



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** November 25, 2015

**TO:** **Architectural Review Committee (ARC) of the Historic Preservation Commission**

**FROM:** Pilar LaValley, Preservation Planner, (415) 575-9084  
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**REVIEWED BY:** Tina Tam, Senior Preservation Planner

**RE:** Review and Comment for 1500-1580 Mission Street  
Preservation Alternatives for Draft EIR  
Case No. 2014-000362ENV

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The Planning Department (Department) and the Project Sponsor (Sponsor) are requesting review and comment before the Architectural Review Committee (ARC) regarding the proposed Preservation Alternatives for the project at 1500-1580 Mission Street.

On March 18, 2015, the Historic Preservation Commission adopted Resolution No. 0746 (attached) to clarify expectations for the evaluation of significant impacts to historical resource and the preparation of preservation alternatives in Environmental Impact Reports. Although the resolution does not specify ARC review of proposed preservation alternatives, the HPC, in their discussions during preparation of the resolution, expressed a desire to provide feedback earlier in the environmental review process – prior to publication of the Draft EIR – particularly for large projects. In response to the resolution, the subject project is being brought to the ARC for feedback as the Department and Project Sponsor develop preservation alternatives to address the anticipated significant impact to the former Coca-Cola Bottling Plant at 1500 Mission Street.

The Planning Department is in the process of preparing a focused Environmental Impact Report (EIR) to evaluate the physical environmental effects of the proposed project. It is anticipated that the EIR will address environmental topics including cultural and paleontological resources, transportation and circulation, wind, and shadow. The proposed Preservation Alternatives are being brought to the ARC for comment prior to review by the HPC of the Draft EIR. The Draft EIR is anticipated to be brought to the HPC in spring, 2016.

## **BUILDINGS AND PROPERTY DESCRIPTION**

The project site consists of two parcels at the north side of Mission Street between 11<sup>th</sup> Street and South Van Ness Avenue, within the South of Market (SOMA) area of San Francisco. The project site is one-half block south of Market Street and approximately four blocks southwest of San Francisco City Hall. The project site is located within the Downtown Plan area and Market and Octavia Plan area, and is located within the C-3-G (Downtown General Commercial) Use District, the Van Ness and Market Downtown Residential Special Use District, and the 120/320-R-2, 85/250-R-2 and 85-X Height and Bulk Districts.

The project site is currently occupied by two existing buildings used by Goodwill Industries: a two-story, 29,000-square-foot building at 1580 Mission Street, constructed in 1997, that contains a Goodwill retail

store on the ground level and offices above, and an approximately 57,000-square-foot, largely single-story warehouse building at 1500 Mission Street, constructed in 1925 and remodeled in 1941, currently used by Goodwill for processing donated items and offices. The warehouse building has a basement parking garage that is currently used for public parking with approximately 90 spaces, with access from a driveway on South Van Ness Avenue.

1500 Mission Street is a reinforced concrete industrial building built by the White Motor Company in 1925 in the Classical Revival style. In 1941, the building was enlarged and remodeled in the Streamlined Moderne style by the Coco-Cola Bottling Company based on a design by an Atlanta-based architect, Jesse Shelton. It is composed of a two-story bulkhead building with an approximately 85-foot-tall clock tower and a rear one-story warehouse. The Mission Street façade is 11 bays wide, the 11<sup>th</sup> Street façade is 14 bays wide, and the west elevation is largely occupied by contemporary loading docks. The north elevation abuts the adjacent building.

The entire building is clad with stucco; at the bulkhead building the stucco is scored at the lower level to form a water table while the warehouse portion of the building is clad entirely with smooth stucco. At the bulkhead building incised grooves are carved into the upper level of the façade and two rounded beltcourses run along the base of the building. Windows east of the tower and along 11<sup>th</sup> Street are industrial steel sash. Windows west of the tower on the bulkhead building are aluminum sash with three, single-lite fixed panels topped with three, single-lite hopper/awning sash. Several large industrial steel sash windows are extant at the rear of the west elevation.

The main entrance at Mission Street projects forward from the façade and has paired steel doors and a tall transom, all of which are divided by steel muntins into patterns of rectangular lights. The clock tower rises up from the main entrance. The verticality of the tower is emphasized by corner projections and vertical decorative panels. The clock faces are painted on the concrete faces of three street-facing sides of the tower and there are two clock hands at each clock face. The south end of the Mission Street façade has a rounded corner with the same finishes and decorative elements wrapping the corner and extending for several bays along the west elevation. Above the south end of the Mission Street façade, extending from the tower to the western parapet, is a one-story penthouse. This penthouse structure is setback from the Mission Street façade and has a long narrow footprint and flat roof. The penthouse is clad with smooth stucco with a beltcourse at the window head that extends the length of the façade and around a curved corner that mirrors the Mission Street façade. Windows in the penthouse are industrial steel sash.

On the 11<sup>th</sup> Street façade, the bulkhead building extends for six bays before the façade steps back slightly and transitions to the less decorative treatment of the warehouse. Window bay size and rhythm is consistent between the bulkhead and warehouse. At the warehouse, stucco beltcourses extend the length of the façade at the window head and sill. A metal roll up door is installed in the north most bay.

The eastern and central portions of the bulkhead are occupied by office space with contemporary finishes, including drop ceilings. The western portion of the bulkhead is a large open space that is connected to the warehouse. The warehouse is a large open space supported by steel trusses and illuminated by a series of skylights.

A loading dock occupies most of the west elevation. The site also contains approximately 25 surface parking spaces and six surface loading spaces, accessed from Mission Street and 11<sup>th</sup> Street, respectively.

Additional description of the existing building can be found in the attached Historic Resource Evaluation Report, Part 1, prepared by Architectural Resources Group (ARG).

## CEQA HISTORICAL RESOURCE(S) EVALUATION

The property has been surveyed several times. In 2010, it was surveyed by William Kostura as part of the Van Ness Auto Row Support Structures Survey and identified as appearing individually eligible for the California Register. In that same survey, the building was determined to not be eligible as a contributor to a potential Van Ness Auto Row Support Structures district because it no longer related to the automobile context. In their Historic Resource Evaluation, ARG concurs with these findings and finds that 1500 Mission Street is a good and somewhat rare local example of an industrial building designed in the Streamline Moderne style of architecture eligible under Criterion 3 (Architecture). The period of significance is 1941 when the building was remodeled in the Streamline Moderne style. ARG also finds that the property is not significant for its association with architect Jesse Shelton, the Coca-Cola Company, or for its use as a Coca-Cola bottling facility.

Although the Historic Resource Evaluation is still in draft form, the Department concurs with ARG's findings regarding historic significance, eligibility, and period of significance for 1500 Mission Street.

Additional information regarding historic significance and the eligibility determination can be found in the attached Historic Resource Evaluation Report prepared by Architectural Resources Group (ARG).

## INTEGRITY

Although some windows have been replaced, new loading docks have been added on the west elevation, and the interior office space has been altered, ARG finds that the building retains integrity. The Department concurs.

See the attached Historic Resource Evaluation Report for further details regarding building integrity.

## CHARACTER DEFINING FEATURES

The building's period of significance is 1941, when it was remodeled for continued use as an industrial building in the Streamline Moderne style. Character-defining features of 1500 Mission Street include:

- Overall form and massing (front two-story office section, rear one-story warehouse section, vertical clock tower projection)
- Horizontal emphasis along Mission Street (juxtaposed with tower projection) and 11th Street facades
- Rounded corners and curved surfaces
- Speed lines (bands of horizontal piping)
- Flat roof with coping at the roofline
- Smooth concrete wall surface
- Wraparound window at the corner
- General absence of historically derived ornamentation
- Asymmetrical facade

- Recessed entry vestibule
- Multi-pane, industrial steel sash windows, throughout
- Clock faces at tower
- Paired steel doors and tall transom at main entrance with decorative detailing
- Industrial warehouse section with wire glass skylights; exposed steel truss work and structural framing; unfinished concrete floor; and open, full-height interior space

The Department concurs with the character-defining features identified by ARG.

## PROJECT DESCRIPTION

The project sponsor, Goodwill SF Urban Development, LLC, an affiliate of Related California Urban Housing, proposes to demolish one existing building and a portion of another building on the project site, at 1500 and 1580 Mission Street, and construct a mixed-use development with two components. The residential and retail development component would include a 39-story, 396-foot-tall tower (up to 416 feet to top of the parapet enclosing mechanical equipment) with mid-rise podium elements at the corner of Mission Street and South Van Ness Avenue. The office and permit center development component would be occupied by several City and County of San Francisco (“City”) departments, and include an 18-story, 264-foot-tall tower (up to 284 feet to top of the parapet enclosing mechanical equipment) on 11<sup>th</sup> Street between Market and Mission Streets with mid-rise podium elements extending west and south from the tower. A portion of the existing former Coca-Cola bottling plant at 1500 Mission Street (Coca Cola building), including its clock tower, would be retained and converted to retail use.

The project would retain a 40-foot-deep portion of the former Coca-Cola building at 1500 Mission Street and use it for retail space as part of the project; the clock tower would be included in this retention and rehabilitation as would a portion of the façade along 11th street. Approximately half of the Mission Street length of the building would be retained with the curved corner removed and relocated to the east. The retained Mission Street façade would be seven bays wide with a symmetrical composition with the tower flanked on each side by three bays. The second floor penthouse would also be partially retained. The remainder of the 1500 Mission Street building and all of the 1580 Mission Street building would be demolished.

For additional information about the proposed project, see the attached Notice of Preparation of an Environmental Impact Report.

## PROJECT IMPACTS

Project impacts have not yet been fully analyzed; this analysis is underway. However, due to the extent of proposed demolition, the project is anticipated to result in a significant impact to the identified historical resource at 1500 Mission Street. While the project will retain and rehabilitate a portion of the existing building, this is not anticipated to sufficiently mitigate the impact to the building such that it would be less than significant. The project would still be considered a “de-facto” demolition and the retained portion of the building would no longer be able to convey its historical significance.



## PRESERVATION ALTERNATIVES

As the proposed project is anticipated to result in a significant impact on a historical resource due to demolition, the EIR will consider alternatives to the project. Alternatives considered under CEQA do not need to meet all project objectives; however, they should fully preserve the features of the resource that convey its significance while still meeting most of the basic objectives of the project. The project objectives will be provided at the ARC hearing.

Department staff and the project team have identified the following preservation alternatives: Full Preservation Alternative and Partial Preservation Alternative. These alternatives are depicted in the attached massing studies.

### **Full Preservation Alternative**

The Full Preservation Alternative would retain the existing building footprint with the exception of the rear corner portion of the warehouse. The retained portion of the building would be rehabilitated and incorporated into the office program for the project. The rear corner of the existing warehouse would be demolished and a nine-story building with street frontage on South Van Ness Avenue would be constructed. The 39-story residential tower would be constructed on a reduced footprint on a four- and 10-story podium.

The Full Preservation Alternative would retain a majority of the resource's character-defining features. While a portion of the warehouse would be removed to accommodate the new office building, enough of the features associated with the warehouse, including skylights, steel trusses, and the 11<sup>th</sup> Street façade would be retained and the building's significance as an example of industrial Streamline Moderne architecture would still be conveyed. The new construction would be setback approximately 50 feet from the 11<sup>th</sup> Street façade and would occur on secondary elevation of the building that had been previously altered. The new construction would be substantially taller than the existing historic building, but that height would be placed against the adjacent building and setback from the primary façades such that the scale and character of the former Coca-Cola building would continue to predominate. For these reasons, staff believes that this alternative would avoid a significant impact on the historic resource.

The Full Preservation Alternative meets or partially meets some of the objectives of the project.

### **Partial Preservation Alternative**

The Partial Preservation Alternative would retain the bulkhead building in its entirety, the 11<sup>th</sup> Street façade of the warehouse, and approximately half of the warehouse. Approximately 80 feet of the north end of the building would be demolished – only the 11<sup>th</sup> Street façade would remain at the north end of the building – and a 9- and 20-story office tower would be constructed. The retained portion of the building would be rehabilitated and incorporated into the office program of the project. Behind the retained 11<sup>th</sup> Street façade of the warehouse, a new office tower would be constructed with frontage on 11<sup>th</sup> Street and South Van Ness Avenue. The portion of the new building fronting on South Van Ness Avenue would be nine stories in height while the portion fronting on 11<sup>th</sup> Street would be 20-stories in height. The 39-story residential tower would be constructed on a reduced footprint on a four- and 10-story podium.

The Partial Preservation Alternative would retain fewer of the resource's character-defining features but the primary façades, clock tower, and portion of the warehouse would be preserved. The location and

size of the new construction would compromise the integrity of the resource but much of the removed portion of the building would be on a secondary elevation. Given the height of the new construction, and lack of setback at 11<sup>th</sup> Street, the tower would physically and visually overwhelm the existing building. From Mission Street, the new office construction would still be substantially setback, thereby allowing the scale and character of the former Coca-Cola building to predominate. For these reasons, staff believes that the Partial Preservation Alternative will reduce but not eliminate the significant impact on the historic resource.

The Partial Preservation Alternative meets or partially meets many of the objectives of the project.

## REQUESTED ACTION

Specifically, the Department seeks comments on:

- The adequacy of the proposed Full and Partial Preservation Alternatives;

## ATTACHMENTS

HPC Resolution No. 0746

Historic Resource Evaluation – Part 1, prepared by ARG (November 19, 2015)

Notice of Preparation of an Environmental Impact Report and Notice of Scoping Meeting for 1500-1580 Mission Street (May 13, 2015)

Massing Studies for Alternatives and Project, prepared by SOM (November 24, 2015)



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. 0746

HEARING DATE: MARCH 18, 2015

ADOPTION OF A POLICY STATEMENT TO CLARIFY HISTORIC PRESERVATION COMMISSION EXPECTATIONS FOR THE DEVELOPMENT AND EVALUATION OF PRESERVATION ALTERNATIVES IN ENVIRONMENTAL IMPACT REPORTS FOR THE PURPOSES OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.

WHEREAS, the loss of historical resources through demolition or adverse impacts from alteration should be avoided whenever possible and historic preservation should be used as a key strategy in achieving the City's environmental sustainability goals through the restoration, rehabilitation, and adaptive reuse of historic buildings; and

WHEREAS, an environmental impact report (EIR) is required under the California Environmental Quality Act (CEQA) when proposed projects would cause a significant impact to historical resources that cannot feasibly be mitigated to a less-than-significant level; and

WHEREAS, an EIR is integral to providing the public and decision-makers with an in-depth review of a project's environmental impacts, feasible mitigation measures, and alternatives that would reduce or eliminate those impacts; and

WHEREAS, the requirement of CEQA to consider alternatives to projects that would entail significant impacts to historical resources, either through demolition or other alterations, is an opportunity for analysis and consideration of the potential feasibility of accomplishing a project while reducing significant environmental impacts to historic resources; and

WHEREAS, the EIR process is an opportunity for members of the public to participate in the development and consideration of alternatives to demolition and project proposals that would result in significant impacts to historical resources; and

WHEREAS, CEQA requires that an EIR describe a range of reasonable alternatives to the project that would feasibly attain most of the basic objectives of the project; would avoid or substantially lessen any of the significant effects of the project; and evaluate the comparative merits of the alternatives; and

WHEREAS, when an EIR studies a potentially feasible alternative to demolition of an historical resource, the lead agency and the public have the opportunity to discuss and consider changes or alternatives to the project that would reduce or eliminate its impact to historical resources; and

WHEREAS, the Historic Preservation Commission (HPC) supports the Planning Department's efforts to provide a robust consideration of preservation alternatives in EIRs to satisfy the requirements of CEQA; and

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WHEREAS, the Planning Department, acting as the CEQA lead agency for projects in the City and County of San Francisco, distributes draft EIRs for public review generally for a period of 45 days; and

WHEREAS, the Planning Commission conducts public hearings on draft EIRs during the public review period to solicit public comment on the adequacy and accuracy of information presented in the draft EIRs; and

WHEREAS, the HPC has the authority to review and provide comments to the Planning Department on draft EIRs for projects that may result in a significant impact on historical resources; and

WHEREAS, the HPC conducts public hearings on such draft EIRs during the public review period for the purpose of formulating the HPC's written comments, if any, to be submitted to the Planning Department for response in Responses to Comments documents;

WHEREAS, the Planning Department prepares Responses to Comments documents in order to respond in writing to comments on environmental issues provided orally and in writing during the draft EIR public review period; and

Now therefore be it RESOLVED that the Commission hereby ADOPTS the following policy to clarify its expectations for the evaluation of significant impacts to historical resources under CEQA in EIRs under its purview as identified in Section 4.135 of the City Charter:

1. **Preservation Alternatives.** If a proposed project would result in a significant impact on historical resources due to demolition or alteration of an historical resource, the EIR should consider an alternative to the proposed project. Alternatives considered under CEQA do not need to meet all project objectives; however, they should fully preserve the features of the resource that convey its historic significance while still meeting most of the basic objectives of the project.

The analysis of historical resources impacts in the EIR should clearly distinguish between impacts to individually significant resources (which should be reviewed for their impact to the resource itself) and impacts to contributory resources within a historic district (which should be reviewed for their impacts to the historic district as a whole).

2. **Partial Preservation Alternatives.** The HPC recognizes that preservation options for some project sites and programs may be limited. For this reason, it may be appropriate for the EIR to include analysis of a Partial Preservation Alternative that would preserve as many features of the resource that convey its historic significance as possible while taking into account the potential feasibility of the proposed alternative and the project objectives.

In many cases, retention of a historic facade alone may not eliminate or sufficiently reduce a significant impact for CEQA purposes. Therefore, facade retention alone generally is not an appropriate Partial Preservation Alternative. However, depending on the particular project, and in combination with other proposed features, retaining a facade facing the public right-of-way and incorporating setbacks to allow for an understanding of the overall height and massing of the historic resource may be a useful

feature of a Partial Preservation Alternative on a case-by-case basis as part of the preparation of the Draft EIR.

3. **Labeling of Alternatives.** An alternative should be labeled a “Preservation Alternative” only if it would avoid a significant impact to the historical resource. An alternative that would result in a reduced, but still significant, impact to the historical resource is more appropriately labeled a “Partial Preservation Alternative.”
4. **Graphic Materials and Analysis Included in the EIR.** The detailed description of all preservation alternatives should include graphic representations sufficient to illustrate adequately the features of the alternative(s), especially design elements that would avoid or lessen the significant impact to the historical resource. The graphic representations may include legible plans, elevations, sections determined sufficient to adequately depict the scope of the alternatives, and renderings.
5. **Written Analysis Included in the EIR.** The EIR should include a detailed explanation of how the preservation alternative(s) were formulated, as well as other preservation alternatives that were considered but rejected.
6. **Distribution of Documents to the HPC.** The HPC requests that the Planning Department distribute draft EIRs for projects that would result in a significant impact to historical resources to the HPC at the start of the public review period. In addition, the HPC requests that the Planning Department distribute background studies pertaining to the EIR’s evaluation of historical resources, such as historic resources evaluations, historic resource evaluation responses, and preservation alternatives memoranda, to the HPC at the same time as the draft EIR distribution.
7. **Presentation before the HPC.** During the HPC’s hearing to formulate written comments, if any, on the draft EIR, the HPC requests a presentation highlighting information contained within the draft EIR regarding the analysis of historical resources. Planning Department staff should lead the presentation and ensure that it outlines the following information:
  - a. The eligibility and integrity of those resources identified and under study within the EIR;
  - b. A summary of the potential impacts to the historical resources identified in the EIR; and,
  - c. An explanation of the formulation of the preservation alternative(s) and the potential feasibility of the proposed alternative(s) relative to the project objectives.

Should the HPC identify the need for substantial clarification, elaboration, or correction of information contained within the draft EIR, the HPC will provide comments in writing to the Planning Department for response in the Responses to Comments document; the Planning Department generally will not respond at the HPC hearing.

The HPC will remind the public of the Planning Commission hearing dates and public review periods for draft EIRs brought before the HPC and will clarify public comments at HPC hearings will not be considered as official comments on draft EIRs, nor will they be responded to in Responses to Comments documents.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on March 18, 2015.

Jonas P. Ionin  
Commission Secretary

AYES: K. Hasz, A. Wolfram, A. Hyland, J. Pearlman, D. Matsuda, R. Johns

NAYS:

ABSENT: E. Jonck

ADOPTED: March 18, 2015

1500 Mission Street  
San Francisco, CA

Part 1- Historic  
Resource Evaluation

*prepared for*  
RelatedCaliforniaUrbanHousing

*prepared by*  
Architectural Resources Group  
San Francisco, California

November 19, 2015

ARG Project No. 14200



## Historic Resource Evaluation – Part 1

*1500 Mission Street  
San Francisco, CA*

November 19, 2015

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### APPENDICES



Appendix A: Existing Conditions Photographs  
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## 1. INTRODUCTION AND METHODOLOGY

Architectural Resources Group, Inc. (ARG) has prepared this Part 1 Historic Resource Evaluation (HRE) for the property at 1500 Mission Street at the request of Related California Urban Housing (Client) and the San Francisco Planning Department. The Client has retained Architectural Resources Group to review past evaluations of the property at 1500 Mission Street and reevaluate it per the California Register of Historical Resources (CRHR). This analysis has been completed in relation to proposed alterations of the subject building. Previous evaluations have found the building significant for architectural merit under Criterion C. ARG's evaluation also examines the property's significance under Criteria A and B.

### *1.1 Current Historic Status and Prior Evaluations*

The subject building at 1500 Mission Street is currently recognized as a local historic resource and the Planning Department has assigned the property a Historic Resource Status of "A – Historic Resource Present," indicating that it has been "determined to appear eligible for the California Register."<sup>1</sup>

The building at 1500 Mission Street, converted for use as a Coca-Cola bottling plant in 1941, was initially evaluated in 1976 as part of the Citywide Architectural Survey conducted by the San Francisco Planning Department. As part of this survey, 1500 Mission was given a rating score of 3, meaning it was of relatively high importance, architecturally. In 1978, the Foundation for San Francisco Architectural Heritage (now known as San Francisco Heritage) assigned the subject property a Category B rating, indicating a finding of major importance. In 2006, Page & Turnbull determined the building was a contributor to a potential South Van Ness Deco-Moderne Historic District; however, in 2009 the Planning Department and Landmarks Preservation Advisory Board determined the district was not supportable as a California Register Historic District. The property was again evaluated in 2010 by William Kostura as part of the Van Ness Auto Row Support Structures survey and assigned a NRHP status code of 3CS, meaning the property "appears eligible for [the California Register] as an individual property through survey evaluation."<sup>2</sup> The building at 1500 Mission is not eligible as a contributor to the Van Ness Auto Row Support Structures district because it was fully remodeled for use as a Coca-Cola bottling plant in 1941 and is no longer related to this context. The subject is not located within any Article 11 Conservation Districts. The Article 11 Category is "V – Unrated Building."

### *1.2 Methodology*

To complete this HRE for 1500 Mission Street, ARG:

- Conducted a site visit to examine and photograph the subject building and its surroundings on January 27, 2015;

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<sup>1</sup> San Francisco Preservation Bulletin No. 16, City and County of San Francisco Planning Department CEQA Review Procedures for Historic Resources, 2.

<sup>2</sup> California Historical Resource Status Codes, <http://www.ohp.parks.ca.gov/pages/11069/files/chrstatus%20codes.pdf> (accessed January 30, 2015).

- Reviewed existing background information and prior evaluations, including Department of Parks and Recreation (DPR) 523 form sets produced in September 2006 (Page & Turnbull, Inc.) and January 2010 (William Kostura);
- Reviewed related supporting documents, including the *Van Ness Auto Row Support Structures Survey Report* and *San Francisco Modern Architecture and Landscape Design, 1935-1970 Historic Context Statement*; and
- Completed additional research on the Coca-Cola Company and the bottling plant's use of the subject building.

### 1.3 Summary of Findings

Originally constructed in 1925 as the White Motor Company and remodeled in 1941 for use as a Coca-Cola bottling facility, the property at 1500 Mission is a good local example of an industrial building designed in the Streamline Modern style of architecture in San Francisco. As such, it qualifies for the CRHR under Criterion 3. Previous evaluations have recognized the building for architectural significance and ARG concurs with these findings. ARG has completed additional research and evaluation for the subject building related to its conversion and use as a Coca-Cola bottling plant, but finds that the property does not qualify as a historic resource for this association.

## 2. SITE AND BUILDING DESCRIPTIONS

### 2.1 Site Description

The subject building at 1500 Mission Street is located in the South of Market neighborhood in San Francisco. It shares an irregularly shaped block with two other buildings, and occupies the lot at the west corner of the 11th Street and Mission Street intersection. The surrounding buildings range from one- to twenty-stories in height, with residential, retail, light industrial, office, and commercial uses in the vicinity.



Figure 1. Aerial view of 1500 Mission (Google Aerial View, edited by author).

## 2.2 Building Description

The building has not undergone significant exterior alterations since it was last evaluated, and still appears as it did when the Department of Recreation (DPR) set was completed by William Kostura in 2010. The physical description below is quoted from the 2010 DPR set and amended to provide additional detail as needed.

This is a...reinforced concrete industrial building that was built in 1925 in the Classical Revival style, and was widened and altered in 1941 in the Streamlined Moderne style. [It is composed of a one-story bulkhead with clock tower, a second story section on the roof of the bulkhead behind the clock tower, and a rear one-story warehouse.] The building is clad in stucco that is scored at the lower level (to a height of six feet) and is smooth above. The building fills almost all of its 270' by 275' lot at the west corner of Mission and 11th streets. A driveway runs along the south side and allows access for deliveries. To the south is a recently-built building which serves as a retail store and supplements the industrial activities in this building.

With its great width along both elevations and its low height, this building has a strongly horizontal orientation. This horizontality is emphasized by incised grooves that are carved into the upper level of the façade, and by two rounded belt courses that run along the base of the building. The exception to this horizontality is a very tall tower that rises from the Mission Street side of the building. [Each side of the tower has a clock face at the top.] The verticality of this tower is emphasized by corner projections and vertical decorative panels. These features, and the rounded corner at the south end, give the building its Streamlined Moderne style.

Setbacks in each façade relieve the great width of the two elevations by dividing them into sections. Setbacks are by a distance of one to one-and-one-half feet, save at the tower, which is set forward from the adjacent wall by 3 ½ feet. The elevation along Mission Street reads thusly (beginning at the south corner): a section of four bays, a section of three bays, the tower, and a final section of three bays. Along 11th Street the sections are of six and eight bays. The incised grooves at the top of the building and the belt courses along the base wrap around each of these projections – thus uniting them – save at the tower, which interrupts the horizontal flow.

The main entrance has paired steel doors and a tall transom, all of which are divided by steel muntins into patterns of rectangular lights. Windows have industrial steel sash. In a minority of windows the steel sash has fewer divisions, and lights are larger, than in other windows; and these may represent some simplification since the remodeling of 1941; but by and large the windows in this building seem to date to at least 1941, if not to the original construction of 1925. Rounded corners can be found at the south corner of the building, and around a doorway in the 11th Street side; these accentuate the Moderne style of this building. From a Mission Street entrance the interior of the building is visible. Most of the interior is devoted to a large work space. It is illuminated by a series of skylights supported by steel trusses.<sup>3</sup> [A loading dock occupies most of the west elevation, along the warehouse portion of the building.]

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<sup>3</sup> William Kostura, Department of Parks and Recreation (DPR) set for 1500 Mission Street (January 2010), I-2.

### 3. SITE HISTORY AND CONSTRUCTION CHRONOLOGY

#### *3.1 Site and Development History*

According to the 1915 Sanborn Map, the Ocean Shore Railroad Company office and an open area containing “ball grounds” occupied the present site of 1500 Mission Street. The Symon Brothers Wrecking Company had lumber yards and a complex of buildings on the opposite side of the block, facing Market Street, and South Van Ness Avenue had not yet bisected the block at that time. (See Appendix B for all Sanborn Maps.)

The subject building was originally constructed for the White Motor Company in 1925 and designed in the Classical Revival style. The asymmetrical front façade was organized into nine bays, with a prominent square tower incised with the words “The White Company” near the top. An albatross – wings spread and standing atop a letter “W” – ornamented the tower peak.



**Figure 2. 1500 Mission Street as constructed for the White Motor Company in 1925 (photo: *Architect and Engineer*, June 1927).**

The White Motor Company building was widened and altered to its current Streamline Moderne appearance in 1941 by the Coca-Cola Company, which used the building as a bottling facility. No permits or drawings were available for the façade redesign that occurred in the 1940s. The 1929 Sanborn map and a 1938 aerial photograph, however, indicate that the widening occurred along the bulkhead of the building and a small portion that wraps around the building’s south corner. Permits suggest that a loading dock was added, likely along the west side of the warehouse, at this time and expanded with an adjustable loading dock in 1960, while the building was still under Coca-Cola ownership.

