
West Bay Law
Law Office of J. Scott Weaver

April 17, 2017

President London Breed and San Francisco Board of Supervisors
San Francisco City Hall
1 Dr Carlton B Goodlett Pl #244
San Francisco, CA 94102

**Re: Re: Case No. 2014-000601 CUA, 2014-000601ENX- 2675 Folsom Street
Appeal of the September 22, 2016 Planning Commission Decisions.
Evaluation of Historical Resources with a Latino Historical Context.**

Dear Supervisor Breed,

This is one of two submissions made today, April 17, 2017 pertaining to the Appeal of the project at 2675 Folsom Street. This submission pertains to the need for Evaluation of Historical Resources with a Latino Historical Context.

The Calle 24 Latino Cultural District Council requests that the Board consider the proposed project in the context of its location within the Calle 24 Latino Cultural District (LCD) and the history connected with the site, the immediate neighborhood and the LCD as a whole. The Planning Department's historic evaluation is inadequate and inaccurate in that it does not discuss the project's connection to the people, places and events of significance within a Latino Historical context. Further, there was no evaluation of the mural at the property, its significance, and its connection to the web of murals that represent Latino culture, arts, and history. A Latino Historical Context Statement, one that would guide us in evaluating historic resources in the LCD is long overdue. Such a statement is currently in process.

It is undeniable that the LCD qualifies as a historic resource under CEQA. A historical resource is defined as any object, building, structure, site, area, place, record, or manuscript that: . . . b) Meets any of the following criteria: (1) Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage; (or) (2) Is associated with the lives of persons important in our past; . . . (14 CCR 15064.5(a)(3)). In establishing the LCD, this Board of Supervisors has recognized historic achievements of the district that were previously unacknowledged.

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The resolution establishing the LCD (Attachment 1) referenced the following:

- a) Its “significant role in the history of San Francisco.” (P 2: L7-8)
- b) Its place as a gateway for those fleeing poverty and oppression. (P 2: L 9 to P 3: L23)
- c) Its central role in the “Chicano Movement, its art and culture, and labor and community organizing to battle war and poverty.” (P 4: L1-3)
- d) Contributions by its numerous community and political organizations. (P4:10-P5:6)
- e) Recognition of its unique and varied small businesses (P5: L7-17)
- f) Its world-famous murals (P 5: L 18 to P 6: L 17)
- g) Its annual festivals and events (P 6: 18-22)
- h) Its place as the birthplace of Latin Rock, its low-rider culture, and as a meeting place for significant political organizations and events. (P 6: L23 to P7: L17)

The accompanying letter from the San Francisco Latino Historical Society letter describes additional of the people, places and events that would qualify the LCD as a Historic District (See Attachment 2). These include:

- a) The Calle 24 Corridor as a center of Latino Cultural Arts,
- b) The 23rd Street Corridor where several important non-profit organizations were established,
- c) The Latino Labor Movement,
- d) United Farmworkers Support. The UFW agreement was signed at the Good Samaritan’s Settlement House on Potrero at 24th Street,
- e) 22nd and Folsom Streets as a port of entry for Nicaraguan and Salvadorian refugees seeking asylum in the 1970’s,
- f) The numerous political movements that centered in the Mission.

The LCD was and is at the center of the Chicano/Latino cultural and political renaissance described above that started in the last half of the 20th Century. The people, places and events that this renaissance entails merits consideration of the LCD as a Historic District. A first step in this direction is to view projects in their Latino Historical Context and, at a minimum, require such projects to be reflective of the culture and history of the LCD.

Analysis should be done to better understand how the proposed 117 unit project would coexist in the LCD and the neighborhood context as a whole. Does the proposed design appropriately respond to the LCD or does it have the potential to compromise it? In addition, we note that numerous large, market-rate residential developments (of similar architectural scale and expression) have been approved or are being considered. Yet there has been no analysis of the **cumulative impact** of these projects within the context of Latino History in the LCD.

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An earlier *Historic Context Statement for San Francisco's Mission District* (2007) reinforced the need for this analysis for the entire Mission District. At page 92 (Attachment 3) the report states: "Nonetheless, it may be suggested that a recent cultural theme of significance in the Mission is that of women's culture, linked to both Latino and lesbian roots. . . . Also, the public mural phenomenon of political and artistic expressions layered upon the built environment has generated a vast array of visual spaces and vistas that merit evaluation for cultural significance." (full report may be found at <http://ohp.parks.ca.gov/pages/1054/files/mission%20district%20nov07.pdf>)

To address this deficiency, the San Francisco Latino Historical Society, in conjunction with the San Francisco Heritage, are years into the process of developing a Latino Historical Context statement. <http://www.verplanckconsulting.com/latino-citywide-historic-context.html> and <https://www.sfheritage.org/cultural-heritage/latino-heritage/> This effort is nearing completion of its research phase. A first draft should be completed before the end of the year and a final version completed by May of 2018. (See Attachment 2)

The project also contains a 5 foot by 30 foot mural commemorating the 40th anniversary of the Jamestown Community Center called "I Feel Safe," *Me Siento Segura*. The mural faces Cesar Chavez Elementary School and is seen daily by school children and visitors to the adjacent Parque de los Ninos. The mural is part of a 400 mural cultural web that ties in with the life of the LCD. The issue of the preservation or destruction of this mural is one that should be carefully considered, and considered in light of its place within the Calle 24 Latino Cultural District. The Department failed to engage in any deliberative process on this issue.

While there has been evaluation of the project site from the standpoint of architectural significance, the history of the neighborhood and LCD has not been evaluated at all for cultural or historic significance. The Department's evaluation (Attachment 4) consisted of a one page CPE checklist, a Planning Team Review, and reference to the project sponsor-commissioned Page & Turnbull Report. These documents make scant reference to the muralist movement and no mention of the LCD, nor do they reference any of the history spelled out in the Board's Resolution or described by the SF Latino Historical Society. As stated in the attached letter by the Founding Members of the San Francisco Latino Historical Society, the Department's report and that of Page & Turnbull "culturally insensitive" and "in error." The City has failed to adequately assess the cultural and historic importance of the project, the immediate area of the project, and the LCD as a whole. As such, it has not met its obligations under CEQA with respect to its Historic Resources.

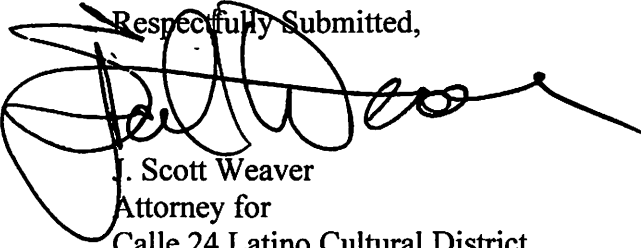
As stated above, a historic resource exists if it Meets any of the following criteria: (1) Is associated with events that have made a significant contribution to the broad patterns of

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California's history and cultural heritage; (or) (2) Is associated with the lives of persons important in our past; . . . (14 CCR 15064.5(a)(3)).

Ample evidence exists to support a fair argument that any historic resource assessment should include a Latino Historical Context. The people, places and events described above, in the attachments, and that will be described in testimony at the hearing, support the need to evaluate the proposed project in light of its Latino Historical Context. This is, after all the Calle 24 Latino Cultural District.

The rich history of the Calle 24 Latino Cultural District, renders it an asset whose history should be both acknowledged and clearly understood before proceeding with a project that would disrupt the cultural and historic fabric that exists in the District and the immediate neighborhood. We are therefore requesting that the project be sent back to Planning with instructions to evaluate the historical resources affected by the proposed project within the context of Latino, both individually and cumulatively, based history in the area and in the Calle 24 Latino Cultural District. The evaluation should be done in consultation with experts on Latino History in San Francisco and should include appropriate mitigation measures.

Respectfully Submitted,

J. Scott Weaver
Attorney for
Calle 24 Latino Cultural District

JSW:sme

ATTACHMENT 1

ATTACHMENT 1

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1 [Establishing the Calle 24 ("Veinticuatro") Latino Cultural District in San Francisco]

2
3 **Resolution establishing the Calle 24 ("Veinticuatro") Latino Cultural District in San**
4 **Francisco.**

5
6 WHEREAS, The Calle 24 Latino Cultural District memorializes a place whose richness
7 of culture, history and entrepreneurship is unrivaled in San Francisco; and

8 WHEREAS, The Calle 24 ("Veinticuatro") Latino Cultural District has deep Latino roots
9 that are embedded within the institutions, businesses, events and experiences of the Latino
10 community living there; and

11 WHEREAS, Because of numerous historic, social and economic events, the Mission
12 District has become the center of a highly concentrated Latino residential population, as well
13 as a cultural center for Latino businesses; and

14 WHEREAS, The boundary of the Calle 24 ("Veinticuatro") Latino Cultural District shall
15 be the area bound by Mission Street to the West, Potrero Street to the East, 22nd Street to the
16 North and Cesar Chavez Street to the South, including the 24th Street commercial corridor
17 from Bartlett Street to Potrero Avenue. Additionally, the Calle 24 ("Veinticuatro") Latino
18 Cultural District shall include La Raza Park (also known as Potrero del Sol Park), Precita Park
19 and the Mission Cultural Center because of the community and cultural significance
20 associated with these places; and

21 WHEREAS, Calle 24 ("Veinticuatro") Latino Cultural District's boundary demarcates the
22 area with the greatest concentration of Latino cultural landmarks, businesses, institutions,
23 festivals and festival routes; and

1 WHEREAS, The Latino population in the Mission, and in the Calle 24 (“Veinticuatro”)
2 Latino Cultural District, represents a culturally diverse population with roots from across the
3 Americas; and

4 WHEREAS, According to 2012 Census data, within the Calle 24 (“Veinticuatro”) Latino
5 Cultural District, 49% of the population self-identified as Latino; 38% identified as foreign-born
6 and 16% identified as linguistically isolated; and

7 WHEREAS, The Calle 24 (“Veinticuatro”) Latino Cultural District plays a significant role
8 in the history of San Francisco; and

9 WHEREAS, San Francisco has for centuries attracted people seeking refuge from war,
10 upheaval and poverty in their home countries; and

11 WHEREAS, The immigrant experience remains an integral part of California and San
12 Francisco's history, cultural richness and economic vibrancy; and

13 WHEREAS, From 1821 to 1848, the Mexican Republic controlled San Francisco and
14 the city was home to the Mexican governorship and many Mexican families; and

15 WHEREAS, Beginning in 1833, the Mexican government began to secularize mission
16 lands and distributed over 500 land grants to prominent families throughout California –
17 known as “Californios” – in an effort to encourage agricultural development; and

18 WHEREAS, Mexican land grants, such as Mission Dolores, Rancho Rincon de las
19 Salinas, and Potrero Viejo, include the geographic area that is now home to San Francisco's
20 Mission District and have directly influenced the Calle 24 (“Veinticuatro”) Latino Cultural
21 District; and

22 WHEREAS, The Treaty of Guadalupe Hidalgo, ratified in 1848 ending the Mexican
23 American War, guaranteed Mexicans living in the ceded territory – including what would
24 become the State of California – full political rights, but such rights were often ignored,
25 resulting in the slow dissolution of lands owned by Californios; and

1 WHEREAS, San Francisco experienced several waves of immigration in the late
2 1800s, including massive migration from Mexico, Chile and Peru as well as migration from
3 Latin America during the Gold Rush; and

4 WHEREAS, Puerto Rican migration to San Francisco began in the 1850s and
5 increased in the early 1900s when Puerto Ricans relocated to California by way of Hawaii;
6 and

7 WHEREAS, San Francisco served as a refuge for Sonorans fleeing violence and
8 upheaval in their home country due to the Mexican Revolution of 1910; and

9 WHEREAS, Beginning in the 1930s, Mexican and Latin American families began
10 settling in the Mission District, building on the roots that had already been established nearly a
11 century before; and

12 WHEREAS, After World War II, the Mission District became the primary destination for
13 new arrivals from all regions of Latin America including Central America, Mexico, Venezuela,
14 Colombia, Ecuador, Peru, Brazil, Paraguay, Uruguay, Chile, Argentina, Cuba, Dominican
15 Republic, and Puerto Rico; and

16 WHEREAS, Throughout the 1970s and 1980s, Central American countries
17 experienced major political conflict and families fleeing from conflict immigrated to San
18 Francisco, greatly contributing to the Latino identity of the Mission District and the Calle 24
19 ("Veinticuatro") Latino Cultural District; and

20 WHEREAS, In 1989, in response to the increased immigrant populations, the City and
21 County of San Francisco adopted a Sanctuary Ordinance that prohibits its employees from
22 aiding Immigration and Customs Enforcement (ICE) with immigration investigations or arrests,
23 unless mandated by federal or state law or a warrant; and

24 WHEREAS, Chicano and Latino activism, arts, commerce, and culture have centered
25 in the Calle 24 ("Veinticuatro") Latino Cultural District since the 1940s; and

1 WHEREAS, The Mission District and Calle 24 ("Veinticuatro") were central to the
2 Chicano Movement – its art, music, and culture, as well as labor and community organizing to
3 battle the war on poverty; and

4 WHEREAS, Many of the Latino community-based organizations established within the
5 Calle 24 ("Veinticuatro") Latino Cultural District during 1960s and 1970s were an outgrowth of
6 social justice organizing; and

