State of California & The Resources Agency	Primary #								
DEPARTMENT OF PARKS AND RECREATION	HRI #								
DISTRICT RECORD	Trinomial								
Page <u>1</u> of <u>35</u>	*CHR Status Code 6L								
*Resource Name or # (Assigned by recorder)	Northeast Mission - Showplace Square Industrial Employment Special Area								
D1. Historic Name New Wholesale District	D2. Common Name: Showplace Square								
*D3. Detailed Description (Discuss coherence of the district, its setting, visual characteristics, and minor features. List all elements of district.): The proposed Northeast Mission-Showplace Square Industrial Employment Special Area is a primarily industrial area in the northeast portion of the Mission District, a densely developed urban area. It is a part of the Showplace Square survey area. Although the Special Area contains examples of non-contributing residential and commercial buildings, the main residential sectors and commercial centers of the neighborhood lie to the south of 20th Street and west of Shotwell Street. The Special Area occupies a rectilinear street grid bisected diagonally southwest to northeast by Treat Avenue, a former railroad right of way built over the now-buried Mission Creek. Its northern boundary is marked by the elevated roadway of U.S. Highway 101, with Division Street beneath. The elevated roadway also provides a prominent marker to the east. To the west, the Special Area gives way to the Mission Street commercial corridor. The boundaries of the survey area are illustrated in Figure 1. (See Continuation Sheet, p. 2)									
irregular, consisting of 94 individual parcels, inclueligible for the National Register (3S); 18 that appear	a-Showplace Square Industrial Employment Special Area are highly ading two that are listed on the National Register (1S); one that is eligible for the California Register (3CS); 51 that retain integrity, but we either vacant, new, or have lost integrity (6Z). The properties are								
boundaries of the Special Area. A process to assundertaken, resulting in documentation that is morquality classified on a five-point range, classified establishes what buildings are individually significated (See Continuation Sheet, p. 21)	ok at each individual building in the area, both inside and near the less each of the seven aspects on integrity for every building was been objective. A second process to establish a scale of architectural ach building including new and vacant parcels. Roughly, the scale int, contextually important, background and detrimental.								
D6. Significance: Theme Industrial Employment Period of Significance 1878, 1895 - 1954	: San Francisco Area Northeast Mission / Showplace Square Applicable Criteria N/A								
(Discuss district's importance in terms of its historical of	context as defined by theme, period of significance, and geographic scope. Also								
The Northeast Mission-Showplace Square Indust found to be significant at the local, state, and reg highly visible buildings are individually archited Industrial Employment Special Area has an asseperiod 1878/1895 to 1954, when up to one third of much of that time, manufacturing was the leading important manufacturing center west of Chicago. production began as early as the 1860s, with industriance and California's economy. Employment to the local economy beyond the Second World importance as Retail and Professional employment leading west coast center of manufacturing. (See C*D7. References (Give full citations including the names a (See Continuation Sheet, p. 33)	nd addresses of any informants, where possible.)								
*D8. Evaluator: N. Moses Corrette	Date: 03/17/11								
Affiliation and Address: San Francisco Planning Depart	tment 1650 Mission St San Francisco CA 94114								

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI#
CONTINUATION SHEET	Trinomial

Page

*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square

Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

D3. Detailed Description (Continued)

The Special Area contains 94 parcels, including 72 contributors and 22 non-contributors. Parcels are generally large, some taking up whole 600 ft. blocks, but with an average size of 15,000 square feet, smaller in the northwest portion where the scale is more like the South of Market Area. The most common building material is concrete, although several distinctive American Commercial-style, heavy timber and steel-frame brick warehouse buildings are

contributors. There are also a small number of wooden buildings included. Most buildings are 1-3 stories; only 1855 Folsom Street at six stories, is taller than four stories, and many have large parking lots or storage yards. Their construction dates range from 1878 to 1954, with exactly half dating from the 1920s and 30s. The median build date for contributing properties is 1924. Most adhere to a common typology, materials, architectural style, and relationship to the street. Scale varies, but divides into two general categories; either multi-story buildings covering large portions of a block, built as a specific plant for a larger owner/occupant (the anchor buildings), or small single-story forms built to rent to a wide range of uses (the infill buildings). Within each of the categories are several property types, explained starting on page 26. The Industrial



Photograph 1 – General view of the Industrial Employment Special Area.

anchor building typology dates back to the early 1860s in this area, but the oldest surviving example, the Pioneer Woolen Mill dates to 1878. The infill building types came somewhat later, continuing to be built during the Second World War, and into the 1950s. Infill buildings, although fewer in number, are found on smaller parcels of land between the anchor buildings, and utilized the employment patterns established by the larger plants.

Although there is a clearly observable visual coherence, the unifying rationale of the Special Area is a common history of industrial employment that relates to other buildings in various parts of the city as well. See Section D6 below for a discussion of the rationale for the significance of this Special Area. This Special Area is a geographically unified concentration of such buildings, one subset of a larger class.

The Northeast Mission-Showplace Square Industrial Employment Special Area is situated southwest of the South of Market district in San Francisco, east of the Mission and north of Potrero Hill. All three residential areas supplied the workforce for this industrial area. The terrain of the area is level and located at or under 10 feet above sea level. Vegetation consists primarily of occasional street trees, with few if any dating from the Special Area's period of significance. The primary east-west streets are numbered, while the north-south streets are named for States in the Union. The Historic Special Area is urban in character. It is entirely built out with buildings, some having paved parking lots. Most buildings are built out to the front and side property lines. Lots vary in width, but as in most of San Francisco, twenty-five feet is a basic unit of width. Primary east-west streets are 66 feet wide, with larger buildings typically having fifty, seventy-five or one hundred foot wide lots. North-south streets vary in width. Those east of Harrison Street (Potrero Nuevo Survey Blocks) are generally 80 feet wide, while on the west side of Harrison (Mission Survey Blocks), streets are 82.5 feet wide. Streets within the area are asphalt paved, lined by

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#	
HRI #	
Trinomial	

Page 3 of 37

*Resource Name or # (Assigned by recorder) Northe

Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

concrete sidewalks. Harrison Street, located roughly in the middle of the area is the north-south boundary between two street grids, where the length of the blocks varies between the blocks to the east, and those to the west presenting an offset eastwest street pattern; however, both 16th Street and 20th Street align between the grids. The result is either a jog in a street (17th street) or a dead end to a street (Mariposa).

Minor features of the Northeast Mission-Showplace Square Industrial Employment Special Area include the infrastructure of the area - wide flat primary streets, lined with sidewalks, and some smaller alley streets, which typically have more vegetation than the primary streets. Some remaining visible railroad spur tracks are extant. Such tracks once provided the visible skeleton of the industrial area. Many more may still be present, although now paved over. While not part of the inventory, there are some extant streetlights from the historic period scattered throughout the area. In most of the area, utilities are underground, with few aboveground utility poles present. On many of the streets, historic granite curbing is extant, as is basalt cobblestone below modern asphalt, however, much of the cobblestone has been removed as road beds are updated, starting in the historic period, with continual and gradual replacement into the present time. There is no known inventory of extant granite curbstone or basalt cobblestone.



ELEMENTS OF THE AREA

(text resumes on page 20)

Table 1: Northeast Mission-Showplace Square Industrial Employment Special Area

Assessor's	Assessor	Build	Propert		Cal.					
Address	Parcel	Date	y type	Stat	Regi					
	Number			us	ster	Arch				
				Со	Crite	itect	Integ	Building		
				de	ria	ure	rity	Notes	Architect	Style
1 14TH ST	3550001	1924	Industri					David		
			al					Woerner		
			Building					(Western)		
								Cooperage,	None.	
								finishing &	Built by	
								electric shop.	Tibbs	
				3C				Exceptional	Construct	
				S	1,2,3	4	7	brickwork	ion Co.	Industrial
25 14TH	3550012	1924	Industri					Western		
ST			al					Cooperage		
			Building					(Successor to		
			,					David		
			Comme					Woerner		
			rcial					Cooperage)		
			Building					Stave Storage		
				6L	1, 3	3	6	and	unknown	Industrial

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page	4	of	37	*Resource Name or # (Assign	ed by recorder)	Northeast Mission - Showplace Square	
						Industrial Employment District	
*Reco	rded b	y: N.	Moses Corrette, SF Pla	nning Department. *Date 3/1	7/2011		ſе