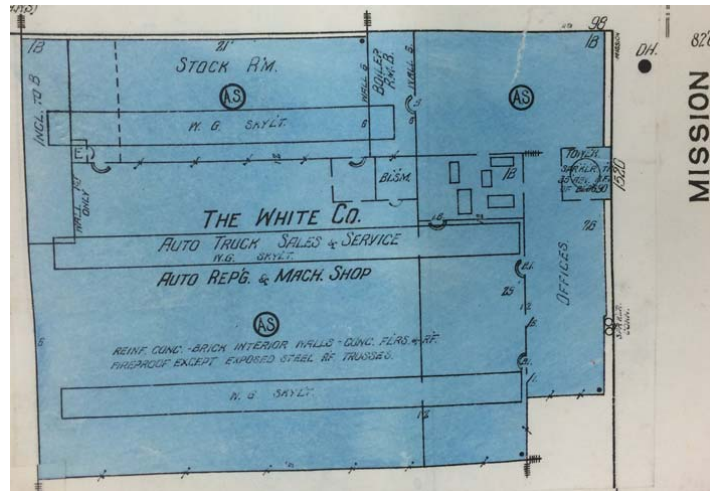


Figure 3. 1929 Color Sanborn map detail, showing subject building pre-Coca-Cola expansion (Sanborn Fire Insurance Map, 1929).



Figure 4. 1938 aerial photograph by Harrison Ryker, showing subject building pre-Coca-Cola expansion (David Rumsey Historical Map Collection)

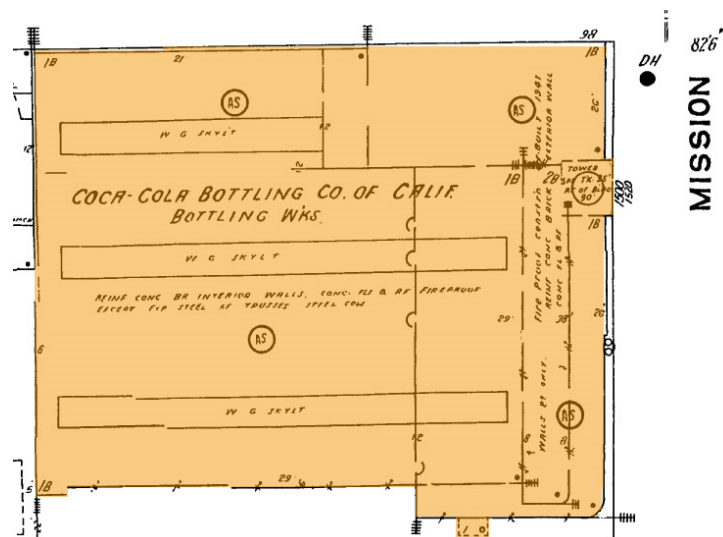


Figure 5. 1949 Sanborn Map detail, shaded area showing subject building post-Coca-Cola expansion (amended by author).

The images above indicate that the size of the warehouse itself has remained the same over time, but the bulkhead of the building was expanded along Mission Street as part of the Coca-Cola remodel in the 1940s. A second story, set atop the bulkhead and behind the clock tower was added at this time.



Figure 6. Coca-Cola Bottling Plant, ca. 1940s (photo: Swinerton, *A Builder's History*).

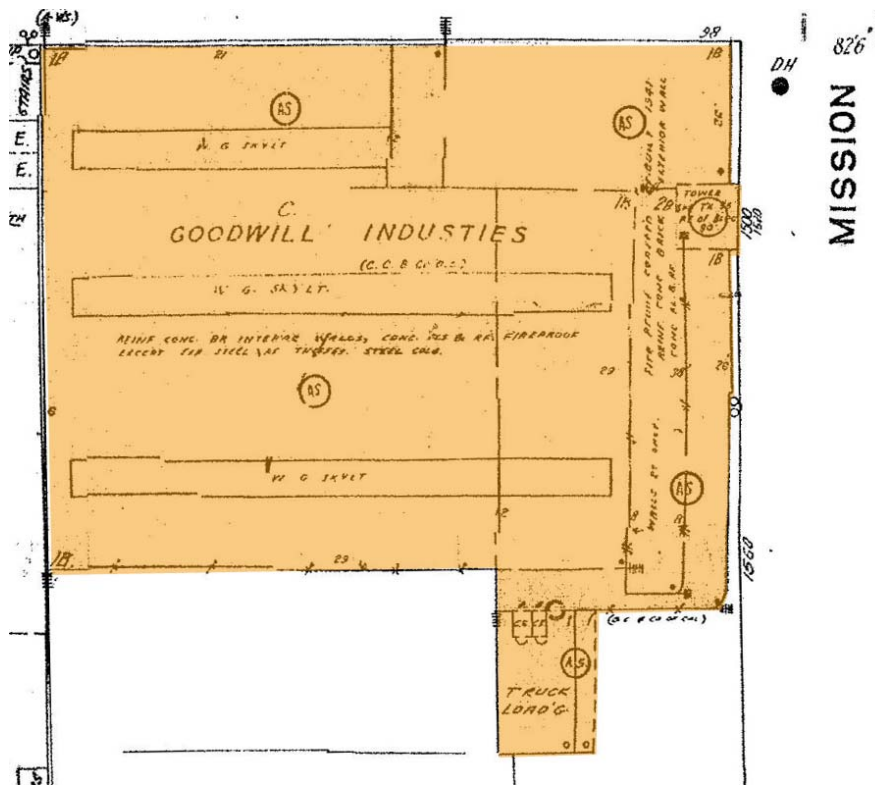


Figure 7. 1990s Sanborn Map detail, shaded area showing subject building (amended by author).



Goodwill Industries acquired the subject property in approximately 1990. The company purchased the former Coca-Cola Bottling Plant to house its corporate headquarters, vocational training center, and processing plant. According to the permit history below, the company remodeled the existing loading docks and added a new loading dock canopy in 1994-1995.

### 3.2 Construction Chronology

The subject building was originally constructed in 1925 and remodeled to its current appearance in 1941. The earliest available building permit dates to 1946 and was for the erection of an electric sign. No additional details were provided and no building permits were identified for either the initial construction of the building or the 1941 Coca-Cola Bottling plant remodel. As described above, the 1929 Sanborn map and a 1938 aerial photograph of 1500 Mission show how the footprint of the bulkhead changed as part of the 1941 expansion of the building.

While under Coca Cola Bottling Company ownership, and following the 1941 Art Moderne remodel, the building received several modifications from the 1950s through the late 1980s. Many of these alterations were repairs, but the building also underwent a number of interior alterations over time, most of which appear to have been completed in the front office and administration areas. In the late 1960s alterations included the removal and replacement of several partition walls and installation of new finishes, electrical, and plumbing fixtures. In 1967, interior features including paneling from showroom walls, private office walls, and customer waiting room walls were removed and replaced, as was the suspended ceiling. Modifications were made to expand the bottling plant in 1970 and the interior offices and warehouse spaces were again reconfigured in the 1970s. The only significant exterior alterations occurred in 1976 when thirty-six windows along Mission Street were infilled with concrete block. Based on historical and current photographs, these were likely the smaller windows along the base of the building.

More alterations, primarily to the interior of the building were made during Goodwill’s ownership over the past 25 years. Between 1993 and 1995, the building underwent a significant interior remodel to accommodate its new use. Modifications included a full reconfiguration of the ground floor office and administration spaces to feature new work and reception areas, a community room, and dining facilities. The most recent interior alterations were completed in 2010 and 2012 (see building permit history below).

Table 1. List of Selected Building Permits<sup>4</sup>

Date Permit Application Approved	Owner	Architect/Builder	Description of Work
December 1946	Not listed	Not listed	Erect electric sign (\$1,900)
22 July 1958	Coca-Cola Bottling Co.	None Listed	No Details (\$100)
2 March 1960	Coca-Cola Bottling Co.	Herrero Bros. Inc.	Installation of one adjustable loading dock at existing loading dock (\$1,000)
16 March 1961	Coca-Cola Bottling Co.	Swinerton & Walberg Co., Contractors	Remove and replace damaged areas of concrete floor slab in trucking area. Only

<sup>4</sup> The following permits were obtained from the San Francisco Department of Building Inspection. See Appendix C for copies of permits.

Date Permit Application Approved	Owner	Architect/Builder	Description of Work
			selected areas to be replaced. Electrical and plumbing work consists of replacing any conduits or piping interfering with slab replacement. (\$8,000)
March 1964	Coca-Cola Bottling Co.	Swinerton & Walberg Co., Contractors	Replace approximately 500 s.f. of first floor concrete slab that was severely damaged from trucks (\$2,000)
18 June 1964	Coca-Cola Bottling Co.	Simson & Stratta, Engineers/Swinerton & Walberg Co., Contractors	Repair skylights and roof curbs, exact scope TBD (\$3,500)
July 1964	Coca-Cola Bottling Co.	Simson & Stratta, Engineers/Swinerton & Walberg Co., Contractors	Basement drainage repairs, update selected piping, patch concrete floor (\$1,800)
20 August 1965	Coca-Cola Bottling Co.	Swinerton & Walberg Co., Contractors	Install partition wall in auditorium area (30' long x 15' tall), metal stud and gyp board construction; install wood and glass partition (20' long x 8' tall), location not specified (\$1,000)
26 April 1966	Coca-Cola Bottling Co.	Swinerton & Walberg Co., Contractors	Install 21' x 8' wood and glass partition, and 4' single plywood panel, location not specified (\$500)
17 Oct 1966	Coca-Cola Bottling Co.	Swinerton & Walberg Co., Contractors	Install wood and glass partitions and 5/8" sheetrock and metal stud partitions, all 1st floor (\$4,000)
10 February 1967	Coca-Cola Bottling Co.	Swinerton & Walberg Co., Contractors	Demolition of existing partitions, electrical, plumbing, and sprinklers on first floor; no structural work (\$8,000)
31 March 1967	General Tire Company	Elbe Construction Company	Remove paneling from showroom walls, private office walls, and customer waiting area; replace with Long Bell veneer wood paneling. Remove existing suspended ceiling and replace with new (\$5,000)
18 May 1970	Coca-Cola Bottling Co.	A.P. Anderson, Architect/Van Bokkeler-Cole Co., Contractors	Expand facilities for bottling plant, no details provided (\$150,000)
6 July 1973	Coca-Cola Bottling Co.	O'Brien-Armstrong-Brukoff Architects/Thomas Scadden, Inc., Contractors	Construct interior incombustible non-bearing partitions, new floor fill, new interior and exterior awnings (\$32,600); use: warehouse and office

Date Permit Application Approved	Owner	Architect/Builder	Description of Work
3 September 1976	Coca-Cola Bottling Co.	Astro Enterprises	Install concrete blocks in perimeter openings to close 36 windows that are 2'8" tall x 3'4" long (\$1,472)
23 June 1989	Coca-Cola Bottling Co.	F.T.F. Fitzgerald & Associates/Yelda Co.	Replacement of three locations existing 4" concrete slab with 8" concrete slab with additional structural rebar; total area 280 s.f. (\$5,000)
29 July 1993	Goodwill Industries	Robinson, Mills, & Williams/Dome Construction	Interior demolition only on basement & ground floor – demo of non-structural partitions (\$68,000)
27 August 1993	Goodwill Industries	Robinson, Mills, & Williams/Dome Construction	Outside fuel tank – replace concrete slab, grating, and guardrail. Add bollards. New diesel tank and pump (\$25,000)
24 June 1994	Goodwill Industries	Robinson, Mills, & Williams/Dome Construction	Remodel of office space on ground floor: non-structural partitions, doors, frames, hardware, paint, tile, carpet, HC restroom; addition of one new lobby elevator for HC access. New driveway, exterior painting, no street improvement work or curb/gutter replacement. Sprinklers included. (\$1,200,000)
22 July 1994	Goodwill Industries	Robinson, Mills, & Williams/Dome Construction	Remove three existing stair enclosures and provide new rated partitions. Remove one existing stair completely (\$10,000)
10 August 1994	Goodwill Industries	Bryant Organization, Contractor	Reroofing - Tear off built-up and install 28lb base sheet and install 4-ply Class A roofing asphalt (\$249,140)
29 September 1994	Goodwill Industries	Robinson, Mills, & Williams/Dome Construction	Phase 4 full build out – additional partitions and curved steel canopy (\$30,000)
13 December 1994	Goodwill Industries	Robinson, Mills, & Williams/Dome Construction	Remodel of existing loading docks, alteration of curb site (\$275,000)
22 February 1995	Goodwill Industries	Robinson, Mills, & Williams/Dome Construction	Loading dock canopy structural installation (\$1)
28 February 1995	Goodwill Industries	Apex Commercial Graphics	Installation of new single-faced, non-illuminated wall sign (\$3,000)
22 March 1995	Goodwill Industries	Robinson, Mills, & Williams/Dome Construction	Sprinklers for loading dock canopy (\$5,000)
23 March 1995	Goodwill Industries	Rosendin Electric/Dome Construction	Fire alarm installation (\$2,000)

Date Permit Application Approved	Owner	Architect/Builder	Description of Work
19 April 1995	Goodwill Industries	Daniel E. Smith & Assoc./Dome Construction	Chain link 8' interior partitions, 48 LF of 6'5" Gyp. board partitions (\$8,000)
6 June 1995	Goodwill Industries	Robinson, Mills, & Williams/Dome Construction	Resloping of existing concrete sidewalk @11th street exit for handicap accessibility (\$3,000)
5 March 2010	Goodwill Industries	Hellmuth, C'Bata, and Kassabaum, architects	Minor demolition of existing tenant build-out to allow for construction of new conference rooms (\$156,305)
10 January 2012	Goodwill Industries	Stantec Architecture, Inc./Arbor Building Group	Interior remodel of basement floor consisting of minor non-structural build-out; path of egress and signage compliance; demolition of existing shower areas and restroom fixtures to create two additional restrooms (\$100,000)

## 4. HISTORICAL BACKGROUND AND CONTEXT

### 4.1 Occupant History

Table 2. Building Occupant History

Occupant	Years
White Motor Company	1925-c.1940
Coca-Cola Bottling Company	1941- c.1990
Goodwill Industries	c.1993-present

### 4.2 The White Motor Company

The following historical context is quoted from the 2010 Department of Recreation (DPR) set completed by William Kostura for 1500 Mission Street:

The White Motor Company began in 1900 as a division of the White Sewing Machine Company of Cleveland, Ohio. During their first decade as auto makers they made steam-powered automobiles, but after 1910 they switched to making gasoline-powered autos. At first these cars were made in the company's sewing machine factory, but after 1905 the auto division had its own plant. In the meantime White also began to make tractors and trucks. They were so successful in these lines that in the early 1920s they dropped automobiles to concentrate on making trucks, tractors, and busses. White continued to manufacture large trucks until 1980, when the company became insolvent and was sold to Volvo.

White opened up its first San Francisco showroom in 1903 at 300-304 Post Street, and also opened a White Garage at Market and Franklin streets at that time. Subsequently their sales rooms were at 1878 Market (1904-1906) and 135 Hayes (1907-1908).

In 1908 the White company built an expansive, two-story building at 1460-1498 Market Street and 2-60 Van Ness Avenue, based on designs by MacDonald and Applegarth. During the 17 years they remained here the company shifted their emphasis from steam autos to gasoline autos, and then to trucks and busses. This building also held the White Garage and some small storefronts. This building still stands, but in 1964 three stories of offices were added and the style was completely changed.

By 1924 the White Company had stopped making automobiles and sold only trucks and busses. Their Van Ness and Market location was not really suitable for selling these products, and in 1925 the company built the 1500 Mission Street facility a couple blocks away in the more industrial-oriented South-of-Market neighborhood. Here they sold and serviced trucks and busses for fifteen years. For unknown reasons they sold this building to the Coca-Cola Bottling Company in approximately 1940 and moved their operation to 1195 Harrison Street.<sup>5</sup>

### *4.3 The Coca-Cola Company*

#### **4.3.1 Company History**

The beverage now known as Coca-Cola was first developed in Atlanta, Georgia in May 1886. John S. Pemberton, a renowned chemist, developed his formula from the extract of Peruvian coca leaves, “purest” wine, and kola nut. He initially called it Pemberton’s French Wine Cola, since it was based on Vin Mariani, a tonic developed by Mariani & Co. of Paris in the 1860s. Shortly after Pemberton developed Coca-Cola, Atlanta instituted prohibition. As a result, he substituted sugar syrup for the wine.

Pemberton’s accountant, Frank Robinson, developed the name Coca-Cola based on its two primary ingredients, coca and kola, and also designed the now-iconic logo. The syrup, which was manufactured in Atlanta, was first distributed to local soda fountains, where it was then combined with carbonated water and sold to patrons for a nickel.

In 1888, shortly before Pemberton’s death, Asa Candler acquired the Coca-Cola formula and patents from Pemberton. In 1891, Candler purchased the company for \$2,300 and became sole proprietor. He increased sales tenfold within a year, and the Coca-Cola Company was incorporated in 1892. In 1893, the name “Coca-Cola” was registered with the U.S. patent office, and Candler began to market the product nationwide.<sup>6</sup>

Within the next few years, Candler slightly altered the formula, removing the slight trace of cocaine. The company “boomed” under Candler’s oversight, and became the world’s first large-scale marketer of soft

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<sup>5</sup> Kostura, 6.

<sup>6</sup> Robert M. Craig, *The Architecture of Francis Palmer Smith: Atlanta’s Scholar-Architect* (Athens, GA: University of Georgia Press, 2012), 159.

drinks.<sup>7</sup> The first syrup manufacturing plant outside Atlanta opened in Dallas in 1894 and soon, according to Candler, Coca-Cola was sold in every state and United States territory.

The beverage was first bottled independently in the 1890s, but was done so officially in 1899, when Candler sold the first bottling rights to Benjamin Thomas and Joseph Whitehead. Bottling of Coca-Cola began internationally in 1906 in Canada, Cuba, and Panama. By 1913, Coca-Cola was distributed by 2,300 wholesalers, and by more than 415,000 retailers. In 1915, the Root Glass Company produced a prototype of the iconic curved bottle designed by Alexander Samuelson.

In 1916, Candler retired from the company's day-to-day operations and successfully ran for mayor of Atlanta. Despite the sugar shortage during World War I, coke syrup was distributed to 70,000 soda fountains and 1,500 bottlers. The Coca-Cola Company was purchased in 1919 by investors led by Ernest Woodruff for \$25 million. In 1923, Robert W. Woodruff was elected President of the company, a position he maintained for more than sixty years. Under Woodruff's leadership, the company thrived and expanded into foreign markets, even despite the Great Depression.<sup>8</sup> The Coca-Cola Company introduced mechanically refrigerated coolers in 1930, and around that time, bottle sales began to surpass fountain sales. A coin-operated vending machine was introduced a few years later, as Pepsi emerged as a serious rival.<sup>9</sup> The number of foreign countries with bottling facilities increased from twenty-eight in 1930 to forty-four in 1940.

The decades of the 1940s through 1960s saw significant expansion for the Coca-Cola Company. In 1945, the company trademarked "Coke" and in 1950, the brand appeared on the cover of *Time*. By the beginning of the 1960s, the company was present in more than 100 countries and had 1,700 bottling facilities worldwide. With its profits continuing to grow, the company introduced a number of new soft drinks to its lineup in the ensuing decades, including: Fanta (Italy, 1955; US 1960); Sprite (1961); Mr. Pibb (1972); Hi-C (1978); and Diet Coke (1982).

With changes in technology and the global marketplace in the 1970s and 1980s, the company began to restructure its production and distribution systems. Coca-Cola retailers across the globe merged to form international mega-chains. As a result, many small and medium-size bottlers consolidated to better serve these new markets. The Coca-Cola Company "invested in a number of bottler consolidations to assure that its largest bottling partners would have capacity to lead the system in working with global retailers."<sup>10</sup>

International political and economic changes in the 1990s opened markets that had previously been closed or underdeveloped. After the fall of the Berlin Wall, the Company built several plants in Eastern Europe, and toward the end of the century over \$1.5 billion was spent to establish new bottling plants in Africa.<sup>11</sup>

### 4.3.2 Bottling History

Joseph A. Biedenharn was the first individual to bottle Coca-Cola, which he did in 1894 from his candy shop and soda fountain in Vicksburg, Mississippi. Three years later, R.H. Holmes and E.R. Barber, owners of the

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<sup>7</sup> F. N. Boney, "First Atlanta and Then the World: A Century of Coca-Cola," *The Georgia Historical Society* 71:1 (Spring 1987): 92.

<sup>8</sup> *Ibid.*, 93.

<sup>9</sup> *Ibid.*

<sup>10</sup> The Coca-Cola Company website, "The History of Bottling," <http://www.coca-colacompany.com/our-company/history-of-bottling> (accessed September 2015).

<sup>11</sup> *Ibid.*

Valdosta (GA) Bottling Works, began to bottle independently. Candler disregarded the fact that these early bottlers bottled his product without permission from the company, largely due to his “dim view of the prospects for bottling.” The earliest versions of the bottled soft drink were not successful. For example, the first bottle used by Holmes and Barber had a rubber washer on the stopper that gave the soda a strange odor. Bottling was also a slow process, and the bottles were difficult to clean. Further, the danger of exploding bottles made the prospect of bottling the beverage challenging, and Candler did not want to be responsible for any injuries that may occur.<sup>12</sup>

Candler officially granted bottling rights in 1899 to two young attorneys from Chattanooga, Tennessee, Benjamin Franklin Thomas and Joseph Brown Whitehead, who established bottling plants at no expense or liability to The Coca-Cola Company. Candler agreed to sell the syrup to Thomas and Whitehead exclusively, with exception of Joseph Biedenharn and the Valdosta Bottling Works. The Coca-Cola Company also furnished labels and advertising matter, and granted the bottlers sole rights to use the trademark on bottles.<sup>13</sup> This began a new era for company, as it was only when a reliable bottling system developed that Coca-Cola became a world famous brand.

After raising capital and selling some interest in the bottling company, Thomas and Whitehead began operation in late fall 1899 in Chattanooga, Tennessee. Whitehead sold half of his interest to lawyer-entrepreneur John T. Lupton to help finance the bottling venture. Upon realizing that they needed to open more plants to keep up with demand, Thomas, Whitehead, with the approval of Candler, sought entrepreneurs to establish bottling plants throughout the United States, “guaranteeing to each an exclusive territory in perpetuity in which to sell the bottled drink.... [Thus began]... a uniquely advantageous franchising system.”<sup>14</sup> Many of the early bottling plants were small family-owned businesses and covered a relatively small territory “determined by the distance a person could ride on horseback and return in the same day.”<sup>15</sup>

After an amicable parting in 1900, Thomas and Whitehead split their territory, with Thomas acquiring the mid-Atlantic and Eastern United States, plus the West Coast. He established the Coca-Cola Bottling Company, whose purpose was to resell the syrup to future franchised bottling plants at prices higher than the partnership paid to Candler. This was essentially a wholesale company, but was referred to as a “parent” bottling company.

Bottle innovations in the early 1900s led to a more efficient bottling process. In 1900, the “crown” bottle cap, similar to what is in use today, was introduced and used by all Coca-Cola bottlers by 1903. This new bottle was more efficient to fill and easier to clean. By the end of 1910, Coca-Cola was bottled in 379 plants across the United States. When Thomas died in 1914, his nephew George T. Hunter took over.

Also in 1914, the Coca-Cola Bottlers’ Association was formed by a group of twenty-five bottlers. The Association, concerned with quality control and standardization, hired Dr. W.P. Heath to “to troubleshoot and supervise the bottlers’ efforts to achieve more cleanliness and better and more uniform quality.”<sup>16</sup> He

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<sup>12</sup> Pat Watters, *Coca-Cola: An Illustrated History* (Garden City, NY: Doubleday & Company, Inc., 1978), 51-72.

<sup>13</sup> *Ibid.*, 57.

<sup>14</sup> Watters, 62.

<sup>15</sup> “Old Coca-Cola Bottling Plants as they appear today,” *The Martin Guide to Coca-Cola Memorabilia*, <http://earlycoke.com/surviving-bottling-plant-photos.html> (accessed September 15, 2015)

<sup>16</sup> Watters, 71.

helped them develop the optimal temperature and pressure for carbonation, a process that before was “casual” at best.<sup>17</sup> Early bottlers, worried that the straight-sided bottle they were using was too easily confused with the competition, solicited ideas from glass manufacturers for a distinctive new bottle. In 1915 a contoured bottle design from the Root Glass Company of Terre Haute, Indiana won the contest, and the new bottle was introduced to the commercial market in 1916. The now iconic bottle became one of the few packaging products ever granted trademark status by the U.S. Patent Office.<sup>18</sup>

Robert W. Woodruff, chief executive officer and chairman of the Coca-Cola Company board, led a major push toward international expansion in the 1920s and 1930s. As a result, new bottling plants opened in France, Guatemala, Honduras, Mexico, Belgium, Italy, Peru, Spain, Australia, and South Africa. By the beginning of World War II, the soft drink was being bottled in 44 countries throughout the world.<sup>19</sup>

The company experienced continued post-war growth worldwide, and the 1950s brought about changes in Coca-Cola package size and type. Consumers now had the choice of the traditional 6.5-ounce contour bottle, or larger servings including 10-, 12-, and 26-ounce versions. Cans also became generally available to the public in 1960.<sup>20</sup>

By the 1920s, the bottlers had largely standardized their processes, but as transportation technology advanced, many bottlers began to outgrow their facilities. There was also a desire for bottling facilities to move “from obscure locations to prominent sites [to make] them local show places” that showcased modern trends in architecture.<sup>21</sup> As part of a trend toward modernization and standardization, the Coca-Cola Company commissioned the Atlanta architecture firm of Pringle and Smith to design a set of model Coca-Cola bottling plants in 1928. According to a history of the firm’s work:

[When] bottlers in 1916 approved the distinctively contoured (and now trademarked) Coca-Cola bottle as an industry standard, what would become a widespread campaign of standardization intended to enhance the recognition of Coca Cola products was underway. But in the 1920s the more than 1,000 bottling plants nationwide – more than 95 percent of them locally owned – were as yet untouched by standardization. [Pringle and Smith’s] model designs would begin to make not just the product but also the establishment that manufactured it easily recognized by the consumer.<sup>22</sup>

Company president Robert Woodruff had long been convinced that product recognition “on all levels, from plant operation to Coke bottle, from storage coolers to soda fountain glasses, from slogans to signage and advertising, was key to effective marketing and increased sales.”<sup>23</sup> By the late 1920s, “the company wanted its bottling plants to be as familiar as the products they produced.”<sup>24</sup>

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<sup>17</sup> Watters, 72.

<sup>18</sup> The Coca-Cola Company website, “The History of Bottling,” <http://www.coca-colacompany.com/our-company/history-of-bottling> (accessed September 2015).

<sup>19</sup> Ibid.

<sup>20</sup> Ibid.

<sup>21</sup> Watters, 72.

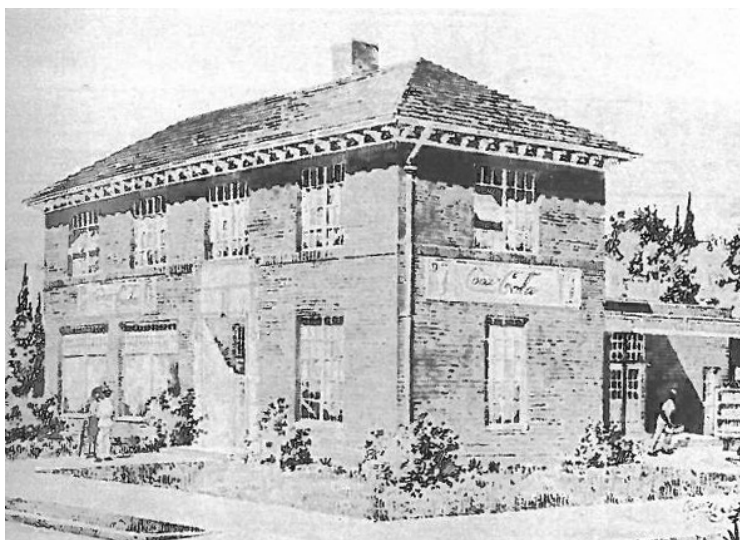
<sup>22</sup> Robert M. Craig, *The Architecture of Francis Palmer Smith: Atlanta’s Scholar-Architect* (Athens, GA: University of Georgia Press, 2012), 159.

<sup>23</sup> Ibid, 160.

<sup>24</sup> Ibid, 160.



In the model bottling plant designs developed by Pringle and Smith, each version was small in scale to reflect the scale of a local franchise in a small town, and each prominently displayed the Coca-Cola script logo or the contoured bottle in its detailing. These elements consisted of terracotta or cast concrete panels set in visible locations over windows or entry doors. Each plant also featured large industrial windows that allowed passers-by to observe the bottling operation inside, further advertising the availability of the product.<sup>25</sup> The “long-established standard of white writing on a red background could be easily translated architecturally to white terra cotta accents, or even mortar, against red brick on Coca-Cola buildings.”<sup>26</sup>



**Figure 8. Standardized Coca-Cola Bottling Plant, Model #3, Pringle and Smith, Architects (Photo: Robert Craig, *The Architecture of Francis Palmer Smith*, 163.)**



**Figure 9. Coca-Cola bottling plant, Swainsboro, GA; based on standardized plan model #3 (Photo: Google Maps Street View)**

<sup>25</sup> Ibid, 160.

<sup>26</sup> Ibid, 166.

