

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) 150 Franklin 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 Location:  Not for Publication  Unrestricted \*a. County: San Francisco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: 150 Franklin 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): 0834-012

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

150 Franklin St. is located on a 120' x 50' through lot on the southeast corner Franklin and Fell Streets. Built in 1912, 150 Franklin St. is a 5-story, concrete frame and brick, 41-unit apartment building designed in the Classical Revival style. The rectangular-plan building, clad in brick and concrete, is capped by a flat roof. The foundation is not visible from the street. The primary façade faces west toward Franklin Street, and secondary elevations face north toward Fell St. and south toward Hickory Street. The primary façade is 9 bays wide. The raised basement story is clad in scored concrete and has recessed wood awning windows in each bay. The basement story is separated from the upper stories by a metal band of Greek key ornament. The recessed main entrance is centered on the façade and features a concrete, segmental arch surround, terrazzo steps, and glazed wood door with sidelights and transom. A glass and metal framed curved awning projects from the entrance over the sidewalk. The first through fourth floors have identical treatment, which consists of recessed, semi-hexagonal bay windows in the first, third, fourth, seventh, eighth, and ninth bays and recessed windows in the remaining bays. The bay windows have paneled spandrels and one-over-one, double-hung wood sash. The windows are outlined in a concrete tile surround that extends the full height of the building. The single one-over-one windows in the alternating bays have concrete spandrel panels. (continued)

\*P3b. Resource Attributes: (list attributes and codes) HP3. Multiple family property

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



P5b. Photo: (view and date)  
View from southwest  
9/6/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1912  
SF Assessors Office

\*P7. Owner and Address:  
Melvin & Angela Dagovitz  
% West Coast Property  
714 Van Ness Ave  
San Francisco, CA

\*P8. Recorded by:  
Page & Turnbull, Inc.  
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)

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\*Resource Name or # (Assigned by recorder) 150 Franklin St.

\*Recorded by: Page & Turnbull

\*Date 9/6/2006



Continuation



Update

**P3a. Description, continued.**

The primary facade terminates in a metal architrave with beveled shield ornaments between the bays, a frieze with brick diaper ornament, and a deeply projecting, metal cornice with dentils, egg and dart molding, drop finials on the soffit, and geometric fascia ornament. Plaques are set between the bays on the cornice fascia. The Fell and Hickory Street elevations are five bays wide and have recessed semi-hexagonal bay windows in the end bays and single, recessed windows in the central bays. Finish materials and cornice ornament are identical to the façade. The Hickory Street elevation has two secondary entrances in the basement story. The building appears to be in good condition.



View from northwest

State of California & The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
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\*Resource Name or # (Assigned by recorder) 150 Franklin St.

\*Recorded by: Page & Turnbull

\*Date 9/6/2006

Continuation

Update



Entrance

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 1 of 3 \*NRHP Status Code 3CS  
\*Resource Name or # (Assigned by recorder) 150 Franklin Street

B1. Historic Name Whiteside Apartments  
B2. Common Name 150 Franklin Street  
B3. Original Use Multiple Family Residence B4. Present Use: Multiple Family Residence

\* B5. Architectural Style Classical Revival

\*B6. Construction History  
150 Franklin Street was constructed in 1912.

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

\*B8. Related Features None

B9a. Architect August Nordin . Builder \_\_\_\_\_

\*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Civic Center

Period of Significance 1906-1929 Property Type Residential Applicable Criteria 1 and 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (Residential) and dates from the Period of Significance (1906-1929) of that context. Based on its appearance, the building is also considered under California Register Criterion 3 (Design/Construction). There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons) or Criterion 4 (Information Potential).

**Criterion 1:**

150 Franklin Street was designed by August Nordin and constructed in 1912 for the identified first owner, Franklin Realty Co. 1909 Block Books show that the property was owned by Hulda G Johnson. By 1920, Block Books show that it was owned by Bertha Tex. (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP3. Multiple family property

\*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007  
Edwards Abstracts, March 19, 1912. SF Chronicle, July 20, 1912

B13. Remarks

(Sketch Map with north arrow required.)

\*B14. Evaluator Kelley & VerPlanck  
\*Date of Evaluation 5/1/2010



(This space reserved for official comments)

CONTINUATION SHEET

Page 2 of 3

Resource Name or # (Assigned by Recorder) 150 Franklin Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

According to a San Francisco Chronicle article from July 20, 1912, the building was constructed of steel and concrete with brick exterior cladding. It originally contained thirty apartments of two rooms and a bathroom each, and eight apartments of three rooms and a bathroom each. Mrs. Katherine A. Whiteside, described as having been engaged in the apartment house and hotel business in San Francisco for several years, held a five year lease on the premises.

Prior to construction of the extant building, the 1886 Sanborn map shows that the parcel was occupied by two-story shops and a one-story shed. The 1913 Sanborn maps show the current building, then called the Whiteside Apartments. Adjacent parcels were occupied by a hotel, one-story shops or were vacant. The 1950 Sanborn maps shows the present building, with hotels and furnished rooms to the east.

Although located in the Civic Center area, the building relates to the Hayes Valley context, which includes the opposite side of Franklin Street. 150 Franklin Street is an example of the post-earthquake relocation and reconstruction trends in Hayes Valley when vacant land was sold by speculating owners and smaller one- and two-story shops and single family homes were demolished to make way for large multi-story flats and apartments that could house multiple families.

150 Franklin Street, with its Hayes Valley location, apartment building typology and 1913 construction date, accurately reflects an association with the 1906 Earthquake and Fire and Reconstruction period of significance.

**Criterion 3:**

August Nordin (d. 1936) designed over 300 structures in San Francisco, including the Swedish American Hall on Market Street (1907), the Altamont Hotel on 16th Street (1912), and the Frederick Street Supermarket at 225 Frederick Street (1925).

The Classical Revival style became popular in the United States following the 1893 Columbian Exposition in Chicago. The Classical Revival became especially popular in San Francisco and the rest of California between 1900 and 1910, where the Victorian-era styles had perhaps been carried to their extreme. Many of the ornate Italianate, Eastlake and Queen Anne flats and residences destroyed in the 1906 Earthquake and Fire were rebuilt in the more chaste and simplified Classical/Colonial Revival style. In San Francisco, the style became popular for both important public buildings as well as speculative apartment buildings and flats. Not dissimilar from the Renaissance Revival style, the Classical Revival is distinguished by its incorporation of rusticated brick or stone construction, applied historical ornamentation (cartouche, garland, shield), pilasters, window and doors hoods and casings, and prominent cornices supported by modillions and brackets. 150 Franklin Street exhibits characteristics of the Classical Revival style such as a basement story separated from the upper stories by a metal band of Greek key ornament, metal architrave with beveled shield ornaments between the bays, a frieze with brick diaper ornament, and a deeply projecting, metal cornice with dentils, egg and dart molding, drop finials on the soffit, concrete spandrel panels, and geometric fascia ornament with plaques set between the bays on the cornice fascia. The building retains sufficient character defining features and integrity which allow it to accurately embody the distinctive characteristics of the Classical Revival type, period and method of construction.

**Integrity:**

150 Franklin Street does not appear to have undergone any substantial alterations. Character defining features include: five-story height and rectangular massing; scored concrete cladding on the raised basement and brick cladding on the upper stories; recessed main entrance with a concrete, segmental arch surround, terrazzo steps, and glazed wood door with sidelights and transom; glass and metal framed curved awning; fenestration pattern of recessed, semi-hexagonal bays, with double-hung wood sash windows outlined in a concrete tile surround that extends the full height of the building; Classical Revival decorative details including a basement story separated from the upper stories by a metal band of Greek key ornament, (continued)

**CONTINUATION SHEET**

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Resource Name or # (Assigned by Recorder) 150 Franklin Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

metal architrave with beveled shield ornaments between the bays, a frieze with brick diaper ornament, and a deeply projecting, metal cornice with dentils, egg and dart molding, drop finials on the soffit, concrete spandrel panels, and geometric fascia ornament with plaques set between the bays on the cornice fascia; and flat roof. 150 Franklin Street retains the following aspects of integrity: location, design, setting, materials, workmanship, feeling and association.

**Conclusion:**

150 Franklin Street appears to be eligible for listing in the California Register of Historical Resources under Criterion 1 (Event) and Criterion 3 (Design/Construction) as an intact and well preserved example of a Classical Revival apartment building constructed during the 1906 Earthquake and Fire Reconstruction period of significance. The building clearly expresses its association with a broad pattern of San Francisco's history and accurately embodies the distinctive characteristics of the Classical Revival type, period and method of construction.

**Character Defining Features:**

Character-defining features include: five-story height and rectangular massing; scored concrete cladding on the raised basement and brick cladding on the upper stories; recessed main entrance with a concrete, segmental arch surround, terrazzo steps, and glazed wood door with sidelights and transom; glass and metal framed curved awning; fenestration pattern of recessed, semi-hexagonal bays, with double-hung wood sash windows outlined in a concrete tile surround that extends the full height of the building; classical revival decorative details including a basement story separated from the upper stories by a metal band of Greek key ornament, metal architrave with beveled shield ornaments between the bays, a frieze with brick diaper ornament, and a deeply projecting, metal cornice with dentils, egg and dart molding, drop finials on the soffit, concrete spandrel panels, and geometric fascia ornament with plaques set between the bays on the cornice fascia; and flat roof.

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

Page 1 of 2 \*Resource name(s) or number (assigned by recorder) 1580-1598 Market St.

P1. Other Identifier: Miramar Apartments

\*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: 1580-1598 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): 0836-010

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

1580-1598 Market Street is located on a square lot at the northeast corner of Market and Franklin Streets. Built in 1917, 1580-1598 Market Street is a seven-story, steel-frame, apartment and-commercial building designed in the Classical Revival style. Commonly known as the Miramar Apartments, the building has an roughly E-shaped plan created by blocks of apartments and interior light wells. The brick-clad structure rests on a concrete perimeter foundation and is capped by a flat roof. The primary façade faces south and is eleven bays wide. The first story contains four altered storefronts with modern metal-frame doors and storefront windows below high vertically divided transoms at the second story level. The light wells for the apartments begin at the third story level, and the story is separated from those below with an and above by cornices. Light wells are fronted at the third story by a dentilated triangular pediment supported by Tuscan colonettes. The upper stories have symmetrical fenestration consisting of one-over-one light metal sash with flat arch lintels and keystones. The seventh floor windows have molded surrounds and label molding, but no keystones, or segmental arch lintels. Storefront entries feature aluminum, glass doors beneath transoms. The façade ends with a modillion cornice and parapet. The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP3: Multiple Family Property; 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  
8/14/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1917  
SF Assessors Office

\*P7. Owner and Address:  
Mercy Housing California Xv  
1360 Mission St #300  
San Francisco, CA

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

\*P9. Date Recorded:  
8/14/2006

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

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

Trinomial \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder)  1580-1598 Market St.