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
								Cooperage building.		
41 14TH ST	3550021	1953	Industri al Building	6Z		3	5	Non- contributory to district. This building replaced the Cooperage building.	unknown	Industrial
4200 454	3550022		parking lot	92				This building or vacant lot does not meet the minimum age requirements to be assessed for the California		
1300 15th St		0		6Z		0	0	or National Registers.	N/A	N/A
2445 16TH ST	3965021	1924	Industri al Building	6L	1	2	6	Industrial refrigeration sales and service	unknown	Industrial
2545 16TH ST	3966001	1924	Industri al Building	6L	1, 3	3	6	Lyons-Magnus Fruit Products & Flavoring manufacturing . Built in 1924 with the top floor added in 1929.	unknown	Industrial
2600 16TH ST	3926002	1923	Industri al Building	6L	1, 3	2	6	Independent Lithography. Its design is notable for planar effect and good brickwork.	unknown	Industrial

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUIATION SHEET

Primary#	
HRI #	
Trinomial	

raut J UI J	Page	5	of	37
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*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
2701 16TH ST	3572001	1908	Industri al Building	1S	1, 3	5	7	Long Syrup refinery	Herbert B. Maggs	Brick warehou se
2720 16TH ST	3551003	1938	Industri al Building	3C S	1, 3	4	7	U.S. Steel	James H. Hjul	Industrial
2741 16TH ST	3572021	1942	Industri al Building	6L	1, 3	3	7	Dalziel Plumbing supplies	unknown	Industrial
2745 16TH ST	3572020 C	1895	Industri al Building	3C S	1, 3	4	6	Stable converted to cabinet shop; Christina Stair builders	unknown	Italianate
3030 17TH ST	3572005	1941	Industri al Building	3C S	1, 3	4	6	Atlas Frame Co.; ecpanded in 1946	F. Rodgers	Industrial
3057 17TH ST	3573008	1899	Govern ment Building	3C S	1, 2,	5	7	Southern (Mission) Police Station	Shea & Shea	Romanes que Revival
3075 17TH ST	3573006	1923	Industri al Building	6L	1, 3	3	6	Edward R. Bacon & Co. (Construction equipment)	unknown	Industrial
2500 18TH ST	4014002	1925	Industri al Building	6L	1	2	5	A.L. Greene Warehouse and Multi-use factories. Built in 1925, a loading dock was converted to pedestrian use in 1941; 13 aluminum windows were installed in 1983 and the enterance replaced and a garage added in	Cahil Brothers	Industrial

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page	6	of	37	*Resource Name of	or # (Assigned by recorder)	Northeast Mission - Showplace Square	
						Industrial Employment District	
*Reco	rded l	y: N.	Moses Corrette	, SF Planning Department.	*Date 3/17/2011		te

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
								2000.		
2530 18TH ST	4014002 A	1924	Industri al Building	6L	1	2	5	Ornamental Iron and bronze works	The Sartorius co.	Industrial Vernacul ar
2650 18TH ST	4015003	1931	Industri al Building	6L	1	2	5	Challenger Butter and Cream Assn. Inappropriate windows and infill of several lower level bays diminish integrity. Notable use of form concrete.	unknown	Art Deco Industrial
2900 18TH ST	4018002	1924	Industri al Building	6L	1, 3	3	7	Independent / Peerless Laundry	John J. Foley	Classical Revival / Industrial
3180 - 3198 18th ST	3573003	1902	Industri al Building , Multiple Family Propert y	15	1, 3	4	7	Pioneer Trunk Factory	Thomas Welsh	Italianate
2700 19TH ST	4023004	1908	Industri al Building	3C S	1, 3	4	6	Timothy Hopkins Warehouse; with addition by 1919 was occupied by	Henry A Schulze	Commer cial / Renaissa nce Revival

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page	7	of	37	*Resource Name of	or # (Assigned by recorder)	Northeast Mission - Showplace Square	
						Industrial Employment District	
*Reco	rded b	y: N.	Moses Corrette,	SF Planning Department.	*Date 3/17/2011		te

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
								the Crown Shirt factory		
No site address, formerly apn 4080062	4080066	1907	08- INDUS TRIAL BUILDI NG	6L	1	2	5	Delsol Brothers Co. wine & Liquor warehouse built between 1899 and 1907.	unknown	Commer cial / Renaissa nce Revival
2747 19th St.	4080061	1935	Comme rcial Building 1-3 Stories	6Z		2	3	Cotton building; non- contributor to district./	unknown	mixed
2750 19TH ST	4023004 A	1880	Industri al Building	3C S	1	2	5	Existing building is the lower floor of a pre-1889 2- story building for the Pioneer woolen Mill. Also significant for the employment of Chinese labor housed on- site.		
2929 19TH ST	4082010	1923	Industri al Building	3C S	1, 3	3	6	Pelton Water Wheel Co. Headquarters, offices and pattern storage. Manufacturing plant located on adjacent block, extant at 612 Alabama.	W.W. Hanscom , Egr.	Industrial Classical Revival

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page	8	of	37	*Resource Name of	or # (Assigned by recorder)	Northeast Mission - Showplace Square	
						Industrial Employment District	
*Reco	rded b	y: N.	Moses Corrette,	SF Planning Department.	*Date 3/17/2011		e

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
								Earlier buildings destroyed in 1906. Storage buildings on Alabama added 1956.		
3001 19TH ST	4083004	1913	Industri al Building	6L	1			Crescent Mattress Factory; later sash & door warehouse	N. M. Loney, Engineer	Industrial
2940 20TH ST	4081026	1902	Industri al Propert y	6L	1	2	5	See Mission survey data		
3000 20TH ST	4082008	1928	Industri al Building	6L	1	2	6	City of Paris Cleaning and Dying Works	Fabre & Hildebran d	Industrial Vernacul ar
3130 20TH ST	4083002	1949	Industri al Building	6L	1	2	7	Beakins Van & Storage		
350 ALABAMA ST	3967028	2003	Multiple Family Propert y	6Z	0	0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers. It is within, but does not contribute to the Industrial Employment District.		

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#	
HRI #	
Trinomial	

Page 9 of 3	age	9	of	37
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*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
375 ALABAMA ST	3966002	1926	Industri al Building	3C S	4.2	4	7	Ames, Harris & Neville Co. tent, awning and bag factory, later Koret Clothing manufacturing	unknown	Industrial
380 ALABAMA ST	3967049	2005	Multiple Family Propert y	6Z	0	0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers. It is within, but does not contribute to the Industrial Employment District.	UNKNOWN	inuustiiai
440 ALABAMA ST	3968001	1946	Industri al Building	6L	1	2	5	Pacific Coast Aggregate	H.A. Thomsen Jr. and Aleck Wilson	Industrial
450 ALABAMA ST	3968005	1942	Industri al Building	6L	1	3	6	Minnesota Mining & Mfg Co.	unknown	Internatio nal
470 ALABAMA ST	3968004	1942	Industri al Building	6L	1	2	5	Auto parts warehouse	unknown	Industrial
475 -499 ALABAMA ST	3969001	1925	Industri al Building , Multiple Family Propert	3C S	1, 3	4	6	American Can Co. offices and machine shops	unknown	Commer cial

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI#
CONTINUATION SHEET	Trinomial

Page	10	OT	37	*Resource Name or # (Assigned by recorder)	Northeast iviission - Snowplace Square
					Industrial Employment District
*Reco	rded by	y: N. ľ	Mose	s Corrette, SF Planning Department. *Date 3/17/2011	

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
			y, Comme rcial Building							
498 ALABAMA ST	3968003	1941	Industri al Building	6L	1	2	5	Pacific Telephone & Telegraph warehouse. Built 1910 as a frame warehouse sheathed in corrugated iron, rebuilt in concrete in 1941. Windows added in 1991.	James H. Hjul	Industrial
501 ALABAMA ST	4018005	1936	Industri al Building	6Z	1, 3	2	4	Façade rebuilt 2001 following fire damage.	unknown	none
560 ALABAMA ST	4019003	1950	Industri al Building	6L	1	3	6	Otto Kramer light industrial / manufacturing building. M. H. Klinger Mfg. Agent	James H. Hjul	Internatio nal
570 ALABAMA ST	4019004	1952	Industri al Propert y	6L	1	2	6	Peerless Laundry annex	Lunnison	
600 ALABAMA ST	4020001	1911	Industri al Building	3C S	1	3	6	Inlaid Floor Co.	unknown	Industrial Vernacul ar