Distributed to members of the Coca-Cola Bottlers' Association, the designs were typically one- to two-stories tall, and reflected classical styles of architecture. Later designs featured Art Deco ornament or reflected the onset of Modernism. Standard features found in all of the early designs, however, included an accented primary entrance, display windows on one side of the entry that made the interior activities visible, and offices, conference rooms, and other administrative spaces on the other side of the entry. Pringle and Smith designs were used for a dozen plants throughout the Southeast from the 1930s to the 1940s; designs after 1934 were done by Smith alone.<sup>27</sup>

From the standard plans of Pringle and Smith, the design of Coca-Cola's bottling plants appear to have evolved along with modern trends in architecture. Jesse Shelton, an architect employed by the company, designed a number of larger bottling facilities in the Streamline Moderne style in the late 1930s and 1940s through the 1960s. Some of these designs employed the more traditional brick and light colored terra cotta seen in the earlier standardized plans, but a number were executed in the smooth stucco cladding commonly used in the style. Some still had the hallmark components meant to market the brand, however, with Coca-Cola logos, contoured bottles, and other features incorporated as prominent design elements, either incorporated into the architecture itself or attached to the exterior of the building (as in signage). (See below for additional discussion of Jesse Shelton's work for Coca-Cola.)

Other examples of Streamline Moderne bottling plants are extant in the United States, though this style appears to have been employed less commonly than others. Designed by local architects, other known Moderne plants include:



**Figure 10. Coca-Cola Bottling Co. (Los Angeles, California), built 1936, architect Robert V. Derrah (Photo: Big Orange Landmarks <http://bigorangelandmarks.blogspot.com/2008/04/no-138-coca-cola-building.html> (accessed September, 18 2015).**

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<sup>27</sup> Ibid, 159.





**Figure 11. Coca-Cola Bottling Plant (Cincinnati, Ohio), built 1938, architect John H. Deekin (Photo: Greg Hume, Wikipedia contributors, "Coca-Cola Bottling Plant (Cincinnati, Ohio)," *Wikipedia, The Free Encyclopedia*, [https://en.wikipedia.org/w/index.php?title=Coca-Cola Bottling Plant \(Cincinnati, Ohio\)&oldid=630862142](https://en.wikipedia.org/w/index.php?title=Coca-Cola_Bottling_Plant_(Cincinnati,_Ohio)&oldid=630862142)).**



**Figure 12. Coca-Cola Bottling Company Works (Elmira, New York), built 1939, architect Lucius Read White, Jr. (Photo: Wikipedia contributors, "Elmira Coca-Cola Bottling Company Works," *Wikipedia, The Free Encyclopedia*, [https://en.wikipedia.org/w/index.php?title=Elmira Coca-Cola Bottling Company Works&oldid=622408917](https://en.wikipedia.org/w/index.php?title=Elmira_Coca-Cola_Bottling_Company_Works&oldid=622408917)).**

### 4.3.3 The Coca-Cola Bottling Company in San Francisco

In 1941, after purchasing the former White Motor Company building at 1500 Mission Street, Coca-Cola added four bays to the south of the front elevation and completely remodeled the building for use as a bottling plant. A second story was added to the front of the building, just behind the clock tower at this time. Coca-Cola Company architect Jesse Markham Shelton designed the renovation of the building in the Streamline Moderne Style, and the company remained here for over forty years, into the 1980s. A photograph of this building taken in 1964 shows it essentially the same as it is today, though all Coca-Cola signage has been removed.<sup>28</sup>



**Figure 13. 1500 Mission Street in 1964 (Photo: San Francisco History Center, San Francisco Public Library, AAC-6690 use permission pending).**

A survey of City Directories and local newspapers from the early 1900s through the 1940s indicate that Coca-Cola was bottled in San Francisco as early as 1906 by the San Francisco Coca-Cola Bottling Company at 623 Sansome Street (building not extant). Contemporary records also indicate that the Majestic Bottling Company bottled and distributed the beverage as early as 1908 from a location at 36 Beideman Street (does not appear extant).<sup>29</sup> The Coca-Cola Bottling Company of California operated a plant at 1349 Stevenson Street in San Francisco as early as the 1930s (building possibly extant) and relocated to the subject building in 1941.<sup>30</sup> To satisfy demand, bottling plants were opened in several Bay Area cities, including Oakland (not extant), San Leandro, Burlingame, and San Rafael.<sup>31</sup> An additional bottling plant in San Francisco was established in the late 1960s at Third and Carrol streets; however, this building appears to have been demolished.

<sup>28</sup> Kostura, 6.

<sup>29</sup> City Directory listings from the 1920s and a *San Francisco Chronicle* newspaper article from December 4, 1920 indicate that the Majestic Bottling Company bottled and distributed Coca-Cola at that time.

<sup>30</sup> The Coca-Cola Bottling Company first appears in the San Francisco City Directory in 1932.

<sup>31</sup> The bottling plant in Oakland was located at 13th and Kirkham streets and has been demolished. The plant in San Leandro (14655 Wicks Boulevard), constructed at an unknown date, appears to be in operation as a Coca-Cola bottling facility. The status and construction dates of the other Bay Area bottling plants is unknown.





**Figure 14. 1500 Mission Street, current view (Google Street View, February 2015).**

The Coca-Cola Bottling Company occupied the building at 1500 Mission Street until the late-1980s/early 1990s. Goodwill Industries renovated the building in 1995 for use as the new headquarters for Goodwill Industries of San Francisco, San Mateo, and Marin Counties, Inc.

#### *4.4 Jesse Markham Shelton*

Research indicates that Jesse M. Shelton, an Atlanta-based architect, was responsible for the redesign of the White Company building to its current Streamline Moderne design in 1941.<sup>32</sup> Original drawings for the Coca-Cola remodel have not been found.

Jesse Shelton graduated from the Georgia Institute of Technology in 1916 with a degree in architecture and soon took a position as a draftsman with Robert & Company Associates, Inc., one of the largest architecture and engineering firms in the Southeast. By 1935, Shelton had been promoted to vice president and treasurer of the firm.<sup>33</sup> Robert & Company counted the Coca-Cola Company among its most prominent clients, and through the 1930s and 1940s, Shelton designed many of its bottling plants in the United States, including those in Oakland, CA; Seattle, WA; Boston, MA; Pittsburgh City, PA; Atlanta, GA; Portland, OR; Louisville, KY; New Orleans, LA; and Hammond, LA. Shelton's designs for the bottling plants:

exhibited a regularity of form and harmony of style and material palette. Inherent to the design of each building was a central administrative block, flanked by subordinate manufacturing wings. His earlier designs were standard examples of Art Moderne-style architecture, which evolved aesthetically to include elements of the International Style.<sup>34</sup>

In the 1950s, Shelton was President of Robert and Company in Atlanta,<sup>35</sup> a firm that won a number of commissions from the Architect of the U.S. Capitol. The firm designed both the east extension of the Capitol

<sup>32</sup> "Coca-Cola Plant," *Architect and Engineer*, February 1941, 10.

<sup>33</sup> National Register Nomination Form, Coca-Cola Bottling Company of Baltimore, prepared by William Marzella (December 2012), 8:14.

<sup>34</sup> *Ibid.*

<sup>35</sup> "C.L. Emerson Become President of Robert and Company," *The Georgia Tech Alumnus*, vol. 10, no. 5, May-June 1933, 7; "Company Headed by Tech Alumni to Work on New Air Academy," *The Georgia Tech Alumnus*, Sept-Oct 1954, 22

(1958-1962) and the Madison Building at the Library of Congress (1966-1967).<sup>36</sup> Shelton was also involved with the construction of parking facilities for the Rayburn House Office Building and the restoration of the old Senate and Supreme Court Chambers.<sup>37</sup> He was a member of the AIA from 1944 to 1974.<sup>38</sup>

**Table 3. Selected Jesse Shelton Bottling Plants**

Location	Built	Notes
Seattle, WA	c.1939	Extant/intact; part of Seattle University campus
Oakland, CA	c.1940	Demolished
Pittsburgh City, PA	c.1940	Demolished
Boston, MA	c.1940s	Status unknown; may be demolished
San Francisco, CA	1941	Extant/altered; redesign of existing building
Atlanta, GA	Unknown	Unknown
Portland, OR	1941	Extant/intact; currently used as fountain syrup manufacturing facility
Louisville, KY	1941	Extant, intact; still used as Coca-Cola facility
New Orleans, LA	1947	Extant/intact; used for other purposes or vacant
Hammond, LA	1966	Demolished

A full list of Shelton designs for the Coca-Cola Company has not been compiled, but the table above lists a number of known commissions completed around the time that he developed the redesign of 1500 Mission. Though some buildings were clad in stucco and others in the more traditional red brick with concrete accents, Shelton’s consistent employment of Streamline Moderne and International Style features is evident in the photograph below. With exception of the San Francisco bottling plant at 1500 Mission Street, all of the commissions represented here were designed as new buildings.



**Figure 15. Seattle Bottling Plant, c.1939 (front elevation, Google Street View, 2015).**

<sup>36</sup> “Shelton, Jesse M.,” Library of Congress Name Authority File, <http://id.loc.gov/authorities/names/n96122177.html> (accessed September 15, 2015).

<sup>37</sup> National Register Nomination Form, Coca-Cola Bottling Company of Baltimore, prepared by William Marzella (December 2012), 8:14.

<sup>38</sup> “Jesse Markham Shelton,” American Institute of Architects, <http://public.aia.org/sites/hdoaa/wiki/Wiki%20Pages/ahd1040695.aspx> (accessed September 15, 2015).



Figure 16. Seattle Bottling Plant, c.1939 (side elevation, Google Street View, 2015).



Figure 17. Oakland Bottling Plant, c.1940; demolished (*Architect & Engineer*, December 1940)



Figure 18. San Francisco Bottling Plant at 1500 Mission, 1941 (Google Street View, 2015).





Figure 19. Portland Bottling Plant, c.1941 (southeast corner, Google Street View, 2015).



Figure 20. Portland Bottling Plant, c.1941 (south side, Google Street View, 2015).



Figure 21. Louisville Bottling Plant, photo taken May 1941 – see current appearance below (Image #: ULPA P\_03433\_2, R. G. Potter Collection, Photographic Archives, University of Louisville, Louisville, Kentucky).





**Figure 22. Louisville Bottling Plant, 1941 (front elevation, Google Street View, 2015).**



**Figure 23. New Orleans Bottling Plant, 1947 (front elevation, Google Street View, 2015).**

#### ***4.5 Streamline Moderne Architecture***

The 1941 remodel of 1500 Mission Street was completed in the Streamline Moderne style. The following context for Streamline Moderne architecture is quoted from the *San Francisco Modern Architecture and Landscape Design, 1935-1970 Historic Context Statement*. Contextual information for commercial and industrial buildings designed in this style in San Francisco is also provided:

Described as a unique American style, Streamline Moderne is considered the first “modern” style to gain widespread acceptance in mainstream America. Streamline Moderne, also referred to as Art Moderne, Moderne, Modernistic, or Depression Modern, was a conscious architectural expression of the speed and sleekness of the Machine Age. The style referenced the aerodynamic forms of airplanes, ships, and automobiles of the period with sleek, streamline rounded corners and curves, and evoked a machine made quality. It evolved from the Art Deco movement and incorporated design elements associated with the International Style. Nationwide, construction in this style began in the 1930s and peaked around 1940. In San Francisco, the period of construction of Streamline Moderne buildings

began in the mid-1930s and continued through to at least 1950. This period overlapped with the precipitous decline in building construction due to the impacts of the Depression and bans on non-war-related building construction enacted during World War II; as a result, relatively few buildings were constructed in the early iteration (pre-1945) of the Streamline Moderne. This style is most closely associated with small-scale residential development; it was not uncommon, however, for older commercial storefronts to be remodeled to incorporate elements of this popular style. Streamline Moderne was the dominant style promoted by the Federal Housing Administration (FHA) in its storefront modernization campaigns begun in 1934. The style incorporated newly developed products such as Vitrolite glass and Carrara glass (tinted structural glass), decorative plastic laminates, porcelain enamel, extruded aluminum and stainless steel fittings and fixtures, ceramic veneer, glass block, and advancements in building technologies such as the ability to bend structural glass.

A boxy version of the style, frequently referred to simply as Moderne or Art Moderne, incorporates many of the same features as Streamline Moderne, absent the curves. In addition, larger-scale public buildings, structures (such as walls and stairs), and sculpture constructed by New Deal federal agencies during the Depression era frequently utilized a stripped-down Moderne style.

### *Character-Defining Features of Streamline Moderne Architecture*

#### **Primary**

- Rounded corners and curved surfaces
- Curved railings and overhangs
- Speed lines (bands of horizontal piping, also known as “speed whiskers”)
- Curved glass windows or small porthole windows
- Horizontal ribbon windows
- Flat roof with coping at the roofline
- Smooth stucco or concrete wall surface, often painted white
- Wraparound windows at the corners
- Metal balconettes / railings, often curved
- General absence of historically derived ornamentation
- Horizontal orientation and asymmetrical façade

#### **Secondary**

- Glass block windows and walls
- Aluminum, stainless steel, chrome, and or wood used for door and window trim
- Towers and vertical projections, typically found on commercial or institutional buildings
- Awning or double-leaf garage door
- Curvilinear/geometric landscaping and/or hardscape, dyed concrete paving, typically found with residential buildings

#### **Additional storefront-specific features**

- Curved plate- or structural-glass and bulkheads
- Aluminum or metal bands
- Oval or semi-oval window glazing
- Angled and recessed entry vestibules
- Curvilinear terrazzo paving, which may extend onto the sidewalk

- Colored structural glass used as facing (Carrara and Vitrolite)
- Vitrolux accents (color-infused tempered plate glass) used for nighttime illumination
- Porcelain enamel facing, often in squared pattern (Enduro and Veribrite)
- Extruded metal door and window settings, often anodized
- Signs comprised of individual letters, often in a sans-serif, contemporary type face

## Commercial / Industrial

Commercial Streamline Moderne buildings include retail storefronts, warehouses, offices, and large-scale industrial buildings. Extant storefronts appear to be the rarest of the commercial building subtypes. While some retail buildings were originally constructed in the Streamline Moderne style, it was far more common for older commercial storefronts to be stripped of their original ornament and sheathed with new Moderne storefront components. Streamline Moderne was the dominant style promoted by the Federal Housing Administration (FHA) in its storefront modernization campaigns begun in 1934. The curvilinear shapes and new products, such as Vitrolite glass, Carrara glass, porcelain enamel steel, and extruded aluminum were used to re-clad bulkheads and entire storefronts throughout San Francisco. Technological innovations, such as the ability to curve structural glass, were readily incorporated into storefront design. Extant examples reflect the innovations and changes in American retailing during the 1930s-1950. Today, only scattered examples of Streamline Moderne storefront design remain.

Likewise, due to the Depression and war-related economic downturn, few large commercial or industrial buildings were constructed in this style. Notable extant examples include: the Lakeside Medical Center, 2501-2515 Ocean Avenue, Harold Stoner (1941); Ernest Ingold Chevrolet showroom, 999 Van Ness Avenue, John Elkin Dinwiddie (1937); Coca-Cola Bottling Co., 1500 Mission Street, Engineers, Ltd., (1941); Ocean Park Motel, 2690 46th Avenue, Conrad Kett (1937); and the Grand Theater, 2665 Mission Street, G. Albert Lansburgh (1940). Glass block was more commonly used in large-scale commercial/industrial buildings than any other associated property type. Occasionally, entire commercial buildings were remodeled in the Streamline Moderne style. Smaller-scale Streamline Moderne commercial, warehouse, and industrial buildings were concentrated in the South of Market Area.<sup>39</sup>

The following table is based on information and classifications provided in Kostura's 2010 DPR set for 1500 Mission Street.<sup>40</sup> The list primarily focuses on larger commercial, industrial, and institutional buildings that are similar in style and function to the subject property, and does not include single-family residential or small commercial buildings. All buildings listed in Table 2 are extant.

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<sup>39</sup> Mary Brown, *San Francisco Modern Architecture and Landscape Design, 1935-1970 Historic Context Statement* (San Francisco Planning Department, January 2011), 164-165, 168.

<sup>40</sup> Kostura, 7-8. The four categories of Streamline Moderne buildings in San Francisco are based on those in the 2010 DPR form set produced by Kostura.

Table 2. Streamline Moderne Buildings in San Francisco

Building Name	Address	Architect	Date	Notes	Historic Resource Status
<b>Best examples of Streamline Moderne</b>					
Malloch Apartments	1360 Montgomery	Irvin W. Goldstein	1937		A
Rincon Annex Post Office	101 Spear St	Gilbert Stanley Underwood	1940		A
Lakeside Medical Center	2501-2515 Ocean Ave	Harold Stoner	1941	Streamline Moderne/Colonial Revival	B
Ernest Ingold Chevrolet Showroom	999 Van Ness Ave	John Elkin Dinwiddie	1937	incorporates strong Art Deco motifs into its basic Streamlined Moderne elevations	A
Aquatic Park Casino (now SF Maritime Museum)	foot of Polk Street	William Mooser III, with ornament artists	1936-1939		A
Coit Tower	Telegraph Hill	Arthur Brown, Jr.	1933	Vertical instead of horizontal, but with curved flutings and arched openings at the top. The building at the base is a sculpted massing of rectangular blocks	A
<b>Roughly equivalent in quality to 1500 Mission</b>					
Sailors Union of the Pacific	450 Harrison St	William G. Merchant	1950		A
Ocean Park Motel	2690 46th Ave	Conrad Kett	1937		B
George Washington High School	32nd Ave and Geary	Miller and Pflueger	1934-1936		B
Lawton Elementary School	1570 31st Ave	Dodge Reidy and Charles E. J. Rogers	1935		B
<b>Lesser examples of the style, compared to 1500 Mission</b>					
Francis Scott Key School	1530 43rd Ave	Mooser, Stone, and Eames	1935	The central entrance pavilion is closer to Art Deco in style, but still has some curved elements typical of Streamlined Moderne.	B

Building Name	Address	Architect	Date	Notes	Historic Resource Status
Grand Theater	2665 Mission St	G. Albert Lansburgh	1940		A
San Francisco Galvanizing Works	1176 Harrison St	Dodge A. Reidy	1929		A
Henry Doelger's office building	320 Judah St	C.O. Clausen	1932, 1940		A
NBC Building	420 Taylor St	Albert Roller	1941-1942		A
<b>Simplified examples of the Streamline Moderne style</b>					
Academic Building (now Science Hall)	City College of San Francisco	Miller and Pflueger	1940	Horizontal only in its massing, not in its fenestration	B
I. Magnin Store	SW corner Geary and Stockton Sts	Miller and Pflueger	1946		A
U.S. Mint	155 Hermann Street	Gilbert Stanley Underwood	1935-1936		A
Appraiser's Building	630 Sansome St	Gilbert Stanley Underwood	1941		A
The Central Tower	703 Market St	Albert Roller	1938		A

As noted in both the DPR set by Kostura and the *San Francisco Modern Architecture & Landscape Design Historic Context Statement*, the Streamline Moderne style is relatively rare in San Francisco, especially industrial and commercial examples of the style. Table 2 further illustrates that among the limited number of larger Streamline Moderne buildings in the city, there are only about ten examples of greater or equal quality to the building at 1500 Mission Street.

## 5. EVALUATIVE FRAMEWORK

### 5.1 California Register of Historical Resources

The California Register of Historical Resources (California Register) is the authoritative guide to the State's significant historical and archaeological resources. It serves to identify, evaluate, register, and protect California's historical resources. The California Register program encourages public recognition and protection of resources of architectural, historical, archaeological, and cultural significance; identifies historical resources for state and local planning purposes; determines eligibility for historic preservation grant funding; and affords certain protections under the California Environmental Quality Act (CEQA). All resources listed on or formally determined eligible for the National Register of Historic Places are automatically listed on the

California Register. In addition, properties designated under municipal or county ordinances are eligible for listing in the California Register.

The California Register criteria are modeled on the National Register criteria. A historical resource must be significant at the local, state, or national level under one or more of the following criteria:

1. It is associated with events or patterns of 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.
2. It is associated with the lives of persons important to local, California, or national history.
3. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.
4. It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, state or the nation.

## 5.2 Integrity

Like the National Register, evaluation for eligibility to the California Register requires an establishment of historic significance before integrity is considered. California's integrity threshold is slightly lower than the federal level. As a result, some resources that are historically significant but do not meet National Register integrity standards may be eligible for listing on the California Register. Second, for a property to qualify under the National Register's Criteria for Evaluation, it must also retain "historic integrity of those features necessary to convey its significance."<sup>41</sup> While a property's significance relates to its role within a specific historic context, its integrity refers to "a property's physical features and how they relate to its significance."<sup>42</sup> Since integrity is based on a property's significance within a specific historic context, an evaluation of a property's integrity can only occur after historic significance has been established. The National Register has identified seven aspects of integrity:

- *Location* is the place where the historic property was constructed or the place where the historic event occurred.
- *Setting* is the physical environment of a historic property.
- *Design* is the combination of elements that create the form, plan, space, structure, and style of a property.
- *Materials* are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- *Feeling* is a property's expression of the aesthetic or historic sense of a particular period of time.
- *Association* is the direct link between an important historic event or person and a historic property.

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<sup>41</sup> <sup>41</sup> National Park Service, National Register Bulletin 15: *How to Apply the National Register Criteria for Evaluation*, online at [http://www.nps.gov/nr/publications/bulletins/nrb15/nrb15\\_6.htm](http://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_6.htm) (accessed September 18, 2015).

<sup>42</sup> Ibid.

## 6. EVALUATION OF SIGNIFICANCE

### *6.1 California Register of Historical Resources Evaluation*

Below is an evaluation of the property's significance under each California Register criterion.

#### **California Register Criterion 1 [Association with Significant Events]**

Criterion 1 applies to properties associated with single events or with a pattern of events, repeated activities, or historic trends. To qualify as a resource under this criterion, the event or trends must clearly be important within a historic context, and the property must have a significant association with the event or historic trends. Mere association with historic events or trends alone is not enough to qualify under this criterion – the property's specific association must be considered important as well.<sup>43</sup>

The subject building at 1500 Mission Street was converted for use as a Coca-Cola bottling plant in 1941 and was used in this capacity through the late 1980s. By the time the plant was developed, Coca-Cola had been bottled in locations across the globe for thirty-five years. The 1940s through the 1960s were a period of expansion for Coca-Cola, and additional bottling facilities were constructed both nationally and internationally to meet demand. While the subject property was converted for use as a Coca-Cola bottling facility during this period of expansion, research did not indicate that it has a significant association with this context. Nor do any innovations related to the Coca-Cola bottling process appear to have been pioneered at 1500 Mission Street.

Further, research completed for this study does not suggest that the bottling facility notably contributed to patterns of commerce or industry in San Francisco at the time. A number of earlier bottling facilities in smaller towns are significant in part because they played a prominent role in the commercial history of those towns. While the bottling facility at 1500 Mission Street undoubtedly contributed to the local economy, research did not indicate that this contribution was notable enough to qualify this building for listing under this criterion.

For the reasons discussed above, the subject property does not appear to qualify as a historic resource under this criterion.

#### **California Register Criterion 2 [Association with Significant Persons]**

Research did not indicate that the subject property is notably associated with persons significant in local, state, or national history. As such, the property does not qualify for significance under this criterion.

#### **California Register Criterion 3 [Architectural Significance]**

In a prior evaluation by William Kostura, the subject property was found to be significant under CRHR Criterion 3 for its architectural merit. Criterion 3 applies to properties significant for their architectural design or engineering. To be eligible under Criterion 3, a property must meet at least one of the following requirements: embody distinctive characteristics of a type, period, or method of construction; represent the

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<sup>43</sup> National Park Service, National Register Bulletin 15: *How to Apply the National Register Criteria for Evaluation*, online at [http://www.nps.gov/nr/publications/bulletins/nrb15/nrb15\\_6.htm](http://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_6.htm) (accessed September 18, 2015).

work of a master; possess high artistic value; or represent a significant and distinguishable entity whose components may lack individual distinction – typically referred to as a “district.”<sup>44</sup>

ARG concurs with the previous findings that the building is a good, intact example of a Streamline Moderne industrial building and that it embodies the distinctive characteristics of this style. Further, according to the *San Francisco Modern Architecture and Landscape Design, 1935-1975 Historic Context Statement*, 1500 Mission is one of a relative few examples of an industrial building designed in this style in San Francisco.

The *San Francisco Modern Architecture and Landscape Design Historic Context Statement* establishes certain evaluation criteria and integrity thresholds for commercial and industrial buildings designed in the Streamline Moderne style:

In order to meet local and state registration requirements under Criterion 3 (Architecture) as an individual resource, a commercial property would need to retain many of its character-defining features. However, given that this is a significant and extremely rare property type, lower thresholds of integrity are warranted.<sup>45</sup>

Although the building does not display all of the features common to Streamline Moderne architecture, it does display a majority of the primary character-defining features of that style, including:

- Rounded corners and curved surfaces
- Speed lines (bands of horizontal piping, also known as “speed whiskers”)
- Flat roof with coping at the roofline
- Smooth stucco or concrete wall surface
- Wraparound windows at the corners
- General absence of historically derived ornamentation
- Horizontal orientation and asymmetrical façade
- Aluminum, stainless steel, chrome, and or wood used for door and window trim
- Towers and vertical projections
- Recessed entry vestibule

The retention of these character-defining features are sufficient to “embody distinctive characteristics” of the Streamline Moderne style, making the building at 1500 Mission Street a good example of this style in San Francisco. Further, the building retains industrial features including industrial steel sash windows, wire glass skylights, and exposed steel trusses on the warehouse interior.

The subject property does not appear to qualify for the CRHR under Criterion 3 for association with architect Jesse Shelton. Though Shelton designed a number of impressive bottling plants for the Coca-Cola Company from the 1930s through the 1960s, research did not indicate that he is considered a master architect. Even if future research were to indicate Shelton should be considered a master architect, the subject property would not be considered a strong example of his work. The Streamline Modern remodel of 1500 Mission appears to have been Shelton’s only commission involving the conversion of an existing building for use as a bottling facility instead of new construction. His use of the Streamline Moderne architectural style

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<sup>44</sup> *National Register Bulletin 15*, 17.

<sup>45</sup> Brown, 168-69.



was in keeping with other commissions he completed at the time, but reads as a more restrained example of the style when compared with his other designs. Other, better examples of his work for Coca-Cola are extant.

Further, since the commission was a remodel rather than an original Coca-Cola bottling company design, it lacks the built-in signage and ornament that was so important to brand recognition. Historic photos show that all of the Coca-Cola Company signage installed in 1941 was attached to the exterior wall surfaces rather than built into the façade through terra-cotta panels or other applied ornament, as it was at some other modern bottling plants. All of the exterior signage has been removed and without it the building is no longer recognizable as a Coca-Cola bottling facility.

For the reasons discussed above, the subject property appears eligible for the CRHR under this criterion as a good and somewhat rare example of a Streamline Moderne style industrial building in San Francisco. It does not appear eligible for its association with architect Jesse Shelton or the Coca-Cola Company.

#### **CRHR Criterion 4 [Potential to Yield Information]**

Criterion 4 is generally applied to archeological resources and evaluation of the property for eligibility under this criterion is beyond the scope of this evaluation.

### ***6.2 Integrity Analysis***

Integrity is the authenticity of a historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance. Integrity involves several aspects including location, design, setting, materials, workmanship, feeling, and association. These aspects closely relate to the building's significance and must be primarily intact for eligibility. In general, the building at 1500 Mission Street retains integrity sufficient to communicate its significance as a good local example of an industrial building designed in the Streamline Moderne architectural style.

#### ***Location***

The subject property has not been moved from its original location. As such, it retains integrity of location.

#### ***Design***

Despite interior alterations, the building maintains integrity of design through its architectural features and industrial use. The rounded corners, speed lines, metal sash windows, horizontal emphasis, clock tower, and overall form established in the 1941 remodel remain intact and no significant additions have been made to the building. The wire glass skylights, industrial steel sash windows, steel truss work and open interior of the warehouse communicate the building's industrial use. Therefore, the building retains integrity of design.

#### ***Setting***

Although the setting has changed since the building's period of significance, many older buildings – both older than and contemporary to the subject building's date of conversion – still occupy neighboring lots, particularly directly across Mission Street. Therefore, the building retains integrity of setting.

#### ***Materials***

Most exterior materials dating to the 1941 Streamline Moderne remodel appear to be extant, thus affording the building a high degree of material integrity. Interior features related to the building's industrial use are also extant.

### *Workmanship*

Conforming to the tenets of modern architecture, the subject property primarily includes mass-produced building materials. The metal sash windows are examples of such materials. While these components do not reflect the work of a particular craftsman or culture, they do reflect the period in which the building was constructed. As such the building retains integrity of workmanship.

### *Feeling*

The subject property displays integrity of feeling through its intact original Streamline Moderne design features, industrial features, original materials, and setting within the South of Market area.

### *Association*

Though the subject property no longer displays a significant association with the Coca-Cola Company, it maintains integrity of association with the Streamline Moderne style through the extant 1941 design and materials.

In summary, the building at 1500 Mission Street retains integrity sufficient to clearly express its significance.

## *6.3 Character-Defining Features*

A character-defining feature is an aspect of a building's design, construction, or detail that is representative of the building's function, type, or architectural style. Generally, character-defining features include specific building systems, architectural ornament, construction details, massing, materials, craftsmanship, site characteristics, and landscaping within the period of significance. In order for an important historic resource to retain its significance, its character-defining features must be retained to the greatest extent possible.

