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Page 1 of 24

*NRHP Status Code 5S3, 3S

*Resource Name or # (Assigned by recorder)

South End Historic District Addition

D1. Historic Name _____

D2. Common Name: _____

***D3. Detailed Description** (Discuss overall coherence of the district, its setting, visual characteristics, and minor features. List all elements of district.):

The SEHD Addition is located in the southeastern part of the South of Market (SoMa) Area Plan Historic Resource Survey area in San Francisco's South of Market neighborhood. The SEHD Addition includes nineteen properties, twelve of which are contributing. Non-contributing elements include two properties that are compatible in scale with the contributing resources, but constructed outside the period of significance, and five vacant properties that are used as parking lots. The SEHD Addition is roughly bounded by Brannan Street to the north, Third Street to the east, Townsend Street to the south, and Lusk Street to the west. It is situated just north of a large area of contemporary redevelopment between King and Townsend streets. (See Continuation Sheet, p. 2)

***D4. Boundary Description** (Describe limits of district and attach map showing boundary and district elements.):

(See Continuation Sheet, p. 5)

***D5. Boundary Justification:**

(See Continuation Sheet, p. 8)

D6. **Significance: Theme** Industrial and Residential Reconstruction and Development **Area** South of Market, San Francisco, CA
Period of Significance 1906 - 1935 **Applicable Criteria** A, C (NR Criteria adopted by local jurisdiction)

(Discuss district's importance in terms of its historical context as defined by theme, period of significance, and geographic scope. Also address the integrity of the district as a whole)

This group of resources comprises an addition to the local (Article 10) and National Register-listed South End Historic District. The South End Historic District Addition (SEHD Addition) was surveyed in October 2007 and January and March 2008 by Page & Turnbull as part of the SoMa Area Plan Historic Resource Survey. Based on information presented in the *South End Historic District Case Report* (1990) and Page & Turnbull's *Historic Context Statement, South of Market Area* (2007), the contributing resources included in the appended area appear to be compatible with the "warehouse architectural form" theme of the South End Historic District. The original district also included other building types, such as industrial manufacturing, commercial, and mixed-use residential buildings.¹ The SEHD Addition maintains consistency with the diversity of building types in a primarily industrial area. Likewise, the area is located adjacent to the western boundary of the South End Historic District, and the contributing resources in the appended area coincide with the post-1906 Earthquake period within the broader period of significance (1867 – 1935) established by the South End Historic District. Thus, the SEHD Addition's period of significance is 1906 – 1935.

***D7. References** (Give full citations including the names and addresses of any informants, where possible.):

(See Continuation Sheet, p. 22)

***D8. Evaluator:** Christina Dikas

Date: June 2009

Affiliation and Address Page & Turnbull, 724 Pine Street, San Francisco CA 94108

¹ Lord, Paul A. Jr., South End Historic District Case Report (5 Feb. 1990): 6.

CONTINUATION SHEET

D3. Detailed Description (Continued)

Streets within the area are paved, lined by sidewalks, and conform to the city grid of larger (100 vara²) blocks that are found south of Market Street. The grid is oriented diagonally in relation to the cardinal directions. The primary northwest-southeast streets are numbered, while the secondary northwest-southeast streets and the northeast-southwest streets are named. The terrain of the area is level, and vegetation consists of a few small street trees along Third and Ritch streets.

Like the existing Historic District, the SEHD Addition is primarily industrial in character. The additional properties consist of ten industrial buildings, one mixed-use residential hotel/commercial building, and one residential building. Construction dates range from 1906 to 1935, which covers the most productive post-1906 Earthquake construction of industrial buildings in the South of Market area. The buildings represent trends in brick, wood-frame, and reinforced concrete construction, and many feature Classical Revival ornamentation. A detailed description of building types and features can be found in the *South End Historic District Case Report* (5 Feb. 1990). According to the 1990 report:

Architecture

Architectural development along the southern waterfront was the result of a broad range of material and economic processes. Warehouse form was dictated by function: economics of the transportation industry, fire insurance ratings, and developments in construction technology were especially important. Architects and builders gave attention to structural strength, wide uninterrupted floor spaces, easy handling of goods, and protection against the elements. Yet, even though functional considerations of early warehouse and industrial construction pre-empted costly embellishment of buildings, innovative solutions were found to decorate large wall surfaces without extraneous or expensive materials.

Style

Most of the buildings in the district can generally be classified under Whiffer's definition of the Commercial Style: "of five to sixteen stories with straight fronts,...flat roofs, and level skylines. The character of their facades derives from the fenestration..." Some have a few historicist ornaments. Other buildings are an earlier, very simple and low style, with large areas of unbroken brick walls; here this variety of warehouse is identified as 19th century Commercial Style...

Warehouses are among the most utilitarian buildings left in San Francisco, lacking stylistic references common to other building types. If nineteenth century warehouses can be viewed as vernacular structures, this was not the case in the years following the 1906 earthquake and fire. With few exceptions, warehouse owners hired academic architects whose work extended to commercial, industrial, and residential buildings, and who participated in the rebuilding of both the downtown and other sections of the city... [T]he increased reliance on architects had significant effects on the design of industrial architecture in San Francisco during the first two decades of the twentieth century.

Construction and Function

² A *vara* is an old Spanish and Portuguese unit of length. *Varas* are a surveying unit that appears in many deeds in the southern United States and many parts of Latin America. It varied in size at various times and places, but the value of 33 inches (838.2 mm) per *vara* was adopted in California ca. 1851. "98 U.S. 428 25 L.Ed.251 United States V. Perot." Website accessed on 9 June, 2008 from: <http://bulk.resource.org/courts.gov/c/US/98/98.US.428.html>

CONTINUATION SHEET

Warehouses are storage buildings which accommodate irregularities of seasonal and traffic fluctuation in commerce. Merchants were forced to anticipate market demands many months in advance, food stuffs and other goods needed storage for varying amounts of time. Buildings were also needed for temporary cargo storage before a second transport...From approximately 1850 until 1950, the siting of warehouses was dependent upon the availability of inexpensive land near piers...

...Extension of rail service to the waterfront was slow, and it was not until after 1915 and the completion of the seawall that most warehouses in this area were served by spur rail lines of the state-run Belt Railway. Spur tracks connected with both the Belt Railway and the extensive rail yards of the Southern Pacific Company. A *San Francisco Chronicle* article of August 21, 1920 notes: "the demand for spur track locations in this district is increasing because of its convenience to docks and railroads."

The California Warehouse (1882) was one of the first warehouses where railroad cars could be brought inside. By 1900, almost all new warehouses were built with spurs extending into the structure. The movement of goods inside the building took on additional complexities. These questions were resolved in different ways depending on the types of goods stored, the duration of storage, and the number of stories in the building.

...Multiple story buildings have been more common along the southern waterfront since the turn of the century... After 1906, almost all new warehouses were constructed to be at least three stories in height... Multiple story buildings are usually characterized by fairly small floor to ceiling heights - commonly 11 to 12 feet - because the weight of stored merchandise created great dead loads... Ground story heights, accommodating greater live loads (people, furniture, and other items), were more on the order of 20 feet in height... By 1900, it was customary for a multi-story warehouse to be equipped with a freight elevator, usually able to handle two drays...Regardless of the number of stories, large doors have been necessary to allow interior access for trucks and drays.

...Before the development of iron posts in the late 18th Century, heavy mill piers satisfied fire requirements. The conversion from timber to iron and later steel beams and piers did not occur till the 1920s. Truss framing allowed the spanning of greater floor dimensions.

Susceptibility of wood to fires led to the use of masonry walls with timber-framed interiors. Although iron - and later steel - posts and beams were used in construction after the 1880s, the economic nature of warehouse construction precluded their adoption on a large scale...Given their widespread use between the 1850s and 1920s, bricks were the building materials commonly associated with warehouses... Brick bearing walls typically ranged from 12 to 20 inches in thickness, depending upon height.

...The last great technological development to impact warehouse design was the introduction of reinforced concrete, the bracing of concrete (cement, water, sand and gravel) with notched steel bars. Reinforced concrete, in use since the late nineteenth century, became a common building material in San Francisco after the 1906 earthquake, although its widespread use did not occur until the 1920s. The use of reinforced concrete permitted [a] relatively large proportion of the wall surface [to be] given over to glazing. The exterior of the reinforced concrete building were often finished with white Santa Cruz cement.

CONTINUATION SHEET

...The period during which warehouses were constructed presents a large reservoir of influences and constraints on design. Since cultural and technological influences were widespread it is not surprising that the extant warehouses along the southern waterfront should reflect widely the need for safe, efficient and accessible space for storage. Buildings grew in volume and tactile strength in response to fluctuations in this need.³

In addition to warehouses, the SEHD Addition contains one two-story mixed-use residential hotel/commercial building that has now been remodeled fully to commercial use with eight commercial units. In the South of Market area, residential hotels, also known as single-room occupancy hotels (SROs), are primarily located along the 6th Street and Mission Street corridors. They are often three to six stories in height and are constructed of brick masonry or concrete. A few, however, are wood frame buildings that include two to four floors. Residential hotels built after 1906 were most often designed in an Edwardian-era style with angled bay windows, rounded corner bay windows, and decorative cornices. They feature a primary entrance and lobby with a reception desk and residents' mailboxes. From the lobby, stairs provide access to the rooms on the upper floors. Many residential hotels contain ground-floor commercial space with several storefronts facing the street.

