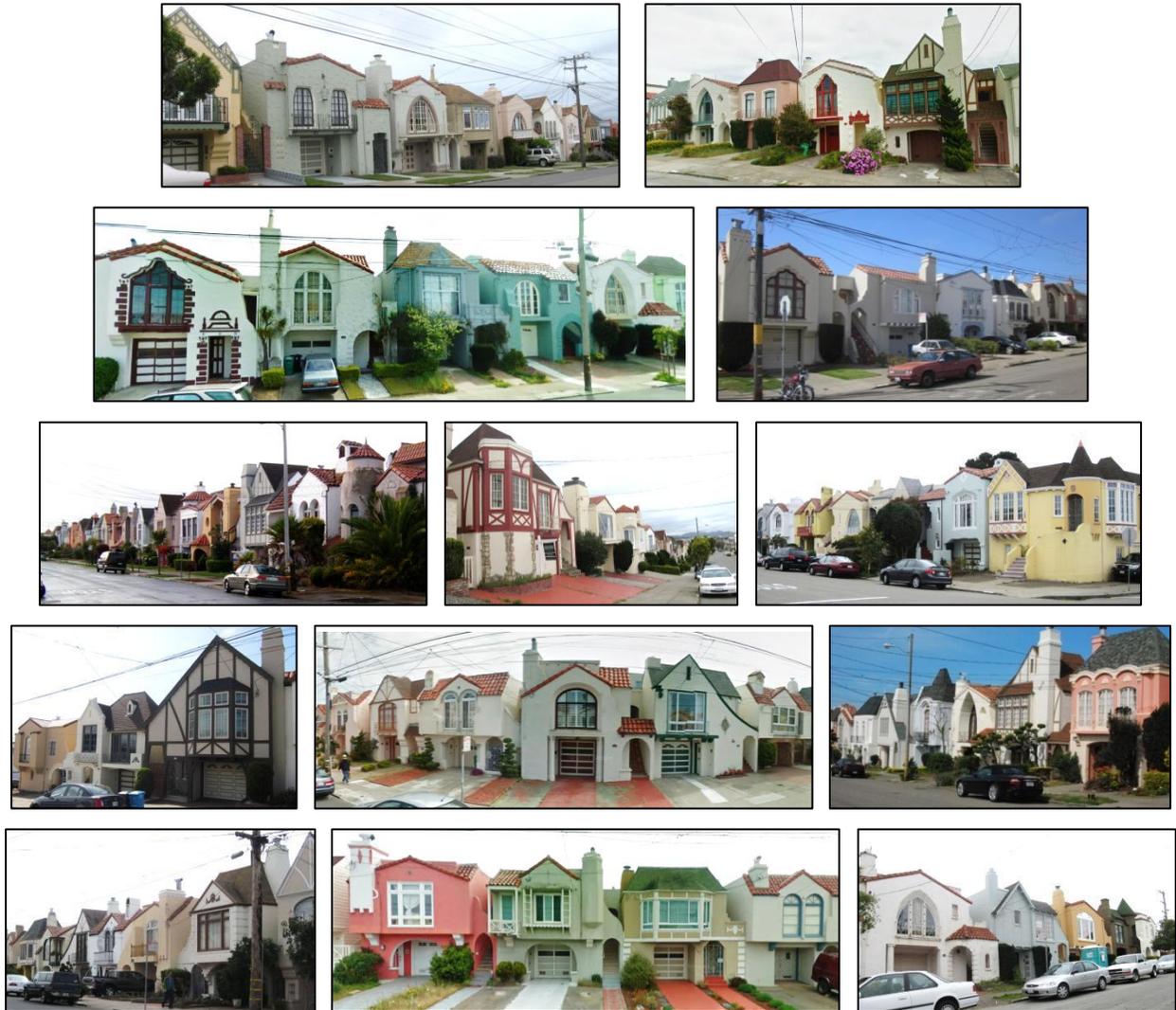


Sunset Picturesque Period Revival Tracts Historic District



Identified-Eligible for Listing in the National Register of Historic Places

Historic District Summary
Prepared by the San Francisco Planning Department
July 2013

Sunset Picturesque Period Revival Tracts Historic District

This historic district summary was prepared as part of the *Sunset District Residential Builders (1925-1950) Historic Context Statement* (context statement) and Sunset District Historic Resource Survey. Refer to the context statement for additional contextual information focused on the social, architectural, and development history of the neighborhood, the role of builders and architects, and the associated framework for evaluation.

Boundary: The identified-eligible Sunset Picturesque Period Revival Tracts Historic (District) is a thematic district located in San Francisco’s Sunset District neighborhood. The District comprises 253 buildings contained in 13 discontinuous residential tracts.¹ See map.

Period of Significance: The Period of Significance 1931-1938 is limited to the years of construction for each tract

Historical Resource Status Code: 3D, Eligible for the National Register as a Historic District.

District Eligibility: Architecture (National Register Criterion C)

District Contributors: 247 contributing buildings (98%) and 6 non-contributing buildings (2%)

Summary of Significance

The identified-eligible District is significant as an example of a short-lived (c.1931–1938) period of highly picturesque Period Revival tract house design in San Francisco’s Sunset District, characterized by well-articulated houses designed in a profusion of fully expressed architectural styles. The District represents a clear shift from tracts of homogenous single-style buildings to tracts that express a unique composition of varied styles and forms. Each building is designed in a different interpretation of the Spanish Colonial Revival, Mediterranean Revival, Tudor Revival, French Provincial, and Storybook style, with notable design elements influenced by Pueblo, Mission Revival, and Monterey Revival. Variety is likewise displayed in the buildings’ massing, entryway configurations, window openings, and roof forms. Though highly individualized at the exterior facade, the tracts are unified by materials, setback, cladding, and form. Several of the District’s tracts feature examples of the transitional side stair configuration, a distinctive yet short-lived design notable for its enclosed entry alcove at the base of the stairway. The District also contains the first tract built with the much-emulated “Patio Plan” second story interior courtyard configuration (Rousseau’s Boulevard tract) as well as several early examples influenced by this popular courtyard plan. District buildings are distinctive and display a profusion of design elements not found on the typical Sunset District tract house, including machicolations, embossed detailing, richly applied Tudoresque stick work, widow walks, Churrigueresque detailing, dormers, niches, verge board, and ornamented entryways. District buildings are

¹ The National Park Service’s National Register Bulletin No. 15, “How to Apply the Criteria of Evaluation,” states that discontinuous districts are justified when two or more definable significant areas are separated by nonsignificant areas. Such districts are “most appropriate where elements are spatially discrete; space between the elements is not related to the significance of the district; and visual continuity is not a factor in the significance.”

muscular, with distinctive forms that include steeply pitched mansard roof forms, side gabled roof forms, quoined arched openings, bulky towers, recessed and projecting bays, and deeply recessed window openings.

District buildings reflect the unusual plan and massing of tract houses that emerged in the Sunset District beginning in the 1920s. Due to the narrow width of lots, tracts were tightly packed, with no visual separation between houses. Likewise, automobile garages were integrated into the ground story of houses, rather than constructed as a separate detached garage that was typical of other San Francisco Bay Area residential tracts. Living areas were located above the combined ground story garage and basement space. This early merging of automobile and living spaces was unusual for the time and resulted in a uniquely San Franciscan landscape of nearly attached single-family houses with prominent ground-story garages.

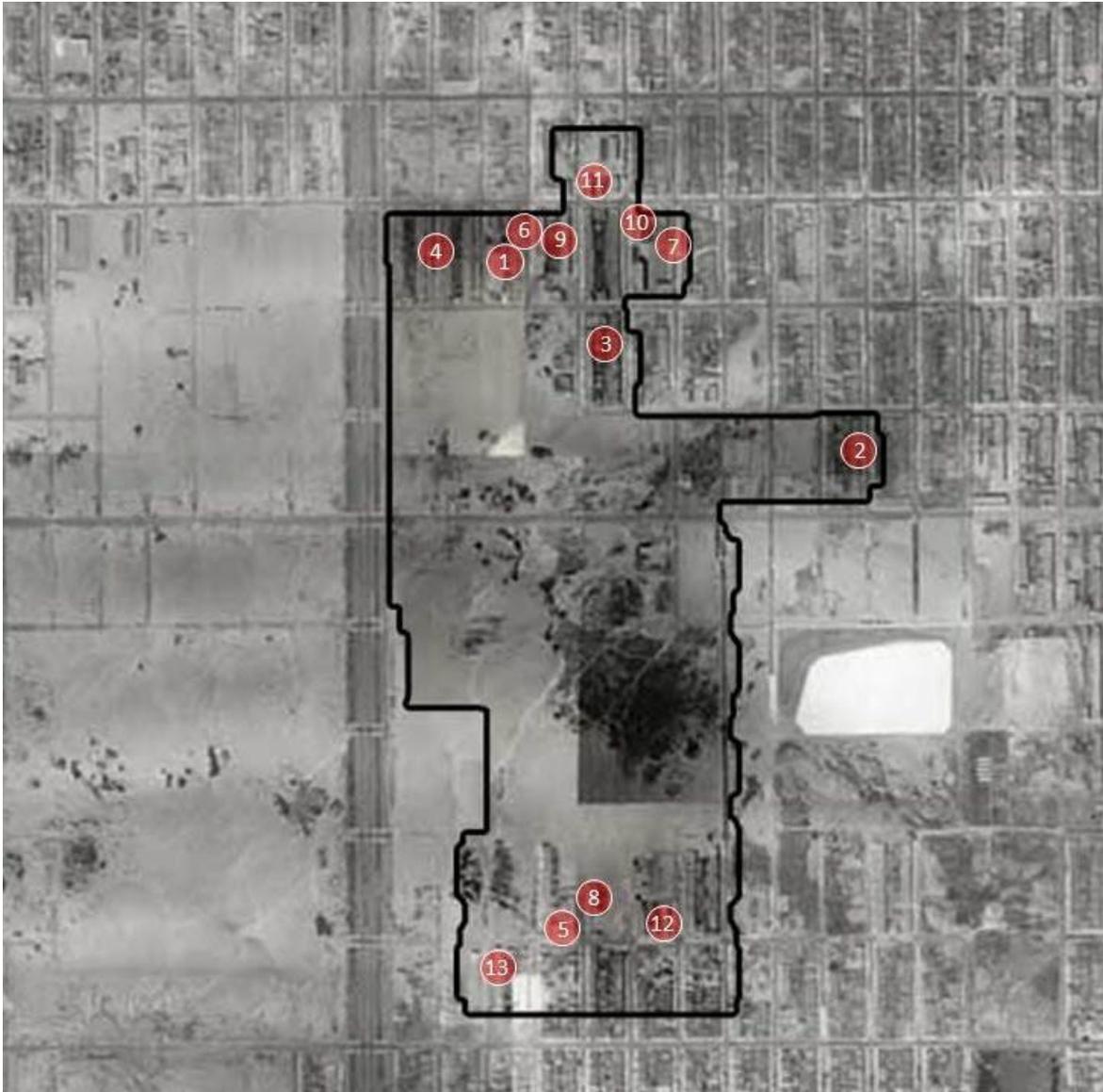
District buildings are markedly more exuberant in design, massing, and ornamentation than most Sunset District tracts constructed from the 1920s to 1940s. The District's overtly expressive designs are a result, in part, of builders' Depression-era efforts to market and sell houses constructed in a remote, windswept, and sand covered nascent neighborhood. In 1931, when the first tracts were under construction, there were few residential developments located within the emerging central Sunset District neighborhood. The District's tracts were constructed along the north and south margins of vast impassable sand dunes that largely covered the area between 25th and 44th Avenues. Many of the District's early tracts were constructed on blocks that terminated into sand dunes. North of the sand dunes, tracts were located in relatively close proximity to the neighborhood's existing streetcar lines on Irving Street, 20th Street, and, by 1938, a spur line on 25th Avenue.² Tracts to the south were served by streetcars that served the Parkside neighborhood. North-south automobile passage through the sand dunes was provided by the recently constructed Sunset Boulevard. Marketing materials and newspaper advertisements often emphasized the proximity of transit lines, view of the Ocean, and easy access to Golden Gate Park, as well as the buildings' "old world charm" and "picturesque" design inspired by medieval buildings of European origin. District designs likewise reflect builders' attempts to offer an affordable alternative to the upscale residence parks—such as St. Francis Wood, Forest Hill, Balboa Terrace, and Westwood Highlands—developed in the 1910s and 1920s that feature large, detached houses designed in a variety of period revival styles.

