



SAN FRANCISCO PLANNING DEPARTMENT

HEARING DATE: March 16, 2016
CASE NUMBER: 2015-008685DES
TO: Historic Preservation Commission
FROM: Shannon Ferguson, Preservation Planner, (415) 575-9074
REVIEWED BY: Tim Frye, Preservation Coordinator, (415) 575-6822
RE: Community-Sponsored Article 10 Landmark District
Application for Woodward Street Historic District

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In October 2014 the Department was contacted by Sandra Camacho and Stephen Schur, both residents of Woodward Street, about the possibility of obtaining landmark designation for the Woodward Street Romeo Flats Reconstruction Historic District. This district was first documented by Planning Department staff in April 2011 as part of the Inner Mission North Historic Resources Survey (see boundary map on page 6 of attached California Department of Parks and Recreation District Record). As noted in the DPR Record:

The Woodward Street Reconstruction Historic District is a medium-scale residential enclave located along Woodward Street, a narrow one-block street near the northern edge of San Francisco's Inner Mission District. It features a largely uniform streetscape of two- to three-story Classical Revival style buildings constructed in the years immediately following the 1906 Earthquake and Fire: 14 of the 19 district contributors (74%) were constructed between 1906 and 1908, while the remaining 6 District Contributors (26%) were constructed by 1912, resulting in a consistent streetscape in terms of scale, massing, style, form, use, and materials. In addition to its association with post-1906 reconstruction, the Woodward Street Historic District represents an unusual clustering of "Romeo" flats, a building style endemic to San Francisco and constructed only in the years immediately following the 1906 Earthquake and Fire. "Romeo" flats are characterized by wide, angled bay windows, a common central stairwells providing access to individual flats (usually 4-6 units), and most prominently, the presence of open wrought-iron balconies at staggered levels of the stairwell.

The District Record concluded that the Woodward Street Romeo Flats Reconstruction Historic District was eligible for the California Register of Historical Resources under Criterion 1 for its association with post-1906 Earthquake reconstruction, as well as under Criterion 3 for exhibiting distinctive architectural characteristics associated with Edwardian era design.

In December 2014 Department staff met with Ms. Camacho and Mr. Schur, as well as other neighborhood residents, at the Casa Quezada community room at 35 Woodward Street. The purpose of the meeting was to discuss the landmark designation process, as well as the potential responsibilities and benefits of landmark designation. Department staff also agreed to provide neighborhood representatives with a template for a Landmark Designation Report.

In June 2015 Mr. Schur shared an initial draft of a Landmark Designation Report. Staff prepared brief comments on this draft, as well as a subsequent draft submitted in July 2015. Based on suggestions from staff, the attached Woodward Street Landmark Designation Report was submitted on December 8, 2015.

Initial Assessment & Recommendation

Much of the text in the Landmark Designation Report is quoted directly from the District Record prepared by Planning Department Staff in April 2011. The report also reprises the map of the district boundaries, and a table of contributors (24 buildings are located within the boundaries of the district; 19 are identified as contributors and five are identified as non-contributors). Mr. Schur included an additional table based on his own building permit research which identifies the builder (if known) for each property, as well as notes providing additional background information.

In December 2015 Department staff walked the boundaries of the proposed Landmark District (see page 5 of the draft Landmark Designation Report). A concentration of Romeo flats is located toward the southern end of Woodward Street, including a cluster of five Romeo flats in a row on the east side of the street. Conventional flats prevail toward the northern end. There are a few non-contributing buildings located along both sides of Woodward Street toward the north-central portion of the proposed district, which are somewhat intrusive to the proposed district's overall cohesion. The overall level of integrity of materials is good, with window replacement being the most commonly noted alteration.

Department staff feels it would be helpful to compare similar clusters of Romeo Flats built during the reconstruction period following the 1906 fire when evaluating the significance and integrity of the proposed Woodward Street Historic District. For example, nearby Stevenson Street between McCoppin and Duboce Avenue may better illustrate this time period and retain a higher level of integrity.

As yet, the Department has not received a formal Landmark Designation Application for the proposed district. Thus, the Department seeks input from the Commission as to whether a formal application should or should not be requested, or whether or not the proposed Landmark District merits addition to the Article 10 Landmark Designation Work Program.

Currently, the Work Program prioritizes the following:

1. *The designation of underrepresented Landmark property types including landscapes*
The proposed Woodward Street Landmark District is comprised almost exclusively of post-1906 Earthquake working class residential reconstruction. This property type is not represented by any current or proposed Landmark Districts, and relatively few individual landmarks were constructed during this period.
2. *The designation of buildings of Modern design*
The district does not contain any Modern style buildings
3. *The designation of buildings located in geographically underrepresented areas*
The neighborhood is moderately well represented by existing landmarks, including the adjacent State Armory and Arsenal at 1800 Mission Street (Landmark No. 108); the Juvenile Court and Detention Center at 150 Otis Street (Landmark No. 248); and the Sheet Metal Workers' Union Hall at 224-226 Guerrero Street (Landmark No. 150).

4. *The designation of properties with strong cultural or ethnic associations.*

None of the buildings within the proposed district have specific historical cultural or ethnic associations. However, Census research indicates that they were initially occupied primarily by first-generation Californians born to immigrant parents. Most residents were married with children, classed as White, and employed in working class occupations.

As stated above, the Department seeks input from the Commission as to whether a formal application should be requested, or whether the proposed Landmark District merits addition to the Article 10 Landmark Designation Work Program.

The Historic Preservation Commission may decide to add or not add the Woodward Street Historic District to its Landmark Designation Work Program. Whether concurrently or separately, the Commission may also ask Department staff or Ms. Camacho and Mr. Schur to provide additional information.

Attachments:

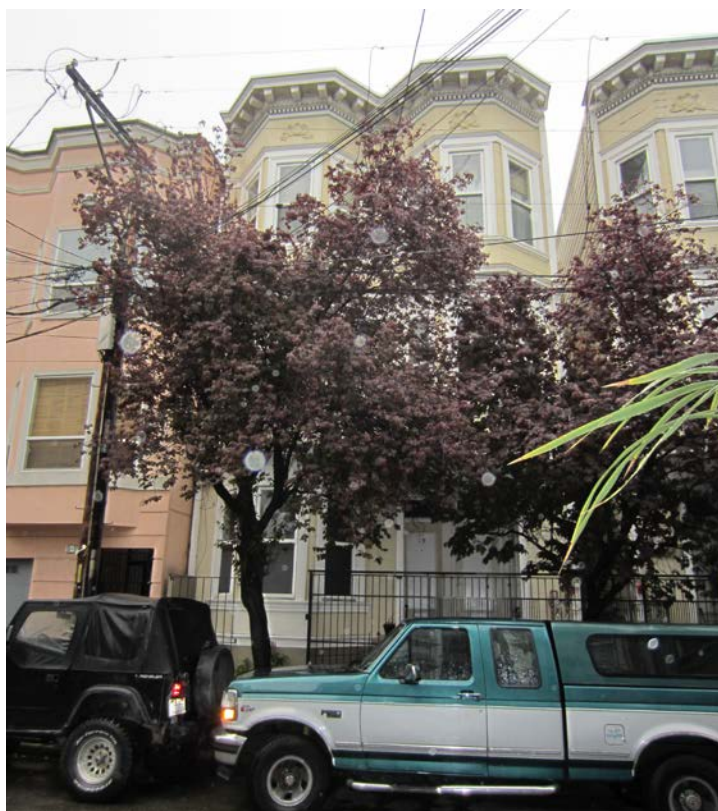
- California Department of Parks and Recreation District Record for the Woodward Street Romeo Flats Reconstruction Historic District
- Draft Woodward Street Historic District Designation Report prepared by Stephen Schur
- Letters of support



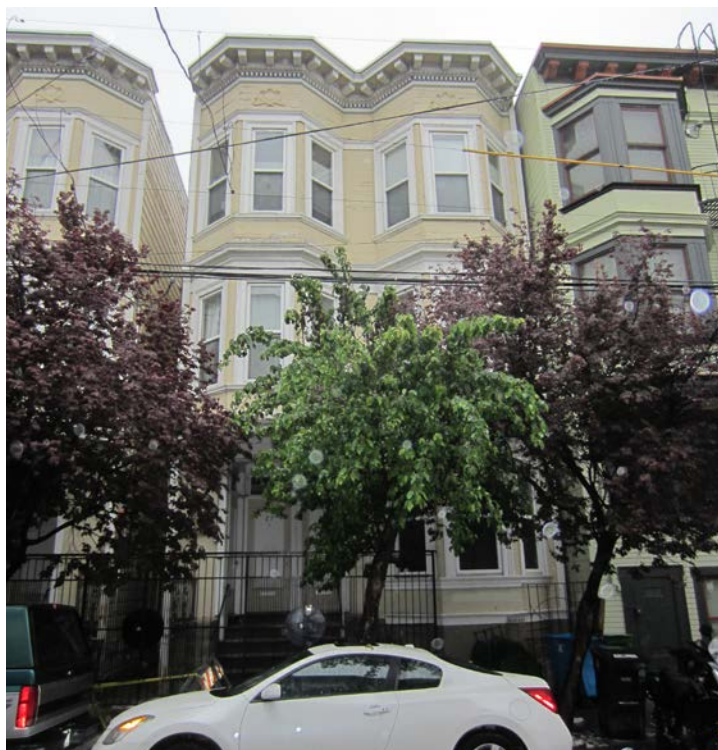
Southeast corner of Woodward Street and Duboce Avenue.



East side of Woodward Street (non-contributing).



East side of Woodward Street.



East side of Woodward Street.



East side of Woodward Street.



East side of Woodward Street (non-contributing).



East side of Woodward Street.



East side of Woodward Street (non-contributing).



East side of Woodward Street.



East side of Woodward Street.



East side of Woodward Street.



East side of Woodward Street.



East side of Woodward Street.



14th Street at Woodward Street



West side of Woodward Street.



West side of Woodward Street.



West side of Woodward Street.



West side of Woodward Street.



West side of Woodward Street.



West side of Woodward Street.



West side of Woodward Street.



West side of Woodward Street (non-contributing).



West side of Woodward Street (non-contributing).



West side of Woodward Street.



West side of Woodward Street.



Woodward Street, view north.



East side of Woodward Street, view north.



South side of Woodward Street, view north.

D1. Historic Name: None

D2. Common Name: None

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

The Woodward Street Reconstruction Historic District is a medium-scale residential enclave located along Woodward Street, a narrow one-block street near the northern edge of San Francisco's Inner Mission District. It features a largely uniform streetscape of two- to three-story Classical Revival style buildings constructed in the years immediately following the 1906 Earthquake and Fire: 14 of the 19 district contributors (74%) were constructed between 1906 and 1908, while the remaining 6 District Contributors (26%) were constructed by 1912, resulting in a consistent streetscape in terms of scale, massing, style, form, use, and materials. In addition to its association with post-1906 reconstruction, the Woodward Street Historic District represents an unusual clustering of "Romeo" flats, a building style endemic to San Francisco and constructed only in the years immediately following the 1906 Earthquake and Fire. "Romeo" flats are characterized by wide, angled bay windows, a common central stairwells providing access to individual flats (usually 4-6 units), and most prominently, the presence of open wrought-iron balconies at staggered levels of the stairwell. On occasion, the stairwell is enclosed, with fixed windows providing light and ventilation. Within the Woodward Street Reconstruction District, 10 of the 21 contributing buildings (51%) are Romeo flats. *(Continued on Page 2.)*

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

The boundary of the historic district encompasses all properties along both sides of Woodward Street, with the exception of the lot that is located at the southwest corner of Woodward and 14th Streets, and the two lots that are located at the northwest corner of Woodward Street and Duboce Avenue. *(See map on Page 6.)*

***D5. Boundary Justification:**

The boundary of the historic district contains a coherent grouping of thematic contributors, while excluding non-contributors (altered properties and non-thematic properties) to the extent feasible. In the areas immediately surrounding the historic district, fewer than half of the properties are considered both thematic and intact.

***D6. Significance:** **Theme:** Post-Fire Rebuilding; Edwardian-Era Architecture **Area:** Inner Mission North, San Francisco
Period of Significance: 1906-1912 **Applicable Criteria:** California Register of Historical Resources Criteria 1 & 3
(Discuss district's importance in terms of its historical context as defined by theme, period of significance, and geographic scope. Also address the integrity of the district as a whole.)

Criterion A: The historic district is eligible for listing in the California Register of Historical Resources under Criterion 1 at the local level, because it is associated with events that have made a significant contribution to the broad patterns of local or regional history. The historic district contains buildings that are significant because they are the products of the major rebuilding efforts that occurred within vast destroyed areas of the Inner Mission North and in San Francisco after the earthquake and fires of April 1906. In the years and decades that followed the disaster, which involved citywide upheavals and socioeconomic reorganization, San Francisco was entirely reconstructed and up-built in a manner that was unprecedented in scope and pace. The development of this residential alley enclave is directly associated with this period of post-fire reconstruction.

Criterion C: The historic district is eligible for listing in the California Register of Historical Resources under Criterion 3 at the local level, because it embodies the distinctive characteristics of type, period, region, and methods of construction, and it possesses high artistic values. The historic district exhibits architectural value that is expressive of San Francisco's "Edwardian" era. During this period, which included the post-fire rebuilding and up-building of San Francisco, the Inner Mission North was reconstructed in mostly uniform, Beaux Arts-influenced architectural styles. The historic district includes excellent examples of: Classical Revival (or Roman Revival), which predominates; Mission Revival; Craftsman; as well as local variants that combined stylistic elements. *(Continued on Page 7.)*

***D7. References** (Give full citations including the names and addresses of any informants, where possible.): *(See Page 13.)*

***D8. Evaluator:** Mary Brown, Preservation Planner (edited by Matt Weintraub) **Date:** April 2011
Affiliation and Address: San Francisco Planning Dept., 1650 Mission St, Ste. 400, San Francisco, CA 94103-2479

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***D3. Detailed Description:** *(continued from Page 1)*

Buildings within the district are semi-attached, between two and three stories in heights. They are built to the full width of their lots and abut the front property line and are often fronted by small street trees. The majority are three- to six-unit residential flats. Nearly all of the buildings on Woodward Street are wood balloon-frame, clad with wood siding (typically channel drop or flush) and are capped with flat roofs. Lots on the west side of Woodward Street are generally 25 x 65 feet, while lots on the east side are slightly deeper, generally measuring 25 x 70 feet. All lots on Woodward Street have a depth much shallower than the 25 x 100 foot lots commonly found in the Mission District. Three lots in the district have street frontages between 50 and 100 feet.

