

Self-Guided Walking Tour of the Proposed Market Street Masonry Discontiguous District

This walking tour includes eight architecturally significant buildings located between Franklin and Valencia Streets that comprise the proposed Market Street Masonry District. Each was designed between 1911 and 1925, commonly known as the Reconstruction Period, by well-regarded architects of the time utilizing earthquake and fire-resistant materials.

While styles of the eight buildings vary, master architects such as August Nordin and George Applegarth designed buildings in one of the popular Revival styles of the early 20th-century such as Classical Revival, Colonial Revival, and Venetian Gothic Revival.

For each building, the architects utilized a formal three-part arrangement consisting of a base (often with a commercial storefront), main portion or column (often with residential floors), and decorative top with either a projecting cornice or decorative parapet. Projecting bay windows visually reinforce the vertical emphasis, while increasing the light and air into the interior of many of the buildings.

All of the buildings are well-preserved examples and retain character-defining features, such as elaborate cornices, pattern brickwork, and unaltered historic storefronts with their glass transom lights, bronze plate glass window frames and decorative bases.

While each building is unique, they relate to each other as a group because of the period in which they were constructed, their high-style design, and fire-proof masonry construction. Some of the significant themes that unite these buildings include:

- All were designed by well-regarded architects, some of whom were master architects
- Architecturally, all exhibit high-style design and use high quality durable materials
- All were constructed of fire-proof masonry of brick or concrete
- All were built between 1911 and 1925, following the 1906 earthquake and fire
- All are three to five stories tall, and are fully built out, covering their entire lot
- Most are mixed-use with commercial ground floor uses and residential above



This material is based upon work assisted by a grant from the Department of the Interior, National Park Service. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the view of the Department of the Interior.



Stop 1

150 Franklin Street

Architect: August Nordin

Style: Classical Revival

Construction Type: Steel and concrete with brick exterior

Date built: 1912

History: According to a San Francisco Chronicle article from July 20, 1912, the building had thirty apartments of two rooms and a bathroom each, and eight apartments of three rooms and a bathroom each. An example of how women earned a living a century ago, Mrs. Katherine A. Whiteside, described as having been engaged in the apartment house and hotel business in San Francisco for several years, held a five-year lease on 150 Franklin Street. A prolific master architect, August Nordin (1869-1936), a native of Stockholm, Sweden designed more than 300 buildings in his career. Some notable examples of his diverse work are houses at 100 Carl Street (1900) and 435 Cabrillo (1912), flats at 1080-82 and 1086-88 Fulton (1902), the Windeler Apartments (1915) at 424 Ellis, the Cristobol Apartments (1913) at 750 O'Farrell, and the Altamont Hotel (1912) at 3048 16th Street. He also designed the Swedish-American Hall at 2168 Market St. (1907).



Parts of the building to observe: The building is broken into a 3-part form like the parts of a Greek column: a raised basement (base), a middle section of apartments (column), and a cornice at the top (capital). The building features a row of bricks laid in a diamond pattern and a projecting ornamental cornice, made of metal, with drop finials that hang down on the underside of the cornice. The brick pattern on the walls is called common-bond, with bricks turned to their short end every 6th row. The grand steel and glass canopy over the entry is the best example of this feature in the surrounding neighborhood. The bay windows do not project, but are set into the thickness of the wall. Terra cotta (made of clay) ornament is used on the panels of the bay windows and for the painted blue decorative bands. The blue band at the first floor (a belt course) is designed in a “Greek Key” pattern.



Stop 2

1580-1598 Market Street

Historic name: “Miramar Apartments”

Architect: G. Albert Landsburgh

Style: Classical Revival

Construction type: Steel frame and brick exterior

Date built: 1911

History: the building was originally called the “Raymond Apartments”. The architect, G. Albert Landsburgh (1876-1969), was born in Panama, but raised in San Francisco. He was educated at the University of California, Berkeley, and the *École des Beaux-Arts* in Paris, returning to San Francisco in May 1906. The *École* was formed in 1648 to educate the western world’s most talented students in fine arts and architecture. Studies focused on classical arts and architecture from ancient Greek and Roman culture. Known for his theater and auditorium designs such as the Warfield and Orpheum Theaters in San Francisco, Landsburgh designed over 50 of them nationwide.



Parts of the building to observe: Three-part form has storefronts as the base, five floors of apartments, and a formal cornice at the top. The cornice is made of metal and has rows of larger scrolled modillions above bands of egg-and-dart and dentil moldings. Above each window is a terra-cotta keystone. The building is broken up into three large masses, with deeply recessed “light wells” between each. There is a unique triangular pediment feature at the front of each light well, that connects each mass through decorative belt courses. The brick walls are laid in a Flemish bond, where alternating bricks are set with their short side out. The adjacent building to the east of 1580 Market St. was recently demolished, revealing an old advertisement for “Carnation Mush” painted on the bricks on the side of the building.