7 WHEREAS, Much of what makes the Calle 24 ("Veinticuatro") Latino Cultural District a
8 culturally-rich and recognizable place are the Latino businesses and community-based
9 organizations located along 24th Street; and

10 WHEREAS, Latino-based organizations were established on 24th Street to serve the
11 needs of the community and promote culture and include: Mission Neighborhood Centers
12 (1959), offering services targeted to Latina girls and young women, including homework
13 assistance, leadership programs and anti-violence education; Mission Education Projects Inc.
14 (1970s), providing educational and support services to youth and their families; Galería de la
15 Raza (1970), nurturing cultural icons Mujeres Muralistas (1972) and Culture Clash (1984),
16 helping to inspire the creation of the Mexican Museum and making a space for Latino artists
17 to create innovative new works, transforming Latino art in San Francisco; Mission Cultural
18 Center for Latino Arts (1977), promoting, preserving and developing Latino cultural arts; Calle
19 24 SF (formerly the Lower 24th Street Merchants and Neighbors Association) (1999),
20 advocating for neighborhood services, local businesses, arts and culture programs and
21 improved public spaces; Precita Eyes Mural Arts & Visitors Center (1977), offering mural
22 classes, tours, and lectures, as well as painting several murals within the Calle 24
23 ("Veinticuatro") Latino Cultural District; Mission Economic Cultural Association (1984),
24 producing many of the Latino festivals and parades, including Carnaval, Cinco de Mayo, and
25 24th Street Festival de Las Americas; Acción Latina (1987), strengthening Latino communities

1 by promoting and preserving cultural traditions, managing a portfolio of cultural arts, youth
2 programs, and media programs including *El Tecolote* newspaper, which upholds a nearly two-
3 century-long tradition of bilingual Spanish/English journalism in San Francisco; Brava Theater
4 (1996), portraying the realities of women's lives through theater by producing groundbreaking
5 and provocative work by women playwrights, including well-known Chicana lesbian
6 playwright, Cherrie Moraga, and hosting a variety of Latino cultural events; and

7 WHEREAS, Small and family-owned businesses, including restaurants, *panaderías*
8 (bakeries), jewelry shops and *botánicas* (alternative medicine shops), promote and preserve
9 the Latino culture within the Calle 24 ("Veinticuatro") Latino Cultural District; and

10 WHEREAS, Longtime Mexican and Salvadoran *panaderías* such as La Victoria (1951),
11 Dominguez (1967), La Reyna (1977), Pan Lido (1981), and La Mexicana (1989) have served
12 up sweet breads to generations of Mission residents and visitors; and

13 WHEREAS, Restaurants, like The Roosevelt (1922) (formerly Roosevelt Tamale
14 Parlor), Casa Sanchez (1924), and La Palma Market (1953), have sustained Latino culinary
15 traditions, and Café La Bohème (1973), one of the first cafes established in the neighborhood,
16 has served as both a meeting space and cultural venue among Latino activists, writers, poets
17 and artists; and

18 WHEREAS, The Calle 24 ("Veinticuatro") Latino Cultural District is visually distinct
19 because of approximately four hundred murals adorning its buildings depicting the Latino
20 experience in San Francisco that have been painted throughout the Mission District by
21 Chicano, Central American, and other local artists who had few, if any, opportunities to exhibit
22 their work in galleries; and

23 WHEREAS, Balmy Alley has the highest concentration of murals in San Francisco and
24 the mural project there emerged out of the need to provide a safer passage for children from
25 the Bernal Dwellings apartments to "24th Street Place," an arts and education program located

1 at the intersection of the alley and 24th Street, and run by Mía Gonzalez, Martha Estrella and
2 Ana Montano; and

3 WHEREAS, The first mural painted in Balmy Alley was carried out in 1972 by the
4 Chicana artist collective, Mujeres Muralistas, and, in 1984, more than 27 muralists added to
5 the collection of outdoor murals in Balmy Alley, focusing on the conflicts in Central America,
6 expressing anger over human rights violations and promoting peace; and

7 WHEREAS, Within the Calle 24 ("Veinticuatro") Latino Cultural District, additional
8 notable murals include: Michael Rios' "BART" mural (1975), Daniel Galvez's "Carnaval" mural
9 (1983), Precita Eyes' "Bountiful Harvest" (1978) and "Americana Tropical" (2007), Mujeres
10 Muralistas' "Fantasy World for Children" (1975), Isaias Mata's "500 Years of Resistance"
11 (1992), Juana Alicia's "La Llorona's Sacred Waters" (2004), and the Galería de la Raza's
12 Digital Mural Project; and

13 WHEREAS, The York Mini Park grew from a vacant lot purchased by the City of San
14 Francisco in the 1970s to a park adorned by murals painted by Michael Rios (1974) and
15 Mujeres Muralistas (1975), as well as a mosaic of Quetzalcoatl that winds around the
16 playground created by Collete Crutcher, Mark Roller and Aileen Barr under the direction of
17 Precita Eyes (2006); and

18 WHEREAS, Annual festivals celebrating Latino culture, including Carnaval, Cinco de
19 Mayo, the Lower 24th Street Festival de Las Americas (formerly the 24th Street Festival),
20 Cesar Chavez Parade and Festival, Día de los Muertos Procession and Altars, and Encuentro
21 del Canto Popular, represent the culture within the Calle 24 ("Veinticuatro") Latino Cultural
22 District; and

23 WHEREAS, The Calle 24 ("Veinticuatro") Latino Cultural District nurtured the
24 expansion of the Latino music scene from Latin jazz to Latin rock and pop music and the 24th
25

1 Street Festival (later known as Festival de las Americas) showcased musical talents including
2 Santana, Malo and Zapotec; and

3 WHEREAS, The Calle 24 ("Veinticuatro") Latino Cultural District was witness to the
4 rise of the low-rider culture in the 1970s and, on weekends, Mission Street served as a
5 bumper-to-bumper low-rider parade route; and

6 WHEREAS, After San Francisco authorities attempted to suppress cruising in the
7 1970s, the low-riders moved to La Raza Park also known as Potrero del sol Park where the
8 low-rider clubs congregated in order to create a safe space for recreation; and

9 WHEREAS, Organized youth cleaned up La Raza Park and marched from the corner
10 of 24th Street and Bryant Streets to City Hall with Latin American flags and signs that read
11 "Build Us a Park," and, in response, San Francisco purchased the six-acre site with voter-
12 approved bond funds and created La Raza Park; and

13 WHEREAS, St. Peter's Church is an anchor of the Calle 24 ("Veinticuatro") Latino
14 Cultural District because of the spiritual services it has provided to the community and its
15 association with Los Siete de la Raza, the Mission Coalition of Organizations, the United
16 Farmworkers Movements, and the Central American Resource Center (CARECEN) of
17 Northern California, among other social justice efforts; and

18 WHEREAS, The 24th Street BART station plazas have long served as a popular arena
19 for public demonstrations, ranging from those organized by the Mission Coalition of
20 Organizations to those associated with the Central American Solidarity movements in the 1970s
21 and 1980s; and

22 WHEREAS, The two BART station plazas are popularly known as "Plaza Sandino" after
23 Nicaraguan revolutionary Augusto Cesar Sandino and "Plaza Marti" after Salvadoran leftist
24 leader Farabundo Marti; and
25

1 WHEREAS, A prominent feature of the Northeast 24th Street BART plaza is the 1975
2 mural painted by Michael Rios, which depicts the controversial impact of the 16th and 24th
3 Street BART stations that were constructed in the 1970s by hard working residents who
4 protested the extra sales tax that financed the rapid transit system; and

5 WHEREAS, Community leaders have long sought to preserve the culture and
6 community of Calle 24 ("Veinticuatro"); and

7 WHEREAS, In the 1990s, Supervisor Jim Gonzalez introduced a façade improvement
8 program and a Flags of the Americas Program wherein Mission artists created banners for
9 display within the neighborhood to call attention to its Latino heritage; and

10 WHEREAS, Supervisor Jim Gonzalez established the 24th Street Revitalization
11 Committee and made efforts to establish an Enterprise Zone for the Mission District; and

12 WHEREAS, In 2012, Mayor Edwin Lee's Invest In Neighborhoods Initiative selected
13 Calle 24 ("Veinticuatro") for its economic development program and the establishment of a
14 cultural district; and

15 WHEREAS, As part of a collaborative effort by Calle 24 San Francisco, the San
16 Francisco Latino Historical Society, San Francisco Heritage, Mayor Edwin Lee and Supervisor
17 David Campos worked together to create the Calle 24 ("Veinticuatro") Latino Cultural District
18 as part of an effort to stabilize the displacement of Latino businesses and residents, preserve
19 Calle 24 as the center of Latino culture and commerce, enhance the unique nature of Calle 24
20 as a special place for San Francisco's residents and tourists, and ensure that the City of San
21 Francisco and interested stakeholders have an opportunity to work collaboratively on a
22 community planning process, which may result in the Designation of a Special Use District or
23 other amendment to Planning Code; now, therefore, be it

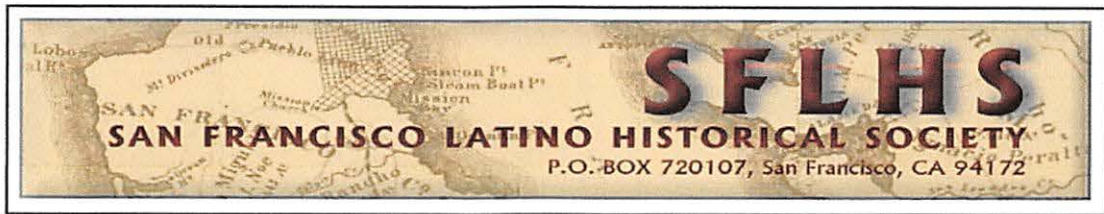
1 RESOLVED, That the Board of Supervisors of the City and County of San Francisco
2 supports the establishment of the Calle 24 ("Veinticuatro") Latino Cultural District as a Latino
3 cultural and commercial district in San Francisco; and, be it

4 FURTHER RESOLVED, That the Board of Supervisors of the City and County of San
5 Francisco commends the efforts of the Latino community in working toward the creation of the
6 Calle 24 ("Veinticuatro") Latino Cultural District and the contribution it will provide to the
7 cultural visibility, vibrancy and economic opportunity for Latinos in the City and County of San
8 Francisco.

ATTACHMENT 2

ATTACHMENT 2

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April 14, 2017

To Board of Supervisors and Mayor Lee:

RE: AXIS DEVELOPMENT REQUEST FOR AN APPEAL
2675 Folsom Street

The San Francisco Latino Historical Society (SFLHS) was established in 2012, because the San Francisco's Planning Department's Historical Resources report, "City within a City: Historic Context Statement for San Francisco's Mission District, November 2007," required for the Rezoning for the Northeastern Neighborhood plan did not adequately address the Latino's Community history in the Mission District. It was created to address the underrepresentation of the Latino experience and contributions in the historical record and to educate future generations about the long historical presence of Latinos in the city of San Francisco.

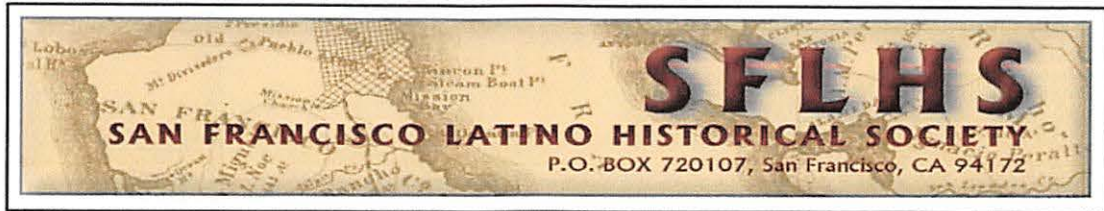
The organization is composed of Public Art Historians, Historians, Architects, Teachers and former Art and Historic Preservation Commissioners, who are all committed to documenting San Francisco Latino History in first voice.

The San Francisco Latino Historical Society has partnered with San Francisco Heritage to articulate a city wide Latino Context Statement. This document is nearing completion of its research phase with a draft report scheduled to be submitted to the SF Planning Department at the end of December 2017. The Final Context Statement to be submitted in May of 2018.

As an organization of professionals, we are compelled to address the Page & Turnbull Historic Resource Evaluation Report, 2015, prepared for 2675 Folsom Street. We believe that this report is inadequate and lacking in its cultural grounding related to the San Francisco Latino Community. This report and San Francisco's Historical Resources report do not address the Mission District Latino History or its cultural assets.

This report has several omissions:

- 1) The Page and Turnbull Report does not investigate the historical period from 1930 to present. The glaring omission and errors in the report, and by extension, lack of serious consideration of the many Latino Community Cultural Assets, is unacceptable.
- 2) Nowhere does this report consider the history of the "Californios" or Mexicans living in this district from the time international borders changed to the present. Yet, the San



Francisco Directory shows evidence that Latinos lived, thrived, and had businesses in the Mission District as well as Excelsior Districts from late 1880 through 1900.