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#	
HRI #	
Trinomial	

Page II of 3	Page	11	of	3
--------------	------	----	----	---

*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
612 ALABAMA ST	4020002	1914	Industri al Building	3C 8	1, 2, 3	2	5	Pelton Water Wheel; northern wing: Blue & Gold Bottling Warehouse. Pelton was significant in mining industry, steam engine technology and hydroelectric power.	unknown	Industrial Vernacul ar
728 ALABAMA ST	4083022	1995	Multiple Family Propert y	6Z	0	0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers.		
1890 BRYANT ST	3970004	1949	Industri al Building	6L	1	3	5	Best foods northern annex	unknown	Commer cial
1900 BRYANT ST	4017002	1923	Industri al property		1, 3	3	6	Best Foods complex	unknown	Industrial
1900 BRYANT ST	4017003	1923	Industri al Building	6L	1, 3	3	6	Best Foods complex	unknown	Industrial
1900 BRYANT ST	4017004	1923	Industri al Building	6L	1, 3	2	6	Best Foods complex	unknown	Industrial
1900 BRYANT ST	4017005	1923	Industri al Building	6L	1, 3	3	6	Best Foods complex	unknown	Industrial
1999 BRYANT	4016003	1951	Industri al	6L	1, 3	3	7	American Can co. warehouse	unknown	Internatio nal

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page	12	of	37	*Resource Name	or # (Assigned by recorder)	Northeast Mission - Showplace Square
						Industrial Employment District
*Beco	rded h	v· N	Moses Corrette	SE Planning Department	*Date 3/17/2011	☑ Continuation ☐ Undate

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co	Cal. Regi ster Crite	Arch itect	Integ	Building		
ST			Building	de	ria	ure	rity	Notes	Architect	Style
31			Dulluling							
2000 BRYANT ST	4022001	1907	Industri al Building	6L	1	2	6	Korbel Cigar Box Factory pasting & Labeling Department.	unknown	none
2000 BRYANT ST	4022001	1907	Industri al	6L		2	6	White Front Lunch Room.	unknown	Queen
2000 BRYANT ST	4022001	1907	Building Industri al Building	6L	1	1	6	18th & Bryant Korbel Cigar Box Factory, nailing and printing	unknown	Anne
2000 BRYANT ST	4022001	1897	Multiple Family Propert y, Comme rcial Building	6Z	1	3	4	Private Stable (Harron, Rickard and McCone Mining Co.), later Korbel Cigar box Factory lumber shed.	unknown	none
2000 BRYANT ST	4022001	1958	Industri al Building	6Z		1	5	A.J. Decio Plumbing. Non- contributing feature	unknown	none

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

rage	13	OI	31	"nesource Name or # (Assigned by recorder)	Northeast Mission - Showplace Square
					Industrial Employment District
*Recor	ded by	y: N. ľ	Mose:	s Corrette, SF Planning Department. *Date 3/17/2011	

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co	Cal. Regi ster Crite	Arch itect	Integ	Building		
				de	ria	ure	rity	Notes	Architect	Style
2001 BRYANT ST	4023005	1943	Industri al Building	6L	1	2	6	Enterprise Engine & Foundry built diesel engines for the US Navy for tugs, harbor crafts, small vessels and for auxiliary electric generators on larger ships, and electric generators in cities and towns across America.	unknown	
2028 BRYANT ST	4022002	1885	Multiple Family Propert y		1			First built as a single-story dwelling, the building was substantially altered c.		none
2031 BRYANT ST	4023002	0	parking lot	6Z 6Z		0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers.	unknown N/A	Revival N/A
2055 BRYANT ST	4023003	1964	Industri al Building	6Z				Non- contributor within district	unknown	industrial

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page	14	ot	37	*Resource Name or # (Assigned by recorde	er) Northeast Mission - Showplace Square
					Industrial Employment District
*Reco	ded b	y: N. I	Moses Corrett	te, SF Planning Department. *Date 3/17/2011	

Assessor's Address	Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
2070 BRYANT ST	4022021	1918	Industri al Building	6L	1	3	6	Central Iron Works. Built 1918, additions c. 1925.	unknown	Industrial
2101 Bryant	4080065	1920	08- INDUS TRIAL BUILDI NG	6L	1	2	5	Built for CHARLES LATHROPE TRUST CO.; in 1950 was occupied by Remler Radio MFG.	HYMAN, SAMUEL L.	Commer cial / Renaissa nce Revival
2182 BRYANT ST	4081010	1902	Industri al Building	6L	1	3	5	See Mission survey data	Clinton Day	
500 FLORIDA ST	4018001	1940	Industri al Building	6L	1	1	5	Bay Cities Wholesale Hardware	unknown	none
650 Florida	4021002	2009	Comme rcial Building	6Z	0	0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers.		
730 FLORIDA ST	4082016	2001	Multiple Family Propert y	6Z	0	0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National		

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI#
CONTINUATION SHEET	Trinomial

Page	15	of	37	*Resource Name or # (Assigned by recorder)	Northeast Mission - Showplace Square
					Industrial Employment District
*Reco	rded b	v: N.	Moses	Corrette, SF Planning Department, *Date 3/17/2011	□ Continuation □ Update

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co	Cal. Regi ster Crite	Arch itect	Integ	Building		
				de	ria	ure	rity	Notes	Architect	Style
								Registers.		
750 FLORIDA ST	4082005	1923	Industri al Building	6Z	1, 3	2	4	Factory and planning mill. Façade altered c. 1991.	Spencer Mill	Industrial
770 FLORIDA ST	4082014	1991	Industri al Building	6Z	0	0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers.		
780 FLORIDA ST	4082015	1991	Industri al Building	6Z	0	0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers.		
1855 Folsom St	3550024	1927	Industri al Building	3C S	1, 3	4	6	Illinois Pacific glass / F.W. Woolworth warehouse. Associated with the "Hot Box Car" incident of 1938.	P.D. Burnett eng.; built by George Wagner	Chicago
1960 FOLSOM	3552046	1937	Industri al	6L	1, 3	3	7	Watson & Meehan,	unknown	Art Deco Industrial

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page	16	of	37	*Resource Name	or # (Assigned by recorder)	Northeast Mission - Showplace Square
						Industrial Employment District
*Reco	rded b	y: N.	Moses Corrette,	SF Planning Department.	*Date 3/17/2011	

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co	Cal. Regi ster Crite	Arch itect	Integ	Building		
ST			Building	de	ria	ure	rity	Notes engine distributors	Architect	Style
2014 FOLSOM ST	3571001	1948	Industri al Building	6L	1	3	7	F.W. Woolworth	unknown	Internatio nal
2014 FOLSOM ST	3571002	1948	Industri al Building	6L	1	3	7	F.W. Woolworth	unknown	Internatio nal
2014 FOLSOM ST	3571002 A	1948	Industri al Building	6L	1	3	7	F.W. Woolworth	unknown	Internatio nal
2169 FOLSOM ST	3573074	1902	Industri al Building , Multiple Family Propert	3C S	1, 3	4	5	H. Friedrichs Furniture Factory / Allied Box and Excelsior Co.	unknown	Industrial
500 -520 HAMPSHI RE ST	4015001	1940	Industri al Building	6L	1, 3	3	5	Sunset Scavenger corp.	unknown	Art Deco
540 HAMPSHI RE ST	4015004	1930	Industri al Building Industri al Propert y	6L	1	3	6	Sunset Scavenger garage	unknown	Art Deco Industrial
598 HAMPSHI RE ST	4015009	1999	Multiple Family Propert y	6Z	0	0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers.		

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page	17	of	37	*Resource Name or # (Assigned by recorde	er) Northeast Mission - Showplace Square
					Industrial Employment District
*Reco	ded by	y: N. I	Moses Corr	ette, SF Planning Department. *Date 3/17/2011	

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ	Building Notes	Architect	Style
1820 HARRISO N ST	3550001 B	1900	Industri al Propert y	38	1,2,3	5	7	Built in 1900 for David Woerner's Cooperage as a warehouse. Survived disaster of 1906, evidenced by USGS Bulletin 324.	C.A. Meussdor ffer	Renaissa nce Revival
1830 HARRISO N ST	3550020	1906	Industri al Propert y, Comme rcial Building Comme rcial Propert	6Z		2	4	David Woerner Cooperage, warehouse and shipping. Exterior extensively remodeled; does not contribute to the District.	unknown	Industrial
1849 HARRISO N ST	3925002	1931	y Industri al Building	3C S	3	3	6	Municipal Bureau of Supplies central warehouse	unknown, possibly John Reid Jr.	Art Deco
1940 HARRISO N ST	3551001	1941	Industri al Building	3C S	1, 3	4	6	Columbia Steel (1941- 1955) / U.S. Steel (1955- 19xx)	none. Designed , and built by the owner, columbia Steel	Industrial
2001 HARRISO N ST	3967005	2002	Multiple Family Propert y	6Z	0	0	0	This building or vacant lot does not meet the minimum age requirements to be assessed for		

