integrity is the measure by which a property is evaluated based on the property's ability to convey its historical significance. To retain integrity, a property must have most of the seven aspects of historic integrity as defined by the National Register of Historic Places and adopted by the CRHR: location, design, materials, workmanship, setting, feeling, and association. The following provides a discussion of the Gantner & Mattern Company building's integrity.

Location: The building retains integrity of location because it has not been relocated.

Design: Although the building has undergone alterations since its 1913 construction, the combination of elements that create form, plan, space, structure, and style remain intact. The building has not undergone substantial alterations or additions that could affect integrity of design; the replaced first-story windows reinforce the existing division of bays and vertical design hierarchy across the façade. Moreover, the structure of the building also remains intact.

Materials and Workmanship: Workmanship and materials have compromised integrity due to alterations primarily to the storefront, but the building retains sufficient integrity to convey its significance: Board-formed concrete construction is evident on the non-primary façades, and

the primary façade retains its classical detailing. For example, the second-floor balustrade continues across the façade and architraves and panels at the fifth-floor express artistic workmanship through a variety of classical floral patterns.

Setting: Integrity of setting is substantially compromised. When completed in 1913, the block between 10<sup>th</sup> Street and 11<sup>th</sup> Street along either side of Mission Street contained unimproved parcels and a series of one- to three-story stores and warehouses. Unimproved parcels, a shed, and several residential units existed to the building's rear along Minna. By 1949 the setting had been altered, but most buildings remained one to three stories tall (Sanborn 1913; Sanborn 1949). Today, large contemporary buildings flank Mission Street between 10<sup>th</sup> and 11<sup>th</sup> streets, yet some smaller scale one- to two-story buildings are still located along Minna Street.

Feeling and Association: The building retains integrity of feeling—the building is an expression of both the aesthetic and historical qualities of a particular time and context. Although the original signage on the building is long gone, the building still expresses its integrity of association as light industrial and office building from the early 1900s. Elements such as the sawtooth roof monitors and classical architectural details support this association.

In summary, the subject building retains integrity of location, design, materials, workmanship, feeling, and association, and retains sufficient overall integrity to convey its significance under Criterion 3.

#### CHARACTER-DEFINING FEATURES

ICF identifies the following as the character-defining features of 1453 Mission Street, as related to the building's significance under CRHR Criteria 1 and 3:

- Overall, imposing box-like massing;
- Six stories, including the sixth-story cafeteria volume adjacent to Mission Street;
- Board-formed concrete construction, visible at secondary façades;
- Large windows on all four façades of the building;
- Sawtooth monitors/roof;
- Presence of storefronts at Mission (although storefront materials and design are not historic);
- Engaged balustrade on second-floor, primary façade;
- Classical detailing, primary located above the fourth-floor, primary façade;
- Entablature above fourth-floor containing floral medallions and floral brackets;
- Floral patterned relief panels located between sets of windows in the fifth-floor;
- Entablature above fifth floor containing floral patterns including:
  - Floral cornice supported by brackets;
  - Coffered rosettes on the underside of cornice.

#### Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, the Gantner & Mattern Company building is eligible for individual listing in the CRHR under Criterion 3. The property is, therefore, a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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Figure 1: Primary (west) and north façades, camera facing south.



Figure 2: Primary (west) façade, detail of storefronts along street, camera facing southeast.



Figure 3: Primary (west) façade, detail of classical ornament, camera facing southeast.



Figure 4: South façade, camera facing northwest.



Figure 5: South façade, camera facing northwest.

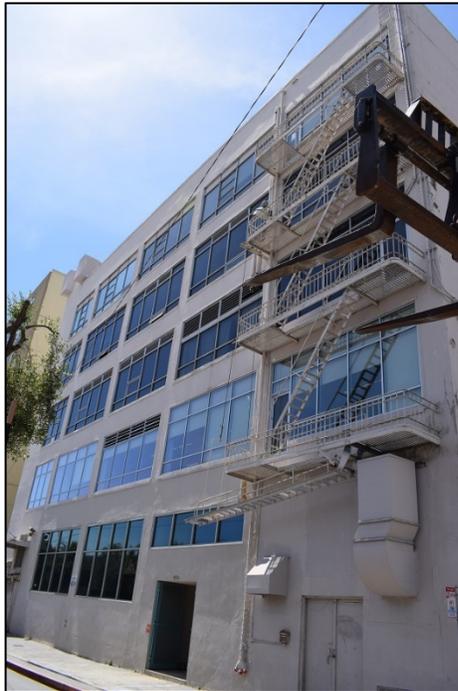


Figure 6: Rear (east) façade, camera facing west.



Figure 7: Ad for Wikies. Esquire, 1934.

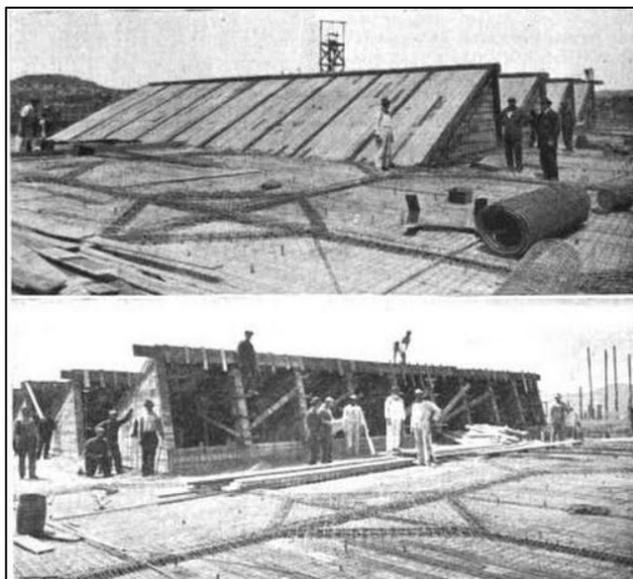


Figure 8: Details of Saw-tooth Roof Monitors during construction, also showing reinforced concrete construction. E. F. Cykler, 1915.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 3 \*Resource name(s) or number (assigned by recorder) 1453 Mission St.

P1. Other Identifier: Also 1449 Mission St. / California Institute of Integral Studies

\*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, Calif. Date: 1956 (rev. 1973)

\*c. Address: 1453 Mission St. City: San Francisco Zip: 94103

d. UTM: Zone: 10 mE/ \_\_\_\_\_ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3510-057

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

1453 Mission Street is located on a 164.67' x 160' lot on the southeast side of Mission Street, between 10th and 11th Streets. Built in 1913, 1453 Mission Street is a five-story-plus-penthouse, concrete frame commercial building with a three-part vertical block composition featuring Classical ornament. The rectangular-plan building is clad in scored stucco and simulated masonry and is capped by a flat roof. The foundation is not visible from the street. The primary façade faces northwest and its five bays wide. The first story contains two modern storefronts consisting of divided, metal-frame plate glass windows and recessed entrances with glazed, metal-frame, double-leaf doors, sidelights, and transoms. The bays on the first story are articulated by molded stucco pilasters with inverted triangles at the capitals. The upper four stories are divided into bays by three-story molded stucco panels. Each bay has three contiguous double-hung wood sash windows. The second-story windows feature turned wood balustrades while the third and fourth stories have spandrel panels. An entablature with rosette and acanthus frieze and projecting (continued)

\*P3b. Resource Attributes: (list attributes and codes) HP7. 3+ story commercial building

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other



P5b. Photo: (view and date)  
View from northwest  
9/5/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1913  
SF Assessors Office

\*P7. Owner and Address:  
Alta Investors  
Sankowich Properties  
1453 Mission St Ste 560  
San Francisco, CA 94103

\*P8. Recorded by:  
Page & Turnbull, Inc. (CM)  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:  
9/5/2006

\*P10. Survey Type:  
Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

\* 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  
**CONTINUATION SHEET**

Primary# \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_

Page 2 of 3

\*Resource Name or # (Assigned by recorder) 1453 Mission St.

\*Recorded by: Page & Turnbull

\*Date 9/5/2006

Continuation  Update

**P3a. Description, continued.**

cornice separates the fourth and fifth stories. Vertical molded panels with acanthus and anthemion motifs flank divide the bays on the fifth story. The primary façade terminates in an entablature with anthemion architrave, paneled frieze, scroll brackets, and projecting cornice with rosette ornament on the soffit. A single story penthouse with metal casement and fixed windows separated by squared pilasters rises above the cornice line. The exposed southeast elevation has single windows in each bay on the third, fourth and fifth stories. The third and fifth stories have 4-over-4, double-hung, metal sash, while the fourth story has fixed metal windows with fixed transom sash and bottom awning sash. The rear (Minna Street) elevation has small bay entrances in the first, third, and fourth bays with metal overhead or double-leaf doors. The upper stories have aluminum frame, fixed windows with fixed top sash and vents, fixed and awning bottom sash, and inset awning sash. The building appears to be in good condition.



Northeast elevation

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

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

Page 3 of 3

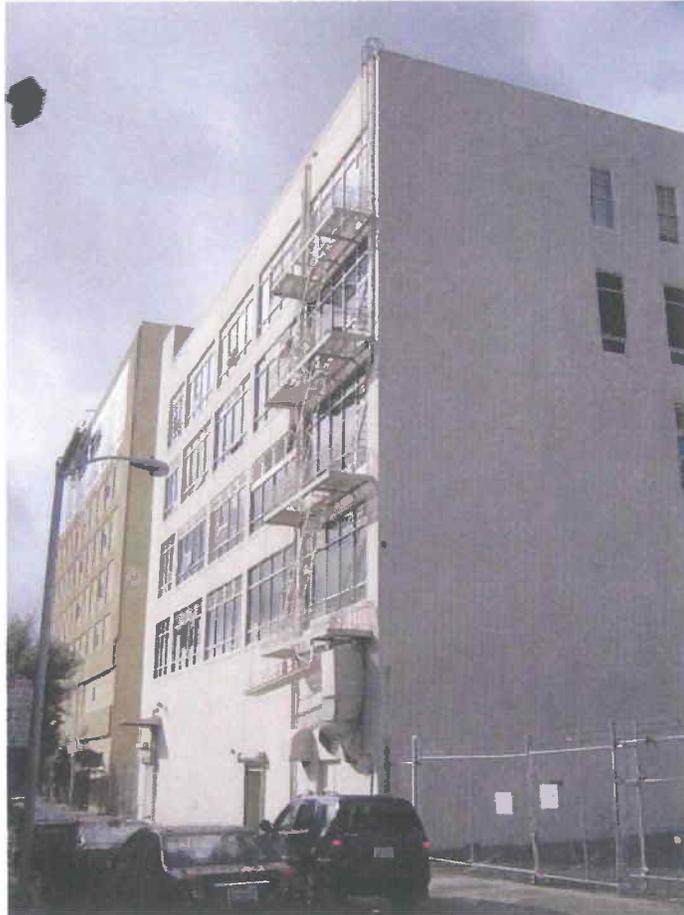
\*Resource Name or # (Assigned by recorder) 1453 Mission St.

\*Recorded by: Page & Turnbull

\*Date 9/5/2006

Continuation

Update



Minna Street elevation

Page 1 of 8

\*Recorded by Andrea Dumovich, ICF

\*Resource Name or #(Assigned by recorder) 1596 Howard Street

\*Date August 20, 2018       Continuation  Update

**P1. Other Identifier:** 1596 Howard Street, San Francisco, CA, 94103

**P2e. Other Locational Data:** APN(s): 3511-023

**\*P3a. Description:**

Page & Turnbull documented the building at 1596 Howard Street (**Figures 1, 2, & 3**) on Department of Parks and Recreation (DPR) 523A (Primary Record) form in 2006 as part of the Market and Octavia Area Plan Historic Resource Survey. The 2006 documentation includes a building description, which identifies the building as a Classical Revival–style commercial building constructed of reinforced concrete. The 2006 architectural description accurately describes the windows but fails to note that the windows and doors have been replaced (**Figures 4 & 5**). The fenestration of the first story may or may not be original; the fixed metal sashes are non-original. Fenestration on the second story appears to be original, but the aluminum window sashes are non-original. Since the earlier 2006 documentation was completed, a mural was painted on the west (rear) façade in 2018 (**Figure 6**), and graffiti has been removed from the south façade.

**\*P3b. Resource Attributes:** HP6. One- to three-story commercial building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, CA.

**\*B6. Construction History:** See continuation sheet.

**\*B10. Significance:** The 2006 site record by Page & Turnbull includes a property description but not the historic context, the property history, or an evaluation of the building's eligibility for listing in the California Register of Historical Resources (CRHR). ICF has evaluated 1596 Howard Street for the current study and determined that the property is not eligible for listing in the CRHR. (See continuation sheet.)

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Andrea Dumovich, ICF

**\*Date of Evaluation:** August 20, 2018



**B6. Construction history (continued):**

The county tax assessor identifies 1926 as the building's construction date. Permit research did not uncover the original building permit; however, it revealed that a new roof was installed in 1990. In 1994, dry rot was removed from the storefronts, which were then reframed. In addition, the aluminum sash windows on the south and east elevations were re-clad in non-original stucco. In 2000, the building underwent "soft demo" in which all interior fixtures, fittings, doors, non-structural partitions, glass windows, and floors, in addition to window coverings, were removed. In 2001, a lower-level window was replaced. Since the previous recordation by Page & Turnbull in 2006, no other permits have been filed. Based on a comparison of current photographs and photographs from the previous survey, the building has undergone little to no visual change.

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

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49-50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49-50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly



wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

### **Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

### Site History

The 1913 Sanborn map indicates that the area where the subject building was eventually constructed had been the terminus for the Ocean Shore Railway, which ran from 12<sup>th</sup> and Mission streets, down the San Francisco Peninsula, to Daly City and Santa Cruz beyond (Sanborn 1913–1915) (**Figure 8**). The general vicinity featured a mix of other industrial uses, such as livery and boarding centers and sheet metal and iron works, as well as dwellings, stores, and vacant lots throughout. In 1913, South Van Ness Avenue was not yet built out and did not intersect with 12<sup>th</sup> Street.

Although constructed in 1926, per the county tax assessor, the original building permit for 1596 Howard Street was not uncovered, nor was the building's original owner identified. An aerial photograph taken in 1938 shows the building's square form, which remains today (David Rumsey Map Collection 2018) (**Figure 9**). A 1950 Sanborn map shows the building with the same footprint as in 1938 (Sanborn, 1950) (**Figure 10**). The 1950 Sanborn reveals that the interior space of the northeast corner's ground level was split up, and tile walls had been inserted. The 1950 Sanborn also indicates a "loft above," referring to the upper stories that were used for storage, warehousing, or manufacturing. There is also an elevator at the southwest corner of the building, as indicated by both 1950 and mid-1990s Sanborn maps. Many adjacent buildings in the South of Market area have maintained their uses as industrial buildings. The Ocean Shore Railway can also be seen on the 1950 Sanborn, along 12<sup>th</sup> Street.

Per the Sanborn maps, the subject building was originally constructed as a loft-style industrial building, which was common throughout the South of Market area of San Francisco, beginning in the post-1906 earthquake era and continuing through the post-World War I era. According to the South of Market Area Historic Context Statement, commercial/industrial hybrid loft buildings are the prevalent building type throughout the South of Market area. The context statement further defines a loft building as one

...that contains offices and/or retail space on the first floor and multiple floors of flexible unpartitioned space on the upper floors. Typically built in higher-density locations adjoining the central business district, loft buildings were built to house wholesale businesses, providing space on the first floor for office, retail, or display purposes. Meanwhile, the upper floors were engineered to withstand heavy loads, ideal for light manufacturing, storage, and distribution. Loft buildings resemble traditional warehouses in having few internal structural supports to avoid impeding the efficient use of space. Often the only partitioned spaces are the stair and the freight elevator. Optimally located with frontage on two or more streets – with the public façade facing the primary street and a secondary façade facing an alley or side street – loft buildings typically feature a loading dock or freight door facing the secondary street (Page & Turnbull 2009:92).

The subject building at 1596 Howard Street possesses many of the aforementioned loft-building characteristics. The known tenant was a clothing manufacturer; therefore, having frontage on both Howard and 12<sup>th</sup> streets, as well as freight doors on the south façade along 12<sup>th</sup> Street, allowed the property to function as an industrial loft building. The context statement noted that two types of loft buildings were constructed in the South of Market area. The subject building is associated with the style that was constructed after World War I (i.e., largely made of concrete, given its strength and practicality for spanning large spaces without the need of intermediate supports).

Limited information was uncovered regarding the building’s occupants. A permit filed in 2000 indicates that the use at that time was light industrial manufacturing. In 2001, the building maintained a similar use. Sue-J Women’s Clothing and Manufacturing is the only known occupant of the subject building (Polk’s 1973). Sue-J occupied 1596 Howard Street from 1973 to at least 1982. However, building permits in 1990 and 1994 both state that the building was used for clothing manufacturing. Research did not uncover any details regarding Sue-J at the time it occupied the building. The current building occupant is unknown.

From 1960 to 1971, the owner was Silvio J. Onestiji and Sylvia J. Richardson, as indicated on a deed. From 1971 to 2001, individuals from the Baba and Malouf families owned the building at the same time. Baba-Malouf Properties LLC acquired the building in 2001 and continues to own it as of 2018, as noted by Parcel Quest. Deed research also documents that, in 2011, Demmie B. Acosta sold the property to Michael and Mark Kramer; it remains unclear if Acosta and the Kramers were individuals involved in Baba-Malouf Properties, or if they owned a share of the property separate from the share owned by the LLC. Research did not uncover any substantive details regarding the owners at the time they were in possession of the building.

Occupancy of 1596 Howard Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1973–1982	Sue-J Inc., women’s clothing and manufacturing

Ownership of 1596 Howard Street is summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection.

Year	Owner
1960–1971	Silvio J. Onestiji and Sylvia J. Richardson (deed)
1971–2001	James and Marilyn Baba, Albert and Shirley Malouf, various individuals and trusts associated with the Baba and Malouf families (deed)
1990	Ronald Malouf (permit)
2001–present	Baba-Malouf Properties, LLC (deed)
unknown–2011	Demmie B. Acosta (deed)
2011–unknown	Michael and Mark Kramer (deed)

California Register of Historical Resources Evaluation of 1596 Howard Street

The building at 1596 Howard Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 1596 Howard Street under CRHR Criteria 1–4:

**CRITERION 1 (Events):**

The 1596 Howard Street building is a product of industrial commercial development in the South of Market region of the Hub neighborhood of San Francisco but does not evince an identifiable association between it and an important event or trend in history. It is a typical example of a development pattern that was particular to the South Van Ness Avenue corridor. Research conducted on the building’s tenants did not reveal that the building fostered an influential business or innovative product or technique within the neighborhood or in San Francisco. Therefore, the building at 1596 Howard Street is not significant under CRHR Criteria 1.

