File No. 180723 Committee Item No. 3
Board Item No. 6

COMMITTEE/BOARD OF SUPERVISORS

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Board of Supervisors Meeting **Date** October 23, 2018

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Completed by: Erica Major **Date** September 27, 2018
Completed by: Erica Major **Date** October 10, 2018

[Planning Code - Clyde and Crooks Warehouse Historic District]

Ordinance amending the Planning Code to add a new Appendix O to Article 10, Preservation of Historical, Architectural, and Aesthetic Landmarks, to create the Clyde and Crooks Warehouse Historic District, encompassing an area generally bounded by Brannan Street to the north, Third Street to the east, Townsend Street to the south, and Lusk Street to the West; affirming the Planning Department's determination under the California Environmental Quality Act; and making public necessity, convenience, and welfare findings under Planning Code, Section 302, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
Additions to Codes are in *single-underline italics Times New Roman font*.
Deletions to Codes are in ~~*strikethrough italics Times New Roman font*~~.
Board amendment additions are in double-underlined Arial font.
Board amendment deletions are in ~~strikethrough Arial font~~.
Asterisks (* * * *) indicate the omission of unchanged Code subsections or parts of tables.

Be it ordained by the People of the City and County of San Francisco:

Section 1. Findings.

(a) Environmental Findings. The Planning Department has determined that the proposed Planning Code amendment is subject to a Categorical Exemption from the California Environmental Quality Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section 15308 of the Guidelines for Implementation of the statute for actions by regulatory agencies for protection of the environment (in this case, landmark designation). Said determination is on file with the Clerk of the Board of Supervisors in File

No. 180723 and is incorporated herein by reference. The Board of Supervisors affirms this determination.

(b) Historic Preservation Commission Findings.

(1) Pursuant to Section 4.135 of the Charter of the City and County of San Francisco, the Historic Preservation Commission has authority "to recommend approval, disapproval, or modification of landmark designations and historic district designations under the Planning Code to the Board of Supervisors."

(2) On April 18, 2018, at a duly noticed public hearing, the Historic Preservation Commission in Resolution No. 955 found that the proposed Planning Code amendments contained in this ordinance were consistent with the City's General Plan and with Planning Code Section 101.1 (b) and recommended that the Board of Supervisors adopt the proposed amendments. A copy of said Resolution is on file with the Clerk of the Board of Supervisors in File No. 180723, and is incorporated herein by reference.

(c) Planning Commission Findings.

On April 18, 2018, at a duly noticed public hearing, the Planning Commission in Resolution No. 955 found that the proposed Planning Code amendments contained in this ordinance were consistent with the City's General Plan and with Planning Code, Section 101.1 (b). In addition, the Planning Commission recommended that the Board of Supervisors adopt the proposed Planning Code amendments. A copy of said Resolution is on file with the Clerk of the Board of Supervisors in File No. 180723 and is incorporated herein by reference.

(c) The Board finds that the proposed Planning Code amendments contained in this ordinance are on balance consistent with the City's General Plan and with Planning Code, Section 101.1 (b) for the reasons set forth in both Historic Preservation Commission

Resolution No. 955 and Planning Commission Resolution No. 20203, which reasons are incorporated herein by reference as though fully set forth.

(d) Pursuant to Planning Code, Section 302, the Board finds that the proposed ordinance will serve the public necessity, convenience and welfare for the reasons set forth in Historic Preservation Commission Resolution No. 955 and Planning Commission Resolution No. 20203, which reasons are incorporated herein by reference as though fully set forth.

(e) The Board of Supervisors hereby finds that the proposed Clyde and Crooks Warehouse Historic District has a special character and special historical, architectural, and aesthetic interest and value, and that its designation as a Historic District will further the purposes of and conform to the standards set forth in Article 10 of the Planning Code.

Section 2. The Planning Code is hereby amended by amending Article 10 to add Appendix O, to read as follows:

APPENDIX O TO ARTICLE 10

CLYDE AND CROOKS WAREHOUSE DISTRICT

Sec. 1. Findings and Purposes.

Sec. 2. Designation.

Sec. 3. Location and Boundaries.

Sec. 4. Relation to Planning Code and the Provisions of the Charter of the City and County of San Francisco.

Sec. 5. Statement of Significance.

Sec. 6. Significance of Individual Buildings to the Historic District.

Sec. 7. Character-Defining Features/Features of the District and Existing Buildings.

Sec. 8. Standards for Review of Applications

Sec. 9. Additional Provisions for Alterations and New Construction.

SEC. 1. FINDINGS AND PURPOSES. The Board of Supervisors hereby finds that the area known and described in this ordinance as the Clyde and Crooks Warehouse District contains twelve structures that have a special character and special historical, architectural, and aesthetic interest and value, and constitutes a distinct section of the City. The Board of Supervisors further finds that designation of said area as a Historic District will be in furtherance of and in conformance with the purposes of Article 10 of the Planning Code and the standards set forth therein, and that preservation on an area basis rather than on the basis of individual structures alone is in order.

This ordinance is intended to further the general purpose of historic preservation legislation as set forth in Section 1001 of the Planning Code, to promote the health, safety and general welfare of the public.

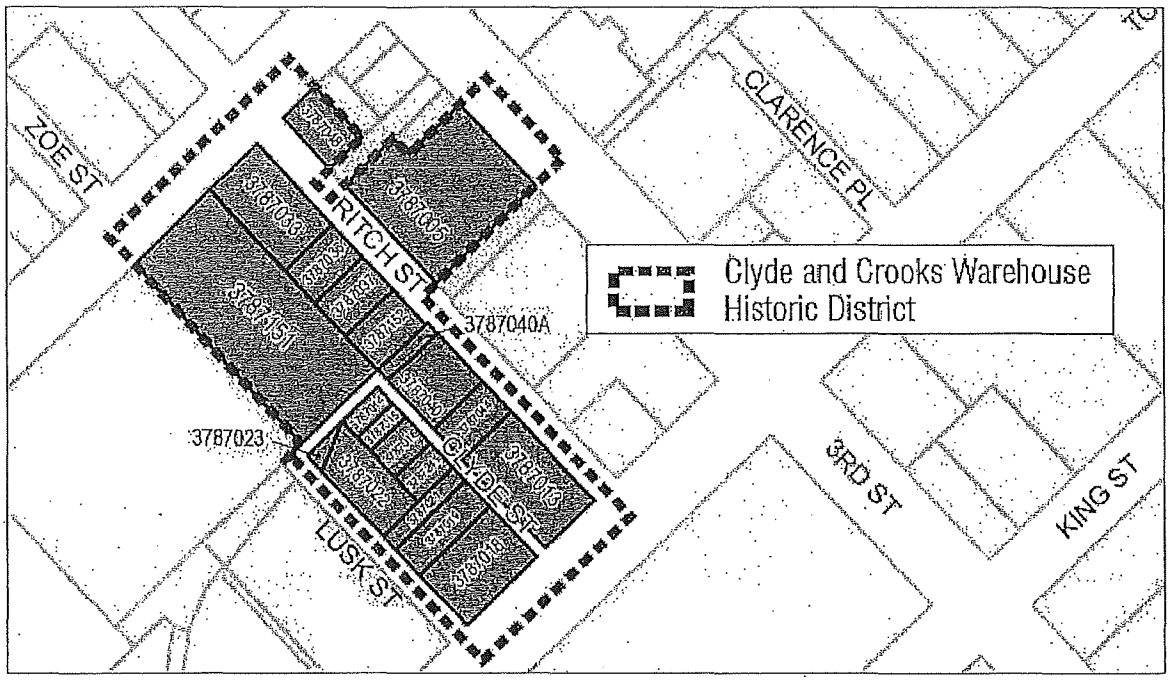
SEC. 2. DESIGNATION.

Pursuant to Section 1004 of the Planning Code, the Clyde and Crooks Warehouse District is hereby designated as an Article 10 Historic District, this designation having been duly approved by Resolution No. 955 of the Historic Preservation Commission and Resolution No. 20203 of the Planning Commission, which Resolutions are on file with the Clerk of the Board of Supervisors under File No. 180723 and which Resolutions are incorporated herein and made part hereof as though fully set forth.

SEC. 3. LOCATION AND BOUNDARIES.

The location and boundaries of the Clyde and Crooks Warehouse District are Brannan Street to the north, Third Street to the east, Townsend Street to the south, and Lusk Street to the West. The district also joins South End Historic District's lot line at 660 3rd Street (Assessor's Block No 3787, Lot No. 008) – South End Terminal Warehouse. The historic district encompasses Lot Nos. 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, and 152-159 of

Assessor's Block No. 3787 and shall be as designated on the Clyde and Crooks Warehouse District Map, the original of which is on file with the Clerk of the Board of Supervisors in File No. 180723, which Map is hereby incorporated herein as though fully set forth.



The boundaries of the Clyde and Crooks Warehouse District are outlined.

SEC. 4. RELATION TO PLANNING CODE AND THE PROVISIONS OF THE CHARTER OF THE CITY AND COUNTY OF SAN FRANCISCO.

(a) Article 10 of the Planning Code is the basic law governing historic preservation in the City and County of San Francisco. This ordinance, being a specific application of Article 10, is both subject to and in addition to the provisions thereof.

(b) Except as may be specifically provided to the contrary in this ordinance, nothing in this ordinance shall supersede, impair or modify any Planning Code provisions applicable to property in

the Clyde and Crooks Warehouse District, including but not limited to existing and future regulations controlling uses, height, bulk, lot coverage, floor area ratio, required open space, off-street parking and signs.

SEC. 5. STATEMENT OF SIGNIFICANCE.

The Clyde and Crooks Warehouse District is significant as it is representative of the post-1906 San Francisco earthquake and fire reconstruction period and is representative of warehouse/industrial building type and exemplifies early twentieth-century methods of construction and materials. The period of significance is 1906 to 1935. The district is comprised of nineteen properties, twelve of which include contributing resources, located in the South of Market neighborhood. The non-contributing properties consist of two buildings constructed after the period of significance and five surface parking lots.

The Clyde and Crooks Warehouse District's period of significance reflects the nineteenth-century development of the South of Market area as a center of industrial production in San Francisco and maritime commerce along the west coast. The district's mix of industrial and warehouse buildings interspersed with residential structures is typical of the land use patterns developed in the nineteenth century in the South of Market neighborhood and continued during the 1906 earthquake and fire reconstruction period. The buildings exemplify early twentieth-century methods of construction and materials and reconstruction the return of South of Market's function as the industrial center of the city following the earthquake and fire.

The addition's period of significance, 1906-1935, falls within the broader 1867-1935 period of significance of the South End Historic District. The industrial buildings found within the Clyde and Crooks Warehouse District are unique for their smaller size and massing, reflecting their use as small manufacturing operations and storage and packing facilities, but are consistent with the character and development pattern of the buildings constructed in the area during the post-earthquake period. The

buildings reflect the redevelopment pattern of South of Market following the quake and fire, which largely consisted of industrial and warehouse buildings.

SEC. 6. SIGNIFICANCE OF INDIVIDUAL BUILDINGS TO THE HISTORIC DISTRICT.

Twelve buildings within the boundaries of the Clyde and Crooks Warehouse District are identified as contributory buildings that date from the Historic District's period of significance and retain their historic integrity. These structures are of the highest importance in maintaining the character of the Historic District. An architectural description, building history and evaluation of each parcel within the Historic District is documented on the State of California - Department of Parks and Recreation Primary Record (DPR 523A - descriptive) survey forms.

The following buildings are deemed Contributory to the Historic District:

APN	*From St. #*	*To St. #*	*Street Name*	*Date Built*
3787 005	*630*	*630*	*3rd St*	*1924*
3787 048	*415*	*415*	*Brannan*	*1923*
3787 033	*425*	*425*	*Brannan*	*1924*
3787 151	*435*	*435*	*Brannan*	*1910*
3787 017	*18*	*28*	*Clyde*	*1907*
3787 021	*36*	*36*	*Clyde*	*1923*
3787 022	*25*	*35*	*Lusk*	*1917*
3787 019	*45*	*45*	*Lusk*	*1922*
3787 036	*322*	*326*	*Ritch*	*1906*
3787 040	*330*	*330*	*Ritch*	*1920*

3787 018	228	242	Townsend	1909
3787 013	224	224	Townsend	1935

Noncontributory. This category identifies buildings which postdate the Historic District's period of significance and/or no longer retain sufficient integrity to convey significance. Alterations to Noncontributory buildings would require Certificate of Appropriateness review in order to ensure that alterations and new construction would be compatible with the historic character of the District in terms of scale, massing, fenestration, materials and detail outlined in this appendix and the applicable standards for review pursuant to Article 10 of the Planning Code.

The following buildings shall be deemed to be Noncontributory within the Historic District:

APN	From St. #	To St. #	Street Name	Year Built
3787 014	2	2	Clyde	1935
3787 015	10	10	Clyde	N/A
3787 016	16	16	Clyde	N/A
3787 037	326	326	Ritch	N/A
3787 040A	328	328	Ritch	N/A
3787 044	336	340	Ritch	N/A
3787 152-159	340	340	Ritch	1955

SEC. 7. CHARACTER-DEFINING FEATURES/FEATURES OF THE DISTRICT AND EXISTING BUILDINGS.

The following section describes in further detail the character-defining features of the District and of individual buildings contained therein. Historic District designation is intended to protect and preserve these character-defining features.

a. Overall Form, Continuity, Scale and Proportion. All buildings are built to the property lines and rise vertically without setbacks. Building heights are two to three stories, with the exception of the one-story building at 45 Lusk Street. Ten of the twelve contributing buildings have flat roofs. One building (435 Brannan) has a combination gable and flat roof. One building (322-326 Ritch Street) has a double-gable roof. The District's buildings are rectangular plan and largely masonry structures with the exception of four wood frame buildings.

(b) Fenestration. The majority of the buildings have aluminum and steel sash multi-lite windows. Wood frame windows are found on two properties (45 Lusk, 322-326 Ritch). Methods of operability include fixed, awning, double-hung, pivot and sliding.

(c) Materials and Finishes. Six of the buildings are clad in smooth finish stucco. Two are clad in wood channel drop siding and one is clad with wood clapboard siding. Two buildings are red brick. One of the brick buildings has a concrete base that falls just below the water table. Materials and paint are generally light to medium colors with white, buff, and grey the predominate shades.

(d) Architectural Details. There are no character-defining interior features identified as part of this designation. Exterior ornament consists of projecting corniced rooflines with modillions, egg and dart and dentil molding, belt courses, brick corbelling. The specific character-defining exterior features of the buildings are as follows:

(1) 630 3rd Street (1924). Character-defining features include: two-story height and rectangular massing; six bays; flat roof; smooth finish stucco cladding; fixed multi-lite aluminum sash windows; piers; cornice; string course; and ornamental shields.

(2) 415 Brannan Street (1923). Character-defining features include: two-story height and rectangular massing; three bays; flat roof; smooth finish stucco cladding; multi-lite steel sash windows; pilasters; projecting cornice; and belt courses.

(3) 425 Brannan (1924). Character-defining features include: two-story height and rectangular massing; smooth-finish stucco cladding; flat roof; projecting cornice; dentil and egg and dart molding; recessed panels and parapet; piers; and belt courses.

(4) 435 Brannan (1910). Character-defining features include: two-story height and rectangular massing; smooth finish stucco cladding; parapet; multi-light, steel sash ribbon awning windows; rounded corners; window and door openings; entrance awning; belt courses; and speedlines.

(5) 18-28 Clyde St (1907). Character-defining features include: three-story height and rectangular massing; three bays; wood channel drop siding; flat roof.; projecting cornice with dentils and modillions; open central bay and staircase; double-hung windows; and projecting wood window sills and headers.

(6) 36 Clyde St (1923). Character-defining features include: two-story height and rectangular massing; three bays; wood clapboard siding; flat roof; projecting cornice, modillions, egg and dart and dentil molding; multi-lite steel and plate glass pivot windows; and wood window trim and sills.

(7) 25-35 Lusk Street (1917). Character-defining features include: two story height and rectangular massing; six bays; flat roof; brick cladding; corbelled cornice; multi-lite steel sash windows; recessed window openings; quoins; second floor brick detailing; molded concrete belt courses; and the painted sign "Ogden Packing & Provision Co."

(8) 45 Lusk Street (1922). Character-defining features include: one-story height and rectangular massing; channel drop wood siding; flat roof; multi-lite wood sash windows; above-grade recessed entrance; projecting cornice and modillions; and dentil and egg and dart molding.

(9) 322-326 Ritch Street (1906). Character-defining features include: two-story height and rectangular massing; five bays; brick cladding; piers; brick corbelling; brick window sills; projecting cornice; recessed door and window openings; multi-light and double-hung wood windows; and parapet.

(10) 330 Ritch Street (1920). Character-defining features include: three-story height and rectangular massing; brick cladding; flat roof; and brick window sills.

(11) 224 Townsend (1935). Character-defining features include: two-story height and rectangular massing; five bays; concrete cladding; flat roof; decorative parapet above central entrance bay; spandrel panels between first and second floors on primary elevation; vertical ornament above second floor window openings on primary elevation; and fluted columns projecting above the roofline.

(12) 228-242 Townsend St (1909). Character-defining features include: two-story height and rectangular massing; flat roof; stucco cladding; projecting cornice with brackets; and dentil molding.

SEC. 8. STANDARDS FOR REVIEW OF APPLICATIONS

The standards for review of all applications for Certificates of Appropriateness are as set forth in Section 1006.6 of Article 10. For the purposes of review under those standards, the "character of the Historic District" shall mean the exterior architectural features of the Clyde and Crooks Warehouse District referred to and described in Section 6 of this Appendix.

Any exterior change within the Clyde and Crooks Warehouse District shall require a Certificate of Appropriateness, pursuant to the provisions of Article 10, when such work requires a City permit, with the exception of specific scopes of work identified by the Historic Preservation Commission and delegated to Planning Department Preservation staff for review and approval and specific scopes of work as outlined below. The procedures, requirements, controls and standards of Article 10 of the Planning Code shall apply to all applications for Certificates of Appropriateness and/or Administrative Certificates of Appropriateness in the Clyde and Crooks Warehouse District.

SEC. 9. ADDITIONAL PROVISIONS FOR ALTERATIONS AND NEW CONSTRUCTION.

Additions to existing buildings and new infill construction proposed within the Clyde and Crooks Warehouse District must reflect an understanding of the relationship of the proposal with the contributing buildings within the district. Additions shall be reviewed for compatibility with the historic building and the District, while infill construction shall be reviewed for compatibility with the overall District. Neither should directly imitate nor replicate existing features. For additions, every effort should be made to minimize the visibility of the new structure within the District. Infill construction should reflect the character of the District, including the prevailing heights of contributing buildings without creating a false sense of history. Property owners should consult early in the process with a Planning Department Historic Preservation staff when developing a proposal.

(a) **Additions.** *Additions shall be reviewed on a case-by-case basis and any proposed addition should be located in an inconspicuous location and not result in a radical change to the form or character of the historic building. A vertical addition may be approved, depending on how the addition impacts the building and its relative visibility from the surrounding public rights-of-way within the district. The Planning Department evaluates all proposals for properties identified under Article 10 of the Planning Code for compliance with the Secretary of the Interior's Standards (as set forth in Section 1006.6 of the Planning Code). Based on these Standards, Department staff uses the following criteria when reviewing proposals for vertical additions:*

(1) The structure respects the general size, shape, and scale of the features associated with the property and the District and the structure is connected to the property in a manner that does not alter, change, obscure, damage, or destroy any of the character-defining features of the property and the District.

(2) The design respects the general historic and architectural characteristics associated with the property and the District without replicating historic styles or elements that will result in creating a false sense of history.

(3) The materials are compatible with the property or District in general character, color and texture.

As part of the Planning Department review process, the project sponsor shall conduct and submit an analysis that illustrates the relative visibility of a proposed vertical addition from within the District. As part of this analysis, sightline cross-sections and perspective drawings illustrating the proportionality and scale, as well as the visible extent of the addition from prescribed locations should be submitted.

*(b) **New Construction.** When a district provides an opportunity for new construction through existing vacant parcels or by replacing non-contributing buildings, a sensitive design is of critical importance. Historic buildings within the District should be utilized and referenced for design context. Contemporary design that respects the District's existing character-defining features without replicating historic designs is encouraged. The Department uses the following criteria when reviewing proposals for infill construction as well as the review standards set forth in Section 1006.6 of the Planning Code:*

(1) The structure respects the general size, shape, and scale of the character-defining features associated with the district and its relationship to the character-defining features of the immediate neighbors and the district.

(2) The site plan respects the general site characteristics associated with the district.

(3) The design respects the general character-defining features associated with the district.

(4) The materials are compatible with the district in general character, color, and texture.

(c) Standards for New Construction and Alterations.

*(1) **Facade Line Continuity.** Facade line continuity is historically appropriate. Therefore, setbacks at lower floors and arcades, not generally being features of the Clyde and Crooks Warehouse District, are generally not acceptable.*

*(2) **Fenestration and Design Elements for New Construction.** In areas with a concentration of buildings characterized by a high proportion of mass to void and deeply recessed openings, vertical orientation and limited fenestration, the design of new construction should relate to those elements. In areas characterized by buildings with industrial style fenestration, new construction should relate to those design elements.*

***(d) Exterior Changes Requiring Approval.** Any exterior change within the Clyde and Crooks Warehouse District shall require a Certificate of Appropriateness pursuant to the provisions of Article 10 when such work requires a city permit. In addition, a Certificate of Appropriateness shall be required for cleaning masonry surfaces with abrasives and/or treatment of such surfaces with waterproofing chemicals. Sandblasting and certain chemical treatments detrimental to older brick will not be approved.*

(e) Signs.

*(1) **Principal Signs.** Only one sign will be allowed per establishment per street frontage. A flush sign with lettering intended to be read from across the street is permitted. On brick surfaces, signs should be mounted with a minimum number of penetrations of the wall, and those penetrations only in the mortar joints.*

*(2) **Secondary Signs.** One per establishment per street frontage. A secondary sign is intended to be viewed close-up and consists of: (A) lettering on a door or window that contains only the name and nature of the establishment, hours of operation and other pertinent information; or (b) a projecting sign not exceeding two square feet in area used in conjunction with a principal flush sign.*

(d) Nothing in this legislation shall be construed to regulate paint colors within the District.

Section 3. Effective Date. This ordinance shall become effective 30 days after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor's veto of the ordinance.

Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal Code that are explicitly shown in this ordinance as additions, deletions, Board amendment additions, and Board amendment deletions in accordance with the "Note" that appears under the official title of the ordinance.

APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

By: _____
VICTORIA WONG
Deputy City Attorney

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FILE NO. 180723

LEGISLATIVE DIGEST

[Planning Code - Clyde and Crooks Warehouse District]

Ordinance amending the Planning Code to add a new Appendix O to Article 10, Preservation of Historical, Architectural, and Aesthetic Landmarks, to create the Clyde and Crooks Warehouse Historic District, encompassing an area generally bounded by Brannan Street to the north, Third Street to the east, Townsend Street to the south, and Lusk Street to the West; affirming the Planning Department's determination under the California Environmental Quality Act; and making public necessity, convenience, and welfare findings under Planning Code, Section 302, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

Existing Law

Under Article 10, Section 1004 of the Planning Code, the Board of Supervisors may, by ordinance, designate an area containing a number of structures that has special character or special historical, architectural or aesthetic interest or value, and constituting a distinct section of the City, as a historic district. Once an area has been named a historic district, any construction, alteration, removal or demolition for which a City permit is required necessitates a Certificate of Appropriateness from the Historic Preservation Commission ("HPC"). (Planning Code Section 1006; Charter of the City and County of San Francisco, Section 4.135.) Thus, historic district designation affords a high degree of protection to historic and architectural structures of merit in the City. There are currently thirteen historic districts in the City under Article 10, in addition to individual landmarks protected under Article 10. (See Appendix A to Article 10.)

Amendments to Current Law

This ordinance amends the Planning Code to add a new historic district to the list of historic districts under Article 10: Clyde and Crooks Warehouse District.

The ordinance finds that the Clyde and Crooks Warehouse District is eligible for designation as a historic district as it is representative of the post-1906 San Francisco earthquake and fire reconstruction period and is representative of warehouse/industrial building type and exemplifies early twentieth-century methods of construction and materials. Specifically, the ordinance finds that designation of the Clyde and Crooks Warehouse District is proper as the district reflects the nineteenth-century development of the South of Market area as a center of industrial production in San Francisco and maritime commerce along the west coast. The district's mix of industrial and warehouse buildings interspersed with residential structures is typical of the land use patterns developed in the nineteenth century in the South of Market neighborhood and continued during the 1906 earthquake and fire reconstruction period. The

buildings exemplify early twentieth-century methods of construction and materials and the return of South of Market's function as the industrial center of the city following the earthquake and fire.

As required by Section 1004, the ordinance lists the characteristics of the historic district that justify its designation and a description of the particular features that shall be preserved, or replaced in-kind as determined necessary.

Background Information

The historic district designation was initiated by the HPC pursuant to its authority under the Charter to recommend approval, disapproval, or modification of landmark designations and historic district designations under the Planning Code to the Board of Supervisors. The HPC held a hearing to initiate the historic district designation of the Clyde and Crooks Warehouse District on March 21, 2018. On March 21, 2018 after holding a public hearing on the proposed designation and having considered the Historic District Designation Case Report prepared by Planning Department staff Frances McMillen, the HPC voted to recommend approval of the Clyde and Crooks Warehouse District to the Board of Supervisors.

SAN FRANCISCO
PLANNING DEPARTMENT

Article 10 Initiation Case Report

Landmark District Designation

HEARING DATE: MARCH 21, 2018

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

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Case No.:	2017-010250DES
Project:	Clyde and Crooks Warehouse District
Re:	Initiation of Landmark District Designation
Staff Contact:	Frances McMillen – (415) 575-9076 frances.mcmillen@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822 tim.frye@sfgov.org

PROJECT DESCRIPTION

The case before the Historic Preservation Commission is the consideration to initiate the Article 10 landmark designation process of the Clyde and Crooks Warehouse Historic District pursuant to Section 1004.1 of the Planning Code.

PROJECT BACKGROUND

The Planning Department (Department) conducted the SoMa Survey (2007-2010) in order to provide information on the location and distribution of historic resources within the Eastern Neighborhoods SoMa Area Plan and Western SoMa Community Plan for the purposes of long-range policy planning. The purpose of the survey is to identify buildings and structures that appear to be eligible for listing in the National Register of Historical Places and the California Register of Historical Resources, as well as to identify properties for local significance. The survey also provides information for use in permit processing, environmental review, and making recommendations for official nominations to historic registers.

The South of Market Historic Area Historic Context Statement (2009), adopted by the former Landmarks Preservation Advisory board, served as the basis for the evaluations of the SoMa Survey and provided a framework for consistent, informed evaluations of the area's age-eligible properties that had not been previously surveyed or for which survey information was incomplete.

The SoMa Survey determined the boundaries for five new historic districts that appear eligible for the National or California Register, or appear to be locally significant, including the Clyde and Crooks Warehouse Historic District (formerly referred to as the South End Historic District extension). As part of the Central SoMa Plan effort the Historic Preservation Commission added the designation of the Clyde and Crooks Warehouse District to its Landmark Designation Work Program on August 17, 2016.

- **The SoMa Survey** area is roughly Mission Street to Townsend Street, between 1st and 13th Streets.

- **The SoMa Survey** resulted in documentation and/or assessment of 2,141 individual properties, of which approximately 1,467 properties constructed in or before 1962 (45 years prior to 2007, when the survey began).
- **Individually Significant Properties** The SoMa survey identified 151 properties of individual significance, both outside and within historic districts.
- **Historic Districts** The findings of the SoMa Survey determined the boundaries for 5 new historic districts that appear eligible for either the National, California Register, or appear to be locally significant. The district are:
    - The Bluxome and Townsend Warehouse Historic District
    - Clyde and Crooks Warehouse District (formerly the South End Historic District extension)
    - Sixth Street Lodginghouse Historic District
    - South Park Historic District
    - West SoMa Light Industrial and Residential Historic District
- **The Historic Preservation Commission** adopted the SoMa Survey on December 10, 2010.
- **Central SoMa Plan** As part of the Central SoMa Plan effort the Historic Preservation Commission added the designation of the Clyde and Crooks Warehouse District to its Landmark Designation Work Program on August 17, 2016.

PROPERTY DESCRIPTION & SURROUNDING LAND USE AND DEVELOPMENT

The Clyde and Crooks Warehouse District is located in the southeast section of the South of Market neighborhood. The district is comprised of nineteen properties, twelve of which include contributing resources. The district is immediately adjacent to and shares a common development history with the South End Historic District.

The Clyde and Crooks Warehouse District is a rare, remaining enclave of small and medium-scaled light industrial buildings constructed following the 1906 Earthquake and Fire through the middle of the Great Depression. The district is named for the two narrow streets located wholly within the district, Crooks (present day Lusk Street) and Clyde, and the two-to-three story warehouse buildings common to the district. The Clyde and Crooks Warehouse District reflects the late nineteenth and early twentieth century development of the South of Market area as a center of industrial production in San Francisco and maritime commerce along the west coast. The district's mix of industrial and warehouse buildings interspersed with residential structures is typical of the land use patterns developed in SoMa in the nineteenth century and continued during the 1906 Earthquake and Fire reconstruction period. The buildings exemplify early twentieth century methods of construction and materials and the return of South of Market's function as the industrial center of the city following the earthquake and fire.

The Clyde and Crooks Warehouse District's period of significance, 1906-1935, falls within the broader 1867-1935 period of significance of the adjacent South End Historic District. The industrial buildings found within the district are unique for their smaller size and massing reflecting their use as small

manufacturing operations, storage, and packing facilities and are consistent with the character and redevelopment pattern of South of Market following the quake and fire, which largely consisted of industrial and warehouse buildings.

The Clyde and Crooks Warehouse Historic District is located in the SLI – SOMA Service – Light Industrial zoning district and a 65-X Height and Bulk district.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

REQUIRED COMMISSION ACTIONS

The items before the Historic Preservation Commission are:

1) Consideration of initiation of designation of the Clyde and Crooks Warehouse Historic District

On each of the items, the HPC may choose to take an action in the form of a resolution. The HPC may approve, modify, or disapprove the initiation of the proposed boundary change or designation.

Alternatively, the Commission may request additional research and information from the Planning Department to justify any of these three actions, and may continue the discussion to a future hearing pending submittal of any additional information the Commission may require.

OTHER ACTIONS REQUIRED

If the Historic Preservation Commission (HPC) decides to initiate the designation of the Clyde and Crooks Warehouse Historic District under Article 10 at the March 21, 2018 hearing, this case will be brought back to the HPC at a future hearing. At such future hearing, the HPC shall consider and have opportunity to act upon the designation of the Clyde and Crooks Warehouse Historic District and shall forward that recommendation to the Board of Supervisors.

PREVIOUS ACTIONS

The Historic Preservation Commission, at its regularly scheduled hearing on August 17, 2016 added the subject district to its Landmark Designation Work Program.

The South of Market Area Historic Context Statement

The South of Market Area Historic Context Statement (2009) was developed to provide a historical foundation and framework for consistent evaluations of the area's age-eligible properties. The context statement documented the history of SoMa, including significant themes, design elements, architectural styles, and character-defining features. The study developed significance and integrity thresholds and included analysis of conservation, landmark and historic districts and their relationship to previously undocumented buildings.