The District's Period of Significance of 1931 to 1938 marks the beginning and end of the picturesque-era of Period Revival tract construction. The earliest tracts designed by brothers Oliver and Arthur Rousseau in exuberant Period Revival styles influenced subsequent designs by small- and large-scale builders alike. By 1938, the end date of the District's Period of Significance, the picturesque-era had peaked, though the several tracts built from 1936 to 1938 contain the final pulse of exuberant Period Revival design applied to well-articulated facades. By then, most Sunset District houses were characterized by restrained expressions of Period Revival styles, with less articulation, differentiation, and ornamentation. These restrained designs were a result of the mass construction of the late-1930s and 1940s facilitated by Federal Housing Administration (FHA) mortgage financing changes. With mass construction, came mass standardization and designs that were less costly (in terms of labor and materials) to build. The scale and pace of construction activity beginning in the late 1930s was astounding. According to an analysis of construction dates within the Sunset District Historic Resource Survey area, there was a three-fold increase in residential tract construction from the period 1936 to 1940 (909 houses) as compared to the previous five years (279 houses). Most buildings in the Sunset District Historic Resource Survey area were constructed during a period of just three years—from 1939 to 1941 (1,183 houses).

² McClintock, Miller. *Report on San Francisco Citywide Traffic Survey*. W.P.A Project 6108-5863. Prepared for San Francisco City and County Department of Public Works. Published 1937.

The District contains 13 discontinuous tracts, with a total of 253 buildings, designed and developed by master builders and architects including Oliver and Arthur Rousseau, Henry Doelger, the Standard Building Company, and Charles O. Clausen. In addition, several tracts were built by smaller-scale builders including the Golden Gate Investment Company and the Bay Cities Building Company. Several of the District's tracts are quite small—five of the 13 tracts contain fewer than 10 buildings—while the largest tract contains 93 buildings set on two full city blocks.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for detailed contextual information regarding the neighborhood's development history, builder and architect biographies, stair and entrance typologies, the evolution of Period Revival styles, and related character-defining features.



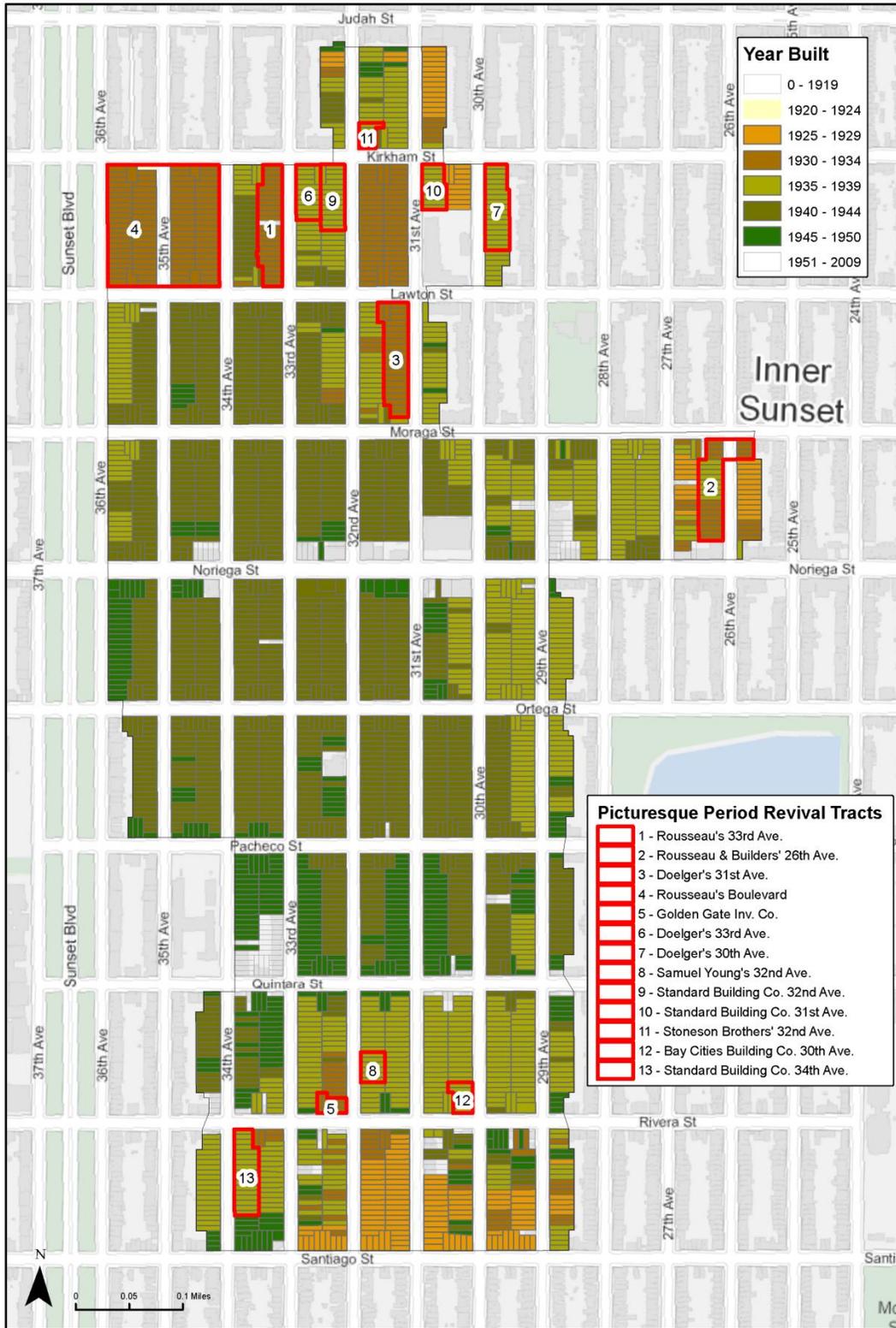
Composite of aerial views taken 1937-1938 showing the location of 13 tracts that contribute to the Sunset Picturesque Period Revival Historic District. Clustered to the north (towards Golden Gate Park) and the south (toward the Parkside District), the tracts are separated by vast, scrubby sand dunes that extend west to the ocean. The Sunset District Historic Resource Survey Area is outlined in black. Source: David Rumsey Historical Map Collection.

District Tracts

The following section provides a brief development overview for each of the District's 13 discontinuous tracts.

Tract	Builder	Year Built	# Buildings	Location
1	Rousseau, Oliver & Arthur	1931	24	33 rd Avenue (Kirkham/Lawton)
2	Rousseau, Oliver & Arthur / Various builders	1931-1936	24	26 th Avenue (Moraga/Noriega)
3	Henry Doelger	1932	21	31 st Avenue (Lawton/Moraga)
4	Rousseau, Oliver & Arthur	1932-1933	93	34 th ,35 th ,36 th Avenue (Kirkham/Lawton)
5	Golden Gate Investment Co. (with architect C.O. Clausen)	1933-1934	5	32 nd Avenue / Rivera Street
6	Henry Doelger	1935	12	33 rd Avenue (Kirkham/Lawton)
7	Henry Doelger	1935-1936	17	30 th Avenue (Kirkham/Lawton)
8	Samuel Young (with architect, C.O. Clausen)	1935-1936	6	32 nd Avenue (Quintara/Rivera)
9	Standard Building Co.	1935-1936	14	32 nd Avenue (Kirkham / Lawton)
10	Standard Building Co.	1936	9	31 st Avenue (Kirkham/Lawton)
11	Stoneson, Ellis & Henry	1936-1937	5	32 nd Avenue (Judah/Kirkham)
12	Bay Cities Building Co. (with architect C.O. Clausen)	1936-1937	6	30 th Avenue (Quintara/Rivera)
13	Standard Building Co.	1938	17	34 th Avenue (Rivera/Santiago)

Picturesque Period Revival Tracts Historic District



Tract 1:

Rousseaus' 33rd Avenue Tract

Year Built: 1931

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains 24 buildings located on the west side of 33rd Avenue between Kirkham and Lawton Streets.

Contributors: 24

Non-Contributors: 0



View looking northwest on 33rd Avenue. Source: SF Planning

In 1931, the Marian Realty Company, a prominent development firm led by architects Oliver and Arthur Rousseau, developed their first Sunset District residential tract. The Rousseau brothers introduced a new level of exuberance and expressive styles not yet seen in Sunset District and likely influenced subsequent merchant builders to adopt similarly picturesque Period Revival styles. The 33rd Avenue tract embodies a diverse range of fully expressed Period Revival styles, each house displaying distinctive building features and ornamentation. A 1931 *San Francisco Chronicle* article described these buildings as being “unusual in exterior treatment, the architecture having been copied from England, Normandy, Spain, and Mediterranean ideas.”⁴ Detailing expressed on individual buildings includes turrets, towers and dovecotes, full-length balconies, muscular chimney stacks, finials, niches and punched openings, red Spanish clay tile roofs or coping, half-timbering and the appearance of wattle and daub, machicolations, quoins, bulky turned wood mullions, slender muntins, and decorative glazed tile. Wood sash windows are often recessed, with chamfered, arched, or squared window openings, some topped with transoms or set in shallow projecting bays. Roof parapet forms are varied based on style and include shallow-pitched forward and side-facing gables; mansard forms and hipped forms; and steeply pitched, asymmetrical cat-slide roof forms. Several buildings display the earliest known expressions of Storybook-influenced design in the Sunset District. The tract is bound at each corner by extravagant Spanish Colonial buildings featuring towered entrances.

Although the Rousseau brothers developed properties in the Sunset District during a span of only a few years (1931 to 1933) the stylistic impact of these houses on the emergent neighborhood is pronounced. Rousseau-designed houses are notable for their high level of architectural expression, Storybook-inspired design, inventive fenestration, and often-whimsical entry configuration. Although it is estimated that the Rousseaus built fewer than 200 houses in the

⁴ “Twenty Sunset District Homes Snapped up Before Completion,” *San Francisco Chronicle*. December 26, 1931.

Sunset District, later builders and designers—including developer Henry Doelger and architect Charles O. Clausen—often directly incorporated signature design elements from Rousseau buildings. The Rousseau tracts embodied a dramatic shift from near-identical houses designed in a single style (Mediterranean Revival) to houses designed in a profuse array of architectural styles—Storybook, Tudor Revival, Spanish Colonial Revival, French Provincial, and Mediterranean Revival—united by common setback, form, and massing.



Left: 1563, 1559, and 1555 33rd Avenue. Right: 1543 33rd Avenue.
Source: *San Francisco Chronicle*, December 12th and 26th, 1931.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood's development history, the role of the Marian Realty Company and the Rousseau Brothers, the evolution of Period Revival styles, and related character-defining features.

Tract 2:

Rousseau & Builders' 26th Avenue Tract

Year Built: 1931-1936

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains 24 buildings located on the east and west side of 26th Avenue between Moraga and Noriega Streets.

Contributors: 24

Non-Contributors: 0



View looking southwest on 26th Avenue. Source: SF Planning

The 26th Avenue tract contains the second grouping of single family houses in the Sunset District developed by the brothers Oliver and Arthur Rousseau.⁵ The tract represents an affordable version of the high-style Rousseau house, but with construction costs near 25% less than the firm's first development picturesque Period Revival development on 33rd Avenue. Despite the scaled-back costs, the tract nonetheless embodies a diverse range of fully expressed Period Revival styles, each house displaying distinctively unique building features and ornamentation. Detailing expressed on individual buildings includes stepped or curved stairway cheek walls, towers, balconettes, muscular chimney stacks, exaggerated arches, angled stairs with decorative polychromatic tiles, weathervanes, red Spanish clay tile roofs or coping, machicolated overhangs, applied Tudoresque stick work, bulky turned wood mullions, slender muntins, weathervanes, and thickly applied "jazz stucco." Wood sash windows are often recessed, with chamfered, arched (some with Gothic, ogee, or cusped arch forms), or squared window openings. Roof parapet forms are varied based on style and include forward- or cross-gabled, mansard, or hipped forms. The four corner properties at 26th Avenue at Moraga Street were designed by Rousseau and feature muscular, curved cheek walls, towers, turrets, and thickly applied "jazz" stucco.⁶ Though touted as affordable, the houses offered middle-class buyers' fairly luxurious interior features, including a three-car garage, laundry room, and "a finished social room, with buffet and corner fireplace."⁷ One advertisement extolls the Depression-era affordability and value, "What a 'dream house' - but how easily the dream can come true! Only \$5,500 to \$5,700, and on terms to fit the family budget. The thrifty,

⁵ The first known Rousseau tract, on 33rd Avenue, was completed several months prior to construction of the 26th Avenue tract.

⁶ Because two of the corner properties are located just outside the boundary of the Sunset District Historic Resource Survey area, they are not included as contributors to the identified-eligible Picturesque Period Revival Historic District.

⁷ "Startling New Homes at Unbelievably Low Prices!" *San Francisco Chronicle*. December 12, 1931.

close buyer and the Veteran looking for a home investment will recognize what a remarkable home purchasing opportunity this is.”⁸



A Rousseau-designed house at 1715 26th Avenue, as advertised in the San Francisco Chronicle in 1931, (left) and as it appears in 2012 (right).

