



SAN FRANCISCO PLANNING DEPARTMENT

To: Members, Planning Commission
Members, Historic Preservation Commission

From: John Rahaim, Director of Planning

Date: February 10, 2010

Subject: **Department Cost to Pursue Individual and District Designations**

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

This memorandum provides information regarding the Planning Department's cost to effectuate individual property and district designations. Survey work in the Market and Octavia Plan Area, as well as in the Eastern Neighborhoods, is nearly complete and there are many questions about how best to use survey results and findings to ensure maximum protection of identified historic resources. While the survey results and findings have already proven useful in the rezoning analysis and process for Market and Octavia, they have also been used in the Planning Department's CEQA review procedures. Nonetheless, there is still interest in ensuring that designation occurs.

Designation of individual and district properties is neither an easy or inexpensive process. The Cost estimates provided below are based on research and telephone surveys conducted in the past few days with four local Architectural Historian Consultants. The research showed the average number of hours required to be 100 hours per individual property and 10 hours for a contributor in a district. These numbers are averages based upon actual designation and/or nomination work performed by the consultants.

Although there exists a completed survey for Market and Octavia, many if not all of these eligible properties will require further in-depth evaluation in order to meet the minimum qualifications for submittal for listing, particularly to the National Register of Historic Places. Additionally, an analysis of historic integrity (which is not part of the survey) is needed in order for these eligible properties to be considered. An evaluation and acceptance by the State Historic Preservation Officer as well as the State Historical Resources Commission is the final requirement. Attached are examples of DPR (Department of Parks and Recreation) A Forms for two recently surveyed properties in Market and Octavia as well as recent National Register ("NR") nomination reports prepared for two individual properties in San Francisco. These demonstrate the amount

of additional work needed to complete a NR nomination report relative to a typical survey write-up or DPR Form.

As the Department is in the final stages of completing the remaining survey activities in Market and Octavia (Mission Dolores Survey, Automobile Support Structures Survey, and the Market and Octavia Augmentation Survey are pending adoption by the HPC in March and April of 2010), we can provide a preliminary assessment of the total number of eligible properties for listing to the National, California, and Local (Article 10) Registers. Based on survey work to date, the following is a list of individual and district properties eligible for designation, and the associated number of staff hours required for each.

CHART I

Individual Properties		Staff Hours
	total # of Ind. Prop	(100 Hrs/Ind. Prop)
National Register	6	600
California Register	58	5800
Article 10	52	5200
<i>Sub-Total</i>	<i>116</i>	<i>11600</i>

District Properties			Staff Hours
	Total # of Districts	Total # of Contributors	(10 Hrs/Contributor)
National Register	4	135	1350
California Register	6	865	8650
Article 10	2	140	1400
<i>Sub-Total</i>	<i>12</i>	<i>1140</i>	<i>11400</i>

Total Staff Hours (Ind. + Districts) 23000

of FTE (2080 Hrs/FTE) 11.06

The number above (23,000) is a projection of the total number of hours required for Department staff to prepare nomination/designation reports for all eligible properties identified in the adopted Market and Octavia Survey to date. This equates to approximately 11 FTEs, and **does not include staff hours for public outreach and education** (which is very important since the applicant for nomination and/or designation will not be the property owner). This projection also does not include attendance at the various public hearings before the HPC, Land Use and Economic

Development Committee, and the full Board of Supervisors required for local Article 10 landmark and historic district designations.

The following are the specific names of the eligible historic districts and the number of contributors in each. Note that these districts neither reflect the boundaries of the districts nor the number of contributors as proposed by the consultant for the Mission Dolores Survey (pending review and adoption by the HPC in March 2010). Should the HPC adopt the recommendation of the consultant in March or shortly thereafter, the number of individual and district properties eligible for listing would substantially increase as would the number of staff hours.

CHART II

National Register Districts

Duboce Park	80
Ramona Street	36
Guerrero Street	10
Dolores-15th Streets -	9
<i>Sub-Total</i>	<i>135</i>

California Register Districts

Hayes Valley Residential	530
Upper Market Street	33
Elgin Park- Pearl Street	35
Duboce Triangle	185
Jessie-McCoppin-Steve	15
Landers-Church-Sharon	67
<i>Sub-Total</i>	<i>865</i>

Article 10 Districts

Duboce Park	80
Hayes Valley Commercial	60
<i>Sub-Total</i>	<i>140</i>

We realize that the estimate of 11 FTE (23,000 hours) to complete designation work is a very significant estimate. But, as noted above, it is based on actual estimates by consultants who perform this work. However, in order to further evaluate and assess

designation only at the National and/or local (Article 10) levels, the following information is provided:

CHART III

National Register

	Total Numbers	# of Contributors	Staff Hours
Individual Properties	6		600
Historic Districts	4	135	1350
		Total Hours	1950
		# of FTE	0.94

Article 10

	Total Numbers	# of Contributors	Staff Hours
Individual Properties	52		5200
Historic Districts	2	140	1400
		Total Hours	6600
		# of FTE	3.17

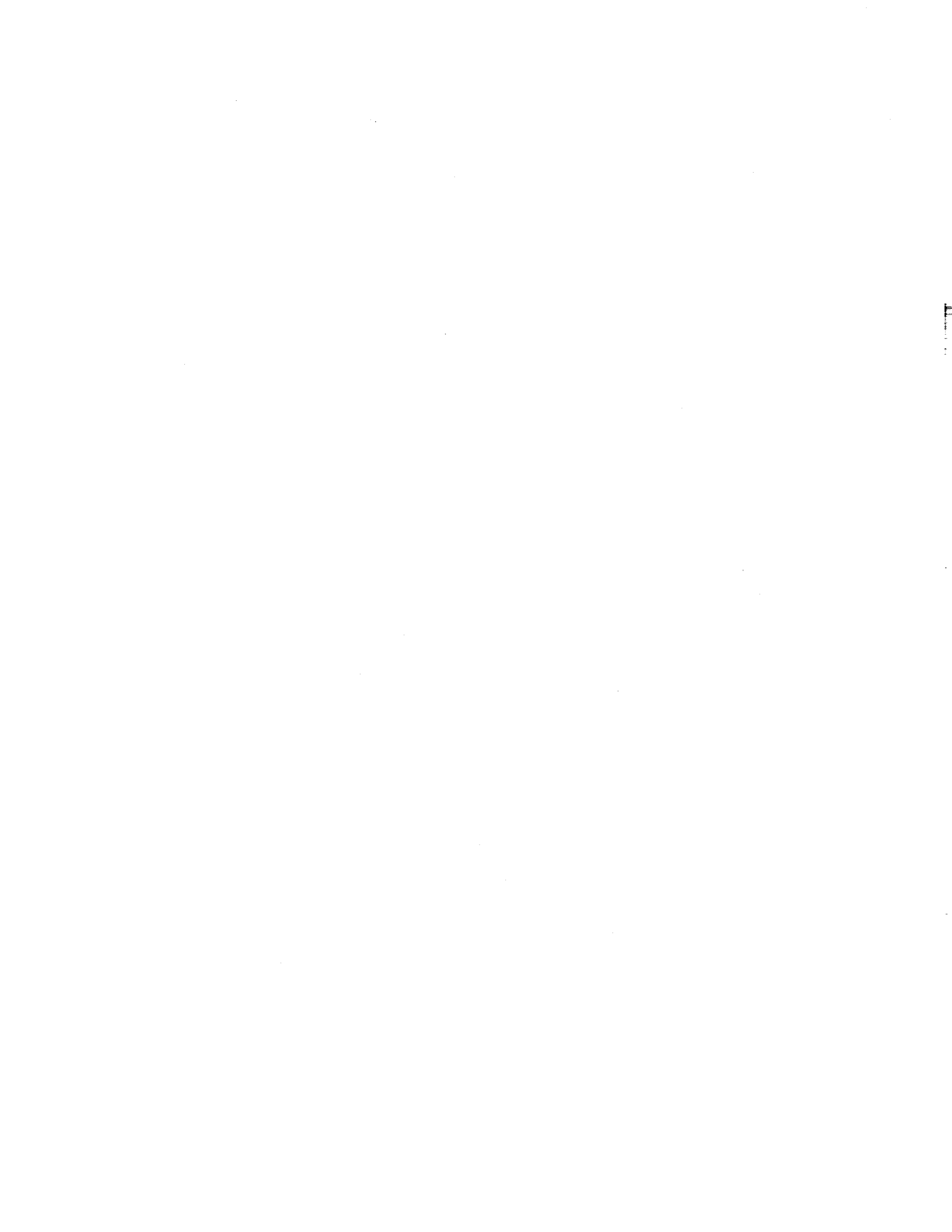
As referenced in the above, the sub-total number of hours of 8,550 (1,950 + 6,600) equates to over 4 FTEs. It does not reflect any designation work for any of the eligible California Register ("CR") properties or districts. As shown on Charts I and II, there are nearly 865 contributors within 6 eligible CR historic districts, and up to 58 individual properties. This by far is the largest grouping or collection of eligible properties within the Market and Octavia Area Plan and explains why the cost of pursuing designation of all eligible properties is so expensive. Removing all of the CR eligible properties, including the Hayes Valley Residential Historic District, would likely reduce the overall cost to less than half (from 11 to 4 FTEs).

With listing on the National Register, property owners have the ability to obtain Federal Investment Tax Credits if they have income generating properties, as well as reduce their property taxes through approval of a Mills Act Contract. However, it is important to keep in mind that a property will not be listed on the National Register if: a) for individual properties, the owner objects, or b) for districts, a majority of property owners objects. The same applies for Article 10 historic districts. While members of the HPC have expressed a desire to pursue more local designations, initiation cannot occur over the objection of 2/3 of the property owners for an Article 10 district.

At the last HPC hearing of February 3rd, Vice President Damkroger suggested developing a more "streamlined" methodology for designation. Ms. Damkroger referenced a

workshop she attended last fall presented by Marie Nelson of the Office of Historic Preservation about cities like Los Angeles who are utilizing the "survey light" method in order to cover more properties and areas, provided there is a well-developed context statement. Unfortunately, there was no discussion at this workshop about a more streamlined approach to individual and district designations that would be acceptable by the National Park Service at this time.

In conclusion, this memorandum summarizes the costs for individual and district designations in Market and Octavia. Should this be the preference of the Commissions and prioritized by the Planning Department in Eastern Neighborhoods as well, this proposed designation program will require disproportionate staff resources, at the expense of other programs and activities. While surveys in the Eastern Neighborhoods have not yet been adopted, given the size and number of potential eligible properties in Eastern Neighborhoods as compared with Market and Octavia, the staff hours for designation work would have to double if not triple, in upcoming fiscal years to match the attendant workload.



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

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

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 5 *Resource name(s) or number (assigned by recorder) 2168 Market Street

P1. Other Identifier: Swedish-American Hall

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

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)

*c. Address: 2168 Market Street City: San Francisco Zip: 94114

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3542-017

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

The Swedish-American Hall is located on a 25' x 116' lot on the north side of Market Street, between Sanchez and Church Streets. Built in 190, 2168 Market Street is a three-story, wood frame, social hall and commercial building designed in the Scandanavian Revival style. The rectangular-plan building, clad in brick veneer, wood shingle and wood channel siding, and stucco, rests on a concrete, perimeter foundation and is capped by a flat roof with a false gable front. The primary façade faces south and is four bays wide. The first floor features brick veneer cladding. The main entrance to the social hall is recessed in the first bay, sheltered with a gable door hood with wood braces and curvilinear verge boards. The cross-bracing under the gable reads "Swedish American Hall." The second bay is filled with glass block and the third bay contains the entrance to commercial space housing Café Du Nord. The fourth (right) bay has a modern storefront with metal-frame, glazed door and plate glass windows under an altered transom. The upper stories feature a projecting gable in the center two bays with faux half-timbering (continued)

*P3b. Resource Attributes: (list attributes and codes) HP13: Community center/social hall, HP6: 1-3 Story Commercial Building

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



P5b. Photo: (view and date)
View of façade (south elevation)
8/10/2006

*P6. Date Constructed/Age and Sources: Historic
1907
SF Assessors Office

*P7. Owner and Address:
Swedish Society of SF
2174 Market Street
San Francisco, CA 94114

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

*P9. Date Recorded:
8/10/2006

*P10. Survey Type:
Reconnaissance

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

*Attachments: None Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record
 Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record
 Artifact Record Photograph Record Other (list)

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

Primary# _____
HRI # _____
Trinomial _____

Page 2 of 5

*Resource Name or # (Assigned by recorder) 2168 Market Street

*Recorded by: Page & Turnbull

*Date 8/10/2006



Continuation



Update

P3a. Description (continued):

infilled with stucco. The second story of the projection has four fixed sash windows with transoms, while the flanking bays have a two-sided bay window in the left bay and a flush, arched window with fixed sash in the right bay. The flanking bays are clad in wood shingle siding. The gable projection extends to the third story and intersects the false gable roof slope. The roof slope has gable dormers with curvilinear verge boards in the other bays. The gable projection has twin ridges and curvilinear verge boards. The roof is sheathed in asphalt shingles. The secondary elevations of the building are clad in channel siding and have no architectural ornament. The building appears to be in good condition and contributes to the potential Upper Market Street Commercial Historic District (see DPR 523 D form.).

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 3 of 5

*NRHP Status Code 3S

*Resource Name or # (assigned by recorder) 2168-2174 Market Street

B1. Historic name: Swedish-American Hall
B2. Common name: Swedish-American Hall
B3. Original Use: Social Hall and commercial retail, restaurant
B4. Present use: Social Hall and commercial retail, restaurant
*B5. Architectural Style: Scandinavian Revival

*B6. Construction History: (Construction date, alterations, and date of alterations)
Constructed in 1907. Install fire escapes in 1938. Remove existing windows and wooden frames and replace with new metal-framed windows for storefronts in 1955.

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

*B8. Related Features: None.

B9a. Architect: August Nordin b. Builder: Unknown

*B10. Significance: Theme Ethnic Neighborhood Development Area: Market Street Corridor, San Francisco
Community Center/ Social Hall,

Period of Significance 1907-1957 Property Type Commercial Applicable Criteria A, C

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)
The Swedish-American Hall was designed by architect, August Nordin, and built in 1907. It was constructed for use as a social hall for the Swedish Society of San Francisco and originally housed two storefronts as well. The building remains in use as a social hall, now with three storefronts.

August Nordin was born in Stockholm, Sweden in 1869. He opened his architectural firm in San Francisco in 1899. The firm was located in the Mills Building until Nordin's death in 1936. He is attributed with designing 300 structures in San Francisco, mostly residential homes, flats, and apartment houses, as well as churches and social halls. He is known to have designed the nearby New Era Hall at 2117 Market Street, as well as the Ebenezer Swedish Lutheran Church (1903, destroyed by fire 1993) at 15th and Dolores streets. The Ebenezer Church gave refuge to the Swedish Society after the 1906 Earthquake and Fire destroyed their original meeting place and all their records and substantial library. (continued)

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

*B12. References:

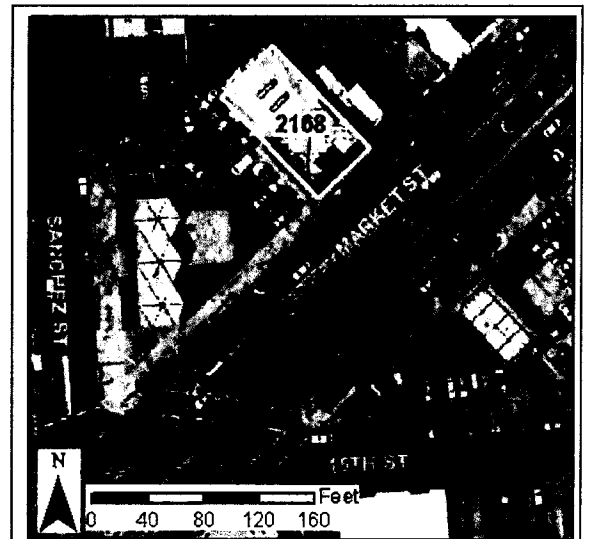
Assessor's Records
Building Permits #9876, #177144
Mayer, Tom. "August Nordin, Architect."
<http://www.swedishamericanhall.com/history.html#Anchor-There-49575>
(accessed March 2007)
(continued)

B13. Remarks: Market & Octavia Survey

*B14. Evaluator: Karin Sidwell, Caitlin Harvey, Jonathan Lammers; Page & Turnbull

*Date of Evaluation: April 2007

(This space reserved for official comments.)



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

Primary# _____
HRI # _____
Trinomial _____

Page 4 of 5

*Resource Name or # (Assigned by recorder) 2168-2174 Market Street

*Recorded by: Page & Turnbull

*Date April 2007

Continuation Update

***B10. Significance (continued)**

The Swedish Society of San Francisco began as singing club called the Original Orpheus Singing Club in 1873. The name was officially changes to the Swedish Society of San Francisco in 1875. Its original purpose and objectives were to care for the sick and assist with funeral costs for deceased members, maintain a choir, and provide literary and social entertainment for the community.

The Swedish-American Hall is significantly associated with the development of a Scandinavian community in the Duboce Triangle/Eureka Valley area. Starting in the 1870s and 1880s, emigration from Scandinavian countries, especially Sweden, intensified following a depression that put many shipyard and construction workers out of work. Like most contemporary immigrant and ethnic groups, Scandinavian community life centered on religion and social/cultural organizations. The center of Swedish religious activity was Ebenezer Lutheran Church.

The Swedish-American Hall also follows a pattern of commercial building along Market Street following the 1906 Earthquake and Fire. The Duboce Triangle/Eureka Valley area was relatively undamaged by the Earthquake, and thus became a magnet for displaced residents after the disaster. Development became much denser, with commercial construction focused along the Market Street corridor. Prior to construction of the Swedish-American Hall, a two-story single-family residence stood on this property. The house was sold and moved off the parcel after the Swedish Society determined that the structure was not adequate for their needs.

Originally, the hall contained two storefronts. The first known occupant of these commercial spaces was the Nordic Health Food store in 1933. Several diverse commercial businesses have occupied the storefronts since that time, including Bishop's ABC Guide Co. (1936-1940); National Roof and Siding (1940); Rem Realty (1958); Pooley and Rigas accountants (1958-1968); Charles D. Pooley (1968-1982); and Pearson Insurance Agency (1978-1982). Café Du Nord, a club and tavern, has been occupying unit 2170 continuously since 1936. Currently, the Café acts as the booking agent for the hall and offers several live music acts each month. Throughout the 20th century, the Swedish Society shared the hall with other social organizations; the 1963 San Francisco City Directory lists up to nineteen organizations that give 2174 Market Street as their meeting address. The storefronts continue in use as commercial establishments and the Hall remains available for private events or public meetings.

2168-2174 Market Street retains integrity of location, setting, feeling and association as a social hall with commercial storefronts on Market Street. It retains most of its integrity of design, materials and workmanship, especially at the upper story levels. The storefronts have been altered over time, but the overall character-defining features of its Scandinavian style, such as the half-timbering, double-gable false front, and decorative scrolled barge boards, remain.

2168-2174 Market Street appears to be eligible for listing on the National and California Registers under Criterion A for its long-standing association with the Swedish Society of San Francisco and the Scandinavian community of Duboce Triangle/ Eureka Valley. The area was home to a large Scandinavian population and the first documented Swedish Society of San Francisco derived most of its members from the neighborhood. After the destruction of the Society's original meeting hall, it raised funds to build the Swedish-American Hall along Market Street between Church and Sanchez streets. The Swedish-American Hall is a visual reminder of the Scandinavian community that built and occupied most of the area's residences. It also appears eligible for the National and California Registers under Criterion C for its distinctive Scandinavian architectural style. The hall embodies distinctive characteristics of the style, such as the scrolled barge boards and half-timbering.

The status code of 3S assigned to this property means that it appears eligible for the National Register as an individual property. It also contributes to the potential Upper Market Street Commercial Historic District (see DPR 523 D form). This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

***B12. References (continued)**

- San Francisco Architectural Heritage architect/builder files
- San Francisco Architectural Heritage. "Swedish Society Continues Proud Stewardship of its Historic Home," *Heritage News*, May/June 2000, Vol. XXVII No.3.
- San Francisco City Directories 1933, 1936, 1940, 1953, 1958, 1963, 1968, 1973, 1978, 1982
- Sanborn Maps 1899, 1913, 1950
- The Swedish Society of San Francisco. "The Swedish Society's Golden Jubilee, 1875-1925," October 24-25, 1925.