The SoMa Survey

The SoMa Survey (2007-2010) resulted in documentation and/or assessment of 2,141 individual properties, of which approximately 1,467 properties constructed in or before 1962 (45 years prior to 2007,

when the survey began). The SoMa Survey area extended roughly from Mission Street to Townsend Street, between 1st and 13th Streets. The purpose of the survey was to identify buildings and structures that appear to be eligible for listing in the National Register of Historical Places and the California Register of Historical Resources, as well as to identify properties for local significance. The SoMa Survey was adopted by the Historic Preservation Commission on December 10, 2010.

APPLICABLE PRESERVATION STANDARDS

ARTICLE 10

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a historic district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's Regional Housing Needs Allocation, and the Sustainable Communities Strategy for the Bay Area. These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site ... a description of the characteristics of the landmark ... which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

ARTICLE 10 LANDMARK CRITERIA

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant contribution to the broad patterns of our history;

or that are associated with the lives of persons significant in our past or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or that have yielded, or may likely yield, information important in prehistory or history.

OWNER NOTIFICATION AND COMMUNITY OUTREACH

The following includes a timeline of the notifications, announcements, and outreach activities that have occurred for the Central SoMa Plan.

- **The Central SoMa Historic Resources Survey web page** was launched on the Department's website in March 2014. The web page includes links to the draft Central SoMa Historic Context Statement, as well as a map illustrating the draft findings of the Central SoMa Historic Resources Survey. The website remains active and can be accessed at: http://www.sf-planning.org/index.aspx?page=3964.
- **Public outreach meetings** were held at the SPUR Urban Center on March 25th, 2015, to present the draft Central SoMa Historic Context Statement and the draft findings of the Central SoMa Historic Resources Survey. In preparation for this meeting, postcards were mailed to the owners of surveyed properties informing them that the draft survey findings were available for review on the project website, and inviting them to attend the outreach meeting at the Spur Urban Center. A second public meeting at the SPUR Urban Center was held on December 9, 2015 to solicit feedback on public benefits, including historic preservation. A postcard was mailed to public on February 29, 2016 in anticipation of the adoption hearing on March 16, 2016.
- **Presentation to SF Heritage** regarding the draft historic context statement and survey findings in July 2015.
- **Meetings with the Central SoMa Survey Advisory Group**, on October 3, 2014 and January 15, 2014, the purpose of these meetings was to solicit comments and suggestions based on the draft *Central SoMa Historic Context Statement* and the draft findings of the Central SoMa Historic Resources Survey.
- **Notification of Historic Preservation Commission initiation hearing** was mailed to property owners on March 5, 2018.

The following includes a timeline of the notifications, announcements, and outreach activities that have occurred for the SoMa Survey.

- **October 27, 2010** Planning Department Staff gave an informational presentation to the Western SoMa Citizens Planning Task Force, including an overview of the findings, discussion of the two districts within Western SoMa Community Plan Area, and the notification and adoption process.
- **November 17, 2010** Planning Department Staff hosted a community meeting which included a presentation by Planning Staff, followed by a breakout session where the public was able to discuss their particular questions on specific sites with staff.

- November 18, 2010 Planning Department Staff returned to the Western SoMa citizen's Planning Task Force, to the Complete Neighborhood Fabric sub-committee to continue the discussion of the two eligible districts located within the West SoMa Community Plan Area.

STAFF ANALYSIS

The case report and analysis under review was prepared by Department preservation staff based upon the attached draft Landmark District Designation Report as well as staff site visits, research, and photography. The draft Landmark District Designation Report was prepared by Frances McMillen. The draft Landmark District Designation Report borrows heavily from the California Department of Parks and Recreation (DPR) 523-District form produced by Page and Turnbull as part of the South of Market (SoMa) Area Plan Historic Resource Survey, the South End Historic District Case Report and the Central SoMa Historic Context Statement. Additional review was provided by Tim Frye, Department Preservation Coordinator. Department preservation planning staff meets the Secretary of the Interior's Professional Qualification Standards for Historic Preservation.

The Department has determined that the subject district meets the requirements for Article 10 eligibility as a landmark district. The justification for its inclusion is outlined below under the Significance and Integrity sections of this case report.

SIGNIFICANCE

The period of significance for the district dates from 1906 to 1935, inclusive of the known period of construction of all buildings within the district. The addition's period of significance falls within the broader 1867-1935 period of significance of the South End Historic District.

Association with significant events

The Clyde and Crooks Warehouse District is locally and nationally significant under Events as it is representative of the post-1906 San Francisco earthquake and fire reconstruction period and under Design as representative of warehouse/industrial building type and exemplify early twentieth century methods of construction and materials. The period of significance is 1906 to 1935. The district is comprised of nineteen properties, twelve of which include contributing resources, located in the South of Market neighborhood. The non-contributing properties consist of two buildings constructed after the period of significance and five surface parking lots.

The Clyde and Crooks Warehouse District's period of significance reflects the nineteenth century development of the South of Market area as a center of industrial production in San Francisco and maritime commerce along the west coast. The Clyde and Crooks Warehouse District's mix of industrial and warehouse buildings interspersed with residential structures is typical of the land use patterns developed in the nineteenth century in the South of Market neighborhood and continued during the 1906 earthquake and fire reconstruction period. The buildings exemplify early twentieth century methods of construction and materials and reconstruction the return of South of Market's function as the industrial center of the city following the earthquake and fire.

Significant architecture:

The industrial buildings found within the Clyde and Crooks Warehouse District are unique for their smaller size and massing reflecting their use as small manufacturing operations, storage and packing

facilities, but are consistent with the character and development pattern of the buildings constructed in the area during the post-earthquake period. The buildings reflect the redevelopment pattern of South of Market following the quake and fire, which largely consisted of industrial and warehouse buildings.

INTEGRITY

The seven aspects of integrity are location, design, materials, workmanship, setting, feeling, and association. The district clearly exhibits high physical integrity of materials, design, and workmanship, with most buildings still retaining historic windows, including wood double-hung and multi-lite steel sash units, wood and brick cladding, millwork, and historic applied ornament. The district's roof forms, massing, window and door openings are largely intact. Several surface parking lots are found within the district and construction after the 1906-1935 Period of Significance is limited to two buildings.

The Clyde and Crooks Warehouse District retains the physical components, aspects of design, spatial organization, and historic associations that it acquired during the 1906 to 1935 Period of Significance. Despite limited alterations to individual buildings, the district retains sufficient overall integrity to convey its significance.

Resources located within the Clyde and Crooks Warehouse District boundaries are identified as Contributory or Non-Contributory. Contributory resources were constructed during the district's period of significance and retain a sufficient level of integrity. Non-Contributory resources may have been constructed during the district's period of significance but have lost integrity such that significance is no longer conveyed. The district is comprised of twelve contributing buildings and seven non-contributory buildings.

The Department believes that the district retains sufficient overall integrity to convey its significance.

CHARACTER-DEFINING FEATURES

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark. The character-defining features of the Clyde and Crooks Warehouse District are included in draft Landmark District Designation Report and are copied below.

The character-defining *interior* features of buildings in the district are identified as: None.

The character-defining *exterior* features of buildings in the district are identified as: All exterior elevations and rooflines.

The following section describes in further detail the character-defining features of the district and of individual buildings and landscape elements contained therein. Landmark district designation is intended to protect and preserve these character-defining features.

1. Overall Form, Continuity, Scale and Proportion

All buildings are built to the property lines and rise vertically without setbacks. Building heights are two to three stories, with the exception of the single-story 45 Lusk Street. The majority of the contributing buildings have flat roofs. 435 Brannan has a combination gable and flat roof and 322-326 Ritch Street has a double-gable roof. The District's buildings are rectangular plan and largely masonry structures, with the exception of four wood frame buildings: 18-28 Clyde, 36 Clyde, 45 Lusk, and 435 Brannan.

2. Fenestration

The majority of the buildings have aluminum and steel sash multi-lite windows. Wood frame windows are found on two properties (45 Lusk, 322-326 Ritch). Methods of operability include fixed, awning, double-hung, pivot and sliding.

3. Materials & Finishes

Six of the buildings are clad in smooth finish stucco. Two are clad in wood channel drop siding and one is clad with wood clapboard siding. Two buildings are red brick. One of the brick buildings has a concrete base that falls just below the water table. Materials and paint are generally light to medium colors with white, buff, and grey the predominate shades.

4. Architectural Details

There are no character-defining interior features identified as part of this designation. Exterior ornament consists of projecting corniced rooflines with modillions, egg and dart and dentil molding, beltcourses, brick corbelling.

The specific character-defining exterior features of the buildings are as follows, but not limited to:

630 3rd Street (1924) Character-defining features include:

- two-story height and rectangular massing
- six bays
- flat roof
- smooth finish stucco cladding
- fixed multi-lite aluminum sash windows
- piers
- cornice
- string course
- ornamental shields

415 Brannan Street (1923) Character-defining features include:

- two-story height and rectangular massing
- three bays
- flat roof
- smooth finish stucco cladding
- multi-lite steel sash windows
- pilasters
- projecting cornice

- belt courses

425 Brannan (1924) Character-defining features include:
- two-story height and rectangular massing
- smooth-finish stucco cladding
- flat roof
- projecting cornice
- dentil and egg and dart molding
- recessed panels and parapet
- piers
- belt courses

435 Brannan (1910) Character-defining features include:
- two-story height and rectangular massing
- smooth finish stucco cladding
- parapet
- multi-light, steel sash ribbon awning windows
- rounded corners
- window and door openings
- entrance awning
- belt courses
- speedlines

18-28 Clyde St (1907) Character-defining features include:
- three-story height and rectangular massing
- three bays
- wood channel drop siding
- flat roof
- projecting cornice with dentils and modillions
- open central bay and staircase
- double-hung windows
- projecting wood window sills and headers

36 Clyde St (1923) Character-defining features include:
- two-story height and rectangular massing
- three bays
- wood clapboard siding
- flat roof
- projecting cornice
- modillions, egg and dart and dentil molding
- multi-lite steel and plate glass pivot windows
- wood window trim and sills

25-35 Lusk Street (1917) Character-defining features include:

- two story height and rectangular massing
- six bays
- flat roof
- brick cladding
- corbelled cornice
- multi-lite steel sash windows
- recessed window openings
- quoins
- second floor brick detailing
- molded concrete belt courses
- painted sign "Ogden Packing & Provision Co."

45 Lusk Street (1922) Character-defining features include:

- one-story height and rectangular massing
- channel drop wood siding
- flat roof
- multi-lite wood sash windows
- above grade recessed entrance
- projecting cornice and modillions
- dentil and egg and dart molding

322-326 Ritch Street (1906) Character-defining features include:

- two-story height and rectangular massing
- five bays
- brick cladding
- piers
- brick corbelling
- brick window sills
- projecting cornice
- recessed door and window openings
- multi-light and double-hung wood windows
- parapet

330 Ritch Street (1920) Character-defining features include:

- three-story height and rectangular massing
- brick cladding
- flat roof
- brick window sills

224 Townsend (1935) Character-defining features include:

- two-story height and rectangular massing

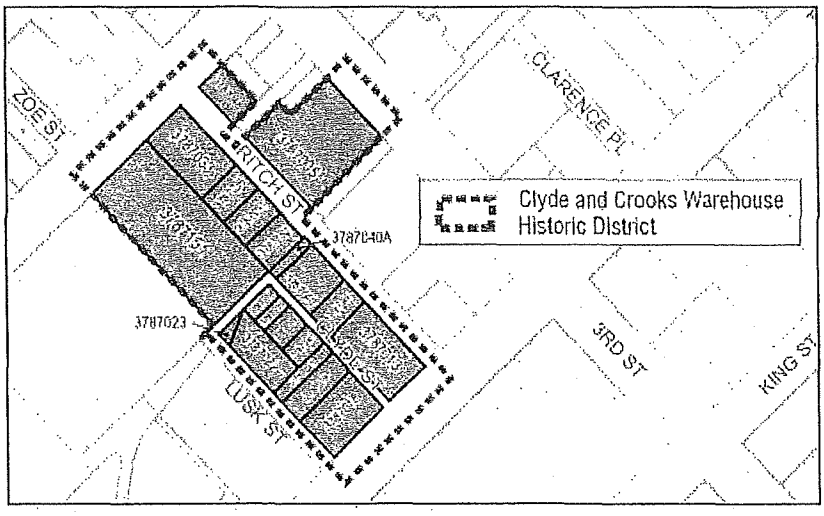
- five bays
- concrete cladding
- flat roof
- decorative parapet above central entrance bay
- spandrel panels between first and second floors on primary elevation
- vertical ornament above second floor window openings on primary elevation
- fluted columns projecting above the roofline

228-242 Townsend St (1909) Character-defining features include:

- two-story height and rectangular massing
- flat roof
- stucco cladding
- projecting cornice with brackets and dentil molding

BOUNDARIES OF THE LANDMARK SITE

The location and boundaries of the Clyde and Crooks Warehouse District are: Brannan Street to the north, Third Street to the east, Townsend Street to the south, and Lusk Street to the West. The district also joins South End Historic District's lot line at 660 3rd Street (3787/008) – South End Terminal Warehouse. The historic district encompasses lots 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159 contained within Assessor's Parcel No. 3787.



Clyde and Crooks Warehouse Historic District

OTHER ACTIONS REQUIRED

If the Historic Preservation Commission adopts a resolution to confirm nomination and initiate designation of the subject properties as an Article 10 landmark district, a second HPC hearing will be scheduled for the Commission's recommendation of approval of the designation. At that hearing, the Department will present the designation ordinance, which outlines the proposed levels of review

required for certain identified scopes of work. The ordinance was developed and refined based on feedback from the community and Department analysis.

If the HPC recommends approval of the landmark district designation ordinance, its recommendation will be forwarded to the Planning Commission, which shall have 45 days to review and comment on the proposed designation. Planning Commission comments will then be sent by the Department to the Board of Supervisors together with the HPC's recommendation. The nomination would then be considered at a future Board of Supervisors hearing for formal Article 10 landmark designation.

PLANNING DEPARTMENT RECOMMENDATION

The case report and analysis under review was prepared by Department preservation staff based upon the attached draft Landmark District Designation Report as well as staff site visits, research, and photography. The Department has determined that the subject properties meet the requirements for Article 10 eligibility as a landmark district. The designation report provides the justification for its inclusion. The Department recommends that the HPC approve the proposed designation of the subject district as a San Francisco landmark district.

The Historic Preservation Commission may recommend approval, disapproval, or approval with modifications of the proposed initiation of the Clyde and Crooks Warehouse District as a San Francisco landmark district under Article 10 of the Planning Code.

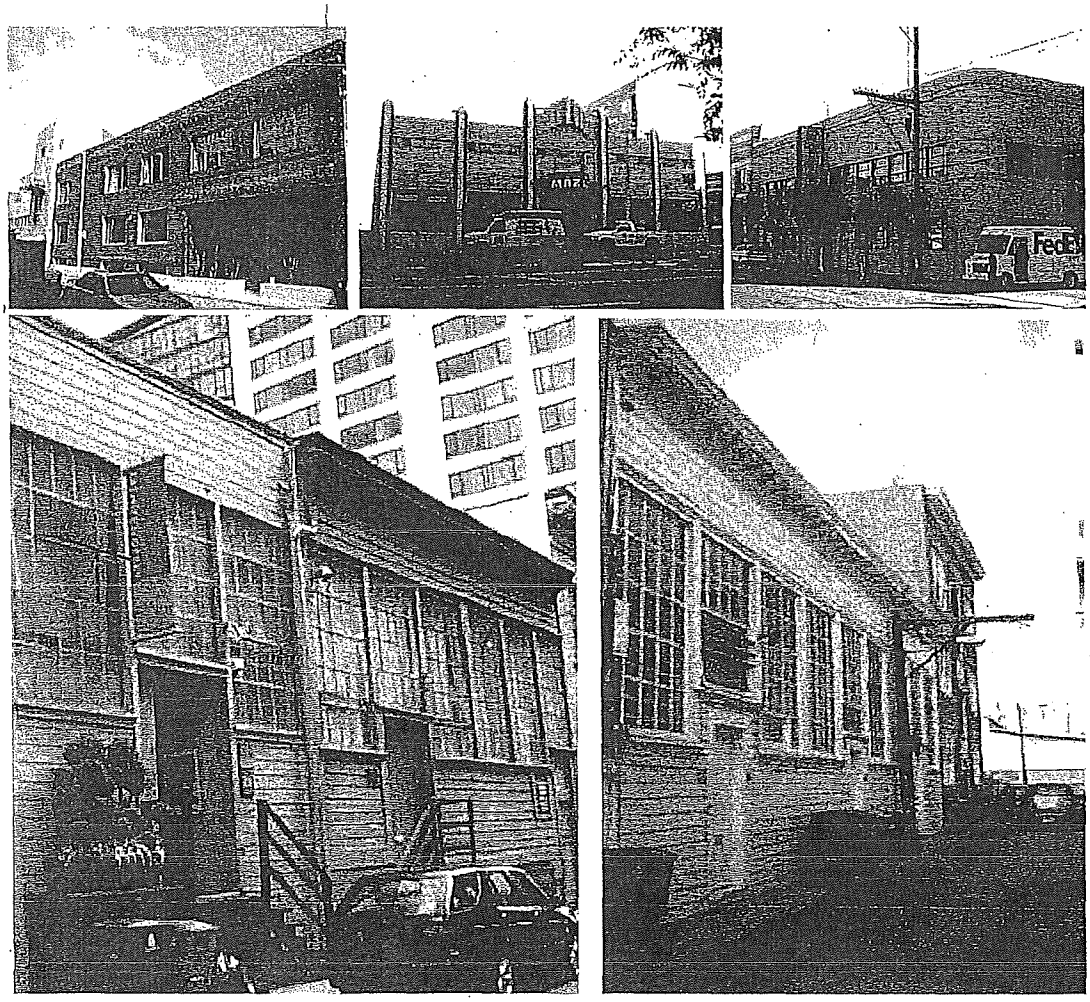
ATTACHMENTS

Draft Landmark District Designation Report
Draft Resolution Initiating Article 10 Landmark Designation
Map of the Proposed District
Department of Parks and Recreation (DPR) 523 forms

SAN FRANCISCO PLANNING

DRAFT

Landmark Designation Report



Clyde and Crooks Warehouse Landmark District

The Historic Preservation Commission (HPC) is a seven-member body that makes recommendations to the Board of Supervisors regarding the designation of landmark buildings and districts. The regulations governing landmarks and landmark districts are found in Article 10 of the Planning Code. The HPC is staffed by the San Francisco Planning Department.

This Draft Landmark District Designation Report is subject to possible revision and amendment during the initiation and designation process. Only language contained within the Article 10 designation ordinance, adopted by the San Francisco Board of Supervisors, should be regarded as final.

Table of Contents

Clyde and Crooks Warehouse District

19 Buildings, 12 contributors, 7 non-contributors

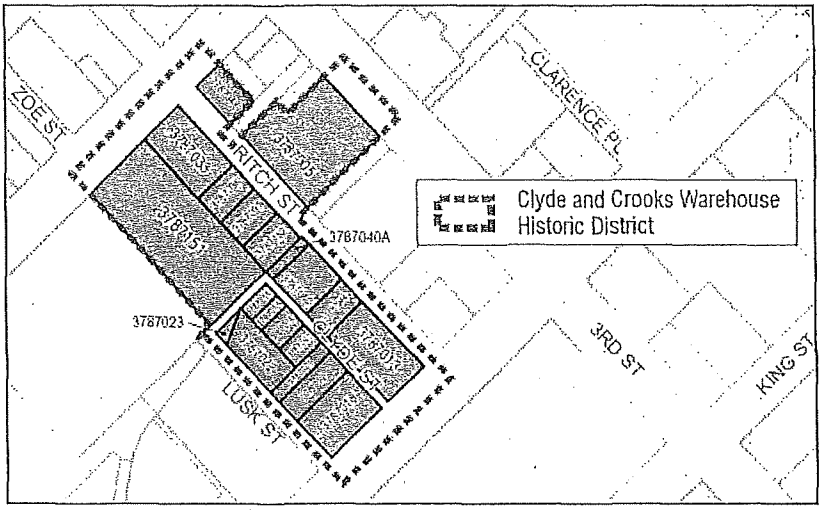
Built: 1906-1935
Architects: Edward J. Vogel, John Charles Flugger, Arthur S. Bugbee, George Wargner, A.C. Griewank,

Overview

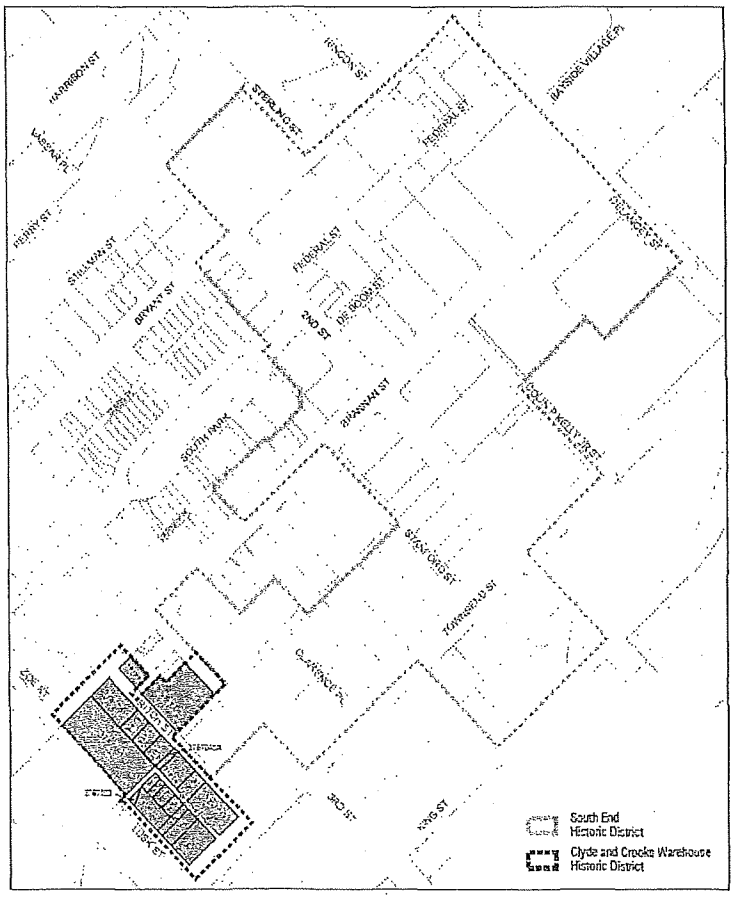
The Clyde and Crooks Warehouse District is a rare, remaining enclave of small and medium-scaled light industrial buildings constructed following the 1906 Earthquake and Fire through the middle of the Great Depression. Located in the southeast section of the South of Market neighborhood, the district is comprised of nineteen properties, twelve of which include contributing resources. The district is immediately adjacent to and shares a common development history with the South End Historic District. It is named for the two narrow streets located wholly within the district, Crooks (present day Lusk Street) and Clyde, and the two-to-three story warehouse buildings common to the district.

The Clyde and Crooks Warehouse District reflects the late nineteenth and early twentieth century development of the South of Market area as a center of industrial production in San Francisco and maritime commerce along the west coast. The district's mix of industrial and warehouse buildings interspersed with residential structures is typical of the land use patterns developed in SoMa in the nineteenth century and continued during the 1906 Earthquake and Fire reconstruction period. The buildings exemplify early twentieth century methods of construction and materials and the return of South of Market's function as the industrial center of the city following the earthquake and fire.

The Clyde and Crooks Warehouse District's period of significance, 1906-1935, falls within the broader 1867-1935 period of significance of the adjacent South End Historic District. The industrial buildings found within the district are unique for their smaller size and massing reflecting their use as small manufacturing operations, storage, and packing facilities and are consistent with the character and redevelopment pattern of South of Market following the quake and fire, which largely consisted of industrial and warehouse buildings.



Clyde and Crooks Warehouse Historic District



Clyde and Crooks Warehouse Historic District in relation to the South End Historic District

Development History

South of Market

Following the discovery of gold near San Francisco in 1848, the city's population grew from several hundred to nearly 35,000 in the span of a few years. Many of the newcomers, having arrived from across the globe in search of fortune, resided in large camps made up of tents and temporary wooden shelters established in today's South of Market neighborhood by the early 1850s. These makeshift communities were eventually replaced by more permanent housing, commercial and industrial buildings, and infrastructure. Along with new roads, substantial piers and wharves along the nearby waterfront were erected to accommodate the constant flow of cargo ships arriving and departing from San Francisco. The South of Market area quickly became the center of industrial production in San Francisco and the major west coast industrial supplier of mining equipment, heavy machinery and other goods to the western states. By 1875, forty-two foundries were operating in the neighborhood, including the Metropolitan Foundry located in the Clyde and Crooks Warehouse District.[1]

2nd Street north of Townsend, 1864, San Francisco Public Library

[1] Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 18-20; Sanborn Fire Insurance Map, Sheet 26, 1887.

Warehouses

Oriental Warehouse, 1867.

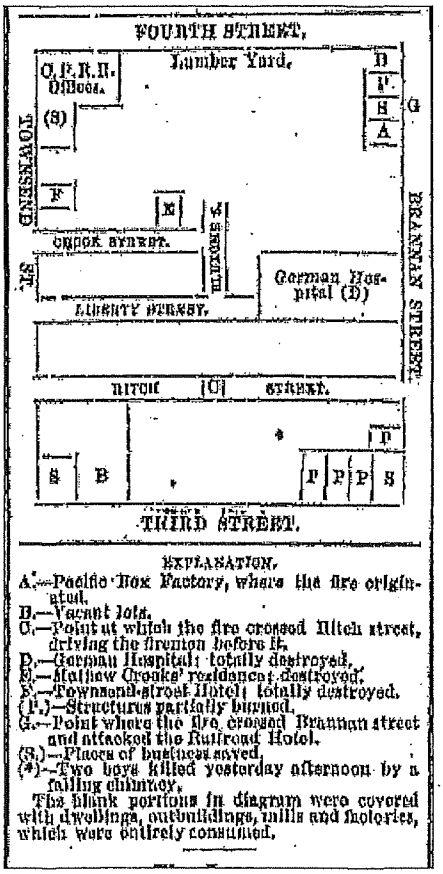
A boom in warehouse construction took place to keep up with the demand for storage of imported goods and products awaiting export from the city with great numbers erected between Harrison, 1st, King and 3rd Streets, in the area that would eventually be known as South End.[4] Given the proximity to the nearby waterfront, and later to nearby rail lines, warehouse construction was particularly concentrated near Bryant, Brannan, 1st and 3rd streets.[5]

The Pacific Mail Steamship Company, one of San Francisco's largest employers and the largest firm to move to SoMa, constructed the area's first major warehouse in 1867. Along with "extensive and commodious wharves," the company erected the brick Oriental Warehouse, named for the company's Asian trade routes, at 650 Delancey Street. The company's pier became the most active pier in San Francisco operating numerous steamship lines between San Francisco, Japan and China. The Pacific Mail's operations spurred the construction of numerous warehouses, docks, and commercial development along the waterfront in the 1870s.[6]

The completion of the transcontinental railroad in 1869 spurred additional construction of warehouses in SoMa, but it proved disastrous for the port. Goods arriving by train from the east flooded the market and depreciated in value leading lowering of rents along the waterfront. By the end of the 1870s, the total tonnage of vessels was 176,000. A decrease from 426,000 in 1867. In 1870, the Central Pacific Railroad acquired the San Francisco and San Jose line and built a new freight and passenger terminal at 3rd and Townsend streets in 1872. This was followed by the construction of numerous spur railroad lines connecting to warehouses and industrial facilities throughout SoMa. Spur lines were constructed later in Clyde and Crooks with a number laid down in the early to mid-twentieth century that terminated at specific buildings, including the 1924 Colgate and Company warehouse at 630 3rd Street.

[4] Ibid., 22; Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-10; Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 41.
[5] Ibid., 22; Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-10.
[6] Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 41; South End Case Report, 18.

The Port of San Francisco's State Belt Line Railroad supplemented the Central Pacific's lines beginning in 1889 with its network of tracks linking piers to the warehouses of South End, Northeast Waterfront and elsewhere in the city.[7] Because of proximity of wharves to rail lines, warehouses and other storage facilities sprang up to house coal, lumber, and dry goods. The Central Pacific Railroad constructed three "mammoth freight warehouses" on the north side of Townsend between 4th and 5th streets.[8] By the mid-1880s, dozens of warehouses were constructed in South End to store imported and exported goods ranging from sugar, coffee, rice, and beans to pharmaceuticals, chemicals and liquor. The buildings were largely one-to-two stories with heavy timber framing and loadbearing brick walls.[9]



Buildings destroyed by 1876 fire.

Along with the construction of warehouses, boarding and lodging houses sprang up to accommodate the employees of SoMa's growing industries.[10] From the 1860s through the 1920s, residential hotels were built in great numbers to house the increasing population of seasonal laborers and employees, primarily single men, of the nearby factories, mills, warehouses and along the waterfront.[11] One-quarter of the city's boarding houses and half of the city's 655 lodging houses were located South of Market by 1870. A great number of boarding houses and hotels were located along Mission Street between 3rd and 9th streets.

By the mid-nineteenth century, South of Market was a bustling and self-contained community. Several churches, social organizations, schools, hospitals and other welfare institutions, along with stores and saloons served a population that by 1900 had grown to 62,000 people, making it the most densely populated section of the city.[12]

SoMa was only a temporary home for many, but not all the residents were seasonal laborers living in boarding houses and residential hotels. Residential pockets of two-story single-family dwellings, row houses and flats could also be found amidst the manufacturers and commercial operations.

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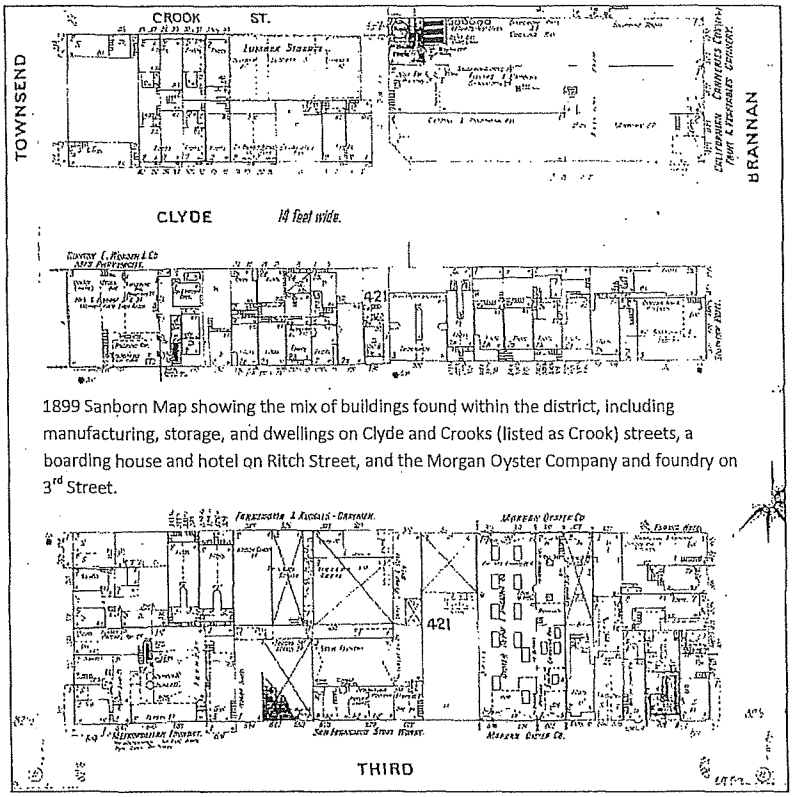
[7] Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 14.
[8] South End Historic District Case Report, 20.
[9] South End Historic District Case Report, 18-19, 21; Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 41-42.
[10] Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-12
[11] Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 44, 84; "South of Market Building up Rapidly," *The Call*, 11/09/1912; Dineen, J.K. High Spirits: the Legacy Bars of San Francisco. Berkeley: Heyday, 2015, 72.
[12] Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 25-26, 37.