- 3) Missing was the acknowledgement of the importance of Calle 24 to Latinos contribution to the development of San Francisco. It was the birth place of Latino Arts & Cultural, such as Balmy Alley, Galeria de la Raza, Mexican Museum, Culture Clash, Carlos Santana, Malo; parades such as Dia de los Muertos, Carnival, Cinco de Mayo, Cesar Chavez, Festival of Americas and the Low Riders; public spaces such Plaza Sandino (24th BART Plaza), La Raza Park founded by Low Riders . At the completion of the City Wide Latino Context Statement we will be recommending that Calle 24 become a Latino Historic District.
- 4) Equally glaring, is the fact that there is no consideration for the significance of Murals in the Mission and inherent contribution of these murals to a potential Mission Mural Historic District. There are over 400 murals in San Francisco District and is the largest outdoor public art gallery in the United States.

Articles 10 of the San Francisco Planning Code covers individual landmarks and historic districts, denoting buildings, properties, structures, sites, districts and objects that are 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.

In this article, it states that there is no number of structures that might be allowed to be demolished in a Historic District. Any proposal to demolish a contributing building is considered on a case by case basis through the lens of economic hardship.

The Murals in the Mission must be considered as a cultural totality - there is no arbitrary percentage of loss that can be picked out to say that it is all right to remove “x” number of murals. The removal of each mural should be considered on a case by case basis according to agree upon criteria such as age, artist, quality, neighborhood significance, etc. The murals do not currently have such district landmark status, but should considered for their cultural significance. In the absence of such formal protection, the adopted approach to demolition in a Historic District is a useful analogy for how the removal of Murals should be considered.

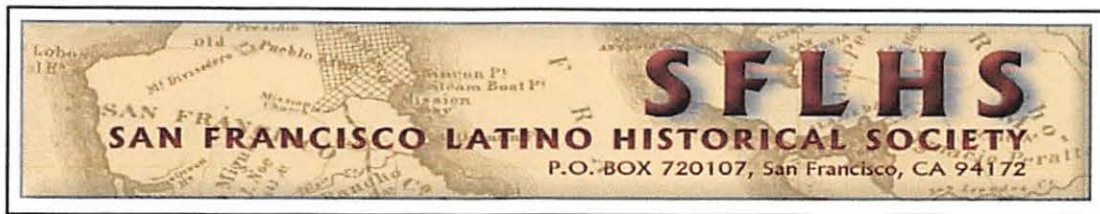
In the case of the demolition of a building in an Article 10 Historic District, the Historic Preservation Commission (HPC) has the power under 1006.5(c) to "disapprove or approve the application, or may suspend action on it for a period not to exceed 90 days, subject to extension by the Board of Supervisors". The 90 days’ suspension was intended as a period



of time in which to review the merits of the demolition. The way such a suspension is to work is laid out in 1006.5(d): "In the event action on an application to remove or demolish a structure is suspended as provided in this Section, the HPC may take such steps as it determines are necessary to preserve the structure concerned, in accordance with the purposes of this Article 10. Such steps may include, but shall not be limited to, consultations with civic groups, public agencies, and interested citizens, recommendations for acquisition of property by public or private bodies or agencies, and exploration of the possibility of moving one or more structures or other features."

By analogy, time should be taken to assess the merits of the murals set against the totality of murals in the Mission District and the exploration of the potential and merits of moving them.

- 5) Since 1948, zoning maps have included this parcel (2675 Folsom Site), as part of the industrial area of San Francisco. This parcel should have been included in the report (Showplace Square context statement) as it is considered part of the Historic Industrial Area.
- 6) The preliminary findings in this area (per Dr. Cordova and Anne Cervantes research) for the city wide LATINO CONTEXT statement, indicates that the Mission District was birth of Latino social, cultural and political movement 1950-2017. In this time frame, there was Center of the Chicano Movement in Northern California, Center for the Latino Labor Movement, Latino Mural Movement, and Latino Political & Economic Empowerment.
 - CALLE 24 CORRIDOR is the center of Latino Cultural Arts, such as the establishment of the Galeria de la Raza due to Latinos not having access to SF Galleries & Museums. Other organizations include Mission Economic & Cultural Association, Precita Eyes, BRAVA and Accion Latina. Mission Cultural Center for Latino Arts is located within the Latino Cultural District.
 - 23 RD STREET CORRIDOR several non-profits were established through the Mission Coalition Organization such as Mission Model Neighborhood Corporation located at 3145 23rd Street; Mission Education Projects Inc, 3047 23rd Street; Mission Media Arts. The Mission Coalition Organization office was 2707 Folsom.
 - LATINO LABOR MOVEMENT Centro Social Obrero, the Latino Caucus of LIUNA, local 261. Cesar Chavez gain support of local 261 members who walked with him in the lettuce boycott 1970 march in Salinas. There is a potential to expand the research and establish a SF Trade Union District.



- Abel Gonzalez, Field Representative of Labor Union 261 and founder of Centro Social Obrero, resided at 940 Treat Avenue at 23rd. He was a ballot signatory for Joseph Alioto's Mayoral Campaign and the first Latino Laborer serve in Mayor Alioto's cabinet.
- 2929 19th BUILDING
(Pelton Water Wheel Company Administrative Office Building/Mission Language Vocational School)
 - Centro Social Obrero establish a school at 2929 19th Street Building, Mission Language Vocational School/Pelton Water Works Administration Offices, to teach their workers English and to take citizenship classes.
 - 2929 19th Street Building evolves into the Latino Community's City Hall, with visits from dignitaries such as State and Federal elected officials, a representative of the President of Mexico, Mexican Movie stars such as "Cantiflas", Performers such as Vincente Fernandez, Celia Cruz, Willie Colón, Hector Lavoe, Juan Gabriel and El Gran Combo.
- UNITED FARMWORKERS: UFW agreement was signed at the Good Samaritan's Settlement House located on Potrero at 24th Street and had an office in the Union Hall on 16th Street.
As Peter Brat stated at the opening of his film on "Dolores" "The Mission District was an epicenter of the farmworker struggle when I grew up here," said Bratt, the son of a Peruvian immigrant mother who was a nurse and community activist.
- 22ND & FOLSOM port of entry for the Nicaraguan and Salvadorian refugees seeking asylum in 1970's.
- POLITICAL MOVEMENT: The Mission District was the Center of Political organizing efforts Centro Social Obrero, Mexican American Political Association and LULAC to support Joe Alioto's run for Mayor. With Alioto's win, the Latino Community in San Francisco gained a political voice with the appointment of the first Latino Supervisor Robert Gonzalez; Manuel Caballo, a Mission District businessman (23rd and Bryant) appointed to the Golden Gate Bridge Board and the aid to Senator John Burton; Abel Gonzalez, president of Centro Social Obreros, becomes part of Mayor Alioto's cabinet.

The SF Latino Historical Society is requesting that the Board of Supervisors **send the project back to the Planning Department** with instructions to evaluate the historical resources affected by the proposed project within the context of Latino based history in the area and in the Calle 24 Latino Cultural District as a whole, as was done with LGBT context statement. We insist that evaluation be done in consultation with experts on San Francisco's Latino History, Art & Culture, in first voice, and include appropriate mitigation measures.



Clearly, it is premature. As stated, the Latino Cultural Overlay is in the process of being completed and we ask for the delay in order for this important document to be finalized and submitted.

The question, here, is why would the San Francisco Board of Supervisors approve an action that would fundamentally set in motion developments that are devoid of pertinent Calle24 Cultural District information—a lens designed to significantly inform development projects of this District, and by extension, San Francisco as a whole.

Sincerely

FOUNDING MEMBERS
SAN FRANCISCO LATINO HISTORICAL SOCIETY

Anne Cervantes, *Architect, former City Hall Preservation Commissioner*

Alan Martinez, *Architect, former Preservation Commissioner*

Lorraine Garcia- Nakata, *Artist, Arts/Cultural Specialist, Commissioner, the National Museum of the American Latino, former Director, The Mexican Museum, former San Francisco Arts Commissioner, and Chair, San Francisco Public Arts Program*

Dr. Carlos Cordova, *Historian, Professor of History-San Francisco State University, Latino Context Statement Historian*

cc.

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William Burg, Historian II, Office of Historic Preservation william.burg@parks.ca.gov

ATTACHMENT 3

ATTACHMENT 3

ATTACHMENT 3

The post-war Mission's socio-economic zones retained a fragile stability during the recent development period. The northern Mission still served as the gateway to newcomers and province of less affluent residents, who could still find cheap flats and residential hotels there. The southern Mission remained the stronghold of Latino population and culture in San Francisco, though the growth of the Hispanic population leveled off around 1970. In the western Mission, the Latino population actually began to decline around 1970, as many affluent young gays moved in from the adjoining Castro/Eureka Valley neighborhoods. Meanwhile, Sixteenth Street and upper Valencia Street developed a bohemian flavor, with cafes, art houses,



independent theaters, and bookstores, as well as several of the earliest lesbian and woman's culture institutions in San Francisco. In addition, the Mission tradition of public murals has expanded from individual oases of political art in the urban landscape, predominantly identified with Latino culture, to rivers of vibrant and powerful expressions of all kinds that fill alleys and cover complexes for the people of the Mission to appreciate.

Mural on the Women's Building (formerly the Mission Turnverein and Dovre Hall). <http://www.womensbuilding.org/public/about/mural.html>.

Property Types and Resource Registration

The revitalization of the Mission District through private and public reinvestment has generated significant new construction. Consistent with CRHR guidelines for resource evaluation, properties that are not yet more than fifty years old may still be evaluated as resources provided that their contexts are fully developed and well understood. However, properties that developed in the recent past are difficult to evaluate, since little time has passed with which to gain proper perspective of the period and its property types. This document does not provide for detailed evaluation of properties that developed within the recent time period. The specific contexts associated with recent properties warrant separate and focused development before registration requirements for recent properties can be established.

Nonetheless, it may be suggested that a recent cultural theme of significance in the Mission is that of woman's culture, linked to both Latino and lesbian roots. During the recent period of development, a number of commercial establishments and institutions along the upper Valencia Street corridor developed under that context and may be found to have significance. Also, the public mural phenomenon of political and artistic expressions layered upon the built environment has generated a vast array of visual spaces and vistas that merit evaluation for cultural significance.

ATTACHMENT 4

ATTACHMENT 4

ATTACHMENT 4

<u>Topics:</u>	<i>Significant Impact Peculiar to Project or Project Site</i>	<i>Significant Impact not Identified in PEIR</i>	<i>Significant Impact due to Substantial New Information</i>	<i>No Significant Impact not Previously Identified in PEIR</i>
3. CULTURAL AND PALEONTOLOGICAL RESOURCES—Would the project:				
a) Cause a substantial adverse change in the significance of a historical resource as defined in §15064.5, including those resources listed in Article 10 or Article 11 of the San Francisco Planning Code?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Historic Architectural Resources

Pursuant to CEQA Guidelines Sections 15064.5(a)(1) and 15064.5(a)(2), historical resources are buildings or structures that are listed, or are eligible for listing, in the California Register of Historical Resources or are identified in a local register of historical resources, such as Articles 10 and 11 of the San Francisco Planning Code. The Eastern Neighborhoods PEIR determined that future development facilitated through the changes in use districts and height limits under the Eastern Neighborhoods Area Plans could have substantial adverse changes on the significance of both individual historical resources and on historical districts within the Plan Areas. The PEIR determined that approximately 32 percent of the known or potential historical resources in the Plan Areas could potentially be affected under the preferred alternative. The Eastern Neighborhoods PEIR found this impact to be significant and unavoidable. This impact was addressed in a Statement of Overriding Considerations with findings and adopted as part of the Eastern Neighborhoods Rezoning and Area Plans approval on January 19, 2009.

According to Planning Department review¹², the existing warehouse building proposed for demolition is not an historic resource under CEQA. No known historical events occurred in the building or property and none of the owners or occupants have been identified as important historical figures. While the building retains some features of mid-20th century industrial design, the building is not distinct such that it would qualify individually for listing in the California Register for Architecture. Therefore, the proposed project would not contribute to the significant historic resource impact identified in the Eastern Neighborhoods PEIR, and no historic resource mitigation measures would apply to the proposed project.

For these reasons, the proposed project would not result in significant impacts on historic architectural resources that were not identified in the Eastern Neighborhoods PEIR.

¹² See 2675 Folsom Street Historical Resource Evaluation, Page & Turnbull, May 28, 2105; and Preservation Team Review Form—2675 Folsom Street, August 31, 2015. These documents are available for public review as part of Case No. 2014.000601E at 1650 Mission Street, Suite 400, San Francisco, CA, 94103.



SAN FRANCISCO PLANNING DEPARTMENT

PRESERVATION TEAM REVIEW FORM

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Preservation Team Meeting Date:		Date of Form Completion:	8/31/2015
---------------------------------	--	--------------------------	-----------

PROJECT INFORMATION:		
Planner:	Address:	
E. Tuffy	2675 Folsom Street	
Block/Lot:	Cross Streets:	
3963 / 006, 007, 024	23rd Street & Treat Avenue	
CEQA Category:	Art. 10/11:	BPA/Case No.:
B		2014.000601E

PURPOSE OF REVIEW:			PROJECT DESCRIPTION:	
<input checked="" type="radio"/> CEQA	<input type="radio"/> Article 10/11	<input type="radio"/> Preliminary/PIC	<input type="radio"/> Alteration	<input checked="" type="radio"/> Demo/New Construction

DATE OF PLANS UNDER REVIEW:	April 30, 2015
------------------------------------	----------------

PROJECT ISSUES:
<input type="checkbox"/> Is the subject Property an eligible historic resource?
<input type="checkbox"/> If so, are the proposed changes a significant impact?
Additional Notes:
Demolition of a two-story light industrial building, initially constructed in 1952, and an adjacent surface parking lot. The subject property encompasses 3 city lots bounded by a former Southern Pacific railroad spur (now Parque Ninos Unidos). The replacement proposal is to construct a 117-unit residential development with a mid-block alley connecting Folsom St. & Treat Ave. Historic Resource Evaluation (dated May 28, 2015) completed by Page & Turnbull.