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#	
HRI #	
Trinomial	

Page	18	of	3
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*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
								the California or National Registers. It is within, but does not contribute to the Industrial Employment District.		•
2030 HARRISO N ST	3572023	1907	Industri al Building	3C S	1, 3	4	7	McRosky & Co. Mattress Factory	Frank P. Lansing, builder	Industrial
2111 HARRISO N ST	4019001	1922	Industri al Propert y	6L	1, 3	2	5	S.W. Cannery / Haslett Warehouse. Many windows were removed and infilled with concrete block in 1954. In 1972 the concrete was removed and aluminum windows installed. Occupied as mixed-use since at least 1979.	unknown	Industrial
2175 HARRISO N ST	4019002	1924	Industri al Building	6L	1	2	5	Colorcraft Corp. Third floor added 2007.	O'Brien brothers	Industrial
2301 HARRISO N ST	4083008	1915	Industri al Building	6L	1	2	5	Crescent Feather Mattress Factory		
2345 HARRISO N ST	4083001 A	1924	Industri al Building	6L	1	2	7	General Electric Supply co.	unknown	Industrial
2505 MARIPOS	4015006	1923	Industri al	6L	1, 3	2	6	Sunset Scavenger	unknown	Art Deco Industrial

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#	
HRI #	
Trinomial	

Page	19	of	37
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*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
A ST			Building					bottle storage		
2885 MARIPOS A ST	4018006	1988	Industri al Building	6Z				This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers.	unknown	none
350 TREAT AVE	3572002	1944	Industri al Building	6L	1	3	6	C. W. Thomas Drayage Second and third buildings added in 1945 and 1947 for Christina Stair builders.	Alfred P. Fisher (1944) J. Lloyd Cornish (1947)	Industrial
600 YORK ST	4023006	1921	Industri al Building	6L	1, 3	3	6	See's Candy Factory	unknown	Industrial
501 YORK ST	4015008	1954	Industri al Building	6L	1	1	6	Safeway Stores meat plant; addition in 1963 for pie bakery.	unknown; 1963 addition by Robert B. Lilies	Internatio
517 YORK ST	4015007	1936	Industri al Building	6L	1, 3	3	6	Sunset Scavenger garage	unknown	Art Deco Industrial
580 YORK ST	4016002	1918	Industri al Building	6L	1	3	6	Bernhard Mattress factory	A. W. Cornelius	Renaissa nce Revival
720 York St.	4080015	1878	Industri al Propert y, Multiple Family Propert y	3C S	1, 3	4	6	GOLDEN GATE WOOLEN MFR CO.	LAVER & CURLET T	Industrial

DEPAR	RTMEN	T OF	PARKS	Resources Agency AND RECREATION SHEET	Primary# HRI # Trinomial	
Page	20	of	37	*Resource Name or	# (Assigned by record	der) Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

Assessor's Address	Assessor Parcel Number	Build Date	Propert y type	Stat us Co de	Cal. Regi ster Crite ria	Arch itect ure	Integ rity	Building Notes	Architect	Style
499 Florida	3970003	0	vacant	6Z				This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers. It is within, but not contributory to the Industrial Employment District.		

D4. Boundary Description (Continued)

Irregular in shape, the area is located within an area roughly described by 14th Street on the north, 20th street on the south, Potrero Street to the East and Shotwell Street to the west. A list of addresses and Assessor Parcel numbers begins on Page 3, the map of the area is below.

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUIATION SHEET

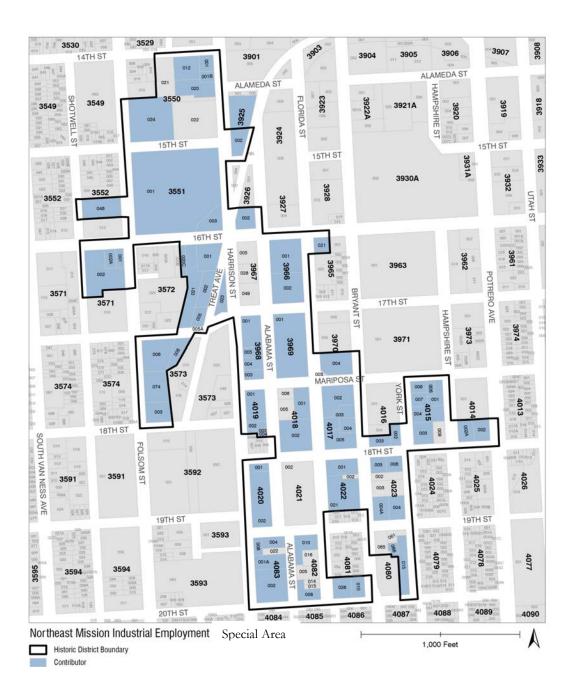
Primary#	
HRI #	
Trinomial	

Page 21 of 37

*Resource Name or # (Assigned by recorder) North

Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011



State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page 22 of 37

*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square

Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

D5. Boundary Justification (Continued)

Boundaries were established by taking a broad look at property type, period of significance, and integrity first, followed by tailoring the boundary to focus on higher quality buildings, where the boundary abutted buildings of marginal integrity and quality, it was contracted to an area of higher quality buildings, resulting in an elevated feeling within the area. Feeling is an important characteristic of this light industrial area, as most of the building stock is not of high artistic value, the way that the area conveys significance under criterion A is through Feeling.

The boundaries of the area include the highest concentration of contributing and contiguous resources. The irregular shape of the area omits modern intrusions and non-industrial buildings, while preserving visual continuity of the contributing industrial resources. Seventy-two contributing buildings are included, including two previously listed on the National Register. There are twenty-two non-contributors. Thus, contributing buildings constitute 77% of the buildings within the boundaries of the area. This is but one coherent grouping of resources defined by similar age and theme. Other similar potential groupings are geographically and visually separated from this one. A discussion of the other areas begins on page 28.



Photograph 2: General view of the area.

D6. Significance (Continued)

In its broadest sense, "industrial employment" means work performed for wages that are paid by owners who control the means of production (i.e. machinery, materials, and production spaces), as well as the conditions and the manner of the work. Here, the term is used in a more limited sense to describe work for wages in Production, Distribution, and Repair operations. From the beginning of the Gold Rush through at least the 1950s, San Francisco was a regional center for this type of employment, and large numbers of San Franciscans made their livings in these fields. While the figures for Manufacturing show the very core of industrial employment—encompassing both Production and Repair- many Distribution workers are included under Retail and Wholesale Trade. However, due to the configuration of census statistics, this group is difficult to extract and enumerate. It includes one occupation important both citywide and in the area — warehouse workers.

Within and surrounding this area, the spatial characteristics of the built environment relate to the historical context of union emergence and the context of industrial employment in several ways. To begin, the maze of railway spurs and major rail routes, succeeding earlier water routes through the area encouraged industry to locate here. The proximity to the major rail yards of the Southern Pacific Railroad and to the docks of the waterfront encouraged construction of warehouses in particular. The resulting industrial buildings constructed here tended to combine storage functions with production or assembly functions. Thus, when warehousemen first organized effectively in the 1930s, they were working in the same places as those doing other kinds of work. This led to the first effective organizing efforts among unskilled manufacturing workers. Near total reliance on rail transportation assured limited numbers of easily laborer-patrolled checkpoints by which the companies became more vulnerable to strike action that controlled those checkpoints. Lastly, and importantly, the compact nature of the area allowed unions to more easily monitor antiunion efforts such as the Hot Box Car of 1938, and to rush members to sites for mass picketing when necessary, as it did in response to the Teamsters attempts at raiding. "Raiding" is an attempt by a labor union to enroll workers who are members of a different union.

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#	
HRI #	
Trinomial	

Page 23 of 3

*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

This Northeast Mission-Showplace Square Industrial Employment Special Area is connected to both the history of the



Photo: 2929 19th St. Pelton Factory. Production type plant.

changing demography of employment in San Francisco and the rise of unionization because the extant buildings represent a direct history linking employment to the buildings in which workers engaged in production, distribution and repair activities. Production, distribution and repair (PDR) businesses represent a range of industries that, despite their obvious diversity, share the need for relatively flexible building spaces, affordable rents, and often separation from housing. Production firms tend to produce specialized goods with a significant design component. A clear example of a production type is the Pelton Water Wheel plant, with buildings at 612 Alabama and 2929 19th Street. Distribution industries include wholesale, trucking, warehousing, and transportation. These industries declined with the introduction of the forklift, and the preference for large, open, single-story warehouses. This trend was exacerbated by the decline of the Port of San Francisco. With significantly less cargo

moving across San Francisco piers, fewer trucks and distribution facilities were needed. An example of a distribution type is 2650 18th St., the Challenge Butter and Cream Association warehouse A series of large openings reveal



Photo: 2650 18th St. Challenge Butter & Cream Association. Distribution type.

loading docks within the building. Repair represents a sector of activities that work intimately with production and distribution businesses. In some instances, such as is the case of a woodworker or cabinetmaker, the repair of old or broken items is part of the production services on site. Repair businesses often require larger spaces with open yards for storage. An example of a repair type is 3030 17th street, the Atlas Frame Company building.

