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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 7N
Other Listings
Review Code Reviewer Date

Page 1 of 2 *Resource name(s) or number (assigned by recorder) 2 Guerrero Street

P1. Other Identifier: Mary Ives Crocker Apartments

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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco

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

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

*c. Address: 2 Guerrero Street City: San Francisco Zip: 94103

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3501/001

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

The Mary Ives Crocker Apartments at 2 Guerrero Street is one of two buildings located on a triangular lot on the west side of Guerrero Street between Duboce and Market Streets. The second building, a small 2-story commercial structure, is addressed as 1907 Market Street. Constructed in 1922 and designed in the Colonial Revival style, the Mary Ives Crocker Apartments is a four-story residential-over-commercial building with a steel frame and masonry exterior. Clad in brick, the building has a triangular plan and a flat roof. The primary façade faces east towards Guerrero Street and is twelve bays wide. The secondary elevation faces north towards Market Street and is also twelve bays wide. The primary elevation has a recessed entry in the tenth bay. The entry features a triangular pediment with dentilated molding; Corinthian columns; and marble steps. The entry door has an arched, molded surround, pilasters, sidelights, transom and a wooden door. The primary elevation has four entrances to commercial spaces in the raised basement (first) story. Fenestration on the primary and secondary elevations on all stories is comprised of recessed, one-over-one, double-hung, wood-sash windows. The first story windows on the Guerrero and Market Street elevations have spandrel panels, and lintels with flared ends and keystones. Window openings on the upper stories have keystones. The building is further distinguished by an intermediary entablature between the third and fourth stories comprised of a pressed metal frieze with metopes, and a deeply projecting cornice with modillions. A simpler projecting cornice is set above the fourth story, below a plain brick parapet. There are fire escapes on the north and east facades. The building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP3. Multiple family property; HP6. 1-3 story commercial building

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

P5a. Photo

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

*P6. Date Constructed/Age and Sources: ☒ Historic
1922
SF Assessors Office

*P7. Owner and Address:
Trophy Properties LLC
2101 Market St
San Francisco, CA

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

*P9. Date Recorded:
8/11/2006

*P10. Survey Type:
Reconnaissance

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

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

Detail of façade (east elevation) on Guerrero Street, showing entrance

Market Street (north) elevation

State of California The Resources Agency Primary #
DEPARTMENT OF PARKS AND RECREATION HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 6L

*Resource Name or # (Assigned by recorder) 2 Guerrero Street/1907 Market

B1. Historic Name Mary Ives Crocker Apartments

B2. Common Name 2 Guerrero Street/1907 Market

B3. Original Use Residential/Apartment Building B4. Present Use: Residential/Apartment Building

* B5. Architectural Style Colonial Revival

*B6. Construction History
2 Guerrero Street/1907 Market was constructed in 1922. Four commercial storefronts have been inserted at the first story of the Guerrero Street facade sometime after 1950.

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

*B8. Related Features none

B9a. Architect Nathaniel Blaisdell . Builder unknown

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Market Street Corridor/The Mission District

Period of Significance 1906-1929 Property Type Residential/Apartment Building 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 (Residential/Apartment Building over Commercial) and dates from the Period of Significance (1906-1929) of that context. Based on appearance, the building was also considered under Criterion 3 (Design/Construction). There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons) or Criterion 4 (Information Potential).

Criterion 1:

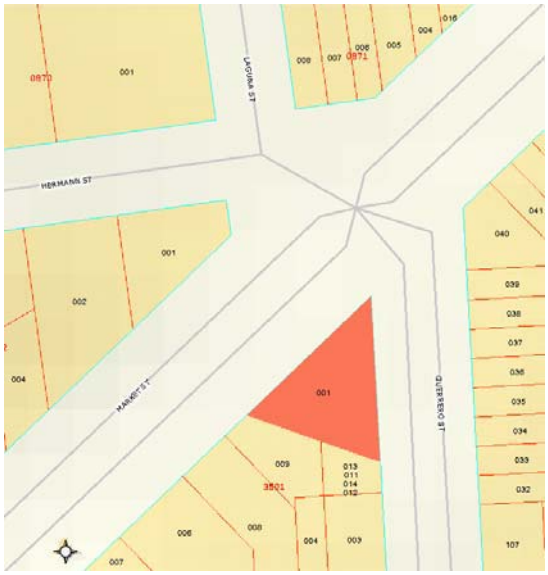
2 Guerrero Street/1907 Market was designed by architect Nathaniel Blaisdell and constructed in 1922 for Mary Ives Crocker. Crocker was the wealthy widow of one of San Francisco's leading early businessmen, Henry J. Crocker, who, prior to his death in 1912, (continued)

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

*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007
Sanborn Maps, San Francisco City Directories, San Francisco Block Books,

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)

was both president of the West Coast Life Insurance Company and vice president of H. S. Crocker & Co. importers, stationers, printers, lithographers, and bookbinders. In 1933, ownership of this building passed from the Estate of Mary Crocker to the Emco Investment Company. The 1953 City Directory lists a mix of male and female tenants at this address, engaged in occupations including janitorial work and anesthetist at a private hospital. In 1966, ownership of the building passed to the Co-op Manufacturing Co.

Prior to construction of the building, the 1899 Sanborn Map describes this lot as vacant. The fire that followed the 1906 earthquake halted its path of destruction directly across the street to the east. In 1914, the Sanborn Map shows a small one-story shed at this lot, likely constructed hastily and in service to the local rebuilding effort. When constructed, the present building contained 28 apartment units. The building was constructed as an apartment building, a use pattern it continues today.

