



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** March 29, 2017

**TO:** Architectural Review Committee of the Historic Preservation Commission

**FROM:** Richard Sucre, Preservation Planner/Senior Planner, (415) 575-9108  
Don Lewis, Environmental Planner, (415) 575-9168

**REVIEWED BY:** Tina Tam, Senior Preservation Planner, (415) 558-6325

**RE:** **Review and Comment for 1601-1629 Market Street  
Preservation Alternatives for Draft EIR  
Case No. 2015-005848ENV**

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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 1601-1629 Market 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.

The Planning Department is in the process of preparing an Environmental Impact Report (EIR) to evaluate the physical environmental effects of the proposed project. 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 released during the Summer 2016.

To assist in the review of the Project, the Project Sponsor commissioned a *Historic Resource Evaluation, 1601-05 to 1629-45 Market Street, San Francisco, California* (March 8, 2017), prepared by VerPlanck Historic Preservation Consulting. The Department concurs with the findings of this report.

## **BUILDINGS AND PROPERTY DESCRIPTION**

The project site is bounded by Market Street to the northwest, 12th Street to the northeast, Colton and Stevenson streets to the southeast, and Brady Street to the southwest, and is located on Assessor’s Block 3503 on Lots 001, 007, 008, 027, 028, 029, 031, 031A, 032, 032A, 033, 033A, 034, and 035. The project site is approximately 100,000 square feet (sf), and currently possesses

primarily of a series of surface parking lot, a BART ventilation shaft (constructed in 1967) and three buildings, which face onto Market Street. The three buildings include:

- Civic Center Hotel, 1601-1605 Market Street – a five-story steel and concrete frame residential hotel clad in brick, designed by William H. Crim, Jr. in 1915.
- UA Local 38 Union Hall, 1621 Market Street – a two-story reinforced concrete public assembly and office building, originally constructed in 1923 by the O’Brien Brothers and extensively remodeled in 1964.
- Lesser Bros. Building, 1629-1645 Market St – a one-story with mezzanine, reinforced-concrete commercial building, constructed in 1925 by Hyman and Appleton.

Additional detail on the buildings is provided in the *Historic Resource Evaluation, 1601-05 to 1629-45 Market Street*.

### CEQA HISTORICAL RESOURCE(S) EVALUATION

Based upon the research and an evaluation prepared by consultant, VerPlanck Historic Preservation Consulting, Department staff concurs with the list historic resources present on the project site associated with the proposed project at 1601-1629 Market Street (Proposed Project). In addition, the Department identified one additional historic resource, the Path of Gold Light Standards on Market Street, which are listed in Article 10 of the San Francisco Planning Code as Landmark No. 200.

This list of historic resources includes:

Resource Name	Period of Significance	Notes
Civic Center Hotel, 1601-1605 Market Street	1915	Significant for California Register under Criterion 3 (Design/Construction)
Lesser Bros. Building, 1629-1645 Market Street	1925	Significant for California Register under Criterion 3 (Design/Construction)
Path of Gold Light Standards (1 Market St through 2490 Market Street)	1908-1985	Significant for California Register under Criterion 3 (Design/Construction)

In addition, the Department concurs with the consultant report regarding the BART ventilation shaft and the UA Local 38 Union Hall at 1621 Market Street, which were determined ineligible for listing in the California Register of Historical Resources. Further, the project site is not located within any designated or eligible historic district.

Additional information on the historic context and the character-defining features associated with the aforementioned historic resources is available within *Historic Resource Evaluation, 1601-05 to 1629-45 Market Street*.

### PROJECT DESCRIPTION

The Project Sponsor, Strada Brady, LLC, proposes a mixed-use project fronting on Market Street between Brady and 12th Streets. The proposed project would demolish the existing United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry (UA)

Local 38 building, located at 1621 Market Street, demolish the majority of the Lesser Brothers Building, located at 1629–1637 Market Street, rehabilitate the Civic Center Hotel, located at 1601 Market Street, for residential use, and demolish the 242-space surface parking lots on the project site. The proposed project would construct a new four-story, 58-foot-tall, 27,300-square-foot UA Local 38 building, as well as a 10-story, 85-foot-tall, 187,100-square-foot addition to the Lesser Brothers Building at the corner of Brady and Market Streets containing 198 rental units and 6,600 square feet of ground-floor retail space.<sup>1,2</sup> A 10-story, 85-foot-tall, 118,300-square-foot residential building containing 136 rental units and 2,500 square feet of ground-floor retail would be constructed on Market Street between the new UA Local 38 building and the mixed-use building at the corner of Brady and Market Streets. A nine-story, 85-foot-tall, 74,700-square-foot residential building containing 78 rental units would be constructed to the east of the Brady Open Space at the end of Colton Street. The five-story, 55-foot-tall Civic Center Hotel would be rehabilitated to contain 65 rental units and 4,000 square feet of ground-floor retail, and a new six-story, 68-foot-tall, 50,900-square-foot Colton Street Affordable Housing building containing up to 107 affordable units would be constructed south of Colton Street as part of the proposed project. The proposed project would construct the new 18,300-square-foot Brady Open Space at the northeast corner of Brady and Colton Streets. In addition, the proposed project would include an approximately 30-foot-deep, two-level, below-grade garage with 316 parking spaces accessible from Brady and Stevenson Streets. Overall, the proposed project would include construction of 498,100 square feet of residential use, 27,300 square feet of union facility use, 13,000 square feet of ground-floor retail/restaurant use, and 31,600 square feet of publicly-accessible and residential open space.

The project objectives include:

1. Take advantage of the opportunity to plan and develop a mixed-use development at a significant, underutilized site in a transit-oriented, urban infill location with a building density, mix of uses, and public amenity program that is generally consistent with the overall objectives and policies of the Market & Octavia Area Plan.
2. Create a mixed-use, mixed-income community that includes on-site market-rate, affordable, and supportive housing, along with neighborhood-serving retail and new labor union facilities.
3. Develop the site at an intensity and density that takes advantage of the transit resources in the area and allows the proposed project to remain financially feasible while delivering on-site affordable housing, open space, and other public benefits and community amenities.
4. Produce high-quality architectural and landscape design that encourages variety and is compatible with its surrounding context. Incorporate a consistent Market Street street wall and prominent corners at 12th and Brady Streets.
5. Build a transit-oriented development that is committed to sustainable design and programming through its transportation demand management, efficient building systems, and environmentally-conscious construction materials and methods.

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<sup>1</sup> Square footages presented for the proposed project are approximate.

<sup>2</sup> Building heights for the existing buildings and the proposed project do not include rooftop mechanical penthouses. In accordance with *Planning Code* Section 260(b)(1)(B), elevator, stair, and mechanical penthouses would be a maximum of 16 feet in height above the roof line.

6. Preserve the character-defining features of the Civic Center Hotel and retain and renovate portions of the Lesser Brothers Building storefront at 1629–1645 Market Street, and incorporate these resources as integral parts of the overall project design, massing, and street wall context for Market and 12th Streets.
7. Provide affordable housing on the Colton Street site at a sufficient density to support on-site social and health services targeted to serve formerly homeless and at-risk residents, and on-site inclusionary below market-rate units.
8. Develop a new facility for the property owner and current occupant of the site, United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry Local 38 and its Pension Trust Fund, including offices and union meeting space.
9. Fulfill key City Market & Octavia Area Plan objectives regarding the network of neighborhood-serving open space and pedestrian passageways by designing, developing, and maintaining an approximately 18,000-square-foot Brady Open Space.
10. Encourage pedestrian access to the Brady Open Space with both north/south and east/west access to the site by creating new mid-block alleyways and other streetscape improvements.

For additional information about the proposed project, see the attached Notice of Preparation of an Environmental Impact Report and Notice of Public Scoping Meeting (February 8, 2017).

### **PROJECT IMPACTS**

Currently, the Proposed Project would have a less-than-significant impact upon the Civic Center Hotel, which will be rehabilitated and restored according to the Secretary of the Interior's Standards for Rehabilitation. In addition, the Project would not impact the Path of Gold Light Standards, which would be retained on Market Street.

Due to the proposed demolition of the Lesser Bros Building, the project is anticipated to result in a significant adverse impact to the identified historical resource at 1629-1645 Market Street. The Project would retain only a portion of the front façade of the Lesser Bros Building; thus, the Project would largely demolish the majority of the existing one-story commercial building at 1629-1645 Market Street.

### **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.

Department staff and the project team have identified the following preservation alternatives:

- No Project Alternative;
- Full Preservation Alternative; and,
- Partial Preservation Alternative.

These alternatives are depicted in the attached massing studies.

### **No Project Alternative**

The No Project Alternative would retain the existing buildings as-is. The No Project Alternative does not meet the objectives of the project; however, the No Project Alternative would result in no impact on the historic resources present on the project site.

### **Full Preservation Alternative**

The Full Preservation Alternative would retain the majority of the existing Lesser Bros Building at 1629-1645 Market Street. The project under the full preservation alternative would add one-story vertical addition to the existing building, which would be setback 15-ft from the Market and Brady Street facades, as well as 8-ft from the east facade. Behind the Lesser Bros Building, the project would construct the "A" Building.

The Full Preservation Alternative would retain the existing historic building and construct a new vertical addition, which would be compliant with the Secretary's Standards. The setbacks ensure that a new vertical addition would not interfere with the massing of the original historic building. New construction would occur behind and adjacent to the historic buildings, and would not impact any of the historic building's character-defining features. For these reasons, Department staff believes that this alternative would avoid a significant impact on the historic resource.

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

### **Partial Preservation Alternative**

The Partial Preservation Alternative would retain approximately half (or 30-ft) of the Lesser Bros Building at 1629-1645 Market Street. The Partial Preservation Alternative would include the new construction of a ten-story residential building with basement, which would rise from the mid-point of the existing Lesser Bros Building. Since the majority of the Lesser Bros Building would be demolished, the project would not be consistent with the Secretary's Standards, since the original mass would be impacted by the new construction. For these reasons, staff believes the Partial Preservation Alternative will reduce but not eliminate the significant impact on the individually-significant historic resource.

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

## **REQUESTED ACTION**

Specifically, the Department seeks comments on the adequacy of the proposed Preservation Alternatives.

## **ATTACHMENTS**

- HPC Resolution No. 0746
- 1629 Market Street Historic Preservation Approach (March 2017)
- Historic Resource Evaluation, prepared by VerPlanck Historic Preservation Consulting (March 8, 2017) and Photographs
- Notice of Preparation of an Environmental Impact Report and Notice of Scoping Meeting for 1629 Market Street Mixed-Use Project (February 8, 2017)



# 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



1629 MARKET STREET  
**Historic Preservation Approach**

Strada Brady, LLC  
March 2017

## **1629 Market Street Project Description**

The 1629 Market Street project is a mixed-use, mixed-income development on a 2.2-acre site located on the block bounded by Market Street, 12<sup>th</sup> Street, Otis Street, and Brady Street, within the boundaries of San Francisco's Market & Octavia Area Plan. Strada Brady, LLC ("Strada") has designed the project to comply with the guidelines of the Market & Octavia Area Plan in terms of uses, building heights (with a single exception for a 100% affordable supportive housing building), density, and overall site configuration. The project involves construction of three new market-rate multifamily residential buildings and an affordable supportive housing building for formerly homeless individuals; the rehabilitation of a historic building for market-rate multifamily residential use; the construction of a new building for the U.A. Local 38 Plumbers and Pipefitters offices and collective bargaining space; and a centerpiece publicly accessible open space. In total, the project will include approximately 584 units of housing (100-107 of them for supportive housing), 13,000 square feet of ground-floor retail, 27,000 square feet of office, and 23,500 square feet of publicly accessible open space. The project will have an estimated total of 28% on-site affordable housing, and its mix of low-income, supportive, and market-rate units is the first of its kind in San Francisco.

## **Summary of Historic Resources**

The project site contains two buildings that were identified as Category B – Potential Historic Resources – in the Market & Octavia Area Plan Survey. These buildings are: (1) the Civic Center Hotel at 1601-1605 Market Street, a five-story steel-frame structure with brick infill built in 1915 and (2) the Lesser Bros. Building at 1629-1645 Market Street, a one-story concrete commercial building. A third existing building on the site, the current home of U.A. Local 38, was not identified as a potential historic structure. The Market & Octavia Area Plan Survey's analysis of the historic buildings focuses on exterior elements – the relatively well-preserved and distinctive façade compositions and materials, and the buildings' contribution to the character of Market Street. The building interiors have been repeatedly and comprehensively altered.

The project plans to retain and rehabilitate the Civic Center Hotel, which is nearing the end of its useful life and requires substantial physical improvements. The project will also retain the character-defining elements of the Lesser Bros. Building and its commercial use by incorporating it into a new mixed-use building. In both cases, the project strives to preserve and enhance the historic character of the block with architectural designs that are sensitive to existing materiality and massing.

VerPlanck Historic Preservation Consulting conducted a Historic Resource Evaluation (HRE) for these buildings and the proposed project. The HRE supports the original Market & Octavia Area Plan findings. The report also acknowledges the project's goal to focus on preservation and appropriate design, as well as pro-active documentation of the each building's place in San Francisco history.

## **Historic Preservation Approach**

Below is a description of the project's approach to each of the historic resources on the site. The project's design team includes David Baker Architects, Kennerly Architecture & Planning, and Page & Turnbull as a historic consultant.

### Proposed Project

#### *1. Full Exterior Preservation and Rehabilitation of the Civic Center Hotel*

The Civic Center Hotel is prominently positioned on the corner of Market Street and 12<sup>th</sup> Street. The building has been operated as a single-room occupancy (SRO) residential hotel and over the years has fallen into a state of physical disrepair and high vacancy. Strada and its non-profit partner, the Community Housing Partnership (CHP), executed a Memorandum of Understanding with the Mayor's Office in April of 2015 to temporarily use the Civic Center Hotel as housing for formerly homeless people with on-site social services provided by CHP, until the larger redevelopment program is entitled and ready to proceed. However, physical inspection of the building has shown that it needs extensive renovation work to continue safe and functional operation as a residential use.

Recognizing the historic significance of the building exterior and massing, the project proposes to retain and improve the Civic Center Hotel. In order to avoid any displacement, Strada and CHP will construct a new, 100-107-unit supportive housing building on another parcel within the site boundaries and will move eligible Civic Center Hotel residents into the new building before starting the rehabilitation work on the existing structure.

The project will renovate the Civic Center Hotel interior for market-rate residential apartments, and the general footprint and massing will remain consistent. The distinctive brick façade, window pattern, and other detailing will be retained and enhanced to the extent possible. The building retail storefronts will also be restored to bring back ground-floor activity on the Market Street corner and extending down 12<sup>th</sup> Street. Renderings and plans for the renovated Civic Center Hotel building are included in **Attachment B**.

#### *2. Partial Preservation of the Lesser Bros. Building*

The Lesser Bros. Building is also on a prominent corner at Market Street and Brady Street. It is a single-story structure that has been chopped up into a variety of separate commercial spaces over time. Working with the San Francisco Planning Department, the project team focused on an approach to preserve the character-defining façade elements and single-story massing of the Lesser Bros. Building, integrating it into a building that is compatible and sensitive to the original structure, while also bringing a sense of scale and modern design in step with the contemporary nature of Market Street.

The new building, which is detailed in **Attachment C**, retains the entire 140-foot-long, 23-foot-high Market Street façade of the Lesser Bros. Building and its primary commercial use. The façade’s stucco finish, distinctive frieze, and cornice will be preserved. As the interiors and storefronts have been significantly altered from their original construction, the new project will demolish and rebuild them in a manner that respects the original design intent.

A new multifamily residential building will be constructed at a 10-foot setback from the Lesser Bros. Building, reinforcing its single-story street frontage. The new 85-foot building will feature bay projections (described as “oriel” in the HRE) that align with the historic storefront composition and its structural piers, and the vertical window divisions and articulated “shading fins” on the new building reference the filigreed clerestory and detailing on the Lesser Bros. Building façade. These fine-grained references stitch together the original building and the new construction, giving the project a stronger corner presence that fits with the surrounding context.

## EIR Preservation Alternatives

### *2A. Lesser Bros. Building Full Preservation Alternative*

Strada has prepared a “full preservation alternative” scheme (shown in **Attachment C1**) for the Lesser Bros. Building, which involves retaining the entire building volume, adding a second story atop the existing Lesser Bros. Building, and setting back the new building a full 60 feet from Market Street. This design loses the strong Market Street corner presence and weakens the continuity of the street wall. It also results in a loss of residential area (approximately 56,000 square feet) that is large enough to jeopardize the financial feasibility of the project, and its ability to deliver significant public benefits including an extraordinary level of affordable housing and a centerpiece public open space.

### *2B. Lesser Bros. Building Partial Preservation Alternative*

Per the direction from San Francisco Environmental Planning staff, Strada has also prepared an additional “partial preservation alternative” scheme (shown in **Attachment C2**) for the Lesser Bros. Building, which involves retaining half of the building volume, and setting the new building back 30 feet from Market Street. Similar to the full preservation alternative, this scheme weakens the building’s corner presence and breaks up the continuity of the Market Street street wall. It also results in a significant loss of residential area (approximately 42,000 square feet), which would impact the level of public benefits and affordable housing that the project is otherwise able to provide.

Attachments

A: Overall Project Development Plan

B: Civic Center Hotel Full Preservation

C: Lesser Bros. Building Partial Preservation (Proposed Project)

C1: EIR Lesser Bros. Full Preservation Alternative

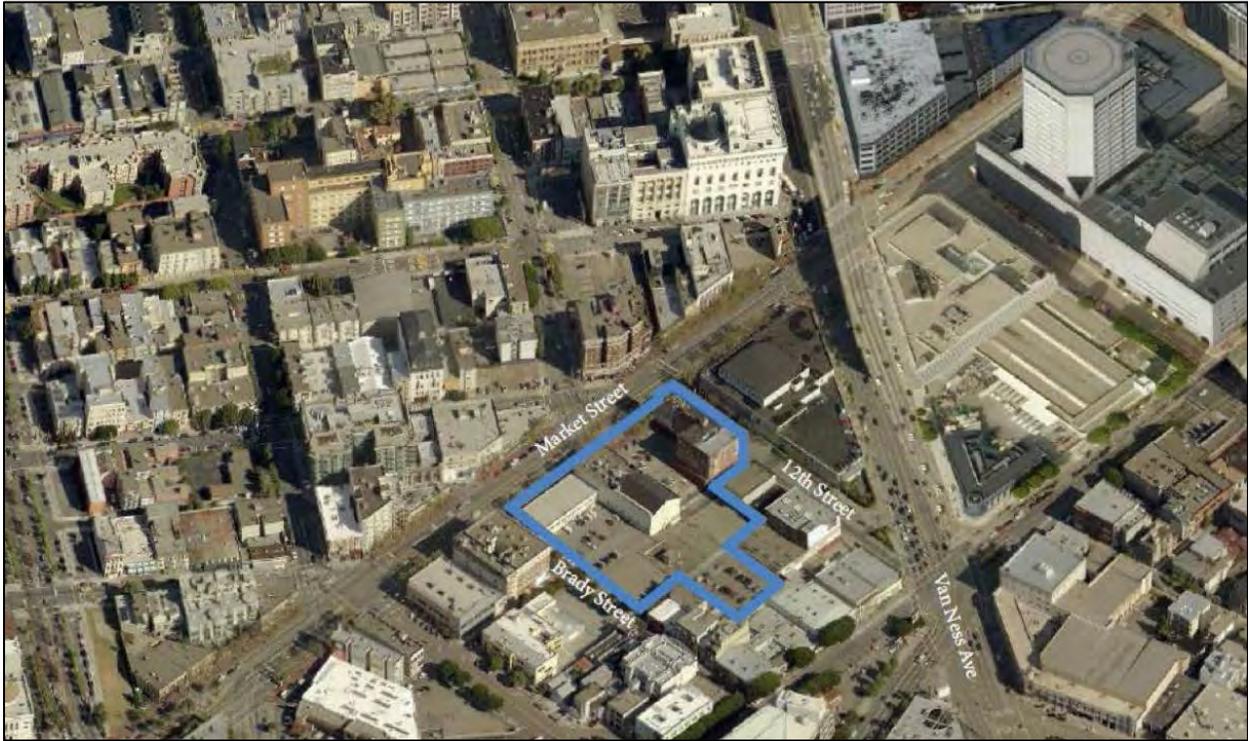
C2: EIR Lesser Bros. Partial Preservation Alternative

D: Historic Resource Evaluation

ATTACHMENT A:

**Overall Project Development Plan**

Site Location and Existing Conditions



# Development Site Plan



**Proposed Renderings and Elevations**



*View of Civic Center Hotel at the corner of Market Street and 12<sup>th</sup> Street*



*View of Lesser Bros. Building partial preservation at the corner of Market Street and Brady Street*





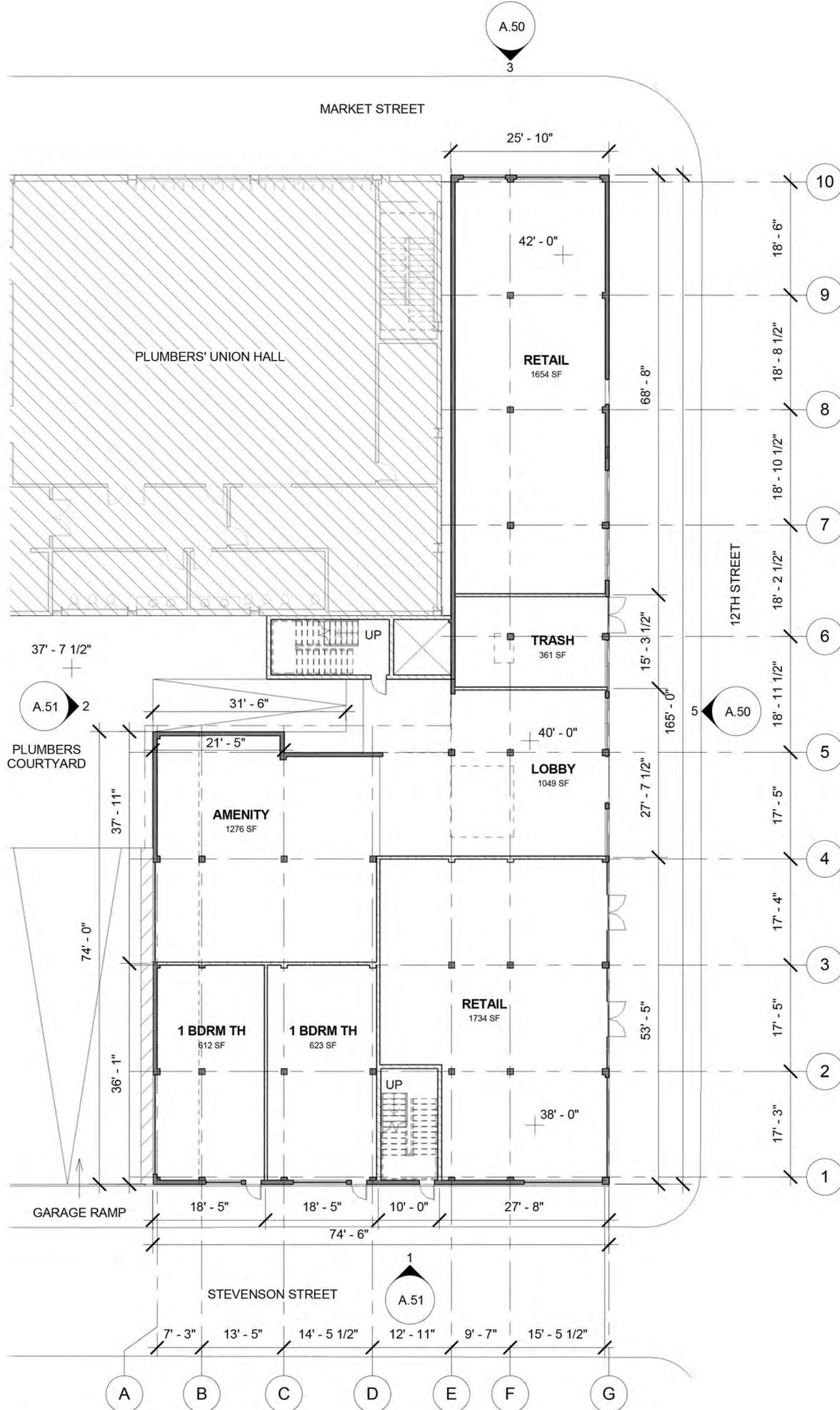
*Elevation of 12th Street*

ATTACHMENT B:

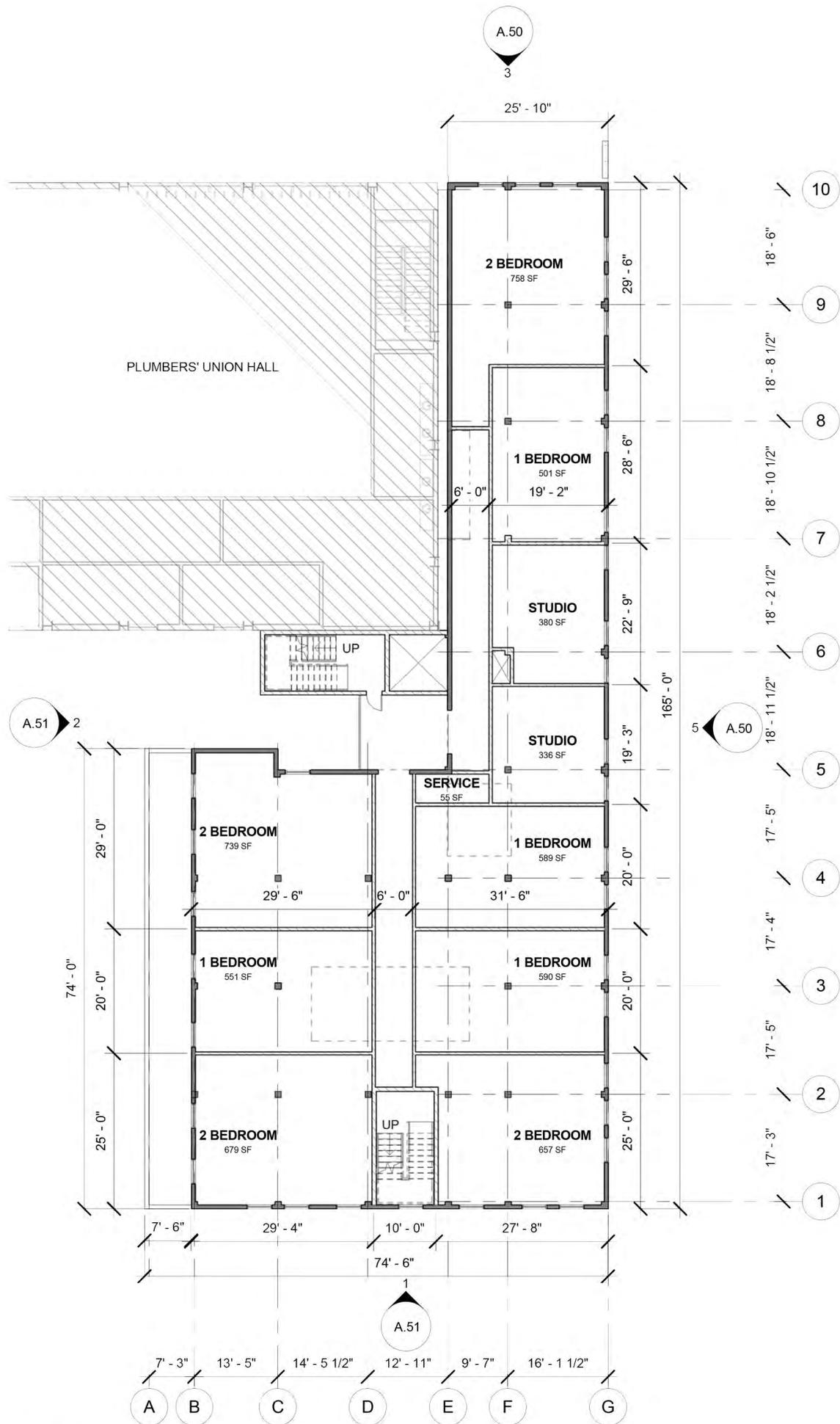
**Civic Center Hotel Full Preservation**



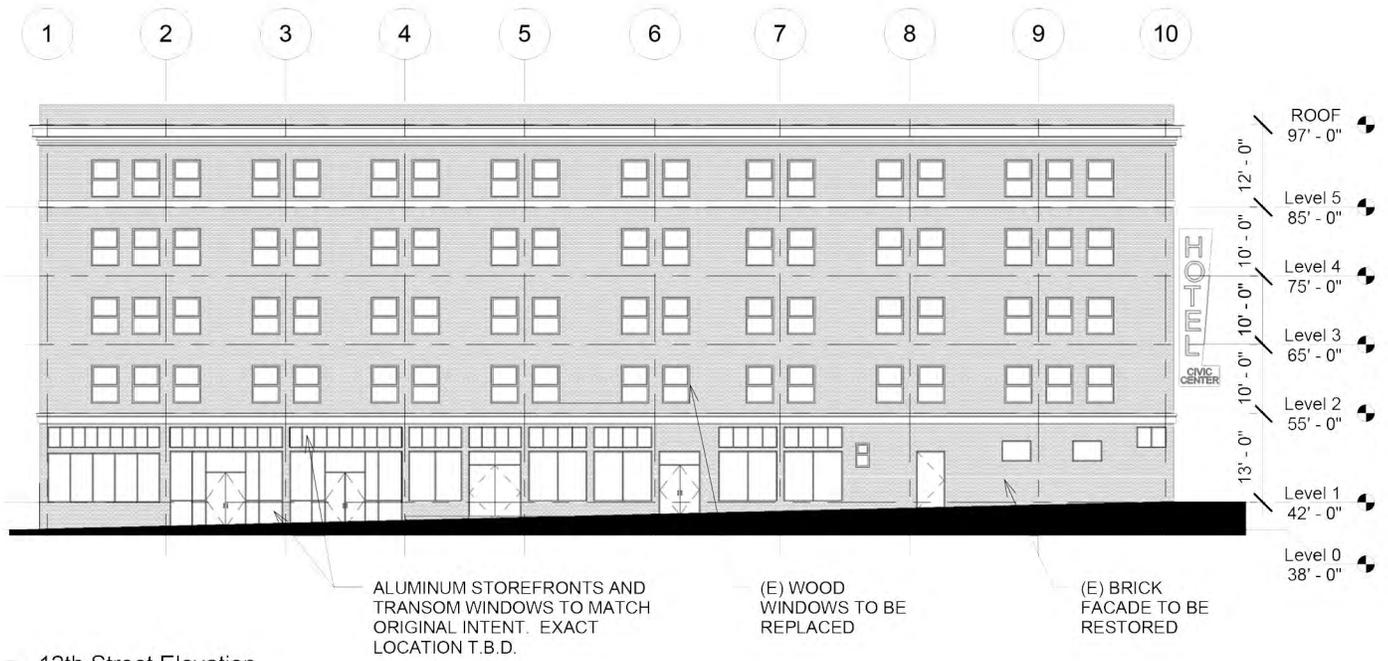
View from 12th & Market Streets



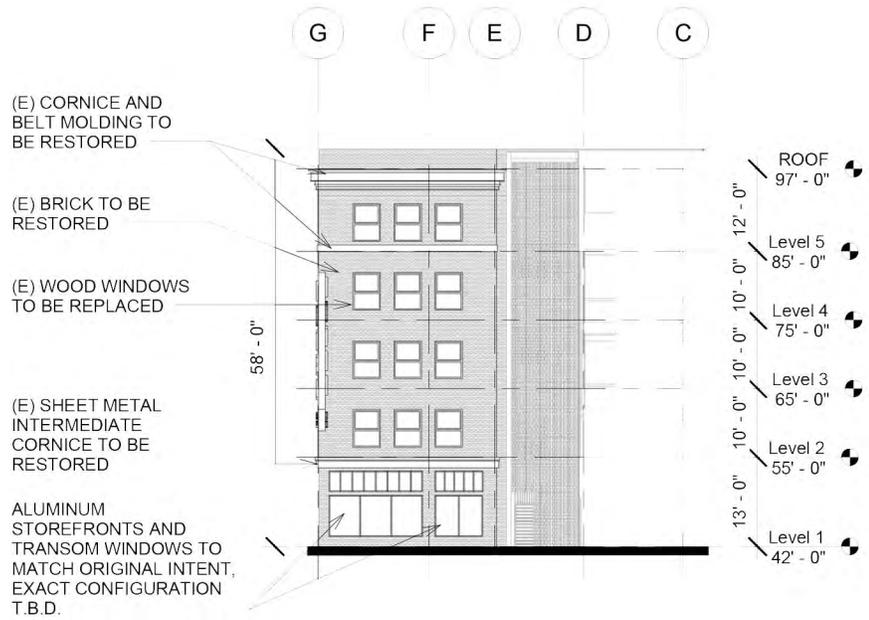
1 Floor Plan - Level 1  
1/16" = 1'-0"



1 Floor Plan - Level 2  
1/16" = 1'-0"

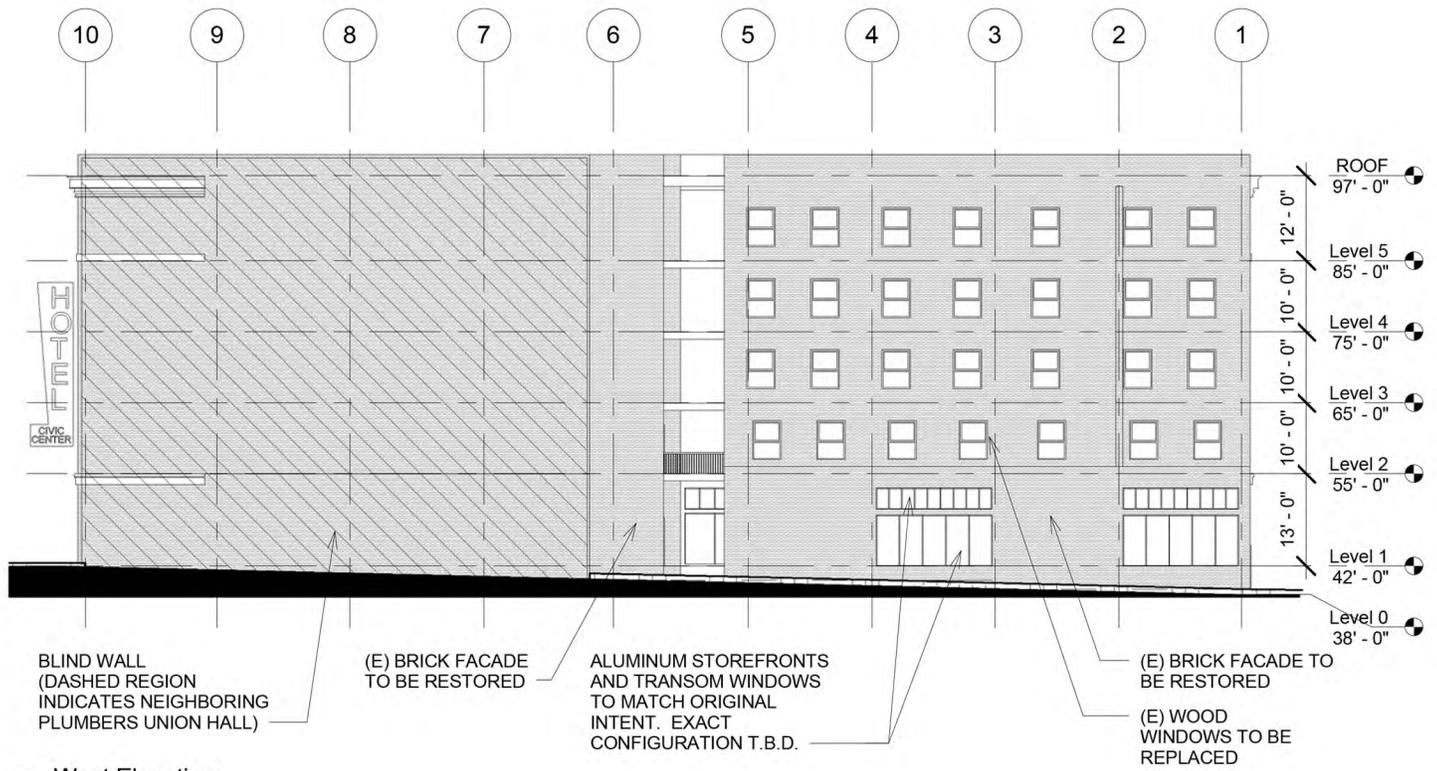


5 12th Street Elevation  
1" = 20'-0"

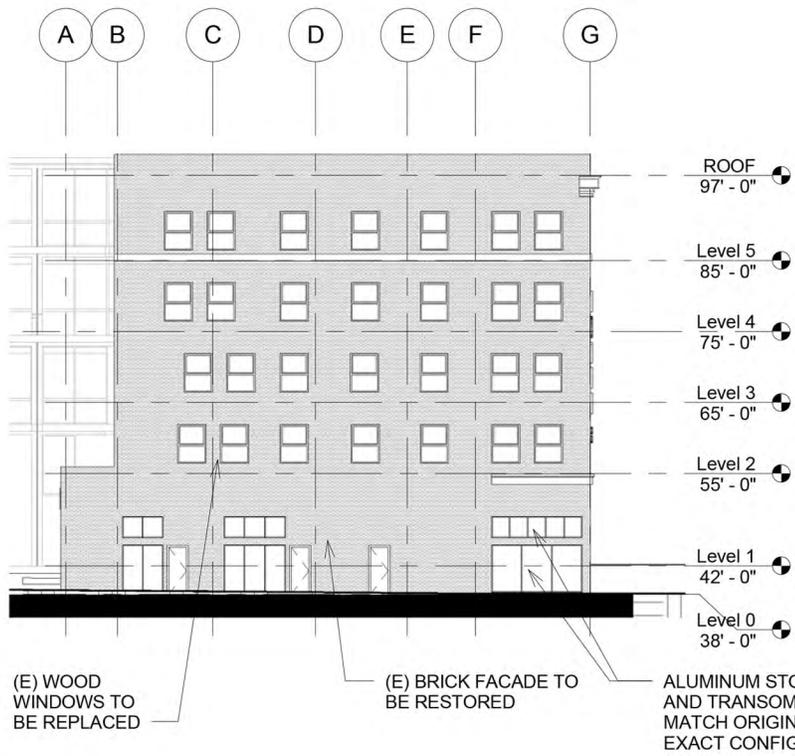


3 Market Street Elevation  
1" = 20'-0"

NOTES:  
UPPER LEVEL FOUR ELEVATIONS TO MATCH EXISTING. SURVEY PENDING.



2 West Elevation  
1" = 20'-0"



1 Stevenson Street Elevation  
1" = 20'-0"

NOTES:  
UPPER LEVEL FOUR  
ELEVATIONS TO MATCH  
EXISTING. SURVEY PENDING.

ATTACHMENT C:

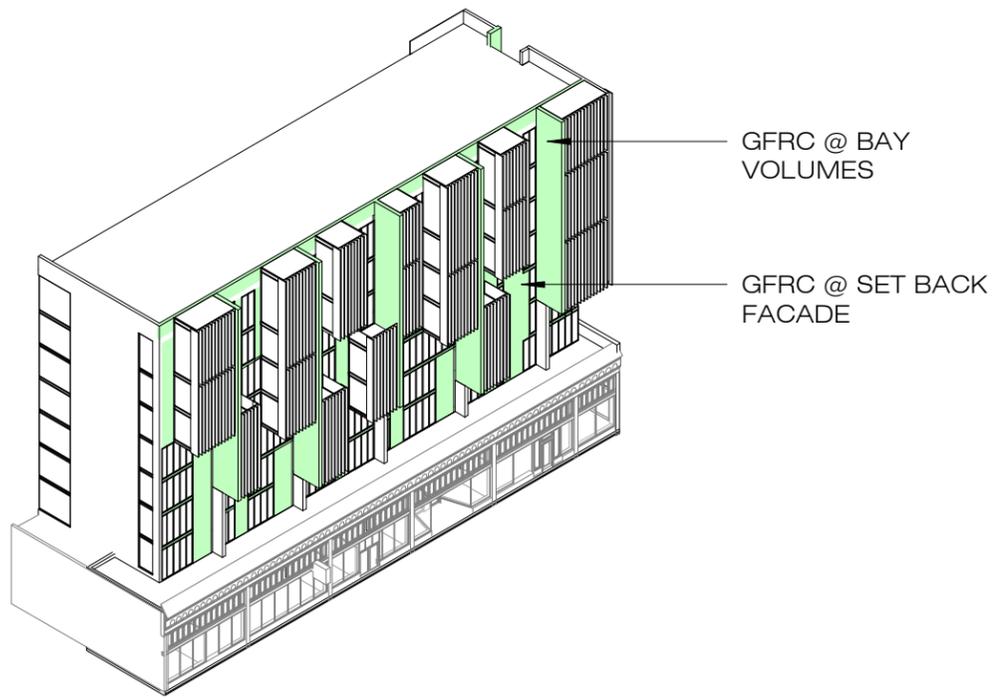
**Lesser Bros. Building Partial Preservation (Proposed Project)**



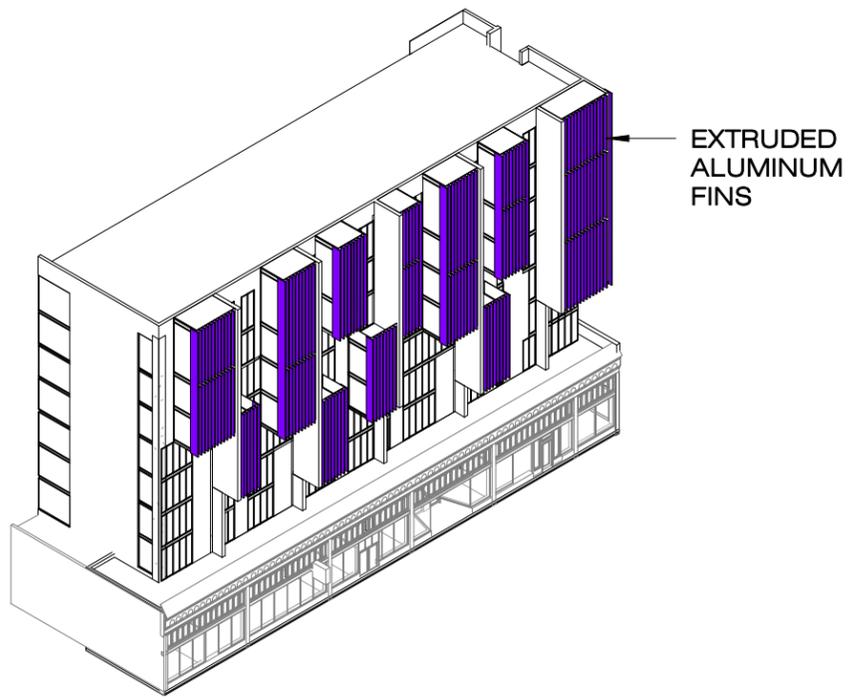
View from Market & Brady Streets



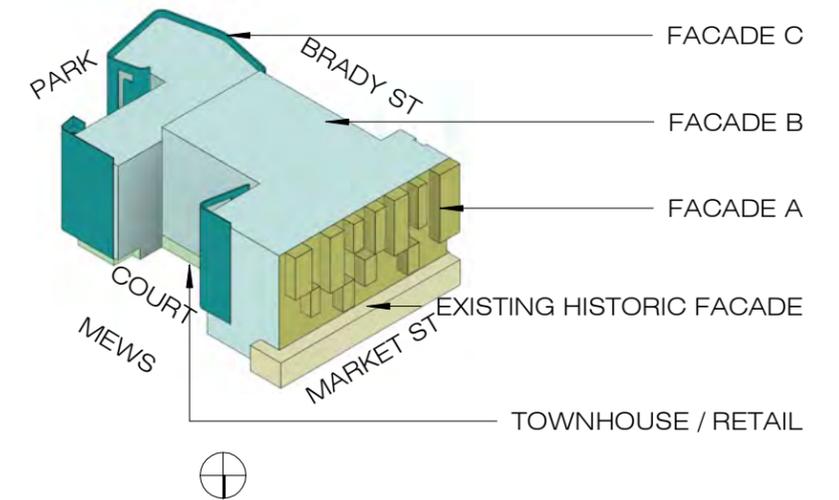
View from Rose Street



④ FACADE TYPE A - SOLID-1A

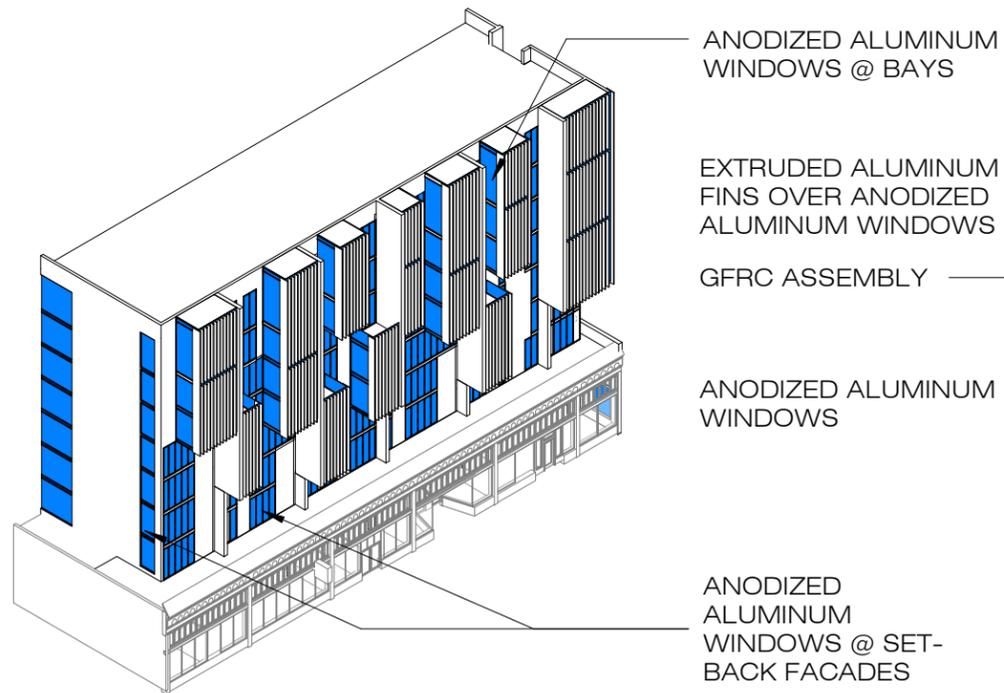


③ FACADE TYPE A - LOUVERS-1A

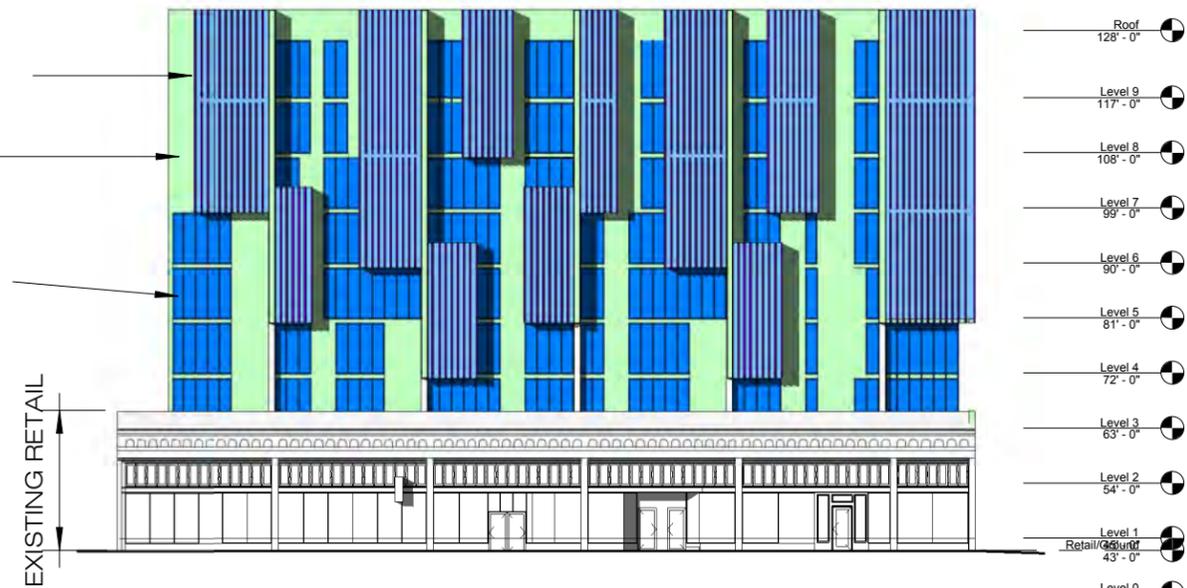


EXTERIOR ASSEMBLY DETAIL REFERENCES

	FOR 1-HR EXTERIOR WALL - GFRC ASSEMBLY, SEE DETAIL 6/A.60 1-HR FIBER CEMENT ALTERNATE, SEE DETAIL 2/A.60
	FOR 1-HR EXTERIOR WALL - FIBRE C RAINSCREEN ASSEMBLY, SEE DETAIL 1/A.61
	FOR BOARD TEXTURED CONCRETE, SEE DETAIL 5/A.61
	FOR EXTRUDED ALUMINUM FINNS, SEE DETAIL 2/A.34-1A



② FACADE TYPE A - GLAZING-1A



① A-NW ELEV. @ MARKET.  
1" = 30'-0"



**Kennerly**  
architecture & planning

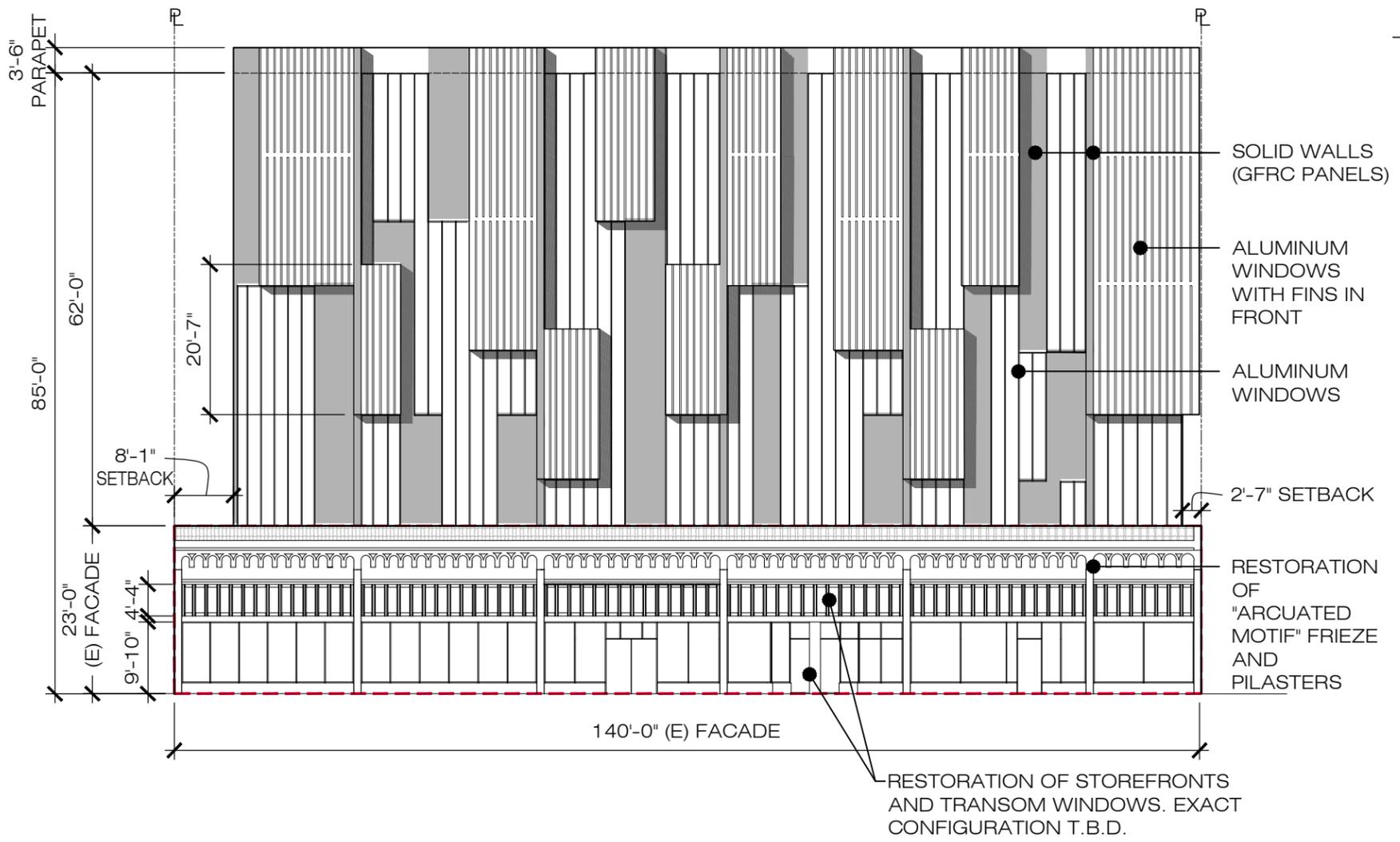
Strada Brady LLC.