PRESERVATION TEAM REVIEW:				
Historic Resource Present		<input type="radio"/> Yes	<input checked="" type="radio"/> No *	<input type="radio"/> N/A
Individual		Historic District/Context		
Property is individually eligible for inclusion in a California Register under one or more of the following Criteria:		Property is in an eligible California Register Historic District/Context under one or more of the following Criteria:		
Criterion 1 - Event:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 1 - Event:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Criterion 2 -Persons:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 2 -Persons:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Criterion 3 - Architecture:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 3 - Architecture:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Criterion 4 - Info. Potential:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 4 - Info. Potential:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Period of Significance:	n/a	Period of Significance:	n/a	
		<input type="radio"/> Contributor <input type="radio"/> Non-Contributor		

Complies with the Secretary's Standards/Art 10/Art 11:	<input type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> N/A
CEQA Material Impairment:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Needs More Information:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Requires Design Revisions:	<input type="radio"/> Yes	<input type="radio"/> No	
Defer to Residential Design Team:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	

* If No is selected for Historic Resource per CEQA, a signature from Senior Preservation Planner or Preservation Coordinator is required.

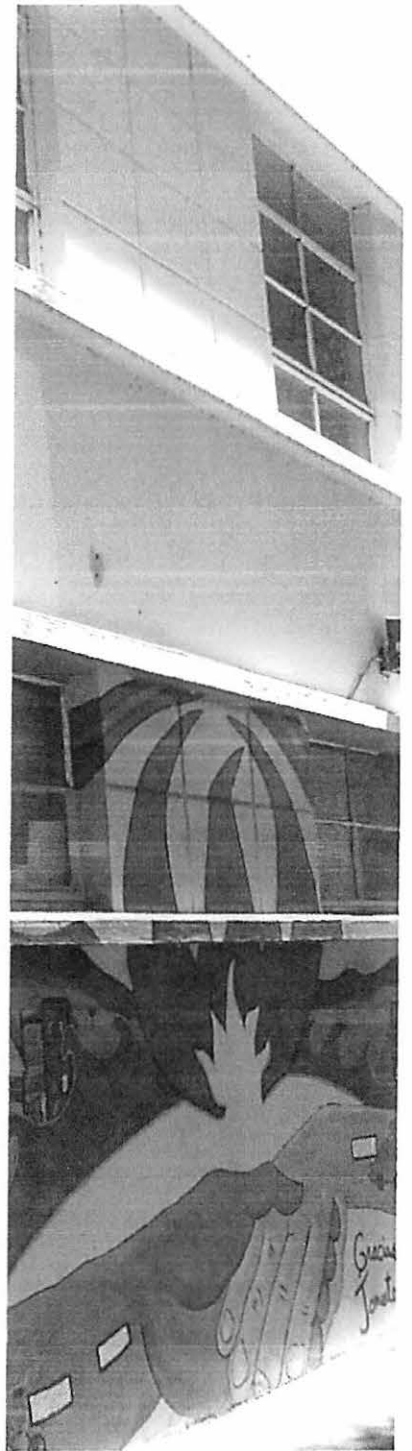
<p>PRESERVATION TEAM COMMENTS:</p> <p>According to the Historic Resource Evaluation (HRE) prepared by Page & Turnbull (dated May 28, 2015) and information in the Planning Department files, the subject property at 2675 Folsom Street contains a two-story, steel frame and concrete light industrial building constructed in 1952 (source: Assessor's Office). No known architect was responsible for the design. The original occupant for the first 4 years was the Cherry-Burrell Co., which produced equipment for the dairy industry. Subsequent owner/occupants included an engineering supplies company, Keuffel & Esser, and the Comstock Electrical Contractors. The current use is surplus restaurant equipment sales. The northernmost portion of the subject property previously contained two residential structures that fronted onto Folsom Street; however, they were demolished around the time of the existing building's construction.</p> <p>The front portion of the existing building contains offices, while the rear is a warehouse space with wood ceiling trusses. Known alterations include the 1957 additions of a 1,300s.f. carport, a room within the warehouse, office alterations and a 15-foot tall company sign. The glass block and primary facade window alterations are thought to date from this period as well. The painted mural on the Folsom Street elevation was recently completed in 2011-2012. While the topic of the mural is the achievements of the neighboring Jamestown Community Center, that organization otherwise has no connection to the subject property.</p> <p>No known historic events occurred at the subject property (Criterion 1). None of the owners or occupants have been identified as important to history (Criterion 2). While the building retains some characteristic features of mid-20th century industrial design, such as the 2nd floor metal sashes and their enframing concrete trim detail, the building is not distinct such that it would qualify individually for listing in the California Register for Architecture (Criterion 3).</p> <p>Upon review of the surrounding context, particularly the subject property's relationship to the historic industrial uses along this stretch of the former Southern Pacific Railroad line (abandoned in 1942), the report indicates the dairy-related use is not thematically linked to other light industry buildings in the area, which were predominantly tied to the building materials & supply trade. Therefore the subject property is not eligible for listing in the California Register under any criteria individually or as part of an historic district.</p>

Signature of a Senior Preservation Planner / Preservation Coordinator:	Date:

2675 FOLSOM STREET
HISTORIC RESOURCE EVALUATION

SAN FRANCISCO, CALIFORNIA
[15081]

PREPARED FOR:
AXIS DEVELOPMENT GROUP



PAGE & TURNBULL

imagining change in historic environments through design, research, and technology

MAY 28, 2015

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I. INTRODUCTION

This Historic Research Evaluation has been prepared at the request of Axis Development Group for the building at 2675 Folsom Street, a two-story light industrial building in the Mission District of San Francisco. The property was constructed in 1952 and occupies two parcels (APN 3939/006 and 3630/007), which together form a 32,672 sq. ft., irregularly shaped through-lot on the east side of Folsom Street just north of 23rd Street and with a small frontage on Treat Avenue.¹ The property is zoned RH3- Residential, House, Three Family, and UMU-Urban Mixed Use.

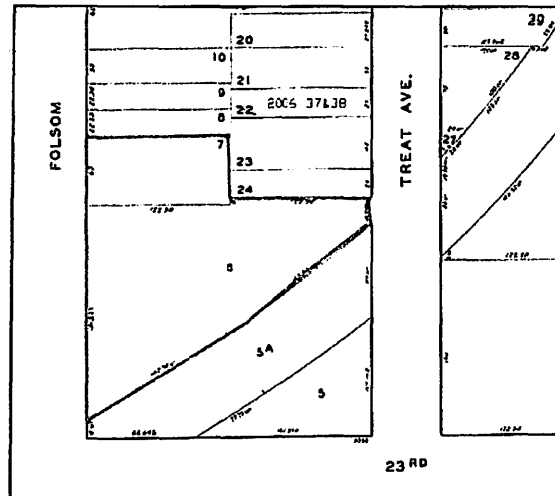


Figure 1. Assessor's parcel map with 2675 Folsom Street outlined in red.
Source: San Francisco Assessor's Office, 2015. Edited by author.

METHODOLOGY

This report follows the San Francisco Planning Department's outline for Historic Resource Evaluation Reports, and provides a building description, historic context, and an examination of the current historic status for the building at 2675 Folsom Street. The report also includes an evaluation of the property's eligibility for listing in the California Register of Historical Resources (California Register).

Page & Turnbull prepared this report using research collected at various local repositories, including the San Francisco Assessor's Office, the San Francisco Department of Building Inspection, and the San Francisco Public Library, as well as various online sources including www.ancestry.com and the California Digital Newspaper Collection. Key primary sources consulted and cited in this report include Sanborn Fire Insurance Company maps, City of San Francisco Building Permit Applications, Assessor's Office records, historical newspapers, and San Francisco City Directories. All photographs in this report were taken by Page & Turnbull in April 2015 unless otherwise noted.

SUMMARY OF FINDINGS

2675 Folsom Street does not appear to be historically or architecturally significant and is therefore not eligible for listing in the California Register of Historical Resources. For this reason, 2675

¹ A proposed project at the site includes 970 Treat Avenue (APN 3939/024). This lot is vacant and does not warrant a historic resource evaluation.

Folsom Street does not qualify as a historic resource for the purposes of review under the California Environmental Quality Act (CEQA).

II. EXISTING HISTORIC STATUS

The following section examines the national, state, and local historical ratings currently assigned to the building at 2675 Folsom Street.

NATIONAL REGISTER OF HISTORIC PLACES

The National Register of Historic Places (National Register) is the nation's most comprehensive 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.

2675 Folsom Street is not currently listed in the National Register of Historic Places.

CALIFORNIA REGISTER OF HISTORICAL RESOURCES

The California Register of Historical Resources (California Register) is an inventory of significant architectural, archaeological, and historical resources in the State of California. Resources can be listed in the California Register through a number of methods. State Historical Landmarks and National Register-listed properties are automatically listed in the California Register. Properties can also be nominated to the California Register by local governments, private organizations, or citizens. The evaluative criteria used by the California Register for determining eligibility are closely based on those developed by the National Park Service for the National Register of Historic Places.

2675 Folsom Street is not currently listed in the California Register of Historical Resources.

SAN FRANCISCO CITY LANDMARKS

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."² Adopted in 1967 as Article 10 of the City 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. These properties are important to the city's history and help to provide significant and unique examples of the past that are irreplaceable. In addition, these landmarks help to protect the surrounding neighborhood development and enhance the educational and cultural dimension of the city.

2675 Folsom Street is not currently designated as a San Francisco City Landmark. Furthermore, 2675 Folsom Street does not fall within the boundaries of any locally-designated historic districts or conservation districts, and does not appear to have been included in any local historic resource surveys.

CALIFORNIA HISTORICAL RESOURCE STATUS CODE

Properties listed or under review by the State of California Office of Historic Preservation are assigned a California Historical Resource Status Code (Status Code) of "1" to "7" to establish their historical significance in relation to the National Register of Historic Places (National Register or

² San Francisco Planning Department, *Preservation Bulletin No. 9 – Landmarks*. (San Francisco, CA: January 2003).

NR) or California Register of Historical Resources (California Register or CR). Properties with a Status Code of “1” or “2” are either eligible for listing in the California Register or the National Register, or are already listed in one or both of the registers. Properties assigned Status Codes of “3” or “4” appear to be eligible for listing in either register, but normally require more research to support this rating. Properties assigned a Status Code of “5” have typically been determined to be locally significant or to have contextual importance. Properties with a Status Code of “6” are not eligible for listing in either register. Finally, a Status Code of “7” means that the resource has not been evaluated for the National Register or the California Register, or needs reevaluation.

As of 2012, 2675 Folsom Street was not listed in the California Historic Resources Information System (CHRIS) database with any status code. However, it was included in the South Mission Survey and assigned a status code of “7R” meaning “Identified in Reconnaissance Level Survey: Not Evaluated.”

1976 DEPARTMENT OF CITY PLANNING ARCHITECTURAL QUALITY SURVEY

The 1976 Department of City Planning Architectural Quality Survey (1976 DCP Survey) is what is referred to in preservation parlance as a “reconnaissance” or “windshield” survey. The survey looked at the entire City and County of San Francisco to identify and rate architecturally significant buildings and structures on a scale of “-2” (detrimental) to “+5” (extraordinary). No research was performed and the potential historical significance of a resource was not considered when a rating was assigned. Buildings rated “3” or higher in the survey represent approximately the top two percent of San Francisco’s building stock in terms of architectural significance. However, it should be noted here that the 1976 DCP Survey has come under increasing scrutiny over the past decade due to the fact that it has not been updated in over twenty-five years. As a result, the 1976 DCP Survey has not been officially recognized by the San Francisco Planning Department as a valid local register of historic resources for the purposes of the California Environmental Quality Act (CEQA).

2675 Folsom Street is not listed in the 1976 DCP Survey.

SOUTH MISSION SURVEY

The South Mission Survey was conducted by City of San Francisco Planning Department staff with assistance from Page & Turnbull. It was conducted as one of several planning studies that is used to inform the implementation of the Mission Area Plan. The South Mission Survey documented and assessed approximately 3,800 individual buildings, including nearly 1,000 individual historic properties and contributors to 13 historic districts. The South Mission Survey was bounded approximately by 20th Street to the north, Cesar Chavez Street to the south, Potrero Avenue to the east, and Guerrero Street to the west. The South Mission Survey was adopted by the Historic Preservation Commission on November 17, 2011.

2675 Folsom Street was included in the South Mission Survey and assigned a status code of “7R” meaning “Identified in Reconnaissance Level Survey: Not Evaluated.” A State of California Department of Parks and Recreation Primary Record (DPR A) form was completed for the property, which included a brief description of the property, but did not include property-specific research or an evaluation of historic significance. The DPR A form for 2675 Folsom Street is included in **Appendix A**.