The Clyde and Crooks Warehouse Historic District, with its mix of residential flats, single family dwellings, lodging houses and numerous multi-use and commercial and industrial buildings exemplified the late-nineteenth to early twentieth century character of SoMa. By 1876, the district and adjacent lots contained a box factory, hospital, hotel and dwellings, including the home of and several properties owned by Matthew Crooks, a former member of the Board of Supervisors and prosperous landowner. Many of the buildings located within the district were destroyed by a fire that year, but within a few years the mix of industrial and residential buildings would be recreated.[13] The 1899 Sanborn Fire Insurance map note the flats on Clyde, Crooks and Ritch streets neighbor a pharmaceutical manufacturer, a lumber yard and a cannery. The Eureka Hotel at Brannan and Ritch streets is located a short distance from the Morgan Oyster Company and on the opposite end of the block from Metropolitan Foundry at 3rd and Townsend streets.[14]



1899 Sanborn Map showing the mix of buildings found within the district, including manufacturing, storage, and dwellings on Clyde and Crooks (listed as Crook) streets, a boarding house and hotel on Ritch Street, and the Morgan Oyster Company and foundry on 3rd Street.

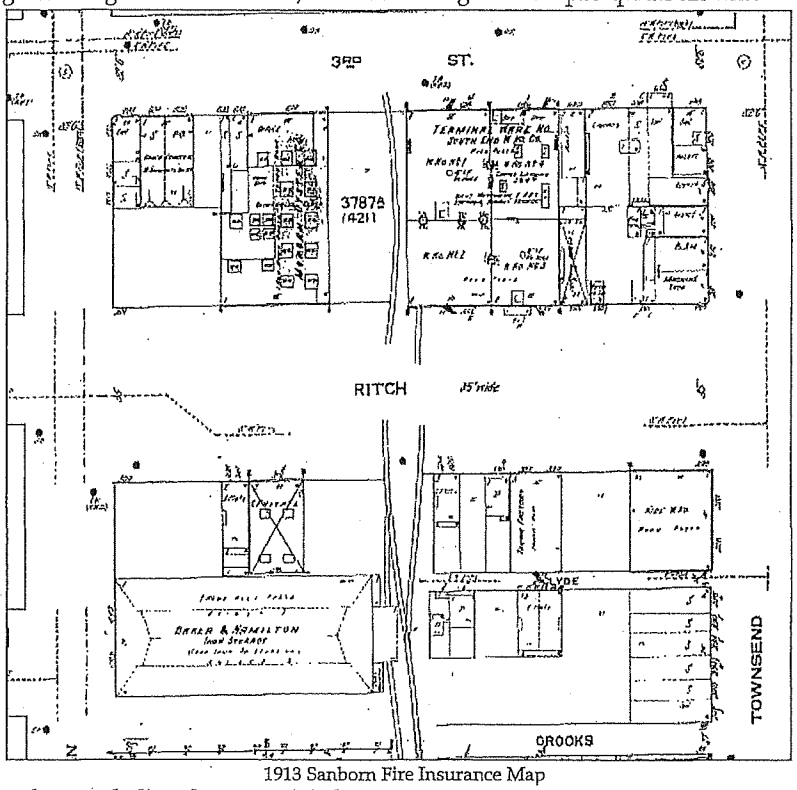
1906 Earthquake and Fire Reconstruction

South of Market, like much of San Francisco, was devastated by the April 1906 Earthquake and Fire. Within hours, nearly the entire neighborhood was destroyed by the numerous fires that broke out following the quake. Only a few buildings, primarily built of steel-frame construction, survived. The disaster destroyed all of SoMa's lodging houses and decimated the neighborhood's population.[15] In the Clyde Crooks district, all the buildings on the block bounded by Third, Townsend, Crooks and Brannan streets were all destroyed by the 1906 quake and fire.

Following the disaster, San Francisco again saw a massive influx of people as temporary workers arrived in the city to aid in the reconstruction. Many found employment in a post-quake building boom which lasted through 1913. As was the case prior to the quake and fire, hotels, apartment buildings and

[13] "After the Fire," *San Francisco Chronicle*, August 30, 1876.
[14] DPR Form, 1.
[15] Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 11.

residences could be found interspersed between warehouses, manufacturers, and wholesaling businesses, but residential construction was limited in SoMa. Reconstruction focused on reestablishing the neighborhood's industrial and commercial businesses and many of the 62,000 people who lived in the neighborhood at the turn of the century settled in other parts of San Francisco or the Bay Area. SoMa's population eventually grew to significant numbers, but it never regained its pre-quake and fire magnitude.[16]



1913 Sanborn Fire Insurance Map

The warehouses and industrial buildings in South End were rebuilt shortly after the earthquake and fire. Many buildings were reconstructed atop the foundations of warehouses that stood prior to the disaster.[17] The wagon and horse stable for the Morgan Oyster Company, located at 322-326 Ritch Street, was among the earliest post-earthquake buildings erected in the Clyde and Crooks Warehouse District. Designed by architect Edward J. Vogel, the brick-clad building was constructed in September 1906 to serve the company's oyster depot and packing house located directly across Ritch Street.

The blocks that comprise the Clyde and Crooks Warehouse District were rebuilt with a stronger warehouse and industrial focus, but lodging and residential structures were also erected following the quake and fire. In 1907, a few residential flats and single-family dwellings were constructed on Clyde and Ritch streets, including 18-28 Clyde. The wood-frame, six-unit Romeo flat building was occupied by short and long-term, primarily working class, residents throughout its history. The occupations of the early tenants of the building, according to the 1907 and 1911 city directories, included an engineer, master mariner, carpenter, a bartender and a brakeman. The property was one of three residential flat buildings and three single family dwellings noted on the 1913 Sanborn Fire Insurance Map. By 1950, 18-28 Clyde was the only remaining residential building in the district.[18]

One of the earliest hotels to be constructed within the district was located 228-242 Townsend Street. Hotel operator Mary McMillan hired architect J. Charles Flugger to design the building, which was

[16] Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 26-27; Averbach, Alvin, *San Francisco's South of Market District, 1850-1950: The Emergence of Skid Row*, California Historical Quarterly, Vol. 52, No. 3 (Fall, 1973), 204; Groth, Paul. Living Downtown: The History of Residential Hotels in the United States. Berkeley: University of California Press, 1994, 153.

[17] Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 24.

[18] DPR form, 12.

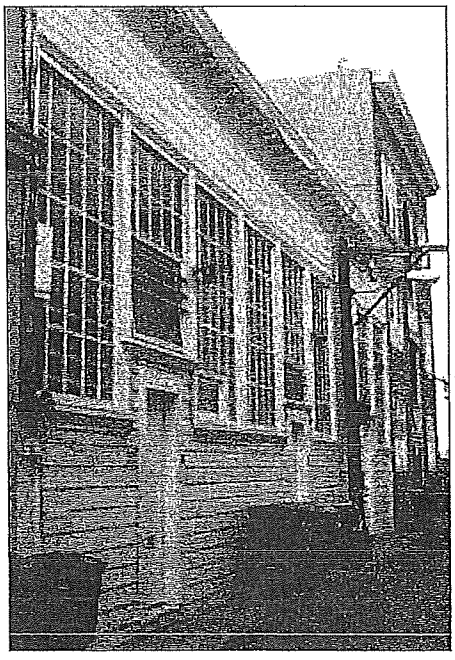
completed in 1909. Following occupation by a number of hotel tenants, the building housed the New Pullman Hotel from 1948 to 1984 and served as the primary lodging venue in San Francisco for African American railroad workers, including Pullman porters and maids, during the first half of the twentieth century.[19]

The 1913 Sanborn Map revealed the district had partially recovered and post-quake and fire development included dwellings, stores, a hide warehouse, and a trunk factory at 332 Ritch Street.[20] An industrial building at 435 Brannan was constructed in 1910 for Herman Levi, owner of H. Levi & Co. The building was rented out to several businesses and is identified as "Baker & Hamilton Iron Storage" and listed as 443-449 Brannan on the 1913 map. The map also documents the Southern Pacific railroad spurs which traveled through the center of the district from the rail yard on Townsend Street. Additional railroad spurs were in place by 1950, some of which led to individual buildings in the district. Apart from Morgan Oyster Company stable at 322-326 Ritch Street, the Pullman Hotel at 228 – 242 Townsend Street, and 435 Brannan Street most of the buildings identified on the 1913 map were no longer extant 1950.[21]

A recession overlapping with World War I followed the post-quake building boom and slowed construction from 1914 to 1919. Few structures were erected in SoMa during the period. One building, a brick two-story structure at 25-35 Lusk (Crooks) Street, was constructed in the district during this period. The early-twentieth century industrial style building completed in 1917 served as a cold storage warehouse for the Ogden Packing and Provision Company.[22]

Second Building Boom, 1920-1926

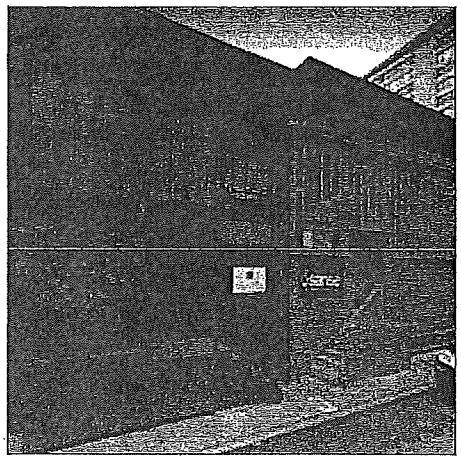
In 1920, construction began to increase in SoMa and elsewhere in San Francisco. This second post-quake building boom continued through 1926 and is characterized by a substantial increase in construction of warehouse and light industrial buildings. Public warehouse space grew from one million square feet in 1911 to 2.5 million square feet by 1922 in San Francisco.[23] By this time concrete had become the predominate building material given its strength and the speed with which it allowed buildings to be constructed compared to other materials. It was also ideal for warehouse and industrial buildings as it allowed for the construction of large open spaces. Six buildings were constructed between 1920 and 1924 in the Clyde and Crooks Warehouse District. These include 330 Ritch Street, a 1920 brick warehouse for William Stuart and the Union Feed Company; architect and developer Arthur Bugbee designed 415 Brannan, a 20th Century Commercial style building completed in



36 Clyde

[19] New Pullman Hotel, Landmark Designation Case Report, 3.
[20] DPR form, 9; Sanborn Fire Insurance Map, 1913.
[21] DPR form, 9.
[22] DPR form, 13.
[23] South End Historic District Case Report, 25; DPR form, 10.

1923, and 425 Brannan, a two-story concrete frame commercial building with Classical Revival style details, completed in 1924. Also in 1924, a warehouse at 630 3rd Street was constructed by contractor George Wagner Inc. for Colgate and Company, who used the building as an office and storage for their perfumes, soaps and powder.[24]


45 Lusk

Two of the district's most unique buildings, 36 Clyde and 45 Lusk (Crooks) streets, were constructed during this period. The one-story, wood frame industrial building at 45 Lusk (Crooks) was constructed in 1922 and is associated with Robert McMillan. The son of former Supervisor Daniel McMillan and member of a prominent San Francisco pioneer family, McMillan was a real estate businessman who led the Masonic relief organization following the 1906 Earthquake and Fire. The two-story, wood frame building at 36 Clyde was completed in 1923. The industrial building is connected to 45 Lusk and both structures are located on through-lots. The early occupant history of the buildings is limited, but by 1940, 36 Clyde housed L.R. Steinberg and the McNeill-Steinberg Manufacturing Company.[25]

The Great Depression

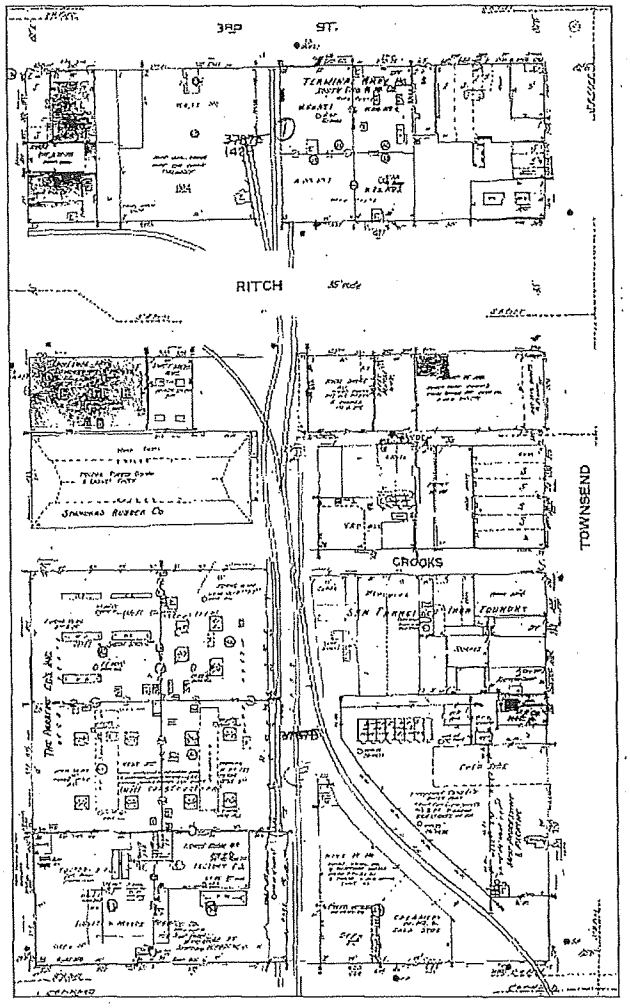
Through the end of the 1920s San Francisco remained the chief harbor and predominate west coast port city, but with the onset of the Great Depression in the 1930s, new construction all but ceased. Some property owners during this period chose to upgrade their buildings to incorporate Art Deco and Streamline Moderne details. Builder George Wagner reconstructed the north and west walls of 435 Brannan Street in the Art Moderne style. The modifications, completed in 1941, included rounded corners, steel windows, speedlines and belt courses.

Investors had some success in encouraging warehouse construction in SoMa during the period by touting the low maintenance costs of industrial buildings and the neighborhood's location close to major transportation routes, including three transcontinental railroads, the city's street car system, and highways, allowing goods to be easily moved. Construction in SoMa during this period was relatively minimal, but the new buildings were frequently designed in the Art Deco or Art Moderne style, including the two-story industrial building at 224 Townsend Street completed in 1935. Constructed as a pump warehouse for Henry Wagreich, 224 Townsend Street was designed by engineer A.C. Griewank, designer of the 1930 Art Deco style Eng-Skell Company building located at 1035 Howard Street. [26]

[24] DPR form, 10, 15-17.
[25] 36 Clyde Street/45 Lusk Street DPR Form, 2009.
[26] DPR form, 10, 18; Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 65.

Decline

World War II spurred industrial and population growth throughout California and for many years following the war, San Francisco's warehouses and piers along the city's waterfront remained active. Trade started to shift towards Oakland, Los Angeles and Seattle as the interstate highway system was developed and more goods were transported by truck and beginning in the mid-1960s by container shipping. No longer needing to be located in close proximity to the port companies began to construct warehouses in the East Bay where inexpensive tracts of flat land convenient to highways could be found. Warehousing in San Francisco began to decline as Oakland and other cities invested heavily in developing container shipping operations. By the 1960s, San Francisco's piers were becoming obsolete as they could not accommodate the new large ships of the period. Companies directed their business elsewhere and by the early 1970s, trade at the port all but stopped. The early 1970s also saw the departure of many of the area's major warehouse companies as businesses relocated to the East Bay or went out of business.[27]



1950 Sanborn Fire Insurance Map

The decline of jobs along the waterfront and a lack of investment in the neighborhood following World War II was seen as an area primed for development. Urban renewal projects conceived in the 1950s and carried out over the course of more than four decades, decimated the residential hotel stock in the city as blocks were cleared for the construction of the complex of buildings that make up the Yerba Buena Center. [28]

During the 1990s, SoMa transformed from an industrial and manufacturing section of the city to a high-tech center. In the 1990s, the population grew nearly 80%. By 2000, nearly 13,500 people were living South of Market. Many of the spaces that once held SoMa's manufacturing, commercial distribution, and industrial business have been converted to residential and office use. Old building stock has been

[27] South End Case Report, 27.

[28] Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 67; Goth, 156.

demolished to allow for the construction of new buildings to keep up with the demand for housing and the creation of live/work spaces.[29]

Architecture

The industrial buildings found within the Clyde and Crooks Warehouse District are unique for their smaller size and massing reflecting their use as small manufacturing operations, storage and packing facilities, but are consistent with the character and development pattern of the buildings constructed in the area during the post-earthquake period, which largely consisted of industrial and warehouse buildings.

Warehouses[30]

Architectural development along the southern waterfront was the result of a broad range of material and economic processes. Warehouse form was dictated by function: economics of the transportation industry, fire insurance ratings, and developments in construction technology were especially important. Architects and builders gave attention to structural strength, wide uninterrupted floor spaces, easy handling of goods, and protection against the elements. Yet, even though functional considerations of early warehouse and industrial construction pre-empted costly embellishment of buildings, innovative solutions were found to decorate large wall surfaces without extraneous or expensive materials.

Style

Most of the buildings in the district can generally be classified under Whiffer's definition of the Commercial Style: "of five to sixteen stories with straight fronts...flat roofs, and level skylines. The character of their facades derives from the fenestration..." Some have a few historicist ornaments. Other buildings are an earlier, very simple and low style, with large areas of unbroken brick walls; here this variety of warehouse is identified as 19th century Commercial Style...

Warehouses are among the most utilitarian buildings left in San Francisco, lacking stylistic references common to other building types. If nineteenth century warehouses can be viewed as vernacular structures, this was not the case in the years following the 1906 earthquake and fire. With few exceptions, warehouse owners hired academic architects whose work extended to commercial, industrial, and residential buildings, and who participated in the rebuilding of both the downtown and other sections of the city... [T]he increased reliance on architects had significant effects on the design of industrial architecture in San Francisco during the first two decades of the twentieth century.

Construction and Function

Warehouses are storage buildings which accommodate irregularities of seasonal and traffic fluctuation in commerce. Merchants were forced to anticipate market demands many months in advance, food stuffs and other goods needed storage for varying amounts of time. Buildings were also needed for temporary cargo storage before a second transport...From approximately 1850 until 1950, the siting of warehouses was dependent upon the availability of inexpensive land near piers...

...Extension of rail service to the waterfront was slow, and it was not until after 1915 and the completion of the seawall that most warehouses in this area were served by spur rail lines of the state- run Belt Railway. Spur tracks connected with both the Belt Railway and the extensive rail yards of the Southern

[29] Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 1.
[30] South End Case Report, 2-8; DPR 523, 2-4.

Pacific Company. A *San Francisco Chronicle* article of August 21, 1920 notes: "the demand for spur track locations in this district is increasing because of its convenience to docks and railroads."

The California Warehouse (1882) was one of the first warehouses where railroad cars could be brought inside. By 1900, almost all new warehouses were built with spurs extending into the structure. The movement of goods inside the building took on additional complexities. These questions were resolved in different ways depending on the types of goods stored, the duration of storage, and the number of stories in the building.

...Multiple story buildings have been more common along the southern waterfront since the turn of the century... After 1906, almost all new warehouses were constructed to be at least three stories in height... Multiple story buildings are usually characterized by fairly small floor to ceiling heights - commonly 11 to 12 feet - because the weight of stored merchandise created great dead loads... Ground story heights, accommodating greater live loads (people, furniture, and other items), were more on the order of 20 feet in height... By 1900, it was customary for a multi-story warehouse to be equipped with a freight elevator, usually able to handle two drays...Regardless of the number of stories, large doors have been necessary to allow interior access for trucks and drays.

Garcia and Maggini Warehouse, 128 King Street

...Before the development of iron posts in the late 18th Century, heavy mill piers satisfied fire requirements. The conversion from timber to iron and later steel beams and piers did not occur till the 1920s. Truss framing allowed the spanning of greater floor dimensions.

Susceptibility of wood to fires led to the use of masonry walls with timber-framed interiors. Although iron - and later steel - posts and beams were used in construction after the 1880s, the economic nature of warehouse construction precluded their adoption on a large scale...Given their widespread use between the 1850s and 1920s, bricks were the building materials commonly associated with warehouses... Brick bearing walls typically ranged from 12 to 20 inches in thickness, depending upon height.

...The last great technological development to impact warehouse design was the introduction of reinforced concrete, the bracing of concrete (cement, water, sand and gravel) with notched steel bars. Reinforced concrete, in use since the late nineteenth century, became a common building material in San

Francisco after the 1906 earthquake, although its widespread use did not occur until the 1920s. The use of reinforced concrete permitted [a] relatively large proportion of the wall surface [to be] given over to glazing. The exterior of the reinforced concrete building were often finished with white Santa Cruz cement.

...The period during which warehouses were constructed presents a large reservoir of influences and constraints on design. Since cultural and technological influences were widespread it is not surprising that the extant warehouses along the southern waterfront should reflect widely the need for safe, efficient and accessible space for storage. Buildings grew in volume and tactile strength in response to fluctuations in this need.

Architects[31]

Edward J. Vogel

Edward J. Vogel is associated with 322-326 Ritch Street, constructed in 1906. Little biographical information on Vogel is available, but the Irish immigrant settled in San Francisco and designed over 30 residential, industrial, and commercial buildings in San Francisco in the 1890s alone.

John Charles Flugger

Architect John Charles Flugger practiced in San Francisco as early as 1902 through 1923. In the two years following the 1906 Earthquake and Fire, Flugger designed numerous buildings throughout the city including several residences in the Richmond District. These include 853 – 855 Arguello Boulevard, 144 – 146 Lake Street, 766 – 768 Second Avenue, 640 – 642 Fourth Avenue, and 372 Seventh Avenue, all designed in 1908. In 1909, Flugger designed 228 – 242 Townsend Street in 1909.

Arthur S. Bugbee

Arthur S. Bugbee worked throughout the Bay Area designing commercial, residential and industrial buildings from 1915 until the late 1920s. Bugbee partnered with William E. Schirmer, operating a firm from 1920-1927. Together they designed high-end apartment buildings in Oakland and at least two car dealerships, Krestellar Motor Company (now S&C Motors) at 2001 Market Street (1920) and the Arthur Kiel Showroom at 2343 Broadway in downtown Oakland (1925). In the Clyde and Crooks Warehouse Historic District Bugbee designed 415 Brannan Street (1923) and 425 Brannan Street (1924) for Bothin Real Estate Co. in the 1920s. Bugbee's name is solely listed on the building permit for the Brannan Street properties. The two buildings are representative examples of Bugbee's work in the South of Market neighborhood.

George Wagner

Builder George Wagner, constructed 630 3rd Street in 1924 and remodeled 435 Brannan Street in 1941. Wagner Construction Company was greatly successful following the 1906 Earthquake and Fire and undertook major building projects throughout San Francisco and the Bay Area, including, in partnership with architecture firm Bakewell and Brown, San Francisco City Hall in 1915. Wagner built several well-known Bay Area buildings, including, Oakland City Hall, Alameda County Courthouse, and the Paramount Theater in Oakland. In SoMa, Wagner also constructed 85 Columbia Square Street (1921), 1019-1021 Mission Street (1922), 927-931 Howard Street (1923), 414 Brannan Street (1924), 921 Howard Street (1924), and 1061 Howard Street (1935 alteration). Following World War II, Wagner built Mather Field near

[31] DPR form, 18-19.

Sacramento and in 1945, he formed a partnership with builder Adrian Martinez. Wagner-Martinez Co. built many of the major buildings at Stanford University, including the medical center.

A.C. Griewank
Engineer A.C. Griewank designed 224 Townsend Street (1935) along with the Eng-Skell Co. building at 1035 Howard Street. The Art Deco-style industrial building was completed in 1930. As noted by Page and Turnbull, both buildings feature fluted pilasters that divide the bays and a three-dimensional, stepped triangular parapet over the primary entrance.

Article 10 Landmark District Designation

CRITERIA FOR DESIGNATION

Criteria

Check all criteria applicable to the significance of the district that are documented in the report. The criteria checked is (are) the basic justification for why the resource is important.

X Association with events that have made a significant contribution to the broad patterns of our history.

__ Association with the lives of persons significant in our past.

X Embody distinctive characteristics of a type, period, or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction.

__ Has yielded or may be likely to yield information in history or prehistory.

Statement of Significance

Association with significant events
The Clyde and Crooks Warehouse District is locally and nationally significant under Events as it is representative of the post-1906 San Francisco earthquake and fire reconstruction period and under Design as representative of warehouse/industrial building type and exemplify early twentieth century methods of construction and materials. The period of significance is 1906 to 1935. The district is comprised of nineteen properties, twelve of which include contributing resources, located in the South of Market neighborhood. The non-contributing properties consist of two buildings constructed after the period of significance and five surface parking lots.

The Clyde and Crooks Warehouse District's period of significance reflects the nineteenth century development of the South of Market area as a center of industrial production in San Francisco and maritime commerce along the west coast. The Clyde and Crooks Warehouse District's mix of industrial and warehouse buildings interspersed with residential structures is typical of the land use patterns developed in the nineteenth century in the South of Market neighborhood and continued during the 1906

earthquake and fire reconstruction period. The buildings exemplify early twentieth century methods of construction and materials and reconstruction the return of South of Market's function as the industrial center of the city following the earthquake and fire.

Significant architecture:

The industrial buildings found within the Clyde and Crooks Warehouse District are unique for their smaller size and massing reflecting their use as small manufacturing operations, storage and packing facilities, but are consistent with the character and development pattern of the buildings constructed in the area during the post-earthquake period. The buildings reflect the redevelopment pattern of South of Market following the quake and fire, which largely consisted of industrial and warehouse buildings.

Period of Significance

The period of significance for the district dates from 1906 to 1935, inclusive of the known period of construction of all buildings within the district. The addition's period of significance falls within the broader 1867-1935 period of significance of the South End Historic District.

Integrity

The seven aspects of integrity are location, design, materials, workmanship, setting, feeling, and association. The district clearly exhibits high physical integrity of materials, design, and workmanship, with most buildings still retaining historic windows, including wood double-hung and multi-lite steel sash units, wood and brick cladding, millwork, and historic applied ornament. The district's roof forms, massing, window and door openings are largely intact. Several surface parking lots are found within the district and construction after the 1906-1935 Period of Significance is limited to two buildings.

The Clyde and Crooks Warehouse District retains the physical components, aspects of design, spatial organization, and historic associations that it acquired during the 1906 to 1935 Period of Significance. Despite limited alterations to individual buildings, the district retains sufficient overall integrity to convey its significance.

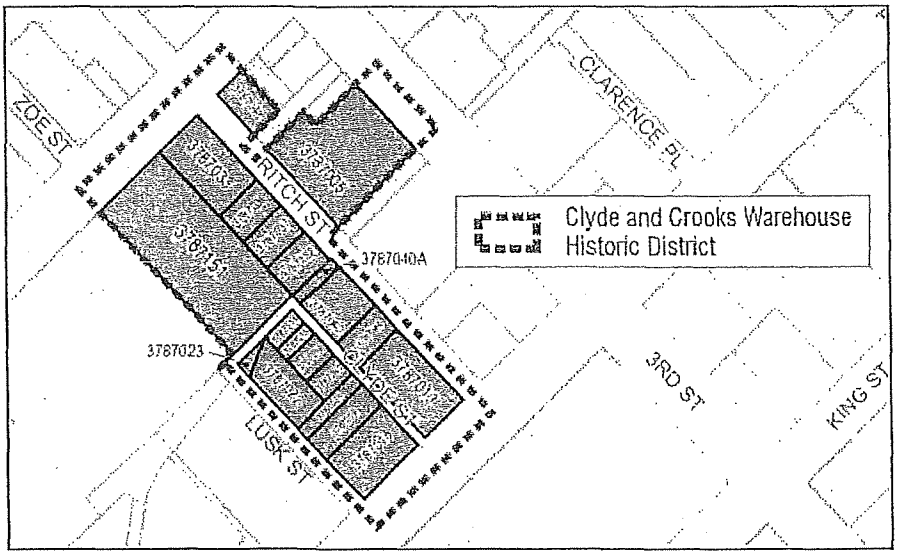
Resources located within the Clyde and Crooks Warehouse District boundaries are identified as Contributory or Non-Contributory. Contributory resources were constructed during the district's period of significance and retain a sufficient level of integrity. Non-Contributory resources may have been constructed during the district's period of significance but have lost integrity such that significance is no longer conveyed. The district is comprised of twelve contributing buildings and seven non-contributory buildings.

Article 10 Requirements Section 1004 (b)

Boundaries of the Landmark District

The location and boundaries of the Clyde and Crooks Warehouse District are: Brannan Street to the north, Third Street to the east, Townsend Street to the south, and Lusk Street to the West. The district also joins

the South End Historic District's lot line at 660 3rd Street (3787/008) – South End Terminal Warehouse. The historic district encompasses lots 005, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013 contained within Assessor's Block 3787.



Contributing Properties

The following properties are contributors to the Article 10 landmark district:

APN	From St. #	To St. #	Street Name	Date Built
3787 005	630	630	03rd St	1924
3787 048	415	415	Brannan	1923
3787 033	425	425	Brannan	1924
3787 151	435	435	Brannan	1910
3787 017	18	28	Clyde	1907
3787 021	36	36	Clyde	1923
3787 022	25	35	Lusk	1917
3787 019	45	45	Lusk	1922
3787 036	322	326	Ritch	1906
3787 040	330	330	Ritch	1920
3787 018	228	242	Townsend	1909
3787 013	224	224	Townsend	1935

Non-Contributing Properties

The following properties are located within the district boundaries, but are considered non-contributing elements. The majority were constructed within the period of significance, but do not contribute due to subsequent alterations that have significantly altered their integrity such that they can no longer readily convey their significance.

APN	From St. #	To St. #	Street Name	Year Built
3787 014	2	2	Clyde	1935
3787 015	10	10	Clyde	N/A
3787 016	16	16	Clyde	N/A
3787 037	326	326	Ritch	N/A
3787 040A	328	328	Ritch	N/A
3787 044	336	340	Ritch	N/A
3787 152-159	340	340	Ritch	1955

Character-Defining Features

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

The character-defining *interior* features of buildings in the district are identified as: None.

The character-defining *exterior* features of buildings in the district are identified as: All exterior elevations and rooflines.

The following section describes in further detail the character-defining features of the district and of individual buildings. Landmark district designation is intended to protect and preserve these character-defining features.

1. Overall Form, Continuity, Scale and Proportion

All buildings are built to the property lines and rise vertically without setbacks. Building heights are two to three stories, with the exception of the single-story 45 Lusk Street. The majority of the contributing buildings have flat roofs. 435 Brannan has a combination gable and flat roof and 322-326 Ritch Street has a double-gable roof. The District's buildings are rectangular plan and largely masonry structures, with the exception of four wood frame buildings: 18-28 Clyde, 36 Clyde, 45 Lusk, and 435 Brannan.

2. Fenestration

The majority of the buildings have aluminum and steel sash multi-lite windows. Wood frame windows are found on two properties (45 Lusk, 322-326 Ritch). Methods of operability include fixed, awning, double-hung, pivot and sliding.