The building's period of significance is 1941, when it was remodeled for continued use as an industrial building in the Streamline Moderne style. Character-defining features of 1500 Mission Street include:

- Overall form and massing (front two-story office section, rear one-story warehouse section, vertical clock tower projection)
- Horizontal emphasis along Mission Street (juxtaposed with tower projection) and 11th Street facades
- Rounded corners and curved surfaces
- Speed lines (bands of horizontal piping)
- Flat roof with coping at the roofline
- Smooth concrete wall surface
- Wraparound window at the corner
- General absence of historically derived ornamentation
- Asymmetrical façade
- Recessed entry vestibule
- Multi-pane, industrial steel sash windows, throughout
- Clock faces at tower
- Paired steel doors and tall transom at main entrance with decorative detailing
- Industrial warehouse section with wire glass skylights; exposed steel truss work and structural framing; unfinished concrete floor; and open, full-height interior space

## 7. SUMMARY

Originally constructed in 1925 as the White Motor Company and remodeled in 1941 for use as a Coca-Cola bottling facility, the property at 1500 Mission is a good local example of an industrial building designed in the Streamline Modern style of architecture in San Francisco. As such, it qualifies for the CRHR under Criterion 3. Previous evaluations have recognized the building for architectural significance and ARG concurs with these findings. ARG has completed additional research and evaluation for the subject building related to its conversion and use as a Coca-Cola bottling plant, but finds that the property does not qualify as a historic resource for this association.

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<http://id.loc.gov/authorities/names/n96122177.html>

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Appendix A: Existing Conditions Photographs



Intersection of Mission Street and South Van Ness, view looking northeast; subject property at far right  
(Architectural Resources Group, January 2015)



West and south façades, view looking northeast along Mission Street  
(Architectural Resources Group, January 2015)





South corner of building, Mission Street  
(Architectural Resources Group, January 2015)



South façade, view looking west on Mission Street  
(Architectural Resources Group, January 2015)





East façade, view looking west from north corner of Mission and 11th streets  
(Architectural Resources Group, January 2015)



East façade, view looking south along 11th Street  
(Architectural Resources Group, January 2015)



Detail of entrance along 11th Street  
(Architectural Resources Group, January 2015)



South façade, view looking northwest along Mission Street  
(Architectural Resources Group, January 2015)

## Appendix B: Sanborn Maps



191

10TH 185 ST.

3507 (463)

JESSIE

See Volume One

11TH ST. 80' wide

193

MARKET

MISSION



OLD LUMBER

OLD LUMBER

WRECKING CO.

OLD SYMON BROS.

OLD LUMBER

LUMBER

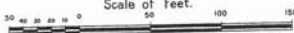
OLD LUMBER

3506 (467)

12TH ST.

192

Scale of Feet.



See Volume Four

LAFFETTE AV.

191

10TH 185 ST.

193

11TH ST. 80' wide

12TH ST.

192

SEE VOLUME ONE

SEE VOLUME FOUR

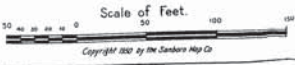
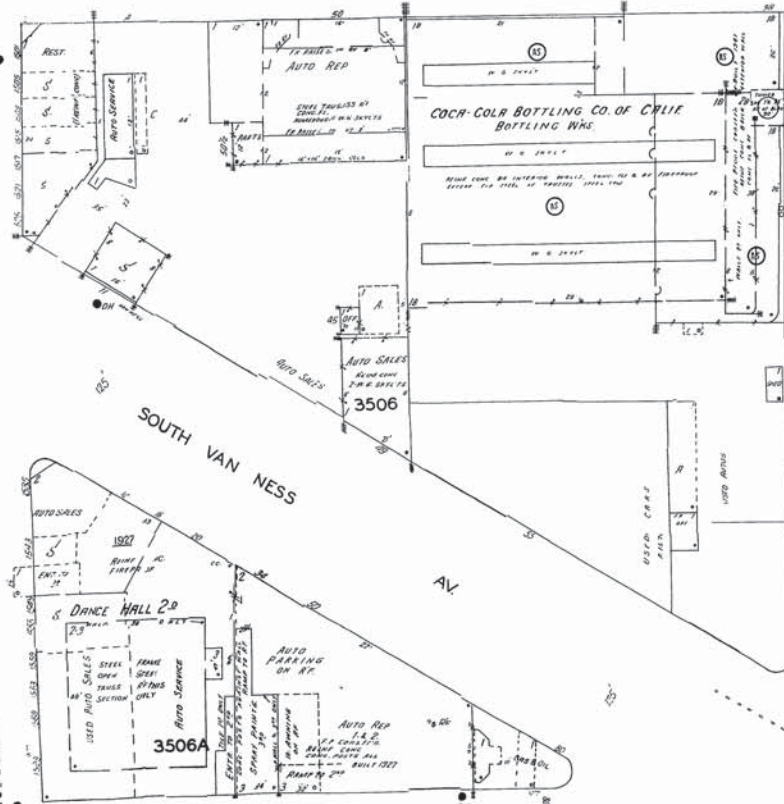
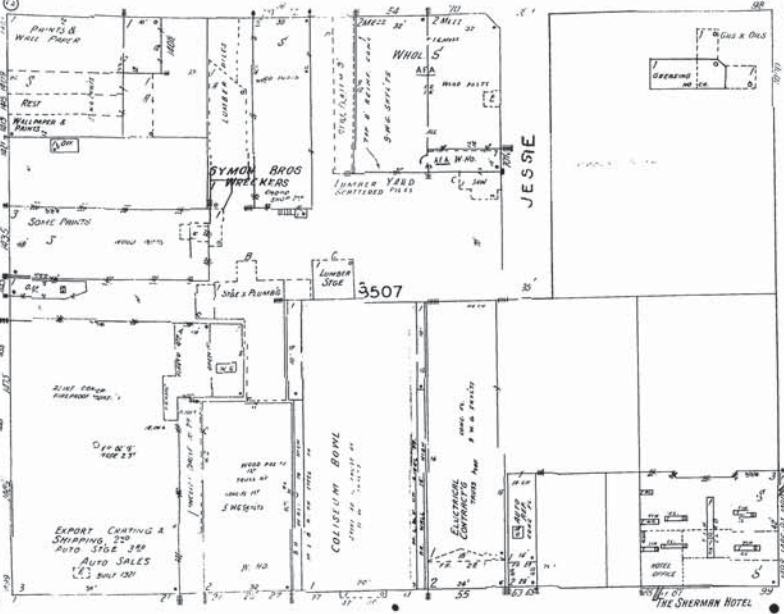
MARKET

MISSION

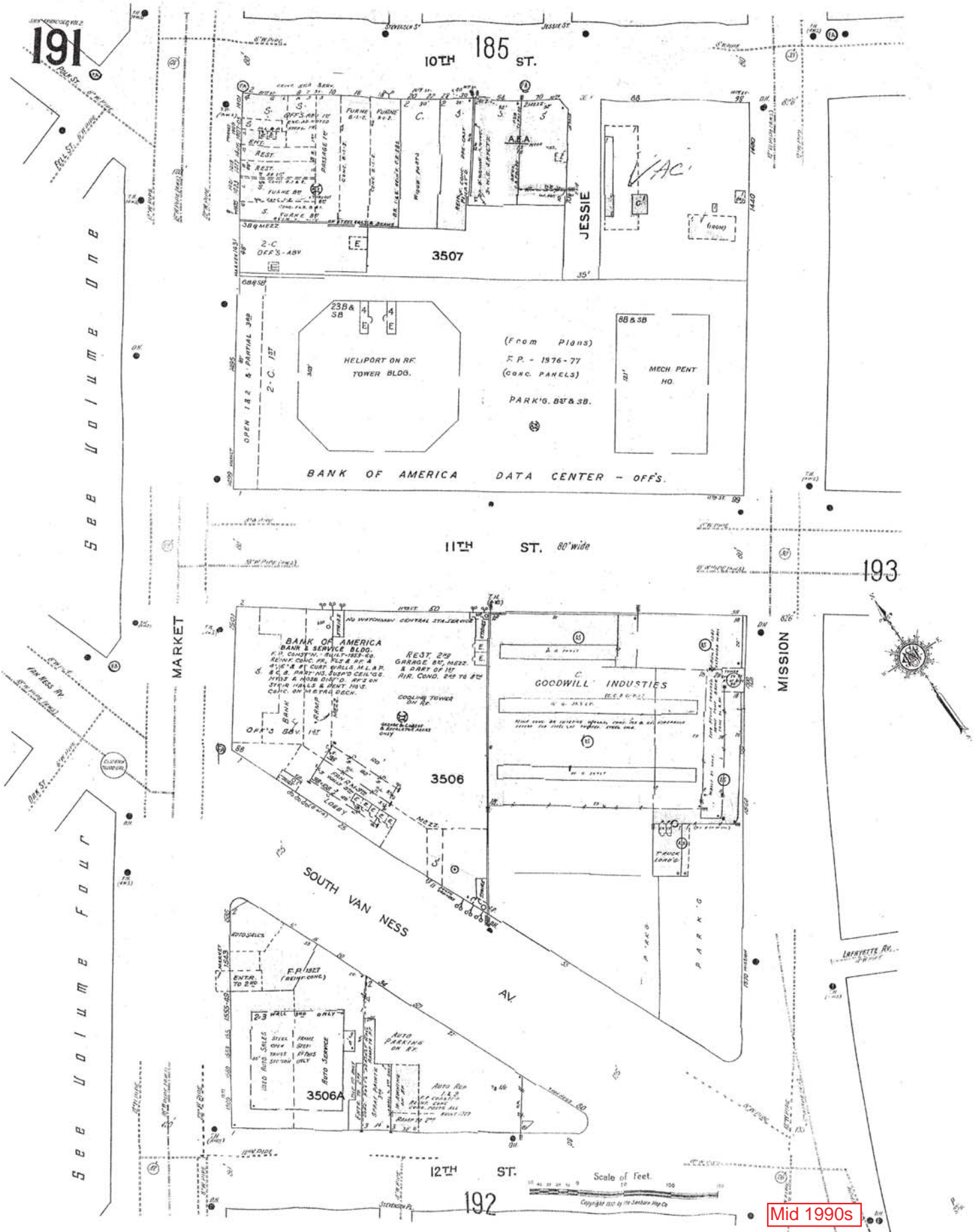
SOUTH VAN NESS

AV

LAFFAYETTE AV.



THESE SANBORN MAPS ARE DATED TO THE MID 1990'S  
USE ONLY FOR HISTORICAL CONTEXT



Mid 1990s



## Appendix C: Building Permits





# SAN FRANCISCO PLANNING DEPARTMENT

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## Notice of Preparation of an Environmental Impact Report and Notice of Public Scoping Meeting

*Date:* May 13, 2015  
*Case No.:* **2014-000362ENV**  
*Project Address:* **1500-1580 Mission Street**  
*BPA Nos.:* Not Applicable  
*Zoning:* C-3-G (Downtown General Commercial) District  
Van Ness and Market Downtown Residential Special Use District  
120/320-R-2, 85/250-R-2, 85-X Height and Bulk Districts  
*Block/Lot:* 3506/002 and 003  
*Project Site Size:* 110,772 square feet (2.5 acres)  
*Project Sponsor:* Goodwill SF Urban Development, LLC  
Matthew Witte – (415) 677-9000  
*Lead Agency:* San Francisco Planning Department  
*Staff Contact:* Chelsea Fordham – (415) 575-9071  
chelsea.fordham@sfgov.org

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### PROJECT SUMMARY

The project sponsor, Goodwill SF Urban Development, LLC, an affiliate of Related California Urban Housing, proposes to demolish one existing building and a portion of another building on the project site, at 1500 and 1580 Mission Street, and construct a mixed-use development with two components. The residential and retail development component would include a 39-story, 396-foot-tall tower (up to 416 feet to top of the parapet enclosing mechanical equipment) with mid-rise podium elements at the corner of Mission Street and South Van Ness Avenue. The office and permit center development component would be occupied by several City and County of San Francisco (“City”) departments, and include an 18-story, 264-foot-tall tower (up to 284 feet to top of the parapet enclosing mechanical equipment) on 11th Street between Market and Mission Streets with mid-rise podium elements extending west and south from the tower. A portion of the existing one-time Coca-Cola bottling plant at 1500 Mission Street (Coca Cola building), including its clock tower, would be retained and converted to retail use.

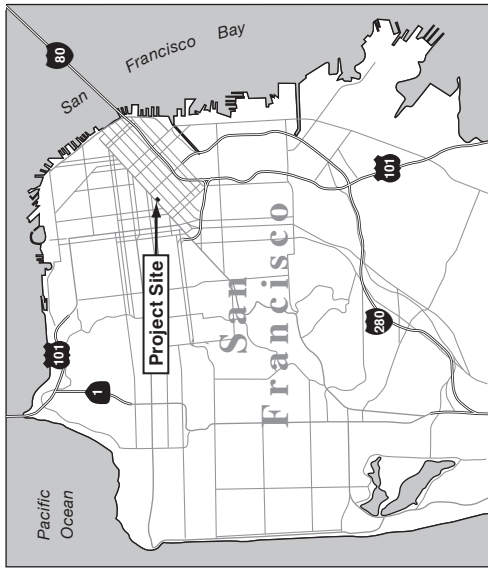
### PROJECT LOCATION AND SITE CHARACTERISTICS


The project site consists of two parcels (Assessor’s Block 3506, Lots 002 and 003<sup>1</sup>) located on the north side of Mission Street between 11th Street and South Van Ness Avenue, within San Francisco’s South of Market (SoMa) neighborhood, as shown in **Figure 1**. The project site is located within the Downtown Plan area and Market and Octavia Plan area, and is located within the C-3-G (Downtown General Commercial) Use District, the Van Ness and Market Downtown Residential Special Use District, and the 120/320-R-2, 85/250-R-2 and 85-X Height and Bulk Districts. The site is one-half block south of Market Street and approximately four blocks southwest of San Francisco City Hall.

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<sup>1</sup> Lots 002 and 003 are also referred to in some property records as Lots 006 and 007, respectively.





-  Project Site
- 2, 3 Lot Numbers
- 3506 Assessor's Block



1500 Mission Street; Case No. 2014-000362ENV

**Figure 1**  
Regional Location

SOURCE: ESA, 2015

The project site totals 2.5 acres and is generally flat and is a trapezoidal shape with a 464-foot-long frontage along Mission Street, a 255-foot frontage along South Van Ness Avenue, and a 275-foot frontage along 11th Street. The northern boundary of the site stretches for 320 feet abutting an eight-story City office building that fronts onto South Van Ness Avenue and Market Street (One South Van Ness Avenue).

The project site is currently occupied by two existing buildings used by Goodwill Industries: a two-story, 29,000-square-foot building at 1580 Mission Street constructed in 1997 that contains a Goodwill retail store on the ground level and offices above, and an approximately 57,000-square-foot, largely single-story warehouse building at 1500 Mission Street currently used by Goodwill for processing donated items. The warehouse building has a basement parking garage that is currently used for public parking with approximately 90 spaces, with access from a driveway on South Van Ness Avenue. The site also contains approximately 25 surface parking spaces and six surface loading spaces, accessed from Mission Street and 11th Street, respectively. The warehouse building, which features an approximately 85-foot-tall clock tower atop the Mission Street façade, was constructed in 1925 for the White Motor Company and renovated in 1941 for use as a Coca-Cola bottling plant, a use that continued until the 1980s.

The primary entrance to the retail building is at the corner of South Van Ness Avenue and Mission Street. The entrance and primary façade of the warehouse building, along with the clock tower, is at the corner of Mission and 11th Streets. The site contains street trees at the following locations: three street trees along South Van Ness Avenue, eight street trees along Mission Street, and seven street trees along 11th Street.

Both of the existing buildings are Unrated (Category V) buildings under Article 11 of the Planning Code. However, a 2010 historical resources survey found the 1500 Mission Street building appears individually eligible for the California Register of Historical Resources.

## PROPOSED PROJECT

The proposed project would demolish the 1580 Mission Street building and a portion of the 1500 Mission Street building on the project site and construct a mixed-use development with two components, as shown in **Figure 2** through **Figure 8**. The first component, the mixed-use residential and retail component, would include a 39-story, 396-foot-tall tower (up to 416 feet to top of the parapet enclosing mechanical equipment) with mid-rise podium elements up to approximately 110 feet tall at the corner of Mission Street and South Van Ness Avenue. The second component, the City office and permit center component, would consist of an 18-story, 264-foot-tall tower (up to 284 feet to top of the parapet enclosing mechanical equipment) on 11th Street between Market and Mission Streets, with mid-rise podium elements up to 137 feet tall extending west and south from the tower. A 40-foot-deep portion of the former Coca-Cola building at 1500 Mission Street would be retained and used for retail space as part of the project; the clock tower would be included in this retention and rehabilitation as would a portion of the façade along 11<sup>th</sup> street. The remainder of the 1500 Mission Street building and all of the 1580 Mission Street building would be demolished. A publicly accessible, partially glass-roofed concourse (also referred to as the “forum”) totaling approximately 8,650 square feet would separate the residential and retail components from the office development and provide pedestrian connectivity midway through the site from South Van Ness Avenue to 11th Street. **Table 1** presents the proposed project characteristics for both components, which are further described below.

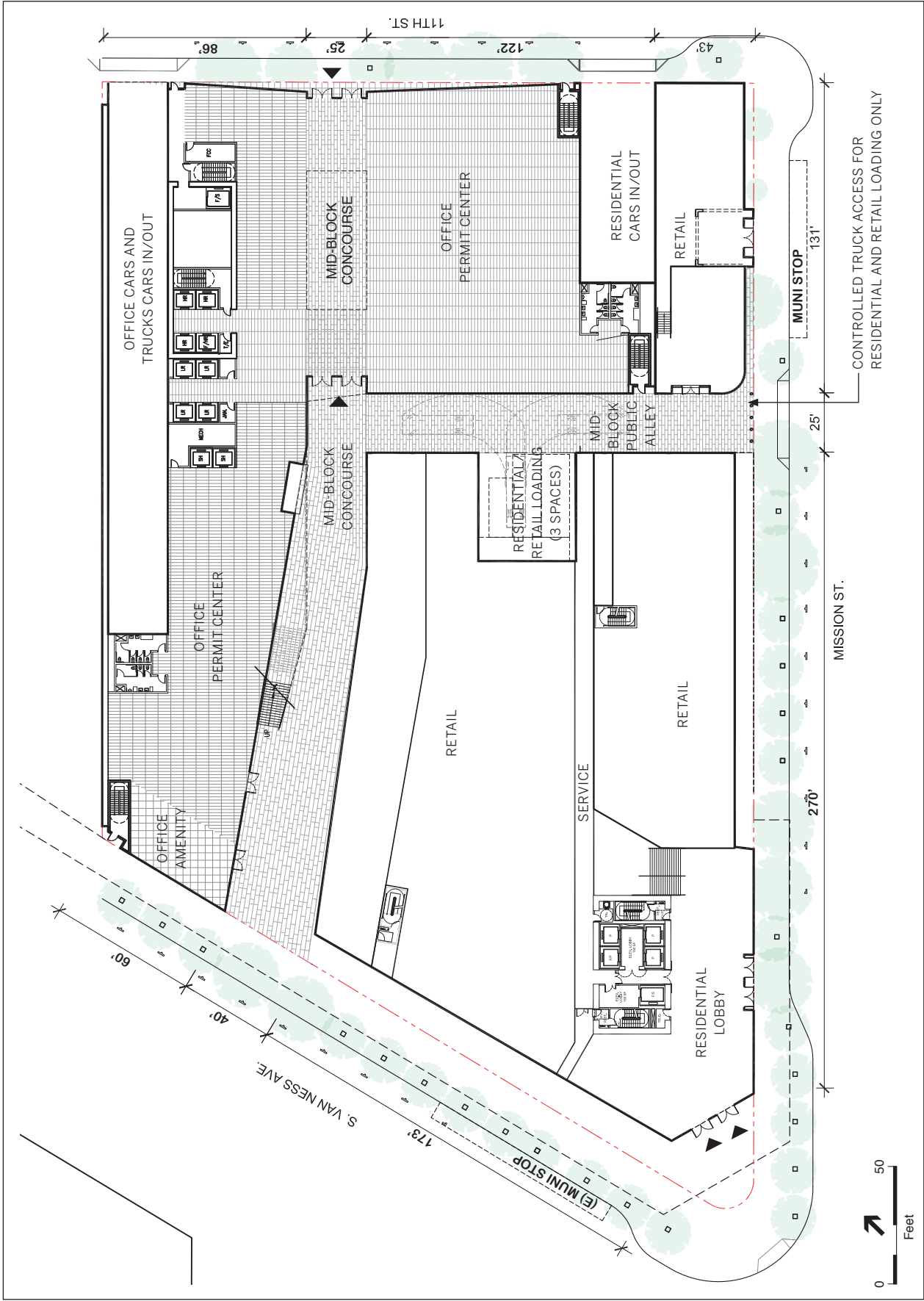
**Table 1**  
**Proposed Project Characteristics**

<b>Proposed Use</b>	<b>Description</b>	<b>Gross Building Area</b>
<b>RESIDENTIAL/RETAIL</b>	<b>39 stories, 396 feet tall (416 feet to top of parapet)</b>	<b>712,790 sq. ft.</b>
Residential Tower	550 units total. Including 110 affordable units	559,190 sq. ft.
Studios	55 units	-
One-bedroom units	275 units	-
Two-bedroom units	165 units	-
Three-bedroom units	55 units	-
Retail <sup>a</sup>	Ground floor and Level 2	60,000 sq. ft.
Basement Area <sup>b</sup>	Levels 1 and 2	93,600 sq. ft.
Vehicle Parking	275 residential spaces; 24 retail spaces; 4 car share	-
Loading	3 spaces	-
Class 1 Bicycle Parking	260 spaces, 2 showers, 12 lockers	-
Class 2 Bicycle Sidewalk Racks	39 spaces	-
<b>OFFICE AND PERMIT CENTER</b>	<b>18 stories, 264 feet tall (284 feet to top of parapet)</b>	<b>554,950 sq. ft.</b>
Offices	Floors 3 to 18	375,000 sq. ft.
Permit Center	Floors 1 and 2 on 11th Street	87,000 sq. ft.
Basement Area <sup>b</sup>	Levels 1 and 2	84,300 sq. ft.
Concourse/Forum	Level 1	8,650 sq. ft.
Vehicle Parking	80 – 120 spaces; 2 car share	-
Loading	3 spaces	-
Class 1 Bicycle Parking	103 spaces; 4 showers; 24 clothes lockers	-
Class 2 Bicycle Sidewalk Racks	11 spaces	-
<b>OPEN SPACE</b>	<b>Residential, Office and Public Open Space</b>	<b>52,600 sq. ft.</b>
Residential Open Space	Level 2 Courtyard, Podium	26,400 sq. ft.
Office Open Space	Roof Top	12,900 sq. ft.
Public Open Space	Concourse/Forum and alley	13,300 sq. ft.
<b>COMBINED PROJECT</b>	<b>Residential, Retail, Office, Parking</b>	<b>1,267,740 sq. ft.</b>
Total Site Area	Area of parcels at ground level	110,772 sq. ft. (2.5 acres)
Total Vehicle Parking	383-423 spaces; 6 loading	-
Total Class 1 Bike Parking	363 spaces; 6 showers; 36 clothes lockers	-
Total Class 2 Bike Sidewalk Racks	50 spaces	-

<sup>a</sup> Includes 5,200 square feet of retail in retained 1500 Mission Street building frontage.

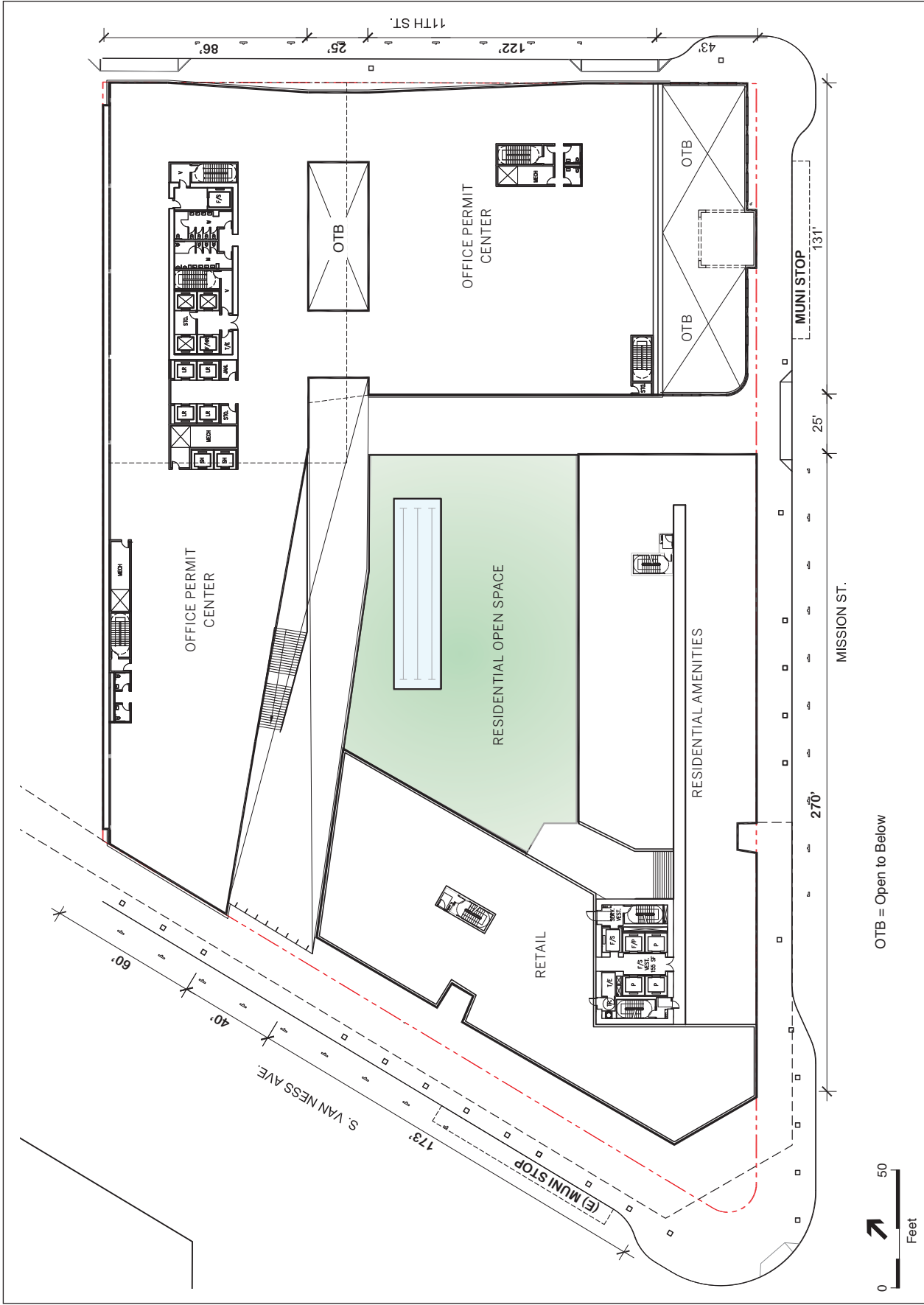
<sup>b</sup> Includes ramp to garage and garage circulation space in the basement.

SOURCE: Related California Urban Housing, SOM, April 2015.