The Rousseaus built 16 of the tract’s 24 houses in 1931 and the remaining houses were constructed in 1935-1936 by the Standard Building Company (four houses), builder Claude Lindsay (two houses) and builder P.E. Vukicevich (two houses). These eight mid-block houses likewise display exuberant interpretations of Period Revival styles. The buildings developed by the Standard Building Company, a prolific merchant building firm better known for more restrained designs, feature distinctive detailing and expressive massing. The small-scale builder P.E. Vukicevich commissioned architect R.R. Irvine to design his two buildings, and builder Claude Lindsay erected his signature towered Mediterranean Revival houses.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood’s development history, stairway and entry typologies, the evolution of Period Revival styles, related character-defining features, and the role of the Marian Realty Company, the Rousseau brothers, Claude Lindsay, the Standard Building Company, and small-scale builders.

⁸ “Startling New Homes at Unbelievably Low Prices!” *San Francisco Chronicle*. December 12, 1931.

Tract 3:

Henry Doelger's 31st Avenue Tract

Year Built: 1932

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains 21 buildings located on the west side of 31st Avenue between Lawton and Moraga Streets and two additional buildings located on Lawton Street.

Contributors: 20

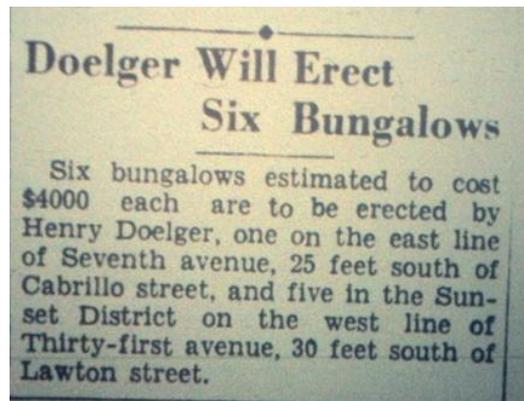
Non-Contributors: 1



View looking northwest on 31st Avenue. Source: SF Planning

Henry's Doelger's 31st Avenue tract is an early, full expression of the master builder's Period Revival and Storybook styles architecture. The tract was designed and constructed during an important, albeit brief, stage in Doelger's career that is characterized by highly picturesque, articulated, houses designed in a profusion of architectural styles. Each building is designed in a different interpretation of the Tudor Revival, Spanish Colonial Revival, Mediterranean Revival, and Storybook styles. Variety is likewise displayed in the buildings' massing, window openings, and roof forms. Unlike the vast majority of Doelger's tracts, and Sunset District tracts generally, the tract features fully detached buildings, with a clear visual separation between houses. Tract buildings are muscular, with articulated facades, projecting and recessed bays, and a profusion of design elements not found on the typical Sunset District tract house, including towers, niches, verge board, embossed detailing, finials, weathervanes, Storybook rubble accents, cross hatch detailing, deeply recessed window openings, full width projecting balconies, and Monterey Revival style full-height balconies. A few buildings feature the new transitional side stair entry configuration, though the dominant stair typology within the tract is the straight side stair.

Henry Doelger was a master builder, marketer and salesman. His firm dominated the home-building industry in San Francisco in the 1930s and early 1940s. An admirer of Henry Ford, Henry Doelger applied the “Fordist” principles of mass production to the home building industry with impressive results. During his 30-year career, Doelger’s firm constructed approximately 11,000 buildings in San Francisco, primarily in the Sunset District.⁹ From 1934 to 1941, he was the largest home builder in the United States, constructing an average of two houses a day and employing 500 people. His specialty was a semi-attached, one-story over garage, single-family house, though he also built a limited number of duplexes and apartments in the Sunset District. Doelger’s architecturally significant buildings—designed in exuberant expressions of Period Revival and Mediterranean Revival styles—were constructed in the early- to mid-1930s. His picturesque phase occurred just prior to the mass-production and standardization that characterized the FHA-facilitated construction boom of the late-1930s.



Newspaper notice mentioning the initial construction of tract buildings on 31st Avenue. Source: San Francisco Chronicle, December 19, 1931

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood’s development history, the role of Henry Doelger and the development of Doelger City, stairway and entry typologies, the evolution of Period Revival styles, and related character-defining features.

⁹ Rob Keil, *Little Boxes: The Architecture of a Classic Midcentury Suburb* (Daly City, California: Advection Media, 2006). Note, because Doelger destroyed his business records, the exact number of Doelger-built houses in San Francisco is unknown. The 11,000 figure quoted in various publications may overstate his building activity, though it is within the realm of possibility. Doelger assigned a serial number to each of his houses (and possibly, dwelling units). The serial numbers for his Westlake development begin in the 13,000-range, lending some weight to the argument for 11,000 San Francisco houses.

Tract 4:

Rousseaus' Boulevard Tract

Year Built: 1932-1933

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains 93 buildings on the blocks bounded by the east side of 36th Avenue, the east and west sides of 35th Avenue, the west side of 34th Avenue, the south side of Kirkham Street, and the north side of Lawton Street.

Contributors: 90

Non-Contributors: 3



View looking southwest at 35th Avenue. Source: SF Planning

The largest tract within the identified-eligible Picturesque Period Revival Historic District, this two-block development also represents the largest and most ambitious collection of houses in the Sunset District developed by the Marian Realty Company, which was headed by prominent architects Oliver and Arthur Rousseau. The cohesive tract's architectural expression is exceptional. It was designed with extraordinary attention to architectural detail, displays high artistic value, and invokes what was then-described as picturesque Old World charm. Buildings display unusually expressive styles, massing, and ornament and represent rare expressions of Storybook-influenced design in San Francisco.

Drawing from a range of Period Revival styles, the Rousseaus designed highly stylized and individualized facades that are unified by materials, setback, massing, and form. Buildings designed in the Mediterranean Revival and Spanish Colonial Revival style feature semi-enclosed ground level entry alcoves, thickly textured stucco exterior walls, arched window and door openings, low pitched forward or side gable parapet, deeply recessed window openings, machicolations, bulky turned wood mullions, and red Spanish clay tile roofs or coping. Many also feature prominent towers and dovecote-inspired forms, and turned wood balconies. Tudor Revival buildings feature steeply pitched (often asymmetrical) gable parapets, half-timbering and the appearance of wattle and daub, wood-sash windows (typically rectangular casements with transoms and divided lights) and smooth stucco cladding. Occasionally, Tudor Revival houses feature barge boards and Storybook-influenced rubble accents. The fully expressed French Provincial style houses feature ogee arched window openings; wood-sash casement windows with slender muntins topped with transoms; decorative quoins on exterior walls; and are capped with mansard roof forms. Additional ornamental features found on many styles include balconettes, weathervanes, finials, decorative vents, muscular chimney stacks and elaborately detailed chimney tops. Despite the myriad styles and profuse

ornament, the houses—described at the time as “individual and harmonious”—are unified by form, massing, setbacks, and uniform design features such as stucco cladding.¹⁰

The first of the tract’s houses, constructed on 36th Avenue, were dubbed “Boulevard Homes” due to their location along the newly constructed 300’ wide Sunset Boulevard and greenway.¹¹ The new boulevard provided much-needed north-south access through the vast sand dunes that characterized much of the Sunset District at that time. It officially opened to the public on October 18, 1931 and Rousseaus’ adjacent tract buildings on 36th Avenue were constructed soon thereafter.¹² Potential homeowners were promised the luxury of a private house situated only blocks away from Golden Gate Park, the newly built Sunset Boulevard, the N-Judah streetcar, the 66 motor-bus¹³, and the commercial corridor on nearby Irving Street.¹⁴ The area was promoted as the beginning of an “entire new residential district of San Francisco.”¹⁵ An advertisement in the Real Estate section of the April 30th, 1932 *San Francisco Chronicle* described the amenities and investment potential for the Rousseaus’ tract:

Smart 5 and 6 room homes in several styles of distinctive architecture - some built on the charming new patio plan. Each home has a delightful social hall and a two-car garage. Many refinements and conveniences. Fascinating new decorative schemes. These homes are priced astonishingly low, from \$6,995 up, on liberal terms. Besides the tremendous value of the homes themselves, the land values have great possibilities - the land values are bound to increase – simply because the number of lots facing Sunset Boulevard (a 300-foot Parkway) is limited.¹⁶

The Boulevard tract was also the first to feature Oliver Rousseau’s innovative “Patio Plan” layout, an open-air courtyard set in the second story, which provided additional light and air to the living spaces of nearly attached tract houses. The courtyard separated living and sleeping areas and was typically accessible from several rooms. It was described at the time as “revolutionary in character” and was widely adopted by Sunset District builders in the 1930s.¹⁷ Tract buildings featured integrated design and functionality elements that were considered new to San Francisco at that time, such as the two-car and three-car garage, water heaters, laundry machines, and triangle-shaped sinks.¹⁸ The buildings also featured hardwood floors, described at the time as a first for “homes constructed in the moderate class.”¹⁹ Oliver Rousseau’s innovative plan and significant role during the Depression is later noted in the *San Francisco Examiner*.²⁰

Rousseau has been identified with the building of some of San Francisco's largest and finest apartment buildings and hotels since 1911, but in later years he has made the most conspicuous success of any builder in the city, originating and directing the construction and the sale of the famous "inside patio" homes built in the

10 “Sunset House Marks Era in Construction.” *San Francisco Chronicle*. April 9, 1932.

11 “Boulevard Homes.” *San Francisco Chronicle*. April 30, 1932.

12 “New Boulevard to Be Opened By Ceremony.” *San Francisco Chronicle*. October 17, 1931.

13 McClintock, Miller. *Report on San Francisco Citywide Traffic Survey*. W.P.A Project 6108-5863. Prepared for San Francisco City and County Department of Public Works. Published 1937.

14 “Marian Realty Homes Offered at Low Prices.” *San Francisco Chronicle*. April 23, 1932.

15 “New ‘Surprise’ Home Opened.” *San Francisco Examiner*. January 28, 1933.

16 “Boulevard Homes.” *San Francisco Chronicle*. April 30, 1932.

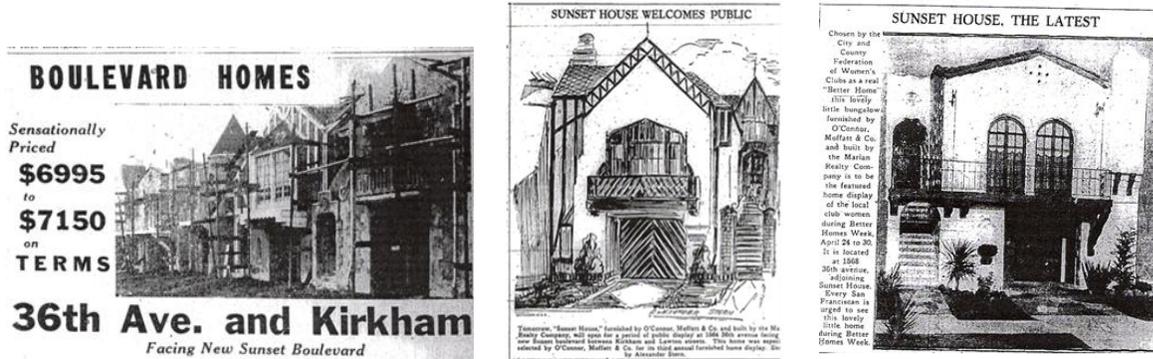
17 “6,000 See New Patio Plan,” *San Francisco Examiner*, February 4, 1933.

18 Ibid.

19 Ibid.

20 “Rousseau Starts New Real Estate Brokerage Firm.” *San Francisco Examiner*. April 7, 1934.

vicinity of Sunset Boulevard and Kirkham and Lawton streets, as well as other homes in the Richmond district. Other builders throughout the city universally have acknowledged that his pace setting leadership kept interest alive all during the depression period.²¹



Left: Construction along 36th Avenue between Kirkham and Lawton Streets. Center: 1564 36th Avenue. Right: 1568 36th Avenue. (Source: *San Francisco Chronicle*, April 9th, 29th, and 30th, 1932.)

The Rousseaus embraced the relatively new marketing strategy of staging fully furnished “model homes.” A least 18 of the tract’s 94 houses were displayed as model homes in 1932 and 1933 and are credited with contributing to rapid sales.²³ The first model homes—described in advertisements as the “Sunset House”—at 1564 and 1568 36th Avenue were decorated and furnished by O’Connor Moffat & Co., a local furniture store.²⁵ Both houses featured identical interior plans, including the new interior “Patio Plan” courtyard, though each featured markedly different styles (Tudor Revival and Mediterranean Revival) at the primary façade. Articles and advertisements in the Real Estate section of the *San Francisco Chronicle* widely covered and promoted model home events within the tract.

The Boulevard tract is also significant for its close association with the Rousseau brothers, who occupied sprawling corner buildings within the tract. A third Rousseau (Annie), of unknown relationship to the brothers, resided at 1573 34th Avenue. Despite strong sales, the Marian Realty Company declared bankruptcy at the close of 1933.²⁶

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood’s development history, the role of the Marian Realty Company and the Rousseau Brothers, stairway and entry typologies, the evolution of Period Revival styles, and related character-defining features.