**Building A**

**FACADE A**

21401.01  
scale: As indicated  
date: 2017.03.08

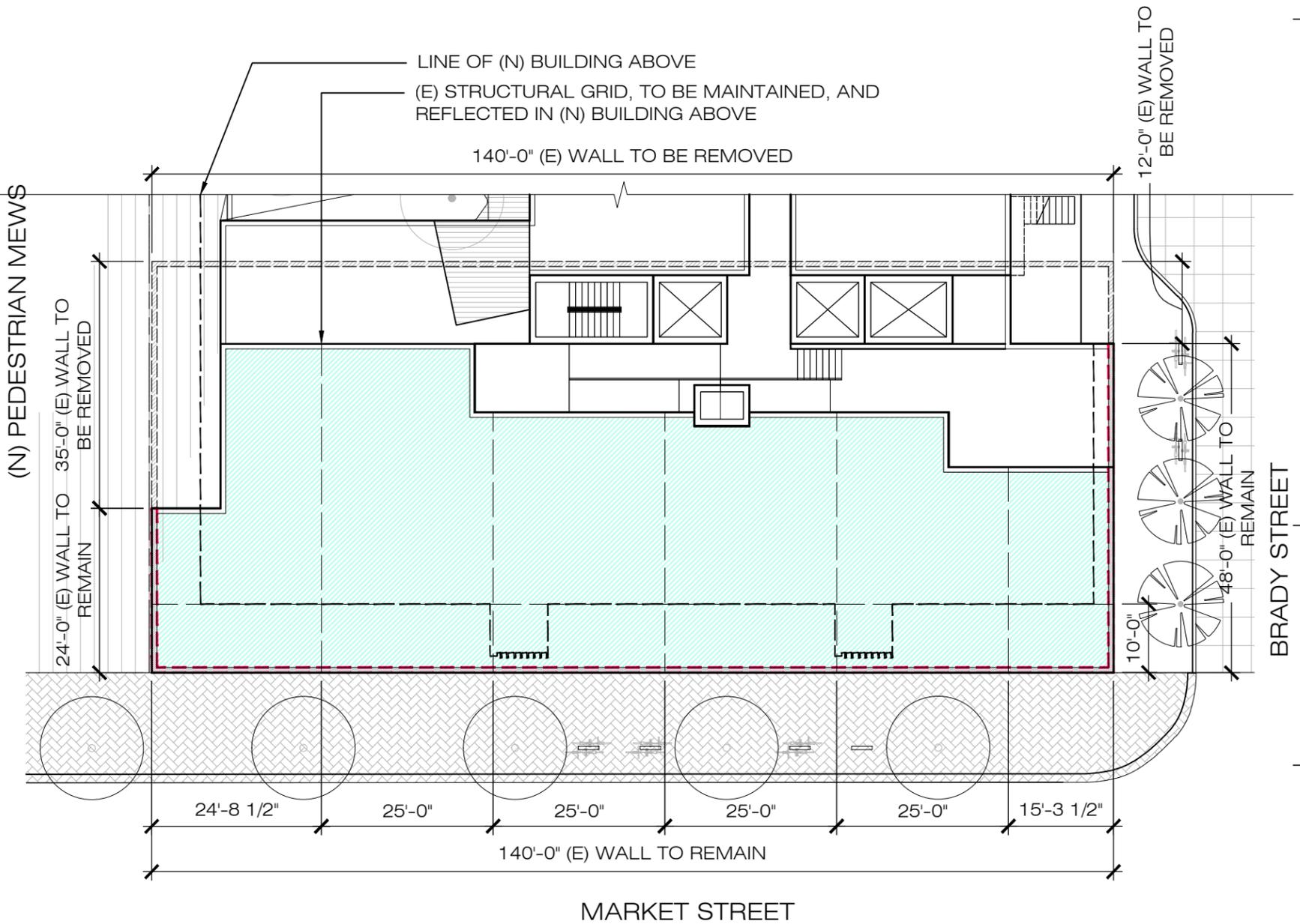
**A.20a**



## MARKET STREET ELEVATION

1" = 20'-0"

2



## BUILDING A GROUND FLOOR PLAN

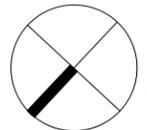
1" = 20'-0"

(N) RETAIL  
(5675 SF)

(E) TO BE  
REMOVED

(E) TO REMAIN

1



**Kennerly**  
architecture & planning

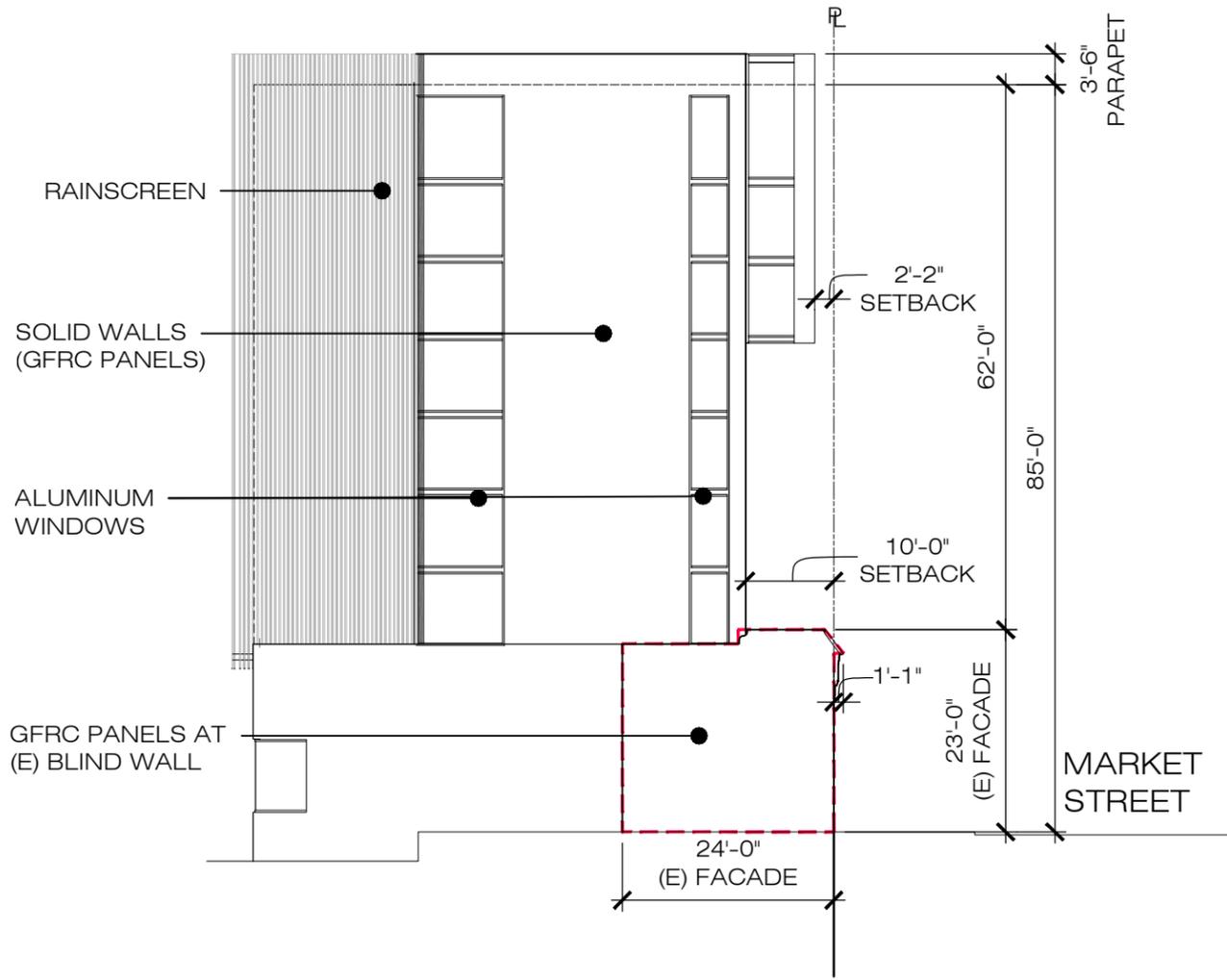
Sirada Brady Llc.

**1629 Market**

**1629 Market Street**

1601  
scale: 1" = 20'-0"  
date: 03.28.2017

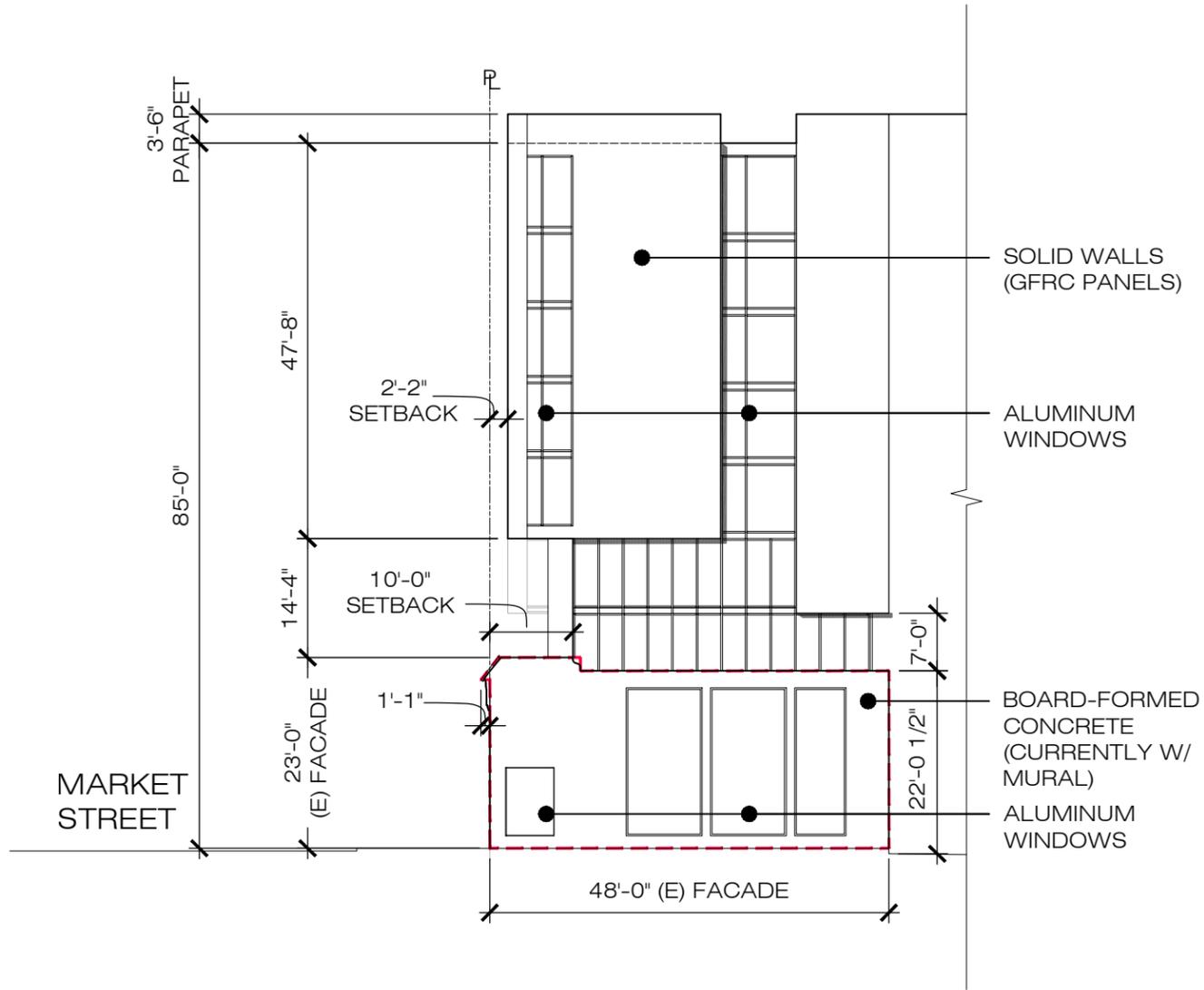
1



MEWS ELEVATION

1" = 20'-0"

2



BRADY STREET ELEVATION

1" = 20'-0"

1



Kennerly  
architecture & planning

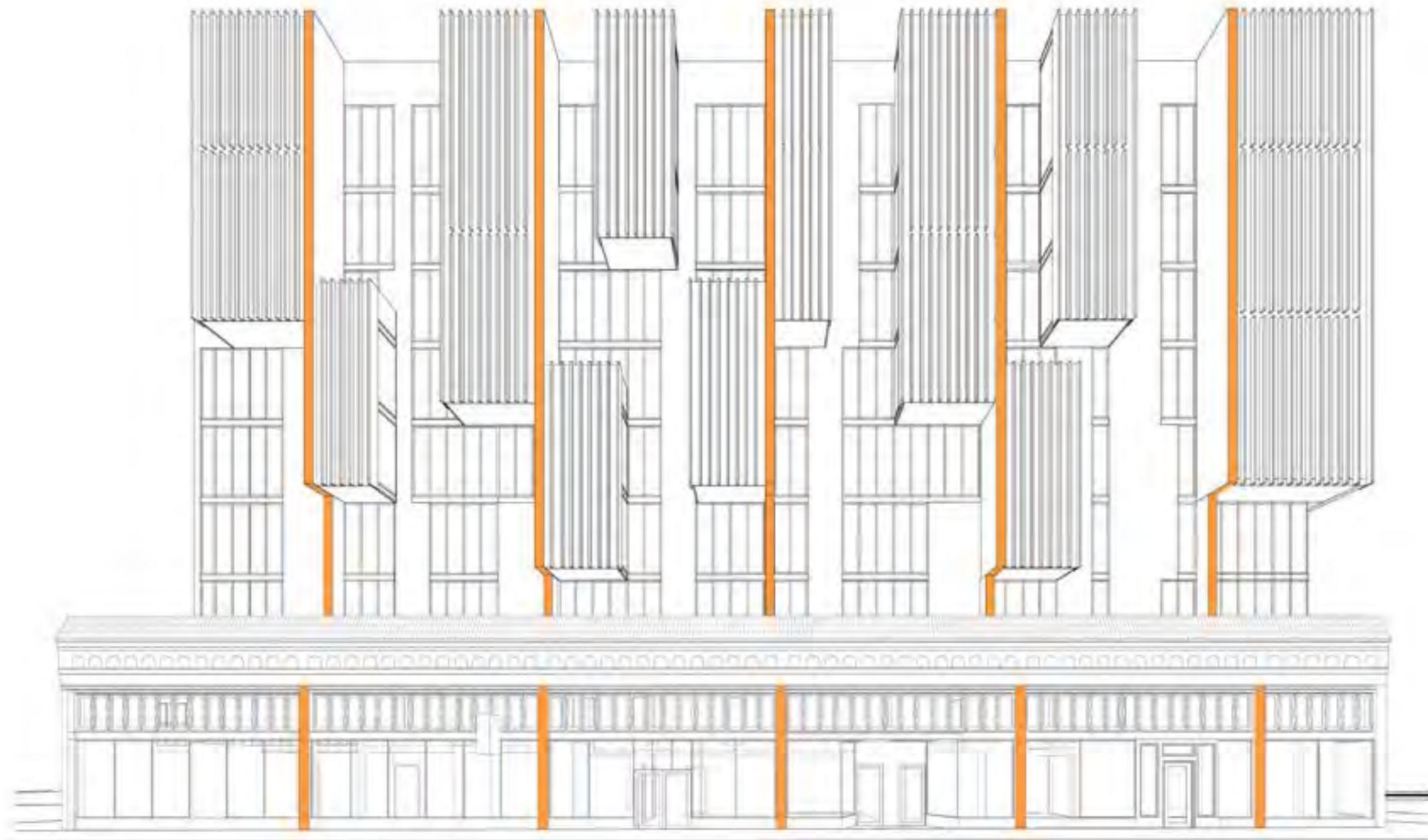
Sirada Brady LLC.

1629 Market

1629 Market Street

1601  
scale: 1" = 20'-0"  
date: 03.28.2017



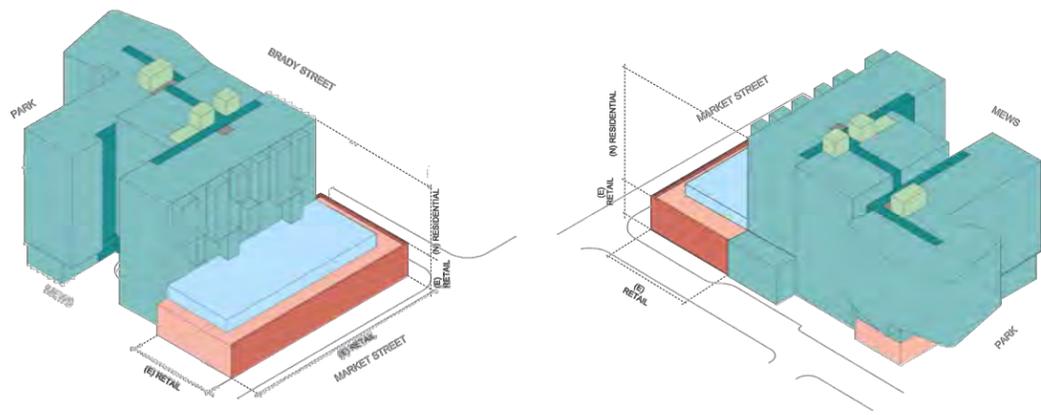






ATTACHMENT C1:

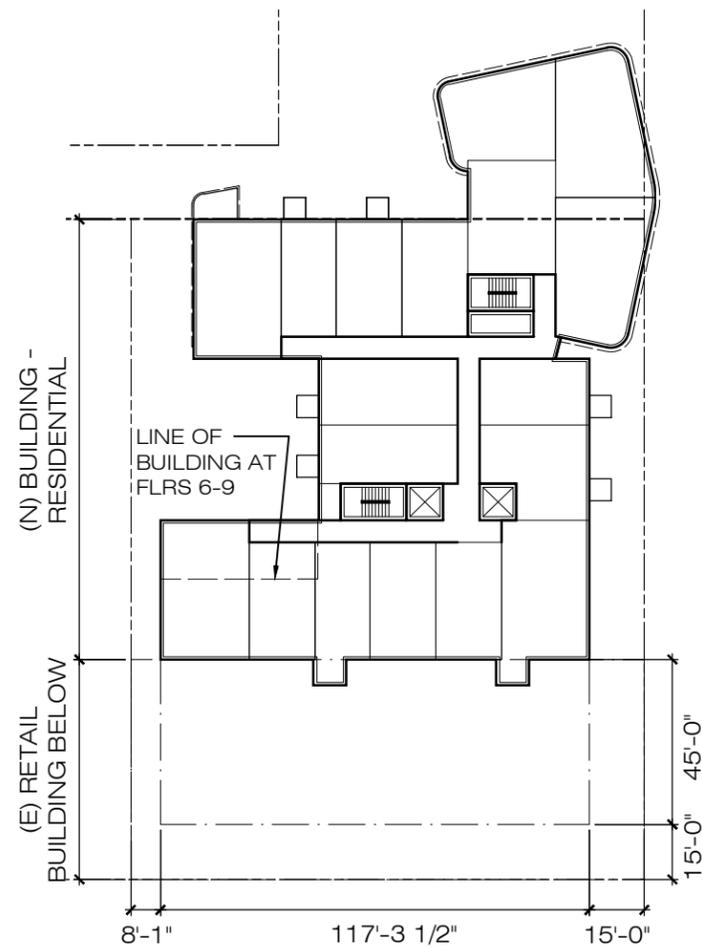
**EIR Lesser Bros. Full Preservation Alternative**



## AXON DIAGRAMS

1" = 60'-0"

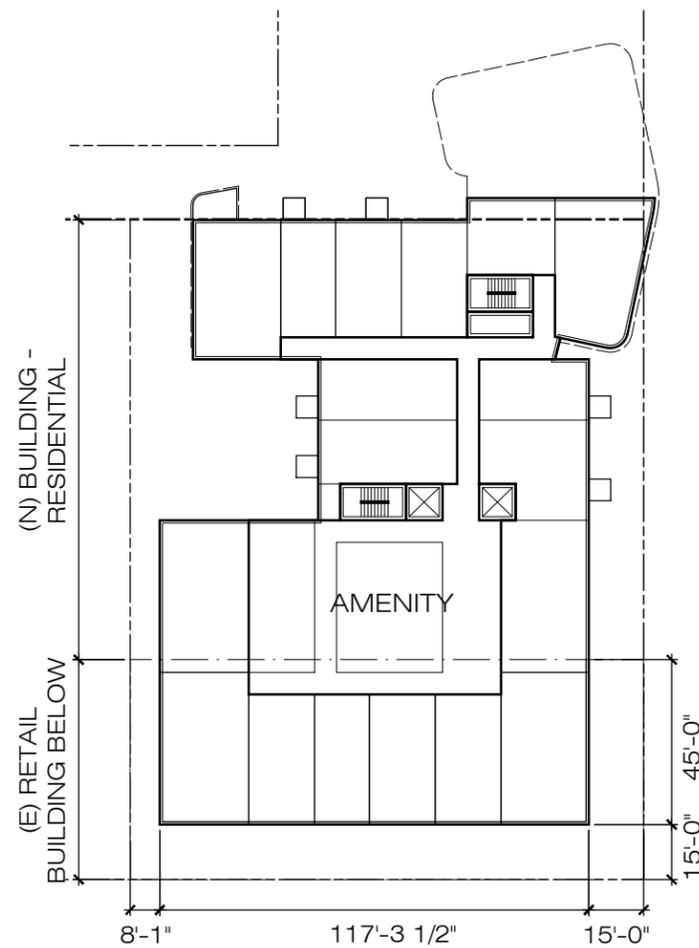
4



## TYP. UPPER FLOOR PLAN

1" = 50'-0"

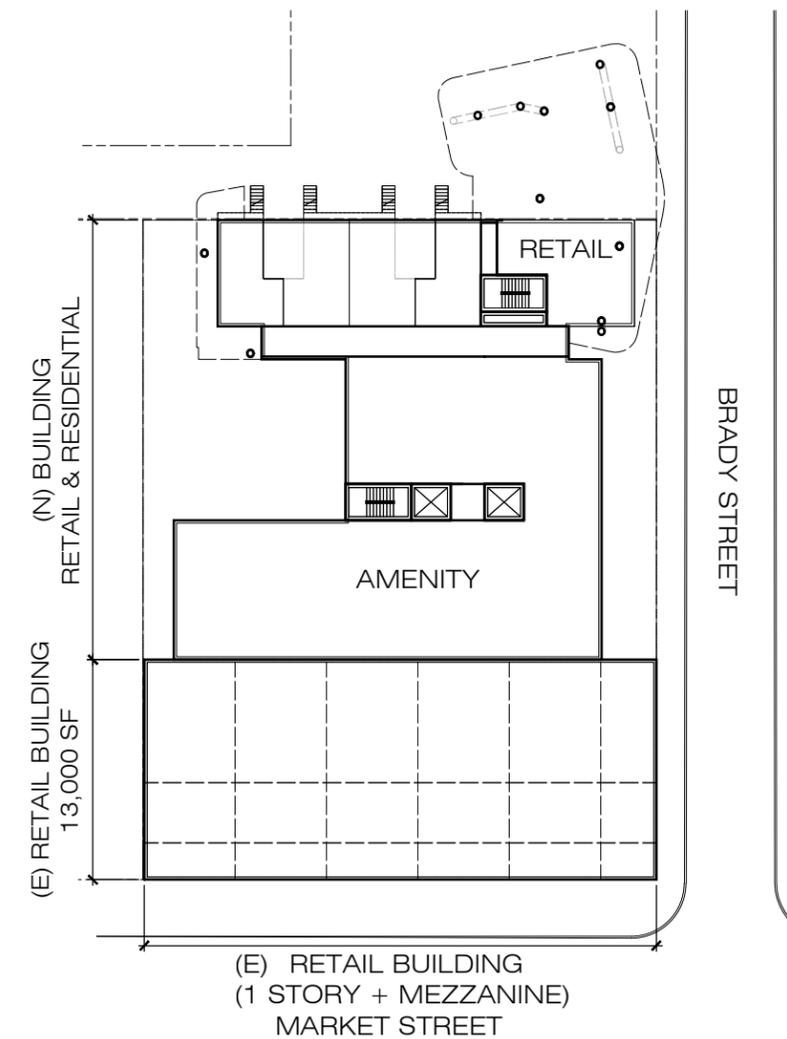
3



## THIRD FLOOR PLAN

1" = 50'-0"

2



## GROUND FLOOR PLAN

1" = 50'-0"

1



**Kennerly**  
architecture & planning

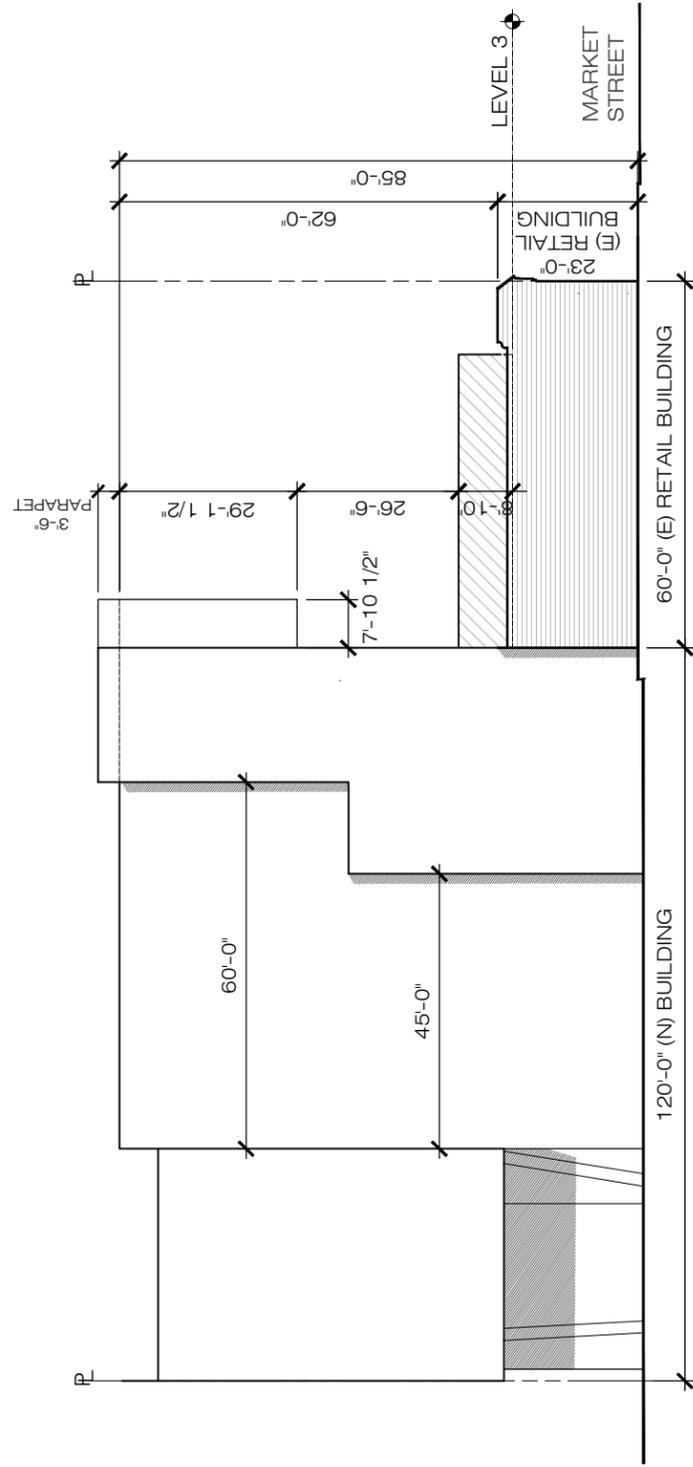
Strada Brady Llc.

**1629 Market**

**Full Preservation Alternative B**

1601  
scale: as noted  
date: 03.28.2017

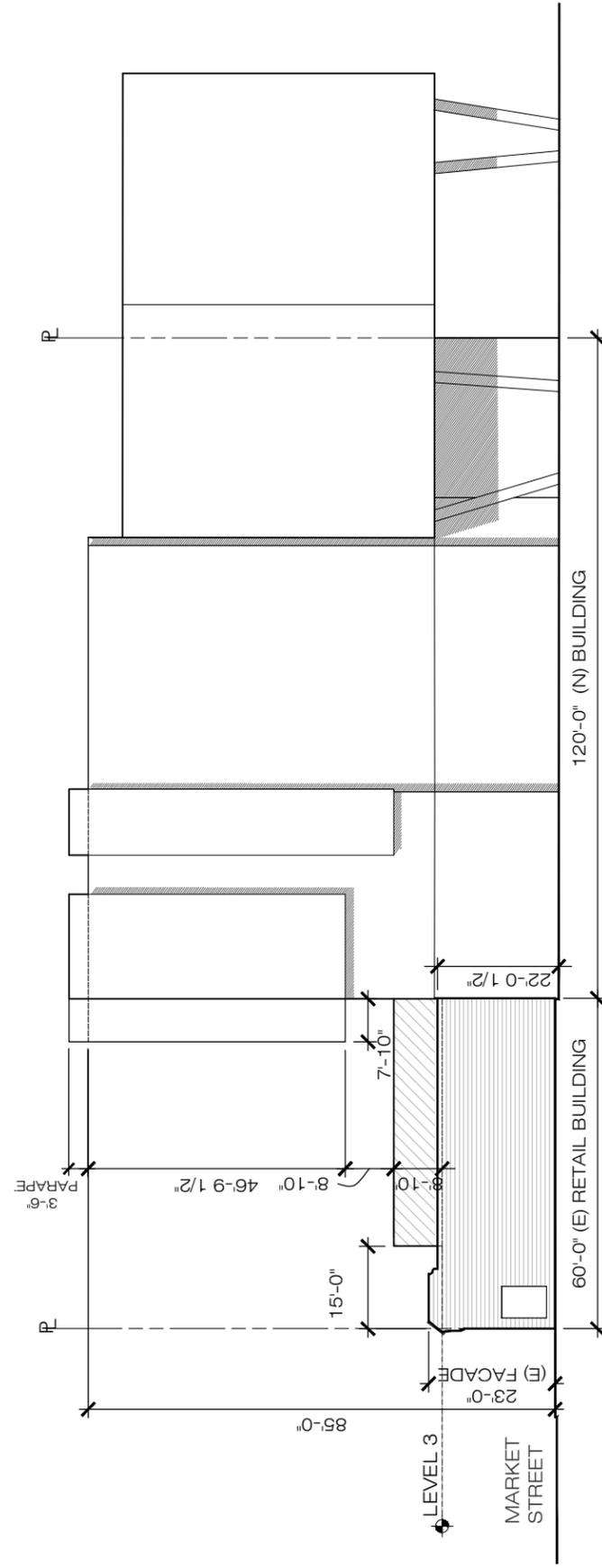
**1**



MEWS ELEVATION

1" = 40'-0"

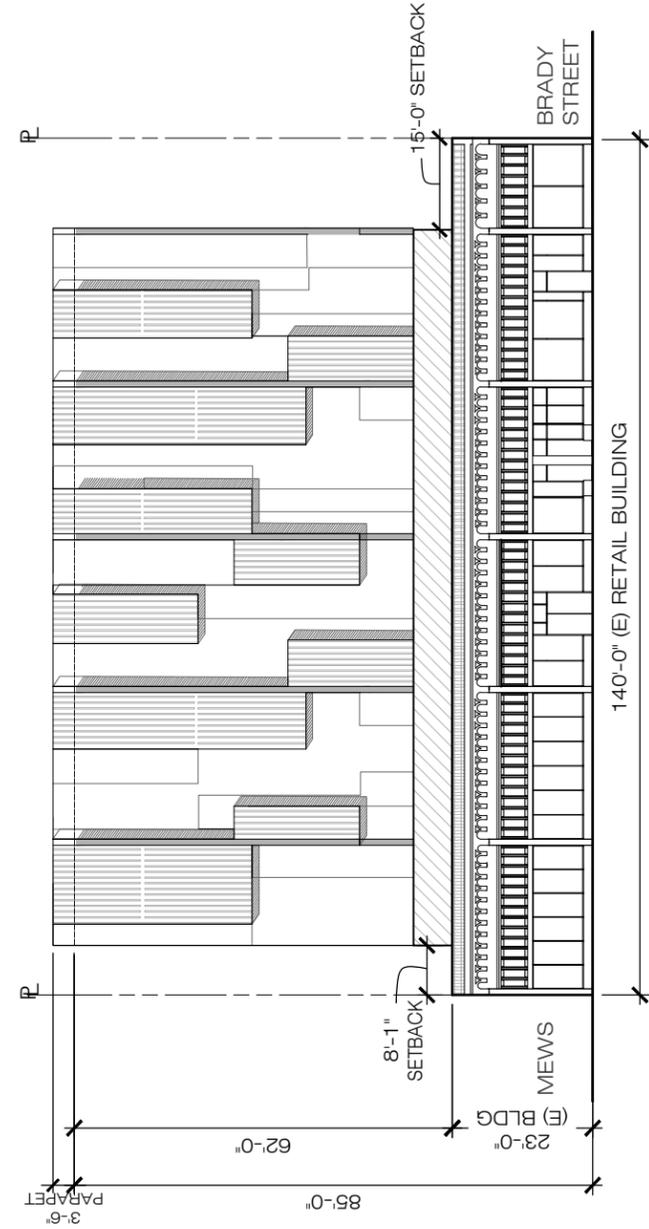
3



BRADY STREET ELEVATION

1" = 40'-0"

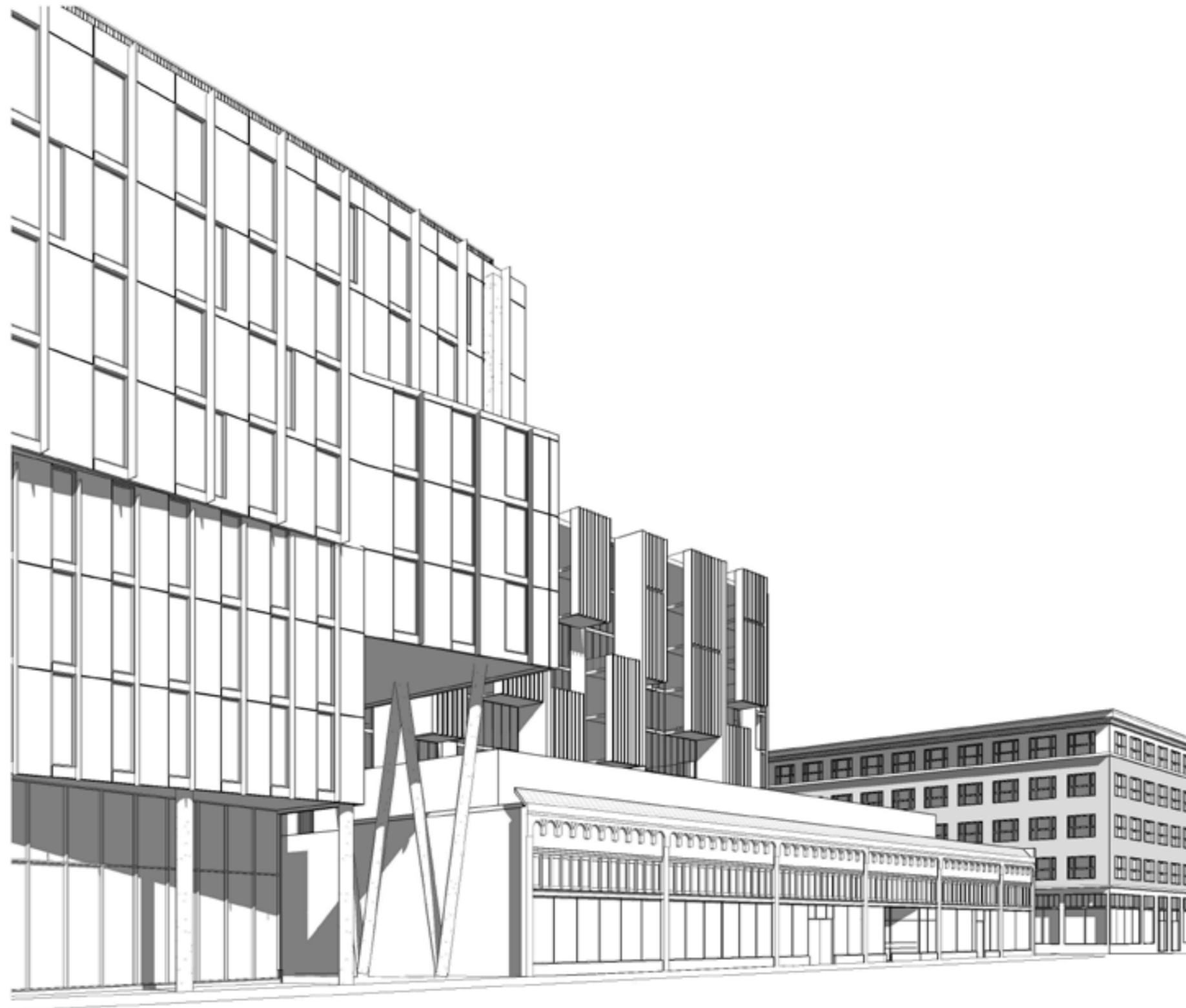
2

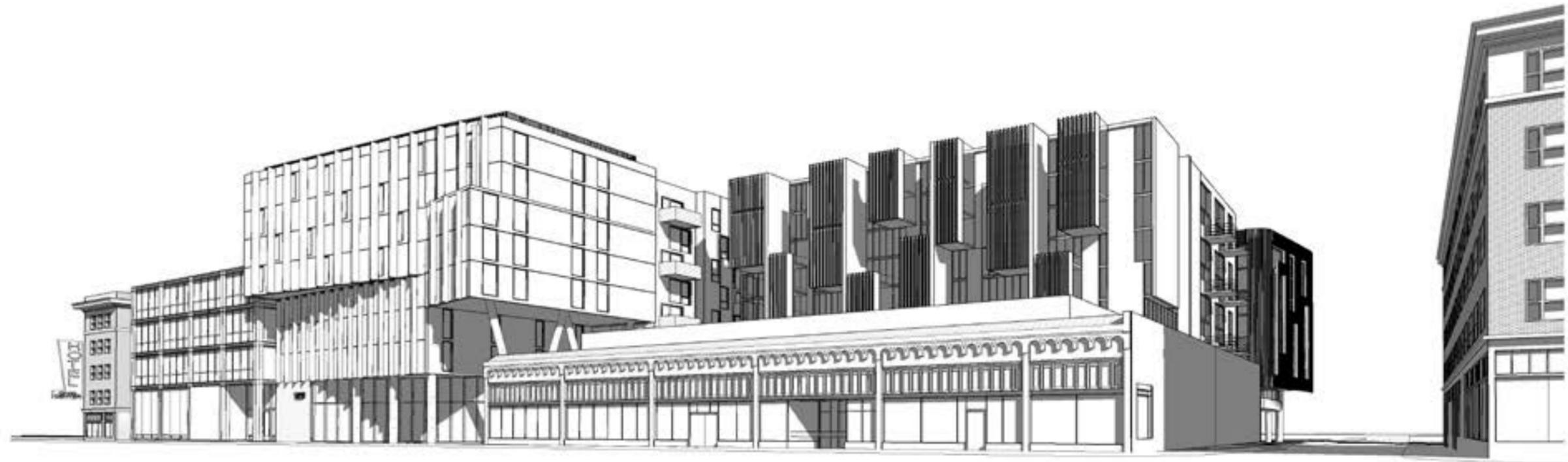


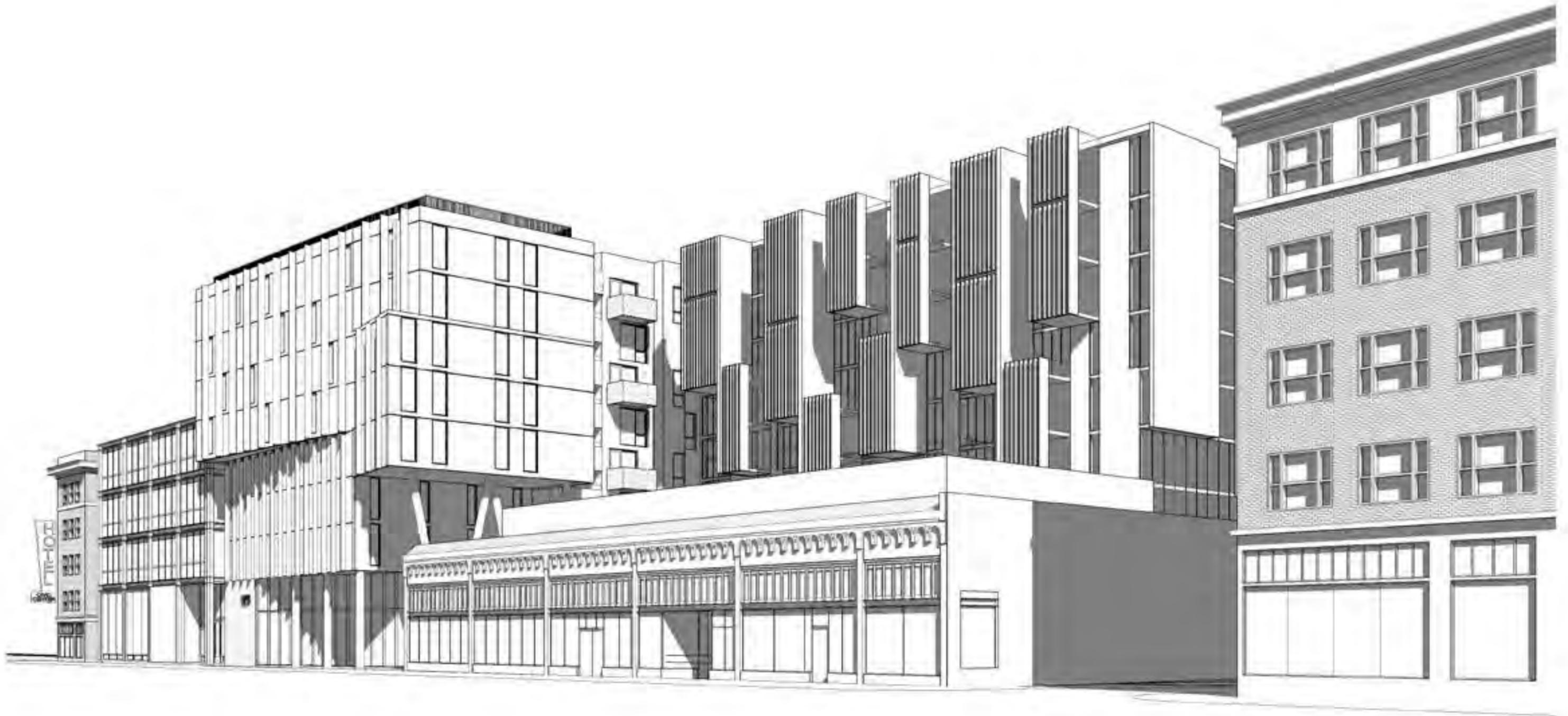
MARKET STREET ELEVATION

1" = 40'-0"