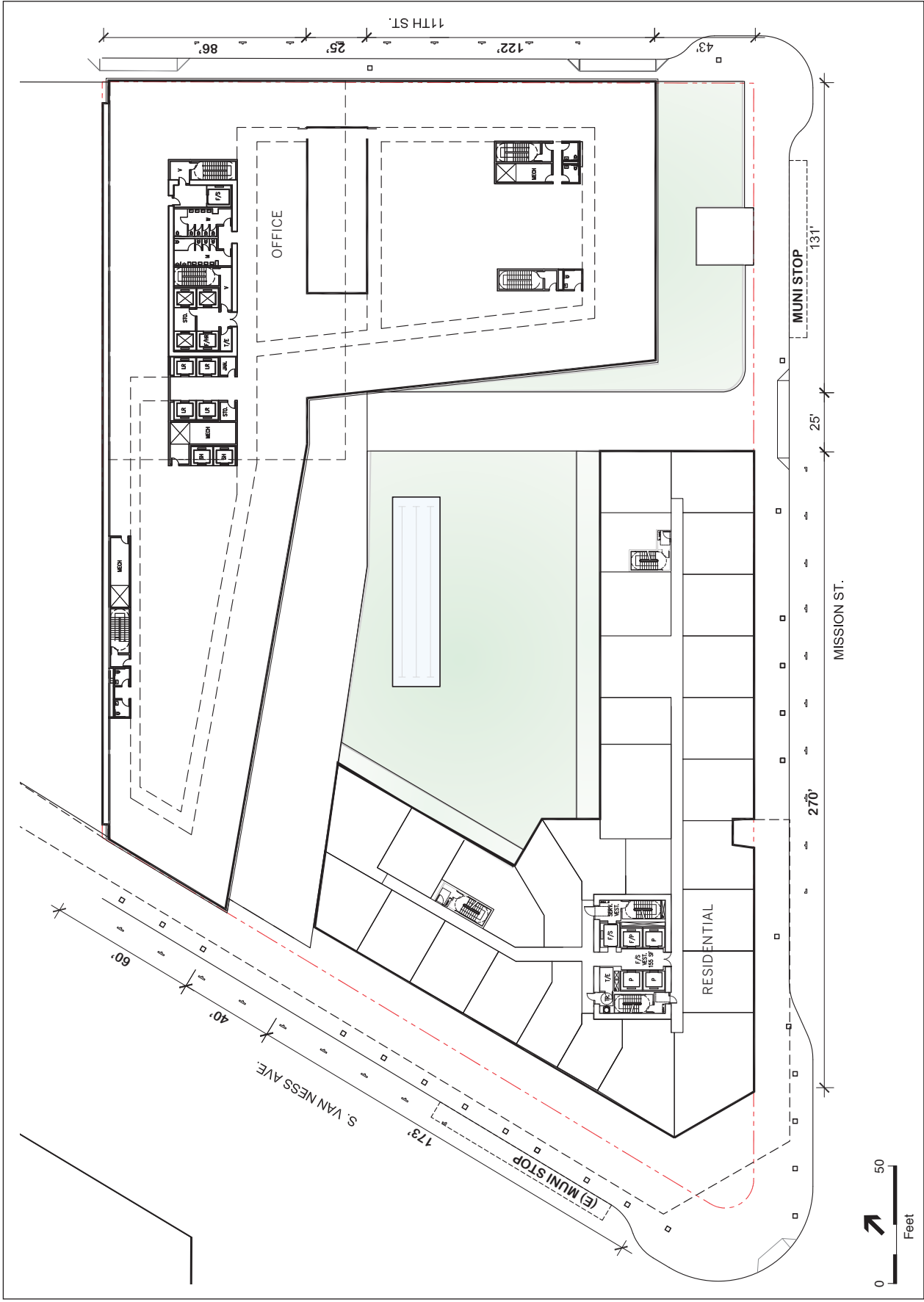
1500 Mission Street; Case No. 2014-000362ENV  
**Figure 2**  
 Proposed Ground-Floor Plan

SOURCE: Related California, SOM, 2015



1500 Mission Street; Case No. 2014-000362ENV  
**Figure 3**  
 Proposed Floor Plan, Level 2

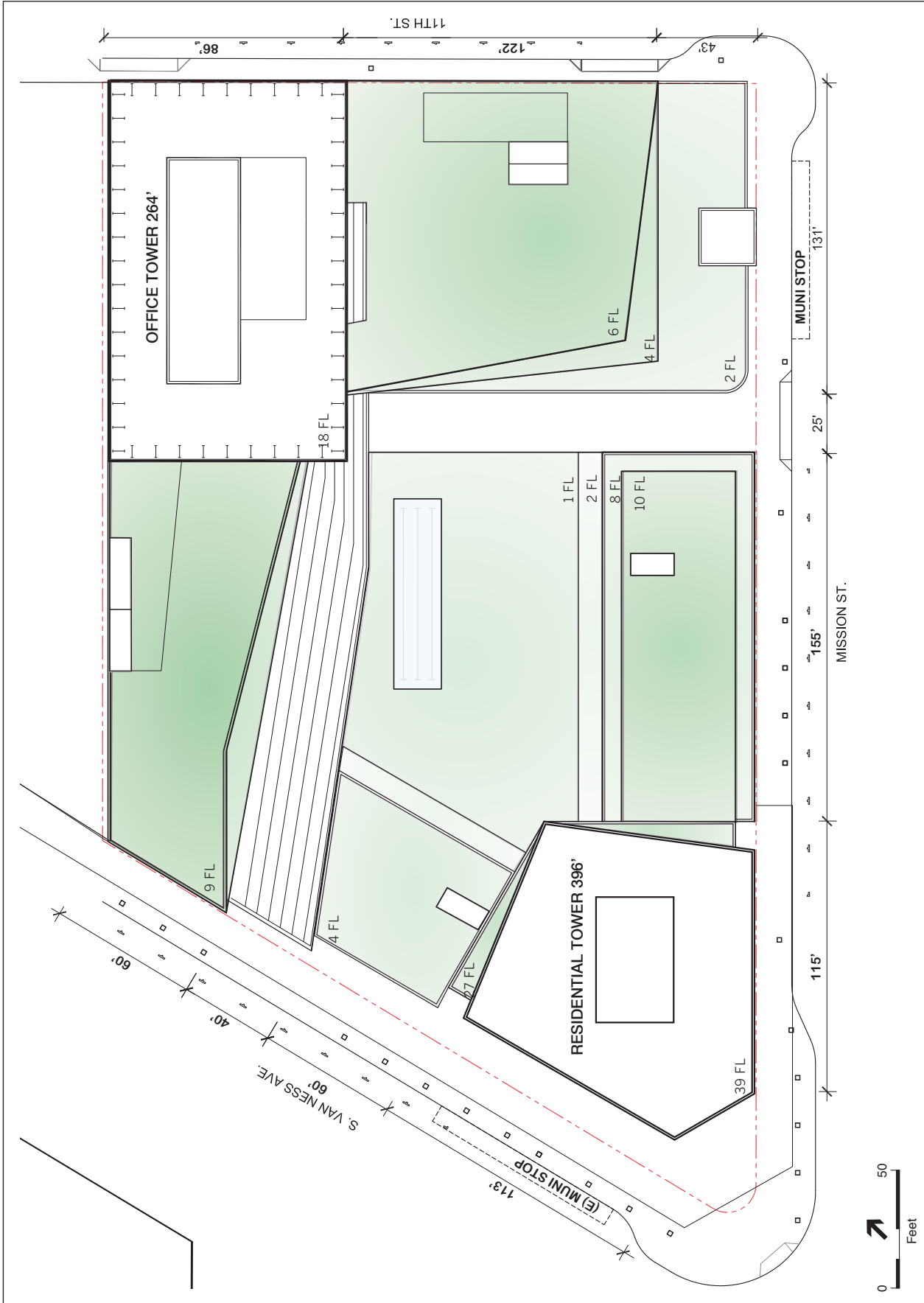
SOURCE: Related California, SOM, 2015



SOURCE: Related California, SOM, 2015

1500 Mission Street, Case No. 2014-000362ENV

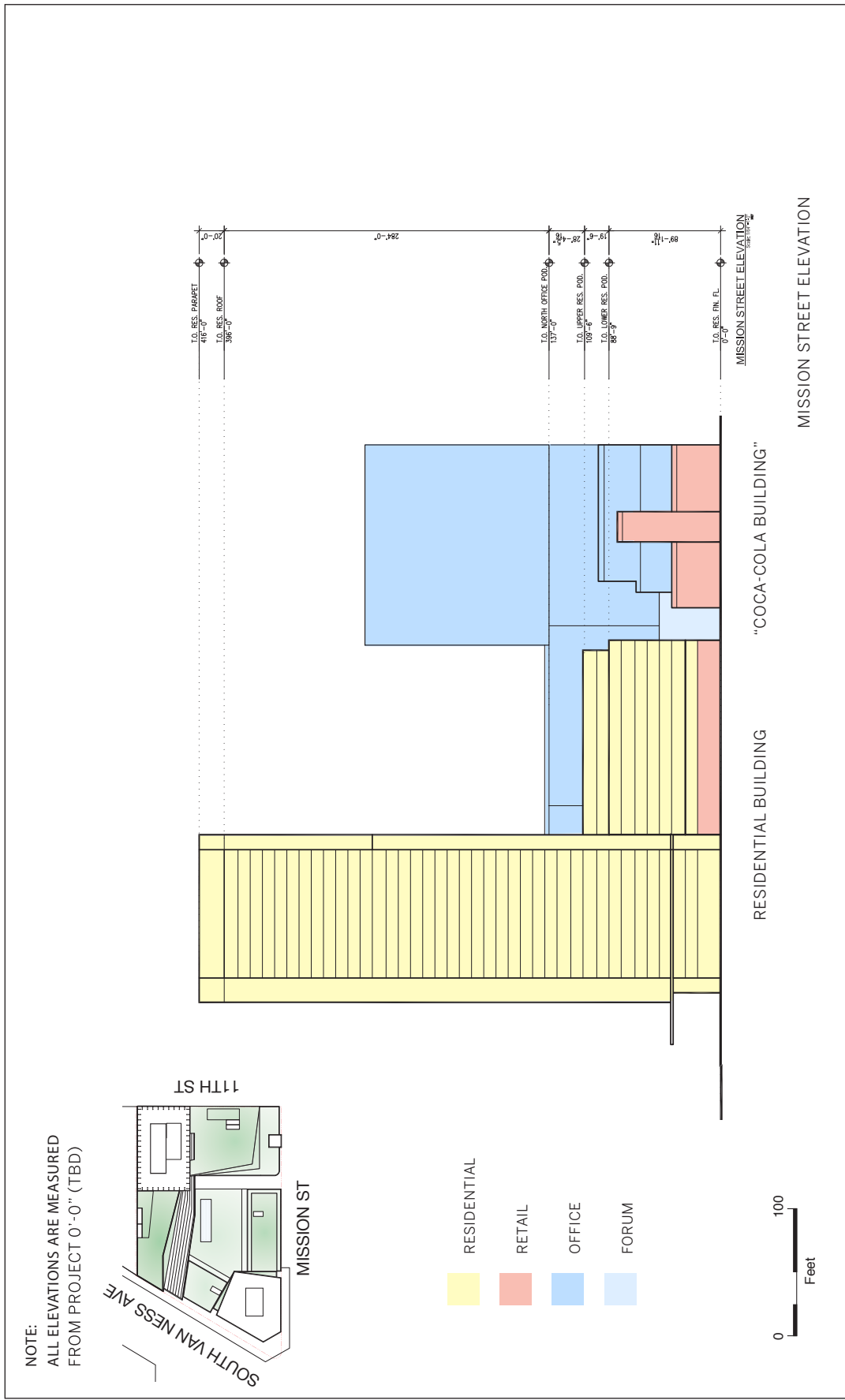
**Figure 4**  
Levels 3-6 Typical Podium Plan



1500 Mission Street, Case No. 2014-000362ENV  
**Figure 5**  
 Proposed Roof Plan

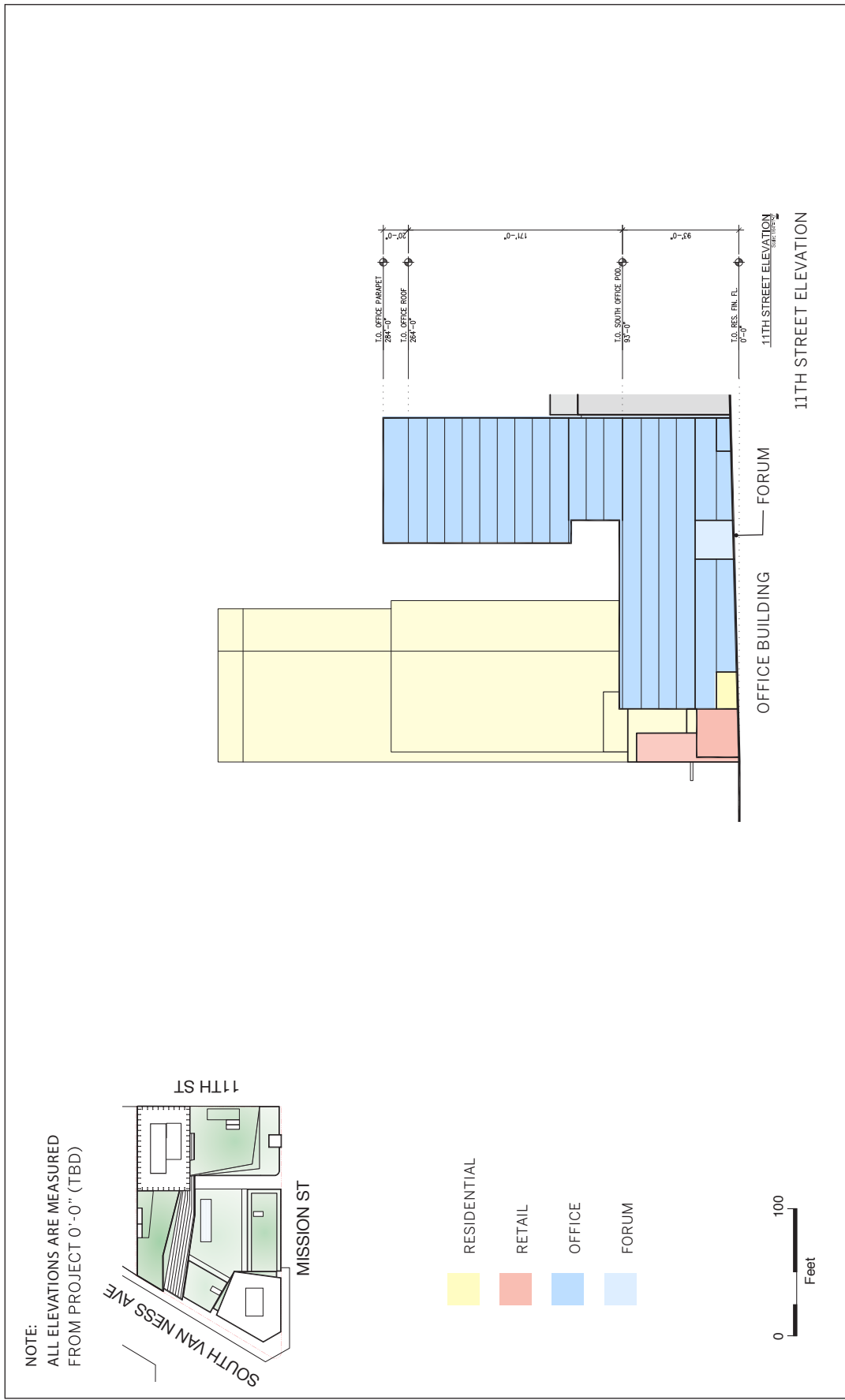
SOURCE: Related California, SOM, 2015





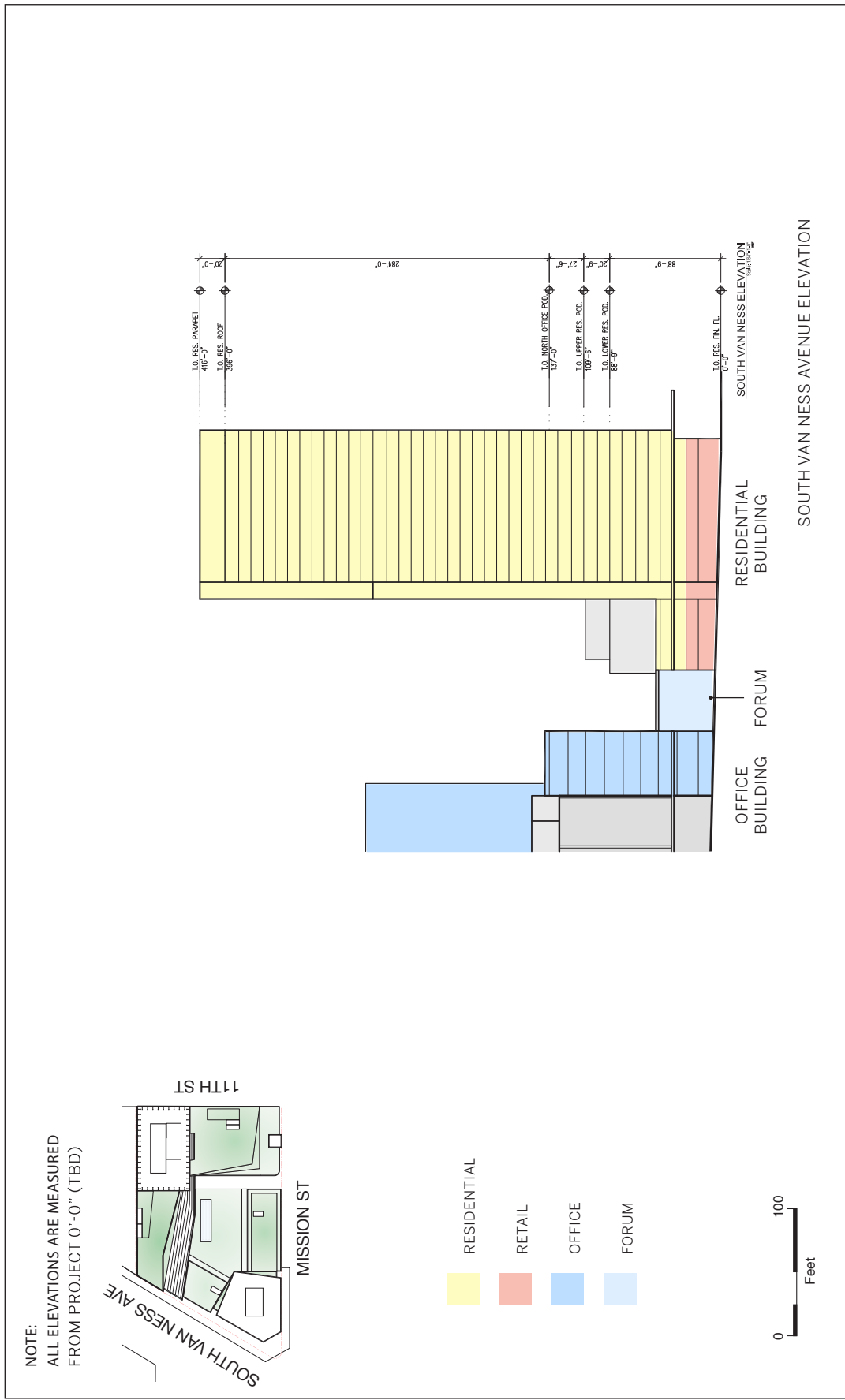
1500 Mission Street, Case No. 2014-000362ENV  
**Figure 6**  
 Proposed Project Elevation, Mission Street

SOURCE: Related California, SOM, 2015



1500 Mission Street; Case No. 2014-000362ENV  
**Figure 7**  
 Proposed Project Elevation, 11th Street

SOURCE: Related California, SOM, 2015



1500 Mission Street  
**Figure 8**  
Proposed Project Elevation, South Van Ness Avenue

SOURCE: Related California, SOM, 2015

## Residential and Retail Component

The proposed residential and retail component, approximately 712,790 total gross square feet (gsf), would contain approximately 559,190 gsf of residential space, 60,000 gsf of retail space, and approximately 26,400 gsf of common residential open space. The residential tower would be 39 stories and 396 feet tall (up to 416 feet tall to top of the parapet enclosing mechanical equipment) at the corner of Mission Street and South Van Ness Avenue, with a 10-story, 110-foot-tall podium wing extending east along Mission Street and a 4-story, 49-foot-tall podium wing extending north along South Van Ness Avenue. The residential component would contain approximately 550 dwelling units and would have its entrance lobby on Mission Street. Twenty percent of the units (approximately 110 dwelling units) would be inclusionary affordable units. Of the approximately 60,000 square feet of ground-floor and second-floor retail space, 5,200 square feet would be provided in a 40-foot-deep portion of the Mission Street frontage of the existing 1500 Mission Street building, which, as noted, would be retained as part of the project. A new north-south alley would provide truck access to a residential and retail freight loading area during certain hours, and pedestrian access would extend via this alley from Mission Street through the site to the mid-block pedestrian forum. The retail space is contemplated to be occupied by a combination of uses, including a grocery store, restaurants, and an athletic club. Vehicle and bicycle parking would be provided in two basement levels totaling approximately 93,600 gsf, with access via a two-way ramp on 11th Street approximately 40 feet north of Mission Street.

## Office and Permit Center Component

The proposed office component, approximately 553,900 total gsf, would be occupied by City offices, including a permit center for the Departments of Building Inspection, Planning, and Public Works, and other City departments. The office tower would be developed at the northeast corner of the project site, with podium wings extending south along 11th Street toward Mission Street and west, through the site, to South Van Ness Avenue. The office podiums would be nine stories and 137 feet in height on South Van Ness Avenue and six-stories and 93-feet in height on 11th Street, with the tower rising to 18 stories and 264 feet tall (up to 284 feet tall to top of the parapet enclosing mechanical equipment) on 11th Street. The City's permit center would be located on the 11th Street podium wing just north of Mission Street, adjacent to the preserved portion of the 1500 Mission Street building frontage. The permit center would occupy about 87,000 square feet on the first two floors of the building; with 375,000 square feet of office space on the 16 floors above. Vehicle and bicycle parking for the office component would be provided in two below ground basement levels totaling approximately 84,300 gsf, with access via a two-way ramp at the northeastern corner of the site with access from 11th Street; trucks would use this same driveway to reach a below-grade loading dock. An early child care facility for City employees and others would be located in the office component. Upon completion of the proposed project, the City would relocate staff to the project site from current City offices in the vicinity.

## Parking, Loading, and Bicycle Facilities

As noted, parking for both residential and office buildings would be provided below grade, as would off-street freight loading for the office building. Three at-grade, off-street residential/retail freight loading spaces would be accessed via a curb cut on Mission Street leading to the north-south, mid-block alley

connecting Mission Street and the office building forum. Automobile parking for the residential building (approximately 275 residential spaces [0.5 space per unit], 24 retail spaces and 4 car share spaces) would be provided under the residential building in two basement levels accessible from a new curb cut on 11th Street. Between 80 and 120 automobile parking spaces (depending on whether stackers are used) (plus 2 car share spaces) would be provided in two basement levels for the City office building, with access provided via a second new curb cut on 11th Street. Loading for the office building would be accessed from the 11th Street curb cut and three off-street loading spaces would be provided in the basement. In total, the proposed project would provide between 383 and 423 off-street parking spaces.

Bicycle parking and amenities would be provided for the residential units and retail space (approximately 260 Class 1 spaces, 2 showers, and 12 lockers) and office component (103 Class 1 spaces, 4 showers, and 24 clothes lockers) on the first basement level. Sidewalk bike racks would provide approximately 50 Class 2 bicycle parking spaces on Mission Street, South Van Ness Avenue, 11th Street.

## Open Space

Together, the podium levels of the two office and residential buildings would surround an approximately 18,000-square-foot, mid-block, second-floor open space courtyard for the use of project residents. Additional residential open space would be provided atop the podium wings of the residential building for a total of 26,400 square feet of residential open space. Up to 12,900 square feet of open space would be available atop the podium wings of the office building for use by City office workers. An approximately 8,650-square-foot partially glass-roofed publicly accessible pedestrian forum would separate the residential and retail component from the office component. An approximately 4,650 square foot alley extending from Mission Street to the forum would provide additional publicly accessible open space.

## Landscaping

As part of the proposed project, the 18 existing street trees along South Van Ness Avenue, Mission Street, and 11th Street would be retained or replaced, and at least 39 new trees would be planted along the project sidewalks, and other sidewalk improvements would be made, consistent with the *Better Streets Plan* and in accordance with Planning Code Section 138.1.

## Foundation and Excavation

The proposed project would require approximately 129,000 cubic yards of excavation for the building foundation and two basement levels. The project sponsor proposes to install a mat foundation or a drilled-in-place pile foundation to support the proposed buildings. Pile driving may be required as part of the proposed project.

## Construction Schedule

Demolition and construction of the proposed project are estimated to take approximately 40 months (about 3.5 years), and are anticipated to commence in fall 2016. The project sponsor proposes to construct both buildings simultaneously.

## APPROVALS REQUIRED

The project would require the following approvals:

- Amendments to the Market and Octavia Area Plan of the General Plan (Planning Commission recommendation; Board of Supervisors approval);
- Zoning Map Height and Bulk redesignations (Planning Commission recommendation; Board of Supervisors approval);
- Text amendments to the Planning Code to create a special use district to supersede the site's current Van Ness and Market Downtown Residential Special Use District zoning (Planning Commission recommendation; Board of Supervisors approval);
- A Downtown Project Authorization (Planning Code Section 309) (Planning Commission);
- Ratification of the City's conditional agreement to purchase the office building component (Board of Supervisors);
- Approval of lot merger and resubdivision applications (Department of Public Works); and
- Approval of demolition, grading and building permit applications (Department of Building Inspection).

## SUMMARY OF POTENTIAL ENVIRONMENTAL ISSUES

The proposed project could result in potentially significant environmental effects. The Planning Department will prepare an initial study (IS) and focused environmental impact report (EIR) to evaluate the physical environmental effects of the proposed project. As required by the California Environmental Quality Act (CEQA), the EIR will further examine those issues identified in the IS to have potentially significant effects, identify mitigation measures, and analyze whether the proposed mitigation measures would reduce the environmental effects to a less-than-significant level. The IS will be published along with the Draft EIR as an appendix. The EIR also will evaluate a No Project Alternative, which will assume no change to the existing conditions on the project site, as well as additional project alternatives that could potentially reduce or avoid any significant environmental impacts associated with the proposed project.

As part of the review process under CEQA, the Planning Department will convene a public scoping meeting at which public comment will be solicited on the issues that will be covered in the EIR. This notice provides a summary description of the proposed project; identifies environmental issues anticipated to be analyzed in the EIR; and provides the time, date, and location of the public scoping meeting (see page 18 for information on the scoping meeting). The comments received during the public scoping process will be considered during preparation of the IS and EIR.

It is anticipated that the EIR will address environmental topics including cultural and paleontological resources, transportation and circulation, wind, and shadow. Environmental impacts related to land use



and land use planning, population and housing, noise, air quality, greenhouse gas emissions, recreation and open space, utilities and service systems, public services, biological resources, geology and soils, hydrology and water quality, hazards and hazardous materials, mineral and energy resources and agricultural and forest resources are anticipated to be analyzed in the IS, unless significant impacts are identified that cannot be mitigated to a less-than-significant level, in which case, any such impacts analysis will be included in the EIR. The environmental issues to be addressed are described briefly below. The project meets all of the requirements of a transit-oriented infill development project under Senate Bill 743; therefore, aesthetics and parking will not be considered in determining if the project has the potential to result in significant environmental effects. However, visual simulations will be included within the project description of the EIR for reference.

### Land Use and Planning

The topic of Land Use and Land Use Planning will describe existing land uses on and near the project site and analyze whether the proposed project would physically divide an established community, result in land use conflicts within the Downtown Plan and Market and Octavia Plan areas and vicinity, or have a substantial impact on the existing character of the vicinity as a result of the proposed project.

### Population and Housing

The topic of Population and Housing will include analysis of the proposed project's potential impact related to population, employment and housing, and displacement.

### Cultural and Paleontological Resources

The former Coca-Cola Bottling Company building at 1500 Mission Street is considered an historical resource for purposes of CEQA review. The proposed project would demolish the one-story warehouse and basement parking garage portion of this building and preserve the clock tower and 40 foot setback of the building fronting Mission Street for incorporation into the proposed project. Accordingly, the historic significance of the building and the impacts on the resource of the proposed partial demolition of/alteration to the building will be the subject of a Historical Resources Evaluation (HRE) report. The EIR will summarize the results of the HRE, which will be prepared by a qualified consultant and independently evaluated by the Planning Department's Preservation staff. The EIR will describe the historical resources on the project site, and will identify potential impacts on these historic resources. The potential effects on subsurface cultural (archeological) resources and on paleontological resources and human remains also will be analyzed.

### Transportation and Circulation

The proposed project would generate new traffic to and from the project site, as well as increases in transit ridership, pedestrian and bicycle activity, and loading demand. A Transportation Impact Study will be prepared for the proposed project in accordance with the Planning Department's *Transportation Guidelines for Environmental Review* (October 2002). The study will include an analysis of specific transportation impacts and mitigation measures associated with the proposed circulation scheme and construction-period impacts. The EIR will summarize the findings of the transportation study. The EIR impact analysis will also analyze transit conditions, pedestrian and bicycle conditions, and freight loading, and will discuss parking conditions for informational purposes. The EIR transportation analysis

will also evaluate cumulative effects of anticipated development, transit, and streetscape improvements in the Market and Octavia Plan area and along Market and Mission Street and South Van Ness Avenue.

## **Noise**

The topic of Noise will include analysis of noise compatibility standards for residential and office land uses, and discuss the long-term impacts of noise that could result from the proposed project. Short-term construction-related noise and vibration impacts also will be described, and the analysis will evaluate the potential for noise from the project to adversely affect nearby sensitive land uses and for the project to be adversely affected by nearby noise-generating uses.

## **Air Quality**

The topic of Air Quality will include analysis of consistency of the proposed project with applicable air quality plans and standards, the potential for the proposed project to result in emissions of criteria air pollutants and other toxic air contaminants (TACs) that may affect sensitive populations, as well as the potential for the project to result in sources of odor. The air quality analysis will include quantification of both construction-related and operational air pollutant emissions.

## **Greenhouse Gas Emissions**

The topic of Greenhouse Gas Emissions will include an analysis of the proposed project's consistency with the City's Greenhouse Gas Reduction Strategy and the degree to which the proposed project's greenhouse gas emissions could result in a significant effect on the environment.

## **Wind and Shadow**

The topic Shadow will include an evaluation of the potential for the proposed project to result in shadow impacts on nearby sidewalks, parks and open spaces, including those that are privately owned but publicly accessible, those under the jurisdiction of the Recreation and Park Commission, and those owned by other public agencies. The topic of Wind will evaluate the potential to alter wind in a manner that substantially affects public areas. Wind-tunnel testing will be undertaken to evaluate potential ground-level wind impacts on nearby sidewalks and public spaces.

## **Recreation**

The topic of Recreation will include an analysis of whether the proposed project could adversely affect existing parks and open spaces.

## **Utilities and Service Systems**

The topic of Utilities and Service Systems will include analysis of potable water and wastewater treatment capacity, and will discuss disposal of solid waste that may be generated by the proposed project. This topic will also include an assessment of whether the proposed project would require the construction of new water, wastewater treatment, and/or stormwater drainage facilities, and if so, whether that construction could result in adverse environmental effects.