\*Recorded by:  Page & Turnbull

\*Date  8/14/2006



Continuation



Update



Franklin Street (east) elevation

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 3CS

Page 1 of 3 \*Resource Name or # (Assigned by recorder) 1580-1598 Market Street

B1. Historic Name Miramar Apartments  
B2. Common Name 1580-1598 Market Street  
B3. Original Use Multi-Family Residential/Commercial B4. Present Use: same  
\* B5. Architectural Style Classical Revival

\*B6. Construction History  
1580-1598 Market Street was constructed in 1911. Alterations include storefronts and metal sash windows on the upper stories.

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

\*B8. Related Features none

B9a. Architect G. Albert Lansburgh . Builder Rickson Erhart Eng.

\*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Civic Center - Market Street Corridor

Period of Significance 1906-1926 Property Type \_\_\_\_\_ Applicable Criteria 1 and 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (Residential) and dates from the Period of Significance (1906-1926) of that context. Based on its appearance, the building is also considered under California Register Criterion 3 (Design/Construction). There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons) or Criterion 4 (Information Potential).

**Criterion 1:**

1580-1598 Market Street was designed by G. Albert Lansburgh and constructed by Rickson Erhart Engineers in 1911. According to the 1906 and 1909 Block Books, the parcel was owned by Marion Leventritt. (continued)

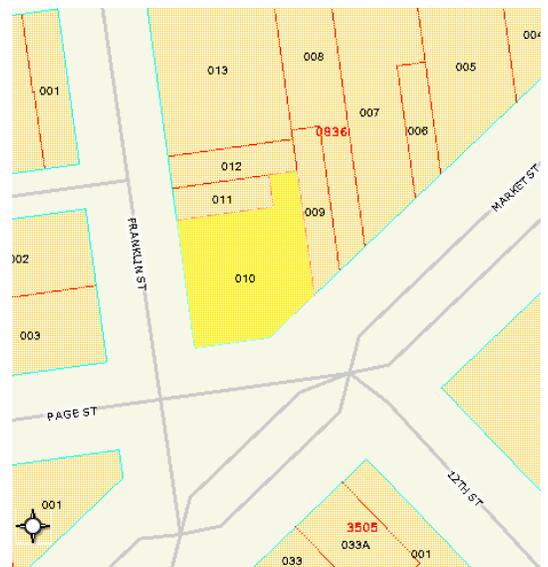
B11. Additional Resource Attributes: (List attributes and codes) HP3: Multiple Family Property; HP6: 1-3 Story

\*B12. References: Building & Engineering News, December 5, 1911  
Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007

B13. Remarks

\*B14. Evaluator Kelley & VerPlanck  
\*Date of Evaluation 5/1/2010

(Sketch Map with north arrow required.)



(This space reserved for official comments)

**CONTINUATION SHEET**

Page 2 of 3

Resource Name or # (Assigned by Recorder)

1580-1598 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

The 1886 Sanborn map shows that the parcel was mostly vacant except for a small shop. The surrounding neighborhood was filled with two-story dwellings on Franklin and Oak streets and shops on Market Street. The 1913 Sanborn map shows the current building, then known as the Raymond Apartments, with 100 apartments. Adjacent buildings consisted of one-story shops, though the block was mostly vacant, due to the destruction of the 1906 Earthquake and Fire. The 1950 Sanborn map shows that the block was built-out, with many buildings used for auto-related businesses, although many are vacant.

1580-1598 Market Street is an example of the post-earthquake relocation and reconstruction trends in Hayes Valley when multiple family buildings were constructed to house the many refugees that poured into the area. Because there were no citywide zoning regulations, residential, industrial and commercial buildings could be built wherever the property owner desired, resulting in the jumbled mix-use character of this block of Hayes Valley.

**Criterion 3:**

Gustave Albert Lansburgh (1876-1969) was born in Panama and came to San Francisco with his family in 1882. He was educated at UC Berkeley and the Ecole des Beaux Arts in Paris, returning to San Francisco in 1906. Notable buildings include the Gunst Building at 3rd and Mission (demolished), the Gunst Building at Geary and Powell, and the Koshland Building at Market and California. He was a renowned theater and auditorium architect, collaborating on the design for the War Memorial Opera House and designing the interior. He also consulted with Arthur Brown Jr. on the design of Temple Emmanuel in San Francisco's Presidio Terrace neighborhood.

The Classical Revival style began to emerge in the United States during the last quarter of the nineteenth century, and became especially popular in San Francisco and the rest of California after the turn of the 20th century. Characteristics of the Classical Revival style include ornamental plaster in the form of neoclassical motifs, such as a cartouche and garlands in the upper portion of gables or on the spandrels panels of the bay windows, neoclassical pilasters at the corners or on the bay windows, bold neoclassical porticos supported by fluted Corinthian columns, and large classically detailed cornices visually supported by modillions. 1580-1598 Market Street exhibits characteristics of the Classical Revival style such as: cornices; light wells fronted by a dentilated triangular pediment supported by Tuscan colonettes; symmetrical fenestration pattern with flat arch lintels and keystones; seventh floor windows with molded surrounds and label molding; modillion cornice; and parapet.

**Integrity:**

1580-1598 Market Street appears to have undergone few substantial alterations besides the four storefronts with modern metal-frame doors and storefront windows and replacement with aluminum-sash windows in the upper stories. 1580-1598 Market Street retains the following character-defining features: seven-story height and E-shaped massing; brick cladding; high vertically divided transoms at the second story level; light wells at third story that are separated from those below and above by cornices; light wells fronted by a dentilated triangular pediment supported by Tuscan colonettes; symmetrical fenestration pattern with flat arch lintels and keystones; seventh floor windows with molded surrounds and label molding; modillion cornice; parapet; and flat roof.

**Conclusion:**

1580-1598 Market Street appears to be eligible for listing in the California Register of Historical Resources under Criterion 1 (Event) as a building that embodies the trend of postquake reconstruction in the mid-Market area. In addition to destroying this section of Market Street, the 1906 Earthquake displaced thousands of San Franciscans. After the quake residential builders took advantage of the demand for housing by erected dozens of large-scale apartment buildings along Market Street and along parallel and intersecting streets. Constructed at the tail-end of the the immediate postquake reconstruction era, this building is one of the largest and most ambitious built during this era. It also appears eligible for listing in the California Register under Criterion 3 (Design/Construction) as an intact and well-preserved example of a Classical Revival apartment building constructed during the Period of Significance (1906 -1929) of the 1906 Earthquake and Fire Reconstruction context. (continued)

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Resource Name or # (Assigned by Recorder)

1580-1598 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

The building clearly expresses its association with a broad pattern of San Francisco's history, and embodies the distinctive characteristics of its type, period and method of construction. The property also represents the work of a master architect Gustave Lansburgh and possesses high artistic values.

**Character Defining Features:**

Character-defining features include: seven-story height and E-shaped massing; brick cladding; high vertically divided transoms at the second story level; light wells at third story that are separated from those below and above by cornices; light wells fronted by a dentilated triangular pediment supported by Tuscan colonettes; symmetrical fenestration pattern with flat arch lintels and keystones; seventh floor windows with molded surrounds and label molding; modillion cornice; parapet; and flat roof.

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
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NRHP Status Code \_\_\_\_\_

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

Page 1 of 2 \*Resource name(s) or number (assigned by recorder) 1666-1668 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: 1666-1666 Market St. City: San Francisco Zip: 94102

d. UTM: Zone: 10 mE/ \_\_\_\_\_ mN (G.P.S.)

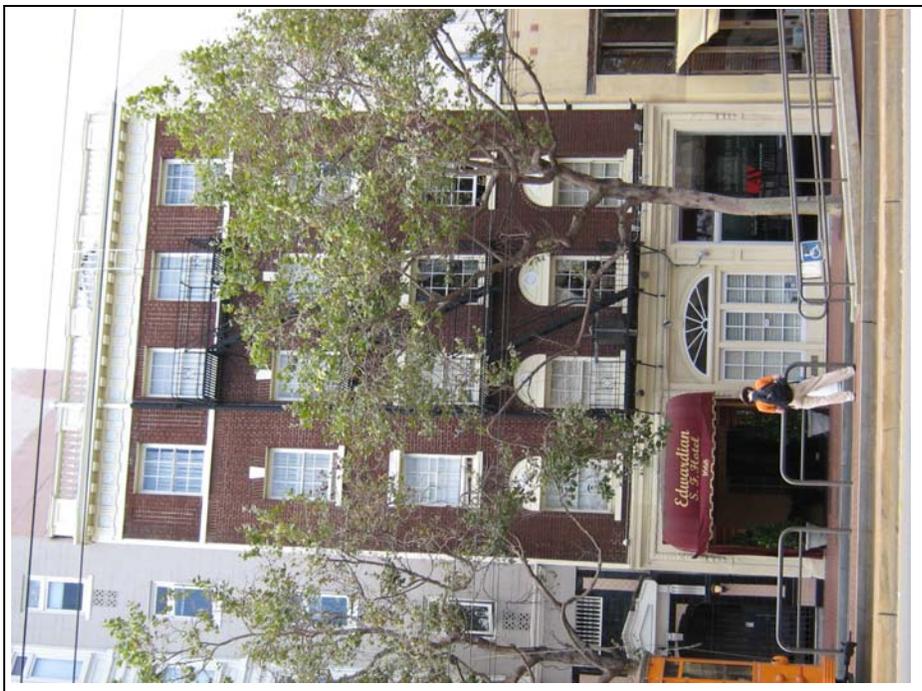
e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 0854/004

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

1666-1668 Market Street is located on a 34'x66' lot on the north side of Market Street, between Gough and Rose Streets. Built in 1913, 1666-1668 Market Street is a five-story, concrete-frame residential hotel with a commercial ground floor designed in the Colonial Revival style. The rectangular-plan building, clad in brick and concrete, is capped by a flat roof. The primary façade faces south and is three bays wide. The first floor features an arched, recessed, entrance in the right bay with Doric columns in antis. The entrance has a modern glazed metal door, but retains Colonial Revival-style divided sidelights and a fanlight transom. The center bay is infilled with three modern, vinyl fixed windows and a vinyl fan light. The right bay is infilled with glass and is a separate commercial space. The first floor bays are outlined with roped garland coping. The upper stories feature arched window openings on the second story with infilled, paneled arches. The third story has windows with flat lintels and sills. The fourth-story windows have segmental arch lintels and keystones. A belt course separates the fifth story, and the windows have no architectural decoration. All windows on the upper stories have six-over-six light, wood, double-hung sash. The primary facade terminates in an entablature with triglyphs and medallions on the frieze and a modillion cornice. The parapet is topped with a balustrade. The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP3: Multiple Family Property, 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 south  
8/11/2006

\*P6. Date Constructed/Age and

Sources:  Historic  
1913  
SF Assessors Office

\*P7. Owner and Address:

Bouagou Abdelaziz  
1668 Market St  
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)

State of California & The Resources Agency  
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Primary# \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 1666-1668 Market St.