Stop 3

1649-1651 Market Street

Architect: George Applegarth

Style: Classical Revival

Construction type: Steel frame and brick exterior

Date built: 1912

History: Originally named the Crockett Apartments, it was built with nine storefronts, with those on Brady Street largely unaltered. In 1918, most of the storefronts were occupied by either restaurants or saloons. By 1940, the building was known as the Bradmar Apartments, and the uses within storefronts included a laundry, an office, a small grocery and restaurants. George Applegarth (1876-1972) in partnership with Kenneth MacDonald, Jr. (1881-1937). Both architects trained at the *École des Beaux-Arts* in Paris. The partnership designed many of the buildings in Presidio Terrace between 1908 and 1912. Applegarth is also known for designing the Palace of the Legion of Honor.

Parts of the building to observe: The three-part form has storefronts at the base, and four levels of apartments. The top floor features an amazing display of terracotta including large panels with faces at the corners and ornate columns. The building still has its original wood windows, which are set into the wall, but angle inwards in the form of a bay window. The decorative areas below the windows are called spandrel panels. The bricks are laid in a Flemish bond with alternate bricks of a darker color set on end. Above the front door, you can see the two eye-bolts from which a metal portico used to hang. This building has the most extensive use of decorative terracotta within the district.



Stop 4 1657 Market Street

Historic name: “Ascot Hotel”

Architect: Hladik and Thayer.

Style: Classical and Venetian Gothic Revival

Construction type: Reinforced concrete with stucco exterior

Date built: 1911

History: The building was built for the G.D. Lucy Co., a soap manufacturing company with a plant on San Bruno Avenue. The Security Plumbing Supply Co. occupied the storefront in the 1930s. The partnership between Hladik and Thayer was dissolved in 1912. As an architect, John C. Hladik (1872-1945) specialized in apartment buildings.

Parts of the building to observe: This three-part building has a storefront for a base, four floors of residential hotel rooms above, and a bold and exotic cornice at the top, designed in the “Venetian” style. It is made of pressed metal. Below the cornice, the top floor features a row of five windows that are recessed from the front wall. Each window at the top floor is flanked by half-columns called pilasters. The middle three floors have typical projecting bay windows which were found in most of San Francisco apartment buildings during this period. Each bay window is topped with a decorative sheet metal cornice. The storefront has the original transom window above the display windows, and an elaborate surround that frames the storefront. Scrolled brackets are found on the underside of the bay windows at the first floor. On the west side of the building, there is an outline of the top two-stories of the adjacent building that were taken down following the 1989 Loma Prieta earthquake.



Stop 5

1666-1668 Market Street

Historic name: “Edwardian Hotel”

Architect: William H. Crim

Style: Colonial Revival

Construction Type: reinforced concrete with a brick exterior

Date built: 1913

History: Originally called the Hotel Eastman, the first owner, Bruce Cornwall was an attorney who lived in Berkeley. The storefront was occupied by an upholstery shop from the 1930s into the 1950s. Other buildings by William H. Crim (1879-1930) include the Second Church of Christ Scientist on Dolores Street, the Pacific Coast Envelope Building at Second and Harrison Streets, the Mission Savings Bank Building on 16th Street, and a number of residential commissions throughout the City.



Parts of the building to observe: Like many buildings on the north side of Market Street, this building is not square in form. The lot is angled and one can see how the rear of the building angles to the east. One can also see the reinforced concrete without the brick on the side facing Market Street. The bricks on the main façade are laid in a Flemish bond, with alternating bricks turned to the short side. The three-part building has a storefront on the ground floor, hotel rooms in the middle four floors, and an elaborate cornice at the top. The cornice features four segments of balusters at the top, and a row of modillions – all made of pressed metal. Notice how the window surrounds are different at each floor. The building is an excellent example of Colonial Revival, as evidenced by the “fan light” windows at the ground floor, and the style of the cornice at the top.



Stop 6 1670-1680 Market Street

Historic name: “Gaffney Building”

Architect: Walter Falch

Style: Renaissance Revival

Construction type:
Reinforced concrete with stucco exterior

Date built: 1923

History: The original owners, Gaffney & Luce, ran the “Hub Market” wholesale meats in one of the storefronts on the ground floor from 1923 into the 1960s.



Parts of the building to observe: This is another example of a building on the north side of Market Street on an asymmetrical lot. A three-part building, there are storefronts at the base, five residential floors in the middle, and an elaborate cornice at the top. The cornice and ornamentation on the bay windows are made of pressed metal. The apartment windows open to the side, and are called casement windows. Small transom windows are found above the casement windows. The ground floor storefronts are double-height, and feature original pink and black tiles on the bulkhead. The transom windows above the storefront are designed in a unique style and size, not typical for storefronts of this period. Above the center storefront is a panel inscribed with the name of the building.