Lastly, there is one residential building, a Romeo flat, on Clyde Street in the SEHD Addition. Residential flats are found in almost all older residential neighborhoods in San Francisco. The British term "flat" applies to buildings with floor-through dwelling units. They are usually recognized by their recessed and/or raised porches sheltering an independent entrance for each unit. Flats in San Francisco typically house two or three units, depending on the number of stories. A sub-category of residential flats, called "Romeo flats," are multi-story, multi-unit buildings. Romeo flats consist of groupings of three structural bays. The typical single Romeo flat features a central open bay containing a winding stair corridor that is flanked on either side by stacks of flats. Sometimes the central bay is enclosed, but Romeo flats are recognizable because either the stair landings or fenestration in the central bay are located between floor levels, producing a staggered effect on the façade. A single module Romeo flat has a bay rhythm of A-B-A and a double Romeo flat has a bay rhythm of A-B-A-A-B-A. Most appear to have been built in the South of Market area in the five years following the 1906 Earthquake. The earliest, built in 1906 and 1907, often feature flat fronts and simple cornices. Later Romeo flats are designed in Edwardian-era styles, usually with angled bay windows. In the South of Market area, standard flats and Romeo flats can be found mostly on narrow back streets and alleys.

Six of the twelve contributing properties have been documented in DPR 523B forms by Page & Turnbull as part of the Mission and SoMa Area Plans Historic Resource Survey. These include 425 Brannan Street, 435 Brannan Street, 36 Clyde Street, 45 Lusk Street, 322-326 Ritch Street, and 330 Ritch Street. Two more properties, 224 Townsend Street and 228-242 Townsend Street, were previously documented and designated an NRHP code of 6Y2 (Determined ineligible for NR by consensus, no potential NR, not evaluated for local listing). The remaining four properties were attributed status codes for the first time for the potential SEHD Addition.

The following list includes all contributing resources in the potential South End Historic District Addition:

³ Paul A. Lord, Jr. *South End Historic District Case Report* (5 Feb. 1990): 2-8.

CONTINUATION SHEET

APN	From St. #	To St. #	Street Name	Type	Year Built	CHRS Code
3787 005	630	630	3RD	industrial	1924	5D3
3787 048	415	415	BRANNAN	industrial	1923	5D3
3787 033	425	425	BRANNAN	industrial	1924	5B
3787 151	435	435	BRANNAN	industrial	1910	5D3
3787 017	18	28	CLYDE	Romeo flats	1907	5D3
3787 021	36	36	CLYDE	industrial	1923	5B
3787 022	25	35	LUSK	industrial	1917	5D3
3787 019	45	45	LUSK	industrial	1922	5B
3787 036	322	326	RITCH	industrial	1906	5B
3787 040	330	330	RITCH	industrial	1920	5D3
3787 018	228	242	TOWNSEND	residential hotel/ commercial	1909	6Y2, 3S
3787 013	224	224	TOWNSEND	industrial	1935	6Y2, 5B

The following list includes all non-contributing resources in the potential South End Historic District Addition:

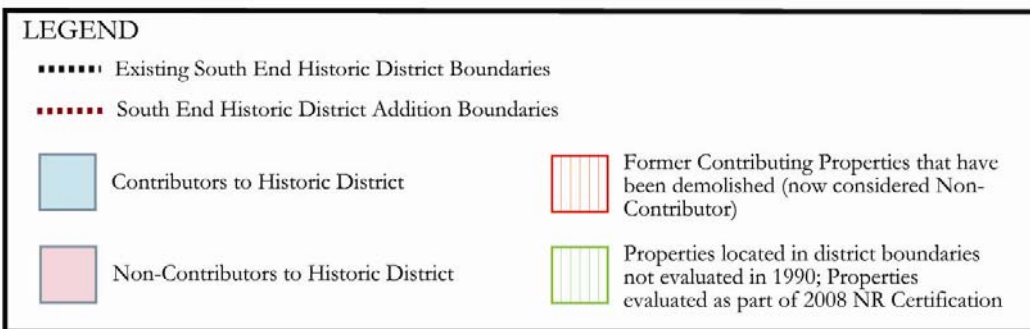
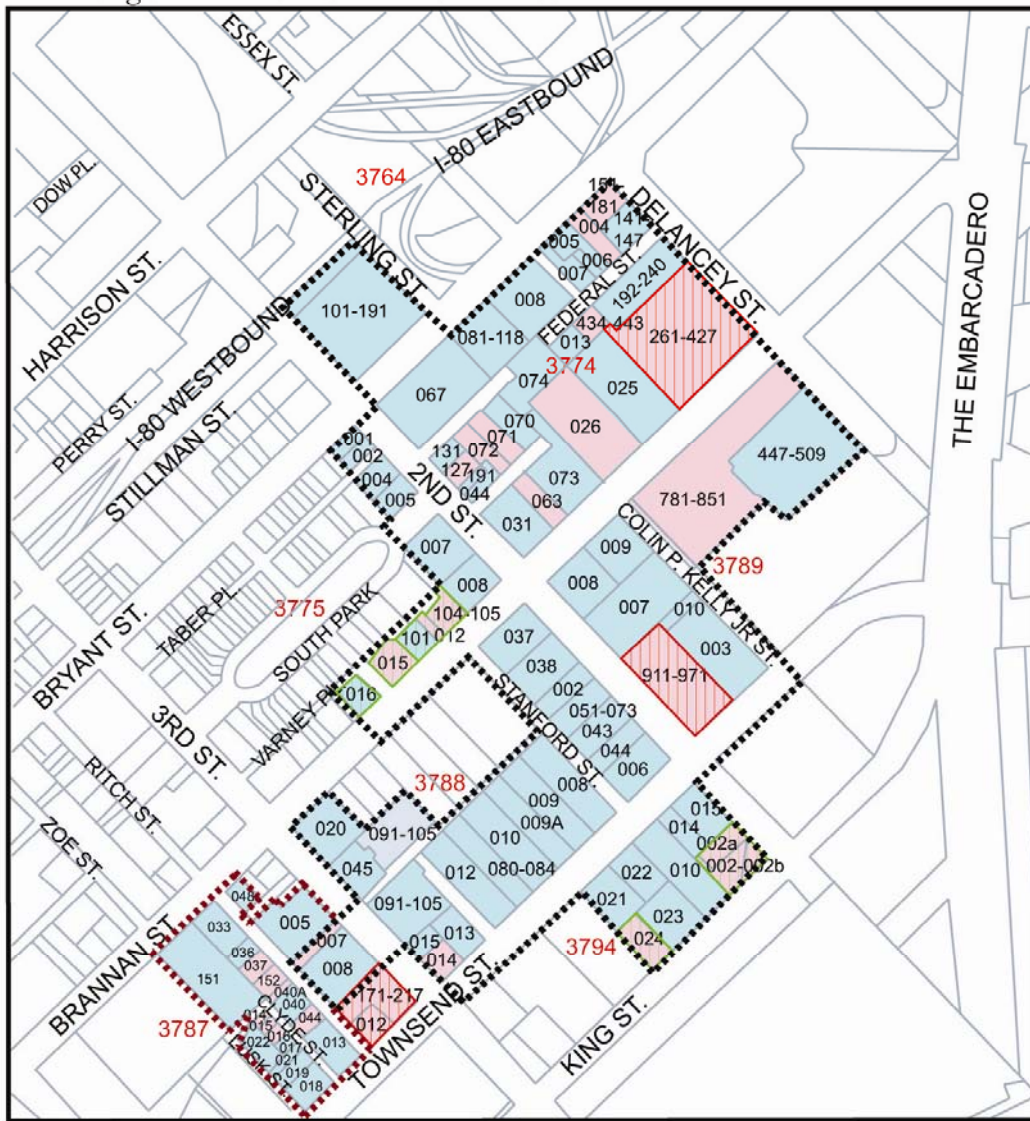
APN	From St. #	To St. #	Street Name	Type	Year Built	CHRS Code
3787014	2	2	CLYDE	parking	N/A	6Z
3787015	10	10	CLYDE	parking	N/A	6Z
3787016	16	16	CLYDE	parking	N/A	6Z
3787037	326	326	RITCH	parking	N/A	6Z
3787040A	328	328	RITCH	parking	N/A	6Z
3787044	336	340	RITCH	industrial	1955	6Z
3787152-159	340	340	RITCH	multiple-family	1994	6Z

D4. Boundary Description (Continued)

The boundary of the South End Historic District Addition commences at the east corner of parcel 3787-151 on Brannan Street. It runs northeast along Brannan Street, crossing Ritch Street, to the north corner of parcel 3787-049. It turns southeast along the parcel's northeast lot line and then turns southwest along the rear lot line to the south corner of the same parcel on Ritch Street. It travels along the southwest lot line of parcel 3787-003 and turns northeast along the northwest lot line of parcel 3787-005. It turns southeast along Third Street for the extent of that property and the adjacent parcel 3787-007. Here, the boundary joins the South End Historic District lot line, which includes parcel 3787-008. At the south corner of lot 3787-008, the SEHD Addition boundary crosses Ritch Street to the north corner of parcel 3787-013. It turns southeast along the northeast lot line of that parcel to the corner of Ritch and Townsend Streets. It then jogs southwest on Townsend Street to the corner of Lusk Street, and northwest on Lusk Street to the south corner of parcel 3787-023. It excludes this triangular-shaped parcel by running along its southeast and northwest lot lines, crossing the alley to the north, and continuing along the southeast lot line of parcel 3787-151 to the point of origin.



