



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: October 25, 2017

TO: Architectural Review Committee of the
Historic Preservation Commission

FROM: Eiliesh Tuffy, Preservation Planner, (415) 575-9191
Julie Moore, Environmental Planner, (415) 575-8733

REVIEWER: Pilar LaValley, Senior Preservation Planner, (415) 558-6325

RE: **Review and Comment on 30 Otis Street
Preservation Alternatives for Draft EIR
Case No. 2015-010013ENV**

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The Planning Department (“Department”) and the Project Sponsor (“Sponsor”) are requesting review and comment before the Architectural Review Committee (ARC) regarding the proposed Preservation Alternatives for the project at 30 Otis Street.

On March 18, 2015, the Historic Preservation Commission adopted Resolution No. 0746 (attached) to clarify expectations for the evaluation of significant impacts to historical resources and the preparation of preservation alternatives in Environmental Impact Reports. Although the resolution does not specify ARC review of proposed preservation alternatives, the HPC, in their discussions during preparation of the resolution, expressed a desire to provide feedback earlier in the environmental review process – prior to publication of the Draft EIR – particularly for large projects. In response to the resolution, the subject project is being brought to the ARC for feedback as the Department and Project Sponsor develop preservation alternatives to address the anticipated significant impact to the historic resource at 14-18 Otis Street.

The Planning Department is in the process of preparing a focused Environmental Impact Report (EIR) to evaluate the physical environmental effects of the proposed project. It is anticipated that the EIR will address environmental topics including historic resources and transportation. The proposed Preservation Alternatives are being brought to the ARC for comment prior to review by the HPC of the Draft EIR. The Draft EIR is anticipated to be released in the summer of 2018.

BUILDINGS AND PROPERTY DESCRIPTION

The project site is located on the north side of Otis Street immediately west of 12th Street and includes five assembled parcels measuring 36,042sf in total area. The site is zoned for two different height districts: 85-X and 85/250-R-2. Five reinforced concrete buildings

ranging from 1- to 3-stories in height currently occupy the site. The project proposes to demolish all five existing building on Lots 10, 12, 13, 16 and 18 in Block 3505 to construct a mixed-use, high-density residential development on the 36,042sf cleared site. Of the five existing buildings proposed for demolition, one building at 14-18 Otis (Lot 13) is a known historic resource. The property was identified as an individual historic resource as part of the Market and Octavia survey (adopted in 2009).

The subject property located at 14-18 Otis Street is developed with a three-story industrial loft building that, from the 1960s through the early-2000s, was occupied by the Lotus Fortune Cookie Factory. Designed by engineer James H. Hjul and completed in 1925, the 40' tall reinforced-concrete building occupies the entire 50'x100' parcel. Due to the upsloping nature of the lot, the ground floor story of the subject property is only partially above grade on the north (rear) elevation. Currently, the building is used as office space.

The Otis Street elevation is five bays wide and features multi-lite industrial steel sash windows. The building's upper floors are separated by concrete spandrels with a recessed panel detail. The east and west end-bays are framed by full-height, concrete fluted pilasters with Corinthian capitals. Above each capital is a raised shield motif. At the rooftop parapet, an ornamental band with a garland swag design serves as the cornice.

The ground floor's historic transom windows, garage door opening and street-facing freight elevator remain intact. New double-doors were installed in a recessed pedestrian entrance in 1959. The lower storefront systems in two of the ground floor bays were infilled with concrete block at an unknown date. A voluntary seismic upgrade was completed in 2005.

The rear elevation is five bays wide with industrial steel sash windows and flat, unornamented painted concrete wall finishes.

Additional description of the existing building can be found in the attached Historic Resource Evaluation Report, Part 1, prepared by VerPlanck Historic Preservation Consulting ("VerPlanck report").

CEQA HISTORICAL RESOURCE(S) EVALUATION

The subject property was identified through survey as a Known Historic Resource under Criterion 3 (Architecture) and serves as a significant example of a larger-scale, 1920s light industrial loft building attributed to the San Francisco engineer, James H. Hjul. The period of significance for the building is its original design and construction date: 1925.

The Department concurs with the VerPlanck report findings regarding historic significance, eligibility, and period of significance for 14-18 Otis Street. Additional information regarding historic significance and the eligibility determination can be found in the attached VerPlanck report.

INTEGRITY

The Department concurs with the VerPlanck report finding that 14-18 Otis Street continues to retain integrity since its finding of eligibility in the Market & Octavia historic resource survey, adopted in 2009. See the attached VerPlanck report for further details regarding integrity of the historic resource at 14-18 Otis St.

CHARACTER-DEFINING FEATURES

Character-defining features of the historic resource at 14-18 Otis Street are listed below:

- Three-story height and rectangular massing
- Street-facing elevations (Otis Street and Chase Court)
- Stucco and board-formed concrete finishes
- Steel industrial windows
- Modest Renaissance-Baroque ornament
- Multi-light transoms
- Recessed spandrel panels
- Flat roof concealed behind a raised parapet
- Freight elevator

The Department concurs with all of the character-defining features identified by VerPlanck Historic Preservation Consulting, with one point of clarification. The rear elevation of 14-18 Otis Street does not front onto Chase Court as does its neighboring building to the west, 38-40 Otis Street. Therefore, the rear elevation of the resource – while visible from angled views beyond a fence – is not street-facing.

PROJECT DESCRIPTION

The project sponsor, Align Real Estate, proposes to demolish five existing buildings located at 74 12th St., 90-98 12th St., 14-18 Otis Street, 30-32 Otis Street, and 38-40 Otis Street to construct a new mixed-use development. The project includes a 27-story residential tower at the intersection of Otis and 12th Streets (Height: 250-ft) and 10-story building podium extensions to the west along Otis Street and to the north along 12th Street (Height: 85-ft). The Otis Street frontage will have retail on the ground floor, bicycle parking access, and an entrance to the underground parking garage. The 12th Street frontage will include the residential building lobby and the main entrance for the City Ballet School's new dance studios and theater. The project would provide a total of 421 dwelling units, 5,590 square feet of ground floor retail space, a below-grade garage with 94 off-street parking spaces, 435 bicycle parking spaces, and 16,463 square feet devoted to the City Ballet School. The building at 14-18 Otis Street is considered to be an historic resource for the purposes of the California Environmental Quality Act (CEQA). The project site is located within the C-3-G (Downtown-General) Zoning District and an 85-X and 85/250-R-2 Height and Bulk Limit.

For additional information about the proposed project, see the attached narrative outlining the project sponsor objectives.

PROJECT IMPACTS

Project impacts have not yet been fully analyzed, as that analysis will be provided by the Preservation Consultant for inclusion in the Draft Environmental Impact Report (DEIR). However, due to the proposed demolition of an individual historic resource, the project as proposed would result in a significant impact to that resource: 14-18 Otis Street.

PRESERVATION ALTERNATIVES

As the proposed project is anticipated to result in a significant impact to an historical resource through demolition, the EIR will consider alternatives to the project. Alternatives considered under CEQA do not need to meet all project objectives; however, they should fully preserve the features of the resource that convey its significance while still meeting most of the basic objectives of the project. The project objectives are provided in a letter from the sponsor attached to this memo.

The project sponsor conducted numerous studies before presenting the Preservation Alternatives in the attached submittal. Four alternatives that were considered but rejected have been included in the sponsor's narrative to help illustrate the iterative process up to this point in the Planning Department's review of the project proposal.

After consideration of the various design and programming scenarios, Department staff and the project team have identified the following preservation alternatives: No Project Alternative, Full Preservation Alternative, and Partial Preservation Alternative. These alternatives are depicted in the attached massing studies.

No Project Alternative

The No Project Alternative would retain the historic resource at 14-18 Otis Street as-is. At 39 feet in height, the historic resource would remain the tallest building at the southeast corner of Block 3505. All five existing buildings and their uses would remain unchanged unless a new project was undertaken.

The No Project Alternative does not meet the objectives of the project.

Full Preservation Alternative

The Full Preservation Alternative would retain the building's four perimeter walls, floor plates, and some interior structural elements, while allowing for a two-story stepped vertical addition in keeping with previously-approved additions to historic resources. Specifically, this alternative would restrict demolition of the historic resource to an amount allowed under Article 10, Section 1005(f) of the Planning Code. The full preservation alternative would incorporate a 2-story vertical addition above the existing 3-story building. The adaptive reuse of the historic resource would consist of retail space, ballet studio and support spaces on the ground floor with 14 dwelling units and interior common spaces on floors two through five. The new fourth floor would be set back 15-feet from the front building wall. The new fifth floor would have a larger, 30-foot setback from the front building wall. The tiered design of the vertical addition is a means of adding height to historic resources while minimizing the visibility of new construction from the public right-of-way. The appearance of the historic three-story

massing and feeling of the overall lot depth would be retained while allowing for two partial floor levels of expansion. This alternative appears to meet the demolition thresholds outlined in Sec. 1005(f) of Article 10 (the sponsor will elaborate as part of their presentation to the ARC). For these reasons, staff believes that this alternative would avoid a significant impact on the historic resource.

The Full Preservation Alternative meets or partially meets some of the objectives of the project. Most notably, the Full Preservation Alternative would not meet the project goal of creating a new theater space for the City Ballet School.

Partial Preservation Alternative

The Partial Preservation Alternative would retain the minimum required amount of façade, exterior walls, structural elements and floor plates to keep the project from being considered a “defacto demolition” per Article 10 of the Planning Code. The Partial Preservation Alternative would demolish the rear 40 feet of the historic resource and program the remaining 60 feet towards the front of the lot. The 60-foot front setback would be free of any vertical additions. However, the massing of the new residential tower construction would wrap directly behind the 60-foot setback and be constructed to the full allowable building height for the 85/250-R-2 height district (the 26-story proposed tower). This alternative would include a 26-story rear tower addition that would be highly visible from the public right-of-way, thus changing the overall character of the building. The Partial Preservation Alternative would preserve a substantial portion of the historic resource, but it would be subsumed by the surrounding residential tower. The historic resource, which stands as an example of a larger-scale version of this historic industrial building type for its time, would be dwarfed within the larger project losing its integrity of association and feeling. For these reasons, staff believes the Partial Preservation Alternative will reduce but not eliminate the significant impact on the historic resource.

The Partial Preservation Alternative meets or partially meets many of the objectives of the project at the expense of the historic resource’s architectural integrity.

REQUESTED ACTION

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

ATTACHMENTS

- HPC Resolution No. 0746
- Historic Resource Evaluation – prepared by VerPlanck Historic Preservation Consulting (May 2, 2017)
- Sponsor Letter including Project Objectives and Goals
- Massing Studies for Alternatives and Project, prepared by gouldevans architects (Rec’d Oct. 10, 2017)



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 0746

HEARING DATE: MARCH 18, 2015

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Jonas P. Ionin
Commission Secretary

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

NAYS:

ABSENT: E. Jonck

ADOPTED: March 18, 2015

HISTORIC RESOURCE EVALUATION

30 Otis Street Project

San Francisco, California



May 2, 2017

Prepared by


HISTORIC PRESERVATION CONSULTING

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I. Introduction

VerPlanck Historic Preservation Consulting prepared this Historic Resource Evaluation (HRE) for Align Real Estate's 30 Otis Street Project (Project). The site (Project Site) consists of five adjoining parcels on Assessor Block 3505, including Lots 010, 012, 013, 016, and 018. The five lots collectively comprise 35,987 square feet (sf) of space (**Figure 1**). The Project Site, which extends 251 feet along Otis Street and 150 feet along 12th Street, is entirely devoted to light-industrial and commercial uses, with the exception of the City Ballet School, which occupies the second floor of an industrial building at 30 Otis Street. The Project Site contains five buildings, including 74 12th Street, a former car wash (built 1956); 90-98 12th Street, a former auto repair facility (built 1920); 14-18 Otis Street, a light industrial loft building (built 1925); 30 Otis Street, a former auto repair facility (built 1931); and 38 Otis Street, an auto repair facility (built 1924). According to San Francisco Planning Department records, 90-98 12th Street, 14-18 Otis Street, and 30 Otis Street are Potential Historic Resources and 74 12th Street and 38 Otis Street are not. Based on extensive fieldwork, research, and analysis, this HRE finds that 14-18 Otis Street is the sole Historic Resource on the Project Site and that none of the other buildings is a Historic Resource because they lack significance, integrity, or both. The Project calls for the demolition of all five buildings on the Project Site and the construction of a 250-foot tower and 85-foot podium building containing 418 dwelling units, 5,138 sf of retail space, and 18,022 sf of arts space for the City Ballet School.



Figure 1. 30 Otis Project Site (outlined in blue).
Source: San Francisco Property Information Map

II. Methods

Christopher VerPlanck, the author of this report, has almost 20 years of experience evaluating historical resources in San Francisco. In compliance with the San Francisco Planning Department's *CEQA Review Procedures for Historic Resources*, this HRE provides a description and a history of the Project Site, including all five buildings. VerPlanck visited the Project Site on May 19, 2016 to photograph and survey the buildings and the surrounding neighborhood. Over the following two weeks, he conducted primary research at government and private offices, libraries, and repositories, including the San Francisco Office of the Assessor-Recorder, the San Francisco Department of Building Inspection, San Francisco Architectural Heritage, the San Francisco Public Library, the San Francisco Municipal Transportation Agency, and the California Historical Society. Given that the Market and Octavia Plan Survey is already almost 10 years old, we re-evaluated all five buildings for California Register eligibility. Unless mentioned otherwise, all photographs in this HRE were taken by Christopher VerPlanck.

III. Regulatory Framework

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

A. *Here Today Survey*

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

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

B. *Department of City Planning Architectural Quality Survey*

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

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

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

None of the buildings on the Project Site were evaluated in the 1976 Architectural Quality Survey.

C. San Francisco Architectural Heritage Surveys

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

In early 1980s, Heritage surveyed much of the Mid-Market Street Corridor, Van Ness Avenue Corridor, and South of Market area as part of its "Splendid Extended" survey, an extension of its 1978 Downtown Survey. Heritage evaluated four of the five of the buildings on the Project Site in 1980, assigning "C" ratings to 90-98 12th Street, 14-18 Otis Street, and 30 Otis Street. According to Heritage's methodology, a rating of "C," meant that the building was of "Contextual Importance" and not individually eligible for listing in the National Register or for local Landmark status. Heritage gave 38 Otis Street a rating of "D," meaning that it was of "Minor or No Importance." Heritage staff appear to have made an error regarding 90-98 12th Street. The surveyor was unaware that the building had been extensively remodeled in 1946 and evaluated it as a Late Moderne style building instead of a heavily altered Mission Revival-style auto repair facility.²

D. Article 10 of the San Francisco Planning Code

San Francisco City Landmarks are buildings, structures, sites, districts, and objects of "special character or special historical, architectural or aesthetic interest or value and (that) are an important part of the City's historical and architectural heritage."³ Adopted in 1967 as Article 10 of the San Francisco Planning Code, the San Francisco City Landmark program recognizes significant buildings and districts and protects them from inappropriate alterations and demolition through project review by the San Francisco Historic Preservation Commission. As of 2016, there were 269 individually landmarked properties and 13 designated historic districts that are subject to Article 10. The Article 10 designation process originally used the Kalman Methodology, a qualitative and quantitative method for evaluating the significance of historic properties. As of 2000, Article 10 was amended to use National Register criteria.

None of the buildings on Project Site is a City Landmark or a contributor to any locally designated or potential historic districts. In the Planning Department's 2006-08 Market and Octavia Survey, the Department's consultant, Page & Turnbull, identified a potential historic district, the South Van Ness Deco-Moderne Historic District, a potential historic district consisting of 45 properties, including 35 contributors. One of the properties on the Project Site, 30 Otis Street, was identified as a contributor to this potential historic district. However, the South Van Ness Deco-Moderne Historic District was never fully documented or recorded at the local, state, or national level and it appears to have no legal standing.

² San Francisco Architectural Heritage, Building Files for 90-98 12th Street, 14-18 Otis Street, 30 Otis Street, and 38 Otis Street.

³ San Francisco Planning Department, *San Francisco Preservation Bulletin No. 9 – Landmarks* (San Francisco: January 2003).

E. Market and Octavia Plan Survey

In 2006, the San Francisco Planning Department hired Page & Turnbull to survey all buildings 45 years or older within the boundaries of the Market and Octavia Plan area. The Market and Octavia Plan Survey (Market and Octavia Survey) consists of a historic context statement that describes the history of this part of San Francisco, which spans parts of the South of Market area, the Civic Center, Hayes Valley, Western Addition, Mission District, Eureka Valley, and the Mid-Market Street Corridor. Page & Turnbull recorded all buildings built in or before 1961 (1,563) on State of California Department of Parks and Recreation (DPR) 523 A (Primary) forms. Of these, Page & Turnbull identified 155 for additional research and documentation on DPR 523 B (Building, Structure, and Object) forms. Page & Turnbull evaluated another 736 properties on DPR 523 D (District) forms. The San Francisco Landmarks Preservation Advisory Board (now the Historic Preservation Commission) endorsed The *Market and Octavia Plan Historic Context Statement* on December 19, 2007 and the DPR 523 forms were adopted by the same body on December 17, 2008. The Planning Commission approved the entire Market and Octavia Survey on February 12, 2009. Two years later, the Planning Department hired Kelley & VerPlanck Historical Resources Consulting (Kelley & VerPlanck) to prepare DPR 523 B forms for another 198 previously unevaluated properties within the survey area (Market and Octavia Augmentation Survey).

Four of the five properties on the Project Site were documented on 523 And B forms in the Market and Octavia Survey and assigned California Historical Resource Status Codes (Status Codes). Survey findings for these four properties are summarized below:

- **74 12th Street:** This property was assigned a Status Code of “6Z” in the Market and Octavia Survey, meaning that it appears ineligible for listing in the California Register.
- **90-98 12th Street:** This property was assigned a Status Code of “6Z” in the Market and Octavia Survey, meaning that it appears ineligible for listing in the California Register.
- **14-18 Otis Street:** This property was assigned a Status Code of “5S3” in the Market and Octavia Survey, meaning that it appears “individually eligible for local listing or designation through survey evaluation.” According to the survey form, the building is a “notable example of (a) industrial loft building type.”
- **30 Otis Street:** This property was assigned a Status Code of “3CD” in the Market and Octavia Survey, meaning that it appears “eligible for CR (California Register) as a contributor to a CR eligible district through a survey evaluation.” The district referenced was the “potential” South Van Ness Deco-Moderne Historic District, which was never formally designated

It is not known why 38 Otis Street was not recorded or evaluated in the Market and Octavia Survey. DPR 523 forms for all four properties documented in the survey may be found within **Appendix Item A** of this HRE.

F. Van Ness Auto Row Support Structures Historic District

In 2009, the Planning Department hired architectural historian William Kostura to prepare a historic context statement and survey all remaining automotive “support” structures (a category that includes commercial garages, auto supplies stores, showrooms, and auto repair facilities) that were once part of San Francisco’s well-known Van Ness Avenue “Auto Row.” The boundaries of the survey area included Pacific Avenue to the north, Larkin Street to the east, Franklin Street to the west, and Market Street to the south. The survey area also included a small part of the South of Market area flanking South Van Ness Avenue. Kostura identified one small historic district of garages on Pine Street and 64 properties that appeared individually eligible for listing in the California Register. On July 21, 2010, the San Francisco Historic Preservation Commission adopted the survey and its findings.

William Kostura surveyed and documented 38 Otis Street on DPR 523 A and B forms.

- **38 Otis Street:** This property was assigned a Status Code of “6Z” in the Van Ness Auto Row Support Structures Survey, meaning that it appears ineligible for listing in either the California Register or the National Register.

Kostura’s findings stemmed from the fact that the building had been extensively remodeled after the end of the period of significance. DPR 523 forms for this property may be found within **Appendix Item A** of this HRE.

IV. Property Description

A. Context

The 30 Otis Street Project Site is located at the southwest corner of Mission Street and South Van Ness Avenue, an important crossroads where Market and Mission Streets meet Van Ness Avenue. Located in an area historically known as the “Market Street Hub,” or simply “The Hub,” the Project Site occupies a strategic location between the Mid-Market Corridor and the South of Market area. It is also close to the Civic Center and Hayes Valley on the north side of Market Street. For decades, both private developers and public agencies have neglected The Hub, allowing deterioration and blight to take hold. In recent years, the area has undergone a rapid transformation, as high technology firms lay claim to formerly run-down office buildings and private developers build high-end housing where parking lots and low-scale industrial and commercial buildings once stood.

VerPlanck Historic Preservation Consulting completed a reconnaissance survey of Block 3505 – a rectangular area bounded by Market, 12th, Otis, and Brady Streets. We also surveyed all of Block 3506, a triangular parcel bounded by Market Street, South Van Ness Avenue, and 12th Street; the northeastern half of Block 3504, a rectangular block bounded by Market, Brady, Otis, and Gough Streets; and the northeast corner of Block 3512, a boomerang-shaped block bounded by Otis Street, Mission Street, and Duboce Avenue (**Figure 2**).

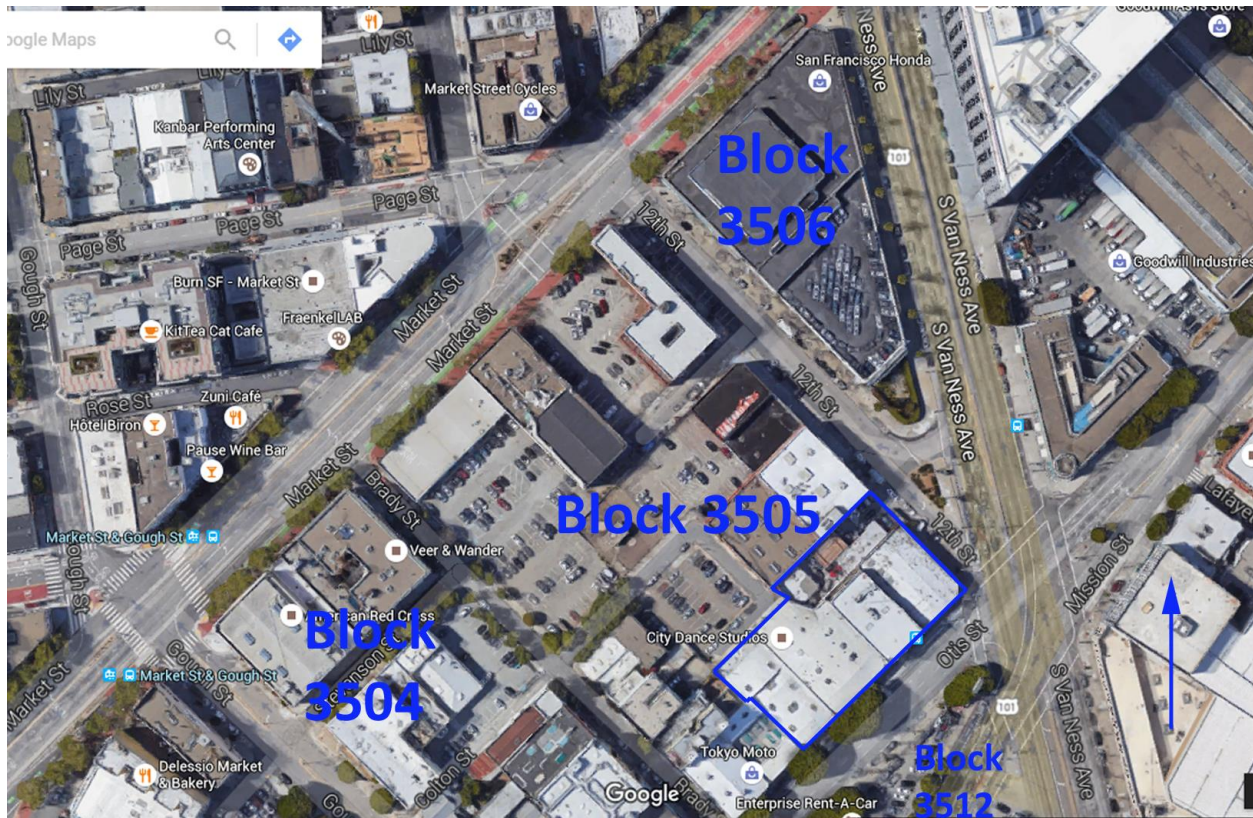


Figure 2. Survey area with project site outlined in blue.
 Source: Google Maps; annotated by Christopher VerPlanck

The Project Site occupies the southeast corner of Assessor Block 3505, where 12th and Otis Streets intersect. Otis Street, which forms the southern boundary of the Project Site, is a four-lane, one-way street running three blocks from South Van Ness Avenue to Duboce Avenue. Functionally it serves Mission Street's southbound traffic until Duboce Avenue, where Mission Street resumes as a two-way street. Twelfth Street, which forms the eastern boundary of the Project Site, is 80 feet wide and extends one block between Market and Mission Streets.⁴ In contrast to busy Otis Street, 12th Street is lightly traveled, mainly serving as a shortcut for motorists traveling from Market Street to Mission Street. Otis and 12th Streets are both lined by low-rise, auto-serving businesses, including auto repair and auto body shops and auto supply businesses. South Van Ness Avenue is located approximately 100 feet east of the Project Site. Connecting Market Street to Cesar Chavez Street, South Van Ness Avenue is a six-lane arterial boulevard used by tens of thousands of motorists each day, in particular the three-block stretch between Market Street and Duboce Avenue, where the on-ramp to U.S. Highway 101 is located. Bordering the Project Site to the north and west are Colusa Place and Chase Court, two narrow, mid-block alleys that provide internal circulation within Block 3505.

In terms of age, styling, use, and size, the properties bounding the Project Site are diverse, consisting primarily of early twentieth-century, mixed-use (residential and commercial) and light industrial buildings, as well as more recent mid-rise and high-rise construction. Much of the northern half of Block 3505, an area bounded by Market, 12th, Colton, and Brady Streets, is devoted to surface parking lots. Most of these

⁴ The remainder of 12th Street running from Mission Street to Harrison Street is not contiguous with the block between Market and Mission streets.

parking lots, as well as three buildings along Market Street, are part of the Market and Brady Project, a major private redevelopment effort that will rehabilitate the Civic Center Hotel, at 1601-05 Market Street (1915); demolish and replace the Local 38 Plumbers and Pipefitters' Union Hall, at 1621 Market Street (1923); and rehabilitate a portion of the Lesser Bros. Building, at 1629-45 Market Street (1925), for commercial and residential uses (**Figures 3-4**). The Market and Brady Project Site encompasses almost 100,000 sf of space on 13 adjoining properties. The project sponsor is currently seeking project approvals for the Market and Brady Project, which will likely begin construction in one to two years' time.



Figure 3. Market and Brady Project Site, looking southwest along Market Street from 12th Street.



Figure 4. Market and Brady Project Site, looking northeast from Brady Street.

The center of Block 3505, just north of the Project Site, is transected by several narrow service alleys, including Colton Street, Colusa Place, and Chase Court. As mentioned previously, most of the center of the subject block is occupied by surface parking lots, including several bounded by chain-link fencing. Directly adjoining the Project Site to the north is a large parking lot bounded by Colton Street, Colusa Place, and Chase Court. This parking lot is part of the Market and Brady Project, and it will eventually contain the affordable housing component of that project. Adjoining this parking lot to the west are several multi-family residential buildings along Brady Street, another mid-block alley, which links Otis and Market streets. Located on the north side of Colton Street, opposite the previously described parking lot, is an aboveground concrete enclosure belonging to the Bay Area Rapid Transit (BART) District (**Figure 5**). This enclosure contains large fans used to ventilate BART's San Francisco line, which passes directly beneath the site.



Figure 5. Parking lot and BART enclosure at the center of Block 3505, looking west.

Brady Street features several early twentieth-century industrial buildings, post-1906 flats, as well as contemporary condominiums (Figure 6). Parking lots line Brady Street north of Colton Street. At the northeast corner of Colton and Brady streets, is 61-63 Brady Street, a one-story, wood-frame industrial building (built 1939) that was once the headquarters of the Daughters of Bilitis, a historical Lesbian organization, as well as several other early women’s organizations (Figure 7).⁵



Figure 6. Brady Street, looking north.



Figure 7. 61-63 Brady Street, looking northeast.

⁵ San Francisco Property Information Map, “61-63 Brady Street” <http://propertymap.sfplanning.org/>, Accessed August 2016.

The north side of Otis Street between 12th and Brady Streets mainly comprises the Project Site, though 42 and 50-52 Otis Street are not part of it. 42 Otis Street, which bounds the Project Site to the west, is a two-story, concrete light-industrial building (**Figure 8**). Built in 1908, 42 Otis Street appears to have been heavily remodeled in the 1960s or early 1970s. According to the Planning Department, 42 Otis Street is not a Historic Resource. 50-52 Otis Street, which occupies the northwest corner of Otis and Brady Streets, is a two-story, concrete industrial loft building constructed in 1920 (**Figure 9**). Though the entrance on Otis Street has been altered, otherwise the building appears to be largely intact. According to the San Francisco Planning Department, 50-52 Otis Street is a potential Historic Resource because it was formerly home to the Women's Press Project.⁶



Figure 8. 42 Otis Street, looking northwest.



Figure 9. 50-52 Otis Street, looking northeast.

Across the street from the Project Site is Block 3512, the boomerang-shaped block sandwiched between Mission and Otis streets. A narrow, triangular lot at 1600 Mission Street occupies the northeastern “prow” of the block. This property, which is mostly used for surface parking, contains the two-story, Spanish Colonial Revival-style Granfield’s Service Station (built 1930). According to the



Figure 10. Granfield’s Service Station, 1600 Mission Street, looking west.

Planning Department, 1600 Mission Street is a Historic Resource because it is an excellent and well-preserved example of “roadside” commercial architecture in San Francisco (**Figure 10**).

⁶ San Francisco Property Information Map, “42 and 50-52 Otis Street” <http://propertymap.sfplanning.org/>, Accessed August 2016.

The first block of 12th Street adjoins the Project Site to the northeast. Like much of The Hub neighborhood, it contains mainly light industrial buildings built for auto repair (**Figure 11**). At the north end of the block is the Civic Center Hotel, at 1601-05 Market Street, which occupies 125 feet of frontage from Market Street to Stevenson Street. Between Stevenson Street and the Project Site are three early twentieth-century auto repair facilities, including 40, 42, and 56-70 12th Street. 40 12th Street was built in 1938 and it is designed in the Streamline Moderne style. Its historical status is unknown. Built in 1916, 42 12th Street is a one-story automotive repair facility designed in the Renaissance Revival style. According to the Planning Department, it is a Historic Resource identified in the Van Ness Auto Row Support Structures Survey. The southernmost of these three buildings, 56-70 12th Street, is a three-story, concrete auto showroom and repair facility built in 1912. Designed in the Nineteenth Century Industrial style with Classical Revival ornament, the minimally altered building is a Historical Resource according to the Planning Department. Designed by Miller & Colmesnil, 56-70 12th Street is called out as being eligible for the California Register in the Van Ness Auto Row Support Structures Survey.



Figure 11. 12th Street, looking southeast from Market Street.

On the opposite side of the first block of 12th Street is a large triangular property bounded by Market Street, South Van Ness Avenue, and 12th Street. Long occupied by San Francisco (formerly Boas) Honda, the property is commonly known as 1535-99 Market Street or 12-50 South Van Ness Avenue (**Figures 12-14**). Constructed in 1927 as a speculative commercial building, the property has been the location of several auto showrooms. The second floor has housed several well-known ballrooms and music venues, including El Patio, The Carousel, and Bill Graham's Fillmore West.



Figure 12. San Francisco Honda; view toward southwest along Market Street.
Source: Christopher VerPlanck



Figure 13. San Francisco Honda; view toward north along 12th Street.
Source: Christopher VerPlanck



Figure 14. San Francisco Honda; view toward south along 12th Street.
Source: Christopher VerPlanck

The San Francisco Honda property is not a Historic Resource because of heavy alterations. It is also the site of a proposed two-tower, high-rise project designed by Handel Architects for Crescent Heights Development.

As mentioned, the Project Site faces the busy intersection where 12th Street, Otis Street, Mission Street, and South Van Ness Avenue converge. One of the widest and most dangerous intersections in the city, it is a formidable barrier between the Project Site and the properties on the opposite side of the intersection. Directly opposite the Project Site, at 99 South Van Ness Avenue, is a two-story, Art Deco-style industrial building presently used as a self-storage warehouse (**Figure 15**). Historically known as the Recorder Printing Company, this building is a Historic Resource according to the San Francisco Planning Department.

Located to the north and east of 99 South Van Ness Avenue is 1563-71 Mission Street, a five-story, concrete industrial loft building constructed in 1917 (**Figure 16**). Currently being remodeled, the building is considered to be a Historic Resource by the San Francisco Planning Department.



Figure 15. Recorder Printing Company Building at 99 South Van Ness Avenue, looking southeast.

Located at the northeast corner of the intersection of South Van Ness and Mission Street is 1560 Mission Street, a two-story, steel-frame, concrete commercial building (**Figure 17**). Constructed in 1997, it houses a Goodwill store. It is not a Historical Resource. Located north and east of the Goodwill Store, at 1500 Mission Street, is the former White Motor Co. /Coca Cola Bottling Co. plant. Built in 1953, this three-story, Late Moderne-style industrial building is a Historic Resource according to the Planning Department. 1500 and 1560 Mission Street comprise the site of a proposed project that would demolish the Goodwill store and most of the former bottling plant to construct a 350-foot residential tower and office building.



Figure 16. 1563-71 Mission Street, looking east.



Figure 17. 1560 Mission Street, looking northeast.

B. Project Site

As illustrated in Figure 1, the Project Site is almost entirely occupied by the footprints of the buildings on it. Indeed, the only part of the site not covered by buildings is the storage yard for the auto repair shop at 74 12th Street. This property is paved in asphalt and there is no landscaping. The rest of the site is without any landscaping except for two mature Ficus trees along Otis Street. The following sections describe each of the five properties in detail.

C. Former Mission-Van Ness Car Wash, 74 Otis Street

The former Mission-Van Ness Car Wash, at 74 12th Street, occupies an irregularly shaped lot measuring 50 feet along 12th Street and between 133 and 158 feet deep. From the street, 74 12th Street is largely obscured behind a chain-link fence topped by razor wire (**Figure 18**). At the south side of the property is a plywood billboard mounted on metal supports, further concealing the building from view. Located several feet behind the billboard is a one-story, concrete block office building with an attached steel-framed carport that originally served as the car wash. Punctuated by an irregular fenestration pattern, including fixed and sliding aluminum windows, hollow-core metal doors, and contemporary French doors, the flat-roofed building is designed in a utilitarian mode without any ornament (**Figures 19-20**). Clad in metal panels, the car wash enclosure is partially supported by the adjoining brick building at 56-70 12th Street. At the rear of the property is a freestanding storage shed made of plywood, metal pipe columns, and metal paneling (**Figure 21**). 74 12th Street has approximately 20 feet of frontage along Chase Court, though it is enclosed behind a plywood wall (**Figure 22**). The heavily altered property appears to be in good condition.



Figure 18. Former Mission-Van Ness Car Wash, looking southwest from South Van Ness Avenue.



Figure 19. Former Mission-Van Ness Car Wash, office wing, looking southwest.



Figure 20. Former Mission-Van Ness Car Wash, carwash wing, looking southwest.



Figure 21. Former Mission-Van Ness Car Wash, shed at rear, looking north.



Figure 22. Former Mission-Van Ness Car Wash, frontage on Chase Court, looking northeast.

D. John McKee Building, 90-98 12th Street

The John McKee Building at 90-98 12th Street, now home to A & M Carpets, is a one-story-and-mezzanine, reinforced-concrete, former auto repair facility occupying a 66' x 100' parcel at 12th and Otis Streets (**Figure 23**). Designed by architect Albert W. Burgren and constructed in 1920, the building was extensively remodeled in 1946, resulting in its present utilitarian appearance. The building has two finished street façades. Finished in smooth stucco, the exterior has no applied ornament aside from a raised stucco molding extending along the upper edge of the two street façades, as well as another molding tracing the parapet coping. The visible sections of the southwest and northwest façades, which but the adjoining properties at 74 12th Street and 14-18 Otis Street, are painted board-formed concrete without any openings (See Figure 19). The interior of 90-98 12th Street is also heavily remodeled; it contains a showroom finished in standard off-the-shelf materials from the 1980s and later, including gypsum board walls and suspended acoustical ceilings, a utilitarian warehouse/loading dock area, and a partial mezzanine/catwalk that extends above both of these spaces. The heavily altered building appears to be in good condition.



Figure 23. John McKee Building, overall view.

Exterior Description

The southeast (primary) façade of the John McKee Building faces southeast toward Otis Street (**Figure 24**). It is two bays wide and finished in stucco with no applied ornament aside for the horizontal moldings described above. The left bay contains a pedestrian entrance at far left. This entrance is protected behind a steel security door. To the right of the entrance are two rectangular windows containing fixed aluminum-sash windows. The windows are protected behind steel-mesh security grilles. Above these windows, at the mezzanine level, is a pair of 1940s-era tripartite wood windows that each consist of three wood casement or awning sashes divided into three bands by horizontal muntins. The right bay of the southeast façade contains a vehicular entrance infilled with a 1980s-era, aluminum-frame storefront. In front of it is a steel roll-up door.

The northeast (secondary) façade of the John McKee Building faces 12th Street and South Van Ness Avenue (**Figure 25**). It is roughly three bays wide. The left bay contains the primary entrance to the store, which contains a 1940s-era, glazed wood door flanked by wood-frame sidelights and capped by a three-light transom. The entrance is part of a chamfered corner bay that faces the intersection of 12th and Otis streets. The area above the main entrance contains a transom filled with structural glass blocks that have been painted over. The rest of the secondary façade is finished in stucco without any applied ornament. To the right of the main entrance is a former vehicular entrance infilled with a 1980s-era, aluminum-frame storefront. In front of it is a steel roll-up door. Corresponding to the warehouse inside, the right bay fea-

tures a metal roll-up door flanked by multi-light windows at the mezzanine level. The windows are protected behind metal security grilles. The area beneath the windows features wood board-and-batten paneling.

Interior Description

As mentioned previously, the interior of 90-98 12th Street dates to a ca. 1980 remodel that infilled the interior of the former auto repair facility with a carpet showroom. With the exception of the concrete perimeter walls, the interior is entirely obscured behind 1980s-era commercial finishes and fittings, including resilient flooring, gypsum board walls, and suspended acoustical ceilings (**Figure 26**). The interior of the warehouse section retains some original materials, including concrete flooring and painted concrete walls. The flat wood truss roof is enclosed within gypsum board panels and punctuated by several rectangular skylights (**Figure 27**).



Figure 24. John McKee Building, southeast façade.



Figure 25. John McKee Building, northeast façade.



Figure 26. John McKee Building interior (showroom).



Figure 27. John McKee Building interior (warehouse).

E. Former Lotus Fortune Cookie Co. Factory, 14-18 Otis Street

The former Lotus Fortune Cookie Co. Factory, at 14-18 Otis Street, is a three-story, reinforced-concrete light-industrial loft building with a concrete slab foundation and a flat roof (**Figure 28**). Designed and built in 1925 by engineer and contractor James H. Hjul, the industrial building occupies a 50-foot by 100-foot lot facing Otis Street. Built on speculation by George A. Clough and John D. McKee, 14-18 Otis Street is a classic light-industrial “loft” building, a term referencing multi-story, reinforced-concrete, multi-purpose industrial buildings built in San Francisco from ca. 1910 until ca. 1930. Designed for maximum flexibility, industrial loft buildings have open floor plans with few interior supports or partitions. The former Lotus Fortune Cookie Co. Factory has 50 feet of frontage along Otis Street, which is its only street exposure, meaning that the Otis Street façade is the only one of the four elevations that has any ornament. The other three façades face interior lot lines and are therefore entirely utilitarian in character. The interior of the building has been remodeled several times for different light-industrial uses, including most recently in 2006. Nonetheless, the building’s originally open floorplans still survive on the second and third floors, which have few non-historic partitions. Overall, the largely intact building is in good condition.



Figure 28. Former Lotus Fortune Cookie Co. Factory, primary façade, looking northwest.

Exterior Description

The primary façade of the former Lotus Fortune Cookie Co. Factory faces southeast toward Otis Street. It is five bays wide and three stories high. Finished in smooth stucco with some concrete block infill at the first floor level, the primary façade is articulated as a grid of horizontal and vertical elements, including its fluted Corinthian-order pilasters and slightly recessed spandrel panels. Aside from the pilasters, the only ornamental features on the primary façade include a band of dentil moldings above the windows on the third floor level, four gilded cartouches above each of the pilasters, a cement plaster frieze depicting an alternating arrangement of swags and cartouches, and a narrow decorative crest at the parapet coping (**Figure 29**). In regard to its fenestration, the first floor level features a historic freight elevator door in the left bay. To the right of it is a non-historic, steel roll-up door. The third and fourth bays feature remnants of storefronts infilled with concrete block, as well as a non-historic steel door. The storefronts are surmounted by original multi-light metal transoms that match the windows on the upper stories. The right bay contains the main entrance to the building. This entrance features a deep vestibule protected behind a steel security gate. The entrance itself has a non-historic solid-core wood door. The second and third floor levels are essentially identical, with each of the five bays containing a large steel industrial window with an operable pivot sash at the center. A metal fire escape is attached to the primary façade within the center bay.



Figure 29. Lotus Fortune Cookie Co. Factory, detail of upper part of primary façade.

The northwest (rear) façade of the former Lotus Fortune Cookie Co. Factory faces the interior of the block and is therefore not visible from any public rights-of-way. It is characterized by painted board-formed concrete without any applied ornament (**Figure 30**). Because of the grade change between 14-18 Otis and the adjoining property at 74 12th Street, the first floor level of the rear façade is partly below-grade and devoid of any fenestration. The second and third floor levels are identical, each consisting of two bands of steel industrial windows with operable pivot sashes at the center of each panel.



Figure 30. Former Lotus Fortune Cookie Co. Factory, rear façade.

Interior Description

The interior of the former Lotus Fortune Cookie Co. Factory is entirely utilitarian, as befitting its historical light industrial usage. Though it has been remodeled, the bulk of the building's original materials and features remain exposed (**Figure 31**), including its concrete perimeter walls and ceiling (second floor only), concrete piers and beams, exposed wood-frame roof (third floor only), freight elevator, and windows. The first floor level has been entirely built-out with contemporary materials. In addition, a contemporary gypsum-board stair has been constructed on the northeast side of the building. There are also several non-historic glass-enclosed office enclosures on all floor levels (**Figure 32**).



Figure 31. Former Lotus Fortune Cookie Co. Factory interior (second floor).

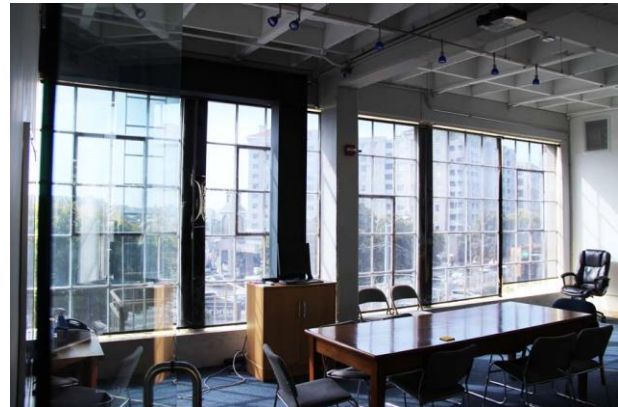


Figure 32. Former Lotus Fortune Cookie Co. Factory interior (third floor).

F. *Salta Co. Building, 30 Otis Street*

The Salta Co. Building at 30 Otis Street is a two-story, reinforced-concrete, light-industrial loft building with a concrete slab foundation and a bowstring-truss roof. Designed by architect Edmund H. Denke and constructed in 1931, the building occupies an irregularly shaped lot measuring approximately 82 feet along Otis Street and 130 feet deep. The rear of the property has about 47 feet of frontage on Chase Court. Built by the Salta Company to accommodate its retail tire business, 30 Otis Street is a Hybrid auto parts showroom/light-industrial building. The primary Otis Street façade is the only elevation with any architectural ornamentation. Two of the three other façades face interior lot lines and the third faces Chase Court, a mid-block alley. None of these other façades has any ornament. The interior of the Salta Co. Building has been remodeled several times for various commercial and artistic uses, though a sense of the building's character can still be obtained on the second floor level, which was remodeled in 2003 to accommodate the City Ballet School. Overall, the moderately intact building is in good condition.

Exterior Description

The southeast (primary) façade of the Salta Co. Building is four bays wide and two stories high (**Figure 33**). Finished in smooth stucco, the primary façade is divided into a grid by full-height pilasters and slightly recessed spandrel panels. The first floor level, which has housed an auto glass retailer/installer since the early 1990s, consists of three 1960s-era aluminum-frame storefronts. The storefronts in the first and second bays have pedestrian entrances at their left sides. The entrance in the first storefront, which accesses the second floor level, is boarded up; the entrance in the second bay contains a 1960s-era aluminum door. The third bay contains a 1960s-era aluminum storefront without any entrances. The fourth (right) bay contains a vehicular entrance with a metal roll-up door. The second floor level, which contains the City Ballet School, is more intact than the first floor level; it contains four identical steel industrial sash windows with an operational pivot sash at the center of each window. The first and second floor levels are demarcated by shallow spandrel panels. The spandrel in the fourth (right) bay contains a flush-mounted, backlit plastic sign reading "SaveOn Glass." A frieze composed of recessed panels occupies the space above the windows on the second floor level. The panels are separated at each bay by flat pilasters. The pilasters are capped by recessed panels containing floral moldings and stylized Art Deco-inspired capitals. There is no additional ornament. The primary façade is capped by a false parapet concealing the wooden bowstring truss from view.

The side elevations of 30 Otis Street are both made of painted board-formed concrete without any fenestration. The northwest (rear) façade is also painted board-formed concrete. It is fenestrated by a functional arrangement of doors, windows, and a loading dock at the center (**Figure 34**). Aside for the loading dock, which contains a pair of metal doors, all fenestration on the rear façade appears to date to 2003, when the City Ballet School moved into the building, including the aluminum storefront assembly in the second bay in from the left and a large bank of aluminum windows in the two right bays. The rear façade does not have any applied ornament; nor does it have a false parapet concealing the bowstring-truss roof from view.



Figure 33. Salta Co. Building, primary façade, looking northwest.



Figure 34. Salta Co. Building, rear façade, facing southeast.

Interior Description

As mentioned previously, the first floor level of the Salta Co. Building is leased to a commercial glass company that has occupied this part of the building since the early 1990s. The first floor level features a retail showroom at the front of the building that is finished in 1990s-era, off-the-shelf materials, including resilient tile flooring, gypsum board walls, and suspended acoustical ceilings (**Figure 35**). Behind the showroom is a pair of offices and at the rear of the building is a large storage area/garage with concrete flooring and exposed concrete walls, piers, beams, and ceiling (**Figure 36**).



Figure 35. Salta Co. Building interior, first floor, showroom.



Figure 36. Salta Co. Building interior, first floor, garage.

City Ballet School leases the second floor level of the Salta Co. Building. Though it was remodeled in 2003 to suit the needs of the school, including the construction of wood-frame, gypsum-board partitions to create three studios (including one on an upper mezzanine level), offices, classrooms, a break room, etc., the second floor level retains most of its original materials, including its hardwood flooring, concrete perimeter walls, and most notably, the distinctive bowstring trusses (**Figures 37-38**).



Figure 37. Salta Co. Building interior, second floor, office.



Figure 38. Salta Co. Building interior, second floor, studio.

G. Former Hopkins Auto Repair Shop, 38 Otis Street

The former Hopkins Auto Repair Shop, at 38 Otis Street, is a one-story, reinforced-concrete auto repair facility with a concrete slab foundation and a bowstring-truss roof. Designed and built in 1924 by engineer/contractor James H. Hjul, the utilitarian building occupies a rectangular lot measuring approximately 53 feet along Otis Street and 130 feet deep. The property flares out approximately 7 feet toward the rear, so that it has approximately 60 feet of frontage along Chase Court. Built on speculation by George A. Clough as an auto “shop,” the building has always been in use for auto-related businesses. Two of the three other façades face interior lot lines and the third faces Chase Court, a mid-block alley. The building was heavily remodeled in 1961, which resulted in the removal of all of its original ornament. Today, the exterior is entirely utilitarian, with the primary façade finished in stucco and the other three façades made of painted board-formed concrete. The interior is essentially one open space without any partitions. Overall, the heavily altered building appears to be in good condition.

Exterior Description

38 Otis Street has two publicly visible façades: one facing Otis Street and the other facing Chase Court. The primary façade faces southeast toward Otis Street. It is three bays wide and one story high (**Figure 39**). Finished in smooth stucco without any ornament, the primary façade features 1960s-era aluminum-frame storefronts in the two corner bays. The storefronts are identical, except that the storefront in the right bay contains a pedestrian entrance fitted with a single-panel, glazed, aluminum door. Both storefronts have matching transoms. At the center of the primary façade is a vehicular entrance containing a steel roll-up door. The frieze above the fenestration has painted signage reading “AUTO SERVICE CENTER.” Because of the grade change between Otis Street and Chase Court, the northwest (rear) façade, which faces Chase Court, is mostly below-grade and much of the rest is concealed from view by a high concrete retaining wall. All that is exposed is the clerestory level of the bowstring truss roof (**Figure 40**).



Figure 39. Former Hopkins Auto Repair Shop, primary façade, looking northwest.



Figure 40. Former Hopkins Auto Repair Shop, rear façade, looking south.

Interior Description

The interior of the former Hopkins Auto Repair Shop is utilitarian, as befitting its historical auto repair use. As mentioned previously, it is essentially an open-span space without interior partitions, with the exception of the southeast corner of the building, where a small office and toilet facilities are located. The floor is concrete and the walls are board-formed concrete with extruded piers. There are no intermediary supports, with the bowstring trusses spanning the width of the building (**Figure 41**). The bowstring-truss roof is composed of prefabricated wooden trusses that spring from embedded concrete piers along the perimeter walls. The wooden roof is punctuated by skylights at regular intervals. The rear portion of the building is wider and has a higher roof than the front part, allowing for the incorporation of clerestory windows to provide additional natural light into the building's interior (**Figure 42**).



