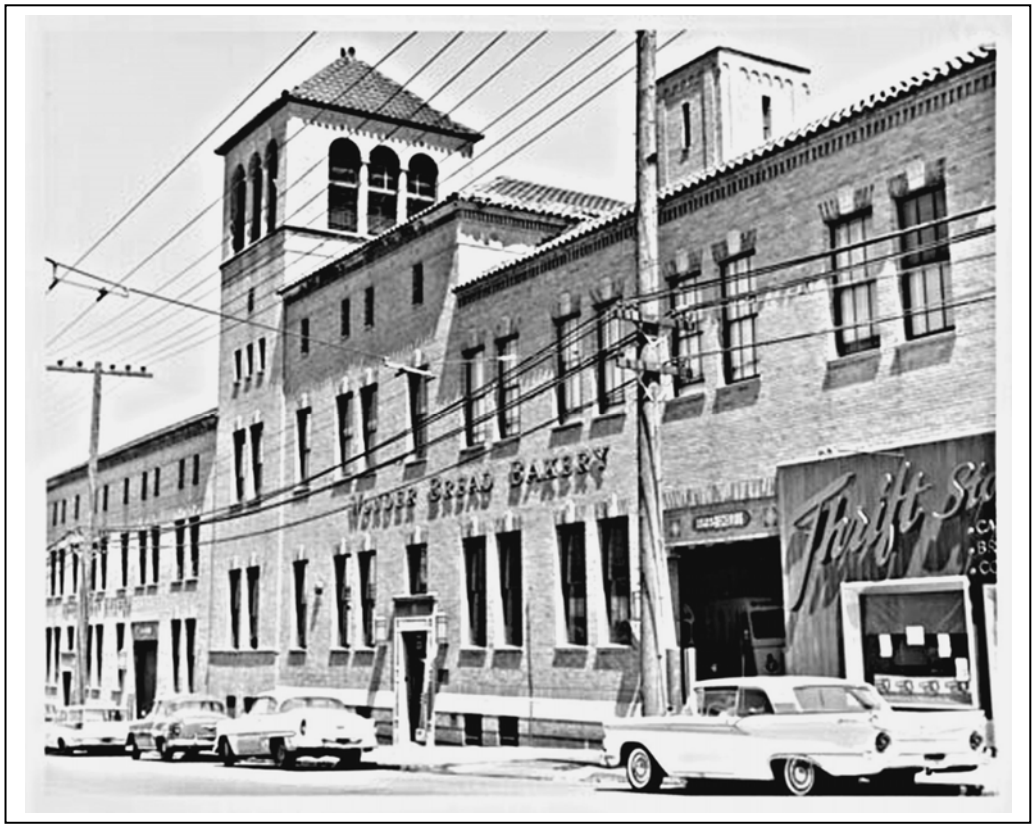

Showplace Square Survey

San Francisco, California

Final

Prepared by
Kelley & VerPlanck
for the
San Francisco Planning Department

October 22, 2009

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I. INTRODUCTION

A. PURPOSE

As part of the ongoing long-range planning efforts in San Francisco's Eastern Neighborhoods area, the San Francisco Planning Department (Planning Department) has contracted with Kelley & VerPlanck Historical Resources Consulting, LLC (KVP) to survey the historically industrial zones of two planning study areas: Showplace Square/Potrero Hill and the Mission. As part of our scope of work for this project KVP prepared this Historic Context Statement that summarizes historical development patterns and describes existing resources within these contiguous areas that today comprise San Francisco's most important remaining reserve of industrially zoned land.

The Showplace Square and Mission Area Plans, recently implemented by the Planning Department, are the outcome of several years of study in response to growing development pressures and rapid demographic shifts within the historically industrial areas of eastern San Francisco. The plans will establish new planning policies and land use controls within the study areas: guiding urban form, building design, as well as establishing protections for some remaining production, distribution and repair (PDR) uses. The Eastern Neighborhoods Plan will terminate the interim zoning controls implemented in 2000 by the Planning Commission to restrict the conversion of industrial properties.

This Historic Context Statement is divided into eight sections, beginning with Section I – Introduction. Section II – Methodology, describes how the survey and Historic Context Statement were researched and executed. Section III – Identification of Existing Surveys, Studies and Reports – discusses prior survey work in the area and identifies previously identified historic resources. Section IV – Historic Context – describes important historic events and patterns of events that have contributed to the evolution of the survey area. Section V – Definition of Property Types – defines common property types found in the survey area. Section VI – Recommendations – identifies individually significant resources and potential historic districts. The report concludes with Section VII – Conclusion – and Section VIII – Bibliography.

B. DEFINITION OF GEOGRAPHICAL AREA

As mentioned above, the Showplace Square survey area covers the industrial sectors of the Mission and Potrero/Showplace Square planning areas, which are divided into two roughly equal sections by Potrero Avenue.[1] The irregular survey area boundaries encompass 736 acres and 550 individual properties containing approximately 526 buildings. The survey area boundaries, devised by Planning Department staff, are roughly defined by Shotwell and Mission streets to the west, the Central Freeway (U.S. Highway 101) and Bryant Street to the north, and 7th Street and U.S. Interstate 280 to the east. The southern boundary is irregularly drawn in order to exclude residential properties in the Potrero and Mission districts, ranging from 17th Street in the north to 20th Street in the south **(Figure 1)**. The name Showplace Square is of relatively recent origin and refers to the high concentration of interior design showrooms that were attracted to the area during the early 1970s. Historically the industrial belt of the Mission and Potrero districts did not have a name or they were simply lumped in with the greater Potrero and Mission districts. However, prior to and after the 1906 Earthquake the area was called the "New Wholesale District." Today the western portion of the survey area is called the Northeast Mission Industrial Zone (NEMIZ) and the eastern portion is commonly called Showplace Square. Although this Historic Context Statement includes parts of the Mission District and the South of Market Area, the term Showplace Square is used throughout to refer to the entire survey area.

[1] San Francisco Planning Department, "Downtown Proposed or Potential Projects Exceeding Current Height Limit" (San Francisco: unpublished map, 2007).

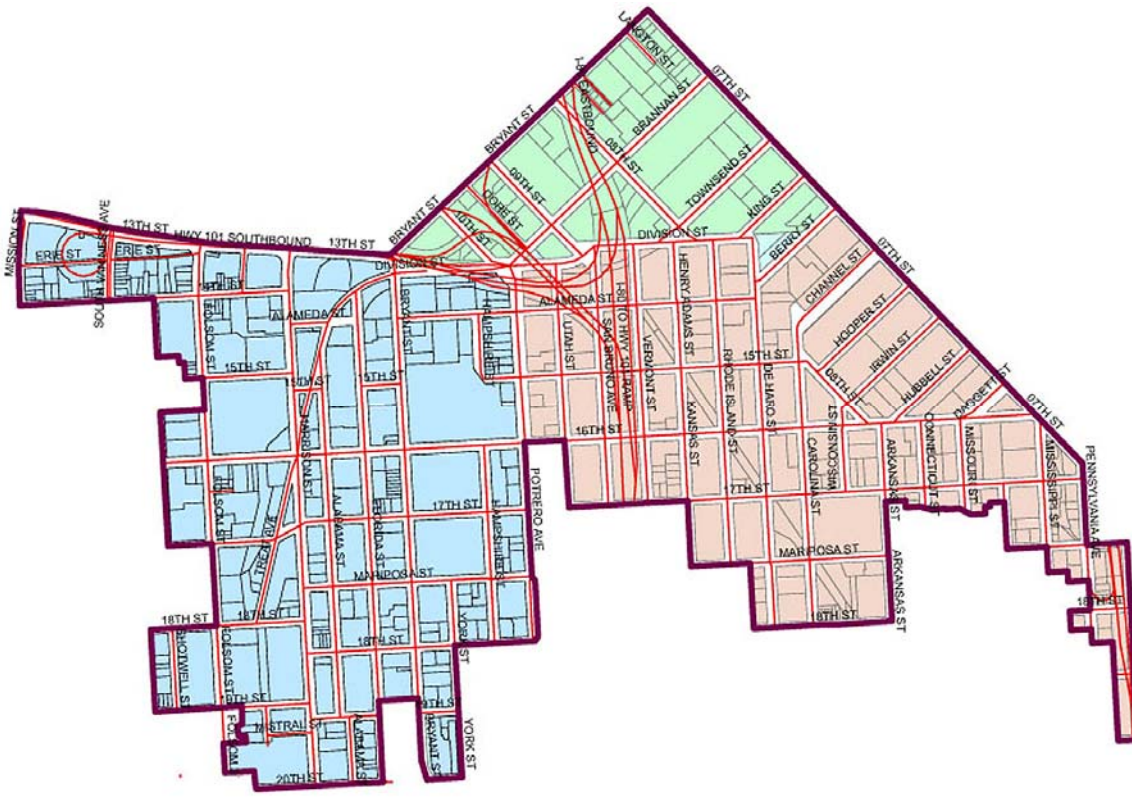

Figure 1. Survey Area boundaries: Mission (blue), Potrero (brown), South of Market (green)
Source: KVP Consulting, LLC

The street plan of the Showplace Square survey area is exceedingly fragmented. Dating back to the original surveys of the 1850s, the survey area ranges from the diagonally aligned 100 vara blocks of the South of Market Area to the smaller orthogonal blocks of the Potrero and Mission districts in the south. Due to their differing size and alignment, these three street grids rarely intersect in a logical manner, resulting in idiosyncratic jogs that interrupt the numbered east-west streets where the Mission and Potrero grids intersect and complicated gore intersections where the South of Market Area meets the Potrero District. Complicating the circulation patterns are remnants of older (and now mostly disused) transit infrastructure, including the filled-in bed of Mission Creek, as well as the tracks of the Western Pacific, Southern Pacific, Atchison Topeka & Santa Fe, and Belt Line railroads. In addition to remnants of tracks, the old railroad rights of way cut across many of the blocks of the survey area, creating dozens of narrow, diagonal lots.

During the mid-twentieth century the Showplace Square survey area's street pattern became even more complicated as it became an important fulcrum of the Bay Area's regional highway network. During the late 1950s and early 1960s the State Division of Highways (now the California Transportation Department – Caltrans) overlaid a network of elevated freeway viaducts above the surface streets of the survey area. Although the freeways pass overhead and mostly do not interrupt the surface streets, the construction of the viaducts and associated on-ramps necessitated the clearing of a north-south corridor one block wide and several blocks long through the center of the survey area to make way for the Bayshore Freeway (U.S. 101) and another east-west swath above Division Street to accommodate the Central Freeway and Interstate 80. Additional buildings were cleared and street alignments moved to accommodate freeway on and off-ramps. Although it is possible to travel back and forth beneath the freeway

viaducts, they pose a significant barrier between the different sections of the survey area and constitute a blighting influence on the nearby streets.

The survey area is generally level; its western portion occupies the northeastern corner of what was historically Mission Valley, which during the mid-nineteenth century was a rural farming area bisected by the meandering Mission Creek. Much of the northeastern portion of the survey area was historically part of Mission Bay, a filled-in tidal cove that until the early twentieth century separated the South of Market Area from the Potrero District. South of 17th Street the gradient rises steadily uphill from what was once the marshy fringe of Mission Bay toward the crest of Potrero Hill.[2] Although extensive grading smoothed out much of the irregular topography within the southern part of the survey area, several large outcroppings of greenish-gray serpentine rock remain, including the block that encompasses Franklin Square and the former Lux School of Industrial Training at 17th Street and Potrero Avenue, and another outcropping at Alameda and Hampshire streets.

Presently, the entire Showplace Square survey area is urbanized. Although most of it escaped the fires that followed the 1906 Earthquake, the survey area remained only partially developed until the First World War, with several large vacant parcels remaining intact into the early 1950s. The area's generally level terrain, combined with its large landholdings and proximity to rail lines, made it an ideal location for industries relocating out of the ruined South of Market Area after the 1906 Earthquake. Many of the earliest buildings built there were large heavy-timber-frame brick warehouses designed in the American Commercial style. These buildings, several of which stand today in two small districts on either side of the Bayshore Freeway, in large part define the character of the survey area. Later concrete "daylight"-frame structures dating from the World War I era and 1920s building boom punctuate the northerly and western parts of the survey area. Concrete, and to a lesser degree, wood and steel-frame construction, dominated industrial architecture in the survey area into the early 1950s when the survey area became built out. In contrast to earlier buildings, which depended on proximity to rail lines, many later industrial buildings were designed around the forklift and the truck. Both devices required large parcels of land, which became increasingly scarce in the survey area after the Second World War. This factor, combined with other trends, resulted in the dispersal of many of the area's traditional industries – food processing, metal and wood working, chemicals, and warehousing – to the suburbs.

Although the dominant character of the survey area is industrial, there are several dozen residential, commercial, and civic buildings distributed throughout the area. Mostly built prior to the 1921 Zoning Ordinance, which restricted non-conforming uses within the survey area, non-industrial building types range from remnant Victorian-era flats and post-quake residential hotels and saloons to post-World War II concrete tilt-up warehouses and 1990s-era dotcom-era "live-work" lofts.

C. METHODOLOGY

Before beginning work, KVP obtained copies of Section 106, CEQA and other environmental compliance studies, and existing DPR 523 A and B forms for properties within the survey area, as well as other relevant planning documents and studies from the Planning Department and the Northwest Information Center. Afterward, KVP completed fieldwork in the survey area, photographing and recording existing conditions and noting potential historic buildings, structures, sites, and objects for each property. When the fieldwork was completed, we prepared Department of Parks and Recreation (DPR) 523 A (Primary) forms for every property within the

[2] Gerald R. Dow, "Bay Fill in San Francisco: A History of Change," Master of Arts Thesis, California State University, San Francisco, 1973.

survey area. After this was done, KVP researched the history of the area at local and regional repositories, including the San Francisco Public Library, the California Historical Society, the Mechanic's Institute Library, and San Francisco Architectural Heritage. Although our research was geared toward preparing this Historic Context Statement, we also researched potentially significant properties in anticipation of preparing DPR 523 B (Building, structure, and object) and 523 D (District) forms for select properties constructed before 1955. At the conclusion of the research phase, we prepared this Historic Context Statement, as well as 523 B forms for 24 individual properties and 523 D forms for three potential historic districts within the survey area.

II. IDENTIFICATION OF EXISTING SURVEYS, STUDIES AND REPORTS

In this section we briefly describe each major survey undertaken within the Showplace Square survey area from the 1960s to the present. We have also compiled a list of several significant environmental compliance reports and studies that examine properties or groups of properties within the survey area.

A. HERE TODAY

The Junior League of San Francisco's *"Here Today"* survey is the earliest historic resources survey undertaken in San Francisco. Published as *Here Today: San Francisco's Architectural Heritage* in 1968, he survey was adopted by the Board of Supervisors under Resolution No. 268-70. The survey documents approximately 2,500 properties within San Francisco, although not all are listed in the book. The individual survey files are housed in the Koshland History Center at the San Francisco Main Library.[3] For the most part, the *Here Today* survey focused on well-known buildings of obvious architectural distinction, concentrating on prominent public buildings and architecturally significant dwellings built for upper middle-class and wealthy San Franciscans in neighborhoods north of Market Street. *Here Today* devotes only a brief chapter to the South of Market Area, which for the purposes of the survey included the entire eastern third of San Francisco from Market Street south to the San Mateo County line, including the Showplace Square survey area.

Here Today lists only two buildings within the Showplace Square survey area: the Baker & Hamilton Warehouse at 700 7th Street and the Richards House at 301 Pennsylvania Avenue (Appendix A: Table 1).

B. 1976 CITYWIDE ARCHITECTURAL QUALITY SURVEY

Between 1974 and 1976, the San Francisco Planning Department completed a citywide inventory of architecturally significant buildings in San Francisco. This unpublished survey, formally known as the Architectural Quality Survey (AQS) and less formally as the 1976 Survey, consists of sixty volumes of survey data. An advisory review committee of architects and architectural historians assisted in determining ratings for approximately 10 percent of the roughly 10,000 buildings in the city. Buildings thought to be architecturally significant were evaluated without regard to age or historical associations. Ratings range from "0" (contextually significant) to "5" (individually significant). Architectural significance was defined in the survey methodology as a combination of variables, including design features, contribution to the urban design context, and overall environmental significance.[4] Buildings rated "3" or higher were thought to represent the top 2 percent of the city's building stock. In 1977, the AQS was adopted by the San Francisco Board of Supervisors under Resolution No. 7831 and although the Planning Department has been directed to use it, the methodology is inconsistent with current CEQA Guidelines PRC 5024.1(g).

[3] San Francisco Planning Department, *San Francisco Preservation Bulletin No. 11: Historic Resource Surveys* (San Francisco: n.d.), 3.
[4] Ibid.

KVP noted 40 individual properties within the survey area that have 1976 Survey ratings (Appendix A: Table 1). Kelley & VerPlanck developed this list based on an inventory of original survey forms checked against the Planning Department's current historic resources inventory, accounting for demolished buildings and merged lots.

C. SAN FRANCISCO ARCHITECTURAL HERITAGE

San Francisco Architectural Heritage (Heritage) is the city's oldest not-for-profit organization dedicated to increasing awareness of and appreciation for San Francisco's unique architectural heritage. Heritage has sponsored several historic resource inventories in San Francisco, including surveys of Downtown, the Van Ness Corridor, Civic Center, Chinatown, the Northeast Waterfront, the Inner Richmond District, and Dogpatch.

The earliest and most influential of these surveys was the *Downtown Survey*. Completed in 1977-78 for Heritage by Michael Corbett and Charles Hall Page & Associates and published in 1979 as *Splendid Survivors*, this survey serves as the intellectual foundation for the Downtown Plan, an element of the San Francisco General Plan. The methodology used in the Downtown Survey improved upon earlier surveys by coupling intensive field work and extensive archival research. Buildings were then evaluated using the Kalman Methodology, a pioneering set of evaluative criteria based on both qualitative and quantitative factors. A team of outside reviewers analyzed the survey forms and assigned ratings to each of the pre-1945 buildings within the survey area. The ratings range from 'A' (highest importance) to 'D' (minor or no importance).

The *Downtown Survey* consisted of an intensive-level survey of the Financial District, the Union Square Retail District, and the Market Street Corridor. These three districts make up what is known as the primary survey area. Within this area, the consultants provided evaluations for all buildings constructed before 1945. Nob Hill, the Tenderloin, Civic Center, and most of the South of Market Area fall within what was called the secondary survey area. Within the secondary survey area, the consultants did not evaluate every property, concentrating solely on the most obviously significant properties.

The Downtown Survey's secondary survey area encompasses approximately sixteen blocks of the Showplace Square survey area, a triangular-shaped area bounded by Bryant, 7th, and Division streets. Heritage has subsequently prepared individual evaluations for a handful of properties located outside the original survey area and for a few properties that did not receive evaluations during the first phase of work. Within the Showplace Square survey area there are three A-rated properties, including the Baker & Hamilton warehouse at 700 7th Street, the Schlessinger & Bender winery at 1616 16th Street, and the Market Street Railway powerhouse at 1401 Bryant Street. The ten B-rated buildings include the John Hoey & Co. Building at 101 Henry Adams Street, the J.I. Case Threshing Co. Building at 200 Rhode Island Street, and the Standard Brands Inc. plant at 501 De Haro Street. In addition there are 13 C-rated properties and one D-rated property. All properties surveyed by Heritage are listed in (Appendix A: Table 1).

D. ARTICLE 10 OF THE SAN FRANCISCO PLANNING CODE

Article 10 of the San Francisco Planning Code covers individual landmarks and historic districts, denoting buildings, properties, structures, sites, districts and objects that are of "special character or special historical, architectural or aesthetic interest or value and are an important part of the City's historical and architectural heritage."[5] Adopted in 1967, Article 10 of the Planning Code protects listed buildings from inappropriate alteration and demolition through review procedures overseen by the San Francisco Historic Preservation Commission. Properties listed as landmarks under Article 10 are deemed important to the city's history and "help to

[5] San Francisco Planning Department, *Preservation Bulletin No. 9 – Landmarks* (San Francisco: January 2003).

provide significant and unique examples of the past that are irreplaceable." In addition, landmarks and historic districts help to protect surrounding neighborhood development and enhance the educational and cultural dimension of the city. As of July 2009, there are 260 individually landmarked buildings and eleven designated historic districts in San Francisco. There is only one designated city landmark located within the survey area: the Baker & Hamilton Warehouse at 700 7th Street (Landmark No. 193).

E. UNREINFORCED MASONRY BUILDING (UMB) SURVEY

After the 1989 Loma Prieta Earthquake, the San Francisco Landmarks Preservation Advisory Board (now the Historic Preservation Commission) initiated a survey of all known unreinforced-masonry buildings in San Francisco. Anticipating that earthquake damage and risk remediation would likely result in the demolition or extensive alteration of many older unreinforced masonry buildings, the Landmarks Board sought to establish an inventory of these buildings and their relative significance. The completed survey, *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940*, was completed in 1990. The UMB Survey divided the eastern part of San Francisco into ten geographical areas where unreinforced-masonry buildings are concentrated. Area 2: South of Market, contains the section of the Showplace Square survey area bounded by 7th, Bryant, and Division streets. Area 10: Mission/Upper Market encompasses a large section of the survey area roughly bounded by the James Lick/Bayshore Freeway (U.S. Highway 101) to the east, 20th Street to the south, Mission Street to the west, and the Central Freeway to the north. The Potrero District portion of the survey area is in Area 11: Outlying areas.

In total, the survey identified more than 2,000 privately owned UMBs in San Francisco. The Landmarks Preservation Advisory Board organized the buildings into three categories: Priority I, II, and III, with Priority I being the most important and Priority III being the least. The California Office of Historic Preservation (OHP) evaluated the survey and produced determinations of eligibility for many of the 2,000 buildings.[6]

The UMB Survey indentifies 33 UMBs within the Showplace Square survey area, 29 of which have a rating of I-III (Appendix A: Table 1).

F. NATIONAL REGISTER OF HISTORIC PLACES

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

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

[6] San Francisco Planning Department, *San Francisco Preservation Bulletin No. 11: Historic Resource Surveys* (San Francisco: n.d.), 3.

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

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

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

A resource can be determined eligible based on its significant to American history, architecture, archaeology, engineering, or culture at the national, state, or local level.

The San Francisco Planning Department treats National Register-listed properties as historic resources per the California Environmental Quality Act (CEQA). There are only three individually listed National Register properties within the Showplace Square survey area: the Baker & Hamilton Building at 700-68 7th Street, the National Carbon Co. Building at 599 8th Street, and the Pioneer Trunk Factory at 3180 18th Street (Appendix A: Table 1).

III. Historic Context

A. Prehistoric and Early Contact Era: Pre-1776

Prior to the era of European contact, California is believed to have been home to what author Malcolm Margolin has called "the densest Indian population anywhere north of Mexico."[7] When the Spanish arrived during the final quarter of the eighteenth century some 7,000 to 10,000 Native Americans inhabited the Bay Region. The Spanish named the indigenous inhabitants *costeños*, or "coastal peoples." Today the name Ohlone is preferred by their descendents. The Ohlone spoke several languages belonging to the Utian language family. Although mutually unintelligible, their languages are related to the Coast and Bay Miwok languages spoken by their neighbors north and east of San Francisco Bay. The Ohlone who lived within what is now San Francisco spoke a dialect called Ramaytush.[8]

Ohlone society was based on the extended family unit, comprising on average fifteen individuals. The next larger unit was the clan, typically consisting of several related families living together in a single village. Families were divided into moieties – the Bear and the Deer – following typical practice of Native societies in California. Above the clan was the tribelet, which comprised several villages and consisted of around 400-500 people under a single headman selected by the people. Each tribelet functioned as an independent political unit, although tribelets would cooperate with one another during wartime or in food gathering expeditions.[9]

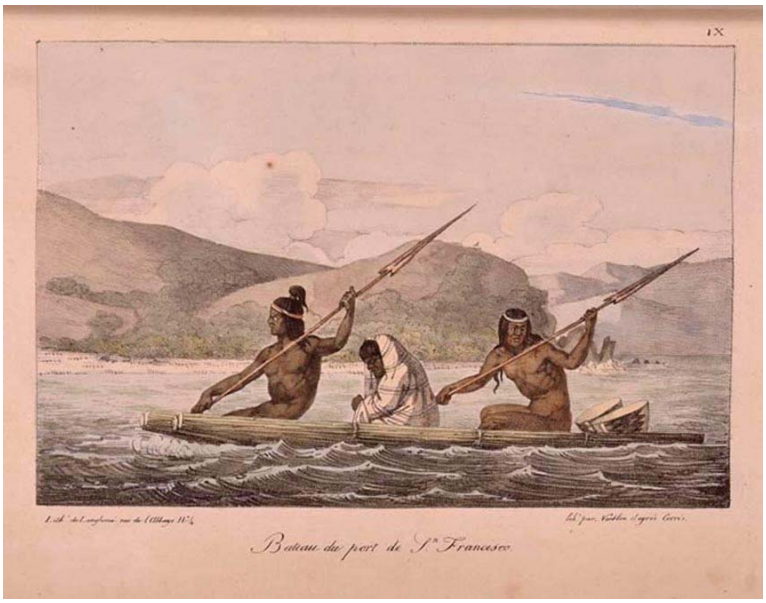

Figure 2. Ohlone in San Francisco Bay, 1776
Source: California Historical Society

The Ohlone were semi-nomadic people who inhabited small seasonal villages near streams and tidal flats, where they had ready access to fresh water and food sources including waterfowl, fish, and various kinds of shellfish (Figure 2). Hunting small terrestrial and marine mammals and gathering seeds, nuts, roots, shoots, and berries provided additional important sources of nutrition within the Ohlone diet. Acorns from oak trees contributed yet another important source of food, as suggested by the presence of grinding rocks and *manos* and *metates* near many Ohlone settlements where oaks grew.[10]

[7] Malcolm Margolin, *The Ohlone Way* (San Francisco: Heyday Books, 1978), 1.
[8] Allen G. Pastron, Ph.D. and L. Dale Beevers, *From Bullfights to Baseball: Archaeological Research Design and Treatment Plan for the Valencia Gardens Hope VI Project* (Oakland: unpublished report, December 2002), 16.
[9] Ibid. 17.
[10] Ibid.

It is uncertain when the first Ohlone settled what is now San Francisco. Colder and less hospitable than either the Santa Clara Valley or the East Bay, the northern San Francisco Peninsula was probably settled later than surrounding areas. The early history of the Ohlone people in San Francisco is difficult to unravel because many prehistoric sites have either been built on top of or obliterated to make way for building excavations during various phases of the city's history. The earliest known occupation sites in San Francisco have been radio-carbon dated to 5,000 to 5,500 years ago, and prehistoric middens containing both burials and artifacts have been dated to 2,000 years ago.[11]

According to several sources, the northern part of the San Francisco Peninsula was located within the Yelamu tribal territory of the Ohlone. The closest Ohlone village to the Showplace Square survey area was called *Chutchui* and it was located on Mission Creek not far from Mission Dolores. Residents of *Chutchui* moved seasonally to another village on San Francisco Bay called *Sitlintac* to harvest shellfish on Mission Bay. The exact location of either village is undocumented but it is possible that *Sitlintac* was located within the northeastern part of the survey area.[12]

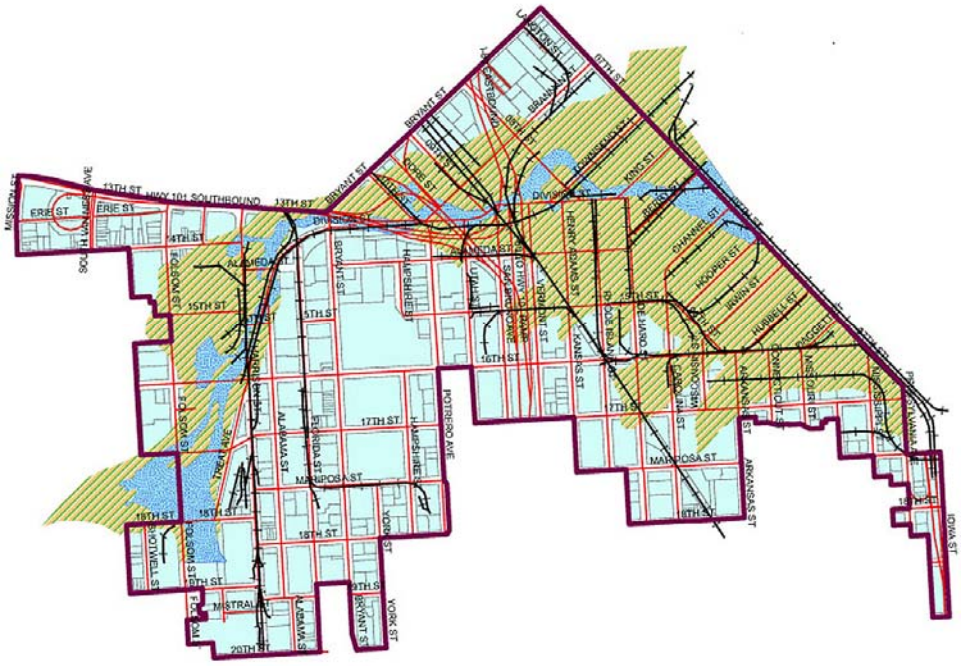

Figure 3. Map of the Showplace Square survey area showing submerged areas in blue and marshlands in olive green
Source: KVP Consulting

Prior to European occupation more than one-quarter of the Showplace Square survey area was submerged beneath either Mission Bay or the Mission Creek estuary. Tidal flats and tule-covered creek banks occupied even more of the area (Figure 3). The highland areas were cloaked in coastal sage scrub composed of California sage, coyote brush, poison oak, wax myrtle, ceanothus, and scrub oak. Virtually all of the survey area provided ideal foraging and hunting grounds for the Ohlone. However, Mexican and later American-period construction drastically

[11] "An "Unvanished Story: 5,500 Years of History in the Vicinity of Seventh & Mission Streets, San Francisco" (Unpublished paper prepared by the Southeast Archaeological Center (National Park Center), http://www.cr.nps.gov/seac/sfprehis.htm (accessed 30 December 2006).
[12] Allen G. Pastron, Ph.D. and L. Dale Beevers, *From Bullfights to Baseball: Archaeological Research Design and Treatment Plan for the Valencia Gardens Hope VI Project* (Oakland: unpublished report, December 2002), 18.

reconfigured the landscape and natural flora and fauna, removing all but the most deeply buried evidence.

Property Types and Resource Registration
No above-ground evidence of Ohlone settlement survives within the Showplace Square survey area. Because their settlements were seasonal and the materials used to build their structures ephemeral, evidence of Ohlone occupation is confined to archaeological resources. Elsewhere around San Francisco Bay large shell mounds, or "middens," remain as some of the best repositories of Ohlone material culture. However, within the Showplace Square survey area, all above-ground remnants of the Ohlone settlement have been erased by later European-American land uses. Physical evidence of Ohlone presence in the survey area may exist as archaeological resources although they would have to have been buried deeply to avoid disturbance by historic era excavation and construction activity. Any archaeological artifacts encountered within the survey area are likely to yield knowledge of California's prehistory and are therefore presumed to be significant under National Register Criterion D (Information Potential).

B. EUROPEAN SETTLEMENT – SPANISH AND MEXICAN PERIODS: 1776-1846

Spanish Period (1776-1821)
The 1769 expedition of Spanish explorers under the leadership of Don Gaspar de Portolá is the first reported European encounter with San Francisco Bay. An agent of the *Visitador General* of Spain, Portolá had been instructed to "take possession and fortify the ports of San Diego and Monterey in Alta California" as a means to resist potential European and American expansion into Alta California.[13] Portolá and his men sighted San Francisco Bay after overshooting Monterey Bay (they failed to identify it from earlier descriptions) on their journey north from San Diego. Spanish explorers made several additional forays to the San Francisco Bay Region prior to establishing permanent settlements in 1776. In 1775, San Francisco Bay was surveyed by Juan Bautista Aguírre, under the direction of Lieutenant Ayála of the ship *San Carlos.* Aguírre gave names to many of the prominent natural features of the bay, including Mission Bay, which Aguírre called *Enseñada de los Llorenes* after encountering three Ohlone who were allegedly weeping on the shore of the 240-acre body of water.[14]

A year after the Ayala expedition, Lieutenant Joaquín Moraga oversaw the establishment of the first permanent Spanish settlements in what is now San Francisco: *Misíon San Francisco de Asís* (better known as Mission Dolores) and the *Presidio de San Francisco*. The first mission was little more than a brush chapel near the lake the Spanish named *Laguna de los Dolores,* a seasonal lagoon that periodically covered the western part of the survey area. The first mass was held there on June 29, 1776. A more permanent adobe mission was completed in September 1776. Work on the third and final mission church did not begin until 1782.[15] The sites of the respective missions are located outside the survey area to the west.

The Showplace Square survey area remained in its natural state throughout the Spanish and Mexican periods. Most of the survey area north of 16th street and east of 8th Street was submerged beneath Mission Bay and its adjoining tidal flats. Crescent-shaped Mission Bay was shallow – much of it under a foot – but it and the adjoining tidal marshes sheltered an astounding array of wildlife.[16] Much of the western portion of the survey area was also submerged beneath Mission Creek and its adjoining tidal marshes. Prior to filling during the American period, the tidal

[13] Z.S. Eldredge, *The Beginnings of San Francisco, from the Expedition of Anza, 1774 to the City Charter of April 15, 1850* (San Francisco: self-published, 1912), 31.
[14] Hubert H. Bancroft, *History of California Volume I* (San Francisco: The History Company, 1886-1890), 292.
[15] Allen G. Pastron, Ph.D. and L. Dale Beevers, *From Bullfights to Baseball: Archaeological Research Design and Treatment Plan for the Valencia Gardens Hope VI Project* (Oakland: unpublished report, December 2002), 32.
[16] Gerald R. Dow, *Bay Fill in San Francisco: A History of Change* (Master of Arts thesis submitted to the faculty of California State University, San Francisco, 1973), 119.

creek began near 18th Street and Treat Avenue. From there the creek channel followed a northerly path between Treat Avenue and Harrison Street. West of Mission Creek was *Laguna de los Dolores*, a seasonal lagoon with an outlet feeding into Mission Creek at 16th and Folsom streets. At Alabama Street, Mission Creek shifted to the northeast and then flowed along what is now Division Street before meeting Mission Bay near what is now the intersection of 8th and Division streets.[17]

Mexican Period (1821-1848)
Mexico rebelled against three centuries of Spanish colonial rule in 1810, eventually winning independence in 1821. After the short-lived Empire of Mexico (1822-23), Mexico became a federal republic. Among the territories the new nation inherited from Spain was the remote northern colony of Alta California. Initially Mexico was unsure of what to do with the territory, at first using it as a penal colony. Later, Mexico decided to follow the Spanish strategy of settling and fortifying Alta California as a bulwark against incursions from Russia, Britain, France, and the United States.

Ranchos

Unlike Spain, Mexico did not restrict trade between residents of California (called *Californios*) and foreign traders. In fact, liberalized Mexican customs regulations encouraged growing numbers of foreign traders – mostly British and New Englanders – to drop anchor in Yerba Buena Cove to trade manufactured goods, including furniture, clothing, shoes, metalwork, foodstuffs, and other items for locally produced cattle hides and tallow. This lucrative trade began to pop up all along California's coastline, encouraging residents of California to establish large cattle ranches to fill the growing demand for the territory's products.[18]

In 1834, the Mexican government secularized the Franciscan missions of Alta California, including Mission Dolores. As the mission system disintegrated, the government began granting large tracts of land to favored individuals, many of whom were retired Mexican soldiers. In 1839, José Bernal, a soldier formerly stationed at the Presidio, received the 4,446-acre *Rancho Potrero Viejo*, a large tract of land comprising what are now San Francisco's Bernal Heights and Bayview-Hunters Point districts. *Potrero Viejo*, which means "old pasture," was formerly used by Mission Dolores to graze its cattle. In 1841, Governor Juan Bautista Alvarado confirmed *Rancho Potrero Nuevo*, or "New Pasture," to Francisco and Ramón De Haro, the sons of Francisco De Haro, the first alcalde of the *Pueblo de Yerba Buena*. The ranch, a half-square league in extent and bounded by Mission Creek to the north, San Francisco Bay to the east, Islais Creek to the south, and Alabama Street to the west, encompassed the eastern half of the Showplace Square survey area. Francisco and Ramon De Haro continued to own Rancho Potrero Nuevo until they were murdered by Kit Carson in 1846 during the Mexican-American War.[19]

Meanwhile, the Mexican government granted a series of smaller ranches on the Mission Valley floor to other individuals. In the early 1840s, the government granted the 18.5-acre *Rancho Camaritas* to José de Jesus Noe, a local justice of the peace. This tiny ranch, located not far from Mission Dolores and the compact cluster of adobe houses and businesses that grew up around it, was roughly bounded by 14th, Shotwell, 16th, and Mission streets and located within the western portion of the survey area. In 1845, Noe sold *Rancho Camaritas* to then-Alcalde Francisco

[17] Allen G. Pastron, Ph.D., *869 Folsom Street, San Francisco, California: Archival Cultural Resources Evaluation* (Albany, CA: unpublished report, September 1990), 17.
[18] Oscar Lewis, *San Francisco: Mission to Metropolis* (San Diego: Howell-North Books, rev. ed. 1980), 22.
[19] Hubert H. Bancroft, *History of California, Volume VI* (San Francisco: The History Company, 1886-1890), 553.

Guerrero after receiving the much larger, 4,443-acre *Rancho San Miguel* in the hills to the west of the Mission Valley.[20]

Yerba Buena

Around the same time that a settlement of *Californios* and Mexicans was forming around the former Mission Dolores, another small community was beginning to develop on the shores of Yerba Buena Cove, about two miles northeast of the mission. Settled during the mid-1830s by a diverse group of English, American, Mexican, French, Swiss, and other traders, the village of Yerba Buena was initially a trading depot dedicated primarily to the hide and tallow trade and outfitting foreign whalers. In 1835, Yerba Buena was formally recognized as a Mexican *pueblo,* or town. In 1839, Governor Juan Bautista Alvarado hired Jean Jacques Vioget, a resident Swiss tavern keeper, to survey the pueblo. Vioget drew up a simple plan making *Calle de la Fundacíon* (Montgomery Street) the axis of the new plan. The settlement consisted of around a dozen blocks, one of which was the *Plaza*, now Portsmouth Square.[21]

Mission Wagon Road

In 1838, settlers blazed a wagon road between the settlements of Yerba Buena and Mission Dolores. The route, which approximated the route of Mission Street, skirted the marshlands of today's South of Market Area before turning south along Mission Street through the northwestern portion of the Showplace Square survey area, terminating at what is presently the intersection of 16th and Mission streets.[22]

Property Types and Resource Registration

Aside from some property boundaries and the alignment of Mission Street, no above-ground remains of the Spanish or Mexican periods survive within the Showplace Square survey area. While Mission Dolores continues to stand west of the survey area, the small settlement that grew up around it – some of it within the survey area – was largely composed of small one-story adobe dwellings and commercial buildings, all of which were demolished and replaced during the Early American period. Physical evidence of Spanish and Mexican presence in the survey area may exist in the form of archaeological resources. Any archaeological artifacts encountered within the survey area from these periods are likely to yield knowledge of California's early Hispanic history and are therefore presumed to be significant under National Register Criterion D (Information Potential).

C. EARLY AMERICAN SETTLEMENT: LAND SUBDIVISION AND DEVELOPMENT: 1847-1866

Beginning as early as 1835, the American government attempted to purchase the region around San Francisco Bay from Mexico. American leaders recognized that San Francisco Bay would be an ideal base for the young nation's growing trade with Asia. They were also anxious to prevent the strategic harbor from falling into the hands of England or Russia if either country decided to take advantage of periodic political turmoil in Mexico to seize the loosely held territory. American expansionist impulses received a boost in 1844 with the election of James K. Polk as president. Two years later, on May 12, 1846, war broke out between the United States and Mexico after American troops entered disputed territory in the Rio Grande Valley of Texas. Following a year and a half of fighting, the Mexican government capitulated and on February 2, 1848, the two nations signed the Treaty of Guadalupe-Hidalgo. By the terms of the treaty, Mexico ceded 525,000 square miles of its northern territory to the United States in exchange for a lump sum

[20] City and County of San Francisco Planning Department, *City within a City: Historic Context Statement for San Francisco's Mission District* (San Francisco: November 2007), 13.
[21] *The Overland Monthly* (February 1869), 131-132.
[22] City and County of San Francisco Planning Department, *City within a City: Historic Context Statement for San Francisco's Mission District* (San Francisco: November 2007), 14.

payment of $15 million and the assumption of $3.5 million in debt owed by Mexico to U.S. citizens.

The *Pueblo de Yerba Buena* played almost no part in the Mexican-American War. On July 9, 1846, Captain John B. Montgomery landed and raised the American flag above the Custom House. Mexican rule came to an end in Yerba Buena without a shot.[23] On the eve of American conquest, the population of Yerba Buena numbered only around 850 people of diverse nationalities housed in approximately 200 structures.[24] Before departing for home Captain Montgomery appointed Lieutenant Washington A. Bartlett as the first American *alcalde* of Yerba Buena. One of Bartlett's first actions was to rename the settlement San Francisco, which he did on January 30, 1847.