### **Public Services**

The topic of Public Services will include analysis of whether existing public services (e.g., schools, police and fire protection, etc.) would be adversely affected by the proposed project. The analysis will determine whether project implementation would result in an inability of service providers to maintain adequate levels of service and/or a need for new or expanded facilities.

### **Biological Resources**

The topic of Biological Resources will include analysis of any substantial adverse effect on important biological resources or habitats, such as trees or the movement of any native resident or migratory bird species.

### **Geology and Soils**

The topic of Geology and Soils will include an analysis related to the susceptibility of the project site to seismic activity, liquefaction, landslides, erosion, soil stability, and risks to life or property.

### **Hydrology and Water Quality**

The topic of Hydrology and Water Quality will assess the potential for the proposed project to violate water quality standards or waste discharge requirements or result in effects to groundwater supplies. The analysis will also consider the degree to which the proposed project could affect drainage patterns or create water runoff that could affect stormwater drainage systems. Finally, the analysis will consider the potential of the project to place housing within a flood hazard area.

### **Hazards and Hazardous Materials**

This topic will analyze the potential for the proposed project to encounter hazardous material in soils or groundwater, emit or handle hazardous materials, or interfere with an emergency response plan.

### **Mineral and Energy Resources**

The topic of Mineral and Energy Resources will include analysis of potential project impacts on existing mineral and energy resources.

### **Agricultural and Forest Resources**

The topic of Agricultural and Forest Resources will include analysis of potential project impacts on existing agricultural and forest resources.

### **Other CEQA Issues**

The IS and EIR analysis will identify feasible mitigation measures intended to lessen or reduce significant environmental impacts of the proposed project. Pursuant to CEQA and the State CEQA Guidelines, the EIR also will analyze a range of alternatives that would reduce or avoid one or more significant environmental impacts identified in the EIR, including, potentially, a Code-Complying Alternative, a Preservation Alternative, and a No Project Alternative, as described in CEQA Guidelines Section 15126.6.

Other topics required by CEQA, including growth-inducing impacts; significant unavoidable impacts; significant irreversible impacts; any known controversy associated with environmental effects, mitigation measures, or alternatives; and issues to be resolved by the decision-makers also will be addressed.

## FINDING

This project could have a significant effect on the environment and a focused environmental impact report will be prepared. This finding is based upon the criteria of the Guidelines of the State Secretary for Resources, Sections 15064 (Determining Significant Effect) and 15065 (Mandatory Findings of Significance). The purpose of the EIR is to provide information about potential significant physical environmental effects of the proposed project, to identify possible ways to minimize the significant effects, and to describe and analyze possible alternatives to the proposed project. Preparation of an NOP or EIR does not indicate a decision by the City to approve or to disapprove the project. However, prior to making any such decision, the decision makers must review and consider the information contained in the EIR.

## PUBLIC SCOPING PROCESS

Pursuant to the State of California Public Resources Code Section 21083.9 and CEQA Guidelines Section 15206, the Planning Department will hold a public scoping meeting to receive oral comments concerning the scope of the EIR. The meeting will be held on Tuesday, June 2, 2015, at 6:00 p.m., in One South Van Ness Avenue, second floor, in the Atrium conference room. Written comments will also be accepted at this meeting and until 5:00 p.m. on Monday, June 15, 2015. Written comments should be sent or emailed to Sarah B. Jones, Environmental Review Officer, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103, or [sarah.b.jones@sfgov.org](mailto:sarah.b.jones@sfgov.org) and should reference the project title and case number on the front of this notice.

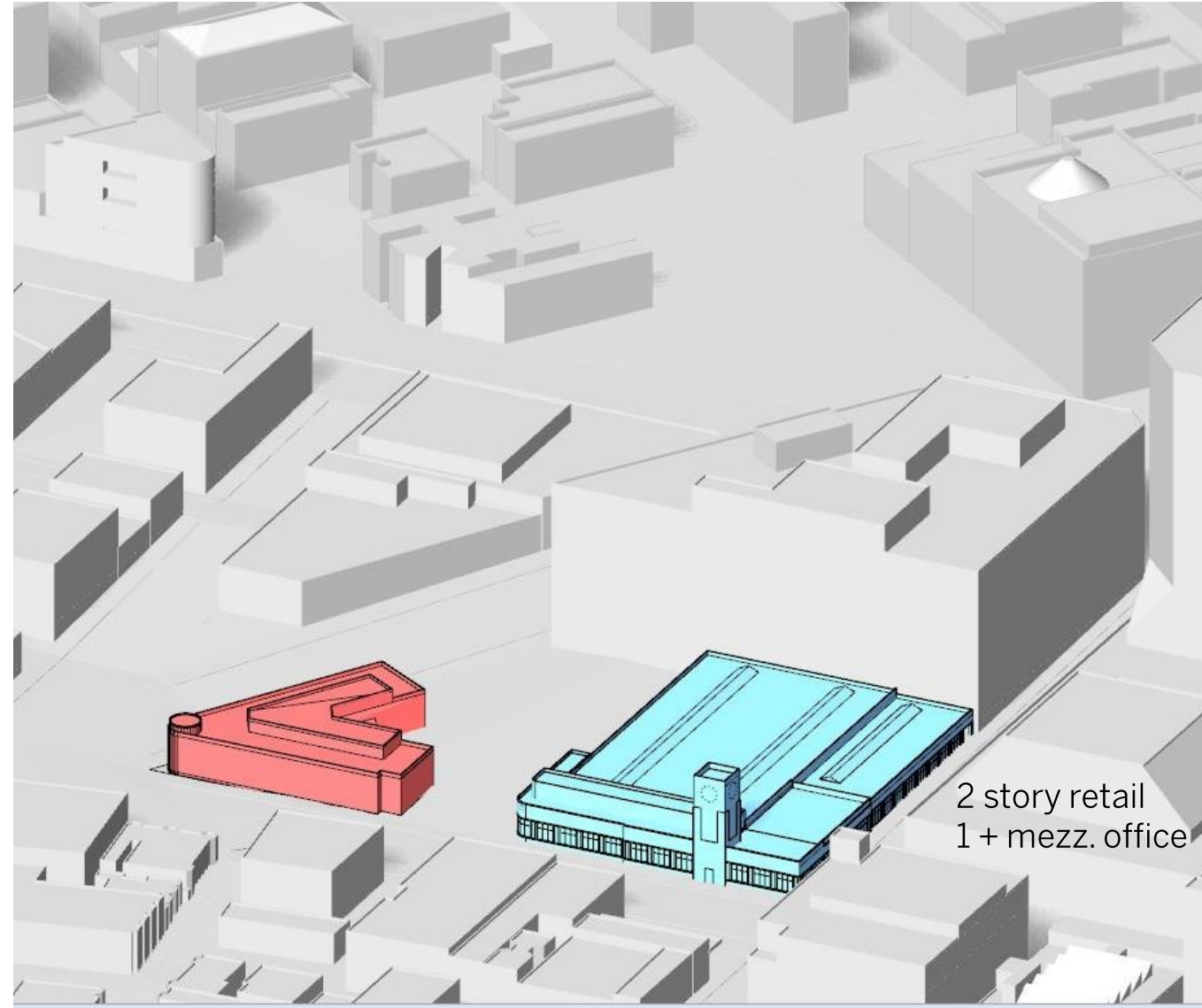
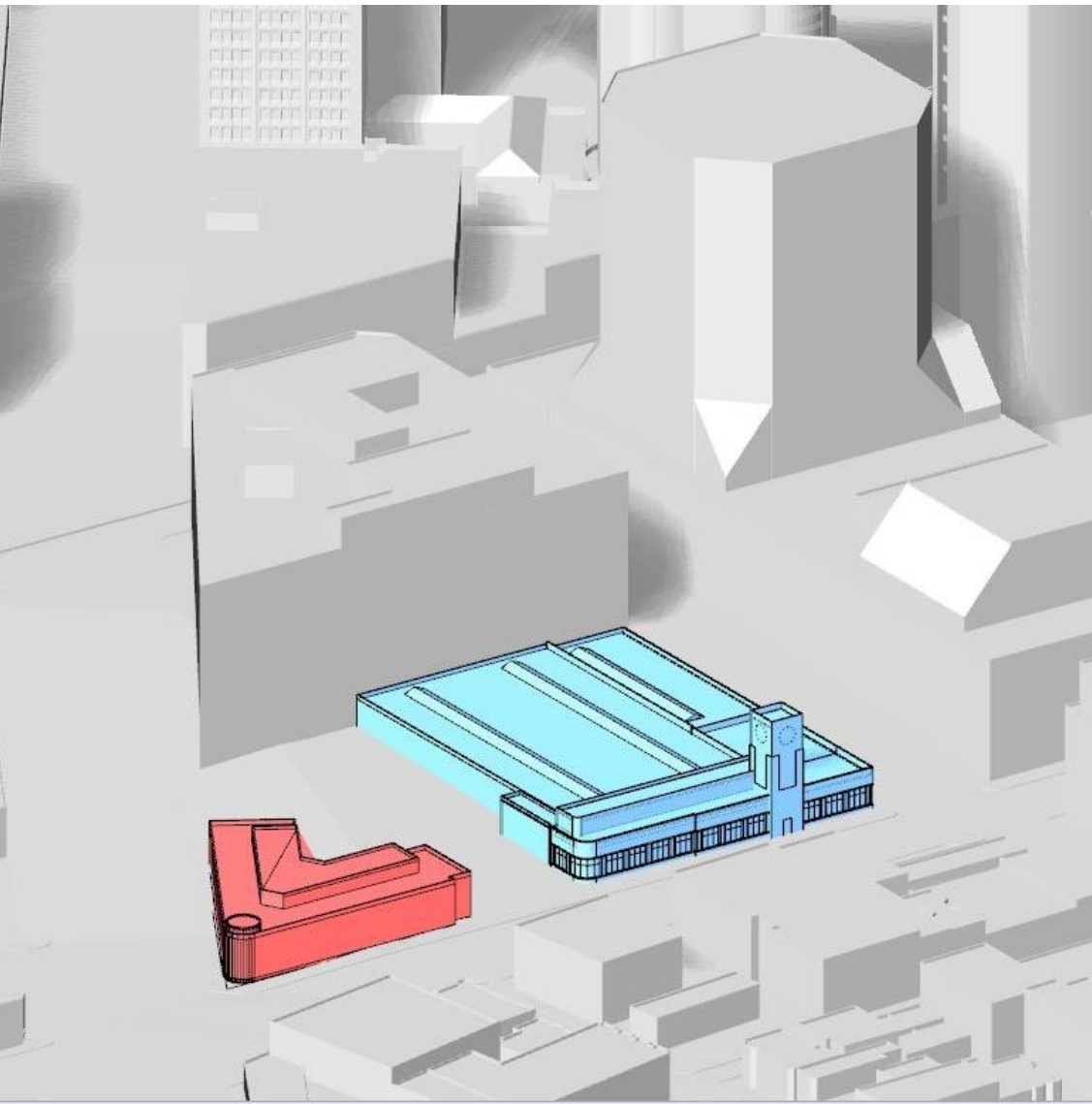
**State Agencies:** We need to know the views of your agency as to the scope and content of the environmental information that is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR when considering a permit or other approval for this project. Please include the name of a contact person in your agency. Thank you.

Members of the public are not required to provide personal identifying information when they communicate with the Commission or the Department. All written or oral communications, including submitted personal contact information, may be made available to the public for inspection and copying upon request and may appear on the Department's website or in other public documents.

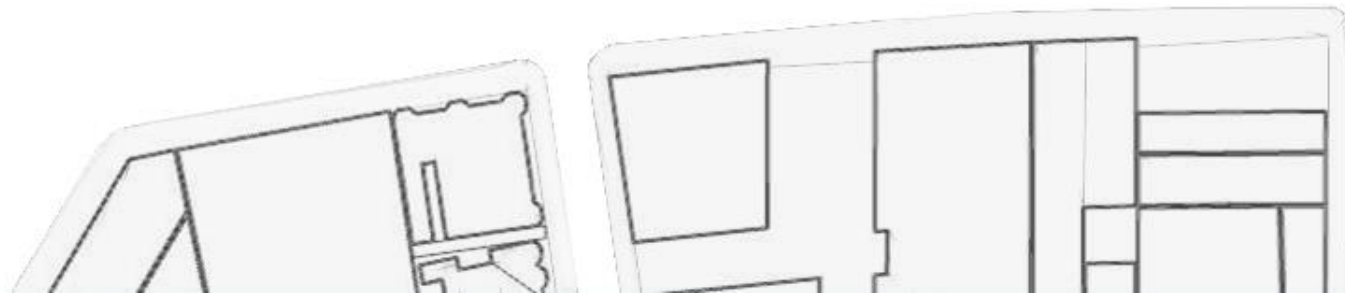
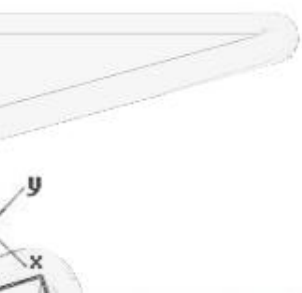
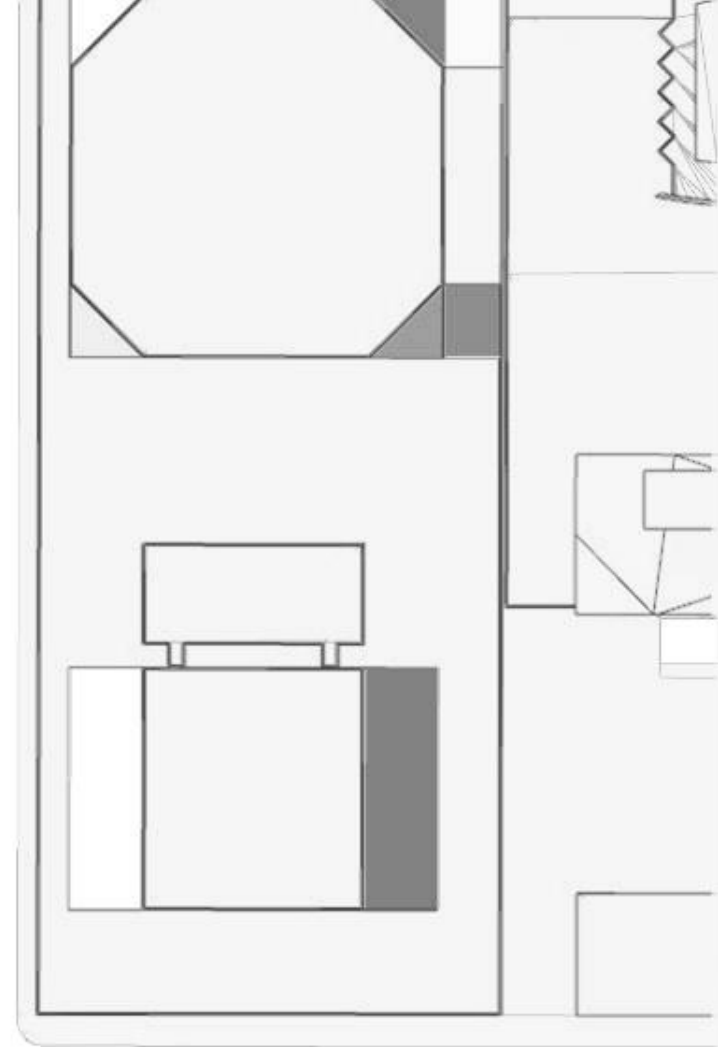
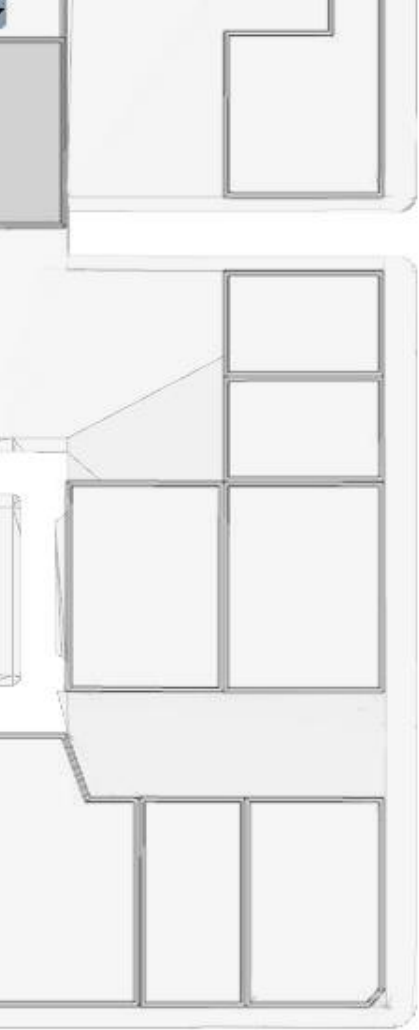
May 13, 2015  
Date

  
Sarah B. Jones  
Environmental Review Officer

Office: 58,500 SF  
Retail: 28,900 SF



**Site Massing No Project**



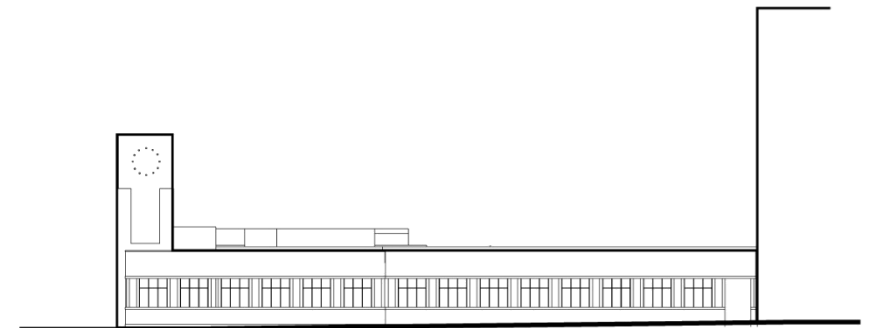
Site Massing No Project



Office: 58,500 SF  
Retail: 28,900 SF



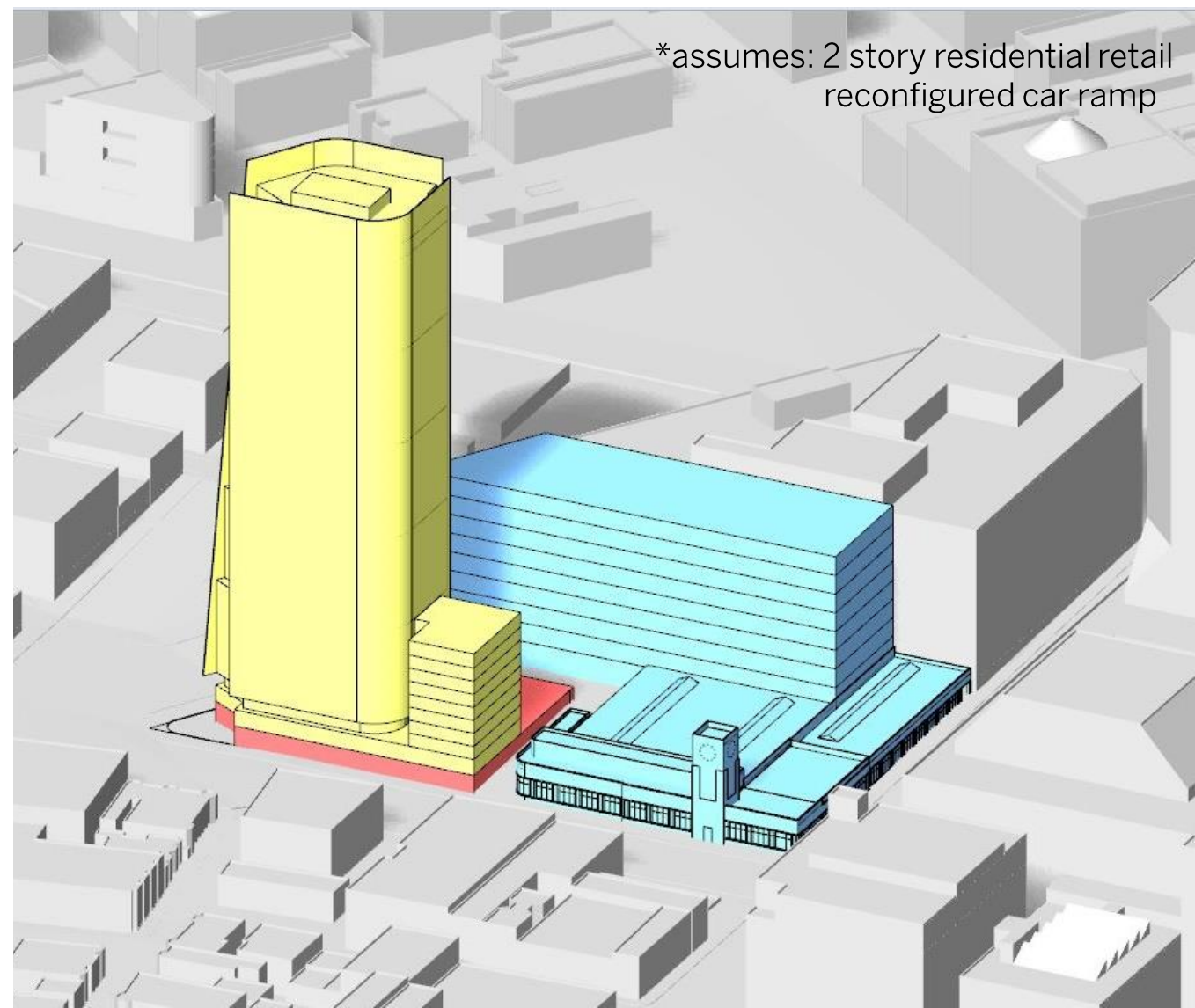
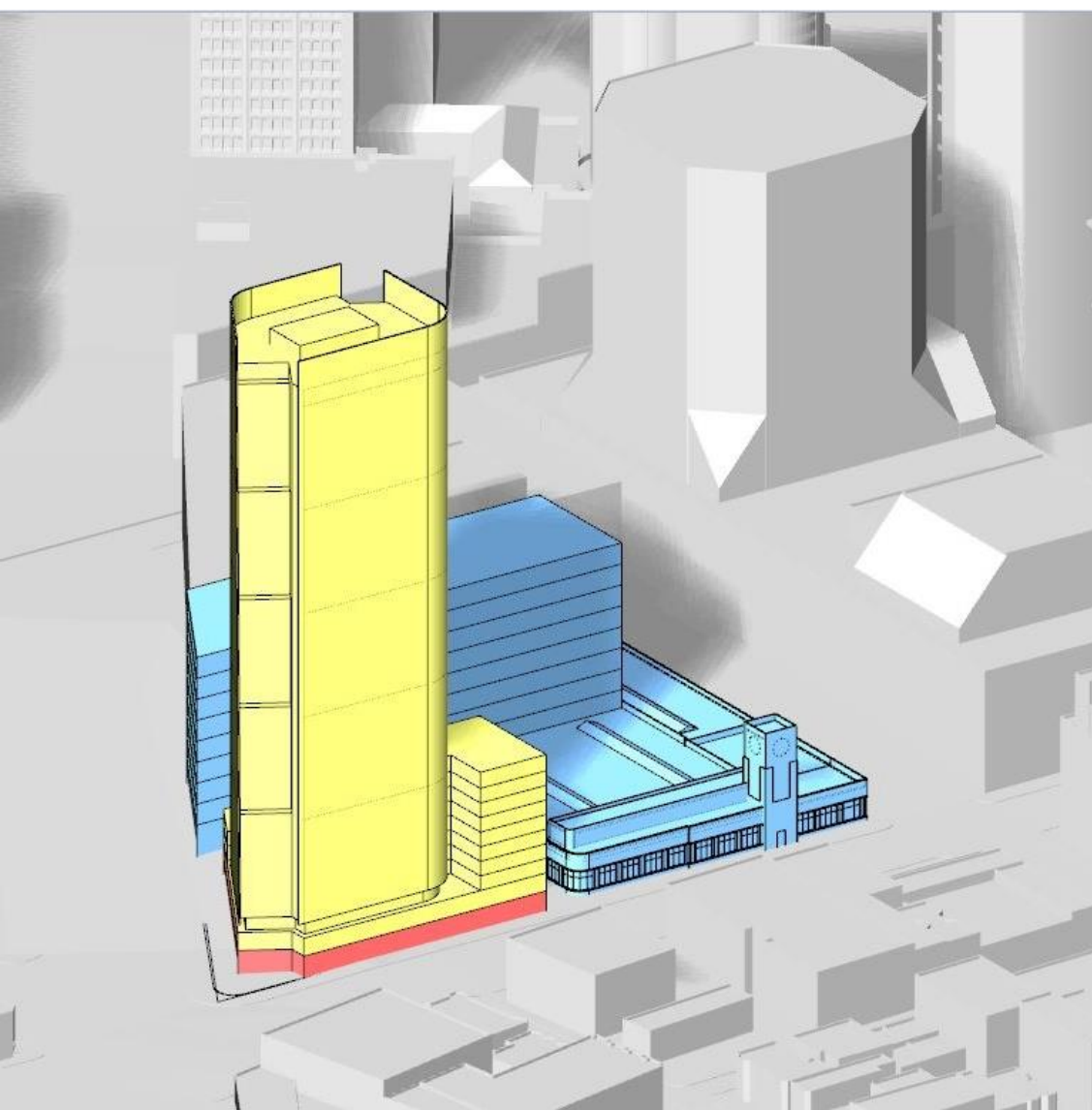
Mission Street Elevation



