

# 3333 CALIFORNIA STREET MIXED-USE PROJECT



## DRAFT ENVIRONMENTAL IMPACT REPORT VOLUME 2b: APPENDIX C

CITY AND COUNTY OF SAN FRANCISCO  
PLANNING DEPARTMENT: CASE NO. 2015-014028ENV  
STATE CLEARINGHOUSE NO. 2017092053

DRAFT EIR PUBLICATION DATE: NOVEMBER 7, 2018  
DRAFT EIR PUBLIC HEARING DATE: DECEMBER 13, 2018  
DRAFT EIR PUBLIC COMMENT PERIOD: NOVEMBER 8, 2018 - DECEMBER 24, 2018

WRITTEN COMMENTS SHOULD REFERENCE  
THE CASE NO. AND BE SENT TO:

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San Francisco Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103  
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SAN FRANCISCO  
**PLANNING**  
DEPARTMENT

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**PLANNING**  
DEPARTMENT



# TABLE OF CONTENTS

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## 3333 California Street Mixed-Use Project Draft Environmental Impact Report

### VOLUME 1

#### LIST OF ACRONYMS AND ABBREVIATIONS.....ix

#### SUMMARY..... S.1

S.1	Project Synopsis .....	S.1
S.2	Summary of Impacts and Mitigation Measures and Improvement Measures ....	S.3
S.3	Summary of Project Alternatives .....	S.40
S.4	Areas of Known Controversy and Issues to Be Resolved.....	S.55

#### 1. INTRODUCTION.....1.1

A.	Project Summary .....	1.1
B.	Purpose of this Environmental Impact Report .....	1.2
C.	Environmental Review Process.....	1.4
D.	Organization of this EIR.....	1.22

#### 2. PROJECT DESCRIPTION.....2.1

A.	Project Overview .....	2.1
B.	Project Sponsor's Objectives.....	2.12
C.	Project Location and Site Characteristics.....	2.13
D.	Proposed Project Characteristics .....	2.19
E.	Intended Uses of the EIR.....	2.105

#### 3. PLANS AND POLICIES .....3.1

A.	San Francisco General Plan.....	3.1
B.	San Francisco Planning Code.....	3.6
C.	Other Local Plans and Policies.....	3.12
D.	Regional Plans and Policies .....	3.13

#### 4. ENVIRONMENTAL SETTING AND IMPACTS.....4.A.1

A.	Introduction .....	4.A.1
B.	Historic Architectural Resources.....	4.B.1
C.	Transportation and Circulation.....	4.C.1
D.	Noise and Vibration.....	4.D.1
E.	Air Quality.....	4.E.1
F.	Initial Study Supplement .....	4.F.1

#### 5. OTHER CEQA CONSIDERATIONS.....5.1

A.	Growth-Inducing Impacts.....	5.1
B.	Significant Unavoidable Impacts .....	5.3
C.	Significant Irreversible Environmental Changes.....	5.5
D.	Areas of Known Controversy and Issues to Be Resolved.....	5.7

## Table of Contents

<b>6.</b>	<b>ALTERNATIVES .....</b>	<b>6.1</b>
A.	Introduction .....	6.1
B.	Alternative A: No Project Alternative.....	6.23
C.	Alternative B: Full Preservation – Office Alternative.....	6.28
D.	Alternative C: Full Preservation – Residential Alternative .....	6.65
E.	Alternative D: Partial Preservation – Office Alternative .....	6.100
F.	Alternative E: Partial Preservation – Residential Alternative .....	6.135
G.	Alternative F: Code Conforming Alternative.....	6.170
H.	Environmentally Superior Alternative .....	6.210
I.	Alternatives Considered but Rejected .....	6.214

<b>7.</b>	<b>AUTHORS AND PERSONS CONSULTED .....</b>	<b>7.1</b>
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## **VOLUME 2: APPENDICES (on enclosed CD)**

### **Volume 2a**

- Appendix A: Notice of Preparation of an Environmental Impact Report and Notice of Public Scoping Meeting, September 20, 2017
- Appendix B: Initial Study – 3333 California Street Mixed-Use Project (including Water Supply Assessment), April 25, 2018

### **Volume 2b**

- Appendix C: Historic Architectural Resources Evaluations
  - Appendix C-1: Carey & Co., California Department of Parks and Recreation Primary Record, Building, Structure, and Object Records for Laurel Heights Building and Laurel Heights Annex Building, July 31, 2010
  - Appendix C-2: LSA, Historic Resources Evaluation, Volumes 1 and 2, December 28, 2017
  - Appendix C-3: Corbett and Bradley, National Register of Historic Places Registration Form, April 19, 2018
  - Appendix C-4: San Francisco Planning Department, Historic Resources Evaluation Response, Part 1, May 14, 2018, and Part 2, May 14, 2018

### **Volume 2c**

- Appendix D: Transportation and Circulation Calculation Details and Supporting Information
- Appendix E: Noise Measurement and Calculation Data
- Appendix F: Air Quality Calculation Details and Supporting Information
- Appendix G: Alternatives Analysis – Transportation and Circulation

**LIST OF FIGURES**

Figure 2.1:	Project Location.....	2.3
Figure 2.2:	Existing Site .....	2.4
Figure 2.3:	Proposed Site Plan.....	2.5
Figure 2.4:	Proposed Center Building A and Center Building B Elevations.....	2.20
Figure 2.5:	Proposed California Street and Presidio/Masonic Avenue Elevations .....	2.21
Figure 2.6:	Proposed Euclid Avenue and Laurel Street Elevations .....	2.22
Figure 2.7:	View of Proposed Plaza A, Plaza B, and Walnut Buildings Along California Street (Looking East).....	2.27
Figure 2.8:	View of Proposed Center Buildings A and B From Walnut Street (Looking South) .....	2.28
Figure 2.9:	View of Proposed Walnut, Plaza A, and Plaza B Buildings Along California Street (Looking West) .....	2.29
Figure 2.10:	View of Proposed Center Building B and Masonic Building from Pine Street (Looking West) .....	2.30
Figure 2.11:	View of Proposed Masonic Building and Center Building B from Masonic Avenue (Looking Southwest).....	2.31
Figure 2.12:	View of Proposed Euclid Building and Euclid Green Along Euclid Avenue (Looking East).....	2.32
Figure 2.13:	View of Proposed Mayfair Building and Laurel Duplexes Along Laurel Street (Looking South) .....	2.33
Figure 2.14:	Proposed Center Building A and Center Building B Sections .....	2.37
Figure 2.15:	Proposed Plaza A Building Elevations and Sections.....	2.41
Figure 2.16:	Proposed Plaza B Building Elevations and Sections.....	2.43
Figure 2.17:	Proposed Walnut Building Elevations and Sections .....	2.47
Figure 2.18:	Proposed Masonic Building Elevations and Sections .....	2.51
Figure 2.19:	Proposed Euclid Building Elevations and Sections.....	2.53
Figure 2.20:	Proposed Laurel Duplex Elevations and Typical Section .....	2.57
Figure 2.21:	Proposed Mayfair Building Elevations and Sections .....	2.59
Figure 2.22:	Proposed Site Access.....	2.62
Figure 2.23:	Proposed California Street Garage and Center Building B Garage - Basement Level B1.....	2.63
Figure 2.24:	Proposed California Street Garage - Basement Level B2 .....	2.65
Figure 2.25:	Proposed California Street Garage and Center Building B Garage - Basement Level B3.....	2.67
Figure 2.26:	Proposed Masonic Garage.....	2.69
Figure 2.27:	Proposed Mayfair Garage.....	2.71
Figure 2.28a:	Existing Streetscape and Proposed Streetscape Changes – Presidio Avenue.....	2.81
Figure 2.28b:	Existing Streetscape and Proposed Streetscape Changes – Masonic Avenue.....	2.82
Figure 2.29:	Proposed Open Space.....	2.85
Figure 2.30:	Preliminary Construction Phasing Diagram .....	2.92
Figure 2.31:	Preliminary Excavation Plan .....	2.97
Figure 2.32:	Project Variant Site Plan .....	2.102
Figure 2.33:	Proposed Walnut Building Elevations and Sections for Project Variant .....	2.103
Figure 3.1:	Zoning Districts.....	3.7
Figure 3.2:	Height and Bulk Districts .....	3.9
Figure 4.A.1:	Cumulative Projects.....	4.A.12
Figure 4.B.1:	Character Defining Features of 3333 California Street .....	4.B.23
Figure 4.C.1:	Transportation Study Area and Study Intersections .....	4.C.3



## Table of Contents

Figure 4.C.2: Existing Transit Network .....	4.C.9
Figure 4.C.3: Existing Bicycle Network.....	4.C.24
Figure 4.D.1: Sound Level Measurements Locations.....	4.D.8
Figure 4.D.2: Representative Offsite Receptor Locations .....	4.D.13
Figure 4.E.1: Project Boundary and Air Quality Modeling Extent.....	4.E.28
Figure 4.E.2: Sensitive Receptor Parcels in the Immediate Vicinity of Project Site .....	4.E.30
Figure 4.E.3: Summary of Preliminary Phasing for Project Construction and Operation.....	4.E.31
Figure 4.E.4: Modeled Construction Sources for Preliminary Construction Phasing Program .....	4.E.42
Figure 4.E.5: Emergency Diesel Generator Locations.....	4.E.45
Figure 4.E.6: Modeled Operational Traffic Routes.....	4.E.46
Figure 4.E.7: Modeled Off-Site Sensitive Receptor Locations .....	4.E.57
Figure 4.E.8: Maximally Exposed Individual Sensitive Receptor Locations.....	4.E.59
Figure 6.1: Alternative A: No Project Alternative –Site Plan.....	6.24
Figure 6.2: Alternative B: Full Preservation – Office Alternative Site Plan.....	6.30
Figure 6.3: Alternative B: Full Preservation - Office Alternative Building Massing .....	6.33
Figure 6.4: Alternative B: Full Preservation - Office Alternative Site Access .....	6.35
Figure 6.5: Alternative C: Full Preservation – Residential Alternative Site Plan.....	6.67
Figure 6.6: Alternative C: Full Preservation – Residential Alternative Building Massing .....	6.69
Figure 6.7: Alternative C: Full Preservation – Residential Alternative Site Access.....	6.72
Figure 6.8: Alternative D: Partial Preservation - Office Alternative Site Plan .....	6.102
Figure 6.9: Alternative D: Partial Preservation - Office Alternative Building Massing .....	6.105
Figure 6.10: Alternative D: Partial Preservation – Office Alternative Site Access .....	6.108
Figure 6.11: Alternative E: Partial Preservation - Residential Alternative Site Plan.....	6.137
Figure 6.12: Alternative E: Partial Preservation - Residential Alternative Building Massing .....	6.139
Figure 6.13: Alternative E: Partial Preservation – Residential Alternative Site Access.....	6.143
Figure 6.14: Alternative F: Code Conforming Alternative - Site Plan .....	6.172
Figure 6.15: Alternative F: Code Conforming Alternative – Building Massing.....	6.175
Figure 6.16: Alternative F: Code Conforming Alternative – Site Access.....	6.179

## LIST OF TABLES

Table S.1: Summary of Impacts of Proposed Project or Project Variant Identified in the EIR.....	S.6
Table S.2: Summary of Significant Impacts of Proposed Project or Project Variant Identified in the Initial Study (EIR Appendix B) .....	S.27
Table S.3: Comparison of Characteristics of the Proposed Project, Project Variant, and EIR Alternatives .....	S.49
Table S.4: Comparison of Significant Impacts of the Proposed Project, Project Variant, and EIR Alternatives .....	S.53
Table 2.1: Project Summary .....	2.8
Table 2.2: Characteristics of Proposed Buildings on the Project Site .....	2.23
Table 2.3: Parking Summary .....	2.73
Table 2.4: Proposed Open Space .....	2.84
Table 2.5: Preliminary Construction Phasing Program .....	2.94
Table 2.6: Characteristics of Proposed Buildings on the Project Site under the Project Variant.....	2.100

Table 4.B.1: 3333 California Street Character Defining Features Identified in the HRER ..	4.B.21
Table 4.C.1: Study Intersections .....	4.C.4
Table 4.C.2: Roadway Facilities in the Study Area .....	4.C.5
Table 4.C.3: Existing Daily Vehicle Miles Traveled per Capita.....	4.C.8
Table 4.C.4: Local Muni Operations.....	4.C.10
Table 4.C.5: Muni Directional Line Analysis – Existing Conditions .....	4.C.12
Table 4.C.6: Muni Lines Displayed by Screenline and Corridor.....	4.C.14
Table 4.C.7: Muni Downtown Screenlines – Existing Conditions .....	4.C.15
Table 4.C.8: Regional Screenlines – Existing Conditions .....	4.C.18
Table 4.C.9: Transportation Demand Management Plan .....	4.C.45
Table 4.C.10: Average Daily Vehicle Miles Traveled – Existing Conditions .....	4.C.50
Table 4.C.11: Person-Trip Generation (Internal and External Trips Combined).....	4.C.54
Table 4.C.12: Person-Trip Generation (Internal Trip Capture).....	4.C.55
Table 4.C.13: Vehicle Trip Distribution .....	4.C.57
Table 4.C.14: External Person-Trip Generation by Mode .....	4.C.58
Table 4.C.15: Net-New External Vehicle-Trips.....	4.C.60
Table 4.C.16: Freight Loading Demand.....	4.C.61
Table 4.C.17: Proposed Muni Forward Changes .....	4.C.66
Table 4.C.18: Construction Activity by Phase .....	4.C.70
Table 4.C.19: Parking Rate Summary.....	4.C.77
Table 4.C.20: Muni Downtown Screenlines and Individual Routes – Baseline and Baseline Plus Project Variant Conditions.....	4.C.85
Table 4.C.21: Regional Transit Screenlines – Baseline and Baseline Plus Project Variant Conditions – Weekday A.M. Peak Hour (Inbound) .....	4.C.89
Table 4.C.22: Regional Transit Screenlines – Baseline and Baseline Plus Project Variant Conditions – Weekday P.M. Peak Hour (Outbound) .....	4.C.91
Table 4.C.23: Projected 2040 Average Daily Vehicle Miles Traveled – Cumulative Conditions .....	4.C.102
Table 4.C.24: Muni Downtown Screenlines – Cumulative Conditions – Weekday A.M. Peak Hour (Inbound) .....	4.C.106
Table 4.C.25: Muni Downtown Screenlines – Cumulative Conditions – Weekday P.M. Peak Hour (Outbound) .....	4.C.107
Table 4.C.26: Regional Transit Screenlines – Cumulative Conditions – Weekday A.M. Peak Hour (Inbound) .....	4.C.110
Table 4.C.27: Regional Transit Screenlines – Cumulative Conditions – Weekday P.M. Peak Hour (Outbound) .....	4.C.111
Table 4.C.28: Parking Demand and Proposed Supply .....	4.C.118
Table 4.D.1: Representative Environmental Noise Levels.....	4.D.3
Table 4.D.2: Summary of Long-Term (LT) Noise Monitoring Results in the Project Vicinity.....	4.D.9
Table 4.D.3: Summary of Short-Term (ST) Noise Monitoring Results in the Project Vicinity (dBA).....	4.D.10
Table 4.D.4: Sensitive Receptors in the Project Vicinity .....	4.D.12
Table 4.D.5: Vibration Guidelines for Annoyance.....	4.D.17
Table 4.D.6: Vibration Guidelines for Potential Damage to Structures .....	4.D.17
Table 4.D.7: San Francisco Land Use Compatibility Chart for Community Noise .....	4.D.20
Table 4.D.8: Representative Construction Equipment Noise Levels – Peak Hourly Use .....	4.D.24
Table 4.D.9: Representative Construction Equipment Noise Levels – Average Hourly Use.....	4.D.26
Table 4.D.10: Vibration Source Levels for Construction Equipment .....	4.D.31

## Table of Contents

Table 4.D.11: Preliminary Construction Equipment List by Activity .....	4.D.34
Table 4.D.12: Peak Construction Noise Levels at Offsite Receptors and Compliance with Federal Transit Administration Criteria .....	4.D.38
Table 4.D.13: Highest Noise Increases over Ambient Levels During Construction .....	4.D.40
Table 4.D.14: Onsite Construction Noise Levels and Compliance with Federal Transit Administration Criteria.....	4.D.48
Table 4.D.15: Maximum Anticipated Construction Groundborne Vibration Levels at Offsite Sensitive Receptors .....	4.D.53
Table 4.D.16: Maximum Anticipated Construction Groundborne Vibration Levels at Offsite Structures.....	4.D.54
Table 4.D.17: Maximum Anticipated Construction Groundborne Vibration Levels at SF Fire Credit Union Building .....	4.D.55
Table 4.D.18: Maximum Anticipated Construction Groundborne Vibration Levels at Onsite Receptors.....	4.D.57
Table 4.D.19: Project-Related Traffic Noise Levels Near Area Roadways .....	4.D.63
Table 4.D.20: Estimated Future Traffic Noise Levels at New Occupied Buildings .....	4.D.66
Table 4.D.21: Cumulative Traffic Noise Levels Near Area Roadways .....	4.D.72
Table 4.E.1: Summary of San Francisco Air Quality Monitoring Data (2013-2017).....	4.E.4
Table 4.E.2: State and Federal Ambient Air Quality Standards and Attainment Status for the San Francisco Bay Area Air Basin .....	4.E.7
Table 4.E.3: Air Quality Index Statistics for the San Francisco Bay Area Air Basin for Ozone.....	4.E.11
Table 4.E.4: 2017 Annual Average Ambient Concentrations of Carcinogenic Toxic Air Contaminants.....	4.E.15
Table 4.E.5: Criteria Air Pollutant Thresholds .....	4.E.33
Table 4.E.6: Emissions from the Proposed Project During Construction and Operations....	4.E.48
Table 4.E.7: Emissions from the Project Variant During Construction and Operations.....	4.E.49
Table 4.E.8: Emissions from the Proposed Project During Operations at Full Build-Out....	4.E.51
Table 4.E.9: Emissions from the Project Variant During Operations at Full Build-Out .....	4.E.53
Table 4.E.10: Lifetime Cancer Risk and PM <sub>2.5</sub> Concentration Contributions from the Proposed Project and Project Variant at Maximally Exposed Off-Site Receptors .....	4.E.58
Table 4.E.11: Lifetime Cancer Risk and PM <sub>2.5</sub> Concentration Contributions from the Proposed Project and Project Variant at the Maximally Exposed On-Site Receptors .....	4.E.61
Table 4.E.12: Cumulative Lifetime Cancer Risk and PM <sub>2.5</sub> Concentration Contributions from the Proposed Project at Maximally Exposed Off-Site Receptors .....	4.E.68
Table 4.E.13: Cumulative Lifetime Cancer Risk and PM <sub>2.5</sub> Concentration Contributions from the Proposed Project at the Maximally Exposed On-Site Receptors .....	4.E.69
Table 6.1: Comparison of Characteristics of the Proposed Project, Project Variant, and EIR Alternatives .....	6.13
Table 6.2: Comparison of Person-Trip and Vehicle-Trip Generation Estimates by Mode – External Trips, and Parking Rate Summary for the Proposed Project, Project Variant, and EIR Alternatives.....	6.16
Table 6.3: Ability of Alternatives to Meet Basic Project Objectives.....	6.17
Table 6.4: Comparison of Significant Impacts of the Proposed Project, Project Variant, and EIR Alternatives .....	6.21
Table 6.5: Alternative B Vehicle-Trip Generation Comparison – External Trips .....	6.43
Table 6.6: Alternative B Parking Rate Summary .....	6.45
Table 6.7: Alternative C Vehicle-Trip Generation Comparison – External Trips .....	6.81



Table 6.8:	Parking Rate Summary for Alternative C.....	6.83
Table 6.9:	Alternative D Vehicle-Trip Generation Comparison– External Trips.....	6.116
Table 6.10:	Parking Rate Summary for Alternative D .....	6.118
Table 6.11:	Alternative E Vehicle-Trip Generation Comparison – External Trips .....	6.152
Table 6.12:	Parking Rate Summary for Alternative E.....	6.153
Table 6.13:	Alternative F Vehicle-Trip Generation Comparison – External Trips .....	6.188
Table 6.14:	Parking Rate Summary for Alternative F.....	6.190

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## LIST OF ACRONYMS AND ABBREVIATIONS

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ABAG	Association of Bay Area Governments
AC Transit	Alameda-Contra Costa Transit
ADT	Average Daily Traffic
APEZ	Air Pollutant Exposure Zones
AQI	Air Quality Index
BAAQMD	Bay Area Air Quality Management District
BART	Bay Area Rapid Transit
California Register	California Register of Historical Resources
Caltrans	Californian Department of Transportation
CAPCOA	California Air Pollution Control Officers Association
CARB	California Air Resources Board
CEQA	California Environmental Quality Act
CO	carbon monoxide
CO <sub>2</sub> e	carbon dioxide equivalents
CPMC	California Pacific Medical Center
dB	decibel
dBA	decibel a-weighted
DBI	Department of Building Inspection
DEPH	diethylhexyl phthalate
DPM	diesel particulate matter
EIR	Environmental Impact Report
ERO	Environmental Review Officer
FAR	floor area ratio
FCC	Federal Communications Commission
FFIC	Fireman's Fund Insurance Company
GGT	Golden Gate Transit
GHG	greenhouse gases
HABS/HALS	Historic American Buildings/Historic American Landscape Survey
HMUPA	Hazardous Materials Unified Program Agency
HPC	Historic Preservation Commission
HRE	Historic Resource Evaluation
HRER	Historic Resource Evaluation Response
HVAC	heating, ventilation, and air conditioning
I-80	Interstate 80
in/sec	inches per second
JCCSF	Jewish Community Center of San Francisco
LEED	Leadership in Energy and Environmental Design
LOS	Level of Service
LT	Long-Term
MMRP	Mitigation Monitoring and Report Program
mph	miles per hour
MTC	Metropolitan Transportation Commission
Muni	San Francisco Municipal Railway
National Register	National Register of Historic Places
NOP	Notice of Preparation
NO <sub>x</sub>	oxides of nitrogen
NO <sub>2</sub>	nitrogen dioxide



## List of Acronyms and Abbreviations

NPDES	National Pollutant Discharge Elimination System
NPS	National Park Service
OPR	Office of Planning and Research
OSHA	Occupational Safety and Health Administration
O <sub>3</sub>	ozone
Pb	lead
PCBs	polychlorinated biphenyls
PG&E	Pacific Gas & Electricity
PM	particulate matter
PM <sub>10</sub>	PM composed of particulates that are 10 microns in diameter or less
PM <sub>2.5</sub>	PM composed of particulates that are 2.5 microns in diameter or less
ppm	parts per million
PPV	peak particle velocity
ROG	reactive organic gases
ROSE	Recreational and Open Space Element
RWQCB	Regional Water Quality Control Board
Samtrans	San Mateo County Transit
SB	Senate Bill
SFMTA	San Francisco Municipal Transportation Agency
SFPUC	San Francisco Public Utilities Commission
SHPO	State Historic Preservation Office
SO <sub>2</sub>	sulfur dioxide
SUD	Special Use District
TACs	toxic air contaminants
TASC	Transportation Advisory Staff Committee
TAZ	transportation analysis zone
TDM	Transportation Demand Management
TNC	transportation network companies
TOG	total organic gases
UC	University of California
UCSF	University of California, San Francisco
U.S.C.	United States Code
U.S. EPA	U.S. Environmental Protection Agency
U.S. 101	U.S. Highway 101
VMT	vehicle miles traveled
VOCs	volatile organic compounds
WETA	Water Energy Transportation Authority
µg/m <sup>3</sup>	micrograms per cubic meter

## **APPENDIX C**

### **Historic Architectural Resources Evaluations**

- Appendix C-1: Carey & Co., California Department of Parks and Recreation Primary Record, Building, Structure, and Object Records for Laurel Heights Building and Laurel Heights Annex Building, July 31, 2010
- Appendix C-2: LSA, Historic Resources Evaluation, Volumes 1 and 2, December 28, 2017
- Appendix C-3: Corbett and Bradley, National Register of Historic Places Registration Form, April 19, 2018
- Appendix C-4: San Francisco Planning Department, Historic Resources Evaluation Response, Parts 1 and 2, May 14, 2018





## **Appendix C-1**

Carey & Co., California Department of Parks and Recreation Primary Record, Building,  
Structure, and Object Records for Laurel Heights Building and Laurel Heights  
Annex Building, July 31, 2010

*The evaluation was prepared at the request of the University of California, San Francisco as  
part of a facility-wide inventory and was not submitted to the State Historic Preservation Office.*



State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary #  
HRI #  
Trinomial  
NRHP Status Code

Other Listings  
Review Code

Reviewer

Date

Page 1 of 4

\*Resource Name or #: Laurel Heights Building

**P1. Other Identifier:**

\*P2. Location: ☐ Not for Publication ☒ Unrestricted

\*a. County: San Francisco

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad: San Francisco North

Date: 1995 T ; R ; ¼ of ¼ of Sec ; M.D. B.M.

c. Address: 3333 California Street

City: San Francisco

Zip: 94118

d. UTM: Zone: 10 ; mE/ mN (G.P.S.)

e. Other Locational Data: Laurel Heights Campus

Elevation:

**\*P3a. Description:**

Built in 1957, this four-story building has an irregular plan and occupies the approximate center of an irregular-shaped city block. The intervening spaces are filled with extensive landscaping or parking lots. The concrete slab floors extend beyond the wall surface to form projecting cornices at each floor, and between these projections, an aluminum-sash window wall with dark, slightly mirrored glass forms the exterior walls. Brick veneer covers the walls in certain locations, and the roof is flat. The main entry opens on the north side of the building and features a covered entry with the roof supported on large square brick piers, a small ground-level fountain, and sliding aluminum doors.

\*P3b. Resource Attributes: HP15. Educational building; HP6. 1-3 story commercial building.

\*P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photo or Drawing



P5b. Description of Photo:

View looking south; May 5, 2010.

**\*P6. Date Constructed/Age and Sources:**

☒ Historic

☐ Prehistoric ☐ Both

Constructed in 1953. Courtesy of UCSF records.

**\*P7. Owner and Address:**

University of California, San Francisco  
San Francisco, CA 94143

**\*P8. Recorded by:**

Carey & Co., Inc.  
460 Bush Street  
San Francisco, CA 94108

**\*P9. Date Recorded:**

July 31, 2010

**\*P10. Survey Type:** Intensive

\*P11. Report Citation: Carey & Co., "UCSF Historic Resources Survey, San Francisco, California," December 3, 2010.

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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 4

\*NRHP Status Code 3S

\*Resource Name or # Laurel Heights Building

B1. Historic Name: Firemen's Insurance Company Building

B2. Common Name:

B3. Original Use: Offices

B4. Present Use: Offices/Laboratories

\*B5. Architectural Style: International Style

\*B6. Construction History: Constructed in 1957.

\*B7. Moved? ☒No ☐Yes ☐Unknown Date:

Original Location:

\*B8. Related Features: none

B9a. Architect: Edward B. Page

b. Builder: Unknown

\*B10. Significance: Theme: University expansion

Area: UCSF Laurel Heights campus, San Francisco

Period of Significance: 1953

Property Type: Educational

Applicable Criteria: A/1, C/3

The Laurel Heights Building was constructed on the site of a former cemetery. Lone Mountain Cemetery was dedicated on May 30, 1854 (later renamed Laurel Hill Cemetery). One of the few places in the city where one could find landscaped open space, Lone Mountain Cemetery served as much as a public park and leisure space as it did a cemetery. Population pressures and land scarcity, however, compelled the San Francisco government in 1880 to pass an ordinance banning cemeteries within the city's boundaries, and in 1901 the City prohibited any further burials within the city limits. With no revenue from new interments to fund the maintenance of the cemeteries, they fell to ruin. By the 1930s, mausoleums with broken windows and burial plots with toppled tombstones and overgrown with weeds characterized the once celebrated cemetery. The bodies of 35,000 people interred at Laurel Hill Cemetery were removed in 1939 and 1940. World War II then stalled plans to build houses, commercial establishments, and Lowell High School at the site, but in 1946 the earth was cleared and graded for development.

B11. Additional Resource Attributes:

\*B12. References:

See continuation sheet.

B13. Remarks:

\*B14. Evaluator: Carey & Co., Inc.

\*Date of Evaluation: July 31, 2010





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

Primary #  
HRI#  
Trinomial

Page 3 of 4

\*Resource Name or # Laurel Heights Building

\*Recorded by: Carey & Co., Inc.

\*Date: July 31, 2010

☒ Continuation ☐ Update

**Continuation of B10. Significance:**

In 1953 the Firemen's Fund Insurance Company bought a ten-acre site at the pinnacle of the former cemetery and constructed a 354,000 square-foot, sprawling four-story International Style building and its 13,000 square-foot annex. Edward B. Page was the architect. Later, the Presidio Corporate Center occupied the site.

Edward Bradford Page (1905-1994) was born in Alameda, California, and received an international education in architecture. He earned a Bachelor of Science degree from Yale University and Sheffield Scientific School, in England, in 1928, then pursued graduate studies at the Fontainebleau School in France and Yale University School of Fine Arts. After earning his second Bachelors degree from Yale, Page traveled in France, Germany, Italy, Austria, Mexico, and Canada, and upon returning to the San Francisco Bay Area, Page worked for a number of prominent firms. They included a year in the offices of John Bakewell and Ernest Weihe (1938-1939), followed by six years with Wilbur D. Peugh, during which time Page was most likely involved in defense work, a hospital and Navy personnel center at Camp Shoemaker and war housing in Livermore. In 1947 Page established his own firm. Early commissions consisted of schools and housing. The Fireman's Fund Insurance Co. Office marked one of Page's earliest large, independent commissions. Subsequent prominent commissions include the branch office of the Fireman's Fund American Insurance Company in Fresno, as well as the airport garage at San Francisco International Airport and the Faculty Club at Stanford University. In 1968 Page formed the firm Page, Cloudsley, & Baleix, a firm that "basically did commercial architecture that was fairly routine – but it never leaked."

In 1985 the Regents of the University of California purchased the Presidio Corporate Center site to help alleviate space constraints at the Parnassus campus. Concerns over the potential dangers in a residential neighborhood of conducting "scientific research using toxic chemicals, carcinogens, and radioactive materials" prompted an EIR. Satisfied that UCSF implemented sufficient measures to mitigate the potential environmental impacts of scientific research at the Laurel Heights site, the Regents certified the EIR. In response, the Laurel Heights Neighborhood Improvement Association successfully sought to overturn the EIR. New EIRs and further litigation followed and was not settled until 1995. In the meantime, UCSF implemented an alternative plan for use of the space: academic and administrative offices, office-based instruction, and social and behavioral research that required no toxic chemicals or other environmentally hazardous materials.

The Laurel Heights building appears to be eligible for listing in the NRHP/CRHR under Criteria A/1 and C/3. It stands as the most prominent postwar commercial development in the Laurel Heights neighborhood and dramatically transformed the former cemetery site, rendering it eligible for the NRHP/CRHR under Criterion A/1. No persons of significance are known to be associated with the building; thus it does not appear to be eligible under Criterion B/2. While Edward B. Page was not the most prominent architect in San Francisco during the postwar period, his resume does accord him master architect status. More importantly, this main building at the Laurel Heights campus is an excellent example of mid-century Modernism and the International Style. Its horizontality makes it a particularly good regional example of the architectural style. For these reasons the building appears to be eligible for the NRHP/CRHR under Criterion C/3.

The Firemen's Fund Insurance Company Building at Laurel Heights retains excellent integrity. It has not been moved and it nor its surroundings have undergone many alterations. Thus the building retains its integrity in all seven categories – location, setting, design, materials, workmanship, feeling, and association.

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

Primary #  
HRI#  
Trinomial

Page 3 of 4

\*Resource Name or # Laurel Heights Building

\*Recorded by: Carey & Co., Inc.

\*Date: July 31, 2010

☒ Continuation ☐ Update

**Continuation of B12. References:**

*AIA Directory* (1952, 1962, 1970).

Carey & Co., "UCSF Historic Resources Survey, San Francisco, California," December 3, 2010.

O'Connell, Kim A. "Seismic Forces." *Traditional Building*, <http://www.traditional-building.com/Previous-Issues-07/OctProfile07.htm> (accessed July 27, 2010).

Peugh, Wilbur D. "Architects' Roster Questionnaire."  
[http://communities.aia.org/sites/hdoaa/wiki/AIA%20scans/Rosters/PeughWD\\_roster.pdf](http://communities.aia.org/sites/hdoaa/wiki/AIA%20scans/Rosters/PeughWD_roster.pdf) (accessed July 27, 2010).

Stanford Historical Society. *Historic Houses IV: Early Residential Communities of the Lower San Juan District, Stanford University*. Stanford: Stanford Historical Society, 2007.

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary #  
HRI #  
Trinomial  
NRHP Status Code

Other Listings  
Review Code

Reviewer

Date

Page 1 of 4

\*Resource Name or #: Laurel Heights Annex

**P1. Other Identifier:**

\*P2. Location: ☐ Not for Publication ☒ Unrestricted

\*a. County: San Francisco

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad: San Francisco North Date: 1995 T ; R ; ¼ of ¼ of Sec ; M.D. B.M.

c. Address: 3333 California Street

City: San Francisco

Zip: 94118

d. UTM: Zone: 10 ; mE/ mN (G.P.S.)

e. Other Locational Data: Laurel Heights Campus

Elevation:

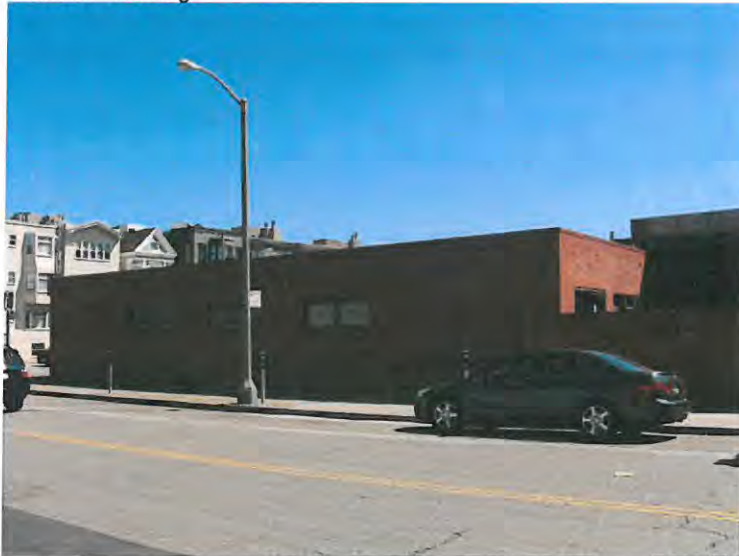
**\*P3a. Description:**

Constructed in 1957, this one-story building has an irregular plan and occupies the northwest corner of the same block as the main building on UCSF's Laurel Heights campus. The building is constructed of brick, the roof is flat, and the primary window type is steel sash. Trees and landscaping obscure much of the exterior elevations. The west elevation facing Laurel Street features three horizontal windows, and the north elevation facing California Street is a blind expanse of brick wall. Large ventilation grilles cover much of the east elevation, and part of the west elevation steps back from the lot line to enclose a small parking lot and loading dock. The primary entrance opens into the parking lot and features a flush panel door and an adjacent steel sash window. A corrugated steel roof supported on a steel frame covers the loading dock area.

\*P3b. Resource Attributes: HP15. Educational building

\*P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photo or Drawing



P5b. Description of Photo:

View looking northeast; May 5, 2010.

\*P6. Date Constructed/Age and Sources:

☒ Historic

☐ Prehistoric ☐ Both

Constructed in 1957. Courtesy of UCSF records.

\*P7. Owner and Address:

University of California, San Francisco  
San Francisco, CA 94143

\*P8. Recorded by:

Carey & Co., Inc.  
460 Bush Street  
San Francisco, CA 94108

\*P9. Date Recorded:

July 31, 2010

\*P10. Survey Type: Intensive

\*P11. Report Citation: Carey & Co., "UCSF Historic Resources Survey, San Francisco, California," December 3, 2010.

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



**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 4

\*NRHP Status Code 6Z

\*Resource Name or # Laurel Heights Annex

B1. Historic Name:

B2. Common Name:

B3. Original Use: Offices

B4. Present Use: Offices/Laboratories

\*B5. Architectural Style: Modern

\*B6. Construction History: Constructed in 1957.

\*B7. Moved? ☒No ☐Yes ☐Unknown Date:

Original Location:

\*B8. Related Features: none

B9a. Architect: Edward B. Page

b. Builder: Unknown

\*B10. Significance: Theme: Institutional Architecture

Area: UCSF XXXX campus, San Francisco

Period of Significance: 1957

Property Type: Educational/Hospital

Applicable Criteria: N/A

The Laurel Heights Annex was constructed on the site of a former cemetery. Lone Mountain Cemetery was dedicated on May 30, 1854 (later renamed Laurel Hill Cemetery). One of the few places in the city where one could find landscaped open space, Lone Mountain Cemetery served as much as a public park and leisure space as it did a cemetery. Population pressures and land scarcity, however, compelled the San Francisco government in 1880 to pass an ordinance banning cemeteries within the city's boundaries, and in 1901 the City prohibited any further burials within the city limits. With no revenue from new interments to fund the maintenance of the cemeteries, they fell to ruin. By the 1930s, mausoleums with broken windows and burial plots with toppled tombstones and overgrown with weeds characterized the once celebrated cemetery. The bodies of 35,000 people interred at Laurel Hill Cemetery were removed in 1939 and 1940. World War II then stalled plans to build houses, commercial establishments, and Lowell High School at the site, but in 1946 the earth was cleared and graded for development.

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\*B12. References:

See continuation sheet.

B13. Remarks:

\*B14. Evaluator: Carey & Co., Inc.

\*Date of Evaluation: July 31, 2010





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DEPARTMENT OF PARKS AND RECREATION  
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Trinomial

Page 3 of 4

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The Laurel Heights Annex does not appear to be eligible for listing in the NRHP/CRHR. It is of secondary importance to the main Firemen's Insurance Company building at this location and does not capture the significance of postwar developments in the neighborhood, nor has it been the site of significant events associated with UCSF. Therefore it does not appear to be eligible for the NRHP/CRHR under Criterion A/1. It is not known to be associated with persons of significance and there fore does not appear to be eligible under Criterion B/2. While it was designed by master architect Edward B. Page, it is not significant within his oeuvre. The building is not otherwise distinguished as an architectural type or for aesthetic merit, and does not appear to be eligible for the NRHP/CRHR under Criterion C/3. this annex well after the Post World War II building boom in the United States, it does not appear to be associated with events or historic themes of significance under Criterion A/1.

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

Primary #  
HRI#  
Trinomial

Page 4 of 4

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\*Date: July 31, 2010

☒ Continuation ☐ Update

**Continuation of B12. References:**

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O'Connell, Kim A. "Seismic Forces." *Traditional Building*, <http://www.traditional-building.com/Previous-Issues-07/OctProfile07.htm> (accessed July 27, 2010).

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Stanford Historical Society. *Historic Houses IV: Early Residential Communities of the Lower San Juan District, Stanford University*. Stanford: Stanford Historical Society, 2007.

## **Appendix C-2**

LSA, Historic Resources Evaluation, Volumes 1 and 2, December 28, 2017



# **HISTORIC RESOURCE EVALUATION – PART 1**

**3333 CALIFORNIA STREET  
CITY AND COUNTY OF SAN FRANCISCO, CALIFORNIA  
SAN FRANCISCO PLANNING DEPARTMENT CASE NO. 2015-014028ENV**

## ***VOLUME I: HISTORICAL RESOURCE EVALUATION REPORT***

Prepared for:

Lisa Congdon  
Project Manager  
Laurel Heights Partners, LLC  
150 Post Street, Suite 320  
San Francisco, California 94108

Prepared by:

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157 Park Place  
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LSA Project No. LHL1701



December 2017

## TABLE OF CONTENTS

<b>1.0 SUMMARY OF FINDINGS.....</b>	<b>1</b>
<b>2.0 INTRODUCTION .....</b>	<b>3</b>
2.1 Document Organization.....	3
2.2 Project Site Location and Description.....	3
<b>3.0 METHODS.....</b>	<b>5</b>
3.1 Records Searches.....	5
3.2 Literature and Map Review .....	5
3.3 Archival Research .....	6
3.4 Field Surveys .....	7
3.5 Consultation.....	7
<b>4.0 RESEARCH AND FIELD SURVEY RESULTS .....</b>	<b>8</b>
4.1 Records Searches.....	8
4.1.1 Northwest Information Center.....	8
4.1.2 San Francisco Landmark Trees.....	9
4.2 Literature and Map Review .....	9
4.2.1 Results.....	9
4.3 Archival Research .....	17
4.3.1 Construction Plans.....	17
4.3.2 Building Permits.....	22
4.4 Owner and Occupancy History .....	22
4.5 Field Survey.....	23
4.5.1 3333 California Street .....	23
4.5.2 Landscaping and Open Space .....	23
4.6 UCSF Consultation .....	24
4.6.1 UCSF Building Maintenance Staff .....	24
<b>5.0 RESOURCE DESCRIPTION .....</b>	<b>25</b>
5.1 3333 California Street .....	25
5.1.1 Main Building.....	25
5.1.2 Service Building.....	26
5.1.3 Designed Landscape .....	26
5.1.4 Alterations .....	30
<b>6.0 HISTORIC STATUS SUMMARY.....</b>	<b>33</b>
6.1 National Register of Historic Places.....	33
6.2 California Register of Historical Resources.....	33
6.2.1 Office of Historic Preservation Consultation .....	34
6.3 California Historical Resource Status Codes .....	34
6.4 San Francisco City Landmarks.....	35
<b>7.0 HISTORIC CONTEXT.....</b>	<b>36</b>
7.1 Settlement and Development .....	36
7.1.1 Spanish and Mexican Period.....	36

7.1.2	Early American Period and Statehood .....	37
7.1.3	Laurel Heights .....	37
7.2	3333 California Street .....	41
7.2.1	Fireman’s Fund Insurance Company.....	42
7.2.2	Presidio Corporate Center .....	44
7.2.3	University of California, San Francisco.....	45
7.2.4	San Francisco HIV/AIDS Crisis .....	46
<b>8.0</b>	<b>ARCHITECTURAL CONTEXT.....</b>	<b>48</b>
8.1	Corporate Campus.....	48
8.2	Midcentury Modern (1945-1965).....	49
8.2.1	Architecture .....	49
8.2.2	Landscape Architecture .....	53
8.2.3	Architecture Guide Books .....	53
8.3	Edward B. Page .....	55
8.4	Eckbo, Royston & Williams .....	57
8.4.1	Corporate and Institutional Landscapes 1945-1960s .....	59
<b>9.0</b>	<b>ELIGIBILITY EVALUATION .....</b>	<b>61</b>
9.1	California Register of Historical Resources.....	61
9.2	Application of Significance Criteria.....	61
9.2.1	Criterion 1 .....	61
9.2.2	Criterion 2 .....	63
9.2.3	Criterion 3 .....	63
9.2.4	Criterion 4 .....	65
9.3	Character-Defining Features.....	66
9.3.1	Character-Defining Features of 3333 California Street.....	66
9.4	Integrity Assessment .....	67
9.5	Historic District Analysis .....	69
9.5.1	3333 California Street .....	70
9.5.2	Laurel Heights Neighborhood.....	70
9.5.3	Adjacent Built Environment.....	71
<b>10.0</b>	<b>CONCLUSION .....</b>	<b>73</b>
<b>11.0</b>	<b>REFERENCES CONSULTED.....</b>	<b>75</b>

## TABLES

Table A: Building Permits – 3333 California Street .....	30
Table B: Laurel Village Shopping Center – Midcentury Modern Cluster .....	40

## VOLUME II: APPENDICES

### A: MAPS

Figure 1: Regional Location and Project Site

Figure 2: Project Site

Figure 3a-d: Design and Construction Phases

Figure 3e: Landscape Features

Figure 4: Laurel Heights Neighborhood

### B: SANBORN FIRE INSURANCE COMPANY MAPS (1886, 1889, 1899, 1905, 1913, 1950, AND 1990) AND HISTORICAL AERIAL PHOTOGRAPHS (1946, 1952, 1960, 1968, 1973, 1977, 1987, 1993, 2005, 2009, 2010, 2012, 2014, AND 2016)

### C: CALIFORNIA DEPARTMENT OF PARKS AND RECREATION 523 SERIES FORMS

### D: CURRENT CONDITIONS

### E: CONSTRUCTION PLANS (1955, 1963, 1965, AND 1984)

### F: BUILDING PERMITS

### G: PROJECT PLANS – 3333 CALIFORNIA STREET (LAUREL HEIGHTS PARTNERS, LLC, 2017)

### H: PROJECTS COMPLETED BY ECKBO, ROYSTON AND WILLIAMS

### I: LANDSCAPE ANALYSIS



## 1.0 SUMMARY OF FINDINGS

LSA conducted background archival research, consultation, and field surveys as part of this Historic Resource Evaluation – Part 1 (HRE) prepared for 3333 California Street, in the Laurel Heights Neighborhood of the City and County of San Francisco (Block 1032/Lot 003) (project site). The research and field surveys identified a cultural resource over 50 years of age within the 10.25-acre project site: a Midcentury Modern-designed corporate campus comprising two buildings and landscape features originally built in 1956-1957 for the Fireman's Fund Insurance Company (FFIC). The campus contains a four-story Main Building with three levels of partially below-grade parking (in 1964 an additional floor was added and in 1966 a four-story addition, two circular garage ramp structures, and an auditorium were added to this building); a single-story Service Building at the northwestern corner of the project site; approximately 2.75 acres of surface parking; and 3 acres of designed landscape or landscaped open space designed by Eckbo, Royston & Williams, a noted landscape architecture firm that specialized in residential gardens, public spaces, campuses, and business parks.

This HRE evaluates the campus to assess whether it appears eligible for listing on an individual or district level, or as a contributor to a larger potential historic district.<sup>1</sup> LSA concludes that the Midcentury Modern-designed corporate campus within the project site at 3333 California Street appears eligible for inclusion in the California Register at the local level of significance as an individual property under Criterion 1 as an urban adaptation of a typically suburban property type and under Criterion 3 for its uniform Midcentury Modern commercial architecture and is therefore a "historical resource" for the purposes of the California Environmental Quality Act (CEQA). The period of significance is 1956-1966, which encompasses when FFIC began construction in 1956 and subsequent additions to the Main Building in 1964 and in 1966.

LSA's HRE addresses two potential historic district eligibility scenarios: **(1)** the Midcentury Modern-designed corporate campus within the project site at 3333 California Street as a historic district; and **(2)** the Midcentury Modern-designed corporate campus within the project site as part of a larger historic district that includes a broader concentration of earlier Midcentury Modern-designed buildings within Laurel Heights that includes the Laurel Village Residential Tract built in 1948-1950 and the Laurel Village Shopping Center, a commercial retail strip built in 1948-1955 along the south side of California Street. As explained in the HRE to follow, the Midcentury Modern-designed corporate campus within the project site was designed on a much larger scale and for a different use than the residential tract and commercial retail strip, which both represent common mid-20<sup>th</sup> century land use and development patterns in the Laurel Heights Neighborhood, San Francisco, California, and nationwide.

Although the project site contains two buildings and a designed landscape that are "united historically or aesthetically by plan or physical development," official National Park Service guidance favors classifying the Midcentury Modern-designed corporate campus as a "Building" and not a

---

<sup>1</sup> The evaluation is done within the regulatory context of the California Register of Historical Resources (California Register) and *Preservation Bulletin 16*, a San Francisco Planning Department document that outlines CEQA review procedures for historical resources in San Francisco.

“District.” As described in *National Register Bulletin 15*, a “Building” may “also be used to refer to a historically or functionally related unit, such as a courthouse and jail or a house and barn” (National Park Service 1997a:4).

The Midcentury Modern-designed corporate campus within the project site was designed by a professional architect and landscape architects but was built 2-8 years after the residential tract and commercial retail strip. For these reasons, the combination of the project site, the residential tract, and the commercial retail strip does not appear to be a viable historic district eligible for inclusion in the California Register.

## 2.0 INTRODUCTION

LSA prepared this HRE at the request of Laurel Heights Partners, LLC, to evaluate the California Register eligibility of a Midcentury Modern-designed corporate campus built between 1956 and 1966 within the project site at 3333 California Street (Block 1032/Lot 003) in the City and County of San Francisco. This HRE takes into account alterations to the Main Building. These alterations include a full floor addition installed in 1964 and a subsequent four-story addition, two circular garage ramp structures, and an auditorium added in 1966. The evaluation is done within the regulatory context of the California Register and *Preservation Bulletin 16*, a San Francisco Planning Department document that outlines CEQA review procedures for historical resources in San Francisco.

### 2.1 DOCUMENT ORGANIZATION

This HRE is organized into two volumes. The contents of each volume are summarized below.

**Volume I** contains a Summary of Findings, this Introduction, and the following sections: Chapter 3 – Methods; Chapter 4 – Research and Field Survey Results; Chapter 5 – Resource Description; Chapter 6 – Historic Status Summary; Chapter 7 – Historic Context; Chapter 8 – Architectural Context; Chapter 9 – Eligibility Evaluation; Chapter 10 – Conclusion; and Chapter 11 – References Cited.

**Volume II** contains the appendices including (A) maps of the project site, aerial photograph-based images of the chronological construction phases of the project site, associated landscape features, the surrounding Laurel Heights neighborhood; (B) Sanborn Fire Insurance Company maps of the project site and surrounding neighborhood; (C) California Department of Parks and Recreation 523 series forms of the property; (D) photographs of current conditions; (E) a copy of the original 1955 construction plans and subsequent additions from 1963, 1965, and 1984; (F) copies of building permits on file at the San Francisco Department of Building Inspection; (G) a copy of the current project plans; (H) a list of projects completed by Eckbo, Royston and Williams; and (I) a matrix of landscape features, their general condition, and status as character-defining features of the project site.

### 2.2 PROJECT SITE LOCATION AND DESCRIPTION

The 10.25-acre Midcentury Modern-designed corporate campus is bounded on the north by California Street, on the east by Presidio Avenue, on the south by Masonic and Euclid avenues, and on the west by Laurel Street. It is part of the Laurel Heights Neighborhood, which is located west of Lower Presidio Heights, southwest of Pacific Heights, south of Presidio Heights, east of Jordan Park and the Inner Richmond, north of Anza Vista, and northwest of the Western Addition (HRE Volume II, Appendix A: Figures 1 and 2). The proposed project, described in greater detail below, would partially demolish the campus within the project site and construct new facilities and public open space.

The proposed project would demolish the Service Building in the northwestern corner of the project site, the surface parking lots, and the circular garage ramp structures. The project would demolish 49 percent of the Main Building and redevelop it as two separate buildings (Center Building A and Center Building B). Renovation of the Main Building would include the addition of the following:

- Partial residential/partial non-residential floors atop the existing building;
- Two new floors on Center Building A and three new floors on Center Building B. Of these new floors, one new residential floor on each building would replace an existing mechanical penthouse. Additionally, reuse of the existing building may require the reconstruction of some existing building floors to meet structural and code requirements.

The project proposes to construct thirteen new buildings in different locations around the site: the 45-foot-tall Plaza A and Plaza B buildings (residential and retail uses) along California Street between Laurel and Walnut streets; the 45-foot-tall Walnut Building (office, retail, and child care uses) along California Street east of Walnut Street; the 40-foot-tall Masonic Building (residential use) along Masonic Avenue; the 40-foot-tall Euclid Building (residential and retail uses) near the intersection of Euclid and Masonic avenues; the 37–40-foot-tall Laurel Duplexes (residential use) comprised of seven buildings along Laurel Street; and the 40-foot-tall Mayfair Building (residential use) near the intersection of Laurel Street and Mayfair Drive. Overall, the project would create 558 residential units and 895 parking spaces. The renovated building and new construction will cover approximately 48 percent of the project site, with the remainder utilized as open space. The plans and renderings for the proposed project are in HRE Volume II, Appendix G of this HRE.

## 3.0 METHODS

To prepare this HRE, LSA conducted a records search, literature and map review, archival research, and field surveys, and consulted with University of California, San Francisco (UCSF) staff. These tasks were conducted to identify the land use history of the area, identify potentially significant associations, and prepare a historic context for built environment resources within the project site. Each task is summarized below.

### 3.1 RECORDS SEARCHES

On March 21, 2017, LSA Architectural Historian Angelique Theriot, M.A., conducted a records search of the project site and a one-block radius at the Northwest Information Center (NWIC) (File No. 16-1450). The NWIC, an affiliate of the California Historical Resources Information System, is the official state repository of cultural resource records and reports for San Francisco County. The records search was done to identify built environment cultural resources and was augmented by a review of the following national, state, and local inventories for cultural resources in and adjacent to the project site:

- *California Points of Historical Interest* (California Office of Historic Preservation 1992);
- *Five Views: An Ethnic Historic Site Survey for California* (California Office of Historic Preservation 1988);
- *Historic Spots in California* (Hoover et al. 1990);
- *California Historical Landmarks* (California Office of Historic Preservation 1996);
- *California Inventory of Historic Resources* (California Department of Parks and Recreation 1976);
- *Directory of Properties in the Historic Property Data File for San Francisco County* (California Office of Historic Preservation April 5, 2012). The directory includes the listings of the National Register, National Historic Landmarks, California Register, California Historical Landmarks, and California Points of Historical Interest;
- *City of San Francisco Landmarks, Historic Districts, and Structures of Merit* (San Francisco Planning Department 2003a);
- *Here Today: San Francisco's Architectural Heritage* (Junior League of San Francisco 1968);
- *List of Landmarked Trees* (San Francisco Department of the Environment 2016); and
- *Neighborhood Commercial Buildings Historic Resource Survey* (San Francisco Planning Department 2017).

### 3.2 LITERATURE AND MAP REVIEW

Ms. Theriot and LSA Architectural Historian Michael Hibma, M.A., DPH, reviewed the following publications, maps, and websites for historical information about the project site and its vicinity:

- *California Place Names* (Gudde 1998);

- *Durham's Place-Names of the San Francisco Bay Area* (Durham 2000);
- *San Francisco Architecture* (Woodbridge et al. 1992);
- *San Francisco Architecture – Revised Edition* (Woodbridge et al. 2005);
- *An Architectural Guidebook to San Francisco and the Bay Area* (Cerny 2007);
- *San Francisco, Architecture of the San Francisco Bay Area: A History & Guide* (Schwarzer 2007);
- *How to Read the American West: A Field Guide* (Wyckoff 2014);
- *Sanborn Fire Insurance Company Maps* (Sanborn Fire Insurance Company 1886, 1889, 1899, 1905, 1913, 1950, and 1990);
- *San Francisco, Calif.*, 15-minute topographic quadrangle (USGS 1895, 1899, and 1915);
- *San Francisco North, Calif.*, 7.5-minute topographic quadrangle (USGS 1947, 1950, 1956a, 1956b, 1956c, and 1993);
- *FoundSF* at [www.foundsf.org](http://www.foundsf.org) (2017);
- *ParcelQuest* at [www.parcelquest.com](http://www.parcelquest.com) (2017);
- *Historic Aerials – UCSF Laurel Heights - 3333 California Street* (GeoSearch, Inc. 1946, 1952, 1960, 1968, 1973, 1977, 1987, 1993, 2005, 2009, 2010, 2012, 2014, and 2016); and
- *San Francisco Planning Department Property Information Map* (San Francisco Planning 2017a).

See section 11, References Consulted, for a complete list of materials reviewed.

### 3.3 ARCHIVAL RESEARCH

On March 22 and 23, 2017, LSA Architectural Historian Amber Long conducted research at the San Francisco Department of Building Inspection, the City and County of San Francisco Office of the Assessor-Recorder, and the Daniel E. Koshland San Francisco History Center in the Main Branch of the San Francisco Public Library. These research tasks included an examination of government records, newspaper articles, photographs, department memoranda, local histories, and personal correspondence for historical and environmental information about the project site and vicinity, as well as the project site's association with UCSF.

On April 8, 2017, LSA Architectural Historian Michael Hibma conducted research at the UCSF Special Collections and University Archives at Parnassus Heights to obtain historical and environmental information about the project site and its association with UCSF. Materials examined included government records, environmental reports, newspaper articles, inter-department memoranda, local histories, and personal correspondence.

On May 4, 2017, Mr. Hibma conducted research at the Environmental Design Library Archives, in the College of Environmental Design at the University of California, Berkeley, to obtain historical and environmental information regarding the project site and the Eckbo, Royston & Williams landscape architectural firm. Materials included one image covering a portion of the project site, biographical information, and a list of projects completed by the firm between 1945 and 1958.

### 3.4 FIELD SURVEYS

On February 11, 2017, LSA Architectural Historian Michael Hibma conducted a preliminary field survey to familiarize himself with the site for the purposes of preparing a proposal to prepare this HRE. The field survey was documented through photographs.

On March 22, 2017, Mr. Hibma conducted a field survey to identify built environment cultural resources in and adjacent to the project site, as well as to obtain information about the architectural context and land-use patterns of the area. The field survey was documented through photographs.

On May 2, 2017, Mr. Hibma conducted a survey of various interior spaces of the Main Building within the project site. This survey was conducted to identify the presence, and degree of, retention of original materials, design, and layouts. Mr. Hibma also photographed buildings on adjacent parcels that face the project site. The field survey was documented through photographs. See HRE Volume II, Appendix D for images of current conditions.

On June 17, 2017, Mr. Hibma accompanied Planning Department preservation and planning staff and representatives of the applicant team for a survey of interior spaces of the Main and Service buildings and a general walk around the 10.25-acre project site. The survey was done to obtain supplemental information on interior spaces, present configurations, and identification of character-defining features that appeared to survive. Planning Department preservation staff attended to gain firsthand information and impressions of the project site.

### 3.5 CONSULTATION

On May 2, 2017, Lisa Congdon, Project Manager at Laurel Heights Partners emailed property management and maintenance staff at UCSF Laurel Heights on behalf of LSA requesting any information such as (but not limited to) plans, policies, photographs, or other information regarding changes to the landscape at 3333 California Street. See section 5.1.4.2 for a discussion of alterations to the landscape within the project site.

## 4.0 RESEARCH AND FIELD SURVEY RESULTS

### 4.1 RECORDS SEARCHES

This section presents the results of state and local cultural resource records searches.

#### 4.1.1 Northwest Information Center

The NWIC records search identified one previously evaluated resource within the project site:

- **P-38-002995/California Historical Landmark No. 760 – Site of the Former Laurel Hill Cemetery.** A bronze commemorative plaque was affixed in 1961 to the brick perimeter wall near the Main Entrance facing California Street at the Walnut Street intersection, which stated: “Builders of the West, civic and military leaders, jurists, inventors, artists and eleven United States Senators were buried here - the most revered of San Francisco's hills.” During a May 2, 2017, pedestrian survey, LSA Architectural Historian Michael Hibma examined the brick wall near the California Street Entrance and noted that the plaque is missing. See section 6.2.1 below for guidance from the California State Office of Historic Preservation regarding replacement of missing plaques.

The NWIC records search identified two previously recorded cultural resources within or adjacent to a one city block radius of the project site:

- **P-38-002649/Bekins Van & Storage Warehouse (2670-2696 Geary Boulevard; Block/Lots: 1071/003 and 1071/004).** This seven-story warehouse of reinforced concrete and masonry construction was built in 1923 and originally evaluated and recorded in 1983 as part of a historic preservation tax credit program application. The building was found eligible for its association with the Bekins Company, its Renaissance Revival architectural qualities, and as a notable design example by architect Edward T. Flaherty. The building was subsequently assigned a California Historic Resource Status Code of “2S3,” indicating that it was an “Individual Property to a district determined eligible for National Register by Part I Tax Certification. Listed in the California Register.”