3. Materials & Finishes

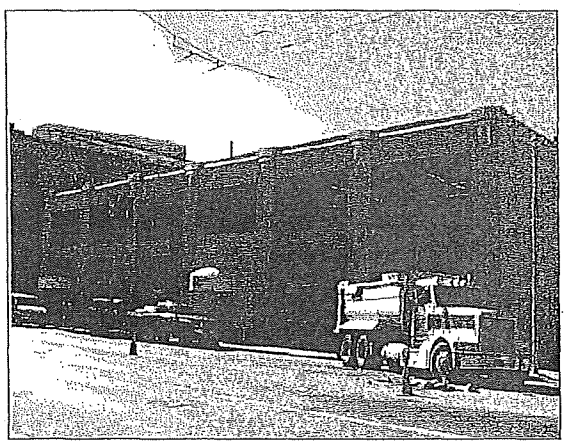
Six of the buildings are clad in smooth finish stucco. Two are clad in wood channel drop siding and one is clad with wood clapboard siding. Two buildings are red brick. One of the brick buildings has a concrete base that falls just below the water table. Materials and paint are generally light to medium colors with white, buff, and grey the predominate shades.

4. Architectural Details

There are no character-defining interior features identified as part of this designation. Exterior ornament consists of projecting corniced rooflines with modillions, egg and dart and dentil molding, beltcourses, brick corbelling. The specific character-defining exterior features of the buildings are as follows, but not limited to:

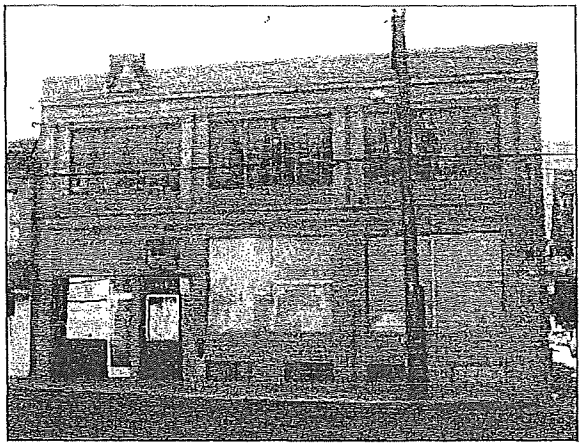
630 3rd Street (1924) Character-defining features include:

- two-story height and rectangular massing
- six bays
- flat roof
- smooth finish stucco cladding
- fixed multi-lite aluminum sash windows
- piers
- cornice
- string course
- ornamental shields



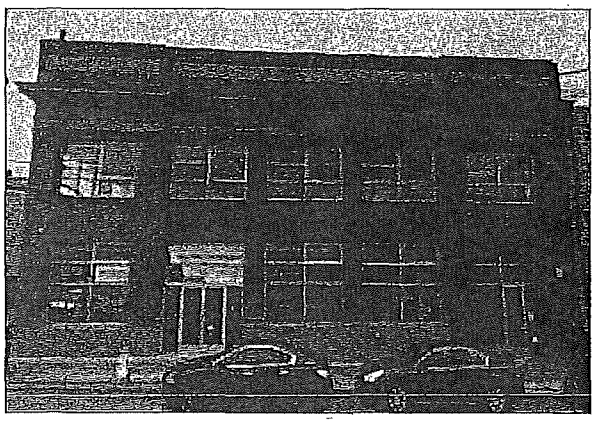
415 Brannan Street (1923) Character-defining features include:

- two-story height and rectangular massing
- three bays
- flat roof
- smooth finish stucco cladding
- multi-lite steel sash windows
- pilasters
- projecting cornice
- belt courses



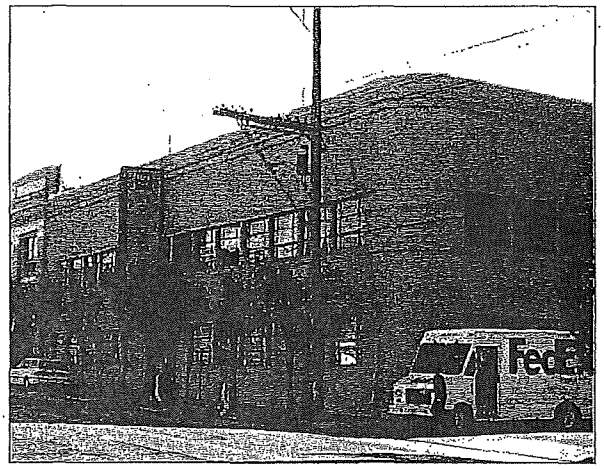
425 Brannan (1924) Character-defining features include:

- two-story height and rectangular massing
- smooth-finish stucco cladding
- flat roof
- projecting cornice
- dentil and egg and dart molding
- recessed panels and parapet
- piers
- belt courses



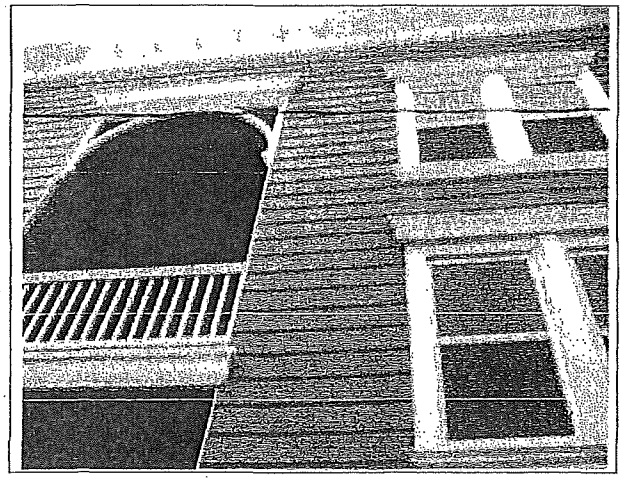
435 Brannan (1910) Character-defining features include:

- two-story height and rectangular massing
- smooth finish stucco cladding
- parapet
- multi-light, steel sash ribbon awning windows
- rounded corners
- window and door openings
- entrance awning
- belt courses
- speedlines



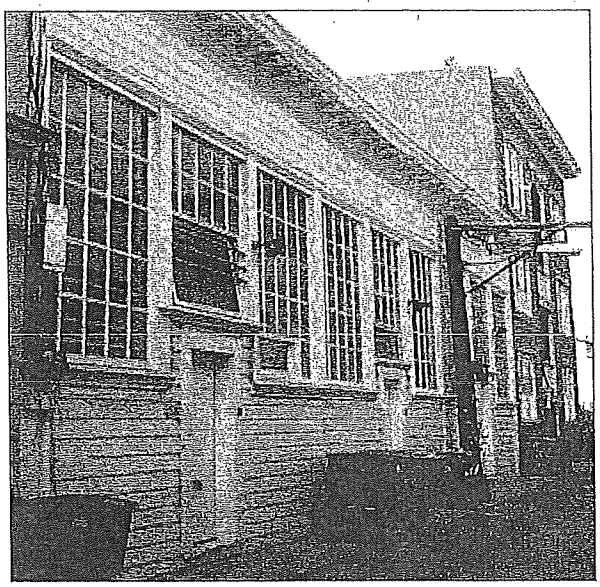
18-28 Clyde St (1907) Character-defining features include:

- three-story height and rectangular massing
- three bays
- wood channel drop siding
- flat roof
- projecting cornice with dentils and modillions
- open central bay and staircase
- double-hung windows
- projecting wood window sills and headers



36 Clyde St (1923) Character-defining features include:

- two-story height and rectangular massing
- three bays
- wood clapboard siding
- flat roof
- projecting cornice
- modillions, egg and dart and dentil molding
- multi-lite steel and plate glass pivot windows
- wood window trim and sills

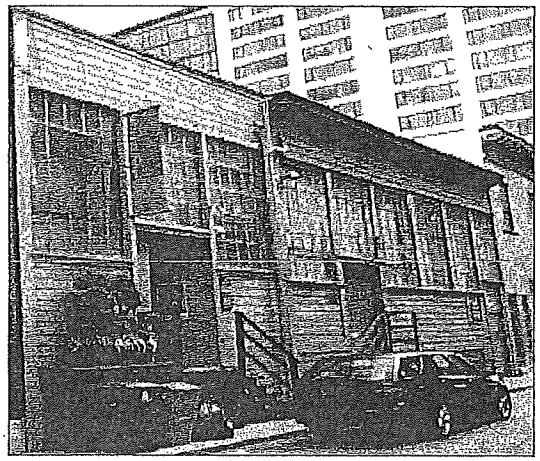


25-35 Lusk Street (1917) Character-defining features include:

- two story height and rectangular massing
- six bays
- flat roof
- brick cladding
- corbelled cornice
- multi-lite steel sash windows
- recessed window openings
- quoins
- second floor brick detailing
- molded concrete belt courses
- painted sign "Ogden Packing & Provision Co."

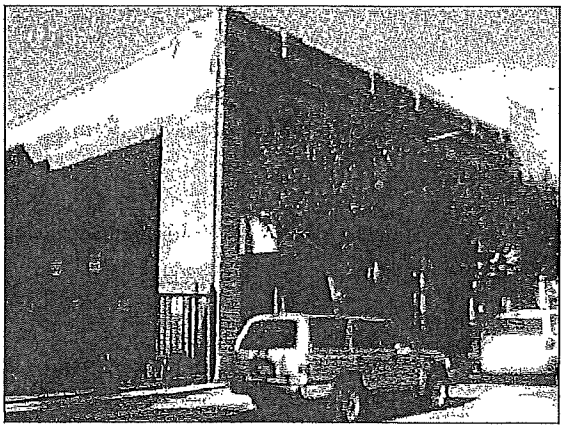
45 Lusk Street (1922) Character-defining features include:

- one-story height and rectangular massing
- channel drop wood siding
- flat roof
- multi-lite wood sash windows
- above grade recessed entrance
- projecting cornice and modillions
- dentil and egg and dart molding



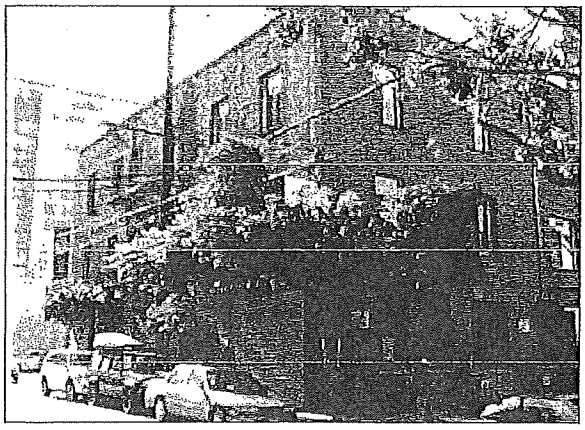
322-326 Ritch Street (1906) Character-defining features include:

- two-story height and rectangular massing
- five bays
- brick cladding
- piers
- brick corbelling
- brick window sills
- projecting cornice
- recessed door and window openings
- multi-light and double-hung wood windows
- parapet



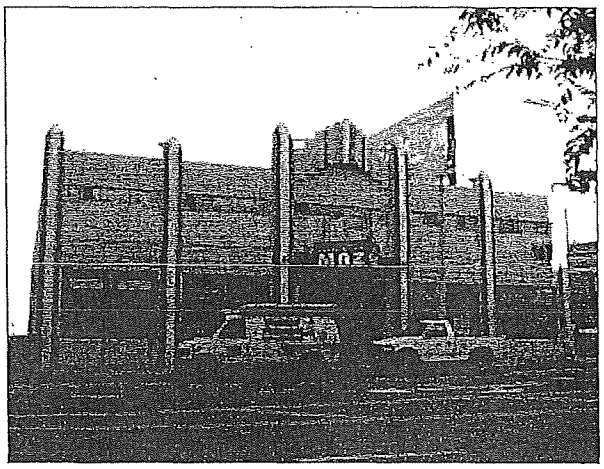
330 Ritch Street (1920) Character-defining features include:

- three-story height and rectangular massing
- brick cladding
- flat roof
- brick window sills



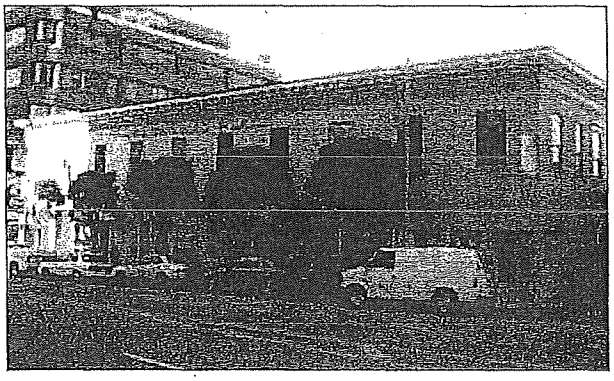
224 Townsend (1935) Character-defining features include:

- two-story height and rectangular massing
- five bays
- concrete cladding
- flat roof
- decorative parapet above central entrance bay
- spandrel panels between first and second floors on primary elevation
- vertical ornament above second floor window openings on primary elevation
- fluted columns projecting above the roofline



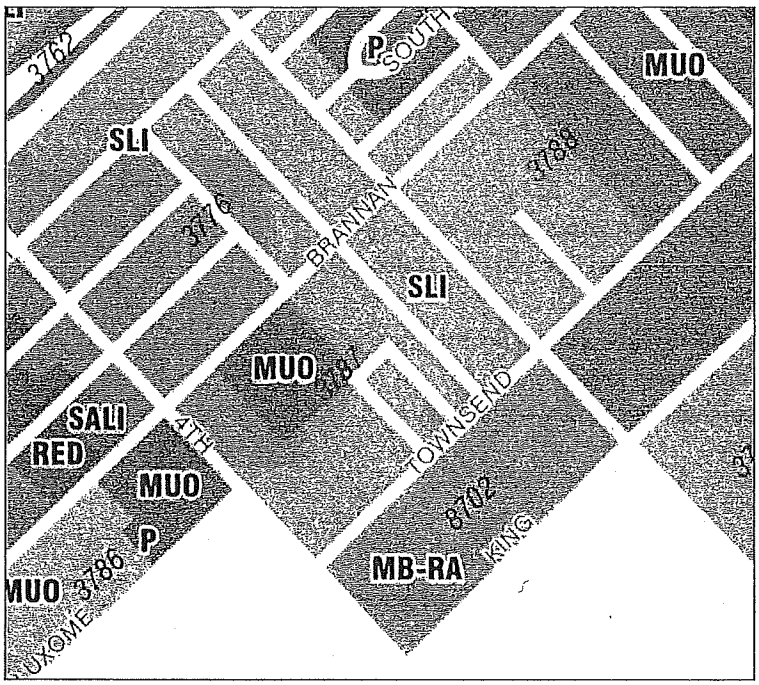
228-242 Townsend St (1909) Character-defining features include:

- two-story height and rectangular massing
- flat roof
- stucco cladding
- projecting cornice with brackets and dentil molding



Zoning

Properties in the Clyde and Crooks Warehouse District are zoned SoMa Service – Light Industrial (SLI) as indicated on the map below. All buildings in the district are located within a 65-X height and bulk zoning district.



Clyde and Crooks Warehouse District, Assessor's Parcel No. 3787, is located within the SLI Zoning District.

Selected Bibliography

Groth, Paul. Living Downtown: The History of Residential Hotels in the United States. Berkeley: University of California Press, 1994.

Loewenstein, Louis K. Streets of San Francisco: the Origins of Street and Place.Names. Berkeley: Wilderness Press, 1996.

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Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015.

Page & Turnbull, *California Department of Parks and Recreation (DPR), South End Historic District Addition,* June 2009.

Sanborn Fire Insurance Map. San Francisco, Volume 1, Sheet 26, 1899.

Sanborn Fire Insurance Map. San Francisco, Volume 2, Sheet 151, 1913.

Sanborn Fire Insurance Map. San Francisco, Volume 2, Sheet 151, 1950.

Crocker-Langley San Francisco City Directory, 1907, 1911.

ACKNOWLEDGEMENTS

San Francisco City and County

Mark E. Farrell, Mayor

Jane Kim, District 6 Supervisor

Historic Preservation Commissioners

President: Andrew Wolfram
Vice-President: Aaron Jon Hyland
Commissioners:
Ellen Johnck
Richard S.E. Johns
Diane Matsuda
Jonathan Pearlman

Planning Department

John Rahaim, Director
Tim Frye, Historic Preservation Officer

Project Staff

Frances McMillen, Senior Preservation Planner

Additional Support

Desiree Smith, Senior Planner, Shannon Ferguson, Senior Planner

SAN FRANCISCO
Proposed Article 10
Landmark District

SAN FRANCISCO
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Historic Preservation Commission
Resolution No. 947

HEARING DATE: MARCH 21, 2018

Case No.	2017-010250DES
Project:	Clyde and Crooks Warehouse District
Re:	Initiation of Article 10 Historic District Designation
Staff Contact:	Frances McMillen (415) 575-9076
	frances.mcmillen@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822
	tim.frye@sfgov.org

RESOLUTION TO INITIATE DESIGNATION OF THE CLYDE AND CROOKS WAREHOUSE DISTRICT ASSESSOR'S PARCEL NO. 3787 LOTS 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159 AS AN ARTICLE 10 HISTORIC DISTRICT.

1. WHEREAS, the Historic Preservation Commission, at its regular meeting of August 17, 2016, added the Clyde and Crooks Warehouse District, Assessor's Parcel No. 3787, Lots 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159 to its Landmark Designation Work Program; and

2. WHEREAS, Planning Department staff Frances McMillen, who meets the Secretary of Interior's Professional Qualification Standards, prepared the draft Historic District Designation Report for the Clyde and Crooks Warehouse District, Assessor's Parcel No. 3787, Lots 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159, which was reviewed by Department staff Tim Frye for accuracy and conformance with the purposes and standards of Article 10; and

3. WHEREAS, the Historic Preservation Commission, at its regular meeting of March 21, 2018 reviewed Department staff's analysis of the Clyde and Crooks Warehouse District, Assessor's Parcel No. 3787, Lots 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159 historical significance per Article 10 as part of the Historic District Designation Case Report dated March 21, 2018; and

4. WHEREAS, the Historic Preservation Commission finds that the Clyde and Crooks Warehouse District, Assessor's Parcel No. 3787, Lots 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159 Historic District Designation Case Report is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation; and

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby initiates designation of the Clyde and Crooks Warehouse District (Assessor's Parcel No. 3787, Lots 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159) as a Historic District pursuant to Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on March 21, 2018.

Jonas P. Ionin
Commission Secretary

AYES: Johns, Hyland, Johnck, Matsuda, Pearlman, Wolfram, Black

NAYS: None

ABSENT: None

ADOPTED: March 21, 2018

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Historic Preservation Commission
Resolution No. 955

HEARING DATE: APRIL 18, 2018

Case No.	2017-010250DES
Project:	Clyde and Crooks Warehouse Historic District
Staff Contact:	Frances McMillen (415) 575-907 frances.mcmillen@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822 tim.frye@sfgov.org

RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS ARTICLE 10 HISTORIC DISTRICT DESIGNATION OF THE CLYDE AND CROOKS WAREHOUSE HISTORIC DISTRICT, ASSESSOR'S PARCEL NO. 3787 LOTS 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159 AS AN ARTICLE 10 HISTORIC DISTRICT.

1. WHEREAS, the Historic Preservation Commission, at its regular meeting of August 17, 2016, added the Clyde and Crooks Warehouse Historic District, Assessor's Parcel No. 3787, Lots 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159 to its Landmark Designation Work Program; and

2. WHEREAS, Planning Department staff Frances McMillen, who meets the Secretary of Interior's Professional Qualification Standards, prepared the draft Historic District Designation Report for the Clyde and Crooks Warehouse Historic District which was reviewed by Department staff Tim Frye, who meets the Secretary of Interior's Professional Qualification Standards, for accuracy and conformance with the purposes and standards of Article 10; and

3. WHEREAS, the Historic Preservation Commission, at its regular meeting of March 21, 2018 reviewed Department staff's analysis of the Clyde and Crooks Warehouse Historic District's historical significance per Article 10 as part of the Historic District Designation Case Report dated March 21, 2018 and initiated landmark designation process through Resolution 947; and

4. WHEREAS, the Historic Preservation Commission finds that the Clyde and Crooks Warehouse Historic District nomination is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation; and

5. WHEREAS, the Historic Preservation Commission finds that the Clyde and Crooks Warehouse Historic District is representative of the post-1906 San Francisco earthquake and fire

reconstruction period, is representative of a warehouse/industrial building type, and exemplifies early twentieth century methods of construction and materials; and

6. WHEREAS, the Historic Preservation Commission finds that the Clyde and Crooks Warehouse Historic District meets one of the Historic Preservation Commission's priorities for designation which is the designation of underrepresented property types; and

7. WHEREAS, the Historic Preservation Commission finds that the Clyde and Crooks Warehouse Historic District appears to meet the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 historic district designation; and

8. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of characteristics and particular features of the historic district, as identified in the draft Historic District Designation Report, should be considered for preservation under the proposed historic district designation as they relate to the district's historical significance and retain historical integrity; and

9. WHEREAS, Article 10 Landmark designation fulfills objectives and policies of the Central SoMa Plan to protect and promote resources in the built environment that best represent the architectural, historical, and cultural contributions of the people of Central SoMa, today and of generations past, and

10. WHEREAS, the proposed designation is consistent with the General Plan priority policies pursuant to Planning Code section 101.1 and 302 and furthers Priority Policy No. 7, which states that historic buildings be preserved; and

11. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight – Categorical); and

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of historic district designation of the Clyde and Crooks Warehouse Historic District, Assessor's Parcel No. 3787, Lots 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159 pursuant to Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on April 18, 2018.

Jonas P. Ionin
Commission Secretary

AYES: Johns, Hyland, Johnck, Matsuda, Pearlman, Wolfram, Black

NAYS: None

ABSENT: None

ADOPTED: April 18, 2018

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Review and Comment

Article 10 Landmark District

HEARING DATE: June 7, 2018

Case No.:	2017-010250DES
Project:	Clyde and Crooks Warehouse Historic District
Re:	Initiation of Article 10 Landmark District Designation
Block/Lot:	3787/ 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159
Zoning:	SLI-SOMA Service-Light Industrial
Staff Contact:	Frances McMillen – (415) 575-9076 frances.mcmillen@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822 tim.frye@sfgov.org

PROJECT DESCRIPTION

The case before the Planning Commission is to review and provide comment to the San Francisco Board of Supervisors on the Article 10 landmark district designation of the Clyde and Crooks Warehouse Historic District pursuant to Section 1004.2(c) of the Planning Code. The Clyde and Crooks Warehouse Historic District is located in the southeast section of the South of Market neighborhood. The district is comprised of nineteen (19) properties located in Assessor's Parcel No. 3787, Lots 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159. Twelve (12) of the properties are contributing resources. Further consideration by the Board of Supervisors will occur at a future public hearing and will be noticed separately for a future date.

PROJECT BACKGROUND

The Planning Department (Department) conducted the SoMa Survey (2007-2010) in order to provide information on the location and distribution of historic resources within the Eastern Neighborhoods SoMa Area Plan and Western SoMa Community Plan for the purposes of long-range policy planning. The purpose of the survey is to identify buildings and structures that appear to be eligible for listing in the National Register of Historical Places and the California Register of Historical Resources, as well as to identify properties for local significance. The survey also provides information for use in permit processing, environmental review, and making recommendations for official nominations to historic registers.

The South of Market Historic Area Historic Context Statement (2009), adopted by the former Landmarks Preservation Advisory board, served as the basis for the evaluations of the SoMa Survey and provided a framework for consistent, informed evaluations of the area's age-eligible properties that had not been previously surveyed or for which survey information was incomplete.

The SoMa Survey determined the boundaries for five new historic districts that appear eligible for the National or California Register, or appear to be locally significant, including the Clyde and Crooks

Warehouse Historic District (formerly referred to as the South End Historic District extension). As part of the Central SoMa Plan effort the Historic Preservation Commission added the designation of the Clyde and Crooks Warehouse Historic District to its Landmark Designation Work Program on August 17, 2016.

- **The SoMa Survey** area is roughly Mission Street to Townsend Street, between 1st and 13th Streets.
- **The SoMa Survey** resulted in documentation and/or assessment of 2,141 individual properties, of which approximately 1,467 properties constructed in or before 1962 (45 years prior to 2007, when the survey began).
- **Individually Significant Properties** The SoMa survey identified 151 properties of individual significance, both outside and within historic districts.
- **Historic Districts** The findings of the SoMa Survey determined the boundaries for 5 new historic districts that appear eligible for either the National, California Register, or appear to be locally significant. The district are:
    - The Bluxome and Townsend Warehouse Historic District
    - Clyde and Crooks Warehouse Historic District (formerly known as the South End Historic District extension)
    - Sixth Street Lodginghouse Historic District
    - South Park Historic District
    - West SoMa Light Industrial and Residential Historic District
- **The Historic Preservation Commission** adopted the SoMa Survey on December 10, 2010.
- **Central SoMa Plan** As part of the Central SoMa Plan effort the Historic Preservation Commission added the designation of the Clyde and Crooks Warehouse Historic District to its Landmark Designation Work Program on August 17, 2016.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

REQUIRED COMMISSION ACTIONS

The item before the Planning Commission is to provide recommendation to the Board of Supervisors on the proposed landmark district consisting of nineteen (19) properties as the Clyde and Crooks Warehouse Historic District. Pursuant to Section 1004.2(c) of the Planning Code, the Planning Commission is requested to provide review and comment on the proposed landmark district to:

1) address the consistency of the proposed designation with the policies embodied in the General Plan and the priority policies of Section 101.1, particularly the provision of housing to meet the City's Regional Housing Needs Allocation, and the provision of housing near transit corridors;

2) identify any amendments to the General Plan necessary to facilitate adoption of the proposed designation; and

3) evaluate whether the district would conflict with the Sustainable Communities Strategy for the Bay Area.

The recommendation and any comments of the Planning Commission shall be conveyed to the Historic Preservation Commission and Board of Supervisors in the form of a resolution.

OTHER ACTIONS REQUIRED

The proposed landmark district requires review and action by the Historic Preservation Commission, Planning Commission, and Board of Supervisors. The following outlines a schedule for such actions:

On **August 17, 2016**, the Historic Preservation Commission added the designation of the Clyde and Crooks Warehouse Historic District to its Landmark Designation Work Program.

On **March 21, 2018**, the Historic Preservation Commission initiated designation of the Clyde and Crooks Warehouse Historic District.

On **April 18, 2018**, the Historic Preservation Commission recommended designation of the Clyde and Crooks Warehouse Historic District.

On **June 7, 2018**, the Planning Commission will provide review and comment on the proposed the Clyde and Crooks Warehouse Historic District.

Final actions on the proposed Clyde and Crooks Warehouse Historic District will be undertaken by the Board of Supervisors.

APPLICABLE PRESERVATION STANDARDS

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a landmark district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's *Regional Housing Needs Allocation,* and the *Sustainable Communities Strategy for the Bay Area.* These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site, a description of the characteristics of the landmark which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

PROPERTY DESCRIPTION & SURROUNDING LAND USE AND DEVELOPMENT

The Clyde and Crooks Warehouse Historic District is located in the southeast section of the South of Market neighborhood. The district is comprised of nineteen (19) properties, twelve (12) of which include contributing resources. The district is immediately adjacent to and shares a common development history with the South End Historic District.

The Clyde and Crooks Warehouse Historic District is a rare, remaining enclave of small and medium-scaled light industrial buildings constructed following the 1906 Earthquake and Fire through the middle of the Great Depression. The district is named for the two narrow streets located wholly within the district, Crooks (present day Lusk Street) and Clyde, and the two-to-three story warehouse buildings common to the district. The Clyde and Crooks Warehouse Historic District reflects the late nineteenth and early twentieth century development of the South of Market area as a center of industrial production in San Francisco and maritime commerce along the west coast. The district's mix of industrial and warehouse buildings interspersed with residential structures is typical of the land use patterns developed in SoMa in the nineteenth century and continued during the 1906 Earthquake and Fire reconstruction period. The buildings exemplify early twentieth century methods of construction and materials and the return of South of Market's function as the industrial center of the city following the earthquake and fire.

The Clyde and Crooks Warehouse Historic District's period of significance, 1906-1935, falls within the broader 1867-1935 period of significance of the adjacent South End Historic District. The industrial buildings found within the district are unique for their smaller size and massing reflecting their use as small manufacturing operations, storage, and packing facilities and are consistent with the character and redevelopment pattern of South of Market following the quake and fire, which largely consisted of industrial and warehouse buildings.

The Clyde and Crooks Warehouse Historic District is located in the SLI – SOMA Service – Light Industrial zoning district and a 65-X Height and Bulk district.

DISTRICT SIGNIFICANCE

The period of significance for the district dates from 1906 to 1935, inclusive of the known period of construction of all buildings within the district. The addition's period of significance falls within the broader 1867-1935 period of significance of the South End Historic District.

Association with significant events

The Clyde and Crooks Warehouse Historic District is locally and nationally significant under Events as it is representative of the post-1906 San Francisco earthquake and fire reconstruction period and under Design as representative of warehouse/industrial building type and exemplify early twentieth century methods of construction and materials. The period of significance is 1906 to 1935. The district is comprised of nineteen properties, twelve of which include contributing resources, located in the South of Market neighborhood. The non-contributing properties consist of two buildings constructed after the period of significance and five surface parking lots.

The Clyde and Crooks Warehouse Historic District's period of significance reflects the nineteenth century development of the South of Market area as a center of industrial production in San Francisco and maritime commerce along the west coast. The Clyde and Crooks Warehouse Historic District's mix of industrial and warehouse buildings interspersed with residential structures is typical of the land use patterns developed in the nineteenth century in the South of Market neighborhood and continued during the 1906 earthquake and fire reconstruction period. The buildings exemplify early twentieth century methods of construction and materials and reconstruction the return of South of Market's function as the industrial center of the city following the earthquake and fire.

Significant architecture:

The industrial buildings found within the Clyde and Crooks Warehouse Historic District are unique for their smaller size and massing reflecting their use as small manufacturing operations, storage and packing facilities, but are consistent with the character and development pattern of the buildings constructed in the area during the post-earthquake period. The buildings reflect the redevelopment pattern of South of Market following the quake and fire, which largely consisted of industrial and warehouse buildings.

OWNER NOTIFICATION AND COMMUNITY OUTREACH

The following includes a timeline of the notifications, announcements, and outreach activities that have occurred for the Central SoMa Plan.

- March 2014 - The Central SoMa Historic Resources Survey web page was launched on the Department's website. The web page includes links to the draft Central SoMa Historic Context Statement, as well as a map illustrating the draft findings of the Central SoMa Historic Resources Survey. The website remains active and can be accessed at: http://www.sf-planning.org/index.aspx?page=3964.

- **March 25, 2015 - Public outreach meetings** were held at the SPUR Urban Center to present the draft Central SoMa Historic Context Statement and the draft findings of the Central SoMa Historic Resources Survey. In preparation for this meeting, postcards were mailed to the owners of surveyed properties informing them that the draft survey findings were available for review on the project website, and inviting them to attend the outreach meeting at the Spur Urban Center.
- **December 9, 2015** - A second public meeting at the SPUR Urban Center was held to solicit feedback on public benefits, including historic preservation. A postcard was mailed to public on February 29, 2016 in anticipation of the adoption hearing on March 16, 2016.
- **July 2015 - Presentation to SF Heritage** regarding the draft historic context statement and survey findings.
- **October 3, 2014 and January 15, 2014 - Meetings with the Central SoMa Survey Advisory Group** were held to solicit comments and suggestions based on the draft *Central SoMa Historic Context Statement* and the draft findings of the Central SoMa Historic Resources Survey.
- **March 5, 2018, April 9, 2018, and May 18, 2018 - Notification of Historic Preservation Commission and Planning Commission hearings** were mailed to property owners.