\*Recorded by: Page & Turnbull

\*Date 8/11/2006



Continuation



Update



**Detail of hotel entrance**



# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 3CS

Page 1 of 3 \*Resource Name or # (Assigned by recorder) 1666-1668 Market Street

B1. Historic Name 1666-1668 Market Street

B2. Common Name 1666-1668 Market Street

B3. Original Use Multi Family Residential B4. Present Use: Multi Family Residential

\* B5. Architectural Style Colonial Revival

\*B6. Construction History

1666-1668 Market Street was constructed in 1913. Alterations include the storefronts with glazed metal doors and center bay infilled with three modern, vinyl fixed windows and a vinyl fan light

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

\*B8. Related Features none

B9a. Architect William H Crim . Builder Fisher & Wolfe Co.

\*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Hayes Valley - Market Street Corridor

Period of Significance 1906-1929 Property Type Residential Applicable Criteria 1 and 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (Residential) and dates from the Period of Significance (1906-1926) of that context. The building was also considered under Criterion 2 (Important Persons). Based on its design it is also being considered for eligibility under California Register Criterion 3 (Design/Construction). There is no indication the property is eligible for listing in the California Register under Criterion 4 (Information Potential).

**Criterion 1:**

1666-1668 Market Street was designed by William H. Crim and constructed by Fisher & Wolfe Co. in 1913 for the identified first owner, Bruce Cornwall. (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP3: Multiple Family Property, HP6: 1-3 Story

\*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007  
Building & Engineering News 5/6/1913  
Sanborn Maps, City Directories, San Francisco Block Books

B13. Remarks

\*B14. Evaluator Kelley & VerPlanck

\*Date of Evaluation 5/1/2010

(Sketch Map with north arrow required.)



(This space reserved for official comments)

**CONTINUATION SHEET**

Page 2 of 3

Resource Name or # (Assigned by Recorder)

1666-1668 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

1894 Block Books show that the parcel was owned by John Healy. 1906 and 1909 Block Books identify the owner as Jonathan Healy. 1920 Block Books show that the parcel was owned by Bruce Cornwall.

1666-1668 Market Street is located in the area that burned in the fire after the 1906 Earthquake. The 1886 Sanborn map shows the parcel was occupied by a one-story building that housed a hay and feed shop, with similar adjacent buildings housing a plumber, etc. The 1899 shows the same building and use, with a four-story building constructed on the corner. The 1950 Sanborn map shows the current building with shops on the ground floor and residences above. City Directories from the 1930s, 1940s and 1950s all identify the ground floor of the building housing an upholstery business and the lobby of the Hotel Eastman. Today, the building houses the Edwardian San Francisco Hotel and Cav Wine Bar.

1666-1668 Market Street is an example of the post-earthquake relocation and reconstruction trends in Hayes Valley when multiple family apartment buildings were constructed to house the many refugees that poured into the area. Prior to the adoption of citywide zoning regulations in 1921, residential, industrial and commercial used could be built wherever the property owner desired, resulting in the jumbled mixed use character of the area. Examination of the Sanborn maps shows that the block on which the property sits was constructed before this law as evidenced by the combination of residential and commercial uses on Market Street.

**Criterion 2:**

Bruce Cornwall, a prominent member of San Francisco society, was the only son of P.B. Cornwall, a pioneer who was a member of the first California Legislature. Bruce Cornwall was trained as a lawyer, but took over his father's real estate holdings after his death in 1904. From the 1920s through 1940, Cornwall was a partner in real estate firm of Coldwell, Cornwall & Banker (now Coldwell Banker). Cornwall's ownership of this property, though notable, does not elevate the building to eligibility for listing under Criterion 2.

**Criterion 3:**

William H. Crim (1879-1930) was a native San Franciscan architect. His notable buildings include the Pacific Coast Envelope Building at 2nd and Harrison streets, the Mission Savings Bank Building, several Christian Science churches, and the El Capitan Theater in the Mission. He formed a partnership with Earl Scott (Crim & Scott) which dissolved in 1911.

The Colonial Revival style was a stylistic trend that emerged in the 1880s from the East Coast. After three-quarters of a century of European-inspired revivals, the Colonial Revival was the first architectural movement to explicitly celebrate its American origins by referencing colonial-era building and design traditions. The style originally germinated in the patriotic fervor that followed the 1876 Centennial, emerging as a reaction to what was perceived to be the excessive qualities of the British-derived Queen Anne style. The nascent style did not truly take off until the nationally prominent firm of McKim, Mead & White began systematically studying the eighteenth-century Colonial period Federal and Georgian architecture of Newport Rhode Island.

Despite the remoteness of California from New England, the Colonial Revival became popular in San Francisco and the rest of California between 1895 and 1910. Perhaps the popularity of the style in San Francisco was also an extreme reaction of the newest generation of architects against San Francisco's overblown Victorian confections of the Gilded Age. Although the style first took hold in the City's wealthier neighborhoods such as Pacific Heights, the style was not confined to homes for the rich. Some of the destroyed commercial and residential fabric of San Francisco replaced after 1906 was rebuilt in the simple, elegant and flexible vocabulary of the Colonial Revival.

Prominent architectural features, including classically detailed porticos supported by fluted columns, Palladian windows, dormers, shutters and large classically detailed cornices, rounded out the design. Frequently plaster moldings in the form of cartouches, swags, wreaths or garlands highlight the center of the gables or the spandrel panels.

(continued)

**CONTINUATION SHEET**

Page 3 of 3

Resource Name or # (Assigned by Recorder)

1666-1668 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

The urban rowhouse version typically encountered in densely populated districts of San Francisco does not depart significantly in plan or massing from the standard San Francisco rowhouse prototype. Their Colonial Revival appearance is usually simply the result of applied ornament, including prominent porticos, applied corner pilasters, clapboard siding and plaster garlands or cartouches.

1666-68 Market Street is a good example of the Colonial Revival style, with its red brick veneer with contrasting white-tinted stucco ornament, including belt courses and arched window enclosures; fan light over the main entrance, and chaste cornice consisting of alternating triglyphs and metopes and roof-top balustrade. Resembling more closely a large Philadelphia rowhouse than a typical San Francisco apartment building, 1666-68 Market Street stands out from its neighbors.

**Integrity:**

1666-1668 Market Street appears to have undergone few substantial changes aside from the modification of its first-floor storefronts. It retains the following character-defining features: height and massing, brick cladding, fenestration pattern with six-over-six light, wood, double-hung sash; Colonial Revival decorative features including arched, recessed entrance in the right bay with Doric columns in antis and divided sidelights and a fanlight transom; upper stories with arched window openings on the second story with infilled, paneled arches; third story with with flat lintels and sills; fourth-story with segmental arch lintels and keystones; belt course that separates the fifth story; entablature with triglyphs and medallions on the frieze and a modillion cornice; parapet topped with a balustrade. The building retains integrity of location, design, setting, workmanship, feeling, and association

**Conclusion:**

1666-1668 Market Street appears to be eligible for the California Register of Historical Resources under Criterion 1 (event) as an example of the post-earthquake relocation and reconstruction trends in Hayes Valley. The building clearly expresses its association with a broad pattern of San Francisco's history. It also appears to be eligible for listing in the California Register of Historical Resources under Criterion 3 (design/construction) as a rare and well-preserved example of a Colonial Revival style apartment hotel.

**Character Defining Features:**

Character defining features include: height and massing; brick cladding; fenestration pattern with six-over-six light, wood, double-hung sash; Colonial Revival decorative features including arched, recessed entrance in the right bay with Doric columns in antis and divided sidelights and a fanlight transom; upper stories with arched window openings on the second story with infilled, paneled arches; third story with with flat lintels and sills; fourth-story with segmental arch lintels and keystones; belt course that separates the fifth story; entablature with triglyphs and medallions on the frieze and a modillion cornice; parapet topped with a balustrade.

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) 1670-1680 Market St.

P1. Other Identifier: Gaffney 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: 1670-1670 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): 0854/005

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

1670-1680 Market St. is located on a 60'x86' lot on the north side of Market Street, between Gough and Rose Streets. Built in 1923, the Gaffney Building is a six-story, steel frame, apartment and commercial building designed in the Renaissance Revival style. The rectangular-plan building, clad in stucco, and is capped by a flat roof. The primary façade faces south and is seven bays wide. The first floor features two storefronts and an entrance to the residential units set in the right bay. The storefronts have tiled water tables and window enframements and original wood frame storefront windows. A high, divided, straight, transom with arched openings and turned spindle muntins runs across both storefronts. The entrance to the residential units has a shouldered, arched opening and a door hood on brackets with a shouldered pediment. A panel reading "Gaffney Building" is centered above the first story level. The upper five stories have bay windows the second, fourth, and sixth bays with paneled spandrels, colonnettes with spiral fluting, and molded friezes. The bays and alternating window openings have modern casement windows with transoms. The elevation terminates in an entablature with molded medallion frieze and modillion cornice.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP3: Multiple Family Property, HP6: 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  
1923  
SF Assessors Office

\*P7. Owner and Address:

Levinson Family Revocable T  
Fred Levinson  
55 Raycliff Ter  
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)

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) 1670-1680 Market St.