Perhaps the most important characteristic of the buildings in which most PDR industries are located is their flexibility. Many of these building types can and do accommodate a variety of very different users, either simultaneously or at different points in time. They often serve an incubator role, providing space for small firms and even new industries that may have undefined or rapidly changing needs. Many PDR buildings offer features such as high ceilings, large loading docks, and ground floor access that are not available in office and most commercial buildings. These buildings are also well-suited for companies whose needs change over time, such as those with shifting requirements for manufacturing, warehouse, R&D, and office space. The large floor plates of many PDR buildings are important for allowing flexibility and dynamism by allowing spaces to be divided up in many different ways. This stands in marked contrast to office or residential buildings, which are far less flexible and which are built

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#	
HRI #	
Trinomial	

Page 24 of 3

*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

to serve a narrow range of users. Distribution firms must be in specific building types. Most warehousing and



distribution operations, including for instance wholesaling, can only operate out of single-story buildings with loading docks for the simple reason that the effort involved in moving goods vertically would hamstring their operations. Distribution activities are often incompatible with residential development because trucks play an integral role in their operations. Although some distribution spaces are not modernized, they still serve the needs of small-scale local companies.

One significant building within the area is of a different property type altogether, yet it is critical to the understanding of the development of the area of industrial employment. The Mission (Southern)Police Station is located on filled land, formerly Mission Creek, and lies squarely at the gateway between the strictly residential blocks of the Mission and the strictly

industrial area. The Mission Neighborhood supplied the labor force, but at night, there were few "eyes on the street" to protect the warehouses and production facilities. Larger plants employed night watchmen, but smaller infill development could not afford them. The placement of the Mission Station enabled the police to watch the neighborhood as a whole.

Even in recent times, faced with a reduction of industrially-zoned lands, the City enacted an Industrial Protection Zone (IPZ) in June of 1999. A portion of the IPZ included the lands that constitute this Northeast Mission-Showplace

Square Industrial Employment Special Area. Modern production type businesses are returning to older, multi-story building types, as well as blurring the lines between office and production space. Many find an urban location appealing because of the proximity to customers – whether downtown businesses or clothing stores – and intellectual resources such as UCSF.

The California Register program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning purposes, determines eligibility for state historic preservation grant funding and affords certain protections under the California Environmental Quality Act. There are four criterion used to assess significance. Associations with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States are assessed under Criterion 1. Associations with the lives of persons important to local, California or national history are assessed under Criterion 2. The embodiment of distinctive characteristics of a type,



period, region or method of construction or represents the work of a master or possesses high artistic values are assessed under Criterion 3. Lastly, having, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation is assessed under Criterion 4. The Northeast Mission-Showplace Square Industrial Employment Special Area is proposed for further study to determine the significance of its

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

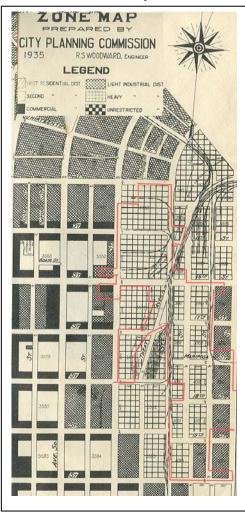
Page	25	of	37	*Resource Name or # (Assigned by recorder)	Northeast Mission - Showplace
					Industrial Employment District

associations under Criterion 1 and for the embodiment of the buildings as the evolution of industrial building types under Criterion 3, as detailed below.

Historic Context – Industrial Employment, California Register Criterion 1

Association refers to the direct connection between the property and the area of significance for which it is assessed. More detailed research is needed to determine the specific significance of the industrial employment from this area before a determination of eligibility for the California Register can be made. For a property to be significant under historic events (Criterion 1), the physical structure must have been there to "witness" the event or series of events; they must have actually occurred on the property.

Manufacturing employment reached its historic peak of significance in the 1930 census, then declined both in absolute numbers of workers and in relative importance to the San Francisco economy. Although Retail and Wholesale Trade figures, which included Distribution workers, continued to increase until the 1950 census, the numbers of Distribution workers, even when added to manufacturing probably did not offset the steadily increasing importance of Professional and Clerical employment in the local economy and the relative decline in importance of industrial employment. This can be understood where the percentage of the workforce employed in manufacturing went into decline steadily over time from a high of 35.8% in 1880 to 12.7% in 1970.



In absolute numbers, manufacturing probably peaked in the late 1920s at approximately 90,000 workers. This context statement adopts a Period of Significance for industrial employment in the Northeast Mission-Showplace Square Industrial Employment Special Area from 1878 / 1895 (the date of the earliest industrial buildings in the area) to 1955, when that type of work had been thoroughly eclipsed in importance by a transformed local economic structure, and no new industrial buildings were being constructed.

Showplace Square

The comparative size of the workforce in different manufacturing industries varied within the Period of Significance, although the leading four or five remained constant. These included clothing manufacture, or soft goods, metal products, food and beverages, printing, and wood products, especially furniture.

All of the city's leading manufacturing industries were present in the Northeast Mission-Showplace Square Industrial Employment Special Area during the Period of significance—in general correspondence to their citywide presence—with the Warehouse, Food and Beverage, Wood Products, and Metal Products industries particularly well represented. However, there were also many others to be found. Of the major industries citywide, only Printing is under-represented, with just one example: the Independent Lithography building at 2600 16th Street built in 1923.

Many of the buildings within the Northeast Mission-Showplace Square Industrial Employment Special Area were associated with more than one industry over their history, as the mix of industries shifted. The building types found in the area, mainly industrial lofts and warehouses, lend themselves to this general-purpose pattern. The supply of Production, Distribution and Repair – and associated Warehousing among the

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☑ Continuation ☐ Update

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#	
HRI #	
Trinomial	

Page 26 of 37

*Resource Name or # (Assigned by recorder)

Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

contributory properties in the area shows strong associations with both production and warehousing. A single building can and often did have multiple associations between the types. Of the contributory buildings, 49 have a significant portion of the building devoted to warehousing of goods. Associations with production are found in 47 buildings. Distribution types account for 31 properties. Repair property types account for a mere 7 buildings.

As can be seen by the supply of buildings above, Warehousing and Storage was a major activity and source of employment in the Northeast Mission-Showplace Square Industrial Employment Special Area. This category involved large warehouses, both public and those storing or distributing only their own company's products, as well as smaller storage facilities. In addition, most manufacturing facilities included distribution and warehousing functions. Although it is difficult to determine the number of workers employed in warehouse operations, it was probably several thousand citywide. Warehouses, by their nature, are creatures of the transportation system. In the area, access to water transportation via Mission Bay and Mission Creek was



important in early development (c. 1860-1880). However, during most of the Period of Significance (1878/1895-1954) railroads were the defining mode of transportation. In the 1935 Zoning Map, rail spurs were a significant feature of the area, with major lines on Harrison and Treat Streets, and minor spurs on Florida and 15th Streets. An example of

the inter-relation of labor unions and the built environment from 1938 is the "Hot Box Car" incident, in which a freight car loaded by non-union labor was deliberately shuttled to most of the major warehouses in the city, only to be boycotted by union warehousemen, who were then fired or locked out of work. One building, 1855 Folsom Street is directly associated with the "Hot Box Car" incident within the Northeast Mission-Showplace Square Industrial Employment Special Area.