The building was reevaluated in 2003 by EarthTouch, Inc., archaeologist Lorna Billat as part of a Federal Communications Commission (FCC) application to install a rooftop telecommunications antenna. The 2003 evaluation concurred with the earlier 1983 eligibility finding. In 2015, the building was evaluated a third time by architectural historian Alexandra Bevk. The 2015 evaluation reaffirmed the earlier 1983 and 2003 findings regarding its individual eligibility for inclusion in the National Register. This building is a historical resource for the purposes of CEQA (Bevk 2015).

- **P-38-004761/3597 Sacramento Street (Block/Lot: 1019/019).** This three-story wood-framed mixed-use building, comprised of apartments above ground floor commercial space was built in 1907. This building was previously evaluated in 2010 by Dana Supernowicz of Historic Resource Associates (Supernowicz 2010) as part of a FCC application to install a rooftop telecommunications antenna. Due to subsequent alterations, the building lacked sufficient



integrity for individual listing or as part of a historic district in the National Register or California Register. This building is not a historical resource for the purposes of CEQA.

#### 4.1.2 San Francisco Landmark Trees

A review of the San Francisco Department of the Environment's *List of Landmarked Trees* did not indicate that any Landmarked Trees are located within or adjacent to the project site. The Department of the Environment's website indicated that eight Significant Trees are within the project site (San Francisco Department of the Environment 2016).<sup>2</sup> Several large onsite Monterey Cypress trees are likely remnant trees from the Lone Mountain/Laurel Hill Cemetery.

According to an arborist report prepared on March 24, 2017, by Crockett-based SBCA Tree Consulting, the project site contains "thirty four (34) trees that qualify as 'Protected Trees.' Of these, nineteen (19) exist on subject property<sup>3</sup> and fifteen (15) are City Street Trees. No Landmark Trees exist within or adjacent to the property" (SBCA 2017).

## 4.2 LITERATURE AND MAP REVIEW

A literature and map review identified information regarding the historical context of the project site, as summarized below.

### 4.2.1 Results

The literature and map review identified one cultural resource within the project site that qualifies as a historical resource under CEQA:

- **P-38-002995/California Historical Landmark No. 760 – Site of the Former Laurel Hill Cemetery.** This resource is discussed in section 4.1.1, above.

The literature and map review identified two cultural resources within a one-city-block radius of the project site that qualify as historical resources under CEQA:

- **2908-2910 Bush Street/Hoadley Residence.** The Milo Hoadley Residence, built between 1854 and 1858, is one of the oldest houses in San Francisco and is *San Francisco City Landmark No. 216*. Milo Hoadley was a civil engineer who surveyed much of San Francisco during the mid-19<sup>th</sup> century. In 1862, Hoadley surveyed his land and named it the "Hoadley Tract." The Hoadley Residence is a historical resource for the purposes of CEQA (San Francisco Planning Department 2017a).

<sup>2</sup> Significant Trees are those managed by the San Francisco Department of Public Works (DPW), or on private property within 10 feet of the public right-of-way, or meet certain size criteria. The removal of Significant Trees on private property is subject to the requirements for the removal of street trees. To remove Significant Trees, the DPW Director must consider certain factors related to the tree, such as: size, age, species, and visual, cultural, and ecological characteristics (San Francisco Municipal Code §810A(a)(c)).

<sup>3</sup> According to a "Required Checklist for Tree Planting and Protection" document prepared March 27, 2017, by Prado Group, there are 19 Significant Trees within the project site and no Significant Trees adjacent to the project site.

- **San Francisco Fire Department Station No. 10/655 Presidio Avenue.**<sup>4</sup> This resource consists of a two-story firehouse constructed of reinforced concrete built in 1955. The building was constructed as part of the 1952 Firehouse Bond Act (Bond Act), which authorized the expenditure of \$4.75 million to construct and rehabilitate firehouses throughout the city. The Bond Act was the Fire Department's largest system wide upgrade since the 1906 Earthquake and Fire, and it allowed for the rehabilitation of existing fire stations and for new construction to provide faster response times in underserved areas. The refurbished and new stations also provided improved living and working conditions for firefighters.

Station No. 10 was one of 19 new firehouses built as part of the Bond Act. The new stations were built in a uniform Late Moderne architectural styling. According to Sanborn Fire Insurance Company Map analysis, San Francisco Fire Department Station No. 10 at 655 Presidio Avenue is located where the former two-story Laurel Hill Cemetery office, waiting room, and caretaker's dwelling once stood.

In 2010, Page & Turnbull cultural resources staff evaluated Firehouse No. 1 at 676 Howard Street.<sup>5</sup> As a result of their research, Page & Turnbull concluded that Firehouse No. 1 was built as part of the Bond Act. Researching and surveying other firehouses built as a result of the Act indicated that a potential discontinuous historic district, tentatively named the *San Francisco 1952 Firehouse Bond Act Thematic Historic District*, was composed of 20 firehouses. This potential district appeared significant for its association with the Bond Act and the collective Late Moderne architectural qualities of its contributors.

Station No. 10 appears to contribute to the potential *San Francisco 1952 Firehouse Bond Act Thematic Historic District*. However, no information from the Planning Department or the NWIC indicates that it was formally determined a contributing element to a historic district. Therefore, its status as a historical resource under CEQA is uncertain at this time.

The *San Francisco Modern Architecture and Landscape Design, 1935-1970: Historic Context Statement (Modern HCS)* (San Francisco Planning Department 2010) included the following information about the project site:

- **Garrett Eckbo.** Information in HRE Volume II, Appendix A indicates that Garrett Eckbo was first active in San Francisco starting in 1942 as an independent landscape architect. In the postwar period, Eckbo was a partner in landscape architectural design firms that completed projects in San Francisco (and statewide). He was partner in several firms from 1948 to his death in 2000.<sup>6</sup>

<sup>4</sup> This building is depicted as "Fire Sta. Eng. Co. No. 26" on a circa 1990 Sanborn Fire Insurance Company map of the area.

<sup>5</sup> A copy of this document is available for review at the San Francisco Planning Department, 1650 Mission Street, Suite 400, as part of Planning Department Case File Nos. 2009.0291E and 2010.0275E (San Francisco Museum of Modern Art Expansion and Fire Station Relocation and Housing Project).

<sup>6</sup> According to the Historic Context Statement, the chronological sequence of Garrett Eckbo's partnerships are as follows: **Eckbo, Royston & Williams** (1948-1959); **Eckbo, Dean & Williams** (1960-1963); and **Eckbo, Dean, Austin & Williams** (1964-present) (2009 name changed to AECOM) (Planning Department 2010:295).

- **Robert Royston.** Information in the HRE Volume II, Appendix A indicates that Robert Royston was first active in San Francisco in 1959 as a partner of Eckbo, Royston & Williams. In 1963, he helped found Royston, Hanamoto, Beck & Abey, which was in operation until 1974 (San Francisco Planning Department 2010:296). Robert Royston died in 2008; the firm Royston, Hanamoto, Alley & Abey, in operation since 1979 and based in the Marin County community of Mill Valley, remains in business.
- **Edward B. Page/3333 California Street.** Information in HRE Volume II, Appendix B indicates that, according to the *Modern HCS*, the only example of Edward Page's architecture is the Fireman's Fund Indemnity Company/3333 California Street (San Francisco Planning Department 2010:300). No other mention of Edward Page or 3333 California Street is found in the *Modern HCS*. Please see section 8.3 for a list of other buildings Edward Page is credited with designing.

The Planning Department's online *Property Information Map* identified two cultural resources within or adjacent to a one-city-block radius of the project site. The documents reviewed were CEQA Categorical Exemption Determinations which contained Preservation Team comments. The two properties located in the Laurel Village Residential Tract include:

- **11 Collins Street** (Block 10/Lot 002). This two-story, split-level, single-family residential building was constructed in 1948. In 2013, the Planning Department reviewed an application (Case No. 2013.0261E) to "alter the porch, add a dormer, and add horizontal addition at second floor." The Preservation Team determined they had sufficient information to find the building *not eligible* under any of the California Register significance criteria as an individual resource or as part of a potential historic district. The Preservation Team noted:

*This building type has been studied in both the Department's Modern Architecture and Landscape Design Historic Context and the Sunset District Historic Survey and found to be insignificant in San Francisco history. The property also does not appear to be associated with any significant historic event or any person significant to our past. Furthermore, the building is not attributed to an architect or a master builder and the building is not an exceptional example of the Mid-Century design nor does it possess high artistic value. For these reasons, the Department finds that the property does not qualify for listing on the Register under any of the Criteria listed above.*

The documentation was reviewed and approved by the Senior Preservation Planner/Preservation Coordinator on July 23, 2013 (San Francisco Planning Department 2013a).

- **245 Euclid Avenue** (Block 1069/Lot 035). This one-story-over-garage, single-family residential building was constructed in 1952. In 2013, the Planning Department reviewed an application (Case No. 2013.372E) for a project to build a lateral addition to the basement level and a new second-story addition at the rear east-facing façade. Other proposed alterations included enclosing the front entrance and creating habitable space on the first floor. The Preservation Team determined they had sufficient information to find the building *not eligible* under any of

the California Register significance criteria as an individual resource or as part of a potential historic district. The Preservation Team noted:

*The subject property was designed and constructed by Heyman Homes Inc. as part of a small subdivision in the Laurel Village area of Presidio Heights that was previously part of the Laurel Hill Cemetery. Started by Oscar Heyman, Heyman Homes Inc. was one of the largest landowners and developers in the Sunset District, but also built tract homes in Laurel Village between 1948 and 1953.*

*The building is an example of tract housing built in the Laurel Village neighborhood in the mid-twentieth century, and is a non-distinct example of this common housing type. The building is not architecturally distinct such that it would qualify for listing in the California Register under Criterion C/3. No known historic events occurred at the property that would qualify it for listing under Criterion A/1, and none of the owners or occupants have been identified as important to history to qualify it for listing under Criterion B/2. The subject property is not located within the boundaries of any identified historic districts as the subject block contains a combination of Midcentury Modern homes that were built between 1950 and 1954 at the north end of the block where the Laurel Hill Cemetery was previously located, and a collection of Period Revival style buildings constructed between 1914 and 1924 at the southern half of the block. The subject block is not individually distinctive or representative of the area that would qualify it as a potential historic district. Therefore, 245 Euclid Avenue is not eligible for listing in the California Register under any criteria individually or as part of a historic district.*

The documentation was reviewed and approved by the Senior Preservation Planner/Preservation Coordinator on August 8, 2013 (San Francisco Planning Department 2017b).

**Sanborn Fire Insurance Company Map Analysis.** The following summarizes the development of properties adjacent to the portion of the former Laurel Hill Cemetery that contains the project site. Early development was facilitated by the growth of streetcar lines in the area in the late-19<sup>th</sup> century but remained relatively sparse. By the mid-20<sup>th</sup> century, the areas surrounding the project site contained mostly residential properties, with some commercial development.

The earliest Sanborn Fire Insurance Company map that depicts the project site was published in 1886. The project site is within the eastern portion of the former Laurel Hill Cemetery, portions of which are not depicted on any Sanborn Maps until 1913. Appendix B in Volume II of this HRE contains copies of the Sanborn Fire Insurance Company Maps reviewed.

#### *Sanborn Maps – 1886*

- Adjacent city blocks to the south, east, and north of the project site contain sparse residential and commercial development with some streetcar infrastructure along California Street. Higher concentrations are depicted on the east side of Central Avenue (modern Presidio Avenue) opposite the project site.

- Along the northern side of California Street, between Lyon Street on the east and Walnut Street on the west, are two saloons, a “China Laundry” near the southwestern corner of the Walnut and California streets intersection, and two single-story residential buildings across Walnut Street.
- The California Street Railroad Car House near Lyon Street and the Ferries and Cliff House Railroad Company near Central (Presidio) Avenue are located along California Street.
- The Ferries and Cliff House Railroad Company’s roundhouse and turntable are farther west along California Street, between Laurel and Locust streets.
- City blocks north of Locust Street are either vacant or sparsely settled (Sanborn Fire Insurance Company 1886:123B, 123C, 123D, 123E, 123F).

#### *Sanborn Maps – 1889*

- Adjacent city blocks to the south, east, and west of the project site show sparse residential and commercial development and streetcar infrastructure. Higher concentrations are shown on the east side of Central Avenue (modern Presidio Avenue). The 1889 map shows large single-family dwellings, railroad infrastructure, lodging buildings, and commercial spaces.
- Eleven dead-end streets are shown between the southern boundary of Laurel Hill Cemetery (modern Euclid Avenue) and the northern side of Point Lobos Avenue (modern Geary Boulevard) and west of Central Avenue to First Avenue (modern Arguello Boulevard). The Union Nursery, two Chinese laundries, Drakes Marble Works, and pumping stations for the Oddfellow and Laurel Hill cemeteries are depicted.
- The Point Lobos Public School is at the northeastern corner of the intersection of First (modern Arguello Avenue) and Point Lobos avenues. The rear of the school contains a “Planked Yard.”
- Blocks on the north side of Point Lobos Avenue between Blake Street to the east and Williamson Street (modern Parker Avenue) to the west contain over 40 single-family dwellings depicted on narrow lots with square, L-shaped, or rectangular footprints. Most have detached outbuildings. Five multiple-family dwellings are also depicted in clusters interspersed with large, open vacant lots.
- The Geary Street Steam Railroad tracks are in the middle of Point Lobos Avenue.
- Sanborn maps of areas west of Laurel Hill Cemetery were not prepared in 1889, indicating that development was too sparse to warrant depiction by surveyors (Sanborn Fire Insurance Company 1889:88A, 88B, 88C).

#### *Sanborn Maps – 1899*

- By 1899, the blocks east of and across Central Avenue (modern Presidio Avenue) show dense commercial development.

- Most of the southeast of the Central Avenue and California Street intersection is vacant, except for four single-story dwellings, one two-story dwelling, and a marble-cutter.
- California Street west of Central Avenue contains the same built environment depicted in 1886. However, differences include increased, denser development toward First Avenue (modern Arguello Boulevard), the Jordan Tract street grid connecting with California Street, and the Ferries and Cliff House Railroad tracks.
- The Jordan Tract street grid is depicted but all lots are vacant.
- Adjacent blocks to the south of the project site show the same built environment as depicted in 1889 although fewer vacant lots remain. The Union Nursery is now the Florist's Nursery and contains four greenhouses, and a 5-million-gallon saltwater reservoir owned by the Olympic Salt Water Company is depicted west of and across Josephine Street. The Geary Street Steam Railroad is gone (Sanborn Fire Insurance Company 1899:394, 395, 399, 401, 403, 430, 434, 436, 437).

#### *Sanborn Maps – 1905*

- By 1905, the blocks east of and across Central Avenue (renamed Presidio Avenue by 1905) depict the similar dense commercial development as shown in 1899.
- Lands southeast of the Central Avenue and California Street intersection are vacant, except for four single-story dwellings, one two-story dwelling, a concrete works, and a building labeled "horseshoeing" and an unspecified office.
- California Street west of Central Avenue contains the same general built environment as depicted in 1899. However, differences include the Jordan Tract street grid connecting with California Street and depiction of the Cliff House Railroad tracks within California Street.
- Development in Jordan Tract has begun with several parcels containing residences. However, most of Jordan Tract remains vacant.
- Adjacent blocks to the south of the project site show the same built environment as depicted in 1899 although fewer vacant lots remain. The 5-million-gallon saltwater reservoir owned by the Olympic Salt Water Company is depicted west of and across Josephine Street, and east of Eugenie Street (Sanborn Fire Insurance Company 1905:394, 395, 399, 401, 403, 430, 434, 436, 437).

#### *Sanborn Maps – 1913*

- By 1913, the area east of the project site is nearly fully built out, with a few vacant lots remaining. Most buildings facing Laurel Hill Cemetery are residential flats with few commercial properties.

- A two-story, T-shaped brick-veneered building containing an office, waiting room, and residence is depicted on the Laurel Hill Cemetery grounds northwest of the Bush Street and Presidio Avenue “T” intersection. San Francisco Fire Department Station No. 10 is located here.
- The blocks facing the cemetery depict a modest increase in density. The Ferries and Cliff House Railway Company infrastructure is gone.
- California Street between Walnut and Maple streets is built out with one- or two-story single-family residences and multiple-story, multi-unit flats typically sited on narrow, rectangular lots. Hannemann Hospital, a four-and-a-half story, H-shaped building, is at the northeastern corner of the California and Maple streets intersection.
- Jordan Tract parcels on Parker Street west of and adjacent to the Laurel Hill Cemetery contain square or rectangular-shaped, two-story residential buildings composed of five multi-unit residential flats and seven single-family homes.
- Blocks to the south depict the same general built environment as shown in 1905. Differences include the “Geary Street Car Barn of the Municipal Railway” at 949 Presidio Avenue in the former location of the Florist Nursery and associated greenhouses were depicted in 1905.
- Josephine Street (later converted as an extension of Masonic Avenue to Presidio and Euclid avenues) is depicted as a dead-end street, Point Lobos Avenue is renamed Geary Boulevard, and Euclid Avenue is depicted ending in a T-intersection with Parker Street (Sanborn Fire Insurance Company 1913:306, 307, 308, 311, 312, 313, 316, 317, 318, 322).

#### *Sanborn Maps – 1950*

- By 1950, the blocks east of the project site are depicted as fully built out and contain a mix of apartment buildings, multi-unit residential flats, and mixed-use residential buildings with ground-floor commercial space.
- The two-story, T-shaped Laurel Hill Cemetery office, waiting room, and caretaker residence is labeled “vacant.” No buildings, structures, or objects are depicted within the project site.
- Euclid Avenue connects to Presidio Avenue, and Josephine Street is renamed Masonic Avenue.
- The blocks along California Street that face the former Laurel Hill Cemetery are built out. The Jewish Community Center is shown at the northwestern corner of the Presidio Avenue and California Street intersection. A gas station is depicted opposite California Street where the San Francisco Fire Credit Union (3201 California Street) is today. The Ferries and Cliff House Railway Company infrastructure is gone.
- The north side of California Street between Walnut and Maple streets is fully built out. Hannemann Hospital, rebuilt in 1940, is a three-story, T-shaped building of reinforced concrete.



- The Laurel Village Shopping Center is shown. Most of the new construction is located between Laurel Street and a pedestrian crosswalk opposite Locust Street.
- The Laurel Village Residential Tract, west of and adjacent to the project site, is fully built out. Eight two-story, split-level residential buildings are west of and across Laurel Street from the project site. They are generally rectangular in shape with a projecting wing or garage. Four two-story buildings containing two flats face the Laurel Street and Mayfair Drive intersection (see HRE Volume II, Appendix D:Images 56-63). Across Euclid Avenue from the project site are three two-story multi-unit residential buildings (Sanborn Fire Insurance Company 1950:306, 307, 308, 311, 312, 313, 316, 317, 318, 322).

#### *Sanborn Maps – 1990*

- Blocks east of the project site are generally in the same configuration as shown in 1950 and contain apartment buildings, shops, some restaurants, multi-unit residential flats, and mixed-use residential buildings with ground-floor commercial space.
- The Laurel Hill Cemetery office is gone and replaced with “Fire Station Engine No. 26.” The Sanborn map contains a notation that states the Fire Station was built in 1955 of reinforced concrete walls and floors. A segment of Masonic Avenue is depicted between 3333 California Street and the Fire Station.
- The building footprints and several “parking areas” are depicted within the project site. The footprint of the Main Building reflects the post-1966 multi-story addition on the east façade (facing Presidio Avenue). The current footprint of the Service Building is shown. The Sanborn Map notation indicates that the Service Building was used as “offices” for the “State of California Department of Transportation.”
- The city blocks facing 3333 California are fully built out. The Jewish Community Center is shown at the northwestern corner of the Presidio Avenue and California Street intersection. The gas station depicted opposite California Street where the San Francisco Fire Credit Union (3201 California Street) in 1950 was located is gone. The north side of California Street between Walnut and Locust streets is fully built out. Saint Edwards Church is depicted at 3330 California Street. The city block across Laurel Street is also fully built out. The Laurel Village Shopping Center remains as depicted in 1950.
- The block opposite Euclid Avenue from the project site is shown fully built out and containing nine multi-unit residential buildings (Sanborn Fire Insurance Company 1990:306, 307, 311, 312).

**Historical Aerial Photograph Analysis.** The following summarizes the development of 3333 California Street as depicted in available historical aerial photographs. The earliest aerial image available that depicts the buildings and landscape within the project site was taken in 1960. The Main and Service buildings are partially completed. The landscape has not yet been installed. Several mature remnant Laurel Hill Cemetery trees are shown. Subsequent aerial images show the basic configuration of the project site following the last major addition to the Main Building in 1967.



Due to poor image quality, no other distinct alterations are discernable (GeoSearch Inc. 1960). See Appendix B in Volume II of this HRE for a set of aerial photographs of the project site.

Black-and-white aerial photographs taken in 1968, 1973, and 1977 depict the modern FFIC corporate campus following the last major addition to the east façade of the Main Building in 1967. The basic modern configuration of landscaped areas, parking lots, and circulation paths are shown (GeoSearch Inc. 1968, 1973, 1977).

A black-and-white aerial photograph taken in 1987 depicts the current entrance on the California Street Wing of the Main Building. A projecting feature faces the California Street entrance, and a circular concrete pathway is located north of and adjacent to the modified main entrance. Due to poor image quality, no other distinct alterations are discernable. A black-and-white aerial photograph taken in 1993 depicts the same basic configuration as shown in 1987 (GeoSearch Inc. 1987, 1993).

A black-and-white aerial photograph taken in 2002 depicts modifications on the south façade of the Euclid Street Wing of the Main Building. These modifications correspond to the modern UCSF Laurel Heights Children's Center and consist of realigned pedestrian paths and a new sidewalk branching off the Euclid Avenue sidewalk. Other apparent alterations include repaved and restriped parking lots and new rooftop heating, ventilation, and air-conditioning equipment atop the Main Building. Subsequent black-and-white aerial photographs taken in 2004, 2005, 2009, 2010, 2012, 2014, and 2016 depict the same basic configuration as shown in 2002 (GeoSearch, Inc. 2002, 2004, 2005, 2009, 2010, 2012, 2014, 2016).

### 4.3 ARCHIVAL RESEARCH

A review of newspaper articles, San Francisco Board of Supervisor meeting minutes, municipal election materials, and correspondence from preservation groups and attorneys shows that by 1930, developers, local businesses, and residents considered a cemetery at Laurel Hill an inferior use of increasingly valuable real estate and a physical barrier to improving transportation networks between the eastern and western parts of the city. Preservation groups such as the Native Sons of the Golden West, the California Historical Society, and the San Francisco Committee on Historic Property advocated setting aside a 5-acre portion of the former cemetery as a Pioneer Park to commemorate the influential persons buried there.

Online archival research located electronic copies of the September 1957 edition of *Architect and Engineer*, which contained a nine-page feature article that described the FFIC's new Home Office written by MacDonald, Young & Nelson - the building contractor. The San Francisco Public Library collections contained a corporate history published by the FFIC in 1963 and authored by William Bronson. See section 7.2 for a discussion based on the results of the archival information reviewed.

#### 4.3.1 Construction Plans

LSA obtained electronic copies of three sets of historic-period construction plans of the project site's current built environment and landscaping. The plan sets include copies of the original construction and landscape design plans drawn by Edward B. Page and Eckbo, Royston & Williams in 1955 and labeled "Home Office Building – Fireman's Fund Insurance Company"; a copy of construction plans

labeled “Addition to Home Office Building” drawn by Edward B. Page in 1963 for subsequent additions to the Main Building; a third set drawn by Edward B. Page in 1965 and labeled “Parking Garage and Office Building Addition”; and an article in the September 1957 edition of *Architect and Engineer* describing the then-new FFIC home office. Appendix E in Volume II of this HRE contains copies of original construction plans and copies of plans for subsequent building additions drawn in 1963, 1965, and a 1984 remodel of the Main Entrance in the California Street Wing of the Main Building. Figure 3a-d of Appendix A in Volume II of this HRE contains aerial photograph-based images of the project site that show the various phases of Main Building additions. The subsections that follow describe each wing of the Main Building.

#### 4.3.1.1 California Street Wing

The approximately 455,000 square-foot commercial building was originally designed to have an open and airy interior. The interior openness was made possible by a double-cantilevered construction design that provided a 55-foot span of open floor, from the building core to the outside window curtain wall and overhanging ledges. The use of solid steel beams was not practicable or affordable to provide the necessary support while maximizing the openness of the interior spaces. To get around the problem, “a method of construction was adopted which is, as far as we know, unique” (*Architect and Engineer* 1957:14). The method used laminated steel plates bolted together to essentially create custom-width steel support beams. When finished and encased in plaster, the columns were “no more than 12 inches on one side and from 12 to 20 inches on the other – far smaller than would have been required by conventional methods.”

To build, power, and brick-clad the Main and Service buildings in 1955 took “the equivalent of 50 freight car loads [of steel], over 70 miles of copper wire, and over 500,000 bricks” (*Architect and Engineer* 1957:14-18). According to original construction plans, the California Street Wing of the Main Building was composed of three floors and formed the largest component of the Main Building. At the bottom was the Basement Floor, and above that was the Ground Floor topped by a Main Floor. Connecting all floors was a central area that contained a stairway, elevators, and bathrooms.

A defining characteristic of a corporate campus property type is that multiple functions (line/service staff, management, and executives) work and collaborate in the same building/facility. The following subsections list the various functions and services FFIC wanted Edward Page to locate within each floor of the Main Building. Gleaned from reviewing the construction plans, an emphasis of informal collaboration among FFIC’s staff working in various integrated departments facilitated by large, open floor plans reflects the ideas of the Corporate Campus. See section 8.1 below for a description of this property type.

The Basement Floor of the California Street Wing originally contained the following departments and services:

- Supply Department;
- Reproduction Department;
- Transformer Room;

- Inactive File Storage;
- I.B.M. Equipment Room;
- Tabulating Department;
- Utility Room;
- Personnel Department;
- Mailing Department;
- Education Department;
- File Vault;
- Infirmary and Nurses' Station;
- Building Maintenance Office and Materials Storage; and
- Janitors' Locker Room.

The Ground Floor of the California Street Wing originally contained the following departments and services:

- Central Typing;
- Cashier;
- Marine Processing;
- Central Filing;
- Cafeteria;
- Auditor;
- Office and Personal Secretary Space;
- Conference Rooms (3);
- Coat Rooms (4); and
- Vault.

The Main Floor of the California Street Wing originally contained the following departments and services:

- Twenty-eight Personal Offices (arranged along the outer window curtain wall);
- Open Floor Space Used for Personal Secretaries;
- Conference Rooms (3);
- Coat Rooms (4);
- Technical Library; and
- Law Library.

Construction plans for an addition prepared by Edward Page in 1963 show a fourth floor addition at the rear, western portion of the California Street Wing of the Main Building. The addition contained

heating, air-conditioning, and ventilation (HVAC) equipment; two bathrooms; and a large, open floor for General Office uses. This open area extended over the Laurel Street and Euclid Avenue wings.

Construction plans of an addition prepared by Edward Page in 1965 show a 288-foot-tall, rectangular-shaped, four-floor addition to the east-facing façade of the California Street Wing of the Main Building. The addition contained a three-story, above-ground parking garage with two concrete circular ramps leading to the existing three-level partially below-grade parking, additional office and classroom space, and a 295-seat auditorium. A section of surface parking and medians accessed off Presidio Avenue was demolished and cleared to accommodate the new construction. Like the additions drawn in 1963 for the rear portion of the California Street Wing of the Main Building, these additions were drawn by Edward Page in a manner that echoed the original 1955 Midcentury Modern aesthetic; however, a notable exception was the Auditorium exterior, which had an unusual low-pitched accordion screen wall clad in staggered masonry, which is not found anywhere else on the Main Building. It is not clear if the staggered wall and masonry cladding was an aesthetic decision or to muffle, soften, or redirect outside noise.

#### 4.3.1.2 Laurel Street Wing

According to *Architect and Engineer*, the Laurel Street Wing (and the Euclid Avenue Wing) “posed no particular problems from the standpoints of design or construction. Like the [California Street Wing] these wings are built of reinforced steel and concrete” (*Architect and Engineer* 1957:14). According to original construction plans, the Laurel Street Wing of the Main Building was composed of one floor, the Main Floor.

The Main Floor of the Laurel Street Wing originally contained the following departments and services:

- Kitchen and Cafeteria;
- Lounge; and
- Fan Room.

#### 4.3.1.3 Euclid Avenue Wing

As mentioned previously, this portion of the Main Building was built without the need to address any creative engineering, design, or construction challenges. According to original construction plans, the Euclid Avenue Wing of the Main Building was composed of two full floors, a Ground Floor topped by a Main Floor, which in turn was topped by a smaller, Penthouse Level.

The Ground Floor of the Euclid Avenue Wing originally contained the following departments and services:

- Advertising;
- Lounge;
- Operators Lounge;
- Staff Meeting Room;

- Utility Room;
- Education Department Rooms;
- Telephone Apparatus Room;
- Transformer Room;
- Game Room; and
- “Fundster’s Desk” and Storage Room.

The Main Floor of the Euclid Avenue Wing originally contained the following departments and services:

- Office of the President (with private bathroom);
- Executive Vice-President’s Office;
- Board Room;
- Executive Secretary Offices (2);
- Secretarial Pool;
- Executive Offices (8);
- Women’s Lounge;
- Secretary Offices (4);
- Copy Machine;
- Conference Room;
- Reception Area;
- Main Entrance and Vestibule; and
- Display Space.

The Penthouse Level of the Euclid Avenue Wing originally contained the following departments and services:

- Lounge;
- Dining Rooms (3);
- Kitchen; and
- Coat Room.

Construction plans for an addition drawn by architect Edward B. Page in 1963 show a full third floor added to the Euclid Avenue Wing of the Main Building. The addition would incorporate the existing Penthouse Level; renovate the Lounge and Conference spaces; and create office space for the Chairman of the Board, with a private bathroom and a Secretary/Reception space. New construction would extend to fully cover the existing Main Floor and would contain additional Executive Offices and Secretarial Offices via an open floor plan.

#### 4.3.2 Building Permits

According to information on file at the San Francisco Department of Building Inspection (DBI), building permit #159519 was issued on June 9, 1955, to a “Mr. Merrill” of the FFIC, to construct a two-story, 28-foot-tall office building covering 66,500 square feet at 3333 California Street. San Francisco-based architect Edward B. Page was commissioned to design the building, and the Oakland-based firm of MacDonald, Young & Nelson was hired as the construction contractor. Additions to the building designed by Page and constructed by MacDonald, Young & Nelson were completed in 1964 and again in 1966. Permits on file at DBI stop in late 1984. When the Regents of the University of California (UC Regents) purchased the property, the project site became state property and was exempted from local building regulations, and subsequent building permits are not available. The building is occupied and used as faculty and administrative office space. Please see section 5.1 for a table that lists other notable permitted events in the history of the project site. Appendix F in Volume II of this HRE contains a complete set of scanned building permits LSA obtained at DBI.

#### 4.4 OWNER AND OCCUPANCY HISTORY

From 1854 to 1942, the project site was part of a 55.4-acre tract dedicated for use as the Lone Mountain Cemetery (named changed to Laurel Hill Cemetery) and operated by the Laurel Hill Cemetery Association. The association sold plots for burial and also provided burial services. No buildings were on the site except for a two-story, mixed-use office and caretaker’s dwelling at 655 Presidio Avenue. By 1940, the Association’s Board of Trustees entered into contracts with Heyman Brothers, Inc., a builder/developer, to sell the entire 55.4-acre tract. Final sale was delayed a year due to financial and materials constraints and shortage of manpower after the United States declared war on Japan in December 1941. In 1944, Heyman Brothers sold a 45-acre portion of the former cemetery to the Mayfair Building Company that supervised construction of what would become the Laurel Village subdivision (*Oakland Tribune* 1944). By 1950, the subdivision was built out (Sanborn Fire Insurance Company 1950:sheets 312, 317). The portion of the tract that contains the project site was reserved for the San Francisco Unified School District to build a new high school. However, the land was rezoned commercial in 1953 and purchased by FFIC as the site for the new Home Office. In 1982, FFIC sold 3333 California Street to Chartered Associates of California, Ltd. (CAC), a private real estate investment group. In 1985, CAC sold the campus to the Regents of the University of California, and the property became UCSF’s Laurel Heights Campus. The project site is currently occupied by the UCSF Laurel Heights Campus and is owned by the Regents of the University of California, subject to a 99-year pre-paid ground lease to the project sponsor, Laurel Heights Partners, LLC.

A review of chain of title information at the City and County of San Francisco Office of the Assessor-Recorder identified a series of owners of the project site that do not correspond to the known owners and land uses from 1854 to present day. Instead, the names obtained correspond to the owners of individual cemetery plots within the project site. Therefore, those names were not researched, as they did not own the land or reside on it but rather used it for burial space.

## 4.5 FIELD SURVEY

The following presents the results of pedestrian field surveys conducted by LSA on March 22, 2017, May 2, 2017, and June 17, 2017. An earlier field survey was done by the author on February 11, 2017 to inform the preparation of the proposal to prepare the HRE. These field surveys were documented with field notes and photographs.

### 4.5.1 3333 California Street

A field survey identified two buildings within the project site: a centrally located four-story Main Building and a single-story Service Building at the northwestern corner of the site (see HRE Volume II, Appendix A, Figure 3a-e; HRE Volume II, Appendix D, Images:2 and 6). The buildings cover approximately 4.5 acres of the 10.25-acre site. Of the remaining 5.75 acres, 3 acres consist of designed landscape and 2.75 acres consist of asphalt-paved surface parking lots. The buildings have a uniform Midcentury Modern aesthetic, covered by flat or low-pitched roofs, and sheathed in an undetermined type of roofing. The northern boundary is enclosed by a 10-foot-high brick wall of V-pointed, running bond masonry and capped with V-pointed header bricks. At the southeastern corner of the Laurel and California streets intersection the brick wall joins the north- and west-facing Service Building façades to wrap around to the site's western boundary along Laurel Street (see Appendix D in Volume II of this HRE, Image:31). The brick wall follows the property boundary along Laurel Street and joins a series of staggered masonry planting boxes that also function as decorative top or cap to retaining walls that support a terraced garden to the left of the entrance off Laurel Street. The wall terminates at the entrance, where the site opens onto a grassy landscaped slope toward Euclid Avenue (see HRE Volume II, Appendix D, Images:13, 17-20).

Apparent alterations to the building include a remodeled Main Entrance that was completed circa 1984 as part of the conversion from FFIC Home Office to the Presidio Corporate Center. This entrance incorporates a portion of red brick wall cladding and a distinctly overbuilt post-modern aesthetic of glass panels set in anodized metal frames to create a more imposing feeling. A review of accessible interior spaces indicates that much of the open floor plans as shown on the original construction plans and the September 1957 *Architect and Engineer* article have been filled in with numerous non-load bearing partitions to create conventional office spaces and areas of open cubicles that result in full-length narrow hallways. Please see sections 5.1.1 and 5.1.2 below for detailed descriptions of the Main and Service buildings and section 5.1.4 for a complete list of alterations to the Midcentury Modern-designed corporate campus within the project site.

### 4.5.2 Landscaping and Open Space

The 10.25-acre project site contains many varieties of trees, plants, and ground cover that convey a park-like quality. Several large onsite Monterey Cypress trees are likely remnant trees from the Lone Mountain/Laurel Hill Cemetery. The project site has publicly accessible grassy open space along Euclid Avenue that offers views of the downtown San Francisco skyline and the East Bay hills beyond (see HRE Volume II, Appendix D, Images:2, 6, 18, 20, 22). The grassy slope narrows as it runs downslope east along Euclid and then Masonic avenues toward the intersection of Presidio Avenue and Pine Street. Non-publicly accessible open spaces are on the southern side of the Main Building, including an enclosed play area for children and landscaped outdoor area for employees (see HRE Volume II, Appendix D, Images:21, 23-26). Much of the remaining open space contains asphalt-

paved surface parking lots. Please see section 5.1.3 below for a detailed description of the landscaped areas within the project site.

## **4.6 UCSF CONSULTATION**

Email communications between LSA, Laurel Heights Partners, and UCSF Laurel Heights Campus staff are summarized below.

### **4.6.1 UCSF Building Maintenance Staff**

As UCSF is a state agency and not generally bound to local governments in alterations to state-owned buildings, LSA reached out to UCSF's Building Maintenance Staff to find information about possible alterations to the Midcentury Modern-designed corporate campus within the project site. See section 5.1.4.2 for a complete presentation and discussion of documented alterations to the Midcentury Modern-designed landscape.



## 5.0 RESOURCE DESCRIPTION

Background research and a field survey of the project site identified a corporate campus comprising two Midcentury Modern buildings and a designed landscape at 3333 California Street, located on Block 1032/Lot 003 (HRE Volume II, Appendix A:Figure 2). The Main Building and Service Building were initially constructed in 1955 and possess character-defining features of Midcentury Modern architecture. The Main Building fronts California Street. There are approximately 3 acres of designed landscape or designed open space. The project site at 3333 California Street is described in greater detail below; this information is also presented in HRE Volume II, Appendix C, which contains State of California Department of Parks and Recreation (DPR) 523 Series Form records for 3333 California Street.

### 5.1 3333 CALIFORNIA STREET

The following sections describe the built environment and designed landscape within the project site and notable alterations described in building permits on file at DBI and identified through background research and field surveys.

#### 5.1.1 Main Building

In the center of the 10.25-acre project site is the four-story Main Building atop a partially below-grade parking garage with three asphalt surface parking lots, and a formally designed landscape. A detached one-story Service Building is located at the northwestern corner of the site. The Main and Service buildings were designed in 1955 by San Francisco-based architect Edward Page and built in 1956-1957 by Oakland-based building contractors MacDonald, Young & Nelson, Inc., for the Fireman's Fund Insurance Company (FFIC).

The Main Building rests on a concrete slab and pier foundation. It sits in a partially excavated hillside, has a full basement with three upper floors, and is covered by a flat roof. The building's irregularly shaped footprint and pronounced horizontal profile were designed to fit the site's topography, which falls approximately 60 feet from the western boundary along Laurel Street east to Presidio Avenue. The primary element of the building is a rectangular-shaped, four-story core, referred to in this HRE as the California Street Wing. The California Street Wing is connected to a southern, Euclid Avenue Wing by a central connecting Laurel Street Wing (see HRE Volume II, Appendix D, Images:1-6).

The walls are of steel-frame, reinforced concrete or masonry construction and consist of full-length and full-height glass curtain walls topped with a concrete cornice. The building's full-length curtain wall fenestration emphasizes the building's horizontality. A typical section of the window system is composed of an upper and lower band of spandrel glass with an alternating pattern of a fixed-pane picture window and a partial sash window, each set in an aluminum frame (see HRE Volume II, Appendix D, Images:9-10, 15-16, 17-20, 25-26). Horizontality is further emphasized by overhanging concrete ledges separating each floor. The use of glass and concrete is interrupted by sections of walls or attached planter boxes clad in V-pointed, running bond masonry (see HRE Volume II, Appendix D, Image:12).

According to building permits on file at DBI, the Main Building was originally designed as a two-story office building with underground parking, with an additional floor added in 1964 and again in 1966. These additions are identical in appearance to the original building and were designed and built by the original architect and building contractor. The building is constructed of steel frame and reinforced concrete and includes a basement. The Main Building's irregular-shaped footprint is composed of a central, California Street Wing connected to a southern, Euclid Avenue Wing by the central bridge Laurel Street Wing. Please see Table A below in section 5.1.4 for a list of other notable permitted events in the history of the project site.

There are two vehicular entrances into the project site. One leads from Laurel Street to the original Entrance Court enclosed on three sides by the inside angles of the three building wings. The second entrance is located off California Street and faces the north façade of the California Street Wing. The asphalt-paved driveway leads to two surface asphalt-paved parking lots on either side, as well as additional multi-level parking on the left side of the north-facing façade of the California Street Wing accessed by two curved concrete ramps. Section 4.5.1 describes the massing, fenestration pattern, and wall cladding materials used on the Main Building and Service Building. Building permits at DBI also show that the Service Building was originally designed as a single-story "garage/service building."

### 5.1.2 Service Building

The walls of the Service Building are of reinforced concrete construction and fully clad in V-pointed running bond masonry. The north façade faces California Street and is a solid wall. The west façade faces Laurel Street and contains three evenly spaced, horizontal-framed windows containing two metal framed, opaque wire windows divided by a horizontal muntin. The main entrance is in the far left of the east façade and is accessed via the parking lot northwest of the Main Building; it consists of a replacement single-pane entrance door and full-height sidelight set in an aluminum frame. The east façade also contains a large set of louvered metal vents, likely to facilitate cooling of utility equipment. Shipping and receiving is accessed via a curved asphalt driveway along the south façade that wraps around to a loading dock on the west façade (see HRE Volume II, Appendix D, Images:31-34).

### 5.1.3 Designed Landscape

The designed landscape was planned by the California-based landscape architectural firm of Eckbo, Royston & Williams. The firm consisted of Garrett Eckbo, Robert Royston, and Edward Williams. Eckbo, Royston & Williams formed in 1945 after Robert Royston joined the existing firm of Eckbo & Williams, which had formed 5 years before. The firm dissolved in 1958. See section 8.4 below for a discussion of the firm and biographical information for each of the partners and HRE Volume II, Appendix H for a partial list of the firm's completed projects.

In this section, observations made during field visits to 3333 California Street are compared to historical landscape conditions identified through archival research to describe changes to the designed landscape through time. Each defining landscape feature as it pertains to the project site is discussed below. See Figure 3e in HRE Volume II, Appendix A for an aerial-based map of 3333 California Street showing various landscape features within the designed landscape.

#### *5.1.3.1 Landscape Features within the Project Site*

The 10.25-acre project site contains many varieties of trees, plants, and ground cover that convey a park-like quality. Several large onsite Monterey Cypress trees are likely remnant trees from the Lone Mountain/Laurel Hill Cemetery. The project site has publicly accessible grassy open space along Euclid Avenue that offers views of the downtown San Francisco skyline and the East Bay hills beyond (see HRE Volume II, Appendix D, Images:2, 6, 18, 20, 22). The grassy slope narrows as it runs downslope east along Euclid and then Masonic avenues toward the intersection of Presidio Avenue and Pine Street. Non-publicly accessible open spaces are on the southern side of the Main Building, including an enclosed play area for children and landscaped outdoor area for employees (see HRE Volume II, Appendix D, Images:21, 23-26). Much of the remaining open space contains asphalt-paved surface parking lots.

#### *5.1.3.2 Spatial Organization/Land Patterns*

The project site sits mostly on a natural raised terrace bordered on the west by a slope leading to Presidio Avenue. The Main Building, built into the terrace, was designed to convey the FFIC's prestige and stature through its massing and placement. Over time, the character and physical context of the project site has changed with the construction of the four-story addition on the east façade on the California Street Wing of the Main Building, removal of roughly 20 percent of the original vegetation and landscape, and the creation of underground parking areas. Other modifications that have affected the original organization of the campus include (1) the full-length, four-story addition along the east-facing façade of the California Street Wing of the Main Building which required removal of landscaped areas and surface parking lots, (2) the circa 1984 remodeled entrance off California Street, and (3) the addition of a UCSF Laurel Heights Children's Center and an outdoor play area on the south side of the Euclid Street Wing. The Children's Center removed a portion of the original grassy areas to install new pedestrian circulation paths connecting the Euclid Avenue/Masonic Avenue sidewalk with the Children's Center and the internal landscaped courtyard.

Motorists and pedestrians on Pine and California streets from downtown San Francisco travel through a Victorian-era neighborhood that contains narrow parcels, varied height buildings, and mature street trees. When travelers cross Presidio Avenue and see the project site, the newer building stock and minimal street trees, they may experience a sense of entering a different, newer sector of the city.

This contrast defines a recognizable urban space at the edge of the Laurel Heights Neighborhood. Since its period of significance (1956-1966), however, portions of the project site have been altered from their original function as a designed landscape, where plantings complemented the architecture, to accommodate more building space and parking areas. Over time, much of the original vegetation visible in historical photographs has been removed to accommodate additional parking, and the redesigned façade facing Presidio Avenue is obscured behind a screen of redwood trees, a frontage access road, and other modifications. The combination of plant removal and structural additions to the California Street Wing of the Main Building has altered the project site's street frontage. Now this area accommodates vehicle circulation and parking, and receives less use as an area for walking or gathering by UCSF staff, patients, and visitors (see HRE Volume II, Appendix A, Figure 3e). However, in consideration of landscape alterations described below in section 5.1.4, the spatial pattern of landscape features within the project site is similar to what existed during the

period of significance of 1956-1966. The project site is defined by the centrally located Main Building, which is partially enclosed by a brick wall with a brick-paved terrace and planter boxes that also function as decorative top or cap to retaining walls that support the terraced areas facing Laurel Street. Two areas near the Main Building contain a bricked-paved terrace with stairs, planting beds, and built-in benches. The designed landscape historically buffered the core of the FFIC corporate campus from the surrounding streets, creating a park-like feel, and it continues to do so today. Automobile parking was part of the original design and was arranged to add additional open space to buffer the Main Building and landscaped areas from busy urban streets. Overall, the spatial configuration of paths and entrances is similar to that which existed historically (see HRE Volume II, Appendix A, Figure 3e:1, 4, 5, 6, 7, 10-22).

A main feature of the project site topography is the natural terrace. As viewed from Presidio and Masonic avenues, this feature conveys a sense of institutional importance by elevating the low-lying Midcentury Modern-designed Main Building, imparting a stately or imposing presence. The use of brick as façade cladding, planted terrace retaining walls, raised planters, and boundary walls convey a unity of design. The setback between the California Street Wing of the Main Building and the parking lots near the perimeter fence along California and Laurel streets was designed to provide adequate surface parking space, pedestrian circulation, and the enjoyment of staff. Currently, this area retains its historical functions and separates pedestrians and vehicles crossing the buffer area (see HRE Volume II, Appendix A, Figure 3e:8, 17, 19, 21).

#### 5.1.3.3 Topography

The project site contains an east-facing terraced slope that is a landscape form dating to the Lone Mountain/Laurel Hill Cemetery phase of the site's history. During the first period of FFIC's Home Office construction in 1956-1957, the project site's sloped topography was utilized to provide office workers, particularly those in offices or work stations along the east-facing walls, sweeping views east toward downtown San Francisco. As discussed above in section 4.5.2, the natural terrace provides visitors with a sense of transitioning from the pedestrian level at Presidio Avenue to the elevated grounds of the corporate campus. As viewed from Presidio and Masonic avenues, the terraced landscape and elevation gain render the FFIC corporate campus buildings taller and more imposing. The topography of the project site has generally remained in this condition (see HRE Volume II, Appendix A, Figure 3e:8, 9).

Today, overall topography of the project site is similar to that which existed during the period of significance of 1956-1966. The addition on the east façade of the California Street Wing of the Main Building and associated removal of a portion of the designed landscape in this area altered the original landscape design and configuration in this portion of the project site, but it did not significantly alter the orientation or elevation of the landform as seen from Presidio or Masonic avenues (see HRE Volume II, Appendix A, Figure 3e:8, 9).

#### 5.1.3.4 Vegetation

Historical photographs, as well as information about irrigation infrastructure on the original landscaping plans, suggest that areas of the project site were unevenly planted. The most intensively planted areas were the Terraced Courtyard, the Euclid Lawn, and the Laurel Street Frontage. Much of the intensively planted areas within the project site that date to the period of

significance remains, such as the lawns and shrubs on the original terraces and areas in front of and in the courtyard of the Main Building (see HRE Volume II, Appendix A, Figure 3e: 10-22).

Some types of vegetation within the project site do not date to the period of significance. These non-historical features include the trees, shrubs, walkways, lighting, and landscape features near the California Street Entrance, which were part of the redesign of the building's main entrance at this location. Other obvious alterations include the removal of original landscaping elements to accommodate the 1966 addition to the California Street Wing of the Main Building, the screen of redwood trees along the Presidio Avenue frontage, and four shrubs trimmed into letters that spell out "UCSF" along the Euclid Avenue and Masonic Avenue frontage. As described below in section 5.1.4, consultation with Ms. Julie Sutton, Facilities Program Manager in the UCSF Laurel Heights, Campus Life Services, Facilities Services Department, most dead plants were "replaced in kind." Taken together, these alterations have diminished the integrity of the project site's designed landscape as they partially conceal a portion of the original architectural and landscape design of the various wings of the Main Building (see HRE Volume II, Appendix A, Figure 3e:5, 7, 8, 19).

#### *5.1.3.5 Circulation*

Circulation networks within the project site currently consist of walkways on the south side of the Main Building and parking areas on the north and west sides of the Main Building. The focal points of the circulation networks are the Terraced Courtyard in the inside angle of the California Street and Laurel Street wings of the Main Building, the center of the project site, and a seating area near the juncture of the west façades of the California Street and Laurel Street wings. The pathways retain their historical concrete construction. The project site retains the historical circulation pattern that accommodated a mix of vehicle and pedestrian traffic within the campus (see HRE Volume II, Appendix A, Figure 3e:10-14, 21-22).

#### *5.1.3.6 Structures, Furnishings, and Objects*

Several features within the project site complement the Midcentury modern aesthetic of the FFIC corporate campus. These historical features include the perimeter fence along California and Laurel streets, the combination brick planter boxes that also function as decorative top or cap to retaining walls that support the terraced areas facing Laurel Street and the Euclid Avenue and Masonic Avenue frontages, the original flagpole and concrete pergola near the Laurel Street Entrance and above the terraced planters on the Laurel Street Frontage, and the original hooded electroliers in the parking lot near the Service Building (see HRE Volume II, Appendix A, Figure 3e:1, 2, 4, 6, 10-14, 18-22).

The project site contains built environment elements that have been in place for over 60 years, and exposure to San Francisco's marine climate has damaged the architectural materials and finishes of some landscape features. An example of such damage is the exfoliation of the concrete pergola near the top of the Laurel Street Frontage and underneath the projecting concrete eaves on the Main Building. These eaves signify the various floors of the Main Building and enframe the full-height fenestration. Exfoliation ranges from light to moderate. As described above, among the features that comprise the designed landscape of 3333 California Street, some of the original landscape features remain and are in good condition, some are in poorer state of repair, and others were

removed during the 1966 expansion of the California Street Wing of the Main Building. Please see HRE Volume II, Appendix I for a detailed description of each of these subareas.

#### 5.1.4 Alterations

The following major alterations to the Midcentury Modern-designed corporate campus within 3333 California Street occurred after the original built environmental landscape was installed in 1956. This list is followed by a table containing a more detailed list of permitted alterations to the Midcentury Modern-designed corporate campus within 3333 California Street.

##### 5.1.4.1 Main Building and Service Building

The following lists the major alterations to the Main Building and Service Building.

- 1964 An additional floor was added to the Main Building (within Period of Significance).
- 1966 A four-story addition, two circular garage ramp structures, and an auditorium were added to this building. New construction required removal of original parking lots, planters, and landscaped areas facing Presidio Avenue (within Period of Significance).
- 1969 A roof canopy to the Service Building was installed. A portion of the basement parking area was remodeled into a television studio.
- 1984 The Main Entrance in the California Street Wing of the Main Building was remodeled in 1984 as part of a repurposing of the Main Building, from serving a single company to a multi-unit office leasing space.
- 1984-present Once open interior spaces of the Main Building were enclosed to contain office cubicles, conference rooms, and suites, accessed via long, narrow hallways.
- 1993-2002 The Children's Center was added to the south-facing façade of the Euclid Street Wing of the Main Building. Other apparent alterations include repaved and restriped parking lots and new rooftop heating, ventilation, and air-conditioning equipment atop the Main Building.

**Table A: Building Permits – 3333 California Street**

Date	Permit Number	Description
3/30/1955	155520	Excavation/grading permit (55,000 cubic yards/max depth – 18 feet). Total cost: \$45,000.
6/9/1955	159519	Permit to construct a two-story, 28-foot-tall Type 1B office building covering 66,500 sq. ft. w/basement. Total cost: \$3,375,000.

Date	Permit Number	Description
6/10/1955	159520	Permit to construct a single-story, 18-foot-tall Type 3 parking garage/service building (Service Building) covering 13,000 sq. ft. w/no basement. Total cost: \$80,000.
6/25/1957	176101	Certificate of Final Completion.
12/4/1958	195688	Permit to construct new bus shelter near Main Entrance.
10/10/1962	244085	Alteration of present vault, incl. removal of certain sprinklers, remove ceil [sic] diffuser, plug opening, and install clean-out to rain drain.
2/28/1964	263970	Addition of one story over portion of Office Building owned and occupied by Fireman's Fund Insurance Co. Total cost: \$800,000.
3/12/1965	278367	Construction of new service tunnel (incl. pipelines). Total cost: \$200,000.
3/21/1965	281108	Addition to existing Mechanical Room. Total cost: \$60,000.
3/11/1966	294161	Construction of new 4-story, Type 1 office building, with basement above existing parking and office structure including concrete work, structural steel and all interior framing and electrical and air conditioning work. Total cost: \$2,000,000.
3/10/1968	329785	Permit to construct concrete vault and re-locate non-load bearing plaster partitions on second floor (Euclid Avenue Wing). Total cost: \$55,000.
8/13/1969	335029	Roof canopy to Service Building. Total cost: \$30,831.00.
11/??/1969	337593	Permit to remodel a portion of the basement parking area into a Television Studio. Total cost: \$55,600.
5/7/1971	356122	(2) security guard booths (the remaining text is illegible).
3/2/1972	364936	Wood-frame shack for gardener tools at existing Service Building.
10/22/1984	522813	Alterations to existing office spaces to accommodate (illegible) offices and diagnostic equipment (structural renovations to scan [sic] room).
1/8/1985	525793	Alteration of north (rest is illegible).

Source: San Francisco Department of Building Inspection (DBI). HRE Volume II, Appendix F contains a complete set of scanned building permits LSA obtained at DBI.



#### 5.1.4.2 *Designed Landscape*

Based on several interactions via email with UCSF maintenance and facilities management staff, LSA obtained additional landscaping plans from the original 1955 construction plans. Additional information included plans from 1966 depicting parking and landscaped area alterations to the portion of the project site along Presidio Avenue, as well as landscaping plans related to alterations made in 1984 to the Main Entrance in the California Street Wing of the Main Building (HRE Volume II, Appendix E). No other plans of landscape alterations were available.

Additional information was provided by UCSF regarding (1) the four shrubs trimmed into letters that spell out “UCSF” along the Euclid Avenue and Masonic Avenue frontage; (2) freeze events that may have required mass re-plantings in the past; (3) efforts to replace vegetation with drought-tolerant varieties; and (4) replacement of dead or dying plants with in-kind replacements.

Information provided by Ms. Julie Sutton, Facilities Program Manager in the UCSF Laurel Heights, Campus Life Services, Facilities Services Department, indicated that several boxwood trees were added, that most dead plant material was replaced in-kind, and that no drought-tolerant planting campaigns were undertaken at Laurel Heights by UCSF. No further information was provided.



## 6.0 HISTORIC STATUS SUMMARY

This section identifies the national, state, and local historical ratings currently assigned to the Midcentury Modern-designed corporate campus within the project site. This summary is based on background research, including a records search, archival research, and a review of previous surveys.

### 6.1 NATIONAL REGISTER OF HISTORIC PLACES

The National Register of Historic Places (National Register) is the “official list of the Nation’s historic places worthy of preservation” (National Park Service 2017). Administered by the National Park Service, the National Register documents the appearance and importance of districts, sites, buildings, structures, and objects significant in our past that represent the major patterns of our shared local, state, and national history.

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street has not been previously evaluated for inclusion in the National Register.

### 6.2 CALIFORNIA REGISTER OF HISTORICAL RESOURCES

The California Register is the “authoritative guide to the state’s significant historical and archaeological resources.” The evaluative criteria used by the California Register for determining resource eligibility closely parallel National Register eligibility criteria (California Office of Historic Preservation 2011a).

Background research indicates that the project site is the site of a California Historical Landmark (CHL). A field survey indicates that the commemorative bronze plaque is missing; images of the plaque at its former location are available online and indicate that it read as follows:

**Former Site of Laurel Hill Cemetery  
1854-1946**  
**The builders of the West, civic and military leaders, jurists, inventors, artists and eleven  
United States Senators were buried here – the most revered of San Francisco's hills.**  
**California Registered Historical Landmark No. 760  
Dedicated April 28, 1961**

California Historical Landmark (CHL) Nos. 770 and above are automatically listed in the California Register (California Office of Historic Preservation 2011b). However, CHL Nos. 769 and lower utilized obsolete criteria and are not automatically listed in the California Register.<sup>7</sup>

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street has not been previously evaluated for inclusion in the California Register.

<sup>7</sup> Per California PRC §5031(a): “All landmark registrations up to and including Register No. 769, which were approved without the benefit of criteria, shall be approved only if the landmark site conforms to the existing criteria as determined by the California Historical Landmarks Advisory Committee or as to approvals on or after January 1, 1975, by the State Historical Resources Commission.”

### 6.2.1 Office of Historic Preservation Consultation

As described above, the project site contains CHL No. 760, the site of the former Laurel Hill Cemetery. The site was commemorated with a bronze historical plaque (now missing) affixed to the brick wall at the southeastern corner of the intersection of Walnut and California streets (see HRE Volume II, Appendix D:Image 7). When a proposed project may affect a CHL marker or plaque, official OHP guidance states that “Requests to move plaques must be accompanied by approval from the existing property owner and the property owner of the proposed location. Requests should be made in writing and sent to the Registration Unit at OHP. The letter should state the reason for the move, the current location, the new location and a map clearly marking these locations. OHP will respond in writing of its decision” (California Office of Historic Preservation 2012).

On April 19, 2017, LSA Architectural Historian Michael Hibma sent an email to William Burg, State Historian II within OHP’s Registration Unit requesting guidance in following the proper procedures regarding CHL No. 760 located within the project site. Online research indicated that the plaque was present February 4, 2008, and was missing by January 2, 2012 (NoeHill.com 2017). Mr. Hibma’s email included an image showing that the commemorative plaque for CHL No. 760 - Laurel Hill Cemetery was missing (CaliforniaHistoricalLandmarks.com 2017). Mr. Hibma requested guidance on what responsibilities the property owner has, if any, to replace it.

**Results.** The next day, Mr. Burg replied and confirmed that a commemorative plaque was installed “when the site was established in 1961” and was present during a 1979 site visit. However, OHP had “no more recent documentation in the file” and was unaware the plaque was missing. Mr. Burg stated that (1) there is no policy requiring plaque replacement, (2) a new plaque must replicate the original, as any changes would trigger reassessment of the landmark using current evaluation standards, “someone would have to essentially re-nominate the landmark,” and (3) [or] CHL No. 760 could be delisted if it no longer meets current CHL evaluative criteria.

Mr. Hibma thanked Mr. Burg for his response and no further action was taken.

### 6.3 CALIFORNIA HISTORICAL RESOURCE STATUS CODES

Properties listed, found eligible for listing, or under review by OHP are assigned a California Historical Resource Status Code (Status Code) by OHP of “1” to “7” to document their historical significance in relation to the National Register, California Register, or local listing or designation. Properties assigned a Status Code of “1” or “2” are either formally listed in the California Register or National Register, or are found eligible for inclusion in one or both registers. Properties assigned a Status Code of “3” or “4” may be eligible for listing in either register but require more research to determine eligibility. Properties assigned a Status Code of “5” are typically assigned to resources significant at the local level or have contextual importance. Properties assigned a Status Code of “6” are not eligible for inclusion in either register. Finally, a resource assigned a Status Code of “7” means that it has been identified but not formally evaluated for inclusion in either register, or needs reevaluation.

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street has not been previously evaluated and has not been assigned a California Historical Resource Status Code.