Another of Bartlett's priorities was to extend the boundaries of the growing community. Therefore, in 1847 he hired an Irish immigrant named Jasper O'Farrell to complete the city's first official survey under American rule. O'Farrell's plan, which expanded San Francisco to almost 800 acres, extended the boundaries of the Vioget Survey south to O'Farrell Street, west to Leavenworth Street, north to Francisco Street, and some distance eastward into Yerba Buena Cove. Anticipating the need for a direct route from San Francisco to Mission Dolores, O'Farrell also laid out Market Street as a 100-foot-wide thoroughfare running southwest from Yerba Buena Cove to Mission Dolores. Running roughly parallel to the Mission Wagon Road, the new street was similarly laid out on a diagonal alignment to skirt the marshlands that ringed Mission Bay. For unknown reasons O'Farrell laid out the so-called "100 vara blocks" south of Market Street to be four times larger than the "50-vara blocks" north of the thoroughfare.[25]

Gold Rush

The discovery of Gold at Sutter's Mill in Coloma in January 1848 unleashed an unprecedented population explosion in San Francisco and the rest of California. News of the discovery moved slowly at first, taking off only after Sam Brannan, the exuberant publisher of the *California Star,* ran through the streets of San Francisco shouting "Gold! Gold! on the American River!" The news spread quickly to ports in Central and South America, and eventually to Europe and the East Coast. By the end of 1848, thousands of gold-seekers from around the world—dubbed "Forty-niners"—had begun making their way to San Francisco. Between 1848 and 1852, the population of San Francisco grew from less than one thousand inhabitants to almost thirty-five thousand.[26]

Early Development Activity within the Survey Area

While the area around Yerba Buena Cove began to fill up with encampments of prospective gold miners, the area south of Mission Bay and Mission Creek remained almost uninhabited except for the village surrounding Mission Dolores. Most of the Showplace Square survey area was brought into the boundaries of San Francisco under the Charter Act of 1851, with the rest following as part of the Consolidation Act of 1856, which largely gave San Francisco its present boundaries.

Despite its proximity to the fast-growing city, it was very difficult and time-consuming for travelers to come by land from Yerba Buena Cove to "The Mission," as the area was already being called.[27] The Mission Wagon Road was rough and frequently submerged during the rainy

[23] Oscar Lewis, *San Francisco: Mission to Metropolis* (San Diego: Howell-North Books, rev. ed. 1980), 41.
[24] Allen G. Pastron, Ph.D., *869 Folsom Street, San Francisco, California: Archival Cultural Resources Evaluation* (Albany, CA: unpublished report, September 1990), 20.
[25] Ibid., 43. Some scholars believe that O'Farrell laid out the 100 vara blocks for agricultural use but others believe that they were intended for industrial use, for which in fact they proved to be useful.
[26] Rand Richards, *Historic San Francisco. A Concise History and Guide* (San Francisco: Heritage House Publishers, 2001), p. 77.
[27] Charles Lockwood, "Suddenly San Francisco: *The Early Years of an Instant City* (San Francisco: San Francisco Examiner Co., 1978), 83.

season. Market Street, though laid out as early as 1847, trailed off in a wall of sand dunes at Larkin Street until the 1860s. Access to the western portion of the survey area was considerably improved in 1853 with the completion of the Mission Plank Road by Charles Wilson. Built as speculative venture, Wilson obtained a franchise from the city to construct and operate the road, which was paved in heavy wood planks laid side-by-side, from Kearny and Market to the vicinity of 16th and Mission streets. The construction of the Folsom Plank Road (popularly known as the "New Mission Road") two blocks east of the Mission Plank Road in 1854 further improved access.[28]

Potrero Nuevo

The longstanding inaccessibility of the eastern part of the Showplace Square survey area did not prevent early attempts to profit from property sales. In 1849, two squatters named John Townsend and Cornelius de Boom attempted to sell lots on the De Haro family's *Potrero Nuevo* ranch, which they described as lying "on the south bank of Mission Creek." This early effort at settlement was unsuccessful due not only to the remoteness of the site but also because of the De Haro family's continued claims to the rancho.[29]

Butchertown

As early as 1853, several industrialists petitioned city authorities to reserve the area "south of Mission Creek" for industrial uses. The area was considered ideal for industry because of its access to navigable waterways (Mission Creek), as well as its remoteness "from the inhabited part of the city (so) that no legal question would likely arise as to what might constitute a nuisance in the district…"[30] The petitioners, most of whom ran slaughter houses, were successful in designating the area around the intersection of 9th and Brannan streets as the "Original Butcher's Reserve," later known as "Butchertown." Situated on the northerly edge of Mission Bay, offal from the butcheries was carried out daily on the tides.[31] The butchers remained at this location until 1870, when a city ordinance forced them further south to Islais Creek. Other early industries within the survey area include a brickyard and a distillery. The exact location of these industries is unknown.[32]

Mission Creek was designated a navigable waterway by the State of California in 1854, meaning that it had to be kept unobstructed for the use of watercraft. In 1855, state legislators granted a franchise to build a bridge across Mission Creek from Brannan Street to Potrero Avenue, improving access to the Showplace Square survey area.[33]

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[28] Theodore H. Hittell, *History of California, Volume III* (San Francisco: N.J. Stone & Company, 1897), 343.
[29] Hubert Howe Bancroft, *History of California, Volume VI* (San Francisco: A.L. Bancroft and Co., 1888), 194.
[30] *South of Market Journal* (October 1923), 24.
[31] Nancy Olmsted, *Vanished Waters: A History of San Francisco's Mission Bay* (San Francisco: Mission Creek Conservancy, 1986), 12.
[32] Ibid., 24.
[33] William Crittenden Sharpsteen, "Vanished Waters of Southeastern San Francisco," *California Historical Society Quarterly* (June 1941), 114.

1853 Coast Survey Map

The 1853 U.S. Coast Survey Map shows a portion of the Showplace Square survey area as it appeared during the post-Gold Rush Era. With the exception of the Mission Plank Road and Center Street (now 16th Street), there were no permanent roads or streets in the area. Only a handful of buildings are shown on the map, most of which are clustered along the north bank of Mission Creek (Figure 4).

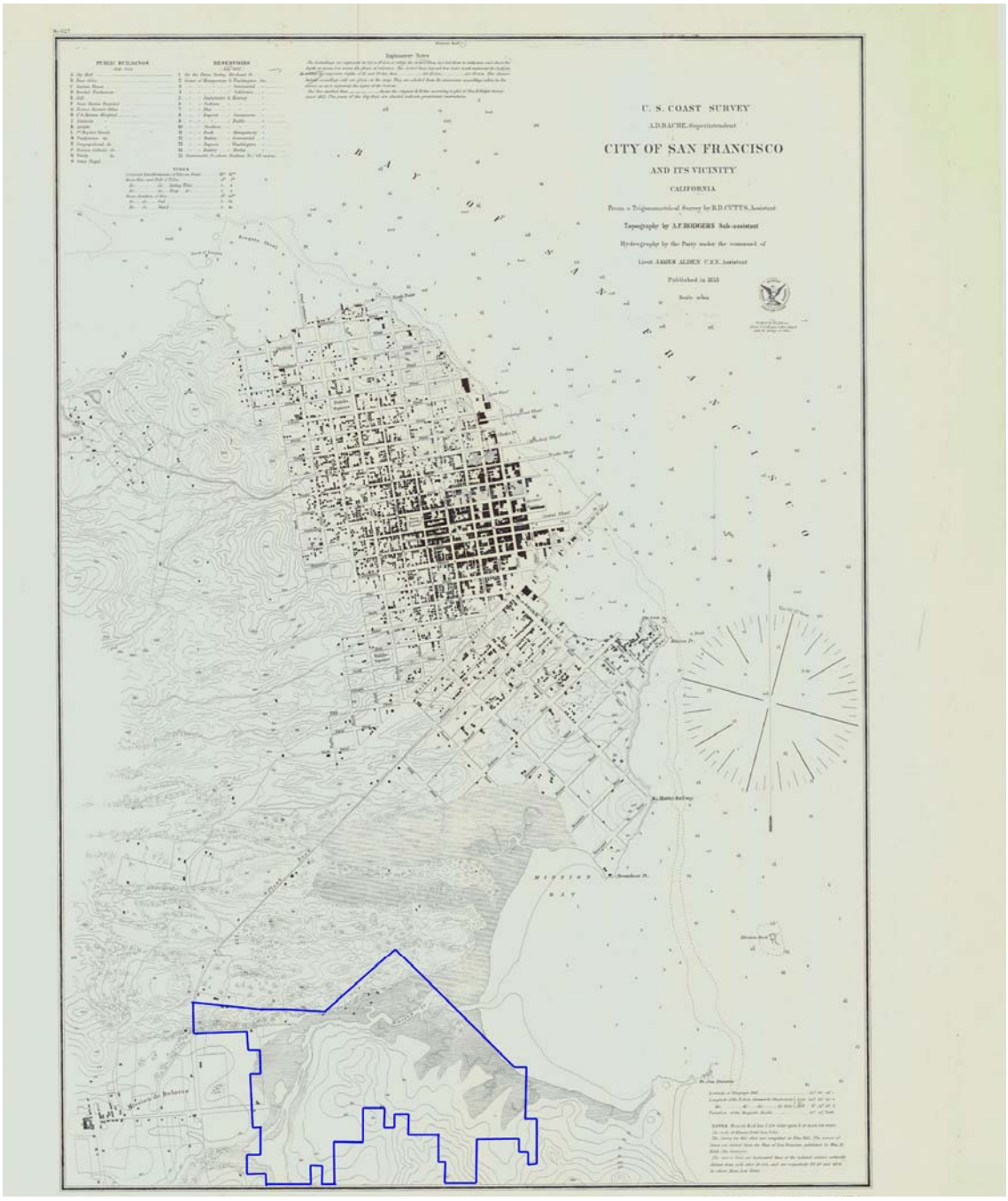

Figure 4. 1853 U.S. Coast Survey and Geodetic Map of San Francisco
Approximate boundaries of the survey area delineated in blue
Source: National Oceanographic and Atmospheric Association
Annotated by KVP Consulting, LLC

1857 Coast Survey Map

The 1857 U.S. Coast Survey Map indicates that within the four years since the 1853 map had been published, Mission and Folsom plank roads had become magnets for new development, with dozens of structures now lining both thoroughfares. Center Street, between Mission Dolores and Folsom Plank Road, had also been lined with new structures. Most of the rest of the survey area remained either undeveloped or in agricultural uses, including small truck farms and ranches. The truck farms within the area, which presumably supplied fresh produce to the public markets of San Francisco, were irrigated by windmill-operated pumps that appear on the map. The map also indicates that the northern part of *Rancho Potrero Nuevo* (within the survey area) had been subdivided into a crazy quilt of small-to-medium sized landholdings, most of which had frontage on Mission Bay.

Early Landowners

Several early Anglo-American pioneers proved instrumental in the acquisition of land in the Mission and Potrero districts from the heirs of the Californio and Mexican families that had owned it since the secularization of Mission Dolores in 1834. Many of their dealings were underhand or coercive and ultimately resulted in the demise of the vast Mexican-era cattle ranches that encompassed the survey area and surrounding portions of the Potrero and Mission districts. The two most important individuals were George Treat and John Center.

George Treat

A San Francisco pioneer, George Treat acquired much of the Mission District south of 24th Street and the western portion of the Potrero District during the 1850s. In 1850, he rebuilt the old Mission-era stone wall that had formed the western boundary of *Rancho Potrero Nuevo* to mark the eastern boundary of his own land. Treat actively sought to acquire the De Haro family's *Rancho Potrero Viejo* and in 1867 he provided testimony at the U.S. Board of Land Commissioners' that ultimately resulted in the denial of the De Haro family's longstanding claims. His action doomed the De Haro family's efforts to hold on to their ranch, effectively opening it for residential and industrial development. Treat also established the Pioneer Race Course, San Francisco's first race track, which was located south of 24th Street in the Mission District. Treat Avenue, which is located within the survey area, is named for him.[34] The Treat Homestead remains extant today at 1266 Hampshire Street, just outside the survey area.

John Center

One of the earliest American landowners in the Showplace Square survey area was a man named John Center. Nicknamed "Father of the Mission," Center arrived in San Francisco in 1849 during the height of the Gold Rush. Instead of prospecting for gold in the Sierras, Center realized that his fortunes were better assured by raising vegetables for sale to restaurants and hungry miners on leave from the gold fields. Center began by cultivating rented land near Mission Dolores. Soon he began amassing a fortune, once clearing $30,000 from an acre of onions. As his farming profits grew, Center began purchasing tracts of undeveloped land, planting cherries, apples, and peaches, as well as row crops. His largest garden, a tract bounded by 14th, Folsom, 17th, and Mission streets, occupied the western portion of the survey area.[35] Center Street (now 16th Street), the primary commercial hub of the early Mission District, was named after him.

Soon Center began to realize the development potential of his holdings and took steps to improve transit access. In the 1860s he helped organize the North Beach & Mission Railroad, a horse-

[34] City and County of San Francisco Planning Department, *City within a City: Historic Context Statement for San Francisco's Mission District* (San Francisco: November 2007), 20.
[35] Horatio F. Stoll, "Growth and Development of the Mission: Wonderful Record of Sixty Years," *San Francisco Call* (July 18, 1908).

drawn street railway connecting the Mission District to downtown and beyond. Around the same time he invested in the San Francisco & San Jose Railroad, a steam-powered railroad (California's first) that connected San Francisco to its rich hinterlands to the south. Center formed his own water company and built cisterns to irrigate his agricultural holdings in the Mission District. The cisterns he built in the 1860s would eventually prove to be invaluable in suppressing the fires that followed the 1906 Earthquake half a century later. In 1864, Center launched his first real estate development deal when he purchased and subdivided George Treat's Union Racetrack, a tract of land bounded by 19th, Harrison, 24th, and Mission streets, just south of the survey area.[36]

Early Subdivision and Platting Activity

Not long after wresting the ranchos from the hands of their original owners, men like George Treat and John Center began subdividing and selling land to individuals and real estate syndicates. City authorities aided subdivision activity by surveying and laying out streets and blocks in the outlying parts of the city. Rancho Potrero Nuevo was subdivided first in the mid-1850s because, unlike the Mission District, it had remained under single ownership longer and was therefore easier to survey. In contrast, the Mission District was surveyed incrementally during the mid-to-late 1860s.

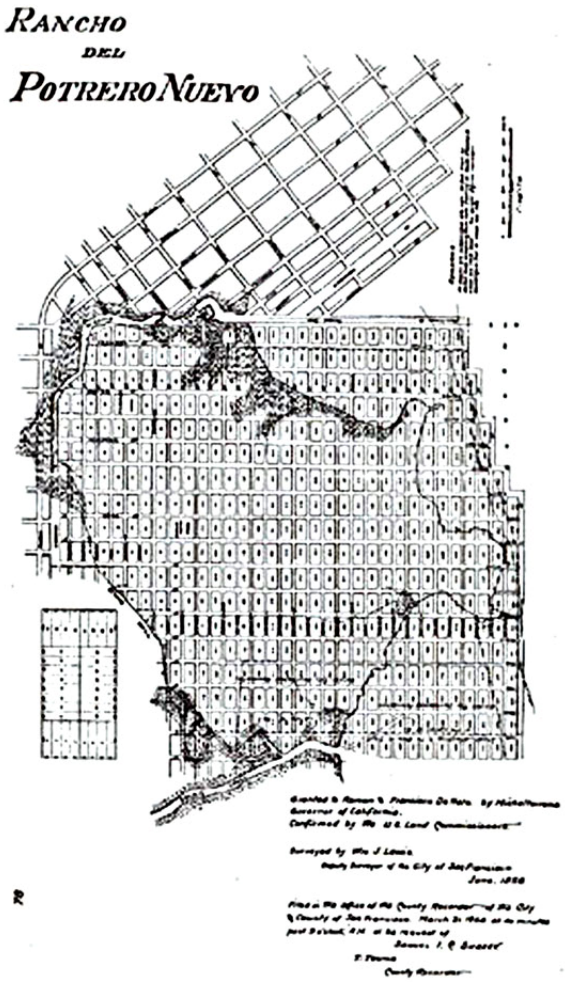

Figure 5. Rancho Potrero Nuevo Subdivision
Source: University of California, Berkeley

Van Ness Ordinance

The passage by the San Francisco City Council of the Van Ness Ordinance in 1855 was an important piece of legislation that had major implications for land use in the Showplace Square survey area. Intended to cleave the "Gordian Knot" of cloudy land ownership precipitated by squatters illegally settling on the Mexican ranchos and former Pueblo lands, the Van Ness Ordinance preliminarily granted titles to individuals who were in actual physical possession of the lands in question, in most cases the squatters. The ordinance also provided for the platting of streets and lots within the 1851 Charter Line and reserved tracts for parkland, hospitals, fire and police stations, and other public uses.[37]

Potrero Nuevo Surveyed

In 1856, following the passage of the Van Ness Ordinance, city authorities commissioned William J. Lewis, Deputy Surveyor of the City and County of San Francisco, to survey and plat the roughly 1,000-acre *Rancho Potrero Nuevo*. Lewis began by determining the boundaries of the rancho. After this was done, he platted a grid of streets and blocks over the entire extent of the tract, regardless of hills or water, and recorded the map with the San Francisco Office of the

[36] Ibid.
[37] Ibid., 19.

Assessor/Recorder (Figure 5).[38] The map depicts the Potrero Nuevo subdivision as a tightly woven grid of smallish rectangular blocks, most of which measured 200' by 400', oriented with their long axis parallel to the ridgeline of Potrero Hill. The east-west streets were initially named for California counties and the north-south streets for American states. Notably, Lewis substituted the English foot for the Spanish vara as the basic unit of measurement in contrast to other early subdivisions, including the South of Market Area and the Western Addition.

The development of the newly platted Potrero District proceeded very slowly, partially as a result of its remoteness from downtown, but also due to lingering disputes over land titles. The situation was not resolved until May 1867 when the U.S. Board of Land Commissioners rejected the De Haro family's longstanding claims to *Rancho Potrero Nuevo*. The board, supported by testimony from George Treat, argued that the Mexican government had only given the family grazing rights to the land, not possessory rights. News of the decision was greeted with an enthusiastic victory parade by those with land claims in the Potrero District. The festivities culminated with a bonfire on the crest of Potrero Hill.[39]

Mission District Surveyed

Despite its greater commercial and residential vitality, most of the Mission District was surveyed later than the Potrero District. Following the final resolution of San Francisco's claims to its "Outside Lands" by Congress in 1866, local authorities commissioned new surveys of the outlying parts of the city, including the previously unsurveyed central and southern parts of the Mission District. Similar to the Potrero Nuevo subdivision, the 1868 Humphreys map shows the Mission District platted in a conventional gridiron pattern. Also similar to the Potrero District, the English foot replaced the Spanish vara, with the numbered east-west streets laid out to be 64 feet wide. The north-south streets, named for prominent early Mexican and American settlers, were laid out to be 82 ½ feet wide. The average size of a Mission block was 245 feet by 520 feet, somewhat longer and wider than the Potrero blocks. The discrepancy resulted in awkward dog-leg intersections along Harrison Street, the primary demarcation line between the Mission and Potrero districts.[40]

Richards House

The earliest surviving structure within the survey area was built around the same time that the U.S. Board of Land Commissioners finally extinguished the De Haro family's claims to *Rancho Potrero Nuevo*. Built ca. 1866, by pioneer drug merchant C.F. Richards, the large Italianate style dwelling was built on the 13-acre Adams tract on the northeast slope of Potrero Hill overlooking Mission Bay. Richards, born in Redbank, New Jersey in 1842, came to San Francisco in 1862 and established a commercial drug sales business at the corner of Clay and

Figure 6. Richards House, ca.1940
Source: San Francisco Public Library

[38] William Crittenden Sharpsteen, "Vanished Waters of Southeastern San Francisco," *California Historical Society Quarterly* (June 1941), 119.
[39] *Alta California* (May 15, 1867).
[40] City and County of San Francisco Planning Department, *City within a City: Historic Context Statement for San Francisco's Mission District* (San Francisco: November 2007), 25.

Sansome streets.[41] Richards was also a poet and writer who frequently contributed his poems to the *Alta California.* The Richards House remained in the family until 1908, when it was purchased by Bethlehem Steel for use as a hospital by employees of Union Iron Works. Although missing its widow's walk/cupola, the Richards House remains one of the most architecturally significant non-industrial structures in the survey area (Figure 6).

Pioneer Industries

The industrialization of the Showplace Square survey area tentatively began during the Civil War in conjunction with San Francisco's first major industrial boom. Fueled by profits from the silver mines of the Comstock Lode, and sustained by the demand for arms and supplies during the Civil War, the boom lasted from 1862 until 1875. Indicative of California's great natural and mineral wealth, most of San Francisco's pioneer industries were based in resources processing.[42] Taking advantage of proximity to water transport, most early industries were located on San Francisco Bay or along a navigable waterway, creating an arc of industry from North Beach to Potrero Point. The north side of Mission Bay was dominated by shipyards, lumber planing mills, food-processing industries, and the Butchertown Reservation, which lay within the survey area at 8th and Townsend streets. Lying just east of the survey area, the Potrero District's Central Waterfront area became home to manufacturing operations like Nemours gunpowder works, Pacific Rolling Mills, and Tubbs Cordage Company.[43]

Mission Woolen Mills

Mission Creek, most of which lay within the Showplace Square survey area, remained navigable as far south as 16th Street as late as the Civil War. Because of its level tracts of land with access to water, several industries began building plants alongside the creek in the northeastern Mission District. One of the most important pioneer industries within the survey area was the Mission Woolen Mills complex at Center (16th) and Folsom streets. Established in 1860 by silver baron William C. Ralston, the complex occupied a ten-acre site bordering Mission Creek (Figure 7). The company processed California-grown wool into clothing, blankets, and other woolen goods. The company employed 450 workers, consisting primarily of skilled Scottish women weavers and seamstresses and unskilled Chinese laborers. The mills

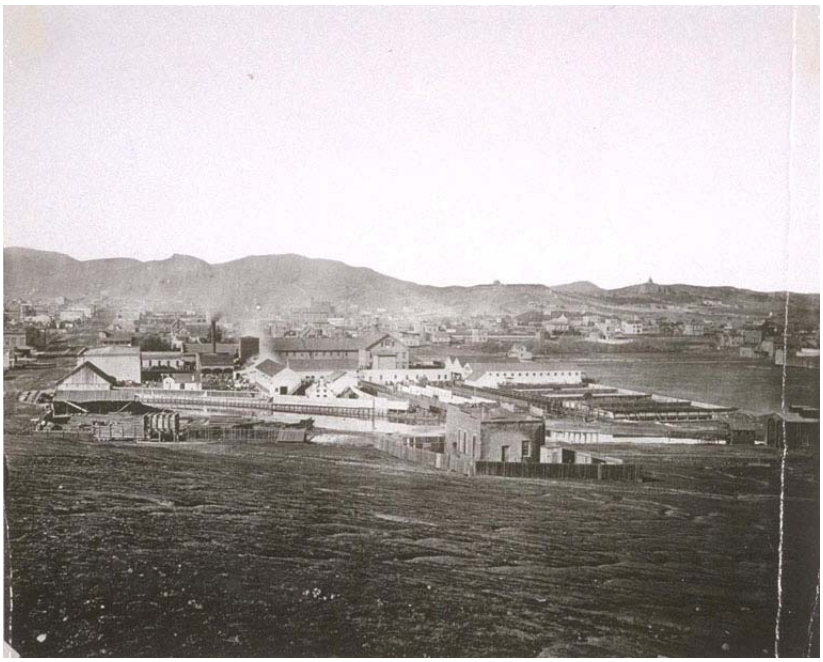

Figure 7. Mission Woolen Mills, 1870s
View toward west
Source: Bancroft Library

[41] "Sudden Death of a Pioneer Drug Merchant," *San Francisco Call* (June 18, 1902).
[42] Richard A. Walker, *Industry Builds out the City: The Suburbanization of Manufacturing in the San Francisco Bay Area, 1850-1940* (Berkeley: University of California, Department of Geography, 2004), 2.
[43] Ibid., 5-6.

prospered during the Civil War manufacturing 80,000 pairs of heavy wool blankets, 125,000 yards of broadcloth, tweed and cassimere; and 500,000 yards of flannel in 1865 alone. The gross value of the company's products amounted to nearly $1,000,000 per annum.[44] Nothing of this plant remains today.

Transportation Infrastructure

Throughout the Early American period, most development within the Showplace Square survey area existed along existing roads and horse-drawn streetcar lines. Although platted as early as the 1850s, much of the street network existed only on paper, particularly within the eastern section of the survey area. Without the means of access, properties without direct road, rail, or water access remained virtually worthless, delaying street grading, infrastructure, and other forms of development.

Streets

In San Francisco, street grading was mostly paid for by adjoining property owners who would presumably benefit from the work. Before any street was graded, two-thirds of the property owners along a given block had to vote in favor. Within the Showplace Square survey area, street grading began in the mid-1860s in the western Mission, beginning with the privately funded and constructed Mission and Folsom plank roads. Center (16th) Street, the old footpath from Mission Dolores to Mission Creek, was also paved in planks ca. 1860. Harrison Street, the road bed of the San Francisco & San Jose Railroad, was graded in the mid-1860s.[45]

San Francisco & San Jose Railroad

Cut off from the mainland by the Bay, San Francisco's only direct railroad access during most its early history was the San Francisco & San Jose Railroad. Incorporated in 1860 and completed in 1864, the fifty-mile long rail line connected San Francisco to the bay-side communities of San Mateo County and the agricultural heartland of the Santa Clara Valley. [46] Completed in part with investment by John Center, the railroad ran along Harrison Street through the survey area, increasing the value of adjoining land for industrial and residential development. Nothing remains of the San Francisco & San Jose Railroad within the survey area.

Street Railroads

Private street railroads made commuting to the western portion of the survey area possible as early as the 1860s. Beginning in 1865, various private operators began providing transit service along Valencia, Mission, Howard, and Folsom streets. Eventually these lines became part of the company that would eventually become known as the Market Street Railway. Before the 1890s when electrical-powered streetcars were introduced, these rail lines were operated with horse-drawn, cable, or steam-powered cars.[47] Early maps of San Francisco indicate that most rail lines within the survey area were concentrated within its western portion, closer to Mission Street where population densities were higher.

Parks and Open Space

Created as a byproduct of the Gold Rush – itself a defining symbol of predatory capitalism – early San Francisco developed without many of the public amenities common in older cities of the East Coast or Europe. This phenomenon was compounded by the pervasive anti-tax outlook among the city's influential Republican business elite. With the exception of Golden Gate Park and a

[44] Titus F. Cronise, *The Natural Wealth of California* (San Francisco: Bancroft & Company, 1868), 603.
[45] City and County of San Francisco Planning Department, *City within a City: Historic Context Statement for San Francisco's Mission District* (San Francisco: November 2007), 30.
[46] Donald B. Robertson, *Encyclopedia of Western Railroad History - Volume IV – California* (Caldwell, ID: The Caxton Printers, 1998).
[47] City and County of San Francisco Planning Department, *City within a City: Historic Context Statement for San Francisco's Mission District* (San Francisco: November 2007), 25.

handful of small public squares, San Francisco was vastly underserved by parkland, especially within working-class districts. Even the parks that were set aside were frequently occupied by squatters or reallocated to other uses by city authorities.

The 1863 Official Map of San Francisco shows only two park reservations within the Showplace Square survey area. Set aside as part of the 1855 Van Ness Ordinance, the easternmost of these was Jackson Square, a four square-block reservation bounded by Santa Clara (17th), Arkansas, Mariposa, and Carolina streets. Named for U.S. President Andrew Jackson, the reservation was not developed as a park until the early twentieth century. In fact, throughout the nineteenth century it remained partially submerged beneath Mission Bay. The second reservation was Franklin Square, a tract bounded by Center (16th), Hampshire, Santa Clara (17th), and York streets, named for Benjamin Franklin.[48] Both reservations were originally four-and-a-half acres in area, although Franklin Square was reduced in size in the 1860s to accommodate a reservoir built by the Spring Valley Water Company.

Property Types and Resource Registration
Aside from the street grid and the C.F. Richards Residence at 301 Pennsylvania Avenue, very little remains from the Early American Period within the Showplace Square survey area. Throughout this period, residential, commercial, and industrial development remained exceedingly sparse and what was built tended to be ephemeral in nature. Physical evidence of Early American presence in the survey area probably exists in the form of archaeological resources, both recorded and unknown, including building foundations, privies, and possible remnants of early transportation and utility infrastructure. Any archaeological artifacts encountered within the survey area from these periods are likely to yield knowledge of California's early history and are therefore presumed to be significant under National Register Criterion D (Information Potential). In addition, the C.F. Richards Residence, which is already identified as a local historic resource, may be individually eligible for listing in the National Register under Criteria A (Events) and C (Design/Construction).

D. INDUSTRIAL AND RESIDENTIAL DEVELOPMENT: 1867-1905
Fueled by riches from the silver mines of Nevada's Comstock Lode, San Francisco entered a period of sustained prosperity in the years following the Civil War. Between 1860 and 1890, the population of the city grew from 56,802 to almost 300,000, a five-fold increase. The city's population continued to grow, reaching 343,000 in 1900 and making it the largest city west of St. Louis. Although the city contained a quarter of the state's population, San Francisco accounted for 65 percent of the state's manufacturing employment. San Francisco's port facilities handled nearly all of the state's imports and exports, serving a tremendous hinterland that comprised the entire western third of the United States.[49]

Throughout this period the Showplace Square survey area remained largely undeveloped aside from the Mission and Folsom corridors and a handful of early industries such as the Mission Woolen Mills. Much of the eastern portion of the survey area remained either submerged beneath the waters of Mission Bay and Mission Creek or consisted of ungraded hillside. Within the Mission District, much of the survey area was still under cultivation. Many larger tracts of undeveloped land remained even the more densely built-up Mission District.

[48] "The Public Squares of the City are Named and Located as Follows:" *Daily Alta California* (February 21, 1867).
[49] Robert W. Cherny and William Issel, *San Francisco: Presidio, Port and Pacific Metropolis* (Sparks, NV: Materials for Today's Learning, Inc., 1988), 24.

Resolution of Land Ownership and Development of Physical Infrastructure

After Mission Creek, Mission Bay was the first part of the survey area to be developed for industrial use. However, before this could happen land ownership questions had to be resolved, the shallow bay filled, and transportation infrastructure provided.

California Tidelands Act

The northeastern section of the Showplace Square survey area, an area bounded by 7th, Brannan, 8th, and 16th streets, occupies what was historically Mission Bay. As early as 1851 the federal government granted all swamp and tidelands to the jurisdiction of the states, including Mission Bay, which went to the new state of California. Seventeen years later, the perennially underfunded state government decided to sell its submerged lands. Drafted as the California Tidelands Act of 1868, the Legislature directed the newly formed Board of Tidelands Commissioners to complete a survey of the tidelands of Mission Bay (and Hunters Point) with the goal of setting aside several acres for a public market, selling some to industries and individuals, and granting the rest (along with the rest of the southern waterfront) to an un-named railroad. After Governor Henry Haight signed the bill into law, San Francisco's press attacked it as a well-disguised attempt by the influential Central Pacific Railroad to acquire over six thousand acres of San Francisco's southern waterfront, an area extending from Mission Bay to the San Mateo County line. An article published in the *San Francisco Bulletin* in March 1868 summed up the opposition's stance:

> Those who are acquainted with the tendency of growth and business of San Francisco know that it is in the direction of the localities included in the proposed railroad grant…Real estate values are more rapidly increasing in the direction of Mission Bay and South San Francisco (Hunters Point) than anywhere else…It is hardly extravagant to expect that in less than ten years hence the heaviest shipping and wholesale business will be in the region of Long Bridge and Mission Bay…The property asked in this bill…includes the whole of Mission Bay and hundreds of acres further out than the mouth of the bay in the deep water of San Francisco Bay…Central Pacific Railroad Company and their partners of the shadowy title would realize many millions, while the State would get perhaps $200,000…It would be an outrage to pass this bill.[50]

The San Francisco press continued to publish editorials against the act and the final version, which was passed by the state legislature on March 30, 1868, was modified as a result of the ongoing opposition. Although its initial wish list was significantly reigned in, the Central Pacific still ended up with 192 acres of Mission Bay and a 200' wide right-of-way extending south from Mission Creek to Islais Creek. The railroad also acquired several blocks of land for a freight and passenger terminal at 4th and Townsend streets, north of the survey area. The Central Pacific Railroad augmented its holdings by purchasing acreage near the mouth of Mission Creek within the survey area.[51] By the mid-1870s, the State had disposed of all its tideland property at Mission Bay except for tracts designated for public or navigational use (Figure 8).[52]

[50] "Bancroft Scraps," *San Francisco Evening Bulletin,* reprinted from *Sacramento Union* (March 1868).
[51] Nancy Olmsted, *Vanished Waters: A History of San Francisco's Mission Bay* (San Francisco: Mission Creek Conservancy, 1986), 42.
[52] Gerald R. Dow, *Bay Fill in San Francisco: A History of Change* (Master of Arts thesis submitted to the faculty of California State University, San Francisco, 1973), 19.

Squatters Riots

Complicating the disposal of state tidelands was the large number of squatters who claimed submerged lands along Mission Creek and around the southern edge of Mission Bay. The State Tidelands Act of 1868 attempted to resolve the matter by stating: "Where any settler was on the first day of January, A.D. 1868 in bona fide actual possession of any one lot by himself or tenant, and any additional lot in which he shall have had substantial improvements at the time aforesaid…may purchase such lot…." "Bona fide actual possession" was seen by many as an endorsement of squatters' rights and soon a series of armed conflicts began to break out between rival claimants to various parcels. One of the worst fracases occurred on a submerged water lot near the mouth of Mission Creek within the survey area.[53] The battle involved some 60 men and a dueling gun-boat and pile driver. Miraculously no one was killed in the dispute.[54]

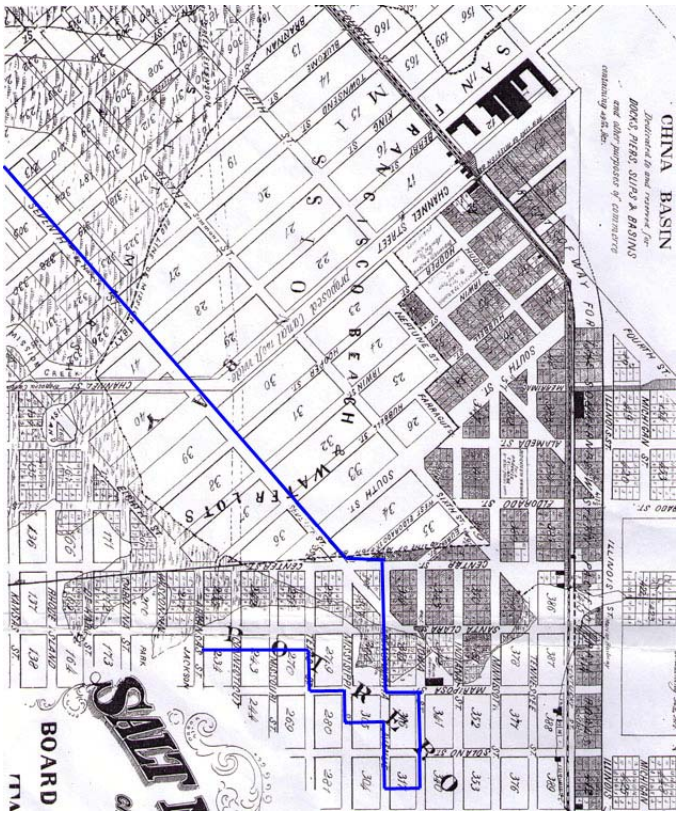

Figure 8. Portion of California Tidelands Act Map, 1869
Blue line indicates eastern boundary of the survey area
Source: University of California

Filling Operations

The first recorded instance of filling in Mission Bay occurred in 1860 when a 100' sand hill on Townsend Street was excavated by steam paddy and dumped into the bay to provide a building site for Citizens' Gas Works (outside the survey area). Other early filling activity was undertaken by contractors hired by the City to build streets. The high water table throughout much of the survey area frustrated contractors as described by historian John Hittell:

> Many ludicrous scenes occurred in filling up the swamps. When streets were first made the weight of the sand pressed the peat down, so that the water stood where the surface was dry before. Sometimes the sand broke through, carrying down the peat under it, leaving nothing but water or thin mud near the surface. More than once a contractor had put on enough sand to raise a street to the official grade, and gave notice to the city engineer to inspect the work, but in the lapse of a day between the notice and the inspection, the sand had sunk down six or eight feet; and, the heavy sand had crowded under the light peat at the sides of the street and lifted it up eight or ten feet above its original level, in muddy ridges full of hideous cracks. Not only was the peat crowded up by the sand in this way, but it was also pushed sidewise, so that houses and fences built upon it were carried away from their original position and tilted up at singular angles by the upheaval.[55]

[53] Block 40 is located within the Showplace Square survey area on a block bounded by 7th, Berry, 8th, and King streets.
[54] *Alta California* (November 19, 1868).
[55] John S. Hittell, *Commerce and Industries of San Francisco* (San Francisco: A.L. Bancroft & Co, 1882), 1900.

Initially, filling was accomplished by hand, primarily by Irish immigrants who shoveled the sand into horse-drawn carts. Soon, this system was displaced by the mighty steam-powered shovel, referred to commonly as a "Steam Paddy," which could quickly and efficiently load rail cars running on temporary tracks from the excavation site to Mission Bay where it would be dumped into the shallow water. The innovation of the steam paddy made quick work of Mission Bay. In 1888, historian Hubert H. Bancroft wrote that 450 acres of land in the Mission Bay area had been filled using this method in just fourteen years. [56]

The completion of Long Bridge in 1865 hastened the filling of Mission Bay. Long Bridge was built as a causeway across the midpoint of Mission Bay, along the present-day alignment of 3rd Street, between Steamboat Point and Point San Quentin. With only a 25' drawbridge section near its center, Long Bridge hindered the tides that had for centuries flushed out the bay and sustained its rich aquatic ecosystem. Long Bridge also provided a convenient platform for expanding filling operations. The filling of Mission Bay began in earnest in 1869 with the excavation of the Second Street Cut through Rincon Hill. The rock blasted from the hill was used to fill the northern section of Mission Bay. Meanwhile the railroads and industries of Potrero Point began to fill in the southern part of Mission Bay with 100,000 cubic yards of serpentine rock from the Kentucky (3rd) Street Cut through Potrero Point.[57]

Mission Creek Channel

Although Mission Creek had been designated a navigable creek in 1854, much of the creek bed in the Mission District had been incrementally filled with trash or by local landowners seeking additional square footage. Further filling was finally stopped east of Mission Creek's mouth at 8th and King streets in 1872. The City then commissioned a pair of seawalls to preserve a 200' wide channel from 7th and Townsend to San Francisco Bay. In 1874, Mission Creek west of 7th Street was abandoned as a navigable stream, although it does not appear to have been entirely filled until the 1890s.[58] Following the completion of the Mission Creek Channel, industrialists built wharves and finger piers from the south seawall further into Mission Bay. Meanwhile, the Central Pacific Railroad was hard at work filling Mission Bay. One of its first projects involved filling a 1,600-foot long strip into Mission Bay (following the alignment of 6th Street). By 1903, more than two-thirds of the Southern Pacific Railroad's (as the Central Pacific was renamed in 1885) holdings in Mission Bay had been filled, leaving only a stagnant lagoon at the center of the bay. Meanwhile, the tidal marshes along the southern edge of the bay (within the survey area) died because they no longer had access to the daily flows of tide water that had once sustained them.[59]

[56] Gerald R. Dow, *Bay Fill in San Francisco: A History of Change* (Master of Arts thesis submitted to the faculty of California State University, San Francisco, 1973), 124.
[57] Nancy Olmsted, *Vanished Waters: A History of San Francisco's Mission Bay* (San Francisco: Mission Creek Conservancy, 1986), 30.
[58] City and County of San Francisco Planning Department, *City within a City: Historic Context Statement for San Francisco's Mission District* (San Francisco: November 2007), 27.
[59] Gerald R. Dow, *Bay Fill in San Francisco: A History of Change* (Master of Arts thesis submitted to the faculty of California State University, San Francisco, 1973), 130.

Dumpville

Filling operations in Mission Bay were aided by the workings of the San Francisco city dump, an institution that lasted from around 1878 until 1895. The dump eventually grew to encompass twenty acres of Mission Bay south of Mission Creek Channel, some of it lying within the northeastern part of the survey area near the intersection of 7th and Townsend streets. The dump attracted a resident population of scavengers who would sift through the garbage, looking for items that could be recycled and resold. Whatever remained was tipped into the water. An article in the *San Francisco Chronicle* from 1889 describes the process:

> It is a fair estimate that at least 300 teams a day pass down Sixth Street on their way to the dump…The dumping ground probably covers twenty acres on the south side of Channel Street, between Sixth and Seventh…The entire block between Hooper and Irwin streets has been filled in and reclaimed since last November. What is known now as Channel Street has also been reclaimed from the swamps of Mission Creek. The land, as fast as it is reclaimed, is graded with three or [sic] feet of clay and sand and then leased or sold for building purposes.[60]

Many of the denizens of Dumpville built shanties of wood and tin around the edges of the dump. They were generally tolerated despite the occasional police raid. An article in the November 22, 1889 edition of the *San Francisco Chronicle* described the scene at the place popularly known as "Dumpville":

> With a general air of dejected doggedness, many were busily engaged with pitchfork, shovel or stick, sifting each load as it was dumped from the reeking, overflowing carts. Rags, old bottles, scraps of iron, old sacks, bricks, oystershells, half-decayed fruit and vegetables-all were prized.[61]

Unfortunately, the combination of dump run-off and industrial pollutants made what was left of Mission Bay a foul mess, offensive to the nostrils and deadly to fall into.[62] The days of Dumpville as a community came to an end in 1895 when San Francisco police officers tore down the shanties and evicted its residents.[63] The Army of Heaven Mission, which had been helping the residents of Dumpville, subsequently acquired the triangular block of land bounded by 8th, Brannan, Division, and 9th streets (within the survey area) and established a soup kitchen for the hungry and a barn for them to sleep in.[64] Today nothing above ground remains of Dumpville or the dump itself.

Railroads: 1867-1900

Railroads – both local and long haul – were the key to developing the Showplace Square survey area. The filling of Mission Bay beginning in the 1850s and 1860s, gradually created a large area of level land near the waterfront and under the control of a handful of owners. As demonstrated above, the Central Pacific Railroad acquired much Mission Bay and throughout this period it made this area the centerpiece of its local operations. Meanwhile, local street railways pushed deeper into the Mission District, enabling expansion of speculative housing, commercial blocks, and industry.

