



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** March 29, 2011  
**TO:** Historic Preservation Commission  
**FROM:** Mary Brown  
Preservation Planner  
**RE:** Landmark Designation Work Program FY 2010/2011

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## PROJECT BACKGROUND

This informational presentation to the Historic Preservation Commission (HPC) is intended to inform prioritization of the HPC's Landmark Designation Work Program (Work Program) for FY2010-2011. There is no action required at this time.

At the regularly scheduled January 19, 2011 hearing, Planning Department (Department) staff gave a presentation focused on Article 10 Landmark designations to date. The presentation identified trends related to the location, property types, social history, and construction dates of existing Landmarks. It provided background on designations made primarily for a property's association with a significant person, event, or cultural group, rather than solely for its architectural qualities. The Department also presented recommendations for 23 potential individual designations related to the Market/Octavia Area Preserve America Grant.

At the regularly scheduled March 2, 2011 hearing, the Department provided additional information, as requested by the HPC, to assist in the prioritization of the Work Program. This additional information included the status of Department review of community sponsored historic and cultural surveys and a compilation of previous documentation related to past Landmarks Preservation Advisory Board's Work Programs. The Department also provided additional information based on its previous analysis of underrepresented Article 10 property types and styles.

At the March 2nd hearing, the HPC identified 15 potential Landmark properties and one historic district specifically for Market / Octavia designations related to the Preserve America grant. Preserve America grant deliverables include five individually designated properties and five designated historic districts (for a total of approximately 200 properties). These designations can be made at the local, state, or national level.

## PROJECT DESCRIPTION

Based on the direction given to Department staff at the March 2, 2011 hearing, the Department has developed a draft Work Program for the HPC's consideration. The draft Work Program includes specific properties called out by the HPC at the March 2nd hearing and additional properties recommended by the Department in order to identify underrepresented property types, such as buildings of Modern

design. The Department conducted additional research related to building history and research status, and estimated the number of hours required to complete each designation (including all associated hearings). See Attachment A.

Designation of all potential Landmarks is not possible with the single FTE allocated per fiscal year. Therefore, properties were prioritized based on several factors including: amount of research completed to date and whether or not the property constituted an underrepresented Landmark property type. Twelve properties, for a total of .9 FTE, were selected for the current Work Program. An additional seven individual properties and one historic district were added to a list for future consideration. See Attachment C.

In addition to the HPC Work Program, the Department has selected individual properties and at least one historic district for inclusion on the separate Preserve America Market/Octavia Work Program. These include the Duboce Park Historic District and, potentially, a discontinuous Market Street Masonry Building Historic District comprised of seven multi-story brick or concrete residential hotels and apartment buildings. The Department selected 12 of the 15 Market / Octavia properties previously recommended by the HPC for inclusion on the draft Preserve America Work Program. These 12 properties include buildings proposed for individual landmark designation and proposed contributors to the discontinuous historic district. The Department is investigating the feasibility of creating a discontinuous Article 10 historic district. See Attachment B.

Based on direction given to Department staff at the April 6 hearing, the Department will return to a future hearing with a draft HPC Work Program. The Department proposes that at the future hearing, the Department adopt the draft Preserve America Work Program and adopt the draft HPC Work Program. Owners of properties considered for the Work Program, neighborhood groups, the preservation community, and other interested stakeholders will be noticed regarding this future hearing.

Attachment A: Draft HPC Landmark Designation Work Program

Attachment B: Draft Market Octavia Landmark Designation Work Program (Preserve America Grant)

