

# Historic Context Statement

Final

## Market & Octavia Area Plan Historic Resource Survey San Francisco, California

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Prepared for  
San Francisco Planning Department

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## I. INTRODUCTION

The Market and Octavia Neighborhood Plan Area (Plan Area) is located at the heart of San Francisco, a place where downtown San Francisco encounters the industrial South of Market and the Gilded Age streetcar suburbs. The Plan Area is not a historically defined neighborhood, but rather a conglomeration of sections of several distinct neighborhoods, including Duboce Triangle, the Lower Haight, Hayes Valley, the Western Addition, Civic Center, South of Market, Inner Mission, Eureka Valley, and the Market Street Corridor. Due to its large size and diversity of building types, the architectural and historical significance of the Market and Octavia Neighborhood Plan Area is difficult to neatly summarize. The boundaries of the Plan Area were determined in part on the basis of proposed changes in land use and density within a swath of land on both sides of Market Street, between the Civic Center and the Eureka Valley/Castro district. The northern and southern boundaries were determined by what is generally considered to be an “easy walk” from Market Street.

The Plan Area is home to an astounding variety of ethnic and income groups, and may be considered a microcosm of the city as a whole. Since World War II, the Plan Area has experienced considerable change related to the widespread use of private automobiles. The area has also been the site of major infrastructure projects designed to suit regional needs. In the recent past, the area has been characterized by its activism, which led to—among other things—the preservation of the Fallon Building and the replacement of part of the Central Freeway with a redesigned Octavia Boulevard.<sup>1</sup> The demolition of the Central Freeway viaduct in the late 1990s (following damage from the 1989 Loma Prieta earthquake) helped revive the economic vitality of the area and attracted new residents from elsewhere in the city, and indeed the world. Along with the internet economy and ensuing real estate boom of 1998-2005, this revitalization has put pressure on long-term residents (particularly renters) and working-class San Franciscans.

### ***A. BACKGROUND OF THE MARKET AND OCTAVIA NEIGHBORHOOD PLAN***

This Market & Octavia Neighborhood Plan is the result of over six years of community planning as part of the Better Neighborhoods Program. The Better Neighborhoods Program is an offshoot of the *Citywide Action Plan*, a package consisting of interim land use controls and long range planning projects initiated in response to the dot com-fueled development boom of the late 1990s. The Better Neighborhoods Program is based on the goal of fostering vibrant, pedestrian-scaled, urban neighborhoods that are able to sustain a variety of businesses and socio-economic groups by encouraging the construction of new housing units in appropriate locations near transit, jobs, shopping, and other civic amenities. In 2002, the Planning Department selected three areas for intensive planning as part of the Better Neighborhoods Program: Market and Octavia, the Central Waterfront, and Balboa Park.<sup>2</sup>

The Market and Octavia Neighborhood Plan is a substantial document built on extensive research and community input. The primary goals of the plan were elicited from residents and gathered in a series of public workshops. The plan goals include the following:

- Do not displace people—no homes should be lost.

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<sup>1</sup> San Francisco Planning Department, *The Market and Octavia Plan – Draft for Public Review* (San Francisco: San Francisco Planning Department, 2002), Preface.

<sup>2</sup> San Francisco Planning Department, *Better Neighborhoods 2002* (San Francisco: San Francisco Planning Department, 2002); available from [http://www.ci.sf.ca.us/site/planning\\_index.asp?id=25162](http://www.ci.sf.ca.us/site/planning_index.asp?id=25162); Internet.

- Encourage diverse and affordable housing.
- Create choices for movement—foster alternatives to the car.
- Make streets safe and attractive places to walk, bike, and meet.
- Repair and enhance the neighborhood’s urban fabric—build on strengths.
- Provide for convenient neighborhood services.
- Value residences, shops, and active uses over automobile parking.
- Tear down the Central Freeway and build the new Octavia Boulevard.<sup>3</sup>

One of the overarching themes of the Market and Octavia Neighborhood Plan is to undo some of the infrastructure changes made over the past half century to accommodate the private automobile. This will be accomplished through freeway demolition, transit improvements, and the construction of affordable housing on land formerly occupied by the Central Freeway and its access ramps, underutilized parking lots, or on the sites of existing low-density buildings, particularly along Market Street. Once the plan is adopted, new zoning controls will go into effect in certain areas to encourage the construction of appropriate new housing.

The adoption of new zoning controls may result in the demolition of older buildings, some of which could have historic significance. Although the draft plan does take into account the positive urban design characteristics of older development in the area, it does not include a historic context statement or an inventory of potentially historic resources in the area. The Planning Department has determined that historic resource surveys should be a part of all long range planning efforts, and has therefore sponsored the Market and Octavia Historic Resources Survey and the production of this context statement, to be included in the final version of the Plan.

## ***B. DEFINITION OF GEOGRAPHICAL AREA***

The boundaries of the Market and Octavia Neighborhood Plan Area span sections of nine distinct districts and neighborhoods (**Figure 1**). These boundaries are slightly smaller than the Historic Resources Survey Area, as the original Neighborhood Plan boundaries were revised after survey fieldwork was completed (**Figure 2**). The Plan Area boundaries encompass roughly eighty blocks spanning both sides of Market Street, from Noe and Scott streets on the west to Ninth and Larkin streets to the east. The southernmost boundary of the Neighborhood Plan Area is Sixteenth Street in Eureka Valley and the northernmost street is Turk Street in the Western Addition. The *Draft Market and Octavia Neighborhood Plan* offers rationale for the boundaries:

At the center of the city, it sits at a remarkable confluence of city and regional transportation. It is accessible from the entire Bay Area by BART and the regional freeway system. More than a dozen transit lines cross the Market and Octavia neighborhood, including all of the city’s core streetcar lines, which enter the downtown here. It is just west of the Civic Center, where several large regional destinations (City Hall and state and federal office buildings, Herbst Theater, and other cultural institutions) attract a wide range of people both day and night.

The Market and Octavia neighborhood sits at the junction of three of the city’s grid systems. The north of Market, south of Market, and Mission grids meet at Market Street, creating a distinct pattern of irregular blocks and intersections, and bringing traffic from these grids to Market Street. The surrounding topography of the

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<sup>3</sup> San Francisco Planning Department, *The Market and Octavia Plan – Draft for Public Review* (San Francisco: San Francisco Planning Department, 2002), 3.

Western Addition, Nob Hill, Cathedral Hill, and Twin Peaks flattens out in this area, creating a geography that makes the Market and Octavia neighborhood a natural point of entry to the downtown from the rest of the city. As a result of its central location, it has long been both a crossroads—a place that is passed through—as well as a distinctive part of the city in its own right.<sup>4</sup>



**Figure 1. Market & Octavia Neighborhood Plan Boundaries.**  
Note that the Historic Resources Survey Area is slightly larger, as the original Neighborhood Plan boundaries were revised after survey fieldwork was completed.

<sup>4</sup> San Francisco Planning Department, *The Market and Octavia Plan – Draft for Public Review* (San Francisco: San Francisco Planning Department, 2002), 8.

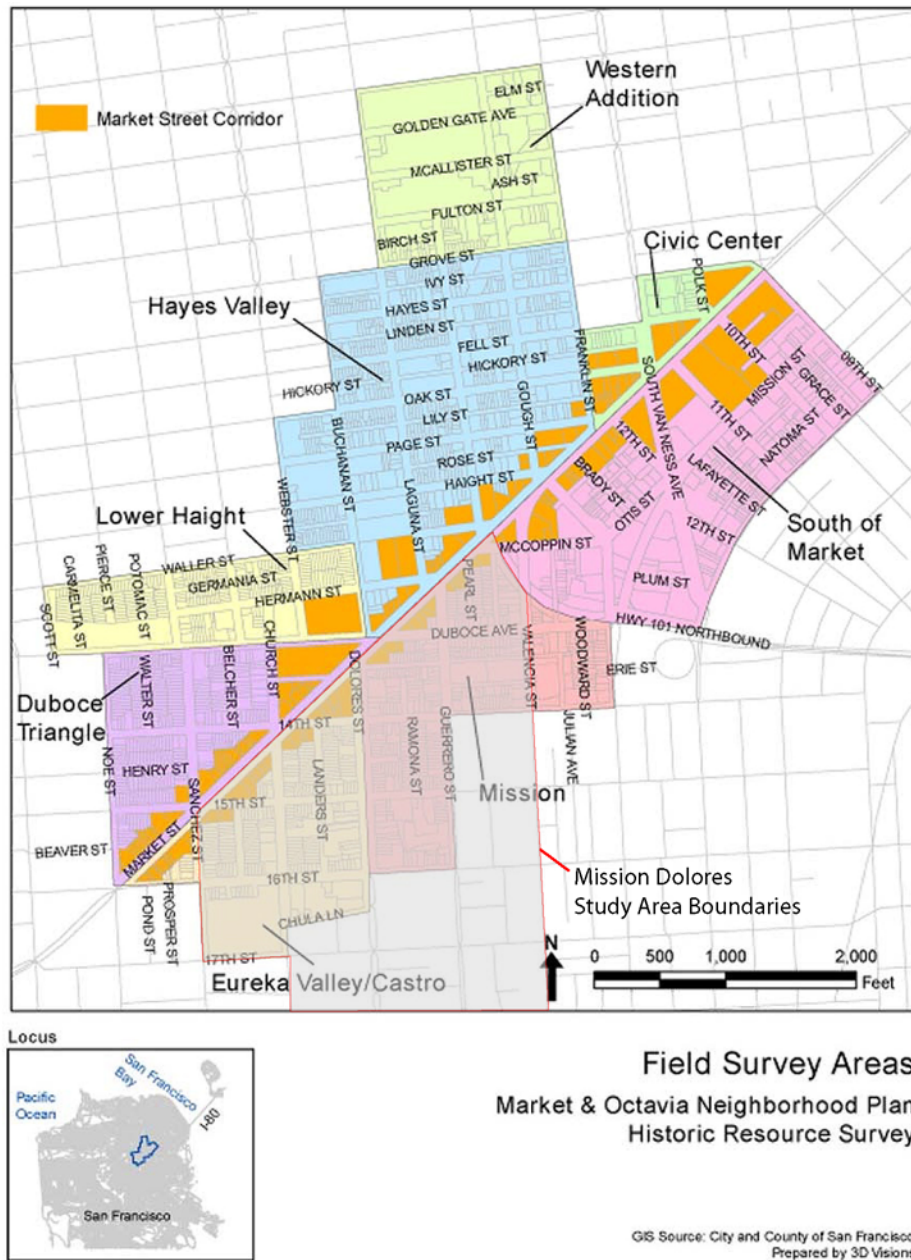


Figure 2. Market & Octavia Historic Resources Survey Area showing neighborhood boundaries.<sup>5</sup>

The topography of the Market and Octavia Neighborhood Plan Area is generally level, although there is a gradually increasing uphill grade from east to west and from south to north as one moves toward Twin Peaks and Corona Heights, respectively. The intersection of Church and Market Streets is the low point of a gradual cleft between two rises, and has a history of flooding in extreme

<sup>5</sup> Note that neighborhood boundaries are somewhat arbitrary, having been assigned primarily to organize survey fieldwork into roughly equal areas.

weather. Isolated, serpentine outcroppings exist within the Plan Area, especially Mint Hill, near the intersection of Hermann and Buchanan streets.

Aside from location and generally gentle topography, the constituent districts and neighborhoods of the Market and Octavia Plan Area are remarkably distinct. Including the Market Street Corridor, which overlaps sections of all of the neighborhoods in the Plan Area except for the Western Addition, the Plan Area contains sections of nine districts and neighborhoods.<sup>6</sup> The following neighborhoods within the Plan Area are located within the Western Addition district: Civic Center, Hayes Valley, and the Lower Haight. South of Market Street, the Plan Area encompasses parts of the South of Market and Mission Districts, as well as a small section of the Eureka Valley and Mission Dolores neighborhoods.<sup>7</sup>

#### *Market Street Corridor*

The Market Street Corridor is the spine that extends the length of, and indeed defines, the Market and Octavia Neighborhood Plan Area. Market Street was laid out in 1847 by Jasper O'Farrell, although the western half of the street was not completed until the later nineteenth century. Overlapping the boundaries of several neighborhoods and occupying the odd-shaped corner gore lots and interior lots on both sides of Market Street, between Noe and Ninth streets, the Market Street Corridor encompasses a varied assortment of commercial buildings, apartment buildings, low-scale postwar auto-related businesses, civic uses, and many surface parking lots. Roughly half of the Market Street Corridor was destroyed during the 1906 Earthquake and Fire, and portions that survived have been replaced over the past century, although some remnants of nineteenth-century San Francisco remain west of Octavia Street.

#### *South of Market*

The Market and Octavia Neighborhood Plan Area encompasses a small section of the South of Market area bounded by Market Street to the northwest, Ninth Street to the northeast, Howard Street to the southeast and California Highway 101 to the southwest. The South of Market area was laid out in several surveys, beginning in 1847 with Jasper O'Farrell's *Authentic and Official Plan of San Francisco*. It is a mixed-use area of generally low-scale, concrete and masonry light industrial and warehouse buildings congregated along the major named and numbered streets. Interwoven among the industrial buildings are significant concentrations of frame residential structures, especially on the back streets and alleys such as Minna and Natoma streets. The section of the South of Market area within the Plan Area was almost entirely destroyed during the 1906 Earthquake and Fire and subsequently reconstructed between 1906 and the early 1920s.

#### *Mission District*

Abutting the South of Market area to the southwest is the Mission District. The Market and Octavia Neighborhood Plan Area includes only small sections of the Mission District, including a few blocks north of Mission Dolores.<sup>8</sup> The Mission District is the oldest settled area in the City, successively occupied by native Ohlone, Spanish colonists, Mexican ranchers, and American farmers and squatters during the Gold Rush. Much of the existing fabric of the Mission District developed during

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<sup>6</sup> As a point of clarification, the term "district" generally refers to a larger geographical jurisdictional unit such as the Mission, South of Market or Western Addition. Neighborhoods are by definition somewhat smaller and less well-defined with boundaries and nomenclature frequently changing over time in response to demographic shifts. Most districts in San Francisco are comprised of several neighborhoods.

<sup>7</sup> Roland-Nawi Associates. *Mission Dolores Historic Context Statement*. Report prepared for the Mission Dolores Neighborhood Association. Sacramento: Roland-Nawi Associates. (2007).

<sup>8</sup> While the Mission Dolores complex is not part of the Market and Octavia Neighborhood Plan Area, portions of the surrounding neighborhood—primarily those blocks north of 16<sup>th</sup> Street—are included within the planning boundaries. A fuller discussion of the Mission Dolores area may be found in the *Mission Dolores Historic Context Statement* prepared by Roland-Nawi Associates for the Mission Dolores Neighborhood Association.

the late nineteenth century as a Victorian-era residential streetcar suburb beginning in the late 1860s. The district was partially destroyed by earthquake and fire in 1906, resulting in dense Edwardian-era reconstruction north of Twentieth Street and east of Dolores Street. The northern Mission District blends into the South of Market, with industrial and commercial buildings in the northeast Mission.

#### *Mission Dolores<sup>9</sup>*

The Mission Dolores neighborhood lies within the larger Mission District of the City of San Francisco. It is generally bounded by Valencia Street on the east, on the west by Sanchez Street to 17<sup>th</sup> Street and Church Street to 20<sup>th</sup>, Market Street on the north and 20<sup>th</sup> Streets on the south. The western boundary on Church Street encompasses both the east and west sides of the street. The neighborhood also includes the triangle of blocks between Duboce and the Central Freeway that consists of Pink Alley, Pearl Street, and Elgin Park...

The neighborhood contains some of the City's oldest buildings, including the Mission and the Tanforan Cottages, a number of outstanding ecclesiastical and school buildings, and one of the city's earliest and largest parks. Within the study area boundaries, the main commercial streets are: Valencia, 16<sup>th</sup>, and to a lesser extent, Guerrero Streets. They are closely linked with the larger Mission District commercial area along Mission Street and on 16<sup>th</sup> east of Mission. Many of the commercial buildings along Valencia and 16<sup>th</sup> Streets are characterized by street-level commercial enterprises with flats and apartments above. Much of the neighborhood contains low-rise Edwardian style flats and apartments dating from the post-earthquake reconstruction period. There are some surviving Victorian style residences, as well as an admixture of 1920s and 30s buildings. The southern, northern and western ends of the neighborhood are marked by a number of small one and two block streets and alleys, some of which existed as roads prior to the street grid, and some that were introduced with the street grid that break up the urban grid and give the neighborhood a varied and distinctive visual character.

#### *Eureka Valley*

The Market and Octavia Plan Area includes a small section of the Eureka Valley neighborhood. For the purposes of dividing the Historic Resource Survey Area into more-or-less equal components, the boundaries of the Eureka Valley neighborhood have been extended east from Church Street to include a small section of the Mission District (or more specifically, a portion of the Mission Dolores neighborhood). Market Street bounds the neighborhood to the northwest, Dolores Street to the east, Sixteenth Street to the south, and Noe Street to the west. Laid out in the mid-1850s as part of the Mission Dolores subdivision—but not intensively developed until the 1890s and the early 1900s—Eureka Valley is comprised of blocks of moderate-to-high-density late nineteenth and early twentieth-century frame residential development, as well as a cluster of several school campuses. The still quasi-rural Eureka Valley neighborhood was largely spared by the 1906 Earthquake and Fire and greatly built up in the decade following the disaster.

#### *Duboce Triangle*

Duboce Triangle, historically known as Gaffney's Triangle, is located on the north side of Market Street, opposite Eureka Valley. The section of the neighborhood within the Neighborhood Plan Area is bounded by Duboce Avenue to the north, Market Street to the southeast, and Noe Street to the west, with the boundaries encompassing the majority of the neighborhood. The actual boundaries of this neighborhood are bounded by Market Street, Duboce Avenue, and Castro Street. Laid out in the

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<sup>9</sup> This section is directly excerpted from the Mission Dolores Context Statement prepared by Roland-Nawi Associates for the Mission Dolores Association in August 2007.



1860s as part of the Mission Dolores subdivision, Duboce Triangle remained sparsely developed until the 1890s. Today, Duboce Triangle is comprised of a mixture of single and multiple-family frame housing developed between the 1870s and early 1900s. Largely built out by 1906, Duboce Triangle continued to grow after the earthquake as speculators redeveloped underutilized corner lots with larger apartment buildings. Historically the center of the Bay Area's Scandinavian immigrant population, Duboce Triangle became populated by defense workers during the Second World War, and many of the remaining houses were carved up into smaller apartments. Duboce Triangle narrowly avoided urban renewal during the 1960s, instead becoming a testing ground for innovative and largely successful code enforcement and street beautification programs.

#### *Lower Haight*

Only recently garnering a distinct identity, the Lower Haight occupies a small section of the Market and Octavia Neighborhood Plan Area, bounded by Waller Street to the north, Duboce Avenue to the south, Buchanan Street to the east, and Scott Street to the west. Laid out in 1856 as part of the Western Addition, the area known today as the Lower Haight began to develop during the early 1880s after cable car service opened along Haight Street. The section of the Lower Haight within the Plan Area was not built up until the late 1890s when the City ceded the northern half of Duboce Park to a plaintiff in a lawsuit, who then subsequently subdivided and developed the area. Throughout the latter half of the twentieth century, what is now called the Lower Haight was part of a larger area of the Western Addition known as the Lower Fillmore.

#### *Hayes Valley*

Bounded by Grove Street to the north, Franklin Street to the east, Market Street to the southeast, and Webster Street to the west, Hayes Valley is one of the largest neighborhoods within the Western Addition. Similar to Duboce Triangle, most of Hayes Valley lies within the boundaries of the Market and Octavia Neighborhood Plan Area. Laid out in 1856 as part of the Western Addition, the name Hayes Valley historically referred to a 160-acre tract of land belonging to Colonel Thomas Hayes, an early landowner and developer. Consisting of some of the most tightly woven and intact nineteenth-century residential fabric in the Western Addition, Hayes Valley consists largely of Italianate, Eastlake, and Queen Anne style flats and dwellings, with early twentieth-century commercial development and apartment infill located along Market, Haight, and Hayes streets. Most of Hayes Valley escaped the fire associated with the 1906 Earthquake and today contains some of the oldest extant dwellings in San Francisco.

#### *Western Addition*

Within the Market and Octavia Neighborhood Plan Area, the Western Addition is a small area bounded by Turk Street to the north, Franklin Street to the east, Grove Street to the south, and Laguna Street to the west. Historically the term Western Addition referred to a large section of San Francisco platted in 1856 as the first major expansion of the city grid following Jasper O'Farrell's 1847 survey. According to the San Francisco Office of the Assessor/Recorder, the Western Addition still technically encompasses a large swath of the city, including neighborhoods as disparate as Hayes Valley, Alamo Square, Japantown and Pacific Heights, but in popular usage the name is generally understood today to refer only to the areas cleared and rebuilt by the Redevelopment Agency under the guise of "slum clearance." Indeed, the Western Addition segment of the Market and Octavia Plan Area is mostly comprised of 1960s and 1970s-era public housing developments on superblocks made from consolidated blocks and vacated streets.

#### *Civic Center*

A very small section of the Civic Center neighborhood is located within the Market and Octavia Neighborhood Plan Area. Originally platted in 1856 as part of the Western Addition, the area of the Civic Center within the Plan Area is bounded by Hayes Street to the north, Market Street to the

southeast, and Franklin Street to the west. Although originally laid out in the mid-1850s, the street pattern in the area was reconfigured in the 1870s to build old City Hall and again after 1906 to make way for the Civic Center. Located just south of Civic Auditorium, the Plan Area does not contain any significant historic government buildings. Rather, it is a polyglot collection of 1960s office buildings, residential hotels, auto repair garages, and surface parking lots.

### ***C. IDENTIFICATION OF HISTORIC CONTEXTS AND PERIODS OF SIGNIFICANCE***

The Market and Octavia Neighborhood Plan Area embodies several important historical contexts, some of which are city-wide and others that are unique to individual component districts and neighborhoods. This section outlines the contexts and periods of significance, which will be laid out in more detail in Section IV, Historic Context. These contexts are very broad in outline and organized in chronological order. Most will have sub-contexts that will also be discussed in more depth in Section IV.

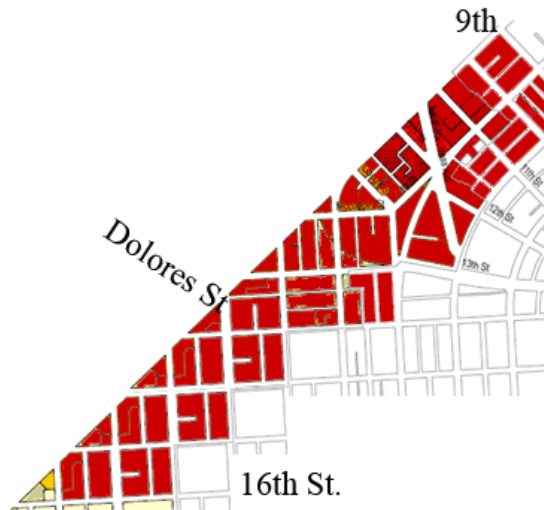
- Prehistoric and Early Contact Era: Prehistory-1776
- European Settlement – Spanish and Mexican Periods: 1776-1848
- Early American Settlement: 1848-1870
- Industrial and Residential Development in the South of Market area: 1870-1906
- Gilded Age Merchant Builders: 1870-1906
- 1906 Earthquake and Fire Reconstruction: 1906-1929
- Depression, World War II and Postwar Aftermath: 1929-1961

### ***D. INDUSTRIAL EMPLOYMENT CONTEXT***

The Industrial Employment Context is a subcontext of the larger Market and Octavia Historic Context Statement. The Industrial Employment Context provides a framework by which the significance of industrial buildings can be evaluated based on their relationship to industrial employment, which is an important pattern in San Francisco history. Although the theme of industrial employment is present throughout the Market and Octavia Neighborhood Plan Area, it is most concentrated in the South of Market area. The Industrial Employment discussion focuses on a sub-area of the Market and Octavia Neighborhood Plan Area. This area is defined by Market Street on the north, Howard Street on the south, 16th Street on the southwest, and 9<sup>th</sup> Street on the east,<sup>10</sup> henceforth referred to as the “Industrial Employment Study Area” (or Study Area) (**Figure 2**).

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<sup>10</sup> Small portions of the Industrial Employment Study Area are no longer included within the boundaries of the Market & Octavia Neighborhood Plan Area, but were included within the boundaries at the time of the Historic Resources Survey.



**Figure 2. Study Area for Industrial Employment Context**

The Industrial Employment Study Area is a mixed-use district containing small industrial and commercial buildings, as well as residences. It is located at the northwestern edge of the much larger South of Market neighborhood and the northern edge of the Mission neighborhood. The continuity of building types between the Industrial Employment Study Area and the remainder of the Market and Octavia Neighborhood Plan Area—which is comprised of residential neighborhoods and retail-based commercial areas—is slight. Within the Study Area, the Industrial Employment Context addresses primarily industrial and commercial properties associated with the theme of early to mid-20<sup>th</sup> Century industrial employment. Neighborhood residential, commercial, and institutional properties that occur within the Industrial Employment Study Area are additional property types important to the overall context of the Market and Octavia Plan Area.

The entire Industrial Employment Study Area burned in the 1906 Earthquake and Fire. Although industrial employment in the area pre-dates the earthquake, there is only one extant pre-1906 structure related to it, the Lick Bath building (City Landmark No. 246), which was established as a public bathing facility to be used mainly by local workers living without private facilities. The Baths building was constructed in 1890 and re-built in 1906. Thus the date of 1890 is taken as the beginning of the Period of Significance for the Industrial Employment Context and Study Area. The original building stock that was destroyed in 1906 consisted largely of one and two-story wood frame construction, mainly residential over ground floor commercial spaces; as well as some light industrial buildings. The building stock that replaced it housed the same uses. However, the concentration of industrial operations in the Study Area increased, while residential usage decreased. Many former residents simply were not willing to move back to the area after the disaster, which greatly reduced the market for housing. Industrial uses intensified partially due to the availability of open land and, after World War I, the advent of motor transport. In response to new building codes and concerns resulting from the disaster of 1906, the newer industrial buildings were structurally more substantial than their predecessors, and made liberal use of newly validated reinforced concrete construction for both seismic and fire safety.

This newer built environment eventually expressed the social and cultural identity of an early 20<sup>th</sup> Century working class urban neighborhood, featuring numerous places of employment, a variety of residential accommodations, a commercial and social infrastructure, and a public transportation

network. All of this enabled residents to live and work in a physically and socially integrated environment. Fragmented ownership of the many small industrial establishments and residential buildings, the coherent working-class culture of the area, and the strength of labor unions, fraternal and ethnic organizations and churches, helped create an extraordinary degree of autonomy for workers. The Industrial Employment Context focuses particularly on the role of places of employment as the mainstays of this cultural and physical landscape, as well as the major surviving indicators of its historical significance.

By the late 1950s and early 1960s, industrial employment was static in San Francisco. Between the 1960 and 1970 census enumerations, it dropped by 22%.<sup>11</sup> It has continued to decline since, while other employment sectors, notably professional and service work, have far outpaced it. No single event marks its end, however. In fact, industrial employment continues today, although much reduced in importance. An end date of 1956 has been used for the Industrial Employment Context's Period of Significance, because it marks 50 years prior to the present research and is a reasonable approximation of the peak of the thematic pattern of events. Only nine small industrial or commercial buildings in the Industrial Employment Study Area were erected after 1956.

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<sup>11</sup> In the 1960 Census, 54,467 San Franciscans were employed in manufacturing. By 1970, the number was 37,341. In the 2000 Census, it was 21,995.

## **II. METHODS**

### ***A. GENERAL CONTEXT METHODOLOGY***

In advance of preparing this context statement, Page & Turnbull obtained copies of Section 106 historic property survey reports, CEQA reports, Department of Parks and Recreation (DPR) 523A (Primary) and B (Building, Structure, or Object) forms, as well as other relevant planning documents and studies focused within the Plan Area. Page & Turnbull subsequently researched relevant secondary information at the following repositories and government offices: the San Francisco Public Library, San Francisco Architectural Heritage, the Society of California Pioneers, the California Historical Society, the Mechanic's Institute Library, the Northwest Information Center in Rohnert Park, the San Francisco Office of the Assessor/Recorder, and the San Francisco Department of Building Inspection. Page & Turnbull also relied heavily on primary research and field data generated during the survey of some 1,500 properties built before 1961 in the Market and Octavia Historic Resources Survey Area.

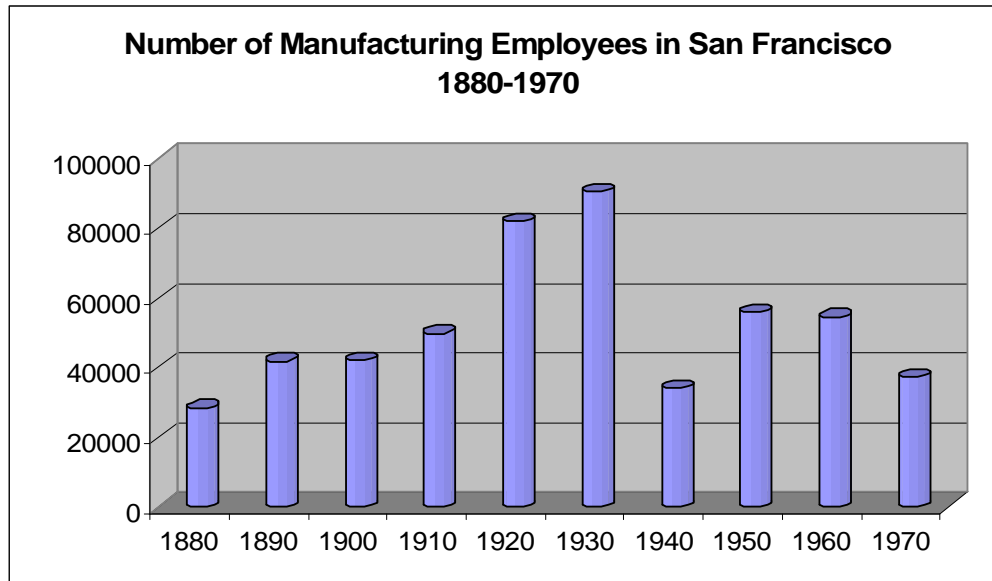
### ***B. INDUSTRIAL EMPLOYMENT CONTEXT METHODOLOGY***

Workplace History Organization obtained an overview of the extant building stock in the Industrial Employment Study Area from Assessor's Office data. This was later supplemented by reference to DPR 523A forms generated for the Market Octavia Historical Resources Survey. Sanborn maps from 1899, 1913, and updated to 1950 were compared to establish the basic chronology and patterns of development, determine an overview of building types and materials, and identify the kinds of industrial and distribution activities historically conducted in the area.

The historical importance of industrial employment in San Francisco was established by comparison of census statistics for numbers of persons employed in various economic sectors. Censuses of population are taken every ten years. Due to variations in census procedures, the most precise comparisons are for the enumerations between 1910 and 1970. Data from earlier censuses were used as background information. Secondary sources were also consulted.<sup>12</sup>

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<sup>12</sup> William Issel and Robert W. Cherny. *San Francisco 1865-1932; Politics, Power, and Urban Development*. Berkeley. University of California Press. 1986



Research using more detailed census data established the relative historical importance of particular industries to the San Francisco economy between 1910 and 1970. Next, an index of the types of businesses present in the Industrial Employment Study Area was compiled from the 1936 telephone directory and the 1953 cross directory, both of which are indexed by street address. These are the two earliest sources available that are indexed by address. Since most places of business would have had a telephone by 1936, phone listings can be taken as fairly comprehensive, although not fully definitive, for the businesses present that year. However, the 1953 city directory is much more complete.

Finally, the industries and types of employment identified within the Historic Resources Survey Area were matched with the leading industries citywide, and wherever possible, specific buildings associated with the major identified industries were identified.

### III. IDENTIFICATION OF EXISTING SURVEYS

#### A. PREVIOUS SURVEYS

##### *Here Today*

The Junior League of San Francisco's "Here Today" survey, published in 1968 as *Here Today: San Francisco's Architectural Heritage*, is the earliest major historic resources survey completed in San Francisco. The survey was adopted by the Board of Supervisors under Resolution No. 268-70 and contains information on approximately 2,500 properties within San Francisco. The Junior League survey files are housed at the San Francisco History Center at the San Francisco Public Library.<sup>13</sup>

As the *Here Today* survey includes all of San Francisco, the Market and Octavia Neighborhood Plan Area was presumably surveyed at the reconnaissance level. *Here Today* divides the Market and Octavia Plan Area into larger geographical units that do not always correspond with district or neighborhood boundaries. In *Here Today*, the South of Market also includes Mission Bay, the Potrero District, the Bayview District, and Visitacion Valley. The Mission District is defined as the entire south-central swath of San Francisco. North of Market Street, *Here Today* categorizes the Civic Center as being part of Downtown and the Western Addition is understood to encompass (among other neighborhoods) Hayes Valley, Lower Haight, and Duboce Triangle. As an earlier survey, *Here Today* rarely strays very far from distinguished "high-style" architecture or generally recognized historic landmarks. Resources identified in *Here Today* within the Plan Area include: the Tanforan Cottages at 214 and 220 Dolores Street; *La Quinada*, a house at 1876 Fifteenth Street; a row of pre-1906 single-family dwellings and flats on the 100 block of Guerrero Street; the Nightingale House at 201 Buchanan Street; and the Charles Dietle House at 294 Page Street.

##### *1976 Citywide Architectural Survey*

Between 1974 and 1976, the San Francisco Planning Department conducted a citywide reconnaissance inventory of architecturally significant buildings known today as the 1976 Architectural Quality Survey, or simply the 1976 Survey. An advisory review committee of architects and architectural historians assisted in the final determination of ratings for the roughly 10,000 buildings surveyed and documented in sixty volumes of unpublished survey data. Rated buildings were assigned a numerical code ranging from "0" or "Contextual," to "5" or "Extraordinary." The 1976 Survey only considered architectural significance, which was defined as a combination of design features, urban design context, and overall environmental significance. When completed, the 1976 Survey was believed to have assigned ratings to the top 10 percent of the city's building stock.<sup>14</sup> In the estimation of survey participants, buildings rated "3" or better represent approximately the best 2 percent of the city's architecture. The survey was adopted by the Board of Supervisors under Resolution No. 7831 in 1977 and the Planning Department has been directed to use it, but the methodology is inconsistent with CEQA Guidelines PRC 5024.1(g).

The 1976 Citywide Architectural Survey identifies a number of architecturally distinguished buildings in the Market and Octavia Plan Area. Organized by both street and block and lot, these are too numerous to list here.

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<sup>13</sup> San Francisco Planning Department, *San Francisco Preservation Bulletin No. 11: Historic Resource Surveys* (San Francisco: n.d.), 3.

<sup>14</sup> *Ibid.*

### *San Francisco Architectural Heritage*

San Francisco Architectural Heritage (Heritage) is the city's oldest not-for-profit preservation organization dedicated to increasing awareness of and advocating for the preservation of San Francisco's unique architectural heritage. Heritage has sponsored several major architectural surveys in San Francisco, including Downtown, the Van Ness Corridor, Civic Center, Chinatown, the Northeast Waterfront, the Inner Richmond District, and Dogpatch. The most influential of these surveys was the 1977-78 Downtown Survey. Completed for Heritage by the firm of Charles Hall Page & Associates and published in 1978 as *Splendid Survivors*, this survey forms the intellectual basis behind San Francisco's Downtown Plan. Heritage ratings, which range from "A" (highest importance) to "D" (minor or no importance), are analogous to Categories I-V of Article 11 of the San Francisco Planning Code, although the Planning Department uses its own methodology to reach its independent findings.

The Downtown Survey consists of an intensive-level survey of the Financial District, the Union Square Retail District, and the Market Street Corridor. These three districts comprise what is known as the primary survey area. A small portion of the South of Market area falls within the primary survey area as well. The Downtown Survey also included a secondary survey area encompassing much of the rest of downtown San Francisco, including Nob Hill, the Tenderloin, Civic Center, and the South of Market area. Only the most individually significant buildings were identified by the surveyors in the secondary survey area, and were included at the rear of *Splendid Survivors* accompanied by a small photograph and a brief description.

Only a small portion of the Market and Octavia Neighborhood Plan Area is located within the areas covered by the Downtown Survey. Within the South of Market area, the following buildings were included in *Splendid Survivors*: Lick Baths/ Peoples' Laundry at 165 Tenth Street; the Western Furniture Exchange Building at 1355 Market Street; the Bank of America Building at 1525 Market Street; the Coca Cola Bottling Plant at 1500 Mission Street; the Juvenile Court and Detention Home at 150 Otis Street; and the Firestone Garage at 100 South Van Ness Avenue. In addition, there are a handful of buildings within the Civic Center that were included in *Splendid Survivors*. They include: Fox Plaza at 1360 Market Street; the Young Men's Institute at 50 Oak Street; and the Masonic Temple at 25 Van Ness Avenue.

### *Article 10 of the San Francisco Planning Code*

According to the San Francisco Planning Department's Preservation Bulletin No. 9: San Francisco City Landmarks are buildings, properties, structures, sites, districts and objects of "special character or special historical, architectural or aesthetic interest or value and are an important part of the City's historical and architectural heritage."<sup>15</sup> Adopted in 1967 as Article 10 of the San Francisco Planning Code, the San Francisco City Landmark program protects listed buildings from inappropriate alterations and demolitions through review by the San Francisco Landmarks Preservation Advisory Board (Landmarks Board). These properties are considered to be important to the city's history and help to protect significant and unique examples of the past for future generations. In addition, these landmarks help to protect the surrounding neighborhood context and enhance the educational and cultural dimension of the city. As of December 2006, there were 255 landmarked sites and eleven historic districts in San Francisco that are subject to the provisions contained within Article 10. The San Francisco Landmarks designation process utilizes National Register criteria as the basis for evaluation.

