



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: August 10, 2011

TO: Historic Preservation Commission

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REVIEWED BY: Tim Frye, Preservation Coordinator

RE: Additional Information Requested by Historic Preservation Commission, Showplace Square Historic Resource Survey – Case No. 2010.0485U

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This memorandum provides information in response to comments that were received at the Historic Preservation Commission (Commission) hearings of June 1 and June 15, 2011, for the Showplace Square Historic Resource Survey (Survey). The information in this memorandum is provided in addition to the information included in the Planning Department (Department) report of May 25, 2011, which was previously distributed to the Commission.

This memorandum addresses the following issues:

- A. Background information on how the Showplace Square Survey assesses properties based on California Register Criterion 1 (associations with events); and an overview of the properties found to be significant under this Criterion.
- B. Clarification of Showplace Square Survey findings for the two buildings on the same Assessor's Parcel Number 4023/004, located at 2700 19th street.
- C. Report on staff research for information on the origin and composition of the Verdi Club, whose building is located at 2424 Mariposa Street.
- D. Report on staff research on the integrity of 450 Irwin Street, former Greyhound Bus Lines garage and maintenance facility, currently occupied by the California College of the Arts.
- E. Report on 1855 Folsom, the former Woolworth's building and the specific role that it played in the Hot Box Car incident.
- F. Property owner's appeal of Showplace Square Survey findings for 612 Alabama (Pelton Factory) based on California Register Criterion 1, associations with events.
- G. Property owner's appeal of Showplace Square Survey findings for 1200 and 1210 17th Street (Pacific Rolling Mills) based on California Register Criterion 1, associations with events.

A. Background information on how the Showplace Square Survey assesses properties based on California Register Criterion 1 (associations with events); and an overview of the properties found to be significant under this Criterion (DPR 523 forms are Attachment A)

At its July 1, 2011 hearing, the Commission requested information about properties within the survey area that were found to be significant under Criterion 1 (events) or Criterion 2 (persons). The Commission further requested information about the Department's methodology of assessing properties in the Summary Database of the Showplace Square / Northeast Mission Survey, where no DPR 523¹-series evaluation form was prepared.

At the July 15th hearing, the Department provided a brief summary of the seven (7) properties that were assessed solely under California Register Criterion 1 (associations with events) and attached the corresponding DPR 523 forms. There are no properties in the survey that are assessed solely under California Register Criterion 2 (association with significant persons).

In conducting surveys, the Department gathers information and develops findings using the California Register and National Register criteria, and State and Federal Standards and Guidelines for identifying and evaluating historic properties. A close parallel to the National Register, the California Register defers to the National Park Service publications for guidance. As with National Register Criterion A, California Register Criterion 1 recognizes that properties can be associated with single events, or with a pattern of events, repeated activities, or historic trends. The event or trends, however, must be associated with a context that gives perspective and meaning, and clearly shows the event to be important. Moreover, the property must have an important association with the event or historic trends, and it must retain historic integrity.² Assessments are based on information available at the time of assessment, and may be changed and/or updated if new or additional information regarding properties becomes available.

This, section A of the memorandum, explains the Survey findings for three of the seven properties that the Survey first found to be significant for their associations with events. Sections C, E, F and G of this report provide the rest of the information on the seven properties separately. Of the seven properties assessed as California Register-eligible under Criterion 1, two are assessed on DPR 523B forms by the consultant Kelley & VerPlanck: 2401 16th Street (Double Play), and 2500 16th Street (SFSPCA). Additionally, two are specifically discussed in the context statement, but were not documented on DPR

¹ The State of California, Department of Parks and Recreation (DPR) provides standardized forms to document the physical traits of a building - DPR 523A, and to evaluate buildings, structures or objects - DPR 523B or districts - DPR 523D.

² U.S. Department of the Interior, National Park Service, National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation, 12.

523B forms: 1855 Folsom, former Woolworth's warehouse, and 1200/1210 17th Street, the former Pacific Rolling Mill plant. Both 1855 Folsom Street and 1200/1210 17th Street, as well as the remaining three buildings: 3030 17th Street (Atlas Frame), 2750 19th Street (Oregon Worsted Wool / Pioneer Woolen Mill) and 612 Alabama Street (Pelton Water Wheel factory), received draft assessments by Planning Department Staff within the Summary Database.

Planning Department staff based the draft assessments on information outlined within the context statement as well as additional research, as needed. The draft assessments made by Planning Department staff, combined with the consultant-provided survey, provides a complete record of the historic status of every age-eligible property within the Survey of the area. The Summary Database provides a record for these draft assessments that are not on DPR 534B forms, a method approved by the State Office of Historic Preservation.

2401 16th Street – **Double Play** (DPR 523A and DPR 523B forms, HPC Motion 0113, and Department HRER for Case 2006.0428E are Attachment A-1)

Constructed in 1909, 2401 16th Street is a three-story, wood-frame, mixed use residential-over-commercial property that appears to be largely intact. The building is located on a large corner lot measuring 100-ft by 100-ft. The building is clad in stucco on the primary façade and features slanted bay windows, a prominent cornice, and a projecting neon sign that reads "Double Play." Overall, the building does not have a dominant architectural style. The original architect is unknown. The Survey found the building individually eligible for the California Register under Criterion 1, for its association with the San Francisco Seals (Status code 3CS).

It was originally constructed in 1909 for James Larkin as a commercial and residential investment property. James Larkin operated a bar in the ground floor of the subject property from 1910 to 1919, and lived in a residential unit above. During Prohibition (1920 to 1933), Larkin operated a "soft drink business," which was a common guise for a bar in this period. Larkin operated this bar until 1940, when he sold it to Peter and Annie Stanfel. The Stanfels opened the "Double Play Tavern" in 1944. This bar and restaurant has remained open in this location through the present day. The Double Play Restaurant (as it is currently known) was patronized by noted members of the San Francisco Seals, including Joe DiMaggio, Dario Lodigiani, Bobby Layne, and Doak Walker. The San Francisco Seals were San Francisco's Pacific Coast League baseball team from 1903 to 1957. The San Francisco Seals were the City's professional baseball team before the arrival of the San Francisco Giants in 1958. The Pacific Coast League is significant as one of the only major baseball leagues west of St. Louis from the early- to mid-twentieth

century. The San Francisco Seals Stadium was originally constructed across from the project site and was the first home of the San Francisco Giants. It was later demolished in 1959.

The Double Play Restaurant represents one of the last vestiges of San Francisco's early baseball history, and was an important post-game establishment for Seals players and management. Based upon this history, the 2401 16th Street building is eligible for listing in the California Register under Criterion 1 (Events) with a period of significance from 1944-1957.³

The subject property retains most aspects of integrity. Noted alterations include: stucco and brick cladding (circa 1940), within the period of significance; a small horizontal addition to the rear (1992); and selective window replacement with aluminum sash (unknown). Due to the demolition of the San Francisco Seals Stadium, the property lacks integrity of setting. Overall, the property still conveys its significance as a noted property associated with the San Francisco Seals. As noted by the preservation consultant, the Double Play Restaurant interior is almost entirely intact with original wood paneling, booths, bar, and back bar.⁴

Staff recommendation: Adopt Showplace Square survey DPR 523A and B forms with the finding that 2401 16th Street, Double Play appears eligible for the California Register under Criterion 1, for its association with the San Francisco Seals (3CS) as presented.

Basis for recommendation: The Double Play building was the subject of a Department-issued Historic Resource Evaluation Response, and HPC Motion 0113 (attached), under Interim an Eastern Neighborhoods Interim Permit Review hearing on April 6, 2011, for comment on proposed new construction of a four-story residential building on the vacant portion of the lot. In Motion 0113, the HPC: "Agrees with the preliminary survey findings that the subject property at 2401-16th Street is eligible for listing in the California Register under Criteria 1 for its association with the San Francisco Seals."

2500 16th Street – San Francisco SPCA (DPR 523A form is Attachment A-2)

The complex building that is 2500 16th Street was built in several phases for the San Francisco SPCA. It is a stucco-clad, two-story reinforced concrete structure in the Mediterranean Revival style with a Spanish tile roof. Windows are set into the thickness of the walls, and have multi-light wood sash in the original portion of the building, and steel sash in the added wings. Decorative plaster panels with vegetal ornament adorn the façade. The Survey found the building individually eligible for the California

³ Exemption from Environmental Review, Case No. 2006.0428E April 18, 2011

⁴ Historic Resource Evaluation Response, Case No. 2006.0428E, April 7, 2011

Register under Criterion 1, for its ongoing association with the San Francisco chapter of the Society for the Prevention of Cruelty to Animals (SPCA). The consultant-prepared DPR 523B form does not provide an argument for or against California Register eligibility under Criterion C, for its design or architecture; however, the building complex does retain a high degree of integrity (Status Code 3CS).

The San Francisco SPCA was the nation's fourth humane society, after New York (1866), Boston, and Philadelphia, and the first west of the Mississippi. It has become one of San Francisco's most enduring and respected institutions, as well as a national leader in saving homeless cats and dogs. The founder of the San Francisco SPCA, James Sloan Hutchinson, a New York-born Gold Rush pioneer and later advocate for abused animals of all kinds was an influential banker in San Francisco. The SPCA quickly grew with the support of philanthropists like James Lick and L.C. Wilmerding. In 1884, the San Francisco SPCA established the first horse ambulance in the West. In 1890, SPCA acquired the present property (2500 16th Street) "out on the edge of town," and built its first permanent facility in 1891. The facility, known as the "Animals Home," consisted of an office building, kennels, stables, and a garage for the horse ambulance, which was dispatched to pick up overworked or injured horses. In 1905, the San Francisco SPCA assumed responsibility for animal control services in San Francisco, which it maintained for the next 84 years. It rescued hundreds of horses during the devastating 1906 earthquake and built watering stations for workhorses in burned-out areas of the city. It also established a "pensioners fund," so former Fire and Police Department horses could retire to country ranches⁵. In 1925, the San Francisco SPCA began rebuilding its original complex, demolishing the 34-year-old wood-frame 1891 structures with modern fireproof reinforced concrete facilities. This structure is the core of the existing property at 2500 16th Street. It was enlarged in 1929 to add an animal hospital, in 1932 to enlarge the pound, and in 1939 to enlarge the hospital.

All of these buildings were designed to harmonize with one another and all were built of concrete and designed in the Mediterranean style; these are all still extant along the 16th Street frontage and along parts of Alabama and Florida Streets. The original complex was gradually enlarged to encompass the bulk of the San Francisco SPCA's property between 1963 and 1966. Eventually, in the 1980s, the San Francisco SPCA acquired two parcels to the north, including the large, 1952 concrete warehouse complex to the north of their existing property. More recently additional structures have been added between the two existing complexes, linking them together into a more cohesive complex. Throughout the 20th century,

⁵ Historical information from *SPCA Album*, March-April 1958, pages 4-21., and recorded in the Kelley & VerPlanck DPR 523B form.

the San Francisco SPCA introduced pioneering programs and services that continue today, here and at other organizations that replicated its progress⁶.

Staff recommendation: Adopt Showplace Square Survey DPR 523A and B forms with the finding that the building appears eligible for the California Register under Criterion 1 for its association with the San Francisco SPCA (Status code 3CS) as presented.

Basis for recommendation:

Founded in on April 18, 1868, and housed on this site in 1891, the San Francisco SPCA has continued to serve as the City's foremost advocate for the safety and well-being of domestic and service animals. The institution is one of the oldest and most influential charitable organizations in the City and this complex remains one of the most important [SPCA] facilities in terms of the impact of its programs on the West Coast. The oldest extant section of the existing complex, completed between 1926 and 1939, appears to remain largely intact, retaining the following aspects of integrity: location, design, setting, materials, workmanship, feeling, and association.

3030 17th Street – Atlas Frame Co. (DPR 523A form is Attachment A-3)

3030 17th Street is a single-story, wood-frame, industrial building clad in corrugated iron, with a sawtooth roof form. The Survey found the building to be associated with the Industrial Employment special area⁷, and to be individually eligible for the California Register under Criterion 1, for its association with the pattern of employment in the area (Status Code 3CS).

This simply-constructed building⁸ with expressive forms is one of a number of manufacturing plants in the survey area and San Francisco in general. It is a representation of a humble property type of light industrial buildings in the area. No specific events are known to have occurred here, but rather, it belongs to a pattern of events surrounding manufacturing industry that made a significant contribution to San Francisco's economy.

⁶ San Francisco ASPCA website: <http://www.sfspca.org/about-us/our-history>, accessed 7/28/2011.

⁷ The Industrial Employment special area is documented on a DPR 523D form, which concluded that the area warrants special consideration in local planning, for its associations with the historic employment patterns, but is not eligible for the National or California Registers.

⁸ Described by John King in the San Francisco Chronicle on May 2, 2010: "The best urban slices often are found on the edge, the jostle of structures more intent on doing a job than setting a tone. This small furniture factory ... wraps corrugated steel around a wood frame, topped by a tagged metal tower ... the no-nonsense air is refreshing in this city where, far too often, form and first impressions count for more than lasting substance."

Staff recommendation: Adopt Motion to change the draft Survey evaluation, finding the building “determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning” (Status code 6L); and to amend the Summary Database of the Showplace Square / Northeast Mission Survey to reflect this change.

Basis for recommendation: No significant event or series of events that has California Register significance is known to have occurred in this building. This building is located within the Showplace Square – Northeast Mission Industrial Employment Area which is documented on a DPR 523D, district record (included in the Survey), and retains integrity. The consultant’s draft evaluation of the industrial employment area had preliminary findings of California Register eligibility, based on a significant series of events (industrial employment itself), and in which 3030 17th Street was a contributing property. When peer review, and Survey Advisor review led to the staff reassessment of the district, all contributory buildings were given a revised status code of “6L”; however, this property was overlooked. The finding and Status Code 6L will make this assessment consistent with the others within that District.

2750 19th Street – Oregon Worsted / Pioneer woolen Mill (DPR 523A form is Attachment E-4)

2750 19th Street is a single-story heavy timber frame, brick industrial building located at the corner of 19th and Bryant Streets. Fenestration consists of deep-set wooden sash set within segmental brick arched openings. The brick is laid in a common bond, 5-course header pattern. The parapet is an extension of the plain building wall. The Survey found the building to be individually eligible for the California Register under Criterion 1, for the property’s association with ethnic Chinese industrial workforce (Status Code 3CS).

Evaluation of this building was not included in the consultant-prepared Survey; however, staff did provide the assessment for the Survey. The assessment was made based on the context statement sections on labor history, the context Five Views: an Ethnic Site Survey for California⁹ as well as Sanborn maps. Staff examined Sanborn maps covering this survey area, as well as the South of Market survey area for the years 1889 and 1899. According to the 1889 and 1899 Sanborn Maps, the property that includes 2750 19th Street contained a manufacturing plant as well as a dormitory (no longer extant) for the Chinese laborers at the Pioneer Woolen Mills and/or Oregon Worsted companies. This is a very rare identification on the Sanborn maps for the two hundred blocks represented between the two survey areas. The surviving factory building (2750 19th street) is present on the 1886 map, and likely dates to

⁹ http://www.cr.nps.gov/history/online_books/5views/5views.htm

about 1880. According to the Sanborn map, it was a three-story brick building. Following the 1906 earthquake, the upper floors were removed, and the building reached its present state. With the loss of the other properties on the site, and the removal of the upper floors, the property retains integrity of location, feeling, and association; but has altered or lost integrity of design, setting, materials and workmanship. Integrity of association and feeling are more heavily weighted because they relate to Criterion 1, which is less architecturally based.

Staff recommendation: Adopt Motion to change the draft Survey evaluation, finding the building: “determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning” (Status Code 6L); and to amend the Summary Database of the Showplace Square / Northeast Mission Survey to reflect this change.

Basis for recommendation: Department staff has contacted Sue Lee, Executive Director of the Chinese Historical Society of America (CHSA) for their input and assessment. Researchers at the CHSA examined materials and documentation from their collection, and failed to identify any additional information about the Chinese labor force in connection with the Pioneer Woolen Mill and/or Oregon Worsted companies. Absent any concrete evidence of significance, other than the noted presence of the Chinese on the Sanborn map, Ms. Lee advised that the CHSA cannot validate any significance to the association. Department staff agrees with this opinion, and notes that this site is not among the 92 sites identified by the Five Views context for significant associations with the Chinese ethnic community. A Status code of 6L would preserve the identification of the association, and allow for future research to be conducted to make a conclusive determination as needed in the future.

B. Clarification of Showplace Square Survey findings for the two buildings on the same Assessor’s Parcel Number 4023/004, located at 2700 19th street (DPR 523A form is Attachment B)

The owner of the subject lot requested that the Survey information be updated to recognize that there are two buildings on this parcel. As presented, the Survey evaluated this parcel as containing a single building with an addition to the side, finding the property individually eligible for the California Register under Criterion 3, without separate ratings for each of the two buildings (Status Code 3CS).

Department staff reviewed the building permit history for this parcel and Sanborn maps, and now recognizes that this lot contains two buildings. At the corner is a two-story, common-bond brick, gable-roofed industrial building with multi-light wood windows set within segmental arches in a Renaissance Revival style. The second building is a single-story, saw-tooth-roofed, common-bond brick warehouse

building with a featureless brick façade, save for a single vehicular entrance with a modern roll-up steel door.

Staff recommendation: Adopt Motion to amend the Summary Database of the Showplace Square / Northeast Mission Survey to read: “This lot contains two buildings. The 2-story 1908 Timothy Hopkins Warehouse in the Commercial / Renaissance Revival Style, designed by Henry A Schulze, on the northwest corner of 19th and York Streets, appears eligible for the California Register (3CS). The circa 1919 single-story brick building occupied by the Crown Shirt factory on the western portion of the lot is found ineligible for NR, CR or Local designation through survey evaluation (6Z).”

Basis for recommendation: Only the two-story corner building meets the registration requirements for California Register Criteria 3. The single-story brick building on the western portion of the lot does not possess significant distinctive characteristics of a type, period, region, or method of construction. It is not the work of an important creative individual, or possess high artistic values, therefore, it does not appear to be architecturally significant. Further, there are no known associations with significant persons or events, that could qualify the building for listing in the California Register under Criterion 1 or 2. Lastly, because it is a separate building erected for a second business, it does not contribute to the adjacent resource.

C. Report on Historic Preservation Commission request for background information about the Verdi Club, whose building is located at 2424 Mariposa Street (DPR 523A and DPR 523B forms are Attachment C)

At the hearing of June 15, 2011, the Commission requested additional information about the Verdi Club, including, an explanation for the location, and identification of the members/patrons.

The building erected for the Verdi Club is a two-story over basement, reinforced concrete, Art Deco style fraternal building built with full lot coverage. It has a gabled roof concealed behind a stepped parapet, and a symmetrical façade with a central recessed entrance. The upper portion of the Art Deco façade features bas-relief panels with floral motifs as well as a portrait of Giuseppe Verdi crowned by a laurel and lyre. The Survey has found the building individually eligible for the California Register under Criteria 1 and 3 (Status Code 3CS).

Department staff research included the original building permit, city directories from various years in the 1920s and 1930s, San Francisco Municipal Records, and various internet sites, and has yielded limited new information. According to the Verdi Club’s website, it was founded in 1916. It was founded in San

Francisco by a group of Italian men, led by George Gaggetti, as a social and athletic club. George Gaggetti received a permit to operate an engine and boiler in 1911 at 1120 Potrero Avenue¹⁰ (at 23rd Street). According to the 1911 City Directory, other family members (Gaggetti is a unique surname in San Francisco to this family) were coopers, plumbers and teamsters, and they all lived in the neighborhood on Bryant, Potrero and 23rd Streets. No listings in City Directories were found for the Verdi Club from the time it was founded in 1916 to 1934, when this building was erected. In 1934 a building permit was issued for the construction of this building. The permit specifically states that no architect or engineer designed the building; instead, it lists only the Vannucci Brothers as contractors. According to the 1934 City Directory, the Vannucci Brothers were Lawrence, Frank and Oneillo, who had an office at 1875 San Bruno Avenue. In 1939, the City Directory lists Silvio Ratto as the President of the Verdi Club. The same directory indicates that Silvio Ratto was a bookkeeper for the Anglo-California Trust, and resided at 438 Utah Street. In 1948, the City Directory lists Joseph Zecca, a resident of 448 Utah Street, as the manager of the Verdi Club.

Staff recommendation: No change in assessment is warranted. 2424 Mariposa, the Verdi Club appears eligible for the California Register under Criteria 1 and 3, for association with the Verdi Club, and for the building's design and architecture (Status Code 3CS). Adopt a motion directing staff to transfer the new research onto a DPR 523L form, and append to the existing DPR 523A and DPR 523B forms.

Basis for recommendation: The building at 2424 Mariposa is found to be individually eligible for the California Register under Criteria 1 and 3, for its design/architecture, and not solely for its association with the Verdi Club itself. The consultant-prepared DPR 523B form evaluates the building as California Register-eligible under Criterion 1 and 3, stating: "The Verdi Club, established in 1916 by and for members of San Francisco's Italian and Italian-American community, moved to this location in 1935 after having the existing building constructed for the club. The Verdi Club was established as a private Italian American social club that offered entertainment such as boxing, wrestling, dancing, banquets, meetings, and music. The club, which opened on May 5, 1935 in a ceremony presided over by then-mayor Angelo J. Rossi, was an organization modeled after the Italian American Social Club (IASC) where members paid an initiation fee and membership was passed down from father to son. The IASC clubs would traditionally hold monthly dinners for members, family and friends. Still in operation today, although not as a members-only club, the Verdi Club currently operates as a popular dance hall and full-service banquet facility for weddings, parties, events and concerts."

¹⁰ San Francisco Municipal Record, December 14, 1911, Vol IV, No. 59, page 385.

The Verdi Club appears eligible for listing in the California Register under Criteria 1 and 3. The building appears eligible under Criterion 1 (Events) for its association with San Francisco's once-numerous and still influential Italian-American community. The Verdi Club was one of several clubs catering to Italian Americans; others included the Italian American Social Club and the Sons of Italy. The opening of the Verdi Club in the Mission District is indicative of the gradual southward shift of the city's Italian population from its former stronghold of North Beach toward the Mission District and other neighborhoods in the southern part of the city. The Verdi Club appears eligible under Criterion 3 (Design/Construction) as an intact and unusual example of a social hall designed in the Art Deco style."

D. Report on staff research on the integrity of 450 Irwin Street, former Greyhound Bus Lines garage and maintenance facility / current California College of the Arts (DPR 523A form and 1951 elevation drawings are Attachment D)

At both the June 1st and June 15th hearings, the Commission requested information about the integrity of the former Greyhound Bus yard buildings, now occupied by the California College of the Arts.

450 Irwin Street is a two-story, reinforced concrete industrial building capped by a combination of a flat and gabled roof. Massive steel sash industrial windows primarily characterize the International-style building. The Survey found the building ineligible for NR, CR or Local designation through survey evaluation (Status Code 6Z).