CRITERION 2 (Person):

Research did not reveal any association between 1596 Howard Street and any person(s) of historical significance. Sue-J is the only business known to have occupied the building, for at least 9 years, and no information was uncovered regarding the individuals employed by the company or any other company that occupied the building. Previous owners of the building do not appear to have occupied the building as a place of business. Therefore, the building at 1596 Howard Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 1596 Howard Street is a commercial/industrial loft building, designed with minimal Classical Revival architectural details. This building type is common throughout the South of Market area; many of these South of Market buildings evince superficial Classical Revival details. The subject building is not a particularly good example of this style and type. Moreover, since its date of original construction, the building's façade has been altered (e.g., all first- and second-story original windows and doors have been replaced). Permits indicate that, in 2000, demolition of the building's interior features resulted in the removal of several doors, along with fixtures, fittings, non-structural partitions, glass windows, floors, and window coverings. Although the building has maintained its overall massing, as well as its loft-style characteristics, through time, the loss of original windows and doors substantially limits it with respect to conveying its earlier design. For the reasons stated above, 1596 Howard Street does not represent the work of a known master or possesses high artistic values; it also does not embody distinctive characteristics of a style, period, region, or method of construction. The building at 1596 Howard Street is thus not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 1596 Howard Street is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

**\*B12. References:**

Averbach, A. 1973. San Francisco's South of Market District, 1850–1950: The Emergence of a Skid Row. In *California History* 52 (fall 1973):197–223.

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County of San Francisco Clerk-Recorder. 1960–2018. Various deeds issued for the subject parcel.

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O'Shaughnessy, M. M. 1912. *Official Grades of the Public Streets of the City and County of San Francisco, Comprising all Grades Established to December 31, 1912*. City and County of San Francisco, CA.

Page & Turnbull, Inc. 2007. *Historic Context Statement for the Market & Octavia Area Plan Historic Resource Survey, San Francisco, California*. December 20. Prepared for the San Francisco Planning Department.

\_\_\_\_\_. 2009. *Historic Context Statement, South of Market Area, San Francisco, California*. June 30. Prepared for the San Francisco Planning Department.

R. L. & Polk Company. 1953. *Polk's San Francisco (San Francisco County, Calif.) City Directory*. Available: <https://archive.org/details/polkssanfrancisc1973rlpo>.

Sanborn Fire Insurance Map Company. 1899–1990s. *San Francisco* (map).

United States Coast Survey. 1853. *City of San Francisco and Its Vicinity, California*. U.S. Coast Survey from a trigonometrical survey by R D. Cutts, assistant; topography by A. F. Rodgers, sub-assistant; hydrology by the party under the command of Lieutenant James Alden, U.S.N. assistant. U.S. Coast Survey, Washington, D.C.

**Additional Photographs:**



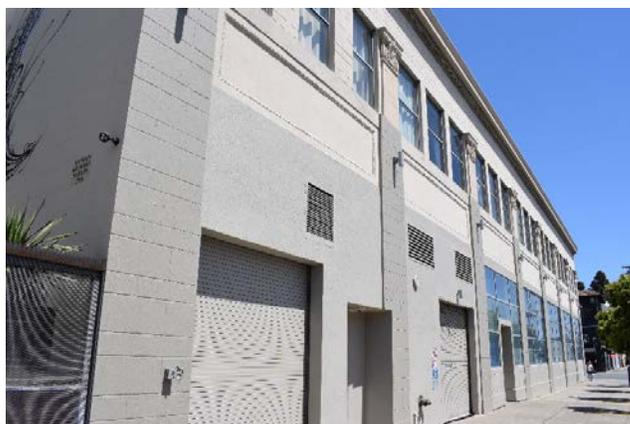
**Figure 1. View of east (primary) façade, facing west**



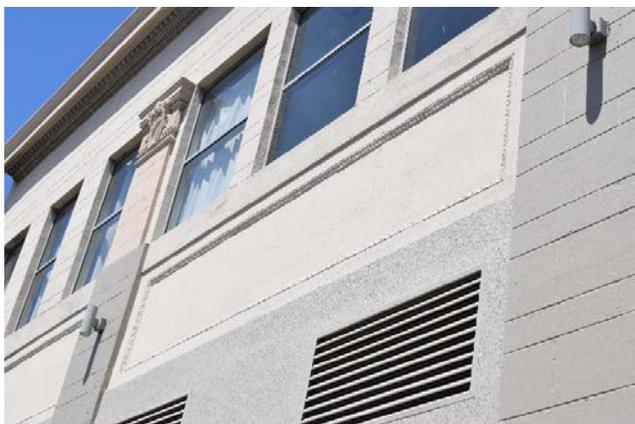
**Figure 2. Detail view of east façade, facing west**



**Figure 3. View of south façade, facing northwest**



**Figure 4. Detail view of south façade, facing north**



**Figure 5. Detail view of south façade, facing north**



**Figure 6. View of west (rear) façade, facing east**

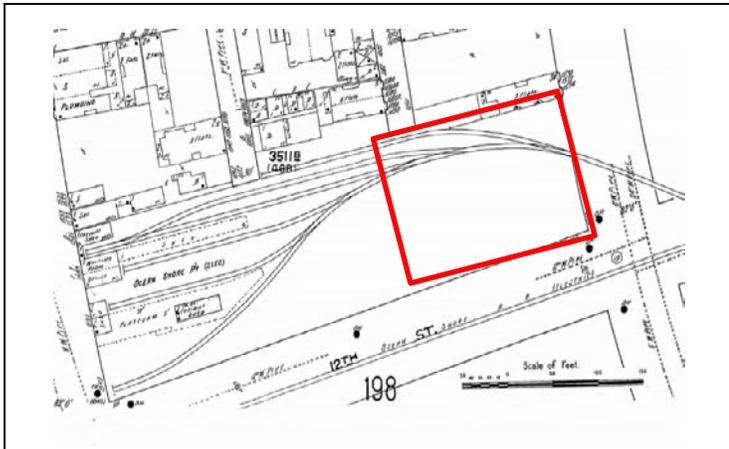


Figure 7. 1913 Sanborn Map; the current boundary of the subject parcel is outlined in red. Source: Sanborn Map Company, accessed from San Francisco Public Library.



Figure 8. 1938 aerial view of the subject building. Source: David Rumsey Map Collection.

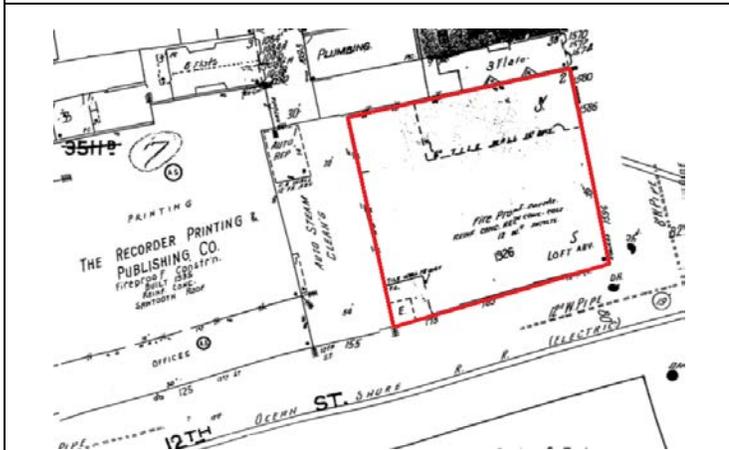


Figure 9. 1950 Sanborn Map. Source: Sanborn Map Company, accessed from San Francisco Public Library.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 1 \*Resource name(s) or number (assigned by recorder) 1596 Howard St.

P1. Other Identifier: \_\_\_\_\_

\*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, Calif. Date: 1956 (rev. 1973)

\*c. Address: 1596 Howard St. City: San Francisco Zip: 94103

d. UTM: Zone: 10 mE/ \_\_\_\_\_ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3511-023

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

1596 Howard Street is located on a 19,305 square-foot corner lot on the west side of Howard Street between 12th and Lafayette Streets. Built in 1926, 1596 Howard Street is a 2-story, reinforced concrete commercial building designed in the Classical Revival style. The square-plan building, clad in scored stucco, is capped by a flat roof. The foundation is not visible from the street. The primary façade faces east toward Howard Street, while a secondary elevation faces south toward 12<sup>th</sup> Street. The primary façade is 7 bays wide. Each bay is defined by a full-height, rusticated pilaster with capitals featuring a cartouche. The main entrance is set in the second bay of the first story and consists of a shallow recess with paired, modern, glazed, aluminum doors with sidelights and a transom. The first (right) bay is blank. The remaining bays on the ground floor have aluminum-frame, divided window systems with fixed lights and a single awning sash at the top of the assemblage. Fenestration at the second floor consists of two windows in the end bays and three windows in the center bays with flared lintels fitted with metal-frame fixed top sash and bottom awning sash. The floors are divided by spandrel panels the length of each bay. The 12<sup>th</sup> Street elevation is 7 bays wide and features the same divided, metal frame window systems as the façade in the first five bays of the first story. The remaining bays feature metal garage doors. The second story has three metal frame windows in each bay with fixed top sash and bottom awning sash. Both elevations terminate in projecting cornice with dentils and egg and dart molding and a paneled parapet wall. The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP6: 1-3 story commercial building

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other



P5b. Photo: (view and date)

View from east  
8/31/2006

\*P6. Date Constructed/Age and

Sources:  Historic  
1926  
SF Assessors Office

\*P7. Owner and Address:

Baba-Malouf Properties LLC  
P.O. Box 302  
San Mateo CA

\*P8. Recorded by:

Page & Turnbull, Inc.  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:

8/31/2006

\*P10. Survey Type:

Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

\*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  
**CONTINUATION SHEET**

Primary# \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_

Page 2 of 2

\*Resource Name or # (Assigned by recorder) 1596 Howard St.

\*Recorded by: Page & Turnbull

\*Date 8/31/2006

Continuation  Update



12<sup>th</sup> Street (south) elevation



Detail, pilaster capital and cornice

**P1. Other Identifier:**

\*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 1995 T; R; of Sec \_\_\_\_\_; B.M.

c. Address: 1618–1624 Howard Street City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 10; 551290.67mE/4180625.63mN and Zone 10; 551307.93mE/ 4180607.10mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514-005; 3514-006

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

The building at 1618–1624 Howard Street is a Classical Revival–style three-story, multi-family residential building on a triangular block bounded by Mission Street to the west, 12<sup>th</sup> Street to the northeast, and Howard Street to the southeast. The subject building occupies the eastern portion of two legal parcels (3514/006 and 3514/005) that fully extend from Howard Street to South Van Ness Avenue. Although the subject building fronts Howard Street, the adjacent property at 145 South Van Ness Avenue (documented on separate DPR 523A and 523B forms) occupies the western portion of the two parcels on the opposite side of the block. The building at 1618–1624 Howard Street is a wood-frame structure with a concrete block foundation, which is visible at the building's water table. Decorative elements across the building are in keeping with the vocabulary of the Classical Revival style. The building at 1618–1624 Howard Street is formed by two mirror-image volumes that join a third volume at the rear, which is in the center of the block. The building is arranged as a Y-plan; the two front volumes are separated by a narrow light court, with a deeply recessed entrance at the rear.

On the southeast (primary) façade, the composition of each volume is identical, including the two vertical bays, one angled bay that rises from the foundation to the roofline and one projecting boxed bay above a recessed entry vestibule (**Figure 1**). The front façade and interior of the light court are clad with rustic wood siding. Accessed from a set of five ascending steps, the buildings' entry vestibules are defined by rectangular framed openings, which are supported by Doric columns. Each entry vestibule houses three wooden doors that lead to the respective residential flats, with flooring covered in decorative tile mosaic (**Figure 2**). (See continuation sheet.)

\*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple-family property.

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



P5b. Description of Photo: (View, date, accession #) Primary façade, facing west. ICF, 5/2/2018.

\*P6. Date Constructed/Age and Sources:  
 Historic  Prehistoric  Both  
1910 (Building permit)

\*P7. Owner and Address:  
Patricia Britton Trust  
1345 Mission St.  
San Francisco, CA 94103

\*P8. Recorded by: (Name, affiliation, address)  
Susan Parks Mohammad, ICF  
201 Mission Street, Suite 1500  
San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 12

\*NRHP Status Code 3CS

\*Resource Name or # (Assigned by recorder) 1618-1624 Howard Street

B1. Historic Name:

B2. Common Name: 1618-1624 Howard Street

B3. Original Use: Apartments B4. Present Use: Apartments

\*B5. Architectural Style: Classical Revival

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The original permit on file with the Department of Building Inspection shows the building was constructed in 1910. Since its construction, the property has undergone minor renovations, most of which occurred at the rear stairs. In 1958, owner J. O'Connor repaired the rear stairs and siding. In 1984, the stairs were repaired, and new handrails were installed. In 2003, the stairs were repaired again.

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

Original Location: N/A

\*B8. Related Features: N/A

B9a. Architect: W. S. Rhodes b. Builder: John O'Connor

\*B10. Significance: Theme: Early Post-fire Reconstruction, 1906–1910 Area N/A

Period of Significance 1910 Property Type N/A Applicable Criteria N/A

Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinal. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3-4; Page & Turnbull 2007:22, 28-31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

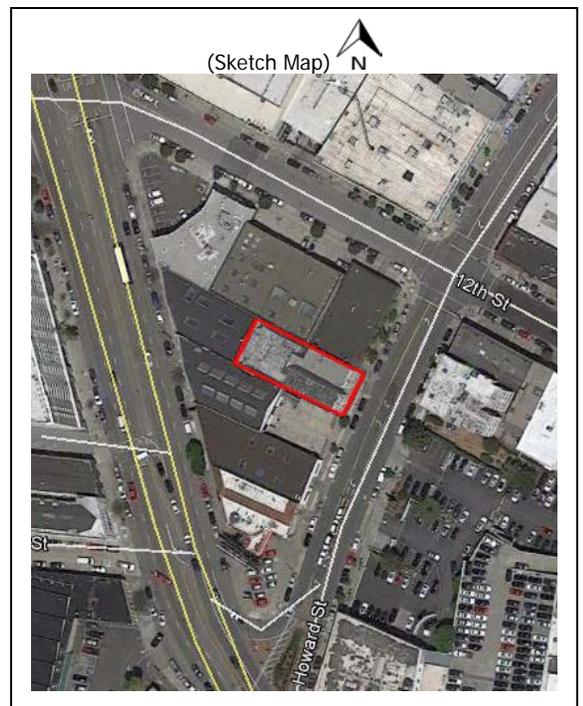
(See continuation sheet.)

B13. Remarks:

\*B14. Evaluator: Susan Parks Mohammad, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)



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\*Resource Name or # (Assigned by recorder) 1618–1624 Howard Street

\*Recorded by Susan Parks Mohammad, ICF

\*Date 8/20/2018       Continuation  Update

**\*P3a. Description (continued):**

The building's fenestration follows the form of the bays, with the angled bays housing double-hung wood-sash windows with ogee lugs on each floor and the projecting bays housing a pair of double-hung wood-sash windows with ogee lugs on each floor. On the primary façade, all of the windows appear to be original. The bottom of the projecting bay is supported by a series of narrow brackets and molding. On the same level, across the angled bay window, a band of dentil molding forms a string course between the first and second stories. The building is capped by a false parapet and a flat roof, including a cornice with modillions. Additional wood-sash windows, arranged individually and in pairs, face toward the light court at the center of the building. The entrance to the rear volume, at the end of the central light court (**Figure 3**), features a recessed vestibule framed by bracketed posts and surmounted by a small cornice with modillion blocks.

The northeast façade is clad in the same wood siding as the primary façade; there are no visible openings. The south façade (**Figure 4**) is clad in stucco; it also lacks fenestration. The rear volume is clad in wood siding and features a wood walkway with railing. Because of its position, which is set back from the public right-of-way, it could not be closely inspected.

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

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973:203–206; Page & Turnbull 2007:48–54).

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\*Resource Name or # (Assigned by recorder) 1618–1624 Howard Street

\*Recorded by Susan Parks Mohammad, ICF

\*Date 8/20/2018

Continuation  Update

During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Residential Development*

The presence of framed residential buildings dating to the 1906–1909 period within the Hub neighborhood indicates the rapidity with which some residents or landlords undertook reconstruction following the earthquake and associated fires. Such residential buildings are present in the Hub north of Market Street as well as south of Market Street on Gough, McCoppin, Jessie, and Stevenson streets. However, many residents were not as well insured as others and not able to rebuild immediately following the disaster. Still, at a time when the automobile had yet to become a mass consumer product and an important factor in reshaping the urban built environment, the presence of multiple transit lines, converging in the Hub, ensured that residential development would continue through 1920s, with a relatively short interruption during World War I (Page & Turnbull 2007:53, 94–95).

The leading type of smaller-scale residential construction within the Hub after the 1906 disaster was the two- to three-story multi-family building, or "flat." Developers typically constructed flats with full-floor dwelling units, as opposed to the multiple dwelling units on each floor of an apartment building. Builders constructed flats in several variations, including single-flat stacks; double flats, formed from parallel dwelling units on each floor; and Romeo flats, consisting of a central circulation bay and flanking stacks of flats. Compared to multi-family flats, single-family dwellings were constructed far less frequently within the Hub area from 1906 through the 1920s, and very few have survived to the present. Multi-family flats and single-family residences constructed in the Hub during this period typically featured Classical Revival, Mission Revival, and Craftsman façades (Page & Turnbull 2007:54, 99–101).

Larger residential buildings were also constructed in the Hub after 1906 and through the 1920s. These included larger wood-framed or masonry apartment buildings and hotels, rising to heights of three to seven stories. These larger residential buildings typically exhibited Classical Revival or Colonial Revival designs. Although larger apartment buildings often contained dwelling units that were large enough to accommodate families, the Hub area also included boarding houses and single-resident-occupancy (SRO) hotels, which were geared to the population of unmarried male workers who were employed by the industrial firms in the South of Market area. SRO hotels typically had a single entrance to a first-story lobby, with a desk or office provided for an attendant. Mail boxes as well as commercial spaces were found across other portions of the first floor. A typical SRO hotel dating to the first decade of post-disaster development in the Hub area is the five-story Classical Revival–style hotel constructed in 1915 at the west corner of Market and 12<sup>th</sup> streets (Page & Turnbull 2007:54 96–97).

Mixed-use buildings with upper apartments constitute one of the more prominent residential building types in the Hub area, particularly along and near Market Street. Built in substantial numbers within the Hub and surrounding areas from 1906 through the 1920s, such buildings typically feature masonry construction, first-story commercial space, and upper apartments, reaching heights of two to seven stories. These buildings have modest first-story residential entrances but more focal first-story commercial entrances, with the latter frequently surrounded by plate-glass windows and divided clerestories. Leading masonry examples of mixed-use buildings within the Hub area include the five-story Classical Revival–style buildings at 1649–1651 Market Street and 150 Franklin Street (both 1912); the five-story Renaissance Revival–style building at 1693–1695 Market Street (1914); the Colonial Revival–style five-story building at 1666–1669 Market Street (1913); the seven-story Classical Revival–style Miramar Apartments on the east side of Franklin Street, north of the intersection of Market and Page streets (1917); and the six-story Renaissance Revival–style Gaffney Building at 1670 Market Street (1923) (City of San Francisco 2012:5–42; Page & Turnbull 2007:104).

Residential development slowed dramatically within the Hub neighborhood, as it did in much of San Francisco, during the Great Depression. In addition, material shortages prohibited new residential construction during and after World War II. In the 1950s and 1960s, most residential construction remained limited to redevelopment projects and infill. Here and there, property owners demolished older residential buildings and constructed modern stucco-clad apartment buildings with below-grade parking. These were known as "dingbats." However, San Francisco's typically modest lot sizes prohibited the degree of dingbat development that occurred in other highly urbanized areas of California (Page & Turnbull 2007:95).

*Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1931, Van Ness Avenue was extended south of Market Street, cutting laterally through several city blocks and thereby creating a new segment of the avenue between Market Street and what became the southwestern terminus of Howard Street. South Van Ness fed traffic to the segment of Van Ness Avenue north of Market Street and was a major part of U.S. Highway 101, the route to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness was dominated by automobile repair and service buildings with Art Deco façades, some incorporating a mixture of Spanish decorative features. In 1937, the California Department of Public Works completed construction of a motor vehicle office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007b:85, 89, 106; Sanborn Fire Insurance Company 1950).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

Site History

According to the 1899 Sanborn map (**Figure 5**), the subject property was part of a larger, roughly 100- by 100-foot parcel with an angled lot line at the rear. Two flats were located at the northeast corner of the lot, with a large setback from Howard Street; the remainder of the front lot line was vacant. Two smaller outbuildings were also located on the property. In 1899, two private drives, Glen Park Avenue and Bond Street, formed an obtuse L-shape and cut through the middle of the block to create a residential enclave. Fronting both drives were attached row house dwellings. Mission and 12<sup>th</sup> streets were densely lined with storefronts with angled bays, but the properties found on the two drives appear to be an intentional residential enclave.

In the aftermath of the 1906 earthquake and fires, Bond Street remained a small alleyway, leading into the block from Mission Street. However, Glen Park Avenue was developed, and much of the land that previously housed residential development was combined and owned by the Dempster Estate Company.

According to a 1908 *San Francisco Call* article, the land that currently contains the subject building was owned by James O'Connor and wife, who sold it to Dennis O'Connor (*San Francisco Call* 1908:13). Dennis O'Connor was listed as the owner in the 1909 *Block Book*. According to a permit on file with the Department of Building Inspection, a portion of the subject building was designed by architect W. S. Rhodes and constructed in 1910 as a six-family dwelling on the property owned by Michael O'Connor, Dennis's younger brother. This permit may refer to the front volume adjacent to Howard Street only; it is possible that the rear volume, which contained an additional six dwelling units, was constructed separately. The 1900 census shows the O'Connor brothers and a sister, Mary, were the first-generation children of Jonathan and Kate O'Connor, who were born in Ireland. The O'Connor family lived at 1308½ Mission Street, just three blocks north and one block west of the subject property.

The 1913 Sanborn map (**Figure 6**) illustrates that the subject building—by that year composed of both the front and rear volumes—contributed to a small collection of similar multi-unit flats that faced Howard Street on the block. The building at 1618–1624 Howard Street, however, is distinguished by the fact that it was composed of two mirrored volumes fronting Howard Street that were attached to a rear volume. Each of the two volumes on Howard Street contained three flats, while the rear volume contained six additional flats.

It is unknown exactly when the transaction happened, but Michael O'Connor, along with his wife Blanche, owned the property until brothers Dennis and James were added as trustees to the trust of John O'Connor. The 1910 census shows that Michael and Blanche lived in Sacramento where Michael worked as a liquor distributor. Later city directories from the 1920s and 1930s list Michael as a contractor or salesman, including real estate sales. When Blanche O'Connor died in 1934, the ownership changed again, with Michael becoming the sole owner from 1935 until 1959. This is most likely the time of his death and when his youngest brother, James, inherited the property—and continued to own it for the next decade (*San Francisco Call* 1910:13).

\*Recorded by Susan Parks Mohammad, ICF

\*Date 8/20/2018

Continuation  Update

In the early 1930s, the larger block bound by Howard Street to the east, Mission Street to the west, 12<sup>th</sup> Street to the north, and 13<sup>th</sup> Street to the south was sliced apart by the extension of South Van Ness Avenue from Market Street. This gave the subject block its unique triangular shape. As captured in a 1938 aerial photograph by Harrison Ryker (**Figure 7**), the block with the subject property had been transformed by the extension of South Van Ness Avenue, which had introduced new buildings with automobile-related businesses adjacent to the west edge of the subject parcel. The 1949 Sanborn map (**Figure 8**) illustrates that the building retained its distinctive footprint and arrangement of volumes but that some of the other residential buildings in the vicinity facing Howard Street had been removed by that time. Today, the building continues to contain apartments.

Occupancy of 1618–1624 Howard Street is summarized below, based on available city directories and other historical sources.

Year	Occupant
1936	1624A: Jesus R. Altamirano 1624B: Emma A. Friedrich
1953	1618A: Teddy Meraz 1618B: Sally Salazar 1620: Louis Ballardo 1620A: N. G. Oscio 1622B: Jos. H. Perales 1624: Tib Ferrando 1624A: Manuel Callark 1624B: Ponce Villarreal
1963	1618: Carlos A. Brito 1618A: Larry Hernandez 1618B: Mrs. Bette Burbidge 1620: Leo Allarid 1620A: Jesus Sandoval 1622A: Mrs. Mary Andrada 1624A: Amy Moncada 1624B: Juan Escobar
1973	1618 Ana L. Hernandez 1618a Vincent Martines 1618b Mrs. Victoria Majano 1620 Rafael Villasenor 1620a Mrs. Lavanda Cornelius 1624 Horatio Candia 1624a Philip Moreno 1624b Horace Washington
1982	1618 Raul Hernandez 1618a Mrs. Maria Sanchez 1618b Maria De La Portilla 1620 Jorge Santos 1622a Ramon Castillo 1622b Carlos Padilla 1624 Horacio Candia 1624a Robert H. Kirsch 1624b Norma Perez

The known owners of 1618–1624 Howard Street are listed below, based on deed records at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the City and County of San Francisco Department of Building Inspection.

Year	Owner
1910–1932	Michael O'Connor
1932–1935	Michael and Blanche O'Connor, Michael Dennis and James J. O'Connor
1935–1959	Michael O'Connor
1959–1970	James O'Connor
1970–1991	Mary O. Ramsaur, George O. Ramsaur, George O. Ramsaur Trust, William J. and Patricia A. Britton
1991–present	Patricia A. and William J. Britton; Patricia Britton Revocable Trust

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\*Resource Name or # (Assigned by recorder) 1618–1624 Howard Street

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*Architect Biography: W. S. Rhodes*

The subject property was designed and constructed by architect William S. Rhodes (c. 1860–1939) in 1910. According to census records, William S. Rhodes was born in Indiana around 1860. He does not appear in the 1900 census; he first appears in the San Francisco city directory in 1907, with his residence at 3372 16<sup>th</sup> Street. By the 1910 census, he was 50 years old and widowed. City directories continue to list his residence as 3372 16<sup>th</sup> Street until 1915. It is unknown exactly when he left San Francisco or when his wife, Virginia Robinson, died, but by the 1920 census, Rhodes was living as a border in Houston. In both the 1920 and 1930 census, his occupation was listed as mechanical engineer. He died in Houston in 1939.

Research uncovered few references to Rhodes's work in San Francisco. The May 1916 issue of *Building and Engineering News* lists Rhodes' projects that were under construction at the time (i.e., two-story flats and a frame building for the Deitemeier Piano Company, 853 Valencia Street, along with alterations and additions, and a one-story frame building for the W. G. Stafford Coal Company at 234 Stuart Street) (*Building and Engineering News* 1916:2). One other item in the historic literature referenced Rhodes in an article about "self-sentering" fireproofing methods (i.e., placing a membrane over wood joists to allow a thin layer of concrete to be poured on top, thereby protecting the joists from fire). The article was written by the General Fireproofing Company and shows a photograph of a five-story apartment building in San Francisco that was designed by Rhodes and constructed by contractor J. B. Dennis.

California Register of Historical Resources Evaluation of 1618–1624 Howard Street

The building at 1618–1624 Howard Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 1618–1624 Howard Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 1618–1624 Howard Street is not associated with event(s) of historical significance. The building was constructed in the aftermath of the 1906 earthquake and fires, one of numerous multi-unit residential flats constructed in the Hub and the western portion of the South of Market area. The subject building appears to be typical of this development trend but not an exemplary instance of post-1906 residential construction. Therefore, the building, when considered individually, does not represent the broad patterns of the Hub's development history to the extent that it imbues the building with significance related to San Francisco, state, or national history. Therefore, the building is not significant under CRHR Criteria 1.

CRITERION 2 (Person):

The building at 1618–1624 Howard Street is not associated with any person(s) of historical significance. The building has had a series of owners since its construction in 1910. Research conducted on the building's owners did not reveal that any were associated with significant achievements in local, state, or national history. Furthermore, as a multi-unit apartment for more than a century, the building has housed numerous residential tenants. Based on a review of city directories, the building housed upwards of ten heads of household at any one time, in addition to family members. No former tenant of the building appears to have remained in the building for a sustained amount of time, given its use as rental housing. None of these tenants appears to have made substantial contributions to the cultural history of San Francisco, California, or the United States. Therefore, 1618–1624 Howard Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 1618–1624 Howard Street is a multi-flat residential building that was constructed in the Edwardian-era Classical Revival style. The front portion of the building represents a residential building typology that employs design elements such as a rectangular form, ground-floor residential entrances, paired bays at the upper stories, applied Classical ornamentation, and a cornice with modillions. Similar elements were applied to similar building forms in the South of Market and Mission Districts after the 1906 earthquake as well as across the city on single-family residences, flats, and Romeo flats. However, mirrored flats are atypical for the Hub neighborhood and its vicinity. The building is an outstanding example of this typology, through its intact floor plan, cladding material, and Classical Revival decorative elements that elevate the design of this property for working-class residents in San Francisco. The building at 1618–1624 Howard Street was designed by architect William S. Rhodes, who most likely had a short career in San Francisco. Little is known about his architectural commissions in San Francisco, and he does not appear to be a master design professional. As a highly intact and unusual example of a post-1906 Classical Revival multi-flat building, conveying the increased density employed during the city's reconstruction efforts, the subject building embodies the distinctive characteristics of mirrored flats. Therefore, 1618–1624 Howard Street is significant under CRHR Criterion 3. The building's period of significance under this criterion is 1910, its year of construction.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

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## INTEGRITY

In addition to demonstrating significance under CRHR Criteria 1–4, a property must retain integrity when being evaluated for listing in the CRHR. Integrity is the measure by which a property is evaluated, based on the property's ability to convey its historical significance. To retain integrity, a property must have most of the seven aspects of historic integrity, as defined by the National Register of Historic Places and adopted by the CRHR: location, design, materials, workmanship, setting, feeling, and association. The following provides a discussion of 1618–1624 Howard Street's integrity:

**Location:** The building at 1618–1624 Howard Street has not been moved since the period of significance, 1910; therefore, the building retains integrity of location.

**Design:** Visual inspection and a review of building permits find that the exterior of the subject building does not appear to have been substantially altered. The handsome, mass-produced Classical Revival detailing, fenestration patterns, and overall massing remain intact from when the building was constructed. Therefore, the building retains integrity of design.

**Materials and Workmanship:** No substantial changes to the materials and workmanship of the subject building appear to have occurred since it was constructed, with the exception of the stucco now found on the southwest façade. The building at 1618–1624 Howard Street is able to convey its material palette, which is largely wood but also includes finer-grained decorative details such as the tile mosaics within the entry vestibules. Therefore, the building retains integrity of materials and workmanship.

**Setting:** The setting for the building at its time of construction was a block with a large manufacturing plant and multi-flat buildings fronting Howard Street. The subject block has changed dramatically through the removal of the adjacent residential buildings as well as the extension of South Van Ness Avenue, which brought new automobile-related businesses to the rear of the subject property. Therefore, the building does not retain integrity of setting.

**Feeling:** The intact physical elements of the subject building, as well as its continued use as an apartment, allow it to continue to convey the feeling of a multi-unit apartment building constructed following the 1906 earthquake. Therefore, the building retains integrity of feeling.

**Association:** The building's intact integrity of location, design, materials, workmanship, and feeling allow it to retain a direct link to its identified significance under Criterion 3. Although the building's setting has been substantially altered since it was constructed in 1910, the contextual setting is not a crucial aspect for the building to convey its original design and building typology. Most important to the building's architectural and design significance are its integrity of design, materials, and workmanship, which remain intact. Therefore, the building retains integrity of association.

In summary, the subject building retains integrity of location, design, materials, workmanship, feeling, and association, and retains sufficient overall integrity to convey its significance under Criterion 3.

## CHARACTER-DEFINING FEATURES

ICF identifies the following as the character-defining features of 1618–1624 Howard Street, as related to the building's significance under CRHR Criterion 3:

- Massing of separate two-story-over-raised-basement flats, which are mirrored in plan and divided by a light court;
- Rear volume that joins the buildings fronting Howard Street;
- Entry vestibules slightly raised above grade, with tile mosaic floors;
- Original materials, including the rusticated base, rustic wood siding, and double-hung wood-sash windows with ogee lugs;
- The building's Classical Revival–style details, including the Doric column portico, applied trim and stringcourses, and projecting cornice lined with modillions.

### Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 1618–1624 Howard Street is eligible for individual listing on the CRHR under Criterion 3. The property is therefore a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or # (Assigned by recorder) 1618–1624 Howard Street

\*Recorded by Susan Parks Mohammad, ICF

\*Date 8/20/2018  Continuation  Update

**\*B12. References (continued):**

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City and County of San Francisco Office of Assessor-Recorder. 1910–2018. Various deeds issued for the subject parcel.

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\_\_\_\_\_. 1910. Real Estate Transactions. March 15, p. 13.

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**Additional Figures:**



Figure 1. Detail of the narrow channel siding and wood double-hung windows at the primary façade.



Figure 2. Detail of the mosaic tile on the floor of entry vestibule.



Figure 3. The center light court, viewed facing northwest.

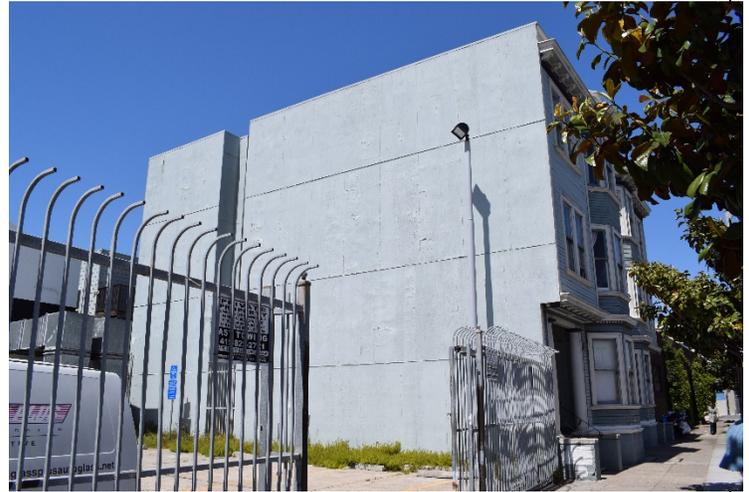


Figure 4. Southwest façade, clad in stucco, viewed facing northeast.

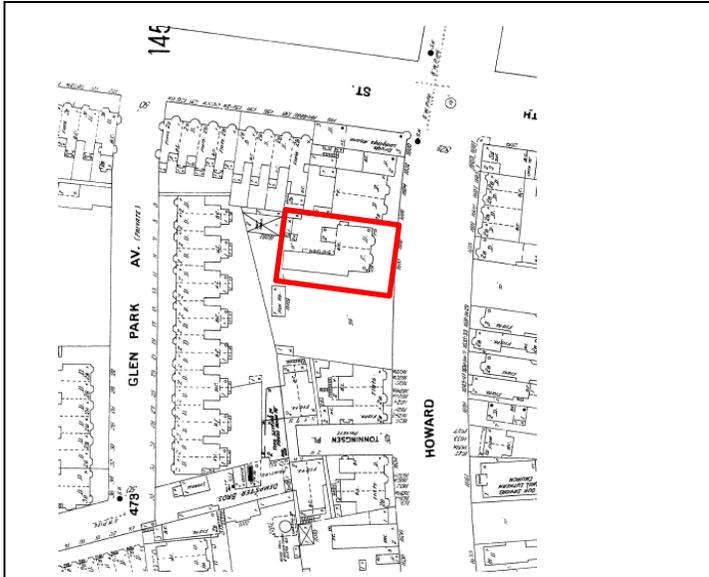


Figure 5. 1899 Sanborn fire insurance map, with the current location of the subject building outlined in red. Source: Digital Sanborn Maps, from San Francisco Public Library.

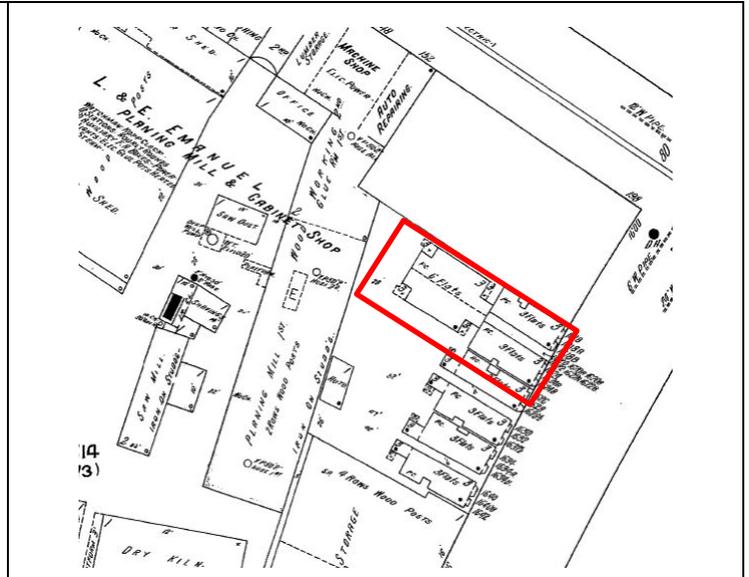


Figure 6. 1913 Sanborn fire insurance map, with the subject building outlined in red. Source: Digital Sanborn Maps, from San Francisco Public Library.



Figure 7. Subject building, outlined in red, as photographed in 1938. Source: Harrison Ryker, from David Rumsey Map Collection.

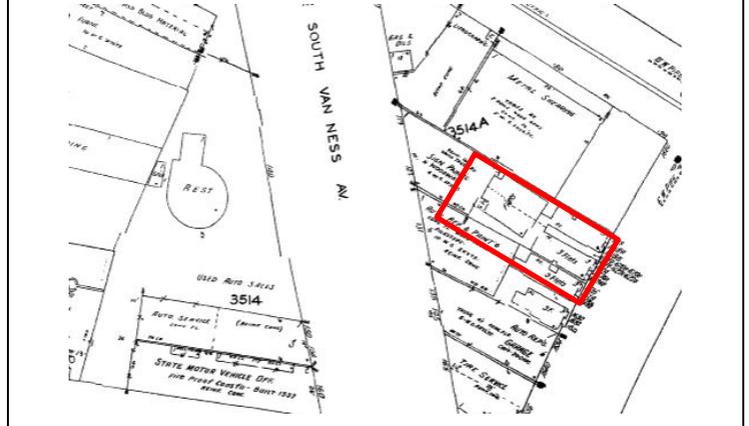


Figure 8. 1949 Sanborn fire insurance map, with the subject building outlined in red. Source: Digital Sanborn Maps, from San Francisco Public Library.