The Mission District was rapidly reconstructed after the 1906 Earthquake, driven by population pressures. Thousands of earthquake refugees from the burned-over South of Market area moved into the Mission District and other outlying neighborhoods, doubling up with relatives, camping in parks, or moving into former single-family houses hastily divided into apartments. The demand for permanent housing became severe, driving up rents and making the construction of rental housing a lucrative prospect. Reconstruction occurred in several waves. The first wave began in 1906 and extended into 1908. This period was characterized by furious, widespread construction of housing and commercial buildings to meet the immediate needs of the district's populace. This initial boom gave way to a less frantic, yet more sustained, period of reconstruction that continued through 1916. Most of the building stock within the Market and Octavia Survey Area was erected during this wave of reconstruction. Following a brief hiatus during the First World War, the Mission witnessed another burst of building activity in the 1920s, which was an era of increased prosperity and rampant real estate development nationwide.

2 Guerrero Street/1907 Market Street is an example of an apartment building, a building type widespread in this area during the decades following the 1906 Earthquake and Fire. Apartment buildings are generally located on large lots and configured with multiple living units on each floor, all accessed through a common lobby. The majority of apartment buildings constructed at this time were designed in Revival styles, including Mission, Classical, Colonial and Spanish Colonial Revival.

Although 2 Guerrero Street/1907 Market Street's building typology and location reflect a general association with the 1906 Earthquake and Fire and reconstruction period of significance, the 1922 construction date places the building outside of the primary scope of the period of significance and renders it unable to accurately embody this broad pattern of San Francisco's history.

Criterion 3:

Nathaniel Blaisdell, the architect of record, was born in July 1862 in Providence, Rhode Island and graduated from Brown University. He moved to San Francisco in 1884 and went to work for established architect Clinton Day as a draftsman. He has been credited with making a major contribution to the original design of the City of Paris building, at the southeast corner of Geary and Stockton, designed by Day in 1896. Blaisdell went into practice for himself in 1897, opening an office at 222 Sansome. Following the 1906 earthquake and fire, Blaisdell reestablished his office at 255 California. Surviving commercial buildings Blaisdell designed include the Oscar Luning Building (45-47 Kearny at Maiden Lane in 1907) and the St. Clair Building (2-16 California at Drumm in 1908). Blaisdell retired in 1927 and died on September 13, 1956.

The Colonial Revival style was a stylistic trend that emerged in the 1880s from the East Coast. Despite the remoteness of California from New England, the Colonial Revival became popular in San Francisco and the rest of California between 1895 and 1910, partly due to the New England origins of many of the state's leading families. , the work of recently arrived architects from New England, New York, and Chicago, including Willis Polk and others, frequently recalled the chaste First Period houses of Salem or Ipswich, Massachusetts or the grand Georgian Revival of Newport. Although the style first took hold in the City's wealthier neighborhoods such as Pacific Heights, the style was not confined to homes for the rich. Much of the destroyed fabric of San Francisco replaced after 1906 was rebuilt in the simple, elegant and flexible vocabulary of the Colonial Revival. Prominent architectural features include classically detailed porticos supported by fluted columns, Palladian windows, dormers, shutters and large classically detailed cornices. Frequently plaster moldings in the form of cartouches, swags, wreaths or garlands highlight the center of the gables or the spandrel panels. (continued)

B10: Significance, continued

2 Guerrero Street/1907 Market Street integrates several Colonial Revival style design principles, including classically detailed entry pediments and large classically detailed cornices. However, the building does not rise to the level of a building that embodies the distinctive characteristics of the Colonial Revival type, period or method of construction.

Integrity:

2 Guerrero Street/1907 Market Street has undergone alterations since its 1922 construction, including the insertion of four commercial storefronts at the exposed basement of the Guerrero Street facade. Otherwise the building is largely unaltered, and retains character defining features including three-story over exposed basement height and flatiron plan, brick cladding, recessed entry framed by a gabled pediment with dentilated molding; Corinthian columns; and marble steps, glazed wood entry door with sidelights and transom, an arched, molded surround with pilasters, recessed, one-over-one, double-hung, wood-sash windows with spandrel panels and lintels with flared ends and keystones, an intermediary entablature between the third and fourth stories comprised of a pressed metal frieze with metopes, a deeply projecting cornice with modillions, a simple projecting terminating cornice and a plain brick parapet. The building retains integrity of association, feeling, workmanship, materials, location and setting, as well as partial integrity of design due to the insertion of commercial storefronts as described above.

Conclusion:

2 Guerrero Street/1907 Market Street does not appear eligible for listing in the National Register of Historic Places, the California Register of Historical Resources or local designation under any criterion. Although the building location and typology reflect an association with the 1906 Earthquake and Fire and Reconstruction period of significance, the 1922 construction date places the building outside of the primary scope of this broad pattern of San Francisco's history. Nor does the building embody the distinctive characteristics of a type, period or method of construction. It is not the work of a master, nor does it possess high artistic values. However, as a moderately well-preserved example of an apartment building designed in the Colonial Revival style and constructed in 1922 in the Market Street corridor area, the building retains sufficient character defining features to merit special consideration in local planning.

Character Defining Features:

Character defining features include three-story over exposed basement height and flatiron plan, brick cladding, recessed entry framed by a gabled pediment with dentilated molding; Corinthian columns; and marble steps, glazed wood entry door with sidelights and transom, an arched, molded surround with pilasters, recessed, one-over-one, double-hung, wood-sash windows with spandrel panels and lintels with flared ends and keystones, an intermediary entablature between the third and fourth stories comprised of a pressed metal frieze with metopes, a deeply projecting cornice with modillions, a simple projecting terminating cornice and a plain brick parapet.