III. BUILDING AND PROPERTY DESCRIPTION

SITE

2675 Folsom Street is located on two adjacent lots on the east side of Folsom Street just north of between 22nd Street and 23rd Street. The irregularly shaped property is just north of 23rd Street and extends east through the block to have a small frontage on Treat Avenue (**Figure 2**). The building is located on the larger, southern lot (APN 3939/006) while the smaller, northern lot (APN 3630/007) includes an attached wood parking shelter. The building and the parking structure occupy approximately 75 percent of their lots, the remainder of which is paved in asphalt and currently used for parking and storage of restaurant supplies. The lot is generally level, and the southern perimeter of the lot is diagonal, reflecting a former rail line. Due to this diagonal lot line, the lot has 242 feet of frontage on Folsom Street and just 15 feet of frontage at Treat Avenue.

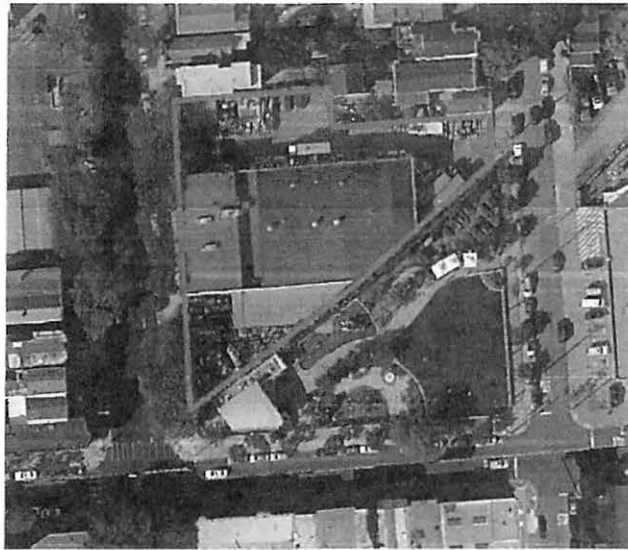


Figure 2: Aerial view of site, outlined in red. North is up. Source: Bing Maps, 2015, edited by author.

EXTERIOR

The building at 2675 Folsom Street is of steel frame and concrete construction and clad in both concrete and areas of smooth stucco. The front (west) portion of the building is two stories with a flat roof, while the rear (east) portion of the building is one tall story with a low-pitched barrel roof. The front portion of the building, which represents approximately 25 percent of the depth of the building, served as the offices when constructed and continues to do so. The remainder of the building served as production and warehouse space, and includes an open interior space with wood trusses at the roof. This area is currently used as warehouse space. The building has a rectangular footprint, but the southeast corner is clipped, reflecting the diagonal lot line.

Primary (West) Façade

The primary façade faces west onto Folsom Street and sits flush with the lot line and the sidewalk (**Figure 3**). At the first story, the primary entrance is located at far right (south) and consists of a pair of aluminum frame leaf doors and glazed side lights set within a fully glazed recess secured by an iron

gate and with a glazed transom (Figure 4). An additional pedestrian entrance, a metal hollow-core door, is located left (north) of center. First story windows include a large glass block window left of the primary entrance; four horizontally oriented, four-light, metal sash fixed and awning windows at center; and two two-light metal sash awning windows left of the pedestrian entrance (Figure 5). A bezeled frame groups the metal sash windows, which are placed high on the first story and have stucco score lines between the windows that align with the window mutins. The first story includes a mural painted in 2011-2012 that commemorates the achievements of the Jamestown Community Center.



Figure 3: Primary (west) facade, facing southeast.



Figure 4: Primary entrance and portions of the 2012 mural, facing east.



Figure 5: First story windows and portions of the 2012 mural, facing east.

At the second story, at right (south) there is a six-light aluminum sash fixed and awning window group, and a large fixed aluminum sash window. These two windows are aligned with the primary entrance and glass block window at the first story, and are linked by a large grid of raised aluminum

ribs (**Figure 6**). Additional windows at the second story include four eight-light metal sash fixed and awning windows at center, and three four-light metal sash fixed and awning windows at left. The area of the façade between these windows is scored in large squares that align with the window mutins. A bezeled frame groups the metal sash windows, which also extends to create a larger bezeled frame with the first-story metal sash windows. A recessed stucco band is between the first- and second-story windows within the larger frame that visually connects all of the windows at the center and left of the façade. The primary façade terminates with a slim flat molding and a flat roofline.

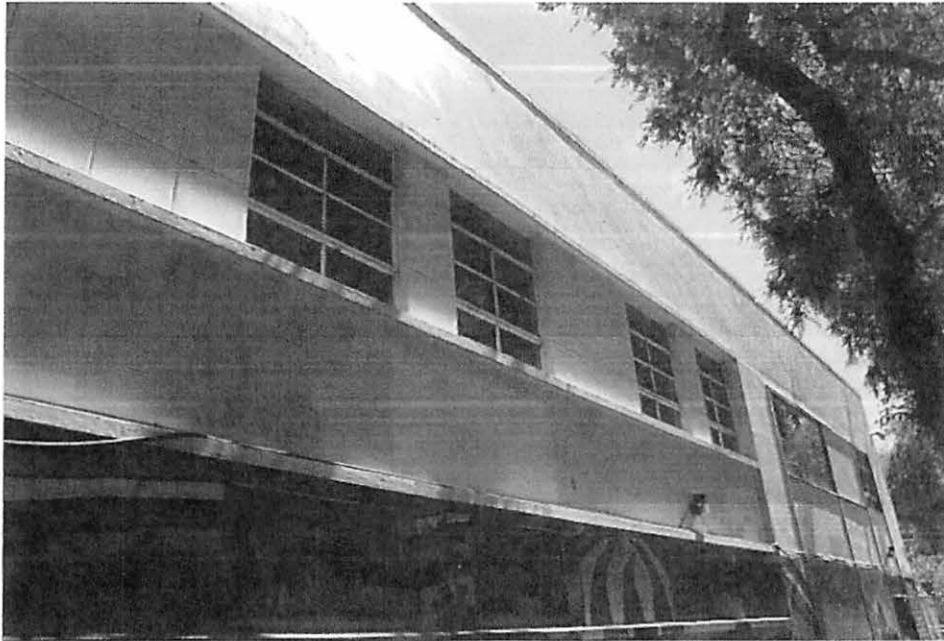


Figure 6: Second story windows, middle and right (south) side, facing southeast.

North Façade

The north façade of the building includes no fenestration at the two-story front section of the building, which is scored in large squares and includes painted letters reading “Dutro Mat Mfg. Co” (**Figure 7**). A one-story parking shelter is attached to the two-story section of the north façade, set back from the lot line approximately eight feet. The resulting paved front yard area is enclosed by a chain link fence (**Figure 8**). The parking structure is open at all sides, constructed of dimensional lumber and supported by steel posts. Below the roof of the parking structure there is a broad cornice of vertical board and batten siding. The height of the parking structure steps up at its northern end approximately four feet.

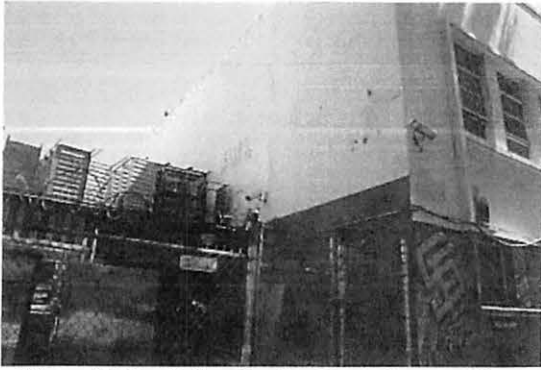


Figure 7: North facade, front two-story section with parking structure attached, facing southeast.



Figure 8: Parking structure, facing east.

At the rear portion of the north facade, the stucco cladding of the one-story warehouse portion of the building is vertically scored at intervals that express the structural framing members; this is the typical treatment on all façades of the warehouse portion. A hollow core metal door is located at far right (west) (Figure 9). The door is accessed via a short concrete step and has a small concrete stoop, sheltered by a flat roof supported by steel posts. There is no other fenestration at the north façade of the warehouse portion of the building, against which large restaurant supplies are currently stored (Figure 10).



Figure 9: North facade entrance, facing south.

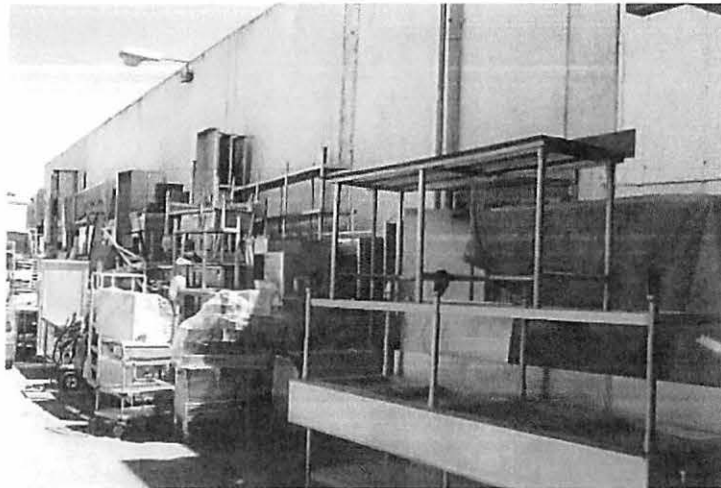


Figure 10: Partial view of north facade of the one-story warehouse section, facing southeast.

South Facade

The south façade faces onto a paved area of the lot at left (west), and abuts the diagonal lot line at right (east), beyond which is the city park Parque Ninos Unidos. The far right portion of the façade expresses the clipped corner footprint of the building, in response to the diagonal lot line.

At the left, two-story office portion of the building, there are three four-light metal sash fixed and awning windows at the first story, and two eight-light metal sash fixed and awning windows at the second story (Figure 11). At the one-story warehouse portion of the building, there is a metal roll-up door at left (Figure 12), and approximately five to seven multi-light metal sash fixed and awning windows at center and right, covered by metal grates and nearly completely overgrown with vines. A flat-roof shade structure supported by steel posts is attached to the center portion of the south façade. It currently shelters the roll-up door and restaurant equipment. The façade's clipped southeast corner of the building is clad in scored concrete (Figure 13).



Figure 11: South facade, facing northeast.

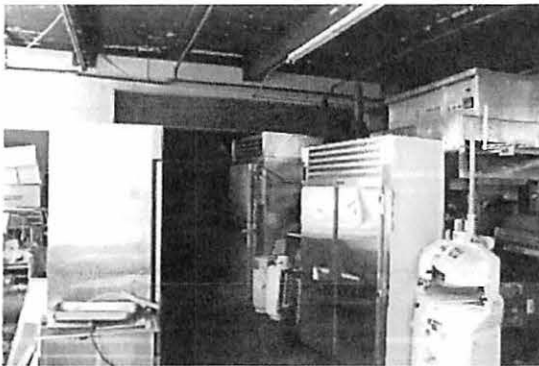


Figure 12: Metal roll-up door, south facade, facing north.

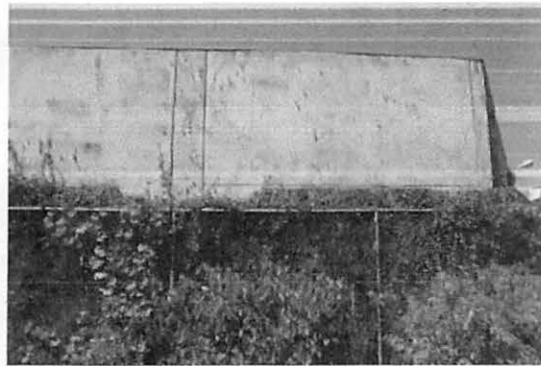


Figure 13: Clipped southeast corner façade with scored concrete cladding, facing northwest.

Rear (East) Façade

The rear (east) façade faces onto a paved portion of the lot and Treat Avenue beyond (**Figure 14**). At right (north) there is a paneled wood door above grade, accessed via a short concrete stair and stoop, with metal pipe railings. There are three multi lite metal sash fixed and awning window groups at the rear façade, all covered by metal mesh. The façade terminates with a flush roofline.



Figure 14: Rear (east) facade, facing west.

Interior

At the interior of the building, the two-story portion of the building is configured into offices, many with large fixed interior windows. Doors are wood, and the fixtures appear to date from the 1960s and 1970s renovations outlined in the permit record below. The lobby at the primary entrance includes an open riser metal stair that leads to the second story (**Figure 15**).

At the warehouse portion of the building, the interior is one large open space. At the barrel roof, wood ribs and bowstring trusses are visible (**Figure 16**). Wooden storage racks are built along the north wall. All interior spaces are currently used to store restaurant equipment.



Figure 15: Entrance lobby with stair, first story, facing west.