21 “Rousseau Starts New Real Estate Brokerage Firm.” *San Francisco Examiner*. April 7, 1934.

23 “Low Cost Era Nears End in Sunset Tract.” *San Francisco Examiner*. 10/14/33. It should be noted that the exact locations of these 18 model homes is unknown. Archival research was only able to find the locations of those mentioned in the text.

25 “Sunset House Welcomes Public.” *San Francisco Chronicle*. April 9, 1932.

26 “Marian Realty Firm Declares Bankruptcy.” *San Francisco Examiner*, December 29, 1933.



*Left: 1500 36th Avenue, Arthur Rousseau's residence, 1933 to 1937.
Right: 1598 36th Avenue, Oliver and Elsie Rousseau's residence, 1933 to 1937. Photos: SF Planning*

Tract 5:

Golden Gate Investment Company Tract

Year Built: 1933-1934

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Historic Tracts District contains three buildings located on the west side of 32nd Avenue between Quintara and Rivera Streets and two houses located on the north side of Rivera Street.

Contributors: 5

Non-Contributors: 0



View looking southwest on 32nd Avenue. Source: Google Maps

The Golden Gate Investment Company tract was designed by Charles O. Clausen in exuberant Period Revival styles. Each building is designed in a markedly different interpretation of the Tudor Revival, French Provincial and Spanish Colonial Revival styles. Variety is likewise displayed in the buildings' massing, roof forms, and entry typology. The buildings are muscular, with well-articulated facades, projecting and recessed bays, and a profusion of design elements not found on the typical Sunset District tract house, including Churrigueresque detailing, finials, niches, verge board, curlicues, robust brackets, dormers, and half-timbering. The tract represents the shift from tracts of homogenous single-style buildings to tracts that emphasize a variety of architectural styles and forms.

Golden Gate Investment was a real estate development firm active in San Francisco from 1918 until the late 1930s.²⁷ Unlike other Sunset District firms, the Golden Gate Investment's sales office was located in downtown rather than the Sunset District. E.A. and F.G. McFarland are listed as the firm's owners in 1922.²⁸ Although little is known about the firm's early years, building permits and deed records indicate that the firm was particularly active in the Sunset District during the 1930s.²⁹ Unlike many builder firms, Golden Gate Investment hired outside contractors and architects to design and build their tracts. This tract was designed by Charles O. Clausen and constructed by Oscar Swanson, a building contractor.

²⁷ The Golden Gate Investment Company is only listed in the San Francisco City Directory from 1918 until 1929. They are, however, also listed in sales ledgers as the builders and sellers of houses in the Sunset District from 1933 until 1938.

²⁸ State Real Estate Department. *California Real Estate Directory Bulletin*, (Sacramento, California: February 14, 1922).

²⁹ A search of San Francisco City Directories failed to yield information regarding the firm's ownership.

Charles O. Clausen, a prolific master architect, is also credited with the design of the small tract across the street developed by Samuel Young in 1935-1936. Both small tracts display similarly exuberant iterations of Spanish Colonial, Tudor Revival and French Provincial styles.

Clausen was raised in San Francisco, apprenticed with the architecture firm Meyer and O'Brien at 18,³⁰ earned his architect's certificate by age 23, and opened his own office by age 24, working in the Phelan and Hearst Buildings.³¹ His commissions include Larkspur's Mission Revival style City Hall (1913, extant)³² and numerous grand apartment buildings in neighborhoods throughout San Francisco in the 1910s-1920s. In the early 1930s, possibly correlating to the downturn in building activities as a result of the Great Depression, Clausen shifted his focus to the design of smaller-scale, single-family houses. From his home office in the Richmond District, Clausen accepted commissions from small-scale builder developers to design houses for modest-income home buyers. A review of building permits indicates that Clausen was one of only a handful of outside architects commissioned by Sunset District builders. In addition to Golden Gate Investment, Clausen is known to have worked for the following Sunset District builders: Bay Cities Building Company, Samuel Young, Herman Christensen, and E.W. Perkins.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood's development history, the role of the Golden Gate Investment Company and other small-scale builders, the career and influence of architect Charles O. Clausen, the evolution of Period Revival styles, and related character-defining features.

30 Dennis McCarthy, "Charles O. Clausen, Architect." July 1926 column, unnamed newspaper. Also noted in <http://www.classicsfproperties.com/Nav.aspx/Page=/PageManager/Default.aspx/PageID=2175615>

31 United States Census, 1910, and San Francisco City Directories.

32 www.marinhistory.org (Accessed August 2012).

Tract 6:

Henry Doelger's 33rd Avenue Tract

Year Built: 1935

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains 11 buildings located directly south of Kirkham Street on the east block face of 33rd Avenue and one mid-block building located on Kirkham Street (2831 Kirkham Street).

Contributors: 12

Non-Contributors: 0



View looking northeast on 33rd Avenue. Source: SF Planning

Henry Doelger's 33rd Avenue tract is representative of his most expressive Period Revival design phase. Buildings in this tract are markedly more exuberant in design and ornamentation than Doelger's earlier and later house designs and bear a strong resemblance to the pioneering Storybook and Period Revival expressions by Oliver Rousseau, located directly across the street. Like Rousseau, Doelger drew inspiration from Tudor, Mediterranean, Spanish Colonial and French Provincial styles to create highly individualized facades that are unified by materials, setback, massing and form. Variety is likewise displayed in the buildings' massing, window openings, and roof forms. Several of the tract's buildings feature the new transitional side stair entry configuration, with a projecting entry alcove at the base of the stairway. Tract buildings are designed in the "Patio Plan" layout, an Oliver Rousseau innovation, with a second story courtyard atrium.

The 33rd Avenue tract is located within a larger area known as "Doelger City," an area bounded by 26th and 30th Avenues and Noriega and Ortega Streets.³³ It is one of just two small tracts within "Doelger City" that are considered architecturally significant. Most buildings within the larger Doelger City area were constructed between 1935 and 1944. It should be noted that numerous other builders also constructed buildings within the areas commonly attributed to Henry Doelger.

³³ "Only 39.50 monthly payments really less than rent..." *San Francisco Chronicle*. September 16, 1939.

Henry Doelger was a master builder, marketer and salesman. His firm dominated the home-building industry in San Francisco in the 1930s and early 1940s. An admirer of Henry Ford, Henry Doelger applied the “Fordist” principles of mass production to the home building industry with impressive results. During his 30-year career, Doelger’s firm constructed approximately 11,000 buildings in San Francisco, primarily in the Sunset District.³⁴ From 1934 to 1941, he was the largest home builder in the United States, constructing an average of two houses a day and employing 500 people. His specialty was a semi-attached, one-story over garage, single-family house, though he also built a limited number of duplexes and apartments in the Sunset District. Doelger’s architecturally significant buildings—designed in exuberant expressions of Period Revival and Mediterranean Revival styles—were constructed in the early- to mid-1930s. His picturesque phase occurred just prior to the mass-production and standardization that characterized the FHA-facilitated construction boom of the late-1930s.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood’s development history, the role of Henry Doelger and development of Doelger City, stairway and entry typologies, the evolution of Period Revival styles, and related character-defining features.

³⁴ Rob Keil, *Little Boxes*. (Note, because Doelger destroyed his business records, the exact number of Doelger-built houses in San Francisco is unknown. The 11,000 figure quoted in various publications may overstate his building activity, though it is within the realm of possibility. Doelger assigned a serial number to each of his houses (and possibly, dwelling units). The serial numbers for his Westlake development begin in the 13,000-range, lending some weight to the argument for 11,000 San Francisco houses.

Tract 7:

Henry Doelger's 30th Avenue Tract

Year Built: 1935–1936

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains 17 buildings located on the east side of 30th Avenue between Kirkham and Lawton Streets.

Contributors: 15

Non-Contributors: 2



View looking east on 30th Avenue Source: Google Maps

Henry Doelger's 30th Avenue tract is a full expression of the master builder's Period Revival tract houses. The tract was designed and constructed toward the end of a significant phase in Doelger's career that is characterized by highly picturesque, well-articulated, houses designed in a profusion of architectural styles. Each of the tract's buildings is designed in a different interpretation of the Spanish Colonial Revival, Mediterranean Revival, and French Provincial styles. Variety is likewise displayed in the buildings' massing, window openings, and roof forms. Many of the District's buildings feature the new transition side stair entry configuration, with a projecting entry alcove at the base of the stairway. District buildings possess strongly articulated facades, projecting and recessed bays, and a profusion of design elements not found on the typical Sunset District tract house, including machicolations, embossed detailing, towers, finials, Churrigueresque detailing, dormers, niches, verge board, and ornamented entryways. Later residential tracts by Doelger and other builders in the Sunset District exhibit restrained versions of Period Revival styles, with less façade articulation, differentiation, and ornamentation.

Henry Doelger was a master builder, marketer and salesman. His firm dominated the home-building industry in San Francisco in the 1930s and early 1940s. An admirer of Henry Ford, Henry Doelger applied the "Fordist" principles of mass production to the home building industry with impressive results. During his 30-year career, Doelger's firm constructed approximately 11,000 buildings in San Francisco, primarily in the Sunset District.³⁵ From 1934 to 1941, he was the largest home builder in the United States, constructing an average of two houses a day and employing 500 people. His specialty was a semi-attached, one-story over garage, single-family house, though he also built a limited

³⁵ Rob Keil, *Little Boxes*. Note, because Doelger destroyed his business records, the exact number of Doelger-built houses in San Francisco is unknown. The 11,000 figure quoted in various publications may overstate his building activity, though it is within the realm of possibility. Doelger assigned a serial number to each of his houses (and possibly, dwelling units). The serial numbers for his Westlake development begin in the 13,000-range, lending some weight to the argument for 11,000 San Francisco houses.

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Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood’s development history, the role of Henry Doelger and the development of Doelger City, stairway and entry typologies, the evolution of Period Revival styles, and related character-defining features.

Tract 8:

Samuel Young's 32nd Avenue Tract

Year Built: 1935–1936

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains six buildings located on the east side of 32nd Avenue between Quintara and Rivera Streets.

Contributors: 6

Non-Contributors: 0



View looking northeast on 32nd Avenue. Source: Google Maps

Samuel Young's 32nd Avenue tract contains six buildings designed in a markedly different interpretation of the Tudor Revival, French Provincial and Spanish Colonial Revival styles. Variety is likewise displayed in the buildings' massing, roof forms, and entry typology. The buildings are muscular, with articulated facades, projecting bays, and a profusion of design elements not found on the typical Sunset District tract house, including chamfered portholes and edges, Churrigueresque detailing, niches, prominent chimneys, projecting bays, deeply recessed window openings, half-timbering, and several entryway configurations. Later residential tracts in the Sunset District exhibit restrained versions of Period Revival styles, with less façade articulation, differentiation, and ornamentation. When constructed in 1935-1936, District buildings were located directly adjacent to a vast sand dune that still covered a large portion of the emerging neighborhood. At that time, the subject block on 32nd Avenue terminated in sand.

Samuel Young was one of the many small-scale builders who constructed small tracts in the emerging Sunset District neighborhood. Unlike many builders, however, Young commissioned an architect to design his tract. Charles O. Clausen, a prolific master architect, is also credited with the design of the small tract across the street developed by the Golden Gate Investment Company in 1933-1934. Both small tracts display similarly exuberant iterations of Spanish Colonial, Tudor Revival and French Provincial styles. Clausen was raised in San Francisco, apprenticed with the architecture firm Meyer and O'Brien at 18,³⁶ earned his architect's certificate by age 23, and opened his own office by age 24, working in the Phelan and Hearst Buildings.³⁷ His commissions include Larkspur's Mission Revival style

³⁶ Dennis McCarthy, "Charles O. Clausen, Architect." July 1926 column, unnamed newspaper. Also noted in <http://www.classicsfproperties.com/Nav.aspx/Page=/PageManager/Default.aspx/PageID=2175615>

³⁷ United States Census, 1910, and San Francisco City Directories.

City Hall (1913, extant)³⁸ and numerous grand apartment buildings in neighborhoods throughout San Francisco in the 1910s-1920s. In the early 1930s, possibly correlating to the downturn in building activities as a result of the Great Depression, Clausen shifted his focus to the design of smaller-scale, single-family houses. From his home office in the Richmond District, Clausen accepted commissions from small-scale builder developers to design houses for modest-income home buyers. A review of building permits indicate that Clausen was one of only a handful of outside architects commissioned by Sunset District builders. In addition to Young, Clausen is known to have worked for the following Sunset District builders: the Golden Gate Investment Company, the Bay Cities Building Company, Herman Christiansen, and E.W. Perkins.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood's development history, the role of small-scale builders, the career and influence of architect Charles O. Clausen, the evolution of Period Revival styles, and related character-defining features.

³⁸ www.marinhistory.org (Accessed August 2012).

Tract 9:

Standard Building Company's 32nd Avenue Tract

Year Built: 1935–1936

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains 13 buildings located on the west side of 32nd Avenue between Kirkham and Lawton Streets and one building on Kirkham Street (2825 Kirkham Street).