\*Recorded by: Page & Turnbull

\*Date 8/11/2006



Continuation



Update



Detail of first story

**PRIMARY RECORD**

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

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

Trinomial \_\_\_\_\_

NRHP Status Code 4D

Other Listings \_\_\_\_\_

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date  / /

Page 1 of 1

\*Resource Name or #: 854/5

P1. Other Identifier: Antiques

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

b. USGS 7.5' Quad San Francisco North Date 1980 T 02N; R 05W; 1/4 of NE 1/4 of Sec 9; MDM \_\_\_\_\_ B.M. \_\_\_\_\_

c. Address 1670-1680 Market Street City San Francisco Zip 94102

d. UTM: (Give more than one for large and/or linear feature) Zone \_\_\_\_\_ mE/ \_\_\_\_\_ mN

e. Other Locational Data: (e.g. parcel #, legal description, directions to resource, elevation, additional UTM's, etc. as appropriate)

Assessor's Parcel Number: 854/5

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

The historic Lady Hub Apartments are a six-story, reinforced concrete apartment building over commercial at the obtuse-angled northeast corner of Market and Haight Streets, with 90% of the frontage on Market. The lot extends to Rose Street (an alley) in the rear, and the side lot lines are perpendicular to Rose, diagonal to Market. Cladding is stucco. The Haight Street elevation (westerly) has one single-windowed bay at each floor. The Market Street elevation is symmetrical, four single windows alternating with three tiers of polygonal bay windows. The deep modillioned cornice and molded frieze do not follow the plan of the bay windows, but they do bend around Haight Street. The entry to the apartments appears original: it has plain piers supporting an arched vestibule entry and an entablature, and above is a curvilinear pediment on long console brackets. Designed by Walter Falch, the building was rated C in the Heritage survey. Owners Gaffney & Luce ran the Hub Market wholesale meats in the store space. In spite of storefront alterations, it possesses integrity as to location, design, setting, materials, workmanship, and association. It is a contributor to The Hub District, which may become eligible for the National Register when more of its history is known.

\*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple Family Property; HP7. Tall Commercial Bldg

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

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

Date of Photo: 08/03/1997

Photo Number: AB321/14A

P5b. Description of Photo: (View, date, etc.)

Haight (left) and Market Street elevations, looking north

\*P6. Date Constructed/Age and Sources:

Prehistoric  Historic  Both

1923

per Bldg Permit App #112851

\*P7. Owner and Address:

Levinson Family Revoc. Trusst

% West Coast Property Management

710 Van Ness Av., S.F. 94102

P--Private

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

Anne Bloomfield

Bloomfield Architectural History

2229 Webster Street

San Francisco, CA 94115

\*P9. Date Recorded: 08/22/1997

\*P10. Survey Type: (Describe)

Intensive

Mid-Market Redevelopment Project

\*P11. Report Citation: (Cite survey report/other sources or "none") Bloomfield, Anne, Historic Architectural Survey Report for the Mid-Market Redevelopment Project, San Francisco, 1997.

\*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

\*NRHP Status Code 3CS

Page 1 of 3 \*Resource Name or # (Assigned by recorder) 1670-1680 Market Street

B1. Historic Name Gaffney Building

B2. Common Name 1670-1680 Market Street

B3. Original Use Commercial/Multi-Family Residential B4. Present Use: Commercial/Multi-Family

\*B5. Architectural Style Renaissance Revival

**\*B6. Construction History**

1670-1680 Market Street was constructed in 1923. Alterations include window openings with modern casement windows with transoms.

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

\*B8. Related Features none

B9a. Architect Walter C. Falch . Builder G. P. N. Jensen

\*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Hayes Valley - Market Street Corridor

Period of Significance 1906-1926 Property Type Residential Applicable Criteria 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (Residential) and dates from the Period of Significance (1906-1926) of that context. Based on its appearance, the building is also considered under California Register Criterion 3 (Design/Construction). There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons) or Criterion 4 (Information Potential).

**Criterion 1:**

1670-1680 Market Street, known as the Gaffney Building, was designed by Walter C. Falch and constructed by G. P. N. Jensen in 1923. The first owner is identified as Luce & Gaffney, a company that specialized in wholesale and retail meats.  
(continued)

B11. Additional Resource Attributes: (List attributes and codes) HP3: Multiple Family Property, HP6: 3+ Story

\*B12. References: Edwards Abstracts, January 9, 1923  
Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007

B13. Remarks

\*B14. Evaluator Kelley & VerPlanck

\*Date of Evaluation 5/1/2010

(Sketch Map with north arrow required.)



(This space reserved for official comments)

**CONTINUATION SHEET**

Page 2 of 3

Resource Name or # (Assigned by Recorder)

1670-1680 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

According to the 1886 and 1889 Sanborns maps, the parcel was occupied by a small, two-story building containing shops on the ground floor and lodgings above and a hay and feed store. Adjacent buildings were also one- to three-stories used for similar purposes. This block was destroyed during the 1906 Earthquake and Fire. The 1913 Sanborn map shows that a portion of the parcel was vacant with the a hay and feed store and several adjacent one-to-three story shops on adjoining lots. The 1950 Sanborn map shows the current building constructed on the vacant lot and former hay and feed store lots with the same adjacent shops.

City Directories from the 1930s, 1940s, and 1950s list the Hub Apartments as housing an equal number of male and female tenants. The 1936 and 1940 Directories identify Gaffney and Luce Butchers, Hub Market, and the Hub Tavern as occupying the first story storefronts, while the 1953 Directory identifies the first story storefronts as housing the Hub Bakery, Hub Market, Hub Tavern, and James B. Gaffney Meats. Today, the building houses retail businesses on the first story, while the upper stories continue to operate as apartments.

Destroyed during the 1906 Earthquake and Fire, this section of Market Street was rebuilt after the disaster. Due to the demand for housing among the legions of displaced San Franciscans, builders and property developers erected dozens of larger masonry apartment buildings, particularly along Market Street and adjoining streets. In this way the neighborhood was transformed from a middle-class neighborhood of single-family homes before the quake into a more densely populated area of multi-family apartments and flats.

Although 1670-1680 Market Street's location and apartment building typology reflect a general association with the 1906 Earthquake and Fire and Reconstruction period of significance, the 1923 construction date places the building outside of the primary scope of the period of significance and renders it unable to accurately embody this broad pattern of San Francisco's history.

**Criterion 3:**

Walter C. Falch worked for the architecture firm Bliss & Faville in 1910, and practiced independently from 1911 through the 1940s. He was a member of the American Institute of Architects from 1927-1929. Notable buildings include the Mill Valley City Hall (1937).

1670-1680 Market Street is a well-preserved and intact example of a multiple-family apartment building designed in the Renaissance Revival design. With its stucco cladding, storefronts with tiled bulkheads and window enframements and original wood frame storefront windows and high, divided, straight, transom windows with arched openings and turned spindle muntins runs, entry with shouldered arched opening, and a door hood on brackets with a shouldered pediment, upper stories with bay windows in the second, fourth, and sixth bays with paneled spandrels; colonnettes with spiral fluting, and molded friezes, and entablature with molded medallion frieze and modillion cornice, the building embodies the distinctive characteristic of a type, method or period of construction.

**Integrity:**

The Gaffney Building appears to have undergone no alterations since its construction in 1923. Character-defining features include its six-story height and massing, stucco cladding, storefronts with tiled bulkheads and window enframements and original wood frame storefront windows and high, divided, straight, transom with arched openings and turned spindle muntins; entry with shouldered, arched opening and a door hood on brackets with a shouldered pediment; upper stories with bay windows in the second, fourth, and sixth bays with paneled spandrels, colonnettes with spiral fluting, and molded friezes; and entablature with molded medallion frieze and modillion cornice. The building retains the following aspects of integrity: location, design, setting, materials, workmanship, feeling, and association.

**Conclusion:**

The building appears to be eligible for listing in the California Register of Historical Resources under Criterion 3 (Design/Construction) as a well-preserved and intact example of a multiple-family renaissance Revival style apartment building. The building retains sufficient integrity to allow it to embody the distinctive characteristics of its type, period and method of construction.

(continued)

**CONTINUATION SHEET**

Page 3 of 3

Resource Name or # (Assigned by Recorder) 1670-1680 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

**Character Defining Features:**

Character defining features include: six-story height and massing, stucco cladding; storefronts with tiled water tables and window enframements and original wood frame storefront windows and high, divided, straight, transom with arched openings and turned spindle muntins; entry with shouldered, arched opening and a door hood on brackets with a shouldered pediment; upper stories with bay windows in the second, fourth, and sixth bays with paneled spandrels, colonnettes with spiral fluting, and molded friezes; and entablature with molded medallion frieze and modillion cornice.