P1. Other Identifier: 145 South Van Ness Avenue

\*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 1995 T; R; of Sec \_\_\_\_; B.M.

c. Address: 1634 Howard Street /139-145 South Van Ness City San Francisco Zip 94103

d. UTM: (give more than one for large and/or linear resources) Zone 551285.74 m E/ 4180589.77 m N

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 3514/008, 3514/009

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

The industrial building at 1634 Howard Street is one-story concrete and brick masonry structure on a through lot, spanning between Howard Street and South Van Ness Avenue. The building has a rectangular footprint and occupies the entirety of two adjacent parcels, totaling approximately 6,500 square feet. The building at 1634 Howard Street has a shallow gabled roof with a brick parapet and is clad in brick and textured stucco. The building faces both South Van Ness Avenue on the west and Howard Street on the east. The building's north façade is flush with the adjacent 131 South Van Ness; its south façade abuts 165 South Van Ness Avenue.

The primary (southeast) façade fronts Howard Street and is clad in painted brick. It contains two altered aluminum-sash windows that flank a central automobile entrance with a metal roll-up door. The windows are covered with protective bars. The southernmost bay (**Figure 1**) has been extended to allow for a glazed pedestrian door. Three evenly spaced panels are recessed at the top of the façade, one over each bay. Similar recessed panels are located below the two windows on this façade. Attached to the façade is red lettering reading "J & L Automotive Repair," along with Chinese characters. A smaller flat sign for "Linda's Hair Cut," along with a barber pole, are attached to the southernmost bay above the glazed pedestrian door. The façade terminates in a brick parapet (**Figure 2**).

(See continuation sheet.)

P5a. Photograph or Drawing (Photograph required for buildings, structures and objects)



\*P3b. Resource Attributes: (List attributes and codes) HP6 (one- to three-story commercial building)

\*P4. Resources Present:  Building  Structure  
 Object  Site  District  Element of District  
 Other

P5b. Description of Photo: (View, date, accession #) East façade, viewed facing northwest, 5/2/2018

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both  
1920 (Planning Department)

\*P7. Owner and Address:

Mary Morales  
404 29<sup>th</sup> Avenue  
San Mateo, CA 94403

\*P8. Recorded by: (Name, affiliation, address)

Patrick Maley, ICF  
201 Mission Street, Suite 1500 San Francisco, CA 94105

\*P9. Date Recorded: 8/20/2018

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, California.

\*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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 10

\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) 1634 Howard St./145 South Van Ness Ave.

B1. Historic Name: Petrie's Auto Repair Shop, National Auto Glass Co

B2. Common Name: 1634 Howard Street/ 139 - 145 South Van Ness

B3. Original Use Auto Repair Shop B4. Present Use: Auto Repair Shop

\*B5. Architectural Style: Utilitarian

\*B6. Construction History: (Construction date, alteration, and date of alterations)

The building at 1634 Howard Street was constructed in 1920, according to the San Francisco Planning Department's Property Information Map. In 1931, the building's footprint was reduced by the construction of the South Van Ness Avenue extension across its west end; a new west façade with brick parapet appears to have been constructed at this time. In 1947, the Brumfield Electric Sign Company received a permit to attach a double-faced horizontal neon sign to the building. In 1954, a permit was issued for substantial changes to the building. This included including raising the door opening on the South Van Ness Avenue side by 4 feet, 18 inches to facilitate installation of a 12-foot, 3-inch-wide aluminum roller door; removal of a girder; and removal of brick work, possibly the building's stepped parapet. In 1969, a permit was issued for the addition of a bathroom and a sheet rock wall. In 1979, a permit was granted for the addition of a 33- by 14-foot sign on the South Van Ness Avenue side. In 1990, a permit was granted to reinforce the brick parapet around the entire roof of the building. In 1991, a permit was granted to re-roof the building. In 1998, a permit was granted to install two wall signs at the front façade of the building. The west façade at South Van Ness Avenue has been stuccoed; however, this change remains undated.

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

Original Location: N/A

\*B8. Related Features: n/a

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme N/A Area N/A

Period of Significance N/A Property Type N/A Applicable Criteria N/A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

Historic Context: San Francisco

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninvented landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

(See continuation sheet.)

B11. Additional Resource Attributes:

\*B12. References: (See continuation sheet.)

B13. Remarks: n/a

\*B14. Evaluator: Jon Rusch, ICF

\*Date of Evaluation: 8/20/2018

(This space reserved for official comments.)



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\*Resource Name or #(Assigned by recorder) 1634 Howard St./145 South Van Ness Ave.

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**\*P3a. Description (continued):**

The northwest façade (**Figure 4**) faces South Van Ness Avenue and is clad in painted, textured stucco with a single band of square ornaments lining the top portion of the building. The façade contains two large bay windows that flank each side of a central garage opening with a roll-down door. Two signs are attached to the façade, one flat panel sign flush with the building on the southernmost half of the façade and a double-faced, two-panel sign attached to the northernmost half of the façade (**Figure 5**). An arched pedestrian doorway is recessed in the northernmost portion of the façade and protected by a metal security door (**Figure 6**).

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

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

**Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

*Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, was resolved in 1909 when the City finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973: 203–206; Page & Turnbull 2007:48–54).

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During the first half of the 20<sup>th</sup> century, the South of Market area's leading industries in terms of the number of workers employed were (in descending order) printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor "temples" as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco's manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

#### *Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1926, Van Ness Avenue was extended south of Market Street to cut laterally through several city blocks and thereby create a new segment of South Van Ness Avenue between Market Street and what became the southwestern terminus of Howard Street. The idea to push Van Ness Avenue south of Market Street was first presented in the Burnham plan of 1905 (Scott 1985:103). Recognizing that the intersection of Van Ness Avenue and Market Street represented the physical center of San Francisco, city planner Daniel H. Burnham selected it as a focal point, proposing a semi-circular hub in which nine sub-arteries would radiate from its center. This included Van Ness Avenue, which would continue south of Market Street as a wide boulevard. Deemed impractical, and interrupted by the 1906 earthquake and fire, Burnham's ambitious plan was never implemented. Fifteen years later, city boosters began to agitate on their own for an extension of Van Ness Avenue to Howard Street, believing it would relieve the congestion of upper Market Street. The extension fit within a larger slate of proposed improvements, which included removal of Rincon Hill, with the goal of advancing further industrial development in the South of Market area (*San Francisco Chronicle* 1921:1).

B. M. Rastall, an industrial engineer from New York City employed by the San Francisco Chamber of Commerce, devised a plan for the extension (**Figure 8**). The Board of Supervisors adopted Rastall's plan, resulting in the avenue's present diagonal alignment. The first block of the project, between Market and Mission streets, was completed in 1926 (*San Francisco Chronicle* 1926:10). The construction of this initial section led to real estate speculation along the corridor. By the late 1920s, the project, called the Van Ness Avenue Extension, fueled ambition for a north–south "thru" route across the city, connecting Fort Mason to Army Street and beyond, including the developing Bayshore Freeway. A 1927 boulevard improvements bond helped pay for the remaining section.

The onset of the Great Depression and lower bond rates delayed construction of the 500-foot-long section between Mission and Howard streets until 1931 (*San Francisco Chronicle* 1931:1). Similar to the first segment, completion of the project resulted in a small real estate boom, directly related to the surveyed property. The extension gained even more value with the opening of the San Francisco-Bay Bridge in November 1936. An article covering the completion of the new McKean Brothers tire store, at the corner of South Van Ness Avenue and 12<sup>th</sup> Street, predicted the intersection would "be the busiest traffic artery in San Francisco when the bridge is opened for travel" (*San Francisco Chronicle* 1936a:36).

When completed, the 125-foot-wide South Van Ness Avenue (initially called Van Ness Avenue South) fed traffic to Van Ness Avenue north of Market Street, which formed a major segment of U.S. Highway 101 through San Francisco to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with the construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness Avenue would be dominated by automobile repair and service buildings with Art Deco façades. In 1937, the California Department of Public Works completed construction of a State Motor Vehicle Office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007:85, 89, 106).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

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Mounting opposition to San Francisco freeway development coalesced in the Freeway Revolt of 1959–1962, which ended construction of the Embarcadero and Central Freeways. One consequence of the Central Freeway was further deterioration of adjacent neighborhoods and increasing blight that subsequently led to redevelopment (Olmstead 2002:90–91). The Embarcadero Freeway and the Central Freeway as far south as Market Street were both dismantled following the 1989 Loma Prieta earthquake.

Site History

The building at 1634 Howard Street/145 South Van Ness Avenue occupies two parcels (3514/008 and 3514/009) and has held three street addresses: 1634 Howard Street, 139 South Van Ness Avenue, and 145 South Van Ness Avenue. The San Francisco Planning Department records a 1920 construction date for the subject building, although a construction permit has not been located to confirm this date. Prior to its construction, the parcel that currently contains the subject building was occupied by a pair of three-story, multi-unit residential buildings, which contributed to a series of similarly scaled flats along Howard Street that were constructed following the 1906 earthquake and fires (Figure 7). Residential buildings on the block intermingled with industrial concerns, including the L. & E. Emanuel Planing Mill and Cabinet Shop that occupied the block's northwestern quadrant. Unlike the extant buildings that surround it, 1634 Howard Street/145 South Van Ness Avenue predates the extension of South Van Ness Avenue south from Market Street and thus originally faced Howard Street only.

A 1931 aerial photograph shows the roof of the subject building during dismantling of the adjacent planing mill and construction of South Van Ness Avenue (Figure 7). The building appears to extend to the south and features two additional shallow gabled roof forms. Research did not reveal the occupant and use of the building at this time. A photograph taken later that year shows the extension of South Van Ness Avenue much further along, and the subject building is the only building that stands along the east edge of South Van Ness between Mission and 13<sup>th</sup> streets (Figure 8). This photograph suggests that the introduction of the roadway clipped the building's southwestern corner, and its west façade (formerly at the rear but now fronting a new major transportation corridor) had been rebuilt, including a stepped parapet. That year, Clyde B. Petrie was granted the right to operate a garage at 1634 Howard (Board of Supervisors 1931), which most likely occurred in light of the subject block's new accessibility from the Van Ness Avenue "auto row" to the north. Indeed, construction of the South Van Ness extension ushered in a construction wave of automobile service buildings (repair garages, parts stores, showrooms, and similar uses) within the vicinity, which are illustrated on a Sanborn fire insurance map published in 1949 (Figure 9). Even so, some residential flats remained along Howard Street. A series of commercial tenants, subsequent to Petrie, continued the building's earlier automobile service use; these businesses focused on automobile repair, painting, and glass replacement.

Occupancy of 1634 Howard Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1931–1953	Petrie's Auto Repair Shop
1940	C.R. Reed, Luthy Piston Rings Sales
1953–unknown	Hopkins Co, Vern's Speedometer Repair
1969–unknown	West Coast Glass/National Auto Glass
1971–1978	Automotive Painting Services
1978–unknown	National Auto Glass
1997–present	Glass Plus
2010–present	J & L Auto Repair

The known owners of 1634 Howard Street are summarized in the table below, based on deed records at the City and County of San Francisco Office of the Assessor-Recorder.

Year	Owner
1959–1970	James O'Connor
1970	M O'Connor/Mary O. Ramsaur
1971–1984	Barbara M. Beirne; Mary J BoDisco; Margaret Higgins; Laverne Johnson; Edith McTiernan; Barbara M Beiane; Mary Jo Bodisco; Alexis V. Higgins; Marrent Higgins; Laverne Johnson; Edith McTiernan; Kathryn and Lloyola O'Connor; Batolia Pargett; Lucillia Pousolla; James Ramsaur; Robert Ramsaur
1985	William Britton, Patricia Britton, Mary Jo Bodisco, Alexis V Higgins, M Higgins
1985–2006	Ibrahim, Nabeel, Olga, and Erik Hadeed
2006–present	Mary Morales

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California Register of Historical Resources Evaluation of 1634 Howard Street/139–145 South Van Ness Avenue

The building at 1634 Howard Street/145 South Van Ness Avenue is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 1634 Howard Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 1634 Howard Street is not associated with any event(s) of historical significance at the local, state, or national level. The original occupant of the building has not been determined; the building has housed automobile-oriented businesses for the majority of its history. This long-term use reflects the long presence of automotive businesses in the Hub, especially along South Van Ness Avenue following its construction in the 1920s and early 1930s. Research conducted on the building's commercial occupants did not reveal that the building fostered early or remarkable business growth for any of its tenants, for the surrounding Hub neighborhood, or for San Francisco at large. The building has housed a number of auto repair and auto glass installation businesses but did not appear in the press during its years of operation. Although the building generally reflects automotive-oriented development in the Hub area, the building appears to be a typical example of automobile service businesses and did not have a significant place within local or regional history or contribute to the cultural heritage of California or the United States. Therefore, the building at 1634 Howard Street is not significant under CRHR Criteria 1.

CRITERION 2 (Person):

The building at 1634 Howard Street is not associated with any person(s) of historical significance. The building has been occupied since its build date by a number of auto repair and auto glass installation businesses. Many individuals were employed by the businesses, but no individual would have had a sustained association with the building to the extent necessary to imbue significance under Criterion 2. Individuals affiliated with the building's tenants would not have contributed substantially to local, California, or national history through their day-to-day involvement in the building's business functions as an auto repair garage or an auto glass installation service. Furthermore, the past owners of the parcel do not appear to have had direct associations with commercial activities that occurred within 1634 Howard Street that would constitute significant contributions to local, state, or national history. Therefore, the building at 1634 Howard Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction):

The building at 1634 Howard Street is a utilitarian building that has no discernable architectural style; the architect and builder are unknown. Because of its lack of ornamentation and plain appearance, the building is unremarkable within the context of automobile service-related buildings in San Francisco dating to the early 20<sup>th</sup> century. For these reasons, 1634 Howard Street does not represent the work of a known master or possess high artistic values, nor does it embody characteristics of a style, period, region, or method of construction. Therefore, the building at 1634 Howard Street is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation of the building under CRHR Criteria 1–4, 1634 Howard Street/145 South Van Ness Avenue is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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\*Resource Name or #(Assigned by recorder) 1634 Howard St./145 South Van Ness Ave.

\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

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**\*B12. References (continued):**

Averbach, A. 1973. San Francisco's South of Market District, 1850–1950: The Emergence of a Skid Row. in *California History* 52 (fall 1973):197–223.

Horn, John. 2018. *Market Street Hub Neighborhood Historical Essay*. Available: [http://www.foundsf.org/index.php?title=Market\\_Street\\_Hub\\_Neighborhood](http://www.foundsf.org/index.php?title=Market_Street_Hub_Neighborhood). Accessed: April 24, 2018.

ICF. 2015. *Archaeological Sensitivity Assessment for the Better Market Street Project, San Francisco, California*. October. Prepared for the City and County of San Francisco Planning Department, Environmental Planning Divisions.

Tim Kelley Consulting, LLC. 2011. *Draft Historic Context Statement, Mid-Market Historical Survey*. June 30. Prepared for the San Francisco Redevelopment Agency.

Kostura, William. 2010. *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings along the Van Ness Avenue Corridor*. Prepared for the City and County of San Francisco Planning Department.

O'Shaughnessy, M. M. 1912. *Official Grades of the Public Streets of the City and County of San Francisco, Comprising all Grades Established to December 31, 1912*. City and County of San Francisco, CA.

Olmstead, R. W. 2002. Historical Overview (Chapter 3). In *California Department of Transportation, San Francisco Central Freeway Replacement Project—Alternative 8B: Archaeological Research Design and Treatment Plan, City and County of San Francisco, CA*.

Page & Turnbull, Inc. 2007. *Historic Context Statement for the Market & Octavia Area Plan Historic Resource Survey, San Francisco, California*. December 20. Prepared for the San Francisco Planning Department.

San Francisco Board of Supervisors. 1931. *Journal of Proceedings, Board of Supervisors, City and County of San Francisco*.

*San Francisco Chronicle*. 1921. Work Assigned for Rastall Programme. May 13.

\_\_\_\_. 1926. Van Ness Extension to Be Opened Today. March 11.

\_\_\_\_. 1931. \$9,380,000 Street Improvement Plan nears Completion. August 16.

\_\_\_\_. 1936. McKean Pair Celebrates 20<sup>th</sup> Anniversary. March 22.

Sanborn Fire Insurance Map Company. 1899, 1905, 1913, 1949. San Francisco (map).

United States Coast Survey. 1853. *City of San Francisco and Its Vicinity, California*. U.S. Coast Survey from a trigonometrical survey by R. D. Cutts, assistant; topography by A. F. Rodgers, Sub-assistant; hydrology by the party under the command of Lieutenant James Alden, U.S.N. assistant. U.S. Coast Survey, Washington, D.C.

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**Additional Figures:**



Figure 1. View of southeast façade, facing northwest.



Figure 2. View of southeast façade, facing south.



Figure 3. View of northwest façade, facing southeast.



Figure 4. View of northwest façade, facing north.

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Figure 5. Detail of pedestrian door at the northwest façade.



Figure 6. 1913 Sanborn map; the current location of the subject building is outlined in red. Source: Sanborn Fire Insurance Map Company, accessed at San Francisco Public Library.



Figure 7. 1931 aerial photograph, taken before the extension of South Van Ness Avenue to Howard Street; the subject building is outlined in red. Source: HistoricAerials.com.



Figure 8. View north on South Van Ness Avenue, 1931; the subject building is visible at right. Source: San Francisco Historical Photograph Collection, San Francisco Public Library.

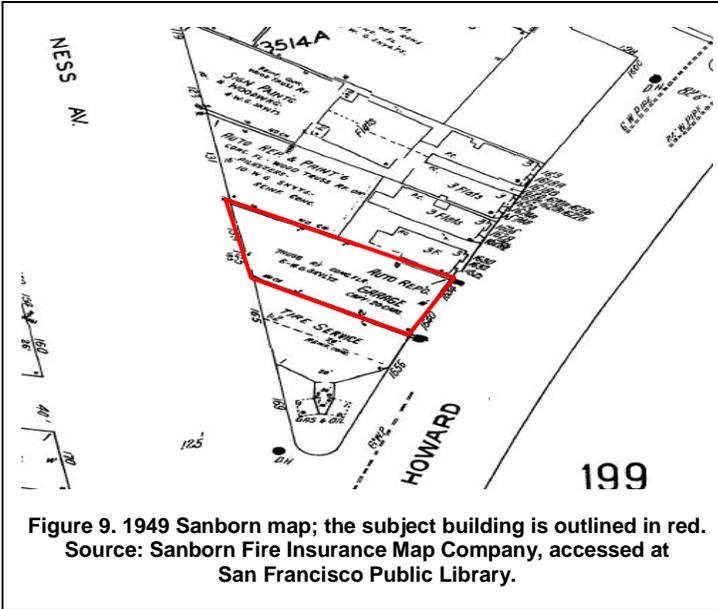
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\*Recorded by Patrick Maley, ICF

\*Date August 20, 2018

\*Resource Name or #(Assigned by recorder) 1634 Howard St./145 South Van Ness Ave.

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\*Resource Name or # (Assigned by recorder) 1663–1667 Mission Street

\*Recorded by Patrick Maley, ICF \*Date January 4, 2019  Continuation  Update

**P1. Other Identifier:** 1663–1667 Mission Street, San Francisco, CA, 94103

**P2e. Other Locational Data:** APN(s): 0835-002

**\*P3a. Description:**

A. Hope and E. Kruse of the California Department of Transportation (Caltrans) documented the building at 1663–1667 Mission Street on Department of Parks and Recreation (DPR) 523A (Primary Record) and 523B (Building, Structure, and Object Record) forms in 1996 as part of the Central Freeway Replacement Project. The subject property contains a rectangular, seven-story concrete-frame building. Its rectangular footprint fills the entirety of the 12,301-square-foot parcel at the intersection of Mission and Plum streets. The San Francisco Department of Building Inspection has a 1925 construction date for the building on the original building permit. The building at 1663–1667 Mission Street has a flat roof with a simple cornice and parapet. It faces west, toward Mission Street, and is flanked on the north by a two-story building and on the south by Plum Street. A small alley separates the east façade from the neighboring building. The building at 1663–1667 Mission Street is primarily a vernacular industrial building with minimal Classical Revival details. The surrounding area is urban, with commercial, industrial, and government buildings (see continuation sheet).