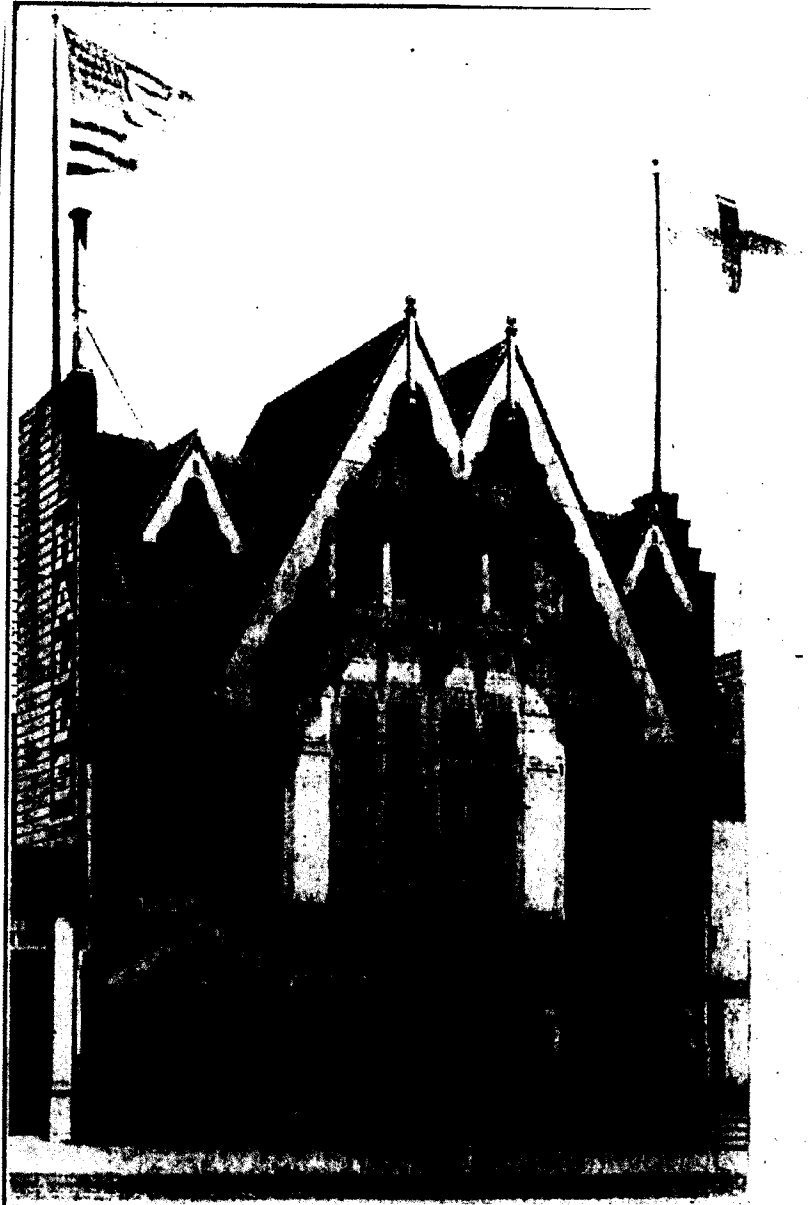
Page 5 of 5

*Resource Name or # (Assigned by recorder) 2168-2174 Market Street

*Recorded by: Page & Turnbull

*Date _____

Continuation Update



Swedish-American Hall ca 1925
Source The Swedish Society's Golden Jubilee brochure

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

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

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 7 *Resource name(s) or number (assigned by recorder) 450 Church St.

P1. Other Identifier: Everett Middle School

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

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)

*c. Address: 450 Church St. City: San Francisco Zip: 94114

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3565-001

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

The Everett Middle School is one of two public school buildings and a group of portable classrooms located on a 520' x 560' T-shaped lot comprising most of the block bounded by Church Street on the east, 16th Street on the north, Sanchez Street on the west, and 17th Street on the south. The Everett Middle School is situated on the east side of the parcel, with the façade oriented toward Church Street and secondary elevations facing 16th Street and 17th Street. Built in 1928, the Everett Middle School is a steel frame building clad in concrete and designed in the Spanish Colonial Revival style. The building has a plan composed of a central, 2-story, square block fronting on Church Street with a flat roof, flanked by long, symmetrical, single story wings with gable roofs extending to 16th and 17th Streets where they rise to a full two stories in height and have hipped roofs. The wings continue along both streets to connect with a long, 3-story, continuous, rectangular rear block with a flat roof. The wings on either side of the central block enclose interior courtyards. The main entry to the building is set on the first story of the center block on Church Street, inside an entry arcade with granite, Corinthian columns, tile steps, and a separate, flat roofline. (cont.)

*P3b. Resource Attributes: (list attributes and codes) HP15. Educational building

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



P5b. Photo: (view and date)
 View northwest from intersection
 of Church St. and 17th St.
8/21/2006

*P6. Date Constructed/Age and
 Sources: Historic
1926; rev. date 1928 (Sanborn
map)
SF Assessors Office

*P7. Owner and Address:
City Property
25 Van Ness Ave #400
San Francisco, CA

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

*P9. Date Recorded:
8/21/2006

*P10. Survey Type:
Reconnaissance

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

*Attachments: None Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record
 Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record
 Artifact Record Photograph Record Other (list)

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

Primary# _____
HRI # _____
Trinomial _____

Page 2 of 7

*Resource Name or # (Assigned by recorder) 450 Church St.

*Recorded by: Page & Turnbull

*Date 8/21/2006

Continuation Update

P3a. Description, continued.

The building has five entrances fitted with double-leaf, glazed wood doors with divided transoms. The entries have continuous decorative tile surrounds. Single, divided, fixed-sash windows with tile surrounds are set above each entry door. The arcade has alcoves with columns and tracery screens on each side. The flanking wings are generally characterized by recessed windows in each bay with massive, central columns and modern metal sash. Secondary, recessed, arched entries are set at the outer ends of each wing. The wings end in two-story blocks featuring projecting, five-sided center bays with columned porches at the second-story level. The blocks have banks of metal awning sash and single, lunette windows on the second story. The rooflines of the central block have saw-tooth frieze ornament and modillion cornices. The wings have saw tooth frieze ornament and red clay tile roofing. The side elevations have paired, recessed windows with square, central columns on the first stories and larger, paired recessed windows with massive round central columns on the second stories. The elevations end in a plain roofline. The rear block has end stair towers with arcades and arched openings at the top and hipped roofs clad in red clay tile. The elevations have paired window openings in each bay with modern metal awning sash. The roofline ends in a modillion cornice. The building appears to be in good condition. A large paved playground area is set behind the school building.



17th Street (south) elevation

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

Primary# _____
HRI # _____
Trinomial _____

Page 3 of 7

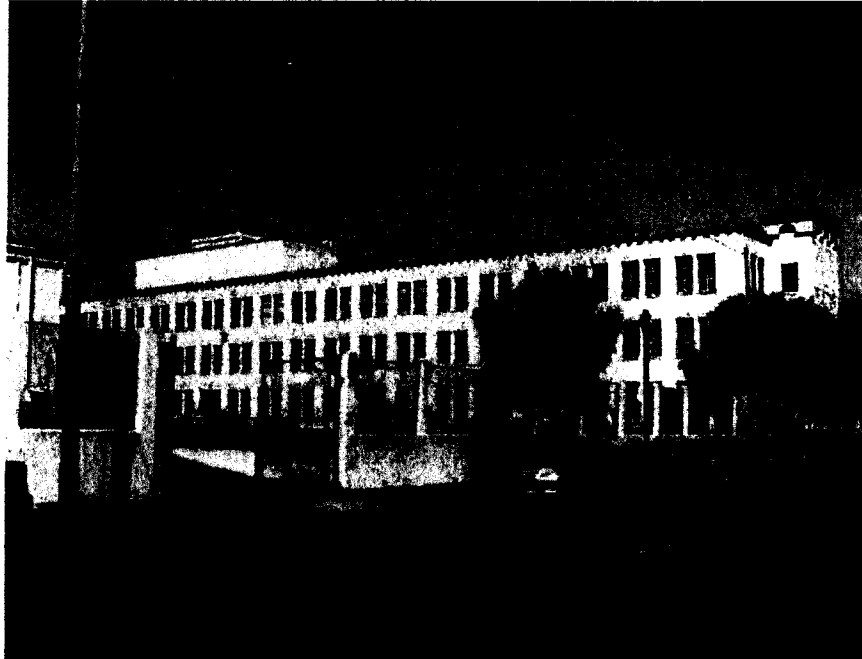
*Resource Name or # (Assigned by recorder) 450 Church St.

*Recorded by: Page & Turnbull

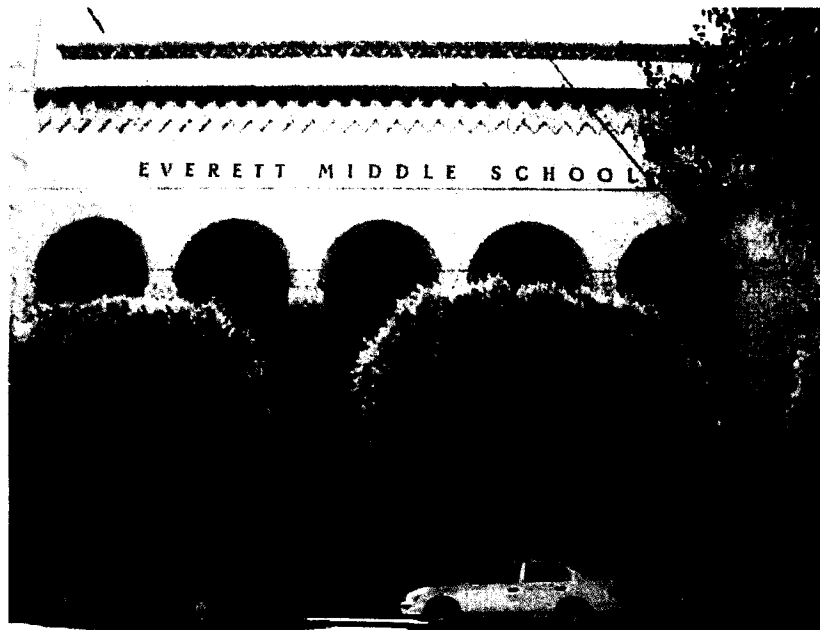
*Date 8/21/2006

Continuation

Update



Rear (west) elevation looking northeast from 17th Street



Detail, entry arcade viewed from Church Street

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

Primary# _____
HRI # _____
Trinomial _____

Page 4 of 7

*Resource Name or # (Assigned by recorder) 450 Church St.

*Recorded by: Page & Turnbull

*Date 8/21/2006

Continuation

Update



Detail, entry door and tile surround

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 5 of 7 *NRHP Status Code 3B
*Resource Name or # (assigned by recorder) 450 Church Street

B1. Historic name: Everett Junior High School
B2. Common name: Everett Middle School
B3. Original Use: School
B4. Present use: School
*B5. Architectural Style: Spanish Colonial Revival

*B6. Construction History: (Construction date, alterations, and date of alterations)
In 1926, the City of San Francisco acquired a generous lot for two new school buildings. The joint parcel of land for the schools replaced three "alley blocks" of residential buildings between Sanchez Street and Church Street, bounded by Sixteenth and Seventeenth Streets. (continued)

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

*B8. Related Features: The school play yard in the rear of the building is a part of the site's 1928 design.

B9a. Architect: John Reid, Jr. b. Builder: Unknown

*B10. Significance: Theme Education Area: Castro/Eureka Valley, San Francisco
Period of Significance 1928 Property Type Educational/Institutional Applicable Criteria A, C
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

The Everett Junior High School was built in 1928 by the City Architect, John Reid, Jr., as a part of a citywide school-building effort aimed to accommodate the rapidly growing population of San Francisco. The 1920s has been called San Francisco's "Golden Age" of school building. A forty-five percent growth in school enrollment in the 1920s, an aging stock of educational buildings, and a newly introduced junior high school curriculum required a dramatic expansion of school facilities for all of San Francisco's neighborhoods. In response, the Board of Education began a major construction campaign headed by the City Architect, John Reid, Jr., involving many of San Francisco's celebrated architects. A total of forty-nine schools were built between 1920 and 1929, approximately half of which were designed by John Reid, Jr. Many of the new schools either replaced temporary schools erected after the 1906 Earthquake, or old school buildings dating from the last quarter of the nineteenth century. John Reid built the Everett School in a Spanish Colonial Revival Style with particularly colorful and expressive architectural detail.

The building retains integrity of location, setting, and use, continuing to serve the surrounding residential neighborhood as a public school. The school retains integrity of design, materials, workmanship and feeling. The building is in good condition and maintains original exterior form and features. It is likely that the original windows have been replaced, but historic photographs (continuation)

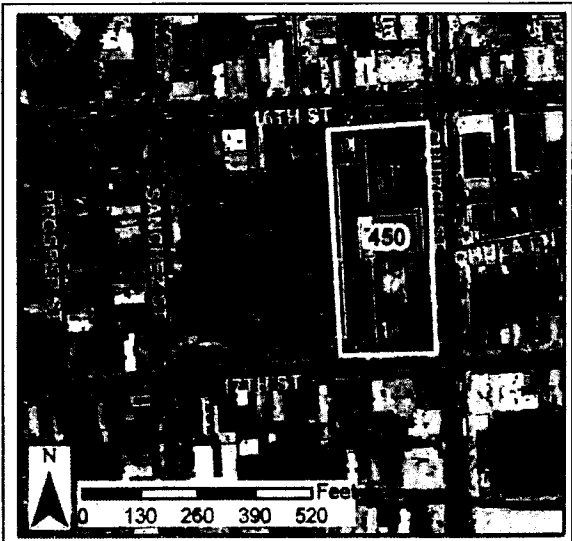
B11. Additional Resource Attributes: (List attributes and codes) _____

*B12. References:
1889, 1915, 1950 Sanborn Maps
Current satellite view of site
Andreini, Don. "Civic Architecture: San Francisco Public Schools,"
Heritage Newsletter (September 1988).
(continued)

B13. Remarks: Market & Octavia Survey

*B14. Evaluator: Anna Lakovitch, Caitlin Harvey; Page & Turnbull
*Date of Evaluation: April 2007

(This space reserved for official comments.)



Page 6 of 7

*Resource Name or # (Assigned by recorder) 450 Church Street

*Recorded by: Page & Turnbull

*Date April 2007

Continuation Update

B6. Construction History (continuation)

After the neighboring Sanchez School was built in 1926, City Architect, John Reid, Jr., built Everett Junior High School in 1928. A 1972 San Francisco education survey notes that the Everett School had not been expanded since its construction, and since that time, except for the presence of new windows throughout (designs sympathetic to the original windows) and a non-intrusive all-access ramp on the south side of the Church Street facade, there is no evidence that the building has been expanded or significantly changed. The present building has served the community as a school since its construction.

B10. Significance (continued)

reveal that the design of the current windows and glazed, double-leaf doors at the front entrance (described in section P3a) closely replicate the design of the original features. A non-intrusive all-access ramp has been added to the south side of the Church Street facade, but this addition does not detract or distract from the overall design and integrity of the building.

The Everett School is eligible for the California Register under Criterion 1, the National Register under Criterion A, and local landmark designation for historical association with events that have made a significant contribution to the broad pattern of San Francisco history. The Everett School was a part of a greater pattern of school building in San Francisco as a result of the city's development, and is significant as an example of this trend in the expansion of San Francisco's population and public education system. For San Franciscans during this period, neighborhood schools were a great source of civic pride. The quality and design of the new schools were considered to be the very best in the United States, providing spacious, healthy, and attractive learning environments for pupils, and reflecting the city's commitment to create distinctive, innovative, and enduring architecture to house its educational system.

Additionally, the Everett School was a result of historic developments in academic curricula. Junior high schools were a new, intermediary step between grammar school and high school or vocational school for students. The idea of including junior high schools in the San Francisco system was first explored in 1913 with the transformation of grammar schools into "intermediate" schools, but even with further adjustments in 1922, the adapted facilities could not accommodate a true junior high school curriculum, and the Board of Education approved plans to replace inadequate buildings and also build new junior high schools in the city. The Everett facility is one of the first four official junior high schools built in San Francisco.

The school building is eligible for the California Register under Criterion 3, the National Register under Criterion C, and for local landmark designation because it represents the work of a master. Architect John Reid, Jr., was a significant participant in the architectural development of San Francisco in the first part of the twentieth century, both for the buildings he personally designed and also for his part in design decisions for major civic projects. Reid was a San Francisco native and studied architecture at the University of California at Berkeley, and then the Ecole des Beaux Arts in Paris. Reid served San Francisco as Municipal Consulting Architect with fellow architects, John Galen Howard and Frederick H. Meyer, between 1912-1918. The three architects are jointly credited with the design of the Exposition Auditorium (1914), which opened in time for the 1915 Panama-Pacific International Exposition and was later renamed Civic Center Auditorium (now the Bill Graham Civic Auditorium). The Auditorium is a key structure in the San Francisco Civic Center historic district. Between 1912 and 1916, Reid's projects for the city of San Francisco were not confined to the Civic Center but included three police stations in Potrero Hill, North Beach, and the Richmond; the Potrero emergency hospital; four fire stations; and the Noe Valley Library. Reid served as City Architect from 1919-1927, and headed the school building campaign, designing nearly half of the 49 new schools built in the 1920s. In 1922 Reid was a member of the architectural advisory committee of the San Francisco War Memorial Complex. Chaired by Bernard Maybeck, the committee also included Willis Polk, John Galen Howard, Ernest Coxhead, G. Albert Lansburgh, Frederick H. Meyer, and Arthur Brown, Jr. The 1920s school building effort was a major phase of Reid's architectural career, and the Everett School is a distinctive example of this aspect of Reid's work.

Everett School is also eligible for the California Register under Criterion 3, the National Register under Criterion C, and local landmark designation as a property that embodies the distinctive characteristics of a type or period. Reid's school design incorporates architectural details that make it a significant example of Spanish Colonial Revival institutional architecture in San Francisco. This style, which incorporates design ideas from historic missions and churches in California and Mexico with those found on structures in Spain, gained widespread popularity after it was introduced as part of Bertrand G. Goodhue's plan for the 1915 Panama-California Exposition held in San Diego, California. A combination of architectural details establishes the Spanish- and Moorish-inspired design for the Everett School: a dramatic arcade supported by grand Corinthian columns at the main entrance; a vibrant pattern of wall tiles surrounding the front doors; red clay tile roofing; saw-tooth friezes; and modillion cornices. Among school buildings of the period in San Francisco, the design of the Everett School building has been particularly noted for high quality of overall design and remarkable visual appeal.

Page 7 of 7

*Resource Name or # (Assigned by recorder) 450 Church Street

*Recorded by: Page & Turnbull

*Date April 2007

Continuation Update

The airy passageways, central courtyards and sunny plazas of Spanish Colonial Revival architecture also blended well with new ideas about educational facilities. As San Francisco Planning Department employee, Matt Weintraub, notes in his DPR 523A form for nearby Mission High School:

During the early part of the 20th century, San Francisco made programmatic changes to improve the quality of learning settings for its students, as occurred in communities throughout California. This programmatic shift emphasized physical activities, fresh air, and light-filled environments. It encouraged the separation of school functions within a large yet compact compound, the use of interior atriums and large windows for natural light and fresh air, and the incorporation of regional architectural styles using modern materials. These changes received widespread acceptance in San Francisco by the early 1920s.

The status code of 3B assigned to this property means that it appears eligible for the National Register both individually and as a contributor to a National Register District—the potential Sanchez Elementary School/ Everett Junior High School/ Mission High School Historic District. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

B12. References (continued)

Corlett and Spackman. *Thirty-One Old Schools Update* (San Francisco: 1970/72).

SF USD Records Collection, SFPL History Room, Box 54, folder 9.

VerPlanck, Christopher. "Samuel Gompers Trade School" (San Francisco: Page & Turnbull, 2003).

Weintraub, Matt. DPR 523A form for Mission High School. On file with the San Francisco Planning Department. 2006.

Wilson, Richard Guy. "California Classicist." *Progressive Architecture* 64, no. 12 (1983):

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

 **DRAFT**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name Four Fifty Sutter Building

Other names/site number 450 Sutter Building; Medical-Dental Building; Four Fifty Building

2. Location

street & number 450 Sutter Street not for publication

city of town San Francisco vicinity

State California code CA county San Francisco code 075 zip code 94108

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant ___ nationally ___ statewide ___ locally. (___ See continuation sheet for additional comments.)

Signature of certifying official/Deputy SHPO

Date

State or Federal agency and bureau

In my opinion, the property ___ meets ___ does not meet the National Register criteria. (___ See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby, certify that this property is:

___ entered in the National Register ___ See continuation sheet	_____	Signature of the Keeper	_____	Date of Action
___ determined eligible for the National Register ___ See continuation sheet	_____			
___ determined not eligible for the National Register	_____			
___ removed from the National Register	_____			
___ other (explain:)	_____			

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public - Local
- public - State
- public - Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Non-Contributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

-0-

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE – Business – Office Building
HEALTH CARE – Medical Business/Office

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE – Business – Office Building
HEALTH CARE – Medical Business/Office

7. Description

Architectural Classification
(Enter categories from instructions)

MODERN MOVEMENT – Art Deco

Materials
(Enter categories from instructions)

foundation: Concrete

walls: Terra Cotta

roof: Asphalt

other:

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1929

Significant Dates

1929

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Timothy L. Pflueger

Criteria Considerations

(Mark "x" in all the boxes that apply)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets)

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- Designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: San Francisco Public Library

Four Fifty Sutter Building
Name of Property

San Francisco, California
County and State

10. Geographical Data

Acreage of Property 0.61 acre (23,687 SF)

UTM References

(Place additional UTM references on a continuation sheet)

1 10 0552140 4182629
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title John M. Tess, President
organization Heritage Consulting Group date March 27, 2008
street & number 1120 NW Northrup Street telephone 503-228-0272
city or town Portland state OR zip code 97209

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.
A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs: Representative **black and white photographs** of the property.

