



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** February 8, 2017  
**TO:** Historic Preservation Commission  
**FROM:** Marcelle Boudreaux, Preservation/Current Planner  
[Marcelle.boudreaux@sfgov.org](mailto:Marcelle.boudreaux@sfgov.org) 415-575-9140  
**REVEIUED BY:** Tim Frye, Historic Preservation Officer  
[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org) 415-575-6822  
Tina Tam, Senior Preservation Planner  
[tina.tam@sfgov.org](mailto:tina.tam@sfgov.org) 415- 558-6325  
**RE:** **Informational**  
**Oceanwide Center/ 50 1<sup>st</sup> Street Interpretive Display – Version 2**  
**Case No. 2006.1523E**

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

## PROCESS

On June 15, 2016, a version of the historic interpretive display for the Oceanwide Center project was presented before the Historic Preservation Commission for review and comment. At that hearing, the Commissioners reviewed the original proposal and provided comments, as follows:

- Incorporate wayfinding measures for purpose of directing pedestrians to historic display
- Revise and elaborate on display design
- Include more narrative content about history of area and of buildings
- Connect existing area landmarks with content
- Explore placing additional displays around site
- Investigate an interactive kiosk with the City Archivist
- Return to Historic Preservation Commission for final review

The Project team incorporated feedback from the Commissioners and Staff to develop Version 2 of the Oceanwide Center historic interpretive display. Staff has determined that this revised version meets the requirements of the Mitigation Measure #2. *Public Interpretive Displays (Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b)*, and incorporates input from the HPC, as appropriate.

## BACKGROUND

As part of the Community Plan Exemption published for the proposed 50 1<sup>st</sup> St/ Oceanwide Center project (Case No. 2006.1523E), the Project Sponsor agreed to Mitigation Measure #2. *Public Interpretive Displays (Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b)*. This mitigation measure required review and comment from the Historic Preservation Commission (HPC) and needed to occur prior to the demolition of existing structures on the project site. This review and comment occurred at a public hearing of the Historic Preservation Commission on June 15, 2016 (Resolution No. 765).

## PROJECT DESCRIPTION

### Version 2 – Current Proposal

The content has been expanded for incorporation into the interpretative displays, and contains the images and history on the following:

- *SoMa Context, including pre- and post-1906 earthquake, German/ Jewish businesses and First and Mission District*
- *62 First Street – Neustadter Building – Clothing Manufacturers*
- *78 First Street – Marwedel Building – Tool Manufacturers*

As designed by Foster + Partners, C&G Partners, Page & Turnbull, and Heller Manus Architects, the interpretative display is proposed as an integrated history promenade composed around display cases with text, images (maps and photographs), artifacts, illustrations and quotes/ bas reliefs incorporated into the paving. The location of the historic interpretive program is within Elim Alley, a pedestrian passage crossing through the Oceanwide development site. Elim Alley is accessible at one end from First Street and the other from Ecker Street (a pedestrian way), and interconnects with the Project's pedestrian walkways from the Urban Room and the Mission Street Pocket Park and walkway. The historic interpretive promenade is composed of various and diverse elements as illustrated in the Project Sponsor's submittal.

## STAFF ANALYSIS

The Department finds the location of Version 2 of the historic interpretative display for the Oceanwide Center project, developed as a historic promenade in Elim Alley, is situated in and along a pedestrian passage to be adequate and very accessible to the public. The location of the exhibit allows for public dissemination of the area's history as well as a prominent view of the various and diverse displays. The content is adequate and reflective of the project site and neighborhood's former commercial history and associations with manufacturing in the first half of the 20<sup>th</sup> century. In addition, the content of the interpretative display accurately reflects the history of the project site and its association with the post-1906 earthquake development in this area.

Staff will continue to work with the consultant and sponsor to finalize the interpretive display content and design, including text, images and materials, prior to final approval. Final approval of the interpretive display shall occur before Planning Department approval of Addendum No. 2 (First Street Tower). Completion of this mitigation measure is upon installation of the interpretive display.

## ATTACHMENTS

- Historic Preservation Commission, Resolution No. 765 (June 15, 2016)
- **Oceanwide Center - Elim Alley History Walk** Interpretative Display submission – Oceanwide Center LLC, Foster + Partners, C&G Partners, Heller Manus Architects, Page & Turnbull
- Interpretive Plan (narrative & photographs) - Page & Turnbull
- Oceanwide Center Selected images from Exhibit B, Case 2006.1523DNX: project site plan, project renderings





# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Resolution No. 765

HEARING DATE: JUNE 15, 2016

*Case No.:* 2006.1523E  
*Project Address:* Oceanwide Center/ 50 1<sup>st</sup> Street  
*Zoning:* C-3-O (SD) (Downtown, Office: Special Development)  
550-S and 850-S-2 Height and Bulk Districts  
Transit Center C-3-O (SD) Commercial Special Use District  
Transit Center District and Downtown Plan Areas  
*Block/Lot:* 3708/003, 006, 007, 009, 010, 011, 012 and 055  
*Project Sponsor:* Foster and Partners, Page and Turnbull, Heller Manus  
*Staff Contact:* Marcelle Boudreaux – (415) 575-9140  
[Marcelle.boudreaux@sfgov.org](mailto:Marcelle.boudreaux@sfgov.org)  
*Reviewed By:* Tim Frye, Historic Preservation Officer  
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Tina Tam, Senior Preservation Planner  
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ADOPTING FINDINGS RELATED TO HISTORICAL RESOURCES MITIGATION MEASURE MITIGATION MEASURE #2 PUBLIC INTERPRETATIVE DISPLAYS (IMPLEMENTING TRANSIT CENTER DISTRICT PLAN PEIR MITIGATION MEASURE M-CP-3B) FOR THE PROPOSED DEMOLITION AND NEW CONSTRUCTION AT THE OCEANWIDE CENTER/ 50 1<sup>ST</sup> STREET PROJECT (LOTS 003, 006, 007, 009, 010, 011, 012, AND 055 IN ASSESSOR'S BLOCK 3708), WITHIN THE 550-S AND 850-S-2 HEIGHT AND BULK DISTRICTS, THE C-3-O (SD) (DOWNTOWN OFFICE – SPECIAL DEVELOPMENT) ZONING DISTRICT, THE TRANSIT CENTER C-3-O (SD) COMMERCIAL SPECIAL USE DISTRICT, AND THE TRANSIT CENTER DISTRICT PLAN AND DOWNTOWN PLAN AREA.

### PREAMBLE

1. On April 1, 2016 the Planning Department published a Community Plan Exemption (CPE) certificate that determined that the project did not require further review under Section 15183 of the CEQA Guidelines and Public Resources Code Section 21083.3. The Project is consistent with the adopted zoning controls in the Transit Center District Plan and was encompassed within the analysis contained in the Transit Center District Plan Final EIR.
2. On May 5, 2016, the San Francisco Planning Commission approved the Project, and also affirmed the accuracy and adequacy of the CPE (2006.1523E) authorizing the proposal. The proposed project includes full demolition of one known historical resource (62 First Street) and partial demolition, and rehabilitation, of one known historical resource (78 First Street), the rehabilitation of an historical resource (88 First Street), the demolition of three non-historic commercial buildings, and the new construction of two towers, measuring a maximum occupied height of 605 feet (Mission Street

Tower) and 850 feet (First Street Tower), sharing a four-story basement, for a project containing 265 residential units, a 169 room tourist hotel, approximately 1.08 million gross square feet of office space, and 5,000 square feet of retail space, on eight lots plus vacation of portions of Jessie Street and Elim Alley. The base of the First Street Tower is proposed with a 68-foot-tall Urban Room, or indoor park, which would create a signature public space in the Transit Center District, also fulfilling a substantial portion of the Project's total on-site public open space requirement.