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<sup>15</sup> San Francisco Planning Department, *Preservation Bulletin No. 9 – Landmarks*. (San Francisco: January 2003).



Currently, there are eight individually designated city landmarks within the Market and Octavia Neighborhood Plan Area. They include: St. Francis Lutheran Church at 152 Church Street (Landmark no. 39); the Nightingale House at 201 Buchanan Street (Landmark No. 47); the Dietle Residence at 294 Page Street (Landmark No. 48); the Tanforan Cottages at 214 and 220 Dolores Street (Landmark Nos. 67 and 68); the Sheet Metal Workers' Union Hall at 224-226 Guerrero Street (Landmark No. 150); the Path of Gold Light Standards along Market Street (Landmark No. 200); and the Carmel Fallon Building at 1800 Market Street (Landmark No. 223).

A historic district is a collection of resources (buildings, structures, sites, or objects) that collectively are historically, architecturally, or culturally significant. Often, the individual components of a district lack individual distinction; but as an ensemble they may manifest architectural, historical or cultural values that transcend their individual importance. Locally, the Landmarks Board is charged with identifying and designating local historic districts. Local district designations must then be approved by the Planning Commission and the Board of Supervisors. Although the Landmarks Board uses National Register of Historic Places criteria for evaluation, the board has also developed a list of priorities for designating potential historic districts. These are:

- Does the proposed historic district directly address and engage the cultural and social history of San Francisco?
- Does the proposed historic district characterize a neighborhood or area presently underrepresented in the City's Landmarks and Historic Districts program?
- Would the proposed historic district involve communities of people, such as ethnic communities, communities of interest, or cultural communities?
- Does the proposed historic district include public spaces and common grounds?
- Does the proposed historic district include architecturally significant buildings?

A historic district is typically documented through the survey process. Through survey, significant concentrations of historic resources are documented and mapped and component properties categorized as either contributing to the character or history of the district or not. The designation of buildings within historic districts affords two means of protection: The first is the requirement that property owners obtain a Certificate of Appropriateness for any substantial exterior alterations from the Landmarks Board. The second mandates a six-month delay in issuing a demolition permit by the Planning Commission to allow for the exploration of alternatives to demolition.<sup>16</sup>

Over the past thirty-five years, the City and County of San Francisco has designated eleven local historic districts and recognized approximately thirty districts listed in the California Register of Historical Resources, the National Register of Historic Places, and the National Historic Landmark program. The geographical range of historic districts is widespread and the reasons behind their designation are quite varied, ranging from the brick and concrete warehouses of the South End Warehouse District in the South of Market area to the Gilded Age mansions of Alamo Square.<sup>17</sup>

As of December 2006, San Francisco has eleven locally designated historic districts. The earliest district designated was Jackson Square, listed in 1972. Since that date, ten additional districts have been added in the following sequence: Webster Street (1981), Northeast Waterfront (1983), Alamo Square (1984), Liberty Hill (1985), Telegraph Hill (1986), Blackstone Court (1987), South End (1990), Bush Street-Cottage Row (1991), Civic Center (1996), and Dogpatch (2003). With the exception of a

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<sup>16</sup> San Francisco Planning Department, *Preservation Bulletin No. 10 – Historic Districts* (San Francisco: n.d.), 3.

<sup>17</sup> San Francisco Planning Department, *Preservation Bulletin No. 10 – Historic Districts* (San Francisco: n.d.), 1.

small section of the Civic Center district, none of these locally designated historic districts are located within the Market and Octavia Plan Area.

*Downtown Area Plan/ Article 11*

The *Downtown Area Plan* is an element of the *San Francisco General Plan*. The *Downtown Area Plan* contains a set of objectives and policies to guide decisions affecting the city's downtown. According to the *Downtown Area Plan*, San Francisco's downtown is a vital part of the city, recognized for its "compact mix of activities, historical values, and distinctive architecture and urban forms that engender a special excitement reflective of a world city."<sup>18</sup> Objective 12 of the *Downtown Area Plan* specifically references the conservation of resources that provide evidence of continuity with San Francisco's past.<sup>19</sup> Historical development, as represented by both significant buildings and by areas of established character, must be preserved to provide a physical and material connection to San Francisco's history. In order to achieve these aims, the *Downtown Area Plan* has devised a rating system for evaluating historical resources. Based in part upon the methodology developed as part of Heritage's Downtown Survey, the *Downtown Area Plan* contains three major policies for encouraging sensitive development in the downtown area:

- 12.1 Preserve notable landmarks and areas of historic, architectural, or aesthetic value, and promote the preservation of other building and features that provide continuity with past development.
- 12.2 Use care in remodeling significant older buildings to enhance rather than weaken their original character.
- 12.3 Design new buildings to respect the character of older development nearby.<sup>20</sup>

As part of the implementation strategy for these policies, the Planning Department requires the retention of the highest quality buildings and preservation of their significant features. Thus, the *Downtown Area Plan* maintains a list of all "Significant" and "Contributory Buildings." "Significant Buildings" are resources with "the highest architectural and environmental importance; buildings whose demolition would constitute an irreplaceable loss to the quality and character of the downtown." The *Downtown Area Plan* includes 251 Significant Buildings with classifications of either Category I or Category II. These resources have the highest level of significance and may be sensitively altered depending on their category. Contributory Buildings are of a slightly lower level of significance and they are classified as belonging to either Category III or Category IV.<sup>21</sup> Unrated or non-contributory buildings are assigned to Category V. This category includes all other buildings in the C-3 Downtown District not otherwise designated.

An important provision of Article 11 is the establishment of conservation districts as defined in Section 1103 of the San Francisco Planning Code:

Portions of the C-3 District may be designated as Conservation Districts if they contain substantial concentrations of buildings that together create sub areas of special architectural and aesthetic importance. Such areas shall contain substantial concentrations of Significant and Contributory Buildings and possess substantial

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<sup>18</sup> San Francisco Planning Department, *Downtown Area Plan* <http://sfgov.org/planning/egp/dtown.htm>.

<sup>19</sup> *Ibid.*

<sup>20</sup> *Ibid.*

<sup>21</sup> San Francisco Planning Department, *Downtown Area Plan* <http://sfgov.org/planning/egp/dtown.htm>.

overall architectural, aesthetic or historic qualities justifying additional controls in order to protect and promote those qualities.

There are now six conservation districts in downtown San Francisco. They include: the Kearny-Market-Mason-Sutter Conservation District, the New Montgomery-Second Street Conservation District, the Commercial-Leidesdorff Conservation District, the Front-California Conservation District, the Kearny-Belden Conservation District, and the Pine-Sansome Conservation District. None are located within the Market and Octavia Neighborhood Plan Area.

Only a very small section of the Civic Center neighborhood within the Market and Octavia Plan Area falls within the jurisdiction of the Downtown Plan. Because of this, only a handful of buildings have Article 11 ratings. They are: Whiteside Apartments at 150 Franklin Street (Category I); the Western Merchandise Mart at 1301 Market (Category I); the Masonic Temple at 25 Van Ness Avenue (Category I); the Young Men's Institute at 50 Oak Street (Category II); Miramar Apartments at 1582 Market Street (Category III); and formerly a building at 41 Van Ness Avenue (now demolished).

#### *Unreinforced Masonry Building (UMB) Survey*

In response to the 1989 Loma Prieta Earthquake, the San Francisco Landmarks Board initiated a survey of all known unreinforced masonry buildings in San Francisco. Cognizant of the fact that earthquake damage and vulnerability to further seismic activity would result in the demolition or extensive alteration of many masonry buildings, the Landmarks Board sought to establish the relative significance of all unreinforced-masonry buildings in San Francisco. The completed report: *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940*, was completed in 1990.

In total, the survey examined more than 2,000 privately owned buildings in San Francisco. The Landmarks Board prioritized buildings in the UMB Survey in three categories: Priority I, Priority II, and Priority III. The California Office of Historic Preservation (OHP) evaluated the survey and made determinations of eligibility for listing in the National Register on many of the 2,000 buildings.<sup>22</sup>

#### *National Register of Historic Places*

The National Register of Historic Places (National Register) is the nation's premier inventory of historic resources. The National Register is administered by the National Park Service and includes buildings, structures, sites, objects, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level. Typically, resources over fifty years of age are eligible for listing in the National Register if they meet any one of the four criteria of significance and if they retain sufficient historic integrity. However, resources under fifty years of age can be determined eligible for listing if it can be demonstrated that they are of "exceptional importance," or if they are contributors to a potential historic district. National Register criteria are defined in depth in *National Register Bulletin Number 15: How to Apply the National Register Criteria for Evaluation*. There are four basic criteria under which a structure, site, building, district, or object can be listed in the National Register:

Criterion A (Event): Properties associated with events that have made a significant contribution to the broad patterns of our history;

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<sup>22</sup> San Francisco Planning Department, *San Francisco Preservation Bulletin No. 11: Historic Resource Surveys* (San Francisco: n.d.), 3.

Criterion B (Person): Properties associated with the lives of persons significant in our past;

Criterion C (Design/Construction): Properties that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant distinguishable entity whose components lack individual distinction; and

Criterion D (Information Potential): Properties that have yielded, or may be likely to yield, information important in prehistory or history.

A resource can be considered significant on a national, state, or local level in the areas of American history, architecture, archaeology, engineering, or culture.

The San Francisco Planning Department treats National Register-listed properties as historic resources under CEQA. There are two buildings in the Market and Octavia Neighborhood Plan Area that are individually listed in the National Register: the U.S. Mint at 155 Hermann Street; and the Russell Warren House at 465-67 Oak Street.

San Francisco contains approximately twenty-five National Register and National Historic Landmark historic districts. The Market and Octavia Neighborhood Plan Area contains a small section of only one National Register/National Historic Landmark district: the San Francisco Civic Center National Historic Landmark District.

## ***B. ENVIRONMENTAL COMPLIANCE AND TECHNICAL REPORTS***

Over the past thirty years, various consultants have prepared hundreds of environmental compliance documents in response to proposed development projects within the Market and Octavia Plan Area. Section 106 of the National Historic Preservation Act requires Federal agencies to take into account the effects of their funded, licensed, or approved undertakings on properties listed in, or determined eligible for listing in the National Register of Historic Places.<sup>23</sup> The California Department of Transportation (Caltrans) and the Mayor's Office of Housing have completed Section 106 reports for federally-funded undertakings in the Plan Area, the most important of which include the demolition of the Central Freeway north of Market Street and the reconstruction of the Hayes Valley public housing project on Haight Street. The latter report identified a historic district in Hayes Valley that is listed in the California Register of Historical Resources.

In addition to federal requirements, environmental review has been required at the state level since the inception of the California Environmental Quality Act (CEQA). Modeled on the National Environmental Protection Act, CEQA was amended in 1992 to include historic resources as an aspect of the environment that could be effected by potential undertakings. Since 2004, the Department of City Planning has required project applicants to commission *Supplemental Information Forms*, and in some cases, *Historical Resource Evaluation Reports* with DPR 523 A and B forms for any property that falls within Category B—Properties Requiring Further Consultation and Review—as defined in Planning Department's *CEQA Review Procedures for Historic Resources*.

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<sup>23</sup> Section 106 of the National Historic Preservation Act (16 U.S.C. 470f).

#### IV. HISTORIC CONTEXT

##### ***A. PREHISTORIC AND EARLY CONTACT ERA: PREHISTORY – 1776***

Prior to the era of European contact, California was home to what author Malcolm Margolin has called “the densest Indian population anywhere north of Mexico.”<sup>24</sup> It has been estimated that between 7,000 and 10,000 Native Americans inhabited the Bay Region. When the Spanish arrived during the last quarter of the eighteenth century, they were amazed by the large number of villages that dotted the edge of San Francisco Bay. The Spanish named the people *costeños*, or “coastal peoples.” Today the term Ohlone is preferred by their descendents. The Ohlone spoke several languages of the Utian language family. Their language was related to the Coast and Bay Miwok languages spoken by their neighbors north and east of San Francisco Bay. The Ohlone who lived within what is now San Francisco spoke a dialect called Ramaytush, which was probably intelligible to other Ohlone bands living as far away as the Santa Clara Valley and the East Bay.<sup>25</sup>

Ohlone society was based on the extended family unit, consisting on average of fifteen individuals. The next larger unit was the clan, typically consisting of several related families living together in one village. Families were divided into moieties, such as the Bear and the Deer, following practices typical of Native societies in California. Above the clan was the tribelet, which consisted of several villages, comprising around 400-500 people under a single headman selected by the people. Each tribelet functioned as an independent political unit, although tribelets would cooperate with one another in wartime and in food gathering expeditions.<sup>26</sup>

The Ohlone were semi-nomadic people who inhabited small seasonal villages near streams and tidal flats where they had ready access to fresh water and food sources such as waterfowl, fish, and various kinds of shellfish. Hunting small terrestrial and marine mammals and gathering seeds, nuts, roots, shoots, and berries were also important sources within the Ohlone diet. Acorns provided one of the most important sources of nutrients to the Ohlone people as suggested by the presence of grinding rocks and *manos* and *metates* near most Ohlone settlements.<sup>27</sup>

The Ohlone had a rich material culture that made use of both materials-at-hand as well as goods traded with inland tribes. Tules harvested from coastal marshes were used to build houses and to make baskets. Balsa logs were utilized to make seafaring canoes used for trade, fishing, and hunting. The Ohlone shaped stone and bone fragments to make arrowheads, scrapers, knives, spears, hooks, sewing needles, and other tools. Furs were used to create cold weather clothing and bedding. The Ohlone were particularly adept at decorative basketwork and made personal ornaments such as necklaces and earrings, from feathers, shells, bones, and other materials.<sup>28</sup>

It is uncertain when the first humans settled in the San Francisco area. Colder and less hospitable than the Santa Clara Valley or the East Bay, the northern tip of the San Francisco Peninsula was probably settled later than surrounding areas. The early settlement patterns of the Ohlone is difficult to ascertain due to the fact that many prehistoric sites have been built over or destroyed to make way for buildings during various phases of the city’s history. The earliest known sites of occupation in San

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<sup>24</sup> Malcolm Margolin, *The Ohlone Way* (San Francisco: Heyday Books, 1978), 1.

<sup>25</sup> Allen G. Pastron, Ph.D. and L. Dale Beevers, *From Bullfights to Baseball: Archaeological Research Design and Treatment Plan for the Valencia Gardens Hope VI Project* (Oakland: unpublished report, December 2002), 16.

<sup>26</sup> *Ibid.*, 17.

<sup>27</sup> *Ibid.*

<sup>28</sup> *Ibid.*, 18.

Francisco have been radio-carbon dated to between 5,000 and 5,500 years ago, and prehistoric middens containing both burials and artifacts have been dated to 2,000 years ago.<sup>29</sup>

According to several sources, the northern part of the San Francisco Peninsula was located within the Yelamu tribal territory of the Ohlone. The closest Ohlone village to the Market and Octavia Plan Area was called *Chutchui* and it was located on Mission Creek, probably not far from Mission Dolores. The people who lived at *Chutchui* would move seasonally to another village on San Francisco Bay called *Sitliltac* to harvest shellfish on the tidal flats of what is now the Mission Bay area.<sup>30</sup>

Before the 1980s, most of the known prehistoric sites in San Francisco were found in less intensively developed parts of the city such as Islais Creek, Bayview/Hunters Point and Visitacion Valley, where conditions for settlement were good and historic-era disruptions less apparent. The most significant of these sites was a vast midden known as the Bayshore Mound. Most of the Market and Octavia Plan Area had been extensively disturbed before there was significant interest in the archaeology of California.

While there are no known major prehistoric archaeological sites in the Market and Octavia Plan Area, there are several not far away in the South of Market area (Sfr. Nos. 2, 28, 112 and 113). In 1977, a test bore made at the corner of Third and Folsom streets revealed an obsidian scraper about twenty feet below the surface. In addition, in 1986, the archaeological firm Archeo-Tech excavated two previously unknown deeply buried shell mounds near the intersections of First and Mission and Fifth and Mission streets. A third shell midden and eleven human burials were found in another excavation near Fourth and Howard streets.<sup>31</sup> Closer to the Market and Octavia Plan Area, excavations for the BART station at Civic Center revealed a human burial at 75 feet below the surface. Despite the lack of recorded sites, conditions within the Plan Area would have been conducive to Native American settlement, given the abundant fresh water and food sources and the fact that Chutchui was probably located near the site of Mission Dolores. These factors suggest that similar prehistoric archaeological deposits remain intact beneath portions of the Market and Octavia Plan Area.

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<sup>29</sup> “An Unvanishing Story: 5,500 Years of History in the Vicinity of Seventh & Mission Streets, San Francisco,” Unpublished paper prepared by the Southeast Archaeological Center, National Park Center: <http://www.cr.nps.gov/seac/sfprehis.htm>

<sup>30</sup> Allen G. Pastron, Ph.D. and L. Dale Beevers, *From Bullfights to Baseball: Archaeological Research Design and Treatment Plan for the Valencia Gardens Hope VI Project* (Oakland: unpublished report, December 2002), 18.

<sup>31</sup> *Ibid.*, 23.

## **B. EUROPEAN SETTLEMENT – SPANISH AND MEXICAN PERIODS: 1769-1848**

### *Spanish Period*

The first party of European explorers known to have encountered San Francisco Bay arrived in 1769 under the leadership of Don Gaspar de Portolá. An agent of the *Visitador General* of Spain, Portolá was instructed to “take possession and fortify the ports of San Diego and Monterey in Alta California.”<sup>32</sup> Searching for Monterey Bay, which they failed to recognize, the party strayed north to the San Francisco Peninsula, where members of the party first sighted San Francisco Bay. Spanish explorers made several forays into the San Francisco Bay Region before the simultaneous establishment of the first permanent settlements—Mission San Francisco de Asís and the Presidio of San Francisco—in 1776 by Lieutenant Joaquin Moraga. The location of the mission and the presidio had been determined in advance by an earlier expedition led by Lieutenant-Colonel Juan Bautista de Anza and Fray Pedro Font earlier that year. During this scouting trip, Font described his impressions of the San Francisco Peninsula and the Bay Region:

From this table land (mesa) one enjoys a most delicious view, for there one observes a good part of the bay and its islands as far as the other side, and one has a view of the ocean as far as the farallones. In fact, although, so far as I have traveled, I have seen very good places and beautiful lands, I have yet seen none that pleased me so much as this. I do believe that, if it could be well populated, as in Europe, there would be nothing more pretty in the world; for this place has the best accommodations for founding on it a most beautiful city, inasmuch as the desirable facilities exist as well on the land as on the sea, the port being exceptional or capacious for dockyards, docks, and whatever could be wanted.<sup>33</sup>

The Presidio was founded approximately two-and-a-half miles away from the nearest part of the Plan Area. Mission Dolores is much closer, being located just beyond the southern part of the Plan Area. The mission has existed since at least 1782, and possibly earlier.

The earliest building at Mission San Francisco de Asís (known popularly as Mission Dolores) was a brush chapel dedicated on June 29, 1776. The chapel was built near a body of water the Spanish explorers named *Laguna de Nuestra Señora de los Dolores*, usually called just Laguna Dolores, an inland tidal estuary of Mission Bay. The location of this first chapel is unknown. The location of Laguna Dolores is likewise somewhat unclear. Experts believe that it occupied several blocks bounded by Fifteenth, Capp, Twentieth, and Guerrero streets, but the size of the shallow body of water probably fluctuated during the winter months when rain would swell its capacity. Laguna Dolores appears to have had an outlet near the corner of Sixteenth and Capp streets and ultimately emptied its waters into Mission Creek.<sup>34</sup>

A second, more permanent adobe mission was completed in September 1776. According to official documents, the mission measured eighteen *varas*, or a little over 49’ long and five *varas*, or 14’ wide. The new mission complex also included a small vestry and a dwelling.<sup>35</sup> The location of the second mission is also unknown, although scholars G.W. Hendry and J.N. Bowman believe that it stood along the north side of Laguna Dolores, near the corner of Fourteenth and Mission streets. Others

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<sup>32</sup> Z.S. Eldredge, *The Beginnings of San Francisco, from the Expedition of Anza, 1774 to the City Charter of April 15, 1850* (San Francisco: self-published, 1912), 31.

<sup>33</sup> Z. Engelhardt, O.F.M., *San Francisco or Mission Dolores* (Chicago: Franciscan Herald Press, 1934), 38.

<sup>34</sup> Allen G. Pastron, Ph.D. and L. Dale Beevers, *From Bullfights to Baseball: Archaeological Research Design and Treatment Plan for the Valencia Gardens Hope VI Project* (Oakland: unpublished report, December 2002), 32.

<sup>35</sup> A vara is an archaic Spanish unit of measurement equaling approximately 33 inches in length.

place it on the east side of Albion Street, between Sixteenth and Seventeenth streets, now the location of a State Historical marker dedicated in 1995.<sup>36</sup>

Work on the third and final mission church began on April 25, 1782, when the first stone of the foundation was laid. Built near the intersection of two paths aligning with present-day Dolores and Sixteenth streets, this permanent building was constructed of stone and adobe blocks. The mission is the oldest extant structure in San Francisco. During the Spanish period, the mission grew to include a chapel quadrangle housing padres and servants, a kitchen house, a granary, quarters for unmarried female neophytes called a *monjerio*, a building for storing carts, a bathhouse, a pottery shop, a workshop, a blacksmith shop, a washroom, a henhouse, thirty-seven adobe houses for male neophytes, two mills, and two aqueducts. Most of the agriculture occurred south of the mission in San Francisco, or further south on the Peninsula where the climate was better. Cattle were run on massive pastures called Potrero Nuevo (now Potrero Hill) and Potrero Viejo (now Bernal Heights).<sup>37</sup>

Mission Dolores thrived at times during the Spanish period, although the indigenous neophyte population suffered tremendous losses due to diseases introduced by the Spanish and Mexicans. According to historian J.S. Hittell, the mission's peak year was 1813, when 1,205 resident neophytes tended 9,270 head of cattle, 10,120 sheep, and 622 horses and produced 6,114 bushels of grain. Mission Dolores never equaled many of its sister missions in the Bay Area in terms of vegetable and fruit production, mostly because neither the climate nor the soil were well-suited to such crops.<sup>38</sup>

#### *Mexican Period*

Following a long war of independence, Mexico became independent from Spain in 1821, inheriting the vast northern territories comprising the American Southwest in the process. Unlike Spain, which forbade trade with foreign powers, Mexico encouraged maritime trade. Mexico also secularized the missions in 1833, and soon Spanish and Mexican settlers began acquiring the rich ex-mission lands to form vast cattle ranchos. By the mid-1830s, many of these ranchers were beginning to produce prodigious amounts of tanned cattle hides and tallow—products much in demand by New England factories. Now legally allowed to trade in California, traders from the United States (mostly New Englanders) began sailing to San Francisco Bay with holds filled with manufactured products to trade for cattle hides, tallow, and other products produced by local ranchers. Between 1825 and 1835, 227 ships arrived in San Francisco Bay. Their primary destination was Yerba Buena Cove, an excellent natural anchorage between Rincon Point and Clark's Point. Here, the traders set up temporary camps while trading with rancheros.<sup>39</sup>

Before long, ambitious entrepreneurs like William A. Richardson set up shop at Yerba Buena Cove. Richardson, an English-born naturalized Mexican citizen, made his living transporting goods across the bay and supplying traders with wood and water. In 1835, he built the first known structure at Yerba Buena Cove, described by author and sailor Richard Henry Dana as a “rough board shack.” Replaced a year later by an adobe structure named “Casa Grande,” Richardson's store and home became the nucleus of Yerba Buena.<sup>40</sup> Richardson was eventually joined by another pioneer merchant and trader, Jacob P. Leese, who acquired a 100 *vara* lot just east of what is now Portsmouth Square.<sup>41</sup>

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<sup>36</sup> Allen G. Pastron, Ph.D. and L. Dale Beevers, *From Bullfights to Baseball: Archaeological Research Design and Treatment Plan for the Valencia Gardens Hope VI Project* (Oakland: unpublished report, December 2002), 30.

<sup>37</sup> Z. Engelhardt, O.F.M., *San Francisco or Mission Dolores* (Chicago: Franciscan Herald Press, 1934), 136-45.

<sup>38</sup> J.S. Hittell, *A History of the City of San Francisco and Incidentally the State of California* (San Francisco: A.L. Bancroft Co., 1878), 67.

<sup>39</sup> Oscar Lewis, *San Francisco: Mission to Metropolis* (San Diego: Howell-North Books, rev. ed. 1980), 22.

<sup>40</sup> *Ibid.*, 23.

<sup>41</sup> *Ibid.*, 25.



Between 1835 and 1841, the tiny isolated outpost on the western edge of the North American continent began to attract more settlers. In 1841, Eugène Duflot de Mofras, a French visitor to Yerba Buena, described the settlement as consisting of some twenty houses grouped around Yerba Buena Cove. Most belonged to foreigners engaged in trade with the American, Russian, and British ships that arrived in search of hides and tallow. Other businesses included a grocery store owned by a former sea captain named Jean Jacques Vioget, two grog shops, a blacksmith shop, and three carpenter shops.<sup>42</sup>

Initially bereft of a town plan, aside from a trail called *Calle de la Fundación*, the settlement of Yerba Buena grew haphazardly from the mud flats of Yerba Buena Cove up the eastern slope of Nob Hill. Aware that the village was growing too large for such an informal structure, *alcalde* Francisco de Haro commissioned the grocer Jean Jacques Vioget, who evidently knew a bit of surveying, to prepare a map laying out streets and property lines in 1837.<sup>43</sup> Vioget, probably inspired by the Spanish Laws of the Indies, laid out a small grid of streets around a small square near Yerba Buena Cove. His survey covered the area bounded by what are now Pacific, Montgomery, Sacramento, and Dupont (now Grant Avenue) streets. Montgomery Street, which lay closest to the water, remained the primary street with approximately fifty residents.<sup>44</sup> By 1845, the gangly settlement had expanded beyond the confines of Vioget's survey, and *alcalde* José Sánchez ordered the expansion of the surveyed area, enlarging the confines of the settlement south to Sutter Street, west to Stockton Street, and north to Green Street.<sup>45</sup>

Mission Dolores declined in the years following Mexico's independence from Spain, during which time the padres were cut off from receiving any reinforcements or supplies. Following the secularization of the mission in 1833, most of the indigenous neophytes left to rejoin their ancestral villages. Meanwhile, Spanish and Mexican-born residents of the mission began to lay claim to the former mission lands. In 1840, José de Jesus Noe acquired a large parcel of land totaling 300 square varas near the mission. On it he built a wood house near the intersection of Fourteenth and Mission streets.<sup>46</sup>

#### *American Expansionism*

Powerful forces beyond the borders of Alta California conspired to upset the status quo that had emerged between the Mexican government and foreign traders during the 1830s and 1840s. England, France, Russia, and the United States all had designs on the weakly held Mexican territory. England's claims dated to Sir Francis Drake's visit to Drake's Bay in 1579, while the Russians had established an outpost at nearby Fort Ross in 1812. France sought to resurrect its North American empire. Such ambitions worried American authorities in Washington, D.C. Foremost among the arguments for acquiring California included the fact that many Americans had already settled in the Mexican territory and that pre-empting European ambitions was critical to safeguarding their security. Also compelling to American ambition but was the unique strategic value of San Francisco Bay for trading with Asia.<sup>47</sup>

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<sup>42</sup> *Ibid.*, 25.

<sup>43</sup> An *alcalde* is the mayor or chief judicial official of a Spanish town.

<sup>44</sup> Oscar Lewis, *San Francisco: Mission to Metropolis* (San Diego: Howell-North Books, rev. ed. 1980), 27.

<sup>45</sup> *Ibid.*, 28.

<sup>46</sup> Hendry, G.W. and J.N. Bowman, *The Spanish and Mexican Adobe and Other Buildings in the Nine San Francisco Counties: 1776 to about 1850* (Unpublished manuscript in the Bancroft Library at UC Berkeley, 1940), 35.

<sup>47</sup> *Ibid.*, 29

### *Mexican American War*

From 1835 on, American administrations invited the Mexican government to sell California, or at the very least, San Francisco Bay. Mexico, not anxious to dispense with its northern territories, rebuffed repeated American overtures. In 1845, James K. Polk assumed the presidency and events came to a head. Following conflict between American and Mexican troops in south Texas, Congress declared war on Mexico on May 13, 1846. U.S. forces wasted no time in arriving in California. On July 7, 1846, Commodore John Sloat raised the American flag at Monterey, the capital of Alta California, and two days later Captain John B. Montgomery landed at Yerba Buena and raised the American flag above the Custom House at Portsmouth Square. Mexican rule in northern California came to an end without a shot.<sup>48</sup> American forces found more resistance when they invaded Mexico and sought to capture Mexico City. After a year of fighting, the Mexican government capitulated, and on February 2, 1848, the two nations signed the Treaty of Guadalupe Hidalgo. By the terms of the treaty, Mexico ceded 525,000 square miles of its northern territory to the United States, including what are now the states of California, Nevada and Utah, and parts of Wyoming, Colorado, New Mexico, and Arizona. In return, the United States paid a lump sum payment of \$15 million to Mexico and assumed \$3.25 million in debts Mexico owed to citizens of the United States. Throughout this time of conflict and confusion, the village of Yerba Buena continued to grow. On the eve of the American conquest, the population of Yerba Buena had reached approximately 850 people, occupying about 200 structures.<sup>49</sup> The pueblo played little part in the American conquest.

### *O'Farrell Survey*

On August 26, 1846, Captain Montgomery named his lieutenant Washington A. Bartlett the first American *alcalde* of Yerba Buena. One of Bartlett's first official duties was to rename the settlement, announcing in the January 30, 1847 edition of the *California Star* that henceforth the pueblo would be known as San Francisco. Soon after he hired an Irish immigrant named Jasper O'Farrell to survey and enlarge the pueblo (**Figure 3**). O'Farrell enlarged the settlement to almost 800 acres, surveying new streets within an area bounded by Post Street to the south, Taylor Street to the west, Francisco Street to the north, and some distance eastward into Yerba Buena Cove. O'Farrell's survey, published in 1847 as the "Official and Authentic Plan of San Francisco," anticipated the need for a direct route from Yerba Buena Cove to Mission Dolores. Accordingly, he laid out a one-hundred-foot-wide thoroughfare from the waterfront southwest toward Twin Peaks. O'Farrell also laid out a new neighborhood south of Market Street whose primary streets were aligned parallel to Market Street. He also made the blocks in this area (known as the "100 Vara Survey") four times larger than the blocks north of Market Street. Intended for agriculture, the large blocks south of Market did not prove suitable for this use. Unfortunately, the streets on both sides of Market Street did not come together properly due to the disparity in block size and the differing alignments—an arrangement which complicates communication between the two grids to the present day.<sup>50</sup>

The patterns of circulation in the Market and Octavia Plan Area were thusly established, with the South of Market area eventually evolving into a mixed-use industrial and residential neighborhood due to its proximity to the port and the large lot sizes suitable to factory operations. While none of the Plan Area is located within the 50 Vara Survey north of Market Street, the later Western Addition Survey of 1856 extended the dominant orthogonal grid of standard block size westward. The smaller block and lot sizes were more favorable to residential and smaller-scale commercial development, resulting in the existing patterns of settlement.

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<sup>48</sup> Oscar Lewis, *San Francisco: Mission to Metropolis* (San Diego: Howell-North Books, rev. ed. 1980), 41.

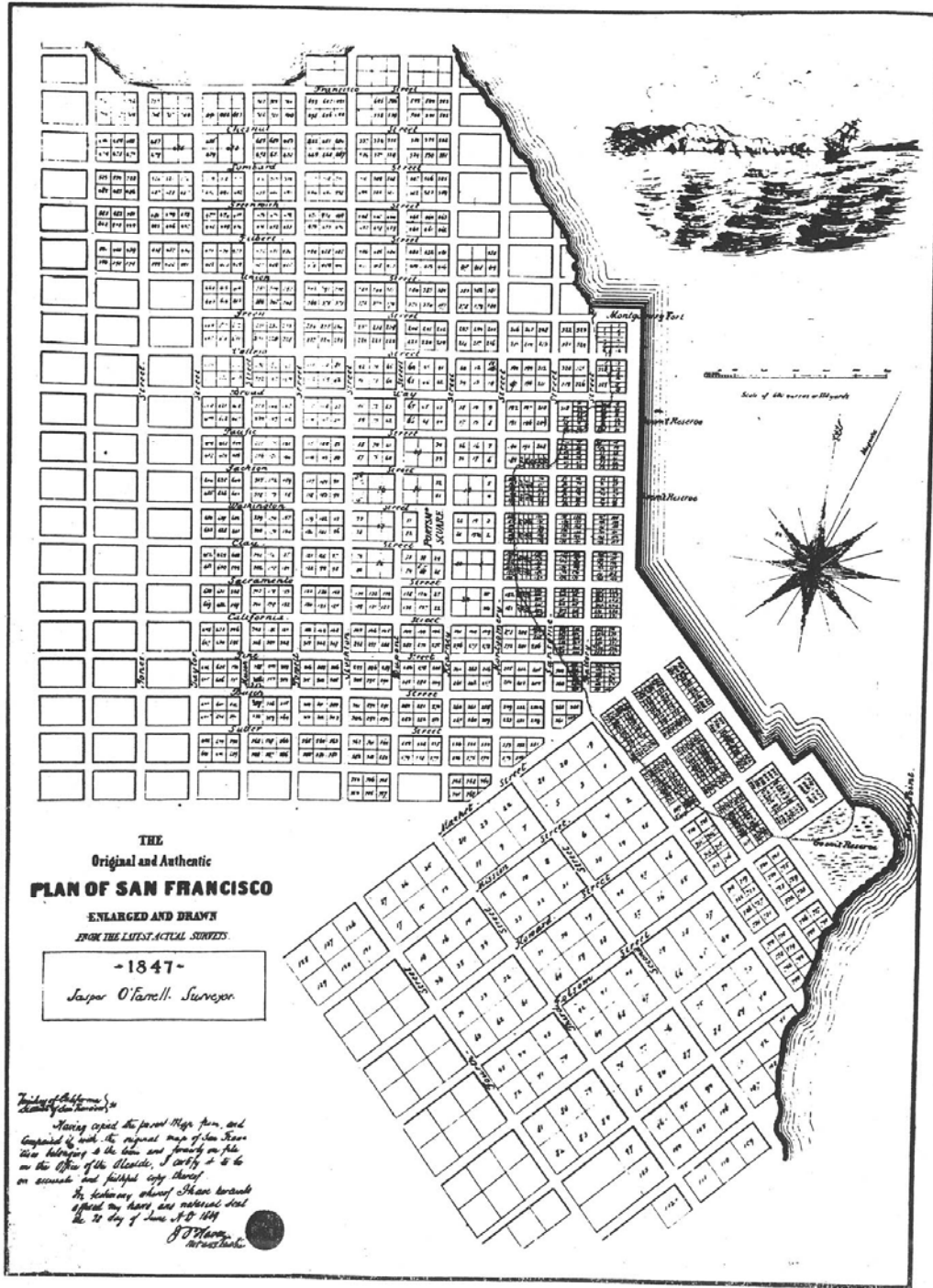
<sup>49</sup> Allen G. Pastron, Ph.D., *869 Folsom Street, San Francisco, California: Archival Cultural Resources Evaluation* (Albany, CA: unpublished report, September 1990), 20.

<sup>50</sup> Oscar Lewis, *San Francisco: Mission to Metropolis* (San Diego: Howell-North Books, rev. ed. 1980), 43.

In the brief period of time between the American conquest and the Gold Rush, very little of note occurred within the boundaries of the Market and Octavia Plan Area. Aside from the decaying mission structures and a handful of adobe ranch houses, there were no known structures south of Market Street before 1849, and the same was true for the area west of Larkin Street.<sup>51</sup>

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<sup>51</sup> Allen G. Pastron, Ph.D. and L. Dale Beevers, *From Bullfights to Baseball: Archaeological Research Design and Treatment Plan for the Valencia Gardens Hope VI Project* (Oakland: unpublished report, December 2002), 36.



Map No. 20

Figure 3. Official and Authentic Plan of San Francisco, 1847.  
Source: San Francisco Public Library

### ***C. EARLY AMERICAN SETTLEMENT: 1848-1870***

#### *Gold Rush*

The discovery of Gold at Sutter's Mill in January 1848 brought an unprecedented population explosion in San Francisco and the South of Market area. News of the discovery of gold moved slowly at first; it was not until May, when Sam Brannan, the exuberant publisher of the *California Star*, began striding through the streets of San Francisco crying out "Gold! Gold! on the American River!" that people began to take notice. The news quickly spread to other ports in Central and South America and eventually to Europe and the East Coast of the United States. By the end of 1848 and early 1849, thousands of gold-seekers from all over the world began to make their way to San Francisco. Between 1846 and 1852, the population of San Francisco grew from fewer than one thousand people to almost thirty-five thousand.<sup>52</sup>

#### *The Street Grid Expands*

One of the inevitable consequences of population growth was the rapid increase in the value of real estate as land close to Yerba Buena Cove and Portsmouth Square was developed with stores, houses, gambling halls, theaters, and saloons. A lot facing Portsmouth Square worth \$16.50 in the spring of 1847 sold for \$6,000 in late spring 1848 and resold for \$45,000 by the end of the year.<sup>53</sup> Development quickly expanded outward from Portsmouth Square and the area covered by the earlier Vioget and O'Farrell surveys. Initially, settlement was hemmed in by significant physical barriers. To the east was Yerba Buena Cove, a shallow tidal mud flat that was gradually filled in with beached ships, pilings and fill. Rising steeply to the north and west were Telegraph and Nob hills. To the south were the massive sand dunes south of Market Street.