The following includes a timeline of the notifications, announcements, and outreach activities that have occurred for the SoMa Survey.

- **October 27, 2010** Planning Department Staff gave an informational presentation to the Western SoMa Citizens Planning Task Force, including an overview of the findings, discussion of the two districts within Western SoMa Community Plan Area, and the notification and adoption process.

- **November 17, 2010** Planning Department Staff hosted a community meeting which included a presentation by Planning Staff, followed by a breakout session where the public was able to discuss their particular questions on specific sites with staff.

- **November 18, 2010** Planning Department Staff returned to the Western SoMa citizen's Planning Task Force, to the Complete Neighborhood Fabric sub-committee to continue the discussion of the two eligible districts located within the West SoMa Community Plan Area.

RECOMMENDATION

The HPC has recommended to the Board of Supervisors approval of the Clyde and Crooks Warehouse Historic District to include nineteen (19) buildings, twelve (12) of which include contributing resources. The Planning Department has determined that the proposed historic district designation appears to be consistent with the General Plan and Priority Policies of Section 101.1, will not necessitate General Plan amendments, and will not conflict with regional housing or environmental sustainability policies.

BASIS FOR RECOMMENDATION

The proposed Clyde and Crooks Warehouse Historic District is consistent with the objectives and policies embodied in the General Plan, Priority Policies of Section 101.1, the Central SoMa Plan, and the Sustainable Communities Strategy for the Bay Area as outlined below.

GENERAL PLAN POLICIES

SAN FRANCISCO PLANNING CODE SECTION 101.1 - GENERAL PLAN CONSISTENCY AND IMPLEMENTATION

Planning Code Section 101.1 – Eight Priority Policies establish and require review of permits for consistency with said policies. The proposed designation is consistent with the eight Priority Policies set forth in Section 101.1(b) of the Planning Code in that:

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

The proposed designation will not impact neighborhood-serving retail uses or ownership/employment opportunities in such businesses. Retention of historic fabric that contributes to this mixed-use character, and related use of these buildings would be encouraged within the district.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;

The proposed designation will encourage conservation and protection of neighborhood character as proposed alterations to exterior features of designated buildings shall be subject to review and approval by the Historic Preservation Commission, or as delegated to Planning Department staff by the HPC in accordance with Sections 1006 through 1010 of the Planning Code. Designation will encourage retention of the district's contributory buildings by providing access to an important financial incentive, namely the Mills Act program.

3. That the City's supply of affordable housing be preserved and enhanced;
The proposed designation will not negatively impact the City's supply of affordable housing.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking;

The proposed designation will not impede transit service or overburden streets or neighborhood parking.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;

The proposed designation would not impact the diversity of economic activity.

6. That the City achieves the greatest possible preparedness to protect against injury and loss of life in an earthquake;

The proposed designation would not modify any physical parameters of the Planning Code or other Codes. Seismic upgrades are not limited or subject to additional review as a result of this proposed designation.

7. That the landmarks and historic buildings be preserved;

Designation of buildings under Article 10 of the Planning Code will encourage the preservation of character-defining features of buildings within the district for the benefit of future generations. Designation will require that the Planning Department or the Historic Preservation Commission review any proposed work that may have an impact on character-defining features of buildings within the district. Both entities will utilize the Secretary of Interior's Standards for the Treatment of Historic Properties in their review to ensure that only appropriate, compatible alterations are made.

Designation promotes preservation by qualifying owners of contributing buildings within the district to apply for the Mills Act property tax reduction program. The Mills Act program allows owners of landmarks and buildings that contribute to landmark districts to receive a property tax reduction to offset costs to rehabilitate, restore, or maintain their historic property, such as roof replacement, seismic strengthening, or general maintenance and repair.

8. That our parks and open space and their access to sunlight and vistas be protected from development;

The proposed designation would not impact or facilitate any development which could have any impact on our parks and open space or their access to sunlight and vistas.

URBAN DESIGN ELEMENT Objectives and Policies

The Urban Design Element of the General Plan contains the following relevant objective and policies:

OBJECTIVE 2: CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4. Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

POLICY 2.5: Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings.

POLICY 2.6: Respect the character of older developments nearby in the design of new buildings.

POLICY 2.7: Recognize and protect outstanding and unique areas that contribute in an extraordinary degree to San Francisco's visual form and character.

The proposed designation would preserve notable landmarks and areas of historic, architectural or aesthetic value by recognizing their cultural and historical value and providing mechanisms for review of proposed alterations as well as incentives for property owners to maintain and preserve their buildings. Designation will require that the Planning Department and/or the Historic Preservation Commission review proposed work that may have an impact on character-defining features.

CENTRAL SOMA PLAN POLICIES

The proposed Clyde and Crooks Warehouse Historic District advances the basic principles and objectives of the Central SoMa Plan. The Central SoMa Plan contains the following relevant objectives and policies:

OBJECTIVE 7.2: Support the preservation, recognition, and wellbeing of the neighborhood's cultural heritage resources.

OBJECTIVE 7.3.2: Support the preservation of buildings and features that reflect the industrial and arts legacy of the neighborhood.

OBJECTIVE 7.4: Prevent demolition of or insensitive alterations to cultural heritage resources in the built environment.

OBJECTIVE 7.4.1: Protect Landmark-worthy cultural heritage properties through designation to Article 10 of the Planning Code.

OBJECTIVE 7.4.2: Protect "Significant" and "Contributory" cultural heritage properties through designation to Article 11 of the Planning Code.

OBJECTIVE 7.5.5: Encourage the use of existing strategies and incentives that facilitate the preservation and rehabilitation of designated cultural heritage properties.
OBJECTIVE 8.6.2: Promote innovative and contextually-appropriate design.

The designation of the Clyde and Crooks Warehouse Historic District, with its historic mix small-scale warehouses and manufacturing facilities, recognizes and supports the preservation of the industrial history of SoMa. The designation protects cultural heritage properties and prevents demolition or insensitive alterations by requiring that the Planning Department and/or the Historic Preservation Commission review proposed modifications to ensure the character-defining features of the district's buildings are preserved. The Planning Department and Historic Preservation Commission will also review proposed new construction in the district to ensure it is compatible with the character of the district.

General Plan Amendments

Identification of any amendments to the General Plan necessary to facilitate adoption of the proposed designation:

No amendments to the General Plan are necessary to facilitate adoption of the proposed designation.

Sustainable Communities Strategy

Evaluation of whether the district would conflict with the Sustainable Communities Strategy for the Bay Area:

The Central SoMa Plan promotes the Sustainable Communities Strategies and related transportation, affordable housing, job creation, environmental protection, and climate change goals. The proposed designation does not appear to be in conflict with the Sustainable Communities Strategy for the Bay Area, which is a regional blueprint for transportation, housing and land use that is focused on reducing driving and associated greenhouse gas emissions. The proposed designation is consistent with policies regarding transit-oriented growth and sustainability outlined in the General Plan and Central SoMa Plan.

Balancing the new construction envisioned in the Central SoMa Plan with preservation and retention of existing historic buildings addresses sustainability goals as preservation is an inherently sustainable

practice. As noted on the National Park Service, Technical Preservation Services web page, and in its publication, "The Secretary of the Interior's Standards for Rehabilitation & Illustrated Guidelines on Sustainability for Rehabilitating Historic Building," the repair and retrofitting of existing and historic buildings is considered to be the ultimate recycling project. Historic building construction methods and materials often maximized natural sources of heating, lighting and ventilation to respond to local climatic conditions. These original features can function effectively together with any new measures undertaken to further improve energy efficiency and make existing buildings even more sustainable.

ATTACHMENTS

Clyde and Crooks Warehouse Historic District Landmark Designation Report
Clyde and Crooks Warehouse Historic District Map
Clyde and Crooks Warehouse Historic District Designation Ordinance
Planning Commission Draft Resolution
Historic Preservation Commission Resolution 947
Historic Preservation Commission Resolution 955
Department of Parks and Recreation (DPR) 523 forms

SAN FRANCISCO
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Planning Commission Resolution No. 20203

HEARING DATE: JUNE 7, 2018

Case No.	2017-010250DES
Project:	Clyde and Crooks Warehouse Historic District
Re:	Initiation of Article 10 Historic District Designation
Zoning:	SLI- SOMA Service-Light Industrial 65-X Height and Bulk Districts
Block/Lot:	3787/ 005, 014, 015, 016, 037, 040A, 044, 048, 033, 151, 017, 021, 022, 019, 036, 040, 018, 013, 152-159
Staff Contact:	Frances McMillen (415) 575-9076 frances.mcmillen@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822 tim.frye@sfgov.org

PROVIDING RECOMMENDATION AND COMMENT ON THE PROPOSED LANDMARK DISTRICT TO THE BOARD OF SUPERVISORS TO ADDRESS THE CONSISTENCY OF THE PROPOSED DESIGNATION WITH THE POLICIES EMBODIED IN THE GENERAL PLAN AND THE PRIORITY POLICIES OF SECTION 101.1, PARTICULARLY THE PROVISION OF HOUSING TO MEET THE CITY'S REGIONAL HOUSING NEEDS ALLOCATION, AND THE PROVISION OF HOUSING NEAR TRANSIT CORRIDORS; IDENTIFY ANY AMENDMENTS TO THE GENERAL PLAN NECESSARY TO FACILITATE ADOPTION OF THE PROPOSED DESIGNATION; AND EVALUATE WHETHER THE DISTRICT WOULD CONFLICT WITH THE SUSTAINABLE COMMUNITIES STRATEGY FOR THE BAY AREA.

WHEREAS, Section 1004.2(c) of San Francisco Planning Code mandates that the Planning Commission shall provide its review and comment on the proposed designation of a historic district to the Board of Supervisors; and

WHEREAS, the Historic Preservation Commission, at a duly noticed public hearing on March 21, 2018, initiated the proposed Landmark District designation; and

WHEREAS, the Historic Preservation Commission, at a duly noticed public hearing on April 18, 2018, recommended approval of the proposed landmark district designation; and

WHEREAS, the Planning Commission, at a duly noticed public hearing on June 7, 2018 and in accordance with Planning Code Section 1004(2)(c) reviewed and provided a recommendation on the proposed historic district pursuant to Article 10; and

WHEREAS, the Planning Commission has determined that the proposed designation appears to be consistent with the General Plan and Priority Policies of Section 101.1, will not necessitate General Plan amendments, and will not conflict with regional housing or environmental sustainability policies; and

WHEREAS, the Planning Commission has determined that the proposed designation appears to complement and enhance the objectives and policies of the Central SoMa Plan, including the promotion of preservation incentives, protection of landmark-worthy cultural heritage properties through designation to Article 10 of the Planning Code, supporting the preservation of buildings and features that reflect the industrial and arts legacy of the neighborhood, and preventing the demolition or insensitive alteration of cultural heritage resources in the built environment; and

WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight – Categorical);

NOW, THEREFORE BE IT RESOLVED that the Commission hereby recommends approval of the Article 10 designation of the proposed Clyde and Crooks Warehouse Historic District, incorporating the non-substantive modifications to the Designation Ordinance as detailed in the June 7, 2018 Case Report, and directs the Planning Department to transmit its recommendation and the comments of this Commission to the Board of Supervisors.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on June 7, 2018.

Jonas P. Ionin
Commission Secretary

AYES:	Hillis, Melgar, Fong, Johnson, Koppel, Moore, Richards
NOES:	None
ABSENT:	None
ADOPTED:	June 7, 2018

State of California ♦ The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
DISTRICT RECORD

Primary #
HRI #
Trinomial

Page 1 of 24 *Resource Name or # (Assigned by recorder) South End Historic District Addition

*NRHP Status Code 5S3, 3S

D1. Historic Name

D2. Common Name:

*D3. **Detailed Description** (Discuss overall coherence of the district, its setting, visual characteristics, and minor features. List all elements of district.):

The SEHD Addition is located in the southeastern part of the South of Market (SoMa) Area Plan Historic Resource Survey area in San Francisco's South of Market neighborhood. The SEHD Addition includes nineteen properties, twelve of which are contributing. Non-contributing elements include two properties that are compatible in scale with the contributing resources, but constructed outside the period of significance, and five vacant properties that are used as parking lots. The SEHD Addition is roughly bounded by Brannan Street to the north, Third Street to the east, Townsend Street to the south, and Lusk Street to the west. It is situated just north of a large area of contemporary redevelopment between King and Townsend streets. (See Continuation Sheet, p. 2)

*D4. **Boundary Description** (Describe limits of district and attach map showing boundary and district elements.):

(See Continuation Sheet, p. 5)

*D5. **Boundary Justification:**
(See Continuation Sheet, p. 8)

D6. **Significance: Theme** Industrial and Residential Reconstruction and Development **Area** South of Market, San Francisco, CA
Period of Significance 1906 - 1935 **Applicable Criteria** A, C (NR Criteria adopted by local jurisdiction)
(Discuss district's importance in terms of its historical context as defined by theme, period of significance, and geographic scope. Also address the integrity of the district as a whole

This group of resources comprises an addition to the local (Article 10) and National Register-listed South End Historic District. The South End Historic District Addition (SEHD Addition) was surveyed in October 2007 and January and March 2008 by Page & Turnbull as part of the SoMa Area Plan Historic Resource Survey. Based on information presented in the *South End Historic District Case Report* (1990) and Page & Turnbull's *Historic Context Statement, South of Market Area* (2007), the contributing resources included in the appended area appear to be compatible with the "warehouse architectural form" theme of the South End Historic District. The original district also included other building types, such as industrial manufacturing, commercial, and mixed-use residential buildings.[1] The SEHD Addition maintains consistency with the diversity of building types in a primarily industrial area. Likewise, the area is located adjacent to the western boundary of the South End Historic District, and the contributing resources in the appended area coincide with the post-1906 Earthquake period within the broader period of significance (1867 – 1935) established by the South End Historic District. Thus, the SEHD Addition's period of significance is 1906 – 1935.

*D7. **References** (Give full citations including the names and addresses of any informants, where possible.):
(See Continuation Sheet, p. 22)

*D8. Evaluator: Christina Dikas Date: June 2009
Affiliation and Address Page & Turnbull, 724 Pine Street, San Francisco CA 94108

[1] Lord, Paul A. Jr., South End Historic District Case Report (5 Feb. 1990): 6.

D3. Detailed Description (Continued)

Streets within the area are paved, lined by sidewalks, and conform to the city grid of larger (100 vara[2]) blocks that are found south of Market Street. The grid is oriented diagonally in relation to the cardinal directions. The primary northwest-southeast streets are numbered, while the secondary northwest-southeast streets and the northeast-southwest streets are named. The terrain of the area is level, and vegetation consists of a few small street trees along Third and Ritch streets.

Like the existing Historic District, the SEHD Addition is primarily industrial in character. The additional properties consist of ten industrial buildings, one mixed-use residential hotel/commercial building, and one residential building. Construction dates range from 1906 to 1935, which covers the most productive post-1906 Earthquake construction of industrial buildings in the South of Market area. The buildings represent trends in brick, wood-frame, and reinforced concrete construction, and many feature Classical Revival ornamentation. A detailed description of building types and features can be found in the *South End Historic District Case Report* (5 Feb. 1990). According to the 1990 report:

> *Architecture*
> Architectural development along the southern waterfront was the result of a broad range of material and economic processes. Warehouse form was dictated by function: economics of the transportation industry, fire insurance ratings, and developments in construction technology were especially important. Architects and builders gave attention to structural strength, wide uninterrupted floor spaces, easy handling of goods, and protection against the elements. Yet, even though functional considerations of early warehouse and industrial construction pre-empted costly embellishment of buildings, innovative solutions were found to decorate large wall surfaces without extraneous or expensive materials.
>
> *Style*
> Most of the buildings in the district can generally be classified under Whiffer's definition of the Commercial Style: "of five to sixteen stories with straight fronts,...flat roofs, and level skylines. The character of their facades derives from the fenestration..." Some have a few historicist ornaments. Other buildings are an earlier, very simple and low style, with large areas of unbroken brick walls; here this variety of warehouse is identified as 19th century Commercial Style...
>
> Warehouses are among the most utilitarian buildings left in San Francisco, lacking stylistic references common to other building types. If nineteenth century warehouses can be viewed as vernacular structures, this was not the case in the years following the 1906 earthquake and fire. With few exceptions, warehouse owners hired academic architects whose work extended to commercial, industrial, and residential buildings, and who participated in the rebuilding of both the downtown and other sections of the city... [T]he increased reliance on architects had significant effects on the design of industrial architecture in San Francisco during the first two decades of the twentieth century.
>
> *Construction and Function*

[2] A *vara* is an old Spanish and Portuguese unit of length. *Varas* are a surveying unit that appears in many deeds in the southern United States and many parts of Latin America. It varied in size at various times and places, but the value of 33 inches (838.2 mm) per *vara* was adopted in California ca. 1851. "98 U.S. 428 25 L.Ed.251 United States V. Perot." Website accessed on 9 June, 2008 from: http://bulk.resource.org/courts.gov/c/US/98/98.US.428.html

Warehouses are storage buildings which accommodate irregularities of seasonal and traffic fluctuation in commerce. Merchants were forced to anticipate market demands many months in advance, food stuffs and other goods needed storage for varying amounts of time. Buildings were also needed for temporary cargo storage before a second transport...From approximately 1850 until 1950, the siting of warehouses was dependent upon the availability of inexpensive land near piers...

...Extension of rail service to the waterfront was slow, and it was not until after 1915 and the completion of the seawall that most warehouses in this area were served by spur rail lines of the state-run Belt Railway. Spur tracks connected with both the Belt Railway and the extensive rail yards of the Southern Pacific Company. A *San Francisco Chronicle* article of August 21, 1920 notes: "the demand for spur track locations in this district is increasing because of its convenience to docks and railroads."

The California Warehouse (1882) was one of the first warehouses where railroad cars could be brought inside. By 1900, almost all new warehouses were built with spurs extending into the structure. The movement of goods inside the building took on additional complexities. These questions were resolved in different ways depending on the types of goods stored, the duration of storage, and the number of stories in the building.

...Multiple story buildings have been more common along the southern waterfront since the turn of the century... After 1906, almost all new warehouses were constructed to be at least three stories in height... Multiple story buildings are usually characterized by fairly small floor to ceiling heights - commonly 11 to 12 feet - because the weight of stored merchandise created great dead loads... Ground story heights, accommodating greater live loads (people, furniture, and other items), were more on the order of 20 feet in height... By 1900, it was customary for a multi-story warehouse to be equipped with a freight elevator, usually able to handle two drays...Regardless of the number of stories, large doors have been necessary to allow interior access for trucks and drays.

...Before the development of iron posts in the late 18th Century, heavy mill piers satisfied fire requirements. The conversion from timber to iron and later steel beams and piers did not occur till the 1920s. Truss framing allowed the spanning of greater floor dimensions.

Susceptibility of wood to fires led to the use of masonry walls with timber-framed interiors. Although iron - and later steel - posts and beams were used in construction after the 1880s, the economic nature of warehouse construction precluded their adoption on a large scale...Given their widespread use between the 1850s and 1920s, bricks were the building materials commonly associated with warehouses... Brick bearing walls typically ranged from 12 to 20 inches in thickness, depending upon height.

...The last great technological development to impact warehouse design was the introduction of reinforced concrete, the bracing of concrete (cement, water, sand and gravel) with notched steel bars. Reinforced concrete, in use since the late nineteenth century, became a common building material in San Francisco after the 1906 earthquake, although its widespread use did not occur until the 1920s. The use of reinforced concrete permitted [a] relatively large proportion of the wall surface [to be] given over to glazing. The exterior of the reinforced concrete building were often finished with white Santa Cruz cement.

> ...The period during which warehouses were constructed presents a large reservoir of influences and constraints on design. Since cultural and technological influences were widespread it is not surprising that the extant warehouses along the southern waterfront should reflect widely the need for safe, efficient and accessible space for storage. Buildings grew in volume and tactile strength in response to fluctuations in this need.[3]

In addition to warehouses, the SEHD Addition contains one two-story mixed-use residential hotel/commercial building that has now been remodeled fully to commercial use with eight commercial units. In the South of Market area, residential hotels, also known as single-room occupancy hotels (SROs), are primarily located along the 6th Street and Mission Street corridors. They are often three to six stories in height and are constructed of brick masonry or concrete. A few, however, are wood frame buildings that include two to four floors. Residential hotels built after 1906 were most often designed in an Edwardian-era style with angled bay windows, rounded corner bay windows, and decorative cornices. They feature a primary entrance and lobby with a reception desk and residents' mailboxes. From the lobby, stairs provide access to the rooms on the upper floors. Many residential hotels contain ground-floor commercial space with several storefronts facing the street.

Lastly, there is one residential building, a Romeo flat, on Clyde Street in the SEHD Addition. Residential flats are found in almost all older residential neighborhoods in San Francisco. The British term "flat" applies to buildings with floor-through dwelling units. They are usually recognized by their recessed and/or raised porches sheltering an independent entrance for each unit. Flats in San Francisco typically house two or three units, depending on the number of stories. A sub-category of residential flats, called "Romeo flats," are multi-story, multi-unit buildings. Romeo flats consist of groupings of three structural bays. The typical single Romeo flat features a central open bay containing a winding stair corridor that is flanked on either side by stacks of flats. Sometimes the central bay is enclosed, but Romeo flats are recognizable because either the stair landings or fenestration in the central bay are located between floor levels, producing a staggered effect on the façade. A single module Romeo flat has a bay rhythm of A-B-A and a double Romeo flat has a bay rhythm of A-B-A-A-B-A. Most appear to have been built in the South of Market area in the five years following the 1906 Earthquake. The earliest, built in 1906 and 1907, often feature flat fronts and simple cornices. Later Romeo flats are designed in Edwardian-era styles, usually with angled bay windows. In the South of Market area, standard flats and Romeo flats can be found mostly on narrow back streets and alleys.

Six of the twelve contributing properties have been documented in DPR 523B forms by Page & Turnbull as part of the Mission and SoMa Area Plans Historic Resource Survey. These include 425 Brannan Street, 435 Brannan Street, 36 Clyde Street, 45 Lusk Street, 322-326 Ritch Street, and 330 Ritch Street. Two more properties, 224 Townsend Street and 228-242 Townsend Street, were previously documented and designated an NRHP code of 6Y2 (Determined ineligible for NR by consensus, no potential NR, not evaluated for local listing). The remaining four properties were attributed status codes for the first time for the potential SEHD Addition.

The following list includes all contributing resources in the potential South End Historic District Addition:

[3] Paul A. Lord, Jr. *South End Historic District Case Report* (5 Feb. 1990): 2-8.

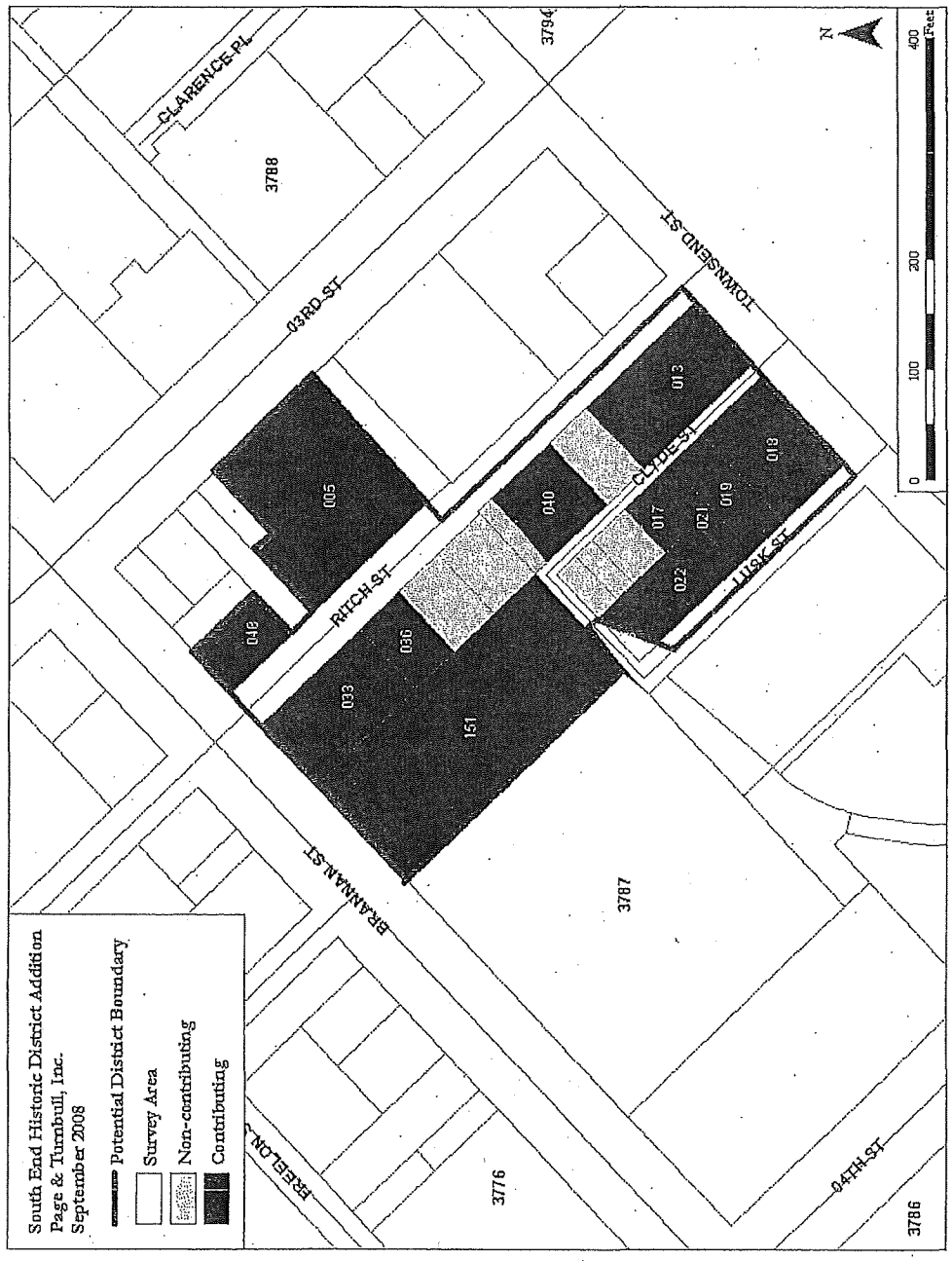
APN	From St. #	To St. #	Street Name	Type	Year Built	CHRS Code
3787 005	630	630	3RD	industrial	1924	5D3
3787 048	415	415	BRANNAN	industrial	1923	5D3
3787 033	425	425	BRANNAN	industrial	1924	5B
3787 151	435	435	BRANNAN	industrial	1910	5D3
3787 017	18	28	CLYDE	Romeo flats	1907	5D3
3787 021	36	36	CLYDE	industrial	1923	5B
3787 022	25	35	LUSK	industrial	1917	5D3
3787 019	45	45	LUSK	industrial	1922	5B
3787 036	322	326	RITCH	industrial	1906	5B
3787 040	330	330	RITCH	industrial	1920	5D3
3787 018	228	242	TOWNSEND	residential hotel/ commercial	1909	6Y2, 3S
3787 013	224	224	TOWNSEND	industrial	1935	6Y2, 5B

The following list includes all non-contributing resources in the potential South End Historic District Addition:

APN	From St. #	To St. #	Street Name	Type	Year Built	CHRS Code
3787014	2	2	CLYDE	parking	N/A	6Z
3787015	10	10	CLYDE	parking	N/A	6Z
3787016	16	16	CLYDE	parking	N/A	6Z
3787037	326	326	RITCH	parking	N/A	6Z
3787040A	328	328	RITCH	parking	N/A	6Z
3787044	336	340	RITCH	industrial	1955	6Z
3787152-159	340	340	RITCH	multiple-family	1994	6Z

D4. Boundary Description (Continued)

The boundary of the South End Historic District Addition commences at the east corner of parcel 3787-151 on Brannan Street. It runs northeast along Brannan Street, crossing Ritch Street, to the north corner of parcel 3787-049. It turns southeast along the parcel's northeast lot line and then turns southwest along the rear lot line to the south corner of the same parcel on Ritch Street. It travels along the southwest lot line of parcel 3787-003 and turns northeast along the northwest lot line of parcel 3787-005. It turns southeast along Third Street for the extent of that property and the adjacent parcel 3787-007. Here, the boundary joins the South End Historic District lot line, which includes parcel 3787-008. At the south corner of lot 3787-008, the SEHD Addition boundary crosses Ritch Street to the north corner of parcel 3787-013. It turns southeast along the northeast lot line of that parcel to the corner or Ritch and Townsend Streets. It then jogs southwest on Townsend Street to the corner of Lusk Street, and northwest on Lusk Street to the south corner of parcel 3787-023. It excludes this triangular-shaped parcel by running along its southeast and northwest lot lines, crossing the alley to the north, and continuing along the southeast lot line of parcel 3787-151 to the point of origin.


CLARENCE PL
3788
03RD ST
TOWNSEND ST
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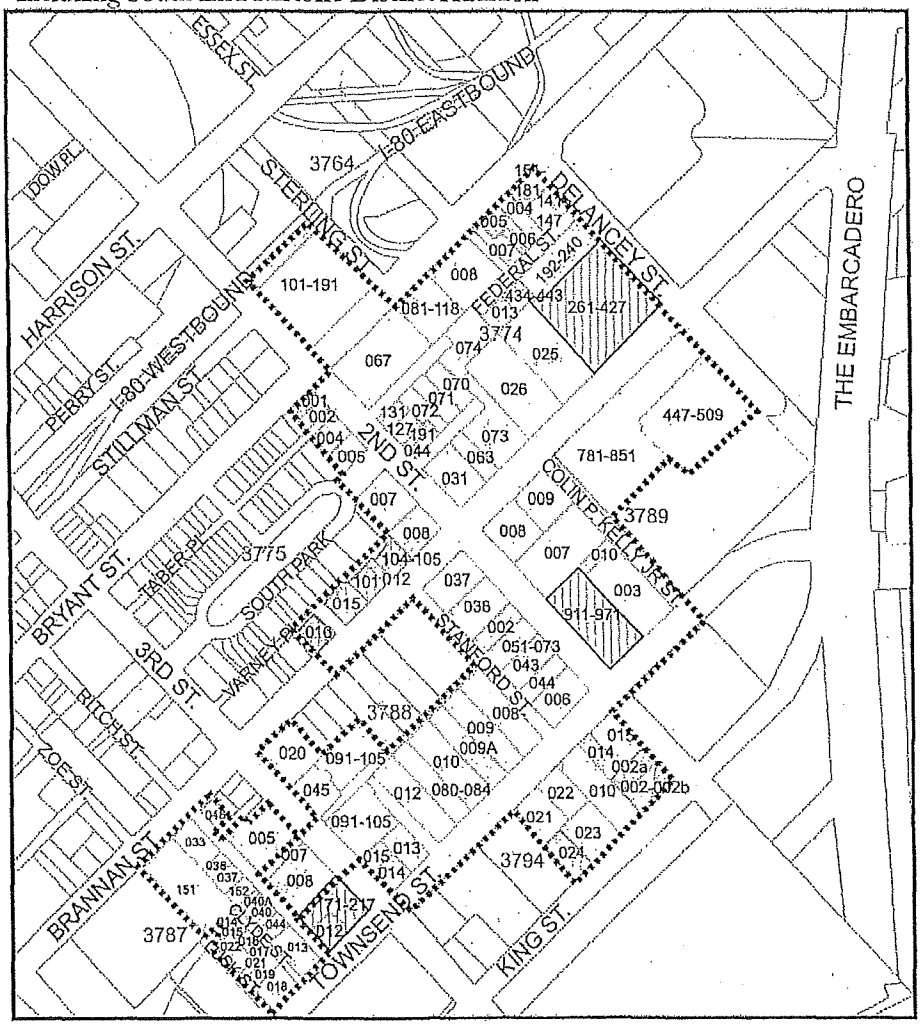
022
LUSK ST
CLYDE ST
RITCH ST
048
036
033
151
BRANNAN ST
3787
3776
3786
04TH ST
South End Historic District Addition
Page & Turnbull, Inc.
September 2008
Potential District Boundary
Survey Area
Non-contributing
Contributing

2008 South End Historic District Update Map,
Including South End Historic District Addition



LEGEND

- Existing South End Historic District Boundaries
- South End Historic District Addition Boundaries
- Contributors to Historic District
- Former Contributing Properties that have been demolished (now considered Non-Contributor)
- Non-Contributors to Historic District
- Properties located in district boundaries not evaluated in 1990; Properties evaluated as part of 2008 NR Certification

Boundary Justification

The boundaries of the SEHD Addition are confined to the half block just west of the South End Historic District. Other areas adjacent to the South East Historic District, including a segment of Brannan Street between 2nd and 3rd streets, the north side of Bryant Street, and the east side of Delancey Street, were not considered for Historic District extension because the properties contain parking lots, freeway infrastructure, and non-historic buildings outside the period of significance.