3. As part of the Community Plan Exemption published for 50 1<sup>st</sup> St/ Oceanwide Center (Case No. 2006.1523E), Mitigation Measure #2. Public Interpretative Displays (*Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b*) stated that the Project Sponsor (Oceanwide Center LLC) would:

Prior to demolition or substantial adverse alteration of historical resource(s) that are significant due to event(s) that occurred in the building at the development site, the project sponsor of a development project in the Plan area shall develop, in consultation with Planning Department preservation staff, a permanent interpretative program/and or display that would commemorate such event(s). The program/display would be installed at a publicly accessible location, either at or near the project site or in another appropriate location (such as a library or other depository). The content and location of the display shall be presented to the Historic Preservation Commission for review and comment.

This mitigation measure requires review and comment from the Historic Preservation Commission and needs to occur prior to demolition.

4. On June 15, 2016, the Department presented the proposed interpretative display to the Historic Preservation Commission for review and comment. The Commission's comments on the adequacy, proposed general outline and content, and location of the interpretative display would be forwarded to the Environmental Review Officer for confirmation of compliance with Mitigation Measure #2. *Public Interpretative Displays (Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b)* of the 50 1<sup>st</sup> St Street (2006.1523E) Community Plan Exemption under the Transit Center EIR. The Commission requests Staff to continue to work with the Project Sponsor on the interpretive display content and design, including text images and materials, prior to final iteration, which shall be reviewed again by the Historic Preservation Commission prior to final approval and installation.

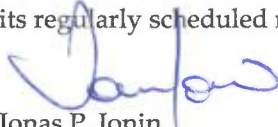
**THEREFORE BE IT RESOLVED** that the Historic Preservation Commission has reviewed the proposed interpretative display for the Oceanwide Center/ 50 1<sup>st</sup> Street project, on Lot 003, 006, 007, 009, 010, 011, 012 and 055 in Assessor's Block 3708, and this Commission finds the interpretative display is in general fulfillment of Mitigation Measure #2. Public Interpretative Displays (*Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b*), directs Staff to continue to work with the Project Sponsor on the interpretive display content and design, including text images and materials, prior to final iteration, which shall be reviewed again by the Historic Preservation Commission prior to final approval and installation, and has provided the following comments:

- Incorporate wayfinding measures for purpose of directing pedestrians to historic display
- Revise and elaborate on display design

- Include more narrative content about history of area and of buildings
- Connect existing area landmarks with content
- Explore placing additional displays around site
- Investigate an interactive kiosk with the City Archivist
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**BE IT FURTHER RESOLVED** that the Historic Preservation Commission hereby directs its Recording Secretary to transmit this Resolution, and other pertinent materials in the Case File No. 2006.1523E to the Environmental Review Officer (ERO).

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission at its regularly scheduled meeting on June 15, 2016.

  
Jonas P. Ionin  
Commission Secretary

PRESENT: Hyland, Hasz, Johnck, Johns, Matsuda, Pearlman

ABSENT: Wolfram

NAYES: None

ADOPTED: June 15, 2016

Selected pages from Exhibit B: 2006.1523DNX

Section 309 Downtown Project Authorization

For the Oceanwide Center/ 50 1<sup>st</sup> Street project



## Public Realm

## Public Spaces

1. New Path of Jessie Street
2. Improved Ecker Street
3. Widened Elim Alley
4. Widened Sidewalks
5. Urban Room, Café Terraces
6. Pocket Park, Juice Bar
7. Bicycle Elevators

## First Street Tower

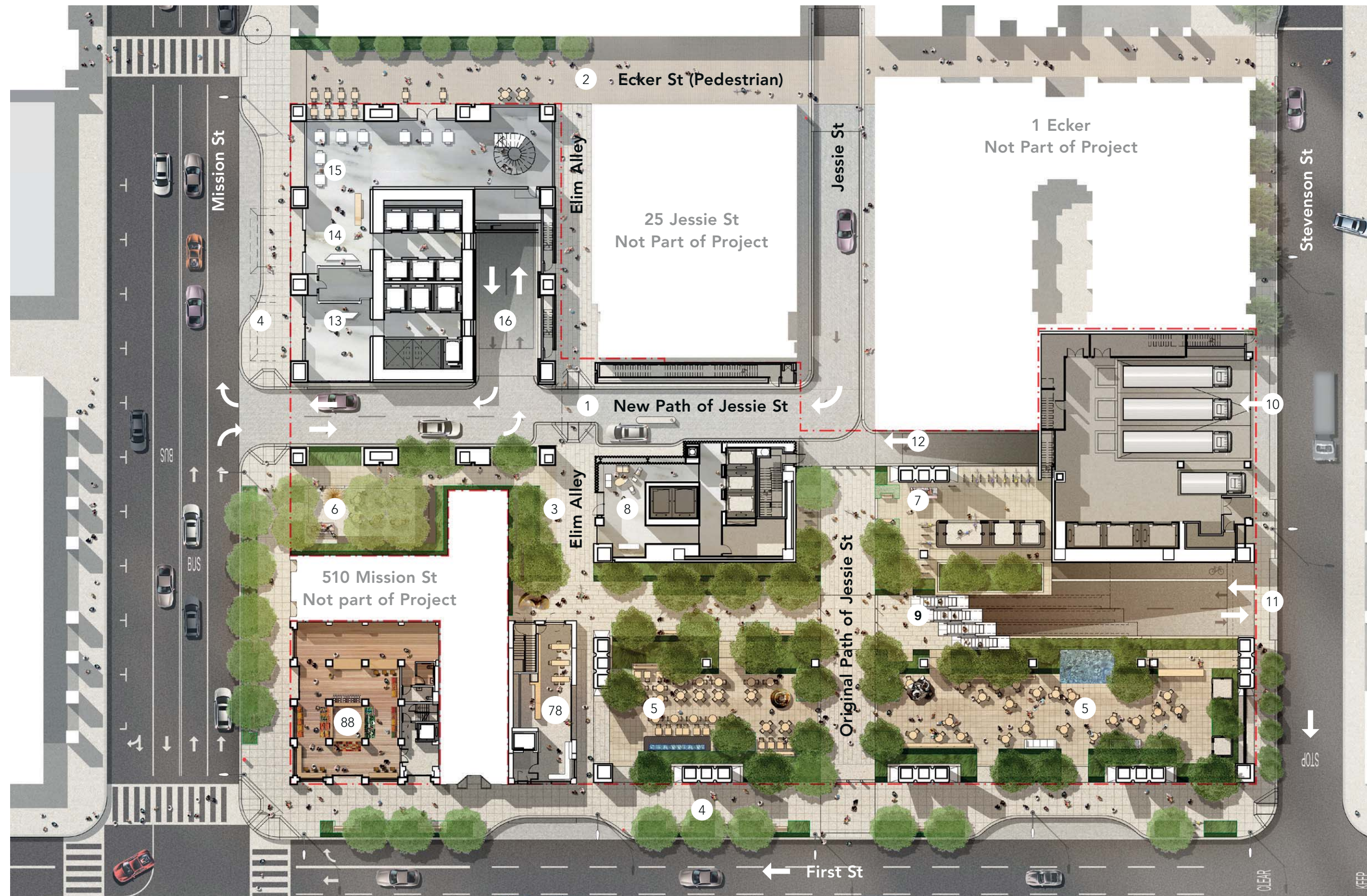
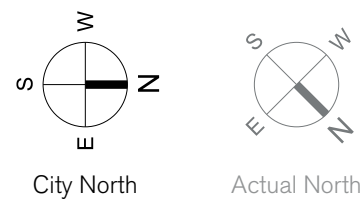
8. Residential Entrance
9. Office Entrance Escalators
10. Loading Bay Entrance
11. Parking Entrance and Exit
12. Parking Exit Ramp

## Mission Street Tower

13. Residential Entrance
14. Hotel Entrance
15. Restaurant
16. Parking Entrance and Exit

### Restored Historic Buildings

17. 78 First Street, Café  
18. 88 First Street, Retail







The urban room from the public viewing terrace.





Proposed pocket park along Mission Street between the 518 Mission Street Tower and 510 Mission Street, linking Mission Street to the new urban room.





Proposed Ecker Street with 518 Mission Street Tower on the right.