Additional items: (Check with the SHPO or FPO for any additional items)

Property Owner

name Jordan Schnitzer, Harsch Investment Realty, LLC, Series A
street & number 1121 SW Salmon Street, Suite 500 telephone 503-242-2900
city or town Portland state OR zip code 97205

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

The 26-story Four Fifty Sutter Building is located at 450 Sutter Street in San Francisco. Specifically, the building is located on Lot 6 of Block 285 in the City and County of San Francisco, California. The building was designed by Timothy L. Pflueger for the architectural firm of Miller & Pflueger as a medical office building, opening in October, 1929. It has functioned in that use since opening.

Setting: The building is located a block north of Union Square in downtown San Francisco. The surrounding area is densely urban and has a variety of uses ranging from hotels, specialty retail, restaurant and residential.

Block 285 is a standard downtown San Francisco block. It is bounded by Sutter Street on the south, Bush Street on the north, Stockton on the east, and Powell on the west. It has three alleyways, two south off Bush – including Burritt Street that connects to the Allison – and one west off Powell. The block slopes steeply (approximately 45 degrees) up from Sutter to Bush, and less so (perhaps 15 degrees) from Powell to Stockton.

The block has 14 buildings. These are a high density mix of ages, size, style and uses, generally reflective of the surrounding area. Most of the buildings date between 1907 and 1913 and range in height between 4 and 10 stories. Four Fifty Sutter faces south onto Sutter on an interior lot. Adjacent to the east at 420 Sutter is a low-rise 1909 retail building. Adjacent to the west at 480 Sutter is the high rise Crowne Plaza hotel.

Site: Four Fifty Sutter is located on a 23,687 square foot parcel. It is rectangular in shape though the north (rear) boundary is irregular where meeting with the alley, extending slightly further on the east half. The building is built to the lot line at the south with no character-defining landscape features. The east and west walls are party walls. At the north (rear), the building has a loading dock and access to the parking structure that opens onto the Chelsea Place alleyway.

Structure: The building has three structural elements. The rear half of the lot contains a 7 story reinforced concrete parking structure that is generally built to the lot lines on the north, east and west. The south half of the lot, fronting onto Sutter, has a steel frame structure, also built to the lot lines. Above the 7th floor, the building is steel frame with concrete infill. Typical floor slab-to-slab ceiling heights are 11 feet.

Exterior: In form, Four Fifty Sutter consist of two parts: The first is a 7-story box built to the lot lines. On top of the box is a 19 story "T" shaped building with the length of the "T" running along a center north-south axis and the cross running east-west fronting onto Sutter. The exterior facades are similar in form. The building is vertically defined by repeated bays of slight "V" shaped windows separated from floor to floor by Mayan-decorated terra cotta spandrels shaped to match the windows;

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

alternating between each window is a lighter beige colored terra cotta pier running from the ground to the roof.

The south façade ground floor houses retail with terra cotta bases, cast metal frames and plate glass windows. At the center is a dramatic four story slightly recessed entry with Mayan-decorated grillwork covering windows; at the base of the entry is an uplifted metal marquee. At these levels, the windows are flush with the plane of the façade. Stylized Mayan hieroglyphics are carved into the terra cotta and are featured in cast metal window frames. Windows are similar throughout, casement style, metal and paired; at the corners, they are grouped into bays.

Interior: Four Fifty Sutter has 26 floors with approximately 268,587 leaseable square feet. Developed as a speculative office building for medical and dental offices, it has ground floor retail spaces flanking a central monumental entry. The most dramatic space is the lobby – a powerful architectural statement of marble and metal, crafted with Mayan designs and hieroglyphics to create a unique vaulted two-story space.

On floors 2 through 7, the building typically consists of a split-level parking garage at the north half that wraps around the elevator lobby and a single open floor along the south fronting onto Sutter. Above the 7th floor, the building typically has a double loaded “T” floor plate with the top of the “T” at the south, running east and west parallel to Sutter. Along the north-south stem, at the juncture with the top, is the elevator lobby with two facing sets of four elevators. Elevator lobbies are consistent from floor to floor with brown variegated marble walls with black marble baseboards, painted metal elevator frames and doors, plaster ceiling with a simple rectilinear cornice and wall-to-wall carpet. Light fixtures are modern and vary from floor to floor. Fire stairs are located behind the elevators on the east and west, with access from the top of the “T”. Toilets are located to the north of each stairwell, with access off the stair landing.

As speculative office space, floor plates and finishes have changed over time to meet the requirements of tenant leases. Some corridors have been slightly truncated. Corridors typically continued the finishes of the elevator lobby without the marble. Walls are gypsum board. Corridor floors are concrete with wall-to-wall carpet. Ceilings are plaster with a simple cornice. Office doorways have been inserted and removed. Doorways are typically metal frame with assorted doors from full glass in painted wood frame to modern hollow metal or wood. Demising walls between offices also have been inserted and removed based on tenant requirements and preferences; these are gypsum board. Ceilings are typically acoustical drop tile. Tenant floors are carpet over concrete. Office finishes are typically modern.

Alterations: On the exterior and interior public spaces (lobby, elevator, elevator lobbies), Four Fifty Sutter is largely intact. As noted, some hallways have been truncated based on leases. Leased

Four Fifty Sutter Building

Name of Property

San Francisco, California

County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

interiors on all floors have been modernized over the years with new demising walls and finishes. The most significant change in recent history is the replacement of windows; the replacement window is a near match in form but of aluminum frame rather than steel. The new window has been reviewed and approved by the City of San Francisco, the California Office of Historic Preservation and the National Park Service.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

Four Fifty Sutter Building is located at 450 Sutter Street in downtown San Francisco, California. The building may be categorized as MODERN MOVEMENT – Art Deco Style of architecture. It is eligible for listing in the National Register under Criterion “C” as a masterwork of noted San Francisco architect Timothy L. Pflueger. The building has been previously evaluated on several occasions, each supporting this determination. This includes a December 21, 1998 letter from the then acting State Historic Preservation Office, supported by a State Historic Resource Inventory, a determination by the Federal Communications Commission at the same time, and a more recent, 2005, SHPO/NPS Part 1 – Determination of Eligibility. As noted in the survey, “[Four Fifty] remains of the city’s most architecturally important commercial structures.”

History of the Building

Four Fifty Sutter, San Francisco's newest skyscraper, which towers to an imposing twenty-six story height above Sutter Street, opens today. The opening marks the completion of what is without a doubt the world's most modern building devoted to the sole occupancy of dentists and physicians and closely affiliated activities.

(San Francisco Chronicle, October 15, 1929)

It is undoubtedly destined to influence the development of architecture not only on the Pacific Coast, but throughout the country, and perhaps the whole world when, if ever, the whole world builds as we do.

(Bernard Cahill, The Architect & Engineer, April, 1930)

With changes in real estate financing and construction technology, the 1920s was a boom era for real estate development nationwide. In particular was the rise of special use buildings, be it a movie theater, social hall, retail building or specialty office structure. Development in San Francisco reflected this pattern, with the addition of numerous new high rise structures. Examples include 225 Bush Street (1922), Pacific Telephone and Telegraph Building (1925), Russ Building (1927), Sir Francis Drake Hotel (1928) and the Shell Building (1929). Much of this development occurred around Union Square which served as the City’s retail core with buildings such as the City of Paris and O’Conner Moffatt, and the St. Francis Hotel.

It was in this era that a Santa Cruz dentist by the name of Francis E. Morgan, Jr. met with architect Timothy Pflueger of Miller & Pflueger. They talked about developing a medical office building in downtown San Francisco. Without formal training (or as some would say, because of this), Pflueger was a rising star in the city’s architectural circles. Predominately a theater designer in the first part of the decade, he established himself at the city’s design forefront by receiving the commission to

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 5

design the Pacific Telephone and Telegraph Building in 1923. Morgan's proposed new building would be the second largest in the city – second only to Pflueger's PT&T building.¹

The site, an interior parcel, was approximately a half-acre of vacant land. It had been the site of Temple Emmanu-el. The temple was the wealthier of two original Jewish congregations, representing German-born Jews in early San Francisco. Built in 1864, the temple was considered by many to be one of the most beautiful buildings in the city until its collapse in the 1906 earthquake. The land was cleared and the site left undeveloped through the 1910s and most of the 1920s.²

Morgan, in the guise of the Four Fifty Sutter Corporation, secured the land and in May, 1928, the new building was announced. As designed, it was to be dedicated specifically to the needs of the medical and dental professions, and in working up plans, considerable time was spent in conversation with doctors and dentists.³

Opening on October 15, 1929, the 26-story steel frame with terra cotta sheathing building took less than a year and a half to construct. The general contractor was Lindgren & Swinerton, while the terra cotta was provided by Hock & Hoffmeyer. By the time of its completion, Four Fifty Sutter had consumed 5000 tons of Bethlehem steel and with over 2,500 windows was the largest plate glass installation in the west.⁴

Adorned with Mayan hieroglyphics, the building blended dramatic design in the facades and first floor lobby with functionality and flexibility on the interior. The rear of the building features a 7-story, 450-car parking garage, accessed primarily by a ramp at the east off Sutter Street but with additional access from the rear off the rear alley. Floors 2-7 at the south with party walls to adjacent structures and limited natural light, were designed for medical supply operators with a single loft space per floor. Floors 8 and above featured a "T" hallway with a central elevator lobby and flexible space off the corridors. Office spaces were only finished out at the direction of the tenant. The design called for "V" shaped windows to maximize natural light and the building featured innovations as a water de-aerating machine that would be attractive to doctors. The first floor housed retail spaces fronting onto Sutter, with three spaces to the east of the entrance, two to the west and three interior retail spaces. Retailers included a florist, barbershop, cigar store, drug store and garage waiting room. Certainly,

¹ Pflueger, Milton T., *Time and Tim Remembered* (San Francisco, CA: Pflueger Architects, 1975), passim; *Four-Fifty Sutter, 1929-39*. (San Francisco, CA: Taylor & Taylor, n.d.), passim.

² www.shapingsf.ctyme.com

³ Pflueger, Milton T., *Time and Tim Remembered* (San Francisco, CA: Pflueger Architects, 1975), passim; *Four-Fifty Sutter, 1929-39*. (San Francisco, CA: Taylor & Taylor, n.d.), passim.

⁴ San Francisco Chronicle, October 15, 1929, p. 28.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

the most dramatic space was the lobby – composed of marble and cast metal, crafted with Mayan designs and hieroglyphics.⁵

Upon opening, the building was 75% leased. Among the tenants was the California Medical Association. At full capacity, it housed 286 doctor and 200 dentists—approximately 20% of the City's total—with reportedly 18,000 people going in and out daily. The entire complex, including land, cost \$5 million of which \$1.5 million was for the parking garage.⁶

For over a quarter of a century, Four Fifty Sutter remained one of San Francisco's five tallest buildings. In 1953, it was sold by the owners to Max Abell, a Chicago real estate investor for \$6,500,000; at the time, it was the largest single real estate transaction in the city's history.⁷ The current owners acquired the building in 1962. The building continues as predominately an office for medical-related offices.

Timothy L. Pflueger, Miller & Pflueger

Timothy L. Pflueger . . . worked himself up from office boy to become the biggest downtown building architect in San Francisco.

(San Francisco Chronicle, November 21, 1946)

The son of a close-knit German immigrant family, Timothy Pflueger was born in San Francisco on September 26, 1892. His mother, Otilie Quandt, and father, August, immigrated to the United States separately in the 19th century. They met in Los Angeles, married in 1890 and shortly thereafter moved to San Francisco. They settled in a house at 1050 Guerrero Street, where Timothy was born and lived his entire life. His father was a merchant tailor with his shop on the ground floor. Timothy Ludwig Pflueger was the second of seven boys.⁸

All of the children worked at an early age to support the household and Timothy was no exception. At the age of 11, he started work at a picture framing shop. While in high school, at the age of 15, he apprenticed at the architecture firm of Miller & Colmesnil, starting as an office boy. Pflueger eventually forsook education for work and dropped out of high school. In lieu, he joined the San Francisco Architectural Club, formed to provide education and social activities for aspiring architects who could not afford college; Pflueger remained a member with enthusiasm. In 1910, Miller &

⁵ Ibid.

⁶ Ibid.

⁷ San Francisco Chronicle, August 33, 1953, p. 11.

⁸ Pflueger, Milton T., *Time and Tim Remembered* (San Francisco, CA: Pflueger Architects, 1975), passim; Withey, Henry F. AIA and Withey, Elsie Rathburn, *Biographical Dictionary of American Architecture* (deceased) (Los Angeles, CA: Hennessey & Ingalls, 1970), p. 470-71.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 7

Colmesnil appointed the now 18-year-old Pflueger draftsman. Less than two years later, in 1912, Pflueger design his first project, Our Lady of the Wayside in Portola Valley south of San Francisco. The "country church", today a California Landmark, is a successful if restrained Mission Revival design. At this same time, the firm's major project was the expansion of the Pacific Coast headquarters of the Metropolitan Life Insurance Company, a full-block "Temple of Commerce" neo-classical landmark originally designed by Napoleon Le Brun & Sons of New York. The original building was built to house the life insurer for a decade, but had to be expanded only five years after it opened. Miller and Colmesnil bid \$127,000 and won the contract to design two symmetrical wings with balconies. The wings were constructed in conjunction with the Stockton Tunnel, which links Union Square to Chinatown. The 28-foot wide wings, opened in 1914, more than doubled Metropolitan Life's office space.⁹

Miller & Colmesnil dissolved their partnership in 1913, with Pflueger remaining a draftsman with Miller. During World War I, the twenty-six year old architect worked as a civilian with the Army Corps of Engineers. His work there concentrated on designing training facilities in Washington, D.C. and Puerto Rico.¹⁰

Following the war, Pflueger returned to San Francisco and rejoined the now J. R. Miller firm as chief draftsman. One of first projects was yet further expansion of the MetLife Building, adding another 140 feet from Stockton Street to California Street. It was at this time that Pflueger worked with noted sculptor Haig Patigian and gained an appreciation for the integration of art and architecture – a hallmark of Pflueger's later works. At the same time, Pflueger was named President of the San Francisco Architectural Club.

The beginning of the 1920s were active for the Miller firm, with commissions that included Jefferson School, a Dodge Showroom, a firehouse in Redwood City as well as a number of smaller offices and residents. In this era, Pflueger worked largely in the classical palette but also began to expand his design repertoire. His first opportunity break the mold so to speak came in the spring of 1920, when a trio of brothers, William, Elias and George Nassar, came to see Pflueger about designing a \$300,000 movie theater in their Eureka Valley neighborhood. It was at this time, June of 1920, that Pflueger passed his architectural licensing exam and became a full-fledged architect. With this, Miller advised him to work on the Nasser theater alone. In the resulting design, Pflueger offered a dramatic and ornate Spanish Baroque. As their theater business grew, the Nasser Brothers both called on Pflueger again and recommended him to their friends in the movie theater business. In time, Pflueger designed a dozen theater the Alhambra, Tulare, Chico and Oroville, working in the Moorish, Egyptian and Moderne idioms.¹¹

⁹ Ibid.

¹⁰ Ibid.

¹¹ Ibid.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 8

In 1923, Miller named Pflueger partner and renamed the firm Miller & Pflueger. That summer, the firm went after one of the most hotly contested jobs in San Francisco: designing a corporate headquarter high rise for the Pacific Telephone and Telegraph Company. The building was to house two thousand employees for the wholly owned AT&T subsidiary. PT&T's President George McFarland interviewed principals in five architectural firms; with the recommendation of his chief building engineer, he select Miller & Pflueger. It was considered at the time an audacious gamble by PTT and represented Miller & Pflueger's biggest commission to date.

In developing the design, Pflueger initially experimented with Gothic styles, using conventional cathedral-like arches and spires. But he came across a sketch by Finish architect Eliel Saarinen for the Chicago Tribune Building. The Chicago newspaper had organized a competition for the "most beautiful and eye-catching building in the world". Saarinen produced a design of unrelieved verticality creating a soaring, aspiring form. Ironically, the Tribune awarded the project to a gothic-inspired design while Saarinen received the second prize.¹²

With the Saarinen sketch in his mind, Pflueger spent a weekend at Fallen Leaf Lake near Tahoe mulling over his problem. There, in the mountains, Pflueger envisioned a design that embodied the powerful vertical lines of Saarinen's tower and the clean, uncluttered strength and light reflecting textures of the Sierra granite. In July, 1924, Miller & Pflueger unveiled the design for what would be the tallest building in San Francisco – a \$3 million 26-story skyscraper. The resulting 435 foot tall Telephone Building, \$4 million in construction, was completed in 1925, the first architecturally modern skyscraper in San Francisco, embraced as "A Prayer to Stone and Steel".¹³

It was shortly thereafter, that dentist Morgan approached Pflueger about the medical office building: "A building exclusively for physicians, dentists and affiliated activities . . . with garage facilities for up to 1000 cars." In this design, according to his brother,

*Tim made his greatest contribution to the San Francisco skyline. With 450 Sutter the exhilaration that comes with sure awareness, insight and creativity bursts forth in every aspect . . . there is a strength and beauty unequalled in the previous eclectic work of the affluent '20s, here in San Francisco, or for that matter, in our county . . . it remains an example of architecture at its finest.*¹⁴

In his design for Four Fifty Sutter, Pflueger delivered an architectural triumph. He exploited the steel frame to create a unique building using setbacks, massing and decorations to emphasize the vertical.

¹² Ibid.

¹³ Ibid.

¹⁴ Pflueger, Milton T., Time and Tim Remembered (San Francisco, CA: Pflueger Architects, 1975), p. 11

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 9

The exterior was a contrast of textures with bands of glass alternating with the sculptured Mayan designed panels and lighter colored piers extending from the street to the roof. The storefront level is decorated in terra cotta, marble and cast metal detailed with Mayan hieroglyphics flank a four story terra cotta and cast metal entry. The lobby, considered by some one of the greatest office lobbies in America, is 18 feet wide and two stories tall is finished in marble with elaborate Mayan hieroglyphic decorations crafted in marble, steel, glass, aluminum, bronze and silver with patterns picked out in red.

All the while, the upper floors serve efficiently as flexible office space arranged around double loaded corridors centered off distinctive, yet functional elevator lobbies. The front portion of the first seven floors is devoted to retail store and loft space, the latter intended to the accommodation of medical supply houses. All spaces above the seventh floor are devoted to physicians, dentist suites and clinical and work laboratories. All suites were initially built to the order of tenants, at the time a rather innovative quality. At the rear was a ramp-style split floor parking garage that incorporates both an elevator and man lift. It was estimated that a car might be delivered to the entrance within one minute.

When finished, Four Fifty Sutter marked the end of an era. Completed in October, 1929, the building opened just as the New York stock market crashed. It was the last major downtown building in San Francisco for nearly a quarter of a century.

As designs for Four Fifty Sutter evolved, Pflueger was also working on the 12-story San Francisco Stock Exchange Building at 155 Sansome Street. The building opened in 1930 and housed the offices of the brokers who worked the floor. Believing that great art should be an integral part of great architecture, Pflueger, one of California's earliest architects to incorporate Classic European Modernism into his work, commissioned a number of the era's most renowned artists and craftsmen to work on the project. The Pacific Stock Exchange Lunch Club is considered one of the best interiors in the Art Deco style in San Francisco, and among the best in California.¹⁵

Pflueger's success in the 1920s, both with interiors and exteriors, led the Paramount-Publix Theater, one of the great studio-theater chains that dominated the industry, to hire the architect for the Paramount Theater in Oakland. Financial pressure however forced Publix to sell the theater prior to its completion. It opened as the Oakland Paramount on December 16, 1931 as one of the Fox West Coast Theaters.¹⁶

¹⁵ Ibid.

¹⁶ Ibid.; www.paramounttheater.com

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 10

In the later years of Pflueger's practice his outstanding achievements included the Cocktail Lounge at the St. Francis Hotel (1939), the "Top of the Mark" at the Mark Hopkins Hotel, Science Building and Gymnasium for the San Francisco Junior College, George Washington High School (1940), Union Square Garage (1942), I. Magnin Stores in San Francisco and other cities (1945) and his last work, the Medical Center for the University of California. During the mid-1930s, he served on the 5-member Board of Architects planning the 1939 Exposition on Treasure Island and personally designed the auditorium. He was also Chairman of the Board of Consulting Architects on the San Francisco-Oakland Bridge Project.¹⁷

On November 20, 1946, Pflueger died suddenly of a heart attack at his car on Post Street after his nightly swim at the Olympic Club. He was 54. In addition to his architectural work, Pflueger was noted for his activities in the arts community, being an active patron to the art schools, a board member and officer of the San Francisco Art Association and Vice President of the San Francisco Museum of Art. In addition to the Olympic Club, he was a member of the Bohemian and Family Clubs, a Mason and a member of the Islam Temple of the Shrine.¹⁸

Comparative Analysis of Timothy Pflueger's Body of work

[The Four Fifty Sutter Building is] the best and most original of Pflueger's many contributions to Downtown San Francisco.