Department staff researched the building permit history and examined the building, which has yielded new information for 450 Irwin Street. Elevation drawings from the original construction prepared by Skidmore, Owings and Merrill LLP in 1951 show the same fenestration pattern as exists today. Moreover, physical examination of the windows, a distinguishing feature of the building, provides evidence that the steel sash is in fact original. Changes to the building's exterior since it was built are limited to three entrances on the south elevation, two on the north, three on the west, and four on the east. All changes appear to be sympathetic to the building's original design.

Staff recommendation: Adopt a Motion to change the draft Survey evaluation, finding the building: "Identified in Reconnaissance Level Survey: Not evaluated" (Status Code 7R); and to amend the Summary Database of the Showplace Square / Northeast Mission Survey to change the assessment of integrity of 450 Irwin Street from medium to high.

Basis for recommendation: New information reveals that the existing windows are original. In the draft Survey, staff inaccurately concluded that the rehabilitation of the building for educational use in 1999

included window replacement. The building retains integrity of location, design, setting, materials, workmanship, feeling, and association. Staff recognizes that the buildings are the work of a prominent architectural firm, Skidmore Owings and Merrill; however, a review of a monograph covering this decade of the firm's work failed to give a reference to this project. Staff does not have enough information to make a conclusive finding that this building is (in)eligible for NR, CR or Local designation through survey evaluation because the context statement does not address modernist industrial buildings.

E. Report on the Hot Box Car incident and the specific role that 1855 Folsom, former Woolworth's building, played in the incident. (DPR 523A form is Attachment E)

The Commission requested information about the specific involvement of this building with the Hot Box Car incident that justifies the Survey findings. The Survey found the building individually eligible for the California Register under Criterion 3, for its association with the Hot Box Car incident (Status Code 3CS).

1855 Folsom, former Woolworth's building is a freestanding, six-story, brick-clad, reinforced concrete industrial building. It features a tripartite design with a high base and a corbelled brick cornice. The ground floor features several commercial vehicle loading dock openings and a separate row of loading docks accessed by the on-site rail-spur. A belt course separates the high ground-floor from the upper floors. Modern metal-framed windows replace the original sash within the daylight-framed upper floors.

The full information regarding the Hot Box Car incident is located on pages 85-86 of the in the Showplace Square Historic Context Statement. To summarize those pages of the context, the Hot Box Car incident originated when, after several months of inconclusive negotiations between the 180 employers affiliated with the Association of San Francisco Distributors (AFSD) and Local 6, the AFSD decided to force a confrontation with the union. In August 1938, the union was then striking the F. W. Woolworth Company, at their large warehouse at 1855 Folsom Street. The AFSD loaded a boxcar using non-union personnel at the Woolworth warehouse, and then dispatched the car to 19 different union-contracted warehouses in San Francisco that were not on strike, including three more in the survey area. At each new destination, supervisors would order International Longshore and Warehouse Union (ILWU) Local 6 warehousemen to unload it. The union members would refuse because the cargo was "hot." That is, it had been loaded by non-union labor. Each employer would then either fire or lock out the union

warehousemen. The highly publicized¹¹ incidents also precipitated a general lockout of Local 6 members at over 100 plants, with nearly 3,000 workers idled.

It was a highly publicized incident that helped to bring an industry-wide contract for warehouse workers in San Francisco as well as to dramatize labor-management relations in the city more generally¹².

While the Showplace Square context describes the Hot Box Car incident, it does not provide a full list of all the sites in San Francisco with the incident. All twenty locations of warehouses that participated in the Hot Box Car incident were located within either the South of Market (SoMa) Survey, or this Showplace Square Survey; however, the incident precipitated in union labor shutouts at over 100 warehouses. The context does list the four from this survey area associated with the incident: Woolworth's warehouse at 1855 Folsom Street; Dunham, Carrigan & Hayden warehouse at 2 Kansas (Henry Adams) St.; Baker & Hamilton warehouse at 700 7th St.; and Safeway Stores at 1000 Brannan St. from the Showplace Square Survey area.

It is not known how many buildings in San Francisco remain extant from the incident. No other properties associated with the incident were identified as significant in either the SoMa Survey or Showplace Square Survey. The Survey found 1855 Folsom, former Woolworth's building to be individually significant because of its strong connection to the Hot Box Car incident as its significance is derived not only as the point of origin of the boxcar, but also as the site of the major labor dispute leading up to the incident.

Staff recommendation: No change in assessment is warranted. 1855 Folsom, former Woolworth's building appears eligible for the California Register under Criterion 1, for its association with the Hot Box Car incident. Adopt a motion directing staff to transfer the research onto a DPR 523B form, and append to the existing DPR 523A (Status code 3CS).

Basis for recommendation: As the point of origin of the Hot Box Car and site of the strike that was the root of incident, 1855 Folsom, former Woolworth's building bears the strongest association to the event. The Department concurs with the Survey findings that 1855 Folsom Street is the most relevant property associated with this significant event in union history.

¹¹ The Associated Press coverage of the incident was syndicated nationally, as evidenced by an article in the Titusville Herald, a local paper in distant Pennsylvania.

¹² Cherny, Robert interview on 7/28/2011. Additional sources cited by Cherny also include: Schwartz, Harvey: March Inland: Origins of the Ilwu Warehouse Division, 1934-1938, University of California, Institute of Industrial Relations, 1978 and Selvin, David F. Sky full of storm: a brief history of California labor, California Historical Society, 1975

F. Appeal of Showplace Square Survey findings for 612 Alabama (Pelton Water Wheel Machine Shop¹³) based on California Register Criterion 1, associations with events. (DPR 523A form and letter from Fred Snyder are Attachment F)

The owner of the building is appealing the draft survey findings, stating: "I do not believe that this block of buildings represents or retains the historical significance or integrity that is suggested in the draft Survey. Well over half of the building square footage of the above referenced property was constructed with a new foundation and exterior in 2001. Another 10,000 square feet section of the fully contiguous set of buildings is a corrugated metal addition that was completed in 1956 and was previously storage lot and roofed warehouse with no walls. Further, I have information regarding the historical association these structures have had with Pelton Water Wheel that runs counter the assumptions in the Survey.¹⁴"

Additionally, the Commission requested additional information about the activities located within each of the two buildings in the survey area that have associations with the Pelton Water Wheel Co.: 612 Alabama and 2929 19th Street. The Survey found the building individually eligible for the California Register under Criterion 1, for its association with the Pelton Water Wheel Co., a hydraulic engineering firm who manufactured equipment for hydraulic mining and hydroelectric power generation (Status Code 3CS)¹⁵

The subject building consists of three major elements (see aerial photograph below). The first consists of original 1914 construction for the Pelton Water Wheel Co. is located on the southwestern portion of the lot along Harrison Street, and extending half the width of the lot on 19th Street as a machine shop, together with an "L" on Alabama Street for pattern storage.

The second part, approximately 80 feet on the northern portion of the lot, was built before 1920 as an independent building for the "Blue and Gold" bottling warehouse. The western side of the second part has the appearance of the 1914 building with a gable-roof form and steel siding was altered to this state between 1920 and 1950, as evidenced by the Sanborn maps. This second part does not have a significant association with the Pelton Water Wheel Co., and is not architecturally significant, and therefore does not appear to be significant under the National or California Register Criteria.

¹³ The offices and research laboratories are located on an adjacent block, and are under separate ownership.

¹⁴ Letter to HPC from Fred Snyder of the David W. Allen Trust RE: 600 Block of Alabama Street (Parcel Number 402-002) May 27, 2011.

¹⁵ The Building at 2929 19th Street was erected in 1923, and housed offices, pattern storage, drafting rooms and a small machine shop. These functions were removed from 612 Alabama and transferred to 2929 19th Street.

The third part is a 4-story structure with 4th floor mezzanine space located on the southeastern portion of the lot along Alabama and 19th Streets. The original one-story structure of this third part, used for offices and a drafting room, was altered in 2003, adding 3 additional stories and the mezzanine¹⁶. The owner contends that this third part is an independent building with a fully independent structural system and foundation; however, the building permit for the construction (BPA 200008016642 and 2000.302E), and a recent office allocation (2009.0847B) all describe this section as part of the 1914 building, and not as an independent structure on the lot. This third part, if considered either as a separate building, or as an alteration to the main building, is compatible with the adjacent structure, sharing the same scale, massing and metal cladding materials as the 1914 building.

The significance of Pelton to California's history is evidenced by official designation of related structures elsewhere in California. Pelton's first manufacturing plant dating to 1879 in Nevada City is California State Landmark #1012 and is significant under California Register Criterion 1, association with events that are significant to California history.

Inducted into the Inventor's Hall of Fame in 2006, Pelton is one of the fathers of hydroelectric power. Lester Pelton (1829-1908) invented the first water wheel to with split buckets take advantage of the kinetic energy of water rather than the weight or pressure of a stream, more than doubling the efficiency of traditional types. In California, and nearby states, traditional water wheels that required high-volume rivers proved inefficient. However, the Pelton wheel could operate with lower flow rivers and streams, thereby being cost effective over expensive



¹⁶ 2000.302E - Three-Story Addition of Production Space into a Portion of an Existing Business Service and Industrial Structure and the Addition of 27 Parking Spaces. The proposed area of renovation is rectangular in shape with about 62 feet of frontage on 19th Street and 200 feet of frontage along Alabama Street, within a larger structure that includes 612 Alabama to 680 Alabama Street.

steam engines in mining operations. The Pelton Water Wheel Company was organized by Lester Pelton and a San Francisco machine shop owner to keep up with demand that could not be met by the small George Allen Foundry in Nevada City. Small hydroelectric power plants in the western United States still generate electricity using Pelton's technology¹⁷.

Further, the significance of the Pelton Water wheel is evidenced by California State Historical Landmark No. 1012, the First Manufacturing Site of the Pelton Water Wheel at 325 Spring St, Nevada City. The Landmark statement reads:

"The Pelton Water Wheel, first commercially manufactured here at George Allan's Foundry and Machine Works in 1879, was a major advancement in water power utilization and greatly advanced hard-rock mining. Its unique feature was a series of paired buckets, shaped like bowls of spoons and separated by a splitter, that divided the incoming water jets into two parts. By the late 1800s, the Pelton Wheels were providing energy to operate industrial machinery throughout the world. In 1888, Lester Pelton moved his business to San Francisco, but granted continuing manufacturing rights to Allan's Foundry, where the wheels were manufactured into the early 1900s.¹⁸"

When Pelton setup his first plant at 121-129 Main Street¹⁹ in San Francisco, it was located in the industrial South of Market neighborhood. That site was destroyed in the disaster of 1906. Between 1907 and 1914, City Directories list the Pelton Water Wheel Co. as having an office in the Monadnock Building, with works [manufacturing] at 19th and Harrison. The 1905 Sanborn map shows the site of 612 Alabama as mostly vacant with some small sheds involved in the refining of asphalt. On the opposite side of 19th Street was the Crescent Feather Mattress factory and opposite Harrison was the United Can Co. and the Meese and Gottfried Co. Machine Shop.²⁰ The 1914 Sanborn map shows the subject building at 612 Alabama labeled "The Pelton Water Wheel Co. Hydraulic Engineers." On both the 1905 and 1914 Sanborn maps, the future site of the Pelton Office building (1923) at 2929 19th Street between Florida and Alabama, is shown as being occupied by several buildings including a paint company, a dwelling, and a saloon. From these sources, it can be concluded that the Pelton Water Wheel Co. operated in temporary

¹⁷ Inventor's Hall of Fame website: http://www.invent.org/hall_of_fame/293.html accessed 7/28/2011.

¹⁸ State of California Environmental Resources Evaluation System website:
http://ceres.ca.gov/geo_area/counties/Nevada/landmarks.html accessed 7/28/2011

¹⁹ Crocker-Langley City Directories for the years 1896 and 1904.

²⁰ Meese and Gottfried are listed in City Directories as manufacturers of elevating and conveying machinery. It is unlikely that they would have been able to provide the necessary foundry equipment for Water Wheel manufacture.

quarters on the subject site at 612 Alabama between 1907 and 1914 when the present building was erected.

Staff recommendation: Department recommends a change of the Survey status code to 7R (Identified in Reconnaissance Level Survey: Not evaluated) be assigned to the property. Adopt a motion directing staff to transfer the new research onto a DPR 523B form, and append to the existing DPR 523A form.

Basis for recommendation: The importance of this building's role in the development and growth of the hydroelectric generation of energy in the West remains undocumented. Further, it is not known at this time how many places in California were built for, or occupied by the Pelton Water Wheel Co. for manufacturing purposes, or if they are extant; however, Department staff has found no references to places other than Nevada City and San Francisco during its research. San Francisco City Directories from the 1910s list only San Francisco sites and an office in New York City. Within San Francisco, only this building, and the office building and research laboratories at 2929 19th Street are extant. Neither site was built in Lester Pelton's lifetime (1829-1908). The evidence demonstrates that the manufacturing plants of the Pelton Water Wheel Co. have significance on the State level, and that only two sites within San Francisco are extant. Department staff has contacted the State Office of Historic Preservation for guidance on how to evaluate this property, during which, it was concluded that not enough information is presently known to make a determination.

G. Appeal of Showplace Square Survey findings for 1200 and 1210 17th Street (Pacific Rolling Mill²¹) based on California Register Criterion 1, associations with events. (DPR 523A form, and Page & Turnbull's report: 1200-1210 17th street Preliminary Assessment are Attachment G)

The owner of these properties is appealing the Showplace Square Survey findings, on the basis that the property lacks both architectural significance and lacks integrity. In order to analyze of merits of the appeal, the project sponsor retained the firm of Page & Turnbull to conduct further research and provide their independent evaluation of the three buildings. Facts contained in the Page & Turnbull report informed the discussion below.

There are three buildings on two lots that constitute a single plant that was built by and for the Pacific Rolling Mill Co. at 1200 and 1210 17th Street. The first building, 1200 17th Street (APN 3949/002) is a steel-and-wood-frame, multiple-wing, industrial machine shop building clad in corrugated metal siding, built

²¹ It should be noted that the subject buildings were built for the Pacific Rolling Mill Co. (without an "s" on Mill), which was a new corporation with many of the same engineers and equipment as the previous Pacific Rolling Mills (with the "s" on Mill) which was liquidated in 1898.

in 1908, and rebuilt/expanded in 1926. The second building, the brick office, is a two-story heavy timber frame, brick structure with a flat roof (APN 3949/002), built in 1926. The third building, 1210 17th Street (APN 3950/001) is a steel-frame industrial stock shed building clad in corrugated metal siding, built in 1908.

In October 1996, the eastern buildings on APN 3949/002, 1200 17th Street and the brick office, were assigned a California Historical Resource Status Code (CHRSC) of "6Y," meaning that the buildings were "determined ineligible for the National Register by consensus through the Section 106 process; not evaluated for the California Register or local listing." The brick office building at 1200 17th Street (APN 3949/002) was also listed in the 1976 Architectural Survey. The western building at 1210 17th Street (APN 3950/001, also addressed as 975 16th Street) was not evaluated prior to the present Survey. The present Survey identifies the entire site as appears eligible for the California Register under Criterion 1, for its association with the Pacific Rolling Mill Co. (Status Code 3CS).

The Showplace Square Historic Context Statement describes the plant as "a complex of colossal corrugated steel sheds, machine shops, and offices... The Pacific Rolling Mill facility is notable as an early example of corrugated steel construction in the survey area. Less expensive to build than either brick or concrete, corrugated steel structures were also easier to reconfigure to accommodate new machinery or work processes. Although most of the plant consists of similar gable-roofed, corrugated warehouses, the offices are located in a brick-faced wing occupying the Texas Street right-of-way on the north side of 17th Street²²." The analysis from the context statement suggests significance of the plant under California Register Criterion 3, as an early example of its construction type; however, the consultants did not make an assessment of any of the three buildings. The Survey assessed the three buildings based on Staff analysis of significant associations with the Pacific Rolling Mill Co. itself.

According to the Page & Turnbull report, the Pacific Rolling Mills Co., the first iron-producing factory in the western United States, was established in San Francisco in 1866, and liquidated in 1898. It was located at Potrero Point (now the site of Pier 70) along the Central Waterfront. The first iron was rolled in 1868, after the plant had been constructed, materials delivered, and laborers hired. After nearly two decades of providing iron for a variety of notable projects, the Pacific Rolling Mills Co. began to manufacture steel in 1884, marking the advent of steel production on the West Coast.²³ The Page and Turnbull report continues to reference the book, *A Romance of Steel in California*, stating: Nearly every great structure

²² Kelley & VerPlanck, *Historic Context Statement: Showplace Square / Northeast Mission Survey Area*, p. 44.

²³ Judson Pacific-Murphy Corporation, *A Romance of Steel in California* (San Francisco: Kelso Norman and E.C. Brown, Clavering Press, 1946).

built on the [west] coast from Baker City to San Diego during [the 1880s and 1890s] drew on the Pacific Rolling Mills for iron and steel. Railroads, cable roads, bridges, dams and skyscrapers flowed from its furnaces...But more than this, the Pacific Rolling Mills was the cornerstone of many other coast industries that depended on steel for their foundation and rise and whose development had been retarded by its lack.²⁴ The Plant closed in 1898; however, a group of former employees organized themselves, acquired much of the equipment, and began anew.

The Page & Turnbull report further documents that in 1906, the new Pacific Rolling Mill Co. (Mill without the "s") leased a nearby site at 17th and Mississippi streets (the subject property), and was consistently busy during the decade following the Earthquake and Fire of that year as a fabricator and supplier of steel products. The Pacific Rolling Mill fabricated and erected the frames for a great number of structures in San Francisco and Northern California.

Examples of major buildings that Pacific Rolling Mill supplied the steel for include: the City and County General Hospital; the original Standard Oil Building; the Balfour Building; the California Commercial Building; the San Francisco Public Library in the Civic Center; the Y.M.C.A.; the Financial Center Building in Oakland; the 1915 Exposition buildings; the California-Hawaiian Sugar Refinery at Crockett; Anglo & London Paris National Bank in San Francisco; the Bank of California; the Chronicle Building; the American Theater; the Cliff House; the Mission Savings Bank; and the corporation yard for the City and County of San Francisco²⁵.

Although there were a number of other companies supplying steel to assist with the city's post-quake reconstruction, the Pacific Rolling Mill Co.'s involvement with so many landmark buildings makes it a notable steel fabrication company from this period.²⁶ In 1928, Pacific Rolling Mill Co. merged with Judson Manufacturing Co. to form the Judson Pacific Co., ending the period of significance for the independent company. Through subsequent corporate mergers, all steel manufacturing was moved to Oakland by 1946, and by 1950, the buildings were renovated and occupied by the Owens-Illinois Glass Co²⁷.

At the subject site, the height of activity for the Pacific Rolling Mill Co. was during the decades following the 1906 Earthquake and Fire: the company contributed greatly to the rebuilding of the city after the

²⁴ *Ibid.*

²⁵ Dudley F. Westler, "Growth Forces Larger Areas," San Francisco Chronicle, 9 July 1925, 7.

²⁶ Page & Turnbull, 1200-1210 17th Street Preliminary Assessment, 8 July 2011. Pg. 6.

²⁷ *Ibid*, pg. 16-17.

disaster by supplying steel for many new buildings. The 1914 Sanborn map illustrates the number and types of facilities in use immediately following the earthquake, but a large building campaign beginning in 1925 replaced most of the 1908 wood-frame sheds and shops on the property with a larger building in the former Texas Street right-of-way. The only extant structure dating from the Pacific Rolling Mill Co.'s early occupation of the subject site is the western portion of the large industrial building (the "stock shed") at 1210 17th Street/975 16th Street.

According to the San Francisco Assessor-Recorder, both the 1200 17th Street building and the brick office building date from 1926. The brick office building appears to have undergone few, if any alterations, and retains a high degree of integrity. The original 1908 Pacific Rolling Mill structure at the southeast corner of site was replaced by the industrial wood-framed 1200 17th street building when it was erected in 1926; however, the 1926 construction was itself likely incorporated into the existing larger steel-frame building by 1950 when they were documented on a revised Sanborn map.

The Page & Turnbull report compares two of the subject buildings to a photograph taken in 1945 to demonstrate that 1200 and 1210 17th Street have been dramatically altered since 1945. The report observes the changes:

- The long industrial shed at 1210 17th Street/975 16th Street has doubled in width and received a second story addition along 17th Street;
- The windows and siding have been replaced on the south façade of 1200 17th Street;
- The southeast corner of the 1200 17th Street building has had the low shed structure shown on the east and the Dutch gable shown on the south removed. This comparison also suggests that the building at the southeast corner of 1200 17th Street may have been entirely replaced—not just altered²⁸.

Staff recommendation: Adopt Motion to change the Survey evaluation for the property, finding the two steel-clad industrial buildings, 1200 17th Street and 1210 17th Street, are found ineligible for NR, CR or Local designation through survey evaluation (Status Code 6Z); that the brick office building appears eligible for CR as an individual property through survey evaluation (Status Code 3CS); and to amend the Summary Database of the Showplace Square / Northeast Mission Survey to reflect the change in the assessments.

²⁸ *Ibid*, pg. 22-23.

Basis for recommendation: Department Staff has reviewed the report, prepared by a qualified consultant and agrees with the research and conclusion.

The time during which the new Pacific Rolling Mill Co. made its greatest contribution to the city was 1906-1928, which covers the period from the Earthquake and Fire through the company's merger with Judson Manufacturing Co. Although three buildings from this period of significance (1906-1928) are extant on the site, the corrugated metal buildings (1200 17th and 1210 17th) have been so dramatically altered since then that they no longer retain the integrity necessary to convey a significant association with the Pacific Rolling Mill Co. Of the three extant structures associated with the Pacific Rolling Mill Co., only the brick office retains sufficient integrity to be considered a historic resource. The brick office building was constructed by the Pacific Rolling Mill Co. as part of a large building campaign at the subject property in 1926, and reflects the success of the business during the first decades of the twentieth century. It appears to be significant under Criterion 1 as the best example of the company's steel fabricating operation at 17th and Mississippi streets among the three remaining buildings in San Francisco associated with the Pacific rolling Mill Co.

I:\Cases\2010\2010.0485>Showplace_Memo_final.docx



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Motion 01##

HEARING DATE: AUGUST 17, 2011

Hearing Date: August 17, 2011
Case Number: 2010.0485U
Staff Contact: Moses Corrette – (415) 558-6295
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ADOPTION OF: **Showplace Square / Northeast Mission Historic Resource Survey**

PREAMBLE

WHEREAS, the Methodology for recording and evaluating historic resources contained in the Office of Historic Preservation publication Instructions for Recording Historical Resources of March 1995 and future editions of that publication is based on the Secretary of the Interior's Standards and National Register of Historic Places Criteria cited therein.

WHEREAS, The *Showplace Square / Northeast Mission Historic Resource Survey* consists of several elements including:

- California Department of Parks and Recreation Primary Records (DPR 523A forms) for 632 individual properties;
- California Department of Parks and Recreation Building, Structure, and Object Records (DPR 523B forms) for 24 individual properties;
- California Department of Parks and Recreation District Records (DPR 523D forms) for two (2) historic districts.
- Survey Inventory for 632 properties, consisting of APN; Address; year built; Status Code; District Name; Integrity, Architecture Rating and Building notes.