Attachment C: Draft Projects for Future Consideration

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Attachment A

**DRAFT**

**HPC Landmark Designation Work Program**

**FY 2010/2011**

## Draft Landmark Designation Work Program FY2010/2011

Building Name	Address	Neighborhood	Year Built	Underrepresented Landmark Category	Appx. Hours per Designation
Mothers Building	S.F. Zoo	Sunset	1925	Geography: Sunset Property Type: Club House	96
Fleishhacker Pool Building	S.F. Zoo	Sunset	1925	Geography: Sunset Property Type: Pool Bath House	140
Cowell House	171 San Marcos St.	Forest Hill	1933	Geography: Forest Hill Style: Modern	106
Roos House	2660 Divasadero	Pacific Heights	1938	Style: Modern	109
Russell House	3778 Washington St.	Pacific Heights	1950	Style: Modern	106
Sailors' Union of the Pacific	434-450 Harrison St.	SoMa	1950	Geography: SOMA Cultural Association: Labor Style: Modern	91
Religious School for Congregation Emanu-El	1337 Sutter St.	Lower Pacific Heights	1910	Property Type: School Cultural Association: Jewish history	81
Religious School Annex for Congregation Emanu-El	1335 Sutter	Lower Pacific Heights	1918	Property Type: School Cultural Association: Jewish history and Grabhorn Press	81
Forest Hill Club House	381 Magellan Ave.	Forest Hill	1919	Geography: Forest Hill	83
Sunshine School	2728 Bryant St.	Mission District	1937	Geography: Mission District Property Type: School	116
Samuel Gomper's Trade School	106 Bartlett St.	Mission District	1937	Geography: Mission District Property Type: School Style: Modern	116
	2 Clarendon Ave.	Twin Peaks	1956	Geography: Twin Peaks Style: Modern	111
				<b>Total Hours</b>	<b>1233</b>
				<b>Total FTE</b>	<b>0.9</b>

**Mother's Building at Fleishhacker Pool, San Francisco Zoo**

**Sunset**

**Built 1925**

APN: 7281006

Zoning: P / OS

Property Type Club House

Historic Status : Listed on the National Register as an individual property.

Notes: Appears to retain high integrity. Intact New Deal era murals are located on the interior.  
The building is located within the zoo and is currently used only for special events.

Research complete: 90% (National Register nomination)



Contemporary view



Left: Historic view (c.1940)



Right: Contemporary view

**Fleishhacker Pool Bath House, San Francisco Zoo**

**Sunset**

**Built 1925**

APN: 7281006

Zoning: P / OS

Property Type: Pool House

Historic Status : Determined eligible for the National Register

Notes: The vacant, boarded-up building is located in the zoo parking lot. According to recent photographs, portions of the building appear to be in poor condition; certain areas are open to the elements.

Research complete: 10%



Above and below: Contemporary views

Left: c. 1970 view, includes pool and pool house



**Cowell House, 171 San Marcos Street**

**Forest Hill**

**Built 1933**

APN: 2882035  
Zoning: RH-1 D / 40-X  
Property Type: Single-Family  
Historic Status: No evaluations  
Notes:

First known Modern residential building in San Francisco. Architects Morrow & Morrow (designers of the Golden Gate Bridge). Early fusion of International Style, Streamline Moderne, and Second Bay Tradition.

Research Complete: 35% (Modern Context)



2010 photos

**Roos House, 2660 Divisadero**

**Pacific Heights**

**Built 1938**

Zoning: RH-1 D / 40-X

Property Type: Single-Family

Adopted Status code: 1976 Architectural Survey. Possibly listed as 3D.

Notes: Early Modern building. Architect John Dinwiddie – possibly his only residential design in San Francisco. Fusion of International Style and Second Bay Tradition.

Research Complete: 30% (Modern Context, Docomomo fiche)



Photos from 2010



**Russell House, 3778 Washington Street**

**Pacific Heights**

**Built 1950**

Zoning: RH-1 40-X

Property Type Single-Family

Adopted Status code: 1976 Architectural Survey. Possibly listed as 1D.

Notes: One of two buildings in San Francisco designed by master architect Erich Mendelsohn and the only with high integrity. One of his final projects.

Research Complete: 35% (Modern Context, Docomomo fiche)



Above: View from 1956



Left: Detail view from 2010

**Sailors' Union of the Pacific, 434-450 Harrison Street**

**SoMa**

**Built 1950**

Zoning: RH DTR / 85/400R

Property Type: Industrial / Union Hall

Adopted Status code: None (check w/Moses)

Notes: Headquarters Building of Sailors' Union of the Pacific. Streamline Moderne Style. Architect is William Merchant.

Research Complete: 80% (Modern Context, draft Case Report)



c. 2009



c.1950s

**The Religious School for Congregation Emanu-El, 1337 Sutter St. Lower Pacific Heights Built 1910**

Zoning: NC-3 / 130 E  
Property Type: School / Church  
Historic Status: 1976 Architectural Survey, Heritage survey  
Notes: Interior has been altered; some interior character-defining features may remain. Currently owned and occupied by San Francisco Lighthouse, a religious organization.  
Research Complete: 90% (DPR 523-A form, DPR-523-B form,)



Recent photos

**School Annex (Grabhorn Press Building) 1335 Sutter Street Lower Pacific Heights Built 1918**  
Zoning: NC-3 / 130-E  
Property Type: School / Offices  
Historic Status: 1S, 1976 Architectural Survey; Heritage Survey  
Notes: Built in 1918 as an annex to the adjacent religious school. Later housed the printing presses of Grabhorn Press.  
Research Complete: 90% (DPR 523-A form, DPR-523-B form, National Register nomination form)



Recent photos

**Forest Hill Club House, 381 Magellan Avenue**

**Forest Hill**

**Built 1919**

APN: 2885-016

Zoning: RH-1 (D) / 40-X

Property Type Club House

Historic Status : Here Today and 1976 Architectural Survey

Notes: Designed by Bernard Maybeck. Character-defining features are located on the interior and exterior.