Contributors: 14

Non-Contributors: 0



View looking southwest on 32nd Avenue

Built by the Standard Building Company in 1935-1936, this tract displays the unusually expressive styles, massing, and ornament that characterized the early work of this prolific building firm. The tract was built just a few years after the founding of the Standard Building Company in 1932 by brothers Carl and Fred Gellert. Represented styles include Tudor Revival, Mediterranean Revival, French Provincial, and Monterey Revival. The highly individualized façades—which display articulated massing, recessed bays, complexity of design, and expressive ornamentation—are unified by materials, setback, and form. Detailing expressed on individual buildings includes weathervanes, balconettes, finials, half-timbering (the appearance of wattle and daub), prominent chimney stacks and elaborately detailed chimney tops, miniature bell towers, wood balconies, niches and geometric punched openings, and applied ornamentation including cartouches and decorative quoins. Wood sash windows are often recessed, with arched and squared window openings, some topped with transoms. Roof forms are varied and include gabled, cross-gabled, and mansard forms, in addition to the rare cat slide roof associated with the Tudor Revival style. The fully expressed Period Revival façade styles and “Patio Plan” typology—an interior courtyard configuration introduced by the Rousseau brothers in 1932—helped these buildings stand out during a flat period of construction and house sales. The tract contains buildings remarkably similar to the equally expressive Standard Building Company tract located one block away on 31st Avenue (see Tract 10).

The Standard Building Company was an extraordinarily prolific building firm, with strong ties to the Sunset District.

The tract represents an unusually expressive design for the Standard Building Company, which is better known for its restrained, mass-produced residential tracts developed in the late-1930s through the 1960s. The tract was constructed on the eve of the building boom precipitated by Federal Housing Administration (FHA) policies that encouraged home ownership and mass production. By the late 1930s, the liberally applied ornamentation and well-articulated facades that characterized this tract were abandoned in favor of restrained house designs—marketed under the Sunstream brand—that were quicker and less expensive to construct. The Gellert brothers later emerged as among the largest and most successful merchant builders in San Francisco’s history and are credited with construction of approximately 25,000 housing units in the San Francisco Bay Area. Later Sunset District tracts developed by the Standard Building Company (and other builders) in the late 1930s and postwar era exhibit restrained versions of Period Revival styles, with less façade articulation, differentiation, and ornamentation.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood’s development history, the influential role of the Standard Building Company, the evolution of Period Revival styles, and related character-defining features.

Tract 10:

Standard Building Company's 31st Avenue Tract

Year Built: 1936

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains nine buildings located on the east side of 31st Avenue between Kirkham and Lawton Streets (1500-1534 31st Avenue).

Contributors: 9

Non-Contributors: 0



View looking east on 31st Avenue. Source: Google Maps

Built by the Standard Building Company in 1936, this tract displays the unusually expressive styles, massing, and ornament that characterized the early work of this prolific building firm. The tract was built four years after the founding of the Standard Building Company in 1932 by brothers Carl and Fred Gellert. Represented styles include Tudor Revival, Mediterranean Revival, French Provincial, and Monterey Revival. The highly individualized façades—which display articulated massing, recessed bays, complexity of design, and expressive ornamentation—are unified by materials, setback, and form. Detailing expressed on individual buildings includes distinctive thick, shaped wall projections flanking the windows, thickly textured stucco walls, projecting bay windows, muscular chimney stacks, miniature bell towers, wood balconies, transitional side stairways, polychromatic tiles, punched openings, Tudoresque applied stick work, brackets, Spanish clay tiles, and applied ornamentation including cartouches and decorative quoins. Wood sash windows feature divided lights, are often recessed, with arched and squared window openings, some topped with arched transoms. Roof forms are varied and include gabled, cross-gabled, and bulky mansard forms, in addition to the steeply pitched cat slide roof form. The fully expressed Period Revival façade styles and “Patio Plan” typology—an interior courtyard configuration introduced by the Rousseau brothers in 1932—helped these buildings stand out during a flat period of construction and house sales. The tract contains buildings remarkably similar to the equally expressive Standard Building Company tract located one block away on 32nd Avenue (see Tract 9).

The Standard Building Company was an extraordinarily prolific building firm, with strong ties to the Sunset District. The tract represents an unusually expressive design for the Standard Building Company, which is better known for its restrained, mass-produced residential tracts developed in the late-1930s through the 1960s. The tract was constructed on the eve of the building boom precipitated by Federal Housing Administration (FHA) policies that encouraged home ownership and mass production. By the late 1930s, the liberally applied ornamentation and well-articulated facades that characterized this tract were abandoned in favor of restrained house designs—marketed

under the Sunstream brand—that were quicker and less expensive to construct. The Gellert brothers later emerged as among the largest and most successful merchant builders in San Francisco’s history and are credited with construction of approximately 25,000 housing units in the San Francisco Bay Area. Later Sunset District tracts developed by the Standard Building Company (and other builders) in the late 1930s and postwar era, exhibit restrained versions of Period Revival styles, with less façade articulation, differentiation, and ornamentation.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood’s development history, the influential role of the Standard Building Company, the evolution of Period Revival styles, and related character-defining features.

Tract 11:

Stoneson Brothers' 32nd Avenue Tract

Year Built: 1936–1937

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains five buildings located on the east side of 32nd Avenue between Judah and Kirkham Streets (1478-1494 32nd Avenue).

Contributors: 5

Non-Contributors: 0



View looking southeast on 32nd Avenue

The Stoneson Brothers' 32nd Avenue tract is an excellent example of an early small-scale in-fill picturesque Period Revival construction by the Stoneson Brothers Development Corporation, a prolific building firm that later developed the large-scale multi-unit residential/commercial complex of Stonestown. Drawing from a range of Period Revival styles—Tudor, Mediterranean, and Spanish Colonial—this small, but cohesive cluster features individualized facades that are unified by materials, setback, massing, and form. The tract displays expressive ornamentation, muscular massing, and façade articulation that set it apart from the standard mass-produced buildings of its era. Detailing expressed on individual buildings includes entry arches, gabled and cross-gabled roof forms, applied Tudoresque stickwork, punched openings, the transitional side stair with entry alcove configuration, recessed chamfered window openings and a turreted tower. The Stoneson brothers (Henry and Ellis) purchased the tract's five lots in 1936, quickly constructed the houses, and sold all five by 1937.⁴⁰ The tract was constructed at the cusp of the building boom precipitated by Federal Housing Administration (FHA) policies that encouraged home ownership and mass production. When constructed, the subject block was still largely undeveloped although nearby blocks were already completely built out. The houses were constructed in the innovative "Patio Plan" configuration, introduced several years earlier by the influential Rousseau brothers, which featured an open-air courtyard atrium on the second story.⁴¹

40 San Francisco Assessor's Office. Sales ledgers, Block Number 1822. 1914-1937

41 1938 aerial views indicate the presence of these open-air atriums.

Henry and Ellis Stoneson headed the Stoneson Brothers Development Corporation, a merchant builder firm that constructed hundreds of single-family residential houses as well as a large-scale multi-unit planned neighborhood development in San Francisco. The Stoneson brothers, along with Henry Doelger, were known as being among the largest of the nation's housing developers. They are credited with building close to 15,000 houses and apartment units in San Francisco, primarily in St. Mary's Park, Lake Merced, Stonestown, and Lakeside neighborhoods, and an additional 10,000 more in the larger Bay Area.⁴³ Their best-known development is the Stonestown planned neighborhood and shopping center just to the south of the Sunset District. Stoneson brothers' projects in the wider San Francisco Bay Area include Broadmoor Village, Hillside Manor, and College City.⁴⁴ The prolific and influential brothers served as presidents and directors of various local and national homebuilder and contractor associations.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood's development history, the role of the Stoneson brothers, the evolution of Period Revival styles, and related character-defining features.

⁴³ "Home builder Ellis Stoneson Dies at 59." *San Francisco Chronicle*, August 25, 1952.

⁴⁴ Western Neighborhoods Project, "Stoneson Brothers," <http://www.outsidelands.org/stonesons.php>

Tract 12:

Bay Cities Building Company's 30th Avenue Tract

Year Built: 1936–1937

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains six buildings located on the west side of 30th Avenue between Quintara and Rivera Streets (2175–2195 30th Avenue).

Contributors: 6

Non-Contributors: 0



View looking northwest on 30th Avenue. Source: SF Planning

The Bay Cities Building Company's 30th Avenue tract was designed by master architect Charles O. Clausen in exuberant iterations of the Mediterranean Revival, French Provincial, and Spanish Colonial Revival styles. Buildings in this small tract are muscular, well-articulated, and display a profusion of design elements not found on the typical Sunset District tract house. Detailing expressed on individual buildings includes red tile stairs with decorative polychromatic tiles, quoins, a machicolated garage opening, balconettes, entry arches, finials, a blind niche, and recessed chamfered window openings. The district is representative of the shift from tracts of single-style buildings to tracts that share similar massing, set-backs, and form, yet exhibit a heterogeneous display of markedly different architectural styles. It was constructed at the cusp of a late-1930s construction boom in the Sunset District. Aided by new federal loan guarantees, which stimulated the construction industry and increased the accessibility of home ownership to households of modest incomes, builders increasingly constructed large tracts of houses on the previously inaccessible dunes of the central Sunset District. The Bay Cities Building Co.'s tract, however, stands out for its full expressions of Period Revival styles, even during the trend toward restrained designs. Many houses on the same block were under construction in 1936, when the Bay Cities Building Company developed the six lots comprising the tract.

The Bay Cities Building Company and its owner, Elmer Spinden, are representative of the small-scale builders who constructed single houses and small groupings of houses in the Sunset District. Like many small-scale builders, Spinden's background was wholly unrelated to the construction and real estate industry. In 1934, a few years prior to developing the tract, Spinden resided in the Mission District (2651B Mission Street) and was listed in City

Directories as the owner of a bakery.⁴⁵ Unlike most builders, however, Spinden commissioned an architect—the prolific Charles O. Clausen—to design his tract. Clausen was one of the few consulting architects to work with Sunset District builders, and he designed several other small tracts included in the identified-eligible Picturesque Period Revival Historic District. All three of Clausen’s tracts display similarly exuberant iterations of Spanish Colonial, Tudor Revival and French Provincial styles. Clausen was raised in San Francisco, apprenticed with the architecture firm Meyer and O’Brien at 18,⁴⁶ earned his architect’s certificate by age 23, and opened his own office by age 24, working in the Phelan and Hearst Buildings.⁴⁷ His commissions include Larkspur’s Mission Revival style City Hall (1913, extant)⁴⁸ and numerous grand apartment buildings in neighborhoods throughout San Francisco in the 1910s-1920s. In the early 1930s, possibly correlating to the downturn in building activities as a result of the Great Depression, Clausen shifted his focus to the design of smaller-scale, single-family houses. From his home office in the Richmond District, Clausen accepted commissions from small-scale builder developers to design houses for modest-income home buyers. A review of building permits indicate that Clausen was one of only a handful of outside architects commissioned by Sunset District builders. In addition to the Bay Cities Building Company, Clausen is known to have worked for the following Sunset District builders: Golden Gate Investment Company, Samuel Young, Herman Christiansen, and E.W. Perkins.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood’s development history, the role of the Bay Cities Building Company and other small-scale builders, the career and influence of architect Charles O. Clausen, the evolution of Period Revival styles, and related character-defining features.

45 California Voter Registration, 1934. No other mention of Elmer Spinden was found in a search of San Francisco City Directories and U.S. Census records.

46 Dennis McCarthy, “Charles O. Clausen, Architect.” July 1926 column, unnamed newspaper. Also noted in <http://www.classicsfproperties.com/Nav.aspx/Page=/PageManager/Default.aspx/PageID=2175615>

47 United States Census, 1910 and San Francisco City Directories.

48 www.marinhistory.org (Accessed August 2012).

Tract 13:

Standard Building Company's 34th Avenue Tract

Year Built: 1938

This contributing tract to the identified-eligible Sunset Picturesque Period Revival Tracts Historic District contains 17 buildings located on the east side of 34th Avenue between Rivera and Santiago Streets.

Contributors: 17

Non-Contributors: 0



View looking east on 34th Avenue. Source: Google Maps.

Built by the Standard Building Company in 1938, this tract displays the unusually expressive styles, massing, and ornament that characterized the early work of this prolific building firm. The tract was built six years after the founding of the Standard Building Company in 1932 by brothers Carl and Fred Gellert. Represented styles include, Mediterranean Revival, French Provincial, and Monterey Revival. The highly individualized façades—which display articulated massing, recessed bays, complexity of design, and expressive ornamentation—are unified by materials, setback, and form. Detailing expressed on individual buildings includes distinctive thick, sculpted wall projections flanking the windows, textured stucco walls, projecting bay windows, prominent chimney stacks, miniature bell towers, wood balconies, a single slender support post, transitional side stairways with entry alcoves, polychromatic tile accents, punched openings, oversize brackets, Spanish clay tiles, and applied ornamentation including cartouches, niches, scalloped trim and decorative quoins. Wood sash windows featured divided lights, are often recessed, with arched and squared window openings, some topped with arched transoms. Roof forms are varied and include gabled, cross-gabled, and squat mansard forms. The fully expressed Period Revival façade styles and “Patio Plan” typology—an interior courtyard configuration introduced by the Rousseau brothers in 1932—helped these buildings stand out amidst a sea of competitors during the mass construction of the late 1930s and 1940s.