**\*P3b. Resource Attributes:** HP8. Industrial Building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the San Francisco Planning Department, San Francisco, CA.

**\*B6. Construction History:** See continuation sheet.

**\*B10. Significance:** The 1996 site record from Caltrans includes a brief property description, property history, and evaluation of the building's eligibility for listing in the National Register of Historic Places (NRHP). The 1996 site record led to a determination that the subject building was not eligible for listing in the NRHP; it was assigned a historical resource status code of 6Z ("Found ineligible for the National Register through survey evaluation"). The property was not evaluated for listing in the California Register of Historical Resources (CRHR). ICF evaluated 1663–1337 Mission Street for the current study and determined that it is not eligible under CRHR Criteria 1–4 (see continuation sheet).

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Jon Rusch, ICF

**\*Date of Evaluation:** January 4, 2019



**P3a. Description (continued):**

The west (primary) façade (**Figure 1**) is clad in stucco and dominated by bands of steel-sash windows in sets of three. A simple stringcourse spans the façade above the second story. The original cornice can be seen above the sixth story. The primary façade contains two entrances. The entrance to the interior space at 1663 Mission Street, which is recessed on the northernmost side of the façade, includes a fully glazed door with an additional panel; the entryway is ornamented with large, non-original slate tiles (**Figure 2**). The entrance to 1665 Mission Street, which is recessed on the southernmost side of the façade, includes a fully glazed door; the entryway is ornamented with small, non-original ceramic tiles (**Figure 3**). Sets of large, four-pane aluminum-frame display windows are inset south of each of the entrances and separated by a flat concrete panel that continues to a few feet below the stringcourse. The south façade faces Plum Street and has two fire escapes, one on either side (**Figure 4**). Rectangular ventilation ducts protrude above the first story, pointing down toward Plum Street. A roll-up garage door is recessed on the easternmost side of the façade. The building's east façade faces a small alley and parking lot; it has fewer windows than the other façades (**Figure 5**). The north façade is partially obscured by other buildings; it contains fire escapes and casement windows (**Figure 6**).

**B6. Construction History (continued):**

The building at 1667 Mission Street, a six-story reinforced-concrete factory building, was constructed in 1925 at the corner of Mission and Plum streets for the Pacific Diamond H Bag Company. In 1928, a seventh story was added to the building. The mezzanine was constructed in 1932. The building has undergone various internal alterations, reflecting its changing manufacturing, educational, and administrative uses. In addition, repairs were made in areas damaged by a fire in 1931. In 1944, a permit was issued to attach a sign reading "EMPLOYMENT OFFICE HAMMOND AIRCRAFT CO. PAY WHILE LEARNING." In 1947, a permit was issued to attach a neon sign reading "Perfect Cold Refrigeration Co." In 1954, Artvogue of California was issued a permit to install a galvanized steel elevator to drop fabric from the cutting floor to the sewing floor. In 1968, a permit was issued to remove the entry doors, recess the entryway by four feet, and install aluminum doors with side lights, along with ceramic tiles on the sidewalks and floors. Changes were made to the parapet wall in 1979, and a sign was attached reading "Bob's Supply Co." An exterior fire escape, reaching from the roof to the ground floor on the north elevation, was installed in 1981. Permits were also issued for numerous non-structural internal changes throughout the building's history.

**B10. Significance (continued):**

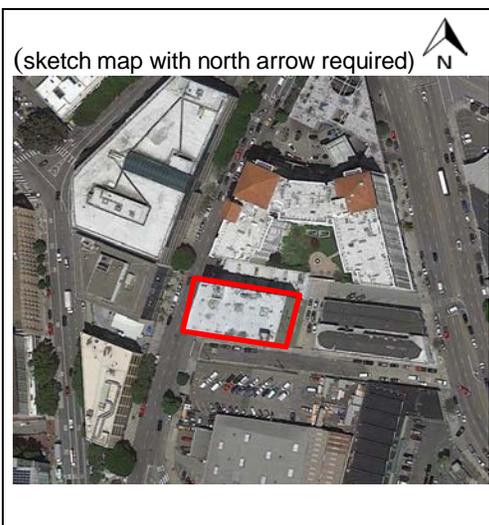
Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33 $\frac{1}{3}$ -inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40–41; Page & Turnbull 2007:22–26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, as well as a series of Consolidation Acts that made the city and county boundaries identical by 1856, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.



The name “Hub” was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as “the Hub” by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood’s leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

#### **Reconstruction and Development through Midcentury**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area, which had undergone a greater degree of industrialization prior to the earthquake and fires. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

#### *Industrial Development*

Whereas 62,000 people resided in the South of Market Street area in 1900, only 24,500 lived there in 1910. The trend away from residential use and toward greater industrial and commercial use in the district would continue for decades, reducing the number of families and increasing the number of unmarried men who resided there. The struggle over building codes and fire zone ordinances, which limited industrial redevelopment in the immediate aftermath of the 1906 disaster, got resolved in 1909 when the City and County of San Francisco (City) finally made reinforced-concrete construction a requirement for Class A structures. As a result, most of the industrial structures that did get constructed during the 1906–1909 period were modest one- to two-story wood- or iron-framed buildings. Several of the larger surviving industrial buildings were constructed in the decade after 1909. During the economic boom of the 1920s, industrial development dramatically accelerated across the South of Market area, resulting in construction of both modest and larger industrial buildings (Averbach 1973:203–206; Page & Turnbull 2007:48–54).

During the first half of the 20<sup>th</sup> century, the South of Market area’s leading industries in terms of the number of workers employed were (in descending order) associated with printing and publishing, apparel manufacturing, machinery, furniture, chemicals, and electrical machinery. As noted elsewhere, the transportation industry was represented by the United Railroads facility from which the Hub derived its name. The fire hazards attendant to these industries account for the high number of reinforced-concrete industrial buildings within the portion of the Hub south of Market Street (Page & Turnbull 2007:87–89). Urban industrialization in the Hub meant the presence of labor unions and so-called labor “temples” as well as fraternal halls that functioned as important pre-World War II social institutions for skilled workers and many managers. Although labor unions experienced a period of decline during the 1920s, they thrived in San Francisco prior to that time. They also surged in strength during the 1930s thanks to pro-labor New Deal legislation, as well as policy at the federal level, and remained strong through World War II and the 1950s. Unions associated with both the American Federation of Labor (AFL) and the Congress of Industrial Organizations (CIO) were active in San Francisco. Union halls functioned as important institutions for many workers and helped them find jobs, socialize outside the workplace, maintain their tools, and organize (Page & Turnbull 2007:59, 62, 91–92). Although private development slowed during the Great Depression of the 1930s, larger, more resilient firms, such as the Pacific Telephone and Telegraph Company and the Coca Cola Company, constructed substantial buildings in the Hub during that decade (Page & Turnbull 2007:1968). The South of Market area within and beyond the Hub retained its industrial character immediately following World War II. Over time, however, structural economic changes and the need to expand facilities led growth-seeking manufacturers to leave the area and relocate

in suburbs, which were accessible by new freeways. By the 1970s, de-industrialization had diminished San Francisco’s manufacturing economy, and areas south of Market became targets of redevelopment efforts (Page & Turnbull 2007:68; Page & Turnbull 2009:67–70).

Site History

According to a 1913 Sanborn map, the parcel where the subject building sits was addressed as 1639–1645 Mission Street. A building on the property at that time was used primarily for scrap iron storage (**Figure 7**) (Sanborn Fire Insurance Company 1913). Consistent with the automotive and industrial uses in the Hub area at the time, the uses that surrounded the parcel included auto and wagon repair shops, storage facilities, and carriage painters.

Samuel Speyer and Joseph Schwartz of the Pacific Diamond H Bag Company maintained ownership of the subject building from its construction in 1925 to 1951, at which point they created a company, Speyer & Schwartz, Inc., that formally assumed ownership of the building. Two additional individuals, William Dempster and Richard Dempster, appear to have also owned a small share (City and County of San Francisco Office of the Assessor-Recorder). Although Samuel Speyer and Joseph Schwartz are deceased, the company they formed, Speyer & Schwartz, Inc., continues to own and manage the property (Buzzfile 2018).

In addition to housing the Pacific Diamond H Bag Company, the building was a manufacturing center for clothing and textile operations, including Alcone Knitting Mills (*San Francisco Examiner* 1933:40), Cohen Dress Company (*San Francisco Examiner* 1926:21), Blair Corset Company, Caljer Coat Company (*San Francisco Examiner* 1928:12), and Everwear Manufacturing Company (*Oakland Tribune* 1929:44). Newspapers of the time feature advertisements from businesses that were seeking women for garment-related employment as knitting machine operators, winders, coners, and dyeing department technicians. Conditions for these workers were often unhealthy and dangerous. In 1931, a fire broke out on the third floor of the building, resulting in thousands of dollars in damage (*San Francisco Examiner* 1931:8). The next year, five female garment workers were poisoned by carbon monoxide in the subject building (*San Francisco Examiner* 1932:3). By the middle of the 1930s, labor organizing was active within the Bay Area garment industry, leading to a series of strikes that targeted the industry (*San Francisco Examiner* 1936:5). The Pacific Diamond H Bag Company manufacturing plant was shut down by a three-month United Textile Workers’ strike in 1937 (*Oakland Tribune* 1937). That year, Pacific Diamond H Bag Company workers won union recognition as well as an eight-hour day, 40-hour week, time and a half for overtime, and double time for Sundays and holidays (*Oakland Tribune* 1937:5).

Although manufacturing continued at the subject building during the 1940s, the building also became the site of administrative government uses during the war. The State Relief Administration had an office in the building (*Oakland Tribune* 1941:19), and one floor was transformed for defense-related vocational training, including courses in steamfitting, shipbuilding, and electrical work (*San Francisco Examiner* 1941:15). By 1944, the Hammond Aircraft Company began manufacturing at the subject building and placed advertisements for women to assemble aircraft (*San Francisco Examiner* 1944a:15; 1944b:22), including Dean Hammond’s Model Y, an enclosed-cabin, aluminum, twin-boom, pusher-prop type of aircraft (Maisel n.d.). Airplane manufacturing and related training courses occupied the entire third floor of the subject building (*San Francisco Examiner* 1944c:22). An exterior photograph of the subject building from 1945 shows how it looked at the time of these uses (**Figure 8**). With the end of World War II, as well as decommissioning of the aircraft manufacturing school, organized labor planned to use the building for expanded apprenticeship training programs (*San Francisco Examiner* 1944c:22; *San Francisco Examiner* 1945:24). A 1949 Sanborn map identified the subject building as a garment factory at that time, and Bond Street, south of the building, had become Plum Street (**Figure 9**) (Sanborn Fire Insurance Company 1949).

At the end of World War II, manufacturing continued to define the use of the subject building. In 1944, Artvogue, which manufactured a Hawaiian-style shirt that was popular among returning servicemen (Aloha Shirt 2018), moved its operations from Santa Rosa to the seventh floor of the subject building (*The Press Democrat* 1949:1; *The Press Democrat* 1950:2). Artvogue employed pressers, trimmers, and special machine operators (*San Francisco Examiner* 1949:58). Artvogue made several non-structural changes to the interior of the building. Other clothing manufacturers operated out of the subject building as well through the 1950s and 1960s, including the Davis Manufacturing Company (*San Francisco Examiner* 1960a) and Rough Rider, Inc. (*San Francisco Examiner*. 1960b).

From the 1980s onward, the subject building added more administrative and professional tenants, including the National Center for Youth Law, American Civil Liberties Union, Legal Aid Society, Immigrant Legal Resource Center, Equal Rights Advocates, and Rotaplast International. All of these tenants made minor interior changes to the subject building. In 1983, Kitchen Centers West moved into the building, teaching classes on the design and installation of kitchens (*San Francisco Examiner* 1984:30).

Occupancy of 1663–1667 Mission Street is summarized in the table below, based on available city directories, newspapers, permit documents, and other historical sources.

Year	Occupant
1925	Pacific Diamond Bag
c. 1926	Alone Knitting Mills
c. 1926	Cohen Dress Company

c. 1928	Caljer Coat Company
c. 1929	Everwear Manufacturing Company
c. 1936	Blair Corset Company
c. 1941	State Relief Administration
c. 1944	Hammond Aircraft
c. 1944	Artvogue
c. 1960	Rough Rider, Inc.
c. 1960	Davis Manufacturing Company
c. 1980	National Center for Youth Law
c. 1980	American Civil Liberties Union
c. 1980	Legal Aid Society
c. 1984	Kitchen Centers West
c. 1990	Immigrant Legal Resource Center
c. 1990	Equal Right Advocates
c. 2002	Rotaplast International, Inc.
c. 2011	Chirply, Inc.
c. 2014	Price Economics

Samuel Speyer and Joseph Schwartz are the only known owners of the building at 1663–1667 Mission Street. Information regarding partial owners is summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection.

Year	Owner
1925–present	Speyer & Schwartz/Speyer & Schwartz, Inc.
1938	American Trust Company [other names not legible]
1949	Richard Dempster [1/20 <sup>th</sup> int.]
1962	William B. Dempster [1/48 <sup>th</sup> int.]

*Occupant Biography: Samuel Speyer and Joseph Schwartz*

Samuel Speyer and Joseph Schwartz were the founders of the Pacific Diamond H Bag Company, for which the subject building was constructed as a factory in 1925. The property appears to have stayed in their possession until they incorporated as Speyer & Schwartz in 1951, after which the property was managed by the company (City and County of San Francisco Office of the Assessor-Recorder; Buzzfile 2018). Research did not uncover any other buildings managed by this company or any other enterprises in which it was involved.

Joseph Schwartz was born in May 16, 1876 and lived his life in San Francisco. In addition to his role as president of the Pacific Diamond H Bag Company, he served as president of Congregation Chevra Thilim from 1908 to 1946 (Chevra Thilim 2018a) and was instrumental in construction of the synagogue at 746 25<sup>th</sup> Avenue (Congregation Chevra Thilim 2018b). He and his wife Sarah had seven children, some of whom continued to manage the Pacific Diamond H Bag Company. Joseph Schwartz passed away at Maimonides Health Center and Hebrew Nursing Home on April 29<sup>th</sup>, 1953 (*San Francisco Examiner* 1953:29). Research did not uncover any information about Schwartz's business partner, Samuel Speyer.

*Architect Biography: Samuel Heiman*

Samuel Heiman was born in San Francisco in 1884. He served in the San Francisco City Architect's office and in private practice with the firm of Heiman & Schwartz. Throughout his career, he designed many commercial and public buildings in San Francisco, San Rafael, Larkspur, Los Angeles, and elsewhere in California. In 1912, he designed the residence at 1616 48<sup>th</sup> Avenue in the Outer Sunset neighborhood of San Francisco, along with other private residences (Outsidelands 2018). From 1914 through 1919, Heiman & Schwartz designed many small commercial and residential buildings, often in the popular Spanish Colonial style (San Anselmo Historical Museum 2018). The firm also became known for a string of public garages at 1650, 1660, and 1670 Pine Street in San Francisco. In 1922, Heiman, a veteran of World War I, designed the base for the war memorial to Marin County soldiers who died in France (*San Francisco Examiner* 1922:13). That same year, he designed the seven-story Spreckels Building in Los Angeles, a commercial building in the Beaux-Arts style (Los Angeles Department of City Planning 2010). In 1930, his plans were selected for the Department of Public Health building in San Francisco (*San Francisco Examiner* 1930:15). He also designed the Lodi Post Office in 1930 (Living New Deal 2018). He passed away in 1947 at the age of 62.

Evaluation of 1663–1667 Mission Street under CRHR Criteria 1–4:

The building at 1663–1667 Mission Street is not currently listed in, and has not been previously found to be eligible for listing in, the CRHR. The following provides an evaluation of 1663–1667 Mission Street under CRHR Criteria 1–4:

#### CRITERION 1 (Events)

The building at 1663–1667 Mission Street is not associated with any event(s) of historical significance at the local, state, or national level. The property was developed to serve as a factory but evolved to include educational and office uses. Although originally constructed for the Pacific Diamond H Bag Company, the building has housed a variety of uses, including space for manufacturing tenants such as Artvogue and Hammond Aircraft, along with state agencies, non-profits, and others. Continual remodeling associated with the influx of tenants, as well as the changes necessary to accommodate their new uses, has left little of the older uses intact at the subject building. Although Artvogue has some significance as the company that introduced Hawaiian-style shirts to the American market, the subject building was not the only location of manufacture for these shirts, nor was Artvogue the only maker of Hawaiian-style shirts. The building does not appear to be associated any significant innovation by Artvogue or other tenants. Likewise, Dean Hammond's airplane design did not originate in the subject building.

Labor and employer relations in the subject building reflected larger trends in San Francisco, and the United States more broadly, during the twentieth century. The 1937 strike that affected the Pacific Diamond H Bag Company was one of numerous such labor actions in the San Francisco Bay Area during the second half of the 1930s. In late 1936, 150 employees (100 of them women) who were members of the International Garment Workers and Warehousemen's Union walked out of the Bemis Brothers Bag Company on Sansome Street (*San Francisco Examiner* 1936). A strike at the Pacific Diamond H Bag Company subsequently occurred in 1937, the year that saw the highest number of strikes in United States history up to that point, with nearly one-seventh of those strikes in textile and clothing industries. San Francisco had 65 strikes, involving 26,872 workers (U.S. Department of Labor 1938). Research did not uncover information that indicates that the strike at the Pacific Diamond H Bag Company had a marked influence on other labor actions elsewhere in San Francisco or was a significant event within the context of labor activism during the 1930s. Furthermore, the Hammond Aircraft Company (housed within the subject building) employed women in production jobs during World War II, as facilitated by the federal War Manpower Commission. The subject building, however, was one of many such assembly plants in the Bay Area that employed women during World War II, and the Hammond Aircraft Company does not appear to have been a significant employer within the context of women in defense production.

Therefore, the building is not significant under CRHR Criterion 1.

#### CRITERION 2 (Person)

The building at 1663–1667 Mission Street is not associated with any person(s) of historical significance. The building has been occupied by a variety of tenants and uses. The individuals who were employed by these tenants worked in the garment industry, manufactured clothing, assembled airplanes, or carried out other jobs; however, no individual had a sustained association with the building to the extent necessary to imbue significance under Criterion 2. The individuals who were affiliated with the tenants would not have contributed substantially to local, state, or national history through their day-to-day involvement in the building's many uses. Furthermore, the owners of the parcel do not appear to have had any direct association with activities that occurred at the subject building after the Pacific Diamond H Bag Company ceased operations there; as such, it is extremely unlikely that the building would convey any potential significance the owners might have that would be important to local, state, or national history. Therefore, the building at 1663–1667 Mission Street is not significant under CRHR Criterion 2.