2008 South End Historic District Update Map,
 Including South End Historic District Addition



CONTINUATION SHEET**Boundary Justification**

The boundaries of the SEHD Addition are confined to the half block just west of the South End Historic District. Other areas adjacent to the South East Historic District, including a segment of Brannan Street between 2nd and 3rd streets, the north side of Bryant Street, and the east side of Delancey Street, were not considered for Historic District extension because the properties contain parking lots, freeway infrastructure, and non-historic buildings outside the period of significance.

The SEHD Addition is generally bounded by Brannan Street to the north, Third Street to the east, Townsend Street to the south, and Lusk Street to the west. Three of the parcels on this block, 3787-005, 3787-007, and 3787-008, were surveyed for the original district (though 3787-005 was excluded on the map). The contributing resources in the SEHD Addition feature a continuity of type, use, size, construction method, and construction date consistent with those in the South End Historic District.

The SEHD Addition does not cross to the south side of Townsend Street because the former location of the Southern Pacific Train Depot has now been infilled with contemporary mixed-use construction. Likewise, most of the parcels to the west of Lusk Street have been redeveloped with condominiums and an office building. Consequently, they were excluded from the SEHD Addition. Parcel 3787-003 on Brannan Street was excluded because it was constructed in 1938, after the period of significance. Parcels 3787-001 and 3787-002 contain commercial buildings that have been so severely altered that they would not contribute to the district if they were included in the boundaries. Parcels 3787-003 and 3787-004 are parking lots. Because all five of these parcels are grouped together, they were excluded from the SEHD Addition. At the southeast corner of the block, parcels 3787-171 to -218 and 3787-012 contain age-ineligible buildings. The 2008 South End Historic District update, which was included in Page & Turnbull's *South End Historic District National Register Certification* (26 June 2008), designates both of these parcels as noncontributing and outside the boundaries of the Historic District.

Historic Context: South End Historic District Addition*Pre-1906 Earthquake*

Prior to the 1906 Earthquake and Fire, the South of Market area was already industrial in character, though the streets were lined with significantly more residential buildings. Important for the South of Market area's industrial future were the large 100-*Vara* Survey blocks laid out by Jasper O'Farrell in 1847. The grid was extended west from Fifth Street in 1850. The streets were flatter and wider (30 *varas* wide) than those found north of Market Street (where they were 25 *varas* wide), making the transportation of goods via wagon and eventually train and truck much easier.⁴ Before the disaster, the location of the SEHD Addition was occupied by 35 residential flats buildings and eight single family dwellings. Nine commercial or mixed-use buildings contained stores, saloons, restaurants, and lodging houses. The residential and commercial uses were interspersed with industrial uses, including the Metropolitan Foundry at 538 – 542 Third Street, San Francisco Stove Works at 522 – 534 Third Street, Morgan Oyster Co. at 512 – 516 Third Street (and 311 – 315 Ritch Street), Clinton E. Worden & Co. Manufacturing Pharmacist on Clyde Street, Californian Canneries Co.'s Fruit and Vegetables Cannery at 423 – 431 Brannan Street, and lumber storage on Crook (Lusk) Street.

On April 18, 1906, San Francisco was devastated by the Great Earthquake and Fire. The South of Market Area was especially hard hit by both the temblor and the eleven fires that started in the area due to broken gas mains. The fires

⁴ Page & Turnbull, Inc. *Historic Context Statement, South of Market Area*. San Francisco, 2007: 21.

CONTINUATION SHEET

quickly grew out of control as they ignited the densely packed wood-frame boarding houses, hotels, and rows of aging houses. The water mains were mostly broken and fire fighters were powerless to stop the flames from rapidly consuming virtually the entire neighborhood within six hours of the actual earthquake. The death toll in the South of Market Area was much higher than the rest of the city. The numbers were greatly undercounted because hotels and boarding houses collapsed on their inhabitants, who were never recovered. Additionally, many of these residents were lone immigrants or single male transients without local ties. A good number of these people on the margins of mainstream society were never reported as missing.⁵

Recovery

Unlike some parts of the city, such as North Beach, which were reconstructed quite rapidly after the 1906 Earthquake, the South of Market area took two decades to fully recover. In 1907, a booster organization published a map showing which areas of the city had been rebuilt. The map, which highlighted all parcels with new construction, temporary buildings, or wrecked buildings scheduled to be repaired, indicated that most of the South of Market remained vacant. The process of recovery for the entire city was a lengthy process, necessitating not only the demolition of ruined buildings and removal of debris, but also the settlement of insurance claims, resolution of any outstanding title concerns, acquisition of building permits, and, most importantly, the will to commit financial resources to a city so clearly in potential danger of future obliteration. In many ways, the South of Market area was uniquely affected by the earthquake, and lingering uncertainty over its historical patterns of development delayed reconstruction longer than many other areas.⁶

Construction

All of the buildings on the block bounded by Third, Townsend, Lusk and Brannan streets were destroyed in the 1906 Earthquake and Fire. This block that comprises the SEHD Addition was rebuilt with a stronger warehouse and industrial focus. The 1913 Sanborn Fire Insurance Map reveals that several residences were initially constructed, including three flats buildings and three single family dwellings. However, by 1950, all were torn down, save for the Romeo flat at 18 – 28 Clyde Street. The primary streets (Third, Townsend, and Brannan) were lined with commercial buildings and a few industrial buildings, while the secondary streets contained industrial uses.

Industrial development was encouraged by the construction of Southern Pacific rail spurs that ran from the rail yard on the south side of Townsend Street, through the intersection of Fourth and Townsend streets, and across Fourth Street from Bluxome Street. They cut northeast through the center of Block 3787 toward Third Street. By 1950, additional spurs terminated at specific buildings, and another spur curved northwest up Ritch Street.⁷ Some of the lots on Ritch Street that are vacant and currently used as parking, such as 3787-037 and 3787-040A, used to contain those rail spurs as they curved toward Ritch Street.

An initial flurry of construction commenced immediately after the earthquake, and lasted from 1906 to about 1913. Temporary structures were often erected and then replaced with more permanent buildings. Seven years after the quake, in 1913, the block was partially developed with a few residences, stores, a trunk factory at 332 Ritch Street, a hide warehouse at 220 – 226 Townsend Street, and an iron storage warehouse for Baker & Hamilton at 443 – 449 (now 435) Brannan Street. Most of the buildings that existed in 1913 were replaced by 1950. Notable exceptions include 435 Brannan Street (1910), 322 – 326 Ritch Street (1906) and 228 – 242 Townsend Street (1909).

⁵ Ibid: 43.

⁶ Ibid: 44.

⁷ Sanborn Fire Insurance Map, 1913.

CONTINUATION SHEET

The first boom of post-quake construction was followed by a brief recession, which coincided with the First World War. Most of the South of Market area engaged in relatively little construction from about 1914 to 1919. However, beginning in 1915, development expanded to the construction of warehouses and large industrial complexes and away from the construction of smaller light industrial buildings like those built immediately after the 1906 Earthquake and Fire. One brick industrial building, 25 Lusk Street (1917), was constructed during this recession period.

By the end of the First World War, construction picked up again in the South of Market and other areas of San Francisco. The trend of this building boom, which lasted from about 1920 to 1926, was to transform lots that had remained vacant since the 1906 Earthquake into light industrial and warehouse facilities. By the 1920s, concrete had become the principal building material due to its strength and durability, resistance to earthquake damage, and ability to provide large and unobstructed workspaces within structures.⁸ It was also a labor-saving device because it was more expedient to pour concrete than erect wood frames and lay bricks. Six buildings were constructed between 1920 and 1924 in the SEHD Addition. They feature both wood and concrete construction methods.

Following the 1929 Stock Market Crash, the nation entered into the Great Depression and most construction in the South of Market area came to a halt. Construction costs were down in the 1930s, and investors attempted to renew interest in industrial real estate developments. They encouraged construction by saying that the low maintenance costs and economical movement of goods characteristic of the modern industrial buildings would benefit the occupant and eventually result in reducing the number of obsolete buildings.⁹ Boosters highlighted the fact that South of Market District industries were in close proximity to three transcontinental railroads, two street car systems, and modern highways, which provided short delivery routes for goods. Though relatively few buildings were constructed during the 1930s, some of the most interesting in architectural style came out of this period. These include many Art Deco and Art Moderne buildings. 224 Townsend Street, which was constructed in 1935, features elements of this trend in design.

Though the SEHD Addition's contributing resources are generally smaller in size and massing than the brick warehouses of the South End Historic District, they represent the same combination of industrial uses interspersed with a few commercial and residential buildings. The resources resemble other post-1906 Earthquake buildings in the Historic District because the limited time period in which they were built lends cohesiveness to their architectural designs. In addition, the buildings are unified within the historical context of post-quake industrial development in the South of Market area.

