



Rousseaus' Boulevard Tract

Brothers Arthur and Oliver Rousseau set out to build high quality homes with modern amenities and trendy styling for families of moderate income. In 1932 they carefully chose a setting with panoramic views of the parkway along Sunset Boulevard and the Pacific Ocean, building 93 houses in this tract over the next year and a half. With great attention to detail and an emphasis on variety, they created a cohesive enclave that stands out as a unique and rare confection of Storybook Period Revival whose whimsy and charm continue to delight today.



For more information:
www.sf-planning.org/rousseau-boulevard

To see or share photos and stories:
www.historypin.org/en/rousseaus-boulevard-tract

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Storybook Style

Inspired by rural cottages in Europe, this fanciful style is characterized by irregular rooflines, applied masonry, a false appearance of weathering, and whimsical details like turrets and weathervanes. Storybook is usually a subtype of Tudor Revival, but this unique Tract has Storybook versions of Spanish Colonial Revival and French Provincial houses in addition to Tudor Revival.

Tudor Revival

This style often features half-timber ornament beneath the roofline, turrets with witch's cap roofs, and steep gables or catslide roofs.

Spanish Colonial Revival

This style is characterized by shallow roofs clad in red Spanish clay tile; decorative stucco, wood, or tile ornamentation; and rough jazz stucco, sometimes with a crescent or bumpy pattern.

French Provincial

This style features a mansard roof, elaborate faux masonry on the façade, highly ornate decorative elements, and sometimes windows with eyebrow arch transoms.

Walking Tour Stops

1 1500 36th Ave

Arthur Rousseau lived in this home from 1933 to 1937. This Tudor Revival residence has Storybook rubble as well as a whimsically scored driveway and entry sidewalk.



2 1564 & 1568 36th Ave

The Rousseaus displayed 21 furnished model homes in the Boulevard Tract. This Tudor Revival



(left) was the first, and was called Sunset House. The introduction of a second-floor, open interior patio caused a sensation, and the house sold so quickly that the Spanish Colonial Revival home next door (right) was opened as a second Sunset House. Both houses have shaped entry walls, and the house on the right also has bumpy jazz stucco and its historic balcony.

3 1563 35th Ave

The houses on the west side of 35th Avenue had a new patio plan layout with larger rooms on a wider lot. This French Provincial house has historic garage doors and a matching tradesman door, as well as an entry gate.



4 1549 & 1548 35th Ave

This French Provincial model home was called Maison Noel. Marketed to the socially-minded who wanted to host guests for the Thanksgiving and Christmas holidays, the house sold in one day. Across the street is a Tudor Revival model home called Surprise House that featured a new horseshoe-shaped patio.



5 1507 35th Ave

This Spanish Colonial Revival home has Storybook rounded faux masonry blocks along its base and entry alcove. Also note the sawn-board Monterey-style balcony.



6 1511 34th Ave

This Spanish Colonial Revival home has a Storybook raised band of stucco scored to look like flagstones along the base of the façade. Also note the ogee arch picture window and the Churrigueresque stucco ornament over the entry arch. The houses on 34th Avenue introduced an oval patio that the Rousseaus attempted to patent.



7 1547 34th Ave

This Spanish Colonial Revival house has a double layer of Storybook faux masonry along the base of the façade, so that it appears weathered and crumbling. Also note the historic ship weathervane.



8 1598 36th Ave

This Spanish Colonial Revival was the home of Oliver Rousseau from 1933 to 1937. In spite of strong sales in the Boulevard Tract, Marian Realty Company declared bankruptcy at the end of 1933. Oliver eventually went on to start his own realty and construction company, continuing to build houses and duplexes in the Bay Area.