## 6.4 SAN FRANCISCO CITY LANDMARKS

The San Francisco City Landmark program designates buildings, structures, sites, districts, and objects of “special character or special historical, architectural or aesthetic interest or value” (San Francisco Municipal Code 2015a). The process for landmark and district designation is presented in *Article 10* of the Planning Code, which governs the consideration of cultural resources in San Francisco. The program, managed by the San Francisco Planning Department (Planning Department) and the Historic Preservation Commission, protects designated properties and districts from demolition and inappropriate alterations. Other than as a City Landmark, a property can be listed as a contributing element to a historic district or conservation district, the latter created to identify and protect the architectural qualities of the Downtown Area. Properties not eligible as a City Landmark and that do not lie within a historic district (but possess important historical associative qualities and are worthy of preservation, enhancement, and continued use) can be designated as a Structure of Merit. As of May 2016, San Francisco has 261 designated landmarks, 11 historic districts, six conservation districts, and nine Structures of Merit (San Francisco Municipal Code 2015a, 2015b).

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is neither a designated San Francisco City Landmark nor a Structure of Merit. It is not located within the boundaries of a locally designated historic district or conservation district (Office of Historic Preservation 2012; San Francisco Planning Department 2003, 2014, 2017a).

## 7.0 HISTORIC CONTEXT

The Midcentury Modern-designed corporate campus within the project site is associated with the themes of the development of Laurel Heights, the development of corporate campuses in the United States during the mid-20<sup>th</sup> century, Midcentury Modern architecture, and Edward B. Page. The landscape within the project site is associated with Eckbo, Royston & Williams, a prominent landscape architectural firm responsible for designing public spaces, commercial properties, and residential gardens.

The themes presented above serve as the framework within which the California Register significance criteria were applied to evaluate the eligibility of the campus. The overview that follows summarizes the historic context of the project site and provides a descriptive typology of its built environment.

### 7.1 SETTLEMENT AND DEVELOPMENT

The Midcentury Modern-designed corporate campus within the project site is located in San Francisco's Laurel Heights Neighborhood, which is surrounded by Lower Presidio Heights, Pacific Heights, Presidio Heights, Jordan Park, Inner Richmond, Anza Vista, and the Western Addition neighborhoods (HRE Volume II, Appendix A: Figures 1 and 2).

The project site is bounded by California Street on the north, Presidio Avenue on the east, Masonic and Euclid avenues to the south, and Laurel Street to the west. The common building types in the neighborhood are single-family homes, duplexes, and high-density residential and multi-unit commercial buildings built following the 1906 Earthquake and Fire and continuing up through the early 21<sup>st</sup> century.

#### 7.1.1 Spanish and Mexican Period

The Euro-American recorded history of San Francisco began on June 29, 1776, with the founding of Mission San Francisco de Asís (also known as Mission Dolores), located approximately 1.4 miles southeast of the project site. The Mission was founded by Lieutenant José Joaquín Moraga and Father Francisco Palóu as part of a larger state policy to solidify Alta California for Spain, and to Christianize the local Native American population. The mission was named after Saint Francis of Assisi, the founder of the Franciscan Order, and was the sixth of 21 missions from San Diego to Sonoma.

Mission Dolores dominated local land use and settlement patterns until the early 1830s, when, following independence from Spain, its lands were taken under provisions of the Secularization Act passed in 1833 by the Mexican government. All missions were ordered to cease operations, the Franciscan officials expelled, each mission downgraded to the status of a local parish church, and all Native Americans under church control were emancipated. Following secularization, Mexican governors began dispensing large tracts of now-available former mission lands to military veterans, as a reward to chosen political supporters, and to influential or naturalized foreigners. The ranchos raised cattle for hides and tallow for export, primarily to New England merchants, in exchange for furnished goods (Marschner 2000:167-172; Rosenus 1999:14-15; Robinson 1948:29-31).

### 7.1.2 Early American Period and Statehood

By the mid-1840s, the Mexican government was distracted by political developments in central Mexico. The native-born Spanish speakers of Alta California, known as *Californios*, experienced relative peace and enjoyed minimal intrusion into their social, political, and economic affairs (Monroy 1990:113-116). During this period, the United States aggressively sought access to the Pacific Ocean; one of these informal, unofficial attempts was the arrival of U.S. Army Major John C. Frémont to California in early 1846. Frémont quickly incited Anglo-American settlers to revolt, and, due in part to his efforts, 33 Anglo-Americans, reinforced by vaqueros from Sutter's Fort, captured a small Mexican garrison at Sonoma on June 15, 1846, and declared California an independent republic (Harlow 1982:109-110; Haas 1998:334-341). Unbeknownst to all involved, the United States and Mexico were already at war, but news did not reach California until several months after hostilities began. Following the American victory and adoption of the Treaty of Guadalupe Hidalgo in 1848, California became a territory of the United States and then joined the Union as the 31<sup>st</sup> state on September 9, 1850. San Francisco County, which at that time contained all of modern San Mateo County, was one of the original 27 California counties established by the legislature (Coy 1923:262).

The small village of *Pueblo de Yerba Buena* was far removed from the war. Both Mexican rule and the independent California Republic ended on July 9, 1846, with the arrival of American forces under U.S. Navy Captain John B. Montgomery, who raised the American flag above the Custom House. Captain Montgomery appointed Lieutenant Washington A. Bartlett as Yerba Buena's first American *alcalde*, a combination constable and justice of the peace. Among Alcalde Bartlett's first acts was to officially rename *Yerba Buena* as San Francisco and hire Jasper O'Farrell to survey a street system. O'Farrell applied an inflexible gridiron street pattern over the undulating topography containing marshy tidal flats, sand dunes, and steep hills. He expanded the size of San Francisco to cover 800 acres and divided the paper metropolis diagonally via a 100-foot thoroughfare (modern Market Street), roughly paralleling the Mission Wagon Road through the sand dunes between Yerba Buena Cove and Mission Dolores. For a short time, San Francisco remained a small port town and military outpost. The Gold Rush transformed the tiny community of San Francisco into a bustling, thriving maritime center, as miners arriving from all over the world disembarked, provisioned, and set out for the Sierra Nevada goldmines.

### 7.1.3 Laurel Heights

Following statehood, portions of San Francisco lands west of Divisadero Street remained unincorporated until 1868. The annexation legislation set aside land for parks and settled outstanding land claims. The undeveloped sand dunes of western San Francisco were relatively close to downtown and considered prime burial ground, which a crowded and growing city needed.

Accordingly, what would become the Laurel Heights neighborhood was originally Lone Mountain Cemetery, a non-profit organization administered by the Laurel Hill Association Board of Trustees who, with the financial support of wealthy San Francisco businessmen, managed the graveyard originally described as an "unpromising. . . sandy waste lying west of a cemetery, and it contained two ponds" (*San Francisco Call* 1891). The cemetery contained 55.4 acres and opened on June 28, 1854 as the Lone Mountain Cemetery. The bleak cemetery was systematically transformed with ornamental plantings, exotic trees, and 20 miles of paths to create a park-like setting for the living to

enjoy and a respectful setting for the dead buried there. Lone Mountain became a popular destination for residents before Golden Gate Park was established.

Located on a rise, the cemetery provided sweeping views east toward downtown and west to the Pacific Ocean. The cemetery became the resting place for all classes. It was best known as the burial ground of several prominent Californians such as cable car inventor Andrew Halladie, first American consul Thomas Oliver Larkin, Toland Medical School founder Doctor Hugh Huger Toland<sup>8</sup>, Major James Van Ness, and United States Senators David Broderick, Milton Latham, Edward Baker, William Sharon, and James Graham Fair (Gaar 1982).

Increasing demand for cemeteries hastened the establishment of additional graveyards south of Geary Boulevard. Along with the renamed Laurel Hill Cemetery (to avoid confusion with other cemeteries near Lone Mountain), additional graveyards included the Calvary Catholic Cemetery, which was actually located on the slopes of Lone Mountain; the Masonic Cemetery to the immediate southwest of Calvary; and the Independent Order of Odd Fellows Cemetery and its columbarium a few blocks to the west. Together, these graveyards were known as the “Big Four” (Western Neighborhoods Project 2017).

By the 1880s, public attitudes toward cemeteries changed as residential development moved into lands near them. Cemeteries gained notoriety for seedy activities which discouraged nearby development. By 1900, Laurel Hill reached its capacity of 38,000 graves. During the January 3, 1899 meeting, the San Francisco Board of Supervisors received a message from Mayor James Phelan, who characterized the cemeteries as “a death line, cutting off the beautiful district of Richmond from the thickly settled portion of the City, and thus arrests our City's growth” (San Francisco Municipal Reports 1901:289). On March 26, 1900, the Board of Supervisors prohibited burials within city limits after August 1, 1901. Banning new interments stopped sales of new plots and burial services, which were main sources of income for the cemeteries. Predictably, the once picnic-like grounds deteriorated and maintenance and repair of vandalized monuments lapsed.

Deterioration of the graveyards compelled nearby residents to agitate for the relocation of burials and closing the cemeteries (NoeHill.com 2017). Three of the Big Four cemeteries soon emptied and lands were prepped for development. However, grave relocation and closure of Laurel Hill did not begin until the 1930s. The Native Sons of the Golden West and the Society of California Pioneers advocated for the Laurel Hill's preservation out of respect for the many early and prominent San Franciscans and pioneers buried there. A compromise to preserve the graves of the notables as a 5-acre portion at the crest of Laurel Hill as a Pioneer Memorial Park was proposed (Society of California Pioneers 1914; Laurel Hill Cemetery Association 1937). However, public support faded and it was never carried out (Proctor 1950).

Beginning in 1939, the process to exhume over 38,000 burials began and by early 1941, 35,987 were removed. Contents were placed in reinternment boxes, labeled, and taken approximately 10 miles south to Cypress Lawn in Colma (Proctor 1950; *Laurel H. Cemetery Association v. San Francisco* 1947). Grave relocation stopped during World War II, and Laurel Hill Cemetery was not completely

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<sup>8</sup> Founded in 1864 the Toland Medical College became the nucleus of the University of California Medical Department in 1872.

cleared until 1947. Most of the unclaimed headstones and other markers were used for public works projects to construct breakwaters, street curbs, and retaining walls (Lopez 2004). In 1942, the Laurel Hill Cemetery Association sold the tract to Heyman Brothers, one of the largest owners and developers in the Sunset District. Heyman Brothers planned to subdivide and develop the lands west of the project site for residential development. However, Heyman Brothers sold the tract to the Mayfair Building Corporation in 1944 for \$25,000,000 (*Oakland Tribune* 1944).

The following subsections below summarize the physical characteristics of built environment areas outside the project site: the *Laurel Village Shopping Center*, a collection of 28 commercial buildings built in 1948-1955 and fronting California Street between Laurel Street on the east and a point mid-block between Parker and Spruce streets on the west; and *Laurel Village*, a residential tract subdivision built in 1948-1950 west of and adjacent to the project site.

#### 7.1.3.1 *Laurel Village Shopping Center*<sup>9</sup>

This commercial strip development is composed of 28 buildings built in 1948-1955 on the south side of California Street by the builder/developer Heyman Brothers for the Mayfair Building Company on an approximately 45-acre portion of the site of the former Laurel Hill Cemetery bounded by California Street, Mayfair Drive, Spruce Street, and Laurel Street. A *San Francisco Chronicle* article from August 31, 1947, stated the Laurel Village Shopping Center was a \$1.6 million development undertaken by developer R.D. Lang & Sons (San Francisco Planning Department 2017b).

This commercial strip serves residents of the Lower Presidio Heights and Laurel Heights neighborhoods and contains a range of retailers, including hardware supplies, groceries, coffee shops, banks, a bookstore, a realtor's office, and clothing stores. A paved surface parking lot is located south of and behind the buildings and separates Laurel Village Shopping Center from the adjacent Laurel Village Residential Tract, described below in section 7.1.3.2. The project site at 3333 California Street is located east of and adjacent to the Laurel Village Shopping Center. The area surrounding Laurel Village Shopping Center is composed of residential properties, primarily single-family and two-family properties. The streets are wide, some with gentle bends.

One block north of the Laurel Village Shopping Center is Sacramento Street. A segment of Sacramento Street between Spruce Street on the west and Lyon Street on the east contains the Sacramento Street Neighborhood Commercial District. The Sacramento Street district straddles the street and is characterized by multi-story mixed use buildings built in 1900-1910 near streetcar lines. The commercial spaces are typically smaller and sell specialty goods (San Francisco Planning Department 2017b).

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<sup>9</sup> The Planning Department's online *Neighborhood Commercial Buildings Historic Resource Survey* (Survey) identified the **California Street Neighborhood Commercial Shopping District** (known here as Laurel Village Shopping Center) west of and adjacent to the project site. The Survey documented and evaluated two building types for compliance with mandatory disability upgrades or seismic retrofitting regulations enacted in 2013 for soft-story buildings: corner commercial buildings and buildings within neighborhood commercial corridors. Department staff surveyed approximately 5,500 buildings, and roughly 1,200 were determined to be "historic resources."



Massing and scale of the buildings of Laurel Village Shopping Center are typically one story, with several two-story buildings covered with flat or very low-pitched roofs. Most buildings are sited with no setback from the sidewalk. Architectural styling is typically Midcentury Modern, with some added ornamentation such as stacked Roman brick trim, faux quoining, canopies, and metal-trimmed box canopies, as well as other subsequent modifications or remodels by tenants and owners. Other aspects identified include wide sidewalks with pedestrian crosswalk bulb-outs, angled on-street parking, and “marbelite” street lamp posts. No buildings located within or adjacent to Laurel Village Shopping Center were included in previous historic resource surveys, or are any listed in local, state, or national registers.

In 2014-2015, Planning Department survey teams identified five buildings within the Laurel Village Shopping Center of “unusually expressive design, [that] appear to retain a high level of physical integrity, and/or are of a rare property type” (San Francisco Planning Department 2017b). These buildings include:

- 3445 California Street (Block 1043/Lot 004), built in 1949;
- 3461 and 3465 California Street (Block 1043/Lot 005), built in 1948;
- 3555 California Street (Block 1035/Lot 006), built in 1951; and
- 3585 California Street (Block 1035/Lot 006), built in 1951.

Of the 28 buildings in the shopping center, Planning Department survey teams identified a cluster of 14 buildings associated with the first phase of development after Laurel Hill Cemetery closed, graves relocated, and the land was cleared. This Midcentury Modern Cluster was built between 1948 and 1955 in the Midcentury Modern style; most of the buildings listed below in Table B “retain a high level of integrity” (San Francisco Planning Department 2017b). The eastern boundary of this building cluster is adjacent to and across Laurel Street from the project site. This cluster has not been formally evaluated as a historic district, and the 2014-2015 Planning Department survey stated that none of the buildings in the Laurel Village Shopping Center “are listed in local, state, or national registers” (San Francisco Planning Department 2017b).

**Table B: Laurel Village Shopping Center – Midcentury Modern Cluster**

Address	Block/Lot	Year Built
3401-3411 California Street	1043/001	1950
3415 California Street	1034/002	1949
3431/3431A California Street	1034/003, 1034/002B	1949
3445 California Street	1034/004	1949
3461-3465 California Street	1034/005	1948
3545 California Street	1035/005	1948



Address	Block/Lot	Year Built
3555-3585 California Street	1035/006	1951
3595 California Street	1035/003	1955
3625 California Street	1036/041	1954
3633 California Street	1036/040	1952
3637 California Street	1036/039	1951
3641 California Street	1036/038	1950

Source: *California Street Neighborhood Commercial Shopping Center District*, Neighborhood Commercial Buildings Historic Resource Survey, San Francisco Planning Department, 2017. Electronic document, <http://50.17.237.182/docs/preservation/ncdsurvey/California%20NC-S.pdf>, accessed various.

### 7.1.3.2 Laurel Village

West of the project site is the eastern boundary of the approximately 45-acre Laurel Village Residential Tract subdivision that extends west to Spruce Street. The northern boundary is separated from California Street by the Mayfair Drive and Laurel Village Shopping Center. The southern boundary is formed by Euclid Avenue. According to Sanborn Fire Insurance Company maps of the area, Laurel Village was built out by 1950 (Sanborn Fire Insurance Company 1950, Sheets:312, 317). The tract contains mostly single-family homes, duplexes, and some apartment buildings facing Euclid Avenue. The portion of the residential tract facing the project site is on the west side of Laurel Street and contains eight single-family homes and four apartment buildings (see HRE Volume II, Appendix D, Images:56-63). The single-family homes have a uniform split-level, two-story massing; uniform street setback; minimal ornamentation; and a recessed main entrance set behind a projecting single-car garage below an upper-story bedroom. The buildings are covered in low-pitched hipped roofs sheathed with asphalt shingle roofing. Walls are typically clad in smooth or textured stucco, some with brick cladding along the base.

This relatively uniform Midcentury Modern design of the project site, the Laurel Village Residential Tract, and the Laurel Village Shopping Center characterizes the Laurel Heights Neighborhood.

## 7.2 3333 CALIFORNIA STREET

After Laurel Hill Cemetery closed and the burials were relocated, the project site was set aside for use by the San Francisco Unified School District to build a high school. However, the land was rezoned for commercial use and in 1953 the Fireman's Fund Insurance Company (FFIC) purchased the land and built the original portions of the current Midcentury Modern-designed corporate campus, with subsequent additions in 1964 and 1966. Northeast of and adjacent to the project site is a two-story steel-framed, stone-clad building constructed in 2000 at 3201 California Street (Block 1032/Lot 002). The building is a branch and office of the San Francisco Fire Credit Union. This property is not part of the proposed project. The following describes FFIC's and later UCSF's associations with the project site.

### 7.2.1 Fireman's Fund Insurance Company

Early San Francisco was a boom town built of mostly wood which large fires frequently destroyed. City residents and businesses relied on volunteer firefighters to suppress fires. However, as volunteers, they could not be compelled to risk their lives. As a result, insurance companies were reluctant to offer coverage. In 1863, William Holdredge saw an opportunity to provide affordable insurance to motivate volunteers to aggressively fight fires. To do this, Holdredge created a firemen's retirement fund financed with 10 percent of the annual net profit from insurance premiums. Using the self-interest on the part of firefighters for a stable retirement, Holdredge incentivized aggressive firefighting which in turn generated fewer claims, more revenue, and higher donations to the fund (Bronson 1963:21). To emphasize his business philosophy, the new firm was called the Fireman's Fund Insurance Company and opened for business May 1, 1863. The newly formed company focused on serving San Franciscans, and the company's office was located at 238 Montgomery Street in downtown San Francisco (Bronson 1963:27). In 1867, Fireman's Fund moved to an office on the southwestern corner of Sansome and California streets at 401 California Street. The company's headquarters would remain at 401 California Street until 1957 when 3333 California Street opened (Bronson 1963:29, 56; Sanborn Fire Insurance Company 1886:6a).

The young company grew quickly. In 1866 state law allowed fire insurance companies to insure sailing vessels. In 1871 FFIC entered the market after over 30 whalers were crushed by Arctic ice. Bankruptcy wiped out several whaling companies, and many East Coast-based insurance companies withdrew from the market. FFIC offered coverage if whalers would leave Arctic waters by September 15. Grateful whalers complied and profits grew (Bronson 1963:26-28, 42-43). However, success at sea came with trouble on land. Three fires destroyed sections of Chicago (1871), Boston (1872), and Virginia City (1875) and wiped out over thirty insurance companies. Despite these setbacks, FFIC survived and the insurance business remained profitable (Bronson 1963:31-39). By 1885, the company expanded into a neighboring building at 407 California Street (Bronson 1963: 66; Sanborn Fire Insurance Company 1886:6a). FFIC continued to expand and began acquiring subsidiaries. In 1892, FFIC purchased the Home Mutual Insurance Company, which later became Home, Fire, and Marine Insurance Company (*San Francisco Chronicle* 1957b:9). By 1900, FFIC continued to grow by absorbing eleven competitors which opened new markets in New York, Georgia, Hong Kong, Shanghai, and the Philippines. By the end of 1905, the Fireman's Fund had 6,000 independent agents, and by January 1906 it was offering the country's first nationwide auto insurance.

The San Francisco Earthquake and Fire in April 1906 destroyed much of San Francisco, including FFIC's headquarters at 401 California Street and all its records. The company temporarily relocated to an office building at 10<sup>th</sup> Street and Broadway in Oakland while a new permanent headquarters back at 401 California Street was under construction (Bronson 1963:103). In the aftermath of the disaster, policyholders filed 8,600 claims covering \$11.2 million while the company's assets were less than \$7 million. As many claimants lost their policy documents to the fire, FFIC took each at their word as evidence of coverage. To honor all claims and also save the company, stockholders were assessed \$300 per share. FFIC paid out claims half in cash and half in company stock. After settling earthquake claims, FFIC distributed its remaining assets to stockholders and closed. A new company, Fireman's Corporation, immediately took its place. The new, debt-free corporation took

over the existing portfolio and the network of agents, and along with a lofty reputation, developed new business (Bronson 1963:85-109).

As a reflection of the company's good fortune, a cornerstone for a new office at 401 California Street was laid on October 7, 1914, and the building formally opened less than a year later on June 15, 1915 (Bronson 1963:117). Designed by Lewis P. Hobart, the building was intentionally designed to provide twice the amount of space needed – to anticipate continued growth. However, “within four years the Company was forced to rent space next door” (Bronson 1963:121). The reformed company prospered during World War I by aggressively pursuing all the high-risk, war-related business it could get, and charging high premiums (Bronson 1963:126). In addition to losses from war, FFIC also provided coverage for losses from explosions, natural disasters, automobiles, marine vessels, and water damage. By 1920, assets more than doubled and the company began to underwrite film productions. Temporary movie sets of paper, wood, and fabric were a real fire danger and as the movie industry grew, expensive delays, labor disputes, and personal injury made insurance crucial (Bronson 1963:182-183).

Despite the stock market crash in October 1929, annual income was \$4 million. Although the Great Depression that followed made for hard times, the company made \$3.7 million and employed 1,500 regular staff and 10,000 agents in 1937 (Bronson 1963:145-147). In 1930, FFIC established the Fireman's Fund Indemnity Company to handle casualty business (*San Francisco Chronicle* 1957b:9). Against the advice of critics, FFIC insured part of constructing the Golden Gate and San Francisco Bay bridges. After World War II, FFIC continued to grow. By 1955, the company had purchased the National Surety Corporation and operated out of 128 district offices in the U.S. and Canada serving over two million policyholders, becoming the largest insurance group in the United States having headquarters on the West Coast (*San Francisco Chronicle* 1957b:9). That same year, FFIC broke ground on a new Home Office at 3333 California Street.

The new headquarters would provide room for new data processing systems designed to streamline operations (Bronson 1963:174-177; Jones 1956:11-13; MacDonald 1957:11-20). FFIC hired architect Edward B. Page to design the building, the landscape architecture firm of Eckbo, Royston & Williams to design the landscape, and the general contracting firm of MacDonald, Young & Nelson to construct the building (MacDonald 1957:11). Before designing the FFIC's Home Office, Edward Page spent a year studying the business, analyzing work flows within and between various departments. Edward used this information to create work spaces that maximized efficiencies and met the needs of running an insurance conglomerate (*San Francisco Chronicle* 1957b:9). The FFIC's relocation to a new, modern campus within San Francisco was a move that struck some as unconventional, as many corporations during the postwar period were relocating to San Mateo and Santa Clara counties.

In a July 9, 1957, *San Francisco Examiner* article on the FFIC dedication, the article stated “. . . but why” some visitors may ask, “. . . did [FFIC] move out to Laurel Heights instead of following the frequent trend of shifting to the peninsula? The answer is simple; San Francisco has been home ever since the Fund's founding 94 years ago. The Fund likes the city and the city likes the Fund” (*San Francisco Examiner* 1957). FFIC retained ownership of one building at 401 California Street to serve

as a branch office for clients in the Financial District (*San Francisco Chronicle* 1957:17). By 1966, the building at 401-407 California Street was demolished.<sup>10</sup>

On June 16, 1957, FFIC moved, “with military precision,” files of FFIC’s 40 departments and 13 IBM accounting machines - each weighing over 1.5 tons - from 401 California Street to 3333 California Street (*San Francisco Chronicle* 1957a:17, 1957c:9; Bronson 1963:176). During a dedication ceremony held on July 9, 1957, FFIC formally opened its new Home Office (*San Francisco Chronicle* 1957b:9; *San Francisco Examiner* 1957:12-13). See section 5.1 above for a discussion of the built environment within the project site.

By 1963, FFIC’s assets totaled over \$306 million, and the company acquired several profitable firms and began to offer medical insurance policies. By the late 1970s, the insurance industry as a whole was making large profits and many new competitors entered the market. In response, FFIC and many other established firms cut premiums to retain the market share, which proved an expensive mistake. Profits dropped over 75 percent in 1 year. In 1982, FFIC began to gradually relocate to the northern Marin County community of Novato and the 3333 California Street campus was renamed the Presidio Corporate Center. In 1985, UC Regents purchased the Midcentury Modern-designed corporate campus and renamed it UCSF’s Laurel Heights Campus. In 1990, Europe’s largest insurer, Munich-based Allianz AG Holding, purchased FFIC for \$3.3 billion and gained access to U.S. insurance markets. In 2000, FFIC was Marin County’s largest employer, with 2,400 employees. In 2015, FFIC relocated to the Sonoma County community of Petaluma (Halstead 2015).

### 7.2.2 Presidio Corporate Center

In 1982, FFIC sold 3333 California Street to Chartered Associates of California, Ltd. (CAC), a private real estate investment group. CAC intended to repurpose the building and lease it as office and/or administrative space. The group sought to secure long-term leases from variously sized groups, especially to “emphasize its appropriateness for high technology client’s administrative use” (Chartered Associates of California, Ltd. 1983). This new use triggered a shift from a corporate campus to an office park, whereby several smaller independent companies or branch offices would lease office space. CAC’s first client was FFIC, who leased back 60 percent of the building; this share steadily decreased as the company gradually relocated to a new property in the Marin County community of Novato. On January 30, 1985, CAC sold 3333 California Street to the Regents of the University of California (Miller 2015:2).

<sup>10</sup> According to the Planning Department’s online *Property Information Map*, the former FFIC headquarters at 401-407 California Street (Block/Lot: 0260/001) was demolished by 1966 and replaced with a modern 26-story skyscraper currently the home of Citibank. The Planning Department’s Historic Resource Status for this building is “B – Unknown/Age Eligible.”

### 7.2.3 University of California, San Francisco

What would become the University of California began in 1853 as the Contra Costa Academy. In 2 years, the Oakland-based institution was renamed College of California.<sup>11</sup> On March 23, 1868, the State Legislature merged that institution's existing faculty, buildings, and land with an embryonic, well-funded, yet rootless public University system to become the University of California (UC). In September 1873 UC relocated to its present campus in Berkeley. That same year, San Francisco-based physician Hugh H. Toland donated his medical college, Toland Medical School, to UC which, along with the California College of Pharmacy, founded in 1872 by the California Pharmaceutical Society, and a school of dentistry, then called the Affiliated Colleges, moved to a 13-acre site donated by San Francisco Mayor Adolph Sutro in 1895 and became UCSF. Known as Parnassus Heights, the site contained the UCSF medical and pharmacological schools (UCSF 2017).

Over time UCSF became known for recruiting quality faculty and developing top-ranked academic programs. During the early-to-mid 20<sup>th</sup> century, UCSF continued to expand and received generous public support and large government research grants. By 1972 a new hospital, three research towers, and a nursing building were built on an already crowded campus. Also by the 1970s, San Francisco expanded westward, covering the sand dunes and filling lands near UCSF with residences. Residents grew concerned by UCSF's continuous expansion. In response, the Mount Sutro Defense Committee was formed and sued UCSF, claiming the school's environmental analysis was insufficient and violated the California Environmental Quality Act (CEQA) (Piller 1993:120-123). The outcome was a 1976 agreement that in exchange for allowing construction of a new hospital, dental school, and library, total square footage would be capped and Mount Sutro would be off limits as designated open space. However, UCSF continued to attract more top faculty, more students, and more funding – making a tightly packed campus more claustrophobic. Growth would have to occur away from Parnassus Heights.

When FFIC left their Home Office campus at 3333 California Street in 1982, the UC Regents saw an opportunity and purchased the project site from CAC. An additional \$30 million in renovations was proposed to provide needed space to take pressure off of the Parnassus Heights campus (UCSF 1986). The move generated controversy from local residents who argued that using toxic chemicals, carcinogens, and radioactive substances were inappropriate in a residential setting. After several public meetings, the UC Regents' Environmental Impact Report (EIR) contained mitigation measures to diminish impacts of the proposed project and address residents' concerns (Piller 1991:123; Save Mount Sutro Forest 2004).

In 1986, neighbors organized and formed the Laurel Heights Improvement Association (LHIA) and sued the UC Regents in State Superior Court, claiming the EIR did not comply with CEQA. They lost and appealed. In *Laurel Heights Assn v. the Regents of the University of California*, the California Court of Appeal (Appellate Court) overturned the lower court and found the EIR inadequate due to an incomplete project description, deficient analysis of alternatives and mitigation, and too little

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<sup>11</sup> This site is commemorated as California Historical Landmark 45 with an official State bronze historical plaque at the northeastern corner of a multi-level parking garage facing the intersection of Franklin and 13<sup>th</sup> streets in Downtown Oakland. All traces of the original college buildings and landscape within the project site are gone.

consideration of cumulative impacts from “reasonably foreseeable future projects,” which in this case was UCSF’s possible expansion into spaces occupied by other tenants (Piller 1991:138-139). The Appellate Court ordered a “90 day stop to all research and laboratory programs currently underway at Laurel Heights.” This order was canceled by the State Supreme Court (UCSF 1987a). By this time, the School of Pharmacy, Center of Deafness, Office of Research Affairs, Labor Relations, administrative offices, and satellite offices of UCSF Police and Environmental Health and Safety had relocated to Laurel Heights (UCSF 1987b:9).

The UC Regents appealed to the California Supreme Court. In 1988 the justices ruled to uphold the Appellate Court’s findings regarding deficient project description and alternatives analysis, but overruled on mitigation. Regardless, the Court set aside the original EIR and directed UC Regents to prepare a new one (Piller 1991:143). In the meantime, the Court directed UCSF to stop expansion. In October 1989, UCSF prepared a new EIR (UCSF 1989). LHIA and others submitted many comment letters requesting clarification or new information. In April 1990, the final EIR was published but UCSF did not recirculate it for public review and certified the new EIR. LHIA sued, lost, and appealed. The Appellate Court concurred with LHIA that a new EIR needed to be recirculated to give the public an opportunity to review the changes and provide additional comment. Once again, UC Regents appealed to the State Supreme Court and lost (Piller 1991:147; Save Mount Sutro Forest 2009).

As a result of the litigation process, UCSF administrators determined that Laurel Heights would contain space for desktop research, administration, a child care center, a café, and parking capacity for 543 vehicles. In 2012, UCSF sought to consolidate satellite campuses to reduce costs, effectively reversing the original reason for relocating to Laurel Heights. Citing a feasibility study that concluded that significant funds would be required to maintain the facility for its 1,200 employees, school officials determined to sell the project site and relocate (UCSF 2012). The project site is currently occupied by the UCSF Laurel Heights Campus and is owned by the Regents of the University of California, subject to a 99-year pre-paid ground lease to the project sponsor, Laurel Heights Partners, LLC.

#### 7.2.4 San Francisco HIV/AIDS Crisis

In 1981, a UCSF pathologist first diagnosed Kaposi’s sarcoma, a form of cancer which often affects those infected with human immunodeficiency virus (HIV). Doctors quickly identified other illnesses disproportionately affecting previously healthy gay men in San Francisco. The San Francisco Department of Public Health, then located at 101 Grove Street, created a system for recording cases of Kaposi’s sarcoma and other unusual illnesses. The illness was reclassified as ‘Acquired Immune Deficiency Syndrome’ (AIDS) in 1983 (Graves and Watson 2015:292-293).

In 1981, Dr. Merle Sande, Chairman of the Medical Department at San Francisco General Hospital (SFGH), quickly realized the illness’s epidemic potential. He created SFGH’s Oncology Department in 1981 and appointed Dr. Paul Volberding to oversee the treatment of growing cases of Kaposi’s sarcoma in the city. On January 1, 1983, SFGH opened Ward 86 located at 995 Potrero Avenue in San Francisco, the first clinic dedicated to the treatment of AIDS in the United States. Ward 86 worked with the Shanti Project, an oncology-focused grief counseling organization, to provide mental health support to those living with an AIDS diagnosis. Ward 86 also incorporated doctors from SFGH’s Departments of Psychiatry and Medical Social Work to develop innovative holistic

patient care (Blaisdell and Grossman 1999:223). This model was adapted to combat AIDS infection nationwide.

As described above in section 7.2.2, due to protracted litigation between UCSF and LHIA, the medical and pharmacology faculty, students, and support staff at UCSF Laurel Heights did not meaningfully contribute to addressing the HIV/AIDS Crisis in San Francisco.



## 8.0 ARCHITECTURAL CONTEXT

Architecture within the project site follows trends elsewhere in mid-20<sup>th</sup> century California and nationwide. Based on the visual appearance and commercial purpose of the FFIC's Home Office at 3333 California Street, the best applicable property typology is a corporate campus with the Midcentury Modern architectural style and design type (McAlester 2013; San Francisco Planning Department 2010:181-187; Mozingo 2011).

### 8.1 CORPORATE CAMPUS<sup>12</sup>

By 1950, American businesses were anticipating a period of remarkable growth. With Europe and Japan still reeling from the effects of the war, as well as pent-up consumer demand after two decades of severe economic depression and wartime rationing, the business community was optimistic. At that point, American business controlled over 60 percent of global industrial production, and the traditional business model of a hierarchical leadership based on nepotism was replaced with an administrative one based on merit. The nation's cities were also changing, as Americans were relying on personal automobiles for transportation and favoring homes in the less-dense outlying and suburban areas. Living and working in the "dirty, smelly, and dangerous" major cities was not how most mobile and affluent Americans wanted to arrange their lives. Suburban areas, with their decentralized land use patterns that had areas of untouched "green space," strongly attracted Americans seeking to reconnect with a pastoral past.

The "correlation of greenness with goodness" allowed big business to give rough-and-tumble capitalism a mild, pastoral veneer. The corporate campus first appeared in the late 1940s to manage research, attract university scientists, and use a high-minded institutional feel to create a corporate identity.<sup>13</sup> The arrangement of buildings, roads, medians, verges, water features, infrastructure, green spaces, and parking lots was based on the design and layouts of universities. The corporate campus would evoke the feel of a university campus, where the mission is to ponder, research, and collaborate in a quiet, quasi-natural pastoral setting interspersed with stately buildings, which, it was believed, would enable progress. As more Americans went to college a corporate campus that reminded them of their student days was an effective recruiting tool.

<sup>12</sup> This section is based on Louise Mozingo's *Pastoral Capitalism: A History of Suburban Corporate Landscapes*, (2011:1-17, 45-100).

<sup>13</sup> In her book *Pastoral Capitalism*, author Louise Mozingo created three suburban workplace typologies: **Corporate Estate**, **Corporate Campus**, and **Office Park**. Closely related to the Corporate Campus, the Corporate Estate served as the headquarters for top management and was set in vast landscape designed to convey power and prestige. In the case of 3333 California Street, FFIC sought to merge regular day-to-day operations and line staff with top management under one roof on a site not considered "vast" (i.e., not hundreds of acres) in size. Considered a "lower cost, flexible alternative to the corporate campus and corporate estate," the Office Park contained "multiple businesses [and] lower-level regional corporate management, corporate back office functions, start-up companies, and corporate services providers." As FFIC's corporate headquarters, 3333 California Street was designed to be the nucleus of the firm and not serve in a secondary or support role. For these reasons, the definition of "Corporate Campus" is more appropriate to 3333 California Street.



Landscape design played a major role in engineering the desired pastoral setting and feeling. Landscape architects demonstrated the restrained, functional, logical philosophy of modernist design. Typical aspects in landscape design included linear tree lines, margins with evergreen ground cover, rectangles of open lawn, and thick plantings of uniformly spaced trees bordering the site. The park idea was reflected in the names given to these campuses, such as “research park,” “executive park,” “industrial park,” “business park,” “office park,” and “technology park.” A pastoral suburban setting cleared of the clutter found in a dense urban setting was desired by educated and ambitious Americans. Companies found that moving to a quasi-university, pastoral setting instilled a pride of place in their employees, and staff turnover dropped.

Once inside the campus, the emphasis on collaboration, mixing the informality of the academy with the formality of capitalism, and team-oriented thinking were reinforced by an open, flexible interior design and layout. The design of the interior spaces reflected a “systems engineering” approach where floors would be open and departments logically arranged so those working in related fields would collaborate more easily “mixing formality with informality [. . .] mix procedures of exchange, of information, of documentation with means of insuring bypasses and endruns.” The flow and arrangement stressed the restrained, functional, unadorned modernist design. Glass curtain walls allowed those inside to have a full view of the landscape and vegetation. The building layout typically consisted of an extended office or laboratory connected by an architectural bridge, which expressed a Modernist ethos. Glass panels were framed with walls of glazed, colored brick. As the typical campus was located outside a city, land was cheaper and the buildings themselves could be shorter and spread out to cover more area. Elevators were not always required, and architects were free to design elaborate staircases.

The corporate campus significantly changed how the American post-war business community reorganized itself and accommodated itself to the sensibilities of the modern workforce. Many came to believe that you had to have a campus-like setting to realize progress and foster discovery and innovation. In northern California, IBM’s 650-acre Almaden Research Center in a then-rural Santa Clara County was considered the prime example of corporate campus design and philosophy. Today, these property types, “where capital creates knowledge and knowledge creates capital,” are found all over the world and continue to merge the “worlds of corporate capitalism, university-based and federally sponsored research, and private think tanks” (Wyckoff 2014:328-329).

## 8.2 MIDCENTURY MODERN (1945-1965)

### 8.2.1 Architecture

Midcentury Modern is an offshoot of the Modern/International style and has its roots in the rise of industrial manufacturing during the late-19<sup>th</sup> century.<sup>14</sup> During this period of intense American industrial and commercial growth, a new form of building was needed to house workers in the increasingly dense and expensive downtown commercial core areas. Expanding horizontally was not a viable or affordable option, so the solution was to expand vertically. Two practical innovations

<sup>14</sup> As stated in the Planning Department’s *San Francisco Modern Architecture and Landscape Design Historic Context Statement*, the term Midcentury Modern “is a broad term that is inclusive of Modern architects who designed buildings that emphasized many of the Midcentury Modern design elements” (Planning Department 2010:116).

made this possible: steel-framed superstructure and elevators (Kunstler 1993:65). The origins of the steel superstructure and elevators are found in the Comstock Lode mining operations of the 1870s. Mining technical journals of the period depicted a representative mine supported by the “Deidesheimer Square,” a heavy-timber cube developed by German mining engineer Philip Deidesheimer. His square allowed miners to create underground cavities of any size and link them together, roughly forming a honey-comb of structural support. This structural system allowed miners to exploit deep veins of ore.

All that was needed to transform the underground mine into a downtown landscape was to replicate the Deidesheimer Square in metal, creating a virtual atmospheric mine shaft. Along with Deidesheimer’s boxed frame, other underground innovations such as forced-air ventilators, elevators, and electrical and proto-telephone systems connected miners with the surface (Brechtin 2006:67-70). These support and communications systems were readily adapted to above-ground uses. For architects, the boxed steel frame used in buildings made the use of heavy timbers, stone, or brick no longer necessary. Several architects, such as Louis Sullivan, seized on this new method and mocked the continued use of stone and/or wood by architects as obsolete. The outer wall now became a veneer, and could be clad with metal, glass, porcelain, or tiles (Kunstler 1993:65).

During the early-20<sup>th</sup> century, architects gradually embraced a minimally decorated façade and began to remove historically sourced symbols and motifs from their commercial buildings. The embrace of the machine age favored a sleeker, more refined appearance. While some architects created eclectic interpretations of traditional design and forms, other architects disregarded such influences as archaic, sentimental, and coded with nationalist messages. The World War I experience further disillusioned many architects and artists who regarded traditional forms as representations of “a failed social and political structure” (Wiseman 2000:149). Seeking to put the trauma of the war years behind them, Americans found diversion in raucous jazz, speakeasies, sports heroes, and an unparalleled period of Wall Street-driven prosperity of the 1920s. In architecture, this was symbolized in the Art Deco, with zigzags, sunbursts, rich colors, and materials set in dramatic angles.

Following the stock market crash of 1929 and the Great Depression of the 1930s, designers stripped away Art Deco’s rich materials and jazzy ornamentation to emphasize a sense of smooth, subdued motion conveyed by clean lines. Known as “Streamlining,” this design concept reflected the hope held by many that science and technology would rejuvenate the economy. This was reflected by applying a streamlined, aerodynamic approach to machines, such as automobiles, train locomotives, and ships for increased speed and efficiency (Gelernter 1999:248-250). When applied to architecture, this design aesthetic was known as Streamline Moderne. Finding a broader and wider exposure in commercial and industrial applications, this new image replaced Art Deco as the signature modern design. Although shorn of most decorative elements, the subdued Moderne architecture of the 1930s set the stage for the rapid adoption and expansion of Modern architecture following World War II (Longstreth 2000:126-127; Gelernter 1999:226-227, 250-251).

The streamlining design movement of the 1930s helped establish the modern post-World War II American aesthetic, which removed all historical reference in architecture. The 1930s set the stage for the Modern/International-styled design of European architects Mies van der Rohe and Le Corbusier, which in turn prefigured Midcentury Modern. These and other architects applied the

basic principles of the Deidesheimer Square to create a building that required no load bearing exterior walls. Bricks and stone were replaced with sheets of glass or metal. This found widespread favor as reflective of post-war American society and spread to all major cities and outlying areas (Gelernter 1999:262-263). These buildings were economical to build, with a simple design, devoid of elaborate ornamentation, that was easily replicated, a quality that appealed to businesses (Wiseman 2000:149).

Out of this design evolution came Midcentury Modern, which reflected the emerging philosophy of indoor-outdoor living in sunny post-war California. Midcentury Modern's minimalist design aesthetic began in prewar Scandinavia and became widely popular in the postwar United States. Americans became aware of Midcentury Modern by an exhibition titled "Design in Scandinavia" that toured the United States in 1954. Scandinavian minimalist design stressed clean lines, open floor plans with few interior walls, and houses once comprised of several small rooms were opened up, creating a roomier house within the original building footprint. This open-plan layout featured natural materials such as wood, stone and brick, minimal decoration or clutter, clean lines, functional design that appealed to middle class Americans who, after 20 years of economic and wartime privation, were looking for something new (Quinn 2015:6-7, 14-16).

In postwar San Francisco, Midcentury Modern was most frequently applied to residential design. These years coincided with one of the longest stretches of economic prosperity in American history. The design of a minimalist container facilitated indoor-outdoor living which reduced material and labor costs for contractors and developers. "Houses like these, along with many flat roofed mid-century houses, were designed to be built as quickly and as economically as possible" (Quinn 2015:17). Housing tracts in San Francisco that "feature significant concentrations of this style include: Clarendon Heights, Diamond Heights, Midtown Terrace, Lakeshore Park, Twin Peaks, and eastern Bernal Heights" (San Francisco Planning Department 2010:116). The San Francisco State University campus contains a number of intact Midcentury Modern buildings.

As stated in the Planning Department's *Modern HCS*, Midcentury Modern "incorporated the emerging philosophy of indoor-outdoor living." California's temperate Mediterranean climate allowed designers to create living spaces where occupants could just as easily enjoy the outdoors as well as the indoors. Large expanses of glass allowed the scenery and sunlight into buildings, making time spent at work or at leisure what was believed to be an inherently more pleasant experience. The use of patios, pergolas, and interior courtyards created welcoming, shaded transition areas where the inside and outside merged together (San Francisco Planning Department 2010:91, 115-116).

Although residential architecture was the main vehicle for Midcentury Modern design, architects also applied it to civic buildings, union hiring halls and offices, commercial properties, recreation centers, and churches (San Francisco Planning Department 2010:182). Notable architects closely associated with Midcentury Modern design in San Francisco included:

- Francis J. McCarthy;
- Earl MacDonald;
- Mario Ciampi;

- J. Francis Ward;
- Robert Nordin;
- Robert Denke;
- Paul Markling;
- H.C. Baumann;
- Bruce Heiser;
- Roger Anderson;
- Harold Dow;
- Bruce Johnson; and
- John Bolles.

Churches in particular embraced Midcentury Modern design elements that emphasized exaggerated roof forms, projecting overhangs, and articulated façades. Midcentury Modern municipal buildings were often clad with brick walls and projecting vertical elements.

The general character-defining features of Midcentury Modern are:

- Square or rectangular footprint;
- Flat, cantilevered roofs with projecting eaves;
- Subdued color schemes;
- Minimal amount of façade ornamentation to draw attention of passersby to the inside;
- Simple cubic "extruded rectangle" massing;
- Windows running in broken horizontal rows forming a grid;
- Spandrel glass;
- Slightly projecting vertical mullions;
- Metal awnings or canopies;
- Small, geometric tiles set in geometric patterns;
- Terrazzo paving;
- Integrated planters;
- Textile block screens or metal sheathing;
- Stucco, vertical corrugated metal or wood cladding, or stacked Roman brick veneer;
- Façade angles at 90 degrees;
- Overhanging and projecting trellises, pergolas, atriums, and integrated planters; and
- Building materials of steel, formed concrete, or plated surfaces (Gelernter 1999:248- 249; McAlester and McAlester 2003:464-467; San Francisco Planning Department 2010:182; 2017:93).

### 8.2.2 Landscape Architecture

Midcentury Modern's concept of indoor/outdoor living was embraced by landscape architects. Working together with architects, landscape architects created outdoor areas that were meant to be actively used and not passively enjoyed as decorative scenery. The use of plants to structure an outdoor space became popular. Rather than creating gardens of many exotic plants, modernist landscape architects preferred to design using a narrow variety of plants to create space or volume.

Modern art was a source of inspiration. Asymmetry, irregular layouts, and cubist forms found in many paintings were translated onto the landscape. "One of Garrett Eckbo's gardens is a literal interpretation of a specific Wassily Kandinsky painting. Robert Royston was also influenced by the sweeping arcs and converging diagonals of Kandinsky's paintings and the biomorphic and cubist forms of Le Corbusier and Mies van der Rohe" (San Francisco Planning Department 2010:139-140). Postwar landscape architects moved from designing individual residential projects to master planning larger projects, including college and university campuses, civic squares, and regional planning. This expansion was pioneered by Garrett Eckbo, who as described below in section 8.4, designed over "175 housing developments, 75 community facilities, 81 educational sites, 62 commercial properties, 9 planning projects, and between 600-800 private gardens" over a 29-year period (San Francisco Planning Department 2010:141).

In the San Francisco Bay Area, through efforts by professional landscape architectural organizations such as Telesis, a specific vision of a regional Bay Area design emerged. Telesis consisted of young, college-educated professionals who, through a shared experience in various New Deal work programs, believed that good design, based on education and scientific methods, could better society. They called for architects, landscape architects, planners, designers, and others to collaborate in regional planning. Cut short by service in the armed forces during WWII, these ideas would re-emerge to influence postwar planning in San Francisco and in the Bay Area region (San Francisco Planning Department 2010:141-143).

Modernist landscape property types in San Francisco include: private residential gardens, large-scale residential complexes, rooftop gardens, civic and institutional landscapes, and commercial and corporate landscapes. 3333 California Street is an example of a corporate landscape. Most of San Francisco's corporate landscapes are located in the Downtown area, and, due to limitations in available space, these landscapes are small and built around a small plaza or park, a pedestrian bridge over a water feature, or a detached building set within a park. Common design elements in these landscapes include "lighting features, benches and seating areas, grassy areas, signage, trees, walkways and pedestrian circulation, planters, fountains, and sculpture" (San Francisco Planning Department 2010:148-150).

### 8.2.3 Architecture Guide Books

LSA reviewed popular architectural guidebooks of San Francisco and the greater Bay Area to obtain information about the Midcentury Modern buildings and corporate campuses.

### 8.2.3.1 Midcentury Modern

LSA's review did not indicate that the buildings and the designed landscape within the project site were noted in architecture guide books for their architectural or other design qualities.

The guidebooks consulted listed the following nearby properties:

- **The Jewish Community Center of San Francisco**, 3200 California Street (Block 1021/Lot 038). The building was designed in 1932 by Architect Arthur J. Brown and built in 1933 in a Mediterranean style with Spanish, Moorish, and Art Deco detailing. A guidebook published in 1992 describes this property as a "well-known cultural institution" composed of older buildings linked to new construction via a set of internal courtyards (Woodbridge, Woodbridge, and Byrne 1992:104).

According to the Planning Department's online *Property Information Map*, the original building was demolished in 1999-2000 to facilitate construction of a new Jewish Community Center.

No other notable or architecturally distinguished buildings on blocks adjacent to the project site were listed in the guidebooks reviewed (Cerny 2007; Woodbridge, Woodbridge, and Byrne 1992, 2005; Junior League of San Francisco 1968; Schwarzer 2007).

### 8.2.3.2 Corporate Campus

LSA's review found that the buildings and the designed landscape within the project site were not included among the examples of the corporate campus property type in architecture guide books. LSA's review also indicated that although the corporate campus is not a common property type within the City and County of San Francisco, many notable examples exist in San Mateo and Santa Clara counties (Grant 2016).

The guidebooks consulted identified the following properties in San Francisco that possess similar built environment design characteristics found at 3333 California Street:

- **One Maritime Plaza, 300 Clay Street (Block 0204/Lots 019, 020, 021, 022, 023)** (a.k.a., the Alcoa Building). This 25-story skyscraper building and approximately 3.4-acre landscaped plaza is located in the Golden Gateway area of San Francisco's Financial District. The One Maritime building and surrounding landscaping were designed and constructed collectively in 1964-1967 and together are known today as One Maritime Plaza. One Maritime was designed by the prominent architectural firm Skidmore, Owings & Merrill (SOM) and originally known as the Alcoa Building. One Maritime is the centerpiece feature of One Maritime Plaza, a symmetrically designed plaza-on-structure landscape planned by the landscape architectural firm of Sasaki, Walker & Associates (SWA) and originally known as Alcoa Plaza. One Maritime Plaza consists of two raised landscaped garden plazas that flank One Maritime. Each plaza space contains a one-story U-shaped building constructed of glass and brick. The plazas and buildings are sited atop a two-story reinforced concrete parking structure. The plaza spaces contain lawn areas with sculpture gardens, benches, and fountains, and are accessed via aerial pedestrian bridges from Embarcadero Center and Golden Gateway Center, as well as by several concrete staircases from sidewalks on Clay and Washington streets. The garden plaza areas are open to the public and

managed by the San Francisco Recreation and Parks Department (Cerny 2007:12; Woodbridge, Woodbridge, and Byrne 1992:34, 2005:38; Serrano 2006:192-193; Schwarzer 2007:64).

- **Levi's Plaza, 1155 Battery Street (Block/Lots 0083/001; 0084/008; 0084/009; 0084/010; 0107/007; 0108/007).** Considered a "benchmark in corporate headquarters design," this 6.2-acre landscaped campus is located in the North Beach Neighborhood of San Francisco and was built in 1977-1982 for employees of Levi Strauss, Inc. Levi's Plaza was designed by Lawrence Halprin as two distinct spaces: a paved plaza encircled by buildings by HOK and Gensler, and across Battery Street, a park with rolling topography, waterfalls, and streams. Buildings occupy less than half the site, and are grouped around a plaza with a fountain capped by a large block of granite (Cerny 2007:47; Woodbridge, Woodbridge, and Byrne 1992:53, 2005:119; Schwarzer 2007:84).

No other notable examples of the corporate campus property type in San Francisco were listed in the guidebooks reviewed (Cerny 2007; Woodbridge, Woodbridge, and Byrne 1992, 2005; Schwarzer 2007).

Other more notable examples of the corporate campus property type in the San Francisco Bay Area listed in the guidebooks reviewed include:

- **Stanford Industrial Park, 3160 Porter Drive, Palo Alto.** Built in 1951 as the Stanford Industrial Park, this facility occupies over 700 acres south of, and adjacent to, Stanford University to "create a highly educated workforce for companies" such as General Electric, Lockheed, Eastman Kodak, and early high-tech companies such as Varian Associates and Hewlett-Packard (Grant 2016). Today, the facility contains 162 buildings, with 140 different companies employing over 23,000.
- **IBM Santa Theresa Programming Center, 555 Bailey Avenue, San José.** Located in a 1,166-acre property comprised of oak studded rolling hills south of San José, this facility was built in 1976 to contain IBM's top programmers as well as contain office functions (Schwarzer 2007:130; Mozingo 2011:93-95).
- **IBM Almaden Research Center, 650 Harry Road, San José.** Located in a 655-acre property comprised of oak studded rolling hills south of San José, this facility was built in 1985 to contain IBM's premier research and development staff and plant operations. The center has a capacity for 800 employees, mostly individuals highly trained in chemistry, computer science, engineering, mathematics, or physics (Schwarzer 2007:130; Mozingo 2011:95-96).

### 8.3 EDWARD B. PAGE

Edward Bradford Page was a San Francisco-based architect who lived and worked in the Marin County communities of Bolinas and Sausalito. He designed buildings locally in the early to mid-20<sup>th</sup> century. According to online information available at the American Institute of Architects (AIA), Edward Bradford Page was born in Alameda on December 27, 1905. Edward Page was the son of Charles Page, who served as FFIC's Chairman of the Board as well as a San Francisco City Fire Commissioner, and chairman of the Northern California War Finance Committee during WWII (*Daily*



*Independent Journal* 1963). Edward Page graduated in 1930 with a Bachelor of Science degree from Yale University's Sheffield Scientific School, and 2 years later with a Bachelor of Fine Arts in Architecture from Yale University's School of Fine Arts. After graduation, he traveled throughout Europe and North America. By 1937, he was back in the Bay Area and took a job as a draftsman for the Golden Gate International Exposition. From 1938 to 1942, Edward Page worked as a draftsman for several San Francisco-based architectural firms. From 1942 to 1943, Edward Page served as a Commissioner on the San Francisco Arts Commission (American Institute of Architects 1955:417). Edward Page married Mary Winteringham in 1933 (*San Francisco Chronicle* 1944). Edward and Mary Page had two children, a boy, William, born in 1938, and a daughter, Georgia, born in 1941; 3 years later the Pages divorced.

During WWII, Edward Page served in the United States Navy as a Supervising Architect in Naval Operations from 1942 to 1947. A year after leaving the Navy, Edward Page opened his own architectural firm in an office at 400 Montgomery Street in San Francisco. Edward Page became an AIA member in 1949. In 1955, Edward Page, along with his wife and two children, lived in a single-family home built in 1909 at 2659 Filbert Street (American Institute of Architects 1955:417, 1962:530; San Francisco Planning Department 2017a).<sup>15</sup> By 1962, and in addition to the FFIC's Home Office at 3333 California Street, Edward Page was credited with designing a (unnamed) housing project and two schools (also unnamed) in San Francisco, and a private residence in the Marin County community of Belvedere which resulted in an AIA Award of Merit (American Institute of Architects 1962:530). In 1968, Edward Page dissolved his firm and formed the San Francisco architectural firm of Page, Cloudsley & Baleix with John Upton Cloudsley and John Baleix (AIA 1970:688).<sup>16</sup> By 1970, Edward Page and his family lived at 25 San Carlos Avenue in the Marin County community of Sausalito. Edward Page died on November 11, 1996.

Based on a review of background and archival materials, Edward Page is generally associated with the Modern architectural conventions, rather than any particular style, and is not included among other, more notable architects who designed buildings in the mid-20<sup>th</sup> century (San Francisco Planning Department 2010:181-182) (American Institute of Architects 1955:417; 1962:530; 1970:688). Information reviewed indicates that, along with the campus within the project site at 3333 California Street, Edward Page is credited with designing the following:

- The Mason B. Wells House, constructed in 1955 at 105 Acacia Avenue, Belvedere, Tiburon (extant) (Pacific Coast Architecture Database 2015a, 2015b, 2015c; ParcelQuest);

<sup>15</sup> The building at 2659 Filbert Street is a contributing element to the *Cow Hollow First Bay Tradition Historic District* (San Francisco Planning Department 2017a). The period of significance is 1888-1914 and the district is bounded by Filbert Street on the north, Scott Street on the east, Vallejo Street on the south, and Lyon Street on the west.

<sup>16</sup> A review of architect information available online by the University of Washington-maintained Pacific Coast Architect Database and the *San Francisco Modern Architecture and Landscape Design, 1935-1970 - Historic Context Statement* did not identify any buildings or other notable works by John Upton Cloudsley or John Baleix (Pacific Coast Architecture Database 2015d, 2015e; San Francisco Planning Department 2017a).



- A four-story parking garage containing 2,700 stalls constructed in 1964-1965 at San Francisco International Airport (SFO), considered at the time to be the “world’s largest” (since demolished) (*The Times* 1965; AIA 1970:688);
- Remodeling of SFO’s Central Terminal in 1963 (since demolished) (*The Times* 1963);
- A Fireman’s Fund Am. Ins. Co. building in Fresno in 1964 (status unknown) (AIA 1970:688); and
- The Stanford Faculty Club constructed in 1965 at 439 Lagunita Drive, Stanford (extant) (Stanford University 2017; AIA 1970:688).

## 8.4 ECKBO, ROYSTON & WILLIAMS

The following section contains a brief biography of each of the firm partners. See HRE Volume II, Appendix H for a table listing the projects completed by the firm as it was configured during the time 3333 California Street was designed and built. The table in HRE Volume II, Appendix H is broken out by type of landscape produced: Residential Gardens, Schools and Universities, Cultural and Institutional, Regional Parks, and Housing Developments.

*Garrett Eckbo.* Garrett Eckbo was born in Cooperstown, New York, in 1910 and 2 years later he and his mother moved west to Alameda. In 1932, Eckbo went to U.C. Berkeley and studied Landscape Design and Floriculture. Eckbo graduated in 1935 and moved south to Ontario for a job at Armstrong Nurseries and learned about southern California plants. Through his education and work experience, Eckbo began to connect landscape design, architecture, and art to develop his style and approach to organizing space. Eckbo was part of an emerging school of landscape architecture that emphasized “multiple-use planning” that built in flexibility and mobility, making the design more fluid and adaptable (Wright 2008:115). He published several of his observations on landscape design and the human environment. In 1935, Eckbo married Oakland resident Arline Williams, the sister of future partner Edward Williams. In 1939 Eckbo took a job with the Farm Security Administration (FSA). He designed migrant-worker camps in California and other western states. Eckbo left the FSA in 1942 and through WWII he designed landscapes for defense housing projects in the Bay Area (Trieb 2000:62-66).

After WWII, Eckbo founded a firm with Robert Royston and Edward Williams, his brother-in-law. In 1946, Eckbo moved to Los Angeles to head up projects in southern California. He filled his days designing gardens and collaborating with architects on larger projects in residential areas and parks. He taught landscape architecture at the University of Southern California from 1948 to 1956 and also completed commercial designs such as the Alcoa Forecast Garden, a 3-year project, to showcase aluminum’s utility as a material in landscape design. The 1950s and 1960s were a highly productive time for Eckbo. He published numerous books including *Landscape for Living* (1950), *The Art of Home Landscaping* (1956), *Urban Landscape Design* (1964), and *The Landscape we See* (1969) (Eckbo 1994).

In 1958, Eckbo, Royston & Williams dissolved and Eckbo formed a new firm with Edward Williams and Donald Austin which became EDAW. Eckbo returned to the San Francisco Bay Area in 1963 and began teaching Landscape Architecture at the University of California, Berkeley, eventually

becoming Department Chair in 1965. He served in that capacity until 1969 and retired in 1978 as Professor Emeritus. Before retiring, he took up a foreign teaching post in Japan as Visiting Lecturer in the University of Osaka Prefecture's School of Urban Landscape Design. All the while, he found time to design Fulton Street Mall in downtown Fresno as an urban alternative to huge shopping centers surrounded by parking lots (Trieb 2000:62-66). In 1974, Eckbo was Visiting Lecturer in the School of Architecture at the University of New South Wales and the University of Queensland (Eckbo 1994).