Woodward Street is one of three interior streets located within the larger block bounded by Duboce Avenue to the north, Mission Street to the east, 14th Street to the south, and Valencia Street to the west. Woodward Street is a narrow, 22-foot wide street with 9-foot sidewalks used primarily by its residents. Very little vehicular through-traffic enters Woodward Street; however, its boundary streets are now major traffic thoroughfares. Duboce Avenue is a major traffic arterial featuring a raised section of Central Freeway (Highway 101) as well as an 80-foot street level right-of-way beneath it. This widened surface-level road moves seven lanes of two-way traffic plus curbside parking. 14th Street is a one-way eastbound neighborhood-serving street with two lanes of moving traffic plus curbside parking.

The Woodward Street Reconstruction Historic District is an unusually cohesive residential enclave set within an area of disparate land uses. Across 14th Street, at the southern boundary of Woodward Street, is the Mission Armory, an imposing Moorish-style clinker brick fortress built in 1912. The armory (San Francisco Landmark No. 108) encompasses its entire 240 by 286 square foot lot. The western boundary of the district abuts a parking lot, a Greek Orthodox Cathedral, and 1920s-era brick industrial buildings. To the east is a mixed-use block of Classical and Mediterranean Revival flats, a gas station, and industrial warehouses. Included within the District are five non-contributing buildings constructed outside of the 1906-1912 Period of Significance; these non-contributors are generally compatible in terms of use and scale.

Character-Defining Visual Characteristics

The visual characteristics of the overall historic district include but may not be limited to:

- The early 20th century, Edwardian-era architectural styles that are uniformly applied throughout the historic district, as well as local variations that combine stylistic influences.
- The generally consistent form, scale and massing of structures: mostly two to three stories in height; rhythmic bay windows; and matching floor levels that allow larger and smaller buildings to relate to each other.
- The urban development pattern that maximizes utilization of street frontages, minimizes setbacks at front yards and side yards, provides ground floors that are designed for pedestrian access, and results in mostly unbroken streetscapes.
- The distinctive layout of buildings around an alley-street that forms a residential enclave in the subdivided, square city block, which is characteristic of neighborhood development in the Inner Mission North.

The visual characteristics of individual contributing properties include but may not be limited to:

- Architectural styles and/or types, including: Classical/Roman Revival (columns/pilasters; pediments/porticos; boxed eaves with cornices, dentils, modillions, frieze bands); Mission Revival (wood and/or smooth stucco facing; Spanish tile accents; overhanging sloped roofs; curved parapets); and Craftsman (brick/clinker-brick base; box bay windows; divided-light upper sash; overhanging eaves with knee-braces and/or exposed beams/rafters); as well as examples of vernacular construction that represent the historical period (such as small residential buildings that were constructed during the early post-fire period).

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- Height, form and massing, which is generally consistent, but that may vary among individual structures, including: heights from two to three stories, façades with bay windows; and unbroken horizontal rooflines.
- Cladding materials, which are predominantly wood (including cove/shiplap siding, flush siding, and/or shingles), and which also includes stucco as a secondary facing material, with brick and/or cast stone bases.
- Entrance/fenestration patterns that are orderly and symmetrical, and which utilize wood doors, wood windows (typically double-hung; may also be casements), and bay windows (typically angled; may also be square and/or rounded).
- Ornamentation and detailing, which typically include: wood cornices and trim; wood surrounds at entrances and windows; porticos, hoods, and/or entablatures; cast plaster ornament applied to flat façade surfaces; and other features such as patterned wood shingles, Spanish tile accents, and rafters/vigas.
- Rooflines, which usually terminate in horizontal entablatures, but which may also include shaped parapets.

Woodward Gardens

Woodward Street is named after Woodward's Gardens, a private "pleasure garden" that occupied the southern two-thirds of the block from 1868 to 1893. The site of Woodward's Gardens is State Historic Landmark #454.

Prior to widespread residential and commercial development, the Mission District was known for its numerous recreational facilities, beer halls, resorts, and pleasure gardens. One of the earliest resorts, The Willows, was located on Mission Street between 18th and 19th Streets. Odeum Gardens, another early resort, was located at 15th and Dolores Streets. At six-acres, the largest attraction was Woodward's Gardens which featured museums, conservatories, ponds, auditorium, zoo, and other amusements. The opening of Woodward's Gardens heralded a shift from the rowdy and bawdy Gold Rush resorts and roadhouses to family-oriented entertainment. The Gardens displayed exotic live animals, replicas of European artworks, and other attractions that appealed to the growing middle-class population. The original Woodward's Gardens occupied the lower two-thirds of the block bounded by Duboce Avenue and Valencia, Mission, and 14th Streets. The gardens eventually expanded south to 15th Street; a pedestrian tunnel underneath 14th Street connected the sections.

Woodward's Gardens, however, did not cover the entire block – at the north end, on Ridley (Duboce Avenue) numerous structures directly abutted the Gardens. According to the 1889 Sanborn Fire Insurance Map, these properties featured scattered buildings including a dwelling, vacant lots, outbuilding and a stable. Buildings in the larger block bounded by Valencia, Ridley (Duboce), Mission, and 14th Street included small-scale one- to two-story dwellings, three laundries, outbuildings, stables, and at least one commercial building, all of which abutted the Woodward's Garden pleasure ground.

By the 1880s, competition from the newly opened Golden Gate Park and other pleasure grounds led to a decrease in popularity and attendance at Woodward's Gardens and it was largely dismantled in 1893. The remaining structures from the gardens were destroyed in the fire of 1906.

By 1899, several major changes in both use and name had occurred. Ridley Street was renamed Hermann Street (and later renamed Duboce Avenue), Woodward's Gardens was closed and a street bisected the site of the former gardens. Originally called Jessie Street and later renamed Woodward Street, the new narrow street opened the interior of the block up subdivision and residential development. The 1899 Sanborn map shows that approximately half of the lots facing Woodward Street contained construction, including: 10 two-story over basement residential flats building on Woodward Street; a College of Physician's and Surgeons campus that was under construction at the northwest corner of Jessie (Woodward) Street at 14th Street; and a one-story sculptor's studio at the northeast corner.

After the closing of the Gardens, the Museum building – formerly the residence of R.B. Woodward – was converted into residential flats fronting on Jessie (Woodward) Street. That building was destroyed by the fires of April 1906, and

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irregular lot lines at 55 Woodward Street denote its former location. The only other physical remnant of Woodward's Gardens – the Pavillion, which was possibly still open at that time – was located a block away on Valencia Street.

Romeo Flats

Endemic to San Francisco, the "Romeo" flats building type was a common building type of the post-1906 reconstruction era, that contributed to the densification of San Francisco. "Romeo" flats are multi-unit (usually six units, occasionally four units) residential buildings characterized by an interior stairwell in the center bay that divides the façade vertically. There are two types of stairwells. The most common stairwell, and one that earned the building type its moniker, is open to the elements and features a wrought iron railing at the staggered balconies. The second type of stairwell does not contain balconies; it is enclosed and features a central window, with a range of detailing, at the staggered landings. "Romeo" flats feature Classical Revival features including columned entries and porticos, symmetrical entryways, pedimented hoods, and cornices adorned with block modillions.

"Romeo" flat buildings are generally three-stories over raised basement (or two-stories, if a four-unit building) built out to the front property line. The buildings are usually massive in scale and often occupy a significantly larger percentage of the total lot area than the buildings destroyed in the 1906 disaster. The units flanking the central stairwell are small and narrow, providing a space suitable for bachelors or small families. Siding is commonly flush wood or rustic channel drop.

Concentrations of "Romeo" flats are found in areas of San Francisco most impacted by the 1906 fire and subsequent reconstruction including the Mission District, South of Market area, Western Addition, Hayes Valley, and North Beach. "Romeo Flats" along Woodward Street were constructed from 1906-1908, while in the larger Inner Mission North survey area, "Romeo" flats were constructed up until 1912.

Designed to house large numbers of people on a single lot, "Romeo" flats came under increased scrutiny and criticism by housing reformers by 1909, particularly in North Beach. The building's footprint often resulted, even on Woodward Street, in buildings that covered nearly the entire lot, resulting in limited light and airflow. Reformer's argued that Romeo flats were technically tenements, yet due to technicalities, were able to evade requirements of the tenement housing law (such as a ten-foot open space requirement at the rear of buildings). An article in the *San Francisco Chronicle* (1909) noted that:

"There is much feeling on the part of those interested in this movement for better accommodations with more air and light for those of the poorer classes who are forced to herd together in the tenements which masquerade under the name of "flats." It is felt that while the letter of the law is being to some extent observed, the spirit is certainly being violated. It is pointed out that the object of the law was to give better accommodations to those who are obliged to occupy cheap apartments, and that this object is nullified by the erection of houses which, by a slight alteration in the entrances, are withdrawn from the tenement house class."

However, it should be noted that North Beach and the Telegraph Hill area, not the Mission District, were the primary targets of housing reformers, and that census analysis of the first "Romeo" flats on Woodward Street reveals working-class residents, with family sizes appropriate for these smaller-scale dwelling units. As noted by architectural historian Michael Corbett, flats and "Romeo" flats were considered desirable places to live; Corbett quotes a 1908 article in the *San Francisco Call*: "These buildings...are built after the best patterns, stout, substantial, neat, modern in every detail and of a pleasing appearance to the eye.... These buildings are rented or leased or bought long before their completion is an assured fact because they are good investments." Several Romeo flats on Woodward Street feature elaborate ornamentation, including Palladian windows.

Citywide construction of "Romeo" flats was phased out by 1910, the result of campaigns by social reformers to improve the sanitary conditions of what they considered to be tenement buildings. Limits introduced in 1909 included limiting the floor-area-ratio to 90% of corner lots and 70% of mid-block lots and minimum front set-backs.

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Contributors

The coherence of the Woodward Street Reconstruction Historic District relies upon the existence of its contributing properties. Contributors to the California Register of Historical Resources (CRHR)-eligible historic district are properties that collectively convey associations with the significant historic theme of reconstruction following the 1906 disaster and therefore have assigned California Historical Status Codes (CHRSC) ratings of "3CD".

The following list includes information for the 19 contributing properties located within the Woodward Street Reconstruction Historic District:

APN	Address	Street	Year Built	CHRSC	Property Type	Style
3532/012A	320-326	14 th St.	1908	3CD	Mixed-Use	Classical Revival
3532/043	14-18	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/044	22	Woodward St.	1912	3CD	Flats	Classical Revival
3532/049	48-52	Woodward St.	1908	3CD	Romeo Flats	Classical Revival
3532/050	54-56	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/051	58-60	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/052	64-68	Woodward St.	1908	3CD	Flats	Classical Revival
3532/053	70-74	Woodward St.	1910	3CD	Flats	Classical Revival
3532/054	76-80	Woodward St.	1910	3CD	Flats	Classical Revival
3532/055	82	Woodward St.	1912	3CD	Flats	Classical Revival
3532/056	85-87	Woodward St.	1908	3CD	Romeo Flats	Classical Revival
3532/056A	81-83	Woodward St.	1908	3CD	Romeo Flats	Classical Revival
3532/057	75-77	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/058	71-73	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/059	65-69	Woodward St.	1906	3CD	Romeo Flats	Classical Revival
3532/060	55-63	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/062	43-47	Woodward St.	1907	3CD	Flats	Classical Revival
3532/064	35-37	Woodward St.	1907	3CD	Residential Hotel	Classical Revival
3532/065	25	Woodward St.	1907	3CD	Flats	Classical Revival
3532/065A	19-23	Woodward St.	1907	3CD	Flats	Classical Revival
3532/067	1	Woodward St.	1911	3CD	Apartments	Spanish Colonial Revival

Non-contributors

The following list includes information for the five non-contributing properties located within the Woodward Street Reconstruction Historic District:

APN	Address	Street	Year Built	CHRSC	Property Type
3532/048	40	Woodward St.	1963	6Z	Ancillary
3532/061	53	Woodward St.	1968	6Z	Apartment
3532/063	39	Woodward St.	1987	6Z	Apartment
3532/071	34	Woodward St.	1928	6Z	Commercial
3532/093	15-17	Woodward St.	1997	6Z	Apartment

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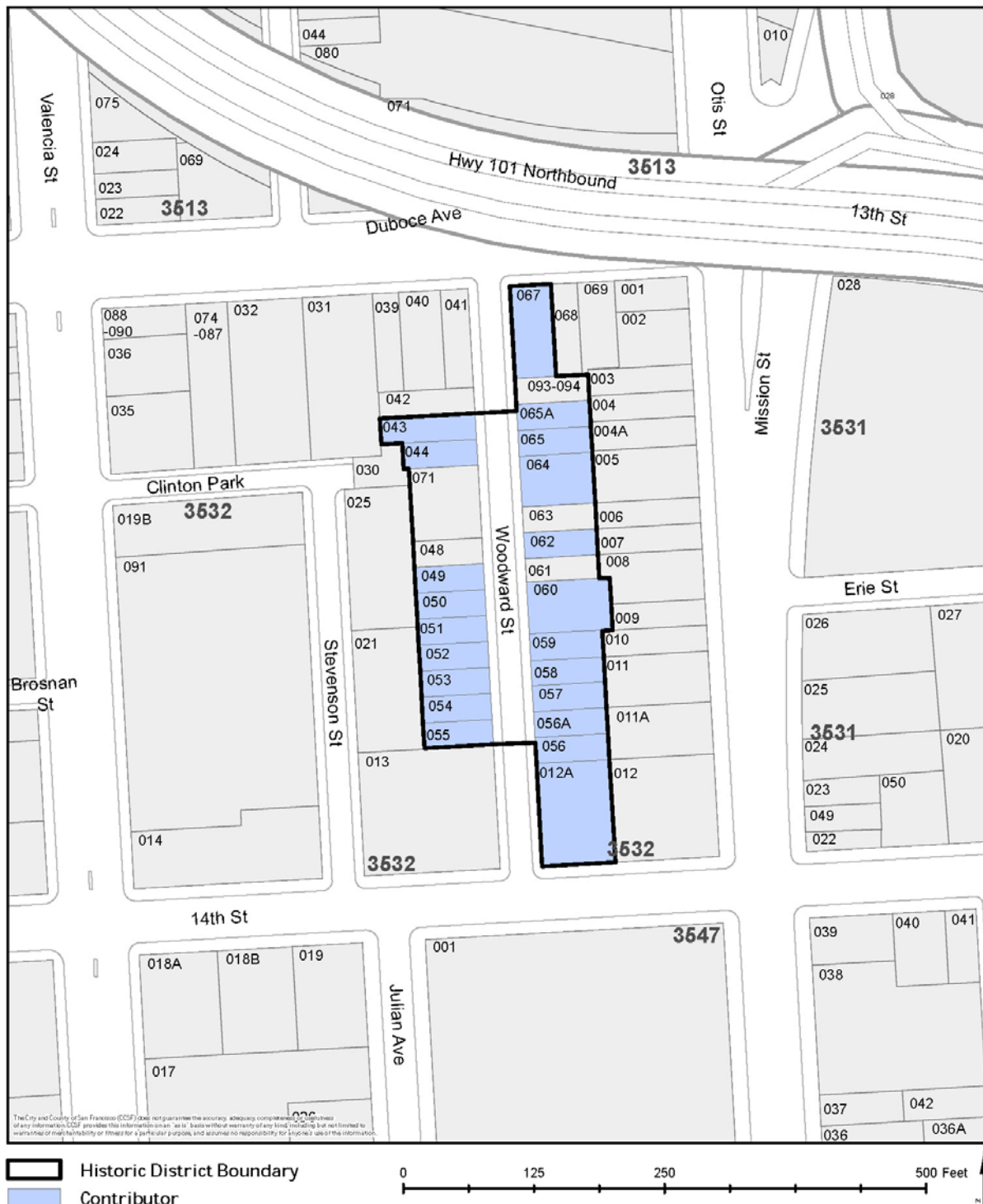
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*D4. Boundary Description: (continued from Page 1)

Boundary Map

Properties are labeled with Assessor block numbers and lot numbers for identification purposes.