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) 1649-1651 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: 1649-1651 Market 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): 3504/001

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)  
 1649-1651 Market Street is located on a 124'x56' lot at the southwest corner of Market and Brady Streets. Built in 1912, 1649-1651 Market Street is a five-story apartment and commercial building designed in the Classical Revival style. The rectangular-plan building, clad in stucco and brick, sits on a reinforced concrete perimeter foundation and is capped by a flat roof. The primary façade faces north towards Market Street and is seven bays wide. The first floor features a centered entrance to the residential units and storefronts in the flanking bays. The main entrance is recessed and has a glazed, wood door with sidelights and transom. The storefronts are heavily altered with modern doors and windows and tile and stucco water tables. The second through fourth stories are characterized by modified Chicago windows with six-over-one light, wood, double-hung sash separated by spandrel panels with inlaid brick designs. The side windows are angled to the depth of the building wall. The fifth story is clad in stucco and has an elaborate decorative scheme surrounding similar windows in slightly arched openings. The window openings have Corinthian columns in antis with waffle patterning on the shafts, sills supported on molded brackets, and recessed panels between windows. Each end of the story has a relief panel with a female face surrounded by garlands. The primary facade terminates in a metal entablature with dentils and a modillion cornice. The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP3: Multiple family property, 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 north  
8/11/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1912  
SF Assessors Office

\*P7. Owner and Address:  
Nda Properties LLC  
Gaetani Realty Inc  
4444 Geary Blvd  
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)  
 DPR 523A (1/95) \*Required information

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 1 of 3 \*NRHP Status Code 3CS  
\*Resource Name or # (Assigned by recorder) 1649-1651 Market Street

B1. Historic Name 1649-1651 Market Street  
B2. Common Name 1649-1651 Market Street  
B3. Original Use residential/apartment building over B4. Present Use: residential/apartment building

\*B5. Architectural Style Classical Revival

\*B6. Construction History  
1649-1651 Market Street was constructed in 1912. The original arrangement of four storefronts at the primary facade has been consolidated into two storefronts: the two storefronts on the right were consolidated between 1913 and 1950 and the two on the left have been consolidated since 1950. The

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

\*B8. Related Features none

B9a. Architect MacDonald & Applegarth . Builder unknown

\*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Market Street Corridor

Period of Significance 1906-1929 Property Type residential/apartment building Applicable Criteria 1 & 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (residential/apartment building over commercial) and dates from the Period of Significance (1906-1929) of that context. Although the residential over commercial building type is not specifically identified in the Historic Context Statement of the Market & Octavia Neighborhood Plan Area, it is clear from examples given under the Residential building type that this category was understood to include residential over commercial. Based on its appearance, the building is also considered under California Register Criterion 3 (Design/Construction). There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons) or Criterion 4 (Information Potential).

(continued)

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

\*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007  
Sanborn Maps, Edwards Abstracts, 6/27/1912.

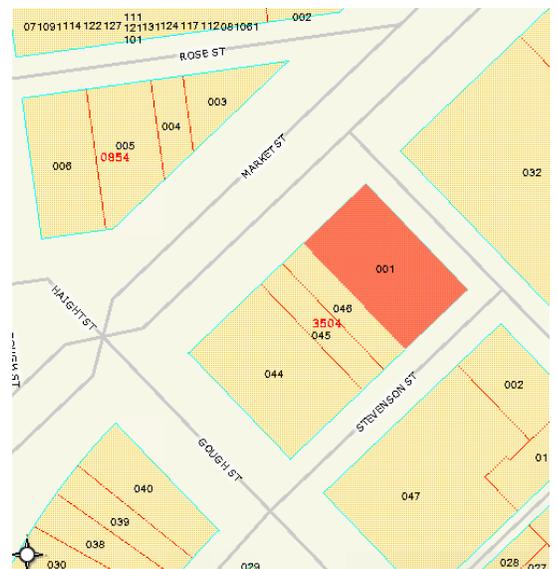
B13. Remarks

\*B14. Evaluator Kelley & VerPlanck

\*Date of Evaluation 5/1/2010

(This space reserved for official comments)

(Sketch Map with north arrow required.)



**CONTINUATION SHEET**

Page 2 of 3

Resource Name or # (Assigned by Recorder)

1649-1651 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

**Criterion 1:**

1649-1651 Market Street was constructed in the summer of 1912 on a lot that was formerly occupied by a series of small one-and two-story dwellings and stores, including a saloon on the corner of Market Street and Brady Street, and a plumbing supply store along Market Street. This area was leveled in the 1906 Earthquake and resultant fire. In 1912, the property owner, Sierra Investment Co., hired the firm MacDonald & Applegarth to design the five-story apartment building at 1649-1651 Market Street. Kenneth MacDonald and George Applegarth were partners from 1907-1912. Together they designed over 30 commercial buildings and many residential buildings, particularly around Presidio Terrace. Significant buildings include the Bank of America Building at 625 Market (1907), the Heineman Building (1910) and the Holbrook Building (1912). After the dissolution of their partnership, MacDonald went into partnership with his father; later works include the Portal of the Folded Wings Shrine to Aviation in Burbank and the Southern Pacific Railroad Depot in Glendale. Applegarth went on to design such San Francisco landmarks as the Spreckels Mansion and California Palace of the Legion of Honor.

For the building at 1649-1651 Market Street, MacDonald & Applegarth designed a 60-unit, U-shaped apartment building with nine storefronts at the first story, facing all three streets which border the lot. Through the 1930s, the San Francisco City Directories indicate the the apartments featured a mix of male and female tenants, employed at lower level white collar and blue collar jobs such as washing machine sales representative. The building continues to serve as an apartment building over commercial storefronts, although several of the storefronts have been consolidated.

After the 1906 Earthquake, rebuilding in areas affected by the temblor and the resultant fire proceeded at varying rates. Along the Market Street Corridor, the trend of rebuilding was characterized by the shift from small stores and dwellings to larger residential buildings, including apartment buildings like 1649-1651 Market Street. 1649-1651 Market Street also represents the new trend in construction methods: after the 1906 Earthquake, fire and life-safety codes began to favor masonry and concrete for multi-family construction and by the 1910s some areas witnessed the construction of dozens of three-to ten-story (and even taller) masonry apartment buildings and SROs. Often built on more generous corner lots measuring either 137' x 137' or 120' x 120' in the Tenderloin, the South of Market or the Western Addition, these multi-unit buildings ushered in a more urban use of land in much of inner city San Francisco, which was seldom encountered elsewhere in the West. 1649-1651 Market Street shows a clear association with this broad pattern of rebuilding.

**Criterion 3:**

1649-1651 Market Street retains character-defining features of the Classical Revival style. The Classical Revival style enjoyed a high level of popularity in the United States from the mid-1890s until 1915. The style began to emerge during the last quarter of the 19th Century as a reaction against the excessive and undisciplined nature of the "picturesque" Queen Anne style. The Classical Revival became especially popular in San Francisco and the rest of California between 1900 and 1910, where the Victorian-era styles had perhaps been carried to their extreme. Characteristics of the Classical Revival style include odd numbers of bays arranged around a central entrance, bold neoclassical porticos supported by fluted Corinthian columns, Palladian and oval windows, large classically detailed cornices visually supported by modillions, ornamental plaster ornaments in the form of neoclassical motifs, such as cartouche and garlands, often found in the spandrel panels of windows, chamfered bay windows, and double-hung, one-over-one windows, although the upper sashes are typically divided into smaller panes. Despite alterations to the first story, 1649-1651 Market Street retains the majority of its character defining features, and embodies the Classical Revival style.

**Integrity:**

1649-1651 Market Street has undergone alterations including the consolidation of several storefronts at the first story, the removal of several storefront doors and windows and their replacement with contemporary anodized aluminum doors and windows, and the recladding of sections of the first story in glazed ceramic tile and stucco. (continued)

**CONTINUATION SHEET**

Page 3 of 3

Resource Name or # (Assigned by Recorder)

1649-1651 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

The building retains many character-defining features, including its five-story height and U-shaped massing, stucco and brick cladding, recessed entrance with glazed wood door, sidelights and transom, wood sash mezzanine windows at several storefronts, distinctive upper story fenestration pattern, with modified Chicago windows with six-over-one, double-hung, wood-sash windows separated by spandrel panels with inlaid brick designs, side windows angled to the depth of the building wall, fifth story stucco cladding with an elaborate decorative scheme, slightly arched fifth story window openings with Corinthian columns in antis (with waffle patterning on the shafts), sills supported on molded brackets, and recessed panels between windows, a relief panel with a female face surrounded by garlands at the left and right ends of the story, and a metal entablature with dentils and a modillion cornice. Additionally, the building maintains continuity of use. 1649-1651 Market Street retains the following aspects of integrity: location, setting, and association, and partially retains the aspects of feeling, workmanship, design, and materials.

**Conclusion:**

1649-1651 Market Street appears eligible for listing in the California register under Criterion 1 (Event) as a building that embodies the trend of postquake reconstruction. This section of Market Street and surrounding area were entirely destroyed during the 1906 Earthquake. Between 1906 and the First World War San Francisco builders and real estate developers took advantage of the need for housing and commercial space by erecting large, mixed-use masonry apartment buildings with commercial space on the floor along Market Street and nearby streets, significantly increasing the density of the area. The building also appears eligible for listing in the California Register under Criterion 3 (Design/Construction) as a moderately well-preserved example of a Classical Revival apartment building constructed in the Market Street Corridor during the 1906 Earthquake and Fire and reconstruction period of significance.

**Character Defining Features:**

Character defining features include its five-story height and U-shaped massing, stucco and brick cladding, recessed entrance with glazed wood door, sidelights and transom, wood sash mezzanine windows at several storefronts, distinctive upper story fenestration pattern, with modified Chicago windows with six-over-one light double-hung wood sash windows separated by spandrel panels with inlaid brick designs, side windows angled to the depth of the building wall, fifth story stucco cladding with an elaborate decorative scheme, slightly arched fifth story window openings with Corinthian columns in antis with waffle patterning on the shafts, sills supported on molded brackets, and recessed panels between windows, a relief panel with a female face surrounded by garlands at the left and right ends of the story, and a metal entablature with dentils and a modillion cornice.

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) 1693-1695 Market St.