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[60] "The Dump Trust: How the City's Refuse is Handled." *San Francisco Chronicle* (September 22, 1889).
[61] *San Francisco Chronicle* (November 22, 1889).
[62] Nancy Olmsted, *Vanished Waters: A History of San Francisco's Mission Bay* (San Francisco: Mission Creek Conservancy, 1986), 47.
[63] Roger and Nancy Olmsted, *San Francisco Bayside Historical Cultural Resource Survey* (San Francisco: San Francisco Clean Water Program, April 1982), 224.
[64] *Walking on Water – A History of Mission Bay,* http://pub.ucsf.edu/missionbay/history/sitebody.php (Accessed July 20, 2007).

Central Pacific Railroad

Founded in 1863 by a group of small-time merchants from Sacramento: Collis Huntington, Leland Stanford, Mark Hopkins, and Charles Crocker (later known as the "Big Four"), the Central Pacific Railroad surprised many San Francisco leaders by winning the contract to build the western segment of the Transcontinental Railroad. Completed in 1869, the Transcontinental Railroad terminated in Oakland, not San Francisco. Concerned that the city was being bypassed, San Francisco businessmen William Ralston and Peter Donahue formed the Southern Pacific Railroad and made plans to purchase and extend the existing San Francisco & San Jose Railroad from its southern terminus at Gilroy, over Pacheco Pass, to connect with the proposed Atlantic & Pacific Railroad in the San Joaquin Valley. Unfortunately for San Francisco, in 1870, the Central Pacific stealthily purchased the San Francisco & San Jose Railroad before the Southern Pacific could make an offer, thereby shutting off the only viable outlet for a second line into San Francisco.[65]

After successfully outflanking San Francisco interests, the Central Pacific demanded a subsidy of $1 million and the exclusive right to build a new terminal on what was still state-owned land in Mission Bay. Annoyed with the machinations of the Big Four, San Francisco voters defeated the bond that would have paid the subsidy.[66] Realizing that they had not choice but to deal with the Central Pacific, in October 1872, San Francisco's business and civic leaders offered to build a railroad bridge from San Francisco to Oakland. They also offered to fill in Mission Bay and build a railroad terminal for the use of the Central Pacific and any other railroads that might decide to come to San Francisco in the future. The Central Pacific counter-offered to build the bridge itself in exchange for $2 million and the exclusive right to monopolize the proposed Mission Bay terminal. Sensing victory, Central Pacific's executives tacked on another proviso that the railroad be allowed to withdraw from the city in the future if business slowed down. This final demand was too much for San Francisco and Mayor Alvord vetoed the Board of Supervisors' vote to accept the demands.[67] By the end of 1872, the Central Pacific had finished building its freight and passenger terminal at 4th at Townsend streets, several blocks north and east of the Showplace Square survey area.[68]

Potrero & Bay View Railway

The completion of Long Bridge across Mission Bay in 1869 improved access from downtown San Francisco to the eastern Potrero District. Planned from its inception as part of the Long Bridge project, the Potrero & Bay View Railroad – initially a horse car line – ran along 3rd Street through the South of Market Area, crossed Long Bridge, and then traveled several blocks east of the Showplace Square survey area, along Kentucky (3rd Street), on its way to the Bayview-Hunters Point district. Although the line triggered some development in the Potrero Point area, the survey area lay beyond easy walking distance of the line. While Potrero Point boomed with new industry and workers housing during the 1860s and 1870s, most of the eastern part of the survey area continued to remain devoted to rural land uses throughout this period.

Market Street Railroad Company

San Francisco's most important transit provider during this period was the Market Street Railroad Company. Opening on July 4, 1860, the company initially operated horse cars and steam trains along Market Street between 3rd and Valencia streets. In 1882, Leland Stanford of the Central Pacific Railroad purchased the Market Street Railroad Company and converted its lines to cable

[65] Nancy Olmsted, *Vanished Waters: A History of San Francisco's Mission Bay* (San Francisco: Mission Creek Conservancy, 1986), 40.
[66] *San Francisco Evening Bulletin* (June 17, 1870).
[67] Nancy Olmsted, *Vanished Waters: A History of San Francisco's Mission Bay* (San Francisco: Mission Creek Conservancy, 1986), 40.
[68] Ibid., 42.

power. The change in motive power necessitated a name change, and the company was renamed the Market Street Cable Railway Company.[69] Lines operated by the company in or near the Showplace Square survey area included cable car lines along Valencia and Howard (South Van Ness Avenue) streets.

In 1893, following the death of Leland Stanford, business associates took over the Market Street Cable Railway Company and converted its growing number of lines to electric power. Reflecting the changes, the company was renamed the Market Street Railway Company. The conversion to electricity resulted in the expansion of the number of lines within the survey area, including the Fillmore line – an electric street car line that ran along 16th, Kansas, 17th, Connecticut, and 18th streets – and the Bryant Street line, another electric street car line that ran along Bryant Street through the more densely populated western portion of the survey area.[70]

The post-1893 conversion of the Market Street Railway to electricity and the accompanying system-wide expansion necessitated the construction of additional infrastructure to provide electrical power and maintenance space. The oldest surviving non-residential building within the survey area is the Market Street Railway Steam Powerhouse located at 1401 Bryant Street (Figure 9). Constructed in 1893 by the Market Street Railway, the heavy timber frame and brick power house generated electricity by means of coal, and later petroleum-fired boilers. Used to power electric streetcar lines south of Market Street until 1944, the facility is an excellent example of an industrial plant within the survey area and one of the only facilities associated with the Market Street Railway Company remaining within the city.

Figure 9. Market Street Railway Powerhouse, n.d.
Source: San Francisco Public Library

Industrial and Residential Development: 1887-1899

The Sanborn Fire Insurance Company published maps of American communities throughout the nineteenth and early twentieth centuries. Designed to assess insurance risk on a block-by-block level, the maps graphically illustrate manmade improvements such as buildings, streets, reservoirs, and underground utilities. The maps are color-coded to indicate construction materials and notes on each building footprint indicate the number of stories and sometimes the use of the structure. The earliest surviving maps for San Francisco were published in 1887. The maps that cover the survey area depict a part of the city that has largely disappeared as a result of disaster and redevelopment. The 1887 Sanborn maps tell us is that much of the Showplace Square survey area was too sparsely developed to warrant coverage, especially east of Potrero Avenue. The following sections briefly describe the conditions of the developed portions of the survey area in 1887.

[69] "A Brief History of the Market Street Railway." http://www.streetcar.org/msr/about/history/index.html Accessed September 3, 2008.
[70] Ibid.

South of Market Area in 1887

The 1887 Sanborn maps indicate that the small section of the South of Market Area that falls within the survey area was not yet built out despite its proximity to rail lines and Mission Channel. In general, the area could be characterized as a jumble of large-scale industrial parcels intersected by tightly knit residential enclaves, with large vacant lots remaining in several locations. The industrial properties tended to face the major thoroughfares, including Brannan, Bryant, and 7th streets. Selected industrial plants depicted on the 1887 maps include Golden City Chemical Works at the northwest corner of 7th and Townsend streets, San Francisco and Pacific Glass Works at the northeast corner of 7th and Townsend streets, and the Chicago Brewing Company at 8th and Brannan streets. The maps note that Mission Creek had not been entirely filled, with a portion of free flowing creek still cutting across the intersection of 8th and Townsend streets. Much of the survey area south of Division Street was noted as being "marsh land." The narrow back streets throughout the area were lined with one, two, and three-story frame flats and cottages.

Mission District in 1887

The 1887 Sanborn maps indicate that the Mission District sections of the survey area remained unevenly developed, with the heaviest development located along 14th, 15th, and 16th streets, between Mission and Harrison streets. The maps illustrate heavy speculative residential development on several blocks of the survey area, in particular the blocks bounded by 15th, Folsom, 17th, and Howard (South Van Ness Avenue) streets. Several larger single-family dwellings on large lots that appear to date from the middle of the century are shown surrounded by rows of more recent two-story wood-frame rowhouses on narrow residential lots perhaps subdivided from older landholdings.

East of Harrison Street, the Mission District was still quasi-rural, with isolated clusters of frame cottages facing unopened and ungraded streets. Major industrial plants in the area include the Enterprise Brewery on the east side of Folsom between 16th and 17th streets, David Woerner's Cooperage on the southwest corner of 14th and Folsom streets; Golden Gate Woolen Mfg. Co., which occupied an entire block bounded by 19th, York, 20th, and Bryant streets; Miller & Lux Wool Pulling Works, which occupied the majority of a block bounded by 18th, Harrison, 19th, and Treat Avenue; and Mission Pottery Co. at the southwest corner of Harrison Street and Treat Avenue. In addition, the Southern Pacific Railroad's Coast Division shops occupied a large four-block chunk of the central Mission bounded by Alameda, Florida, 16th, and Harrison streets. None of these buildings mentioned above remain today.

Several large tracts in the eastern portion of the Mission section of the survey area were devoted to non-residential and non-industrial usage, in particular several truck farms, parks, and other as yet undeveloped open space. The block bounded by Treat Avenue and 19th, 20th, and Folsom streets contained a pair of nurseries: Golden Gate Nursery and H.H. Berger & Co. Nursery. Franklin Square, a city park, is also marked on the Sanborn maps but the maps indicate that the park remained unopened and that it contained several illegal squatter dwellings. The westernmost section of the survey area contained the "Exotic Gardens," a privately owned recreation ground containing greenhouses and picnic grounds located on the block bounded by 13th, Howard, Erie, and Mission streets. The Exotic Gardens were located across the street from Woodward's Gardens, the famous private recreation grounds located at 13th and Mission streets outside the survey area.[71] Aside from Franklin Square, which was undeveloped at the time, none of the properties mentioned above remain today.

[71] E.G. Fitzhamon, "The Streets of San Francisco: Mission – 2," *San Francisco Chronicle* (August 30, 1928).

Potrero District in 1887

Much of the Potrero District section of the survey area was too sparsely developed to be recorded on the 1887 Sanborn maps. Most of this section of the survey area was unfilled marshland, occasional serpentine outcroppings, and ungraded "paper" streets. Many of the individual blocks in the area remained unsubdivided. Early block books indicate that most of these larger landholdings remained under single ownership, mostly belonging to railroads, land development corporations, and family trusts.

Industrial and Residential Development: 1899-1906

Published only twelve years after the 1887 Sanborn maps, the 1899 Sanborn maps illustrate the considerable changes that had occurred within the Showplace Square survey area during the intervening years. Unlike the 1887 Sanborn maps, which covered only the South of Market Area and part of the Mission District, the 1899 Sanborn maps cover the entire survey area, indicating that at least some building had occurred on the majority of its constituent blocks.

South of Market Area in 1899

The 1899 Sanborn maps indicate that the South of Market Area continued to be the most densely built-up section of the Showplace Square survey area. Consisting mainly of large industrial plants on the main east-west streets and dense rows of identical frame flats along narrow back streets, this section of the survey area was still not entirely built out. Large vacant lots remained, especially in areas not served by the network of Southern Pacific spur tracks (Figure 9). Notable industries in the area included building materials suppliers, such as Pacific Sheet Metal Works, a large complex of heavy-timber frame shops and warehouses located on the northwest corner of 7th and Townsend streets; Francis Smith & Co., sheet iron and pipe makers located on Townsend Street, just west of the Pacific Sheet Metal Works; and Gladding McBean & Co., a manufacturer of terra cotta building products located at the southwest corner of 7th and Townsend streets. Food and beverage industries were also located in this area, including the California Wine Makers Corporation and Long Syrup Refining Company, both of which were located at the southwest corner of 8th and Brannan streets. These industrial plants all had direct access to the nearby Southern Pacific tracks or had spurs connecting to the tracks, indicating the critical importance of railroad access in this area. None of the plants mentioned above remain today.

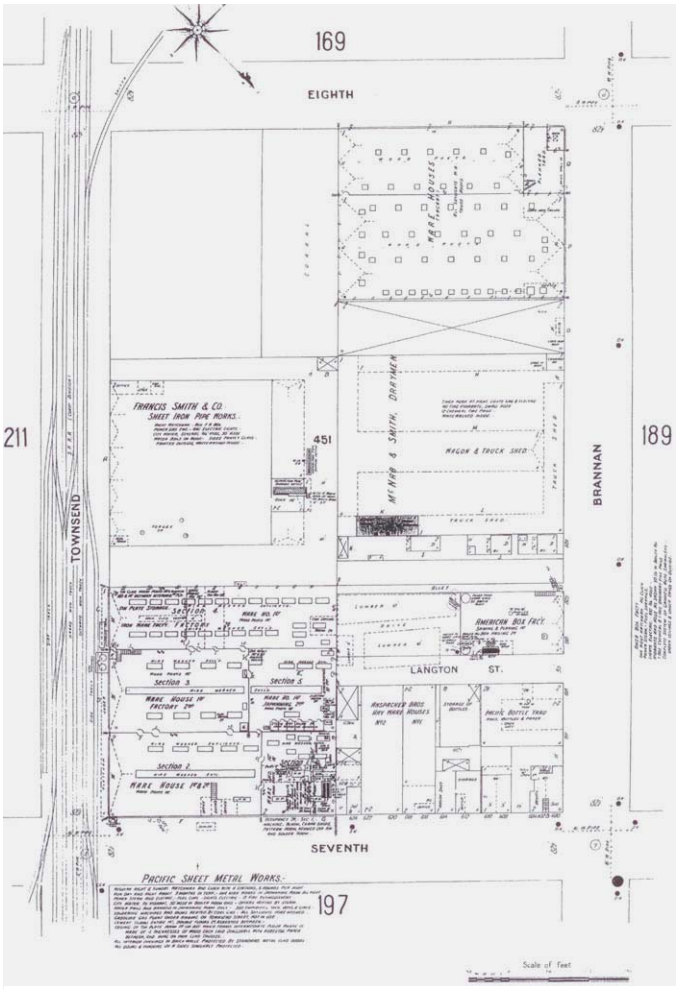

Figure 9. 1899 Sanborn map showing block bounded by 7th, Townsend, 8th, and Brannan streets
Source: San Francisco Public Library

Mission District in 1899

Figure 10. Golden Gate Woolen Mills
Source: KVP Consulting, LLC

The 1899 Sanborn maps indicate that conditions in the Mission District section of the Showplace Square survey area remained quite varied, ranging from the dense rows of frame flats along Folsom and Shotwell Streets in the western portion of the to the truck farms and other quasi-rural uses located east of Potrero Avenue. Similar to the South of Market Area, most industries in the Mission District were clustered alongside the Southern Pacific tracks which ran north along Harrison Street before turning in a northeasterly direction at 16th Street and heading east along Division Street. The tracks, which were built in the 1860s by the San Francisco & San Jose Railroad, in part followed the path of the by-then filled Mission Creek. Major industries in the area include woodworking and metalworking businesses, such as David Woerner's Cooperage works at the southwest corner of 14th and Harrison streets; Townley Brothers Planing Mill and Furniture Plant, which occupied the northern half of a block bounded by 18th, Folsom, 19th, and Shotwell streets; C.A. Malm & Co. Trunk Factory at the northeast corner of 17th and Shotwell streets; and W.A. Schrock Furniture & Iron Bed Factory at the southwest corner of 16th Street and Division (now Treat Avenue).

Other categories of industry in the Mission District section of the survey area included those related to the processing of animal products into clothing and soap, such as the Mission Soap and Candle Works, located at the southwest corner of 18th and Harrison streets; and the massive Golden Gate Woolen Manufacturing Company Mills, located on two blocks bounded by 18th, York, 20th, and Bryant streets. The Golden Gate Woolen Mills complex, much of which still stands today, was initially built before 1887. The heavy timber frame warehouse that stands today dates to ca. 1895 (Figure 10).

Food and beverage industries were also interspersed throughout the Mission District portion of the survey area, including several breweries such as Enterprise Brewing Company, a complex located on the east side of Folsom Street between 16th and 17th streets; Union Brewing Company, a small brewery located at the northeast corner of 18th and Florida streets; and the Broadway Brewery, located at the southwest corner of 19th Street and Treat Avenue. Although none of these breweries remain today, the office building of the Enterprise Brewery still stands at 1 Enterprise Street.

During the nineteenth and early twentieth centuries, residential construction within the Mission District section of the Showplace Square survey area remained the densest along Mission Street and other transit-rich streets in the western portion of the neighborhood, particularly Bryant and Shotwell streets. Much of the housing stock consisted of two-or three-family frame flats designed in the Italianate, Stick/Eastlake, or Queen Anne styles. Although mostly replaced by industrial uses throughout the early twentieth century, several pre-quake flats survive within the survey area. One of the oldest and best-preserved is the San Francisco Stick/Eastlake-style-style flat at 2712 17th Street. Built ca. 1890, this remnant is indicative of a once-plentiful residential building type in the Mission District portion of the survey area (Figure: 11).

Figure 11. 2712 17th Street
Source: KVP Consulting

Very few public buildings or sites appear on the 1899 Sanborn maps in the Mission District section of the survey area. The maps show only one public school – Buena Vista School – at 610 York Street (no longer extant). The only other municipal building within the survey area was the Southern District Police Station at 3057 17th Street. Built in 1899, the two-story concrete police station was designed by the firm of Shea & Shea. Damaged in 1906, the police station was repaired –minus its original corner turret – and placed back into service. It remained in service as the Southern District station until 1950 when the SFPD moved to a new district headquarters at 1240 Valencia Street (Figure 12).

Potrero District in 1899

The 1899 Sanborn maps show an increase in both industrial and residential construction in the Potrero District section of the Showplace Square survey area. Similar to both the South of Market Area and the Mission District, most heavy industry in the Potrero District remained clustered within a block or two of the Southern Pacific Railroad's Coast Division line. If not located directly on the line, industrial plants had their own spur tracks linking it to the main line. Major industries in the still sparsely built up area included chemical manufacturers such as the Stauffer Chemical Company plant located on the southeast corner of Alameda and Utah

Figure 12. Mission, or Southern, Police Station
Source: KVP Consulting, LLC

streets, and the Trimm & Nolan Varnish factory located next door on Utah Street. Neither of these properties remain. Similar to the Mission District, the 1899 Sanborn maps reveal a number of industrial plants dealing in the processing of animal by-products. Examples include the G.R. Lucy & Co. Soap Works located at the southeast corner of Alameda Street and San Bruno Avenue; A. Parou's Soap & Fertilizer Works located at the southwest corner of 15th and De Haro streets; New England Soap Company located at the southwest corner of 17th and De Haro streets; and the Potrero Tannery, a sprawling complex of frame buildings located on the east side of Carolina Street between 16th and 17th streets. None of these facilities remains today. The only industrial building remaining from this era in this part of the survey area is a two-story, wood-frame warehouse located at 1045 17th Street. Built in 1900 by the Berger & Carter Co. wholesale hardware company, the utilitarian warehouse – typical of its time in its use of non-fire-resistant wood-frame construction- remains an idiosyncratic example of pre-quake industrial construction (Figure 13).

Further east in the Potrero District section of the survey area, several blocks of former Mission Bay tidelands –an area bounded by King, 7th, 16th, and Carolina streets – had been filled in with rubble and sand from nearby street grading projects. For much of their history these blocks were unbuildable and therefore never subdivided into smaller house lots. After being filled, their large size and proximity to new and proposed rail lines made them especially well-suited for large, modern industrial plants. The 1899 Sanborn map shows several important industries had already relocated to this newly filled area, including the Standard Oil Company, which occupied the majority of a block bounded by Irwin, 7th, Hubbell, and 8th streets. Although remnants of this plant survive today, none of the buildings date back to this era.

Figure 13. Berger & Carter warehouse
Source: KVP Consulting, LLC

Residential construction within the Potrero section of the survey area remained much scarcer than either the South of Market Area or the Mission District. Unlike the former, the Potrero District did not have speculative rowhouses. In contrast, the majority of the dwellings that appear on the 1899 Sanborn maps were small one or two-story cottages, often with outbuildings at the rear of the lot. These outbuildings, many of which were tank houses and stables, indicate that semi-rural conditions were still dominant in the area. The 1899 Sanborn maps label several poultry farms and truck farms existing within an area bounded by Pennsylvania Avenue and 16th, Mariposa, and De Haro streets. The irregular lot lines depicted on the Sanborn maps within this area are also idiosyncratic. Instead of aligning with the dominant orthogonal street grid of the Potrero District, many of the property boundaries cut across the street grid at a diagonal alignment, revealing older property holdings that predate the 1856 subdivision of the Potrero District. Construction on these irregular lots frequently align with the older property lines, ignoring the

"paper streets" noted on the map (Figure 14). None of the buildings mentioned above remain today.

Notes on the 1899 Sanborn maps indicate the presence of extensive unfilled ground within the eastern portion of the Potrero District, including stagnant ponds and marshlands – remnants of Mission Bay. Aside from Jackson Square, which remained partially submerged and undeveloped, there were no public facilities within the Potrero District section of the survey area.

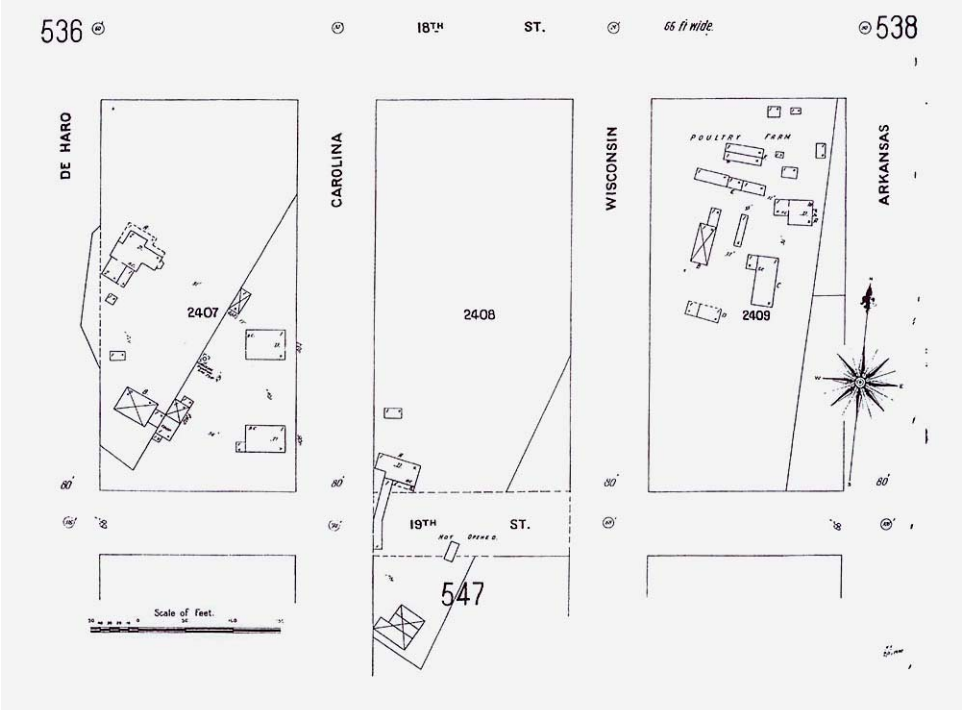

Figure 14. 1899 Sanborn map showing blocks bounded by 18th, Arkansas, 19th, and De Haro streets
Source: San Francisco Public Library

Railroads: 1900-1906

Railroads, both local and national, spurred on nearly all the growth within the survey area during the period immediately preceding the 1906 Earthquake and Fire. For nearly three decades the Southern Pacific Railroad had operated its long haul freight and passenger business in San Francisco without competition from other major railroads. This monopoly allowed them to charge essentially what the market would bare and any business that wanted to access the Southern Pacific tracks would have to pay handsomely for the privilege.

Atchison Topeka & Santa Fe Railroad

The Southern Pacific monopoly lasted until 1900 when the Atchison Topeka & Santa Fe Railroad (Santa Fe Railroad) entered the Bay Area market when it established a transcontinental railhead at Richmond, California. That same year the Santa Fe bought Claus Spreckels' San Francisco & San Joaquin (SF & SJ) Railroad, giving the Santa Fe access to the SF & SJ's freight slip at China Basin. In two decisive moves the Santa Fe broke into the lucrative San Francisco market, initiating a period of fierce competition between the lines and lowering prices to local industries. During upcoming decades the Santa Fe also took on the Southern Pacific in the arena of property development in the survey area, building tracks and buying and developing land, mostly under

the aegis of its land development wing, the Santa Fe Land Improvement Company.[72] Although most of this activity occurred in the nearby Central Waterfront area, the Santa Fe was also active within the Showplace Square survey area.

Southern Pacific Railroad

The arrival of the Santa Fe Railroad in San Francisco provided a major impetus for the Southern Pacific's long-delayed improvements to its local track network. In 1904, the Southern Pacific embarked upon a colossal project called the Bayshore Cut-Off. The project, which was completed in 1907, consisted of building a direct line along the western shore of San Francisco Bay from San Bruno to the railroad's main terminal at 4th and Townsend streets in San Francisco. The new line was more direct than the old Colma Valley/San Jose Avenue line and sped up service to the Peninsula and San Jose. The project involved blasting and filling a causeway across San Mateo County's Visitacion Bay and building a massive new freight yard and maintenance facility in San Francisco's Visitacion Valley neighborhood and the adjoining San Mateo County community of Visitacion City (now Brisbane). A new partially below-grade alignment funneled trains through trenches and tunnels from the Visitacion Valley yard to the Southern Pacific's main terminal at 4th and Townsend streets. This leg tunneled beneath Silver Terrace Hill and the eastern arm of Potrero Hill, emerging within the Showplace Square survey area near the corner of Mariposa Street and Pennsylvania Avenue. With the completion of the new Bayshore Cut-Off, the Southern Pacific began extending its network of spur tracks throughout the eastern portion of the survey area, providing access to large tracts of recently filled Mission Bay land recently purchased by the railroad.[73]

Western Pacific Railway

In another successful bid to pry open the lucrative San Francisco market, on January 25, 1905, George Jay Gould announced his company's plans to extend the new Western Pacific Railway from Salt Lake City to San Francisco. In his press release, Gould stated that the Western Pacific Railway had purchased a right-of-way in San Francisco that would begin at the company's proposed car ferry terminal at Islais Creek, tunnel beneath Potrero Hill, and terminate at the company's proposed freight and passenger terminal at 7th and Brannan streets, within the Showplace Square survey area.[74] Along with the Southern Pacific and the Santa Fe railroad, the Western Pacific Railway soon joined the ranks of the

Figure 15. Ocean Shore Railway, n.d.
Source: San Francisco Public Library

[72] Christopher VerPlanck, *Context Statement—Dogpatch Cultural Resources Survey* (San Francisco: 2001), 4-5. "Agree on More Improvements," *San Francisco Call* (December 24, 1901).
[73] "Will Shorten Line to South: Ordinance Granting Track Privileges for the Bay Shore Route to be Passed," *San Francisco Call* (August 14, 1904). San Francisco Planning Department (Moses Corrette), *Department of Parks and Recreation Primary Record: "Bayshore Cutoff Tunnels No. 1 & 2* (San Francisco: March 26, 2001).
[74] "Soon to Begin Gould Road: Western Pacific Railway will Start Actual Construction within Two Months," *San Francisco Chronicle* (January 26, 1905), 9.

largest property owners and developers within the survey area and soon the Western Pacific began purchasing large tracts of land in the survey area, beginning with a large tract bounded by Division, Kansas, Vermont, and 16th streets.[75]

Ocean Shore Railway

The fourth railroad to open in San Francisco after 1900 was the Ocean Shore Railway (Figure 15). Incorporated in San Francisco in May 1905 with capitalization of three million dollars, the Ocean Shore was supposed to connect San Francisco and Santa Cruz along the Pacific coastline.[76] Over the following year the new railroad acquired a right-of-way and began laying track from both Santa Cruz and San Francisco. The San Francisco-Half Moon Bay alignment, completed in 1907, entered San Francisco from San Mateo County along what is presently Alemany Boulevard. The tracks then followed Islais Creek east to Bay Shore Boulevard. From there, the tracks headed north along Potrero Avenue, entering the survey area at 20th Street and Potrero Avenue. At 18th and Potrero, the tracks headed northwest to Mariposa Street, west three blocks to Florida, and then north along Florida Street six blocks until the tracks exited the survey area before reaching its terminal at 12th and Mission streets. Of the four railroads operating within the boundaries of the survey area during this period, the Ocean Shore had the least amount of physical impacts. Undercapitalized from the beginning and serving a sparsely populated hinterland, the railroad did not have the funds to engage in real estate development like the other three national railroads.

Birth of the new Wholesale District

The Santa Fe, Southern Pacific, and Western Pacific's respective real estate interests and physical improvements to its trackage drove up real estate values within the Showplace Square survey area and greatly enhanced its value as a zone for manufacturing and warehousing as evidenced by this excerpt from a 1901 article in the real estate section of the *San Francisco Chronicle:*

> The acquirement [sic] of this large tract of Potrero land by the Santa Fe Company, taken in connection with the already extensive interests of the same company in and adjacent to China basin, has attracted the attention of investors to that locality. Several agents report an inquiry for desirable locations which would not have been made except for the railroad's purchase. Conservative real estate experts are predicting that the Potrero will, before many years elapse, become the great manufacturing district for San Francisco. Until ten years ago, this field of industries was mainly within the section south of Market street and east of Second. Wholesale business has taken possession of that district and the mills and factories have moved southward to King, Bluxome and Berry streets. Now it looks as if another move will be made. Petroleum for fuel has solved the high price of steam power and San Francisco's factories want more room. That can only be had by utilizing the Potrero.[77]

Pacific Hardware & Steel Company Building

Three years after the publication of the article in the *Chronicle* announcing the growing interest of industrial firms in the northern Potrero District, the Pacific Hardware & Steel Company (later the Baker & Hamilton Company) announced its plans to vacate its existing leased quarters at the corner of Fremont and Mission streets and build a new warehouse and office building on a

[75] "Wholesalers to Build Colony Near Railroad," *San Francisco Chronicle* (May 3, 1906), 3.
[76] To Santa Cruz in Two Hours: New Ocean Shore Electric Line Proposes to Make Fast Time from Here to the Surf City," *San Francisco Chronicle* (May 24, 1905), 3.
[77] "Record of Realty and Building for the Week: Growing Demand for Investment Property in the Business District –Many Small Sales Reported – General News Notes," *San Francisco Chronicle* (July 20, 1901), 11.

square block belonging to the Southern Pacific Railroad at the southwest corner of 7th and Townsend streets. In an article that appeared in the June 4, 1904 edition of the *San Francisco Chronicle,* the company outlined its reasons for the move:1) more space could be obtained at a lower cost, 2) the company would no longer need to pay rent, and 3) the new site lay within close proximity of two railroad lines. The author of the article interpreted the anticipated move as a harbinger: "This will be the pioneer movement of a mercantile concern to that section and may mean its completed transformation within a few years." The author concluded: "As Miller, Sloss & Scott were the pioneer business house at the lower end of Mission street, so its successor, Pacific Hardware and Steel Company, will open the way to the new wholesale district in the vicinity of Seventh and Townsend streets."[78]

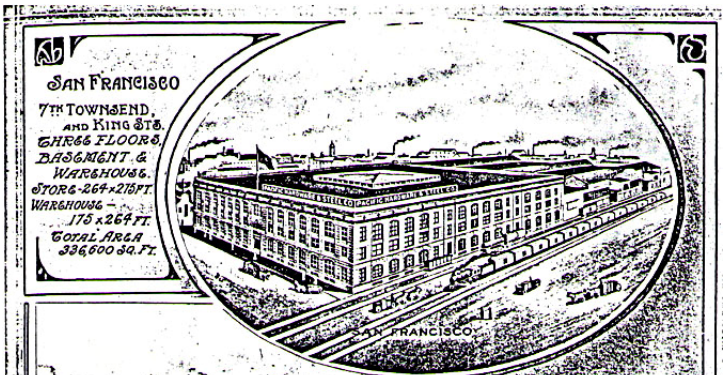

Figure 16. Baker & Hamilton Warehouse
Source: *San Francisco Chronicle* (June 4, 1904)

Completed in 1905, the Pacific Hardware & Steel Company marked the birth of this new "Wholesale District" within the northeastern part of the Showplace Square survey area. Occupying a site measuring 275' along Townsend Street and 264' along 7th Street, the massive three-story, heavy timber-frame, brick and granite warehouse – designed by the San Francisco architectural firm of Sutton & Weeks – cost a half-million dollars (Figure 16). The combined warehouse and office building was said to be the "largest business structure west of the Mississippi river."[79] Newly constructed rail sidings connected the building to both the Southern Pacific and Santa Fe tracks.[80] The giant brick warehouse, recently converted to office space, still stands at the corner of 7th and Townsend streets. It is San Francisco Landmark No. 193 and is listed in the National and California registers.

Civic Infrastructure

Although still underserved by public infrastructure – especially when compared with wealthier and more heavily residential neighborhoods north of Market Street – the Showplace Square survey area began to acquire a handful of parks, schools, and other public buildings during the last quarter of the nineteenth century, although progress was agonizingly slow due to a persistent lack of funds to carry out public-serving projects.

[78] "Start a New Wholesale District," *San Francisco Chronicle* (June 4, 1904), 7.
[79] "Pioneer Business Building in New Wholesale Section," *San Francisco Chronicle* (December 31, 1904).
[80] Ibid.

Parks

According to an article appearing in the *Alta California* in 1878, Franklin Square – the 4.4-acre public square set aside in the Mission District in 1855 – was not actually purchased by the City until 1868. Two decades later, in 1888, the Board of Supervisors approved borrowing $100,000 to develop the park, allotting an immediate disbursement of $12,000 to "grade, fence, plant and improve Franklin Park and conduct water pipes therein."[81] It is not known if this work was accomplished because an 1890 article in the *San Francisco Chronicle* describes Franklin Square as being "still in its primitive condition."[82] An article in the April 7, 1903 edition of the *San Francisco Chronicle* mentions that $6,000 was approved to build a stone wall around the perimeter of the park.[83] Physical improvements continued during the years immediately preceding the 1906 earthquake. The ongoing issue of squatters, who lived in several houses in the park, was finally resolved in January 1905 when San Francisco's City Attorney filed suit against "parties in possession of parts of Franklin Square."[84]

There is no record indicating that Jackson Park, Franklin Square's counterpart in the Potrero District, received any improvements during this period. Early maps indicate that the tract was still at least partially submerged. Furthermore, an article in the June 22, 1890 *San Francisco Chronicle* states that Jackson Park was "not improved."[85]

Property Types and Resource Registration

Twenty-seven extant buildings within the Showplace Square survey area survive from the period from 1867 to 1905. This period, which begins with the construction of Long Bridge and ends with the 1906 Earthquake and Fire, can be summarized as the birth of the survey area as an industrial district. Industrial development began in earnest in the 1890s with the filling of Mission Bay and the expansion of railroad infrastructure in the area, culminating with the birth of the "New Wholesale District" in the years leading up to the 1906 Earthquake.

A little over half the buildings from this period are residential, including an enclave of Victorian and Edwardian-era flats located west of Franklin Square and scattered clusters of flats along the western boundary of the survey area.

There are also several early heavy-timber frame industrial buildings scattered throughout the survey area. Constructed before the 1906 Earthquake, examples include the Berger & Carter Hardware Co. warehouse at 1045 17th Street (ca. 1900) and the Pioneer Trunk Factory at 3180 18th Street (1900). This era also witnessed the construction of the earliest brick American Commercial style industrial buildings, including the Market Street Railway Powerhouse at 1401 Bryant Street (1894), the Golden Gate Woolen Mills at 720 York Street (ca. 1895), and the Baker & Hamilton warehouse at 700 7th Street (1905).

The survey area also contains several early non-industrial resources from this period, most notably the Southern Police Station of 1899-1900. With the exception of the residential properties and Berger & Carter Hardware Co. warehouse, the buildings identified above have either local or national historic status. Other intact examples from this era that fit within the contexts identified above appear eligible for listing in the National Register under Criteria A (Events) and C (Design Construction). KVP has evaluated the majority of the public/civic buildings within the survey area

[81] Neighborhood Parks Council, "The Neighborhood Park Report: Franklin Square" (San Francisco: January/February 2004), 1.
[82] *San Francisco Chronicle* (June 22, 1890).
[83] "Estimate for Parks," *San Francisco Chronicle* (April 7, 1903), 8.
[84] "Park Speedway now Assured," *San Francisco Chronicle* (January 7, 1905), 16.
[85] *San Francisco Chronicle* (June 22, 1890).

and has reached conclusions regarding their individual eligibility (discussed in more depth in Chapter V). Residential properties are generally scattered throughout the survey area. Although most do not contribute to the dominant industrial context of the survey area, they need to be evaluated individually during the next phase of survey work in this area.

Any archaeological artifacts encountered within the survey area from this period are likely to yield knowledge of the survey area's history during this period and are therefore presumed to be significant under National Register Criterion D (Information Potential).

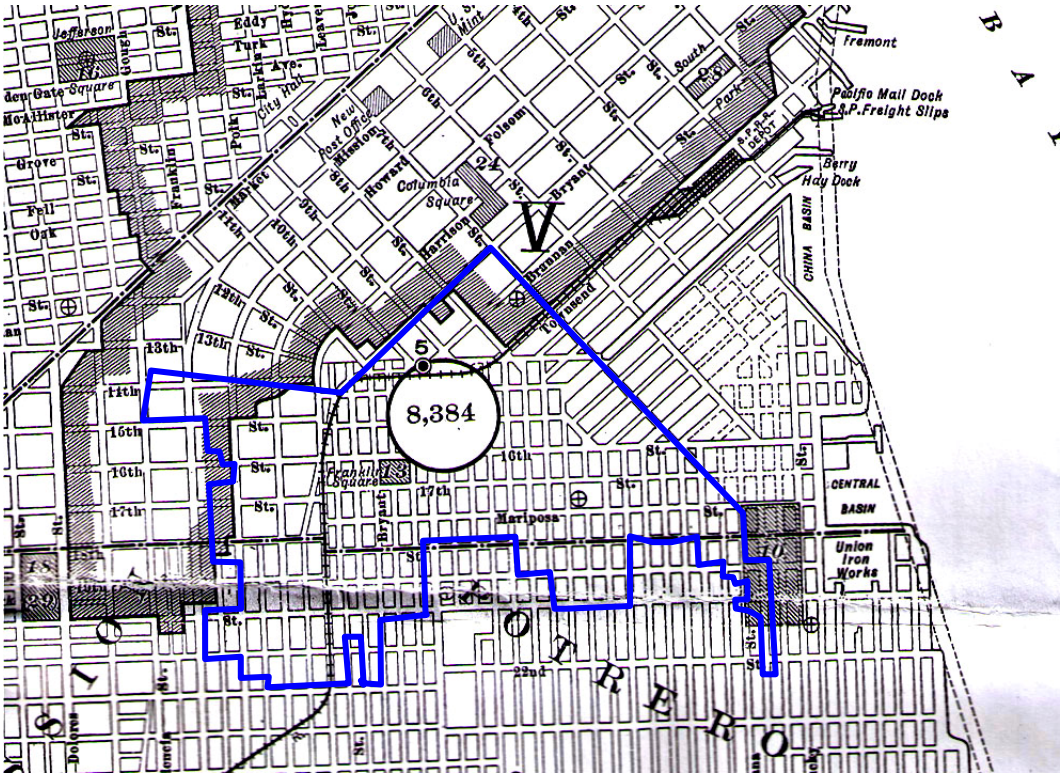

Figure 17. Section of 1906 Fire Line map
Survey Area boundaries outlined in blue; dark gray line marks boundary of Fire Limits
Source: KVP Consulting

E. DISASTER AND RECONSTRUCTION: 1906-1918

1906 Earthquake and Fire

On April 18, 1906, a major earthquake with a magnitude of approximately 8.3 on the Richter Scale hit Northern California, causing thousands of deaths and creating a swath of destroyed and damaged buildings from Pt. Arena to Salinas. Filled areas, including former creek beds and inlets, were especially hard hit, causing a significant amount of damage within the survey area, particularly 17th and 18th streets between Valencia and Folsom streets in the Mission District. The fires that erupted in the South of Market Area as a result of broken gas lines, overturned boilers, and the like, spread into the northerly part of the Mission District on April 19th, destroying several blocks within two parts of the survey area: the first being an area bounded by Mission, Division, Harrison, and Alameda streets; and the second being an area bounded by Bryant, 7th, Townsend, and 8th streets. The rest of the survey area escaped the fires and although many properties were damaged by the quake itself –especially those on filled ground – its infrastructure remained largely intact (Figure 17).

Fires Halted

Credit for saving much of the Showplace Square survey area from the fires that followed the quake has been attributed to George L. Center. Nephew of the prominent Mission landowner, John Center, George Center lived at his uncle's old estate at 16th and Shotwell streets (Figure 18). As mentioned earlier, John Center had built an extensive network of water mains to serve his agricultural operations during the 1860s, and also for the prescient purpose of defending the Mission District's growing wood-frame residential districts from the massive conflagration that Center believed would eventually occur. The Center Water Works mains remained largely intact after the quake, and most important they were unconnected to Spring Valley Water Company's heavily damaged and depressurized system that served the rest of the city. George Center knew the location of these mains as well as how to tap the company's 100,000-gallon reservoir located on a block bounded by 15th, Folsom, 16th, and Shotwell streets in the survey area. Armed with Center's working water mains, George Center directed volunteers and National Guard troops and they successfully halted the southward advance of the fires.[86] Neither the John Center House nor the Center Water Works remain extant.