## INTERPRETIVE DISPLAY CONTENT

### 5. 62 FIRST STREET: NEUSTADTER BROS. BUILDING

62 First Street, formerly in the location of the First Street Tower at Oceanwide Center, was historically known as the Neustadter Bros. Building. In 1917, the building was commissioned by the owners of one of the largest clothing manufacturers in San Francisco. Neustadter Bros. was originally founded by Louis and Henry Neustadter during the Gold Rush and specialized in men's work clothing. The growing population of gold miners and other male laborers coming to San Francisco provided a profitable customer base. The company became famous for their "Boss of the Road" overalls and the "Standard" work shirt, brand names that are still known to denim collectors today.

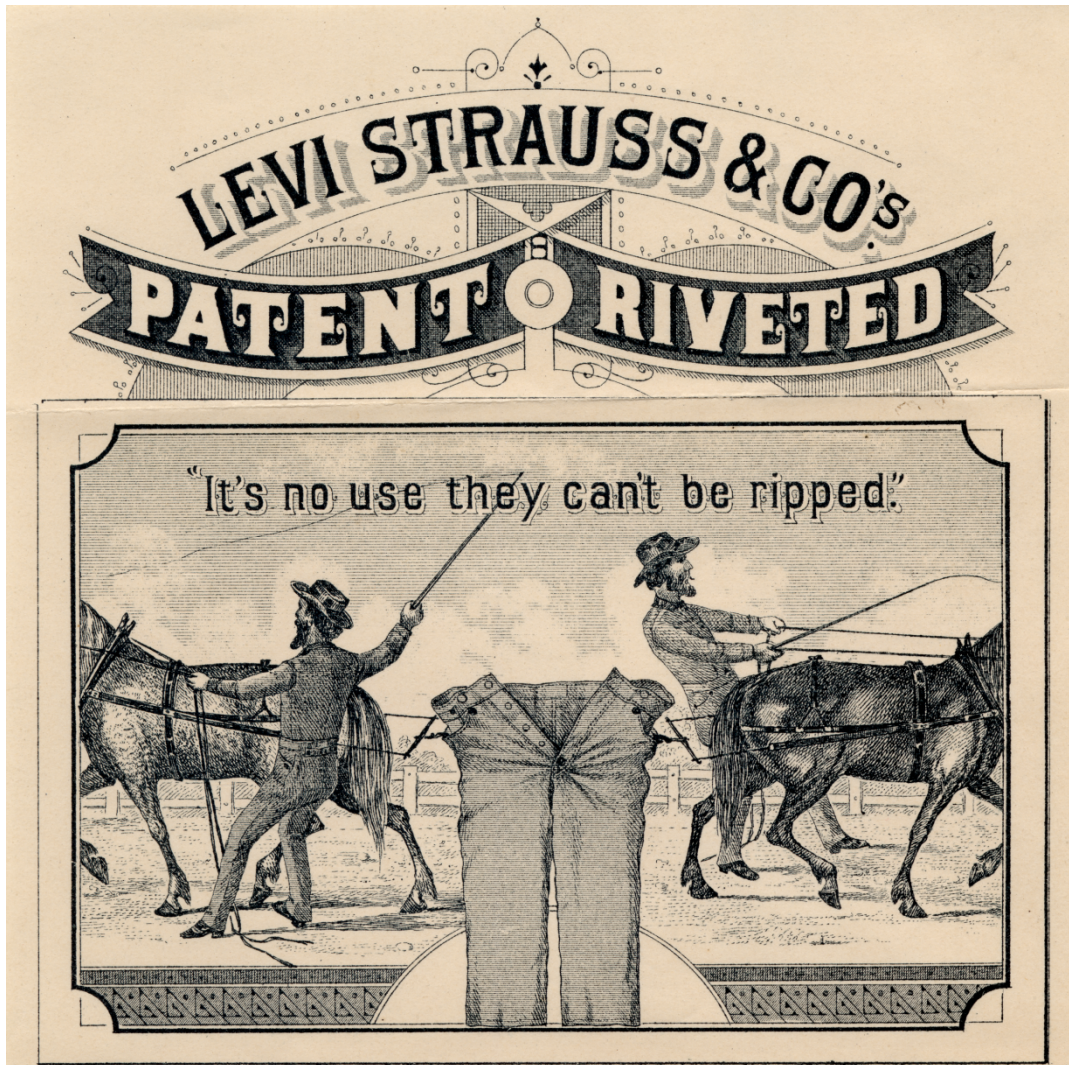
Jacob and David Neustadter and Joseph Rosenbaum ran the company during the early decades of the twentieth century and constructed 62 First Street for office use with a showroom on the ground floor. The Neustadter Bros. factory was located at Gough and Grove streets, and a retail shop was located at Sansome and Pine streets. They also maintained a headquarters in Portland, Oregon. 62 First Street served as retail space and offices from 1917 through 1932, when the company moved to Market Street.

Neustadter Bros. competed directly with the Levi Strauss Company, its contemporary rival for dominance in the workmen's clothing market. While Neustadter Bros. eventually declared bankruptcy, at the turn of the twentieth century the company was one of the largest and best known men's furnishings distributors on the West Coast.

#### **Architect**

The original architect of 62 First Street was Sylvain Schnaittacher (1874-1926), a prominent San Francisco architect in the early decades of the twentieth century. Schnaittacher started his own practice in 1901. He was among the major figures in the rebuilding of San Francisco's downtown after the earthquake and fires of 1906. One of Schnaittacher's best known works is Temple Emanu-El (1924-26), which he designed in association with Bakewell & Brown, with consultation from Albert Lansburgh and Bernard Maybeck.

## PHOTOGRAPHS & CAPTIONS



62 First Street, The Neustadter Bros. Building

Source: Unknown

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PRESERVATION TECHNOLOGY





**62 First Street, The Neustadter Bros. Building (2016)**  
**Source: William Porter Photography**



Ornament above entry at 62 First Street (2016)

Source: William Porter Photography





Cornice ornament of 78 First Street (left) and 62 First Street (right), (2016)

Source: William Porter Photography

## INTERPRETIVE DISPLAY CONTENT

### 3. 76-78 FIRST STREET: MARWEDEL BUILDING

The front portion of 76-78 First Street stands [to the left of this display] and has been rehabilitated, though the building, once long and narrow, has been shortened by removal of the rear half. Originally called the Marwedel Building, 76-78 First Street was constructed in 1908 by Charles F. Marwedel, who established a tools supply business on the same site ca. 1870. Manufacturing equipment, especially small tools and items for small shop owners, mostly had to be ordered and shipped from the East Coast. Seeing an untapped market in San Francisco, Marwedel opened a distribution shop for items like wrenches, screw drivers, and brass and copper sheeting. Marwedel sold tools and supplies to machine shops, foundries and mills, and electricians. The slogan for the company was “Everything for the Shop.” The business was active into the family’s second generation under Marwedel’s son and remained in this location until the late 1930s.

Several other manufacturing companies also had offices at 78 First Street. After Marwedel moved out ca. 1937, the building contained offices for other wholesale and manufacturing companies, as well as financial and engineering companies. In 1945, the ground floor retail area was converted to a restaurant.

#### Architect

The architect of the Marwedel Building was Julius Krafft and Sons. Krafft (1855-1937) was a German born architect who is best known for designing St. Paul’s Lutheran Church at Eddy and Gough streets, which was destroyed by fire in 1995. 76-78 First Street was one of several masonry commercial loft buildings that were constructed in the years following the earthquake on both sides of First Street between Stevenson and Mission streets, as part of the SoMa’s wholesale district. Designed in the American Commercial style, 76-78 First Street is constructed of brick and features a simple two-part vertical block with modified Renaissance and Baroque Revival ornamentation below the parapet. Krafft’s design for 76-78 First Street was published in the 1908 *San Francisco Bulletin*, describing the building as “thoroughly fireproofed with wire-glass windows, metal frames, metal doors, rolling steel shutters and other guards against fire.”