11th Street Elevation

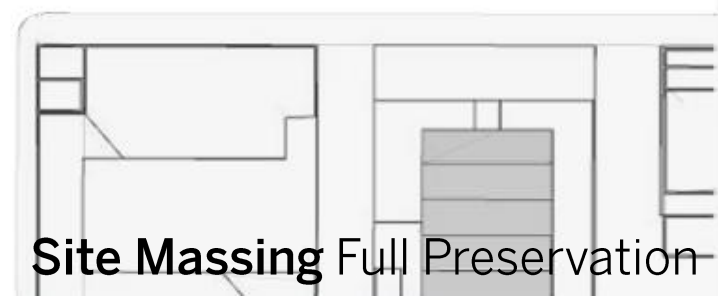
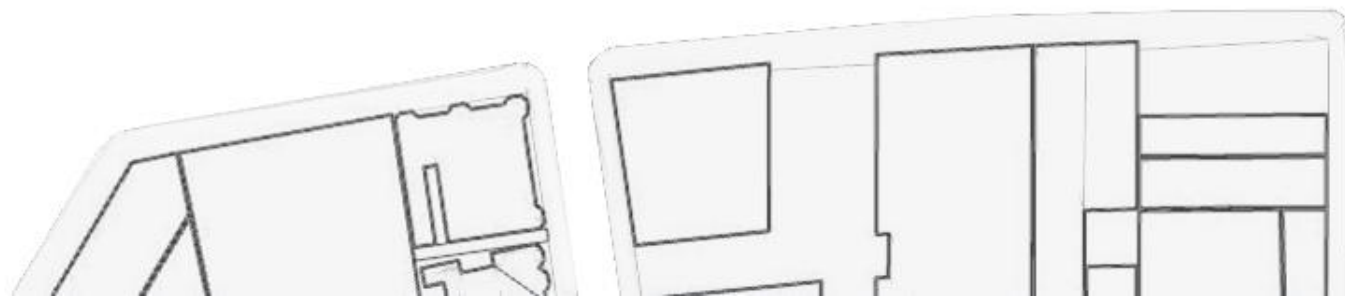
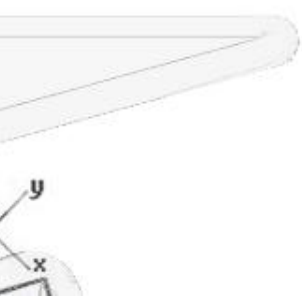
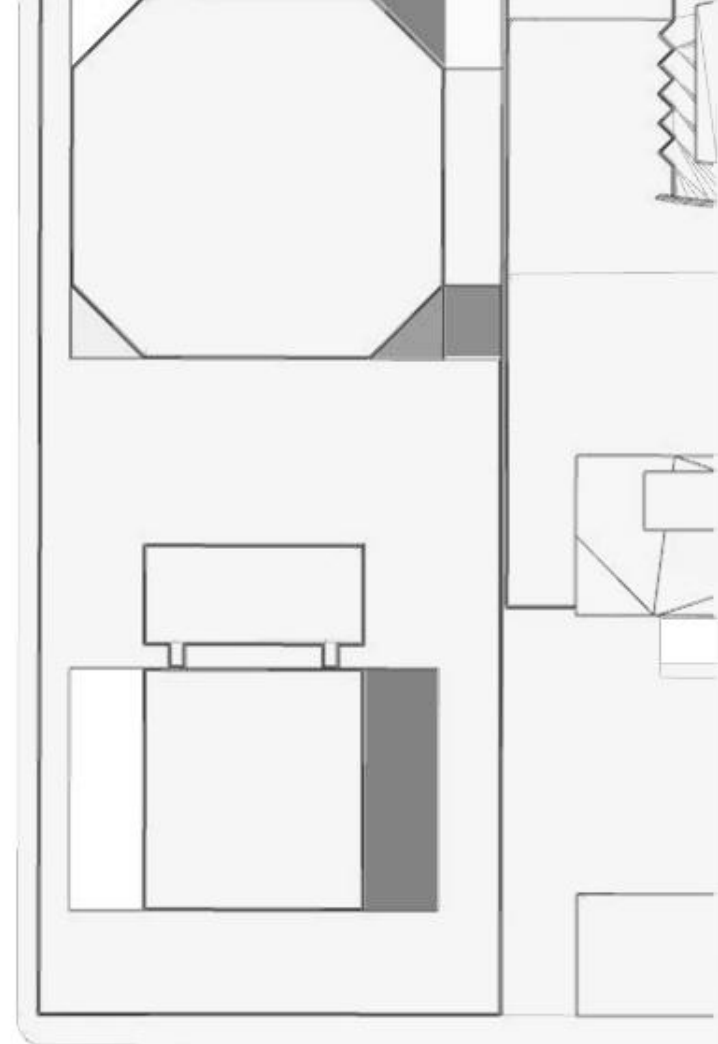
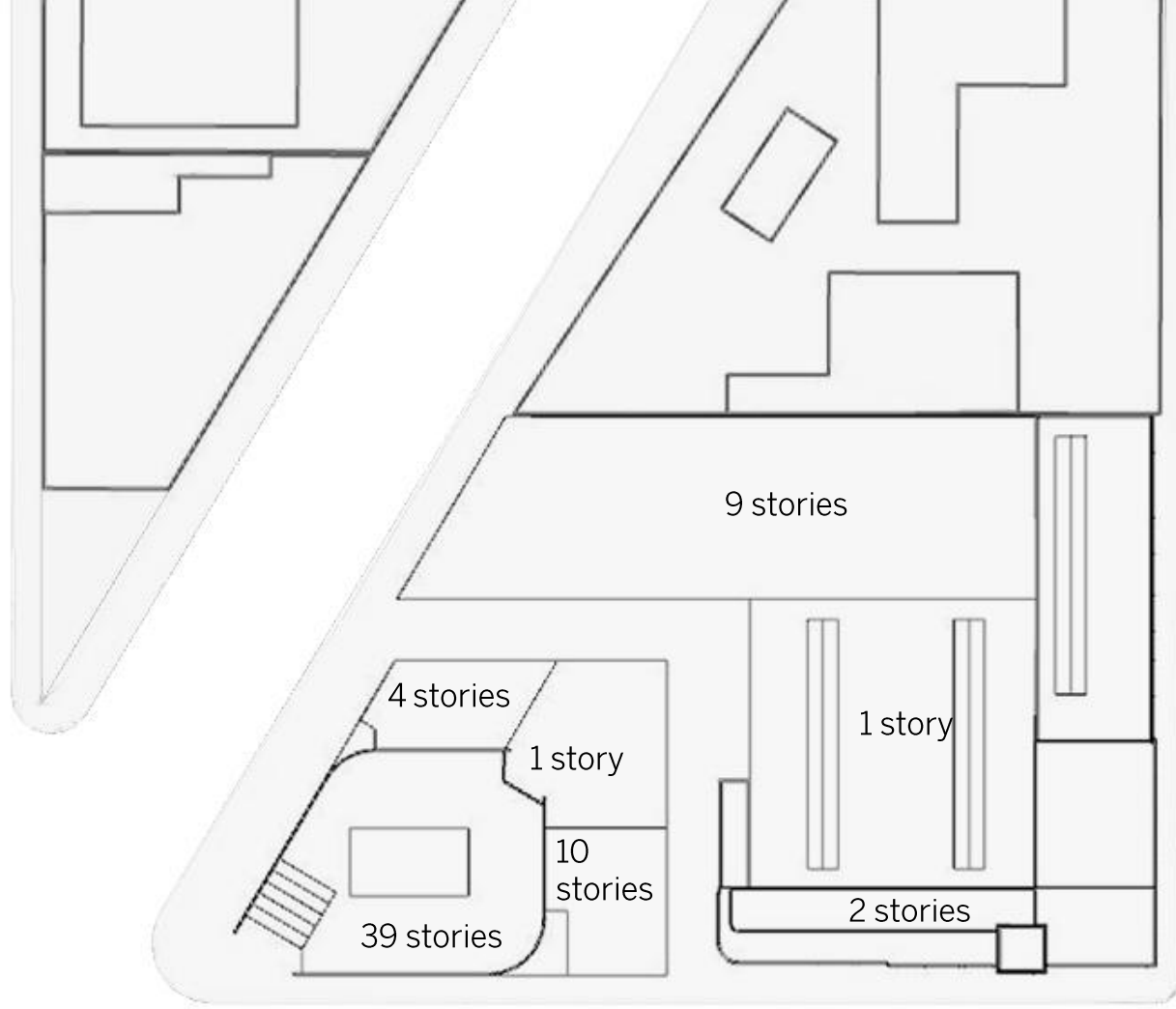
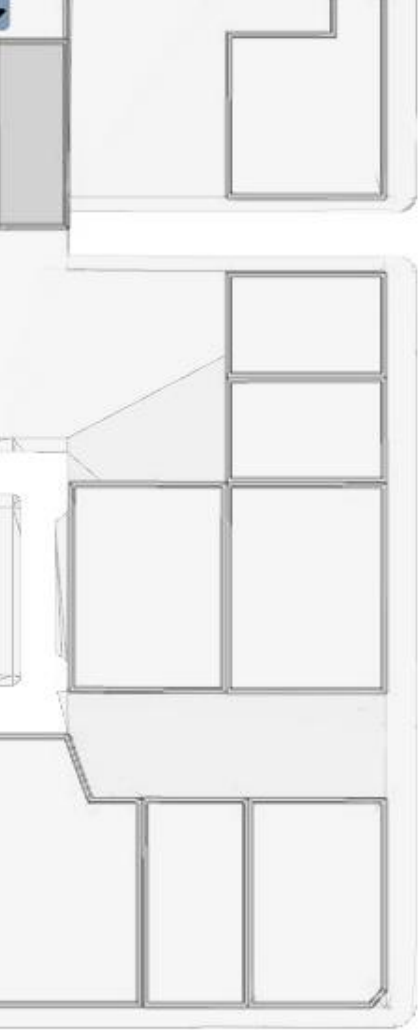
**Site Massing** No Project

Office: 311,000 SF  
Residential: 511,500 SF  
Retail: 38,900 SF



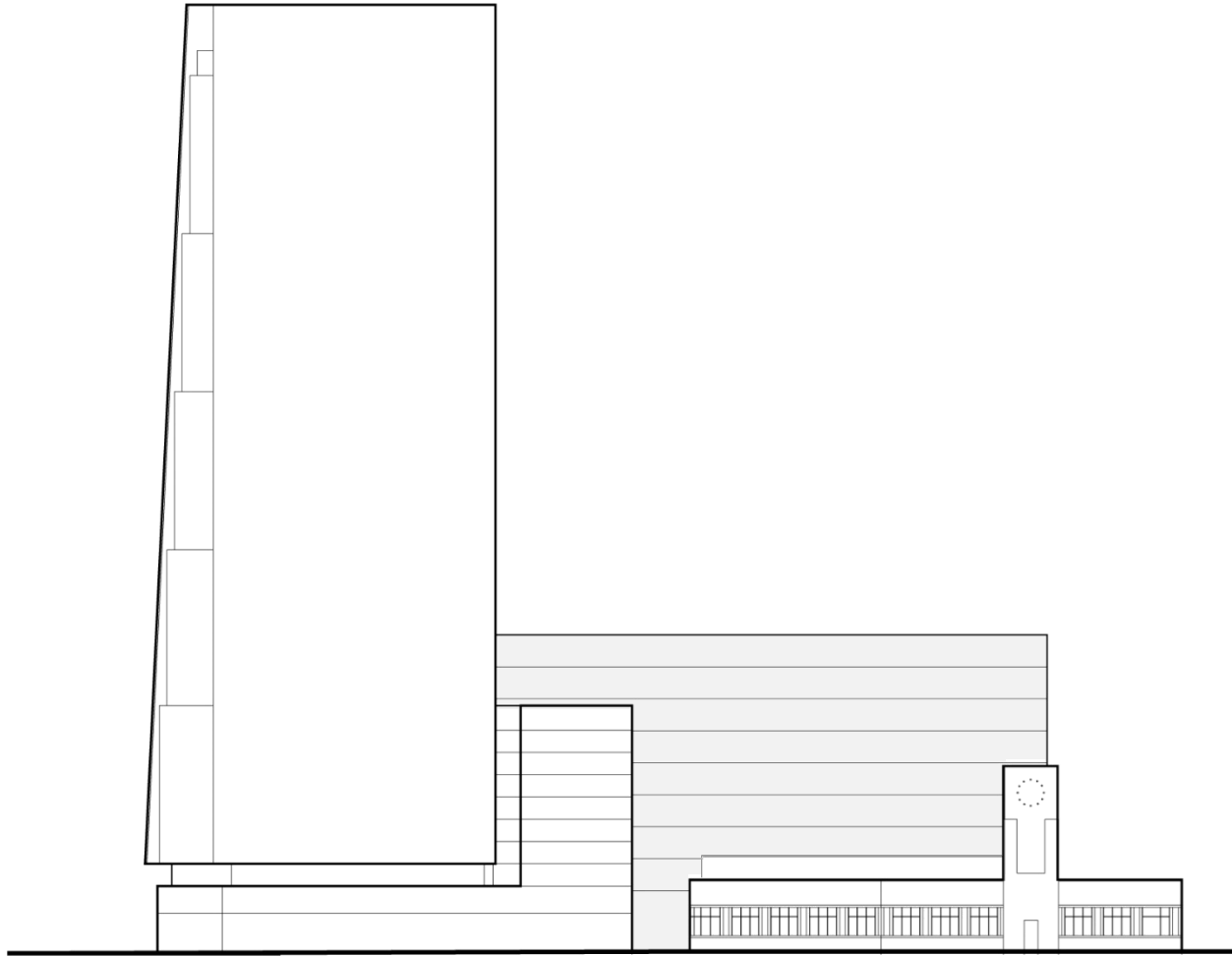
\*assumes: 2 story residential retail  
reconfigured car ramp

**Site Massing Full Preservation**

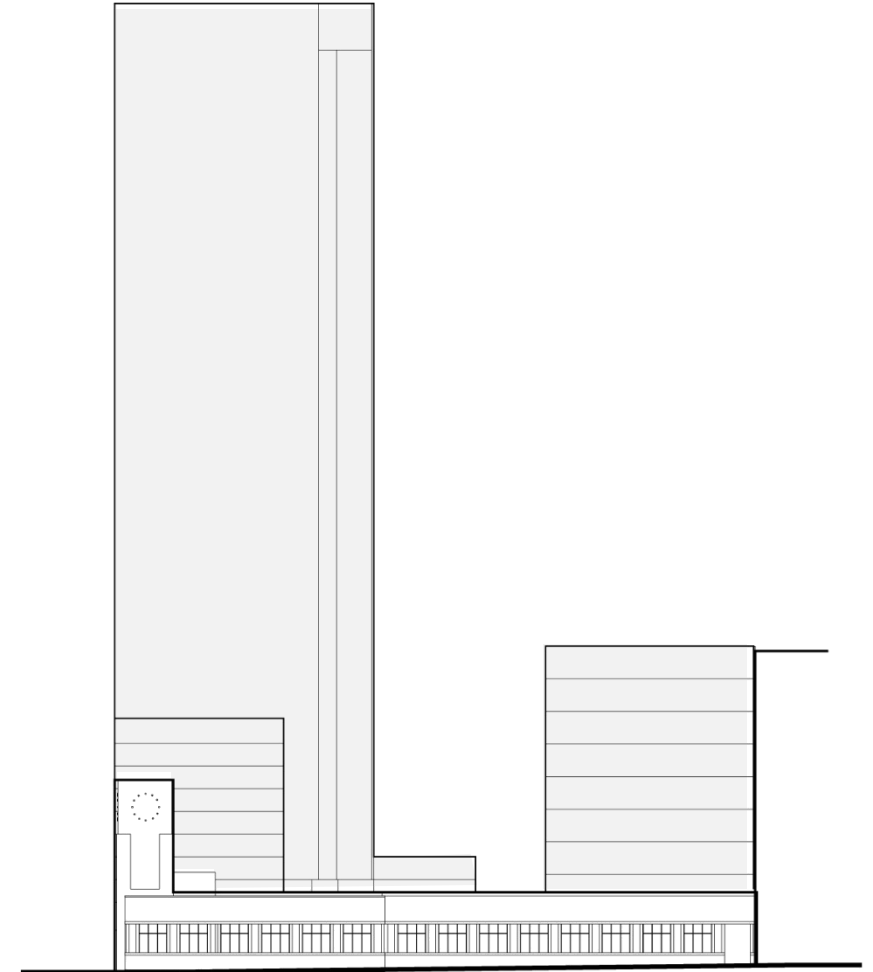


**Site Massing Full Preservation**

Office: 311,000 SF  
Residential: 511,500 SF  
Retail: 38,900 SF



Mission Street Elevation

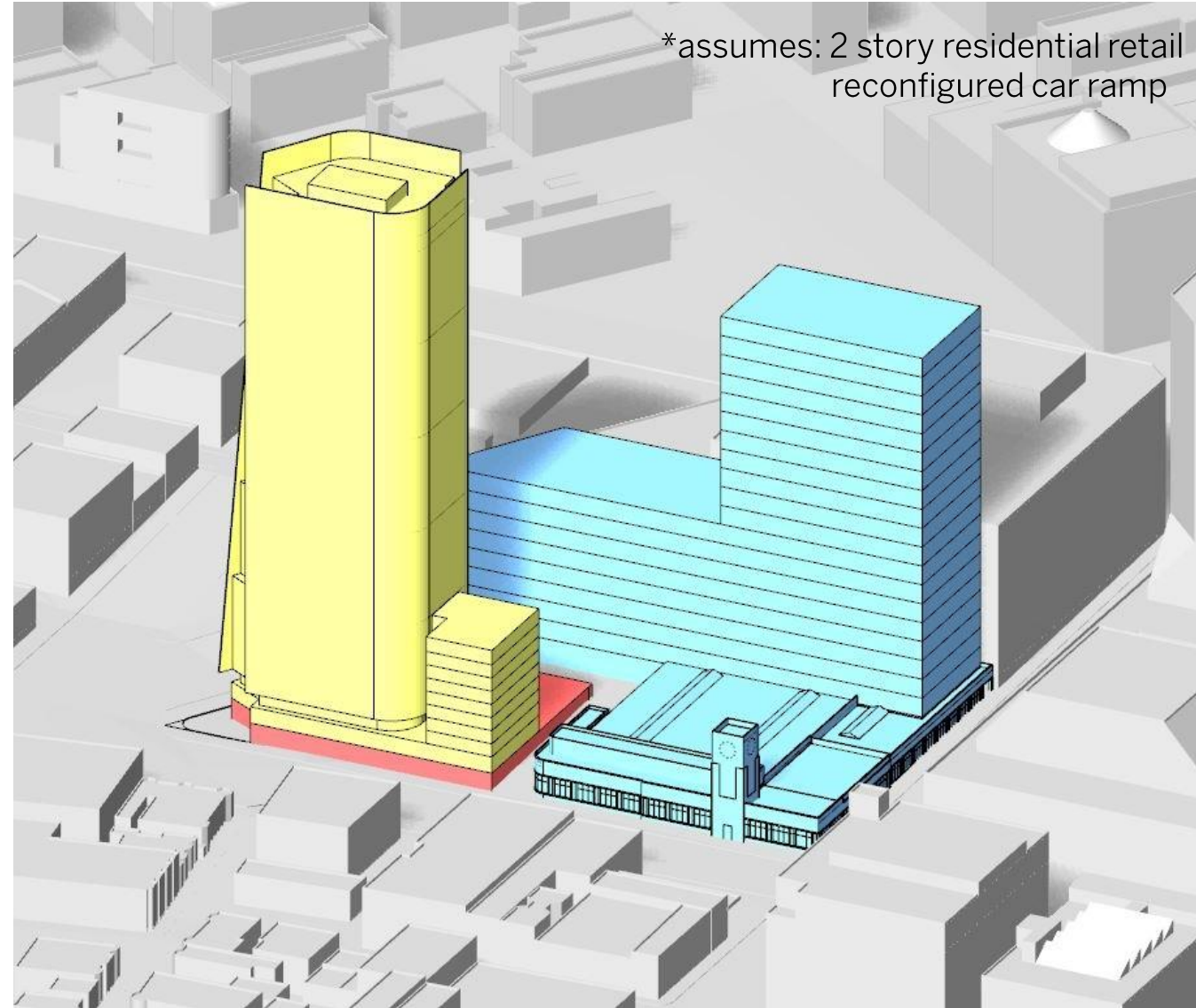
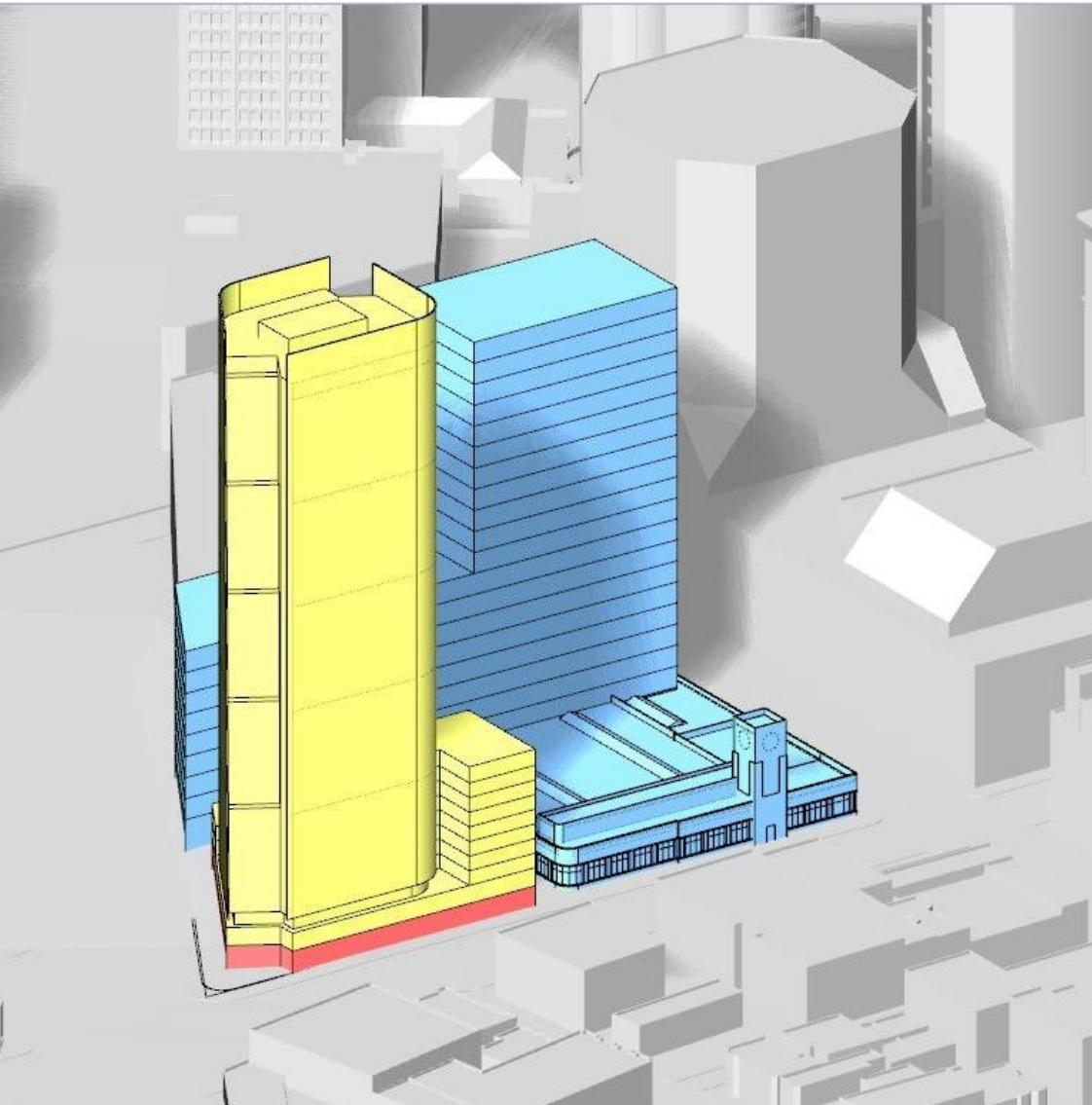


11th Street Elevation

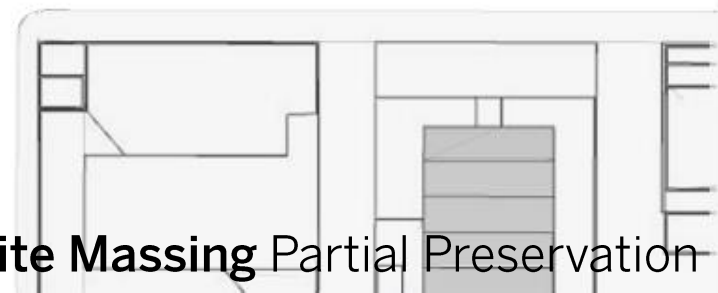
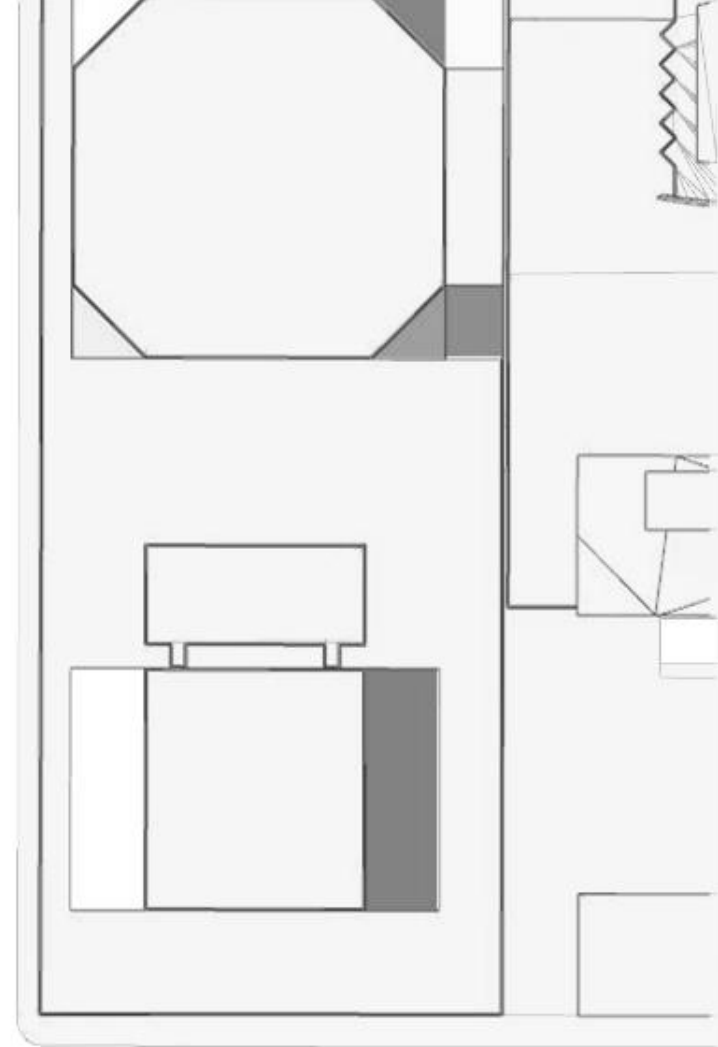
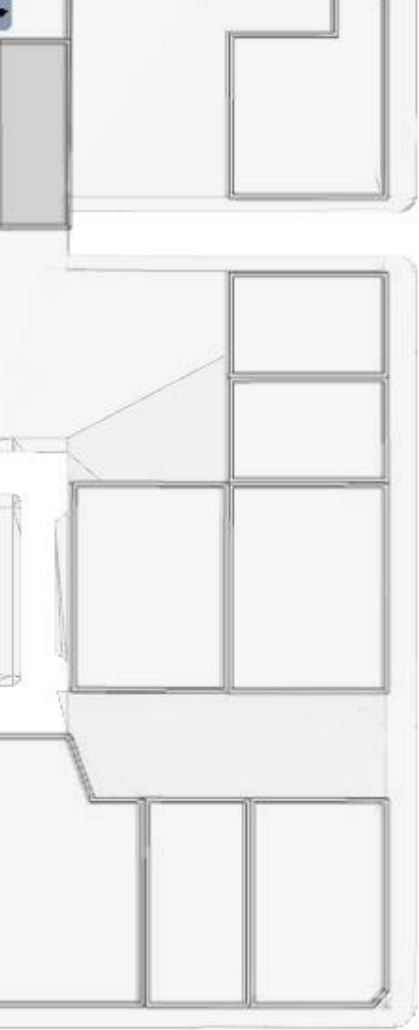
**Site Massing Full Preservation**