The SEHD Addition is generally bounded by Brannan Street to the north, Third Street to the east, Townsend Street to the south, and Lusk Street to the west. Three of the parcels on this block, 3787-005, 3787-007, and 3787-008, were surveyed for the original district (though 3787-005 was excluded on the map). The contributing resources in the SEHD Addition feature a continuity of type, use, size, construction method, and construction date consistent with those in the South End Historic District.

The SEHD Addition does not cross to the south side of Townsend Street because the former location of the Southern Pacific Train Depot has now been infilled with contemporary mixed-use construction. Likewise, most of the parcels to the west of Lusk Street have been redeveloped with condominiums and an office building. Consequently, they were excluded from the SEHD Addition. Parcel 3787-003 on Brannan Street was excluded because it was constructed in 1938, after the period of significance. Parcels 3787-001 and 3787-002 contain commercial buildings that have been so severely altered that they would not contribute to the district if they were included in the boundaries. Parcels 3787-003 and 3787-004 are parking lots. Because all five of these parcels are grouped together, they were excluded from the SEHD Addition. At the southeast corner of the block, parcels 3787-171 to -218 and 3787-012 contain age-ineligible buildings. The 2008 South End Historic District update, which was included in Page & Turnbull's *South End Historic District National Register Certification* (26 June 2008), designates both of these parcels as noncontributing and outside the boundaries of the Historic District.

Historic Context: South End Historic District Addition

Pre-1906 Earthquake

Prior to the 1906 Earthquake and Fire, the South of Market area was already industrial in character, though the streets were lined with significantly more residential buildings. Important for the South of Market area's industrial future were the large 100-*Vara* Survey blocks laid out by Jasper O'Farrell in 1847. The grid was extended west from Fifth Street in 1850. The streets were flatter and wider (30 *varas* wide) than those found north of Market Street (where they were 25 *varas* wide), making the transportation of goods via wagon and eventually train and truck much easier.[4] Before the disaster, the location of the SEHD Addition was occupied by 35 residential flats buildings and eight single family dwellings. Nine commercial or mixed-use buildings contained stores, saloons, restaurants, and lodging houses. The residential and commercial uses were interspersed with industrial uses, including the Metropolitan Foundry at 538 – 542 Third Street, San Francisco Stove Works at 522 – 534 Third Street, Morgan Oyster Co. at 512 – 516 Third Street (and 311 – 315 Ritch Street), Clinton E. Worden & Co. Manufacturing Pharmacist on Clyde Street, Californian Canneries Co.'s Fruit and Vegetables Cannery at 423 – 431 Brannan Street, and lumber storage on Crook (Lusk) Street.

On April 18, 1906, San Francisco was devastated by the Great Earthquake and Fire. The South of Market Area was especially hard hit by both the temblor and the eleven fires that started in the area due to broken gas mains. The fires

[4] Page & Turnbull, Inc. *Historic Context Statement, South of Market Area.* San Francisco, 2007: 21.

quickly grew out of control as they ignited the densely packed wood-frame boarding houses, hotels, and rows of aging houses. The water mains were mostly broken and fire fighters were powerless to stop the flames from rapidly consuming virtually the entire neighborhood within six hours of the actual earthquake. The death toll in the South of Market Area was much higher than the rest of the city. The numbers were greatly undercounted because hotels and boarding houses collapsed on their inhabitants, who were never recovered. Additionally, many of these residents were lone immigrants or single male transients without local ties. A good number of these people on the margins of mainstream society were never reported as missing.[5]

Recovery

Unlike some parts of the city, such as North Beach, which were reconstructed quite rapidly after the 1906 Earthquake, the South of Market area took two decades to fully recover. In 1907, a booster organization published a map showing which areas of the city had been rebuilt. The map, which highlighted all parcels with new construction, temporary buildings, or wrecked buildings scheduled to be repaired, indicated that most of the South of Market remained vacant. The process of recovery for the entire city was a lengthy process, necessitating not only the demolition of ruined buildings and removal of debris, but also the settlement of insurance claims, resolution of any outstanding title concerns, acquisition of building permits, and, most importantly, the will to commit financial resources to a city so clearly in potential danger of future obliteration. In many ways, the South of Market area was uniquely affected by the earthquake, and lingering uncertainty over its historical patterns of development delayed reconstruction longer than many other areas.[6]

Construction

All of the buildings on the block bounded by Third, Townsend, Lusk and Brannan streets were destroyed in the 1906 Earthquake and Fire. This block that comprises the SEHD Addition was rebuilt with a stronger warehouse and industrial focus. The 1913 Sanborn Fire Insurance Map reveals that several residences were initially constructed, including three flats buildings and three single family dwellings. However, by 1950, all were torn down, save for the Romeo flat at 18 – 28 Clyde Street. The primary streets (Third, Townsend, and Brannan) were lined with commercial buildings and a few industrial buildings, while the secondary streets contained industrial uses.

Industrial development was encouraged by the construction of Southern Pacific rail spurs that ran from the rail yard on the south side of Townsend Street, through the intersection of Fourth and Townsend streets, and across Fourth Street from Bluxome Street. They cut northeast through the center of Block 3787 toward Third Street. By 1950, additional spurs terminated at specific buildings, and another spur curved northwest up Ritch Street.[7] Some of the lots on Ritch Street that are vacant and currently used as parking, such as 3787-037 and 3787-040A, used to contain those rail spurs as they curved toward Ritch Street.

An initial flurry of construction commenced immediately after the earthquake, and lasted from 1906 to about 1913. Temporary structures were often erected and then replaced with more permanent buildings. Seven years after the quake, in 1913, the block was partially developed with a few residences, stores, a trunk factory at 332 Ritch Street, a hide warehouse at 220 – 226 Townsend Street, and an iron storage warehouse for Baker & Hamilton at 443 – 449 (now 435) Brannan Street. Most of the buildings that existed in 1913 were replaced by 1950. Notable exceptions include 435 Brannan Street (1910), 322 – 326 Ritch Street (1906) and 228 – 242 Townsend Street (1909).

[5] Ibid: 43.
[6] Ibid: 44.
[7] Sanborn Fire Insurance Map, 1913.

The first boom of post-quake construction was followed by a brief recession, which coincided with the First World War. Most of the South of Market area engaged in relatively little construction from about 1914 to 1919. However, beginning in 1915, development expanded to the construction of warehouses and large industrial complexes and away from the construction of smaller light industrial buildings like those built immediately after the 1906 Earthquake and Fire. One brick industrial building, 25 Lusk Street (1917), was constructed during this recession period.

By the end of the First World War, construction picked up again in the South of Market and other areas of San Francisco. The trend of this building boom, which lasted from about 1920 to 1926, was to transform lots that had remained vacant since the 1906 Earthquake into light industrial and warehouse facilities. By the 1920s, concrete had become the principal building material due to its strength and durability, resistance to earthquake damage, and ability to provide large and unobstructed workspaces within structures.[8] It was also a labor-saving device because it was more expedient to pour concrete than erect wood frames and lay bricks. Six buildings were constructed between 1920 and 1924 in the SEHD Addition. They feature both wood and concrete construction methods.

Following the 1929 Stock Market Crash, the nation entered into the Great Depression and most construction in the South of Market area came to a halt. Construction costs were down in the 1930s, and investors attempted to renew interest in industrial real estate developments. They encouraged construction by saying that the low maintenance costs and economical movement of goods characteristic of the modern industrial buildings would benefit the occupant and eventually result in reducing the number of obsolete buildings.[9] Boosters highlighted the fact that South of Market District industries were in close proximity to three transcontinental railroads, two street car systems, and modern highways, which provided short delivery routes for goods. Though relatively few buildings were constructed during the 1930s, some of the most interesting in architectural style came out of this period. These include many Art Deco and Art Moderne buildings. 224 Townsend Street, which was constructed in 1935, features elements of this trend in design.

Though the SEHD Addition's contributing resources are generally smaller in size and massing than the brick warehouses of the South End Historic District, they represent the same combination of industrial uses interspersed with a few commercial and residential buildings. The resources resemble other post-1906 Earthquake buildings in the Historic District because the limited time period in which they were built lends cohesiveness to their architectural designs. In addition, the buildings are unified within the historical context of post-quake industrial development in the South of Market area.

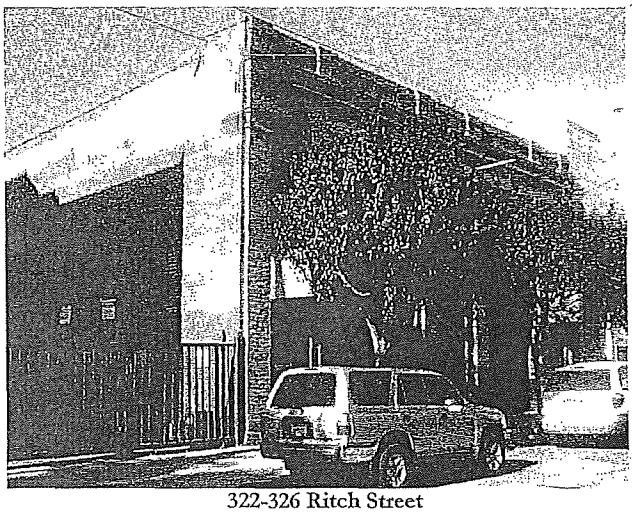
Contributing Resources

322 – 326 Ritch Street (1906)
322 - 326 Ritch Street was constructed in September 1906 as a stable for the Morgan Oyster Company by architect Edward J. Vogel. Ernest and Elizabeth Lasell acquired title in 1922, after the Morgan Oyster Co. shut down. In 1944, Ray Hoffman and Richard Marshall purchased the property and sold it the following year to Paul Paulsen. The Paulsen family holds the property, with Standard Rubber, Inc., to the present.

From 1906 to 1921, 322 - 326 Ritch Street was used as the stables of the Morgan Oyster Company, which operated an oyster depot and packing house directly across Ritch Street. The building at 322 - 326 Ritch Street first appears on the 1913 Sanborn map and is labeled as a 2-story private stable. The Alhambra Water Company used the building as a water

[8] Anne Bloomfield, New Montgomery and Mission Historic District 523D Form. San Francisco, 2008: 7.
[9] "San Francisco Growth Adding to Land Values" (*San Francisco Chronicle*, 7 June 1930): 6.

distribution warehouse from the early 1920s until ca. 1940. By 1949, the Stand Sheet Metal Marine Plumbers company operated a warehouse and machine shop in the building. Lukacs L. Electric Equipment was located in 326 Ritch Street from ca. 1964 until at least 1982. In 1986, the building was used as a warehouse.


322-326 Ritch Street

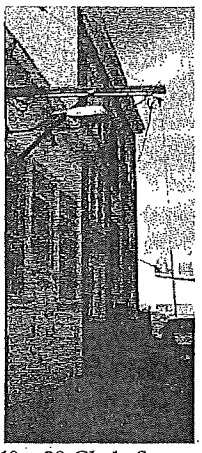
The building is associated with the Morgan Oyster Company, which constructed the building as a stable for wagons and horses. J.S. Morgan began the Morgan Oyster Company in 1851 to satisfy the culinary desires of wealthy San Franciscans originally from the East Coast. At the time, oyster companies imported oysters from Washington's Shoalwater Bay, selling some immediately and placing the rest on oyster beds in the San Francisco Bay to keep them fresh. In 1869, the Morgan Oyster Company brought the first car of eastern seed oysters to the west coast via rail. This experiment proved profitable: seed oysters were cheaper, shipping costs lower and eastern oysters larger and milder in taste. Seed oysters were transplanted into beds in the Bay. The Morgan Oyster Company acquired local competitors such as A. Booth & Company, the first oyster importer in the Bay Area, and E. Terry & Company, the largest wholesale oyster firm in the late 1870s. By 1885, only two companies remained in the oyster business, of which the Morgan Oyster Company was the larger. By the mid-1880s, the company controlled between 1,500 and 2,000 acres of tideland, most of which was used for oyster beds. Public fears of bay pollution affected demand for oysters, and oyster production in the San Francisco Bay area halved between 1899 and 1904. Production again halved by 1908 due to failure of the oysters. The Morgan Oyster Company made a large investment in shipping seed oysters to Humboldt Bay in 1910-11, but this venture failed. The company fell into financial straits following this failed effort and was eventually sold to the Consolidated Oyster Company in 1921. The Morgan Oyster Company's processing and packing plant was located across Ritch Street at 614 Third Street, beginning ca. 1889. At the time the stable was constructed, the industry had already begun to decline and the significance and influence of the Morgan Oyster Company was greatly reduced. However, the association of 322-26 Ritch Street with the company is significant because the processing and packing plant on 3rd Street was demolished and replaced with the building at 630 3rd Street in 1924. Thus, 322-26 Ritch Street appears to be the only remaining building that represents the important existence of the company in San Francisco.

The building is also associated with the Alhambra Water Company, which supplied "pure drinking water for offices and homes." The company was founded in 1902 by Loren Lasell, a New York native who settled in Martinez, California, in 1884. Called "the merchant prince of Contra Costa County," Lasell was a successful businessman who operated the Emporium of Contra Costa County, the largest department store in the area as of 1926. His 300-acre ranch in the Alhambra Valley contained springs whose water Lasell bottled and delivered to Oakland and San Francisco. The Alhambra Water Company was sold to Foremost-McKesson in 1954. 322 - 326 Ritch Street was not associated with the Alhambra Water Company at its inception and was not the company headquarters. Therefore, the association of 322 - 326 Ritch Street with the company does not make this contributing property individually significant.[10]

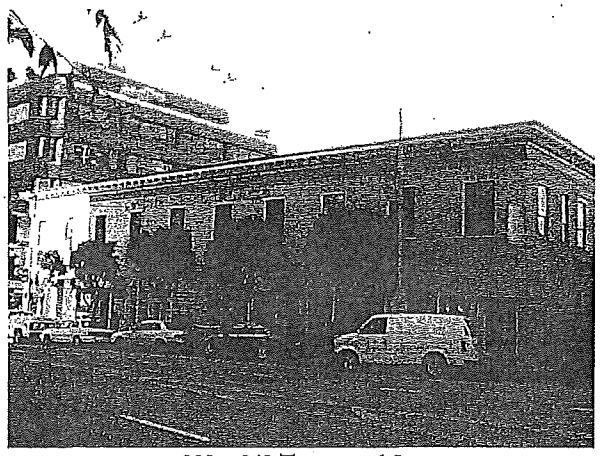
[10] Page & Turnbull, DPR 523B form for 322-326 Ritch Street (August 2008): 4.

18 – 28 Clyde Street (1907)

18 Clyde Street was constructed in 1907 as a wood-frame Romeo Flats building with six units. At the time of construction, a few other residential flats and single family dwellings were also being built on Clyde and Ritch streets. However, by 1950, it was the only residence in the SEHD Addition. (Also, there exists only one historic residential building, 555 – 559 Second Street, in South End Historic District). The units were occupied by working class people. Some units housed long-term residents, while others had a steady stream of transients. Long-term residents included Herman and Hattie Wiley, who lived at 18 Clyde Street from at least 1953 to ca. 1982; Willie Hawkins, a construction worker for Laurie Paving who lived at 24 Clyde Street from ca. 1963 to ca. 1978; and Samuel Campbell, an attendant for Trader Vic's parking lot who lived at 22 Clyde Street from ca. 1963 to ca. 1973. Residents of 18 – 28 Clyde Street held occupations such as: shoe shiner, porter at the Mark Hopkins Hotel, longshoreman, station attendant, cement finisher, nurse's aid, janitor for Lucky Stores, airplane cleaner, coach cleaner, and construction worker.



18 – 28 Clyde Street



228 – 242 Townsend Street

228 – 242 Townsend Street (1909)

228 – 242 Townsend Street was constructed in 1909 for Mary McMillan by J. Charles Flugger. Hotel proprietor Mary McMillan may be related to Robert McMillan, the real estate businessman who developed 45 Lusk Street, the adjacent property to the north. Robert McMillan was known for being a descendant of a San Francisco pioneer family. The building was first used as a hotel with stores and a saloon on the ground floor. In 1940 and 1945, 236 Townsend Street was listed in the San Francisco City Directory as Aunt Mary's Hotel and Dining Room. From ca. 1953 to after 1982, 236 Townsend Street was occupied by the New Pullman Hotel. This name referred back to the earlier years of hotel operation when 236 Townsend Street housed African American Pullman porters for the nearby Southern Pacific Railroad. From the 1880s to the 1940s, all the porters on the passenger cars were black, and the hotel was one of the few that allowed them to board. After numerous demonstrations, San Francisco's hotels integrated in 1964.

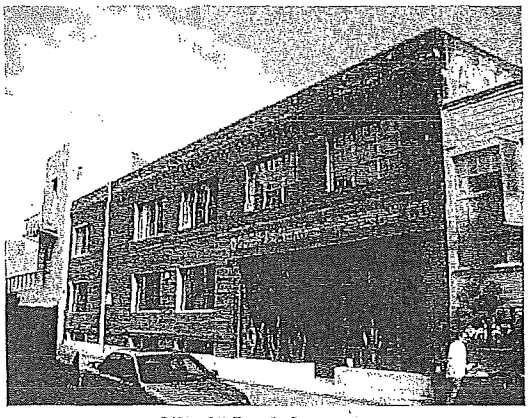
The commercial spaces contained enterprises such as the New Luncheonette (228 Townsend Street from ca. 1958 to after 1982), New Home Missionary Baptist Church (230 Townsend Street from ca. 1958 to ca. 1963), and James Pool Room (234 Townsend Street from ca. 1963 to ca. after 1982). 236 – 242 Townsend Street were vacant from ca. 1973 to after 1982. It now contains several offices and stores.

In addition to being a contributing resource to the SEHD Addition, 228 – 242 Townsend Street appears to be individually eligible for the National Register under Criterion A (Events) because the residential hotel was one of the few that was used for many years to sleep African American Pullman porters for the Southern Pacific Railroad.

435 Brannan Street (1910)

435 Brannan Street was constructed in 1910 as an industrial building for H. Levi & Co. The original owner was Herman Levi. 435 Brannan Street first appears on the 1913 Sanborn map. It is labeled as "Baker & Hamilton Iron Storage" and features corrugated iron on studding and two rows of structural wood posts. 435 Brannan Street and its site was owned by H. Levi & Co. from 1906 to 1923 and rented out to other businesses. From 1923 to 1940, it was owned and occupied by the Austin-Western Road Machinery Company. This company manufactured machines such as rollers, jaw crushers, bucket elevators, street sweepers, street sprinklers, road oilers, dump wagons, and graders. The building was owned by Paul M. Paulsen and Family from 1940 through 2008. Hercules Equipment & Rubber, Inc. occupied the space from 1940 through at least 1982. In 1941, builder George Wagner reconstructed the north and west walls in the Art Moderne style, and finished them with stucco and steel windows for the Hercules Equipment & Rubber Co. At the time of the 1950 Sanborn Map, the building was also occupied by the Standard Rubber Co., which manufactured molded rubber goods and gaskets. The Gasket Shop, Inc. also shared the space from ca. 1953 to ca. 1970. Golden Rainbow occupied the building from ca. 1987 through ca. 1994. In 2008, it is occupied by CompuMentor (also known as TechSoup).[11]

435 Brannan Street


25 – 35 Lusk Street

25 – 35 Lusk Street (1917)

25 – 35 Lusk Street was constructed of brick with sandstone trim for the Ogden Packing and Provision Co. At the time, Lusk Street was known as Crooks Street, and the address of the building was 25 Crooks Street. It was originally used as a cold storage warehouse. Ogden Packing and Provision Co. was an agent for J. Meyers & Co., packers and shippers of wholesale fresh and corned meats.[12] In 1933, McIntyre Packing Co., J. Meyers & Co. (butchers), and L.J. Stoos Sales Co. leased the space. San Francisco Water Company records indicate that the building was vacant from 1938 – 1952.[13] Lutz Tire & Supply Co. occupied 25 – 35 Lusk Street from ca. 1953 to ca. 1963. In 1968, the "Vocational Evaluation Program

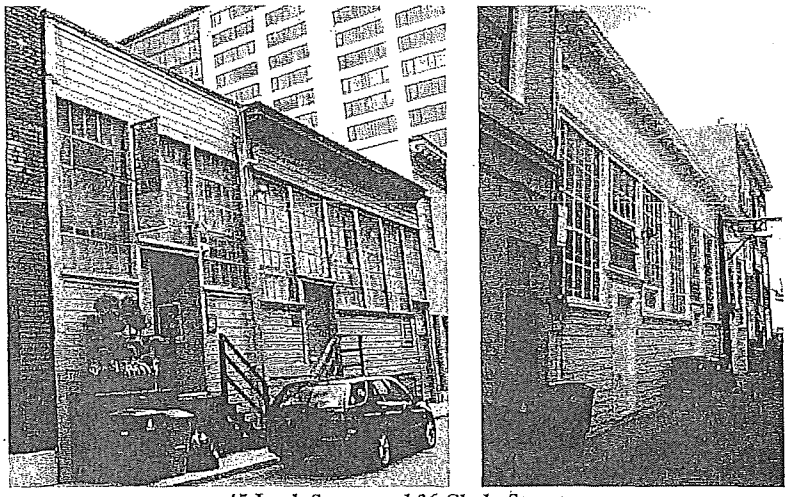
[11] Page & Turnbull, DPR 523B form for 435 Brannan Street (August 2008): 3.
[12] The Foundation for San Francisco's Architectural Heritage, Field Survey Form- Buildings (July 1980).
[13] Architectural Resources Group, "25 Lusk Street, San Francisco, CA: California Environmental Quality Act Analysis" (18 October 2005): 3.

Aid to Retarded Children" was listed at the address. Westcoast Films distributor was located there from ca. 1973 to at least 1982.

25 – 35 Lusk Street is associated with Ogden Packing and Provision Co., which was organized by a group of men in 1901 as the Ogden Packing Company. The first packing plant was built in 1906 in Ogden, Utah, and was reportedly the largest meat packing plant west of the Missouri River and comparable to large eastern plants in its output. During the 1910s, the Ogden Livestock Yards was the 12th largest livestock yard in the United States. Fresh pork, beef, mutton, veal, lamb, ham, bacon, sausage, cooking compounds, lard, tallow, and fertilizer were shipped into all regions of the United States and abroad. In addition to the main plant in Ogden, the company had branches in Salt Lake City, Price, Butte, Los Angeles, and San Francisco. Both California facilities were completed in 1917, at the height of the company's production success. After the First World War, demand dropped. Not only was the government not buying as much canned goods and meet for the troops, but postwar recession caused the average family to cut back on its purchases. 25 – 35 Lusk Street was not associated with Ogden Packing and Provision Co. at its inception and was not the company headquarters. Therefore, the association of 25 – 35 Lusk Street with the company does not make this contributing property individually significant.

25 – 35 Lusk Street was previously given a "C" rating from San Francisco Architectural Heritage survey (1982) and Unreinforced Masonry Building (UMB) Survey (1990), indicating that it is of contextual importance. Buildings rated "C' are those "that are distinguished by scale, materials, compositional treatment, cornice, and other features. These buildings provide the setting for more important buildings and add visual richness and character to the downtown area. Many C-group buildings may be eligible for the National Register of Historic Places or as part of future historic districts."[14] As part of the South of Market Area Plan, it was given a rating of "NS," or Not Significant. Though the integrity of the building has been somewhat compromised by alterations to the fenestration and entrances, it has sufficient architectural integrity to be included as a contextual resource in the SEHD Addition. This determination is supported by Architectural Resources Group (ARG), who evaluated the property for CEQA in 2005 and stated that "the existing building shares a style, massing, use, and architectural detailings in keeping with that defining the adjacent [South End Historic] [D]istrict.[15] ARG also stated in the document that the building would be preliminarily eligible for listing on the California Register of Historic Resources under Criterion 1.[16]

[14] Ibid: 1.
[15] Ibid: 3.
[16] Ibid: 9.



45 Lusk Street and 36 Clyde Street

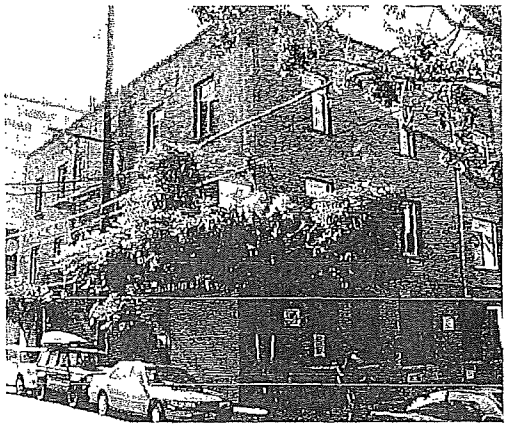
45 Lusk Street (1922) and 36 Clyde Street (1923)

45 Lusk Street and 36 Clyde Street were constructed in 1922 and 1923, respectively, as adjacent and connected industrial buildings. San Francisco Architectural Heritage records show that at least 45 Lusk Street was developed by Robert McMillan. The buildings first appear on the 1950 Sanborn Map and are labeled together as a print warehouse. Lusk Street was called Crook Street at that time. San Francisco City Directory information is incomplete, but in 1940, 36 Clyde was occupied by L.R. Steinberg and the McNeill-Steinberg Manufacturing Co. Michael Ferrar is listed at 36 Clyde Street in 1977 and Nicole Henkin in 1982. Also in 1982, Art For All Occasions was located at 45 Lusk Street.

45 Lusk Street is associated with Robert McMillan, a real estate businessman who came from a well-known San Francisco pioneer family. During the fire of 1906, he was in charge of the Masonic relief organization, and was a past commander of Golden Gate Commandery No. 16. He was also the son of Daniel McMillan, a former San Francisco Supervisor.[17]

330 Ritch Street (1920)

330 Ritch Street was constructed in 1920 as a warehouse for William Stuart and the Union Feed Co. Ltd. 330 Ritch Street is an example of a brick industrial building in the South of Market Area. According to the 1913 Sanborn Map, prior to construction of the present building, the property was occupied by a residential flats building and single family dwelling that were separated by an empty lot. Union Feed Co. Ltd. was located at 330 Ritch Street in 1920. The California Hawaiian Manufacturing Co. occupied the building in 1927. The 1933 Reverse City Directory lists L.W. Gorman, hay grain and feed, as the occupant. In 1940, Magra Sprayer & Chemical Co. Inc. leased the space.



330 Ritch Street

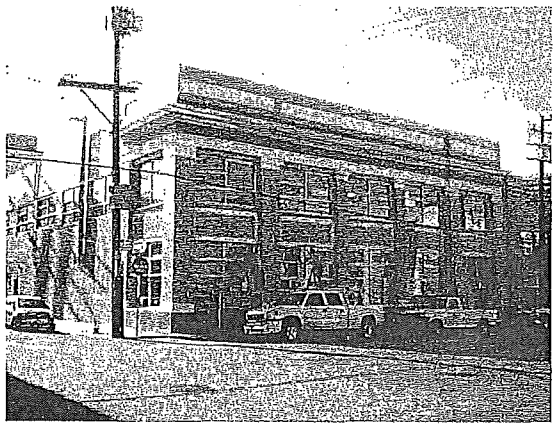
[17] Page & Turnbull, DPR 523B form for 36 Clyde Street/45 Lusk Street (August 2008): 4.

McNeill-Steinberg Manufacturing Co. was located at 330 Ritch Street in 1945. 330 Ritch Street first appears on the 1950 Sanborn Map and is labeled as "wholesale drugs." From ca. 1953 to ca. 1963, the warehouse was occupied by Lou Fremy, Inc., which was listed in San Francisco City Directories as dealing in wholesale drugs or cosmetic distribution. From ca. 1968 to ca. 1978, the building housed the Ritch Street Health Club, and in 1982, Club San Francisco occupied this location. In 1989, the building was used by Tony Saab as a restaurant on the ground floor with offices above. According to the Landmarks Preservation Advisory Board Architectural Survey Field Form, the building once contained the S.F. Pie Co., though the dates are unknown.[18]

415 Brannan Street (1923)

415 Brannan Street is located on the southeast corner of Brannan and Ritch streets, and was constructed in 1923 for Bothin Real Estate Co. by architect Arthur S. Bugbee.[19] The architect and developer also constructed 425 Brannan Street on the southwest corner of Brannan and Ritch streets the following year. The building contained several short-lived lessees. No information was found for the original occupant, but Wayne Company, a division of Boyle-Dayton gasoline pumps manufacturer, leased the building in 1933. Fiberglas Engineering and Supply were occupants in 1953; The Bird-Archer Co., chemical manufacturers, in 1958; Golden Pacific Foods, cheese producrers, in 1963; G&G Products Co., food brokers, in 1968; Coldwell Color Cards and Bowles Printing Corp. in 1973; and Gille Rolf Import Co. from 1978 to at least 1982.

415 Brannan Street



425 Brannan Street

425 Brannan Street (1924)

425 Brannan Street was constructed in 1924 as an industrial building for Bothin Real Estate Co. by architect Arthur S. Bugbee and builders Buschke & Brown. Bothin Real Estate Co. owned the building from 1922 to 1970 and leased the space to others. From 1924 to ca. 1933, the building was occupied by S.F. Bowser & Co., which manufacturing oil tanks and self-measuring pumps. Also in 1933, American Bank Check Co., H.L. Hudson, and E.C. Marsh (manager of S.F. Bowser & Co.) were listed at the address in the City Directories. From ca. 1940 to ca. 1950, the Envelope Corp. occupied the building. Western Lithograph Co. was also listed in 1940. Allied Electricity Equipment Co. leased the building in 1953,

[18] Page & Turnbull, DPR 523B form 330 Ritch Street (August 2008): 4.