Historic Context – Architecture, California Register Criterion 3

As an industrial locality, the Showplace Square survey area contains industrial buildings representing a variety of different construction techniques, uses, architectural styles, and dates of construction ranging from the 1870s to the early 1960s. The earliest industrial buildings are typically of heavy-timber-frame and brick construction and display the hallmarks of the American Commercial style. There are also rare examples of early wood-frame and steel construction types. By the time of the 1920s building boom, concrete had supplanted brick as the most popular method of construction. Its strength and ductility allowed engineers and architects to design buildings with larger window and



door openings and greater interior spans. Its plasticity also led to the adoption of ornamental detailing rendered in a variety of styles, including Gothic Revival, Renaissance Revival, Spanish Colonial, Art Deco, and Streamline Moderne. Unlike the denser neighboring South of Market Area, many of the survey area's industrial buildings are large freestanding structures that occupy an entire block or a substantial portion thereof. Built to take advantage of

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUIATION SHEET

Primary#	
HRI #	
Trinomial	

Page

*Resource Name or # (Assigned by recorder)

Northeast Mission - Showplace Square Industrial Employment District

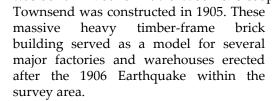
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the extensive network of railroad tracks in the area, many industrial buildings were designed around integral rail spurs or sidings. The adoption of the forklift during the late 1920s and the early 1930s led to the evolution of single-

story structures with level floor plates and high floor-to-ceiling heights. The displacement of rail by long distance trucking led to additional changes, in particular the need for ample space for parking and loading. These changes resulted in the functional obsolescence of the Showplace Square survey area for industrial use and its gradual replacement with the interior design showroom businesses.

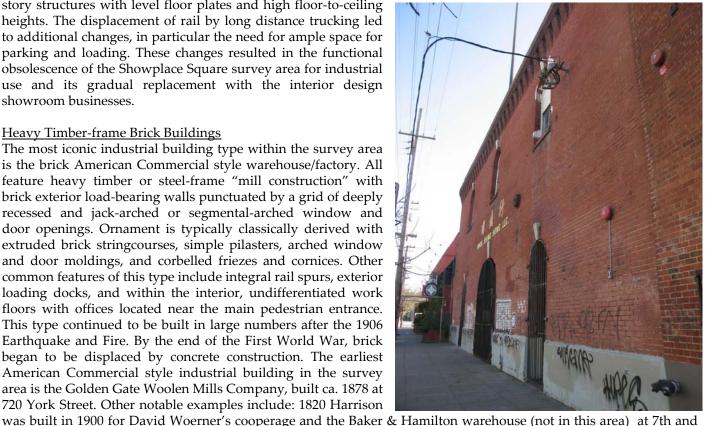
Heavy Timber-frame Brick Buildings

The most iconic industrial building type within the survey area is the brick American Commercial style warehouse/factory. All feature heavy timber or steel-frame "mill construction" with brick exterior load-bearing walls punctuated by a grid of deeply recessed and jack-arched or segmental-arched window and door openings. Ornament is typically classically derived with extruded brick stringcourses, simple pilasters, arched window and door moldings, and corbelled friezes and cornices. Other common features of this type include integral rail spurs, exterior loading docks, and within the interior, undifferentiated work floors with offices located near the main pedestrian entrance. This type continued to be built in large numbers after the 1906 Earthquake and Fire. By the end of the First World War, brick began to be displaced by concrete construction. The earliest American Commercial style industrial building in the survey area is the Golden Gate Woolen Mills Company, built ca. 1878 at 720 York Street. Other notable examples include: 1820 Harrison



Concrete "Daylight" Frame Industrial **Buildings**

The concrete "daylight" frame industrial building is another prominent industrial building type within the Showplace Square survey area. The term "daylight factory" arose in the early twentieth century to describe the application of reinforced-concrete techniques to large industrial buildings. As opposed to brick mill construction, concrete construction featured an integral structural frame,





which allowed for an abbreviated exterior envelope and for an extensive portion of the exterior to be devoted to

State of California & The Resources Agency	Primary#
DEPARTMENT OF PARKS AND RECREATION	HRI #
CONTINUATION SHEET	Trinomial

Page28of37*Resource Name or # (Assigned by recorder)Northeast Mission - Showplace Square
Industrial Employment District*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011☒ Continuation ☐ Update

fenestration. In addition, concrete was fireproof, earthquake-resistant, and more flexible than brick construction, providing more interior space by reducing the thickness of perimeter walls and the number of interior columns. Similar to the brick industrial buildings of the pre-World War I era, most early concrete buildings in the survey area are between three and five stories high with flat roofs. Many were also built around their own integral rail spurs or sidings. By the end of the First World War, concrete construction had become the dominant mode in the survey area. Unlike brick, which was relatively expensive to manipulate for decorative effects, concrete could be molded to create ornament in a variety of historicist and modern styles, including Gothic Revival, Renaissance Revival, Art Deco, and Streamline Moderne. Examples of concrete "daylight" frame industrial building within the area include: 2929 19th street, the Pelton Water Wheel factory office and laboratory; and 2030 Harrison, the McRosky & Co. Mattress Factory from 1907 with later additions.

Wood-frame Industrial Buildings

Although not as common as brick or concrete, wood-frame industrial buildings are also present within the Showplace Square survey area. Some early examples are of heavy-timber frame construction – similar to the American Commercial style – but clad in wood siding instead of brick. Built before insurance company guidelines were revised after the 1906 Earthquake and Fire, examples of this type are rare and nearly always predate 1906, such as the Berger & Carter Hardware Co. Building, constructed ca. 1900 at 1045 17th Street and the Pioneer Trunk Factory from 1902 at 3180-3198 18th st, designed by Thomas Welsh, it is listed on the National Register.



To summarize, the property types within the context of industrial buildings includes a range of technologies and building forms that parallel their uses and the time at which they were built. Earlier buildings tended to be made of brick with heavy timber frames. In a heavy industrial building, the brick is both secure and fireproof, as well as capable of carrying heavy loads. As technology improved in the first guarter of the 20th century, reinforced concrete was found to be an ideal building material. Combined with steel trusses, a reinforced concrete building can be cheaply built without the need for support columns, lending to a greater flexibility of the arrangement of space to suit specific needs. Wood frame buildings were built at all time periods and offered rapid and easy construction, flexible arrangement, and in the WWII period, less intensive use of materials reserved for wartime production.

Eligibility

In order to assess the significance of the Showplace Square – Northeast Mission Industrial Employment Special Area, a comparison of other (non-military) industrial areas of San Francisco with the same or similar context (significant histories of non-specialized mixtures of both heavy and light industrial employment without a residential component), both historic and extant was undertaken. Based on relevant documentation, there are five industrial areas in San Francisco identified for comparison to this area (See graphic from 1948 Land Use Map on the following page). Examination of documents included: Historic Sanborn maps from 1886, 1899, 1913, 1919, and 1950; the 1921 Zoning Maps, land use maps from 1948; and recent (2010) aerial photographs accessed on the internet. The conclusion of the

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

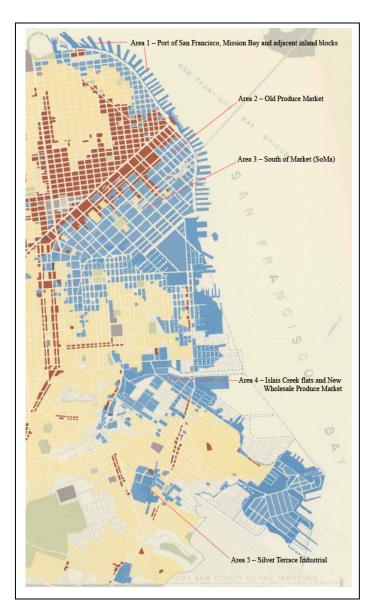
Primary#	
HRI #	
Trinomial	

Page 29 of 3

*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square Industrial Employment District

*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

analysis below is that the Northeast Mission - Showplace Square Industrial Employment Special Area is the only remaining industrial context that contains a significant history of non-specialized mixtures of both heavy and light industrial employment without a residential component in San Francisco.



<u>Area 1 – Port of San Francisco, Mission Bay and adjacent inland blocks.</u>

Located on the northern and eastern coastline of San Francisco, the Port consists of piers, wharves and docks, generally east and west of The Embarcadero. This area begins at fort Mason, and continues eastward past the Ferry Building, and southward to Islais Creek, and include the piers and adjacent land areas inland for between one and two blocks. Portions of the Port of San Francisco have been listed on the National Register, however, the property types are unique, and the employment histories reveal a highly specialized workforce to the exclusion of most workers outside of specific trade unions.

Port-adjacent inland blocks on the northern waterfront in Aquatic Park and Fisherman's Wharf have been largely redeveloped for the tourist industry with hotels, parking garages and supporting businesses, such that the industrial history is nearly unrecognizable and cannot convey their industrial past. Notable exceptions are individual buildings such as the Cannery. Mission Bay has lost all of its buildings associated with industrial employment (largely the rail yards) in favor of a new neighborhood of educational and office campuses.

