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

PRIMARY RECORD

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

Page 1 of 1 *Resource name(s) or number (assigned by recorder) 719 14th Street

P1. Other Identifier:

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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco

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

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

*c. Address: 719 14th 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): 3542-038A

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

719 14th Street is located on a 77' x 50' triangular-shaped lot on the south side of 14th Street, between Church and Belcher Streets. Built in 1911, 719 14th Street is a 1-story, wood frame, commercial building designed in the Classical Revival style. The triangular-plan building, clad in shiplap wood siding and smooth stucco, is capped by a flat roof. The primary façade faces north and includes 3 bays separated by pilasters. The left bay features a storefront with a brick veneer water table, fixed wood windows, and a central glazed wood door with a transom. The center and right bays contains a single storefront with wood frame plate glass windows, and a glazed wood door with transom in the center bay. The storefronts include awnings and signage. The primary façade terminates in a wide frieze, egg-and-dart molding, and a sculpted cornice.

The building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP6: 1-3 Story Commercial Building

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

P5b. Photo: (view and date)
View from north
8/17/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1911
SF Assessors Office

*P7. Owner and Address:
Habeeb Marilyn Trustee
1317 Millbrae Ave
Millbrae, CA

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

*P9. Date Recorded:
8/17/2006

*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 Primary #
DEPARTMENT OF PARKS AND RECREATION HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 6Z

Page 1 of 2 *Resource Name or # (Assigned by recorder) 719 14th Street

B1. Historic Name Rooney Block

B2. Common Name 719 14th Street

B3. Original Use commercial B4. Present Use: commercial

* B5. Architectural Style Classical Revival

*B6. Construction History

719 14th Street was constructed in 1911. The form of the eastern edge of the building has been altered since construction. Original cladding has been covered at the eastern storefront. The central and western storefronts have been merged since 1950.

*B7. Moved? ☒ No ☐ Yes Date: Original Location:

*B8. Related Features none

B9a. Architect Charles Paff & Co . Builder William Linden

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

Period of Significance 1906-1929 Property Type commercial Applicable Criteria n/a

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

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

Criterion 1:

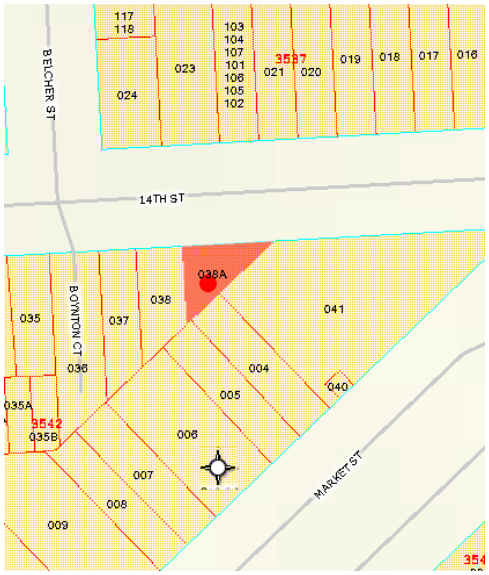
719 14th Street was designed in 1911 by the firm of Charles Paff & Co. and constructed by the builder William Linden. Charles Paff (1865-1942) was a well-known and successful San Francisco architect. (continued)

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

*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007
Building & Engineering (6/27/1911)
Sanborn Maps,

B13. Remarks

(Sketch Map with north arrow required.)



*B14. Evaluator Kelley & VerPlanck

*Date of Evaluation 5/1/2010

(This space reserved for official comments)

B10: Significance (continued)

Significant buildings designed by Paff include the Fugazi Bank building at Montgomery Street and Columbus Avenue (1908), which became the headquarters of the Transamerica Corporation and is now part of the Jackson Square Historic District, the Olympic Club at 524 Post Street (1912), and the Orient Building at 332 Pine Street (1914). Paff partnered with John Baur from 1907-1911, first as Charles Paff & Co (1907-1910) then as Paff & Baur (1910-1911). After their partnership dissolved, he reverted to Charles Paff & Co., and continued to use this name until 1916.

The original owner of 719 14th Street was the merchant Michael Rooney, who resided with his wife Jennie just a few blocks away at 618 Fell Street. Michael Rooney operated a successful liquor shop at 19 Pacific Avenue at the time his new building was constructed. Rooney never opened a shop at 719 14th Street, and likely leased the property for rental income. City Directories list a grocer named C. L. Koenig at this address in 1915 and the Master Barber Shop here in 1953. The building was constructed as three commercial storefronts and now operates as two commercial storefronts.

The Duboce Triangle and its main commercial corridor (upper Market Street) survived the Earthquake largely intact, and escaped the ravages of the resultant fire completely. Immediately after the quake the neighborhood became crowded with refugees. As a result, the neighborhood saw a transformation from largely single-family dwellings to more dense residential housing, including flats and apartment buildings. Businesses that supported this increased density also arrived. Many of these businesses were constructed in single-story retail buildings, which were quick and easy to construct. The 1910 construction date of 719 14th Street, coupled with its building typology (single story retail) and Market Street Corridor location clearly reflect its association with this broad historical trend of development.

Integrity:

Alterations include reconfiguration of three original storefronts to two existing storefronts, removal of the lower portion of the eastern corner of the building, severing an engaged fluted pilaster, covering of the bulkhead beneath the eastern storefront windows by a contemporary cladding, removal of the original entrance doors and replacement with contemporary doors, reconfiguration of the plate glass windows, and the covering of transom windows by signage. Character-defining features include its one-story height and triangular massing, engaged Classical fluted pilasters, frieze, egg and dart molding, and a molded cornice. The building retains the following aspects of integrity: location, setting and feeling, and partially retains design, materials, workmanship and association.

Conclusion:

719 14th Street does not appear to be eligible for the National Register of Historic Places, California Register of Historical Resources or local designation under any criterionAlthough the building is associated with the post-Earthquake expansion along Market Street and the development of residential neighborhoods and their associated support services and structures, significant alterations to the facade and the configuration sever the building's ability to express that association.