Figure 18. John Center House and Water Works, 1925
Source: Bancroft Library

Refugee Camps

In the aftermath of the 1906 Earthquake and Fire, the Showplace Square survey area and its vicinity became home to thousands of earthquake refugees, many of whom had escaped from the South of Market Area, an area that before the disaster had been a densely inhabited working-class district of frame hotels and flats interspersed among industrial properties. Luckier refugees bunked down with friends and family elsewhere in the city. The not-so-lucky either fled the city or set up impromptu tent camps on public parks and vacant land. Within the survey area, an impromptu refugee camp appeared in Franklin Square, which had just been cleared of squatter dwellings in 1905 and improved as one of the Mission District's only public parks.[87]

Incorporated on July 20, 1906, the San Francisco Relief and Red Cross Funds Corporation (Relief Corporation) administered relief funds gathered from people the world over, providing food, shelter, and clothing to destitute and homeless refugees who comprised more than half of San Francisco's 410,000 residents. Concerned that the rainy season would arrive before the refugees were re-housed, the Relief Corporation hired union carpenters to construct thousands of small redwood and fir "refugee cottages" (more popularly known as "earthquake shacks"). The cottages were assembled in camps throughout the city, many of them built in public parks and open spaces where impromptu camps had already appeared. Camp No. 13 was established in Franklin Square. Initially containing Army tents, Franklin Square was the first relief camp to be

[86] City and County of San Francisco Planning Department, *City within a City: Historic Context Statement for San Francisco's Mission District* (San Francisco: November 2007), 45.
[87] San Francisco Relief and Red Cross Funds Corporation, Map of San Francisco, 1906.

converted to a cottage camp on September 21, 1906 (Figure 19). The completed camp contained 304 three-room cottages with a total population of 1,017 by February 1907.[88]

A second camp, known as the Potrero Camp (Camp No. 10), was built along the ungraded right-of-way of Pennsylvania Avenue between 19th and 20th streets (adjoining the survey area). This camp consisted of 188 three-room cottages housing 679 people. It replaced the huge 2,280-person camp built on Santa Fe Railroad land east of the survey area.[89]

The refugee camps closed in the latter part of 1907 and as an inducement to clear the parks, city authorities offered the relief cottages to their inhabitants for a nominal sum. Many people accepted the deal and moved their cottage to empty lots throughout the city. Others bought multiple cottages and either resold them or established communities of rental housing. Often people would assemble a house out of two or more cottages to obtain additional living space. Although relief cottages are still to be found in the Potrero and Mission districts, there are none known to exist within the survey area.

Figure 19. Franklin Square Refugee Camp, 1906
Source: San Francisco Public Library

Recovery

The 1906 Earthquake and Fire marks an important political milestone in the history of the city. Prior to the disaster city government had become mired in the depths of a political corruption scandal involving members of San Francisco's Union Labor Party administration and officials of several companies seeking franchises to build street car lines and other infrastructure. Although the famous Graft Trials came to an abrupt halt when some of the city's most powerful men were implicated, the tainted politics of City Hall (which symbolically collapsed in the earthquake) eventually led to the mayoral election of Mission District-bred millionaire/entrepreneur James "Sunny Jim" Rolph. One of the founders of the powerful Mission Promotion Association, Rolph won the election on a platform of civic and political reform, as well as finishing the reconstruction of San Francisco. Rolph's election, supported both by the Chamber of Commerce and many rank-and-file working-class voters south of Market Street, symbolized the political coming-of-age of these districts.[90] Rolph was mayor of San Francisco from 1911 until 1930 – 19 years – the longest of any mayor in the city's history. As San Francisco's tirelessly upbeat pitchman, Rolph oversaw the construction of the new City Hall and Civic Center, the opening of the wildly successful Panama-Pacific International Exposition, the construction of the Hetch Hetchy Aqueduct, and the founding of the Municipal Railway.

San Francisco's post-disaster recovery continued for at least a decade. The process was painstaking; within the afflicted areas wrecked buildings had to be demolished and the ruins

[88] San Francisco Relief and Red Cross Funds Corporation, Department Report of the San Francisco Relief and Red Cross Funds Corporation (San Francisco: March 19, 1909), 20.
[89] Ibid., 19.
[90] William Issel and Robert W. Cherny, *San Francisco 1865-1932, Politics, Power, and Urban Development* (Berkeley: University of California Press, 1986), 161-162.

laboriously sifted through for salvageable items and the rest carted away, insurance claims settled, land resurveyed, building permits obtained, and materials and contractors procured. The disaster uniquely affected the Showplace Square survey area. Partially separated from the South of Market Area by Mission Creek Channel, the vast majority of the survey area escaped the fires. Second, much of the survey area was still unsubdivided and undeveloped (much of it in the hands of the railroads), presenting a "clean slate" to owners of destroyed industrial plants located in South of Market Area. Discouraged by the huge amount of debris to clear, small lots, and the "promiscuous" juxtaposition of industrial and residential uses that made insurance difficult to acquire, many industrialists began looking south toward the nascent "New Wholesale District."

Land Owners

According to the 1906 Block Book, the three major national railroads operating in the Showplace Square survey area owned between one-quarter and one-third of its total land area. The Southern Pacific owned the majority of the railroad-owned land, including extensive rights-of-way along Harrison, 7th, and Division streets, Treat Avenue, as well as spur tracks crossing many blocks within the survey area (Figure 20). The Southern Pacific was also a major player in the land development business through its subsidiary, the Pacific Improvement Company. The Pacific Improvement Company owned several large tracts throughout the survey area. The Santa Fe Railroad, along with its real estate arm the Santa Fe Land Improvement Company, owned fewer holdings within the survey area, most of which were concentrated in its eastern part near the intersection of 7th and 16th streets. The Western Pacific Railway, a relative latecomer to San Francisco, had acquired a right-of-way beginning at the intersection of 17th and De Haro streets – where it emerged from a tunnel beneath Potrero Hill – before continuing along a diagonal right-of-way across several blocks to its freight terminal at 7th and Brannan streets. The Western Pacific also owned several large tracts lying throughout the survey area.

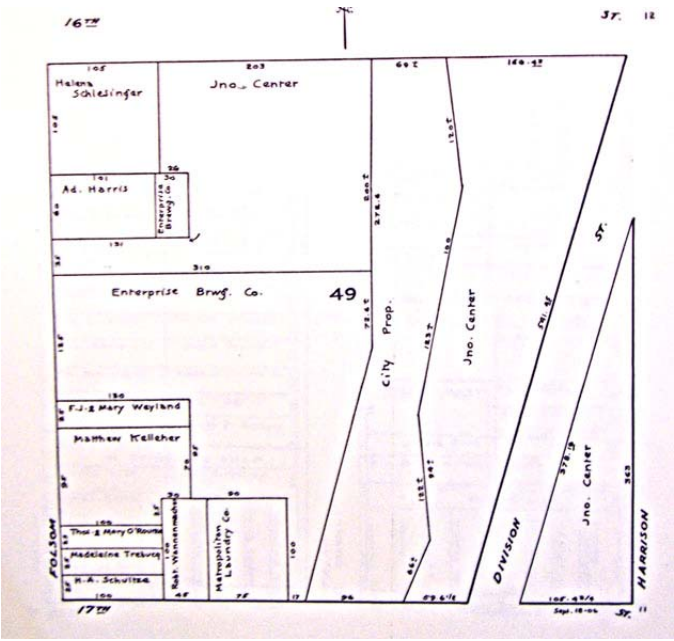

Figure 20. Mission Block 49, from 1906 Block Book
Note Division Street (now Treat Avenue) rail right—of-way and City Property (formerly Mission Creek)
Source: San Francisco Public Library

Major non-railroad landowners in the Showplace Square survey area included the San Francisco Development Co., the Wilson Estate Company (John Scott Wilson and Mountford S. Wilson, proprietors), George L. Center, Richard O'Neill, Samuel S. Lachman Estate Co., Potrero Nuevo Land Co., Mary Crocker, Claus Spreckels, Abel Hosmer, the Regents of the University of California, and the Spring Valley Water Company. Most of these companies appear to have operated as land banks, holding on to property until it became valuable enough to develop, although several were also developers, including the San Francisco Development Company. This company built a triumvirate of large brick warehouses that still stand on the block bounded by Alameda, Rhode Island, 15th, and Kansas streets in 1906 (discussed in more depth below).

As holders of the largest tracts of undeveloped land in the survey area, the railroads stood to benefit the most from the disaster and all three of the national railroads immediately took steps to

take advantage of the situation. On May 3, 1906, San Francisco Board of Trade secretary Martin Triest announced that the Southern Pacific, Santa Fe, and Western Pacific railroads had all set aside land in the Potrero and Mission districts to lease to businesses displaced by the disaster. The Southern Pacific set aside the blocks bounded by 6th, Irwin, Eureka, and 7th streets (outside the survey area) to lease to wholesale merchants at the cost of 12 cents per square foot. Meanwhile, the Santa Fe followed suit with a large tract bounded by 18th, Minnesota, 22nd, and Indiana streets (outside the survey area). The Western Pacific also offered a tract bounded by Division, Kansas, and 16th streets and San Bruno Avenue (a tract that lay entirely within the survey area) to industrialists. In addition to providing land, the railroads offered, for an additional charge of 5 cents per square foot, to build temporary corrugated steel buildings for their new tenants.[91] At least one of these "temporary" structures survives within the Showplace Square survey area, a corrugated steel structure located at 934 Brannan Street. Built in 1906 by the Western Pacific Railway, the steel structure was the longtime home to the Union Machine Shop (Figure 21).

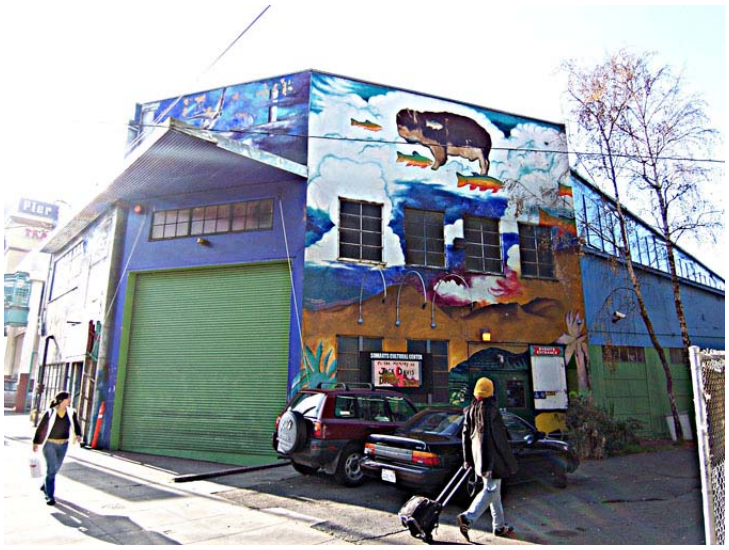

Figure 21. Western Pacific-built machine shop at 934 Brannan
Source: KVP Consulting

Throughout the post-quake period, the railroads continued to improve their facilities within the Showplace Square survey area. After the completion of the Bayshore Cut-Off in 1907, the Southern Pacific moved its maintenance shops from the corner of 15th and Harrison in the Mission District to its massive new yard in the Visitacion Valley district. The railroad then built a small freight depot on the property to serve local Mission District industries. Meanwhile, the Western Pacific built a passenger and freight terminal on the land it had purchased in 1900 bounded by Bryant, 7th, Brannan, and 9th streets. The facility was designed by the company's chief engineer V.G. Bogue and constructed by Thomas H. Day & Sons of San Francisco. The facility originally consisted of two parallel sheds along Brannan Street, with the railroad offices located at the corner of 7th and Brannan.[92] Although altered in its conversion into the Concourse Exhibition Center, this complex is still extant and recognizable.

During the post-disaster reconstruction period the railroads also expanded their network of spurs and sidings throughout the survey area. The construction of spur tracks on privately held land was a matter of right but in many areas the tracks had to cross public streets or even occupy a portion of the street right-of-way. To facilitate the expansion of local freight rail service in the area, the Board of Supervisors liberally granted franchises to the railroads. In addition, the State Belt Line Railway provided extensive coverage along the Embarcadero and the rest of the Northern and Central Waterfront districts. The continually growing network of spur tracks and sidings within the survey area served as an additional inducement for industries to relocate to the fast-developing area. Proximity to freight lines ensured that manufacturers and distributors could efficiently transport raw materials to their plants and then send the finished product to the freight

[91] "Wholesalers to Build Colony Near Railroad," *San Francisco Chronicle* (May 3, 1906), 3.
[92] "Western Pacific Awards Contract for New Depot," *San Francisco Chronicle* (July 13. 1909), 16.

terminals of any of the major railroads or the waterfront via the Belt Line Railway. An article in the January 12, 1916 edition of the *San Francisco Chronicle* discusses the value of rail access:

> Extension of spur-track privileges has been continuous and yet there is a strong demand for greater liberality on the part of the municipal authorities in regard to tapping various regions with tracks for spurs to warehouses and factories. Practically all the extensive concerns that moved during the year have placed their plants or business places on spur tracks, and thereby the Potrero and territory lying near the railway lines have materially improved.[93]

Industrial Development: 1906-1918

Industrial development within the Showplace Square survey area dramatically increased after the 1906 Earthquake. Construction activity was heaviest from 1906 to 1913, with additional growth preceding the First World War. Of the roughly 525 buildings within the survey area, 84 were built from 1906 until 1913. Several were large American Commercial style timber-frame warehouses similar to the Pacific Steel & Hardware (Baker & Hamilton) Building constructed in 1905 at 7th and Townsend streets. Other excellent examples of this type include the complex of three adjoining warehouses built by the San Francisco Development Company on the block bounded by Alameda, Rhode Island, 15th, and Kansas streets. From north to south, the three largely identical brick warehouses are: the Bernhard Mattress Company/John Hoey warehouse at 101 Henry Adams (Kansas) Street, the Pacific Implement warehouse at 131 Henry Adams (Kansas) Street, and the General Electric warehouse at 398 15th Street. All three were designed by the San Francisco architectural firm of Meyers & Ward and completed in 1906 (Figure 22). They are all extant and currently comprise the

Figure 22. John Hoey warehouse, 101 Kansas Street
Source: KVP Consulting

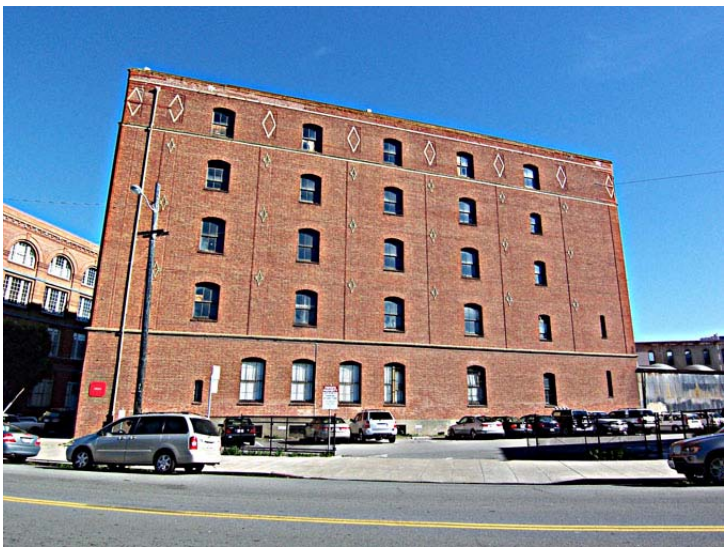

Figure 23. J.I. Case Threshing Co. Building, 200 Rhode Island St.
Source: KVP Consulting

[93] "San Francisco Realty in Sound Condition," *San Francisco Chronicle* (January 12, 1916), 33.

Showplace Square Galleria Design Center.

Several other notable early examples of American Commercial style, heavy-timber frame brick industrial buildings include the J.I. Case Threshing Machinery warehouse at 200 Rhode Island Street (1912) and the Charles Harley Warehouse at 650 7th Street (1911). The former is a five-story brick warehouse designed by the San Francisco-based architect G. Albert Lansburgh and built on land belonging to George Center (Figure 23). The latter is a three-story brick warehouse designed by the well-known Mexican-born architect Albert Pissis and built on land belonging to James L. Flood. Another example is a section of the David Woerner Cooperage Company plant in the Mission District. Several parts of this plant survive from this era, including the brick warehouse at 1820 Harrison Street. Most of the buildings mentioned thus far were built as warehouses for wholesale hardware companies or as wood-working enterprises. This heavy concentration of wholesale hardware companies, with a smattering of manufacturing, provides evidence in support of contemporary newspaper articles that discuss the exodus of such companies from the vicinity of 2nd and Mission streets to the survey area. All three of these buildings are extant.

In addition to wholesale and woodworking businesses, brewers and food processing businesses built several plants in the Showplace Square survey area during the initial post-1906 reconstruction era. Examples include the substantially enlarged Enterprise Brewing Company at 1 Enterprise Street, of which only the office building survives. Another example is the Hamm's Brewery Company facility, a massive, nine-story concrete brewery complex located at 1550 Bryant Street. This building is an early example of concrete construction within the survey area and the 1915 building remains extant, although heavily remodeled (Figure 24).

Figure 24. Hamm's Brewery Building, 1550 Bryant St.
Source: KVP Consulting

Metal and glass manufacturers were also important industries within the Showplace Square survey area. The Pacific Rolling Mills, a complex of colossal corrugated steel sheds, machine shops, and offices, continues to occupy parts of Blocks 3949 and 3950, an area bounded by 16th, Mississippi, 17th, and Missouri streets. Later taken over and expanded by the Illinois Pacific Glass Company, parts of the old Pacific Rolling Mills complex survive intact, including the large corrugated steel warehouse at 1200 17th Street. The Pacific Rolling Mills facility is notable as an early example of corrugated steel construction in the survey area. Less expensive to build than either brick or concrete, corrugated steel structures were also easier to reconfigure to accommodate new machinery or work processes. Although most of the plant consists of similar gable-roofed, corrugated warehouses, the offices are located in a brick-faced wing occupying the Texas Street right-of-way on the north side of 17th Street.

Industrial development slowed down briefly after 1913 but picked up again during the First World War as worldwide demand increased for American-made goods, machinery, and weaponry. The

war years of 1914-1918 witnessed the construction of some of the Showplace Square survey area's most significant industrial buildings, representing a diversity of new building technologies and stylistic trends. Immediately after the 1906 Earthquake, heavy timber-frame brick buildings remained the norm but this type began to decline in popularity in response to rising insurance premiums and the demonstrable superiority of reinforced-concrete construction in regard to strength, durability, cost, and flexibility.

By the end of the First World War, concrete-frame construction had become the norm in San Francisco for industrial architecture. Notable examples of this type include: the National Carbon Company Building at 545 8th Street, a massive concrete industrial building designed by engineer Maurice Couchot and completed in 1916 (Figure 25). Brick was still used occasionally for exterior work, a prime example being the Dunham, Carrigan, & Hayden warehouse at 2 Henry Adams (Kansas) Street, designed by Leo Devlin and completed in 1915. Another major important concrete daylight-frame plant includes the American Can Company plant, which occupies the northern half of a block bounded by 19th, Harrison, and 20th streets, and Treat Avenue. Built in 1913, the concrete frame warehouse at 3101 19th Street is an excellent example of this building type.

Figure 25. National Carbon Co. Building, 545 8th St.
Source: KVP Consulting

An article appearing in the July 18, 1908 edition of the *San Francisco Call* discusses the influx of industries to the survey area. The author, Horatio Stoll, quotes the general manager of a cereal mill that relocated its operations from North Beach to new quarters at the corner of Erie and Mission streets (no longer extant):

> We realized that we must seek elsewhere for a spot where we might rise and grow, as it were, over night. We looked the city over, but not in haste, for we had many things to consider in our line. We must be close to the railroads and at the same time be in a position to handle city business….
>
> After careful study we finally landed in the Mission district on Erie street, off Fourteenth, and unless radical changes take place will remain here for many days to come.
>
> Two blocks away we have our own spur track, where all our cars are loaded with grain. We are able to make six or eight loads a day with our teams and yet lose not time, for on bringing in the goods in bulk we take back and load on the cars finished articles….

> Another advantage is the fact that nearly all our 40 men dwell in the vicinity and most of them are able to go home at the noon hour to a warm lunch. We have never been hampered by a scarcity of labor since we have been out here, as those employed prefer to be near their homes.[94]

Residential Development: 1906-1918

The last point in the above-quoted article brings up a relevant topic. Before the 1906 Earthquake, many working-class San Franciscans lived within walking distance of their workplaces. Doing so allowed workers to save money by avoiding the price of car fare and by making it possible to eat lunch at home.[95] After the disaster, many within the city's poor laboring population – much of it formerly housed in the South of Market Area – moved southward into the Mission and Potrero districts in search of affordable housing. Until San Francisco passed its first zoning ordinance in 1921, there were no restrictions on where one could or could not build residential, commercial, or industrial buildings. These factors resulted in an indiscriminate mixture of building types within the city, particularly within working-class districts where both industrial jobs and housing were in demand. Although the Showplace Square survey area evolved into a predominantly industrial area, residential buildings were not categorically excluded until 1921. Several dozen pre-quake rowhouses and flats survived the disaster, particularly within the southern part of the survey area. In addition, speculators built a number of multiple-family dwellings, including several single-room-occupancy hotels with commercial space on the first floor. This building type, generally geared toward single male workers, is still found within the survey area. Good examples include the Wagner Hotel at 2011 Folsom Street (1907) and the Potrero Exchange Hotel at 199 Mississippi Street (1913) (Figure 26).

Figure 26. Potrero Exchange Hotel, 199 Mississippi St.
Source: KVP Consulting

Figure 27. 17 Decatur St.
Source: KVP Consulting

[94] Horatio F. Stoll, "Growth and Development of the Mission: Wonderful Record of Sixty Years," *San Francisco Call* (July 18, 1908).
[95] Jules Tygiel, Workingmen in San Francisco, 1880-1901 (New York: Garland Publishing Co., 1992), 255.

The South of Market Area's portion of the Showplace Square survey area contains several post-quake residential structures, mostly multiple-family flats located on the residential side streets. Decatur Street, a half-block long alley opening off Bryant Street to the north, contains some good examples of the multiple family housing rebuilt in isolated pockets of the survey area after 1906. The property at 17 Decatur Street is a three-story "Romeo flat," a building type evidently unique to San Francisco. Commonly built in working-class districts like the South of Market Area and the Mission District, the building features two flats per floor, each of which is accessed by a central stair at the front of the building (Figure 27).

While residential hotels and flats appeared in the Showplace Square survey area after 1906, single-family dwellings were not commonly built, mostly because the land was worth more for higher-intensity (mostly industrial) usage. Other factors that predicated against single-family housing include the fact that much of the survey area had never been subdivided into small house lots. This factor, coupled with the area's proximity to railroad and port facilities, drastically increased its potential for industrial uses. These industries needed workers and many wage earners found their housing needs met nearby, either in the cottages of Potrero Hill or the flats of the Mission District south of 18th Street. These areas grew in popularity, particularly after the newly founded Municipal Railway (MUNI) began building streetcar lines south of Market Street after 1913. Horatio Stoll described post-quake residential patterns in the area in 1908:

> The desire to own a home grew upon them during the weary months they were forced to sit in refugee camps. Then they received their insurance money and in thousands of cases they used it to pay the first installment on a piece of land.
>
> The Mission and the district south offered particular inducements. Land is comparatively cheap and the fresh air and sunshine of the country were a welcome change from the densely crowded tenement districts in which they had formerly lived. The result is that these wage earners flocked into this district by the thousands and built themselves modest and comfortable homes. Unless a person has made of a study of this district as it was before and as it is now, his imagination can not picture the mighty changes that have occurred. In the Potrero whole colonies of homes have been erected.[96]

Some have argued that the 1906 Earthquake was actually, in the long term, a positive event for San Francisco's working classes. The destruction of the mixed-use South of Market Area did away with the longstanding and dangerous juxtaposition of residential and industrial land uses. The families who fled the South of Market Area after 1906 often found newer, better-quality, and less-crowded housing in the new streetcar suburbs of the Mission and Potrero districts. Those who had owned homes prior to the disaster often collected generous insurance settlements. These funds, combined with profits earned from the sale of house lots to industrialists in their old neighborhood, created an adequate nest egg to either buy an existing home or build a new one in the outlying parts of the city.[97]

Commercial Development: 1906-1918

As a predominantly industrial area with limited housing, the Showplace Square survey area did not really have enough round-the-clock residents to support a full-scale commercial business district. Nonetheless, the survey area does contain a half-dozen or so saloons and social clubs

[96] Horatio F. Stoll, "Growth and Development of the Mission: Wonderful Record of Sixty Years," *San Francisco Call* (July 18, 1908).
[97] "Real Estate and Building: Transactions Increase in Number and Volume as the Season Advances," *San Francisco Chronicle* (June 7, 1909), 6.

built during the post-disaster reconstruction period. Typically of wood-frame construction and anywhere between one and three stories in height (often with residential quarters on the upper floors), examples of this building type remain scattered throughout the survey area. Unlike their counterparts in traditional urban commercial districts, most saloons in the survey area are free-standing structures, often occupying strategic corner lots near large industrial plants. Also in contrast to downtown bars, many saloons in the survey area included a full kitchen and often a dining room. If a worker was single or lived far from the plant, he could take his meals (lunch was often provided free-of-charge with a glass of beer) there. Saloons provided other necessary functions as well, including watering troughs for horses, public toilets, and sometimes check cashing and public notary services. Saloons were also good places to organize political action, particularly strikes. Not surprisingly, saloons were often targeted by the authorities for closure during periods of turmoil, such as during the 1907 Streetcar Strike. In many American cities, working-class bars frequently catered to a particular ethnic group or trade, although in San Francisco such social separation does not appear to have been as rigid. [98]

Figure 28. Bottom of the Hill, 1231 17th St.
Source: KVP Consulting

Many of the saloons remaining within the Showplace Square survey area conform in large part to the archetypal urban working-class tavern described in Jon Kingsdale's article: "The 'Poor Man's Club': Social Functions of the Working-class Saloon." Nearly all of the surviving examples are located on prominent corners for maximum visibility and within easy walking distance of industrial plants. The entrances are typically at the corner, providing glimpses of the bar from outside. Simultaneously clerestory windows allow in light but restrict visibility of most of the interior from outside. Inside, most saloons contain a large wooden bar along one of the long walls. A mirrored back bar, frequently an architectural element made of elaborately carved hardwood, provides a focal point as well as space to

Figure 29. Salvotti Saloon, 1401 17th St.
Source: KVP Consulting

[98] John M. Kingsdale, "The 'Poor Man's Club': Social Functions of the Urban Working-Class Saloon," *American Quarterly,* Vol. 25, No. 4 (October 1973), 472-489).

store bottles of liquor, glasses, and implements. Many saloons in the survey area contain a kitchen, dining room, and an area for billiards or card tables. Prostitution was common in San Francisco's urban saloons, perhaps accounting for the rooms located upstairs in many of the saloons in the survey area. One of the best examples of a multi-story saloon in the survey area what is now called The Bottom of the Hill, a two-story wood-frame building located at 1231 17th Street. Built in 1911 by G. Caragliri, the Classical Revival style saloon is still used as a bar, with an apartment on the second floor (Figure 28). Another example in the Mission District is the Double Play, a three-story frame building located at 2401 16th Street, across the street from Franklin Park and the former site of Seals Stadium. A good one-story example is the former Salvotti Saloon (now the Connecticut Yankee), a one-story saloon and café located at 1401 17th Street. Built in 1906 of salvaged lumber, the saloon was one of very few commercial establishments in the far eastern portion of the survey area (Figure 29).

Lunch counters were also common commercial building types in working-class industrial districts in San Francisco. Frequently inexpensive one-story frame buildings, lunch counters served meals to workers in local plants, often from a take-out window. Often built on small gore lots or other difficult-to-develop parcels, lunch counters typically consist of a small dining room –sometimes also with a take-out window – and a kitchen at the rear. There are not many examples of this commercial building type left in the survey area aside from Wolfe's Lunch, built ca. 1948 at 1200 16th Street (Figure 30).

Civic Infrastructure: 1906-1918

The post-quake era posed many challenges to San Francisco's myriad neighborhoods. In addition to reconstructing the heavily damaged and destroyed parts of the city, it was also necessary to improve public and private infrastructure within areas that had attracted thousands of new residents and businesses, especially the Potrero and Mission districts. During the post-quake era, several neighborhood associations started up to advocate for improvements to neighborhood streets, sewer and water lines, the electricity grid, as well as schools, parks and playgrounds. The concerns of these organizations varied quite broadly depending on who was in control and the neighborhood in question, with some groups controlled by commercial or manufacturing interests and others guided by local neighborhood advocates.

Figure 30. Wolfe's Lunch, 1200 16th St.
Source: KVP Consulting

Potrero Commercial and Manufacturers' Association

The influx of industries and new residents to the Potrero District was not without its challenges. The population of the formerly quasi-rural district doubled from 1906 to 1907, severely taxing its scanty pre-quake infrastructure, particularly streets (many of which remained ungraded) and sewers. In December 1908, a consortium of local industrialists organized the Potrero Commercial and Manufacturers' Association. Members included local land owners and industrialists

including: Richard Spreckels, G.A. Buell, T.B. Berry, C.W. Coburn, F.W. Baker, and W.J. Barrett.[99] Concerned that the Potrero District was being neglected by city authorities, the association actively lobbied for paved streets, sewers, streetlights, water lines, and better transit. As part of its work, the association advocated for public ownership of utilities and the construction of a reservoir in Yosemite's Hetch Hetchy valley.[100] The activity of the organization appears to have dwindled by the First World War, when local residents formed a group called the Southern Heights Promotion Association.

Mission Promotion Association

The Mission District had its own advocacy group called the Mission Promotion Association. Formed in the 1890s, early leaders included the Reverend D.O. Crowley, Matt J. Sullivan, John W. Sweeney, and others – mostly Irish-Catholics – who were heavily involved in local Democratic and pro-labor causes. Although a Republican, Mayor James Rolf launched his political career as a co-founder of the Mission Promotion Association. In addition to advocating for the usual litany of infrastructure improvements, the group lobbied the City to complete several major public works projects throughout its history. Of individual note was the association's proposal in 1910 to build a combined automobile/streetcar tunnel from the Mission District to the "thickly populated residential section of the Potrero" beneath Potrero Hill along the alignment of 20th Street.[101] This tunnel, which would have removed a longstanding roadblock between the Mission and the Central Waterfront, was never built, although it was proposed several times during the twentieth century. The Mission Promotion Association also advocated for better playgrounds for the district's children, as well as for a publicly held port at the mouth of Islais Creek. The Mission Promotion Association remained a powerful force in local politics for at least a generation, serving the needs of the greater Mission District, which had already become widely known as a "city within a city."

Public Transportation

Public transit was one of the foremost concerns of residents of the Mission and Potrero districts. Angered by the longstanding neglect of the area by the privately owned Market Street Railway, Mission resident and mayor James Rolph was instrumental in the founding of the Municipal Railway (Muni) in 1912. On September 7, 1914, Muni completed its first line in the survey area, the southern leg of its H-Potrero line, which ran from 11th and Market to 25th Street and Potrero Avenue. In anticipation of more lines south of Market Street, Muni constructed a car barn and maintenance shop at 17th and Hampshire streets, one block west of Potrero Avenue. The car barn, which was built to house and repair street cars, still stands

Figure 31. MUNI Car Barn at 17th and Bryant streets
Source: KVP Consulting

[99] "Potrero Association Holds Annual Meeting," *San Francisco Chronicle* (January 14, 1919), 4.
[100] "Potrero Commercial and Manufacturers Association Secures Streets, Sewers and Lights," *San Francisco Chronicle* (December 8, 1907).
[101] "Propose Tunnel for Potrero Nuevo Hill," *San Francisco Chronicle* (March 12, 1910), 11.

at 2501-91 17th Street (Figure 31). Designed by the office of City Engineer Michael M. O'Shaughnessy, this building is virtually identical to Muni's original car barn built in 1912 at Geary Boulevard and Presidio Avenue.

Many residents of the Potrero and Mission districts felt that the expansion of Muni lines in the area was too slow. In 1916, representatives of the Mission Promotion Association, the Mission Street Merchants Association, the Bryant Improvement Club, and the Southern Heights (Potrero) Promotion Association, demanded that the Board of Supervisors expand the number of Muni streetcar lines in the Potrero and Mission districts. In its four years of existence, Muni had established only one streetcar line in either neighborhood: the H-Potrero line, an electric-powered streetcar that shared tracks with the Ocean Shore Railway along Potrero Avenue.[102] The coalition requested additional lines, including a cross-town line along 20th Street to the Central Waterfront (never built), a line running from 30th Street to Market Street along Church Street (the future J-Church line), and an interurban running from the Inner Mission to the San Mateo County border following the alignment of the Southern Pacific's old Colma Line (never built). Neighborhood sentiment was summed up in 1916 by Jess Dorman, secretary of the Southern Promotion Association:

> No part of the city has been so neglected as the industrial district. We have waited for everything else to get its turn and we have waited long enough. This is the only part of the city where industries can be established, and it is handicapped by lack of transportation. We have thousands of men working at the Union Iron Works alone whose natural homes are in the western part of the Potrero and Mission. There is a great space in the Potrero untouched by street car lines. We need a line from the Union Iron Works to Potrero Avenue.[103]

The United Railroads of San Francisco, the successor to the Market Street Railway and a subsidiary of the much-maligned Southern Pacific, did not escape the criticism leveled at Muni. Although a 1914 map shows five United Railroads streetcar lines passing through the survey area, with the exception of the Fillmore line, none were crosstown routes. All of the other United Railroads lines ran on north-south streets through the more densely developed western Mission portion of the survey area.

In addition to spotty geographical coverage, United Railroads was widely criticized for its reprehensible treatment of its employees, many of whom were Mission and Potrero residents. Largely responsible for instigating the 1907 Streetcar Strike to break the Carmen's Union, United Railroads imported hundreds of armed scabs who engaged in pitched battles with strikers throughout the city. Battles were especially bloody in the pro-labor redoubts of the Mission and Potrero districts. One of the earliest outbreaks of violence occurred in the Showplace Square survey area outside the doors of the Market Street Railway powerhouse at 1401 Bryant Street. In this event armed scabs opened up on strikers with rifles and pistols.[104]

Parks

As discussed in the previous chapter, in 1906, Franklin Square became the site of Relief Camp No. 13, an earthquake refugee camp operated by the Red Cross Relief Corporation. The camp was removed in 1907-08 but the park remained in a ruinous condition until it was restored in

[102] Anthony Perles, *The People's Railway: The History of the Municipal Railway of San Francisco* (Glendale, CA: Interurban Press, 1981), 38.
[103] "Potrero and Mission Want Street Cars," *San Francisco Chronicle* (May 4, 1916), 11.
[104] Robert Edward Lee Knight, *Industrial Relations in the San Francisco Bay Area, 1900-1918* (Berkeley: University of California Press, 1960), 187-8.

1911.[105] Much of the park's visible infrastructure, including its concrete retaining walls, stairs, and bollards appear to date to this era.

Unlike Franklin Square, Jackson Square remained an undeveloped park throughout the nineteenth century. Due to the swampy nature of the ground, the park was not used as a refugee camp. In March 1909, the Potrero Commercial and Manufacturers Association urged the Board of Supervisors to appropriate money to improve Jackson Park, arguing that "the Potrero ….has not a solitary pleasure ground for the people…"[106] Work on improving the park began in October 1910. The first step was to fill and grade the swampy tract. To accomplish this, the Department of Public Works dumped 5,000 wagon loads of rock excavated as part of the grading and extension of Kentucky (3rd) Street into the swampy soil to create a solid foundation for top soil used to bring the tract up to official city grade.[107]

A year later, Jackson Park was dedicated as San Francisco's first official playground. The completed park included a baseball diamond, a football field, and a Mission Revival-style clubhouse located at the southeast corner of the park, near the intersection of Mariposa and Arkansas streets. The clubhouse still stands and retains most of its original design elements and materials (Figure 32). The dedication ceremony was presided over by Mayor James Rolph, the Reverend D. O. Crowley – president of the San Francisco Playground Commission; and a committee representing the Mission Promotion Association and the Southern Heights Improvement Association. Reverend Crowley, a tireless supporter of playgrounds for neighborhood children, discussed the benefits of playgrounds in working-class neighborhoods. President Eustace Cullinan of the Mission Promotion Association spoke last, lambasting city authorities for neglecting the betterment of the Potrero and Mission districts. The festivities concluded with folk dances, a football game between Cogswell and Lick schools, and a concert by the Municipal Band.[108]

Figure 32. Jackson Playground Club House
Source: KVP Consulting

Schools

With the exception of the Buena Vista School at 650 York Street (no longer extant), the Showplace Square survey area did not have any public schools. There were, however, several private mechanical and industrial arts institutions funded by philanthropists to support the training of workers in the mechanical trades. One such institution was the California School of Mechanical Arts, a trade-based high school that occupied an entire block bounded by 15th, Utah, and 16th streets, and San Bruno Avenue (no longer extant). Founded in 1874 with a bequest from philanthropist James Lick, the California School of Mechanical Arts opened in 1895 as a two-building campus consisting of a three-story shop building at 215 Utah Street and a two-story academic building at 299 Utah Street. For boys the school offered courses in mechanical

[105] "Reviews Year's Achievements: Mission Promotion Body has Accomplished Remarkable Results for City," *San Francisco Chronicle* (December 9, 1911), 9.
[106] "Potrero Residents Want Improvements," *San Francisco Call* (March 21, 1909).
[107] "Playground Work is being Completed," *San Francisco Call* (October 19, 1910).
[108] "Dedicate Jackson Park Playground," *San Francisco Chronicle* (September 3, 1912), 8.

drafting, woodworking, machining, iron working, foundry working, blacksmithing, and brass working. Girls could take dress-making, millinery, modeling, cooking, and other traditional female avocations.[109] By the early 1900s, the school had become known as the James Lick School. Neither of these buildings is extant.

Located directly across 16th Street from the California School of Mechanical Arts was the Wilmerding School of Industrial Arts for Boys. Founded in the 1890s, the Wilmerding School was merged with the California School of Mechanical Arts in 1901 under the aegis of University of California regent George A. Merrill. Dedicated to training boys in the building trades, the Wilmerding School became the model for the Lux School for Industrial Training for Girls, founded in 1911 with funds from the Miranda Lux Estate. In 1911, the block bounded by 16th, Hampshire, and 17th streets, and Potrero Avenue (next door to Franklin Square) was set aside as a combined campus for the three trade schools. The Lux School for Industrial Training was completed first in 1915. Located at 2450 17th Street, this monumental, four-story, concrete school building – designed by UC Berkeley Supervising Architect William C. Hays – was the only part of the campus ever completed. Today it stands in high contrast to its utilitarian neighbors, perched atop a serpentine outcropping east of Franklin Square (Figure 33).[110] All three schools were merged in 1939 to form the Lick-Wilmerding High School, which moved to a new campus on Ocean Avenue, across the street from San Francisco City College.

Figure 33. Lux School, 1913
Source: San Francisco Public Library

Figure 34. Union Iron Works/Bethlehem Steel Hospital
Source: KVP Consulting

Hospitals

Despite the concentration of heavy industries within the Showplace Square survey area, it was traditionally not well-served by either hospitals or health clinics. The clinics that did exist within

[109] "A Long List of Graduates: School of Mechanical Arts Awards Diplomas," *San Francisco Chronicle* (June 3, 1899),10.
[110] "School Endowed to Teach Science: Bequest of Mrs. Miranda Lux toward Education is Announced," *San Francisco Chronicle* (September 22, 1911), 5.

the survey area were mostly privately owned and operated, most as part of large industrial plants. The only surviving example in the survey area is the former Union Iron Works Hospital at 331 Pennsylvania Avenue (Figure 34). Originally established in 1907 in the adjacent Richards House at 301 Pennsylvania, Bethlehem Steel built the new hospital building in 1916 to modern standards to accommodate the far greater number of employees hired as part of Bethlehem Steel's World War I-era expansion.[111] The Renaissance Revival-style brick and terra cotta building was designed by Frederick H. Meyer, a well-known San Francisco architect who also designed the main Administration Building at the nearby Potrero Yard at 20th and Illinois streets.[112]

Property Types and Resource Registration
Of the extant buildings within the Showplace Square survey area 109 date from the period from 1906 to 1918. Most of the survey area was spared by the disaster and many industrial enterprises moved to the so-called "New Wholesale District" during the immediate post-1906 reconstruction era to take advantage of the area's abundant large lots and relatively undamaged infrastructure and rail access. The range of building types, building materials, and architectural styles remains the most diverse in the history of the survey area as it was a period of heavy construction preceding the adoption of San Francisco's first zoning ordinance in 1921.

Although residential construction was still permitted in the survey area during this period, significantly less than 24 percent of the extant buildings are residential. All of the extant residential hotels and saloons with residential units above were built during this time, including the Potrero Exchange at 199 Mississippi Street (1913) and the Hotel Wagner at 2011 Folsom Street (1907). Elsewhere, two and three-family flats are scattered throughout the survey area, particularly within the Mission District.

After 1906, more stringent private insurance regulations essentially forbade timber-frame industrial buildings from the survey area, although several were built during this period, most notably the Pioneer Soap Factory at 555 De Haro Street (after 1913). Otherwise, during the post-1906 reconstruction period, heavy timber-frame or steel-frame and brick construction remained dominant, particularly between 1906 and 1915. Notable members of this type include most of the best examples of the American Commercial style in the survey area, including the Charles Harley & Co. warehouse at 650 7th Street (1908), the Dunham Carrigan & Hayden Co. warehouse at 2 Henry Adams Street (1915), and the J.I. Case Threshing Machine Co. warehouse at 200 Rhode Island Street (1912). By the time the First World War broke out, reinforced-concrete "daylight frame" construction had begun to overtake brick as the dominant construction type for industrial buildings. Some of the best examples constructed during this period include the National Carbon Co. building at 545 8th Street (1916) and the Rainier/Hamm's Brewery at 1550 Bryant Street (1915). This period also witnessed the construction of other types of industrial buildings, including several corrugated steel structures such as the Union Machine Shop at 934 Brannan Street (1906).

A handful of public/civic resources survive from this period, most notably the Jackson Playground's Recreation Center at Mariposa and Arkansas streets (1912) and Muni's Potrero Car Barn at 2501-91 17th Street (1913), as well as the privately financed Bethlehem Steel Hospital at 331 Pennsylvania Avenue (1913) and the Lux School for Industrial Training at 2450 17th Street 1913).

The majority of the buildings mentioned above, as well as other buildings similar to them, do not currently have formal historic status. Industrial buildings that fit into the contexts discussed above and that retain integrity appear preliminarily eligible for listing in the National Register under

[111] "News of the Labor Organizations," *San Francisco Call* (October 18, 1907).
[112] "Hospital for Employes (sic) in the Potrero," *San Francisco Chronicle* (May 13, 1916).