By 1849, all the lots surveyed by Jasper O'Farrell had been sold off. Consequently, in 1850, City authorities requested City Surveyor William Eddy to expand the 50-vara street grid north of Market westward to Larkin Street and the 100-vara grid south of Market southwest to Ninth Street. The Eddy Map indicates that within the South of Market area the north-south streets were originally named instead of numbered as they are today; Sixth Street was Simmons Street, Seventh Street was Harris Street, Eighth Street was Price Street, and so on. Southwest of Eighth Street, the large 100-vara blocks were reduced in size to accommodate the pivoting of the numbered streets around the western end of Mission Bay to achieve their orthogonal orientation south of Thirteenth Street. This change in street alignment, although necessary, was not accomplished without some awkwardness; what is now Thirteenth Street (labeled on the 1854 map as Ellen Street) terminated awkwardly at a wedge-shaped plaza located between Mission and Otis streets (originally McCoppin Square and West Mission Street) **(Figure 4)**.

Further expansion of the street grid to the west and to the south was initially hamstrung by the existence of squatters on Pueblo Lands (territory of the City of San Francisco inherited from the Mexican government) and by the efforts of private landholders such as the Noe, Bernal and De Haro families, and the independent-minded residents in the vicinity of the Mission to maintain their properties intact. The City's claims to the Pueblo Lands were formally recognized by the U.S. Land Commission in the 1860s. At the same time, the California legislature approved three different measures providing for the boundaries and governmental structure of the city. The Consolidation Acts of 1850, 1851, and 1856 pushed the city limits out further into the hinterlands to include much of what is now the Market and Octavia Plan Area.

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<sup>52</sup> Rand Richards, *Historic San Francisco. A Concise History and Guide* (San Francisco: Heritage House Publishers, 2001), p. 77.

<sup>53</sup> Oscar Lewis, *San Francisco: Mission to Metropolis* (San Diego: Howell-North Books, rev. ed. 1980), 55.

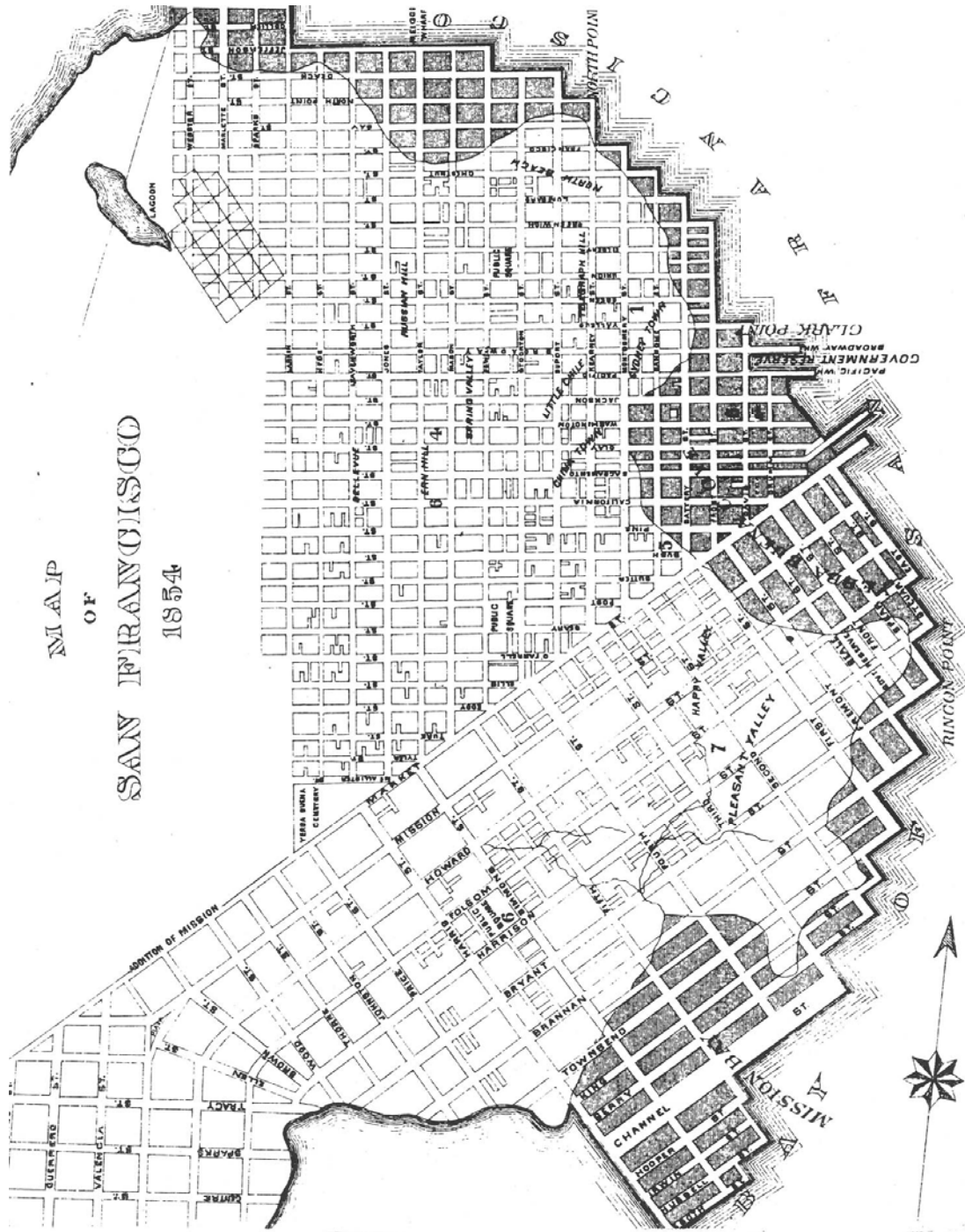


Figure 4. Eddy Map of San Francisco, 1854  
Source: San Francisco Public Library

The act of 1850 brought the city limits as far south as what is now 17th Street, and west as far as Buchanan Street north of Market Street, and Dolores Street south of Market Street. The second act, in 1851, nudged the boundaries out even further, south to Twenty-Second Street and west to Castro Street. This act brought the entirety of the Market and Octavia Neighborhood Plan Area within the city boundaries. The Consolidation Act of 1856 consolidated the city and county governments, made the city coterminous with the county, and created San Mateo County out of the southern two thirds of the pre-1856 San Francisco County.<sup>54</sup>



Figure 5: A portion of the Map of the City and County of San Francisco, 1861. By V. Wackenruder, C.E, reproduced from: Mel Scott, *The San Francisco Bay Area* (1959), 44.

The Third Consolidation Act followed close on the heels of the Van Ness Ordinance of 1855. Named for then-councilman and later mayor James Van Ness, the Van Ness Ordinance clarified land titles in the outlying areas. The ordinance settled land claims largely in favor of squatters by granting titles to those in actual possession of land on or before January 1, 1855. The ordinance was followed by the Van Ness Map of 1856, which established the grid patterns of streets and blocks within the

<sup>54</sup> San Francisco Planning Department, *Inner Mission North 1853-1943 Context Statement* (San Francisco: San Francisco Planning Department, 2005), 17.

newly consolidated lands, and designated those properties reserved for use by the City for parks, schools and hospitals. The Van Ness Ordinance and Map cleared the way for further surveys and additions to the city, including Horner's Addition, Mission Dolores, the Mission Addition, and the Western Addition. Initially, the heart of the Mission valley remained unplatted, as it lay in the hands of a multitude of property owners who demonstrated a propensity for organic, decentralized development that did not conform to the street grid. Consequently, the adjacent outlying additions, hillier and less accessible than the Mission flatlands, remained mostly undeveloped despite platting and marketing by single-ownership parties. This state of affairs is illustrated effectively on the 1861 Wackenruder Map of San Francisco (**Figure 5**).<sup>55</sup>

#### *South of Market Area*

Despite the physical impediments to growth, it did not take long for the Forty-Niners to take possession of habitable sections of the South of Market area, the first constituent neighborhood of the Market and Octavia Plan Area to be settled. It is important to note that very little, if any, of this early activity occurred within the boundaries of the Plan Area, which includes only the far southwestern corner of the South of Market area. Protected from the harsh onshore winds, the South of Market area enjoyed some of the sunniest weather in San Francisco. As early as 1851, the beach at the foot of First Street became the location of several boatyards in the business of building the city's first steamboats, hence the now disused name of Steamboat Point for the area along the north side of Mission Creek.<sup>56</sup>

The transformation of the South of Market area from a temporary camp of gold miners into a permanent residential neighborhood integrated with the rest of the city required Herculean efforts. First, the sand dunes that divided the South of Market from Portsmouth Square had to be removed. Prior to the invention of the "steam paddy" in 1852, the laborious task of shoveling sand into wheelbarrows and wagons was undertaken by manual laborers, many of whom were of Irish descent. The clearing of the last major sand dunes occurred by the end of 1858, although sand removal continued into the 1870s. Much of the sand and other spoils were either deposited in Yerba Buena Cove or in the swamps that separated the eastern part of the South of Market area from the still uninhabited western portion which today is within the Market and Octavia Plan Area.

Although the majority of the early development of the South of Market area occurred outside the boundaries of the Market and Octavia Plan Area, the pattern of development established in the years immediately following the Gold Rush would go on to influence the development of the entire neighborhood, including the section within the Plan Area. One of the most important influences was O'Farrell's decision to make the blocks in the South of Market four times larger than the blocks north of Market. Although initially intended to facilitate truck farms and agriculture, the large blocks allowed for generous lot sizes conducive to industrial development. The large block sizes also provided ample space for alleys and back streets, facilitating industrial operations and the transportation of goods to the waterfront.<sup>57</sup>

In its early years the South of Market area did not evolve into a monolithic industrial neighborhood. The residential character of much of the district was such that by 1852 the area was known as the city's "chief residential district." Prior to the introduction of cheap and efficient public transit, most industrial workers got to work on foot. Consequently, residential uses were developed cheek-by-jowl with industrial facilities, a pattern still observable in the section of the South of Market within the

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<sup>55</sup> Ibid., 18.

<sup>56</sup> Roger Olmsted and T.H. Watkins, *Here Today: San Francisco's Architectural Heritage* (San Francisco: Chronicle Books, 1968), 92.

<sup>57</sup> *San Francisco Picayune* (June 16, 1851).



Market and Octavia Plan Area. Early photographs of the South of Market area illustrate a dense assemblage of frame cottages and larger tenements located along the streets. All of this residential building activity occurred outside the boundaries of the Market and Octavia Plan Area, which was still isolated from the rest of the neighborhood by the vast tidal marshes at Fourth Street that blocked development from spreading west until the 1860s.

#### *Mission District*

Horner's Addition (located outside of the Market and Octavia Plan Area) was the first major new addition to the city street grid in what is now the greater Mission District. Privately surveyed in 1853 by John M. Horner on a large tract of land that he had recently purchased from rancher José de Jesus Noe, Horner's Addition was bounded by Eighteenth Street to the north, Valencia Street to the east, Thirtieth Street to the south, and Castro Street to the west. North of Eighteenth Street was another smaller subdivision, marked on nineteenth century maps as "Mission Dolores." The majority of the Mission District, Eureka Valley and Duboce Triangle that are included within the Market and Octavia Plan Area, were part of the Mission Dolores subdivision. This tract was bounded by Castro Street to the west, Duboce Avenue to the north, Valencia Street to the east, and Eighteenth Street to the south. East of Valencia Street was the Mission Addition, an area bounded by Duboce Avenue and Division Street to the north, Potrero Avenue to the east, and Eighteenth Street to the south. The Mission Addition subdivision was located outside of the Market and Octavia Plan Area, with the exception of a single Mission Addition block located south of Duboce Avenue and east of Valencia Street.

In the mid-1860s, the heart of the Mission valley north of 22<sup>nd</sup> Street was finally platted following certification of San Francisco's claims to the Pueblo Lands by the U.S. Land Commission. In 1868, the Humphreys Map extended the City's formal pattern of blocks, streets, and public reservations into the territories that were subject to the Third Consolidation Act of 1856, known as the Outside Lands of San Francisco, including the Mission District south of 22<sup>nd</sup> Street. By the late 1860s, the entire area bounded roughly by Douglass Street, Duboce Avenue, Mission Street, Ninth Street, Potrero Avenue, and Thirtieth Street came to be collectively called "Mission and Horner's Addition" in City records.<sup>58</sup>

Due to the rural nature of the area, most streets in the Mission tracts remained "paper" streets without the benefit of graded rights-of-way or other street infrastructure throughout the 1850s and early 1860s. However, access to the northern Mission was significantly improved by the construction of the Mission Plank Road, completed in 1851, as well as the horse-drawn Yellow Omnibus Line which provided access from Third and Mission streets to what is now the intersection of Sixteenth and Mission streets. A similar plank road (1852) and omnibus line (1853) soon followed on Folsom Street. The building of the plank roads facilitated a transition in the Mission District from cattle ranching to truck farming, with garden crops supplying produce for sale in the city.<sup>59</sup> Access to the Mission District and the Peninsula also improved with the completion of San Bruno Turnpike (now San Bruno Avenue, located outside of the Plan Area) in 1858, and the San Francisco & San Jose Railroad on Valencia and Harrison Streets in 1863-1864.<sup>60</sup>

The introduction of plank roads and public transit in the Mission attracted weekend pleasure seekers and led to the creation of several major private recreation grounds, hotels, road houses, and racetracks. Many San Franciscans would "take the air" on weekends, treating the Mission and Folsom

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<sup>58</sup> *San Francisco Block Books* (Official City Block Books on file at the San Francisco Office of the Assessor-Recorder).

<sup>59</sup> Roland-Nawi Associates. *Mission Dolores Historic Context Statement*. Report prepared for the Mission Dolores Neighborhood Association. Sacramento: Roland-Nawi Associates. (2007), 15.

<sup>60</sup> San Francisco Planning Department, *Inner Mission North 1853-1943 Context Statement* (San Francisco: San Francisco Planning Department, 2005), 19.

street plank roads as promenades through the “country” to the little settlement clustered around Mission Dolores, which was already considered a landmark. Although the mission itself was crumbling, picnic grounds and beer gardens thrived among the decaying adobe buildings (**Figure 6**).



**Figure 6. Mission Dolores, ca. 1856.**  
Source: San Francisco Public Library

Picnic grounds included “The Willows” at Mission Street between Eighteenth and Nineteenth streets; Woodward’s Gardens at Mission and Fourteenth streets; and the Odeum Gardens at Fifteenth and Dolores streets. Early roadhouses included The Nightingale, which opened at Sixteenth and Mission streets in the 1850s; the Mansion House, an outbuilding of Mission Dolores; McLaren’s Hotel, and Witzeleben’s Brewery.<sup>61</sup> Most of these attractions were located around the intersections of Fifteenth, Sixteenth, Mission, and Dolores streets. By 1854 there were also two racetracks located in the Mission valley south of the Mission Dolores area. Traveling on the omnibuses that arrived on the half hour, weekend revelers could partake in a variety of activities in the relatively sunny and balmy district.

In 1854, Frank Soulé described the Mission District:

The mission has always been a favorite place of amusement to the citizens of San Francisco. Here, in the early days of the city, exhibitions of bull and bear fights frequently took place, which attracted great crowds; and here, also, were numerous duels fought, which drew nearly as many idlers to view them. At present, there are two race-courses in the neighborhood, and a large number of drinking-houses. Two plank roads lead thither from the city, upon both of which omnibuses run every half hour. The mission lies within the municipal bounds, and probably will soon be united with the city by a connected line of buildings. The highway to San Jose and the farther south, runs through the village, around it are fine green hills and fertile fields, and hotels and places of public recreation. These things all make the old home of the “fathers” a place of considerable importance to our health and pleasure seekers. On fine days, especially on Sundays, the roads to the mission show a

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<sup>61</sup> Ibid.

continual succession, passing to and fro, of all manner of equestrians and pedestrians, and elegant open carriages filled with ladies and holiday folk.<sup>62</sup>

At the time that the 1857 Coast Survey map was published, development had not yet linked the Mission to the rest of the South of Market area except for the plank roads and omnibus lines on Mission and Folsom Streets, resulting in commercial activity along Mission and Folsom streets in the South of Market. Most of the Mission was still quasi-rural in nature. By 1869, the situation was quite different, with heavy development in much of the South of Market area, and along the major arteries of the Mission District, in particular Mission, Valencia, Howard and Folsom streets (**Figure 7**). The 1869 Coast Survey map indicates that aside from the mission and a corridor along Valencia Street, most of the Mission District within the Plan Area was still largely undeveloped, and indeed, Market Street had not even been graded west of Dolores Street. This state of affairs remained true for the rest of the Plan Area.

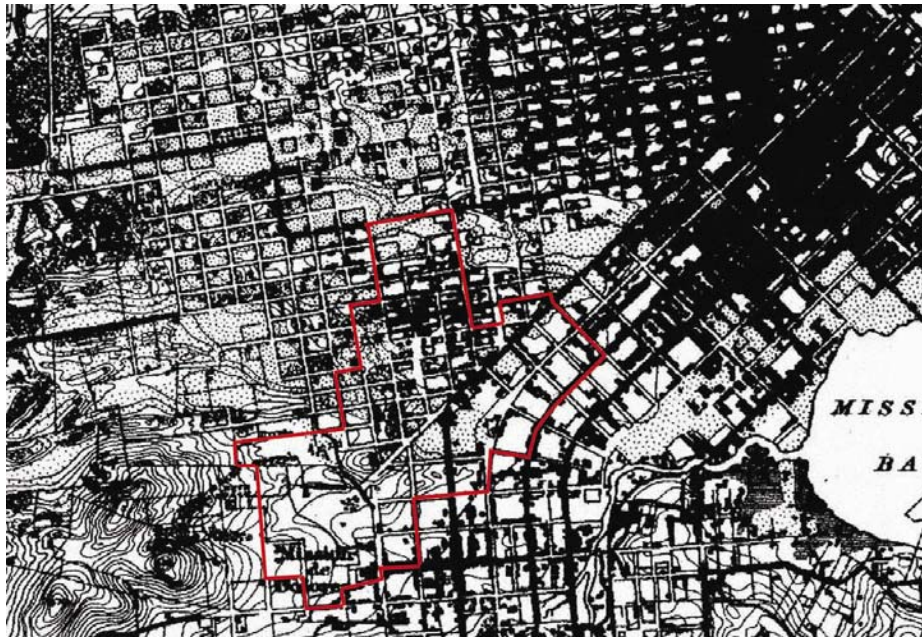


Figure 7. 1869 Coast Survey Map, with boundaries of the Market and Octavia Historic Resources Survey Area.

Source: National Oceanographic and Atmospheric Administration  
Annotated by Page & Turnbull

### *Mission Dolores*<sup>63</sup>

The Mission Dolores neighborhood lies within the larger Mission District of the City of San Francisco. It is generally bounded by Valencia Street on the east, on the west by Sanchez Street to 17<sup>th</sup> Street and Church Street to 20<sup>th</sup>, Market Street on the north and 20<sup>th</sup> Streets on the south. The western boundary on Church Street encompasses both the east and west sides of the street. The neighborhood also includes the triangle of blocks between Duboce and the Central Freeway that consists of Pink Alley, Pearl Street, and Elgin Park. It should be noted that the

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<sup>62</sup> Frank Soulé et al, *The Annals of San Francisco* (New York: Appleton and Company, 1854), 41.

<sup>63</sup> This section is directly excerpted from the Mission Dolores Context Statement prepared by Roland-Nawi Associates for the Mission Dolores Association in August 2007.

western boundary of the larger Mission District is not precisely determined and is variously defined in City planning and context documents.<sup>64</sup>

The Mission Dolores neighborhood shares much in common with the larger Mission District in terms of geography, culture and pre-World War II demography. However, it is distinguished by its close association with Mission San Francisco de Asis, known as Mission Dolores. The area surrounding the Mission was one of the two original points of European settlement that established the City of San Francisco. In addition the Mission Dolores neighborhood extends over the approximate area of original Spanish and Mexican period settlement and is similar in extent to the “Mission Dolores” portion of the city that was well established by 1860.

Established in 1776, the Mission was the center of Spanish proselytizing efforts on the San Francisco Peninsula and consisted of a large number of buildings associated with the pacification and subjugation of the Native American population. Following the secularization of the Mission in 1835, the area around the Mission continued to be occupied by former neophytes and to be settled by both Hispanic and Anglo householders. To the south west and east of the Mission the Mexican government made large rancho grants, as well as smaller grants in the immediate vicinity of the Mission. While never as large as the community that grew up around Yerba Buena in the pre-gold rush era, Mission Dolores was a well established community with its own identity by the end of the Hispanic period. The American occupation of California and the feverish growth of the City resulting from the Gold Rush brought growth and change to the Mission Dolores valley. Although it continued to retain its pastoral aspect into the 1860s, by the 1870s, the Mission Dolores area began to take on a more discernable urban form with standard size lots and a noticeable increase in density. With the extension of streets and public transportation beginning in the 1860s, the neighborhood functioned as a suburb of the City with single family residences predominating. During this period Valencia Street took on a strong commercial identity, and with Mission and east side of 16<sup>th</sup> Street, it became the hub of an area that provided shops and services for the neighborhood.

The earthquake and fire of 1906 destroyed much of the Mission Dolores suburban community, as well as the majority of the northern Mission District. The fire burned to the east edge of Dolores Street, sparing the Mission Church, the Tanforan Cottages, two of the oldest residences in the city, and the recently established Mission Dolores Park. Existing residences along the west side of Dolores, on Church Street and Landers also survived, as did buildings on the south side of 20<sup>th</sup> Street. In the immediate aftermath of the devastation, the park quickly became a refugee camp for Mission residents.

Between the latter half of 1906 and 1915 the vast majority of the neighborhood was rebuilt. It is this post-earthquake period that gives the Mission Dolores

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<sup>64</sup> The boundary of the Department’s Mission Area Plan is Guerrero Street; the Department’s historic context work identifies Dolores Street (north of Twentieth Street) as a District-wide contextual boundary; the subject context statement for the Mission Dolores area identifies Church Street as a neighborhood contextual boundary reflecting areas 4A and 4B of the Department’s *Inner Mission North Context Statement* and the current real estate map; and a potential Mission archeological district extends to Sanchez.

neighborhood its characteristic form and patterns of occupancy. A very large proportion of the housing stock in the area dates to this period, as do many community institutions and commercial structures.

The neighborhood contains some of the City's oldest buildings, including the Mission and the Tanforan Cottages, a number of outstanding ecclesiastical and school buildings, and one of the city's earliest and largest parks. Within the study area boundaries, the main commercial streets are: Valencia, 16<sup>th</sup>, and to a lesser extent, Guerrero Streets. They are closely linked with the larger Mission District commercial area along Mission Street and on 16<sup>th</sup> east of Mission. Many of the commercial buildings along Valencia and 16<sup>th</sup> Streets are characterized by street-level commercial enterprises with flats and apartments above. Much of the neighborhood contains low-rise Edwardian style flats and apartments dating from the post-earthquake reconstruction period. There are some surviving Victorian style residences, as well as an admixture of 1920s and 30s buildings. The southern, northern and western ends of the neighborhood are marked by a number of small one and two block streets and alleys, some of which existed as roads prior to the street grid, and some that were introduced with the street grid, that break up the urban grid and give the neighborhood a varied and distinctive visual character.

#### *Hayes Valley*

Prior to the establishment of permanent Spanish settlements on the San Francisco Peninsula in 1776, the area comprising what is now Hayes Valley was a shallow hollow containing groves of coast live oaks and natural springs. These conditions contrasted with the shifting sand dunes and coastal sage scrub vegetation that characterized most of the northern San Francisco Peninsula and contributed to the valley's attractiveness. Thanks to the efforts of Colonel Thomas Hayes, Hayes Valley became the first outlying area of the vast Western Addition to develop. Born in 1823 in Ireland, Thomas Hayes became an active politician in New York, where he advocated for Irish independence.<sup>65</sup> Afflicted by gold fever, Hayes and his two brothers set sail for San Francisco in January 1849. In late 1849 or early 1850, Hayes acquired a 160-acre tract through the use of a preemption deed—effectively exercising squatters' rights. His claim was confirmed by the Van Ness Ordinance in 1855. According to historian Bill Kostura, the boundaries of Hayes' property can be described thusly: "This tract began near the intersection of Fulton and Polk streets, ran northwest to Turk and Laguna, thence southwest to Oak and Webster, thence south east to a point just south of Market Street, and finally northeast to the point of commencement."<sup>66</sup>

Hayes initially tried farming but he soon discovered that fog, wind, and shifting sand dunes confounded his efforts. After the confirmation of the title to his property in 1855, Hayes began exploring the possibility of subdividing his land for sale to prospective homeowners. Seeking to lure potential buyers out to his holdings, Hayes built Hayes Park Pavilion around 1856 near what is now the corner of Hayes and Laguna streets. Modeled after the Willows and other weekend attractions, Hayes Park Pavilion included a small picnic ground, a restaurant, and a bar (**Figure 8**).

In 1857, Hayes received a franchise from the State Legislature to build a steam railroad along Market Street and out Hayes Street to Hayes Park Pavilion.<sup>67</sup> The railroad, which followed the route of MUNI's current 21-Hayes line, was initially completed in 1860, linking the Hayes Tract to

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<sup>65</sup> Jean Kortum, *Hayes Valley* (1992), 4.

<sup>66</sup> William Kostura, *Hayes Valley Housing Historic Context Statement* (Unpublished manuscript on file at the San Francisco Public Library, 1995), 2.

<sup>67</sup> E.G. Fitzhamon, "Hayes Valley No. 1," *San Francisco Chronicle* (Undated newspaper clipping on file at the San Francisco History Room), 1.

downtown.<sup>68</sup> The operation of Hayes' railroad was initially hampered by drifting sand dunes, although this problem was remedied by the use of brush and scrub oak wind breaks. Nonetheless, the blowing sand interfered with the maintenance of the steam engines, and in 1867 Hayes replaced them with horse cars. Despite the difficulties, the investments paid off and residential development began to take off in Hayes Valley during the 1860s.<sup>69</sup>

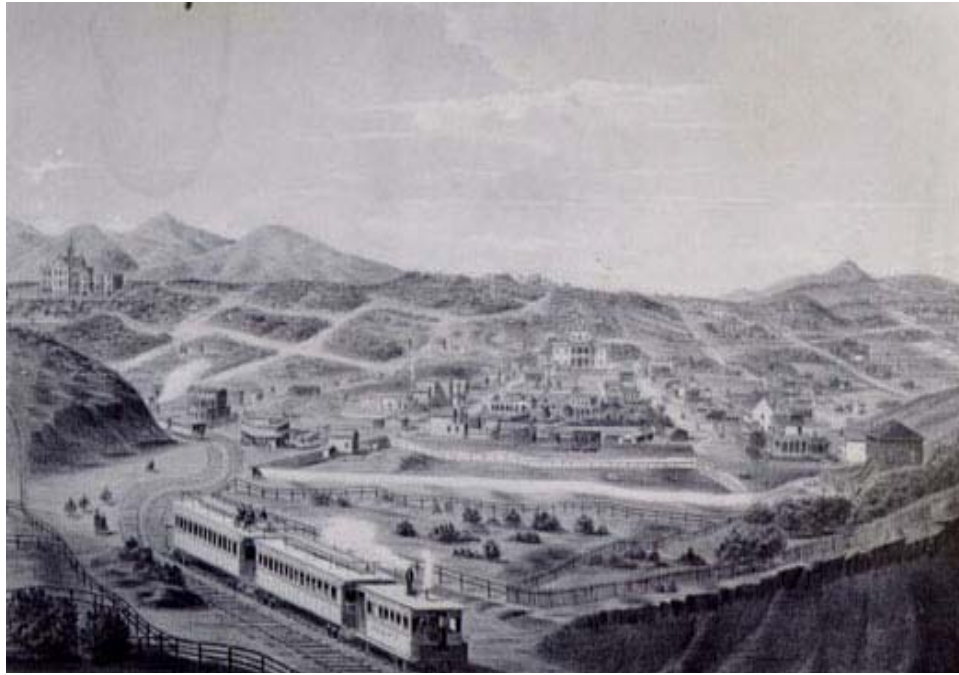


Figure 8. 1860s Lithograph of Hayes Valley.  
Source: San Francisco Public Library

Hayes surveyed and subdivided his tract in three separate surveys that took place in 1859, 1860, and 1861. At first, Hayes sold entire blocks to speculators who held onto the property until the demand for residential lots increased to the point where development became worthwhile. One of his first buyers was “Big John” Sullivan, president of the Hibernia Loan and Savings Society, who snapped up a number of the 25-foot wide lots for \$16 a piece. Near the intersection of Oak and Webster streets, Sullivan built a large frame residence with extensive gardens, a stable, and a henhouse (no longer extant). Mayor James Van Ness also built a villa for himself in Hayes Valley.<sup>70</sup> By 1869, the Coast Survey and Geodetic map indicates that the core of Hayes Valley had been developed, especially along a corridor following Hayes Street and extending roughly a block in either direction north to Grove Street and south to Fell Street. Because of its early development, some of the oldest remaining residential structures in San Francisco continue to survive in this area, particularly along the narrow side streets that bisect the blocks.

Although individual speculative construction was underway by the late 1860s, it would not be until the mid-1870s that rowhouse development by firms such as The Real Estate Associates (TREA) became widespread in the Western Addition. Hayes Valley also became home to an important early private institutional facility, the Protestant Orphan Asylum. Built between 1853 and 1854, the

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<sup>68</sup> William Kostura, *Hayes Valley Housing Historic Context Statement* (Unpublished manuscript on file at the San Francisco Public Library, 1995), 2.

<sup>69</sup> Rich Sucré and Christopher VerPlanck, *Historic Resource Evaluation Report for UCB Laguna Campus* (Unpublished report, December 2005), 21.

masonry orphanage building stood on the site of what would later become the San Francisco State Teacher's College (now the UC-Laguna Extension campus).<sup>71</sup> It was heavily damaged in the 1906 Earthquake although some of its buildings were converted into classrooms for the State Normal School that replaced it. None of the orphanage buildings remain today.<sup>72</sup>

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<sup>70</sup> E.G. Fitzhamon, "Hayes Valley No. 1," *San Francisco Chronicle* (Undated newspaper clipping on file at the San Francisco History Room), 1.

<sup>71</sup> Roland-Nawi Associates. *San Francisco State Teacher's College (1921 – 1935) National Register Nomination*. 2006.

<sup>72</sup> William Kostura, *Hayes Valley Housing Historic Context Statement* (Unpublished manuscript on file at the San Francisco Public Library, 1995), 2.

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***D. INDUSTRIAL AND RESIDENTIAL DEVELOPMENT IN THE SOUTH OF MARKET: 1870-1906***

As the birthplace of most of California's pioneer-era foundries, smelters, shipbuilders, and other industries, the South of Market area soon became the unchallenged industrial capital of the West. Various infrastructure projects, including the excavation of the Second Street Cut and the completion of Long Bridge in 1869, as well as the construction of a seawall and piers along the Southern Waterfront, hastened the industrialization of the South of Market. The South of Market area also solidified its role as the de facto "back porch" of downtown San Francisco, a place where service providers and wholesale suppliers could set up shop close to their clients but not be forced operate within the congested downtown district.<sup>73</sup> During the nineteenth century, laborers typically lived within walking distance of their jobs and the South of Market was no exception. Once home to the affluent enclave of Rincon Hill, by the late 1870s the South of Market was an exclusively working-class area containing thousands of small frame dwellings and larger tenements and residential hotels built for the predominantly male immigrant workforce. The character of the South of Market area, or "South of the Slot" as it was then known, is reflected in the writings of Jack London. London, who was born on Third Street, a few blocks from Rincon Hill, wrote of his erstwhile neighborhood in his *Saturday Evening Post* story, "South of the Slot."

Old San Francisco, which is the San Francisco of only the other day, the day before the Earthquake, was divided midway by the Slot. The Slot was an iron crack that ran along the centre of Market Street, and from the Slot arose the burr of the ceaseless, endless cable that was hitched at will to the cars it dragged up and down. In truth, there were two slots, but in the quick grammar of the West time was saved by calling them, and much more that they stood for, "The Slot." North of the Slot were the theatres, hotels, and shopping district, the banks and the staid, respectable business houses. South of the Slot were the factories, slums, laundries, machine-shops, boiler works, and the abodes of the working class.<sup>74</sup>

The western portion of the South of Market area within the Market and Octavia Plan Area remained relatively sparsely developed compared with the eastern portion of the neighborhood until the late 1870s and early 1880s. As late as 1869, development remained sparse west of Seventh Street. A decade and a half later, the 1886 Sanborn map supplies an important snapshot of growing development within the Plan Area. Although large empty lots still existed, particularly south of Howard Street, the portion of South of Market within the Plan Area had largely been built out. Unlike the industrial eastern part of the neighborhood, blocks within the Plan Area were comprised mostly of frame residential structures, especially along the side streets that bisected the large 100-vara blocks. There was a tremendous variety of residential building types, reflecting the individual decisions of builders, speculators, and individual homeowners. The 1886 Sanborn map illustrates footprints of single-family dwellings, duplexes and triplexes, two-and-three-family flats, rows of common-wall rowhouses (particularly along Market and Mission streets), and a handful of residential hotels and tenements.

Churches and social halls provide important clues to the demographics of the neighborhood. Within the Plan Area there was a German Lutheran Church on Eleventh Street, just north of Mission Street; the massive predominantly Irish-Catholic St. Joseph's Church and Holy Names Convent at Tenth and Howard streets; the German Congregational Church on Stevenson Street near Market; the Scandinavian Lutheran Church on Howard Street near Thirteenth Street; the Swedish Methodist

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<sup>73</sup> Mitchell Schwarzer, *Draft South End Historic District* (San Francisco: unpublished report on file with the San Francisco Planning Department, n.d.), 6.

<sup>74</sup> Jack London, "South of the Slot," *Saturday Evening Post* (May 1909).



Episcopal Church on Howard Street near Ninth Street; and Teutonia Hall at Howard and Washington streets.

Industries within the Plan Area tended to be clustered by type of product. Breweries appeared quite frequently, including the Jackson Brewery on Mission Street near Eleventh Street; Hibernia Brewery on Howard Street near Eighth Street; and the Milwaukee Brewery, which was located south of the Plan Area on Folsom Street. None of these breweries still stand. Carpet, furniture, and box manufacturers were clustered along the south side of Market Street between Tenth and Twelfth streets, while canneries, bakeries, and other food processing plants were mostly located along Eighth Street. Lumber yards, paint factories, soap works, dye manufacturers, industrial laundries, tanneries, printers, building supply houses, and other industries reliant on proximity to rail lines tended to be located along Mission, Market, Valencia, and intersecting streets. The power houses and yards for the Market Street Railway and the Omnibus Cable Company had been located at the corner of Valencia and Market streets since 1870. Smaller concerns, including machine shops, drayage warehouses, and Chinese laundries were sprinkled throughout the Plan Area.

Neighborhood amenities, such as they were, were few and far between according to the 1886 Sanborn maps. There were no parks and only two schools, both of them private (St. Joseph's and Trinity). Amusement appears to have been limited primarily to saloons—of which there were many—and surprisingly, a riding academy. The lack of indoor plumbing in much of the area is suggested by the large number of public bathhouses. Within the Historic Resources Survey Area (but just outside the revised boundaries of the Neighborhood Plan Area) is the well-known James Lick Baths. Funded by pioneer industrialist and philanthropist James Lick, the baths were erected by his trustees at 165 Tenth Street. Although damaged in the 1906 Earthquake and Fire, the bathhouse was repaired and remains the only known survivor of the disaster within the South of Market Historic Resources Survey Area.

### ***E. GILDED AGE MERCHANT BUILDERS: 1870-1906***

While the South of Market area was developing as a working-class district of mixed-use residential and industrial buildings, the Western Addition was quickly evolving into a middle-class residential district with pockets of working-class residents, particularly closer to Market Street. Beginning with the opening of Colonel Thomas Hayes' steam railroad in 1860, the development of the Western Addition was largely dependent on the provision of mass transit service. Following the popularization of the cable car by Andrew Hallidie in 1873, new cable lines gradually replaced the steam and horse car lines that already served much of the city. New cable car lines were also built in developing parts of the city, such as along Hayes and Haight streets. By the mid-1880s, these new routes were providing reliable scheduled car service between downtown and the heart of the Western Addition.<sup>75</sup> Merchant builders—in particular The Real Estate Associates of San Francisco—reacted by erecting rows of Italianate and Stick/Eastlake rowhouses on the narrow 25' wide lots throughout the undeveloped portions of the Plan Area.

#### *Hayes Valley*

The Western Addition is unusual in that many of its constituent blocks, particularly in the southern part of the district, are bisected by narrow east-west streets all named for trees or shrubs, such as Hickory, Rose, and Linden streets. The narrow blocks that result from this subdivision strategy adhere to distinctive development patterns not commonly encountered elsewhere. Rather than lots having one street frontage, most of the blocks are “through blocks,” meaning that they have frontage on two parallel streets. Builders reacted to this in several ways. Some subdivided these long lots (usually measuring 25' x 120') into two smaller lots in order to squeeze two single-family houses onto the site. Others simply constructed a large multi-family building that spanned the length of the lot but with entrances on both street frontages. Stables or outbuildings were also sometimes located on the back of the lot. The area of the Western Addition where this is common is bounded by Pine Street to the north, Larkin Street to the east, Haight Street to the south, and Webster Street to the west. Most of this area that was spared redevelopment during the 1960s resides within Hayes Valley, and within the boundaries of the Market and Octavia Plan Area.



**Figure 9. Rowhouses at 615-29 Hayes Street.  
Source: Page & Turnbull**

The majority of the residential development in the Western Addition from the 1870s onward appears to have been the product of small-time builders or speculators, although large merchant builders like The Real Estate Associates (TREA) were also very active. Founded in 1866 by William Hollis, TREA began building houses in 1870. Most of the 1,000+ houses that the company built throughout the

<sup>75</sup> The construction of the first cable car by Andrew Hallidie in 1873 truly revolutionized mass transit in San Francisco. The 1880s witnessed a proliferation of cable car lines to the Western Addition and Upper Market Areas, with the Market and Valencia (Blue Line), Market and Haight (Red Line), and Market and McAllister (Yellow Line) lines opening in 1883; the Market and Hayes (Green Line) opening in 1886; and the Market and Castro Line opening in 1887.