Figure 41. Former Hopkins Auto Repair Shop interior, looking northwest.



Figure 42. Former Hopkins Auto Repair Shop interior, looking southeast.

V. Historical Context

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

A. Neighborhood History

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

Jasper O'Farrell laid out Market Street in 1847 by as part of the first survey of San Francisco under American rule. Laid out to be 120 feet wide, Market Street bisects two separate street grids: the "50 Vara Survey" north of Market and the "100 Vara Survey" south of Market. O'Farrell's reasons for laying out Market Street on a diagonal trajectory is unknown, but he was most likely trying to provide the most direct route from Yerba Buena Cove to Mission Dolores while avoiding impenetrable marshes on the north side of Mission Bay. Using an archaic Spanish unit of measurement called the *vara* (roughly equivalent to an English yard), O'Farrell aligned the 50 Vara Survey along an imaginary north-south axis. Each 275' by 412'-6" block contained six lots measuring 50 square varas (137'-6" by 137'-6"). In contrast, he surveyed the 100 Vara Survey parallel to Market Street. The huge blocks in the 100 Vara Survey measured 550' by 825' – four times larger than the 50 Vara Survey. Again, O'Farrell's reasoning is unknown, though it may have been his intention to reserve the larger blocks south of Market Street for agriculture or industry. Regardless, it soon became apparent that the blocks in the 100 Vara Survey were too big to be efficiently subdivided for urban uses, so within a few years local landowners began subdividing the lots and building mid-block alleys to access them, as shown on the 1853 U.S. Coastal and Geodetic Map (**Figure 43**).

O'Farrell's survey only went as far as Leavenworth Street and 4th Street to the west. In 1851, City Surveyor William Eddy extended O'Farrell's survey westward to Larkin and 9th Streets. Four years later, under the Van Ness Ordinance, the city's boundaries were extended to Divisadero Street. In addition to laying out Van Ness Avenue as a 125-foot north-south thoroughfare, the 1858 Van Ness Ordinance extended the South of Market's 100-Vara Survey into the adjoining Mission District. This complicated melding of the South of Market and Mission surveys is what gives The Hub its distinctive pinwheel-like street plan. To connect the streets in the two survey areas, the streets parallel to Market Street, including Mission, Howard, Folsom, etc., had to shift their alignment from running northeast-southwest to north-south as they approach Van Ness Avenue. This shift produces a graceful curve in these streets. In addition, the numbered streets in the 100 Vara Survey must shift from their northwest-southeast alignment to run west-east to align with the ordinal grid of the Mission Survey. As a result, The Hub, where the transition takes place, is characterized by an unusual arrangement of wedge-shaped blocks, most of which are further divided up into irregular parcels by a dense web of mid-block alleys.



Figure 43. Section of the 1853 Coast Survey Map showing the intersection of the 50 Vara and 100 Vara Surveys.
Source: National Oceanic and Atmospheric Administration

Though the streets of The Hub neighborhood were in place as early as 1858, the development of the area took several more decades. Despite being located astride San Francisco's most important transportation corridor, The Hub was still quite remote from the center of the city around Yerba Buena Cove. Furthermore, there were many physical obstacles, including creeks, marshes, and large sand dunes, that needed to be filled or removed before the area could be developed. Maps show few buildings in The Hub until the late 1860s/early 1870s. Development in the area was spurred on by improved accessibility, particularly after an Irish real estate speculator named Thomas Hayes built a street railroad along Market Street to Hayes Street, and then westward to a tract of land that he owned in what is now Hayes Valley. The construction of Hayes' railroad, which approximated the route of today's Muni 21 bus line, opened up the vast Western Addition to residential and commercial development. The 1869 Coast Survey map illustrates some buildings in The Hub following the building of Hayes' railroad. Most development was located north of Market Street, though there were several buildings along 11th, 12th, and the south side of Market Street, including at least one building on the Project Site (Figure 44). Nevertheless, the interior of the block remained undeveloped, with sand dunes occupying the majority of it. Otis Street was only a trail running across the face of one of the sand dunes.



Figure 44. 1869 Coast Survey Map, showing The Hub and vicinity.
Source: National Oceanic and Atmospheric Administration; annotated by Christopher VerPlanck

B. Historical Development of the Project Site: 1869-1920

As indicated on the 1869 Coast Survey map, there was one building located near the corner of 12th Street and Otis (originally West Mission) Street. The 1889 Sanborn Fire Insurance Company maps (Sanborn maps) provide more information on the subject block, which in the intervening 20 years had been largely built-out. Developed well before zoning regulations, the subject block contained an indiscriminate mixture of commercial buildings, factories, and dwellings, including a stock yard, a wood and coal dealer, a junk merchant, a horse collar manufacturer, a marble works, and a wagon and blacksmith shop. The Project Site consisted of a coal and wood yard at 74 12th Street, a livery and a boarding stable at 90-98 12th Street, and a series of single-family and two-family, wood-frame dwellings on the rest of the site. Published a decade later, the 1899 Sanborn maps are much more legible than the 1889 maps and they show similar conditions (Figure 45).

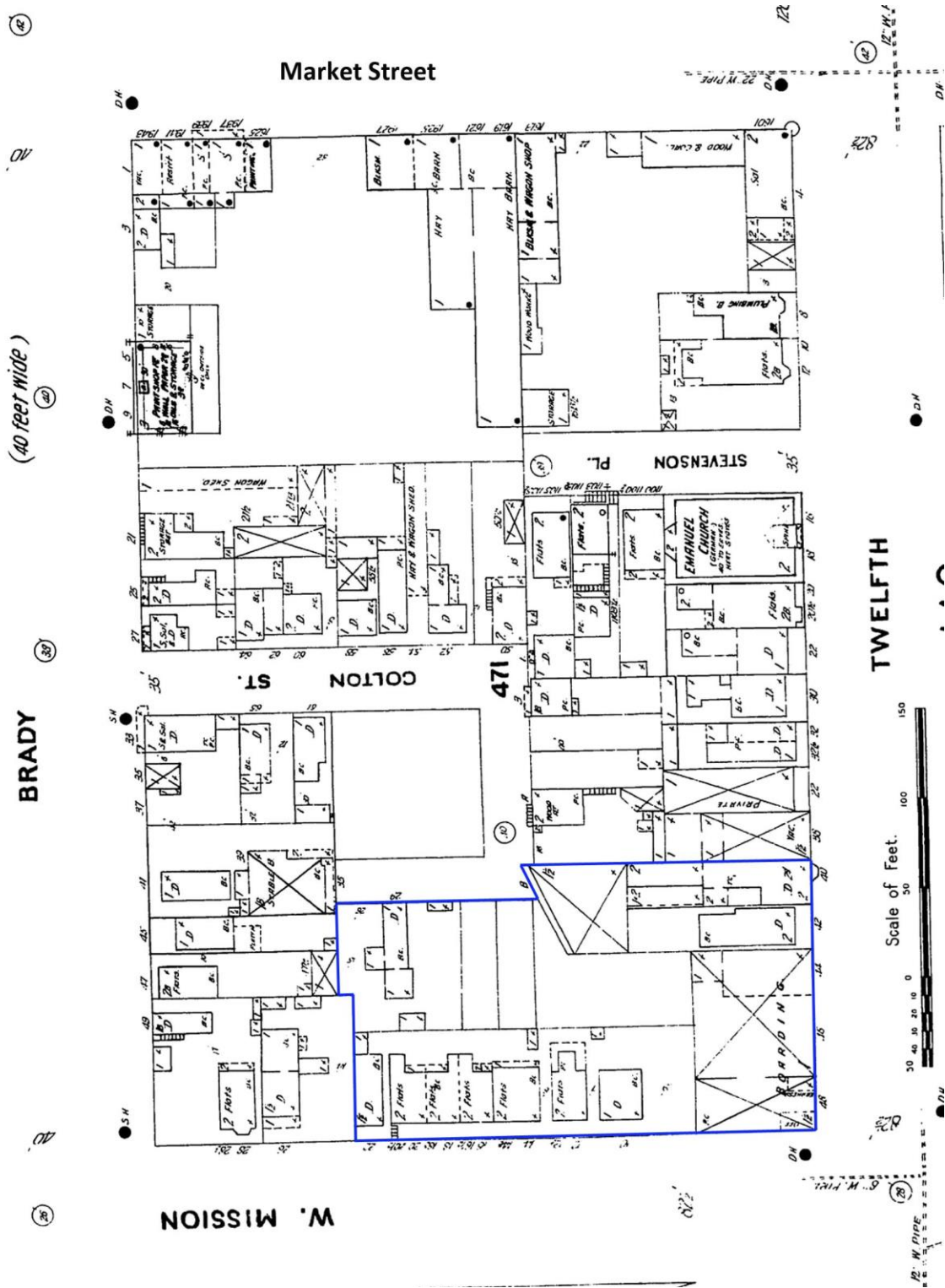


Figure 45. 1899 Sanborn Map depicting the Project Site outlined in dark blue.
Source: Sanborn Fire Insurance Map Company, San Francisco Public Library

According to the 1894 San Francisco Block Book, the future Project Site belonged to several entities (**Figure 46**). What is now 74 12th Street belonged to Mary Dobbelaar and Hale Rix. What is now 90-98 12th Street belonged to Sarah A. D. McKee. The Pacific Improvement Company, the real estate arm of the Southern Pacific Railroad owned the rest of the site. The 1901 Block Book shows similar conditions but by this time, 74 12th Street consisted of two lots belonging to Ella B. Beadle and Hale Rix. Meanwhile, what is now 90-98 12th Street still belonged to Sarah McKee. The rest of the site was still the property of the Pacific Improvement Company, except for 14-18 Otis Street (still called West Mission Street), which belonged to an unknown individual.

The 1905 Sanborn Maps show quite a few changes to the site since the 1899 Sanborn Maps had been published six years earlier (**Figure 47**). The property at 74 12th Street (then addressed as 40-42 12th Street) was still two separate lots, with a two-story, wood-frame dwelling at 40 12th Street. This irregularly shaped parcel also contained an open shed at the middle and a large trapezoidal-plan stable at the rear. Meanwhile, there was a two-story frame dwelling next-door at 42 12th Street. What is now 90-98 12th Street (then 44-48 12th Street) contained the same commercial stable that appeared on the 1889 and 1899 Sanborn maps. Meanwhile, the eight wood-frame dwellings lining Otis Street and Chase Court – all of which belonged to the Pacific Improvement Co. – had been torn down, leaving the majority of the future Project Site vacant.

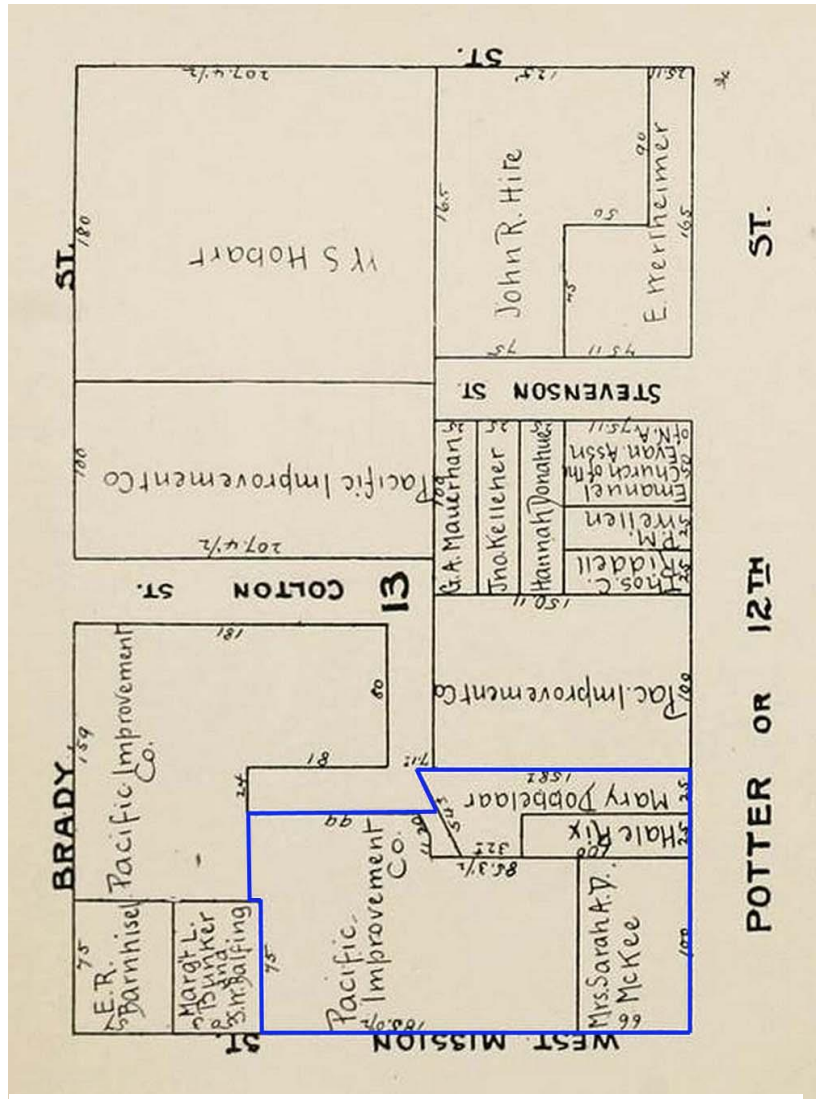


Figure 46. 1894 Block Book depicting the Project Site in dark blue.
Source: San Francisco Public Library

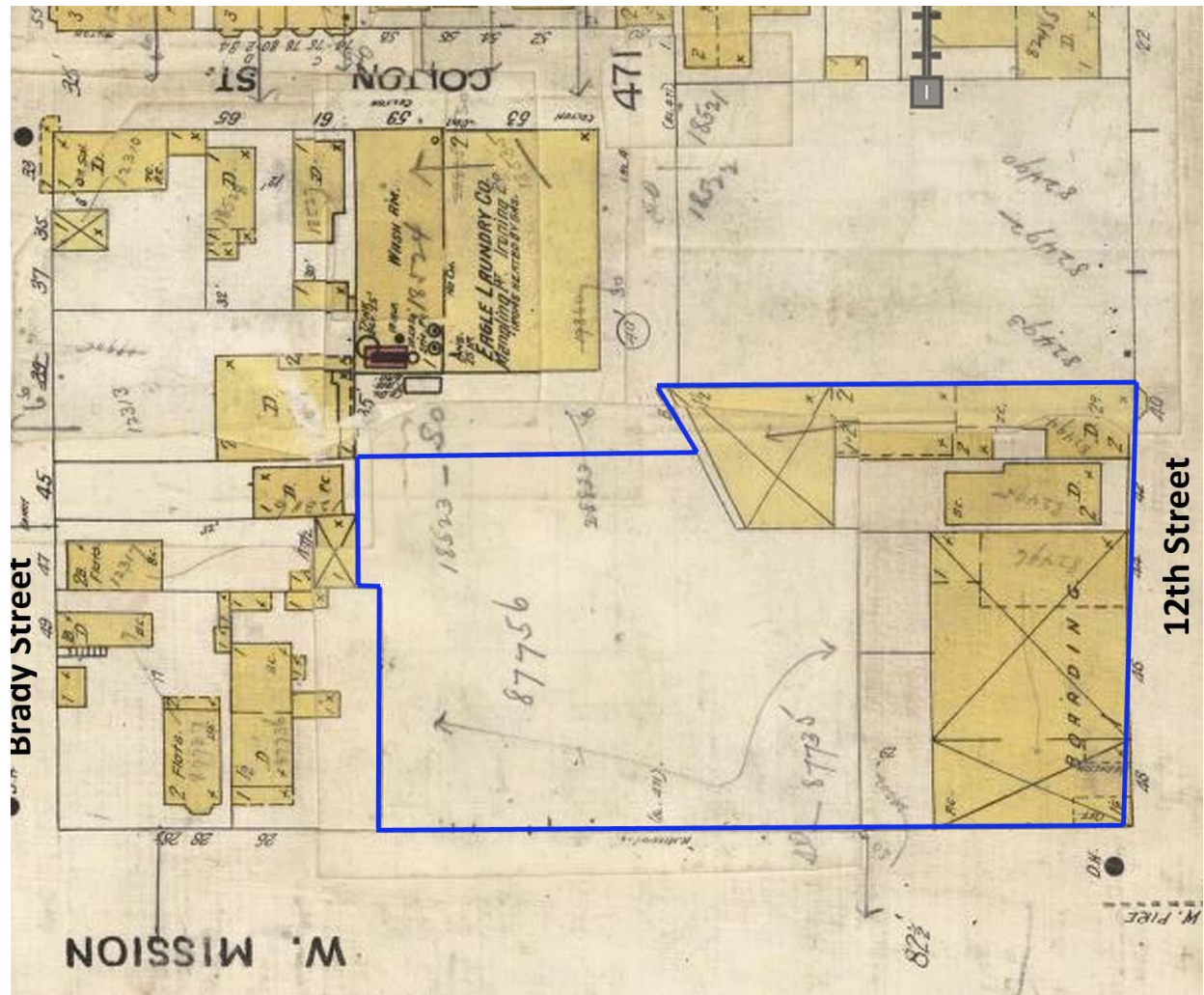


Figure 47. 1905 Sanborn Map depicting the Project Site in dark blue.

Source: Sanborn Fire Insurance Map Company, Collection of David Rumsey

The subject block was destroyed in the 1906 Earthquake and Fire. The insubstantial wood-frame buildings that had not been instantly wrecked by the temblor were quickly consumed in the firestorms that tore through the South of Market area and then spread into the northeast Mission District. After the embers had cooled, City authorities tried to enlarge the area limited to fire-resistant masonry construction, including the majority of The Hub neighborhood. Under intense pressure from small property owners, the Board of Supervisors voted against the extension of the fire limits, meaning that property owners in The Hub neighborhood were free to rebuild as they saw fit. The exception were properties facing Market Street, which had to be of masonry construction. Nevertheless, delayed insurance settlements, combined with uncertainty over the future of the neighborhood in the post-quake era, delayed reconstruction. Consequently, many small property owners decided to cash in and sell their property to real estate investors, who assembled the small house lots into larger properties capable of accommodating more expensive buildings.⁷

⁷ Kelley & VerPlanck Historical Resources Consulting, *Transit Center District Survey Historic Context Statement* (San Francisco: 2008), 33-34.

A comparison of the 1901 and October 1906 Block Books reveals relatively few changes to ownership within the Project Site. According to the October 1906 Block Book, Ella B. Beadle still owned the majority of what is now 74 12th Street, with the California Pacific Title Company owning the rest. Next-door, at 90-98 12th Street, the McKee Co., a real estate company owned by John McKee, was the property owner (Figure 48). Meanwhile, the rest of the Project Site still belonged to Pacific Improvement Company.

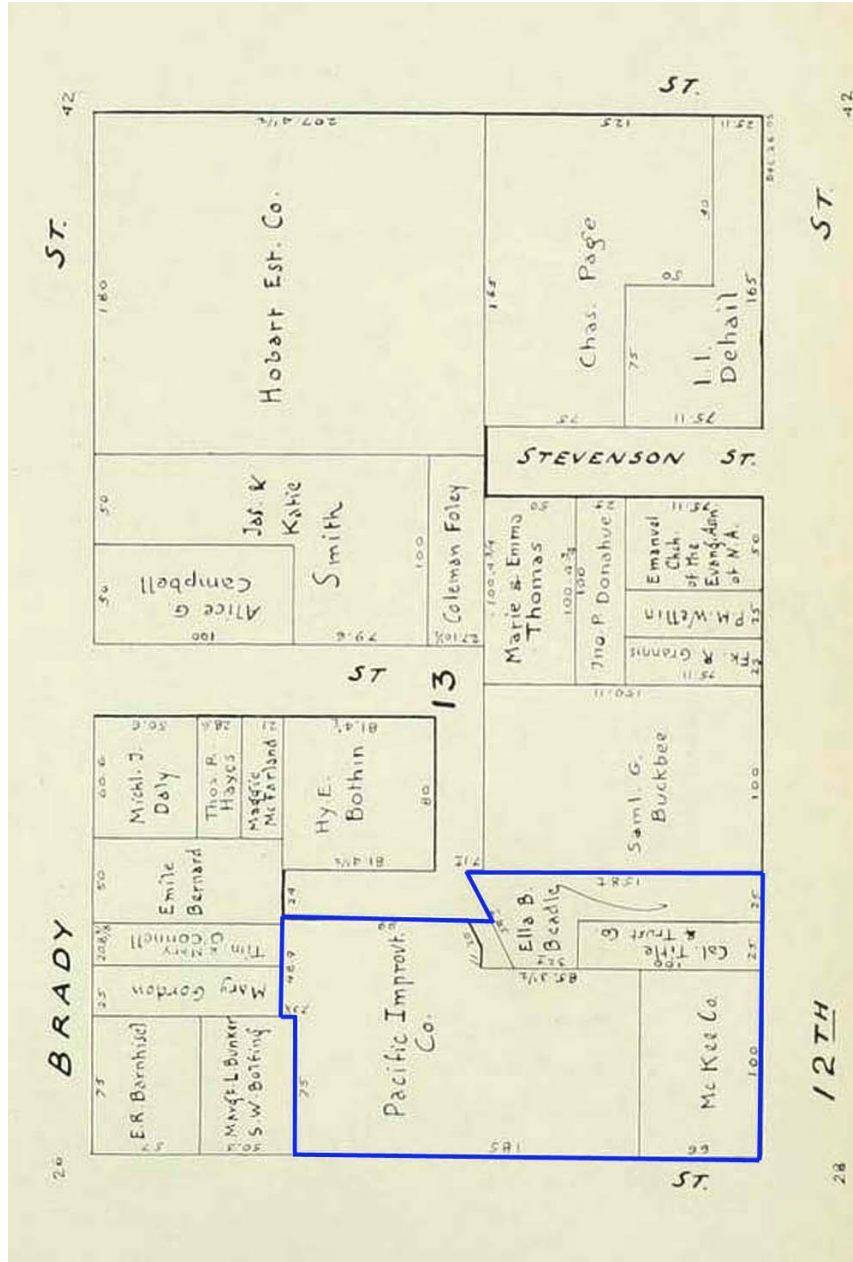


Figure 48. 1906 Block Book depicting the Project Site outlined in dark blue
 Source: San Francisco Public Library

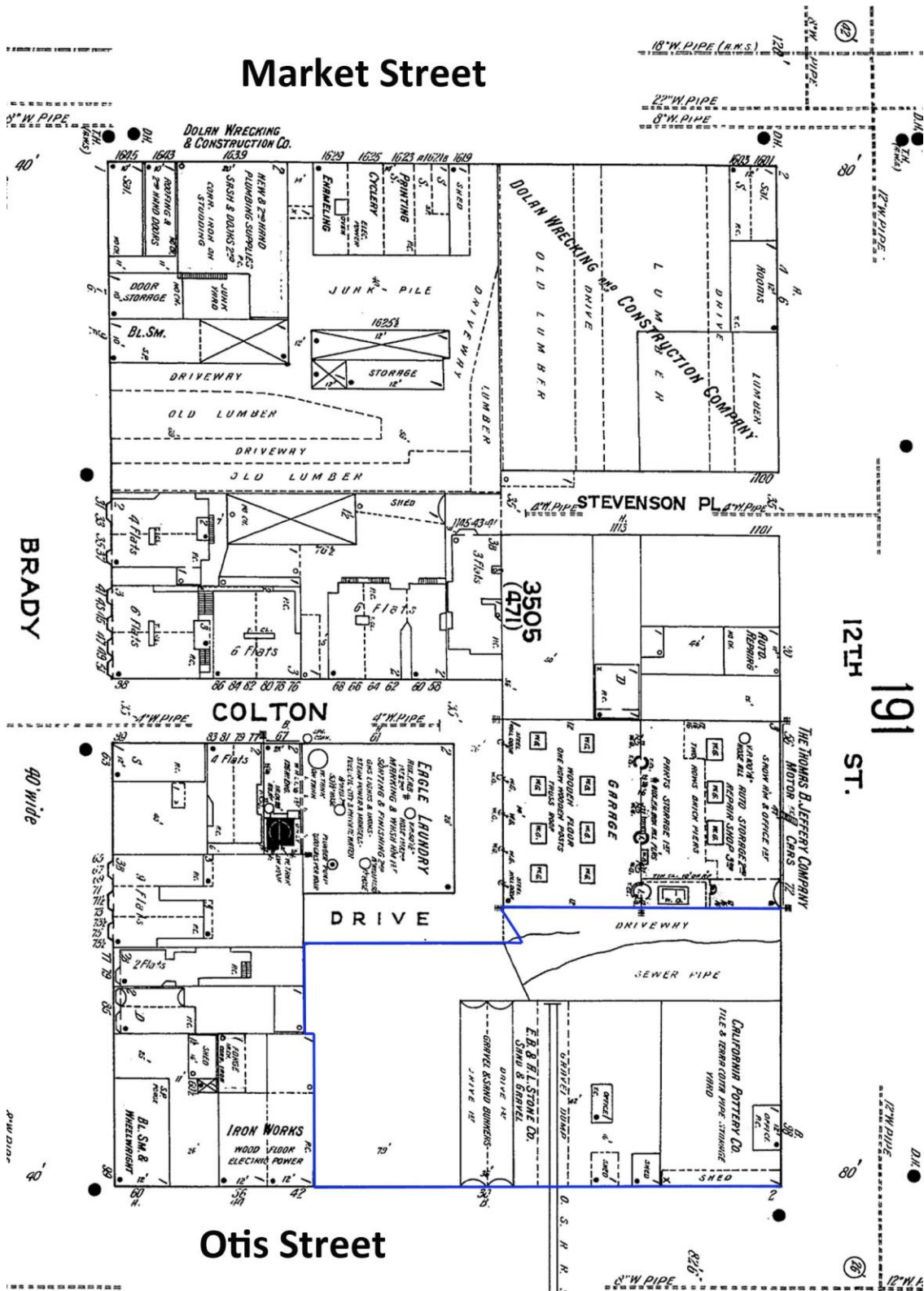


Figure 49. 1913 Sanborn Map depicting the Project Site in dark blue.
Source: Sanborn Fire Insurance Map Company, San Francisco Public Library

According to the 1913 Sanborn maps, the Project Site had been partially rebuilt (**Figure 49**). What is now 74 12th Street was vacant, with notes on the lot recording a “driveway” and “sewer pipe.” Wavy lines on the lot suggest that there was a steep bank running through it. What is now 90-98 Otis Street was home to California Pottery Co.’s tile and terra cotta pipe yard. Used for storage and presumably retailing, the only structures on the property included a one-story, wood-frame office facing 12th Street and a narrow shed facing Otis Street. The rest of the Project Site was occupied by E.B. & H. L. Stone Sand and Gravel Co.’s yard. The facility, which was accessed by a spur of the Ocean Shore Railroad, contained a wood-frame office, two sheds, and a gravel and sand bunker. The rest of the site was probably used for storage. The location of the pottery and the sand and gravel yard on Mission Block 13 was consistent with the proliferation of building materials businesses and salvage contractors in The Hub after the 1906 Earthquake. One of the biggest salvage yards Dolan Wrecking & Salvage, which occupied the entire 1600 block of Market Street.

C. Historical Development of the Project Site: 1920-2016

None of the buildings shown on the future Project Site on the 1913 Sanborn Maps are still extant. All were presumably temporary structures that were demolished when California Pottery Co. and E.B. & H.L. Stone Sand and Gravel Co. closed down their operations by 1920. The sections below describe the overall history of the five parcels that comprise the Project Site from 1920 until 2016. The oldest building on the Project Site is the John McKee Building at 90-98 12th Street, which was constructed in 1920 as an auto repair shop. It was followed in 1924 with the construction of the Hopkins Auto Repair Shop at 38 Otis Street. One year later, in 1925, George A. Clough and John D. McKee constructed a three-story light-industrial loft building at 14-18 Otis Street. Six years later, in 1931, the Salta Company constructed a two-story auto repair facility at 30 Otis Street. The newest building on the Project Site is a one-story, concrete-block auto repair facility (originally built as a car wash) at 74 12th Street. Constructed in 1956, this building was erected on what had long been a used car lot.

The subject block was a southerly extension of Van Ness Auto Row, a linear commercial district of auto showrooms, auto parts stores, and repair facilities that opened along Van Ness Avenue and its intersecting streets after 1910. The extension of Van Ness Avenue from Market Street to Howard Street (renamed South Van Ness Avenue) in the early 1930s extended Van Ness Auto Row several blocks south. This section of South Van Ness Avenue became part of the alignment of U.S. Highway 101 following the completion of the Golden Gate Bridge in 1937. Auto-related businesses remained important along South Van Ness Avenue and on the subject block for the next half-century, as indicated on the 1938 aerial photographs of San Francisco taken by Harrison Ryker (**Figure 50**) and the 1950 Sanborn Maps, when at least three of the properties on the Project Site were in use by auto-related businesses (**Figure 51**). Van Ness Avenue Auto Row began to decline in the 1970s and 1980s, as auto retailing moved out to the suburbs. Nonetheless, auto-related businesses, including repair facilities and parts stores, remained common on the subject block due to its central location and proximity to U.S. 101. The ca. 1990 Sanborn maps show the five properties largely as they are today (**Figure 52**). The Project Site itself accommodates three auto-related businesses at 74 12th Street, 30 Otis Street, and 38 Otis Street. The following sections provide histories for all five properties beginning with the oldest (90-98 12th Street) and ending with the newest (74 12th Street).



Figure 50. Section of 1938 aerial photograph by Harrison Ryker showing the Project Site outlined in dark blue.
Source: Map Collection of David Rumsey

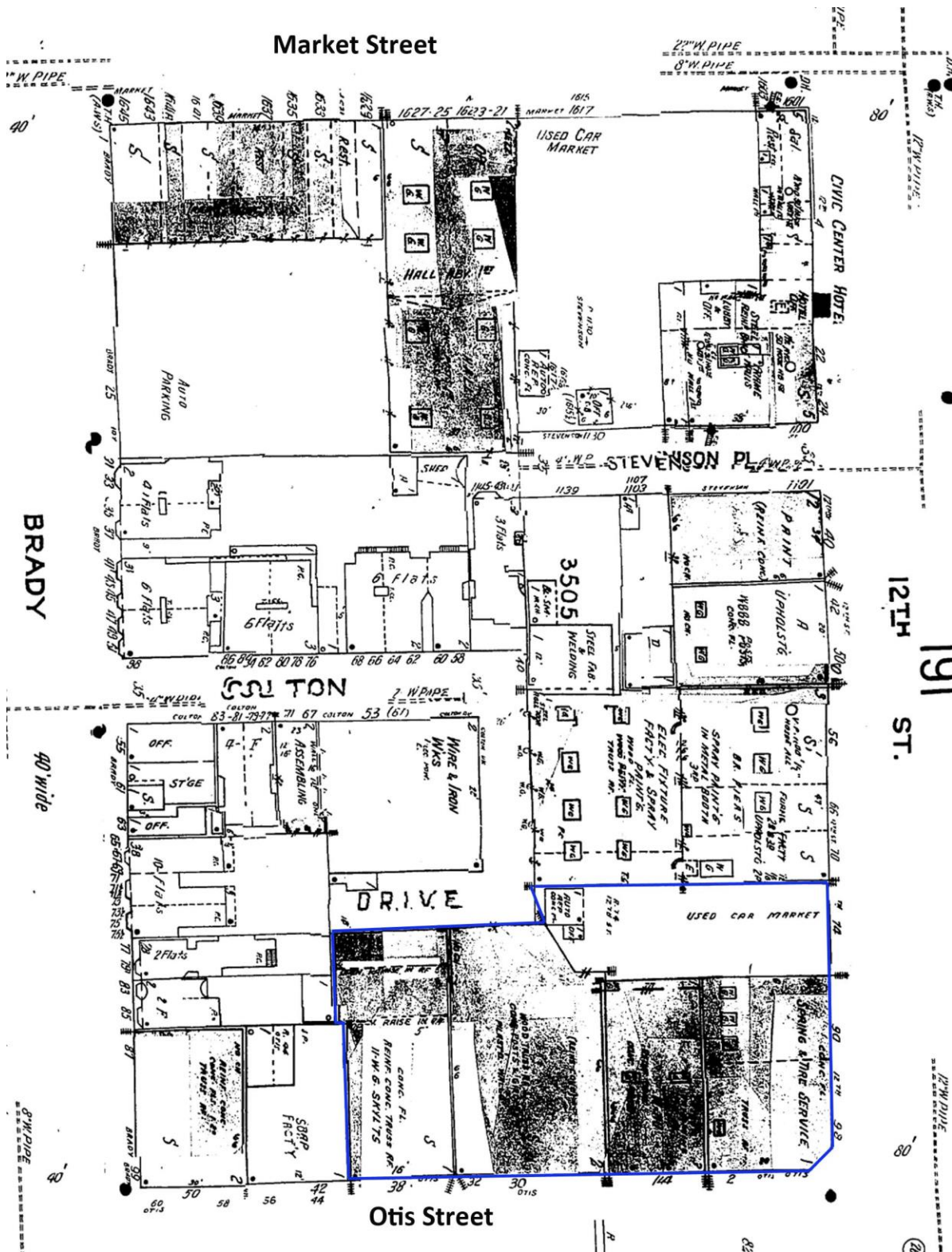


Figure 51. 1950 Sanborn Map depicting the Project Site in dark blue.
Source: Sanborn Fire Insurance Map Company, San Francisco Public Library

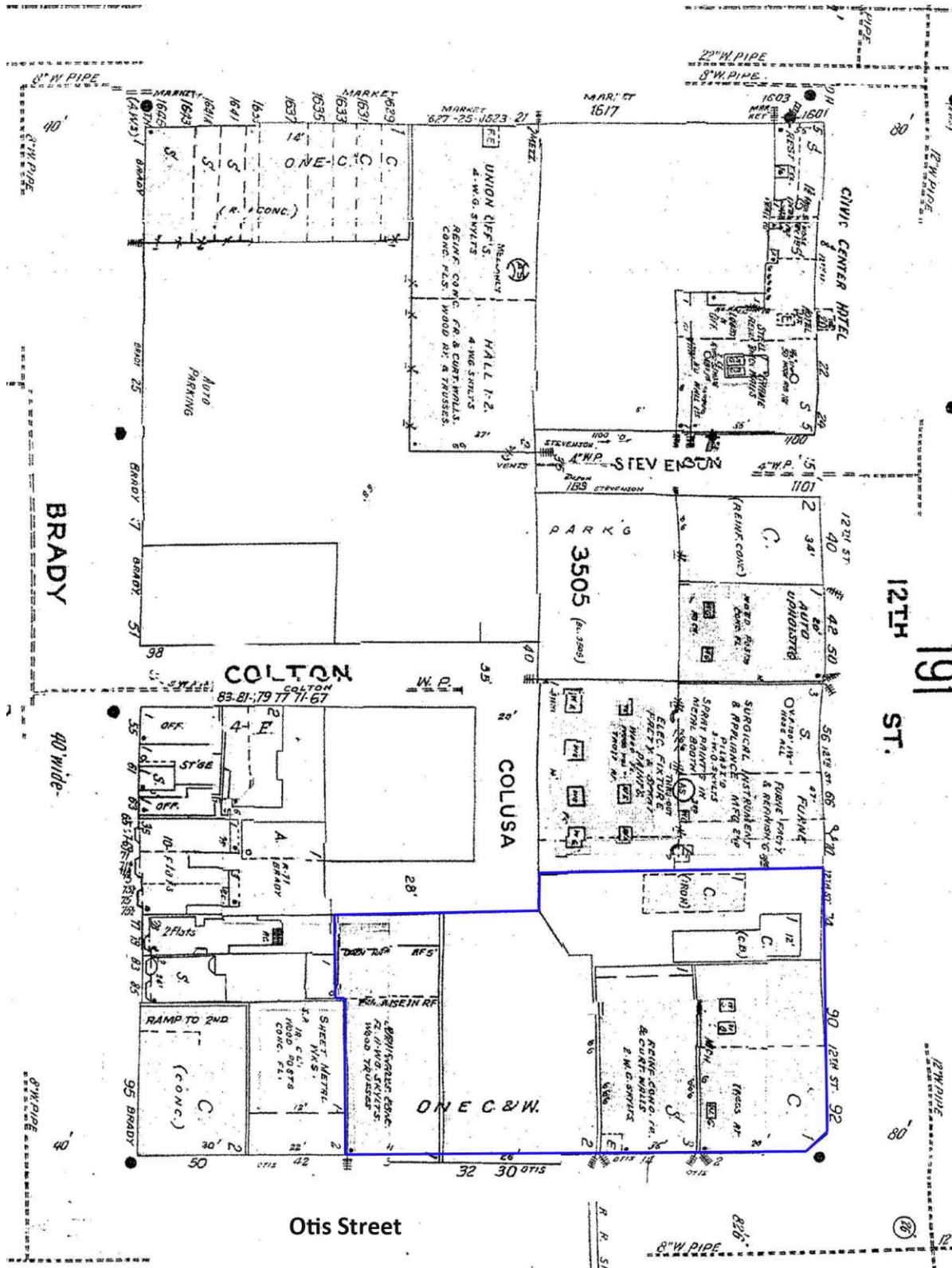


Figure 52. 1990 Sanborn Map depicting the Project Site in dark blue.
 Source: Sanborn Fire Insurance Map Company. San Francisco Public Library

D. John D. McKee Building, 90-98 12th Street (1920-2016)

As mentioned previously, the 1906 Block Book records that what is now 90-98 12th Street belonged to the McKee Company. On the 1913 Sanborn maps, it was occupied by California Pottery Co.'s terra cotta and clay products company, which produced sewer pipe, roofing tiles, and other building products. This facility remained on the site until the end of World War I, at which point it was demolished. In 1919, the property's owner, John McKee, applied for a permit to construct a one-story, concrete auto showroom on the prominent corner lot. He hired Albert W. Burgren, a popular commercial architect, to design the speculative building. According to an announcement in the December 24, 1919 edition of *Building and Engineering News*, the contractor was John E. Beck and the cost of construction was \$19,990.⁸ The original building permit application provides little additional information aside from the dimensions of the building's foundation (66' x 100') and its height (20'). The permit application also indicates that it had a wood-frame roof, wood interior partitions, galvanized iron roofing, wireglass skylights, and two wood stairs, indicating that the building originally had a mezzanine, as it does today.⁹

McKee Company: 1920-1943

Following its completion, the McKee Company leased 90-98 12th Street to various auto-related businesses. At first, it was a showroom, though the original tenant is unknown. The earliest known tenant was R.T. Reid Auto Repair, which first appears at 90 12th Street in the 1930 San Francisco City Directory. James E. Power, Jr., Co. tire service moved in in 1933, remaining there for three years. In 1936, Bertolone's Auto Service moved into the building and in early 1938, it briefly became home to United Motors. Later in 1938, Signal Oil Company and Commercial Tires moved in, remaining there until the early 1940s.¹⁰ Throughout the first two decades of the building's history, the only alterations made were the installation and replacement of roof and wall-mounted neon signage.

Frank J. and Lavelle Laher: 1943-1977

On November 16, 1943, the McKee Co. sold 90-98 12th Street to Frank J. and Lavelle Laher.¹¹ Frank Laher opened Laher Spring & Tire Company in the building in 1944. Due to wartime restrictions on the use of most building materials, the Lahers did not make any changes to 90-98 12th Street until September 1946, when they applied for a permit to perform various interior alterations, including extending the mezzanine level and building new partitions beneath the mezzanine. Though not mentioned on the permit applications, it seems likely that the Lahers had their contractor, Empire Construction, remodel the exterior. The work, which involved stripping the original exterior ornament and installing new windows and doors, gave the formerly ornate auto showroom a utilitarian appearance, which it retains to this day. Based on the materials and vaguely Late Moderne styling employed, the alterations were clearly made in the late 1940s. Little is known about the building's original appearance, though it does appear in the distance on a 1928 view of Mission Street from just west of South Van Ness Avenue. The photograph indicates that the building was originally styled in the Mission Revival style, with a false parapet roof clad in red tile, two banks of steel industrial windows, and several vehicular openings (**Figure 53**).

⁸ "Building Contracts," *Building and Engineering News* (December 24, 1919), 19.

⁹ San Francisco Department of Building Inspection, Permit applications on file for 90-98 12th Street.

¹⁰ San Francisco City Directories: 1930-1944.

¹¹ San Francisco Office of the Assessor-Recorder, Property records on file for 90-98 12th Street.



Figure 53. Mission Street, west of South Van Ness Avenue, showing 90-98 12th Street at left, 1928.
Source: San Francisco Historical Photograph Collection, San Francisco Public Library

Laher Tire & Spring occupied the building from 1944 until 1976. Frank J. Laher, a Wisconsin native who was born in 1886, died in suburban Contra Costa County in January 1966.¹² His wife Lavelle died in November 1963. Their children: Theodore Laher, Wilbur Laher, and Lillian Bastian, inherited the property in 1967.¹³ On June 2, 1977, they sold the property to Al and Esther Furberg, Abraham and Sallie Newman, and Menahem and Phylis Kurzbard.¹⁴ During the time that the Laher family owned 90-98 12th Street, they made no other notable alterations since the 1946 remodel.

Al and Esther Furberg et al: 1977-

Al and Esther Furberg, both natives of Poland and both Holocaust survivors, bought 90-98 12th Street in 1977, along with their daughters and sons-in-law: Sallie and Abraham Newman and Phylis and Menahem Kurzbard.¹⁵ After World War II, the Furbergs had moved to Israel from Poland. In 1958, they immigrated to the United States. After working for several years as a kosher butcher in San Francisco, Al Furberg established A & M Carpets at 90-98 12th Street in 1980. Their Israeli-born daughters, Phylis Kurzbard and

¹² California Death Index, 1940-1997.

¹³ San Francisco Office of the Assessor-Recorder, Property records on file for 90-98 12th Street.

¹⁴ San Francisco Office of the Assessor-Recorder, Property records on file for 90-98 12th Street.

¹⁵ San Francisco Office of the Assessor-Recorder, Property records on file for 90-98 12th Street.

Sallie Newman, both own one-third of 90-98 12th Street along with their husbands.¹⁶ Since 1980, 90-98 12th Street has housed Al Furberg's A & M Carpets.¹⁷ Since the family bought the property in 1977, they made extensive interior alterations but few exterior changes to 90-98 12th Street. Most of the permits taken out by the family are for changes to signage, an awning replacement in 1989, and installation of a cellular telephone antenna in 1997. The interior sales floor appears to have been remodeled at least once after the Furberg family bought the property in 1977 and the overhead doors appear to be replacements. The full list of approved building permit applications is provided in **Table 1**. Copies of the approved building permits are attached in **Appendix Item B** of this HRE.

Table 1: Building Permit Applications on File for 90-98 12th Street

Application No.	Date	Applicant	Scope/Cost/Builder
90184	December 1, 1919	John McKee	Build one-story, reinforced-concrete sales room costing \$19,990. Architect: Albert W. Burgren; Contractor: John E. Beck
24120	January 9, 1937	John Bertolone	Install double-face neon sign costing \$60. Contractor: Pioneer Electric Co.
35472	May 28, 1938	Commercial Tire Co.	Install double-face neon sign costing \$400. Contractor: Western Neon Lite Co.
35473	May 28, 1938	Commercial Tire Co.	Change location of sign, reading United Motors, costing \$100. Contractor: Western Neon Lite Co.
36453	July 12, 1938	Signal Oil Co.	Remodel roof sign, including changing faces from reading "Goodrich Tires" to "Signal Oil" costing \$750. Contractor: Western Neon Lite Co.
91282	August 30, 1946	Laher Spring & Tire Co.	Extend existing mezzanine floor and install new partitions under same costing \$3,500. Engineer: E.B. Payne; Contractor: Empire Construction Co.
107839	May 19, 1948	Laher Spring & Tire Co.	Install new interior partitions costing \$1,000. Contractor: Empire Construction Co.
08902873	February 17, 1989	Sallie Newman	Remove existing aluminum awning and replace with canvas awning costing \$680. Contractor: Andrew Trinh
09110099	June 10, 1991	A. Newman	Remove roof sign (violation) costing \$500. Contractor: Leonard Salomon, Inc.
09715524	August 14, 1997	Cellular One	Install cellular equipment and antenna costing \$20,000. Contractor: TBD
200311120060	November 12, 2003	Abe Newman	Revise signage costing \$1,000. Contractor: Don Auen

¹⁶ Stacey Palevsky, "Al Furberg," *JWeekly* (November 28, 2008).

¹⁷ San Francisco city Directories, 1930-1980.

Application No.	Date	Applicant	Scope/Cost/Builder
200903023171	March 2, 2009	ATT Mobility	Upgrade cellular equipment costing \$8,000. Contractor: NRA, Inc.

E. Former Hopkins Auto Repair Shop, 38 Otis Street (1924-2016)

The 1906 Block Book recorded what is now 38 Otis Street, as well as the adjoining properties at 30 and 14-18 Otis Street, belonging to Pacific Improvement Company. The Pacific Improvement Company owned property all over California and the West. It took an active role in developing some of its holdings, but for others it would sell or lease to others. Ca. 1923, the Pacific Improvement Company sold an irregularly shaped lot measuring approximately 60' x 130' to George A. Clough, a businessman and property investor who would go on to develop at least one other property on the subject block at 14-18 Otis Street. An announcement in the October 18, 1924 edition of *Building and Engineering News* provides several important details on the proposed building at 38 Otis Street, which George A. Clough built as a paint shop. The one-story concrete building, which cost \$10,000 to build, was designed and built by engineer/contractor James H. Hjul of 128 Russ Street. Hjul also designed and built 14-18 Otis Street.¹⁸ The original building permit provides little additional information aside from the building's dimensions: 53' x 130' in plan and 12' from the curb to the roof framing. The application also describes the building as having a wood truss roof punctuated by wireglass skylights.¹⁹

George A. and Nellie B. Clough: 1924-1925

Clough initially leased 38 Otis Street to San Francisco Paint Removing Company. This company applied for a permit to install a 1,500-gallon tank to hold paint remover in October 1924.²⁰ However, this company does not appear in city directories, calling into question whether it ever opened at 38 Otis Street. On January 14, 1925, George and Nellie Clough sold 38 Otis Street to Inter-Cities Investment Co., which less than a year later sold it to Pansy P. Baker.²¹

Pansy P. Baker: 1925-1944

Pansy P. Baker was a wealthy widow and real estate investor who lived in Palo Alto. During the next two decades, she leased 38 Otis Street to several auto-related businesses. According to the 1928 Sanborn Maps, the building housed an "auto hoist assembling" business, but no business under this description can be found in city directories. According to the 1933 San Francisco Directory, the building was vacant. The first known named occupant of 38 Otis Street was William Osche, who opened an auto repair business there in 1934. In 1935, Ryle G. Hopkins subleased a portion of the building for his own auto repair shop. From 1937 until 1943, Elton R. Hopkins – probably a relative of Ryle's – ran a shock absorber/suspension business at 38 Otis Street. Various other auto repair/supply businesses sublet portions of the building from Hopkins, including Alex Bava (1937-40) and Vern's Speedometer Repair (1940-44). On January 31, 1944, Pansy Baker, now a resident of New York City, sold 38 Otis Street to Andrew S. Berwick.²² Following the sale of the property, Hopkins closed his business and a year later, he left San Francisco.²³

¹⁸ "Factories and Warehouses," *Building and Engineering* (October 18, 1924), 11.

¹⁹ San Francisco Department of Building Inspection, Permit applications on file for 38 Otis Street.

²⁰ "Official Advertising," *San Francisco Chronicle* (October 31, 1924), 21.

²¹ San Francisco Office of the Assessor-Recorder, Property records on file for 38 Otis Street.

²² San Francisco Office of the Assessor-Recorder, Property records on file for 38 Otis Street.

²³ San Francisco City Directories: 1933-45.

Andrew S. Berwick: 1944-1983

Andrew Berwick was a native of Scotland and the owner of a bakers’ supply business.²⁴ He was also a property investor who bought and sold property throughout San Francisco. He moved to Hillsborough in the 1950s, where he became a small-scale developer. Throughout the entire time that he owned 38 Otis Street, Berwick leased the building to various auto and non-auto-related businesses. From 1946 until 1948, he leased it to Petri Distributing Company. In 1949, Mission Appliance, a wholesale appliance dealer, moved in. Mission Appliance remained at 38 Otis Street until 1961, when Masco Mufflers (owned by John Zehdba) leased the building for four years. In 1964, City Builders Supply, which had its main store at 1621 Mission Street, opened an annex at 38 Otis Street. In 1970, the Annex expanded into the building next-door at 42 Otis Street, which became its main office. City Builders Supply Annex remained at 38 Otis Street into the 1980s, using 38 Otis Street as its warehouse. On February 1, 1983, Andrew Berwick sold 38 Otis Street to its present owners, Damon and Marjorie Raike.²⁵

In the nearly four decades that he owned it, Andrew Berwick pulled one permit for 38 Otis Street. This permit, approved September 15, 1961, entailed the removal of the building’s decorative “gingerbread” trim, replacing the swinging doors with metal roll-up doors, replacing the windows on the primary façade with aluminum storefronts, and cleaning and painting the exterior and the interior. These changes gave the building its existing utilitarian appearance.²⁶

Damon and Marjorie Raike: 1983-

Damon Raike is the founder of Damon Raike and Co., a commercial real estate investment firm that eventually merged with Cassidy Turley, a prominent commercial real estate business. Since acquiring the property in 1983, Mr. Raike has leased 38 Otis Street to various auto-related businesses, including J & J Tire, Alex’s Tire and Alignment, and the current tenant, Auto Service Center. Mr. Raike has made few changes to the building since 1983. Permit applications made by Mr. Raike include repairing cracks in the concrete walls and re-roofing the building – both in 1990. The full list of approved building permit applications is provided in **Table 2**. Copies of the building permits are attached in **Appendix Item B** of this HRE.