(The Guide to Architecture in San Francisco and Northern California)

Pflueger's greatest contribution to the city's skyline was the medical building simply known by its address – 450 Sutter.

(Harold Gilliam, San Francisco Chronicle, April 23, 1961).

Timothy Pflueger was not necessarily a prolific architect. Therese Poletti's Art Deco San Francisco: The Architecture of Timothy Pflueger identifies roughly 50 projects, including many smaller projects, dating back to Pflueger's start at an office boy at Miller & Colmesnil. These include office buildings, theaters, restaurant interiors, schools and hotels.

But what distinguishes Pflueger's work in general was his ability to create drama in his designs, while at the same time achieving the requisite functionality. He was noted for integrating art into his works, but as much this was simply a logical extension of his drive to create distinguishing places. A Pflueger building was to be experienced.

¹⁷ Withey, Henry F. AIA and Withey, Elsie Rathburn, Biographical Dictionary of American Architecture (deceased) (Los Angeles, CA: Hennessey & Ingalls, 1970), p. 470-71.

¹⁸ Ibid.; San Francisco Chronicle, November 21, 1946, p. 17; San Francisco Examiner, November 21, 1946, p. 1.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 11

It is useful to compare his three major office projects: The Pacific Telephone and Telegraph Building (PT&T), the Four Fifty Sutter Building, and the San Francisco Stock Exchange. All three stand distinct, but carry similarities suggestive of a common approach. In each, he relied on massing and scale to create a modernist sense of verticality. Yet, for Pflueger, this was not sufficient; perhaps due to his theater designs, Pflueger also created a clear dramatic entry to the office tower that then ushered the visitor into an equally dramatic building lobby that gave the visitor a sense of arrival. It is this last quality, where Pflueger marries the traditional treatment of a movie palace entry/lobby to the office tower that he was particularly unique.

The PT&T Building was Pflueger's major commission. In scale, at 26 stories, 377,000 square feet, and \$4 million, it dwarfed his previous works. The building is distinguished by a strong verticality. When first unveiled, the design was both inspired by and compared to the seminal works of Eliel Saarinen, particularly his concepts for the Tribune Tower. The Pflueger designed offered clean vertical lines complemented by light-reflecting terra cotta textures and a tapering silhouette that the architect's likened to mountain peaks. The exterior was fancifully decorated in terra cotta with the signature "bell" and arrays of "short tubes" (suggestive of the receivers of candlestick phones). The interior featured sumptuous public spaces with a lobby of polished dark marble walls, contrasting marble floor, lacquered gold leaf metal work and intricately designed ceilings. At the same time, the building was designed to accommodate PT&T's 2,000 employees and serve as the division's headquarters. While New York's Woolworth Tower has been aptly named a "Cathedral of Commerce", the PT&T was called "A shimmery, gleaming monument to Talk".

The next major project was the Four Fifty Sutter Building. In scale, it was extremely similar to PT&T. It too was 26 stories but with a slightly smaller floor plate offered relatively less square footage. Located on an interior parcel just north of the retail core, the design challenge differed from the full-block and more isolated PT&T. And while also an office building, functional also substantially differed. In PT&T, 2000 employees worked a traditional schedule with a morning and evening rush to arrive and leave. Four Fifty housed roughly 500 doctors and dentists, in mostly self-contained suites, with patient traffic calculated at 4,000 people a day in a constant ebb and flow.

In design and materials, Pflueger again embraced the verticality and the decorative opportunities offered by terra cotta. He accented the vertical lines with the use of bay windows throughout, this aided the ventilation and light of the medical offices as well. To distinguish the ground level and entry, he created a dramatic recessed doorway and a cantilevered canopy. To further create a sense of the exotic, he relied on Mayan-inspired decoration both at the ground level storefronts and in the spandrels and facing. This exotic atmosphere was further crafted in the lobby of dark variegated marble complemented by contrasting marble floor and a stunning Mayan-inspired silver leaf ceiling, silver metal fixtures and elevator doors, almost suggestive of entering a tomb. Yet after leaving the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 12

lobby, the elevators lead to a very cost-effective and flexible "T" shaped double loaded corridor that offered a high degree of flexibility in organizing medical offices as potential tenants required.

The third office project was the Pacific Stock Exchange. Here the challenge was a bit different. His clients acquired the Sub Treasury Building at Sansome and Pine. Pflueger was asked to integrate an office tower addition to the south. In scale, it is considerably less than either PT&T or Four Fifty. Ironically, the corner setting in the middle of the Financial District was perhaps the most prominent of the three. Here, he delivered a strong simple modernist high rise counterpoint to the classically detailed façade of the Sub Treasury. Pflueger envisioned the north façade of the addition rising above and forming a backdrop. At the same time, to give the addition a sense of place, Pflueger continued his use of an enlarged recessed entry capped by a monumental element. And upon entering, the lobby follows the dark dramatic palette of both PT&T and Four Fifty, but in a stunning almost stage-like assemblage.

Among his works, Four Fifty Sutter stands notably apart and above. The building was the first west coast skyscraper designed to withstand an earthquake and the first San Francisco building planned specifically for doctors and dentists. But it is the creativity and boldness of integrating Mayan elements into the building that set it apart and distinguished it, and gives a sense of drama to the public spaces. And it is the attention to subtle details of function and efficiency for the building's very specific tenants that make it work. The total impact is that of a unique and successful building. Compared to the PT&T, Four Fifty Sutter is far superior in terms of the clearly defined entry with integrated lobby. Here, Four Fifty Sutter shows Pflueger's design progression and his growth in marrying his experience with theaters with offices. Compared to the Stock Exchange, while the entry and lobby are strong, the size of the commission – 3 bays deep and half as tall – does not allow Pflueger the skyscraper statement opportunity of Four Fifty.

The strength of Four Fifty Sutter has brought recognition: In 1939, the American Federation of the Arts included the ten-year-old building in an international exhibit on one hundred distinguished buildings. In 1984, the Art Deco Society of California designed Four Fifty Sutter as an Art Deco Landmark. The following year, on October 17, 1985, it was designated a City of San Francisco Landmark. The lobby is considered by some to be one of the great office lobbies in America and the building is typically featured as one of the "must see" buildings in the City's architectural guidebooks.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 13

Timothy L. Pflueger – Chronological List of Projects¹⁹

Our Lady of the Wayside (Portola Valley, CA; 1912)
Metropolitan Life Insurance Company Addition (San Francisco, CA)
Jefferson School (San Francisco, CA; 1920)
Howard Bricknell Residence (San Francisco, CA; 1926)
Gunn Residence (San Francisco, CA; c. 1920)
Naify Residence (San Francisco, CA; 1926)
Paul Pflueger Residence (San Francisco, CA; 1926)
Family Farm Camps #104, 31, etc. (Portola Valley, CA; c. 1920)
J. E. French Dodge Showroom (San Francisco, CA; 1923)
Redwood City Firehouse (Redwood City, CA; 1921)
Castro Theater (San Francisco, CA; 1922)
Alamo School (San Francisco, CA; 1926)
Roosevelt Junior High School (San Francisco, CA; 1929)
Tulare Theater (Tulare, CA; 1927)
Alhambra Theater (San Francisco, CA; 1926)
Stock Exchange (San Francisco, CA; 1923)
Stock Exchange (San Francisco, CA 1930)
Pacific Telephone and Telegraph Building (San Francisco, CA; 1925)
State Theater (Oroville, CA; 1928)
E. R. Dimond House (Woodside, CA; 1928)
Senator Theater (Chico, CA; 1928)
Royal Theater (remodel) (San Francisco, CA; 1928)
Four Fifty Sutter (San Francisco, CA; 1929)
William Taylor Hotel (San Francisco, CA; 1930)
Family Farm Alterations (Portola Valley, CA; 1937)
Paramount Theater (Oakland, CA; 1931)
Spencer Buckbee Residence Alterations (San Francisco, CA)
Bethlehem Steel Company Building (San Francisco, CA; 1931)
El Rey Theatre (San Francisco, CA; 1931)
Alameda Theatre (Alameda, CA; 1932)
New Mission Theatre (San Francisco, CA; 1932)
New Filmore Theatre (San Francisco, CA; 1932)
Standard Oil Company of California Prototype Service Station (San Francisco, CA; 1933)
Bal Tabarin Night Club (San Francisco, CA; 1934)

¹⁹ Pflueger, Milton T., *Time and Tim Remembered* (San Francisco, CA: Pflueger Architects, 1975), p. 129-135; Therese Poletti, *Art Deco San Francisco*, p. 224-225.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 14

-
- Pacific Greyhound Corporation Shops (San Francisco, CA; 1934)
 - Cirque Lounge, Fairmount Hotel (San Francisco, CA; 1935)
 - Vollmer House (San Francisco, CA; 1935)
 - George Washington High School (San Francisco, CA; 1936)
 - Delprat House (San Francisco, CA; 1936)
 - San Francisco-Oakland Bay Bridge (San Francisco, CA; 1936)
 - Transbay Terminal (San Francisco, CA; 1938)
 - Paulson's Store Additions (San Francisco, CA; 1937)
 - Angelo J. Rossi Florist Shop (San Francisco, CA; 1939)
 - Golden Gate International Exposition (San Francisco, CA; 1939-40)
(Federal Building, California State Building, California Auditorium, Court of the Pacific)
 - Livingston Brothers Store Alterations (San Francisco, CA; 1939)
 - Patent Leather Lounge, St. Francis Hotel (San Francisco, CA; 1939)
 - Top of the Mark, Mark Hopkins Hotel (San Francisco, CA; 1939)
 - I. Magnin Store Interiors (Los Angeles, CA; 1939)
 - Abraham Lincoln High School (San Francisco, CA; 1940)
 - Mark Hopkins Hotel Annex (San Francisco, CA; 1943)
 - United States Army General Depot (Ogden, UT; 1941)
 - City College of San Francisco (San Francisco; 1940)
(Science Building, Gymnasiums, Horticulture, Athletic Field)
 - Union Square Garage and Plaza (San Francisco, CA; 1942)
 - Hunter's Point Theater (San Francisco, CA; 1945)
 - I. Magnin & Co. Store Building (Beverly Hills, CA; 1947)
 - Department of State Transmitter Buildings (Dixon and Delano, CA; 1946)
 - Associated Broadcast Studios (San Francisco, CA; 1946)
 - Office of War Information, Radio Station (San Francisco, CA; 1946)
 - U. S. War Housing (San Francisco, Vacaville, Fairfield and Albany, CA; 1946)
 - I. Magnin & Co. Store Building (Santa Barbara, CA; 1947)
 - I. Magnin & Co. Store Building at Union Square (San Francisco, CA; 1948)

Four Fifty Sutter Building
Name of Property

San Francisco, California
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 15

BIBLIOGRAPHY

Published

Cahill, B. J. S., AIA. Four-Fifty Sutter Street, The Architect & Engineer (April, 1930), pp. 35-55.

Four-Fifty Sutter, 1929-39. (San Francisco, CA: Taylor & Taylor, n.d.).

Naylor, David. Great American Movie Houses. (Washington, DC: Preservation Press, 1987).

Pflueger, Milton T. Time and Tim Remembered. (San Francisco, CA: Pflueger Architects, 1985).

Poletti, Therese. Art Deco San Francisco: The Architecture of Timothy Pflueger. (New York: Princeton, Architectural Press, 2008).

San Francisco Chronicle: October 15, 1929, November 21, 1946, November 22, 1946, August 22, 1953, April 23, 1961, November 28, 2000.

San Francisco Examiner: October 15, 1929, November 21, 1946, November 22, 1946.

Wiley, Peter Booth. National Trust Guide: San Francisco. (New York, NY: John Wiley & Sons, 2000)

Withey, Henry F., AIA and Withey, Elsie Rathburn. Biographical Dictionary of American Architects (deceased). (Los Angeles, CA: Hennessey & Ingalls 1970).

Other Sources

Heritage Consulting Group research files

Sanborn Fire Insurance Maps for San Francisco, California

San Francisco Public Library, San Francisco History Center, Vertical Files

Four Fifty Sutter Building

Name of Property

San Francisco, California

County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 16

Websites:

www.450sutter.com

www.archivesandarchitecture.com

www.artdecosociety.org

www.atos.org

www.cityclubsf.com

www.emporis.com

www.page-turnbull.com

www.paramounttheater.org

www.sf-gate.com

www.shapingsf.ctyme.com

www.sirfrancisdrake.com

Four Fifty Sutter Building

Name of Property

San Francisco, California

County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 17

VERBAL BOUNDARY DESCRIPTION

The Four Fifty Sutter Building is located on Lot 6 of Block 285 in the City and County of San Francisco, California.

BOUNDARY JUSTIFICATION

The boundary is the original and legally recorded boundary lines for the property for which National Register status is being requested.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Photographs _____ Page 19

PHOTOGRAPHS

Address: Four Fifty Sutter Building
450 Sutter Street
San Francisco Co., San Francisco, CA 94108

Photographer: Heritage Consulting Group
1120 NW Northrup Street, Portland, OR 97209

Date: August, 2005 (marked with *); March, 2008

Ink and Paper: Photographs printed on Epson Premium Glossy Paper with Epson Ultra
Chrome K3 Pigmented Inks

Location of Negatives: Digital images in possession of preparer

- 1 of 27* Exterior View, Looking Northeast from the Southwest at Primary Facade
- 2 of 27* Exterior View, Looking North from the South at Primary Facade
- 3 of 27* Exterior View, Looking North from the South at Primary Façade Terra Cotta
Mayan Detail
- 4 of 27* Exterior View, Looking Northwest from the Southeast at Primary Facade
- 5 of 27* Exterior View, Looking West from the East at East Facade
- 6 of 27 Exterior View, Looking West from the East at East Façade
- 7 of 27 Exterior View, Looking West from the East at East Façade Lower Floors
- 8 of 27 Exterior View, Looking Southwest from the Northeast at North and East Facades
- 9 of 27 Exterior View, Looking South from the North at North Facade
- 10 of 27 Exterior View, Looking Southeast from the Northwest at North and West Facades
- 11 of 27 Exterior View, Looking East from the West at West Facade
- 12 of 27* Exterior View, Looking North from South at Main Entry at Primary Facade
- 13 of 27* Exterior View, Looking North from South at Storefronts at Primary Facade
- 14 of 27 Exterior View, Looking North from South at Main Entry at Primary Facade
- 15 of 27 Exterior Detail, Looking North from South at Mayan Details at Storefront at
Primary Facade
- 16 of 27 Exterior Detail, Looking North from South at Mayan Details at Storefront at
Primary Facade
- 17 of 27 Interior View, First Floor Lobby, Looking North from South
- 18 of 27 Interior View, First Floor Lobby, Looking South from North
- 19 of 27 Interior View, First Floor Lobby, Looking West from East at Elevator Door
- 20 of 27 Interior View, First Floor Lobby, Looking South from North at Ceiling
- 21 of 27 Interior View, First Floor Lobby, Looking East from West at Corridor to Parking
Garage

Four Fifty Sutter Building
Name of Property

San Francisco, California
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

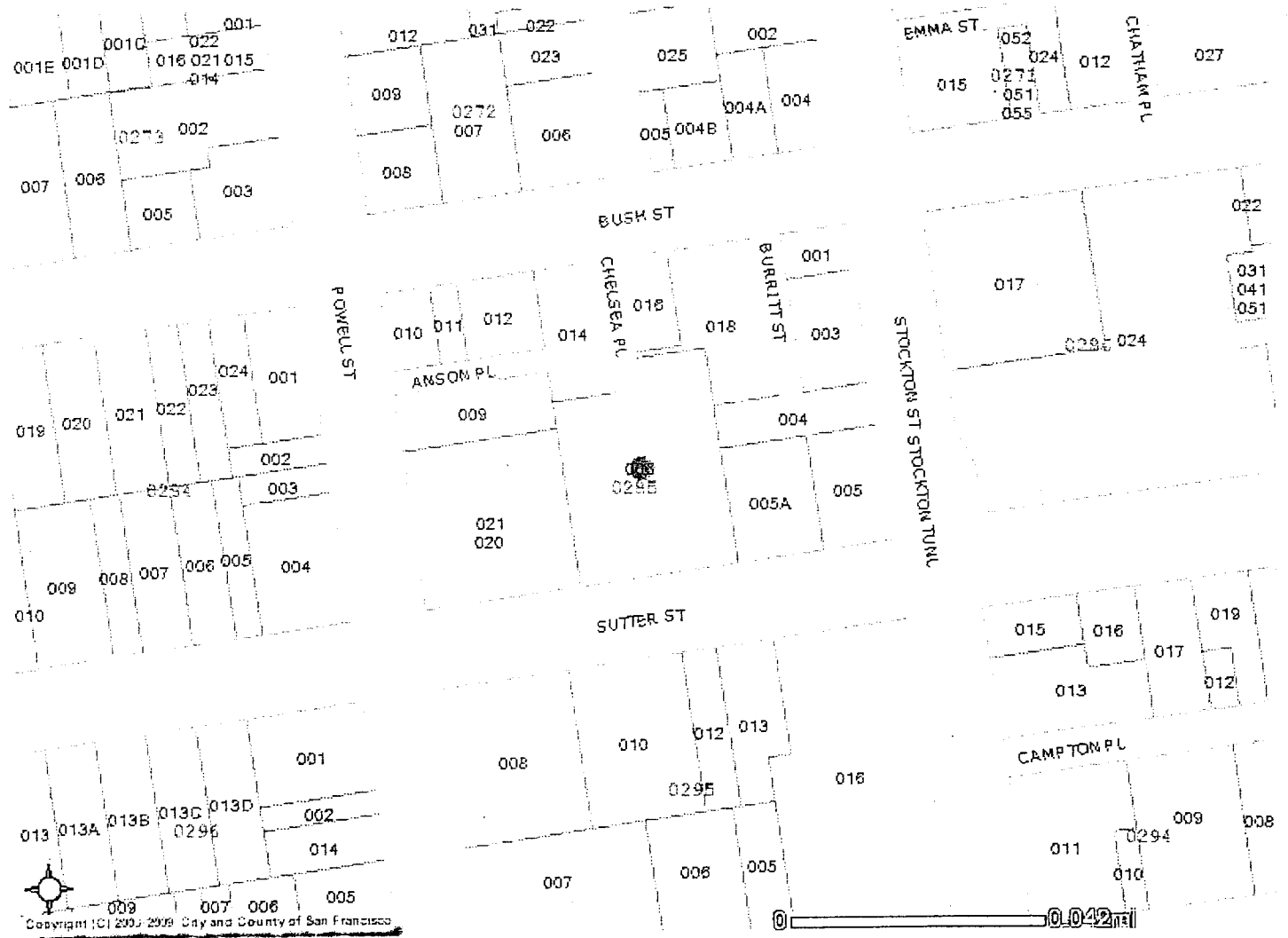
Section number _____ Photographs _____ Page 20