The Oceanwide project included several alterations to the 76-78 First Street building to fully rehabilitate the building and differentiate new materials from the old. The first fifty feet of the existing building is preserved, including the First Street façade and prism glass storefront transoms. A new glass storefront replaced a non-original storefront. The rear portion of the building was demolished, but brick was salvaged to construct a rain screen cladding system for the new rear façade, while new modern openings were inserted to welcome passersby into the ground floor space.

## PHOTOGRAPHS & CAPTIONS

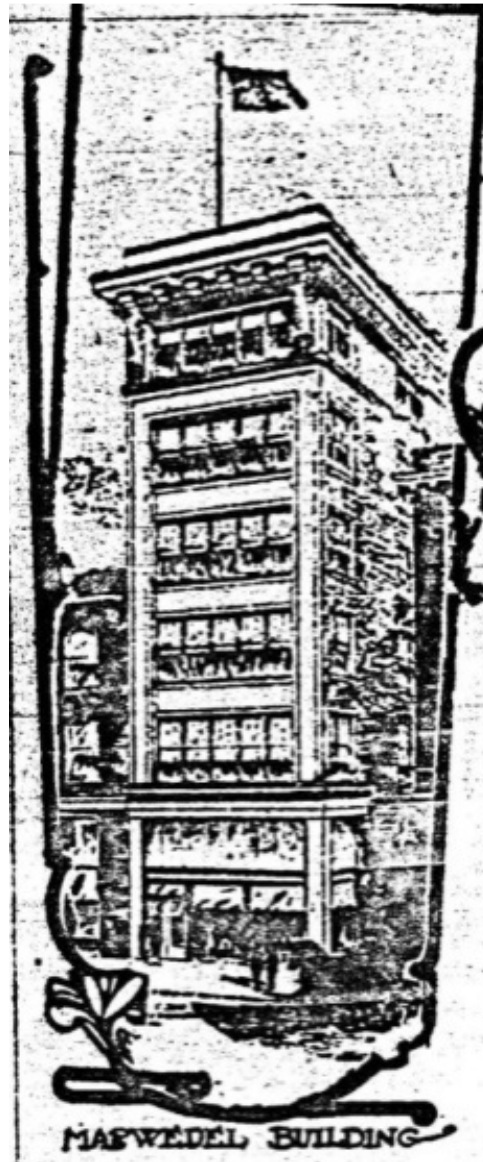


Figure 29. Illustration of the Marwedel Building at 76-78 First Street prior to construction (1908)  
Source: *San Francisco Bulletin*, July 11, 1908



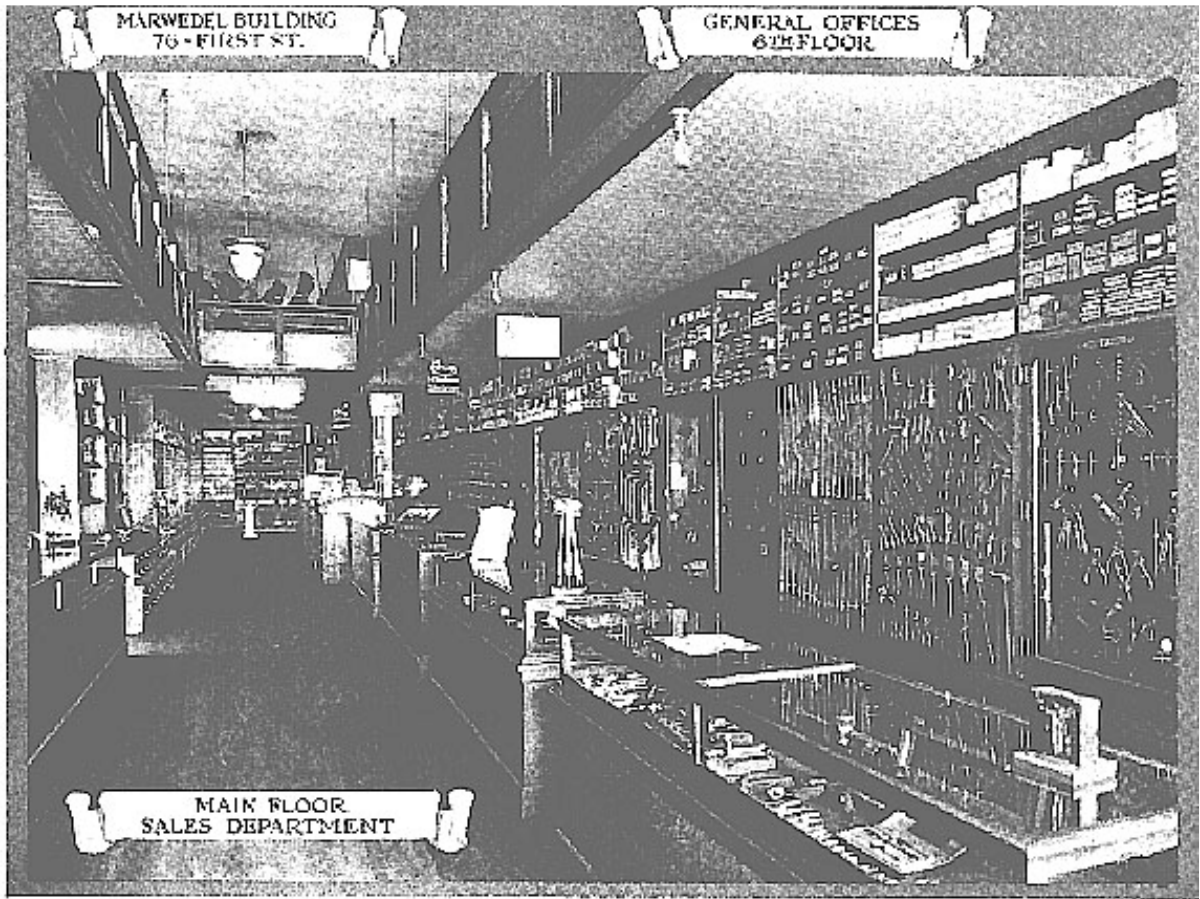
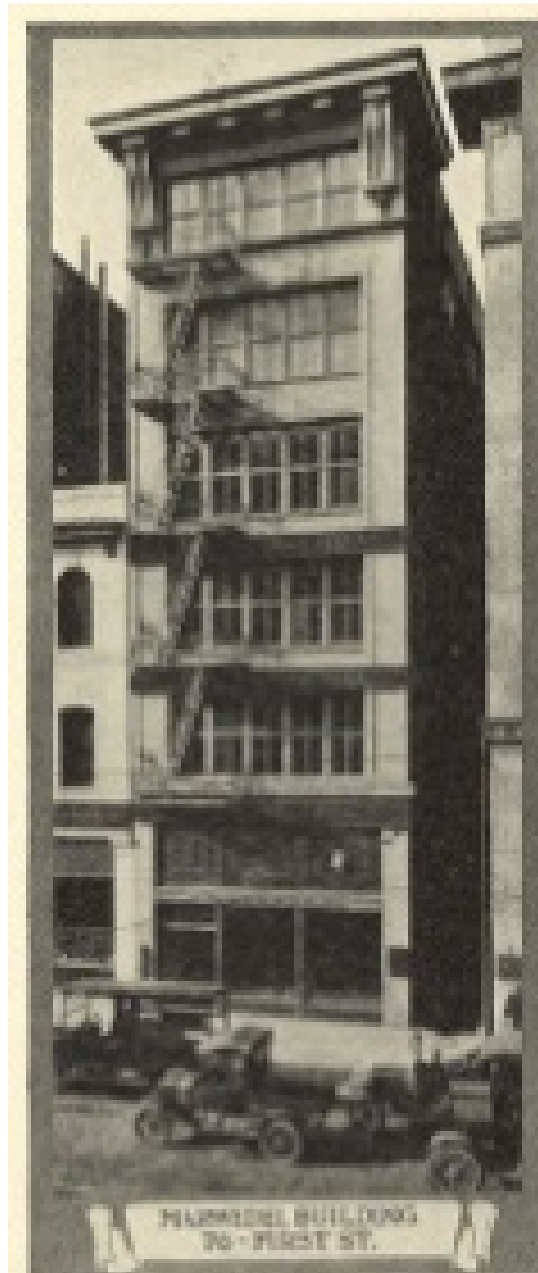