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

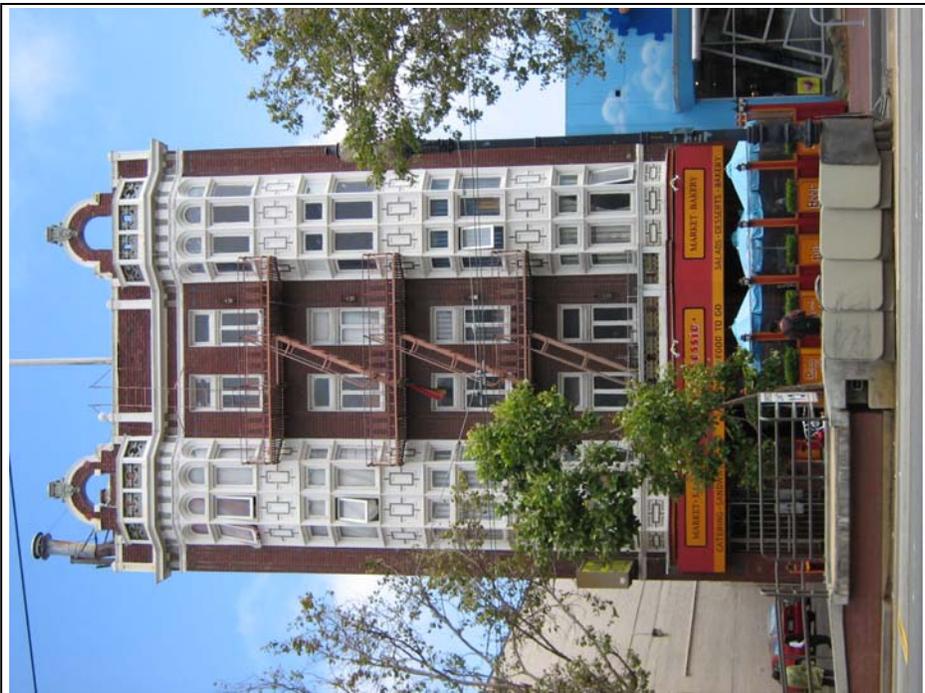
\*P2. Location:  Not for Publication  Unrestricted \*a. County: San Francisco  
and (P2b and P2c or P2d. Attach a Location Map as necessary.)  
\*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)  
\*c. Address: 1693-1695 Market St. City: San Francisco Zip: 94103  
d. UTM: Zone: 10 mE/ \_\_\_\_\_ mN (G.P.S.)  
e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3504-038

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)  
1693-1695 Market Street. is located on a 34' x 124' lot on the south side of Market Street between Gough and Valencia Streets. Constructed in 1914 and designed in the Renaissance Revival style, it is a five-story, concrete-frame, residential-over-commercial building. Clad in a combination of stucco and brick, the building has a rectangular plan and a flat roof. The north-facing primary facade is four bays wide. The first floor storefronts are shaded by a boxed awning running the length of the elevation; the easternmost bay provides an entrance to the residential hotel rooms above, while a centered entrance provides access to the commercial space. The first and fourth bays of the upper 4 floors are characterized by wood bay windows with full-height wood awning sash, spandrel panels and fixed, recessed, half-round or square transoms. The second and third bays have modern casement windows with awning transom sashes. A fire escape stretches across the central bays on the second through fifth floors. The facade terminates in an entablature and double, arched parapet with decorative keystones above the first and fourth bays and a flagpole in the center.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP3. Multiple family property; 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 north  
8/11/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1914  
SF Assessors Office

\*P7. Owner and Address:  
Patel Gangaben A Rev 2000 T  
Gangaben A Patel Trustee  
3425 Glendora Dr.  
San Mateo, CA

\*P8. Recorded by:  
Cielo Lutino; 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 1 of 3 \*NRHP Status Code 3CS  
\*Resource Name or # (Assigned by recorder) 1693-1695 Market Street

B1. Historic Name Hotel Fallon  
B2. Common Name Hotel Allen  
B3. Original Use residential/hotel B4. Present Use: multi-unit residential/commercial  
\* B5. Architectural Style Renaissance Revival

\*B6. Construction History  
Constructed 1913-1914. Modern commercial storefront inserted at the first story within the past 50 years. Original upper story windows, middle bays, replaced

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

\*B8. Related Features none

B9a. Architect C A Meussdorffer . Builder P Montague

\*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Market Street Corridor

Period of Significance 1906-1929 Property Type residential/commercial Applicable Criteria 1, 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (multi-unit residential/commercial) and dates from the Period of Significance (1906-1929) of that context. Although the residential over commercial building type is not specifically identified in the Historic Context Statement of the Market & Octavia Neighborhood Plan Area, it is clear from examples given under the Residential building type that this category was understood to include residential over commercial. Based on its appearance, the building is also considered under California Register Criterion 3 (Design/Construction). The building is also considered under Criterion 2 (Important Persons). There is no indication the property is eligible for listing in the California Register under Criterion 4 (Information Potential).

(continued)

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

\*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007 Sanborn Maps, San Francisco City Directories, Building & Engineering News, August 13, 1913; Aril 15, 1914

B13. Remarks

\*B14. Evaluator Kelley & VerPlanck  
\*Date of Evaluation 5/1/2010

(Sketch Map with north arrow required.)



(This space reserved for official comments)

**CONTINUATION SHEET**

Page 2 of 3

Resource Name or # (Assigned by Recorder)

1693-1695 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

**Criterion 1:**

1693-1695 Market Street was designed by C.A. Meusdorffer and constructed for Carmel Fallon in 1913-1914 on a lot which formerly featured a one-story leather and canvas goods store, constructed after the 1906 Earthquake. Prior to the earthquake, the lot contained two two-story stores. The 1950 Sanborn Map describes the building at 1693-1695 Market Street as the Hotel Allen. The commercial storefront that currently characterizes the first story of the building apparently was inserted between 1950 and 1995. The building is currently used as a cafe at the first story and multi-unit residential hotel at the upper stories.

Rebuilding after the 1906 Earthquake proceeded at varying rates throughout the city. Many lots which had previously held single family dwellings or small commercial buildings were rebuilt, especially in the South of Market and Market Street Corridor areas, in a higher density use pattern. These higher density buildings took the form of residential hotels or apartment buildings. 1693-1695 Market Street clearly reflects its association with this shift in preferred building typologies and accurately reflects its association with the 1906 earthquake and Fire and Reconstruction period of significance.

**Criterion 2:**

Carmel Fallon was the daughter of Jose Castro, a wealthy landowner in Mexican California, and the divorced wife of Thomas Fallon who claimed San Jose for the United States during the Mexican-American War and later became a wealthy landowner also. She built and resided in the nearby Fallon Building, San Francisco Landmark #223. Although Carmel Fallon may be an important historic personage, her connection with this building was merely a financial one and the building is not eligible for listing on the California Register under Criterion 2.

**Criterion 3:**

Conrad A. Meusdorffer was born in San Francisco on October 25, 1871, the son of German immigrant parents who had settled here as pioneers in 1853. His father Konrad was an importer and a retailer of hats, with a store on Kearny Street. Meusdorffer started work in 1892 for the architectural firm of Salfield & Kohlberg, first as a draftsman, and was promoted to architect after two years. In 1895, he entered into a partnership with Victor de Prose, mainly designing commercial buildings. By 1897, he had opened his own practice. Meusdorffer designed many upper class homes both in San Francisco and in Ross, where he lived, as well as large apartment buildings. His most notable buildings are: the St. Regis apartments at 1925 Gough, 2135 and 2205 Sacramento, 1830 Jackson, 2145 Franklin, 2000 Washington, and best known of all, 2006 Washington St.

1693-1695 Market Street is a moderately well preserved example of a multi-unit, mixed-use residential hotel designed in the Renaissance Revival style in the Market Street Corridor during the 1906 Earthquake and Fire and Reconstruction period of significance. The Renaissance Revival style emerged in the United States as early as 1840, and had become a popular choice for larger commercial buildings by the early decades of the twentieth century. Inspired by the architecture of sixteenth century Italy and France, the Renaissance Revival style that emerged in the United States was combined with additional elements from Ancient Greek and Roman architecture. Characteristics of the Renaissance Revival include arched openings, rusticated masonry laid with deep joints to give the appearance of massiveness, strong horizontal lines, finely detailed cornices and crisply drawn moldings, mixed cladding, often brick and terra cotta, highlighted rooflines often including a balustrade, regular fenestration patterns, and an academic reproduction of architectural detail. Both the overall effect and the specific architectural details of 1693-1695 Market Street embody the distinctive characteristics of the Renaissance Revival style. The building retains sufficient character defining features and integrity to embody the distinctive characteristics of the Renaissance Revival type, period and method of construction.

**Integrity:**

1693-1695 Market Street has undergone alterations including the insertion at the first story of a commercial storefront, and the removal of original windows at the middle bays of the upper stories and replacement with contemporary vinyl sash casement windows. (continued)

**CONTINUATION SHEET**

Page 3 of 3

Resource Name or # (Assigned by Recorder)

1693-1695 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued )

The building retains many character-defining features, including its five-story height and rectangular massing, combination brick and stucco cladding, recessed residential entry at the left bay, four-story continuous canted bays with wood sash awning windows, spandrel panels and fixed, recessed, half-round or square transoms, fire escape at the central bays on the second through fifth floors, entablature and double, arched parapet with decorative keystones above the first and fourth bays and a flagpole in the center. 1693-1695 Market Street retains the following aspects of integrity: setting, location, and design, and partially retains the aspects of association, feeling, materials and workmanship.

**Conclusion:**

1693-1695 Market Street appears eligible for listing in the California Register under Criterion 1 (Events) as a building that embodies the context of post-quake reconstruction in the mid-Market area. The 1906 Earthquake and Fire destroyed the surrounding neighborhood as well as most of downtown San Francisco. The disaster displaced thousands of San Franciscans who needed to live somewhere. Builders and property developers responded to this demand by construction large-scale masonry apartment buildings and residential hotels. The building also appears eligible under Criterion 3 (Design/Construction) as a moderately well preserved example of a multi-unit residential building designed in the Renaissance Revival style. The building retains sufficient character defining features and integrity to accurately embody the distinctive characteristics of the Renaissance Revival type, period and method of construction.

**Character Defining Features:**

Character defining features include its five story height and rectangular massing, combination brick and stucco cladding, recessed residential entry at the left bay, four-story continuous canted bays with wood sash awning windows, spandrel panels and fixed, recessed, half-round or square transoms, fire escape at the central bays on the second through fifth floors, entablature and double, arched parapet with decorative keystones above the first and fourth bays and a flagpole in the center.

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 5 \*Resource name(s) or number (assigned by recorder) 1687 Market St.

P1. Other Identifier: Edward McRoskey Mattress Factory Co.