Research complete: 80% (DPR 523-A and 523-B forms)



2009

photos

**Sunshine School, 2728 Bryant Street**

**Mission District**

**Built 1937**

Zoning:

P / 40-X

Property Type

School / WPA project

Historic Status:

3S; 1976 Architectural Survey

Notes:

Sunshine School for Crippled Children, now used as an alternative school. WPA Project. Designed by Martin Rist, Charles F. Strothoff, Smith O'Brien, and Albert Schroeffer. Retains high integrity.

Research Complete:

40% (Golden Age of Schools context, Living New Deal Project, South Mission survey)



Above: Contemporary photos

Left: Photo c. 1937

**Samuel Gompers Trade School, 106 Bartlett Street**

**Mission District**

**Built 1937**

Zoning: P / 45-X / 55-X

Property Type: School

Adopted Status code: 3CS; 1976 Architectural Survey

Notes: The subject school was recently connected with a hyphen, at the west-facing elevation, to the new City College Mission Campus building. The Streamline Moderne towers are located at the rear elevation.

Research Complete: 35% (Modern Context, Golden Age of Schools Context)



Historic images, circa 1940s-1950s



2011 photos



**2 Clarendon Avenue**

**Twin Peaks/Tank Hill**

**Built 1956**

Zoning:

RH-A (D) / 40-X

Property Type

Single-Family

Adopted Status code:

1976 Architectural Survey.

Notes:

Rare single-family residential building by Anshen + Allen. The building retains high integrity.

Research Complete:

25% (Modern Context)



2010 photos.

Top: Rear elevation

Above: Street elevation



2009, 2010 photos  
Top: Side elevations  
Above: Street elevation

Attachment B

**DRAFT**

**Market Octavia  
Landmark Designation Work Program**

**(Preserve America Grant)**

## Draft Market / Octavia Landmark Work Program

(Funded by Preserve America grant)

Building Name	Address	Year Built	Notes on Recommendation
Swedish American Hall	2168 Market	1907	Proposed Individual Landmark
	1693-1695 Market	1914	Proposed Individual Landmark OR Article 10 District Contributor
	1649-1651 Market	1912	Proposed Individual Landmark OR Article 10 District Contributor
McRoskey Mattress Factory	1687 Market	1925	Proposed Individual Landmark OR Article 10 District Contributor
	1580-1598 Market	1917	Proposed Article 10 District Contributor
	1657 Market	1911	Proposed Article 10 District Contributor
Gaffney Building	1670-1680 Market St	1923	Proposed Article 10 District Contributor
	1666-1668 Market St.	1913	Proposed Article 10 District Contributor
	150 Franklin	1912	Proposed Article 10 District Contributor OR under consideration as individual Landmark*
Twin Peaks Tavern	401 Castro	1901	Proposed Individual Landmark*
New Era Hall	2117 Market	1905	Proposed Individual Landmark*
	2173 15th St.	1875	Proposed Individual Landmark*
<p>* Preserve America grant deliverables include five individual designations. If a discontinuous district is not feasible, the Department will prioritize the individual designations of 1693-1695 Market, 1649-1651 Market and 1687 Market. The HPC may later choose to add the remaining proposed Individual Landmarks to its regular Work Program.</p>			

**Swedish American Hall, 2168 Market St.**

**Market / Octavia Property 15**

**Built 1907**

APN:

3542-017

Zoning:

UPR MKT NCT 40-X/50-X

Property Type:

Fraternal Hall

Adopted Status code:

3S (3CB)

Notes:

Swedish American Hall. Designed by master architect August Nordin. Recently renovated. The building is also within the Upper Market Historic District. Proposed for individual Article 10 designation.