Four of the tract's 17 buildings are examples of the Standard Building Company's unusual interpretation of the Mediterranean Revival Style which features two arched windows set within a recessed opening flanked by sculpted forms. The wood sash windows contain horizontal muntins and are topped with arched transoms with muntins set in a fanlight configuration. The windows are typically separated by applied roped columns, which occasionally extend to form an eyebrow topping the transoms. Other elements associated with this interpretation include the transitional side stair entryway, cross-gabled roof form topped with Spanish clay tile, a slender supporting column,

punched openings, projecting niches, and polychromatic tiles. It is the only firm associated with this distinctive interpretation the Mediterranean Revival style.



Detail of distinctive recessed windows and flanking sculpted wall projections at 2258 34th Avenue. The building retains original fenestration and horizontal muntin pattern.

Photo: SF Planning Department.

The tract represents an unusually expressive design for a late-1930s tract by the Standard Building Company, an extraordinarily prolific building firm with strong ties to the Sunset District. The Standard Building Company is better known for its restrained, mass-produced residential tracts developed in the late-1930s through the 1960s. The tract was constructed during the first phase of the building boom precipitated by Federal Housing Administration (FHA) policies that encouraged home ownership and mass production. In 1938, the Standard Building Company developed several groupings of buildings in the immediate vicinity of this tract, including houses directly across the street, but none retain the cohesion, expression, and integrity represented in this tract on the east side of 34th Avenue. By the late 1930s, the liberally applied ornamentation and well-articulated facades that characterized this tract had largely been abandoned in favor of restrained house designs—marketed under the Sunstream brand beginning in 1939—that were quicker and less expensive to construct. The Gellert brothers later emerged as among the largest and most successful merchant builders in San Francisco’s history and are credited with construction of approximately 25,000 housing units in the San Francisco Bay Area.

Refer to the *Sunset District Residential Builders 1925-1950 Historic Context Statement* for additional contextual information regarding the neighborhood’s development history, the influential role of the Standard Building Company, the evolution of Period Revival styles, and related character-defining features.

Character-Defining Features

The 13 tracts that comprise the identified-eligible Sunset Picturesque Period Revival Tracts Historic District (District) display massing, articulation, fenestration, styles, and architectural details distinctive to each tract. The thematic District's significance is reflected through the cohesive massing, articulation, form, setback, and stylistic elements of the tract set within a Period Revival design vocabulary. The following section details the District's character-defining features as a whole. Refer to the tract summary for an overview of character-defining features associated with a specific tract.

Character-Defining Features

- One-story over garage massing with deeply recessed garage openings
- Articulated façade massing with projecting and recessed bays
- Transitional side stair typology
- A variety of stair and entry configurations
 - Straight side stair typology, some with entry arch
 - Transitional side stair typology
- Patio Plan typology with interior courtyard
- A variety of roof forms that typically correlated to specific styles
 - Side-gabled, forward-gabled and cross-gabled forms
 - Mansard, hipped, and steeply pitched mansard forms
 - Steeply pitched cat slide roof forms
- A variety of wood-sash windows and openings that typically correlated to specific styles
 - Multi-lite casement windows set in arched surrounds, occasionally in deeply recessed openings
 - Multi-lite casement windows set in squared surrounds and topped with transoms
 - Secondary double-hung, fixed, or casement windows
- Prominent, muscular side chimney stacks, occasionally with elaborately detailed chimney caps
- Double-hinged wood garage doors, often with paneling or applied ornament
- Wood paneled tradesmen door located within the garage opening
- Smooth and textured stucco exterior cladding
- Design elements associated with specific styles (see below)
- Design elements associated with specific tracts and individual buildings (see listing of tracts above)
- Siting and landscape features
 - Uniform front yard setbacks of approximately 10' to 15'
 - Prominent buildings often anchor the corners of larger tracts
 - Concrete driveways and walkways are often scored in a diamond or freeform pattern
 - Many tracts featured strips of lawns and landscaping adjacent to the house

Architectural Styles: Character-Defining Features

This section documents the character-defining features associated with specific Period Revival styles as expressed in the District. Examples of various builder interpretations of a style are included to show the range of expression associated with each style.

Mediterranean & Spanish Colonial Revival

Character-defining features may include red Spanish clay tile roofs and coping, thickly textured stucco exterior walls, towers, turrets, or dove-cote-inspired massing, arched window and door openings, low pitched forward or side gabled parapet, deeply recessed window openings, bulky turned wood mullions, and decorative quoins around entrance arch. These styles often feature the transitional side stair, straight side stair, or arched side stair entry configuration.



Left: Doelger's 33rd Avenue tract / 1530 33rd Avenue
Center: Bay Cities Building Company's tract / 2195 30th Avenue
Right: Doelger's 31st Avenue tract / 1617 31st Avenue

Tudor Revival

Character-defining features may include steeply pitched (often asymmetrical) gabled or cat slide roof form, half-timbering, the appearance of wattle and daub, rectangular casement windows, smooth stucco cladding, finials, and applied masonry accents.



Left: Samuel Young's tract (designed by C.O. Clausen) / 2170 32nd Avenue
Center: Standard Building Company's 32nd Avenue tract / 1531 32nd Avenue
Right: Doelger's 33rd Avenue tract / 1522 33rd Avenue

French Provincial

Character-defining features of the style may include mansard roof forms (some are steeply pitched), symmetrical building features, paired or tripartite windows with one or two balconettes, and ornament such as applied cartouches, decorative quoins on exterior walls (particularly at the corners and ground story), urns, pendants, and widow walks. Stairway configurations are typically the straight side stair or straight side stair with arch typology.



Left: Rousseau's Boulevard tract / 1563 35th Avenue
Center: Rousseau's 33rd Avenue tract / 1511 33rd Avenue
Right: Bay Cities Building Company tract / 2183 30th Avenue

Integrity

The District retains sufficient integrity with which to convey its significance. District contributors possess integrity in terms of material, design and workmanship, particularly when compared to buildings found outside of the District. The majority of District buildings retain a high level of original building features such as stucco exterior cladding, stair and entry configuration, historic divided light wood-sash windows, recessed garage openings, roof form, and expressive ornamentation. Most of the historic double-hinged garage doors have been replaced with contemporary roll-up garage doors, though the deeply recessed garage openings are maintained. Few horizontal or vertical additions are visible from the public right-of-way. District contributors also retain integrity of feeling, setting, location, and association. Contributors remain single-family, are sited on their original location, and are surrounded by tracts of similarly scaled single-family houses.

Recommendations

As part of the *Sunset District Residential Builders Historic Context Statement, 1925-1950* and Sunset District Historic Resource Survey project, the thematic Picturesque Period Revival Tracts Historic District (District) was identified as eligible for listing in the National Register. As such, the District is considered an eligible historic district for the purpose of the California Environmental Quality Act (CEQA). In the future, property owners and/or the Historic Preservation Commission may choose to consider pursuing local landmark district designation for specific tracts within the District. Although many of these tracts are worthy of local landmark district designation, the Department has identified three tracts that are exceptionally significant based on architectural expression and innovative design features and that represent a significant phase of the careers of master builders. These include Rousseau's Boulevard tract, Rousseau's 33rd Avenue tract, and Henry Doelger's 33rd Avenue tract. The Department recommends prioritizing these three tracts if future local landmark district designations are pursued in this area.

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Appendix

Tract Maps and Photographs



Rousseau's 33rd Avenue Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

 Contributor - 24

Rousseau's 33rd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	Notes
1879001	1501 33rd Ave.		3B
1879001A	1507 33rd Ave.		3B
1879001B	1511 33rd Ave.		3B
1879001C	1515 33rd Ave.		3D
1879001D	1519 33rd Ave.		3D

Rousseau's 33rd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	Notes
1879001E	1523 33rd Ave.		3B
1879001F	1527 33rd Ave.		3D
1879001G	1531 33rd Ave.		3B
1879001H	1535 33rd Ave.		3D
1879001I	1539 33rd Ave.		3B

Rousseau's 33rd Avenue Tract
Picturesque Period Revival Tracts Historic District

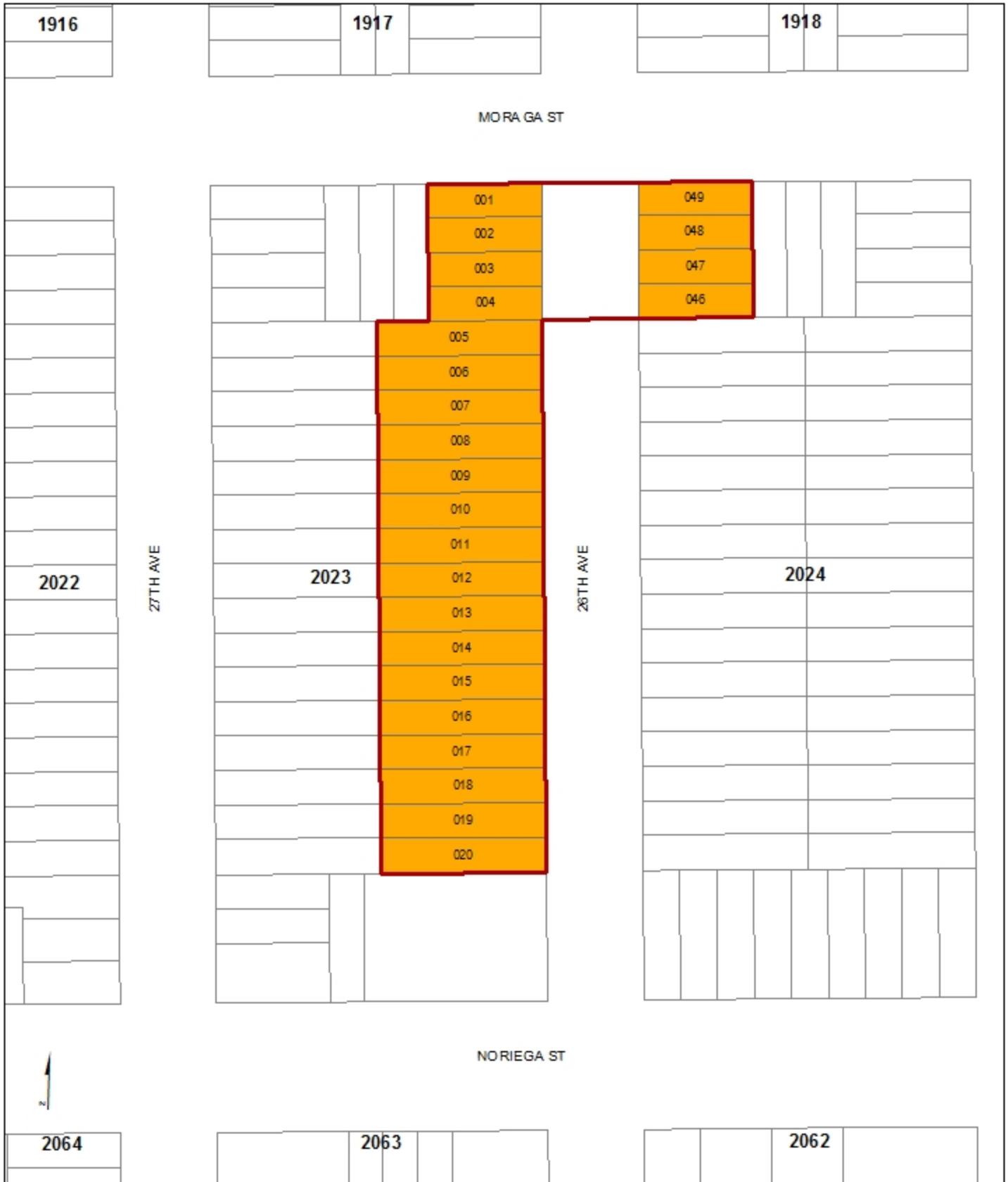
APN	Address	Photograph	Notes
1879001J	1543 33rd Ave.		3D
1879001K	1547 33rd Ave.		3D
1879001L	1551 33rd Ave.		3D
1879001M	1555 33rd Ave.		3D
1879001N	1559 33rd Ave.		3B

Rousseau's 33rd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	Notes
1879001O	1563 33rd Ave.		3B
1879001P	1567 33rd Ave.		3B
1879001Q	1571 33rd Ave.		3D
1879001R	1575 33rd Ave.		3D
1879001S	1579 33rd Ave.		3B