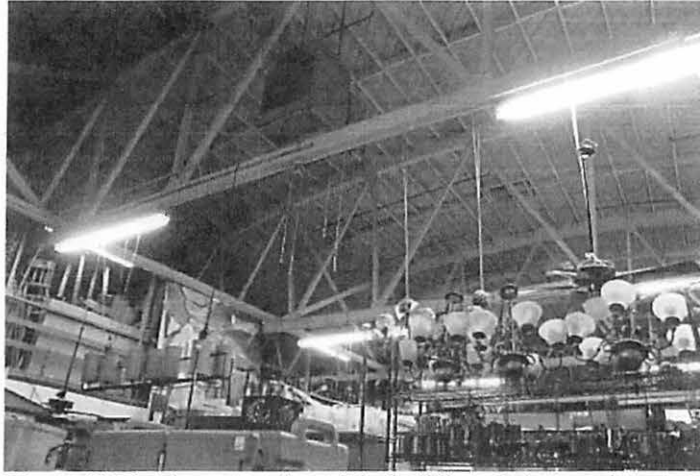


Figure 16: Warehouse portion of the building, facing northeast.

SURROUNDING NEIGHBORHOOD

2675 Folsom Street is located in a section of the Mission District that is characterized by mixed uses (Figure 17). Residential single-family and multi-unit buildings are located along the 2600 block of Folsom Street as well as the 900 block of Treat Avenue. These residential buildings were constructed primarily in the 1860s-1890s and are primarily Italianate in design, with some Edwardian, Craftsman, and later Contractor Modern multi-unit buildings. There are several light industrial use buildings nearby on Treat, 23rd, and Harrison streets, likely related to the defunct rail line that runs southwest through these blocks. Open space of Parque Ninos Unidos is located directly south of the subject property. Cesar Chavez Elementary School is located at 825 Shotwell Street, west of the subject property.



Figure 17: Aerial photograph of 2675 Folsom Street (outlined in red) and surrounding area. Light industrial buildings are indicated by red stars. The diagonal trace of the defunct rail line can be seen rising from right to left. Cesar Chavez Elementary School is the large building at top center. The remainder of buildings are residential. North is to the right. Source: Bing Maps, edited by author.

IV. HISTORIC CONTEXT

EARLY SAN FRANCISCO HISTORY

European settlement of what is now San Francisco took place in 1776 with the simultaneous establishment of the Presidio of San Francisco by representatives of the Spanish Viceroy, and the founding of Mission San Francisco de Asis (Mission Dolores) by the Franciscan missionaries. The Spanish colonial era persisted until 1821, when Mexico earned its independence from Spain, taking with it the former Spanish colony of Alta California. During the Mexican period, the region's economy was based primarily on cattle ranching, and a small trading village known as Yerba Buena grew up around a plaza (today known as Portsmouth Square) located above a cove in San Francisco Bay. In 1839, a few streets were laid out around the plaza, and settlement expanded up the slopes of Nob Hill.

During the Mexican-American War in 1846, San Francisco was occupied by U.S. military forces. The following year, the village was renamed San Francisco, taking advantage of that name's association with the bay. Around the same time, a surveyor named Jasper O'Farrell extended the original street grid, while also laying out Market Street from what is now the Ferry Building to Twin Peaks. Blocks north of this then-imaginary line were laid out in small 50-*vara* square blocks whereas blocks south of Market were laid out in larger 100-*vara* blocks.³

The discovery of gold at Sutter's Mill in 1848 brought explosive growth to San Francisco, with thousands of would-be gold-seekers making their way to the isolated outpost on the edge of the North American continent. Between 1846 and 1852, the population of San Francisco mushroomed from less than one thousand people to almost 35,000. The lack of level land for development around Portsmouth Square soon pushed development south to Market Street, eastward onto filled tidal lands, and westward toward Nob Hill. At this time, most buildings in San Francisco were concentrated downtown, and the outlying portions of the peninsula remained unsettled throughout much of the late nineteenth century.

With the decline of gold production during the mid-1850s, San Francisco's economy diversified to include agriculture, manufacturing, shipping, construction, and banking.⁴ Prospering from these industries, a new elite class of merchants, bankers, and industrialists arose to shape the development of the city as the foremost financial, industrial and shipping center of the West.

MISSION DISTRICT HISTORY

The sunny climate and lush estuaries of what is now the Mission District (the Mission) historically sustained Ohlone villages. In 1776, Father Francisco Palou founded Mission Dolores on the banks of what the Spanish explorers had named Laguna de Manatí. Mission Dolores still stands at the southwest corner of Dolores and Sixteenth Streets, serving as the cultural heart of the neighborhood. After the Mexican government secularized the California missions in 1833, what is now the Mission District passed into the hands of several prominent Californio families. These ranching families, the Sanchezes, Noes, Guerreros and Valencias, remain memorialized by street names in the district.

In 1850, a financier named Charles L. Wilson constructed a plank toll road along the route of Mission Street between downtown and Sixteenth Street. The toll road provided the first reliable route

³*Vara* is derived from an antiquated Spanish unit of measurement. A *vara* measured roughly 2.78 feet or 33-1/3 inches.

⁴Rand Richards, *Historic San Francisco. A Concise History and Guide* (2001): 77.

from Yerba Buena Cove to the settlement around Mission Dolores. Soon after the completion of the plank road, San Francisco annexed the land now comprising the Mission District as part of the Consolidation Act of 1856. One by one, the Mexican-American ranchos fell into the hands of Anglo speculators who subdivided them into house lots.

Throughout the second half of the nineteenth century, transportation between downtown San Francisco and the Mission District steadily improved. By 1867, there were several horse-drawn omnibus lines operating between downtown and Mission Dolores, as well as a steam railroad line running along Harrison Street. Ease of access, abundant vacant land and a balmy climate also led to the development of several recreational and amusement facilities in the Mission.

Residential development grew apace. Following the arrival of effective mass transit, speculators began to plat the district, laying out a grid of streets as far south as what is now Cesar Chavez Street (previously Army Street). Large-scale development in the vicinity was carried out by major real estate companies such as The Real Estate Associates. This firm, as well as several others, constructed thousands of dwellings during the 1860s and the 1870s in the Mission, often developing entire blocks at a time.

The 1886 Sanborn Fire Insurance Company map indicates that large portions of the Mission District were already built out by this time. Although the occasional farmstead with barn and tankhouse survived intact on some blocks, the prevailing condition was that of dense rows of two-story flats along the major north-south streets like Valencia and Mission, and smaller one-story cottages and commercial buildings along the smaller alleys and numbered east-west streets.

The 1906 Earthquake and Fire converted the Mission District into a thoroughly urban industrial and predominantly working-class district. Despite the heavy damage, almost two-thirds of the Mission District escaped relatively undamaged. Many downtown businesses destroyed in the conflagration relocated to Mission Street. Thousands of working-class immigrants dislocated from the South of Market District also moved into the Mission. Many of these earthquake refugees rented or used insurance settlements to rebuild in the Mission. Meanwhile, older middle-class residents began to sell and move to greener pastures in the Western Addition or Pacific Heights.

A substantial portion of the new residents of the Mission were either Irish-born immigrants or their children. Most were employed in working-class occupations. Many men worked as teamsters, carpenters or longshoremen and the women were often employed as domestic servants in the homes of the wealthy. Union activism remained high in the Mission District throughout the first half of the twentieth century. Outside of work the "Mission Irish," as they came to be known throughout the city, created a cohesive ethnic community in the Mission with its own insular culture, churches, bars, union halls, groceries and funeral parlors.

The Mission District developed its own downtown along Mission Street after 1906. This district was called the "Mission Miracle Mile" and it developed along Mission Street between Sixteenth and Twenty-Fourth streets and to a lesser extent along major side streets such as Valencia. Many downtown department stores operated Mission branches long after downtown was reconstructed. The Mission District developed its own commercial and banking institutions and its own entertainment district comprised of at least a dozen motion picture palaces and vaudeville houses, including the El Capitan, Tower, Grand, New Lyceum, Rialto and the colossal 3,000-seat New Mission Theater. The neighborhood enjoyed a considerable amount of political clout following the

election of native son Mayor “Sunny Jim” Rolph in 1911, and began to attract a considerable number of major public works projects including new streetcar lines, libraries and schools.

The Mission District thrived as a self-contained predominantly Irish-American ethnic community until well after the Second World War. The war took thousands of local men out of the neighborhood to fight in Europe and the South Pacific and put many local women to work in local industries. After the war, many returning GIs took advantage of low-interest home loans included in the GI Bill, and left the cramped and aging Victorian flats of the Mission for newly developed housing tracts in the Sunset and Parkside districts of San Francisco, and Marin County and the Peninsula.

As the Irish-Americans left the Mission, they were gradually replaced by Mexican, Salvadoran and Nicaraguan immigrants. From the 1950s to the present, the continued influx of immigrants from these countries transformed the Mission into San Francisco’s largest predominantly Latino neighborhood. Department stores and theaters along Mission Street that once catered to the Irish-American residents were converted into shops and community institutions serving the Latino community. Murals commemorating Latino history and culture transformed walls and fences into vivid public art.

During the 1980s and 1990s, the Mission continued to evolve, as artists and others were attracted to the neighborhood’s inexpensive rents and vibrant cultural scenes. This evolution has continued in the past two decades, during which time some of the area’s formerly industrial and light-industrial buildings have changed to digital technology and multi-media workplaces, and new multi-unit residential construction has occurred, creating more units of housing in the area.

V. PROJECT SITE HISTORY

SITE DEVELOPMENT

The building at 2675 Folsom Street was constructed in 1952. Prior to this time, APN 3939/006 served as a storage yard for J. H. Kruse Lumber Company from 1896 through the 1930s. Kruse sold wood, coal, hay and grain at several other locations in the Mission beginning in 1875, and began to use the subject lot as a lumber storage yard in 1896.

In the 1893 Sanborn Fire Insurance map, APN 3939/006 is vacant while APN 3939/007 included two lots, each with a two story residential dwelling (**Figure 17**). In 1899, the Sanborn map shows J. H. Kruse lumber piles at APN 3939/006, and a new two story residential flats building at the north half of APN 3939/007, while the dwelling at the south half of APN 3939/007 has been reconfigured to include flats as well (**Figure 18**).

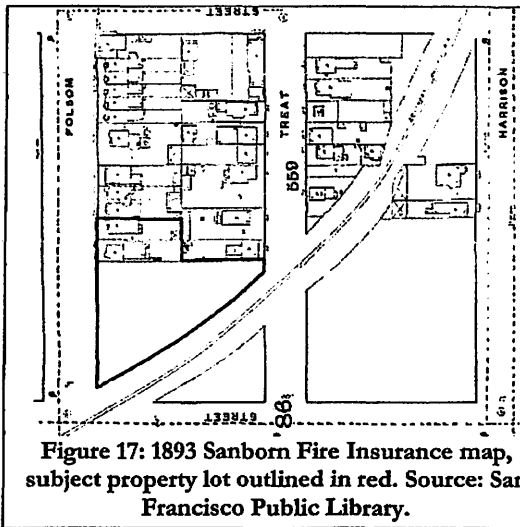


Figure 17: 1893 Sanborn Fire Insurance map, subject property lot outlined in red. Source: San Francisco Public Library.

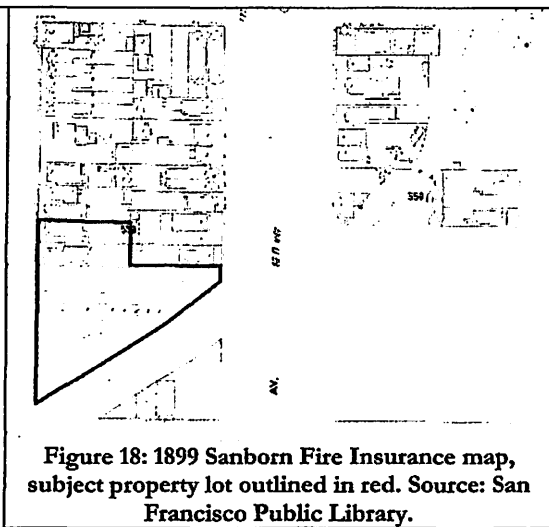


Figure 18: 1899 Sanborn Fire Insurance map, subject property lot outlined in red. Source: San Francisco Public Library.

By 1905, Kruse had constructed a lumber processing plant on the east side of Treat Avenue, across from the subject lot. The full extent of the Kruse lumber yard can be seen in the 1914 Sanborn map, where the yard's planing mill and ancillary buildings are shown east across Treat Avenue, as well as additional lumber piles (Figure 19). The 1914 map describes the yard as holding an average of 3,000,000 feet of lumber, as well as numerous small chemicals in buckets and barrels in the mill and sheds. APN 3939/007 remained unchanged in 1914.