One area of the Northeast Waterfront is a locally designated historic district, The Northeast Waterfront District contains commercial warehouse buildings from nearly every decade of San Francisco's history. The area reflects the waterfront storage and maritime activities which, until the late 20th century, were an

important aspect of San Francisco business history. These buildings range in age from the early clipper ship warehouses of Scotsman Daniel Gibb in the 1850's to the properties owned by the General Engineering and Drydock Co., a company crucial to the shipbuilding effort that made San Francisco Bay the major Pacific maritime support facility during World War II. As with the Port, the workforce history here is very specialized, and represents a different employment context.

<u>Area 2 – Old Produce Market</u>

In San Francisco, the central market operated from at least the 1870s to 1963 and was located north of

State of California & The Resources Agency DEPARTMENT OF PARKS AND RECREATION CONTINUATION SHEET	Primary# HRI # Trinomial	
Page 30 of 37 *Resource Name	or # (Assigned by recorder)	Northeast Mission - Showplace Square
*Recorded by: N. Moses Corrette, SF Planning Department.	*Date 3/17/2011	Industrial Employment District ☑ Continuation ☐ Update

Market Street and close to the waterfront, in area generally bound by Battery, Clay, Drumm, and Jackson streets. This location was close to groceries, restaurants, and individual produce customers, as well as ideal for receiving the product of farmers from San Jose, the Sacramento Delta, Sonoma and Marin counties, which arrived by boat. Local farmers brought their product to this marketplace by horse and cart

The 1909 Block Book reveals that the majority of property along Washington Street between Drumm Street and Franklin was located on large lots, varying in size but typically fifty to seventy-five feet in width and often through-block lots, owned by capitalists, many owning multiple lots, both large and small, throughout the produce market area. The Sanborn Maps reveal that these larger lots were in fact used in smaller, more modular ways: the overwhelming majority of street front commercial spaces on Washington Street within the produce market area were no more than twenty-five feet wide. These smaller storefronts were located in one or three story buildings, and were sheltered by iron awnings that wrapped the corners of Washington and Front Streets. Larger operations were located along Pacific, Jackson, and Drumm Streets. Construction methods and materials included wood posts, independent truss roofs, corrugated iron on studding, and reinforced fireproof concrete. In 1955, the San Francisco Planning Commission, the Redevelopment Agency and the Board of Supervisors, upon review of studies of the produce market area commenced by the City in 1954, officially designated the produce market area blighted. Findings of blight in the market area included mixed and shifting land use, excessive land coverage, inadequate provisions for ventilation, faulty planning, economic dislocation, depreciated values, and excessive and disproportionate public expenditures for health and safety. Accordingly, the buildings were demolished over the course of the following decade. This area does not contain any industrial buildings, as it is now redeveloped for Office towers of the Embarcadero Center, residential towers, townhomes-on-podiums, and parks.

Area 3 – South of Market (SoMa)

The third industrial area for comparison is the South of Market (SoMa) neighborhood; a mixed-use district with Light Industry intermixed with residential uses. This area extends from the Embarcadero to the East, Townsend and Channel Streets to the south, Division and 13th Streets to the west and Mission Street to the north. While not all of SoMa contains areas of industrial employment, it was the largest area of San Francisco to have it. It is unique among the five areas in that it is the only one to have a large resident population. All of the other areas had physical separation between industrial and residential uses. With residential used integrated into the industrial fabric of the neighborhood, there were limited opportunities for heavy industry to locate here. SoMa tended to have a greater number of industrial used on the same land area as the Showplace Square – Northeast Mission Industrial Employment Special Area, as well as a greater proportion of general-purpose light industrial spaces designed for leasing rather than a specific tenant. Heavy Industry was rarely located in SoMa, giving a different context to the built environment.

SoMa contains several districts with an industrial component. The South End Historic District is locally designated and has National Register certification, and is significant for its representation of the development of warehouses over a 120-year period along the southern waterfront provides a benchmark from which to view architectural and technological responses to the rapid changes of growing industrial nation state and city. Unlike most other areas of the San Francisco waterfront, the South End District contains an extraordinary concentration of buildings from almost every period of San Francisco's maritime history. Several street fronts—such as Second, Third and Townsend—are characterized by solid walls of brick and reinforced concrete warehouses. With this harmony of scale and materials, the South End Historic District is clearly a visually recognizable place. A large area of Western SoMa has been identified as the National Register-eligible West SoMa Light Industrial and Residential District specifically for its unique integration of residential and light industrial uses. Lastly, the half-block Bluxome-Townsend

State of California & The Resources Agency DEPARTMENT OF PARKS AND RECREATION		Resources Agency Primary#			
		S AND RECREATION HRI #			
CONTINUATION SHEET		SHEET Trinomial			
Page	31	of	37	*Resource Name or # (Assigned by recorder) Northeast Mission - Showplace Square
					Industrial Employment District
*Recorded by: N. Moses Corrette, SF Planning Department. *D		Corrette, SF Planning Department. *Date 3/17/2011			

locally-eligible historic district is located between 5th and 6th Streets, and related to rail-oriented warehousing rather than industrial employment. In sum, none of the areas of SoMa contain groupings of industrial buildings with the same context as is being assessed in the Northeast Mission-Showplace Square Industrial Employment Special Area.

Area 4 – Islais Creek flats and New Wholesale Produce Market

The fourth area for comparison are the flat lands east of Bernal Heights, south of Potrero hill, and north of Silver Terrace, roughly bound by Cesar Chavez St, Industrial blvd, Oakdale Avenue, Philips Street and San Francisco Bay. The earliest recorded construction date in the area is 1890 (1917 Oakdale Avenue). About ten percent of industrial construction in the area predates the Reclamation Project, with another ten percent taking place between 1925 and 1940. Fifteen percent of buildings were constructed in the 1940s, close to twenty percent were constructed in the 1950s, twenty-five percent were constructed in the 1960s, and the remaining twenty percent have construction dates after 1970. Contemporary construction is underway at the site of the new Lowes on Bayshore Boulevard. This area was purpose built for trucking connections, rather than the rail spurs that enabled the northeast Mission - Showplace square area to develop.

The core seven buildings that constitute the New Wholesale Produce Market are directly related to the historic events of the relocation of the Produce Market. Though those events occurred less than fifty years ago, they constitute a dramatic chapter in San Francisco history. However, it can not be said that a scholarly perspective has emerged on their importance. On the contrary, the available discussions on the topic, such as Michael Milani's book It Happens Every Morning, are generally colored by personal interpretation. That is not surprising, given that the events resulted in the rupture of the existing produce marketing community, were deeply felt by not only the wholesale marketers but also the political leaders involved, and many participants or their close relatives are still living. For these reasons, it does not appear that the core buildings qualify for listing on the California Register under Criterion 1.

Most industrial buildings in this area are purely utilitarian vernacular light steel construction. Although they do feature the characteristics of that type, they are not significant examples, and the type is ubiquitous. The office building is also an undistinguished example of a common building type, though a different one from the others on the site.

Additionally, aside from being of a different industrial context, the building type in this area is vastly different, with the dominant construction being prefabricated steel shed warehouse buildings.

Area 5 – Silver Terrace Industrial

The last area for comparative analysis is in the Silver Terrace area of the Bayview District, located between Williams and Paul Avenues, 3rd Street and Bayshore Blvd. This industrial pocket, while smaller than the Northeast mission – Showplace square area, shares a similar building stock and history with both large plants purpose built for a specific user combined with smaller, flexible rental spaces alongside a railroad. The anchor plant for this district was a brewery that was demolished and replaced in the 1990s by "Portola Place" a 300-unit housing development that has also split the area. This area would no longer qualify as a potential district.

National / California Register analysis

Northeast Mission-Showplace Square Industrial Employment District does not seem to be eligible for listing on the National Register, as a larger analysis of regional industry is needed to make that assessment under National register Criteria. At present, there is not sufficient evidence to support a finding that the Northeast Mission/Showplace Square Industrial Employment Special Area is eligible for listing in the California Register. California Register

State o	f Calif	ornia	& The Resources Agend	Primary#	
DEPAR	TMEN	T OF	PARKS AND RECREATI	ON HRI#	
CON	ITIN	UA1	TION SHEET	Trinomial	
Page	32	of	37	*Resource Name or # (Assigned by recorde	r) Northeast Mission - Showplace Square Industrial Employment District

eligibility may be shown if it can be determined that this grouping is significant in the context of industry in San Francisco, and that the employment in these industries is significant to San Francisco and the region. There is however, enough evidence to support a finding of local significance for planning purposes.