Rousseau's 33rd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	Notes
1879001T	1583 33rd Ave.		3B
1879001U	1587 33rd Ave.		3D
1879001V	1591 33rd Ave.		3D
1879001W	1595 33rd Ave.		3B



Rousseau & Builder's 26th Avenue Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

 Contributor - 24

Rousseau and Builders' 26th Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	Notes
2023001	1701 26th Ave.		3B
2023002	1707 26th Ave.		3B
2023003	1711 26th Ave.		3D
2023004	1715 26th Ave.		3B
2023005	1719 26th Ave.		3B

Rousseau and Builders' 26th Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	Notes
2023006	1723 26th Ave.		3B
2023007	1727 26th Ave.		3D
2023008	1731 26th Ave.		3B
2023009	1735 26th Ave.		3D
2023010	1739 26th Ave.		3B

Rousseau and Builders' 26th Avenue Tract
Picturesque Period Revival Tracts Historic District

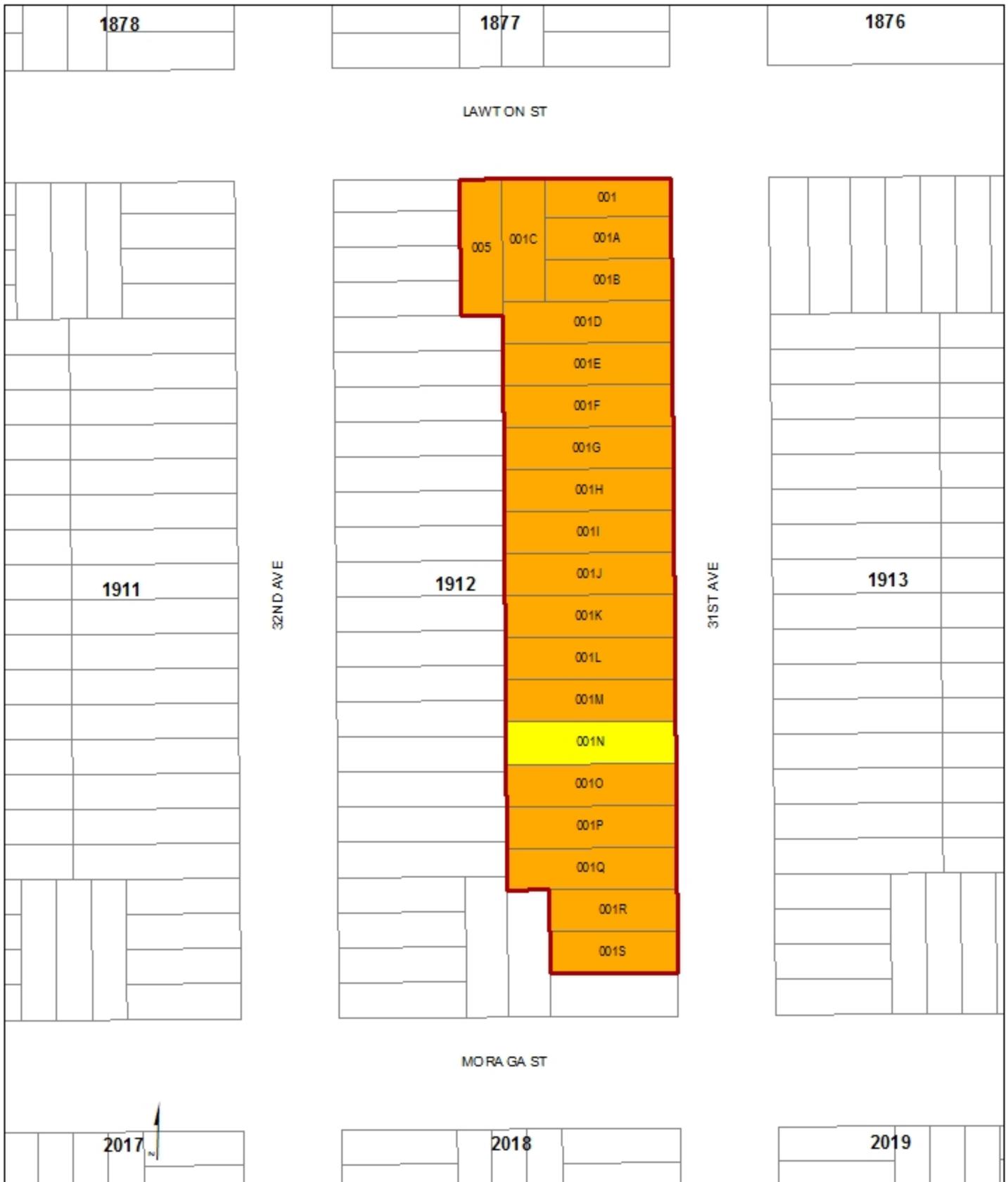
APN	Address	Photograph	Notes
2023011	1743 26th Ave.		3D
2023012	1747 26th Ave.		3D
2023013	1751 26th Ave.		3B
2023014	1755 26th Ave.		3D
2023015	1759 26th Ave.		3B

Rousseau and Builders' 26th Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	Notes
2023016	1763 26th Ave.		3D
2023017	1767 26th Ave.		3B
2023018	1771 26th Ave.		3B
2023019	1775 26th Ave.		3B
2023020	1779 26th Ave.		3B

Rousseau and Builders' 26th Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	Notes
2024046	1714 26th Ave.		3B
2024047	1710 26th Ave.		3B
2024048	1706 26th Ave.		3B
2024049	1700 26th Ave.		3B



Doelger's 31st Avenue Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

- Contributor - 20
- Non-Contributor - 1

Henry Doelger's 31st Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	CHRSC
1912005	2531 Lawton St.		3D
1912001C	2525 Lawton St.		3D
1912001	1601 31st Ave.		3B
1912001A	1607 31st Ave.		3B
1912001B	1611 31st Ave.		3D

Henry Doelger's 31st Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	CHRSC
1912001D	1617 31st Ave.		3D
1912001E	1621 31st Ave.		3B
1912001F	1627 31st Ave.		3D
1912001G	1631 31st Ave.		3B
1912001H	1637 31st Ave.		3D

Henry Doelger's 31st Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	CHRSC
1912001I	1641 31st Ave.		3B
1912001J	1647 31st Ave.		3B
1912001K	1651 31st Ave.		3B
1912001L	1657 31st Ave.		3D
1912001M	1661 31st Ave.		3B

Henry Doelger's 31st Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	CHRSC
1912001N	1667 31st Ave.		6Z
1912001O	1671 31st Ave.		3D
1912001P	1677 31st Ave.		3D
1912001Q	1681 31st Ave.		3B
1912001R	1687 31st Ave.		3B

Henry Doelger's 31st Avenue Tract
Picturesque Period Revival Tracts Historic District

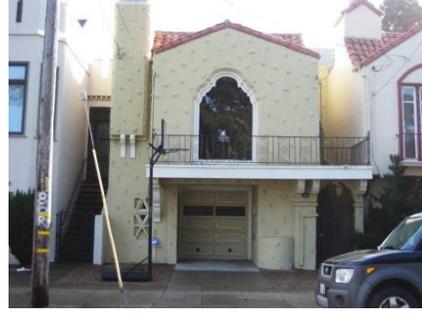
APN	Address	Photograph	CHRSC
1912001S	1691 31st Ave.		3D



Rousseau's Boulevard Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

- Contributor - 90
- Non-Contributor - 3

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1881047	1500 36th Ave.		3B
1881046	1508 36th Ave.		3B
1881045	1512 36th Ave.		3B
1881044	1516 36th Ave.		3B
1881043	1520 36th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1881042	1524 36th Ave.		3B
1881041	1528 36th Ave.		3D
1881040	1534 36th Ave.		3B
1881039	1540 36th Ave.		3B
1881038	1542 36th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1881037	1544 36th Ave.		3B
1881036	1548 36th Ave.		3B
1881035	1552 36th Ave.		3B
1881034	1556 36th Ave.		3B
1881033	1560 36th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1881032	1564 36th Ave.		3B
1881031	1568 36th Ave.		3B
1881030	1572 36th Ave.		3B
1881029	1576 36th Ave.		3B
1881028	1580 36th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1881027	1584 36th Ave.		3B
1881026	1588 36th Ave.		3B
1881025	1598 36th Ave.		3B
1881001	1501 35th Ave.		6Z
1881002	1507 35th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1881003	1511 35th Ave.		3B
1881004	1517 35th Ave.		3B
1881005	1521 35th Ave.		3B
1881006	1527 35th Ave.		3D
1881007	1531 35th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1881008	1535 35th Ave.		3B
1881009	1539 35th Ave.		3B
1881010	1545 35th Ave.		3B
1881011	1549 35th Ave.		3B
1881012	1553 35th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1881013	1557 35th Ave.		3B
1881014	1563 35th Ave.		3B
1881015	1567 35th Ave.		3B
1881016	1571 35th Ave.		3B
1881017	1575 35th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1881018	1579 35th Ave.		3B
1881019	1583 35th Ave.		3B
1881020	1587 35th Ave.		3B
1881021	1591 35th Ave.		3B
1881022	1599 35th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880045	1500 35th Ave.		3B
1880044	1506 35th Ave.		3B
1880043	1510 35th Ave.		3B
1880042	1516 35th Ave.		3D
1880041	1520 35th Ave.		3D

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880040	1526 35th Ave.		3B
1880039	1530 35th Ave.		3B
1880038	1534 35th Ave.		3B
1880035	1548 35th Ave.		6Z
1880036	1544 35th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880035	1548 35th Ave.		3B
1880034	1552 35th Ave.		3B
1880033	1556 35th Ave.		3B
1880032	1562 35th Ave.		3B
1880031	1566 35th Ave.		3D

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880030	1570 35th Ave.		3B
1880029	1574 35th Ave.		3B
1880028	1578 35th Ave.		3B
1880027	1582 35th Ave.		3B
1880026	1586 35th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880025	1590 35th Ave.		3B
1880024	1594 35th Ave.		3B
1880001	1501 34th Ave.		3B
1880002	1505 34th Ave.		3B
1880003	1511 34th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880004	1515 34th Ave.		3B
1880005	1519 34th Ave.		3D
1880006	1525 34th Ave.		3B
1880007	1529 34th Ave.		3B
1880008	1533 34th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880009	1537 34th Ave.		3B
1880010	1543 34th Ave.		3B
1880011	1547 34th Ave.		3B
1880012	1551 34th Ave.		3B
1880013	1555 34th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880014	1561 34th Ave.		3B
1880015	1565 34th Ave.		3B
1880016	1569 34th Ave.		3B
1880017	1573 34th Ave.		3B
1880018	1577 34th Ave.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880019	1581 34th Ave.		3B
1880020	1587 34th Ave.		3B
1880021	1591 34th Ave.		3B
1880022	1599 34th Ave.		3B
1881048	3131 Kirkham St.		3B

Rousseau's Boulevard Tract
Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
1880046	3031 Kirkham St.		3B
1881024	2930 Lawton St.		3B
1880023	2830 Lawton St.		3B

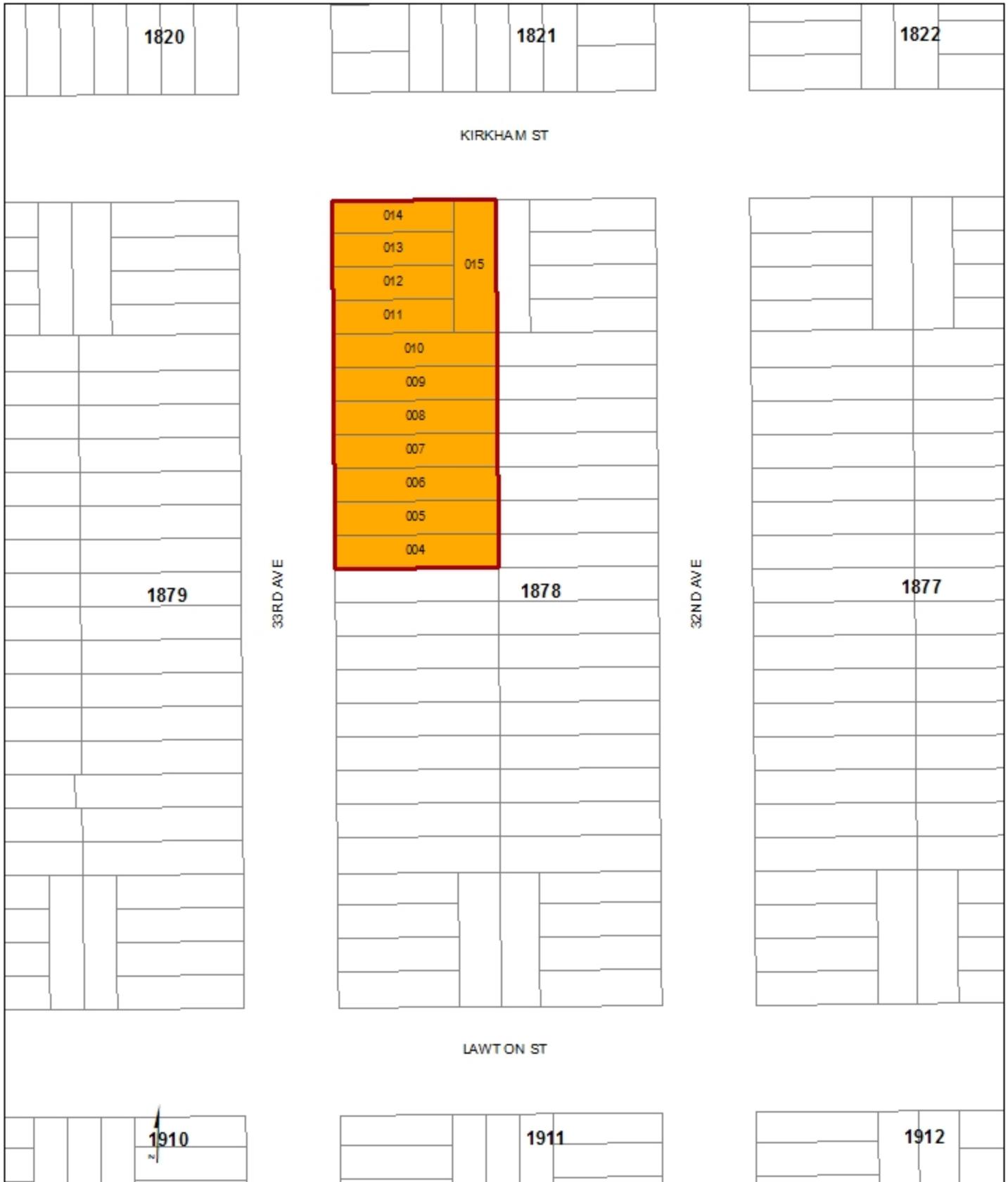


Golden Gate Investment Company Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