Figure 30. Marwedel Building at 76-78 First Street, interior of ground floor tool sales room (ca. 1920)  
Source: Unknown







**Figure 31. Marwedel Building at 76-78 First Street, ground floor interior (left) and exterior (right), (ca. 1920) Source: Unknown**



76-78 First Street (2016)

Source: William Porter Photography





Rear (southwest) façade of 76-79 First Street (2016).  
Source: William Porter Photography



**Detail of scrolled brackets under cornice at 76-78 First Street (2016)**  
**Source: William Porter Photography**





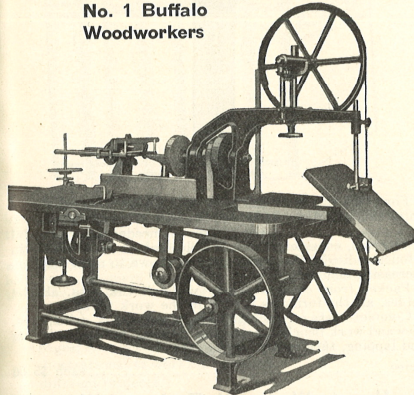
**Cornice ornament of 78 First Street (left) and 62 First Street (right), (2016)**

**Source: William Porter Photography**

### Buffalo Complete Woodworking Machines

- 10 Machines in 1
- |                 |           |
|-----------------|-----------|
| 1 Rip Saw       | 6 Shaper  |
| 2 Cross-Cut Saw | 7 Lathe   |
| 3 Band Saw      | 8 Drill   |
| 4 Planer        | 9 Grinder |
| 5 Jointer       | 10 Sander |

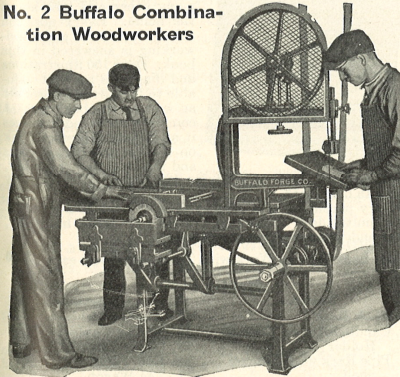
#### No. 1 Buffalo Woodworkers



No. 1 Buffalo Complete Woodworker with iron table and 10-inch planer mandrel, and 10 and 5-inch planer heads and knives. Greatest dimensions of table, 8 feet 7 inches long by 4 feet 7 inches wide. Height of table, 36 inches. Greatest over all length of machine, with spoke equalizer and carriage pulled out, 12 feet.

Net weight, 2500 pounds; shipping weight, 2800 pounds. Larger sizes of wood trimmers may be furnished upon application.

#### No. 2 Buffalo Combination Woodworkers

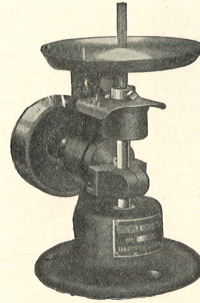


As regular equipment the following are furnished:

- A 3/8-inch band saw.
- 10-inch rip saw.
- 8 3/4-inch emery wheel.
- 6x3-inch safety planer head.
- Wrench for planer head.
- Belt for rip saw and planer.
- Band saw guide.
- Emery wheel guard.
- Guard for shaft.
- Extension for drill.

Ask for full particulars and prices.

### No. 0 Hartford Bench Filing Machines



The No. 0 bench filing machine will save 50 per cent on the cost of dies, metal patterns, templates, flat forming tools and light manufacturing. Jobs are done quickly and cheaply.

This machine is made with a hardened steel spindle, spindle bearings, crank pin, adjustable sleeve to take up the end thrust on the crank shaft, guard to protect all working parts from file chips, thick felt guard to protect upper spindle bearing.

This machine is built of the best material and in perfect alignment, insuring its long life.

In no place are moving parts and their bearings made of the same material, except hardened shaft and bearings.

Fitted with a 5-inch round table that can be tilted either way to produce clearance on dies or draft on metal patterns.

No.	Ht. to Top of Table Inches	Size, TABLE Inches Round Square	Size Pulleys Inches	Speed Pulleys R. P. M.	Weight Pounds	Price Each
0	7 1/2	5 6	1 1/8 x 3 1/2	750	22	\$40.00

### No. 1 Hartford Bench Filing Machines

This machine is strong and rigidly built, having long shaft bearings, with adjustment for wear.

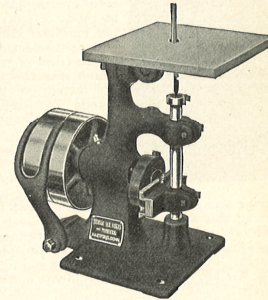
All of the working parts are protected from file chips by a suitable cover which is located under the table.

It is provided with a square table which has many advantages, such as clamping on guides, lining up work, etc.

The table can be tilted or inclined in four directions or in four combinations of two angles out of horizontal.

This feature enables the die-maker or pattern-maker to get the clearance or draft just where he wants it, and by the use of the combined tilt of two angles he can finish corners.

Ordinary files may be used, and the stroke is adjustable from dead center, up to 2 inches.

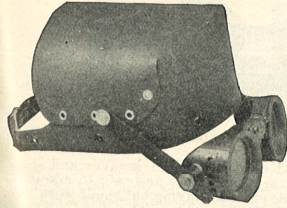


No.	Ht. to Top of Table Inches	Size, TABLE Inches	Size Pulleys Inches	Speed Pulleys R. P. M.	Weight Complete Pounds	Price Each
1	11 1/2	6 1/2 x 6 1/2	1 x 5	600	47	\$50.00

**"Tools, Metals, Shop Supplies," 76-78 First Street**  
**Source: Marwedel Catalogue No. 12, page 329**



### Chambers 20th Century Goggles Helmet and Skeleton Types



The helmet is worn as a shop cap, and goggles, in any position are held firmly in place by tension spring washers. Will not fog or sweat the lens.

There are six adjustments for all possible peculiarities of nose, eyes and head. Screw-

cap lens holder makes it simple to change lenses. Helmet is made of the toughest grade of mechanical fibre and the goggles of Bakelite, both non-conductors of heat and electricity. Will take any standard size clear, laminated non-shatter, amber or smoked lenses.

When fitted with non-shatter lens, is suitable for grinding or chipping work, the price being the same as when fitted with welding lens.

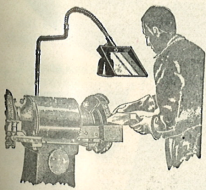
The skeleton helmet type are preferred by many for some classes of work. Has same goggle adjustments as helmet type; staunch, durable and efficient.

Parts for both goggle holders are interchangeable and may be purchased separately if needed.

Packed 12 in a carton. Shipping weight, 11 pounds. Price...each \$4.85



### Acme Grinder Shields



This shield gives absolute protection to the operator of a grinding wheel.

The shield is fitted with non-shattering glass, size 7x9 inches, which not only prevents particles of emery or steel from getting into the workman's eyes, but also protects the head and face in event of larger objects striking the glass. Steel frame in which glass is mounted allows easy changing of glasses.

Price, No. 710, with Lamp Attachment.....each \$12.50  
Price, No. 709, without Lamp Attachment.....each 8.50

### Cover Automatic Rubber Respirators

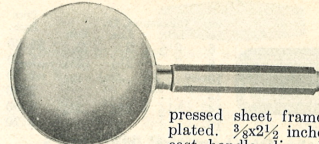


Provided with a closed and protected automatic ventilating valve which operates under all conditions.

The respirator is made of best soft, white rubber and is provided with adjustable elastic bands to quickly attach it to the face.