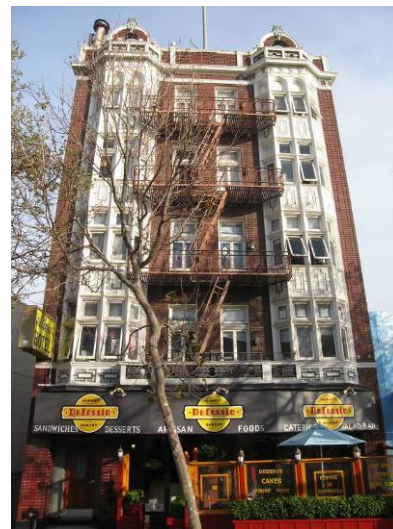
1693-1695 Market Street

Market / Octavia Property 1

Built 1914

APN: 3504-038  
Zoning: NCT-3 85X  
Property Type: Residential Hotel  
Adopted Status code: 3CS

Notes: High-style building designed by C.A. Meussdorffer. Proposed for individual Article 10 designation or as a contributor to a discontinuous Article 10 historic district.



2011 photos

1649-1651 Market,

Market/Octavia Property 5

Built 1912

APN:

3504-001

Zoning:

NCT-3 85X

Property Type

Apartment Building, ground story commercial

Adopted Status code:

3CS

Notes:

High-style building designed by MacDonald and Applegarth. Proposed for individual Article 10 designation or as a contributor to a discontinuous Article 10 historic district.



2011 photos

1687 Market

APN:

Zoning:

Property Type

Adopted Status code:

Notes:

Market / Octavia Property 18

3504-040

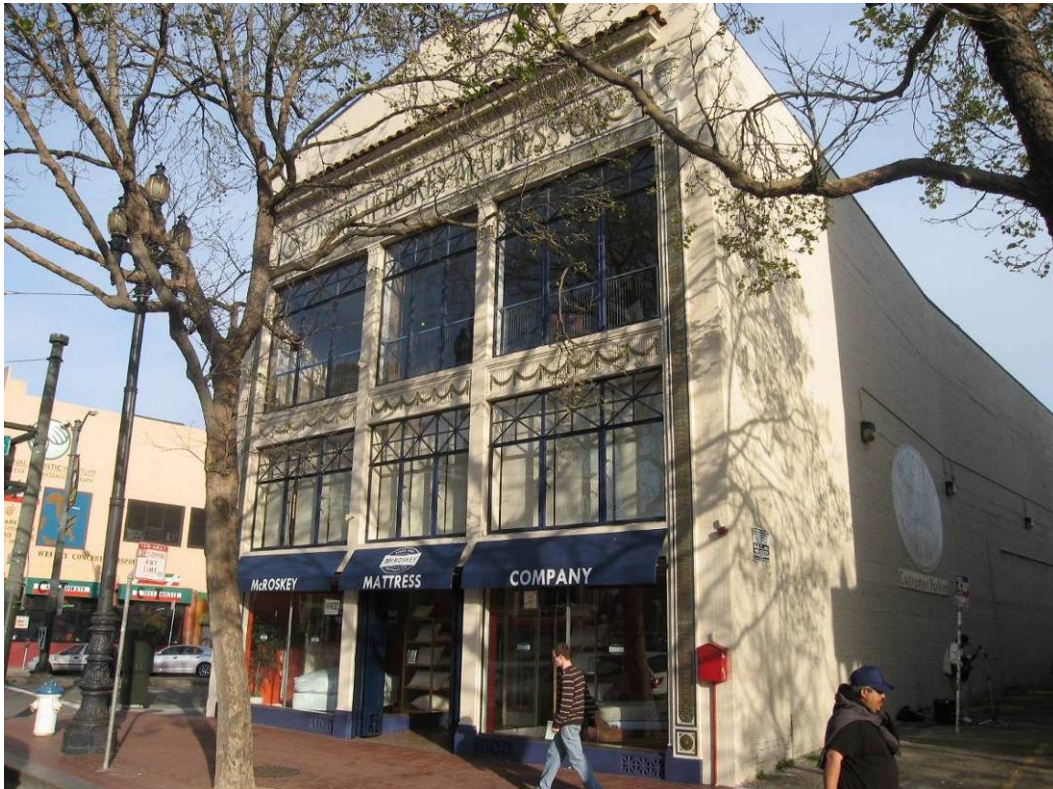
NCT-3 85-X

Commercial/Industrial

3CS

Built 1925

This building is both a manufacturing plant and retail storefront for the original owner/builder Edward McRoskey Mattress Factory. Designed by Fabre and Hildebrand. Proposed for individual Article 10 designation or as a contributor to a discontinuous Article 10 historic district.