Western Addition and Mission districts were identical Italianate style, single-family frame houses. Smaller builders emulated the TREA formula by purchasing vacant plots of land, subdividing them into 25'-wide lots (if this had not already occurred), and constructing as many houses as could be accommodated. Although there were often light wells and set backs, the majority of the houses built in the Western Addition during the 1870s and 1880s directly abutted their neighbors. They were also nearly identical in regard to plan and exterior detailing, giving rise to San Francisco's version of the eastern rowhouse as illustrated by a row of identical houses at 615-29 Hayes Street (**Figure 9**). Due to the scarcity of surviving building records and contracts, not much is known about the architects active in the area. However, according to research performed by historian William Kostura, it is known that several architects were active in the area during the 1880s, particularly John Marquis, Absolom J. Barnett, and Henry Geilfuss.<sup>76</sup>



**Figure 10. Nightingale House, 201 Buchanan Street.**  
Source: San Francisco Public Library

In addition to speculative rowhouse development, there were hundreds of “one-off” single-family dwellings and flats built by individual property owners. These varied in size from compact, one-story cottages to much larger and ambitious “villas.” A good example of the latter building type in the Market and Octavia Plan Area is the Nightingale House, at 201 Buchanan Street (**Figure 10**).

John Nightingale was a Forty-Niner and local property developer who built speculative housing in the Hayes Valley neighborhood. In 1882, he acquired a generous lot on the west side of Buchanan Street, between Laussat and Waller streets. Designed by John

Marquis in the San Francisco Stick/Eastlake style, the Nightingale House is one of the most prominent single-family dwellings in the neighborhood by virtue of its large lot and picturesque massing, which contrasts with its urban rowhouse neighbors. The house is San Francisco City Landmark No. 47.<sup>77</sup>

Another significant single-family dwelling built in Hayes Valley during the era of the Gilded-Age merchant builders is the Dietle House, at 294 Page Street (**Figure 11**). Located on the northeast corner of Laguna and Page streets, the San Francisco Stick style house was designed in 1878 by Henry Geilfuss, a well-known German-American architect. The house was built for fellow German-American boot and shoemaker, Charles Dietle. In 1906, John De Martini, a fruit and vegetable commission merchant, purchased the house. Located on a smaller lot than the Nightingale House, the Dietle House is more typical of the rowhouse form prevalent in the Western Addition. The Dietle House is San Francisco City Landmark No 48. <sup>78</sup>

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<sup>76</sup> William Kostura, *Hayes Valley Housing Historic Context Statement* (Unpublished manuscript on file at the San Francisco Public Library, 1995), 2.

<sup>77</sup> San Francisco Landmarks Preservation Advisory Board, *Revised Case Report—Nightingale House, 201 Buchanan Street* (Unpublished case report on file at the San Francisco Planning Department, April 19, 1979), 1.

<sup>78</sup> San Francisco Landmarks Preservation Advisory Board, *Revised Case Report—Dietle Residence, 294 Page Street* (Unpublished case report on file at the San Francisco Planning Department, April 19, 1972), 1.

Research data supports anecdotal evidence that Hayes Valley was a middle-class residential district during the late nineteenth century. According to historian William Kostura, the 1880 Census reveals that eighty percent of the residents of Hayes Valley held white collar occupations, including lawyers, commission merchants, dry goods dealers, furniture dealers, a liquor merchant, a stock broker, three ship captains, a saloon keeper, and a junk dealer. The remaining residents tended to have skilled occupations, including a fresco painter, a tailor, and a drayman. Approximately one-third of all residents had live-in servants. In regard to ethnicity, a much higher proportion of Hayes Valley residents were American-born, although there were sizable minorities of Irish and German-born residents.<sup>79</sup>



**Figure 11. Charles Dietle House, 294 Page Street.  
Source: Page & Turnbull**

### *Lower Haight*

Laid out in 1856 as part of the Western Addition, the development of what is now known as the Lower Haight has historically been indistinguishable from that of the greater Western Addition district. The western part of the Western Addition was developed somewhat later than Hayes Valley and other eastern neighborhoods, only reaching maturity during the late 1880s and 1890s. The completion of the Haight Street Cable Railroad in 1883 attracted mixed-use development along most of Haight Street between Buchanan and Divisadero streets. Over the next decade residential development expanded north and south from Haight Street. According to the 1886 Sanborn map, the portion of the Lower Haight within the Market and Octavia Plan Area remained undeveloped, mostly due to the fact that the block bounded by Scott, Waller, and Steiner streets and Duboce Avenue (originally Ridley Street) was designated on contemporary maps as the “Hospital Lot.” Since the mid-1850s, the city-owned block—now the site of Duboce Park—had been reserved for a new city hospital.<sup>80</sup>

### *Duboce Park*

Duboce Park is the only significant non-residential area within the Market and Octavia Plan Area. Sitting on the southern edge of the Western Addition, what is now Duboce Park was initially designated as a “public reservation” in 1856 on the Van Ness Map. Originally intended as a park, it was one of several block-square reservations set aside as public parkland in the Western Addition,

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<sup>79</sup> William Kostura, *Hayes Valley Housing Historic Context Statement* (Unpublished manuscript on file at the San Francisco Public Library, 1995), 3.

<sup>80</sup> Christopher VerPlanck, *Haight Street Affordable Senior Housing Section 106 Report* (Unpublished report on file at the Page & Turnbull Library, December 3, 2002), 8.

such as Alta Plaza, Alamo Square, Jefferson Square, and Lafayette Square. Unfortunately, City authorities had to continually battle squatters and other competing interests and parklands were often given over to other uses. In 1861, the reservation was re-designated a “hospital site” for the proposed new city hospital.<sup>81</sup> In the meantime, the reservation became filled with trash and debris deposited by contractors and other non-public-minded neighbors.<sup>82</sup>

In the 1880s, the City leased the hospital reservation to the San Francisco Female Hospital. The hospital never materialized, however; and in 1896, the City was compelled to cede the northern half of the reservation to litigants who then sold it to housing developers.<sup>83</sup> The developers laid out two new block-long streets, extended Pierce Street south of Waller, and began building houses. In 1900, the neighborhood elected Colonel Victor D. Duboce, a veteran of the recent Spanish-American War, to the Board of Supervisors. Duboce advocated converting the odd-shaped chunk left over from the old hospital reservation into a public park, as had originally been intended. Unfortunately, Duboce died before he could convince the Board of Supervisors to approve the provisionally named “New Park.” In a vote of sympathy for Duboce and his constituents, the Board passed a resolution extolling the “high character, loyalty, and amiable disposition” of their colleague and renamed Ridley Street Duboce Avenue in his honor. The Board also voted to convert the undeveloped portion of the old hospital reservation into a park to be named Duboce Park. On September 9, 1900, the Duboce Park Improvement Club and Mayor James Phelan jointly announced the creation of Duboce Park as a “fitting tribute to the hero’s memory” with a cannon salute and an initial appropriation of \$5,000. Construction got underway in 1901 and within a year, the park was completed (**Figure 12**). In 1906, it became an earthquake refugee tent camp for those made homeless by the disaster.<sup>84</sup>

#### *Duboce Triangle*

Historically called “Gaffney’s Triangle,” Duboce Triangle receives its name from the polygon formed by its boundaries; Duboce Avenue forms the northern boundary, Market Street the southeastern boundary, and Divisadero and Castro streets form the western boundary.<sup>85</sup> Unlike its neighbors north of Market Street, Duboce Triangle was not originally surveyed as part of the Western Addition. Rather, it was surveyed as part of the Mission Dolores Tract before the southwesterly



**Figure 12. Duboce Park, 1904.**  
Source: San Francisco Public Library

<sup>81</sup> Neighborhood Parks Council, *Duboce Park and Harvey Milk Playground*, <http://www.sfneighborhoodparks.org/parkhistories/dubocepark.html> (accessed November 21, 2006).

<sup>82</sup> The Victorian Alliance, *Duboce Park House Tour: October 15, 1995* (Unpublished brochure on file at San Francisco Architectural Heritage), 1.

<sup>83</sup> Neighborhood Parks Council, *Duboce Park and Harvey Milk Playground*, <http://www.sfneighborhoodparks.org/parkhistories/dubocepark.html> (accessed November 21, 2006).

<sup>84</sup> Neighborhood Parks Council, *Duboce Park and Harvey Milk Playground*, <http://www.sfneighborhoodparks.org/parkhistories/dubocepark.html> (accessed November 21, 2006).

<sup>85</sup> Alexander S. Bodi, *Duboce Triangle of San Francisco: A Study of a Community* (San Francisco: unpublished Master’s Thesis in Anthropology at San Francisco State, 1983), 3.

extension of Market Street cut a diagonal swath through the tract, severing Duboce Triangle from the rest of Mission Dolores. Clues to the neighborhoods' historical relationships include the fact that the east-west streets in Duboce Triangle are numbered like the rest of Mission. The 1869 Coast Survey map indicates that Duboce Triangle was at the time comprised of small farmsteads. Its development as a residential district did not begin in earnest until Upper Market Street was graded west of Dolores Street in the 1870s. Even more development arrived with the extension of the Market Street Cable Railway from Valencia Street to Castro Street in 1886.<sup>86</sup>



Figure 13. Duboce Triangle Area looking southwest from Mint Hill, 1886.  
Source: Postcard collection of Glenn Koch

The provision of mass transit to the Upper Market area ushered in successive waves of residential building in Duboce Triangle. Data from the 1886 Sanborn maps and a photograph taken of snow-covered Twin Peaks that same year (**Figure 13**) suggest that Duboce Triangle neighborhood was approximately fifty percent developed. Aside from Market Street, most of the neighborhood was residential, consisting primarily of older single-family houses and two-and three-story flats. Many of the older houses still sat on large lots with water tank structures and other rural outbuildings at the rear of the lot. The maps also reveal some larger vacant tracts of land, suggesting that speculators were waiting for the right time to subdivide. Some tracts, though, such as the present site of the New Mint, were vacant because the topography made building difficult. Away from Market Street the only major non-residential use was the German Hospital, a complex occupying the block bounded by Duboce Avenue (formerly Ridley Street), Noe, Fourteenth, and Castro streets.

#### *German Hospital*

The German Hospital was established in 1858 in the South of Market area. The original building was destroyed, however, when an adjacent factory fire spread to the hospital in 1876. Afterward, the administration decided to move to a less congested part of town. The hospital purchased an entire block in what is now Duboce Triangle and shortly thereafter built a new two hundred-bed facility at the corner of Noe Street and Duboce Avenue (Ridley Street). In 1888, the hospital opened a new wing specifically for women. The hospital was heavily damaged in 1906 and subsequently rebuilt in brick (**Figure 14**). Anti-German sentiment during the First World War led the hospital trustees to

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<sup>86</sup> Joe Thompson, *Market Street Cable Railway*, <http://www.cable-car-guy.com/html/ccsfmsr.html> (accessed January 17, 2007).

rename the hospital Franklin Hospital, after Benjamin Franklin. However, it continued to be run by the German General Benevolent Society until 1956. In the late 1960s, the 1906 brick hospital and various annexes and wings were demolished and replaced with the modern concrete Brutalist-style (also referred to as Corbusian) facility that stands today. In 1971, the new campus was renamed the Ralph K. Davies Medical Center.<sup>87</sup>

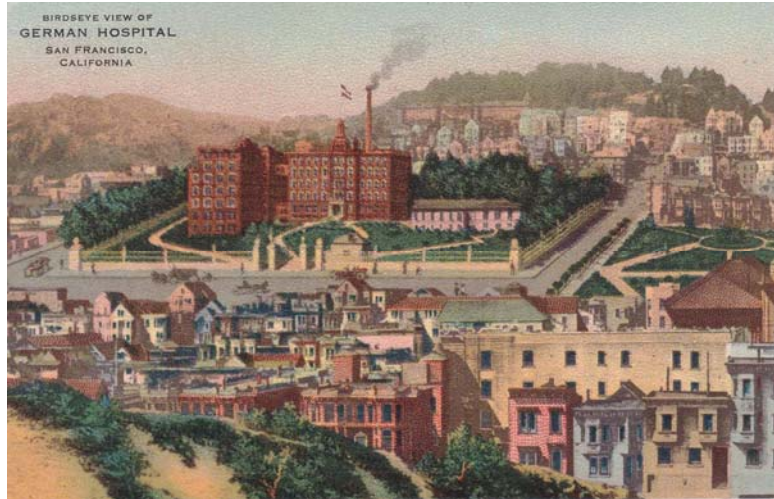


Figure 14. German Hospital, Duboce Park, and Duboce Triangle, ca. 1910  
Source: Postcard collection of Glenn Koch

#### Scandinavians

Many Scandinavian immigrants (those from Sweden, Denmark, and Norway), as well as Finnish immigrants, came to San Francisco in the late nineteenth century. They initially arrived from Chicago and other Midwestern cities in the 1870s and 1880s. Emigration directly from their Scandinavian homelands, especially Sweden, intensified following an economic depression there, which put many shipyard and construction workers out of work. Other Scandinavians and Finns came as merchant seamen. The first recorded Swedish community organization in San Francisco was founded in 1873. Originally called the Original Orpheus Singing Club, the group was renamed the Singing Society Svea. After 1875, the group changed its name to the *Svenska Sällskapet*, or the Swedish Society.<sup>88</sup> Today the organization is known as the San Francisco Swedish Society and its headquarters are located in the Swedish-American Hall at 2174 Market Street in Duboce Triangle, built in 1907 (Figure 15).



Figure 15. Swedish American Hall.  
Source: Page & Turnbull

<sup>87</sup> "Historical Timeline of California Pacific Medical Center," <http://www.cpmc.org/about/history/timeline.html> (accessed January 18, 2007).

<sup>88</sup> Alexander S. Bodi, *Duboce Triangle of San Francisco: A Study of a Community* (San Francisco: unpublished Master's Thesis in Anthropology at San Francisco State, 1983), 10.

San Francisco's Scandinavian communities initially settled in the South of Market area, but by the 1880s a neighborhood was emerging in the Duboce Triangle area. Many worked in seafaring occupations including ship owners and master mariners, sailors, engineers, and fishermen. Others were building tradesmen, such as carpenters, masons, and painters. Many of the builders settled where the houses were being built, and by the mid-1880s the suburban frontier was Duboce Triangle. As a consequence, Scandinavian contractors appear to have been responsible for much of the residential construction in the area.

Similar to other contemporary immigrant and ethnic groups, Scandinavian community life centered around work and religious and social/cultural organizations. Although Swedes, Norwegians, and Danes shared related languages and were mostly Lutheran, each group initially tended to worship, socialize, and marry within their own individual group. Scandinavian churches tended to be separated both by language and theology, with the Danes more likely to be tolerant of alcohol than the more temperate Swedes and Norwegians. Scandia Hall, which was the home of the Swedish community until it was destroyed in 1906, was located on City Hall Avenue in the Civic Center. Closer to home, there were roughly a half-dozen Swedish congregations in the Upper Market area. The center of Swedish religious and cultural activity was Ebenezer Lutheran Church at Fifteenth and Dolores streets. Although this church survived the 1906 Earthquake, it succumbed to a fire in 1993; however the parish hall survives at 208 Dolores Street. The Danish community was centered near the intersection of Church and Market streets. The first Danish church, Ansgar Danish Lutheran Church, was completed on April 6, 1906. It survived the earthquake two weeks later and served as a relief center. The church still stands at 152 Church Street; its name was changed to St. Francis Lutheran Church in the 1960s when the Danish and Finnish Lutherans melded their parishes into one church. It is listed as City Landmark No. 39 (Figure 16).<sup>89</sup>



Figure 16. St. Ansgar Lutheran Church.  
Source: San Francisco Public Library

#### *Mission District*

Similar to Duboce Triangle, the 1869 Coast Survey map reveals that most of the Mission District west of Dolores Street (including Eureka Valley) remained sparsely developed. Until the 1870s, Market Street terminated at Dolores Street. Physical obstacles, including sand dunes covering the blocks between Mission and Dolores streets, as well as Reservoir Hill (now Mint Hill), blocked the westward extension of Market Street. Most of the Mission Dolores Tract was occupied by small dairies and truck farms catering to the local demand for dairy products and vegetables. West of Dolores Street there was very little building, with the notable exception of the complex of buildings at Mission Dolores, which during the 1870s anchored the western terminus of Center (now Sixteenth) Street. Things were different east of Dolores Street. By 1870, the eastern Mission District was increasingly urbanized. According to historian John P. Young:

Before the close of the Sixties nearly all traces of the Spanish occupation had been effaced. There was still an isolated adobe, but the low walled houses with their red

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<sup>89</sup> *Ibid.*, 13.



curbed tiles which a few years earlier had marked the Mission Dolores as a place to visit had practically disappeared. Instead of the Mission being a single street with amply spaced houses, in the rear of which cattle grazed in meadows, it had become an indeterminate sort of place practically connected with the more densely inhabited part of the city. There was still plenty of meadowland, but houses were being erected on many streets which were rapidly taking on the shape of thoroughfares.<sup>90</sup>

As was the case elsewhere in the country in the second half of the nineteenth century, housing development went hand-in-hand with the provision of mechanized transportation. The development of the Mission District really took off after the construction of the Market and Valencia (Blue Line) by the Market Street Railroad in 1883. Beginning at the Market Street Railway's powerhouse at the corner of Market and Valencia, the line extended south along Valencia Street to Sixteenth Street, the most important east-west shopping street in the Mission.

The 1886 Sanborn map illustrates that the section of the Mission District within the Market and Octavia Plan Area was urban in character, with dense pockets of frame rowhouses, freestanding single-family dwellings, workingmen's cottages, mixed-use commercial and residential corner buildings, and scattered religious/cultural and industrial uses. Geared toward middle class and working-class San Franciscans, blocks in the Mission were platted into narrow 25', 26' or 30' wide lots, most of which were 122 1/2' deep, except for the blocks that were bisected by narrow interior alleys like Brosnan and Albion streets.<sup>91</sup> Water service was provided by the Spring Valley Water Company, which had built a large reservoir on the top of Reservoir Hill at Market and Buchanan streets during the 1860s. By the late 1860s, water service was available to most of the Mission District, although not all households took advantage of such sources, preferring to continue an earlier pattern of utilizing wells or cisterns and storing water in tank structures on the rear of the lot. The major streets of the Mission were illuminated by gas lamps, and sewers carried wastewater to Mission Bay.<sup>92</sup>

By the 1890s, the Mission District was urbanizing, as many of the older residences with generous setbacks were replaced with larger multi-family dwellings. Most were of frame construction, and all were designed in various late-nineteenth century styles, notably Italianate, San Francisco Stick, and Queen Anne. In addition to new residential and commercial construction, the City had begun to improve the physical infrastructure of the neighborhood, installing sidewalks, sewers, and paved streets.<sup>93</sup>

Socially and economically speaking, the population of the Mission District was varied, consisting largely of Germans, Scandinavians, and Irish, as well as minority populations that included Italians, Greeks, Mexicans, Scots, Latvians, Jews, and Chinese. By the 1890s, the Mission was becoming a predominantly lower middle-to middle-class district inhabited by immigrants and their children, many of whom had moved there from the adjoining South of Market area. According to historians Issel and Cherny:

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<sup>90</sup> John P. Young, *A History of San Francisco* (San Francisco: Clarke Publishing, 1912), 412.

<sup>91</sup> San Francisco Planning Department, *Inner Mission North 1853-1943 Context Statement* (San Francisco: San Francisco Planning Department, 2005), 20.

<sup>92</sup> Mark Walker and Grace H. Ziesing, eds., *The San Francisco Central Freeway Replacement Project-Alternative 8B: Archaeological Research Design and Treatment Plan* (Rohnert Park, CA: Anthropological Studies Center, Sonoma State University, May 2002), 75.

<sup>93</sup> San Francisco Planning Department, *Inner Mission North 1853-1943 Context Statement* (San Francisco: San Francisco Planning Department, 2005), 20.

Very different patterns of life and work characterized the Mission District, the large area along Mission Street, beginning at about 12<sup>th</sup> Street, where Mission curves to run north and south, and extending west from Mission to the base of Twin Peaks...While the Mission contained many neighborhoods, the area as a whole had a number of unifying characteristics during the late 19<sup>th</sup> and early 20<sup>th</sup> centuries.

The Mission was primarily an area of families. In 1900, more than 95 percent of the population in the few blocks along each side of Mission lived with family members or spouses, among the highest proportions in the entire city. Predominantly white, the population was about a quarter foreign-born, with Irish and Germans the largest groups. The Mission was an area of single-family and two-family homes, its population density far below the citywide average and much lower than the densely packed South of Market.<sup>94</sup>

### *Eureka Valley*

Surveyed during the 1850s as part of the Mission Dolores Tract, much of what is now known as Eureka Valley, was laid out at the same time as Duboce Triangle. The boundaries of Eureka Valley remain controversial today. It is typically understood that the northern boundary is Market Street, the eastern boundary Church Street, the southern boundary Hill Street, and the western boundary Grand View Avenue. For the purposes of the Market and Octavia Survey, the eastern boundary was extended to Dolores Street.



Figure 17. Eureka Valley ca. 1900, looking east.  
Source: San Francisco Public Library

The opening of the Market & Castro Street Cable Car line in 1886 along Market Street to Castro Street opened Eureka Valley to intensive residential development. As the residential builders arrived, the dairies that once thrived in the area were rapidly displaced, although the steep slopes of Twin Peaks remained quasi-rural well into the twentieth century (**Figure 17**). The 1889 Sanborn map indicates that Eureka Valley within the Market and Octavia Plan Area was only moderately developed with small wood-frame cottages and two-story flats. Many were built on speculation in rows of identical cottages with similar footprints. Agricultural operations remained important, with Chinese vegetable gardens occurring on the blocks bounded by Market, Fourteenth, Dolores, Fifteenth, and

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<sup>94</sup> William Issel and Robert W. Cherny, *San Francisco, 1865-1932: Politics, Power, and Urban Development* (Berkeley: University of California Press, 1986), 63.

Church streets. Little in the way of industry was located in the area, with the exception of a large mattress factory on the block bounded by Market, Dolores, and Fifteenth streets.

Socially and economically, the Eureka Valley and neighboring Noe Valley neighborhoods were dominated from an early date by working and lower-middle-class tradesmen, small business owners, civil servants, builders, and artisans. Ethnically the neighborhood was mixed, with Irish, German, British, and Scandinavian immigrants, as well as some old-stock Americans, all calling Eureka Valley home. In 1881, the Eureka Valley Promotional Association was formed to foster public works projects and encourage residential development.<sup>95</sup>

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<sup>95</sup> Mary Duenwald, "Noe and Eureka Valleys," *Pacific* (June 1980), 1.

### ***F. 1906 EARTHQUAKE AND FIRE AND RECONSTRUCTION: 1906-1929***

In the early morning of April 18, 1906, a great earthquake rocked San Francisco. The tremendous temblor shook a few buildings to the ground, knocked some off their foundations, severed gas and water lines, and ignited fires that burned for three days, destroying much of the city. The South of Market area was hit especially hard by both the temblor, which liquefied the expanses of filled or “made” ground in the area. According to the research of Gladys Hansen, the number of those killed was drastically undercounted, especially in the South of Market area, where many of the hotels and boarding houses apparently collapsed on their inhabitants.<sup>96</sup> Fires quickly swept through the area killing trapped survivors and erasing much of the evidence. The adjoining Mission District was also hit hard. Liquefaction occurred along the filled lands of the old creeks and lagoons, collapsing and submerging buildings, and the flames eventually devoured a wide swath bounded roughly by Dolores Street to the west, Market Street to the north (except for two blocks on the west side of Guerrero Street just below Market), Howard Street (now South Van Ness Avenue) to the east, and Twentieth Street to the south. North of Market Street, nearly everything east of Octavia Street was leveled by the “Ham and Eggs Fire.”

Although the entire South of Market and much of the Mission District were destroyed, approximately half of the Market and Octavia Plan Area survived largely intact, including most of Hayes Valley and all of Eureka Valley, Duboce Triangle, and the Lower Haight. This is not to say that there was no damage; according to geologist, H.O. Wood, who investigated San Francisco earthquake damage after 1906:

All over Mission Valley and Hayes Valley, including Upper Hayes Valley, brick walls were cracked and some gables and walls actually fell. Buildings placed on weak frame pinning were frequently displaced slightly from the vertical. In a few cases, weak frame dwellings collapsed as a result of the giving way of weak foundation structure. Most chimney stacks were broken. In no part of this large district was evidence of this kind lacking, although the majority of the structures were fairly substantial frame dwellings, and were of course not seriously damaged. There was much indoor damage, but no investigation of this was undertaken.<sup>97</sup>

One of the most dramatic incidents in the area aside from the fire occurred when the large brick chimney of the Market Street Railway Company powerhouse collapsed at Market and Valencia streets.

#### *Recovery*

The first task in the process of recovery was to house homeless earthquake refugees. During the first days after the disaster, many refugees who had been burned out of their homes set up impromptu camps on scraps of vacant land and in parklands throughout the city. Within the Market and Octavia Plan Area, the Orphan Asylum and the adjoining corner gore block bounded by Market, Hermann, and Buchanan streets became the location of a hastily assembled camp consisting of tents and shacks erected with scraps of wood, tin, and burlap (**Figure 18**). The Relief Committee of San Francisco soon established a series of official relief camps in city parks. Small redwood refugee cottages were assembled by union carpenters to provide temporary housing just in time for the rainy season. Within the Plan Area, Duboce Park became a refugee camp. Nearby, Mission High School served as

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<sup>96</sup> Gladys Hansen, *Denial of Disaster* (San Francisco: Cameron & Company, 1989).

<sup>97</sup> H.O. Wood, “Distribution and Apparent Intensity in San Francisco,” in *The California Earthquake of April 18, 1906: Report of the State Earthquake Investigation Commission in Two Volumes and Atlas, Volume 1*, ed. Andrew C. Lawson (Washington, D.C.: Carnegie Institution of Washington, 1908), 228.

a relief center immediately after the disaster, and refugee camps were set up at Dolores Park and Alamo Square. In all, Relief District IV, which included all of the Plan Area north of Market Street, housed 10,737 refugees. District V, which included the South of Market, Mission and Eureka Valley neighborhoods, housed 8,384 refugees.<sup>98</sup>



**Figure 18. View of refugee camp at Laguna and Market streets  
(1896-1918 Market Street in the center right), 1906.  
Source: Postcard collection of Glenn Koch**

In general terms, residential sections of San Francisco recovered more quickly than industrial areas. The reasons can be explained largely by the fact that people needed shelter before anything else. In addition, wood-frame buildings (the material of choice for most dwellings) were much easier and cheaper to build than masonry structures, typically used for more complex industrial facilities. Furthermore, industrial areas such as the South of Market area recovered at a slower pace due to uncertainty regarding insurance settlements, proposed changes to building codes, and speculation.

#### *South of Market*

Unlike some parts of the City, such as North Beach, that were reconstructed quite rapidly after the 1906 Earthquake, the South of Market area took a decade or longer to recover fully (**Figure 19**). In 1907, a booster organization published a map showing the areas of the city that had been rebuilt. The map, which highlighted all parcels with new construction, temporary structures, or wrecked buildings scheduled to be repaired, indicated that most of the South of Market area remained vacant, including the section within the Market and Octavia Plan Area.

Recovery for the entire city was a lengthy process, necessitating both the demolition of ruined structures and removal of debris. But in many ways, the South of Market area was uniquely affected by the earthquake. The first and most important factor that retarded its recovery was economic insecurity. Although San Francisco's business community launched a public relations blitz to convince potential investors that San Francisco was a safe place in which to do business, many eastern investors were unconvinced that San Francisco would recover, and if it did, that future earthquakes would continue to be a menace to stable property values. A second and often overlooked factor is the reluctance and/or inability of insurance companies to pay out claims in San Francisco. Some companies claimed that the earthquake was an "act of God," and therefore not

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<sup>98</sup> San Francisco Relief Committee, "Map of San Francisco," 1906.

covered by their policies. Eventually, San Francisco's business leaders were able to pressure most solvent insurance companies to pay settlements, although these were often pennies on the dollar.<sup>99</sup>



**Figure 19. Post-1906 Earthquake Destruction in the South of Market.**  
Source: San Francisco Public Library

Another factor behind the slow pace of recovery in the South of Market area was the ongoing debate over whether to extend the downtown fire limits into the South of Market. For most of San Francisco's history, wood-frame structures had been forbidden in the downtown districts. In most of the South of Market, property owners had historically been free to build with whatever material seemed appropriate, leading to the construction of masonry factories and frame dwellings next door to each other. After the earthquake, industrialists hoped to discourage the reconstruction of frame dwellings in the South of Market area. Therefore, in the summer of 1906, the Board of Supervisors considered extending the fire limits into the neighborhood. Although the Board of Supervisors eventually elected not to extend the fire limits, uncertainty over the fate of the neighborhood led many residents to sell out to investors and industrialists.<sup>100</sup>

Reconstruction of the South of Market area moved forward in several distinct periods, beginning with an initial flurry of activity between 1906 and 1913; a later wave after the First World War between 1918 and 1920; and then a large boom in the mid-to-late 1920s. The release of insurance settlements in late 1906 and early 1907 resulted in the rapid reconstruction of many of the better-insured properties.<sup>101</sup> Nevertheless, the 1913-15 Sanborn Fire Insurance Company maps for the South of Market area illustrate a neighborhood that was still substantially unrecovered. In the western part of the neighborhood, within the Market and Octavia Plan Area, most rubble had been hauled away. Much of the area around Market and Twelfth streets was occupied by wrecking yards and stores that sold building materials salvaged from wrecked buildings. Nearby, investors erected temporary buildings to house businesses. Many were lightweight frame buildings that housed lumber and construction materials, livery stables, junk stores, laundries, plumbing supply stores, coal yards

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<sup>99</sup> Stephen Tobriner, *Braced for Disaster: Earthquake-Resistant Architecture and Engineering in San Francisco, 1838-1933* (Berkeley, CA: Bancroft Library and Heyday Books, 2006), 195.

<sup>100</sup> *Ibid.*, 203.

<sup>101</sup> Michael Corbett, *Splendid Survivors: San Francisco's Downtown Architectural Heritage* (San Francisco: California Living Books, 1978).

and second hand stores. Newly constructed industrial buildings also included permanent structures such as breweries and factories.<sup>102</sup>

### *Industrial*

Although there are significant concentrations of residential, commercial, religious, and civic buildings throughout the South of Market area, the predominant character of the district after the quake remained overwhelmingly industrial. In addition, close to 80 percent of the rebuilding took place between 1907 and 1925, giving much of the South of Market area its cohesive character. Although at heart these buildings are functional utilitarian structures, many of the industrial buildings constructed during this period display spare Renaissance or Classical Revival, Gothic Revival, or Art Deco detailing. Insurance underwriting policies ensured that the vast majority of post-quake industrial buildings were built of brick “mill construction” or concrete as security against fire, theft, or earthquake. Industrial buildings, mostly used for warehousing, light manufacturing, or auto repair, were typically built along major arterial streets with storefronts and vehicular and pedestrian entrances facing the street. Many industrial buildings also featured secondary entrances and loading docks on secondary elevations, in particular those that backed onto alleys or driveways.

### *Residential*

The 1906 Earthquake and Fire changed the socio-economic characteristics of South of Market area. After the disaster, the rebuilding of the neighborhood as an industrial area displaced much of the pre-quake residential population. Some residential construction did occur, particularly within a belt of lodging houses and residential hotels along Mission Street and intersecting numbered streets. In addition, some single-family and two- and three-family wood-frame flats were constructed along the narrow alleys and back streets west of Fifth Street. But with insurance settlements spotty and the banks unwilling to loan money to residents of the neighborhood, much of the working-class population of the district (particularly families) was squeezed out, with many taking up residence in the Mission and Potrero Districts. Tellingly, between 1900 and 1910, the population of the South of Market area declined from 62,000 to 24,000.<sup>103</sup>

Residential construction in the Plan Area experienced a brief hiatus during the First World War. After the War, residential construction picked up substantially, with a large number of flats, residential hotels and the occasional single-family cottage erected between 1918 and 1925, particularly along smaller back streets, such as Brady Street. Residential structures fell into two major categories: large, three- to six-story wood-frame or masonry hotels or apartment buildings designed in either the Classical Revival or Colonial Revival styles, and one- to three-story single-family or multiple-family frame houses designed in the Classical Revival, Mission Revival, or Craftsman styles. Residents of the hotels and boarding houses tended to be seasonal workers or elderly single male retirees, while the frame residences more often housed families and boarders. There are several residential hotels and boarding houses within the Market and Octavia Plan Area. Examples include the large Colonial Revival style Hotel Potter, built in 1911 on the northeast corner of Ninth and Howard streets.

Although the residential population of the South of Market area declined significantly after the disaster, it remained largely immigrant or ethnic in origin, working-class in occupation, and leftist in political orientation. As foreign immigration declined during the first quarter of the twentieth century, the proportion of American-born residents began to increase within much of the South of Market area. Various studies of census schedules from 1920 indicate that by this year, a little over half the population of the South of Market area was U.S.-born. The remaining residential population

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<sup>102</sup> Sanborn Fire Insurance Company, Sanborn Maps for San Francisco, California (New York: 1913-15).

<sup>103</sup> “South of Market Street: A Brief Guide to its Architecture,” *Heritage Newsletter* Volume XIII, No. 2 (San Francisco: The Foundation for San Francisco’s Architectural Heritage), 7.

consisted of immigrants from Scandinavia, Germany, Ireland, and Great Britain, with smaller groups from other European nations. The population was overwhelmingly white, with only a handful of Asian, Latin American, or African-American residents.<sup>104</sup>

#### *Mission District*

The northern portion of the Mission District, an area generally bounded by Market, Dolores, Twentieth, and Howard (now South Van Ness) streets, was destroyed in 1906. First, the quake demolished many buildings resting on filled land. Later, the firestorm devoured any structures that survived the temblor, which completed the devastation of the northern Mission—including most of the area that lies within the Market and Octavia Plan Area. Dolores Street’s great width, combined with water miraculously obtained from the famous “golden fireplug” at the corner of Twentieth and Church streets, helped fire fighters to stop the fire from spreading any further west or south, sparing the southern Mission and Eureka Valley. Nevertheless, the destruction was considerable as evidenced by this 1906 view of the Mission looking south from Reservoir Hill (now Mint) Hill (**Figure 20**).



**Figure 20. Mission District, looking south from Reservoir Hill, 1906.**  
Source: Bancroft Library

Unlike the South of Market area, the Mission District was rapidly reconstructed after the 1906 Earthquake. Intense population pressures had a lot to do with it. Thousands of earthquake refugees from the burned-over South of Market area moved south into the Mission District and other outlying neighborhoods, doubling up with relatives, camping in parks, or moving into former single-family houses hastily divided into apartments. This included large numbers of Irish residents who relocated from the South of Market area and would soon lend their own distinct identity to the area.<sup>105</sup>

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<sup>104</sup> Anne B. Bloomfield, “A History of the California Historical Society’s New Mission Street Neighborhood,” *California History* (Winter 1995/96), 388.

<sup>105</sup> Roland-Nawi Associates. *Mission Dolores Historic Context Statement*. Report prepared for the Mission Dolores Neighborhood Association. Sacramento: Roland-Nawi Associates. (2007), 25.



The demand for permanent housing became severe, driving up rents and making the construction of rental housing a lucrative prospect. Residential builders began removing debris from ruined lots, and soon rows of three-and four-story flats were underway within the destroyed sections of the Mission. The post-fire reconstruction put an end to the quasi-rural conditions that formerly existed in some parts of the Mission, with many smaller one-story cottages being moved or demolished to make way for larger apartment buildings and flats. In addition, businesses displaced by the disaster relocated to the Mission District, opening along Mission and Valencia streets, between Sixteenth and Twenty-fourth streets. Later called the “Mission Miracle Mile,” the business district of the Mission became an alternative to the department stores of Market Street, replete with grand theaters, branches of downtown department stores, and social and union halls. Local merchants formed the Mission Merchants Association in 1909. The group lobbied the City to pave Mission Street and ushered in a commercial boom that lasted through the 1930s.<sup>106</sup>

According to historical context data generated by the San Francisco Planning Department as part of the ongoing Inner Mission North Survey and the upcoming Mission District Survey, reconstruction occurred in several waves. The first and by far the biggest wave began in 1906 and extended into 1908. This period was characterized by furious, widespread construction of housing and commercial buildings to meet the immediate needs of the district’s populace. Many structures built during the initial wave of reconstruction were smaller cottages or stores intended to suffice until larger, more permanent structures could be built. This initial construction boom gave way to a less frantic, yet more sustained, period of reconstruction that continued through 1916. Most of the building stock within the Market and Octavia Plan Area occurred during this era of reconstruction. Similar to the adjoining parts of the South of Market area, the majority of the residential construction was designed in the Classical Revival, Craftsman, Mission, and Spanish Colonial Revival styles.<sup>107</sup> Following a brief hiatus during the First World War, the Mission witnessed another burst of building activity in the 1920s, which was an era of increased prosperity and rampant real estate development nationwide.

The 1913-14 Sanborn maps indicate that the parts of the Mission District that lay within the Market and Octavia Plan Area were almost entirely rebuilt with two- and three-story frame flats. A typical scenario involved the construction or purchase of a building by an earthquake insurance claimant, who would then live in the top unit while renting the lower unit(s) to others to help cover his or her mortgage payments.<sup>108</sup> Larger lots contained apartments and pairs and clusters of attached flats, many of which were variations of the San Francisco-based building typology called the “Romeo flat.” Described in more depth at the end of this document, the Romeo flat is in essence a pair of two or three-story flats connected by a semi-enclosed or fully enclosed stair, with windows or open air apertures offset from the living floors by a half story. In the semi-enclosed



Figure 21. Levi’s Plant, circa 1935.  
Source: San Francisco Public Library

<sup>106</sup> Ricardo Sandoval, “Viva la Mision!” *San Francisco Focus* (December 1994).