Contributing Resources

322 – 326 Ritch Street (1906)

322 - 326 Ritch Street was constructed in September 1906 as a stable for the Morgan Oyster Company by architect Edward J. Vogel. Ernest and Elizabeth Lasell acquired title in 1922, after the Morgan Oyster Co. shut down. In 1944, Ray Hoffman and Richard Marshall purchased the property and sold it the following year to Paul Paulsen. The Paulsen family holds the property, with Standard Rubber, Inc., to the present.

From 1906 to 1921, 322 - 326 Ritch Street was used as the stables of the Morgan Oyster Company, which operated an oyster depot and packing house directly across Ritch Street. The building at 322 - 326 Ritch Street first appears on the 1913 Sanborn map and is labeled as a 2-story private stable. The Alhambra Water Company used the building as a water

⁸ Anne Bloomfield, *New Montgomery and Mission Historic District 523D Form*. San Francisco, 2008: 7.

⁹ "San Francisco Growth Adding to Land Values" (*San Francisco Chronicle*, 7 June 1930): 6.

CONTINUATION SHEET

distribution warehouse from the early 1920s until ca. 1940. By 1949, the Stand Sheet Metal Marine Plumbers company operated a warehouse and machine shop in the building. Lukacs L. Electric Equipment was located in 326 Ritch Street from ca. 1964 until at least 1982. In 1986, the building was used as a warehouse.



322-326 Ritch Street

The building is associated with the Morgan Oyster Company, which constructed the building as a stable for wagons and horses. J.S. Morgan began the Morgan Oyster Company in 1851 to satisfy the culinary desires of wealthy San Franciscans originally from the East Coast. At the time, oyster companies imported oysters from Washington's Shoalwater Bay, selling some immediately and placing the rest on oyster beds in the San Francisco Bay to keep them fresh. In 1869, the Morgan Oyster Company brought the first car of eastern seed oysters to the west coast via rail. This experiment proved profitable: seed oysters were cheaper, shipping costs lower and eastern oysters larger and milder in taste. Seed oysters were transplanted into beds in the Bay. The Morgan Oyster Company acquired local competitors such as A. Booth & Company, the first oyster importer in the Bay Area, and E. Terry & Company, the largest wholesale oyster firm in

the late 1870s. By 1885, only two companies remained in the oyster business, of which the Morgan Oyster Company was the larger. By the mid-1880s, the company controlled between 1,500 and 2,000 acres of tideland, most of which was used for oyster beds. Public fears of bay pollution affected demand for oysters, and oyster production in the San Francisco Bay area halved between 1899 and 1904. Production again halved by 1908 due to failure of the oysters. The Morgan Oyster Company made a large investment in shipping seed oysters to Humboldt Bay in 1910-11, but this venture failed. The company fell into financial straits following this failed effort and was eventually sold to the Consolidated Oyster Company in 1921. The Morgan Oyster Company's processing and packing plant was located across Ritch Street at 614 Third Street, beginning ca. 1889. At the time the stable was constructed, the industry had already begun to decline and the significance and influence of the Morgan Oyster Company was greatly reduced. However, the association of 322-26 Ritch Street with the company is significant because the processing and packing plant on 3rd Street was demolished and replaced with the building at 630 3rd Street in 1924. Thus, 322-26 Ritch Street appears to be the only remaining building that represents the important existence of the company in San Francisco.

The building is also associated with the Alhambra Water Company, which supplied "pure drinking water for offices and homes." The company was founded in 1902 by Loren Lasell, a New York native who settled in Martinez, California, in 1884. Called "the merchant prince of Contra Costa County," Lasell was a successful businessman who operated the Emporium of Contra Costa County, the largest department store in the area as of 1926. His 300-acre ranch in the Alhambra Valley contained springs whose water Lasell bottled and delivered to Oakland and San Francisco. The Alhambra Water Company was sold to Foremost-McKesson in 1954. 322 - 326 Ritch Street was not associated with the Alhambra Water Company at its inception and was not the company headquarters. Therefore, the association of 322 - 326 Ritch Street with the company does not make this contributing property individually significant.¹⁰

¹⁰ Page & Turnbull, DPR 523B form for 322-326 Ritch Street (August 2008): 4.

CONTINUATION SHEET

Page 12 of 26

*Resource Name or # (Assigned by recorder) South End Historic District Addition

*Recorded by: Christina Dikas, Page & Turnbull, Inc. *Date June 2009 Continuation Update*18 – 28 Clyde Street (1907)*

18 Clyde Street was constructed in 1907 as a wood-frame Romeo Flats building with six units. At the time of construction, a few other residential flats and single family dwellings were also being built on Clyde and Ritch streets. However, by 1950, it was the only residence in the SEHD Addition. (Also, there exists only one historic residential building, 555 – 559 Second Street, in South End Historic District). The units were occupied by working class people. Some units housed long-term residents, while others had a steady stream of transients. Long-term residents included Herman and Hattie Wiley, who lived at 18 Clyde Street from at least 1953 to ca. 1982; Willie Hawkins, a construction worker for Laurie Paving who lived at 24 Clyde Street from ca. 1963 to ca. 1978; and Samuel Campbell, an attendant for Trader Vic's parking lot who lived at 22 Clyde Street from ca. 1963 to ca. 1973. Residents of 18 – 28 Clyde Street held occupations such as: shoe shiner, porter at the Mark Hopkins Hotel, longshoreman, station attendant, cement finisher, nurse's aid, janitor for Lucky Stores, airplane cleaner, coach cleaner, and construction worker.



18 – 28 Clyde Street



228 – 242 Townsend Street

228 – 242 Townsend Street (1909)

228 – 242 Townsend Street was constructed in 1909 for Mary McMillan by J. Charles Flugger. Hotel proprietor Mary McMillan may be related to Robert McMillan, the real estate businessman who developed 45 Lusk Street, the adjacent property to the north. Robert McMillan was known for being a descendant of a San Francisco pioneer family. The building was first used as a hotel with stores and a saloon on the ground floor. In 1940 and 1945, 236 Townsend Street was listed in the San Francisco City Directory as Aunt Mary's Hotel and Dining Room. From ca. 1953 to after 1982, 236 Townsend Street was occupied by the New Pullman Hotel. This name referred back to the earlier years of hotel operation when 236 Townsend Street housed African American Pullman porters for the nearby Southern Pacific Railroad. From the 1880s to the 1940s, all the porters on the passenger cars were black, and the hotel was one of the few that allowed them to board. After numerous demonstrations, San Francisco's hotels integrated in 1964.

The commercial spaces contained enterprises such as the New Luncheonette (228 Townsend Street from ca. 1958 to after 1982), New Home Missionary Baptist Church (230 Townsend Street from ca. 1958 to ca. 1963), and James Pool Room (234 Townsend Street from ca. 1963 to ca. after 1982). 236 – 242 Townsend Street were vacant from ca. 1973 to after 1982. It now contains several offices and stores.

CONTINUATION SHEET

In addition to being a contributing resource to the SEHD Addition, 228 – 242 Townsend Street appears to be individually eligible for the National Register under Criterion A (Events) because the residential hotel was one of the few that was used for many years to sleep African American Pullman porters for the Southern Pacific Railroad.

435 Brannan Street (1910)

435 Brannan Street was constructed in 1910 as an industrial building for H. Levi & Co. The original owner was Herman Levi. 435 Brannan Street first appears on the 1913 Sanborn map. It is labeled as “Baker & Hamilton Iron Storage” and features corrugated iron on studding and two rows of structural wood posts. 435 Brannan Street and its site was owned by H. Levi & Co. from 1906 to 1923 and rented out to other businesses. From 1923 to 1940, it was owned and occupied by the Austin-Western Road Machinery Company. This company manufactured machines such as rollers, jaw crushers, bucket elevators, street sweepers, street sprinklers, road oilers, dump wagons, and graders. The building was owned by Paul M. Paulsen and Family from 1940 through 2008. Hercules Equipment & Rubber, Inc. occupied the space from 1940 through at least 1982. In 1941, builder George Wagner reconstructed the north and west walls in the Art Moderne style, and finished them with stucco and steel windows for the Hercules Equipment & Rubber Co. At the time of the 1950 Sanborn Map, the building was also occupied by the Standard Rubber Co., which manufactured molded rubber goods and gaskets. The Gasket Shop, Inc. also shared the space from ca. 1953 to ca. 1970. Golden Rainbow occupied the building from ca. 1987 through ca. 1994. In 2008, it is occupied by CompuMentor (also known as TechSoup).¹¹



435 Brannan Street



25 – 35 Lusk Street

25 – 35 Lusk Street (1917)

25 – 35 Lusk Street was constructed of brick with sandstone trim for the Ogden Packing and Provision Co. At the time, Lusk Street was known as Crooks Street, and the address of the building was 25 Crooks Street. It was originally used as a cold storage warehouse. Ogden Packing and Provision Co. was an agent for J. Meyers & Co., packers and shippers of wholesale fresh and corned meats.¹² In 1933, McIntyre Packing Co., J. Meyers & Co. (butchers), and L.J. Stoos Sales Co. leased the space. San Francisco Water Company records indicate that the building was vacant from 1938 – 1952.¹³ Lutz Tire & Supply Co. occupied 25 – 35 Lusk Street from ca. 1953 to ca. 1963. In 1968, the “Vocational Evaluation Program

¹¹ Page & Turnbull, DPR 523B form for 435 Brannan Street (August 2008): 3.