WHEREAS, The *Showplace Square / Northeast Mission Historic Resource Survey* was prepared by a qualified historian in accordance with the Secretary of the Interior's Standards and State Office of Historic Preservation Recordation Manual as outlined in Resolution No. 527 of June 7, 2000, adopted by the previous San Francisco Landmarks Preservation Advisory Board; and in accordance with the National Park Service's National Register Bulletin, *How to Complete the National Register Multiple Property Documentation Form* (1999).

WHEREAS, The *Showplace Square / Northeast Mission Historic Resource Survey* was reviewed by the San Francisco Historic Preservation Commission for accuracy and adequacy and is adopted by the San Francisco Historic Preservation Commission at a public meeting agendized for this purpose.

WHEREAS, A copy of the duly adopted the *Showplace Square / Northeast Mission Historic Resource Survey* will be maintained in the Planning Department Preservation Library and on the Planning Department's website.

WHEREAS, Future Landmark and Historic District Designation Reports and Nominations and Structures of Merit Nominations may demonstrate historic significance by reference to the *Showplace Square / Northeast Mission Historic Resource Survey*.

WHEREAS, In the future, in evaluating surveyed properties, historic significance may be demonstrated by reference to the *Showplace Square / Northeast Mission Historic Resource Survey*.

WHEREAS, The Historic Preservation Commission reviewed the all submitted materials and research regarding 1150 16th Street at its June 15, 2011 hearing and adopted a revised status code of 6Z (found ineligible through survey evaluation) by Motion 0128.

WHEREAS, The Historic Preservation Commission reviewed the Case Report, and Additional Information Memorandum, Planning Department presentations, and public comment.

MOVED, that the Historic Preservation Commission hereby adopts the *Showplace Square / Northeast Mission Historic Resource Survey*, including the following materials, and based on the following findings, and directs its Commission Secretary to transmit a copy of the adopted survey materials and this Motion No. 01##, to the State Office of Historic Preservation and to the Northwest Information Center at Sonoma State University for reference:

- **California Department of Parks and Recreation Primary Records (DPR 523A forms) for 632 individual properties;**
- **California Department of Parks and Recreation Building, Structure, and Object Records (DPR 523B forms) for 24 individual properties;**
- **California Department of Parks and Recreation District Records (DPR 523D forms) for two (2) historic districts.**
- **Survey Inventory for 632 properties, consisting of APN; Address; year built; Status Code; District Name; Integrity, Architecture Rating and Building notes, subject to the ammendedments and dirctions to staff below.**
-

FINDINGS

Having reviewed all the materials identified and the recitals above, and having heard oral testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and also constitute findings of the Commission.

2. The Historic Preservation Commission makes the following amendments to the Summary Database of the Showplace Square / Northeast Mission Survey:

A-1 3030 17th Street – Atlas Frame Co.: change the draft Survey evaluation, finding the building “determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning” (Status code 6L); and to amend the Summary Database of the Showplace Square / Northeast Mission Survey to reflect this change

A-2 2750 19th Street – Oregon Worsted / Pioneer woolen Mill: change the draft Survey evaluation, finding the building: “determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning” (Status Code 6L); and to amend the Summary Database of the Showplace Square / Northeast Mission Survey to reflect this change

B. Assessor’s Parcel Number 4023/004, located at 2700 19th street: amend the Summary Database of the Showplace Square / Northeast Mission Survey to read: “This lot contains two buildings. The 2-story 1908 Timothy Hopkins Warehouse in the Commercial / Renaissance Revival Style, designed by Henry A Schulze, on the northwest corner of 19th and York Streets, appears eligible for the California Register (3CS). The circa 1919 single-story brick building occupied by the Crown Shirt factory on the western portion of the lot is found ineligible for NR, CR or Local designation through survey evaluation (6Z).”

C. Verdi Club, 2424 Mariposa Street: directs staff to transfer the new research onto a DPR 523L form, and append to the existing DPR 523A and DPR 523B forms.

D. 450 Irwin Street, former Greyhound Bus Lines garage and maintenance facility / current California College of the Arts: directs staff to amend the Summary Database of the Showplace Square / Northeast Mission Survey to change the assessment of integrity of 450 Irwin Street from medium to high.

E. 1855 Folsom, former Woolworth’s building: directs staff to transfer the research on the “Hot Boxcar” incident related to 1855 Folsom street (Woolworth’s warehouse) onto a DPR 523B form, and append to the existing DPR 523A.

F. 612 Alabama, Pelton Water Wheel Factory: adopts the status code of 7R (Identified in Reconnaissance Level Survey: Not evaluated) for the building at 612 Alabama Street – Pelton Water Wheel Co., and directs staff to transfer the new research onto a DPR 523B form, and append to the existing DPR 523A form.

G. 1200 and 1210 17th Street: change the Survey evaluation for the property, finding the two steel-clad industrial buildings, 1200 17th Street and 1210 17th Street, are found ineligible for NR, CR or Local designation through survey evaluation (Status Code 6Z); that the brick office building appears eligible for CR as an individual property through survey evaluation (Status Code 3CS); and to amend the Summary Database of the Showplace Square / Northeast Mission Survey to reflect the change in the assessments.

Motion No. 01##
Hearing Date: August 17, 2011

CASE NO. 2010.0485U
Showplace Square / Northeast Mission
Historic Resource Survey

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on August 17, 2011.

Linda D. Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED

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

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 4 *Resource name(s) or number (assigned by recorder) 2401 16TH ST

P1. Other Identifier Double Play
*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: SF North Date: 1994

*c. Address: 2401 16th St City: San Francisco Zip: 94110

d. UTM: (Give more than one ofr large and/or linear resources) Zone _____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 3965001

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

2401 16th Street occupies a 10,000 square-foot corner lot on the southwest corner of 16th and Bryant streets. Built in 1909, it is a 3-story, wood-frame residential over commercial building. The rectangular-plan building displays stucco cladding at its north and east elevations, and brick veneer and stucco at the second and third floors of those elevations. Rustic redwood cladding sheathes the remaining facades. The building rests on a concrete foundation and is capped by a flat roof. The primary facade, which is 3 bays wide, faces north; the secondary facade, which is 7 bays wide, faces east; the tertiary facade, also 7 bays wide, faces west. The left bay of the primary facade's first floor features a cutaway entrance composed of paired, wooden doors, a transom, and sidelights, while the middle bay presents a fixed storefront window with wood surrounds beneath a multi-light transom. The right bay features a recessed entryway with an iron gate. The right and left bays of the second and third floors feature chamfered bay windows composed of one-over-one, double-hung, wood-sash windows with wood surrounds, while the middle bay features a blank wall face. The first floor is separated from those above by a cantilevered, fretwork projection that curves around the building's northeast corner. The leftmost, or first, and fifth bays of the secondary facade's first floor feature a wooden door, while the second and third bays feature fixed storefront windows with wood surrounds. The fourth bay presents a blank wall face, while the sixth and seventh bays feature a band of fixed storefront windows. Bays two through seven of the upper floors repeat the fenestration pattern of the primary facade. The first bay is the only deviation, with paired, casement, wood-sash windows with wood surrounds characterizing the second floor and a one-over-

*P3b. Resource Attributes: (list attributes and codes) HP6. Commercial Building, HP3. Multiple Family Property

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. Photo (view, date, accession #
100_5951.JPG, 11/21/2007,
view to SW

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
1909, Assessor's Office,

*P7. Owner and Address:
Galway Properties II
% Thomas Coyne
1255 Post St #609
San Francisco Ca 94109

*P8. Recorded by
Tim Kelley
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

BUILDING, STRUCTURE, AND OBJECT RECORD

NRHP Status Code 3CS

Page 2 of 4 *Resource Name of # (Assigned by recorder) 2401 16TH ST

- B1. Historic Name: The Double Play
- B2. Common Name: The Double Play
- B3. Original Use: Mixed-use commercial and
- B4. Present Use: Same
- *B5. Architectural Style: Classical Revival (altered)

*B6. Construction History (Construction Date, alterations and date of alterations)
2401 16th Street was built in 1909 for James Larkin as an investment property

*B7. Moved? No Yes Date Original Location:

*B8. Related Features:

B9a. Architect Unknown

b. Builder Unknown

*B10 Significance: Theme Commercial Development

Area Showplace Square Survey Area

Period of Significance 1944-1957 Property Type Residential and Applicable Criteria 1

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

2401 16th Street was constructed in 1909 for James Larkin as a commercial and residential investment property. James Larkin lived in the building with his son, brother, and nephew and operated his bar in the commercial unit from 1910 -1919. During Prohibition Larkin operated a soft drink business (a common disguise for a bar) until 1940. The Larkin family sold the property in 1944 to Peter and Annie Stanfel. The Stanfels opened the Double Play Tavern (currently known as Double Play Restaurant), which remains in operation today. Built across from what was Seals Stadium, the business was patronized by Joe Dimaggio, Dario Lodigiani, Bobby Layne, Doak Walker, and other well-known and not-so-well-known Seals players and became a popular post-game hangout for the team.

2401 16th Street, better-known as the Double Play, appears to be eligible for listing in the California Register under Criterion 1 for its association with the San Francisco Seals, San Francisco's Pacific Coast League baseball team from 1903 until 1957. The Double Play is the extant site most closely associated with this chapter in San Francisco sports history. With no major league baseball teams west of St. Louis, the Pacific Coast League was the sole venue for west coast baseball from its founding at the turn of the century to its wane in the 1950s, when when the Brooklyn Dodgers moved to Los Angeles and the New York Giants moved to San Francisco. The San Francisco Seals were a dominant team within the PCL, enjoying many winning seasons and collecting upwards of eight pennant wins. From 1944 until 1957, the Double Play was an important post-game hangout for Seals players and management, including Joe Dimaggio, Dario Lodigiani, Bobby Layne, and Lefty O'Doul. (continued)

B11. Additional Resource Attributes (List attributes and codes)

HP6. Commercial Building, HP3. Multiple Family Property

B12. References

- Assessor's Records
- Sanborn Maps 1899, 1914, 1950
- San Francisco City Directories

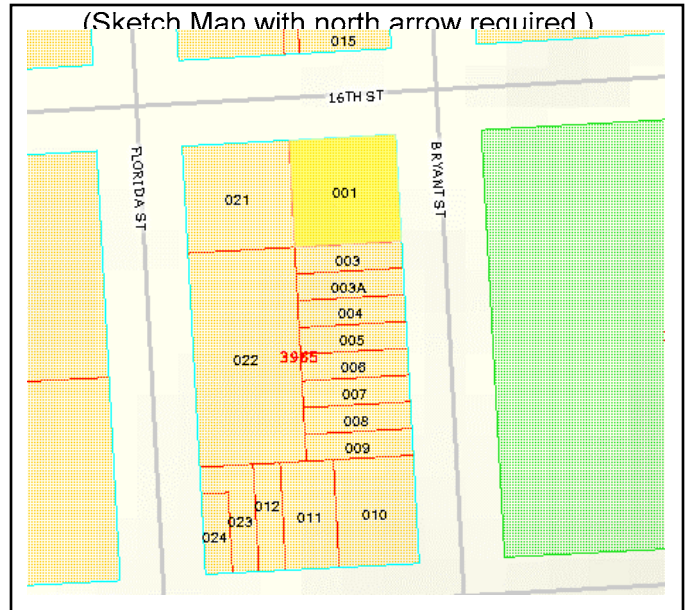
United States Census 1910, 1920

B13. Remarks

B14. Evaluator Christopher VerPlanck

*Date of Evaluation 12.04.08

(This space reserved for official comments)



CONTINUATION SHEET

Page 3 of 3

Resource Name or # (Assigned by Recorder)

2401 16TH ST

*Recorded by: Tim Kelley

Date 6/12/08

Continuation Update

B10 Significance (continued)

The restaurant and bar are full of Seals memorabilia commemorating these days in the history of the establishment. As the Seals were replaced by the Giants as San Francisco's premier baseball team, support for the team diminished and the Seals relocated to Phoenix, Arizona. Seals Stadium was demolished in November of 1959.

The integrity of 2401 16th Street is moderate. The exterior fenestration pattern and cornice remain intact. Although the exterior was reclad in stucco and brick ca. 1940, this falls within the period of significance for the building. The interior of the bar is almost entirely intact, retaining its original wood paneling, booths, bar, and back bar. The building retains the following aspects of integrity: location, design, workmanship, feeling, and association.

CONTINUATION SHEET

Page 4 of 4
*Recorded by: Tim Kelley
 Continuation Update

Resource Name or # (Assigned by Recorder) 2401 16TH ST
Date 6/12/08



100_5952.JPG, 11/21/2007, view to S



100_5954.JPG, 11/21/2007, sign



SAN FRANCISCO PLANNING DEPARTMENT

HISTORIC PRESERVATION COMMISSION Motion 0113

HEARING DATE: APRIL 6, 2011

Date: April 6, 2011
Case No.: 2006.0428E
Project Address: 2401 16th Street
Zoning: M-1/ 50-X (former); UMU/68-X (current)
Block/Lot: 3965/001
Project Sponsor: Tony Kim, Town Consulting, (415) 246-8855
Staff Contact: Don Lewis, (415) 575-9095, don.lewis@sfgov.org
Reviewed By: Tina Tam, Preservation Coordinator

1650 Mission St.
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Planning
Information:
415.558.6377

ADOPTING FINDINGS RELATED TO THE INTERIM PROCEDURES FOR PERMIT REVIEW IN THE EASTERN NEIGHBORHOODS PLAN AREA FOR THE RETENTION OF THE EXISTING THREE-STORY, MIXED-USE BUILDING, THE DEMOLITION OF THE EXISTING 13-FOOT-TALL, 1,130-SQUARE-FOOT, HORIZONTAL ADDITION THAT WAS CONSTRUCTED IN 1992, AND THE CONSTRUCTION OF A 40-FOOT-TALL, FOUR-STORY, RESIDENTIAL BUILDING CONTAINING 12 RESIDENTIAL UNITS AND 12 GROUND-FLOOR PARKING SPACES AT 2401 16TH STREET (ASSESSOR'S BLOCK 3965, LOT 001).

PREAMBLE

1. On August 7, 2008, the San Francisco Planning Commission certified the Final Environmental Impact Report (FEIR) for the Eastern Neighborhoods Rezoning and Area Plans (Case No. 2004.0160E). The FEIR analyzed amendments to the Planning Code and Zoning Maps and to the Eastern Neighborhoods, an element of the San Francisco General Plan. The FEIR analysis was based upon an assumed development and activity that were anticipated to occur under the Eastern Neighborhoods Rezoning and Area Plans.
2. The FEIR provided Interim Permit Review Procedures for Historic Resources that would be in effect until the Historic Preservation Commission (HPC) adopts the Historic Resource Survey. These procedures were developed to provide additional protection for potential historic resources within the Plan Area while the historic resources survey is being completed. Once the historic resources survey is endorsed and the Plan is amended to incorporate the results, these policies would expire and the Preservation Policies in the Area Plan would become effective.

There are two types of review per the Interim procedures. The first type is for projects that propose demolition or major alteration to a property constructed prior to 1963 within the Plan Area. These projects shall be forwarded to HPC for review and comment. Within 30 days after receiving copies of the Environmental Evaluation application and supporting Historic Resources Evaluation (HRE)

documents, the HPC members may forward comments directly to the Environmental Review Officer and Preservation Coordinator. No public hearing is required.

The second type of review is for projects that propose new construction or alteration within the Plan Area over 55 feet, or 10 feet taller than adjacent buildings, built before 1963. These projects shall be forwarded to the HPC for review and comment during a regularly scheduled hearing. After such hearing, the HPC's comment will be forwarded to the Planning Department for incorporation into the project's final submittal and in advance of any required final hearing before the Planning Commission.

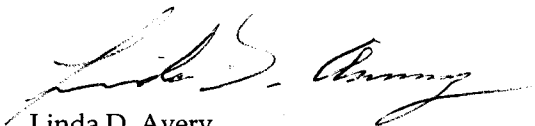
3. On March, 23, 2006, pursuant to the provisions of the California Environmental Quality Act ("CEQA"), the State CEQA Guidelines, and Chapter 31 of the San Francisco Administrative Code, the Planning Department ("Department") received an Environmental Evaluation Application form for the Project, in order that it might conduct an initial evaluation to determine whether the Project might have a significant impact on the environment.
4. On April 6, 2011, the Department presented the proposed project to the HPC. The project proposes construction that is 10 feet taller than the adjacent single-story, industrial building, constructed in 1924, at 2445 16th Street. The Commission's comments would be forwarded to the Planning Department for incorporation into the project's final submittal and in advance of any required final hearing before the Planning Commission.

COMMENTS

Having reviewed the materials identified in the recitals above, and having heard all testimony and arguments, this Commission has provided the following comments regarding the proposed project:

1. Agrees with the preliminary survey findings that the subject property at 2401-16th Street is eligible for listing in the California Register under Criteria 1 for its association with the San Francisco Seals.
2. After reviewing the proposed plans dated March 28, 2011 and hearing the architect described some of the minor changes to the front facade at the hearing, the HPC has no issues with the proposed design.

I hereby certify that the foregoing Motion was ADOPTED by the Historic Preservation Commission at its regularly scheduled meeting on April 6, 2011.



Linda D. Avery
Commission Secretary

PRESENT: Martinez, Wolfram, Chase, Johns, Damkroger, Hasz, Matsuda

ABSENT:

ADOPTED: April 6, 2011



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

Historic Resource Evaluation Response

MEA Planner: Don Lewis
Project Address: 2401 16th Street
Block/Lot: 3965/001
Case No.: 2006.0428E
Date of Review: April 7, 2011
Planning Dept. Reviewer: Richard Sucre
 (415) 575-9108 | richard.sucre@sfgov.org

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PROPOSED PROJECT Demolition Alteration New Construction

PROJECT DESCRIPTION

The proposed project includes new construction of a four-story, 23,048 square-feet, free-standing residential building, which will be constructed around a three-story commercial building (constructed in 1909). To accommodate the new construction, the project will demolish an existing 1,130 square-foot horizontal addition, which is part of the existing building and was constructed in 1992. The project will retain and preserve the three-story commercial building, which is currently occupied by the Double Play Restaurant at the ground floor level. The new residential building will contain twelve residential units and twelve new ground floor parking spaces. This new building will be 40-feet tall along 16th Street and will align in height to the existing commercial building. Along Bryant Street, the new building will be one-story tall and will feature a mural, garage entrance and a single pedestrian door. The proposed project is a "pipeline project" and is depicted in architectural drawings prepared by Gabriel Y. Ng & Associates, dated March 28, 2011.

PRE-EXISTING HISTORIC RATING / SURVEY

The subject property is not currently listed in any local, state or national historical register, but has been surveyed as part of the Showplace Square Historic Resource Survey, which is currently under review by the San Francisco Planning Department. The building is considered a "Category B" (Properties Requiring Further Consultation and Review) property for the purposes of the Planning Department's California Environmental Quality Act (CEQA) review procedures due to its age (constructed in 1909).

HISTORIC DISTRICT / NEIGHBORHOOD CONTEXT

The subject property is located on a rectangular-shaped lot at the southwest corner of 16th and Bryant Streets on the border of the Mission District and the Potrero Hill neighborhood. As a "pipeline project," the property is subject to the former M-1 (Light Industrial) Zoning District and the former 50-X Height and Bulk District. Currently, the property resides in a UMU (Urban Mixed Use) Zoning District and a 68-X Height and Bulk District. Franklin Square Park is located directly across Bryant Street from the subject property. The immediate area consists largely of two- to four-story residential properties along Bryant Street and one- to two-story industrial properties along 16th Street. The neighborhood character is mixed with examples of residential, industrial and commercial buildings. The predominant architectural styles

in the area date to the Victorian-era, and also include 20th-Century Industrial and Contemporary Strip Retail.

1. **California Register Criteria of Significance:** Note, a building may be an historical resource if it meets any of the California Register criteria listed below. If more information is needed to make such a determination please specify what information is needed. *(This determination for California Register Eligibility is made based on existing data and research provided to the Planning Department by the above named preparer / consultant and other parties. Key pages of report and a photograph of the subject building are attached.)*

- Event:** or Yes No Unable to determine
Persons: or Yes No Unable to determine
Architecture: or Yes No Unable to determine
Information Potential: Further investigation recommended.
District or Context: Yes, may contribute to a potential district or significant context
If Yes; Period of Significance: Not Applicable.

Notes: Constructed in 1909, the subject property at 2401 16th Street is individually-eligible for listing in the California Register of Historical Resources (California Register) under Criterion 1 (Events) for the property's association with the San Francisco Seals. The property's period of significance ranges from 1944 to 1957.

The subsequent summary is based upon preliminary survey information completed as part of the Showplace Square Historic Resource Survey. This information has not been formally adopted by the Historic Preservation Commission, but is sufficient for the evaluation of the subject property under the California Environmental Quality Act (CEQA).

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

According to preliminary survey information provided in the DPR 523A (Primary Record) and 523B (Building, Structure, and Object Record) forms for 2401 16th Street (dated December 4, 2008, prepared by Christopher VerPlanck and Tim Kelley Consulting) and cursory research undertaken by Planning Department staff, the subject property at 2401 16th Street was originally constructed in 1909 for James Larkin as a commercial and residential investment property. James Larkin operated a bar in the ground floor of the subject property from 1910 to 1919, and lived in the residential units above, along with his son, brother, and nephew. During Prohibition (1920 to 1933), Larkin operated a "soft drink business," which was a common guise for a bar during this time period. Larkin operated this bar until 1940, when he sold it to Peter and Annie Stanfel. The Stanfels opened the "Double Play Tavern" in 1944. This bar and restaurant has remained open in this location through the present day. The Double Play Restaurant (as it is currently known) was patronized by noted members of the San Francisco Seals, including Joe DiMaggio, Dario Lodigiani, Bobby Layne, and Doak Walker. The San Francisco Seals were San Francisco's Pacific Coast League baseball team from 1903 to 1957. The San Francisco Seals were the City's professional baseball team before the arrival of the San Francisco Giants in 1958. The Pacific Coast League is significant as one of the only major baseball leagues west

of St. Louis from the early to mid twentieth century. The San Francisco Seals Stadium was originally constructed across from 2401 16th Street and was the first home of the San Francisco Giants. It was later demolished in 1959. The Double Play Restaurant represents one of the last vestiges of San Francisco's early baseball history, and was an important post-game establishment for Seals players and management.¹

This history is affirmed by the Sanborn Fire Insurance Maps, which show the property as early as 1915. In the 1915 and 1950 Sanborn Fire Insurance Maps, the property is shown as a three-story building with a saloon, store and club room (also noted as a store).

Based upon this history, 2401 16th Street is eligible for listing in the California Register under Criterion 1 (Events) for its association with the San Francisco Seals, who were notable as one of the earliest baseball teams on the West Coast.

Criterion 2: It is associated with the lives of persons important in our local, regional or national past;

Records available at the San Francisco Public Library and Assessor/Recorder's office were consulted, and no persons of known historical significance appear to have been associated with the subject building; therefore, 2401 16th Street is not eligible for listing in California Register under Criterion 2 (Persons).