As stated above, the proposed Northeast Mission-Showplace Square Industrial Employment Special Area appears locally significant for planning purposes the under California Register Criterion 1 (Events). It possesses a high concentration of intact industrial buildings and complexes, the majority dating from after 1920. These buildings, most of rugged enduring design, remain physically viable. However, since heavy industry and its associated employment is no longer a significant part of the local economy, their original use is often no longer tenable. Many have been



*Recorded by: N. Moses Corrette, SF Planning Department. *Date 3/17/2011

rehabilitated for other uses – a large open factory now houses an indoor climbing gym for example. Their inherent flexibility has also allowed the buildings to be adapted to modern Production, distribution and Repair facilities, and large plants now house several businesses. Still, they are the sites where a large percentage of the San Francisco population labored for hours, days, and years making the city the vibrant metropolis it is—and sustaining a material and cultural life that was the envy of workers everywhere.

While individual buildings may have significant associations with individuals that would qualify them for listing in the California Register under Criterion 2, the area as a whole does not have such associations.

The Northeast Mission-Showplace Square Industrial Employment Special Area contains several individual buildings that are significant under California Register Criterion 3 (Design/Construction) as properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity, whose components may lack individual distinction. Architecturally, the area's buildings represent trends of industrial building technologies from several periods. The individually significant properties are listed in Table 1.

The Northeast Mission-Showplace Square Industrial Employment Special Area was not fully assessed for its potential to yield information important in prehistory or history, per California Register Criterion 4.

The CHRSC of "6L" assigned to all contributing properties (not otherwise individually significant) within the Northeast Mission-Showplace Square Industrial Employment District means that they "warrant special consideration in local planning." Properties that are individually eligible have been assigned the CHRSC of "1S" (previously listed on the National Register), "3S" (appears eligible for the National Register" or "3CS" (appears eligible for the California Register" to indicate that they have individual significance.

Integrity

Once a resource has been identified as being potentially eligible for listing in the California Register, its historic integrity must be evaluated. The California Register recognizes seven aspects or qualities that, in various combinations, define integrity. These aspects are: location, design, setting, materials, workmanship, feeling and association. In order to be determined eligible for listing, these aspects must closely relate to the resource's significance and must be intact. These aspects are defined as follows:

An area, such as Northeast Mission-Showplace Square Industrial Employment Special Area, associated with
a historic event (Industrial employment) ideally retains some features of all seven aspects of integrity.
Integrity of design and workmanship, however, might not be as import ant to the significance and would not

State of California & The Resources Agency DEPARTMENT OF PARKS AND RECREATION CONTINUATION SHEET			CREATION	Primary# HRI # Trinomial		
Page	33	of	37	*Resource Name or	# (Assigned by recorde	r) Northeast Mission - Showplace Square
						Industrial Employment District
*Recor	dad hy	. N	Moses Corrette	SE Planning Department *I	Date 3/17/2011	☑ Continuation ☐ Undate

be relevant to the district. A basic test of integrity for a district important for its association with a historic event is whether a worker in the period of significance would recognize the property as it exists today.

- Generally, the most important aspects of integrity for a district that is significant under events are location, setting, feeling, and association. For an industrial employment district, location is the place where the production, distribution and repair work (event) occurred. This aspect of integrity is present if the boundary of the district is the place where the work occurred. The location should be documented using primary and secondary sources and onsite inspection. The location of a property, complemented by its setting, is particularly important in capturing the sense of historic events.
- Setting is the physical environment of a historic property. Whereas location refers to the specific place where the work occurred, setting refers to the character of the place in which the property played its historic role. It involves how, not just where, the property is situated and its relationship to surrounding features and built environment. The physical features of an industrial employment district that make up its setting can be natural and manmade. They include topographic features (the physical geography of the land), vegetation (the street trees), man made features (streets, sidewalks, rail spurs, buildings), and the relationship between buildings and open space.
- Feeling is a district's expression of the historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the district's historic character. If significant production, distribution, and repair work occurred in an industrial employment district, then the presence of wide roads and rail spurs, industrial buildings, and urban infrastructure combine to convey the feeling of the area within the period of significance of the industrial work being done. Association is the direct link between the important historic events and a historic district. A property retains association if it is the place where the event occurred.
- Design, materials, and workmanship refer to qualities associated with the buildings in the district. If a historic district contains architecturally significant properties, then these qualities of integrity may apply. See *How to Apply the National Register Criteria* for more information.

The process of determining integrity is similar for both the California Register and the National Register, although there is a critical distinction between the two registers, and that is the degree of integrity that a property can retain and still be considered eligible for listing. According to the California Office of Historic Preservation:

It is possible that historical resources may not retain sufficient integrity to meet the criteria for listing in the National Register, but they may still be eligible for listing in the California Register. A resource that has lost its historic character or appearance may still have sufficient integrity for the California Register if it maintains the potential to yield significant or historical information or specific data.

The Northeast Mission-Showplace Square Industrial Employment Special Area retains a remarkable degree of integrity. Of the 94 individual properties, 72, or nearly 3 4 retain sufficient individual integrity to be contributors. These include most of the large-scale buildings present, some covering entire blocks, while the non-contributors are generally smaller and far less prominent visually. Constructed of rugged masonry and designed with flexibility and adaptability in mind, the industrial loft buildings that comprise the majority of the proposed district have not typically required extensive remodeling to prolong their serviceable life. The most typical alterations in the area include seismic retrofitting, including the insertion of large X-braces inside several buildings. Several buildings have received vertical additions, but in most cases, this work has been accomplished without detracting from the individual building's overall significance. Rehabilitation to residential use has resulted in alteration of historic

State of California & The Resources Agency DEPARTMENT OF PARKS AND RECREATION		Primary#				
		HRI #				
COV	ITIN	UA1	ΓΙΟΝ	SHEET	Trinomial	
Page	34	of	37	*Resource Name or #	(Assigned by recor	der) Northeast Mission - Showplace Square
						Industrial Employment District
*Reco	ded by	y: N. I	Moses	Corrette, SF Planning Department. *Dat	e 3/17/2011	

vehicular entrances. However, the buildings continue to express their industrial origins. In many cases, marketing preference for 'Industrial Chic' encourages the retention of character defining features during rehabilitation projects. New infill construction has been compatible in scale, massing, and design with the District, featuring flat roofs, unadorned walls and large windows reflective of industrial property types. Overall, the proposed district retains the aspects of Location, Design, Materials, Workmanship, and, most importantly, Association.

Character-Defining Features

The character-defining features of the district include, but may not be limited to:

- <u>Architectural styles</u> The Range of styles present are typically restrained, consisting of functional designs of industrial and commercial property types. Brick buildings often display a variation of Renaissance Revival styles. Reinforced concrete construction varies in style from Art Deco to no style at all. Wood construction likewise varies from Classical revival in the late 19th century, to no style in the WWII period. Large plants tend to have greater architectural expressions than infill buildings, as do Production and Distribution property types. Repair facilities frequently do not have a clear style.
- <u>Building heights, forms, massing, and rooflines</u> Building heights range from 1-5 stories, with little consideration for adjacent building heights, but are generally two or three stories in height, with floor-to-ceiling heights larger than in residential construction. Walls are typically flat, without protruding bays or other irregular features. Building form and massing is typically expressed in structures built to lot lines, with occasional setbacks at the front for loading, or clipped corners to allow for a rail car to pass at street intersections. The overwhelming majority of buildings have flat off forms, with several low-pitched gables and bow-truss or saw-tooth roof forms are also present.
- <u>Cladding</u> Most buildings are not clad with materials that are not part of their structural system. Decorative brick in the form of coloration or clinker brick is represented. Board-formed concrete is common, sometimes coated with scored stucco. Wood buildings are clad in simple eight or ten inch shiplap siding.
- <u>Fenestration patterns</u> Fenestration of industrial buildings is typically very regular, with steel industrial sash in masonry buildings in a regular size and pattern. Wood industrial sash is uncommon, but is represented.
- <u>Architectural ornamentation</u> Ornament is restrained, and typically integral to the construction of either board-form concrete or brick masonry. Cast plaster ornament is found on Art deco buildings, but is atypical in the remainder of the contributory buildings.

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CONTINUATION SHEET	Trinomial
Page 35 of 37 *Resource Name or a	# (Assigned by recorder) Northeast Mission - Showplace Square
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State of California & The Resources Agency DEPARTMENT OF PARKS AND RECREATION CONTINUATION SHEET	Primary# HRI # Trinomial	
Page 37 of 37 *Resource Name o *Recorded by: N. Moses Corrette, SF Planning Department. *	# (Assigned by recorder) Northeast Mission - Sh- Industrial Employmen Date 3/17/2011 Continu	

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