¹² The Foundation for San Francisco’s Architectural Heritage, Field Survey Form- Buildings (July 1980).

¹³ Architectural Resources Group, “25 Lusk Street, San Francisco, CA: California Environmental Quality Act Analysis” (18 October 2005): 3.

CONTINUATION SHEET

Aid to Retarded Children” was listed at the address. Westcoast Films distributor was located there from ca. 1973 to at least 1982.

25 – 35 Lusk Street is associated with Ogden Packing and Provision Co., which was organized by a group of men in 1901 as the Ogden Packing Company. The first packing plant was built in 1906 in Ogden, Utah, and was reportedly the largest meat packing plant west of the Missouri River and comparable to large eastern plants in its output. During the 1910s, the Ogden Livestock Yards was the 12th largest livestock yard in the United States. Fresh pork, beef, mutton, veal, lamb, ham, bacon, sausage, cooking compounds, lard, tallow, and fertilizer were shipped into all regions of the United States and abroad. In addition to the main plant in Ogden, the company had branches in Salt Lake City, Price, Butte, Los Angeles, and San Francisco. Both California facilities were completed in 1917, at the height of the company’s production success. After the First World War, demand dropped. Not only was the government not buying as much canned goods and meat for the troops, but postwar recession caused the average family to cut back on its purchases. 25 – 35 Lusk Street was not associated with Ogden Packing and Provision Co. at its inception and was not the company headquarters. Therefore, the association of 25 – 35 Lusk Street with the company does not make this contributing property individually significant.

25 – 35 Lusk Street was previously given a “C” rating from San Francisco Architectural Heritage survey (1982) and Unreinforced Masonry Building (UMB) Survey (1990), indicating that it is of contextual importance. Buildings rated “C” are those “that are distinguished by scale, materials, compositional treatment, cornice, and other features. These buildings provide the setting for more important buildings and add visual richness and character to the downtown area. Many C-group buildings may be eligible for the National Register of Historic Places or as part of future historic districts.”¹⁴ As part of the South of Market Area Plan, it was given a rating of “NS,” or Not Significant. Though the integrity of the building has been somewhat compromised by alterations to the fenestration and entrances, it has sufficient architectural integrity to be included as a contextual resource in the SEHD Addition. This determination is supported by Architectural Resources Group (ARG), who evaluated the property for CEQA in 2005 and stated that “the existing building shares a style, massing, use, and architectural detailings in keeping with that defining the adjacent [South End Historic] [D]istrict.”¹⁵ ARG also stated in the document that the building would be preliminarily eligible for listing on the California Register of Historic Resources under Criterion 1.¹⁶

¹⁴ Ibid: 1.

¹⁵ Ibid: 3.

¹⁶ Ibid: 9.

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

Primary# _____

HRI # _____

Trinomial _____

Page 15 of 26

*Resource Name or # (Assigned by recorder) South End Historic District Addition

*Recorded by: Christina Dikas, Page & Turnbull, Inc. *Date June 2009 Continuation Update



45 Lusk Street and 36 Clyde Street

45 Lusk Street (1922) and 36 Clyde Street (1923)

45 Lusk Street and 36 Clyde Street were constructed in 1922 and 1923, respectively, as adjacent and connected industrial buildings. San Francisco Architectural Heritage records show that at least 45 Lusk Street was developed by Robert McMillan. The buildings first appear on the 1950 Sanborn Map and are labeled together as a print warehouse. Lusk Street was called Crook Street at that time. San Francisco City Directory information is incomplete, but in 1940, 36 Clyde was occupied by L.R. Steinberg and the McNeill-Steinberg Manufacturing Co. Michael Ferrar is listed at 36 Clyde Street in 1977 and Nicole Henkin in 1982. Also in 1982, Art For All Occasions was located at 45 Lusk Street.

45 Lusk Street is associated with Robert McMillan, a real estate businessman who came from a well-known San Francisco pioneer family. During the fire of 1906, he was in charge of the Masonic relief organization, and was a past commander of Golden Gate Commandery No. 16. He was also the son of Daniel McMillan, a former San Francisco Supervisor.¹⁷

330 Ritch Street (1920)

330 Ritch Street was constructed in 1920 as a warehouse for William Stuart and the Union Feed Co. Ltd. 330 Ritch Street is an example of a brick industrial building in the South of Market Area. According to the 1913 Sanborn Map, prior to construction of the present building, the property was occupied by a residential flats building and single family dwelling that were separated by an empty lot. Union Feed Co. Ltd. was located at 330 Ritch Street in 1920. The California Hawaiian Manufacturing Co. occupied the building in 1927. The 1933 Reverse City Directory lists L.W. Gorman, hay grain and feed, as the occupant. In 1940, Magra Sprayer & Chemical Co. Inc. leased the space.



330 Ritch Street

¹⁷ Page & Turnbull, DPR 523B form for 36 Clyde Street/45 Lusk Street (August 2008): 4.

CONTINUATION SHEET

McNeill-Steinberg Manufacturing Co. was located at 330 Ritch Street in 1945. 330 Ritch Street first appears on the 1950 Sanborn Map and is labeled as “wholesale drugs.” From ca. 1953 to ca. 1963, the warehouse was occupied by Lou Fremy, Inc., which was listed in San Francisco City Directories as dealing in wholesale drugs or cosmetic distribution. From ca. 1968 to ca. 1978, the building housed the Ritch Street Health Club, and in 1982, Club San Francisco occupied this location. In 1989, the building was used by Tony Saab as a restaurant on the ground floor with offices above. According to the Landmarks Preservation Advisory Board Architectural Survey Field Form, the building once contained the S.F. Pie Co., though the dates are unknown.¹⁸

415 Brannan Street (1923)

415 Brannan Street is located on the southeast corner of Brannan and Ritch streets, and was constructed in 1923 for Bothin Real Estate Co. by architect Arthur S. Bugbee.¹⁹ The architect and developer also constructed 425 Brannan Street on the southwest corner of Brannan and Ritch streets the following year. The building contained several short-lived lessees. No information was found for the original occupant, but Wayne Company, a division of Boyle-Dayton gasoline pumps manufacturer, leased the building in 1933. Fiberglas Engineering and Supply were occupants in 1953; The Bird-Archer Co., chemical manufacturers, in 1958; Golden Pacific Foods, cheese producers, in 1963; G&G Products Co., food brokers, in 1968; Coldwell Color Cards and Bowles Printing Corp. in 1973; and Gille Rolf Import Co. from 1978 to at least 1982.



415 Brannan Street



425 Brannan Street

425 Brannan Street (1924)

425 Brannan Street was constructed in 1924 as an industrial building for Bothin Real Estate Co. by architect Arthur S. Bugbee and builders Buschke & Brown. Bothin Real Estate Co. owned the building from 1922 to 1970 and leased the space to others. From 1924 to ca. 1933, the building was occupied by S.F. Bowser & Co., which manufacturing oil tanks and self-measuring pumps. Also in 1933, American Bank Check Co., H.L. Hudson, and E.C. Marsh (manager of S.F. Bowser & Co.) were listed at the address in the City Directories. From ca. 1940 to ca. 1950, the Envelope Corp. occupied the building. Western Lithograph Co. was also listed in 1940. Allied Electricity Equipment Co. leased the building in 1953,

¹⁸ Page & Turnbull, DPR 523B form 330 Ritch Street (August 2008): 4.

¹⁹ The Foundation for San Francisco’s Architectural Heritage, Field Survey Form- Buildings (July 1980).

CONTINUATION SHEET

and Republic Engraving & Design Co. was located there from ca. 1958 to ca. 1978. Independent Wholesale Drug Co. Inc. was also listed there in 1963, the accounting department of KQED Television leased space in 1968, and International Exchange Press was listed from ca. 1973 to after 1982. Quinby's Inc. was located at the address in 1988. In 1995, S.F. Weekly leased the building. In 2000, the building housed telecommunications equipment.

415 and 425 Brannan Street are associated with the Bothin Real Estate Co. Henry E. Bothin, born in Ohio in 1853, came to California around 1875. He later was director of Pacific Gas & Electric, the Natoma Co. and the Sausalito Land & Ferry Co. After the 1906 Earthquake, he organized the Bothin Real Estate Co., which included his own large holdings. When he died in 1923, he was considered one of the wealthiest individual owners of downtown property in San Francisco. Bothin died before the 415 and 425 Brannan Street were constructed.²⁰

630 Third Street (1924)

630 Third Street was constructed in 1924 as a warehouse for Colgate & Co. (later known as Colgate-Palmolive-Peet Co.) by contractor George Wagner Inc. The original owner was Walter H. Sullivan Inc., but the property was sold to Colgate & Co. on 9 February 1925.²¹ The building replaced a previous building that was designed by Edward J. Vogel in July 1906 for the Morgan Oyster Co. (see 322 – 326 Ritch Street for more information). The Morgan Oyster Co. had been located on the same parcel before the 1906 Earthquake. 630 Third Street was constructed to include its own rail spur that terminated at the south side of the building on parcel 3787-007. Colgate-Palmolive-Peet Co. used the building as an office and warehouse for soaps, powders, and perfumes. The building was occupied by Maison Juerelle Inc., cosmetics, in 1933. In 1940, Hazard Wire Rope Co., Reading Pratt & Cady, American Chain & Cable Co., E.O. Johnstone, Wright Manufacturing Co., Manlay Manufacturing Co., George H. Luce, and Reading Steel Cashing Co. were listed at the address in the reverse City Directory. From ca. 1940 to ca. 1963, Fairbanks Morse & Co., machine dealers in scales, diesel, gasoline engines, electric motors, irrigating machinery, and plumbing machinery, occupied the building. From ca. 1968 to ca. 1978, Product Development Co., telephone directory distributors, were listed at the address. Newell Color Lab, a photo developer, was located there in 1982.