Office: 462,000 SF  
Residential: 511,500 SF  
Retail: 38,900 SF

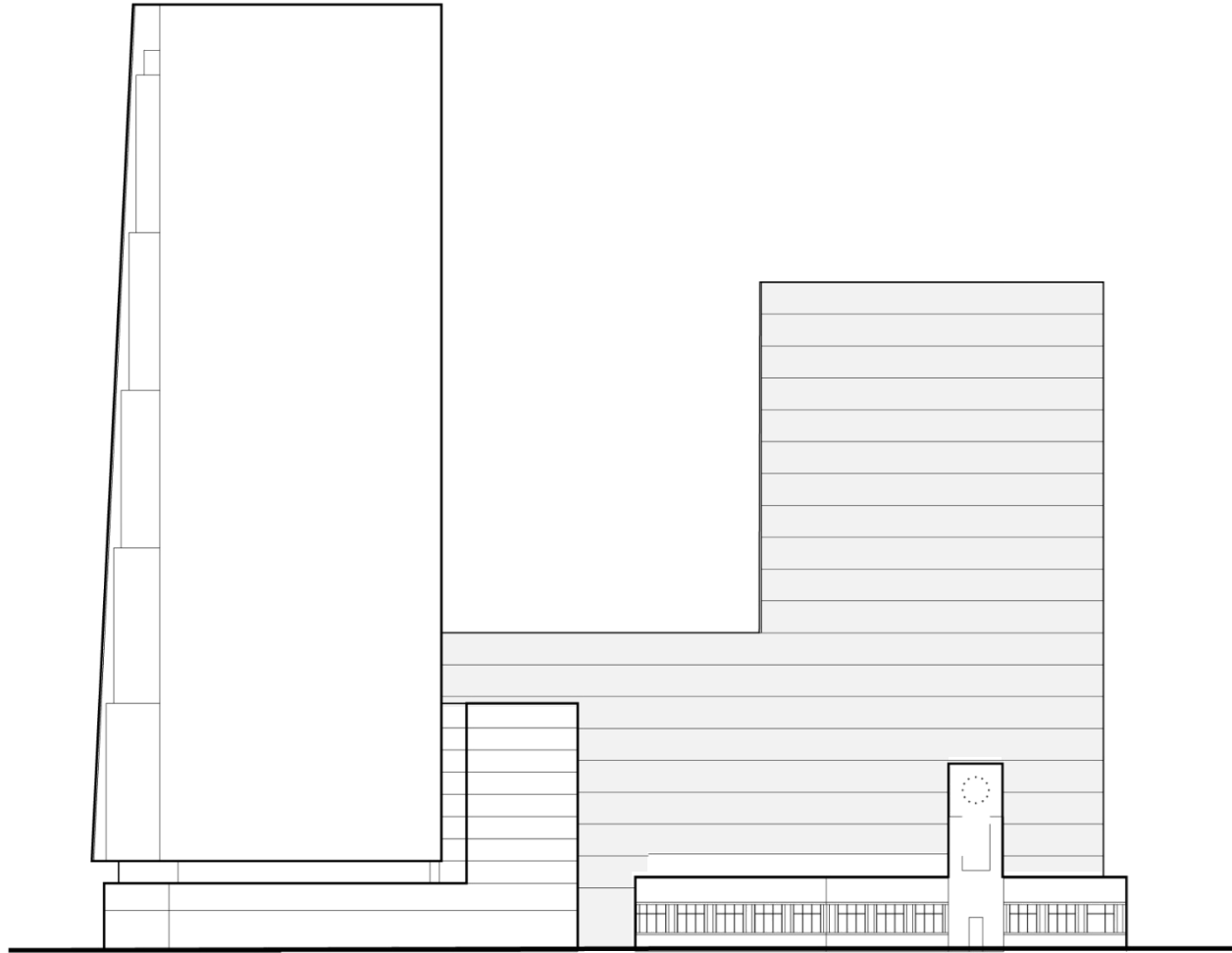


**Site Massing** Partial Preservation

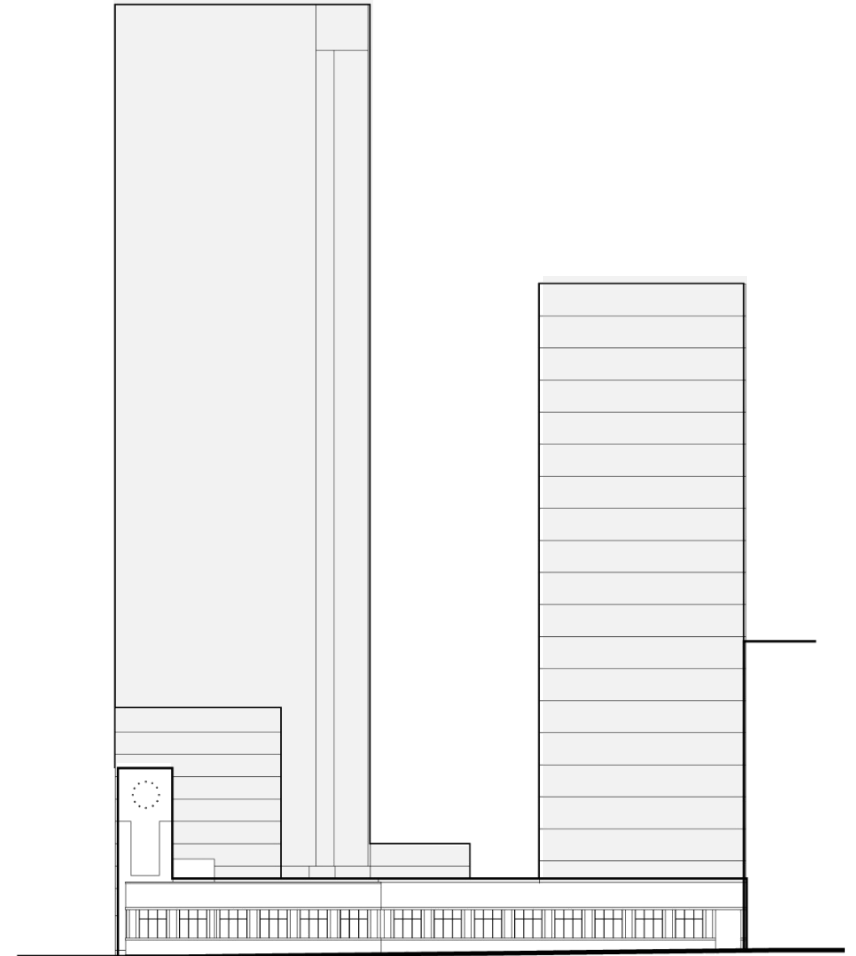


**Site Massing** Partial Preservation

Office: 462,000 SF  
Residential: 511,500 SF  
Retail: 38,900 SF



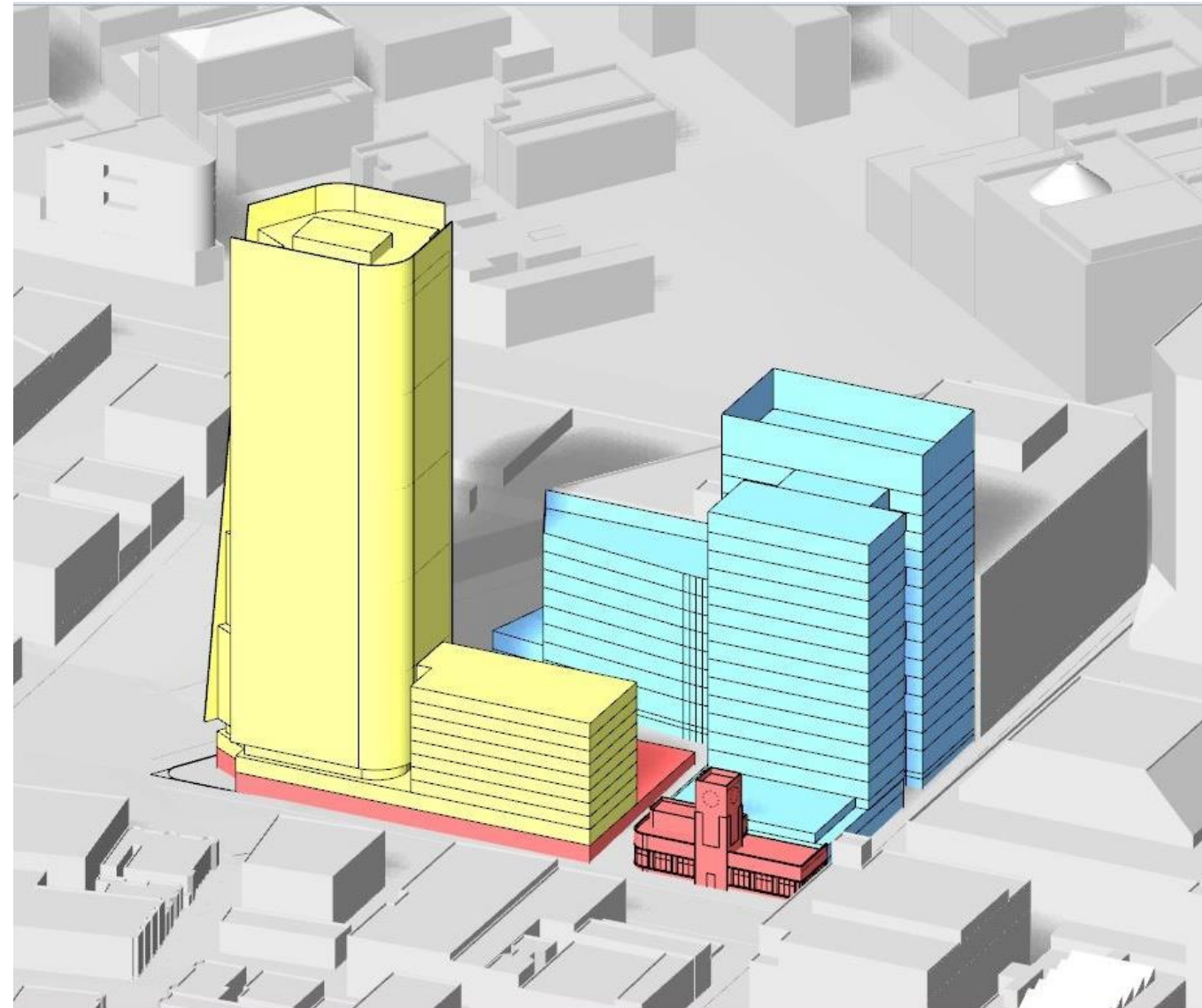
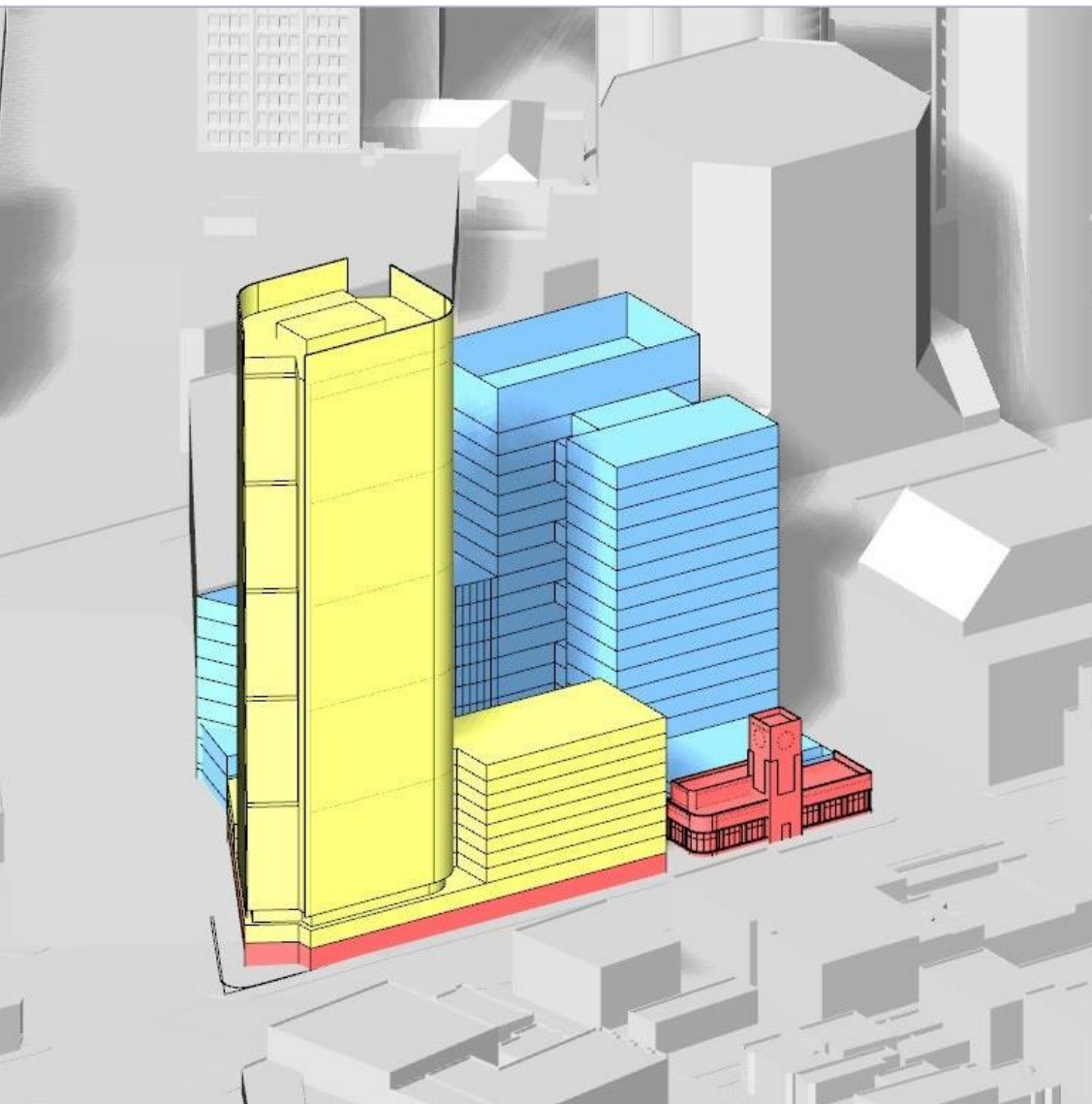
Mission Street Elevation



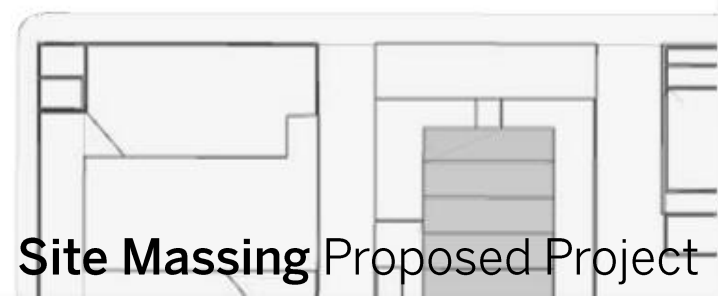
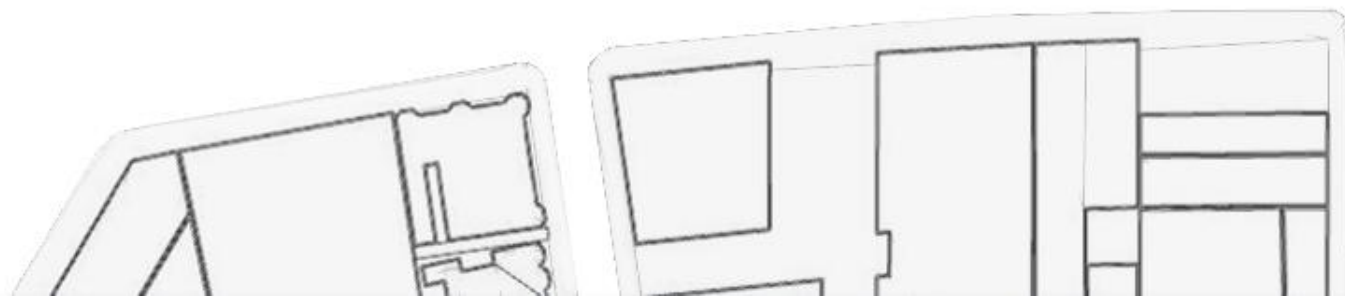
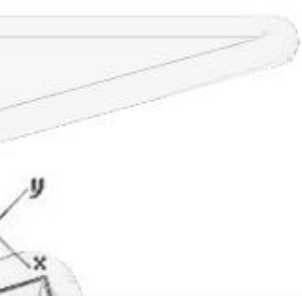
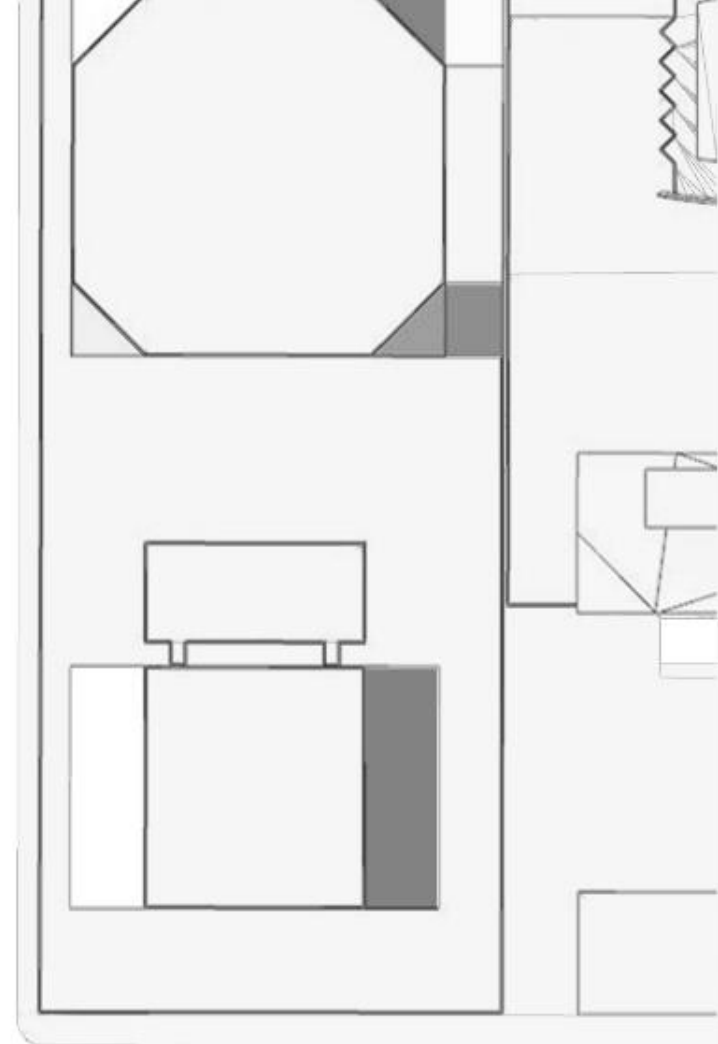
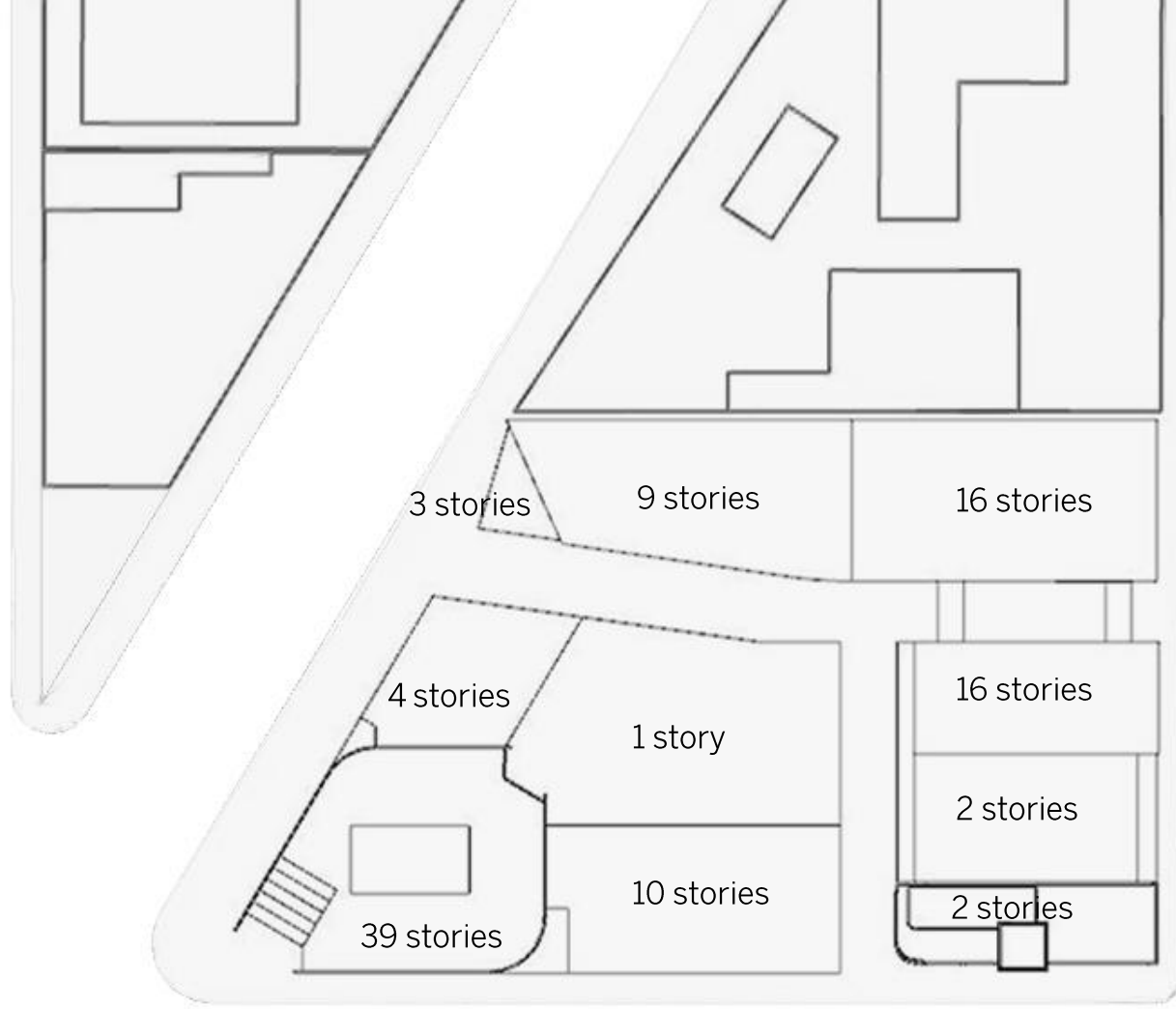
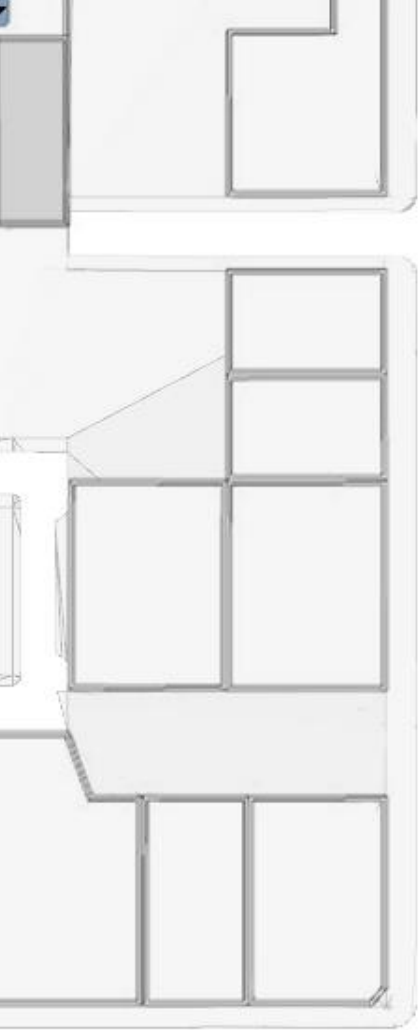
11th Street Elevation



Office: 462,000 SF  
Residential: 586,500 SF  
Retail: 44,800 SF

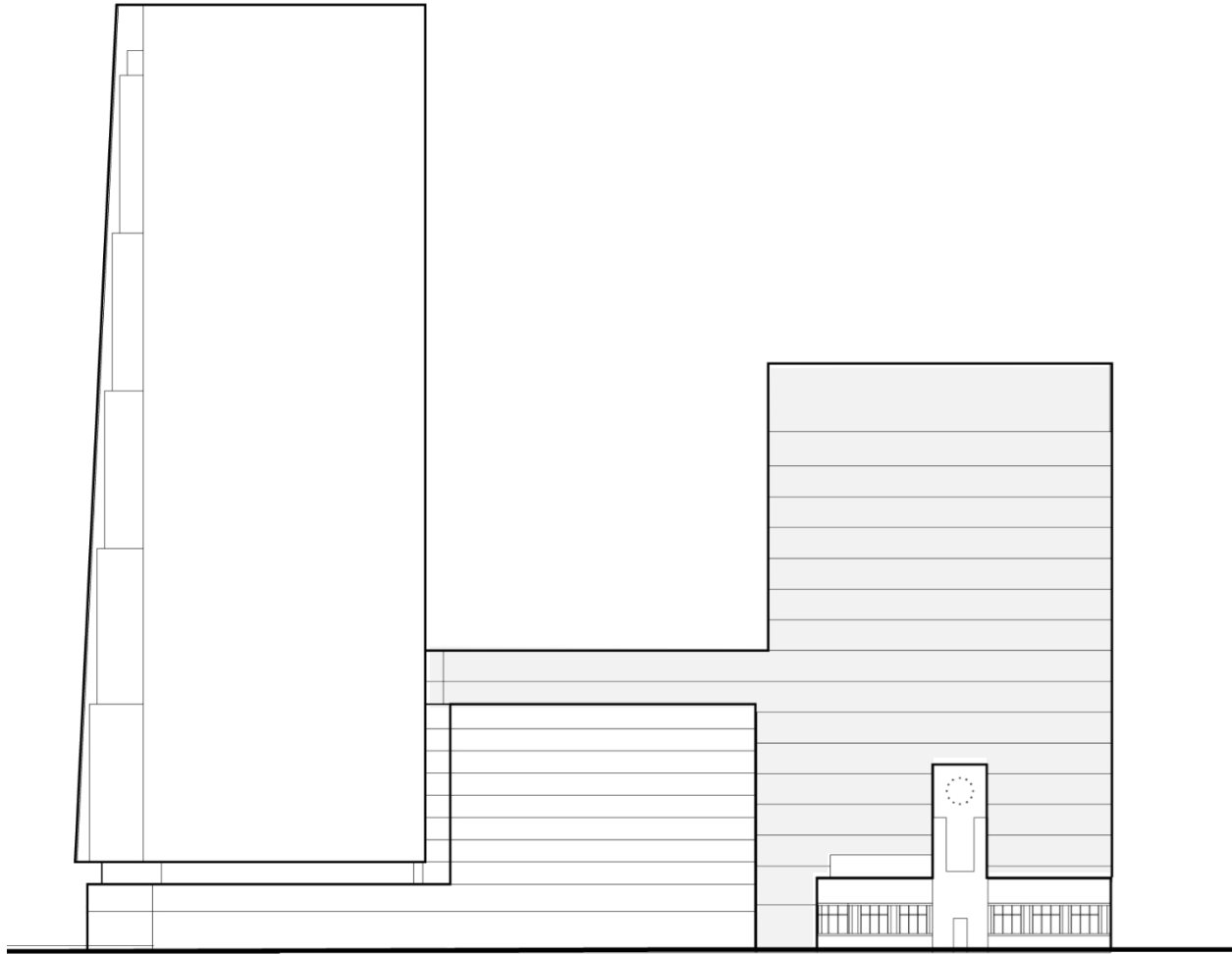


**Site Massing** Proposed Project

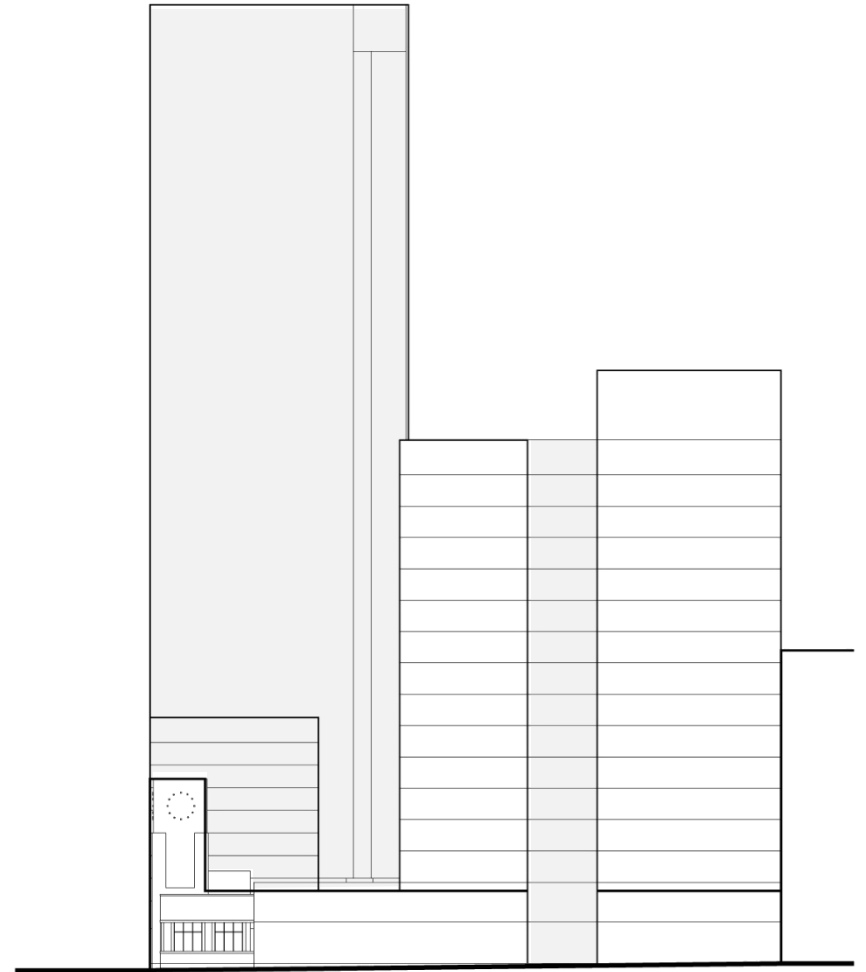


Site Massing Proposed Project

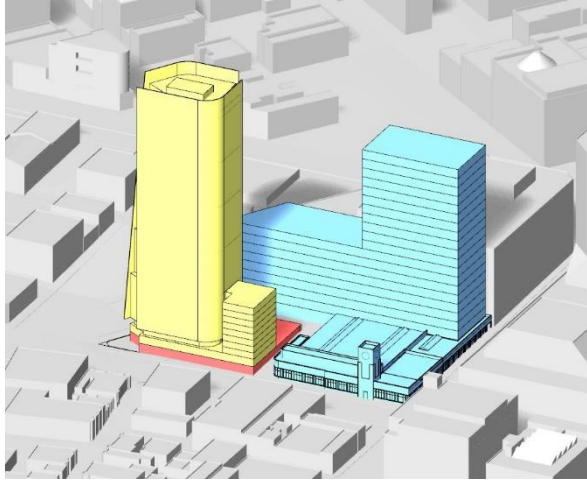
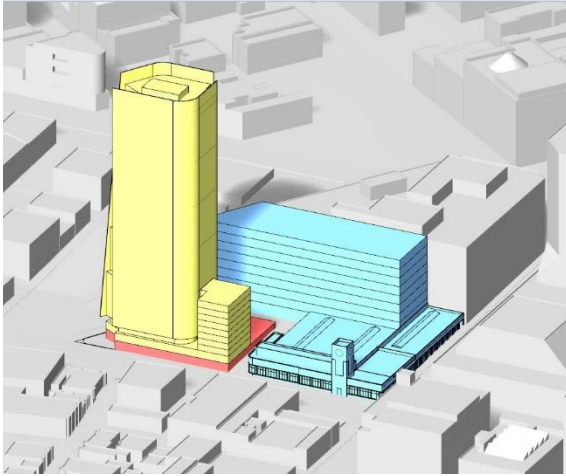
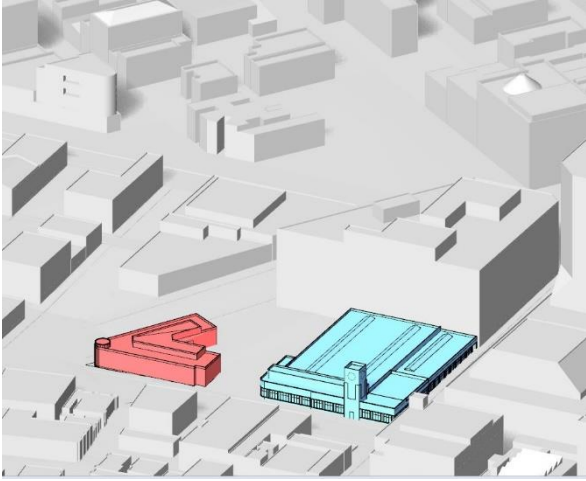
Office: 462,000 SF  
Residential: 586,500 SF  
Retail: 44,800 SF



Mission Street Elevation



11th Street Elevation



Office: 58,500 SF  
Retail: 28,900 SF

Office: 311,000 SF  
Residential: 511,500 SF  
Retail: 38,900 SF

Office: 462,000 SF  
Residential: 511,500 SF  
Retail: 38,900 SF

Office: 462,000 SF  
Residential: 586,500 SF  
Retail: 44,800 SF

**Site Massing Summary**