#### CRITERION 3 (Design/Construction)

The building at 1663–1667 Mission Street, designed by Samuel Heiman in 1925, is a typical multi-story urban industrial building. Although Heiman is notable for his Beaux Arts–style civic buildings, such as the San Francisco Department of Public Health building and his Spanish Colonial–style buildings in San Anselmo, he is not considered a master architect. The imposing but architecturally undistinctive subject building is not a significant example of a particular architectural style or building type. For these reasons, 1663–1667 Mission Street does not represent the work of a known master, possess high artistic values, or embody characteristics of a style, period, region, or method of construction. Therefore, the building at 1663–1667 Mission Street is not significant under CRHR Criterion 3.

#### CRITERION 4 (Information Potential)

The subject property does not appear to be a source, or likely source, of important historical information not already captured in the historic record. Therefore, it is not significant under CRHR Criterion 4.

#### Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 1663–1667 Mission Street is not eligible for individual listing in the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

**B12. References (continued):**

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**Additional Figures:**



**Figure 1. Primary (west) façade, viewed facing east from Mission Street.**



**Figure 2. Detail of entrance to 1663 Mission Street, primary (west) façade, viewed facing east.**



Figure 3. Detail of entrance to 1665 Mission Street, primary façade, viewed facing east.



Figure 4. South façade, viewed facing north from 13<sup>th</sup> Street.



Figure 5. East façade, viewed facing northwest from Plum Street.



Figure 6. North and west façades, viewed facing southwest from Mission Street.

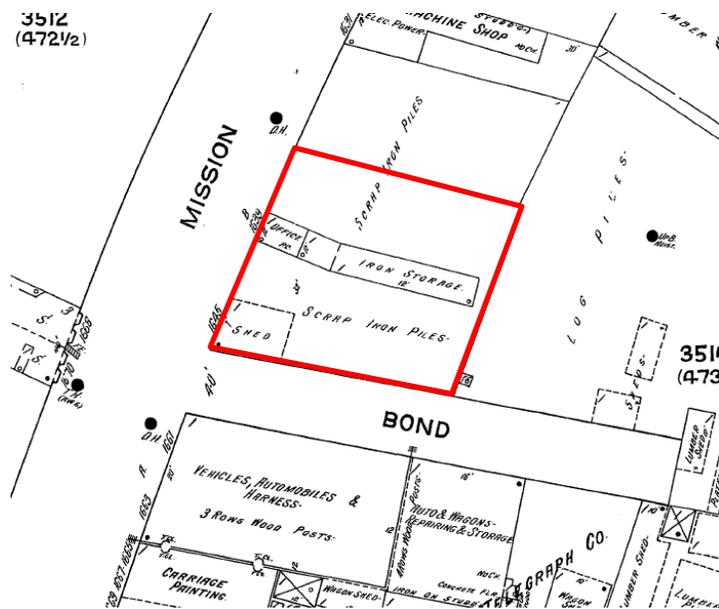
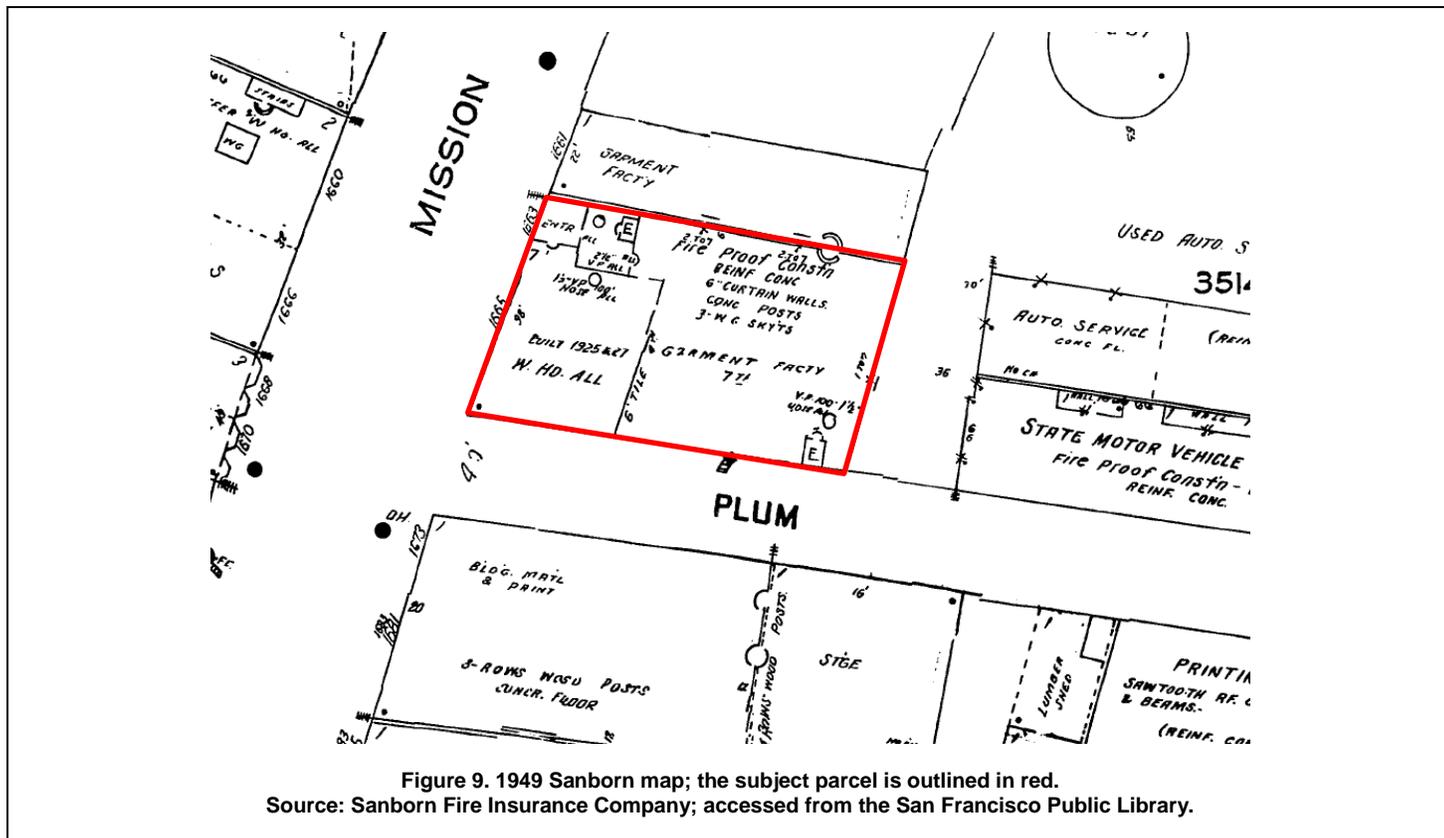


Figure 7. 1913 Sanborn map; the subject parcel is outlined in red.  
Source: Sanborn Fire Insurance Company; accessed from the San Francisco Public Library.



Figure 8. 1945 view facing northeast at Mission and Plum streets, showing streetcar track trench.  
The subject building is at right. Source: San Francisco Municipal Transportation Agency Photo Archive.



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

Primary # \_\_\_\_\_  
 HRI # \_\_\_\_\_  
 Trinomial \_\_\_\_\_  
 NRHP Status Code 6Z

Other Listings \_\_\_\_\_  
 Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 2

\*Resource Name or #: (Assigned by recorder) 1663-1665 Mission Street

P1. Other Identifier: \_\_\_\_\_  
 \*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 1956 (rev. 1973) T ; R ; 1/4 of 1/4 of Sec.; B. M.  
 c. Address 1663-1665 Mission Street City San Francisco Zip 94103  
 d. UTM: (Give more than one for large and/or linear resources) Zone \_\_\_\_\_; \_\_\_\_\_ mE/ \_\_\_\_\_ mN  
 e. Other Location Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

Assessor's Block 3514, Lot 030

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

This building is seven stories (plus a mezzanine level above the ground floor), of concrete construction. The columns and beams of the structural frame form a grid on the facades, with the large rectangular spaces filled in with multi-pane, industrial sash. The front elevation, on Mission Street, has a stringcourse between the second and third floors and a small cornice at the top. The entrances on the Mission Street facade have been remodeled, with slate facing on the northerly entrance (1663) and ceramic tile at the southerly entrance (1665). Some of the original first floor windows have also been replaced with modern, aluminum-frame windows.

\*P3b. Resource Attributes: (List attributes and codes) 8 -- Industrial building

\*P4. Resources present:  Building  Structure  Object  Site  District  Element of District  Other



P5b. Description of Photo: (View, Date, etc.) Looking northeast toward the corner of Mission and Plum Streets. August 1996.

\*P6. Date Constructed / Age and Sources:  Historic  Prehistoric  Both  
1925 (Assessor's records)

\*P7. Owner and Address:  
Speyer & Schwartz  
4401 Ocean Ave  
San Francisco CA 94132

\*P8. Recorded by: (Name, affiliation, and address) A. Hope/ E. Krase  
CALTRANS District 4  
Environmental Planning South  
Oakland, CA 94623

\*P9. Date Recorded: Dec. 1996

\*P10. Survey Type: (Describe)  
intensive

\*P11. Report Citation (Cite survey report and other sources, or enter 'none'): Historic Architecture Survey Report for the Central Freeway Replacement Project in the City of San Francisco. Andrew Hope, Elizabeth Krase, and Elizabeth McKee (1997)

\*Attachments:  NONE  Location Map  Sketch Map  Continuation Sheet  Building, Structure & 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  
**BUILDING, STRUCTURE AND OBJECT RECORD**

Primary # \_\_\_\_\_  
 HRI # \_\_\_\_\_

\*NRHP Status Code 67

\*Resource Name or # (Assigned by recorder) 1663-1665 Mission Street

Page 2 of 2

B1. Historic Name: none  
 B2. Common Name: none  
 B3. Original Use: factory  
 \*B5. Architectural Style: Industrial vernacular  
 \*B6. Construction History: (Construction date, alterations, and date of alterations)  
 B4. Present Use: commercial / warehouse

This building was constructed in 1925. Building permit records indicate that (unspecified) interior alterations were carried out on the fourth through seventh floors in 1954, and on the fifth floor again in 1959. The fenestration on the first and mezzanine floors has also been altered, at an unknown date.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
 \*B8. Related Features:

None - the building occupies the entire parcel.

B9a. Architect: Samuel C. Heiman b. Builder: unknown  
 Area \_\_\_\_\_

\*B10. Significance: Theme: \_\_\_\_\_ Property Type \_\_\_\_\_ Applicable Criteria \_\_\_\_\_  
 Period of Significance \_\_\_\_\_  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

This building was commissioned by Samuel Speyer and Joseph Schwartz, executives of the Pacific Bag Company. It was partially occupied by Alcone Knitting Mills through 1933, and housed other light manufacturing enterprises during this period and throughout the 1930s and 1940s. The property is not associated with significant persons or events in local history that would make it eligible for National Register listing under Criteria A or B.

The building is a typical example of multi-story, urban industrial buildings of the early twentieth century and is not significant architecturally. The architect, Samuel Heiman, practiced in San Francisco from 1905 to the mid-1940s. He was best known for the design of substantial homes in Forest Hills and other San Francisco neighborhoods in the 1920s, but was not an important figure in San Francisco architecture. This property has also lost some integrity due to modern alterations and does not appear to meet the criteria for listing on the National Register of Historic Places.

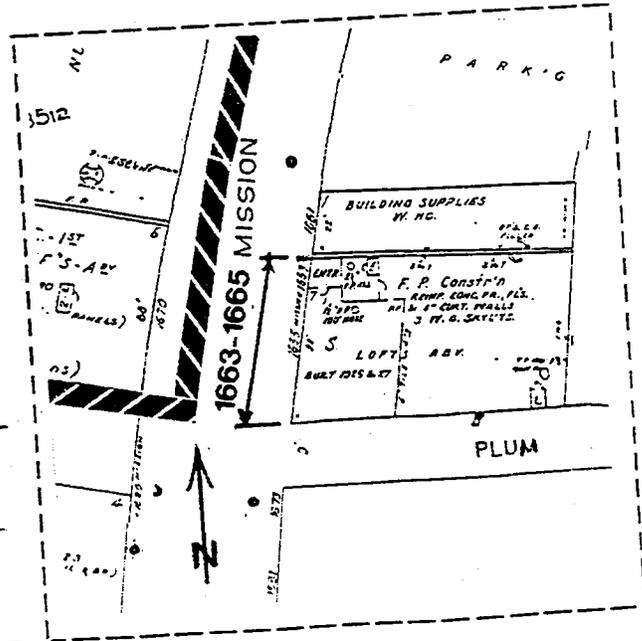
B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_

\*B12. References:  
 Assessor's records  
 City directories  
 "Textile Building, Soon to be Built, to Cost \$210,000."  
*San Francisco Examiner*, Jan. 17, 1925.

B13. Remarks:

\*B14. Evaluator: A. Hope / E. Krase / E. McKee  
Caltrans, District 4 (Oakland)  
 \*Date of Evaluation: January 1997

(This space reserved for official comments.)



\*Required information

Page 1 of 11

\*Recorded by Andrea Dumovich, ICF

\*Resource Name or #(Assigned by recorder) 1740–1760 Market Street

\*Date May 4, 2018

Continuation  Update

**P1. Other Identifier:** 1740–1760 Market Street, San Francisco, CA, 94103

**P2e. Other Locational Data:** APN(s): 0855-010

**\*P3a. Description:**

Page & Turnbull documented the building at 1740–1760 Market Street on Department of Parks and Recreation (DPR) 523A and 523B forms in 2007, as part of the Market and Octavia Area Plan Historic Resource Survey. The 2007 site record includes a building description and notes that the building was designed in the International style. The previous building description still applies to the building as it stands today, but some changes have occurred. The ground floor of the west side of the south (primary) façade, facing Market Street, has been boarded up. In addition, although the building's secondary façades were clad with wood siding in 2007, the façades currently appear to be clad with concrete block that has been faced with stucco. Finally, the primary façade's ground floor, at the central and eastern bays, has been painted over. The 2007 documentation did not fully describe alterations to the building. ICF conducted additional permit research; details about alterations are outlined in the Construction History section, below.

**\*P3b. Resource Attributes:** HP6. One- to three-story commercial building.

**\*P11. Report Citation:** ICF. 2019. *The Hub Plan, 30 Van Ness Avenue Project, 98 Franklin Street Project, and Hub Housing Sustainability District (HSD) Draft Environmental Impact Report* (in progress). February 2019. (700.17.) Prepared for the San Francisco Planning Department, City and County of San Francisco, San Francisco, CA.

**\*B6. Construction History:** See continuation sheet.

**\*B10. Significance:** The 2007 site record states that the building was not eligible for listing in the California Register of Historical Resources (CRHR) or National Register of Historic Places (NRHP). The property was assigned a California Historical Resource Status Code of 6Z. (See continuation sheet.)

**\*B12. References:** See continuation sheet.

**\*B14. Evaluator:** Andrea Dumovich, ICF

**\*Date of Evaluation:** August 20, 2018



**B6. Construction History (continued):**

Page & Turnbull's 2007 documentation identifies the building's year of construction as being between 1940 and 1941; information regarding construction history was also provided. ICF obtained the original building permit, which identifies the date of construction as 1941. The 2007 documentation lists a series of alterations from 1947 to 1956 and states that the building was converted from apartments to commercial use by the end of the 20<sup>th</sup> century. Further permit research reveals that several permit applications for signs were filed, including a permit application for a horizontal double-face neon sign for Fuller Paints in 1956, an additional Fuller Paints sign in 1960, a Vespa Scooters sign in 1961, an electric sign for Herb's Uniforms in 1962, and a horizontal double-face sign for Yamaha in 1963; additional sign permits were filed in 1977 and 1983. Permit research also uncovered permits for a stationary awning, installed in 1961; a second-story addition to the building in 1966; and an exterior gate in 1999. Since 2007, 1740–1760 Market Street has undergone few changes, according to a review of the permits that were filed for the property and a comparison of photographs from the previous survey to the building's current appearance. In 2011, a permit was filed to install two canvas awnings. As of the current survey, the new tenants that occupy the building include Signature Sushi (exterior is boarded up but sign is visible) and Proposition Chicken, among others. (See continuation sheet.)

By the 2007 documentation, all the original windows and doors had been replaced. After the earlier survey was completed, two ground-floor storefronts at the west end of the south (primary) façade were boarded over, and some ground-floor signage was added or removed (**Figures 1 & 2**). Although the 2007 documentation notes the building's secondary façades were clad with wood siding, as of the current 2018 survey, the façades appear to be clad with concrete block behind stucco, with the concrete block irregularly visible (**Figures 4 & 7**).

**B10. Significance (continued):**

Following the completion of the 2007 DPR documentation, the *Citywide Historic Context Statement for LGBTQ History in San Francisco (LGBTQ Historic Context Statement)* (published and adopted by the San Francisco Historic Preservation Commission in 2015) stated that 1740–1760 Market Street housed Lyon-Martin Health Services (address: 1748 Market Street), a lesbian-focused health clinic, beginning in 1991. Because the 2007 DPR documentation did not consider the potential significance of properties under CRHR Criterion 1 or 2, the potential significance of 1740–1760 Market Street's associations with LGBTQ history in San Francisco was not evaluated. ICF has revisited the property for the current study and provided new historic context information related to Lyon-Martin Health Services. The current update form provides a full evaluation of the subject property under Criteria 1 and 2, with associative ties to LGBTQ history and people in San Francisco; summarizes the existing evaluation under Criterion 3; and provides an evaluation under Criterion 4.

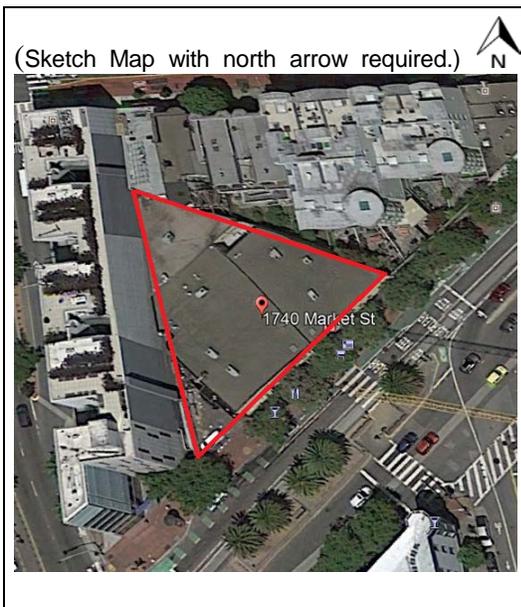
Historic Context: The Hub

**Spanish and Mexican Periods**

The Spanish colonization of California that began in 1769 reached the vicinity of today's Hub in 1782. That year, at a site along Arroyo de los Dolores (later Mission Creek), Father Francisco Palou founded Mission Dolores. Construction of the mission's permanent church began in 1782. The Hub area was not the site of settlement or development during the Spanish and Mexican periods. Mission cattle very likely grazed there periodically, and a horse trail approximating today's Mission Street extended from the anchorage at Yerba Buena cove upslope toward the mission through an uninviting landscape of hills that were covered by bush and scrub oaks. The most consequential historical event of the Mexican period to affect the area that later became the Hub was the land survey of San Francisco conducted by Jasper O'Farrell in 1847. The survey resulted in the creation of Market Street as San Francisco's main artery, paralleling the old trail between the cove and the mission, which became Mission Street. North of Market Street, O'Farrell expanded an earlier 12-block, 50-vara (a 33½-inch Spanish equivalent to the yard) grid to the south and west, with streets running in cardinal directions. South of Market Street, O'Farrell created a grid of larger 100-vara blocks, intended for agricultural use, with streets aligned northeast, northwest, southeast, and southwest rather than cardinally. Subsequent survey work extended the smaller block sizes north of Market Street to the west and into Hayes Valley (ICF 2015:40-41; Page & Turnbull 2007:22-26; U.S. Coast Survey 1853).