 Contributor - 5

**Golden Gate Investment Company's 32nd Avenue Tract
Picturesque Period Revival Tracts Historic District**

APN	Address	Photograph	CHRSC
2185019	2187 32nd Ave.		3B
2185020	2191 32nd Ave.		3B
2185021	2195 32nd Ave.		3B
2185022	2224 Rivera St.		3D
2185023	2230 Rivera St.		3D



Doelger's 33rd Avenue Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

 Contributor - 12

Henry Doelger's 33rd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	CHRSC
1878015	2831 Kirkham St.		3B
1878014	1500 33rd Ave.		3B
1878013	1506 33rd Ave.		3B
1878012	1510 33rd Ave.		3D
1878011	1514 33rd Ave.		3B

Henry Doelger's 33rd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	CHRSC
1878010	1518 33rd Ave.		3D
1878009	1522 33rd Ave.		3B
1878008	1526 33rd Ave.		3B
1878007	1530 33rd Ave.		3B
1878006	1534 33rd Ave.		3B

Henry Doelger's 33rd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	CHRSC
1878005	1538 33rd Ave.		3B
1878004	1542 33rd Ave.		3B



Doelger's 30th Avenue Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

- Contributor - 15
- Non-Contributor - 2

Henry Doelger's 30th Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photo	CHRSC
1875036D	1500 30th Ave.		3B
1875036C	1506 30th Ave.		3B
1875036B	1510 30th Ave.		3D
1875036A	1514 30th Ave.		3B
1875036	1518 30th Ave.		3B

**Henry Doelger's 30th Avenue Tract
Picturesque Period Revival Tracts Historic District**

APN	Address	Photo	CHRSC
1875034	1522 30th Ave.		3D
1875033	1526 30th Ave.		3D
1875032A	1530 30th Ave.		3B
1875032	1534 30th Ave.		3D
1875031	1538 30th Ave.		3D

**Henry Doelger's 30th Avenue Tract
Picturesque Period Revival Tracts Historic District**

APN	Address	Photo	CHRSC
1875030	1542 30th Ave.		3B
1875029	1546 30th Ave.		6Z
1875028	1550 30th Ave.		6Z
1875027B	1554 30th Ave.		3B
1875027A	1558 30th Ave.		3D

Henry Doelger's 30th Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photo	CHRSC
1875027	1562 30th Ave.		3B
1875026A	1566 30th Ave.		3D



Samuel Young's 32nd Avenue Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

 Contributor - 6

Samuel Young's 32nd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photo	CHRSC
2186038	2150 32nd Ave.		3B
2186037	2154 32nd Ave.		3D
2186036	2158 32nd Ave.		3B
2186035	2162 32nd Ave.		3D
2186034	2166 32nd Ave.		3B

Samuel Young's 32nd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photo	CHRSC
2186033	2170 32nd Ave.		3B



Standard Building Co. 32nd Avenue Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

 Contributor - 14

**Standard Building Company's 32nd Avenue Tract
Picturesque Period Revival Tracts Historic District**

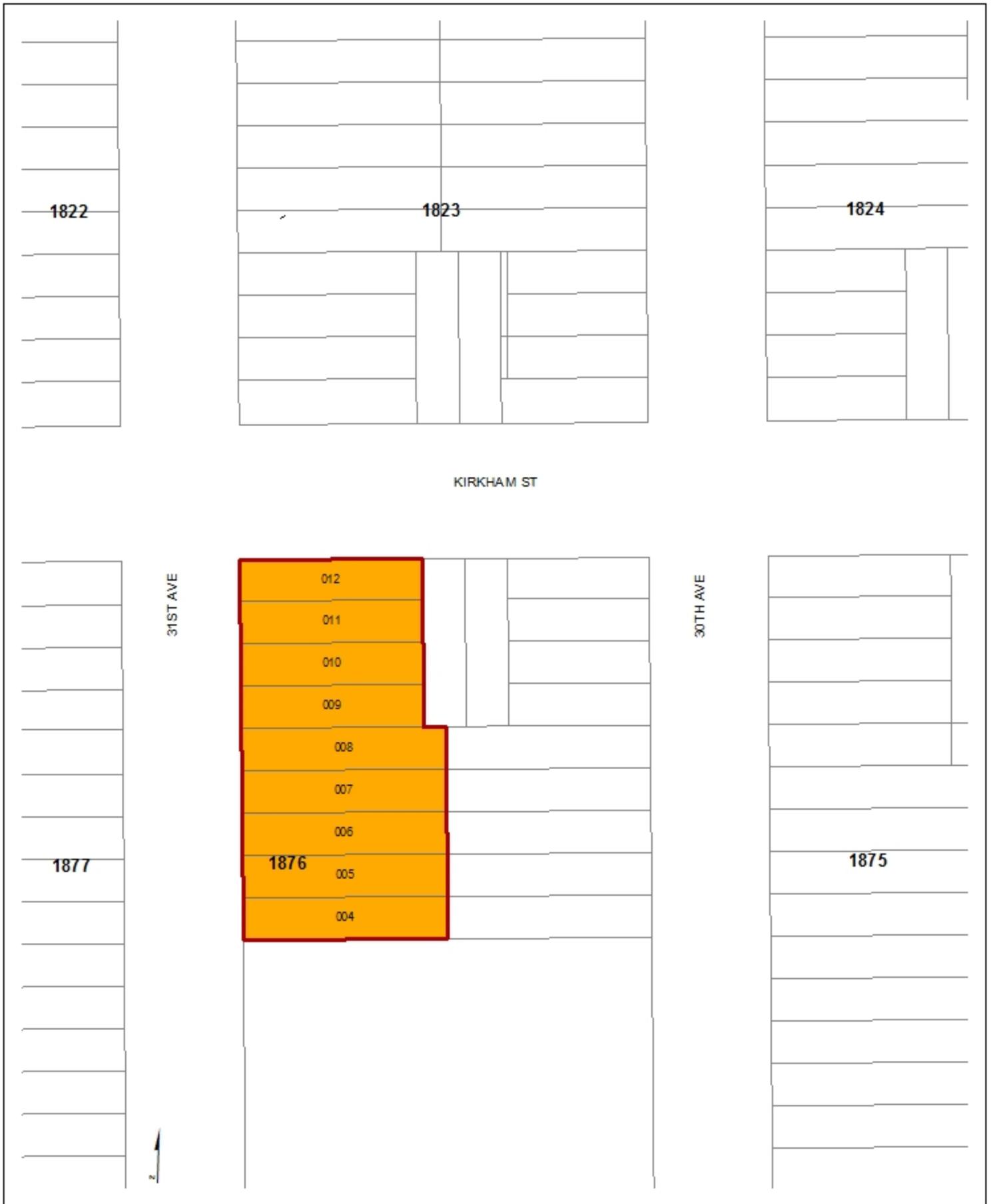
APN	Address	Photograph	CHRSC
1878001L	2825 Kirkham St.		3D
1878001	1501 32nd Ave.		3D
1878001A	1507 32nd Ave.		3B
1878001B	1511 32nd Ave.		3D
1878001C	1515 32nd Ave.		3D

**Standard Building Company's 32nd Avenue Tract
Picturesque Period Revival Tracts Historic District**

APN	Address	Photograph	CHRSC
1878001D	1519 32nd Ave.		3D
1878001E	1523 32nd Ave.		3B
1878001F	1527 32nd Ave.		3B
1878001G	1531 32nd Ave.		3B
1878001H	1535 32nd Ave.		3D

**Standard Building Company's 32nd Avenue Tract
Picturesque Period Revival Tracts Historic District**

APN	Address	Photograph	CHRSC
1878001I	1539 32nd Ave.		3D
1878001J	1543 32nd Ave.		3B
1878001K	1547 32nd Ave.		3B
1878002	1551 32nd Ave.		3D



Standard Building Co. 31st Avenue Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

 Contributor - 9

**Standard Building Company's 31st Avenue Tract
Picturesque Period Revival Tracts Historic District**

APN	Address	Photo	CHRSC
1876004	1534 31st Ave		3D
1876005	1530 31st Ave		3D
1876006	1526 31st Ave		3D
1876007	1522 31st Ave		3D

**Standard Building Company's 31st Avenue Tract
Picturesque Period Revival Tracts Historic District**

APN	Address	Photo	CHRSC
1876008	1518 31st Ave		3D
1876009	1514 31st Ave		3D
1876010	1510 31st Ave		3B
1876011	1506 31st Ave		3D

Standard Building Company's 31st Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photo	CHRSC
1876012	1500 31st Ave		3D



Stoneson Brother's 32nd Avenue Tract
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

 Contributor - 5

Stoneson's 32nd Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photograph	CHRSC
1822017	1494 32nd Ave.		3B
1822017A	1490 32nd Ave.		3B
1822017B	1486 32nd Ave.		3D
1822017C	1482 32nd Ave.		3D
1822018	1478 32nd Ave.		3B



Bay Cities Building Co. 30th Avenue Tract Contributor - 6
 Identified Eligible Sunset District Picturesque
 Period Revival Historic District

**Bay Cities Building Company's 30th Avenue Tract
Picturesque Period Revival Tracts Historic District**

APN	Address	Photo	CHRSC
2187006	2175 30th Ave.		3D
2187007	2179 30th Ave.		3B
2187008	2183 30th Ave.		3D
2187009	2187 30th Ave.		3D
2187010	2191 30th Ave.		3D

Bay Cities Building Company's 30th Avenue Tract
Picturesque Period Revival Tracts Historic District

APN	Address	Photo	CHRSC
2187011	2195 30th Ave.		3D

2183

2184

2185

RIVERA ST

001M

001L

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002T

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002Q

002P

002O

002N

002M

002L

002K

2315

34TH AVE

2316

33RD AVE

2317

SANTIAGO ST



Standard Building Co. 34th Avenue Tract
Identified Eligible Sunset District Picturesque
Period Revival Historic District

 Contributor - 17

Standard Building Company's 34th Avenue Tract
 Picturesque Period Revival Historic District

APN	Address	Photograph	CHRSC
2316001M	2200 34th Avenue		3D
2316001L	2206 34th Avenue		3D
2316001K	2210 34th Avenue		3D
2316001J	2214 34th Avenue		3B
2316001I	2218 34th Avenue		3D

Standard Building Company's 34th Avenue Tract
 Picturesque Period Revival Historic District

APN	Address		Photograph	CHRSC
2316001H	2222	34th Avenue		3D
2316001G	2226	34th Avenue		3D
2316002T	2230	34th Avenue		3D
2316002S	2234	34th Avenue		3D
2316002R	2238	34th Avenue		3D

Standard Building Company's 34th Avenue Tract
 Picturesque Period Revival Historic District

APN	Address		Photograph	CHRSC
2316002Q	2242	34th Avenue		3B
2316002P	2246	34th Avenue		3D
2316002O	2250	34th Avenue		3D
2316002N	2254	34th Avenue		3D
2316002M	2258	34th Avenue		3B

Standard Building Company's 34th Avenue Tract
 Picturesque Period Revival Historic District

APN	Address		Photograph	CHRSC
2316002L	2262	34th Avenue		3D
2316002K	2266	34th Avenue		3B