Table 2: Building Permit Applications on File for 38 Otis Street

Application No.	Date	Applicant	Scope/Cost/Builder
132249	October 15, 1924	George A. Clough	Build one-story, reinforced-concrete part shop costing \$10,000. Engineer and Contractor: J. H. Hjul
Illegible	September 1, 1961	Andrew Berwick	Remove exterior “gingerbread,” remodel offices, replace doors and windows, and paint and clean costing \$4,000. Contractor: Charles O. Jones
9002453	February 6, 1990	Damon Raike	Clean and repair cracked concrete walls costing \$10,000. Contractor: Unknown
9016437	August 16, 1990	Damon Raike	Re-roof building costing \$3,800. Contractor: Associated Builders

²⁴ U.S. Census Bureau, 1940 U.S. Census for San Francisco, Enumeration District 38-384, Sheet 12A.

²⁵ San Francisco Office of the Assessor-Recorder, Property records on file for 38 Otis Street.

²⁶ San Francisco Department of Building Inspection, Permit applications on file for 38 Otis Street.

F. Former Lotus Fortune Cookie Co. Factory, 14-18 Otis Street (1925-2016)

The 1906 Block Book recorded that what is now 14-18 Otis Street, as well as the adjoining properties at 30 and 38 Otis Street, belonged to Pacific Improvement Company. On December 20, 1923, Pacific Improvement Company sold a rectangular lot measuring 50' x 100' to John McKee, who had developed 90-98 12th Street in 1920, and George A. Clough, a businessman and property investor, who built 38 Otis Street in 1924.²⁷

John McKee and George A. Clough: 1925

In early 1925, John McKee and George Clough applied for a permit to construct a three-story, concrete, factory building on the lot. They hired James H. Hjul, an engineer/contractor, to both design and build the speculative industrial building. According to an announcement in the January 24, 1925 edition of *Building and Engineering News*, the cost of construction was \$20,000.²⁸ The original building permit application provides little additional information aside from the dimensions of the building's foundation (50' x 100') and its height (40'). The permit application also indicates that it had concrete columns, a wood-frame roof, wood interior partitions, wireglass skylights, and two wood stairs.²⁹ The building also had a freight elevator at its southwest corner. On March 6, 1925, shortly after the building's completion, John McKee and George Clough sold 14-18 Otis Street to Morgan and Ada L. Lloyd.³⁰

Morgan and Ada L. Morgan et al: 1925-1936

Between 1925 and 1936, the new owners of 14-18 Otis Street, Morgan and Ada L. Lloyd, traded the property back and forth several times with several other parties, including California Pacific Title Co., Frederic W. and Minnie M. Voight, and F. J. O'Neill. Morgan Lloyd, an attorney, was also the owner of an industrial property investment firm.³¹ Lloyd leased 14-18 Otis Street to several paper companies, including Atlas Paper Co., J. Friedman Paper Co., and W. Rothschild Paper Co. While he owned the property, Lloyd made no changes to it. On February 2, 1936, Morgan and Ada L. Lloyd and F. J. O'Neill sold 14-18 Otis Street to D. C. McGuiness. A little over a year later, D. C. and Martha McGuiness sold it to Walter C. and Lulu Johnson, on March 2, 1936.³²

Walter C. and Lulu Johnson: 1936-1965

Walter Johnson was a San Francisco pharmacist and drug store owner. He and his wife Lulu lived at 760 15th Avenue in San Francisco.³³ Following Walter's death in 1936, 14-18 Otis Street became Lulu's sole property.³⁴ She owned the property over the next three decades, leasing it to several companies. During most of this time, Lulu Johnson leased the building to Golden Gate Casket Co., maker of coffins, caskets, and other funerary furnishings. The company applied for a permit in May 1938 to enlarge the freight elevator opening to allow it to move its products out of the building.³⁵ On October 22, 1959, Lulu Johnson applied for a permit to insert a new pedestrian entrance at the southeast corner of the building. The work, which cost \$895, consisted of creating the opening and recessing the entrance back 3 feet back from the

²⁷ San Francisco Office of the Assessor-Recorder, Property records on file for 14-18 Otis Street.

²⁸ "Building Contracts," *Building and Engineering News* (January 24, 1925), 29.

²⁹ San Francisco Department of Building Inspection, Permit applications on file for 14-18 Street.

³⁰ San Francisco Office of the Assessor-Recorder, Property records on file for 14-18 Otis Street.

³¹ San Francisco Office of the Assessor-Recorder, Property records on file for 14-18 Otis Street.

³² San Francisco City Directories: 1925-1936.

³³ U.S. Census Bureau, 1940 U.S. Census for San Francisco, Enumeration District 38-231, Sheet 16B.

³⁴ San Francisco Office of the Assessor-Recorder, Property records on file for 14-18 Otis Street.

³⁵ San Francisco Department of Building Inspection, Permit applications on file for 14-18 Otis Street.

sidewalk so the doors could open outward without obstructing the sidewalk.³⁶ On January 8, 1965, Lulu Johnson sold 14-18 Otis Street to Henry A. and Clarendon Adams. Henry Adams was the owner of the nearby Western Merchandise Mart and he later became the promoter of San Francisco's Showplace Square wholesale showroom district. The Adams did not own it long, selling it to Edward and Florence L. Louie on May 24, 1966.³⁷

Edward and Florence L. Louie: 1966-2005

Edward Louie, the son of Chinese immigrants, opened the Lotus Fortune Cookie Company in San Francisco's Chinatown in 1946. The fortune cookie, by most accounts a San Francisco invention, was evidently pioneered by Makoto Hagiwara, designer, gardener, and manager of the Japanese Tea Garden in Golden Gate Park. According to several scholars, he invented the fortune cookie, which consisted of a hand-folded wafer containing a printed message on a small piece of paper, in 1907 to thank City officials who had protected him from an unnamed anti-Japanese mayor. During the 1915 Panama Pacific International Exposition, he handed them out to guests who visited the Japanese Tea Garden, as well as the nearby Japanese Pavilion. Despite its apparent Japanese-American origins, after World War II the fortune cookie became associated with Chinese restaurants. Because dessert is not traditionally part of Chinese cooking, the fortune cookie was seen by restaurant owners as an inexpensive way to offer non-Chinese patrons a familiar dessert executed with an exotic flair.³⁸

Edward Louie relocated his Lotus Fortune Cookie Co. into 14-18 Otis Street in 1966. In June of that year, he applied for a permit to complete \$5,000 worth of work to convert the former casket factory into an industrial bakery. Most of the work was required to meet health and safety codes, including sheetrocking the baking area, installing ratproofing, constructing new toilet rooms, and installing a new metal rolling door on the front of the building.³⁹ He also operated Giant Horse Printing Company, which printed the paper fortunes, in the building.

In 1967, one year after he bought 14-18 Otis Street, Louie claimed that he had invented a machine that automated the production of fortune cookies, which had previously been hand-rolled and folded with chopsticks while they were still warm. According to many sources, Louie's machine consisted of a mechanism that rolled the wafer and inserted the fortune into the cookie as it was removed from the griddle, warm and still flexible. However, he did not apply for a patent until 1974, which he received in 1976. An analysis of U.S. Patent Office records suggests that a Chicago inventor by the name of Yau Tak Cheung actually invented the first all-automatic fortune cookie machine in 1963, for which he received a patent in 1966.⁴⁰ Edward Louie is perhaps better known for inventing the giant fortune cookie, which could hold jewels and other expensive gifts, and the "risqué" fortune cookie, which contained suggestive fortunes and jokes.⁴¹

From 1966 until 2005, the Lotus Fortune Cookie Co. and Giant Horse Printing Co. occupied 14-18 Otis Street. During this time, the Louie family rented out surplus space in the building to other businesses,

³⁶ San Francisco Department of Building Inspection, Permit applications on file for 14-18 Otis Street.

³⁷ San Francisco Office of the Assessor-Recorder, Property records on file for 14-18 Otis Street.

³⁸ Borgna Brunner, "The History of the Fortune Cookie," Infoplease: <http://www.infoplease.com/spot/fortunecookies.html>. Accessed July 27, 2016.

³⁹ San Francisco Department of Building Inspection, Permit applications on file for 14-18 Otis Street.

⁴⁰ U.S. Patent Office. Yau Tak Cheung filed for a patent for his "fortune cooky machine" on September 25, 1963 and received said patent on August 9, 1966. Edward Louie applied for a patent for his device on February 6, 1974 and it was granted on April 13, 1976.

⁴¹ Obituary: "Edward Louie – King of the Fortune Cookie," *San Francisco Chronicle* (May 29, 1990), B6.

including Otz-Louis Associates, advertising and promotion, and Djawa Imports. Lotus Fortune Cookie Co. survived Edward's death in May 1990, with his family taking over management of the company. It closed in 2005.

After remodeling the building into a commercial bakery in 1967-68, Edward Louie made a handful of alterations to 14-18 Otis Street, most of which were related to signage and maintenance. In October 1968, Louie installed an awning on the front of the building. In September 1991, he reinforced the building's parapets in compliance with the City's post-Loma Prieta parapet strengthening ordinance. In 1999, he contracted with ADCO to install a billboard on the northeast side of the building facing South Van Ness Avenue.⁴²

HMS Otis, LLC: 2005-present

Following the closure of Lotus Fortune Cookie Co., the Louie family put 14-18 Otis Street up for sale, selling it to HMS Otis, LLC on June 30, 2005. HMS Otis, LLC, is a subsidiary of Highland Technology, is the current occupant of the property. Highland Technology designs and manufactures precision electronics, including analog measurement and signal generation equipment, data acquisition and control instrumentation, fiber optics and photo tonics, and other high technology products for aerospace, defense, scientific, and industrial applications.⁴³

After Highland bought 14-18 Otis Street in 2005, it took out several permits to remodel the building for light industrial/manufacturing, research and development, and office uses. In June 2005, it applied for a permit to complete a seismic upgrade of the 80-year-old building; move the billboard on the northeast façade; demolish all interior non-load-bearing partition walls; install new mechanical, electrical, and plumbing systems; install a fire suppression system; and build out portions of the interior with new partition walls, stairs, and finishes. The complete list of building permit applications is provided in **Table 3**. Copies of the approved building permits are attached in **Appendix Item B** of this HRE.

⁴² San Francisco Department of Building Inspection, Permit applications on file for 14-18 Otis Street.

⁴³ "About Highland," Highland Technology website: <http://www.highlandtechnology.com/company/about.shtml>. Accessed July 28, 2016.

Table 3: Building Permit Applications on File for 14-18 Otis Street

Application No.	Date	Applicant	Scope/Cost/Builder
134588	January 14, 1925	George A. Clough and John McKee	Build three-story, reinforced-concrete factory costing \$20,000. Engineer and Contractor: J. H. Hjul
35086	May 13, 1938	Lulu Johnson	Enlarge elevator openings on all three floors costing \$262. Contractor: Oscar Presco & Sons
229324	October 22, 1959	Lulu Johnson	Insert new pair of entry doors in approximately 3'-deep vestibule costing \$895. Contractor: George T. Robinson
331192	July 6, 1966	Ed Louie	Remove Celotex from ceiling; cover ceilings and walls with sheetrock; install wire fence at rear of property; reconstruct toilet rooms; build partition between working and storage area; construct firewall at rear of building; and install metal door at front of building costing \$5,000. Contractor: Owner
343031	June 1, 1967	Ed Louie	Install partitions, floor sheathing, and ceiling as shown on drawings; finish scope of work on Permit 331192 costing \$10,000. Engineer: Terry Tong; Contractor: H.W. & S. F. Tom
362721	October 11, 1968	Lotus Fortune Cookie Co.	Install two awnings above sidewalk costing \$200. Contractor: C. H. Bennett
09106395	April 17, 1991	Ed Louie	Reinforce parapet in compliance with City Ordinance costing \$11,000. Contractor: Unknown
09922805	October 19, 1999	ADCO Outdoor Advertising	Install billboard on northeast façade costing \$7,000. Contractor: ADCO
200201308024	January 29, 2002	ADCO Outdoor Advertising	Renew expired permit.
200504250800	June 22, 2005	Highland Technology	Voluntary seismic upgrade costing \$150,000. Engineer and Contractor: Nabi Construction and Engineering
200506276103	June 24, 2005	ADCO Outdoor Advertising	Lower billboard by 7' to make top of sign equal to building parapet costing \$7,000. Contractor: ADCO

Application No.	Date	Applicant	Scope/Cost/Builder
200507288858	July 27, 2005	Highland Technology	Demo non-bearing interior partitions costing \$6,000. Engineer and Contractor: Nabi Construction and Engineering
200509294296	September 23, 2005	Highland Technology	Install rooftop HVAC system and interior ductwork costing \$30,000. Contractor: PHA
200602144617	February 14, 2006	Highland Technology	Install fire alarm and suppression system costing \$33,000. Contractor: Bay Alarm Co.

G. Salta Company Building, 30 Otis Street (1931-2016)

The 1906 Block Book recorded that what is now 30 Otis Street, as well as the adjoining properties at 38 and 14-18 Otis Street, belonged to Pacific Improvement Company, the real estate development arm of the Southern Pacific Railroad. In 1923, Pacific Improvement Company sold an irregularly shaped lot measuring roughly 81' x 130' to John McKee, who built 90-98 12th Street in 1920, and George A. Clough, who developed 38 Otis Street in 1924 and 14-18 Otis Street in 1925.⁴⁴ On April 8, 1925, McKee and Clough sold the undeveloped lot to Fred H. and Mabel Green and George A. and Agnes J. Tuck.⁴⁵ In 1928, George A. Tuck built a one-story, steel-frame industrial building for an auto-related business. The building, which appears to have been a placeholder until a more permanent building could be built, was clad in corrugated metal and it cost \$8,000.⁴⁶ It was designed by architect Samuel Heiman. Green and Tuck, who operated under the aegis of Salta Co., leased the building to various auto-related businesses, including the Flywheel Shop, which specialized in servicing starters.

Fred H. and Mabel Green and George A. and Agnes J. Tuck: 1931-1946

Fred and Mabel Green and George and Agnes Tuck were co-owners of Atlas Heating & Ventilation Company, with George Tuck serving as its president and Fred Green as its secretary. They also owned Salta Co., a holding company dealing with 30 Otis Street. Note, “Salta” is “Atlas” spelled backwards. In late 1931, they decided to build a large auto parts and service facility on the property. In the fall of 1931, Messrs. Green and Tuck demolished the building on the site and applied for a permit to construct a new two-story, concrete “salesroom” on the lot. They hired architect Edmund H. Denke to design the building and Mission Concrete Co. to build it. According to an announcement in the November 21, 1931 edition of *Building and Engineering News*, the cost of construction was \$15,000.⁴⁷ The announcement referred to the building’s innovative prefabricated bowstring truss roof as a “Summerbell” truss roof, a reference to its Oakland-based manufacturer. The original building permit application provides little additional information aside from the dimensions of its foundation (82' x 130').⁴⁸

Upon completion of 30 Otis Street in early 1932, it became the home of El Paseo Service, a subsidiary of El Paseo Co., Ltd. El Paseo Service sold and serviced Seiberling Air-cooled Tires.⁴⁹ El Paseo went out of

⁴⁴ San Francisco Office of the Assessor-Recorder, Property records on file for 30 Otis Street.

⁴⁵ San Francisco Office of the Assessor-Recorder, Property records on file for 30 Otis Street.

⁴⁶ San Francisco Department of Building Inspection, Permit applications on file for 30 Otis Street.

⁴⁷ “Building Contracts,” *Building and Engineering News* (November 21, 1931).

⁴⁸ San Francisco Department of Building Inspection, Permit applications on file for 30 Otis Street.

⁴⁹ Advertisement, *San Francisco Chronicle* (December 6, 1931).

business within the next year and Columbia Mills Window Shades moved into the building in 1933. Columbia Mills remained in the building for another decade and a half, though it sublet the upper floor to General Cable Corporation in 1940.⁵⁰ These two tenants remained in the building until 1947.⁵¹

Wallace A. and Geraldine Ballinger et al: 1946-1994

On May 14, 1946, Wallace A. and Geraldine Ballinger bought 30 Otis Street from Fred and Agnes Tuck. Wallace Ballinger, a native of Canada, was owner of W.A. Ballinger & Co., manufacturer of cotton twine, rope, and other goods made from waste cotton and paper. Ballinger allowed the existing tenants to remain until June 1947, when he applied for a permit to perform a limited amount of repair and clean-up work within the interior of the building costing \$1,000. W.A. Ballinger & Co., which had previously been located at 680 Howard Street, moved into the building upon completion of the work in 1947. The company remained in the bottom floor of the building for the next 45 years. For much of the time that Ballinger owned 30 Otis Street, the upper floor was occupied by Regent Manufacturing Co., a uniform maker. Wallace Ballinger died April 22, 1969.⁵² 30 Otis Street went to his son Howard F. Ballinger and his wife Doris Ballinger. Doris Ballinger died on Jun 29, 1993, and Howard died a few weeks later.⁵³ W.A. Ballinger & Co. closed and 30 Otis Street became part of a trust for the next year.

During the time that they owned 30 Otis Street, the Ballinger family made very few permitted alterations. In August 1981, one of Ballinger's tenants applied for a permit to enclose the skylights and sheath the resulting voids. In March 1991, Howard Ballinger applied for a permit to strengthen the building's parapets in compliance with the City's parapet ordinance.

Ganz Investment Co.: 1994-present

Ganz Investment Co. is a San Francisco-based real estate investment firm that in its extensive portfolio includes many industrial properties in the South of Market area. One year after purchasing 30 Otis Street, Jerry Ganz, founder of Ganz Investment Co., applied for a permit to install a new metal roll-up door on the primary façade. The permit application indicates that it was for SaveOn Glass, the current tenant on the ground floor level. Ganz Investment Co. still owns the building.

In the 20+ years that Ganz has owned the property, he and his tenants have made several alterations to the building. On October 12, 1995, Hossein Yazdi applied for a permit to build a coffee shop in the ground floor of the building. It is unknown whether this work was ever completed because there is no record of a café existing at this location. In 2001, Ganz hired Associated Builders to re-roof the building. The most significant changes to the building during Ganz' ownership occurred in 2003 when he leased the entire upper floor to City Ballet School. City Ballet School, one of the United States' foremost ballet schools based on the classical Russian curriculum known as the Vaganova technique, performed \$90,000 worth of tenant improvements, including demolishing existing interior finishes and partitions, installing new flooring, building new partition walls, building new toilet rooms, installing a wheel chair lift, and mechanical, electrical, and plumbing systems. The work converted the upper floor of the warehouse into a state-of-the-art ballet school with several studios, classrooms, offices, and break/changing rooms. City Ballet School has remained in the building ever since. **Table 4** contains all of the permitted alterations made to 30 Otis Street since 1931. Copies of the approved building permits are attached in **Appendix Item B** of this HRE.

⁵⁰ San Francisco City Directories: 1931-33.

⁵¹ San Francisco Office of the Assessor-Recorder, Property records on file for 30 Otis Street.

⁵² California Death Index, 1940-1997.

⁵³ California Death Index, 1940-1997.

Table 4: Building Permit Applications on File for 30 Otis Street

Application No.	Date	Applicant	Scope/Cost/Builder
195660	October 13, 1931	Salta Co.	Build two-story, reinforced-concrete tire sales building costing \$12,000. Architect: Edmund H. Denke; Contractor: Mission Concrete Co.
97819	June 3, 1947	W. A. Ballinger	Remove broken flooring and replace; install new nailers on three concrete beams costing \$1,000. Contractor: Valaris & Valaris
473886	August 13, 1981	Mr. Lawson	Remove skylights, sheath up voids, and reroof costing \$3,000. Contractor: Farrell Construction
09103807	March 8, 1991	Howard Ballinger	Reinforce parapet in compliance with City Ordinance costing \$6,000. Contractor: Unknown
09512479	August 8, 1995	Jerry Ganz	Install roll-up door for glass shop costing \$1,500. Contractor: EDCO Garage Door
09516220	October 2, 1995	Hossein Yazdi	Install signage and tenant improvements for a coffee shop costing \$15,000. Contractor: Sia Tanrazof
200111062526	November 6, 2001	Jerry Ganz	Reroof building costing \$15,190. Contractor: Associated Builders
200308212698	July 24, 2003	City Ballet School	Tenant improvement and change of use, including soft demo, new partitions, storefront system, new toilet rooms, new stair, new wheel chair ramp and lift, flooring, and finishes costing \$90,000. Contractor: Unknown

H. Former Van Ness Mission Car Wash, 74 12th Street (1956-2016)

According to the 1906 Block Book, what is now 74 12th Street was two lots (10 and 11) belonging to California Pacific Title Co. (Lot 11) and Ella B. Beadle. As mentioned previously, according to the 1913 Sanborn Maps, Lot 11 was used for storing clay sewer pipe and Lot 10 was a driveway connecting 12th Street to Chase Court and Colusa Place. The two vacant lots were joined under common ownership in 1922, when the Lurie Company, a major San Francisco property investment company, bought them from their respective owners. Lots 10 and 11 were then traded back and forth several times amongst various owners during the next two decades. The 1938 aerial photographs of San Francisco taken by Harrison Ryker shows the property in use as a used car lot operated by Russ Phelps. The 1938 aerial photographs indicate that the used car lot was paved with a small office building at the rear of the lot (See Figure 50). Russ Phelps' used car lot remained on the property until at least 1950 (See Figure 51).

David and Janet Fyne and Ruth Papkin: 1956-1969

On October 21, 1955, David and Janet Fyne and Ruth Papkin purchased 74 12th Street from Frank J. and Lavelle Laher, owners of the property next-door at 90-98 12th Street.⁵⁴ On December 7, 1956, David Fyne applied for a permit to build a car wash. The permit application described the \$15,000 project, which consisted of constructing a 2,430-sf, one-story, 10'-high, concrete block building with an attached, steel-frame shed containing the car wash itself.⁵⁵ A few months later, on May 4, 1956, David Fyne applied for a permit to erect a sign facing 12th Street advertising the Mission-Van Ness Car Wash.⁵⁶ Two weeks later, he applied for another signage permit to install the sign permitted in the previous permit application on a metal pole.⁵⁷

Nathan Cohn, Vincent Correnti, and Ivor Morris: 1969-1973

David Fyne continued to own and operate the Mission-Van Ness Car Wash for the next decade and a half. On September 13, 1968, he sold the property to a consortium of three individuals: Nathan Cohn, Vincent Correnti, and Ivor Morris.⁵⁸ In February 1969, one of the new owners, Vincent Correnti, applied for a permit to erect a canopy over a pair of gasoline pumps on the property.⁵⁹

David and Janet Fyne: 1973-1975

Mission-Van Ness Car Wash continued to operate until 1972. In 1973, David and Janet Fyne bought 74 12th Street back from the trio that had bought it in 1968. On March 1, 1973, David Fyne applied for a permit to erect a pole-mounted Union 76 rotating globe/sign at the front of the property.⁶⁰ By this point, the business was called Fyne's Car Wash, though the property was listed as being vacant in the 1973, 1974, and 1975 San Francisco City Directories.⁶¹

Miscellaneous Owners: 1975-1979

On November 10, 1975, David and Janet Fyne sold 74 12th Street to C.K. and Aruna Patel.⁶² The Patels changed the name of the business to Sammy's Car Wash, which operated from 1975 until 1977, when they sold the property to Su Chan Hoa on January 25, 1977.⁶³

Al and Esther Furberg et al: 1979-present

It is not known what Hoa did with the property, which continued to be listed as vacant in city directories. On October 9, 1979, Su Chan Hoa sold 74 12th Street to three related couples: Al and Esther Furberg, Abraham and Sallie R. Newman, and Menahem and Phylis Kurzbard.⁶⁴ As mentioned previously, Al and Esther Furberg were natives of Poland and survivors of the Holocaust. In 1958, they immigrated to the United States from Israel. After working several years as a kosher butcher, Al Furberg established A & M Carpets at 90-98 12th Street in 1980. Their Israeli-born daughters: Phylis Kurzbard and Sallie Newman (both née Furberg) both own a third of 74 and 90-98 12th Street.⁶⁵

⁵⁴ San Francisco Office of the Assessor-Recorder, Property records on file for 74 12th Street.

⁵⁵ San Francisco Department of Building Inspection, Permit applications on file for 74 12th Street.

⁵⁶ San Francisco Department of Building Inspection, Permit applications on file for 74 12th Street.

⁵⁷ San Francisco Department of Building Inspection, Permit applications on file for 74 12th Street.

⁵⁸ San Francisco Office of the Assessor-Recorder, Property records on file for 74 12th Street.

⁵⁹ San Francisco Department of Building Inspection, Permit applications on file for 74 12th Street.

⁶⁰ San Francisco Department of Building Inspection, Permit applications on file for 74 12th Street.

⁶¹ San Francisco City Directories: 1968-1975.

⁶² San Francisco Office of the Assessor-Recorder, Property records on file for 74 12th Street.

⁶³ San Francisco Department of Building Inspection, Permit applications on file for 74 12th Street.

⁶⁴ San Francisco Office of the Assessor-Recorder, Property records on file for 74 12th Street.

⁶⁵ Stacey Palevsky, "Obituary: Al Furberg," *JWeekly* (November 28, 2008).

Al Furberg and his family have owned 74 12th Street since 1979, over 37 years. Since then they have leased the property to a series of auto mechanics who have used it as an auto repair facility. The property ceased being a car wash in 1981, which is when the first known auto repair facility, Arguello Auto Body Shop, opened. Since then, a series of auto-repair businesses have leased space on the property for their businesses, including Issa’s Auto Body Shop, which opened at this address in 1982. Because city directories ceased publication in 1981, it is difficult to inventory the names of all of the businesses that have leased the property since 1982, but several more recent occupants of 74 12th Street include R & M Auto Body Shop, Redline Performance Motor, OS International Automotive, A & J Auto Service, and Champion Auto Body.

Since 1996, a several tenants of 74 12th Street have applied for permits to perform alterations to the property, including in September 1996, when Nick Nickraves applied for a permit to construct a sliding door and a canopy and perform other work to “improve (the) appearance of shop.”⁶⁶ Additional permits were acquired by other businesses to change signage and install fire suppression systems. **Table 5** summarizes the work completed between 1956 and 2016. Copies of the approved building permits are attached in **Appendix Item B** of this HRE.

Table 5: Building Permit Applications on File for 74 12th Street

Application No.	Date	Applicant	Scope/Cost/Builder
181275	December 7, 1954	David Fyne	Build one-story car wash costing \$15,000. Architect: None; Contractor: Unknown
185297	May 4, 1956	David Fyne	Erect sign facing 12 th Street costing \$300. Contractor: Owner
185473	May 24, 1956	David Fyne	Erect existing sign on pole 10’ above sidewalk costing \$155. Contractor: Randall Mede Corporation
36611	February 5, 1969	Vinbar, Inc.	Install canopy over gasoline pumps costing \$1,000. Architect: G. J. Christensen; Contractor: Ted Balliet
418993	April 4, 1973	Fyne’s Car Wash	Install pole-mounted sign and illuminated ’76 globe sign costing \$1,000. Contractor: American Neon
09620542	October 23, 1996	Nick Nickraves	Construct wall with sliding door near canopy; improve appearance of shop; paint and fix up body shop costing \$2,000. Contractor: Unknown
09826087	December 22, 1998	Nick Nickraves	Renew Permit No. 9620542
200608149346	August 14, 2006	Ming Huan Xu	Install vinyl letters on existing sign costing \$500. Contractor: Unknown
200702204451	February 15, 2007	Ming Huan Xu	Install automatic fire suppression system costing \$1,500. Contractor: H & K Fire Protection

⁶⁶ San Francisco Department of Building Inspection, Permit applications on file for 74 12th Street.

I. Albert W. Burgren

Albert Burgren, the architect who designed 90-98 12th Street, was born in San Francisco on August 1, 1876. He was the son of Nils Burgren and Anna Hultman, immigrants from Sweden.⁶⁷ Little is known about his early life or his schooling, but like many San Franciscans who wanted to practice architecture or engineering, he most likely studied drafting at one of several night schools that offered instruction in these fields. He first appears in San Francisco City Directories working in the field in 1896, when he was listed as a “draughtsman” employed by Charles J. Colley. Around this time, he married Jennie Mae Levy, and on June 19, 1897, they had their first child, Albert L. Burgren. In 1897, he was working as a draftsman for a Scottish architect named T. (Thomas) Paterson Ross. By 1899, he was a draftsman working in the engineering department at Union Iron Works. Burgren resumed working for T. Paterson Ross in 1900 and continued working for him until 1906. The 1906 Earthquake and Fire destroyed most of San Francisco and the city’s reconstruction provided abundant work for architects and engineers. With nearly a decade of experience under his belt, in late 1906, Burgren entered into a partnership with T. Paterson Ross, forming the firm of Ross & Burgren. Initially their offices were located at 222 Kearny Street, and then later at 310 California Street.⁶⁸ Throughout this period, Burgren was also listed in city directories as an independent engineer and architect, suggesting that he both collaborated with Ross and took on smaller projects of his own.

The firm of Ross & Burgren appears to have been successful, earning dozens of commissions from local property owners. The firm specialized in commercial buildings, apartment buildings, and hotels in the Nob Hill, Tenderloin, Russian Hill, and Pacific Heights neighborhoods. Early examples of the firm’s work include the Ansonia Hotel at 711 Post Street (1906), the Baldwin Hotel at 1030 Polk Street (1906), a commercial building at 590 Howard Street (1907), and the Clunie Estate Building at 519 California Street (1907 – demolished). The firm also designed several important buildings in post-quake Chinatown, including the Sing Fat Building at California Street and Grant Avenue (1908) (**Figure 54**), the Sing Chong Building at 615 Grant Avenue (1909), and several others. In contrast to the relatively staid Renaissance-Baroque styling of the firm’s work for non-Chinese clients, the firm’s Chinatown work is embellished with the fanciful *chinoiserie* that gives the neighborhood its distinctive character.

Burgren’s contributions to the firm included both architectural drafting and structural engineering. His diverse skills were very helpful for complicated sites, of which there are many in San Francisco. One of the most challenging projects completed by the firm was the 16-unit Greenwich Terrace Apartment complex at the southwest corner of Greenwich and Leavenworth streets.⁶⁹ This large Craftsman-style apartment building terraces up a particularly steep slope on Russian Hill. Its massive concrete foundations not only support the residential units perched high above Leavenworth Street, but also a row of single-vehicle garages at street level.



Figure 54. Sing Fat Building
Source: Author’s Collection

⁶⁷ “Albert William Burgren,” U.S. Social Security Applications and Claims Index, 1936-2007.

⁶⁸ San Francisco City Directories, 1900-1913.

⁶⁹ “The Work of T. Paterson Ross and A.W. Burgren,” *The Architect and Engineer*, Vol. XIII, No. 1 (May 1908).

The firm remained busy through the early Teens, gaining ever-more important and high-profile commissions. Some important projects from this decade include the Baldwin Hotel at 321 Grant Avenue (1910), the Scottish Rite Temple at Van Ness Avenue and Sutter Street (demolished), the Shiels Estate Building at 120 Stockton Street (demolished), the Berg Hotel at 221 Mason Street (demolished), and the Zellerbach Paper Company Warehouse at the northwest corner of Jackson and Battery streets. The firm also designed several mansions for members of San Francisco's ruling class, including a Mission Revival-style house at 21 Presidio Terrace for Harry Maundrell (1910), and a Georgian Revival mansion at 3636 Washington Street in San Francisco's Presidio Heights neighborhood (**Figure 55**).



Figure 55. 3636 Washington Street
Source: Google Streetview

In December 1913, Albert W. Burgren and T. Paterson Ross separated and Burgren opened his own office in the Holbrook Building at 58 Sutter Street.⁷⁰ Following the split, Burgren continued to work on projects that were not very different than the ones he and Ross had completed, including several hotels and apartment buildings in the Tenderloin and Nob Hill. Periodically he would collaborate with Ross on larger projects, until T. Paterson Ross was critically injured on a work site in 1922. From 1917 until 1919, Burgren served the U.S. government as an engineer in Europe during World War I. Upon his return to San Francisco in 1919, Burgren moved his office to the Phelan Building. During the 1920s, A.W. Burgren took on a number of light industrial projects in the South of Market area and along the Van Ness Corridor, which during the 1910s and 1920s had become San Francisco's "Auto Row." Burgren designed several auto repair and sales facilities and multi-purpose light industrial loft buildings, including the John McKee Building at 90-98 12th Street (1920).⁷¹ Nonetheless, Burgren was not as prolific as he had been in his partnership with Ross, who had been the principal design partner. Indeed, much of Burgren's later work consisted of remodeling jobs and working as a consulting engineer. He also designed several industrial buildings outside San Francisco during this time, including a large cannery in Monterey.⁷²

According to the 1930 Census, Albert Burgren (age 55) lived at 30 Woodland Avenue with his wife Jennie (age 52) and their grown son Albert L. Burgren (age 32).⁷³ Burgren continued to be listed as a self-employed architect in the 1940 Census and in subsequent city directories until the end of World War II.⁷⁴ Jennie Mae Burgren died June 7, 1947. By this time, Albert had retired. He lived on for another four years, dying in San Francisco on January 2, 1951.⁷⁵

⁷⁰ *The Architect and Engineer of California*, Vol. XXXV, No. 2 (December 1913), 111.

⁷¹ *The Architect and Engineer of California*, Vol. LX, No. 1 (January 1920).

⁷² *Western Canner and Packer* (1919).

⁷³ U.S. Bureau of the Census, 1930 U.S. Census for Albert W. Burgren, Enumeration District 38-178, Page 7B.

⁷⁴ U.S. Bureau of the Census, 1940 U.S. Census for Albert W. Burgren, Enumeration District 38-472, Page 2A.

⁷⁵ California Death Index, 1940-1997.

J. James H. Hjul

James Hansen (J. H.) Hjul designed and built two of the five buildings on the Project Site, including 14-18 Otis Street and 38 Otis Street. James H. Hjul was born January 30, 1882 in San Francisco to Hans and Margaret Hjul.⁷⁶ Hans Hjul was a native of Denmark and the proprietor of the well-known Montgomery Street Coffee House. Margaret Hjul was a native New Yorker of Irish and English descent. The family lived at 1336 Hyde Street on Russian Hill.⁷⁷ Little is known about James' early schooling, though he attended San Francisco public schools. In 1900, when he was 18, he graduated from the Business Evening School, a public high school.⁷⁸ In the 1903 San Francisco city Directory, his occupation was given as "clerk" and he was still living with his parents at 1336 Hyde Street.⁷⁹ James began formally studying engineering in 1904 at the University of California, graduating in 1907. On July 5, 1907, James Hjul married fellow Cal graduate Emma Postel of Alameda.⁸⁰ In 1908, James Hjul appeared in San Francisco City Directories as a contractor and licensed engineer, with offices in the Merchants' Exchange Building. According to the 1910 Census, James Hjul and his family lived at 701 Grand Street in Alameda.⁸¹

James Hjul was well-positioned to gain many commissions following the 1906 Earthquake and Fire. With expertise in both engineering and construction, Hjul was able to offer a complete package of services to his clients, many of whom were industrialists or investors constructing speculative buildings. Hjul specialized in industrial buildings, including light industrial loft buildings, garages, and combined office and manufacturing facilities. Much of his surviving work is in San Francisco's South of Market area, where industrialists built hundreds of light industrial buildings between 1906 and the onset of the Depression. Hjul's industrial buildings are usually simple utilitarian structures built of concrete with large areas of their exteriors devoted to fenestration, with steel industrial windows and skylights bathing the interiors with natural light. Though they were simple, most of Hjul's work from the 1920s featured a minimal amount of Renaissance-derived trim, including narrow fluted pilasters and narrow cornices. Many of Hjul's industrial buildings are composed of two parts: a two-story office wing at the front and a one-story warehouse/factory at the rear, such as 234 9th Street (1925) (**Figure 56**).



Figure 56. 234 9th Street
Source: Google Maps

⁷⁶ San Francisco Area Funeral Home Records, 1895-1985, "James H. Hjul."

⁷⁷ U.S. Bureau of the Census, 1900 U.S. Census for James H. Hjul, Enumeration District 254, Page 9.

⁷⁸ "Graduated from Public Schools," *San Francisco Chronicle* (June 16, 1900), 5.

⁷⁹ San Francisco City Directory, 1903.

⁸⁰ California Marriage Records, 1850-1941, "James H. Hjul."

⁸¹ U.S. Bureau of the Census, 1910 U.S. Census for James H. Hjul, Enumeration District 9, Page 14A.

Some of Hjul's other work in the South of Market area includes a one-story garage at 45 Dore Street (1923), a one-story-and mezzanine garage at 90-98 12th Street (1920), two-story loft buildings at 1122-26 Folsom Street (1923), 1282 Folsom Street (1923), 160-64 Russ Street (1923), 560 9th Street (1925), 34-40 Harriet Street (1925), 200 Potrero Avenue (1928), and 560 7th Street (1929), and a three-story loft building at 14-18 Otis Street (1925).⁸²

What ties all of these buildings together is a clarity of purpose and a surprisingly elegant approach to incorporating just the right amount of ornament into the design of what is otherwise a utilitarian structure.

Though almost all of Hjul's light industrial buildings are designed in the Renaissance Revival style, he also designed several in the Gothic Revival style, including 200 Potrero Avenue, which Hjul built on speculation and later sold to the International Harvester Sales and Service Division (**Figure 57**).



Figure 57. 200 Potrero Avenue
Source: Google Maps

James Hjul was extremely busy during the 1920s-era building boom, designing and building at least 50 industrial buildings in San Francisco. Just as he was at the height of his career the Stock Market crashed, bringing nearly all new construction to a halt. Many local architects and engineers survived the Depression by taking on remodeling jobs, consulting, or working for the local, state, or federal government. In 1930, James and Emma Hjul were living in San Francisco at 9 Clarendon Avenue along with their grown children, Kenneth and Georgeanne. The Hjuls were certainly prosperous, with their property valued at \$20,000, a significant sum for the era. They also employed a live-in servant from Japan.⁸³ Though his work no longer appeared in local trade journals and newspapers with the frequency that it had during the 1920s, Hjul had a steady amount of work during the Depression and into the 1940s, including an increasing number of residential commissions. James Hjul continued to be listed as a structural engineer in local directories into the late 1940s, though he continued to take the occasional architecture job into the early 1950s. He died in San Francisco on April 18, 1957 at the age of 75.⁸⁴

⁸² Christopher VerPlanck for Page & Turnbull, Architects, *South of Market Area Historic Context Statement* (San Francisco: 2009).

⁸³ U.S. Bureau of the Census, 1930 U.S. Census for James H. Hjul, Enumeration District 38-178, Page 11A.

⁸⁴ San Francisco Area Funeral Home Records, 1895-1985, "James H. Hjul."

K. Edmund H. Denke

Edmund (E. H.) Denke designed one of the five buildings on the Project Site, 30 Otis Street. Edmund H. Denke was born on April 8, 1872 in Illinois.⁸⁵ It is not known when he moved to San Francisco, but building contract announcements in local newspapers indicate that he was in the city as early as 1900. Very little is known about Denke's early career. It seems likely that he learned his trade on the job as a contractor, because he does not appear to have ever earned his architect's license. According to the 1910 Census, Edmund Denke, then 38 years old, lived and worked at 1317 Hyde Street, a three-story, Tudor Revival apartment building that Denke had designed and built in 1909.⁸⁶ He



Figure 58. Bell Garage, 175 Turk Street
Source: Google Maps

lived with his wife Ella and their son Robert. Edmund Denke's career took off after the 1906 Earthquake and continued to thrive during the 1920s building boom. Denke specialized in concrete parking garages, though he also took jobs designing apartment buildings, flats, and other building types. One of Denke's best-known buildings is the Bell Garage, a six-story, reinforced-concrete parking garage at Turk and Taylor Streets in the Tenderloin. Designed in the Gothic Revival style and built in, the Bell Garage served both local residents and visitors to the Tenderloin's various amusements alike (Figure 58).

Edmund Denke was very active in the Tenderloin and Nob Hill neighborhoods, where he designed several major hotels and apartment buildings, including Carlton Apartments at 237 Leavenworth Street (1924), Palace Court Apartments at 555 O'Farrell Street (1924), and Hotel Lafayette at 236-42 Hyde Street (1928).⁸⁷ The 1930 Census continued to list the Denke household at 1317 Hyde Street, including Edmund (age 57), Ella (age 57), and their three children: Robert (age 22), Paul (age 14), and Laura (age 12). Edmund's occupation was listed as architect on the census form and Robert's as draughtsman, suggesting that Robert possibly worked for his father. The Denke property was valued at \$30,000, indicating that the family was quite prosperous.⁸⁸ Edmund Denke continued to be listed in city directories as an architect throughout the 1930s and early 1940s, though little is known about his work from this later period of his career. Edmund H. Denke died in San Francisco on May 19, 1944 at the age of 72.⁸⁹

⁸⁵ California Death Index, 1940-1997.

⁸⁶ U.S. Bureau of the Census, 1910 U.S. Census for Edmund H. Denke, Enumeration District 288, Page 7B.

⁸⁷ Michael Corbett, *National Register of Historic Places Nomination: "Uptown Tenderloin Historic District"* (San Francisco: 2009).

⁸⁸ U.S. Bureau of the Census, 1930 U.S. Census for Edmund H. Denke, Enumeration District 38-352, Page 3A.

⁸⁹ California Death Index, 1940-1997.

L. Light Industrial Loft Buildings in San Francisco

The light industrial loft is a once-common building type in several urban centers across the United States, including San Francisco. Simply defined, the term “loft” refers to a multi-purpose brick or concrete building containing un-partitioned space and high ceilings suitable for commercial or light industrial purposes.⁹⁰ The pervasiveness and longevity of the light industrial loft building is rooted in its adaptability for an almost unlimited range of uses. Architects and engineers designed them to withstand the heavy “live” loads required for manufacturing and “dead” loads needed for bulk storage. In addition to being strong, they had to be versatile. This is why light industrial loft buildings were designed without interior partitions, with high ceilings, and with as few interior obstacles as possible. If columns were required, there was typically only one row running down the center of the building. Stairs and elevators were typically built within a small circulation core squeezed into a corner of the building. Designed before the era of fluorescent light fixtures, light industrial loft buildings always had ample exterior fenestration and multiple skylights to maximize access to natural light and air.

Light industrial loft buildings were built primarily for warehousing, light manufacturing, and wholesale showroom space. Many also had ancillary retail or office space, which was usually provided at the front of the building on the first or second floor levels. Offices and showrooms were always lightly framed in wood with lath and plaster (and later, sheetrock) or demountable metal walls so that they could be easily reconfigured, relocated, or demolished if need be. The light industrial loft was ideally suited to general-purpose manufacturing because the building could be configured to include multiple functional areas, including manufacturing, parts and materials storage, shipping and receiving, offices, and general warehousing. With such flexibility, businesses could integrate all aspects of their operations in a single location.

In San Francisco, most light industrial loft buildings range from two to five stories in height, with a higher first story level to accommodate an office mezzanine and a loading dock or integral rail spur for shipping and receiving. If the business needed a showroom or retail space, it could be built out on the first floor level for ease of access, security, and visibility. Exterior openings on the primary street façade typically included, at a minimum, a pedestrian entrance, a vehicular entrance, and sometimes a loading dock/freight elevator access. Other fenestration at the front of the building could include storefront/display windows and additional clerestory windows for light and air. Buildings with frontage on more than one street could put all or some of these functions, particularly shipping and receiving, on a less heavily traveled back street or alley.

In terms of their appearance and materials, the design of light industrial loft buildings in San Francisco was determined by a variety of factors, including the availability and expense of construction materials, fire insurance ratings, advances in construction and hoisting technology, and the client’s bottom line. The advent of reinforced-concrete construction and prefabricated wood trusses allowed architects and engineers to design buildings with largely unobstructed floorplates. Profitability considerations required maximizing useable work or storage space while ensuring sufficient internal structural supports to avoid failure under heavy loads. Advances in concrete structural framework, in particular the mushroom capital column system, allowed the number of columns to be kept to a minimum. Advances in hoisting and elevator technology facilitated moving heavy items or materials in bulk between floor levels with ease. Reinforced-concrete construction also facilitated the construction of buildings with much thinner walls and a much higher ratio of void-to-solid, meaning that much more of the exterior could be devoted to windows,

⁹⁰ Cyril M. Harris, *American Architecture: an Illustrated Encyclopedia* (New York: W.W. Norton & Company, 1998), 203.

maximizing access to natural light and ventilation. Concrete, which could be inexpensively molded into a variety of shapes, facilitated the incorporation of as much ornament as the client desired on the exterior of the building.

The heyday of the light industrial loft building in San Francisco was roughly 1910 to 1930, with the type flourishing during the 1920s building boom. Most fall within the two-to-three story range, though a popular variation in San Francisco has a two-story front portion containing an office mezzanine above the main work floor, with a one-story work floor behind (**Figure 59**). Fenestration was almost entirely limited to multi-light steel industrial sash windows with operable casement, pivot, or awning sashes. Ornamentation is usually limited to slight recessing of the spandrel panels and/or friezes, modest cornices, and a limited amount of historicist decoration, including cartouches, pilasters, or garlands. By the late 1920s and early 1930s, the widespread popularity of the Art Deco style led to the incorporation of more geometric and abstract ornamentation into the design of later light industrial loft buildings. Structurally speaking, nearly all light industrial loft buildings in San Francisco are made of reinforced-concrete with concrete columns, floor, and piers. Roofing was typically flat and wood-framed, though by the early 1930s, the appearance of the mass-produced bowstring truss roof, which made clear spans easier than ever, made this roof type more popular.⁹¹



Figure 59. 1250 17th Street

In San Francisco, the heartland of the light industrial loft building is the South of Market area, especially west of 5th Street where there has been less urban renewal or redevelopment activity over



Figure 60. Light industrial loft buildings on the 1100 block of Howard Street
Source: Google Maps

the last few decades. Certain blocks, including the 300 block of 9th Street and the 1100 block of Howard Street, still retain many good examples of the type (**Figure 60**). Light industrial loft buildings can also be found in the Northeast Mission District, Showplace Square, Dogpatch/Central Waterfront, and Bayview-Hunters Point. Outside of San Francisco, within the Bay Area, the type can be found in some older industrial districts of South San Francisco, Oakland, San Leandro, Berkeley, Hayward, and Richmond. Further afield, the older industrial areas of Los Angeles County, particularly the Alameda Street Corridor, has examples of the building type.

⁹¹ San Francisco Planning Department, *San Francisco Preservation Bulletin No. 18: "Residential and Commercial Architectural Periods and Styles in San Francisco."* (San Francisco: January 2003), 2.

VI. Determination of Eligibility

VerPlanck Historic Preservation Consulting re-evaluated the potential eligibility of all five buildings on the Project Site for listing in the California Register of Historical Resources (California Register). Two of the buildings: the George A. Clough Building at 14-18 Otis Street and the Salta Co. Building at 30 Otis Street were determined eligible for listing in the California Register in the Market and Octavia Survey. None of the other three buildings on the Project Site, including the former Mission-Van Ness Car wash at 74 12th Street, the John McKee Building at 90-98 12th Street, or the former Hopkins Auto Repair Shop at 38 Otis Street, have any formal or informal historical status. VerPlanck Historic Preservation Consulting concurs with the preliminary determination of eligibility for 14-18 Otis Street, as well as the findings of no significance for 74 12th Street, 90-98 12th Street, and 38 Otis Street. The following sections provide in-depth building-by-building evaluations for all five properties.

A. California Register of Historical Resources

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

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

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

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

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

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

B. John McKee Building, 90-98 12th Street

We concur with the Market and Octavia Survey that the John McKee Building at 90-98 12th Street is ineligible for listing in the California Register under any of the criteria. Designed by Albert W. Burgren and constructed in 1919-20 by John Beck, the modest structure was designed as an automobile showroom. In 1946, the building changed hands and the new owner, Frank J. Laher, hired engineer E. B. Payne to strip the exterior of its original ornament and remodel the interior for his auto repair/parts business. Aside from an extensive ca. 1980 interior remodel, the building has undergone few changes since then. Though the remodeled exterior shows a few hints of the Late Moderne style, its overall character is of little architectural interest. Consequently, we do not believe that the post-1920 changes have gained significance in their own right, meaning that the property does not appear eligible for listing under California Register Criterion 3 (Design/Construction). Furthermore, 90-98 12th Street does not appear eligible for listing under Criterion 1 (Events) because it is not associated with any important events that have made a lasting contribution to local, state, or national history. In addition, 90-98 12th Street does not appear eligible under Criterion 2 (Persons) because no individuals of note have owned or occupied the building, with the possible exception of John McKee, President of the Board of the Mercantile Trust Co. However, McKee, who developed speculative buildings all over the South of Market area, never occupied the building. Evaluation of the building for eligibility under Criterion 4 (Information Potential) is beyond the scope of this report.

Integrity

90-98 12th Street retains a low degree of integrity. Of the seven aspects used by the California Register to assess integrity – location, design, setting, materials, workmanship, feeling, and association – the property retains the aspects of location and setting. It does not retain the aspects of design, materials, workmanship, feeling, or association because the 1946 remodel completely removed the building's original Mission Revival ornament, shrank the window openings, and reconfigured the automobile entrances. Further alterations in the 1980s reconfigured the interior from an auto repair facility into a retail showroom.

C. Former Hopkins Auto Repair Shop, 38 Otis Street

We concur with the Van Ness Auto Row Support Structures Survey that the former Hopkins Auto Repair Shop at 38 Otis Street is ineligible for listing in the California Register under any of the criteria. Designed and built by James H. Hjul, the modest structure was designed as an automotive repair/retailing facility. In 1961, the building's owner, Andrew Berwick, hired contractor Charles O. Jones to strip the exterior of its original "gingerbread" and remodel the interior for a new commercial tenant – a muffler shop. The building, which for much of its history has been used as an auto repair facility, has undergone few additional changes since 1961. The remodeled building's exterior is utilitarian and of no architectural interest. Consequently, we do not believe that the post-196 changes have gained significance in their own right, meaning that the property does not appear eligible for listing under California Register Criterion 3 (Design/Construction). Furthermore, 38 Otis Street does not appear eligible for listing under Criterion 1 (Events) because it is not associated with any important events that have made a lasting contribution to local, state, or national history. In addition, 38 Otis Street does not appear eligible under Criterion 2 (Persons) because no individuals of note have owned or occupied the building, with the possible exception of George A. Clough, a powerful corporate attorney and real estate investor. However, Clough owned and developed property all over San Francisco, and he never occupied 38 Otis Street. Evaluation of the building for eligibility under Criterion 4 (Information Potential) is beyond the scope of this report.