Criterion 3: It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values;

Constructed in 1909, the subject building at 2401 16th Street is a three-story, wood-frame, mixed use residential-over-commercial property that appears to be largely intact. The building is located on a large corner lot measuring 100-ft by 100-ft. The building is clad in stucco on the primary façade and features slanted bay windows, a prominent cornice, and a projecting neon sign that reads "Double Play." Overall, the building displays Classical Revival stylistic influences. The original architect is unknown.

The subject property is not architecturally significant nor does it possess high artistic value or embody distinctive characteristics of a type, period, region, or method of construction. There is no known architect or builder. Therefore, 2401 16th Street does not appear eligible for listing in the California Register under Criterion 3 (Events).

Criterion 4: It yields, or may be likely to yield, information important in prehistory or history;

Based upon a review of information in our records, the subject property at 2401 16th Street is not significant under Criterion D (Information Potential), which is typically associated with archaeological resources. Furthermore, the subject property is not likely significant under Criterion

¹ Christopher VerPlanck and Tim Kelley Consulting, "DPR 523B: 2401 16th Street" (December 4, 2008).

D, since this significance criteria typically applies to rare construction types when involving the built environment. The subject property is not an example of a rare construction type.

2. **Integrity** is the ability of a property to convey its significance. To be a resource for the purposes of CEQA, a property must not only be shown to be significant under the California Register criteria, but it also must have integrity. To retain historic integrity a property will always possess several, and usually most, of the aspects. The subject property has retained or lacks integrity from the period of significance noted above:

Location:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks	Setting:	<input type="checkbox"/> Retains	<input checked="" type="checkbox"/> Lacks
Association:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks	Feeling:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks
Design:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks	Materials:	<input type="checkbox"/> Retains	<input checked="" type="checkbox"/> Lacks
Workmanship:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks			

Notes: The subject property retains most aspects of integrity. Noted alterations include: stucco and brick cladding (circa 1940), a horizontal addition (1992), and window replacement (unknown). Due to the demolition of the San Francisco Seals Stadium, the property lacks integrity of setting. Overall, the property still conveys its significance as an example of early Classical Revival architecture in San Francisco and as a noted property associated with the San Francisco Seals. As noted by the preservation consultant, the Double Play Restaurant interior is almost entirely intact with original wood paneling, booths, bar, and back bar.²

3. **Determination of whether the property is an "historical resource" for purposes of CEQA.**

No Resource Present (*Go to 6 below.*) Historical Resource Present (*Continue to 4.*)

4. **If the property appears to be an historical resource, whether the proposed project would materially impair the resource (i.e. alter in an adverse manner those physical characteristics which justify the property's inclusion in any registry to which it belongs).**

The project will not cause a substantial adverse change in the significance of the resource such that the significance of the resource would be materially impaired. (*Continue to 5 if the project is an alteration.*)

The project is a significant impact as proposed. (*Continue to 5 if the project is an alteration.*)

Notes: Staff has reviewed the project proposal and has determined that the project would not cause a substantial adverse change in a historic resource such that the significance of the building would be materially impaired. The Department finds that the project is consistent with all aspects of

² Christopher VerPlanck and Tim Kelley Consulting, "DPR 523B: 2401 16th Street" (December 4, 2008).

the *Secretary of the Interior Standards for Rehabilitation (Standards)*. The following is an analysis of the proposed project per the applicable Standards.

Standard 1.

A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

The proposed project will not alter the use of the existing building. The existing building will remain commercial in use.

Standard 2.

The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

The proposed project will retain and preserve the historic character of 2401 16th Street, as defined by its character-defining features (see below for a full list of character-defining features). The proposed project will construct a new four-story, free-standing building around the existing three-story building at 2401 16th Street. The height of the new four-story building will align to the height of the existing building. The proposed project will not impact any distinctive materials, nor will it impact any features, spaces or spatial relationships that characterize the property. The new building is structural distinct and is not connected to the existing building. The new building will be constructed on the site of an existing parking lot. Although the subject property has consistently remained a free-standing corner building for most of its lifetime, the new construction on this lot will not alter any significant spatial configurations or features of the subject property.

Standard 4.

Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

The proposed project includes the demolition of a horizontal addition, which was constructed in 1992. This addition was constructed outside of the property's period of significance and is not considered a historic feature. The project will not impact any historic feature, which has acquired significance in its own right, including the brick base and stucco cladding (added circa 1940 within the period of significance).

Standard 9.

New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

The proposed project includes the new construction of a four-story, twelve-unit residential building around the existing three-story historic building at 2401 16th Street. The new construction necessitates the removal of a horizontal addition constructed in 1992. Overall, the size, scale, proportion, materials and features of the new building are compatible with the historic building, but are

sufficiently differentiated, as evidenced by the use of stucco, redwood siding and aluminum siding. The existing and new buildings both feature stucco and a similar façade rhythm, particularly along the 16th Street façade, which draws from the rhythm of the slanted bay windows. The height of the new building aligns to the height of the existing building, since the ground floor of the existing building is a double-height space. The new building does not destroy any historic materials, features and spatial relationships that characterize the property at 2401 16th Street. Ultimately, 2401 16th Street retains its character-defining features and historic integrity, despite the new construction on the same lot.

Standard 10.

New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

The proposed project includes construction of a new free-standing four-story, twelve-unit residential building around the existing three-story commercial building. The new construction is not connected to the existing building and does not physically impact any part of the historic property. If this addition were to be removed in the future, the essential form and integrity of the subject property would remain unimpaired, and the property as a whole would retain its historic integrity.

-
5. **Character-defining features of the building to be retained or respected in order to avoid a significant adverse effect by the project, presently or cumulatively, as modifications to the project to reduce or avoid impacts. Please recommend conditions of approval that may be desirable to mitigate the project's adverse effects.**

Notes: The exterior character-defining features of the 2401 16th Street include:

- Three-story massing
- Slanted bay windows
- Prominent cornice
- Projecting neon signage
- Recessed, corner commercial entrance
- Entrance to upper commercial floors on 16th Street
- Wrap-around awning
- Stucco cladding and brick base

The interior character-defining features include:

- Wood paneling
- Booths
- Bar

The proposed project will retain all of the character-defining features of 2401 16th Street. As long as the new construction does not impact the property's character-defining features, the proposed project will avoid impacts to the historic resource.

6. Whether the proposed project may have an adverse effect on off-site historical resources, such as adjacent historic properties.

Yes No Unable to determine

Notes: The immediate context is mixed with buildings constructed from the early 1900s to 1950s. The two properties bordering the subject lot, 1712-16 Bryant St and 2445 16th Street, are both considered potential historic resources. 1712-16 Bryant Street is a potential historic resource due to its age, while 2445 16th Street is included within a potential historic district. The subject property is not located within a potential historic district, but rather is located directly adjacent to the potential Northeast Mission Industrial Employment District. The character of this potential historic district is mixed with a wide variety of industrial building types, styles, and sizes. No other potential historic districts have been identified in the vicinity of the subject property. Due to the project's location outside and the varied character of the potential historic district, the proposed project would not have an adverse effect upon the potential historic district or any adjacent historic resources. Therefore, it does not appear that this proposal will have a significant adverse impact on any eligible off-site historic resources.

SENIOR PRESERVATION PLANNER REVIEW

Signature: *Tina Tam*
Tina Tam, Senior Preservation Planner

Date: 4-7-2011

cc: Linda Avery, Recording Secretary, Historic Preservation Commission
Virnaliza Byrd / Historic Resource Impact Review File
Beth Skrondal / Historic Resource Survey Team
Diego Sanchez / Neighborhood Planning

SC: G:\Documents\2006.0428E\2401 16th St\HRER_2401 16th St_2011-04-07.doc

PRIMARY RECORD

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

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 4 *Resource name(s) or number (assigned by recorder) 2500 16TH ST

P1. Other Identifier San Francisco Society For The Prevention Of Cruelty To Animals

*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: SF North Date: 1994

*c. Address: 2500 16th St City: San Francisco Zip: 94103

d. UTM: (Give more than one ofr large and/or linear resources) Zone _____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 3927004

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

2500 16th Street occupies a 27,996 square-foot, sloped corner lot on the north side of 16th Street between Alabama and Florida streets. Built in 1925, it is a 2-story, concrete-frame, Mediterranean-style institutional building. Originally a U-plan building, additions (described in B10) have given it an irregular plan. Finished in stucco, it rests on a concrete foundation and is capped by a 3/4 hip roof. The primary facade, which is 16 bays wide, faces south; the secondary facade, which is 17 bays wide, faces west; the tertiary facade faces east. The five leftmost bays of the primary facade's first floor duplicate bays seven through nine and bays eleven through thirteen on the east and west elevations; all of which feature multi-light wood sash windows with lug sills and protective iron grilles. Decorative panels with vegetal ornament separate the bays. These panels appear again on the rightmost bays of the building's secondary facade. The sixth bay forms the interior of the U, a gated, recessed, tiled entryway leading to an 8-light, wooden door with sidelights and a transom. The tenth bay consists of three, segmental arched, 6-light wood sash windows, while the recessed fourteenth bay bridges the original building to an addition; it features three, multi-light steel sash windows. The remaining rightmost bays present enframed anodized aluminum sash window-walls beneath an arched arcade shaded by an oversized, hipped rooflet with a boxed cornice and terra cotta tiles. All second floor bays feature paired, 6-light steel sash casement windows with concrete lug sills. The building appears in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP6. Commercial Building

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. Photo (view, date, accession #
100_6191.JPG, 11/23/2007,
view to NE

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
1925, Assessor's Office

*P7. Owner and Address:

S P C A Of S F
2500 16th St
San Francisco Ca
94103

*P8. Recorded by

Tim Kelley
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

BUILDING, STRUCTURE, AND OBJECT RECORD

NRHP Status Code 3CS

Page 2 of 4 *Resource Name of # (Assigned by recorder) 2500 16TH ST

B1. Historic Name: San Francisco Chapter Of The Society For The Prevention Of Cruelty

B2. Common Name SPCA

B3. Original Use Institutional

B4. Present Use Same

*B5. Architectural Style Mediterranean

***B6. Construction History (Construction Date, alterations and date of alterations)**

The present SPCA quarters at 2500 16th Street were begun in 1926 with the City Pound at the west side of the property. Additions were built in 1929 (hospital), addition to the City Pound (1932), addition to the hospital (1939), and additions to the hospital (1963 and 1966).

*B7. Moved? No Yes

Date

Original Location:

*B8. Related Features: Warehouse at 201 Alabama Street

B9a. Architect C. Heller

b. Builder Farrar & Carlin

*B10 Significance: Theme Institutional Development

Area Showplace Square Survey Area

Period of Significance 1926-1939

Property Type Hospital and

Applicable Criteria 1

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

The San Francisco chapter of the Society for the Prevention of Cruelty to Animals was founded in 1868, the fourth such chapter founded in the United States (after New York [1866], Boston, and Philadelphia). Its founder was James Sloan Hutchinson, a New York-born Gold Rush pioneer and later advocate for abused animals of all kinds. Initially focused on rescuing animals from cruel sports like bull, bear, cock and dog fighting, the focus of the organization later spread to caring for injured draft animals, especially horses, which were used for drayage and hauling street cars. Many were abused and worked to death, particular hauling overloaded streetcars up steep hills. The society quickly grew with the support of philanthropists like James Lick and L.C. Wilmerding. In 1890, the SPCA took over the responsibility of running San Francisco's City Pound. Previously without property, the SPCA acquired the present property on 16th Street between Alabama and Florida streets, "out on the edge of town," and built its first permanent facility in 1891. The facility, known as the "Animals Home," consisted of an office building, kennels, stables, and a garage for the horse ambulance, which was dispatched to pick up overworked or injured horses.

Almost four decades later, the SPCA began rebuilding its original complex, demolishing the wood-frame 1891 structures and replacing them with a modern concrete structure in 1925. This structure, which still exists, served as the nucleus of the expanding and modernizing facility, which was further enlarged in 1929 (addition of a hospital), 1932 (addition to the pound), and 1939 (addition to the hospital). (continued)

B11. Additional Resource Attributes (List attributes and codes)

HP6. Commercial Building

B12. References

Assessor's Records

Sanborn Fire Insurance Maps

"SPCA Album," (March-April 1958), 4-21.

Building & Engineering News (January 30, 1926).

B13. Remarks

(Sketch Map with north arrow required.)

B14. Evaluator Christopher VerPlanck

*Date of Evaluation 12.01.08

(This space reserved for official comments)



CONTINUATION SHEET

Page 3 of 3

Resource Name or # (Assigned by Recorder)

2500 16TH ST

*Recorded by: Tim Kelley

Date 6/12/08

Continuation Update

B10 Significance (continued)

All of these buildings were designed to harmonize with one another and all were built of concrete and designed in the Mediterranean style; these are all still extant along the 16th Street frontage and along parts of Alabama and Florida streets. The original complex was gradually enlarged to encompass the bulk of the SPCA's property between 1963 and 1966. Eventually, in the 1980s, the SPCA acquired two parcels to the north, including the large, 1952 concrete warehouse complex to the north of their existing property. More recently additional structures have been added between the two existing complexes, linking them together into a more cohesive complex.

The southernmost portion of 2500 16th Street (APN 3927004) appears eligible for listing in the California Register under Criterion 1 (Events) for its ongoing association with the San Francisco Chapter of the Society for the Prevention of Cruelty to Animals. Founded in 1868 and relocated to this site in 1891, the SPCA has continued to serve as the city's foremost advocate for the safety and well-being of domestic animals. The institution is one of the oldest and most influential charitable organizations in the city and this complex remains one of the the most important facilities on the West Coast. The original section of the complex (APN 3927004) completed between 1926 and 1939 appears to remain largely intact, retaining the following aspects of integrity: location, design, setting, materials, workmanship, feeling, and association.

CONTINUATION SHEET

Page 4 of 4
*Recorded by: Tim Kelley
 Continuation Update

Resource Name or # (Assigned by Recorder) 2500 16TH ST
Date 6/12/08



100_6186.JPG, 11/23/07, view to N



100_6192.JPG, 11/23/07, view to NE

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

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 1 *Resource name(s) or number (assigned by recorder) 3030 17TH ST

P1. Other Identifier Atlas Frame 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: SF North Date: 1994

*c. Address: 3030 17th St City: San Francisco Zip: 94110

d. UTM: (Give more than one ofr large and/or linear resources) Zone _____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 3572005

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

3030 17th Street is a two-story, wood-frame, corrugated steel industrial building capped by a sawtooth roof. The utilitarian building occupies a 10,001 square-foot, irregularly shaped lot on the southwest corner of 17th Street and Treat Avenue. The irregular-plan building sits atop a concrete foundation. The primary facade, which is six bays wide, faces east onto Treat Avenue; the secondary corner facade, which is one bay wide, faces southeast; and the tertiary facade, which is six bays wide, faces south onto 17th Street. Blank wall faces dominate the primary facade, except for double-height garages found at the third and fifth bays of the first floor when counting from the leftmost bay. Paired, fixed-pane windows with wood surrounds at the first and second bays of the second floor offer the facade's only fenestration. A large, metal, rooftop tower above the third bay further distinguishes the facade. The single-bay, corner (45-degree), secondary facade offers the building's only pedestrian entrance: a wooden door flanked by multi-light, fixed-pane windows with wood surrounds, while the tertiary facade mimics the primary by offering mostly blank wall faces. A double-height garage at the first floor of its leftmost bay breaks the wall plane, while paired, fixed-pane windows with wood surrounds at the third through fifth bays of its second floor offer the facade's dominant fenestration. The building appears to be in fair condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

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. Photo (view, date, accession #
100_5342.JPG, 11/16/2007,
view to W

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
1941, Assessor's Office

*P7. Owner and Address:

Daues, James C
3216 Via La Selva
Palos Verdes Est Ca
90274

*P8. Recorded by

Tim Kelley
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature 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) 2750 19TH ST

P1. Other Identifier Oregon Worsted Co. (historic)

*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: SF North Date: 1994

*c. Address: 2750 19th St City: San Francisco Zip: 94110

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

e. Other Locational Data: Assessor's Parcel Number: 4023004A

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

2750 19th Street is a complex of three related industrial buildings that occupy a 15,000 sq ft lot at the northeast corner of Bryant and 19th streets. This form records the one-story, heavy timber-frame brick industrial building capped by a flat roof. It is rectangular in plan and sits atop a brick foundation. Fenestration consists of deep-set wooden sash in rowlock arched openings with lug sills. There are six such windows on the Bryant elevation, along with a central vehicular entrance and two pedestrian doors. On the 19th Street elevation is a central pedestrian entrance with a canvas canopy, flanked by one window on each side. The southern window is at a mezzanine height, while the northern, and those on Bryant Street are full height. The building terminates with a low, unadorned parapet. The building appears to be in good condition.

East of the main building, facing on 19th Street, is a one-story frame building clad in horizontal rustic siding. There are three wooden sash windows, each 3x4 lites, at the south of the facade, and a vehicular pass-through at the northern end, with a roll-up metal door. This leads to an open space at the center of the parcel. The building appears in good condition.

At the rear (west) of the parcel is a one-story, flat roofed frame building with recessed loading dock.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

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. Photo (view, date, accession #
100_5201.JPG, 11/16/2007,
view to NE

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
1907, Assessor's Office

*P7. Owner and Address:

Willin Properties
% Mary P Moylan
2750 19th St
San Francisco Ca 94110

*P8. Recorded by
Tim Kelley
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

CONTINUATION SHEET

Page 2 of 2

Resource Name or # (Assigned by Recorder) 2750 19TH ST

*Recorded by: Tim Kelley

Date 6/12/08

Continuation Update



100_5203.JPG, 11/16/07, view to N, main building



100_5205.JPG, 11/16/07, view to N, eastern building



100_5206-1, 11/16/07, view to N, eastern building

CONTINUATION SHEET

Page 2 of 2

Resource Name or # (Assigned by Recorder) 2700 19TH ST

*Recorded by: Tim Kelley

Date 6/12/08

Continuation Update



100_5210.JPG, 11/16/2007, view to SW



100_5211.JPG, 11/16/2007, detail

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) 2700 19TH ST

P1. Other Identifier None
*P2. Location: Not for Publication Unrestricted

*a. County: San Francisco and P2b and P2c or P2d. Attach a Location Map as necessary.

*b. USGS 7.5' Quad: SF North Date: 1994

*c. Address: 2700 19th St City: San Francisco Zip: 94110

d. UTM: (Give more than one ofr large and/or linear resources) Zone _____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 4023004

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

This parcel contains two buildings, each recorded separately. This record is for the one-story brick building with saw tooth roof that occupies the western half of the 15,000 sq ft lot at the northwest corner of 19th and York streets. The primary facade is five course common bond in red brick, terminating with a simple projecting brick cornice. There is one opening, a vehicular entrance to the right of center, with a rollup metal door inset with a flush metal pedestrian door. The sawtooth roof, with large north facing glazing, is concealed behind the straight parapet. This elevation appears in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

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

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



*P5b. Photo (view, date, accession #
100_5206.JPG, 11/16/2007,
view to N

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
Ca. 1955, Assessor's Office

*P7. Owner and Address:
19th Street Holding Co Llc
Anton Haramis
10 Walnut Ave
Larkspur Ca 94939

*P8. Recorded by
Tim Kelley
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 3CS
Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 4 *Resource name(s) or number (assigned by recorder) 2424 MARIPOSA ST

P1. Other Identifier Verdi Club
*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: SF North Date: 1994

*c. Address: 2424 Mariposa St City: San Francisco Zip: 94110

d. UTM: (Give more than one of large and/or linear resources) Zone ____; ____mE/ ____mN

e. Other Locational Data: Assessor's Parcel Number: 3973002B

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

This is a two-story-over-basement, reinforced-concrete, Art Deco-style commercial building built to the lot lines of a 5,000 sq.ft. rectangular lot on the north side of Mariposa Street between Potrero Avenue and Hampshire Street. It has a gabled roof concealed behind a stepped parapet. The facade is divided into three bays by concrete piers that rise to pyramidal caps. The central bay has a recessed entrance with stairs accessing the lower floor. It is surmounted by a bas relief panel with floral motifs surrounding a portrait presumably of the composer Giuseppe Verdi crowned by laurel and lyre and with the inscription "1935". The flanking bays are divided in two by concrete posts and contain two story window panels with 3/1 metal sash on the second floor, metal spandrels, and blinded openings on the ground floor. A concrete cornice terminates the building, with a frieze containing floral panels divided by fluted arrows, with a fluted molding above. In the center panel incised lettering reads "Verdi Club." A projecting neon sign also reads "Verdi Club." Currently, demolition of an adjacent building has exposed the original wooden forms of the east elevation, left in place after construction. The minimally altered building appears in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP13. Community Center/Social Hall

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. Photo (view, date, accession #
100_5671.JPG, 11/20/2007,
view to NW

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
1936, Assessor's Office

*P7. Owner and Address:
Verdi Club
2424 Mariposa St
San Francisco Ca 94110

*P8. Recorded by
Tim Kelley
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

BUILDING, STRUCTURE, AND OBJECT RECORD

NRHP Status Code 3CS

Page 2 of 4 *Resource Name of # (Assigned by recorder) 2424 MARIPOSA ST

B1. Historic Name: Verdi Club

B2. Common Name Verdi Club

B3. Original Use Private Club

B4. Present Use Nightclub, dance hall

*B5. Architectural Style Art Deco

*B6. Construction History (Construction Date, alterations and date of alterations)

The Verdi Club was constructed in 1935.

*B7. Moved? No Yes

Date

Original Location:

*B8. Related Features:

B9a. Architect Unknown

b. Builder Unknown

*B10 Significance: Theme Commercial Development

Area Showplace Square Survey Area

Period of Significance 1935

Property Type Social Hall

Applicable Criteria 1 & 3

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

The Verdi Club, established in 1916 by and for members of San Francisco's Italian and Italian-American community, moved to this location in 1935 after having the existing building constructed for the club. The Verdi Club was established as a private Italian American Social Club that offered entertainment such as boxing, wrestling, dancing, banquets, meetings, and music. The club, which opened on May 5, 1935 in a ceremony presided over by then-mayor Angelo J. Rossi, was an organization modeled after the Italian American Social Club (IASC) where members paid an initiation fee and membership was passed down from father to son. The IASC clubs would traditionally hold monthly dinners for members, family and friends. Still in operation today, although not as a members-only club, the Verdi Club currently operates as a popular dance hall and full-service banquet facility for weddings, parties, events and concerts.

The Verdi Club appears eligible for listing in the California Register under Criteria 1 and 3. The building appears eligible under Criterion 1 (Events) for its association with San Francisco's once-numerous and still influential Italian-American community. The Verdi Club was one of several clubs catering to Italian Americans; others included the Italian American Social Club and the Sons of Italy. The opening of the Verdi Club in the Mission District is indicative of the gradual southward shift of the city's Italian population from its former stronghold of North Beach toward the Mission District and other neighborhoods in the southern part of the city. The Verdi Club appears eligible under Criterion 3 (Design/Construction) as an intact and unusual example of a social hall designed in the Art Deco style.