**Gold Rush to 1906 Disaster**

Although San Francisco exploded with development activity as a result of the 1848 Gold Rush, it took several decades for industrial and residential development to extend into the area that would become the Hub. Despite plank roads built between the bay and the mission along Mission and Folsom streets in the mid-1850s, as well as a series of Consolidation Acts that made the city and county boundaries identical by 1856, the Hub remained a landscape of hills and dunes into the 1860s. In 1866, City Order 1684 established street lines and grades west and south of Ninth and Larkin streets, across



today's Hub and into areas farther south and west (O'Shaughnessy 1912:3–4; Page & Turnbull 2007:22, 28–31). Subsequent cut-and-fill activity transformed the landscape and facilitated urban development.

The name "Hub" was a result of railroad development. During the 1860s, commuter rail lines crossed the area that would become the Hub along Market Street and Howard Street. The San Francisco and San José Railroad, constructed during the early part of the decade and the first rail line to connect the two cities, originally terminated near Market and Valencia streets. Although the line would subsequently bypass Valencia Street, its acquisition by the Market Street Railroad Company led to the establishment of shared terminal and shop facilities south of Market Street, east of Valencia Street, and west of Mission Street (ICF 2015:49–50; Page & Turnbull 2007:36). During the early 1880s, the Central Pacific Railroad acquired the Market Street Railroad Company, converted it to a cable car system, and renamed it the Market Street Cable Railway. The company also developed its main powerhouse complex on the terminal site south of Market Street and east of Valencia Street. The system was later converted to electric power and renamed the Market Street Railway Company, then subsequently renamed the United Railroads of San Francisco. Owing to the rail facilities and the convergence of transit lines at Valencia and Market streets, the surrounding neighborhood was known as "the Hub" by the 1880s and into the 1940s (Horn 2018; ICF 2015:49–50, 57).

Once a peripheral location of weekend resorts and other leisure venues that were visited by residents of urbanized San Francisco, the Hub area retained a suburban character until the 1880s when residential and industrial development resulted in greater urban density. By the turn of the century, a dense stock of mostly wood-framed residential, commercial, and industrial buildings occupied the majority of the blocks within the Hub (Olmstead 2002:80; Sanborn Fire Insurance Company 1899, 1905). The Hub succumbed to the fires that swept through much of San Francisco following the earthquake on April 18, 1906. The neighborhood's leading landmark, the brick powerhouse chimney at the Market Street Railway Company/United Railroads terminal, collapsed during the quake (ICF 2015:57–58).

#### **Reconstruction and Development through Mid Century**

Post-disaster reconstruction took place quickly along Market Street and in some residential enclaves but took longer in the South of Market area, which had undergone a greater degree of industrialization prior to the earthquake and fires. Commercial, residential, and mixed-use buildings constructed on Market Street from 1906 to 1913 represented 60 percent of the surviving building stock along Market Street in 2011. Beyond Market Street, the need for shelter, as well as the lower cost of wood-framed buildings compared to masonry structures, led many San Franciscans to prioritize residential reconstruction. More working class and industrial in character than areas north of Market, the South of Market area was rebuilt at a slower pace. Some industrialists and business owners wanted to extend a previously established fire district that required fire-resistant exteriors to include the South of Market area and prohibit the densely packed frame residences that fed the fires. Some industries and businesses simply relocated to other areas of the city. The Board of Supervisors eventually decided not to extend the fire district but did institute a policy of prohibiting flammable roofing materials and requiring concrete construction for some structure types. Amid the uncertainty, many owners of smaller lots to the south of Market Street opted to sell their properties to industrialists (Page & Turnbull 2007:48–54; Tim Kelley Consulting 2011:14–16).

#### *Residential Development*

The presence of framed residential buildings dating to the 1906–1909 period within the Hub neighborhood indicates the rapidity with which some residents or landlords undertook reconstruction following the earthquake and associated fires. Such residential buildings are present in the Hub north of Market Street as well as south of Market Street on Gough, McCoppin, Jessie, and Stevenson streets. However, many residents were not as well insured as others and not able to rebuild immediately following the disaster. Still, at a time when the automobile had yet to become a mass consumer product and an important factor in reshaping the urban built environment, the presence of multiple transit lines, converging in the Hub, ensured that residential development would continue through 1920s, with a relatively short interruption during World War I. Residential development slowed dramatically within the Hub neighborhood, as it did in much of San Francisco, during the Great Depression. In addition, material shortages prohibited new residential construction during and after World War II. In the 1950s and 1960s, most residential construction remained limited to redevelopment projects and infill (Page & Turnbull 2007:53, 94–95).

A paucity of single-family residences survive within the Hub neighborhood. The leading type of smaller-scale residential construction within the Hub after the 1906 disaster was the two- to three-story multi-family building, or "flat." Multi-family flats and single-family residences constructed in the Hub during this period typically featured Classical Revival, Mission Revival, and Craftsman façades (Page & Turnbull 2007:54, 99–101).

Some of the larger residential buildings constructed in the Hub after 1906 and through the 1920s included wood-framed or masonry apartment buildings and hotels, rising to heights of three to seven stories. These larger residential buildings typically exhibited Classical Revival or Colonial Revival designs. Although larger apartment buildings often contained dwelling units that were large enough to accommodate families, the Hub area also included boarding houses and single-resident-occupancy (SRO) hotels, which were geared to the population of unmarried male workers who were employed by the industrial firms in the South of Market area (Page & Turnbull 2007:54 96–97). Mixed-use buildings constructed from 1906 through the 1920s, with first-story commercial space and upper-floor apartments, constitute one of the more prominent residential building types in the Hub area, particularly along and near Market Street (City of San Francisco 2012:5–42; Page & Turnbull 2007:104).

*Automobile-Oriented Transportation and Commercial Development*

One of the earliest automobile-related businesses in the Hub was the Thomas B. Jeffery Company, a Rambler retailer that occupied the three-story masonry building at 56–70 12<sup>th</sup> Street, constructed in 1912. Automobile-related development accelerated and began reshaping portions of the Hub neighborhood in the 1930s, as construction of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge (Bay Bridge) signaled the growing importance of automobile travel and the decline of rail service.

Beginning in 1931, Van Ness Avenue was extended south of Market Street, cutting laterally through several city blocks and thereby creating a new segment of the avenue between Market Street and what became the southwestern terminus of Howard Street. South Van Ness fed traffic to the segment of Van Ness Avenue north of Market Street and was a major part of U.S. Highway 101, the route to and from the Golden Gate Bridge. Historically concentrated north of Market Street along the Van Ness Avenue corridor prior to the 1930s, automobile and truck showrooms, repair garages, parts stores, and service stations increasingly spread south of Market Street with construction of South Van Ness Avenue. Between 12<sup>th</sup> and Howard streets, for example, South Van Ness was dominated by automobile repair and service buildings with Art Deco façades, some incorporating a mixture of Spanish decorative features. In 1937, the California Department of Public Works completed construction of a motor vehicle office at 160 South Van Ness Avenue (Kostura 2010:28–31; Olmstead 2002:88–89; Page & Turnbull 2007b:85, 89, 106; Sanborn Fire Insurance Company 1950).

During the 1950s, transportation planners' vision of a San Francisco crossed by multiple elevated freeways began to take shape in parts of the city. Beyond the Hub, the Embarcadero Freeway was constructed from the Bay Bridge approach north to Broadway by 1959. Crossing the far southern end of the Hub neighborhood, the Central Freeway was completed from the Bayshore Freeway west to Mission Street by 1955, then across Market Street and north into Hayes Valley along Octavia Street by 1959.

Site History

Based on the original building permit, the easternmost volume of the subject building at 1740 Market Street was constructed as a standalone building with an asymmetrical footprint in 1941 (**Figure 8**). The building originally had an auto dealer on the ground floor, with apartments above. A 1950 Sanborn map reveals that, sometime between 1941 and 1950, an adjacent building was built, abutting the southwestern façade of the original building (**Figure 9**). Today, the buildings have a similar style and appear as though they were constructed at the same time, effectively functioning as a single building. In 1950, the building was divided into three separate storefronts (1740, 1750, and 1770 Market), all of which had two stories. The unit at 1770 Market Street included a mezzanine, as indicated on the 1950 Sanborn map. The original portion of the building at 1740 Market Street was constructed of reinforced concrete, with a steel frame; the abutting building addition at 1770 Market Street was constructed with steel posts. In 1950, the building at 1740 Market Street included auto sales; at 1750–1770 Market Street, there was a candy store and warehouse. There appears to have been an interior door or passageway joining the interiors of 1750 and 1770. According to the 1950 Sanborn map, the lots on either side of the subject properties on Market Street contained used car lots. Several two-bedroom dwellings were located behind the subject properties, facing Haight Street, along with a music conservatory. Small to medium-sized apartment buildings, religious schools, and a fire department were also located throughout the immediate neighborhood in 1950. Many of the nearby dwellings remain today.

City directory research reveals that residential tenants were living in the building at 1746 Market Street through the 1960s. According to Page & Turnbull's 2007 documentation, around that time, the building's residential use was converted to commercial. Page & Turnbull notes that, in the 1960s, the westernmost third of the building (1770 Market Street) was demolished to make way for the Central Freeway.

Based on city directory and permit research, early (1953) tenants of the building included an art supplies store, the residents on the second story at 1746 Market Street, and See's Candies, which occupied the warehouse at 1770 Market Street (later demolished). Other occupants included Fuller Paints, Vespa and Al Fergoda Scooters, Herb's Uniform Company, Automotive Machinists, Perino's West Coast Sub Sandwiches, and other businesses.

The Herbst Bros. owned the building at 1740–1760 from initial construction in 1941 through 1968. The property has been owned by the Moresi family since 1968.

Occupancy of 1740–1760 Market Street is summarized in the table below, based on available city directories and other historical sources.

Year	Occupant
1953	Devoe & Reynolds, Inc., artists' supplies (1740 Market Street); Chase Jenkins, Willard P. Gribble, Lloyd Ford, Mrs. Myrtle L. Pacheco, Mary Tolley (1746 Market Street, apartments); Miller's Provincial and Maple House (1750 Market Street); See's Candies, Inc. (1770 Market Street)
1956–1960	Fuller Paints (1760 Market Street)
1961	Vespa Scooters (1740 Market Street); Herb's Uniform Company (1760 Market Street)
1963	Al Fergoda Motor Scooters (1740 Market Street); George Phillips, Vacant, W. G. Southern, Myrtle L. Pachero, Mrs. Dolores G. Lincoln (1746 Market Street, apartments); State Board of Cosmetology (exam division) (1748 Market Street)

	Street); Automotive Machinists Lodge No. 1305 (1750 Market Street); Herb's Uniform Company (1760 Market Street); See's Candies, Inc. (1770 Market Street)
1973	Alan G. Fergoda sport cycles (1740 Market Street); Department of Human Resources Development (1748 Market Street); Automotive Machinists Lodge No. 1305 (1750 Market Street); Vacant (1760 Market Street)
1982	Bay Business Systems (1740 Market Street); Vacant (1748 Market Street); Automotive Machinists Lodge No. 1305 (1750 Market Street); Perino's West Coast Sub Sandwiches (1760 Market Street)
1991–2017	Lyon-Martin Women's Health Clinic

The known owners of 1740-1760 Market Street are summarized in the table below, based on deed records available at the City and County of San Francisco Office of the Assessor-Recorder and permits available at the San Francisco Department of Building Inspection.

Year	Owner
1941–1968	Herbst Bros./Maurice and Herman Herbst
1968	Kessler and Roberts, Inc., and James, Eileen Marks, LLC, and Aileen J. Martel
1968–2013	Raymond and Bernice Moresi
c. 1980–2013	Joan Emilia Valdes
2000–present	Joan Emilia Moresi/Joan Emilia Moresi-Crabtree
2013–unknown	Jaqueline V. Moresi
2013–unknown	Divco Group, LLC
Unknown–2013	Crabtree Gregory

*San Francisco Gay Health Clinics, 1970s–1980s*

Gay health clinics in San Francisco in the 1970s formed out of 1960s-era radicalism, along with the nation's health care discussion and state efforts to provide health care to underserved communities. In 1965, the San Francisco Department of Public Health sponsored the opening of the Center for Special Problems at 2107 Van Ness Avenue, run by Dr. Joel Fort. The center had resulted from homophile activist work and as a reaction to increased homosexual and transgender combativeness in the Tenderloin. The center led education and research specific to social and health related issues, such as substance abuse (Graves and Watson 2015:187). In 1967, the Haight-Ashbury Free Clinic opened at 558 Clayton Street. Run by Dr. David E. Smith, the Free Clinic provided free medical and substance abuse services to "Summer of Love" youth, which included lesbians and gay men (Graves and Watson 2015:167).

In 1975, the Gay Health Project clinic at 250 Fourth Street was opened by the San Francisco Department of Public Health with federal grant money. The clinic aimed to educate the city's gay community about sexually transmitted diseases during a time when such diseases were becoming increasingly widespread. Openly gay men staffed the clinic, which provided educational materials, conducted STD testing, and offered specialized care referrals (Graves and Watson 2015:188). The Tenderloin Clinic, also run by the San Francisco Department of Public Health and staffed by openly gay people, began in 1979 at 251 Hyde Street (Graves and Watson 2015:188). In 1973, Operation Concern was established as a gay counseling program at the Pacific Medical Center. It offered a comfortable place for gays to seek mental health services. That same year, approximately 700 people were present for an Operation Concern benefit, hosted at California Hall on Polk Street, which attests to the community's strong support for LGBTQ mental health services. In the late 1970s, Operation Concern managed several mental health programs and services for LGBTQ people and ran a clinical intern-training program. By 1982, the organization initiated a program called Gay and Lesbian Outreach to Elders (GLOE). One of the programs associated with GLOE was the Older Men's Rap Group meeting, which offered a place for elderly gay men to socialize who otherwise would have no place to meet. About 20 men attended the meeting every other week in the Tenderloin at 711 Eddy Street. The Older Men's Rap Group met to discuss politics and life; they also took field trips to places, including the San Francisco Zoo and the Monterey Bay Aquarium. Also by the mid-1980s, Operation Concern established a drop-in program at 1853 Market Street for both lesbians and gays suffering from chronic illnesses. Another organization to form in the 1970s was Eighteenth Street Services, opening in 1976 to provide counseling for gays and lesbians who suffered from substance abuse. By 1995, Eighteenth Street Services and Operation Concern joined forces under the name New Leaf. By 2010, the organization disbanded (Graves and Watson 2015:189).

*Lyon-Martin Women's Health Clinic*

The Lyon-Martin Women's Health Clinic originated from a study conducted by Patty Robertson in 1977. Robertson, a resident physician at the University of California, San Francisco, led a pilot study on lesbian sexually transmitted diseases. Relying heavily on donations and volunteers, the study first utilized San Francisco General Hospital's Women's Clinic during evenings. The clinic later moved downstairs to the Family Planning Clinic in the hospital. Flyers about the clinic were distributed at women's concerts, the Mission District's Women's Building, and at a lesbian-owned café, Artemis; by 1978, the study's clinic welcomed more than 200 lesbian patients (Lyon-Martin Health Services 2018).

The Lyon-Martin Women's Health Clinic began operations in the Castro District's Department of Public Health facility in 1980. The permanent not-for-profit Lyon-Martin Women's Health Clinic was a direct result of the pilot study. The Lyon-Martin Women's Health Clinic was named

after San Francisco's activist lesbian couple Phyllis Lyon and Del Martin. In 1955, Lyon and Martin also founded the Daughters of Bilitis, the first lesbian organization in the United States (*Bay Area Reporter* 2000a:12).

Lyon-Martin Women's Health Clinic "was the first clinic in the world dedicated to providing primary care to lesbians, and it quickly became known as the place where gay women—most often young ones—could blow into town with no money and get free and sensitive health care" (*San Francisco Chronicle* 1999: A13). ICF reviewed files in the *Guide to the Phyllis Lyon and Del Martin Papers, 1924–2000, 1993–2013* (Box 90) at the LGBT Historical Society. The files contained Lyon-Martin Women's Health Clinic fiscal and board member information as well as newspaper clippings, magazines, pamphlets, personal communications, and other ephemera related to gay and lesbian health, legalization, and local politics. After its start in the Castro, the Lyon-Martin clinic later moved into its own private building in the Mission District. The clinic occupied headquarters on both Fillmore and Mission streets in the 1980s. While located on Fillmore Street, the health clinic was operated by a paid staff and volunteers and remained open 5 days a week, along with two evenings each week. After occupying the Fillmore Street space for two and a half years, the clinic moved to Mission Street, inside the Los Portales Medical Building, where it remained until moving into the subject building on Market Street in 1991 (Lyon-Martin Health Services 2018). Although some information was uncovered regarding the health clinic's programming while located at 1748 Market Street, no information was obtained in the files that related to the clinic's early programming from the 1970s–1980s.

In 1991, the clinic moved from the Mission to the subject building at 1748 Market Street (Graves and Watson 2015:189). By 1999, the Lyon-Martin Women's Health Clinic was serving a patient list of 119 women with HIV, most of whom did not have other health care, and was "the only integrated service delivery primary care provider for women with HIV in San Francisco" (*Bay Area Reporter* 1999:6). In 1995, Dee Mosbacher, a former board president of Lyon-Martin Women's Health Clinic, was appointed to one of four board member positions for the National Gay and Lesbian Task Force, a 26-person board that conducts fundraising and informs policy for a national lobbying group (*Bay Area Reporter* 1995:5). Also, in 2000, the San Francisco Health Commission adopted the LGBT Standards of Care, which were developed by former Lyon-Martin Women's Health Clinic executive director Marji Plumb. The LGBT Standards of Care include guidelines ranging from personnel, client's rights, confidentiality, community outreach, research, intake and assessment, and service planning and delivery (*Bay Area Reporter* 2000b: 21). From 1991 through 2017, the Lyon-Martin Women's Health Clinic resided at 1748 Market Street. In November 2017, the clinic moved to 1735 Mission Street, which is where it remains today.

While housed at 1748 Market Street, the Lyon-Martin Women's Health Clinic offered several services and programs such as the Lyon-Martin Clinic, Parenting Program, Substance Abuse Prevention Program, HIV Services, and Community Health Education. In 1995, the Lyon-Martin Clinic was composed of physicians, nurses, and a full medical support staff that served 300–500 clients each month, 5 days a week, including one evening per week. The clinic's services ranged from treatment for acute and chronic illnesses to preventative health care and screenings, routine physical exams, gynecology, internal medicine, and family planning. The Parenting Program catered to more than 1,500 lesbian, gay, and bisexual parents and/or prospective parents by offering medical, legal, and social services through workshops, support groups, and forums. The Substance Abuse Prevention Program gave women with substance abuse concerns tools including assessment, education, early intervention, and individual and group counseling. Classes for smoking cessation and support groups formatted to mirror *The Last Drag*, a successful program that helped smokers quit, was also included. HIV services provided individual counseling and support groups, along with anonymous testing, preventative education, nutritional counseling, and comprehensive medical care for HIV-positive females. The Community Health Education program hosted forums, provided free referrals, and developed education materials (San Francisco Public Library 1995:1). In 1995, the clinic's mission statement read:

Our goal is to provide quality, affordable, non-judgmental, comprehensive health care for women by women. We are committed to serving all women: with a focus on lesbians and special outreach to women of color, low-income women, older women, and women with disabilities. We believe that health care must be demystified so that women can be involved in their own care. We believe that health care must be accessible and offered in a safe and empowering environment. We view ourselves as advocates, activists and educators on women's health (San Francisco Public Library 1995:1).