<sup>107</sup> San Francisco Planning Department, *Inner Mission North 1853-1943 Context Statement* (San Francisco: San Francisco Planning Department, 2005), 28.

<sup>108</sup> “S.F.’s Mission: The ‘Old’ District Died in the Fire,” *San Francisco Chronicle* (May 3, 1962), 4.

arrangement, the open air landings overlooked the sidewalk and street, evoking the balcony scene from Shakespeare's *Romeo and Juliet*, and inspiring the application of the name "Romeo" to the building type.

Unlike the South of Market area, the Mission was predominantly residential, but not entirely so. Market, Mission, Valencia, and Sixteenth streets were lined with mixed-use residential buildings with commercial spaces on the ground floor. In the era before zoning (San Francisco did not enact its first zoning ordinance until 1921), entrepreneurs built light industrial or commercial uses wherever they wished, often in the middle of residential areas. This was especially true in the section of the Mission District that lay within the Market and Octavia Plan Area. The 1913-14 Sanborn Map shows laundry facilities, stables and drayage warehouses, oil and paint warehouses, a marble monument works, as well as the large and important Leonard Lumber Company at 1841 Fifteenth Street and the Levi Strauss Company factory at 250 Valencia Street (a City-designated Structure of Merit). The Levi Strauss factory, designed in 1906 by prominent San Francisco architect Albert Pissis, is a very rare example of a heavy-timber frame, wood-clad, single-use industrial building constructed in San Francisco after the 1906 Earthquake; it may be the only one of its size so designed and built (**Figure 21**).<sup>109</sup>

Religious, social and recreational facilities were not lacking. Roman Catholic churches such as Mission Dolores and other church-sponsored organizations like the Holy Family Day Home and the College of Notre Dame catered to the Mission District's large Irish and German Catholic populations. Perhaps the most famous figure in the Mission District at this time was a religious figure: Father Peter C. Yorke, a well-known Mission District resident, labor activist, crusader for Catholic rights, and fiery advocate for Irish causes. Father Yorke presided over St. Peter's Church on Alabama Street until his death on Palm Sunday in 1925. Yorke's grave became the destination of an annual Irish-American and labor pilgrimage that originated at St. Peter's and ended at his burial site at the Holy Cross Cemetery in Colma.<sup>110</sup>

The neighborhood's growing German and Scandinavian populations were served by several Lutheran churches along Dolores, Guerrero, and Sixteenth streets. Many of the same congregations had appeared on the 1899-1900 Sanborn maps in the South of Market area; their movement to the Mission is indicative of the relocation of South of Market residents to the Mission after 1906. Another South of Market institution that appears on the 1913-14 Sanborn map is the Columbia Park Boys' Club. This club, named after the only public park in the South of Market area, had an overlapping membership with the South of Market Boys, a street gang of sorts that eventually evolved into a social club/charitable organization. It, too, was well-represented in the post earthquake and fire Mission District.

The large number of union halls and trade-specific lodges within the Plan Area suggest the powerful role of labor politics in the Mission District during the early part of the twentieth century. During the post-quake period, frustrations developed in response to wage stagnation and deteriorating working and living conditions in the Mission and other working-class neighborhoods. Tensions found their outlet in the Streetcar Strike of 1907, America's bloodiest transportation strike. This event, which resulted in the death of several people and hundreds of thousands of dollars worth of property damage, largely took place in the Mission District, as striking employees of the Carmen's Union and their families battled United Railroads officials and scabs.

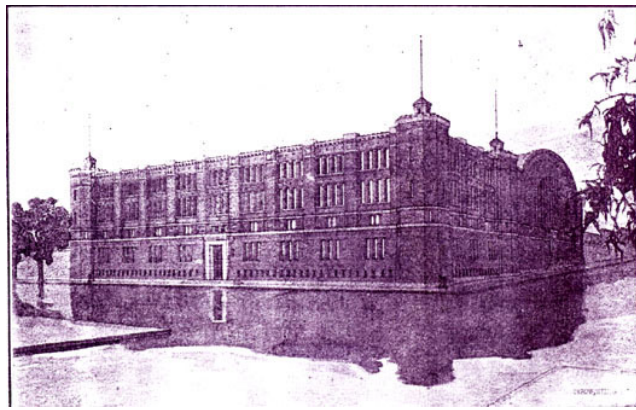
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<sup>109</sup> Christopher VerPlanck, *Historic Preservation Certification Application – The Levi's Building, San Francisco* (San Francisco: unpublished technical report prepared by Page & Turnbull, November 2006).

<sup>110</sup> "Catholic San Francisco," <http://www.catholic-sf.org/103103.html> (accessed February 27, 2007).

Alarmed by the class conflict of 1907, Governor James Norris Gillett—elected in 1907 with heavy financial support from the Southern Pacific Railroad—began strategizing with Southern Pacific officials and other prominent business leaders to find a way to better control future outbreaks of violence. His decision to relocate the proposed State Armory and Arsenal (Mission Armory) from its original proposed site on Van Ness Avenue, to the site of the destroyed Southern Pacific Hospital at Fourteenth and Mission streets, was based on the strategic nature of the site, being located between downtown and the increasingly radicalized Mission District. The imposing Mission Armory, which stands just outside the boundaries of the Market and Octavia Plan Area, was designed as a defensible fortress where state guardsmen could be deployed if there was trouble in the neighborhood. Vigorously opposed by leading members of the Mission community, the armory was constructed anyway, albeit with promises that it would also be used to host boxing matches, a popular spectator sport in the Mission (**Figure 22**).<sup>111</sup>

The Mission District witnessed the growth of its political clout in the years after the 1906 Earthquake. Melding the organization of the city's influential Irish-American Democratic machine and the activism of labor unions, Mission politicians dominated the politics of San Francisco until the suburban exodus of the 1950s. One of the most powerful organizations was the Mission Promotion Association. Formed in the aftermath of the earthquake, the Association was led by prominent Mission politicians such as future mayor James “Sunny Jim”



**Figure 22. Postcard of the Mission Armory, ca. 1928.**  
Source: Postcard Collection of Chris VerPlanck

Rolph, Eustace Cullinan, Mission Bank head C.L. McEnerney, Matt I. Sullivan, Frederick Meyer, and others. The avowed goals of the association, which claimed to represent half the city's land area and two-thirds of its population, were to: “unite and keep united the residents and taxpayers of the Mission district for their material, social and moral advancement.” The Association lobbied for adequate schools, libraries, good streets and boulevards, sewer systems, fire and police protection, parkland, public transit, and enforcement of municipal ordinances to keep the Mission safe, clean, and prosperous.<sup>112</sup> Running on such a platform, native-born Mission resident James Rolph was elected mayor in 1911, keeping this position until elected governor of California in 1930.

A substantial portion of the newer residents of the Mission in the early twentieth century were either Irish-born immigrants or their children, although many other ethnic groups lived in the area, including Italians, Germans, and Scandinavians. Churches in the Plan Area indicate the presence of several other groups, including Armenians and Greeks. Most residents were employed in working-class occupations, with many of the men working as teamsters, carpenters, or longshoremen and the women as domestic servants. Union activism and identity was paramount, with union halls and fraternal organizations prevalent throughout the neighborhood. There were several significant union halls in the Plan Area; one of the most important is the Sheet Metal Workers' Hall at 224-26 Guerrero Street. Designed by architect James E. Percey and completed in December 1906 by William

<sup>111</sup> Christopher VerPlanck, *Historic Resource Evaluation – California National Guard Armory and Arsenal* (San Francisco: unpublished technical report prepared by Page & Turnbull, 2006).

<sup>112</sup> “Mission's Destiny in the Keeping of Strong Organization,” *The San Francisco Call* (December 4, 1909).

Starke of the union Local 104, the Sheet Metal Workers' Hall replaced a building at the corner of Sixth and Market that had been destroyed in 1906. Local 104 of the Sheet Metal Workers Union continued to occupy the building until 1980. The building is San Francisco Landmark No. 150.<sup>113</sup> Other significant union halls in the vicinity included the Building Trades Temple, a large concrete union hall formerly located at 200 Guerrero Street (demolished following a serious fire). Union membership was very high in the Mission District and many residents would only patronize businesses with a union plaque in the window.<sup>114</sup>

Fraternal organizations were also important to residents of the Mission. Once widespread in the United States, fraternal organizations of many types provided a sense of community to their members, as well as providing important social benefits such as assistance with health care and burial costs. Some fraternal groups limited membership to a particular ethnic or religious group. Others were pan-ethnic and centered around business or professional affiliations, often combined with an interest in pseudo-religious rituals and protocol. Of the latter, the Masons and the Odd Fellows are well-known examples. Lesser known are groups such as the Knights of Pythias or the Woodmen of the World—two fraternal lodges once active in the Plan Area. The Order of Knights of Pythias is an international, non-sectarian fraternal order established in 1864 in Washington, DC, by Justus H. Rathbone. In 1909, the order built a large brick office building with meeting rooms at 101 Valencia Street. Designed by San Francisco architects Charles Paff and John Baur, the building was subsequently purchased by the Salvation Army, which used the building as its Northern California and Nevada headquarters until 1989. It was converted to residential use in the 1990s.<sup>115</sup> Another former fraternal organization headquarters building in the Plan Area is the Woodmen of the World (W.O.W.) hall located at 154 Valencia. Built in 1932 according to the designs of architect Harold Stoner, this notable Art Deco style lodge building below the Central Freeway is now occupied by the Baha'i faith.

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<sup>113</sup> Jonathan Malone, *Final Case Report – Sheet Metal Workers Hall* (San Francisco: unpublished case report prepared for the San Francisco Landmarks Preservation Advisory Board, February 3, 1982), 1.

<sup>114</sup> Peter Graumann, "Voices from the Heart," *San Francisco Focus* (December 1994), 70.

<sup>115</sup> Vincent Marsh, *Final Case Report – The Knights and Daughters of Pythias Building* (San Francisco: unpublished case report prepared for the San Francisco Landmarks Preservation Advisory Board, June 15, 1993).

### *Eureka Valley*

Eureka Valley escaped destruction in the aftermath of the 1906 Earthquake and Fire, mostly because the fires were stopped at Dolores Street. Although brick chimneys and foundations were damaged, the rocky slopes resisted the seismic forces much better than the marshy subsoils of the Mission and South of Market. The still-rural district filled an important role after the disaster, supplying much of the milk, vegetables, and meat consumed by homeless refugees filling the city's parks. However, the pastoral days of Eureka Valley came to an end in the years after quake as thousands of earthquake refugees began purchasing lots and erecting cottages and flats in the steadily urbanizing area.<sup>116</sup> Demographically, Eureka Valley was similar to the Inner Mission, with large numbers of Irish, German, and Scandinavian immigrants and their American-born offspring. Eureka Valley experienced a sharp upturn in building activity between 1906 and 1914. The momentum continued after the completion of Twin Peaks Tunnel in 1918 and the Municipal Railway's J-Church streetcar line in 1917. Taking a cue from the Mission Promotion Association, the Eureka Valley Improvement Association formed in 1905 and lobbied for improvements in the Upper Market area during the post-quake era, such as improved streetcar service, better lighting, and public school construction. In addition, the association lobbied owners of large tracts of vacant land to sell to residential property developers "to fill out the district."<sup>117</sup>

The 1913-14 Sanborn maps for Eureka Valley show rows of two- and three-story flats and Romeo flats south of Market Street, as well as larger gable-roofed single-family dwellings. Hartford Street, between Seventeenth and Eighteenth streets, reflects the dominant residential development pattern. Multiple-family housing was also constructed, particularly along Market Street. An excellent example is the large Craftsman apartment building (built in 1909) at 201 Sanchez that lines much of the southern side of Market Street between Noe and Sanchez streets. The small section of Eureka Valley within the Market and Octavia Plan Area was almost exclusively residential, with only a handful of commercial buildings. Schools were also widespread in the neighborhood, reflecting the influx of families into the area. Examples include Sanchez Elementary School and Everett Middle School (**Figure 23**)<sup>118</sup>. While both schools date back to the late nineteenth century, both were rebuilt and enlarged in 1926 and 1928, respectively. They were built on a combined campus created in 1926 by truncating Dehon and Harlow streets and clearing the southern two-thirds of the densely developed block.

*Western Addition/Hayes Valley*  
Although several blocks east of Octavia Street were destroyed in the "Ham and Eggs Fire" in April 1906, the majority of the Western Addition, including Hayes Valley, escaped destruction, although some earthquake damage was evident. In particular, many



**Figure 23. Postcard showing Everett School, Sanchez Street, 1908.**  
Source: Postcard collection of Glenn Koch

<sup>116</sup> Mary Duenwald, "Noe and Eureka Valleys," *Pacific* (June 1980), 12.

<sup>117</sup> "Many Improvements for Eureka Valley," *The San Francisco Call* (August 20, 1910), 11.

<sup>118</sup> These schools were included in the Historic Resources Survey Area, but are no longer within the boundaries of the Neighborhood Plan Area.

brick-faced storefronts collapsed onto the sidewalk along Hayes Street (**Figure 24**). Earthquake refugees set up camp in the area not long after the fires were extinguished, such as the temporary camp erected on vacant ground at Market and Laguna streets. The Western Addition also became home to several semi-permanent camps sponsored by the San Francisco Relief Corporation. Jefferson Square, just north of the Market and Octavia Plan Area, became the location of Camp No. 16, a large camp accommodating 1,710 people in mass-produced refugee cottages.<sup>119</sup> As conditions became more settled, many of the refugees began renting apartments and building new permanent housing in Hayes Valley. During the post-quake era, some homeowners decided to move elsewhere and convert their large single-family dwellings into apartments. Historically a middle-class area, Hayes Valley had become increasingly working-class in character as the housing began to accommodate more earthquake refugees and as those with means departed for newer neighborhoods.



**Figure 24. Earthquake damage along Hayes Street, 1906.**  
Source: Collection of Glenn Koch

Within the surviving sections of the Western Addition/Hayes Valley, little demolition occurred. Rather, every available space seems to have been infilled with new construction. In addition to the conversion of single-family dwellings into multi-family housing, the 1913-15 Sanborn map indicates that larger lots were subdivided and flats built alongside older houses. Cottages and outbuildings were constructed in rear yards to squeeze more residents into the already crowded neighborhood.

The 1913-15 Sanborn map provides some hints concerning the evolving socio-economic character of the neighborhood. The Jefferson Square Building, a large wood-frame building (no longer extant) on the southwest corner of Golden Gate Avenue and Octavia Street, was the headquarters of the San Francisco Socialist Party. Union halls and trade organizations were also interspersed throughout the neighborhood, most notably the Machinists' Hall located at 248 Oak Street (no longer extant). Ethnically, the Western Addition and Hayes Valley neighborhood had become much more diverse as evidenced by a profusion of ethnic organizations and religious congregations. Joining old-stock American Protestant denominations like Church of the Advent at 241-59 Fell Street (extant), and the First Baptist Church at the northwest corner of Octavia and Waller streets (**Figure 25**), were a synagogue at 1022 Golden Gate Avenue (no longer extant), a Japanese YMCA (no longer extant), and St. Paul's German Methodist church at 240 Page Street (extant).

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<sup>119</sup> San Francisco Relief Corporation, *Department Reports of the San Francisco Relief and Red Cross Funds* (San Francisco: annual report of the San Francisco Relief Corporation, March 19, 1907), 18.

Prior to the adoption of citywide zoning regulations in 1921, residential, industrial, and commercial uses could be built wherever the property owner desired. This resulted in the jumbled mixed-use character of parts of the Western Addition and Hayes Valley destroyed by the 1906 Earthquake. According to the 1913-15 Sanborn map, sections of the Western Addition, in particular burned-over blocks located between Van Ness Avenue and Franklin Street, became much more industrial in character, as auto-related businesses such as machine shops, auto repair shops, tire factories, and paint shops opened. These blocks also acquired several large flats and apartment buildings, particularly on prominent corner intersections. Examples include the Jefferson Hotel and Apartments, on the southeast corner of Turk and Gough streets (no longer extant); a large three-story, twelve-unit frame apartment building at 23 Franklin Street (extant); the Yosemite Apartments at 100 Page Street (extant), and the Hotel Raymond, a four-story steel-frame apartment building located on the northeast corner of Franklin and Market streets.



**Figure 25. Postcard showing First Baptist Church, ca. 1915.  
Source: Postcard collection of Glenn Koch**

Several important buildings were also erected on the western edge of the Civic Center, including the Classical Revival style Young Men's Institute at 50 Oak Street, and the Venetian Renaissance style Masonic Temple at 25 Van Ness Avenue (**Figure 26**). Designed by the prominent firm of Bliss & Faville and built in 1911, the steel-frame and concrete fraternal hall reflected the influence of the fraternal organization.



Figure 26. Postcard of Masonic Temple, 25 Van Ness Avenue.  
Source: Postcard collection of Glenn Koch

Public institutional uses, many of which encroached westward from the fast-growing Civic Center, began to infiltrate Hayes Valley during the post-quake era. Examples include John Swett Elementary School (built 1911) at 751 Golden Gate Avenue (extant), San Francisco Fire Department Engine House No. 19 at 54 Waller Street (extant), a public library branch at 271 Hayes Street (no longer extant), the High School of Commerce (built 1927) at 135 Van Ness Avenue (extant), and the State Normal School (predecessor to San Francisco State University), which occupied a block bounded by Laguna, Waller, Hermann, and Buchanan streets. Occupying the site of the Protestant Orphan Asylum, the Normal School operated out of the old orphanage buildings for a number of years. In the early 1920s, the state legislature changed the name to San Francisco State Teachers' College and the curriculum was appropriately expanded. In the 1930s, the legislature again changed the name, this time to San Francisco State College. New buildings were constructed according to a master plan developed by State Architect George MacDougall, including a number of wood-frame buildings that are no longer extant.<sup>120</sup> Middle Hall was completed first in 1924. The campus was eventually rounded out with several more concrete classroom designed by MacDougall in the Spanish Colonial/Mediterranean Revival styles. Later additions to the campus included Anderson Hall (1926), and two others during the 1930s: Anderson Hall Annex and Burk Hall (Training School). The campus was eventually renamed San Francisco State University and the institution moved to Lake Merced after World War II. Recently, portions of the former campus were listed as San Francisco City Landmarks (Wood Halls, the Wood Hall Annex, and Richardson Hall), and the entire campus was listed in the National Register of Historic Places.

#### *Duboce Triangle/Lower Haight*

Like most of the adjoining Western Addition, Duboce Triangle was not heavily damaged by the 1906 Earthquake and escaped the fires that ravaged so much of the city. Aside from the usual cracked foundations and toppled chimneys, the neighborhood remained largely intact. Like nearby Hayes Valley, Duboce Triangle hosted earthquake refugees who streamed into Duboce Park. By July 1906,

<sup>120</sup> Roland-Nawi Associates. *San Francisco State Teacher's College (1921-1935) National Register Nomination*. 2006, 5-9.



the San Francisco Relief Corporation assumed control of the Duboce Park camp, renaming it “Relief Camp No. 19.” Confined to a relatively small area, Camp No. 19 was one of the smaller camps, with 300 residents. Unlike many refugee camps, Camp No. 19 was always a tent camp and never acquired the wooden “refugee shacks” that were constructed in other parks. Surviving for almost a year, Camp No. 19 was closed on February 8, 1907.<sup>121</sup>

Duboce Park and the Lower Haight neighborhoods were gradually repaired, although similar to nearby Hayes Valley, Duboce Triangle was transformed from a middle-class neighborhood of single-family homes before the quake into a more densely populated area of multi-family apartments and flats. Based on information from the 1913-15 Sanborn map, it appears that many single-family residences that appeared on the 1899 Sanborn map were torn down and replaced with larger flats and apartment buildings.



Figure 27. Duboce Apartments.  
Source: Page & Turnbull

Although built immediately before the earthquake, a good example of the new multi-family buildings going up in the area is Duboce Apartments, a 72-unit, four-story frame building located at 50 Church Street (**Figure 27**). Empty lots were developed and formerly generous single-family lots subdivided. Within the Plan Area, the northern part of Duboce Park had been fully built out with flats along Waller Street and identical single-family cottages along Potomac (formerly Portola), Pierce, and Carmelita streets.

The ethnic character of the area still reflected a significant presence of Germans and Scandinavians. The German Hospital continued to occupy the block bounded by Castro, Fourteenth, Noe, and Duboce Avenue. Several Scandinavian churches and social halls, most of which still exist, were built in 1906 or soon thereafter. Examples include Ansgar (now St. Francis) Danish Lutheran Church (1906 – City Landmark No. 39) at 152 Church Street, and the Swedish American Hall (1907) at 2168 Market Street (extant).

#### *Civic Center*

San Francisco’s long-planned Civic Center began to take shape after the 1906 Earthquake and Fire. Part of Jasper O’Farrell’s 1847 Survey of San Francisco, the section of the Civic Center that is within the Market and Octavia Plan Area was originally set aside as part of Yerba Buena Cemetery, a triangular tract bounded by Market, Larkin, and McAllister streets. The strong winds that coursed through the area often uncovered graves, however, which led City authorities to move the cemetery to Pt. Lobos in 1859. The City Parks Department briefly administered the site, but development pressures eventually saw the former cemetery subdivided, with some of the lots sold at auction to pay for a new city hall to be built on the site. Construction of the new San Francisco City Hall began in 1872 on the triangular parcel bounded by City Hall Avenue and Larkin and McAllister streets. Only a

<sup>121</sup> San Francisco Relief Corporation, *Department Reports of the San Francisco Relief and Red Cross Funds* (San Francisco: annual report of the San Francisco Relief Corporation, March 19, 1907), 18.

narrow 100'-wide swath of land facing Market Street, known as Marshall Square, remained publicly accessible.<sup>122</sup> The extravagant new seat of city government took almost three decades to complete, becoming a monument to civic graft and corruption in the process.<sup>123</sup> The building, designed by politically connected architects Shea & Shea, was destroyed in the 1906 Earthquake, in part due to the use of faulty construction methods and inferior materials.

In 1899, San Francisco architect, B.J.S. Cahill, with the encouragement of civic reformer and mayor James Phelan, developed a plan to create a civic center for San Francisco in the area surrounding City Hall. Cahill's plan envisioned rearranging the street pattern and demolishing blighted buildings to create an open precinct incorporating some of the existing public buildings in the area, including City Hall, the Mechanics' Institute Pavilion, Hibernia Bank, and the Federal Courthouse and Post Office. Cahill urged the City to extend the Golden Gate Park Panhandle east to Market Street to serve as a central landscaped mall. Cahill's ambitious proposal was eventually scrapped due to opposition from landowners in the area.<sup>124</sup>

Mayor James Phelan never gave up on the civic center idea, however, believing it necessary for a city of San Francisco's stature. In 1904, he appointed a committee called the Society for the Improvement and Adornment of San Francisco, and within a year the Society had invited noted Chicago-based city planner Daniel Burnham to create a "City Beautiful" plan for San Francisco.<sup>125</sup> The Society also invited B.J.S. Cahill to dust off his plans from a few years earlier. Cahill revived aspects of his 1899 plan, envisioning a large, four-block square plaza bounded by extant public buildings centered at the terminus of the proposed Panhandle extension. Burnham, on the other hand, made the proposed Civic Center a centerpiece of his Plan for San Francisco. He moved it west to the intersection of Van Ness Avenue and Market Street to increase its visibility and make it the hub for several radial avenues. The Burnham Plan, as it is commonly known, was received by the San Francisco Board of Supervisors shortly before the earthquake in the spring of 1906.

In the rush to rebuild San Francisco after the 1906 Earthquake, the Burnham Plan was mostly scrapped. For the most part the awkward arrangement of streets and blocks remained as it had before the disaster with few modifications. One of the only projects that remained alive was the Civic Center. Old City Hall and several other government buildings were totally destroyed in the quake and needed to be rebuilt from scratch. In 1909, Burnham was asked to revise his plans for the Civic Center. His local San Francisco representative, architect Willis J. Polk, retained Burnham's U-shaped plaza at Market and Van Ness. Annoyed that he was not consulted, B.J.S. Cahill argued that the Burnham/Polk plan was impractical, too expensive, and prone to litigation. His arguments were persuasive enough to ensure that the plan was defeated in a citywide vote.<sup>126</sup>

Nevertheless, the approaching Panama Pacific International Exposition, intended to showcase San Francisco's recovery from the earthquake, revived plans for the long-delayed Civic Center. Following his election as mayor in 1911, James "Sunny Jim" Rolph announced his intention to build a new city hall and civic center in time for the opening of the 1915 Exposition. Rolph immediately appointed an Architectural Advisory Commission composed of architects John Galen Howard, Frederick W. Meyer, and John Reid, Jr., and in March 1912, voters approved an \$8.8 million bond issue to build the new City Hall and Civic Center. According to the adopted master plan, there would be a plaza at the center (bounded by McAllister, Larkin, Grove, and Polk streets), with City Hall anchoring the

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<sup>122</sup> Michael Corbett, *National Register of Historic Places Inventory – Nomination Form: "San Francisco Civic Center"* (San Francisco: unpublished report, 1974), 8-1.

<sup>123</sup> Ibid.

<sup>124</sup> Ibid.

<sup>125</sup> Ibid.

<sup>126</sup> Ibid.

west side, the new State Office Building and Courthouse to the north, the San Francisco Public Library to the east, and the Civic Auditorium to the south. All were to be designed in the Beaux Arts-influenced American Renaissance style. Design competitions were held for the first buildings and by early 1916, City Hall, the Civic Auditorium, the Library and the Powerhouse were completed. The State Office Building was not completed until the mid-1920s. Eventually, by the early 1930s, the Civic Center acquired the War Memorial Opera House, Health Department, and Federal Building. Today, the San Francisco Civic Center is considered to be the most complete manifestation of a City Beautiful-inspired civic center in the United States **(Figure 28)**.<sup>127</sup>



**Figure 28: San Francisco Civic Center, ca. 1925.**  
Source: San Francisco Public Library

Most of this activity did not occur within the boundaries of the Market and Octavia Plan Area. According to the 1913-15 Sanborn maps, the Plan Area contained a variety of building types, including several auto garages and residential hotels.

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<sup>127</sup> Michael Corbett, *National Register of Historic Places Inventory – Nomination Form: “San Francisco Civic Center”* (San Francisco: unpublished report, 1974), 8-4.

***F. DEPRESSION, WORLD WAR II, AND POSTWAR AFTERMATH: 1929-1950***

The Depression and the Second World War affected San Francisco significantly. Diminishing investment in private construction and later war-time restrictions on the use of building materials meant that, for the most part, very little new private construction occurred in the Plan Area during the 1930s and 1940s. Government spending on construction, though, increased substantially. Within the Plan Area, the San Francisco Department of Public Works extended Van Ness Avenue and Gough Street south of Market Street in the mid-1930s, spurring new construction in the South of Market area. The Treasury Department constructed the new U.S. Mint on top of Reservoir Hill (now Mint Hill) in 1937, and WPA funding resulted in important additions to the State Teachers' College. This period was also marked by the greatest influx of people since the Gold Rush, with the arrival of thousands of war workers during the early- to mid-1940s. This influx resulted in notable demographic transformations in certain neighborhoods, as well as physical changes as property owners remodeled already cramped residential units to accommodate the new arrivals.

*South of Market Area*

By 1929, most of the South of Market area within the Market and Octavia Plan Area had been built out as a mixed-use district of concrete and masonry light industrial loft structures, garages, and significant concentrations of housing. Several undeveloped parcels or properties occupied by “temporary” structures erected after the 1906 Earthquake remained, although most of these were redeveloped during the 1930s. In terms of socio-economic status, the Plan Area was similar to the rest of the South of Market area. Traditionally occupied by single working-class males and smaller numbers of Irish-American and Scandinavian-American families, the South of Market became increasingly diverse during the 1930s and 1940s as African-Americans and Latin American immigrants began to move into the area in search of inexpensive housing.



**Figure 29. South Van Ness Avenue Extension, 1931.**  
Source: San Francisco Public Library

One of the most important events in the Plan Area during the 1930s was the extension of South Van Ness Avenue in 1931. Prior to that time, vehicular traffic had been impaired by the lack of a direct route across Market Street—a result of Jasper O’Farrell’s 1847 survey which divided either side of

Market Street into vastly different grids. The need to resolve this logjam acquired urgency with the routing of U.S. 101 along Van Ness Avenue in 1933. As a solution, the Department of Public Works condemned dozens of properties in a swath through the Plan Area, demolished or truncated several buildings, and extended Van Ness Avenue south to Howard Street, which was renamed South Van Ness Avenue in 1933 (**Figure 29**). Several businesses acquired the residual irregularly sized lots and began constructing new buildings along South Van Ness and nearby streets. Examples include the San Francisco Recorder Building (1935) at 125 Twelfth Street (extant), the Dairymen's Building (1937) at South Van Ness and Thirteenth Streets (extant), and the Coca-Cola bottling warehouse (1941) at 1500 Mission Street (extant). Another notable building erected nearby is the Pacific Telephone and Telegraph Exchange Building (1937) at 1 McCoppin Street (extant).

Perhaps more so than any other part of the Plan Area, the Depression cast a long shadow over the South of Market area. With many local businesses either closed or running on a reduced workforce, many members of the predominantly male workforce found themselves competing with younger able-bodied men for scarce work. Although the passage of the New Deal work relief programs in 1933 created some work, many of the residents of the South of Market area were older and incapacitated by a lifetime of hard work, poor nutrition, and heavy alcohol use.

The Second World War brought great changes to the South of Market area and the rest of San Francisco. War workers, lured by the prospect of a job at reasonably good wages and perhaps a change of scenery, inundated San Francisco, Oakland, Richmond, South San Francisco, and other industrial communities ringing the Bay. Many of the newcomers were white Dust Bowl refugees from Oklahoma, Texas, and Arkansas. Others were African-Americans from Louisiana, Texas, and Mississippi, seeking relief not only from the poverty of that region but also from Jim Crow laws and segregation. In addition, Latin American immigrants from El Salvador, Nicaragua, and Mexico, as well as immigrants from the Philippines, began to establish small communities of blue collar laborers in the area. The new migrants swelled the population of South of Market and changed the racial and ethnic balance of the area. In 1940, the entire South of Market area was only 5 percent non-white, but by 1950 the figure had reached 14 percent.<sup>128</sup>

#### *Mission District*

Like the rest of the Market and Octavia Plan Area, the Mission District was largely built out by 1929 and saw little physical change until the end of the Second World War. The 1950 Sanborn maps show limited new construction, particularly in the northern part of the Mission, where industrial, printing, and automotive uses were steadily encroaching on post-1906 residential construction. Similar to the South of Market, manufacturing, warehousing, and wholesale operations mingled with flats and cottages along Minna, Natoma, Capp, and Duboce Avenue.

While thousand of Mission residents—including women working in the war industries—participated in the Second World War, there was also an influx of war workers. Although the Sanborn maps indicate that some flats and single-family residences had been converted into lodging houses, this phenomenon does not appear to have been as widespread as in Hayes Valley or the rest of the Western Addition. Rather, many of the war workers in the Mission seem to have been housed in Valencia Gardens, a public housing project for war workers. Designed by modernist architect William Wilson Wurster, Valencia Gardens was located just south of the Plan Area on the former site of Recreation Park—a block bounded by Fourteenth, Valencia, Fifteenth, and Guerrero streets. After the war, it housed members of the increasingly poor Mission District. The project was demolished in

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<sup>128</sup> Anne B. Bloomfield, "A History of the California Historical Society's New Mission Street Neighborhood," *California History* (Winter 1995/96), 389.

2004 to be replaced by a low income housing complex, also called Valencia Gardens, completed in 2006.

As discussed earlier, the Mission had developed its own cohesive culture of ethnic churches, bars, union halls, groceries, funeral parlors—even the “Mission Accent,” an amalgam of German, Irish, and American accents likened to a thick Brooklyn drawl. By the 1930s, it also had its own “downtown” centered along Mission Street. Called the “Mission Miracle Mile,” this shopping district extended along both sides of Mission Street between Sixteenth and Twenty-fourth Streets, just south of the Market and Octavia Plan Area. Downtown department stores, such as Hale Brothers, operated branches here during the 1930s and 1940s alongside local banking institutions, such as the Hibernia and New Mission Savings Bank. Mission Street also included an entertainment district anchored by movie theaters and Vaudeville houses. These included the El Capitan, Tower, Grand, New Lyceum, and Rialto theaters, as well as the colossal 3,000-seat New Mission Theater (none within the Plan Area). Catholic institutions provided medical and child care facilities, in particular Mary’s Help Hospital at 145 Guerrero Street, and the Holy Family Day Home at the northeast corner of Sixteenth and Dolores streets (demolished).

Sports were also immensely important in the Mission District. Residents could watch boxing matches at the Mission Armory or at National Hall, located at Sixteenth and Mission streets. The latter was known as a “bucket of blood” arena, because spectators allegedly did not expect to see a clean fight. Two baseball teams, the San Francisco Seals and the Mission Reds, played at a stadium at Recreation Park (later replaced by Valencia Gardens) until 1931, when the Seals moved to the newly constructed Seals Stadium at Sixteenth Street and Potrero Avenue. The Reds continued playing at Recreation Park until the team moved to Hollywood in 1937.<sup>129</sup>

The proportion of immigrant residents had declined markedly as American-born Mission residents began to outnumber their foreign-born parents and grandparents. In 1910, over one-third of the Mission was foreign-born; by 1940 this figure had dropped to a little over twenty percent.<sup>130</sup> Following the Second World War, many established residents of the Mission District, who were of predominantly European ancestry, began an exodus to newer, outlying suburbs, leaving behind an older, deteriorating inner-city neighborhood. Beginning in the late 1940s and early 1950s, significant numbers of Latin American immigrants, including Central Americans (mostly Salvadorans and Nicaraguans) and Mexicans, took up residence in the Mission. Some were railroad workers recruited by the Southern Pacific and Santa Fe Railroad, while others were employed at the shipyards of the Central Waterfront. Many of the new Catholic arrivals began to attend the older Catholic parishes that had continued to serve the dwindling numbers of Irish, German, and Italian parishioners. The first Spanish language congregation to establish itself in the Mission (at least since Mission Dolores) was El Buen Pastor Church, a located at Sixteenth and Guerrero streets.<sup>131</sup>

### *Eureka Valley*

Throughout much of its history, Eureka Valley shared a similar path with its neighbor the Mission District. By 1929, Eureka Valley was largely built out, although some of the steeper hillsides in the western portion of the neighborhood remained undeveloped into the 1960s and 1970s. The area had become a gateway for newer neighborhoods west of Twin Peaks, first with the opening of the Twin Peaks Tunnel in 1918, followed by the opening of the Sunset Tunnel in 1928, and finally culminating with the completion of the Market Street Extension in the late 1920s. The completion of the Market

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<sup>129</sup> Peter Graumann, “Voices from the Heart,” *San Francisco Focus* (December 1994), 70.

<sup>130</sup> San Francisco Planning Department, *Inner Mission North 1853-1943 Context Statement* (San Francisco: unpublished technical report prepared by the San Francisco Planning Department, 2005), 32.

<sup>131</sup> *Ibid.*

Street Extension allowed suburban development to creep higher up the steep hillsides of Twin Peaks, encroaching on the few remaining farms and rural properties (**Figure 31**).



**Figure 31. Eureka Valley Neighborhood from Corona Heights, 1945.**  
Source: San Francisco Public Library

According to the 1950 Sanborn maps, the neighborhood of Eureka Valley had undergone comparatively few physical changes since 1915 when the last map had been published. The most significant changes had taken place in the commercial shopping areas along Market Street and Castro Street, although many early pre-quake and immediate post-quake commercial buildings continued to survive. A good example of 1920s-era construction in the Plan Area is the three-story mixed-use commercial and residential building at 2253 Market Street, built in 1927. Another notable change in the neighborhood occurred in 1939, when MUNI decided to discontinue the Castro Street cable car line after taking over the Market Street Railway.<sup>132</sup>

Similar to the Mission, Eureka Valley's demographics do not seem to have changed much during the Depression or the Second World War, remaining a predominantly Irish, German, and Scandinavian working-class and middle-class neighborhood until the early 1970s.<sup>133</sup>

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<sup>132</sup> "Eureka Valley Service Argued: Cahill Opposes taking over Lines of Market Street Railway," *San Francisco News* (May 5, 1939).

<sup>133</sup> Mary Duenwald, "Noe and Eureka Valleys," *Pacific* (June 1980), 12.

*Western Addition/Hayes Valley*

Very little privately funded new construction occurred in the greater Western Addition or Hayes Valley between the Depression and the Second World War. As suggested by historic photographs of the area, most of the neighborhood remained residential in character with rows of pre-1906 single-family dwellings and flats, as well as more recent apartment buildings with commercial spaces on the bottom floor (**Figure 32**). The most notable building activity, as evidenced by the 1950 Sanborn maps, was the construction of several major City and State-sponsored institutional buildings associated with the nearby Civic Center, as well as buildings for religious or fraternal organizations. Most of these buildings were constructed outside the boundaries of the Market and Octavia Plan Area, such as the Opera House and the Veterans' Memorial Building, both designed by Bakewell & Brown and constructed on Van Ness Avenue in the 1930s.