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***D6. Significance:** *(continued from Page 1)*

The historic district, a significant and distinguishable entity, qualifies for assignment of California Historical Resource Status Code (CHRSC) of "3CS" ("Appears eligible for CR [California Register of Historical Resources] as an individual property through survey evaluation") according to the California State Office of Historic Preservation Technical Assistance Bulletin #8.

Historical Context

After the Inner Mission North was destroyed by the earthquake and fires of April 1906, the initial "relief" phase, which extended into 1908, was characterized by small ad hoc cottages and shacks that provided immediate, temporary shelter for the desperate refugee population. The second phase of "rebuilding" involved the construction of permanent replacement structures, which in some instances began immediately after the 1906 disaster, and in other instances continued well into the 1910s. Within the historic district, which is part of the most urbanized area of the Inner Mission North, only a very few small, plain buildings remain intact from the early "relief" era. Most of the extant buildings represent the permanent "rebuilding" period, during which substantial multiple-story structures were erected to replace either destroyed buildings and/or the earliest temporary structures.

The historical context of the 1906 earthquake and the post-fire period of rebuilding and recovery in the Inner Mission North is further established in the following sections, which is largely excerpted from the San Francisco Planning Department's National Register of Historic Places Multiple Property Documentation Form (NPS Form 10-900-b), *Historic Neighborhoods of the Mission District, San Francisco, California*, which was adopted by San Francisco Historic Preservation Commission Motion No. 93 on November 17, 2010.

1906 Earthquake and Fire

The great earthquake of April 18th, 1906, and the citywide fires that followed, were defining for the Mission District, as for all of San Francisco. While the earthquake itself destroyed mostly brick structures and buildings that stood on filled land, it also started dozens of major fires, most of them in the densely crowded South-of-Market area of tenements and industry. Firefighting was hampered by broken water mains, and the fires spread and merged uncontrolled, feeding on the primarily wood building stock. The ensuing conflagration, whose severity was compounded by numerous tactical errors on the part of city officials and army commanders, utterly consumed four-fifths of San Francisco, including approximately 28,000 buildings, over the next three days. Thousands of lives were lost. "The flames ravaged the financial district, the downtown commercial center, much of the industrial sector, and the city's most densely populated residential neighborhoods north and south of Market. The economic and social core of the west's greatest metropolis was in ruins."

During the second night of disaster, the conflagration moved into the Mission District from the north, where two separate firestorms, the South-of-Market blaze and the Hayes Valley "ham-and-eggs" fire, had combined. As the flames spread through the Inner Mission North, firefighters in charge of protecting the working-class area (including City employees, National Guard, and private citizens – not the Army, which focused its efforts north of Market Street) adopted a containment strategy. They managed to establish and hold eastern and western firebreaks along two wide boulevards, Howard and Dolores Streets, while the wall of flames continued southward and preparations were made in advance for a southern firebreak.

The achievement of the western firebreak along Dolores Street involved an infantry of volunteer citizens and refugees from the Mission Dolores neighborhood. They raided old wells and dairies for liquids, beat back flames with wet blankets, and patrolled rooftops to extinguish sparks and embers in order to prevent the fire from spreading west of Dolores Street. In doing so, they also protected the Mission Dolores chapel, whose sturdy redwood beams and solid construction had ridden out the temblor intact. The timely arrival of additional City firefighters and the discovery of an intact reservoir and hydrant at 20th and Church Streets also proved critical to holding the line at Dolores Street.

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Valencia Street lay in ruins one day after the 1906 earthquake. View north towards 18th Street. When this photograph was taken, the firestorm was visibly approaching from the north, and apparently it had already reached the next block. All of the buildings shown in this photograph burned within hours, as seen in the photograph to the right. Courtesy of the San Francisco Public Library Historical Photograph Collection (Photo Id# AAC-3549).



Valencia Street in the aftermath of the 1906 earthquake and fires. View north from approximately the same location as in the photograph to the left. There was total destruction of structures, roads, transit lines, and utility lines. Courtesy of the San Francisco Public Library Historical Photograph Collection (Photo Id# AAC-3252).

On the eastern side of the Inner Mission North, pioneer settler and capitalist John Center was credited with saving the neighborhood. During the late 19th century, Center had built the John Center Water Works, including water tanks with 125,000-gallon capacity located on the blocks bounded by Folsom, Shotwell, 15th and 17th Streets. While the water works functioned as a commercial enterprise, supplying water to nearby residences, John Center's objective was also fire prevention. In 1906, when the South-of-Market fires approached, Center's water works was used successfully to buffer the flames around his home and neighborhood, and to create an eastern firebreak that shifted from Shotwell to Howard to Capp Streets. During the event, John Center's nephew George L. Center directed firefighters and provided knowledge of private water mains.

As the eastern and western lines held, firefighters scrambled to prepare a southern firebreak at 20th Street ahead of the conflagration. Dynamite was used to take down large buildings on the north side of the street, and men and horses pulled others down with ropes. In addition to the hydrant at 20th and Church Streets, water was found in a cistern at 19th and Shotwell Streets. This allowed firefighters to employ a pincer-like attack on the wall of flames and to hold the firebreak at 20th Street. After three days of citywide destruction, the fire's advance was finally halted in the Mission District, though not before approximately 30 blocks in the Mission were leveled (out of a total citywide of more than 500 blocks). Just as the citywide firestorm had wiped out the core of San Francisco, leaving a broken ring of surviving outlying neighborhoods, the Mission District fires had carved out the oldest and most crowded area of the Mission, the Inner Mission North, while leaving untouched neighborhoods to the south, east, and west.

Rebuilding and Up-building

The rebuilding of San Francisco in the aftermath of the 1906 earthquake and fires was unprecedented in scope and effort. Rebuilding required clearing of approximately four square miles of absolutely devastated urban landscape (involving temporary installation of debris-carrying rail-cars through city neighborhoods), repair of broken utilities, transit lines, and roads, and total replacement of burned structures and neighborhoods. All of this was accomplished and more, without central plan or control, by private citizens, businesses, and city government. In *The Earth Shook, the Sky Burned*, Bronson celebrated the physical reconstruction of the city as a victory for character, efficiency, and technology:

"And the job was not only done, but it was done faster and better than anyone thought possible. In three years, almost all of the burned area was rebuilt... In 1909, more than half of America's steel and concrete buildings stood in San Francisco. In three years, the assessed valuation of the City was half again as much as it had been before the fire. Twenty thousand buildings – bigger, stronger, more

*Recorded by: San Francisco Planning Department

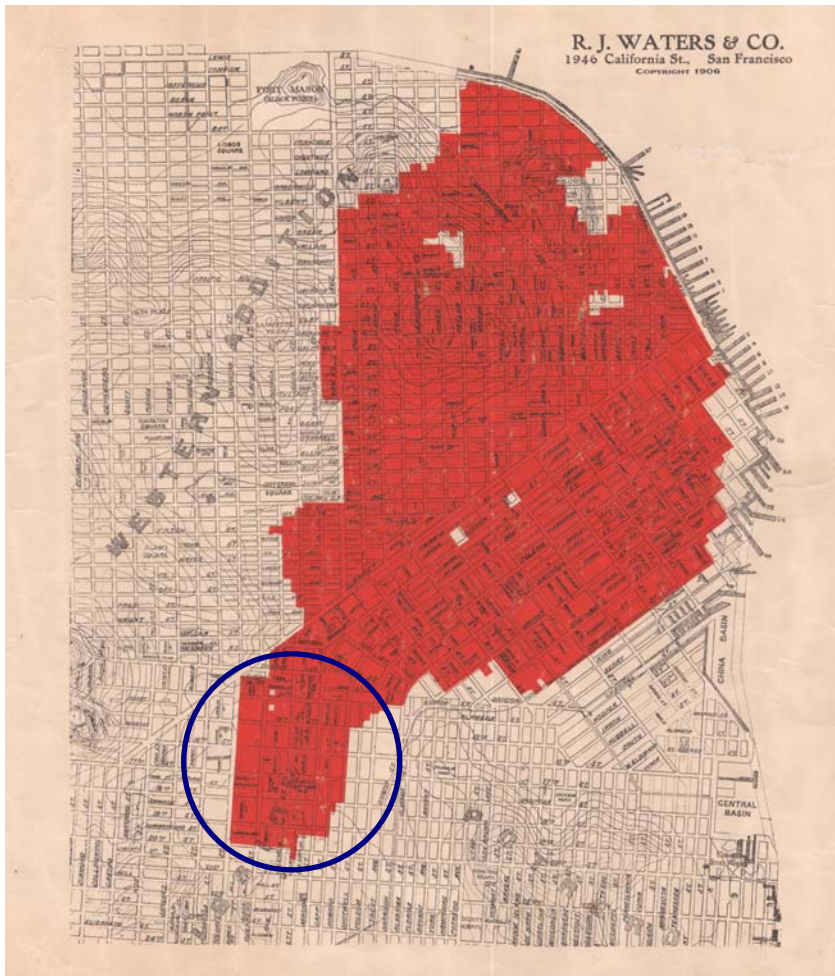
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modern than the 28,000 which went up in smoke – had been finished in that space and time.” (Pages 178-179)

In the burned area of the Inner Mission North, at least 600 buildings were constructed from the summer of 1906 through 1908, which was the peak of rebuilding activity citywide. From 1909 until the beginning of World War I, as building activity gradually tapered off, another 400 or so buildings were erected in the neighborhood. Complete reconstruction of the Inner Mission North took longer than for that of downtown and its nearby residential neighborhoods, due in part to politics and business, which dictated that restoration of the downtown core was highest priority. Also, working-class and/or immigrant citizens experienced difficulties and delays in obtaining insurance claims. In many cases, insurance pay-outs ultimately could not cover costs of rebuilding and owners were forced to sell their properties to speculators and commercial builders. A decade after the fire swept through the neighborhood, there remained more undeveloped and underutilized land in the Inner Mission North than there had been before the fire.



The physical rebuilding of San Francisco and the Inner Mission North involved “upbuilding,” a process of constructing larger structures with more units to replace those that had been destroyed. The upbuilding of the Mission was related to a lucrative rental market for permanent housing following the disaster, which prompted rebuilding at higher density. Post-fire residential buildings were taller, bulkier, and covered more of their lots so that front and side yards were reduced or eliminated. In the Inner Mission North, where single-family dwellings and two-family flats had dominated the formerly suburban neighborhood before the fires, the post-fire upbuilding resulted in a mostly three to six-unit housing stock, built cheek-to-jowl and forming solid blocks of urban streetscape. Overall, the upbuilding and the greater population density of the Inner Mission North changed the neighborhood character from suburban to urban, as indicated by Godfrey in *Neighborhoods in Transition*: “The housing shortage in the city encouraged the development of increased densities in the Mission...[V]acant lots were developed, often with higher-density flats and apartment buildings, to house refugees from ravaged areas...This lowered the social standing of the district, making it a more strictly working-class area.” (Page 146)

Map of San Francisco showing as shaded the vast area that was destroyed by the firestorm of 1906, and that was reconstructed in phases during the years and decades that followed. The circled outline indicates the northern portion of the Mission District that was destroyed by fires and that was rebuilt. Residential reconstruction in the Inner Mission North was mostly completed during the 1910s, while reconstruction of the Mission District’s commercial corridors continued through the 1920s.

In the first year or so after the disaster, while building materials, labor, and capital were scarce, many owner-builders endeavored to construct small, plain single-family cottages just large enough to provide basic shelter. These small vernacular dwellings were

usually intended as temporary housing solutions; many were replaced with larger residential buildings within a few years, while others were retained at the backs of lots and multiple-family housing was constructed in front. More rarely, some

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property owners in the Inner Mission North bucked the trend of upbuilding and rebuilt permanent, full-size single-family houses, some of them architect-designed, rather than convert their land to rental housing.

While post-fire buildings were essentially larger, more crowded versions of the wood boxes that had been built for decades, their façades revealed clear shifts in architectural tastes that occurred around the turn of the century. Post-fire row-house construction uniformly incorporated Beaux-Arts-influenced architecture that emphasized formal classicism over the riotous decoration and textures of the late Victorian era. Post-Victorian-era architecture was described by Alexander and Heig in *San Francisco: Building the Dream City*:

"Generally referred to today as 'Edwardian,' these buildings loosely followed the Roman Revival Style popular in the city just before 1906. Completely of frame construction, their first floors are generally given a veneer of yellow or Roman brick. The finer examples have a columned entrance, sometimes with marble steps and paneling, and perhaps leaded, beveled glass in the front door and side panels. Above the first floor are rows of curved bay windows whose large glass panes are also curvilinear, especially at corners. The heavy roof lines are turned out with modillions and cornices, and any stray door or window handsomely ornamented with pilasters and consoles, in the approved Roman Revival style." (Page 362)

In addition to these more fully developed examples of Edwardian-era architecture, plainer and less expensive versions were built in the Mission. Workingman's Edwardians featured slanted bay windows rather than curved; cast stone bases rather than brick; simple cornice details such as "block" modillions; and fewer façade details. Waldhorn and Woodbridge's *Victoria's Legacy* provided this alternate description of similar building stock:

"Edwardian buildings are two to three stories high with flat roofs and shallow cornices made up of small, flat brackets with rows of molding underneath, usually dentils and egg and dart. The bay windows are the three-sided slanted variety, although buildings on corner lots often have a rounded corner bay. Some Edwardians have exterior stairs forming a series of balconies in the center of the front of the building; apartments in this type of Edwardian were called "Romeo" or "Romeo and Juliet" apartments because of the balconies..." (Page 205)



Guerrero Street in 1928. View north towards 14th Street. All of the buildings that appear in the photograph were constructed to replace properties destroyed in the 1906 fires. Courtesy of the San Francisco Public Library Historical Photograph Collection (Photo Id# AAB-3941).