1







**Kennerly**  
architecture & planning

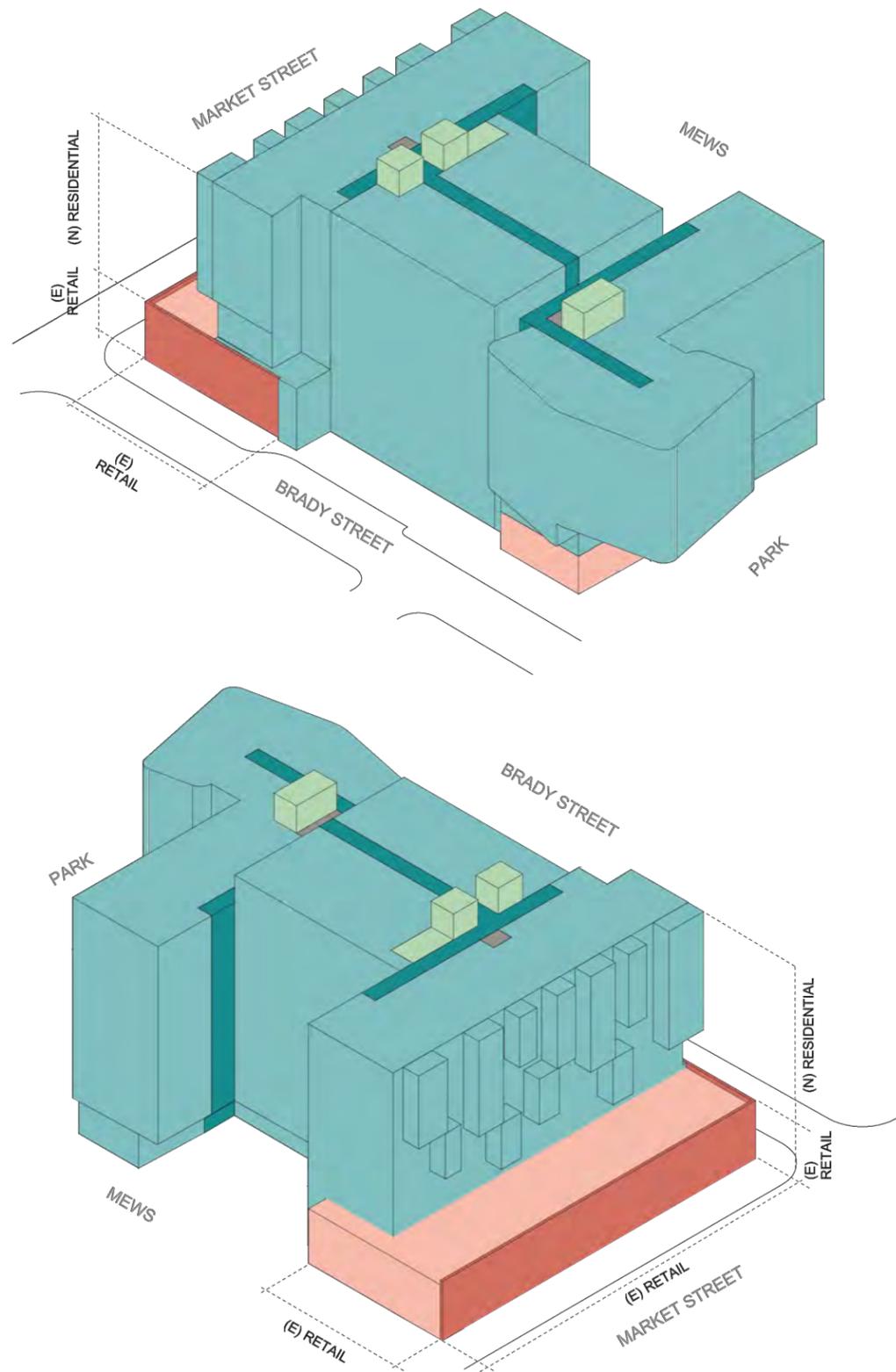
www.kennerlyarchitecture.com  
TEL: 415.285.2880

FULL PRESERVATION ALTERNATIVE B  
VIEW 3

**1629 Market | Strada**  
17 MARCH 2017

ATTACHMENT C2:

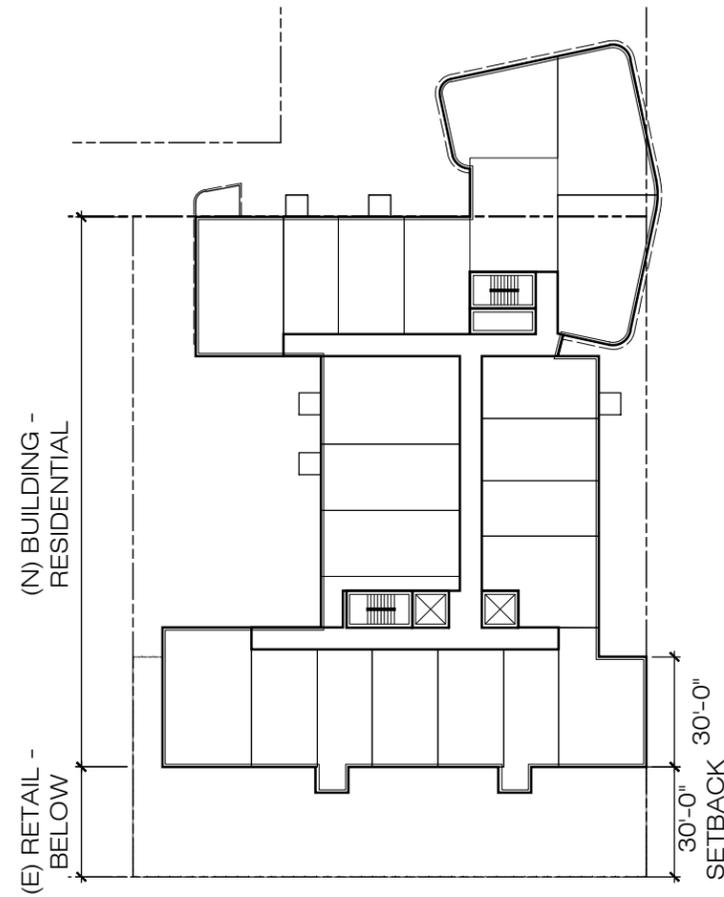
**EIR Lesser Bros. Partial Preservation Alternative**



AXON DIAGRAMS

1" = 60'-0"

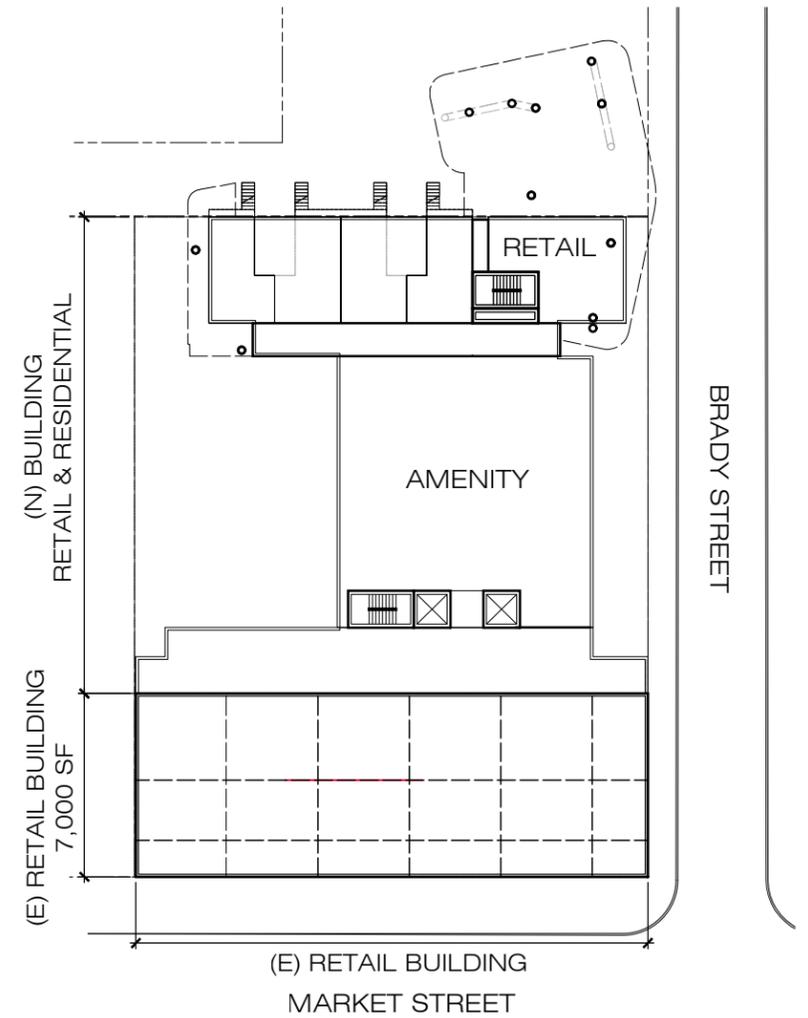
3



TYP. UPPER FLOOR PLAN

1" = 50'-0"

2



GROUND FLOOR PLAN

1" = 50'-0"

1



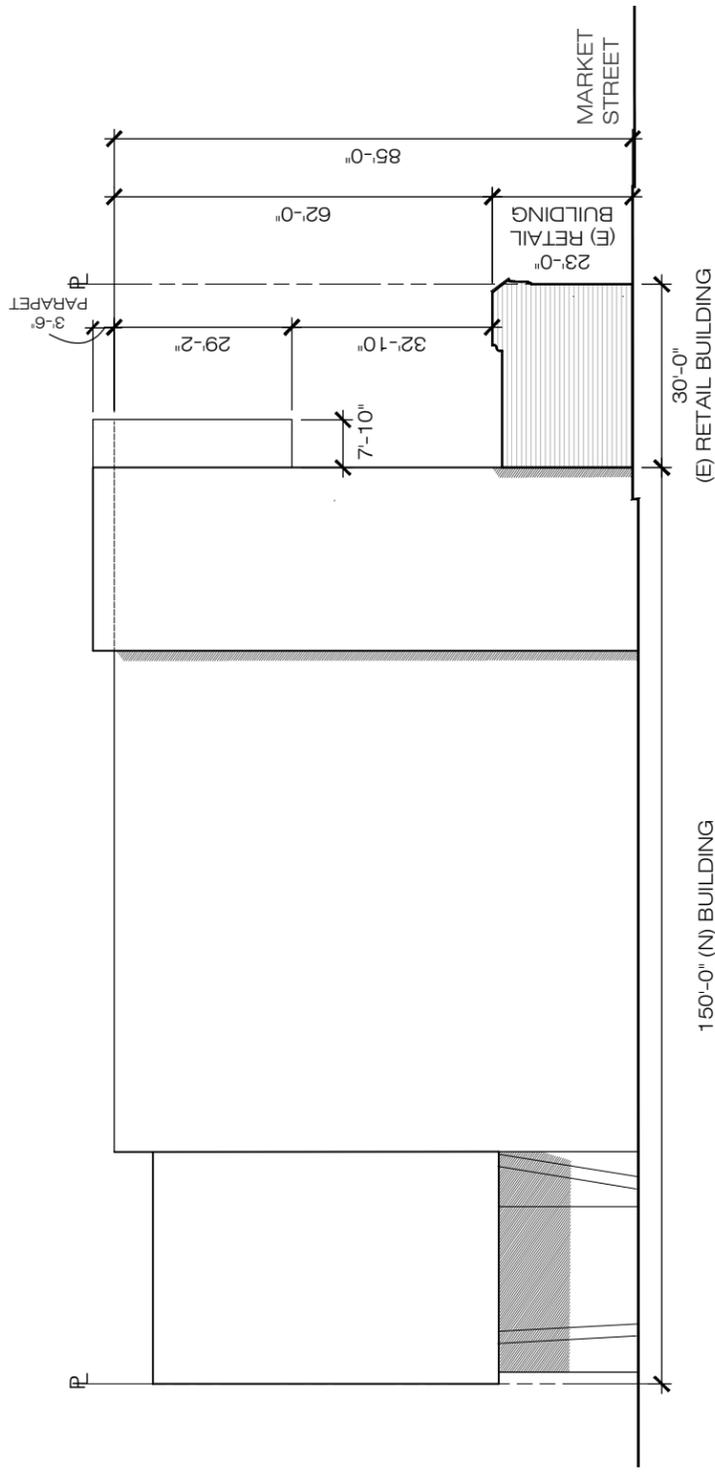
**Kennerly**  
architecture & planning  
Strada Brady LLC.

**1629 Market**

**Partial Preservation Alternative C**

1601  
scale: as noted  
date: 03.28.2017

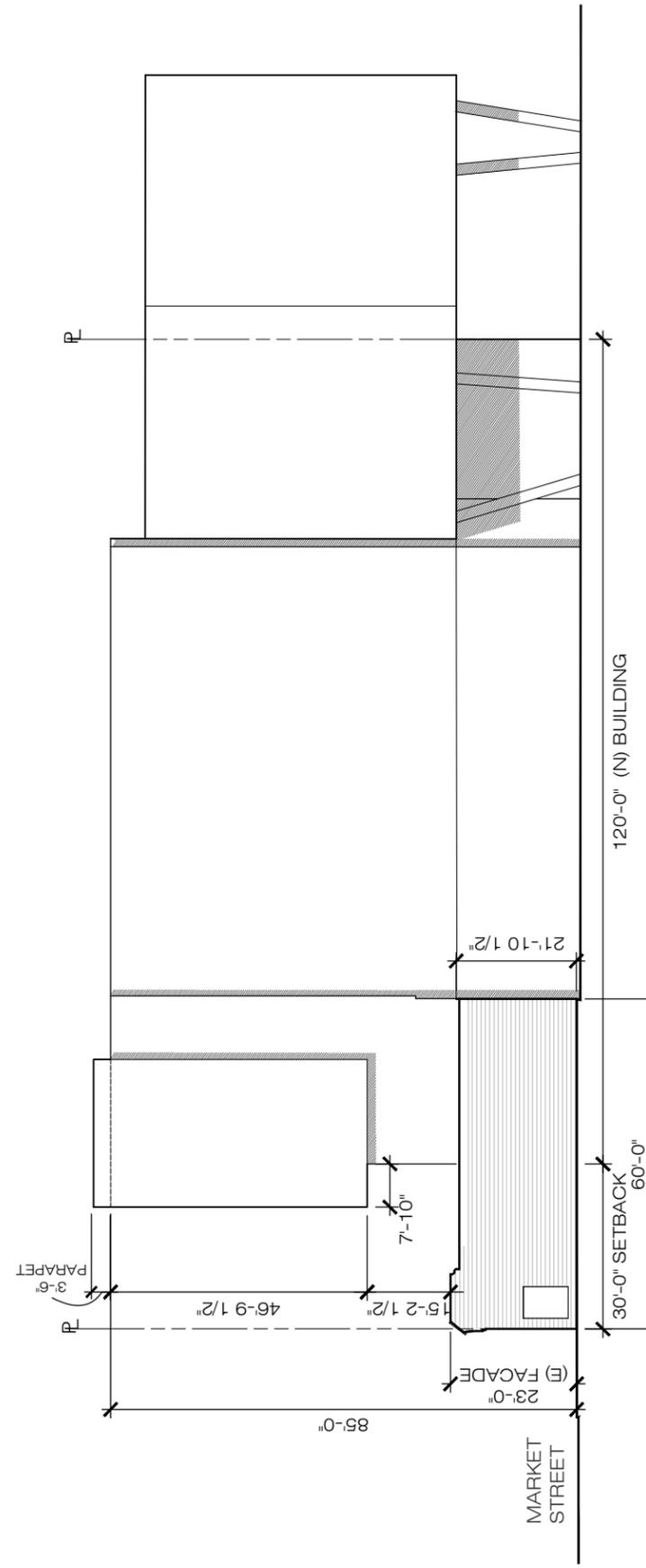
**1**



MEWS ELEVATION

1" = 40'-0"

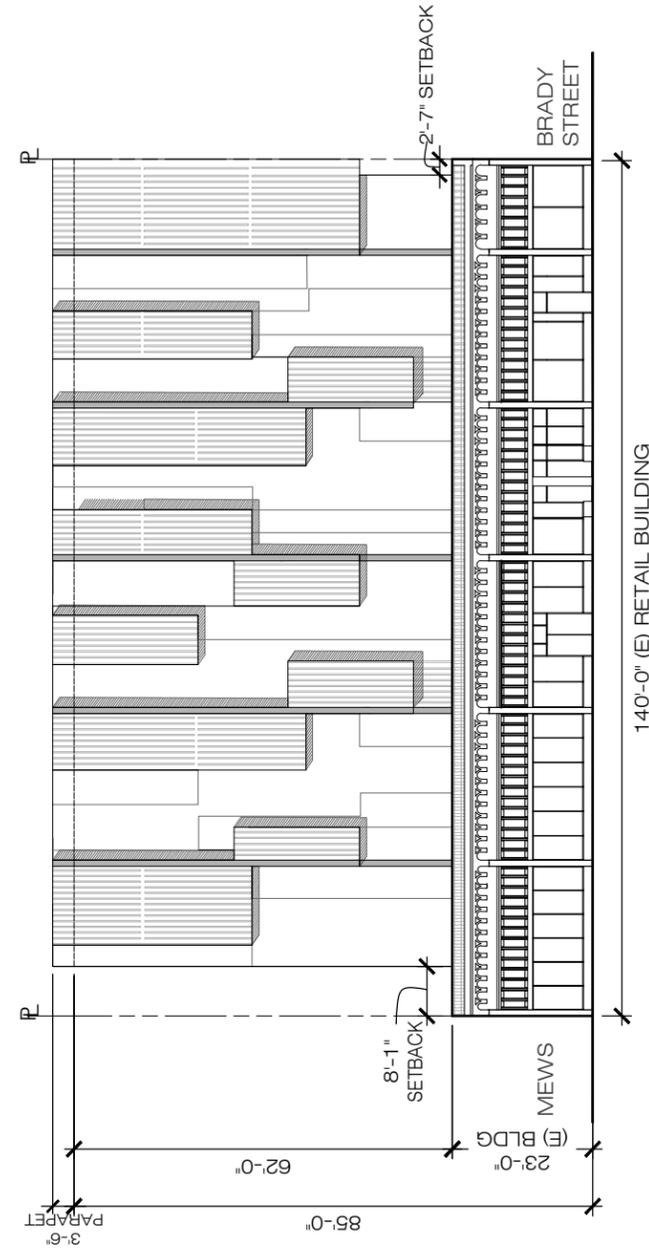
3



BRADY STREET ELEVATION

1" = 40'-0"

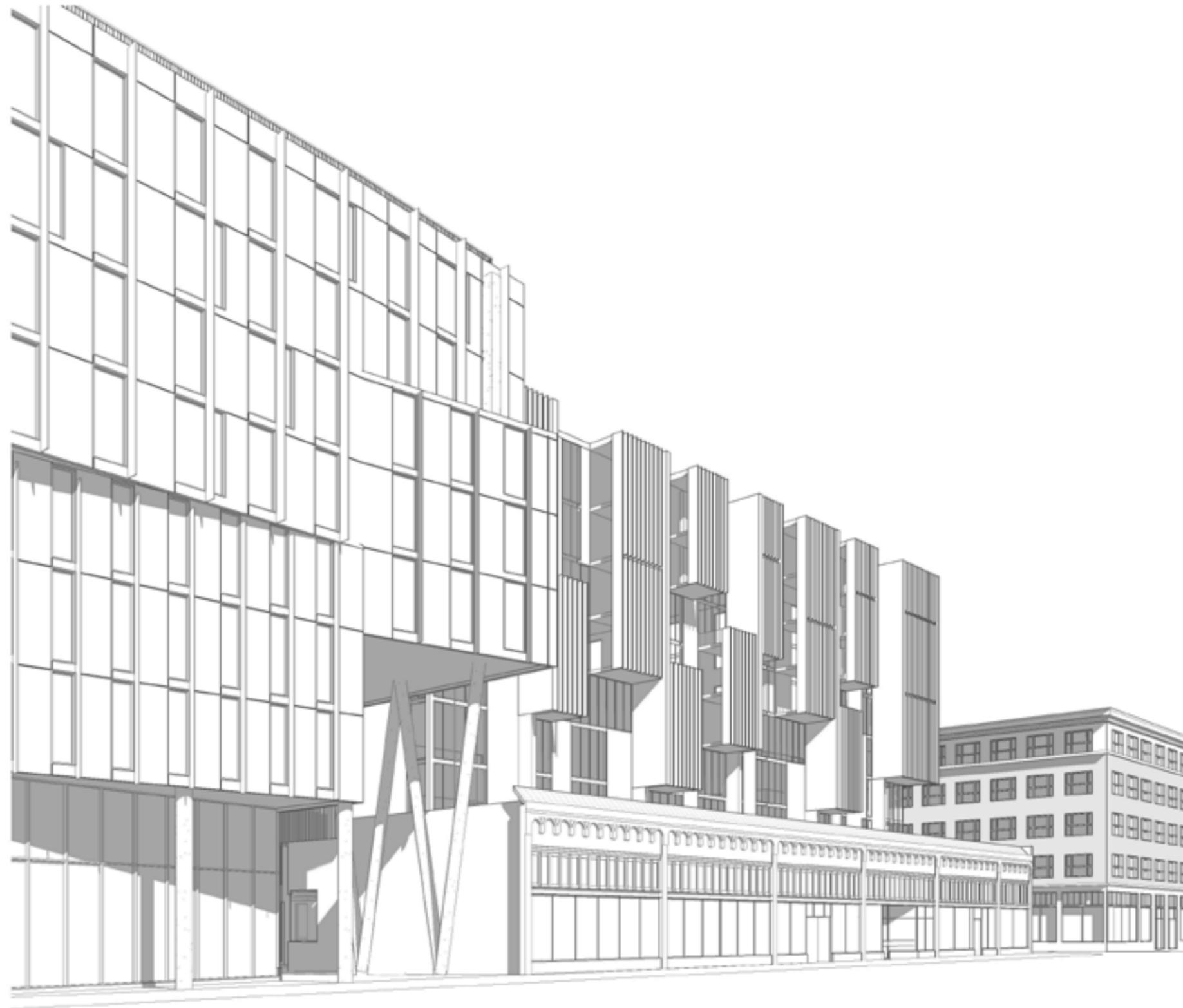
2

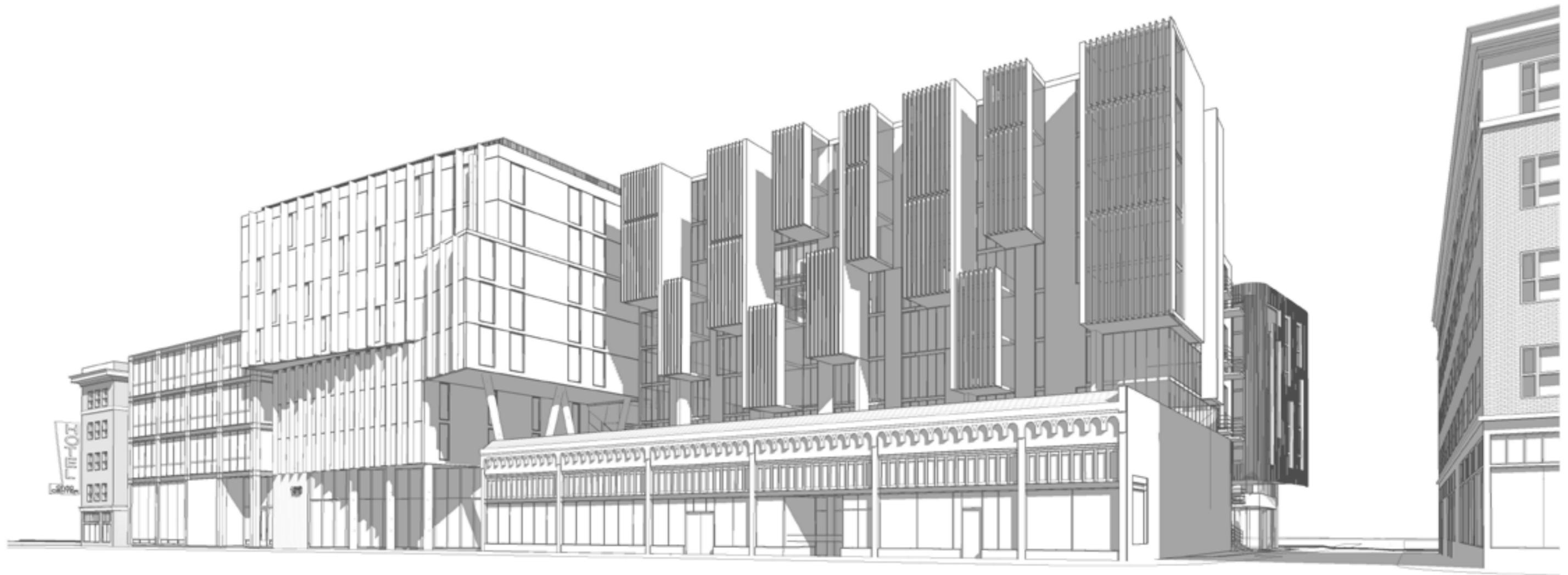


MARKET STREET ELEVATION

1" = 40'-0"

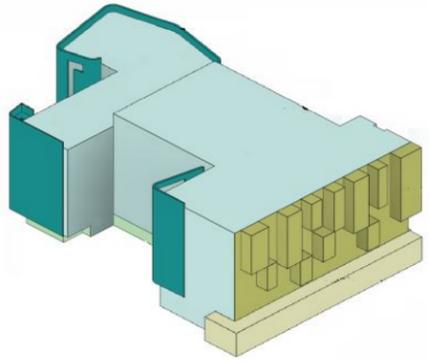
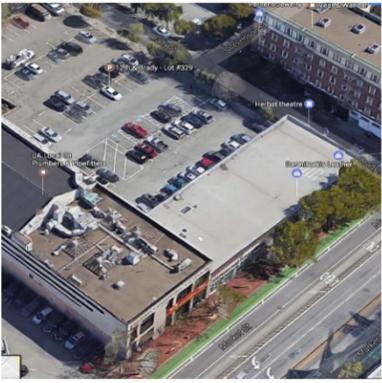
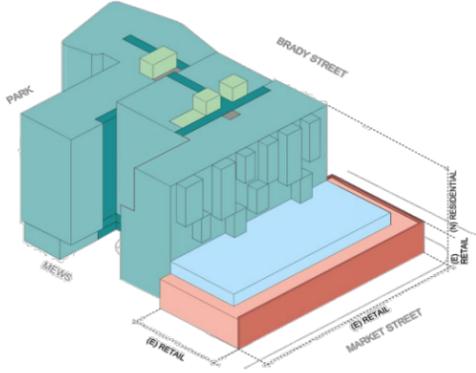
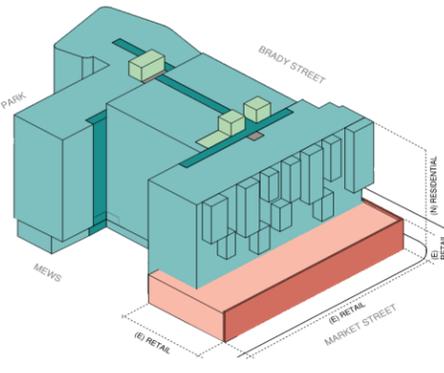
1







**Comparison of Preservation Alternatives Lesser Bros Building**

	Proposed Project (as submitted in CU Application)	Alternative A: No Project	Alternative B: Full Preservation Alternative	Alternative C: Partial Preservation Alternative
				
<b>Description</b>	Maintain Lesser Bros building Market Street Façade, 25-feet of eastern façade and 48-feet of the Brady St façade, but with new openings. Behind and above will be a new 10-story plus basement garage structure. The Market St façade of this new structure is to be set back 10-feet from the property line; the bay window projections above are set back 2-feet, 2-inches from the property line.	No changes	New second story on Lesser Bros building with 15-foot setbacks on Market St & Brady St and maintain existing east, Market St and Brady St facades. New 10-story plus basement garage building fully behind Lesser Bros building.	New 10-story plus basement garage building setback 30' from Market St. Maintain east, Market St and Brady St facades of Lesser Bros Building.
<b>Height</b>	85'	23' (including 1'-10 1/2" parapet)	23' Lesser Bros Façade (including 1'-10 1/2" parapet); 29'-11 1/2" at Lesser Bros Addition (addition is 8'-10" up from Lesser Bros roof); 85' at New Building	23' Lesser Bros Façade (including 1'-10 1/2" parapet); 85' at New Building
<b>Number of Stories</b>	10 + (2) basement levels	1 (plus mezzanine)	10+ (2) basement levels	
<b>Number of Residential Units</b>	198	0	134	163
<b>GSF by Use (SF)</b>				
Residential*	187,055		130,457	144,724
Retail/Restaurant	6,575	13,000	13,890	7,900
<b>TOTAL GSF**</b>	193,630	13,000	144,347	152,624
<b>Combined Project</b>				
Open Space	32,800	0	32,800	32,800
Vehicle Parking	316	242	296-301	296-301
<b>Bicycle Parking (Class 1/Class 2)</b>	231 spaces / 42 spaces	105 spaces / 28 spaces	215 spaces / 39 spaces	222 spaces / 41 spaces

**NOTES:**

\*Includes Amenity, Circulation, and Service Spaces

\*\* Per Planning Code 102, Vehicle parking is not included in gross floor area since it does not exceed the amount principally permitted as accessory and is located underground

ATTACHMENT D:

**Historic Resource Evaluation**

# HISTORIC RESOURCE EVALUATION

## Market and Brady Project

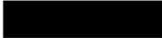
1601-05 to 1629-45 Market Street

San Francisco, California



March 8, 2017

Prepared by

 **VerPlanck**  
HISTORIC PRESERVATION CONSULTING

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## I. Introduction

VerPlanck Historic Preservation Consulting prepared this Historic Resource Evaluation (HRE) for Strada Investment's Market and Brady project. The Market and Brady project site (Project Site) consists of 14 separate parcels, including APNs: 3503/001, 007, 008, 027, 028, 029, 031, 031A, 032, 032A, 033, 033A, 034, and 035. They comprise approximately 100,000 square feet (sf) of space (**Figure 1**). Historically densely packed with buildings, the Project Site now contains only three buildings; these are located at 1601-05, 1621, and 1629-45 Market Street. The rest of the Project Site is devoted to surface parking lots and a ventilator shaft owned by the Bay Area Rapid Transit (BART) District. The three extant buildings, which all face Market Street, include the Civic Center Hotel, a five-story, concrete-frame (with brick infill) residential hotel at 1601-05 Market Street (built in 1915); the UA Local 38 union hall, a two-story, reinforced-concrete assembly and office building at 1621 Market Street (built in 1923 and remodeled in 1964); and the Lesser Bros. Building, a one-story, concrete commercial block at 1629-45 Market Street (built 1925). 1601-05 and 1629-45 Market Street are both Category B – Potential Historic Resources – with findings of California Register eligibility in the Market and Octavia Plan Survey. 1621 Market Street belongs to Category C – Not a Historic Resource – and it has previously been determined ineligible for the California Register. The research and analysis in this HRE support these earlier findings, and we concur that both 1601-05 and 1629-45 Market Street are historical resources for the purposes of the California Environmental Quality Act (CEQA) and that 1621 Market Street is not a historical resource. The proposed project, which calls for the construction of a 584-unit residential development designed by David Baker & Associates, would retain the Civic Center Hotel and part of the Lesser Bros. Building at 1629-45 Market Street.



Figure 1. Map showing Market and Brady Project Site outlined in blue.

Source: Google Maps; annotated by Christopher VerPlanck

## II. Methods

Christopher VerPlanck, the author of this report, has more than 15 years of experience evaluating historical resources in San Francisco. In compliance with the San Francisco Planning Department's *CEQA Review Procedures for Historic Resources*, this HRE provides a description and a history of the Project Site, emphasizing the three extant buildings at 1601-05, 1621, and 1629-45 Market Street. VerPlanck visited the Project Site on February 10, 2016 to photograph and survey it and the surrounding neighborhood. Over the following two weeks, he conducted primary research at government and private offices, libraries, and repositories, including the San Francisco Office of the Assessor-Recorder, the San Francisco Department of Building Inspection, San Francisco Architectural Heritage, the San Francisco Public Library, the San Francisco Municipal Transportation Agency, and the California Historical Society. Understanding that the Market and Octavia Plan Survey is already nearly 10 years old, we decided to evaluate all three buildings afresh, including 1621 Market Street, for California Register eligibility.

## III. Regulatory Framework

VerPlanck Historic Preservation Consulting searched federal, state, and local records to determine if any of the three buildings on the Project Site had been identified in any surveys or other official registers of historic resources. The specific surveys and registers consulted are described below.

### A. *Here Today Survey*

Published in 1968 by the San Francisco Junior League, *Here Today: San Francisco's Architectural Heritage*, is San Francisco's earliest official historic resource inventory. Prepared by volunteers, the survey provides a photograph and concise historical data for each of approximately 2,500 properties located throughout the city. The survey was adopted in 1970 by the San Francisco Board of Supervisors under Resolution No. 268-70. The survey files are archived at the Koshland History Center, at the San Francisco Public Library.

None of the buildings on the Project Site are in *Here Today*, either in the book or the survey files.

### B. *Department of City Planning Architectural Quality Survey*

Between 1974 and 1976, the San Francisco Planning Department completed an inventory of architecturally significant buildings in San Francisco. An advisory committee comprising architects and architectural historians assisted in the final determination of ratings for the roughly 10,000 buildings surveyed. The unpublished survey consists of 60 volumes of survey data on file at the San Francisco Planning Department. The Planning Department surveyed both contemporary and older buildings, but historical associations were not considered in assigning ratings. Planning Department staff assigned each surveyed building a numerical rating ranging from "0" (contextual importance) to "5" (individual significance of the highest degree). The inventory assessed only architectural significance, which was defined as a combination of the following characteristics: design features, urban design context, and overall environmental significance. When completed, the Architectural Quality Survey was believed to include the top 10 percent of the city's building stock.<sup>1</sup> Furthermore, in the estimation of survey participants, buildings rated "3" or higher represented approximately the top 2 percent of the city's building stock. The survey was adopted in 1978 by the San Francisco Board of Supervisors under Resolution No. 78-31. The Planning Department

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<sup>1</sup> San Francisco Planning Department, *San Francisco Preservation Bulletin No. 11 – Historic Resource Surveys* (San Francisco: n.d.), 3.

has been directed to use the survey, although the methodology is inconsistent with CEQA Guidelines PRC 5024.1(g).

Only one of the three buildings on the Project Site is evaluated in the 1976 Architectural Quality Survey: 1621 Market Street. The surveyor evidently mistook the building, which is a 1964 remodel of a 1923 building, as a new building, giving it a summary rating of “2.”

### C. *San Francisco Architectural Heritage Surveys*

San Francisco Architectural Heritage (Heritage) is the city’s oldest not-for-profit organization dedicated to increasing awareness of and advocating for the preservation of San Francisco’s unique architectural heritage. Heritage has completed several major historic resource inventories in San Francisco, including Downtown, the South of Market Area, the Richmond District, Chinatown, the Van Ness Corridor, the Northeast Waterfront, and Dogpatch. Heritage ratings range from “D” (minor or no importance) to “A” (highest importance) and are based on both architectural and historical significance.

In the late 1970s, Heritage surveyed much of the Market Street Corridor as part of its Downtown Survey and it evaluated two of the buildings on the Project Site in 1978. Heritage assigned the Civic Center Hotel, at 1601-05 Market Street, a rating of “C,” meaning that it is of “Contextual Importance.” Heritage gave 1621 Market Street a rating of “D,” meaning that it was of “Minor or No Importance.” Heritage did not evaluate the Lesser Bros. Building, at 1629-45 Market Street.

### D. *Article 10 of the San Francisco Planning Code*

San Francisco City Landmarks are buildings, structures, sites, districts, and objects of “special character or special historical, architectural or aesthetic interest or value and [that] are an important part of the City’s historical and architectural heritage.”<sup>2</sup> Adopted in 1967 as Article 10 of the San Francisco Planning Code, the San Francisco City Landmark program recognizes significant buildings and districts and protects them from inappropriate alterations and demolition through project review by the San Francisco Historic Preservation Commission. As of 2016, there were 269 individually landmarked properties and 13 designated historic districts that are subject to Article 10. The Article 10 designation process originally used the Kalman Methodology, a qualitative and quantitative method for evaluating the significance of historic properties. As of 2000, Article 10 was amended to use National Register criteria.

None of the buildings on the Project Site are city landmarks or contributors to any locally designated or potential historic districts.

### E. *Market and Octavia Plan Survey*

In 2006, the San Francisco Planning Department hired Page & Turnbull to survey all buildings 45 years or older within the boundaries of the Market and Octavia Plan area. The Market and Octavia Plan Survey (Market and Octavia Survey) consisted of a historic context statement that describes the history of the area, which spans parts of several neighborhoods, including the South of Market Area, Civic Center, Hayes Valley, Western Addition, Mission District, Eureka Valley, and the Market Street Corridor. The historic context statement includes a methodology for evaluating properties for historical or architectural significance. All buildings built in or before 1961 (1,563) were recorded on State of California Department of

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<sup>2</sup> San Francisco Planning Department, *San Francisco Preservation Bulletin No. 9 – Landmarks* (San Francisco: January 2003).

Parks and Recreation (DPR) 523 A (Primary) forms. Of these properties, 155 were targeted for individual research and further documented on DPR 523 B (Building, Structure, and Object) forms. Page & Turnbull evaluated another 736 properties on DPR 523 D (District) forms. The *Market and Octavia Plan Historic Context Statement* was endorsed by the San Francisco Landmarks Preservation Advisory Board (now the Historic Preservation Commission) on December 19, 2007, and the Landmarks Board adopted the survey forms on December 17, 2008. The Planning Commission approved the entire survey on February 12, 2009. In 2010, the San Francisco Planning Department hired Kelley & VerPlanck Historical Resources Consulting (Kelley & VerPlanck) to prepare DPR 523 B forms for 198 unevaluated individual properties within the survey area (Market and Octavia Augmentation Survey).

All three buildings on the Project Site were recorded on DPR 523 A forms in the Market and Octavia Survey but only 1601-05 and 1629-45 Market were fully documented on DPR 523 B forms. The 523 B form for the Civic Center Hotel assessed it as being individually eligible for the California Register of Historical Resources (California Register) under Criterion 3 (Design/Construction) as “an extremely well-preserved example of a residential hotel constructed in the post-1906 Earthquake era along Market Street.” Though the text of the form mentions a California Historical Resource Status Code (Status Code) of “3CS,” meaning that it “appears eligible for the California Register as an individual property,” the status code field on the form gives it a Status Code of “5S3,” meaning that it appears “individually eligible for local listing or designation through survey evaluation.” This latter Status Code appears to be an error, so for the purposes of this report we have maintained that the property’s correct Status Code is “3CS.”<sup>3</sup>

1621 Market Street, the Plumbers and Pipefitters Union Local No. 38 union hall, was recorded on a DPR 523 A form in 2006, but Page & Turnbull did not prepare a 523 B form. In 2010, as part of the Market and Octavia Augmentation Survey, Kelley & VerPlanck prepared a 523 B form for the property, finding it ineligible for the National Register, the California Register, or local landmark status, primarily because of the extensive alterations that were completed in the mid-1960s.<sup>4</sup>

The Lesser Bros. Building at 1629-45 Market Street was recorded on a DPR 523 A form and assessed on an accompanying 523 B form. Page & Turnbull concluded that the building appeared eligible for listing in the California Register under Criterion 3 for “embodying the distinctive characteristics of a single-story, multiple-unit commercial building on Market Street.” The form mentions that one-story, speculative commercial blocks were a common way to “defray the cost of purchasing a piece of property...that was expected to increase in value.”<sup>5</sup> The B form concludes that the building is a rare and intact example of this building type.

DPR 523 A and B forms for 1601-05, 1621, and 1629-45 Market Street may be found within **Appendix Item A** of this HRE.

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<sup>3</sup> Page & Turnbull, *Building, Structure, and Object Record: 1601-05 Market Street*.

<sup>4</sup> Kelley & VerPlanck, *Building, Structure, and Object Record: 1621 Market Street*.

<sup>5</sup> Page & Turnbull, *Building, Structure, and Object Record: 1629-45 Market Street*.

#### F. California Historical Resources Information System

Properties listed in the California Historical Resources Information System's (CHRIS) Historic Property Data File, or that are under review by the California Office of Historic Preservation (OHP), are assigned California Historical Resource Status Codes ranging from "1" to "7," establishing a baseline record of historical significance. Properties with a status code of "1" are already listed in the California Register or National Register. Properties with a status code of "2" have been formally determined eligible for listing in the California Register or National Register. Properties with a status code of "3" or "4" appear to be eligible for listing in either register through survey evaluation. Properties with a status code of "5" are typically locally significant or of contextual importance. Status codes of "6" indicate that the property has been found ineligible for listing in any register and a status code of "7" indicates that the property has not yet been evaluated.

Based on their evaluations in the Market and Octavia Survey, two properties on the Project Site – 1601-05 and 1629-45 Market Street – have Status Codes of 3CS, meaning that they are both individually eligible for listing in the California Register. 1621 Market Street has a Status Code of 6Z, meaning that it is ineligible for listing in any register at the local, state, or national level.<sup>6</sup>

### IV. Property Description

#### A. Context

The Market and Brady Project Site is located west of the intersection of Market Street and Van Ness Avenue, where the city's primary east-west artery meets its principal north-south counterpart. Located within an area known locally as the "Market Street Hub," or simply "The Hub," the Project Site is at the nexus of the Mid-Market Area, the South of Market Area, the Civic Center, and Hayes Valley. For several decades, both private developers and public entities have neglected The Hub, allowing deterioration and blight to take hold. In recent years, the area has undergone a rapid transformation, as high technology firms lay claim to formerly run-down office buildings, and as private developers build high-end multi-family housing for tech workers.

The Project Site is large; it is bounded by Market Street on the northwest, 12<sup>th</sup> Street on the northeast, Colton and Stevenson streets on the southeast, and Brady Street on the southwest. Major north-south arteries, including Van Ness Avenue and Gough Street, are both located within a half-block of the Project Site. Market Street is 120 feet wide, with four traffic lanes serving private automobiles and transit lines, including electrified trolley buses, diesel coaches, and historic streetcars operating on Muni's F Line. Running beneath Market Street is Muni's Metro subway, and running beneath the Project Site is BART's SFO/Millbrae Line. Twelfth Street is 80 feet wide and extends for only one block between Market and Mission streets; the remainder of 12<sup>th</sup> Street from Mission Street to Harrison Street is not contiguous. In contrast, Brady Street, Stevenson Street, Colton Street, Colusa Place, and Chase Court are all narrow, mid-block alleys that provide internal circulation within Block 3505.

In terms of their age, style, use, and size, the buildings surrounding the Project Site are diverse, consisting primarily of post-1906, mixed-use (predominantly residential and commercial) and light industrial buildings, as well as much more recent mid-rise and high-rise residential buildings. The north side of Market

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<sup>6</sup> California Office of Historic Preservation, *Directory of Properties in the Historic Property Data File for San Francisco County*.

Street (opposite the project site), between Van Ness Avenue and Gough Street, consists of 11 buildings, a parking lot, and two vacant lots. Block 0836, between Van Ness Avenue and Franklin Street, contains six buildings, three of which are to be demolished for the proposed One Oak project by Build, Inc. They include a three-story commercial building at 1500 Market (built 1980), a four-story commercial building at 1540 Market (built 1920), and a three-story commercial building at 1550 Market (built 1912). Located next door to the One Oak project site is the site of the proposed 1554 Market Street project. This site presently contains a one-story commercial building at 1554-64 Market/55 Oak (built 1907), and a pair of vacant lots (**Figure 2**). The westernmost building on the block, which is the only building not scheduled to be demolished, is the Miramar Apartments block, a six-story, red brick and terra cotta building constructed in 1912 according to designs drawn by G. Albert Lansburgh. This building, whose address is 1582 Market Street, is a contributor to the locally listed Market Street Masonry Historic District (**Figure 3**).



Figure 2. 1554-64 (left), 1550 (center), and 1540 (right) Market Street; view toward northeast.  
Source: Christopher VerPlanck



Figure 3. Miramar Apartments, 1582 Market Street; view toward north.  
Source: Christopher VerPlanck

The north side of Market Street between Franklin and Gough Streets is interrupted by Rose Street. The section east of Rose Street contains a five-story contemporary residential building at 1600 Market Street/31 Page Street. Constructed in 2014, the building contains the off-site, below-market-rate (BMR) residential units for the 1998 Market Street project (**Figure 4**). West of this building is 1632 Market Street, a three-story, reinforced-concrete warehouse designed by Willis Polk & Co. and built in 1911 (**Figure 5**). Located to the south and west of 1632 Market, on the opposite side of Rose Street, is a utilitarian one-story, brick commercial building at 1640-58 Market Street. Built in 1913 as a general-purpose retail building, 1640-58 Market has long housed Zuni Café, one of San Francisco's most venerable restaurants (**Figure 6**). The building adjoining it to the west at 1666-68 Market Street is a five-story brick hotel built in 1913. Designed in the Colonial Revival style by William H. Crim, the building is a contributor to the locally designated Market Street Masonry Historic District (see Figures 6 and 7). Its neighbor to the west at 1670-80 Market Street is the Gaffney Building, a five-story, brick residential building constructed in 1912 (see Figure 7). Like the Miramar Apartments, it is a contributor to the locally designated Market Street Masonry Historic District. Finally, at the northeast corner of Market and Gough Streets, is the Finck Building, a three-story, Classical Revival-style, brick, mixed-use building at 1684 Market Street/86 Gough Street (see Figure 7). Designed by Salfield & Kohlberg and built in 1911, the building is individually eligible for the California Register.