Criteria A (Events) and C (Design Construction). Many of the buildings listed above contribute to one of two historic districts identified and documented by KVP within the survey area (discussed in more depth in Chapter V). KVP has evaluated the majority of the public/civic buildings within the survey area and has reached conclusions regarding their individual eligibility (discussed in more depth in Chapter V). Residential properties are generally scattered throughout the survey area. Although most do not contribute to the dominant industrial context of the survey area, they need to be evaluated individually during the next phase of survey work in this area.

Any archaeological artifacts encountered within the survey area from this period are likely to yield knowledge of the survey area's history during this period and are therefore presumed to be significant under National Register Criterion D (Information Potential).

F. Building Boom: 1919-1929

Background

By the end of the First World War, San Francisco was largely rebuilt. As before the 1906 Earthquake, international trade and manufacturing remained vital to the city's economy, and the Showplace Square survey area – the core of the city's industrial belt – remained central to its prosperity. Between 1910 and 1920, San Francisco's population rose from 417,000 to 507,000, jumping to 634,000 in 1930. Nevertheless, by many measures San Francisco was losing ground. In 1920, Los Angeles surpassed San Francisco as the state's most populous city, and that same year the combined figures for industrial employment of Alameda and Contra Costa counties exceeded San Francisco's for the first time. Concerned that San Francisco was losing its primacy to other jurisdictions, Mayor Rolph supported municipal infrastructure projects, such as the extension of Muni lines to encourage the expansion of residential and industrial development into the still sparsely populated southern and western parts of the city.

With the bulk of the urban core rebuilt, 1920s-era residential construction activity generally focused on outlying areas of the city, particularly after the opening of the Twin Peaks Tunnel in 1918 and the extension of several Muni lines west of Twin Peaks afterward. In contrast to the residential sector, construction activity remained strong within industrial zones of the central city, including the Showplace Square survey area. One factor behind continued building activity in the survey area was the continued availability of large tracts of undeveloped land north of 17th Street. In addition, many industrialists took advantage of post-World War I prosperity to replace older pre-quake and immediate post-quake timber-frame and brick buildings with concrete industrial buildings. The 1920s-era building boom was responsible for approximately 85 of the 526 buildings within the survey area. Most were either steel-frame and concrete or entirely poured-in-place concrete "daylight" frame concrete structures built to serve as warehouses, machine shops, or factories.

1921 Zoning Ordinance

One of the most important factors behind land-use trends in the Showplace Square survey area during this period was the passage of San Francisco's first zoning ordinance on September 20, 1921. Largely codifying prevailing land use patterns, the ordinance aimed to establish clear lines of demarcation between residential on one hand, and commercial and industrial zones on the other. In contrast to the dozens of different use districts recognized today, the 1921 Zoning Ordinance recognized only six: First Residential District, Second Residential District, Commercial District, Light Industrial District, Heavy Industrial District, and Unrestricted District. According to the maps prepared as part of the ordinance, the survey area was almost entirely allocated between two Industrial districts, with commercial uses allowed only along the western and southern edges of the district, forming a buffer between the industrial and residential sectors of the Mission and Potrero districts.[113]

Industrial Development: 1919-1929

As discussed above, the Showplace Square survey area witnessed significant physical changes as concrete and steel industrial buildings replaced older industrial, and increasingly residential, structures after the First World War. One factor behind this trend was an influx of nationally based corporations, many of which possessed the capital to invest in state-of-the-art industrial plants. Another factor was the declining need for residential enclaves within the survey area. Expanding streetcar networks made the entire west side available and automobile ownership opened up more difficult-to-develop hillside tracts to residential development. Together, improved transit and increased auto ownership reduced the need for housing within walking distance of the industrial belt, leading to the eventual replacement of existing pockets of housing within the survey area with industrial buildings. Because zoning regulations prevented the construction of new non-conforming uses, residential enclaves within industrial areas

Figure 35. Standard Sanitary Mfg. Co., 1000 Brannan St.
Source: KVP Consulting

Figure 36. Pacific States Electric Co., 530 10th St.
Source: KVP Consulting

[113] "New Zoning Law Text and Maps Printed Today," *San Francisco Chronicle* (September 20, 1921), 1, 22-25.

were virtually doomed to extinction.

The 1920s-era building boom lasted nearly the entire decade, with peaks occurring in 1925 and 1928. During this decade concrete or "daylight"-frame buildings became the dominant structural type within the Showplace Square survey area. A nationwide trend pioneered by Albert Kahn's River Rouge Ford plant outside Detroit, daylight-frame industrial buildings – made possible by advances in reinforced-concrete construction – were vastly superior to the older heavy timber-frame, load-bearing brick construction characteristic of the American Commercial style. Due to its greater ductile and tensile strength, concrete construction allowed for much wider spans, freeing up interior space by reducing the thickness of perimeter walls and the number of interior columns. Similarly, due to its strength and ease of construction, the ratio of solid-to-void could be significantly reduced, allowing for large areas of fenestration. In San Francisco in particular, concrete construction was highly favored for its ability to resist earthquakes, unlike brick construction which typically fared poorly. Finally, concrete was easier to work than traditional brick masonry, especially for decorative effects. Its plasticity allowed architects to incorporate an extensive program of molded ornament – if so desired – at relatively low cost. This final factor was responsible for the increase in the number of industrial buildings designed in a variety of imaginative styles, including Gothic Revival, Art Deco, and even a few buildings designed in the Renaissance Revival style.

The Showplace Square survey area acquired several important concrete industrial buildings, during the 1920s-era building boom. Examples include the Standard Sanitary Manufacturing Company building, a five-story concrete factory and warehouse designed by the firm of Weeks & Day and erected in 1924 at 1000 Brannan Street (Figure 35); the Richmond Sanitary Manufacturing Company building, a four-story concrete industrial building designed by Powers & Ahnden and constructed in 1924 at 290 Division Street; the Pacific States Electric Company building, a three-story concrete warehouse designed by the company's engineering division and constructed in 1927 at 530 10th Street (Figure 36), and the Ames, Harris & Neville factory, a four-story concrete factory designed by Miller & Pflueger and constructed in 1926 at 375 Alabama Street.

Although concrete construction almost wholly displaced heavy timber-frame brick construction, brick continued to be used either for decorative purposes or as infill material. A primary example of this usage of brick is embodied by the Renaissance Revival-style Continental Baking Company building, a four-story industrial bakery built in 1929 at 1525 Bryant Street (Figure 37). Although constructed of concrete, yellow face brick is used as a decorative veneer. Another example of non-structural brick being used in a 1920s-era industrial building is the sprawling American Can Company plant, a multi-structure facility built in 1925 at 475-99

Figure 37. Continental Baking Co., 1525 Bryant St.
Source: KVP Consulting

Alabama Street. The American Can Company plant – San Francisco's second – is a good example of a daylight-frame building, with its exposed concrete frame and brick infill used within the spandrel regions.

In addition to the large, multi-story concrete plants discussed above, dozens of smaller one-and two-story, concrete industrial buildings were constructed within the Showplace Square survey area during the 1920s. Although many were built around integral rail spurs or sidings, others were clearly designed with trucks in mind, as evidenced by their raised loading platforms providing access to rows of equally spaced freight doors. Another distinguishing characteristic of this type is how the production/storage area is typically confined to a single floor. The increasing use of the new motorized forklift contributed to the evolution of this single-story prototype. In order to avoid wasting valuable production space, offices were typically confined to a mezzanine above the primary entrance. This mezzanine-level office is frequently expressed on the exterior as an extruded partial second story. Examples of this building type are common in the eastern portion of the survey area, which was the last section to develop. Examples include the Murray Pacific Wholesale Hardware Company building, built in 1929 at 560 7th Street and the Real Estate Development Company Building, built in 1927 at 1250 17th Street (Figure 38).

Figure 38. 1250 17th St.
Source: KVP Consulting

Figure 39. 1250 17th St.
Source: KVP Consulting

Despite the ever-present danger of fire, wood-frame industrial buildings continued to be constructed within the Showplace Square survey area, particularly for special-purpose buildings or temporary structures. Examples include the Flynn & Enslow Iron and Steel Manufacturing Company's facility, built in 1923 at 1550 17th Street (Figure 39). Wood-frame structures were commonly erected to house offices or temporary shops within larger industrial complexes. Other lower-cost construction methods included steel or wood-frame structures clad in corrugated steel, a lightweight and relatively inexpensive cladding material. Examples of this latter type of structure include a large gable-roofed warehouse located at the former Pacific Rolling Mills plant at 17th and Mississippi streets (Figure 40).

Railroads

As early as the 1920s, railroad service within the Showplace Square survey area began to decline. In 1921, the Ocean Shore Railway discontinued passenger service on its main line from Half Moon Bay to San Francisco. Never sufficiently capitalized, the Ocean Shore was hobbled by expenses associated with repairing the heavily damaged line after the 1906 Earthquake and by low ridership through the sparsely populated coastal hinterlands. After 1921, the Ocean Shore's electrified trackage continued to be operated by Muni within the city limits, particularly along Potrero Avenue.

Civic Infrastructure

Aside from street repair and the extension of Muni lines, there was little public or private infrastructure built in the Showplace Square survey area during the 1920s-era building boom. The only government building constructed in the survey area during the 1920s did not even begin its life as one. The U.S. Postal Service Bryant Street Annex was constructed in 1929 at 1600 Bryant Street as the American Laundry Machine Company building. The one-story concrete Art Deco style building was not converted into a post office until 1972.

Figure 40. Pacific Mills Rolling Mills,1200 17th St.
Source: KVP Consulting

Property Types and Resource Registration

Of the extant buildings within the Showplace Square survey area 89 date from the period 1919 to 1929. Nearly all are industrial properties as residential uses were excluded from the core of the survey area after 1921. Encompassing the nationwide 1920s building boom, the survey area received extensive infill development on vacant parcels, especially within its eastern portion where undeveloped former Mission Bay land remained available. Unlike the periods that preceded it, the buildings constructed within the survey area during the 1920s building boom were remarkably consistent in regard to use and construction techniques, if not style.

After 1921, all new residential construction was forbidden within the parts of the survey area zoned for industrial uses. Consequently, there are only four purpose-built residential properties dating from this era within the survey area, and these either pre-date 1921 or are located on the western fringe of the survey area.

Nearly all of the buildings erected within the survey area during this period were built for industrial use. Initially, particularly during World War I and its immediate aftermath, industrial buildings built within the survey area followed pre-war formulas, with multi-story daylight-frame factories and warehouses being the dominant type. Built of concrete with extensive exterior fenestration and molded concrete ornament, good examples of this type include the Standard Sanitary Manufacturing Company warehouse/factory at 1000 Brannan Street (1924), the Richmond Sanitary Company warehouse/factory at 290 Division Street (1924), and the Ames Neville & Harris Company building at 375 Alabama Street (1927). In regard to scale and massing, these structures resembled their pre-war brick counterparts. During this period brick used as a

structural system had for the most part disappeared although it continued to be used as a decorative element or as a facing material. A primary example is the Continental Baking Company plant at 1525 Bryant Street (1928-29).

Throughout this period, one-story and one-story-and-mezzanine concrete industrial buildings became popular, particularly within the eastern portion of the survey area which developed later than the rest. The one-story prototype anticipated the large-footprint utilitarian plants of the post-World War II era because both were designed to accommodate the forklift and the truck by virtue of their single-level plan, occasionally with a mezzanine-level office expressed on the exterior as a partial second floor. Examples of this type, which tend to be designed in a utilitarian mode, include the Pennzoil Company warehouse at 1250 17th Street (1927) and the C.L. Duncan paint warehouse at 1001 17th Street (1929). Although reinforced-concrete remained the dominant mode of construction this period, other types – in particular wood and corrugated steel continued to be built.

By the 1920s, the future of the survey area as an industrial district had been sealed and as existing residents departed for the growing suburbs there was less demand for public-serving uses. In fact, aside from the U.S. Post Office at 1600 Bryant Street (1929) – which was actually built as a commercial laundry machinery manufacturing facility – there were no civic buildings constructed within the survey area during this period. The only public-serving building constructed during this period was the Society for the Prevention of Cruelty to Animals at 2500 16th Street (1925).

The majority of the buildings mentioned above, as well as other buildings similar to them, do not currently have formal historic status. Industrial buildings that fit into the contexts discussed above and that retain integrity appear preliminarily eligible for listing in the National Register under Criteria A (Events) and C (Design Construction). Many of the buildings listed above contribute to one of two historic districts identified and documented by KVP within the survey area (discussed in more depth in Chapter V). KVP has evaluated the majority of the public/civic buildings within the survey area and has reached conclusions regarding their individual eligibility (discussed in more depth in Chapter V). Residential properties are generally scattered throughout the survey area. Although most do not contribute to the dominant industrial context of the survey area, they need to be evaluated individually during the next phase of survey work in this area.

Any archaeological artifacts encountered within the survey area from this period are likely to yield knowledge of the survey area's history during this period and are therefore presumed to be significant under National Register Criterion D (Information Potential).

G. DEPRESSION AND WORLD WAR II: 1930-1945

Construction

The collapse of the New York Stock Exchange in 1929 brought an end to the bullish prosperity of the 1920s. Within a year or so, most market-driven construction came to a halt. San Francisco did not suffer as intensely as many other American cities. None of its banks failed and many of the city's white collar workers escaped unscathed. Port facilities and some industries also remained largely unaffected, at least initially. Furthermore, publicly funded construction began to play a big role in San Francisco's economy, especially after San Francisco's Congressional delegation successfully lobbied the Roosevelt administration for Public Works Administration (1933) and Works Progress Administration (1935) funds to build dozens of public works projects, including several within the Showplace Square survey area.

Nevertheless, the decade of the 1930s was characterized by a tremendous amount of social upheaval. Class conflict revived San Francisco's long-dormant labor movement, as well as the

local Democratic party, forming an opposition block to the Progressive Republicanism of Mayor Rolph and his successor, Mayor Angelo Rossi.[114] Although San Francisco was better off than many cities, things were by no means ideal. By 1932, one in four San Francisco residents was collecting unemployment relief, mostly production workers. Industrial employers, perhaps trying to take advantage of the situation, clamped down on efforts by unions to secure reasonable pay and work hours for their members. In May 1934, the West Coast locals of the International Longshoreman's Association (ILA) struck for better wages and working conditions. In the face of brutal employer resistance, San Francisco exploded into violence and disorder, culminating in "Bloody Thursday" on July 5, 1934 and the General Strike that followed.

Although the Showplace Square survey area was too remote from the waterfront to have played a major role in the 1934 Waterfront Strike, it was the primary venue of the "March Inland," the term given to the unionization of the city's warehouse workers in the survey area (who worked further inland than the waterfront longshoremen) by the International Longshore Workers Union (ILWU), Local No. 6. Several buildings within the survey area played a significant part in this story, described in more detail below in Section J.

The labor conflicts of the 1930s caused San Francisco's business oligarchy to seek alternative economic bases to industry and shipping. Touting the city's natural beauty, San Francisco's civic boosters lured the Democratic Convention to the city in 1920, and in the late 1930s, a group of local businessmen organized the Golden Gate International Exposition (GGIE). The GGIE, much like its predecessor the Panama Pacific International Exposition (PPIE), was intended to lure the world to San Francisco to show off its ability to pull off major feats –this time the construction of the Golden Gate and San Francisco-Oakland Bay bridges. The result of these efforts was a dramatic increase of the number of tourists coming to San Francisco and the establishment of a significant tourist-serving industry that would become a mainstay of San Francisco's postwar economy.

Industrial Development: 1929-1945

By the time of the Depression, San Francisco was running out of land zoned (or suitable) for industrial use. Already some local industries were beginning to move out of San Francisco in search of larger tracts of inexpensive land, lower wages, weaker unions, and better access to transcontinental railheads and highways.[115] The Showplace Square survey area's remaining stock of vacant parcels with good rail access probably prolonged its long term viability. With an extensive network of rail spurs penetrating virtually the entire survey area and the three major railroads still running car ferries to the railheads in Alameda County, accessibility was as optimum as it could be in the city but the area was fast approaching build-out and as trucking began to displace trains for long-haul freight shipping, its competitive advantages began to subside.

The continued viability of the Showplace Square survey area as an industrial zone is attested to by the steady completion of new industrial buildings there throughout the 1930s, an era of diminished or non-existent construction activity throughout much of the rest of the city. Between 1930 and 1939, 35 extant buildings were completed within the survey area. Most were one-story concrete industrial structures with two-story office wings at the front, truck freight platforms *and* integral rail spurs, and either flat or bowstring-truss roofs. In regard to plan, most adhere to the 1920s-era prototype whereby the work area occupies the majority of the ground floor and offices occupy a mezzanine on the second floor, often with a centrally located tower element. In keeping

[114] Robert W. Cherny and William Issel, *San Francisco: Presidio, Port and Pacific Metropolis* (Sparks, NV: Materials for Today's Learning, 1988), 61-62.
[115] Richard Walker, "Industry Builds Out the City: The Suburbanization of Manufacturing in the San Francisco Bay Area, 1850-1940," in Robert Lewis, ed., *Manufacturing Suburbs: Building Work and Home on the Metropolitan Fringe* (Philadelphia: Temple University Press, 2004), 108-110.

with stylistic preferences of the day, many were designed in the Art Deco or Streamline Moderne styles. In regard to use, industrial buildings built during this period encompass many categories, including food processing (meat packing, breweries, bakeries, and general grocery warehousing), chemical manufacturing, electrical supply, metal working, wood products, general warehousing, machining, and auto repair.

Good examples of concrete industrial buildings constructed during the 1930s include the Golden Gate Meat Company warehouse at 550 7th Street. Built in 1936, the two-story Moderne-style concrete warehouse featured rail access along 7th Street as well as an integral vehicular loading dock (Figure. 41). Other examples include the Schweitzer Wholesale Meat Company building at 828 Brannan Street. Built in 1936, the concrete Moderne-style facility features a bank of truck loading docks along Brannan Street. The building also had access to a spur track running along Langton Street. The Braun-Knecht-Heiman building at 1400 16th Street is one of the more architecturally significant factories within the survey area. Built in 1938, the one-story (with two-story office wing), reinforced-concrete, Art Deco-style chemical plant occupies an entire city block bounded by 15th, Carolina, 16th, and De Haro streets (Figure 42).

Figure 41. Golden Gate Meat Company, 550 7th St.
Source: KVP Consulting

Figure 42. Braun, Knecht & Heiman Co., 1400 16th St.
Source: KVP Consulting

Construction within the Showplace Square survey area accelerated in 1939 with war preparedness and continued expanding after the U.S. entry to the Second World War, resulting in the construction of 34 additional extant buildings within the survey area between 1940 and 1945. Similar to the buildings of the 1930s, most 1940s-era buildings are one-story concrete structures with two-story office wings at the front, some with an extruded tower element providing a dramatic focal point. The only major difference between 1930s and 1940s-era construction is that the latter tended to be more utilitarian, in part responding to wartime exigencies combined with a growing acceptance of modernism. Stylistically many 1940s-era buildings hewed to the

Late Moderne style, a composite of Streamline Moderne and the International Style. Its hallmarks include flat concrete canopies, extruded bezel moldings, and bands of ribbon windows. One of the best examples is the John A. Roebling & Sons Co. wire rope factory at 1740 17th Street. Built in 1941, the, two-story, reinforced-concrete, Late Moderne-style manufacturing facility occupies the majority of a block bounded by 16th, Carolina, 17th, and De Haro streets. The building originally had its own rail siding along De Haro and a truck loading dock along 16th Street (Figure 43).

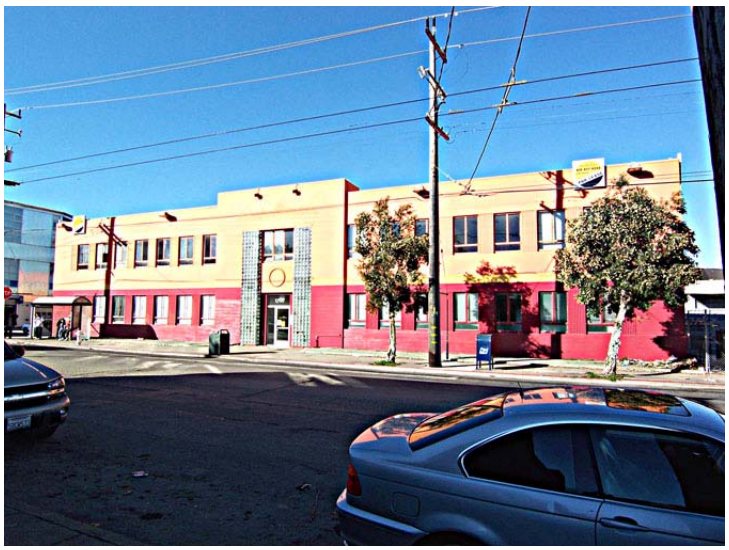

Figure 43. John A. Roebling & Sons Wire Rope Co., 1740 17th St.
Source: KVP Consulting

Due to wartime restrictions on steel construction, the Showplace Square survey area contains several wood-frame industrial buildings constructed during World War II. A good example is the Daziel Plumbing supply warehouse, built in 1942 at 2741 16th Street. A three-story wood-frame warehouse and shop, the building is designed in the Late Moderne style and faced in terra cotta tile. A more utilitarian example is the Enterprise Engine shop at 2001 Bryant Street. Built in 1943, this two-story, wood-frame building is designed in a utilitarian style.

Figure 44. United States Steel Co. Warehouse, 1940 Harrison St.
Source: KVP Consulting

More common in wartime than wood-frame structures were concrete block structures built as machine shops. Some have minimal Late Moderne detailing such as the Minnesota Mining & Manufacturing Company building at 450 Alabama Street (1942). Others are rendered in entirely functional mode, often with blank facades devoid of even fenestration. These buildings were simply functional boxes and forecast the utilitarianism of most postwar construction within the survey area.

Even less expensive than concrete block structures were corrugated steel buildings. Although examples of this type date back to the post-1906 reconstruction era within the survey area, several were built during the 1940s. Due to wartime restrictions on steel most were either built prior to hostilities or housed an important war industry. One of the largest and best preserved examples in the survey area is the former U.S. Steel warehouse at 1940 Harrison Street (now the Harrison Street Muni barn). Constructed in 1942 on an entire block bounded by 15th, Harrison,

16th, and Folsom streets, the building is composed of seven parallel gable-roofed bays clad in corrugated steel. The southeast corner is chamfered to accommodate an office building and rail spur (Figure 44). Another even more utilitarian example is the Atlas Wood Products plant located at 3030 17th Street. A wood-frame structure, the building is composed of six shed-roofed pavilions linked to a warehouse.

Residential, Commercial, and Civic Development: 1929-1945

During the Depression and World War II virtually no non-industrial buildings were erected within the Showplace Square survey area. One important exception is the Verdi Club – an Italian-American men's social club – built in 1935 at 2424 Mariposa Street. Built of reinforced-concrete, the one-story, Art Deco-style commercial building is a rare example of a commercial building erected in the survey area during the period of significance. With its molded concrete "Mayan Deco" frieze, spandrel panels, and other ornament, it is an excellent example of the Art Deco style as well (Figure 45).

Figure 45. Verdi Club, 2424 Mariposa St.
Source: KVP Consulting

Seals Stadium

Seals Stadium, which formerly occupied the southerly portion of a large superblock bounded by Alameda, New Hampshire, 16th, and Bryant streets, and Potrero Avenue was by far the most important non-industrial structure constructed in the survey area during the period of significance (Figure 46). Opened on April 7, 1931, Seals Stadium operated as San Francisco's primary minor league baseball stadium, housing both the San Francisco Seals and the Mission Reds. The stadium superseded Recreation Park at 15th and Valencia streets.[116] To build the stadium, which was located opposite Franklin Square, three small blocks had to be merged, along with the southerly portion of two more blocks. The stadium was located in the survey area because of its central location for the teams' working-class fan bases, decent local streetcar access (via the United Railroads Nos. 22 Fillmore and No. 27 Bryant lines), and general lack of residential

Figure 46. Seals Stadium, 1958
Source: San Francisco Public Library

[116] William Issel and Robert W. Cherny, *San Francisco 1865-1932, Politics, Power, and Urban Development* (Berkeley: University of California Press, 1986), 65.

neighbors. In plan, the concrete stadium resembled a giant oblique horseshoe, with the ticket office and turnstiles located at the corner of 16th and Bryant streets, bleachers along 16th Street, and grandstands hooking around to the northeast along Bryant Street and along a closed portion of 15th Street. Upon completion, Seals Stadium could accommodate 16,000 fans. In 1958 and 1959, the Seals Stadium was home to the major league Giants, who relocated from New York to California with the Dodgers. The first major league baseball game on the West Coast was played at Seals Stadium on April 15, 1958. Between 1931 and 1959, when the stadium was demolished, it was expanded twice.[117]

Parks

President Franklin D. Roosevelt's Depression-era work relief programs, including the Public Works Administration (PWA) and the Works Progress Administration (WPA), brought much-needed jobs to communities across the country by hiring the unemployed to construct and or repair public infrastructure including streets, sidewalks, parks, and public buildings. Even today, much of San Francisco's public infrastructure dates from this era. Representative projects citywide include the Federal Office Building in the Civic Center, the Golden Gate Bridge approach, O'Shaughnessy Boulevard, and hundreds of individual park improvement projects. Very few of these projects were completed within the survey area, which by this time was a nearly exclusively industrial area without constituents who would either lobby for or benefit from public works projects. Out of hundreds of projects completed citywide, the only WPA projects completed within the survey area include SFFD Engine House No. 29 at 380 Division Street (demolished for the Bayshore Freeway) and improvements made to Jackson Playground. In addition to rebuilding the baseball diamonds and the playground, the park acquired an oval race track. During the Depression the 1912 clubhouse at Jackson Playground provided recreational programs to unemployed workers.[118]

Property Types and Resource Registration

Unlike much of San Francisco, the Depression and World War II was a period of extensive construction activity within the survey area, with 69 extant buildings completed between 1930 and 1945. With the exception of two buildings, all were built to serve production, repair, or distribution uses and nearly all were built of reinforced concrete or concrete block. Buildings constructed during the 1930s and early 1940s are distributed throughout the survey area. Architecturally speaking, many are nondescript utilitarian structures in comparison with the more elaborately designed industrial buildings of the post-1906 reconstruction period and the 1920s building boom.

There is only one purpose-built residential property dating from this era within the survey area, St. Gregory's rectory at 500 De Haro Street, and this is located on a predominantly residential block on the southern edge of the survey area.

There is only one purpose-built commercial property dating from this era within the survey area, Club Verdi at 2424 Mariposa Street (1935), an elaborate Art Deco-style night club built by members of San Francisco's Italian-American community.

Nearly all of the buildings erected within the survey area during this period were built for industrial purposes. Many of the earlier buildings constructed during the Depression adhered to the one-story-and-mezzanine prototype established during the late 1920s. These tend to be the most architecturally significant and maintain the traditional lot line development pattern of earlier

[117] "Ballparks of Baseball: the Fields of Major League Baseball," Website address: http://www.ballparksofbaseball.com/past/SealsStadium.htm, Accessed September 29, 2008.
[118] Randolph Delehanty, *San Francisco Parks & Playgrounds: 1839-1990* (San Francisco: unpublished dissertation, 1992), 404.

industrial development. All are built of reinforced-concrete and most are designed in the Art Deco or Streamline Moderne styles. Examples include the Golden Gate Meat Company at 550 7th Street (1936), a building at 572 7th Street (1938), and the John A. Roebling Wire Rope factory at 1740 17th Street (1941).

Wartime exigencies and restrictions on the use steel (and to a lesser degree, concrete) during World War II impacted the design and construction of later buildings within the survey area, with wartime buildings built of concrete or corrugated steel (and sometimes wood) and rendered in an entirely utilitarian mode. Many buildings of this era were simply concrete boxes with limited exterior fenestration and no ornament. An example includes the Aveco Manufacturers building at 350 Kansas Street (1942). The wartime era also witnessed the construction of an increasing number of automobile repair shops. Also extremely utilitarian in design, these facilities frequently consisted of a structure at the rear of the parcel and a surface parking lot at the front. Occasionally a screen wall was built on the street property line to provide additional security. An example includes Action Auto Care at 2040 17th Street (1944).

By the end of this period, many traditional manufacturing industries had left San Francisco, leaving behind a growing number of automobile repair facilities, print shops, small machine shops, and food processing industries. Except for the latter, which still often required a large modern plant – examples include the Dwight-Edwards Company facility at 1501 Mariposa Street (1939) and the Standard Brands Company plant at 501 De Haro Street (1937) – most of the newer industries were small and did not require sophisticated or large-scale industrial plants, accounting for the diminishing architectural prominence of buildings erected in the area.

The majority of the buildings mentioned above, as well as other buildings similar to them, do not currently have formal historic status. Industrial buildings that fit into the contexts discussed above and that retain integrity appear preliminarily eligible for listing in the National Register under Criteria A (Events). Selected buildings may also qualify under Criterion C (Design Construction), although the number of buildings that would qualify under this criterion comprises only a small portion of the total number. Some of the buildings listed above contribute to the Northeast Mission Industrial Employment historic District identified and documented by KVP within the survey area (discussed in more depth in Chapter V).

H. POSTWAR TRANSFORMATIONS: 1946-1980

At the conclusion of the Second World War, San Francisco's population and economy began to shift in response to regional and world-wide economic trends. In 1940, San Francisco's population was 635,000. Following an influx of war workers, the city's population soared to 775,000 in 1950, peaking in 1953 at 784,000. World War II was a boost for San Francisco's industrial (manufacturing and distribution) economy because the war effort sustained traditional industries like shipbuilding and repair, food-processing, and warehousing. San Francisco's industrial workers experienced near full employment during the war, as evidenced by efforts to recruit war workers from around the country to come to San Francisco to work in local industries. Despite some loss of industrial employment to the suburbs before the war, by 1945 six out of ten employed San Franciscans worked in wholesale or retail trade, manufacturing, or construction, and one out of three Bay Area manufacturing jobs were still located in San Francisco.[119]

San Francisco was temporarily riding high on a wave of postwar prosperity, but with peace came the resumption of industries moving to the suburbs and beyond. One of the biggest factors in this regional realignment, aside from the general growth of the region's population, was the dramatic rise of automobile use. Temporarily set back by the Depression and wartime gasoline rationing,

[119] Robert W. Cherny and William Issel, *San Francisco: Presidio, Port and Pacific Metropolis* (Sparks, NV: Materials for Today's Learning, 1988), 70.

returning veterans embraced automobile ownership and made it a centerpiece of an unprecedented postwar commuter lifestyle. Growth in automotive traffic compelled state authorities to build limited access highways in the Bay Area, several of which had been planned before the war, including the Bayshore Freeway. Highway construction increased the viability of short and long-haul trucking, reducing the dependence of local industries on regional rail networks. These new highways also tied into the growing network of bridges spanning the bay, diminishing the importance of the railroad car ferries that formerly transported railroad cars back and forth from San Francisco to the East Bay railheads.

The "pull" factors discussed above were augmented by the "push" factor of industrialists seeking to abandon increasingly obsolete industrial plants. The Depression and the war had restricted the number of physical improvements that could be made to local industrial plants. Additionally, congestion and high land values often prevented the expansion of these facilities, increasingly necessary in an era in which factories and warehouses were constructed on a single floor. Freed by the growing freeway network from having to maintain a central urban location, local industrialists began moving their operations to fast-growing suburbs that specifically catered to industry, especially South San Francisco, San Leandro, Union City, and Richmond. Just as important as offering inexpensive land and freeway access, many of these suburban municipalities had lower taxes and they often adopted an overtly anti-labor stance that appealed to businesses fed up with San Francisco's powerful labor unions.

The exodus of industries from San Francisco during the postwar era resulted in a realignment of the city's economy. Whereas in 1945 San Francisco contained one-third of the region's manufacturing jobs, by the early 1970s, this figure dropped to one-twelfth. Regionally, this period accounted for huge increases in the absolute number of manufacturing jobs – particularly in high technology areas – but these jobs were not being created in San Francisco. Alone among Bay Area counties, San Francisco registered a 26 percent decline in industrial employment between 1945 and 1970.[120] One only needed to have visited San Francisco's industrial districts to witness the decline: shuttered factories, vacant lots, and increasingly low-margin, low-intensity businesses remaining.

Nonetheless, the industrial exodus did not impact all of San Francisco's industries or industrial districts in the same way. Whereas heavy manufacturing like shipbuilding, furniture making, and other skilled industries largely disappeared, some categories not only survived but also thrived after the war, in particular food-processing, printing, auto repair, and individual craft-based operations that served the local market. By1970, the four largest industries in San Francisco were: food processing, apparel and textiles, printing and publishing, and fabricated metal products, accounting for 70.9 percent of the city's manufacturing jobs.[121]

During this period of transformation, the Showplace Square survey area remained relatively well-positioned in comparison with San Francisco's older industrial areas. In addition to its proximity to what remained of the regional rail network, the survey area had easy access to several of the region's most important freeways: the Bayshore Freeway (U.S. 101), Interstate 80, and eventually Interstate 280. The absence of competing residential and commercial uses allowed local industries to avoid congestion and conflicts with concerned neighbors over "quality-of-life" issues. Because much of the survey area was not developed until the 1920s, many of its buildings remained better-suited to modern industrial uses because of their large undivided floor plates, up-to-date infrastructure, off-street loading docks or rail sidings (if they were still in use), and sometimes even room for expansion.

[120] Ibid., 70-71.
[121] San Francisco Planning Department, *Commerce and Industry* (San Francisco: 1975), 17.

Transportation Infrastructure

As mentioned above, the most significant changes to the physical infrastructure in the survey area occurred as the result of highway construction. San Francisco's first major highway, the Bayshore Highway, was constructed in the 1920s. Built by the newly created State Division of Highways to provide a safer and faster alternative to overcrowded El Camino Real between San Francisco and San Jose, the four-lane highway initially began at the San Francisco/San Mateo County line. In 1925, its northern terminus was extended to the intersection of San Bruno Avenue and Army Street. The highway remained in use for many years though its lack of grade separation and periodic cross traffic made it dangerous, earning it the nickname the "Bloody Bayshore." Efforts to widen the highway and convert it into a ten-lane, modern limited-access "freeway" began in the early 1940s, with construction beginning in San Mateo County in 1945.[122] Completed through the survey area in the late 1950s, additional freeways were added, eventually including the Central and Southern freeways.

Bayshore Freeway

The Bayshore Freeway was the first installment in a network of freeways that the State Division of Highways (now the California Department of Transportation, or "Caltrans") planned to provide fast and efficient transportation for suburban commuters at the expense of city residents. Construction did not reach San Francisco proper until 1950 when the southernmost segment of the Bayshore – the James Lick Freeway – was begun. The Bayshore wrought tremendous physical changes in the Showplace Square survey area. South of the survey area the Bayshore terraced the western slope of Potrero Hill, resulting in the forced sale and clearance of hundreds of properties. As the highway entered the survey area at Mariposa Street it became a multi-level steel-frame viaduct. The right-of-way below the viaduct occupied a swatch of land one-block wide for five blocks and most buildings below it had to be cleared to make way for viaduct's columns. The decision to elevate the freeway instead of building it at grade was supported for several reasons. First, the viaduct maintained the freeway at a consistent grade with Potrero Hill and the Bay Bridge approach. Second, the viaduct avoided interrupting most of the surface streets below. Finally, the elevated "Bayshore Skyway" was described by the State Division of Highways as a way to provide San Francisco with a dramatic approach from the south, facilitating the motorists' enjoyment of the skyline while cruising along high above the less-than-scenic industrial zone at 50+ miles per hour (Figure 47).[123]

Figure 47. Aerial view of the Bayshore and Central freeways in the survey area, looking northwest
Source: San Francisco Public Library

The construction of the Bayshore and the associated Central Freeway involved clearing all or part of fourteen square blocks within the Showplace Square survey area: Blocks 3526, 3528, 3780, 3781, 3782, 3905, 3906, 3907, 3908, 3909, 3917, 3918, 3934, and 3959. Dozens of buildings were demolished outright, moved,

[122] California Highways, "California Highways: The History of the San Francisco Bay Area Freeway Development," Website: http://www.cahighways.org/maps-sf-fwy.html, Accessed December 23, 2007.
[123] "New Vistas to be Opened," *San Francisco Chronicle* (July 17, 1954).

or modified to accommodate the viaduct. The area beneath the viaduct was either converted to surface parking lots or fenced off for the use of the California Division of Highways. The highway construction also resulted in the removal or abandonment of many of the rail spurs and sidings in the survey area.

John F. Foran Freeway

A decade after the completion of the Bayshore Freeway, the eastern edge of the Showplace Square survey area received a second major regional freeway, the John F. Foran Freeway (originally the Southern Freeway and now U.S. Interstate 280). Construction of the federal interstate highway linking San Francisco to San Jose via the eastern foothills of the Santa Cruz Mountains began in 1958. Massive amounts of earthmoving and grading had to occur to route the freeway along the eastern flank of Potrero Hill. In addition to creating a barrier between the survey area and the Central Waterfront area, the project resulted in the demolition of several dozen houses and St. Theresa's Catholic School, all located along the 300 and 400 blocks of Pennsylvania Avenue, just south of the survey area.

Railroads

The postwar era witnessed the gradual demise of most of San Francisco's railroad service. As mentioned above, the first to fall was the Ocean Shore, which stopped service within the survey area in 1921. In 1930, the Southern Pacific ended passenger service on the Mission District/Colma line, although it retained service on the Bayshore line. The Western Pacific Railway was the next to leave. In 1960, due to rapidly declining ridership, the railroad discontinued its passenger service from Salt Lake City to San Francisco. Two years later, the Western Pacific's local freight haulage business sustained a major blow after the Potrero Hill tunnel, which connected its freight slip at Islais Creek to its terminal at 7th and Brannan, caught fire and collapsed in July 1962. This event destroyed several houses on the south side of the hill, as well as creating several craters near the intersection of 20th and Arkansas streets just south of the Showplace Square survey area. As soon as the fire was extinguished, the Western Pacific announced that it would abandon the tunnel and therefore its San Francisco freight service.[124] Within a few years, the Western Pacific sold its freight terminal at 7th and Brannan streets and dramatically curtailed its San Francisco operations. The Santa Fe Railroad continued its local operations somewhat longer, retaining its freight depot and rails until the early 1980s. The Southern Pacific lasted the longest. Its commuter service to the Peninsula continued unabated until it was taken over in the early 1980s by the Joint Powers Authority and Caltrans and renamed Caltrain.

During the postwar period, San Francisco's Municipal Railway began the process of eliminating streetcar service in favor of buses and electrified "trackless trolleys." For many years, Muni had competed against the Market Street Railway, absorbing the private system's routes when their franchises expired. In May 1944, San Francisco voters finally approved purchasing the Market Street Railway for $7.5 million and on September 29, 1944, the two systems were merged.[125] The absorption of the Market Street Railway by Muni led to many changes in the City's transit system as Muni management eliminated aging and/or redundant lines. The abandonment of Muni street car rail lines accelerated in 1947 after voters approved a bond to overhaul the entire system. As part of this project, by 1949 most of the former Market Street Railway streetcar lines were converted to trolley coaches. By 1951, most of the Muni lines South of Market Street had been converted to bus service as well. While the trolley coaches required overhead electrical lines

[124] "Railroad Abandons Potrero Hill," *San Francisco Chronicle* (July 7, 1962).

[125] Anthony Perles, *The People's Railway: The History of the Municipal Railway of San Francisco* (Glendale, CA: Interurban Press, 1981), 122.

similar to the streetcars, they did not operate on tracks and consequently most of the old streetcar tracks were either ripped out or paved over.[126]

Industrial Development: 1946-1980

The immediate postwar era witnessed a miniature building boom within the Showplace Square survey area as local industries built new structures on remaining vacant lots or replaced outdated facilities with new, state-of-the-art, one-and two-story, concrete buildings, most of which were designed in the Late Moderne style. Distinguishing characteristics of the style include painted concrete exterior walls, horizontal ribbon windows surrounded by extruded bezel moldings, flat roofs, and simple, "streamlined" canopies and decorative moldings. Examples of this style include a warehouse and office building constructed by the Standard Oil Company on a block bounded by Irwin, 7th, Hubbell, and 8th streets. The building, located at 180 Hubbell Street, is an excellent example of the style (Figure 48). Other good examples include the Colyear Trucking Company building at 25 Division Street (built 1950) and the Pfizer Company Chemical Company plant at 1500 16th Street.

One of the most architecturally significant buildings built within the Showplace Square survey area during the immediate postwar period is the Greyhound Bus Lines garage at 450 Irwin Street. Designed in 1950 by Skidmore Owings & Merrill (SOM) and built in 1951, the Greyhound garage is an excellent example of the International Style applied to a utilitarian, industrial facility (Figure 49). The exterior of the building is almost entirely glazed using steel industrial sash windows to facilitate the diffusion of natural light throughout the interior. Skylights placed throughout the gently pitched gable roof introduced additional light and aided in elimination of exhaust and other noxious fumes. Used for this purpose for decades, the building was successfully converted into the campus of the California College of Arts (CCA).

During the postwar period, inexpensive corrugated steel buildings were more commonly built in the survey area than architect-designed industrial facilities like the Greyhound garage. Constructed for less money than a "permanent"

Figure 48. Standard Oil Co., 180 Hubbell St.
Source: KVP Consulting

Figure 49. Greyhound garage, 450 Irwin St.
Source: KVP Consulting

[126] Ibid., 175-6.

structure, modular corrugated steel structures could be configured for virtually any size parcel and for any type of business and they were also much easier to dismantle and move. Examples within the survey area include the simple gable-roofed former cabinet shop at 2757 16th Street (1950) and a modular corrugated steel shop at 131 Missouri Street (1960) (Figure 50).