Stop 7

1687 Market Street

Historic name: “The Edward McRoskey Mattress Company”

Architect: Fabre and Hildebrand

Style: Classical Revival

Construction Type: Reinforced concrete with stucco exterior

Date built: 1925

History: Owned and occupied by the McRoskey Company since it was built, the building featured an innovative plan for the time, manufacturing and retailing directly to the consumer, rather than through stores or retailers. As when first built, the front portion of the building is a display and sales space, and the back and top floor are for manufacturing. Albert Joseph Fabre (1882-1962) and Ernest H. Hildebrand operated an architectural firm at 461 and 401 Valencia in the years following the 1906 disaster, designing in the Mission from 1906-1915. Fabre had a solo practice in San Francisco from 1921-1942 and primarily designed commercial buildings, apartment buildings and single-family homes, primarily in the Forest Hill area of San Francisco in those years. Ernest H. Hildebrand is known to have practiced architecture from the mid-1910s to 1932.



Parts of the building to observe: Unlike other buildings in this District, which has residential and commercial uses, this is the only fully commercial building. From the outside, it appears to be a three-story building; however, a look inside reveals that there is a mezzanine in the double-height ground floor. The windows are made of steel to allow for an abundance of natural light to reach the interior. The glass pattern in the transoms is a feature of Classical Revival style. The gold leaf details under the top floor windows and at the sides of the building are made of a hard plaster, and were available from a catalog.



Stop 8

1693-1695 Market Street

Historic name: “Hotel Allen”

Architect: Conrad A. Meussdorffer

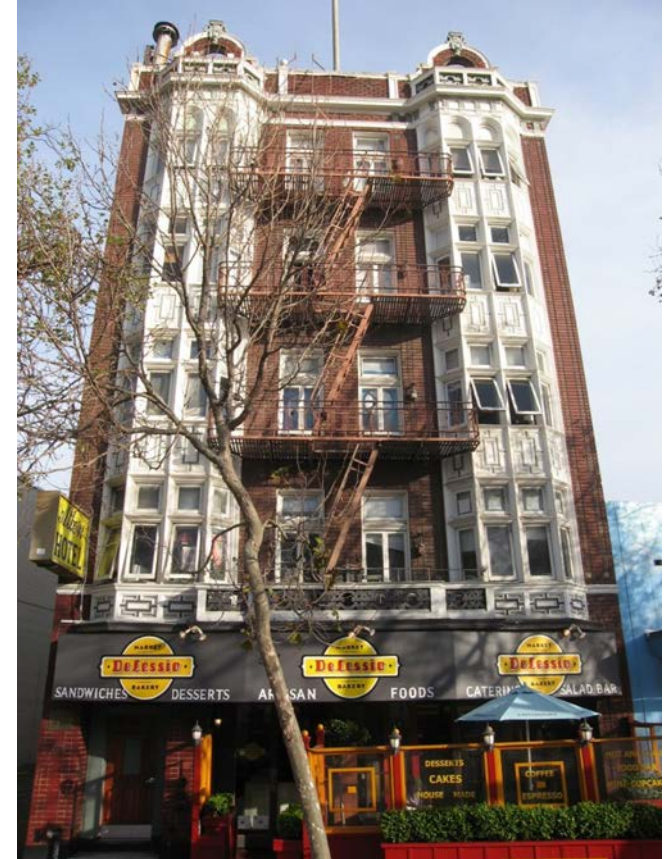
Style: Renaissance Revival

Construction type: Reinforced concrete with a brick exterior

Date built: 1914



History: Originally called the Hotel Fallon, after the first owner, Mrs. Carmel Fallon. Ms. Fallon was the daughter of Jose Castro, a wealthy landowner in Mexican California. She was also the divorced wife of Thomas Fallon, who famously claimed San Jose for the United States during the Mexican-American War. Mrs. Fallon resided nearby at 1800 Market Street, now home to the San Francisco Lesbian Gay Bisexual Transgender (LGBT) Community Center. Conrad A. Meussdorffer (1871-1945) was an extremely important San Francisco architect. In 1897 he opened his own office and practiced into the 1930s. He designed very fine houses, commercial and fraternal buildings, but is best known for luxury apartment houses. His most important works are: St. Regis at 1925 Gough (1906); Lafayette at 2135 Sacramento (1905); 2000 Washington (1922); and 2006 Washington (1925).



Parts of the building to observe: The base of this building contains a modern storefront and the entrance to the hotel. The four residential floors above have metal-clad projecting bay windows on the sides with single window openings in the center. The windows that open out from the bottom are called awning type. The top of the building is perhaps its most interesting feature, with double arched parapet, decorative keystones and a flagpole in the center.





<http://MarketMasonry.sfplanning.org>

The purpose of individual Landmark and local Landmark District designation is to recognize the historical and architectural significance of buildings, structures. A second process, the National Register Certification of the local Landmark District, will qualify the buildings for additional Federal preservation incentives. These incentives include façade easements and Federal Tax Credits. Lastly, the official commitment of a Landmark District designation ensures that historic properties are not negatively affected by future development in the neighborhood.

To be added to the mailing list (before September, 2012) and kept informed of the Landmark designation progress, or if you have questions or comments, please contact:

Moses Corrette, Preservation Planner

Telephone: 415-558-6295 e-mail: moses.corrette@sfgov.org

SF Planning Department - 1650 Mission Street, Suite 400 - San Francisco, CA 94103