Integrity

38 Otis Street retains a low degree of integrity. Of the seven aspects used by the California Register to assess integrity – location, design, setting, materials, workmanship, feeling, and association – the property retains the aspects of location and setting. It does not retain the aspects of design, materials, workmanship, feeling, or association because the 1961 remodel completely removed the building's original Renaissance-Baroque ornament, giving the building its utilitarian, non-descript appearance it has today.

D. Former Lotus Fortune Cookie Co. Factory, 14-18 Otis Street

We concur with the Market and Octavia Survey that the former Lotus Fortune Cookie Co. Factory at 14-18 Otis Street is eligible for listing in the California Register under Criterion 3 (Design/Construction). Designed and built by James H. Hjul, the well-preserved Renaissance-Baroque building has always been used as a light industrial loft building. The Market and Octavia Survey found the property eligible for the California Register under Criterion 1 for its association with Edward Louie, who supposedly invented the first automatic fortune cookie machine there in 1967. Until the early 1960s, fortune cookies had to be hand-rolled and folded with chopsticks while they were still warm and the fortunes inserted by hand while the cookie was still flexible. Though several secondary sources list Louie as the inventor of the world's first fully automatic fortune cookie machine, evidence obtained from the U.S. Patent Office contradicts this lore, strongly suggesting that it was actually a Chicago inventor named Yau Tak Cheung who invented the first such device in 1963. Cheung received a patent for his device in 1966. Louie's earliest patent was not submitted to the U.S. Patent Office until 1974 and he did not receive it until 1976, a decade after Cheung.

14-18 Otis Street does appear eligible for the California Register under Criterion 3 (Design/Construction) as an excellent and well-preserved example of a light industrial loft building as expressed in San Francisco during the 1920s. Designed with utility and flexibility in mind, San Francisco's light industrial loft buildings were designed and built by a relatively small number of architects and engineers, chief among them engineer/contractor James H. Hjul. Many were built on speculation by investors, and as such, they were designed to suit a variety of business types, especially light manufacturing, warehousing, and wholesale showrooms. Built with few partitions and designed to accommodate significant live and dead loads, light industrial loft buildings have remained viable for almost a century. In recent years, however, the gradual displacement of industry from San Francisco, coupled with large private redevelopment projects, has resulted in the demolition of dozens of light industrial loft buildings, especially outside the Western Soma Light Industrial Historic District, which provides the surviving examples some measure of protection. In addition to being somewhat larger than the average light industrial loft building in San Francisco, 14-18 Otis Street displays a simple but relatively high level of design, with its elegant use of Renaissance-Baroque ornamentation. The period of significance for Criterion 3 is 1925.

Evaluation of the building for eligibility under Criterion 4 (Information Potential) is beyond the scope of this report.

Integrity

14-18 Otis Street retains a high degree of integrity. Of the seven aspects used by the California Register to assess integrity – location, design, setting, materials, workmanship, feeling, and association – the prop-

erty retains all. The only exterior changes it has undergone include the replacement of the original entrance in 1959 and the infilling of one of the windows on the first floor level of the primary façade at an unknown date.

E. Salta Company Building, 30 Otis Street

We do not concur with the Market and Octavia Survey that the Salta Company Building at 30 Otis Street is eligible for listing in the California Register under Criterion 3 (Design/Construction). Designed by architect Edmund H. Denke and built by Mission Concrete Co., the modest structure was designed as an automotive repair/retailing facility. However, for most of its history, 30 Otis Street housed Wallace A. Ballinger & Co. (1947-1992), a cotton goods supplier. Sometime during Ballinger's ownership, he replaced all of the original fenestration on the first floor level of the primary façade, including the original multi-light steel industrial windows and the original automobile entrance. Otherwise, the primary façade has undergone few exterior changes. The rear façade, which faces Chase Court, was significantly remodeled in 2003, when City Ballet School converted the second floor into a ballet academy. The remodeled building's exterior does retain much of its original design, including the multi-light industrial windows on the second floor of the primary façade, as well as a modest amount of Art Deco ornament on the frieze of the primary façade.

We do not believe 30 Otis Street appears eligible for listing under California Register Criterion 3 (Design/Construction). In addition to the changes that it has undergone, the remaining original features are of relatively low quality. In comparison with its next-door neighbor to the east, 14-18 Otis Street, which is a fully developed example of a concrete light industrial loft building, 30 Otis Street is not as compelling of an example. In addition to its integrity issues, it does not incorporate a very ambitious ornamental program. In addition, its bowstring truss roof is more closely related to a later wave of industrial building technology that mainly played out in suburban industrial areas after 1930. Furthermore, 38 Otis Street does not appear eligible for listing under Criterion 1 (Events) because it is not associated with any important events that have made a lasting contribution to local, state, or national history. In addition, 38 Otis Street does not appear to be eligible under Criterion 2 (Persons) because no individuals of note have owned or occupied the building. Evaluation of the building for eligibility under Criterion 4 (Information Potential) is beyond the scope of this report.

Integrity

30 Otis Street retains a moderate degree of integrity. Of the seven aspects used by the California Register to assess integrity – location, design, setting, materials, workmanship, feeling, and association – the property retains the aspects of location, setting, workmanship, feeling, and association. It does not retain the aspects of design or materials because nearly all of the fenestration along both street façades has been replaced with large aluminum-frame storefronts.

F. Former Mission-Van Ness Car wash, 74 12th Street

According to the Market and Octavia Survey, the former Mission-Van Ness Car wash at 74 12th Street appears ineligible for listing the California Register because Page & Turnbull believed that the structure dated to ca. 1980. It was therefore considered not to be “age-eligible,” because it was not thought to be at least 45 years old at the time. Though it is approximately 25 years older than Page & Turnbull estimated, we concur with them that the concrete block structure appears ineligible for the California Register under Criterion 3 because it lacks architectural distinction. We also do not think that the building is individually eligible under Criterion 1 (Events) because it was constructed well after the end of the post-1906 Earthquake Reconstruction Era and no known important events have occurred there. We do not think that it is individually eligible under Criterion 2 (Persons) because it has no known association with any persons who have made any important contributions to local, state, or national history. Evaluation of the building for eligibility under Criterion 4 (Information Potential) is beyond the scope of this report.

Integrity

74 12th Street retains a low degree of integrity. Of the seven aspects used by the California Register to assess integrity – location, design, setting, materials, workmanship, feeling, and association – the property retains the aspects of location, setting, and materials. Converted from a car wash into an auto repair facility in the early 1990s, the formerly open-air car wash was partially enclosed to better-suit the property’s new use as an auto repair facility. All of the signage, gas pumps, and other ancillary equipment associated with a commercial car wash have been removed. In addition, most of the original doors and windows have been replaced. 74 12th Street does not retain the aspect of design because it no longer resembles a commercial car wash. It does not retain the aspect of workmanship because it is built of commonplace, mass-produced materials that required little skill to assemble. It does not retain the aspect of feeling or association because it is no longer a car wash and does not resemble one.

In conclusion, after extensive fieldwork, research, and analysis, we believe that there is only California-eligible property within the Project Site: the former Lotus Fortune Cookie Co. Factory at 14-18 Otis Street, which appears eligible for listing under Criterion 3 with a period of significance of 1925.

VII. Evaluation of Project Impacts

A. Project Description

The Project Site is approximately 36,042 square feet (sf) and encompasses five contiguous parcels at the northwest intersection of 12th and Otis streets (Assessor Block 3505, Lots 010, 012, 013, 016, and 018). The Project calls for the demolition of all five buildings on the Project Site, including 74 12th Street, 90-98 12th Street, 14-18 Otis Street, 30 Otis Street, and 38 Otis Street. The Project Sponsor would then construct a new, mixed-use (residential and retail) building containing 418 dwelling units, 105 vehicle parking spaces, 185 bicycle parking spots, 5,138 sf of retail space, and 18,022 sf of arts activities space for City Ballet School. City Ballet School currently occupies approximately 10,000 of space on the second floor level of the Salta Co. Building at 30 Otis Street. The new building will be massed as two sections, including an 85-foot podium building occupying Lots 016 and 018 along Otis Street and a 250-foot, 27-story tower occupying Lots 012 and 013. The first floor level would contain the building's residential lobby, two separate retail spaces, and City Ballet School. The residential units would occupy the upper floors. Open space would be provided throughout the site, with private terraces and three common terraces at the 2nd, 10th, and 27th floor levels. The Project would also a landscaped public open space, called Otis Plaza, at 12th and Otis streets. Residents driving into the site will access the garage via Colton Street and Colusa Place. The architect is Gould-Evans of San Francisco. Architectural drawings reviewed for this HRE are dated May 10, 2016.

B. Status of Existing Property as a Historical Resource

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

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

According to the Planning Department, there are four Category B – Potential Historic Resources on the Project Site, including 74 12th Street, 90-98 12th Street, 14-18 Otis Street, and 30 Otis Street. In addition, there is one Category C – No historic Resource property at 38 Otis Street. As mentioned previously, all but

one of the properties (38 Otis Street) were surveyed in the 2006-08 Market and Octavia Survey. 38 Otis Street was surveyed in the 2009 Van Ness Auto Row Support Structures Survey. The Market and Octavia Survey calls out two California-Register properties on the site, including 14-18 Otis Street and 30 Otis Street. None of the other three properties were found to be eligible in either of the two surveys. Based upon the preponderance of evidence, including these prior analyses and the findings of this HRE, we conclude that only the former Lotus Fortune Cookie Co. Factory at 14-18 Otis Street appears eligible for the California Register, and therefore is a “historic resource” under Section 15064.5 (a) of CEQA.

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

The *Secretary of the Interior’s Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings* (the Rehabilitation Standards and the Guidelines, respectively) provide guidance for reviewing work to historic properties.⁹² Developed by the National Park Service for reviewing certified rehabilitation tax credit projects, the Standards have been adopted by local government bodies across the country for reviewing proposed work to historic properties under local preservation ordinances. The Rehabilitation Standards are a useful analytic tool for understanding and describing the potential impacts of changes to historical resources, including new construction inside or adjoining historic districts.

Conformance with the Rehabilitation Standards does not determine whether a project would cause a substantial adverse change in the significance of a historical resource under CEQA. Rather, projects that comply with the Standards benefit from a regulatory presumption that they would have a less-than-significant adverse impact on a historical resource.⁹³ Projects that do not comply with the Rehabilitation Standards may or may not cause a substantial adverse change in the significance of an historical resource and would require further analysis by the Planning Department to determine whether the historical resource would be “materially impaired” by the project under *CEQA Guidelines* 15064.5(b).

Rehabilitation is the *only* one of the four treatments in the Standards (the others are Preservation, Restoration, and Reconstruction) that allows for the construction of an addition or other alteration to accommodate a change in use or program.⁹⁴ The first step in analyzing a project’s compliance with the Rehabilitation Standards is to identify the resource’s character-defining features, including characteristics such as design, materials, detailing, and spatial relationships. Once the property’s character-defining features have been identified, it is essential to devise a project approach that protects and maintains these important materials and features – meaning that the work involves the “least degree of intervention” and that important features and materials are safeguarded throughout the duration of construction.⁹⁵ It is critical to ensure that the new work does not result in the permanent removal, destruction, or radical alteration of any significant character-defining features.

⁹² U.S. Department of Interior National Park Service Cultural Resources, Preservation Assistance Division, *Secretary of the Interior’s Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings*, 1992. The Standards, revised in 1992, were codified as 36 CFR Part 68.3 in the July 12, 1995 Federal Register (Vol. 60, No. 133). The revision replaces the 1978 and 1983 versions of 36 CFR 68 entitled *The Secretary of the Interior’s Standards for Historic Preservation Projects*. The 36 CFR 68.3 Standards are applied to all grant-in-aid development projects assisted through the National Historic Preservation Fund. Another set of Standards, 36 CFR 67.7, focuses on “certified historic structures” as defined by the IRS Code of 1986. The Standards in 36 CFR 67.7 are used primarily when property owners are seeking certification for federal tax benefits. The two sets of Standards vary slightly, but the differences are primarily technical and non-substantive in nature. The Guidelines, however, are not codified in the Federal Register.

⁹³ CEQA Guidelines subsection 15064.5(b) (3).

⁹⁴ *Ibid.*, 63.

⁹⁵ *Ibid.*

In the case of the former Lotus Fortune Cookie Co. Factory at 14-18 Otis Street, its primary character-defining features include: its three-story height and rectangular massing; its two street-facing elevations (Otis Street and Chase Court), including its stucco and board-formed concrete finishes, steel industrial windows, modest Renaissance-Baroque ornament, freight elevator, multi-light transoms, recessed span-drel panels; and flat roof concealed behind a raised parapet. The following sections evaluate the Proposed Project for compliance with each of the ten Rehabilitation Standards in regard to 14-18 Otis Street.

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

The Project would not reuse 14-18 Otis Street, demolishing it for a new mixed-use building.

In conclusion, the Project does not comply with Rehabilitation Standard 1 because it would demolish 14-18 Otis Street in its entirety.

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

The Project would not retain or preserve any part of 14-18 Otis Street.

In conclusion, the Project does not comply with Rehabilitation Standard 2 because it would demolish 14-18 Otis Street in its entirety.

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

Though it would demolish 14-18 Otis Street, the Project would not add any changes to the site that create a false sense of historical development.

In conclusion, the Project complies with Rehabilitation Standard 3.

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

No changes made to 14-18 Otis Street after the period of significance (1925) have acquired historic significance in their own right.

In conclusion, the Project does not comply with Rehabilitation Standard 4 because it would demolish 14-18 Otis Street in its entirety.

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

The Project would not retain or preserve any part of 14-18 Otis Street.

In conclusion, the Project does not comply with Rehabilitation Standard 5 because it would demolish 14-18 Otis Street in its entirety.

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

The Project would not retain or preserve any part of 14-18 Otis Street.

In conclusion, the Project does not comply with Rehabilitation Standard 6 because it would demolish 14-18 Otis Street in its entirety.

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

The Project would not retain or preserve any part of 14-18 Otis Street.

In conclusion, the Project does not comply with Rehabilitation Standard 7 because it would demolish 14-18 Otis Street in its entirety.

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

Though an archaeological survey/evaluation is beyond the scope of this report, the Project would require significant subsurface soil excavation to construct the new building. None of the existing buildings have basements, so it is possible that there are archaeological resources beneath the Project Site. If any pre-historic or historic-era archaeological resources are encountered during excavation, construction would be temporarily stopped until standard mitigation measures required by the San Francisco Planning Department can be put into place.

As long as the Project Sponsor complies with Planning Department protocol, it would comply with Rehabilitation Standard 8.

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

The Project would not retain or preserve any part of 14-18 Otis Street.

In conclusion, the Project does not comply with Rehabilitation Standard 9 because it would demolish 14-18 Otis Street in its entirety.

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

The Project would not retain or preserve any part of 14-18 Otis Street.

In conclusion, the Project does not comply with Rehabilitation Standard 10 because it would demolish 14-18 Otis Street in its entirety.

In conclusion, the Project complies with Rehabilitation Standards 3 and 8 and not with Standards 1, 2, 4, 5, 6, 7, 9, or 10.

VIII. Conclusion

As described in the chapters above, the 30 Otis Project Site consists of five adjoining parcels at the north-west corner of 12th and Otis streets in San Francisco's Hub neighborhood. The approximately 36,042-sf Project Site contains five buildings: the former Mission-Van Ness Car wash at 74 12th Street (built 1956), the John McKee Building at 90-98 12th Street (built 1920; remodeled 1946), the former Lotus Fortune Cookie Co. Factory at 14-18 Otis Street (built 1925), the Salta Company Building at 30 Otis Street (built 1931), and the former Hopkins Auto Repair Shop at 38 Otis Street (built 1924). According to the San Francisco Planning Department, all but one of the buildings (38 Otis Street) are Potential Historic Resources based on their age alone. Nevertheless, only two were judged eligible for the California Register in the Planning Department's 2006-08 Market and Octavia Survey: the former Lotus Fortune Cookie Factory, including 14-18 Otis Street and 30 Otis Street. The fieldwork, research, and analysis in this HRE support these earlier findings, with the exception of 30 Otis Street, which we believe is not California Register-eligible because it lacks individual architectural significance. This leaves just 14-18 Otis Street, which we believe appears eligible for the California Register under Criterion 3, with a period of significance of 1925. The Proposed Project, which calls for the demolition of all five buildings on the site and their replacement with a combination mid-and high-rise, mixed-use building designed by Gould-Evans, would demolish the sole Historic Resource on the Project Site.

IX. Bibliography

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San Francisco Examiner

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X. Appendix

- A. *DPR 523 Forms* for 74 12th Street, 90-98 12th Street, 14-18 Otis Street, 30 Otis Street, and 38 Otis Street
- B. *Construction and Alteration Permits* for 74 12th Street, 90-98 12th Street, 14-18 Otis Street, 30 Otis Street, and 38 Otis Street

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

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 2 *Resource name(s) or number (assigned by recorder) 74 12th St.

P1. Other Identifier: Also 74A 12th Street

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

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

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

*c. Address: 74 12th St. City: San Francisco Zip: 94103

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3505-010

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

74 12th Street is located on a 50' x 158' lot on the southwest side of 12th Street, between Otis and Stevenson Streets. Built in 1956, 74 12th Street is a single-story, concrete block commercial building with attached steel-frame carport. The L-shaped plan building is clad in stucco, drop wood, and plywood siding, and is capped by a flat roof. The primary façade faces northeast and is two bays wide. The building features a centered entry with modern, divided, French doors set in a garage opening in-filled with wood shiplap siding in the left bay. A single wood door and metal sliding sash window are set in the right bay. The exposed northwest elevation features an external sliding metal door and metal sliding sash. Both elevations end in a plain cornice line. The steel-frame carport connects the building to the adjacent property at 56-68 12th Street and has a metal canopy.

The building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building

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



P5b. Photo: (view and date)
View from northeast
8/31/2006

*P6. Date Constructed/Age and Sources: Historic
1956
SF Assessors Office

*P7. Owner and Address:
Abraham Newman Trust
Abraham Newman
20 Lomita Ave
San Francisco, CA 94122

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

*P9. Date Recorded:
8/31/2006

*P10. Survey Type:
Reconnaissance

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

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

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 2

*NRHP Status Code 6Z

*Resource Name or # (assigned by recorder) 74 12th Street

- B1. Historic name: Van Ness Mission Carwash
- B2. Common name: None
- B3. Original Use: Commercial, type unknown
- B4. Present use: Commercial, automobile sales and service
- *B5. Architectural Style: None

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

According to the Tax Assessor, the property was built in 1956. However, the present building on the site dates to circa 1980 according to Sanborn maps. The site was vacant until c. 1970, when the 1970 Sanborn Map shows a carwash and series of canopies occupying the site. These structures were demolished and replaced by the present building (and the building at 74A 12th Street) between 1974 and 1984.

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

*B8. Related Features: Paved parking area, chain link site fencing.

B9a. Architect: Unknown b. Builder: Unknown

*B10. Significance: Theme Commercial Development Area: South of Market
Commercial;

Period of Significance circa 1980 Property Type auto service Applicable Criteria none

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity) According to the 1950 Sanborn Map, this parcel was a used car lot prior to construction of the Van Ness Mission Car Wash by David Fyne in 1956. David Fyne resided in Walnut Creek, CA in 1956; no other information was found about this owner. Van Ness Mission Car Wash occupied the property from 1956-1968. Global International Enterprises (import/export) occupied the site in 1978, followed by Issa's Auto Body Shop and Express Messenger Service in 1982. The property is currently occupied by A & J Auto Service at 74 12th Street, and R&M Auto Body Shop at 74 A 12th Street.

74 12th Street does not appear eligible for listing in the National or California Registers or for local designation—in part due to insufficient age. It is not directly associated with any known events or persons significant in the history of San Francisco or the State of California, nor does it embody the distinctive characteristics of a type, period or method of construction.

The status code of 6Z assigned to this property means that it has been found ineligible for National Register, California Register or Local designation. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

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

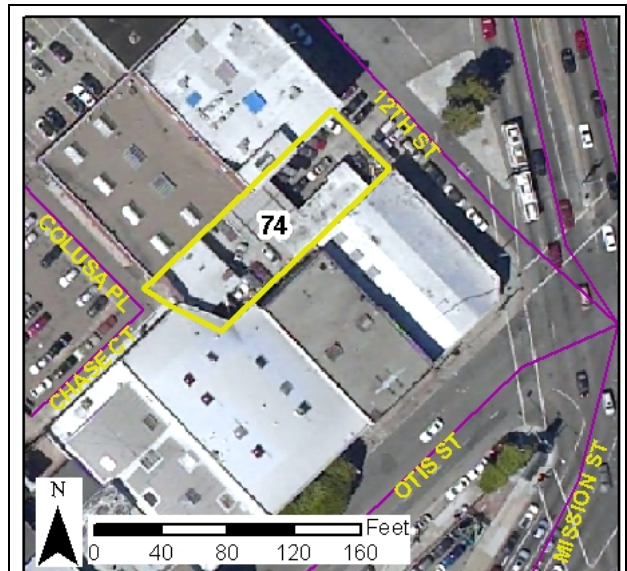
***B12. References:**

- Assessor's Records
- Building permit #181275
- Sanborn Maps 1913, 1950, 1970, 1974, 1984, 1988
- San Francisco City Directories 1957, 1958, 1963, 1968, 1973, 1978, 1982

B13. Remarks: Market & Octavia Survey

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

(This space reserved for official comments.)



*Date of Evaluation: April 2007

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

Primary # _____
 HRI # _____
 Trinomial _____
 NRHP Status Code _____

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 4 *Resource name(s) or number (assigned by recorder) 90 12th St.

P1. Other Identifier: _____

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

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

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

*c. Address: 90 12th St. City: San Francisco Zip: 94103

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3505-012

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

90 12th Street is located on a 100' x 66' lot on the west corner of 12th Street and Otis Street. Built in 1920, 90 12th Street is a single-story, concrete frame commercial building. The rectangular-plan building, clad in stucco, is capped by a shallow hipped roof. The foundation is not visible from the street. The building has primary elevations facing northeast toward 12th Street and southeast toward Otis Street. The main entry is set on an angle at the corner of the building. The recessed entrance features a metal-frame, glazed door with a transom in-filled with tile. The 12th Street elevation is five bays wide and features a recessed, metal-frame curtain wall in the first bay with metal top and bottom panels. The second bay is blind. The third and fifth bays are in-filled with divided, fixed steel sash set over wood, board and batten cladding. The fourth bay has a garage entrance with a roll-over door. The Otis Street elevation has a similar metal-frame, glass curtain wall in the first bay. The second and third bays appear to have a mezzanine story and feature metal-frame plate glass windows on the ground story and sets of three contiguous, horizontally divided, three-light wood sash in each bay at the mezzanine. The fourth bay contains a recessed, gated pedestrian entrance with a wood door and transom. Both elevations terminate in a parapet wall with plain roofline. The building appears to be in fair condition, exhibiting cracked and failing stucco and paint over much of the exterior.

*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building

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



P5b. Photo: (view and date)

View from north
8/31/2006

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

1920
SF Assessors Office

***P7. Owner and Address:**

Newman Abraham Trust
Abrham Newman
20 Lomita Ave
San Francisco CA

***P8. Recorded by:**

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

***P9. Date Recorded:**

8/31/2006

***P10. Survey Type:**

Reconnaissance

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

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

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

Primary# _____
HRI # _____
Trinomial _____

Page 2 of 4

*Resource Name or # (Assigned by recorder) 90 12th St.

*Recorded by: Page & Turnbull

*Date 8/31/2006

Continuation

Update



Entry bay



North half of south (Otis Street) elevation



South half of south (Otis Street) elevation

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 3 of 4

*NRHP Status Code 6Z

*Resource Name or # (assigned by recorder) 90 12th Street

- B1. Historic name: John McKee Commercial Building
- B2. Common name: A & M Carpets
- B3. Original Use: Commercial, automotive services
- B4. Present use: Commercial, retail
- *B5. Architectural Style: Commercial

*B6. Construction History: (Construction date, alterations, and date of alterations)
Constructed in 1919. Install metal-framed plate glass windows and metal roll-up door between the second and fifth bays, dates unknown.

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

*B8. Related Features: None.

B9a. Architect: Albert W. Burgren b. Builder: John Beck

*B10. Significance: Theme Commercial Development Area: South of Market, San Francisco

Period of Significance 1919 Property Type Commercial Applicable Criteria None

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)
90 12th Street was constructed in 1919 for John McKee as commercial investment property. Prior to construction of the present building, the site contained a single-story building housing the California Pottery Co. John McKee was President and Chairman of the Board for the Mercantile Trust Company. 90 12th Street was designed by Albert W. Burgren. Burgren was partnered with T.P. Ross, a prominent Bay Area architect, at the time this building was designed, but it is unclear if the firm of Ross and Burgren designed the building or if Burgren designed this building independently. The firm of Ross and Burgren dissolved in 1922 after Ross was seriously injured in a worksite accident.

90 12th Street has a long history of automotive retail businesses occupying the space. The first known occupant of this building was R.T. Reid Auto Repair, which is listed in the building in 1930. James E. Power Jr. Co. tire service replaced this business in 1933, followed by Bertolone's Auto Service in 1936. A branch of the Oakland company, Laher Spring & Tire Service, occupied the building from 1948-1973. The building is currently in retail use, housing A&M Carpets. (continued)

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

***B12. References:**

- Assessor's Records
- Building Permit #90184
- Sanborn Maps 1913, 1950
- San Francisco Architectural Heritage architect/builder files
- San Francisco City directories 1930, 1933, 1936, 1938, 1940, 1948, 1953, 1958, 1963, 1968, 1973, 1978
- San Francisco Chronicle*, "Frank Laher," February 1, 1966

B13. Remarks: Market & Octavia Survey

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

*Date of Evaluation: April 2007

(This space reserved for official comments.)



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

Primary# _____

HRI # _____

Trinomial _____

Page 4 of 4

*Resource Name or # (Assigned by recorder) 90 12th Street

*Recorded by: Page & Turnbull

*Date April 2007

Continuation

Update

***B10. Significance, continued.**

90 12th Street does not appear to be eligible for listing in the National or California Registers or for local designation. The building is not directly associated with any significant events or persons in the history of San Francisco or the State of California. It does not embody any distinctive characteristics of a type, period or method of construction, nor does it possess high artistic values.

90 12th Street retains integrity of location, setting and feeling, but has lost integrity of association with the conversion from automotive services to retail space. The property also has diminished integrity of design, materials and workmanship due to the installation of aluminum frame window systems and infilling of two of the three bay entrances on Otis Street.

The status code of 6Z assigned to this property means that it has been found ineligible for National Register, California Register or Local designation. It should be noted that 90 12th Street is located within the boundaries of the potential South Van Ness Art Deco-Moderne Historic District (see DPR 523 D form). However, the building is considered a non-contributing property within the District as it does not possess character-defining elements of the Art Deco or Moderne styles. Likewise, its construction date lies outside the period of significance identified for the District. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

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

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 3 *Resource name(s) or number (assigned by recorder) 14-18 Otis St.

P1. Other Identifier: _____

*P2. Location: Not for Publication Unrestricted *a. County: San Francisco
and (P2b and P2c or P2d. Attach a Location Map as necessary.)
*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)
*c. Address: 14-18 Otis St. City: San Francisco Zip: 94103
d. UTM: Zone: 10 _____ mE/ _____ mN (G.P.S.)
e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3505-013

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)
14-18 Otis Street is located on a 50' x 100' lot on the north side of Otis Street, between Brady and 12th Streets. Built in 1925, 14-18 Otis St. is a 3-story, reinforced concrete, commercial building designed in an Industrial style with Classical Revival elements. The rectangular-plan building, clad in smooth stucco, sits on a reinforced concrete slab foundation and is capped by a flat roof. The primary façade faces south and is 5 bays wide. The first floor features a set of double doors in the left bay, followed by a large roll-up metal garage door to the left, a concrete block central bay with a flush wood door, and a right bay containing a recessed entry with a metal security gate. At this level, all bays except for the second from left feature multi-light transoms. The upper number floors are characterized by multi-light, industrial, steel-sash windows with spandrel panels. The left and right bays are further articulated by continuous pilasters with Corinthian capitals, which run from ground to third floors. A metal fire escape is located in the central bays. The primary façade terminates in a flat cornice with a decorative frieze detailed with cartouches (over the four pilasters), a frieze with molded garland ornament, and a parapet. The building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8: Industrial

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

P5a. Photo



P5b. Photo: (view and date)
View from south
8/31/2006

*P6. Date Constructed/Age and Sources: Historic
1925
SF Assessors Office

*P7. Owner and Address:
HMS Otis LLC
320 Judah St
San Francisco, CA

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

*P9. Date Recorded:
8/31/2006

*P10. Survey Type:
Reconnaissance

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

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

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 6Z

Other Listings _____
Review Code _____ Reviewer _____ Date / /

Page 1 of 1

*Resource Name or #: 3505/13

P1. Other Identifier: _____

*P2. Location: Not for Publication Unrestricted a. County San Francisco
b. USGS 7.5' Quad San Francisco North Date 1980 T 02N; R 05W; 1/4 of NE 1/4 of Sec 9; MDM B.M.
c. Address 14 Otis Street City San Francisco Zip 94103
d. UTM: (Give more than one for large and/or linear feature) Zone _____, _____ mE/ _____ mN
e. Other Locational Data: (e.g. parcel #, legal description, directions to resource, elevation, additional UTM, etc. as appropriate)
Assessor's Parcel Number: 3505/13

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)
This is a three-story, reinforced concrete industrial building on the northeast, or north, side of Otis Street west of South Van Ness. The facade is mostly industrial sash, with differentiated end bays. There is a pedestrian door on the right (east), an intrusive fire escape in the center, and a truck-sized door toward the right. The building appears to retain integrity as to location, design, materials, workmanship, and association. It could be a considered a contributor to a South Van Ness Historic District, but the district appears ineligible for the National Register or for local designation because it lacks integrity. The building appears ineligible separately for the National Register because it lacks sufficient architectural or known historical significance.

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

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

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

Date of Photo: 05/24/1997

Photo Number: AB316/9A

P5b. Description of Photo: (View, date, etc.)
Otis elevation, looking northwest

*P6. Date Constructed/Age and Sources:
 Prehistoric Historic Both
1925
per Realdex

*P7. Owner and Address:

P--Private

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

*P9. Date Recorded: 08/12/1997

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

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

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

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 3

*NRHP Status Code 5S3

*Resource Name or # (assigned by recorder) 14-18 Otis Street

B1. Historic name: J.D. McKee & George A. Clough Building
B2. Common name: Lotus Fortune Cookie Factory
B3. Original Use: Industrial, factory
B4. Present use Industrial, factory
*B5. Architectural Style: Industrial style with Classical Revival elements

*B6. Construction History: (Construction date, alterations, and date of alterations)
Constructed in 1925, as a three story reinforced concrete factory building. New entry doors installed in 1959. New metal rolling door installed in 1966.

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

*B8. Related Features: None.

B9a. Architect: Unknown b. Builder: J. H. Hjul

*B10. Significance: Theme Industrial development Area: South of Market, San Francisco

Period of Significance 1925-1957 Property Type Industrial Applicable Criteria C

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)
The building at 14-18 Otis Street is located in an industrial area that developed between 1906 and 1925 in the South of Market neighborhood. The previously residential neighborhood was destroyed by the 1906 Earthquake and Fire and was rebuilt with a new industrial focus. Flurries of such construction occurred from 1906-1913; 1918-1920; and 1925-1930. The building at 14-18 Otis Street was constructed relatively late in this pattern of rebuilding. Before the fire, the subject property had housed a boarding stable for horses. The 1913 Sanborn Map shows that the lot was used as a gravel dump for the E.B. & A.L. Stone Company before the current factory building was constructed.

14-18 Otis Street is a the three-story factory building constructed as an investment property in 1925 by owners J.D. McKee, Chairman of the Board of the Mercantile Trust and President of the California Oregon Power Company, and George A. Clough, an attorney. The builder is listed as J.H. Hjul. The original owners sold the building almost immediately after construction to Lloyd Morgan, owner of the Lloyd Morgan Co., an industrial properties company. Morgan owned the building until 1936. Later owners included pharmacist, Walter C. Johnson (owner 1936–1965); General Manager of the Western Merchandise Mart, Henry A. Adams (owner 1965); and fortune cookie company owner, Edward L. Louie (owner, 1966-present). (continued)

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

***B12. References:**

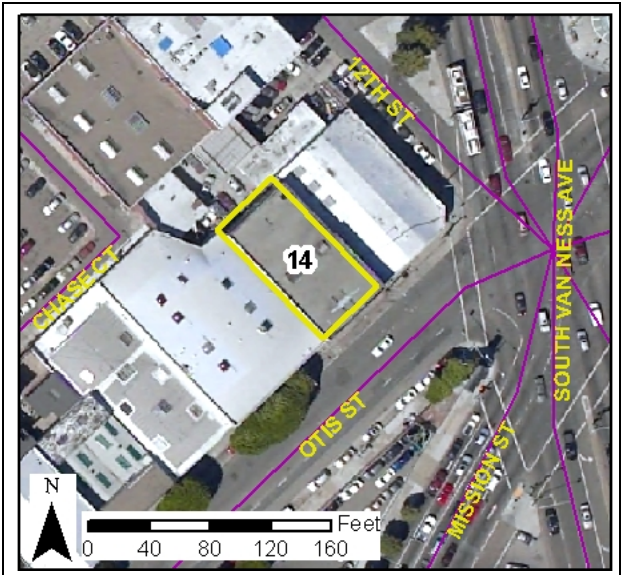
Assessor's Records
City of San Francisco Building Permits #134588, 229324, 33192
Sanborn Maps 1889, 1913, 1950
San Francisco City directories 1933, 1940, 1953, 1957, 1960, 1964
www.sanfranciscochinatown.com/culture/fortunecookie.html, accessed 5/17/07

B13. Remarks: Market & Octavia Survey

*B14. Evaluator: Anna Lakovitch, Caitlin Harvey; Page & Turnbull

*Date of Evaluation: May 2007 (rev. NMC 1/13/09)

(This space reserved for official comments.)



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

Primary# _____

HRI # _____

Trinomial _____

Page 3 of 3

*Resource Name or # (Assigned by recorder) 14-18 Otis Street

*Recorded by: Page & Turnbull

*Date May 2007

Continuation

Update

B10. Significance (continued)

Under Lloyd's ownership, the building housed three paper companies in 1933: Atlas Paper Co., J. Friedman Paper, and W. Rothschild Paper. Between 1940 and 1960, the factory housed the Golden Gate Casket Company. In 1966, Edward Louie purchased the building and converted it for use as the Lotus Fortune Cookie Co. factor. Mr. Louie invented a machine that automatically placed the fortune on a three-inch wafer and folded it, thus constructing the first automated fortune cookie making machine. A 1974 sign permit for Giant Horse Printing Company suggests that the building may have housed a secondary business while still producing fortune cookies. The building currently displays a "Lotus" sign, and remains in use as a fortune cookie factory.

The building maintains integrity of location, setting, and feeling; situated among other post-1906 industrial buildings along Otis Street in the South of Market area. The building also retains integrity of design, materials, and workmanship, experiencing very little alteration since its original construction. Only the entry doors have been altered. The building maintains association with its historic industrial function, and continues in use as a fortune cookie factory.

The building at 14-18 Otis Street is a well preserved example of a 1920s industrial loft building with elements of Classical Revival ornamentation. The building embodies the characteristics of the industrial loft type, and may be considered eligible for local listing under criterion C as a notable example of the industrial loft building type. The term "loft" refers to a building containing open, unpartitioned space—and often high ceilings—used for commercial or light industrial purposes. The pervasiveness and longevity of the loft-style building is rooted in its suitability for an almost unlimited range of uses. Lofts were typically designed to withstand the heavy structural loads required for manufacturing and bulk storage, while also providing versatile interior space, high ceilings, and large window openings for manufacturing uses. Concrete construction was perfected after the First World War and became the preferred construction material for commercial loft buildings in the 1920s because of its strength, ability to span large distances without intermediate supports, and relative economy. Industrial lofts were designed in many different styles, though Classical Revival and Mediterranean Revival were the most popular in the 1920s. Ornamentation is usually quite restrained, consisting for the most part of concrete or sheet metal string course moldings, shaped parapets, corbelling (if brick) and occasionally a simple classically-detailed sheet metal cornice. 14-18 Otis Street exhibits many of these physical traits, and its long use for a variety of industrial and manufacturing undertakings is a testament to the versatility of the loft building design.

It should be noted that the factory building at 14-18 Otis Street could be considered for future significance under criterion A for its role in the invention of the automated fortune cookie machine. Fortune cookies are said to have been invented in San Francisco in the early 1900s by the Japanese landscape designer, Makoto Hagiwara, who also created and maintained the Japanese Tea Garden in San Francisco's Golden Gate Park. Fortune cookies have become a familiar element of Asian-American culture and are now recognized as a cultural icon throughout America and, arguably, the world. Edward Louie was the first to mechanize the cookie making process in 1966 in his Otis Street factory building. Once the 50-year historic period extends to the date of invention in 1966, this property should be re-evaluated with attention to this potential significance.

The status code of 5S3 assigned to this property means that it appears eligible for local listing or designation. It should be noted that 14-18 Otis Street is also located within the boundaries of the potential South Van Ness Art Deco-Moderne Historic District (see DPR 523 D form). However, the building is considered a non-contributing property within the District as it does not possess character-defining elements of the Art Deco or Moderne styles. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

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

Primary # _____
 HRI # _____
 Trinomial _____
 NRHP Status Code _____

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 3 *Resource name(s) or number (assigned by recorder) 30 Otis St.

P1. Other Identifier: _____

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

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

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

*c. Address: 30 Otis St. City: San Francisco Zip: 94103

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3505-016

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)
 30 Otis St. is located on a 82' x 130' irregular-shaped lot on the north side of Otis Street, between Brady and 12th Streets. Built in 1931, 30 Otis St. is a two-story, reinforced concrete commercial building designed in the Art Deco style. This building is similar to other garage/auto-related buildings that appear predominantly along Van Ness Avenue in San Francisco's former auto row. The rectangular-plan building, clad in stucco, sits on a reinforced concrete slab foundation and is capped by a barrel roof. The primary façade faces south and is 4 bays wide. The first floor features a modern storefront entry with plate glass windows and glazed aluminum doors in the left bay, and a garage door in the right bay. The windows on the first floor feature painted signage. The upper floor is characterized by multi-light, metal-sash, fixed and awning windows. The windows feature spandrel panels and are capped by a belt course interrupted by vertical pilasters that are capped by molded ornament with an abstracted floral motif. Each of the pilasters feature a chamfered relief panel below each floral motif. The primary façade terminates in a false parapet. The building appears to be in good condition and contributes to the potential South Van Ness Deco-Moderne Historic District (see DPR 523 D form).

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

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



P5b. Photo: (view and date)
View from south
8/31/2006

*P6. Date Constructed/Age and Sources: Historic
1931
SF Assessors Office

*P7. Owner and Address:
Ganz Investment Company
100 Lenox Way
San Francisco, CA

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

*P9. Date Recorded:
8/31/2006

*P10. Survey Type:
Reconnaissance

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

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

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 3

*NRHP Status Code 3CD

*Resource Name or # (assigned by recorder) 30 Otis Street

B1. Historic name: Salta Company Building

B2. Common name: None

B3. Original Use: Light Industrial, tire shop

B4. Present use: Light Industrial, glass company

*B5. Architectural Style: Art Deco

*B6. Construction History: (Construction date, alterations, and date of alterations)
 The building was constructed in 1931 as a two story commercial space. A 1947 permit documents the removal and replacement of broken flooring. A 1995 permit notes the replacement of a roll-up service door. At some unknown date, the glass on the storefront was replaced.

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

*B8. Related Features: None

B9a. Architect: E. H. Denke b. Builder: Unknown

*B10. Significance: Theme Industrial development Area: South of Market, San Francisco
 Period of Significance 1931-1957 Property Type Industrial Applicable Criteria 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)
 The building at 30 Otis Street is located in an industrial area that developed between 1906 and 1925 in the South of Market neighborhood. The previously residential neighborhood was destroyed by the 1906 Earthquake and Fire and was rebuilt with a new industrial focus. Flurries of such construction occurred from 1906-1913; 1918-1920; and 1925-1930. The building at 30 Otis Street was constructed late in this pattern of rebuilding. Prior to 1906, a two-story residential flat building was located on the property. After the earthquake and fire, the property was used for gravel and sand storage by the E.B. & A.L. Stone Company until the subject building was constructed.

The two-story commercial building at 30 Otis Street was constructed in 1931 by the architect E. H. Denke. The original owner, Salta Company, used it as a tire shop. The 1931 permit is marked as original, but there is also a 1928 original permit for a single story battery and electric service station on the property. It is possible that the building listed on the 1928 permit was not constructed. Otherwise, the extant two-story commercial building replaced the earlier building. Salta Company is listed on both permits as the owner of the property. A previous survey of the building connects the Salta Company to the Atlas (continued)

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

*B12. References:

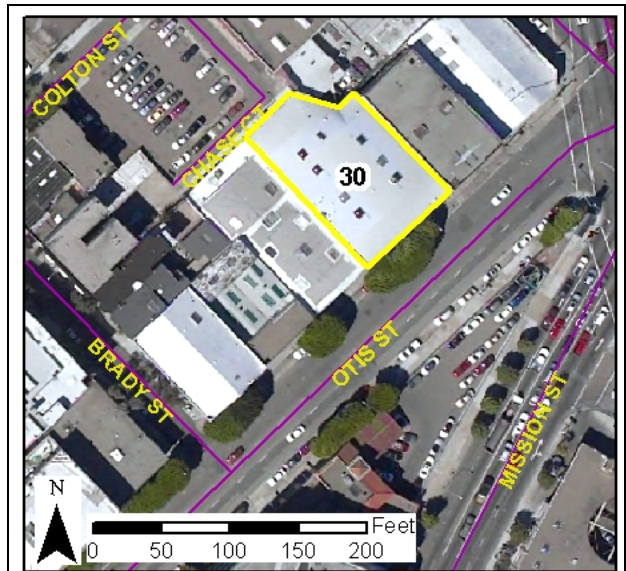
- Assessor's Records
- City of San Francisco Directories 1933, 1940, 1949, 1953, 1957, 1960, 1964
- City of San Francisco Mid-Market Survey, 1997
- City of San Francisco Permits #195660, 97817, 775430

B13. Remarks: Market & Octavia Survey

*B14. Evaluator: Anna Lakovitch, Caitlin Harvey; Page & Turnbull

*Date of Evaluation: May 2007

(This space reserved for official comments.)



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

Primary# _____

HRI # _____

Trinomial _____

Page 3 of 3

*Resource Name or # (Assigned by recorder) 30 Otis Street

*Recorded by: Page & Turnbull

*Date May 2007



Continuation



Update

B10. Significance (continued)

Heating and Ventilation Company that is listed as the builder on the 1928 permit. "Salta" is "Atlas" spelled backwards, and the two companies shared an address in 1927 and 1932.

The building housed Columbia Mills Window Shades in 1933, and by 1940, the General Cable Corporation joined Columbia Mills in the building. In 1947, the building was purchased by Wallace A. Ballinger, a cotton goods manufacturer. The building remained in Wallace Ballinger's ownership until 1992, when ownership transferred to Ballinger descendants. The building was used for storage and production of W. A. Ballinger & Co. cotton products between 1947 and the 1990s. By 1995, the building was in use as a retail glass company, and continues as such.

The building maintains integrity of location, setting, and feeling, situated among other post-1906 industrial buildings in the South of Market neighborhood. The building also retains integrity of design, materials, and workmanship, having experienced little alteration since its original construction. The original first floor storefront windows have been replaced with aluminum framed plate glass; however, this change is relatively minor and the overall aesthetic of the building is preserved. Therefore, the building maintains good physical integrity. The building retains association with its historic industrial function, and continues in use as a light industrial storage, production, and commercial space.

30 Otis Street appears to be eligible for local listing under Criterion C, as a well preserved example of a light industrial building. The building embodies characteristics of this type of construction. Examples of light industrial buildings are composed for the most part of a symmetrical arrangement of multi-light, steel sash windows and vehicular openings, often with an overhead rolling door, occupying the center or corner bays (the rolling door in the corner bay has been replaced in-kind in this case). Some feature a two-story office wing facing the street with offices on the upper floor while the lower story and rear of the building is devoted to manufacturing or automotive repair.

Structurally, most buildings of this type are concrete with a grid of regularly spaced interior columns and either a gable or a bowstring truss roof supported by wood or steel trusses. Ornamentation is usually quite restrained, consisting for the most part of concrete or sheet metal string course moldings, shaped parapets, corbelling (if brick) and occasionally a simple classically detailed sheet metal cornice. Occasionally one will encounter more elaborate examples with detailing in exotic revival styles such as Gothic or Byzantine, or in more modernistic styles like Art Deco. 30 Otis Street is a well preserved example of light industrial construction, with ground floor, open commercial space and a roll-up service entrance topped by offices featuring multi-light, steel sash windows. The ornamentation on the building includes vertical pilasters with chamfered relief panels and Art Deco-inspired caps, and a false parapet. Because of its high degree of integrity and Art Deco detailing, 30 Otis Street has been identified as a contributing property to the potential South Van Ness Deco-Moderne Historic District (see DPR 523 D form).

The status code of 3CD assigned to this property means that it appears eligible for the California Register as a contributor to a California Register eligible district—the potential South Van Ness Deco-Moderne Historic District . This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 6Z

Other Listings _____
Review Code _____ Reviewer _____ Date / /

Page 1 of 1

*Resource Name or #: 3505/16

P1. Other Identifier: _____

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

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

c. Address 30 Otis Street City San Francisco Zip 94103

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

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

Assessor's Parcel Number: 3505/16

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

This is a two-story reinforced concrete auto service building on the northwest, or north, side of Otis Street west of Twelfth Street. It is divided into four bays by flat pilasters which have Art Deco stepped tops and small-scale foral plaques. Spandrels contain signage. The facade is mostly glass. Behind the parapet is a slightly domed truss roof. The building appears to retain integrity as to location, design, most materials, most workmanship, and association. It could be considered a contributor to a South Van Ness Historic District, but the district appears ineligible for the National Register or for local designation because it lacks integrity. The building appears ineligible separately for the National Register because it lacks sufficient architectural or known historical significance.

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

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

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

P5b. Description of Photo: (View, date, etc.)
Otis elevation, looking west

Date of Photo: 05/24/1997

Photo Number: AB316/10A

*P6. Date Constructed/Age and Sources:
 Prehistoric Historic Both

1931
per Crowe, "Deco by the Bay"

*P7. Owner and Address:

P--Private

*P8. Recorded by: (Name, affiliation, address)
Anne Bloomfield

Bloomfield Architectural History
2229 Webster Street
San Francisco, CA 94115

*P9. Date Recorded: 08/12/1997

*P10. Survey Type: (Describe)
Intensive

Mid-Market Redevelopment Project

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

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

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

Primary # _____
 HRI # _____
 Trinomial _____
 NRHP Status Code 6Z

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 3 *Resource Name or #: (Assigned by recorder) 38 Otis Street

- P1. Historic name of building (if any):** Hopkins auto repair shop
- P2. Location:** *a: County San Francisco Not for Publication Unrestricted
 *b. USGS 7.5' Quad _____ Date _____ T _____; R _____; _____ ¼ of _____ ¼ of Sec _____; _____ B.M.
 c. Address 38 Otis Street City San Francisco Zip 94103
 d. UTM: Zone _____; _____ mE/ _____ mN *e. Assessor's parcel #: Block 3505, lot 18

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

This one story, reinforced concrete, stucco-clad shop building fills its lot, which measures 53' in width along Otis Street by 130' in depth, to Chase Court in the rear. In composition the building is divided into three bays, with a central bay devoted to vehicle entry flanked by wider bays devoted to windows. A blank frieze stretches across the top of the building and connects with plain piers that define the bays. The façade is lacking in ornament. Windows have replacement aluminum frames or sash, and the pedestrian door (located in the bay at right) is also aluminum, with full-length glazing. A low bulkhead forms the base of each storefront window.

*P3b Resource Attributes: HP8 – industrial building



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

P5b. Description of Photo:
 (View, date, accession #)
 View looking northwest
June 2009

*P6. Date Constructed/Age and Source:
 Historic
 Prehistoric Both
1924; building permit

*P7. Owner and Address:
RAIKE DAMON TRUSTEE
1170 SACRAMENTO ST #15D
SAN FRANCISCO CA 94108

*P8. Recorded by: (Name, affiliation, and address)
William Kostura
P. O. Box 60211
Palo Alto, CA 94306

*P9. Date Recorded: _____
December 2009

*P10. Survey Type: (Describe)
intensive

P11. Report Citation*: (Cite survey report.) William Kostura. Van Ness Auto Row Support Structures. San Francisco Department of City Planning, 2010.

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

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 3

*NRHP Status Code 6Z

*Resource Name or # (Assigned by recorder) 38 Otis Street

B1. Historic Name: Hopkins auto repair shop

B2. Common Name: _____

B3. Original Use: shop (unknown type) B4. Present Use: auto repair shop

*B5. Architectural Style: Classical Revival

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

Built in 1924. Window sash altered at an unknown date.

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

*B8. Related Features:
none

B9a. Engineer: James H. Hjul b. Builder: James H. Hjul

*B10. Significance: Theme automobile industry Area San Francisco

Period of Significance n/a Property Type shop building Applicable Criteria n/a

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

History: Introduction and profile of J. H. Hjul

This building was built in 1924 for an attorney, George A. Clough, as an investment. It was designed by an engineer, James H. Hjul, who also acted as the contractor that built the building. Hjul was active in San Francisco from 1906 until his death in ca. 1957, both as a structural engineer and a building contractor. He usually combined these roles, designing the buildings that he constructed for clients. On many occasions he was also the owner of the buildings he built. Most of his known buildings are industrial in nature and are located in the South-of-Market district. Several from the decade of the 1920s have attractive facades that are decorated in the prevailing styles of the period. Fine examples of his works include industrial buildings at 34 Harriet Street (1925), 18 Otis Street (also built for George A. Clough; 1925), 1175 Folsom (1928), 200 Potrero Avenue (1928), and 568 Seventh Street (1929). 38 Otis Street, with its plain façade, is very different from these in its architectural character, although it is similar in its industrial use.