**Figure 32. Turk Street at Franklin, ca. 1929.**  
Source: San Francisco Public Library

Despite the pause in construction activity during the 1930s and early 1940s, the 1950 Sanborn maps indicate that notable amounts of infill development had taken place in the Plan Area since the 1913-15 maps were drawn. Former livery stables had proven especially susceptible to redevelopment. Many were replaced with apartment buildings or commercial buildings, particularly along Franklin and Gough streets. Many of the laundries that appeared on the early maps had also succumbed to redevelopment or were converted to automotive or military supply related businesses, such as a gun-sight manufacturer at 355 Hayes Street (1924, extant). Service stations were also constructed on prominent corners like Franklin and Grove, and Gough and Fell streets, testifying to the rise in popularity of the automobile. Some empty lots remained on the 1950 Sanborn maps—especially just west of the Civic Center—suggesting that property owners were simply biding their time to sell. Farther from the Civic Center, the 1913-15 and 1950 Sanborn Maps do not reveal as many changes, although the Socialist Party Headquarters on the southwest corner of Golden Gate Avenue and Octavia Street was demolished and replaced with a gas station. Within the heart of Hayes Valley, many of the older dwellings that appear on the 1915 Sanborn map as single-family dwellings had been converted into multi-family properties by the time the 1950 map was published.



As the so-called “Arsenal of Democracy” during the Second World War, the Bay Area was home to hundreds of major war industries, including several major shipyards in San Francisco, Richmond, Alameda, and Marin City. Munitions factories, optical equipment works, vehicle manufacturing plants and other facilities rounded out the picture. In need of labor, the Federal Government and private industries recruited thousands of workers from the rural south, many of whom were African-American. Throughout the 1940s, thousands of African-Americans crowded into Western Addition apartment houses and Victorians vacated by Japanese-Americans forcibly sent to internment camps. Within months, the first African-American neighborhood had formed along Fillmore Street, just north of the Plan Area. Gradually, the African-American population expanded into the Plan Area south along Fillmore, and east along Webster into Hayes Valley.<sup>134</sup> The demographic changes are hinted at on the 1950 Sanborn maps, which reveal that many of the older mainline Protestant churches and social halls had been supplanted by African-American congregations, such as the former Seventh Day Adventist Church at 916 Laguna, which was converted to Bethel African Methodist Episcopal (AME) Church during the 1940s.

Overcrowding and lack of maintenance by absentee landlords began to show on the exteriors of the aging Victorian-era rowhouses and flats that still dominated the area. During the 1940s, many landlords stripped facades of difficult-to-maintain ornament and replaced it with stucco siding. Although clearly in need of African-American labor, many in the city’s white power structure worried about the migration of large numbers of African-Americans into the Western Addition. Reacting to the influx, most banks stopped loaning money to owners or prospective homebuyers in the Western Addition, effectively red-lining the area and dooming it to increased decay and decline. These factors set the stage for the massive federally funded urban renewal projects that would reshape much of the Western Addition following the Second World War.<sup>135</sup>

Not everyone wanted to see the destruction of the Western Addition. Many artists and writers lived there because of the cheap rents, convivial atmosphere, and picturesque settings provided by the background of decaying Victorian mansions. According to the authors of the New Deal-era Federal Writers’ Project’s volume on San Francisco, entitled *San Francisco: The Bay and its Cities*, the Western Addition was still viewed as a vital part of the City:

Like the backyard of some imposing but superannuated mansion, the Western Addition is cluttered with the discarded furniture of the city’s Gilded Age. It is a curious district whose claim to distinction is its disdain of all pretense. It is not beautiful, and yet San Franciscans refer to it almost affectionately as “The Fillmore,” the name of its busiest thoroughfare, and love it, as Charles Caldwell Dobie says, “for its supreme grotesqueness.”

The preposterous old houses built here in the 1870’s and 1880’s when San Francisco was expanding westward, and spared by the flames of 1906, are monuments to the bonanza era. In them the *nouveaux riche* of the Gilded Age attempted to outdo the fantastic wooden castles on Nob Hill. What the jigsaw and the lathe could not accomplish the builders supplied with Gothic arches and Corinthian pillars, with Norman turrets crowned by Byzantine domes, with mansard roofs, balconies, gables, and stained-glass windows. Interiors were resplendent with horsehair divans, marble-topped tables, and bronze statuary. Gaslight flickered in dim vestibules and

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<sup>134</sup> Mark Walker and Grace H. Ziesing, eds., *The San Francisco Central Freeway Replacement Project-Alternative 8B: Archaeological Research Design and Treatment Plan* (Rohnert Park, CA: Anthropological Studies Center, Sonoma State University, May 2002), 89.

<sup>135</sup> *Ibid.*

up redwood staircases. No longer fashionable, the old mansions have been converted into boarding houses and housekeeping rooms.<sup>136</sup>

Deteriorating housing was not the only concern of city authorities. The influx of thousands of war workers had pushed the population of San Francisco up from 634,394 in 1930 to 775,357 in 1950, and this figure was likely even higher in 1945. The influx put pressure on San Francisco's aging public transport system. Although the Municipal Railway (MUNI) had been created as early as 1912, the city still faced competition from the Market Street Railway, which ran competing sets of tracks on Market Street, causing inefficiencies and gridlock. The Market Street Railway had anticipated that it would be taken over by the City for years, and had failed to invest in rolling stock or major maintenance of its lines. In 1944, MUNI used its wartime profits, brought about by heavy ridership, to buy out the Market Street Railway. MUNI then began making plans to remove the streetcars and replace them with new gas-powered buses.<sup>137</sup>



Figure 33. Church and Market streets in Duboce Triangle, 1940s.  
Source: San Francisco Public Library

#### *Duboce Triangle*

Many of the same factors that characterized the Western Addition and Hayes Valley during the Depression and the Second World War were also present in Duboce Triangle. Largely built out by 1950, the Sanborn maps published that year show little evidence of much new construction, aside from the occasional residential infill project or filling station along Market Street. Some temporary post-quake frame structures remained, although most had long since been replaced with more permanent structures. Other new construction occurred on the sites of livery stables, coal yards, and large freestanding single-family residences. A photograph taken of a flood at Church and Market streets in the early 1940s depicts commercial buildings on Market Street (**Figure 33**).

At the beginning of the Depression, Scandinavian institutions continued to thrive in the Plan Area, particularly those serving the still-growing Finnish immigrant community. In 1928, Finnish immigrants Matti and Sandra Finnilla built a one-story brick commercial building on a vacant lot in the 2500 block of Market, just east of Noe Street, to house a Finnish style sauna. The building, which also housed several storefronts and a residence for the Finnilla family, stood until 1986 when it was

<sup>136</sup> Compiled by Workers of the Writers' Program of the Works Projects Administration in Northern California, *San Francisco: the Bay and its Cities* (New York: Hastings House Publishers, 1940), 282.

<sup>137</sup> *Ibid.*

torn down and replaced by the concrete Market/Noe Center.<sup>138</sup> In 1935, the Finnish Lutheran Evangelical Church opened in a new building at 50 Belcher Street (extant).

Although no detailed studies of the demographics of Duboce Triangle have been completed, anecdotal accounts record the gradual emigration of long-term Scandinavian residents (in particular, Swedes) to outlying suburbs of San Francisco and to the East Bay. This outbound migration had begun as a trickle during the 1910s but increased steadily, especially after World War II. As the pioneer Scandinavian immigrants departed from the neighborhood, some of the churches began to fold. The Scandinavians were largely replaced by white war workers from all over the United States. Many rented from recently departed Scandinavian landlords. Some older Scandinavian people remained in the area, but the neighborhood was reportedly deteriorating due to overcrowding and lack of adequate maintenance.<sup>139</sup>

During the 1940s, Duboce Triangle was chosen as the site for the San Francisco Farmers' Market. Built on a large undeveloped parcel where the Safeway now stands, the farmers' market was the first of its kind in the nation. Nearby, the U.S. Treasury constructed the new San Francisco Mint on top of Reservoir Hill, formerly the location of a municipal reservoir. Designed by Supervising Architect of the U.S. Treasury, Gilbert Stanley Underwood, the U.S. Mint was a major New Deal-financed public works project for San Francisco. The Moderne style Mint took on the functions of the Old Mint building, located at Fifth and Mission streets.

#### *Lower Haight*

Between 1929 and 1950 very little change appears to have occurred in the small section of the Lower Haight neighborhood within the Market and Octavia Plan Area. Part of the greater Western Addition, the opening of the Duboce Tunnel in 1928 ushered in an era of suburbanization as long term residents moved out to the western suburbs (**Figure 34**).



**Figure 34. Duboce Park with Duboce Tunnel in background, 1929.**

**Source: San Francisco Public Library**

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<sup>138</sup> Dennis Richards, "Market Noe Center History.

<sup>139</sup> Alexander S. Bodi, *Duboce Triangle of San Francisco: A Study of a Community* (San Francisco: unpublished Master's Thesis in Anthropology at San Francisco State, 1983), 3.

*Civic Center*

Unlike many other U.S. cities that sponsored ambitious City Beautiful civic centers, San Francisco authorities largely adhered to the original master plan, completing component buildings even during the Depression and the Second World War. The first building completed in the 1930s was the Health Department headquarters, a building by Samuel Heiman with an adept Classical façade most likely designed by Arthur Brown. Also by Arthur Brown were the twin Veterans Building and War Memorial Opera House, both completed in 1932 on the west side of Van Ness Avenue, opposite City Hall. The final significant Beaux Arts building constructed in the Civic Center was the Federal Building, completed in 1936 by Bakewell & Brown.<sup>140</sup>

The developments described above occurred just outside the boundaries of the Market and Octavia Plan Area. As described in the previous chapter, the Plan Area consisted largely of mixed-use commercial buildings, one- and two-story concrete automotive repair facilities, three- to five-story masonry apartment buildings and residential hotels, and a large complex built by the American Automobile Association of California. The most imposing building in the Plan Area was certainly the Fox Theater. Built in 1929, the Fox was the largest theater in San Francisco and it dominated the intersection of Market, Hayes, Larkin, and Tenth streets until its demolition in 1966 (**Figure 35**).



**Figure 35. Fox Theater.**  
Source: San Francisco Public Library

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<sup>140</sup> David Gebhard et al, *The Guide to Architecture in San Francisco and Northern California* (Salt Lake City: Peregrine-Smith Books, 1985 ed.), 86-7.

### ***G. THE POST-WAR ERA: 1950-1961***

Between 1950 and 1961, the Market and Octavia Plan Area probably changed more, physically and socially, than it had at any time since the 1906 Earthquake. In large part, these changes were driven by the national post-War suburban housing boom, which saw a substantial exodus of middle-class white San Franciscans. In addition, there was growing anxiety in the business community over San Francisco's ability to compete with newer suburbs. Prior to the war, San Francisco had very little to fear from its much smaller neighbors. But after the war, suburban business leaders began to court San Francisco businesses, touting better access to bridges, railheads, and freeways; plentiful undeveloped land; pro-business labor policies; favorable tax rates; and less complicated regulatory infrastructure. Civic authorities reacted to the city's perceived decline with alarm. To some, the best response was to make San Francisco more like the suburbs through redevelopment. The result—much of which occurred after the period of significance—resulted in the demolition of hundreds of buildings for new housing and commercial sites. Freeway construction, intended to smooth the way for suburban commuters and to improve connections between the bridges for through-travelers, also decimated large sections of the Plan Area.<sup>141</sup>

#### *South of Market Area*

After the Second World War, the South of Market area settled back into its longtime role as a provider of inexpensive housing for single male workers and retirees—though now with a large admixture of non-white domestic migrants and foreign immigrants. As during the pre-war period, many of the residents of the area were poor, often living on fixed incomes and public or private assistance. Although conditions were not necessarily optimal from a middle-class standpoint, many residents of the South of Market area enjoyed its relatively sunny weather, proximity to shops and social services, level streets, and tight community. In 1965, William Colvin, a retired painting contractor, reported:

Most people don't understand, but let me tell you, a man can enjoy freedom here. All of us have many friends. To us, this has been a home for years. We enjoy life...Most of all there is something spiritual about all of this...We have something that couldn't be replaced with all the money the federal government could put in here. We like it the way it is. We want to stay."<sup>142</sup>

The South of Market area was also under development pressure from the private sector. Fearing competition from the growing suburbs, business leaders envisioned the South of Market area as a tabula rasa upon which to build a new downtown. Indeed, much of the South of Market area lay adjacent to the central business district, and the large lots made possible by the 100-Vara Survey were ideally suited to major projects. This market pressure placed the resident population, given its relative lack of economic means, social support, and political power, under threat of displacement.

Similar to the Western Addition, the South of Market area was hard hit by freeway construction. The Bayshore Freeway was completed first, and by 1953 it extended north from Alemany Boulevard to Seventh and Bryant streets. Soon the viaduct was extended eastward to meet the Bay Bridge viaduct at Fifth and Harrison streets. By 1958, the Central Freeway—the connector between the Bayshore Freeway and the proposed Golden Gate Freeway—had been shoehorned through the southwestern corner of the South of Market, within the Market and Octavia Plan Area, resulting in the demolition

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<sup>141</sup> Mel Scott, *The San Francisco Bay Area: A Metropolis in Perspective* (Berkeley: University of California Press, 1959), 267.

<sup>142</sup> Quoted in Anne B. Bloomfield, "A History of the California Historical Society's New Mission Street Neighborhood," *California History* (Winter 1995/96), 390.

of a large swath of warehouses and manufacturing facilities along Division and Thirteenth streets, and Duboce Avenue.<sup>143</sup>

#### *Mission District*

Upon returning from overseas, many Irish-American (and other) Mission District war veterans took advantage of low-interest GI home loans and moved out to the newly developed housing tracts of the Sunset District, the Parkside neighborhood, Marin County, or the Peninsula. In 1962, Mission-born Eneas J. Kane, executive assistant to Congressman John F. Shelley, explained the exodus:

It wasn't just status an Irishman was seeking when he moved to the Parkside... He wanted a yard with some grass and a park nearby. The Mission had the climate but it wasn't the place to raise a family. Nobody wants his kids to play in the street.

The exodus from the Mission District exacerbated existing problems of physical and social decay. The Mission Miracle Mile, once the primary shopping destination for much of San Francisco below Market Street, started to decline. An article in the April 2, 1952 edition of the *San Francisco News* describes measures taken by Mission merchants to counteract some of their customers' perceived fears, including cleaning up litter, restricting panhandling, and cutting down on public drunkenness. In addition, the article mentions steps taken by the Mission Merchants' Association to remodel the aging Victorian shop fronts with more contemporary, "modern" fixtures. Many of the Moderne facades and storefronts located along Mission and Valencia streets date from the early 1950s when the Mission Merchants' Association was working hard to reinforce the Mission's role as the second-most important "downtown" business district in San Francisco. In a plea to former residents who had departed for the suburbs, the author of the article described how the Bayshore Freeway (then under construction) would make it possible to drive into the neighborhood safely and easily from the suburban districts.<sup>144</sup>

As American-born residents abandoned the Mission in the 1950s, they were gradually replaced by Mexican and Central American immigrants. The immigration of working class Latinos was facilitated in part by the existing Hispanic community, the presence of Catholic parishes in the area, and by the availability of relatively cheap, higher density housing located along transit lines near the employment centers of Downtown and South of Market. From the 1950s to the present, the continued influx of immigrants from these countries has transformed the Mission into San Francisco's largest predominantly Latino neighborhood.

By 1960, the Mission District was almost a quarter Latino.<sup>145</sup> Department stores and theaters along Mission Street which once catered to older Irish, German, Scandinavian, and Italian-American residents were converted into shops and community institutions serving the Latino community (**Figure**



**Figure 36. Crowd on Mission Street, 1958.**  
Source: San Francisco Public Library

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<sup>143</sup> San Francisco Planning Department, "San Francisco Trafficways Plan" (San Francisco: 1951; amended 1955).

<sup>144</sup> "Mission Miracle Mile: 'World's Largest Store.'" *The San Francisco News* (April 2, 1952), 40.

<sup>145</sup> Ricardo Sandoval, "Viva la Mision!" *San Francisco Focus* (December 1994).

36). Murals commemorating Latino history and culture transformed walls and fences into vivid public art. The Latino character of the new residents was also reflected in public monuments, such as the statue of Mexican revolutionary Miguel Guadalupe Hidalgo, erected in Dolores Park in 1962.

Later, in the mid to late-1970s, the northwestern Mission District would also increasingly become identified with women's issues, including the opening of the Woman's Building in 1979 on 18<sup>th</sup> Street, as well as bars and shops catering to a

predominantly lesbian clientele along Valencia and 16<sup>th</sup> streets.<sup>146</sup>

The reaction of long-time Mission residents to the transformation of the Mission District was generally non-committal if not optimistic. Although some old-timers complained about the neighborhood "running down," others felt that the neighborhood was enjoying a "renaissance." According to Irving Kriegsfeld, the executive director of the Mission Neighborhood Centers:

The Spanish founded San Francisco in the Mission, so this 'invasion' is really a return of the original settlers in a sense. The only problem is how to keep them (Latinos) here. The greatest threat to the Mission District is the moving van."<sup>147</sup>

Meanwhile, government planning officials attributed many of the Mission's problems to development patterns that existed prior to the implementation of zoning, in particular the indiscriminate mixture of industrial, residential, and commercial uses on a single block. Other problems cited included the absentee ownership of property in the Mission, which amounted to 80 percent in 1960. Nevertheless, the perceived problems were not of a scale to attract the intervention of the Redevelopment Agency.<sup>148</sup>

#### *Eureka Valley*

Unlike much of the Market and Octavia Plan Area, Eureka Valley did not initially undergo a significant demographic shift during the immediate postwar era. Likewise, it largely escaped both urban renewal and freeway construction. According to most contemporary accounts, Eureka Valley remained a largely Irish-American (with some German and Scandinavian-Americans) working-class and middle-class residential district. However, even without major "push" factors at play, Eureka Valley gradually began losing residents to the newly opened suburban tracts of the Sunset District, Parkside and Daly City. The availability of FHA loans to returning GIs was a major factor in the decision of many to leave the "cramped" multi-family Victorians for a newly built Doelger "junior five" house with a small yard in the Sunset District. Residents that stayed behind were often older retirees without children, and social life revolved around the Church of the Holy Redeemer. During the early 1970s, the area began to develop a new identity as a center of gay and lesbian culture in San Francisco, with businesses catering to the community clustering around Castro and 18<sup>th</sup> streets.<sup>149</sup>

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<sup>146</sup> Scott, Damon. *Sexing the City: The Development of Sexual Identity Based Subcultures in San Francisco, 1933-1979*. Draft Historic Context Statement prepared for the Friends of 1800. San Francisco: (July 2004), 10.

<sup>147</sup> "New Buildings Rise above Dowdy Streets," *San Francisco Chronicle* (May 4, 1962).

<sup>148</sup> "Slow Decay – and the Problem of Indifference," *San Francisco Chronicle* (May 4, 1962).

<sup>149</sup> Scott, Damon. *Sexing the City: The Development of Sexual Identity Based Subcultures in San Francisco, 1933-1979*. Draft Historic Context Statement prepared for the Friends of 1800 (July 2004), 8.

*Western Addition and Hayes Valley*

After 1950, the transformation of the Western Addition from a largely white and Japanese neighborhood into a heavily African-American district hastened as longtime residents moved out and were replaced by African-Americans—many of whom were from Texas, Arkansas, and Louisiana. Because African-Americans were still restricted from renting or buying property in much of San Francisco, the Western Addition (and to a lesser extent Bayview/Hunters Point) became the center of African-American life in the city. As discussed previously, absentee landlords still owned much of the property and performed little if any maintenance on the aging Victorian housing stock (**Figure 37**). City authorities and business leaders reacted with alarm to the changes in the area. Instead of seeing a thriving, if crowded, neighborhood that could be rehabilitated, they saw a “blighted” district that had to be eliminated. The Redevelopment Agency, founded in 1948 to combat “urban blight,” made the Western Addition a centerpiece of its activity during the postwar era.<sup>150</sup>



Figure 37. Slum housing in the Western Addition, 1950s.  
Source: San Francisco Public Library

Not everyone viewed the transformation of the Western Addition in such stark terms. “The Fillmore,” as San Franciscans then called it, was still a thriving multi-ethnic neighborhood characterized by a tremendous amount of cultural variety set against a picturesque backdrop of decaying mansions and upper middle-class rowhouses from earlier eras. Behind much of the impulse to eliminate the Western Addition was the desire to protect property values and prevent the encroachment of African-Americans into more affluent areas like Pacific Heights. In the minds of many African-Americans, Urban renewal equaled negro removal.

Not all city agencies were determined to eliminate the Western Addition’s African-American population, however. Concerned about the deteriorating physical and social conditions in Hayes

<sup>150</sup> Mark Walker and Grace H. Ziesing, eds., *The San Francisco Central Freeway Replacement Project-Alternative 8B: Archaeological Research Design and Treatment Plan* (Rohnert Park, CA: Anthropological Studies Center, Sonoma State University, May 2002), 89.



Valley and the Western Addition, the San Francisco Housing Authority (SFHA) —a separate agency created in 1938—sought to replace slum housing with sanitary, safe, and adequately appointed modern social housing for the area’s residents. To that end, in 1960, the SFHA used eminent domain to condemn and demolish two square blocks of Victorian-era housing: one bounded by Haight, Page, Buchanan and Webster streets, and the other by Fell, Hayes, Buchanan and Webster streets. These blocks were redeveloped in 1961-63 with groupings of utilitarian wood-frame, stucco-clad, three-story apartment buildings. Designed by the architects William Mooser II and his son, William Mooser III, the Hayes Valley Apartments were outwardly similar to other SFHA properties developed during the postwar period in San Francisco. They were demolished in 1997 to be replaced with new rowhouse style apartment buildings.<sup>151</sup>

Much more aggressive were the Redevelopment Agency projects carried out in partnership with private developers, which wiped out much of the old Western Addition, including a large chunk of the Plan Area bounded by Turk, Gough, Fulton and Laguna streets. The redevelopment of the Western Addition began in earnest in the early 1960s, just outside the period of significance. Organized into two areas (A-1 and A-2), the first area was located on both sides of a newly widened Geary Expressway. Section A-1 was centered at Geary Boulevard and Fillmore Street, and removed the heart of the old Japanese and African-American Western Addition. Replacing it were high-rise and mid-rise market rate housing and a Japanese-themed shopping center called Japantown Center. Widespread opposition to the Redevelopment Agency’s unstated policy of “negro removal” led to lawsuits, and Section A-2, centered in the area bounded by Webster, Turk, Gough and Fulton streets, was pursued with more care. Most of this vast area of Victorian-era housing was demolished and replaced with low-rise SFHA housing in the early 1970s, although some sporadic preservation efforts did take place under the auspices of the Foundation for San Francisco’s Architectural Heritage.<sup>152</sup>

Freeway construction landed a second blow on the Western Addition. A statement issued by the Postwar Planning Committee as early as 1945 reflects the anxiety felt by some civic leaders that San Francisco could not advance and compete with the suburbs unless it embraced the automobile in postwar planning activity:

Unless means are found to move people freely in and out of the City and within the City limits and to provide adequate off-street parking facilities, our community cannot reach its full development, business cannot expand, and there is the danger that business normally done in the City will be forced away.”<sup>153</sup>

Seeming to value the convenience of suburban commuters and regional businesses, little thought was given to the impacts of freeway construction on the tightly woven residential neighborhoods of San Francisco. Even before the passage of the Interstate Highway Act of 1956, the Board of Supervisors adopted the San Francisco Trafficways Plan of July 17, 1951. The plan called for the the State Division of Highways (Caltrans) to construct a tangled web of limited access freeways across the City, with the intent of effortlessly linking Peninsula commuters to Downtown, the Bay Bridge, and the Golden Gate Bridge. Construction of San Francisco’s freeway system got underway in the early 1950s, beginning in 1953 with the opening of a large section of the Bayshore Freeway from Alemany Boulevard to Seventh and Bryant streets.<sup>154</sup>

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<sup>151</sup> William Kostura, *Hayes Valley Housing Historic Context Statement* (San Francisco: unpublished technical report on file at the San Francisco History Room at the San Francisco Library, December 1995), 7.

<sup>152</sup> David Gebhard et al, *The Guide to Architecture in San Francisco and Northern California* (Salt Lake City: Peregrine-Smith Books, 1985 ed.), 89-90.

<sup>153</sup> Citizens’ Postwar Planning Committee, *Report of the Citizens’ Postwar Planning Committee to Mayor Roger D. Lapham* (San Francisco: 1945), 4.

<sup>154</sup> Chris Carlsson, “The Freeway Revolt,” *Shaping San Francisco* [www.shapingsf.org](http://www.shapingsf.org) (accessed February 28, 2007).

The Embarcadero and Central Freeways—both offshoots of the Bayshore Freeway—were next. The Embarcadero Freeway was intended to link the Bayshore Freeway to Doyle Drive and the Golden Gate Bridge along the Northern Waterfront. The Central Freeway was to branch off the Bayshore Freeway where it does now, at Thirteenth Street and South Van Ness Avenue, and continue northward through the Western Addition roughly parallel to Van Ness Avenue. Construction began in 1956, but within two years—with both freeways partially completed—San Francisco’s Freeway Revolt began in earnest. Even San Franciscans who had previously been noncommittal regarding the issue began to react against the destruction of hundreds of buildings along the rights-of-way of the Embarcadero and the Central freeways. In 1959, the Board of Supervisors delivered a stinging rebuke to the State Division of Highways and pro-freeway lobbyists by voting to cancel seven out of ten of the planned new freeways. Although this was not the end of the story, it stopped the further extension of the Central Freeway in its tracks.<sup>155</sup>

#### *Duboce Triangle/Lower Haight*

Duboce Triangle and the neighboring Lower Haight shared some themes in common with the nearby Western Addition. Both were characterized by a high rate of absentee property ownership, with many of the neighborhood’s older Victorians having been carved into small units to house war workers during the 1940s. The absentee owners often chose inexpensive remodeling projects, resulting in the stripping of redwood siding and trim and the application of stucco, formstone, or metal siding. Some long-time Scandinavian-American property owners remained, as evidenced by the continuing presence of institutions like St. Ansgar Lutheran Church, the Swedish-American Hall, Café du Nord, the Scandinavian Seamen’s Institute, the Finnish Sauna and Bathhouse, and a handful of other Scandinavian businesses, including a delicatessen, on Market Street.<sup>156</sup>

Nevertheless, based on a series of indicators, Duboce Triangle was considered to be a “distressed” neighborhood by the San Francisco Planning Department. Overcrowding increased in the years following slum clearance efforts in the Western Addition, as many African-Americans relocated to Duboce Triangle and the Lower Haight. Long-term residents, many wary of the changes around them, began to sell out. Investment in the neighborhood all but stopped. The only new building constructed in the neighborhood during the immediate postwar period was the San Francisco Fire Department Engine Co. No. 27 station, built in 1950. For a time, the Redevelopment Agency considered demolishing most of Duboce Triangle as well, but a core group of neighbors began lobbying the City to take advantage of a federally funded program called Federally Assisted Code Enforcement (FACE) to help the City crack down on code violators and absentee landlords. Although this took place after 1961, it suggests that rehabilitation was on the upswing closer to Market Street at an earlier date.<sup>157</sup>

#### *Civic Center*

The peripheral part of the Civic Center within the Market and Octavia Plan Area experienced a considerable amount of physical change between 1950 and 1960, as public and privately funded redevelopment made its way up Market Street. In 1959, the Automobile Association of California built a new nine-story office building at 155 Hayes Street, linking it via skybridge to a remodeled 1925 Beaux Arts office building at 150 Van Ness Avenue. Other major buildings were remodeled or built anew. In 1959, construction began on a new nine-story Bank of American Building, designed by Wurster, Bernardi & Emmons, at 1 Van Ness Avenue, while across the street a five-story office

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<sup>155</sup> *Ibid.*

<sup>156</sup> Alexander S. Bodi, *Duboce Triangle of San Francisco: A Study of a Community* (San Francisco: unpublished Master’s Thesis in Anthropology at San Francisco State, 1983), 22.

<sup>157</sup> *Ibid.*, 24.

building at 30 Van Ness Avenue took the place of a two-story concrete commercial building. As of 1961, the splendid Fox Theater continued to stand on a triangular block bounded by Market, Hayes, and Polk streets. It was torn down five years later, however, to be replaced by Fox Plaza, a high-rise commercial and apartment complex.

## ***H. INDUSTRIAL EMPLOYMENT: 1890-1956***

### *Chronology of Development*

The era of industrial development in the South of Market area began in earnest during the 1860s. In 1883, a massive brick cable car powerhouse was constructed at Valencia and Market streets, allowing the conversion of horsecar lines. Repair shops associated with the powerhouse provided early industrial employment opportunities in the study area.

By the time of the 1886 Sanborn map, the Industrial Employment Study Area was densely developed, with rows of one and two-story frame residential buildings located alongside industrial establishments, such as the Jackson Brewery at 10<sup>th</sup> and Market streets, and the Studebaker carriage factory at 11<sup>th</sup> and Mission streets. There were also several smaller industrial operations, though not as many as would appear after the 1906 Earthquake and Fire. Even at this early date, though, they included industries that would persist in the area into the twentieth century, such as printing shops, woodworking shops, breweries, furniture wholesalers, construction supply houses, and commercial cleaners and dyers.

The reasons why these early industries chose to locate within the Industrial Employment Study Area are not entirely clear. They may include spillover from the more densely built areas in other portions of the South of Market. The availability of water from Mission Creek and its associated wetlands would have also been particularly important for the cleaners and dyers and for the woodworking industries. Likewise, the woodworking shops would have valued close proximity to the lumber docks on Mission Creek while it was still navigable. Possibly the greatest attraction of the area, however, was its labor supply: the skilled and unskilled workers who lived nearby or in neighborhoods connected by public transit.

The overall pattern of mixed use continued until the disaster of 1906, when the entire study area was destroyed, along with most of South of Market area and the northernmost portion of the Mission District. Most of the wood frame homes and tenements survived the earthquake, but succumbed to the three-day fire that followed. With the need for new shelter pressing, the rebuilding of residential structures began as soon as debris could be cleared and construction materials made available. Ninety-eight<sup>158</sup> residential buildings constructed between 1906 and 1909—generally considered the initial period of intensive reconstruction—survive in the Industrial Employment Study Area today. By contrast, only twenty<sup>159</sup> industrial structures survive from the same period.

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<sup>158</sup> See Appendix A

<sup>159</sup> See Appendix B

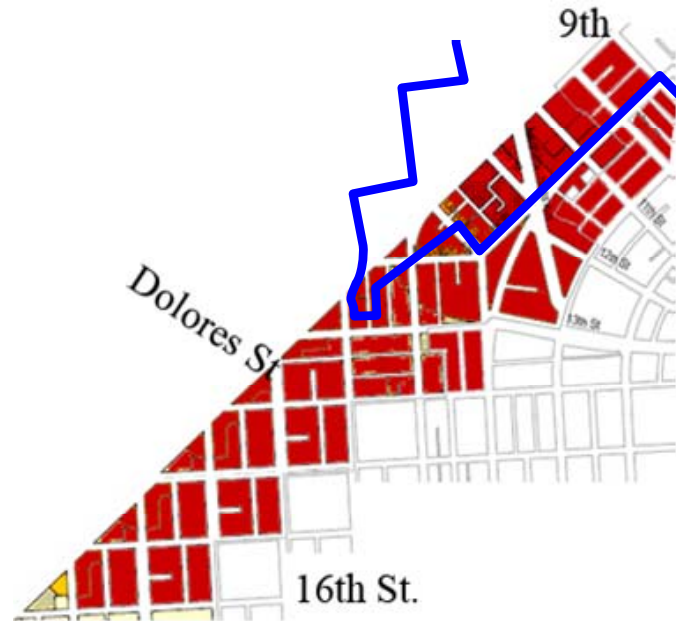


Figure 38: Fireproof construction zone (partial) blue outline, Industrial Employment Study Area = Red

Part of the reason why commercial and industrial buildings were replaced more slowly appears to be a controversy that arose over revisions to the building code and fire zoning law. Although the events of 1906 had clearly illustrated the dangers of densely packed wooden structures, the cost of rebuilding in fire resistant materials was significantly higher. A public debate erupted, pitting small homeowners against business and insurance interests. A compromise was eventually reached by the Board of Supervisors in July 1906, whereby the Fire Zone boundaries remained the same, but structures south of Market Street and outside the Zone were required to have fire resistant roofs (**Figure 38**). Since asphalt was considered fire resistant, this was acceptable to the small owners. Insurance companies, however, continued to press for more comprehensive measures, both at the city level and with individual clients.<sup>160</sup> Debate continued between design professionals, eager to adopt reinforced concrete construction, and city officials aligned with construction unions, who advocated a more conservative approach. Not until December 1909 did the City accept reinforced concrete construction for Class A structures.<sup>161</sup>

These controversies and their resolutions helped determine the pace and form of rebuilding in the Industrial Employment Study Area. Of the twenty replacement industrial buildings constructed in the area through 1909, all but one were simple one- or two-story structures of wood or corrugated iron. Their median square footage was 3,900, with many containing less than half that space.<sup>162</sup> Following resolution of the debate over building codes, the next ten years saw fourteen more industrial buildings erected,<sup>163</sup> several of which were much more substantial. These include the four-story reinforced concrete loft building at 1563 Mission Street (**Figure 39**) and the S. C. Johnson Floor Wax building at 56 12<sup>th</sup> Street (**Figure 40**). While most were still modestly sized one- or two-story

<sup>160</sup> Tobriner, Stephen. *Bracing for Disaster; Earthquake Resistant Architecture and Engineering in San Francisco, 1838-1933*. Berkeley. Heyday Books. 2006

<sup>161</sup> *ibid*

<sup>162</sup> Assessor's Office data for Market and Octavia Survey, Appendix B

<sup>163</sup> *ibid*

structures, even these made increasing use of reinforced concrete and truss roofs to maximize clear span work space.<sup>164</sup>

The greatest spurt of industrial development occurred in the 1920s, concurrent with a nationwide building boom, when eighty-seven new buildings were erected in the Industrial Employment Study Area—sixteen in 1924 alone.<sup>165</sup> Several of these buildings were nearly three times as large as those built during the first wave of reconstruction, with a median square footage of 9,100. Still, there were many that contained less than 3,000 square feet of space, and only a few were taller than two stories. Reinforced concrete was the nearly universally favored construction method.

The fundamental consideration of access, which encourages the clustering of industrial buildings near transportation facilities, is key to understanding patterns of development within the Industrial Employment Study Area. Initially, materials and manufactured products could move only via horse wagons, spotty rail connections, or by water on nearby Mission Creek, which ceased to be navigable by about 1870. With the increasing use of truck transport after World War I, however, larger loads could travel by road, and larger industrial enterprises could be located in the Study Area.



**Figure 39: 1563 Mission Street, built 1917.  
Source: Page & Turnbull**

Valencia Street, previously established as a railroad corridor, became one of the City's first designated major automobile routes in the early twentieth century. But it was the extension of South Van Ness Avenue across Market Street in 1931 that helped make the Industrial employment Study Area a hub of automotive traffic, leading to a proliferation of businesses serving automobiles and trucks. Its opening is probably a major factor in the construction of twenty four new buildings during the 1930s, despite the economic ravages of the Great Depression.<sup>166</sup>



**Figure 40: S. C. Johnson Floor Wax building, (1912).  
Source: Page & Turnbull**

During World War II, only one small building was added to the industrial building stock.<sup>167</sup> In the post-war years, a dozen new buildings appeared, typically smaller than those constructed earlier, with an average of

<sup>164</sup> Assessor's Office; Parcel Information, Department of Building Inspection, Fire map of San Francisco, Sanborn Map Co., updated to 1950.

<sup>165</sup> Appendix C

<sup>166</sup> Appendix E

<sup>167</sup> A two story frame building at 15 Lafayette Street. (Assessor's & DBI Parcel Information)

around 3,000 square feet. Many of these were built as automotive repair shops. In the post-war years, a fair portion of the city's industry followed the burgeoning highway network and relocated in suburban areas, which offered large tracts of cheap land, better highway access, and a generally less unionized work force. Although industrial employment remained steady in San Francisco through the 1960 census, industrial expansion and new jobs were locating elsewhere.

One hundred forty eight industrial buildings survive in the Industrial Employment Study Area today. Of that total, one hundred thirty nine were constructed during the Industrial Employment Period of Significance, including sixteen from the post-war era.<sup>168</sup>

#### Industrial Employment Context



In its broadest sense, “industrial employment” entails paid work for 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 employment in these fields, including several prominent industrial subspecialties. Among the earliest was metalworking, including the production of machinery for mining, railroad, and regional agricultural needs. As a busy port and mercantile center, warehousing and distribution were also important. Likewise, the repair and construction of marine equipment eventually gave birth to a nationally important shipyard operation at Potrero Point.

Clothing manufacturing, furniture making, food processing, and many other industries were developed to supply the rapidly growing populations of California and other western states. As the first major urban center in the west, San Francisco was also a prominent publishing site. With the exception of food processing, all these industries were present in the Industrial Employment Study Area during the Period of Significance.

Except for the shipyards, however, few if any San Francisco industries were nationally significant. By the post-World War II period, economies of mass production and improved national distribution

<sup>168</sup> Appendix D

networks began to undercut regional manufacturing operations. In addition, limited land availability and the city’s peninsular location, which complicated rail transportation, induced industries to leave San Francisco for suburban locations near new and expanded highways. Nonetheless, during the Period of Significance, industrial employment was still an important component of the San Francisco economy, with this portion of the Market and Octavia Plan Area home to several of the city’s most important industries as measured by numbers of jobs, value added to the economy, and payroll (**Table 1**).