(continued)

B11. Additional Resource Attributes (List attributes and codes)

HP13. Community Center/Social Hall

B12. References

Assessor's Records

Sanborn Maps 1900, 1914, 1950

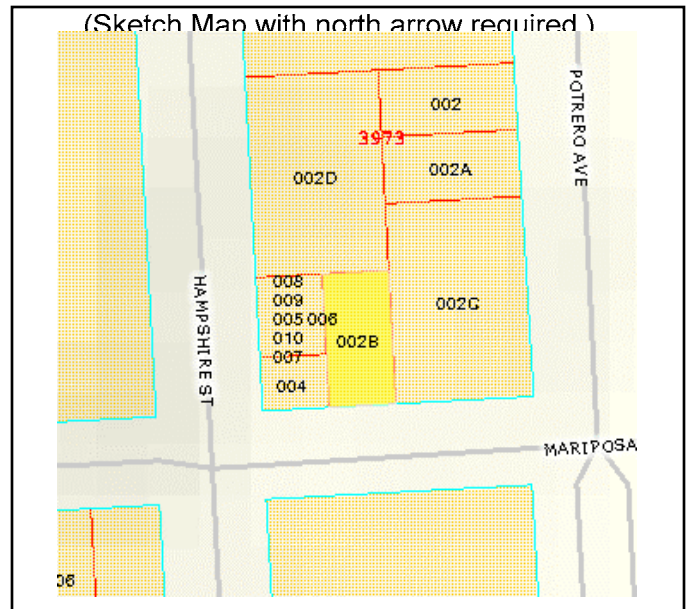
San Francisco Chronicle, "Party Planned by Verdi Club," March 10, 1935

B13. Remarks

B14. Evaluator Christopher VerPlanck

*Date of Evaluation 12.01.08

(This space reserved for official comments)



CONTINUATION SHEET

Page 3 of 3

Resource Name or # (Assigned by Recorder) 2424 MARIPOSA ST

*Recorded by: Tim Kelley

Date 6/12/08

Continuation Update

B10 Significance (continued)

The extensive Art Deco relief ornament commemorates the club's namesake: Giuseppe Verdi, a touchstone for the Italian diaspora. The building appears intact on the exterior, retaining the following aspects of integrity: location, design, materials, workmanship, feeling, and association.

B12 References (continued)

San Francisco City Directories

Scherini, Rose Doris, *The Italian American Community of San Francisco: A Descriptive Study*, (Ayer Publishing, 1980).

CONTINUATION SHEET

Page 4 of 4
*Recorded by: Tim Kelley
 Continuation Update

Resource Name or # (Assigned by Recorder) 2424 MARIPOSA ST
Date 6/12/08



100_5673.JPG, 11/20/2007, detail



100_5675.JPG, 11/20/2007, detail

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) 450 IRWIN ST

P1. Other Identifier California College Of Art (current), Greyhound Bus Lines (historic)

*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: SF North Date: 1994

*c. Address: 450 Irwin St City: San Francisco Zip: 94107

d. UTM: (Give more than one ofr large and/or linear resources) Zone ____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 3820003

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

450 Irwin Street is a two-story, reinforced-concrete industrial building capped with a combination shallow gable and flat roof. Originally used as a maintenance shop by Greyhound Bus Lines, the building is currently in use by the California College of Arts (CCA). The building is located on the east side of 8th Street between Hooper and Irwin Streets and fills the 95,376 sq ft lot. The primary façade faces west on 8th Street and is 34 bays wide. Steel sash industrial windows primarily characterize the building. The building features a concrete base and a plain frieze frames the parapet line. The primary entrance features glass and aluminum framed double doors flanking a large opening with a glass paneled overhead door. The secondary facades facing Irwin and Hooper Streets are nearly identical to the front façade but are double the length. The facades terminate in a plain flush parapet. The minimally altered building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

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

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

*P5b. Photo (view, date, accession #

View toward southeast,
11.26.07, 100_2488.JPG

*P6. Date Constructed/Age and Sources

Historic Prehistoric Both

1951, Assessor's Office

*P7. Owner and Address:

California College Of Arts
Tanzer Kenneth
1111 8th St
San Francisco Ca 94107

*P8. Recorded by

Christopher VerPlanck
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:

6/12/08

*P10. Survey Type: (Describe)

Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments

- BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

CONTINUATION SHEET

Page 2 of 2

Resource Name or # (Assigned by Recorder)

450 IRWIN ST

*Recorded by: Christopher VerPlanck

Date 6/12/08

Continuation Update



View toward west, 11.26.07, 100_2491.JPG

1 2 3 4 5 6



*By no means added in
of the plan.*

SECTION

NO.	DESCRIPTION	QUANTITY	UNIT	AMOUNT
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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) 1855 Folsom Street

P1. Other Identifier Illinois Pacific Glass Co., F. W. Woolworth Co. (historic)

*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: SF North Date: 1994

*c. Address: 1855 Folsom St City: San Francisco Zip: 94103

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

e. Other Locational Data: Assessor's Parcel Number: 3550024

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

1855 Folsom Street is a six-story, reinforced concrete and brick industrial building finished in brick and capped by a flat roof. The utilitarian daylight-frame building occupies an irregularly shaped, 11,688 square-foot lot at the northeast corner of Folsom and 15th streets. The rectangular-plan building sits atop a concrete foundation. Its primary facade, which is 15 bays wide, faces west onto Folsom Street; its secondary facade, which is 10 bays wide, faces south toward 15th Street. The first, or leftmost, bay of the primary facade's first floor features a recessed, modern, glass door with metal surrounds; these surrounds frame each bay, which are dominated by paired, fixed windows with metal surrounds. Exceptions include the thirteenth and fourteenth bays, which feature the building's main entrances: glass, double doors flanked by sidelights beneath a 4-light transom. A belt course separates the first floor from those above it. Each bay of the second and third floors consists of recessed, paired windows; the right window is fixed, while the left is one-over-one. Each bay of the remaining floors showcases recessed, fixed, tripartite windows. Metal surrounds characterize all building fenestration. The secondary facade follows the same door and window treatment. The primary facade terminates with a decorative brick frieze, denticulated entablature, and copper coping. The building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

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

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

*P5b. Photo (view, date, accession #
100_5883.JPG, 11/21/2007,
view to NE

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
1927, Assessor's Office

*P7. Owner and Address:
Regents Of The University Of
California

*P8. Recorded by
Tim Kelley
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

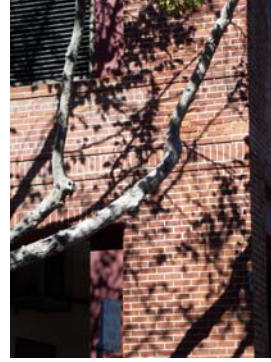
CONTINUATION SHEET

Page 2 of 2
*Recorded by: Tim Kelley
 Continuation Update

Resource Name or # (Assigned by Recorder) 1855 Folsom Street
Date 6/12/08



100_5885.JPG, 11/21/07, cornice detail



100_5880.JPG, 11/21/07, brickwork detail

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

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 2 *Resource name(s) or number (assigned by recorder) 612 ALABAMA ST

P1. Other Identifier Pelton Water Wheel Co. Machine Shop (historic)

*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: SF North Date: 1994

*c. Address: 612 Alabama St City: San Francisco Zip: 94110

d. UTM: (Give more than one ofr large and/or linear resources) Zone _____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 4020002

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

612 Alabama Street is a partial four-story, wood-frame, steel industrial building clad in metal corrugated siding and capped with a compound gable and flat roof. The utilitarian building occupies a 43,505 sq ft lot on the west side of Alabama Street between 18th and 19th streets. The building has a secondary facade facing Harrison Street to the west. A large section on the southeast corner of 19th and Alabama Streets appears to be a recent addition to the original 1914 building. The east façade can be divided into seven sections. Five sections on the left side are newer and primarily feature steel sash industrial windows. The middle section is three stories and features two entrances on the first floor, one on the left side and one in the middle. Bands of fixed and hopper aluminum sash windows run between the entrances. The upper stories feature bands of 1/1 aluminum sash windows. The last section on the right is similar to the middle section. The west façade appears to be one large warehouse with a gable roof. The fenestration pattern consists of rows of corrugated plastic windows. The left side of the west façade features a loading bay with metal roll-up door on the ground level and a pedestrian entrance. The middle of the building features an angled loading bay currently used for parking. Two additional entrances are located on the right side. The facades terminate with rain gutters on the older sections of the building and a plain roofline on the newer sections. The building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

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

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

*P5b. Photo (view, date, accession #
100_5509.JPG, 11/19/2007,
view to SW

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
1914, Assessor's Office

*P7. Owner and Address:
650 Alabama Street Llc
650 Alabama St #101
San Francisco Ca
94110

*P8. Recorded by
Tim Kelley
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

CONTINUATION SHEET

Page 2 of 2
*Recorded by: Tim Kelley
 Continuation Update

Resource Name or # (Assigned by Recorder) 612 ALABAMA ST
Date 6/12/08



100_5515.JPG, 11/19/2007, view to NW, new portion



100_5516.JPG, 11/19/2007, view to N



100_5517.JPG, 11/19/2007, view to NE



100_5520.JPG, 11/19/2007, west elevation rail car entrance

May 27, 2011

President Charles Edwin Chase
Historic Preservation Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

RE: 600 Block of Alabama Street (Parcel Number 402-002)

President Chase and Commissioners:

As representative of the David W. Allen Family Trust, owners of the block bounded by 18th and 19th Streets and Alabama and Harrison Streets, I ask that the Historic Preservation Commission (HPC) postpone adoption action on these specific properties. I only recently learned of the publication of the Showplace Square/Northeast Mission Historic Resource Survey (Survey) and I would like the opportunity to confirm and present to you information that appears not to have been taken into account in this study. I understand that this Survey covered a great many properties and that it is the HPC's intent to ensure utmost accuracy. As such, I hope to resolve this matter in advance of your adoption hearing now scheduled for June 15.

I do not believe that this block of buildings represents or retains the historical significance or integrity that is suggested in the draft Survey. Well over half of the building square footage of the above referenced property was constructed with a new foundation and exterior in 2001. Another 10,000 square feet section of the fully contiguous set of buildings is a corrugated metal addition that was completed in 1956 and was previously storage lot and roofed warehouse with no walls. Further, I have information regarding the historical association these structures have had with Pelton Water Wheel that runs counter the assumptions in the Survey.

Please know I have notified the Office of Supervisor Jane Kim regarding this issue and have arranged a meeting for May 31, to which Planning staff has been invited. I am very concerned about the HPC's proposed adoption of a Survey that calls out these properties as historic without complete information, and the impacts this may have for this valuable Trust asset in the future. I am in the process of engaging an historic preservation consultant to conduct an independent historical analysis to ensure accuracy.

David W. Allen Trust Letter

May 27, 2011

Page 2

The David W. Allen Family Trust has proudly owned and operated properties in this neighborhood for decades and we have helped create and nurture well paying San Francisco jobs. We have worked diligently and spent a great deal of money to ensure that our properties remain marketable and flexible in our ever-changing economy.

I hereby formally request that the HPC afford me the time necessary to provide the Planning Department full and accurate information on my properties before you adopt a document that appears to be inaccurate in my case.

Respectfully,

Fred Snyder

cc: Supervisor Jane Kim
Planning Director John Rahaim
Moses Corrette

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) 1200 17TH ST

P1. Other Identifier Budget Storage (present), Owens- Illinois Glass Warehouse (historic)

*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: SF North Date: 1994

*c. Address: 1200 17th St City: San Francisco Zip: 94107

d. UTM: (Give more than one ofr large and/or linear resources) Zone ____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 3949002

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

This parcel contains two buildings, each recorded separately. This record is for 1200 17th Street, a two-story, wood-frame industrial building clad in corrugated metal siding and capped with a gable roof. This building is connected to the two buildings on the adjoining parcel 3950001. The utilitarian building is located on the northwest corner of 17th and Mississippi Streets on a 48,000 sq ft lot. The south façade faces 17th Street and features several steel sash industrial windows running the majority of the length of the second story. A flush metal pedestrian entrance on the left side and a large loading bay on the right side characterize the first story. The east façade faces Mississippi Street and features three large loading bays on the right side. The building terminates with overhanging eaves and metal coping. The minimally altered building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

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

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

*P5b. Photo (view, date, accession #

View toward southwest,
11.16.07, 100_1862.JPG

*P6. Date Constructed/Age and Sources

Historic Prehistoric Both

1926, Assessor's Office

*P7. Owner and Address:

Walden Mission Bay I Llc
Attn: Josh Smith
445 Virginia Ave.
San Mateo, Ca 94402

*P8. Recorded by

Christopher VerPlanck
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:

6/12/08

*P10. Survey Type: (Describe)

Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments

BSOR None Continuation Sheet

Archaeological Record District Record Location Map Other...

Artifact Record Photograph Record Linear Feature Record

CONTINUATION SHEET

Page 2 of 2

Resource Name or # (Assigned by Recorder) 1200 17TH ST

*Recorded by: Christopher VerPlanck

Date 6/12/08

Continuation Update



View toward north, 11.16.07, 100_1866.JPG



View toward northeast, 11.16.07, 100_1865.JPG

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) 1200 17TH ST

P1. Other Identifier Judson Pacific Murphy Corporation

*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: SF North Date: 1994

*c. Address: 1200 17th St City: San Francisco Zip: 94107

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

e. Other Locational Data: Assessor's Parcel Number: 3949002

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

This parcel contains two buildings, each recorded separately. This record is for the two-story, heavy timber-frame brick industrial building facing 17th Street, midblock, west of Mississippi Street. The building is constructed in brick laid in American Bond. It has three bays, offset to the west, featuring steel sash industrial windows on the first and second story. The central pedestrian entrance features a brick arch and is boarded up, while a smaller rectangular pedestrian door is boarded up at right side of the building. A concrete frieze on the spandrel, which is currently covered by a fabric sign, reads "JU.....HY CORPORATION" The building terminates with a molded brick cornice and stepped parapet, and appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building.

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

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

*P5b. Photo (view, date, accession #

View toward N, 11.16.07,
100_1866.JPG

*P6. Date Constructed/Age and Sources

Historic Prehistoric Both

1926, Assessor's Office

*P7. Owner and Address:

Walden Mission Bay I Llc

Attn: Josh Smith

445 Virginia Ave.

San Mateo, Ca 94402

*P8. Recorded by

Christopher VerPlanck

Tim Kelley Consulting

2912 Diamond St. #330

*P9. Date Recorded:

6/12/08

*P10. Survey Type: (Describe)

Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments

BSOR None Continuation Sheet

Archaeological Record District Record Location Map Other...

Artifact Record Photograph Record Linear Feature Record

CONTINUATION SHEET

Page 2 of 2

Resource Name or # (Assigned by Recorder) 1200 17TH ST

*Recorded by: Christopher VerPlanck

Date 6/12/08

Continuation Update



View toward north, 11.16.07, 100_1866.JPG



View toward northeast, 11.16.07, 100_1865.JPG

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) 1210 17TH ST

P1. Other Identifier Pacific Rolling Mills (historic)

*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: SF North Date: 1994

*c. Address: 1210 17th St City: San Francisco Zip: 94107

d. UTM: (Give more than one ofr large and/or linear resources) Zone ____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 3950001

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

1210 17th Street is a one-story, wood-frame industrial building clad in corrugated steel and capped by a compound gable roof. It is connected to the building on the adjoining parcel 3949002. The utilitarian building occupies a 56,000 sq ft lot that extends through to 16th Street. The south façade faces 17th Street and features two large loading bays with metal roll-up doors. The north façade facing 16th Street features two large loading bays with metal roll-up doors and a metal pedestrian entrance accessed by metal steps. The building terminates with a plain metal coping. The minimally altered building appears to be in fair condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building.

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. Photo (view, date, accession #
100_1867.JPG, 11/16/2007,
View toward northwest,

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
1908, Assessor's Office

*P7. Owner and Address:
Walden Mission Bay I Llc
Attn: Josh Smith
445 Virginia Ave.
San Mateo, Ca 94402

*P8. Recorded by
Christopher VerPlanck
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

- *Attachments
- BSOR
 - None
 - Continuation Sheet
 - Archaeological Record
 - District Record
 - Location Map
 - Other...
 - Artifact Record
 - Photograph Record
 - Linear Feature Record

CONTINUATION SHEET

Page 2 of 2

Resource Name or # (Assigned by Recorder)

1210 17TH ST

*Recorded by: Christopher VerPlanck

Date 6/12/08

Continuation Update



100_1869.JPG, 11/16/07, view to southeast

1200-1210 17TH STREET
PRELIMINARY ASSESSMENT

SAN FRANCISCO, CALIFORNIA
[11113]

Prepared for
FARELLA BRAUN + MARTEL LLP



PAGE & TURNBULL

imagining change in historic environments through design, research, and technology

8 JULY 2011

TABLE OF CONTENTS

I. INTRODUCTION.....	2
PURPOSE AND METHODOLOGY	2
SUMMARY OF FINDINGS	3
ARCHITECTURAL DESCRIPTION.....	3
II. HISTORIC CONTEXT	5
PACIFIC ROLLING MILLS CO.	5
PACIFIC ROLLING MILL CO.	5
OPERATIONS OF THE PACIFIC ROLLING MILLS CO.AND THE PACIFIC ROLLING MILL CO.	7
SITE HISTORY AND CONSTRUCTION CHRONOLOGY.....	13
INDUSTRIAL DEVELOPMENT IN POTRERO HILL & SHOWPLACE SQUARE.....	18
INDUSTRIAL ARCHITECTURE.....	19
III. CONCLUSION.....	22
IV. REFERENCES.....	25
PUBLISHED WORKS	25
PUBLIC RECORDS	25
NEWSPAPERS AND PERIODICALS	25
UNPUBLISHED WORKS.....	26
INTERNET	26
OTHER	26
V. APPENDIX.....	27
HISTORIC PHOTOGRAPHS	27
DPR 523 A FORMS	30

I. INTRODUCTION

PURPOSE AND METHODOLOGY

This report was prepared by Page & Turnbull at the request of Farella Braun & Martel, legal counsel for the property owner. Page & Turnbull prepared this report using research collected at various local repositories, including San Francisco Department of Building Inspection, San Francisco Public Library, Online Archive of California, and the California Historical Society. This research focused on investigating the association between the subject property and the Pacific Rolling Mill Company, while the *Showplace Square Historic Resource Survey Report* (Kelley & VerPlanck, October 2009) was the foundation for the general historic context in this report.



Figure 1. The subject property, 2011. 1: 1210 17th Street (APN 3950/001, also addressed as 975 16th Street); 2: Industrial building at 1200 17th Street (APN 3949/002); 3: Brick office building at 1200 17th Street (APN 3949/002).

Source: Microsoft Corporation, Pictometry International Corporation, edited by author.

The buildings at 1200-1210 17th Street are located within the Potrero Hill neighborhood and at the southeastern end of the Showplace Square Survey Area (**Figure 1**). The buildings were surveyed as part of the Showplace Square/Northeast Mission Historic Resource Survey, which in turn is an element of the City of San Francisco’s Eastern Neighborhoods Community Planning efforts. Prior to the survey, the building at 1210 17th Street (APN 3950/001, also addressed as 975 16th Street) had not been evaluated, and the buildings at 1200 17th Street (APN 3949/002) had been assigned a California Historical Resource Status Code (CHRSC) of “6Y,” meaning that the buildings were “determined ineligible for the National Register by consensus through the Section 106 process; not evaluated for the California Register or local listing.”¹ The 2009 Showplace Square Historic Context

¹ For the correct existing status code, see “San Francisco Property Information Map,” *San Francisco Planning Department*, web site accessed 15 June 2011 from: <http://cc2-50-17-237-182.compute-1.amazonaws.com/PIM/>. In the historic context statement, 1200 17th Street was listed with an existing status code of “67,” which is not an official California Historical Resource Status Code. See Kelley & VerPlanck Historical Resources Consulting, *Showplace Square Survey, Historic Context Statement*, San Francisco, California (22 October 2009), Table 5.2.

Statement identifies the buildings at 1200-1210 17th Street as properties that require further documentation and evaluation. Since then, the San Francisco Planning Department has tentatively determined that the three buildings are historic resources, assigning each a CHRSC of “3CS,” meaning that the buildings “appear eligible for the California Register as individual properties through survey evaluation.”² The subject properties are not located within the boundaries of any registered or proposed historic districts.

The Historic Preservation Commission has requested that additional research be conducted to determine whether the buildings at 1200-1210 17th Street should be considered individual historic resources. A discussion of these findings will be included in an upcoming Historic Preservation Commission hearing. Included in this report are brief histories of the Pacific Rolling Mills Co., the Pacific Rolling Mill Co. (without the “s” on Mills), the Potrero Hill and Showplace Square neighborhoods, and industrial architecture in San Francisco, as well as a site history and construction chronology of the property at 1200-1210 17th Street.

SUMMARY OF FINDINGS

The San Francisco Planning Department has tentatively determined that the three buildings at 1210-1210 17th Street are historic resources individually eligible for listing in the California Register because of their association with the Pacific Rolling Mill Co., and has assigned them a status code of “3CS” to reflect this significance. Page & Turnbull concurs with the Planning Department that the Pacific Rolling Mills Co. was an important San Francisco company (which was liquidated in 1898) and that the 17th and Mississippi streets site was the heart of a new Pacific Rolling Mill Co. (without the “s” on Mills) in the early twentieth century. But after conducting additional research about the history of the subject property, it appears that only the brick office building at 1200 17th Street retains sufficient integrity to qualify for listing in the California Register of Historical Resources.

The time during which the new Pacific Rolling Mill Co. made its greatest contribution to the city was 1906-1928, which covers the period from the Earthquake and Fire through the company’s merger with Judson Manufacturing Co. Although remnants from this period of significance (1906-1928) are extant on the site, the corrugated metal buildings have been so dramatically altered since then that they no longer retain the integrity necessary to convey a significant association with the Pacific Rolling Mill Co. Of the three extant structures associated with the Pacific Rolling Mill Co., only the brick office retains sufficient integrity to be considered a historic resource. The brick office building was constructed by the Pacific Rolling Mill Co. as part of a large building campaign at the subject property, and reflects the success of the business during the first decades of the twentieth century. It appears to be significant under Criterion 1 as the best remaining example of the company’s steel fabricating operation at 17th and Mississippi streets.

ARCHITECTURAL DESCRIPTION

From the 2009 Showplace Square Historic Context Statement:

The Pacific Rolling Mills, a complex of colossal corrugated steel sheds, machine shops, and offices, continues to occupy parts of Blocks 3949 and 3950, an area bounded by 16th, Mississippi, 17th, and Missouri streets. Later taken over and expanded by the Illinois Pacific Glass Company, parts of the old Pacific Rolling Mills complex survive intact, including the large corrugated steel warehouse at 1200

² “Summary Database of the Showplace Square/Northeast Mission Survey” (2011, portable document format), *San Francisco Planning Department*, accessed 15 June 2011 from: <http://sfplanning.org/index.aspx?page=2666>.

17th Street. The Pacific Rolling Mills facility is notable as an early example of corrugated steel construction in the survey area. Less expensive to build than either brick or concrete, corrugated steel structures were also easier to reconfigure to accommodate new machinery or work processes. Although most of the plant consists of similar gable-roofed, corrugated warehouses, the offices are located in a brick-faced wing occupying the Texas Street right-of-way on the north side of 17th Street.³

For a more detailed physical description of each of the subject buildings, see the attached DPR 523 A forms.