Figure 4. 1600 Market/31 Page Street; view toward west.  
Source: Christopher VerPlanck



Figure 5. 1632 Market Street; view toward northeast.  
Source: Christopher VerPlanck



Figure 6. 1640-58 Market Street (right); view toward west.  
Source: Christopher VerPlanck



Figure 7. 1684 (left), 1670-80 (center), and 1666-68 Market Street (right); view toward north.  
Source: Christopher VerPlanck

The south side of the 1600 block of Market Street between Gough and Brady Streets contains four buildings. At the southeast corner of Market and Gough Streets is 1663-67 Market Street, a two-story, reinforced-concrete commercial building historically known as the Hub Garage. Designed by architect Joseph Stewart and constructed in 1921, the building is individually eligible for the California Register (**Figure 8**). Adjoining this property to the east is a nondescript one-story commercial building at 1659 Market Street (see Figure 8). This building, built in 1910, had its top two stories lopped off in 1985. Continuing east along Market Street, there is a pair of five-story, mixed-use buildings containing retail on the ground floor and residential above. Hladik & Thayer designed the Hotel Ascot at 1657 Market Street in the Renaissance Revival style. Built in 1911, it is a contributor to the locally designated Market Street Masonry Historic District (**Figure 9**). Adjoining the Hotel Ascot to the east, and located opposite the Project Site on Brady Street, is a large brick, Classical Revival-style apartment building at 1649-51 Market Street. Designed by MacDonald & Applegarth and built in 1912, it is an impressive contributor to the locally designated Market Street Masonry Historic District (**Figure 10**).



Figure 8. 1663-67 Market Street; view toward southwest.  
Source: Christopher VerPlanck



Figure 9. 1649-51 (left) and 1657 Market Street (right);  
view toward south.  
Source: Christopher VerPlanck



Figure 10. 1649-51 Market Street; view toward southeast.  
Source: Christopher VerPlanck

To the east of the Project Site, on the opposite side of 12<sup>th</sup> Street, is a large triangular property bounded by Market Street, South Van Ness Avenue, and 12<sup>th</sup> Street. Long occupied by San Francisco (formerly Boas) Honda, the property's addresses are 1535-99 Market and 12-50 South Van Ness Avenue (**Figures 11-13**). Constructed in 1927 as a speculative commercial building, the property has housed a series of auto showrooms since it was completed. It also housed several dance halls and live music performance venues on the upper floor, including El Patio (later the Carousel) Ballroom and for a short time, after 1968, Bill Graham's Fillmore West.



Figure 11. San Francisco Honda; view toward southwest along Market Street.  
Source: Christopher VerPlanck



Figure 12. San Francisco Honda; view toward north along 12<sup>th</sup> Street.  
Source: Christopher VerPlanck



Figure 13. San Francisco Honda; view toward south along 12<sup>th</sup> Street.  
Source: Christopher VerPlanck

The San Francisco Honda property is not a historical resource due to heavy alterations. It is the site of a proposed two-tower, high-rise project designed by Handel Architects for Crescent Heights Development.

The mid-block area of Block 3505, including the area south and east of the Project Site, is bisected by several mid-block alleys, including Stevenson Street, Colton Street, Brady Street, Colusa Place, and Chase Court. In common with the South of Market Area, these mid-block alleys feature a smaller-scale pattern of development consisting primarily of wood-frame flats and apartment buildings and smaller industrial buildings. Surface parking lots that until the 1960s were occupied by several apartment buildings and a commercial laundry occupy the center of Block 3505 (including most of the Project Site). The northern part of Brady Street, which is a narrow, one-way alley connecting Otis and Market Streets, is overshadowed by the large mixed-use building at 1649-51 Market Street. On the opposite side of Brady Street is

the Project Site, including the Lesser Bros. Building at 1629-45 Market Street. South of Brady Street's intersection with Stevenson Street, chain-link-fence-enclosed parking lots abound on both sides of the street (**Figure 14**) until Colton Street, where small-scale concrete and wood-frame buildings are present on both sides of the street. Buildings on this part of the subject block are eclectic, including a pair of 1920s-era industrial buildings at 50 and 60 Brady Street (**Figures 15–16**), and an idiosyncratic wood-frame industrial building at 61-63 Brady Street that once housed the San Francisco Women's Switchboard, a consortium of women's advocacy and social welfare organizations (**Figure 17**).



Figure 14. Brady Street; view toward northeast.  
Source: Christopher VerPlanck



Figure 15. 50 Brady Street; view toward south.  
Source: Christopher VerPlanck



Figure 16. 60 Brady Street; view toward southwest.  
Source: Christopher VerPlanck



Figure 17. 55-63 Brady Street, view toward southeast.  
Source: Christopher VerPlanck

Colton Street intersects Brady Street and runs parallel to Market Street in a northeasterly direction. Next door to 55-63 Brady Street on the east side is a two-story, four-unit "Romeo Flat" constructed in 1908 at 77-83 Colton Street (**Figure 18**). It is the last of its kind on the block; several others just like it on the Project Site were demolished in the 1960s. A large surface parking lot is located northeast of this building. This parking lot, which was formerly the site of a commercial laundry until it was demolished in the 1960s, backs up against several buildings facing Otis Street that will be demolished to make way for Align Real Estate's 30 Otis project. On its northeast side, the parking lot is bounded by Colusa Place, a one-block alley that dead-ends before reaching Otis Street (**Figure 19**). Chase Court, a small alley that intersects Colusa Place, provides access to the rear of several buildings along Brady Street.



Figure 18. 77-83 Colton Street; view toward east.

Source: Christopher VerPlanck



Figure 19. Parking lot at the corner of Colton Street and Colusa Place; view toward southwest.

Source: Google Maps; annotated by Christopher VerPlanck

Colton Street dead-ends behind a row of buildings lining the southwest side of 12<sup>th</sup> Street. Stevenson Street, which is interrupted on its trajectory across Block 3505 by the auditorium of UA Local 38's building at 1621 Market Street, has two sections: one leg connecting Brady Street to Gough Street, and the other linking 12<sup>th</sup> Street to where it presently terminates at the east property line of 1621 Market Street. This section of Stevenson Street also forms the boundary between the Project Site and the rest of 12<sup>th</sup> Street. This part of 12<sup>th</sup> Street south of Stevenson Street contains five properties. The northernmost property contains a two-story, Art Deco-style industrial building at 40 12<sup>th</sup> Street (**Figure 20**). Built in 1938, the moderately well preserved building that houses a general contracting firm, was evaluated in 2008 as a contributor to the potential California Register-eligible South Van Ness Avenue Art Deco-Moderne Historic District. Located next door to it at 42-50 12<sup>th</sup> Street is a one-story auto repair shop constructed in 1919 (**Figure 21**). This building is a contributor to the non-contiguous Van Ness Auto Row Support Structures Historic District. The next property to the south is a three-story, brick commercial building at 68 12<sup>th</sup> Street. This building was constructed in 1912 as an automobile showroom (see Figure 21). Designed by Miller & Colmesnil in the Classical Revival style, the building is also a contributor to the Van Ness Auto Row Support Structures Historic District.



Figure 20. 40 12<sup>th</sup> Street; view toward southwest.  
Source: Christopher VerPlanck



Figure 21. 68 12<sup>th</sup> (center) and 42-50 12<sup>th</sup> Street (center-right); view toward south.  
Source: Christopher VerPlanck

South of 68 12<sup>th</sup> Street is a pair of heavily altered and nondescript auto repair buildings at 74 (1956) and 90-98 (1920) 12<sup>th</sup> Street. Rounding the corner and heading southwest along Otis Street, there are several concrete industrial buildings dating to the 1920s and 1930s, including 14-18 Otis Street (1925) and 30 Otis Street (1931). These four properties (**Figure 22**) would be demolished as part of Align Real Estate’s proposed 30 Otis Street project, which will replace the buildings with a 250-foot tower and 85-foot podium building on the site.



Figure 22. Panorama of the intersection of 12<sup>th</sup> and Otis Streets, looking northwest.  
Source: Google Maps; annotated by Christopher VerPlanck

### B. Project Site

As illustrated in Figure 1, the Project Site is mainly occupied by surface parking lots demarcated by chain-link fences. There are four separate parking lots, including an L-shaped lot between 1601-05 and 1621 Market Street (**Figure 23**), an even larger rectangular lot behind 1629-45 Market Street (**Figure 24**), and a smaller rectangular lot located southeast of Stevenson Street (**Figure 25**). Separated from the rest of the Project Site by Colton Street is a smaller parking lot bounded on one side by Colton Street and on two other sides by Colusa Place and Chase Court (see Figure 19). The only structure on this part of the Project Site is the BART concrete ventilation shaft (**Figure 26**). It was constructed in 1967 as part of the initial BART line through San Francisco; it is not a historic resource. Aside from some street trees along Brady and Colton streets, there is no landscaping either on or adjoining the Project Site.



Figure 23. Parking lot between 1601-05 (right) and 1621 Market Street (left); view toward northwest.  
Source: Christopher VerPlanck



Figure 24. Parking lot behind 1629-45 Market Street; view toward northeast.  
Source: Christopher VerPlanck



Figure 25. Parking lot south of Stevenson Street; view toward north.  
Source: Christopher VerPlanck



Figure 26. BART ventilation shaft; view toward northwest.  
Source: Christopher VerPlanck

### C. Civic Center Hotel, 1601-05 Market Street

1601-05 Market Street, the Civic Center Hotel, is a five-story, steel and concrete-frame, residential hotel clad in brick and capped by a flat roof concealed behind a raised parapet (**Figure 27**). Constructed in 1915 according to designs completed by architect William H. Crim, Jr., the intact building has an unusual L-shaped footprint that corresponds to the boundaries of the parcel. The narrow upper leg of the “L,” which is only 25 feet wide, is oriented parallel to 12<sup>th</sup> Street. Meanwhile, the wider lower leg of the “L,” which runs parallel to Stevenson Street, extends into the block 75 feet from 12<sup>th</sup> Street. The building has two “finished” façades facing Market and 12<sup>th</sup> Streets. These façades are clad in pressed brick laid in English bond and detailed with a modest amount of painted sheet metal and cast stone ornament. The building also has four unfinished elevations facing Stevenson Street and the interior of the block; they are all finished in plain red brick laid in common bond without any ornament. The Civic Center Hotel contains 71 protected single-occupancy rooms, as well as 85 tourist guest rooms (156 units) on floors 2–5. The first floor contains the hotel’s lobby, office, and several storefronts. The exterior of the building has undergone several relatively minor alterations, chiefly to the storefronts and to the main entrance. Otherwise, the exterior is intact. The Civic Center Hotel appears to be in fair condition.



**Figure 27. 1601-05 Market Street from intersection of 12<sup>th</sup> and Market streets; view toward south.**

Source: Christopher VerPlanck

#### Primary (12<sup>th</sup> Street) Façade

The primary façade of the Civic Center Hotel faces 12<sup>th</sup> Street. It is eight bays wide and symmetrical in its organization (**Figure 28**). The main entrance is located between the third and fourth bays from the left (Stevenson Street). The main entrance is located within a three-bay section clad in porcelain-coated metal panels installed in 1964 (**Figure 29**). This area is punctuated by four aluminum-frame storefront windows also installed in 1964. Above the main entrance is a sheet metal canopy featuring the building’s name emblazoned in neon. This canopy also appears to date to the mid-1960s. The three bays to the left of the main entrance contain three heavily altered storefronts that have recently had their security bars removed and been remodeled for community space (**Figure 30**). The storefronts have tiled bulkheads and large, rectangular multi-light display windows. A single pedestrian entrance is located between the first and second bays. The area to the right of the main entrance along 12<sup>th</sup> Street, which was historically a bar, is painted brick with small openings, including three rectangular windows set high in the wall and two pedestrian entrances protected behind metal security gates (**Figure 31**). A sheet-metal intermediate cornice separates the ground floor from the upper residential floors. The intermediate cornice is paneled and features no ornament except for a pair of lion’s heads that hold the metal rods that once supported the canopy above the main entrance (**Figure 32**).



Figure 28. 12<sup>th</sup> Street façade of 1601-05 Market Street; view toward north.  
Source: Christopher VerPlanck



Figure 29. Main entrance on 12<sup>th</sup> Street façade.  
Source: Christopher VerPlanck



Figure 30. Storefronts left of main entrance.  
Source: Christopher VerPlanck



Figure 31. Former bar right of main entrance.  
Source: Christopher VerPlanck



Figure 32. Lion's head canopy support.  
Source: Christopher VerPlanck

The upper floors of the Civic Center Hotel along 12<sup>th</sup> Street are very simple, consisting of eight structural bays defined by a grid of equally proportioned window openings arranged in pairs or groups of three. Each window opening has a brick lug sill and a cast stone lintel. The majority of the window openings retain their original double-hung, wood-sash windows, though some contain later vinyl and aluminum replacements. A cast stone belt course separates the fourth and fifth floor levels and a metal fire escape is located between the third and fourth bays. The 12<sup>th</sup> Street façade terminates with a sheet metal cornice composed of an egg-and-dart molding, a course of dentil molding, and an entablature featuring an embossed Greek key motif. A brick parapet sits atop the cornice, capping the building.

### Secondary (Market Street) Façade

The secondary façade of the Civic Center Hotel faces northwest toward Market Street (Figure 33). Only one structural bay wide, it is detailed the same as the primary façade on 12<sup>th</sup> Street. The first-floor level was historically divided into two narrow storefronts containing a bar at the left and a short-order restaurant to the right. These spaces were eventually merged into one unit. After remaining vacant and boarded up for approximately 30 years, it was recently rehabilitated into office space. The storefront now contains a pair of multi-light display windows and an entrance protected by a metal security gate. The four residential floors above the ground-floor commercial space are identical, with a grouping of three windows on each floor. The window openings are detailed the same as 12<sup>th</sup> Street, with brick lug sills and cast stone lintels, and all appear to retain their original double-hung wood-sash windows. A non-historic steel fire escape extends from the second floor level to the roof. At the left side of the Market Street, façade is a sheet metal blade sign with neon lettering reading "CIVIC CENTER HOTEL." The sign was added in the mid-1960s. A cornice matching the one on 12th Street, and a brick parapet above that, caps the secondary façade.



Figure 33. Market Street façade.  
Source: Christopher VerPlanck

### Tertiary (Stevenson Street) Façade

The tertiary façade of the Civic Center Hotel faces Stevenson Street (**Figure 34**). In contrast to the 12<sup>th</sup> and Market Street façades, the Stevenson Street façade is utilitarian in design. It is clad in red brick laid in common bond. The first floor level is windowless, though the storefront on 12<sup>th</sup> Street wraps around the corner for half a bay. At the left side of the Stevenson Street façade is also a former storefront that has long contained a loading dock/service entrance containing a metal roll-up door and with a boarded-up transom above. Above the first floor, the residential floors facing Stevenson Street are articulated by a grid of window openings consisting of pairs of windows in the outer bays and individual double-hung wood-sash windows in-between. The openings have brick lug sills but no cast stone lintels. A brick belt course, which aligns with the cast stone belt course on the 12<sup>th</sup> Street façade, separates the fourth and fifth floor levels. A metal fire escape is attached to the Stevenson Street façade in the first bay on the left. Remnants of painted signage remain on this elevation, including a sign that reads “HOTEL” in vertical column letters at the right side of the façade, and very faded lettering at the top of the wall reading “FREE PARKING.” The Stevenson Street façade terminates with a plain frieze demarcated by a projecting brick course.



Figure 34. Stevenson Street façade.  
Source: Christopher VerPlanck

### Quaternary (interior) Façade

The quaternary façade faces the interior of Block 3505. Due to the L-shaped configuration of the building’s floorplan, this façade is quite complicated, featuring several re-entrant angles (**Figure 35**). This façade is entirely utilitarian because it was expected that a building would eventually be built on the adjoining parcel. However, nothing substantial was ever built on this lot, meaning that this side of the Civic Center Hotel has always been visible from Market Street. The section of the quaternary façade closest to Market Street is a windowless expanse of brick (**Figure 36**). Remnants of painted signage are visible, including at the top of the wall, where a sign reads “CIVIC CENTER HOTEL, FAMILY RATES, FREE PARKING.” An internal light well divides this windowless section from the next largely blank section adjoining the property line. The light well is punctuated by a semi-regular pattern of double-hung wood windows. A sheet metal vent extends from the first floor to the roof through the light well. The next windowless section features a narrow column of fenestration, which extends into a second light well facing Market Street. Like the other light well closer to Market Street, this one is articulated by a semi-regular pattern of double-hung wood windows. A brick-enclosed trash chute is located in this light well. The area to the right of the light well terminates with a windowless area of brick emblazoned with painted signage reading “CIVIC CENTER HOTEL.” Another painted sign below it reads “SHELL TRUCK,” a reference to a truck rental business that once operated on the parking lot to the west of the Civic Center Hotel. The rear of the quaternary façade is an expanse of brick articulated by a symmetrical grid pattern of double-hung wood-sash windows (**Figure 37**). A one-story loading dock/service entrance wing projects out from the first floor level in this area.



Figure 35. Quaternary façade facing the center of the block; view toward east.  
Source: Christopher VerPlanck



Figure 36. North half of quaternary façade.  
Source: Christopher VerPlanck



Figure 37. South half of quaternary façade.  
Source: Christopher VerPlanck

## Interior

The interior of the Civic Center Hotel consists of five full floor levels above a partially excavated basement. The first-floor level contains a lobby and the manager's office, as well as four storefronts along 12<sup>th</sup> Street, former bar/café facing Market Street, and a loading dock/service entrance area facing Stevenson Street. Behind the lobby is a large room identified on original plans as a "reading room." It is inaccessible now and currently used for storage. Floors 2–5 contain 156 guest rooms accessed by a "P"-plan, double-loaded corridor. Originally, few of the rooms had private bathrooms, meaning that most hotel guests used shared bathrooms. Many of the guest rooms were linked to one another via internal doors, but most of these doors have been blocked. The interior of the Civic Center Hotel has not undergone many changes since it was built in 1915. The main lobby retains some original ornamental details, including wood-paneled pilasters, painted wood wainscoting, and a decorative ceiling featuring plaster dentil and fascias moldings (**Figures 38–39**). A paneled wood staircase leads from the lobby to the upper floors. The guest rooms and corridors are all very simple, consisting of resilient tile flooring, lath and plaster walls and ceilings, and doors and windows framed with simple flat-sawn casings capped by crown moldings (**Figures 41–42**). A 12-inch baseboard and picture-hanging rail are present in the guest rooms and in the corridors. Nearly all of the original doors are wood and made of five panels. Some guest rooms have solid-core wood replacement doors. Most of the guest rooms have a small built-in closet, a medicine cabinet, and wall-mounted sink. Each corridor has several shared toilet rooms and separate shared bathrooms, each containing a claw-foot tub (**Figure 43**). The flooring in the bathrooms and toilet rooms consists of hexagonal porcelain tile.



Figure 38. Lobby; view toward office.  
Source: Christopher VerPlanck



Figure 39. Lobby; view toward stairs to upper floors.  
Source: Christopher VerPlanck



Figure 40. Typical corridor on residential floors.  
Source: Christopher VerPlanck



Figure 41. Typical guest room.  
Source: Christopher VerPlanck



Figure 42. Typical guest room.  
Source: Christopher VerPlanck



Figure 43. Typical bathroom.  
Source: Christopher VerPlanck

#### D. UA Local 38 Union Hall, 1621 Market Street

1621 Market Street, the home of the UA Local 38 Plumbers and Pipefitters union (UA Local 38), is a two-story, reinforced-concrete public assembly and office building (**Figure 44**). Constructed in 1923 according to designs completed by the O'Brien Brothers, architects, as Lodge 26 of the Loyal Order of the Moose, the building was extensively remodeled in 1964 so that it now looks like a 1960s-era office building. Occupying 67 feet of frontage along Market Street, the building has only one "finished" elevation – the primary façade facing Market Street. Extensively remodeled in 1964 (and later), the primary façade is clad in pre-cast concrete panels punctuated by large anodized-aluminum doors and windows. The other three façades, which adjoin the side and rear property lines, are largely windowless expanses of board-formed concrete punctuated randomly by a handful of steel industrial windows, louvered vents, and emergency exits. The interior of 1621 Market Street is entirely devoted to UA Local 38's offices, a dispatch area, an auditorium, executive offices, and a boardroom. 1621 Market Street does not appear to have undergone many alterations since the early 1970s. Though frequently vandalized by taggers, the exterior of the building appears to be in good condition. The interior of the building appears to be in very good condition.

#### Exterior Description

As mentioned previously, the only exterior elevation of 1621 Market Street that has any architectural detailing is the Market Street façade (**Figure 45**). Clad in pre-cast concrete panels, the primary façade is two stories high and five bays wide. The first-floor level contains the main entrance in the second bay in from the left side. Sheltered beneath an aluminum canopy, the primary entrance contains a pair of glazed, anodized-aluminum doors flanked by bronze-colored aluminum sidelights and a transom. To the right of the main entrance is applied metal signage reading: "PLUMBERS & STEAMFITTERS U.A. LOCAL 38." A secondary entrance containing two pairs of anodized-aluminum doors is located in the second bay in from the right side of the façade. A third entrance is located between the main and the secondary entrances. The remaining two bays contain fixed anodized-aluminum windows surmounted either by transoms or

metal louvers. The second-floor level consists of five bronze-colored aluminum windows containing operable casement sashes and surmounted by fixed transoms. A narrow decorative balustrade extends in front of the windows. The primary façade terminates with a simple frieze emblazoned with the signage spelling out the building's name, a shallow projecting cornice, and a parapet capped by metal flashing. As mentioned previously, the other three exterior elevations are simply board-formed concrete walls punctuated by a handful of steel industrial windows, emergency exits, and vents (see Figures 23–24). The rear half of the building has a gable roof to accommodate the double-height auditorium on the second floor (**Figure 46**). The interior of 1621 Market Street dates entirely to the 1960s and early 1970s, with the most notable spaces being the auditorium (**Figure 47**) and the boardroom (**Figure 48**).



Figure 44. 1621 Market Street; view toward southwest.  
Source: Christopher VerPlanck



Figure 45. Primary façade; view toward south.  
Source: Christopher VerPlanck



Figure 46. Rear façade; view toward north.  
Source: Christopher VerPlanck



Figure 47. Auditorium.  
Source: Christopher VerPlanck



Figure 48. Boardroom.  
Source: Christopher VerPlanck

### E. Lesser Bros. Building, 1629-45 Market Street

The Lesser Bros. Building, at 1629-45 Market Street, is a one-story-and-mezzanine, reinforced-concrete commercial building (**Figure 49**). Constructed in 1925 based on designs completed by the architectural firm of Hyman & Appleton, the commercial block with Romanesque Revival detailing occupies 140 feet of frontage along Market Street. Built on speculation by the Lesser Brothers, 1629-45 Market Street is a classic “taxpayer block,” a common term for a one-story commercial building constructed on a growing commercial corridor to provide an income stream for the owner until property values had increased to warrant the construction of a larger building. Aside from incremental changes to the storefronts and signage, 1629-45 Market Street has undergone few changes to its exterior. The primary façade, which faces Market Street, is five structural bays long, plus a half-bay near Brady Street. Originally consisting of 11 individual stores (two per bay), the total number was incrementally reduced during the 1950s and 1960s. Most of the storefronts have been replaced as different businesses came and went, retaining the characteristic proportions and materials of mid-twentieth-century storefronts. The area above the storefronts is unchanged from 1926, consisting of a band of wood-frame transom windows, a frieze consisting of a Romanesque arcuated motif, and a pent-roofed parapet clad in red clay tile. The other two visible exterior façades (southeast and southwest) are utilitarian, consisting of painted, board-formed concrete walls articulated by steel industrial windows. The interior of 1629-45 Market Street consists of five retail stores

finished in utilitarian materials, including concrete flooring, lath-and-plaster and gypsum board walls, and exposed wood-truss ceilings. 1629-45 Market Street appears to be in good condition.

### Primary Façade

The primary façade of 1629-45 Market Street consists of five-and-a-half bays, or five full bays and a half-bay near Brady Street (**Figure 50**). Originally 11 separate storefronts (1629, 1631, 1633, 1635, 1637, 1637A, 1639, 1641, 1641A, 1643, and 1645), over time that number was whittled down to five. Teg, a fashion design promoter, occupies the majority of the building, including three storefronts with an address at 1633 Market Street. Rena Bransten Projects, an art gallery, occupies one storefront at 1639 Market Street. The westernmost storefronts (one-and-a-half) are occupied by Christopher Albanese Antiquario at 1645 Market Street. As mentioned previously, the storefronts of 1629-45 Market Street have been altered many times. Originally, each pair of storefronts (when there were 11) shared a recessed vestibule. Today, only one pair of storefronts (1639-41 Market) retains its original vestibule. This storefront also retains its original tiled bulkheads, extruded aluminum-frame display windows, and glazed wood-panel doors. Unfortunately, they are largely obscured by metal security gates (**Figure 51**). All of the other storefronts have been moved out to the sidewalk to gain more square footage and to increase security. Most of these storefronts date to the 1950s and 1960s. All have large extruded metal display windows and single-panel, glazed wood doors (**Figures 52–53**). The area above the storefronts appears unchanged, consisting of a row of rectangular wood transom windows divided by decorative wood pilasters. Above this is a frieze consisting of a Romanesque-derived “arcuated motif” surmounted by a pent roof clad in red clay tile. Solid cement plaster piers extend from the frieze to the sidewalk between the structural bays (**Figure 54**).



Figure 49. Overall view of 1629-45 Market Street from intersection of Market and Brady streets.

Source: Christopher VerPlanck



Figure 50. Primary façade of 1629-45 Market Street; view toward southwest.  
Source: Christopher VerPlanck



Figure 51. Intact storefront at 1639-41 Market Street.  
Source: Christopher VerPlanck



Figure 52. Non-original storefronts at 1629-33 Market Street.  
Source: Christopher VerPlanck



Figure 53. Non-original storefronts at 1645 Market Street.  
Source: Christopher VerPlanck



Figure 54. Detail of transom and frieze on primary façade.  
Source: Christopher VerPlanck

### Secondary Façade

The secondary façade of 1629-45 Market Street faces Brady Street (**Figure 55**). Utilitarian in design and finish, it is simply an expanse of board-formed concrete with a display window at the left and a small fixed wood window located near the center. A patched area to the right of this window suggests that there was originally another window on this façade. The secondary façade terminates with a plain concrete parapet that steps up at the left to meet the primary façade. The secondary façade has a colorful mural. Unsigned and undated, this mural was painted between 2012 and 2015.

### Rear Façade

The rear façade of 1629-45 Market Street faces the large mid-block parking lot behind the building (**Figure 56**). Entirely utilitarian in design, it is two levels high and 11 bays wide. The lower section features a pedestrian entrance and a window in each bay, though most of the doors and windows have been replaced and/or boarded-up over time. The upper level features 11 (one per bay) steel industrial windows with operable awning sashes. Several of the windows have areas of spalled concrete above them. The rear façade terminates with a subtly stepped parapet with two raised sections.



Figure 55. Secondary façade of 1629-45 Market Street, facing Brady Street.

Source: Christopher VerPlanck



Figure 56. Rear façade of 1629-45 Market Street; view toward northeast.

Source: Christopher VerPlanck

### Interior

As mentioned previously, the interior of 1629-45 Market Street is utilitarian and functional, having been designed to be easily reconfigured as tenants came and went. The flooring is concrete on the main level and wood on the mezzanine (**Figure 57**). The walls are mainly wood-framed and clad in sheetrock, though some original lath-and-plaster wall surfaces remain, especially along the perimeter. The mezzanine at the rear of the building is wood-framed and accessed by wood stairs from the main floor level of each commercial space. A wood-planked catwalk runs along the north side of the mezzanine, providing access to a series of lofts (one per storefront) at the rear of the building. Loading and shipping/receiving is located beneath the mezzanine at the back of the building. Throughout the interior, the building's structural framework is exposed. It consists of heavy wooden timber posts that run north-south. The posts support large heavy timber beams, which in turn support the roof trusses, which run parallel to Market Street (**Figure 58**).



Figure 57. Typical storefront interior inside 1629-45 Market Street.  
Source: Christopher VerPlanck



Figure 58. Typical mezzanine and roof condition inside 1629-45 Market Street.  
Source: Christopher VerPlanck

## V. Historical Context

This section provides an overview of San Francisco's Hub neighborhood, a construction and ownership chronology of the three buildings on the site, as well as pertinent information on the original and subsequent owners and occupants of all the properties that comprise the Project Site.

### A. Neighborhood History

The Project Site is located within the San Francisco neighborhood known as "The Hub." From roughly 1890 until 1950, the blocks of Market Street between Van Ness Avenue and Octavia Street were known as The Hub, because four streetcar lines converged in the area. The name may also derive from how the numbered streets of the South of Market Area pirouette around the intersection of Market and Van Ness, shifting from a northwesterly-southeasterly alignment to their dominant east-west direction in the Mission District. The Hub moniker, long disused, has been revived in recent years to define a fast-changing part of the city.

Market Street was laid out in 1847 by Jasper O'Farrell as part of his first survey of San Francisco. Laid out 120 feet wide, Market Street bisected two separate street grids: the 50 Vara Survey north of Market and the 100 Vara Survey south of Market. The reason behind Market Street's diagonal trajectory is unknown, but it was most likely intended to: 1) provide a direct route from Yerba Buena Cove to Mission Dolores, and 2) avoid the impenetrable marshes ringing Mission Bay. Using an archaic Spanish unit of measurement called a *vara* (roughly equivalent to an English yard), O'Farrell aligned the 50 Vara Survey along an imaginary north-south axis. Each 275'-by-412'6" block contained six lots measuring 50 varas square (137'6" by 137'6"). In contrast, the 100 Vara Survey was laid out parallel to Market Street, which was set at a roughly 45 degree angle to the ordinal street grid north of Market Street. The huge blocks in the 100 Vara Survey, which measured 550' by 825', were four times larger than the blocks of the 50 Vara Survey. Why O'Farrell did this is also not known, though it may have been his intention that the larger blocks south of Market Street would be used for agriculture or industry. Regardless, it soon became apparent that the larger blocks in the 100 Vara Survey were too big to be efficiently subdivided for urban uses, so within a few years local landowners began building mid-block alleys through them, as shown on the 1853 U.S. Coastal and Geodetic Map (**Figure 59**).

O'Farrell's survey only went as far west as Leavenworth and 4<sup>th</sup> Streets. In 1851, City Surveyor William Eddy extended O'Farrell's survey to Larkin and 9<sup>th</sup> Streets. Four years later, the city's boundaries were extended westward again, this time to Divisadero Street. In addition to laying out Van Ness Avenue as a 125-foot north-south thoroughfare, the 1858 Van Ness Survey extended the South of Market's 100-Vara Survey into the northeastern corner of the adjoining Mission District. This complicated melding of the South of Market and Mission surveys is what gives The Hub its distinctive pinwheel-like street plan. As mentioned previously, the 100 Vara Survey is aligned parallel to Market Street, whereas the Mission Survey is aligned parallel to Van Ness Avenue and the rest of the 50 Vara Survey. To connect the streets in the two survey areas, the streets parallel to Market Street, including Mission, Howard, Folsom, etc., had to change their alignment from northeast-southwest to north-south as they approached Van Ness Avenue. This shift produced a graceful curve in these streets. In addition, the numbered streets in the 100 Vara Survey had to shift from their northwest-southeast alignment to run west-east, in order to align with the ordinal grid of the Mission Survey. As a result, The Hub, where the transition takes place, is characterized by an unusual arrangement of wedge-shaped blocks, most of which are further divided into

irregular parcels defined by a chaotic assemblage of mid-block alleys that stop and start for no apparent reason.



Figure 59. Section of the 1853 Coast Survey Map showing the intersection of the 50 Vara and 100 Vara Surveys.  
Source: National Oceanic and Atmospheric Administration

Though the streets within The Hub were in place (at least on paper) as early as 1858, the development of the area took another decade or so to occur. Despite being located astride San Francisco's most important transportation corridor, The Hub was still quite remote from the built-up portion of the city around Yerba Buena Cove. Furthermore, there were many physical obstacles, including creeks, marshes, and large sand dunes, that needed to be filled or removed before The Hub could be developed. Maps show few buildings in The Hub until the late 1860s/early 1870s. Development in the area was spurred by improved accessibility, particularly after an Irish real estate speculator named Thomas Hayes built a railroad along Market Street to Hayes Street, and then westward to a tract of land that he owned in what is now Hayes Valley. The construction of Hayes' railroad, which approximated the route of today's Muni 21 bus line, opened up the vast Western Addition to residential and commercial development. The 1869 Coast Survey map illustrates some buildings in The Hub. Most development was located north of Market Street, though there was some building along 11<sup>th</sup>, 12<sup>th</sup>, and the south side of Market Street, including several buildings on the Project Site (Figure 60). Nevertheless, most of the interiors of the large 100 Vara blocks remained sparsely developed, with some (including the subject block) still containing little beyond sand dunes.



Figure 60. 1869 Coast Survey Map, showing The Hub and its vicinity.  
Source: National Oceanic and Atmospheric Administration; annotated by Christopher VerPlanck

#### *B. Historical Development of the Project Site: 1869–1913*

As indicated on the 1869 Coast Survey map, one building was located near the corner of 12<sup>th</sup> and Market Streets, an L-shaped building faced Market Street (where 1629–45 Market is now), and a smaller building stood on Brady Street (see Figure 60). The 1889 Sanborn Fire Insurance Company maps (Sanborn maps) provide more information on the subject block, which by this point had been largely built-out. Developed well before zoning emerged in most American cities, the block contained an indiscriminate mixture of businesses, manufacturers, and dwellings, including a stock yard, a wood and coal dealer, a junk merchant, a horse collar manufacturer, a marble works, and a wagon and blacksmith shop. At the corner of 12<sup>th</sup> and Market was a saloon, and south of it, along 12<sup>th</sup> Street (still labeled with its original name of Potter Street), were two single-family dwellings. The 1899 Sanborn maps, published a decade later, show similar conditions (Figure 61).

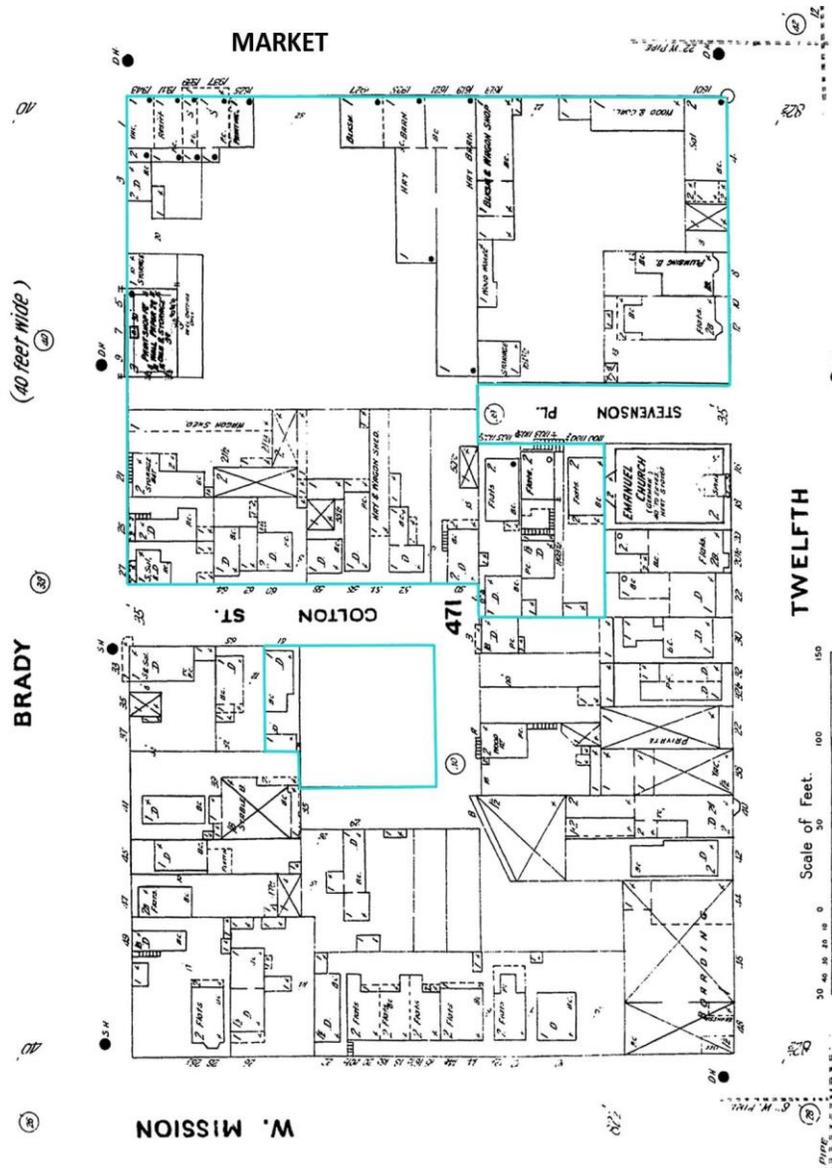


Figure 61. 1899 Sanborn Map; Project Site outlined in blue.  
Source: Sanborn Fire Insurance Company; annotated by Christopher VerPlanck

According to the 1894 San Francisco Block Book, the Project Site belonged to several different entities (Figure 62). What is now the Civic Center Hotel property, at 1601-05 Market Street, belonged to E. Wertheimer. What is now the UA Local No. 38 union hall, at 1621 Market, belonged to John R. Hite. W. S. Hobart owned the property where the Lesser Bros. Building at 1629-45 Market Street is now. The rest of the Project Site belonged to the Pacific Improvement Company, including most of the properties facing Colton Street, as well as three individually owned 25-by-100-foot house lots on the south side of Stevenson Street, each of which belonged to G. A. Maurerhan, John Kelleher, and Hannah Donahue. Nothing is known about E. Wertheimer. John Hite was a native of Virginia and a pioneer who made his fortune mining gold in the Sierras. Upon returning to San Francisco, he began investing in real estate. His investments eventually made him a millionaire. He died during the 1906 Earthquake.<sup>7</sup> Walter S. Hobart was a San Francisco capitalist and real estate investor, who made his fortune during the Gold Rush as a miner and partner in the Utica Mining Company in Calaveras County, California.<sup>8</sup> The Pacific Improvement Company was the real estate arm of the Central Pacific (later the Southern Pacific) Railroad. It owned land throughout San Francisco, the state of California, and the West.

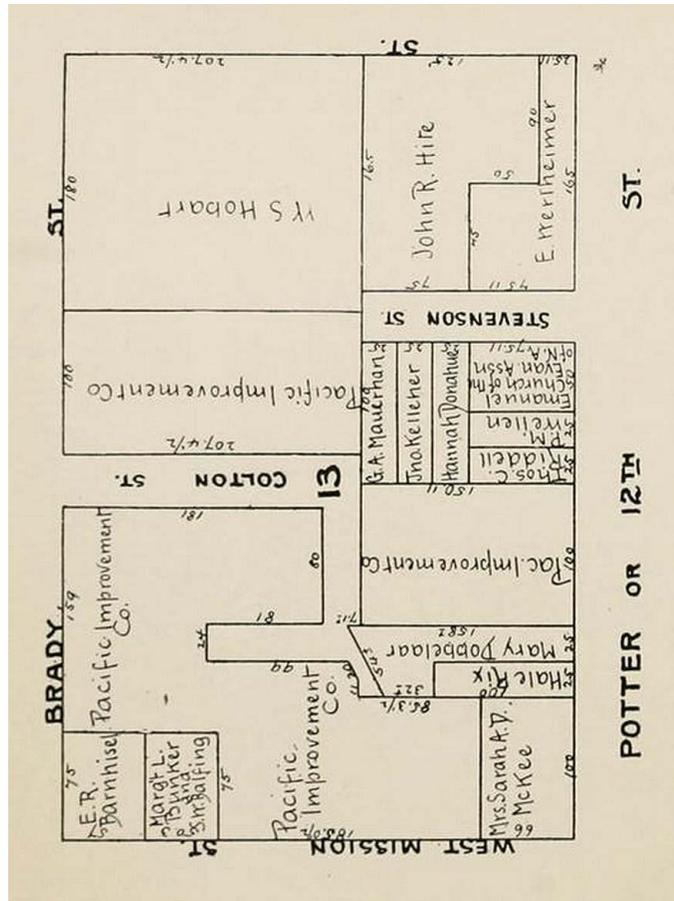


Figure 62. 1894 Block Book showing Mission Block No. 13. Source: San Francisco Public Library

The 1901 Block Book shows somewhat similar conditions to the 1894 Block Book. By this time, the site of the future Civic Center Hotel belonged to Ildevert I. Dehail. John R. Hite still owned the future site of 1621 Market and the Hobart Estate Co. owned the future location of 1629-45 Market Street. On the rest of the Project Site, the Pacific Improvement Company had subdivided and sold off most of its holdings. Incidentally, Colton Street is named for David D. Colton, a business executive of the Central Pacific Railroad.

The entirety of the subject block was destroyed in the 1906 Earthquake and Fire. The insubstantial wood-frame buildings that were not instantly wrecked by the temblor were quickly consumed in the firestorms that tore through the South of Market Area and spread into the Mission District. After the embers had cooled, City authorities tried to enlarge the area limited to fire-resistant masonry construction, including the majority of the The Hub neighborhood. Under pressure from small property owners, the board of supervisors ended up opposing the extension of the fire limits to all but a small section of the South of

<sup>7</sup> "John Hite Dies; Litigation Ends," *Los Angeles Herald* (April 26, 1906).

<sup>8</sup> San Francisco Landmarks Preservation Advisory Board, *Final Case Report: The Hobart Building, 582-92 Market Street* (San Francisco: 1982), 1.



supply was exhausted, these companies turned to materials salvaged from buildings they were hired to demolish.

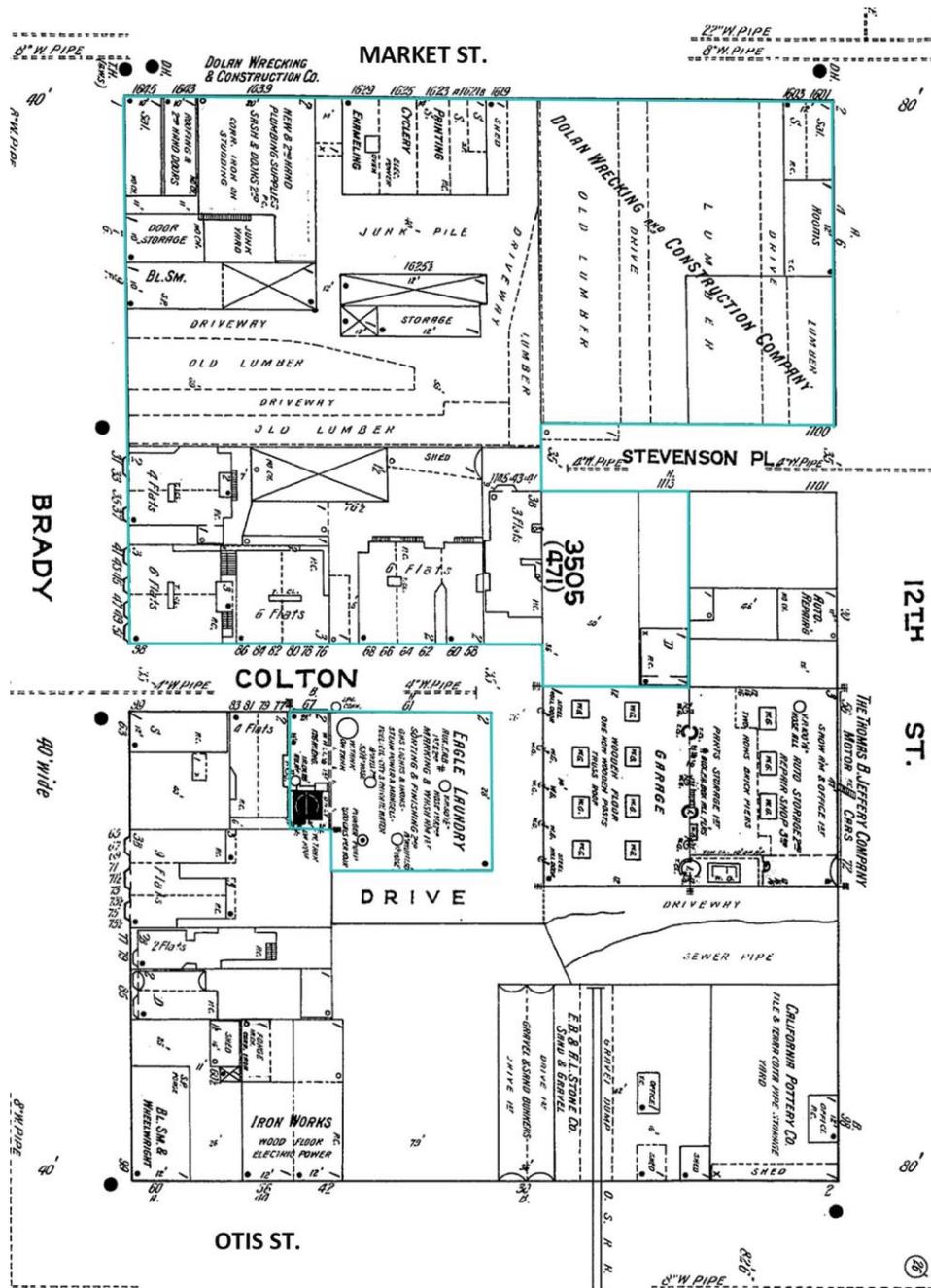


Figure 64. 1913 Sanborn Map; Project Site outlined in blue.  
 Source: Sanborn Fire Insurance Company; annotated by Christopher VerPlanck

According to the 1913 Sanborn maps, the almost two-acre yard was organized by type of materials, with used lumber occupying what is now the footprint of 1621 Market and the rear of the properties that contain the Civic Center Hotel and the Lesser Bros. Building. Several one-story buildings on Market Street contained stores selling plumbing supplies, doors, enameled products, and other smaller items that had

to be kept dry and secure from pilferage. There were also several non-salvage-related businesses, including a “cyclery,” a print shop, and a saloon. Another non-salvage-related building was located at the corner of 12<sup>th</sup> and Market Streets, where the Civic Center Hotel is now. This small, one-story building housed a saloon and store facing Market Street and a small rooming house behind. This building, like the others on the Project Site, were low-scale wood-frame or corrugated metal buildings designed to be replaced once more favorable conditions had been achieved. The rest of the block was mainly occupied by residential buildings, including five flats facing Brady Street and Colton Street, a small cottage on the south side of Stevenson Street, as well as the Eagle Laundry on the south side of Colton Street.