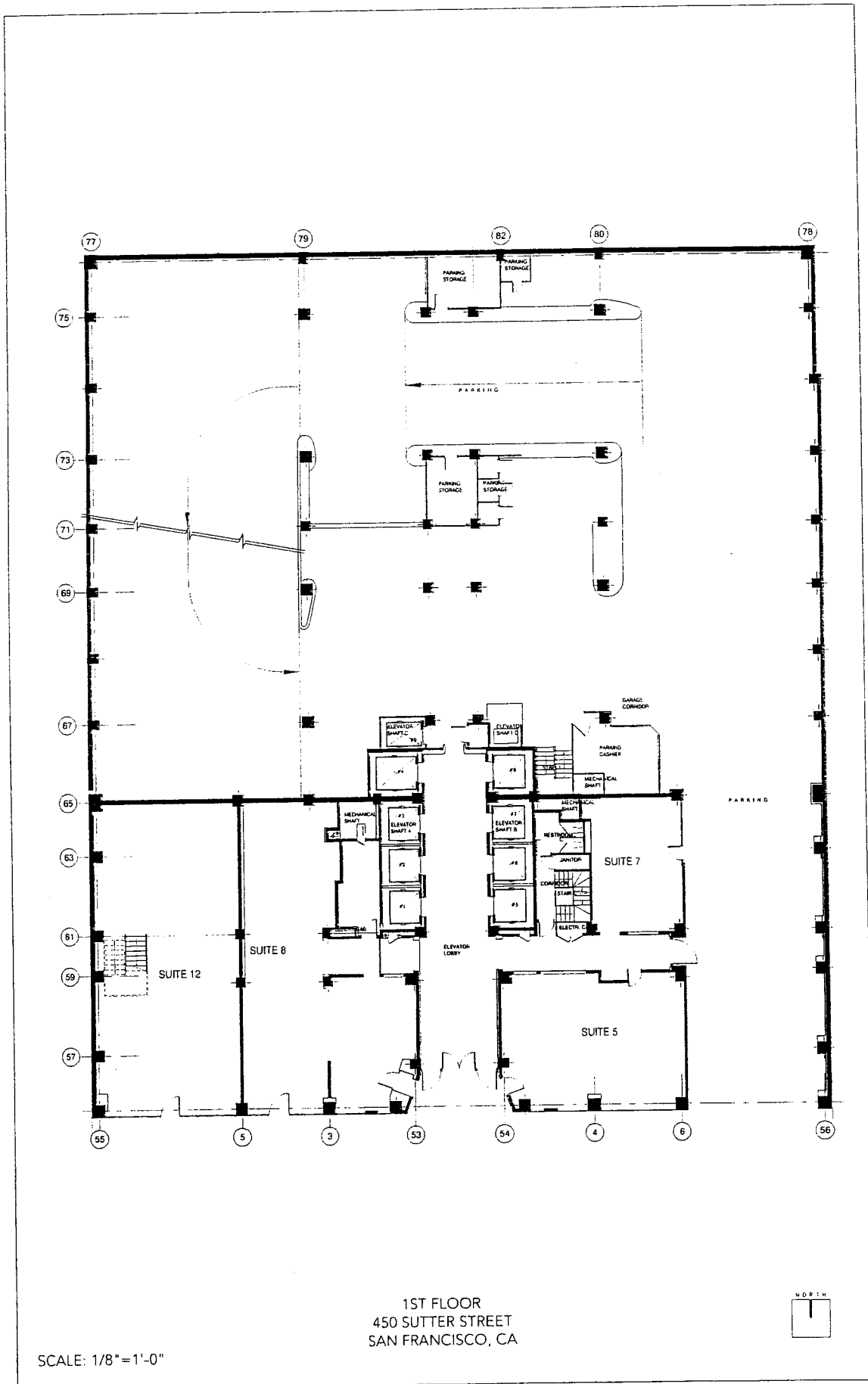
- | | |
|----------|---|
| 22 of 27 | Interior View, 4 th Floor Elevator Lobby, Looking North from South – Typical of Elevator Lobbies on Floors 2-7 |
| 23 of 27 | Interior View, 10 th Floor Elevator Lobby, Looking North from South – Typical of Elevator Lobbies above 7 |
| 24 of 27 | Interior View, 10 th Floor North-South Corridor, Looking S - Typical |
| 25 of 27 | Interior View, 10 th Floor, East-West Corridor, Looking West from Center - Typical |

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number Tax Map Page 21

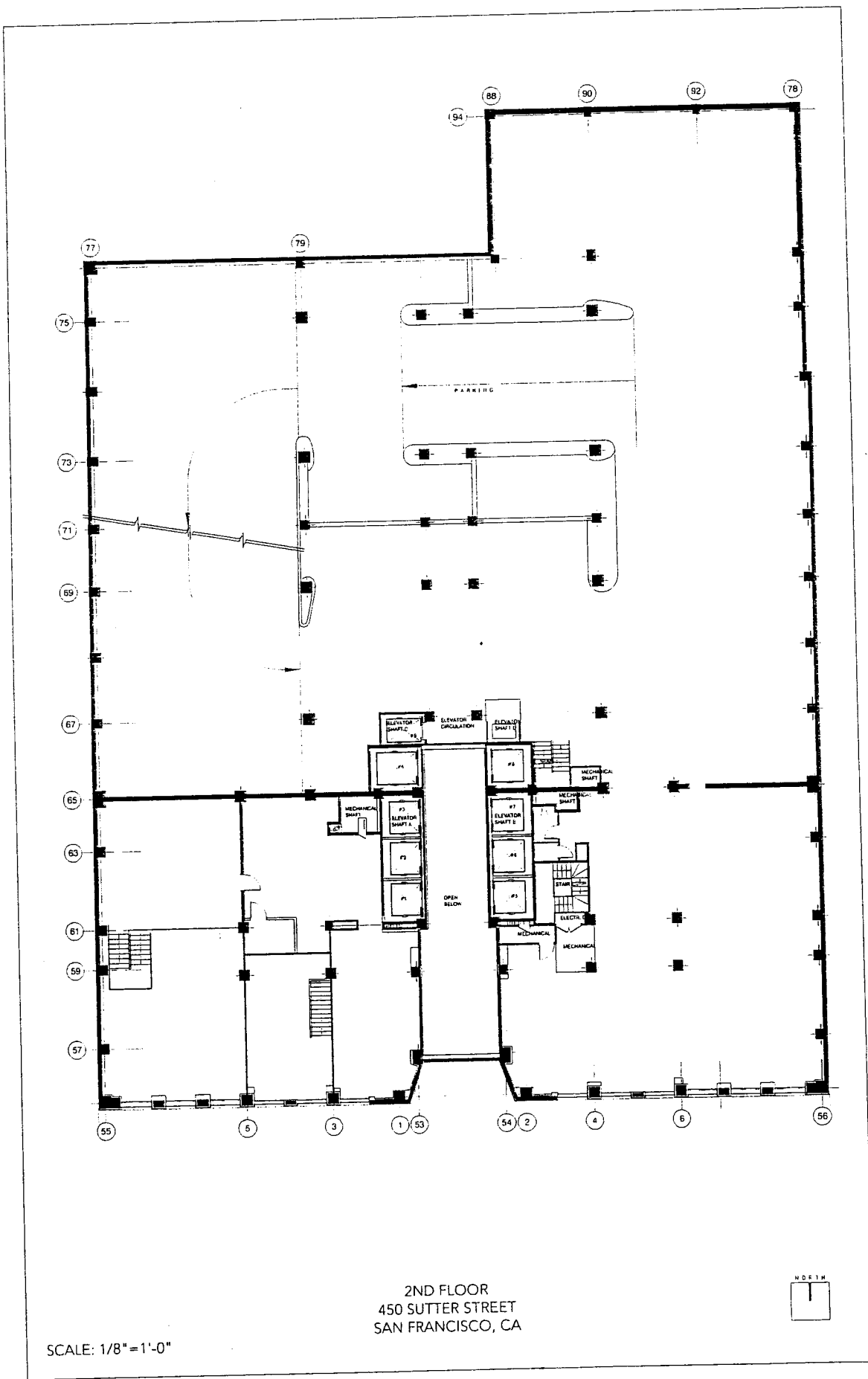




1ST FLOOR
 450 SUTTER STREET
 SAN FRANCISCO, CA

SCALE: 1/8"=1'-0"

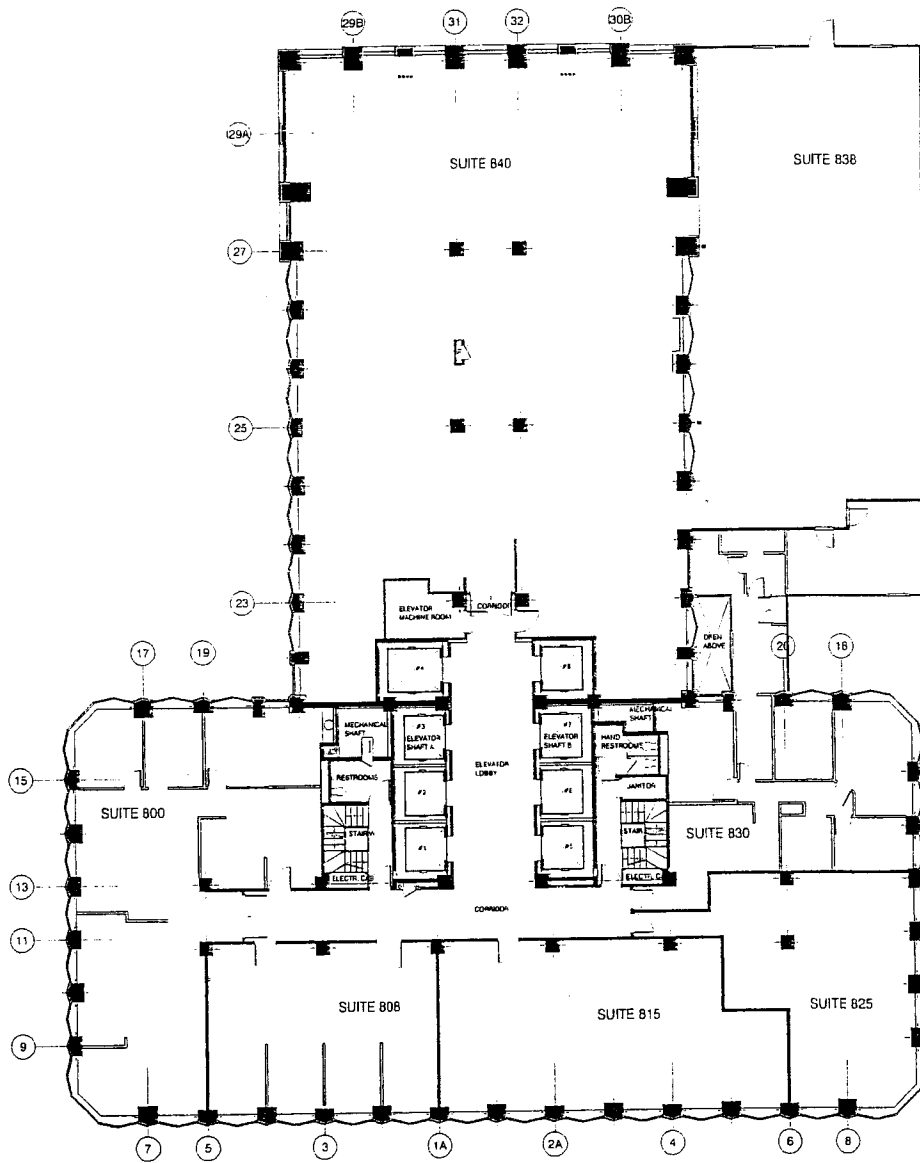




2ND FLOOR
 450 SUTTER STREET
 SAN FRANCISCO, CA

SCALE: 1/8"=1'-0"

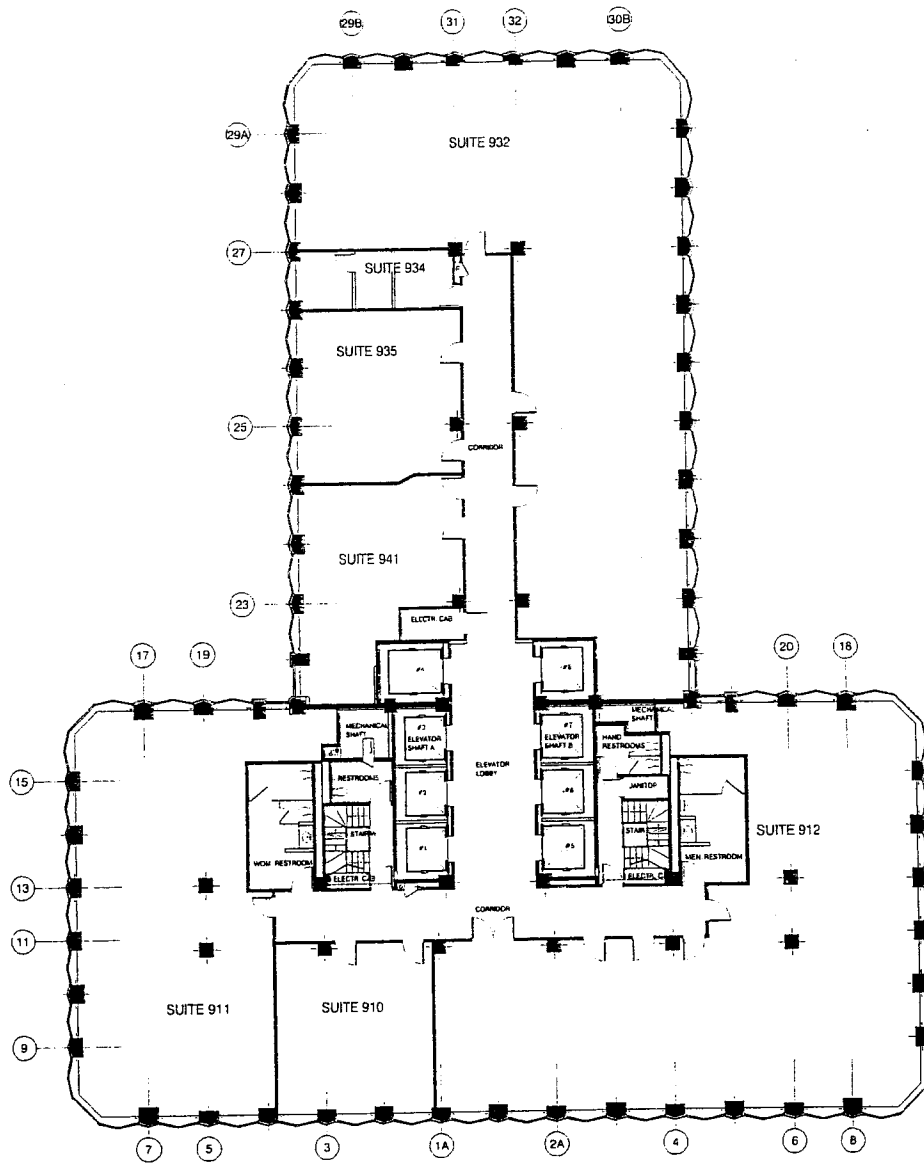




8TH FLOOR
 450 SUTTER STREET
 SAN FRANCISCO, CA



SCALE: 1/8" = 1'-0"



9TH FLOOR
 450 SUTTER STREET
 SAN FRANCISCO, CA



SCALE: 1/8" = 1'-0"

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Geneva Office Building and Power House

other names/site number Geneva Car Barn Complex / San Francisco & San Mateo Railroad Co. Office Bldg.

2. Location

street & number 2301 San Jose Avenue not for publication

city or town San Francisco vicinity

state California code CA county San Francisco code 075 zip code 94112

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

California Office of Historic Preservation
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

Signature of the Keeper

Date of Action

entered in the National Register
 See continuation sheet.

determined eligible for the
National Register
 See continuation sheet.

determined not eligible for the
National Register

removed from the National
Register

other (explain): _____

Geneva Office Building and Power House
Name of Property

San Francisco, CA
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
0	0	objects
2	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

TRANSPORTATION: Rail-Related

Current Functions
(Enter categories from instructions)

VACANT / NOT IN USE

7. Description

Architectural Classification
(Enter categories from instructions)

Late Victorian: Romanesque
Late Victorian: Queen Anne

Materials
(Enter categories from instructions)

foundation CONCRETE
roof METAL: Other (Corrugated Metal)
walls BRICK
CONCRETE
other WOOD

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

See continuation sheet.

Geneva Office Building and Power House
Name of Property

San Francisco, CA
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield information important in prehistory or history.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

SOCIAL HISTORY

TRANSPORTATION

Period of Significance

1901-1944

Criteria Considerations

(Mark "X" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Significant Dates

1901

1903

1917

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Attributed to Reid, James

Attributed to Reid, Merrit

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

See continuation sheet.

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Geneva Office Building and Power House
Name of Property

San Francisco, CA
County and State

10. Geographical Data

Acreege of Property Less than one acre.

UTM References

(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing		Zone	Easting	Northing
1	10	548843	4174969	3	—	—	—
2	—	—	—	4	—	—	—

See continuation sheet.

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)
See continuation sheet.

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)
See continuation sheet.

11. Form Prepared By

name/title Bridget Maley and Sara Lardinois

organization Architectural Resources Group date 14 July 2009

street & number Pier 9, The Embarcadero telephone 415-421-1680 x 211 Maley

city or town San Francisco state CA zip code 94111

Additional Documentation

Submit the following items with the completed form:

Argotcom

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name City and County of San Francisco, Recreation and Park Department, Capital Improvement Division

street & number 30 Van Ness Avenue, 5th Floor telephone 415-581-2559

city or town San Francisco state CA zip code 94102

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 1

Geneva Office Building and Power House

Name of property

San Francisco, California

County and State

NARRATIVE DESCRIPTION

Summary Description

Located at the intersection of Geneva and San Jose Avenues in the city of San Francisco's western residential neighborhoods, the Geneva Office Building and Power House were originally constructed as part of the larger Geneva Complex to serve the city's first electric railway system – The San Francisco and San Mateo Railroad Company. Although the original adjoining car barn and ancillary maintenance shops have been demolished, the area remains active with various transportation-related uses. The property consists of two adjoining buildings – the Office Building, constructed in 1901, and the Power House, constructed in 1903 and heavily rebuilt in 1910 following the 1906 San Francisco Earthquake. The Office Building is a two-story brick utilitarian structure with a rectangular plan and a corrugated metal hipped roof. Its Queen Anne Style turret and the partial-hipped bay windows along the western front façade, both crafted and detailed in wood, provide contrast to the Romanesque Style masonry wall construction. A series of brick pilasters, brick stringcourses, and a brick cornice unifies each of the façades; and, the fenestration pattern consists of double-hung wood windows, arranged singly, in pairs, or in groups of threes, with segmental, rowlock brick arches above. The original program for the building combined a number of elements, including the administrative offices of the railroad, a dispatch office for the carmen, a staff lounge, and a large assembly hall. The Power House is a one-and-a-half-story, long rectangular structure positioned directly to the south of the Office Building, sharing a common wall with the adjacent building. The original brick walls and pilasters remain at the first floor of the Power House, while the concrete wall and parapet construction at the upper mezzanine level dates to the 1910 reconstruction. Similar to the Office Building, the fenestration pattern consists of single and three-part double-hung wood windows. A large corrugated metal monitor straddles the gable roof, which is presently sheathed with a temporary membrane roof. The interior of the Power House consists of a large machine hall, with a small cast iron mezzanine along the west wall. While the exterior appearance of the Office Building remains relatively unchanged from its historical appearance, the Power House has been subject to more significant alterations. Due to a lack of maintenance, both buildings remain in fair to poor condition; however, they both retain sufficient integrity to convey their architectural significance and historical associations, evoking an earlier era of transportation technology.

Site

The Geneva Office Building and Power House are located at the southeast corner of Geneva and San Jose Avenues, on site that slopes downward to the northeast (Photograph 7). When the Geneva Complex was constructed in 1901, the surrounding area was relatively rural, and extensive urban development had not yet reached the far western edges of San Francisco (Photograph 1). Presently, the subject buildings sit within an array of modern transportation related uses. The surrounding Geneva Complex rail yard currently serves as the home of the San Francisco Municipal Railway (MUNI) historic and vintage streetcar fleet. Additional MUNI rail yards and maintenance shops are located across San Jose Avenue, as is the Balboa Park Bay Area Rapid Transit (BART) station. Interstate 280 is located just beyond the west edges of the MUNI properties. A mix of low-scale commercial and residential uses is located along San Jose Avenue to the north and south of the subject property (Photograph 6). To the east of the property is a residential neighborhood, primarily consisting of single-family houses developed in the 1930s and 1940s.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 2

Geneva Office Building and Power House

Name of property

San Francisco, California

County and State

The site has been in continuous operation as a transportation center since its opening in 1901. The Office Building and Power House are the last remaining historic buildings from the once extensive Geneva Complex. This complex was originally comprised of a large enclosed brick car barn and maintenance shops, including a machine shop, carpenter shop, and storage facilities, which were sited to the east of the remaining two buildings (Photographs 2 and 5). The car barn and shops were demolished in the 1970s to accommodate the construction of new MUNI maintenance facilities and offices, as well as an open-air streetcar parking yard. MUNI continues to operate on the site; however, the Office Building and Power House have been unoccupied since sustaining damage during the 1989 Loma Prieta Earthquake. Ownership of the Office Building and Power House was transferred to the San Francisco Recreation and Park Department in 2004. A community organization, Friends of the Geneva Office Building, is working to secure funding for rehabilitation and reuse of the two structures.

Office Building

Exterior

The Geneva Office Building is a two-story, long rectangular structure positioned at the north end of the Geneva Complex site (Photographs 7 and 8). The 122' by 46' structure is divided into two wings, with the taller south wing projecting approximately 2'-6" beyond the west wall of the north wing. The exterior wall construction consists of concrete foundations and common (American) bond red brick bearing walls with wood details. Rectangular brick pilasters are used at each elevation to divide the façades into a series of vertically-proportioned bays, and a decorative band of projecting brick delineates the first and second floors. The building's decorative wood cornice sits on top of a projecting brick string course. Each wing has its own hipped roof, sheathed in corrugated metal. A decorative finial is placed at each end of the upper roof ridge line, as well as at the north end of the lower ridge line (above the north wing). The fenestration consists of double-hung wood windows, arranged singly, in pairs, or in groups of threes. The exterior appearance of the Office Building has changed relatively little in the last 108 years.