After an initial flurry of construction during the late 1940s and early 1950s, the rate of new construction within the Showplace Square survey area began to diminish during the mid-1950s as vacant land became increasingly scarce and industrialists began to leave the city. Of the buildings that were erected during the late 1950s and early 1960s, their architectural character became entirely utilitarian in character with few or no architectural details. Structurally speaking, many buildings from this period represented a new modular construction technique called tilt-up or tilt-slab construction. Invented as early as 1905, tilt-up construction did not become popular until the Second World War, when it was popularized by military construction outfits such as the Seabees. Composed of a series of pre-cast concrete panels attached at the seams, most tilt-up buildings were built without windows to increase security and save money on construction and maintenance costs. Natural lighting, if provided, was through roof-mounted skylights. Examples of this building type within the survey area include a warehouse at 925 Bryant Street (1963) (Figure 51) and the Patek & Co. chemical plant at 220 San Bruno Avenue (1961). Many of the new buildings were smaller scale because most were constructed on the few remaining vacant scraps of land within the survey area. As opposed to the larger corporate structures built during the 1920s-era building boom, most post-war buildings were built for individually owned industrial or commercial business operations, including machine shops, plumbing operations, trucking facilities, car washes, or automotive repair businesses.

Figure 50. 131 Missouri St.
Source: KVP Consulting

Figure 51. 925 Bryant St.
Source: KVP Consulting

Residential, Commercial, and Civic Development: 1946-1980

Aside from a few parcels located on the edge of the Showplace Square survey area, there was no residential construction in the postwar era. Commercial uses allowed within the zoning districts began to appear during the postwar period, including automotive repair facilities, car washes, small office buildings (typically affiliated with a local industry), and other non-manufacturing or warehousing related businesses. This trend remained a minor one until the 1980s. Additionally, very little in the way of investment in public infrastructure occurred outside the two neighborhood parks and a new San Francisco Fire Department Station No. 29, built in 1955 at 299 Vermont Street. During the postwar period the two public parks within the survey area began to take on an atmosphere of neglect as the residential population in the area continued to decline and their constituency disappeared.

Franklin Square

Unlike Jackson Playground, which was spruced up by WPA workers during the 1930s, Franklin Square had been neglected by the Department of Parks for decades. In 1950, it was temporarily renamed Father Crowley Playground in honor of the Catholic priest, playground advocate, and member of the Mission Promotion Association who had done so much to encourage the construction of playgrounds in working-class neighborhoods. The original Father Crowley Playground had been located at 7th and Harrison Streets until it was demolished ca. 1951 to make room for the Bayshore Freeway. Although neglected, Franklin Square was apparently not without its charms. A 1966 Planning Commission memorandum describes it:

> Franklin Square is a genuine Victorian park. The immediate neighborhood is primarily industrial and the park provides welcome visual relief for travelers through its area. Ballplayers of all ages come here for informal games on Saturdays and Sundays. The park is on a plateau above the street and reached by steps; those at 16th and Bryant have an old-fashioned grace. There are fine views toward downtown and Bernal Heights.[127]

At some point before 1969 the park reverted to its old name but continued to languish in relative obscurity. By 1969, the park had deteriorated to a point that several neighbors complained to the Parks and Recreation Department. Although the department made plans to renovate the aging facility, work never got off the ground.[128]

Jackson Playground

Renovated by the WPA in the 1930s, Jackson Playground was in better condition than Franklin Square. However, according to Parks and Recreation correspondence, the park became increasingly neglected due to its location in an industrial district. In 1948, the department stated in its annual report that visitation to the park had declined by one-half since 1931, a factor the authors attributed to the increasingly industrial character of the surrounding area. The authors also stated that the small clubhouse located at the southeast corner of the park was "poorly attended because people fear to enter the district at night." Accordingly, the department proposed disposing of the park either by selling it to the highest bidder or transferring it to the San Francisco School District for use as a baseball field for Mission and Potrero school children.[129] Neither action was carried out.

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[127] Neighborhood Parks Council, "Franklin Square Park" (January/February 2004).
[128] Friends of Franklin Square, "The Park's History," Website Address: http://www.friendsoffranklinsquare.org/About.html, Accessed September 30, 2008.
[129] Letter from David E. Lewis, Administrative Assistant to the Mayor, to the Honorable Louis Sutter, President, Recreation Commission, December 22, 1948.

1950 Sanborn Maps

In comparison with either the 1913 or the 1920 Sanborn maps, the 1950 Sanborn maps illustrate great changes within the Showplace Square survey area. Whereas the earlier maps show many larger vacant parcels remaining, the 1950 maps indicate that most of the survey area had been built out. Furthermore, the 1950 maps also illustrate a transformation in the scale of buildings in the neighborhood. Comparing the maps indicates extensive redevelopment of existing buildings had occurred between 1920 and 1950. By 1950, most of the smaller pre-quake and immediate post-quake wood-frame buildings – in particular residential structures – had been taken down, smaller lots consolidated, and larger concrete industrial buildings built in their place. The 1950 Sanborn maps are also useful because they illustrate the survey area immediately prior to the construction of the Bayshore and Central freeways, illustrating the footprints of dozens of buildings demolished to make way for the viaducts that presently bisect the survey area in multiple directions.

Property Types and Resource Registration

In comparison with earlier periods, the postwar period is one of the longest (1946-1980) and throughout this period 118 extant buildings were erected within the survey area. With the exception of one multi-family property, all were built to serve industrial or commercial purposes. In contrast to the largely uniform construction types of the preceding periods, construction types and materials and styles are as varied as earlier periods in the history of the survey area. For the purposes of this survey and the historic districts identified below, the period of significance ends in 1954. Therefore this section does not address historic resource registration for properties built after this date.

There is one purpose-built residential property dating from the postwar period within the survey area, a multi-family dwelling at 580 De Haro Street. Located along the southern edge of the survey area, this lushly landscaped property contains five wood-frame units designed in a utilitarian mode with hints of the Second Bay Region Tradition.

As mentioned above, nearly all of the buildings erected within the survey area during this period were built for industrial purposes, although commercial uses begin to appear in the mid-1970s as the survey area began its transformation from an industrial area to a predominantly mixed-used commercial area. Many of the earlier buildings constructed immediately after World War II adhere to the one-story-and-mezzanine prototype established during the late 1920s and carried forward throughout the Depression and World War II. These tend to be the most architecturally significant and maintain the traditional lot line development pattern of earlier industrial development. All are built of reinforced-concrete and most are designed in the Streamline Moderne or Late Moderne styles. Examples include a warehouse at 25 Division Street (1950) and the John P. Lynch Company building at 1500 16th Street (1952).

As the exodus of industry from San Francisco accelerated during the early to-mid-1950s, the number of new purpose-built industrial buildings erected in the survey area began to decline. In their place rose minimal one-story auto repair garages, small general-purpose concrete and corrugated steel machine shops and warehouses, and gas stations. The architectural qualities of these buildings are lacking by any standard measure and their contributions to the historical patterns of industrial employment and industry are negligible, accounting for the period of significance ending in 1954.

The majority of the buildings mentioned above, as well as other buildings similar to them, do not currently have formal historic status. Industrial buildings erected in or before 1954 that fit into the contexts discussed above and that retain integrity appear preliminarily eligible for listing in the National Register under Criteria A (Events). Selected buildings may also qualify under Criterion C

(Design Construction), although the number of buildings that would qualify under this criterion comprises only a small portion of the total number, such as the Greyhound garage at 450 Irwin Street (1951). Some of the buildings listed above contribute to the Northeast Mission Industrial Employment historic district identified and documented by KVP within the survey area (discussed in more depth in Chapter V).

I. POSTSCRIPT: SHOWPLACE SQUARE AND NEMIZ: 1981-2008

According to many sources, the Showplace Square survey area reached its economic and social nadir by the late 1970s. Although some industries remained in operation in the area, it was obvious to most that the future of industry was in the suburbs, and increasingly overseas. By the late 1970s, San Francisco had relinquished its title as the industrial powerhouse of the West, or even of the Bay Area – that title having gone to the East Bay and Santa Clara County. By 1977, San Francisco retained only 12 percent of regional manufacturing jobs and only a quarter of wholesaling industries.[130] Meanwhile, San Francisco's white collar job base was growing with increasing numbers of jobs in banking and financial services, insurance, real estate, and other professional services. During the 1970s and early 1980s, most of these jobs were created in San Francisco's Financial District. As rents began to go up in the core area, commercial office space began to encroach on nearby industrial areas, including the South of Market Area and the Northeast Waterfront. Initially the increase of office use south of Market Street did not affect the Showplace Square survey area. Located almost two miles from the Financial District and poorly served by mass transit, the survey area remained less desirable for office conversion as the former industrial areas closer to downtown. As a result, rents and land prices remained low for San Francisco, allowing residual industries to remain and for artists and artisans to set up studios in unoccupied industrial buildings.

Henry Adams and the Birth of Showplace Square

Beginning in the early 1970s, a businessman named Henry Adams recognized the latent economic potential of the Showplace Square survey area. President of the Western Merchandise Mart, Adams was a leading figure in San Francisco's interior design/merchandising industry, which since the Second World War had been centered in San Francisco's Jackson Square neighborhood. Adams recognized that Jackson Square's suitability was increasingly compromised by rising rents, scarce parking, and lack of room for expansion. Therefore, during the early 1970s he began searching for another district in San Francisco that contained similar historic brick buildings but with larger floor plates, ample street parking, and lower rents. Adams found what was looking for after stumbling upon the warehouses and factories of the northern Potrero District. Not only did this area contain some of San Francisco's largest industrial buildings, they were well located vis-à-vis regional freeways, had lots of street parking, and room for expansion. Accordingly, Adams purchased the former Dunham Carrigan & Hayden Co. warehouse at 2 Kansas (Henry Adams) Street and converted it into the San Francisco Design Center. In 1974, he purchased two adjoining warehouses (101 and 131 Henry Adams) on the next block south and converted them into the Galleria Design Center. These two facilities served as the nucleus of the San Francisco's burgeoning merchandising/design center, which eventually expanded into most of the adjoining industrial properties, giving the area its existing nickname of "Showplace Square" **(Figure 52)**.[131]

[130] Robert W. Cherny and William Issel, *San Francisco: Presidio, Port and Pacific Metropolis* (Sparks, NV: Materials for Today's Learning, 1988), 70.
[131] Eric H. Woods, *Area Analysis: The Showplace Square Area* (San Francisco: unpublished report, 1983), 1.

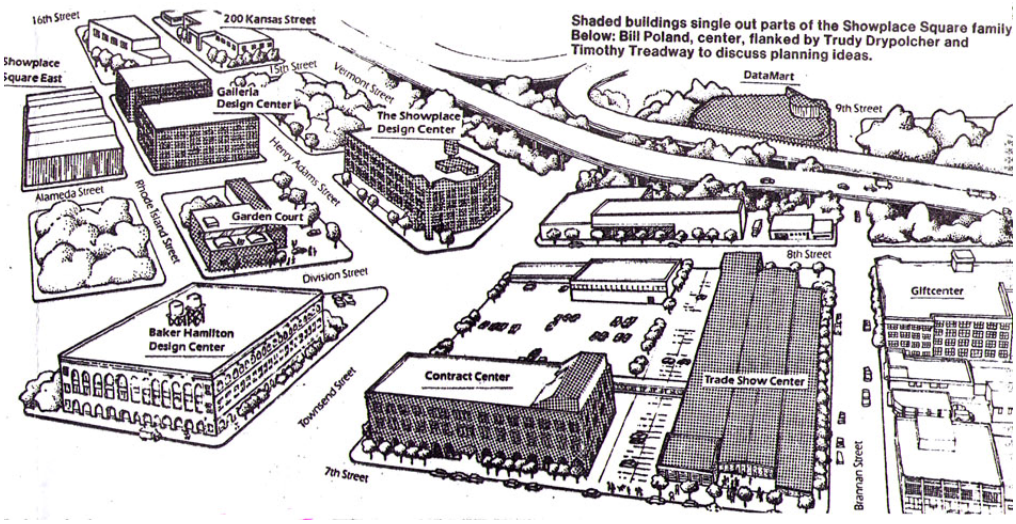


Figure 52. Diagram of Showplace Square
Source: San Francisco Sunday Examiner & Chronicle (May 22, 1983)

By the early 1980s, most of the Galleria Design Center's neighbors had been purchased by Henry Adams or his colleagues, accelerating the influx of wholesale and design showroom businesses into the survey area. Projects completed by the mid-1980s included the conversions of the former National Carbon Company building at 8th and Brannan into the 400,000-square foot Jewelry/Gift Mart, the Baker & Hamilton Building at 7th and Townsend into the Baker & Hamilton Design Center, the former Circus Foods/Planters Peanuts factory at 1705 Alameda Street into Showplace Square East, and the Schlessinger & Bender winery at 16th and Rhode Island into Showplace Square South. In addition, the former Western Pacific Railroad shed at 7th and Brannan was converted to an exhibition hall called the Trade Show Center, an overflow venue for Moscone Convention Center.[132]

Figure 53. Data Center, 999 Brannan St.
Source: KVP Consulting

The higher rents commanded by the rehabilitated historic buildings increased the value of empty lots in the area and for the first time in nearly fifty years, major new buildings were being constructed within the Showplace Square survey area. Some of the most prominent include the Data Mart, a three-story, steel-frame office building clad in glass blocks located at 999 Brannan Street. Completed in 1986 on a triangular parcel next to the intersection of the Bayshore and Central freeways, the boldly modern structure was designed by Tanner & Van Dine (Figure 53). It is presently home to Dolby Studios. Another high-profile building constructed during this period was the Townsend Center, a tremendous six-story, steel-frame, brick-clad office building located at 699 8th Street. Designed in

[132] "New Owners Plan Big for Showplace," *San Francisco Examiner* (May 22, 1983), 1.

the Postmodern style to blend in with the neighboring Baker & Hamilton and Charles Harley warehouses, the Townsend Center was built on the site of the former Western Pacific freight yard.

The rehabilitated industrial buildings of Showplace Square continued to attract design showrooms and affiliated businesses until the present day. Many of these businesses rehabilitated smaller buildings on the fringes of the Potrero industrial district and west of the Bayshore Freeway in the northeast Mission District, including the former Stauffer Chemical Company's salt refinery at 550 15th Street, which was converted into Showplace Square West. Other businesses constructed new showrooms along abandoned railway spurs and other rights-of-way, accounting for existence of several one-story buildings with long, irregular footprints cutting diagonally across blocks, including the Ed Hardy Decorative Arts Building at 188 Henry Adams Street.

Dotcom Boom and Live-Work Lofts

During the late 1990s, the popularization of the Internet for commercial purposes gave birth to "dotcom" industry. Many of these companies originated in San Francisco and during the 1990s, the city began attracting thousands of young entrepreneurs, software developers, marketing people, and other workers employed in the "New Economy." Within San Francisco this industry became centered around South Park in the South of Market Area, an area that for a short time became known as "Multimedia Gulch."

As the Internet economy began to heat up during the mid-to-late 1990s, office rents began to climb throughout the city, particularly in former industrial areas where the large floor plates and the "industrial chic" atmosphere of former warehouse and factory floors attracted interest from Internet companies. Although Internet companies certainly set up shop within the Showplace Square survey area, the influx was not as marked as the South of Market Area. Reasons for this include the relative remoteness of the Showplace Square area, as well as the fact that most of its buildings were already leased to interior design and wholesale furnishings businesses.

Although Showplace Square never became a major center of Internet employment, it did became a flashpoint of activity in the protests against the so-called "live-work" loft. The live-work loft phenomenon dates back to 1988 when the Planning Department made it a policy to relax restrictions on individuals residing in industrial buildings as long as they were artists or craftspeople working in the same space. With housing demand soaring during the dotcom boom of the late 1990s, enterprising developers figured out that San Francisco's industrially zoned lands could become a gold mine if Internet workers could be classified as artists. Exploiting the premise of the "live-work" ordinance that artists be allowed to live and work in existing industrial buildings, developers began constructing new "loft" buildings subject to the same rules. In addition to legalizing de facto residential buildings within industrial zoning districts, the ordinance exempted the developers from having to conform to regulations governing rear and side yard setbacks and ADA compliance. In addition, developers did not have to contribute to public school or affordable housing funds because what they were building were legally classified as industrial buildings.[133]

[133] Chester W. Hartman and Sarah Carnochan, *City for Sale: The Transformation of San Francisco* (Berkeley: University of California Press, 2002), 334.

Between 1997 and 2000, developers – many of whom members of the locally influential Irish immigrant-dominated Residential Builders Association (RBA) – built more than 1,400 live-work units within the South of Market Area and the industrial zones of the Potrero and Mission districts. Although some were historic rehabilitations, 90 percent were new construction.[134] Realtors and property owners engaged in bidding wars over industrial properties, resulting in the eviction of many long-term industrial tenants and the demolition of bona fide industrial buildings. Large lots containing low-intensity uses were developed first. Examples include the massive Franklin Square Lofts located at 1800 Bryant Street (Figure 54). Built in 2000 and designed in a contemporary vocabulary incorporating "industrial" materials such as aluminum, glass, and corrugated steel, this four-story loft structure is similar to dozens of others constructed throughout the survey area during the dotcom boom. The survey area also contains several live-work projects that were built on top of abandoned rail spurs and associated-rights-of-way. An imaginative approach to infill development, buildings like the 370 De Haro Street Lofts (Figure 55) present the classic face of a 1990s live-work loft contorted to fit an irregularly-shaped parcel that was once part of the Western Pacific alignment.

Figure 54. 1800 Bryant St.
Source: KVP Consulting

Figure 55. 370 De Haro St. Lofts
Source: KVP Consulting

Reaction to Gentrification

The dotcom boom of the late 1990s and early 2000s was in some ways analogous to the Gold Rush. In both events, thousands of people flocked to San Francisco from around the world to make money in an unabashedly speculative venture that eventually paid off for a few but left many out of work. While some of the newcomers returned home, others stayed on, adding yet another layer to the city's diverse population. Similarly, the wealth generated by the Internet (at least on paper) resulted in property values galloping out of sight of most local residents and businesses, placing undue pressure on San Francisco's remaining industrial businesses and working-and middle-class residents. The word "gentrification" was increasingly

[134] City and County of San Francisco, Office of the Budget Analyst, *Industrial Protection Zones, Live/Work Projects and Community Plans* (San Francisco: 2002), 1.

used to describe what was going on. Groups like the Mission Anti-displacement Coalition (MAC) sprang up in the Mission and Potrero districts to fight what they perceived to be harmful to the continued economic and social diversity of the city. Others, including the self-anointed anti-dotcom warrior "Nestor Mahkno" of the Mission Yuppie Eradication Project, unleashed a campaign that advocated vandalizing the expensive cars belonging to the well-paid "Yuppies" moving into the new live-work lofts.[135]

MAC fought the economic and social dislocation underway through direct action, including public demonstrations against live work lofts and commissioning studies that supported placing restrictions on new construction in the area. In 2000, MAC prepared its own study of the Northeast Mission Industrial Zone (NEMIZ), an area encompassing most of the western portion of the Showplace Square survey area, to document the relationship of increased live-work construction and high tech office conversions and the exodus of production, distribution, and repair (PDR) jobs, as well as the low-and middle-income residents who depended on these jobs. MAC and other groups used these studies to lobby the Planning Department to put an end to the classification of live-work projects as industrial structures and to restrict the conversion of remaining industrial properties to residential or office use.[136]

As mentioned above, by 2000, over 1,400 live-work units had been completed in San Francisco, approximately one-third of which had been built in either the Mission or Potrero districts, with another 3,148 in the "pipeline." MAC's 2001 study advocated establishing interim zoning controls within the industrial districts until the San Francisco Planning Department could finish planning for the so-called "Eastern Neighborhoods," a swath of east-central San Francisco comprising the Central Waterfront, Potrero Hill/Showplace Square, and Eastern South of Market planning areas. The Board of Supervisors passed interim controls in 2001 and by the fall of that year, the Planning Department had begun a community planning process to implement permanent zoning controls within the city's Eastern neighborhoods.[137]

Coincidentally, the imposition of interim zoning controls within the survey area coincided with the implosion of the dotcom boom. As the New Economy businesses folded and the "dotcommers" moved away, pressure on the industrial areas began to subside during the early 2000s. The survey area was transformed during the dotcom boom in many ways, with dozens of live-work projects interspersed among the remnants of San Francisco's industrial past. With live-work developments now effectively forbidden, and reasonably priced office space available in the closer-in South of Market Area, the lull in development has allowed the neighborhood to recover a semblance of stability. Nevertheless, the real estate boom that followed the dotcom boom kept real estate prices high enough to prevent the re-establishment of the survey area's pre-dotcom character.

J. INDUSTRIAL EMPLOYMENT & LABOR HISTORY THEMES

This chapter of the Showplace Square Historic Context Statement is undertaken as part of the larger Showplace Square historical resources survey. Its specific goal is to provide a framework by which the significance of industrial buildings can be evaluated on the basis of their relationship to industrial employment and labor history, both important patterns of San Francisco history. These themes are present throughout the Showplace Square survey area

[135] Carol Lloyd, "Dot-Com Bust Left Behind a Transformed San Francisco Neighborhood," *San Francisco Chronicle* (May 2008).
[136] Mission Anti-Displacement Coalition, *The Hidden Costs of the New Economy: A Study of the Northeast Mission Industrial Zone* (San Francisco: 2001), 1.
[137] City and County of San Francisco, Office of the Budget Analyst, *Industrial Protection Zones, Live/Work Projects and Community Plans* (San Francisco: 2002), 1.

and form the qualifying criteria for one of the potential historic districts identified and documented by KVP in the survey area.

Historical Significance of Industrial Employment

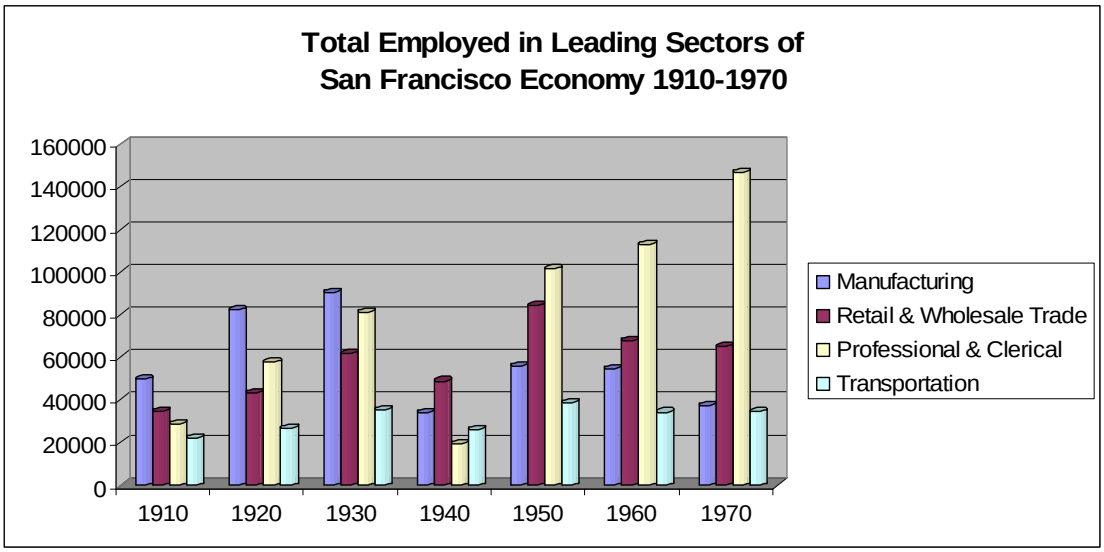


Figure 56. Leading Sectors of Employment, 1910-1970 from Censuses of Population, San Francisco

In its broadest sense, "industrial employment" means work performed for wages that are paid by owners who control the means of production (i.e. machinery, materials, and production spaces), as well as the conditions and the manner of the work. Here, the term is used in a more limited sense to describe work for wages in production, distribution, and repair operations. From the beginning of the Gold Rush through at least the 1950s, San Francisco was a regional center for these types of employment, and large numbers of San Franciscans made their livings in these fields. Figure 56 shows the relative importance of various sectors of employment in San Francisco from 1910 to 1970. While the figures for Manufacturing are the very core of industrial employment—Production and Repair—others included under Retail and Wholesale Trade belong to the Distribution sector. However, due to the configuration of census statistics, this group is difficult to extract and enumerate. It includes one occupation important both citywide and in the survey area—warehouse workers.

As can be seen in Figure 56, Manufacturing employment reached its historic peak in the 1930 census, then declined both in absolute numbers of workers and in relative importance to the San Francisco economy. Although Retail and Wholesale Trade figures, which included Distribution workers, continued to increase until the 1950 census, the numbers of Distribution workers, even when added to manufacturing probably did not offset the steadily increasing importance of Professional and Clerical employment in the local economy and the relative decline in importance of industrial employment. This can be seen more clearly in Figure 57, where the percentage of the workforce employed in manufacturing is seen to decline steadily over time from a high of 35.8% in 1880 to 12.7% in 1970.

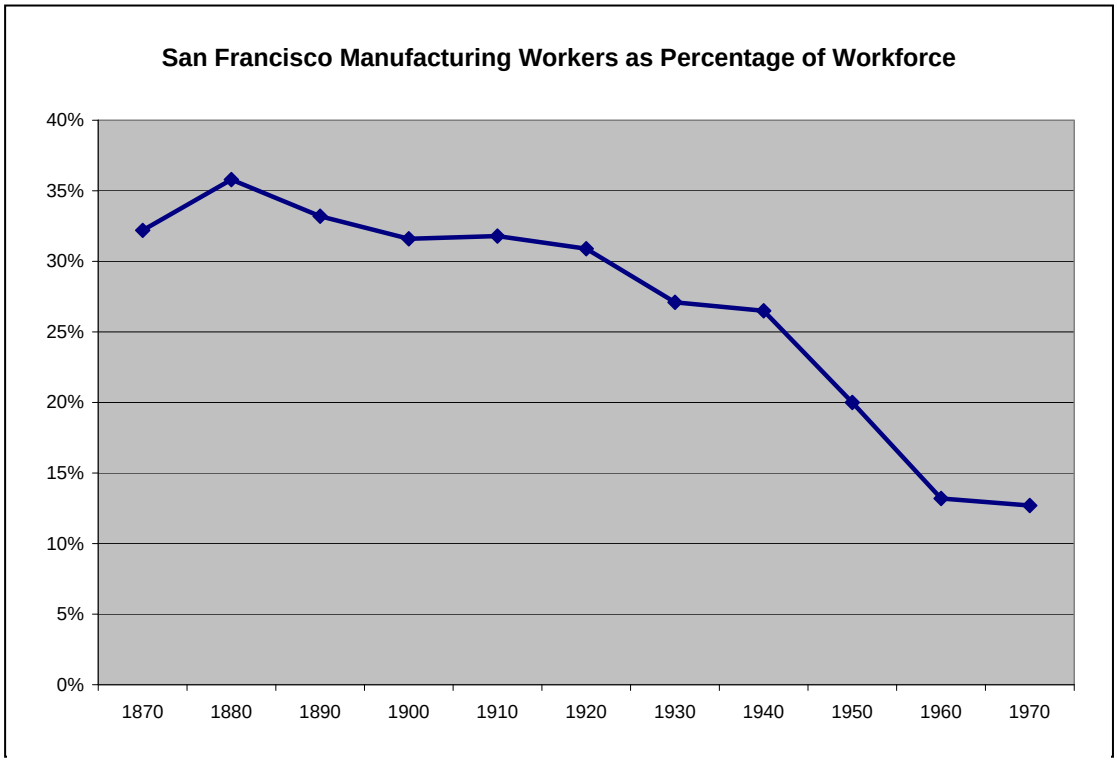
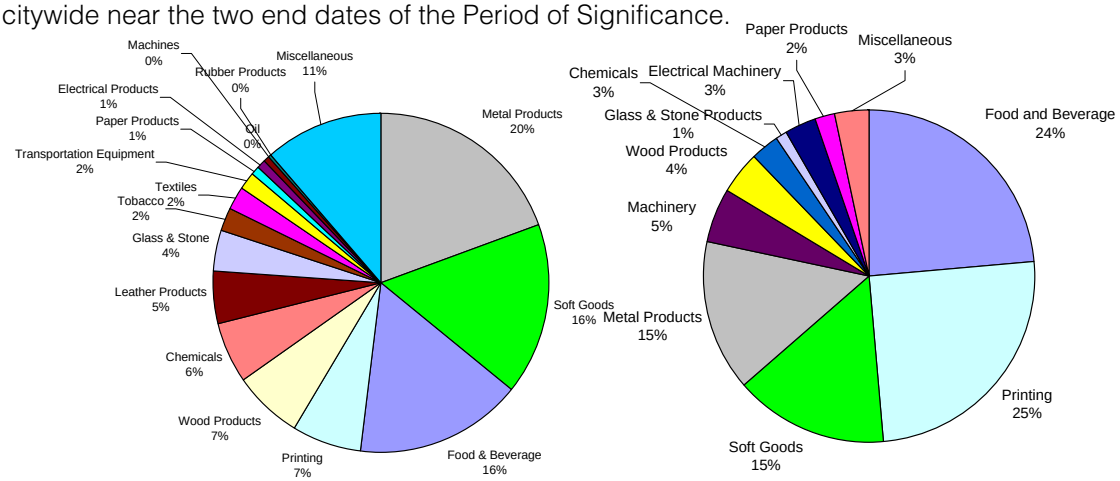


Figure 57: Percentage of San Francisco workforce employed in manufacturing, 1870-1970

In absolute numbers, manufacturing probably peaked in the late 1920s at approximately 90,000 workers. This context statement adopts a Period of Significance for industrial employment from 1900 (the date of the earliest industrial buildings in the survey area) to 1960, when that type of work had been thoroughly eclipsed in importance by a new local economic structure, and no new industrial buildings were being constructed.

The comparative size of the workforce in different manufacturing industries varied within the Period of Significance, although the leading four or five remained fairly constant. These included clothing or soft goods manufacture, metal products, food and beverages, printing, and wood products – especially furniture. Figures 58 and 59 show the mix of industries citywide near the two end dates of the Period of Significance.



Figures 58 & 59: Distribution of Industrial Workers 1900 (l) & 1963 (r)

Industrial Employment in the Survey Area

All of the city's leading manufacturing industries were present in the survey area during the Period of significance—in general correspondence to their citywide presence—with the Food and Beverage, Metal Products, and Wood Products industries particularly well represented. But there were also many others to be found. Of the major industries citywide, only Printing was under represented. Figure 60 provides the number of existing buildings in the survey area associated with various industries at various points in their lifespan.

Food & Beverages	82
Warehousing & Storage	78
Metal Products	59
Wood Products	44
Trucking & Automotive	42
Machinery	31
Electrical Products	29
Soft Goods	18
Wholesale Distribution	17
Paints	16
Commercial Laundries, Cleaners & Dyers	13
Paper Products	13
Oil Products	12
Chemicals	12
Hardware	11

Figure 60: Extant survey area buildings associated with various industries.

Many of the buildings were associated with more than one industry over their history, as the mix of industries shifted. The building types found in the survey area, mainly industrial lofts and warehouses, lend themselves to this general purpose pattern.

As can be seen, Warehousing and Storage was a major activity and source of employment in the area. This category involved large warehouses – both public and those serving only their own company's products – as well as smaller storage facilities. In addition, most manufacturing facilities included distribution and warehousing functions. Although it is difficult to determine the number of workers employed in warehouse operations, it was probably several thousand. Warehouses, by their nature, are creatures of the transportation system. In the survey area, access to water transportation via Mission Bay and Mission Creek was important in early development. However, during most of the Period of Significance railroads were the defining mode of transportation. This was illustrated graphically in 1938 by the "Hot Box Car" incident, in which a freight car loaded by non-union labor was deliberately shuttled to most of the major warehouses in the city, only to be boycotted by union warehousemen, who were then fired or locked out of work.

Labor History

Although San Francisco was usually seen as a stronghold of organized labor, that was not always the reality for workers in the Showplace Square survey area. One major reason for their lack of strong union representation was the relatively unskilled nature of the work. Warehouse work was essentially brute labor, especially prior to the advent of the forklift in the 1930s. Even the manufacturing work conducted in the survey area was relatively unskilled. Thus, building strong unions was difficult because striking workers were easily replaced. According to one expert, describing conditions in 1903:

> Organized labor was by no means solidly entrenched throughout the local economy....*No strong union was active in warehousing, a key sector of the San Francisco economy*....[emphasis added] Unionism had not spread to the seasonal workers employed by fruit and vegetable canneries. Unions of production workers had sprung up in many local manufacturing industries, but their ability to survive in times of economic depression was doubtful. Workers were still unorganized in many manufacturing establishments, and even unions that had been successfully established did not yet approach full organization. In the metal trades industry, the skilled craft unions were well established, but newer organizations of machine hands and journeymen's helpers were still striving to build up their memberships and attain bargaining power. [138]

This speaks of a time when the Union Labor Party (ULP), led by Eugene Schmitz, captured the Mayor's office between 1902 and 1907 and eventually the Board of Supervisors in the city, creating one of the few labor governments in American history. But those victories had come more from a temporary split in the opposition and a generalized class-based vote in response to particularly aggressive and violent campaigns by employer groups—not from the institutional or financial power of unions, some of which actually opposed the ULP.

AFL Craft Unionism

Strong unions existed mainly for skilled workers— building tradesmen, printers, or metal workers for example. They functioned in a dense thicket of parochial interests based on particular occupational expertise. The American Federation of Labor (AFL) acted as an umbrella organization for these groups, but strongly enforced a "craft union" concept of organization. Craft unionism held that the most effective way to represent workers was to defend the advantages they had secured through their skills. This, in turn, meant maintaining as much control as possible over the work that members did through enforcement of work rules, zealous defense of jurisdiction over certain types of work, control over apprenticeship programs, and—importantly—exclusion of less skilled workers from membership. Craft unionists were therefore opposed to organizing workers on an industrial basis, i.e., into unions representing all of the production workers in a particular industry, rather than in separate units divided along craft lines. In fact, many AFL labor leaders perceived unskilled workers as a major threat to their own unions' security.

As unskilled workers, warehouse laborers continued to be either unorganized or in weak unions until the late 1930s. They were defeated in strikes in 1904 at the Southern Pacific warehouses and in 1911 at C & H Sugar.[139] In common with even established craft unions, they were forced into open shop conditions in the 1920s. Nor did unskilled manufacturing workers fare much better. The Can Makers Union, an AFL member, struck the American Can Company, a survey area business employing more than 1,000 workers, in 1904, but was forced to end the strike on company terms, and essentially became dormant.[140]

Manufacturing and warehouse workers were particularly devastated by the 1906 Earthquake and Fire, when most industrial plants were destroyed. Unable to work in their normal occupations for months or years while the industrial plant was slowly rebuilt, many of these workers were forced to leave the city. Thus, although total union membership increased significantly during the rebuilding period, almost all of those gains were in the building trades,

[138] Robert Knight, *Industrial Relations in the San Francisco Bay Area 1900-1918* (Berkeley: University of California Press, 1960), pp 125-126.
[139] Ibid., 152, 252.
[140] Ibid., 153.

rather than the survey area mainstays of manufacturing and warehousing.[141] These conditions persisted throughout a period of relative stability in labor-management relations that lasted until World War I.

Most warehousemen were casual workers, typically hired at "shape ups". That is, those seeking work would assemble daily in front of a particular warehouse, where the foreman could pick whomever he wanted from the crowd for jobs that often might last only a couple of hours. The others would simply not work that day (nor be paid). One worker testified in a 1972 oral history:

> In 1933, in the fall, I went to work casually for the vegetable department of Public Foods. That's where you shape-up there at 2:00 or 3:00 in the morning and you help fill the orders for all the perishables that would go to the various stores and by 6:00, 7:00 or 8:00 at the latest you had all of the perishable orders filled and they were loaded on the trucks and ready for the truck to move around to the dry warehouse and pick up the dry merchandise for delivery to the retail stores. Now I worked in the perishable department for several months and my rate of pay there was thirty-seven and a half cents an hour. And you'd get two hours a morning, you'd get three hours a morning. Some mornings you wouldn't work at all. But anyway, this is the way it was. And of course I needed to work or I wouldn't have been there.[142]

Another worker from that period remembered the difficulty of the work:

> ...most of the time my brother and I worked together because we were tall....we worked as high-pilers. We piled 173,000 sacks of sugar in about four months....Work was *very* hard! You handle a hundred pound sack of sugar....We'd load the flats—wagons—take them into the warehouse and high-pile them, sometimes forty-three high.[143]

Although there was increasing desire among workers to organize warehouse and manufacturing jobs, the prevailing craft union values of the AFL simply did not accept the notion of industrial unionism.

This began to change after the 1934 San Francisco Waterfront and General Strikes in which longshoremen established a powerful position on the all important docks of what was still a major port city.[144] At the time of the strike, the longshoremen were members of the International Longshoremen's Association (ILA) an AFL affiliate. In the words of Harvey Schwartz, an authority on the topic:

> The interrelated nature of longshoring, warehousing, and trucking in the Bay Area transportation-distribution industry influenced the course of the 1934 strike and stimulated the organization of warehousemen by ILA [local number] 38-79. Because the struck shipowners hired non-union dock workers....and housed them aboard ships behind the ILA picket lines, it became evident that a tight Teamster's Union boycott of the waterfront was necessary if the strike was to be completely effective. On May 13, the San Francisco Teamsters voted to

[141] Ibid., 178.
[142] J. R. (Bob) Robertson, as quoted in Harvey Schwartz, *The March Inland; Origins of the ILWU Warehouse Division 1934-1938*. Berkeley (Berkeley: University of California Press, 1978).
[143] Paul Heide, quoted in *March Inland*.
[144] David F. Selvin, *A Terrible Anger; the 1934 Waterfront and General Strikes in San Francisco* (Detroit: Wayne State University Press, 1996). Bruce Nelson, *Workers on the Waterfront; Seamen, Longshoremen, and Unionism in the 1930s* (Urbana and Chicago: University of Illinois Press, 1990).

> support the strike by ceasing to transport from the docks any "hot cargo", or cargo unloaded by scab longshoremen. Nevertheless, for almost a month the truckers continued to haul large quantities of "hot cargo" from industrial rail sidings or from warehouses *near* the piers, thereby substantially reducing the economic impact of the maritime strike and the Teamster dock boycott. The shipowners managed to have the "hot cargo" moved to the industrial sidings or waterfront warehouses by the state-owned Belt Line Railroad, which ran parallel to the waterfront and operated tributaries connecting the docks to the warehouses. The freight for the Belt Line Railroad boxcars was loaded at the piers by the strikebreaking longshoremen, put directly onto trucks at the industrial sidings, or unloaded at the warehouses by unorganized warehousemen....As long as the Teamsters did not alter their policy, the only workers who could help stop the leakage of "hot cargo" through ILA picket lines were the unorganized waterfront warehousemen. So ILA 38-79 members began to organize waterfront warehousemen in an effort to get them to refuse to handle the "hot cargo".[145]

This was the beginning of the "March Inland" or the extension of newly solidified union power, first to claim warehouses near the waterfront, then those further inland. Eventually, the march would also encompass production and manufacturing workers, who often worked in different departments of the same plants as the warehousemen. In August 1934, new members of Weighers, Warehousemen's and Cereal Workers Union Local 38-44 (later to become ILWU Local 6 in the San Francisco Bay Area) re-activated the local's ILA charter, which had been inactive since 1923, and immediately started a vigorous organizing campaign. The newly organized warehousemen struck San Francisco warehouses in 1936, and were able to win wage increases, control of hiring, vacations, and seniority rights; as well as nearly doubling their membership through continued organizing during the strike.[146]

Advent of the CIO

The history of the AFL-CIO split, rivalry, and eventual merger is a significant historical theme both nationally and locally. In addition, the spatial characteristics and built environment of the survey area played an important role in the local enactment of those events.

In 1935, the dispute within the labor movement over craft versus industrial organizing had given birth to the Committee on Industrial Organizations (CIO), a group of international unions within the AFL that advocated industrial unionism.[147] In 1937, the group was expelled from the AFL and formed the rival Congress of Industrial Organizations (retaining the CIO acronym).

Formation of the ILWU

Also in 1937, partially due to attempts by the AFL to transfer newly organized warehouse workers to the Teamsters Union, the west coast district of the ILA voted to withdraw from the national ILA and form a new union, the International Longshore and Warehouse Union (ILWU).[148] The newly formed ILWU immediately joined the CIO, and its president, Harry Bridges, also became the West Coast Director of the CIO. The ILWU was the largest CIO member on the west coast, though other industrial unions concentrated in the eastern states

[145] Harvey Schwartz, *The March Inland; Origins of the ILWU Warehouse Division 1934-1938*. Berkeley (Berkeley: University of California Press, 1978), 10-11.
[146] Taken from "The ILWU Story" website. http://www.ilwu.org/history/ilwu-story/ilwu-story-warehouse.cfm
[147] The term "international" was commonly used to refer to unions that in actuality were national in scope, with at most a small Canadian component.
[148] With the exception of three locals in the northwest, which remained in the ILA.

were much larger. Bolstered by these developments, warehouse and production plant organizing drives continued and successes mounted throughout the region, the city, and the survey area. The Warehouse and Distribution Division of the union, now represented in the Bay area by Local 6 of the ILWU, soon claimed jurisdiction in most of the plants in the survey area. But the increasing power of the CIO unions—viewed as more radical and dangerous than the AFL—and purportedly communist led—would not go unchallenged by business interests.