Valencia Street in 1927. View south towards 16th Street. All of the buildings that appear in the photograph were constructed to replace properties destroyed in the 1906 fires. Courtesy of the San Francisco Public Library Historical Photograph Collection (Photo Id# AAB-5930).

Within the fire zone, the massive reconstruction effort over a short period of time generated swaths of remarkably consistent, early 20th-century architecture. Stylistic variations occurred, though standard façade layouts and building plans dominated. In addition to Roman Revival-derived architectural styles, other popular styles included: Mission Revival, which substituted classical features for Spanish tile accents and bell-shaped parapets; Craftsman with clinker-

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brick bases, boxy window bays, and bracketed eaves; and later Queen Anne, which was classically-influenced and featured ornament that was toned down from late 19th-century versions. Some builders expanded the Edwardian-era lexicon by artfully combining features of different styles such as Craftsman and Mission Revival, or Classical Revival with Moorish influence.

Integrity

The historic district and its contributing properties retain integrity of historic physical condition such that they convey relationships to the historic period of significance. Few alterations have occurred to contributing properties within the historic district. Contributors retain most or all of the aspects of integrity, as discussed further in the following analysis.

Location

Location is the place where the historic property was constructed or the place where the historic event occurred. Contributors are located on the sites of properties that were destroyed by the earthquake and fires of 1906. Contributors were either constructed at those locations or, in some cases, moved to those locations during the post-fire reconstruction, which is also an important facet of the post-fire era. Therefore, integrity of location is retained.

Design

Design is the combination of elements that create the form, plan, space, structure, and style of a property. Contributors exhibit architectural designs that are closely associated with Edwardian-era development patterns and the period of post-fire reconstruction. Contributors includes characteristics such as styles, spatial arrangements, proportion, scale, ornamentation and materials that relate to each other in ways that reflect historic functions and technologies as well as aesthetics. Some contributors have experienced alterations to design that have achieved significance in their own right. For the historic district as a whole, design includes the way in which buildings, sites, and structures are related, including the spatial relationships between buildings, the visual rhythms in streetscapes, and the layouts of walkways and roads. Therefore, integrity of design is retained.

Setting

Setting is the physical environment of a historic property, and it refers to the character of the place in which the property played its historical role. Contributors exist in the same basic physical conditions under which they were built and functioned, including: topography; block and lot layout; street design; neighborhood composition of commercial retail corridors and residential enclaves; relationships between buildings; and relationship of the historic district to nearby areas. Therefore, integrity of setting is retained.

Materials

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. Contributors retain the majority of exterior, visible materials that were used to in the historic construction, ornamentation, and/or improvement of buildings during the period of significance. Some contributors have experienced alterations to materials that have achieved significance in their own right. Therefore, integrity of materials is retained.

Workmanship

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. Contributors display evidence of artisans' labor and skill in constructing and/or altering buildings, as expressed in vernacular methods of construction and plain finishes, as well as in highly sophisticated configurations and ornamental detailing. The workmanship of contributors furnishes evidence of the technology of crafts, illustrates the aesthetic principles of the historic period, and reveals individual, local, regional, and national applications of both technological practices and aesthetic principles. Examples of workmanship in historic buildings include tooling, carving, painting, graining, turning, and joinery. Therefore, integrity of workmanship is retained.

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Feeling

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time, which results from the presence of physical features that, taken together, convey the property's historic character. Contributors retain historic design, materials, workmanship, and setting that cumulatively relate the feeling of the early 20th century. Therefore, integrity of feeling is retained.

Association

Association is the direct link between an important historic event or person and a historic property. Contributors retains association by virtue of being located in the place where the significant historic events and activities of post-fire reconstruction occurred, and by virtue of being sufficiently intact to convey that relationship to an observer. Therefore, integrity of association is retained.

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***D7. References:** *(Continued from Page 1)*

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WOODWARD LANDMARK DISTRICT Designation Report



Prepared for the Historic Preservation Commission
December 8, 2015

Woodward Landmark District

19 Buildings

Built: 1906-1912

Builders: W. Bradreek, T. Bulteworte, R. Burns, M. Eibugh, O. Franenesi, F. Kern, J. Hofmeister, S. Kress, Leffert & Murrey, T. Lutgo, J. Ruegg, B. Stone, J. Struven

Overview

The proposed Woodward Landmark District (“the district”) is a medium-scale residential enclave located along Woodward Street, a narrow one-block street near the northern edge of San Francisco’s Inner Mission District. The district is significant as a consistent example of the major rebuilding efforts that occurred within vast destroyed areas of the Inner Mission North after the earthquake and fires of April 1906.

The district was recorded by the San Francisco Planning Department on a California Department of Parks and Recreation District Record form in 2011 and determined eligible as a California Register historic district (see attached District Record). Much of the information on the following pages is quoted directly from that record.

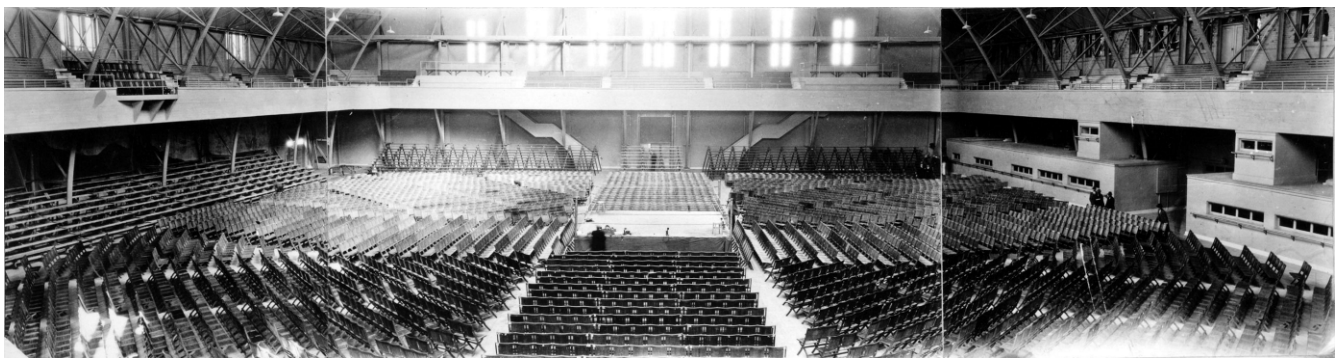
The district features a largely uniform streetscape of two-story to three-story Classical Revival style buildings constructed in the years immediately following the 1906 Earthquake and Fire: 14 of the 19 district contributors (74%) were constructed between 1906 and 1908, while the remaining 6 District Contributors (26%) were constructed by 1912, resulting in a consistent streetscape in terms of scale, massing, style, form, use, and materials” (District Record, page 1). Contributors are typically built out to the front and side property lines of their lots, wall-to-wall with adjacent structures, such that they form regular and uninterrupted streetscapes. The 'old world' character of the streetscape is enhanced by ongoing tree planting and recent landscaping.

In addition to its association with post-1906 reconstruction, the proposed Woodward Street Landmark District represents an distinctive clustering of “Romeo” flats, a building style endemic to San Francisco and constructed only in the years immediately following the 1906 Earthquake and Fire for working class turn-of-the-century San Franciscans and continuously occupied by this demographic from the time of reconstruction to the present time.

“Romeo” flats are characterized by wide, angled bay windows, a common central stairwells providing access to individual flats (usually 4-6 units), and most prominently, the presence of open wood or wrought-iron balconies at staggered levels of the stairwell. Sometimes the stairwell is enclosed, with windows providing light and ventilation (District Record, page 1). Within the proposed Woodward Landmark District, 10 contributing buildings are Romeo flats, a concentrated cluster in contrast to isolated Romeo flats buildings in nearby neighborhoods. Moreover, several of these Romeo flats are close replicas or nearby buildings, enhancing the thematic cohesiveness of the contributing buildings.

The proposed Woodward Landmark District is an unusually cohesive residential enclave set within an area of disparate land uses. The western boundary abuts a recently constructed upscale condominium building, a Greek Orthodox Cathedral currently undergoing post-earthquake reconstruction, a food truck park and early Twentieth-Century brick industrial buildings. To the east is a mixed-use block of flats, a gas station, a tap room and former warehouses turned into entertainment venues. The northern boundary of the district is delimited by Duboce Avenue and the Central Freeway. Included within the District are five noncontributing buildings constructed outside of the 1906-1912 Period of Significance. These non-contributors are generally compatible in terms of use and scale (District Record, page 2).

Across 14th Street from the proposed Woodward Landmark District, at the southern boundary of Woodward Street, is the Mission Armory. The Armory (San Francisco Landmark No. 108) was built in 1912-1914 as an arsenal for the United States National Guard to replace a previous San Francisco Armory in the Western Addition, destroyed by the 1906 earthquake and fire. Relocating the Armory to the Mission North working-class area facilitated movement of troops for strikebreaking. The imposing Moorish-style clinker brick fortress was the stronghold of the National Guard in their suppression of the 1934 San Francisco General Strike.



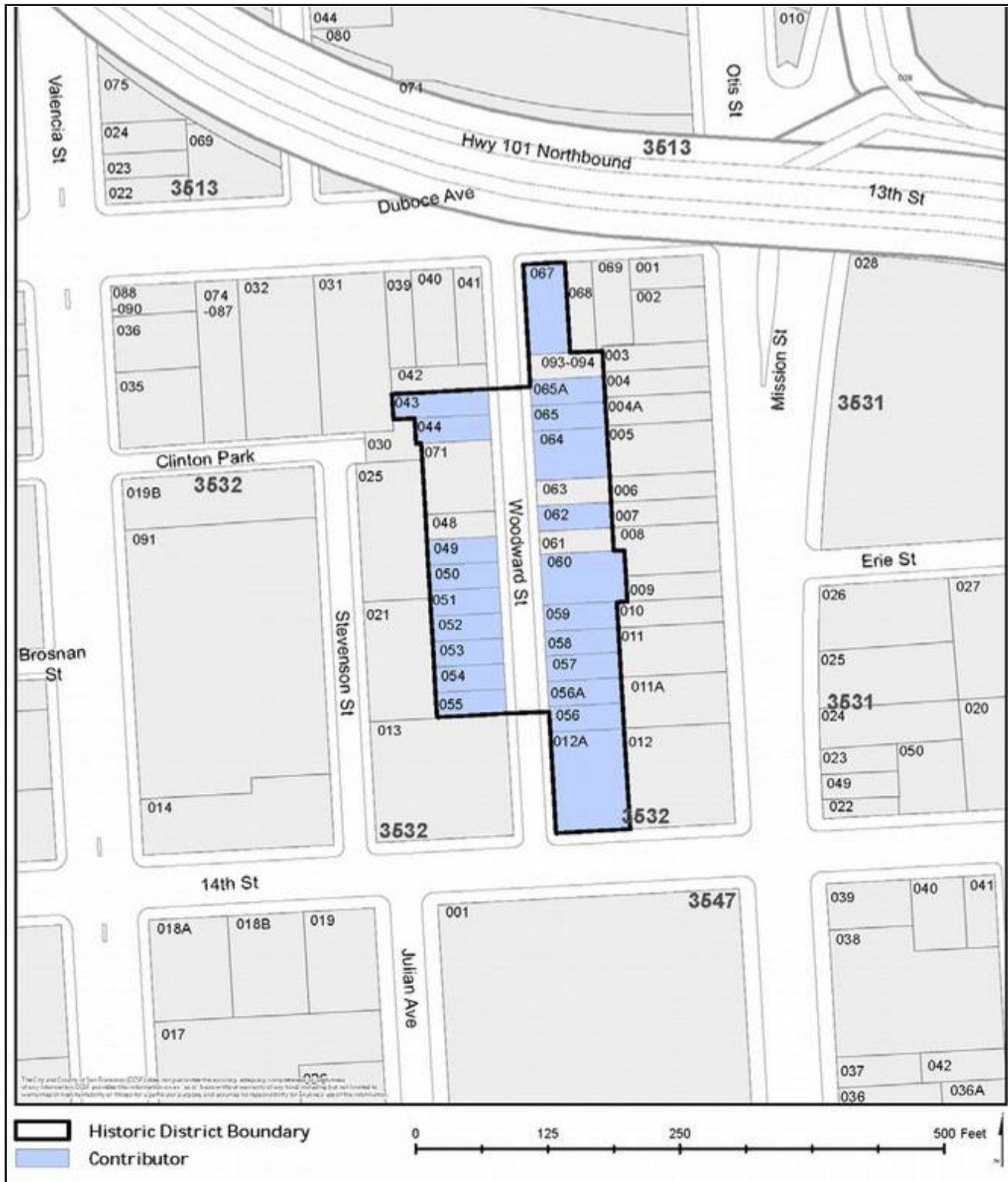
Boxing ring in the Armory Drill Court – 1928 Source: armorystudios.com

The armory drill court served as San Francisco's main prizefighting venue from the 1920s through the

1940s. In 1976, when the National Guard moved its facilities to Fort Funston, the building closed as an armory. In 1978 the Armory was registered as a Class 2 historical landmark in the National Register of Historic Places. The drill court was used by George Lucas to film the first Star Wars movie and is used for film production today. The main entrance steps are a well-known skateboarding location known as "3-Up 3-Down". The steps maintain their popularity, with skateboarders transiting Woodward Street on their way to and from the recently opened skateboard park on the North side of Duboce Avenue.

Boundary Map

Properties are labeled with Assessor block numbers and lot numbers for identification purposes.