Eckbo gradually transitioned out of design work and explored more theoretical design applications and concepts. His work was acclaimed by clients and emulated by landscape architects nationwide (Mann 1993:327-328). Eckbo died on May 15, 2000 (Pacific Coast Architecture Database 2015a).

*Robert Royston.* Robert Royston was born in San Francisco in 1918. He grew up on a Santa Clara Valley farm. In high school he excelled in drawing, dramatic performance, and athletics. After graduating from high school, he went to U.C. Berkeley in 1936 to study Landscape Design, where he earned a degree. After graduation Royston got an internship with Thomas Church, where he pursued his interest in design and the outdoors. The internship quickly became a fulltime job, and he was working on several large projects in San Francisco, including Valencia Gardens and Parkmerced Apartments. Royston served in the U.S. Navy in WWII and while off-duty, he crafted models of residential gardens using scrap metal.

After founding Eckbo, Royston, and Williams, Eckbo moved to southern California to head the firm's Los Angeles office, and Royston remained in northern California and kept busy handling the crush of work related to the postwar housing boom. Most of the workload was low-density suburban tracts. He soon expanded to also design parks, plazas, and planned residential communities, often in collaboration with notable architects. His site plans emphasized the integration of indoor and outdoor space and elegant, functional garden rooms. After leaving on amicable terms with Eckbo and Williams in 1958, Royston formed a new firm with Asa Hanamoto. The firm developed into Royston, Hanamoto, Alley, and Abey, which is still in existence today and maintains its headquarters in the Marin County community of Mill Valley. Later in life, the American Society of Landscape Architects, the American Institute of Architects, and the American Society of Landscape Architects honored Royston for his prolific works. Royston died on September 19, 2008 (Pacific Coast Architecture Database 2015b).

*Edward Williams.* Edward Williams was born in 1914 in Pennsylvania and later moved to Plainfield, New Jersey. In 1932 he moved to San Francisco and studied Landscape Architecture at U.C. Berkeley, alongside Garrett Eckbo. Williams graduated in 1935 and soon formed a lifelong partnership with Eckbo after Eckbo married Edward's sister. In 1939, they formed Eckbo and Williams, a landscape architectural firm in Los Angeles. In 1945, Robert Royston joined the firm. Williams later became a partner in EDAW, a landscape architectural and urban design firm that formed after Robert Royston's departure. Williams and his wife later lived in San Rafael and he died in 1984 (Pacific Coast Architecture Database 2015c).

#### 8.4.1 Corporate and Institutional Landscapes 1945-1960s

According to information on file at the Environmental Design Archives in the College of Environmental Design at U.C. Berkeley, Eckbo, Royston & Williams designed 19 landscapes for large, institutional properties similar to 3333 California Street. Between 1945 and the 1960s, the firm designed landscapes for colleges, universities, civic centers, parks, and large housing developments. Many of these projects are located in southern California. One of the projects identified through archival research, St. Mary's Square, is located in San Francisco (Environmental Design Archives 1994). The project site at 3333 California Street (or any mention of the landscape within the project site) is not included in the list of projects.

An underlying design approach to arranging small and large landscapes for various clients is described in the *San Francisco Modern Architecture and Landscape Design, 1935-1970 - Historic Context Statement*:

They [Eckbo, Royston & Williams] don't look upon gardens, parks and playgrounds as things in themselves attached to houses or communities of houses. To them, the house and garden is interrelated living area, some of which is enclosed by walls and roofs, some of which is open. Since they don't design houses they believe in close collaboration with the architect at all stages of the development of the house so that the living spaces which include both indoor and outdoor spaces are properly arranged with respect to each other as well as wind, views and sun (San Francisco Planning Department 2010:141).

As applied to the Midcentury Modern-designed corporate campus within the 10.25-acre project site at 3333 California Street, the firm oriented courtyard areas to face the south or west and be sheltered by the massing of the Main Building from cool, and often foggy, onshore winds. Arranging outdoor seating areas in this way provided visitors with warm places to sit. These seating areas combine informality with precision. The layouts are informal clusters of seating areas (benches, tables, built-in seating) linked by pathways yet contained by a system of retaining walls consisting of geometrically arranged, square-shaped brick-clad raised planters.

As shown in the list of other, more prominent projects completed by the firm in California, the firm's underlying principle to integrate the indoor/outdoor approach by mixing the informality of the indoor/outdoor California aesthetic with geometric exactness is echoed by the design of the south-facing interior courtyard, the west-facing seating area, and the terraced plantings along Laurel Street. While the firm designed many larger, more elaborate landscapes for public and private clients, the designed area contained in the Midcentury Modern-designed corporate campus within the 10.25-acre project site at 3333 California Street is an example of design adaptation into a more confined space.

Several examples of prominent projects completed by the firm in California include:

- Occidental College, Los Angeles (1948);
- Bowdon Park, Palo Alto (1960);
- Polytechnic High School (1954) and Long Beach City College (1958) in Long Beach;

- Orange Coast College, Costa Mesa (1955);
- Mitchell Park, Palo Alto (1956);
- Whittier Civic Center, Whittier (1955);
- St. Mary's Square, San Francisco (1957); and
- Harvey West Community Park, Santa Cruz (1958).

Please see HRE Volume II, Appendix H for a complete list of projects completed by Eckbo, Royston & Williams between 1948 and 1961.<sup>17</sup>

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<sup>17</sup> Additional information on these and other notable landscapes designed by the firm is available online at *The Cultural Landscape Foundation*, <https://tclf.org/pioneer/eckbo-royston-williams>.

## 9.0 ELIGIBILITY EVALUATION

This section presents the results of a significance evaluation according to California Register and eligibility criteria and an individual and district-level assessment of historical significance.

### 9.1 CALIFORNIA REGISTER OF HISTORICAL RESOURCES

According to CEQA, a historical resource is “Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California . . . Generally, a resource shall be considered by the lead agency to be ‘historically significant’ if the resource meets the criteria for listing on the California Register of Historical Resources” (Public Resources Code [PRC] §5024.1). For a cultural resource to qualify for listing in the CRHR it must be significant under one or more of the following criteria:

- *Criterion 1:* Associated with events that have made a significant contribution to the broad patterns of California’s history and cultural heritage;
- *Criterion 2:* Associated with the lives of persons important in our past;
- *Criterion 3:* Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
- *Criterion 4:* Has yielded, or may be likely to yield, information important in prehistory or history.

### 9.2 APPLICATION OF SIGNIFICANCE CRITERIA

The following evaluation assesses whether the Midcentury Modern-designed corporate campus within the 10.25-acre project site at 3333 California Street sufficiently retains the qualities and character-defining features that would qualify it as eligible for inclusion in the California Register or for local designation.

#### 9.2.1 Criterion 1

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is associated with the mid-to-late 20<sup>th</sup> century development of the Laurel Heights Neighborhood which began after the closure of Laurel Hill Cemetery. The campus is also associated with the Fireman’s Fund Insurance Corporation, with the San Francisco HIV/AIDS Crisis, and with the corporate campus property type. Analysis of associative significance under each of these events is presented below.

##### 9.2.1.1 Fireman’s Fund Insurance Corporation

Background research indicates that FFIC has a long history in San Francisco. The company offered an innovative program to provide volunteer firemen a pension program that incentivized aggressive fire suppression. The company played an important role in the aftermath of the 1906 Earthquake

and Fire. Although over 8,600 policyholders lost policy documentation in the fire, FFIC took each at their word as evidence of coverage, in the process earning the high esteem of San Franciscans. The company also provided coverage for losses from explosions, natural disasters, automobiles, marine vessels, and water damage. The same year, FFIC was the first to offer nationwide automobile insurance coverage. In the 1920s FFIC reached out to the then-emerging movie industry to secure new customers and open new markets for providing insurance coverage.

However, information in the background materials reviewed indicated that although, as a company, FFIC is associated with new approaches to providing insurance services or products, these events occurred while FFIC was headquartered at 401-407 California Street, beginning in 1867 and continuously for 90 years until FFIC relocated to 3333 California Street in June 1957. Accordingly, the innovative aspects of the company's history are more directly associated with the former FFIC headquarters at 401-407 California Street and not 3333 California Street.

Background research also indicated that by 1970, FFIC followed well-established business practices in the insurance sector and their business model fostered growth of their overseas offices and an increase in market share. As described above in section 7.2.1, the insurance industry as a whole was very profitable; accordingly, many new competitors entered the market to compete with established firms for market share. In response, FFIC and many other established firms cut premiums to retain their market share, which proved costly and nearly ruinous. Profits dropped over 75 percent, ultimately spurring FFIC to relocate from San Francisco to Marin County. Although 3333 California Street was the FFIC's Home Office for over 25 years, background research did not indicate the project site is associated with innovations in products, services, or the practice of private commercial and residential insurance in California or the United States. Perhaps more generally, few people would consider innovations in the insurance industry as an event that made a significant contribution to the broad patterns of California's history and cultural change, unlike, for example, the aerospace, technology, and film and television industries, all of which have shaped not only the built environment in California, but also have directly influenced California's cultural heritage.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does not appear* eligible under Criterion 1 for associations with FFIC or the development of the insurance business in the mid-to-late 20<sup>th</sup> century.

#### 9.2.1.2 San Francisco HIV/AIDS Crisis

As a satellite campus of UCSF, Laurel Heights is associated with the historical patterns associated with *Theme 8: LGBTQ Medicine (1940s to 1970s)* (Graves and Watson 2015:345). The campus became part of UCSF in 1986; however, due to protracted litigation between LHIA and UCSF over plans to use the campus for biomedical research and drug development, this Midcentury Modern-designed corporate campus within the project site did not play a meaningful or significant role in the research and development of anti-viral medication. Moreover, the building was not constructed as an educational institution, and possesses no specific characteristics that elevate its association with this theme. Several other hospitals, pharmacies, or medical research facilities in San Francisco, such as San Francisco General Hospital and the Langley Porter Clinic at UCSF's Parnassus campus, played a more meaningful and consequential role, and continue to do so.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does not appear* eligible under Criterion 1 for associations with the San Francisco HIV/AIDS Crisis or for associations with LGBTQ Medicine.

#### 9.2.1.3 Corporate Campus Property Type

Background research indicates that 3333 California Street is an important example of a suburban corporate property type adapted to an urban setting in San Francisco. During a time when American corporations were leaving major cities for the suburbs, FFIC and its three main subsidiaries remained in San Francisco. A comparative analysis of private corporate campus properties in San Francisco indicates that 3333 California Street is an urban adaptation of a typically suburban property type. Assembling a 10.25-acre site in San Francisco using conventional means of buying and merging many individually owned parcels would have involved a long and expensive process of property acquisition involving numerous landowners. Purchasing the entire site from a single buyer, in this case the San Francisco Unified School District, after their plans to build a new high school on the site fell through, made it feasible to build a corporate campus in a densely developed urban area. Background research did indicate that the interior design and organization of 3333 California Street reflected the design intent of the corporate campus to create opportunities for spontaneous interactions to help spur creativity, while allowing staff of various departments within the company and its in-house subsidiaries to streamline operations and work more efficiently. In keeping with the trend of locating corporate campuses in a rural, university-like setting, the project site was designed to include a professionally designed landscape for employees or guests to enjoy and relax during their work day. Therefore, 3333 California Street is representative as an urban adaptation of a typically suburban corporate property type.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does appear* eligible under Criterion 1 as a unique adaptation of a suburban corporate property type.

#### 9.2.2 Criterion 2

Background research did not identify an association of the project site with the lives of persons important to local, California, or national history. Background research did not indicate that 3333 California Street was the site of medical innovation. The project site was once the location of the Lone Mountain Cemetery, later renamed Laurel Hill Cemetery, and was the final resting place of prominent Californians, such as cable car inventor Andrew Halladie, first American consul Thomas Larkin, Major James Van Ness, and United States Senators David Broderick, Milton Latham, Edward Baker, William Sharon, and James Graham Fair. However, their interments and monuments were removed and relocated by 1942.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does not appear* eligible under Criterion 2.

#### 9.2.3 Criterion 3

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is associated with architect Edward. B Page, the landscape architectural firm of Eckbo, Royston, and



Williams, and the Midcentury Modern architectural style. Analysis of associative significance under each of these events is presented below.

#### *9.2.3.1 Edward B. Page*

The buildings were designed in 1955 by San Francisco-based architect Edward B. Page. Page's career as an architect spanned the early-to-mid 20<sup>th</sup> century. Background research indicates that Page lived in the Marin County communities of Sausalito and Bolinas but was not considered a prolific architect. During his career, Page designed numerous commercial buildings, including a then-revolutionary four-level parking garage at San Francisco International Airport. A review of popular architectural guides of the Bay Area, encyclopedias of contemporary architects, and West Coast architect biographical databases indicates that Page is not regarded as singularly prominent by the professional architectural community. Although the corporate campus at 3333 California Street is associated with Page, background research indicates that he is not considered to be an important creative individual.

#### *9.2.3.2 Eckbo, Royston & Williams*

The landscape was designed by the prominent Los Angeles-based landscape architectural firm of Eckbo, Royston & Williams. Edward Page did not live in or maintain his business at 3333 California Street. As described above in section 8.4.1, archival and online research indicates that the project site was not considered an important example of the design talents of Garrett Eckbo, Robert Royston, and Edward Williams, each of whom worked in the field for over 40 years for both private and public clients and taught university-level courses. Background research also indicates that the project site is one of many examples of the firm's design output during the mid-20<sup>th</sup> century, which included many projects in northern and southern California, as well as Arizona and Wyoming (see HRE Volume II, Appendix H).

#### *9.2.3.3 Midcentury Modern Architecture and the Corporate Campus*

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street embodies distinctive characteristics of Midcentury Modern commercial architecture, an architectural type and period regarded as the "most common Modern style built in San Francisco" (San Francisco Planning Department 2010:181). Collectively, the campus within the project site was designed and built to serve as the FFIC's Home Office and meet the need to streamline and modernize their operations and to demonstrate the firm's success. Background research indicates that use of solid steel beams was not practical or affordable to provide the necessary support while maximizing the openness of the interior spaces within the Main Building. As mentioned above in section 4.3.1.1, to get around the problem, Edward Page designed the building using laminated steel plates bolted together to essentially create custom-width steel support beams, a method described at the time as unique (Architect and Engineer 1957:14). However, no other mention of this steel construction method or its impact on the construction industry at the time was found in other materials reviewed. Like many other Midcentury Modern commercial buildings in San Francisco and California, these buildings vary in size and are generally uniform in appearance and utilitarian in design to accommodate subsequent renovation, expansion, and technological change. These buildings are typically austere in appearance with minimal ornamentation to emphasize clean lines and a machine-like aesthetic.



The project site possesses several attributes of the corporate campus property type. The buildings are low, long, and set in an intentionally arranged landscape that evokes a park-like feel. The corporate campus originated in the postwar period and soon spread nationwide. Typical representative examples of the corporate campus are found in rural or suburban areas outside city limits and generally range from 40 to 200 acres. While the project site has aspects that evoke this property type, it is located in an urban area on a 10.25-acre site within a former graveyard. Corporate campuses typically integrated both regular management and administrative personnel with product research or quality control and testing staff. The FFIC Home Office was designed to contain the operations of a modern insurance company.

Although background research indicates that the campus within the project site at 3333 California Street is associated with an architect with a small portfolio and contains a relatively undistinguished example associated with the renowned and prolific landscape architectural firm of Eckbo, Royston & Williams, the 10.25-acre corporate campus within the project site at 3333 California Street does appear individually eligible under Criterion 3 for its uniform Midcentury Modern architectural qualities and designed landscape. The period of significance is 1956 to 1966, which encompasses the period when the building was constructed to when the last major addition was completed.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does appear* eligible under Criterion 3.<sup>18</sup>

#### 9.2.4 Criterion 4

This criterion is usually used to evaluate the potential for archaeological deposits to contain information important in the understanding of the past lifeways of San Francisco's early historic period and pre-contact inhabitants. Its application to architecture is less common in eligibility assessments due to the prevalence of multiple media that thoroughly document the form, materials, and design of a given building type. Consequently, information on the Midcentury Modern style and construction techniques and related aspects of landscape design, as represented by the corporate campus at 3333 California Street, can be obtained from other widely available sources on this familiar architectural style and landscape design. For this reason, the corporate campus at 3333 California Street is unlikely to yield information important to the history of the local area, California, or the nation; therefore, it is not significant under this criterion.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does not appear* eligible under Criterion 4.

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<sup>18</sup> Potential eligibility under Criterion 3 is a three-prong approach. A resource could be eligible under this criterion if it **(1)** "embodies the distinctive characteristics of a type, period, region, or method of construction," and/or **(2)** its design "represents the work of an important, creative individual," and/or **(3)** "possesses high, artistic values" (PRC §5024.1).

### 9.3 CHARACTER-DEFINING FEATURES

For a cultural resource to be eligible for national, state and/or local designation, the essential physical features (or character-defining features) that enable a property to convey its historic character must be present, they must retain enough of these features, along with sufficient integrity to convey historical significance. Character-defining features can be expressed in terms of form, massing, proportion, historical development, plan, aesthetic design, architectural style(s), or materiality.

#### 9.3.1 Character-Defining Features of 3333 California Street

##### Site/Landscape Features

- Corporate Campus setting featuring main building located on a large open landscaped site across 10.25 acres;
- Landscape utilizing curvilinear shapes in pathways, driveways, and planting areas; and other integrated landscape features (planter boxes, seating);
- Main entrance leading from Walnut and California streets;
- Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern;
- Mature trees around the corporate modern campus;<sup>19</sup>
- Open area along Euclid Avenue and Laurel Street; and
- Concrete pergola atop terraced planting feature facing Laurel Street.

##### Main Building

- Stepped multi-story massing built into the natural topography of the site;
- Main building encompassing three distinct building phases that have all taken on significance (1956, 1964, 1966);
- Midcentury Modern architectural style with little ornamentation;
- Flat, cantilevered roof with projecting eaves;
- Continuous full-height, slightly recessed curtain wall glazing on most sides and along all levels of the building; and

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<sup>19</sup> Note that a few of these trees may date from the era when the cemetery was extant. Some Monterey Cypress and Eucalyptus trees were incorporated as part of the Modern landscape designed by Eckbo, Royston & Williams.

- Glass curtain wall composed of bronze powder-coated aluminum framing system in a regularly spaced pattern of mullions and muntins, typically with a small spandrel panel of obscure glass below a larger pane.

## 9.4 INTEGRITY ASSESSMENT

In addition to being significant under one or more criteria, a resource must retain enough of its historic character and appearance to be recognizable as a historical resource and retain integrity, which is defined as the ability of a resource to convey the reasons for its significance (CCR Title 14 §4852(c)). Generally, a cultural resource must be 50 years old or older to qualify for the California Register.<sup>20</sup>

National Register Bulletin *How to Apply the National Register Criteria for Evaluation* (National Park Service 1997a:2) states that the quality of significance is present in districts, sites, buildings, structures, and objects that possess integrity. There are seven aspects of integrity to consider when evaluating a cultural resource: location, design, setting, materials, workmanship, feeling, and association. Each aspect is described below.

- *Location* is the place where the historic property was constructed or the place where the historic event occurred. The actual location of a historic property, complemented by its setting, is particularly important in recapturing the sense of historic events and persons.
- *Design* is the combination of elements that create the form, plan, space, structure, and style of a property. Design includes such elements as organization of space, proportion, scale, technology, ornamentation, and materials.
- *Setting* is the physical environment of a historic property. Setting refers to the character of the place in which the property played its historical role. Physical features that constitute the setting of a historic property can be either natural or manmade, including topographic features, vegetation, paths or fences, or relationships between buildings and other features or open space.
- *Materials* are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of the artisan's labor and skill in constructing or altering a building, structure, object, or site.

<sup>20</sup> Generally, for a cultural resource to be considered for listing in the California Register—and a historical resource for purposes of CEQA—enough time must have passed for there to be a scholarly perspective on the resource and the reasons for its potential significance. Consistent with professional practice, as well as the National Register of Historic Places eligibility requirements, 50 years is generally used as this threshold.

- *Feeling* is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character.
- *Association* is the direct link between an important historic event or person and a historic property.

Historical resources eligible for listing in the California Register must meet one of the criteria of significance described above and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance. “To retain historic integrity a property will always possess several, and usually most, of the aspects” (National Park Service 1997a:44; California Office of Historic Preservation 2011:22).

The buildings and landscape at 3333 California Street have not been moved and retain integrity of **location**.

The buildings and landscape also retain integrity of **setting** as a corporate campus property. The surrounding area remains a dense, urban area with mixed uses in the buildings nearby. The naturally occurring terrace remains in place, creating a setting transition for motorists and pedestrians traveling west along California and Pine streets. With the exception of the portion of the site facing Presidio Avenue, the landscaped area within the project site retains its essential form and configuration and continues to convey a park-like setting.

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street does retain integrity of **design, materials, and workmanship** in a broad sense. With the exceptions described in section 5 above, the 10.25-acre project site retains circulation patterns, parking lots, and spatial relationships between the built environment and the designed landscape or landscaped open spaces dating from the 1956-1966 period of significance. The buildings retain the general appearance, massing, materiality, and fenestration systems that were in place during the 1956-1966 period of significance. The Main Building retains the original wrap-around curtain wall fenestration.

The California Street Entrance was remodeled in 1982-1984 as part of a repurposing of the Main Building from serving a single company to a multi-unit office leasing space. The creation of a Children’s Center for UCSF staff between 1993 and 2002 resulted in alterations to a portion of the south-facing façade of the Euclid Street Wing of the Main Building. Although these alterations have altered the Main Building to some degree, taken together they do not significantly diminish the overall integrity of the Midcentury Modern-designed corporate campus at 3333 California Street to the degree that it is no longer comprehensible as a Midcentury Modern corporate campus.

Other than the natural growth of plants and trees, the landscape retains sufficient integrity of scale and proportion from the period of significance with no subsequent visual intrusions or additions to the original design. The brick perimeter walls, planter boxes, and retaining walls remain in good condition, with minimal damage from the exposure to the elements. Seating areas in the terraced courtyard and along the west side of the Laurel Street Wing of the Main Building are in place and retain several of the original benches and other furnishings. The original flagpole and concrete pergola near the Laurel Street Entrance above the terraced planters along Laurel Street remain in

place, as do the original hooded electroliers in the parking lot near the Service Building. Several of the original Monterey Cypress trees and the older, presumably original vegetation have grown in size during the 50 years following the close of the period of significance; according to the UCSF Laurel Heights Facilities Services Department, dead or dying plants were replaced in kind.

Integrity of *feeling* and *association* is addressed in two parts: interior spaces and exterior spaces.

For the interior of the Main Building, integrity of feeling and association is clearly diminished due to the enclosure of the interior spaces. Based on his study of the flow and interactions of the insurance business coupled with his client's desire for an open collaborative work space, Edward Page designed a generally open floor plan (with minimal office suites) to facilitate his client's vision. Today, the interior spaces of the Main Building are enclosed and partitioned in a manner typically found in modern offices today. These once open areas now contain office cubicles, conference rooms and office suites accessed via long, narrow hallways. Although the premise of open floor plans was to allow some flexibility in layout for subsequent customization of spaces, total enclosure does not reflect Edward Page's original design.

Integrity of feeling and association remains high for the exterior of the Main Building and the landscaped areas, which are the result of minimal apparent exterior modifications that preserved, to a great degree, the original design. The designed landscape also retains integrity of feeling and association. From vantage points along Presidio and Masonic avenues, the naturally occurring landscape terrace that underlies the site conveys a sense of institutional importance by elevating the stately and imposing Midcentury Modern-designed Main Building. The use of brick as façade cladding, planted terrace retaining walls, raised planters, and boundary walls conveys a unity of design. The setback between the Main Building and the parking lots near the perimeter fence along California and Laurel streets was designed for pedestrian circulation, the enjoyment of staff, and the impression it conveyed to visitors or potential clients. As the property is no longer used for commercial purposes, impressing potential clients, vendors, or other similar visitors, the imposing feeling partially derived from the street setbacks they may have felt no longer applies. However, UCSF staff and other employees may still use the existing circulation paths and landscaped areas during lunch or break time.

## 9.5 HISTORIC DISTRICT ANALYSIS

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is not part of a local, state, or nationally designated historic district and is not located within any known potential historic district. The following sections provide an assessment of (1) if the collection of buildings and designed landscape within the project site is or is not a historic district, and (2) if the Midcentury Modern-designed corporate campus within the project site at 3333 California Street forms the eastern edge of a larger, viable potential historic district composed of the Laurel Village Shopping Center, a commercial retail strip of 28 buildings built in 1948-1951, along the south side of California Street and the Laurel Village Residential Tract built in 1948-1950.

### 9.5.1 3333 California Street

Based on visual observations and the development of the project site through time, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street, composed of Midcentury Modern-designed Main and Service buildings and associated landscaped areas, is clearly distinguished from the surrounding urban environment by its scale, density, and configuration as a designed landscape. As discussed above in section 8.1, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street was constructed during a time when corporations relocated from central cities to a designed campus covering 40 acres or more in outlying areas that resembled a large park or university setting. The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is an unconventional example of this property type as it occupies a smaller 10.25-acre site centrally located in a major city amongst an older, established urban setting, and is connected to the Central Business District via the regular street grid.

The preponderance of the evidence suggests that the buildings and grounds of the Midcentury Modern-designed corporate campus within the project site at 3333 California Street have a shared relationship united aesthetically and historically through planned development, ownership, successive phases of development and expansion, and facility management. According to *National Register Bulletin 21*, which provides guidance on demarcating boundaries involving buildings, boundaries “should include surrounding land that contributes to the significance of the resources by functioning as the setting. This setting is an integral part of the eligible property and should be identified when boundaries are selected. For example, do not limit the project site to the footprint of the building, but include its yard or grounds” (National Park Service 1997b:3).

By this definition, the two Midcentury Modern-designed buildings and designed landscape on the 10.25-acre project site at 3333 California Street represent an individual property composed of the Main Building, the Service Building, and the elements of the original Eckbo, Royston & Williams-designed landscape and grounds that were designed in tandem. This resource is contained within the current legal boundary of City Block 1032/Lot 003. The period of significance is 1956 to 1966, which encompasses the period when the Midcentury Modern-designed corporate campus was originally constructed in 1956 and when the last major addition was constructed in 1966. The additions – designed by Edward Page – carefully referenced the Midcentury Modern-aesthetic of his original 1955 design. Noncontributing elements include (1) the remodeled entrance on the California Street Wing of the Main Building, (2) the UCSF Children’s Center on the Euclid Avenue Wing of the Main Building, and (3) the landscaped area fronting Presidio Avenue, east of the California Street Wing of the Main Building.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street appears to be eligible for listing as an individual property and does not appear to be a viable historic district.

### 9.5.2 Laurel Heights Neighborhood

Although the Midcentury Modern-designed corporate campus within the project site at 3333 California Street, the Laurel Village Residential Tract, and the Laurel Village Shopping Center share a common Midcentury Modern aesthetic, the project site was designed on a much larger scale and for

a different purpose by a professional architect and landscape architects. The Midcentury Modern-designed corporate campus within the project site at 3333 California Street was built 2-8 years after the tract and shopping center, which represent common automobile-centered mid-20<sup>th</sup> century land use and development patterns in San Francisco, California, and nationwide. The Midcentury Modern-designed corporate campus within the project site at 3333 California Street represents the post-war, university-like corporate campus that was typically developed outside city limits. See Figure 4 in HRE Volume II, Appendix A for an aerial photograph of the Laurel Heights Neighborhood showing the spatial relationship between the corporate campus within the project site, the Laurel Village Residential Tract, and the Laurel Village Shopping Center.

A review of official historic contexts of San Francisco's Midcentury Modern architecture, the city's neighborhood commercial buildings, and documentation prepared by Planning Department preservation staff for reviewing projects within the Laurel Village Residential Tract indicates that a California Register-eligible historic district that includes the portion of Laurel Heights located within the boundaries of the former Laurel Hill Cemetery was not identified and does not appear viable (San Francisco Planning Department 2010:181-187; 2016:92-93, 2013a, 2013b). LSA concurs with the Planning Department's conclusions regarding the collective ineligibility of the corporate campus within the project site, the residential tract, and the commercial retail strip as a viable historic district for inclusion in the California Register.

### 9.5.3 Adjacent Built Environment

LSA conducted a pedestrian survey of buildings that face the Midcentury Modern-designed corporate campus within the project site at 3333 California Street to determine if there are noticeable patterns and similarities in the style, massing, building type(s), and other relevant factors that could support one or more historic districts to which the project site would or would not be a potentially contributing element. The survey examined the buildings located on the following city blocks that face the project site:

- Blocks 1020, 1021, and 1022, north of and across California Street;
- Blocks 1031 and 1046, east of and across Presidio Avenue;
- Blocks 1032 (Lot 001), 1072, 1057 (partial), and 1069 (partial), south of and across Masonic and Euclid avenues; and
- Blocks 1045 and 1034 (partial), west of and across Laurel Street from the project site.

Generally, the buildings on blocks north and east of the project site range in age from circa 1900-1910, with robust interspersions of modern construction, having varying heights, roof pitches and types, inconsistent massing, materials, and fenestration. Buildings fully occupy their parcels and most are fully built out with no setback from the sidewalk. Several buildings appear to be new construction but designed to resemble early-20<sup>th</sup> century row houses.

A segment of Masonic Avenue along the southern border of the project site separates the Midcentury Modern-designed corporate campus within the project site from a triangular-shaped



parcel (Block 1032/Lot 001), which contains San Francisco Fire Department Station No. 10, a Midcentury Modern-designed firehouse built in 1955. A screen of mature Monterey Cypress trees screens direct views between this property and the project site. West of the Euclid/Masonic avenue intersection, the rear, north façades of nine multi-level apartment buildings on a slight ridge above Euclid Avenue face the project site. The buildings have boxy massing, are three levels or higher, have stucco walls, and are covered with flat roofs. The buildings' street-facing façades front on Lupine Avenue. The rear of these buildings forms a uniform wall facing the project site.

The segment of Laurel Street between Euclid Avenue and the intersection of Mayfair Drive, opposite the Midcentury Modern-designed corporate campus within the project site at 3333 California Street, contains eight single-family residences and one multiple-family residence forming the eastern boundary of the Laurel Village Residential Tract. These eight buildings have a uniform Midcentury Modern-styling, with split-level, two-story massing, uniform street setback, minimal ornamentation, and a recessed main entrance set behind a projecting, single-car garage below an upper-story bedroom and accessed via a concrete driveway. The multiple-family residence is three stories in height and serves as part of a wall of three-story buildings that serves as a massing buffer to reduce noise between the busy Laurel Village Shopping Center along California Street and the relatively quieter single-family and duplex residential properties to the south. The buildings are covered in low-pitched hipped roofs sheathed with asphalt shingle roofing. Walls are typically clad in smooth or textured stucco, some with brick cladding along the base.

From the intersection of Mayfair Drive to California Street is the eastern boundary of the Laurel Village Shopping Center, which is composed of a 28-building commercial retail strip built in 1948-1951 along the south side of California Street between Laurel Street on the east, a point mid-block between Spruce and Maple streets on the west, and Mayfair Drive on the south. As described above in section 4.5.5, the general massing and scale of the buildings that compose the Laurel Village Shopping Center are typically one story tall, with several two-story buildings covered with flat or very low-pitched roofs. Most buildings are sited with no setback from the sidewalk. Architectural styling is typically Midcentury Modern, with some added ornamentation such as stacked, Roman brick trim, faux quoining, canopies, and metal-trimmed box canopies.

Other than the residential buildings on Laurel Street noted above, none of the buildings that face the Midcentury Modern-designed corporate campus within the project site at 3333 California Street appear to resemble the project site's Midcentury Modern styling, massing, setbacks, or landscaped, park-like feeling. Due to stark differences in massing, materiality, uses, setbacks, heights, building ages, and overall inconsistent massing and visual signature, there does not appear to be a viable historic district adjacent to the project site that would include the Midcentury Modern-designed corporate campus within the project site at 3333 California Street itself.



## 10.0 CONCLUSION

The Midcentury Modern-designed corporate campus constructed within the project site in 1956-1957 (with matching additions built in 1964 and 1966) currently contains UCSF's Laurel Heights Campus at 3333 California Street (Block 1032/Lot 003). The Midcentury Modern-designed corporate campus within the 10.25-acre project site contains two buildings (Main Building and Service Building) and a designed landscape. The project site was once part of a former cemetery first established in 1852. By 1900 burials were banned in San Francisco and in 1942 Laurel Hill Cemetery formally closed. The project site's associations with the former cemetery are commemorated as California Historical Landmark No. 760. The campus currently within the project site was the Home Office of the Fireman's Fund Insurance Company for 25 years. It was originally designed by San Francisco-based architect Edward B. Page, who is credited with designing subsequent sympathetic additions in 1964 and 1966. Beginning in 1985 and to the present, the project site is the location of the University of California, San Francisco's Laurel Heights Campus.

The campus within the project site is associated with the mid-20<sup>th</sup> century post-war commercial development of the Laurel Heights Neighborhood and San Francisco, a period that significantly contributed to the broad patterns of California's history and cultural heritage.

The Midcentury Modern-designed corporate campus within the project site is associated with design characteristics of Midcentury Modern commercial architecture, regarded as the "most common Modern style built in San Francisco" (San Francisco Planning Department 2010:181). Typically, substantial alterations such as additional floors, as was done in 1964 and 1966, would disqualify eligibility for inclusion in the California Register as the scale of change typically disrupts the overall historical physical integrity, thereby diminishing the resource's ability to convey its historical significance. However, in this case, the original building was designed to accommodate future expansion and the additions themselves were designed by the original architect, to replicate the original materiality, massing, and Midcentury Modern architectural design. Therefore, 3333 California Street is an unconventional urban adaptation of a typically suburban property type.

Background research also showed that the landscaped portions of the project site were designed by Eckbo, Royston, & Williams, a renowned southern California-based landscape architectural firm that specialized in designing small residential gardens, public spaces, university campuses, and business parks from 1945 to 1958. However, background and archival research did not demonstrate that the Midcentury Modern-designed corporate campus within the project site is a prominent example of their work nor did evidence reviewed indicate which partner headed up the project. The Midcentury Modern-designed corporate campus within the project site is not mentioned among the various landmark designs held up as exemplary in the secondary literature reviewed, or in the case of Garrett Eckbo, the designer themselves.

For the reasons presented herein, LSA concludes that the Midcentury Modern-designed corporate campus, consisting of the two buildings and remaining designed landscape within the project site at 3333 California Street, appears individually eligible for inclusion in the California Register at the local level of significance under Criterion 1 as an unconventional urban adaptation of a typically suburban property type, and under Criterion 3 for its Midcentury Modern architectural qualities; therefore,

the campus qualifies as a “historical resource” for the purposes of CEQA (San Francisco Planning Department 2008:1). The period of significance for this historical resource is 1956-1966.

LSA further finds that the Midcentury Modern-designed corporate campus within the project site at 3333 California Street forms the eastern edge of a noticeable concentration of earlier Midcentury Modern-designed buildings that includes the project site, the Laurel Village Residential Tract, and the Laurel Village Shopping Center. However, the corporate campus within the project site was designed on a much larger scale by professionals and constructed 2-8 years after the residential tract and commercial retail strip were built. The Laurel Village Residential Tract and Laurel Village Shopping Center represent common mid-20<sup>th</sup> century automobile-centered land use and development patterns in San Francisco, California, and nationwide. For these reasons, LSA concludes that the corporate campus within the project site, the residential tract, and the commercial retail strip do not appear to be a viable historic district eligible for inclusion in the California Register.

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# **HISTORIC RESOURCE EVALUATION – PART 1**

**3333 CALIFORNIA STREET**

**CITY AND COUNTY OF SAN FRANCISCO, CALIFORNIA**

**SAN FRANCISCO PLANNING DEPARTMENT CASE NO. 2015-014028ENV**

## ***VOLUME II: APPENDICES***

Prepared for:

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LSA Project No. LHL1701



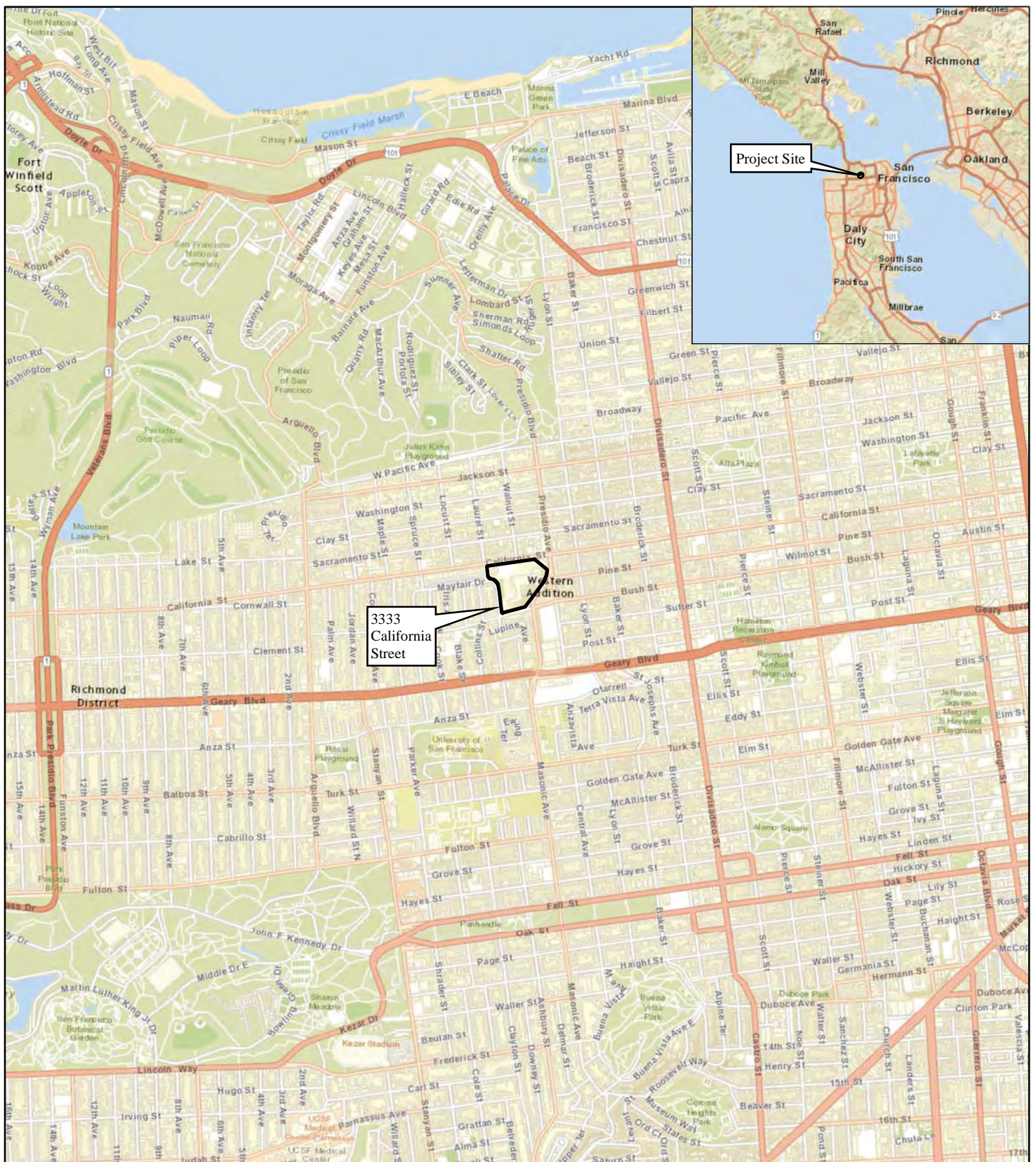
December 2017

## **APPENDIX A**

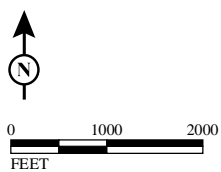
### **MAPS**

Figure 1: Regional Location and Project Site  
Figure 2: Project Site  
Figure 3a-d: Design and Construction Phases  
Figure 3e: Landscape Features  
Figure 4: Laurel Heights Neighborhood





LSA



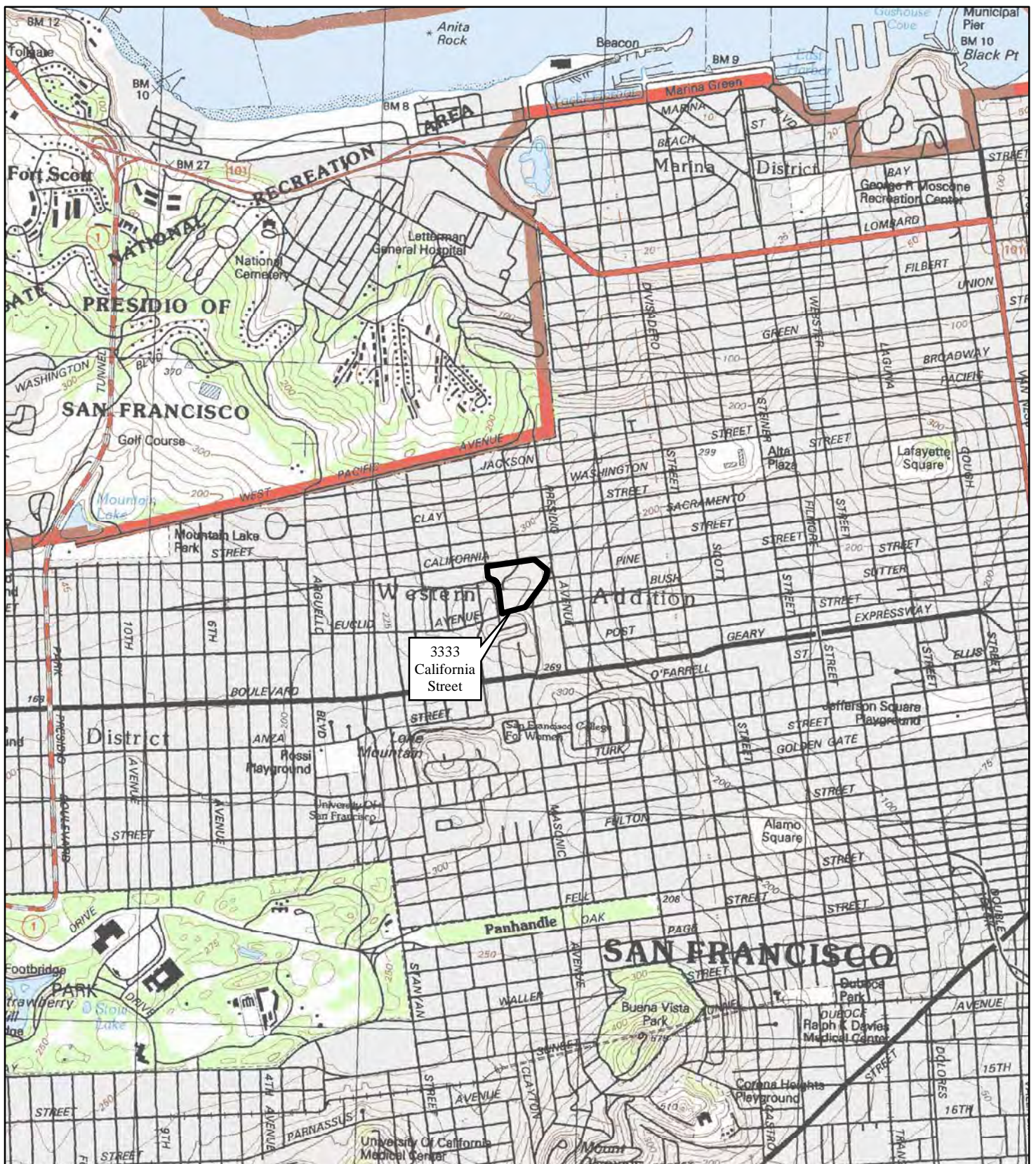
SOURCE: ESRI World Streetmap

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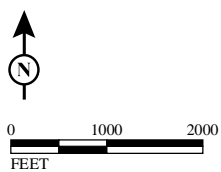
FIGURE 1

*Historic Resource Evaluation - 3333 California Street  
City and County of San Francisco, California  
Regional Location and Project Site*





LSA



SOURCE: 7.5-minute Quad: San Francisco North, Calif. (1999).

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FIGURE 2

*Historic Resource Evaluation - 3333 California Street*  
*City and County of San Francisco, California*  
*Project Site*



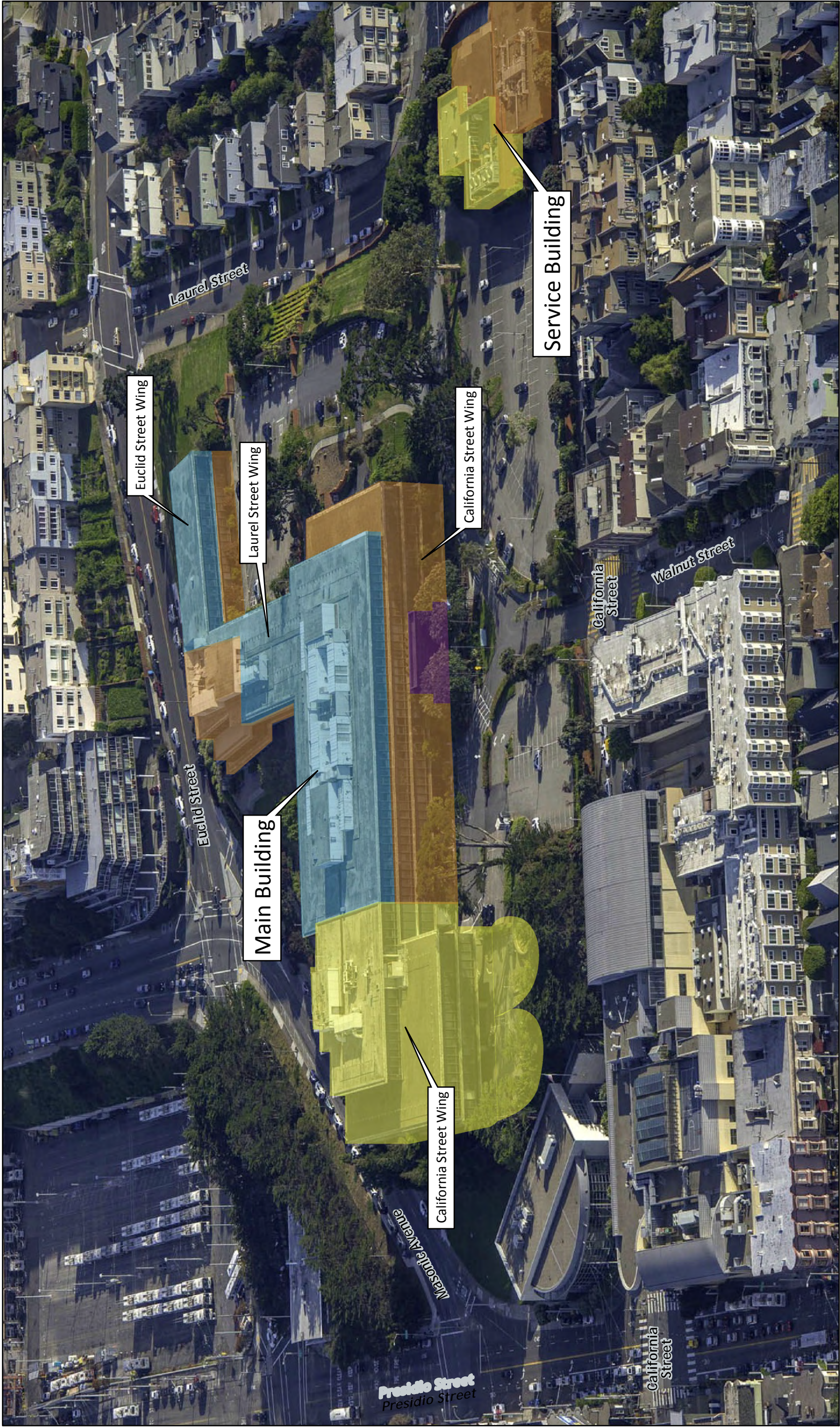


FIGURE 3a



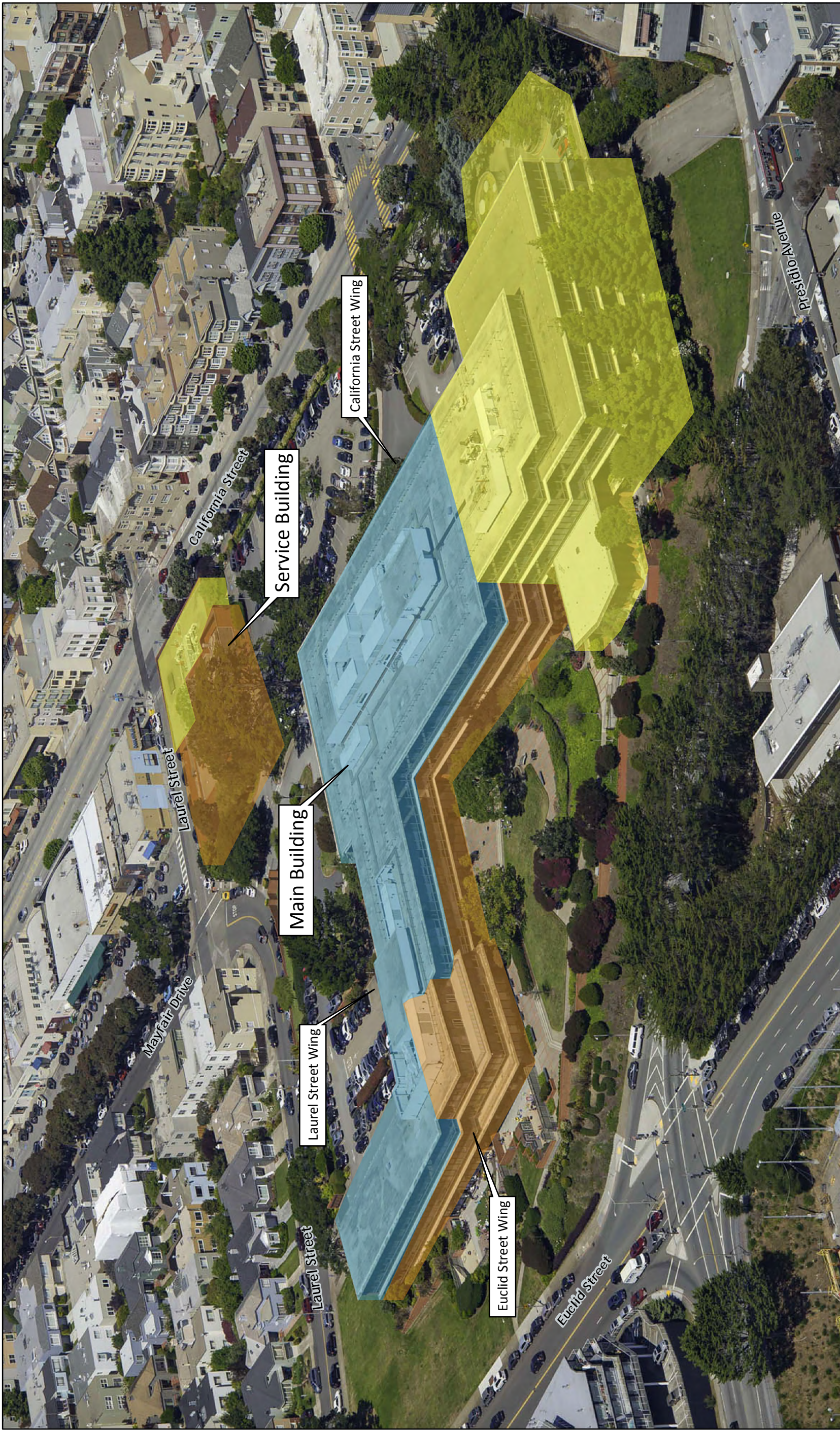


FIGURE 3b

- Design and Construction Phases
- Designed 1955/Constructed 1956
  - Designed 1963/Constructed 1964
  - Designed 1965/Constructed 1966

LSA



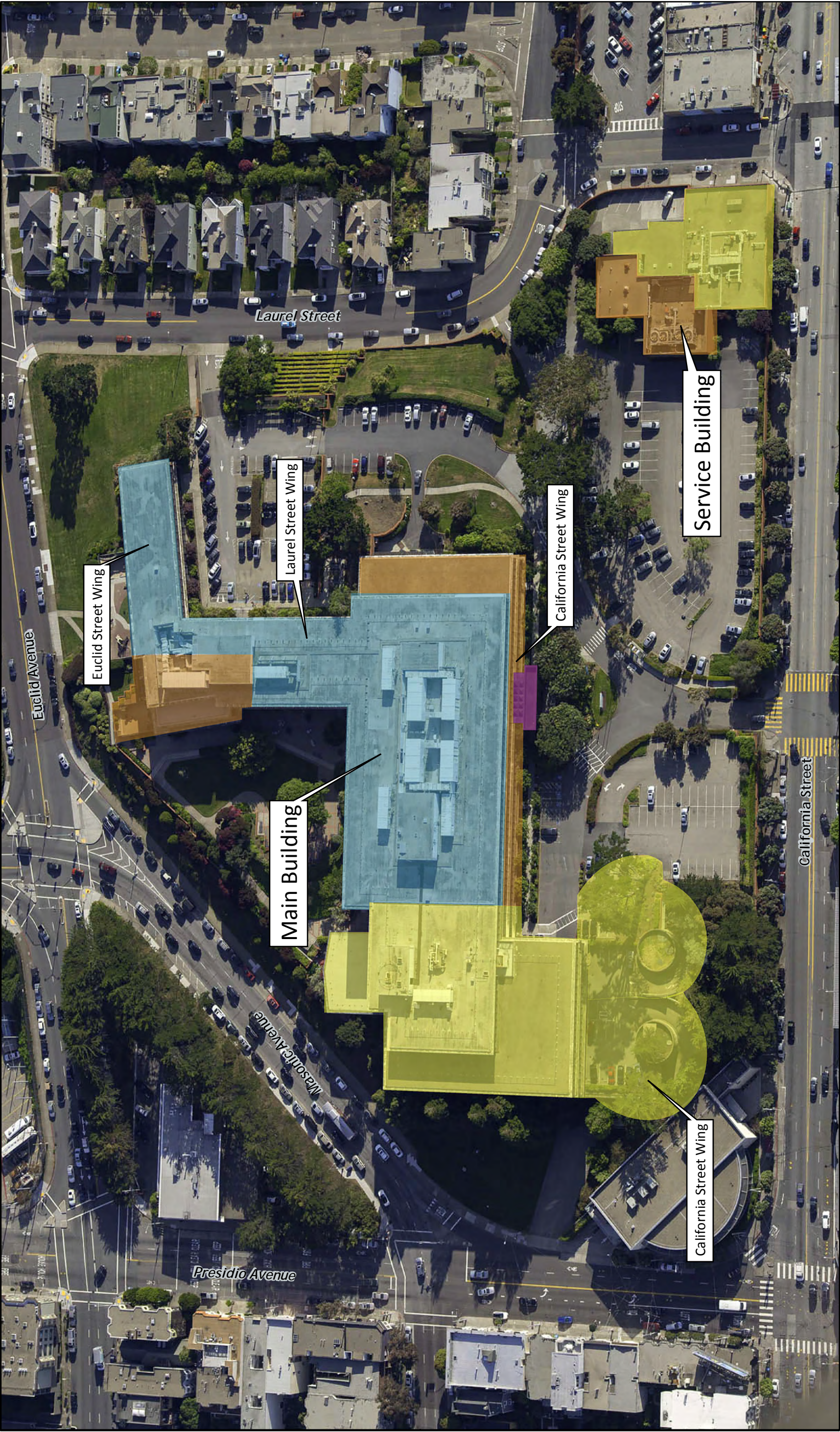


FIGURE 3c

Historic Resource Evaluation - 3333 California Street  
City and County of San Francisco, California  
Design and Construction Phases

LSA

Design and Constructioun Phases

Designed 1955/Constructed 1956

Designed 1963/Constructed 1964

Designed 1965/Constructed 1966

Main Entrance (Designed and Constructed in 1984)

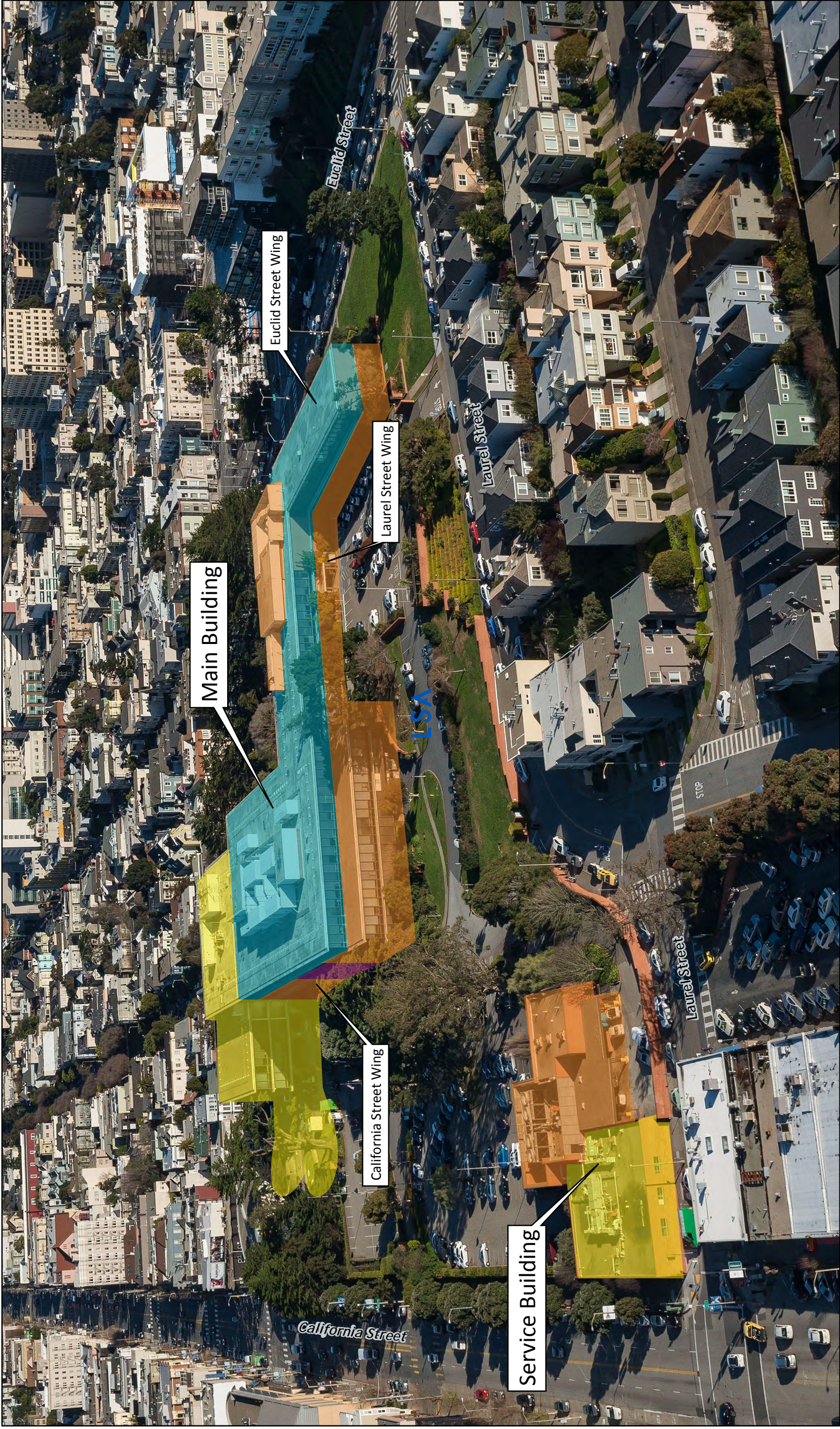
0 50 100

FEET

Figure 3c

Design and Construction Phases





**LSA**

Design and Construction Phases

- Designed 1955/Constructed 1956
- Designed 1963/Constructed 1964
- Designed 1965/Constructed 1966
- Main Entrance (Designed and Constructed in 1984)

0 50 100  
FEET

**FIGURE 3d**

*Historic Resource Evaluation - 3333 California Street  
City and County of San Francisco, California*

Design and Construction Phases



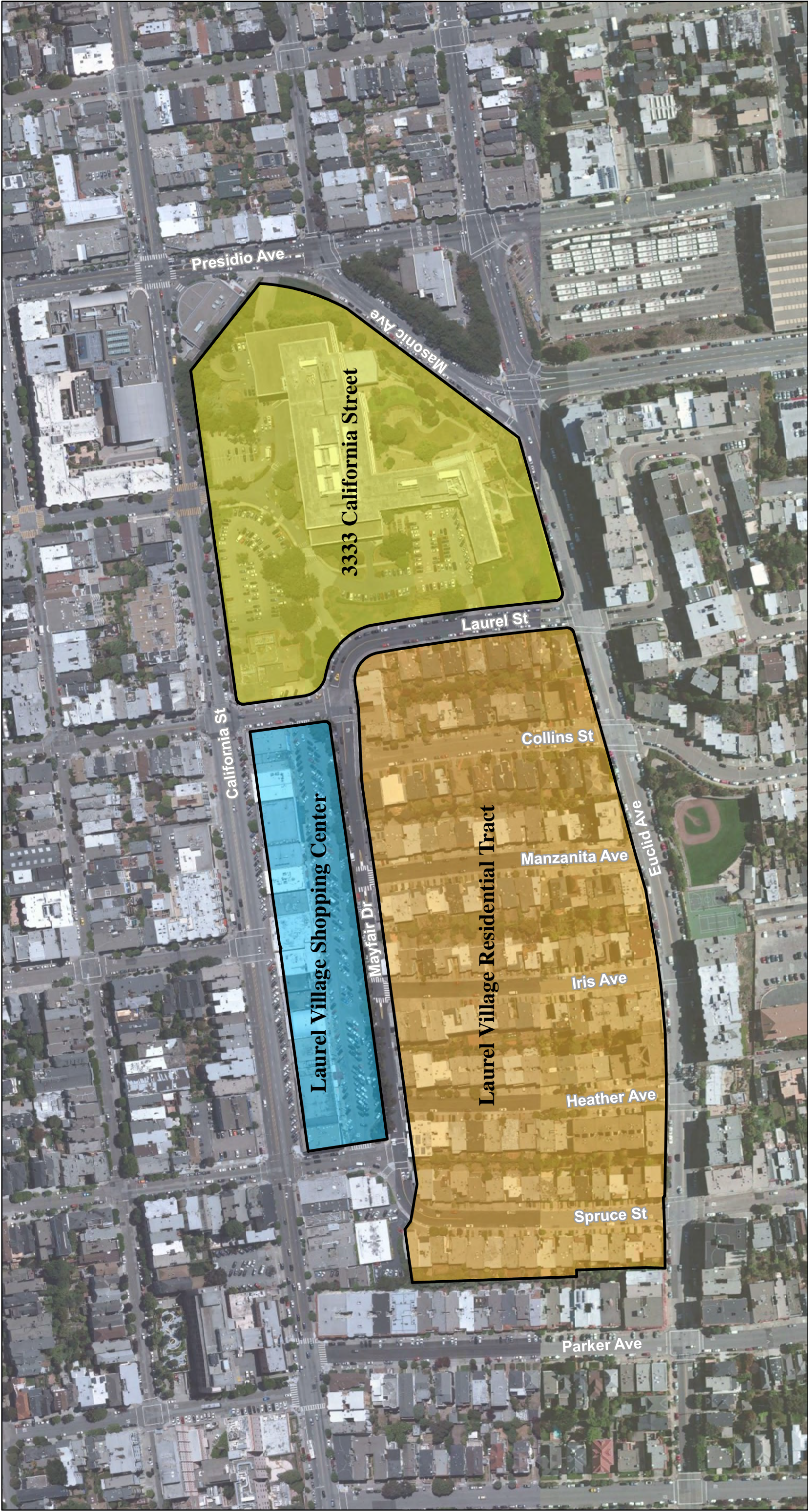
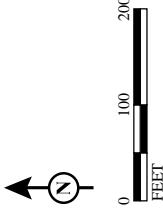


FIGURE 4

- LEGEND
- 3333 California Street
  - Laurel Village Residential Tract
  - Laurel Village Shopping Center

LSA



SOURCE: ESRI World Imagery (6/13/2014)

I:\LHL1701\GIS\Maps\Cultural\Figure 4\_Laurel Heights Community.mxd (5/11/2017)



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## **APPENDIX B**

# **SANBORN FIRE INSURANCE COMPANY MAPS AND HISTORICAL AERIAL PHOTOGRAPHS**



## Sanborn Fire Insurance Company Maps

1886



## REPORT.

### WATER SUPPLY.

City is supplied almost entirely by the **SPRING VALLEY WATER COMPANY** through seven distinct systems. The above diagram gives the names of the different systems and shows the district supplied by each.