### C. Civic Center Hotel, 1601-05 Market Street

As mentioned previously, the 1901 Block Book recorded Lot 1 on Mission Block 13 as being the property of Ildevert I. Dehail (occasionally spelled “DeHail”). Ildevert Isaice Dehail was born in France ca. 1848. He immigrated to the United States in 1874 at the age of 26. He became a naturalized American citizen in 1886 in Lake County, Colorado. Ildevert was married to Alice Ferrandon, who was born in Illinois in 1856 to French parents. By the mid-1880s, the Dehails were living in Los Angeles, where they were part of a small but influential French community. They had a son named Elmo, who was born in 1892 in Los Angeles. Ildevert Dehail was a “capitalist,” meaning that he earned his income not from salaried work but from investments in various businesses and real estate holdings.<sup>10</sup>

### Design and Construction: 1914–1916

Some time between 1894 and 1901, Ildevert Dehail purchased the irregularly shaped lot at 1601-05 Market Street from E. Wertheimer. At the time, the L-shaped lot contained the two-story saloon and dwelling on Market Street and two flats facing 12<sup>th</sup> Street that appear on the 1899 Sanborn Maps. These buildings were destroyed in the 1906 Earthquake and Fire. After the quake, Dehail erected two temporary buildings on the site, including a one-story saloon and store at 1601-03 Market Street and a small rooming house at 4-6 12<sup>th</sup> Street. He rented the rear of the lot to the Dolan Wrecking and Construction Company. On August 27, 1914, Dehail applied for a permit to construct a five-story, steel-frame, and brick-clad hotel costing \$72,000. The decision to build in 1915 was likely motivated by the upcoming Panama Pacific International Exposition, which led many property owners in the Tenderloin, Market Street Corridor, and the South of Market Area to construct hotels to accommodate both the laborers working on the construction of the fair and the tourists who followed.

Designed by architect William H. Crim, Jr., the Civic Center Hotel was designed to cover the entire L-shaped lot. The first-floor level contained a small store and a saloon in the narrow section facing Market Street. Between these two stores and the main entrance at 20 12<sup>th</sup> Street was one store at 12 12<sup>th</sup> Street. South of the main entrance were three additional stores at 22, 24, and 26 12<sup>th</sup> Street. In addition, there was to be another store facing Stevenson Street. Behind the lobby was a reading room. Stairs from the lobby led upstairs to the four upper floors, which originally contained 40 guest rooms per floor. The guest rooms were arranged along a double-loaded corridor arranged in a “P” plan.<sup>11</sup> Designed in a modest and inexpensively detailed version of the Classical Revival style, the Civic Center Hotel opened to travelers in early 1916. The real estate section of the January 8, 1916 *Chronicle* included a photo-engraving of the newly completed hotel. The caption mentioned that I. I. Dehail was the owner but that the hotel had been

<sup>10</sup> U.S. Bureau of the Census, 1910 Federal Census for Los Angeles, Enumeration District 155, Sheet 8A.

<sup>11</sup> San Francisco Department of Building Inspection, Plans and Permit Applications on file for 1601-05 Market Street.

leased to an independent operator. The photo-engraving indicates that the Civic Center Hotel has undergone few exterior alterations since it was completed a century ago (Figure 65).

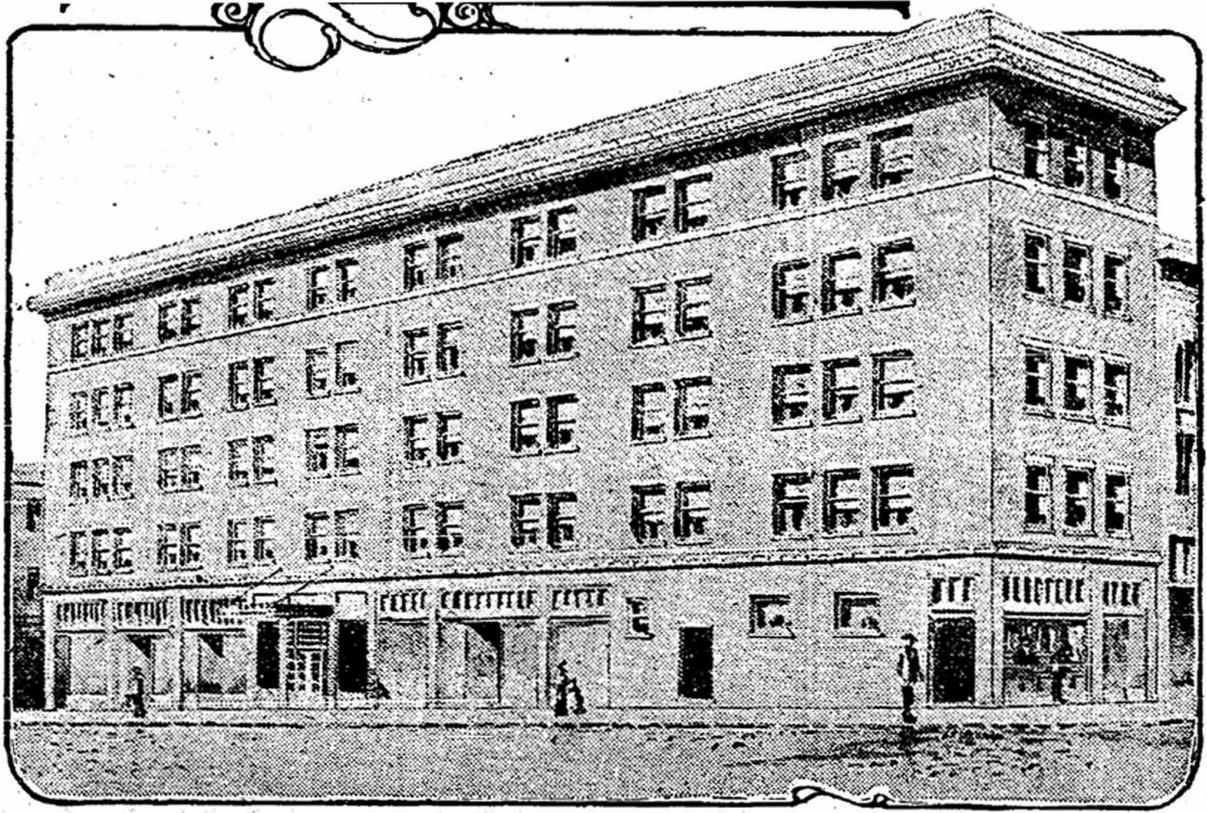


Figure 65. Photoengraving of the Civic Center Hotel.  
Source: *San Francisco Chronicle* (January 8, 1916)

#### Civic Center Hotel Is Open for Business: 1916–1952

Advertisements in the *San Francisco Chronicle* described the Civic Center Hotel thusly:

CIVIC CENTER HOTEL  
COR. MARKET AND 12<sup>TH</sup> STS.  
MOST MAGNIFICENTLY FURNISHED  
Absolutely modern, fireproof steel  
frame building; steam heat, hot and  
cold running water and telephone in  
every room; free baths; rooms 50c.  
per day, \$2 per week up; elegant suits  
[sic] with private bath. Reasonable.  
Special rates to permanent guests.

As the advertisement indicates, the Civic Center Hotel offered accommodations to both tourists and longer-term residents alike. Most of the guest rooms were “European plan,” meaning that they did not have their own private bathrooms. This factor, combined with the hotel’s location south of Market Street, suggests that it was aimed at clientele with lower budgets than those staying closer to downtown or north of Market Street. The Civic Center Hotel’s rates were also quite a bit lower than most of its competitors,

most of which charged from \$1 to \$1.50 per day and \$3 a week and up in 1917.<sup>12</sup> This is not to suggest that the Civic Center Hotel was necessarily undesirable based on price alone. Indeed, when it was built, single-room-occupancy hotels were a perfectly respectable form of lodging, with many young, single people and older retired people preferring to live in a hotel in order to be close to work, restaurants, and shopping.<sup>13</sup>

Unfortunately, newspaper accounts dating to the late 1910s indicate that the Civic Center Hotel had a bad reputation from its earliest days. Armed robberies were not uncommon and A. J. Wiechers, the manager, was accused of overcharging customers. On October 11, 1919, Mr. Wiechers, who was known to carry a large amount of money around, was murdered and robbed on the second floor of the Civic Center Hotel.<sup>14</sup> Prostitution, narcotics, and illegal alcohol sales and consumption were also commonly reported during the 1910s and 1920s.

Records of the businesses that occupied the ground-floor retail spaces are sparse. According to the original plans, the small storefront at 1601 Market Street was designed to be a saloon. Indeed, the two previous buildings on the site had contained saloons as far back as 1889. If there was a saloon in the space between 1916 and 1919, when Prohibition began, its name is lost to history. The adjoining storefront at 1605 Market Street was a small corner grocery store, though its name is also not known. The names or types of businesses that occupied the remaining (originally five) storefronts on 12<sup>th</sup> and Stevenson streets during this time are not known either.<sup>15</sup>

After Prohibition ended in 1933, the saloon space at 1601 Market was occupied by Ted's Bar. The space next to it at 1605 Market was occupied by Theodore's Restaurant. Both businesses were owned by the same man, a Greek-American businessman named Theodore Bard. After 1938, 1601 Market was renamed Alma's Bar. The business was described as a combination bar and café, with the bar at 1601 Market and the café section at 1605 Market. Alma's was operated by Chester Bard, Theodore's brother. By the early 1940s, Alma's was gone. Indeed, no businesses appear in city directories in the Market Street storefronts until the early 1950s.<sup>16</sup>

### **Civic Center Hotel: 1953–2016**

The 1953 San Francisco City Directory is the first in a series of San Francisco directories to be cross-referenced by street address. According to this directory, there were two businesses occupying the storefronts on Market Street, including John Leuhs' Twelfth and Market Bar, at 1601 Market; and the U.S. Coffee Shop, at 1605 Market Street. On 12<sup>th</sup> Street, there were two businesses, including the Variety Store, at 6 12<sup>th</sup> Street; and the American LaFrance Corporation, a vendor of fire equipment, at 24 12<sup>th</sup> Street. American LaFrance Corporation appears to have occupied all three storefronts at the rear of the building. The remaining fourth storefront on Stevenson Street, which was not really visible to foot traffic, had by this point been converted into a loading dock/service entrance for the Civic Center Hotel.<sup>17</sup> By 1958, the only business on 12<sup>th</sup> Street aside from the lobby of the Civic Center Hotel was the American LaFrance Corporation, at 24 12<sup>th</sup> Street. Meanwhile, John's Twelfth and Market Bar and the U.S. Coffee Shop

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<sup>12</sup> Classifieds, *San Francisco Chronicle* (August 26, 1917).

<sup>13</sup> Paul Groth, *Living Downtown: The History of Residential Hotels in the United States* (Berkeley: UC Press, 1999).

<sup>14</sup> "Man Lured to Room and Shot," *San Francisco Chronicle* (October 12, 1919).

<sup>15</sup> San Francisco City Directories: 1916–1920.

<sup>16</sup> San Francisco City Directories: 1930–1953.

<sup>17</sup> Polk's San Francisco Directory, 1953.

remained in business at 1601 and 1605 Market Street, respectively.<sup>18</sup> The configuration of the Civic Center Hotel and its businesses during the middle of the twentieth century is depicted on the 1950 Sanborn maps (Figure 66). An excerpt from Map 192 shows the interior configuration of the ground floor of the Civic Center Hotel. Dashed lines show non-structural partitions separating the bar and the coffee shop on Market Street. Behind them, in the narrow section of the hotel's L-shaped footprint, was the storefront at 4-6 12<sup>th</sup> Street, the hotel lobby at 20 12<sup>th</sup> Street, and a larger storefront at 22-24 12<sup>th</sup> Street. By this time, the storefront on Stevenson had been converted into a service entrance. A pair of lightwells provided light and air to the guest rooms in the wider section toward the rear of the hotel. Notes indicate that the hotel was of steel-frame construction with reinforced brick walls.

Incidentally, the 1950 Sanborn Maps also depict the other two extant buildings on the Project Site, including the UA Local No. 38 union hall, at 1621 Market Street; and the Lesser Bros. Building at 1629-45 Market Street (Figure 67). In 1950, most of the rest of the Project Site was occupied by buildings, with the exception being a used car lot on the L-shaped lot between 1601-05 and 1621 Market Street (1617 Market), and a parking lot behind 1629-45 Market Street. The rest of the Project Site was occupied by flats and industrial buildings, including along Brady Street, Colton Street, Stevenson Street, Colusa Place, and Chase Court.

From 1916 until 1957, all permit applications for the Civic Center Hotel were for signage. The first non-sign-related permit application was filed on February 15, 1915 to complete \$2,700 worth of termite damage in the restaurant and bar spaces and in the hotel lobby area.<sup>19</sup>

The termite remediation appears to have resulted in the temporary relocation of the Civic Center Hotel's commercial tenants, because by 1960 there was a new mix. Along 12<sup>th</sup> Street there was a business called Associated Transcribing Service, at 8 12<sup>th</sup> Street; and Western Contract Furnishers, at 24 12<sup>th</sup> Street.

Meanwhile, on Market Street, John's Twelfth and Market Bar remained at 1601 Market Street. At 1605 Market was John's Cafe, which was presumably related to the adjoining bar.<sup>20</sup>

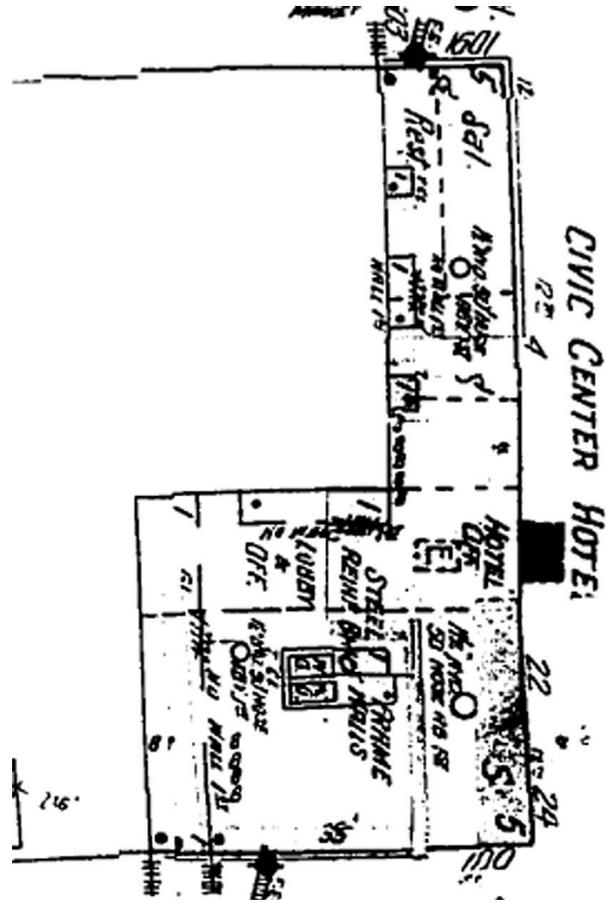


Figure 66. Footprint of the Civic Center Hotel from the 1950 Sanborn Maps.

Source: Sanborn Fire Insurance Company

<sup>18</sup> Polk's San Francisco Directory, 1958.

<sup>19</sup> San Francisco Department of Building Inspection, Plans and Permit Applications on file for 1601-05 Market Street.

<sup>20</sup> Polk's San Francisco Directory, 1960.

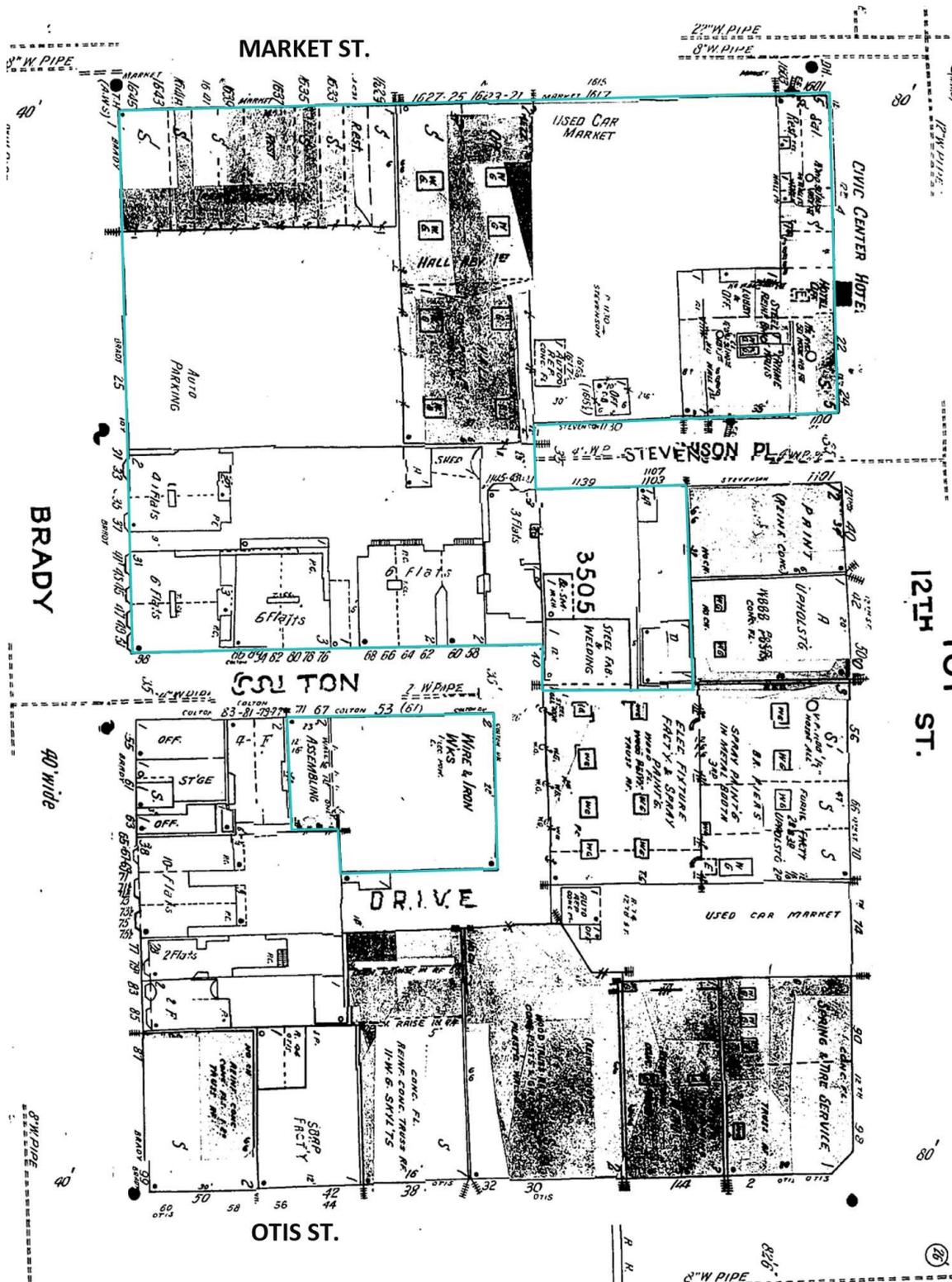


Figure 67. 1950 Sanborn Map; Project Site outlined in blue.  
Source: Sanborn Fire Insurance Company; annotated by Christopher VerPlanck

The Civic Center Hotel remained in the Dehail family from the building's completion in 1916 until 1975. By 1918, when Ildevert Dehail died, he and Alice were living in San Francisco at least part of the year. Following her husband's death, Alice Dehail inherited the Civic Center Hotel.<sup>21</sup> She moved back to Los Angeles, where she died seven years later, on November 27, 1927.<sup>22</sup> Alice left the Civic Center Hotel to her son Elmo Dehail and his wife Marcelle. Elmo was born in 1892 in Los Angeles, and Marcelle was born in 1906 in France. The Dehails lived in Los Angeles and leased the Civic Center Hotel to various proprietors. Elmo died on April 5, 1958, leaving the Civic Center Hotel to Marcelle.<sup>23</sup> Marcelle continued to own the property until September 3, 1975, when she sold it to Security Title Insurance Company, a representative of UA Local 38.<sup>24</sup>

By the mid-1960s, only one business was left on the 12<sup>th</sup> Street side of the building: Brandtjen & Kluge, Inc., printers. On Market Street, there was also only one business left: John's Twelfth and Market Tavern, at 1601 Market.<sup>25</sup> By 1970, both storefronts on 12<sup>th</sup> street: 8 and 24 12<sup>th</sup> Street, were occupied by Sea Breeze Supply Co., a supplier of fishing goods. John's Twelfth and Market Tavern was still in business at 1201 Market Street.<sup>26</sup> By 1973, Sea Breeze was still at 24 12<sup>th</sup> Street (8 12<sup>th</sup> Street was vacant). By this time the Gold Eagle had replaced John's Twelfth and Market Tavern at 1601 Market Street.<sup>27</sup> In 1974, the Sanctuary had replaced the short-lived Gold Eagle. In 1976, one year after UA Local 38 bought the Civic Center Hotel, Sea Breeze Supply Co. was still located at 24 12<sup>th</sup> Street, though by then they were selling janitorial supplies instead of fishing equipment. On Market Street there were no businesses in the ground floor commercial spaces of the Civic Center Hotel. By 1980, there were no businesses left in any of the storefronts on 12<sup>th</sup> Street. That same year, a bar called Three Coins had opened in the vacant storefront at 1601 Market Street.<sup>28</sup>

Tracking businesses in the commercial ground floor of the Civic Center Hotel becomes much more difficult after 1980 because city directories ceased publication after 1981. However, all storefronts on the ground-floor level of the hotel appear to have been vacant for a very long time – probably back to the early 1980s. According to UA Local 38 representatives, the bar space at 1601 Market Street was boarded up for more than 30 years. However, in recent months the boards have been removed and the former bar has been turned into an office for a non-profit agency.

### Alterations

As mentioned previously, very few substantial alterations have occurred at 1601-05 Market Street. Indeed, of the 15 post-1915 permit applications on file at the Department of Building Inspection, all were for repairs, maintenance, and compliance with City codes and regulations. Most of the work was for minor repairs and installation of signage. **Table 1** summarizes the work completed between 1915 and 2006. Copies of the approved building permits are attached in **Appendix Item B** of this HRE.

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<sup>21</sup> San Francisco Office of the Assessor-Recorder, Sales Ledger and Deed Records for 1601-05 Market Street.

<sup>22</sup> California Death Index, 1905–1939.

<sup>23</sup> San Francisco Office of the Assessor-Recorder, Sales Ledger and Deed Records for 1601-05 Market Street.

<sup>24</sup> Ibid.

<sup>25</sup> Polk's San Francisco Directory, 1964–65.

<sup>26</sup> Polk's San Francisco Directory, 1969–70.

<sup>27</sup> Polk's San Francisco Directory, 1973.

<sup>28</sup> Polk's San Francisco Directory, 1980.

**Table 1: Building Permit Applications on File for 1601-05 Market Street**

Application No.	Date Approved	Applicant	Scope/Cost/Builder
57653	April 6, 1915	I. I. Dehail	Construction of new five-story, steel-frame hotel costing \$72,000. Architect: Arthur Crim, Jr.; Contractor: unknown
162303	June 24, 1927	Foster & Kleiser Co., outdoor advertisers	Erect 15'-x-40' billboard on roof of hotel, costing \$900. Contractor: Foster & Kleiser
19783	June 6, 1936	Civic Center Hotel	Install new swinging sign, costing \$150.
22841	November 5, 1938	Alma's Bar	Install double-faced neon sign above entrance at 1601 Market Street, costing \$150. Contractor: Apex Electric Co.
2716	July 20, 1939	Chester Bard	Install double-faced neon sign above entrance at 1601 Market Street reading "Ted's Beer," costing \$121. Contractor: Neon Sign Services, Co.
207284	March 3, 1958	Leon Roth	Perform \$2,700 worth of termite repairs to hotel's foundation and flooring and limited portions of walls on first-floor level, including lobby, stairs, and garbage area. Contractor: Crown Termite Control
219016	February 27, 1959	Foster & Kleiser Co., outdoor advertisers	Install 25'-wide billboard on east wall of hotel near Market Street, costing \$300. Contractor: Foster & Kleiser
284911	July 18, 1963	Marcelle Dehail	Repair fire damage in restaurant space at 1601-05 Market, including replacing wiring, replacing doors and windows, lath and plaster walls, and four doors in hotel, costing \$2,500. Contractor: Leonard Salomon, Inc.
293831	January 13, 1964	Marcelle Dehail	Repair fire damage in restaurant, including repairing lath and plaster walls, replacing storefronts, replace plumbing fixtures, and merge restaurant and bar into one space, costing \$3,000. Contractor: Leonard Salomon, Inc.
420064	July 30, 1973	Illegible	Remove 3'-x-4' sidewalk light panel over shaft that extends into sidewalk encroachment and replace with steel and concrete, costing \$2,000. Contractor: Phoenix Simpton, Co.
7808901	September 18, 1978	N/A	Remove existing finishes at 1601 Market for restaurant previously occupied by a bar and restaurant, costing \$12,000. Contractor: John M. Sarlatte

Application No.	Date Approved	Applicant	Scope/Cost/Builder
7901955	March 22, 1979	Larry Hughes	Install hood and vent in kitchen and blower on roof, costing \$4,425. Contractor: Thomas' Sheet Metal
7903165	June 30, 1979	Hu-Ax Corp.	Install 15'-long face sign above entrance to 1601-05 Market Street for 3 Coins Complex, costing \$1,200. Contractor: Neon Sign Services, Co.
7903166	July 6, 1979	Hu-Ax Corp.	Install double-faced backlit plastic sign above entrance to 1601 Market reading: "3 Coins Restaurant," and costing \$1,800. Contractor: San Francisco Neon Co.
08511302	November 1, 1985	Vincent Kircher	Bring building into compliance with Municipal Code as required by Division of Apartment and Hotel Inspection Report, costing \$4,500. Contractor unknown
200608210087	September 6, 2006	Local 38 Trust Fund	Parapet bracing to comply with UMB Ordinance, costing \$8,000. Contractor unknown

In addition to the permitted work described in Table 1 and in the accompanying permit applications in Appendix B, we observed several other changes to the building that are not described in any permit applications. The most notable changes to the building occurred in the early 1960s after a fire destroyed the restaurant/bar space at the front of the building. Evidently the fire also damaged the main entrance and lobby at 20 12<sup>th</sup> Street. In 1963–64, the building owner, Marcelle Dehail, replaced the main entrance and the adjoining windows; this is documented in the permits. Around the same time, though it is not mentioned in the permit applications, it seems that she added the porcelain-finished metal cladding to the area around the main entrance – possibly to modernize the building's appearance or to conceal fire-damaged brick. It also seems likely that the canopy above the main entrance was replaced in 1963–64 as well. The large, neon blade sign on the north wall of the hotel is not mentioned in any permit applications; but, based on its design, it probably dates to the early to mid-1960s as well. At various times metal security grates have been placed over most of the windows on the first-floor level .

Since the 1980s at least, the Civic Center Hotel has been known to be one of San Francisco's most notorious residential hotels. Legal records indicate that the hotel operators, who leased the property from UA Local 38, have allowed the hotel to deteriorate for years and allowed criminal activity to flourish without interference. On several occasions the District Attorney's Office has sued the hotel operators for operating an unsafe, unhygienic, and substandard hotel. In May 2015, Strada Investment Group teamed up with the nonprofit Community Housing Partnership to redevelop the property with 584 residential housing units, retail, and other uses. In the interim, while the partnership seeks entitlements for the project, Community Housing Partnership has taken over the operation of the Civic Center Hotel. As part of their efforts to improve the quality of life for tenants, Strada and Community Housing Partnership have worked to resolve unsafe and unhygienic conditions and fix up the building with new paint, new linoleum, and various other short-term fixes until the new affordable housing component of the project is completed.

#### D. UA Local 38 Union Hall, 1621 Market Street

According to the 1901 Block Book, the future sites of both 1621 and 1629-45 Market Street were part of a large, rectangular lot measuring 207' 3½" by 180' at the corner of Market and Brady streets. This property belonged to the Hobart Estate Company, a real estate investment firm owned and operated by Walter S., Alice M., and Ella V. Hobart. In 1906, the Hobart Estate Company leased the huge lot to Nolan Wrecking & Construction to operate its vast salvage yard, which occupied the majority of the block bounded by Market, 12<sup>th</sup>, Stevenson, and Brady Streets. The property was subsequently occupied by several temporary one-story, wood-frame buildings, most of which were used by Nolan Wrecking & Construction to store its smaller goods. In 1922, the Hobart Estate Company subdivided the property into two smaller lots, including Lot 32, which measures 140' 3½" by 180', and Lot 32A, which measures 67' by 180'. On September 9, 1922, the Hobart Estate Company sold Lot 32 to a consortium of property owners consisting of B. B. and Hattie Futernick, F. J. and Nellie Monahan, and Joseph F. Poheim.<sup>29</sup> Msrs. Monahan and Poheim were members of the men's fraternal organization known as the Loyal Order of the Moose, and it seems that they acted as its agents. Two months later, on November 10, 1922, they sold the property to Lodge No. 26 of the Loyal Order of the Moose.<sup>30</sup>

#### Loyal Order of the Moose

The Loyal Order of the Moose (LOM, or Moose Lodge) is an American fraternal and service organization. Founded in Louisville, Kentucky in 1888 by Dr. John H. Wilson, the Loyal Order of the Moose was originally intended to serve as a men's social club. The club did not thrive at first, with only a handful of lodges located in greater Louisville, as well as several outposts in St. Louis and Cincinnati. In 1906, there were only two lodges left – both in Indiana. The organization's fortunes began to turn around after the ascension of a Welsh immigrant named James J. Davis to its leadership. A steelworker and union man, Davis sought to make the Loyal Order of the Moose the workingman's answer to the Masonic Club or other more prestigious fraternal clubs. To recruit workingmen, he offered membership at a low annual fee and provided a basic social safety net to its members, including insurance, burial benefits, etcetera. Davis' efforts worked; by 1912, the Moose Lodge had grown to nearly a half million members belonging to more than 1,000 lodges.<sup>31</sup> In its early days, the Loyal Order of the Moose admitted only white men of "sound mind and body, in good standing in the community, engaged in lawful business who are able to speak and write the English language."<sup>32</sup>

In terms of its organization, the Loyal Order of the Moose consists of local lodges serving particular communities, with some larger cities having more than one lodge. These lodges report to "State Associations," which in turn report to the national authority, known rather majestically as the "Supreme Lodge of the World." At its high point in the 1960s/early 1970s, there were approximately 36 state associations and approximately 4,000 lodges in all 50 U.S. states, four Canadian provinces, Bermuda, and the United Kingdom. In 1979, LOM had 1,323,240 members worldwide.<sup>33</sup> Today it has fewer than one million members, reflecting the gradual decline of fraternal organizations in the United States. In addition to its traditional focus on providing a venue for men to socialize, LOM operates a school and home for orphans – called Mooseheart – in Batavia, Illinois and a retirement home for retired members – called

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<sup>29</sup> San Francisco Office of the Assessor-Recorder, Sales Ledger and Deed Records for 1621 Market Street.

<sup>30</sup> Ibid.

<sup>31</sup> Alvin J. Schmidt, *Fraternal Organizations* (Westport, CT: Greenwood Press), 220.

<sup>32</sup> Arthur A. Preuss, *A Dictionary of Secret and Other Societies* (St. Louis: Herder Book, Co.), 258.

<sup>33</sup> Loyal Order of the Moose, "Membership Statistics." Website: <http://www.mooseintl.org/>, accessed March 21, 2016.

Moosehaven – in Orange Park, Florida.<sup>34</sup> Today, there are no LOM lodges remaining in San Francisco, with the closest lodge operating in Pacifica.<sup>35</sup>

### Design and Construction

No original building permit application survives for 1621 Market Street, though an announcement in the December 9, 1922 edition of *Building & Engineering News* provides some useful information. According to the announcement, the client was the Loyal Order of the Moose Lodge No. 26, 105 Jones Street, San Francisco. LOM Lodge 26 hired the O'Brien Brothers, architects, to design the proposed two-story, brick and concrete, Class B lodge building. The contractor was Fred L. Hansen. The total cost was estimated to be \$100,000.<sup>36</sup> The ceremonial groundbreaking took place on November 5, 1922. Construction took place throughout the first nine months of 1923, and the new lodge was dedicated in a ceremony on October 14, 1923. The event was marked by a circus held on the first block of 12<sup>th</sup> Street, between Market and Mission Streets, and a parade. The dedication itself was reportedly attended by 5,000 people, including most of the 6,000 members of Lodge 26. Speakers included San Francisco Mayor James "Sunny Jim" Rolph, LOM secretary James J. Davis, Superior Court Judge Louis H. Ward, "Supreme Dictator" of the LOM Frank J. Monahan, and others. In his remarks, Davis congratulated Lodge No. 26 as being the third-largest Moose Lodge chapter in the United States, and he thanked its members for contributing \$12,000 to Mooseheart, in addition to raising the money to build the new lodge.<sup>37</sup>

Not much is known about the appearance or interior configuration of the Loyal Order of the Moose Lodge No. 26, which has been remodeled dozens of times since UA Local 38 bought the property in 1959. It was (and remains) a two-story-over-basement building with a double-height auditorium at the rear of the building. The basement originally contained an indoor swimming pool. The first-floor level contained offices, with the main entrance at the east side of the building (1621 Market), with additional entrances at 1623 and 1625 Market Street. We have searched for historical photographs of the building, which appears obliquely in several photographs of Market Street, in the San Francisco Municipal Transportation Agency (SFMTA) archives, including one taken in 1940, approximately 17 years after it was built (**Figure 68**). Incidentally, this photograph also shows the Civic Center Hotel and a portion of the Lesser Bros. Building at 1629-45 Market Street. The used-car lot between the Civic Center Hotel and the Moose Lodge is also visible in the image.

Lodge No. 26 served as San Francisco's only Moose Lodge for the next quarter century, hosting regular lodge meetings, parties, fundraisers, public speakers, and other programs. Over time, the Moose Lodge leased unused office space in the building to various tenants, including Local 590 of the Marine Steamfitters & Helpers and Local 41 of the Bartenders' Union. In 1945, Lodge No. 26 made an agreement with the proprietors of the Palomar (later called the Palladium) Ballroom, a "sweet music mecca of Saturday night dancers," to use its auditorium for dances in the evenings and on weekends. In July 1947, a massive fire gutted the back of the building, destroying the auditorium, where the blaze started on the stage. Six firemen were injured, including one critically, when the roof collapsed.<sup>38</sup>

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<sup>34</sup> Loyal Order of the Moose, "Our Story." Website: <http://www.mooseintl.org/>, accessed March 21, 2016.

<sup>35</sup> The Pacifica Lodge sponsored the author's boyhood soccer team.

<sup>36</sup> "Contracts Awarded," *Building & Engineering News* (December 9, 1922).

<sup>37</sup> "5,000 Moose Hear Sec. Davis Dedicate Lodge," *San Francisco Chronicle* (October 15, 1923), 8.

<sup>38</sup> "Blaze Sweeps Palomar Dance Hall," *San Francisco Chronicle* (July 25, 1947), 11.



Figure 68. Photograph of Market Street, looking northeast from Rose Street toward 12<sup>th</sup> Street, 1940.

Source: SFMTA Archives

Following the fire, in October 1947, Lodge 26 decided to move its facilities to Daly City, in suburban San Mateo County. The lodge entered into a long-term lease agreement with the newly founded United Association of Plumbing and Pipefitters Industry Local 38, which intended to use the lodge as a union hall.<sup>39</sup> San Francisco's sole Moose Lodge chapter then moved to 3053 16<sup>th</sup> Street before ultimately relocating to Daly City. A little over a decade later, on January 1, 1959, the Moose Lodge ended up selling the property to UA Local 38.<sup>40</sup> In the time that it occupied 1621 Market Street, the Moose Lodge made very few changes to the building. Beyond making some minor changes to the storefronts on Market Street (1924), it built a sunroom and installed a water tank on the roof (1931), covered the basement swimming pool beneath a wood floor (1934), repaired \$20,000 of fire damage (1937), and performed various other minor repairs. The entire roster of permits is attached within **Appendix B** of this report.

<sup>39</sup> San Francisco Office of the Assessor-Recorder, Sales Ledger and Deed Records for 1621 Market Street.

<sup>40</sup> Ibid.

### UA Local 38

Plumbers & Pipefitters Local 38 was founded in 1947 as a merger of four locals associated with the United Association of Plumbers and Steamfitters. The United Association (UA) was founded in 1889 and it represented workers in the three main pipe trades: plumbers, steamfitters, and gasfitters. In 1897, the United Association, which had its roots in the Knights of Labor, affiliated with the American Federation of Labor (AFL). In 1912, the United Association incorporated as the International Association of Steam, Hot Water and Power Pipe Fitters and Helpers of America, creating a national organization that represented all of the organized pipe-trade workers in America. The organization grew in numbers and influence during the 1920s-era building boom, initially peaking with 60,000 members in 1929. After a pronounced slump during the Depression, the association began to thrive again during the postwar period. In 1946, the organization changed its name to the United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry of the United States and Canada. By 1954, membership had surged to 240,000 members.<sup>41</sup>

The four locals that merged to form UA Local 38 in 1947 included the following: Journeymen Plumbers and Gas Fitters Local 442, Steamfitters Union Local 509, Marine Steamfitters & Helpers Local 590, and Marin County Journeyman Plumbers Local 769. Locals 442, 509, and 590 were all based in San Francisco. As early as 1944, Local 590 was renting office space from the Loyal Order of the Moose at 1621 Market Street.<sup>42</sup> Local 590's business agent was a man named Joe Mazzola; after the four locals were merged, he was appointed Local 38's business manager. In the early 1950s, Mazzola played a critical role in various collective bargaining efforts designed to win Local 38's members paid vacations, health and welfare benefits, and pensions. From 1954 until his death in 1989, Joe Mazzola ran Local 38 as its business manager, fighting for Local 38's membership at every opportunity. Mazzola was politically influential and a fiery supporter of pro-union political candidates, including San Francisco mayors Jack Shelley and Joe Alioto and presidential candidate Hubert Humphrey. In 1996, the 1600 block of Market Street was renamed Joe Mazzola Place, recognizing his outsized contributions to Local 38 and San Francisco workingmen in general.

### UA Local 38 Converts 1621 Market Street to Office Use: 1947–1949

UA Local 38 began repairing 1621 Market Street soon after leasing the building from the Loyal Order of the Moose. The first building permit application on file during the union local's tenure dates to September 1947, when Local 38 applied to complete \$40,000 of unspecified repairs. Additional work completed during the next few years included constructing several fire exits and a fire escape (1948) and rebuilding the auditorium (1949).<sup>43</sup> According to the 1953 San Francisco Directory, the rebuilt 1621 Market Street contained the offices of UA Local 38, as well as the offices of Local 41 of the Bartenders Union (1623½ Market), and the Columbia Driving School, Associated Transcribing Services, and The New Cal, a publishing house (1625 and 1627 Market).<sup>44</sup> 1621 Market Street appears on the 1950 Sanborn Maps (see Figure 67) as a two-story, concrete building occupying the entire lot. A later paste-up makes the notes difficult to read, but it appears as if a mezzanine level had been inserted into the building. The maps indicate that the rear portion of the building, where the auditorium was located, had a gable roof in contrast to the flat-roofed section at the front. The roof was punctuated by eight skylights containing wireglass. The

<sup>41</sup> Rob Weinstein, "Struggling for the Rights and Dignity of Working Men and Women," History of UA Local 38, Website: <http://www.ualo-cal38.org/hist.htm>, accessed March 21, 2016.

<sup>42</sup> Polk's San Francisco Directory, 1945.

<sup>43</sup> San Francisco Department of Building Inspection, Plans and Permit Applications on file for 1621 Market Street.

<sup>44</sup> Polk's San Francisco Directory, 1953.

building had two entrances: one providing access to 1621 and 1623 Market Street and the other providing access to 1625 and 1627 Market Street.

### **UA Local 38 Remodels 1621 Market Street: 1959–1970**

UA Local 38 completed several major remodels of 1621 Market Street that transformed the building into what we see today. The work, which began in 1959, after they bought the property, included radically changing the building's exterior so that it no longer looked anything like the Renaissance-Baroque building once occupied by the Loyal Order of the Moose. The first major project started in January 9, 1959, when UA Local 38 applied for a permit to undertake a \$40,000 interior remodel. The scope of work included removal of the existing interior partitions and the relocation of the existing offices from the first to the second floor. New toilet rooms were built and an elevator installed. Additional electrical and HVAC work was completed as well. The supervising engineer was John L. Hunter. Later that year, on May 25, 1959, UA Local 38 applied for a permit to fill in the boarded-over swimming pool in the basement with concrete and install partitions to accommodate offices and training rooms. The supervising engineer was John L. Hunter and the cost of the work was \$20,000. On September 9, 1959, Joe Mazzola, managing agent of UA Local 38, applied for a permit to install 18"-high redwood letters on the façade reading: "PLUMBERS & STEAMFITTERS U.A. LOCAL 38."<sup>45</sup>

Two years after the building's first major remodel in 1959, UA Local 38 applied for several more permits that completed the transformation of 1621 Market Street. On April 11, 1961, UA Local 38 applied for a permit to repair a small amount of fire damage on the ground floor.<sup>46</sup> On May 25, 1961, the union applied for a permit to demolish the existing finishes on the mezzanine level, and in July it received a permit to build a recreation room and a dispatch office. This project cost \$8,000.<sup>47</sup> On July 10, 1963, UA Local 38 applied for a permit to remodel the offices off the main entrance, including installing dropped ceilings, mahogany wainscoting and doors, new toilet rooms, new floor tile, new lighting, and new carpeting. The work cost \$2,500.<sup>48</sup> One year later, on July 16, 1964, U.A. Local 38 hired architect Richard C. Marshall to design a new façade for the building, remodel the auditorium, and build a new main stair. The cost of the work was \$150,000.<sup>49</sup> Two weeks later, on July 30, 1964, UA Local 38 applied for a permit to complete another \$2,275 of work, including additional changes to the primary façade, removing some interior partitions, and completing plumbing and HVAC work. Again, Richard C. Marshall was the architect.<sup>50</sup> Later that year, UA Local 38 applied for a permit to sprinkler the building. On June 12, 1968, UA Local 38 applied for a permit to complete \$15,000 of interior work, including remodeling the conference room, installing new kitchen appliances and finishes, and relocating the air conditioning unit. As usual, Richard C. Marshall was the architect.<sup>51</sup> Two years later, on September 16, 1970, UA Local 38 applied for a permit to complete another \$20,000 of interior work.<sup>52</sup>

Throughout the 1960s and 1970s, UA Local 38 retained its headquarters at 1621 Market Street. As the union's membership grew in numbers and political influence, Local 38 took on more business ventures, including the establishment of offsite training/apprenticeship facilities in San Francisco and Santa Rosa

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<sup>45</sup> San Francisco Department of Building Inspection, Plans and Permit Applications on file for 1621 Market Street.

<sup>46</sup> Ibid.

<sup>47</sup> Ibid.

<sup>48</sup> Ibid.

<sup>49</sup> Ibid.

<sup>50</sup> Ibid.

<sup>51</sup> Ibid.

<sup>52</sup> Ibid.

and developing Konocti Harbor Resort (Lake County), which was established in 1959 as a place for union members to take low-cost vacations. As UA Local 38’s business ventures took over more of the building, less space was available to other tenants, though Local 41 of the Bartenders Union continued to occupy space in the building until 1975. After that the building was entirely devoted to the activities of Local 38, including its dispatch hall, pension program, training program, general administration, and executive offices. During the 1970s, the union made several other changes to the building and the site, including new interior partitions, fencing the parking lot, plumbing and HVAC work, and new kitchen equipment.<sup>53</sup> Since 1980, very few changes have been made to the building beyond re-roofing and miscellaneous site work. **Table 2** summarizes the work completed between 1923 and the present. Copies of the approved building permits are attached in **Appendix B** of this HRE.

**Table 2: Building Permit Applications on File for 1621 Market Street**

Application No.	Date Approved	Applicant	Scope/Cost/Builder
12475	February 26, 1924	George Mellos	Various changes to storefronts and interior partitions, costing \$963. Contractor: G. E. Uhl
192644	May 8, 1931	James C. Clarke	Sunroom, costing \$75. Day work
195357	September 28, 1931	James C. Clarke	Install water tank on roof, costing \$75. Day work
5489	February 17, 1934	SF Lodge No. 26, Loyal Order of the Moose	Frame in existing swimming pool and lay maple floor over it, costing \$2,000. Day work
11168	March 21, 1935	SF Lodge No. 26, Loyal Order of the Moose	Secure water tank and chimneys on roof, costing \$100. Contractor: Albert A. Plaggs
31432	December 9, 1937	SF Lodge No. 26, Loyal Order of the Moose	Repair damage caused by fire, costing \$30,000. Contractor: Mills Construction Co.
449976	June 22, 1939	SF Lodge No. 26, Loyal Order of the Moose	Construct offices, costing \$1,000. Contractor: Mills Construction Co.
77510	September 21, 1944	Steamfitters Club	Erect neon sign, costing \$800. Contractor: Neon Maintenance Corp.
78610	January 9, 1945	Steamfitters Union	Construction of interior fire exit from second floor to Stevenson Street, costing \$3,900. Contractor: A. Conrad Johnson
84113	November 27, 1945	John Martini	Erection of neon sign reading: “Palladium Ballroom,” costing \$2,000. Contractor: Brite Lite Neon Co.
83190	October 9, 1945	Steamfitters Club	Neon electric tubing on building, costing \$50. Contractor: Brite Lite Neon Co.
84662	January 22, 1946	J. W. Martini	Erection of electric sign reading: “Palladium Ballroom,” costing \$80

<sup>53</sup> San Francisco Department of Building Inspection, Plans and Permit Applications on file for 1621 Market Street.