Development History

Woodward's Gardens



The proposed Woodward Landmark District is located on the former estate of John C. Frémont (January 21, 1813 – July 13, 1890, left), a major figure in 19th Century American history.

In 1846, while serving as a major in the U.S. Army during the Mexican American war, Frémont took control of California from the Bear Flag Republic and became the United States military governor of California.

In 1847, Frémont entrusted \$3,000 to Thomas O. Larkin to purchase land overlooking San Francisco Bay. Instead, Larkin used the \$3,000 to purchase a tract of 44,000 acres in what is now Mariposa County. In early 1849, Frémont engaged Mexican miners to work his Mariposa land. He

lodged a claim called the “Frying Pan Claim” (it was in shape of a frying pan).

Frémont was elected U. S. Senator and campaigned for the admission of California into the Union as a Free State. Once California gained statehood, United States law governed mineral rights and Frémont became wealthy from the gold on his land. Frémont was the Republican party's presidential candidate in 1856. During the Civil War, Frémont served as Commander of the Western Armies. However, he was relieved by President Lincoln for insubordination after issuing an early emancipation edict. In 1861, Frémont sold his estate in the Inner Mission North to Robert B. Woodward. Frémont went on to serve as Governor of Arizona, but made bad investments and died destitute in 1890.

Robert B. Woodward (1824-1879) arrived in San Francisco in November 1849 after sailing around Cape Horn with his cargo of groceries, building materials and provisions. Woodward's merchandise cost \$1000 in Providence, Rhode Island but sold for a premium price in Rush Gold San Francisco. Christopher Craig describes Woodward's success story in the Encyclopedia of San Francisco:

Woodward was able to prosper financially in the economically inflated city by running a small grocery store, hotel, and restaurant, but the location and lack of structural integrity of this business led him to open a new hotel in 1852 called the What Cheer House at the corner of Sacramento and Leidesdorff Streets. Woodward's gregarious nature and sincere concern for his all-male customers (mostly miners, sailors, and farmers) led to the success



of the new hotel, and eventually gave him ample financial resources to send for his wife and family, who joined Woodward in San Francisco in 1857.¹

The Woodward family moved to Rincon Hill, a then prestigious residential neighborhood. Increased urbanization prompted Woodward to move his family to Senator Frémont's estate just outside San Francisco. The Woodwards lived in Frémont's former house until Woodward's new house was completed at what is now 55-63A Woodward Street. Woodward took his family to Europe in 1861 where he collected fine art and antiques.

Woodward opened the grounds of his estate to the public in 1865. This was the start of Woodward's Gardens, a private "pleasure garden" that occupied the southern two-thirds of the block from 1868 to 1893. As the Gardens became popular, Woodward again moved his family, this time to the Oak Knoll district of Napa County. When the family moved out, the house was re-purposed as a museum, shown (next page) in a stereopticon slide from the studio of Eadweard Muybridge. Woodward owned a horse car line which ran from the ferry building to the entrance of Woodward's Gardens. Woodward died in 1879, not long after Ulysses S. Grant visited Woodward's Gardens.

Woodward's Gardens covered two city blocks, bounded by Mission, Valencia, 13th, and 15th Streets with a tunnel under 14th Street. The site of Woodward's Gardens is State Historic Landmark #454. The proposed landmark district overlaps the northern portion of Woodward's Gardens.

¹ Craig, Christopher,
<http://www.sfhistoryencyclopedia.com/articles/w/woodwardRobert.html>



View of the entrance to Woodward's Gardens on Mission Street, 1875. (San Francisco Public Library)

Prior to widespread residential and commercial development, the Mission District was known for its recreational facilities, beer halls, resorts, and pleasure gardens. One of the earliest resorts, The Willows, was located on Mission Street between 18th and 19th Streets. Odeum Gardens, another early resort, was located at 15th and Dolores Streets. At six-acres, the largest attraction was Woodward's Gardens which featured museums, conservatories, ponds, auditorium, zoo, and other amusements.

The opening of Woodward's Gardens heralded a shift from the rowdy and bawdy Gold Rush resorts and roadhouses to family-oriented entertainment. Strong alcohol was not permitted in Woodward's Gardens. The Gardens displayed exotic live animals, replicas of European artworks, and other attractions that appealed to the growing middle-class population. The original Woodward's Gardens occupied the lower two-thirds of the block bounded by Duboce Avenue and Valencia, Mission, and 14th Streets. The gardens eventually expanded south to 15th Street; a pedestrian tunnel underneath 14th Street connected the sections. Woodward's Gardens, however, did not cover the entire block – at the north end, various structures abutted the Gardens.

According to the 1889 Sanborn Fire Insurance Map, these properties featured scattered buildings including a dwelling, vacant lots, outbuilding and a stable. Buildings in the larger block bounded by Valencia, Ridley (Duboce), Mission, and 14th Street included small-scale one- to two-story dwellings,

three laundries, outbuildings, stables, and at least one commercial building, all of which abutted the Woodward's Garden pleasure ground. As noted in the District Record prepared by the Planning Department:

By the 1880s, competition from the newly opened Golden Gate Park and other pleasure grounds led to a decrease in popularity and attendance at Woodward's Gardens and it was largely dismantled in 1893. The remaining structures from the gardens were destroyed in the fire of 1906.

By 1899, several major changes in both use and name had occurred. Ridley Street was renamed Hermann Street (and later renamed Duboce Avenue), Woodward's Gardens was closed and a street cut the site ormer gardens. Originally called Jessie Street and later renamed Woodward Street, the new narrow street opened the interior of the block to subdivision and residential development. The 1899 Sanborn map shows that approximately half of the lots facing Woodward Street contained construction, including: 10 two-story over basement residential flats building on Woodward Street; a College of Physicians and Surgeons campus at the northwest corner of Jessie (Woodward) Street at 14th Street; and a one-story sculptor's studio at the northeast corner.

After the closing of the Gardens, the Museum building – formerly the residence of R.B. Woodward – was converted into residential flats fronting on Jessie (now Woodward) Street. That building was destroyed by the fires of April 1906. Irregular lot lines at 55 Woodward Street indicate its former location. The only other physical remnant of Woodward's Gardens – the Pavilion, which was possibly still open at that time – was located a block away on Valencia Street (District Record, pages 2-4).



Interior of Woodward's Gardens. The man sitting in the museum is the photographer Muybridge

Residential Development Historic Context

After the Inner Mission North was destroyed by the earthquake and fires of April 1906, the initial “relief” phase, which extended into 1908, was characterized by small ad hoc cottages and shacks that provided immediate, temporary shelter for the desperate refugee population. The second phase of “rebuilding” involved the construction of permanent replacement structures, which in some instances began immediately after the 1906 disaster, and in other instances continued well into the 1910s. Within the proposed landmark district, which is part of the most urbanized area of the Inner Mission North, only a very few small, plain buildings remain intact from the early “relief” era. Most of the extant buildings represent the permanent “rebuilding” period, during which substantial multiple-story structures were erected to replace either destroyed buildings and/or the earliest temporary structures (District Record, page 7).

The historical context of the 1906 earthquake and the post-fire period of rebuilding and recovery in the Inner Mission North is further established in the following sections, which are largely excerpted from the State of California Department of Parks and Recreation “Woodward Street Romeo Flats Reconstruction Historic District Record.”

1906 Earthquake and Fire

The great earthquake of April 18th, 1906, and the citywide fires that followed, were defining for the Mission District, as for all of San Francisco. While the earthquake itself destroyed mostly brick structures and buildings that stood on filled land, it also started dozens of major fires, most of them in the densely crowded South-of-Market area of tenements and industry. Firefighting was hampered by broken water mains, and the fires spread and merged uncontrolled, feeding on the primarily wood building stock. The ensuing conflagration, whose severity was compounded by numerous tactical errors on the part of city officials and army commanders, utterly consumed four-fifths of San Francisco, including approximately 28,000 buildings, over the next three days. Thousands of lives were lost. “The flames ravaged the financial district, the downtown commercial center, much of the industrial sector, and the city’s most densely populated residential neighborhoods north and south of Market. The economic and social core of the west’s greatest metropolis was in ruins.

During the second night of disaster, the conflagration moved into the Mission District from the north, where two separate firestorms, the South-of-Market blaze and the Hayes Valley “ham-and-eggs” fire, had combined. As the flames spread through the Inner Mission North, firefighters in charge of protecting the working-class area (including City employees, National Guard, and private citizens – not the Army, which focused its efforts north of Market Street) adopted a containment strategy. They managed to establish and hold eastern and western firebreaks along two wide boulevards, Howard and Dolores Streets, while the wall of flames continued southward and preparations were made in advance for a southern firebreak. Achievement of the western firebreak along Dolores

Street involved an infantry of volunteer citizens and refugees from the Mission Dolores neighborhood. They raided old wells and dairies for liquids, beat back flames with wet blankets, and patrolled rooftops to extinguish sparks and embers in order to prevent the fire from spreading west of Dolores Street. In doing so, they also protected the Mission Dolores chapel, whose sturdy redwood beams and solid construction had ridden out the temblor intact. The timely arrival of additional City firefighters and the discovery of an intact reservoir and hydrant at 20th and Church Streets also proved critical to holding the line at Dolores Street.

On the eastern side of the Inner Mission North, pioneer settler and capitalist John Center was credited with saving the neighborhood. During the late 19th century, Center had built the John Center Water Works, including water tanks with 125,000-gallon capacity located on the blocks bounded by Folsom, Shotwell, 15th and 17th Streets. While the water works functioned as a commercial enterprise, supplying water to nearby residences, John Center's objective was also fire prevention. In 1906, when the South-of-Market fires approached, Center's water works was used successfully to buffer the flames around his home and neighborhood, and to create an eastern firebreak that shifted from Shotwell to Howard to Capp Streets. During the event, John Center's nephew George L. Center directed firefighters and provided knowledge of private water mains.



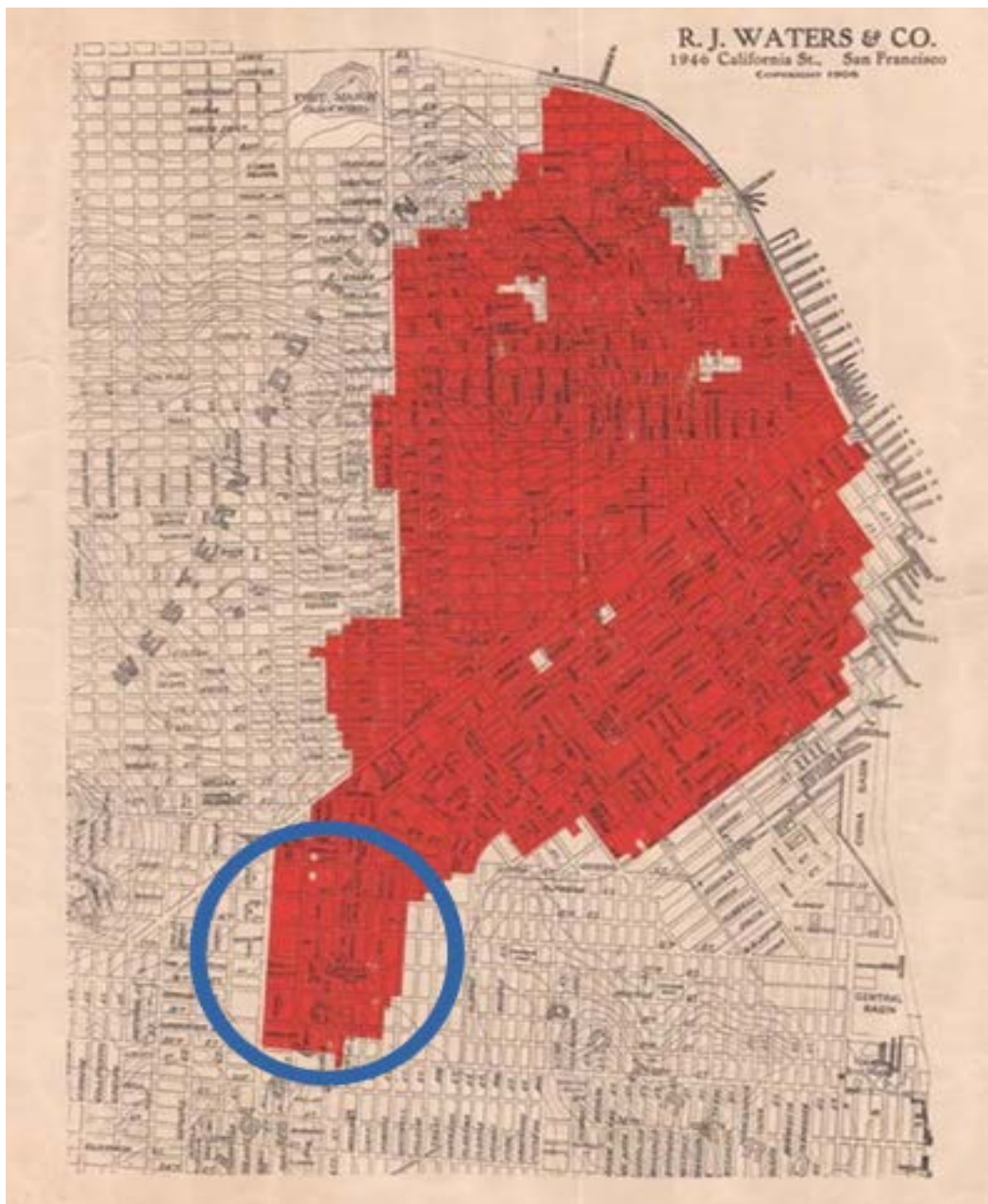
Valencia Street lay in ruins one day after the 1906 earthquake. View north towards 18 the Street. When this photograph was taken, the firestorm was visibly approaching from the north, and apparently it had already reached the next block. All of the buildings shown in this photograph burned within hours, as seen in the photograph to the right. Courtesy of the San Francisco Public Library Historical Photograph Collection (Photo Id# AAC-3549).



Proposed Landmark District in the aftermath of the 1906 earthquake and fires. View west from Mission Street with the front of the first post-earthquake streetcar at the current location of the Woodward's Gardens commemorative plaque. There was total destruction of structures, streets, and utility lines. Source: Calisphere California Digital Library

As the eastern and western lines held, firefighters scrambled to prepare a southern firebreak at 20th Street ahead of the conflagration. Dynamite was used to take down large buildings on the north side of the street, and men and horses pulled others down with ropes. In addition to the hydrant at 20th and Church Streets, water was found in a cistern at 19th and Shotwell Streets. This allowed firefighters to employ a pincer-like attack on the wall of flames and to hold the firebreak at 20th Street. After three days of citywide destruction, the fire's advance was finally halted in the Mission District, though not before approximately 30 blocks in the Mission were leveled compared to a citywide total of more than 500 blocks). The Mission District fires had carved out the oldest and most crowded area of the Mission, the Inner Mission North (circled on the R. J. Waters map, next page),

while leaving untouched neighborhoods to the south, east, and west (District Record, pages 7-8).