1954 Census of Manufacturing SF Industry Groups	Number of Plants	Number of Workers	Payroll (\$1000)	Man Hours	Wages (\$1000)	Value added (\$1000)
Food & kindred products	281	14168	64607	17525	37499	162866
Printing & publishing*	395	10295	53921	11927	33488	84911
Apparel & related items*	332	7852	23399	11143	16401	53269
Fabricated metal products*	158	5658	26284	8869	19164	45862
Machinery, except electrical*	136	3157	15468	4303	9830	25643
Chemicals & products*	95	2268	11035	2742	5852	23332
Furniture & fixtures*	95	2432	10084	3747	7751	17967
Electrical machinery*	32	1443	6737	2092	4516	14578
Pulp, paper & products	31	1340	5982	2117	4336	10317
Primary metal industries	27	779	3667	1179	2568	4994

**Table 1: 1954 Manufacturing industries in San Francisco—top ten manufacturing industries in San Francisco at the time of the 1954 Census of Manufactures. Of the ten, seven (marked \*) were present in the survey area. At the same time, more San Franciscans were employed in manufacturing (52,520) than in the entire service sector (28,398), the wholesale sector (40,125) or the retail sector (50,855).**

*Leading Industries*

The preceding table shows the leading industries citywide in 1954—the last available Census of Manufactures during the Industrial Employment Period of Significance. While the Study Area contained a diverse collection of industries, including most of those listed, three were especially important, both in terms of their concentration and as sources of employment and revenue for San Francisco’s economy. They were: printing/publishing, machining/metal working, and furniture/woodworking. All had been in operation within the Industrial Employment Survey Area before the 1906 Earthquake, and all continued after reconstruction.

*Printing-Publishing*

During the Period of Significance, at least eighteen printing businesses were housed in the Industrial Employment Survey Area, ranging from the prominent Recorder Press at Mission Street and South Van Ness Avenue (**Figure 41**) to small job shops such as the Leader newspaper and book printers at 122 9<sup>th</sup> Street. Over 5,000 San Franciscans were employed in printing and publishing in 1909.<sup>169</sup> By

<sup>169</sup> All employment and value added figures are taken from U. S. Census of Manufactures, 1909 and 1954, the closest to the beginning and end of the Period of Significance, and from 1904 for pre-earthquake references. Census of Manufactures data is also available for 1919, 1929, and 1939.



1954, the numbers had more than doubled to 10,295. The value added to the San Francisco economy by printing over that same time increased from \$9.4 million to \$71.3 million.



**Figure 41: Recorder Building (1934) photo 1964.  
Source: San Francisco Public Library**

*Machine Shops-Metal Working*

Twenty-four machine shops, machinery manufacturers, or machinery distributors operated in the subject area during the Period of Significance. In 1909, such businesses employed 3,400 workers citywide, and added \$4.7 million to the economy. By 1954, despite increasing automation, they still employed slightly over 3,000, and contributed \$23.7 million. That did not include work in electrical machine manufacture, which added another 1,400 employees and \$8.3 million in revenue.



**Figure 42: Machine Shop operations, ca. 1930s.  
Source: San Francisco Public Library**

### *Furniture and Wood Working*

Furniture and related wood products manufacturing employed 1,200 workers citywide in 1909, and nearly 3,000 by 1954. Value added rose from \$1.7 million to \$14.5 million over the same period. There were also many other industries within the Industrial Employment Study Area, such as sheet metal works, garment manufacture—even an airplane factory at one time (**Figures 43 and 44**).<sup>170</sup> In the 1940s and 1950s, the Industrial Employment Study Area was also the center of the radio supply business in San Francisco. Both complete receiving sets and replacement parts and equipment were distributed in at least twenty-two area establishments. Automobile sales, parts, and service accounted for sixty-six places of employment in the Industrial Employment Study Area, numerically more than any other type of work. However, automotive establishments tended to employ fewer workers than manufacturers (only about 1,500 workers citywide in 1954).



Figure 43: Paterson Aeroplane Co. at 1420 Howard (now 1450 Howard Street), ca 1912.



Figure 44: Paterson Aeroplane building today. Source: Page & Turnbull

### *Programmatic Requirements and Physical Organization of Work*

The leading industries in the Market and Octavia Plan Area each had their own programmatic requirements for the physical plant, and each production process created a different environment in which workers functioned day in and day out. For example, printing presses and associated machinery—cutters, folders, etcetera—needed very strong floor plates to hold their massive weight and to absorb the powerful stresses generated by the machinery. The decibel level associated with this machinery when running was often such that conversation could not be heard, nor could alarms, which dictated the use of flashing lights for fire and emergency warnings. Deaf workers were sometimes recruited, since they were accustomed to functioning without audible reference. Because printers often worked more than one shift, sufficient artificial light was also necessary for round-the-clock operations.

These extreme environments created a need for administrative spaces well-separated from the work area. In addition, parts of the production processes, such as layout and paste-up, also required spaces where discussion could take place easily. Another consideration that affected spatial arrangements was the ubiquitous presence of printing ink, which inevitably stained surfaces, clothing, and skin. In many printing plants, separate lockers and wash facilities were provided for workers who dealt with

<sup>170</sup> The Charles H Paterson Aeroplane Company, 1420 Howard Street, manufactured wood-framed airplanes. The building, now numbered 1450, survives and is an example of the immediate post-earthquake replacement buildings, although it has lost integrity.

ink. Separate entrances were also desirable, so that ink-stained workers did not pass through “clean” areas.

Other programmatic considerations included storage space for paper stock, shipping facilities for supplies, and product handling equipment for both horizontal and vertical transfer within the plant. Hand carts and eventually fork lifts were the most common means of horizontal transfer. Ramps were necessary for small grade changes, and elevators were required for larger vertical moves.<sup>171</sup>

Machine shops and metal working facilities also required strong machine footings. However, the overall size and stress of the machinery on the building was less than that of the printing presses. Separation of work and administrative spaces was also less critical. On the other hand, material transfer arrangements could be more challenging. Traveling overhead lifts were often necessary to move even relatively small products to and from various parts of the plant. Natural light was needed for precision work, making the placement of specific machines where they could make maximum use of available light vitally important.<sup>172</sup>

Woodworking and furniture shops used machinery similar to that in machine shops, but heavy lifting equipment was less necessary. Sawdust, however, created a respiratory and explosive hazard requiring mechanical ventilation, non-sparking electrical equipment, and other safety measures.<sup>173</sup> Here again, natural light was essential to the work process, and both machine shops and woodworking operations required storage space for stock. Amenities such as employee spaces, lockers, toilets, and washrooms, though, were often minimal or nonexistent.

All three industries posed fire hazards—printing and woodworking from flammable dusts, and machine and metal shops from welding and cutting torches. Furniture shops also harbored toxic and highly flammable lacquers and varnishes. All of these required close attention to ventilation, sprinklers, and fire fighting provisions, as well as fireproof construction methods. Spraying and other operations involving volatile materials often required segregated spaces.

#### *Social Organization of Work*

The idea of assembling workers and production facilities in an employer-controlled building may seem basic today, but it wasn’t always so. Factories were first conceived of in the eighteenth century, replacing earlier methods of production such as the cottage system or the “putting out” method, in which workers produced goods for an employer, but at their own homes and at their own pace. Under this arrangement, workers were paid for their production, not their time.<sup>174</sup>

With the first factories came a loss of autonomy for workers, who were no longer in control of their own labor. Now, under employer supervision, they were compelled to begin and end work at fixed times; to maintain a prescribed rate of work; to use prescribed methods; and to conduct themselves in certain ways during work hours. Even more restrictive conditions prevailed in company towns, or wherever one large employer dominated. In those situations, the threat of losing one’s job might mean the loss of basic sustenance and real privation. Thus, the loss of autonomy in the workplace was combined with the potential loss of independence in the larger society. To this day, every workplace is an arena in which authority and autonomy contend.

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<sup>171</sup> Kober, George M., M.D. *Bulletin 75: Industrial Hygiene*. Bureau of Labor Statistics. March 1908

<sup>172</sup> Van Deventer, John H. *Making the Small Shop Profitable*. New York. McGraw Hill. 1918

<sup>173</sup> Hoffman, Frederick L. *Bulletin 79: Mortality from Consumption in Dusty Trades*. Bureau of Labor Statistics. November 1908

<sup>174</sup> Price, George Moses. *The Modern Factory; Safety, Sanitation, and Welfare*. New York. John Wiley & Sons, Inc. 1914

The formative experience of the early Industrial Revolution was to some extent repeated in San Francisco. With a large immigrant population accustomed to agricultural or artisanal employment, many workers found themselves having to adopt to new and unfamiliar industrial work patterns. For at time, though, workers in the Plan Area during the Industrial Employment Period of Significance possessed more autonomy than others working under the industrial system. This came about because of several factors: the fragmentation and resulting relative weakness of business ownership; the high skill levels of the particular workers; the strength of unionism in that particular time and place; and the cultural identity of the neighborhood as a working-class area, which had been its character from the beginning of American settlement.

Fragmentation of ownership was manifested in the close proximity of similar businesses in similar buildings. This created an environment in which workers could more readily “walk across the street” to a new job—decidedly unlike conditions in mill towns or other monolithic organizations. Thus, the relative strength of an individual worker compared to the employer was more favorable. Spatial proximity also meant workers could stay informed about various employment opportunities. This is especially true of “job shop” environments, where one employer might receive a large contract and suddenly need new workers.

Printers, machinists, and woodworkers were highly skilled workers, and usually commanded relatively high wages. Their skills also made them more difficult to replace during strikes or lockouts. Further job security came from the strength of unionism in these trades. Though the fortunes of labor might ebb and flood at various times, craft unions were a strong presence in the Industrial Employment Study Area throughout the first half of the twentieth century. As witness are the numbers and variety of union organizations that occupied buildings near places of employment. **(Table 2)** The headquarters of the San Francisco Labor Council, an umbrella group of local unions, was located in the Study Area at 316 14<sup>th</sup> Street prior to moving to its Labor Temple at 2698 16<sup>th</sup> Street in 1914. The Building Trades Temple, home to other major unions, was located at 14<sup>th</sup> and Guerrero streets.

Government agencies concerned with labor issues were also present. The Works Progress Administration (WPA) maintained offices within the Industrial Employment Study Area at 1536 Mission Street during the 1930s. Another related presence, just outside the Study Area, is the California National Guard Armory at 14<sup>th</sup> and Mission streets. This imposing, fortress-like structure from 1910 was designed and sited to represent public authority in what was then perceived as a potentially troublesome—even insurrectionist—workers’ zone.

Union halls and labor ‘temples’ served as important social centers for workers—places where vital news about employment opportunities and conditions, as well as more general cultural information, could be exchanged. The two largest buildings (both no longer extant) cited in Table 2, the Building Trades Temple at 14<sup>th</sup> and Valencia streets and the Carpenters Hall at McCoppin and Valencia streets, contained social meeting rooms and halls for entertainment, as well as bars, lunch counters, and storage spaces for members living in small quarters. In the case of the building trades and some other occupations, hiring was done through the union hall, with men being dispatched each morning to job sites around the city. Since most building trades workers were expected to provide their own tools, the union halls also provided facilities for workers to sharpen and care for their tools.

<b>UNION OR LABOR-RELATED AGENCY</b>	<b>LOCATION</b>
State of California Department of Industrial Relations Division of Apprentices Standards	69 9TH
U.S. Department of Labor Bureau Division of Apprentices	
International Brotherhood of Boilermakers Union Local 6	155 10TH
40 Plus Association Incorporated Employment Agency	170 10TH
State Department of Employment	190 10TH
St Helen's Hall Socialist Labor Party	2091 15th
Building Trades Temple	
Asbestos Workers Union Local 16	
Auto Painters Local 1017	
Bay Counties District Council of Carpenters	
Bridge Structural Iron Workers Union	
Building & Trades Council of SF	
Carpenters Union Local 22	
Cement Masons Local 580	
Lathers Union Local 65	200 Guerrero (burned 1960)
Millwrights Union Local 102	
Ornamental Iron & Bronze Workers Local 472	
Painters District council # 8	
Painters Union Local 19	
Roofers & Waterproofers Union Local 40	
SF Building & Construction Trades Council	
Sign Scene & Pictorial Painters Union Local 510	
Varnishers & Polishers Union Local 134	
Sheet Metal Production Workers Union Local 355	224 Guerrero
Sheet Metal Workers Union Local 104	226 Guerrero
California State Department of Employment, Industrial Office	1400 Howard
Chauffeurs Union Local 265	
Warehouse Union Local 12	106 Valencia St
Auto Salesmen's Union Local 960	
Automotive Machinists Lodge #1305	108 Valencia St
Carpenters Hall	
Bakery Drivers Union Local 484	
Barbers Union Local 148	112 Valencia St
Carpenters Union Local 483	(demolished for freeway construction)
Miscellaneous & Woodworkers Union Local 2565	
Painters Union Local 1158	
International Brotherhood of Electrical Workers Union Local 6	227 Valencia St

**Table 2: Unions and labor-related agencies in the Industrial Employment Study Area, 1953.**

During the Industrial Employment Period of Significance, San Francisco witnessed both extreme high and low points of union power. Early in this period, organized labor was strong enough to elect two union leaders, Eugene Schmitz (1902-1907) and Patrick H. McCarthy (1910-1912), to the position of Mayor on the Union Labor Party ticket. But by the 1920s, in the throes of an “open

shop”<sup>175</sup> campaign conducted by business leaders, many workers were forced to resign from union membership as a condition of employment, or to conceal their membership. In the 1930s, the Great Depression devastated the living conditions of the working class, but was a time of union resurgence, encouraged by New Deal legislation favorable to organizing activities. World War II and the immediate post-war era saw huge increases in employment, and by 1956 union membership numbers were at an all-time high. Manufacturing jobs, however, were already moving to the suburbs.

Between 1937 and 1955, unionized labor in America was divided into two competing groups: the American Federation of Labor (AFL), composed mostly of individual unions organized for particular craft skills (e.g., carpenters and machinists), and the Congress of Industrial Unions (CIO), whose member unions were organized by industry, regardless of an individual’s particular job or skill.<sup>176</sup> The Market and Octavia Plan Area contained shops representing a mixture of AFL and CIO affiliated unions. These included the CIO-affiliated International Typographers Union (ITU), the Amalgamated Clothing Workers of America (ACWA), and the International Ladies Garment Workers Union (ILGWU).<sup>177</sup> AFL unions included the International Association of Machinists (IAM) and the Furniture Workers. Members from the two opposing coalitions frequently clashed during this period. In San Francisco, however, AFL and CIO unions remained strong in their respective sectors throughout the split.

Since labor conflict, whether internal or external, is often expressed in spatial terms, the built environment of the workplace must be seen as an integral factor in the understanding of labor disputes. Picket lines, for instance, are a spatial expression of a labor grievance. The questions of precisely where picketers may or may not stand, whether they may block an entrance, how closely they can approach ongoing work activities, and who may cross the line, are fundamental in the conduct and resolution of a dispute. Contestation of these issues can lead to physical confrontations or criminal penalties, and may determine the outcome of the conflict.

The relatively small scale of the built environment in the Industrial Employment Study Area had advantages for strike activities. Picketers could assemble on public sidewalks immediately adjacent to the business being struck, rather than being kept at a distance by fences or buffer zones on company property. Likewise, the limited number of entrances to most of the buildings made it easier for strikers to monitor access and inform visitors that the business was being struck. More generally, the absence of street setbacks and the open design of the buildings allowed for easy surveillance of the workplace. With the vehicular doors open, an observer could survey the entire shop in many of these buildings. This facilitated monitoring who was working and what work was being done—valuable information for union organizing or the conduct of a strike, as well as for individuals seeking work.

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<sup>175</sup> The term “open shop” refers to a situation where union membership is not a requirement for employment. In practice, it generally describes conditions in which union membership actually disqualifies one for employment.

<sup>176</sup> The term CIO originally stood for the Committee on Industrial Organization, a subgroup within the AFL. In 1937, the group was expelled from the AFL. From that time until the two merged in 1955, CIO stood for Congress of Industrial Unions. Since the merger, the resulting organization is known as the AFL/CIO.

<sup>177</sup> The ACWA and ILGWU belonged to the “social unionism” wing of the CIO. Within the larger organization, they were less politically oriented than the unions aligned with Harry Bridges, leader of the ILWU.

## V. DEFINITION OF PROPERTY TYPES

The Market and Octavia Neighborhood Plan Area spans nine different districts and neighborhoods with vastly different histories and buildings types. As a result, examples of nearly every building type found in the city can be encountered within the Plan Area. Residential buildings are the most numerous, especially in the Gilded Age streetcar suburbs of the Western Addition and Mission districts. Commercial uses are concentrated along the Market Street Corridor and along neighborhood commercial corridors such as Hayes, Church, and Valencia streets. Industrial uses are primarily found in the South of Market area, although there is some spillover of light industrial uses (particularly automotive) within the Mission, Civic Center, and Western Addition.

### A. RESIDENTIAL

Residential housing types in the Plan Area range from large masonry apartment houses and single-room occupancy hotels (SROs) in the South of Market area, the Market Street Corridor, and the Western Addition, to smaller wood-frame flats, single-family rowhouses, and freestanding mansions and cottages in the Western Addition and Mission districts. The age of construction also varies widely, from frame dwellings dating as early as the 1870s in the Western Addition, to post-1906 masonry multi-family buildings in the South of Market, to 1950s “dingbat” style apartment houses in Eureka Valley.

Although it is impossible to generalize regarding the morphology of residential property types in the Plan Area, it can be stated that before widespread automobile ownership in the 1920s, new residential development was entirely dependent on the availability of public transit. New housing generally followed transit lines, and the intensity of development usually increased the closer one came to a major transit hub or streetcar line. Although there were other factors at play—such as building technology, the price of raw land, and cultural preferences—pre-automobile residential development was generally limited by the maximum distance a potential homebuyer would walk to catch a train or streetcar. This factor forced development to adhere to an urban scale and density that was all but abandoned after the Second World War.

Another generalization that can be made about the Plan Area’s historic building stock is its cohesiveness in terms of scale, massing, and placement on individual lots. In addition to the availability of public transit, urban development patterns in San Francisco resulted from the early and near universal application of a gridiron subdivision pattern, irrespective of topography. This factor, combined with the use of the Spanish *vara* as a unit of measurement in the subdivision of blocks and lots, resulted in generally consistent lot dimensions averaging around 27.5’ x 137’ north of Market Street.<sup>178</sup> Although corner lots were more desirable and consequently often larger, interior lots typically adhered to this pattern. Limited by these dimensions, builders could only develop so many floorplan variations while still providing a workable system of interior circulation and maximizing access to light and air.<sup>179</sup>

Throughout most of the period of significance, San Francisco’s residential structures were built of wood—most commonly framed of fir and clad and decorated in redwood—and assembled using

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<sup>178</sup> Anne Vernez Moudon, *Built for Change: Neighborhood Architecture in San Francisco* (Cambridge, MA: MIT Press, 1989), 53. The typical lot size of 27.5’ x 137’ derives from the division of a 50 vara lot into five equal lots, each 10 varas wide. These dimensions were sometimes different, especially south of Market Street or in areas that were subdivided using feet instead of the older vara. Other common lot sizes encountered in the city are 25’ x 120’, 25’ x 100’, and 20’ x 80’. Of course, there were many other variables that resulted in irregular lot dimensions.

<sup>179</sup> *Ibid.*, 56.

simple balloon framing techniques and manufactured nails. Locally produced machine-made millwork was used for decorative trim, paneling, doors, windows, and other standardized pieces. Often acclaimed today for their workmanship, most Gilded Age dwellings in San Francisco are mass-produced products of the machine age, using the cheapest components available. Wood was almost always used because it was readily available, either from the redwood groves of Northern California, or the Douglas fir-covered mountains of Oregon. Wood frame construction also proved to be more resilient to seismic forces than masonry.

After the 1906 Earthquake, building and fire codes began to favor masonry and concrete for multi-family construction. By the 1910s, parts of the Plan Area witnessed the construction of dozens of three-to ten-story (and even taller) masonry apartment buildings and SROs. Often built on more generous corner lots measuring either 137'x 137' or 120' x 120', these buildings were most common in the Tenderloin, South of Market, or the Western Addition. The construction of these multi-unit buildings dramatically urbanized land use to an extent seldom encountered elsewhere in the West.

After the end of the Second World War, most of the Market and Octavia Plan Area was built out and little new construction took place other than infill projects and government sponsored redevelopment. Most of the residential construction that did occur consisted of large, frame stucco-clad apartment buildings called "dingbats" in popular lingo. Built above on-site parking (mandated by code), these structures were typically constructed on the sites of demolished cottages or other low-intensity development, with footprints that covered virtually the entire lot (or multiple lots). Dingbats never became as popular in San Francisco as they did in Los Angeles or even nearby Oakland or Alameda due to the constricted lot sizes found in the city.



*Single-room Occupancy Hotels (SROs)*

Within the Plan Area, single-room occupancy hotels can be found within the South of Market area, the Civic Center, the Western Addition, and along Market Street. The SROs in the Plan Area are generally located on large corner lots measuring between 75' and 150' square. Although residential hotels have also existed to serve the wealthy in San Francisco, SROs have traditionally been associated with working-class neighborhoods like the Tenderloin, the South of Market area, and the Mission District. The 1906 Earthquake destroyed nearly all of the residential hotels in the Plan Area, with great loss of life. After the earthquake, SROs were rebuilt along Mission and Howard in the South of Market area, and significant clusters were also erected along Fell Street between Polk Street and Van Ness Avenue in the Civic Center. Other notable groupings of SROs were erected along Gough and Franklin streets in the Western Addition, and along a short stretch of Market Street between Church and Sanchez streets.

Most post-quake residential hotels were built of masonry, although examples of smaller wood-frame hotels may also be found within the Plan Area. All SROs feature a lobby containing a desk for an attendant and a bank of mail boxes and/or key drop boxes for residents. Many also contain retail or commercial space on the ground floor. Access to individual units on the upper floors is nearly always provided by stairs located off the lobby. Unlike apartment houses, SROs usually have only one entrance so that an on-site attendant can monitor who enters or leaves the building. In the Plan Area, post-quake SROs are usually designed in either the Classical or Colonial Revival styles, although other styles can be found. Most SROs are articulated by a semi-regular grid of openings on the upper floors corresponding to the interior arrangement of rooms. Other distinguishing features include suspended blade signage (often neon) emblazoned with the name of the hotel (**Figure 45**). In the nineteenth and early twentieth centuries, hotels were often named to appeal to a particular ethnic group or people from a particular region. Later, the names tended to reflect their geographical location or a prominent local feature, such as the Twin Peaks Hotel on Market Street.



**Figure 45. SRO at 1601 Market Street.**  
Source: Page & Turnbull

*Apartment Buildings*

Apartment buildings are also widespread in the Market and Octavia Plan Area, especially in the South of Market area, the Market Street Corridor, the Western Addition, and Duboce Triangle. Similar to SROs, apartment buildings in the Plan Area are generally located on large corner lots measuring between 75' and 150' square. Apartment buildings often resemble SROs from the exterior, but unlike residential hotels, they occasionally have more than one entrance and almost never have an on-site office. Furthermore, it is generally understood that residents of apartment buildings will live within their units for at least a year and maybe longer. Therefore, apartment units are usually larger than SRO units and include separate bedrooms, living rooms, kitchens, and private bathrooms. Access to individual units is provided through one or more lobbies which contain mailboxes and occasionally furnishings, such as mirrors, designed to make the building look attractive to prospective tenants.

Within the Plan Area—in particular Duboce Triangle and the Western Addition—apartment buildings began to appear on corner lots in the 1890s as absentee owners tore down once-prestigious single-family dwellings and replaced them with more lucrative apartment buildings (**Figure 46**). The buildings are designed in a variety of architectural styles, including Classical Revival, Mission Revival, and Colonial Revival. Later examples built in Hayes Valley and along Market Street in the 1930s are designed in the Art Deco, Spanish Colonial Revival, and Pueblo Revival styles. These later buildings are often much larger than the post-quake examples and are commonly built of concrete (**Figure 47**).



**Figure 46. (left) Apartment building at 94-98 Sanchez Street in Duboce Triangle, built 1909.  
Source: Page & Turnbull**



**Figure 47. Allen Arms apartment building at 1900 Market Street, built 1931.  
Source: Page & Turnbull**

*Flats*

The use of the British term “flat” distinguishes a full-floor dwelling unit from an “apartment,” which refers to an arrangement of multiple living units per floor. Flats are found in almost all older residential neighborhoods in San Francisco, and are usually recognized by their recessed and/or raised entry porches sheltering two, three, or four independent entrances—one for each unit. Flats in San Francisco typically house two to four units depending on the number of stories. While most flats consist of a single stack of units, some are comprised of two parallel stacks of units connected at the center (double flats). If space allows, this module can be expanded to include additional stacks comprising triple, quadruple or even quintuple flats. Flats in San Francisco are often built atop a raised base where storage, a garage (if built after the First World War), or an additional residential unit may be located.

Flats are a common residential building type in the Market and Octavia Plan Area. Most appear to have been built in the first decade after the 1906 Earthquake, although earlier examples from the 1890s exist—particularly in Duboce Triangle. Examples postdating the 1906 Earthquake are most common in the South of Market area and the Mission District. Often they are located in a row of similar or nearly identical flats, suggesting they were built all at once by a single builder (**Figure 48**).



**Figure 48.** Flats located at 43-47 Guerrero Street in the Mission, built 1908.  
Source: Page & Turnbull

*Romeo Flats*

The so-called “Romeo Flat” appears to be unique to San Francisco and is commonly found in residential areas reconstructed after the 1906 Earthquake, although earlier examples are known to exist. Similar to regular flats, Romeo Flats are two-to-four-story, multiple-unit buildings with units that occupy the entire floor plate of each bay. Unlike normal flats, which are usually grouped in modules of even-numbered bays (usually two bays per module) in a rhythm of AB, or ABBA if double flats, Romeo Flats are grouped in modules of three bays, including a central circulation bay. The typical Romeo Flat features a central bay containing a winding stair corridor that is flanked on either side by stacks of flats. Sometimes the central bay is open to the exterior with balconies at each landing, recalling the famous scene from *Romeo and Juliet* that gives the building type its name. More commonly the central bay is enclosed, but Romeo Flats are always recognizable because the balcony or window pattern in the central bay is offset, with the stair landings or windows located between floors. Romeo Flats can be found throughout the Market and Octavia Plan Area, with most built in the first five years following the 1906 Earthquake. They are more common in areas that burned in 1906, like the South of Market area and the Mission District (**Figure 49**).



**Figure 49. Romeo Flat in the South of Market area, built 1910.  
Source: Page & Turnbull**

*Single-Family Dwellings*

Single-family dwellings were once common throughout the Market and Octavia Plan Area, but today are most numerous in areas that were not destroyed during the 1906 Earthquake. In devastated areas, such as the South of Market area, housing scarcity pressured property owners to rebuild at a higher density. Similar trends can also be seen in areas that were not destroyed, as property owners tore down or moved smaller single-family dwellings in order to construct new multiple-family housing for displaced residents.<sup>180</sup> Despite the redevelopment pressure, there are significant numbers of single-family dwellings surviving in the Plan Area. Some are quite old, particularly in Duboce Triangle and Hayes Valley, where several 1870s-era Greek Revival style single-family dwellings stand on ample lots **(Figure 50)**. There are also several dozen larger single-family dwellings built for affluent residents in Hayes Valley and Eureka Valley dating from the 1890s and designed in the Queen Anne and Classical Revival styles **(Figure 51)**. More common are the one-story-over-basement Italianate, Eastlake, and Queen Anne style cottages that are interspersed throughout the pre-1906 sections of the Plan Area **(Figure 52)**. In the South of Market area, single-family dwellings—though relatively scarce—are typically interspersed among industrial buildings on back streets and alleys. Other areas, in particular the Lower Haight, feature a few single-family dwellings designed in the Shingle (or First Bay Region) style. **(Figure 53)**.



**Figure 50. Single-family dwelling at 2173 15<sup>th</sup> Street in Duboce Triangle, ca. 1875.  
Source: Page & Turnbull**

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<sup>180</sup> San Francisco Planning Department, *Inner Mission North 1853-1943 Context Statement* (San Francisco: San Francisco Planning Department, 2005), 26.



**Figure 51. Single-family dwelling at 251 Laguna Street in Hayes Valley, built 1890.  
Source: Page & Turnbull**



**Figure 52. Single-family dwelling at 70 Sharon Street in Eureka Valley, built ca. 1895.  
Source: Page & Turnbull**



**Figure 53. Single-family dwelling at 50 Carmelita Street near Duboce Park, built ca. 1899.  
Source: Page & Turnbull**

*Bungalow Court*

Although once common elsewhere in California, bungalow courts are extremely rare in San Francisco, mostly due to the high cost of land, cool weather, and urban tastes of its residents. Developed after 1909 as inexpensive housing for visitors and laborers in Southern California, the typical bungalow court consists of two rows of closely spaced cottages on either side of a central landscaped walkway or driveway. The purpose of the bungalow court was to give the occupant the sense of a single-family home in a multi-family property. Frequently embellished with landscaping and maybe even a small fountain, the bungalow court was California's answer to the courtyard apartment building of the East Coast. Bungalow courts most commonly feature Craftsman, Mission or Spanish Colonial Revival details, but may also include Art Deco and Streamline Moderne features. A single bungalow court was encountered during the Market and Octavia Historic Resources Survey, at 1033-41 Minna Street (**Figure 54**). Its constituent cottages are designed in a simple Craftsman style and packed closely together on a small lot.



Figure 54. Bungalow Court at 1033-41 Minna Street in the South of Market, built 1924.  
Source: Page & Turnbull



## ***B. COMMERCIAL***

Commercial buildings are numerous throughout the Market and Octavia Plan Area, particularly along Market Street and important neighborhood commercial districts such as Hayes and Gough streets (Hayes Valley), Church Street (Duboce Triangle and Eureka Valley), Valencia Street (Mission District), and Mission Street (South of Market area and the Mission District). The majority of the commercial buildings in the neighborhoods are mixed-use buildings, with commercial space on the first floor and residential units above. One-story commercial buildings, typically either garages or smaller retail structures, are also located throughout the Plan Area. Multi-purpose light industrial loft buildings, which were traditionally used for light manufacturing, warehousing, and wholesale distribution, are also located in the Plan Area, most of them concentrated in the South of Market area. With some exceptions, most spec-built commercial buildings in the Market and Octavia Plan Area were not designed for a specific business. Rather, they usually consist of undifferentiated space which makes it easy for owners and tenants to accommodate new businesses with only minimal changes.

### *Mixed Use*

Mixed use commercial buildings are common throughout the Plan Area. Built to support ground story retail with residential units above, this building type usually consists of a two- to three-story structures, most commonly seen on corner locations or within larger commercial districts. The commercial entrance is typically centered on the ground floor (or at the corner for corner properties), with the residential entrances located to the side (**Figure 55**). Storefronts often include plate glass windows with a divided clerestory above. Architectural detailing varies widely, as this building type has remained popular from the Victorian era through to the present.



**Figure 55. Mixed-use building at 424 Hayes Street, built 1916.  
Source: Page & Turnbull**

*Single-story Retail*

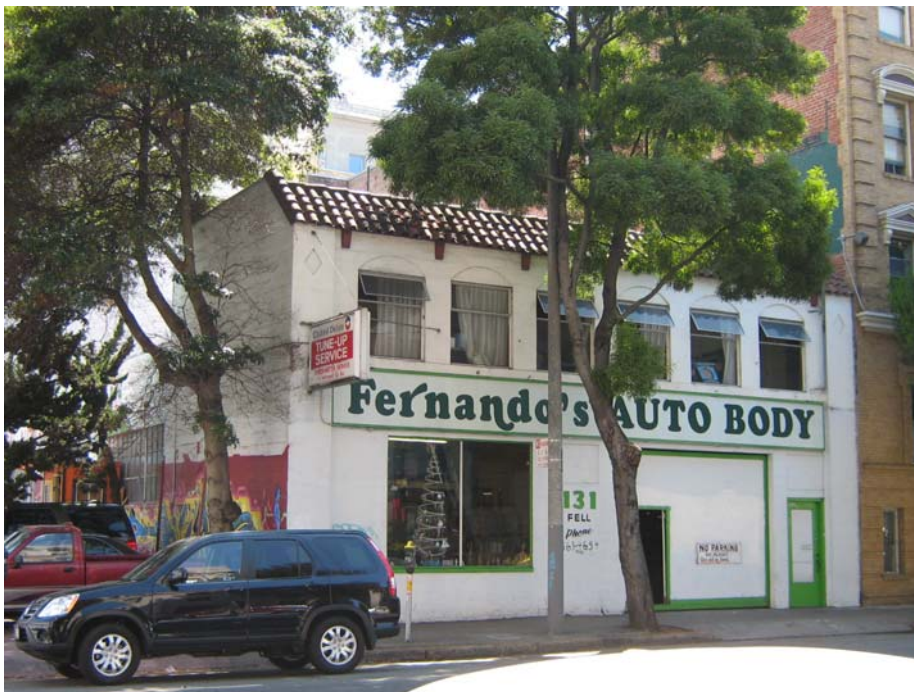
Quite common along Market Street and smaller commercial streets, single-story retail buildings were typically built after the 1906 Earthquake with the proceeds of insurance settlements. Evidencing simple construction techniques and a lack of complex architectural detailing, it is apparent that many single-story retail buildings were erected quickly in order to establish a commercial presence on a lot without a substantial outlay of funds. Called “taxpayer blocks” on the East Coast, this building type was designed to generate revenue as quickly as possible. Many were eventually demolished and replaced with larger, more permanent buildings that included office or residential floors above. Others were clearly designed to accommodate extra floors in anticipation of future expansion. Several good examples exist along Market Street, such as the Huston Building, at Sixteenth and Market streets (**Figure 56**).



**Figure 56. Huston Building, at 2283 Market Street, 1907.  
Source: Page & Turnbull**

*Light Industrial*

Small one-and two-story concrete and masonry light industrial buildings are common in the South of Market area—so much so that the building type defines major streets in the South of Market Area. This building type can also be found in Hayes Valley along the east-west streets that intersect Franklin and Gough streets. While the number of bays depends on the width of the lot, the façades of these buildings are quite consistent, composed for the most part of a symmetrical arrangement of multi-light, steel sash windows and vehicular openings. Overhead rolling doors occupying either the center or corner bays are also quite common. Likewise, many feature a two-story office wing facing the street with offices on the upper floor, while the rear section of the building is a single-story space devoted to manufacturing or automotive repair (**Figure 57**). Structurally, most are concrete with a grid of regularly spaced interior columns capped by either a gable or bowstring truss roof supported by wood or steel trusses. Ornamentation is usually quite restrained, consisting for the most part of concrete or sheet metal string course moldings, shaped parapets, corbelling (if brick), and occasionally a simple, classically detailed sheet metal cornice. Art Deco examples are not uncommon, and occasionally one will encounter more elaborate examples with Exotic Revival details, such as Gothic or Byzantine.



**Figure 57. Light industrial building at 131 Fell Street, built 1929.  
Source: Page & Turnbull**

### *Industrial Lofts*

Within the Market and Octavia Plan Area, the industrial loft is found primarily in the South of Market area and along the Market Street Corridor (**Figure 58**). Simply defined, the term “loft” refers to a building containing open, unpartitioned space—and often high ceilings—used for commercial or light industrial purposes. The pervasiveness and longevity of the loft-style building is rooted in its suitability for an almost unlimited range of uses. Lofts were typically designed to withstand the heavy structural loads required for manufacturing and bulk storage, while also providing versatile interior space and large window openings for manufacturing uses.

Large commercial loft buildings are generally composed of two structural types. The first structural type, commonly built between 1906 and 1913 (and sometimes later), is composed of a load-bearing brick exterior with a heavy timber frame supporting the interior floors and roof. Concrete construction, perfected after the First World War, became the preferred construction technique for commercial loft buildings in the 1920s because of its strength, ability to span large distances without intermediate supports, and relative inexpensiveness. Industrial lofts were designed in many different styles, though Classical Revival and Mediterranean Revival were the most popular in the 1920s. Art Deco was popular in the 1930s, and Streamline Moderne took the lead in the 1940s. In recent years, many industrial lofts have been converted to high tech office space and residential uses.



**Figure 58. Concrete loft building at 1632 Market Street, built 1911.  
Source: Page & Turnbull**

*Warehouses*

Warehouses are not widespread within the Market and Octavia Plan Area, much of which is too distant from the waterfront or railheads to make warehouse construction attractive. Most warehouses built in San Francisco were designed in the Commercial Style, and can be identified by their load-bearing masonry walls with minimal corbelled detailing, flat roofs, flat or stepped parapets, regular fenestration with jack-arch window and door openings, and heavy timber framing. In terms of interior spatial organization, Commercial Style warehouses usually consist of two spaces: the warehouse floor and the office mezzanine. The warehouse floor, where the physical work of processing, packaging, storing, and moving goods took place, could occupy any number of stories and typically made up the bulk of the building's footprint. Partitions were few in order to maximize valuable storage space and allow natural light. The office mezzanine was usually located at one end of the building at a convenient vantage point, thereby allowing management to observe activities on the work floor. Although brick Commercial Style warehouses continued to be erected after the 1906 Earthquake and Fire, the popularity of concrete surged because of its greater fire and seismic resistance, as well as its ability to bridge larger spans. As a result, by the 1920s concrete construction was by far the preferred construction method for warehouses. The Market and Octavia Plan Area contains at least one unusual concrete warehouse built before the 1906 Earthquake: the Bekins Warehouse at 190 Otis Street, in the South of Market area (**Figure 59**).



**Figure 59. Bekins Warehouse, 190 Otis Street in the South of Market, built 1906 and reconstructed 1909.  
Source: Page & Turnbull**

*Large Industrial and Utility Buildings*

There are a handful of special-use industrial or utility buildings scattered throughout the Market and Octavia Plan Area, primarily in the South of Market area. Built for a specific use, these buildings often stand out from their more easily adaptable and generic loft and light industrial neighbors. Examples include the Art Deco switching substation erected by Pacific Telephone and Telegraph Co. at 1 McCoppin Street (**Figure 60**), the Dairymen's Building (now BMW of San Francisco) at South Van Ness Avenue and Thirteenth Street, and the San Francisco Recorder Printing Plant at 125 Twelfth Street.