³ Kelley & VerPlanck Historical Resources Consulting, 44.

II. HISTORIC CONTEXT

PACIFIC ROLLING MILLS CO.

First in the West

The Pacific Rolling Mills Co., the first iron-producing factory in the western United States, was established in San Francisco in 1866. It was located at Potrero Point (now the site of Pier 70) along the Central Waterfront. The first iron was rolled in 1868, after the plant had been constructed, materials delivered, and laborers hired. After nearly two decades of providing iron for a variety of notable projects, the Pacific Rolling Mills Co. began to manufacture steel in 1884, marking the advent of steel production on the West Coast.⁴ Acclaim for the company is documented in *A Romance of Steel in California*:

Nearly every great structure built on the [west] coast from Baker City to San Diego during [the 1880s and 1890s] drew on the Pacific Rolling Mills for iron and steel. Railroads, cable roads, bridges, dams and skyscrapers flowed from its furnaces...But more than this, the Pacific Rolling Mills was the cornerstone of many other coast industries that depended on steel for their foundation and rise and whose development had been retarded by its lack.⁵

The company's projects from the nineteenth century include rolling, supplying, and erecting the structural steel for the Spreckels and Mills Buildings in San Francisco.⁶

PACIFIC ROLLING MILL CO.

Continuation After Liquidation

In May 1898, the Pacific Rolling Mills Co. was liquidated.⁷ As cited in a *New York Times* article, "The Directors of the Pacific Coast Rolling Mills in [San Francisco] have decided to close the establishment and terminate the business...The reason given...is that the company cannot compete with the prices of labor and material now existing in Eastern States." The 1900 Sanborn Fire Insurance Map describes the Pacific Rolling Mills Co. as "not in operation [and] closed since May 1898," and the map also notes that the Potrero Point factory remained active and had seventy employees in 1900 operating the foundry, work shop, and forge shop (**Figure 2**).¹⁰ As a result of the 1898 liquidation, "the mills [at Potrero Point] were [eventually] wrecked but one of the provisions of the liquidation was that Superintendent Patrick Noble was to have whatever machinery he wished and was given permission to use the name of the firm." Beginning in 1898, some of the men involved in assisting Noble to establish the new company, known as the Pacific Rolling Mill Co. (without the "s" on Mills), were his son, Edward B. Noble, and "some of the ablest mechanics of the mills [at Potrero Point]."¹¹

⁴ Judson Pacific-Murphy Corporation, *A Romance of Steel in California* (San Francisco: Kelso Norman and E.C. Brown, Clavering Press, 1946).

⁵ Ibid.

⁶ "Structural Steel Plants Kept Busy," *San Francisco Call*, 31 October 1909, 31.

⁷ *A Romance of Steel in California*.

⁹ "Rolling Mills Closed," *New York Times*, 18 May 1898.

¹⁰ Sanborn Fire Insurance Map (San Francisco), 1900.

¹¹ The term "liquidate" is used in *A Romance of Steel in California*, which is a history of the Pacific Rolling Mills Co., the Pacific Rolling Mill Co., the Judson-Pacific Co., and the Judson Pacific-Murphy Corporation.

Post-Quake Reconstruction

In 1906, the new Pacific Rolling Mill Co. leased a nearby site at 17th and Mississippi streets (the subject property), and was consistently busy during the decade following the Earthquake and Fire of that year as a fabricator and supplier of steel products:

The Pacific Rolling Mills fabricated and erected the frames for a great number of structures in San Francisco and Northern California. For example, the City and County Hospital, the original Standard Oil Building, the Balfour Building, the California Commercial Building, the San Francisco Public Library in the Civic Center, the Y.M.C.A., the Financial Center Building in Oakland, the 1915 Exposition buildings, the California-Hawaiian Sugar Refinery at Crockett, and others.¹²

It also supplied the steel for the Anglo & London Paris National Bank in San Francisco, the Bank of California, the Chronicle Building, the American Theater, the Cliff House, the Mission Savings Bank, and the corporation yard for the City and County of San Francisco. Several contemporary accounts provide insight to the achievements and productivity of the Pacific Rolling Mill Co. in the early twentieth century. In 1909, it was described as “the pioneer of steel construction on the Pacific coast...[and] the pioneer of all the iron businesses in [San Francisco].”¹³ In 1925, it was noted that “the Pacific Rolling Mill Company handles a tremendous amount of the structural steel used in the erection of San Francisco buildings.”¹⁴ Although there were a number of other companies supplying steel to assist with the city’s post-quake reconstruction, the Pacific Rolling Mill Co.’s involvement with so many landmark buildings makes it a notable steel fabrication company from this period.

Judson-Pacific Co.

In 1928, the Pacific Rolling Mill Co. merged with the Emeryville-based Judson Manufacturing Company (established 1882), thereby forming the Judson-Pacific Co.

Some of the steel fabrication shared by the Judson-Pacific Company during these years [before World War II] were approach structures and substantial portions of the main spans of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge, the gigantic hoists in the intake towers of Boulder Dam, the towering Pacific Telephone and Telegraph Building, many buildings of the Civic Center, the campus of the University of California and also of Stanford University; exhibit buildings of the 1939 Exposition on Treasure Island...and the tall Tower of the Sun at the fair. Judson-Pacific also fabricated the steel for many of the huge gold dredges that work the old river beds of Alaska and California...

During the earlier years of World War II Judson-Pacific devoted its resources almost exclusively to building the defense plants in which the tools of war were built. It furnished the steel for a foundry building for Columbia Steel at Pittsburg, California; for a plate and foundry shop for Bethlehem Steel at San Francisco; for the American Forge Company in Berkeley; for the Pacific Car & Foundry Company at Seattle; for machine shop structures for Joshua Hendy at Sunnyvale; for plate and fabricating shops for Moore Dry Dock at Oakland, Henry J. Kaiser Company at Richmond, Western Pipe & Steel Company at South San Francisco, and numerous other structures for the Navy. During this period it also fabricated several hundred electric traveling cranes.¹⁵

¹² *A Romance of Steel in California.*

¹³ “Structural Steel Plants Kept Busy.”

¹⁴ Dudley F. Westler, “Growth Forces Larger Areas,” *San Francisco Chronicle*, 9 July 1925, 7.

¹⁵ *A Romance of Steel in California.*

Judson Pacific-Murphy Corporation

In 1945, the Judson-Pacific Co. merged again with the J. Philip Murphy Corporation (established 1934), thereafter known as the Judson Pacific-Murphy Corporation.¹⁶ According to San Francisco city directories, this operation of “steel fabricators” occupied the site at 17th and Mississippi streets (the subject property) in 1945-46, but not after.

OPERATIONS OF THE PACIFIC ROLLING MILLS CO. AND THE PACIFIC ROLLING MILL CO.

Definitions

The following definitions are provided in order to distinguish between the types of operations of the Pacific Rolling Mills Co. at the nineteenth-century Potrero Point site and the Pacific Rolling Mill Co. at the twentieth-century 17th and Mississippi streets site (the subject property):

Cast (noun): Something that is formed by casting in a mold or form.

Fabrication (verb): Construct, manufacture; specifically: to construct from diverse and usually standardized parts.

Factory (noun): A building or set of buildings with facilities for manufacturing.

Forge (noun): A furnace or a shop with its furnace where metal is heated and wrought.

Manufacture (verb): To make from raw materials by hand or by machinery.

Mill (noun): A building or collection of buildings with machinery for manufacturing.

Plant (noun): The land, buildings, machinery, apparatus, and fixtures employed in carrying on a trade or an industrial business.¹⁷

In *The Rolling Mill Industry*, an early twentieth-century book detailing operations of iron- and steel-producing rolling mills, the typical process is described: “The progressive steps in a complete plant to convert the ore into the finished product are as follows: From the blast furnace to the mixer, to the steel works, to the soaking pits, to the blooming, cogging or slabbing mills [for rolling rails, shapes, or plates, respectively], to the various finishing mills, to the hot beds, through the saw and straightening departments to the shipping yards.”¹⁸ From this account, it is evident that a mill—or “plant”—is a factory having many components.

Pacific Rolling Mills Co. at Potrero Point

When the Pacific Rolling Mills Co. was established in San Francisco in 1866, its operations were located at Potrero Point (now the site of Pier 70) until the company terminated its operations in 1898. The 1900 Sanborn map contains a note stating that the Pacific Rolling Mills Co. was “not in operation [and] closed since May 1898.” At Potrero Point, the Pacific Rolling Mills Co. operated facilities that are identified in the map and include “works,” “warehouses,” “shops,” “factory,” “foundries,” “boiler house,” “coal bins,” “rolling mill,” “sheds,” and “furnaces” (**Figure 2**). The sprawling Potrero Point mill was a large industrial complex and its operations appear to have been numerous, varied, and consistent with the above description of rolling mill operations from *The*

¹⁶ “Judson Pacific-Murphy Corporation: Spanning the Bay with Steel,” *San Francisco Chronicle*, 31 August 1956, 7.

¹⁷ *Miriam-Webster Dictionary*, web site accessed 5 July 2011 from: <http://www.merriam-webster.com>.

¹⁸ F.H. Kindl, *The Rolling Mill Industry* (Cleveland, Ohio: Penton Publishing Co., 1913), 13, 20.

Rolling Mill Industry. See **Appendix** for additional historic photographs of the Pacific Rolling Mills Co. at Potrero Point.

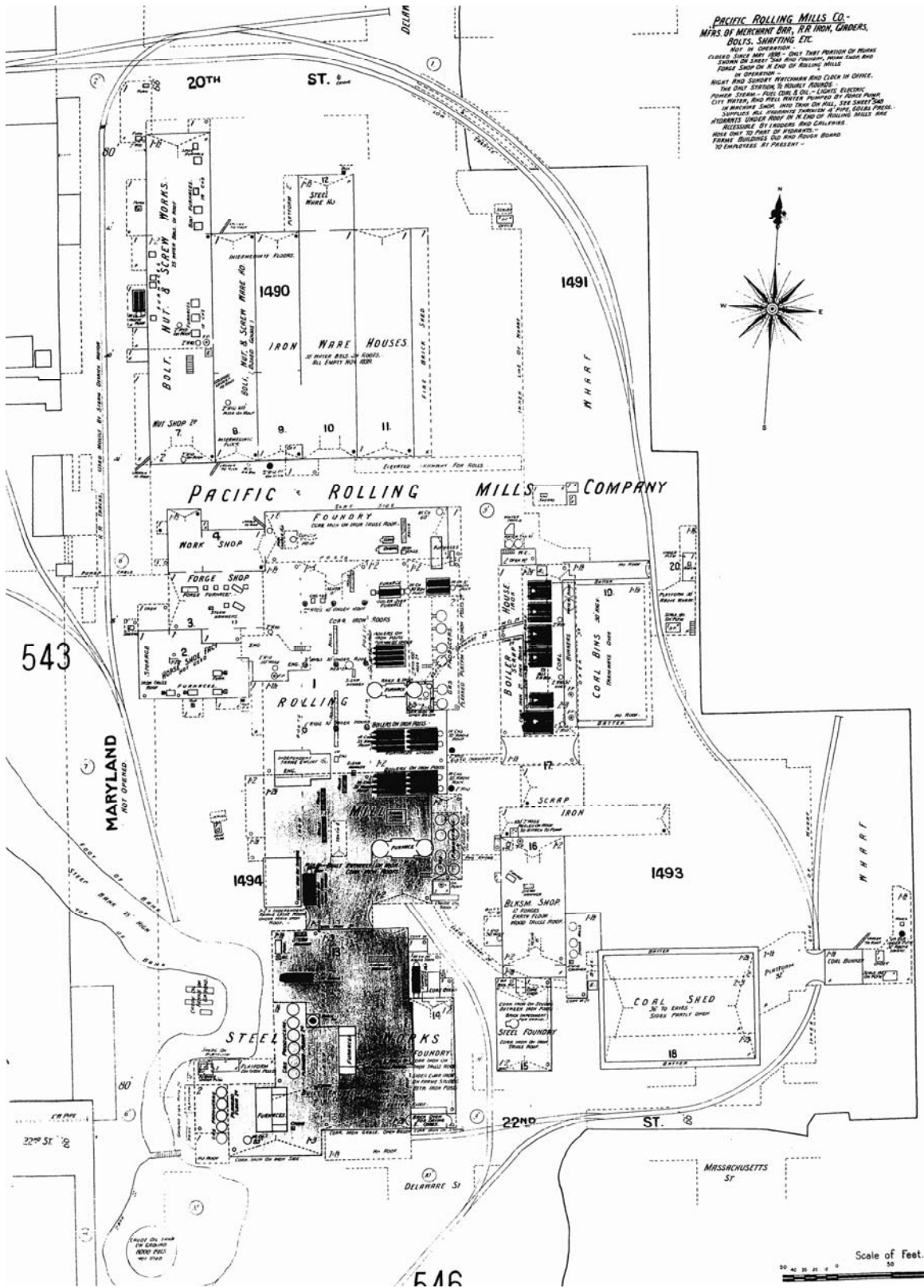


Figure 2. Sanborn Fire Insurance map of the Pacific Rolling Mills Co. at Potrero Point, 1900.

Pacific Rolling Mill Co. at 17th and Mississippi streets

As described above, the Pacific Rolling Mills Co. had been liquidated in 1898. At the same site, a new company formed by the Nobles, the Pacific Rolling Mill Co., was operating with only a small staff. But after the 1906 Earthquake and Fire caused an increased demand for steel, the new company grew and needed a larger facility. Since its occupation of the 17th and Mississippi streets site (the subject property) beginning in 1906, the fabricating operations of the Pacific Rolling Mill Co. have not been associated with any other address.

In the 1914 Sanborn Fire Insurance maps—the earliest to depict the Pacific Rolling Mill Co. operation at the 17th and Mississippi streets location—the individual buildings are labeled “stock shed,” “punch shed,” “column shed,” “structural shed,” “machine shop,” and “storage” (**Figure 3**).¹⁹ The 1914 city directory lists the company’s offerings as “steel angles, beams, channels, plates, castings, bolts and forgings.” In comparison to the former mill at Potrero Point, the facilities at the 17th and Mississippi streets site are fewer in number, smaller in scale, and less varied in function. Since research did not uncover any other mention of a mill, plant, or factory operated by the Pacific Rolling Mill Co. after 1906, it can be concluded that steel products were fabricated at the subject property as early as 1906. A 1909 article reports that “the steel used [in San Francisco] is mostly brought here from Europe or the east in long lengths of about 60 feet and then cut to any desired lengths for fabricating... Besides the structural steel business line Pacific rolling mill company operates a large cast iron foundry in which it specializes on architectural work, such as columns, bases, wheel guards, etc., although it is in a position to manufacture all kinds of cast iron.”²¹ However, based on the size of the plant and the names of the facilities labeled in the 1914 Sanborn map, it is unlikely that steel was forged or manufactured there. Furthermore, a structural analysis by Telesis Engineers concludes that: “It is clear from the lack of any indicators in the foundations, slabs-on-grade, and roof trusses that it is highly unlikely that there were ever any furnaces, large heat treating ovens, kilns or other elements typical associated with large scale steel making, rolling or forming, or of iron casting.”²² Instead, the buildings were likely used for stock storage and/or fabrication, and may have had modest-sized equipment and overhead cranes.

¹⁹ The office was located at multiple Market Street and Mission Street addresses from the 1880s until the early 1900s, and this off-site practice may have still been in use in 1914. See City Directories; *The Railroad, Telegraph and Steamship Builders' Directory* (New York, NY: Railway Directory Publishing Co., 1888), 279.

²¹ “Structural Steel Plants Kept Busy.”

²² Telesis Engineers, Letter to Josh Smith, Walden Development LLC, 7 July 2011.

²⁴ “Mechanic Caught in Belt and Mangled,” *San Francisco Call*, 17 February 1907, 44; “Crane Hits Man Working on Girder,” *San Francisco Call*, 28 February 1911, 24.

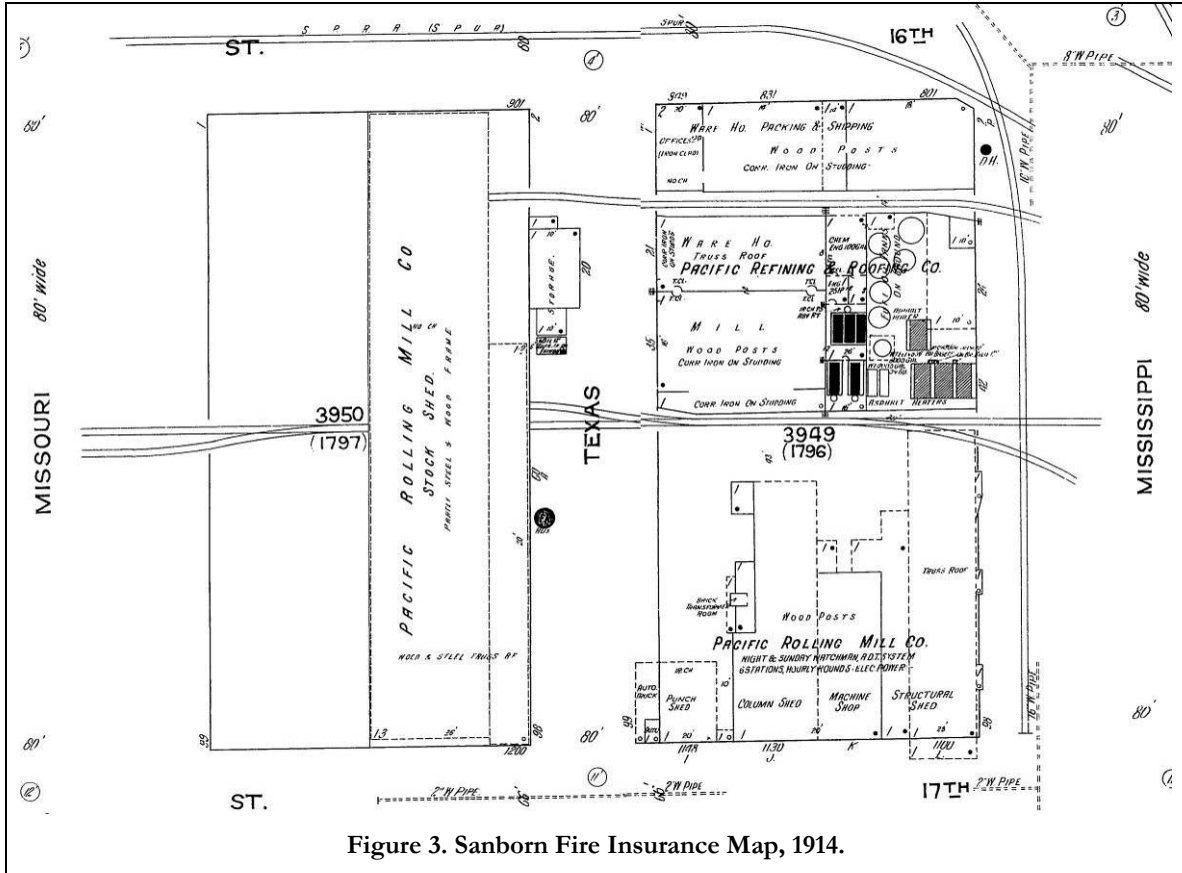


Figure 3. Sanborn Fire Insurance Map, 1914.

The Rolling Mill Industry includes several circa-1913 photographs of rolling mills in the midwestern and eastern United States, many of which depict interior spaces. From what can be deduced by comparing the historic photographs with the subject buildings, the structural systems are visibly similar, and therefore must have been robust enough to support the company’s steel fabrication. Heavy machinery, such as a “belt wheel [twenty feet above the ground],” and a “traveling crane” that fatally injured laborers in 1907 and 1911, was in use at the Pacific Rolling Mill Co. plant at the subject site, and the industrial buildings would have required a structural system suitable to support the operations within (Figures 4, 5, and 6).²⁴

In addition to the 17th and Mississippi streets location, the Pacific Rolling Mill Co. owned other properties in San Francisco. In 1912, it was reported that “the spur track [of the Ocean Shore Railroad Co.] at Twenty-second street and Potrero avenue, which it had been ordered to move, is the property of the Pacific Rolling Mill company.”²⁵ In 1925, the company planned to vacate the 17th and Mississippi streets location and purchased a four-acre site “from the Ocean Shore Railroad...on Marin street, near Kansas and adjacent to Army.”²⁶ Research did not determine what operations, if any, took place at these other properties.

²⁵ “News Items from Scattered Districts,” *San Francisco Call*, 21 July 1912, 43.

²⁶ “Growth Forces Larger Areas.”



Figure 4. 1210 17th Street/975 16th Street (subject property), 2011. Although it has been altered since its original construction, this building had commonalities with other stock sheds and fabricating shops from this era.
Source: Page & Turnbull.

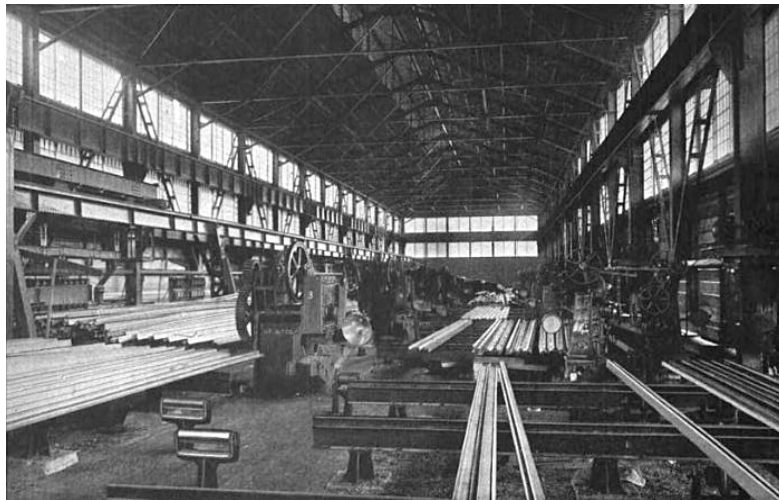


Figure 5. Rail mill, Bethlehem Steel Co., South Bethlehem, PA, ca. 1913. Source: *The Rolling Mill Industry*, 18.

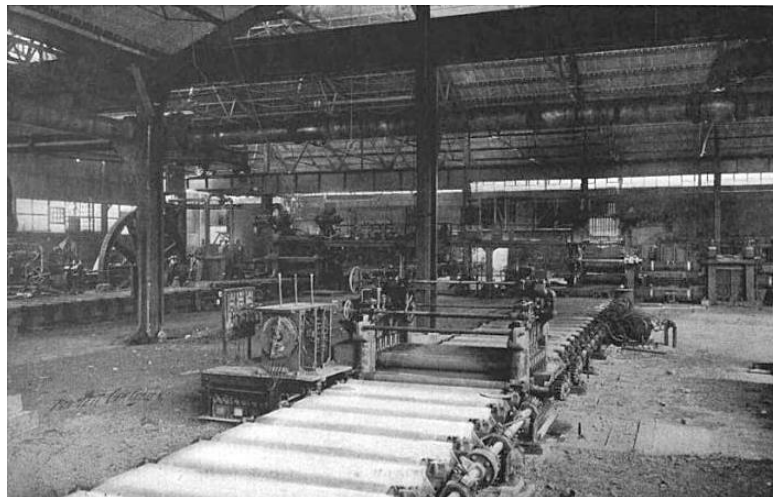


Figure 6. Plate mill, LaBelle Iron Works, Steubenville, OH, ca. 1913. Source: *The Rolling Mill Industry*, 38.