Price.....each \$2.00

### Magnifying Mirrors



Consists of a powerful magnifying lens, 2 1/4 inches in diameter, mounted in a

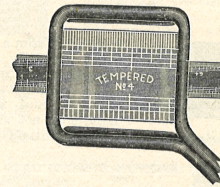
pressed sheet frame heavily nickel plated. 3/8x2 1/2 inches hexagonal die cast handle slips along on a plain

round shank to make a handle 4 inches long. Can be removed, making it convenient for placing in a surface gauge or other instrument. Corrugated hard black rubber handle 8 inches long can also be furnished.

A slip joint hinge insures friction and holds the mirror securely at any angle it is set to. Will not distort lines or objects.

Price.....each \$2.00  
Price, Hard Rubber Handle 8 In. Long, Extra...each .25

### Unbreakable Magnifying Glasses

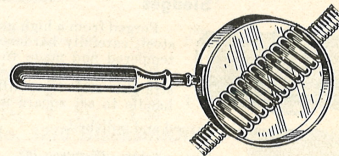


A powerful lens, giving sharp, clean definition. Protected from breakage by a leather frame that takes the shock of impact on hard surfaces.

Glass, 1 1/2 inches square; length overall, 5 inches.

Price.....each \$2.00

### Magnifying and Reading Glasses



Best quality. Mounted in nickel plated frames. Polished wooden handles.

Diameter Inches	Price Each	Diameter Inches	Price Each	Diameter Inches	Price Each
2	\$1.05	3	\$1.50	5	\$6.00
2 1/2	1.20	4	3.00		

### Pocket Magnifying Glasses

Mounted in Rubber

No.	Diam. Lens In.	No. of Lens	Price Each
50	1	1	\$1.10
51	1 1/2	1	1.45
56	1	2	1.20
57	1 1/2	2	1.80

**MARWEDEL  
HAS IT**  
Phone DOuglas 4180  
Motorcycle Delivery

"Tools, Metals, Shop Supplies," 76-78 First Street  
Source: Marwedel Catalogue No. 12, page 383



## INTERPRETIVE DISPLAY CONTENT

### 1. EARLY PERIOD

Long before Europeans arrived on the shores of San Francisco Bay, the area was home to Native American communities. It is estimated that between 7,000 and 10,000 Native Americans lived in the Bay Region prior to European contact. Although little is known about the first human settlers in the area, the earliest known occupation sites in San Francisco have been radio-carbon dated to about 5,000 to 5,500 years ago, and prehistoric middens containing both burials and artifacts have been dated to 2,000 years ago. According to several sources, the northern part of the San Francisco Peninsula was located within the Yelamu tribal territory of the Ohlone. The Ohlone inhabited the land that is now known as San Francisco, while the Coast and Bay Miwok peoples lived to the north and east of the San Francisco Bay.

San Francisco came under Spanish control in the eighteenth century as European powers competed for valuable North American territory and resources. Don Gaspar de Portola led the Spanish overland expedition which first laid European eyes on the San Francisco Bay in 1769, but it would take several more years before Spain established its dominion. European settlement of what is now San Francisco took place in 1776 with the simultaneous establishment of the Presidio of San Francisco by representatives of the Spanish Viceroy, and Mission Dolores by the Franciscans. San Francisco thus served as the northernmost point in a larger network of missions and presidios which ranged from the San Francisco Bay all the way south into Mexico and sought to protect Spanish colonial holdings, maintain control over native populations, and encourage settlement.

In 1821, Mexico declared independence, taking with it the former Spanish colony of Alta (Upper) California, which included the San Francisco Bay Area. Mexico encouraged both Mexican and foreign settlers to develop the sparsely populated territory. In 1833, Mexico secularized the missions and sought to redistribute the substantial land and resources of the Franciscan missions among colonists. This land was converted into vast cattle ranches (or *rancheros*) which produced prodigious amounts of tanned cattle hides and tallow, products both in demand in the United States and England. As a result, increasing numbers of foreign traders began making San Francisco Bay a port of call. Most anchored in Yerba Buena Cove, an excellent natural anchorage protected from wind and storms. Here traders would set up temporary camps while trading manufactured goods for hides and tallow. During the Mexican period a small village grew up around a plaza (today called Portsmouth Square) above a cove in San Francisco Bay, with Englishman William Richardson erecting the first permanent homestead there in 1835. This village, which was called Yerba Buena, served as a minor trading center inhabited by a few hundred people of diverse nationalities.

What is now the South of Market area was a lovely place during the early days of Spanish and Mexican occupation. A traveler disembarking at Yerba Buena Cove would have initially encountered a white pebble beach backed by towering sand dunes. Traveling westward would have taken the visitor over to a small lake sheltered beneath oaks in the vicinity of Second and Minna streets. Looming to the south would have been Rincon Hill, studded with oaks and coastal scrub and rising over 150 feet above San Francisco Bay.

From this hill, the visitor could see Yerba Buena Cove and the much of San Francisco Bay to the south. To the northwest, the traveler would have seen a narrow lush valley filled with oaks and willows. Later called Happy Valley, this area was sheltered from the fierce afternoon winds and fog behind steep sand hills. Just south of Happy Valley was another valley later called Pleasant Valley. Moving westward from Rincon Hill, the traveler would eventually reach a large marsh in the area presently bounded by Mission, Fourth, Folsom, and Tenth streets. The marsh, which drained into Mission Bay via a network of creeks, was reportedly filled with thickets and droves of ducks and other waterfowl.

## 2. HAPPY VALLEY

When Americans first arrived to San Francisco, their main settlement developed around the old Mexican plaza now called Portsmouth Square. The South of Market (SoMa) remained a sprawling expanse of sand dunes, scrub oak, swamps, and streams; one third of the region remained underwater. The first recorded structure on Rincon Hill in South of Market was erected in 1846, the year that the American government first occupied California. As part of an overall reinforcement of San Francisco Bay, the U.S. Army designated Rincon Hill a military reserve and installed a battery armed with 32-pound cannons on the summit. In 1847, surveyor Jasper O'Farrell created a city plan which superimposed an orderly grid of straight streets across the large variety of topography found in SoMa, including the 150-foot outcropping of Rincon Hill and the tidal flats of Mission Bay and Yerba Buena Cove. O'Farrell defined the area's future industrial character by laying out SoMa's blocks to be four times larger than blocks north of Market Street, perhaps reflecting a pre-Gold Rush idea that the land South of Market was less valuable. One advantage of the large blocks was that less grading was required in order to access them.

The population of San Francisco, and the number of residents in the South of Market Area, exploded following the discovery of gold at Sutter's Mill in January 1848. Between 1846 and 1852, the population of San Francisco grew from fewer than one thousand people to almost thirty-five thousand. Real estate values skyrocketed. Despite the physical impediments to growth, including Telegraph and Nob Hills to the north and west and the enormous sand dunes south of Market Street, the Forty-niners began to take possession of habitable sections of SoMa as early as 1851 and established several boatyards at Steamboat Point, located on the beach at the foot of 1st Street, which had deep water access. Sheltered from the harsh onshore winds, the South of Market Area enjoyed some of the sunniest weather in San Francisco. A protected valley in the middle of the sand dunes bounded by SoMa's Market, Howard, First, and Second streets in became known as "Happy Valley" among pioneer miners who erected tents and temporary wood houses in the area. Soon, another valley to the south bounded by Howard, Folsom, First, and Second streets, became a secondary squatter settlement known as Pleasant Valley.

San Francisco's shoreline underwent extensive modifications beginning during the Gold Rush. The original shoreline curved around Yerba Buena Cove as far west as present day Montgomery Street north of Market Street and First Street to the south. Following the discovery of gold in 1848, ships packed with people and

goods flooded the city, often dropping anchor in deeper waters offshore. In 1849 alone, over 800 vessels entered the Golden Gate. The goods these ships carried had to be carted over a half mile of tidal flats. A solution was eventually devised: fill in the shoreline to reduce the distance between land and deep water. San Francisco sold water lots with the condition that the owners fill in the lots with land. As real estate in post-1848 San Francisco was of supreme value, these lots sold quickly. Ships were scuttled in order to claim the land beneath them and subsequently buried. Ship by ship, lot by lot, the original harbor at Yerba Buena was filled in and developed over the course of the next two decades, as various waterfront extension projects filled in the cove with sand from the city's downtown.