(See Continuation Sheet, page 3.)

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

***B12. References:**

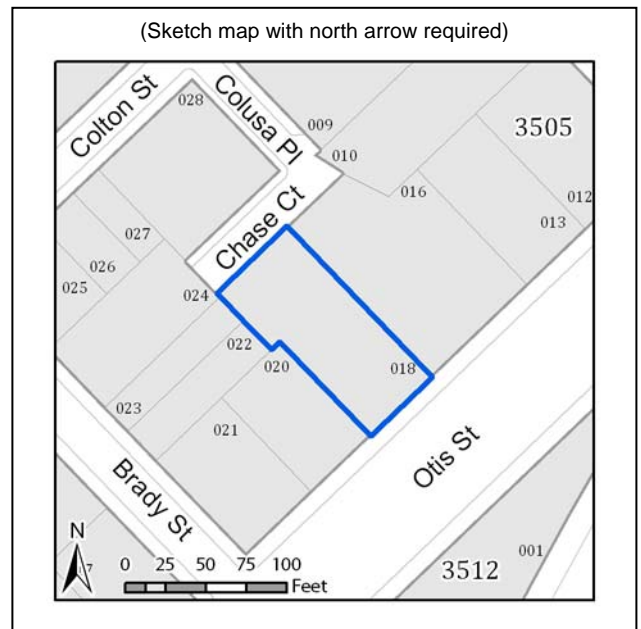
Building permit #132249 (October 15, 1924)
Crocker-Langley and Polk's city directory, and PT&T reverse
directory listings for occupants of this building, 1926-1964
1929 Sanborn insurance map ("auto hoist assembling")

B13. Remarks:

*B14. Evaluator: William Kostura

Date of Evaluation: December 2009

(This space reserved for official comments.)



CONTINUATION SHEET

Page 3 of 3
Recorded by William Kostura

Resource Identifier: 38 Otis Street
*Date December 2009 Continuation Update

History -- occupants

The original building permit for this building stated that it was to be a shop building, although what kind of shop is not discernable due to illegibility of handwriting. The earliest Sanborn map for this building, dated 1929, gives its use as “auto hoist assembling.” A thorough search of all automobile-related businesses (such as auto repair, tires, vulcanizing, auto painting, and auto supplies) in the classified sections of the 1926, 1927, and 1929 city directories, however, failed to turn up any businesses at this address. There is also no listing for this address in the PT&T reverse directory of 1933.

Occupants for this building have been identified for years from 1934 onward, and those for the first ten years of this period were auto-related. The first known occupant was William Osche, who had an auto repair shop here during 1934-1935. In 1935 Osche shared this building with the auto repair shop of Ryle G. Hopkins. Next, from 1937 to 1943, Elton R. Hopkins, no doubt a relation of Ryle, ran his own auto repair shop here, with a specialization in shock absorbers in 1940. He sometimes shared this building with other businesses, for example in 1937, with Alex Bava’s garage, and in 1940, with Vern’s Speedometer Repair. As one can see, none of these businesses was very successful; Elton R. Hopkins’s presence here (seven or eight years) was easily the longest. His business, too, failed, for in 1944 he worked elsewhere as a mechanic, and by 1945 he had left San Francisco.

Subsequent businesses in this building were non-auto-related. They included the Petri Distributing Co. (1946), the Mission Appliance Co. (1953), and the City Builders Annex (a warehouse) in 1964.

Integrity

The integrity of this building is difficult to assess. Clearly the original window sash and the doors have been replaced. There is no visual indication of other alterations, but a comparison of this building with others built by Hjul during the 1920s, including one just two doors down built for the same owner, suggests that this building might have once been much more ornamented. The best guess is that this building retains only integrity of location and setting, and has lost integrity of design, materials, workmanship, feeling, and association.

Evaluation

This is one of more than 100 buildings along the Van Ness Avenue corridor that have a history as automobile support structures, and that are being evaluated for possible historic significance according to the criteria of the California Register of Historical Resources. With a few exceptions, these buildings were auto showrooms, public garages, auto repair shops, auto parts and supplies stores, and auto painting shops. The time period that is being studied is from the initial years of the automobile industry in San Francisco through 1964. Among the factors that have been considered when evaluating a building are its date of construction, its longevity of auto-related use, the importance of its occupants in local auto industry history, integrity, and architectural quality. These factors, and how they apply to evaluations of buildings, are discussed in a cover report, *Van Ness Auto Row Support Structures, 1908-1964*.

The auto-related use of this building had moderate longevity, at best – only about ten years – and none of the occupants (auto-related or otherwise) stand out in any way. In addition, the integrity of this building is probably poor. Thus, it does not appear to be eligible for the California Register of Historical Resources under criteria 1 or 2. Architecturally, this building is very plain, and so it also does not appear to be eligible under Criterion 3.

30 Otis Street
Alternatives Narrative Description of Uses

The following sets forth a brief narrative discussion of the alternatives to the proposed Project to be considered under the California Environmental Quality Act (“CEQA”). Architectural drawings and other documentation related to these alternatives is attached under separate cover.

Project Sponsor Objectives

The project sponsor seeks to achieve the following objectives by undertaking the proposed 30 Otis Street project:

1. To redevelop a large, underutilized site in a transit-oriented, urban infill location with a range of dwelling units, ground-floor commercial and retail uses, open space amenities, and arts activity space for the City Ballet School.
2. To provide modern and upgraded facilities for the City Ballet School, including performance space, studios, offices, changing rooms, reception lobby, and storage.
3. To create studio and performance spaces that can be used as community amenity space for rent to the public by the City Ballet School when not in ballet school use.
4. To create a mixed-use project consistent with the Market-Octavia Plan, the Van Ness & Market Downtown Residential Special Use District, the C-3-G Zoning District and NCT-3 Zoning District controls, and the San Francisco General Plan’s housing, urban design, transportation, and other elements.
5. To build a substantial number of residential units on site to help alleviate the current housing shortage in San Francisco and the greater Bay Area, and to contribute to the General Plan’s Housing Element goals and the Association of Bay Area Governments’ Regional Housing Needs Allocation for the City and County of San Francisco.
6. To increase the supply of affordable housing units in San Francisco, pursuant to the City’s Inclusionary Affordable Housing Program.
7. To provide an attractive, usable, and pedestrian-friendly plaza at the corner of 12th and Otis streets.
8. To construct streetscape improvements and neighborhood services in the ground floor retail that serve neighborhood residents and workers, and enliven pedestrian activity on Otis Street and 12th Street.

9. To be compatible with Market and Octavia Plan objectives regarding open space and pedestrian passageways by designing project to enhance pedestrian access and safety.
10. To produce a high-quality architectural and landscape design that encourages variety, is compatible with its surrounding context, and demonstrates exemplary commitment to the principles of environmental sustainability through its transportation planning, energy and water usage, materials selection, indoor environmental quality, and waste management.
11. To construct a high-quality project that includes a sufficient number of residential units and amount of commercial space to make economically feasible the redevelopment of the site, produce a reasonable return on investment for the project sponsor and its investors, attract investment capital and construction financing, and generate sufficient revenue to subsidize the project's reconstructed City Ballet School.

Alternative 1 – No Project Alternative

Under the No Project Alternative, no changes would be made to the existing structures at 74 12th Street, 90-98 12th Street, 14-18 Otis Street, 30 Otis Street and 38 Otis Street. They would continue to be used as currently developed.

Alternative 2 – Full Preservation Alternative

Under the Full Preservation Alternative, development would occur on Lots 010, 012, 016 and 018 and the existing structure on Lot 013 would remain. This alternative would yield 257 residential units in a structure that varies in height from 250 feet, to 85 feet, depending on the underlying planning code district. Under this alternative, there would be (51) studios, (112) 1-bedrooms, (93) 2-bedroom and (1) 3-bedroom unit in a single building that wraps around the existing structure on Lot 013.

The new building would share a single foundation and two basement levels, but would be two structures. The west and east podium would be constructed as separate buildings, each requiring substantial east to west sheer walls to support the structures. Significant new sheer walls would also be required to support the tower structure. Residents access to and from the podium and tower would be at the third level via a common terrace and at the basement levels through the parking garage. The ground floor would include 8,488 square feet of retail use divided into three spaces. The front portion of the ground floor of the existing structure would be used for retail. Two additional retail spaces would be created with one fronting along Otis Street and one on the corner of Otis Street and South Van Ness. Access to the residential units would be provided via two residential lobbies, one along Otis Street for the podium apartments and one along 12th Street for the tower units.

Under this alternative, as shown, 14,199 square feet of space along the ground floor could be used by the ballet school. The ballet school lobby and one of the six ballet studios would front along 12th Street with the remaining studios and ballet facilities accessed internally via a “ballet corridor” that wraps around the existing building at 14-18 Otis Street. The rear portion of the ground floor of the existing building would be converted to a single ballet studio and three dressing rooms. No

ballet theater would be provided because of site constraints due to the existing building. Specifically, ballet performances require 50-foot clear spans and that is not possible under this alternative because structural columns would be required in the middle of the theater space to support the podium or tower. Feasibility of the ballet school is not guaranteed without a theater and so alternative uses of this space include amenity spaces for residents, some increased retail, back of office for the building and parking, which would eliminate the need for a second basement level.

250 Class 1 bicycle parking spaces would be provided in bike storage rooms located at the ground floor and accessed via Otis Street or in the two basement levels and level 2 which are accessed via elevators. A bicycle workshop would be provided in the second basement level and accessible primarily via the tower lobby. 66 parking spaces would be provided in the two basement levels, including three car share spaces. Access to the below grade parking would be provided via a single drive aisle accessed along Otis Street. A single off-street loading space would be provided along 12th Street.

Under this alternative, the building at 14-18 Otis Street a three story, 15,000 gross square foot reinforced-concrete light-industrial loft building with a concrete slab foundation and a flat roof would be fully preserved. This meets the Secretary of Interior's standards for preservation by retaining the historic fabric, form and feature of the existing structure. Two stories would be added to the existing building and would be set back 15 feet and then 30 feet from the front property line (i.e., Otis Street). Any development above the existing building would be independently supported so as not to result in the "demolition" of the existing structure as that term is defined under the Secretary of Interior standards. Supporting beams or structures would likely be placed through the existing building to support the upper stories and elevator and stairwells may also be required in the existing structure to provide access to the upper floors. Any such changes to the existing structure would be minimal and intended not to result in a demolition of the existing building. Access to the upper floors would be provided via an extended central core from the existing building.

Consistent with the Project Sponsor's proposed use for the site, the existing structure would be reused for residential uses. Along the ground floor, as noted above, retail uses would be proposed with a ballet studio and changing rooms in the rear. At the second floor, three residential units would be added fronting Otis Street and the rear of the second floor would be used for common amenity space for residents of the building. At the third floor, five residential units, three fronting Otis Street and two fronting the rear courtyard would be added. At the fourth floor, the new addition would be set back 15-feet and three residential units would be added, while at the fifth floor the new addition would be set back 30-feet and include three residential units.

The existing building has different floor heights than the proposed structure. To integrate the existing building to the proposed structure, the floor heights of the new construction need to align with the floorplate locations in the preserved structure. This alignment was dictated by the fenestration pattern at the exterior to ensure that a floor plate did not come to the middle of a window and that sill and head heights relate appropriately to the floor height and meet code

requirements. This results in a first floor that roughly matches the first-floor height of the proposed project, but with higher ceilings at the second and third floors. Increasing these ceiling heights results in a fourth-floor ceiling height that is too low to be habitable resulting in a loss of a floor and a 9-story podium and 26-story tower under this alternative.

Alternative 3 – Partial Preservation

Under the Partial Preservation Alternative, development would occur on Lots 010, 012, 016 and 018 and the front 60 feet of the existing structure on Lot 013 would remain. This alternative would yield 294 residential units in a structure that varies in height from 250 feet, to 85 feet, depending on the underlying planning code district. Because of bulk and height restriction that apply to the project site, increasing unit count by expanding the tower footprint is not feasible. Under this alternative, there would be (82) studios, (101) 1-bedrooms, (110) 2-bedroom and (1) 3-bedroom.

As with the full preservation alternative, the new building would share single foundation and two basement levels, but the west podium would need to be constructed as a separate structure from the east podium and tower. The west podium and east podium structures would be connected by a 2-bedroom unit on levels 4-11 and would be connected via a seismic joint around this location. As neither building could rely on the other for lateral bracing, both buildings will require significant additional sheer wall support. Significant sheer wall support would also be required along the west and south wall fronting the southwest corner adjacent to the existing structure where an “L” shape is created around the partially preserved structure. The sheer wall would be installed on the interior of the “L” fronting along Otis Street. Resident’s access to and from the podium and tower structures would be via a shared corridor through level 2 and at the basement levels through the parking garage.

The ground floor would include 9,210 square feet of retail use. The portion of the existing structure that is retained would be used for retail uses along the ground floor. Three additional retail spaces, one fronting along Otis Street, one at the corner of Otis Street and South Van Ness and one at 12th Street would be created. Access to the residential units would be provided via two residential lobbies, one along 12th Street for the podium apartments and one along 12th Street for the tower units.

The ballet school would occupy 16,208 square feet of space along the ground floor with access to the ballet school and one of the five ballet studios fronting along 12th Street. A ballet theater and a ticket office would also be provided. A ballet theater is provided but has limited functionality. Ballet performances require 50-foot clear spans and under this alternative that span is not possible because structural columns would be required in the middle of the theater space to support the podium or tower. Access to the studios and the theater would wrap around the remaining portion of the existing building at 14-18 Otis Street, creating a “ballet corridor” within the structure. The ballet school would also include accessory storage, office, dressing rooms and other facilities.

300 Class 1 bicycle parking spaces would be provided in bike storage rooms located at the ground floor and accessed via Otis Street or in the two basement levels and level 2 which are accessed via elevators. A bicycle workshop would be provided in the second basement level. 58 parking spaces would be provided in two basement levels, including three car share spaces. Access to the below grade parking would be provided via a single drive aisle accessed along Otis Street. A single off-street loading space would be provided along 12th Street.

Under this alternative, the front 60-feet of the building at 14-18 Otis Street a three story, 15,000 gross square foot reinforced-concrete light-industrial loft building with a concrete slab foundation and a flat roof would be preserved. This alternative retains a significant portion of the existing structure partially meeting the Secretary of Interior's standards for preservation by retaining some of the historic fabric, form and feature of the existing structure, but would be a de facto demolition of the resource. Sixty-feet of the structure is required to be preserved to allow structural support for the floors above the portion of the structure to be preserved. The new structure overhangs the preserved structure and reducing the amount preserved would require additional columns up and through the preserved structure that are internally braced by concrete floor slabs inside the preserved area, with columns extending from the ground up through the tower. This result in additional demolition of the preserved structure thereby further reducing the amount of existing structure preserved further impacting the Secretary of Interior's standards for preservation. Under this alternative, the existing structure would be reused for retail uses along the ground floor and three residential uses per floor above for a total of six residential units.

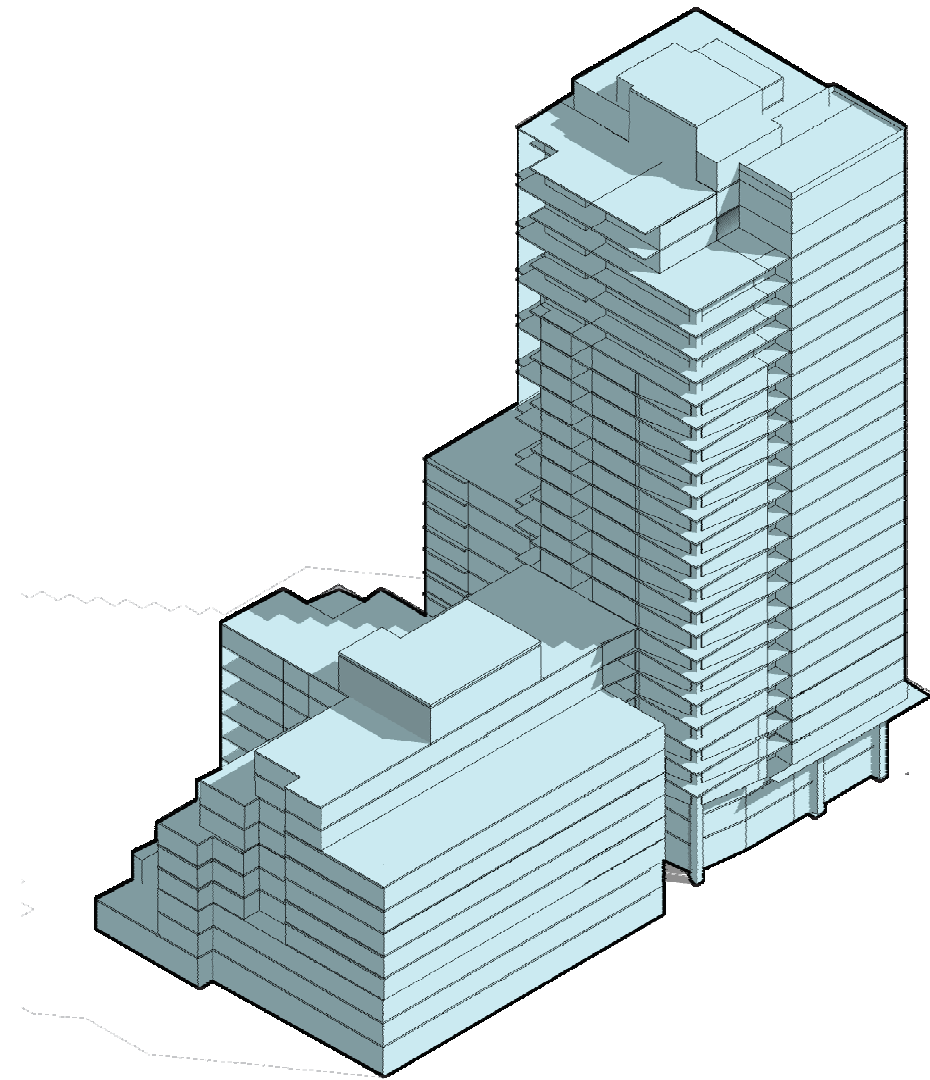
The existing building has different floor heights than the proposed structure. To integrate the existing building to the proposed structure, the floor heights of the new construction need to align with the floorplate locations in the preserved structure. This alignment was dictated by the fenestration pattern at the exterior to ensure that a floor plate did not come to the middle of a window and that sill and head heights relate appropriately to the floor height and meet code requirements. This results in a first floor that roughly matches the first-floor height of the proposed project, but with higher ceilings at the second and third floors. Increasing these ceiling heights results in a fourth-floor ceiling height that is too low to be habitable resulting in a loss of a floor and a 9-story podium and 26-story tower under this alternative. Integration between the two structures occurs through a single corridor and is limited because of the concrete nature of the existing structure and the need to maintain sheer walls into the foundation to support the existing structure.

Alternatives Considered But Rejected

The following are four alternatives considered, but rejected.

1. Facade Preservation - Under this alternative, all structures on the project site would be demolished with only the front of 14-18 Otis Street preserved. This alternative would allow full development of the project as proposed, but would not reduce the impact to the historic resource and would promote "facadism," an approach that is not supported. It was therefore rejected.

2. Partial Preservation – 30 Feet – Under this alternative, 30-feet of 14-18 Otis Street would be preserved and the remaining portion of the structure would be demolished. This alternative was rejected over the Partial Preservation Alternative selected above that would retain 60 feet of the structure because preserving only 30 feet retains only “bay” or column line of the structure, limiting its floor plate size and functionality for office/industrial uses. Structural support for the concrete structure is provided via the column lines, limiting the dimensions capable or feasible of preservation. A 60-foot alternative preserves two “bays” or columns, creating larger, functional floor plates as well as preserving more of the structure.
3. Full Preservation – No Tower, Residential Use – Under this alternative, 14-18 Otis Street would be preserved, converted to residential uses and integrated into a mid-rise residential development on the other parcels. This alternative was rejected over the Full Preservation Alternative selected above because it would limit the number of residential units that could be developed resulting in significantly fewer units than allowed under the Planning Code as well as preclude the Ballet School from remaining on the project site. It also would change the use of the structure, which has been continuously used for office/industrial uses.
4. Full Preservation – Relocation - Under this alternative, the structure at 14-18 Otis would be fully preserved and relocated from Lot 013 to Lot 012, placing it outside the 250-foot height district. Relocation would be a few feet and would allow preservation of the structure at 14-18 Otis as well as full development of Lot 13 for a residential tower. This alternative was rejected over the Full Preservation Alternative selected above because it was determined that relocation was infeasible because 14-18 Otis is a concrete structure with 6” concrete walls, wood floors and concrete columns. It lacks sufficient stiffness to be moved resulting in a high likelihood that the structure would be damaged during relocation and ultimately need to be completely rebuilt. This alternative is also cost prohibitive, would limit the number of residential units that could be developed and preclude the Ballet School from remaining on the project site.



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locations for unit plans.

Cover

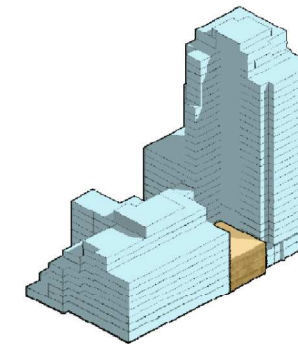
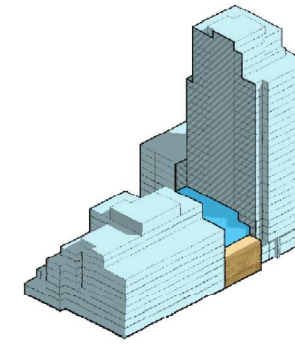
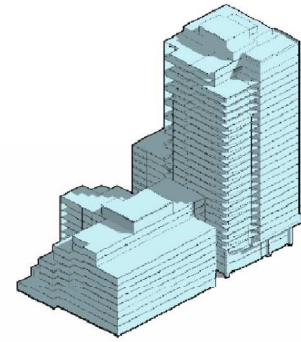
HRE.00.0

Proposed Project

No Project Alternative

Full Preservation
(excludes tower, podium above preserved building)

Partial Preservation



Description

Project Height (Tower / Podium)	250' / 85'	39'	250' / 85'	250' / 85'
Number of stories	27 Stories / 10 stories	1 story typ, 3 stories max	26 Stories / 9 Stories	26 Stories / 9 Stories
Number of Residential Units	421	0	257	294

GSF by Use

Residential (Including amenity and lobby)	403,608	0	288,049	304,815
<i>Residential</i>	291,038		*included above	*included above
<i>Residential Lobby & Amenity Space</i>	15,811		*included above	*included above
<i>Leasing</i>	1,581		*included above	*included above
<i>Mechanical / Circulation</i>	95,178		*included above	*included above
Retail	5,590	6,575	8,488	9,210
Office / Industrial		37,725		
Arts Activities (Ballet School)	16,463	10,060	14,119	16,208
Parking	47,486	-	36,580	44,813
Bicycle Parking	3,728			
Total GSF	476,875	54,360	347,236	375,046

Parking

Residential Spaces	91	0	63	55
Car-share spaces	3	0	3	3
Commercial Spaces	0	0	0	0
Total Parking Spaces	94	0	66	58

Bicycle Parking

Class 1	405	0	250	300
Class 2	30	0	30	30
Off-Street Spaces	TBD	0	TBD	TBD
Total Parking Spaces	435	0	280	330

Ability to Meet Project Sponsor's Objectives	Yes	None	Few	Few
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Ballet School Theatre Possible	Yes	No Ballet lease expires OCT 2018	No Cannot build large ballet studio with ceiling height	Yes
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Cultural and Paleontological Resources

Historical Architectural Resource
Cumulative - Historic Architectural Resource

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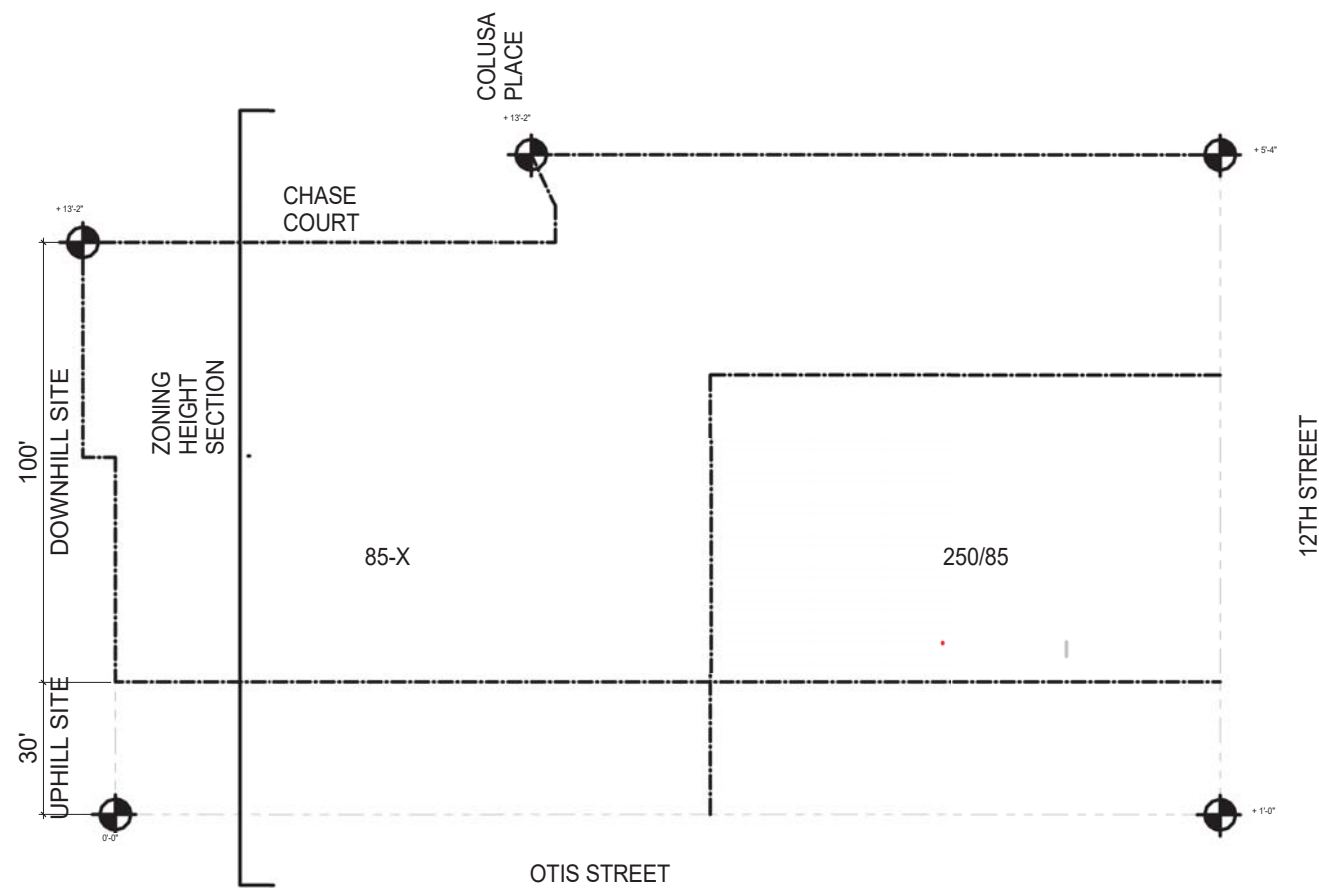
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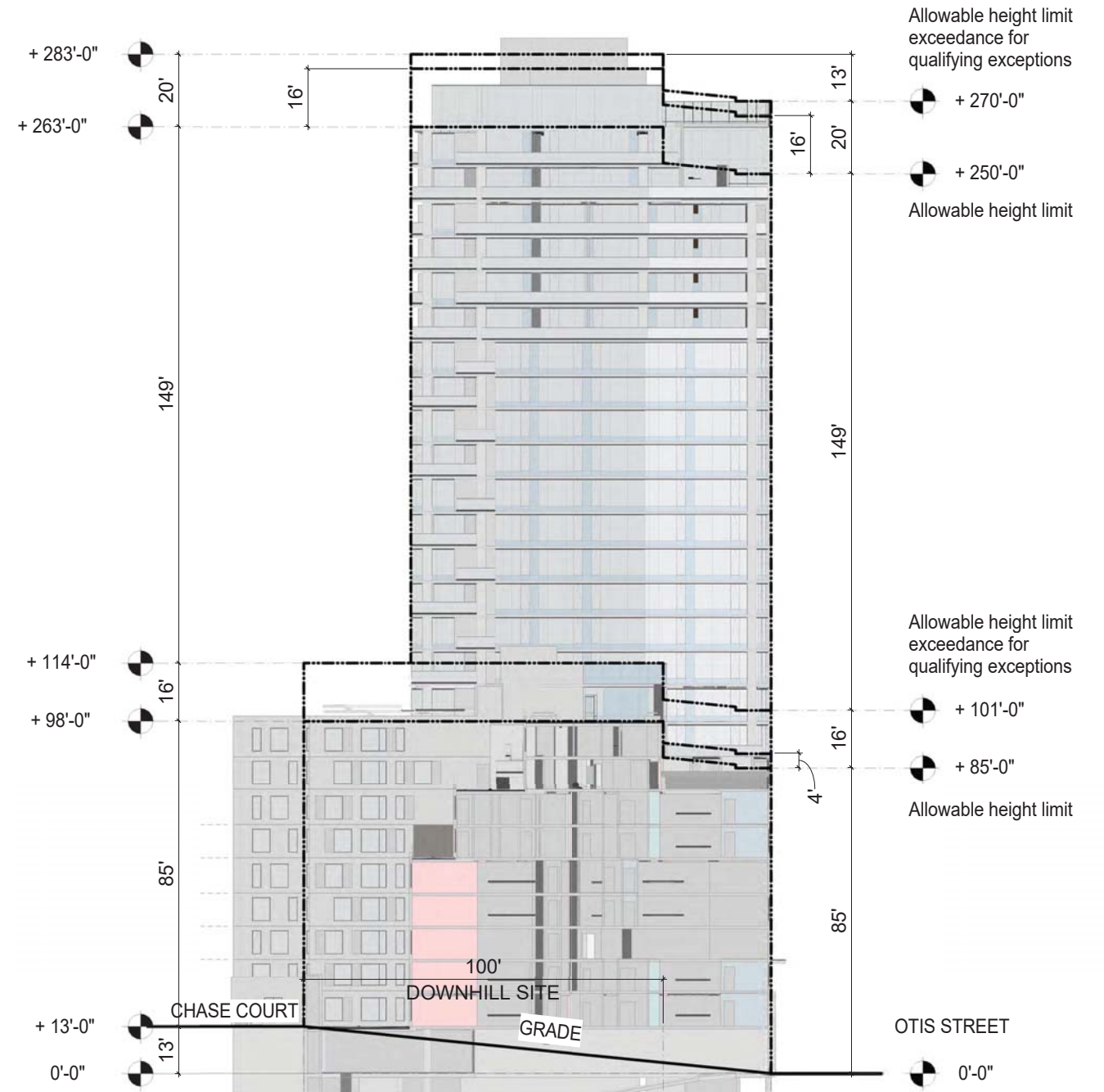
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Matrix

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Zoning Height Plan



Zoning Section

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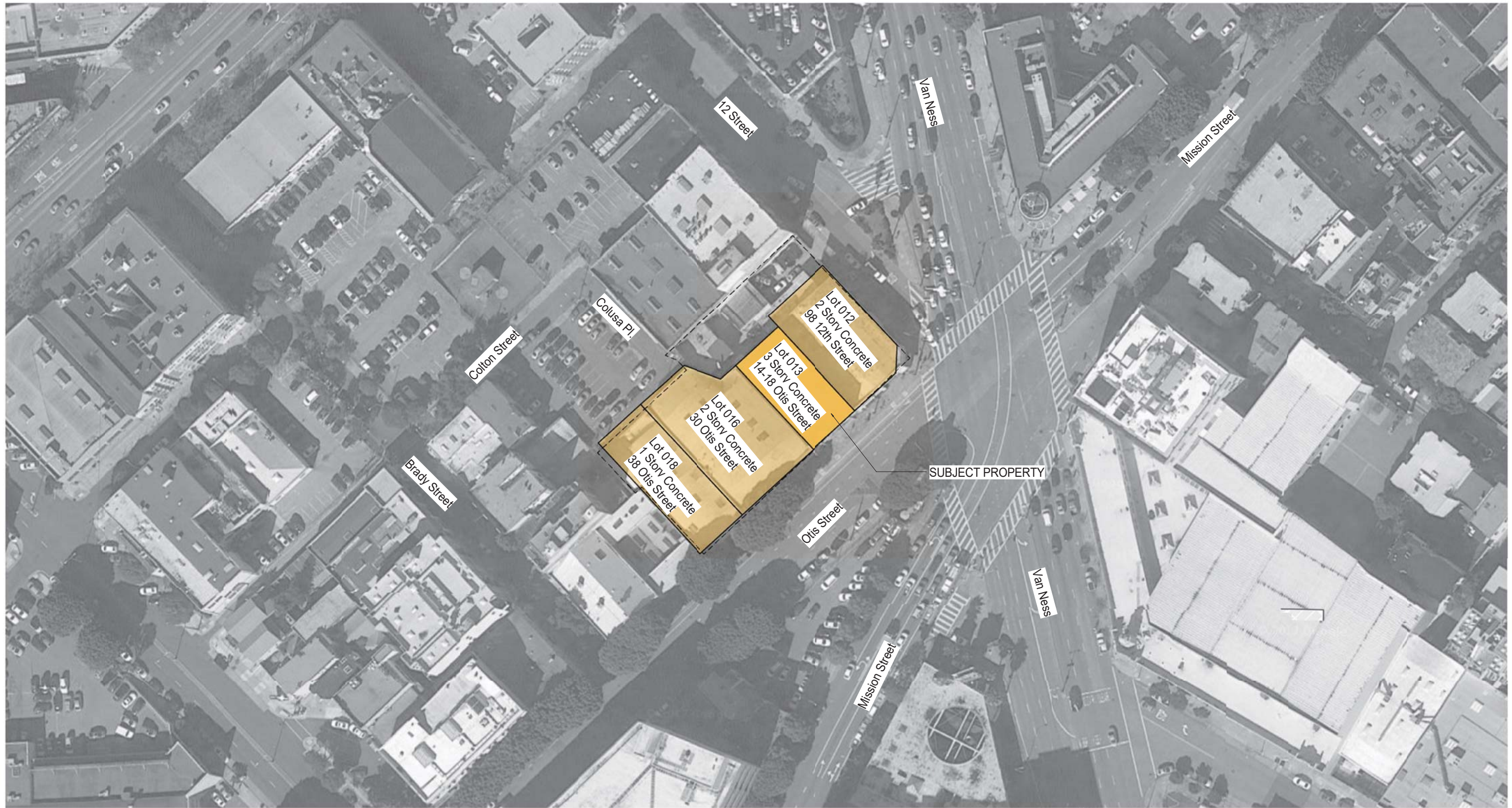
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Zoning Height Plan

HRE.00.2



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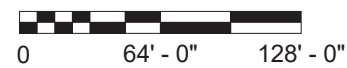
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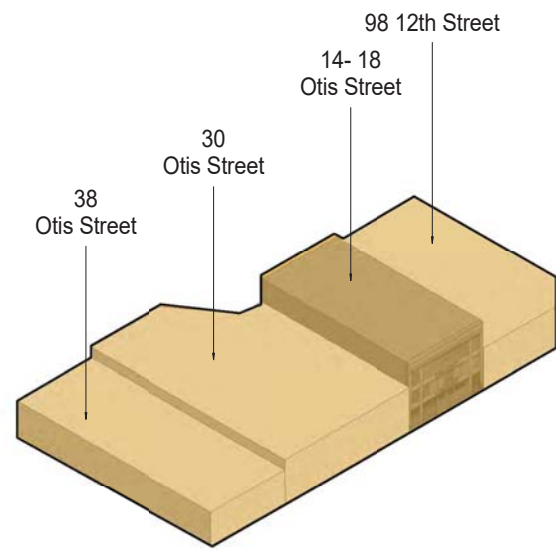
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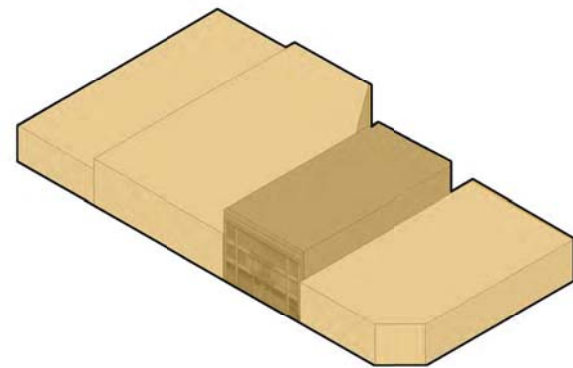
- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

No Project - Site Plan

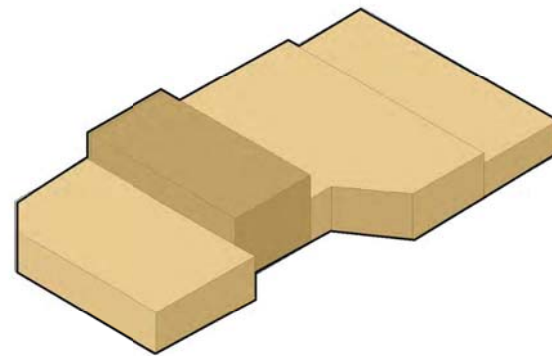
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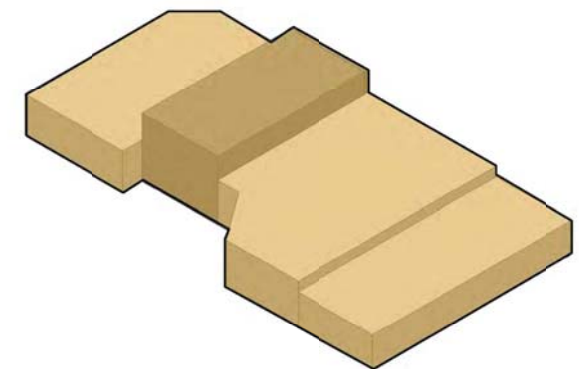
SW VIEW



SE VIEW



NE VIEW



NW VIEW

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- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

No Project - Axonometric

HRE.01.1



Otis Street - Looking Northeast



Van Ness - Looking South

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No Project - Massing

HRE.01.2

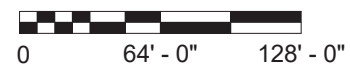


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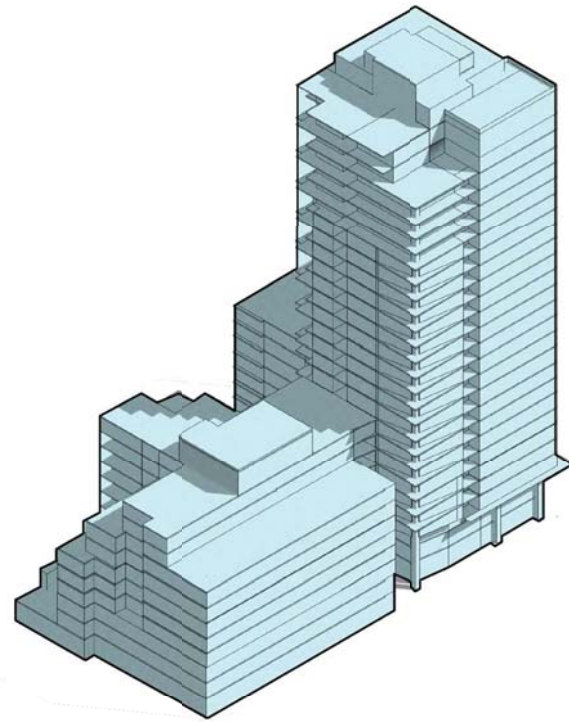
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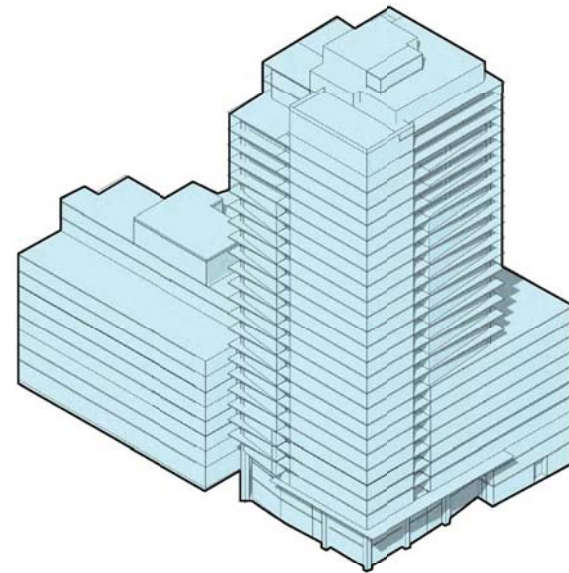
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Proposed Project - Site Plan

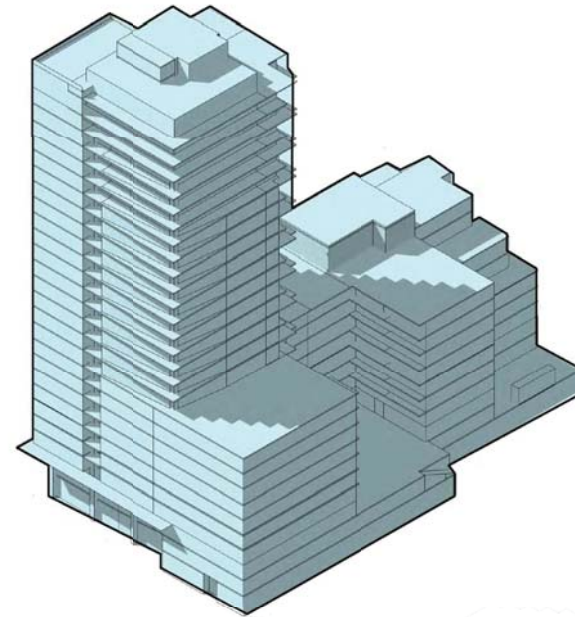
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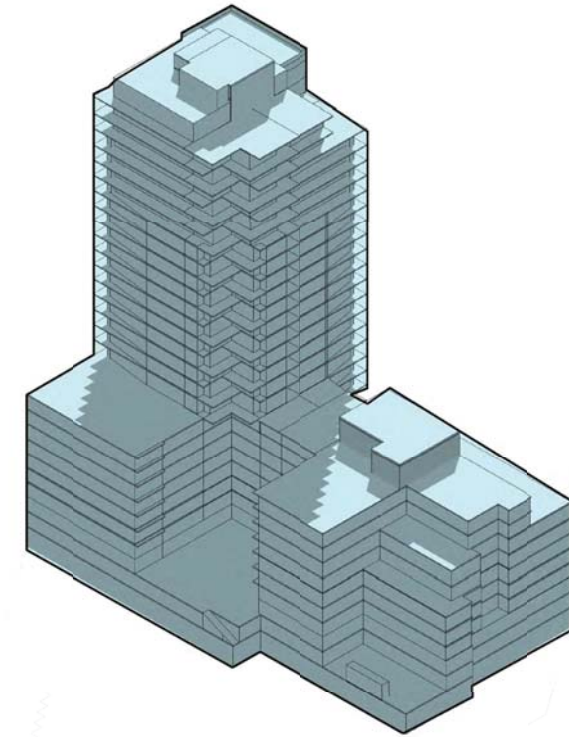
SW VIEW



SE VIEW



NE VIEW



NW VIEW

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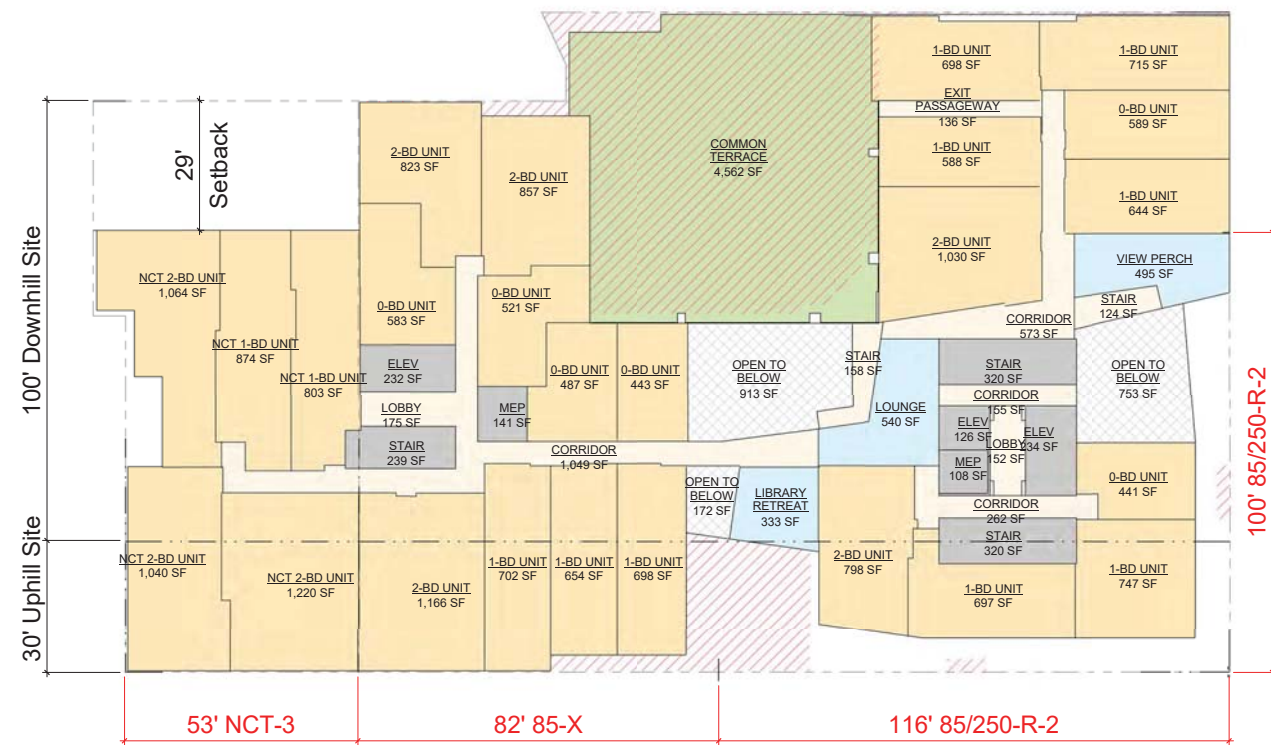
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- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