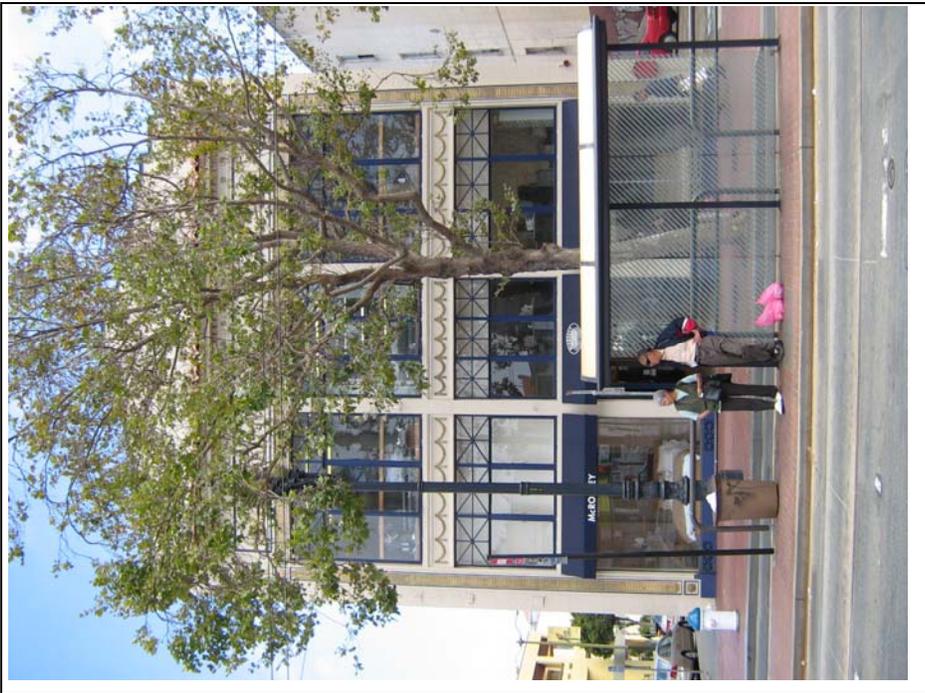
\*P2. Location:  Not for Publication  Unrestricted \*a. County: San Francisco  
and (P2b and P2c or P2d. Attach a Location Map as necessary.)  
\*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)  
\*c. Address: 1687 Market St. City: San Francisco Zip: 94103  
d. UTM: Zone: 10 \_\_\_\_\_ mE/ \_\_\_\_\_ mN (G.P.S.)  
e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3504/040

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)  
1687-1687 Market St. is located on a 45' x 124' lot at the southwest corner of Market and Gough Streets. Built in 1925, the Edward McRoskey Mattress Factory Co. building is a two-story plus mezzanine, concrete frame, commercial building designed in the Classical Revival style. The rectangular-plan building, clad in stucco and brick, is capped by a gable roof. The primary façade faces north and is three bays wide. The first floor features a recessed entrance in the center bay and full-height plate glass windows in the flanking bays. The entrance has a glazed wood door with transom. The mezzanine and second stories have metal-frame casement windows with transoms. The façade has a gilded enframingent supporting a panel engraved with "Edward McRoskey Mattress Factory Co." Full-height pilasters divide the bays, and a frieze with gilt garlands divides the second and third stories. The elevation ends with a pent roof clad in metal, shaped to resemble clay roof tiles, and a stepped gable parapet.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP7: 3+ Story Commercial Building; HP8: Industrial Building

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



P5b. Photo: (view and date)  
View from north  
8/11/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1925  
SF Assessors Office

\*P7. Owner and Address:  
Mcroskey Airflex Mattress C  
1687 Market St  
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)

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

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

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

Trinomial \_\_\_\_\_

Page 2 of 5

\*Resource Name or # (Assigned by recorder) 1687-1687 Market St.

\*Recorded by: Page & Turnbull

\*Date 8/11/2006



Continuation



Update



Detail of third story

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 3CS

Page 3 of 5

\*Resource Name or # (assigned by recorder) 1687 Market Street

\_\_\_ B1. Historic name: Edward McRoskey Mattress Factory Co.  
 \_\_\_ B2. Common name: Mcroskey Airflex Mattress Co.  
 \_\_\_ B3. Original Use: Commercial  
 \_\_\_ B4. Present use: Commercial  
 \_\_\_ \*B5. Architectural Style: Classical Revival

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 Constructed in 1925. In 1948, two steel rolling doors were installed, and a metal frame for an awning was erected on the east side of the building to provide shelter for loading and unloading goods. In 1964, the brick parapet and wall at the front of the building were repaired, as were the tile cornice and terracotta facing. In 1980, emergency repairs to the shipping room were undertaken due to a fire, and some of the windows and doors were replaced for security reasons. In 1990 the parapet was strengthened. In 1992, the existing roof was removed and a 4-ply tar roof was installed. An additional re-roofing permit from 1993 was also found.

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

\*B8. Related Features: None

B9a. Architect: Fabre & Hildebrand b. Builder: H.H. Farren

\*B10. Significance: Theme Commercial Development Area: Market Street Corridor, San Francisco

Period of Significance 1925-1961 Property Type Commercial/Industrial Applicable Criteria 1, 3  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

1687 Market Street was constructed in 1925 by architects Fabre & Hildebrand for an estimated cost of \$30,000. The initial owner was Edward Lawrence McRoskey who used the building as a mattress factory and salesroom. Some small shops were located on the property before the 1906 Earthquake and Fire, but were destroyed. The property became a prominent corner lot when Gough Street was extended south of Market Street after the current building was built.

The McRoskey Mattress Company was started by brothers Edward and Leonard McRoskey in 1899. Edward was born in St. Louis in 1879 to Polish immigrants and came to California at the age of 19 with his older brother Leonard to seek his fortune. The McRoskeys brought with them a mattress-making machine designed by Leonard, hoping to sell it for a profit; instead they entered into the mattress business themselves, importing feathers from China. After the 1906 Earthquake, the McRoskey & Company moved to a factory at 16<sup>th</sup> & Harrison streets where they continued manufacturing mattresses until the brothers split up in 1921. (continued)

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

**\*B12. References:**

Building Permit applications #467100, #96958, #246764, #9221724, #9006680, #712260, and #141283  
 "Businesses Weather a Century," *San Francisco Chronicle*, 2 April 2006. www.sfgate.com (accessed 23 March 2007).  
 (continued)

B13. Remarks: Market & Octavia Survey

\*B14. Evaluator: Rebecca Fogel, Caitlin Harvey; 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 4 of 5

\*Resource Name or # (Assigned by recorder) 1687 Market Street

\*Recorded by: Page & Turnbull

\*Date March 2007

Continuation  Update

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

Edward set up shop at 1506 Market Street, saving money to build this factory at Market and Gough streets, and Leonard operated his own mattress business at 15<sup>th</sup> & Valencia streets, which he operated until his death in the early 1930s. Since its construction in 1925, 1687 Market Street has continued as the home of the McRoskey Airflex Mattress Company, which is still owned and operated by the McRoskey family.

1687 Market Street was designed by architects Fabre & Hildebrand, who designed a number of residential and commercial buildings in San Francisco from 1923 until the late 1940s. Albert Joseph Fabre was born in Decazeville, France, in 1883 and was educated in Europe. A graduate of the Normal School in architectural engineering, Fabre came to the United States in 1897 and settled in San Francisco where he studied architecture and worked as a draftsman for eight years before beginning his own practice in 1905. Fabre partnered with several different architects, including Norman W. Mohr, Tobias Bearwald, and Oscar R. Thayer, before forming a partnership with Ernest H. Hildebrand in 1923. There is little biographical information available about Ernest Hildebrand. In addition to a number of smaller residential designs, some of Fabre & Hildebrand's notable San Francisco designs include a hotel at 240 Jones Street (1924) now used as affordable housing units, and the Taravellier House (1931) at 99 Ord Street.

As originally constructed, 1687 Market Street featured an innovative plan that embodied a new idea in merchandising: manufacturing and retailing directly to the consumer, rather than selling products through stores or distributors. The front portions of the first and second floors were used as a display and sales space, and the back portion and the entire top floor were used for manufacturing.

1687 Market Street was part of a broad pattern of commercial and light industrial development along Market Street that began after the Earthquake and continued into the 1920s, an era of increased prosperity and real estate development nationwide. During this time, other manufacturing and commercial uses developed near the McRoskey Mattress Factory, and Market Street was lined with similar family-owned businesses that manufactured and sold products locally.

1687 Market Street retains integrity of location, feeling, and association as a manufacturing and retail space on Market Street. The building has not undergone any major alterations and therefore also retains integrity of design, materials, and workmanship. The building has lost some integrity of setting with the removal of other similar light industrial buildings in the vicinity, though the Market Street corridor it is still characterized by commercial development.

1687 Market Street appears to be eligible for listing in the California Register or for local designation under Criteria 1/A (Events) and 3/C (Architecture). The McRoskey Mattress Company is a long-standing San Francisco business, and is representative of a tradition of local family-owned businesses; additionally, the McRoskey Mattress Company is the last mattress factory of its kind remaining in San Francisco. The building is also significant as a well-preserved example of a combined manufacturing and retail space on Market Street. This combined use convention was relatively new at the time that this building was constructed. Additionally, factories were common in the industrial areas of the city such as the South of Market Area and the Mission neighborhood, but they were unusual on Market Street, and the McRoskey Mattress Company is a rare example of a factory still in operation at its original Market Street location. The building is also a good example of 1920s commercial design, featuring masonry construction, an enframed window wall composition, and Classical Revival details. As is typical of this style, a gilded enframing dominates the façade, and each level is separated by decorated spandrels.

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

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

McRoskey Mattress Company, <http://www.mcroscopy.com/history.html> (accessed 29 March 2007).

Page & Turnbull, Inc. *Historic Context Statement: Market & Octavia Neighborhood Plan Area*. San Francisco: unpublished report, 2007.

San Francisco Assessor's Records

*San Francisco Chronicle*, 5 October 1936; 17 May 1998.

San Francisco City Directories

*San Francisco Examiner*, 6 March 1926.

San Francisco Public Library Historical Photograph Collection

Sanborn Fire Insurance Maps

Vertical files, San Francisco Architectural Heritage.

Page 5 of 5

\*Resource Name or # (Assigned by recorder) 1687 Market Street

\*Recorded by: Page & Turnbull

\*Date March 2007

Continuation

Update



Market Street, 1937. Note 1687 Market Street at right with the Airflex blade sign.  
Source: San Francisco Public Library Historic Image Collection – Image AAB-6404.

# PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 4D

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

Page 1 of 1

\*Resource Name or #: 3504/40

P1. Other Identifier: McRoskey Airflex

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

b. USGS 7.5' Quad San Francisco Date 1980 T 02N; R 05W; 1/4 of NE1/4 of Sec 9; MDM \_\_\_\_\_ B.M. \_\_\_\_\_

c. Address 1687 Market Street City San Francisco Zip 94103

d. UTM: (Give more than one for large and/or linear feature) Zone \_\_\_\_\_ mE/ \_\_\_\_\_ mN

e. Other Locational Data: (e.g. parcel #, legal description, directions to resource, elevation, additional UTM, etc. as appropriate)

Assessor's Parcel Number: 3504/40

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

The historic McRoskey Mattress building is a three story, reinforced concrete factory and sales building at the south, or southeast, corner of Market and Gough Streets. With the Allen Hotel building (3504/38) it forms a fine termination for the one-way march of traffic south on Gough Street. Its facade is skeletal in organization, being three bays wide and mostly glass. The entry is centered and recessed. The wide frieze carries a historic sign for the McRoskey/Airflex Mattress Company. Above it is a molded cornice, and then a stepped pediment. The Gough Street (easterly) elevation is plain except for a small group of windows (possibly added) at the second floor front, and for carrying through the building's Market Street color scheme of grey and white. The building was constructed for and continues to be the McRoskey Airflex Mattress Company, encompassing the manufacture and sale of mattresses. Apart from the side windows, it appears to possess integrity of location, design, setting, materials, workmanship, feeling, and association. It was rated 0 in the Planning Department's 1976 Survey. It is a contributor to The Hub District, which may become eligible for the National Register of Historic Places when more of its history is known.

\*P3b. Resource Attributes: (List attributes and codes) HP6. Commercial Building, 1-3 Stories

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

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

P5b. Description of Photo: (View, date, etc.)

Gough (left) and Market Street elevations, looking south

\*P6. Date Constructed/Age and Sources:

Prehistoric  Historic  Both

1925

per Realdex 1980

\*P7. Owner and Address:

Edward McRoskey Mattress Co.

1687 Market Street

San Francisco, CA 94103

P--Private

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

Anne Bloomfield

Bloomfield Architectural History

2229 Webster Street

San Francisco, CA 94115

\*P9. Date Recorded: 08/22/1997

\*P10. Survey Type: (Describe)

Intensive

Mid-Market Redevelopment Project

Date of Photo: 08/11/1997

Photo Number: ABWK322/11

\*P11. Report Citation: (Cite survey report/other sources or "none") Bloomfield, Anne, Historic Architectural Survey Report for the Mid-Market Redevelopment Project, San Francisco, 1997.

\*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 1 \*Resource name(s) or number (assigned by recorder) 1657 Market St.

P1. Other Identifier: Ascot Hotel

\*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: 1657 Market 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): 3504/046

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

1657 Market Street is located on a 25'x124' lot on the south side of Market Street, between Brady and Gough Streets. Built in 1911, 1657 Market Street is a five-story, steel-frame residential hotel designed in the Classical Revival style. The rectangular-plan building, clad in brick, is capped by a flat roof. The primary façade faces north and is two bays wide. The first floor features a former storefront in the left bay infilled with plywood and plexi-glass. The lattice transom remains intact. The right bay contains the recessed entrance to the hotel, fitted with a modern, glazed wood door and sidelights. The second through fourth stories are characterized by semi-hexagonal bay windows in both bays. The windows have a variety of sash, including one-over-one light, double-hung wood windows and metal-frame sliding sash. The bays have paneled spandrels and projecting cornices. The fifth story has a pair of arched window openings with double-hung, wood sash in the left and right bays, and a blind window opening in the center bay, all divided with pilasters. The windows have a continuous sill and are outlined with coping. The facade terminates in an entablature with dropped brackets and a molded frieze.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP3: Multiple Family Property; 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 north  
8/11/2006

\*P6. Date Constructed/Age and Sources:  Historic

1911  
SF Assessors Office

\*P7. Owner and Address:

Rukshmani B Patel Lvg Tr  
1657 Market St  
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 1 of 3 \*NRHP Status Code 3CS  
\*Resource Name or # (Assigned by recorder) 1657 Market Street

B1. Historic Name Hotel Ascot  
B2. Common Name 1657 Market Street  
B3. Original Use residential hotel B4. Present Use: residential hotel

\*B5. Architectural Style Classical Revival

\*B6. Construction History  
Constructed 1911. Street level storefront infilled within the past 40 years. Original entrance to the hotel replaced with contemporary glazed wood door and sidelights within the past 40 years. Approximately half original windows replaced with aluminum or vinyl sash within the past 40 years.

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

\*B8. Related Features none

B9a. Architect Hladik & Thayer . Builder unknown

\*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Market Street Corridor

Period of Significance 1906-1929 Property Type residential/hotel Applicable Criteria 1 and 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (residential/hotel) and dates from the Period of Significance (1906-1929) of that context. Based on its appearance, the building is also considered under California Register Criterion 3 (Design/Construction). There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons) or Criterion 4 (Information Potential).

**Criterion 1:**

1657 Market Street was constructed in 1911 on a lot previously occupied by a three-story residential building with a storefront at the first story. (continued)

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

\*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007  
Sanborn Maps, San Francisco City Directories, Edwards Abstracts, 05/26/1911.

B13. Remarks

(Sketch Map with north arrow required.)

\*B14. Evaluator Kelley & VerPlanck

\*Date of Evaluation 5/1/2010



(This space reserved for official comments)

**CONTINUATION SHEET**

Page 2 of 3

Resource Name or # (Assigned by Recorder) 1657 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

The 1906 Earthquake and resultant fire leveled this block, and the owner of the lot, George D. Lucy, of G. D. Lucy & Co. Soapmakers, chose to rebuild on a larger scale; in 1911 he hired the firm of Hladik & Thayer to construct a new five-story residential hotel.

John C. Hladik was born in Prague and came to San Francisco as a young man. As an architect, Hladik specialized in apartment design. The firm of Hladik & Thayer kept offices in the Monadnock Building, and would have been a natural choice for Lucy, as Hladik was a well-known and busy builder of apartments and hotels in the city, especially after the 1906 Earthquake. The 1913 Sanborn Map described the building at 1657 Market Street as a five-story hotel, the Hotel Ascot, with a storefront operating at the first story. In 1936, the Hotel Ascot was still in business under the same name, with the Security Plumbing Supply Company operating in the storefront. One listed occupant of the hotel was Daniel Hayes, who listed his occupation as a builder.

In 1940, the information on 1657 Market Street remained the same, and again in 1953. At some point after 1953, the first story storefront has been sealed, although the hotel continues to operate, under the same name as it opened with in 1913, the Hotel Ascot.

**Criterion 3:**

1657 Market Street retains a majority of its design and construction detail to accurately convey both the characteristics of the residential hotel building type and the Classical revival style as applied to this building type. The Classical Revival style enjoyed a high level of popularity in the United States from the mid-1890s until 1915. The Classical Revival became especially popular in San Francisco and the rest of California between 1900 and 1910, where the Victorian-era styles had perhaps been carried to their extreme. Many of the ornate Italianate, Eastlake and Queen Anne flats and residences destroyed in the 1906 Earthquake and Fire were rebuilt in the more chaste and simplified Classical Revival style. The urban interpretation of the Classical Revival style incorporated ornamental details including large classically detailed cornices visually supported by modillions, stucco scored to resemble masonry, ornamental plaster detailing in the form of neoclassical motifs such as cartouches and crests at the spandrel panels of bay windows, neoclassical porticos, fluted columns and pilasters, and double-hung one-over-one windows. The adaptation of these forms into the residential hotel is well-illustrated at 1657 Market Street, with its paneled spandrels, double-hung windows, engaged pilasters at the fifth floor, entablature with dropped brackets and molded frieze. 1657 Market Street embodies the distinctive characteristics of the mid-size residential hotel building type and the Classical Revival style applied to that building type.

**Integrity:**

1657 Market Street has undergone minor alterations including closure of the first story storefront, the removal of original entrance doors and replacement with a contemporary glazed wood door and sidelights, and the removal of approximately half of the original windows at the upper stories and the replacement of some double-hung wood windows with contemporary aluminum or vinyl sash sliding and double hung windows. The building does retain many character defining features, including its five-story height and rectangular massing, brick cladding, intact lattice transom at the former storefront, multi-story height, canted bays, approximately fifty percent of the original double-hung, wood-sash windows, paneled spandrels and projecting cornices, a distinctive fifth story fenestration pattern including a pair of arched window openings with double-hung, wood-sash windows in the left and right bays, and a blind window opening in the center bay, all divided with pilasters, a continuous sill and outlined with coping, and a cornice with dropped brackets and a molded frieze. Additionally, 1657 Market Street retains continuity of use. 1657 Market Street retains the following aspects of integrity: location, setting, association, and partially retains the aspects of feeling, workmanship, design, and materials.

(continued)

**CONTINUATION SHEET**

Page 3 of 3

Resource Name or # (Assigned by Recorder) 1657 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

B10: Significance (continued)

**Conclusion:**

1657 Market Street appears eligible for listing in the California Register under Criterion 1 as an example of a residential hotel constructed in San Francisco's Mid-Market area in the wake of the 1906 Earthquake. The disaster destroyed most of central San Francisco, displacing thousands of local residents. After the disaster, builders responded to the need for housing by building hundreds of multi-story, masonry apartment buildings and residential hotels. These residential hotels continued to house many of San Francisco's predominantly single-male, working-class workforce until after the Second World War. The property also appears eligible under Criterion 3 (Design/Construction) as a moderately well preserved Classical Revival style residential hotel constructed in the Market Street Corridor during the 1906 Earthquake and Fire and Reconstruction period of significance.

**Character Defining Features:**

Character defining features include its five-story height and rectangular massing, brick cladding, intact lattice transom at the former storefront, multi-story canted bays, approximately fifty percent of the original double-hung, wood-sash windows, paneled spandrels and projecting cornices at the bays, a distinctive fifth story fenestration pattern including a pair of arched window openings with double-hung, wood sash in the left and right bays, and a blind window opening in the center bay, all divided with pilasters, a continuous sill and outlined with coping, and a cornice with dropped brackets and a molded frieze.