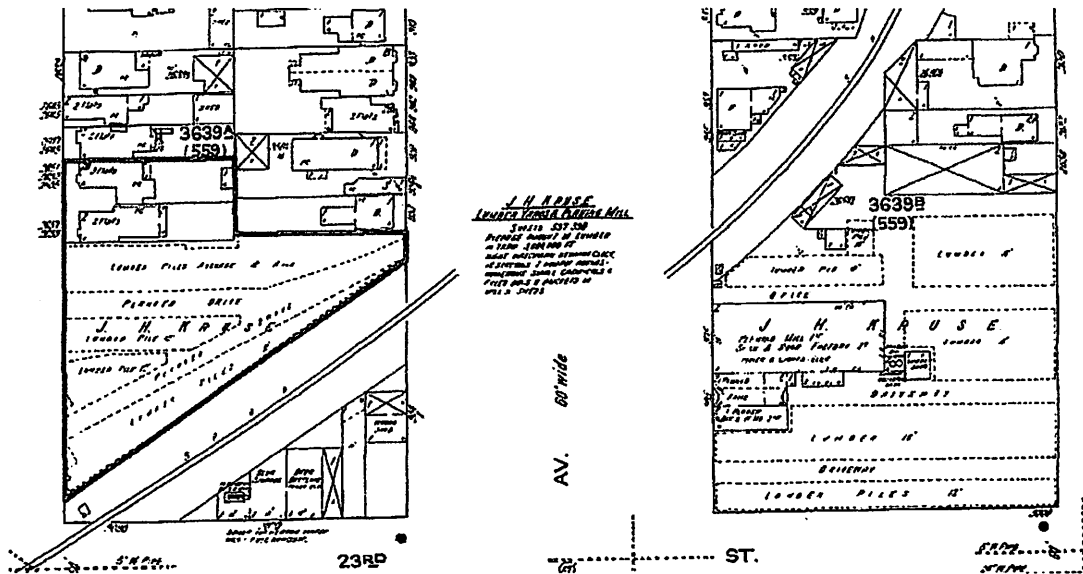


Figure 19: 1914 Sanborn Fire Insurance map, subject property lot outlined in red. Source: San Francisco Public Library.

In a 1938 aerial photograph, the lumber piles at APN 3939/006 are visible, as well as the two residential buildings at APN 3939/007 (Figure 20). A small triangular building is located at the southwest corner of APN 3939/006. The larger Kruse yard on the east side of Treat Avenue appears to have undergone some change with the addition of two large buildings at the middle of the site and

along Harrison Street. It is not known if these buildings were affiliated with Kruse, but there does still appear to be a lumber storage yard at the northwest intersection of Harrison and 23rd streets.



Figure 20: 1938 aerial photograph by Harrison Ryker, subject property outlined in red. Source: David Rumsey Historical Map Collection.

Beginning in 1940, Kruse's lumber operation was no longer listed at Treat Avenue, and by the mid-1940s the planing mill on the east side of Treat Avenue was being used by Eureka Mills, maker of sashes, doors and moldings. In 1942, Southern Pacific Railroad ended freight service on the diagonal track located at the southeast perimeter of the subject lot.⁵ By 1950, APN 3939/006 was vacant with no structures or indication that it was associated with Eureka Mill (**Figure 21**). The surrounding area appears to have hosted a cluster of building materials-related uses, including San Francisco Materials Co. on 23rd Street at the current day site of Parque Ninos Unidos; the Eureka Mill building on Treat Avenue; a roofing warehouse at the interior of the Treat Avenue block; and a building material warehouse on Harrison Street. The two residential buildings at APN 3939/007 were still in place in 1950.

⁵ San Francisco Planning Department, "City Within a City: Historic Context Statement for San Francisco's Mission District" November 2007, 78.

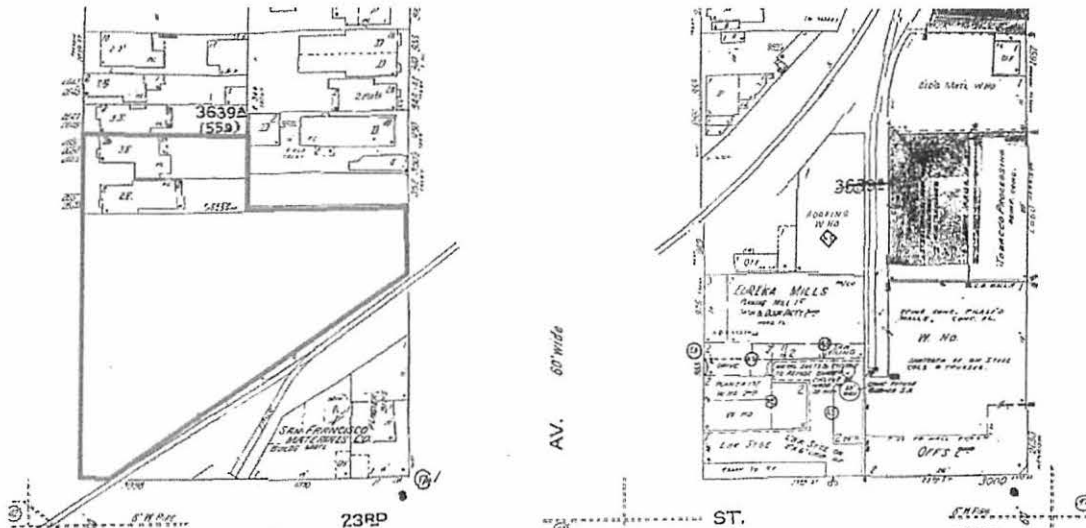


Figure 21: 1950 Sanborn Fire Insurance map, subject property lot outlined in red. Source: San Francisco Public Library.

The original building permit and the original plans for 2675 Folsom Street are not on file with the San Francisco Department of Building Inspection. The San Francisco Assessor's office lists the construction date of the building as 1952. The first known occupant of 2675 Folsom Street was the Cherry-Burrell Company, a dairy equipment company. In 1951 the company was listed in the San Francisco City Directory at 777 Folsom Street, and in 1953 they were listed at 2675 Folsom Street (there is no 1952 City Directory available online). It is not known if the residential buildings at APN 3939/007 were demolished in advance of the 1952 construction of 2675 Folsom Street, but their addresses are not listed in the City Directories after 1953, suggesting that they were. However, the parking structure that is currently located on APN 3939/007 was not constructed until 1957.

No historic photographs of 2675 Folsom Street have been found after extensive research. However, the building permit record indicates that changes were made to the building's primary façade in 1957, directly after the building was purchased by the New York-based survey instrument manufacturing company Keuffel & Esser. These alterations were designed by the architectural firm of Raad & Zahm. Although no plans for these changes are on record at the Department of Building Inspection, the alterations appear to have been made to the right (south) side of the façade, including the primary entrance, glass block window at the first story, and the corresponding second story windows. These features differ in material and configuration from the fenestration at the remainder of the façade. Additional changes made to the building in 1957 to accommodate the new occupants include the construction of the parking structure at 3939/007, alteration of the offices at the first and second floor, construction of a new room in the warehouse, and the installation of two signs on the exterior of the building.

Another round of interior alterations were made to the office portion of the building in 1972, to accommodate the needs of new occupants, the Electrical Contracting division of Consolidated Comstock Companies, Inc. Plans for these alterations describe a first floor with ladies lounge, receptionist's desk, purchasing department, and steno and payroll rooms. The second floor had an engineering drawing room, office, lunchroom, storage, western regional manager's office, and conference room. Other than reroofing, no other alterations appear to have taken place at the building after 1972. The most current Sanborn Map, updated to the mid-1990s, shows the footprint

of the building as it stands now, including the wood parking structure at APN 3939/007 and the flat-roof shade shelter at the south side of the building that was constructed at an unknown date (Figure 22). Parque Ninos Unidos was constructed south of the subject property within the past ten years, replacing the defunct Southern Pacific Railroad tracks. East of Treat Avenue, the Kruse mill building was replaced by a one story warehouse building in 1964.

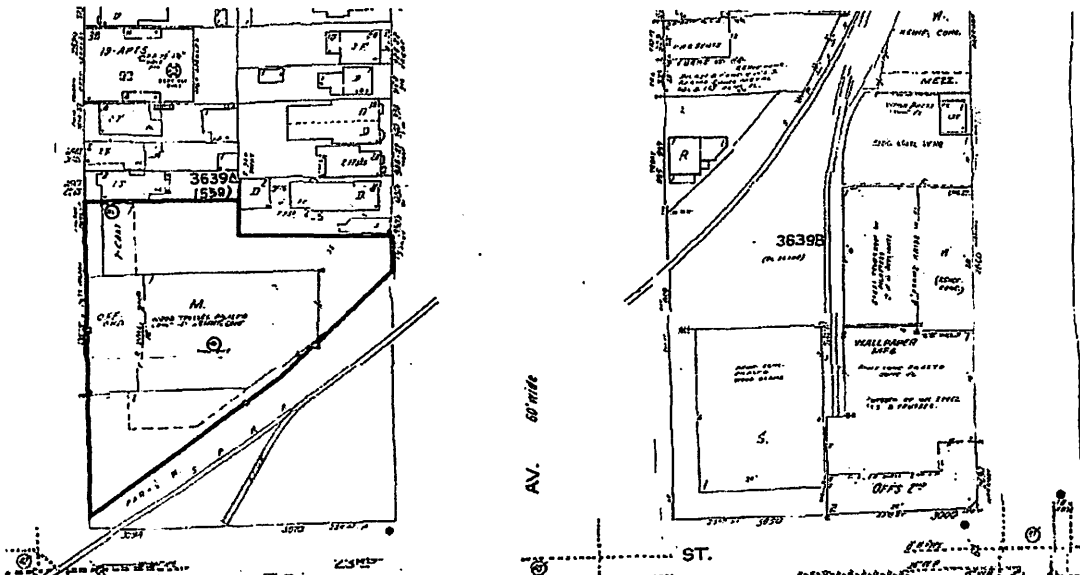


Figure 22: Contemporary Sanborn Fire Insurance map, updated to the mid-1990s, subject property lot outlined in red. Source: San Francisco Online Property Information Map.

The subject building has a mural at the first story of the primary (west) façade that was painted by students of Cesar Chavez Elementary School in 2011-2012 (see Figures 3, 4).⁶ The mural commemorates the mission and the achievements of the Jamestown Community Center, which is located several blocks southwest at 3382 26th Street. Jamestown Community Center has never been located or offered community services in the subject building.

CONSTRUCTION CHRONOLOGY

The following provides a timeline of construction activity at 2675 Folsom Street, based on documented building permits for 2675 Folsom Street. Original building permits or drawings are not on file with the San Francisco Department of Building Inspection. The San Francisco Assessor lists the construction date for the building as 1952.

Date	Permit Number	Owner	Scope of Alterations
June 22, 1957	179350	Keuffel & Esser	Permit to erect a one story, 10 ft. wide, carport totaling 1300 sq. ft. Architect: Raad & Zahm Contractor: Barrett Construction Co.

⁶ Correspondence between author and Myrna Melgar, Executive Director, Jamestown Community Center, on May 2, 2015.

Date	Permit Number	Owner	Scope of Alterations
June 24, 1957	179349	Keuffel & Esser	Construction of one-hour fire resistive concrete partitions at furnaces, alter offices at first and second floor, build new room in warehouse, and alter front. Architect: Raad & Zahm Contractor: Barrett Construction Co. Engineer: Robinson & Giddings
September 10, 1957	180891	Keuffel & Esser	Permit to erect sign, metal channel letters, stationary, single face sign on each end of building, individual letters fastened to building, reading "K & E." 3 inches thick, 4.8 feet long and 2.6 ft tall. Contractor: Brumfield Elec. Sign. Co.
October 28, 1957	182794	Keuffel & Esser	Permit to erect a sign, single face stationary sign, and raised block metal letters to read "Keuffel & Esser". Dimension are to be 2 inches by one foot by fifteen feet, weight is 90 lbs.
December 7, 1967	314826	Keuffel & Esser	Remove plywood and bat and boards on front of shed, install 4x12 header and 3" pipe supports. Install chair lift, fence where existing boards were. Contractor: Joe W. Bradshaw
December 29, 1972	379205	Don Roberts	Change interior partitions as per plans. Plans describe first floor with ladies lounge, receptionist's desk, purchasing department, and steno and payroll rooms. The second story includes large open engineering drawing room, office, lunchroom, storage, western regional manager's office, and conference room. Plans drawn for Consolidated Comstock Companies, Inc. Engineering Division, no architect listed.
December 9, 1991	688092	Jack Dutro	Remove two old roofs, install new roof
March 19, 1999	874312	Jack Dutro	Replace roof.
January 19, 2010	1203262	John Dutro	Install communicator for existing water flow for monitoring smoke detector and manual pull. Contractor: SF Fire.

No additional unpermitted exterior alterations were noted during a site visit in April 2015.

OWNERSHIP AND OCCUPANT HISTORY

2675 Folsom Street was first owned and occupied by the Cherry-Burrell Corporation, makers of dairy and creamery machinery, equipment, and supplies. Cherry-Burrell Corporation was formed in 1928 after the J. C. Cherry Company of Cedar Rapids, Iowa merged with six other nationally known manufacturing companies producing dairy machinery and supplies.⁷ Cherry-Burrell Company was located at 461 Market Street in 1935, a downtown location that presumably just served as their office. By 1942, the company was at 777 Folsom Street. In 1953 they were listed in the City Directory at

⁷ "Dairy Machinery and Supply Firms Merge", *San Francisco Chronicle*, July 13, 1928,

2675 Folsom Street, where they remained until 1956. After 1956, the firm moved to 2132 Palou Avenue, in the Bayshore neighborhood, an area that was becoming the city's new industrial and manufacturing district at that time. Cherry-Burrell still operates, although not independently: the company merged with another company, Waukesha, which was acquired by United Dominion, and later acquired again by global food and beverage manufacturing firm SPX, and is now based in Marietta, Georgia.⁸

In 1956 the building was purchased by engineering supplies manufacturers Keuffel & Esser Co., and remained in their ownership through the end of 1972. Keuffel & Esser was established in 1876 in New York by William J. D. Keuffel (1838–1908) and Herman Esser (1845–1908), both recent immigrants from Germany. The firm sold drawing materials, drafting supplies, and surveying instruments (Figure 23). They built a three-story factory in Hoboken, New Jersey and incorporated in 1889.⁹

Keuffel and Esser opened their first branch office in Chicago in 1891 and a second branch in St. Louis in 1894. A San Francisco branch opened in 1900. Located at 303 Montgomery Street, "Keuffel & Esser of New York" advertised "drawing materials, surveying and mathematical instruments, office and commercial stationary" in the city directory. The branch was destroyed in the 1906 Earthquake, and a new branch was constructed in 1908 at 30 2nd Street by 1908. The company remained on 2nd Street until they purchased 2675 Folsom Street in 1956. After occupying the subject building for fourteen years, Keuffel and Esser ceased operations and sold the building in 1972.