1906 Firestorm Destruction with Inner Mission North circled

Reconstruction: upbuilding affordable housing

The rebuilding of San Francisco in the aftermath of the 1906 earthquake and fires was unprecedented in scope and effort. Rebuilding required clearing of approximately four square miles of absolutely devastated urban landscape (involving temporary installation of debris-carrying rail-cars through city neighborhoods), repair of broken utilities, transit lines, and roads, and total replacement of burned structures and neighborhoods. All of this was accomplished and more, without central plan or control, by private citizens, businesses, and city government. In *The Earth Shook, the Sky Burned*, Bronson celebrated the physical reconstruction of the city as a victory for character, efficiency, and technology:

“And the job was not only done, but it was done faster and better than anyone thought possible. In three years, almost all of the burned area was rebuilt... In 1909, more than half of America’s steel and concrete buildings stood in San Francisco. In three years, the assessed valuation of the City was half again as much as it had been before the fire. Twenty thousand buildings – bigger, stronger, more modern than the 28,000 which went up in smoke – had been finished in that space and time.”
(Pages 178-179)²

In the burned area of the Inner Mission North, at least 600 buildings were constructed from the summer of 1906 through 1908, the peak period of rebuilding activity citywide. From 1909 until the beginning of World War I, as building activity gradually tapered off, another 400 or so buildings were erected in the neighborhood. Complete reconstruction of the Inner Mission North took longer than for that of downtown and nearby residential neighborhoods, due in part to politics and business, which dictated that restoration of the downtown core was highest priority. Also, working-class and/or immigrant citizens experienced difficulties and delays in obtaining insurance claims. In many cases, insurance pay-outs ultimately could not cover costs of rebuilding and owners were forced to sell their properties to speculators and commercial builders. A decade after the fire swept through the neighborhood, there remained more undeveloped and underutilized land in the Inner Mission North than there had been before the fire.

The physical rebuilding of San Francisco and the Inner Mission North involved “upbuilding,” a process of constructing larger structures with more units to replace those that had been destroyed. The upbuilding of the Mission was related to a lucrative rental market for permanent housing following the disaster, which prompted rebuilding at higher density. Post-fire residential buildings were taller, bulkier, and covered more of their lots so that front and side yards were reduced or eliminated. In the Inner Mission North, where single-family dwellings and two-family flats had dominated the formerly suburban neighborhood before the fires, the post-fire upbuilding resulted in a mostly three to six-unit housing stock, built cheek-to-jowl and forming solid blocks of urban streetscape (District Record, pages 8-9).

Overall, the upbuilding and the greater population density of the Inner Mission North changed the neighborhood character from suburban to urban, as indicated by Godfrey in *Neighborhoods in Transition*:

“The housing shortage in the city encouraged the development of increased densities in the Mission...[V]acant lots were developed, often with higher-density flats and apartment buildings, to house refugees from ravaged areas...This lowered the social standing of the district, making it a more strictly working-class area.” (Page 146)[¶]

In the first year or so after the disaster, while building materials, labor, and capital were scarce, many owner-builders endeavored to construct small, plain single-family cottages just large enough to provide basic shelter. These small vernacular dwellings were usually intended as temporary housing solutions; many were replaced with larger residential buildings within a few years, while others were retained at the backs of lots and multiple-family housing was constructed in front. The most salient post-earthquake change was the transition of the district from a semi-suburban, single family dwelling area with a few two-story dwellings to a dense neighborhood fully integrated into the larger urban context. While post-fire buildings were essentially larger, more crowded versions of the wood boxes that had been built for decades, their façades revealed clear shifts in architectural tastes that occurred around the turn of the century. Post-fire row-house construction uniformly incorporated Beaux-Arts-influenced architecture that emphasized formal classicism over the riotous decoration and textures of the late Victorian era. Post-Victorian-era architecture was described by Alexander and Haig in *San Francisco: Building the Dream City*:

“Generally referred to today as ‘Edwardian,’ these buildings loosely followed the Roman Revival Style popular in the city just before 1906. Completely of frame construction, their first floors are generally given a veneer of yellow or Roman brick. The finer examples have a columned entrance, sometimes with marble steps and paneling, and perhaps leaded, beveled glass in the front door and side panels. Above the first floor are rows of curved bay windows whose large glass panes are also curvilinear, especially at corners. The heavy roof lines are turned out with medallions and cornices, and any stray door or window handsomely ornamented with pilasters and consoles, in the approved Roman Revival style.” (Page 362)

In addition to these more fully developed examples of Edwardian-era architecture, plainer and less expensive versions were built in the Mission. Workingman’s Edwardians featured slanted bay windows rather than curved; cast stone bases rather than brick; simple cornice details such as “block” medallions; and fewer façade details. Waldhorn’s *Victoria’s Legacy* describes of similar building stock:

[¶] Alexander, James Beach and James Lee Haig. *San Francisco: Building the Dream City*. San Francisco

“Edwardian buildings are two to three stories high with flat roofs and shallow cornices made up of small, flat brackets with rows of molding underneath, usually dentils and egg and dart. The bay windows are the three-sided slanted variety, although buildings on corner lots often have a rounded corner bay. Some Edwardians have exterior stairs forming a series of balconies in the center of the front of the building; apartments in this type of Edwardian were called “Romeo” or “Romeo and Juliet” apartments because of the balconies...” (Page 205)



Guerrero Street in 1928. View north towards 14 Street. All of the buildings that appear in the photograph were constructed to replace properties destroyed in the 1906 fires. Courtesy of the San Francisco Public Library Historical Photograph Collection (Photo Id# AAB-3941).



Valencia Street in 1927. View south towards 16 Street. All of these buildings that appear in the photograph were constructed to replace properties destroyed in the 1906 fires. Courtesy of the San Francisco Public Library Historical Photograph Collection (Photo Id# AAB-5930).

Within the fire zone, the massive reconstruction effort over a short period of time generated swaths of remarkably consistent, early Twentieth Century architecture. Stylistic variations occurred, though standard façade layouts and building plans dominated. In addition to Roman Revival-derived architectural styles, other popular styles included: Mission Revival, which substituted classical features for Spanish tile accents and bell-shaped parapets; Craftsman with clinker-brick bases, boxy window bays, and bracketed eaves; and later Queen Anne, which was classically-influenced and featured ornament that was toned down from late 19th -century versions. Some builders expanded the Edwardian-era lexicon by artfully combining features of different styles such as Craftsman and Mission Revival, or Classical Revival with Moorish influence (District Record, pages 9-11).

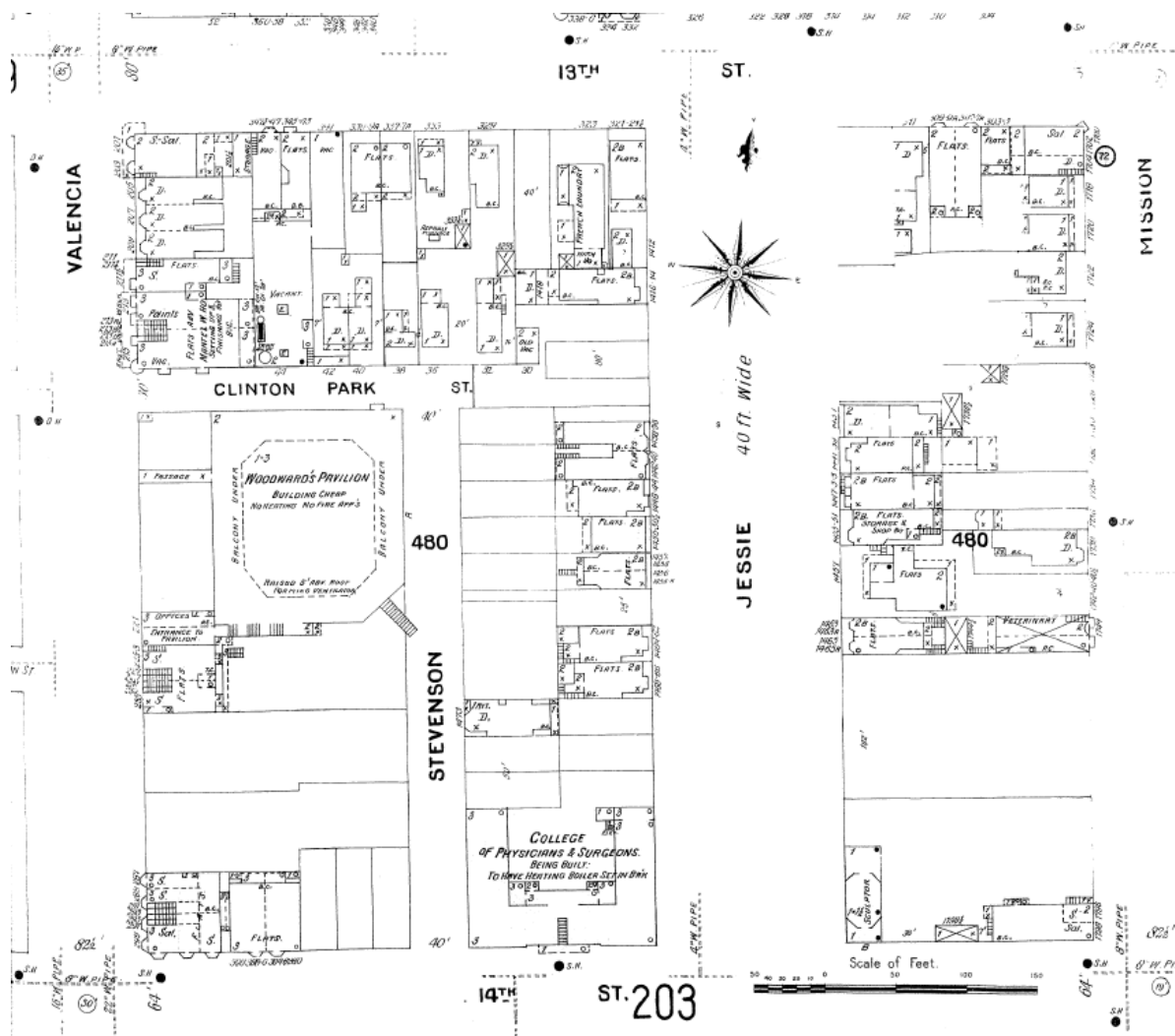


14th Street at Woodward in 1918 showing the College of Physicians and Surgeons Building (at left)

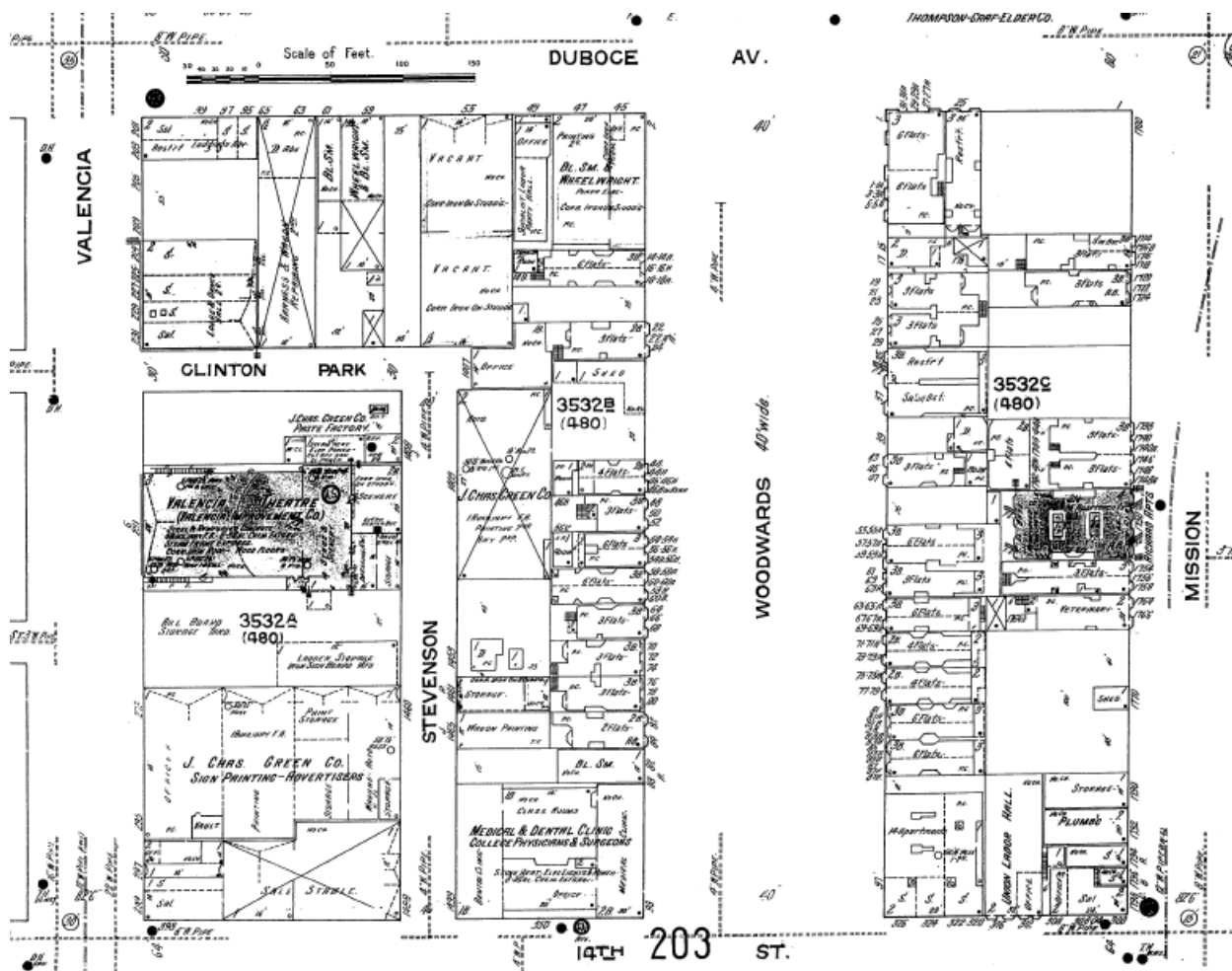
Housing Density: Rural to Suburban to Urban

When Senator John C. Frémont sold his estate including the proposed Woodward Landmark District to Robert B. Woodward, the land was pastoral and sparsely populated, like other subdivisions of Mexican rancho land. During the Woodward's Gardens period, with the completion of the Mission Plank Road and subsequent street car lines, the district retained its previous density while becoming surrounded by urban development, as shown below on the 1889 Sanborn Map.