**Reservoirs Nos. 1, 2 & 3** are supplied from natural lakes by gravitation and supply their districts also by gravitation. No. 3 has an additional source of supply (in emergency) from pumping station on Laguna Marsh, capacity of pumps, 9,000,000 gallons per day.

**Reservoirs Nos. 4 & 5** are supplied by pumps which draw from Lobos Creek ditches.

**Reservoir No. 6 & 7** are tanks supplied by pumps.

The entire supply is greatly in excess of the consumption.

The **VISITACION WATER WORKS** supplies about 2 hydrants in South San Francisco. Pumping capacity 1,500,000 gallons per day. Average consumption 500,000 gallons per day. Water forced to three tanks, elevation 160 ft., and to reservoir, capacity 2,000,000 gallons, elevation 255 ft. All located on diagram.

### FIRE DEPARTMENT.

18 men paid and 243 men partly paid (the latter receive from \$35 to \$45 per month).

**Paid, Permanent Force** includes Chief, one Assistant and four District Engineers and 72 Hydrants, Engineers, Stokers, Tillermen, &c., besides 7 men in Department's repair shop.

**Partly Paid Force** is subject to call, and includes 27 Foremen, 108 Housmen, and 48 H. and L. men.

**Steamers.** 14 second-class. Amusing and one first-class Clapp & Jones. One Engine is accompanied by a four-wheeled carriage with 1000 ft. of hose. Each of the others by a two-wheeled cart, with 600 feet.

**Hose Co., &c.** In addition to the above, there are 4 four-wheeled carriages, carrying 1000 feet each, 3 two-wheeled carts carrying 600 feet each, and 4 Hook and Ladder Trucks, each carrying one 65 foot bumper extension ladder and 2 Fire Extinguishers.

One Fire Boat, carrying 1000 feet of hose, responds to all alarms along water front.

**Fire Alarm Telegraph.** About 150 miles of wire, operating 157 Automatic and 31 Crank Boxes, 47 large and 33 small (gongs and 8 bells).

**Hydrants.** 1400 hydrants supplied by the Spring Valley Co.'s systems (150 more to be put in) and 9 hydrants supplied by Visitacion Co.

**Fire Patrol,** maintained by the Underwriters, responds to all alarms, consists of 15 men and 4 two-horse wagons fully equipped (one in reserve), carrying 350 covers.

**Inspection Bureau** was established in 1885 as part of the Fire Patrol. Its business is to make inspections of buildings and serve complaints for infraction of City Fire Ordinances.

**Distribution of Appliances** in territory covered by the several volumes of "Sanborn Maps" is as follows:—

**Vol. 1:** 1 Fire Boat, 8 Steamers, 1 Hose Co., 3 H. and L. Trucks and 2 Patrol Wagons.

**Vol. 2:** 3 Steamers, 1 Hose Co., 1 H. and L. Truck and 3 Patrol Wagons (1 in reserve).

**Vol. 3:** 2 Steamers, 2 Hose Cos., and 1 H. and L. Truck.

**Vol. 4:** 1 Steamer and 2 Hose Cos.

**Vol. 5:** 1 Steamer and 1 Hose Co.

### MISCELLANEOUS.

**Population**—275,000.

**Prevailing Winds**—North in Winter, South-west in Summer. Average hourly velocity of wind: Spring, 10 miles; Summer, 12 miles; Autumn, 8 miles; and Winter, 7 miles.

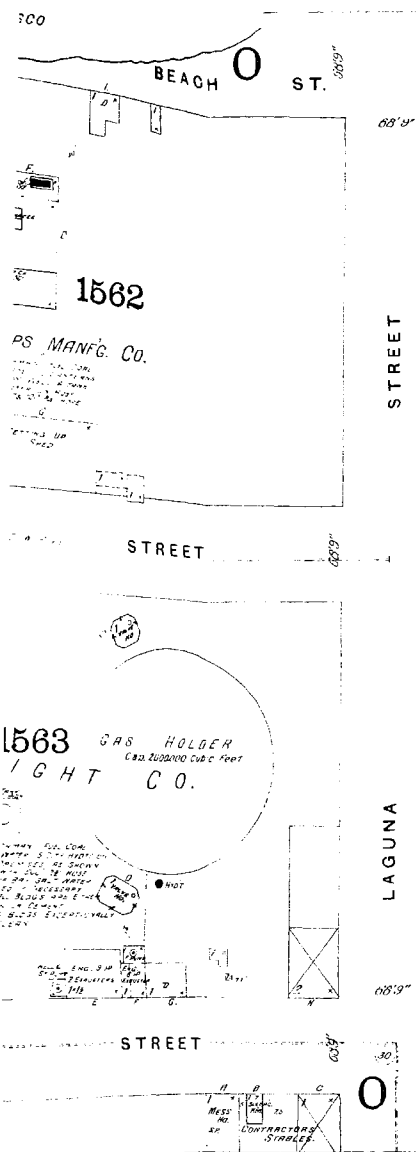
**Police Force** of 400 men.

**Merchants' Patrol** of 30 men, divided into two watches, patrols business district at night.

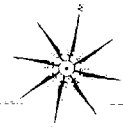
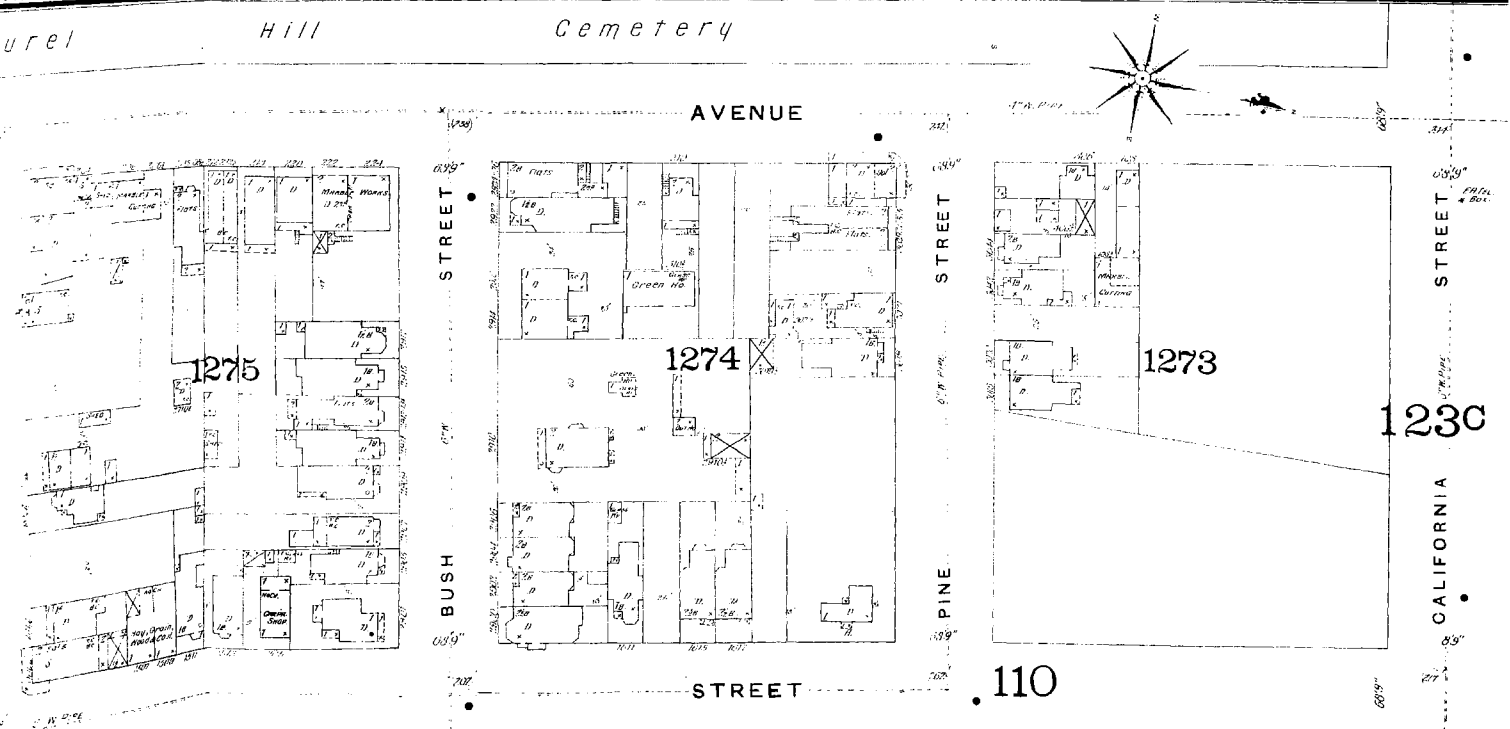
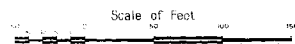
300

PLAT 10-11

# 123B



Fort. Mason, U.S. Military Reservation.



110

O President

PACIFIC

123C

123D

O

WALNUT

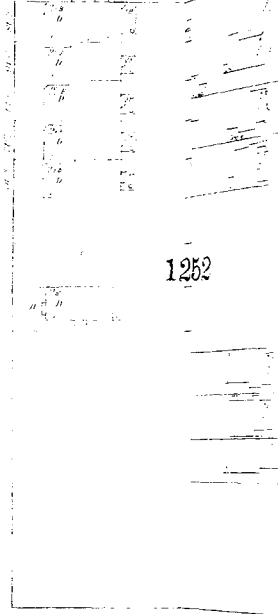
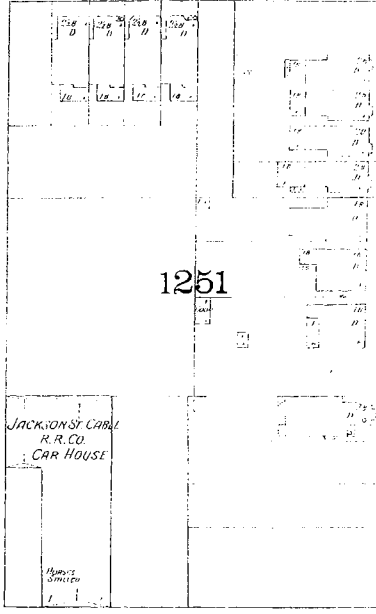
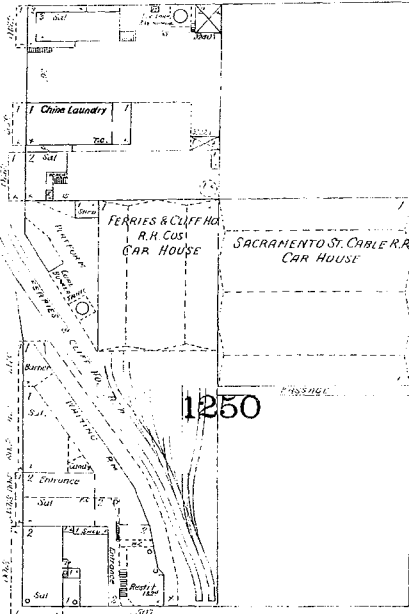
STREET

STREET

STREET

STREET

111H 123B7



CENTRAL

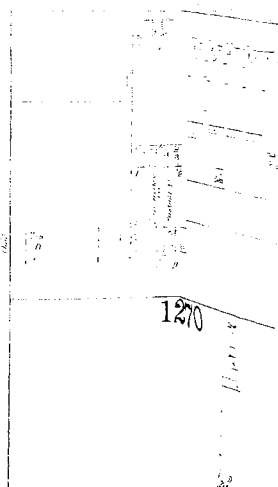
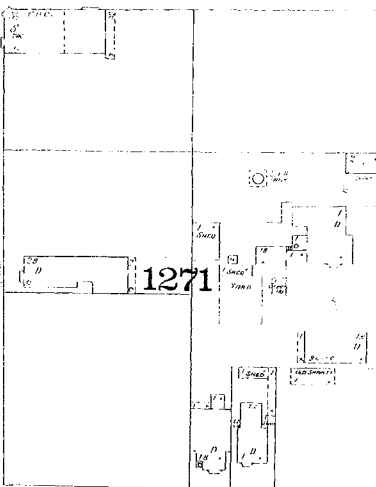
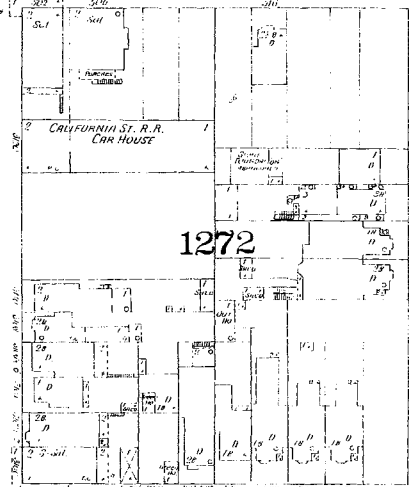
123B

CALIFORNIA

SACRAMENTO

CLAY

WASHINGTON



LYON

111



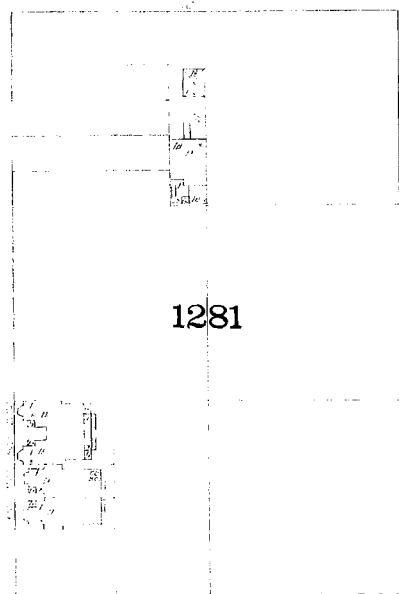
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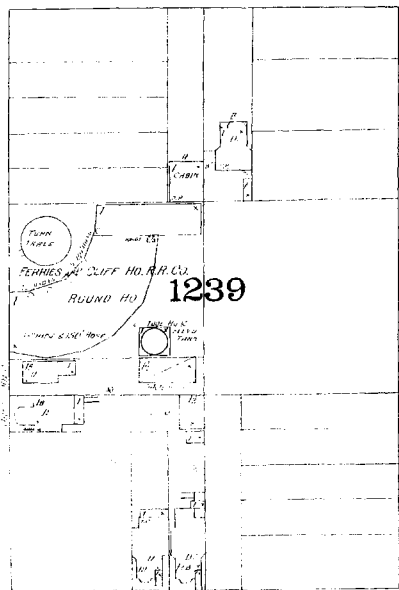
Cemetery

CALIFORNIA

STREET



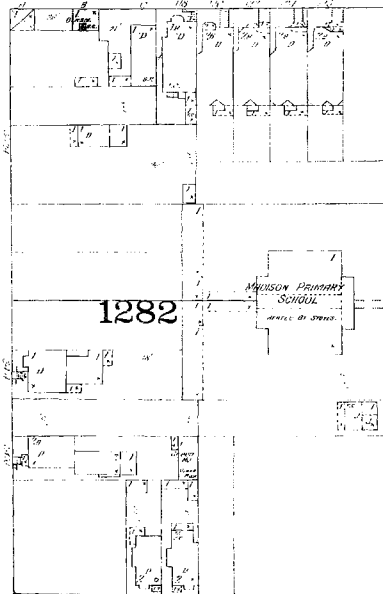
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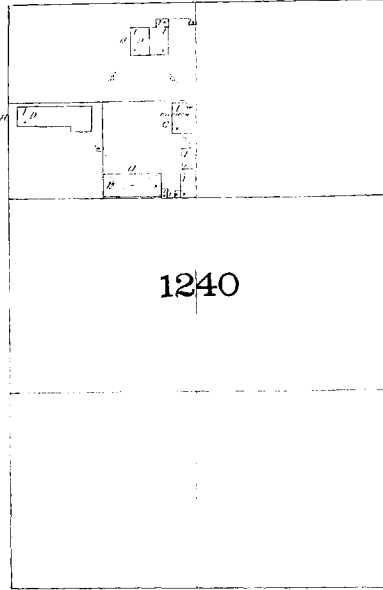
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SACRAMENTO

STREET



1282



1240

LAUREL

LOCUST

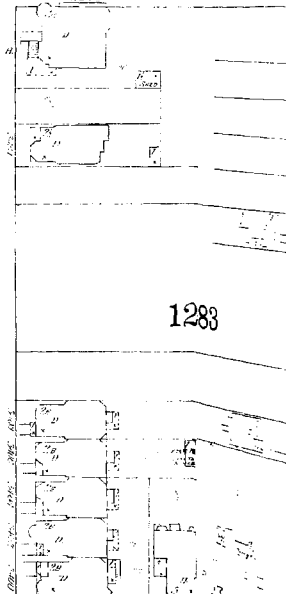
WALNUT

123 C

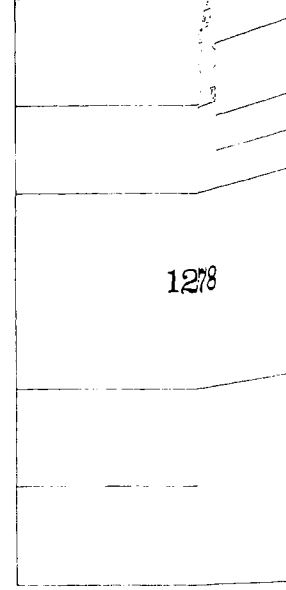
123 E

CLAY

STREET



1283



1278

0 1111 12111 0

STREET

FERRIS and CLIFF RD. RAILWAY CO. TRUCKS

CALIFORNIA

123 F

MAPLE

STREET

STREET

STREET

1230

1231

232

SPRUCE

1234

SACRAMENTO

1235

CLAY

WASHINGTON

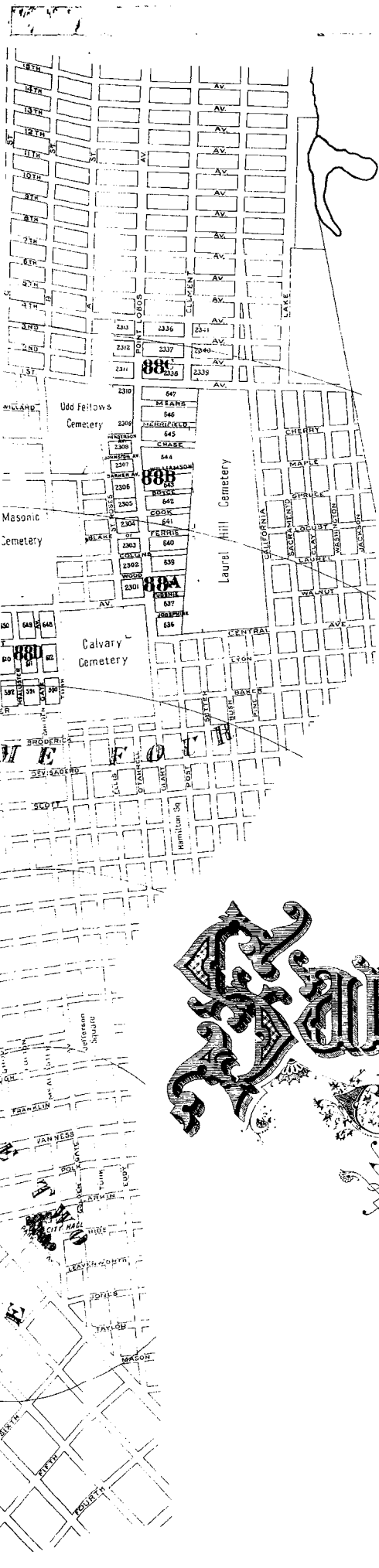
1236

LOCUST

123 D

## Sanborn Fire Insurance Company Maps

1889



**KEY**

Iron Building  
Brick Building with Metal or Brick Cornice  
Frame Cornice  
Stone Front  
Iron Front  
Frame Side  
House on roof, 3 Sides Frame  
all Sides Frame  
Brick Special  
with Frame Side  
Frame Building  
Iron Clad  
Frame Special  
Wall 1 1/2 ft openings through it  
with openings  
Fire Wall 6 inches above roof  
12  
18  
24  
Opening in Division Wall  
with Iron Door  
Windows with Iron Shutters  
Window opening in 14 Story  
24  
24 3/4  
24 1/2  
Stable T.C. Terra Cotta Chimney  
S.P. Stove Pipe  
Elev. Upon Elevator  
Encased Elevator  
Elev. S.C. Elevator with Self Closing Traps  
Elev. T. Traps  
Hoist Open Hoistway  
Hoist T. Hoistway with Traps  
Chimneys, Belfries, Towers, etc.  
Steam Boilers  
Hydrants  
Elevations  
Reference to adjoining Sheet

**65**

**Corrected**

65

Insurance Maps  
of  
**SAN FRANCISCO**  
CALIFORNIA  
Published by the  
**Sanborn Map & Publishing Co.**  
117 Broadway, New York  
VOLUME THREE  
PRICE, 100 DOLLARS  
SCALE 50 FT TO AN INCH  
1889

Copyright, 1889 by the Sanborn Map & Publishing Co. Limited



P A R K

VOLUME FOUR

VOLUME FOUR





FIVE

SEE

DOLORES

VOLUME

FIVE. STREET

STREET

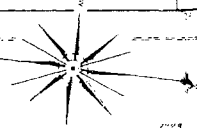
591

FAIR OAKS

58

VOLUME

GUERRERO



SEE

TWENTY-SIXTH

SAN JOSE

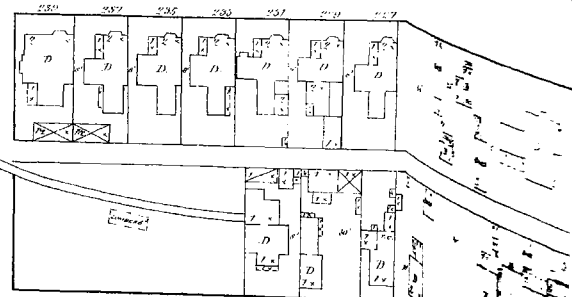
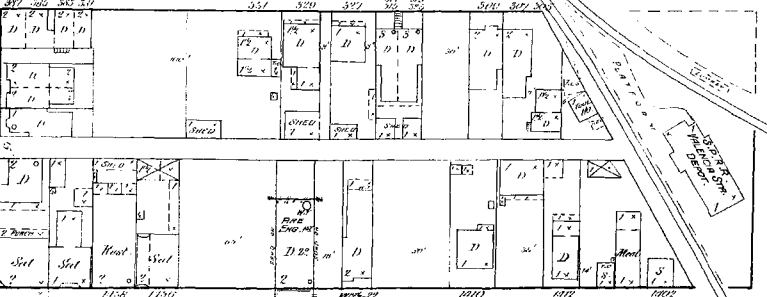
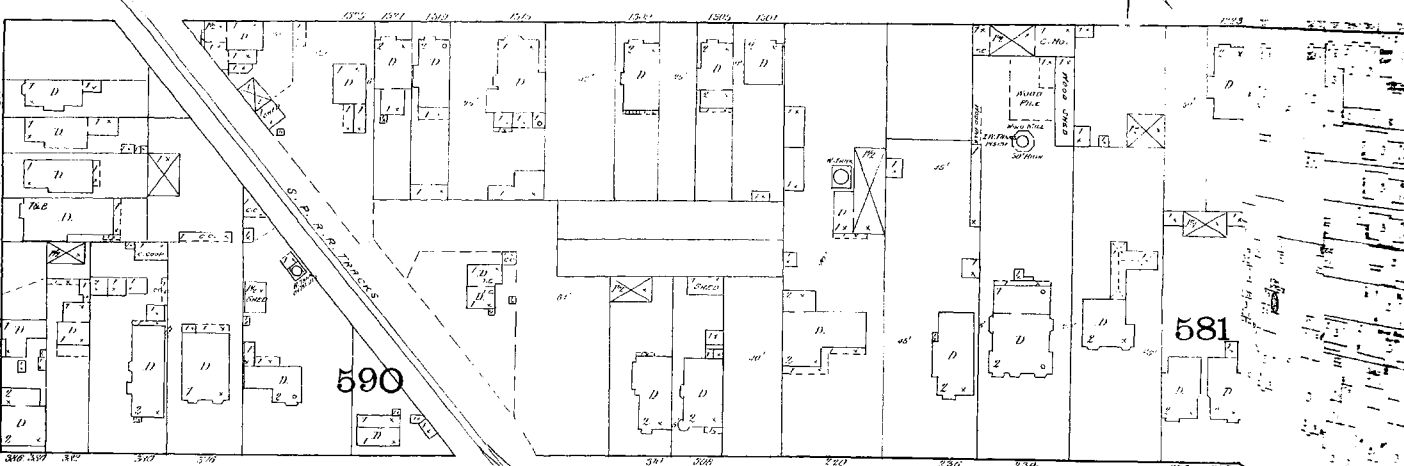
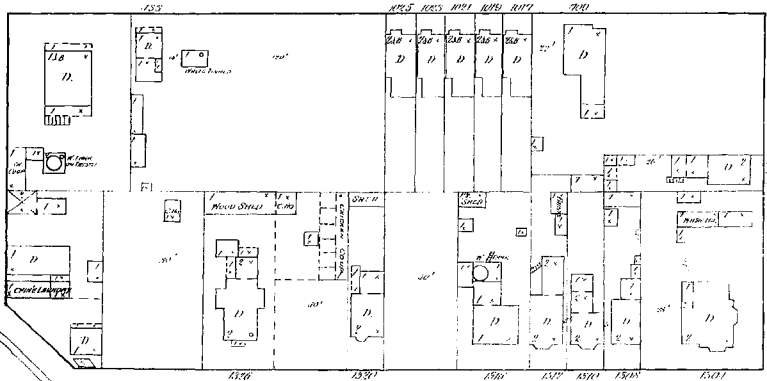
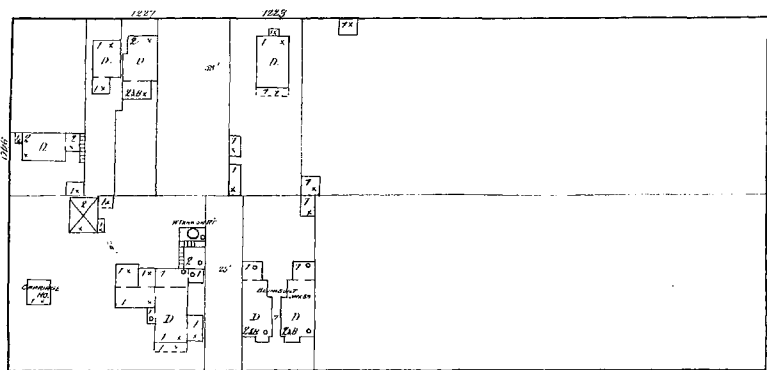
TWENTY-FIFTH

590

581

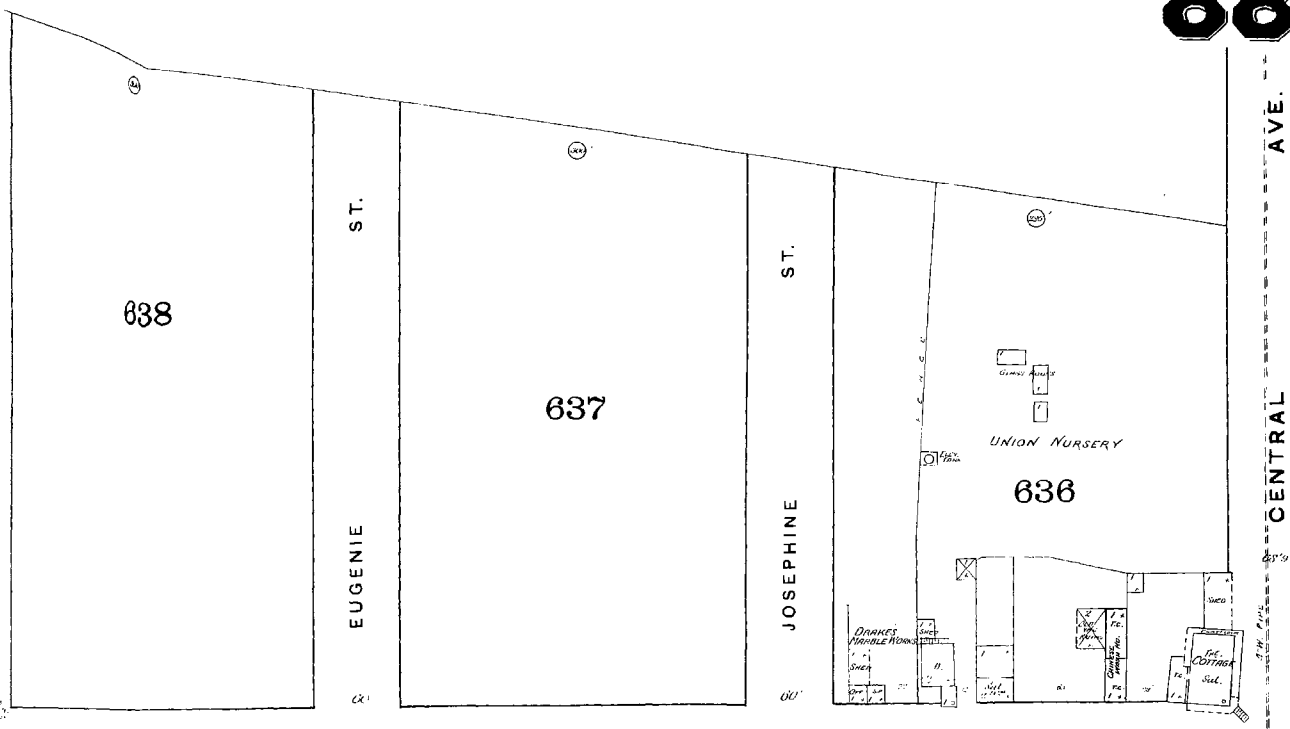
87

VALENCIA



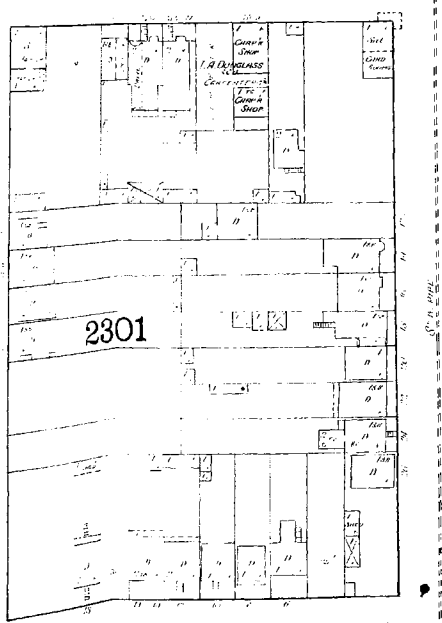
urel Hill Cemetery

88A



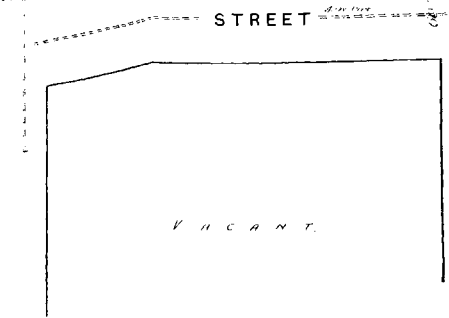
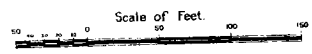
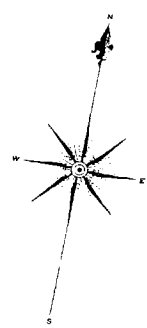
Four  
Post St.  
See Volume

AVENUE



AVE.  
MASONIC

CALVARY CEMETERY



Laurel Hill Cemetery

88B

STREET

WILLIAMSON

643

STREET

642

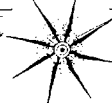
STREET

641

88A

STREET

AVENUE



Scale of Feet. 0 50 100 150

AVE.

PARKER

2306

BOYCE

2305

COOK

2304

BLAKE OR FERRIE

88A

STREET

**88C**

STREET

AVENUE

STREET

STREET

88B

NOT OPENED

NOT OPENED

647

646

## MEARS

MERRIFIELD

POINT LOBOS  
PUBLIC SCHOOL.

GARY ST. R R  
CAR HOUSE

CLARY ST. STEAM R.R. TO THE PARK

AVENUE

Scale of Feet.

**FIRST**

AVE.

88B

HENDERSON

2310

ODD FELLOWS' 2309

C E M E T E R Y

O

## Sanborn Fire Insurance Company Maps

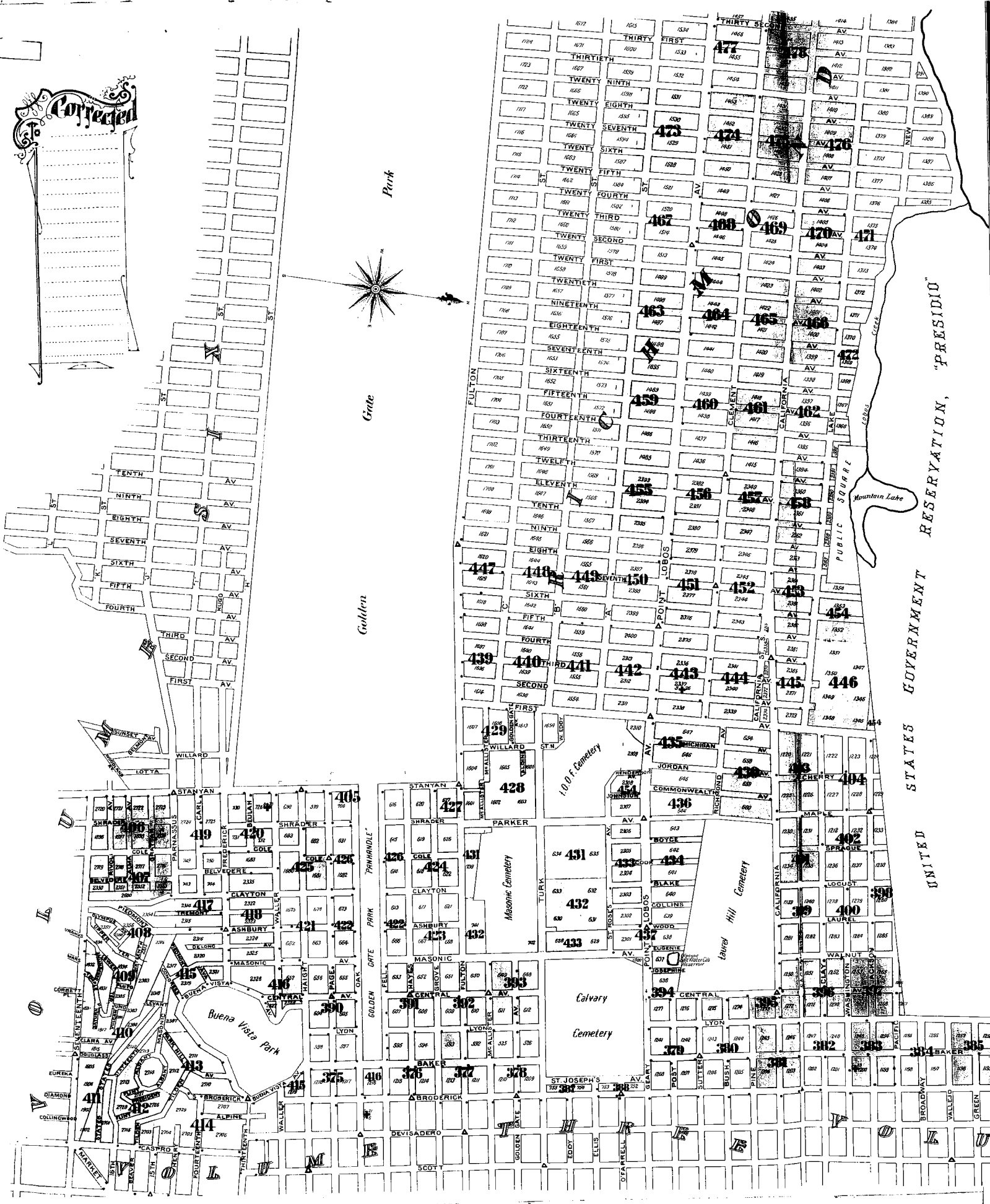
1899







Corrected



**EUGENIE**

637

**JOSEPHINE**

**CENTRAL**

**AV.**

LYON

ST.

379

Scale of Feet

395

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LAUREL HILL CEMETERY

**SUTTER**

POINT LOBOS

AV.

**Table 1**

25'

**GEARY**

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C E M E T E R Y

C A L V A R Y

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AV

437

0

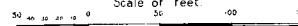
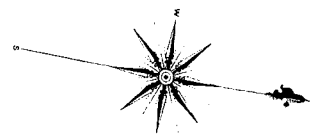
CHARLEY

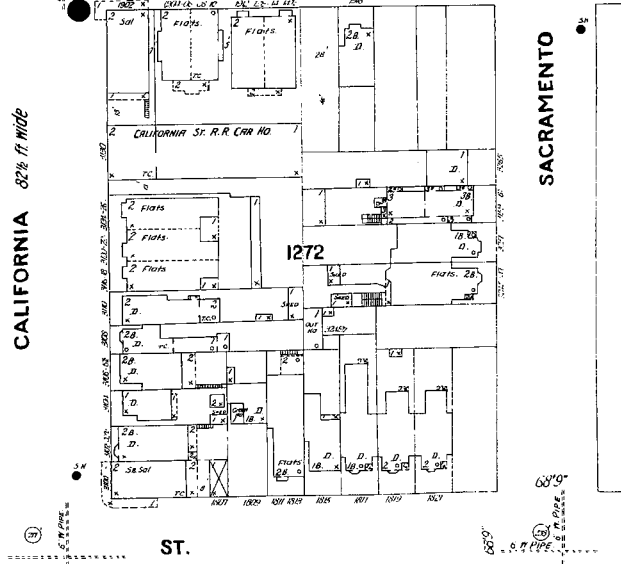
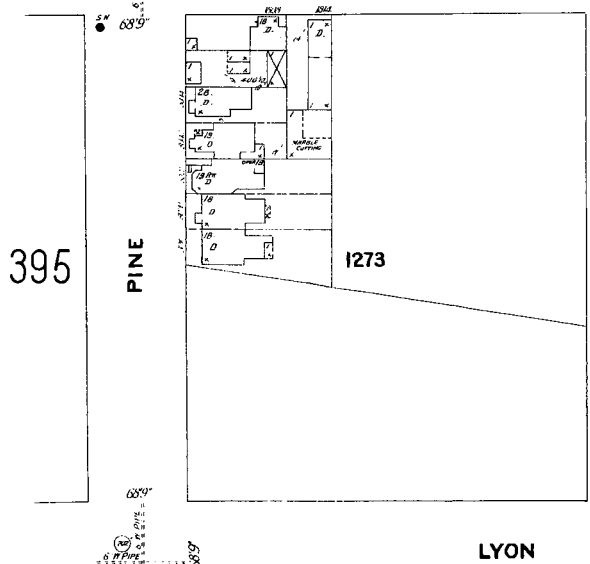
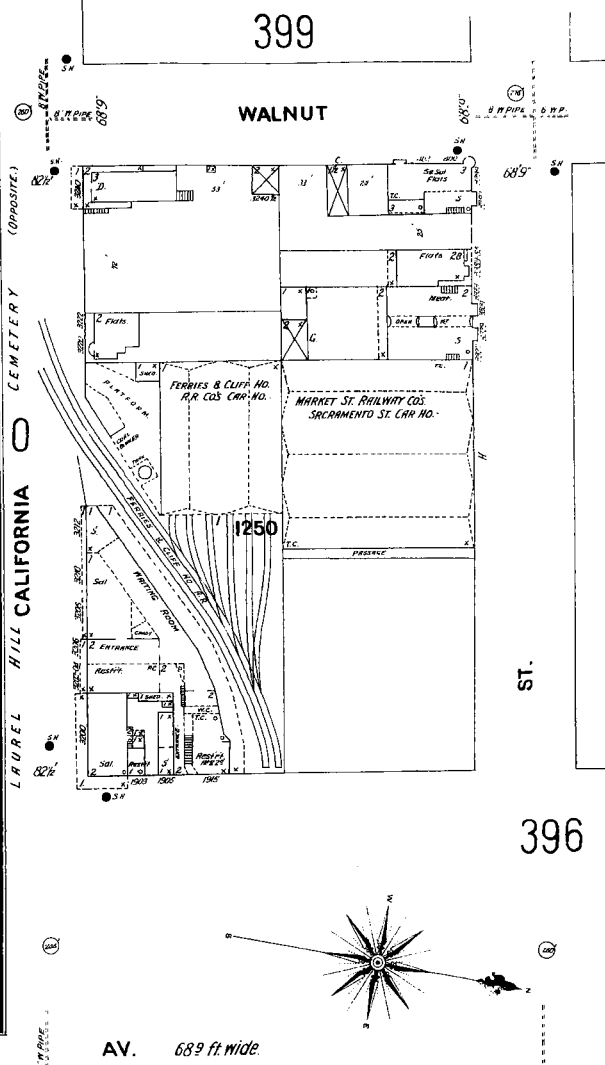
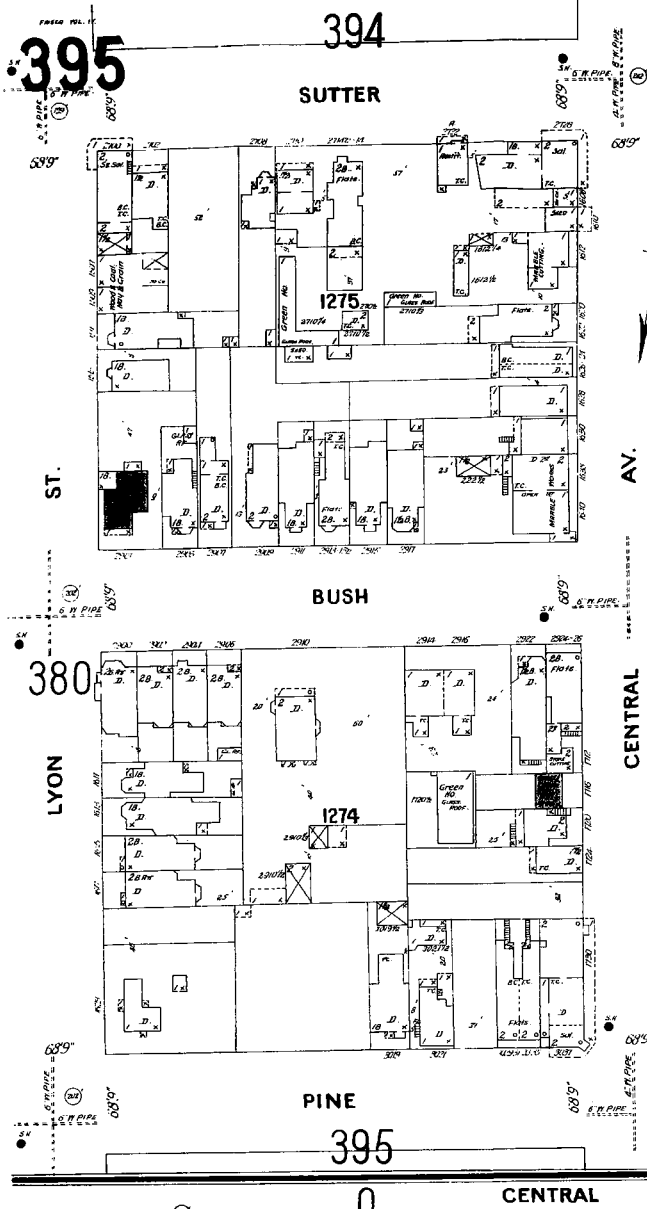
C E M E T E R Y

0

437

MASONIC  
AV





Scale of Feet.



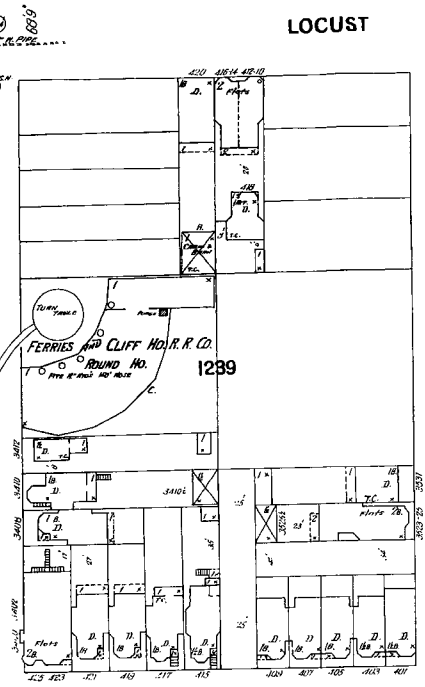
399

LAUREL HILL CEMETERY

CALIFORNIA ST.

ST.

ST.



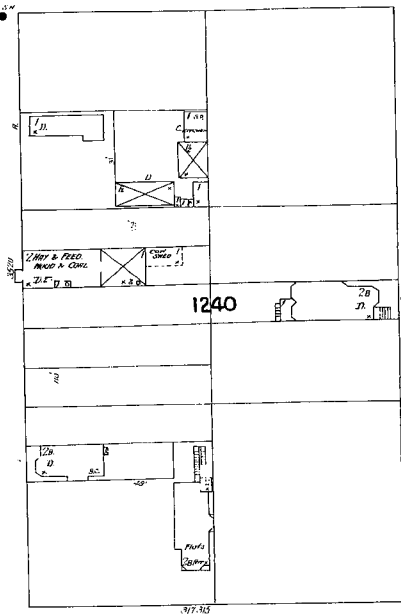
LOCUST

LAUREL

WALNUT

401

ST.

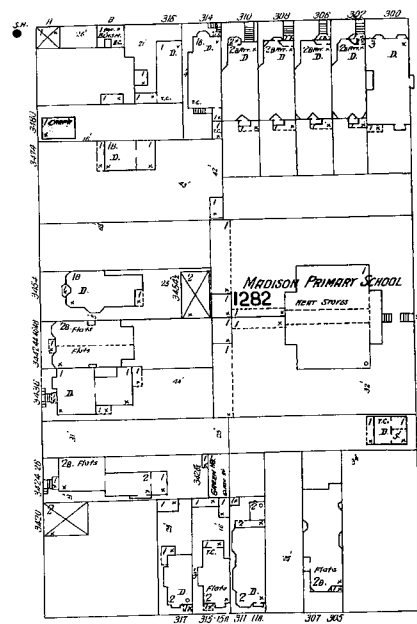
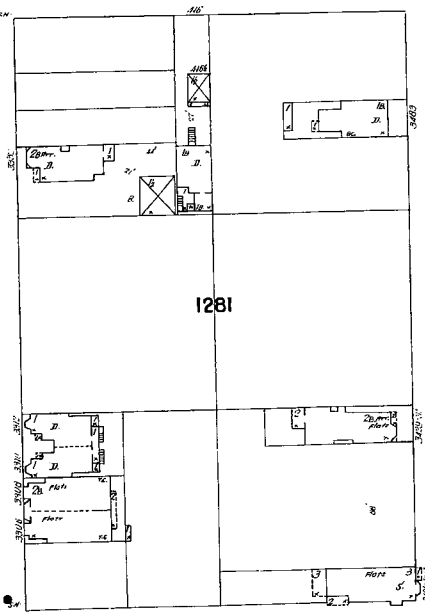


SACRAMENTO

ST.

CLAY

400



ST.

395

396

Scale of Feet

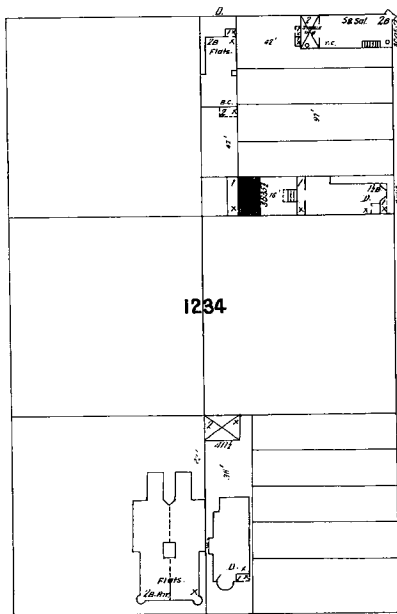
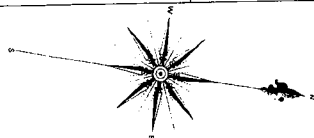
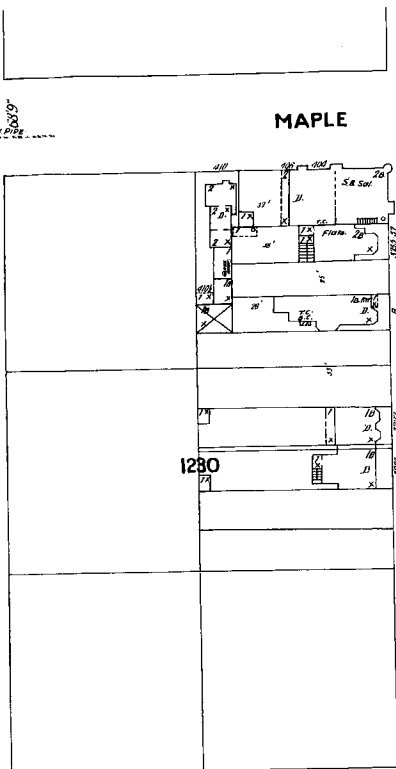
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LAUREL HILL CEMETERY

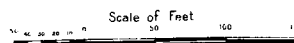
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CALIFORNIA

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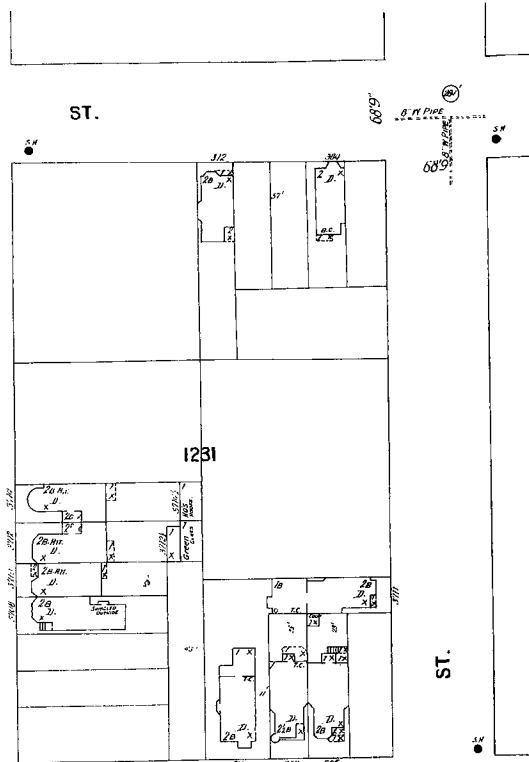


LOCUST



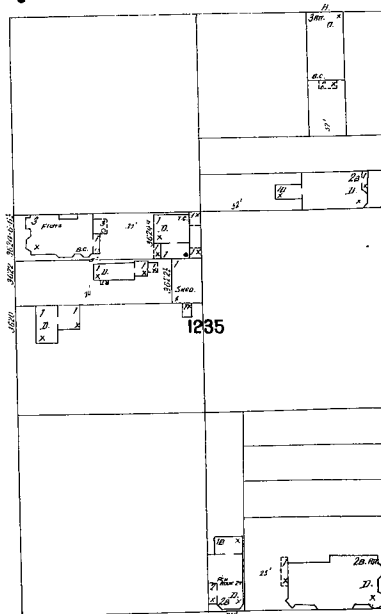
403

ST.



689' ft wide

SACRAMENTO

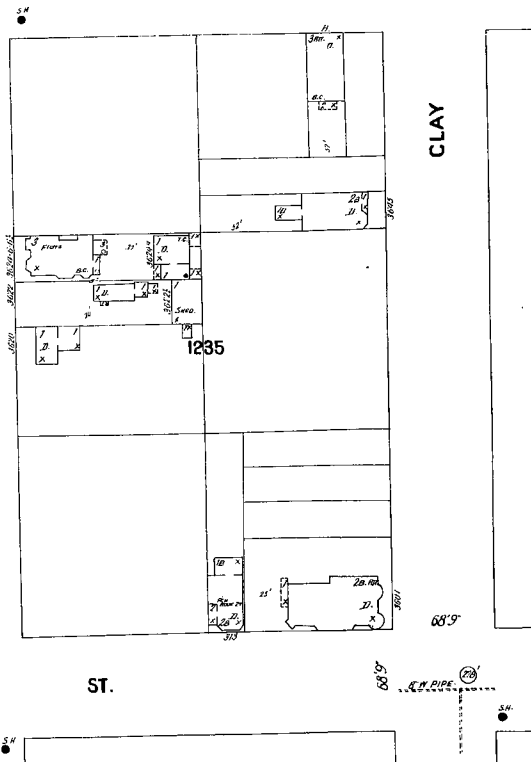


ST.

399

402

CLAY



403

445

446

MICHIGAN AV.

430

JORDON AV.

CALIFORNIA

FERRIES & CLIFF. NO. R. R. THAMES

COMMONWEALTH AV.

FIRST

AV.

LINE ST.