**Figure 60. Pacific Telephone & Telegraph Switching Station at 1 McCoppin Street in the South of Market area, built 1937.  
Source: Page & Turnbull**

***C. PUBLIC ASSEMBLY/INSTITUTIONAL***

Public assembly and institutional buildings in the Market and Octavia Plan Area include city, state and federal office buildings; police and fire stations; hospitals; courthouses; public schools; post offices; and libraries. Public assembly buildings are defined as churches, synagogues, theaters, and social halls.

*Government Buildings*

While the Market and Octavia Plan Area does not contain a high concentration of grand government buildings, there are several notable properties including the U.S. Mint, the Laguna Extension campus of the University of California, and the former Juvenile Detention Home at 150 Otis Street. The Plan Area also contains a variety of smaller neighborhood civic buildings such as SFFD Station No. 6 at 135 Sanchez Street in Duboce Triangle, and the Harvey Milk Recreation Center in Duboce Park. The government buildings are extremely varied in their structural form and architectural style, ranging from the graceful Spanish Colonial Revival style buildings at the Laguna Extension campus to the severe lines of the SFFD Station No. 6 (**Figure 61**).



**Figure 61. SFFD Firehouse No. 6 at 135 Sanchez Street in Duboce Triangle, built 1949.  
Source: Page & Turnbull**

*Assembly Buildings*

The Market and Octavia Plan Area contains a number of public assembly buildings, including several prominent churches and social halls that served different ethnic, civic, and religious groups. The religious buildings and ethnic social halls differ from each other in terms of design and construction, but are extremely important in place-making. Many provide hints to the historical ethnic character of various neighborhoods. Examples of this include St. Francis Lutheran Church (built by Danish Immigrants) and the Swedish American Hall. The Plan Area also contains one of the most prominent churches in San Francisco: the First Baptist Church at Octavia and Market streets. The First Baptist Church is a massive steel-frame, domed building that provides a striking visual counterpoint to the commercial and residential construction surrounding it on all sides (**Figure 62**).



Figure 62. First Baptist Church at 54 Waller Street in Hayes Valley, built 1909.  
Source: Page & Turnbull



#### ***D. BUILDING TYPES IN THE INDUSTRIAL EMPLOYMENT STUDY AREA***

For the purposes of the Industrial Employment Context, industrial buildings are those constructed as workplaces for the industrial system. That is, they are intended to contain workers engaged in labor directed by owners of the business, using machinery owned by the owners of the business, who may also own the building. They include factories, loft buildings, shops, and warehouses or distribution centers. The distinctions between these types are often fluid. Loft buildings are purposely loose in their spatial organization, allowing for various production, distribution, or repair functions. Likewise, there may be little difference between a small factory and a large shop.

##### *Factories*

Factories are generally intended for the production of a specific product. The building is essentially a part of the production machinery. Its spatial organization is determined by the manufacturing processes, and often incorporates a fixed production path. Factories can vary greatly in size, from large operations employing significant numbers of people to much smaller enterprises with only a few workers.

##### *Loft buildings*

Lofts are large multi-story structures containing open floor plates, large windows, and high ceilings. They can be rented to a variety of different enterprises simultaneously, with common elevators and utilities provided. In order to preserve flexibility, maximize natural light, and facilitate circulation, lofts typically do not have partitioned interior space. Rather, specified amounts of space are apportioned to each tenant. Loft buildings can house a number of independent businesses or be fully occupied by one company. They are also quite flexible. A loft could be used as a warehouse by one tenant or as a factory by another.

##### *Shops*

Shops are production facilities that are generally smaller than factories. They are also typically more flexible in their spatial organization because of the need to rearrange machinery as new jobs are contracted. Shops may specialize in the repair of existing products, or contain both production and repair operations. Within the Industrial Employment Study Area, automobile repair shops are one of the most common types.

##### *Warehouses*

Warehouses are built to store quantities of products for eventual distribution. They may be commercial enterprises renting space to any client, or be part of a larger company used to store the company's goods. Similarly, distribution centers are buildings devoted to storage and piecemeal distribution of products, generally on a wholesale or "trade only" basis.

All industrial buildings are shaped by expectations about the work that will be performed there. In turn, the buildings also embody the physical conditions for laborers performing that work. Most buildings in the Industrial Employment Study Area were constructed for general light industrial<sup>181</sup> or distribution purposes, with only a few conceived as specific to one particular industry. These are typically shops, rather than factories. For general purposes, the most important considerations in these buildings are clear working space, ample light, easy circulation of materials and products, and an adequate base for mounting machinery. Since most of the buildings in the Industrial Employment Study Area were built over two relatively short periods of time, there is an overall unity in the building forms from each period. Those of the first period of reconstruction (1906-1919) differ

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<sup>181</sup> Light industry generally refers to production or distribution of products for end users, rather than intermediate products for use by other industries. It is less capital intensive and less environmentally disruptive than heavy industry.

mainly in size and structural materials—rather than form—from those of the second and later periods (1920-1956).

Most industrial buildings, whether shop, factory, loft, or warehouse, are low-rise rectangular structures occupying an entire lot. Roofs are either flat or have shallow gables or barrel vault forms supported by trusses. Floors are typically concrete slabs. Primary façades have prominent vehicular entrances and large windows, as that is often the only elevation exposed to natural light. Fenestration is large and usually rectangular, though sometimes arched. Most often, multi-light steel industrial style windows or plate glass storefronts were used. Skylights illuminate the middle and rear portions of the structures. The skylights are typically made of wired glass, a safety precaution in the post-earthquake era. Parapets, another fire precaution, are also prevalent and are usually either flat or stepped, though some may take more elaborate shapes. Cornices, where present, are small and made of relatively lightweight sheet metal, another legacy of the 1906 Earthquake.

Multi-story buildings employ spandrel panels to conceal the heavy floor slabs. They also typically have freight elevators, often located at a corner of the building so that they can be opened directly onto a loading dock. This placement also leaves the largest unimpeded floor plate. There are a number of buildings with mezzanines or partial second stories, which allow for segregation of administrative spaces from ground floor production spaces. They also provide a vantage place from which work can be supervised.

The façades are finished in a variety of styles, including Classical Revival, Mission Revival and Modernist idioms. Most all are simple in their expression. The most important design consideration was the building's ability to function as an industrial workplace. Buildings originally designed as distribution centers for finished goods were more likely to place value on appearance for the sake of attracting customers. These may display a more conscious street presence, generally in a modernist vocabulary, since many of the goods being distributed were automotive or electronic products—the most advanced technology of the day.

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VII. APPENDICES

**APPENDIX A: EXTANT RESIDENTIAL BUILDINGS WITHIN INDUSTRIAL EMPLOYMENT STUDY  
AREA CONSTRUCTED 1906-1909**

BLOCK	LOT	STREET NUMBER	STREET	YRBLT
3502	019	118	DUBOCE	1907
3502	020	124	DUBOCE	1907
3502	032	55	GUERRERO	1908
3502	033	49	GUERRERO	1908
3502	034	43	GUERRERO	1908
3502	049	48	PEARL	1909
3502	050	54	PEARL	1909
3502	054	81	PEARL	1906
3502	057	65	PEARL	1907
3502	058	61	PEARL	1906
3502	064	29	PEARL	1907
3502	065	23	PEARL	1907
3502	073	24	ELGIN	1907
3502	074	28	ELGIN	1908
3502	077	46	ELGIN	1909
3502	079	56	ELGIN	1909
3502	082	68	ELGIN	1908
3502	083	72	ELGIN	1906
3502	085	84	ELGIN	1907
3502	088	79	ELGIN	1908
3502	089	73	ELGIN	1907
3502	095	47	ELGIN	1907
3504	022	8	GOUGH	1906
3504	025	22	GOUGH	1906
3504	027	32	GOUGH	1906
3504	028	36	GOUGH	1907
3505	023	77	BRADY	1907
3509	022	14	WASHBURN	1906
3511	017	1544	HOWARD	1907
3511	022	1570	HOWARD	1906
3511	042	64	LAFAYETTE	1908
3511	056	1023	NATOMA	1907
3511	057	1016	NATOMA	1909
3511	060	1034	NATOMA	1907
3511	065	47	LAFAYETTE	1907
3513	045	1363	STEVENSON	1907
3513	059	1312	JESSIE	1906
3532	006	1738	MISSION	1907
3532	007	1746	MISSION	1907
3532	010	1760	MISSION	1906
3532	049	48	WOODWARD	1908

<b>BLOCK</b>	<b>LOT</b>	<b>STREET NUMBER</b>	<b>STREET</b>	<b>YRBLT</b>
3532	052	64	WOODWARD	1907
3532	062	43	WOODWARD	1906
3532	065	25	WOODWARD	1907
3532	065A	19	WOODWARD	1907
3533	017	440	14TH	1907
3533	018	446	14TH	1907
3533	019	454	14TH	1908
3533	048	172	CLINTON	1909
3533	049	176	CLINTON	1907
3533	055	197	DUBOCE	1907
3533	069	127	DUBOCE	1907
3534	006A	213	CLINTON	1907
3534	007	142	GUERRERO	1907
3534	015	506	14TH	1908
3534	020	19	ROSEMONT	1908
3534	032	281	CLINTON	1907
3534	035	267	CLINTON	1907
3534	038	255	CLINTON	1908
3534	039	251	CLINTON	1908
3534	041	241	CLINTON	1906
3534	043	235	CLINTON	1908
3543	004	252	CHURCH	1908
3544	003	110	DOLORES	1908
3544	004	114	DOLORES	1908
3544	005	120	DOLORES	1907
3544	017	1918	15TH	1906
3544	030	21	LANDERS	1908
3544	032	20	LANDERS	1908
3544	033	26	LANDERS	1908
3544	045	1950	15TH	1908
3544	071	683	14TH	1907
3545	007	240	GUERRERO	1907
3545	010	256	GUERRERO	1906
3545	011	260	GUERRERO	1906
3545	017	290	GUERRERO	1908
3545	018A	1810	15TH	1907
3556	003	310	GUERRERO	1909
3556	004	314	GUERRERO	1908
3556	023	3252	16TH	1908
3557	014	3330	16TH	1907
3557	016	3340	16TH	1906
3557	017	3344	16TH	1906
3557	034	3386	16TH	1906
3557	034B	3394	16TH	1906
3557	042	349	CHURCH	1906
3557	044	329	CHURCH	1906
3557	046	321	CHURCH	1906

<b>BLOCK</b>	<b>LOT</b>	<b>STREET NUMBER</b>	<b>STREET</b>	<b>YRBLT</b>
3557	047	315	CHURCH	1906
3557	048	309	CHURCH	1906
3557	049	305	CHURCH	1906
3557	050	301	CHURCH	1906
3557	051	1983	15TH	1908
3557	059	1925	15TH	1906
3557	106	272	DOLORES	1907
3558	001	300	CHURCH	1906
3558	041	2057	15TH	1907
3558	062	39	SHARON	1909

**APPENDIX B: EXTANT INDUSTRIAL BUILDINGS IN THE INDUSTRIAL EMPLOYMENT STUDY AREA CONSTRUCTED PRIOR TO 1909**

BLOCK	LOT	ADDRESS	YRBLT	1936 PHONE DIRECTORY OCCUPANT	1953 CITY DIRECTORY OCCUPANT
3509	014	165 10TH	1900	People's Laundry Co	"Peoples Laundry Co, Peoples Clns & Dyers"
3557	033	3384 16TH	1900?		"City County Record, Dolores Press, Eureka District News, Twin Peaks Sentinel"
0811	021	165 GROVE	1900?		"D Zelinsky & Sons pntg contr, "
3510	014	1450 HOWARD	1906	Faber Laboratories Inc.	Faber Laboratories of SF Inc oil analysis
3559	012	3516 16TH	1906		"Dowd & Welch plmbs, Geno's Refrigeration"
0817	035	333 LINDEN	1906		
3510	023	969 NATOMA	1906		United Service Co rug clng carpet laying
3505	020	42 OTIS	1906		Star Sheet Metal & Htg
3502	041	1859 MARKET	1906		vacant
3502	068	3 PEARL	1906		#5 Loomis clng & laundry
3532	040	45 DUBOCE	1906	MuraskyWF auto rep	Sailor's Auto Repair
3511	006	140 11TH	1907	Fisher E P fenders & radiators	E P Fischer Co auto body reprs
3532	039	49 DUBOCE	1907	"Air Reduction Sales Co, Pure Carbonic Inc"	Pat's Saw Shop
3511	014	1530 HOWARD	1907	Kosturos Bros groceries	"Cathodic Engineering Co, Houchin Heater Hospital"
3538	014	64 SANCHEZ	1907		residence
3532	025	1441 STEVENSON	1907		(1445= Wuelker Infra Red Ltg
3533	007	250 VALENCIA	1907		Levi Strauss & Co
3511	015	1532 HOWARD	1907		Kosturos Bros gros
3510	043	911 MINNA	1909		
3513	080	190 OTIS	1909		Bekins Van & Strg

**APPENDIX C: EXTANT INDUSTRIAL BUILDINGS IN THE INDUSTRIAL EMPLOYMENT STUDY AREA CONSTRUCTED 1920-1939**

BLOCK	LOT	ADDRESS	YRBLT	1936 Occupant	1953 CITY DIRECTORY
3514	004	180 12TH	1920	"Federal Knuckey Truck Co, Federal Truck Co, Sterling Truck Co Agency parts & serv"	California Body & Trailer Mfrs
3505	021	52 OTIS	1920		nl
0837	008	66 PAGE	1920		"Automatic Merchandising Co, Bay Cities Automat Co acctg offc"
3514	008	139 SOUTH VAN NESS	1920		nl
3514	009	145 SOUTH VAN NESS	1920		"Hopkins Co, Vern's Speedometer Rpr"
3505	012	90 12TH	1920	Bertolone's Auto Service (#98)	nl
		15 DUBOCE	1920	Duboce Auto Repair Shop	Duboce Auto Repair
3504	044	1661 MARKET	1921		Hotel Andrea
3510	006	134 10TH	1923		nl
3510	007	134 10TH	1923		"nl, yrblt 1971"
0793	002	537 GOUGH	1923		E Percival Wetzal comml photog
3509	010	1350 HOWARD	1923	Diamond T Pacific Co trucks	Advance Automatic Sales Co vending machines
3513	054	65 MCCOPPIN	1923		nl
3508	022	1338 MISSION	1923		nl
3511	075	1525 MISSION	1923	Herbst Bros sheet metal	Herbst Bros garbage can mfrs
3511	010	158 11TH	1923	"Hartzell H safety distributor, Russell Burdsail & Ward Bolt & Nut Co"	Federal tel & radio corp, Hartzell propellor fan co, fcty dis; elect equpt; R Jas Kearny Corp; Soapstone Duct Co
		2141 MARKET	1923		Remensperger Bros. autos
3509	041	113 10TH	1924		residence
3509	015A	145 10TH	1924	"Oliver P W Sullivan Mac Co, Sullivan Mach Co"	General Cigar Co
3509	015	151 10TH	1924	Raisin John T corp (155-57)	(155-57)

<b>BLOCK</b>	<b>LOT</b>	<b>ADDRESS</b>	<b>YRBLT</b>	<b>1936 Occupant</b>	<b>1953 CITY DIRECTORY</b>
3510	009	160 10TH	1924	See's Candies Inc	"Eber Bros Electronics, Eber Electronic sup, Moulthrop & Hunter mfrs agents"
3511	003	120 11TH	1924	"Seiberling Rubber Co Distributor, Thompson Tire Co tires"	Perry & Whitlaw auto rpr
3504	011	40 BRADY	1924	Neimiller's auto const	SF Wire & Iron Works
3504	012	50 BRADY	1924	Tri-Pak Gun Kit Inc	"Precision Mfg Co, plastic products"
0809	014	375 GROVE	1924		Levin's Auto Supply gen offc
0855	003	67 HAIGHT	1924		nl
3509	009	1330 HOWARD	1924	Renon Baking Co H	Renon Bakeries Inc
3510	012	1434 HOWARD	1924	Electrical Contractors Assn of Northern California- Electric-Ventilating Co.- Katz George merchandise clearing house- Merchandise Clearing House- S F. Electrical Contractors Assn Inc.	"Electrical Appliance Service Co, Industrial Foundry Supply Co, Zona Lee Infant's Wear Mfrs"
3511	021	1566 HOWARD	1924		Guarantee Automotive Repair
0818	022B	450 LINDEN	1924		nl
3510	031	926 NATOMA	1924		residence
3510	026	959 NATOMA	1924	Reeves Martin J heating Co inc	residence
3505	018	30 OTIS	1924		W A Ballinger & Co cotton gds
3509	020	10 WASHBURN	1924	Gough Alfred S contr & bldr	Whol Radio & Elec Sup
3509	015B	135 10TH	1925	"Golco Sanitary System, Olean Tile Co, Pomona Tile Mfg Co"	"Olean Tile Co tile mfrs, Pomona Tile Mfg Co"
3504	013	60 BRADY	1925	Wells Van & Storage Co	Tri Pak Gun Kit Inc
3513	069	80 DUBOCE	1925	#82: Pac Wine & Spirits Co	Patterson & Elvin Iron Works
0816	012	361 HAYES	1925		Pac X-Ray Co
3504	040	1687 MARKET	1925		McCroskey Airflex Mattress Co
3509	040	1375 MISSION	1925	Boyertown Burial Casket Co..	"Cristofani & Muzio Home Furnishers, Imperial Furn Co"

<b>BLOCK</b>	<b>LOT</b>	<b>ADDRESS</b>	<b>YRBLT</b>	<b>1936 Occupant</b>	<b>1953 CITY DIRECTORY</b>
3514	030	1663 MISSION	1925	BlaIr Corset Co Inc	"Artvogue of Cal, Ben Davis Mfg Co clo, Kellogg Switchboard & Sup Co, McRaskey Air Flex Mattress Co, Natl Sup Serv Co Boy Scouts of Am, Pac Tea Packing Co"
0838	033	221 OAK	1925		"Art Tile & Mantel Co, Norbert I Epping tile distrs"
3505	013	14 OTIS	1925		Golden Gate Casket Co
3505	032	1629 MARKET	1925		Best Lock & Key Dr., #1633; Aunger Artificial Limb Co.
3511	023	1596 HOWARD	1926		nl (185 10th?)
3513	008	166 OTIS	1926	(166, 70, 72)	Truck Lease Inc
3509	002	116 09TH	1926	Mohr Rudolph & Sons homes , Moneta Investment Co , Pac Wholesale Co. . Shaw JohnH Pacific Wholesale Co"	vacant
3509	043	104 09TH	1926	Crowson Electric Agencies	Video Meter Inc commel sales
3532	032	69 DUBOCE	1927	"Ace Dye Works & Exclusive Dyers Biltmore Dyeing & Cng Works, Liberty Cleaning & Dyeing Works The "	City of Paris Clnrs & Dyers
0811	016	155 GROVE	1927		D Zelinsky & Sons rpr shop
3509	011	1380 HOWARD	1927		#1378 Exhibit Furniture Co rtl
3510	019	1480 HOWARD	1927		"Kork Inc, Refrigerator Rental Co, United Cork Co's"
3511	074	1517 MISSION	1927		Gurley-Lord Tire Co
3511	080	1543 MISSION	1927	Hyman Edw Co uniforms & linens	"Pac Sundries Distr Inc, Pollak's"
3506	004	12 SOUTH VAN NESS	1927	Vogel Les Chevrolet Co	Market st address for Vogel Chevrolet
		1500 MISSION	1927		Coca Cola Bottling Co
3510	003	128 10TH	1928		nl
3532	030	2 CLINTON	1928		West Coast Cleaning & Dye wks

<b>BLOCK</b>	<b>LOT</b>	<b>ADDRESS</b>	<b>YRBLT</b>	<b>1936 Occupant</b>	<b>1953 CITY DIRECTORY</b>
0866	004	137 STEINER	1928		E A Bailing plmb
3532	071	34 WOODWARD	1928		West Coast Cleaning & Dye wks
3509	008A	190 09TH	1929		Harvey Miles & Co letter shop
3509	015C	123 10TH	1929	"Auger H L radio , Coast Radio Supply Co, Lapkin Henry E radio, Stewart. Warner Radio Distrs"	Boston Gear Works
0833	002	131 FRANKLIN	1930		Ray Freer Co whl beverages
3508	052	1340 MISSION	1930	"Barnard Barney H auctioneer, Burd Draying Moving & Storage."	Combustion Utilities htg & power eqpt whl
3511	001	1513 MISSION	1930		nl
3510	037	161 11TH	1930		#165-67, nl
3511	012	1500 HOWARD	1930		B F Goodrich Co
3504	002	20 BRADY	1931	Capitol Dyeing & Cleaning works	Capitol Cln & Dyeing
3505	016	30 OTIS	1931		W A Ballinger & Co cotton gds
3514	010	165 SOUTH VAN NESS	1932		Lambert Tire Co
3509	005	140 09TH	1933	Wholesale Radio & Electric Supply Co	Whol Radio & Elec Sup
0794	028	555 FULTON	1933		nl
3509	008	170 09TH	1934	"Cunningham E T Inc Pacific warehouse, R C A Mfg Co Inc, R C A Radiotron Div, R C A Victor Div"	Gates Rubber Co. Sls Div
0867	037	106 GERMANIA	1934		Quality Pie Shop
3511	093	40 LAFAYETTE	1934		nl
3514	031	1661 MISSION	1935		Edward Hyman Co uniform mfrs
3514	003	101 SOUTH VAN NESS	1935		Eve's Service Sta
3514	039	170 SOUTH VAN NESS	1936		Jas H Barry Co
		160 SOUTH VAN NESS	1936		DMV, CHP
3513	001	1 MCCOPPIN	1937		Pacific Tel & Teleg Co
3510	035	964 NATOMA	1937		S Brown Co furniture mfgers
3514	007	131 SOUTH VAN NESS	1937		LeDu & Ahonen Inc auto rpr



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<b>BLOCK</b>	<b>LOT</b>	<b>ADDRESS</b>	<b>YRBLT</b>	<b>1936 Occupant</b>	<b>1953 CITY DIRECTORY</b>
3510	039	973 MINNA	1938		Western Wax Corp candle mfrs
3502	042	1853 MARKET	1938		Lawrence DeLong , ins
3505	004	40 12TH	1938		Standard Laboratories & Supply
3514	041	154 SOUTH VAN NESS	1938		Wm L Hughson Co
3510	020	1488 HOWARD	1939		"Canteen Service Inc, Leonard Mosias archt"

**APPENDIX D: EXTANT INDUSTRIAL BUILDINGS WITHIN THE INDUSTRIAL EMPLOYMENT STUDY AREA**

Block	Lot	Address	Year Built	1936 Occupant	1953 Occupant
3509	014	165 10TH	1900	People's Laundry Co	Peoples Laundry Co, Peoples Clns & Dyers
3557	033	3384 16TH	1900		City County Record, Dolores Press, Eureka District News, Twin Peaks Sentinel
0811	021	165 GROVE	1900		D Zelinsky & Sons pntg contr,
3510	014	1450 HOWARD	1900	Faber Laboratories Inc.	Faber Laboratories of SF Inc oil analysis
3559	012	3516 16TH	1906		Dowd & Welch plmbs, Geno's Refrigeration
0817	035	333 LINDEN	1906		nl
3510	023	969 NATOMA	1906		United Service Co rug clng carpet laying
3505	020	42 OTIS	1906		Star Sheet Metal & Htg
3502	041	1859 MARKET	1906		vacant
3502	068	3 PEARL	1906		#5 Loomis clng & laundry
		45 DUBOCE	1906	MuraskyWF auto rep	Sailor's Auto Repair
3511	006	140 11TH	1907	Fisher E P fenders & radiators	E P Fischer Co auto body reprs
3532	039	49 DUBOCE	1907	Air Reduction Sales Co, Pure Carbonic Inc	Pat's Saw Shop
3511	014	1530 HOWARD	1907	Kosturos Bros groceries	Catholic Engineering Co, Houchin Heater Hospital
3538	014	64 SANCHEZ	1907		residence
3532	025	1441 STEVENSON	1907		nl (1445= Wuelker Infra Red Ltg
3533	007	250 VALENCIA	1907		Levi Strauss & Co
3511	015	1532 HOWARD	1907		Kosturos Bros gros
3510	043	911 MINNA	1909		nl
3513	080	190 OTIS	1909		Bekins Van & Strg
		123 SOUTH VAN NESS	1910		West Coast advertising Co
3502	010	150 VALENCIA	1912		Cottrell Bros furniture
3505	009	56 12TH	1912	Johnson S C & Son floor wax.	Boyd Lighting fixture co
3509	037	1337 MISSION	1913	Associated Exterminators Calcyanide Co. Leinen John F Chemical Co	Pac Northern Appl hshld appl

				Leinen John F Commerce Co Leinen John F Sanitation Co;- Supply	
3511	009	146 11TH	1914	Fram Draying Co Inc	Blair Van & Storage Inc
		3512 16TH	1915		Library Garage
3505	005	42 12TH	1916		Hal Metzel Auto Seat Covers, Hal Van Products, whl seat covers
3504	019	74 OTIS	1916		Pacific Tel & Teleg Co
		70 OTIS	1916		vacant
3511	031	1563 MISSION	1917	U S Govt Works Progress Administration Commodity Distribution	H & L Block sportswear
		25 DOLORES	1917		Barney Oatfield's Automotive Reconstruction Co.
3510	055	147 11TH	1919	Emsco Concrete Cutting Corp	nl
3510	010	916 NATOMA	1919	Sierra Glass Co Ltd	Theisen & Carrie whlsl meats
3510	056	145 11TH	1919	Bunnell-Kirksey Trailer Corp, Fruehauf Trailer Sals & Svc, Master Repair Shop	Master Truck Repair shop
3514	004	180 12TH	1920	Federal Knuckey Truck Co, Federal Truck Co, Sterling Truck Co Agency parts & serv	California Body & Trailer Mfrs
3505	021	52 OTIS	1920		nl
0837	008	66 PAGE	1920		Automatic Merchandising Co, Bay Cities Automat Co acctg offc
3514	008	139 SOUTH VAN NESS	1920		nl
3514	009	145 SOUTH VAN NESS	1920		Hopkins Co, Vern's Speedometer Rpr
3505	012	90 12TH	1920	Bertolone's Auto Service (#98)	nl
		15 DUBOCE	1920	Duboce Auto Repair Shop	Duboce Auto Repair
3504	044	1661 MARKET	1921		Hotel Andrea
3510	006	134 10TH	1923		nl
3510	007	134 10TH	1923		nl, yrblt 1971
0793	002	537 GOUGH	1923		E Percival Wetzel comml photog
3509	010	1350 HOWARD	1923	Diamond T Pacific Co trucks	Advance Automatic Sales Co vending machines
3513	054	65 MCCOPPIN	1923		nl
3508	022	1338 MISSION	1923		nl

3511	075	1525 MISSION	1923	Herbst Bros sheet metal	Herbst Bros garbage can mfrs
3511	010	158 11TH	1923	Hartzell H safety distributor, Russell Burdsail & Ward Bolt & Nut Co	Federal tel & radio corp, Hartzell propellor fan co, fcty dis; elect equpt; R Jas Kearny Corp; Soapstone Duct Co
		2141 MARKET	1923		Remensperger Bros. autos
3509	041	113 10TH	1924		residence
3509	015A	145 10TH	1924	Oliver P W Sullivan Mac Co, Sullivan Mach Co	General Cigar Co
3509	015	151 10TH	1924	Raisin John T corp (155-57)	(155-57)
3510	009	160 10TH	1924	See's Candies Inc	Eber Bros Electronics, Eber Electronic sup, Moulthrop & Hunter mfrs agents
3511	003	120 11TH	1924	Seiberling Rubber Co Distributor, Thompson Tire Co tires	Perry & Whitlaw auto rpr
3504	011	40 BRADY	1924	Neimiller's auto const	SF Wire & Iron Works
3504	012	50 BRADY	1924	Tri-Pak Gun Kit Inc	Precision Mfg Co, plastic products
0809	014	375 GROVE	1924		Levin's Auto Supply gen offc
0855	003	67 HAIGHT	1924		nl
3509	009	1330 HOWARD	1924	Renon Baking Co H	Renon Bakeries Inc
3510	012	1434 HOWARD	1924	Electrical Contractors Assn of Northern California- Electric-Ventilating Co.- Katz George merchandise clearing house- Merchandise Clearing House- S F. Electrical Contractors Assn Inc.	Electrical Appliance Service Co, Industrial Foundry Supply Co, Zona Lee Infant's Wear Mfrs
3511	021	1566 HOWARD	1924		Guarantee Automotive Repair
0818	022B	450 LINDEN	1924		nl
3510	031	926 NATOMA	1924		residence
3510	026	959 NATOMA	1924	Reeves Martin J heating Co inc	residence
3505	018	30 OTIS	1924		W A Ballinger & Co cotton gds
3509	020	10 WASHBURN	1924	Gough Alfred S contr & bldr	Whol Radio & Elec Sup
3509	015B	135 10TH	1925	Golco Sanitary System, Olean Tile Co, Pomona Tile Mfg Co	Olean Tile Co tile mfrs, Pomona Tile Mfg Co
3504	013	60 BRADY	1925	Wells Van & Storage Co	Tri Pak Gun Kit Inc
3513	069	80 DUBOCE	1925	#82: Pac Wine & Spirits	Patterson & Elvin Iron

				Co	Works
0816	012	361 HAYES	1925		Pac X-Ray Co
3504	040	1687 MARKET	1925		McCroskey Airflex Mattress Co
3509	040	1375 MISSION	1925	Boyertown Burial Casket Co..	Cristofani & Muzio Home Furnishers, Imperial Furn Co
3514	030	1663 MISSION	1925	Blair Corset Co Inc	Artvogue of Cal, Ben Davis Mfg Co clo, Kellogg Switchboard & Sup Co, McRaskey Air Flex Mattress Co, Natl Sup Serv Co Boy Scouts of Am, Pac Tea Packing Co
0838	033	221 OAK	1925		Art Tile & Mantel Co, Norbert I Epping tile distrs
3505	013	14 OTIS	1925		Golden Gate Casket Co
3505	032	1629 MARKET	1925		Best Lock & Key Dr., #1633; Auger Artificial Limb Co.
3511	023	1596 HOWARD	1926		nl (185 10th?)
3513	008	166 OTIS	1926		Truck Lease Inc
3509	002	116 09TH	1926	Mohr Rudolph & Sons homes , Moneta Investment Co , Pac Wholesale Co. . Shaw JohnH Pacific Wholesale Co	vacant
3509	043	104 09TH	1926	Crowson Electric Agencies	Video Meter Inc commcl sales
3532	032	69 DUBOCE	1927	Ace Dye Works & Exclusive Dyers Biltmore Dyeing & Cng Works, Liberty Cleaning & Dyeing Works The	City of Paris Clnrs & Dyers
0811	016	155 GROVE	1927		D Zelinsky & Sons rpr shop
3509	011	1380 HOWARD	1927		#1378 Exhibit Furniture Co rtl
3510	019	1480 HOWARD	1927		Kork Inc, Refrigerator Rental Co, United Cork Co's
3511	074	1517 MISSION	1927		Gurley-Lord Tire Co
3511	080	1543 MISSION	1927	Hyman Edw Co uniforms & linens	Pac Sundries Distr Inc, Pollak's
3506	004	12 SOUTH VAN NESS	1927	Vogel Les Chevrolet Co	Market st address for Vogel Chevrolet
		1500 MISSION	1927		Coca Cola Bottling Co
3510	003	128 10TH	1928		nl
3532	030	2 CLINTON	1928		West Coast Cleaning & Dye wks

0866	004	137 STEINER	1928		E A Bailing plmb
3532	071	34 WOODWARD	1928		West Coast Cleaning & Dye wks
3509	008A	190 09TH	1929		Harvey Miles & Co letter shop
3509	015C	123 10TH	1929	Auger H L radio , Coast Radio Supply Co, Lapkin Henry E radio, Stewart.Warner Radio Distrs	Boston Gear Works
0833	002	131 FRANKLIN	1930		Ray Freer Co whl beverages
3508	052	1340 MISSION	1930	Barnard Barney H auctioneer, Burd Draying Moving & Storage.	Combustion Utilities htg & power equpt whl
3511	001	1513 MISSION	1930		nl
3510	037	161 11TH	1930		#165-67, nl
3511	012	1500 HOWARD	1930		B F Goodrich Co
3504	002	20 BRADY	1931	Capitol Dyeing & Cleaning works	Capitol Cln & Dyeing
3505	016	30 OTIS	1931		W A Ballinger & Co cotton gds
3514	010	165 SOUTH VAN NESS	1932		Lambert Tire Co
3509	005	140 09TH	1933	Wholesale Radio & Electric Supply Co	Whol Radio & Elec Sup
0794	028	555 FULTON	1933		nl
3509	008	170 09TH	1934	Cunningham E T Inc Pacific warehouse, R C A Mfg Co Inc, R C A Radiotron Div, R C A Victor Div	Gates Rubber Co. Sls Div
0867	037	106 GERMANIA	1934		Quality Pie Shop
3511	093	40 LAFAYETTE	1934		nl
3514	031	1661 MISSION	1935		Edward Hyman Co uniform mfrs
3514	003	101 SOUTH VAN NESS	1935		Eve's Service Sta
3514	039	170 SOUTH VAN NESS	1936		Jas H Barry Co
		160 SOUTH VAN NESS	1936		DMV, CHP
3513	001	1 MCCOPPIN	1937		Pacific Tel & Teleg Co
3510	035	964 NATOMA	1937		S Brown Co furniture mfrs
3514	007	131 SOUTH VAN NESS	1937		LeDu & Ahonen Inc auto rpr
3510	039	973 MINNA	1938		Western Wax Corp candle

					mfrs
3502	042	1853 MARKET	1938		Lawrence DeLong , ins
3505	004	40 12TH	1938		Standard Laboratories & Supply
3514	041	154 SOUTH VAN NESS	1938		Wm L Hughson Co
3510	020	1488 HOWARD	1939		Canteen Service Inc, Leonard Mosias archt
3511	078	15 LAFAYETTE	1942		American District Telegraph Co
3511	064	55 LAFAYETTE	1946		Thulin Bray & Miller, Bldrs
3504	026	28 GOUGH	1947		#30?
3511	053	81 LAFAYETTE	1947		Brunig's Mach & Gear Wks
0836	009	1576 MARKET	1947		Dependable Uphlstry & Drapery Co
3510	030	935 NATOMA	1947		Busch Mfg Co mach
3510	027	955 NATOMA	1947		McNerny Chemical Corp ?products
3504	029	33 GOUGH	1949		Leo J Meyberg Co elect appliances
		2145 MARKET	1949		Remensperger Bros. autos
3514	004A	194 12TH	1950		Mutual Woodworking Co, rcv dept
3557	035	385 CHURCH	1951		residence
3514	022	1695 MISSION	1951		Patent Scaffolding Co Inc
3501	005	1927 MARKET	1951		#1929 Nelson Motors
3504	030	1699 MARKET	1954		
3505	010	74 12TH	1956		
3511	025	155 12TH	1956		
3510	018	1470 HOWARD	1956		
3513	075	177 VALENCIA	1959		
3532	048	40 WOODWARD	1963		
3502	113	100 VALENCIA	1964		Former site of Carpenter's Hall
3510	060	1458 HOWARD	1966		
3501	003	200 DUBOCE	1970		
3510	001	1415 MISSION	1974		
3508	026	1390 MISSION	1979		
3502	044	1841 MARKET	1987		
3532	005	1730 MISSION	1991		
3508	051	1340 MISSION	??	Barnard Barney H auctioneer, Burd Draying Moving & Storage.	





**APPENDIX E: INDUSTRIAL BUILDINGS CONSTRUCTED IN THE INDUSTRIAL EMPLOYMENT STUDY AREA IN THE 1930S**

Block	Lot	Address	Year Built	1936 Occupant	1953 Occupant
0833	002	131 FRANKLIN	1930		Ray Freer Co whl beverages
3508	052	1340 MISSION	1930	"Barnard Barney H auctioneer, Burd Draying Moving & Storage."	Combustion Utilities hgt & power equpt whl
3511	001	1513 MISSION	1930		nl
3510	037	161 11TH	1930		#165-67, nl
3511	012	1500 HOWARD	1930		B F Goodrich Co
3504	002	20 BRADY	1931	Capitol Dyeing & Cleaning works	Capitol Cln & Dyeing
3505	016	30 OTIS	1931		W A Ballinger & Co cotton gds
3514	010	165 SOUTH VAN NESS	1932		Lambert Tire Co
3509	005	140 09TH	1933	Wholesale Radio & Electric Supply Co	Whol Radio & Elec Sup
3509	008	170 09TH	1934	"Cunningham E T Inc Pacific warehouse, R C A Mfg Co Inc, R C A Radiotron Div, R C A Victor Div"	Gates Rubber Co. Sls Div
0867	037	106 GERMANIA	1934		Quality Pie Shop
3511	093	40 LAFAYETTE	1934		nl
3514	031	1661 MISSION	1935		Edward Hyman Co uniform mfrs
3514	003	101 SOUTH VAN NESS	1935		Eve's Service Sta
3514	039	170 SOUTH VAN NESS	1936		Jas H Barry Co
		160 SOUTH VAN NESS	1936		DMV, CHP
3513	001	1 MCCOPPIN	1937		Pacific Tel & Teleg Co
3510	035	964 NATOMA	1937		S Brown Co furniture mfrs
3514	007	131 SOUTH VAN NESS	1937		LeDu & Ahonen Inc auto rpr
3510	039	973 MINNA	1938		Western Wax Corp candle mfrs
3502	042	1853 MARKET	1938		Lawrence DeLong, ins
3505	004	40 12TH	1938		Standard Laboratories & Supply
3514	041	154 SOUTH VAN NESS	1938		Wm L Hughson Co
3510	020	1488 HOWARD	1939		"Canteen Service Inc, Leonard Mosias archt"