Proposed Project - Axon

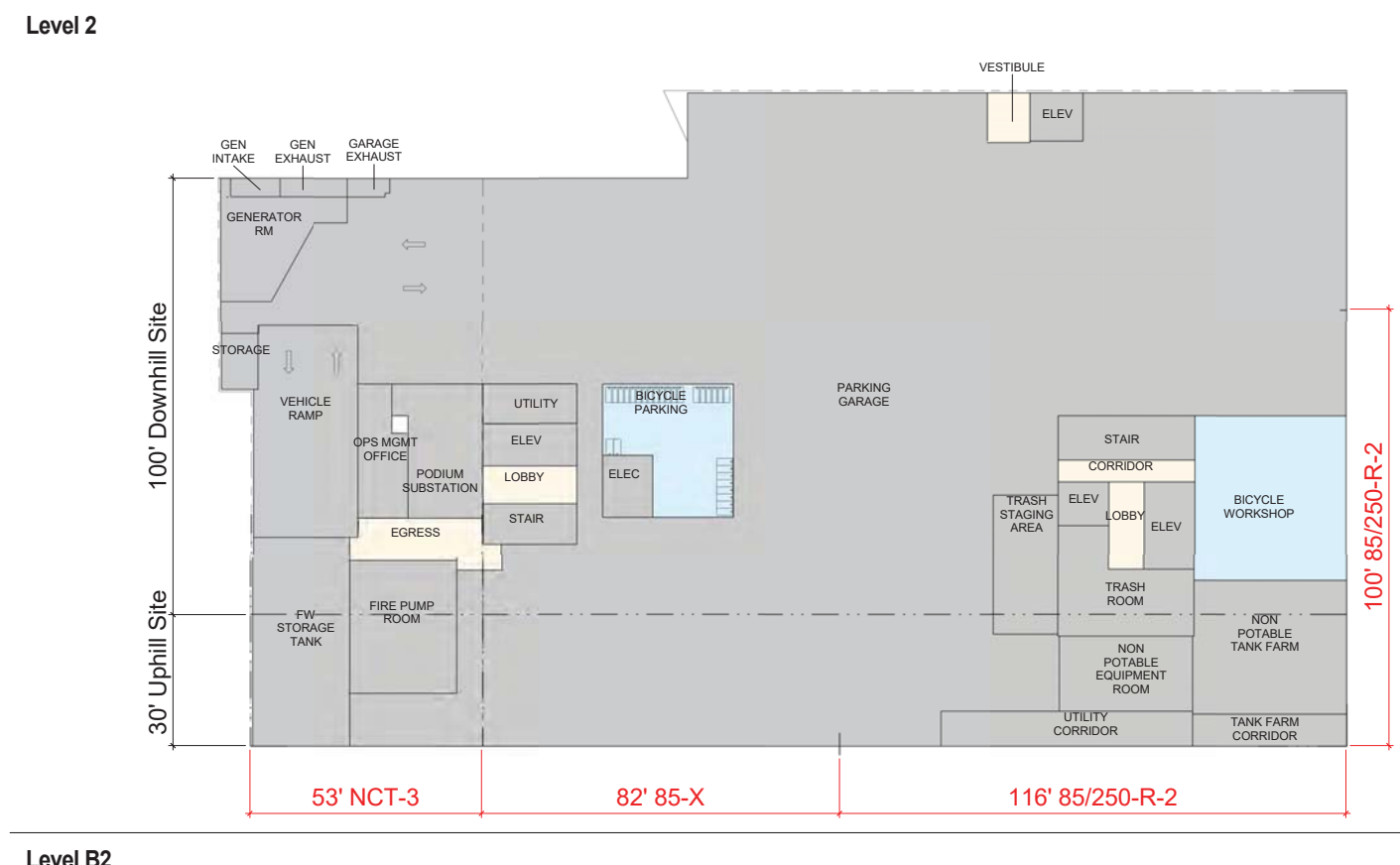
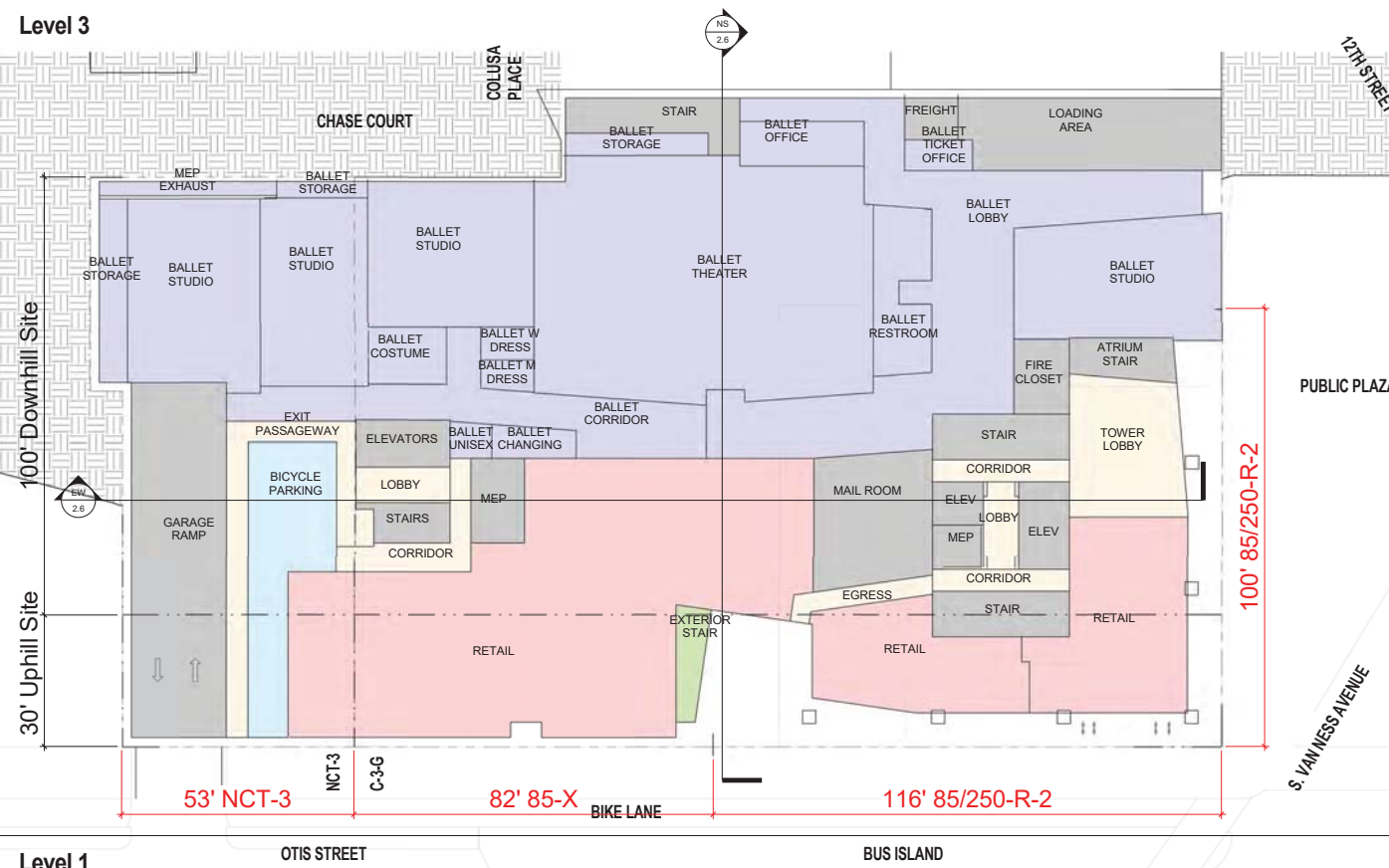
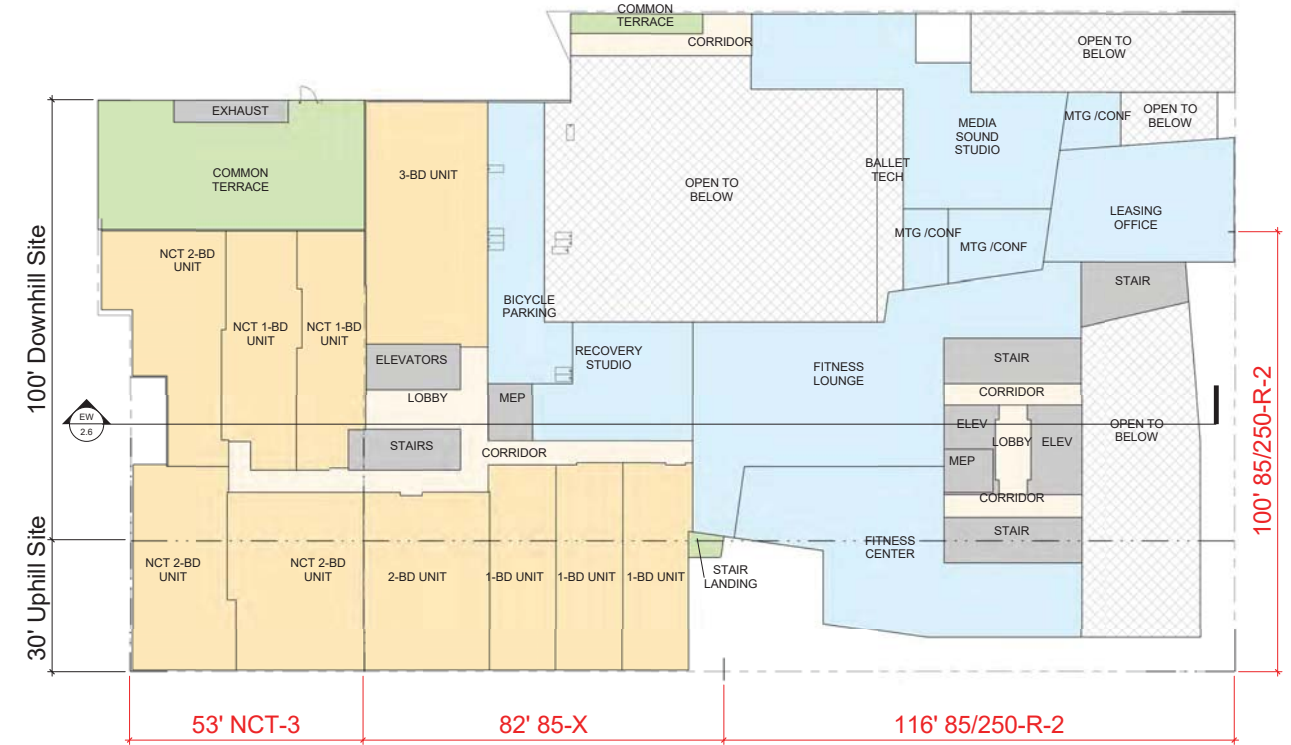
HRE.02.1



C-3 UN-BUILT AREA
EFFECTIVE AT LEVEL 3 AND ABOVE

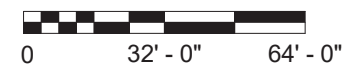
TOTAL C-3 AREA
REQ'D MIN. UN-BUILT AREA 28,785 SF
20%

PARTIAL PRESERVATION
C-3 UN-BUILT AREA 5,653 SF
C-3 UN-BUILT AREA % 20%



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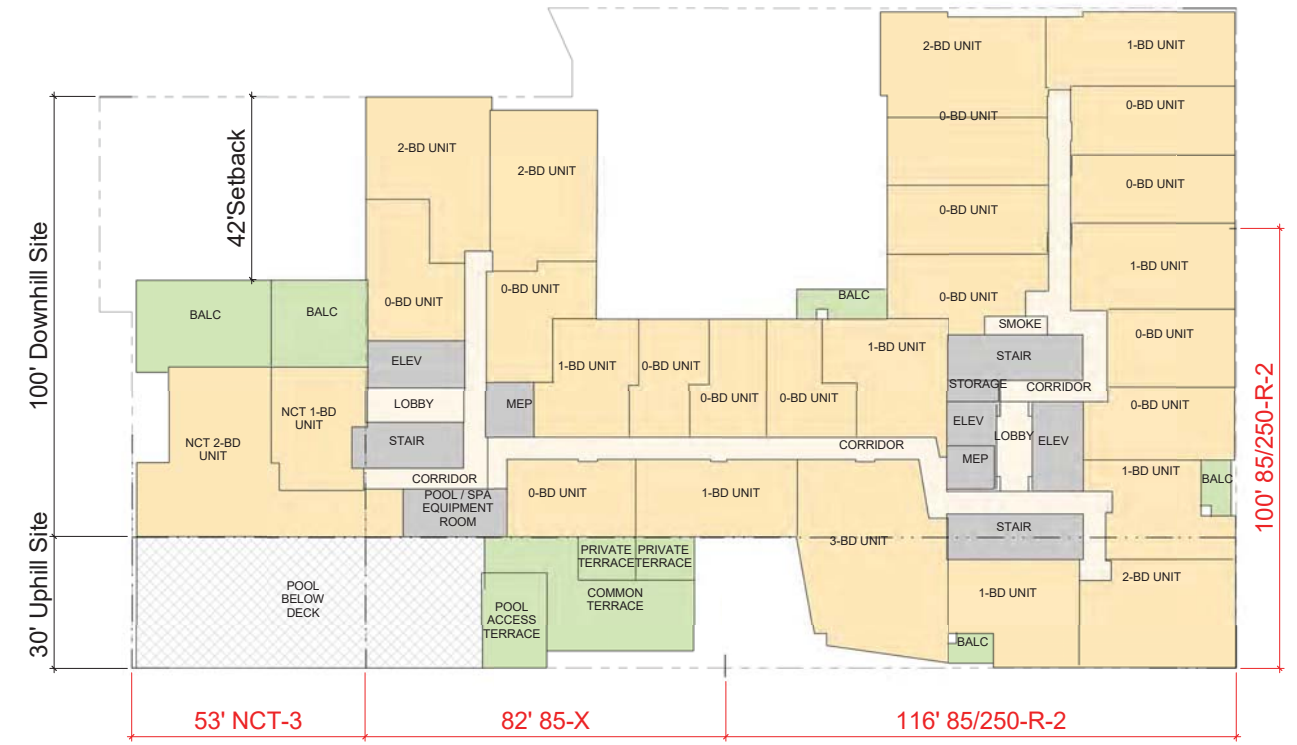
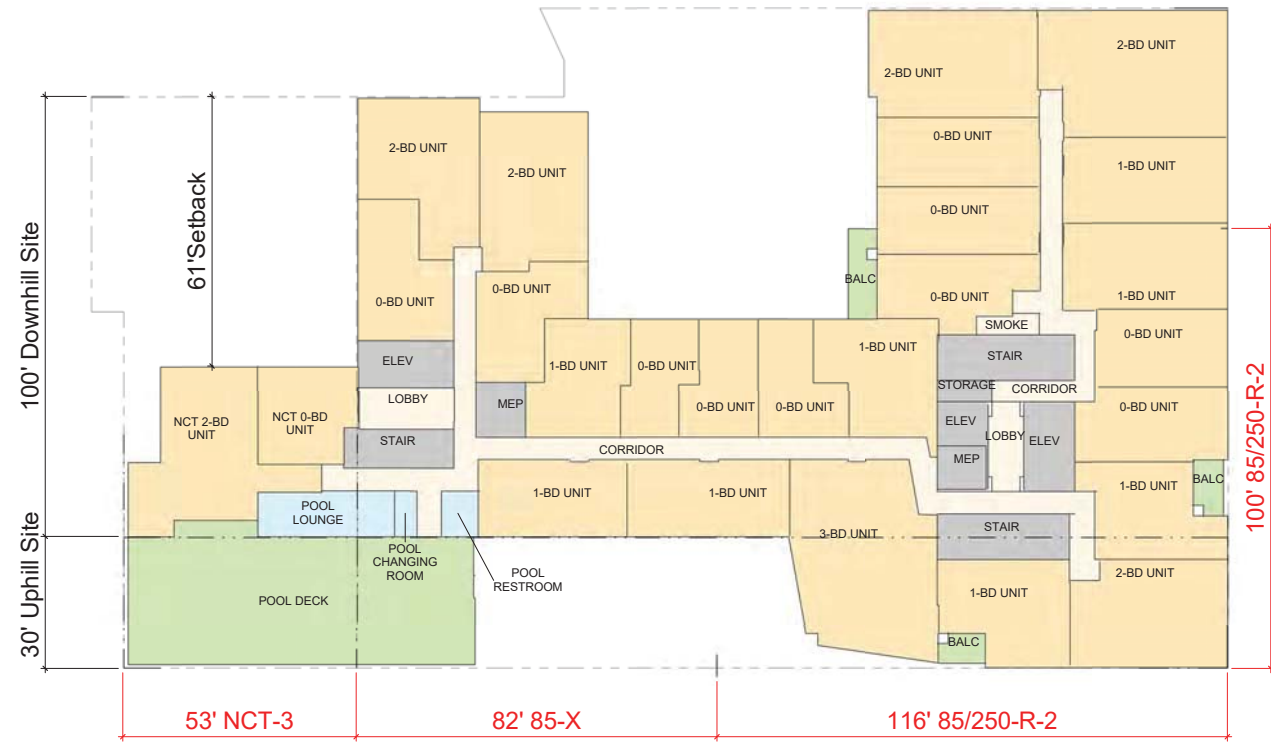
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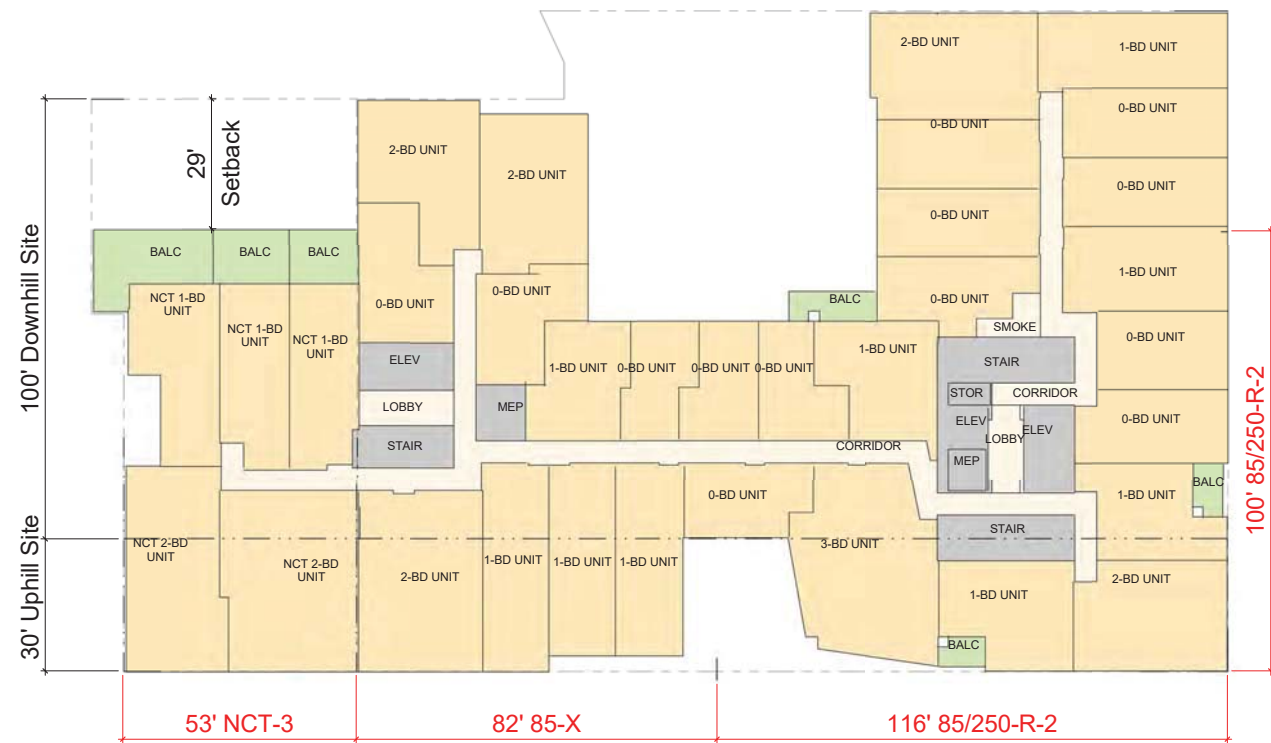
- Building Operations
- Retail
- Residential Circulation
- Residential Units
- Residential Common Area
- Exterior / Open Space
- Ballet School

Proposed Project - Plans

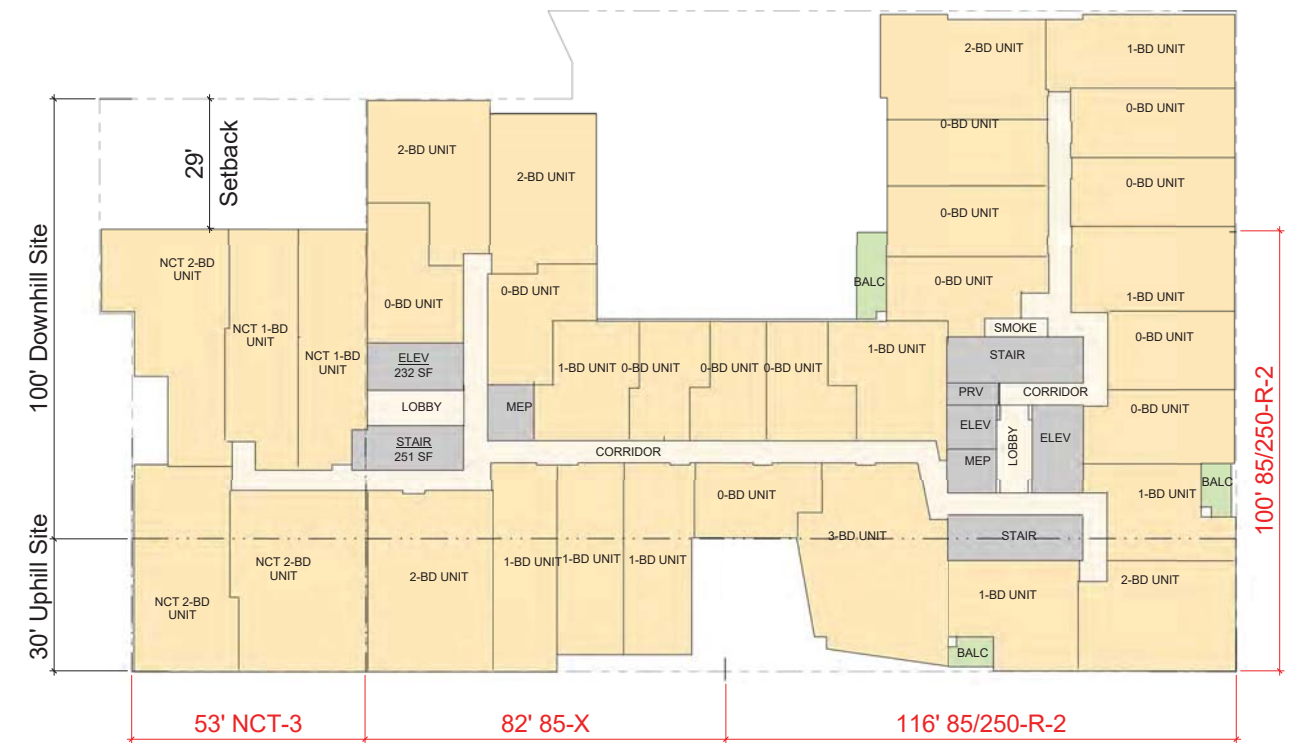
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Level 10



Level 9

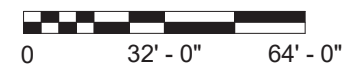


Level 7

Level 4

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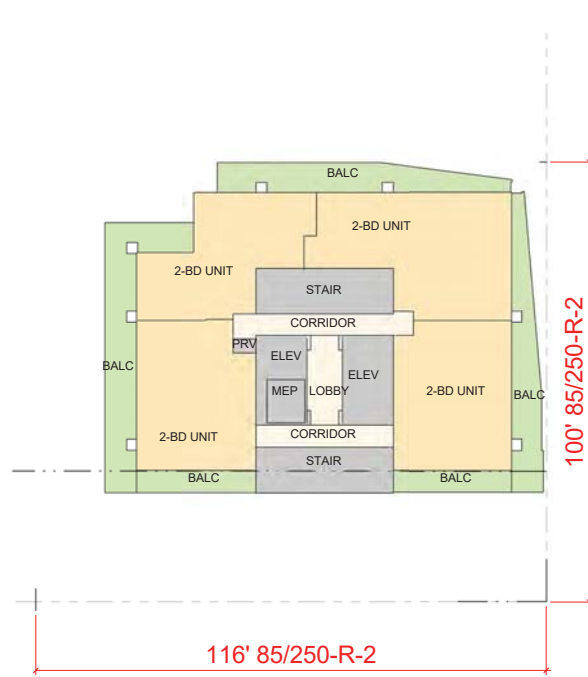
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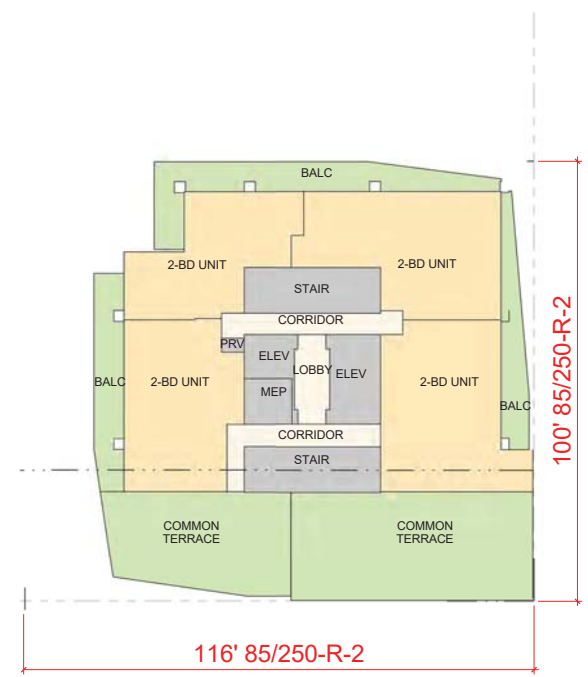
- Building Operations
- Residential Circulation
- Residential Common Area
- Ballet School
- Retail
- Residential Units
- Exterior / Open Space

Proposed Project - Plans

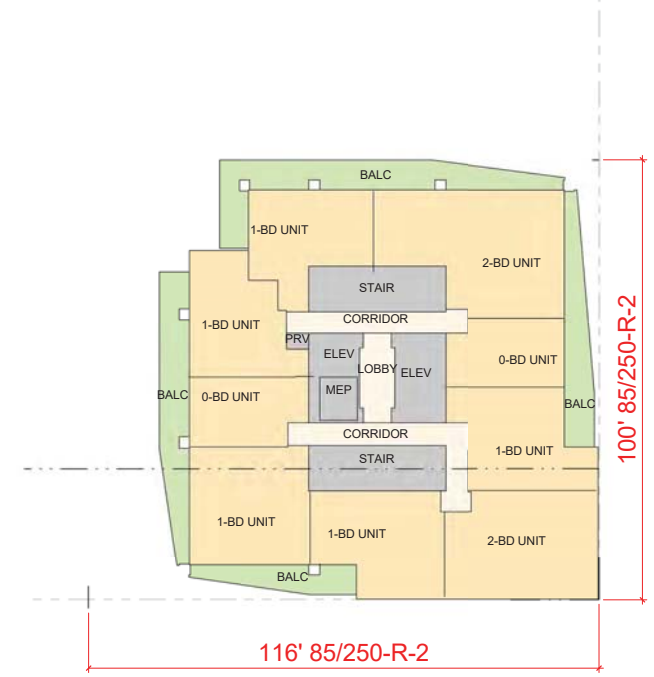
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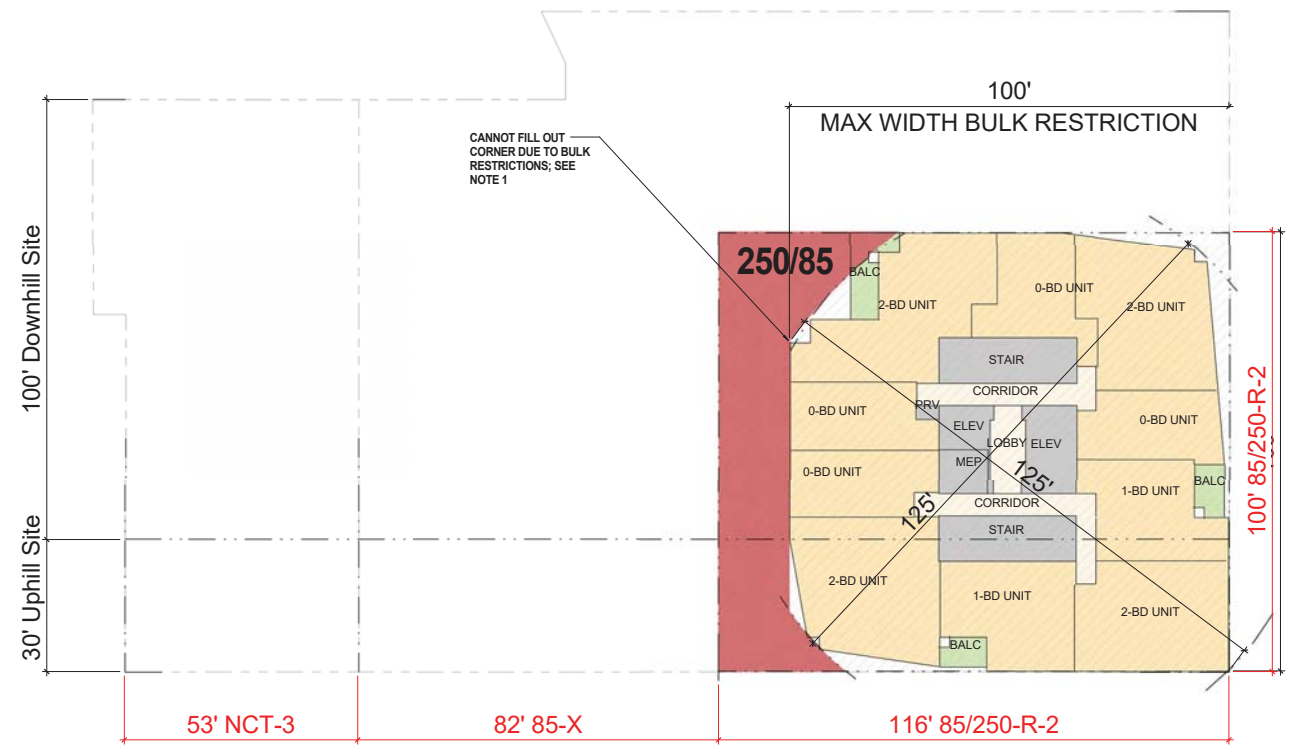
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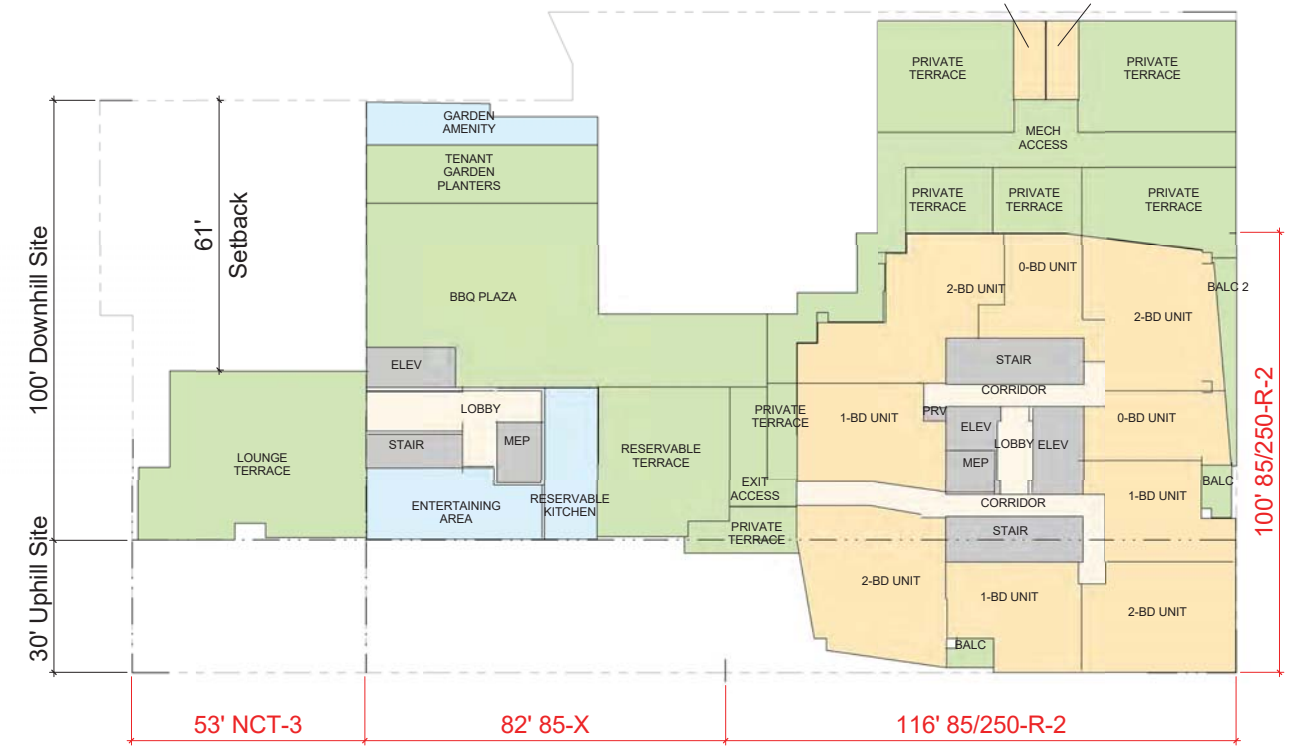
Level 26



Level 22



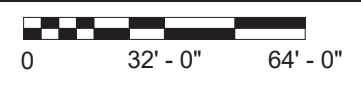
Level 12



Level 11

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NOTE 1: BULK DISTRICT COMPLIANCE | SF PLANNING CODE SEC. 270(f) and 270(e)

(2) Tower Bulk and Spacing. All portions of structures above the podium height as described in Section 263.19 shall meet the following bulk limitations, as illustrated in Chart C.

(B) Buildings between 241 and 300 feet in height may not exceed a plan length of 100 feet and a diagonal dimension of 125 feet, and may not exceed a maximum average floor area of 8,500 gross square feet.

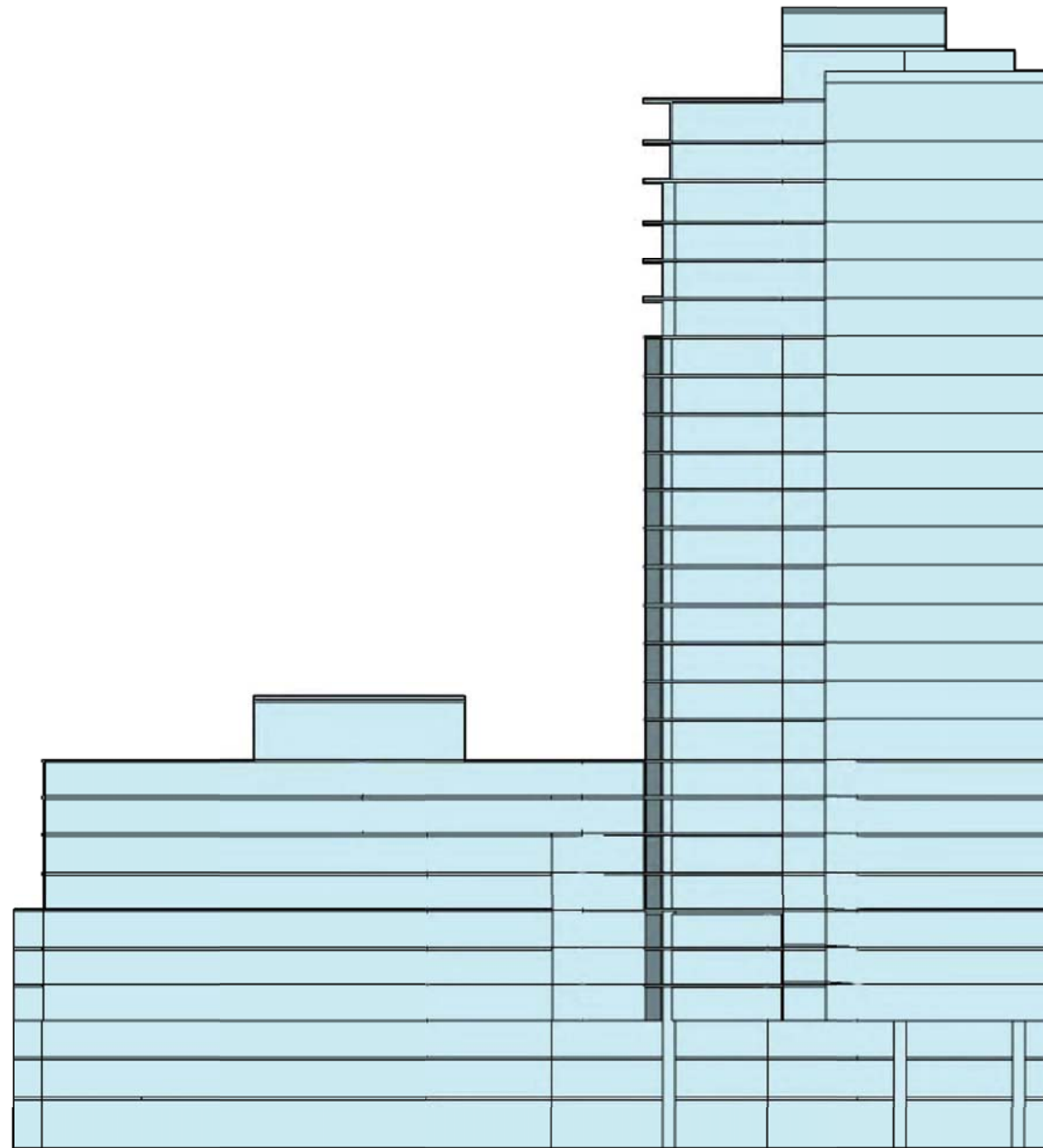
- Building Operations
- Residential Circulation
- Residential Common Area
- Ballet School
- Retail
- Residential Units
- Exterior / Open Space

Proposed Project - Plans

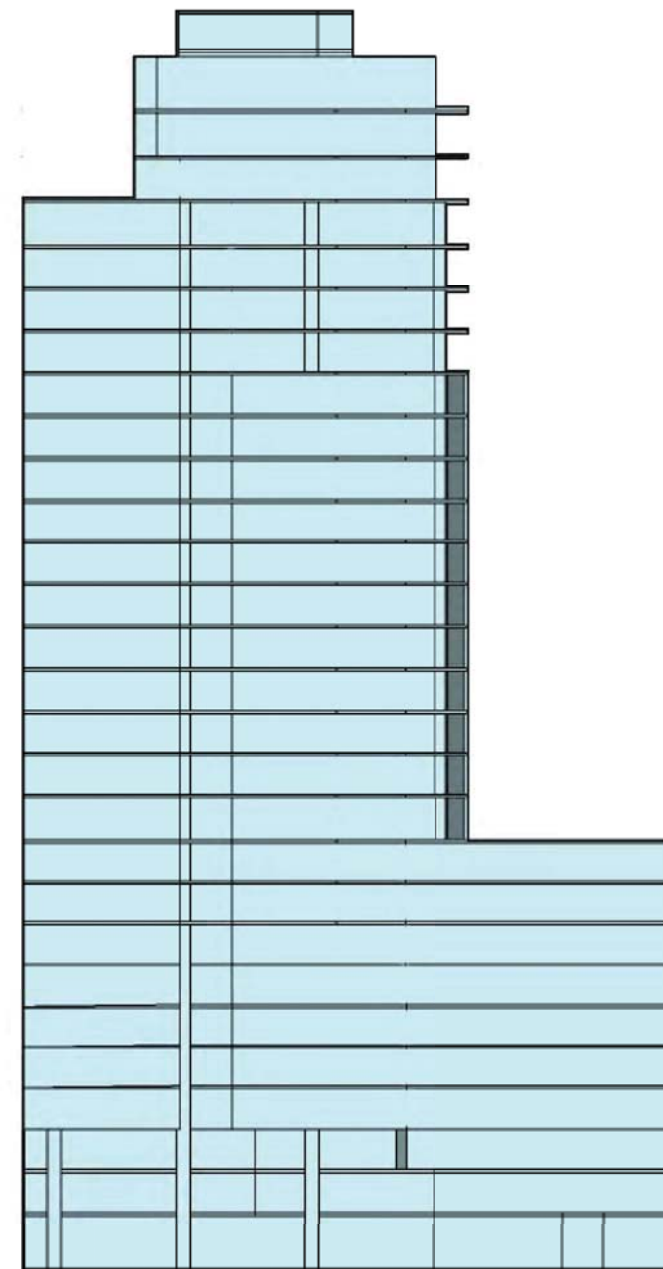
HRE.02.4

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South Elevation



East Elevation

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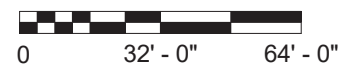
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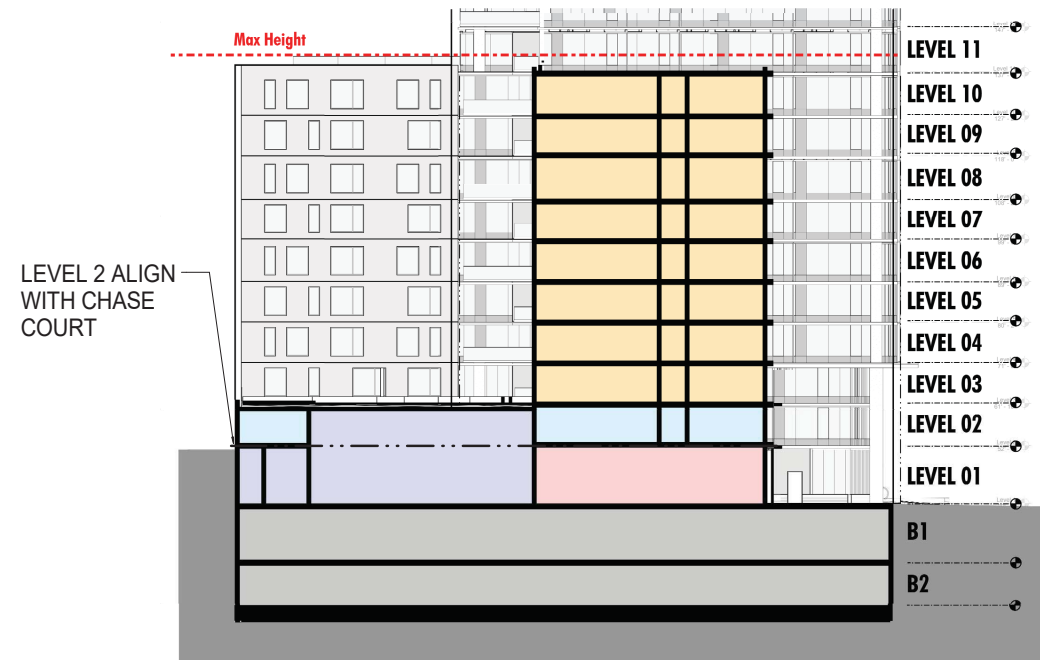
NOTE: These sheets reflect an in-process view of the curtain wall and exterior window design. Windows and curtain wall mullions will be adjusted for appropriate locations for unit plans.



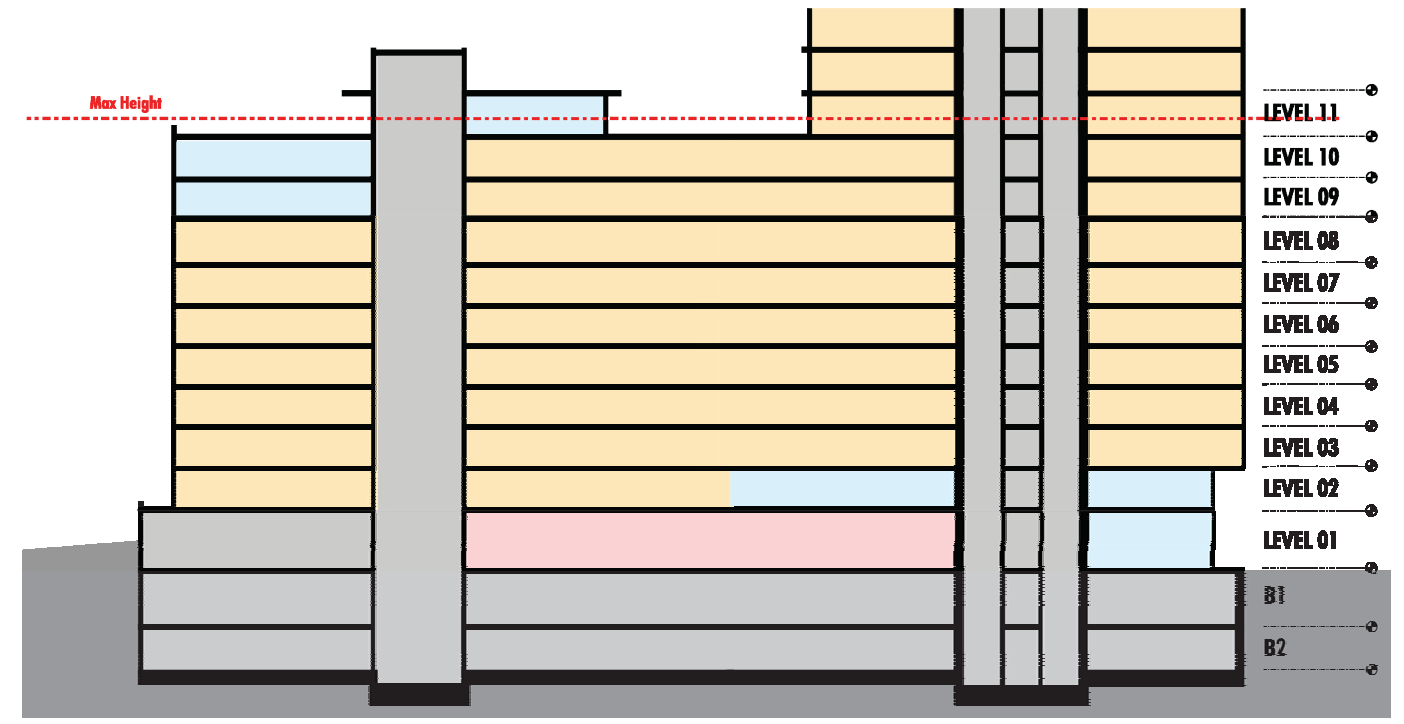
- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

Proposed Project - Elevations

HRE.02.5



NS SECTION -
LOOKING EAST



EW SECTION -
LOOKING NORTH

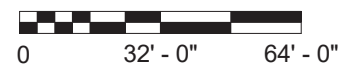
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Proposed Project - Section

HRE.02.6



Otis Street - Looking Northeast



Van Ness - Looking South

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Proposed Project - Massing

HRE.02.7



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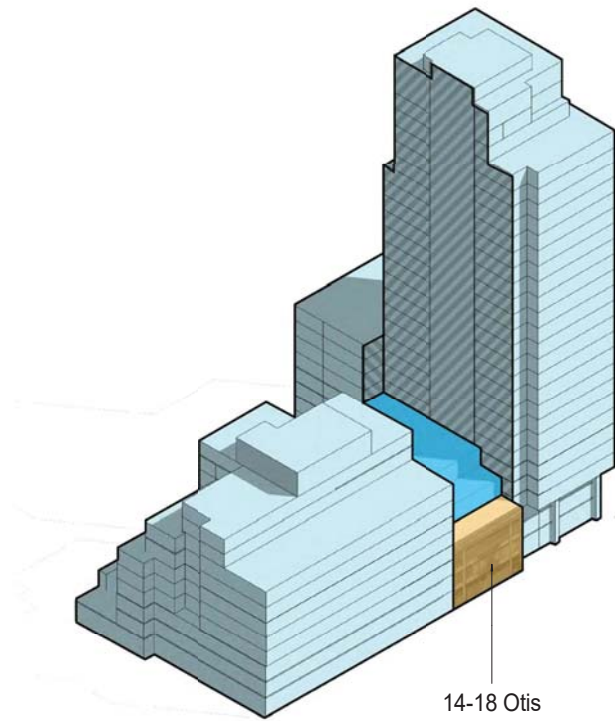
30 Otis Street
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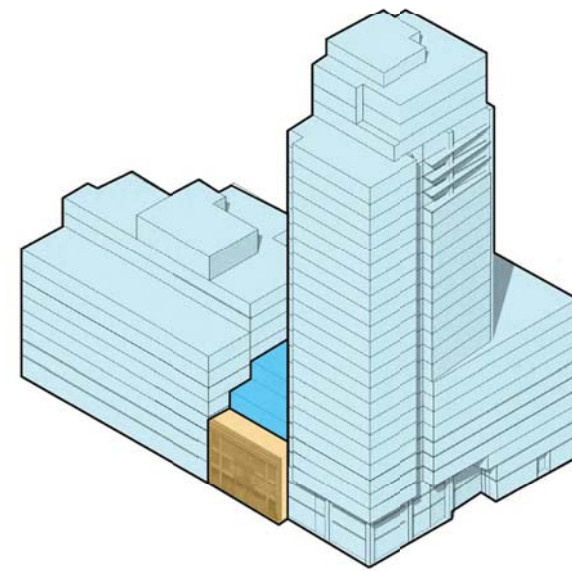
- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

Full Preservation - Site Plan

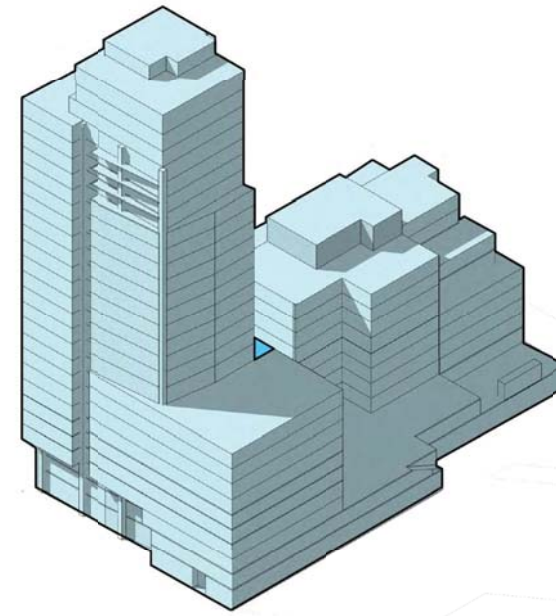
HRE.03.0



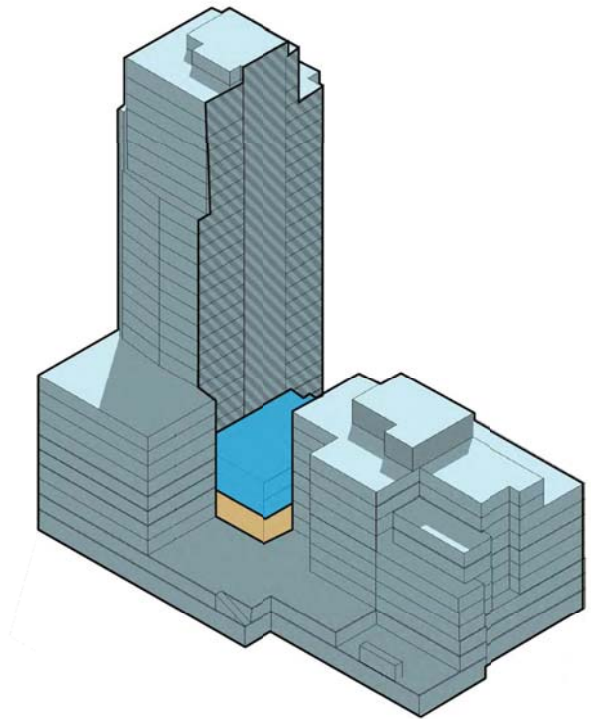
SW VIEW



SE VIEW



NE VIEW



NW VIEW

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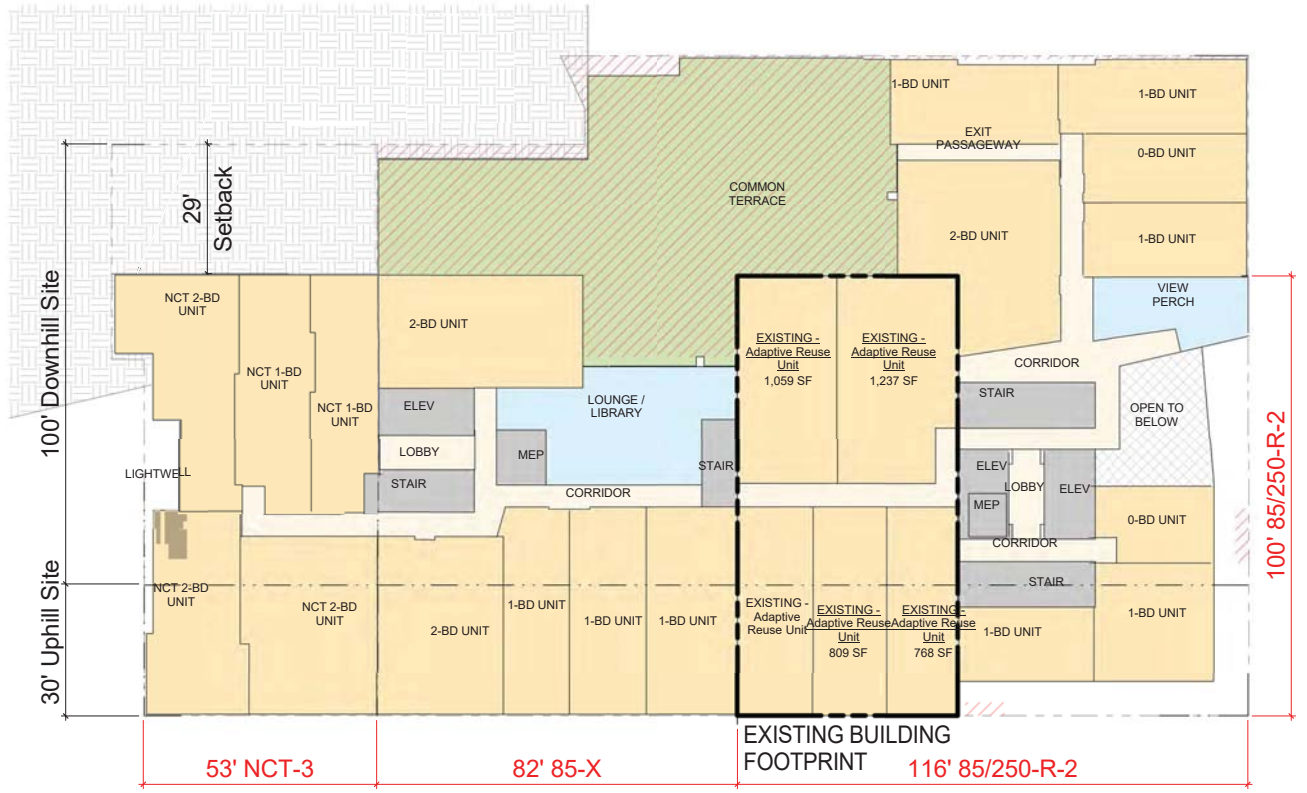
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- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