The west elevation is the principal elevation, with two primary building entrances positioned along it. The north wing is divided into three bays, with a two-story wood, Queen Anne Style turret dominating the northwest corner (Photograph 12). The engaged, circular turret has an exposed, poured-in-place concrete foundation; and, its bell-shaped roof is covered in concentric circles of wood panels and is capped with a finial, matching the design of those at the main roof. There are four single, double-hung windows at each story of the turret, and decorative wood spandrel panels are located beneath each window. The wood entablature at the top of the turret is presently unadorned; however, historic photographs show it adorned with wood decorative elements, including garland festoons and shields (Photograph 2). In a narrow bay immediately to the south of the turret, a rowlock brick arch marks the first building entry. The entry consists of a pair of paneled wood doors with a semi-circular transom window above, and it is accessed by a flight of five concrete stairs with low concrete walls at either side. Adjacent to this entrance are two identical bays, each with three-part, double-hung wood windows. The first floor windows have flat brick lintels, while the second floor windows have segmental brick rowlock arch lintels. Windows at both stories have projecting brick sills.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 3

Geneva Office Building and Power House

Name of property

San Francisco, California

County and State

The projecting south wing of the west elevation consists of five bays. The central bay contains a deeply recessed main entrance, accessed by a flight of concrete stairs similar in design to those at the entry in the north wing (Photograph 11). The entrance is marked by engaged, rectangular, Doric pilasters supporting a large brick rowlock arch. The entry consists of a pair of wood and glazed doors with a glazed rectangular transom window above. Directly above the main entrance arch is a masonry panel with corbelled brick brackets. Two identical bays flank either side of the entry bay. Each bay consists of an angled, three-sided bay window with a partial hipped roof at the first floor, and three-part, double-hung wood windows with segmental brick rowlock arches at the second floor. A single, double-hung wood window is located in each wall segment of the bay, and a decorative wood spandrel panel is located beneath each sash. Each bay roof is covered in horizontally lapped wood panels and capped with two finials, which match the upper roof finials.

The north elevation is comprised of two bays and the Queen Anne Style turret at the northwest corner. An entrance is located in the center of this elevation, in the western-most bay. The entry stair has been removed; however, historic photographs and shadow lines in the brickwork indicate that it consisted of a central landing with a flight of stairs at either side. The entrance is comprised of paired, wood paneled doors with a glazed transom and sidelights. Originally, the brick pilasters and wall construction extended to the second floor of the north elevation; however, the second story wall construction collapsed during the 1906 San Francisco Earthquake. After the earthquake, temporary repairs, consisting of tarpaper over wood framing, were made to the second floor wall.¹ The second story remains covered with building paper, recalling the 1906 Earthquake damage. A small double-hung wood window is located at the second floor, above the entry. The original projecting wood eaves at the roof remain in place.

The rear (east) elevation consists of three bays at the north wing and five bays at the south wing, all defined by masonry pilasters (Photograph 10). The three bays at the north wing are roughly equal in width; however, the upper story of the northern-most bay was also lost in the 1906 Earthquake. Similar to the north elevation, the post-earthquake repairs of wood framing and tarpaper remain in place. At the south wing, a narrow central bay is flanked by two wider bays at either side. The remains of the brick wall of the now-demolished car barn intersect with the southern-most pilaster of the south bay. All of the windows at the basement/subterranean level are double-hung, wood sash with exposed steel lintels. Three, flush single-leaf wood doors and one paired metal doorway provide access to the basement level. The first and second floor windows are a combination of single, paired, and three-part double-hung wood windows, all with rowlock, segmental masonry arches, with the exception of a pair of windows with flat brick lintels. A prominent feature on this elevation is the second-floor doorway at the south wing, which was cut out of an existing window to allow direct access to the car barn during the 1917 Carmen's Strike (Photograph 13).

The majority of the south elevation of the Office Building is not visible, as it is adjoined to the Power House. Portions of the brick wall and brick pilasters are visible at either end.

In 2004, a mothballing and stabilization project was undertaken to protect the unoccupied building until funds could be raised for its rehabilitation and reuse. The exterior work carried out as part of the mothballing project consisted of the

¹ Charles A. Smallwood, "Geneva Avenue Car Barn," unpublished, handwritten, 1980.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 4

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

installation of protective plywood boards over the windows (Photograph 16); repair of deteriorated wood elements at the roof eaves; and in-kind replacement of the corrugated metal. The original window sashes remain behind the plywood boards but are in fair to poor condition with deteriorated wood elements and broken glazing.

Interior Description

Originally, the two wings of the Office Building had two distinct uses.² The north wing was used as the Carmen's Hall, while the south wing was used as Administrative Offices. A brick bearing wall with two interconnecting openings per floor separated the two wings. The remainder of the construction consisted of wood-framed floors and partitions. Original finishes included wood floors, wood baseboards and trim, tongue-and-groove wood wainscot, plaster walls and ceilings, and paneled wood doors with glazed transoms.

A small basement containing a restroom, six rooms, and a central hallway is located at the east side of the Administrative Office wing. The basement is only accessible from exterior doors at the east side of the building, as there is not an interior stairway communicating with the upper floor levels.

Historically, the first floor of the north wing consisted of a "Gilly Room" (a room for drivers), directly accessed from the north entry; a men's washroom and toilet in the southeast corner; and the office of the Dispatcher of Accounting along the west wall. A stair in the northeast corner of the building provided access to second floor rooms used for social events by the carmen. The first floor of the south wing, or Administrative Office wing, consisted of a double-loaded corridor with offices on either side. Along the west side of the corridor was an entrance hall and four offices, each with a bay window. The northwestern office was used by the Division Superintendent and included a 7' x 7' vault. The east side of the hall consisted of two offices, a women's restroom, and a smaller toilet room. At the second floor there was large multi-purpose room that was used as both an auditorium and a gymnasium, as well as various support spaces including a locker room.

The interior of the Office Building has undergone a number of significant alterations, including the reconfiguration of rooms by the removal of original walls or the installation of new partitions. The historic interior materials have been damaged or in some cases removed entirely, particularly at the second floor. The building underwent a significant alteration campaign in the 1940s and 1950s. As part of that work, the Gilly Room walls and hall walls at the first floor of the north wing were removed, and the northeast stair configuration was changed. At the second floor of the north wing, walls and additional doorways were added. The clubroom, which once spanned the entire west side of the second floor of the north wing, was divided into three separate offices. At the first floor of the south wing, additional partitions were added to all but one of first floor offices; a stairway was constructed in a former office space across from the entrance hall; and the restroom area was reorganized. At the second floor, partitions were added to the multi-purpose space to create a series of offices, and the stage was removed. Almost all historical materials at the second floor of both the north and south wings, such as wood wainscoting, were removed at this time. Lighting throughout the building was upgraded; and as a result, no original light fixtures remain.

² Descriptions of the historic interior are based on the earliest known interior plans, which date from 1944.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 5

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

In 2004, as part of the mothballing effort, temporary steel frame supports were added at the masonry walls; floor-wall ties were installed; a plywood diaphragm was added at the second floor ceiling; the two interior, non-historic staircases were removed; vertical bracing was added at the stairwells, and temporary access stairs to the second floor were installed. Remaining historic fabric at the first floor, including wainscot and wood trim, was catalogued, salvaged, protected, and/or stored for future use (Photograph 14).

Integrity Evaluation

From the time of its construction in 1901 to the 1980s, the Geneva Office Building retained its original intended use in support of electric rail lines. Although presently unoccupied, the building remains in an area that is actively used as a municipal transportation center. As a result, it retains integrity of location and association. Integrity of setting has been diminished by the demolition of the original adjoining car barn and ancillary maintenance shops, as well as by the introduction of more contemporary transportation facilities in the surrounding vicinity. The building itself is in fair to poor condition, as result of lack of maintenance and past alterations, primarily made to the building interior. Exterior alterations are more limited in nature and include the temporary repairs to the upper portions of the north elevation following the 1906 San Francisco Earthquake and the loss of the north entry stair. These changes have not significantly diminished the integrity of workmanship and feeling at the Office Building; however, integrity of design and materials is more diminished, although not entirely lost. One the whole, the Geneva Office Building retains sufficient integrity to convey its architectural significance and historical associations, evoking an earlier era of transportation technology.

Power House

Exterior

The Geneva Power House is a one-and-a-half story, long rectangular structure positioned directly to the south of the Office Building, sharing a common wall with the adjacent building (Photograph 9). The 92' long by 37' wide Power House is skewed approximately 6 degrees to the southeast of the main façade of the Office Building; and the first floor of the Power House sits at grade, approximately 2 ½' lower than the raised first floor of the Office Building. The exterior wall construction consists of concrete foundations and common (American) bond red brick bearing walls at the first floor. The upper mezzanine story walls were reconstructed in concrete after the original brick walls collapsed in the 1906 Earthquake (Photographs 3 and 4). Similar to the Office Building, rectangular brick pilasters are used to divide each of the façades into a series of vertically-proportioned bays, and a decorative band of projecting brick delineates the first and mezzanine levels at the front (west) elevation. The building is capped with concrete parapet walls at each of the three elevations, and a single gable roof runs along the north/south axis. The west slope of the roof extends beyond the ridge, for a length of 30', to create a monitor with a series of east-facing windows. Originally sheathed in slate, a temporary membrane roof was installed over the main roof in 2004. Corrugated metal roofing is extant at the monitor extension. The fenestration consists of double-hung wood windows, arranged singly or in groups of three. The historical exterior appearance of the Power House changed significantly when the earthquake-damaged mezzanine floor was reconstructed in 1910.

The west elevation of the Power House is the principal elevation, with two grade-level entrances positioned at either end. The elevation was originally constructed entirely of brick, with rectangular brick pilasters dividing the façade into six equal bays and a continuous decorative stacked masonry cornice across the top. When the upper story of the building was

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 6

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

reconstructed in concrete in 1910, several design modifications were made, many of which reflected the then-popular Mission Revival Style. Many of the Mission Revival Style details, such as the bracketed window hoods and diamond-shaped decorative pieces between the upper floor windows, have since been removed or covered by additional layers of concrete. The upper story concrete walls were rebuilt without pilasters and sit flush with the face of brick pilasters below. The two end bays project slightly from the four central bays and are accented by gabled parapet. The entire façade is united by a single 1'-2" high flat concrete trim band, situated approximately 2'-6" from the top of the parapet. Each end bay contains a pair of paneled wood doors with diagonal wood sheathing in the lower panel and an upper glazed light. Directly above each entrance, at the mezzanine level, are three rectangular, six-over-one, double-hung wood windows. Each of the four central bays consists of a first floor grouping of three six-over-six double-hung wood windows with segmental brick rowlock arches. A projecting brick string course, running between each pilaster, separates the first floor from the mezzanine floor. Similar three-part, one-over-one arched double-hung wood windows are also located at the mezzanine level of each bay; however, the height of the mezzanine level windows is reduced. A series of small circular holes, some fitted with porcelain insulators, and projecting wood and steel beam supports remain, indicating where sewer and power lines originally passed through the building walls.

The south elevation consists of a flush lower brick wall, dating to the original construction of the Power House. The upper mezzanine wall was also reconstructed in concrete in 1910. It projects slightly from the brick wall below and terminates in gabled concrete parapet. The concrete trim band extant at the west elevation continues along the south elevation. The grade changes significantly on this elevation, sloping down from the west to the east, and is noticeable in the window pattern on the first floor. The windows are identical in their grouping of three-part, double-hung, wood sash, with segmental brick rowlock arches; however, the eastern grouping has a lower sill to take advantage of the grade change. The second story has two identical groupings of three one-over-one, double-hung wood windows, resting on a projecting sill that extends across the entire façade.

The south (rear) elevation is composed of six brick bays, defined by rectangular brick pilasters (Photograph 10). In contrast to the other elevations, much of the original brick wall construction remains at the upper mezzanine level. Only the upper portions of the flat parapet walls have been reconstructed in concrete, although the amount of reconstruction varies by bay. No fenestration is present at this elevation. The remains of a brick wall from the now-demolished car barn intersect with the southern-most pilaster of the south bay of the Power House; and the lower portions of the south elevation retain vestiges of wall paint and roofing mastic where the car barn roof was once attached to the Power House walls.

The Power House cannot be said to have a proper north elevation, as it was constructed immediately adjacent to the south wall of the Office Building.

In 2004 a mothballing and stabilization project was undertaken to protect the unoccupied building until funds could be raised to rehabilitate and reuse it. The exterior work carried out as part of the mothballing project consisted of the installation of protective plywood boards over the windows and installation of a new membrane roof. The original window sashes remain behind the plywood boards; but they are in poor condition, with deteriorated wood elements and broken glazing.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 7

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

Interior Description

The interior of the Power House retains its original configuration and massing. It consists of a large, full height machine hall, with concrete floors, exposed brick and concrete walls, and exposed metal roof trusses (Photograph 15). An iron-framed mezzanine platform, accessed by a single stair, runs along three central bays of the west wall. A single-leaf sliding door and non-original wood staircase provides an interior connection between the Power House and Office Building. A staircase in the southeast corner of the building provides access to a four-foot-high understory.³ The main space is naturally lit by windows on the two elevations and by the roof monitor, with industrial metal pendant light fixtures providing supplemental illumination.

Historically, three large turbines set on concrete pads occupied the central hall; however, both the machinery and pads have been removed. Additional electrical distributors were located in the mezzanine, but they too have been removed. The crane runway and related steel support columns remain. Vestiges of the porcelain conduit for the power supply running in and out of the building also remain.

Integrity Evaluation

From the time of its construction in 1903 to the 1980s, the Geneva Power House retained its original use in support of electric rail lines. Although presently unoccupied, the building remains in an area that is actively used as a municipal transportation center. As a result, it retains integrity of location and association. Integrity of setting has been diminished by the demolition of the original adjoining car barn and ancillary maintenance shops, as well as by the introduction of more contemporary transportation facilities in the surrounding vicinity. The building itself is in fair to poor condition, as result of lack of maintenance and past alterations. Many of these alterations were carried out during the period of significance, when much of the building was reconstructed after sustaining heavy damage in the 1906 San Francisco Earthquake. As a result, integrity of design, materials, workmanship, and feeling has been diminished over time, but is not entirely lost. On the whole, the Geneva Power House retains sufficient integrity to convey its architectural significance and historical associations, evoking an earlier era of transportation technology.

³ Carey & Co., Inc. Architecture, "Conceptual Plan: Geneva Office Building and Power House," (San Francisco: n.p., May 2004 draft).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 8

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

NARRATIVE STATEMENT OF SIGNIFICANCE

Summary of Significance

The Geneva Office Building and Power House, also known as the Geneva Complex, possess both historical and architectural significance. The buildings are historically significant for their local association with the development of San Francisco's electrical railway system, as well as for their local association with labor history in San Francisco. Originally constructed for The San Francisco and San Mateo Railroad Company between 1901 and 1903, the two adjoining buildings served as the administrative center and as a source of power for the city's first electric railroad company and are the last remaining physical reminders of it. The development of San Francisco's street railway system opened San Francisco's outlying areas, such as the southwestern part of the city where the property is located, for development and connection to the established urban core to the northeast. Further, the Geneva Complex provided interurban transportation, running from its rail yard to the city of San Mateo to the south. The site is associated with a number of railroad companies serving San Francisco during the last century including the San Mateo and San Francisco Railway, the San Mateo and San Francisco Electric Railway, the United Railroads of San Francisco, the Market Street Railway, and the San Francisco Municipal Railway (MUNI). The Geneva Complex also played an important role in labor history as the site of the Carmen's Strike of 1917, the impact of which is still evident in exterior modifications to the Office Building. The Office Building and Power House are also architecturally significant, as they embody the characteristics of both the Romanesque and Queen Anne Styles in an eclectic blend that also incorporates industrial elements appropriate for a working rail yard. The brick masonry construction is representative of the pre-1906 Earthquake period in San Francisco. In a city where brick is no longer a predominant building material, the Geneva Complex is a good example of pre-Earthquake use of brick to convey architectural detailing.

The years 1901 through 1944 mark the period of significance for the Geneva Office Building and Power House. The year 1901 marks the original construction of the Office Building, and the year 1944 marks the date the Geneva Complex was taken over by the city-owned San Francisco Municipal Railway and underwent several subsequent changes in use and appearance. Although the complex has undergone several other alteration campaigns since that time, it primarily reflects the 1944 changes.

Criterion A: Association with the History of Public Transportation in San Francisco

San Francisco was a pioneer in public transit. The Gold Rush brought about such a significant increase in the City's population that by 1852 public transportation facilities had become both economically feasible and a public necessity. A variety of transportation methods, including the horse drawn omnibus, cable cars, and electric rail were developed to serve the growing population.

Omnibus

The first public transportation line in San Francisco was the "Yellow Line," a horse drawn omnibus line operated by the firm of Crimm and Bowman. The Yellow Line ran between the Post Office (then located at Kearny and Clay Streets) to Mission

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 9

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

Dolores via Kearny, 3rd, and Mission Streets. This service was expanded in 1854, with the addition of a second route running to Mission Dolores via Folsom and 16th Streets. The following year a third route was added from 3rd and Townsend to Meiggs Wharf.¹ By 1857, a second horse-drawn line was added in San Francisco. Known as the "Red Line," this line was operated by the People's Omnibus Company.² The Red Line ran on many of the same routes as the Yellow Line, generating competition and spurring further growth of mass transit systems in San Francisco's growing urban environment.

By the 1850s, San Francisco had a population of approximately 50,000 people.³ A population of this size made the horse-drawn omnibus an obsolete mode of transportation for the ever-growing metropolis. In 1857, the California Legislature granted Thomas Hayes the first franchise for a steam-powered street railway in the city, called the San Francisco Market Street Railroad.⁴ This was the start of the Market Street Railway Company, which opened for service on July 4, 1860, making it the first street railway on the west coast.⁵ The line ran from California and Market Streets, out Market to Valencia Street, and terminated at 16th and Valencia Streets. Within three years the route was extended further out Valencia to 25th Street. This line was later converted to horse car operation and was subsequently acquired by the San Francisco and San Jose Railroad and renamed the Market Street Railway in the late 1860s.⁶ The line was later purchased by the Southern Pacific Railroad, and in 1892 it was renamed the Market Street Cable Railway, reflecting the change in the dominant mode of transportation.

Cable Cars

On August 1, 1873 Andrew S. Hallidie, a manufacturer of wire rope cables, introduced the nation's first cable railway in San Francisco. This initial cable car line ran along Clay Street from Kearny Street to Leavenworth Street. Drawing his inspiration from a similar system in England, Hallidie installed a steam engine which powered an endless cable that ran continuously, sliding over rollers in an underground trench. A grip attached to the underside of the cable car enabled the driver (or gripman) to release the moving cable, thereby controlling the car. The cable car was an instant success and horse car lines were replaced with this new mode of transportation between 1876 and 1889. Cities throughout the country raced to install cable lines in an effort to modernize and make their public transit systems more efficient.⁷

Electric Rail

By 1891 a new form of transit, the electric rail, had come to San Francisco, further transforming the city's transit system and connecting the city to the surrounding suburbs. On April 27, 1892, the first electric line in San Francisco opened for business – The San Francisco and San Mateo Railroad Company (SF & SMR), incorporated by brothers Isaac and Behrend Joost in 1891.⁸ The line ran from Second and Market Streets via Stewart, Harrison, Fourteenth Street, Guerrero,

¹ Charles A. Smallwood, *The White Front Cars of San Francisco* (South Gate, CA: Charles A. Smallwood, 1979) 9.

² Smallwood, *White Front* 9.

³ Smallwood, *White Front* 9.

⁴ Smallwood, *White Front* 9.

⁵ Smallwood, *White Front* 10.

⁶ Walter Vielbaum, et. al., *San Francisco's Market Street Railway* (San Francisco: Arcadia Publishing, 2004) 7.

⁷ Smallwood, *White Front* 9.

⁸ Gee Gee Bland Platt, "Historical and Architectural Analysis of the Geneva Office Building and Power House" (n.p.: n.p., 1987).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 10

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

San Jose Avenue, Thirtieth Street, Chenery, back to San Jose, and then to Daly Hill (now Daly City). An additional branch line running between 18th and Guerrero Streets and Golden Gate Park opened on November 25, 1894.⁹

Unable to meet expenses, bondholders of The San Francisco and San Mateo Railroad Company forced foreclosure. Reorganization of the company took place on April 11, 1896, under the name "San Francisco & San Mateo Electric Railroad Company" (SF & SM ER); and, it was administered by Adolph and John Spreckels, the sons of prominent California businessman John D. Spreckels.¹⁰ To meet the increasing demand for electric car service, the SF & SM ER purchased another 30 rail cars in 1900. The company was fast outgrowing its original car house and barn on Sunnyside Avenue (now Monterey Boulevard).¹¹

Under the ownership of the Spreckels, the SF & SM ER purchased the block of land, bounded by San Jose Avenue, Linadilla Avenue (now Niagra Avenue), Delano Street, and Geneva Avenue, for the construction of a new complex to replace the Sunnyside Avenue facilities. Construction of the Geneva Complex commenced on July 14, 1900. The new complex consisted of the main two-story Office Building, and the adjoining twenty-track, single-story car barn, as well as a series of small buildings (blacksmith shop, machine shop, paint shop, and storage facilities) constructed along the southern end of the property. The power station at the Sunnyside Avenue facility remained in operation until the Power House was built at the Geneva site in 1903. The entire complex was known as the Elkton Shops and Yard, or the Geneva Avenue Shops. These shops were used for the heavy overhauling and rehabilitation efforts performed on the equipment, as well as for the manufacturing of new equipment.¹² Additionally this complex provided power to the rail lines and housed administration facilities. Only the Office Building and the Power House remain of the SF & SM ER's original facilities on Geneva Avenue.