Application No.	Date Approved	Applicant	Scope/Cost/Builder
90087	July 15, 1946	Dan McCormick	Install vertical neon sign over right side of door to ballroom, costing \$860. Contractor: QRS Neon Co.
92254	October 15, 1946	Dan McCormick	Install neon sign on left column of building, costing \$100. Contractor: QRS Neon Co.
1000653	September 26, 1947	UA Local 38	Repair fire damage, costing \$40,000. Contractor: Ira W. Coburn
1071	April 30, 1948	UA Local 38	Construct additional exit corridor and fire escape, costing \$2,900. Contractor: R. S. Silverberg
119416	September 6, 1949	UA Local 38	Lay hardwood dance floor, costing \$425. Day work
197686	June 10, 1957	UA Local 38	Add strut to fire escape ladder, costing \$50. Contractor: Star Iron Works
218984	January 9, 1959	UA Local 38	Remodel offices according to attached plans costing \$40,000. Engineer: John L. Hunter; Contractor: John J. Reynolds, Inc.
224044	June 10, 1959	UA Local 38	Fill in basement pool and remodel basement according to plans, costing \$20,000. Engineer: John L. Hunter; Contractor: John J. Reynolds, Inc.
327830	September 18, 1959	UA Local 38	Install signage on front of building, costing \$500. Contractor: Pisehoff, Co.
241606	April 27, 1961	UA Local 38	Repair fire damage to partition wall on ground floor, repair electric and plumbing lines, replace glass in skylights, and paint, costing \$1,000. Contractor: Ira W. Coburn
Illegible	June 18, 1961	UA Local 38	Demolition of partitions, wood floors, and general cleanup in preparation for remodeling the mezzanine, costing \$2,000. Contractor: Clifford Lindquist
252235	July 13, 1961	UA Local 38	Remodel mezzanine for recreation room and dispatch office, costing \$8,000. Contractor: Clifford Lindquist
285359	July 29, 1963	UA Local 38	Remodel existing offices off main entrance, install dropped ceilings, install mahogany paneling and doors, remodel toilet rooms, install new lighting fixtures, and new floor covering, costing \$3,500. Contractor: Clifford Lindquist

Application No.	Date Approved	Applicant	Scope/Cost/Builder
302539	July 19, 1964	UA Local 38	Remodel façade, build new offices, remodel auditorium, and build new stairs, costing \$150,000. Architect: Richard C. Marshall; Contractor: unknown
303145	August 5, 1964	UA Local 38	Remove portion of building front, cut in floor, remove some interior partitions, new plumbing fixtures and wiring, costing \$2,275. Architect: Richard C. Marshall; Contractor: unknown
Illegible	September 24, 1964	UA Local 38	Install automatic fire sprinklers, costing \$3,800. Contractor: Calif. Auto Sprinkler Co.
358229	June 24, 1968	UA Local 38	Remodel conference room with finished wood walls and ceiling, and new wiring and fixtures. Relocate air conditioning unit. Replace kitchen unit, costing \$15,000. Architect: Richard C. Marshall; Contractor: Clifford Lindquist
Illegible	September 23, 1970	UA Local 38	New partitions, doors, painting, HVAC, electrical, and plumbing on first-floor level, costing \$20,000. Contractor: Frank S. Anderson
420093	April 12, 1973	UA Local 38	Install fire-resistant partition wall, costing \$750. Contractor: Mattock Construction Co.
429630	December 19, 1973	UA Local 38	Alterations to private parking lot, including fencing, auto gates, electrical, painting, etc., costing \$7,000. Contractor: Frank S. Anderson
467855	January 6, 1977	UA Local 38	Interior demolition, new interior partitions, dropped ceilings, new flooring, HVAC, plumbing, electrical, and doors and windows, costing \$325,000. Architect: Richard C. Marshall. Contractor: California Community Contractors
7906567	August 9, 1979	UA Local 38	New kitchen finishes and equipment, costing \$50,000. Contractor: Mayta & Jensen
09510794	July 13, 1995	UA Local 38	Re-roof building, costing \$90,714. Contractor: Lawson Roofing Co.
Illegible	Jun 4, 1999	UA Local 38	Build trash enclosure, costing \$12,553. Contractor: Roberts & Son Builders, Inc.
09914588	July 17, 1999	UA Local 38	Enlarge trash enclosure from 40" to 48" from existing structure, costing \$1. Contractor: Roberts & Son Builders, Inc.

### E. Lesser Bros. Building, 1629-45 Market Street

As mentioned above, 1621 and 1629-45 Market Street were originally part of the same lot (Lot 32), which in 1901 belonged to the Hobart Estate Company. In 1922, the Hobart Estate Company sold the property to a group of real estate speculators, who subdivided the 207' 3½"-by-180' parcel into two lots, including Lot 32, which measures 140'3½" by 180', and Lot 32A, which measures 67' by 180'. After 1906, both properties were leased to Dolan Wrecking & Construction, which built several temporary stores facing Market Street. On November 21, 1923, the Hobart Estate Company sold Lot 32 to Mr. E. and Mrs. Violet Tropp.<sup>54</sup> On December 3, 1923, the Tropps sold it to Mr. F. J. O'Malley.<sup>55</sup> Less than a month later, O'Malley sold it back to the Tropps, on January 14, 1924.<sup>56</sup> On April 15, 1924, the Tropps sold Lot 32 to John E. Hooper.<sup>57</sup> A year and a half later, on July 1, 1925, Hooper sold the property to James Sherin, and on January 6, 1926, Sherin sold Lot 32 to the Lesser Realty Investment Company.<sup>58</sup> Lesser Realty Investment Company belonged to the brothers Samuel and Moses Lesser, owners of a chain of meat markets in San Francisco, Oakland, and Berkeley. Samuel and Moses were the sons of Daniel and Bertha Lesser, Jewish immigrants from Poland and Hungary, respectively. In addition to running their small chain of four markets, including the Washington and Lincoln Markets in San Francisco, the Washington Market in Oakland, and the Lincoln Market in Berkeley, the Lesser brothers ran an eponymous real estate investment company called Lesser Brothers Realty Investment.

### Design and Construction of 1629-45 Market Street: 1925–1926

Samuel and Moses Lesser began planning the construction of a commercial building on Lot 32 even before they gained title to it in January 1926. In the summer of 1925, they hired the San Francisco architectural firm of (Samuel Lightner) Hyman & (Abraham) Appleton to design a one-story, concrete store building costing \$15,000. By October 1925, Hyman & Appleton had opened the construction to bidding, hiring the construction firm of Barrett & Hilp.<sup>59</sup> The building was constructed over the course of the winter of 1925–26 and completed in early 1926. When completed, the one-story "taxpayer block" consisted of 11 individual stores, including 10 of equal size (each pair sharing one recessed entry vestibule), including 1629, 1631, 1633, 1633½, 1635, 1637, 1639, 1641, 1641½, and 1643 Market Street; and a smaller storefront tacked onto the southwest end at 1645 Market Street. Each store was finished in very simple, utilitarian materials inside, with a mezzanine extending across the back of the building. Each store had access to a loft on the mezzanine and a storeroom at the back under the mezzanine. Each store also had access to a large parking lot behind the building.

The Lesser Brothers did not open a meat market in their new building, suggesting that it was purely a speculative venture. As mentioned previously, the building appears to be what is known as a "taxpayer block," a term that refers to a simple, one-story, commercial building constructed on a lot whose value is relatively low but increasing, with the builder intending to replace it with a larger building when economics allowed it. In the meantime, the smaller building would provide a steady stream of rents to pay the taxes and other carrying costs. Taxpayer blocks were built throughout the United States, typically

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<sup>54</sup> San Francisco Office of the Assessor-Recorder, Sales Ledger and Deed Records for 1629-45 Market Street.

<sup>55</sup> Ibid.

<sup>56</sup> Ibid.

<sup>57</sup> Ibid.

<sup>58</sup> Ibid.

<sup>59</sup> "Banks, Stores, and Offices," *Building and Engineering News*.

along sections of streetcar and automobile corridors outside the downtown, where intensive commercial development had not yet reached.

### **Tenants of 1629-45 Market Street: 1926–1953**

Some early tenants of the Lesser Bros. Building are known. During the late 1920s and early 1930s, a store selling water heaters occupied 1629 Market Street. 1631 Market Street was for many years a coffee shop, called the U and I Café, which occupied the space from ca. 1933 to 1955. 1633 Market Street was rented to the Maytag Shop, a dealer of Maytag and other washing machines, from the late 1920s until the late 1940s. 1635 Market Street was rented to the Moose Barber Shop from 1926 until the late 1940s. 1637 Market, which was later combined with 1635, served as the showroom of Kapoc Airflex Mattress Co. – a business related to McRoskey Airflex Mattresses at 1687 Market Street. Later, McRoskey itself used the store to sell its own name-brand mattresses. McRoskey remained at this location until World War II, when it consolidated its showroom at its nearby factory at 1687 Market Street. After that, 1635 and 1637 Market were merged and converted into a restaurant called the Green Jade Café (1946), and later a bar called the 57 Club (1949). 1639 Market Street was occupied by Peerless Plumbing Supply Company from 1927 until 1930, after which it became home to Sprinkler Fitters & Apprentices Local No. 483. The only known occupant of 1641 was Dermitzakis Leather Co., which moved into the space in the early 1940s and remained there until the early 1980s. At a fairly early date, 1643 and 1645 Market Street were merged into one storefront, which it remains to this day. No pre-World War II tenants are known. By 1950, United Sewing Machine Stores operated a retail shop in the combined space.<sup>60</sup>

### **Owners of 1629-45 Market Street: 1926–1959**

On January 16, 1931, five years after they built it, the Lesser Brothers sold a 50 percent interest in the property to the Morris Stulsaft Investment Company, and on February 7, 1938, Lesser Realty Investment Company and the Morris Stulsaft Investment Company appear to have defaulted, resulting in the property being acquired by the Hibernia Savings and Loan Society.<sup>61</sup> Hibernia owned the building for seven years, selling it to the California Contract Company on November 5, 1945. The California Contract Co. appears to have been an agent of the Loyal Order of the Moose, which already owned the property next-door at 1621 Market Street.<sup>62</sup> The LOM owned the property for about five years, selling it to the San Francisco Building and Construction Trades Council's Temple Association. It is possible that the Council bought the property as a potential site for a union hall, but it did not pursue it, selling it to UA Local 38 on January 7, 1959.<sup>63</sup> As mentioned previously, UA Local 38 had purchased 1621 Market Street from LOM Lodge 26 the same year. UA Local 38's Pension Trust Fund continues to own 1629-45 Market Street.

The Lesser Bros. Building initially appears on the 1950 Sanborn maps (see Figure 67). The maps indicate that the stores in the building had been reduced from 11 to nine, including 1629, 1631, 1633, 1635, 1637, 1639, 1641, 1641A, and 1645 Market Street. The maps indicate that 1629-45 Market Street occupied only a small portion of its lot, with a large surface parking lot occupying the rest of the site. It appears that the tenants of the building had access to the lot, but it is possible that it was also operated as a commercial parking lot.

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<sup>60</sup> San Francisco City Directories: 1927-1953.

<sup>61</sup> San Francisco Office of the Assessor-Recorder, Sales Ledger and Deed Records for 1629-45 Market Street.

<sup>62</sup> Ibid.

<sup>63</sup> Ibid.

**Tenants of 1629-45 Market Street: 1953–1980**

Tracking tenants of 1629-45 Market Street becomes a bit easier between 1953 and 1980, the period in which city directories were reliably cross-referenced by street address. In 1953, 1629 Market was rented by Best Lock & Key Doctor, a locksmith, which remained there until at least 1980. 1631 Market was still home to the U & I Café, which remained there until 1955. In that year, Downtown Printers took over the space, remaining there until 1973. From 1974 until 1980, 1633 Market remained vacant. In 1953, 1633 Market Street was occupied by Auger Artificial Limb Co., which remained there until the late 1960s, when a pair of chiropractors named Harry E. Carlisle and Chester J. Kutz took over the space. By the mid-1970s, 1633 Market Street was vacant. In 1953, Carroll's Radio and T.V. occupied 1635 Market Street and the 57 Club occupied 1637 Market Street. By 1960, the combined stores at 1635 and 1637 Market housed the Sports Club Tavern, which remained there until the early 1970s, when it briefly became La Fonda Tavern. By the mid-1970s, it housed Antares Custom Jewelry, and by 1980 it was home to Derby & Davidson, Antique Furnishings. In 1953, Local 483 of the Sprinkler Fitters union was at 1639 Market. But, by the early 1960s, Hatzis Greek American Travel was there, remaining in the space until at least 1980. As mentioned previously, Dermitzakis Leather Co. occupied 1641 Market Street for many years, from the early 1940s until at least 1980. Sometime in the late 1950s, 1641½ was merged with 1641 Market. 1645 Market Street, which by this time also included the storefront at 1643 Market, housed a variety of businesses. In 1953 it housed Enterprise Wood Works. By the mid-1960s, it housed Plymouth Pictures, a photograph studio. In the early 1970s, it housed the Black Self-Help Moving and Storage Company, and after that, Wizards's Emerald City, art forms and artifacts.

**Zebra Murders and Black Self-Help Moving and Storage Company: 1973–1974**

Of all the dozens of tenants who occupied 1629-45 Market Street, the only one to gain any particular attention was the Black Self-Help Moving and Storage Company, a business venture of the Nation of Islam (NOI) Mosque No. 26 and a local African American businessman named Tom Manney. Established in 1973, the Black Self-Help Moving Company employed the core group of the infamous Zebra Killers, who terrorized San Francisco from October 1973 through the spring of 1974.<sup>64</sup> These men, Larry Green, J. C. Simon, Jesse Lee Cooks, Manuel Moore, and Anthony Harris, were members of the NOI who had been indoctrinated with hatred of the “white devil” at meetings held on the mezzanine of 1645 Market Street in the summer of 1973. In October 1973, the self-described “Death Angels” launched their reign of terror from the space, which served as their headquarters. By April 1974, when the case was finally broken, 15 San Franciscans had been brutally murdered. One of their victims, an unidentified homeless man, was tortured and murdered on the mezzanine level at 1645 Market Street.<sup>65</sup>

**Later History of 1629-45 Market Street: 1980–2015**

Tracing the history of the Lesser Bros. Building after 1980 is a much more difficult proposition given that city directories ceased publication a year later. However, within the last 35 years, the building has continued to serve its original purpose as a general-purpose commercial block. Over time, several more of the smaller stores have been combined with adjoining spaces so that there are now only five. During the 1980s and 1990s, the section of Market Street between Van Ness Avenue and Octavia Street became home to many antiques and used furniture stores, including several specializing in the sale of mid-century furnishings from the 1930s to the 1960s. One of the first antique stores specializing in 1930s and 1940s antiques was the Beaver Brothers store at 1637 Market Street. The prominence of these stores gave the

<sup>64</sup> The term “zebra” comes from police code signifying a radio channel, but the term quickly came to represent black-on-white crime.

<sup>65</sup> David Talbot, *Season of the Witch* (New York: Free Press, 2012).

area its one-time nickname of the “Deco Ghetto.” As these stores have begun to close, one-by-one, the Deco Ghetto moniker is losing currency, especially as “The Hub” nickname reasserts itself.

#### Alterations to 1629-45 Market Street: 1927–2015

Though there are several dozen alteration permits on file for 1629-45 Market Street, the vast majority are for minor projects such as storefront remodels, interior partition changes, repairs, reroofing, and new signage. Neither the walls nor the parapet appear to have been changed at all. In contrast, the storefronts, though old, appear to retain very little original fabric from 1926, and only one of the original recessed vestibule entrances survive between 1639 and 1641 Market Street. The interior of the building, which was always utilitarian, appears to retain its original configuration as a double-height store at the front and a mezzanine office and loading/storage area at the back. **Table 3** summarizes the work completed between 1926 and the present. Copies of the approved building permits are attached in **Appendix B** of this HRE.

**Table 3: Building Permit Applications on File for 1629-45 Market Street**

Application No.	Date Approved	Applicant	Scope/Cost/Builder
160009	April 11, 1927	John Burr	Repair storefront at 1631 Market Street, costing \$70. Day work
160849	May 5, 1927	Illegible	Remove partition between 1637 and 1637A Market Street and change storefront, costing \$560. Contractor: J. F. Motta
10066	January 18, 1935	S. S. Rausch	Erect 4'-x-8' sign reading: “Coca Cola” at 1631 Market, costing \$25. Contractor: State Mfg. Co.
13470	August 8, 1935	Maytag Sales and Service	3'-x-24' sign to be installed on face of building at 1633 Market, costing \$25. Contractor: Peninsula Studio of SF
27097	May 5, 1937	P. Delaforte	Install double-face neon sign at 1637 Market, costing \$200. Contractor: Wonderlite Neon Products, Co.
34394	April 20, 1938	U & I Sandwich Shop	Install double-face neon sign at 1631 Market, costing \$175. Contractor: Pacific Neon Mfg. Co.
88843	May 16, 1946	Green Jade Café	Install double-face neon sign at 1637 Market, costing \$250. Contractor: Apex Electrical Co.
98405	July 2, 1947	John Galdik	Install double-face neon sign at 1633 Market, costing \$300. Contractor: QRS Neon Co.
96307	June 26, 1947	John Galdik	Cover walls with plywood at 1633 Market, costing \$500. Day work
115113	March 7, 1949	57 Club	Reinstall neon sign at 1637 Market, costing \$30. Contractor: Electrical Products Corp.

Application No.	Date Approved	Applicant	Scope/Cost/Builder
115114	March 7, 1949	57 Club	Lettering on existing sign changed from "Green Jade" to "57 Club" at 1637 Market, costing \$25. Contractor: Electrical Products Corp.
115115	March 7, 1949	57 Club	Reinstall existing sign at 1637 Market, costing \$40. Contractor: Electrical Products Corp.
208149	April 29, 1958	Meehan & Minetti	Cover front of building at 1637 Market with (illegible) and red brick and new brick, costing \$420. Contractor: Pappas Construction
24522	October 1, 1958	Meehan & Minetti	Install double-face neon sign at 1637 Market, costing \$450. Contractor: Brumfield Electric Sign Co.
225929	July 29, 1959	Western Title Ins. Co.	Repair fire damage to restaurant at 1631 Market, including replacing front door and lock, stairs to mezzanine, joists and flooring, and toilet room door, costing \$350. Contractor: Leonard Salomon
39799	February 29, 1960	James B. Newsom	Repair front of building and install new toilet room at 1637 Market, costing \$3,500. Contractor: L. Sullivan
Illegible	March 24, 1960	Sport Club	Install double-face neon sign reading "Sport Club" at 1637 Market, costing \$150. Contractor: Brumfield Electric Sign Co.
08300623	March 3, 1983	Susan Moffat	Install window sign at 1631 Market, costing \$372.75. Contractor: Quality Sign
09111257	July 19, 1991	McMorgan & Co.	Reroof building and install structural ties on parapet at 1629-45 Market, costing \$80,000. Contractor: TBA
09119532	November 7, 1991	McMorgan & Co.	Repair roof and parapet, including new roof tiles at 1629-45 Market, costing \$25,985. Contractor: Fred W. Schell, Inc.
09710357	June 6, 1997	UA Local 38 Pension Trust Fund	Tear off existing built-up roofing and install new built-up roofing at 1629-45 Market, costing \$28,877. Contractor: Enterprise Roofing Services
2003092415612	November 14, 2003	Wyatt Landesmann	Remodel existing retail space at 1637 Market, including building two new partitions on first floor, remove damaged lath-and-plaster and replace with sheetrock, and install new lighting, costing \$5,000. Contractor: Lessee
200883197468	April 17, 2008	Wyatt Landesmann	Replace 20" knee wall on façade at 1637 Market with new stucco knee wall, costing \$2,000. Contractor: Lessee

Application No.	Date Approved	Applicant	Scope/Cost/Builder
200810295447	October 29, 2008	Wyatt Landesmann	Replace cracked and graffiti-etched glass on front of building at 1637 Market (four panes) with new glass, costing \$2,000. Contractor: Lessee
200901210587	January 22, 2009	Wyatt Landesmann	Replace cracked and graffiti-etched glass on front of building at 1637 Market (four panes) with new glass, costing \$2,000. Contractor: Lessee
200902262894	February 26, 2009	Wyatt Landesmann	Replace cracked and graffiti-etched glass on front of building at 1637 Market (four panes) with new glass, costing \$2,000. Contractor: Lessee
201503060164	March 11, 2015	Wyatt Landesmann	Legalize partitions and electrical work completed at 1637 Market without permits, costing \$4,500. Contractor: Metropolitan Engineering

#### F. Other Properties on the Project Site

The Project Site consists of 11 other lots in addition to the three containing the buildings described above. Lots 33 and 33A comprise a large L-shaped parking lot between the Civic Center Hotel and the UA Local 38 union hall. Though long-earmarked for development, this property at 1617 Market Street has always been used as a parking lot, used-car lot, or for other vehicle storage purposes. Between 1923, when the Crocker family sold the lot to a development company called Hillard Apartments, and 1950, when the property was purchased by Albert Shell and William Berman, the properties changed hands almost 20 times – mostly among apartment building and hotel developers. In 1925, the property was subdivided into two lots, including Lot 33, which measured 75' by 165', and Lot 33A, which measured 50' by 90'. After this time the two lots were always sold as a pair. Sometime after 1950, Albert Shell opened a truck and trailer rental business on the property. It was converted into a general-purpose parking lot in the 1990s.

Most of the other properties that are part of the Project Site once had buildings on them, including Lot 35 (31-37 Brady Street), Lot 31A (41-51 Brady Street), Lot 31 (76-86 Colton Street), Lot 34 (58-68 Colton Street), Lot 29 (1141-45 Stevenson Street), Lot 8 (1139 Stevenson Street/40 Colton Street), Lot 7 (1103-07 Stevenson Street), Lot 27 (67-71 Colton Street), and Lot 28 (53 Colton Street). These buildings were all in place as early as 1938, when they appeared on an aerial photograph taken by Harrison Ryker (**Figure 69**). The 1938 aerial shows all three existing buildings: 1601-05, 1621, and 1929-45 Market Street, as well as nine other buildings on the Project Site. All of these properties were acquired by UA Local 38 between 1959 and the mid-1970s, except for Lot 34 which was purchased by the Bay Area Rapid Transit District in 1967 to build a ventilation shaft for its underground subway line.<sup>66</sup> All of these buildings were demolished between 1950 and 1968, as indicated on an updated Sanborn map published ca. 1990 (**Figure 70**).

<sup>66</sup> San Francisco Office of the Assessor-Recorder, Sales Ledger and Deed Records for the Project Site.

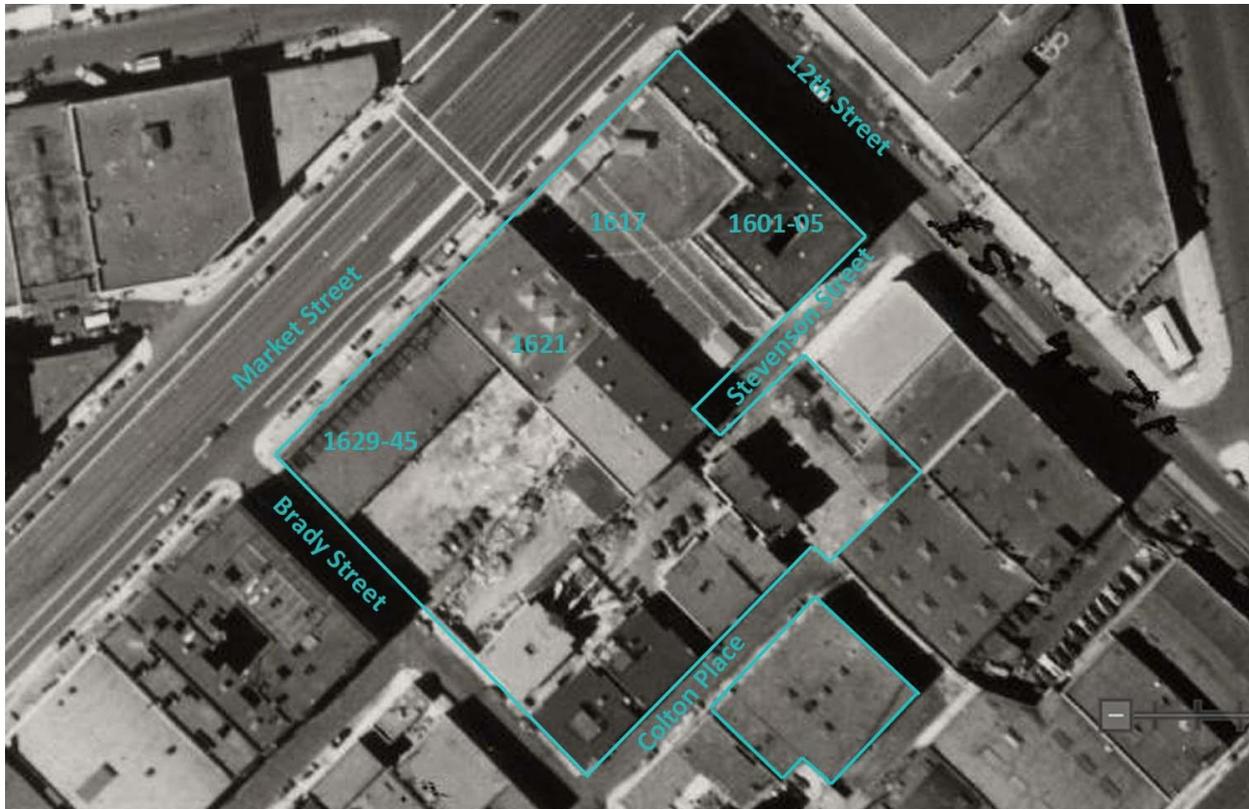


Figure 69. 1938 Aerial photograph showing the Project Site outlined in blue.

Source: David Rumsey; annotated by Christopher VerPlanck

#### G. William H. Crim

William H. Crim Jr., the architect of the Civic Center Hotel, was a native San Franciscan, born May 20, 1879. After attending the California School of the Mechanical Arts, he worked as a draftsman for several local architecture firms, including Percy & Hamilton, Henry H. Meyers and Willis Polk. He married Juanita Castillar in 1902, and the couple had a son, William Castillar Crim. In 1905 or 1906, William H. Crim took an extended trip to Europe, a decisive event that transformed the draftsman into an architect.<sup>67</sup> Upon his return home, he formed a partnership with Earl B. Scott. Thriving with dozens of commissions after the 1906 Earthquake and Fire, Crim & Scott designed many fine buildings for prominent clients, including the four-story Grant Building at 663-71 Mission Street (1909), the Roman temple-like Mission Savings Bank at 3068 16<sup>th</sup> Street (1907), and the Tadich Building at 240 California Street (1909). Crim & Scott were especially well known for their hotels and apartment buildings, including many in the Nob Hill, Tenderloin, and Market Street neighborhoods. While favoring the Classical Revival style, the firm was equally conversant in a variety of other historicist styles.<sup>68</sup>

In 1910, the partnership ended between William Crim and Earl Scott, and William Crim opened his own practice. Much of the work completed by Crim after 1910 resembled the work he had completed with Scott, suggesting that Crim had been the primary designer. As a single practitioner, William Crim designed

<sup>67</sup> Rockwell D. Hunt, *California and Californians* (Chicago: Lewis Publishing Company, 1932).

<sup>68</sup> "Some of the Work of Wm. H. Crim, Jr. and Earl B. Scott, Architects," *Architect and Engineer of California*, May 1910, 1.

many building types, including churches, movie theaters, banks, and commercial buildings. He also continued designing apartment buildings and residential hotels – a cornerstone of his practice. Some of Crim’s prominent solo works included the Wigwam Theater at 2555 Mission Street (1913), the El Capitan Theater at 2353 Mission Street, the clubhouse at the California & Hawaiian Sugar Refining Company in Crockett, Los Gatos City Hall, and the Civic Center Hotel at 1601-05 Market Street (1915). Crim also designed several churches for the Christian Scientist denomination in San Francisco, including the Second Church of Christ Scientist at 651 Dolores Street (1917) and the Sixth Church of Christ Scientist at Clay and Divisadero Streets (demolished). In addition to Crim’s many high-style works, he designed a number of warehouses and factories, including the Tobacco Co. of California warehouse at 1 South Park Avenue (1913), the Los Angeles Soap Co. warehouse at 599 2<sup>nd</sup> Street (1923), and the Pacific Coast Envelope Co. factory at 400 Second Street (1917).<sup>69</sup> These industrial buildings most clearly illustrate Crim’s strong sense of building form, his greatest strength as an architect. William H. Crim died in San Francisco on July 12, 1930 at the age of 51.<sup>70</sup>

#### H. O’Brien Brothers, Architects

O’Brien Brothers, Architects, the firm that designed 1621 Market Street, was founded by the brothers Albert L., Charles F., and Walter J. O’Brien. Active in San Francisco from 1908 until the mid-1930s, O’Brien Brothers specialized in straightforward industrial and commercial buildings designed in a variety of styles. The O’Brien Brothers designed buildings all over San Francisco, but they specialized in concrete construction, so the majority of their approximately 50 surviving works are in the South of Market Area, Tenderloin, Mid-Market, and Van Ness Corridor. In the South of Market Area, the O’Brien Brothers designed several concrete loft buildings, including: 948-52 Folsom Street (1922), 938 Howard Street (1922), 951 Howard Street (1922), 953-5 Folsom Street (1923), 960 Folsom Street (1926), 465 10<sup>th</sup> Street (1927), and 1275 Folsom Street (1936). In the Tenderloin, they designed several film storage and distribution buildings in the Art Deco style, including the Wally Heider Studios at 245-51 Hyde Street (1932) and the Bell Brothers Film Exchange at 255-59 Hyde Street. Albert O’Brien died in 1924, but Charles and Walter continued to collaborate until the mid-1930s, when the Depression appears to have put their firm out of business.

#### I. Hyman & Appleton

Hyman & Appleton designed the Lesser Bros. Building at 1629-45 Market Street. Founding partner Samuel Hyman was born September 15, 1885 to German-Jewish parents in the still-independent Kingdom of Hawaii. Hyman arrived in San Francisco in the early 1890s, along with his family. He studied at the Mark Hopkins Art Institute between 1902 and 1904. Afterward, he studied architecture at University of California, Berkeley, and then at the prestigious École des Beaux Arts in Paris. Abraham A. Appleton was born July 13, 1887 in San Francisco to Polish-Jewish parents. He studied at University of California, Berkeley from 1907 to 1908. Appleton worked as a draftsman for several prominent architects, including John Galen Howard and William C. Hays, before forming a partnership with Hyman ca. 1920. Hyman & Appleton specialized in buildings for San Francisco’s small but influential Jewish community. Their work ranged from smaller commissions, like the commercial block for the Lesser Brothers at 1629-45 Market Street (1926), to the San Francisco Jewish Community Center at 3200 California Street (1933); and the Streamline Moderne Crown-Zellerbach Building at 343 Sansome Street (remodel – ca. 1930). In 1945, Hyman and Abraham Appleton brought in Harold N. Wolfard as junior partner.<sup>71</sup>

<sup>69</sup> “Some of the Work of Wm. H. Crim, Jr. and Earl B. Scott, Architects,” *Architect and Engineer of California*, May 1910, 1.

<sup>70</sup> U.S. Find a Grave Index, 1600s–Current.

<sup>71</sup> California Death Index, 1940–1997.

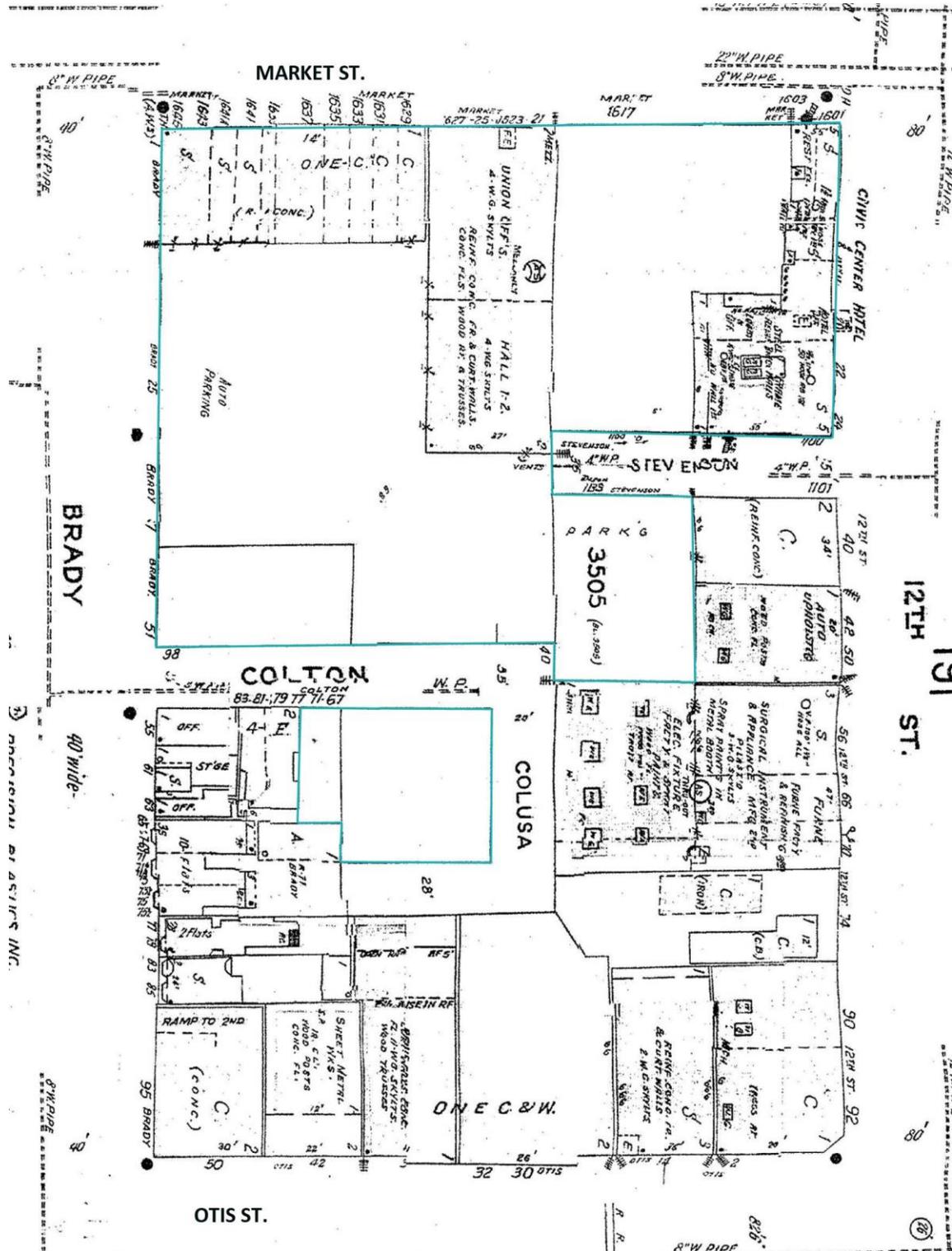


Figure 70. Ca. 1990 Sanborn Map; Project Site outlined in blue.  
Source: Sanborn Fire Insurance Company; annotated by Christopher VerPlanck

## VI. Determination of Eligibility

VerPlanck Historic Preservation Consulting evaluated the potential eligibility of all three remaining buildings on the Project Site for the California Register of Historical Resources (California Register). Two of the buildings, the Civic Center Hotel at 1601-05 Market Street and the Lesser Bros. Building at 1629-45 Market Street, have previously been determined eligible for listing in the California Register under Criterion 3 (Design/Construction) as part of the Market and Octavia Plan Area survey. The third, the UA Local 38 union hall at 1621 Market Street, was determined ineligible for listing in the California Register in the subsequent Market and Octavia Augmentation Survey. VerPlanck Historic Preservation Consulting concurs with the findings for all three properties, and this HRE upholds the two determinations of eligibility, as well as the finding that 1621 Market Street is not eligible for listing in the California Register. However, the research conducted as part of this HRE was more in-depth than the Market and Octavia Survey. The additional information has been used to determine whether any of the properties discussed within this HRE may be eligible under additional criteria.

### A. California Register of Historical Resources

The California Register is an authoritative guide to significant architectural, archaeological, and historical resources in the State of California. Resources can be listed in the California Register through a number of methods. State Historical Landmarks and National Register–eligible properties (both listed and formal determinations of eligibility) are automatically listed. The California Register also includes properties identified in historical resource surveys with Status Codes from 1 to 5 and resources designated as local landmarks in city or county ordinances. Properties can be nominated to the California Register by local governments, organizations, or private citizens. The eligibility criteria used by the California Register are closely based on those developed by the National Park Service for the National Register of Historic Places (National Register). In order to be eligible for listing in the California Register a property must be demonstrated to be significant under one or more of the following criteria:

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

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

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

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

In addition to meeting at least one of the criteria a property must retain historical integrity, meaning that it must look much the same as it did when it achieved significance, which in most cases is when it was originally built.

### *B. Civic Center Hotel, 1601-05 Market Street*

According to the Market and Octavia Survey, the Civic Center Hotel, at 1601-05 Market Street, appears eligible for the California Register under Criterion 3 (Design/Construction), at the local level of significance, with a period of significance of 1915. We agree that the building appears individually eligible for listing in the California Register under Criterion 3 as a good and well-preserved example of a masonry residential hotel designed by a well-known San Francisco architect in the Classical Revival style. We do not think that the building is individually eligible under Criterion 1 (Events) because it was constructed toward the end of the post-1906 Earthquake Reconstruction Era and because no known important events have occurred there. We do not think that it is individually eligible under Criterion 2 (Persons) because it has no known association with any persons who have made any important contributions to local, state, or national history. Evaluation of the building for eligibility under Criterion 4 (Information Potential) is beyond the scope of this report. In addition to appearing individually eligible for the California Register, we believe that 1601-05 Market Street is also eligible as a contributor to the locally listed Market Street Masonry Historic District.

#### **Integrity**

1601-05 Market Street retains a moderate-to-high degree of integrity. Of the seven aspects used by the California Register to assess integrity – location, design, setting, materials, workmanship, feeling, and association – the property retains the aspects of location, design, setting, materials workmanship, feeling, and association. The only significant visible changes to the exterior include the reconfiguration and replacement of the original main entrance to the Civic Center Hotel, as well as the two flanking storefronts and canopy, following a fire in 1963. The large neon blade sign facing Market Street was added around this time as well. However, the neon signage has likely gained significance in its own right. The only other notable alterations include the application of metal security bars over the remaining original storefronts on 12<sup>th</sup> Street and the conversion of one storefront on Stevenson Street into a loading dock. The interior of the hotel has undergone few changes since 1915.

### *C. UA Local 38 Union Hall, 1621 Market Street*

We concur with the Market and Octavia Plan Augmentation Survey that the UA Local 38 Union Hall at 1621 Market Street is ineligible for listing in the California Register under any criterion. Designed by the O'Brien Brothers and built in 1923 as Lodge No. 26 of the Loyal Order of the Moose, the building was extensively remodeled by UA Local 38 after the union purchased the property in 1959. The bulk of the exterior alterations occurred in 1964, when the original Classical Revival façade was replaced with the existing pre-cast concrete façade. Designed by the architect Richard C. Marshall, the existing façade is modest, functional, and of little interest aesthetically or architecturally. The building's interior has also been extensively remodeled several times, with most of the interior finishes dating to the 1960s and 1970s. We do not believe that the 1960s-era changes have gained significance in their own right, meaning that the property does not appear eligible for listing under California Register Criterion 3 (Design/Construction).<sup>72</sup> 1621 Market Street does not appear to be eligible under Criterion 2 (Persons). Though the building is closely associated with Joe Mazzola, UA Local 38's powerful business manager from 1952 until 1989, most of his groundbreaking achievements took place in the 1950s and early 1960s, before the building was extensively remodeled. 1621 Market Street does not appear eligible for listing under Criterion 1

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<sup>72</sup> 1621 Market Street is not mentioned in the Planning Department's *San Francisco Modern Architecture and Landscape Design Historic Context Statement: 1935–1970*.

(Events) because it is not associated with any important events (post-1964) that have made a lasting contribution to local, state, or national history. Evaluation of the building for eligibility under Criterion 4 (Information Potential) is beyond the scope of this report.

### **Integrity**

1621 Market Street retains a low degree of integrity. Of the seven aspects used by the California Register to assess integrity – location, design, setting, materials, workmanship, feeling, and association – the property retains the aspect of location. The building was extensively remodeled during the latter half of the 1960s and the 1970s, well after most of the most important contributions of Joe Mazzola and UA Local 38 took place.

#### *D. Lesser Brothers Building, 1629-45 Market Street*

According to the Market and Octavia Plan Survey, the Lesser Bros. Building at 1629-45 Market Street appears eligible for the California Register under Criterion 3 (Design/Construction), at the local level of significance, with a period of significance of 1926. We agree that the building appears individually eligible for listing in the California Register under Criterion 3 as a good and well-preserved example of a masonry commercial block designed by a moderately well known San Francisco architect in a functional style with Romanesque Revival detailing. The building is a rare, surviving example of a low-scale “taxpayer” block on Market Street, and, despite incremental changes to the storefronts, it otherwise retains a high degree of integrity. In addition to Criterion 3, we believe the building may also be eligible under Criterion 1 (Events) for its association with the Black Self-Help Moving and Storage Company and the Zebra Murders of 1973–74. A gruesome chapter in San Francisco’s history, the Zebra Killers put the city on edge for the better part of a year, contributing to a climate of racial tension from which it has never quite recovered. We do not believe that the building is eligible under Criterion 2 (Persons) or Criterion 4 (Information Potential).

### **Integrity**

1629-45 Market Street retains a moderate-to-high degree of integrity. Of the seven aspects used by the California Register to assess integrity – location, design, setting, materials, workmanship, feeling, and association – the property retains the aspects of location, design, setting, materials, workmanship, feeling, and association. Though the storefronts have been incrementally remodeled over time, they retain their original proportions of glass-to-bulkhead. Most of the materials in the existing storefronts probably date to the 1940s and 1950s. The biggest change is the removal of all but one of the recessed entrance vestibules. The interior of the building has undergone incremental changes, including the removal of some interior partitions and the addition of others, but the overall organization of the stores as a main retail space with a partial mezzanine and storage area at the rear has not changed.

## VII. Analysis of Project-specific Impacts

### A. Project Description

As mentioned previously, the Project Site is approximately 100,000 square feet and enclosed within an irregular rectangle defined by Market Street to the northwest, 12<sup>th</sup> Street to the northeast, Colton Street and Chase Court to the southeast, and Brady Street to the southwest. Strada Investment Group is the project sponsor. The proposed project calls for the demolition of the UA Local 38 Union Hall at 1621 Market Street, and the partial demolition of the Lesser Bros. Building at 1629-45 Market Street. The Civic Center Hotel at 1601-05 Market will be retained and preserved in its entirety. The majority of the street-facing façades of the Lesser Bros. Building will also be retained, preserved, and incorporated into one of the proposed project's six new buildings. The proposed project will result in the construction of six new buildings, including a new union hall for Local 38, and 477 market-rate and 107 affordable/supportive housing units spread across five new residential buildings. The project will also provide 13,000 square feet of ground-floor commercial uses, 364 below-grade parking spaces, and 24,378 square feet of publicly accessible open space, including a large plaza at Brady and Colton streets. Public walkways, or "mews," will be located between Buildings "A" and "B", as well as along Colton and Stevenson streets. Brady Street and 12<sup>th</sup> Street will be repaved using specialty pavers and landscaped with street trees and bulb-outs to encourage pedestrian activity and slow vehicular traffic. The project will be constructed in two phases, prioritizing the construction of the affordable housing units on the parcel bounded by Colton Street, Colusa Place, and Chase Court; and the construction of a new union hall for Local 38 on Market Street, next to the rehabilitated Civic Center Hotel.

### Civic Center Hotel

The proposed project calls for the retention and rehabilitation of the Civic Center Hotel in its entirety. The building's heavily altered storefronts will be replaced with new storefronts and transom windows that are compatible with the original as shown in historic renderings and photographs, but they will not necessarily match the originals in terms of materials or design. The primary entrance and the adjoining bays, which were reconfigured and re-clad in porcelain-coated metal panels in 1964, will be rehabilitated with new storefronts matching those used elsewhere on the building. A new canopy will replace the existing ca. 1964 canopy above the main entrance. The upper four residential floors on all three street façades will be cleaned and restored to their original historic appearance, including the pressed brick cladding on Market and 12<sup>th</sup> Streets, the plain red-brick cladding on Stevenson Street, the sheet-metal belt course between the first and second floors, the cast stone intermediate cornice between the fourth and fifth floors, and the sheet-metal cornice near the top of the building. Many of the original double-hung wood windows on the upper floors survive, though most have not been adequately maintained and have therefore deteriorated. The project sponsor will replace the windows in compliance with the Secretary of the Interior's Standards. The new windows will be double-hung and will retain the one-over-one sash lite pattern, rail and stile profile, and the "ogee lug" detail at the bottom of the upper sash. They will be made of wood, wood-clad, or some other material that matches wood in regard to texture and appearance. The neon blade sign mounted on the northeast corner of the building will most likely be retained, repaired, and reused, although it may be relocated on the Market Street façade. The non-character-defining west property line façade will undergo few changes either, though a new stair and elevator shaft, as well as new openings to access them, will be added.

### Lesser Bros. Building

The proposed project calls for the retention of the entire 140'-long primary façade of the Lesser Bros. Building. In addition, a 48' section of the 60'-long west (Brady Street) façade will be retained, as well as a 25' section of the 60'-long east façade. The entire 140'-long south (rear) façade will be demolished, as well as the building's internal timber frame, mezzanine level, and roof structure. On the primary façade, the stucco-finished wall surfaces, including the pilasters separating the storefronts, the frieze, and the cornice/pent roof will be retained and preserved. The existing wood-frame transom band above the storefronts will also be retained and preserved. The existing storefronts, which aside from one, have all been replaced over time, will be replaced with new compatible storefronts. Though the original storefront design will be referenced, the new storefronts will not necessarily match the originals in terms of materials or design. The remaining portion of the Lesser Bros. Building will be integrated into Building "A," one of the six new buildings that will be constructed on the site. The existing building is 23' high and Building A will rise 84' 7" above the sidewalk. The north façade of Building A will be set back 10' from the primary façade of the existing building at floors 3–5, with setbacks of 8' 1" on the east side of the property and 2' 7" on the west side. The primary (northwest) façade of Building A will have rectangular oriel elements that will project approximately 8' toward the front property line. The addition will be clad in aluminum-frame windows and GFRC panels, and the "oriel" will be clad in glass with aluminum fins. The oriel will align with the storefronts below, creating a geometric relationship between the old and new construction.

### *B. Status of Existing Property as a Historical Resource*

According to Section 15064.5 (a) of the California Environmental Quality Act (CEQA), a "historical resource" is defined as property or object belonging to at least one of the following three categories:

- A resource listed in, or determined to be eligible by the State Historical Resources Commission, for listing in the California Register of Historical Resources (Pub. Res. Code SS5024.1, Title 14 CCR, Section 4850 et seq.);
- A resource included in a local register of historical resources, as defined in Section 5020.1(k) of the Public Resources Code or identified as significant in an historical resource survey meeting the requirements of section 5024.1(g) of the Public Resources Code, shall be presumed to be historically or culturally significant. Public agencies must treat any such resource as significant unless the preponderance of evidence demonstrates that it is not historically or culturally significant;
- Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California may be considered to be an historical resource, provided the lead agency's determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing on the California Register of Historical Resources (Pub. Res. Code SS5024.1, Title 14 CCR, Section 4852).

According to the Planning Department, the Civic Center Hotel is a potential historic resource based on its age alone. Previous evaluations, including the Market and Octavia Survey, evaluated it as being individually eligible for listing in the California Register under Criterion 3 (Design/Construction). The evaluation in this HRE concurs with this finding, concluding that the building has a period of significance of 1915, its date of construction. Similarly, the Planning Department considers the Lesser Bros. Building to be a potential historic resource based on its age alone. Like the Civic Center Hotel, the Market and Octavia Survey concluded that the building is individually eligible for listing in the California Register under Criterion 3 (Design/Construction). This HRE concurs with this finding, in addition finding the property also eligible under Criterion 1 (Events), with a bifurcated period of significance of 1926 and 1973–74. The UA Local 38 Union Hall at 1621 Market Street is not a historical resource per the Planning Department or any other recent cultural resource survey. In conclusion, the preponderance of evidence, including prior analyses and the conclusions of this HRE, support the conclusion that both the Civic Center Hotel and the Lesser Bros. Building are historic resources under Section 15064.5(a) of CEQA.