In November 1937, a newly formed organization of employers, the Association of San Francisco Distributors (ASFD), demanded from Local 6 a master contract covering all organized warehouse and production employees. This was a response to "whipsaw" tactics used by Local 6, whereby the union signed a separate contract with each warehouse company. By this method, the union was able to deal with employers on a piecemeal basis, and could strike one, while maintaining employment for its members, and the flow of dues receipts, at the others. Finally, any gains made at one company could become the basis for negotiations with the others. The union also whipsawed different industrial groups, e.g. drug companies, grocery, and electrical companies. This allowed them to apply pressure on one sector while maintaining production in others.[149]

Figure 61: The Hot Box Car, with union pickets, 1938

The Hot Box Car

After several months of inconclusive negotiations, the AFSD – by that time representing 180 different employers – decided to force a confrontation with Local 6. The union was then striking the F. W. Woolworth Company, a national retailer with a large warehouse at 1855 Folsom Street, within the survey area. The AFSD loaded a boxcar using company personnel at the Woolworth warehouse, and then dispatched the car to union contracted warehouses that were not on strike. At each new destination, supervisors would order Local 6 warehousemen to unload it. The union members would refuse because the cargo was "hot." That is, it had been loaded by non-union labor at a plant being struck. The employer would then either fire or lock out the union warehousemen (Figure 61).[150]

In August 1938, the so-called Hot Box Car was shuttled to 19 warehouses in San Francisco, including three more in the survey area, all of which subsequently shut out the union men (Figure 62).[151] The incidents, highly publicized, also precipitated a general lockout of Local 6 members at over 100 plants, with nearly 3,000 workers idled. As negotiations dragged on, the

[149] Harvey Schwartz, *The March Inland; Origins of the ILWU Warehouse Division 1934-1938*. Berkeley (Berkeley: University of California Press, 1978), 152.
[150] *San Francisco Chronicle* (August 14, 1938 to August 30, 1938).
[151] Dunham, Carrigan & Hayden warehouse at 2 Kansas (Henry Adams) St.; Baker & Hamilton warehouse at 700 7th St.; and Safeway Stores at 1000 Brannan St.

AFL Teamsters Union suddenly signed a master warehouse agreement with several small warehouse employers, and threatened to usurp Local 6 work jurisdiction at the locked out plants. But when the first teamsters reported for work under this new agreement, they were met by 500 Local 6 pickets and decided to abandon their assignment.[152] Under pressure, partially from this Teamsters threat, Local 6 finally agreed to a general industry-wide contract, with some gains in wages and hiring preference, as well as the right to not work "hot cargo."[153] Several similar confrontations took place between Teamsters and Local 6 warehousemen over the next twenty years, until Western Region Teamsters leader, Dave Beck, who held a fierce antipathy to the radical politics of the ILWU, was replaced. In San Francisco, most such confrontations seldom resulted in actual violence because local Teamsters shared much in common with the ILWU members. This was not true of confrontations nationwide between AFL and CIO contingents throughout the period, many of which were extremely violent. Later, after the Teamsters and ILWU had adopted more peaceful relations, the anti-CIO position was represented locally by the AFL-affiliated Sailor's Union of the Pacific (SUP), which engaged in more violent confrontations with the ILWU.

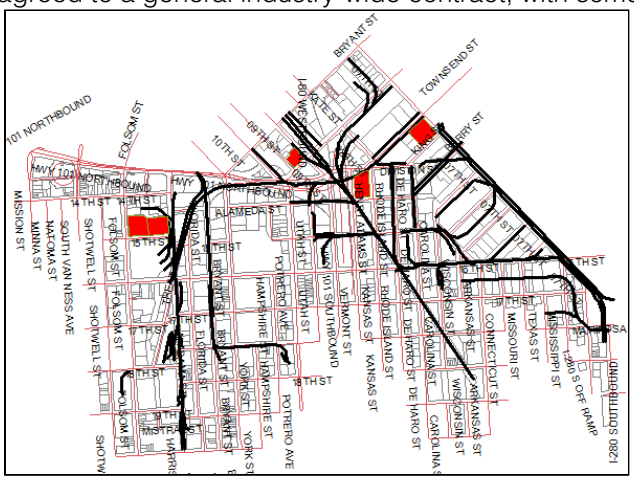


Figure 62: Hot Box Car warehouses in survey area (shown in red)

AFL-CIO Rivalry

Rivalry between the AFL and the CIO continued until the two organizations merged in 1955. It became particularly intense, and often violent, during the late 1940s and into the 50s. As the Cold War began, the issue of Communists within the membership and leadership cadres of labor unions became critical. Many acknowledged Communist Party of America (CPA) members were in fact union men, as were unknown numbers of secret CPA members. They were concentrated much more heavily in the CIO than in the AFL. Eventually, CIO leadership felt the need to take action to rid itself of the Communist stigma. In 1948, the CIO first removed Harry Bridges as West Coast Director because of suspected CPA connections and ultimately expelled the ILWU from the organization for the same reason. The ILWU remained independent until 1988, when it rejoined the now merged AFL-CIO.

The history of the AFL-CIO split, rivalry, and merger is a significant pattern of history both nationally and locally. It is less well realized that CIO organizing tactics were strongly spatial in their nature. The earliest successes for the emerging CIO came from sit-down strikes, most famously at the General Motors plant in Flint, Michigan. There, strikers physically occupied the plant for over 40 days, repelling attempts by the police and National Guard to re-take it. By controlling the production space, strikers prevented production from continuing and assured that replacement workers could not be utilized. Although sit-down tactics were eventually declared illegal, the notion of industrial organizing retained a strong spatial component because it took as its unit all the workers employed in certain locations, rather than dividing

[152] "CIO Halts Opening of Liquor Warehouse," *San Francisco Chronicle* (October 11, 1938), 4.
[153] Harvey Schwartz, *The March Inland; Origins of the ILWU Warehouse Division 1934-1938*. Berkeley (Berkeley: University of California Press, 1978), 162.

them by skills or job descriptions. This fostered solidarity between workers that could not be duplicated under the craft union plan.

In the survey area, the spatial characteristics of the built environment are related to the historical context of the CIO's emergence and the context of industrial employment in the following main ways:

1. The maze of railway spurs and major rail routes, succeeding earlier water routes through the area encouraged industry to locate here.
2. Proximity to the major rail yards of the Southern Pacific Railroad and to the docks of the waterfront encouraged construction of warehouses in particular.
3. Industrial buildings constructed here tended to combine storage functions with production or assembly functions. Thus, when warehousemen first organized effectively in the 1930s, they were working in the same places as those doing other kinds of work. This led to the first effective organizing efforts among unskilled manufacturing workers.
4. Near total reliance on rail transportation assured limited numbers of easily patrolled checkpoints by which the companies became more vulnerable to strike action that controlled those checkpoints.
5. The compact nature of the survey area allowed unions to more easily monitor anti-union efforts such as the Hot Box Car of 1938, and to rush members to sites for mass picketing when necessary, as it did in response to the Teamsters attempts at raiding.

John F. (Jack) Shelley
Throughout the Period of Significance some industrial workplaces within the Showplace Square survey area remained under AFL control. Chief among them were breweries, under contract to Brewery Workmen Local 7, and bakeries, the domain of Bakers Local 24. These workers and their organizations descended, at least spiritually, from ancient craft guilds. Although both industries had become industrialized by the 20th century, their long craft traditions assured they were unionized at a time when other manufacturing areas were not.[154] In addition to these large bodies of workers, other AFL unions maintained jurisdiction over small numbers of skilled workers dispersed in smaller specialties within industrial plants. The need for delivery vehicles for bakery and brewery products also fostered large Teamster Union locals specializing in each category.

Bakery Wagon Drivers Local 484, an AFL affiliate, was the launching place for one of San Francisco's most successful labor-rooted politicians, John F. (Jack) Shelley. Shelley, a Mission District native, (b. 1905) drove for the Continental Baking Company at 1525 Bryant Street, an extant building within the survey area that is presently the Wonder/Hostess Bakery. While also attending law school at St. Ignatius College, predecessor of the University of San Francisco, he became President of the union local. In 1937, as the AFL-CIO conflict began to grow, he became President of the San Francisco Labor Council, a local umbrella organization of AFL locals. He held this office when the CIO broke from the AFL and from the Labor Council.

Although an official of a Teamster Union local, Shelley did not share the conservative politics of higher leadership. He represented a moderate faction within the Teamsters, for which he was severely beaten outside of one union convention. In 1938, he was elected to the California State Senate, where he served until 1946. In 1947 he became President of the statewide AFL. As a

[154] Archie Green, interview by Timothy Kelley, July 23, 2008.

leader of the California delegation to the Democratic National Convention in 1948, he helped marshal the delegation's votes for the civil rights plank of the party platform. In 1949, he was elected to Congress, representing the 5th District, which at that time covered the entire city.

Shelley served in Congress until 1964, when he won election as mayor of San Francisco, the first Democrat in 50 years to do so. During his one term in office, he faced the social turmoil of the 1960s, with racial unrest, the Summer of Love, and other events of the kind. Although he acquitted himself well in office, he was forced out at the end of his first term by the growing Alioto-Swig downtown development coalition. He then served as the city's lobbyist in Sacramento until his death in 1974.[155]

[155] "San Francisco Mourns Jack Shelley," *San Francisco Examiner* (September 2, 1974).

IV. DEFINITION OF PROPERTY TYPES

In following section we describe the general characteristics and distribution of typical property types encountered within the Showplace Square survey area. Because the character of the survey area is heavily industrial and the bulk of the extant buildings are either industrial or commercial, our typology is weighted toward industrial building types. For each category discussed below we include a photograph and brief description of a building within the survey area.

A. RESIDENTIAL BUILDINGS

In comparison with the adjoining residential sections of the Mission and Potrero districts, the Showplace Square survey area contains few residential properties. Most of the remaining residential buildings in the survey area were built prior to the 1906 Earthquake or within the immediate Reconstruction era and most are located along the southern fringe of the survey area where industrial and residential uses mingle within a narrow transitional zone. There is also a small enclave of flats located on the west side of Franklin Square and several residential hotels interspersed throughout the solidly industrial portions of the survey area. After 1921, new residential construction within industrial districts was effectively forbidden by San Francisco's first Zoning Ordinance and during the 1920s, many residential properties within the survey area were redeveloped with industry, accounting for the low number of residential properties within its boundaries. Most remaining residential properties contain are Victorian or Edwardian-era frame flats or post-1906 single-room occupancy hotels (SROs). The most characteristic types are illustrated below.

Figure 63. 1730 Bryant Street
Source: KVP Consulting

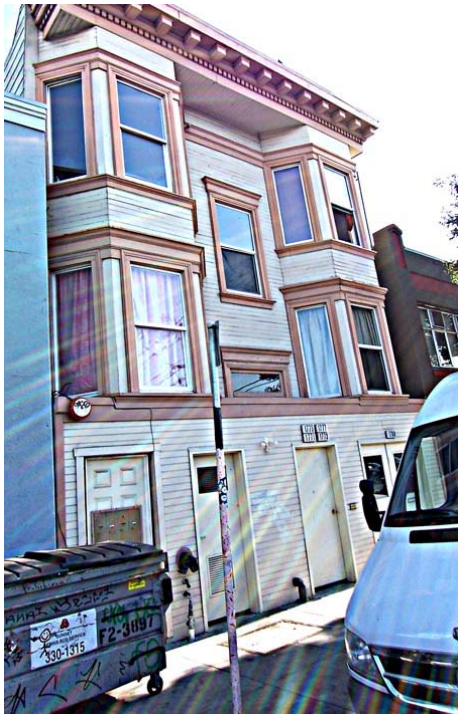


Figure 64. 1771 Folsom Street
Source: KVP Consulting

Flats

Flats are found in almost all of San Francisco's older residential neighborhoods. Typically built of wood (although some are faced in brick), flats in San Francisco are often recognizable by their recessed porches sheltering individual entrances for each unit. Most flats in San Francisco (except for Romeo flats) contain two or three units per module, with each flat occupying an entire floor. Although most flats consist of a single stack of units, some are comprised of two parallel stacks connected at the center (double flats), or if land allows this module can be expanded to include additional stacks comprising triple, quadruple, or even quintuple flats. Flats in San Francisco are often built atop a raised concrete or brick foundation/podium where either a garage (if built after the First World War) or an additional residential unit may be located. Flats are designed in any architectural style popular during this period, including the Classical Revival, Mission Revival, Craftsman, and Colonial Revival styles. One of the most intact examples within the Showplace Square survey area is a three-flat building constructed in 1900 at 1730 Bryant Street. It is located within a small enclave of residential structures located on the west side of Franklin Square, its park-side location remaining the most desirable area for residential development within the survey area (Figure 63).

Romeo Flats

The so-called "Romeo flat" appears to be unique to San Francisco. Similar to conventional flats, Romeo flats are wood-frame, multiple-family residential buildings containing floor-through residential units. However, unlike the conventional flat, the Romeo flat typically contains more than one unit per floor. The typical Romeo Flat features a central stair flanked by a pair of residential units on each floor level. The stair, which can either be open to the outside or enclosed, is located at the front of the building – sometimes extruded in a separate articulated volume – allowing the builder to increase the number of units on a given piece of land. Requiring only a little extra street frontage, the builder of a Romeo flat could fit two narrow "railroad" units on each floor, in contrast to the single unit of a conventional flat. The central location of the quarter-turn stair also provides access to all the units in the building while minimizing the amount of floor area dedicated to non-rentable circulation space. In contrast, conventional flats typically have a large single-run staircase for each of the upper floors, eating into much of the interior floor-plate.

Romeo Flats are easily distinguishable from their conventional counterparts. In contrast to the façades of conventional flats, which are typically divided into an even number of bays, Romeo flats typically feature an odd number of bays – often three – with bay windows located in the outer bays. The central bay is easily recognizable as the location of the stair because it is usually open or if enclosed the fenestration aligns with the stair landings and not the adjoining bay windows of the residential units. Because there are multiple units on each floor, units in Romeo flats are typically smaller and narrower than conventional flats. In the survey area, the only remaining example of a true Romeo flat is a structure at 1771 Folsom Street. Built in 1911, this building is located near the southwestern corner of the survey area in the Mission District (Figure 64).

Figure 65. Wagner Hotel, 2011 Folsom Street
Source: KVP Consulting

Residential Hotels

Residential hotels were built in various parts of San Francisco between the 1880s and the 1920s, particularly within the South of Market Area, the Tenderloin, and the outlying industrial sections of the Potrero and Mission districts. Mostly built by individual owner/proprietors, residential hotels catered to unmarried males, including local industrial laborers and transient farm workers, lumbermen, and sailors who would spend their off-season times in San Francisco. Residential hotels were often built to appeal to a particular ethnic, social, or occupation group – frequently that of the owner – and named accordingly. Unlike an apartment building, residential hotels typically have just one entrance to aid in management's surveillance of tenants. The main pedestrian entrance typically leads to a small lobby, which contains a desk for an attendant and mail boxes for the residents. Stairs at one end of the lobby provide access to the guest rooms on the upper floors. Depending on the cost of the hotel, units ranged from small rooms with shared bathrooms to multi-room suites with private baths. Commonly the rest of the first floor is devoted to commercial storefronts, often containing businesses that cater to the needs of residents of the hotel, including cafés, taverns, or second-hand stores.

The exterior façades of residential hotels typically display a regular pattern of window openings reflecting the interior arrangement of guest rooms. Floor levels are sometimes demarcated by intermediate cornices and most residential hotels are capped by a wood or sheet metal cornice and a flat roof. The Showplace Square survey area contains a handful of residential hotels. All are wood-frame structures – three-to-four stories in height – and designed in a simplified version of the Classical Revival style. The largest and most characteristic example is the Wagner Hotel, built in 1911 at 2011 Folsom Street (Figure 65).

Figure 66. Salvotti's Saloon, 1401 17th Street
Source: KVP Consulting

B. Commercial Buildings

There are few surviving commercial buildings within the Showplace Square survey area. Bereft of a large permanent residential population, most commercial buildings in the survey area were built to serve the immediate needs of laborers employed in local industries. By far, the saloon is the most common commercial building type in the survey area. Within the survey area, the typical saloon is a freestanding wood-frame structure designed in a simplified Classical Revival style. The first floor level, where the saloon itself is located, is usually quite distinctive, standing out from conventional residential or commercial construction. Saloons are often located on prominent corner lots and the chamfered corner entrance (often sheltered beneath a canopy) stands at the corner itself, beckoning customers into the space with glimpses of the bar. Otherwise, the exterior is typically not extensively fenestrated, with smaller windows located higher up to allow in light but to obscure visibility of the interior seating areas. Above the first floor level, most multi-story saloons resemble residential hotels, with redwood rustic channel siding embellished with a limited amount of milled ornament, including intermediate cornices, door and window moldings, and cornices. Good examples within the Showplace Square survey area include the multi-story 17th Street Restaurant (Bottom of the Hill), built in 1911 at 1231 17th Street and the one-story Salvotti's Saloon (now the Connecticut Yankee), built in 1906 at 1401 17th Street (Figure 66).

C. INDUSTRIAL BUILDINGS

As an industrial district, the Showplace Square survey area contains industrial buildings representing a variety of different construction techniques, uses, architectural styles, and dates of construction ranging from the early 1890s to the early 1960s. The earliest industrial buildings are typically of heavy-timber-frame and brick construction and display the hallmarks of the American Commercial style. There are also rare examples of early wood-frame and steel construction types. By the time of the 1920s building boom, concrete had supplanted brick as the most popular method of construction. Its strength and ductility allowed engineers and architects to design buildings with larger window and door openings and greater interior spans. Its plasticity also led to the adoption of ornamental detailing rendered in a variety of styles, including Gothic Revival, Renaissance Revival, Spanish Colonial, Art Deco, and Streamline Moderne. Unlike the denser neighboring South of Market Area, many of the survey area's industrial buildings are large free-standing structures that occupy an entire block or a substantial portion thereof. Built to take advantage of the extensive network of railroad tracks in the area, many industrial buildings were designed around integral rail spurs or sidings. The adoption of the forklift during the late 1920s and the early 1930s led to the evolution of single-story structures with level floor plates and high floor-to-ceiling heights. The displacement of rail by long distance trucking led to additional changes, in particular the need for ample space for parking and loading. These changes resulted in the functional obsolescence of the Showplace Square survey area for industrial use and its gradual replacement with the interior design showroom businesses.

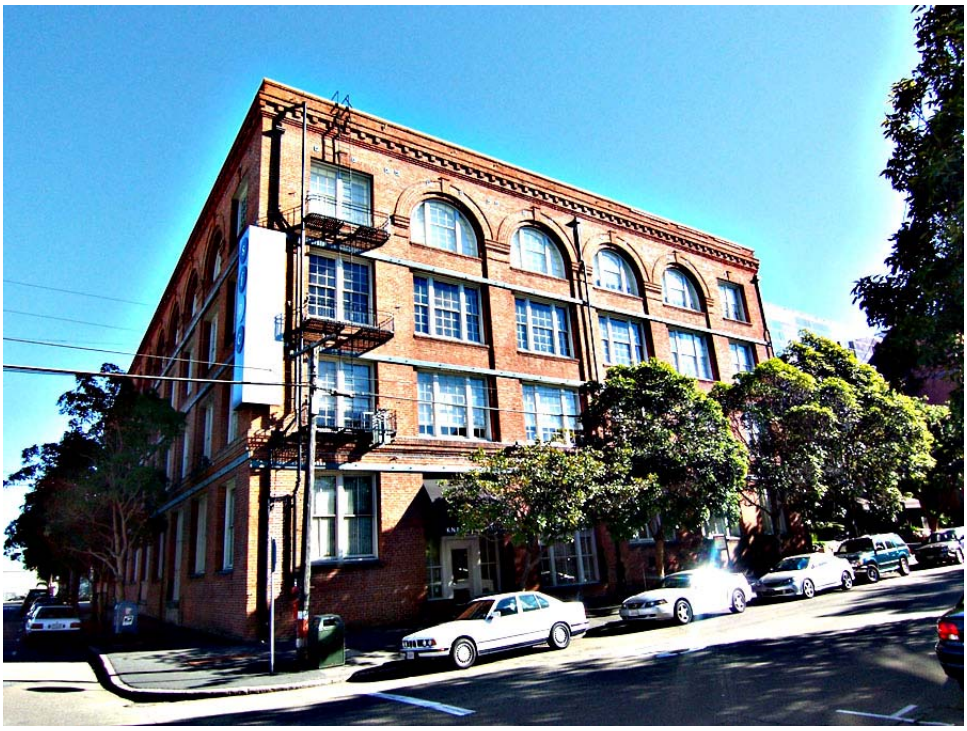


Figure 67. John Hoey & Co. warehouse, 101 Henry Adams Street
Source: KVP Consulting

Heavy Timber-frame Brick Buildings

The most iconic industrial building type within the survey area is the brick American Commercial style warehouse/factory, concentrated in two main clusters on either side of the Bayshore/Lick Freeway, with another cluster at 7th and Townsend streets. All feature heavy timber or steel-frame "mill construction" with brick exterior load-bearing walls punctuated by a grid of deeply recessed and jack-arched or segmental-arched window and door openings. Ornament is typically classically derived with extruded brick string courses, simple pilasters, arched window and door moldings, and corbelled friezes and cornices. Other common features of this type include integral rail spurs, exterior loading docks, and within the interior, undifferentiated work floors with offices located near the main pedestrian entrance. This type continued to be built in large numbers after the 1906 Earthquake and Fire. By the end of the First World War, brick began to be displaced by concrete construction. The earliest American Commercial style industrial building in the survey area is the Golden Gate Woolen Mills Company, built ca. 1895 at 720 York Street. The Baker & Hamilton warehouse at 7th and Townsend was constructed five years later in 1905. This massive heavy timber-frame brick building served as a model for several major factories and warehouses erected after the 1906 Earthquake within the survey area, including the John Hoey Warehouse, part a complex of three identical warehouses that occupy the block bounded by Alameda, Rhode Island, 15th, and Kansas streets (Figure 67) and the J.L. Case Threshing Co. plant located at 200 Rhode Island Street.

Figure 68. Berger & Carter Warehouse, 135 Mississippi Street
Source: KVP Consulting

Concrete "Daylight" Frame Industrial Buildings

The concrete "daylight" frame industrial building is another prominent industrial building type within the Showplace Square survey area. The term "daylight factory" arose in the early twentieth century to describe the application of reinforced-concrete techniques to large industrial buildings. As opposed to brick mill construction, concrete construction featured an integral structural frame which allowed for an abbreviated exterior envelope and for an extensive portion of the exterior to be devoted to fenestration. In addition, concrete was fireproof, earthquake-resistant, and more flexible than brick construction, providing more interior space by reducing the thickness of perimeter walls and the number of interior columns. Similar to the brick industrial buildings of the pre-World War I era, most early concrete buildings in the survey area are between three and five stories high with flat roofs. Many were also built around their own integral rail spurs or sidings. By the end of the First World War, concrete construction had become the dominant mode in the survey area. Unlike brick, which was relatively expensive to manipulate for decorative effects, concrete could be molded to create ornament in a variety of historicist and modern styles, including Gothic Revival, Renaissance Revival, Art Deco, and Streamline Moderne. Important early examples within the survey area include the National Carbon Company Building, built in 1916 at 545 8th Street; the Standard Sanitary Manufacturing Company Building, built in 1924 at 1000 Brannan Street; and the Berger & Carter warehouse, built in 1925 at 135 Mississippi Street (Figure 68).

Concrete was used for industrial buildings in the survey area throughout the end of the period of significance. Later examples built in the 1940s and 1950s were more often one or sometimes two-stories in height with a two-story office wing in the front, the work space to the rear, and exterior loading docks arrayed along the streets to accommodate both trains and trucks. Dozens of this latter type continue to stand within the survey area, including the John A. Roebling & Sons Wire Rope Factory, built in 1941 at1740 17th Street (Figure 69).

Figure 69. John A. Roebling & Sons Wire Rope Factory, 1740 17th St.
Source: KVP Consulting

Wood-frame Industrial Buildings

Although not as common as brick or concrete, wood-frame industrial buildings are also present within the Showplace Square survey area. Some early examples are of heavy-timber frame construction – similar to the American Commercial style – but clad in wood siding instead of brick. Built before insurance company guidelines were revised after the 1906 Earthquake and Fire, examples of this type are rare and nearly always predate 1906, such as the Berger & Carter Hardware Co. Building, constructed ca. 1900 at 1045 17th Street (Figure 70).

Wood-frame construction was also used for temporary structures, offices, or for buildings constructed during the Second World War when the Federal government enacted restrictions on the civilian use of steel and concrete. More common are wood-frame structures clad in corrugated steel siding. Much less expensive than either concrete or brick, corrugated steel structures were ideal for a variety of industrial applications because they were comparatively easy to build, somewhat fire resistant, and easily adaptable to changing needs. Within the Showplace Square survey area, examples of wood-frame, steel-clad buildings range from small machine shops to colossal manufacturing operations such as the Pacific Rolling Mills (Owens-Illinois Glass Warehouse) facility constructed ca. 1913 at 1200 17th Street (Figure 71).

Figure 70. Berger & Carter Hardware Co., 1045 17th St.
Source: KVP Consulting

Figure 71. Pacific Rolling Mills warehouse, 1200 17th St.
Source: KVP Consulting

Figure 72. Southern (Mission) Police Station, 3057 17th St.
Source: KVP Consulting

D. *CIVIC/INSTITUTIONAL BUILDINGS*

With only a small permanent residential population, the Showplace Square survey area was never home to more than a few civic/institutional properties. Accordingly, all methods of construction and several architectural styles are represented. One of the most notable civic buildings in the survey area is the Southern (Mission) Police Station, constructed in 1899 at 3057 17th Street (Figure 72). Designed by the politically well-connected architecture firm of Shea & Shea, the two-story concrete and brick building is one of the most architecturally significant buildings within the survey area.

The survey area contains three MUNI owned facilities: the former Market Street Railway powerhouse, built in 1893 at 1401 Bryant Street; the Potrero Car House, built in 1915 at 2501 17th Street; and the Harrison Street Car Barn, built in 1941 at 1940 Harrison Street. The first two were built for their original purpose whereas the latter was erected during World War II as a factory and warehouse. The powerhouse is brick and designed in the American Commercial style. The Potrero Car House is concrete and was designed by city engineer Michael M. O'Shaughnessy. The Harrison Street Car Barn is made of corrugated steel and entirely utilitarian.

The survey area also contains two public parks: Franklin Square and Jackson Playground. Long neglected, Franklin Square was not fully completed until after the 1906 Earthquake. Jackson Playground, once a swamp, was not filled and improved until 1913. Aside from some concrete retaining walls and stairs from 1911, Franklin Square does not retain historic fabric. Jackson Square contains an intact Mission Revival style wood-frame clubhouse built in 1913 (Figure 73).

Although they are not public buildings, the survey area was once home to several important early trade schools, one of which still exists, the concrete Lux School for Industrial Training, built in 1913 at 2450 17th Street (Figure 74).

Figure 73. Jackson Playground
Source: KVP Consulting

Figure 74. Lux School for Industrial Training, 2450 17th St.
Source: KVP Consulting

V. RECOMMENDATIONS

A. SIGNIFICANCE AND REGISTRATION REQUIREMENTS

A historic context statement includes the identification of attributes, historical associations, and levels of integrity requisite to list members of property types in the National Register of Historic Places (National Register) or the California Register of Historical Resources (California Register). Presently there are only three properties located within the Showplace Square that area listed in the National Register and only a few more that are listed in the California Register (Appendix A: Table 1). As an industrial area that mostly developed after the 1906 Earthquake and Fire, Showplace Square has largely escaped the attention of orthodox architectural historians who have traditionally focused on high-style mansions of the elite and commercial and civic buildings with obvious architectural significance. Although most properties in the Showplace Square survey area probably do not rise to the level of individual significance, KVP has identified several that do qualify for individual listing in one or both registers and dozens more that are contributors to one of two potential historic districts discussed in more depth below in Section B.

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

> Criterion A (Event): Properties associated with events that have made a significant contribution to the broad patterns of our history;
>
> Criterion B (Person): Properties associated with the lives of persons significant in our past;
>
> Criterion C (Design/Construction): Properties that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant distinguishable entity whose components lack individual distinction and;
>
> Criterion D (Information Potential): Properties that have yielded, or may be likely to yield, information important in prehistory or history.

A resource can be determined eligible based on its significant to American history, architecture, archaeology, engineering, or culture at the national, state, or local level.

The California Register is an inventory of significant architectural, archaeological, and historical resources in the State of California. Resources can be listed in the California Register through a number of methods. State Historical Landmarks and National Register-listed or eligible properties are automatically listed in the California Register. Properties can also be nominated by local governments, private organizations, or individual citizens. These include properties

identified in historical resource surveys with a California Historical Resource Status Code of "1" to "5," and resources designated as local landmarks through city or county ordinances. The evaluative criteria used by the California Register for determining eligibility are closely based on the National Register. In order for a property to be eligible for listing in the California Register, it must be found significant under one or more of the following criteria:

- *Criterion 1 (Events)*: Resources that are associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.

- *Criterion 2 (Persons)*: Resources that are associated with the lives of persons important to local, California, or national history.

- *Criterion 3 (Architecture)*: Resources that embody the distinctive characteristics of a type, period, region, or method of construction, or represent the work of a master, or possess high artistic values.

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

In order to be determined eligible for listing in the National Register, resources less than fifty years of age must be shown to have "exceptional importance." This is not the case with the California Register. According to the California Office of Historic Preservation:

> In order to understand the historic importance of a resource, sufficient time must have passed to obtain a scholarly perspective on the events or individuals associated with the resource. A resource less than fifty years old may be considered for listing in the California Register if it can be demonstrated that sufficient time has passed to understand its historical importance.[156]

The survey area contains four buildings currently listed in the National Register and the California Register, with another property formally determined eligible for listing in the National Register (See Appendix A: Table 1). In addition, KVP has identified 16 properties that appear individually eligible for listing in either the California Register or the National Register (See Appendix A: Table 2). Finally, we identified 98 properties that appear eligible for listing in the California Register as contributors to two potential California Register-eligible historic districts identified on the accompanying DPR 523 D (District) forms (See Appendix A: Table 3). Non-contributors are listed in Appendix A: Table 4. Properties that may be eligible for listing in either register that were not individually evaluated as part of this survey are identified below under subheading C (See Appendix A: Table 5).

B. INDIVIDUALLY ELIGIBLE PROPERTIES AND POTENTIAL HISTORIC DISTRICTS

Potential Individually Eligible Properties

In addition to the 98 properties identified as contributors to the two potential historic districts identified above, KVP documented another 28 individual properties that appeared potentially significant during the fieldwork phase of this survey. KVP prepared DPR 523 B (Building, Structure, and Object) forms for each of these 28 individual properties to evaluate their potential significance. In creating this list we prioritized non-industrial and non-single-family residential

[156] California Office of Historic Preservation, *Technical Assistant Series No. 7, How to Nominate a Resource to the California Register of Historic Resources* (Sacramento, CA: California Office of State Publishing, 4 September 2001) 11.

properties, concentrating on public and civic, commercial, and multiple-family properties throughout the survey area. We also prepared 523 B forms for several heavy timber-frame brick and concrete daylight frame industrial buildings that did not fall within the boundaries of either of the potential historic districts identified above. In all we determined that 15 appeared eligible for listing in the California Register as individual properties (status code of 3CS), two appeared eligible for listing in the California Register as individual properties and as contributors to potential historic districts (status code of 3CB), six appeared eligible for individual listing in the National Register (1S and 3S) and five appeared ineligible for either register. The entire list of properties and their status codes is presented in Appendix A: Table 2 of this report.

Northeast Mission Industrial Employment District

KVP identified and documented two potential historic districts within the Showplace Square survey area: the Northeast Mission/Showplace Square Industrial Employment District and the Showplace Square Heavy Timber-frame Brick Warehouse and Factory District. The Northeast Mission/Showplace Square Industrial Employment District consists of 120 properties, including 82 contributing resources and 38 non-contributing resources. The list of contributing properties is presented in the accompanying 523 D (District) form, mapped in Figure 75, and identified in Appendix A: Table 3. Non-contributors are listed in Appendix A: Table 4. The district's boundaries are irregularly shaped and are roughly encompassed by Shotwell Street on the west, 14th Street on the north, Potrero Avenue on the east, and 20th Street on the south. The map showing the precise boundaries is included in the accompanying 523 D form. The period of significance for this district is 1895 to 1955, beginning with the oldest surviving industrial building in the survey area and concluding with the approximate end of the area's prominence as one of the San Francisco Bay Region's premier industrial zones. The district was found to be eligible for listing in the California Register under Criterion 1 (Events) for its association with at the local, state, and regional levels of significance. It is eligible under this criterion because of its association with industrial employment during the period of significance, when up to one third of all San Franciscans made their livings in that manner. During much of that time, manufacturing was the leading sector of the local economy, San Francisco was the most important manufacturing center west of Chicago, and the Showplace Square survey area was the largest and most important industrial area in San Francisco. By 1955, this had changed. Manufacturing declined in importance as retail and professional employment eclipsed it locally and Los Angeles displaced San Francisco as the leading west coast center of manufacturing.

Showplace Square Heavy Timber-frame Brick Warehouse and Factory District

The Showplace Square Heavy Timber-frame Brick Warehouse and Factory District is a discontiguous district composed of three separate but closely situated enclaves comprising 19 individual properties, including 16 contributing resources and three non-contributors. The period of significance is 1893-1929. The list of contributing properties is listed in the accompanying 523 D (District) form, mapped in Figure 75, and identified in Appendix A: Table 3. Non-contributors are listed in Appendix A: Table 4.The boundaries of the proposed district are also irregular. The westernmost sub-district is composed of four properties containing three contributing resources centered on the intersection of Bryant and Alameda streets. Located two blocks east is the center sub-district; it is composed of seven properties containing seven contributors. This sub-district is centered on the intersection of 15th and Utah streets. The easternmost sub-district is a long and narrow district comprising eight properties containing six contributors. The district was found to be eligible for listing in the California Register under Criterion 3 (Design/Construction) on the basis of it being San Francisco's largest and most significant concentration of heavy timber-frame brick industrial buildings designed in the American Commercial style. Now presently known as Showplace Square for the large number of interior design showrooms in the area, the massive brick buildings that accommodate these businesses were originally built after

the 1906 Earthquake to house a variety of wholesale and light manufacturing companies (mainly hardware) in an area that came to be known as the New Wholesale District.

C. AREAS REQUIRING FUTURE WORK

Through conducting research for this context statement, KVP acquired some historical data on many of these buildings but preparation of 523 B forms for every property within the survey area was not within the scope of this project. KVP attempted to document districts that might encompass many of these properties but was unsuccessful in doing so due to the large number of non-contributing properties and lack of visual continuity throughout much of the central, eastern, and northern parts of the survey area. In addition to the 98 properties recorded in the two attached 523 D forms and the 28 properties recorded in the attached 523 B forms, KVP has prepared a list of 158 other properties within the Showplace Square survey area built between 1893 and 1955, and that retain at least a moderate degree of integrity, that should be evaluated for eligibility for listing in either register. This list is presented in Appendix A: Table 5 of this report. The properties listed in boldface should be prioritized based on their apparent historical or architectural significance.

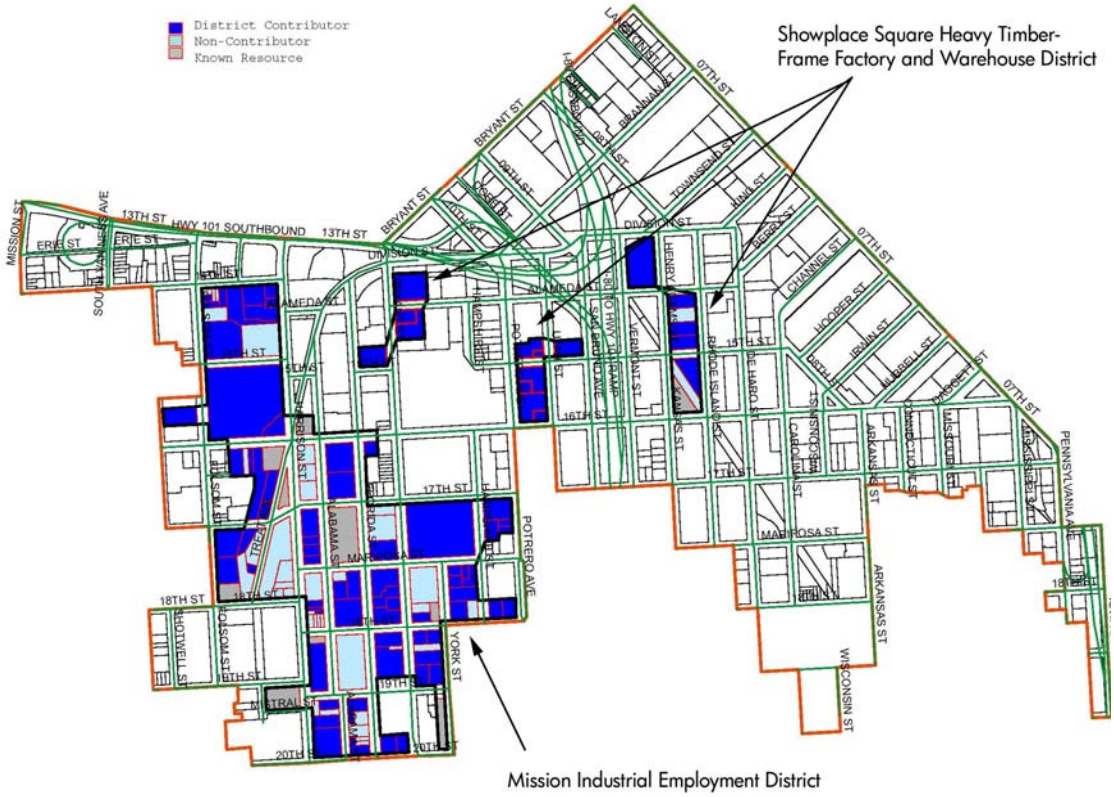


Figure 75. Map showing historic districts
Source: KVP Consulting

VI. CONCLUSION

The Showplace Square Survey examined a visually prominent but understudied industrial district of San Francisco. Although not far removed from downtown, much of the survey area remained undeveloped from the Gold Rush until the 1906 Earthquake and Fire due to a combination of factors, including cloudy land titles and because much of it remained either submerged beneath Mission Bay and the Mission Bay watershed. Nevertheless, several pre-quake industries did move to the western (Mission) section of the survey to take advantage of access to Mission Creek. Early examples were either heavy timber-frame brick buildings or heavy timber-frame wood factories such as the Pioneer Trunk Factory at 3180 18th Street.

Much of the survey area became railroad land in the years leading up to the 1906 Earthquake and after the disaster, the corporate owners of the land did what they could to encourage the relocation of San Francisco's wholesale and manufacturing industries from the heavily damaged South of Market Area. The railroads were ultimately successful in this regard, luring dozens of industries to the so-called "New Wholesale District" by offering large tracts of land (much of it recently filled and undeveloped) on favorable terms for lease or for sale. Additional factors that worked in favor of the survey area developing into an important industrial district included its proximity to an extensive network of rail lines, its large undeveloped parcels (often comprising an entire block), and for the most part, the lack of incompatible adjoining land use, especially residential. Several of the earliest buildings erected within the Showplace Square survey area were large, heavy timber-frame brick industrial buildings designed in the American Commercial style, including the trio of brick warehouses constructed by the San Francisco Development Corporation on the block bounded by Kansas, Alameda, Rhode Island, and 15th streets.

By the First World War, concrete "daylight" construction had overtaken brick and during the 1920s building boom the survey area acquired several notable examples of concrete industrial plants, including the National Carbon Company plant at 545 8th Street and the American Can Company plant at 475-99 Bryant Street. Concrete construction continued to evolve throughout the 1920s and 1930s, developing into a more modern type incorporating integral loading docks for both trains and trucks and a single-story work floor designed for forklifts. By the late 1930s and early 1940s, many industrial buildings within the survey area conformed to a familiar one-story prototype with a mezzanine-level office above the primary pedestrian entrance. Stylistically speaking, these later examples dispensed with Renaissance-Baroque ornamentation in favor of the modernistic Art Deco and Streamline Moderne aesthetic.

By the late 1920s, San Francisco was beginning to lose ground to the East Bay suburbs and Los Angeles for primacy in industrial development on the West Coast. By the late 1930s, many long-term industries had begun leaving San Francisco for the newly developing industrial suburbs like South San Francisco and San Leandro. The Second World War gave San Francisco a reprieve as war industries stepped up production in the city. However, the temporary nature of many of these industries, combined with wartime restrictions on the use of certain important building materials, meant that many buildings erected in the survey area during the war were "temporary" wood-frame structures. Ornament was also generally eliminated, unleashing a trend toward entirely utilitarian structures during the postwar era. By the mid-1950s, the Showplace Square survey area's traditional industries: wood productions, metal working and machining, and soft goods manufacturing, had resumed their departure to the suburbs in search of even larger tracts of undeveloped land, proximity to the ever-expanding freeway network, and more industry friendly (read, anti-union) regulations.

The industries that remained in San Francisco tended to be in food-processing, auto repair, printing, or smaller artisan and craft-based industries. Nevertheless, by the late 1960s, many of buildings had largely emptied out, reducing rents and resulting in blight. However, in the early 1970s the area was discovered by Henry Adams, the CEO of the Western Merchandise Mart, who gradually purchased and renovated many of the larger brick industrial buildings in the area for use as interior design showrooms. By the late 1970s, the survey area had been rechristened "Showplace Square" because of the influx of interior design-related businesses. During the 1990s the survey area became the epicenter of the dotcom live-work loft boom as dozens of historic industrial buildings were converted into high-end lofts and builders constructed even more new units on empty and underutilized lots.

KVP surveyed every one of the 547 parcels within the survey area and prepared state 523 A forms for every one. Based on our fieldwork and research, we identified and documented two potential historic districts within the survey area. The first, the Northeast Mission Industrial Employment District, contains 82 contributing properties. It appears eligible for listing in the California Register under Criterion 1 (Events) for its association with the context of industrial employment in San Francisco between 1895 and 1955. The second district, the Showplace Square Heavy Timber-frame Warehouse and Factory District, is quite a bit smaller. Composed of three separate but visually proximate sub-districts, the potential district contains 16 contributors, most of which are very large three-to-five-story brick, American Commercial-style warehouses constructed between 1893 and 1929. Although not contiguous, the scale and material of these buildings contrasts with their low-rise neighbors, creating a distinct swath of cityscape visible to motorists on the elevated sections of the Bayshore and Central freeways. In addition to the 98 properties documented in these two districts, KVP prepared 523 B forms for 28 individual properties that appear to have some level of significance, most either non-industrial buildings or architecturally industrial buildings that do not fall within either of the two potential historic districts. Although this survey is a comprehensive as it can be given the constraints of time and budget, more work remains to be done. KVP recommends that additional research be conducted on 158 individual properties identified in Appendix A: Table 5.