630 Third Street was surveyed and included in the 1990 *South End Historic District Case Report* documentation, but was not included within the boundaries of the accompanying South End Historic District map. Therefore, the property is being included in the SEHD Addition.

²⁰ Page & Turnbull, DPR 523B form for 425 Brannan Street (August 2008): 3.

²¹ Anne Bloomfield, "Architectural Survey- Chain of Title" form for 630 Third Street (1988).

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

Primary# _____

HRI # _____

Trinomial _____

Page 18 of 26

*Resource Name or # (Assigned by recorder) South End Historic District Addition

*Recorded by: Christina Dikas, Page & Turnbull, Inc. *Date June 2009 Continuation Update



630 3rd Street



224 Townsend Street

224 Townsend Street

224 Townsend Street was constructed in 1935 as a pump warehouse for Henry Wagreich. It was designed by engineer A.C. Griewank, who also designed an Art Deco-style industrial building for the Eng-Skell Co. at 1035 Howard Street in 1930. 224 Townsend Street was occupied by Worthington Pump and Machinery Corp. (later known as Worthington Corp.) from ca. 1940 to ca. 1965. From ca. 1968 to ca. 1973, the building was occupied by Robinson Harper & Co. manufacturing agents. Conolidated Electrical Distributors West, Inc., were listed at the address in 1978, and Morgan Graphic Supply was listed in 1982. In 1988, it was used for storage and as a military materials warehouse. In 2008, San Francisco MAZ occupies the building.

Architects

Edward J. Vogel

322 -326 Ritch Street (1906) is associated with architect Edward J. Vogel. Little information was found on Vogel at the San Francisco Public Library, the City of San Francisco, or SF Architectural Heritage. It is known that he emigrated from Ireland to Sacramento and later moved to San Francisco. He was an architect who designed over 30 residential, industrial, and commercial buildings in San Francisco in the 1890s alone.

John Charles Flugger

228 – 242 Townsend Street (1909) was constructed by John Charles Flugger, a San Francisco architect who practiced from at least 1902 to 1923. He designed many buildings in the two years following the 1906 Earthquake and Fire. Several were located in the Richmond District, including residences at 853 – 855 Arguello Boulevard, 144 – 146 Lake Street, 766 – 768 Second Avenue, 640 – 642 Fourth Avenue, and 372 Seventh Avenue, which were all designed in 1908. Flugger also lived in the Richmond District at 782 Second Avenue. In addition, he designed a large livery stable and several loft buildings.

Arthur S. Bugbee

The architect of 415 Brannan Street (1923) and 425 Brannan Street (1924) was Arthur S. Bugbee. Bugbee designed a number of industrial, commercial, and residential buildings in the Bay Area from about 1915 until the late 1920s. He worked on several projects for Bothin Real Estate Co. in the 1920s. He and partner William E. Schirmer were known for

CONTINUATION SHEET

their high-end apartment buildings in Oakland. Shirmer & Bugbee Co., which operated from 1920 to 1927, also worked on at least two car dealerships, Krestellar Motor Company (now S&C Motors) at 2001 Market Street (1920) and the Arthur Kiel Showroom at 2343 Broadway in downtown Oakland (1925). Only Bugbee's name is listed on the building permit for 415 and 425 Brannan Street. The two buildings are representative examples of Bugbee's work in the South of Market neighborhood.

George Wagner

Builder George Wagner constructed 630 Third Street (1924) and remodeled 435 Brannan Street (1941). Wagner (1881 – 1982) was born in San Francisco and graduated from Lowell High School in 1899. He found work in the construction trade, which flourished after the 1906 Earthquake and Fire. Wagner founded the Wagner Construction Company that, in partnership with the architecture firm Bakewell & Brown, constructed San Francisco City Hall in 1915. Wagner is also known for constructing Mather Field near Sacramento during World War II, the medical-dental building at 490 Post Street, the Oakland City Hall, Alameda County Courthouse, and the Paramount Theater in Oakland. In 1945, he formed a partnership with builder Adrian Martinez and the new Wagner-Martinez Co. built many of the major buildings at Stanford University, including the medical center. Wagner worked until his late 80s. In the South of Market area, Wagner also constructed 85 Columbia Square Street (1921), 1019-1021 Mission Street (1922), 927-931 Howard Street (1923), 414 Brannan Street (1924), 921 Howard Street (1924), and 1061 Howard Street (1935 alteration). Both buildings appear to be representative examples of Wagner's industrial projects, though he is better known for his larger projects.

A.C. Griewank

224 Townsend Street (1935) was designed by A.C. Griewank, an engineer who also designed the Art Deco industrial building for the Eng-Skell Co. at 1035 Howard Street (1930). Both buildings feature fluted pilasters that divide the bays and a three-dimensional, stepped triangular parapet over the primary entrance. No information could be found about designer A.C. Griewank at the City of San Francisco, the San Francisco Public Library, and San Francisco Heritage.

Integrity

Ten of twelve contributing buildings have been modified, notably with door and window replacements. 45 Lusk Street and 36 Clyde Street appear to have had very few exterior changes. All of the buildings retain their original massing, subtle detail, and ornament. 25 – 35 Lusk Street features an altered fenestration pattern, but retains its brick corbelling and original painted signage. 435 Brannan Street was altered to the Art Moderne style, but the alterations are now over fifty years old. Most of the warehouses appear to still be used for industrial purposes, except for 25 – 35 Lusk Street, which was converted to commercial space. Therefore, the overall SEHD Addition retains integrity of location, design, workmanship, feeling, and association. The replacement of doors and windows has diminished integrity of materials. The surrounding area has experienced redevelopment, including the construction of mixed-use and loft/condominium buildings, which somewhat compromises the integrity of setting. Nevertheless, the connection to the east with the South End Historic District remains intact. The SEHD Addition continues to convey its mixed-use, but largely industrial, post-quake history. Therefore, as a whole, the SEHD Addition retains historic integrity, and is a strong visual extension of the existing Historic District.

Significance

The significance of the SEHD Addition follows the revised significance criteria for the South End Historic District as identified in Page & Turnbull's *South End Historic District National Register Certification* (26 June 2008). This document

CONTINUATION SHEET

updated the information presented in the *South End Historic District Case Report* (5 February 1990) by reevaluating buildings that were altered or replaced and finding inconsistencies between the buildings that were surveyed in the original report and those that were included in the map. The Historic District's period of significance covers 1867 to 1935, which "comprises the era during which the waterfront was a vital part of the city's and nation's maritime commerce."²²

The significance of the SEHD Addition is rooted in the cohesiveness of the type and period of construction, as well as the context of reconstruction in San Francisco's South of Market area after the 1906 Earthquake and Fire. The Historic District is significant for its overall unity of building type, which in turn is indicative of important historical patterns that shaped the neighborhood, such as post-quake construction, industrial development, labor, and working-class culture.

The significant themes for the SEHD Addition are directly related to the statement of significance from *Appendix I to Article 10: South End Historic District* (23 March 1990). This in turn was synthesized from the *South End Historic District Case Report* (5 February 1990).

History of the area: for decades after the 1849 gold Rush, San Francisco was the principal seaport and connection with the outside world for California and the West Coast. San Francisco's expansion and transformation into one of the most important cities in North America is attributable to the eminence of its port which, because of its sheltered location and deep water, became one of the best-suited on the Pacific Ocean.

The development of warehouses over a 120-year period along the southern waterfront provides a benchmark from which to view architectural and technological responses to the rapid changes of a growing industrial nation state and city. The interdependence of architecture and history can be seen from a look at the evolution of warehouse forms along the southern waterfront. Unlike most other areas of the San Francisco waterfront, the South End district contains an extraordinary concentration of buildings from almost every period of San Francisco's maritime history. Several street fronts – such as Second, Third and Townsend – are characterized by solid walls of brick and reinforced concrete warehouses. With this harmony of scale and materials, the South End Historic District is clearly a visually recognizable place.

One-story warehouses were common in the nineteenth century but rare in the early twentieth due to the increasing cost of land... Multi-story buildings have been more common along the southern waterfront since the turn of the century. After 1906, almost all new warehouses were constructed to be at least three stories in height, and several warehouses on Second and Townsend Streets reached six stories. The invention of the forklift in the 1930s eliminated advantages which multi-story buildings enjoyed over single-story structures. Since 1945, almost all warehouses constructed in the United States have been one story in height. Many multi-story warehouses and industrial buildings have been converted to other uses or are vacant because they have become obsolete for most warehouse or industrial functions.