After the subdivision of Woodward's Gardens, two-story flats appeared along Jessie (now Woodward) Street, as noted on the 1900 Sanborn map.



1900 Sanborn Map



1913 Sanborn Map—increased density

The upbuilding of the post-earthquake reconstruction period increased the number of flats, as shown above on the 1913 Sanborn map. Demographically, the area was solidly working class. As observed by preservation planner, Jonathan Lammers:

According to the 1910 Census, the majority of the residents were American born—and many were first-generation Californians born to immigrant parents. Irish ancestry is most common. But others were the children of immigrants from Germany, Italy, France, Denmark, Sweden, Russia and Spain. The street was almost exclusively home to married couples and their children. Adults were typically aged between 25 and 50 years old and literate. All residents were classed as White. Most people were renters and employed in working class occupations where they worked for others: machinist, stenographer, carpenter, cement worker, shoe maker, salesman, bartender, cook, teamster, watchman, electrician, tailor, janitor, baker. Relatively few held clerical or professional positions, including a bookkeeper and dentist. Similarly, relatively few were self-employed,

including a blacksmith, dressmaker, restaurant keeper, and musician. The most densely populated building was a residential hotel at 35-37 Woodward Street, which housed 26 lodgers, about half of whom were European immigrants.

Many of these same patterns remain evident by the time of the 1920 Census, although a larger percentage of residents were American born, most in California. Many claimed European descent, primarily from Ireland, Italy and Switzerland. As before, all residents were classed as White and most buildings were occupied by married couples with children. Most heads of household were under 40 years old. Working class occupations continued to dominate, such as painter, machinist, shipyard worker, tailor, painter, laborer and teamster, but there was an increasing presence of government employees, including a county clerk, police officer and fireman. The overall picture is of a stable, working class neighborhood (personal communication, November 2015).

The proposed landmark district has shown consistency from the reconstruction period to the present day as an area of affordable rental housing where Spanish and English are the main languages spoken. In recent years, however, the gentrification that began on Valencia Street in the 1980s has pushed ever closer to Woodward Street. Upscale condominiums have been planned and built, bringing a new wave of urban professionals, tech bus commuters and hipsters to the surrounding area.

Hopefully the proposed landmark district will preserve not only the reconstruction period buildings but also the cultural diversity and affordable rental housing that have characterized the district for over a century.

Article 10 Landmark District Designation

CRITERIA FOR DESIGNATION

Criteria

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

- ☒ Association with events that have made a significant contribution to the broad patterns of our history.
- ☐ Association with the lives of persons significant in our past.
- ☒ Embody distinctive characteristics of a type, period, or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction.
- ☐ Has yielded or may be likely to yield information in history or prehistory.

Statement of Significance

The district was determined eligible as a California Register historic district in 2011. Most of the following discussion in this section is directly quoted from the District Record prepared by the San Francisco Planning Department

Characteristics of the Landmark that justify its designation:

Association with significant events

The proposed Woodward Street Landmark District is associated with events that have made a significant contribution to the broad patterns of local or regional history. As noted in the District Record prepared by the San Francisco Planning Department:

The district contains buildings that are significant because they are the products of the major rebuilding efforts that occurred within vast destroyed areas of the Inner Mission North and in San Francisco after the earthquake and fires of April 1906. In the years and decades that followed the disaster, which involved citywide upheavals and socioeconomic reorganization, San Francisco was entirely reconstructed and up-built in a manner that was unprecedented in scope and pace. The development of this residential alley enclave is directly associated with this period of post-fire reconstruction (District Record, page 1).

In addition to its association with post-1906 reconstruction, the proposed Woodward Street Landmark District is associated with Woodward's Gardens, San Francisco's first family-oriented amusement park and an early example of a pleasure garden accessible by street cars.

Distinctive characteristics of a type, period, or method of construction

The Woodward district embodies the distinctive characteristics of type, period, region, and methods of construction, and it possesses high artistic values. As noted in the District Record prepared by the San Francisco Planning Department:

The historic district exhibits architectural value that is expressive of San Francisco's "Edwardian" era. During this period, which included the post-fire rebuilding and up-building of San Francisco, the Inner Mission North was reconstructed in mostly uniform, Beaux Arts-influenced architectural styles. The Woodward district includes excellent examples of: Classical Revival (or Roman Revival), which predominates; Mission Revival; Craftsman; as well as local variants that combined stylistic elements ...

Buildings within the district are semi-attached. They are built to the full width of their lots and abut the front property line. Nearly all of the buildings on Woodward Street are wood balloon-frame. All lots on Woodward Street have a depth much shallower than the 25 x 100 foot lots commonly found in the Mission District. Lots on the west side of Woodward Street are generally 25 x 65 feet, while lots on the east side are slightly deeper, generally measuring 25 x 70 feet (District Record, pages 1-2).

Distinctive characteristics of Romeo Flats

As noted in the District Record prepared by the San Francisco Planning Department:

Endemic to San Francisco, the "Romeo" flats building type was a common building type of the post-1906 reconstruction era, that contributed to the densification of San Francisco. "Romeo" flats are multi-unit (usually six units, occasionally four or nine units) residential buildings characterized by an interior stairwell in the center bay that divides the façade vertically. There are two types of stairwells. The most common stairwell, and one that earned the building type its name, is open to the elements and features a wrought iron railing at the staggered balconies. The second type of stairwell does not contain balconies; it is enclosed and features a central window, with a range of detailing, at the staggered landings.

"Romeo" flats feature Classical Revival features including columned entries and porticos, symmetrical entryways, pedimented hoods, and cornices adorned with block modillions. "Romeo" flat buildings are generally three-stories over raised basement (or two-stories, if a four-unit building) built out to the front property line. The buildings are usually massive in scale and often occupy a significantly larger percentage of the total lot area than the buildings destroyed in the 1906 disaster. The units flanking the central

stairwell are small and narrow, providing a space suitable for bachelors or small families. Siding is commonly flush wood or rustic channel drop.

Concentrations of “Romeo” flats are found in areas of San Francisco most impacted by the 1906 fire and subsequent reconstruction including the Mission District, South of Market area, Western Addition, Hayes Valley, and North Beach. “Romeo Flats” along Woodward Street were constructed from 1906-1908, while in the larger Inner Mission North area, “Romeo” flats were constructed up until 1912.

Designed to house large numbers of people on a single lot, “Romeo” flats came under increased scrutiny and criticism by housing reformers by 1909, particularly in North Beach. The building’s footprint often resulted, even on Woodward Street, in buildings that covered nearly the entire lot, resulting in limited light and airflow. Reformer’s argued that Romeo flats were technically tenements, yet due to technicalities, were able to evade requirements of the tenement housing law (such as a ten-foot open space requirement at the rear of buildings). An article in the *San Francisco Chronicle* (1909) noted:

“There is much feeling on the part of those interested in this movement for better accommodations with more air and light for those of the poorer classes who are forced to herd together in the tenements which asquerade under the name of “flats.” It is felt that while the letter of the law is being to some extent observed, the spirit is certainly being violated. It is pointed out that the object of the law was to give better accommodations to those who are obliged to occupy cheap apartments, and that this object is nullified by the erection of houses which, by a slight alteration in the entrances, are withdrawn from the tenement house class.”

However, it should be noted that North Beach and the Telegraph Hill area, not the Mission District, were the primary targets of housing reformers, and that census analysis (1910 and 1920 census) of the “Romeo” flats on Woodward Street reveals working-class residents, with family sizes appropriate for these smaller-scale dwelling units, much as is the case today. As noted by architectural historian Michael Corbett, flats and “Romeo” flats were considered desirable places to live; Corbett quotes a 1908 article in the *San Francisco Call*:

“These buildings...are built after the best patterns, stout, substantial, neat, modern in every detail and of a pleasing appearance to the eye.... These buildings are rented or leased or bought long before their completion is an assured fact because they are good investments.” Several Romeo flats on Woodward Street feature elaborate ornamentation, including Palladian openings with and without windows.

Citywide construction of “Romeo” flats was phased out by 1910, the result of campaigns by social reformers to improve the sanitary conditions of what they considered to be tenement buildings. Limits introduced in 1909 included limiting the floor-area-ratio to 90% of corner lots and 70% of mid-block lots and minimum front set-backs. While new “Romeo” flats were no longer built, existing ones were likely demolished along with

other contemporaneous buildings during the massive demolitions of the early 1950s along the right of way of the Central Freeway. The Central Freeway thus both forms the northern boundary of the proposed landmark district and enhances the case for preserving the district by having destroyed similar nearby buildings (District Record, page 4).

Period of Significance

The period of significance for the district dates from 1906 to 1912.

Integrity

The proposed Woodward Landmark District retains the physical components, design elements and distinctive streetscape acquired during the 1906-1912 period of significance. The district clearly shows high physical integrity of materials, design, and workmanship. The district's roof forms, front setbacks, massing and entrances are intact.

Limited modifications have been made to certain buildings:

- square turrets removed (320-326 14th Street, shown below)
- iron security gates added
- remodeling to add a garage (320-326 14th Street, shown below).

Limited alterations to individual buildings notwithstanding, the district retains sufficient overall integrity to maintain its significance.



320-326 14th Street

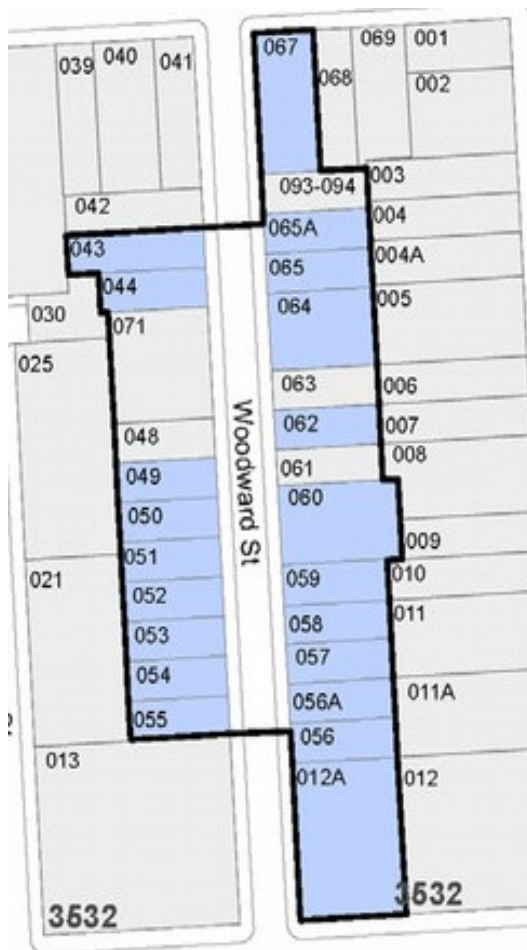
Article 10 Requirements Section 1004 (b)

Boundaries of the Landmark District

The boundary of the proposed Woodward Landmark District encompasses all properties along both sides of Woodward Street, with the exception of the lot that is located at the southwest corner of Woodward and 14th Streets, and the two lots that are located at the northwest corner of Woodward Street and Duboce Avenue.

The boundary of the proposed Woodward Landmark District contains a coherent grouping of thematic contributors, while excluding non-contributors (altered properties and non-thematic properties) to the extent feasible. In the areas immediately surrounding the district, fewer than half of the properties are considered both thematic and intact.

Boundary Map



Rare example of "Perfect Nine" enclosed Romeo Flat

Contributing Properties

The coherence of the proposed Woodward Landmark District relies upon the existence of its contributing properties. Contributors to the California Register of Historical Resources (CRHR)-eligible proposed landmark district are properties that collectively convey associations with the significant historic theme of reconstruction following the 1906 disaster and therefore have assigned California Historical Status Codes (CHRSC) ratings of “3CD”.

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

APN	Address	Street	Year	CHRSC	Property Type	Style
3532/012A	320-326	14th St.	1908	3CD	Flats	Classical Revival
3532/043	14-19	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/044	22	Woodward St.	1912	3CD	Flats	Classical Revival
3532/049	48-52	Woodward St.	1908	3CD	Romeo Flats	Classical Revival
3532/050	54-56	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/051	58-60	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/052	64-68	Woodward St.	1908	3CD	Flats	Classical Revival
3532/053	70-74	Woodward St.	1910	3CD	Flats	Classical Revival
3532/054	76-80	Woodward St.	1910	3CD	Flats	Classical Revival
3532/055	82	Woodward St.	1912	3CD	Flats	Classical Revival
3532/056	85-87	Woodward St.	1908	3CD	Romeo Flats	Classical Revival
3532/056A	81-83	Woodward St.	1908	3CD	Romeo Flats	Classical Revival
3532/057	75-77	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/058	71-73	Woodward St.	1907	3CD	Romeo Flats	Classical Revival

APN	Address	Street	Year	CHRSC	Property Type	Style
3532/059	65-69	Woodward St.	1906	3CD	Romeo Flats	Classical Revival
3532/060	55-63A	Woodward St.	1907	3CD	Romeo Flats	Classical Revival
3532/062	43-47	Woodward St.	1907	3CD	Flats	Classical Revival
3532/064	35-37	Woodward St.	1907	3CD	Residential Hotel	Classical Revival
3532/065	25	Woodward St.	1907	3CD	Flats	Classical Revival
3532/065A	19-23	Woodward St.	1907	3CD	Flats	Classical Revival
3532/067	1	Woodward St.	1911	3CD	Apartments	Spanish Colonial Revival

Non-Contributing Properties

The following properties are located within the proposed Woodward Landmark District boundaries, but are considered non-contributing elements:

APN	Address	Street	Year	CHRSC	Property Type
3532/048	44	Woodward St.	1963	6Z	Ancillary (Garage, planned for 3- flat condominium)
3532/061	53	Woodward St.	1968	6Z	Flats
3532/063	39-41	Woodward St.	1987	6Z	Flats
3532/071	34-42	Woodward St.	1928	6Z	Light Industrial
3532/093	15-17	Woodward St.	1997	6Z	Flats

Contributing Properties: Additional Details

The following notes are derived from the original construction building permits and the 1910 Census.