SITE HISTORY AND CONSTRUCTION CHRONOLOGY

The following provides a timeline of the history of 1200-1210 17th Street, including construction and major alterations.

- 1866:** The Pacific Rolling Mills Co. was established at Potrero Point (now Pier 70).
- 1898:** The Pacific Rolling Mills Co. was liquidated. “The mills [at Potrero Point] were [eventually] wrecked but one of the provisions of the liquidation was that Superintendent Patrick Noble was to have whatever machinery he wished and was given permission to use the name of the firm.” The company’s name changed to the Pacific Rolling Mill Co. Under the company’s superintendent, Patrick Noble, the Potrero Point plant continued to operate in a limited capacity with the help of Noble’s son, Edward, and “some of the ablest mechanics of the mills.”²⁸

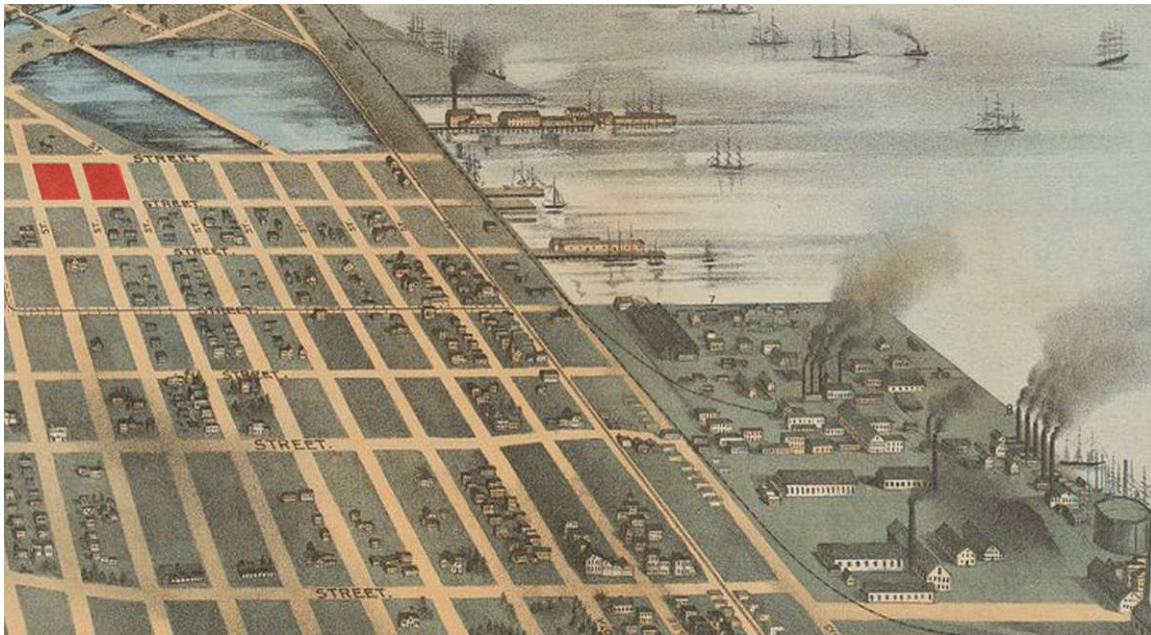


Figure 7. Bird’s-eye view of Potrero Hill, ca. 1892. Original site of the Pacific Rolling Mills Co. at far right; future site at 17th and Mississippi streets is shaded red.
Source: Bancroft Library, University of California, Berkeley; edited by author.

- 1900:** The two blocks comprising the subject property were adjacent to a pond, and the Southern Pacific Railroad ran through the intersection of Mississippi and 16th streets. The only building on the site was a small one-story structure located on 17th Street between Missouri and Texas streets (**Figure 8**).²⁹

²⁸ *A Romance of Steel in California*.

²⁹ Sanborn Fire Insurance Maps (San Francisco), 1900.

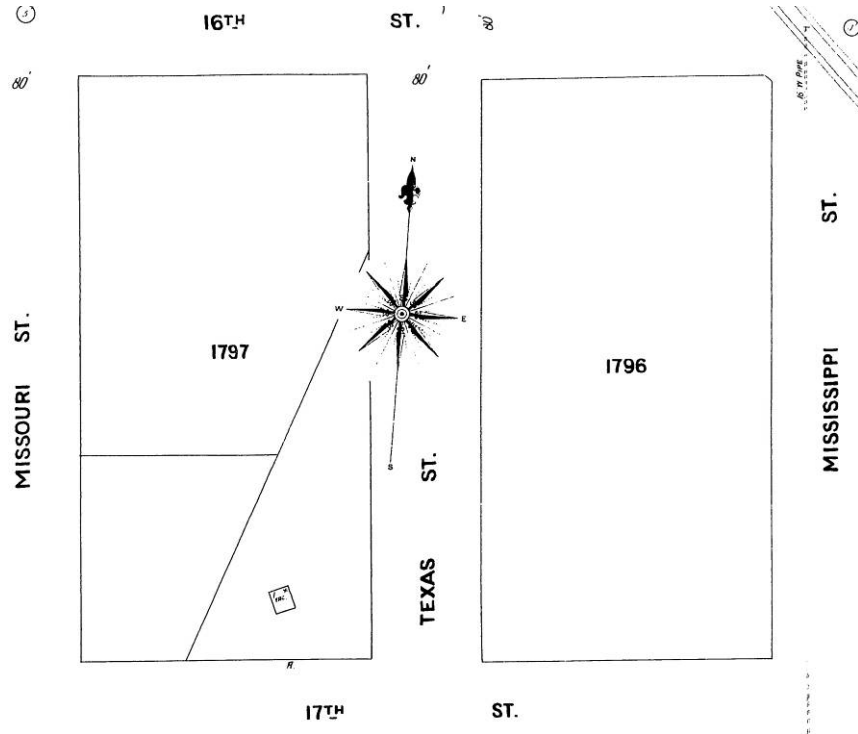


Figure 8. Sanborn Fire Insurance Map, 1900.

- 1906:** The site was leased to the Pacific Rolling Mill Co. by the Real Estate and Development Company.³⁰ Machinery from the old plant at Potrero Point was relocated and it continued “as a structural fabricating organization.”³¹
- 1906-1914:** The Pacific Rolling Mill Co. erected a complex of industrial buildings on the southern half of the block bounded by 16th, 17th, Texas, and Mississippi streets, as well as a cluster of small buildings in the Texas Street right-of-way. The buildings included a punch shed, column shed, machine shop, structural shed, and storage. A spur of the Atchison, Topeka & Santa Fe Railroad bisected the blocks, running east-west across the site (see Figure 3).³²
- Ca. 1908:** The large stock shed at 1210 17th Street/975 16th Street was constructed.³³
- 1914-1950:** The partially-recessed south façade of the stock shed is altered, creating a flush façade. The connected shop and shed structures were replaced with one large warehouse with a wood roof and steel frame.³⁴
- 1925:** The Pacific Rolling Mill Co. purchased land for a new mill with the intention of vacating the 17th and Mississippi site: “It is proposed to abandon the present plant at Seventeenth and

³⁰ Dudley F. Westler, “Rolling Mill Pays \$140,000 for S.F. Site,” *San Francisco Chronicle* 3 February 1928, 10.

³¹ *A Romance of Steel in California*.

³² Sanborn Fire Insurance Maps (San Francisco), 1914.

³³ San Francisco Assessor-Recorder; Sanborn Fire Insurance Maps, 1914.

³⁴ Sanborn Fire Insurance Maps (San Francisco), 1914 and 1950.

Mississippi streets, which has been divided by street improvements.”³⁵ The operations continued, however, at the 17th and Mississippi streets location. The Pacific Rolling Mills Co. opted to renew its lease and “inaugurated a new building program... Structures representing approximately \$120,000 were built and equipped with machinery and other necessities involving another \$200,000.”³⁶

1925-1928: Texas Street was closed between 16th and 17th streets, giving the new owners “frontages of 380 feet on Seventeenth street, 200 feet on Mississippi street and 140 feet on Sixteenth street.”³⁷

Ca. 1926: The 2,500 square-foot brick office building and the wood-frame industrial building clad in corrugated metal siding at 1200 17th Street were constructed (**Figure 9**).³⁸ However, according to Sanborn Maps, by 1950, this wood-frame building was likely incorporated into a larger steel-frame building.



Figure 9. Employees of the Pacific Rolling Mill Co. in front of the newly constructed brick office at 1200 17th Street, ca. 1926. Source: *A Romance of Steel in California*.

1928: A negotiation “at the expiration of the company’s three-year option from the Real Estate and Development Company” brought about the purchase of the property, and this act was concurrent with the Pacific Rolling Mill Co.’s merger with Judson Manufacturing Co. to form the Judson Pacific Co.³⁹

1945: The Judson Pacific Co. merged with the J. Philip Murphy Corporation, forming the Judson Pacific-Murphy Corporation. Signage on the buildings changed that year to reflect the new ownership (**Figures 10 and 11**).

³⁵ “Growth Forces Larger Areas.”

³⁶ “Rolling Mill Pays \$140,000 for S.F. Site.”

³⁷ Ibid.

³⁸ San Francisco Assessor-Recorder.

³⁹ “Rolling Mill Pays \$140,000 for S.F. Site.”

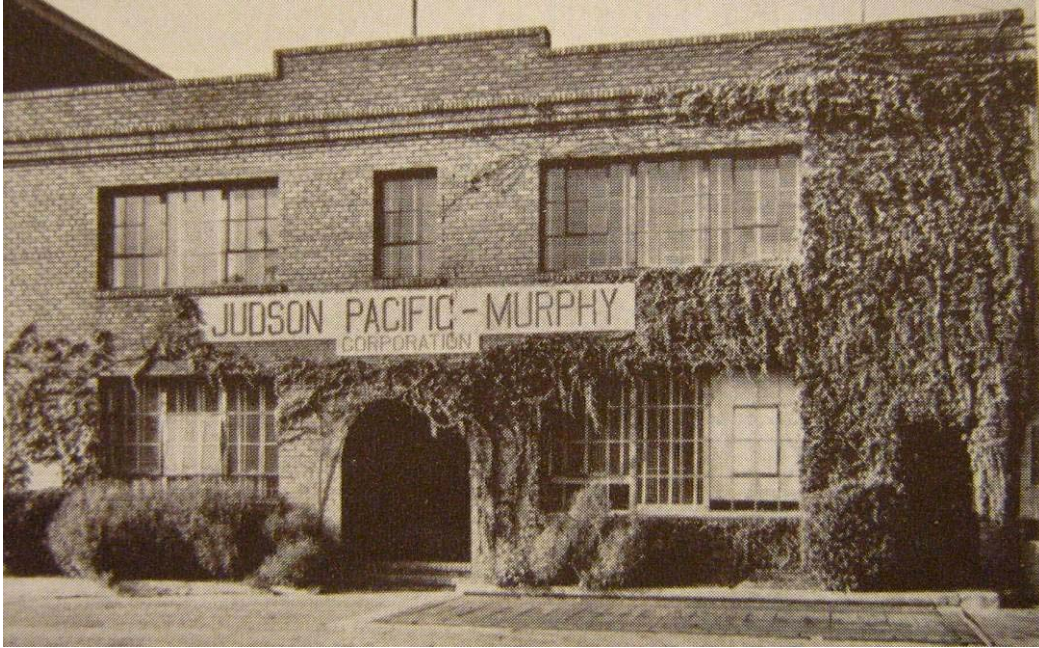


Figure 10. Office building at 1200 17th Street, 1945. In the right foreground is a large scale (no longer present). Source: *A Romance of Steel in California*.



Figure 11. Judson Pacific-Murphy Corporation, looking northwest from intersection of 17th and Mississippi streets, 1945. Source: *A Romance of Steel in California*.

Post-1945: The east façade of 1200 17th Street and the east portion of the south façade are altered. The low shed structure on the east and the Dutch gable on the south are removed, leaving a simple rectangular structure with a gable roof (**Figure 11**).

1946: The Judson Pacific-Murphy Corporation abandoned the 17th and Mississippi streets site, and moved their operation across the bay to Emeryville, California. After this year, the Judson Pacific-Murphy Corporation was no longer listed in the city directory as occupying the 17th and Mississippi streets site.⁴⁰

⁴⁰ City Directories.

1950: The Sanborn map shows the Owens-Illinois Glass Co. as the occupant, although the city directories from this era do not list an address for the company's factory (**Figure 12**).⁴¹

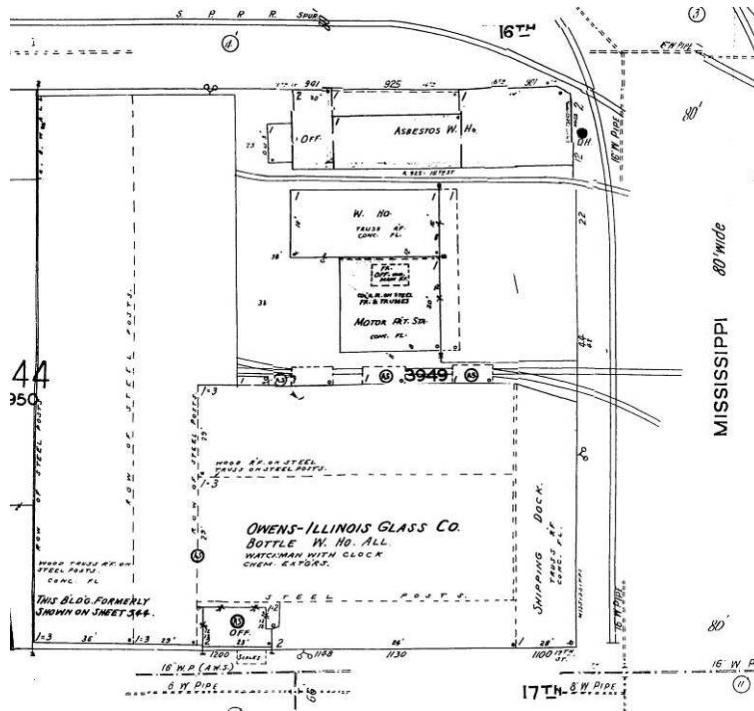


Figure 12. Sanborn Fire Insurance Map, 1950.

1954: 1200 17th Street is occupied by the Fiberglas Engineering & Supply Division of the Owens-Corning Fiberglas Corporation.⁴²

Ca. 1950s: Extensive alterations were made to the brick office building, including the reconfiguration of some interior spaces and the construction of a large eastern annex.⁴³

1967: Miscellaneous construction was done in the offices for the estimated cost of \$12,500, including demolition of non-bearing partitions, new entrance doors, new private office at the southwest corner of the second floor, conversion of the first floor coffee and lunch room to a men's washroom, addition of a women's toilet and lunch room adjacent to the second floor men's room, painting, and minor electrical alterations. The property owner was City Transfer & Storage and the general contractor was Spencer B. Bagge, Inc.⁴⁴

1969: An opening was made for a new roll-up metal door on 17th Street. The estimated cost was \$2,000 and the general contractor was Phoenix Simpton.⁴⁵

⁴¹ Sanborn Fire Insurance Map (San Francisco), 1950.

⁴² City directories.

⁴³ San Francisco Department of Building Inspection, Drawings #155388 (no date) titled "New offices, Project 'C,' Roll #9322074-C292-434-2.

⁴⁴ Building Permit Application #339088, 1 February 1967.

⁴⁵ Building Permit Application #370190, 29 May 1969.

- 1978:** Unidentified roof joists failed, calling for “an emergency repair to prevent further damage or possible collapse at [the] failed area.” Twelve new roof joists were installed and the roof was repaired for the estimated cost of \$1,800. The engineer was H.J. Brunner Associates and the general contractor was Jacks & Irvine, Inc.⁴⁶
- 1984:** An unidentified failing wood truss was replaced with a new steel beam for the estimated cost of \$12,320. The property owner was Macor, Inc., the engineer was Peter C. Tardes, and the general contractor was the Nibbi Brothers.⁴⁷
- 1992:** A concrete transformer vault was constructed between the two roll-up metal doors at 1210 17th Street for the estimated cost of \$10,928. The general contractor was NorCal Waste Systems, Inc. and the engineer was Preece/Goudie & Associates.⁴⁸
- 1994:** The parapet of the brick office building was reinforced for the estimated cost of \$5,500. The engineer was Delta Design and the general contractor was Glazier Seismic Construction, Inc.⁴⁹
- 1996:** A fire sprinkler monitoring system was installed for the estimated cost of \$3,700, including a fire alarm control and communicator and the replacement of existing water flow switches. The lessee was Raymond Garment and the general contractor was National Guardian Security Services.⁵⁰

INDUSTRIAL DEVELOPMENT IN POTRERO HILL & SHOWPLACE SQUARE

The Potrero Hill neighborhood is located in the eastern part of San Francisco, east of the Mission district and south of the South of Market district. The area is roughly bounded by 16th Street to the north, Potrero Avenue or U.S. Route 101 to the west, Cesar Chavez Street to the south, and the Central Waterfront to the east. Historically, Potrero Hill has been a working class industrial and residential neighborhood.

Within a decade of California’s admission into the Union in 1850, Potrero Point was on its way to becoming the most important heavy industrial precinct on the West Coast. The construction of the Pacific Rolling Mills Co. in 1866 and the Union Iron Works shipyard at Potrero Point in 1883 consolidated the industrial character of the area, forming the economic linchpin of Potrero Point for the next seventy years. Observers of the “New Potrero” remarked on the growing residential character of the district, much of which was steadily being transformed into a workingman’s suburb.

The 1906 Earthquake and Fire left approximately 250,000 San Franciscans homeless. Especially hard hit was the working-class industrial and residential South of Market district. After 1906, the railroads benefited from the disaster by actively encouraging downtown wholesalers and industrialists to relocate onto their holdings of undeveloped land.⁵¹ The industrial buildings developed primarily in the flat areas to the north and east of Potrero Hill. The neighborhood continued to develop as a

⁴⁶ Building Permit Application #7802560, 22 March 1978.

⁴⁷ Building Permit Application #8410558, 25 September 1984.

⁴⁸ Building Permit Application #9212983, 28 August 1992.

⁴⁹ Building Permit Application #9322074, 13 January 1994.

⁵⁰ Building Permit Application #9600056, 8 February 1996.

⁵¹ Kelley & VerPlanck Historical Resources Consulting, 41-42.

working class industrial and residential district into the 1950s, with workshops and factories interspersed with small cottages and flats.⁵²

The relocation of the Pacific Rolling Mill Co. from Potrero Point to the Showplace Square area in 1906 helped ensure the development of the surrounding neighborhood as a wholesale district. The area was well suited to the purpose, being served by a system of railroad spur lines which ran from Potrero Hill north through Showplace Square and on into the South of Market. Materials from the warehouses and manufacturing facilities were transported in this way to the piers.⁵³

Construction activity was heaviest in Showplace Square between 1906 and 1913, and metal and glass manufactories were among the most important industries at the time. Industrial development slowed down briefly after 1913, but picked up again during the First World War as demand increased for American-made machinery and weapons. By the end of the war, concrete-frame construction became the norm in San Francisco for industrial architecture, due to its strength, durability, cost, and flexibility. As the core of the city's industrial district, the Showplace Square area remained vital to the region's prosperity from the 1920s on through the Great Depression and World War II, when San Francisco's industrial employment was almost at full capacity.⁵⁴ The industries in Showplace Square and Potrero Hill only slowed in the 1950s, as local industrialists began moving their operations to fast-growing industrial suburbs like South San Francisco, San Leandro, and Richmond.⁵⁵

Beginning in the 1970s, many warehouses in the Showplace Square area were renovated to provide wholesale and design space for furniture makers, designers, and contractors. The industrial buildings at 1200-1210 17th Street currently function as warehouse storage.

For additional information on the history of the Showplace Square area, see *Showplace Square Survey, Historic Context Statement*, prepared by Kelley & VerPlanck in October 2009 for the San Francisco Planning Department.

INDUSTRIAL ARCHITECTURE

The design of the modern industrial building has its roots in the Industrial Revolution; by the early twentieth century, technological advances and changing ideas about manufacturing had dramatically altered attitudes towards industrial architecture. Manufacturing has not always occurred in buildings constructed specifically for that purpose; early industrial uses were often housed in converted sheds, barns, commercial buildings, and even houses. Industrial buildings that were purpose-built were often erected quickly, only sometimes with the help of an architect, and were designed to be practical using traditional construction techniques. Furthermore, the warehouses, mills, and factories of the nineteenth century were typically viewed as places that merely housed the means of production, and nearly any structure was considered adequate for manufacturing purposes if it had four walls, a roof, and a few windows.⁵⁶

As the manufacturing process became increasingly automated and mechanized, such as with the development of the assembly line, new industrial buildings were expected to meet unprecedented demands. The growth of American industry gave further incentives to improve the design and construction industrial buildings, and resulted in an increase in factory construction. Manufacturers

⁵² Page & Turnbull, 18.

⁵³ "Community Plan Area Profiles- Showplace Square, Potrero Hill and Central Waterfront," web site accessed on 24 February 2009 from: http://www.sfgov.org/site/uploadedfiles/planning/communityplanning/pdf/chapter_6-3.pdf

⁵⁴ Kelley & VerPlanck Historical Resources Consulting, 40-43, 55.

⁵⁵ Ibid, 66-67.

⁵⁶ Betsy Hunter Bradley, *The Works: The Industrial Architecture of the United States* (Oxford: Oxford University Press, 1999), 15.

and architects also realized that the facility could improve the production process and the quality of life of industrial workers. More attention was therefore paid to the planning and design of industrial and manufacturing complexes, and twentieth-century factories responded to the environmental requirements of the new mechanical equipment, the complexity of the manufacturing process, and the needs of an increasingly empowered workforce.⁵⁷

Twentieth-century factory complexes were often constructed based on their proximity to raw materials, transportation, and the workforce. In addition to the primary manufacturing space, these complexes also had a means of organization and method of supervision, a power unit, transportation links, and sometimes worker welfare and housing.⁵⁸ The main manufacturing area typically maximized floor space for large-scale production, and took advantage of natural light and air. By the 1930s, artificial lighting, air-conditioning, and forced-air circulation systems had been developed, and were used to optimize working conditions in buildings with fewer openings.⁵⁹ Facilities for warehouse, power, transportation, and auxiliary department uses were incorporated into the overall design of the complex; included as either freestanding buildings or part of the larger manufacturing building, designed in a utilitarian fashion to meet these specific needs. Industrial facilities were typically designed by engineers, and many engineering firms established themselves as specialists in the design and construction of industrial buildings.⁶⁰

Most factories housed their associated office and administrative uses in either a freestanding structure or a portion of the main industrial building. Uses ranging from the company's executive and business offices to product designers' and engineers' workspaces, record-keeping, and general offices were found in this portion of the modern factory. The office was usually placed either in a central location or near the main entrance to facilitate supervision, but sometimes it was placed more remotely to separate valuable records and clerical work from factory noise and the danger of fire. Of all the buildings in an industrial complex, the office or administration building was more likely to have architectural effect—often serving as the centerpiece of the factory—and was designed by an architect more often than the other building types.⁶¹

San Francisco has relatively few examples of large factory complexes, as high land prices and changing land-use priorities pushed most of the Bay Area's production to Oakland and other cities in the East Bay and on the Peninsula. However, there were still a number of factories and large industrial complexes constructed in San Francisco, namely in Bayview Hunters Point and the Central Waterfront, as well as scattered examples in the South of Market Area. For instance, Pier 70—the original location of the Pacific Rolling Mills Co. and the Union Iron Works shipyard—is an especially well-preserved example of an industrial complex in the city, with various buildings designed for the production of steel and ships (**Figure 13**).