South End's period of historical significance, 1867 to 1935, comprises the era during which the waterfront became a vital part of the city's and nation's maritime commerce. The buildings of the South End Historic District represent a rich and varied cross-section of the prominent local

²² Paul A. Lord, Jr. *South End Historic District Case Report* (5 February 1990): 6

CONTINUATION SHEET

architects and builders of the period. Four buildings remain from the nineteenth century; another four were constructed in the six-year interval preceding the 1906 earthquake. The majority of the buildings were erected between 1906 and 1929, a period during which trade along the waterfront increased dramatically.²³

In 2000, the San Francisco Landmarks Board adopted the National Register Criteria for evaluating properties. San Francisco has various levels of recognition: Landmarks, Landmark Districts, Structures of Merit, Conservation Districts, Residential Character Districts, and adopted surveys. Properties evaluated for local significance, such as the South End Historic District Addition, are considered eligible for at least one category of recognition.

National Register criteria were not explicitly referenced in the 1990 case report, but the district was designated on the basis of its “special historical, architectural and aesthetic interest and value... as a distinct section of the City.”²⁴ Following Page & Turnbull’s *South End Historic District National Register Certification* (26 June 2008), the South End Historic District was incorporated into the National Register of Historic Places in November 2008. The Historic District was determined eligible under National Register Criteria A (Events) and C (Design/Construction). The significance of the SEHD Addition coincides with the significance of the South End Historic District.

More specifically, the SEHD Addition is locally and nationally significant under National Register Criterion A (Events) as a representation of an important trend in development patterns in San Francisco. It is also significant under Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction.

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²³ *Appendix I to Article 10 of the San Francisco Planning Code: South End Historic District* (San Francisco: San Francisco Planning Department, Amended March 23, 1990): 665.

²⁴ *Ibid*: 663.

CONTINUATION SHEET

Page 22 of 26

*Resource Name or # (Assigned by recorder) South End Historic District Addition

*Recorded by: Christina Dikas, Page & Turnbull, Inc. *Date June 2009 Continuation Update

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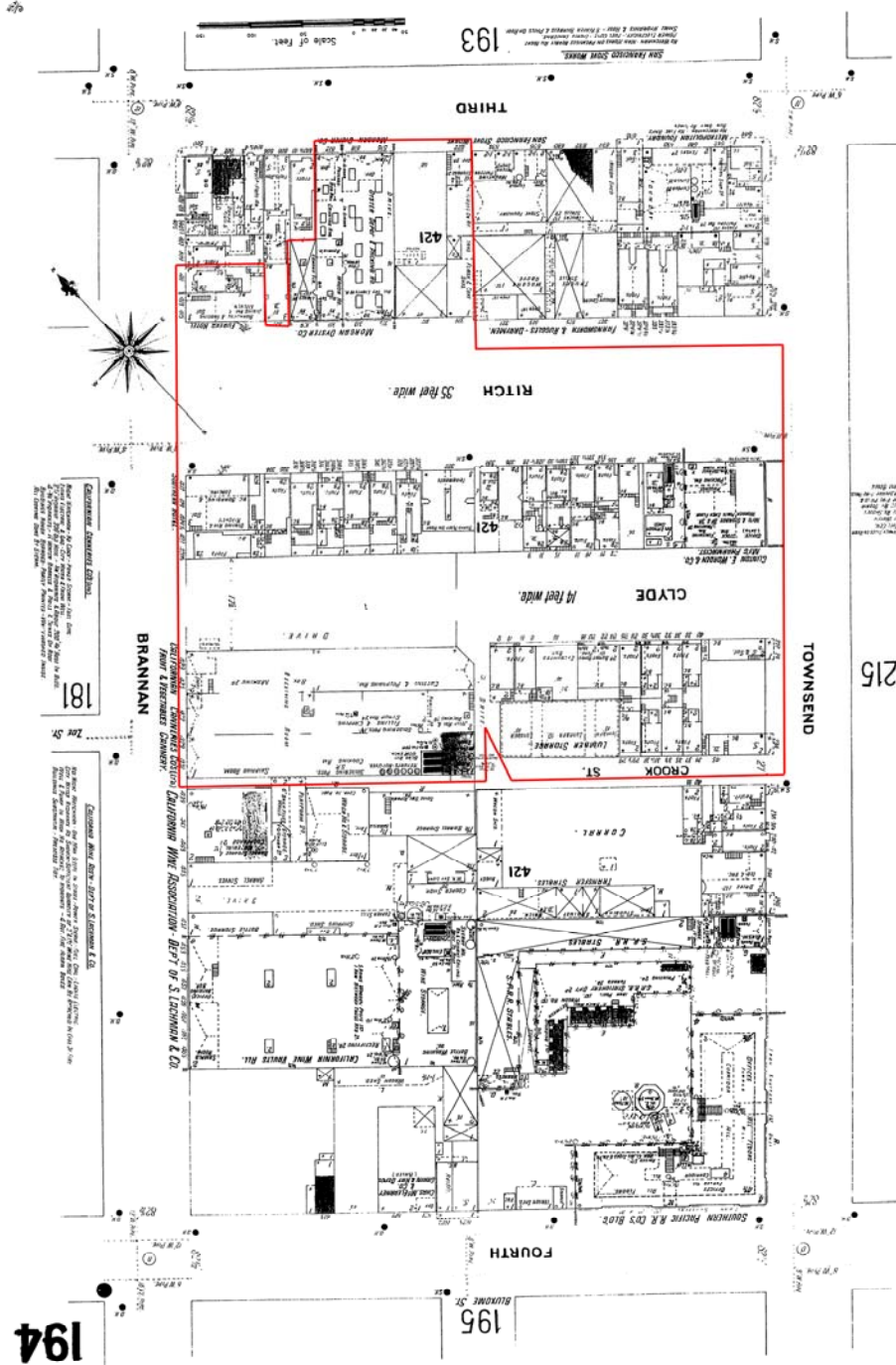
HRI # _____

Trinomial _____

Page 23 of 26

*Resource Name or # (Assigned by recorder) South End Historic District Addition

*Recorded by: Christina Dikas, Page & Turnbull, Inc. *Date June 2009 Continuation Update



Sanborn Fire Insurance Map, 1889.

Primary#

HRI #

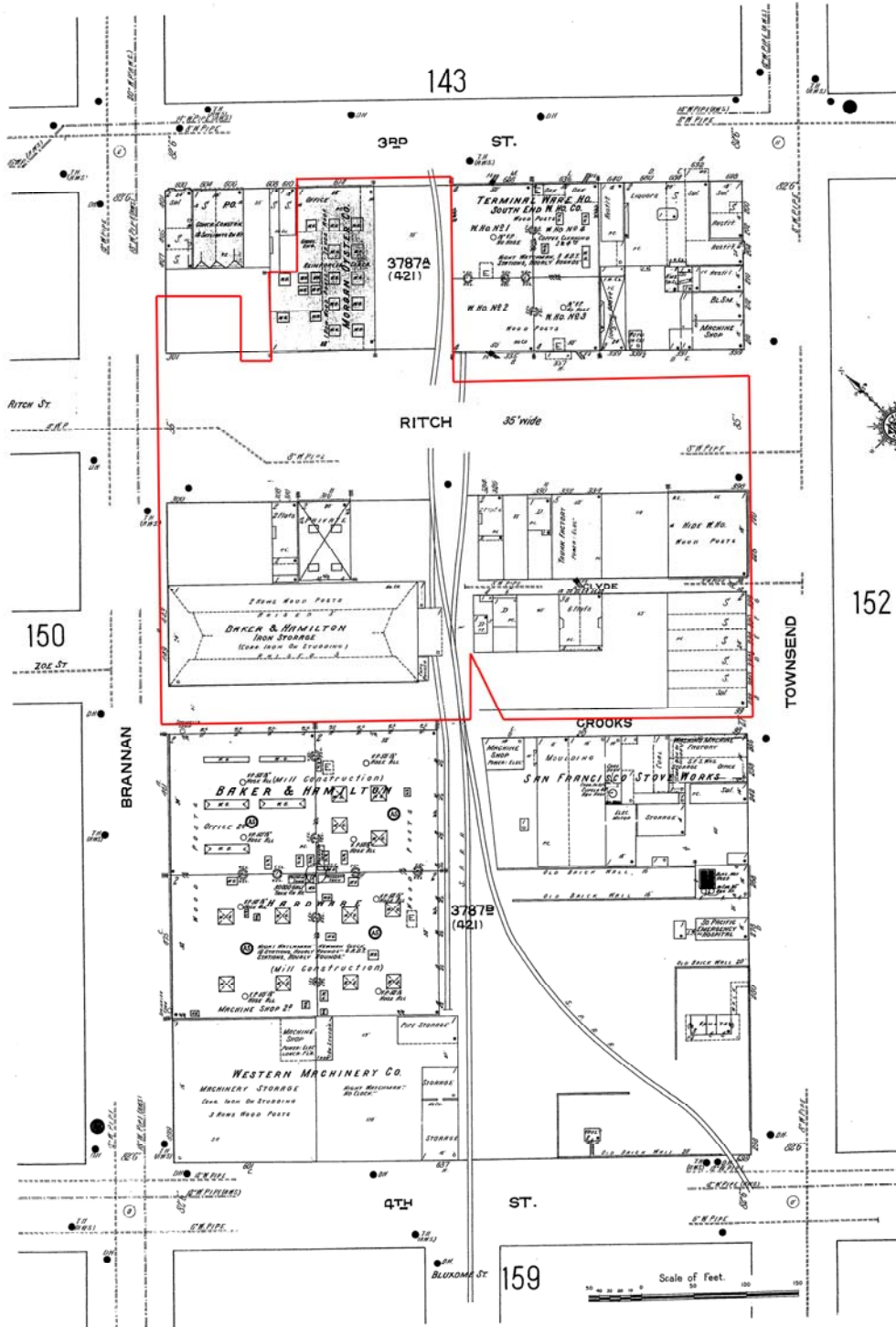
Trinomial

Page 24 of 26

*Resource Name or # (Assigned by recorder) South End Historic District Addition

*Recorded by: Christina Dikas, Page & Turnbull, Inc. *Date June 2009 Continuation Update

151



Sanborn Fire Insurance Map, 1913.