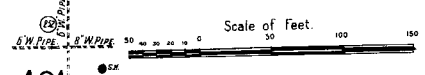
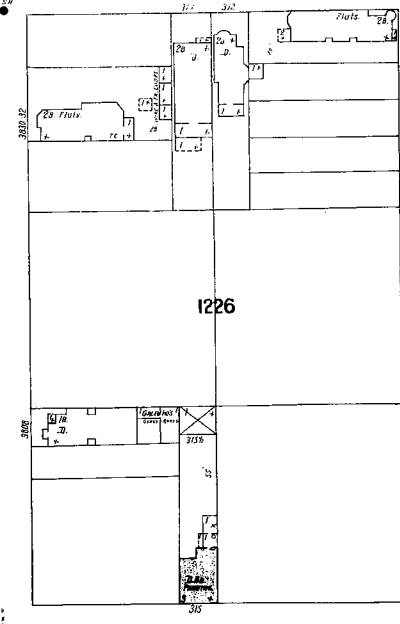
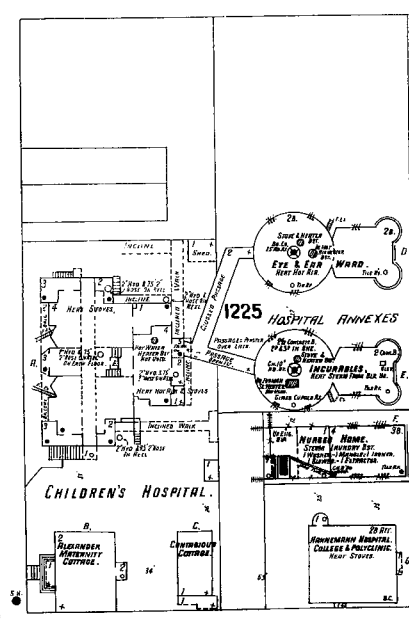
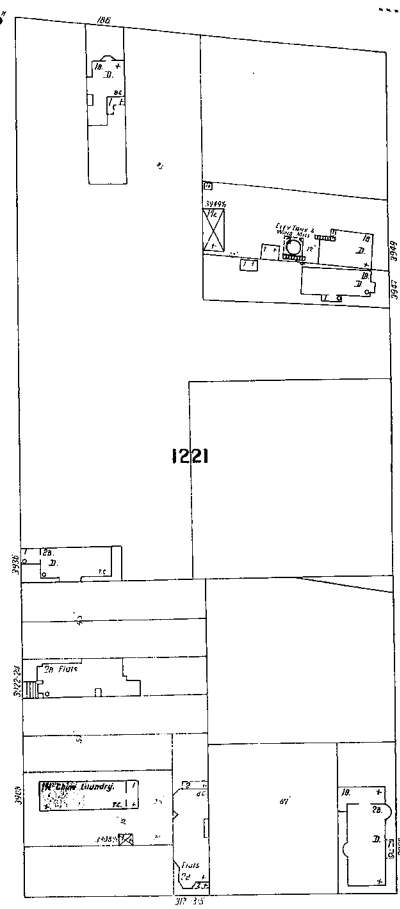
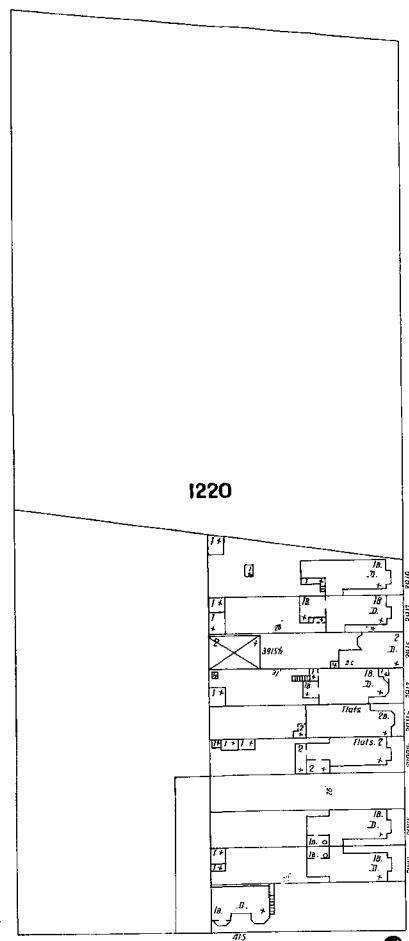
CLAY

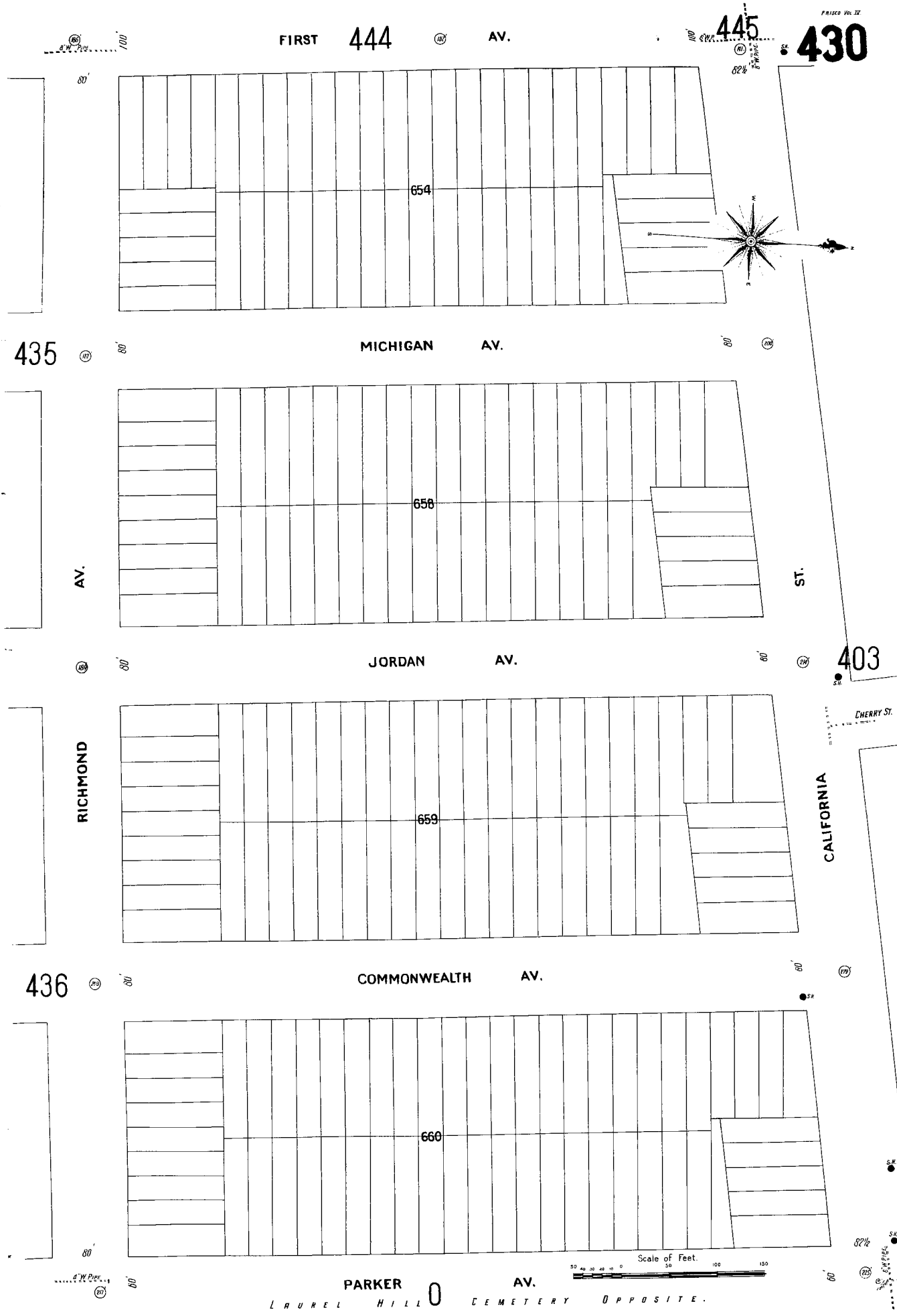
CHERRY

MAPLE

401

404





FIRST 444 AV.

445 430

435

MICHIGAN AV.

AV.

ST.

JORDAN AV.

403

CHERRY ST.

CALIFORNIA

436

COMMONWEALTH AV.

PARKER 0 AV.

LAUREL HILL CEMETERY OPPOSITE.

436

TRIAL Vol IV

434

PARKER AV.

OLD FIELDS CEMETERY  
PUMPING STATION.

643

BOYCE

642

COOK

641

BLAKE

640

COLLINS

437

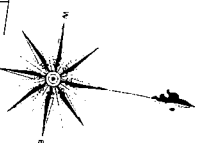
433

AV.

POINT LOBOS

L A U R E L H I L L C E M E T E R Y

0



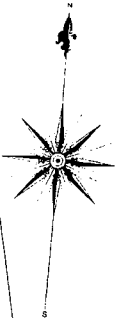
Scale of Feet.



436

0

LAUREL HILL  
CEMETERY



434

430

RICHMOND

AV.

80'

80'

80'

80'

80'

80'

80'

AV.

JORDAN

645

AV.

COMMONWEALTH

644

AV.

PARKER

435

8" PIPE  
12" PIPE

POINT LOBOS

AV.

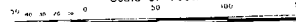
8" PIPE  
12" PIPE

454

HENDERSON

JOHNSON

Scale of Feet.



437

0

**COLLINS**

639

638

**EUGENIE**

394

POINT LOBOS AV.

WOOD

433

2302

ST. ROSE'S

**AV.**

**MASONIC** **AV.**

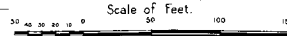
CARLY HARRY CEMETERY

0

432

433

Scale of Feet.



## Sanborn Fire Insurance Company Maps

1905

Source: <http://www.davidrumsey.com/blog/2011/6/27/pre-earthquake-san-francisco-1905-sanborn-insurance-atlas>

























## Sanborn Fire Insurance Company Maps

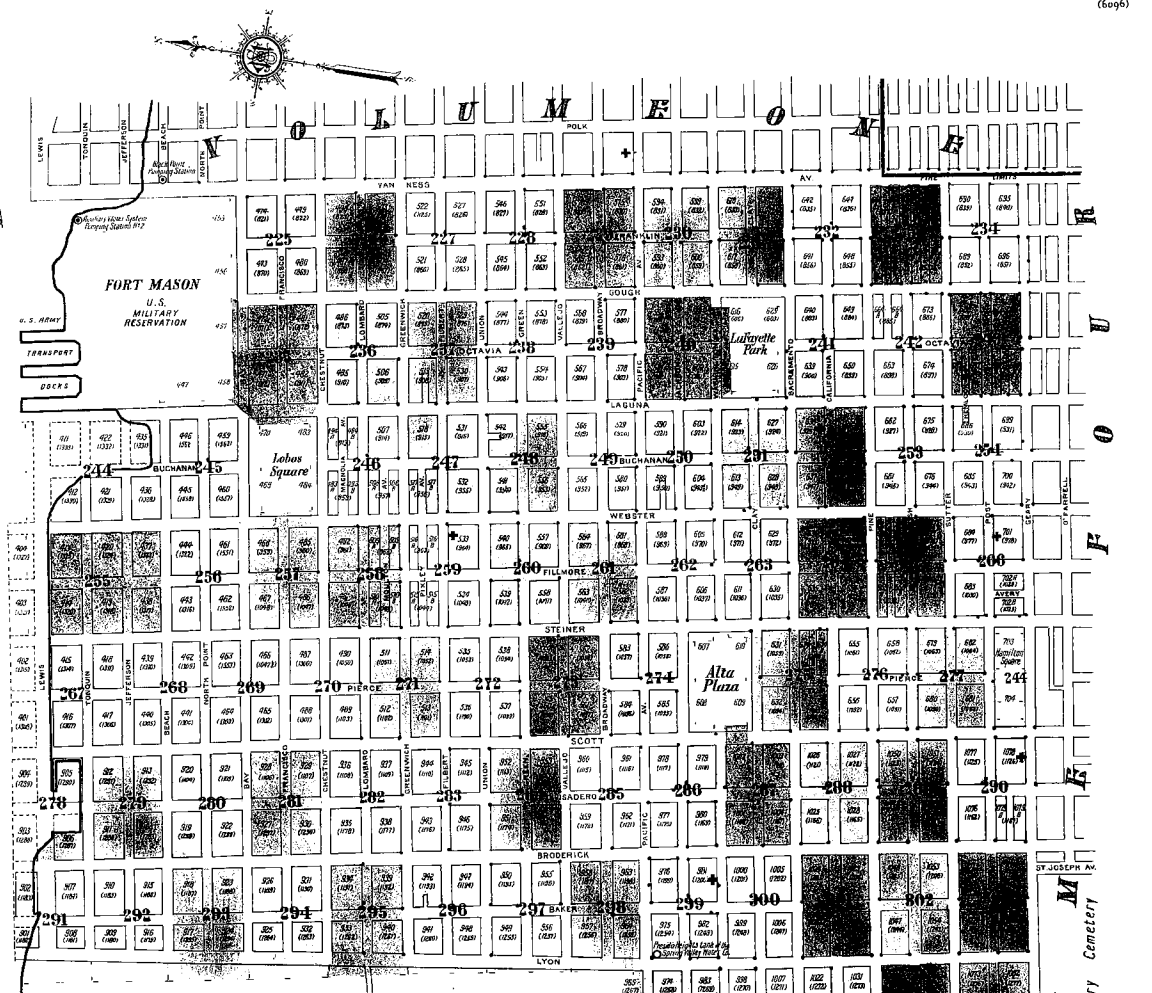
1913



1913

Corrected

SAN FRANCISCO BAY



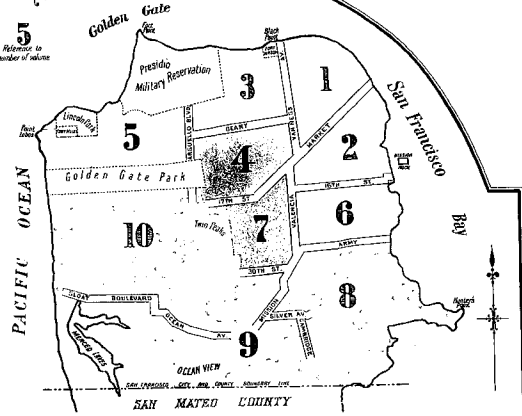
# KEYZ

Fire proof construction  
Stone, concrete or concrete block construction.  
Iron building  
Brick building with brick or metal cornice  
Frame cornice  
Stone front  
Iron front  
Frame skirt  
House on roof, three sides frame,  
all  
Brick building with French or mansard roof  
frame building  
Iron clad  
Brick building adjoining Stone building with  
brick porch  
Stone building adjoining brick building with  
side of brick building supported by stubbing  
Wall 1/2 in opening through it  
with openings  
Fire wall 6 inches above roof  
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82

P R E S I D I O

UNITED STATES MILITARY RESERVATION

## General Index to Volumes



## NOTE

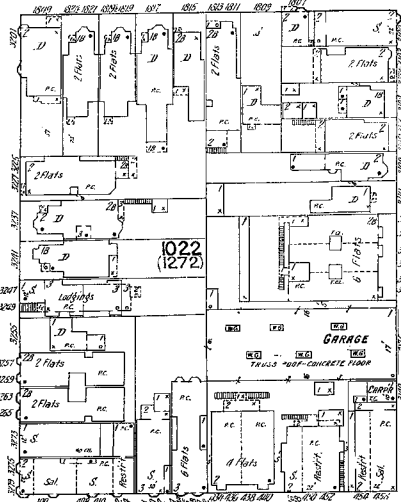
**NOTE**  
HYDRANTS shown on this sheet are connected to the Spring Valley Water Co's system.  
BLOCK NUMBERS shown hereon and on the sheets, are from the official maps of the City and County assessor. Old (arbitrary) block numbers are shown in brackets.



SAN FRANCISCO, CALIF.  
**306**

**301**

LYON



65' wide

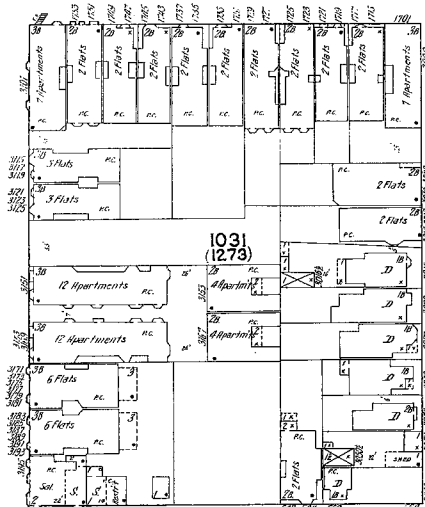
**305**

PRESIDIO



AV. 68'9" wide

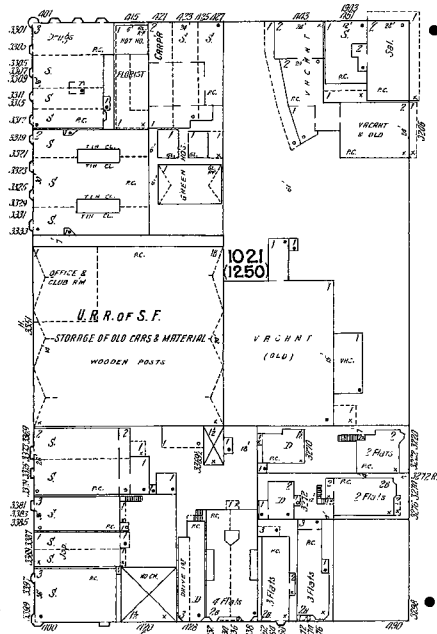
**307**



PINE

SACRAMENTO

CALIFORNIA

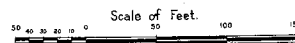


WALNUT

LAUREL HILL CEMETERY

1032

**311**



307

302

LYON

PINE

BUSH 68'9" wide

SUTTER

PRESIDIO

AV. 68'9" wide

306

308

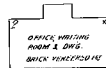
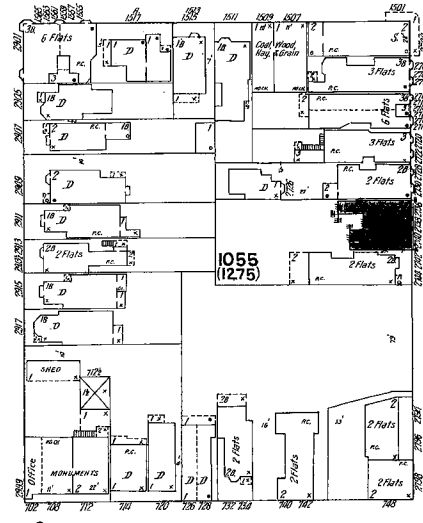
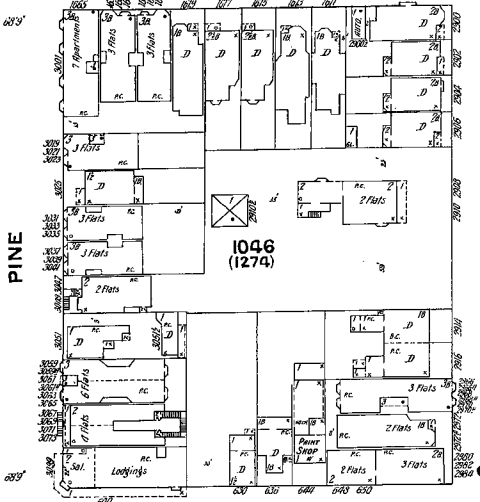
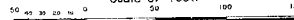
LAUREL HILL CEMETERY

1045

1056

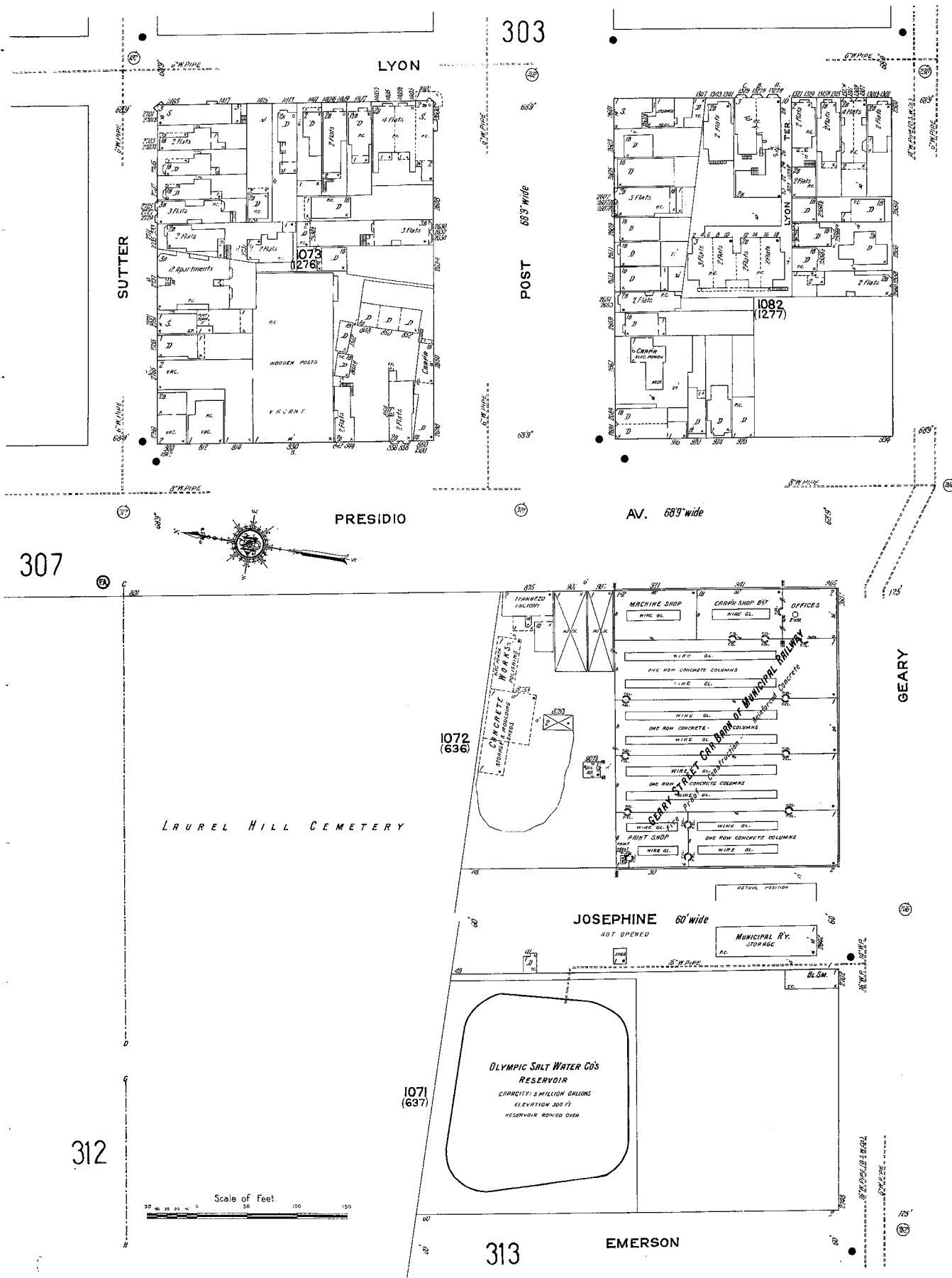
312

Scale of Feet.



C A L V A R Y      C E M E T E R Y  
 U O I U M B F D W F

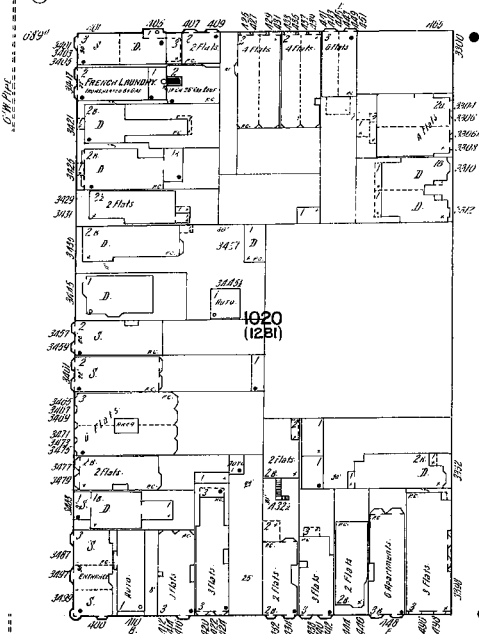
*MASONIC Av*



311

306

WALNUT



1033

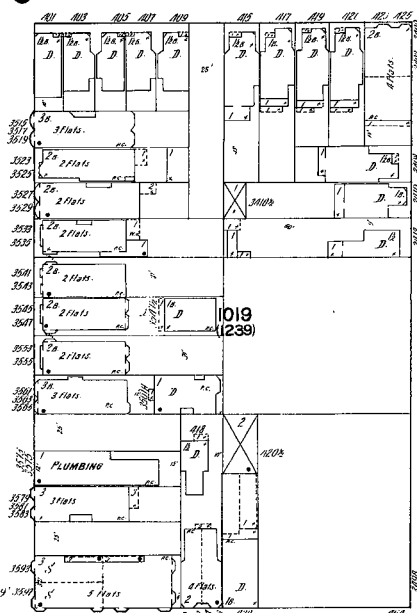
L A U R E L H I L L C E M E T E R Y

1034

310

LAUREL

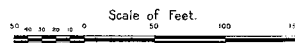
SACRAMENTO



CALIFORNIA

316

LOCUST



312

307

308

1044

1057



311

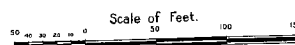
L A U R E L H I L L C E M E T E R Y

313

1043

1058

317





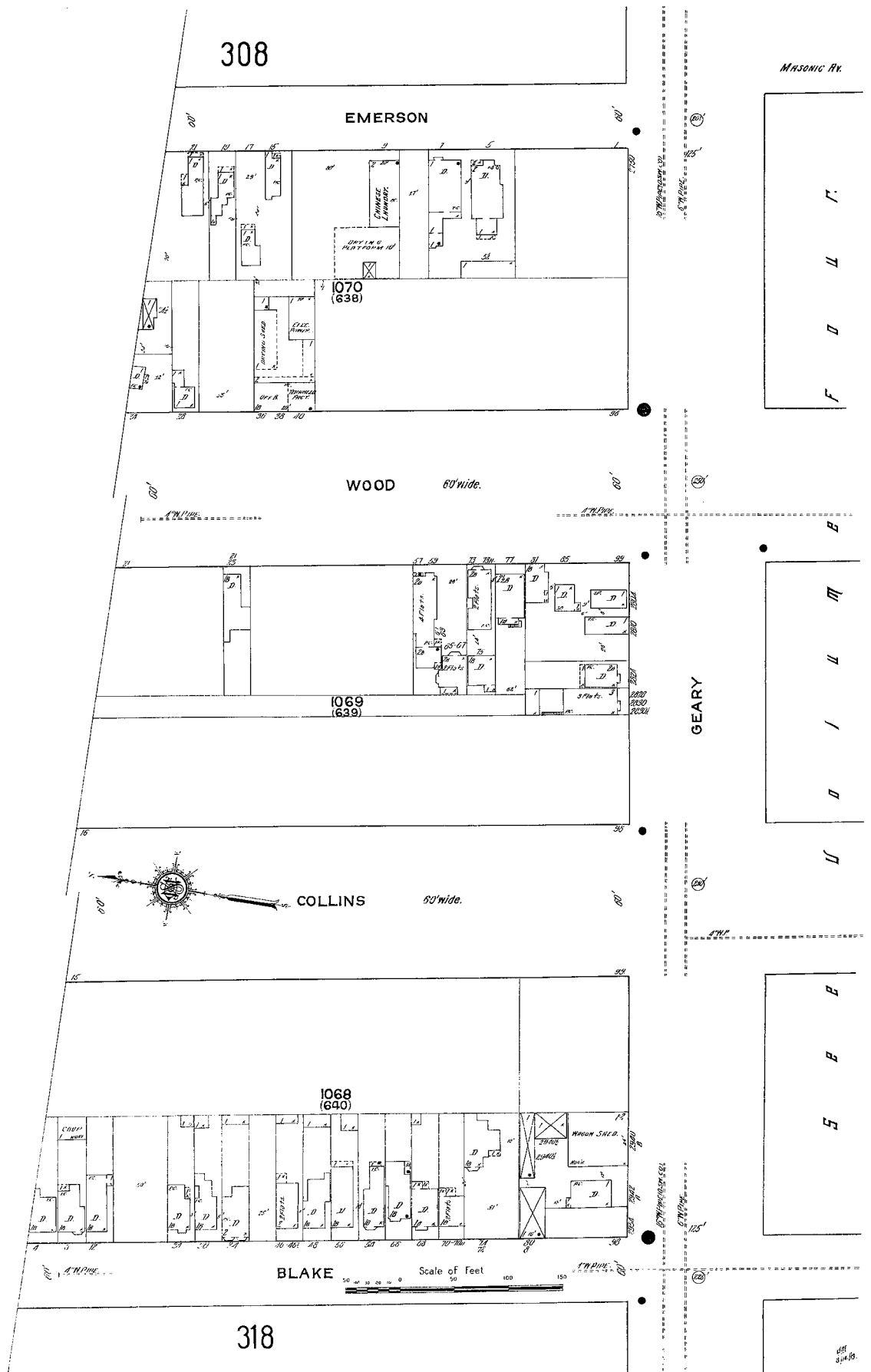
313

SAN FRANCISCO CALIF.

312

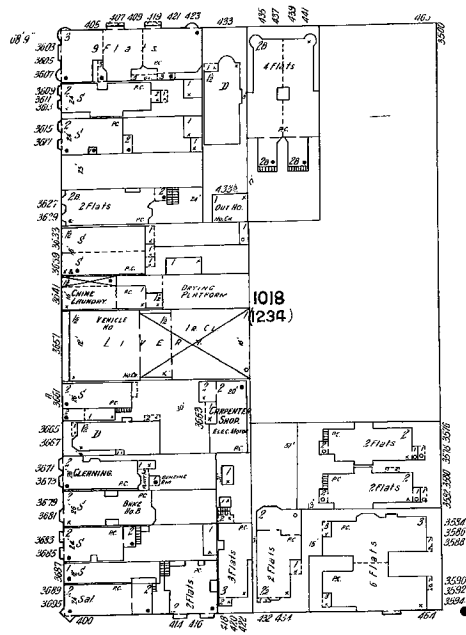
317

L A U R E L H I L L C E M E T E R Y



311

LOCUST

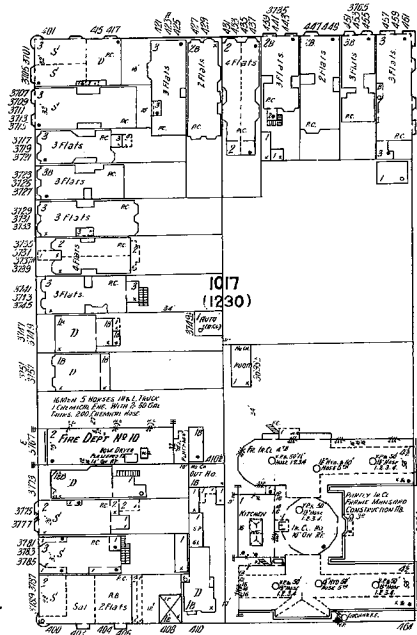


SPRUCE

68' 9" wide

CALIFORNIA

SACRAMENTO



MAPLE

320

1035  
C E M E T E R Y  
1036  
H I L L  
L A R U R E L

317

PARKER AV.

322

Scale of Feet.  
10 20 30 40 50 60 70 80 90 100 110 120 130 140 150

313

318

BLAKE

1067  
(641)

COOK

60'wide

1066  
(642)

BOYCE

60'wide

1065  
(643)

PARKER

AV.

324

Scale of Feet.



L R U R E L H I L L C E M E T E R Y

317

F  
D  
U  
r

B  
M  
U  
I  
D

B  
B  
S

320

CHERRY ST.

CALIFORNIA

321

JORDAN AV.

EUCLID

COMMONWEALTH AV. 80' wide.

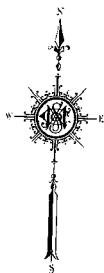
324

316

PARKER AV.

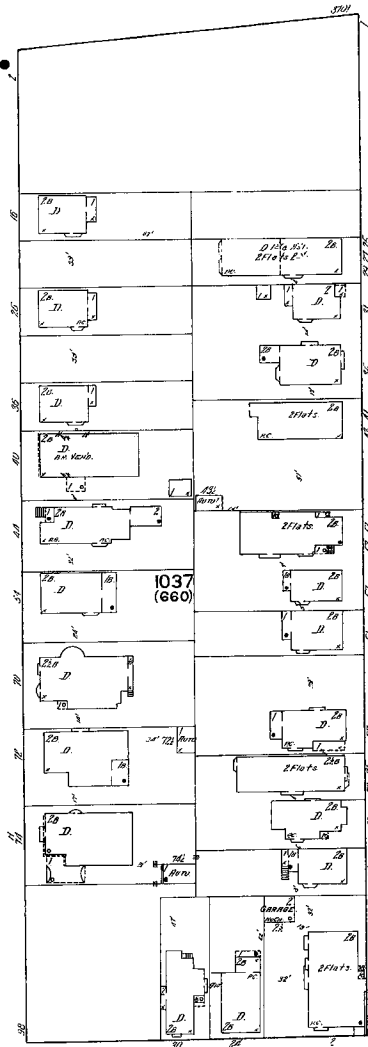
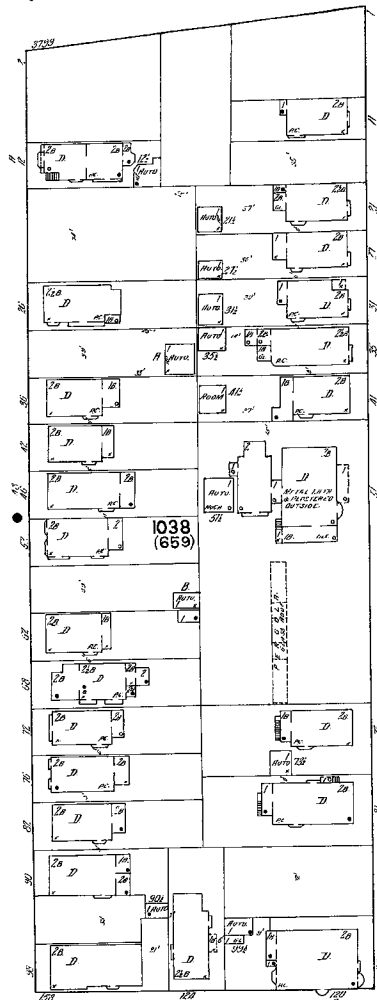
317

LAUREL HILL CEMETERY.



AV.

Scale of Feet.  
0 20 40 60 80 100 120 140 160 180 200



## Sanborn Fire Insurance Company Maps

1950

(Note: these are updates of the 1913 maps)



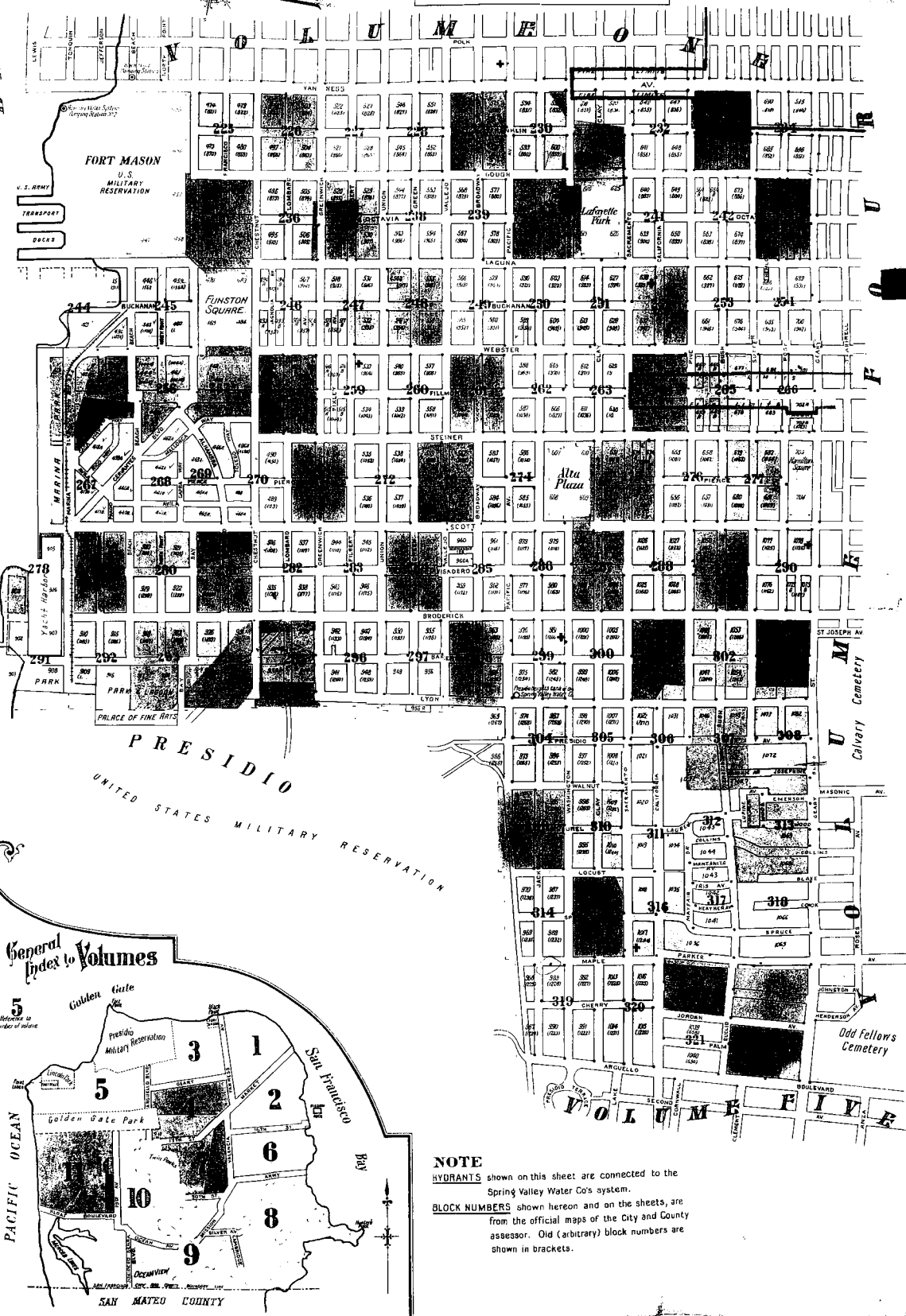


Updated 1950

GENUINE  
GEOGRAPHY FILES  
RECEIVED  
OCT 20 1944

## KEY

**Fire proof construction**  
 Fire concrete or concrete block construction  
 Iron building  
 Brick building with brick or metal cornice  
 Frame cornice  
 Stone front  
 Iron front  
 Frame side  
 House on roof three sides frame  
 all  
 Brick building with 1/2" or 3/4" insulating roof  
 Juice building  
 Iron clad  
 Brick building adjoining stone building with  
 stone party wall  
 Stone building adjoining brick building with  
 side of brick building supported by stanchion  
 Wall 1/2" in agency through it  
 with openings  
 Fire wall with 1/2" or 3/4" steel  
 12"  
 16"  
 20"  
 24"  
 28"  
 32"  
 36"  
 40"  
 44"  
 48"  
 52"  
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 740"  
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 756"  
 760"  
 764"  
 768"  
 772"  
 776"  
 780"  
 784"  
 788"  
 792"  
 796"  
 800"  
 804"  
 808"  
 812"  
 816"  
 820"  
 824"  
 828"  
 832"  
 836"  
 840"  
 844"  
 848"  
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 864"  
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 876"  
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 884"  
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 904"  
 908"  
 912"  
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 920"  
 924"  
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 932"  
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 984"  
 988"  
 992"  
 996"  
 1000"



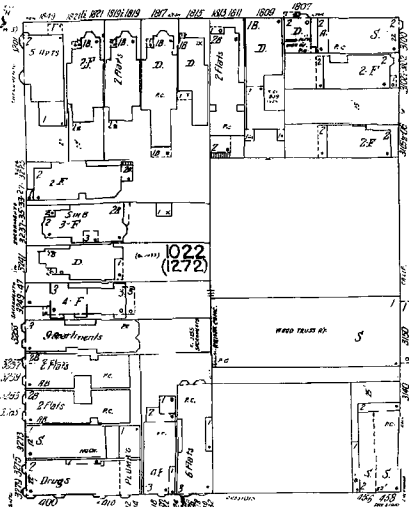
## NOTE

**NOTE**  
HYDRANTS shown on this sheet are connected to the  
Spring Valley Water Co's system.

**BLOCK NUMBERS** shown hereon and on the sheets, are from the official maps of the City and County assessor. Old (arbitrary) block numbers are shown in brackets.

301

LYON

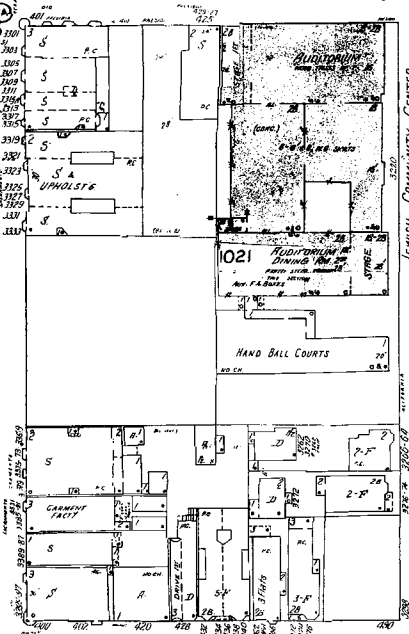


305

PRESIDIO



SACRAMENTO

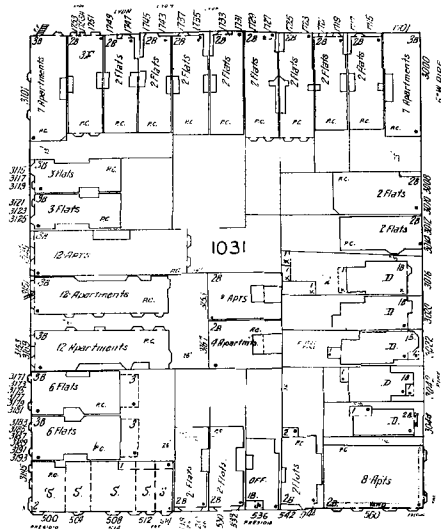


WALNUT

311

CAL 087

306



AV. 68' wide

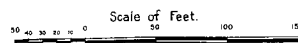
307

PINE

CALIFORNIA

LAUREL HILL CEMETERY

1032



307

CAL. . 087

302

LYON

## PINE

104

**BUSH** 68'g. wide

**SUTTER**

1053

AV. 80' wide

308

1072

AV.

EUCCLID

MASONIC AV.

80' wide

1057

LUPINE AV

312

Scale of Feet



SAN FRANCISCO, CAL. 308 087

CALVARY CEMETERY



MASONIC AV.

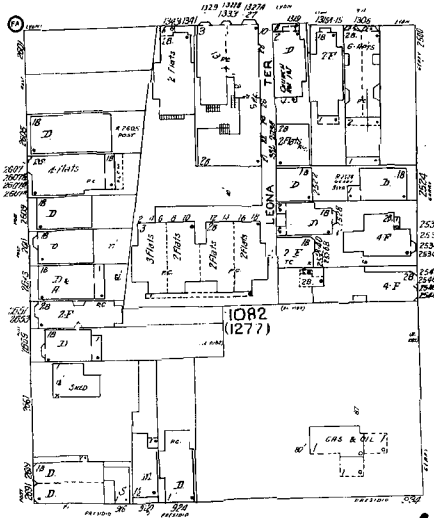
303

LYON

SUTTER

POST

66'9" wide

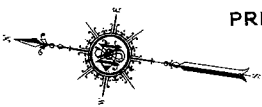


GEARY ST

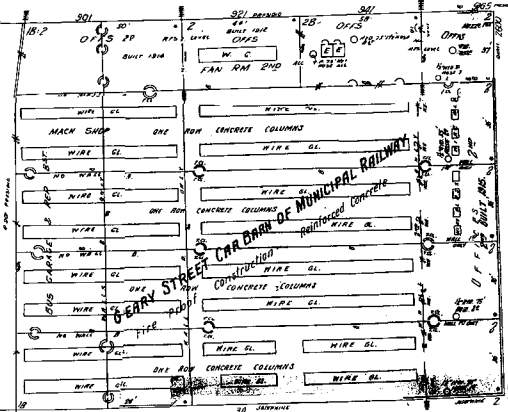
AV. 66'9" wide

PRESIDIO

307



1072 (636)

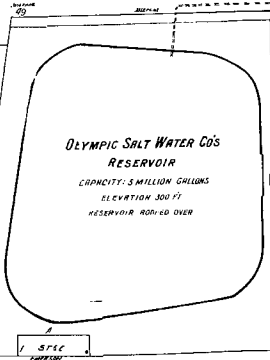


GEARY BLVD (ST)

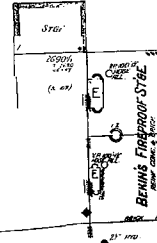
(JOSEPHINE)

MASONIC

AV. 80' wide

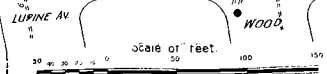


1071



312

LUPINE AV.



313

EMERSON

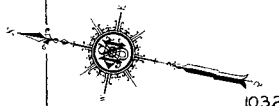
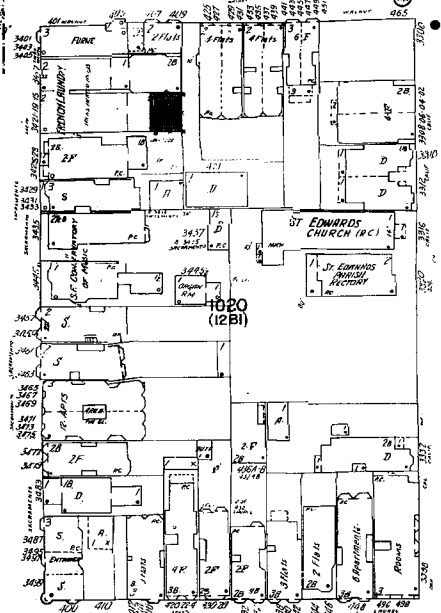


311

CAL...087

306

WALNUT

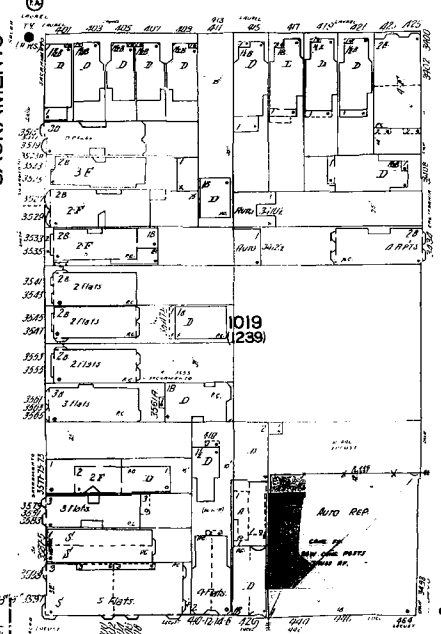


310

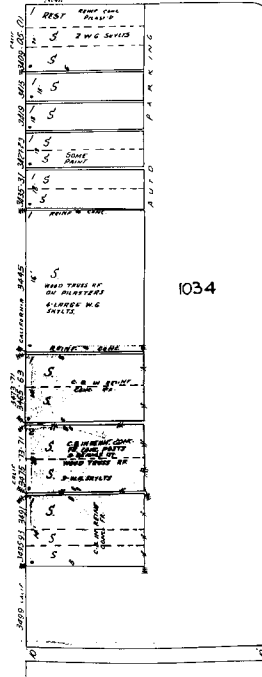
LAUREL

312

SACRAMENTO



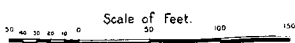
CALIFORNIA



COLLINS  
DR. 20  
MAYFAIR  
MANZANITA AV

LOCUST

316



312

"NP"  
SEPT. 1948

307

308

1032



1057

313

311

LAUREL

EUCLID AV.

LUPINE AV.

LUPINE AV.

LAUREL

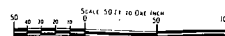
COLLINS

1045

1044

MANZANITA AV.

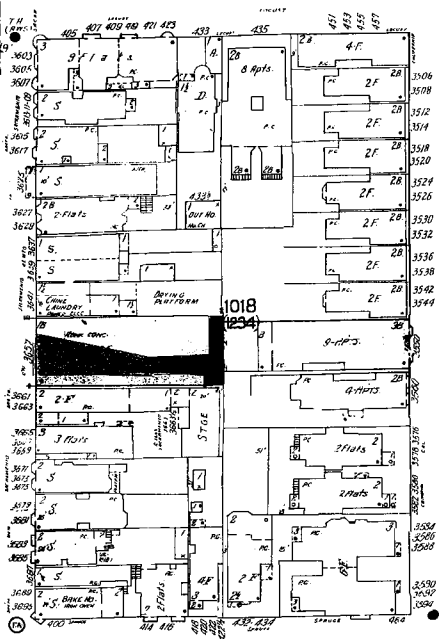
317





311

LOCUST



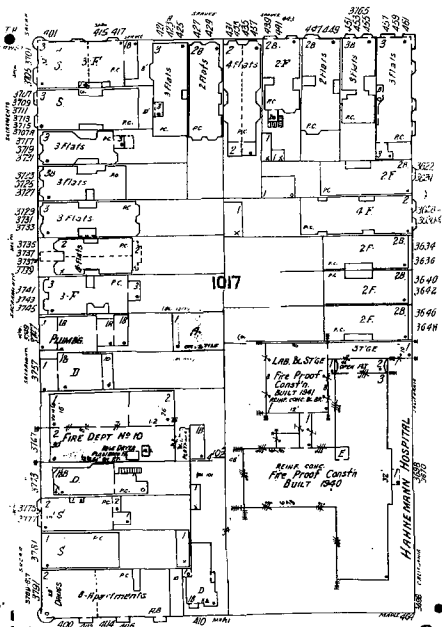
104' wide

315

SPRUCE

68' 9" wide

SACRAMENTO



80' wide CALIFORNIA

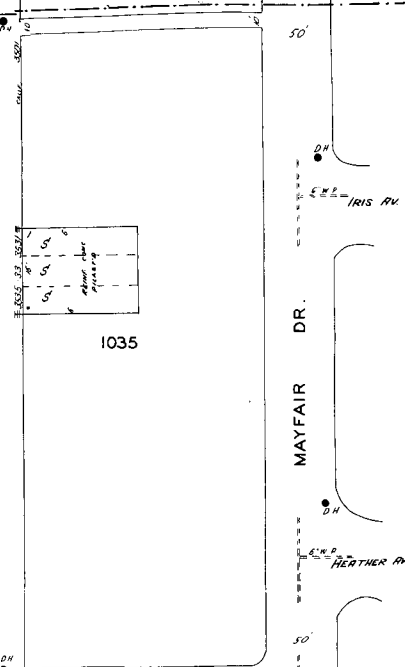
MAPLE

320

316

MANZANITA AV.

187



MAYFAIR DR.

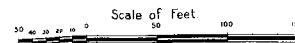
HERTHER AV.

317

1036

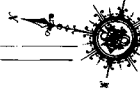
PARKER AV.

322



(P. 7078A)  
SAN FRANCISCO VOL. 3  
**317**

"NP"  
SEPT. 1948  
(S. 977)



312

MANZANITA AV.

1043

IRIS AV.

1042

HEATHER AV.

316

1041

SPRUCE

1036

PARKER AV.

322

EUCLID AV.

324

1067

1066

318

1065

BLAKE ST.  
4" W.P.

COOK ST.  
4" W.P.

4" W.P.  
12" W.P.



313

318

CAL. 087

BLAKE

COOK

60' wide

BLVD (ST)

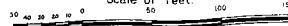
GEARY

SPRUCE (BOYCE) 60' wide

PARKER AV.

324

Scale of Feet.



1067

1066

(642)

1065

(643)

MOVIES

METAL WORK

AUTO STGE

PAINTERS

PAINTERS

PAINTERS

PAINTERS

PAINTERS

PAINTERS

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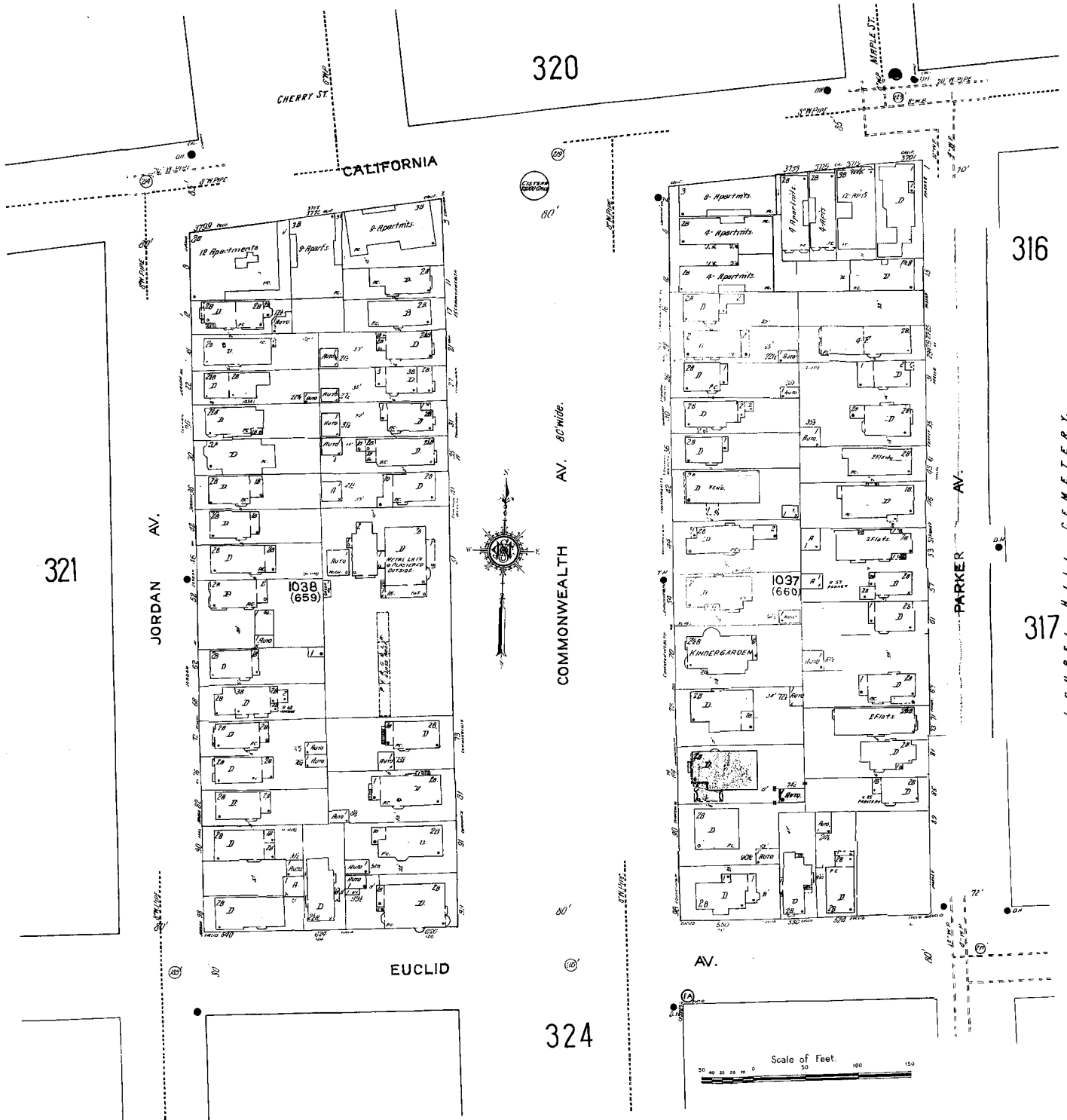
PAINTERS