APN	Address	Street	Year	Builder	Notes
3532/012A	320-326	14th St.	1908	Butterworth Co. from their own plans	W. P. McCabe shows as the owner on the 1909 block map. Previously, the lot was owned by Sarah Melone, daughter of RB Woodward
3532/043	14-18	Woodward St.	1907	J.S. Hofmeister & Son (708 Webster)	This "perfect-six" featuring round wrought iron balconies was built for Catherine Reingpatch
3532/044	22	Woodward St.	1912	R Burns, Oakland	This Craftsman structure was built for Richard Aylward of Oakland who already appeared as owner on the 1909 block map.
3532/049	48-52	Woodward St.	1908	W. Bradrick (1172 Shotwell)	This "perfect-six" was built for Patrick and Ellen Clark. The building appears to be a less ornate copy of 58-60 Woodward built in the previous year.
3532/050	54-56	Woodward St.	1907	John Struven, "wood carver"	Struven is shown as owner on the original building permit. The 1910 Census states Struven and his wife were both born in Germany.
3532/051	58-60	Woodward St.	1907	W. Bradrick (1172 Shotwell)	This enclosed "perfect-six" built for J. M. Bennett shows on the 1909 block map and later documents as belonging to David E. Bennett
3532/052	64-68	Woodward St.	1908	Leffert & Murray	This Edwardian was built for C. & M. C. Deuchy
3532/053	70-74	Woodward St.	1910	S.B. Kress (2039 green) Architect: Salfeld & Kohlberg (353 Kearney)	This building is a more basic copy of 76-80 Woodward built for John and Mary Mayer, shown on the 1909 block map
3532/054	76-80	Woodward St.	1910	S.B. Kress (2039 green) Architect: Salfeld & Kohlberg	Built for Mrs. Lena Fauser, who owned the lot from at least 1906

APN	Address	Street	Year	Builder	Notes
3532/055	82	Woodward St.	1912	O. Franenesi (4120 18th St.) Architect: O. Evens (2454 Mission)	This Classical Revival dwelling was built for G. Lauricilla on the former site of the Woodward's Gardens boat pond
3532/056	85-87	Woodward St.	1908	F. W. Kern, Builder's Assn.	Like 81-83 Woodward, this "perfect-six" replaced another built by 1905 and destroyed in 1906. Built to the owner's plans.
3532/056A	81-83	Woodward St.	1908	F. W. Kern, Builder's Assn.	This building, constructed by the owner, replaced another "perfect-six" which burned in 1906.
3532/057	75-77	Woodward St.	1907	Sfaroeti & Eibugh (745 5th Ave)	This "perfect-four" was built for Frederick A. Schultze of Mountain View. As with 71-73 Woodward, the owner is listed as the architect.
3532/058	71-73	Woodward St.	1907	M. Eibugh (745 5th Ave) Architect: H. A. Schulze	Like 75-77 Woodward, this "perfect-four" was built for Frederick A. Schultze. Shultze and his son maintained ownership to at least 1946.
3532/059	65-69	Woodward St.	1906	B. L. Stone (304 Florida St.)	This "perfect-six" featuring round wrought iron balconies was built for Tillie Wilson
3532/060	55-63A	Woodward St.	1907	J.S. Hofmeister & Son (708 Webster)	This rare enclosed "perfect-nine" was built for Ferdinand Giuliani, a local butcher, on the site of the Woodward's Gardens Museum, which had been the residence of R.B. Woodward
3532/062	43-47	Woodward St.	1907	J.S. Hofmeister & Son (708 Webster)	This three story Edwardian was built at a cost of \$6,900 for Agatha Braun, whose family owned the property to 1935
3532/064	35-37	Woodward St.	1907	T. Lutgo Architect: S. Fennler, (609 Church)	This Edwardian, constructed by Theodore Lutgo and his brother, has operated as a working class residential hotel since 1920.
3532/065	25-29	Woodward St.	1907	W. O. Peterson (1255 Fulton)	From 1906 through the mid-1940s the lot and the current

APN	Address	Street	Year	Builder	Notes
					Edwardian owned by members of the Lochmann family
3532/065A	19-23	Woodward St.	1907	W. O. Peterson (1255 Fulton)	The current building was erected for Gretta Lochmann. In 1909, it was owned by John Lochmann, who continued ownership until at least 1946.
3532/067	1-5	Woodward St.	1911	J. Ruegg	This Mission Revival was built for Mr and Mrs J. M. Furrer of Santa Cruz

Character-Defining Features

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

- The character-defining *interior* features of buildings in the district are identified as: None.
- The character-defining *exterior* features of buildings in the district are identified as: All exterior elevations and rooflines.



Woodward Street and Armory in the 1970s

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From: vojimg@gmail.com on behalf of [jim g](#)
To: andrew@tefarch.com; [Ferguson, Shannon \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Cc: [Woodward Street Neighborhood Association](#)
Subject: I Support the Woodward Street Historic District Proposal!
Date: Thursday, February 11, 2016 7:42:24 PM

Dear Commissioners:

I have lived at/owned 17 Woodward Street since 2007. I am writing to express my support for the proposed Woodward Street Historic District. It's a privilege to live in the city's largest remaining cluster of Romeo Flats, on a street that has maintained its character and diversity for over one hundred years.

My neighbors and I are always working to maintain and improve the character and charm of Woodward Street through self-organizing for landscaping, tree maintenance, mural painting, and lighting improvements. However, I feel that historical designation is a necessary key factor in preserving the buildings and diversity of Woodward Street going forward — especially in light of the planned construction of several large condominium buildings on the adjacent blocks in the very near future, which will encroach heavily on our neighborhood. Please help us preserve our special residential enclave by advancing the status of the Woodward Historic District from 'eligible' to 'designated'.

Thanks for your attention to this matter!

Regards,
-James Gourgoutis

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from jimg at vojimg dot net

From: [Stephen Schur](#)
To: andrew@tefarch.com
Cc: [Ferguson, Shannon \(CPC\)](#); [Secretary, Commissions \(CPC\)](#); [Sandra](#)
Subject: Proposed Woodward Street Historic District
Date: Monday, February 15, 2016 8:11:16 AM

Several long-term Woodward Street residents who do not have internet access support the Proposed Woodward Street Historic District. Julio Castillo requested this text be forwarded to you and is available to confirm his support for the proposed district.



Hola steve soy julio Castillo vivo en el 67A woodward desde 1998 te apoyamos me puedes llamar al [415 4871007](tel:4154871007) o [415 2977061](tel:4152977061)

Stephen Schur
(415) 894-5696
promethods@gmail.com

From: [Severin Sauliere](#)
To: woodward-street@googlegroups.com
Cc: andrew@tefarch.com; [Ferguson, Shannon \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Subject: Re: I Support the Woodward Street Historic District Proposal!
Date: Thursday, February 11, 2016 9:16:40 PM

You guys are the best.

On Thursday, February 11, 2016, jim g <jimg@yojimg.net> wrote:

Dear Commissioners:

I have lived at/owned 17 Woodward Street since 2007. I am writing to express my support for the proposed Woodward Street Historic District. It's a privilege to live in the city's largest remaining cluster of Romeo Flats, on a street that has maintained its character and diversity for over one hundred years.

My neighbors and I are always working to maintain and improve the character and charm of Woodward Street through self-organizing for landscaping, tree maintenance, mural painting, and lighting improvements. However, I feel that historical designation is a necessary key factor in preserving the buildings and diversity of Woodward Street going forward — especially in light of the planned construction of several large condominium buildings on the adjacent blocks in the very near future, which will encroach heavily on our neighborhood. Please help us preserve our special residential enclave by advancing the status of the Woodward Historic District from 'eligible' to 'designated'.

Thanks for your attention to this matter!

Regards,
-James Gourgoutis

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from jimg at yojimg dot net

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You received this message because you are subscribed to the Google Groups "Woodward Street Neighborhood Association" group.

To unsubscribe from this group and stop receiving emails from it, send an email to woodward-street+unsubscribe@googlegroups.com.

To post to this group, send email to woodward-street@googlegroups.com.

Visit this group at <https://groups.google.com/group/woodward-street>.

For more options, visit <https://groups.google.com/d/optout>.

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From: [Sandra Camacho](#)
To: [Kevin St. Laurent](#)
Cc: [andrew@tefarch.com](#); [Ferguson, Shannon \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Subject: Re: Woodward Street Historic District
Date: Friday, February 12, 2016 2:04:50 PM

Thank you, Kevin!

On Fri, Feb 12, 2016 at 11:42 AM, Kevin St. Laurent <kevin@kevinstlaurent.com> wrote:

Dear Andrew Wolfram, Shannon Ferguson & Jonas Ionin,

My name is Kevin St. Laurent. I am an owner and have lived at 61 Woodward Street since 2011. I am writing to express my support for the proposed Woodward Street Historic District. It's a privilege to live in the city's largest remaining cluster of Romeo Flats, on a street that has maintained its character and diversity for over one hundred years.

My neighbors and I are always working to maintain and improve the character and charm of Woodward street through landscaping, tree maintenance and lighting. However, I feel that historical designation is a necessary key factor in preserving the buildings and diversity of Woodward Street going forward. Please help us preserve our special residential enclave by advancing the status of the Woodward Historic District from 'eligible' to 'designated'."

Cheers,

Kevin St. Laurent
[415-225-8979](tel:415-225-8979)

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www.JoandKevin.com

From: [Tim Dietz](#)
To: [Ferguson, Shannon \(CPC\)](#)
Subject: Woodward St Historic District
Date: Thursday, February 11, 2016 5:10:31 PM

Dear Ms. Ferguson

My name is Tim Dietz. I've lived in 19 Woodward for 9 years. I am writing to express my support for the proposed Woodward Street Historic District. My neighbors and I feel a strong sense of pride in the history of Woodward St. both in the sense of it being the site of historic Woodward Gardens (which we've honored by commissioning a large mural on a building at the Duboce and of the street) , but also as largest remaining group of Romeo Flats from the reconstruction era.

As the surrounding neighborhood begins to change as large modern buildings are being developed, I feel that historical designation is a necessary key factor in preserving the buildings and diversity of Woodward Street going forward. Please help us preserve our special residential enclave by advancing the status of the Woodward Historic District from 'eligible' to 'designated'."

Thanks
Tim Dietz
19 Woodward St.

From: [Kevin St. Laurent](#)
To: andrew@tefarch.com; [Ferguson, Shannon \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Subject: Woodward Street Historic District
Date: Friday, February 12, 2016 11:43:24 AM

Dear Andrew Wolfram, Shannon Ferguson & Jonas Ionin,

My name is Kevin St. Laurent. I am an owner and have lived at 61 Woodward Street since 2011. I am writing to express my support for the proposed Woodward Street Historic District. It's a privilege to live in the city's largest remaining cluster of Romeo Flats, on a street that has maintained its character and diversity for over one hundred years.

My neighbors and I are always working to maintain and improve the character and charm of Woodward street through landscaping, tree maintenance and lighting. However, I feel that historical designation is a necessary key factor in preserving the buildings and diversity of Woodward Street going forward. Please help us preserve our special residential enclave by advancing the status of the Woodward Historic District from 'eligible' to 'designated'."

Cheers,

Kevin St. Laurent
415-225-8979

--

www.JoandKevin.com

From: [Kaveh Haroun Mahdavi](#)
To: andrew@tefarch.com
Cc: [Ferguson, Shannon \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Subject: Woodward Street Historic District
Date: Thursday, February 11, 2016 5:45:09 PM

Dear Mr. Wolfram,

My name is Kaveh Haroun Mahdavi. I have lived at 59 Woodward Street for several years. I am writing to express my support for the proposed Woodward Street Historic District. It's a privilege to live in the city's largest remaining cluster of Romeo Flats, on a street that has maintained its character and diversity for over one hundred years.

My neighbors and I are always working to maintain and improve the character and charm of Woodward street through landscaping, tree maintenance and lighting.

However, I feel that historical designation is a necessary key factor in preserving the buildings and diversity of Woodward Street going forward. Please help us preserve our special residential enclave by advancing the status of the Woodward Historic District from 'eligible' to 'designated'.

Thank you for your consideration and support.

Kind regards,
/Kaveh

Kaveh H. Mahdavi
59 Woodward St.
San Francisco, CA 94103

From: [Tom Pyun](#)
To: [Ferguson, Shannon \(CPC\)](#)
Subject: Woodward Street Historic District
Date: Thursday, February 11, 2016 5:46:11 PM

Dear Shannon,

My name is Tom Pyun. I have lived at 63 Woodward Street for five years. I am writing to express my support for the proposed Woodward Street Historic District. It's a privilege to live in the city's largest remaining cluster of Romeo Flats, on a street that has maintained its character and diversity for over one hundred years. My neighbors and I are always working to maintain and improve the character and charm of Woodward street through landscaping, tree maintenance and lighting.

However, I feel that historical designation is a necessary key factor in preserving the buildings and diversity of Woodward Street going forward. Please help us preserve our special residential enclave by advancing the status of the Woodward Historic District from 'eligible' to 'designated.'

Thank you for your time and attention.

Sincerely,
Tom Pyun

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STRATEGY: GRANTMAKING: ANALYSIS

Tom Pyun, MPH
Principal Consultant | THP Capacity Advisors
510.387.3265 (M) | tom.pyun on skype
New website: <http://www.thpcapacityadvisors.com/>
LinkedIn: <http://www.linkedin.com/in/tompyun>

From: [Dinah M. Suncin](#)
To: andrew@tefarch.com; [Ferguson, Shannon \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Subject: Woodward Street Historic District
Date: Tuesday, February 16, 2016 4:06:25 PM

Andrew Wolfram, Commission President

Preservation Planner, Shannon Ferguson

Commission Secretary Jonas Ionin

Re: Woodward Street Historic District

We are Carlos and Dinah M. Suncin and have owned 1 Woodward Street since June 2005. We are writing to express our support for the proposed Woodward Street Historic District. We consider it a privilege to own a property situated in the city's largest remaining cluster of Romeo Flats, on a street that has maintained its character and diversity for over one hundred years. Our neighbors, as well as ourselves, are always working to maintain and improve the character and charm of Woodward Street through landscaping, tree maintenance and lighting.

We feel, however, that historical designation is a necessary key factor in preserving the buildings and diversity of Woodward Street going forward. Please help us preserve this special residential enclave by advancing the status of the Woodward Historic District from 'eligible' to 'designated'.

Thank you for your consideration,

Dinah M. Suncin

Carlos Suncin

Dinah M. Suncin