In 1897 a campaign had begun to create an interurban line, by extending San Francisco's original electric rail line southward along the peninsula to San Mateo. Surveys of the proposed route were conducted between 1899 and 1900.¹³ The final franchise for the extension was granted on May 12, 1900; and construction of the extension began on January 25, 1901.¹⁴

On May 13, 1901, the SF&SM ER was purchased for 1.6 million dollars by the Baltimore Syndicate, an East Coast railway company managed by Alexander Brown and Company.¹⁵ Upon purchasing the line, the Baltimore Syndicate bought five new cars and commenced with overall upgrades. The Baltimore Syndicate proceeded to merge with the Sutter Street Railway and the San Francisco and San Mateo Electric Railway to form United Railroads of San Francisco (URR), which was incorporated March 2, 1902.¹⁶ URR assumed control of all the city's independent street railway companies, with the

⁹ Platt.

¹⁰ Charles A. Smallwood, "Geneva Avenue Car Barn," unpublished, handwritten, 1980.

¹¹ Platt.

¹² M.M. O'Shaughnessy, "Report on the Street Railway Transportation Requirements of San Francisco with Special Considerations to Unification of Existing Facilities" (San Francisco: n.p., May 1929) 28.

¹³ Vielbaum, *Interurban* 11.

¹⁴ Vielbaum, *Interurban* 11.

¹⁵ Vielbaum, *Interurban* 7.

¹⁶ O'Shaughnessy 5.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 11

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

exception of the California Street Cable, the Geary Street Cable Car, and the Presidio and Ferries Railway. This incorporation continued to operate as the United Railroads of San Francisco until April 9, 1921.

Soon after assuming control of the city's railway companies, URR began the work necessary to complete the San Mateo extension. The first car to arrive in San Mateo was line car number 0301 on December 26, 1902.¹⁷ The large interurban cars, which ran on this line, were built at the Laclède Plant in St. Louis. Twenty cars, measuring 45 feet and 9 inches in length were purchased to run on the interurban line. On August 1, 1903, the first through service on an interurban car traveled from Fifth and Market in San Francisco to San Mateo.¹⁸ This trip took approximately 75 minutes to complete. Sixteen classic interurban streetcars were later purchased and stationed at the Geneva Complex. These sixteen cars were the largest electric vehicles in the city, measuring over 52 feet in length and weighing 75,640 pounds. Due to their size, they became known as the "Big Subs." These streetcars had wood interiors with leather seats. The large interurbans served the San Mateo lines and remained in operation until 1923.¹⁹ After twelve years in storage, the last "Big Sub" was dismantled and burned in 1935.²⁰ The #40 interurban line would continue to run from Fifth and Mission Streets to San Mateo until 1948.²¹

Car lines which operated out of the Geneva Complex included:

- Route #10—Glen Park-Guerrero St.
- Route #12—Ingleside
- Route #18—Mission
- Route #26—Daly City via Guerrero St.
- Route #40—San Mateo Interurban
- Route—South San Francisco local line
- Route—Visitacion line

In addition to the standard car lines, there was a special funeral car service from the Geneva Complex to San Francisco's principal cemeteries in Colma, on a spur running off the San Mateo interurban line.²² This fleet consisted of three finely appointed electric cars built for the sole function of transporting funeral attendees to Colma. The front section of these cars had a compartment for transporting coffins, and chairs for mourners were located in the rear. The funeral car service ran out of the car barn located at the Geneva Complex until March 24, 1916.

¹⁷ Vielbaum, *Interurban 7*.

¹⁸ Vielbaum, *Interurban 7*.

¹⁹ Vielbaum, *Interurban 8*.

²⁰ Vielbaum, *Interurban 8*.

²¹ Dick Bartel, *SF Market Street Railway: 40 Car Interurban Line* (Suisun City, CA: Bartel-Thompson Pictures, 1988).

²² Walter Vielbaum, et. al., *San Francisco's Interurban to San Mateo* (San Francisco: Arcadia Publishing, 2005) 8.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 12

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

Electric lines, as the most modern and efficient means of travel, had been the most desired means of transport in urban America from the early 1890s. San Francisco city leaders desired to have electric power for the city's lines to be distributed by means of underground conduit, in order to hide the unsightly electrical power lines. United Railroads refused to expend the funds necessary to lay underground lines and remained at odds with the city regarding this issue until the 1906 San Francisco Earthquake, when the extent of damage caused by the earthquake made it necessary to quickly remove damaged cable lines and install new rail systems and power lines.

The earthquake and subsequent fire of April 18, 1906 disrupted all street railway systems in the city for the following seven months. The Geneva Complex suffered some damage, as evident from a quote in the San Mateo Car House Day Book of April 18, 1906: "Geneva Avenue Substation walls were cracked from the roof to the foundation. Also offices and car sheds. Tracks in car sheds were spread causing about 20 cars to drop between tracks."²³ No cars ran from the Geneva Complex until one month later, when limited car service was reinstated on May 6, 1906. By May 10th, service had returned to an almost regular schedule.²⁴ The physical damage to the Geneva Complex took longer to address. The second story brick walls at the northeast corner of the Office Building sustained damage during the earthquake; and temporary repairs, in the form of wood framing and tarpaper, were soon carried out. These temporary repairs remain in place to this day. The Power House sustained more severe damage, which was not fully repaired until 1910. Additionally, a wood bracing system was installed at the windows along San Jose Avenue; and it was not removed until circa 1947.²⁵

It became apparent that public municipal transportation was a crucial component of the earthquake recovery effort. To expedite rail service, the city's Board of Supervisors passed an emergency measure giving URR a permit for the temporary installation of overhead wires on Market Street and permission to convert the Sutter Street and the 9th-Polk-Larkin lines to electric operation. Overhead wires remain as the primary source of power for the city's streetcar and bus lines to this day. Patrick Calhoun, the URR President, also took the opportunity to eliminate most of the unwanted cable car systems damaged in the 1906 disaster. With cable car use waning, electric streetcars became more popular and the infrastructure for these systems needed to be expanded.

In 1913, a proposition was passed to extend the city-owned and operated Municipal Railway.²⁶ The extension, in conjunction with the new form of transportation - the jitney bus - introduced in 1914, caused a decrease in ridership for the privately-owned URR and continued financial problems for the company.²⁷ By 1919, a Reorganization Committee composed of holders of the United Railroads securities formed and forced the foreclosure of URR. A new company, the Market Street Railway Company (MSR), was organized on February 16, 1921.²⁸ For the next twenty-four years, the MSR managed the electric rail lines, with the Geneva Complex serving as the central location for electric rail in San Francisco. The "Big Subs" were retired with this change in management. Other modifications included: lengthening the city streetcars to just over 48 feet; enclosing the platforms to allow "pay as you enter" fare collection; installing electric heaters,

²³ Smallwood, "Car Barn" 2.

²⁴ Smallwood, "Car Barn" 2.

²⁵ Smallwood, "Car Barn" 2.

²⁶ Smallwood, *White Front* 16.

²⁷ Smallwood, *White Front* 16.

²⁸ Smallwood, *White Front* 16.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 13

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

cushioned leather seats, and air gongs; and creating smoking sections.²⁹ Under the MSR's ownership, the Geneva Complex housed the first bus fleet for the City of San Francisco. Bus service began in April 1926, with a fleet consisting of half a dozen buses.³⁰ With the closure of the 28th and Valencia Car Barn in 1939, the #14-Daly City line was relocated to the Geneva Complex. When the 24th Street Barn was converted to bus use, the operation of the #9 Valencia and #11-Mission-24th Street lines was also relocated to the Geneva Complex. With these changes, more cars were operated from the Geneva Complex than from any other car house in the history of the city's electric car era.

On September 29, 1944, the MSR, including the San Mateo interurban line, was purchased by the City of San Francisco for 7.2 million dollars, and thus became part of the San Francisco's Municipal Railway (MUNI) system.³¹ The Geneva Complex was included in this transfer to city ownership.³² Between 1945 and 1949, all MSR streetcar lines were replaced with motor or trolley coaches under MUNI's modernization program.

The Geneva Office Building, the Power House, and the car barn – the last remaining car barn from which electric cars operated on the Pacific Coast – remained in use until their closure in 1982, housing all extant MUNI street car lines (light rail vehicle lines J, K, L, M, and N), as well as all remaining rail service equipment. The car barn was demolished in the mid-1980s. On January 26, 1986, the Office Building was officially listed as City Landmark #180. The Landmarks Preservation Advisory Board's final case report attributed the Office Building's significance to its association with The San Francisco and San Mateo Railroad Company, which allowed for development of the city's western neighborhoods, and its association with the 1917 Carmen's Strike (described in the following paragraphs).

Ownership of the Office Building and Power House was transferred to the city's Recreation and Park Department in 2004. The buildings are presently unoccupied, but remain as the last physical reminders of the San Francisco's first electric railroad company.

Criterion A: Association with the History of Organized Labor in San Francisco

Organized Labor in San Francisco

A bloody labor strike in 1901 brought about the organization of the Union Labor Party (ULP), a political party representing the interests of the city's working men.³³ The formation of this organization began what would prove to be a decade marked by the power and influence of organized labor in San Francisco. By 1904, more than one-third of San Francisco's work force was unionized, and by 1905 the ULP was becoming increasingly more influential in San Francisco governmental affairs.³⁴

²⁹ Vielbaum, *Interurban* 9.

³⁰ Smallwood, *White Front* 395.

³¹ Vielbaum, *Interurban* 9.

³² Smallwood, *White Front* 397.

³³ Robert Emery Bionaz, *Death of a Union: The 1907 San Francisco Streetcar Strike* (accessed at <http://www.sfsu.edu>, 5/17/2006) 1.

³⁴ Bionaz 2.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 14

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

Along with the growth of the ULP, other labor organizations also expanded their membership. In 1901, the two largest union organizations in San Francisco, the San Francisco Labor Council (SFLC), and the Building Trades Council (BTC), split ranks when the BTC forbade its members to also hold membership in SFLC.³⁵ Neither the SFLC nor the BTC endorsed the ULP, but in 1905, they joined together in support of the ULP party against a Democratic-Republican "fusion" anti-labor ticket. Between 1901 and 1913, the number of unions affiliated with the SFLC increased from ninety-eight to one hundred and thirty. By 1903, labor union membership in San Francisco totaled over 50,000, including 15,000 workers directly affiliated with the BTC.³⁶

The Carmen's Union and the Carmen's Strikes

The Street Railway Strikes of 1905, 1907, and 1917 illustrate the extent to which the labor movement could demonstrate its power. During this expansion of San Francisco's labor unions, Local 205 of the Amalgamated Association of Street and Electric Railway Employees of America (the Carmen's Union) formed under the SFLC. Disputes between the Carmen's Union and URR regarding hours and wages occurred frequently between 1902 and 1907, and again in the mid-1910s.

When the Carmen organized their union, they demanded a wage increase and the payment of time-and-a-half for work in excess of ten hours a day.³⁷ In 1902 the standard rate of pay for the operating personnel of the electric railways was \$2.50 for a ten-hour workday.³⁸ The first organized strike occurred in August 1905, lasting ten days. The parties were able to reach a resolution to this first major Carmen's Strike with minimal struggle and no bloodshed.

The earthquake, having taken place on April 18, 1906, exacerbated the Carmen's frustration in regard to their wages and hours. The railroad refused to recognize the changed working conditions that resulted from the 1906 calamity. On Tuesday, May 7, 1907, the bloodiest strike in San Francisco Carmen history erupted when United Railroads of San Francisco attempted to run streetcars with strikebreakers, angering the striking union members.³⁹ The bloody revolt earned the name "Bloody Tuesday." The strike continued until November 5, 1907, at which time a resolution was reached.

In 1917, there was a third major Carmen's Strike, and this time the Geneva Complex was at the epicenter. Strikebreakers were housed in a dormitory set up in the rear of the Office Building, in the second-story social hall used for company-sponsored entertainment during normal working conditions. A window at the rear (east) elevation of the Office Building was converted to a door opening and a new exterior staircase installed so strikebreakers could directly access the car yard from the dormitory without encountering the strikers at the street. The converted door opening remains at the east façade.

³⁵ Bionaz 4.

³⁶ Bionaz 4.

³⁷ Roy Cameron, *A Transit History of San Francisco 1850-1948* (San Francisco: Administration Transportation Planning Council, 1948) 30.

³⁸ Bionaz 4.

³⁹ Bionaz 9.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 15

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

Criterion C: Local Example of Pre-Earthquake Brick Construction, Rendered in the Romanesque and Queen Anne Styles

Romanesque Style - Historic Context and Character-Defining Features

The Romanesque Style was one of a number of late Victorian styles based upon medieval prototypes. The Romanesque Revival Style was first used for religious, public, and commercial buildings in the United States in the mid-1800s; and in its earliest incarnations, it was a strict interpretation of European Romanesque styles. By the 1870s, the style was evolving, as designers began to more freely interpret the historical forms. The style evolved further under American architect Henry Hobson Richardson (1838-86), who borrowed from many sources, including the late Gothic Revival and Syrian styles, and infused his buildings with his own personal style. In addition to his use of the Romanesque style for public and religious buildings such as Trinity Church in Boston, Richardson also designed several residences in the style, helping to popularize it for residential construction in the 1890s. The style continued to be popular in the United States until circa 1900. Examples of Romanesque architecture are found across the United States and in California, but are most prevalent in the urban Northeast.⁴⁰

The Richardsonian Romanesque Style is characterized by a straightforward treatment of the wall plane, broad roof planes, and a select distribution of openings. Typical features include:

- masonry wall construction, either brick or stone, often with polychromatic stone details
- belt courses as prominent design features
- entries marked by round-arched openings, with arches springing from heavy, squat piers or the wall surface
- arched or rectangular windows, often in groupings of three or more and / or deeply recessed
- towers, typically round with conical roofs
- broad hip roofs, often with cross gables
- eaves close to wall
- parapeted and gabled wall dormers

Queen Anne Style - Historic Context and Character-Defining Features

The Queen Anne Style, another late Victorian style, was popularized in the 19th century by a group of British architects led by Richard Norman Shaw. The name of the style is deceptive, as it had little to do with Queen Anne of England or the architectural styles that were popular during her reign from 1702-14. Rather, it borrowed from late medieval models, and was initially characterized by half-timbered or masonry construction. The Queen Anne style was first used on the East Coast of United States in the 1870s. The style rapidly spread to other parts of the U.S. through pattern books and architectural publications, and it remained in use until circa 1910. The earliest American examples followed the British half-timbered subtype; however, American designers soon created their own interpretation of the style, with ornate wood spindlework.⁴¹

⁴⁰ Information summarized from John J.G. Blumenson, *Identifying American Architecture* (New York: W.W. Norton & Company, Inc., 1981) 43-47; and Virginia McAlester and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, Inc., 1984) 301-307.

⁴¹ Information summarized from Blumenson 63 and McAlester 263-287.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 16

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

The Queen Anne Style in America is characterized by the use of wall surfaces as primary decorative elements. This was achieved either by avoiding plain flat walls through the use of decorative architectural elements such as bays, towers, overhangs, and wall projections; or by breaking up flat wall expanses with a variety of materials, textures, and colors. Typical features include:

- asymmetrical façade
- wood construction and detailing, such as carved panels, brackets, spindlework, pendants, finials, and roof cresting
- variation in cladding, including horizontal siding, board-and-batten, and patterned shingles
- partial or full-width porch
- bay windows
- upper window sashes with small square lights
- flared second story
- tower, often with conical roof
- steeply pitched roofs of irregular shape, usually with a dominant front-facing gable
- ornamented gables

The Architecture of the Geneva Office Building and Power House

Constructed in 1901, the Office Building is two-story brick utilitarian structure with a blend of Romanesque and Queen Anne Style detailing. The Power House, constructed in 1903 at the south side of the Office Building, originally employed a similar architectural vocabulary; however, after sustaining damage during the 1906 San Francisco Earthquake, its upper mezzanine walls were reconstructed with a stronger material – concrete. Both buildings still exhibit the physical damage from that great earthquake; and in a city where brick is not a predominant building material, they remain as good examples of the pre-earthquake use of brick to convey architectural detailing.

The design of both structures has been attributed to the Reid Brothers, a prominent architectural firm led by James W. Reid (1851-1943) and Merritt J. Reid (1855-1932) that was responsible for the design of many San Francisco buildings, including the Fairmont Hotel.⁴² To date, no original drawings have been found to corroborate their involvement in the design of the Geneva Complex; however, the architectural style of the complex and the Reid Brothers' personal associations certainly suggest that they may have been involved. The Reid Brothers' portfolio reflects a variety of architectural styles, including the Romanesque and Queen Anne, both of which were employed at the Geneva Office Building and Power House. The refined design of the Geneva Complex suggests the work of a master architect of the caliber of the Reid Brothers. The Spreckels family, who owned the San Francisco and San Mateo Electric Railway when the Geneva lot was purchased in 1900, already had a long-established working relationship with the Reid Brothers. The Spreckels family commissioned no less than seven Reid Brothers buildings between 1895 and 1907, so it is possible that they may have also commissioned the firm to design the architectural symbol of their railroad endeavors in San Francisco.

⁴² The Reid Brothers are listed as architects, "as attributed by California Architects and Builders," in the City of San Francisco Landmarks Preservation Advisory Board final case report for the San Francisco and San Mateo Railroad Company Office Building, dated May 6, 1985.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 17

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

The Office Building, constructed of red brick, wood trim, and corrugated iron roof, is a masterfully designed and detailed utilitarian structure that incorporates a number of architectural styles. The building exhibits many of the characteristics of the Romanesque Style, including brick masonry wall construction; round-arched openings at the entries, arched windows arranged in groupings of three; and a broad hip roof. The use of brick as a building material connotes strength and stability, which the railroad owners would have wanted to convey to their customers and competitors. Brick is also used decoratively, for pilasters; projecting sills, string courses, and cornices; rowlock arches; and decorative panels and brackets. The designer used the Queen Anne Style turret, bay windows, and cornice, all detailed in wood, to break up the main façade and provide contrast to the masonry. In addition to these late 19th century architectural styles, the designer also took advantage of new, turn-of-the-century building technologies. This is evident from both the width of the windows facing San Jose Avenue, and the broad, somewhat flattened arches of the second story windows, "all of which signal more contemporary technology and the coming stylistic changes."⁴³ The corrugated metal roof lends an industrial quality to the building.

The Power House, constructed of red brick, concrete, wood trim, and a membrane roof (originally slate tile), exhibits many of the same characteristics as the Office Building. The Power House uses a similar vocabulary of brick masonry construction and detailing, rendered in a modernized, late Romanesque style; but as a more utilitarian building, it does not employ the finer Queen Anne Style wood details. Industrial details include the large access doors at either end of the main façade, the exposed porcelain insulators for the electric lines, and the large corrugated metal roof monitor. When the upper story was reconstructed in concrete in 1910, several design modifications were made, many of which reflected the then-popular Mission Revival Style; however, the Mission Revival Style detailing has been removed or obscured by subsequent layers of concrete.

The architectural significance of the Geneva Complex was recognized in the Department of City Planning's 1976 Architectural Inventory, which was the result of a city-wide survey conducted between 1974 and 1976. The inventory assessed structures "from the standpoint of overall design and particular design features." Each building was rated numerically according to its overall significance, on a scale of "0" (low) to "5" (high). Some 10,000 buildings were listed, comprising approximately 10% of all buildings in San Francisco at the time. Buildings rated "3" or above are considered the finest in the city, and represent just 2% of the building stock. The Geneva Complex received an overall rating of "3", and was cited particularly for its overall architectural quality, as well as for having a unique visual feature of interest. However, it received a rating of "4" for being an example of a rare or unusual style or design. One of the architectural historians who evaluated the complex noted that the complex was "handsomely engineered...a definite asset".⁴⁴

⁴³ Platt.