PAINTERS

PAINTERS

PAINTERS

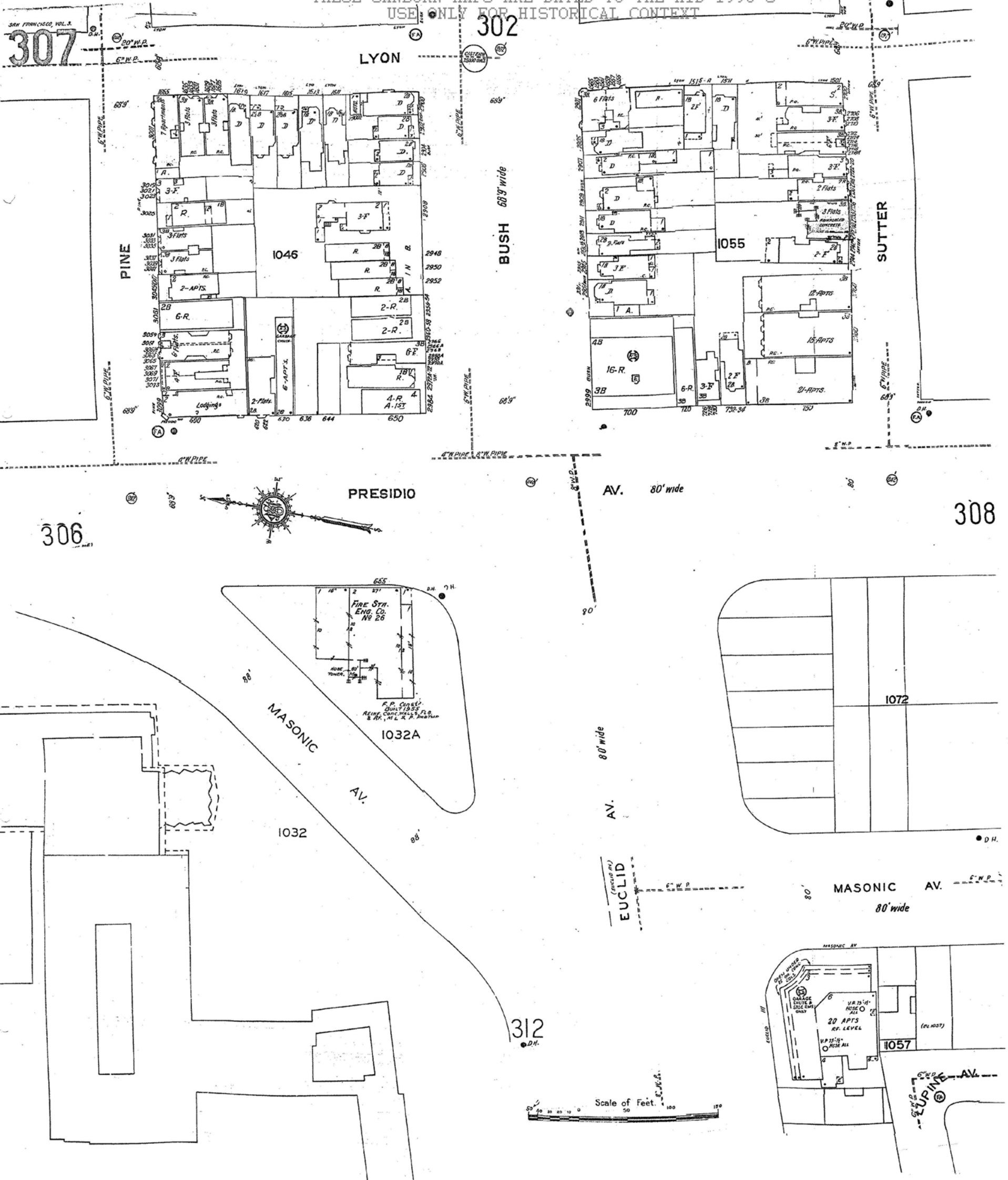
PAINTERS



## Sanborn Fire Insurance Company Maps

1990





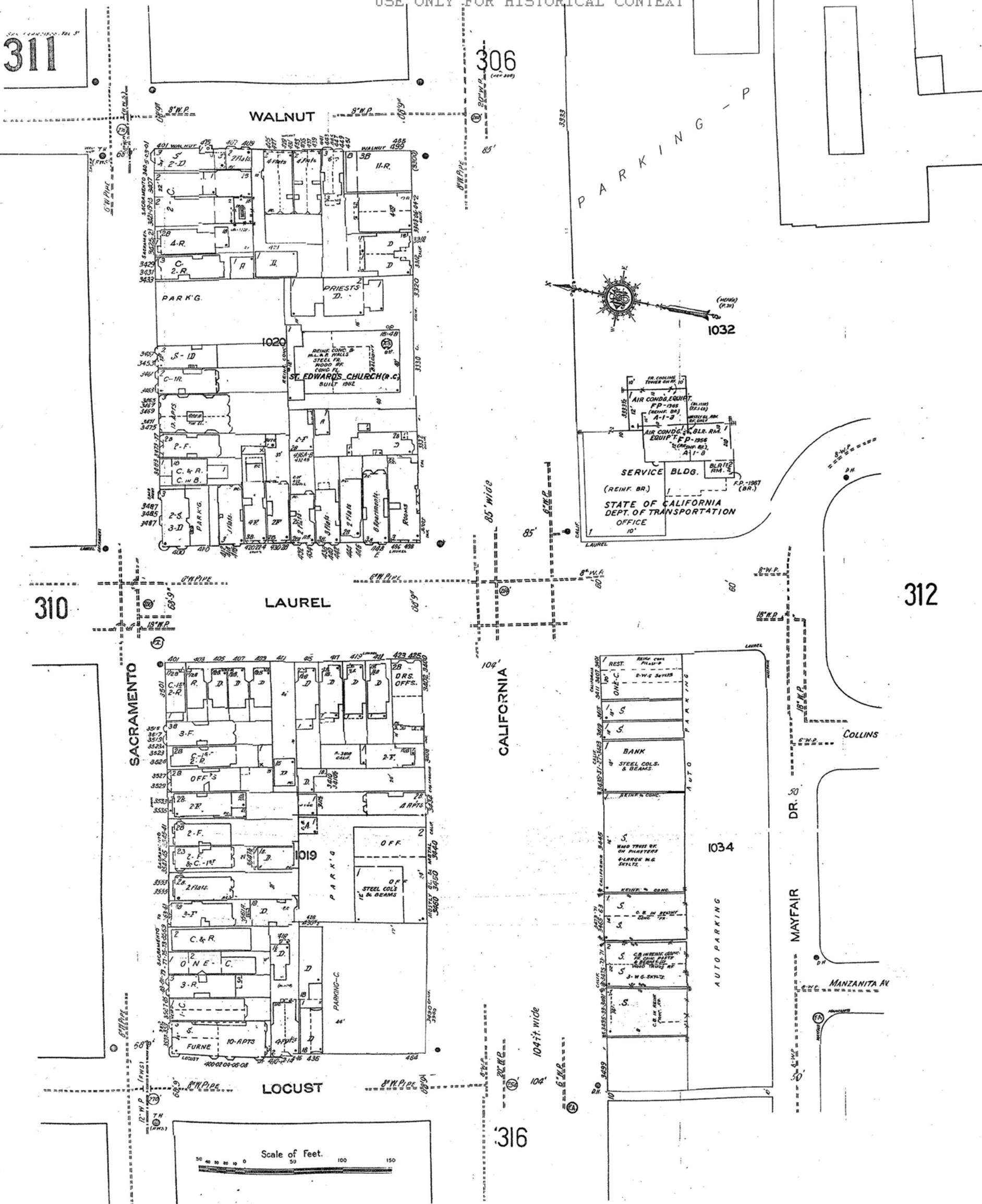


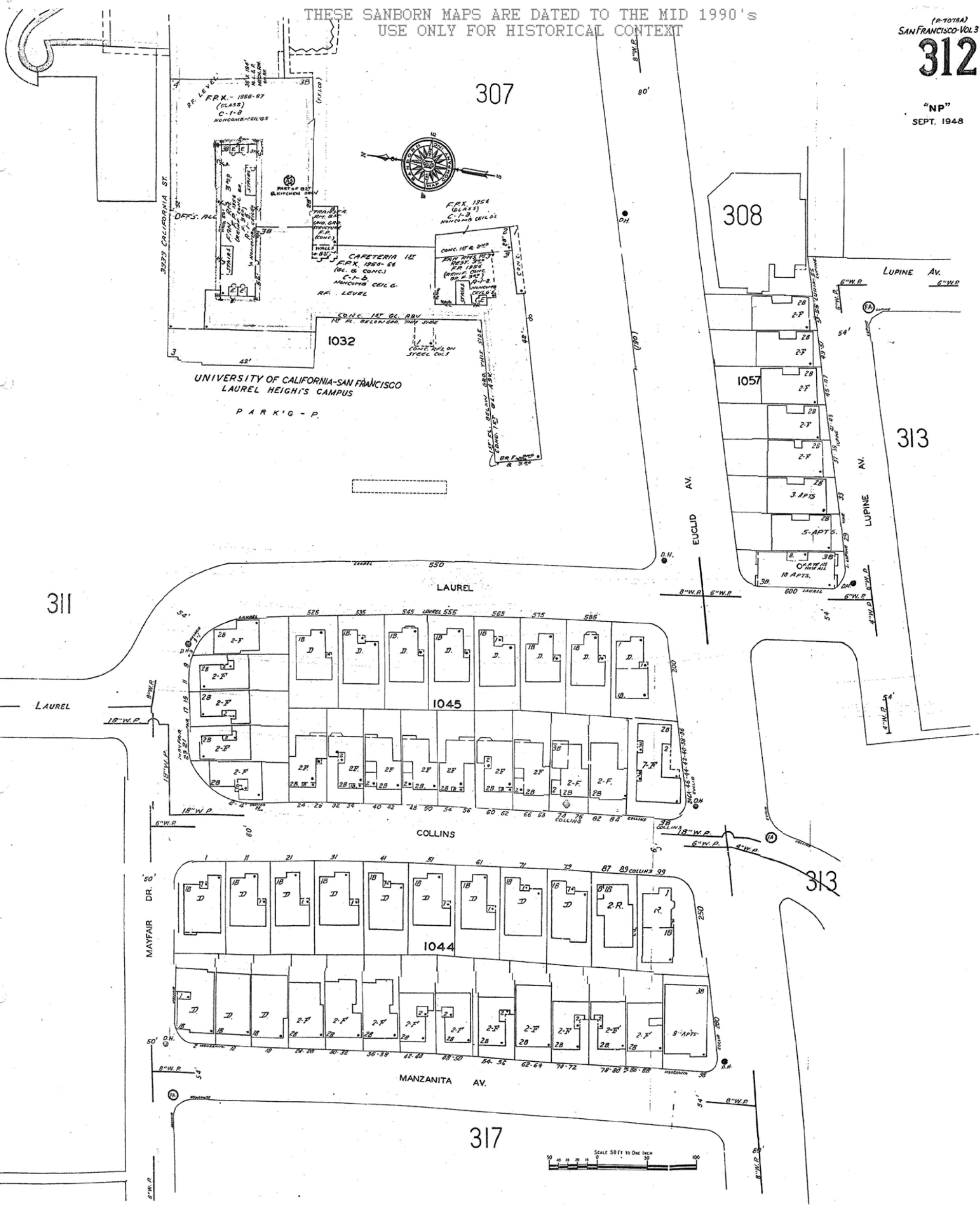
311

306

312

316





## Historical Aerial Photographs

(1946, 1952, 1960, 1968, 1973, 1977, 1987, 1993, 2005, 2009, 2010, 2012, 2014, 2016)

---

## ***Historical Aerial Photographs***

---

*Target Property:*

**UC SF Laurel Heights  
3333 California St  
SF, San Francisco, California 94118**

*Prepared For:*

**LSA Associates Inc**

**Order #: 95308**

**Job #: 209139**

**Project #: LHL1701**

**Date: 11/1/2017**

## ***Target Property Summary***

***UC SF Laurel Heights***

***3333 California St***

***SF, San Francisco, California 94118***

***USGS Quadrangle: San Francisco North***

***Target Property Geometry: Point***

***Target Property Longitude(s)/Latitude(s):***

***(-122.448037100, 37.786152400)***



## Aerial Research Summary

<u>Date</u>	<u>Source</u>	<u>Scale</u>	<u>Frame</u>
2016	USDA	1" = 400'	N/A
2014	USDA	1" = 400'	N/A
2012	USDA	1" = 400'	N/A
2010	USDA	1" = 400'	N/A
2009	USDA	1" = 400'	N/A
2005	USDA	1" = 400'	N/A
08/25/1993	USGS	1" = 400'	N/A
06/22/1987	USGS	1" = 400'	N/A
01/06/1977	NASA	1" = 400'	2455-83A
01/26/1973	NASA	1" = 400'	77-0194
04/18/1968	USGS	1" = 400'	1-115
04/03/1960	USAF	1" = 400'	N/A
06/11/1952	USAF	1" = 400'	2-32
07/26/1946	USGS	1" = 400'	1-24

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0 400  
feet



UC SF Laurel Heights  
USGS  
07/26/1946

GeoSearch





UC SF Laurel Heights  
USAF  
06/11/1952

GeoSearch





UC SF Laurel Heights  
USAF  
04/03/1960

GeoSearch

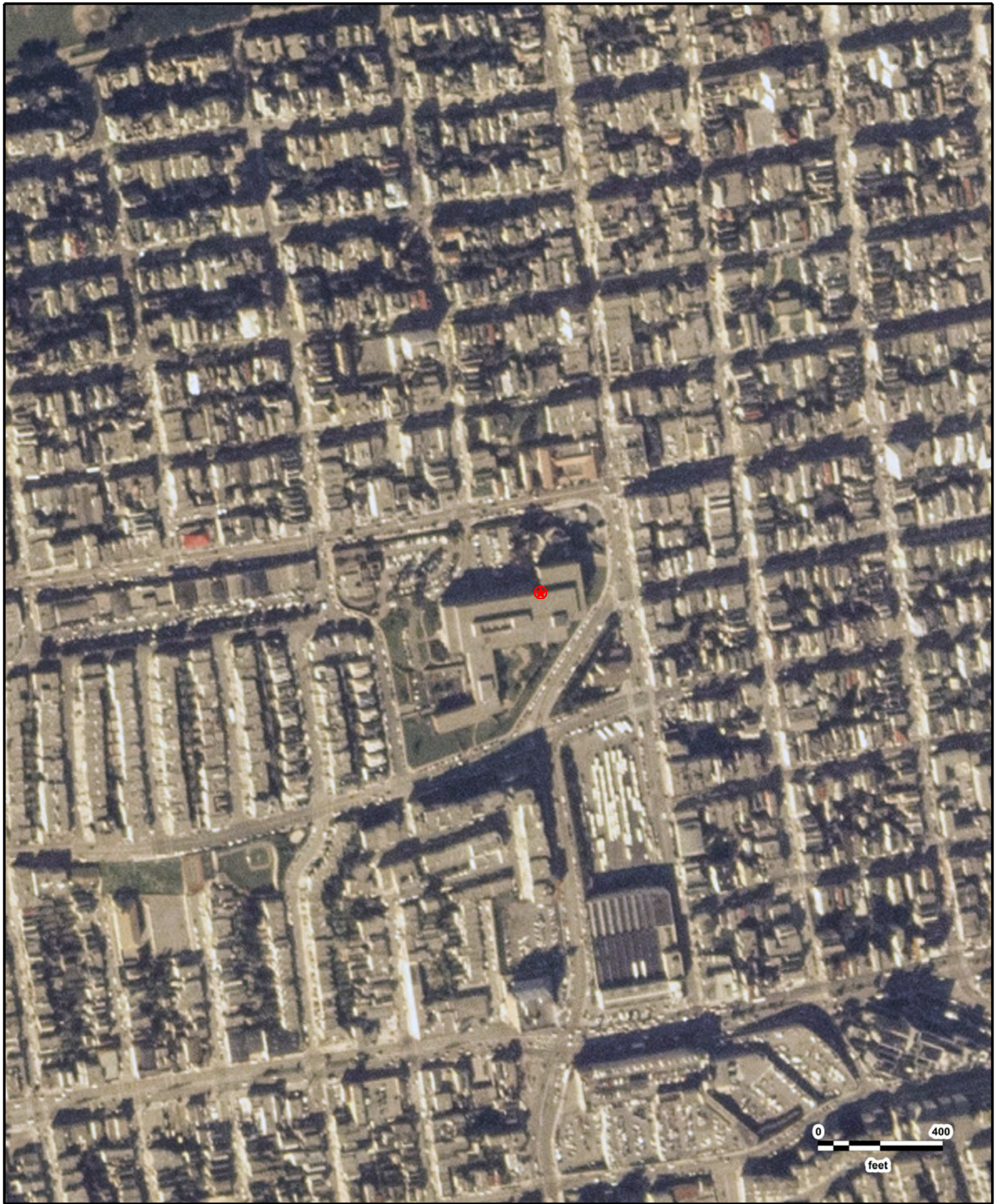




UC SF Laurel Heights  
USGS  
04/18/1968

GeoSearch





UC SF Laurel Heights  
NASA  
01/26/1973

GeoSearch





UC SF Laurel Heights  
NASA  
01/06/1977

GeoSearch





UC SF Laurel Heights  
USGS  
06/22/1987

GeoSearch

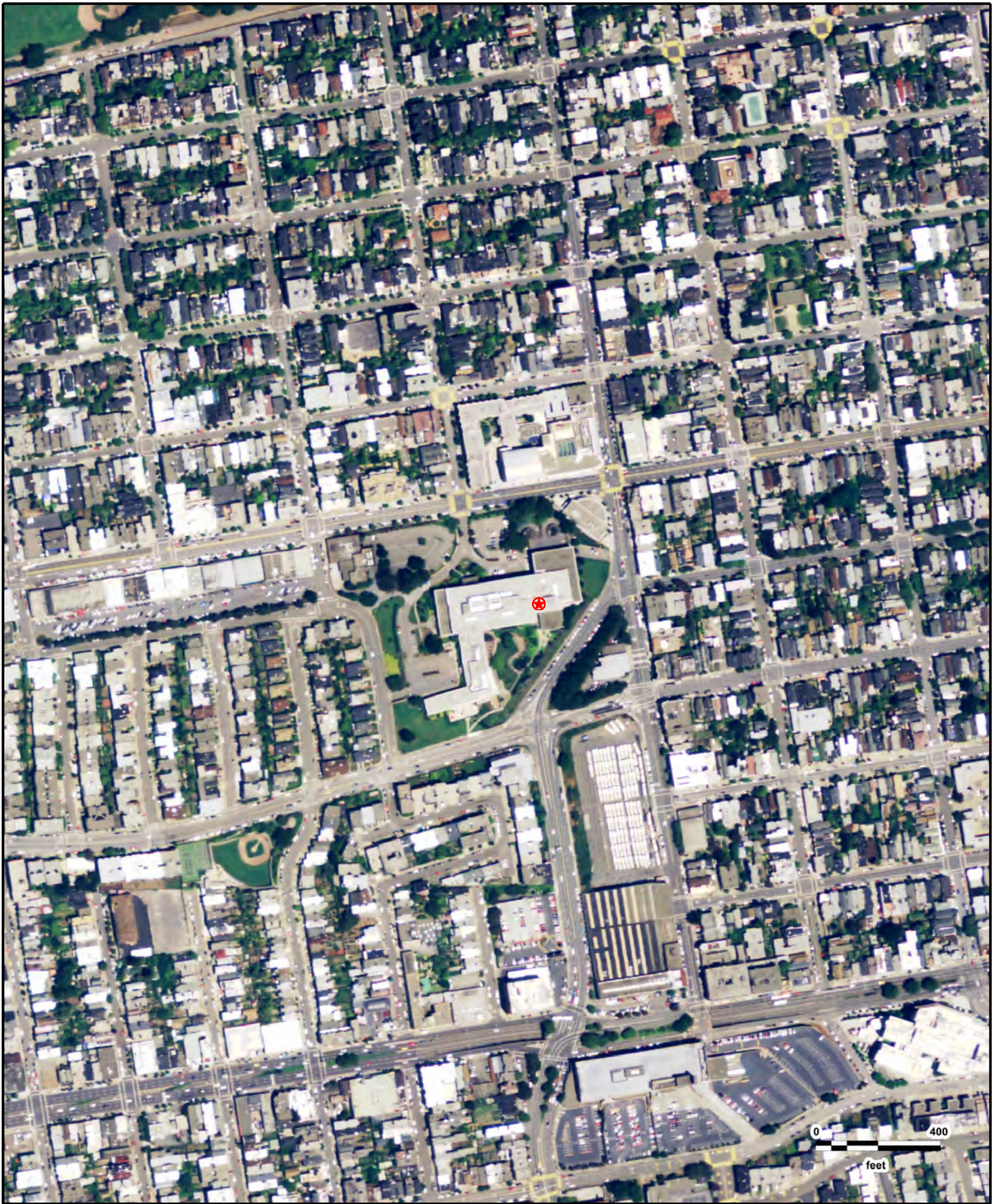




UC SF Laurel Heights  
USGS  
08/25/1993

GeoSearch

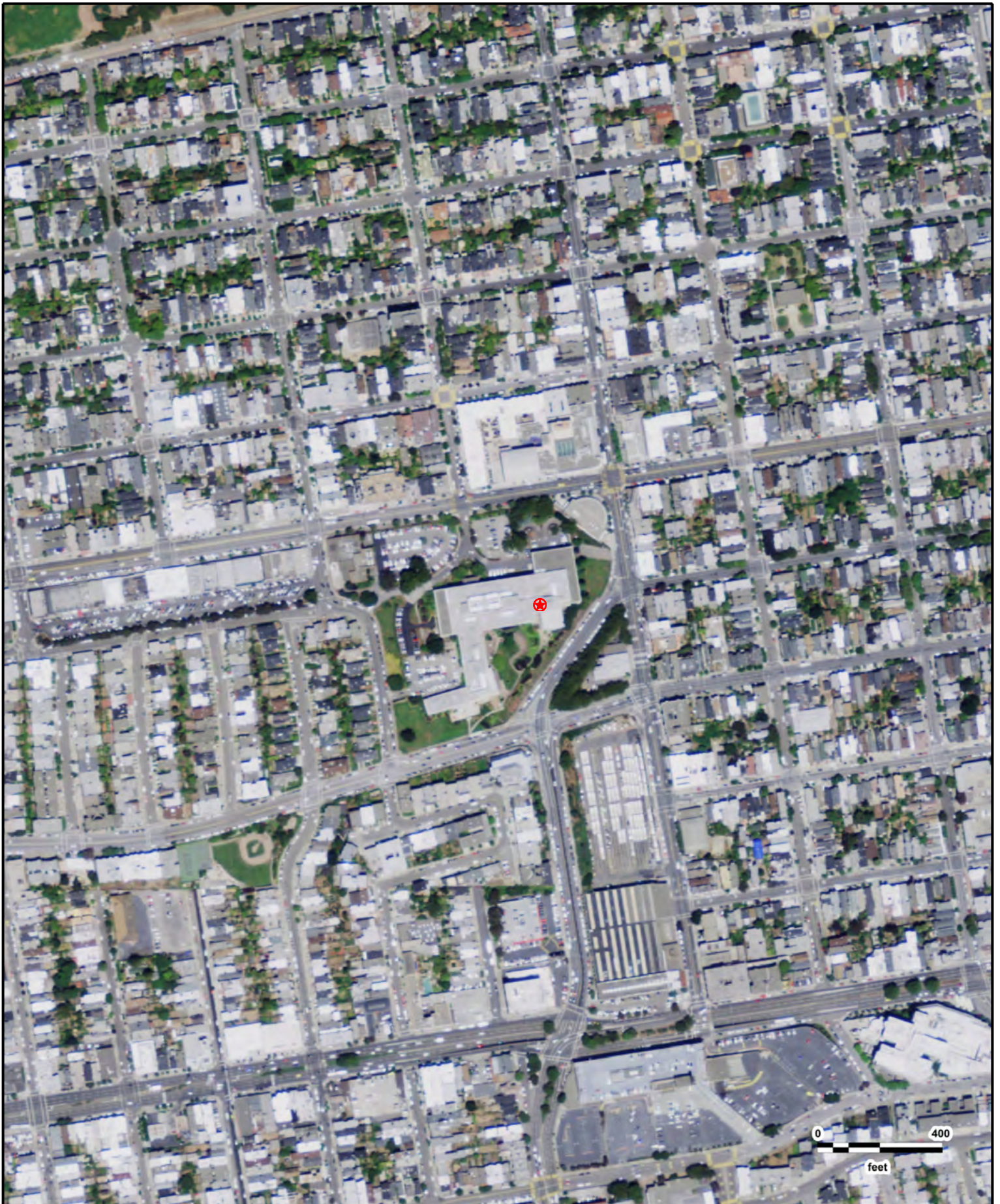




UC SF Laurel Heights  
USDA  
2005

GeoSearch

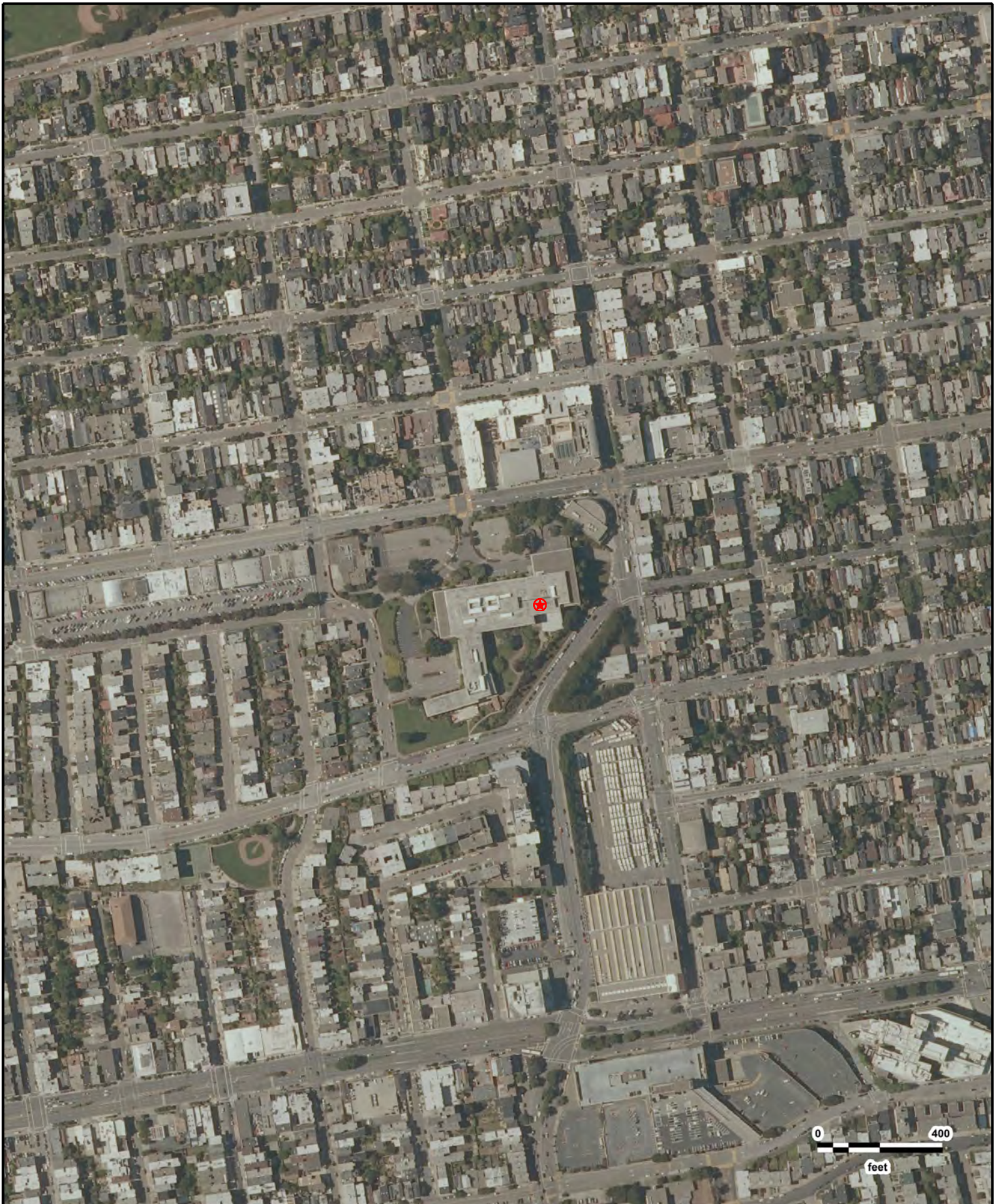




UC SF Laurel Heights  
USDA  
2009

GeoSearch





UC SF Laurel Heights  
USDA  
2010

GeoSearch

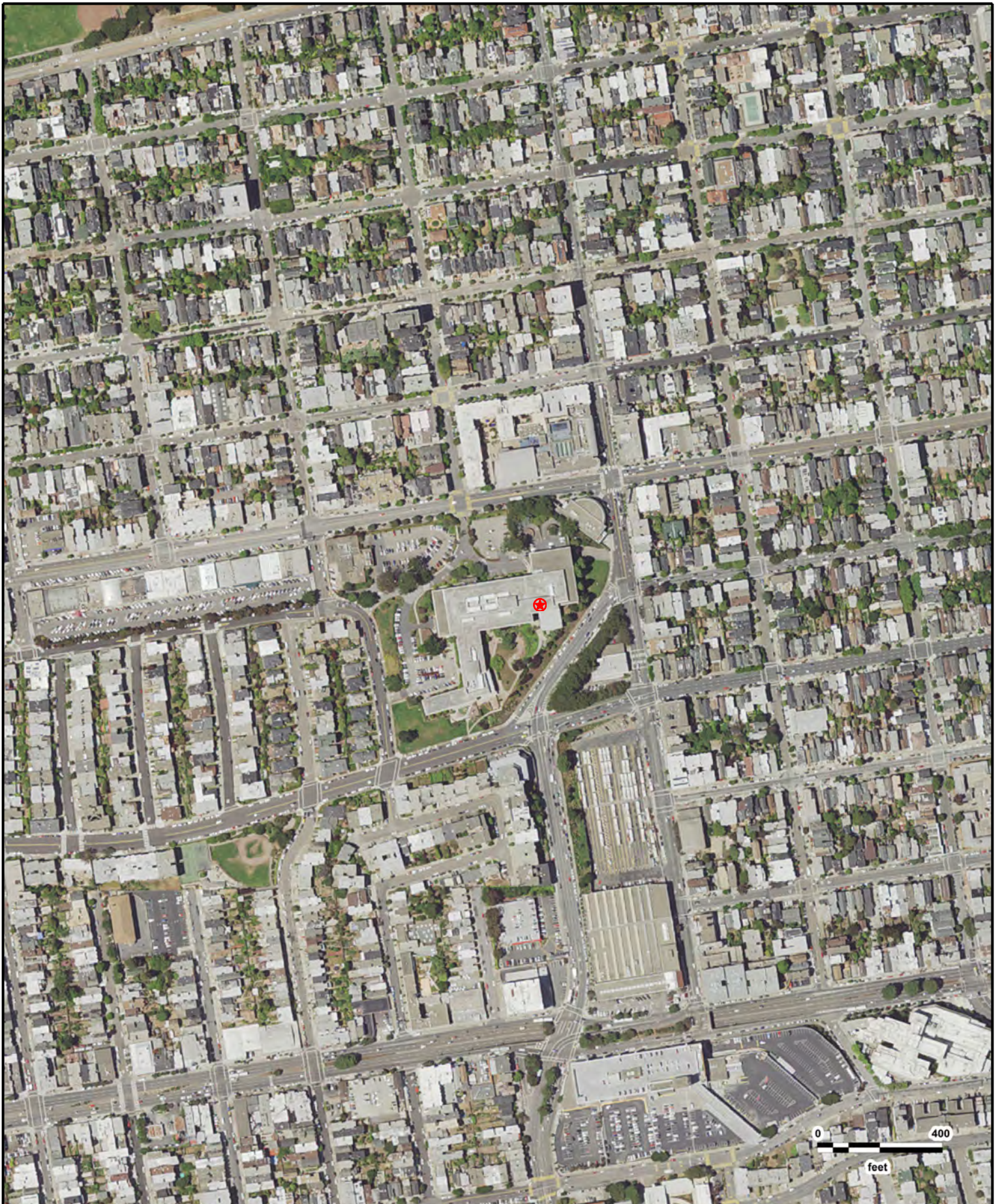




UC SF Laurel Heights  
USDA  
2012

GeoSearch

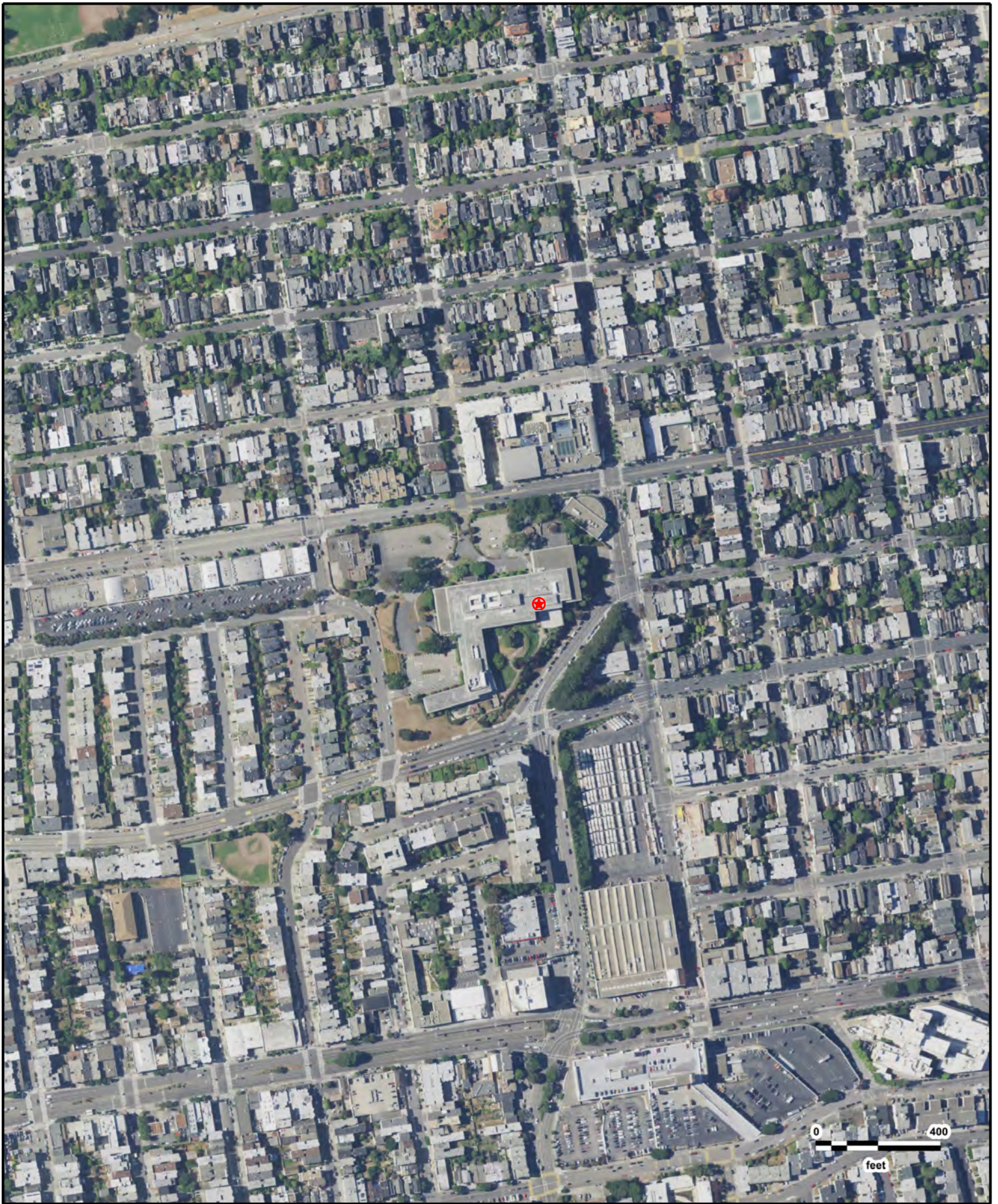




UC SF Laurel Heights  
USDA  
2014

GeoSearch





UC SF Laurel Heights  
USDA  
2016

GeoSearch



---

**APPENDIX C**

**CALIFORNIA DEPARTMENT OF PARKS AND RECREATION**

**523 SERIES FORMS**

**3333 California Street**  
3333 California Street, City and County of San Francisco, California

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary #  
HRI #  
Trinomial  
NRHP Status Code: 3S

Other Listings  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 34

Resource Name: 3333 California Street

**P1. Other Identifier:** Fireman's Fund Insurance Company - Home Office; University of California, San Francisco - Laurel Heights Campus

**P2. Location** ☐ Not for Publication ☒ Unrestricted:

- a. **County:** San Francisco
- b. **USGS 7.5' Quad:** *San Francisco, North, CA.* **Date:** 1999; T2S; R5W; M.D.B. & M.
- c. **Address:** 3333 California Street **City:** San Francisco **Zip:** 94118
- d. **UTM:** 10S: 548601mE/4182232mN (approximate center point)
- e. **Other Locational Data:** Block 1032/Lot 003

**P3a. Description:**

This resource consists of a 10.25-acre Midcentury Modern-designed corporate campus composed of two buildings, landscape features, and parking lots built in 1956-1957 in the Laurel Heights neighborhood of San Francisco. The campus contains a four-story Main Building (with additional floors and parking space in 1964 and 1966) with two circular garage ramp structures leading to three levels of partially below-grade parking; a single-story Service Building at the northwestern corner of the property; approximately 2.75-acres of surface parking; and three acres of designed landscape or landscaped open space designed by Eckbo, Royston, & Williams, a noted landscape architectural architecture firm that specialized in designing small residential gardens, public spaces, campuses, and business parks.

**P3b. Resource Attributes:** (HP6) 1-3 story commercial building; (HP7) 3+ story commercial building; (HP29) Landscape architecture; (HP46) Walls/gates/fences

**P4. Resources Present:** ☒ Building; ☒ Other (Landscape)

**P5a. Photograph:**



**P5b. Description of Photo:**

3333 California Street; Block 1032/Lot 003 (border in red). North at bottom. Main Building in center. Service Building at lower right (northwest) corner. Aerial photograph taken 5/28/14.

**P6. Date Constructed/Age and Source:** ☒ Historic Built 1956-1966; construction plans; building permits, San Francisco Department of Building Inspection.

**P7. Owner and Address:** Laurel Heights Partners, LLC  
150 Post Street, Suite 320  
San Francisco, California 94108

**P8. Recorded by:** Michael Hibma, M.A., RPH  
LSA  
157 Park Place  
Richmond, California 94801

**P9. Date recorded:** 5/12/17

**P10. Survey Type:** Intensive

**P11. Report citation:** Hibma, Michael. 2017. *Historic Resource Evaluation – Part 1, 3333 California Street, City and County of San Francisco, California.* LSA, Point Richmond, California.

**Attachments:** ☒ Building, Structure, Object Record ☒ Location Map ☒ Continuation Sheets ☒ Other (Primary forms (2))

DPR 523A (1/95)

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Primary #  
HRI#

Page 2 of 34

NRHP Status Code: 3S

Resource Name: 3333 California Street

- B1. Historic Name:** Fireman's Fund Insurance Company - Home Office  
**B2. Common Name:** University of California, San Francisco - Laurel Heights Campus  
**B3. Original Use:** Commercial offices  
**B4. Present Use:** Laboratory, classrooms, and administrative offices  
**B5. Architectural Style:** Midcentury Modern  
**B6. Construction History:** According to information on file at the San Francisco Department of Building Inspection, building permit #159519 was issued on June 9, **1955**, to a "Mr. Merrill" of the Fireman's Fund Insurance Company, to construct a two-story, 28-foot-tall, "Home Office" covering 66,500 square feet at 3333 California Street. According to a review of copies of the original construction plans, the Main and Service buildings at 3333 California Street were designed by San Francisco-based architect Edward B. Page and built the Oakland-based firm of MacDonald, Young, and Nelson. Certification of Final Completion was issued 6/25/57 and the Fireman's Fund formally opened the Home Office on 7/9/57. According to a review of copies of subsequent constructions plans, additions to the Main Building were designed by Page and constructed by MacDonald, Young, & Nelson were completed in **1964** (Permit No.: 263970, issued 2/28/64) and again in **1966** (Permit No.: 294161, issued 3/11/66).  
**B7. Moved?** No  
**B8. Related Features:** Designed landscape (Eckbo, Royston & Williams)  
**B9. a. Architect:** Edward B. Page  
**b. Builder:** MacDonald Young, & Nelson  
**B10. Significance: Theme(s):** Architecture, Landscape Architecture **Area:** Laurel Heights, City and County of San Francisco  
**Period of Significance:** 1956-1966 **Property Type:** Commercial **Applicable Criteria:** 1, 3

**Historic Context & Eligibility  
Evaluation:**

See Continuation sheets.

**B11. Additional Resource  
Attributes:** None

**B12. References:**

American Institute of Architects  
1955 *American Architects  
Directory (First Edition)* – Edward B.  
Page. Electronic document,  
<http://public.aia.org>, accessed August  
6, 2017.

1962 *American Architects  
Directory (Second Edition)* – Edward  
B. Page. Electronic document,  
<http://public.aia.org>, accessed August  
6, 2017.

1970 *American Architects  
Directory (Third Edition)* – Edward  
B. Page. Electronic document,  
<http://public.aia.org>, accessed August  
6, 2017.

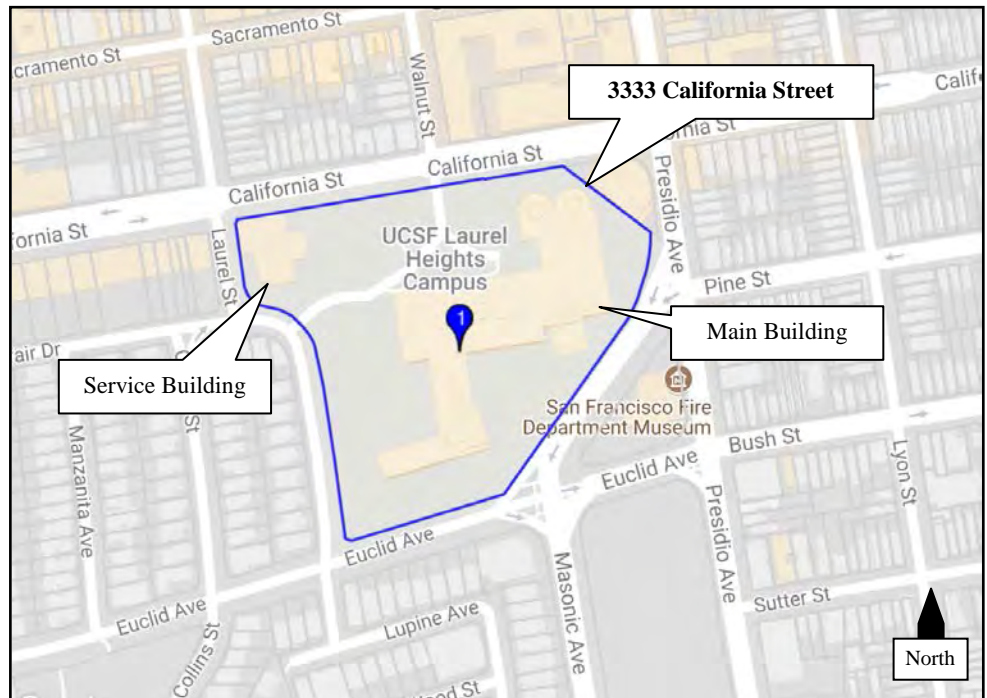
See Continuation Sheets.

**B13. Remarks:** None

**B14. Evaluator:** Michael Hibma, M.A., RPH  
LSA  
157 Park Place,  
Point Richmond, California 94801

**Date of Evaluation:** 5/12/17

**DPR 523B (1/95)**



(This space reserved for official comments.)





\*Recorded by: Michael Hibma

\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**D6. Significance (Continued)**

**Settlement and Development**

*Spanish and Mexican Period*

The Euro-American recorded history of San Francisco began on June 29, 1776, with the founding of Mission San Francisco de Asís (also known as Mission Dolores), located approximately 1.4 miles southeast of the project site. The Mission was founded by Lieutenant José Joaquín Moraga and Father Francisco Palóu as part of a larger state policy to solidify Alta California for Spain, and to Christianize the local Native American population. The mission was named after Saint Francis of Assisi, the founder of the Franciscan Order, and was the sixth of 21 missions from San Diego to Sonoma.

Mission Dolores dominated local land use and settlement patterns until the early 1830s, when, following independence from Spain, its lands were taken under provisions of the Secularization Act passed in 1833 by the Mexican government. All missions were ordered to cease operations, the Franciscan officials expelled, missions were downgraded to the status of a local parish church, and all Native Americans under church control were emancipated. Following secularization, Mexican governors began dispensing large tracts of now-available former mission lands to military veterans, as a reward to chosen political supporters, and to influential or naturalized foreigners. The ranchos raised cattle for hides and tallow for export, primarily to New England merchants, in exchange for furnished goods (Marschner 2000:167-172; Rosenus 1999:14-15; Robinson 1948:29-31).

*Early American Period and Statehood*

By the mid-1840s, the Mexican government was distracted by political developments in central Mexico. The native-born Spanish speakers of Alta California, known as Californios, experienced relative peace and enjoyed minimal intrusion into their social, political, and economic affairs (Monroy 1990:113-116). During this period, the United States aggressively sought access to the Pacific Ocean; one of these informal, unofficial attempts was the arrival of U.S. Army Major John C. Frémont to California in early 1846. Frémont quickly incited Anglo-American settlers to revolt, and, due in part to his efforts, 33 Anglo-Americans, reinforced by vaqueros from Sutter's Fort, captured a small Mexican garrison at Sonoma on June 15, 1846, and declared California an independent republic (Harlow 1982:109-110; Haas 1998:334-341). Unbeknownst to all involved, the United States and Mexico were already at war, but news did not reach California until several months after hostilities began. Following the American victory and adoption of the Treaty of Guadalupe Hidalgo in 1848, California became a territory of the United States and then joined the Union as the 31st state on September 9, 1850. San Francisco County, which at that time contained all of modern San Mateo County, was one of the original 27 California counties established by the legislature (Coy 1923:262).

The small village of Pueblo de Yerba Buena was far removed from the war. Both Mexican rule and the independent California Republic ended on July 9, 1846, with the arrival of American forces under U.S. Navy Captain John B. Montgomery, who raised the American flag above the Custom House. Captain Montgomery appointed Lieutenant Washington A. Bartlett as Yerba Buena's first American alcalde, a combination constable and justice of the peace. Among Alcalde Bartlett's first acts was to officially rename Yerba Buena as San Francisco and hire Jasper O'Farrell to survey a street system. O'Farrell applied an inflexible gridiron street pattern over the undulating topography containing marshy tidal flats, sand dunes, and steep hills. He expanded the size of San Francisco to cover 800 acres and divided the paper metropolis diagonally via a 100-foot thoroughfare (modern Market Street), roughly paralleling the Mission Wagon Road through the sand dunes between Yerba Buena Cove and Mission Dolores. For a short time, San Francisco remained a small port town and military outpost. The Gold Rush transformed the tiny community of San Francisco into a bustling, thriving maritime center, as miners arriving from all over the world disembarked, provisioned, and set out for the Sierra Nevada goldmines.

*Laurel Heights*

Following statehood, portions of San Francisco lands west of Divisadero Street remained unincorporated until 1868. The annexation legislation set aside land for parks and settled outstanding land claims. The undeveloped sand dunes of western San Francisco were relatively close to downtown and considered prime burial ground, which a crowded and growing city needed. Accordingly, what would become the Laurel Heights neighborhood was originally Lone Mountain Cemetery, a non-profit organization administered by the Laurel Hill Association Board of Trustees who, with the financial support of wealthy San Francisco businessmen, managed the graveyard originally described as an "unpromising. . . sandy waste lying west of a cemetery, and it contained two ponds" (*San Francisco Call* 1891). The cemetery contained 55.4 acres and opened on June 28, 1854 as the Lone Mountain Cemetery.

The bleak cemetery was systematically transformed with ornamental plantings, exotic trees, and 20 miles of paths to create a park-like setting for the living to enjoy and a respectful setting for the dead buried there. Lone Mountain became a popular destination for residents before Golden Gate Park was established.



\*Recorded by: Michael Hibma

\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**D6. Significance (continued):** Located on a rise, the cemetery provided sweeping views east toward downtown and west to the Pacific Ocean. The cemetery became the resting place for all classes. It was best known as the burial ground of several prominent Californians such as cable car inventor Andrew Halladie, first American consul Thomas Oliver Larkin, Toland Medical School founder Doctor Hugh Huger Toland, Major James Van Ness, and United States Senators David Broderick, Milton Latham, Edward Baker, William Sharon, and James Graham Fair (Gaar 1982).

Increasing demand for cemeteries hastened the establishment of additional graveyards south of Geary Boulevard. Along with the renamed Laurel Hill Cemetery (to avoid confusion with other cemeteries near Lone Mountain), additional graveyards included the Calvary Catholic Cemetery, which was actually located on the slopes of Lone Mountain; the Masonic Cemetery to the immediate southwest of Calvary; and the Independent Order of Odd Fellows Cemetery and its columbarium a few blocks to the west. Together, these graveyards were known as the “Big Four” (Western Neighborhoods Project 2017).

By the 1880s, public attitudes toward cemeteries changed as residential development moved into lands near them. Cemeteries gained notoriety for seedy activities which discouraged nearby development. By 1900, Laurel Hill reached its capacity of 38,000 graves. During the January 3, 1899 meeting, the San Francisco Board of Supervisors received a message from Mayor James Phelan, who characterized the cemeteries as “a death line, cutting off the beautiful district of Richmond from the thickly settled portion of the City, and thus arrests our City's growth” (San Francisco Municipal Reports 1901:289). On March 26, 1900, the Board of Supervisors prohibited burials within city limits after August 1, 1901. Banning new interments stopped sales of new plots and burial services, which were main sources of income for the cemeteries. Predictably, the once picnic-like grounds deteriorated and maintenance and repair of vandalized monuments lapsed.

Deterioration of the graveyards compelled nearby residents to agitate for the relocation of burials and closing the cemeteries (NoeHill.com 2017). Three of the Big Four cemeteries soon emptied and lands were prepped for development. However, grave relocation and closure of Laurel Hill did not begin until the 1930s. The Native Sons of the Golden West and the Society of California Pioneers advocated for the Laurel Hill's preservation out of respect for the many early and prominent San Franciscans and pioneers buried there. A compromise to preserve the graves of the notables as a 5 acre portion at the crest of Laurel Hill as a Pioneer Memorial Park was proposed (Society of California Pioneers 1914; Laurel Hill Cemetery Association 1937). However, public support faded and it was never carried out (Proctor 1950).

Beginning in 1939, the process to exhume over 38,000 burials began and by early 1941, 35,987 were removed. Contents were placed in reinterment boxes, labeled, and taken approximately 10 miles south to Cypress Lawn in Colma (Proctor 1950; Laurel H. Cemetery Association v. San Francisco 1947). Grave relocation stopped during World War II, and Laurel Hill Cemetery was not completely cleared until 1947. Most of the unclaimed headstones and other markers were used for public works projects to construct breakwaters, street curbs, and retaining walls (Lopez 2004). In 1942, the Laurel Hill Cemetery Association sold the tract to Heyman Brothers, one of the largest owners and developers in the Sunset District. Heyman Brothers planned to subdivide and develop the lands west of 3333 California Street for residential development. However, Heyman Brothers sold the tract to the Mayfair Building Corporation in 1944 for \$25,000,000 (Oakland Tribune 1944).

The following subsections below summarize the physical characteristics of built environment areas outside 3333 California Street: the Laurel Village Shopping Center, a collection of 28 commercial buildings built in 1948-1955 and fronting California Street between Laurel Street on the east and a point mid-block between Parker and Spruce streets on the west; and Laurel Village, a residential tract subdivision built in 1948-1950 west of and adjacent to the property.

### 3333 California Street

After Laurel Hill Cemetery closed and the burials were relocated, what would later contain 3333 California Street was set aside for use by the San Francisco Unified School District to build a high school. However, the land was rezoned for commercial use and in 1953 the Fireman's Fund Insurance Company (FFIC) purchased the land and built the original portions of the current Midcentury Modern-designed corporate campus, with subsequent additions in 1964 and 1966. Northeast of and adjacent to 3333 California Street is a two-story steel-framed, stone-clad building constructed in 2000 at 3201 California Street (Block 1032/Lot 002). The building is a branch and office of the San Francisco Fire Credit Union.

\*Recorded by: Michael Hibma

\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**D6. Significance (continued):**

**Fireman's Fund Insurance Company** Early San Francisco was a boom town built of mostly wood which large fires frequently destroyed. City residents and businesses relied on volunteer firefighters to suppress fires. However, as volunteers, they could not be compelled to risk their lives. As a result, insurance companies were reluctant to offer coverage. In 1863, William Holdredge saw an opportunity to provide affordable insurance to motivate volunteers to aggressively fight fires. To do this, Holdredge created a firemen's retirement fund financed with 10 percent of the annual net profit from insurance premiums. Using the self-interest on the part of firefighters for a stable retirement, Holdredge incentivized aggressive firefighting which in turn generated fewer claims, more revenue, and higher donations to the fund (Bronson 1963:21). To emphasize his business philosophy, the new firm was called the Fireman's Fund Insurance Company and opened for business May 1, 1863. The newly formed company focused on serving San Franciscans, and the company's office was located at 238 Montgomery Street in downtown San Francisco (Bronson 1963:27). In 1867, Fireman's Fund moved to an office on the southwestern corner of Sansome and California streets at 401 California Street. The company's headquarters would remain at 401 California Street until 1957 when 3333 California Street opened (Bronson 1963:29, 56; Sanborn Fire Insurance Company 1886:6a).

The young company grew quickly. In 1866 state law allowed fire insurance companies to insure sailing vessels. In 1871 FFIC entered the market after over 30 whalers were crushed by Arctic ice. Bankruptcy wiped out several whaling companies, and many East Coast-based insurance companies withdrew from the market. FFIC offered coverage if whalers would leave Arctic waters by September 15. Grateful whalers complied and profits grew (Bronson 1963:26-28, 42-43). However, success at sea came with trouble on land. Three fires destroyed sections of Chicago (1871), Boston (1872), and Virginia City (1875) and wiped out over thirty insurance companies. Despite these setbacks, FFIC survived and the insurance business remained profitable (Bronson 1963:31-39). By 1885, the company expanded into a neighboring building at 407 California Street (Bronson 1963: 66; Sanborn Fire Insurance Company 1886:6a). FFIC continued to expand and began acquiring subsidiaries. In 1892, FFIC purchased the Home Mutual Insurance Company, which later became Home, Fire, and Marine Insurance Company (San Francisco Chronicle 1957b:9). By 1900, FFIC continued to grow by absorbing eleven competitors which opened new markets in New York, Georgia, Hong Kong, Shanghai, and the Philippines. By the end of 1905, the Fireman's Fund had 6,000 independent agents, and by January 1906 it was offering the country's first nationwide auto insurance.

The San Francisco Earthquake and Fire in April 1906 destroyed much of San Francisco, including FFIC's headquarters at 401 California Street and all its records. The company temporarily relocated to an office building at 10th Street and Broadway in Oakland while a new permanent headquarters back at 401 California Street was under construction (Bronson 1963:103). In the aftermath of the disaster, policyholders filed 8,600 claims covering \$11.2 million while the company's assets were less than \$7 million. As many claimants lost their policy documents to the fire, FFIC took each at their word as evidence of coverage. To honor all claims and also save the company, stockholders were assessed \$300 per share. FFIC paid out claims half in cash and half in company stock. After settling earthquake claims, FFIC distributed its remaining assets to stockholders and closed. A new company, Fireman's Corporation, immediately took its place. The new, debt-free corporation took over the existing portfolio and the network of agents, and along with a lofty reputation, developed new business (Bronson 1963:85-109).

As a reflection of the company's good fortune, a cornerstone for a new office at 401 California Street was laid on October 7, 1914, and the building formally opened less than a year later on June 15, 1915 (Bronson 1963:117). Designed by Lewis P. Hobart, the building was intentionally designed to provide twice the amount of space needed – to anticipate continued growth. However, “within four years the Company was forced to rent space next door” (Bronson 1963:121). The reformed company prospered during World War I by aggressively pursuing all the high-risk, war-related business it could get, and charging high premiums (Bronson 1963:126). In addition to losses from war, FFIC also provided coverage for losses from explosions, natural disasters, automobiles, marine vessels, and water damage. By 1920, assets more than doubled and the company began to underwrite film productions. Temporary movie sets of paper, wood, and fabric were a real fire danger and as the movie industry grew, expensive delays, labor disputes, and personal injury made insurance crucial (Bronson 1963:182-183).

Despite the stock market crash in October 1929, annual income was \$4 million. Although the Great Depression that followed made for hard times, the company made \$3.7 million and employed 1,500 regular staff and 10,000 agents in 1937 (Bronson 1963:145-147). In 1930, FFIC established the Fireman's Fund Indemnity Company to handle casualty business (San Francisco Chronicle 1957b:9). Against the advice of critics, FFIC insured part of constructing the Golden Gate and San Francisco Bay bridges. After World War II, FFIC continued to grow. By 1955, the company had purchased the National Surety Corporation and operated out of 128 district offices in the U.S. and Canada serving over two million policyholders, becoming the largest insurance group in the United States having headquarters on the West Coast (San Francisco Chronicle 1957b:9).



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\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**D6. Significnace (continued):**

That same year, FFIC broke ground on a new Home Office at 3333 California Street. The new headquarters would provide room for new data processing systems designed to streamline operations (Bronson 1963:174-177; Jones 1956:11-13; MacDonald 1957:11-20). FFIC hired architect Edward B. Page to design the building, the landscape architecture firm of Eckbo, Royston & Williams to design the landscape, and the general contracting firm of MacDonald, Young & Nelson to construct the building (MacDonald 1957:11). Before designing the FFIC's Home Office, Edward Page spent a year studying the business, analyzing work flows within and between various departments. Edward used this information to create work spaces that maximized efficiencies and met the needs of running an insurance conglomerate (San Francisco Chronicle 1957b:9). The FFIC's relocation to a new, modern campus within San Francisco was a move that struck some as unconventional, as many corporations during the postwar period were relocating to San Mateo and Santa Clara counties.

In a July 9, 1957, San Francisco Examiner article on the FFIC dedication, the article stated “. . . but why” some visitors may ask, “. . . did [FFIC] move out to Laurel Heights instead of following the frequent trend of shifting to the peninsula? The answer is simple; San Francisco has been home ever since the Fund's founding 94 years ago. The Fund likes the city and the city likes the Fund” (San Francisco Examiner 1957). FFIC retained ownership of one building at 401 California Street to serve as a branch office for clients in the Financial District (San Francisco Chronicle 1957:17). By 1966, the building at 401-407 California Street was demolished.

On June 16, 1957, FFIC moved, “with military precision,” files of FFIC's 40 departments and 13 IBM accounting machines - each weighing over 1.5 tons - from 401 California Street to 3333 California Street (San Francisco Chronicle 1957a:17, 1957c:9; Bronson 1963:176). During a dedication ceremony held on July 9, 1957, FFIC formally opened its new Home Office (San Francisco Chronicle 1957b:9; San Francisco Examiner 1957:12-13).

By 1963, FFIC's assets totaled over \$306 million, and the company acquired several profitable firms and began to offer medical insurance policies. By the late 1970s, the insurance industry as a whole was making large profits and many new competitors entered the market. In response, FFIC and many other established firms cut premiums to retain the market share, which proved an expensive mistake. Profits dropped over 75 percent in 1 year. In 1982, FFIC began to gradually relocate to the northern Marin County community of Novato and the 3333 California Street campus was renamed the Presidio Corporate Center. In 1985, UC Regents purchased the Midcentury Modern-designed corporate campus and renamed it UCSF's Laurel Heights Campus. In 1990, Europe's largest insurer, Munich-based Allianz AG Holding, purchased FFIC for \$3.3 billion and gained access to U.S. insurance markets. In 2000, FFIC was Marin County's largest employer, with 2,400 employees. In 2015, FFIC relocated to the Sonoma County community of Petaluma (Halstead 2015).

**Presidio Corproate Center.** In 1982, FFIC sold 3333 California Street to Chartered Associates of California, Ltd. (CAC), a private real estate investment group. CAC intended to repurpose the building and lease it as office and/or administrative space. The group sought to secure long-term leases from variously sized groups, especially to “emphasize its appropriateness for high technology client's administrative use” (Chartered Associates of California, Ltd. 1983). This new use triggered a shift from a corporate campus to an office park, whereby several smaller independent companies or branch offices would lease office space. CAC's first client was FFIC, who leased back 60 percent of the building; this share steadily decreased as the company gradually relocated to a new property in the Marin County community of Novato. On January 30, 1985, CAC sold 3333 California Street to the Regents of the University of California (Miller 2015:2).

**University of California, San Francisco.** What would become the University of California began in 1853 as the Contra Costa Academy. In 2 years, the Oakland-based institution was renamed College of California. On March 23, 1868, the State Legislature merged that institution's existing faculty, buildings, and land with an embryonic, well-funded, yet rootless public University system to become the University of California (UC). In September 1873 UC relocated to its present campus in Berkeley. That same year, San Francisco-based physician Hugh H. Toland donated his medical college, Toland Medical School, to UC which, along with the California College of Pharmacy, founded in 1872 by the California Pharmaceutical Society, and a school of dentistry, then called the Affiliated Colleges, moved to a 13-acre site donated by San Francisco Mayor Adolph Sutro in 1895 and became UCSF. Known as Parnassus Heights, the site contained the UCSF medical and pharmacological schools (UCSF 2017). Over time UCSF became known for recruiting quality faculty and developing top-ranked academic programs. During the early-to-mid 20th century, UCSF continued to expand and received generous public support and large government research grants. By 1972 a new hospital, three research towers, and a nursing building were built on an already crowded campus. Also by the 1970s, San Francisco expanded westward, covering the sand dunes and filling lands near UCSF with residences. Residents grew concerned by UCSF's continuous expansion. In response, the Mount Sutro Defense Committee was formed and sued UCSF, claiming the school's environmental analysis was insufficient and violated the California Environmental Quality Act (CEQA) (Piller 1993:120-123).

\*Recorded by: Michael Hibma

\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**D6. Significance (continued):**

The outcome was a 1976 agreement that in exchange for allowing construction of a new hospital, dental school, and library, total square footage would be capped and Mount Sutro would be off limits as designated open space. However, UCSF continued to attract more top faculty, more students, and more funding – making a tightly packed campus more claustrophobic. Growth would have to occur away from Parnassus Heights. When FFIC left their Home Office campus at 3333 California Street in 1982, the UC Regents saw an opportunity and purchased 3333 California Street from CAC. An additional \$30 million in renovations was proposed to provide needed space to take pressure off of the Parnassus Heights campus (UCSF 1986). The move generated controversy from local residents who argued that using toxic chemicals, carcinogens, and radioactive substances were inappropriate in a residential setting. After several public meetings, the UC Regents' Environmental Impact Report (EIR) contained mitigation measures to diminish impacts of the proposed project and address residents' concerns (Piller 1991:123; Save Mount Sutro Forest 2004).

In 1986, neighbors organized and formed the Laurel Heights Improvement Association (LHIA) and sued the UC Regents in State Superior Court, claiming the EIR did not comply with CEQA. They lost and appealed. In *Laurel Heights Assn v. the Regents of the University of California*, the California Court of Appeal (Appellate Court) overturned the lower court and found the EIR inadequate due to an incomplete project description, deficient analysis of alternatives and mitigation, and too little consideration of cumulative impacts from “reasonably foreseeable future projects,” which in this case was UCSF’s possible expansion into spaces occupied by other tenants (Piller 1991:138-139). The Appellate Court ordered a “90 day stop to all research and laboratory programs currently underway at Laurel Heights.” This order was canceled by the State Supreme Court (UCSF 1987a). By this time, the School of Pharmacy, Center of Deafness, Office of Research Affairs, Labor Relations, administrative offices, and satellite offices of UCSF Police and Environmental Health and Safety had relocated to Laurel Heights (UCSF 1987b:9).

The UC Regents appealed to the California Supreme Court. In 1988 the justices ruled to uphold the Appellate Court’s findings regarding deficient project description and alternatives analysis, but overruled on mitigation. Regardless, the Court set aside the original EIR and directed UC Regents to prepare a new one (Piller 1991:143). In the meantime, the Court directed UCSF to stop expansion. In October 1989, UCSF prepared a new EIR (UCSF 1989). LHIA and others submitted many comment letters requesting clarification or new information. In April 1990, the final EIR was published but UCSF did not recirculate it for public review and certified the new EIR. LHIA sued, lost, and appealed. The Appellate Court concurred with LHIA that a new EIR needed to be recirculated to give the public an opportunity to review the changes and provide additional comment. Once again, UC Regents appealed to the State Supreme Court and lost (Piller 1991:147; Save Mount Sutro Forest 2009). As a result of the litigation process, UCSF administrators determined that Laurel Heights would contain space for desktop research, administration, a child care center, a café, and parking capacity for 543 vehicles. In 2012, UCSF sought to consolidate satellite campuses to reduce costs, effectively reversing the original reason for relocating to Laurel Heights. Citing a feasibility study that concluded that significant funds would be required to maintain the facility for its 1,200 employees, school officials determined to sell the project site and relocate (UCSF 2012). As of this writing, the UCSF Laurel Heights Campus occupies the former FFIC Home Office and is owned by the Regents of the University of California, subject to a 99-year pre-paid ground lease to the project sponsor, Laurel Heights Partners, LLC.