2011 photos



**1580-1598 Market**

APN:

Zoning:

Property Type

Adopted Status code:

Notes:

**Market/Octavia Property 2**

0836-010

C-3-G 85-R2; VNMDRUSD

Apartment building

3CS

High-style apartment building designed by G. Albert Lansburgh. Proposed as a contributor to a discontinuous Article 10 historic district.

**Built 1917**





2011 photos

1657 Market Street

Market / Octavia Property #4

Built 1911

APN:

3405-046

Zoning:

NCT-3 / 85-X

Adopted Status Code:

3CS

Notes:

High-style residential hotel designed by Hladik and Thayer. Proposed as a contributor to a discontinuous Article 10 historic district.



2011 photos

**Gaffney Building, 1670-1680 Market St.**

**Market / Octavia Property 6**

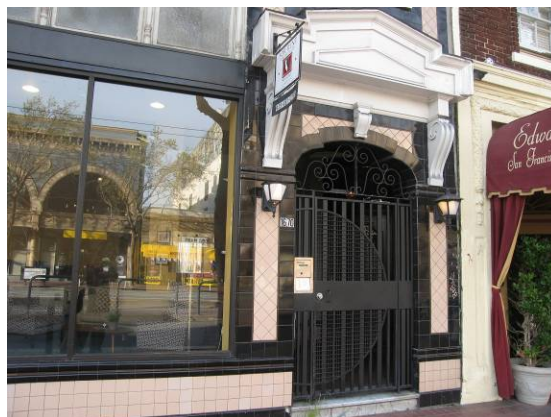
**Built 1923**

APN: 0854-005  
Zoning: NCT-3 / 85-X  
Property Type: Apartment Building  
Adopted Status Code: 3CS  
Notes:

High-style apartment building designed by Walter C. Falch. Proposed as a contributor to a discontinuous Article 10 historic district



2006 photo



2011 photos

1666-1668 Market St. Market / Octavia Property 7

Built 1913

APN: 0854-004

Zoning: NCT-3 / 85-X

Property Type: Residential Hotel

Adopted Status Code: 3CS

Notes: Unusually styled Colonial Apartment building designed by William H. Crim.  
Proposed as a contributor to a discontinuous Article 10 historic district



2011 photos

**150 Franklin**

APN:

Zoning:

Property Type

Adopted Status code:

Notes:

**Market/Octavia Property 3**

0834-012

C-3-G 85-R2; VNMDRUSD

Apartment building

3CS

High-style building, designed by master architect August Nordin. Proposed for individual Article 10 designation or as a contributor to a discontinuous Article 10 historic district.

**Built 1912**



2011 photos

**Twin Peaks Tavern, 401 Castro St.**

**Market/Octavia Property 20**

**Built 1901**

APN: 3582-071  
Zoning: Castro NC 65B  
Property Type: GLBT Bar  
Historic Status: No evaluations  
Notes:

Known as the first GLBT bar in San Francisco to feature large expanse of glass.  
Opened as a GLBT bar 1972. Proposed for individual Article 10 designation.



Contemporary photos

2117 Market St

Market / Octavia Property 16

Built 1905

APN:

3543-012

Zoning:

UPR MKT NCT 40-X/50-X

Property Type

Fraternal Hall

Adopted Status code:

3CB

Notes:

the New Era Hall, for rental to groups without their own building - also designed by Master Architect, August Nordin. Located within the determined eligible California Register Upper Market Historic District. Proposed for individual Article 10 designation.



2011 photos



2173 15th St

APN:

Zoning:

Property Type

Adopted Status code:

Notes:

Market/ Octavia Property 11

3560-022

RH-2 40X

Single Family

3CS

Early gothic style cottage with an owner who has expressed an interest in becoming a landmark. Proposed for individual Article 10 designation.

Built 1875



Attachment C

**DRAFT**

**Projects for Future Consideration**

## Projects for Future Consideration

Building Name	Address	Neighborhood	Year Built	Underrepresented Landmark Category	Appx. Hours per Designation
Doelger Sales Office	326 Judah St.	Sunset	1933	Geography: Sunset Association: Tract develop. Style: Modern	106
	3655 Clay St.	Pacific Heights	1941	Style: Modern	109
	176 Palo Alto Ave.	Clarendon Heights	1956	Geography: Clarendon Heights Style: Modern	111
Darling House	90 Woodland	Parnassus Heights	1937	Style: Modern	109
	2666 Broadway	Pacific Heights	1940	Style: Modern	109
Born House	2020 Great Highway	Sunset	1950	Geography: Sunset Style: Modern	109
Diamond Heights Eichlers Historic District	Appx. 100 properties	Diamond Heights	1962	Geography: Diamond Heights Association: Redevelopment Style: Modern	575
Van Ness Ave. Light Standards	Market St. to North Point	Van Ness Corridor	1914	Association: PPIE	113
				<b>Total Hours</b>	<b>1339</b>
				<b>Total FTE</b>	<b>1.0</b>