Figure 23: Keuffel & Esser company logo. Source: <http://www.mccoys-kecatalogs.com/index.htm>.

The building was purchased by Elkcom, Inc. in 1972, and the building's tenant from 1973 through 1980 was the Comstock Electrical Contractors. According to plan drawings on file with the San Francisco department of Building Inspection, the company made extensive changes to the interior of the building in 1973, including the construction of a first floor ladies lounge, receptionist's desk, purchasing department, and steno and payroll rooms, and a second floor engineering drawing room, office, lunchroom, storage, western regional manager's office, and conference room. After 1980, Comstock Electrical Contractors was no longer located at 2675 Folsom Street. A company called LC

⁸ "About Us: Waukesha Cherry-Burrell", accessed at <http://www.spx.com/en/waukesha-cherry-burrell/> on May 15, 2015.

⁹ "Keuffel & Esser" The Smithsonian National Museum of American History, Physical Sciences Collection website, accessed at <http://amhistory.si.edu/surveying/maker.cfm?makerid=17> on May 15, 2015.

Comstock Engineering was located on 1st Street beginning in 1982, but it is not known if this is a continuation of Comstock Electrical Contractors.

In 1980 and 1982, the building was briefly occupied by F. G. Norman and Sons, Inc., a longstanding San Francisco hardware company which has been located on Valencia Street as early as 1894. In 1985 the building was purchased by John A. Dutro, and the Dutro family retained ownership of the building through to contemporary time. Dutro Mat Manufacturing operated at the subject building through the 2000s. The current tenant of the building is Charyn Auctions, a division of Charyn Asset Management Group, focused on the liquidation of surplus restaurant assets.

The following table provides the known ownership history of 2675 Folsom Street according to Assessors Office records and San Francisco city directories.

Owner	Start of Ownership	End of Ownership
Cherry-Burell Corp.	08/24/1951	10/26/1956
Keuffel & Esser Co. of NY	10/26/1956	12/15/1972
Elkcom Inc.	12/15/1972	07/02/1979
Unknown	07/02/1979	05/16/1985
John A. Dutro	05/16/1985	08/16/1985
Dutro Living Trust	05/16/1985	09/29/1999
John R. Dutro	09/29/1999	n/a

VI. EVALUATION

CALIFORNIA REGISTER OF HISTORICAL RESOURCES

The California Register of Historical Resources (California Register) is an inventory of significant architectural, archaeological, and historical resources in the State of California. Resources can be listed in the California Register through a number of methods. State Historical Landmarks and National Register-listed properties are automatically listed in the California Register. Properties can also be nominated to the California Register by local governments, private organizations, or citizens. The evaluative criteria used by the California Register for determining eligibility are closely based on those developed by the National Park Service for the National Register of Historic Places.

In order for a property to be eligible for listing in the California Register, it must be found significant under one or more of the following criteria.

- *Criterion 1 (Events):* Resources that are associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.
- *Criterion 2 (Persons):* Resources that are associated with the lives of persons important to local, California, or national history.
- *Criterion 3 (Architecture):* Resources that embody the distinctive characteristics of a type, period, region, or method of construction, or represent the work of a master, or possess high artistic values.

- *Criterion 4 (Information Potential):* Resources or sites that have yielded or have the potential to yield information important to the prehistory or history of the local area, California, or the nation.

The following section examines the eligibility of 2675 Folsom Street for individual listing in the California Register:

Criterion 1 (Events)

2675 Folsom Street does not appear eligible for listing in the California Register under Criterion 1 (Events) as a property associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States. 2675 Folsom Street was constructed in 1952 and was occupied beginning that year by the Cherry-Burrell Corporation, makers of dairy and creamery machinery, equipment, and supplies. It later served as the office and production plant for engineering supplies manufacturers Keuffle & Esser Company, as well as Comstock Electrical Contractors and Dutro Mat Manufacturing. The building has been used for fifty years for light industrial use, but cannot be said to have made an individual contribution to a significant pattern in local, state, or national history. The presence of the Southern Pacific Railroad line that cut diagonally through this area of the Mission District may have led to a concentration of light industrial uses, and specifically a concentration of building supply companies. 2675 Folsom Street was constructed after freight rail service ended on this line in 1942: thus it cannot be said that the building is representative of that pattern of events. Likewise, although the majority of the lot was historically used as lumber storage for Kruse Lumber Co. for about forty years, during which time Kruse likely supplied building material for the rapidly densifying city, no trace of this use, nor of the Kruse planning mill formerly located east across Treat Avenue, remains at the property, and it can not be said to represent that pattern of events. Additionally, none of the companies that have operated at 2675 Folsom Street appear to have made any significant specific contributions to city, state or national history. Overall, 2675 Folsom Street does not appear to have any association with any significant events or patterns of events that would make it eligible for the California Register under this criterion.

Criterion 2 (Persons)

2675 Folsom Street is not eligible for listing in the California Register under Criterion 2 (Persons). Research has not uncovered any historically significant information about any individual persons or about the companies that have been located at 2675 Folsom Street. Therefore, 2675 Folsom Street is not eligible for listing in the California Register under this criterion.

Criterion 3 (Architecture)

2675 Folsom Street is not eligible for individual listing in the California Register under Criterion 3 (Architecture). The design of the building has some Late Moderne or Modern elements, including a flat stucco cladding, flat roof, horizontality achieved through window configuration, the large and small beveled frames grouping several windows, and asymmetrical façade with primary entrance set at the right (south) side. The building also conforms to the typical combination office and production facility archetype, with a two-story office portion adjacent to the street that has a moderate to high level of design, and a larger, one tall story, more utilitarian portion at the rear of the building. However, while the building is able to represent this building type in some basic ways, it is not a particularly noteworthy example that embodies the distinctive characteristics of a type, period, region, or method of construction. Additionally, alterations to the primary façade in 1957 changed the building's original design, further compromising any ability to serve as a good example of any specific type of design or method of construction. Research has not uncovered the architect of the building

and the original plans and building permits are not on file with the San Francisco Department of Building Inspection. The building's utilitarian design and lack of architectural distinction do not suggest that the building was designed by a master architect, and it does not appear, even if the original architect were identified, that this building would be considered a historically significant example of his or her work. Research into architects Raad & Zahm, who designed the 1957 alterations, indicate that they are not considered master architects for the City. Overall, 2675 Folsom Street does not embody the distinctive characteristics of a type, period, region, or method of construction, or represent the work of a master, or possess high artistic values, and is therefore not eligible for listing in the California Register under this criterion.

Criterion 4 (Information Potential)

The analysis of 2675 Folsom Street for eligibility under Criterion 4 (Information Potential) is beyond the scope of this report.

POTENTIAL DISTRICT CONSIDERATION

A review of buildings on the same side of the block as the subject building, the opposite block face on Folsom Street between 22nd and 23rd streets, and both sides of Treat Avenue between 22nd and 23rd streets, does not suggest that 2675 Folsom Street would qualify as a contributor to any potential historic district in the area. This area includes a mixture of building uses and construction eras. Along Folsom Street, all other buildings are multi-unit residential flats buildings, dating from the 1880s through the 1960s (Figure 25). The residential pattern is broken along this block by both the subject building and by the large paved play yard of Cesar Chavez Elementary School, which was constructed in 1926 (Figure 26).



Figure 25: East side of Folsom Street north of the subject property, between 22nd and 23rd street, facing southeast.



Figure 26: Rear facade and play yard of Cesar Chavez Elementary School, west side of Folsom Street between 22nd and 23rd streets, facing northwest.

Along Treat Avenue, there are two other light industrial buildings, and the footprint of the defunct Southern Pacific Railroad line that ran freight service through the neighborhood prior to 1942. The other light industrial buildings include 3050 23rd Street, constructed in 1964, and 925 Treat Avenue, constructed in 1953 (Figures 27, 28). These buildings, as well as 2675 Folsom Street, were constructed after rail service stopped, and cannot be said to have a strong thematic relation to the rail line for this reason. Additionally, although both 3050 23rd Street, which was occupied by Norman Hardware directly after it was constructed, and 935 Treat Avenue, which was occupied by Heinzer & Co. furniture manufacturers, both had a thematic relationship to the historic pattern of building

materials production in this area, 2675 Folsom Street was constructed to serve as a dairy industry supply manufacturer, and does not have a thematic relationship to the pattern of building materials supply use in the area.



Figure 27: 3050 23rd Street, facing northeast.



Figure 28: 935 Treat Avenue (at left) facing northeast.

Other buildings along Treat Avenue are multi-unit or single-family residential, with construction dates ranging from the 1860s to the 1890s. 2675 Folsom Street does not appear to be a contributor to any potential district on these blocks. Additionally, as the entire area was included in the South Mission Survey area, the potentiality for a district here has likely been considered by Planning Department staff in the course of that survey.

VII. CONCLUSION

The building at 2675 Folsom Street was constructed in 1952 as an office and light manufacturing plant for the Cherry-Burrell Corporation, and later served as the headquarters for several other small manufacturing firms. The building is not individually eligible for listing in the California Register of Historical Resources under any criteria. It also does not appear to contribute to any potential historic district in the immediate surrounding area. For these reasons, 2675 Folsom Street does not qualify as a historic resource for the purposes of review under the California Environmental Quality Act (CEQA).

VIII. REFERENCES CITED

PUBLISHED WORKS

San Francisco Planning Department, "City Within a City: Historic Context Statement for San Francisco's Mission District" (San Francisco, CA: November 2007).

San Francisco Planning Department, Preservation Bulletin No. 9 – Landmarks (San Francisco, CA: January 2003).

Richards, Rand. *Historic San Francisco: A Concise History and Guide*. (San Francisco: Heritage House Publishers, 2001).

PUBLIC RECORDS

San Francisco Assessor's Records

San Francisco Department of Building Inspection, Building Permits

Sanborn Fire Insurance Maps

San Francisco Online Property Information Map

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"About Us: Waukesha Cherry-Burrell", accessed at <http://www.spx.com/en/waukesha-cherry-burrell/> on May 15, 2015.

"Keuffel & Esser" The Smithsonian National Museum of American History, Physical Sciences Collection website, accessed at <http://amhistory.si.edu/surveying/maker.cfm?makerid=17> on May 15, 2015.

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"Dairy Machinery and Supply Firms Merge", *San Francisco Chronicle*, July 13, 1928.

APPENDIX A: DPR A FORM FOR 2675 FOLSOM STREET

State of California - The Resources Agency DEPARTMENT OF PARKS AND RECREATION PRIMARY RECORD		Primary # HRI # Trinomial CHR Status Code:
Other Listings Review Code	Reviewer	Date

Page 1 of 1 Resource Name or #: (Assigned by recorder) 2675 Folsom Street

P1. Other Identifier:

*P2. Location: Not for Publication Unrestricted

*a. County: San Francisco

*b. USGS Quad: San Francisco North, CA Date: 1995

c. Address: 2675 Folsom Street City: San Francisco ZIP 94110

d. UTM Zone: Easting: Northing:

e. Other Locational Data: Assessor's Parcel Number 3639 006

*P3a. Description: (Describe resource and major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

2675 Folsom Street is located on a 25,322 square foot irregular lot on the east side of Folsom Street, between 22nd and 23rd Streets. Built in 1952, 2675 Folsom Street is a reinforced concrete Industrial style building with Modern character defining features. The nearly rectangular building has a smooth stucco exterior. The front office section is two stories tall and is sheltered by a flat roof. The tall one-story rear section is industrial in use and is sheltered by a low pitched curved roof. The foundation is concrete, and the façade faces west. There is an open area to the south façade that is sheltered by an attached flat roof. The primary entry consists of a recessed glazed metal door with an transom and sidelights. Most of the windows are steel-sash awning and fixed windows with molded sills, and there is one glass block window.

The building appears to be in good condition.

*P3b. Resource Attributes: (List attributes and codes) HP8, Industrial Building

*P4. Resources Present: Building Structure Object Site District Element of District Other

P5a. Photo



P5b. Description of Photo:

View looking northeast at the primary and south façades 10/16/2007

*P6. Date Constructed/Age:

Historic Prehistoric Both

1952 SF Assessor's Office

*P7. Owner and Address

DUTRO JOHN R
1342 SUNSET LOOP

LAFAYETTE CA 94595

*P8. Recorded By:

Page & Turnbull, Inc.
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded: 11/8/2007

*P10. Survey Type:
Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "None")
Eastern Neighborhoods Mission Survey

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record
 Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record
 Artifact Record Photograph Record Other (list):

DPR 523 A (1/95)

*Required Information