Full Preservation - Axon

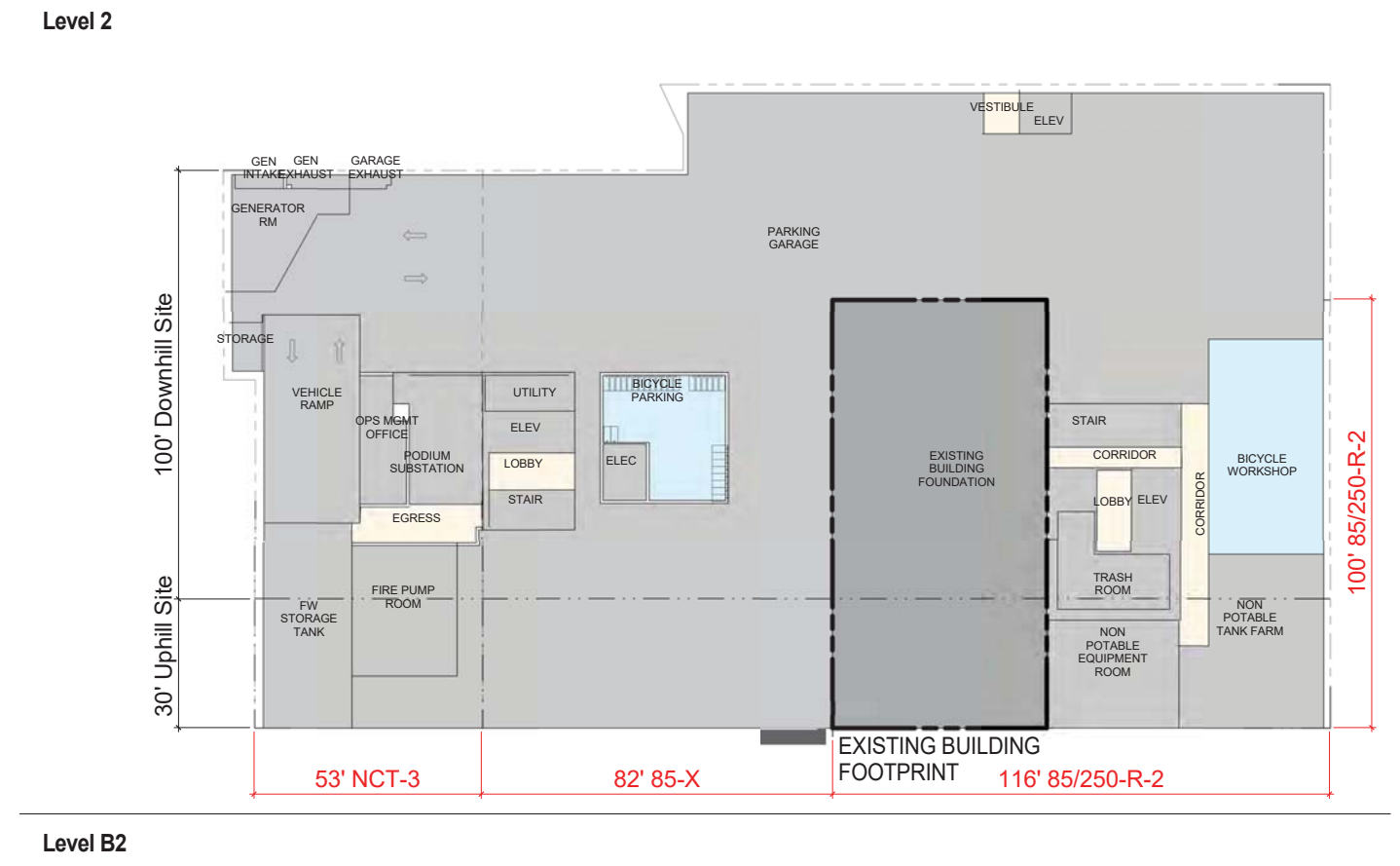
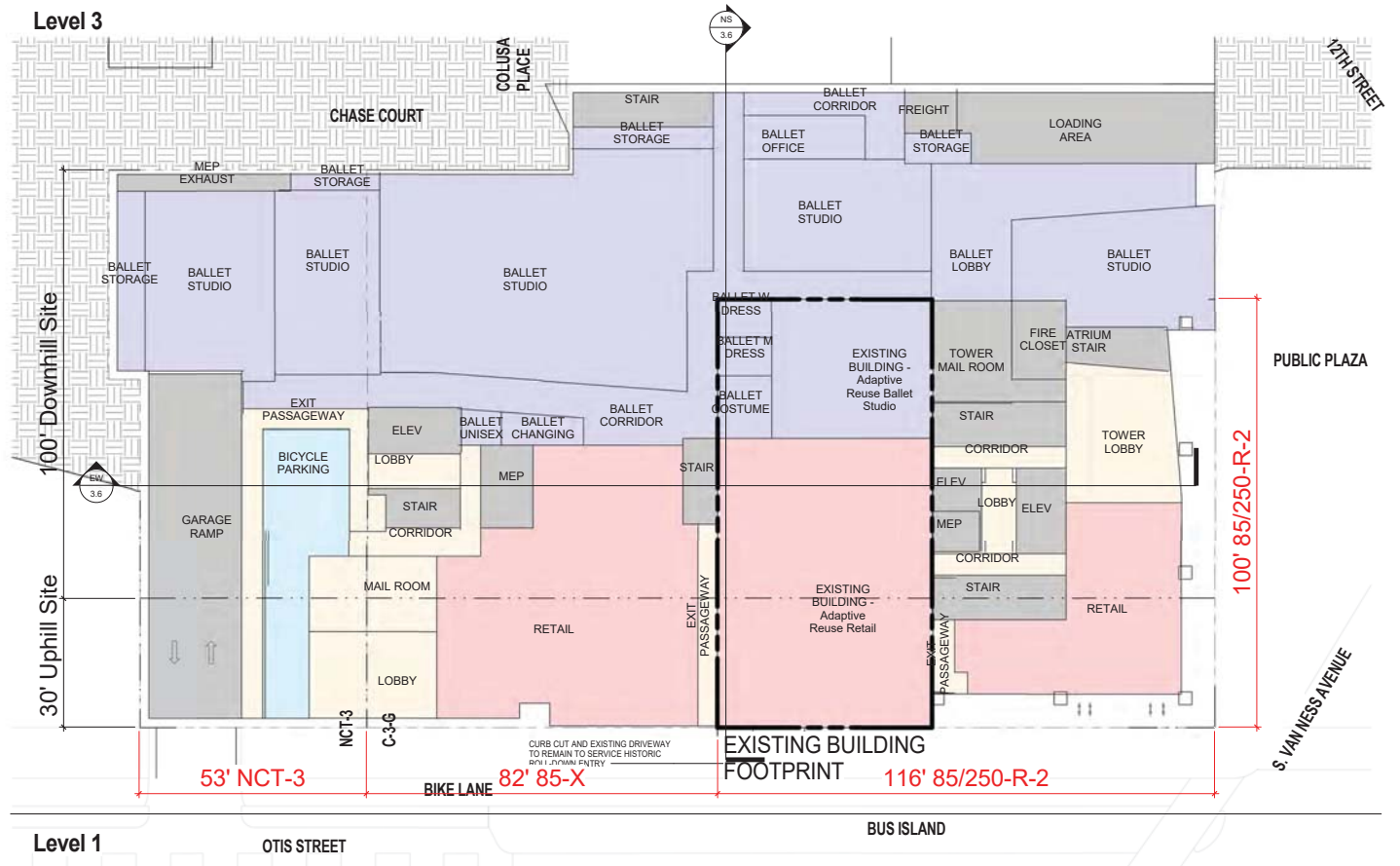
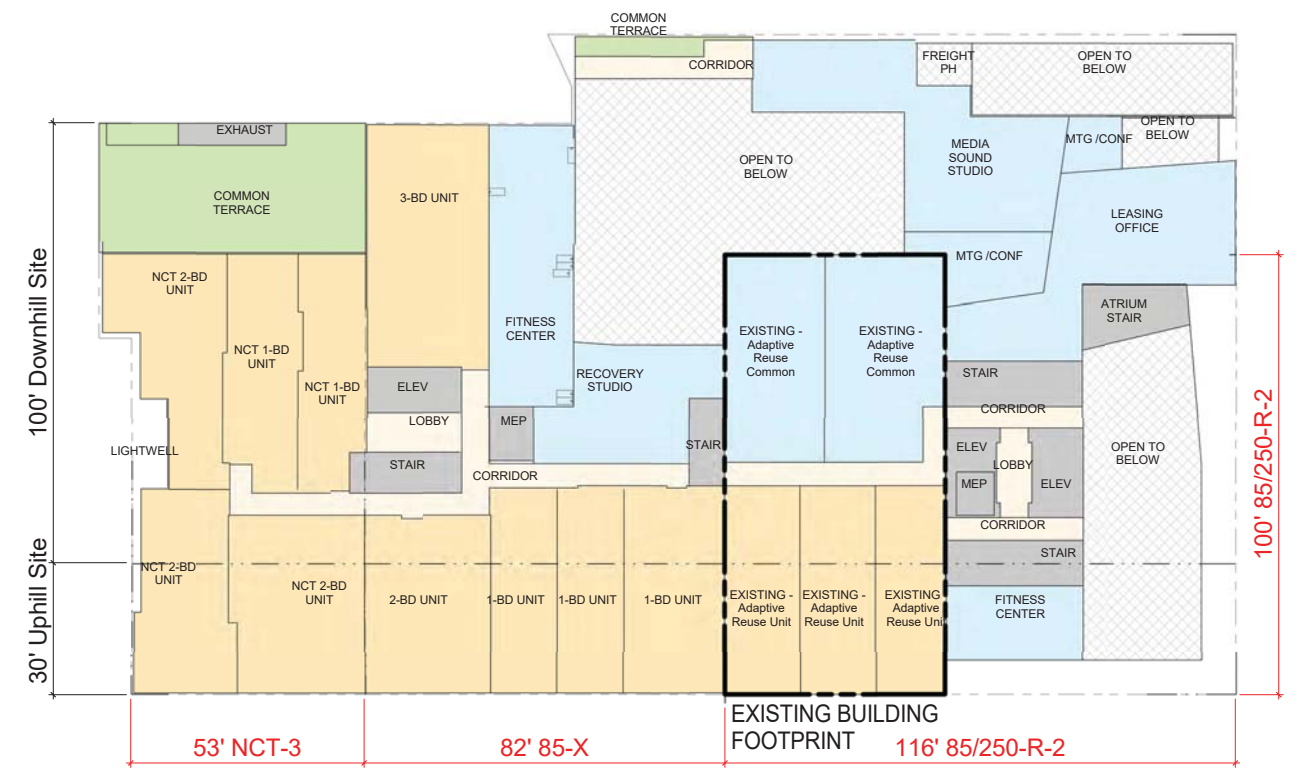
HRE.03.1



C-3 UN-BUILT AREA EFFECTIVE AT LEVEL 3 AND ABOVE

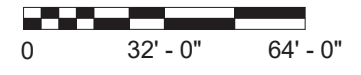
TOTAL C-3 AREA: 28,785 SF (20%)
 REQ'D MIN. UN-BUILT AREA: 20%

FULL PRESERVATION: 5,718 SF (20%)
 C-3 UN-BUILT AREA: 20%



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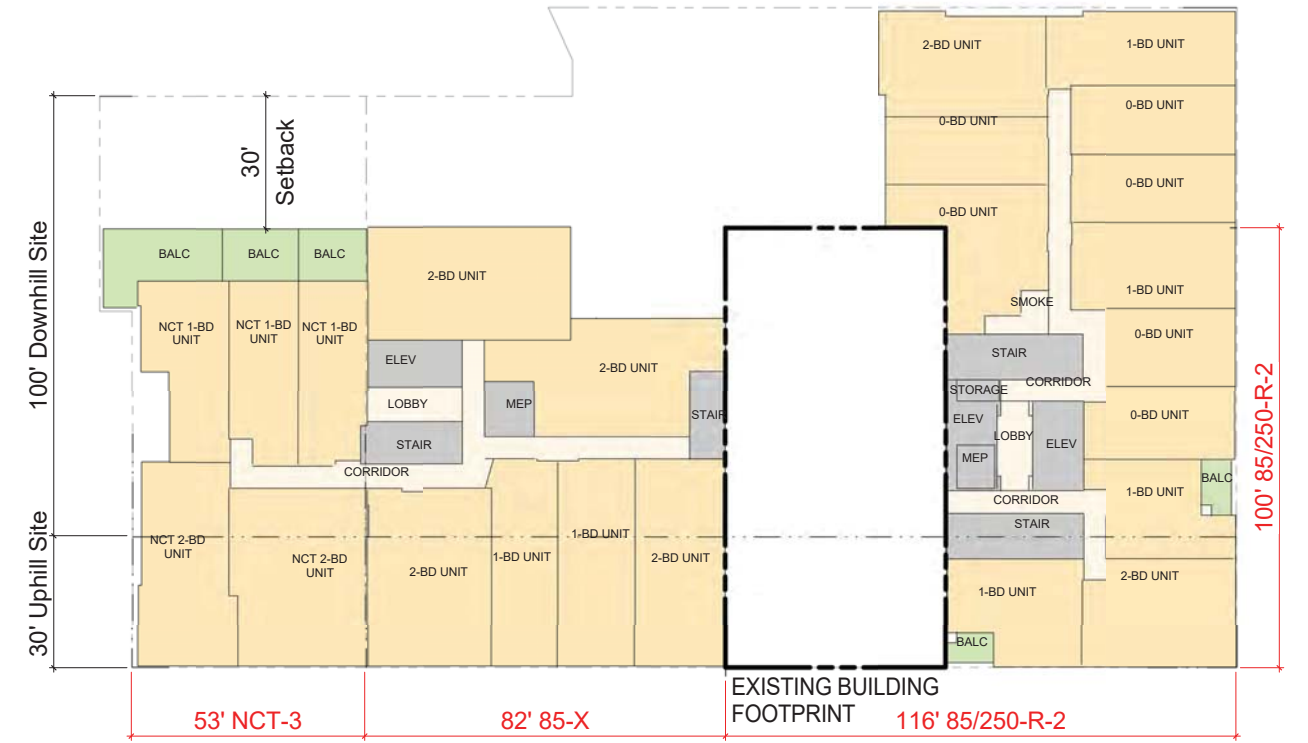
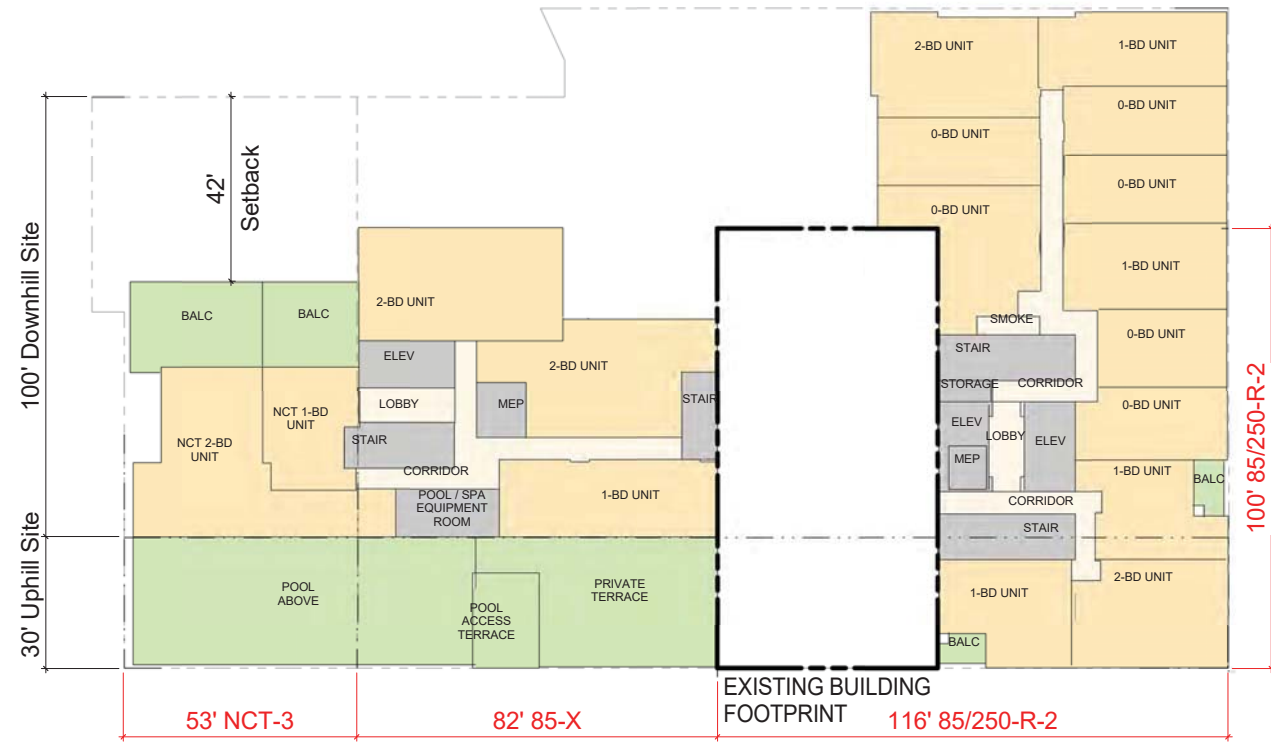
- Building Operations
- Residential Circulation
- Residential Common Area
- Ballet School
- Retail
- Residential Units
- Residential Common Area
- Exterior / Open Space

Full Preservation - Plans

HRE.03.2

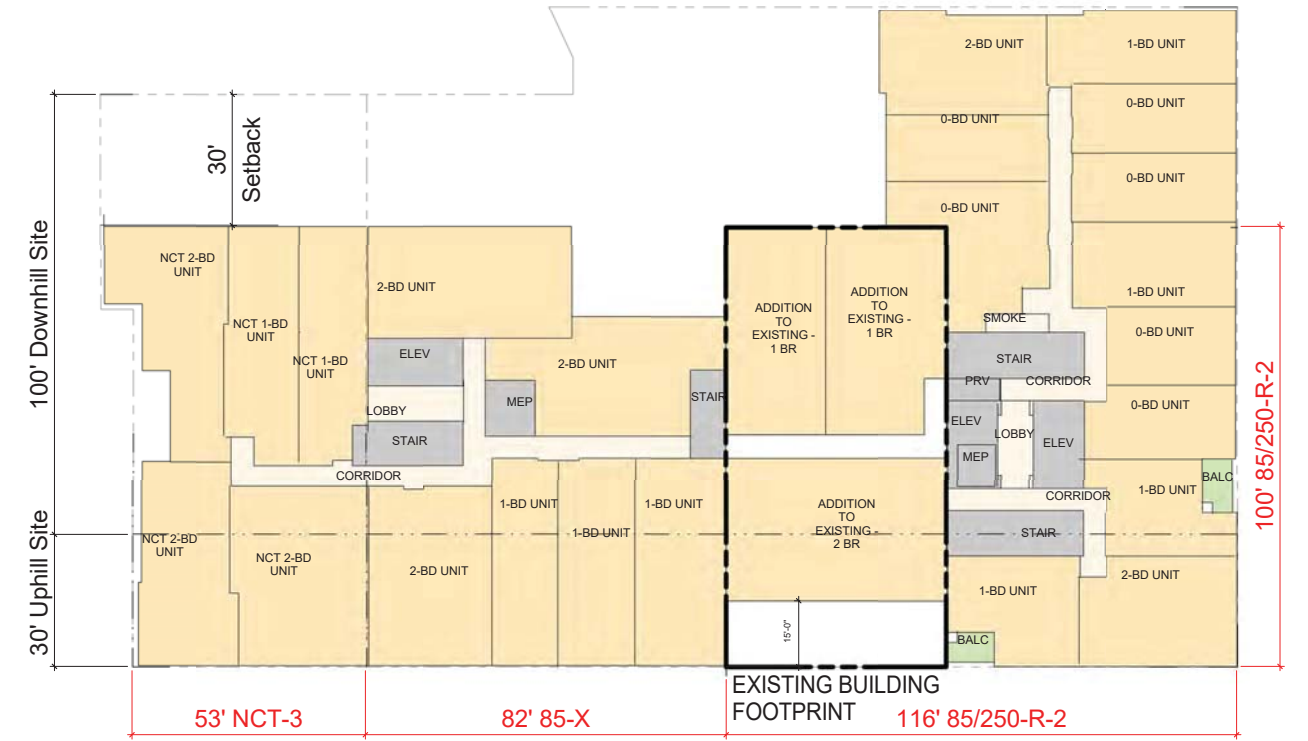
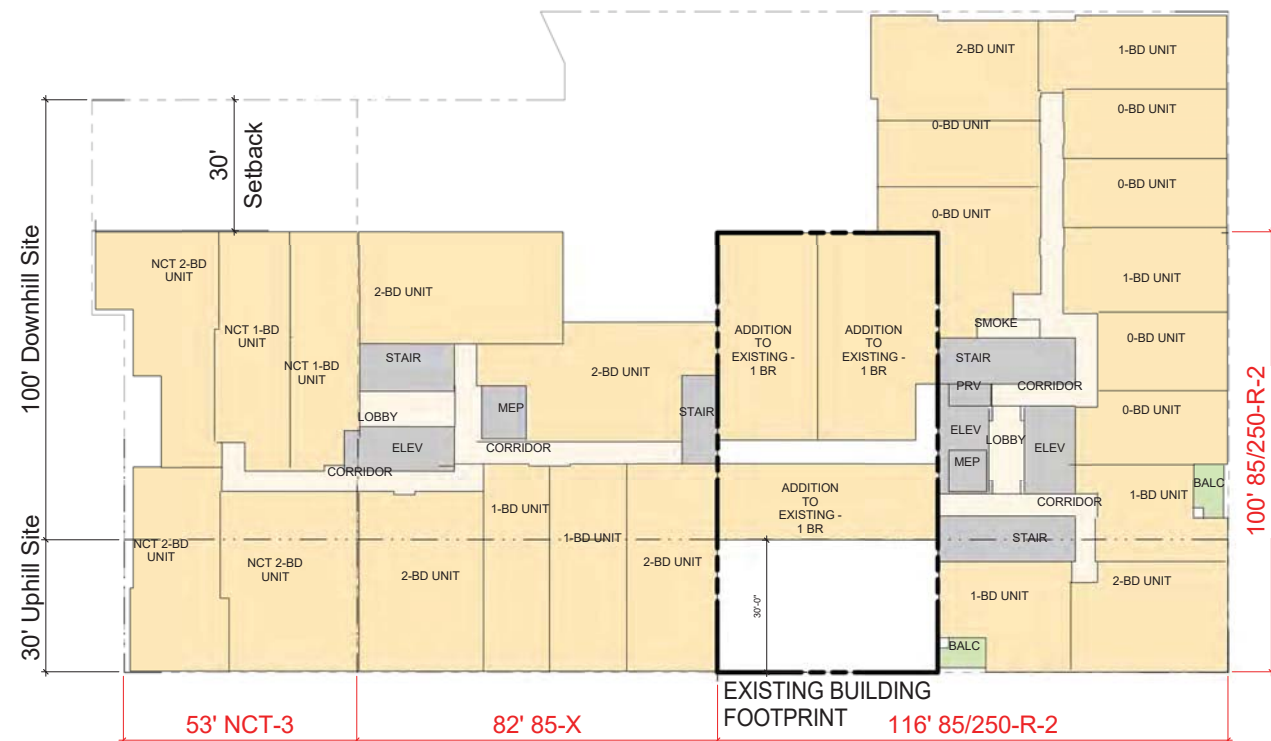
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Level 8

Level 6

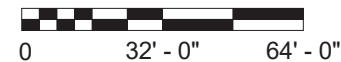


Level 5

Level 4

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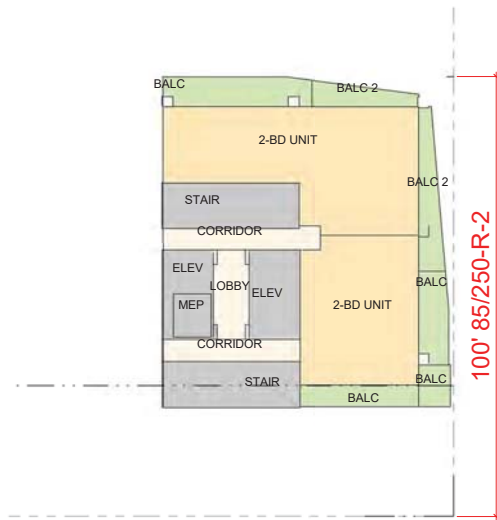
- Building Operations
- Residential Circulation
- Residential Common Area
- Ballet School

- Retail
- Residential Units
- Exterior / Open Space

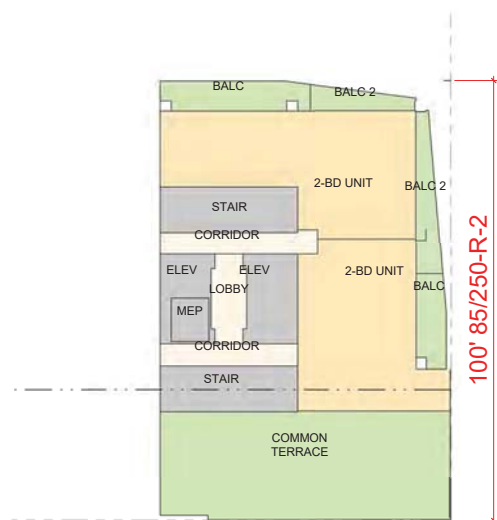
Full Preservation - Plans

HRE.03.3

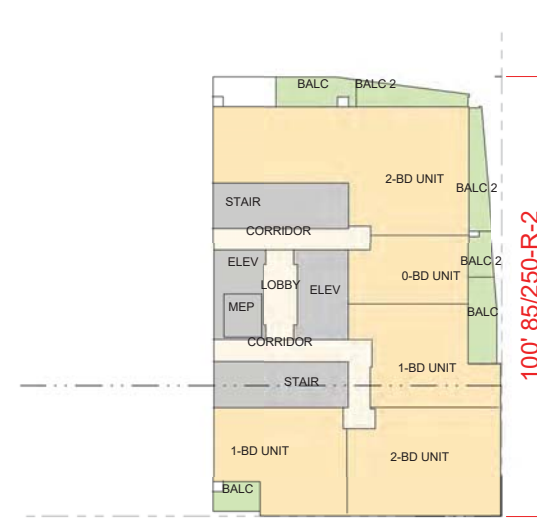
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Level 26



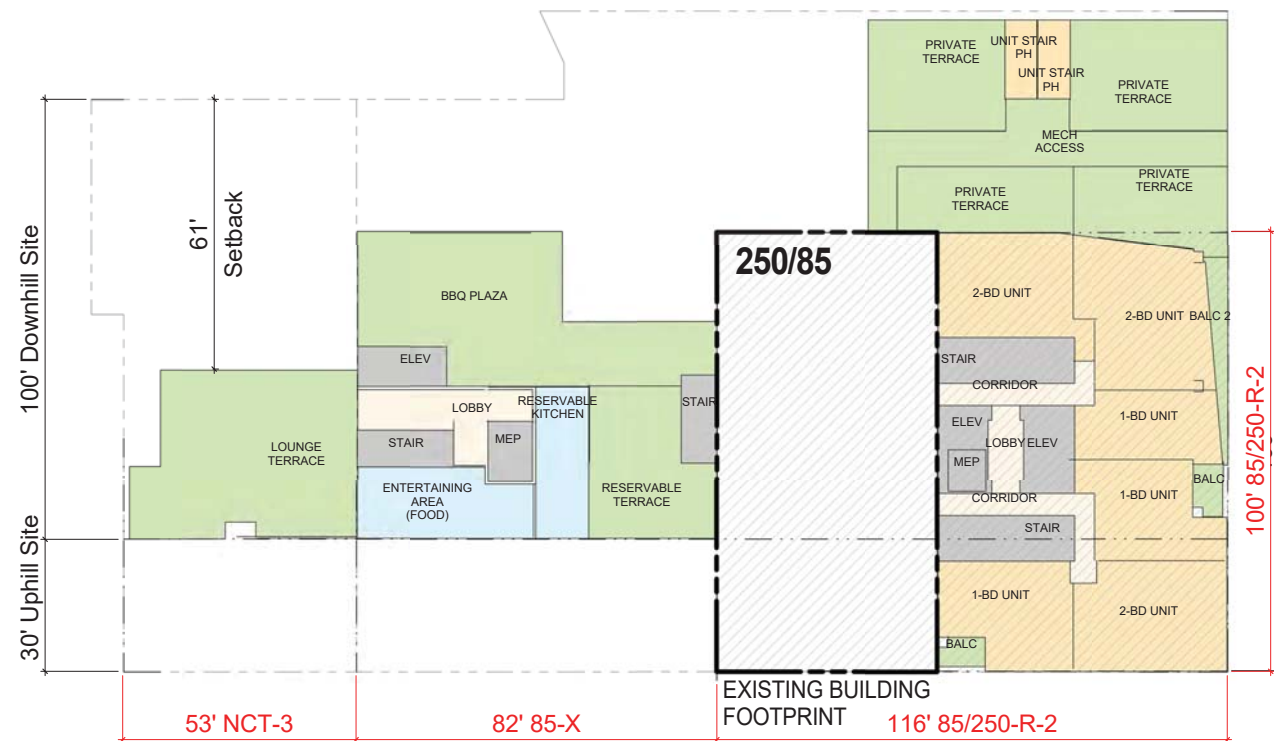
Level 25



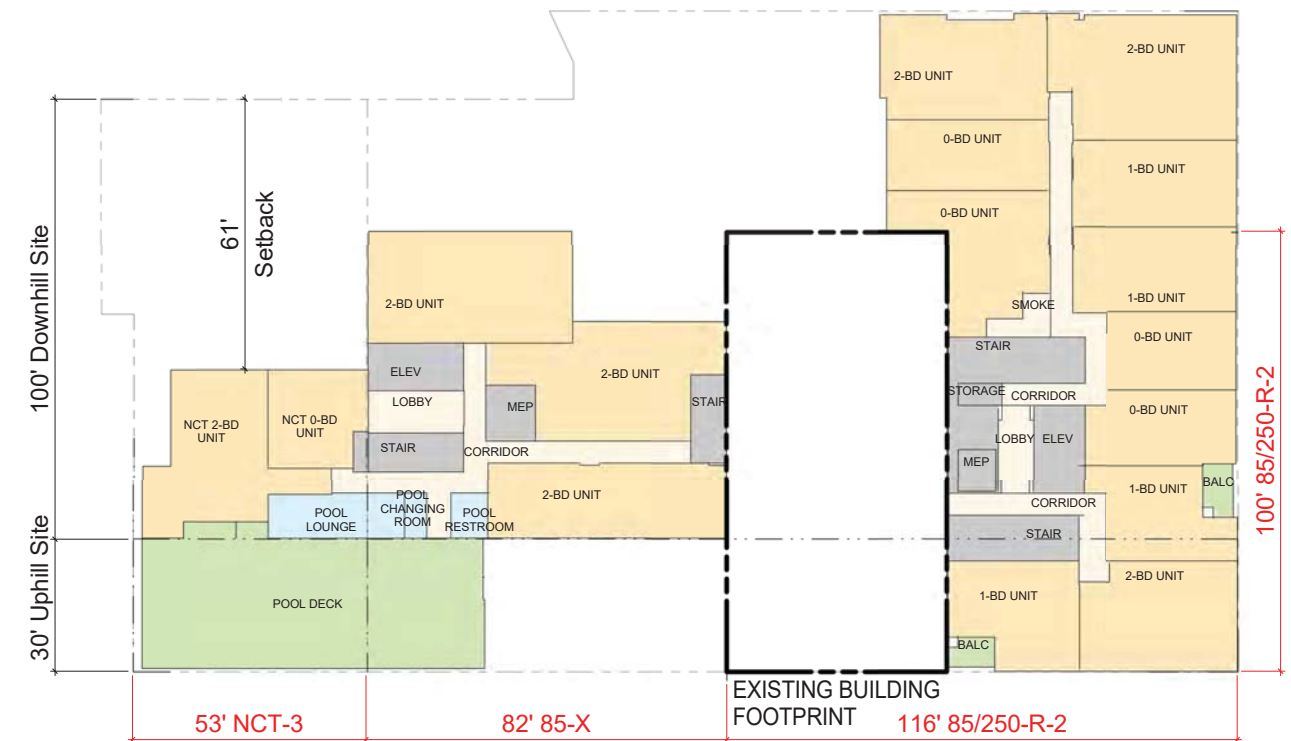
Level 21



Level 11



Level 10



Level 9

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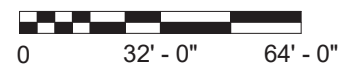
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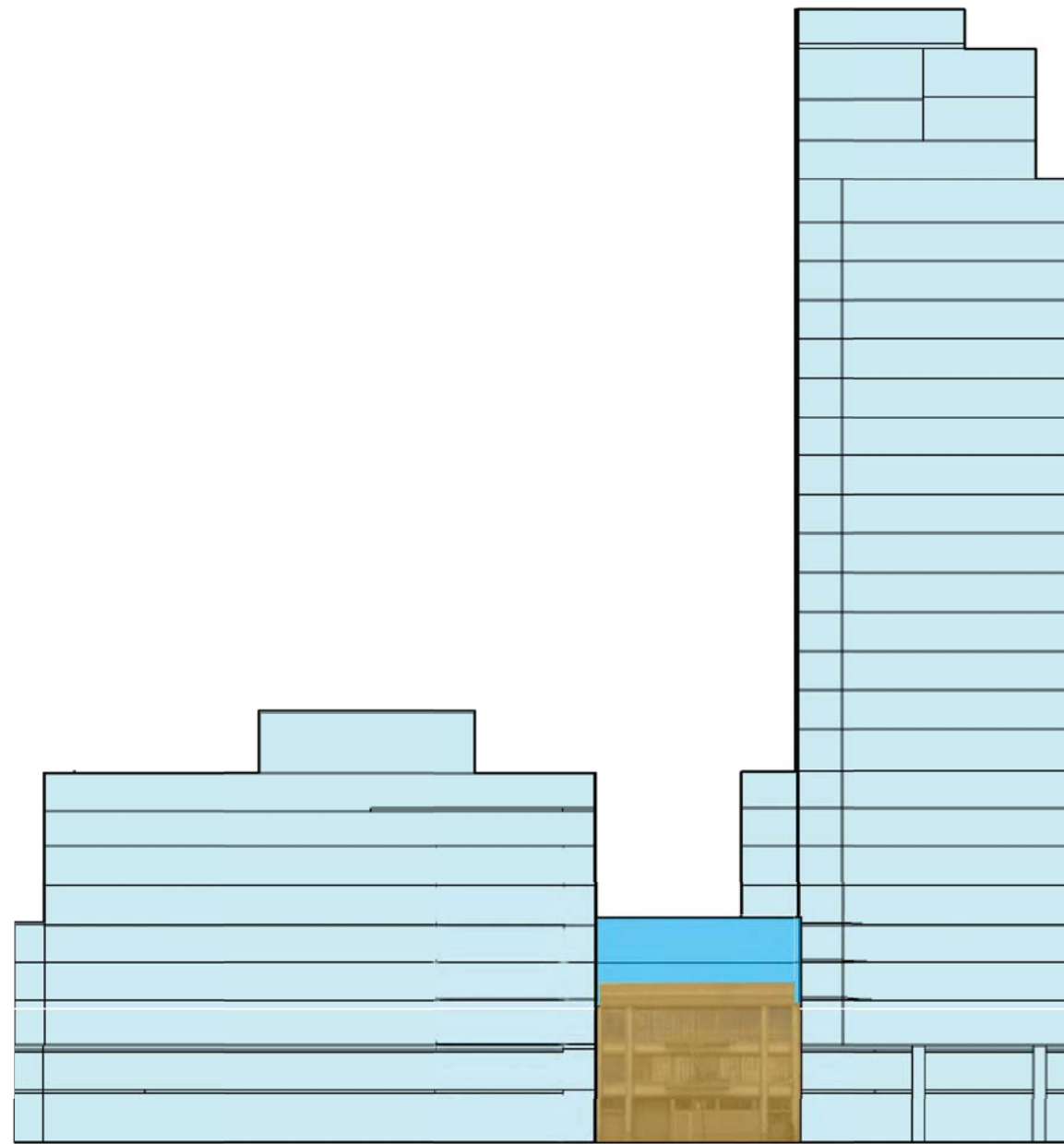


- Building Operations
- Residential Circulation
- Residential Common Area
- Ballet School

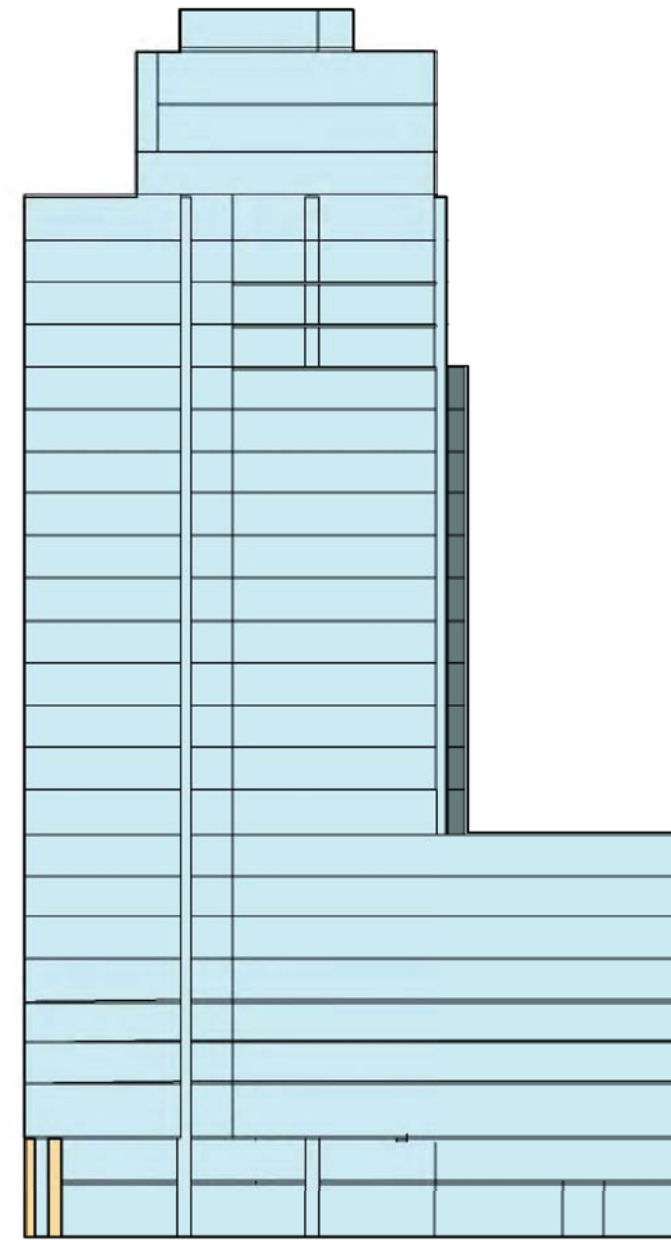
- Retail
- Residential Units
- Exterior / Open Space

Full Preservation - Plans

HRE.03.4



South Elevation



East Elevation

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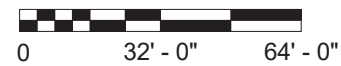
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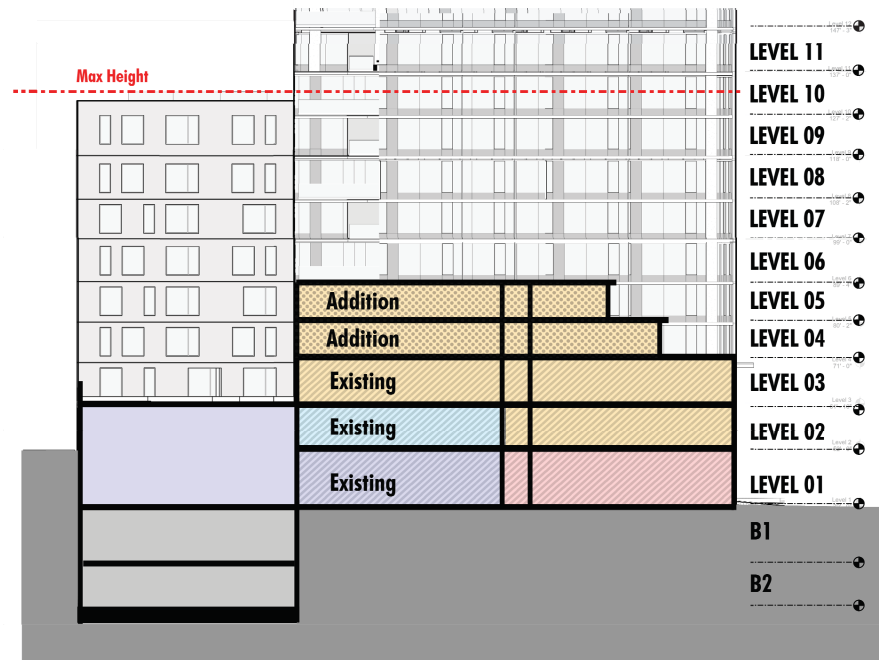
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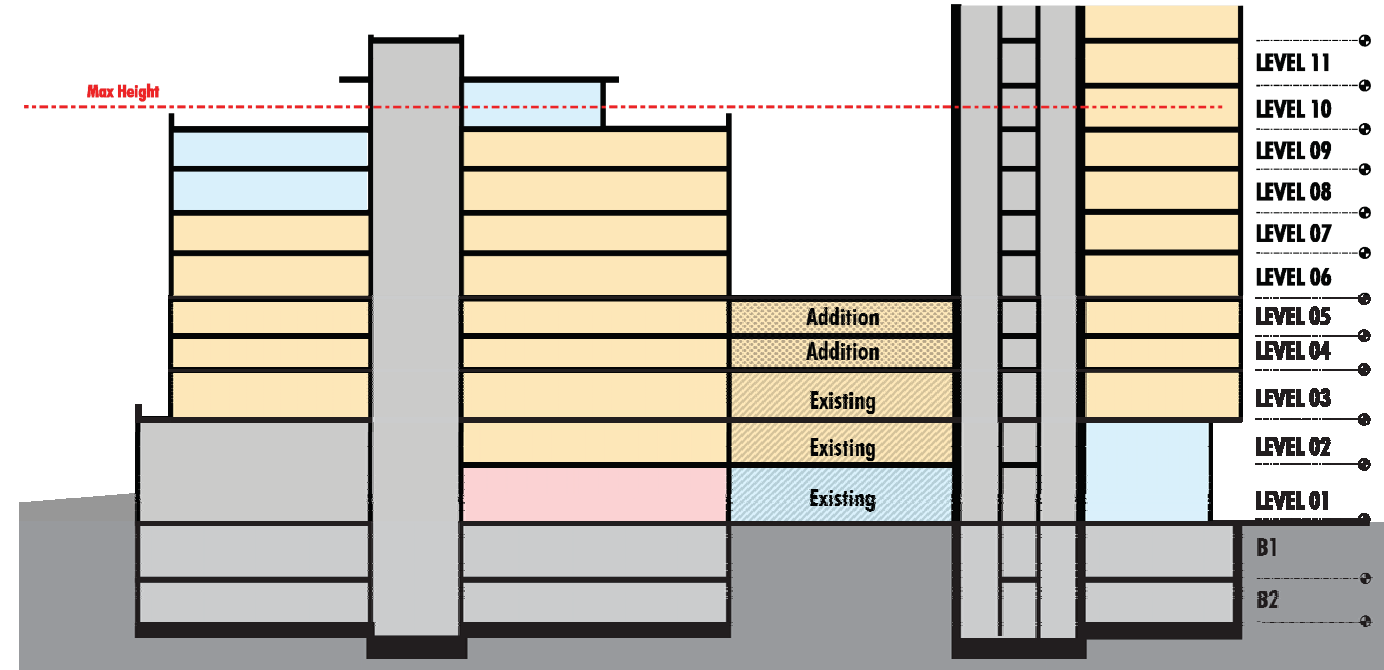
- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

Full Preservation - Elevations

HRE.03.5



NS SECTION -
LOOKING EAST



EW SECTION -
LOOKING NORTH

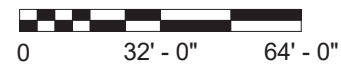
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Full Preservation - Section

HRE.03.6



Otis Street - Looking Northeast



Van Ness - Looking South

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Full Preservation - Massing

HRE.03.7



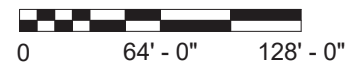
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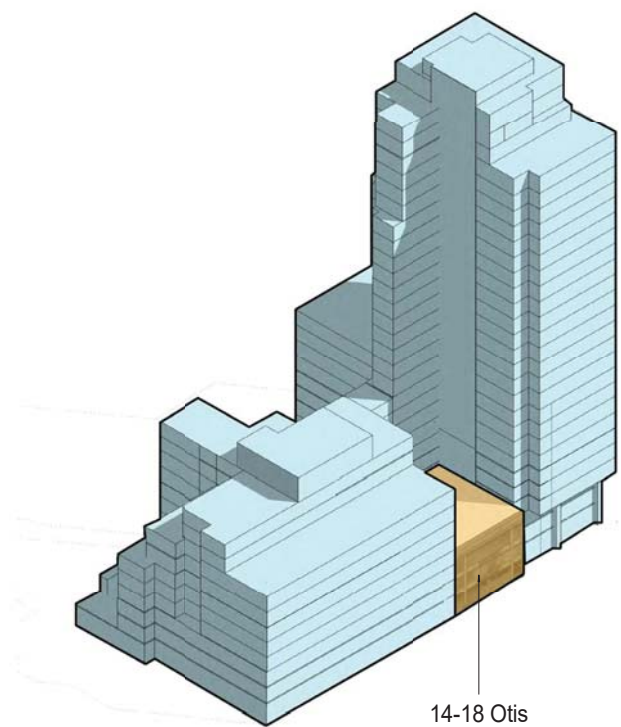
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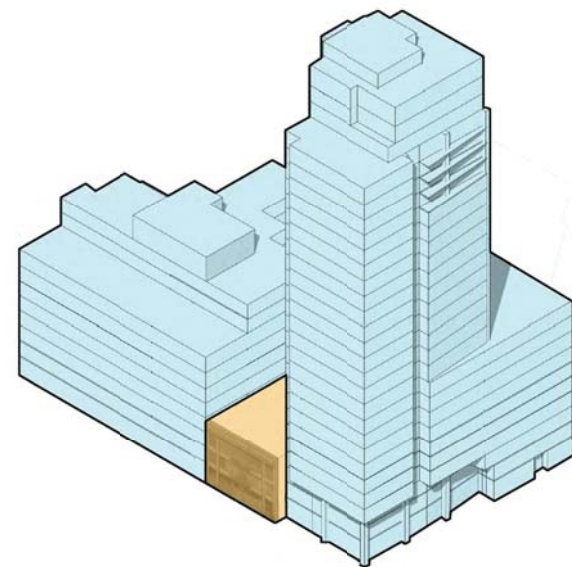
- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