⁴⁴ Platt.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 9 Page 18

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

BIBLIOGRAPHY

Books and Reports

- Architectural Resources Group. *Geneva Office Building and Power House Historic Structure Report*. San Francisco: n.p., 2006.
- Arnold, Bion J. *Report on the Improvement and Development of the Transportation Facilities of San Francisco*. San Francisco: n.p., 1913.
- Bionaz, Robert Emery. *Death of a Union: The 1907 San Francisco Streetcar Strike*. <http://www.sfsu.edu>, 5/17/2006 (1-23).
- Blake, Henry William. *Electric Railway Transportation*. New York: McGraw-Hill Book Company, 1917.
- Blumenson, John J.-G. *Identifying American Architecture*. New York: W.W. Norton & Company, Inc., 1981.
- California Railroad Commission Engineering Department. "Valuation - United Railroads of San Francisco - as of December 31, 1916: Abstracts of Certain Contracts in the Secretary's Document File." California: n. p., n. d.
- Callwell, Robert. *Of Cables and Grips: The Cable Cars of San Francisco*. San Francisco: Friends of the Cable Car Museum, 2000.
- Cameron, Roy. *A Transit History of San Francisco 1850-1948*. San Francisco: Administrative Transportation Planning Council, 1948.
- Carey & Co., Inc. Architecture. "Conceptual Plan: Geneva Office Building and Power House." San Francisco: n.p., May 2004 draft.
- Dunlop, Boutwell. Scrapbook Number 11, page 53. At California Historical Society Library.
- Dunlop, Boutwell. Scrapbook Number 17, page, 30. At California Historical Society Library.
- Electric, Railway and Manufactures' Supply Company. *General Catalogue of Electric Railway and Manufacturers' Supply Company*. San Francisco: n.p., n.d.
- Harding, Francis C. *Electric Railway Engineering*. New York: McGraw-Hill Book Company, 1916.
- Jenkins, Arthur C. *A Report on Economic and Organizational Features of the Municipal Railway of San Francisco*. San Francisco: n. p., April 20, 1949. 202 pages with appendices.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 9 Page 19

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

-
- Landmarks Preservation Advisory Board. "San Francisco and San Mateo Railroad Office Building Final Case Report." May 21, 1985.
- Malinick, Cynthia Barwick. "The Lives and Works of the Reid Brothers, Architects 1852-1943." M. A. thesis, University of San Diego, 1992.
- McAlester, Virginia and Lee McAlester. *A Field Guide to American Houses*. New York: Alfred A. Knopf, Inc., 1984.
- Middleton, William D. *The Time of the Trolley*. Milwaukee: Kalmbach Publishing, 1967.
- O'Shaughnessy, M. M., "Report on the Street Railway Transportation Requirements of San Francisco With Special Consideration to the Unification of Existing Facilities." San Francisco: n. p., May 1929.
- Platt, Gee Gee Bland. "Historical and Architectural Analysis of the Geneva Office Building and Power House," 1987.
- "Reid Brothers." *California Architect and Building News*, vol. x, no. 9, 15 September 1989: 129.
- Root, Henry. "Personal History and Reminiscences with Personal Opinions on Contemporary Events 1845-1921." San Francisco: n. p., 1921.
- Sandler, Martin W. *Straphanging in the USA: Trolleys and Subways in American Life*. New York: Oxford University Press, 2003.
- Smallwood, Charles A. *The White Front Cars of San Francisco*. South Gate, CA: Charles A. Smallwood, 1971.
- Smallwood, Charles A. "Geneva Avenue Car Barn." Unpublished. Handwritten. (1980) 11 pages and photographs.
- Trimble, Paul C. *Railways of San Francisco*. San Francisco: Arcadia, 2004.
- Vielbaum, Walter, et. al. *San Francisco's Interurban to San Mateo*. San Francisco: Arcadia Publishing, 2005.
- Vielbaum, Walter, et. al. *San Francisco's Market Street Railway*. San Francisco: Arcadia Publishing, 2004.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 9 Page 20

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

Websites

- <http://www.genevaofficebuilding.org>
- <http://cable-car-guy.com>
- <http://www.classicsfproperties.com>
- <http://www.sfsu.edu>
- <http://www.streetcar.org>
- <http://www.gispubweb.sfgov.org>

Videorecordings

Bartel, Dick. "Market Street Railway 40 Car Line, 1903-1948." Suisun City, CA: Bartel-Thomsen Pictures, 1988.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 10 Page 21

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

GEOGRAPHICAL DATA

Verbal Boundary Description

The boundaries of the property being nominated correspond to the footprints of the Geneva Office Building and Power House, which occupy a 48 foot wide by 210 foot long piece of land at the northwest corner of Lot 036 in Block 6972 in the City and County of San Francisco, California.

Boundary Justification

The boundary includes the Office Building and Power House, located at the northwest corner of the original Geneva Complex lot. The northwest corner of the lot and the two buildings are presently owned by the City and County of San Francisco, Recreation and Park Department. The southern and eastern portions of the original Geneva Complex lot have been excluded because they are presently occupied by modern transportation structures and are under the separate jurisdiction of the San Francisco Municipal Railway (MUNI).

Geneva Office Building and Power House National Register Nomination

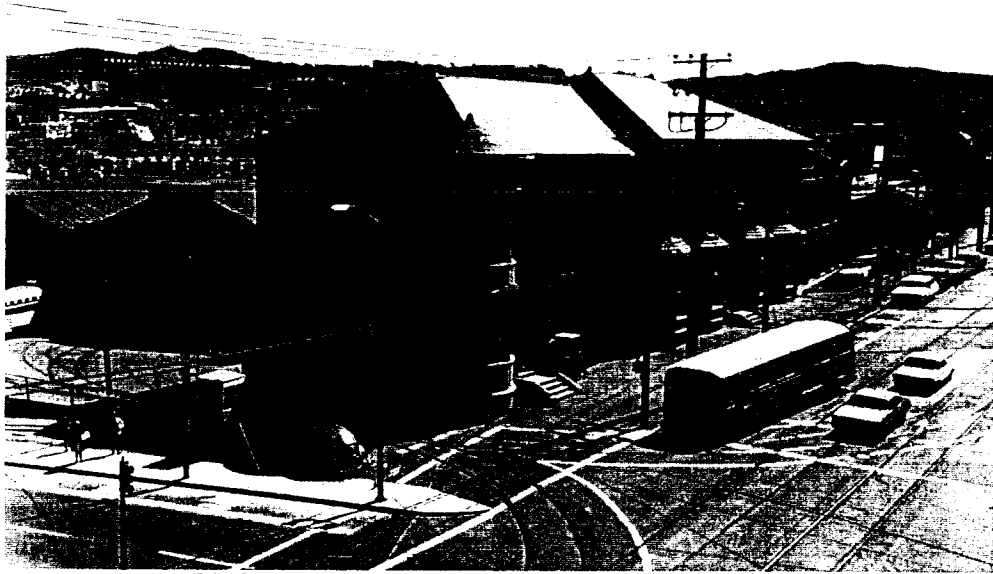


CA_SanFrancisco_GenevaOfficeBldgandPowerHouse_0001

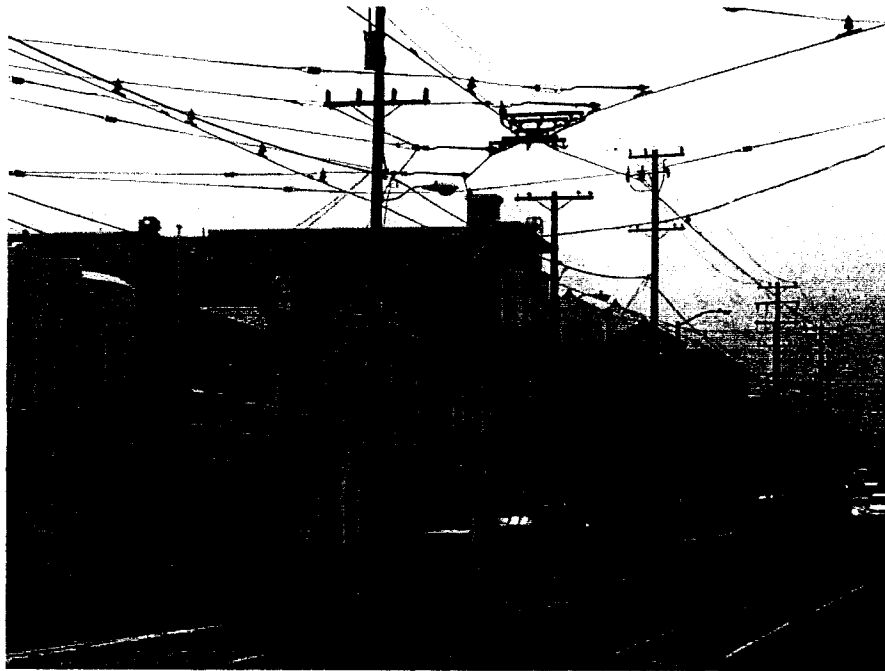


CA_SanFrancisco_GenevaOfficeBldgandPowerHouse_0002

Geneva Office Building and Power House National Register Nomination

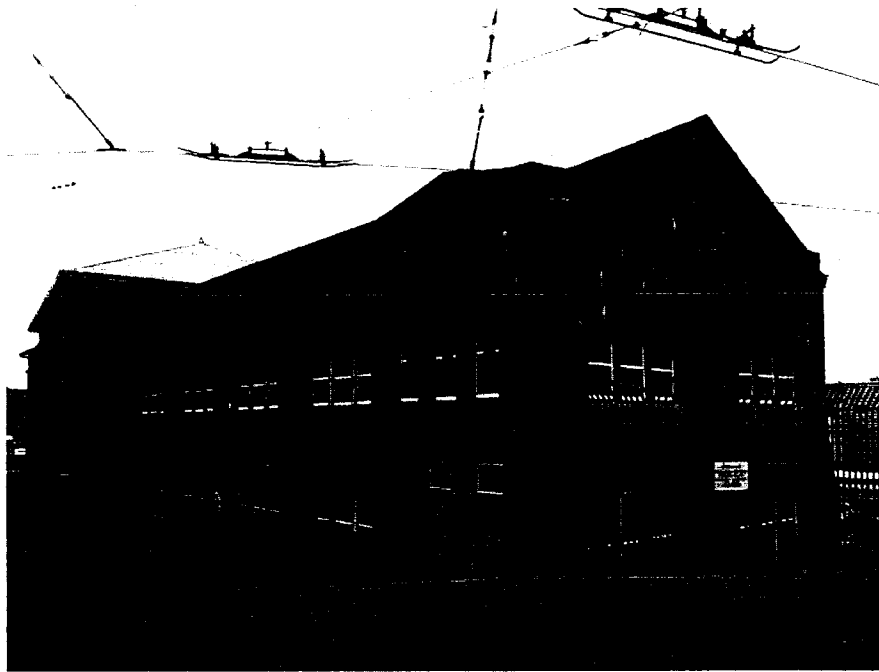


CA_SanFrancisco_GenevaOfficeBldgandPowerHouse_0005

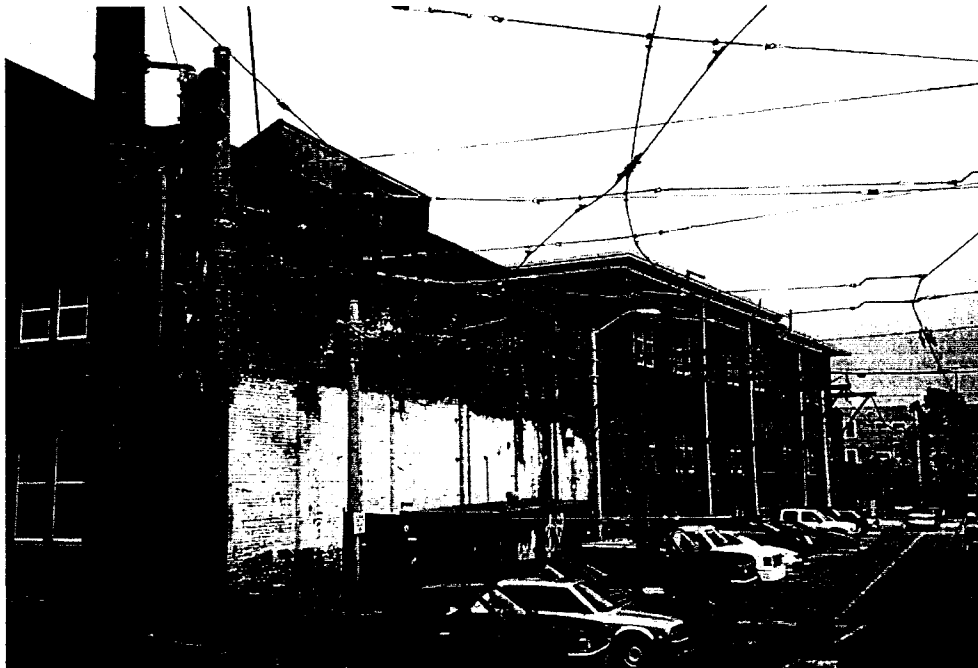


CA_SanFrancisco_GenevaOfficeBldgandPowerHouse_0006

Geneva Office Building and Power House National Register Nomination



CA_SanFrancisco_GenevaOfficeBldgandPowerHouse_0009



CA_SanFrancisco_GenevaOfficeBldgandPowerHouse_0010

Geneva Office Building and Power House National Register Nomination



CA_SanFrancisco_GenevaOfficeBldgandPowerHouse_0013



CA_SanFrancisco_GenevaOfficeBldgandPowerHouse_0014

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Photographs Page 22

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

PHOTOGRAPHY LABELS

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

From the collection of the Friends of the Geneva Office Building, photographer unknown
circa 1905

Site - View of rural development (cabbage patches) surrounding the Geneva Office Building and Power House, with the northwest corner of the Office Building in the distance at the far right side of the photograph; looking southeast

Photograph 1

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

From the collection of the S.F. Municipal Transportation Agency, Photography Dept., photographer unknown
1904

Exterior - Oblique view of west and north façades of the Office Building, with the now-demolished car barn to the left; looking southeast

Photograph 2

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

From the collection of the Friends of the Geneva Office Building, photographer unknown
circa 1904

Exterior - Oblique view of west façade of the Office Building (left) and Power House (right), showing the original brick construction at the upper mezzanine story of the Power House; looking southeast

Photograph 3

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

From the collection of the Friends of the Geneva Office Building, photographer unknown
December 1910

Exterior - Oblique view of west façade of the Power House, showing the post-earthquake concrete reconstruction at the upper mezzanine story; looking southeast

Photograph 4

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Photographs Page 23

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

From the collection of the S.F. Municipal Transportation Agency, Photography Dept., photographer unknown
April 1972

Exterior - Oblique view of west and north façades of the Office Building (left) and Power House (right), with the now-demolished car barn to the left and extensive urban development beyond; looking southeast

Photograph 5

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

Sara Lardinois - Architectural Resources Group, photographer

September 2009

Site - View of residential development along San Jose Avenue, with the northwest corner of the Office Building in the distance at the far right side of the photograph; looking southeast

Photograph 6

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

Sara Lardinois - Architectural Resources Group, photographer

September 2009

Exterior - Oblique view of north and west façades of the Office Building (left) and Power House (right); looking southeast

Photograph 7

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

Sara Lardinois - Architectural Resources Group, photographer

September 2009

Exterior - Oblique view of west façade of the Office Building; looking northeast

Photograph 8

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

Sara Lardinois - Architectural Resources Group, photographer

September 2009

Exterior - Oblique view of west and south façades of the Power House; looking northeast

Photograph 9

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Photographs Page 24

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

Lauren MacDonald - Architectural Resources Group, photographer
2006

Exterior - Oblique view of east façade of the Office Building (right) and Power House (left); looking northwest
Photograph 10

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

Sara Lardinois - Architectural Resources Group, photographer
September 2009

Exterior - Oblique detail view of the main entrance at the west façade of the south wing of the Office Building; looking southeast
Photograph 11

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

Sara Lardinois - Architectural Resources Group, photographer
September 2009

Exterior - Axial detail view of the turret at the northwest corner of the Office Building; looking southeast
Photograph 12

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

Nicole Avril - Geneva Car Barn and Power House, photographer
January 2009

Exterior - Axial detail view of window opening at east façade of the Office Building that was modified during the 1917 Carmen's Strike; looking west
Photograph 13

GENEVA OFFICE BUILDING AND POWER HOUSE

San Francisco, CA

Nicole Avril - Geneva Car Barn and Power House, photographer
January 2009

Interior - Axial view of the first floor corridor at the Office Building, showing original wood wainscot and trim; looking north
Photograph 14

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

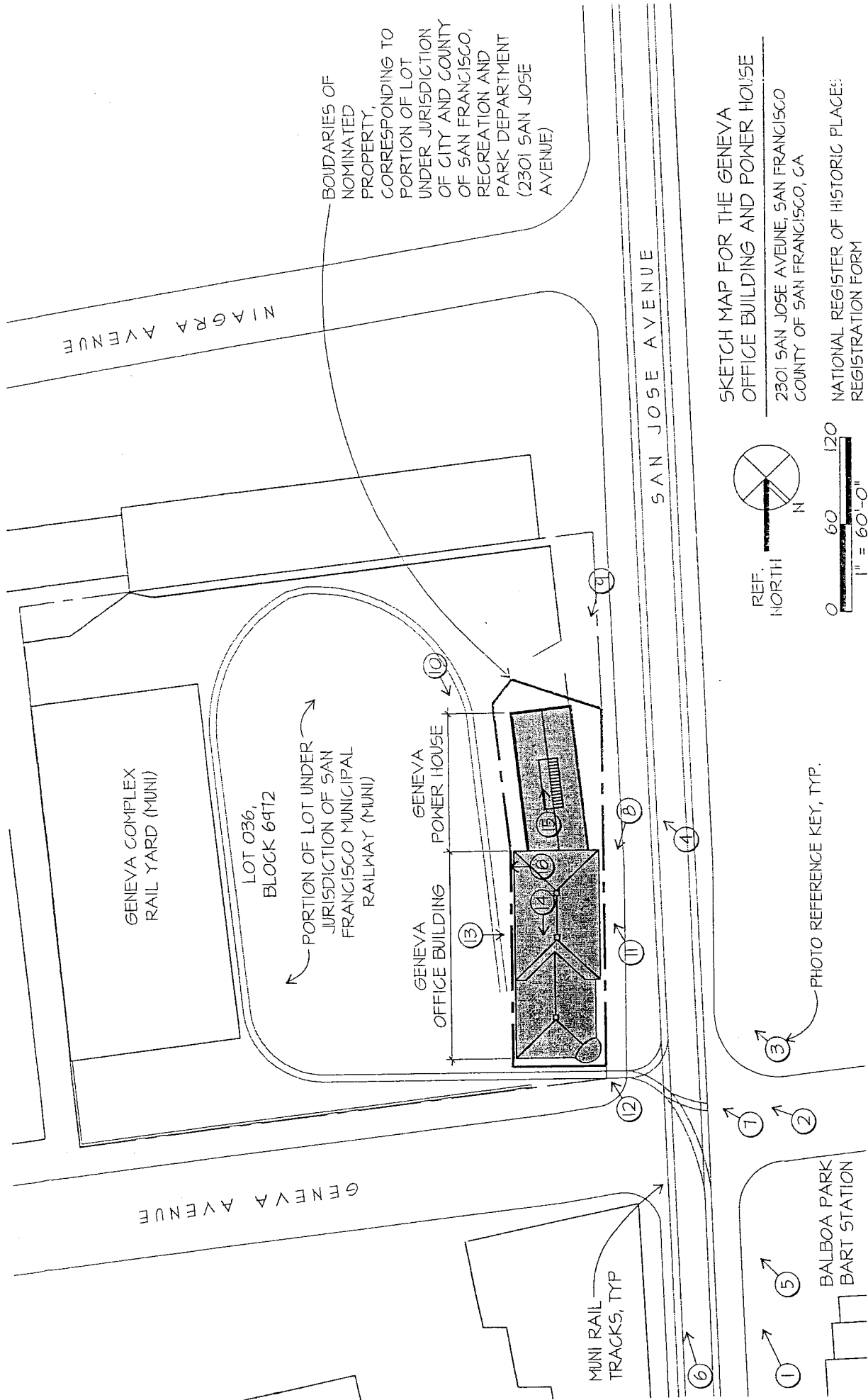
Section Photographs Page 25

Geneva Office Building and Power House
Name of property

San Francisco, California
County and State

GENEVA OFFICE BUILDING AND POWER HOUSE
San Francisco, CA
Nicole Avril – Geneva Car Barn and Power House, photographer
January 2009
Interior – Axial view of the Power House machine hall; looking south
Photograph 15

GENEVA OFFICE BUILDING AND POWER HOUSE
San Francisco, CA
Nicole Avril – Geneva Car Barn and Power House, photographer
January 2009
Interior – Axial detail view of the Office Building original wood windows, extant behind protective plywood panels installed in 2004; looking east
Photograph 16



SKETCH MAP FOR THE GENEVA OFFICE BUILDING AND POWER HOUSE

2301 SAN JOSE AVENUE, SAN FRANCISCO COUNTY OF SAN FRANCISCO, CA

NATIONAL REGISTER OF HISTORIC PLACES: REGISTRATION FORM

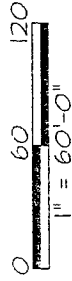


PHOTO REFERENCE KEY, TYP.