Beginning with its early development near the shore of the bay, SoMa contained a mix of foundries and machinery manufacturing—but interspersed with residences for the working, middle, and upper classes alike. By 1850, South of Market was emerging as the city's primary industrial district, a distinction it would claim until the 1906 earthquake. The waterfront was home to several important pioneer foundries, including Pacific Iron Works, Union Iron Works, the Alta Foundry, and Vulcan Iron Works. SoMa became the most productive industrial zone on the West Coast during the Gold Rush years, manufacturing mining equipment and machinery, steam engines and boilers, water wheels, gearing and mill work, and steamboat repairing. Several factors made the area ideal for industry, including the district's large blocks, flat and wide streets which facilitated the transportation of goods and served as firebreaks, as well as wide allies conducive for the unloading of goods and for use as service roads. SoMa's close proximity to railroad heads, waterfront piers, and the downtown business district also enabled its industrial development.

Alongside industrial expansion, the 1850s saw a rise in residential development in the South of Market to the extent that by 1852, it had also become the city's chief residential district. Besides housing a substantial and diverse population of working-class residents, SoMa was home to the city's first enclaves for wealthy residents. Distinctly upper-class communities emerged in South Park and on the southern slope of Rincon Hill, taking advantage of the neighborhood's pleasant climate, panoramic views, and proximity to downtown.

### 3. TAR FLAT

Industry in SoMa developed in several well-defined clusters, with most of the warehouses and shipping operations located directly on the Waterfront and ranging as far back as Second Street. The warehouses were an extremely important component of San Francisco's economy, processing 99 percent of all merchandise imported into the Pacific states and 83 percent of all exports as late as 1880. During the latter part of the nineteenth century, the South of Market area evolved into a mixed-use district composed of brick factories, machine shops, and warehouses on the major arterial boulevards, with dense rows of wood-frame lodging houses and workers' cottages lining the back streets. As the century came to a close, industrial development crept ever westward and southward toward the still suburban Mission District.

With the completion of the Transcontinental Railroad in 1869, immigration swelled the city's population in the latter quarter of the nineteenth century, with Irish, Germans, and Chinese comprising the three largest groups of immigrants. SoMa drew large numbers of migrants to the area for its variety of industries and

need for labor. SoMa's population was composed primarily of Irish immigrant laborers and their families, although the district was also home to a diverse array of immigrants from around the world as well as a small African American population. First Street emerged as the heart of the industrial South of Market area, becoming home to large boarding houses for itinerant sailors and industrial workers, Irish saloons, German groceries, and various industries including a large gas works, Selby Lead Works, and a plethora of workshops and foundries.

The residential area of the South of Market moved westward in the latter half of the nineteenth century in order to make way for larger factories and warehouses at the Waterfront. The Second Street Cut through Rincon Hill in 1869 destroyed homes, led to a precipitous decline in property values, and signaled the demise of SoMa's wealthy enclaves, as residents fled to other distinctly upper-class areas such as Nob Hill. The 1870s witnessed the construction of many inexpensive lodging houses west of Third Street, especially on Mission and Howard streets between Fourth and Ninth streets. Workers' housing filled in the interstitial spaces, particularly along the narrow alleys that had been cut through SoMa's large blocks. Life "South of the Slot" (named for the cable car lines which ran down Market Street) was not particularly comfortable. Harsh, unsanitary, and overcrowded conditions characterized the "Tar Flat," a nickname SoMa acquired due to the noxious, polluting industrial sludge wastes and fumes produced by the area's varied and voracious industries.

By 1890, the South of Market contained fully one-quarter of the boarding houses and one-half of the lodging houses in the city. By 1900, SoMa was the second most densely populated area of San Francisco (following Chinatown), containing one-fifth of the City's total population. While SoMa had by 1905 developed into a built out urban center with a cosmopolitan population and a mix of industrial and residential development, it remained heavily transient in character, with a large number of seasonally employed laborers and up to one quarter of the population unemployed at the turn of the century.

#### 4. SOMA REBORN

The earthquake and fires of April 18, 1906 had a dramatic effect upon the South of Market district. Physical damage was more severe there than anywhere else in San Francisco as a result of unstable fill underlying the neighborhood which was liquefied by the tremors, combined with its many flammable wood-frame residences which were no match for the eleven fires that erupted from broken gas mains in the area. The firestorm that followed the earthquake destroyed nearly every building in SoMa. Some brick and stone commercial and industrial buildings survived, including the Burdette Building on Second Street, the Aronson Building on Third Street, the U.S. Mint on Fifth Street, the U.S. Post Office and Court of Appeals on Ninth Street, and a cluster of brick warehouses on and near Townsend and Second streets. Yet, with few exceptions the South of Market had to be reconstructed after 1906. The reconstruction period saw a change in the aesthetics of Market Street buildings, where fire-proof materials like brick and reinforced concrete were used instead of wood-frame construction. The South of Market area again grew into a major

area of industrial businesses in the early twentieth century, causing a corresponding need for residential accommodations available for working class people.

Unlike much of San Francisco, which was mostly rebuilt along the lines of what preceded it, the 1906 earthquake and fire changed land use patterns and social characteristics in SoMa. Before 1906, housing and industry were intertwined. After the disaster, concerns about safety and commercial efficacy caused landowners to exclude residential uses and reconstruct the district primarily for industrial and commercial uses, with lodging houses and multi-family apartments tucked away on back streets. The largely working-class residents of the district were forced out into the Mission and Potrero Districts; as a result, the South of Market experienced a precipitous decline in population from 1900 to 1910, dropping from 62,000 to 24,000. Most of the remaining residents were single males, many of whom were itinerant maritime or agricultural laborers who would take up residence in the lodging houses when in port or during the winter. The neighborhood commerce evolved to suit the needs of the new transient population. Lunch counters, pawn shops, bars, second-hand furniture and clothing stores, boxing arenas, employment agencies, and church missions began to spring up on the major streets.

The post-quake reconstruction of SoMa was completed within a relatively short time of 15 to 20 years. This rapid pace, combined with the fact that many of the buildings were designed by a handful of architects, resulted in a remarkably uniform building stock. Although there were churches, schools and government buildings, the majority of the buildings took the form of two- to five-story, reinforced brick and concrete loft structures with multi-light steel industrial windows and minimal ornamentation, reflecting the area's shift towards a more heavily industrial rather than residential character by the 1920s. Most of the architects who worked in the area between 1906 and 1925 adhered to a stripped down Classical Revival aesthetic. Residential enclaves of Edwardian-era flats were built on the interior streets of the large blocks.

## 5. 20<sup>TH</sup> AND 21<sup>ST</sup> CENTURY SOMA

The large proportion of working-class residents in SoMa meant that the area was particularly vulnerable to the economic woes of the Depression years. Its large variety of gambling halls and saloons, abject poverty, and the large quantities of unemployed men idling and drinking on street corners attributed to SoMa's nickname in the 1920s and 1930s of "Skid Road." The dire economic situation of the 1930s also made the South of Market the location of several of the most dramatic labor conflicts in the City's history. The 1934 'General Strike,' led by the International Longshoremen's Association, came to a head with pitched battles between workers and police along the Embarcadero and was later known as "The Battle of Rincon Hill." In the 1930s, relief missions seeking to aid the unemployed and hungry were concentrated in the South of Market neighborhood, especially at the intersections of Third and Fourth Streets and at Howard and Folsom Streets. New Deal-era public works projects also transformed the infrastructure of South of Market, with the completion of the San Francisco-Oakland Bay Bridge in 1936 and the extension of Van Ness Avenue from Market Street towards Howard Street.