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VIII. APPENDIX A: TABLES

Table 1. List of Properties within the Showplace Square Survey Area with Existing Historic Status

Number	APN	Address	Name	Listed in Here Today	76 Survey Summary Rating	Heritage Rating	Article 10 Rating	UMB Survey Rating	Listed in NR	NR Status Code
1	3526013	1000 Brannan Street	Standard Sanitary Mfg. Co.			B*				
2	3526016	290 Division Street	Richmond Sanitary Mfg. Co.			B				
3	3526018	575 10th Street	Mosaic Tile Co.			C**				
4	3527001	1001 Brannan Street	J.E. Knowles Warehouse			C				
5	3528001P	1201 Bryant Street	Pacific States Electric Co.			B*				
6	3530013	150 14th Street	S.W. Thomas Drayage & Rigging		1					
7	3550001	1 14th Street	Western Cooperage		1			2		
8	355001B	1818 Harrison Street	Falstaff Brewery		2			2		
9	3550012	25 14th Street	Philco Accessories Division		1					
10	3550024	1855 Folsom Street	Illinois Pacific Glass Co.		3					
11	3572001	2701 16th Street	Long's Syrup Company					1	Yes	1S
12	3572020	2779 16th Street	Nederland Bros. Bakery					3		
13	3573003	3198 18th Street	Pioneer Trunk Factory				Yes		Yes	2D2
14	3573008	3057 17th Street	Mission Police Station		4			2		
15	3591019	434 Shotwell Street	Langendorf Bakery					U		5S
16	3591021	438 Shotwell Street	Langendorf Bakery					U		5S
17	3591022	450 Shotwell Street	Langendorf Bakery					2		5S
18	3593001	3101 19th Street	American Can Co. Annex					2		
19	3594011	3320 20th Street	warehouse					U		
20	3780033	17 Decatur Street	Flats					3		
21	3780004F	572 7th Street	Inland Freight Lines		2					
22	3780007A	599 8th Street	National Carbon Co. Building		2	B	Yes		Yes	1S
23	3780023	12 Decatur Street	Flat			D**				
24	3780044	955 Bryant Street	A.J. Glesener Co. Building			C				
25	3780079	945 Bryant Street	P.E. O'Hair Co. Building			C				
26	3781001A	1045 Bryant Street	Western Union Branch Telegraph Office			C		2		
27	3783007	650 7th Street	Chas. Hartley & Co.		4	B				
28	3799001	700-68 7th Street	Baker & Hamilton Warehouse	Yes	3	A	Yes		Yes	3S
29	3800003	552 Berry Street	SF Gravel Co.			C				
30	3808001	100 Hooper Street	Former Greyhound facility			C**				
31	3904002	1401 Bryant Street	Market Street Railway Power Station		3	A				
32	3910001	2 Henry Adams (Kansas) Street	Dunham, Carrigan & Hayden Co.		2	B		2		3S
33	3915001	101 Henry Adams (Kansas) Street	John Hoey & Co.		4	B*		2		
34	3915003	131 Henry Adams (Kansas) Street	Pacific Implement Co.					2		
35	3919004	151-199 Potrero Avenue	R. N. Nason & Co. paint factory					2		
36	3919005	198 Utah Street	Pacific Foundry Co.		2	C		2		
37	3920001	100 Potrero Avenue	Sloss & Brittain Hardward		0			2		

Table 1. List of Properties within the Showplace Square Survey Area with Existing Historic Status

Number	Parcel Number	Address	Name	Listed in Here Today	76 Survey Summary Rating	Heritage Rating	Article 10	UMB Survey Rating	Listed in NR	NR Status Code
38	3932001	201 Potrero Avenue	Westinghouse Warehouse		1	B*		2		
39	3932006	255-269 Potrero Avenue	Forderer Cornice Works					2		
40	3932010	2000 16th Street	E.W. Bennett & Co.					2		
41	3936001	200 Rhode Island Street	J.I. Case Threshing Machinery Co.		1	B		2		
42	3936003	1616 16th Street	Schlessinger & Bender Wine Warehouse		3	A		1		
43	3949002	1200 17th Street	Owens-Illinois Glass Co. Warehouse		2					
44	3951005	88 Missouri Street	Valvoline Oil Company					3		
45	3954018	1630 17th Street			1					
46	3956004	383 Rhode Island Street/1850 17th Street	Golden West Iron Works			C**				
47	3958001G	398 Kansas Street	General Electric		2	C		2		
48	3958001H	2040 17th Street	Action Auto Care					3		
49	3962014	2450 17th Street	Lux School of Industrial Training		3					
50	3965003	1712-1716 Bryant Street	Flats		2					
51	3965006	1730-1734 Bryant Street	Flats		2					
52	3965012	2724-2726 17th Street	Flats		0					
53	3965024	2742 17th Street	R.F. Morrow Building		1			2		
54	3969001	475-499 Alabama Street	American Can Company plant					2		
55	3969012	2724-2726 17th Street	Flats		0					
56	3979001	444 De Haro St., 1849 17th St.	Western Can Co.			C**				
57	3981001	1500 Mariposa Street	Jackson Playground Clubhouse		1	C**				
58	3983001	1401 17th Street	Salvotti Saloon			C				
59	3985028	1231 17th Street	Bottom of the Hill		2					
60	3987003	199 Mississippi Street	Flats		1	B				
61	3987007	135 Mississippi Street	Investment Properties Corp. Building			C				
62	4007001	500 De Haro Street	Standard Brands of CA							
63	4015003	2650 18th Street	Challenge Cream		1					
64	4015007	517 York Street	Nelson Iron Works		1					
65	4016002	2702 18th Street	Pacific Coast Brands		1					
66	4017003 & 4017005	1900 Bryant Street	Best Foods		1					
67	4018002	2900 18th Street	Peerless Laundry					U		
68	4019016	3004 18th Street	Flats		1					
69	4020001	600 Alabama Street	Inlaid Floor Company Building					2		
70	4022012	2088-2090 Bryant Street	Flats		1					
71	4023004	2700 19th Street	Crown Shirt Factory		2			2		
72	4023004A	2750 19th Street	Oregon Worsted Company					3		
73	4023005	2001 Bryant Street	Enterprise Metal		0					

Table 1. List of Properties within the Showplace Square Survey Area with Existing Historic Status

Number	Parcel Number	Address	Name	Listed in Here Today	76 Survey Summary Rating	Heritage Rating	Article 10	UMB Survey Rating	Listed in NR	NR Status Code
74	4040026	331 Pennsylvania Street	Union Iron Works Hospital		2					
75	4040027	301 Pennsylvania Street	Richards House	Yes	2					
76	4081001A	2813 19th Street	Flats		1					
77	4081003	2112 Bryant Street	Flats		1					
78	4081010	2182 Bryant Street	Hirschfelder & Meaney Trunk Factory		1					
79	4083004	3001 19th Street	Crescent Feather Mattress Co.					2		

Table 2. List of Properties within the Showplace Square Survey Area with Completed DPR 523 B Forms

No.	APN	Address	Structural Type	Year Built	Historic Association (If Any)	Architect	Existing Status Code	KVP Status Code
1	3526013	1000 Brannan St.	Concrete	1924	Standard Sanitary Mfg. Co.	Weeks & Day	None	3CS
2	3526016	290 Division St.	Concrete	1924	Richmond Sanitary Mfg. Co.	Powers and Ahnden	None	3CS
3	3527001	1001 Brannan St.	Concrete	1917	J.E. Knowles Warehouse	J. E. Knowles	None	3CS
4	3528001	530 10th St./1201 Bryant St.	Concrete	1927	Pacific States Electric Co.	PSECo engineering dept.	None	3CS
5	3572019	2011 Folsom St.	Wood	1907	Wagner Hotel	Unknown	None	3CS
6	3573008	3057 17th St.	Concrete	1903	Mission (Southern) Police Station	Shea & Shea	None	3CB
7	3780007A	545 8th St./888 Brannan St.	Concrete	1916	National Carbon Company Building	Maurice Couchot	1S	1S
8	3781001A	1045 Bryant St.	Brick	1916	Western Union Company	F.H. Barnes (contractor)	None	6Z
9	3781008	934 Brannan St	Wood and Steel	1906	Union Machine Co.	Western Pacific Engineering Office	None	3CS
10	3783001	800 Brannan Street	Wood and Steel	1909	Western Pacific Freight Depot	Western Pacific Engineering Office	None	6Z
11	3783007	650-674 7th St.	Brick	1908	Charles Harley & Co. building	Albert Pissis	6Y	3S
12	3904002	1401 Bryant St.	Brick	1893	Market Street Railway Power House	Market St. Railway Engineering Dept.	None	3S
13	3927004	2500 16th St.	Concrete	1925	SFPCA	C. Heller	None	3CS
14	3952014	2450 17th St.	Concrete	1913	Lux School of Industrial Training	William C. Hays	None	3S
15	3954005	1602 17th St.	Wood	1907	Thee Parkside	Unknown	None	6Z
16	3955001	2401 16th St.	Wood	1909	Double Play	Unknown	None	3CS
17	3958001G	398 Kansas St.	Brick	1912	General Electric	Herbert Maggs	None	3CS
18	3963001	Franklin Square	Park		Franklin Square	Unknown	None	6Z
19	3971001	2501-2699 17th St.	Concrete	c. 1920	Municipal Railway Barn	Michael M. O'Shaughnessy	None	3CB
20	3973002B	2424 Mariposa St.	Concrete	1936	Verdi Club	Unknown	None	3CS
21	3979001	444 De Haro Street	Concrete	1927	Western Can Co.	Leo Rosener	None	3CS
22	3981001	Jackson Playground	Park	1911	Jackson Playground	A.L. Coffey, City Architect	None	3CS
23	3983001	100 Connecticut St./1421-1423 17th St.	Wood	1907	Salvotti Saloon	None	None	3CS
24	3983026	112-14 Connecticut St.	House	1908	Marini Dwelling	Unknown	None	3CS
25	3985028	1231 17th St.	Multi	1911	Bottom of the Hill	J.A. Porporato	None	6L
26	3987003	199 Mississippi St.	Multi	1913	Potrero Exchange Hotel	Unknown	None	3CS
27	4040026	331 Pennsylvania Ave.	Hosp	1916	Union Iron Works Hospital	Frederick Meyer	None	3S
28	4040027	301 Pennsylvania Ave.	House	1866	Richards House	Unknown	None	3S

Table 3. List of Properties within Showplace Square Historic Districts that Appear Eligible for Listing in the California Register

Contributors to the Showplace Square Heavy Timber and Steel-frame Warehouse and Factory District

No.	APN	Address	Name	Construction Date	Architect	Existing Status Code	KVP Status Code(s)
1	3904002	1401 Bryant St.	Market St. Railway Powerhouse	1893		None	3CB
2	3910001	2 Henry Adams St.	Dunham Carrigan & Hayden Co. warehouse	1915	Leo J. Devlin	None	3CB
3	3915001	101 Henry Adams St.	John Hoey and Co. warehouse	1906	Meyers & Ward	None	3CB
4	3915003	131 Henry Adams St.	Pacific Implement Co. warehous	1906	Meyers & Ward	None	3CB
5	3915004	298 15th St.	General Electric Co. warehouse	1906	Meyers & Ward	None	3CD
6	3918010	550 15th St.	San Francisco Salt Refinery	1906		None	3CD
7	3919004	151 Potrero Avenue	R.N. Nason & Co. paint factory	Ca. 1915		None	3CD
8	3919005	198 Utah St.	R.N. Nason and Co.	1906	Rainey & Phillips contractor	7N	3CD
9	3922A001 & 3900A002	1525 Bryant Street	Continental Baking Co.	1928 & 1929		None	3CB
10	3923005	1590 Bryant St.	M. Friedman & Co. warehouse	1907		None	3CD
11	3932001	201 Potrero/200-208-212 Utah St.	Abel Hosmer Co. warehouse	1911	E.P. Antonovich	None	3CB
12	3932006	255 Potrero Ave/260 Utah St/2012 16th St.	Forderer Cornice Works	1924		None	3CD
13	3932010	2000 16th St.	E. W. Bennett Co. warehouse	1907	Muller, Leonard, Murray & Rainey contractors	None	3CD
14	3932016	225 Potrero Ave.	Westinghouse Electric Supply Co	1922		None	3CD
15	3936001	200 Rhode Island St	J. I. Case Threshing Co.	1912	G. Albert Lansburgh	None	3CB
16	3936003	1616 16th St./235-299 Kansas St.	Schlessinger & Bender winery	1912	G. Albert Lansburgh	3S	3CD

Table 3. List of Properties within Showplace Square Historic Districts that Appear Eligible for Listing in the California Register

Contributors to the Northeast Mission/Showplace Square Industrial Employment District

No.	APN	Address	Historic Occupant	Construction Date	Existing Status Code	KVP Status Code
1	3550001	1 14TH ST	National Electric Supply	1924	None	3CD
2	3550001B	1820 HARRISON ST	David Woerner Cooperage Co	Ca. 1913	None	3CD
3	3550004	1811 FOLSOM ST	Western Builders Supply Co. Co.	1946	None	3CD
4	3550010	75 14TH ST	David Woerner Cooperage Co.	1927	None	3CD
5	3550012	25 14TH ST	Philco Accessories Division	1924	None	3CD
6	3550016	1825 FOLSOM ST	Connor Spring Mfg. Co.	1953	None	3CD
7	3550020	1830 HARRISON ST	David Woerner Cooperage Co.	1906	None	3CD
8	3550021	41 14TH ST	David Woerner Cooperage Co.	1953	None	3CD
9	3550024	1855 Folsom St	Illinois Pacific Glass Co.	1927	None	3CD
10	3551001	1940 HARRISON ST	Harrison St. Muni Barn	1941	None	3CD
11	3551003	2720 16TH ST	United States Steel Supply Co.	1937	None	3CD
12	3552046	1960 FOLSOM ST	Watson & Meehan	1937	None	3CD
13	3572001	2701 16TH ST.	Long Syrup Co.	1908	1S	1S, 3CD
14	3572002	350 TREAT AVE	Stair factory	1944	None	3CD
15	3572005	3030 17TH ST	Atlas Frame Co	1941	None	3CD
16	3572020A	2765 16TH ST	Reliance Trailer & Truck Co.	1929	NONE	3CD
17	3572020C	2745 16TH ST	Cristina Stair Builders	<1899	None	3CD
18	3572021	2741 16TH ST	Dalziel Plumbing Co.	1942	None	3CD
19	3572023	2030 HARRISON ST.	McRoskey Mattress Co.	1907	1S	1S, 3CD
20	3573003	3180 18TH ST.	Pioneer Trunk Factory	1900	1S	1S, 3CD
21	3573006	3075 17TH ST	Edward R. Bacon & Co.	1923	None	3CD
22	3573008	3057 17TH ST	Mission Police Station	1899-1900	None	3CB
23	3573014	438 TREAT AVE	G.W. Thomas Draying & Rigging	1947	None	3CD
24	3593001	3101 19TH ST.	American Can Co.	1913	None	3CD
25	3926002	2600 16TH ST.	Independent Lithography Co.	1925	None	3CD
26	3573074	2169 FOLSOM ST	Allied Box & Excelsior Co	1899-1913	6Y2	3CD
27	3965021	2445 16TH ST	W.E.W. Bennett & Co. metal polish	1924	None	3CD
28	3966001	2545 16TH ST	Lyons-Magnus Food & Beverage Co.	1924	None	3CD

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Contributors to the Northeast Mission/Showplace Square Industrial Employment District

No.	APN	Address	Historic Occupant	Construction Date	Existing Status Code	KVP Status Code
29	3966002	375 ALABAMA ST	Ames Harris Neville Co.	1926	6Y2	3CD
30	3968001	440 ALABAMA ST	Pacific Coast Aggregates	1946	None	3CD
31	3968003	498 ALABAMA ST	Pacific Telephone and Telegraph Co. supply warehouse	1910	None	3CD
32	3968004	470 ALABAMA ST	Cambridge Tile Mfg Co	1942	None	3CD
33	3968005	450 ALABAMA ST	Minnesota Mining & Mfg Co	1942	None	3CD
34	3969001	475-99 BRYANT ST.	American Can Co.	1925	4S	4S, 3CD
35	3970004	1890 BRYANT ST	Best Foods Northern Extension	1949	None	3CD
36	3971001	2501 -2691 17TH ST	San Francisco Municipal Railway	1913	None	3CB
37	3973001	2401 17TH ST	Leyser-Green Co.	1909	None	3CD
38	3973002	444 POTRERO AVE	Phillips Refrigerator Products Inc	1938	None	3CD
39	3973002A	450 POTRERO AVE	P.G. Corcoran, wholesaler	1919	None	3CD
40	3973002D	445 HAMPSHIRE ST	Muralo Co.	1924	None	3CD
41	4014002	2500 18TH ST	Monogram Co. of California	1925	None	3CD
42	4014002A	2530 18TH ST	Pacific Coast Builders	1924	None	3CD
43	4015001	500 -520 HAMPSHIRE ST	Sunset Scavenger Corp. storage	1940	None	3CD
44	4015003	2650 18TH ST	Challenge Cream & Butter Assn	1931	None	3CD
45	4015004	540 HAMPSHIRE ST	Falstaff Brewing Corp	1930	None	3CD
46	4015006	2505 MARIPOSA ST	Sunset Scavenger Corp. bottle storage.	1923	None	3CD
47	4015007	517 YORK ST	Nelson Iron Works	1936	None	3CD
48	4015008	501 YORK ST	Safeway Stores Inc. meat plant	1954	None	3CD
49	4016002	580 YORK ST.	Bernhard Mattress Factory	1918	4S	4S, 3CD
50	4016003	1999 BRYANT ST	Unknown	1951	None	3CD
51	4017002	1900 BRYANT ST	Best Foods Inc.	1923	None	3CD
52	4017003	1900 BRYANT ST	Best Foods Inc.	1923	None	3CD
53	4017004	1900 BRYANT ST	Best Foods Inc.	1923	None	3CD
54	4017005	1900 BRYANT ST	Best Foods Inc.	1923	None	3CD
55	4018001	500 FLORIDA ST	Bay Cities Wholesale Hardware	1940	None	3CD

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Contributors to the Northeast Mission/Showplace Square Industrial Employment District

No.	APN	Address	Historic Occupant	Construction Date	Existing Status Code	KVP Status Code
56	4018002	2900 18TH ST	Peerless Laundry	1924	None	3CD
57	4018005	501 ALABAMA ST	Colorcraft Corp	1936	None	3CD
58	4019002	2175 HARRISON ST	Colorcraft Corp Ltd	1924	None	3CD
59	4019003	560 ALABAMA ST.	M. H. Klinger Manufacturers Agent	1950	None	3CD
60	4019004	570 ALABAMA ST	Peerless Laundry	1952	None	3CD
61	4020001	600 ALABAMA ST.	Inlaid Floor Co.	1911	5S	5S, 3CD
62	4020002	612 ALABAMA ST	Pelton Water Wheel Co. machine shop	1914	None	3CD
63	4022001	2000 BRYANT ST	White Front Lunch Counter	1907	None	3CD
64	4022001	2010 BRYANT ST	Korbel Cigar Box Factory	1907	None	3CD
65	4022001	2014 BRYANT ST	Korbel Cigar Box Factory	1907	None	3CD
66	4022001	689 FLORIDA ST	Unknown	1907	None	3CD
67	4022001	2813-15 18th BRYANT ST	Harron Rickard & McCone warehouse	1907	None	3CD
68	4022021	2070 BRYANT ST	Central Iron Works	Ca. 1925	None	3CD
69	4023003	2055 BRYANT ST.	None	Ca. 1950	None	3CD
70	4023004	2700 19TH ST	Crown Shirt Factory	1908	None	3CD
71	4023004	2700 19TH ST	Unknown	Ca. 1955	None	3CD
72	4023004A	2750 19TH ST	Oregon Worsted Co.	1907	None	3CD
73	4023005	2001 BRYANT ST	Enterprise Engine & Foundry Co.	1943	None	3CD
74	4023006	600 YORK ST	See's Candies Inc.	1921	None	3CD
75	4080015	720 YORK ST.	Golden Gate Wool Mfg.	Ca. 1895	4S	4S, 3CD
76	4081010	2182 BRYANT ST	Hirschfelder & Meaney Trunk Factory	Ca. 1907	None	3CD
77	4081026	2940 20TH ST.	Hirschfelder & Meaney Trunk Factory	1900	None	3CD
78	4082008	3000 20TH ST	Roth & Co. Sausage Factory	1928	None	3CD
79	4082010	2929 19TH ST	Pelton Water Wheel company.	1923	None	3CD
80	4083001A	2345 HARRISON ST	General Electric Supply Co.	1924	None	3CD
81	4083002	3130 20TH ST	Bekins Van & Storage	1949	None	3CD
82	4083004	3001 19TH ST	Crescent Feather Co. Inc. Mattress Co.	1905	None	3CD

Table 4. List of Properties within Showplace Square Historic Districts that Appear Ineligible for Listing in the California Register

Non-contributors within the Showplace Square Heavy Timber and Steel-frame Warehouse and Factory District

No.	APN	Address	Name	Construction Date	Architect	Existing Status Code	KVP Status Code(s)
1	3915002	101 Henry Adams St.	San Francisco Design Center	1975	Unknown	None	6Z
2	3936002	1616 16th St.	None	N/A	None	None	6Z

Table 4. List of Properties within Showplace Square Historic Districts that Appear Ineligible for Listing in the California Register

Non-contributors within the Northeast Mission/Showplace Square Industrial Employment District

No.	APN	Address	Historic Occupant	Construction Date	Existing Status Code	KVP Status Code
1	3550006	1801-03 FOLSOM ST	Ruby's Club	1906	None	7R
2	3550008	85 14TH ST	Unknown	1914	None	6Z
3	3550009	81 14TH ST	Coopman Electric	1906	None	6Z
4	3550019	1831 FOLSOM ST	Connor Spring Mfg. Co.	1951	None	6Z
5	3550022	15TH & HARRISON	parking lot	None	None	6Z
6	3572020B	2757 16TH ST	Unknown	1950	None	6Z
7	3573015	400 TREAT AVE	Unknown	1988	None	6Z
8	3573023	751 TREAT AVE	parking lot	None	None	6Z
9	3573027	3100 18TH ST	Unknown	Ca. 1940	None	6Z
10	3573029	2170 HARRISON ST	Modern condo project	1997	None	6Z
11	3573037	3118 18TH ST	Modern condo project	1998	None	6Z
12	3573046	2130 HARRISON ST	Mariposa & Harrison Lofts	2001	None	6Z
13	3573106	18TH & TREAT	Modern condo project	2008	None	6Z
14	3967005-027	2001 HARRISON ST	Modern condo project	2002	None	6Z
15	3967028-048	350 ALABAMA ST	Modern condo project	2003	None	6Z
16	3967049-071	380 ALABAMA ST	Modern condo project	2005	None	6Z
17	3970006	1850 BRYANT ST	Unknown	1975	None	6Z
18	3970008	1800 BRYANT ST	Modern condo project	2000	None	6Z
19	4015009-032	598 HAMPSHIRE ST	Modern condo project	1999	None	6Z
20	4016001	2601 MARIPOSA ST	KQED	1989	None	6Z
21	4016004	1975 BRYANT ST	Unknown	1967	None	6Z
22	4018006	2885 MARIPOSA ST	Unknown	Ca. 1963	None	6Z
23	4019001	2111 HARRISON ST	Haslett Warehouse	1922	None	6Z
24	4019004A	2185 HARRISON ST	Unknown	1891	None	6Z
25	4019006	3008 18TH ST	Unknown	1900	None	7R
26	4019007	3014 18TH ST	Unknown	1965	None	6Z

Table 4. List of Properties within Showplace Square Historic Districts that Appear Ineligible for Listing in the California Register

Non-contributors within the Northeast Mission/Showplace Square Industrial Employment District

No.	APN	Address	Historic Occupant	Construction Date	Existing Status Code	KVP Status Code
27	4019008	580 ALABAMA ST	Modern condo project	1999	None	6Z
28	4019016-017	3004 18TH ST	Unknown	Ca. 1885	None	7R
29	4021002	19TH & ALABAMA	Modern condo project	2008	None	6Z
30	4022002	2028 BRYANT ST	Unknown	1900	None	7R
31	4023002	2031 BRYANT ST	Parking lot	None	None	6Z
32	4081010	2182 BRYANT ST	Unknown	Unknown	None	6Z
33	4082005	750 FLORIDA ST	Norcal Dist. Inc.	1923?	None	6Z
34	4082014	770 FLORIDA ST	Unknown	1991	None	6Z
35	4082015	780 FLORIDA ST	Unknown	1991	None	6Z
36	4082016	730 FLORIDA ST	Modern condo project	2001	None	6Z
37	4083008-031	2301 HARRISON ST	Unknown	1993	None	6Z
38	4083022-037	728 ALABAMA ST	Modern condo project	1995	None	6Z
29	4021002	19TH & ALABAMA	Modern condo project	2008	None	6Z
30	4022002	2028 BRYANT ST	Unknown	1900	None	7R
31	4023002	2031 BRYANT ST	Parking lot	None	None	6Z
32	4081010	2182 BRYANT ST	Unknown	Unknown	None	6Z
33	4082005	750 FLORIDA ST	Norcal Dist. Inc.	1923?	None	6Z
34	4082014	770 FLORIDA ST	Unknown	1991	None	6Z
35	4082015	780 FLORIDA ST	Unknown	1991	None	6Z
36	4082016	730 FLORIDA ST	Modern condo project	2001	None	6Z
37	4083008-031	2301 HARRISON ST	Unknown	1993	None	6Z
38	4083022-037	728 ALABAMA ST	Modern condo project	1995	None	6Z

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No.	APN	Address	Structural Type	Year Built	Historic Association (If Any)	Architect	Existing Status Code
1	3526006	540 9th Street	Concrete	1945	Unknown	Unknown	None
2	3526011	560 9th Street	Concrete	1925	Unknown	J.H. Hjul	None
3	3526018	575 10th Street	Wood	1938	U.S. Metal Products	Hyman & Appleton	None
4	3526019B	1155 Folsom Street	Concrete	1919	Dunlop Tire Corporation	Unknown	None
5	3529019	76 14th Street	Wood	1914	Independent Beverage/Flats	Unknown	None
6	3529031	1719-21 Folsom Street	Wood	1916	Flats/barber shop	Unknown	None
7	3529046	1771-77 Folsom Street	Wood	1911	Flats	Unknown	None
8	3529047	1779 Folsom Street	Concrete	1924	King Extract Co.	Unknown	None
9	3530013	150 14th Street	Wood	1923	G.W. Thomas Drayage Co.	Unknown	None
10	3530016	174 14th Street	Concrete	1927	S.F. Cleaning & Dyeing	Unknown	None
11	3530018	285 South Van Ness Avenue	Concrete	1951	Skil Corp.	Unknown	None
12	3530025	263 South Van Ness Avenue	Wood	1909	Flats	Unknown	6Y
13	3530026	257 South Van Ness Avenue	Wood	1910	Steven Flanagan Flats	Unknown	6Y
14	3530032	150 14th Street	Wood	1923	G.W. Thomas Drayage Co.	Unknown	None
15	3530040	245 South Van Ness Avenue	Concrete	1926	Milton Steuer Cleaning & Dyeing Work	Unknown	6Y
16	3530042	150 14th Street	Wood	1923	G.W. Thomas Drayage Co.	Unknown	None
17	3530046	275 South Van Ness Avenue	Concrete	1926	Unknown	Unknown	None
18	3530048	164 14th Street	Concrete	1955	Superior Blanket & Curtain Cleaning Works	Unknown	None
19	3530049	160-62 14th Street	Wood	1923	Unknown	Unknown	None
20	3531011	288 South Van Ness Avenue	Concrete	1951	Unknown	Unknown	None
21	3531020	266 14th Street	Concrete	1924	Transportation Guarantee Co.	Unknown	None
22	3531021	1791 Mission Street	Wood	1906?	Heist Studio of Taxidermy	Unknown	None
23	3531022	290-92 14th Street	Wood	1907	Armory Club, Exchange Café, Flats	Unknown	None
24	3531023	1789 Mission Street	Wood	1910	Schwarz Sausage Co.	Unknown	None
25	3531024	1789 Mission Street	Wood	1906	Schwarz Sausage Co.	Unknown	None
26	3531025	1775 Mission Street	Concrete	1925	H.S. Thomson Co. wood products	Unknown	None
27	3531028	1717 Mission Street	Concrete	1952	Spreckels & Russell Dairy Co.	Unknown	None
28	3531046	250 14th Street	Concrete	1923	City Laundry Co.	Unknown	None
29	3550006	1801-03 Folsom Street	Wood	1906	Residential Hotel	Unknown	None
30	3571002	2014 Folsom Street	Concrete	1948	F. W. Woolworth & Co.	Unknown	None
31	3572010	2097 Folsom Street	Wood	1906	The Rite Spot	Unknown	None
32	3572011	2091 Folsom Street	Wood	1933	Eric's Trucking	Unknown	None
33	3572017A	2023 Folsom Street	Wood	1902	Flats	M. O'Donnell	None
34	3572018	1 Enterprise Street	Wood	1900	Enterprise Brewery/Flats	Unknown	None
35	3572020	2779 16th Street	Concrete	1926	Nederland Bros. Bakery	Unknown	None
36	3591001	3235 18th Street	Concrete	1930	Pacific Gas & Electric Co.	Unknown	None
37	**3591019**	**434 Shotwell Street**	**Brick**	**1918**	**Old Homestead Bakery**	**Theodore Lenzen**	**5S**
38	**3591020**	**434 Shotwell Street**	**Brick**	**1918**	**Old Homestead Bakery**	**Theodore Lenzen**	**5S**
39	**3591021**	**438 Shotwell Street**	**Brick**	**1918**	**Old Homestead Bakery**	**Theodore Lenzen**	**5S**
40	**3591022**	**450 Shotwell Street**	**Brick**	**1918**	**Old Homestead Bakery**	**Theodore Lenzen**	**5S**

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No.	APN	Address	Structural Type	Year Built	Historic Association (If Any)	Architect	Existing Status Code
41	3592015	3175 19th Street	Concrete	1947	Green Glen Dairy	Unknown	None
42	3592031	2235 Folsom Street	Concrete	1946	Pacific Gas & Electric Co.	Unknown	None
43	3593038	630 Treat Avenue	Wood	1920	Regal Amber	Unknown	None
44	3593039	630 Treat Avenue	Steel	1900	Pacific Foundry	Unknown	None
45	**3780002**	**510 7th Street**	**Concrete**	**1925**	**West Disinfecting Co.**	**Unknown**	**None**
46	**3780004**	**560 7th Street**	**Concrete**	**1929**	**Hahn & Co. wholesale meats**	**J.H. Hjul**	**None**
47	3780004C	550 7th Street	Concrete	1936	Golden Gate Meat Company	Unknown	None
48	**3780004D**	**808 Brannan Street**	**Brick**	**1930**	**United Drug Company**	**Julius Krafft & Son**	**None**
49	**3780004E**	**828 Brannan Street**	**Concrete**	**1936**	**Schweitzer & Co. wholesale meats**	**Unknown**	**None**
50	**3780004F**	**572 7th Street**	**Concrete**	**1938**	**Inland Freight Lines**	**Unknown**	**None**
51	3780007C	41 Decatur Street	Concrete	1918	Unknown	Unknown	None
52	3780023	12 Decatur Street	Wood	1907	Flats	Unknown	None
53	3780030	9 Decatur Street	Steel	Ca. 1940	Unknown	Unknown	None
54	3780033	17 Decatur Street	Brick	1907	Flats	Unknown	None
55	3780034	979 Bryant Street	Concrete	1939	Charles Fowler Metal Products	Unknown	None
56	3780044	955 Bryant Street	Concrete	1928	A.J. Glessner Hardware Co.	Unknown	None
57	3780056A	360 Langton Street	Concrete	1928	Krey Packing Co.	Unknown	None
58	3780064	917 Bryant Street	Brick	1924	Top Notch Products	Unknown	None
59	3780065	915 Bryant Street	Concrete	1924	Coen Co. machinery	Unknown	None
60	3780069	548 7th Street	Concrete	1945	Pacific Intermountain Express	Unknown	None
61	3780072	850 Brannan Street	Concrete	Ca. 1913	United Railroads Repair Department	Unknown	None
62	3780073	40 Kate Street	Steel	1938	Unknown	Unknown	None
63	3780083	343 Langton Street	Concrete	Ca. 1950	Unknown	Unknown	None
64	3800003	552 Berry Street	Wood	Ca. 1927	San Francisco Gravel Co. office	Unknown	None
65	3800004	1 De Haro Street	Steel	1947	San Francisco Gravel Co. shops	Unknown	None
66	3821002	180 Hubbell Street	Concrete	1947	Standard Oil Co.	Unknown	None
67	3821007	1299 8th Street	Concrete	1910	Standard Oil Co.	Unknown	None
68	3906004	66 Potrero Avenue	Concrete	1948	Sichel Bakery Equipment Co.	Unknown	None
69	3911001	55 Division Street	Concrete	1945	National Ice Company	Unknown	None
70	3912003	25 Division Street	Concrete	1950	Colyear Motor Sales	Unknown	None
71	3913003	30 15th Street	Wood	1910	Unknown	Unknown	None
72	3919004	151 Potrero Avenue	Concrete	Ca. 1950	R. N. Nason & Co.	Unknown	None
73	**3920001**	**100 Potrero Avenue**	**Brick**	**1910**	**Sloss & Brittain Hardware Co.**	**Unknown**	**None**
74	3920003	130 Potrero Avenue	Concrete	1931	Diamond Electrical Mfg. Co.	Unknown	None
75	3920004	140 Potrero Avenue	Concrete	1932	Unknown	Unknown	None
76	3920005	150 Potrero Avenue	Concrete	1930	Unknown	Unknown	None
77	3920006	180 Potrero Avenue	Concrete	1936	Unknown	Unknown	None
78	3920007	198 Potrero Avenue	Concrete	1906	Unknown	Unknown	None
79	3920007A	720 15th Street	Wood	1924	Unknown	Unknown	None
80	3920007B	185-89 Hampshire Street	Wood	1907	Unknown	Unknown	None
81	3920007C	740 15th Street	Wood	1910	Unknown	Unknown	None
82	3923002	1320 Bryant Street	Concrete	1933	Hamm's Brewery	Unknown	None

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No.	APN	Address	Structural Type	Year Built	Historic Association (If Any)	Architect	Existing Status Code
83	3923003	1504 Bryant Street	Concrete	1955	Rainier Brewery	Unknown	None
84	3923006	1550 Bryant Street	Concrete	1915	Rainier Brewery	Unknown	None
85	3925002	1849 Harrison Street	Concrete	1931	City and County of S.F.	Unknown	None
86	3928001	1600 Bryant Street	Concrete	1929	American Laundry Machine Co.	Unknown	None
87	3928014	1686 Bryant Street	Wood	1907	Frank Dieling	Unknown	None
88	3931A001 & 002	200 Potrero Avenue	Concrete	1928	Unknown	Unknown	None
89	3932006	255 Potrero Avenue	Concrete	1924	Forderer Cornice Works	Unknown	None
90	3935002	299 Vermont Street	Concrete	1955	SFFD Station No. 29	SF Dept. of Architecture	None
91	3935005	1700 16th Street	Concrete	1955	Unknown	Unknown	None
92	3937001	1500 16th Street	Concrete	1952	John P. Lynch manufacturing	Unknown	None
93	**3938001**	**1400 16th Street**	**Concrete**	**1938**	**Braun-Knecht Chemical Co.**	**Unknown**	**None**
94	3939A001	1200 16th Street	Wood	1948	Wolfe's Lunch	Unknown	None
95	3948002B	99 Mississippi Street	Concrete	1949	Weststates Steel Products	Unknown	6Y
96	3948003	55 Mississippi Street	Steel	1948	Unknown	Unknown	6Y
97	3949002	1200 17th Street	Steel	1926	Pacific States Steel Co.	Unknown	67
98	3950001	1210 17th Street	Steel	1908	Pacific States Steel Co.	Unknown	None
99	3950002	1240 17th Street	Concrete	1924	Pennzoil Co.	Unknown	None
100	3950003	1250 17th Street	Concrete	1927	Pennzoil Co.	Unknown	None
101	3951001	1001 16th Street	Concrete	1952	Stauffer Chemical Co.	Unknown	None
102	3951005	88 Missouri Street	Brick	1931	Galena Oil Corporation	Unknown	6X
103	3951006	1350 17th Street	Brick	Ca. 1950	Unknown	Unknown	None
104	3952001	2-86 Connecticut Street	Wood	1922	Unknown	Unknown	None
105	3952001A	1400 17th Street	Concrete	1923	W. Stanislaus importers	Unknown	None
106	3952001B	75 Arkansas Street	Concrete	1923	Ferguson Mfg. Co.	Unknown	None
107	3952001C	1 Arkansas Street	Concrete	1922	States Batteries	Unknown	None
108	3953002	1500 17th Street	Concrete	Ca. 1948	Hexol Inc. disinfectants	Unknown	None
109	3953002A	1530 17th Street	Concrete	1923	Hexol Inc. disinfectants	Unknown	None
110	3953002B	1550 17th Street	Wood	1923	Unknown	Unknown	None
111	3953003	115 Wisconsin Street	Concrete	1916	Standard Oil Co.	Unknown	None
112	3954009	1640 17th Street	Steel	1947	Richfield Oil Co.	Unknown	None
113	3955001	1401 16th Street	Concrete	1951	John P. Lynch Co. laundry supplies	Unknown	None
114	**3955002**	**1740 17th Street**	**Concrete**	**1941**	**John A. Roebling Wire Rope Factory**	**Unknown**	**None**
115	3956005	375 Rhode Island Street	Steel	1929	Unknown	Unknown	None
116	3958001B	365 Vermont Street	Concrete	b. 1950	Williams Co. food products	Unknown	None
117	3958001C	340 Kansas Street	Concrete	1941	Pacific Fittings	Unknown	None
118	3958001D	350 Kansas Street	Concrete	1942	Kuchel & Sievers Electrical Works	Unknown	None
119	3958001E	360 Kansas Street	Concrete	1945	Kuchel & Sievers Electrical Works	Unknown	None
120	3958001F	390 Kansas Street	Concrete	1945	Steam Beer Brewery	Unknown	None
121	3958006	300 Kansas Street	Concrete	Ca. 1930	Luce & Co. food and beverage	Unknown	None
122	3958007	343 Vermont Street	Wood	a. 1913	Flats	Unknown	None
123	3965003	1712-16 Bryant Street	Wood	1905	Flats	Unknown	None

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No.	APN	Address	Structural Type	Year Built	Historic Association (If Any)	Architect	Existing Status Code
124	3965003A	1718 Bryant Street	Wood	1900	Flats	Unknown	None
125	3965006	1730-34 Bryant Street	Wood	1900	Flats	Unknown	None
126	3965007	1736 Bryant Street	Wood	1904	Flats	Unknown	None
127	3965008	1740-42 Bryant Street	Wood	1905	Flats	Unknown	None
128	3965009	1744 Bryant Street	Wood	1907	Flats	Unknown	None
129	3965011	2720 17th Street	Concrete	1938	Unknown	Unknown	None
130	3965012	2712 17th Street	Wood	Ca. 1890	J. H. Hanavan	Unknown	None
131	**3965024**	**2742 17th Street**	**Brick**	**1907**	**R.F. Morrow & Co. Building**	**Unknown**	**None**
132	3973004	2440 Mariposa Street	Wood	1948	Unknown	Unknown	None
133	3983023	1425 17th Street	Wood	1906	Unknown	Unknown	None
134	3984001	1301 17th Street	Concrete	1930	Western Dairy Products	Unknown	None
135	3986001	1111 17th Street	Concrete	1948	Pacific Coast Paper	Unknown	None
136	3986008	190 Mississippi Street	Concrete	1937	Unknown	Unknown	None
137	3986014	150 Mississippi Street	Concrete	1945	Land H. Paint Products	Unknown	None
138	3987003A	185 Mississippi Street	Concrete	1946	Chase Automotive Service	Unknown	None
139	**3987007**	**135 Mississippi Street**	**Concrete**	**Ca. 1935**	**Berger & Carter warehouse**	**Unknown**	**None**
140	3987008	1045 17th Street	Wood	1900	Berger & Carter	Unknown	None
141	3987009	1001 17th Street	Concrete	1929	Kellogg Spencer & Sons	Unknown	None
142	3987009A	150 Pennsylvania Avenue	Wood	1942	Hockwald Chemical Co.	Unknown	None
143	3987009B	1000 Mariposa Street	Steel	1947	California Pest Control	Unknown	None
144	3987012	1040 Mariposa Street	Concrete	1946	Yosemite Chemical Co.	Unknown	None
145	3999013	249 Pennsylvania Avenue	Metal	1953	Unknown	Unknown	None
146	3999014	935 Mariposa Street	Steel	1953	Krey Meat Packing	Unknown	None
147	4000024	209 Mississippi Street	Wood	1923	Eastman Marble Co.	Unknown	None
148	4005001B	395 Wisconsin Street	Concrete	1940	Safeway Markets	Unknown	None
149	**4007001**	**501 De Haro Street**	**Concrete**	**1937**	**Chase & Sanborn Coffee**	**Edward A. Eames**	**None**
150	4007001B	501 De Haro Street	Concrete	1950	Standard Brands Food Co.	Unknown	None
151	**4007002**	**555 De Haro Street**	**Wood**	**Ca. 1913**	**Pioneer Soap Co.**	**Unknown**	**6Y**
152	4008001	500 De Haro Street	Wood	1942	St. Gregory's Rectory	Unknown	None
153	4008003	580 De Haro Street	Wood	1954	Houses	Unknown	None
154	4019004A	2185 Harrison Street	Wood	1891	Mrs. McSmygan	Unknown	None
155	4019006	3008 18th Street	Wood	Ca. 1900	Flats	Unknown	None
156	4019016	3004 18th Street	Wood	1885	Flats	Unknown	None
157	4022002	2028 Bryant Street	Wood	Ca. 1900	Flats	Unknown	None
158	4081054	753 Florida Street	Wood	1905	Hirschfelder & Meaney Trunk Factory	Unknown	None

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