Partial Preservation - Site Plan

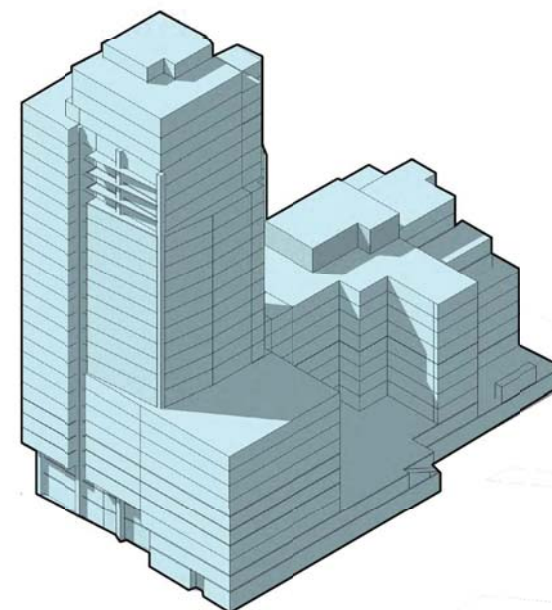
HRE.04.0



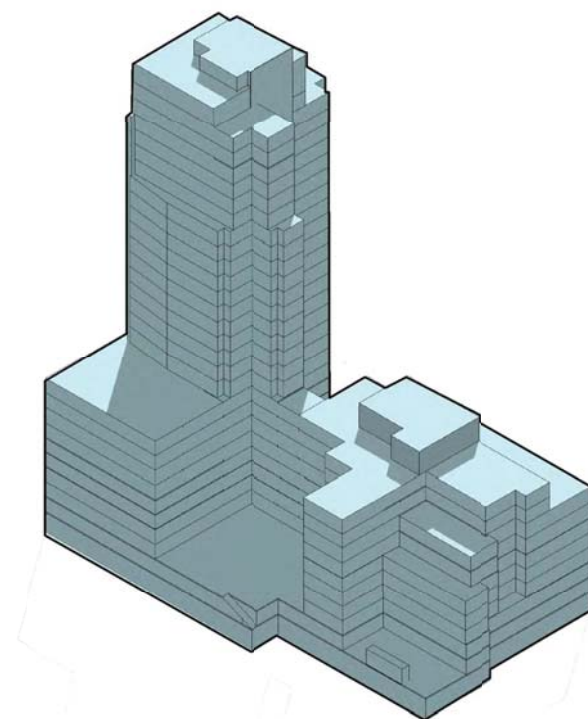
SW VIEW



SE VIEW



NE VIEW



NW VIEW

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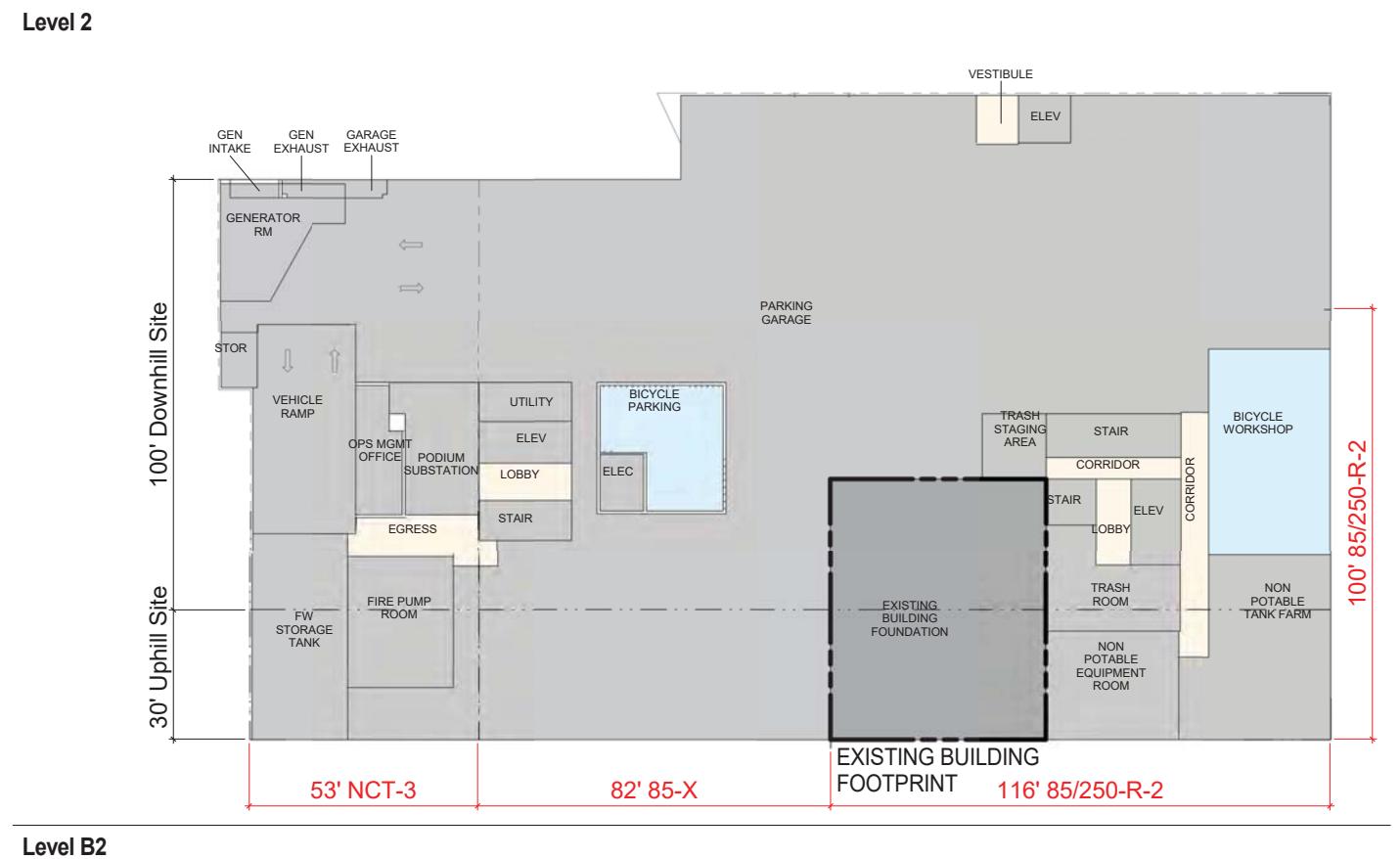
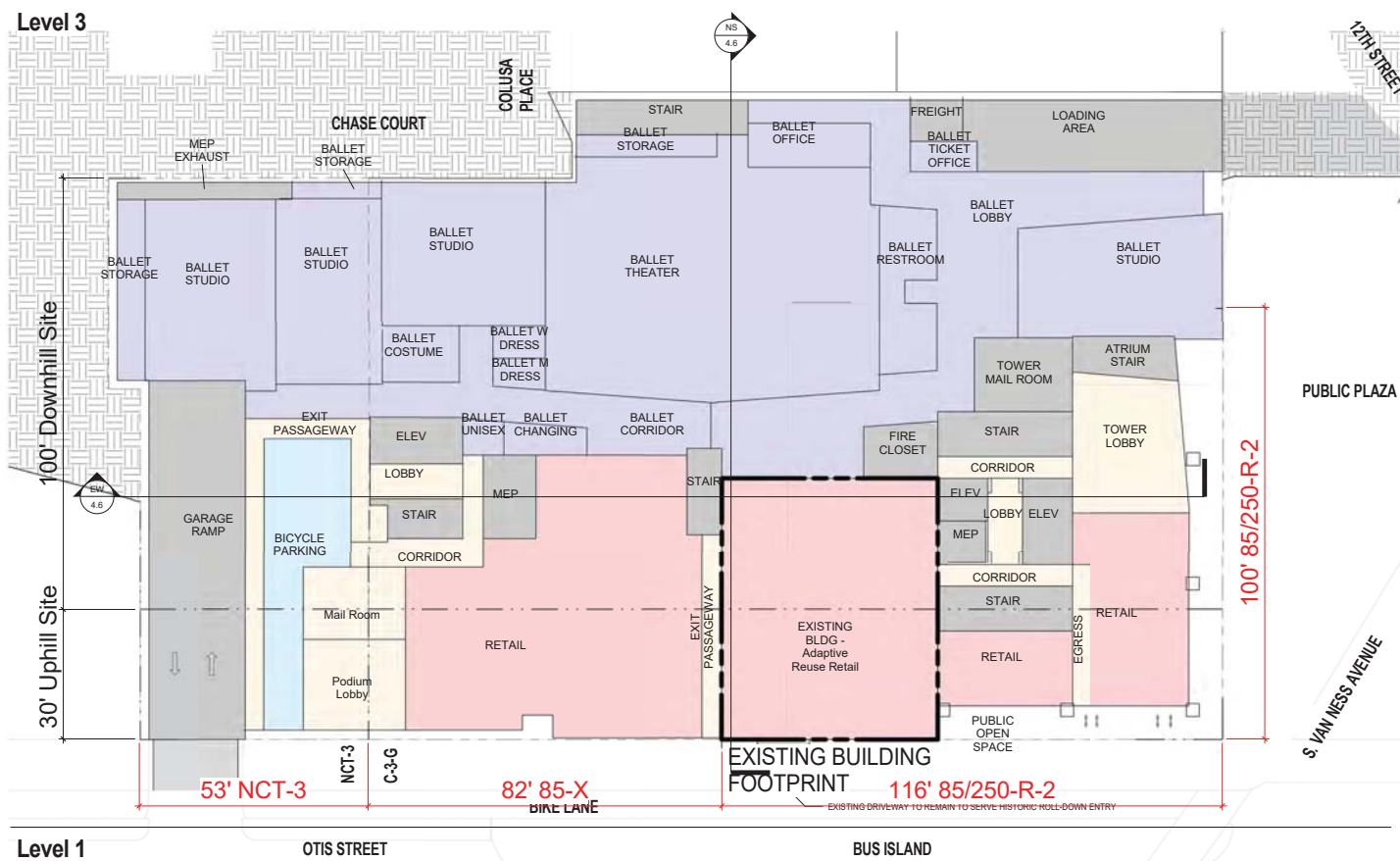
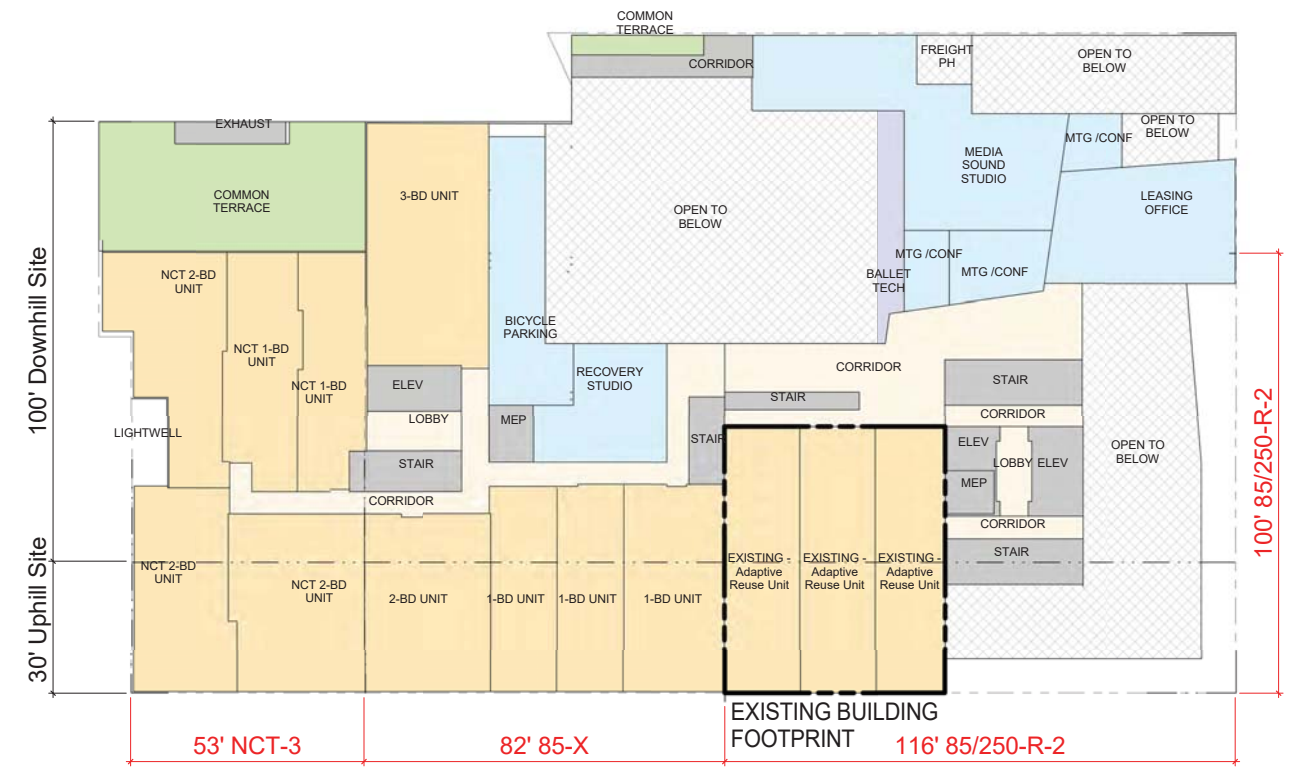
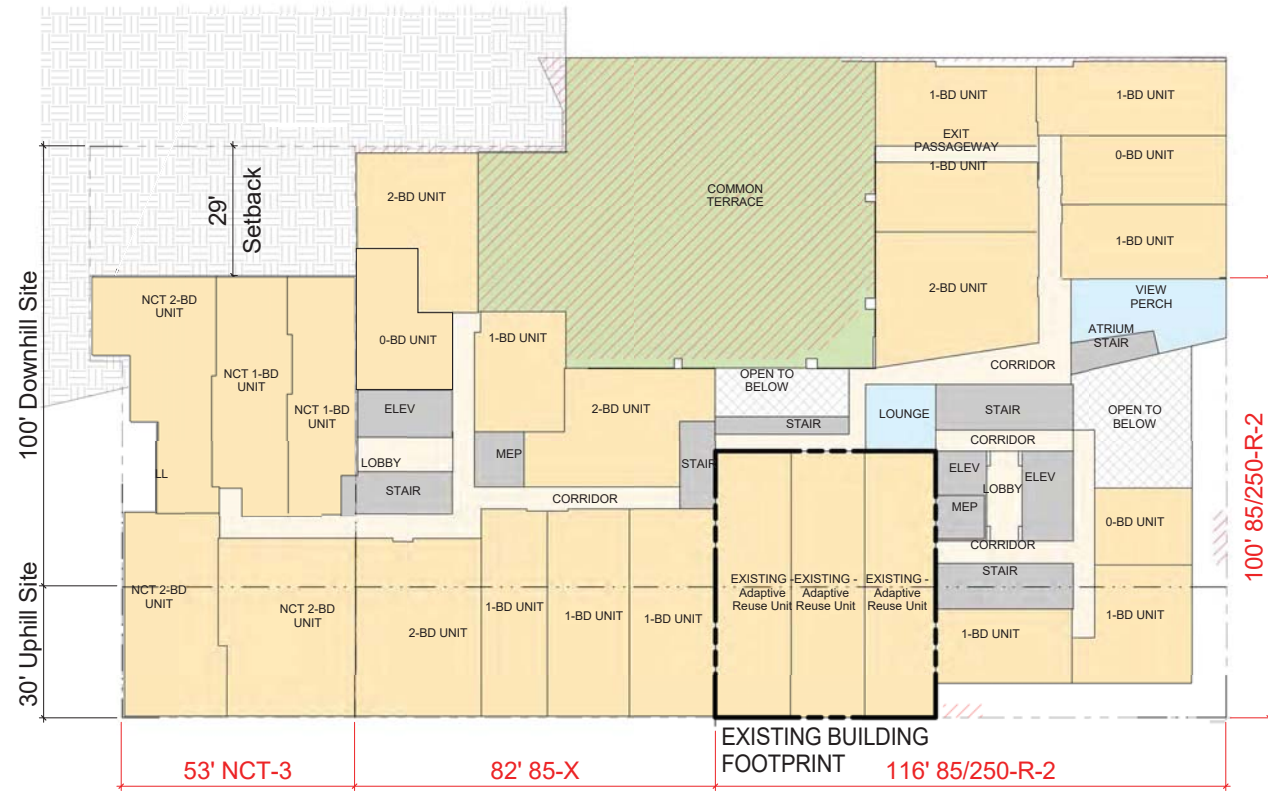
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- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

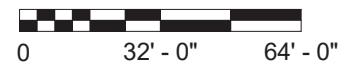
Partial Preservation - Axon

HRE.04.1



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- Building Operations
- Residential Circulation
- Residential Common Area
- Ballet School

- Retail
- Residential Units
- Residential Common Area
- Exterior / Open Space

Partial Preservation - Plans

HRE.04.2

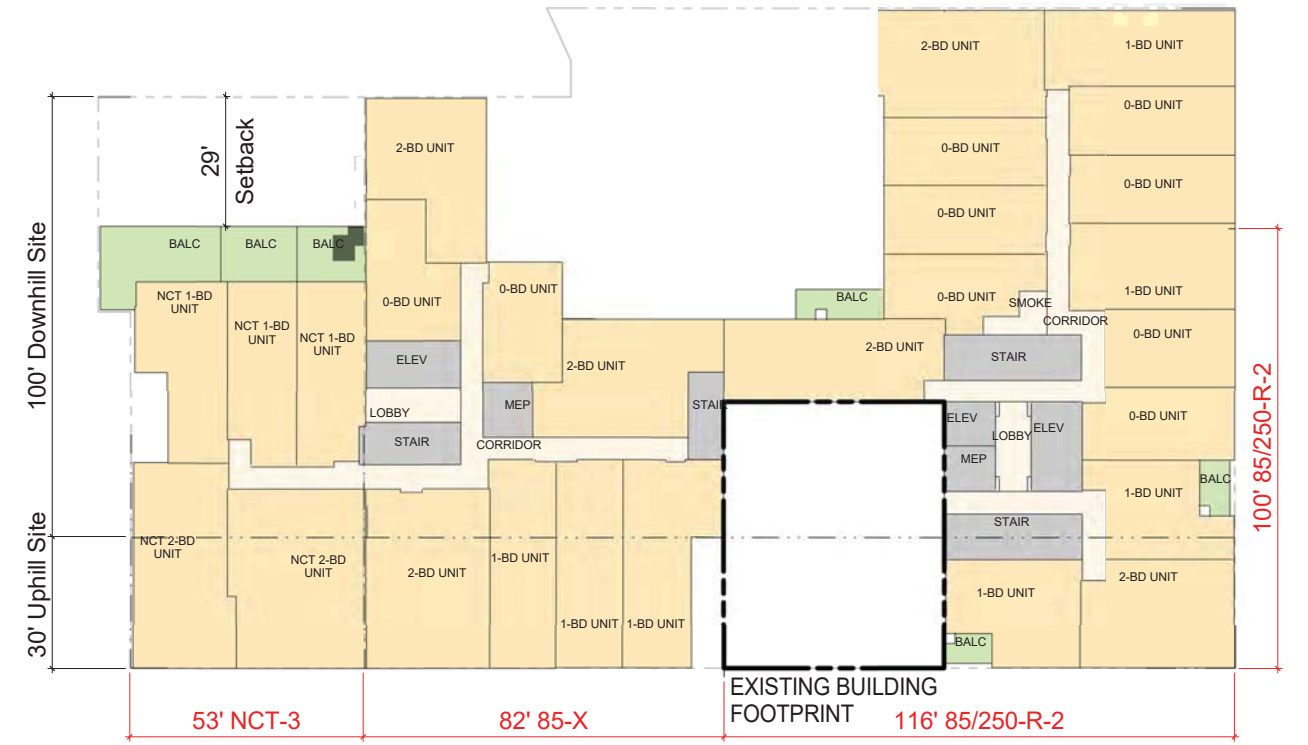
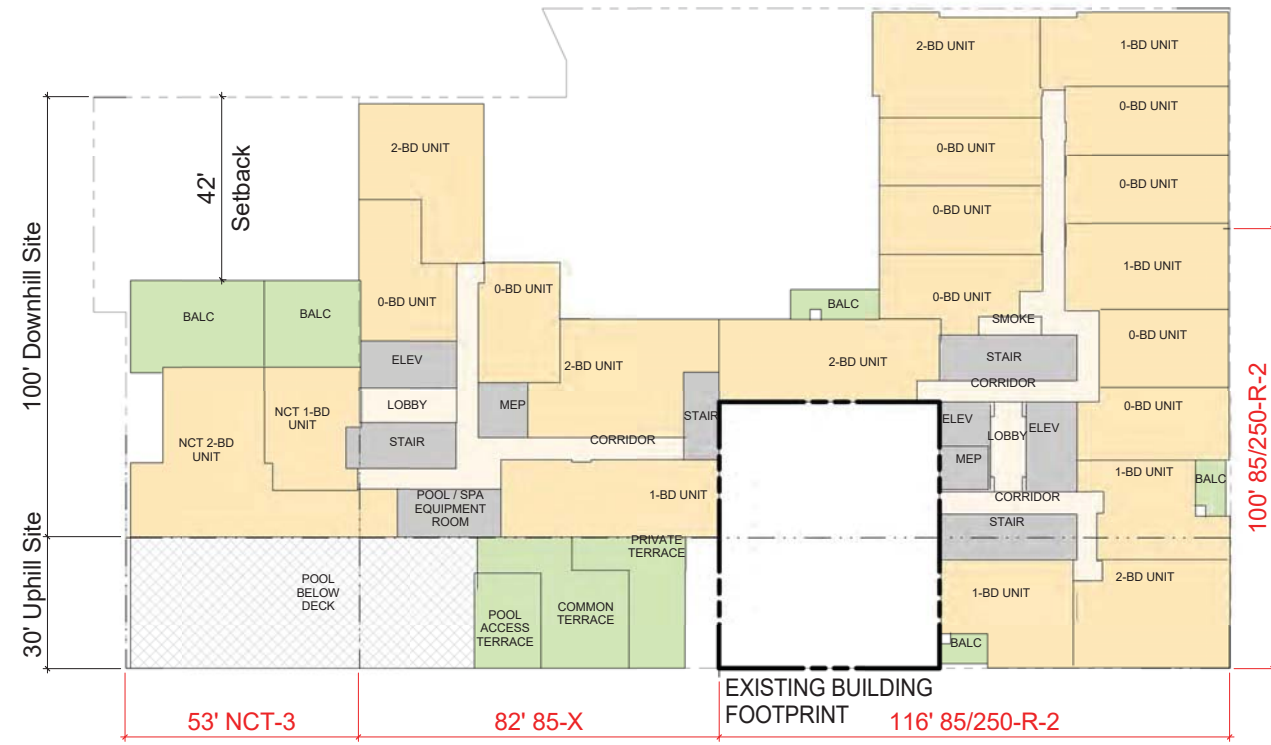
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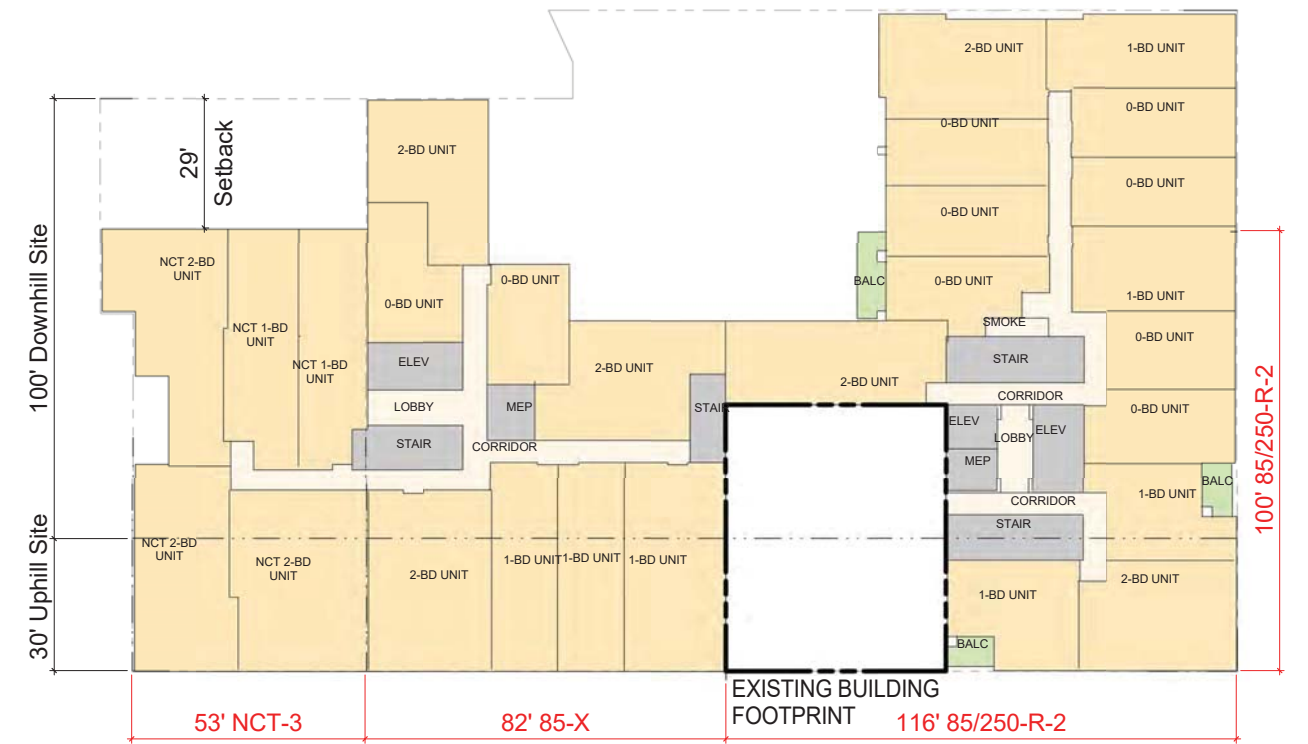
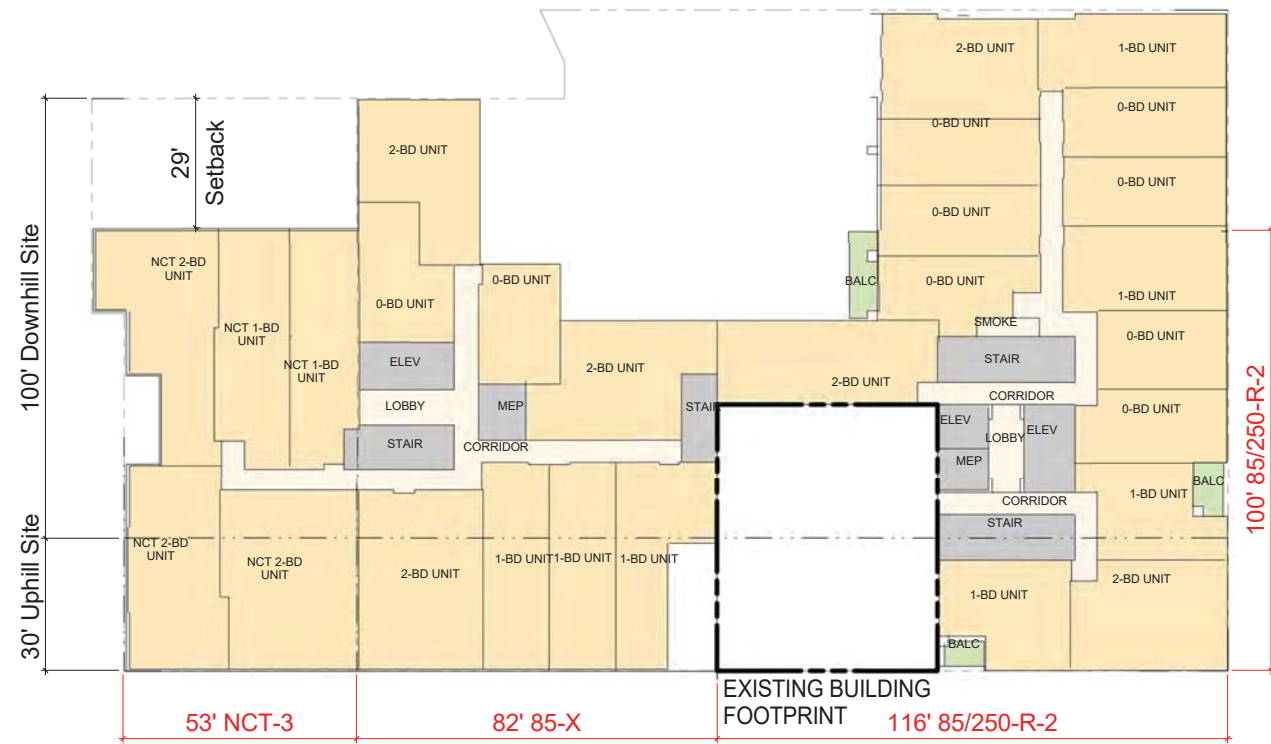
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Level 8

Level 6



Level 5

Level 4

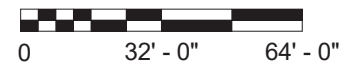
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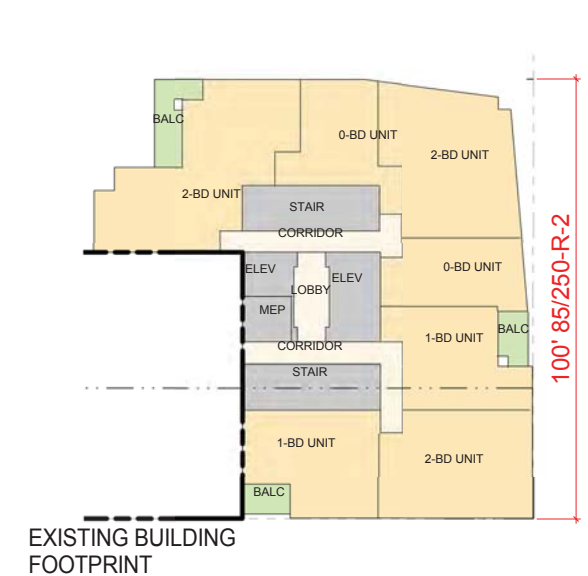
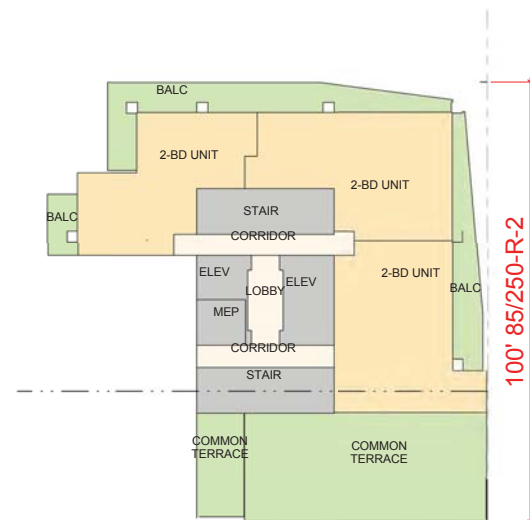
- Building Operations
- Residential Circulation
- Residential Common Area
- Exterior / Open Space
- Ballet School
- Retail
- Residential Units
- Exterior / Open Space

Partial Preservation - Plans

HRE.04.3

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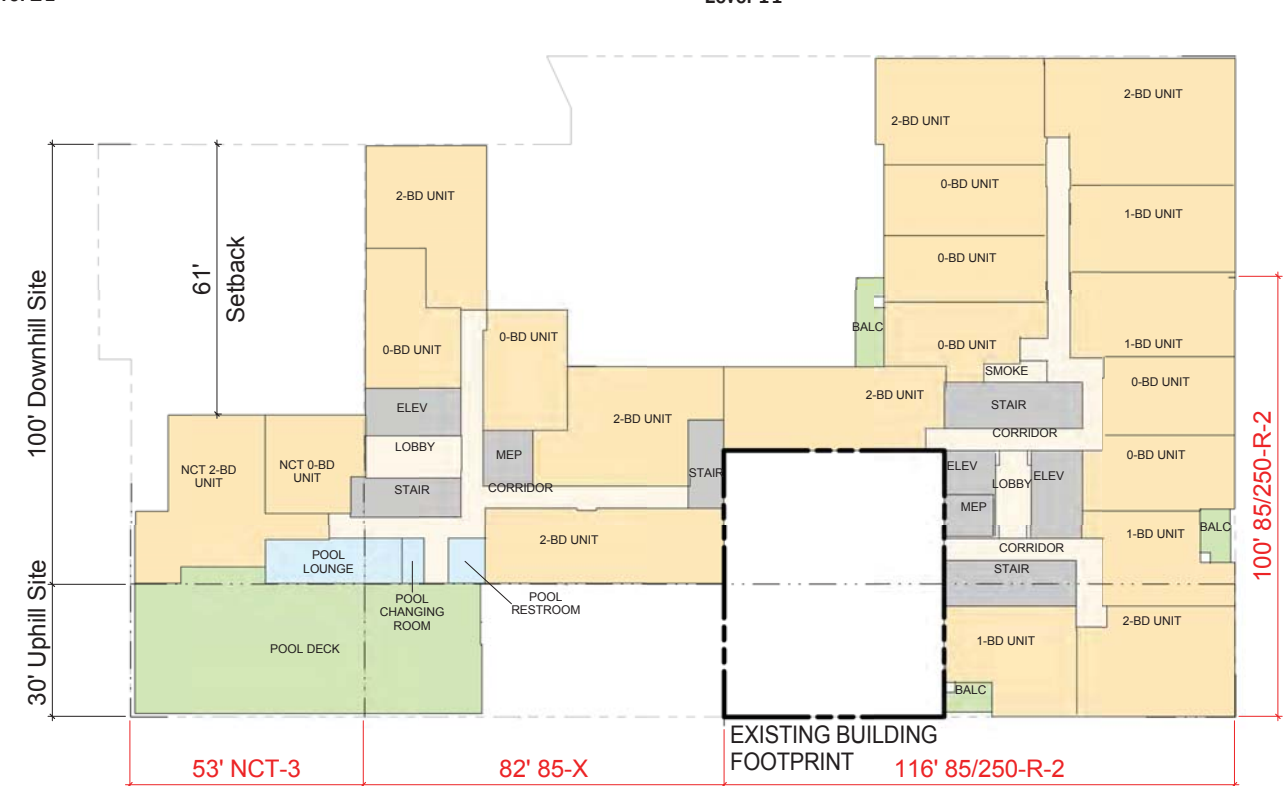
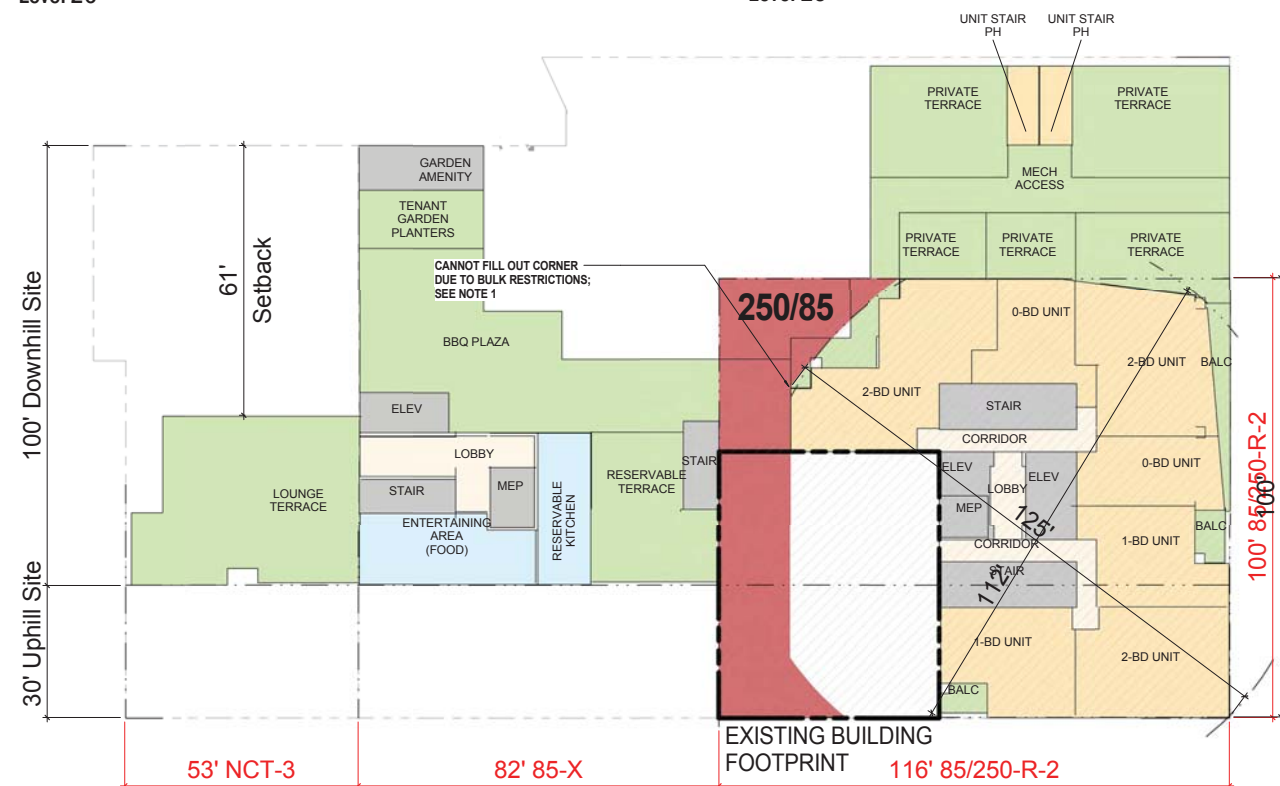


Level 26

Level 25

Level 21

Level 11

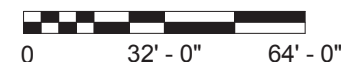


Level 10

Level 9

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NOTE 1: BULK DISTRICT COMPLIANCE | SF PLANNING CODE SEC. 270(f) and 270(e)

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(2) Tower Bulk and Spacing. All portions of structures above the podium height as described in Section 263.19 shall meet the following bulk limitations, as illustrated in Chart C.

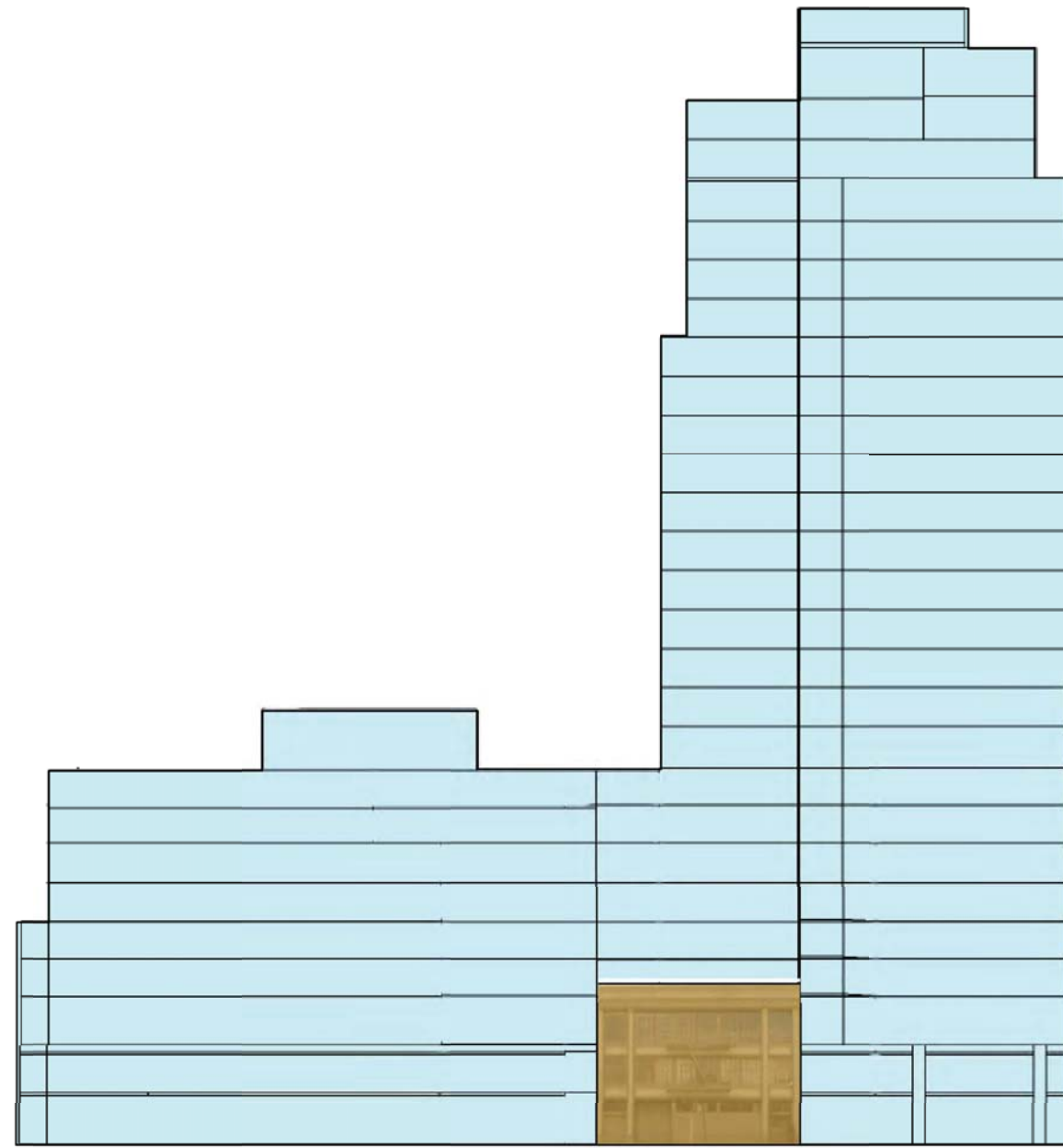
(B) Buildings between 241 and 300 feet in height may not exceed a plan length of 100 feet and a diagonal dimension of 125 feet, and may not exceed a maximum average floor area of 8,500 gross square feet.

- Building Operations
- Residential Circulation
- Residential Common
- Ballet School
- Retail
- Residential Units
- Exterior / Open Space

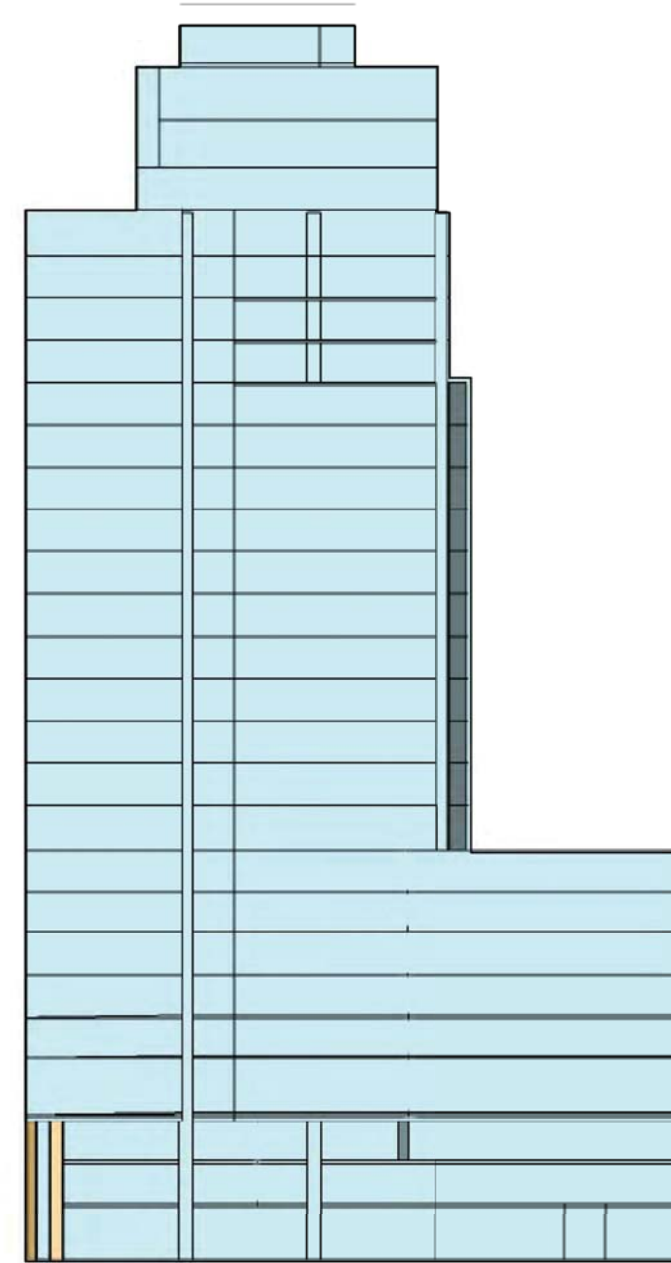
Partial Preservation - Plans

HRE.04.4

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South Elevation



East Elevation

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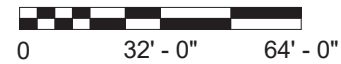
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IMPLEMENTATION

30 OTIS STREET

30 Otis Street
San Francisco, CA 94103

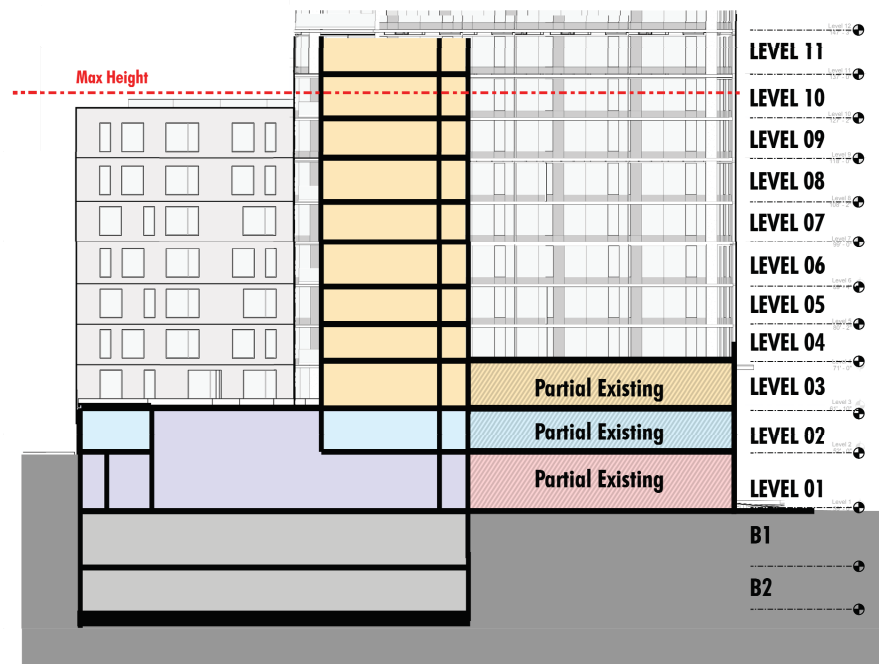
NOTE: These sheets reflect an in-process view of the
curtain wall and exterior window design. Windows and
curtain wall mullions will be adjusted for appropriate
locations for unit plans.



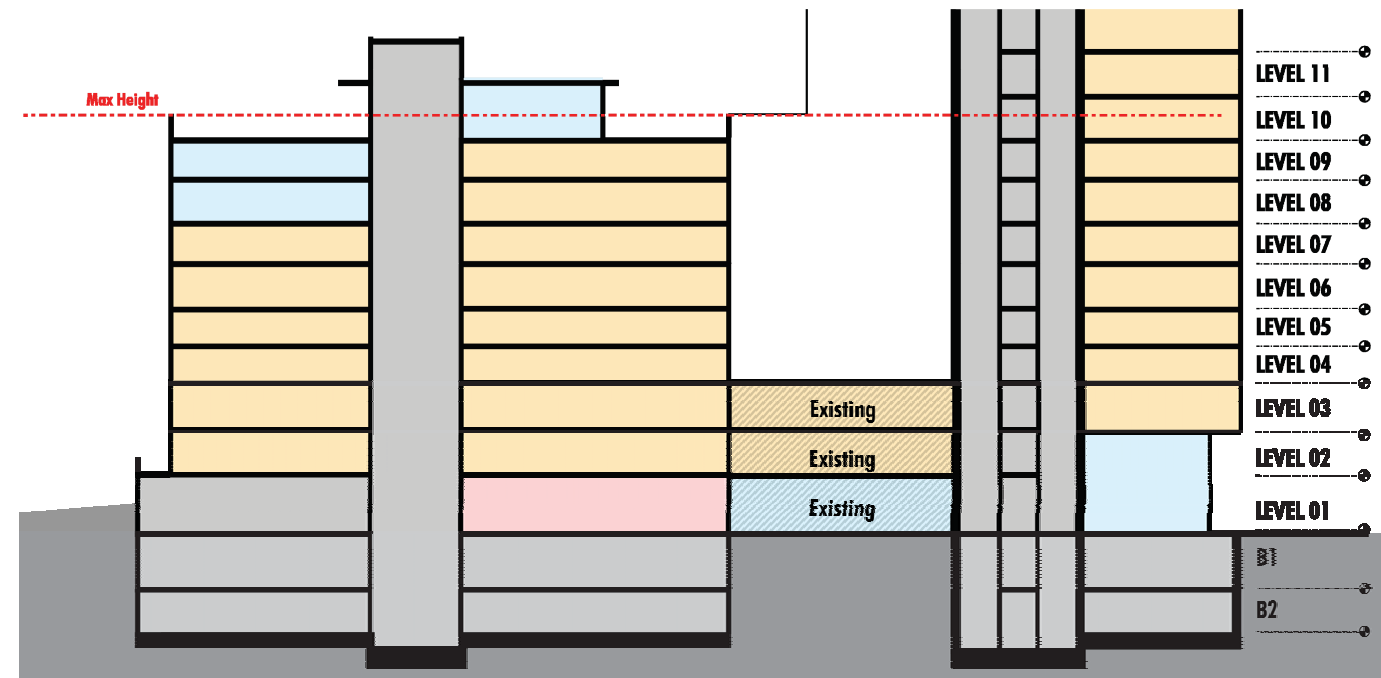
- NEW CONSTRUCTION
- ADDITION
- EXISTING BUILDING

Partial Preservation - Elevations

HRE.04.5



NS SECTION -
LOOKING EAST



EW SECTION -
LOOKING NORTH

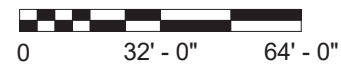
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locations for unit plans.

Partial Preservation - Section

HRE.04.6



Otis Street - Looking Northeast



Van Ness - Looking South

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Partial Preservation - Massing

HRE.04.7