**Doelger Homes Sales Offices, 326 Judah Street**

**Sunset District**

**Built 1933 & 1940**

Zoning: Inner Sunset / 40-X  
Property Type: Offices and one rear dwelling unit  
Historic Status: Not evaluated  
Notes: Former real estate sales office for residential tract developer Henry Doelger. Streamline Moderne style. Unknown architect.  
Research Status: 35% (Modern Context)



c.2005-2009 photo

**3655 Clay Street**

**Pacific Heights**

**Built 1941**

APN: 1011025

Zoning: RH-1 / 40-X

Property Type: Single-family

Historic Status: Never evaluated

Notes: Designed by master architect William Wurster. Early Second Bay Tradition house.

Research Status: 30% complete (Modern Context)



2010 photos

**176 Palo Alto Avenue**

**Clarendon Heights**

**Built 1959**

APN:

2721073

Zoning:

RH-1 (D) / 40-X

Property Type:

Single-family

Historic Status:

1976 Architectural Survey

Notes:

The only San Francisco design by Warren Charles Callister. Unusual barrel vaulted roof form. Notable for extensive use of wood, glass, and Japanese design influence.

Research Status:

25% complete (Modern Context)



c. 2010 photos

**Darling House, 90 Woodland**

**Parnassus Heights**

**Built 1937**

Zoning: RH-2 / 40-X

Property: Single-Family

Historic Status: Not evaluated

Notes: Architect Richard Neutra with Otto Winkler. One of five Neutra-designed buildings in San Francisco.

Research Complete: 30% (Modern Context)



2011 photos

**2666 Broadway**

**Pacific Heights**

**Built 1940**

Property Type:

Single-Family

Zoning:

RH-1 / 40-X

Historic Status:

3D; 1976 Architectural Survey

Notes:

Designed by Master architect William Wurster. Second Bay Tradition design.

Research Status:

30% (Modern Context, Docomomo fiche)



c. 2009 photos





**Born House, 2020 Great Highway**

**Sunset**

**Built 1950**

Property Type: Single-Family

Zoning: RH-2 / 40-X

Historic Status: Not evaluated

Notes: Only known extant San Francisco residential building by Master Architect Ernest Born.

Research Status: 30% (Modern Context, Docomomo fiche)



c. 2009 photo

**Diamond Heights Eichlers**

**Diamond Heights**

**Built 1962**

Zoning: RH-1 / 40-X

Property Type: Single Family and Duplexes

Historic Status: Never evaluated.

Notes: Designed by Claude Oakland for developer Joseph Eichler. Approximately 100 buildings. Various layouts, most include enclosed courtyards and interior atriums. Developed as part of the Golden Gate Heights redevelopment project. Eichlers are located on Duncan St., Cameo Way, Amethyst Way, and Amber Drive.

Research Status: 40% (Modern Context)



c. 2009 photos

**Van Ness Avenue Trolley Poles and Light Standards****Van Ness Corridor****Built 1914 / 1936**

Property Type: Trolley Pole and Light Standards  
Historic Status: 2009 evaluation determined that poles and light standards were not historic resources.  
Notes: There are 259 trolley poles and light standards constructed the length of Van Ness Avenue. Thirty-three of these are located on streets within the Article 10 Civic Center Historic District (Fell Street to Golden Gate Avenue) and 16 of these are located within the Civic Center National Register Historic Landmark District (between Grove and McAllister). The poles were constructed in preparation for the 1915 Panama Pacific International Exposition and moved during a 1930s-era WPA road widening project. The trolley poles and light standards were evaluated in 2009 by JRP Historical Consulting LLC and assigned a rating code of 6L: Determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning.  
Research Complete: 95%

**Farnsworth Laboratory, 202 Green Street****Northeast Waterfront****Built 1923**

Property Type: Industrial  
Historic Status: Existing Article 10 Contributor to the Northeast Waterfront Historic District  
Notes: In a simple laboratory on this site, Philo Taylor Farnsworth, U.S. pioneer in electronics, invented and patented the first operational all-electronic television system on September 7, 1927. Although individually significant, the property is currently listed as a contributor to the Article 10 Northeast Waterfront Historic District.