**San Francisco HIV/AIDS Crisis.** In 1981, a UCSF pathologist first diagnosed Kaposi’s Sarcoma, a form of cancer which often affects those infected with human immunodeficiency virus (HIV). Doctors quickly identified other illnesses disproportionately affecting previously healthy gay men in San Francisco. The San Francisco Department of Public Health, then located at 101 Grove Street, created a system for recording cases of Kaposi’s Sarcoma and other unusual illnesses. The illness was reclassified as ‘Acquired Immune Deficiency Syndrome’ (AIDS) in 1983 (Graves and Watson 2015:292-293).

In 1981, Dr. Merle Sande, Chairman of the Medical Department at San Francisco General Hospital (SFGH), quickly realized the illness’s epidemic potential. He created SFGH’s Oncology Department in 1981 and appointed Dr. Paul Volberding to oversee the treatment of growing cases of Kaposi’s Sarcoma in the city. On January 1, 1983, SFGH opened Ward 86 located at 995 Potrero Avenue in San Francisco, the first clinic dedicated to the treatment of AIDS in the United States. Ward 86 worked with the Shanti Project, an oncology-focused grief counseling organization, to provide mental health support to those living with an AIDS diagnosis. Ward 86 also incorporated doctors from SFGH’s Departments of Psychiatry and Medical Social Work to develop innovative patient care (Blaisdell and Grossman 1999:223). This model was adapted to combat AIDS infection nationwide. As described above due to protracted litigation between UCSF and LHIA, the medical and pharmacology faculty, students, and support staff at UCSF Laurel Heights did not meaningfully contribute to addressing the HIV/AIDS Crisis in San Francisco.

\*Recorded by: Michael Hibma

\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**D6. Significance (continued):**

**Architectural Context – Corporate Campus.** By 1950, American businesses were anticipating a period of remarkable growth. With Europe and Japan still reeling from the effects of the war, as well as pent-up consumer demand after two decades of severe economic depression and wartime rationing, the business community was optimistic. At that point, American business controlled over 60 percent of global industrial production, and the traditional business model of a hierarchical leadership based on nepotism was replaced with an administrative one based on merit. The nation's cities were also changing, as Americans were relying on personal automobiles for transportation and favoring homes in the less-dense outlying and suburban areas. Living and working in the "dirty, smelly, and dangerous" major cities was not how most mobile and affluent Americans wanted to arrange their lives. Suburban areas, with their decentralized land use patterns that had areas of untouched "green space," strongly attracted Americans seeking to reconnect with a pastoral past.

The "correlation of greenness with goodness" allowed big business to give rough-and-tumble capitalism a mild, pastoral veneer. The corporate campus first appeared in the late 1940s to manage research, attract university scientists, and use a high-minded institutional feel to create a corporate identity. The arrangement of buildings, roads, medians, verges, water features, infrastructure, green spaces, and parking lots was based on the design and layouts of universities. The corporate campus would evoke the feel of a university campus, where the mission is to ponder, research, and collaborate in a quiet, quasi-natural pastoral setting interspersed with stately buildings, which, it was believed, would enable progress. As more Americans went to college a corporate campus that reminded them of their student days was an effective recruiting tool.

In her book *Pastoral Capitalism*, author Louise Mizingo created three suburban workplace typologies: **Corporate Estate**, **Corporate Campus**, and **Office Park**. Closely related to the Corporate Campus, the Corporate Estate served as the headquarters for top management and was set in vast landscape designed to convey power and prestige. In the case of 3333 California Street, FFIC sought to merge regular day-to-day operations and line staff with top management under one roof on a site not considered "vast" (i.e., not hundreds of acres) in size. Considered a "lower cost, flexible alternative to the corporate campus and corporate estate," the Office Park contained "multiple businesses [and] lower-level regional corporate management, corporate back office functions, start-up companies, and corporate services providers." As FFIC's corporate headquarters, 3333 California Street was designed to be the nucleus of the firm and not serve in a secondary or support role. For these reasons, the definition of "Corporate Campus" is more appropriate to 3333 California Street.

Landscape design played a major role in engineering the desired pastoral setting and feeling. Landscape architects demonstrated the restrained, functional, logical philosophy of modernist design. Typical aspects in landscape design included linear tree lines, margins with evergreen ground cover, rectangles of open lawn, and thick plantings of uniformly spaced trees bordering the site. The park idea was reflected in the names given to these campuses, such as "research park," "executive park," "industrial park," "business park," "office park," and "technology park." A pastoral suburban setting cleared of the clutter found in a dense urban setting was desired by educated and ambitious Americans. Companies found that moving to a quasi-university, pastoral setting instilled a pride of place in their employees, and staff turnover dropped.

Once inside the campus, the emphasis on collaboration, mixing the informality of the academy with the formality of capitalism, and team-oriented thinking were reinforced by an open, flexible interior design and layout. The design of the interior spaces reflected a "systems engineering" approach where floors would be open and departments logically arranged so those working in related fields would collaborate more easily "mixing formality with informality [ . . . ] mix procedures of exchange, of information, of documentation with means of insuring bypasses and endruns." The flow and arrangement stressed the restrained, functional, unadorned modernist design. Glass curtain walls allowed those inside to have a full view of the landscape and vegetation. The building layout typically consisted of an extended office or laboratory connected by an architectural bridge, which expressed a Modernist ethos. Glass panels were framed with walls of glazed, colored brick. As the typical campus was located outside a city, land was cheaper and the buildings themselves could be shorter and spread out to cover more area. Elevators were not always required, and architects were free to design elaborate staircases.

The corporate campus significantly changed how the American post-war business community reorganized itself and accommodated itself to the sensibilities of the modern workforce. Many came to believe that you had to have a campus-like setting to realize progress and foster discovery and innovation. In northern California, IBM's 650-acre Almaden Research Center in a then-rural Santa Clara County was considered the prime example of corporate campus design and philosophy. Today, these property types, "where capital creates knowledge and knowledge creates capital," are found all over the world and continue to merge the "worlds of corporate capitalism, university-based and federally sponsored research, and private think tanks" (Wyckoff 2014:328-329).

**D6. Significance (continued):**

**Midcentury Modern.** Midcentury Modern is an offshoot of the Modern/International style and has its roots in the rise of industrial manufacturing during the late-19<sup>th</sup> century. During this period of intense American industrial and commercial growth, a new form of building was needed to house workers in the increasingly dense and expensive downtown commercial core areas. Expanding horizontally was not a viable or affordable option, so the solution was to expand vertically. Two practical innovations made this possible: steel-framed superstructure and elevators (Kunstler 1993:65). The origins of the steel superstructure and elevators are found in the Comstock Lode mining operations of the 1870s. Mining technical journals of the period depicted a representative mine supported by the “Deidesheimer Square,” a heavy-timber cube developed by German mining engineer Philip Deidesheimer. His square allowed miners to create underground cavities of any size and link them together, roughly forming a honey-comb of structural support. This structural system allowed miners to exploit deep veins of ore. All that was needed to transform the underground mine into a downtown landscape was to replicate the Deidesheimer Square in metal, creating a virtual atmospheric mine shaft. Along with Deidesheimer’s boxed frame, other underground innovations such as forced-air ventilators, elevators, and electrical and proto-telephone systems connected miners with the surface (Brechtin 2006:67-70). These support and communications systems were readily adapted to above-ground uses. For architects, the boxed steel frame used in buildings made the use of heavy timbers, stone, or brick no longer necessary. Several architects, such as Louis Sullivan, seized on this new method and mocked the continued use of stone and/or wood by architects as obsolete. The outer wall now became a veneer, and could be clad with metal, glass, porcelain, or tiles (Kunstler 1993:65). During the early-20<sup>th</sup> century, architects gradually embraced a minimally decorated façade and began to remove historically sourced symbols and motifs from their commercial buildings. The embrace of the machine age favored a sleeker, more refined appearance. While some architects created eclectic interpretations of traditional design and forms, other architects disregarded such influences as archaic, sentimental, and coded with nationalist messages. The World War I experience further disillusioned many architects and artists who regarded traditional forms as representations of “a failed social and political structure” (Wiseman 2000:149). Seeking to put the trauma of the war years behind them, Americans found diversion in raucous jazz, speakeasies, sports heroes, and an unparalleled period of Wall Street-driven prosperity of the 1920s. In architecture, this was symbolized in the Art Deco, with zigzags, sunbursts, rich colors, and materials set in dramatic angles.

Following the stock market crash of 1929 and the Great Depression of the 1930s, designers stripped away Art Deco’s rich materials and jazzy ornamentation to emphasize a sense of smooth, subdued motion conveyed by clean lines. Known as “Streamlining,” this design concept reflected the hope held by many that science and technology would rejuvenate the economy. This was reflected by applying a streamlined, aerodynamic approach to machines, such as automobiles, train locomotives, and ships for increased speed and efficiency (Gelernter 1999:248-250). When applied to architecture, this design aesthetic was known as Streamline Moderne. Finding a broader and wider exposure in commercial and industrial applications, this new image replaced Art Deco as the signature modern design. Although shorn of most decorative elements, the subdued Moderne architecture of the 1930s set the stage for the rapid adoption and expansion of Modern architecture following World War II (Longstreth 2000:126-127; Gelernter 1999:226-227, 250-251). The streamlining design movement of the 1930s helped establish the modern post-World War II American aesthetic, which removed all historical reference in architecture. The 1930s set the stage for the Modern/International-styled design of European architects Mies van der Rohe and Le Corbusier, which in turn prefigured Midcentury Modern. These and other architects applied the basic principles of the Deidesheimer Square to create a building that required no load bearing exterior walls. Bricks and stone were replaced with sheets of glass or metal. This found widespread favor as reflective of post-war American society and spread to all major cities and outlying areas (Gelernter 1999:262-263). These buildings were economical to build, with a simple design, devoid of elaborate ornamentation, that was easily replicated, a quality that appealed to businesses (Wiseman 2000:149).

Out of this design evolution came Midcentury Modern, which reflected the emerging philosophy of indoor-outdoor living in sunny post-war California. Midcentury Modern’s minimalist design aesthetic began in prewar Scandinavia and became widely popular in the postwar United States. Americans became aware of Midcentury Modern by an exhibition titled “Design in Scandinavia” that toured the United States in 1954. Scandinavian minimalist design stressed clean lines, open floor plans with few interior walls, and houses once comprised of several small rooms were opened up, creating a roomier house within the original building footprint. This open-plan layout featured natural materials such as wood, stone and brick, minimal decoration or clutter, clean lines, functional design that appealed to middle class Americans who, after 20 years of economic and wartime privation, was looking for something new (Quinn 2015:6-7, 14-16). In postwar San Francisco, Midcentury Modern was most frequently applied to residential design. These years coincided with one of the longest stretches of economic prosperity in American history. The design of a minimalist container to facilitate indoor-outdoor living translated into low costs contractors and developers to obtain materials and labor. “Houses like these, along with many flat roofed mid-century houses were designed to be built as quickly and as economically as possible” (Quinn 2015:17).



\*Recorded by: Michael Hibma

\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**D6. Significance (continued):** As stated in the Planning Department's Modern HCS, Midcentury Modern "incorporated the emerging philosophy of indoor-outdoor living." California's temperate Mediterranean climate allowed designers to create living spaces where occupants could just as easily enjoy the outdoors as well as the indoors. Large expanses of glass allowed the scenery and sunlight into buildings, making time spent at work or at leisure what was believed to be an inherently more pleasant experience. The use of patios, pergolas, and interior courtyards created welcoming, shaded transition areas where the inside and outside merged together (San Francisco Planning Department 2010:91, 115-116). Churches in particular embraced Midcentury Modern design elements that emphasized exaggerated roof forms, projecting overhangs, and articulated façades. Midcentury Modern municipal buildings were often clad with brick walls and projecting vertical elements.

**Landscape Architecture.** Midcentury Modern's concept of indoor/outdoor living was embraced by landscape architects. Working together with architects, landscape architects created outdoor areas that were meant to be actively used and not passively enjoyed as decorative scenery. The use of plants to structure an outdoor space became popular. Rather than creating gardens of many exotic plants, modernist landscape architects preferred to design using a narrow variety of plants to create space or volume. Modern art was a source of inspiration. Asymmetry, irregular layouts, and cubist forms found in many paintings were translated onto the landscape. "One of Garrett Eckbo's gardens is a literal interpretation of a specific Wassily Kandinsky painting. Robert Royston was also influenced by the sweeping arcs and converging diagonals of Kandinsky's paintings and the biomorphic and cubist forms of Le Corbusier and Mies van der Rohe" (San Francisco Planning Department 2010:139-140). Postwar landscape architects moved from designing individual residential projects to master planning larger projects, including college and university campuses, civic squares, and regional planning. This expansion was pioneered by Garrett Eckbo, designed over "175 housing developments, 75 community facilities, 81 educational sites, 62 commercial properties, 9 planning projects, and between 600-800 private gardens" over a 29-year period (San Francisco Planning Department 2010:141).

In the San Francisco Bay Area, through efforts by professional landscape architectural organizations such as Telesis, a specific vision of a regional Bay Area design emerged. Telesis consisted of young, college-educated professionals who, through a shared experience in various New Deal work programs, believed that good design, based on education and scientific methods, could better society. They called for architects, landscape architects, planners, designers, and others to collaborate in regional planning. Cut short by service in the armed forces during WWII, these ideas would re-emerge to influence postwar planning in San Francisco and in the Bay Area region (San Francisco Planning Department 2010:141-143). Modernist landscape property types in San Francisco include: private residential gardens, large-scale residential complexes, rooftop gardens, civic and institutional landscapes, and commercial and corporate landscapes. 3333 California Street is an example of a corporate landscape. Most of San Francisco's corporate landscapes are located in the Downtown area, and, due to limitations in available space, these landscapes are small and built around a small plaza or park, a pedestrian bridge over a water feature, or a detached building set within a park. Common design elements in these landscapes include "lighting features, benches and seating areas, grassy areas, signage, trees, walkways and pedestrian circulation, planters, fountains, and sculpture" (San Francisco Planning Department 2010:148-150).

**Edward B. Page.** Edward Bradford Page was a San Francisco-based architect who lived and worked in the Marin County communities of Bolinas and Sausalito. He designed buildings locally in the early to mid-20th century. According to online information available at the American Institute of Architects (AIA), Edward Bradford Page was born in Alameda on December 27, 1905. Edward Page was the son of Charles Page, who served as FFIC's Chairman of the Board as well as a San Francisco City Fire Commissioner, and chairman of the Northern California War Finance Committee during WWII (Daily Independent Journal 1963). Edward Page graduated in 1930 with a Bachelor of Science degree from Yale University's Sheffield Scientific School, and two years later he graduated with a Bachelor in Fine Arts in Architecture from Yale University's School of Fine Arts. After graduation, he traveled throughout Europe and North America. By 1937, he was back in the Bay Area and took a job as a draftsman for the Golden Gate International Exposition. From 1938 to 1942, Edward Page worked as a draftsman for several San Francisco-based architectural firms. From 1942 to 1943, Page served as a Commissioner on the San Francisco Arts Commission (American Institute of Architects 1955:417). Edward married Mary Winteringham in 1933 (San Francisco Chronicle 1944). Edward and Mary Page had two children, a boy, William, born in 1938, and a daughter, Georgia, born in 1941; three years later the Pages divorced.

During WWII, Page served in the United States Navy as a Supervising Architect in Naval Operations from 1942 to 1947. A year after leaving the Navy, Edward Page opened his own architectural firm in an office at 400 Montgomery Street in San Francisco. Page became an AIA member in 1949. In 1955, Edward, along with his wife and two children, lived in a single-family home built in 1909 at 2659 Filbert Street (American Institute of Architects 1955:417, 1962:530; San Francisco Planning Department 2017a). By 1962, and in addition to the Fireman's Fund Home Office at 3333 California, Page was credited with designing a (unnamed) housing project and two schools (also unnamed) in San Francisco, and a private residence in the Marin County community of Belvedere which resulted in an AIA Award of Merit (American Institute of Architects 1962:530). In 1968, Edward dissolved his firm and formed the San Francisco architectural firm of Page, Cloudsley & Baleix. By 1970, Page and his family lived at 25 San Carlos Avenue in the Marin County community of Sausalito. Edward Page died on November 11, 1996.

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\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**B10. Significance (continued)**

Based on a review of background and archival materials, Edward Page is not associated with any particular style, and is not considered a notable architect (San Francisco Planning Department 2010:181-182) (American Institute of Architects 1955:417; 1962:530; 1970:688). Information reviewed indicates that, along with 3333 California, Page is credited with designing: the Mason B. Wells House, constructed 1955 at 105 Acacia Avenue, Belvedere, Tiburon (extant) (Pacific Coast Architecture Database 2015a, 2015b, 2015c; ParcelQuest); a four-story parking garage containing 2,700 stalls constructed in 1964-1965 at San Francisco International Airport (SFO), considered at the time to be the “world’s largest” (since demolished) (The Times 1965; AIA 1970:688); remodeling SFO’s Central Terminal in 1963 (since demolished) (The Times 1963); a Fireman’s Fund branch in Fresno in 1964 (status unknown) (AIA 1970:688); and the Stanford Faculty Club constructed 1965 at 439 Lagunita Drive, Stanford (extant) (Stanford University 2017; AIA 1970:688).

**Eckbo, Royston & Williams.** The following section contains a brief biography of each of the firm partners. *Garrett Eckbo.* Garrett Eckbo was born in Cooperstown, New York, in 1910 and 2 years later he and his mother moved west to Alameda. In 1932, Eckbo went to U.C. Berkeley and studied Landscape Design and Floriculture. Eckbo graduated in 1935 and moved south to Ontario for a job at Armstrong Nurseries and learned about southern California plants. Through his education and work experience, Eckbo began to connect landscape design, architecture, and art to develop his style and approach to organizing space. Eckbo was part of an emerging school of landscape architecture that emphasized “multiple-use planning” that built in flexibility and mobility, making the design more fluid and adaptable (Wright 2008:115). He published several of his observations on landscape design and the human environment. In 1935, Eckbo married Oakland resident Arline Williams, the sister of future partner Edward Williams. In 1939 Eckbo took a job with the Farm Security Administration (FSA). He designed migrant-worker camps in California and other western states. Eckbo left the FSA in 1942 and through WWII he designed landscapes for defense housing projects in the Bay Area (Trieb 2000:62-66).

After WWII, Eckbo founded a firm with Robert Royston and Edward Williams, his brother-in-law. In 1946, Eckbo moved to Los Angeles to head up projects in southern California. He filled his days designing gardens and collaborating with architects on larger projects in residential areas and parks. He taught landscape architecture at the University of Southern California from 1948 to 1956 and also completed commercial designs such as the Alcoa Forecast Garden, a 3-year project, to showcase aluminum’s utility as a material in landscape design. The 1950s and 1960s were a highly productive time for Eckbo. He published numerous books including *Landscape for Living* (1950), *The Art of Home Landscaping* (1956), *Urban Landscape Design* (1964), and *The Landscape we See* (1969) (Eckbo 1994). In 1958, Eckbo, Royston & Williams dissolved and Eckbo formed a new firm with Edward Williams and Donald Austin which became EDAW. Eckbo returned to the San Francisco Bay Area in 1963 and began teaching Landscape Architecture at the University of California, Berkeley, eventually becoming Department Chair in 1965. He served in that capacity until 1969 and retired in 1978 as Professor Emeritus. Before retiring, he took up a foreign teaching post in Japan as Visiting Lecturer in the University of Osaka Prefecture’s School of Urban Landscape Design. All the while, he found time to design Fulton Street Mall in downtown Fresno as an urban alternative to huge shopping centers surrounded by parking lots (Trieb 2000:62-66). In 1974, Eckbo was Visiting Lecturer in the School of Architecture at the University of New South Wales and the University of Queensland (Eckbo 1994). Eckbo gradually transitioned out of design work and explored more theoretical design applications and concepts. His work was acclaimed by clients and emulated by landscape architects nationwide (Mann 1993:327-328). Eckbo died on May 15, 2000 (Pacific Coast Architecture Database 2015a).

*Robert Royston.* Robert Royston was born in San Francisco in 1918. He grew up on a Santa Clara Valley farm. In high school he excelled in drawing, dramatic performance, and athletics. After graduating from high school, he went to U.C. Berkeley in 1936 to study Landscape Design, where he earned a degree. After graduation Royston got an internship with Thomas Church, where he pursued his interest in design and the outdoors. The internship quickly became a fulltime job, and he was working on several large projects in San Francisco, including Valencia Gardens and Parkmerced Apartments. Royston served in the U.S. Navy in WWII and while off-duty, he crafted models of residential gardens using scrap metal. After founding Eckbo, Royston, and Williams, Eckbo moved to southern California to head the firm’s Los Angeles office, and Royston remained in northern California and kept busy handling the crush of work related to the postwar housing boom. Most of the workload was low-density suburban tracts. He soon expanded to also design parks, plazas, and planned residential communities, often in collaboration with notable architects. His site plans emphasized the integration of indoor and outdoor space and elegant, functional garden rooms. After leaving on amicable terms with Eckbo and Williams in 1958, Royston formed a new firm with Asa Hanamoto. The firm developed into Royston, Hanamoto, Alley, and Abey, which is still in existence today and maintains its headquarters in the Marin County community of Mill Valley. Later in life, the American Society of Landscape Architects, the American Institute of Architects, and the American Society of Landscape Architects honored Royston for his prolific works. Royston died on September 19, 2008 (Pacific Coast Architecture Database 2015b).

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\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**B10. Significance (continued)**

*Edward Williams.* Edward Williams was born in 1914 in Pennsylvania and later moved to Plainfield, New Jersey. In 1932 he moved to San Francisco and studied Landscape Architecture at U.C. Berkeley, alongside Garrett Eckbo. Williams graduated in 1935 and soon formed a lifelong partnership with Eckbo after Eckbo married Edward's sister. In 1939, they formed Eckbo and Williams, a landscape architectural firm in Los Angeles. In 1945, Robert Royston joined the firm. Williams later became a partner in EDAW, a landscape architectural and urban design firm that formed after Robert Royston's departure. Williams and his wife later lived in San Rafael and he died in 1984 (Pacific Coast Architecture Database 2015c).

**California Register of Historical Resources Eligibility Evaluation.**

The following evaluation assesses whether the Midcentury Modern-designed corporate campus at 3333 California Street sufficiently retain the qualities and character-defining features that would qualify as eligible for inclusion in the California Register or for local designation.

*Criterion 1*

The Midcentury Modern-designed corporate campus within 3333 California Street is associated with the mid-to-late 20th century development of the Laurel Heights Neighborhood which began after the closure of Laurel Hills Cemetery. This period significantly contributed to the broad patterns of California's history and cultural heritage. Background research indicates that FFIC has a long history in San Francisco. The company offered an innovative program to provide volunteer firemen a pension program that incentivized aggressive fire suppression. The company played an important role in the aftermath of the 1906 Earthquake and Fire. Although over 8,600 policyholders lost policy documentation in the fire, FFIC took each at their word as evidence of coverage, in the process earning the high esteem of San Franciscans. The company also provided coverage for losses from explosions, natural disasters, automobiles, marine vessels, and water damage. The same year, FFIC was the first to offer nationwide automobile insurance coverage. In the 1920s FFIC reached out to the then-emerging movie industry to secure new customers and open new markets for providing insurance coverage. Information in the background materials reviewed indicated that although, as a company, FFIC is associated with new approaches to providing insurance services or products, background research indicates that these events occurred while FFIC was headquartered at 401-407 California Street beginning in 1867 and continuously for 90 years until FFIC relocated to 3333 California Street in June 1957. Accordingly, the innovative aspects of the company's history are more directly associated with the former FFIC headquarters at 401-407 California Street and not 3333 California Street. Background research also indicated that by 1970, FFIC followed well-established business practices in the insurance sector and their business model fostered growth of overseas offices and an increase in market share. The insurance industry as a whole was very profitable; accordingly, many new competitors entered the market to compete with established firms for market share. In response, many established firms cut premiums to retain their market share, which proved costly and nearly ruinous. Profits dropped over 75 percent, ultimately spurring FFIC to relocate from San Francisco to Marin County. Therefore, as 3333 California Street was the FFIC's Home Office for over 25 years, background research indicated that 3333 California Street is not associated with innovations in products, services, or the practice of private commercial or residential insurance in California or the United States.

As a satellite campus of UCSF, Laurel Heights is associated with the historical patterns associated with Theme 8: LGTBQ Medicine (1940s to 1970s) (Graves and Watson 2015:345). The campus became part of UCSF in 1986; however, due to protracted litigation between LHIA and UCSF over plans to use the campus for biomedical research and drug development, 3333 California Street did not play a meaningful or significant role in the research and development of anti-viral medication. Moreover, the building was not constructed as an educational institution, and possesses no specific characteristics that elevate its association with this theme. Several other hospitals, pharmacies, or medical research facilities in San Francisco, such as San Francisco General Hospital and the Langley Porter Clinic at UCSF's Parnassus campus, played a more meaningful and consequential role, and continue to do so. Background research indicates that 3333 California is an important example of a suburban corporate property type adapted to an urban setting in San Francisco. During a time when American corporations were leaving major cities for the suburbs, FFIC and its three main subsidiaries remained in San Francisco. A comparative analysis of private corporate campus properties in San Francisco indicates that 3333 California Street is an urban adaptation of a typically suburban property type. Assembling a 10-acre site in San Francisco using conventional means of buying and merging many individually-owned parcels would have involved a long and expensive process of property acquisition involving numerous landowners. Purchasing from the San Francisco Unified School District, made it feasible to build a corporate campus in a densely developed urban area. Background research did indicate that the interior design and organization of 3333 California reflected the design intent of the corporate campus to create opportunities for spontaneous interactions to help spur creativity, while allowing staff of various departments within the company and its in-house subsidiaries to streamline operations and work more efficiently. For this reason, the Midcentury Modern-designed corporate campus at 3333 California Street does appear eligible under Criterion 1.

**B10. Significance (continued)**

*Criterion 2.* Background research did not identify associations with the lives of persons important to local, California, or national history. Background research did not indicate that 3333 California Street was the site of medical innovation. The campus was once the site of the Lone Mountain Cemetery, later renamed Laurel Hill Cemetery, and was the final resting place of prominent Californians, such as cable car inventor Andrew Halladie, first American consul Thomas Larkin, Major James Van Ness, and United States Senators David Broderick, Milton Latham, Edward Baker, William Sharon, and James Graham Fair. However, their interments and monuments were removed and relocated by 1942. This site is designated California Historical Landmark No. 760. For these reasons, the Midcentury Modern-designed corporate campus at 3333 California Street does not appear eligible under Criterion 2.

*Criterion 3.* The Midcentury Modern-designed corporate campus at 3333 California Street embodies distinctive characteristics of Midcentury Modern commercial architecture, an architectural type and period regarded as the “most common Modern style built in San Francisco” (San Francisco Planning Department 2010:181). Collectively, the campus was designed and built to serve as the FFIC’s Home Office and meet the need to streamline and modernize their operations and to demonstrate the firm’s success. These buildings, like many other Midcentury Modern commercial buildings in San Francisco and California, vary in size and are generally uniform in appearance and utilitarian in design to accommodate subsequent renovation, expansion, and technological change. These buildings are typically austere in appearance with minimal ornamentation to emphasize clean lines and a machine-like appearance.

The corporate campus at 3333 California Street possesses several attributes of the corporate campus property type. The buildings are low, long, and set in an intentionally arranged landscape that evokes a park-like feel. The corporate campus originated in the postwar period and soon spread nationwide. Typical representative examples of the corporate campus are found in rural or suburban areas outside city limits and generally range from 40 to 200 acres. While the corporate campus at 3333 California Street has aspects that evoke this property type, it is located in an urban area on a 10.25-acre site within a former graveyard. Corporate campuses typically integrated both regular management and administrative personnel with product research or quality control and testing staff. The FFIC Home Office was designed to contain the operations of a modern insurance company.

The Main Building and Service Building at 3333 California Street have retained their usefulness as a multi-functional space since their construction with several subsequent alterations such as: a one-story addition to the California Street Wing; a one-story addition to the Laurel Street and Euclid Avenue wings; new California Street Entrance designed and built in 1982-1984 as part of the Presidio Corporate Center remodel of the California Street Wing of the Main Building; Interior alterations, reconfiguration of space, enclosure of open floors with partitions, and renovation to accommodate occupancy by UCSF; conversion of portion of basement to television studio; and installation of canopy above Service Building. The buildings were designed in 1955 by San Francisco-based architect Edward B. Page. The landscape was designed by the prominent Los Angeles-based landscape architectural firm of Eckbo, Royston & Williams. Neither Page nor the landscape architects lived in or maintained a business at 3333 California Street. As shown in the above analysis, the landscape architectural firm of Eckbo, Royston & Williams had an extensive portfolio of work statewide by the mid-1950s. Other previous owners, including FFIC and UCSF, are associated with 3333 California Street. FFIC left in 1982 and relocated to the Marin County community of Novato. The main campus of UCSF remains in its original location at Parnassus Heights.

Edward B. Page’s career as an architect spanned the early-to-mid 20th century. Background research indicates that Page lived in the Marin County communities of Sausalito and Bolinas but was not considered a prolific architect. During his career, Page designed numerous commercial buildings, including a then-revolutionary four-level parking garage at San Francisco International Airport. A review of popular architectural guides of the Bay Area, encyclopedias of contemporary architects, and West Coast architect biographical databases indicates that Page is not regarded as singularly prominent by the professional architectural community. Although the corporate campus at 3333 California Street is associated with Page, background research indicates that he is not considered to be an important creative individual.

Background research and analysis indicate that the campus is associated with the renowned landscape architectural firm Eckbo, Royston & Williams. Research indicates that 3333 California Street was not considered an important example of the design talents of Garrett Eckbo, Robert Royston, and Edward Williams, each of whom worked in the field for over 40 years for both private and public clients and taught university-level courses. Background research also indicates that 3333 California Street is one of many examples of the firm’s design output during the mid-20th century, which included many projects in northern and southern California, as well as Arizona and Wyoming.



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\*Date: May 12, 2017    ☒ Continuation    ☐ Update

**B10. Significance (Continued).**

Although background research indicates that the campus at 3333 California Street is associated with an architect with a small portfolio and contains a relatively undistinguished example of associated with renowned and prolific landscape architectural firm of Eckbo, Royston & Williams, the 10.25-acre campus at 3333 California Street does appear individually eligible under Criterion 3 for its uniform Midcentury Modern architectural qualities and designed landscape. The period of significance is 1956 to 1966, which encompasses the period when the building was constructed to when the last major addition was completed. For these reasons, the Midcentury Modern-designed corporate campus at 3333 California Street does appear eligible under Criterion 3.

*Criterion 4.* This criterion is usually used to evaluate the potential for archaeological deposits to contain information important in the understanding the past lifeways of San Francisco's early historic period and pre-contact inhabitants. Its application to architecture is less common in eligibility assessments as due to the prevalence of multiple media that thoroughly document the form, materials, and design of a given building type. Consequently, information of the Midcentury Modern style and construction techniques and related aspects of landscape design, as represented by the corporate campus at 3333 California Street, can be obtained from other widely available sources on this familiar architectural style and landscape design. For this reason, the corporate campus at 3333 California Street is unlikely to yield information important to the history of the local area, California, or the nation; therefore, it is not significant under this criterion. For these reasons, the Midcentury Modern-designed corporate campus at 3333 California Street does not appear eligible under Criterion 4.

**Integrity Analysis.**

The buildings and landscape at 3333 California Street have not been moved and retain integrity of *location*.

The buildings and landscape also retain integrity of *setting* as a corporate campus property. The surrounding area remains a dense, urban area with mixed uses in the buildings nearby. The naturally-occurring terrace remains in place, creating a setting transition for motorists and pedestrians traveling west along California and Pine streets. With the exception of the portion of the site facing Presidio Avenue, the landscaped area w retains its essential form and configuration and continues to convey a park-like setting.

The Midcentury Modern-designed corporate campus at 3333 California Street retains integrity of *design, materials, and workmanship*. With the excetptions of the (1) the remodeled entrance on the California Street Wing of the Main Building, (2) the UCSF Children's Center on the Euclid Avenue Wing of the Main Building, and (3) the landscaped area fronting Presidio Avenue, east of the California Street Wing of the Main Building, the 10.25-acre site retains most of the original circulation patterns, parking lots, and spatial relationships between the built environment and the designed landscape or landscaped open spaces dating from the 1956-1966 period of significance. The buildings retain the general appearance, massing, materiality, and fenestration systems that were in place during the 1956-1966 period of significance. The Main Building retains the original wrap-around curtain wall fenestration. The California Street Entrance was remodeled in 1982-1984 as part of a repurposing of the Main Building from serving a single company to a multi-unit office leasing space. Creating a Children's Center for UCSF staff between 1993 and 2002 resulted in alterations to a portion of the south-facing façade of the Euclid Street Wing of the Main Building.

The landscape retains sufficient integrity of scale and proportion from the period of significance. The brick perimeter walls, planter boxes, and retaining walls remain in good conditions with minimal damage from the exposure to the elements. Seating areas in the terraced courtyard and along the west side of the Laurel Street Wing of the Main Building are in place and retain several of the original benches and other furnishings. The original flagpole and concrete pergola near the Laurel Street Entrance above the terraced planters along Laurel Street remain in place, and the original hooded electroliers in the parking lot near the Service Building. Several of the original Cypress Trees and the older, presumably original vegetation have grown in size in the 50 years following the close of the period of significance; according to the UCSF Laurel Heights Facilities Services Department, dead or dying plants were replaced in kind.

The buildings retain integrity of feeling and association as a result of minimal apparent exterior modifications and interior alterations that reflect, to some degree, the original design and use as a changeable open floor plan. The landscape also retains integrity of feeling and association. From vantage points along Presidio and Masonic avenues, the naturally occurring landscape terrace conveys a sense of institutional importance by elevating the stately and imposing Midcentury Modern designed Main Building. The use of brick as façade cladding, planted terrace retaining walls, raised planters, and boundary walls, conveys a unity of design. Between the Main Building and the parking lots near the perimeter fence along California and Laurel streets was designed for pedestrian circulation, the enjoyment of staff, and the impression conveyed to visitors or potential clients.

**B10. Significance (Continued)**

**Conclusion.** The Midcentury Modern-designed corporate campus at 3333 California Street was originally constructed 1956-1957 (with matching additions built in 1964 and 1966) currently contains UCSF's Laurel Heights Campus at 3333 California Street (Block 1032/Lot 003). The Main Building and Service Building were designed in 1955 by San Francisco-based architect Edward B. Page and built in 1956-1957 (with subsequent sympathetic additions designed by Page in 1964 and 1966) for use as the Home Office of the Fireman's Fund Insurance Company. It is associated with the mid-20th century post-war commercial development of the Laurel Heights Neighborhood and San Francisco, a period that significantly contributed to the broad patterns of California's history and cultural heritage. During a time when American corporations were relocating to the suburbs, FFIC and its three main subsidiaries remained in one location within San Francisco. Assembling a 10-acre site in San Francisco using conventional means of buying and merging many individually-owned parcels would have involved a long and expensive process of property acquisition involving numerous landowners. Purchasing the entire site from a single buyer, in this case the San Francisco Unified School District, after their plans to build a new high school on the site fell through, made it feasible to build a corporate campus in a densely developed urban area. Background research did indicate that the interior design and organization of 3333 California reflected the open floor design intent of the corporate campus to create opportunities for spontaneous interactions to help spur creativity while allowing staff of various departments within the company and its in-house subsidiaries to streamline operations and work more efficiently. Therefore, 3333 California Street is an urban adaptation of a typically suburban property type. Although 3333 California Street was the FFIC's Home Office for over 25 years, background research did not indicate that the Midcentury Modern-designed corporate campus is associated with innovations in products, services, or the practice of private commercial and residential insurance in California or the United States.

3333 California Street was once located within the Lone Mountain Cemetery, later renamed Laurel Hill Cemetery, and was the final resting place of prominent Californians such as cable car inventor Andrew Halladie, first American consul Thomas Larkin, Major James Van Ness, and United States Senators David Broderick, Milton Latham, Edward Baker, William Sharon, and James Graham Fair. However, their interments and monuments were removed and relocated by 1942. The Midcentury Modern-designed corporate campus is associated with the FFIC and UCSF, two entities important in the history of the Laurel Heights Neighborhood, the City and County of San Francisco, and California. However, background research did not identify associations with the lives of persons important to local, California, or national history. Background research did not indicate that 3333 California Street was the site of notable medical innovation. Due to protracted litigation between UCSF and LHIA, it did not meaningfully contribute to addressing the HIV/AIDS Crisis in San Francisco during the 1980s.

The Midcentury Modern-designed corporate campus is associated with design characteristics of Midcentury Modern commercial architecture, regarded as the "most common Modern style built in San Francisco" (San Francisco Planning Department 2010:181). Background research also showed that the landscape was designed by Eckbo, Royston, & Williams, a renowned southern California-based landscape architectural firm that specialized in designing small residential gardens, public spaces, university campuses, and business parks from 1945 to 1958. Each of the individual partners then went on to partner with noted architects to design many more landscape projects for public and private clients that are highly regarded by the landscape architectural profession. These themes significantly contributed to the broad patterns of California's history and cultural heritage. Background research and a field surveys indicate that two major additions were built to the Main Building, one floor added in 1964, and a four-story addition with above ground parking and two circular garage ramp structures leading to the existing three-level partially below-grade parking, additional office and classroom space, and a 295-seat auditorium added in 1966. Typically, substantial alterations such as additional floors disqualify eligibility for inclusion in the California Register as the scale of change typically disrupts the overall historical physical integrity, thereby diminishing the resource's ability to convey its historical significance. However, in this case, the original building was designed to accommodate future expansion and the additions themselves were designed, by the original architect, to replicate the original materiality, massing, and Midcentury Modern architectural design. Although the campus at 3333 California Street is associated with the landscape architectural firm of Eckbo, Royston & Williams, background and archival research did not demonstrate that the Midcentury Modern-designed corporate campus was a prominent example of their work nor did evidence reviewed indicate which partner headed up the project. The Midcentury Modern-designed corporate campus is not mentioned among the various landmark designs held up as exemplary in the secondary literature reviewed, or in the case of Garrett Eckbo, the designer themselves.

However, for the reasons presented herein, LSA concludes that the Midcentury Modern-designed corporate campus, consisting of the two buildings and remaining designed landscape at 3333 California Street appears individually eligible for inclusion in the California Register at the local level of significance under Criterion 1 as an urban adaptation of a typically suburban property type, and under Criterion 3 for its Midcentury Modern architectural qualities; therefore, the campus qualifies as a "historical resource" for the purposes of CEQA.

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Date: 5/12/17



California Street entrance. 3333 California Street - Main Building, California Street Wing.  
North façade, view south. LSA photograph 2/11/17.



3333 California Street - Main Building, northeastern portion of California Street Wing.  
North façade, view southeast LSA photograph 2/11/17.

Recorded by: Michael Hibma

Date: 5/12/17



3333 California Street - Main Building, northwestern portion of California Street Wing.  
North and western façades, view east LSA photograph 2/11/17.



3333 California Street - Main Building California Street Wing.  
West façade, view northeast LSA photograph 2/11/17.



Recorded by: Michael Hibma

Date: 5/12/17



3333 California Street - Main Building, California Street Wing. West and (portion of) south façade, view north.  
Note deep ledges, curtain wall fenestration, and small seating area. LSA photograph 2/11/17.



3333 California Street - Main Building, Laurel Street Wing and Entrance. West façade, view east.  
LSA photograph 2/11/17.





3333 California Street – Main Building, Euclid Avenue Wing. North façade, view west towards Laurel Street entrance. LSA photograph 2/11/17.



3333 California Street – Main Building, Euclid Avenue Wing. North façade, view south. LSA photograph 2/11/17.



3333 California Street – Main Building, Laurel Street (southern portion) and Euclid Avenue wings. Laurel Street entrance. West façade, view east. LSA photograph 2/11/17.



3333 California Street – Main Building, Euclid Avenue Wing. West and south façades, view northeast from across Euclid Avenue/ Laurel Street intersection. LSA photograph 2/11/17.



Recorded by: Michael Hibma

Date: 5/12/17



3333 California Street – Main Building, Euclid Avenue Wing. South façade, view northeast.  
Daycare facility – outdoor play area. LSA photograph 2/11/17.



3333 California Street – Main Building, Euclid Avenue Wing and portion of east façade of Laurel Street Wing. South façade, view northeast from across Masonic/Euclid Avenue intersection. Note “UCSF” sculpted bushes. LSA photograph 2/11/17.

Recorded by: Michael Hibma

Date: 5/12/17



3333 California Street - Main Building, California Street Wing. South façade, view into interior courtyard.  
View northeast. LSA photograph 2/11/17.



3333 California Street - Main Building, Euclid Avenue Wing. East façade, view west from interior courtyard.  
LSA photograph 5/2/17.



Recorded by: Michael Hibma

Date: 5/12/17



3333 California Street - Main Building, Laurel Street Wing, east façade and portion of south façade of California Street Wing.  
View northwest from interior courtyard towards inside angle formed by Laurel Street and California Street wings.  
LSA photograph 5/2/17.



3333 California Street - Main Building, California Street Wing. South façade, view northwest from interior courtyard. LSA  
photograph 5/2/17.

Recorded by: Michael Hibma

Date: 5/12/17



3333 California Street - Main Building, California Street Wing. East façade, view northwest.  
LSA photograph 2/11/17.



3333 California Street - Main Building, California Street Wing. East façade, view northwest.  
LSA photograph 2/11/17.



Recorded by: Michael Hibma

Date: 5/12/17



3333 California Street - Service Building East façade, view west. LSA photograph 5/17/17.



3333 California Street - Service Building, north and west façades, view southeast. LSA photograph 5/2/17.



3333 California Street - Service Building, south and west façades, view north. LSA photograph 5/17/17.



3333 California Street - Service Building, south façade and delivery driveway entrance, view south.  
LSA photograph 5/17/17.



## **APPENDIX D**

### **CURRENT CONDITIONS**

## AERIAL VIEWS



**Image 1:** Main Building and grounds. Euclid Avenue Wing in foreground, Laurel Street Wing and California Street Wing behind and to the north. Service Building obscured by trees. South façade, view north. Image taken 1/27/17.

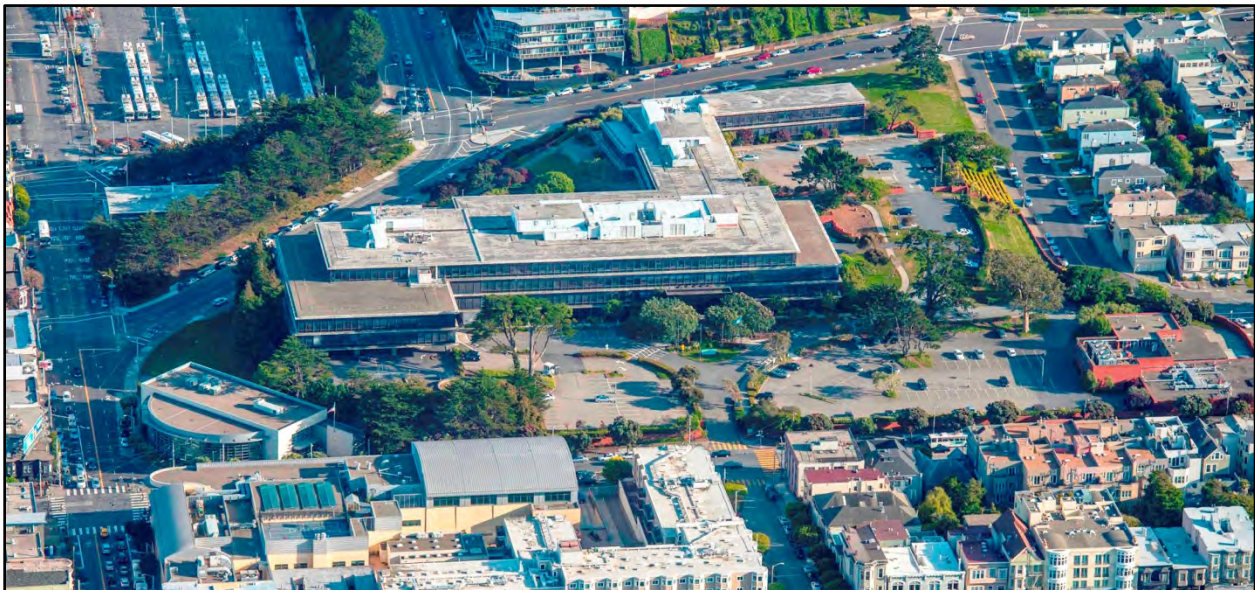


**Image 2:** Main Building, Service Building, and grounds. Euclid Avenue Wing at far left, Laurel Street Wing in center, and California Street Wing at far right. Service Building at top corner of property. South and east façades, view west. Image taken 5/28/14.





**Image 3:** Main Building, Service Building, and grounds. Main Building in center. Euclid Avenue Wing at upper left, Laurel Street wing between Euclid Avenue and California Street wings. Service Building at upper right partially obscured by trees. East façade, view west. Image taken 5/28/14.

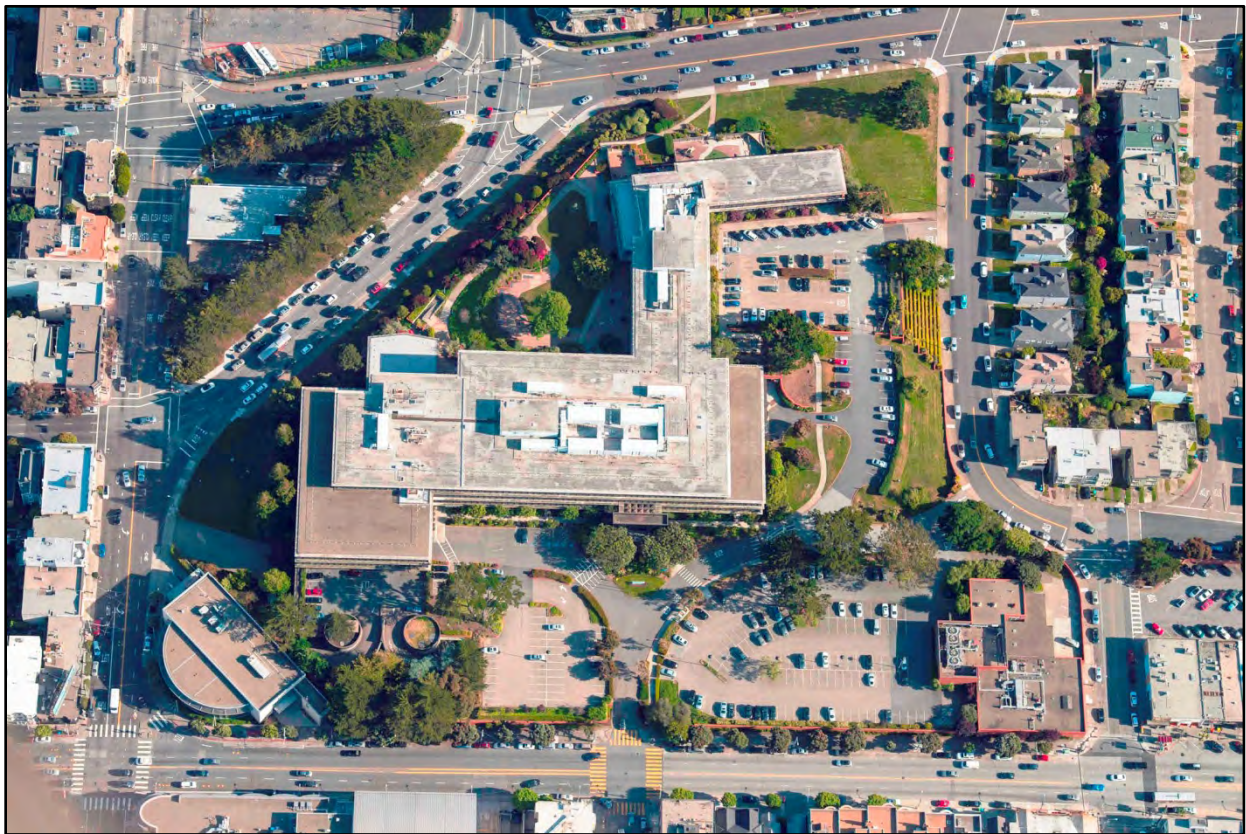


**Image 4:** Main Building, Service Building, and grounds. California Street Wing in foreground, Laurel Street Wing in center connected to Euclid Avenue Wing at upper right. Service Building at lower, right hand corner of property. North façade, view south. Image taken 5/28/14.





**Image 5:** Main Building, Service Building, and grounds. Main Building in center. Euclid Avenue Wing at upper left, Laurel Street wing between Euclid Avenue and California Street wings. Service Building at upper right partially obscured by trees. East façade, view west. Image taken 5/28/14.



**Image 6:** Main Building, Service Building, and grounds. California Street Wing in center, Laurel Street Wing branching off and connected to Euclid Avenue Wing at upper right. Service Building at lower, right hand corner of property. Image taken 5/28/14.



## EXTERIOR VIEWS



**Image 7:** 3333 California Street. North curtain wall. UCSF sign and five bolt holes indicating where California Historical Landmark No. 760 commemorative brass plaque was formerly affixed.  
LSA photograph, 5/2/17.



**Image 8:** California Street entrance. Main Building, California Street Wing.  
North façade, view south. LSA photograph 2/11/17.



**Image 9:** Main Building, northeastern portion of California Street Wing.  
North façade, view southeast LSA photograph 2/11/17.



**Image 10:** Main Building, northwestern portion of California Street Wing.  
North and western façades, view east LSA photograph 2/11/17.





**Image 11:** Main Building, California Street Wing.  
West façade, view northeast LSA photograph 2/11/17.



**Image 12:** Main Building, California Street Wing. West and (portion of) south façade, view north.  
Note deep ledges, curtain wall fenestration, and small seating area. LSA photograph 2/11/17.



**Image 13:** Main Building, California Street Wing. West façade, view east from across Laurel Street. Note brick curtain wall and grassy slope. LSA photograph 2/11/17.



**Image 14:** Main Building, Laurel Street Wing and Entrance. West façade, view east. LSA photograph 2/11/17.





**Image 15:** Main Building, Euclid Avenue Wing. North façade, view west towards Laurel Street entrance.  
LSA photograph 2/11/17.



**Image 16:** Main Building, Euclid Avenue Wing. North façade, view south.  
LSA photograph 2/11/17.



**Image 17:** Main Building, Laurel Street (southern portion) and Euclid Avenue wings. Laurel Street entrance. West façade, view east. LSA photograph 2/11/17.



**Image 18:** Terraced Garden, Laurel Street. View northeast from across Laurel Street. LSA photograph 2/11/17.





**Image 19:** Terraced Garden, Laurel Street. View north from Laurel Street sidewalk.  
LSA photograph 5/2/17.



**Image 20:** Main Building, Euclid Avenue Wing. West and south façades, view northeast from across Euclid Avenue/ Laurel Street intersection. LSA photograph 2/11/17.



**Image 21:** Main Building, Euclid Avenue Wing. South façade, view northeast.  
Daycare facility – outdoor play area. LSA photograph 2/11/17.



**Image 22:** Main Building, Euclid Avenue Wing and portion of east façade of Laurel Street Wing. South façade, view northeast from across Masonic/Euclid avenue intersection.  
Note “UCSF” sculpted bushes. LSA photograph 2/11/17.





**Image 23:** Main Building, California Street Wing. South façade, view into interior courtyard.  
View northeast. LSA photograph 2/11/17.



**Image 24:** Main Building, Euclid Avenue Wing. East façade, view west from interior courtyard.  
LSA photograph 5/2/17.





**Image 25:** Main Building, Laurel Street Wing, east façade and portion of south façade of California Street Wing. View northwest from interior courtyard towards inside angle formed by Laurel Street and California Street wings. LSA photograph 5/2/17.



**Image 26:** Main Building, California Street Wing. South façade, view northwest from interior courtyard. LSA photograph 5/2/17.





**Image 27:** Main Building, California Street Wing. South façade, view northwest.  
LSA photograph 5/2/17.



**Image 28:** Main Building, California Street Wing. South façade, view northwest.  
Auditorium in foreground. View northwest. LSA photograph 2/11/17.



**Image 29:** Main Building, California Street Wing. East façade, view northwest.  
LSA photograph 2/11/17.



**Image 30:** Main Building, California Street Wing. East façade, view northwest.  
LSA photograph 2/11/17.





**Image 31:** Service Building, north and west façades, view southeast. LSA photograph 5/2/17.



**Image 32:** Service Building, east façade, view west. LSA photograph 5/17/17.



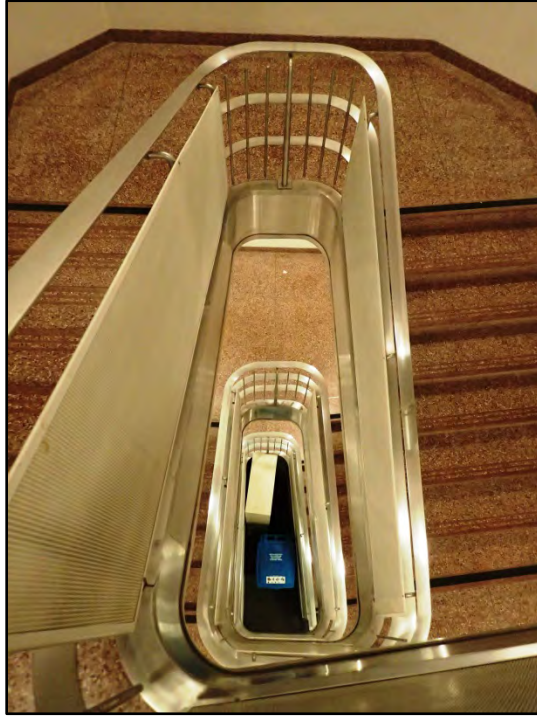
**Image 33:** Service Building, south and west façades, view north. LSA photograph 5/17/17.



**Image 34:** Service Building, south façade and delivery driveway entrance, view south.  
LSA photograph 5/17/17.



## INTERIOR VIEWS



**Image 35:** Main Building, California Street Wing. Stairwell detail.  
LSA photograph 5/2/17.



**Image 36:** Main Building, California Street Wing. Stair detail, note Terrazzo flooring.  
LSA photograph 5/2/17.



**Image 37:** Main Building, Laurel Street Wing. Cafeteria. Courtyard access doors in background.  
LSA photograph 5/2/17.

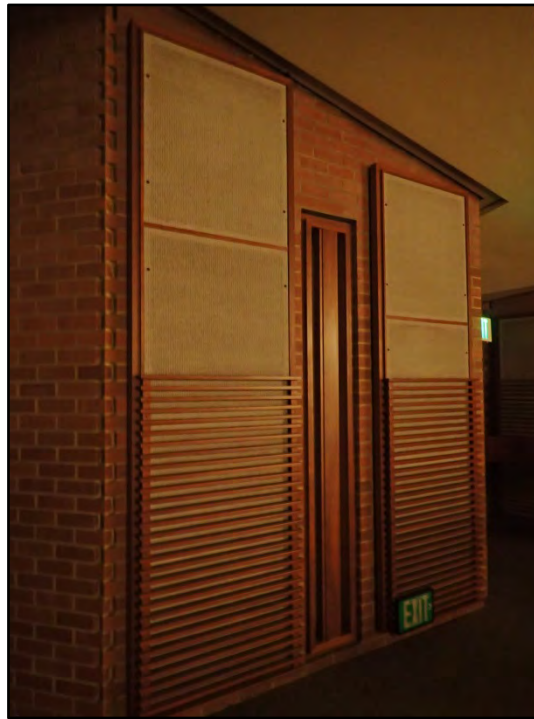


**Image 38:** Main Building, California Street Wing. Auditorium.  
LSA photograph 5/2/17.





**Image 39:** Main Building, California Street Wing. Auditorium.  
LSA photograph 5/2/17.



**Image 40:** Main Building, California Street Wing. Auditorium – typical wall screen feature.  
LSA photograph 5/2/17.



**Image 41:** Main Building, California Street Wing. Typical Mens' Restroom.  
LSA photograph 5/2/17.

## OPPOSITE BLOCK FACES

*California Street*



**Image 42:** North side of California Street near Laurel Street intersection. South and west façades, view north. LSA photograph 5/2/17.



**Image 43:** North side of California Street near Laurel Street intersection. South and west façades, view north. LSA photograph 5/2/17.





**Image 44:** North side of California Street approaching Walnut Street intersection. South and west façades, view north. LSA photograph 5/2/17.



**Image 45:** North side of California Street, at Walnut Street intersection. South and west façades, view north. LSA photograph 5/2/17.





**Image 46:** San Francisco Jewish Community Center. North side of California Street near Presidio Avenue intersection. South and west façades, view north. LSA photograph 5/2/17.



**Image 47:** San Francisco Jewish Community Center. North side of California Street near Presidio Avenue intersection. South façade, view north. LSA photograph 5/2/17.

*Presidio Avenue*



**Image 48:** East side of Presidio Avenue north of California Street.  
West and south façades, view northeast. LSA photograph 5/2/17.



**Image 49:** East side of Presidio Avenue south of California Street intersection.  
West façade, view east. LSA photograph 5/2/17.





**Image 50:** East side of Presidio Avenue approaching Pine Street/Masonic Avenue intersection. West façade, view southeast. LSA photograph 5/2/17.



**Image 51:** East side of Presidio Avenue at Pine Street/Masonic Avenue intersection. West façade, view east. LSA photograph 5/2/17.



**Image 52:** East side of Presidio Avenue at Pine Street/Masonic Avenue intersection. West and north façades, view southeast. LSA photograph 5/2/17.



**Image 53:** West side of Presidio Avenue at Bush Street/Euclid Avenue intersection. San Francisco Fire Department Station No. 10. East and south façades, view northwest. Top floor of Main Building California Wing of 3333 California Street visible through screen of trees behind firehouse. LSA photograph 5/2/17.



*Euclid Avenue*



**Image 54:** South side of Euclid Avenue at Laurel Street intersection. North and west façades, view southeast. LSA photograph 5/2/17.



**Image 55:** South side of Euclid Avenue, west of Laurel Street intersection. North façade, view south. LSA photograph 5/2/17.

*Laurel Street*



**Image 56:** West side of Laurel Street at Euclid Avenue intersection.  
East and south facades, view northwest. LSA photograph 5/2/17.



**Image 57:** West side of Laurel Street north of Euclid Avenue intersection.  
East and south facades, view northwest. LSA photograph 5/2/17.





**Image 58:** West side of Laurel Street north of Euclid Avenue intersection. East and south facades, view northwest. LSA photograph 5/2/17.



**Image 59:** West side of Laurel Street at Euclid Avenue intersection. East and south facades, view northwest. LSA photograph 5/2/17.



**Image 60:** West side of Laurel Street approaching Mayfair Drive intersection. East and south facades, view northwest. LSA photograph 5/2/17.



**Image 61:** West side of Laurel Street approaching Mayfair Drive intersection. East and south facades, view northwest. LSA photograph 5/2/17.





**Image 62:** West side of Laurel Street at Mayfair Avenue intersection. East and south facades, view northwest from 3333 California Street towards Laurel Village Shopping Center. LSA photograph 5/2/17.



**Image 63:** West side of Laurel Street and south side of Mayfair Avenue. East and north facades, view southwest. LSA photograph 5/2/17.