### C. Analysis for Compliance with the Secretary of the Interior's Standards

The *Secretary of the Interior's Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings* (the Rehabilitation Standards and the Guidelines, respectively) provide guidance for reviewing work to historic properties.<sup>73</sup> Developed by the National Park Service for reviewing certified rehabilitation tax credit projects, the Standards have been adopted by local government bodies across the country for reviewing proposed work to historic properties under local preservation ordinances. The Rehabilitation Standards are a useful analytic tool for understanding and describing the potential impacts of changes to historical resources, including new construction inside or adjoining historic districts.

Conformance with the Rehabilitation Standards does not determine whether a project would cause a substantial adverse change in the significance of a historical resource under CEQA. Rather, projects that comply with the Standards benefit from a regulatory presumption that they would have a less-than-significant adverse impact on a historical resource.<sup>74</sup> Projects that do not comply with the Rehabilitation Standards may or may not cause a substantial adverse change in the significance of an historical resource and would require further analysis by the Planning Department to determine whether the historical resource would be “materially impaired” by the project under *CEQA Guidelines* 15064.5(b).

Rehabilitation is the *only* one of the four treatments in the Standards (the others are Preservation, Restoration, and Reconstruction) that allows for the construction of an addition or other alteration to accommodate a change in use or program.<sup>75</sup> The first step in analyzing a project's compliance with the Rehabilitation Standards is to identify the resource's character-defining features, including characteristics such as design, materials, detailing, and spatial relationships. Once the property's character-defining features have been identified, it is essential to devise a project approach that protects and maintains these important materials and features – meaning that the work involves the “least degree of intervention” and

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<sup>73</sup> U.S. Department of Interior National Park Service Cultural Resources, Preservation Assistance Division, *Secretary of the Interior's Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings*, 1992. The Standards, revised in 1992, were codified as 36 CFR Part 68.3 in the July 12, 1995 Federal Register (Vol. 60, No. 133). The revision replaces the 1978 and 1983 versions of 36 CFR 68, entitled *The Secretary of the Interior's Standards for Historic Preservation Projects*. The 36 CFR 68.3 Standards are applied to all grant-in-aid development projects assisted through the National Historic Preservation Fund. Another set of Standards, 36 CFR 67.7, focuses on “certified historic structures” as defined by the IRS Code of 1986. The Standards in 36 CFR 67.7 are used primarily when property owners are seeking certification for federal tax benefits. The two sets of Standards vary slightly, but the differences are primarily technical and non-substantive in nature. The Guidelines, however, are *not* codified in the Federal Register.

<sup>74</sup> CEQA Guidelines subsection 15064.5(b) (3).

<sup>75</sup> *Ibid.*, 63.

that important features and materials are safeguarded throughout the duration of construction.<sup>76</sup> It is critical to ensure that the new work does not result in the permanent removal, destruction, or radical alteration of any significant character-defining feature.

In the case of the Civic Center Hotel, its primary character-defining features include: its five-story height and massing and its three street elevations; its pressed brick (Market and 12<sup>th</sup> Streets) and common brick (Stevenson Street) cladding; its cast-stone and sheet-metal ornament on the Market and 12<sup>th</sup> Street façades; its street-level storefronts (though not the storefront materials themselves); its fenestration pattern of regularly punched, double-hung wood windows with brick lug sills and cast stone lintels; and the neon sign on Market Street. The character-defining features of the Lesser Bros. Building include: its one-story height and massing; its regular pattern of storefront openings (though not the storefront materials themselves) divided by piers and capped by wood-frame transoms; its stucco exterior cladding with simple cast-cement ornament, including the Romanesque arcuated motif frieze, molded cornice, and tile-clad pent roof.

The following sections evaluate the proposed project for compliance with each of the ten Rehabilitation Standards. Wherever appropriate, the Civic Center Hotel and the Lesser Bros. Building are discussed separately.

**Rehabilitation Standard 1:** *A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces and spatial relationships.*

#### ***Civic Center Hotel***

The proposed project complies with Rehabilitation Standard 1 for the reason that the Civic Center Hotel will remain in use as a residential building, with ground-floor commercial, upon completion of the project.

#### ***Lesser Bros. Building***

The proposed project does not comply with Rehabilitation Standard 1 for the reason that the new, multi-family residential use proposed for the site requires the demolition of the interior of the Lesser Bros. Building.

In conclusion, the proposed project complies with Rehabilitation Standard 1 for the Civic Center Hotel but not the Lesser Bros. Building.

**Rehabilitation Standard 2:** *The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize the property will be avoided.*

#### ***Civic Center Hotel***

The proposed project complies with Rehabilitation Standard 2 because it will retain the entire exterior of the Civic Center Hotel, including all four façades, ornament, fenestration pattern, and most likely its 1960s-era neon sign. Small portions of the property line wall and the interior will be removed in order to link it to the adjoining new building and to build a new elevator/stair shaft. In addition, the heavily altered storefronts will be replaced using new storefronts that recall the original design intent but that will not necessarily match the originals, which is not a requirement of the Standards.

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<sup>76</sup> CEQA Guidelines subsection 15064.5(b) (3).

**Lesser Bros. Building**

The proposed project does not comply with Rehabilitation Standard 2 in regard to the Lesser Bros. Building because it would remove a substantial portion of the building's exterior walls (more than 25 percent) and all of its internal structural framework, such that it ceases to be a freestanding building. The proposed new building that the Lesser Bros. Building will become part of is much larger than the one-story commercial block, substantially changing its existing spatial relationships, which is discussed in more depth under Rehabilitation Standard 9.

In conclusion, the proposed project complies with Rehabilitation Standard 2 in regard to the Civic Center Hotel but not the Lesser Bros. Building.

**Rehabilitation Standard 3:** *Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.*

The proposed project complies with Rehabilitation Standard 3 because no conjectural features that create a false sense of historical development will be added to either the Civic Center Hotel or the retained portion of the Lesser Bros. Building. The missing/altered storefronts will be replaced using contemporary storefronts that will be compatible with the original design intent but they will not necessarily match the originals in regard to materials or design in every regard.

In conclusion, the proposed project complies with Rehabilitation Standard 3 in regard to both the Civic Center Hotel and the Lesser Bros. Building.

**Rehabilitation Standard 4:** *Changes to a property that have acquired historic significance in their own right will be retained and preserved.*

**Civic Center Hotel**

The proposed project complies with Rehabilitation Standard 4 in regard to the Civic Center Hotel. The only post-1915 change to the Civic Center Hotel that has gained some significance in its own right is the neon blade sign mounted on the northeast corner of the building. This feature will likely be retained and preserved as part of the project though it may be relocated to another part of the Market Street façade.

**Lesser Bros. Building**

The proposed project complies with Rehabilitation Standard 4 in regard to the Lesser Bros. Building. There are no post-1925 changes to the building that have gained significance in their own right, including the mid-century storefronts, which are about the only exterior features of the building that have been altered.

In conclusion, the project complies with Rehabilitation Standard 4 for both the Civic Center Hotel and the Lesser Bros. Building.

**Rehabilitation Standard 5:** *Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize a property will be preserved.*

***Civic Center Hotel***

The proposed project complies with Rehabilitation Standard 5 in regard to the Civic Center Hotel. The proposed project will retain all of the building's exterior character-defining features, finishes, and materials, including its pressed brick wall cladding along the Market Street and 12<sup>th</sup> Street façades; the common brick cladding on the Stevenson Street and property line façades, the cast stone and sheet metal ornament (cornice, belt courses, etc.) on the three street façades; window trim; and, most likely, the neon metal blade sign at the corner of 12<sup>th</sup> and Market Streets.

***Lesser Bros. Building***

The proposed project complies with Rehabilitation Standard 5 in regard to the Lesser Bros. Building. The proposed project will retain all of the building's exterior character-defining features, finishes, and materials, including the stucco cladding and cast cement piers, arcuated motif frieze, molded cornice, and red clay tile-pent roof on the primary façade. None of the other three facades, which are simply painted board-formed concrete, display any distinctive materials, feature, finishes, or examples of craftsmanship.

In conclusion, the proposed project complies with Rehabilitation Standard 5 for both the Civic Center Hotel and the Lesser Bros. Building.

**Rehabilitation Standard 6:** *Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.*

***Civic Center Hotel***

The proposed project complies with Rehabilitation Standard 6 in regard to the Civic Center Hotel. In general, the exterior of the building is in good condition despite decades of neglect. The only likely original feature of the building that has deteriorated to the point that replacement is necessary is the fenestration. The windows, which include many older double-hung wood sashes, as well as some later aluminum replacements, have dry rot in many locations and some do not work. They also do not meet contemporary noise and energy requirements. The project sponsor plans to replace them with new, energy-efficient, dual-pane wood, wood-clad, or some acceptable substitute material, double-hung sashes. The replacements will match what exists today in regard to light pattern (one-over-one) and the profiles of the rails and stiles. The replacements will also have the standard "sash horn" or "ogee lug" detail at the meeting rail between the sashes.

***Lesser Bros. Building***

The proposed project complies with Rehabilitation Standard 6 in regard to the Lesser Bros. Building. In general, the exterior of the building is in good condition, requiring little work to the primary façade, where the vast majority of the building's character-defining features are concentrated. The other three façades contain several areas where corroded rebar has caused the concrete to spall. These areas will be treated to remove the source of the water, which is causing the rebar to corrode. The voids will be raked clean of any loose concrete and other debris and patched with concrete or other appropriate filler material.

In conclusion, the proposed project complies with Rehabilitation Standard 6 for both the Civic Center Hotel and the Lesser Bros. Building.

**Rehabilitation Standard 7:** *Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.*

The proposed project complies with Rehabilitation Standard 7 in regard to the Civic Center Hotel and the Lesser Bros. Building. As mentioned previously, the exteriors of both buildings are largely intact and in generally good condition. Nonetheless, some chemical and physical treatments may be required to remove paint, corrosion, and biological growth. The exterior of the buildings will also require cleaning, the decorative trim will require repainting, and the mortar of the Civic Center Hotel may require repointing. The project sponsor will not use any harmful methods, including sandblasting or high-pressure power washing, that could remove the outer layer of brick or concrete. Chemical strippers, if required, will be tested on inconspicuous areas to ensure that they do not damage the buildings' original exterior materials. Hand sanding and scraping, as well as low-pressure power washing, will be used to remove delaminated paint. Handwashing, using gentle cleansers such as trisodium phosphate (TSP) and low-pressure power washing, will be used to clean accumulated grime and biological growth. For this work the project sponsor will follow the guidelines in the National Park Service's *Preservation Brief 1: "The Cleaning and Waterproof Coating of Masonry Buildings."* <https://www.nps.gov/tps/how-to-preserve/briefs/1-cleaning-water-repellent.htm>

If repointing is needed on the exterior of the Civic Center Hotel, the project sponsor will consult the National Park Service's *Preservation Brief 2: "Repointing Mortar Joints in Historic Brick Buildings."* <https://www.nps.gov/tps/how-to-preserve/briefs/2-repoint-mortar-joints.htm>

In conclusion, the proposed project complies with Rehabilitation Standard 7 for both the Civic Center Hotel and the Lesser Bros. Building.

**Rehabilitation Standard 8:** *Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.*

Though an archaeological survey/evaluation is beyond the scope of this report, the proposed project will require subsurface soil excavation to construct the six new buildings on the site. If any prehistoric or historic-era archaeological resources are encountered during excavation, construction will be temporarily stopped until standard mitigation measures required by the San Francisco Planning Department can be put into place.

**Rehabilitation Standard 9:** *New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*

**Civic Center Hotel**

The proposed project complies with Rehabilitation Standard 9 in regard to the Civic Center Hotel. The Civic Center Hotel will be rehabilitated in its entirety for continued residential use. It will not have a vertical addition as prior iterations of the project had included. Instead, it will be linked to an adjoining new building which will be three feet higher than the Civic Center Hotel. The new construction will conceal the hotel's west, property line façade, which has always been exposed since the Civic Center Hotel was built over a century ago. However, the west façade was clearly designed to be concealed behind a building as high or higher than the Civic Center Hotel because this façade has no ornament and it is clad in common brick in place of the higher quality pressed brick used on the Market and 12<sup>th</sup> Street façades. The adjoining new building, which will house the Local 38 union hall, will be approximately the same height as the Civic Center Hotel. It will be designed in a contemporary style appropriate to its era of construction, which is compliant with the Secretary of the Interior's Standards.

**Lesser Bros. Building**

The proposed project does not comply with Rehabilitation Standard 9 in regard to the Lesser Bros. Building because it would in effect demolish it. Nonetheless, as a voluntary effort to preserve the existing street-level conditions, the project sponsor will retain the majority of the building's exterior, including all of its character-defining Market Street façade. The remaining portion of the site will then be incorporated into one of the six new buildings proposed for the site. Though the new building will be set back 10' from the primary façade of the Lesser Bros Building, it will rise to almost 85', which is substantially higher than the existing building. The Secretary of the Interior's Standards discourage vertical additions of this height, especially for one-story buildings.

In conclusion, the proposed project complies with Rehabilitation Standard 9 for the Civic Center Hotel but not the Lesser Bros. Building.

**Rehabilitation Standard 10:** *New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

**Civic Center Hotel**

The proposed project would comply with Rehabilitation Standard 10 in regard to the Civic Center Hotel because the adjoining new construction could be removed and the Civic Center Hotel would appear much as it does now and remain a freestanding building.

**Lesser Bros. Building**

The proposed project would not comply with Rehabilitation Standard 10 in regard to the Lesser Bros. Building because it would demolish the majority of the building, leaving only the primary façade and portions of the east and west façades. Even if the new building was demolished in the future, the Lesser Bros. Building would no longer be an independent freestanding building.

In conclusion, the proposed project complies with Rehabilitation Standard 10 in regard to the Civic Center Hotel but not to the Lesser Bros. Building.

## Summary

The proposed project complies with all 10 Rehabilitation Standards in regard to its treatment of the Civic Center Hotel. In regard to the Lesser Bros. Building it complies with six of the Standards: 3, 4, 5, 6, 7, and 8.

## VIII. Improvement Measures

Though it may make more sense from an economic perspective to demolish all of the buildings on the site, the project sponsor has chosen to retain the Civic Center Hotel in its entirety and a substantial portion of the Lesser Bros. Building. The project sponsor believes this will lead to a more engaging project that contributes more to the streetscape and the urban character of The Hub District than a project consisting only of new buildings. Nonetheless, as explained in the previous chapter, the proposed project's treatment of the Lesser Bros. Building would constitute a "de facto" demolition, because more than 25 percent of its exterior would be demolished, and all of its interior floorplates and internal structural system. This is the only part of the proposed project that would not comply with the Rehabilitation Standards. To resolve historic resource concerns, the project sponsor proposes to complete the following "improvement measures": HABS/HAER Level I documentation and an interpretive display.

### A. HABS-HAER Documentation

The Historic American Building Survey (HABS) and the Historic American Engineering Record (HAER) are U.S. government agencies that identify and document properties important to local, state, and national history. HABS/HAER documentation entails rigorous, archival methods to record buildings, sites, structures, and landscapes. Completed documentation packages are archived at local historical repositories and libraries, as well as the closest regional information center affiliated with the California Historical Resource Information System (CHRIS). HABS Level I documentation includes the following items:

- Drawings: Full set of measured drawings depicting existing or historic conditions printed on archival media.
- Photographs: Archival prints of large format professional photography (including negatives) of all visible exterior façades and selected interior views;
- Written data: A report documenting the building's existing conditions, history, and significance.

The project sponsor will commission a HABS Level I package for the Lesser Bros. Building, which will be submitted to the Planning Department for approval and then transmitted to the appropriate agencies and archives.

### B. Interpretive Display

The project sponsor will commission a publicly accessible interpretive display that will document and commemorate the development of the site and the history of San Francisco's Hub district. This display, which will be designed by a professional exhibit designer with input from an architectural historian, may take the form of a kiosk, a plaque, or other permanent display method containing panels of text, historic photographs, excerpts of oral histories, and maps.

## IX. Conclusion

As described in the chapters above, the Market and Brady Project Site consists of 14 separate parcels. The approximately 100,000-sf Project Site contains three buildings: the Civic Center Hotel (built 1915) at 1601-05 Market Street, the UA Local 38 Union Hall (built 1923, remodeled 1964) at 1621 Market Street, and the Lesser Bros. Building (built 1925) at 1629-45 Market Street. The rest of the Project Site is devoted to surface parking lots and a ventilator shaft owned by the Bay Area Rapid Transit (BART) District. According to the San Francisco Planning Department, both the Civic Center Hotel and the Lesser Bros. Building are Category B – Potential Historic Resources – due to findings of California Register eligibility in the Market and Octavia Plan Survey. 1621 Market Street is a Category C – Not a Historic Resource – because it has previously been determined ineligible for the California Register. The research and analysis in this HRE confirm these earlier findings, concluding that both 1601-05 and 1629-45 Market Street are historical resources for the purposes of the California Environmental Quality Act (CEQA) and that 1621 Market Street is not a historical resource. The proposed project, which calls for the construction of a 584-unit, six-building, mixed-use (residential and commercial) development designed by David Baker & Associates and Kennerly Architecture & Planning, would retain the Civic Center Hotel and the majority of the exterior of the Lesser Bros. Building. The proposed project, which would rehabilitate the Civic Center Hotel for continued residential use and preserve the primary façade and portions of the east and west façades of the Lesser Bros. Building, complies with all 10 Rehabilitation Standards for the Civic Center Hotel. It does not comply with Standards 1, 2, 9, or 10 in regard to the Lesser Bros. Building which would be essentially demolished aside for its street-facing façades. The project sponsor plans to complete two improvement measures that will lessen the project's impacts and contribute to the public's understanding of the site's history.

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**XI. Appendix**

- A. *DPR 523 Forms for 1601-05, 1621, and 1629-45 Market Street*
- B. *Construction and Alteration Permits for 1601-05, 1621, and 1629-45 Market Street*

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

Primary # \_\_\_\_\_  
 HRI # \_\_\_\_\_  
 Trinomial \_\_\_\_\_  
 NRHP Status Code \_\_\_\_\_

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

Page 1 of 4 \*Resource name(s) or number (assigned by recorder) 1601 Market St.

P1. Other Identifier: Civic Center Hotel

\*P2. Location:  Not for Publication  Unrestricted \*a. County: San Francisco  
 and (P2b and P2c or P2d. Attach a Location Map as necessary.)  
 \*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)  
 \*c. Address: 1601 Market St. City: San Francisco Zip: 94103  
 d. UTM: Zone: 10 \_\_\_\_\_ mE/ \_\_\_\_\_ mN (G.P.S.)  
 e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3505/001

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)  
 The Civic Center Hotel is located on an L-shaped lot measuring 25' x 165' x 75' x 95' x 50' x 90' at the southwest corner of Market and 12th Streets. Built in 1915, the Civic Center Hotel is a five-story, concrete frame, single-room occupancy residential hotel designed in the Classical Revival style with a vacant ground floor. The L-shaped building, clad in brick, sits on a concrete perimeter foundation and is capped by a flat roof. The primary façade faces north although the main entrance is located on 12<sup>th</sup> Street. The Market Street façade is one bay wide and the 12<sup>th</sup> Street façade is eight bays wide. The first floor of the Market Street façade features a vacant 1950s-era storefront and the upper four floors feature bands of three double-hung wood windows connected by a steel fire escape. The Market Street façade features a large sheet metal blade sign with the name of the hotel emblazoned in neon. The 12<sup>th</sup> Street façade features several vacant storefronts, with the primary entrance to the hotel located between the third and fourth bays. The entrance features decorative tile and a sheet metal canopy with neon lettering. A steel fire escape is located in the bay above the entrance. The primary facade terminates in an ornate sheet metal cornice consisting of a denticulate molding and an embossed entablature. Due to the fact that the lot to the west is presently vacant, one can see a portion of the north wall of the utilitarian rear wing. The building appears to be in fair condition.

\*P3b. Resource Attributes: (list attributes and codes) HP3: Multiple Family Property; HP6: 1-3 Story Commercial Building

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

P5a. Photo



P5b. Photo: (view and date)  
View from northeast,  
8/11/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1915  
SF Assessors Office

\*P7. Owner and Address:  
Security Title Ins. Co.  
% Peninsula Real Estate Inv.  
840 Hinckley Rd #150  
Burlingame, CA

\*P8. Recorded by:  
Page & Turnbull, Inc. (CvP)  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:  
8/11/2006

\*P10. Survey Type:  
Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

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

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

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

Page 2 of 4

\*Resource Name or # (Assigned by recorder) 1601-1601 Market St.

\*Recorded by: Page & Turnbull

\*Date 8/11/2006



Continuation



Update



Civic Center Hotel, 12<sup>th</sup> Street Entrance

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 3 of 4

\*NRHP Status Code 5S3

\*Resource Name or # (assigned by recorder) 1601 Market Street

\_\_\_ B1. Historic name: Civic Center Hotel  
 \_\_\_ B2. Common name: \_\_\_\_\_  
 \_\_\_ B3. Original Use: Multiple family residential, SRO  
 \_\_\_ B4. Present use: Multiple family residential, SRO  
 \_\_\_ \*B5. Architectural Style: Classical Revival

**\*B6. Construction History:** (Construction date, alterations, and date of alterations)

The Civic Center Hotel was constructed in 1915. Building permits record only minor alterations: a 3' x 5' neon sign "Ted's Beer" (not longer extant) was installed in 1933; fire damage to one room was repaired in 1989; and the parapet was braced in 2006. Fire escapes and the Hotel Civic Center blade sign were added at an unknown date. A 1916 newspaper photograph shows that the configuration of the first-story openings have changed little since construction, though the divided transoms over the shop window openings have since been sealed. The east storefront on 12<sup>th</sup> Street remains largely intact. The canopy over the 12<sup>th</sup> Street entrance was also replaced since construction.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

**\*B8. Related Features:** None

B9a. Architect: William H. Crim, Jr. b. Builder: Unknown

\*B10. Significance: Theme Hotels/Motels Area: Market Street Corridor, San Francisco  
Period of Significance 1915 Property Type Hotel Applicable Criteria 3/C

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)  
The Civic Center Hotel was built in 1915 for owner, I. I. Dehail, and designed by San Francisco architect, William H. Crim, Jr. The building was constructed as a residential hotel, or single-room occupancy hotel (SRO), and advertised rooms featuring steam heat with baths costing between 50 cents a night or \$2.50 per week. The building continues to offer temporary and long-term single-room occupancy housing, as well as ground-floor commercial space.

This building was constructed on the site of the Dolan Wrecking and Construction Company and was part of a pattern of commercial reconstruction on Market Street following the 1906 Earthquake and Fire. It remained in the Dehail family from 1919 to 1975. Various commercial businesses occupied the ground story on the 12<sup>th</sup> Street and Market Street facades, including the Civic Center Sandwich Shop in 1933 and various restaurants, bars, and supply houses. (continued)

B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_

**\*B12. References:**

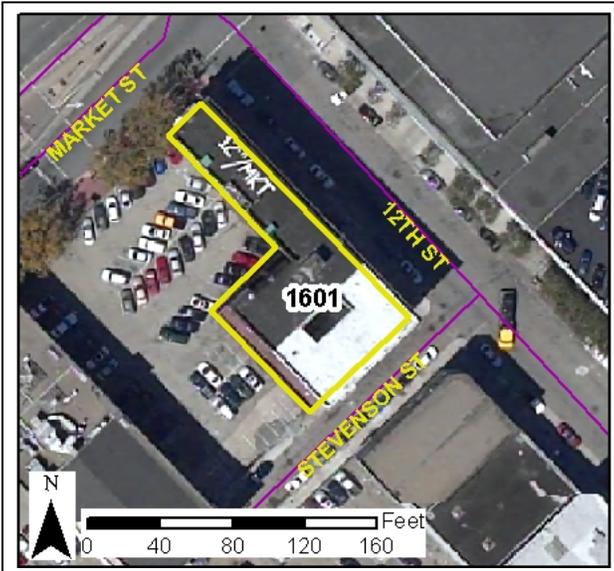
Assessor's records  
Building Permits #2716, #538976, #8915051, #200608210087.  
Sanborn Maps 1913.  
(continued)

B13. Remarks: Market & Octavia Survey

\*B14. Evaluator: Karin Sidwell, Elaine Stiles, Jonathan Lammers; Page & Turnbull

\*Date of Evaluation: April 2007

(This space reserved for official comments.)



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

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

Page 4 of 4

\*Resource Name or # (Assigned by recorder) 1601 Market Street

\*Recorded by: Page & Turnbull

\*Date April 2007

Continuation

Update

**B10. Significance (continued)**

The Civic Center Hotel is the design of William H. Crim, Jr., an architect of local significance. Crim was born in San Francisco in 1879 and attended the California School of the Mechanical Arts. He worked for local architecture firms including Percy and Hamilton, Henry H. Meyers and Willis Polk. He partnered with Earl B. Scott and designed a variety of significant buildings, from tall office buildings (663-671 Mission Street), to classical banks (Mission Savings Bank), to commercial storefronts (240 California Street). They became known for their multi-unit residential buildings and were conversant in a variety of historicist styles. In 1910, William Crim opened his own office and designed churches, movie theaters, banks, and commercial buildings, including the Wigwam Theater, a concrete automobile dealership at 3833-55 Geary Street, and the Mission Revival style Los Gatos City Hall. Crim's work emphasizes strong outlines and heavy massing in the forms of buildings over surface finish or applied ornament.

San Francisco Architectural Heritage rated the building as a "C" in 1985 for contextual importance to the street, determined by the scale, materials, composition, and cornice of the design. The "C" rating still applies to the building. As a "C," the Civic Center Hotel provides the setting for more important buildings, adding visual richness and character to the downtown area in its large scale, red brick exterior, general composition, and existing cornice and parapet.

The Civic Center Hotel is not directly associated with any significant events or persons such that it would be individually eligible for the National or California Registers. It is part of post-1906 redevelopment of the Market Street corridor, but was built near the end of the reconstruction period (generally tied to the opening of the Panama Pacific Exhibition in 1915). The building is also associated with the development of San Francisco in the early 20<sup>th</sup> century, when SROs were built to house a large working-class population—mostly single male workers—who powered the construction and industrial sectors of the city. General association with this historic phenomenon, however, does not lend particular significance to the Civic Center Hotel because the hotel did not play a crucial role within that context. Research did not reveal any information about members of the Dehail family, and it does not appear they made significant contributions to the history of San Francisco.

The building does appear eligible for the California Register under Criterion 3 (architecture) as an extremely well-preserved example of a residential hotel constructed in the post-1906 Earthquake era along Market Street. The Civic Center Hotel design demonstrates the character-defining features of the residential hotel, a building type common to American cities in the early twentieth century. It features a lobby and retail space on the ground floor, guest rooms on upper floors, suspended blade signage on the exterior, Classical or Colonial Revival style embellishments, and masonry construction. It is also the work of a noted local architect, William Crim. The building retains integrity of setting, location, design, feeling, materials and association, continuing in use as a residential hotel along the Market Street Corridor. The building has only slightly diminished integrity of workmanship because of alterations to the ground-floor storefronts.

The status code of 3CS assigned to this property means that it has been determined eligible for the California Register. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

**B12. References (continued)**

San Francisco City directories 1916, 1918, 1919, 1920, 1925, 1930, 1933, 1936, 1940, 1945, 1951, 1955, 1960, 1970, 1980, 1990.

1916 Crocker-Langley Directory, advertisement for Civic Center Hotel, page 181.

San Francisco Architectural Heritage files.

*San Francisco Chronicle*, January 8, 1916, page unknown.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

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

Page 1 of 1 \*Resource name(s) or number (assigned by recorder) 1621 Market St.

P1. Other Identifier: Plumbers & Pipefitters Union Local No. 38

\*P2. Location:  Not for Publication  Unrestricted \*a. County: San Francisco  
and (P2b and P2c or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)

\*c. Address: 1621 Market St. City: San Francisco Zip: 94103

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3505/032A

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

1621 Market St. is located on a 67' x 180' lot on the south side of Market Street, between 12th and Brady Streets. Built in 1923 and subsequently enlarged and remodeled in the 1970s, 1621 Market Street is presently a two-story, concrete frame, office building remodeled in a modern, utilitarian style. The rectangular-plan building, clad in stone aggregate panels, sits on a reinforced-concrete foundation and is capped by a flat roof. The primary façade, which is five bays wide, faces north. The first floor features two pedestrian entrances, one in the second bay in from the left and the other in the second bay in from the right. The balance of the façade is characterized by an asymmetrical arrangement of large fixed anodized aluminum windows, with balconies on the second floor. The façade terminates in a flat parapet ornamented with the name of the union that occupies the building in metal letters.

The building appears to be in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP6: 1-3 Story Commercial Building

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

P5a. Photo



P5b. Photo: (view and date)

View from north  
8/11/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1923  
SF Assessors Office

\*P7. Owner and Address:  
United Assn. Journeymen & Apps.  
1621 Market St  
San Francisco, CA

\*P8. Recorded by:  
Page & Turnbull, Inc.  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:  
8/11/2006

\*P10. Survey Type:  
Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

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

**BUILDING, STRUCTURE, AND OBJECT RECORD**

\*NRHP Status Code 6Z

Page 1 of 2 \*Resource Name or # (Assigned by recorder) 1621 Market Street

B1. Historic Name 1621 Market Street

B2. Common Name 1621 Market Street

B3. Original Use Moose Lodge B4. Present Use: Union Hall and offices

\* B5. Architectural Style International (modified)

\*B6. Construction History  
1621 Market Street was constructed in 1923. The building has been expanded and the facade was completely refurbished in the 1970s.

\*B7. Moved?  No  Yes Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features none

B9a. Architect O'Brien Bros . Builder unknown

\*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Market Street Corridor

Period of Significance 1906-1929 Property Type assembly building Applicable Criteria n/a

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (assembly building) and dates from the Period of Significance (1906-1929) of that context. There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons), Criterion 3 (Design/Construction), or Criterion 4 (Information Potential).

**Criterion 1:**

1621 Market Street was constructed in 1923 on a lot which previously featured several small one-story shops, including a cyclery, an enameler, and a printer. These small shops were likely built quickly after the 1906 earthquake and fire decimated this block. In 1923, the Loyal Order of Moose hired the architecture firm the O'Brien Brothers to design and build their new Lodge #26. (continued)

B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_

\*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007  
Sanborn Maps, San Francisco City Directories, Daily Pacific Builder, 1/22/1923.

B13. Remarks

\*B14. Evaluator Kelley & VerPlanck

\*Date of Evaluation 5/1/2010

(This space reserved for official comments)

(Sketch Map with north arrow required.)



**CONTINUATION SHEET**

Page 2 of 2

Resource Name or # (Assigned by Recorder) 1621 Market Street

\*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation  Update

**B10: Significance** (continued)

The O'Brien Brothers firm was established in 1906 and consisted of brothers Albert L. O'Brien, C.J. O'Brien, and W.J. O'Brien. The firm specialized in designing commercial loft buildings and light industrial facilities. One of their more notable designs is the Palace Garage at 111 Stevenson Street. They designed at least fifty buildings in San Francisco, mostly in the 1910s and 1920s. The building at 1621 Market Street served as the Loyal Order of Moose Hall and Club through the 1940s, as well as providing office space for such firms as Pacific Telephone and Telegraph Company and C. J. Dunsleavy. The Loyal Order of Moose Lodge #26 moved after 1940 to new headquarters at the 800 block of Market Street, and is now located in Daly City. In 1945, the Steamfitters & Helpers Union offices were located at 1621 Market Street, and in 1947, when four Bay Area pipe-trade unions merged to form Local 38, 1621 Market Street became the union headquarters. In the 1970s, the building was renovated and the facade was completely refurbished. In 1996, the building was designated Joe Mazzola Place by the City and County of San Francisco in honor of the long tenure of the union leader. The building continues to serve as Local 38's headquarters, as well as a skilled labor training facility.

The 1906 Earthquake and resultant fire leveled this area of Market Street, and rebuilding proceeded at varying rates. The one-story buildings that were located at this lot directly after the quake typify the building trend directly after the area was cleared of rubble. Larger buildings, such as the one that was constructed in 1923 at this lot, typified that later years of the rebuilding period of significance, as insurance claims were settled and standard methods of construction eventually agreed upon. 1621 Market Street, with its 1923 construction date, Market Street corridor location, and building type (assembly hall), clearly demonstrates an association with this broad pattern of San Francisco history.

**Integrity:**

1621 Market Street has been completely refurbished and retains none of its character-defining features. Alterations include the expansion of the original footprint of the building, the removal or covering of the original facade finishes with concrete aggregate panels, and the installation of large asymmetrically arranged, fixed anodized aluminum windows and balconies. The building does retain its two-story height, its use pattern as an assembly building, and its historical association with the Plumbers and Steamfitters Union. The building retains the following aspects of integrity: location and setting, and partially retains the aspect of association. The building does not retain integrity of design, feeling, materials or workmanship.

**Conclusion:**

1621 Market Street does not appear to be eligible for the National Register of Historic Places, California Register of Historical Resources or local designation under any criterion under any criterion. Although the 1923 construction date and the Market Street Corridor location clearly reflect an association with the 1906 Earthquake and Fire and Reconstruction period of significance, the extensive alterations to the facade of the building have rendered it unable to express its association with that period. The building's association with labor leader Joe Mazzola occurred during the 1950s, a period no longer accurately represented by the refurbished facade of the building. The refurbishment has severed the building's connection to its architects, the O'Brien Brothers, and it no longer accurately represents the work of these prolific San Francisco architects. Additionally, the alterations prevent the building from embodying the characteristics of any historic architectural style or method of construction. Furthermore, the building does not represent the work of a master, nor does it possess high artistic value.

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

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

Page 1 of 4 \*Resource name(s) or number (assigned by recorder) 1629-1645 Market St.

P1. Other Identifier: \_\_\_\_\_

\*P2. Location:  Not for Publication  Unrestricted \*a. County: San Francisco

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

\*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)

\*c. Address: 1629-1645 Market St. City: San Francisco Zip: 94103

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3505/032

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

1629-1645 Market St. is located on a 140' x 180' lot at the southeast corner of Market and Brady Streets. Built in 1925, 1629-1645 Market Street is a one-story-and-mezzanine, reinforced-concrete commercial building designed in the Commercial style with Romanesque and Mission details. The rectangular-plan building, clad in stucco, sits on a concrete perimeter foundation and is capped by a flat roof. The primary façade, which is six bays wide, faces north. The façade is composed of five modular storefronts (plus a narrow half storefront), each composed of a central pedestrian entrance flanked by plate glass display windows and surmounted by a band of mezzanine windows divided by turned pilasters. The Brady Street façade is mostly windowless and composed of exposed board-formed concrete. A parking lot sits at the rear of the parcel. The primary facade terminates in a Romanesque "blind arcade" motif and a sloped parapet roof covered in red clay tiles.

The building appears to be in fair condition.

\*P3b. Resource Attributes: (list attributes and codes) HP6: 1-3 Story Commercial Building

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

P5a. Photo



P5b. Photo: (view and date)

View from north  
8/11/2006

\*P6. Date Constructed/Age and

Sources:  Historic  
1925  
SF Assessors Office

\*P7. Owner and Address:

Redwood Bank Trustee Board  
Peninsula Real Estate Inv.  
840 Hinckley Rd #150  
Burlingame, CA

\*P8. Recorded by:

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

\*P9. Date Recorded:

8/11/2006

\*P10. Survey Type:

Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

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

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

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

Page 2 of 4

\*Resource Name or # (Assigned by recorder) 1629-1645 Market St.

\*Recorded by: Page & Turnbull

\*Date 8/11/2006



Continuation



Update



1629-1645 Market, looking east at corner of Market and Brady Streets

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 3CS

Page 3 of 4

\*Resource Name or # (assigned by recorder) 1629-1645 Market Street

B1. Historic name: Lesser Bros. commercial building

B2. Common name: None.

B3. Original Use: Commercial, retail

B4. Present use: Commercial, retail

\*B5. Architectural Style: Commercial with Romanesque and Mission Revival details

**\*B6. Construction History:** (Construction date, alterations, and date of alterations)

Constructed in 1925. Remove partition from units 1637 and 1637(A) and change store front for use as a restaurant in 1927. Remove partition between units 1643 and 1645 in 1941. Alter store front at unit 1637, install brick water table and install new glass windows in 1958. Reduction from 10 units to approximately 5 units, various dates.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: Large parking lot at rear of the parcel, accessed from Brady Street.

B9a. Architect: S. L. Hyman b. Builder: Barrett and Hilp

\*B10. Significance: Theme Commercial Development Area: Market Street Corridor, San Francisco

Period of Significance 1925 Property Type Retail Stores Applicable Criteria 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In 1925, the Lesser Bros., known for their Lesser Brother's Markets in San Francisco, commissioned architect Samuel Lightner Hyman to build this one-story commercial building as an investment property. Originally constructed with 10 units, the building has been repartitioned over the years to 5 units. The block of Market Street between 12<sup>th</sup> Street and Brady Street was commercial and industrial in character before and after the 1906 Earthquake and Fire. 1629-1645 Market Street is at least the third building on this site, constructed after the initial wave of reconstruction following the Earthquake and Fire. The building replaced an earlier, smaller commercial building probably constructed shortly after 1906. Little is known about architect Samuel Hyman and his firm, Samuel Lightner Hyman and A. Appleton. The firm's most notable work is a remodeling of the Crown Zellerbach Building in San Francisco.

Lesser Bros. owned 1629-1645 Market Street until 1938. The San Francisco No. 26 Loyal Order of the Moose owned the building in the 1940s, selling it to the San Francisco Building and Construction Trades Council's Temple Association in 1951. (continued)

B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_

**\*B12. References:**

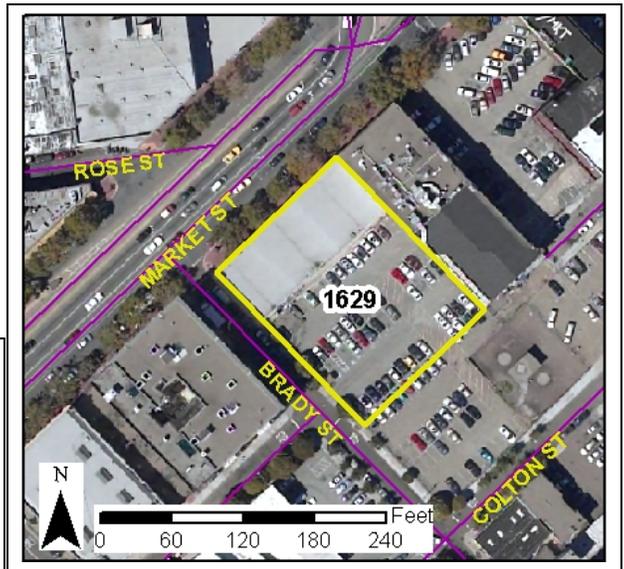
- Assessor's Records
- Building Permits #144059, #160849, #66179, #115113, #208149
- Sanborn Maps 1889, 1913, 1950
- San Francisco Architectural Heritage architect/builder files
- San Francisco Chronicle*, "New Washington Market on Sutter Street Opens Doors," July 14, 1924.
- San Francisco Directories 1933, 1934, 1936, 1940, 1953, 1955, 1964
- Longstreth, Richard. *The Buildings of Main Street*. New York: Alta Mira Press, 2000.

B13. Remarks: Market & Octavia Survey

\*B14. Evaluator: Karin Sidwell, Elaine Stiles; Page & Turnbull

\*Date of Evaluation: March 2007

(This space reserved for official comments.)



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

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

Page 4 of 4

\*Resource Name or # (Assigned by recorder) 1629-1645 Market Street

\*Recorded by: Page & Turnbull

\*Date March 2007

Continuation  Update

**B10. Significance, continued.**

The Association sold the property in 1959 to the United Association of Journeyman and Apprentices of Plumbing and Pipefitting Industry Local Union # 38. Local Union # 38 had a hall in the adjacent building at 1621 Market Street during the same period. Commercial tenants included small union shops such as the Bartender's Union No. 41 (1936) and the Sprinkler Fitters and Apprentices (1953), as well as a host of other businesses including restaurants; a washing machine sales and repair shop; a glass and mirror shop; an arcade; locksmiths; printers; and even a maker of artificial limbs: the Aunger Artificial Limb Co. The longest commercial occupant of this building was the U and I Sandwich Shop, which leased unit 1631 from approximately 1933 until 1955.

1629-1645 Market Street retains integrity of location, setting, and association and feeling with commercial retail use. The property has lost some integrity of design, workmanship, and materials through the accretion of small alterations to the storefronts to accommodate commercial tenants. These have included repartitioning the interior space from approximately 10 units to 5 units and changes to the entrances and storefront window configurations on most units. Changes to the architectural ornament on the façade have been minimal; the property retains significant features such as the pier dividers showing the original division pattern, the spindle muntin transom, arcaded cornice decoration, and parapet clad in red clay tile.

1629-1645 Market Street appears eligible for the California Register under Criterion 3 for embodying the distinctive characteristics of a single-story, multiple-unit commercial building on Market Street. This building type was prolific in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, representing minimal investment of capital and maximizing rental income. Often the building type was constructed to defray the cost of purchasing a piece of property, such as this lot on Market Street, that was expected to increase in value. Many such buildings were later demolished for construction of more substantial commercial properties. 1629-1645 Market Street is a rare survival of this building type on Market Street, and retains sufficient integrity to convey its significance. 1629-1645 Market Street is not associated with any known persons or events significant in the history of San Francisco or the State of California.

The status code of 3CS assigned to this property means that it appears eligible for the California Register as an individual property. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 6Z

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

Page 1 of 1

\*Resource Name or #: 3505/32

P1. Other Identifier: Antique stores

\*P2. Location:  Not for Publication  Unrestricted a. County San Francisco

b. USGS 7.5' Quad San Francisco North Date 1980 T 02N; R 05W; 1/4 of NE 1/4 of Sec 9; MDM B.M.

c. Address 1629-1645 Market Street City San Francisco Zip 94103

d. UTM: (Give more than one for large and/or linear feature) Zone \_\_\_\_\_ mE/ \_\_\_\_\_ mN

e. Other Locational Data: (e.g. parcel #, legal description, directions to resource, elevation, additional UTM, etc. as appropriate)

Assessor's Parcel Number: 3505/32

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

The historic M. Lesser Commercial Building is a one-story, reinforced concrete commercial building originally containing nine stores, located at the east, or southeast, corner of Market and Brady Streets, between Twelfth and Gough. The lot and building both measure 140' along Market Street, by 70' deep.

Compositionally it is an enframed window wall with Mission Revival ornament. The latter consists of a clay tile pent roof over the parapet, and turned, engaged columns as muntins in the many clerestory windows. The cornice brackets or consoles are aligned with the muntins. The nine (now five) store spaces are defined by piers, and their entries are recessed. The lower windows are large areas of plate glass on low, polychrome tile bases. The building was designed by S.L. Hyman. The earliest known occupant, 1940-1953 or longer, was the U and I Cafe, owned by Alex Roosakos and Nick Dallas. Only one of the nine store bases is intact.

Although the top half of the building possesses integrity, so many of the store entries, bases, and sash have been altered that the building appears ineligible for the National Register of Historic Places.

\*P3b. Resource Attributes: (List attributes and codes) HP6. Commercial Building, 1-3 Stories

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

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects)

Date of Photo: 08/11/1997

Photo Number: ABWK322/6

P5b. Description of Photo: (View, date, etc.)  
Market (left) and partial Brady elevations, looking east

\*P6. Date Constructed/Age and Sources:  
 Prehistoric  Historic  Both  
1925, per Building Permit  
Application #144059

\*P7. Owner and Address:  
U.A. Local 38 Pension Trust Fund  
% Clyde Rogers-Realtor Agent]  
1032 Hearst Bldg, S.F. 94103  
P--Private

\*P8. Recorded by:(Name, affiliation, address)  
Anne Bloomfield  
Bloomfield Architectural History  
2229 Webster Street  
San Francisco, CA 94115

\*P9. Date Recorded: 08/21/1997

\*P10. Survey Type: (Describe)  
Intensive  
Mid-Market Redevelopment Project

\*P11. Report Citation: (Cite survey report/other sources or "none") Bloomfield, Anne, Historic Architectural Survey REport for the Mid-Market Redevelopmnet Project, San Francisco, 1997.

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



# SAN FRANCISCO PLANNING DEPARTMENT

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

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Date:* February 8, 2017  
*Case No.:* 2015-005848ENV  
*Project Title:* **1629 Market Street Mixed-Use Project**  
*Zoning:* NCT-3 (Moderate Scale Neighborhood Commercial Transit District)  
and P (Public) Zoning Districts  
40-X & 85-X Height and Bulk Districts  
*Block/Lot:* 3505/001, 007, 008, 027, 028, 029, 031, 031A, 032, 032A, 033, 033A, 034,  
035  
*Lot Size:* 97,617 square feet (2.2 acres)  
*Project Sponsor:* Strada Brady, LLC  
William Goodman, 314.276.0707  
*Lead Agency:* San Francisco Planning Department  
*Staff Contact:* Debra Dwyer – 415.575.9031  
debra.dwyer@sfgov.org

### INTRODUCTION

This notice provides a summary description of the proposed project; identifies environmental issues anticipated to be analyzed in the Initial Study (IS) and Environmental Impact Report (EIR); and provides the time, date, and location of the public scoping meeting (see page 21 for information on the public scoping meeting). The comments received during the public scoping process will be considered during the preparation of the IS and EIR for this project.

### PROJECT SUMMARY

The project sponsor, Strada Brady, LLC, proposes a mixed-use project fronting on Market Street between Brady and 12th Streets. The proposed project would demolish the existing United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry (UA) Local 38 building, located at 1621 Market Street, demolish the majority of the Lesser Brothers Building, located at 1629–1637 Market Street, rehabilitate the Civic Center Hotel, located at 1601 Market Street, for residential and retail/restaurant uses, and demolish the 242-space surface parking lots on the project site. The proposed project would construct a new four-story, 58-foot-tall, 27,300-square-foot UA Local 38 building, as well as a 10-story, 85-foot-tall, 187,100-square-foot addition to the Lesser Brothers Building at the corner of Brady and Market Streets containing 198 residential units and 6,600 square feet of ground-floor retail/restaurant space.<sup>1,2</sup> A 10-story, 85-foot-tall, 118,300-square-

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<sup>1</sup> Square footages presented for the proposed project are approximate.

<sup>2</sup> Building heights for the existing buildings and the proposed project do not include rooftop mechanical penthouses. In accordance with *Planning Code* Section 260(b)(1)(B), elevator, stair, and mechanical penthouses would be a maximum of 16 feet in height above the roof line.

foot residential building containing 136 residential units and 2,500 square feet of ground-floor retail/restaurant would be constructed on Market Street between the new UA Local 38 building and the mixed-use building at the corner of Brady and Market Streets. A nine-story, 85-foot-tall, 74,700-square-foot residential building containing 78 residential units would be constructed to the east of the Brady Open Space at the end of Colton Street. The five-story, 55-foot-tall Civic Center Hotel would be rehabilitated to contain 65 residential units and 4,000 square feet of ground-floor retail/restaurant, and a new six-story, 68-foot-tall, 50,900-square-foot Colton Street Affordable Housing building containing up to 107 affordable units would be constructed south of Colton Street as part of the proposed project. The proposed project would construct the new 18,300-square-foot Brady Open Space at the northeast corner of Brady and Colton Streets. In addition, the proposed project would include an approximately 30-foot-deep, two-level, below-grade garage with up to 316 parking spaces accessible from Brady and Stevenson Streets. Overall, the proposed project would include construction of 498,100 square feet of residential use, 27,300 square feet of union facility use, 13,000 square feet of ground-floor retail/restaurant use, and 31,600 square feet of publicly-accessible and residential open space.