⁵⁷ Ibid., 15-21.

⁵⁸ L.H. Bucknell and C.G. Holme, *Industrial Architecture* (London: Studio, 1935), 15-16.

⁵⁹ Bradley, 4.

⁶⁰ Ibid., 15.

⁶¹ Ibid., 35-36.



Figure 13. Building #21 at Pier 70, built in 1900, “was probably originally constructed by Pacific Rolling Mills.” Source: Port of San Francisco web site, 2011.

III. CONCLUSION

The San Francisco Planning Department has determined that the three buildings at 1200-1210 17th Street are historic resources individually eligible for listing in the California Register because of their association with the Pacific Rolling Mills Co., and has assigned them a status code of “3CS” to reflect this significance. Page & Turnbull concurs with the Planning Department that the Pacific Rolling Mills Co. was an important San Francisco company that was liquidated in 1898, and that the 17th and Mississippi streets site was the heart of the newly formed Pacific Rolling Mill Co.’s operation in the early twentieth century. However, after conducting additional research about the history of the subject buildings, it appears that only the brick office building at 1200 17th Street retains sufficient integrity to qualify for listing in the California Register of Historical Resources; the other buildings in their current form have been altered to the point where they no longer reflect a remarkable enough association with the company to qualify.

Whereas the 17th and Mississippi streets site is the largest and most intact example of the new company’s operations, it is not the original location of the Pacific Rolling Mills Co., which was established in 1866 at Potrero Point (now Pier 70) in San Francisco. According to the Pier 70 website, Building #21, constructed in 1900, “was probably originally constructed by Pacific Rolling Mills.”⁶² The subject buildings, therefore, are not significant for being the first or only architectural remnants of the Pacific Rolling Mills Co.

From 1906 until the mid-1940s, the subject site at 17th and Mississippi streets was the location of all fabricating operations associated with the new Pacific Rolling Mill Co. and its successors, the Judson-Pacific Co. and the Judson Pacific-Murphy Corporation. The firm’s eminence and longevity, though it had separate identities in the nineteenth and twentieth centuries, contributed significantly to the character of San Francisco’s Central Waterfront and Potrero Hill districts as areas of heavy industry.

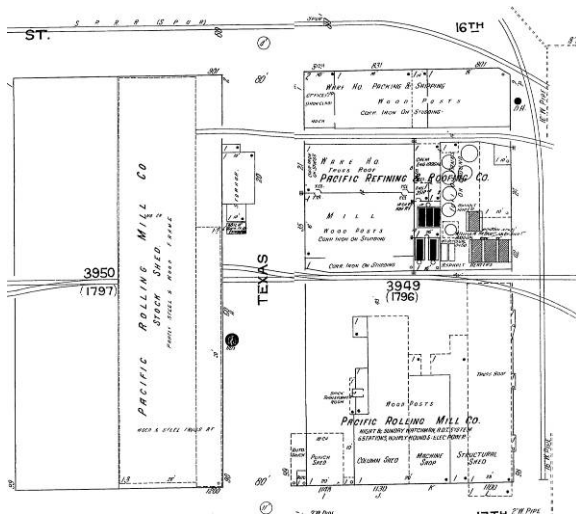


Figure 14. Sanborn Fire Insurance Map, 1914.

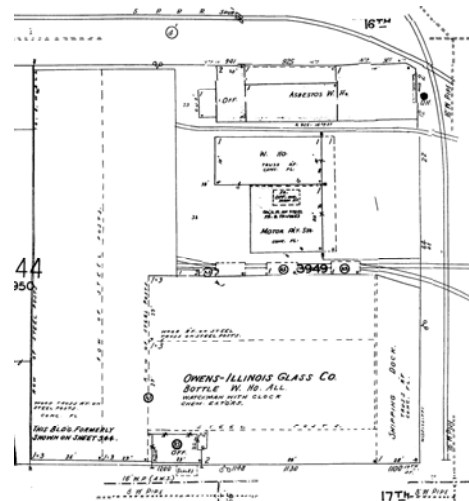


Figure 15. Sanborn Fire Insurance Map, 1950.

At the subject site, the height of activity for the Pacific Rolling Mill Co. was during the decades following the 1906 Earthquake and Fire: the company contributed greatly to the rebuilding of the city after the disaster by supplying steel for many new buildings. The 1914 Sanborn map illustrates the number and types of facilities in use immediately following the earthquake (**Figure 14**), but a large building campaign beginning in 1925 replaced most of the north-south-oriented wood-frame sheds

⁶² “Map of Pier 70 Structures,” *Pier 70 San Francisco*, web site accessed 15 June 2011 from: <http://pier70sf.org/mappage/mappage.htm>.

and shops on the property with a larger building in the former Texas Street right-of-way. The only extant structure dating from the Pacific Rolling Mill Co.'s early occupation of the subject site is a portion of the large industrial building (the "stock shed") at 1210 17th Street/975 16th Street. According to the San Francisco Assessor-Recorder, the brick office and a wood-frame industrial building at the southeast corner of the site (both addressed 1200 17th Street) date from 1926, although the wood-frame building on the site was likely incorporated into a larger steel-frame building by 1950 (**Figure 15**).



Figure 76. Judson Pacific-Murphy Corporation, looking northwest from intersection of 17th and Mississippi streets, 1945. Source: *A Romance of Steel in California*.



Figure 87. Subject buildings at 1200-1210 17th Street, looking northwest from intersection of 17th and Mississippi streets, 2011. Source: Page & Turnbull.

As the above photo comparison demonstrates, the subject buildings have been dramatically altered since 1945. The long industrial shed at 1210 17th Street/975 16th Street (1) has doubled in width and received a second story addition along 17th Street; the brick office building (2) has been remodeled on the interior, but has not changed on the exterior; the windows and siding have been replaced on the south façade of the large building fronting 17th Street (3); and the building at the southeast corner of the subject site (4) has had the low shed structure shown on the east and the Dutch gable shown on the south removed. This comparison also suggests that the building at the southeast corner (4) may have been entirely replaced—not just altered.



Figure 18. Office building at 1200 17th Street, 2011.
Source: Page & Turnbull.



Figure 19. Office building at 1200 17th Street, 1945.
In the ground plane on the right foreground is a
large scale (no longer present).
Source: *A Romance of Steel in California*.

In order to qualify for listing in the California Register for its association with a significant event or company (Criterion 1), a building needs to demonstrate that it “existed at the time of the event or pattern of events.”⁶³ The time during which the new Pacific Rolling Mill Co. made its greatest contribution to the city was 1906-1928, which covers the period from the Earthquake and Fire through the company’s merger with Judson Manufacturing Co. Although remnants from this period of significance (1906-1928) are extant on the site, the corrugated metal buildings have been so dramatically altered since then that they no longer retain the integrity necessary to convey a significant association with the Pacific Rolling Mill Co.

By examining the historic photographs of the subject site from *A Romance of Steel in California*, it is evident that of the three extant structures associated with the Pacific Rolling Mill Co., only the brick office building retains sufficient integrity to be considered a historic resource. The brick office building was constructed by the Pacific Rolling Mill Co. as part of a large building campaign at the subject property, and reflects the success of the business during the first decades of the twentieth century. Of all the buildings associated with the company, the brick office building is the best remaining example of the company’s steel fabricating operation at 17th and Mississippi streets. The brick office building at 1200 17th Street has been minimally altered over the course of its existence and maintains a high degree of integrity (**Figures 18 and 19**). Because it meets the California Register eligibility requirements for Criterion 1, only the brick office building at 1200 17th Street is considered to be a historical resource for the purposes of CEQA.

⁶³ U.S. Department of the Interior, National Park Service, *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*, 12.

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OTHER

Interview with Edward Cicerone. Conducted by Cheryl and Clark Taylor. May 1964.

V. APPENDIX

HISTORIC PHOTOGRAPHS

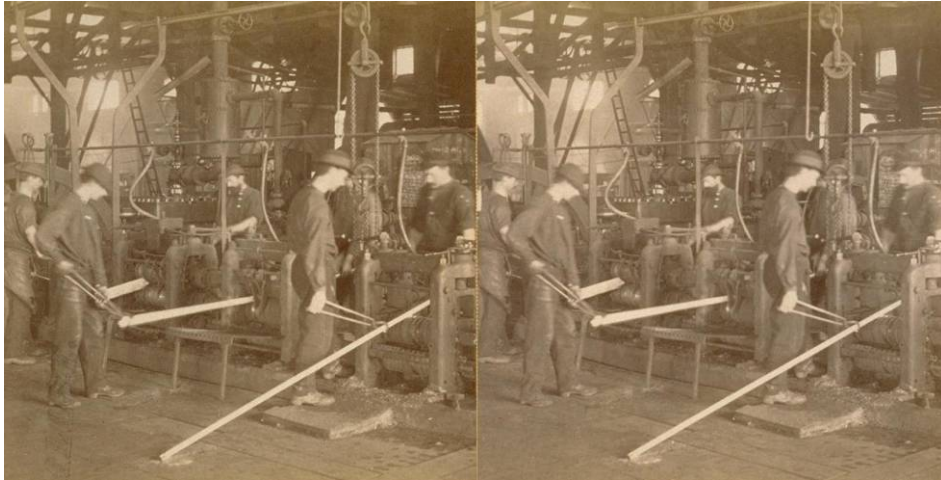


Figure 20. Pacific Rolling Mills at Potrero Point, ca. 1865-1879.
Source: Bancroft Library, University of California, Berkeley.



Figure 21. Pacific Rolling Mills at Potrero Point, ca. 1865-1879.
Source: Bancroft Library, University of California, Berkeley.

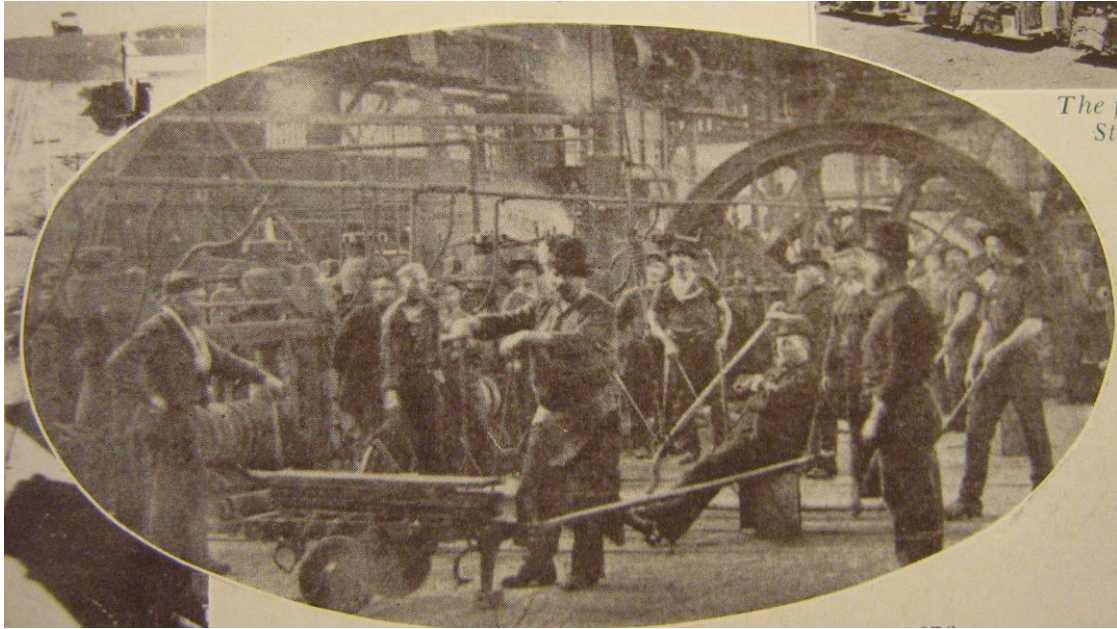


Figure 22. Eighteen-inch bar mill, Pacific Rolling Mills at Potrero Point, 1878.
Source: *A Romance of Steel in California*.

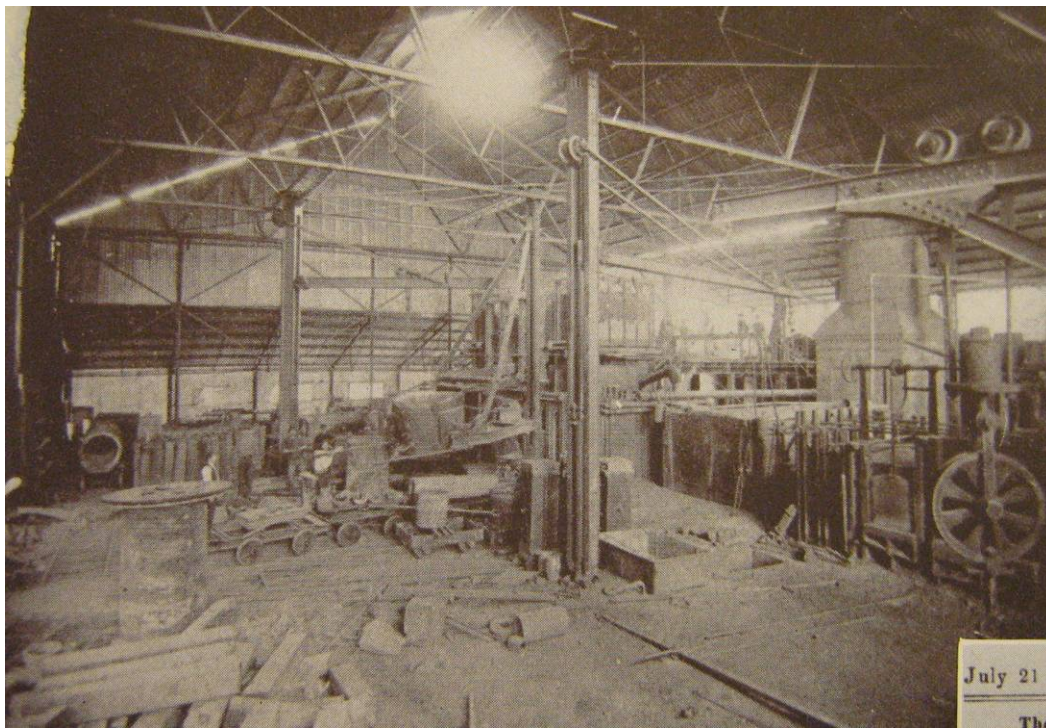


Figure 23. Open hearth iron furnace, Pacific Rolling Mills at Potrero Point, 1880.
Source: *A Romance of Steel in California*.

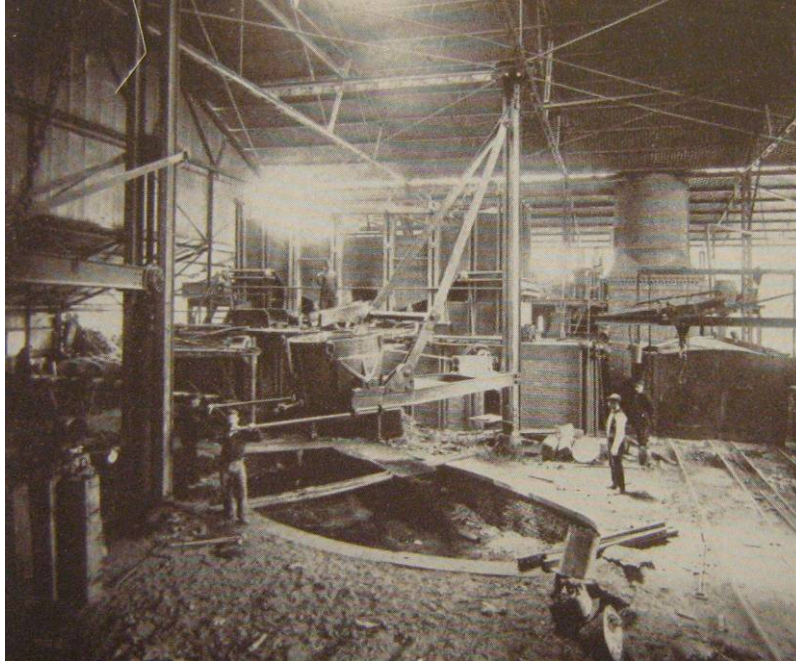


Figure 24. Open hearth steel furnace, Pacific Rolling Mills at Potrero Point, 1884.
Source: *A Romance of Steel in California*.

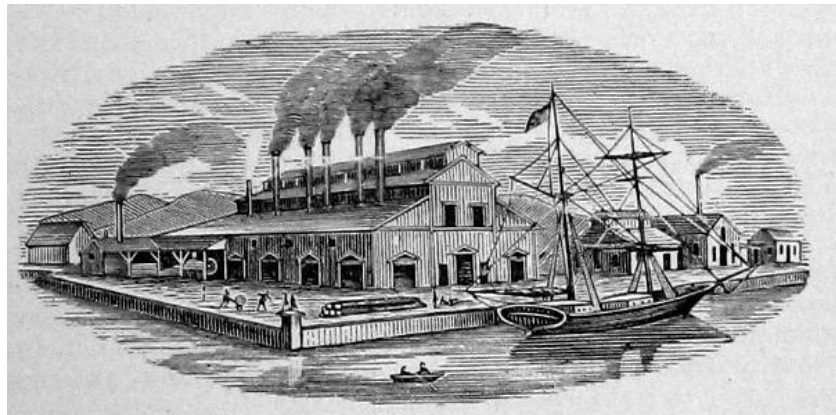


Figure 25. Pacific Rolling Mills at Potrero Point, ca. 1884.
Source: *Industries of San Francisco*, 57.

DPR 523 A FORMS

Prepared by Kelley & VerPlanck in 2009 as part of *Showplace Square Historic Resource Survey*

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) 1210 17TH ST

P1. Other Identifier Pacific Rolling Mills (historic)

*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: SF North Date: 1994

*c. Address: 1210 17th St City: San Francisco Zip: 94107

d. UTM: (Give more than one ofr large and/or linear resources) Zone ____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 3950001

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

1210 17th Street is a one-story, wood-frame industrial building clad in corrugated steel and capped by a compound gable roof. It is connected to the building on the adjoining parcel 3949002. The utilitarian building occupies a 56,000 sq ft lot that extends through to 16th Street. The south façade faces 17th Street and features two large loading bays with metal roll-up doors. The north façade facing 16th Street features two large loading bays with metal roll-up doors and a metal pedestrian entrance accessed by metal steps. The building terminates with a plain metal coping. The minimally altered building appears to be in fair condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building.

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. Photo (view, date, accession #
100_1867.JPG, 11/16/2007,
View toward northwest,

*P6. Date Constructed/Age and Sources
 Historic Prehistoric Both
1908, Assessor's Office

*P7. Owner and Address:
Walden Mission Bay I Llc
Attn: Josh Smith
445 Virginia Ave.
San Mateo, Ca 94402

*P8. Recorded by
Christopher VerPlanck
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

CONTINUATION SHEET

Page 2 of 2

Resource Name or # (Assigned by Recorder)

1210 17TH ST

*Recorded by: Christopher VerPlanck

Date 6/12/08

Continuation Update



100_1869.JPG, 11/16/07, view to southeast

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) 1200 17TH ST

P1. Other Identifier Budget Storage (present), Owens- Illinois Glass Warehouse (historic)

*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: SF North Date: 1994

*c. Address: 1200 17th St City: San Francisco Zip: 94107

d. UTM: (Give more than one ofr large and/or linear resources) Zone ____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 3949002

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

This parcel contains two buildings, each recorded separately. This record is for 1200 17th Street, a two-story, wood-frame industrial building clad in corrugated metal siding and capped with a gable roof. This building is connected to the two buildings on the adjoining parcel 3950001. The utilitarian building is located on the northwest corner of 17th and Mississippi Streets on a 48,000 sq ft lot. The south façade faces 17th Street and features several steel sash industrial windows running the majority of the length of the second story. A flush metal pedestrian entrance on the left side and a large loading bay on the right side characterize the first story. The east façade faces Mississippi Street and features three large loading bays on the right side. The building terminates with overhanging eaves and metal coping. The minimally altered building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

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

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

*P5b. Photo (view, date, accession #

View toward southwest,
11.16.07, 100_1862.JPG

*P6. Date Constructed/Age and Sources

Historic Prehistoric Both

1926, Assessor's Office

*P7. Owner and Address:

Walden Mission Bay I Llc
Attn: Josh Smith
445 Virginia Ave.
San Mateo, Ca 94402

*P8. Recorded by

Christopher VerPlanck
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:

6/12/08

*P10. Survey Type: (Describe)

Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments

- BSOR None Continuation Sheet
 Archaeological Record District Record Location Map Other...
 Artifact Record Photograph Record Linear Feature Record

CONTINUATION SHEET

Page 2 of 2

Resource Name or # (Assigned by Recorder) 1200 17TH ST

*Recorded by: Christopher VerPlanck

Date 6/12/08

Continuation Update



View toward north, 11.16.07, 100_1866.JPG



View toward northeast, 11.16.07, 100_1865.JPG

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) 1200 17TH ST

P1. Other Identifier Judson Pacific Murphy Corporation

*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: SF North Date: 1994

*c. Address: 1200 17th St City: San Francisco Zip: 94107

d. UTM: (Give more than one ofr large and/or linear resources) Zone ____; _____mE/ _____mN

e. Other Locational Data: Assessor's Parcel Number: 3949002

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

This parcel contains two buildings, each recorded separately. This record is for the two-story, heavy timber-frame brick industrial building facing 17th Street, midblock, west of Mississippi Street. The building is constructed in brick laid in American Bond. It has three bays, offset to the west, featuring steel sash industrial windows on the first and second story. The central pedestrian entrance features a brick arch and is boarded up, while a smaller rectangular pedestrian door is boarded up at right side of the building. A concrete frieze on the spandrel, which is currently covered by a fabric sign, reads "JU.....HY CORPORATION" The building terminates with a molded brick cornice and stepped parapet, and appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building.

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

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

*P5b. Photo (view, date, accession #

View toward N, 11.16.07,
100_1866.JPG

*P6. Date Constructed/Age and Sources

Historic Prehistoric Both

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Page 2 of 2

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Continuation Update



View toward north, 11.16.07, 100_1866.JPG



View toward northeast, 11.16.07, 100_1865.JPG

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