Starting in 1990, the Lyon-Martin Women's Health Clinic hosted an annual Lesbian Mixed-Doubles Tennis Tournament. This was one of the many fundraising events the clinic held. Fundraising was a major strategy for the clinic. However, while residing at 1748 Market Street, the Lyon-Martin Women's Health Clinic underwent great financial difficulty. In 1999, the clinic was \$140,000 in debt, which equated to 14 percent of its annual budget. Although some of it accounted to billing errors, most of their fiscal loss was due to a sharp decline in fundraising, which is how the clinic first started. Fundraising for the clinic had dropped by 90 percent in 1999.

In addition to the fundraising dip, the clinic also lost a large portion of its lesbian base clientele while residing at 1748 Market Street. "[O]ver the years, Lyon-Martin lost its niche. Only about a third of the clinic's patients are lesbians. Half the current clients are women with HIV, most of whom are not gay but who felt unwelcome elsewhere when the AIDS epidemic began. An additional 10 percent or so are bisexual women and transgender people" (*San Francisco Chronicle* 1999: A16). Although the Lyon-Martin clinic began with the intention of serving all types of women, its early focus started with serving lesbian women. In 1999, that focus had waned. A 1999 *San Francisco Chronicle* article, "Lesbian Clinic on the Brink," calls attention to the debate of Lyon-Martin's relevance in San Francisco's lesbian health care environment as well as the clinic's internal debate regarding keeping its doors open.

In the 1990s, the Lyon-Martin Women's Health Clinic nearly shut down again because of a financial loss. In 2011, the clinic's supporters and patients raised more than \$500,000 in a few months—enough to keep the doors open (*SFGate* 2011). In 2017, the clinic moved from its space at 1748 Market Street to a new location at 1735 Mission Street.

California Register of Historical Resources Evaluation of 1740–1760 Market Street

The building at 1740–1760 Market Street is not currently listed in, and has not been previously found to be eligible for listing in, the California Register of Historical Resources (CRHR). The following provides an evaluation of 1740–1760 Market Street under CRHR Criteria 1–4:

CRITERION 1 (Events):

The building at 1740–1760 Market Street is not associated with any event(s) of historical significance at the local, state, or national level. The building is a product of automobile-related transportation and residential development on Market Street in the Hub neighborhood of San Francisco. It is a typical example of such a development pattern along upper Market Street and the south end of the Hub neighborhood that catered to mixed commercial and residential uses. The increased popularity of the automobile in conjunction with New Deal funding and construction of local bridges, buildings along and near Van Ness Avenue increased the opening of show rooms, garages, and other auto-specific uses. Once Van Ness Avenue was extended south of Market to Howard Street in the 1930s, commercial development along and near the South Van Ness Avenue corridor continued in the Van Ness Avenue tradition of automobile services alongside industrial commercial uses. The property at 1740 Market Street followed in a similar tradition; its first use was automobile sales on the ground floor and dwelling units on the second floor. ICF concurs with Page & Turnbull's 2007 finding that the building is not significant for its association with any events, as related to the commercial tenants that operated out of the building from its construction into the 1980s.

ICF also considered the building's potential significance as the home of the Lyon-Martin Women's Health Clinic from 1991 until 2017. Health clinics have historically played an important role in gay and lesbian communities, as noted in the *LGBTQ Historic Context Statement*; community clinics specifically have provided services to these marginalized communities, who were often misunderstood, underserved, and/or ignored by the mainstream medical establishment. Health clinics have the potential to be significant for their associations with LGBTQ communities in San Francisco (Graves and Watson 2015:190-191; 333). The Lyon-Martin clinic formed in the late 1970s and grew out of early efforts by San Francisco healthcare professionals to gain a better understanding of lesbians' specific health issues. In the clinic's early days in the late 1970s and early 1980s, it occupied established health clinics after hours, including San Francisco's General Hospital's Women's Clinic and Family Planning Clinic, as well as a facility in the Castro's Department of Public Health. The clinic continued to develop this work during the 1980s, when it was headquartered in locations on Fillmore and Mission Street, and into the 1990s, following its move into the subject building in 1991. The clinic continued to offer healthcare services to vulnerable communities (women, lesbians, and transgender women), and the subject building represents its longest place of occupancy. However, it does not appear that the subject building housed the clinic during its most historically significant period. The clinic had already established its mission and many of its programs before moving into 1748 Market Street. By the time it moved to the subject building in 1991, its clientele broadened, and the clinic no longer catered solely to lesbian women. By the late 1990s, only a third of the clinic's clients were lesbian. While the Lyon-Martin Women's Health Clinic provided critical services to many underserved women during its occupancy in the subject building, research using available sources, including the *LGBTQ Historic Context Statement*, did not reveal that the clinic was responsible for significant advances in research or healthcare services that would imbue the building with significance under Criterion 1. The years of the clinic's occupancy within the subject building falls outside of the period 1940s-1970s, which the *LGBTQ Historic Context Statement* assigns to the theme LGBTQ Medicine (Graves and Watson 2015:349). As such, the building does not appear to be associated with broad patterns of local or regional history or with the cultural heritage of California or the United States. Therefore, the building at 1740-1760 Market Street is not significant under CRHR Criterion 1.

CRITERION 2 (Persons)

ICF concurs with Page & Turnbull's 2007 finding that the building is not significant for its association with any individuals related to the commercial tenants that operated out of the building from its construction into the 1980s. Additionally, the building was considered for potential significance related to individuals involved with the Lyon-Martin Women's Health Clinic. The clinic involved many individuals as volunteers or paid medical staff who provided important healthcare services to underserved women (many of them lesbian and transgender) while it occupied a space within the subject building. However, these contributions are better understood within the context of the broader mission of a community health clinic rather than the work of any particular individual. As described above under Criterion 1, available research sources did not reveal that individuals or the clinic as a whole were associated with significant advances in health service delivery while the clinic was located within the subject building. Therefore, the building at 1740–1760 Market Street is not significant under CRHR Criterion 2.

CRITERION 3 (Design/Construction)

The 2007 DPR documentation by Page & Turnbull stated that the subject building does not have significance related to its architecture, design, or construction techniques. ICF concurs with this finding; therefore, the building at 1740–1760 Market Street is not significant under CRHR Criterion 3.

CRITERION 4 (Information Potential):

The subject building is not significant under Criterion 4, since this significance criterion typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type. Additionally, review of archeological sensitivity is outside the scope of this evaluation.

Conclusion

Based on an evaluation under CRHR Criteria 1–4, the building at 1740–1760 Market Street is not eligible for individual listing on the CRHR. The property is therefore not a historical resource for the purposes of the California Environmental Quality Act (CEQA), in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

**\*B12. References (continued):**

*Bay Area Reporter*. 1995. NGLTF Adds Bay Area Women to Board. February 16.

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Lyon-Martin Health Services. 2018. *The Lyon-Martin Story*. Available: <http://lyon-martin.org/about-us/the-lyon-martin-story/>. Accessed July 12, 2018.

Olmstead, R. W. 2002. Historical Overview (Chapter 3). In *California Department of Transportation, San Francisco Central Freeway Replacement Project—Alternative 8B: Archaeological Research Design and Treatment Plan, City and County of San Francisco, CA*.

O'Shaughnessy, M. M. 1912. *Official Grades of the Public Streets of the City and County of San Francisco, Comprising all Grades Established to December 31, 1912*. City and County of San Francisco, CA.

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United States Coast Survey. 1853. *City of San Francisco and Its Vicinity, California*. U.S. Coast Survey from a trigonometrical survey by R. D. Cutts, assistant; topography by A. F. Rodgers, sub-assistant; hydrology by the party under the command of Lieutenant James Alden, U.S.N. assistant. U.S. Coast Survey, Washington, D.C.

San Francisco Public Library. 1995. *Lyon-Martin Women's Health Services Mission Statement*. August 25. Manuscript available in the San Francisco History Center Ephemera Collection.

SFGate. 2011. Lyon-Martin Health Services Taking New Patients. September 1, 2011.

**Additional Figures:**



Figure 1. View of south (primary) façade, facing north, 5/4/2018.



Figure 2. View of south (primary) façade, facing north, 5/4/2018.



Figure 3. Detail of south (primary) façade, facing north, 5/4/2018.

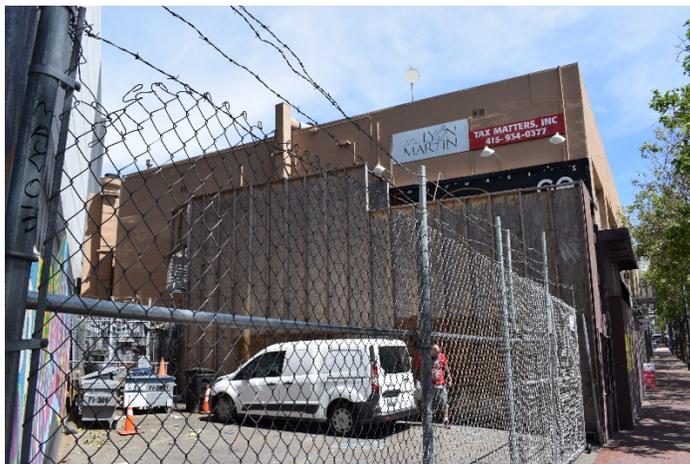


Figure 4. View of west façade, facing east, 5/4/2018.



Figure 5. Detail of west façade, facing east, 5/4/2018.



Figure 6. Detail of south façade, facing north, 5/4/2018.

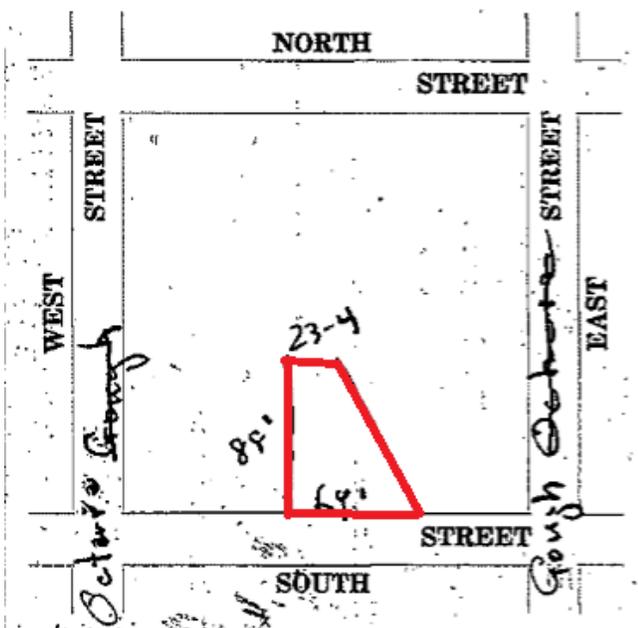


Figure 7. Building footprint for 1740 Market Street, as drawn on the original building permit, dated May 20, 1941. Source: City and County of San Francisco Department of Building Inspection.

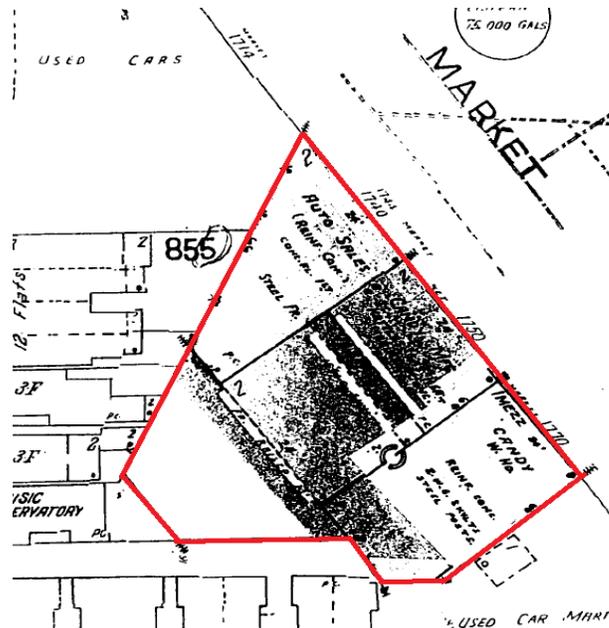


Figure 8. 1950 Sanborn Map. Source: Sanborn Fire Insurance Map Company, accessed via San Francisco Public Library.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 3 \*Resource name(s) or number (assigned by recorder) 1740-1750 Market St.

P1. Other Identifier: \_\_\_\_\_

\*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, Calif. Date: 1956 (rev. 1973)

\*c. Address: 1740-1770 Market St. City: San Francisco Zip: 94102

d. UTM: Zone: 10 mE/ \_\_\_\_\_ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 0855-010

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

1740-1750 Market Street is located on a triangular lot on the north side of Market Street between Octavia and Gough Streets. Built in 1940 and designed in the International style, it is a 2-story, steel-frame commercial building with a concrete perimeter foundation, smooth stucco cladding, and a flat, parapeted roof. The south-facing primary façade is ten bays wide and features four storefronts on the first story. The entrance to the second story space is centered on the elevation. The storefronts have modern metal-frame glass doors and fixed metal-frame storefront windows. The main entrance has modern metal-frame, glass doors with metal frame sidelights and transoms. The second story has square window openings with metal-frame window systems with a single awning sash at the bottom of the opening. The building has minimal decoration aside from stucco banding connecting the top and bottom of the window openings on the second story. Secondary elevations of the building are clad in wood channel siding.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 Story commercial building

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photo



P5b. Photo: (view and date)

View from south  
8/11/2006

\*P6. Date Constructed/Age and Sources:  Historic

1940  
SF Assessors Office

\*P7. Owner and Address:

Joan E & Raymond Moresi  
7 Colby Street  
San Francisco, CA

\*P8. Recorded by:

Page & Turnbull, Inc.  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:

8/11/2006

\*P10. Survey Type:

Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

\*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)

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 3 \*NRHP Status Code 6Z  
\*Resource Name or # (assigned by recorder) 1740-1750 Market Street

B1. Historic name: Herbst Bros. commercial building  
B2. Common name: None  
B3. Original Use: Commercial, retail; Multiple-family residential (apartments); Industrial  
B4. Present use Commercial, retail and office  
\*B5. Architectural Style: International

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Constructed between 1940 and 1941. In 1947, remove wall partition between unit 1750 and 1770 and enlarge front entrance on unit 1770. Install retail candy shop, install fire escape to front of building, remove glass blocks and replace with plate glass windows, and add glass and enamel signs to building front on unit 1770 in 1951. In 1956, remove portion of building to build Central Freeway and install new porcelain front and canopy to existing front of unit 1770. Apartments were converted to commercial use and former bay opening for auto dealership in-filled for use as main entrance, late 20<sup>th</sup> century.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None.

B9a. Architect: Unknown b. Builder: F.R. Siegrist

\*B10. Significance: Theme Mixed-Use Development Area: Market Street Corridor, San Francisco  
Period of Significance 1941 Property Type Mixed-Use Applicable Criteria None

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)  
This building was constructed between 1940 and 1941 for the Herbst Bros., owners of a wholesale hardware store on Mission Street, as a residential-over-commercial investment property. The apartments on the second story were converted to commercial office use in the late 20<sup>th</sup> century. This building was part of a later era of commercial construction on Upper Market Street as residential uses were supplanted by commercial interests. In the early 20<sup>th</sup> century, the block contained primarily residential flats and one large multiple-unit commercial building on the corner of Market and Gough streets. Before construction of the present building, this site contained six connected, two-story, multi-family dwellings.

Early occupants of this building included an auto dealership and a See's Candies, which had a retail shop, manufacturing facility, and wholesale warehouse in the building. In 1940, this building was one of eight See's Candies stores in San Francisco and also served as the company's general management offices. In later years, the building housed commercial occupants such as Al Fergoda Motor Scooters (1960-1972), Herb's Uniform Co. (1964-1967), and the offices of the Automotive Machinist Lodge (1960-1984). (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP8. Industrial building

\*B12. References:

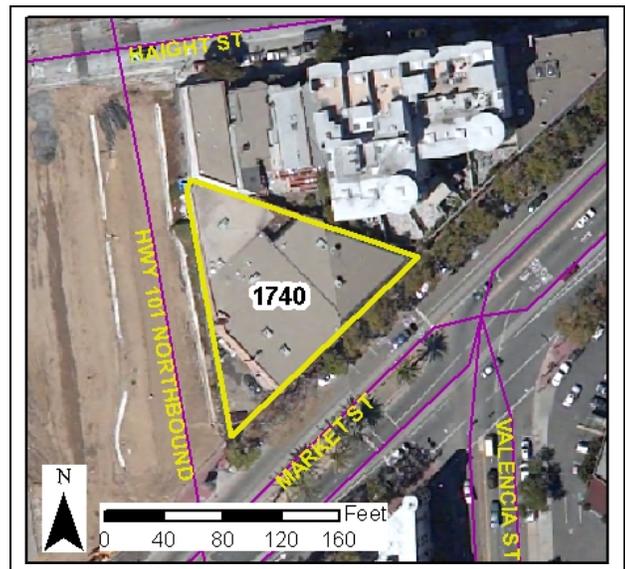
Assessor's records  
Building Permits #55663, #62474, #60585, #161315, #142026,  
#138814, #185295, #186827  
(continued)

B13. Remarks: Market & Octavia Survey

\*B14. Evaluator: Karin Sidwell, Elaine Stiles; Page & Turnbull

\*Date of Evaluation: March 2007

(This space reserved for official comments.)



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

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

Page 3 of 3

\*Resource Name or # (Assigned by recorder) 1740-1750 Market Street

\*Recorded by: Page & Turnbull

\*Date March 2007

Continuation

Update

**B10. Significance, continued.**

Approximately one third of the building was removed along the present west elevation for the construction of the Central Freeway in the 1960s. This portion of the building contained warehouse space.

1740 Market Street has lost integrity of design, materials, workmanship, feeling and association through conversion of the upper stories from residential to commercial use; multiple alterations to first-story store fronts and windows; removal of a portion of the roof parapet; and removal of a portion of the building for construction of the Central Freeway. The property has also lost integrity of setting due to highway construction and demolition and surrounding modern infill construction. The building retains integrity of location.

1740 Market Street is not eligible for the National or California Registers or for local designation. The building is not associated with any known events or persons significant in the history of San Francisco or California. Although this was a manufacturing plant for See's Candies, a prominent regional candy company, the portion of the building occupied by See's Candies' operations has been demolished. The building has been substantially altered and is not significant architecturally.

The status code of 6Z assigned to this property means that it has been found ineligible for National Register, California Register or Local designation. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

**\*B12. References, continued.**

Pick, Margaret Moos. *See's Famous Old Time Candies*. San Francisco: Chronicle Books, 2005.

Sanborn Maps 1886, 1899, 1913, 1950

San Francisco City directories 1941, 1955, 1960, 1964, 1967, 1972, 1976, 1980, 1984.