

Rousseaus' Boulevard Tract

In 2013, San Francisco Planning identified the Rousseaus' Boulevard Tract homes bounded by 36th Avenue, Kirkham Street, 34th Avenue, and Lawton Street as a potential historic landmark district due to their exceptional and intact architectural character. As Planning takes the next step to designate the Tract as an Article 10 landmark district, a follow-up survey is currently taking place to further identify the exterior building and landscape details that are so unique to this special neighborhood.

History

The Rousseaus' Boulevard Tract homes were built among the sand dunes of the Sunset District from 1932 - 1933 by brothers Oliver and Arthur Rousseau, who chose to live on 36th Avenue until 1937. The neighborhood quickly became home to a professionally diverse group of accountants, insurance agents and bank employees, mechanics, police officers, physicians and dentists, bakers, chemists and electricians, and salespeople.



Storybook house on 35th Avenue.

Innovations & Special Architecture

The homes include whimsical and detailed characteristics that present a version of Storybook Style architecture that is unique to the Bay Area. This includes not only Tudor Revival homes, from which Storybook Style is commonly derived, but also Storybook versions of French and Mediterranean Revival, as well as Spanish Colonial Revival and its Churrigueresque and Monterey Revival subtypes.

The Tract includes the first "Patio Plan" homes, featuring floor plans with indoor patios that provide sunlight and fresh air to the adjoining rooms. The Rousseaus created several varieties of this popular design, and even tried to patent the oval-shaped patios found on 34th Avenue.

Learn More

San Francisco Planning invites you to participate in our survey project. Learn more about the project and upcoming events at

<http://sf-planning.org/rousseau-boulevard>

If you have historic photos, documents, or memorabilia related to the Rousseau homes, or are interested in providing staff access to original Rousseau interior features, **contact staff at rousseau boulevard@sfgov.org**.



Storybook houses on 36th Avenue. Note the applied masonry rubble feature along the ground of the Spanish Colonial revival style house on the left and the brick entry arch on the Tudor revival on the right.

Landmark District Designation FAQ

What is a Landmark District?

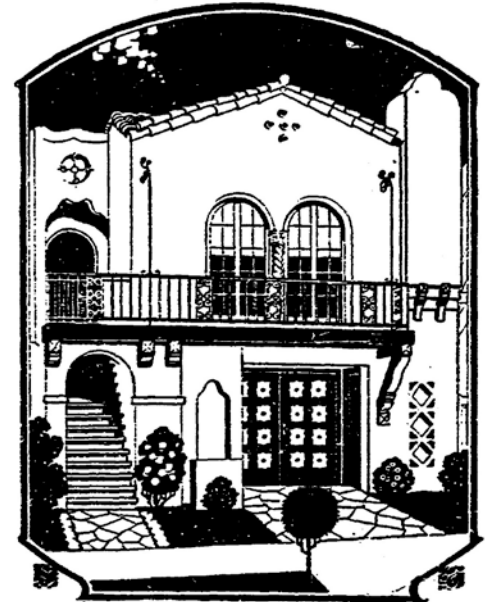
A local landmark district identifies a group of iconic buildings, structures or landscapes within a neighborhood that showcases architectural character, historical, and/or cultural significance. A designation of a landmark district will create guidelines that will help retain the original features of a building. For example, the Rousseaus' Boulevard Tract is significant due to the architectural character of the houses.

What are the potential benefits for property owners?

There are two main incentives offered to property owners in a Landmark District:

- **Mills Act:** can provide qualifying participants up to a 50% reduction in property taxes in exchange for the rehabilitation, preservation, and long-term maintenance of historic properties.
- **California Historical Building Code:** provides an alternative building code for the preservation or rehabilitation of buildings for historic properties.

In addition to these incentives, multiple studies across the country have demonstrated that property values in landmark districts remain stable or increase in comparison to values of properties that are not listed.



1932 ad (*San Francisco Chronicle*
04/09/1932 pg. 7).

What is the Landmark District designation process in the Rousseaus' Boulevard Tract?

After the neighborhood is surveyed, San Francisco Planning staff will publish a draft landmark district designation report. The report will describe the neighborhood, its history and its special features that should be protected. Once the Historic Preservation Commission approves the proposed landmark district designation based on the report, it will recommend approval to the Board of Supervisors for a final vote.

There will be several opportunities for residents and owners to help shape the draft landmark district designation document and to determine how features will be reviewed under the designation ordinance. Please review the "How Can I Get Involved?" question for more.

What other Landmark Districts are in San Francisco?

The City of San Francisco has designated thirteen local landmark districts, ranging in size from a handful of buildings to several hundred properties. Some residential districts include the Duboce Park Landmark District, Webster Street Landmark District, Alamo Square Landmark District, Telegraph Hill Landmark District, and Dogpatch Landmark District.

How can I get involved?

The community has expressed great interest in protecting the architectural character of the neighborhood. We welcome and encourage your participation in the process to help shape the landmark district designation report.

- Attend the next **walking tour on Saturday, September 24, 2016** – check the website for the confirmed time.
- Attend **community meetings** about the designation—check the website for confirmed dates.
- **Submit your photos and stories** to the History Pin collection—go to www.historypin.org and search for **Rousseaus Boulevard Tract** to find the collection.