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

Primary#

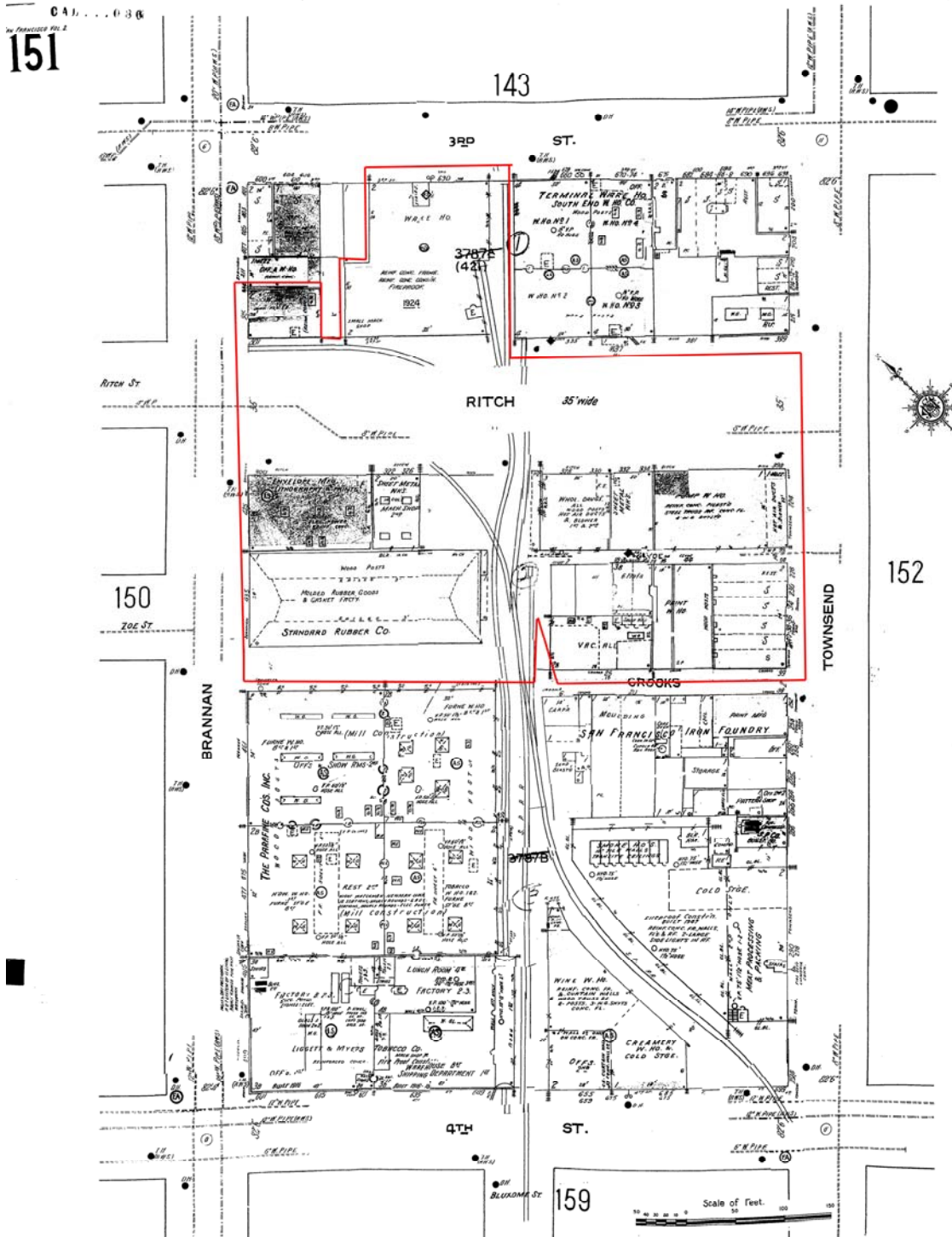
HRI #

Trinomial

Page 25 of 26

*Resource Name or # (Assigned by recorder) South End Historic District Addition

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Sanborn Fire Insurance Map, 1950.

Primary#

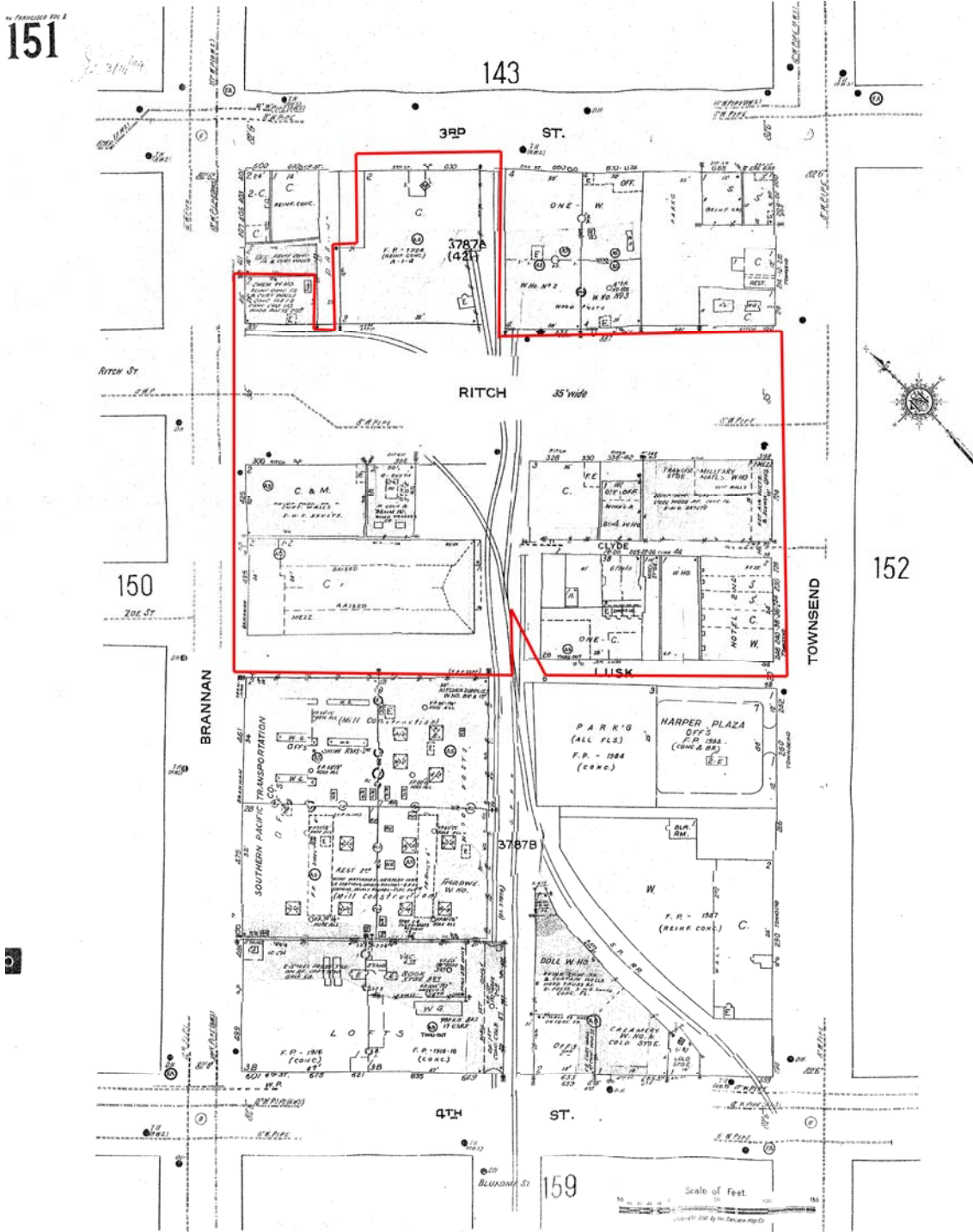
HRI #

Trinomial

Page 26 of 26

*Resource Name or # (Assigned by recorder) South End Historic District Addition

*Recorded by: Christina Dikas, Page & Turnbull, Inc. *Date June 2009 Continuation Update



Sanborn Fire Insurance Map, 1998.