[19] The Foundation for San Francisco's Architectural Heritage, Field Survey Form- Buildings (July 1980).

and Republic Engraving & Design Co. was located there from ca. 1958 to ca. 1978. Independent Wholesale Drug Co. Inc. was also listed there in 1963, the accounting department of KQED Television leased space in 1968, and International Exchange Press was listed from ca. 1973 to after 1982. Quinby's Inc. was located at the address in 1988. In 1995, S.F. Weekly leased the building. In 2000, the building housed telecommunications equipment.

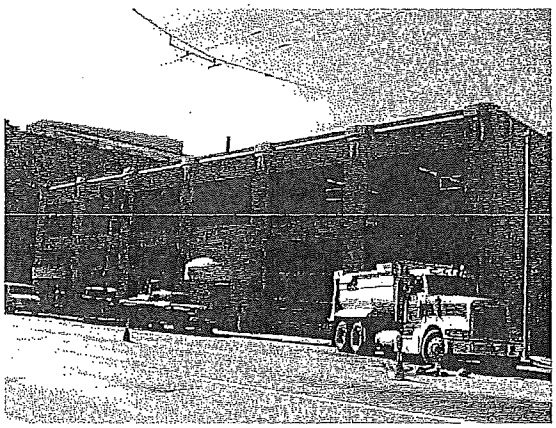
415 and 425 Brannan Street are associated with the Bothin Real Estate Co. Henry E. Bothin, born in Ohio in 1853, came to California around 1875. He later was director of Pacific Gas & Electric, the Natoma Co. and the Sausalito Land & Ferry Co. After the 1906 Earthquake, he organized the Bothin Real Estate Co., which included his own large holdings. When he died in 1923, he was considered one of the wealthiest individual owners of downtown property in San Francisco. Bothin died before the 415 and 425 Brannan Street were constructed.[20]

630 Third Street (1924)

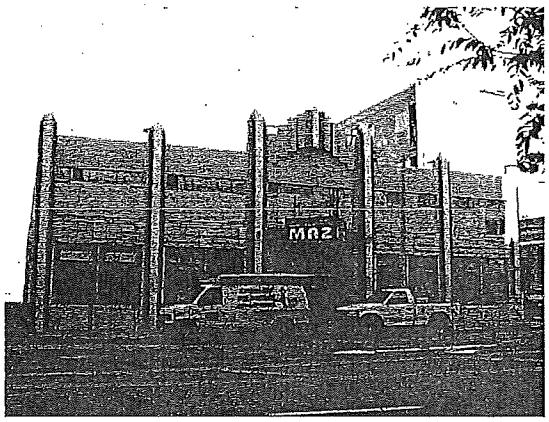
630 Third Street was constructed in 1924 as a warehouse for Colgate & Co. (later known at Colgate-Palmolive-Peet Co.) by contractor George Wagner Inc. The original owner was Walter H. Sullivan Inc., but the property was sold to Colgate & Co. on 9 February 1925.[21] The building replaced a previous building that was designed by Edward J. Vogel in July 1906 for the Morgan Oyster Co. (see 322 – 326 Ritch Street for more information). The Morgan Oyster Co. had been located on the same parcel before the 1906 Earthquake. 630 Third Street was constructed to include its own rail spur that terminated at the south side of the building on parcel 3787-007. Colgate-Palmolve-Peet Co. used the building as an office and warehouse for soaps, powders, and perfumes. The building was occupied by Maison Juerelle Inc., cosmetics, in 1933. In 1940, Hazard Wire Rope Co., Reading Pratt & Cady, American Chain & Cable Co., E.O. Johnstone, Wright Manufacturing Co., Manlay Manufacturing Co., George H. Luce, and Reading Steel Cashing Co. were listed at the address in the reverse City Directory. From ca. 1940 to ca. 1963, Fairbanks Morse & Co., machine dealers in scales, diesel, gasoline engines, electric motors, irrigating machinery, and plumbing machinery, occupied the building. From ca. 1968 to ca. 1978, Product Development Co., telephone directory distributors, were listed at the address. Newell Color Lab, a photo developer, was located there in 1982.

630 Third Street was surveyed and included in the 1990 *South End Historic District Case Report* documentation, but was not included within the boundaries of the accompanying South End Historic District map. Therefore, the property is being included in the SEHD Addition.

[20] Page & Turnbull, DPR 523B form for 425 Brannan Street (August 2008): 3.
[21] Anne Bloomfield, "Architectural Survey- Chain of Title" form for 630 Third Street (1988).



630 3rd Street



224 Townsend Street

224 Townsend Street

224 Townsend Street was constructed in 1935 as a pump warehouse for Henry Wagreich. It was designed by engineer A.C. Griewank, who also designed an Art Deco-style industrial building for the Eng-Skell Co. at 1035 Howard Street in 1930. 224 Townsend Street was occupied by Worthington Pump and Machinery Corp. (later known as Worthington Corp.) from ca. 1940 to ca. 1965. From ca. 1968 to ca. 1973, the building was occupied by Robinson Harper & Co. manufacturing agents. Conolidated Electrical Distributors West, Inc., were listed at the address in 1978, and Morgan Graphic Supply was listed in 1982. In 1988, it was used for storage and as a military materials warehouse. In 2008, San Francisco MAZ occupies the building.

Architects

Edward J. Vogel

322 -326 Ritch Street (1906) is associated with architect Edward J. Vogel. Little information was found on Vogel at the San Francisco Public Library, the City of San Francisco, or SF Architectural Heritage. It is known that he emigrated from Ireland to Sacramento and later moved to San Francisco. He was an architect who designed over 30 residential, industrial, and commercial buildings in San Francisco in the 1890s alone.

John Charles Flugger

228 – 242 Townsend Street (1909) was constructed by John Charles Flugger, a San Francisco architect who practiced from at least 1902 to 1923. He designed many buildings in the two years following the 1906 Earthquake and Fire. Several were located in the Richmond District, including residences at 853 – 855 Arguello Boulevard, 144 – 146 Lake Street, 766 – 768 Second Avenue, 640 – 642 Fourth Avenue, and 372 Seventh Avenue, which were all designed in 1908. Flugger also lived in the Richmond District at 782 Second Avenue. In addition, he designed a large livery stable and several loft buildings.

Arthur S. Bugbee

The architect of 415 Brannan Street (1923) and 425 Brannan Street (1924) was Arthur S. Bugbee. Bugbee designed a number of industrial, commercial, and residential buildings in the Bay Area from about 1915 until the late 1920s. He worked on several projects for Bothin Real Estate Co. in the 1920s. He and partner William E. Schirmer were known for

their high-end apartment buildings in Oakland. Shirmer & Bugbee Co., which operated from 1920 to 1927, also worked on at least two car dealerships, Krestellar Motor Company (now S&C Motors) at 2001 Market Street (1920) and the Arthur Kiel Showroom at 2343 Broadway in downtown Oakland (1925). Only Bugbee's name is listed on the building permit for 415 and 425 Brannan Street. The two buildings are representative examples of Bugbee's work in the South of Market neighborhood.

George Wagner

Builder George Wagner constructed 630 Third Street (1924) and remodeled 435 Brannan Street (1941). Wagner (1881 – 1982) was born in San Francisco and graduated from Lowell High School in 1899. He found work in the construction trade, which flourished after the 1906 Earthquake and Fire. Wagner founded the Wagner Construction Company that, in partnership with the architecture firm Bakewell & Brown, constructed San Francisco City Hall in 1915. Wagner is also known for constructing Mather Field near Sacramento during World War II, the medical-dental building at 490 Post Street, the Oakland City Hall, Alameda County Courthouse, and the Paramount Theater in Oakland. In 1945, he formed a partnership with builder Adrian Martinez and the new Wagner-Martinez Co. built many of the major buildings at Stanford University, including the medical center. Wagner worked until his late 80s. In the South of Market area, Wagner also constructed 85 Columbia Square Street (1921), 1019-1021 Mission Street (1922), 927-931 Howard Street (1923), 414 Brannan Street (1924), 921 Howard Street (1924), and 1061 Howard Street (1935 alteration). Both buildings appear to be representative examples of Wagner's industrial projects, though he is better known for his larger projects.

A.C. Griewank

224 Townsend Street (1935) was designed by A.C. Griewank, an engineer who also designed the Art Deco industrial building for the Eng-Skell Co. at 1035 Howard Street (1930). Both buildings feature fluted pilasters that divide the bays and a three-dimensional, stepped triangular parapet over the primary entrance. No information could be found about designer A.C. Griewank at the City of San Francisco, the San Francisco Public Library, and San Francisco Heritage.

Integrity

Ten of twelve contributing buildings have been modified, notably with door and window replacements. 45 Lusk Street and 36 Clyde Street appear to have had very few exterior changes. All of the buildings retain their original massing, subtle detail, and ornament. 25 – 35 Lusk Street features an altered fenestration pattern, but retains its brick corbelling and original painted signage. 435 Brannan Street was altered to the Art Moderne style, but the alterations are now over fifty years old. Most of the warehouses appear to still be used for industrial purposes, except for 25 – 35 Lusk Street, which was converted to commercial space. Therefore, the overall SEHD Addition retains integrity of location, design, workmanship, feeling, and association. The replacement of doors and windows has diminished integrity of materials. The surrounding area has experienced redevelopment, including the construction of mixed-use and loft/condominium buildings, which somewhat compromises the integrity of setting. Nevertheless, the connection to the east with the South End Historic District remains intact. The SEHD Addition continues to convey its mixed-use, but largely industrial, post-quake history. Therefore, as a whole, the SEHD Addition retains historic integrity, and is a strong visual extension of the existing Historic District.

Significance

The significance of the SEHD Addition follows the revised significance criteria for the South End Historic District as identified in Page & Turnbull's *South End Historic District National Register Certification* (26 June 2008). This document

updated the information presented in the *South End Historic District Case Report* (5 February 1990) by reevaluating buildings that were altered or replaced and finding inconsistencies between the buildings that were surveyed in the original report and those that were included in the map. The Historic District's period of significance covers 1867 to 1935, which "comprises the era during which the waterfront was a vital part of the city's and nation's maritime commerce."[22]

The significance of the SEHD Addition is rooted in the cohesiveness of the type and period of construction, as well as the context of reconstruction in San Francisco's South of Market area after the 1906 Earthquake and Fire. The Historic District is significant for its overall unity of building type, which in turn is indicative of important historical patterns that shaped the neighborhood, such as post-quake construction, industrial development, labor, and working-class culture.

The significant themes for the SEHD Addition are directly related to the statement of significance from *Appendix I to Article 10: South End Historic District* (23 March 1990). This in turn was synthesized from the *South End Historic District Case Report* (5 February 1990).

> History of the area: for decades after the 1849 gold Rush, San Francisco was the principal seaport and connection with the outside world for California and the West Coast. San Francisco's expansion and transformation into one of the most important cities in North America is attributable to the eminence of its port which, because of its sheltered location and deep water, became one of the best-suited on the Pacific Ocean.
>
> The development of warehouses over a 120-year period along the southern waterfront provides a benchmark from which to view architectural and technological responses to the rapid changes of a growing industrial nation state and city. The interdependence of architecture and history can be seen from a look at the evolution of warehouse forms along the southern waterfront. Unlike most other areas of the San Francisco waterfront, the South End district contains an extraordinary concentration of buildings from almost every period of San Francisco's maritime history. Several street fronts – such as Second, Third and Townsend – are characterized by solid walls of brick and reinforced concrete warehouses. With this harmony of scale and materials, the South End Historic District is clearly a visually recognizable place.
>
> One-story warehouses were common in the nineteenth century but rare in the early twentieth due to the increasing cost of land… Multi-story buildings have been more common along the southern waterfront since the turn of the century. After 1906, almost all new warehouses were constructed to be at least three stories in height, and several warehouses on Second and Townsend Streets reached six stories. The invention of the forklift in the 1930s eliminated advantages which multi-story buildings enjoyed over single-story structures. Since 1945, almost all warehouses constructed in the United States have been one story in height. Many multi-story warehouses and industrial buildings have been converted to other uses or are vacant because they have become obsolete for most warehouse or industrial functions.
>
> South End's period of historical significance, 1867 to 1935, comprises the era during which the waterfront became a vital part of the city's and nation's maritime commerce. The buildings of the South End Historic District represent a rich and varied cross-section of the prominent local

[22] Paul A. Lord, Jr. *South End Historic District Case Report* (5 February 1990): 6

> architects and builders of the period. Four buildings remain from the nineteenth century; another four were constructed in the six-year interval preceding the 1906 earthquake. The majority of the buildings were erected between 1906 and 1929, a period during which trade along the waterfront increased dramatically.[23]

In 2000, the San Francisco Landmarks Board adopted the National Register Criteria for evaluating properties. San Francisco has various levels of recognition: Landmarks, Landmark Districts, Structures of Merit, Conservation Districts, Residential Character Districts, and adopted surveys. Properties evaluated for local significance, such as the South End Historic District Addition, are considered eligible for at least one category of recognition.

National Register criteria were not explicitly referenced in the 1990 case report, but the district was designated on the basis of its "special historical, architectural and aesthetic interest and value... as a distinct section of the City."[24] Following Page & Turnbull's *South End Historic District National Register Certification* (26 June 2008), the South End Historic District was incorporated into the National Register of Historic Places in November 2008. The Historic District was determined eligible under National Register Criteria A (Events) and C (Design/Construction). The significance of the SEHD Addition coincides with the significance of the South End Historic District.

More specifically, the SEHD Addition is locally and nationally significant under National Register Criterion A (Events) as a representation of an important trend in development patterns in San Francisco. It is also significant under Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction.

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[23] *Appendix I to Article 10 of the San Francisco Planning Code: South End Historic District* (San Francisco: San Francisco Planning Department, Amended March 23, 1990): 665.
[24] *Ibid.* 663.

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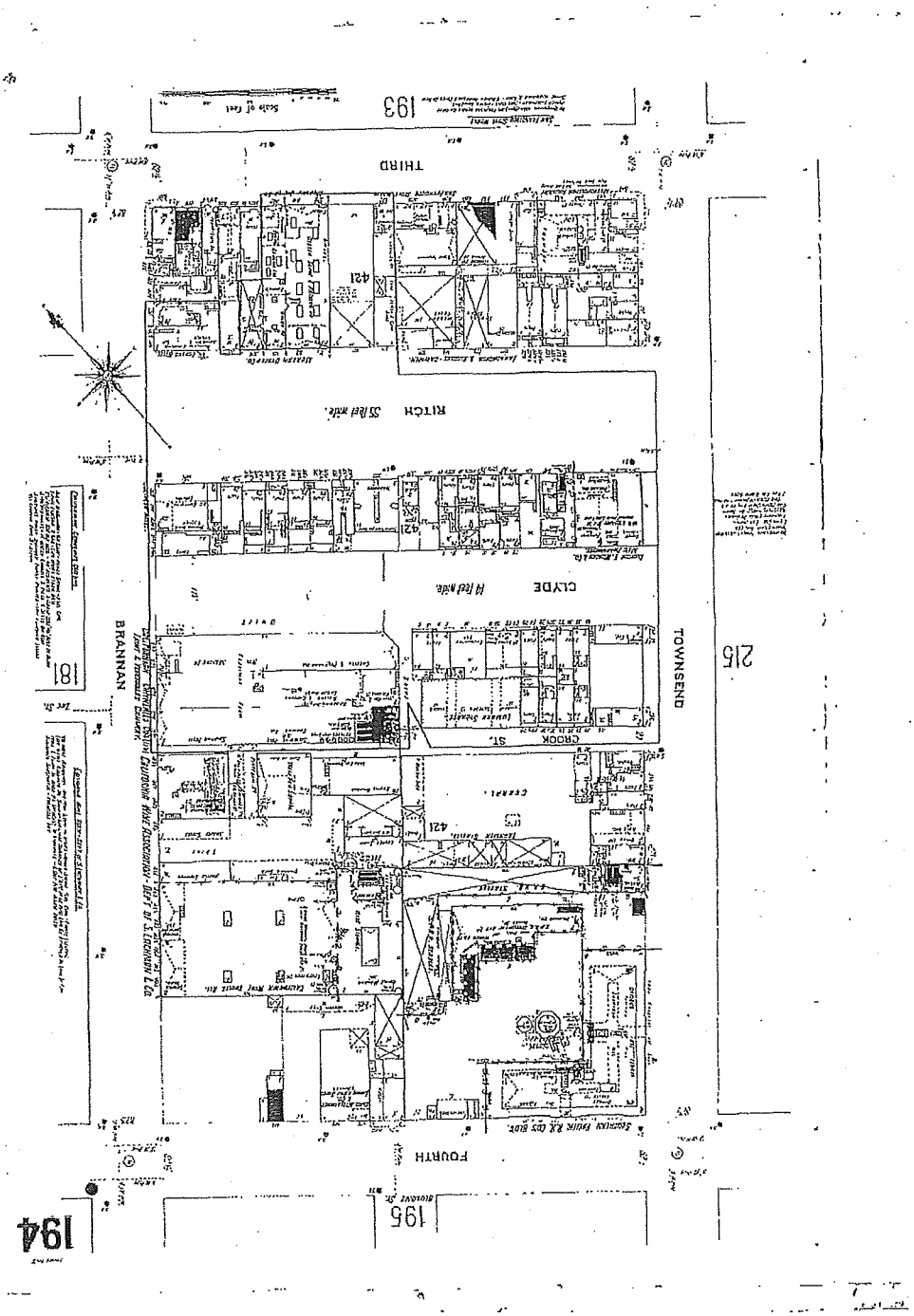
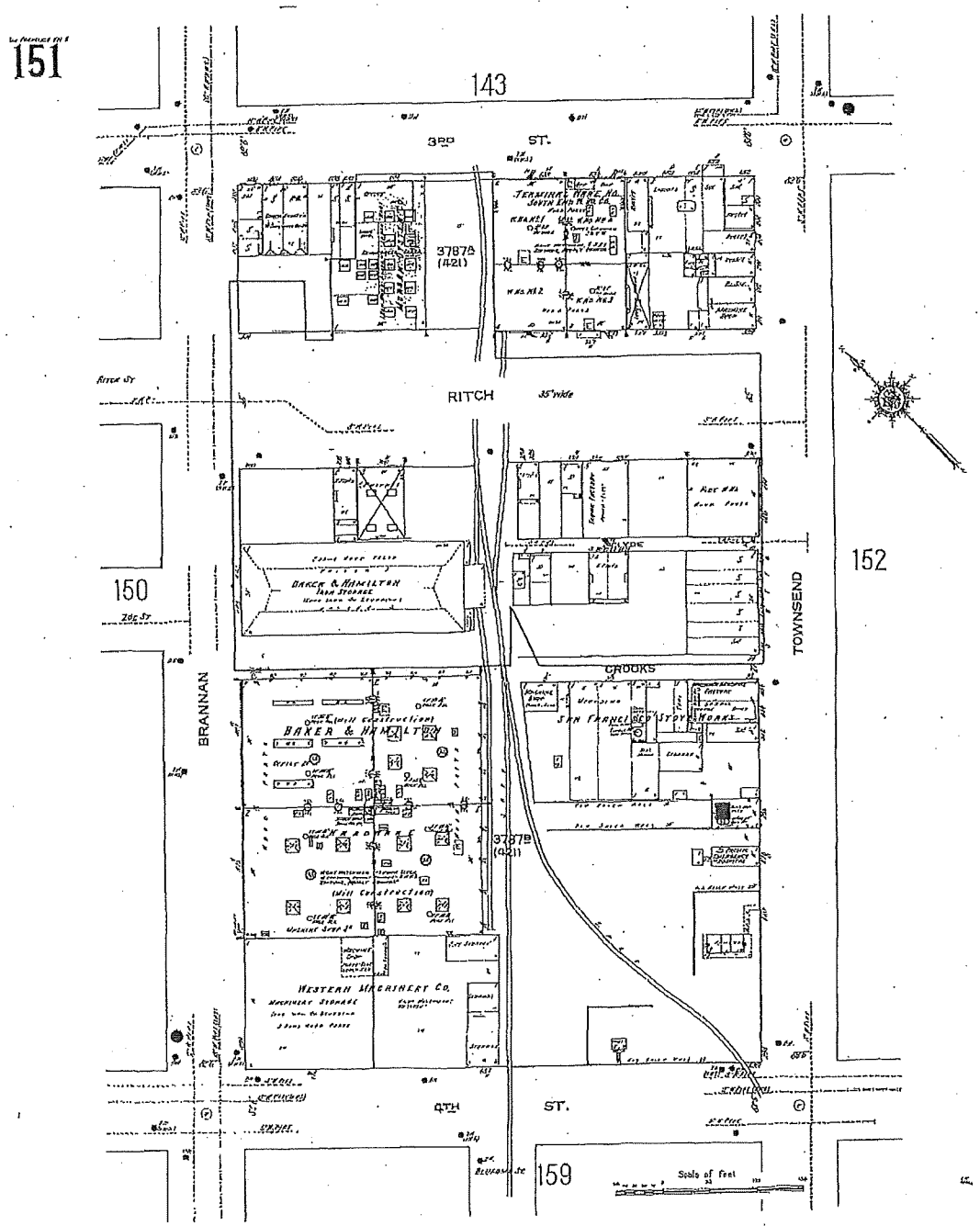
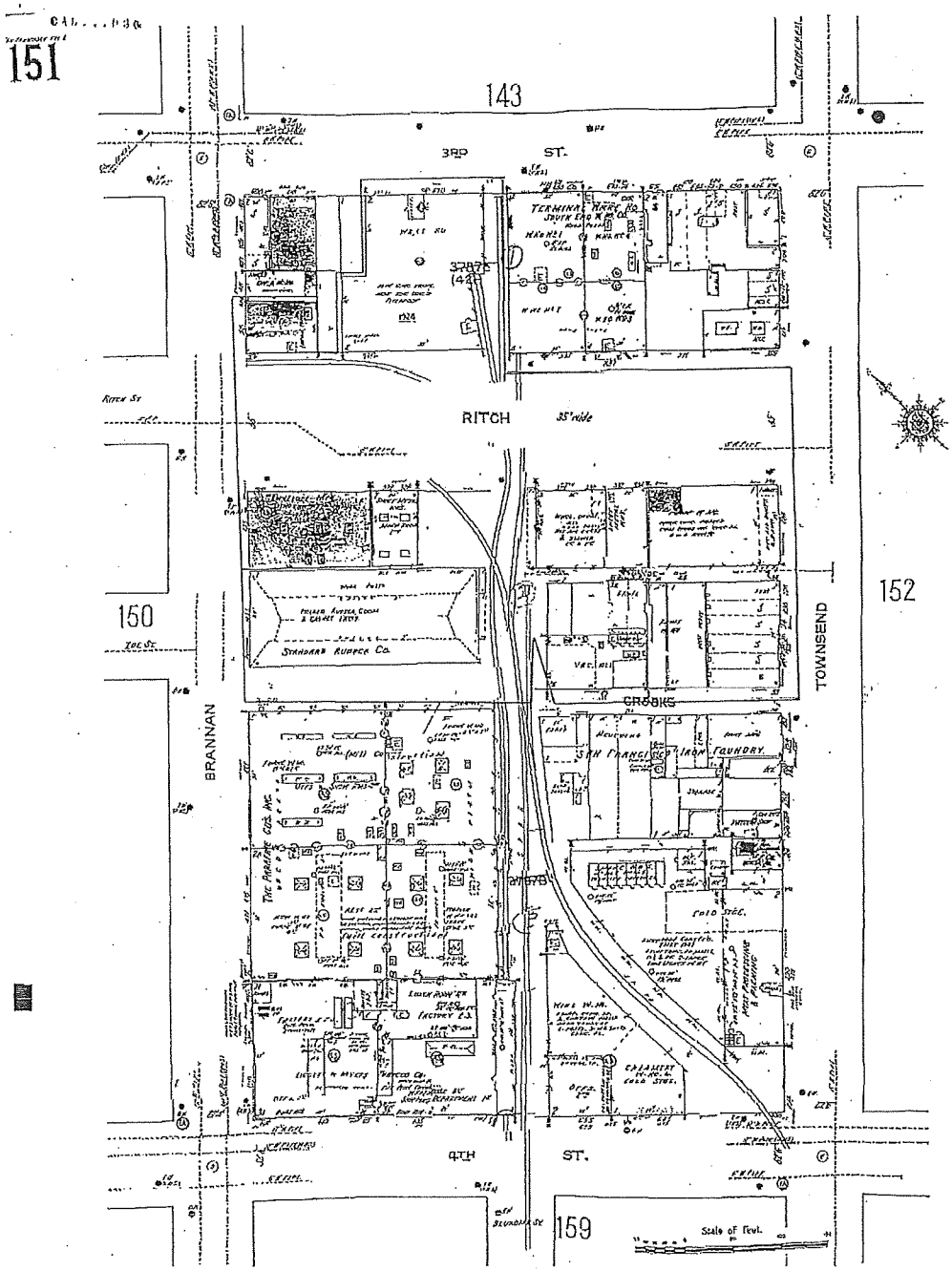


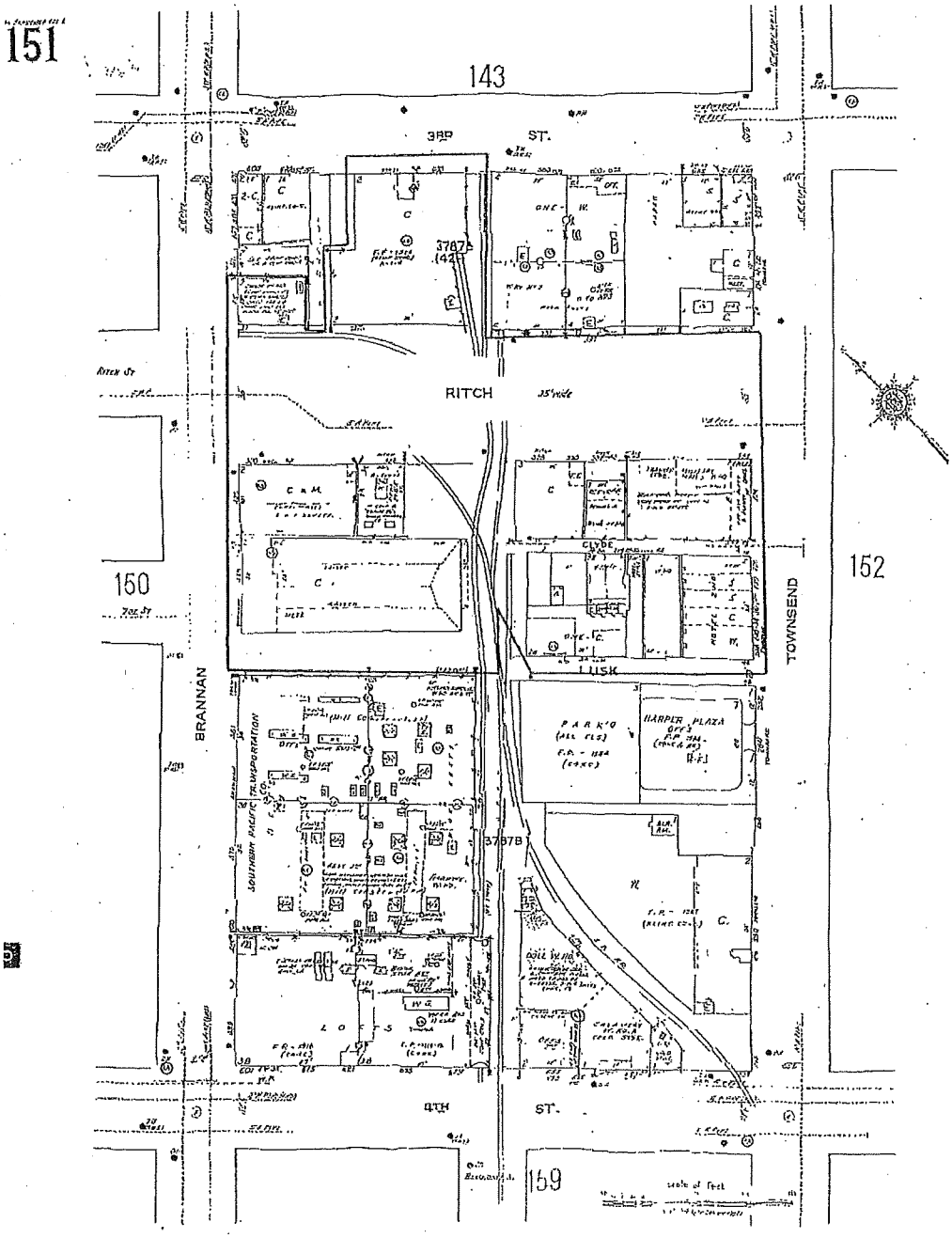
Sanborn Fire Insurance Map, 1889.



Sanborn Fire Insurance Map, 1913.



Sanborn Fire Insurance Map, 1950.



Sanborn Fire Insurance Map, 1998.

SAN FRANCISCO
PLANNING DEPARTMENT

2018 JUL -3 PM 3:51

BY

July 2, 2018

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

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Fax:
415.558.6409

Planning
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Ms. Angela Calvillo, Clerk
Board of Supervisors
City and County of San Francisco
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: **Central SoMa Article 10 and Article 11 Designations**
Transmittal of Planning Department Case Numbers:

2017-004023DES (New Pullman Hotel, 228-248 Townsend Street)
BOS File No: _____ (pending)
2017-002874DES (Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall, 457 Bryant Street)
BOS File No: _____ (pending)
2017-004129DES (Hotel Utah, 500-504 Fourth Street)
BOS File No: _____ (pending)
2017-010250DES (Clyde and Crooks Warehouse Historic District)
BOS File No: _____ (pending)
2017-010156DES (Mint-Mission Conservation District)
BOS File No: _____ (pending)
2018-003615DES (Multiple Property Change in Article 11 Designation)
BOS File No: _____ (pending)
2018-002775DES (Kearny-Market-Mason-Sutter Conservation District Boundary Change)
BOS File No: _____ (pending)

Historic Preservation Commission Recommendation: *Approval*
Planning Commission Recommendation: *Approval*

Dear Ms. Calvillo,

On the following dates the San Francisco Historic Preservation Commission (hereinafter "HPC") conducted duly noticed public hearings at regularly scheduled meetings to consider recommendation for landmark designation of the following properties to the Board of Supervisors:

April 18, 2018

- 228-248 Townsend Street (New Pullman Hotel);
- 500-504 Fourth Street (Hotel Utah);
- 457 Bryant Street (Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall); and
- Clyde and Crooks Warehouse Historic District

The HPC voted to **approve** resolutions to recommend landmark designation pursuant to Article 10 of the Planning Code.

On the following dates the HPC conducted duly noticed public hearings at regularly scheduled meetings to consider recommendation for Article 11 designation of the following properties to the Board of Supervisors:

March 21, 2018
- Change in boundary of the Kearny-Market-Mason-Sutter Conservation District

April 18, 2018
- Change in designation of twenty-six (26) properties

May 2, 2018
- Designation of the Mint-Mission Conservation District

The HPC voted to **approve** resolutions to recommend change in designation pursuant to Article 11 of the Planning Code.

On June 7, 2018 the San Francisco Planning Commission (hereinafter "CPC") conducted a duly noticed public hearing at a regularly scheduled meeting to consider a recommendation for:

- Designation of the Clyde and Crooks Warehouse Historic District;
- Designation of the Mint-Mission Conservation District; and
- Change in boundary of the Kearny-Market-Mason-Sutter Conservation District

The CPC voted to **approve** resolutions to recommend designation pursuant to Article 10 and Article 11 of the Planning Code.

The proposed amendments have been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15060(c)(2).