## PROJECT LOCATION AND SITE CHARACTERISTICS

The approximately 97,617-square-foot (2.2-acre) project site (Assessor's Block 3505, Lots 001, 007, 008, 027, 028, 029, 031, 031A, 032, 032A, 033, 033A, 034, and 035) is on the block bounded by Market, 12th, Otis, and Brady Streets within the boundaries of San Francisco's Market & Octavia Area Plan, an area plan of the *San Francisco General Plan (General Plan)*. The project site includes a Bay Area Rapid Transit District (BART)-owned parcel that contains a ventilation structure for the below-grade BART tunnel. Stevenson Street, perpendicular to 12th Street, separates Lots 007 and 008 from the lots to the north fronting on Market Street (Lots 001, 033, 033A). Colton Street, perpendicular to Brady Street, turns south into Colusa Place in the middle of the block, then west into Chase Court and wraps around Lots 027 and 028 (see **Figure 1**).

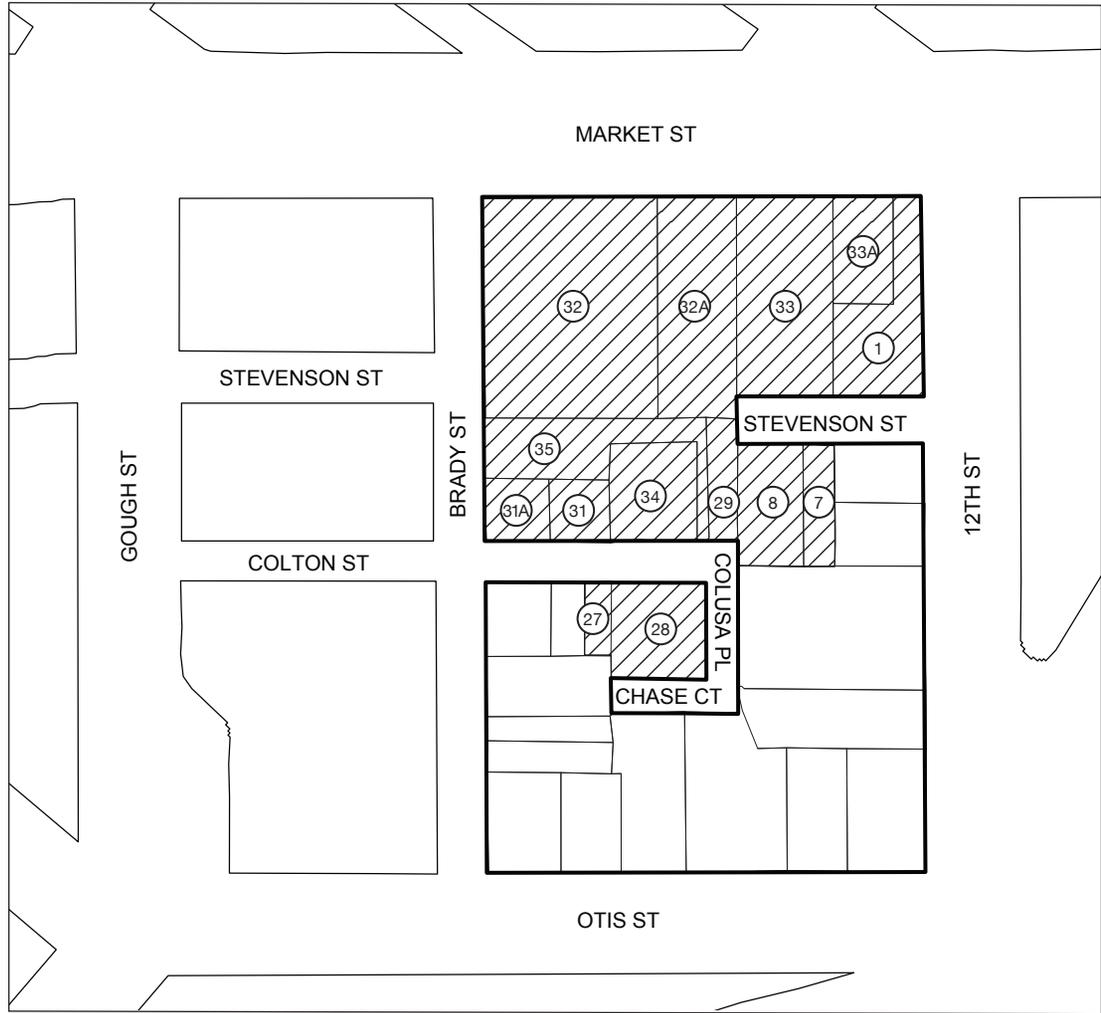
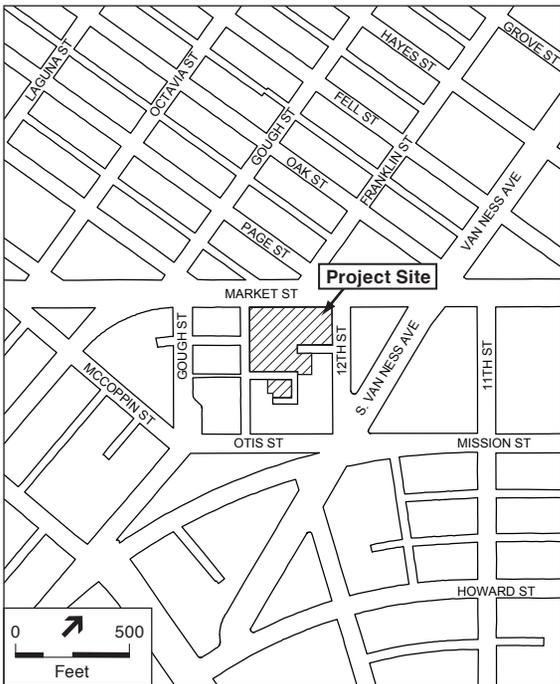
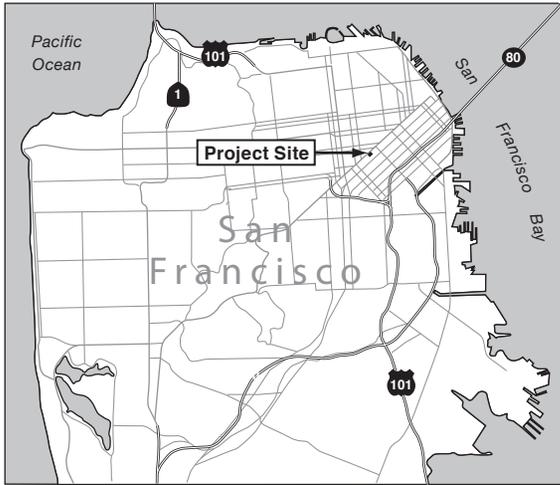
The project site is primarily located within the NCT-3 (Moderate-Scale Neighborhood Commercial Transit District) Zoning District. However, the southwestern portion of the site north of Colton Street, occupying approximately 20,119 square feet, is in a P (Public) Zoning District. The P Zoning District is designated in the Market & Octavia Area Plan as the location for a planned open space, referred to as the Brady Open Space. The portions of the project site to the north and east of the planned Brady Open Space are located within an 85-X height and bulk district, while the portion to the south is located within a 40-X height and bulk district.<sup>3</sup>

The project site is currently occupied by four surface parking lots, a BART ventilation structure, as well as three buildings: the Civic Center Hotel, built in 1915; the UA Local 38 building, built in 1923 and extensively remodeled in 1964; and the Lesser Brothers Building, built in 1925. The Civic Center Hotel occupies the entirety of Lot 001 as a five-story, 55-foot-tall, 40,000-square-foot, building, with pedestrian access from 12th Street.<sup>4</sup> The Civic Center Hotel is temporarily serving as a Navigation Center, and while acting as such, is housing up to 140 transitional occupants supported with up to 14 employees at a single time. The existing UA

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<sup>3</sup> Following San Francisco convention, Market Street and streets parallel to it are considered to run east/west, while 12th Street and streets parallel to it are considered to run north/south.

<sup>4</sup> Building heights for the existing buildings and the proposed project do not include rooftop mechanical penthouses. In accordance with *Planning Code* Section 260(b)(1)(B), elevator, stair, and mechanical penthouses would be a maximum of 16 feet in height above the roof line.



-  Project Site
-  Lot Numbers
-  Assessor's Block

SOURCE: ESA, 2016

1629 Market Street: Case No. 2015-005848ENV

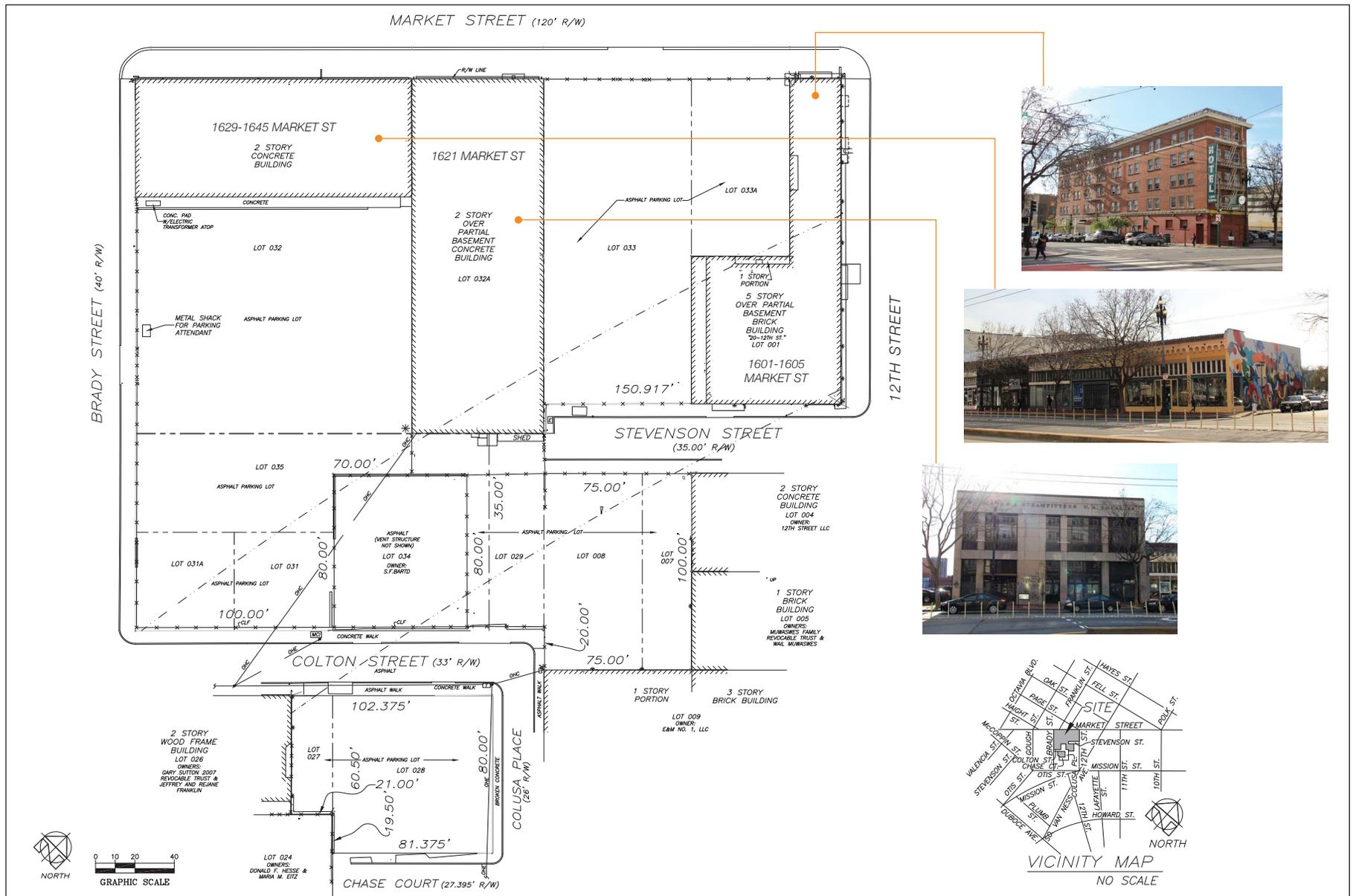
**Figure 1**  
Project Location

Local 38 building, located on Lot 032A, is a two-story, 35-foot-tall, 24,100-square-foot building containing offices and an assembly hall for the UA Local 38. The building covers the entire lot, and pedestrian access is available from Market Street. A surface parking lot (Lots 033 and 033A), accessible via a curb cut on Market Street, containing 69 off-street vehicle parking spaces is located adjacent to the existing UA Local 38 building. The Lesser Brothers Building, located on Lot 032, is a one-story, 20-foot-tall, 25,300-square-foot building. The building fronts on Market Street and covers approximately one-third of the lot. A surface vehicle parking lot (Lots 031, 031A, 032, and 035), accessible via a curb cut on Brady Street, extends south of the building to Colton Street and contains 95 off-street vehicle parking spaces. Another surface parking lot (Lots 007, 008, and 029), accessible via a curb cut on Colton Street, containing 39 off-street vehicle parking spaces is located on the project site south of Stevenson Street. A surface parking lot (Lots 027 and 028), accessible via a curb cut on Colton Street, containing 39 off-street vehicle parking spaces is also located on the project site, bounded by Colton Street to the north, Colusa Place to the east, and Chase Court to the south. The BART ventilation structure is located on Lot 34 in between the two surface parking lots south of Stevenson Street and north of Colton Street.

## PROPOSED PROJECT

The proposed project would demolish the existing UA Local 38 building, demolish the majority of the Lesser Brothers Building, and rehabilitate the Civic Center Hotel (see **Figure 2**). The proposed project would also include construction of a new four-story, 58-foot-tall, 27,300-square-foot UA Local 38 building, as well as a 10-story, 85-foot-tall, 187,100-square-foot addition to the 20-foot-tall Lesser Brothers Building (see **Figure 3**, Building A) containing 198 residential units and 6,600 square feet of ground-floor retail/restaurant space.<sup>5</sup> A 10-story, 85-foot-tall, 118,300-square-foot mixed-use building (see **Figure 3**, Building B) containing 136 residential units and 2,500 square feet of ground-floor retail/restaurant space would be constructed on Market Street between the new UA Local 38 building and Building A. The five-story, 55-foot-tall, 67,200-square-foot Civic Center Hotel would be rehabilitated (see **Figure 3**, Building C) to contain 65 residential units and 4,000 square feet of ground-floor retail/restaurant space. A nine-story, 85-foot-tall, 74,700-square-foot residential building (see **Figure 3**, Building D) containing 78 residential units would be constructed south of Buildings A, B, and C and north of Colton Street. A new six-story, 68-foot-tall Colton Street Affordable Housing building containing up to 107 affordable units would be constructed south of Colton Street as part of the proposed project. The proposed project would seek an amendment to the Height and Bulk Map to change the height and bulk designation of the affordable housing portion of the project site from 40-X to 68-X. Overall, the proposed project would include construction of 498,100 square feet of residential use that would contain up to 477 residential units (including market-rate units and affordable units as required to meet on-site inclusionary requirements under *Planning Code* Section 415), as well as up to 107 affordable units in the Colton Street Affordable Housing building. In addition, the proposed project would construct 27,300 square feet of union facility use, 13,000 square feet of ground-floor retail/restaurant space along Market, 12th, and Brady Streets in Buildings A, B, and C, and 31,600 square feet of publicly-accessible and residential open space (see **Figures 3 through 8** and **Table 1**). The residential unit breakdown for the 477 units would consist of approximately 103 studio units (21.6 percent), 180 one-bedroom units (37.7 percent), and 194 two-bedroom units (40.6 percent).

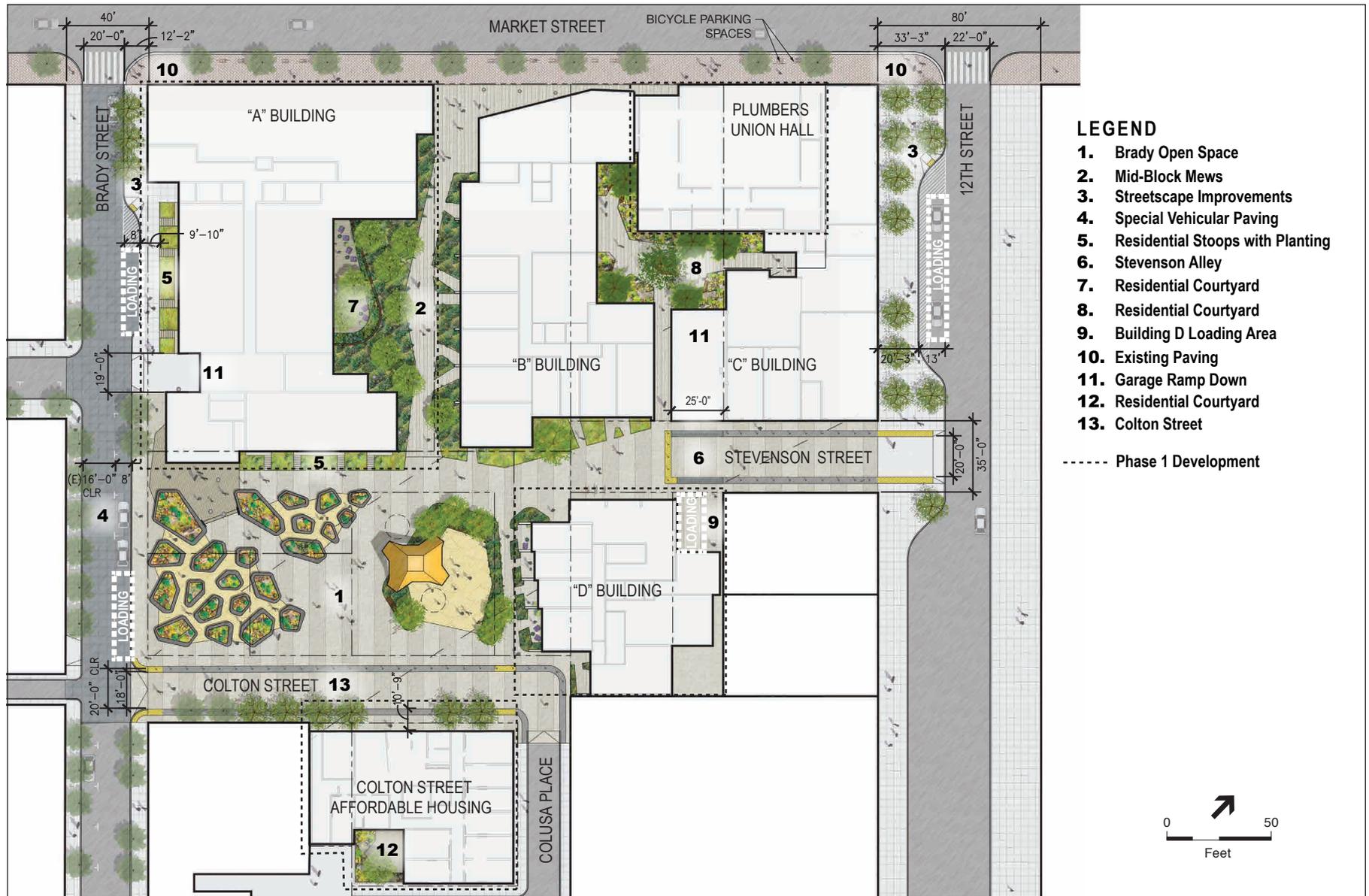
<sup>5</sup> Building heights for the existing buildings and the proposed project do not include rooftop mechanical penthouses. In accordance with *Planning Code* Section 260(b)(1)(B), elevator, stair, and mechanical penthouses would be a maximum of 16 feet in height above the roof line.



SOURCE: Martin M. Ron Associates; Christopher VerPlanck, 2016

1629 Market Street: Case No. 2015-005848ENV

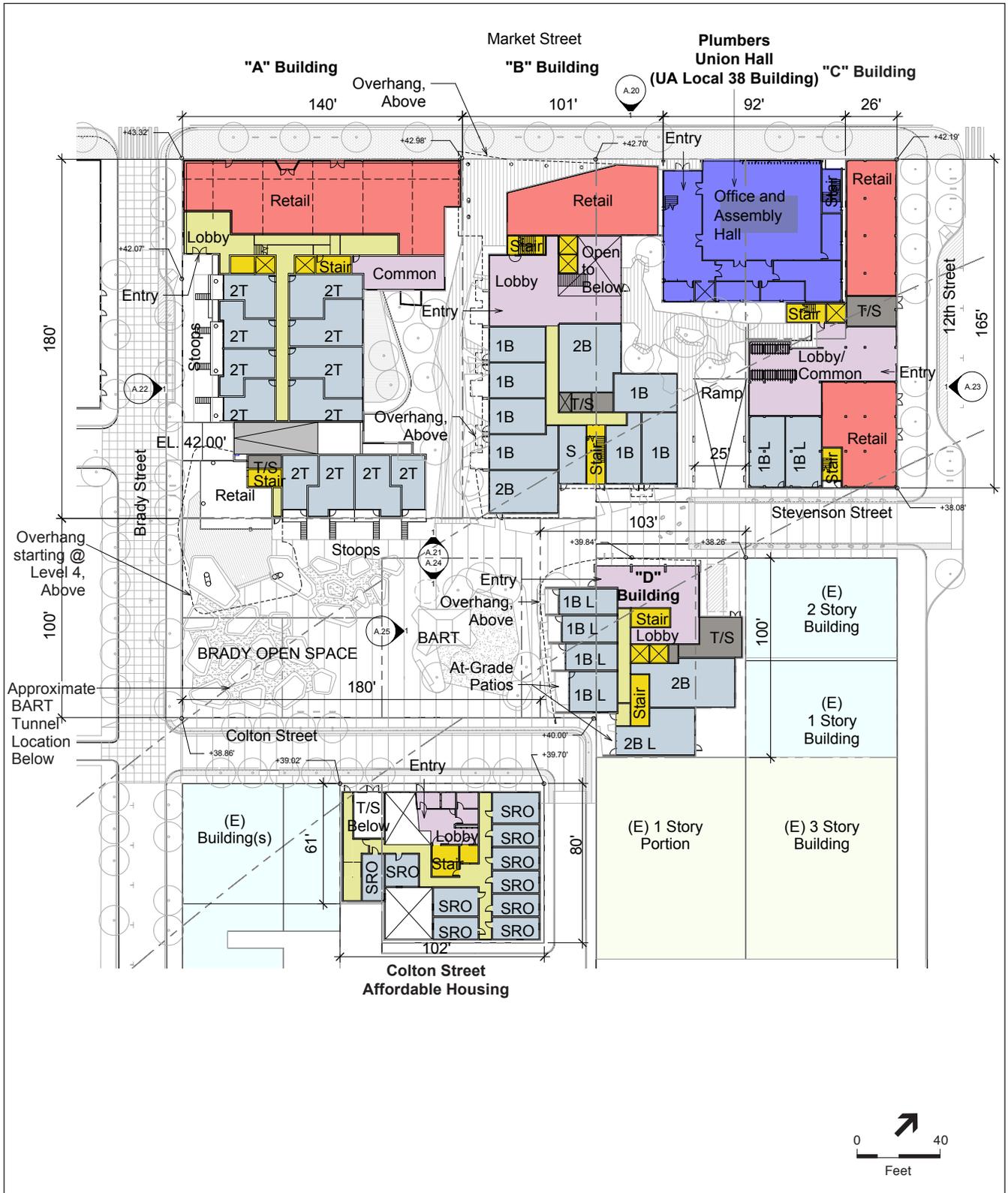
**Figure 2**  
Existing Site Plan



SOURCE: David Baker Architects, Kennerly Architecture & Planning, and Conger Moss Guillard Landscape Architecture, 2016

1629 Market Street: Case No. 2015-005848ENV

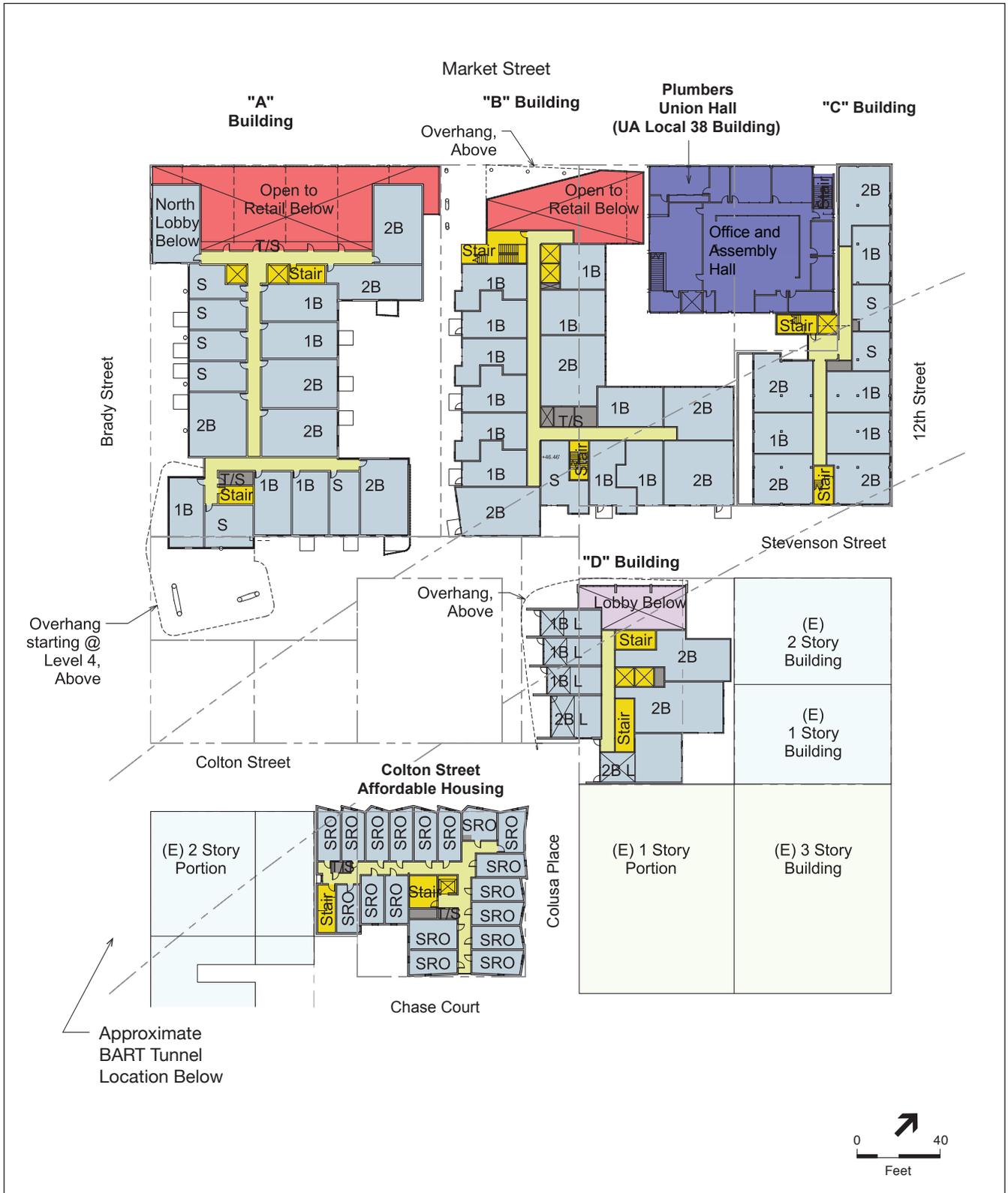
**Figure 3**  
Proposed Site Plan



SOURCE: Kennerly Architecture & Planning, 2016

1629 Market Street: Case No. 2015-005848ENV

**Figure 4**  
Ground Floor Plan



SOURCE: David Baker Architects and Kennerly Architecture & Planning, 2016

1629 Market Street: Case No. 2015-005848ENV

**Figure 5**  
2nd Floor Plan



SOURCE: David Baker Architects and Kennerly Architects, 2016

1629 Market Street: Case No. 2015-005848ENV

**Figure 6**  
North Elevation at Market Street



SOURCE: David Baker Architects, and Kennerly Architecture & Planning, 2016

1629 Market Street: Case No. 2015-005848ENV

**Figure 7**  
East Elevation at 12th Street



SOURCE: David Baker Architects, and Kennerly Architecture & Planning, 2016

1629 Market Street: Case No. 2015-005848ENV

**Figure 8**  
South Elevation at Brady Square Park

**TABLE 1 PROPOSED PROJECT CHARACTERISTICS**

Proposed Use	Description	Approximate Square Feet (sf) <sup>a</sup>
<b>RESIDENTIAL <sup>b, c</sup></b>		
Building A	198 residential units	187,100 sf
Building B	136 residential units	118,300 sf
Building C	65 residential units	67,200 sf
Building D	78 residential units	74,700 sf
Colton Street Affordable Housing	Up to 107 affordable units	50,900 sf
<b>RETAIL/RESTAURANT</b>		<b>13,000 sf</b>
Building A	Floors 1 and 2 fronting Market Street and a rear portion of Floor 1 fronting Brady Street	6,600 sf
Building B	Floors 1 and 2 fronting Market Street	2,500 sf
Building C	Floor 1 fronting 12th Street	4,000 sf
Building D	—	—
<b>PLUMBERS UNION HALL</b>		<b>27,300 sf</b>
<b>OPEN SPACE</b>		<b>Residential and Publicly-Accessible Open Space <sup>d</sup></b>
<i>Residential Private and Common Open Space</i>		<b>31,600 sf</b>
	Common	<b>6,700 sf</b>
	Private – provided for 18 units	<b>1,440 sf</b>
Building A	Common – roof deck	4,600 sf
	Private – provided for 7 units	560 sf
Building B	Private – provided for 7 units	560 sf
Building C	N/A	—
Building D	Common – roof deck	1,500 sf
	Private – provided for 4 units	320 sf
Colton Street Affordable Housing	Common	600 sf
<i>Privately-owned, Publicly-Accessible Open Space</i>		<b>23,500 sf</b>
Brady Open Space	Accessible from Market, Brady, and Colton Streets	18,300 sf
Mid-block Alley	At Market Street between Buildings A and B	5,200 sf
<b>COMBINED PROJECT</b>		
Total Site Area	Area of parcels at ground level	97,617 sf (2.2 acres)
Total Publicly-Accessible Open Space	Brady Open Space and Mid-block Alleys	23,500 sf
Total Residential Common Open Space	Roof decks (Buildings A and D, Courtyard Areas)	6,700 sf
Total Vehicle Parking	Buildings A and B, Below-grade Levels 1 and 2—up to 316 spaces (some of which may include stackers), including 3 car-share spaces and 7 ADA-accessible spaces	—
Total Loading Spaces	6 on-street loading spaces; 4 off-street commercial loading spaces; 1 on-site move in/move out space (Building D)	10
Total Class 1 Bike Parking Spaces	231 spaces	—
Total Class 2 Bike Parking Spaces	42 spaces <sup>e</sup>	—

SOURCE: David Baker Architects and Kennerly Architects, September 2016.

- Square footages may not add up to the totals shown since the numbers are rounded.
- Includes amenity, circulation, and service space.
- The 477 residential units would include affordable units as required to meet on-site inclusionary requirements under *Planning Code* Section 415.
- Exact square footage for private residential open space is provided based on the 80-square-foot minimum per dwelling unit per Section 731.93 of the *Planning Code*.
- These bicycle spaces would be provided on sidewalks adjacent to the project site. The placement of the bicycle racks would comply with the San Francisco Municipal Transportation Agency (SFMTA) rack placement guidelines.

## **Open Space**

The proposed project would provide privately-owned, publicly-accessible open space with the planned 18,300-square-foot Brady Open Space at the northeast corner of Brady and Colton Streets. The BART ventilation structure would remain in place within the Brady Open Space, but would be enclosed with a sculptural art installation. In addition, the proposed project would provide a 5,200-square-foot privately-owned, publicly-accessible mid-block alley between Buildings A and B accessible via Market Street that would connect to the Brady Open Space. Buildings A and D would provide additional common open space for residents on the rooftops and in courtyards, and the Colton Street Affordable Housing building would also provide common open space in an inner courtyard, for a total of 6,700 square feet of common open space in the proposed project. In addition, Buildings A, B, and D would provide private open space in the form of 80-square-foot terraces or decks for 18 units, totaling approximately 1,440 square feet of private open space.

## **Parking, Bicycle, and Loading Facilities**

The proposed project would remove the existing curb cuts along Market, Brady, and Colton Streets and create a new approximately 19-foot-wide curb cut and garage opening on Brady Street (at Stevenson Street). The proposed project also would create a new approximately 25-foot-wide curb cut on Stevenson Street, approximately 140 feet west of the intersection of Stevenson and 12th Streets, that would provide access to the two-level vehicle parking garage located under Buildings A and B. In addition, access into Stevenson Street from 12th Street would be provided via an approximately 20-foot-wide curb cut through a sidewalk bulb out on 12th Street. The parking area under Building A would contain a total of 142 vehicle parking spaces (some of which may include the use of stackers) for residents and retail/restaurant uses, as well as the UA Local 38 building. The parking area under Building B would contain 174 vehicle parking spaces (some of which may include the use of stackers). Therefore, the proposed project would provide a total of 316 vehicle parking spaces, including seven ADA-accessible spaces and three car-share spaces.

A secure bicycle room on Level 1 of the parking garage proposed under Building A would accommodate 231 Class 1 bicycle parking spaces. In addition, 42 Class 2 bicycle spaces would be provided on sidewalks adjacent to the project site, including on Market, Brady, 12th, and Colton Street sidewalks. The placement of the bicycle racks would comply with the San Francisco Municipal Transportation Agency (SFMTA) rack placement guidelines.

The proposed project would provide on-street and on-site loading spaces. Ten loading spaces would be provided on streets adjacent to the project site for the proposed project. A 100-foot commercial/passenger loading zone (five spaces) would be provided on the west side of 12th Street, a 60-foot commercial/passenger loading zone (three spaces) would be provided on the east side of Brady Street north of Stevenson Street, and 40-foot commercial/passenger loading zone (two spaces) would also be provided on the west side of Brady Street north of Colton Street. In addition, two full-size off-street loading spaces would be provided in the parking garage under Building A, and two would also be provided in the parking garage under Building B. An on-site designated move-in/move-out loading space would also be provided adjacent to Building D.

## **Landscaping and Streetscape Improvements**

As part of the proposed project, the 29 existing street trees along Market, Brady, Colton, and 12th Streets would be retained or replaced. According to *Planning Code* Section 138.1(c)(1), the project sponsor would be

required to retain and/or plant 50 trees on street frontages adjacent to the project site.<sup>6</sup> All new and/or replacement trees on frontages adjacent to the project site would be planted in accordance with the standards set forth in *Planning Code* Section 138.1(c)(1) and the *Better Streets Plan*. If San Francisco Public Works (Public Works) determines that planting the full complement of required street trees would not be feasible due to site constraints or other reasons, the project sponsor may request a waiver to this requirement from the Zoning Administrator (*Planning Code* Section 138.1(c)(1)(C)(iii)).

### **Foundation and Excavation**

The proposed project would entail excavation to a maximum depth of approximately 30 feet to accommodate the two below-grade parking levels and foundation. Phase 1 excavation would total up to approximately 39,700 cubic yards, and Phase 2 would total up to approximately 23,700 cubic yards. The proposed project is anticipated to be constructed on a mat foundation. As discussed in the geotechnical report, impact pile driving is not anticipated as part of the proposed project.<sup>7</sup>

The central portion of the project site is located over the underground tunnels for the BART system and all of the proposed buildings are located within the BART Zone of Influence (ZOI). Therefore, the proposed project is subject to BART permit review procedures and guidelines for construction over its facilities.

### **Project Construction Phases**

The proposed project would be constructed in two phases. Phase 1 would include construction of the Colton Street Affordable Housing building, the new UA Local 38 building, and Building D, all of which would be located on existing surface parking lots. In addition, Building A, including the two-level, below-grade parking garage would also be constructed during Phase 1. The two-level, below-grade parking garage under Building B would be completed in Phase 2. Construction of Building A would entail demolition of the majority of the Lesser Brothers Building and construction of a 10-story addition behind the portion of the façade along Market Street proposed to be retained. Residents of the Civic Center Hotel would remain onsite during Phase 1 construction, as would employees of the UA Local 38 building. Following the completion of Phase 1 construction, the new buildings would be available for occupancy and current long-term residents of the Civic Center Hotel would have the opportunity to move and relocate into the new Colton Street Affordable Housing building. Phase 2 construction would entail demolition of the existing UA Local 38 building and the construction of Building B and its below-grade parking garage, and the rehabilitation of the Civic Center Hotel (Building C) into a mixed-use building with residential use over ground-floor retail/restaurant. Upon completion of the proposed project, the two garage areas under Buildings A and B would be connected and result in one garage, with access from Brady and Stevenson Streets.

### **Construction Schedule**

The construction duration for the entire proposed project is estimated to require a total of 44 months. Phase 1 would require 21 months and is anticipated to begin in March 2018, with initial occupancy anticipated to occur

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<sup>6</sup> *Planning Code* Section 138.1(c)(1) requires that for every 20 feet of property frontage along each street, one 24-inch box tree be planted, with any remaining fraction of 10 feet or more of frontage requiring an additional tree.

<sup>7</sup> Langan Treadwell Rollo, *Preliminary Geotechnical Investigation, 1629 Market Street*, July 5, 2016.

by January 2020. Phase 1 would involve demolition and site preparation (including grading and excavation) that would take approximately five months, followed by foundation and below-grade construction requiring two months, then building construction, paving, and architectural coatings would require an additional eleven months, with completion of interiors taking an additional four months.

Phase 2 of the proposed project is anticipated to begin in January 2020 and require 23 months for completion, anticipated by November 2021. Phase 2 would involve demolition and site preparation (including grading and excavation) and would take approximately six months, followed by foundation and below-grade construction requiring two months, then building construction, paving, and architectural coatings would require an additional nine months, with completion of interiors completion taking an additional four months.

## APPROVALS REQUIRED FOR THE PROPOSED PROJECT

### *Planning Commission*

- Certification of the Environmental Impact Report, and adoption of findings under CEQA.
- Adoption of findings of consistency with the *General Plan* and priority policies of *Planning Code* Section 101.1.
- Recommendation to the Board of Supervisors of an amendment to the Height and Bulk Map to change the height and bulk designation of the affordable housing portion of the project site from 40-X to 68-X.
- Recommendation to the Board of Supervisors of an amendment to the Zoning Use District Map (rezoning) to reflect the reconfigured open space parcel for the Brady Open Space.
- Recommendation to the Board of Supervisors of amendments to the Market & Octavia Area Plan including to Map 1 Land Use Districts, Map 3 Height Districts, and Policy 7.2.5 to reflect the updated proposed plan for the Brady Open Space.
- Recommendation to the Board of Supervisors of a Special Use District to reflect other Code compliance and phasing issues on a site-wide basis, such as open space and narrow street setbacks.
- Recommendation to the Board of Supervisors of a Development Agreement with respect to the project sponsor's commitment to develop supportive affordable housing as part of the proposed project and to develop and maintain the Brady Open Space.
- Approval of Conditional Use Authorization/Planned Unit Development from the Planning Commission per *Planning Code* Sections 303 and 304 to permit development of a large lot (10,000 square feet and above) and large non-residential use (6,000 square feet and above), and to provide exceptions to the *Planning Code* requirements for: rear yard, dwelling unit exposure, active street frontage, loading, and measurement of height, including adoption of the Mitigation Monitoring Reporting Program as part of the conditions of approval.
- *General Plan* referral for sidewalk widening.

### *Board of Supervisors*

- Adoption of findings under CEQA.
- Adoption of findings of consistency with the *General Plan* and priority policies of *Planning Code* Section 101.1.

- Approval of an amendment to the Height and Bulk Map to change the height and bulk designation of the affordable housing portion of the project site from 40-X to 68-X.
- Approval of an amendment to the Zoning Use District Map (rezoning) to reflect the reconfigured open space parcel for the Brady Open Space.
- Approval of amendments to the Market & Octavia Area Plan including to Map 1 Land Use Districts, Map 3 Height Districts, and Policy 7.2.5 to reflect the updated proposed plan for the Brady Open Space.
- Approval of Special Use District to reflect other *Planning Code* compliance issues on a site-wide basis, such as open space and narrow street setbacks.
- Approval of a Development Agreement with respect to the project sponsor's commitment to develop affordable housing as part of the proposed project and to develop and maintain the Brady Open Space.
- Approval of sidewalk widening legislation.

### **Department of Building Inspection**

- Review and approval of demolition, grading, and building permits.
- If any night construction work is proposed that would result in noise greater than five dBA above ambient noise levels, approval of a permit for nighttime construction is required.
- Permit to provide in-kind replacement of the 71 Single Room Occupancy units that are designated as Residential Hotel Units.

### **San Francisco Public Works**

- If sidewalk(s) are used for construction staging and pedestrian walkways are constructed in the curb lane(s), approval of a street space permit from the Bureau of Street Use and Mapping.
- Approval of a permit to remove and replace street trees adjacent to the project site.
- Approval of construction within the public right-of-way (e.g., curb cuts, bulb-outs and sidewalk extensions) to ensure consistency with the *Better Streets Plan*.
- Approval of parcel mergers and new subdivision maps.
- Recommendation of sidewalk widening legislation.

### **San Francisco Municipal Transportation Agency**

- Approval of the placement of bicycle racks on the sidewalk, and of other sidewalk improvements, by the Sustainable Streets Division.
- If any portion of the public right-of-way is used for construction staging and pedestrian walkways are constructed in the curb lane(s), approval of a special traffic permit from the Sustainable Streets Division.
- Approval of construction within the public right-of-way (e.g., bulbouts and sidewalk extensions) to ensure consistency with the *Better Streets Plan*.
- Approval of designated color curbs for on-street loading along Brady and Stevenson Streets.

### **San Francisco Public Utilities Commission**

- Approval of any changes to sewer laterals (connections to the City sewer system).
- Approval of an Erosion and Sediment Control Plan, in accordance with Article 4.1 of the *San Francisco Public Works Code*.
- Approval of post-construction stormwater design guidelines, including a stormwater control plan that complies with the City's 2016 Stormwater Management Requirements and Design Guidelines.

### **San Francisco Department of Public Health**

- Approval of an Enhanced Ventilation Proposal as required pursuant to Article 38 of the *Health Code*.
- Approval of a Dust Control Plan as required pursuant to Article 22B of the *Health Code*.
- Approval of a Work Plan for Soil and Groundwater Characterization and, if determined necessary by the Department of Public Health, a Site Mitigation Plan, pursuant to Article 22A of the *Health Code*.

## **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. These studies will assess both project-specific and cumulative impacts for all topics. 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 (see "Public Scoping Meeting" on page 21 for more details). It is anticipated that the EIR will address environmental topics including historic architectural cultural resources and transportation and circulation. Environmental impacts related to land use and land use planning, population and housing, cultural resources including tribal cultural resources, subsurface cultural (archeological) resources, and human remains, noise, air quality, greenhouse gas emissions, wind and shadow, recreation, 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 shall 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 or result in land use conflicts within the Market & Octavia Area Plan area and vicinity.

## ***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 residential displacement.

## ***Cultural Resources***

Two of the three buildings on the project site—the Civic Center Hotel at 1601–05 Market Street and the Lesser Brothers Building at 1629–45 Market Street, are considered historical resources for purposes of CEQA review. The proposed project would retain and rehabilitate the Civic Center Hotel and would demolish a majority of the Lesser Brothers Building, and would also demolish the third building, the UA Local 38 building, which is not a historical resource. The historic significance of the existing buildings and the proposed project's impacts on the two resources is the subject of a Historical Resources Evaluation (HRE) report, prepared by a qualified consultant and independently evaluated by the Planning Department's Preservation staff, who prepared a Historic Resources Evaluation Response (HREER). The EIR will summarize applicable portions of the HREER and the HRE, describe the historical resources on the project site, and identify potential impacts on these historic resources. The IS will analyze potential effects on tribal cultural resources, on subsurface cultural (archeological) resources, and on human remains.

## ***Transportation and Circulation***

The proposed project would generate new vehicle trips, resulting in additional vehicle miles traveled (VMT) 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 Impact Analysis Guidelines for Environmental Review* (October 2002) and Planning Commission Resolution 19579 establishing VMT as the appropriate transportation review standard. The study will include an analysis of specific transportation impacts and mitigation measures associated with the proposed circulation scheme and construction-period transportation and circulation impacts. The EIR will summarize the findings of the transportation impact study. The EIR impact analysis will also analyze transit conditions, traffic hazards, pedestrian and bicycle conditions, freight loading, emergency vehicle access, and transportation-related construction 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 project vicinity.

## ***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 proposed project to adversely affect nearby sensitive land 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 proposed project to result in sources of odor. The air quality analysis will include quantification of both construction-related and operational air pollutant emissions. The analysis will also summarize the results of a health risk assessment prepared to evaluate potential long-term health effects of emissions from both project construction and operation.

### ***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 of Wind will evaluate the potential to alter wind in a manner that substantially affects public areas. Based on a preliminary shadow fan analysis prepared by the Planning Department, no City parks or other publicly-accessible open space exists within the potential shadow area of the proposed project, and therefore no parks or open spaces would be affected by project shadow. The topic of Shadow will include an evaluation of the potential for the proposed project to result in shadow impacts on nearby sidewalks. In addition, for informational purposes the Shadow section will describe the potential for the proposed project to result in shadow on the project site itself, including the proposed Brady Open Space.

### ***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 supply, 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 so as to require new or physically altered facilities, the construction of which could cause significant impacts.

### ***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. Geology and Soils will also include an analysis as to whether or not the proposed project would substantially change the topography or any unique geologic or physical features of the site, or directly or indirectly destroy a unique paleontological resource or site or unique geologic feature. In addition, the analysis will also discuss plan review requirements with respect to construction atop the BART tunnels that pass beneath the project site. Specifically, because the project site is located within the BART zone of influence (ZOI), the proposed project plans would be subject to review by BART engineering, in addition to supporting documentation including but not limited to the geotechnical report, dewatering monitoring and recharging plans, a vibration monitoring plan, a foundation plan, and an excavation plan for any area within the ZOI.

### ***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 adverse 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 create a significant hazard to the public or the environment related to hazardous materials through the routine transport, use, or disposal of hazardous materials, or the emission or release of hazardous material into soils or groundwater, 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 a Full 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 MEETING

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 March 1, 2017, at 6:00 p.m. at the American Red Cross building at 1663 Market Street, San Francisco. Written comments will also be accepted at this meeting and until 5:00 p.m. on Friday March 10, 2017. Written comments should be sent or emailed to Lisa M. Gibson, Acting Environmental Review Officer, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103, or Lisa.Gibson@sfgov.org and should reference the project title and case number on the front of this notice.

**State Agencies:** If you work for an agency that is a Responsible or a Trustee Agency, 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. If you have questions concerning environmental review of the proposed project, please contact Debra Dwyer at 415.575.9031.

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.

February 8, 2017  
Date

Lisa M. Gibson  
Lisa M. Gibson  
Acting Environmental Review Officer

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