Please find attached documents relating to the HPC and CPC actions. If you have any questions or require further information please do not hesitate to contact me.

Sincerely,

Aaron D. Starr
Manager of Legislative Affairs

cc: Alisa Somera, Assistant Clerk of the Board
Victoria Wong, City Attorney's Office
Honorable Supervisor Jane Kim
Barbara Lopez, Legislative Aide

Attachments (two copies of the following):

Clyde and Crooks Warehouse Historic District:
- Article 10 Initiation Case Report dated March 21, 2018
- Draft Landmark Designation Report
- Clyde and Crooks Warehouse Historic District Map
- Draft Ordinance
- Historic Preservation Commission Resolutions 947, 955
- Planning Commission Case Report Dated June 7, 2018
- Planning Commission Resolution 20203
- Department of Parks and Recreation (DPR) 523 forms

Mint-Mission Conservation District
- Article 11 Initiation Case Report dated May 2, 2018
- Mint-Mission Conservation District Map
- Draft Ordinance
- Historic Preservation Commission Resolution 957
- Planning Commission Case Report Dated June 7, 2018
- Planning Commission Resolution 20201
- Department of Parks and Recreation (DPR) 523 forms
- Letter from Kwok Pong Lee
- Letter from Dave Chritton, Todd Chritton and Scott Chritton

Kearny-Market-Mason-Sutter Conservation District
- Article 11 Initiation Case Report dated March 21, 2018
- Kearny-Market-Mason-Sutter Conservation District Map
- Draft Ordinance
- Historic Preservation Commission Resolution 948
- Planning Commission Case Report Dated June 7, 2018
- Planning Commission Resolution 20201
- Letter from District 6 Community Planners

Change in Article 11 Designation – Twenty-six (26) properties
- Article 11 Initiation Case Report dated April 18, 2018
- Draft Ordinance
- Historic Preservation Commission Resolution 956
- Property summaries

500-504 4th Street (Hotel Utah)
- Historic Preservation Commission Resolutions 946, 954
- Article 10 Initiation Case Recommendation Memo and Case Report dated April 18, 2018
- Draft Landmark Designation Report
- Letter from SF Heritage
- Draft Ordinance

457 Bryant Street (Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall)
- Historic Preservation Commission Resolutions 945, 953

- Article 10 Initiation Case Recommendation Memo and Case Report dated April 18, 2018
- Draft Landmark Designation Report
- Draft Ordinance

228-248 Townsend Street (New Pullman Hotel)

- Historic Preservation Commission Resolutions 952, 944
- Article 10 Initiation Case Recommendation Memo and Case Report dated April 18, 2018
- Draft Landmark Designation Report
- Draft Ordinance

SUBMITTED + PRESENTED

180720-180726
10/01/18

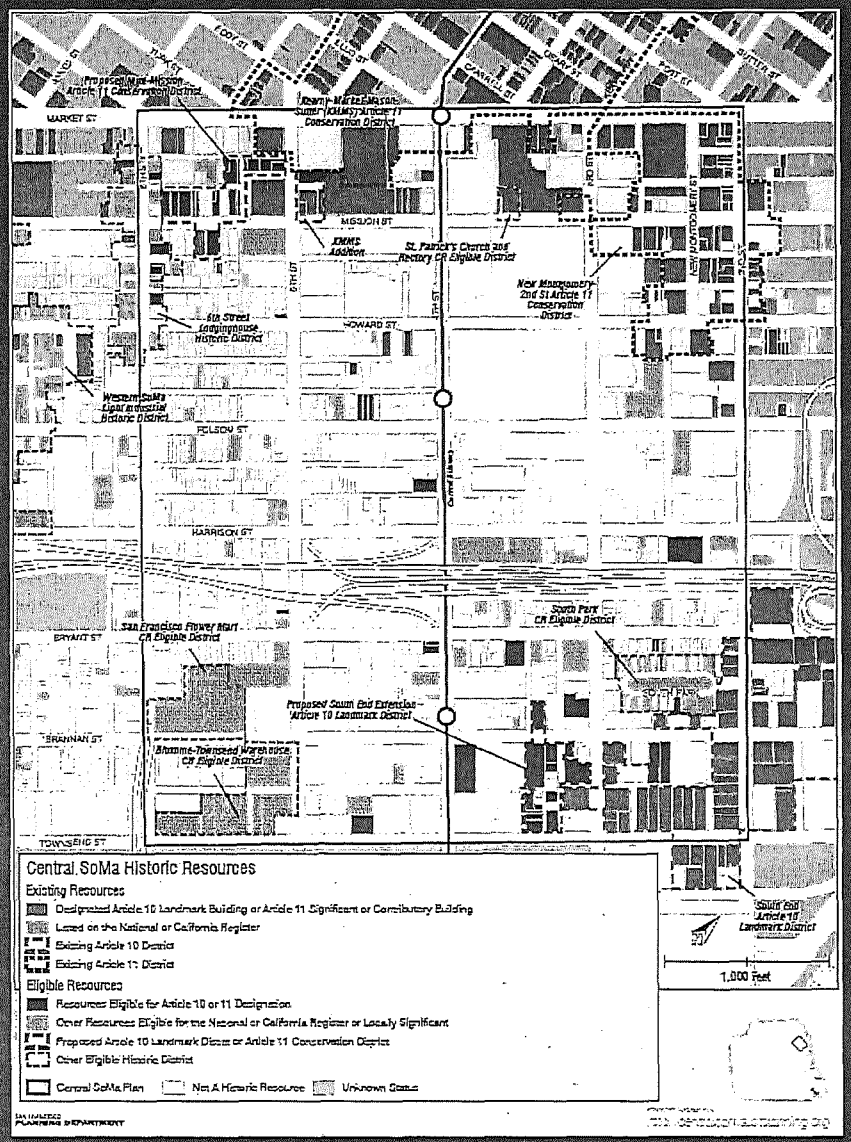
Central SoMa

Article 10 and Article 11 Designations

October 1, 2018

SAN FRANCISCO
PLANNING DEPARTMENT

CENTRAL SOMA HISTORIC RESOURCES SURVEY and HISTORIC CONTEXT STATEMENT



- 134 parcels examined
- 31 properties were determined eligible for the California Register
- 26 previously unrated buildings proposed for a change in rating to Category I-IV
- The Central SoMa Plan survey and historic context statement adopted March 16, 2016

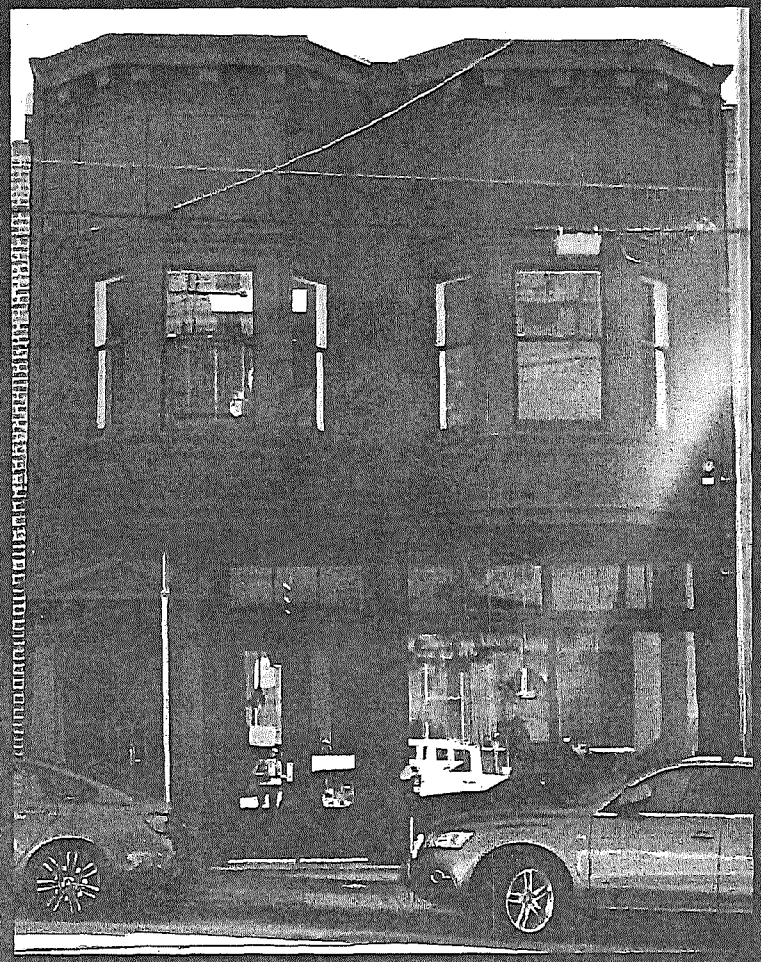
ARTICLE 10
New Pullman Hotel
228-248 Townsend St.
Period of Significance: 1909-1964

ARTICLE 10

Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall

457 Bryant St.

Period of Significance: 1909-1973

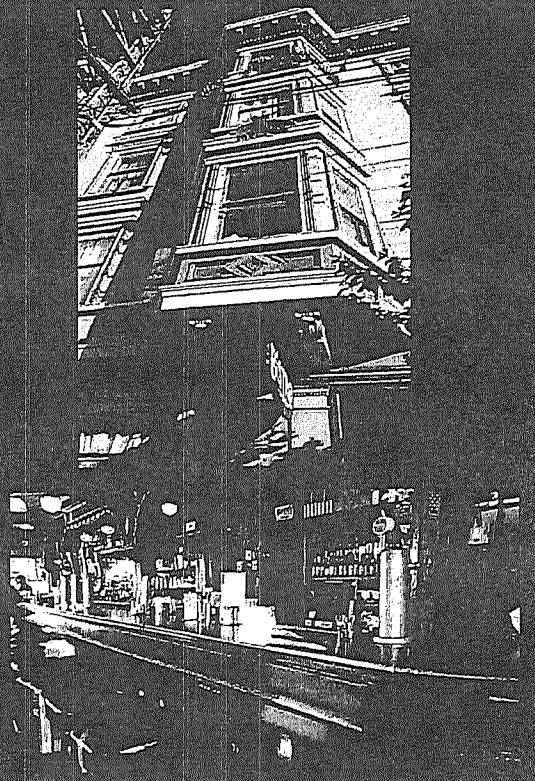


ARTICLE 10

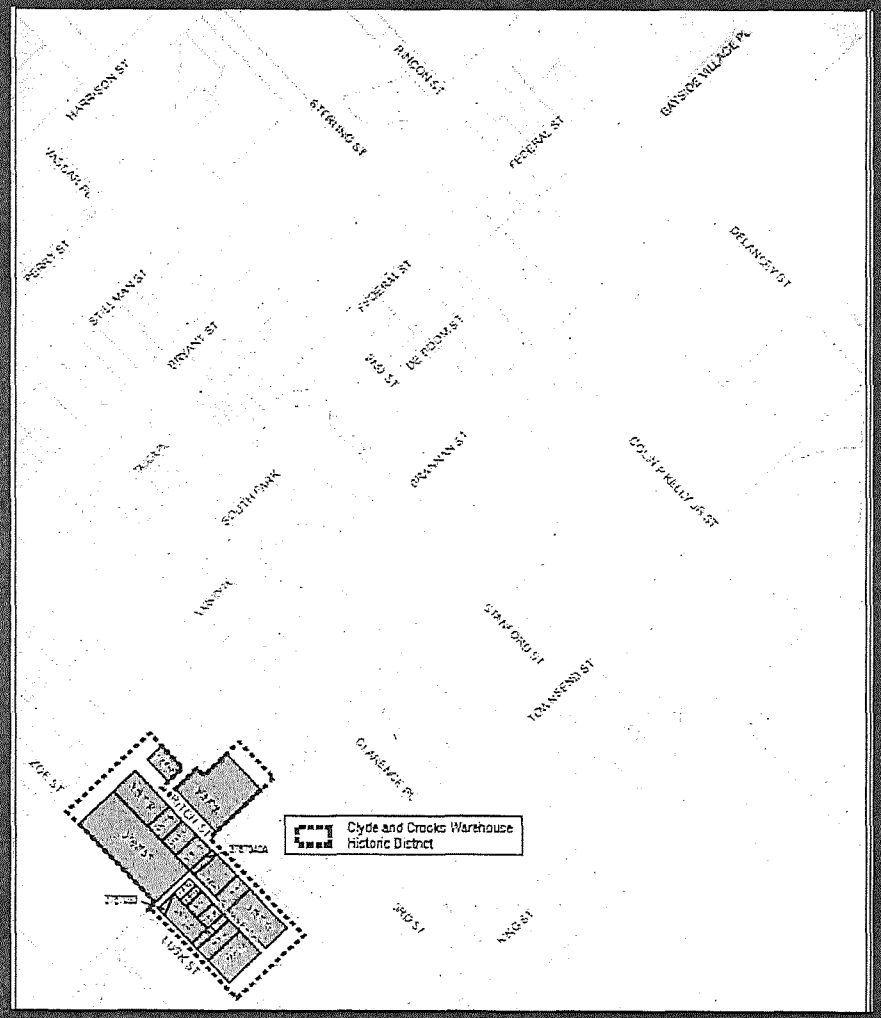
Hotel Utah

500-504 4th Street

Period of Significance: 1908-1947



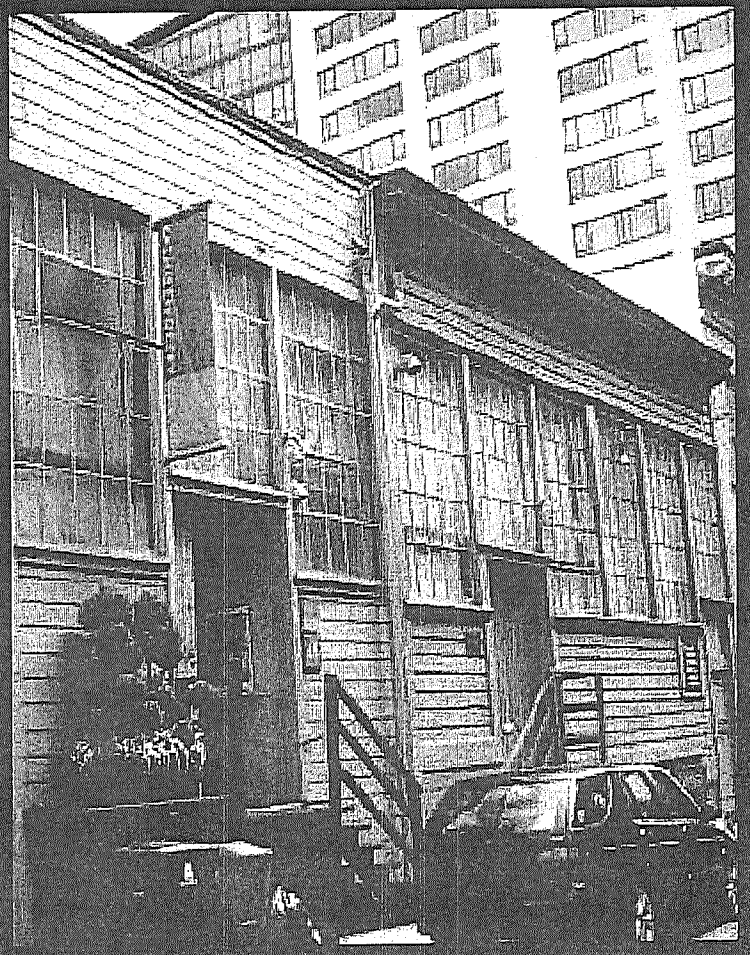
ARTICLE 10
CLYDE AND CROOKS WAREHOUSE HISTORIC DISTRICT



- Bounded by **Brannan, Third, Townsend,** and **Lusk Streets**
- **Nineteen (19)** properties in the district
- **Twelve (12)** contributing buildings
- **Period of Significance: 1906 to 1935**
- Mix of **Industrial, warehouse and residential structures**

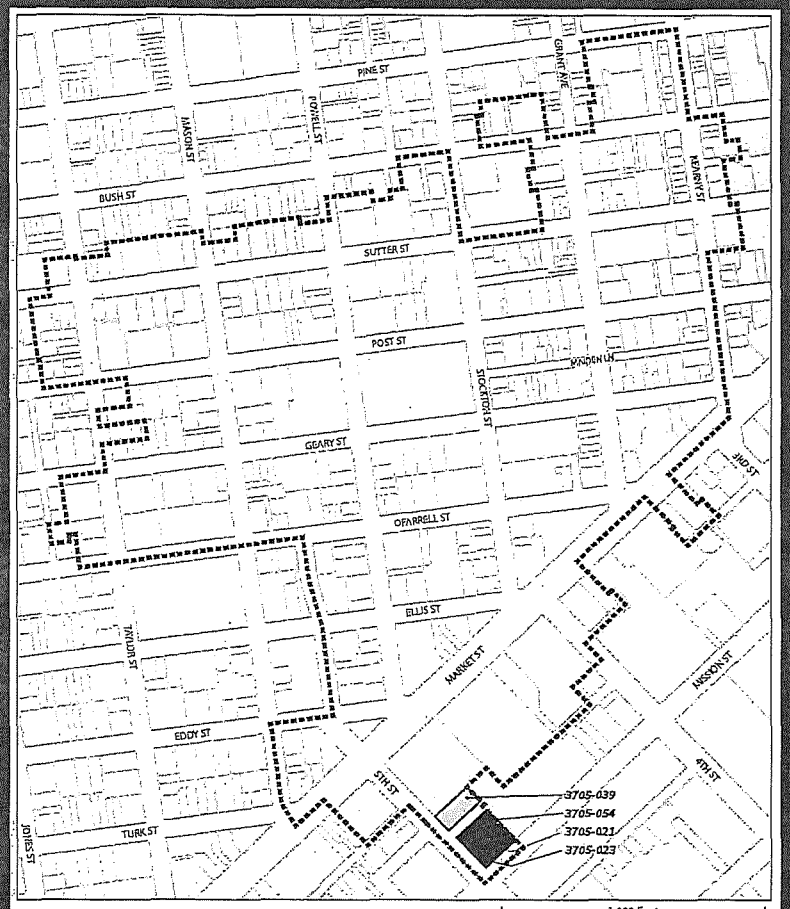
ARTICLE 10
CLYDE AND CROOKS WAREHOUSE HISTORIC DISTRICT

18-28 Clyde Street

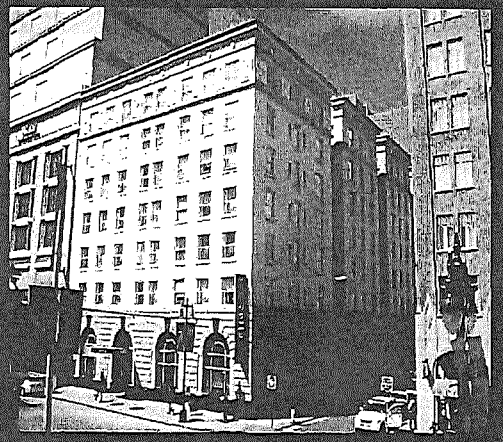


45 Lusk Street

Article 11
Kearny-Market-Mason-Sutter Conservation District
Conservation District Boundary Change



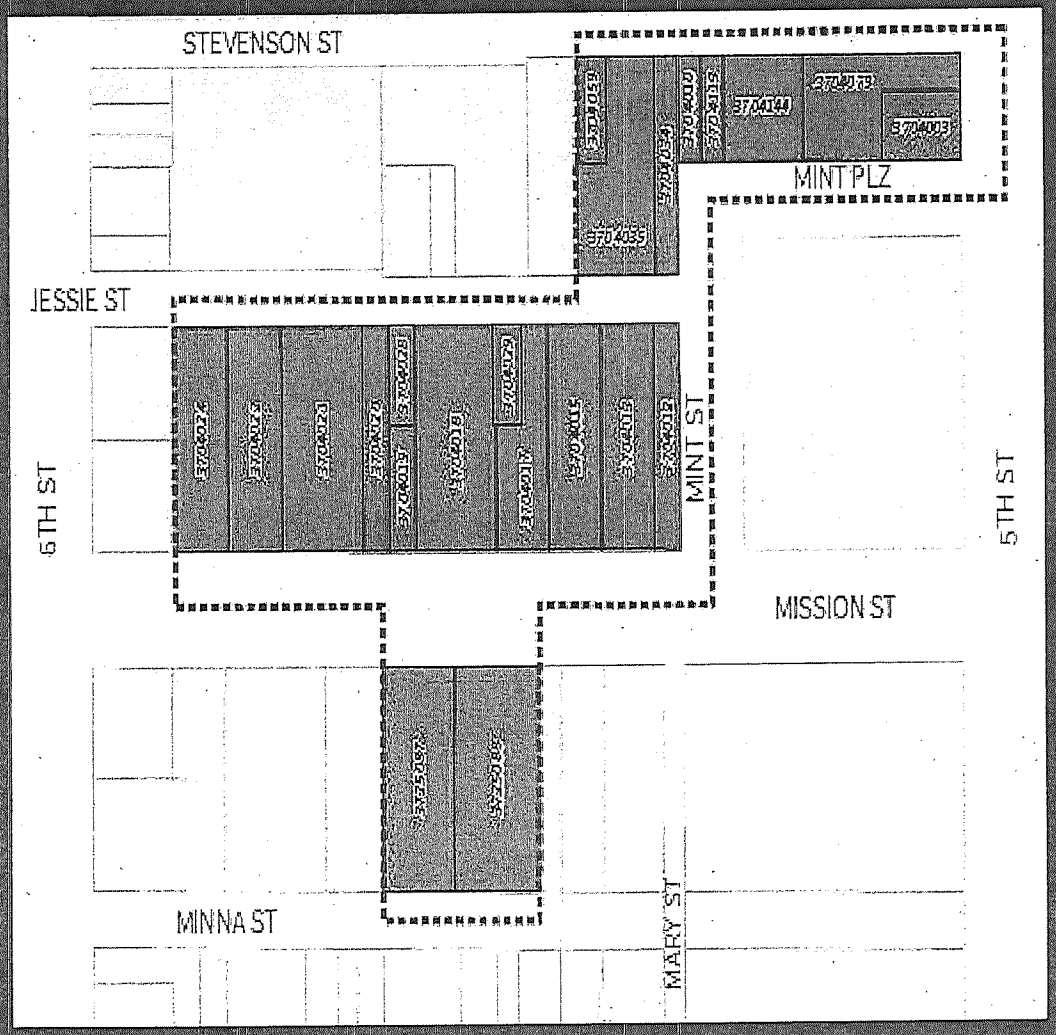
SAN FRANCISCO
Parcel Additions to Kearny-Mason-Market-Sutter
(KMMS) Article 11 Conservation District



The Hotel Lankershim (1913)

The Pickwick Hotel (1923)

Article 11
Mint-Mission Conservation District

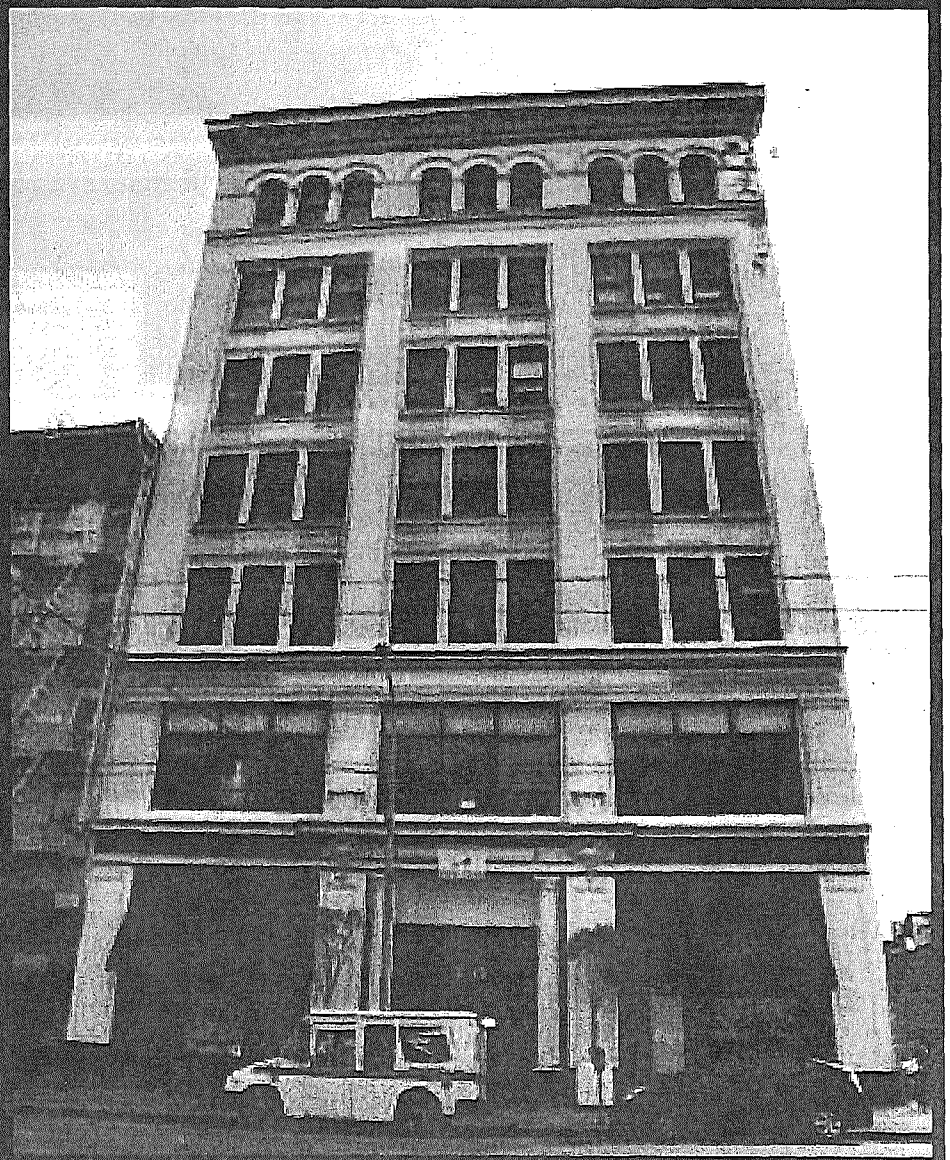


- Bounded by **Stevenson, 5th, Mission** and **Jessie Streets**
- **Twenty-two (22)** properties in the district
- **One (1)** property changing in classification from unrated (Category V) to **Category I (Significant)**
- **Fifteen (15)** properties changing in classification from no rating or unrated (Category V) to **Category IV (Contributory)**
- **Three (3)** currently designated **Category I and II (Significant)** buildings to be located in the district
- **Three (3)** currently designated **Category V (unrated)** buildings to be located in the district

Mint-Mission Conservation District

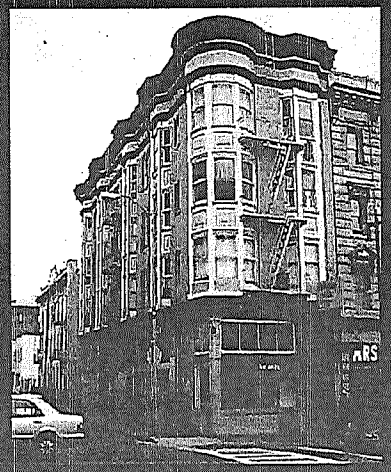
Remedial Loan Association

Oakwood Hotel



California Casket Company

Change in Article 11 Designation



Residential Hotels

Commercial Buildings

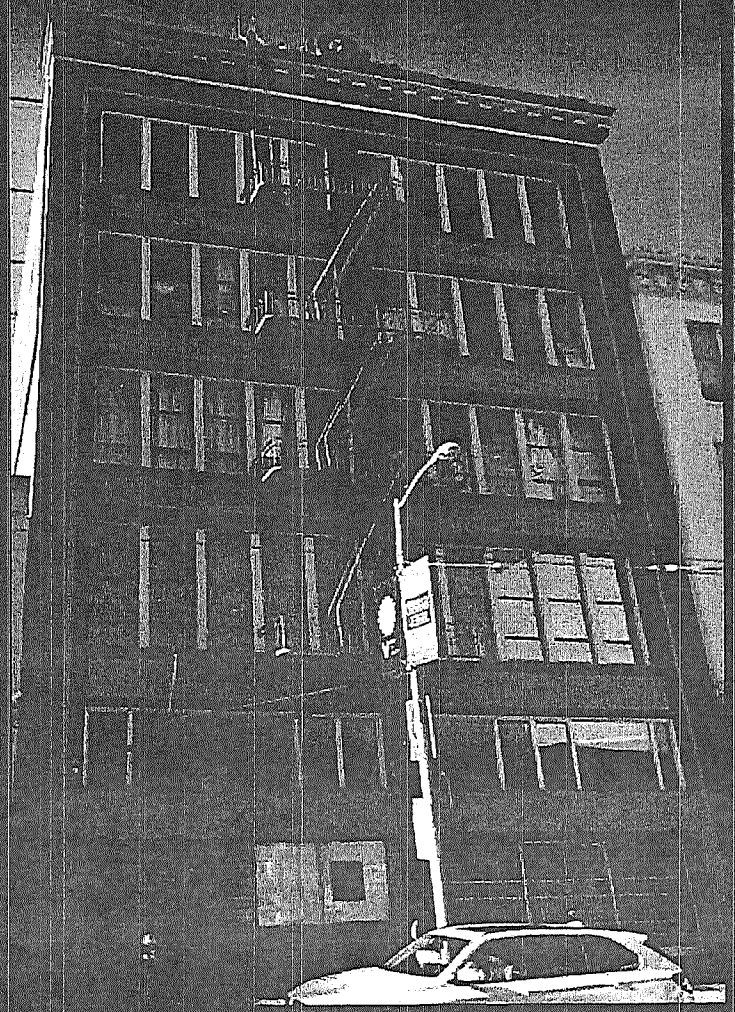
Industrial and Warehouse Buildings

- **Twenty-six (26)** buildings proposed for a change in designation
- **Exceptional examples** of **commercial, industrial and residential hotels**
- The majority of the properties **are not currently rated under Article 11** or are classified as Category V (unrated) buildings.
- **Five (5)** of the properties are eligible for designation as **Category I (Significant)**
- **Twenty-one (21)** are eligible for **Category III (contributory)**

PUBLIC OUTREACH

- **March 2014 -** Central SoMa Historic Resources Survey web page launched
- **January 15 and October 3, 2014 -** Meeting with Central SoMa Survey Advisory Group
- **March 25, 2015 -** Public outreach meetings held at SPUR Urban Center
- **December 9, 2015 -** Second public meeting at SPUR Urban Center to solicit feedback on public benefits, including historic preservation
- **July 2015 -** Presentation to SF Heritage on draft historic context statement and survey
- **October 3, 2016** - Notification of properties added to HPC's Landmark Designation Work Program mailed to property owners
- **March** and **April 2018** – Notification of Historic Preservation Commission hearings mailed
- **March – May 2018** – Historic Preservation Commission hearings
- **March – May 2018** - Consultation with property owners
- **June 7, 2018** – Planning Commission Hearing
- **Notification of Historic Preservation Commission** and **Planning Commission** hearings were mailed to property owners March through May 2018. Meetings with tenants and owners of properties proposed for designation were held in April and May 2018.

Article 10 and Article 11 Designations



Hulse Bradford Carpets and Draperies
Mint-Mission Conservation District

The Pickwick Hotel
Kearny-Market-Mason-Sutter Conservation District

New Pullman Hotel
Clyde and Crooks Warehouse Historic District

QUESTIONS?

San Francisco Planning