During World War II, unemployment reduced dramatically in the South of Market District as booming wartime shipyards provided thousands of jobs to locals and out-of-state migrants. The 1940s witnessed an influx of white Dustbowl refugees from Oklahoma, Texas, and Arkansas to SoMa, as well as a parallel migration of rural African-Americans from agricultural regions of Texas and the Mississippi Delta. After the Second World War, SoMa returned to its longtime role as a provider of affordable housing for single male workers and retirees, although now with a large mixture of domestic migrants and foreign immigrants. In the 1950s, additional influxes of Filipino and Latino immigrants further altered the composition of the neighborhood's population. Similar to the pre-war period, many of the neighborhood's residents at this time were working-class and poor. Nevertheless, many residents of SoMa appreciated its relatively sunny weather, proximity to shops and social services, level and walkable streets, and the tight-knit community it provided.

By the 1950s, economic stagnation, poverty and increasing crime led the city to declare a large portion of the South of Market District an urban renewal zone, among other derelict areas of San Francisco, including the Produce Market District near the Embarcadero and areas of the Financial District, among others. The centerpiece of these "slum clearance" efforts involved the demolition of several whole blocks in the area bounded by Third, Mission, Fourth and Folsom Streets for the Yerba Buena Gardens project. Later projects included the Moscone Center and several large parking garages. Office towers replaced smaller buildings in the northeastern portion of SoMa, extending the Financial District beyond New Montgomery Street on the south side of Market Street. Deindustrialization of the SoMa in the post-war years coincided with these extensive and contentious redevelopment efforts throughout the city. Although lawsuits extracted some concessions for the evicted and displaced, the damage to SoMa's social fabric was largely irreversible. It has been estimated that 4,000 people and 700 businesses were displaced due to the planned redevelopments during the 1960s through 1980s, despite active resistance on the part of SoMa residents, artists, politicians, and activists.

Throughout the 1970s and 1980s, SoMa remained a transitional zone of the city, keeping rents low and attracting marginalized populations, such as artists, immigrants, and the LGBTQ community. More sweeping redevelopment efforts continued in SoMa during the 1990s, 2000s, and are continuing today, as the 'Dot-com' and real estate booms progressively transform the neighborhood from the "workshop of San Francisco" into an increasingly upscale commercial and residential district. Particularly in the eastern portion of SoMa, the Giants ballpark, the extension of the light rail, and the increasing demands of the tech industry have sparked ongoing construction of office towers and the conversion of remaining historic industrial loft buildings to flexible technology offices spaces and luxury 'live-work' loft apartment complexes.

## 6. FIRST AND MISSION DISTRICT

A cluster of seven early twentieth-century masonry loft buildings existed not long ago on both sides of First Street between Stevenson and Mission streets. Identified as the “First and Mission Historic District,” the buildings had similar uses and building typologies and were part of a wholesale district in SoMa. All were used for light manufacturing, office, and general commercial uses. Four were constructed shortly after the 1906 earthquake, two during the First World War, and one at the beginning of SoMa’s 1920s-era building boom. All were masonry commercial loft buildings designed in the American Commercial style with varying amounts of Renaissance or Classical Revival style ornamentation. The only exception is 440 Mission Street, extant at the northeast corner of the First and Mission Street intersection, which features Gothic-inspired detailing.

A 1918 *San Francisco Chronicle* article discussed the wholesale district:

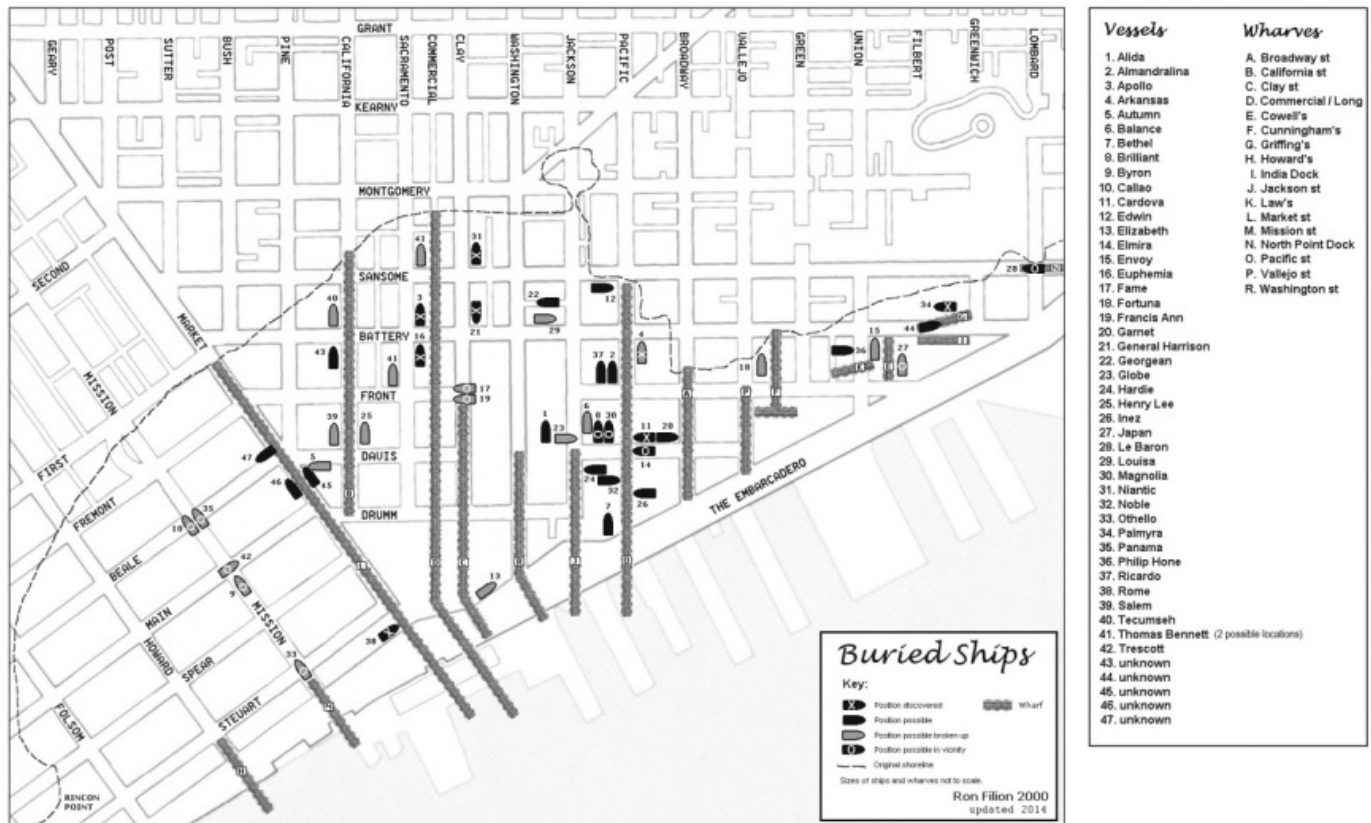
Buckbee, Thorne & Co. report two leases of importance in the south of Market street wholesale district, one of which involves the erection of a new building over a large lot.

For Mrs. Charles T. Crocker and Mrs. J. E. Whitney, they have leased the entire five story and basement class A store and loft building on the southeast corner of First and Mission streets. This building has been taken by Keyston Bros., wholesale dealers in leather goods, shoe findings, saddles and harness, for offices, salesroom and factory purposes. [...] The premises which they have taken were formerly occupied by Neustadter Bros., who recently vacated and moved into the still larger building which was constructed for them on First Street, between Market and Mission streets. [...]

At least two of the buildings in the First and Mission Historic District, the Neustadter Building at 62 First Street and the Brandenstein Building at 88 First Street, were constructed for members of San Francisco’s influential German-Jewish community. During the Gold Rush, Jewish “49ers” realized they could be successful selling equipment and supplies to the miners; thus, the Levis, Fleishhackers, Lilienthals, Magnins, Sutros, Zellerbachs, Neustadters, Brandensteins, and other pioneering Jewish families prospered through the nineteenth century. By 1865, about 4,000 Jews lived in San Francisco, almost all of whom were merchants; that number quadrupled by 1879, when the Jewish population in the city reached 16,000. Several set up shop in SoMa’s wholesale district to sell their wares.

Today, existing buildings from this early twentieth-century era of the South of Market’s history include 76-78 First Street, 82-84 First Street/510 Mission Street, 88 First Street, and 440 Mission Street.

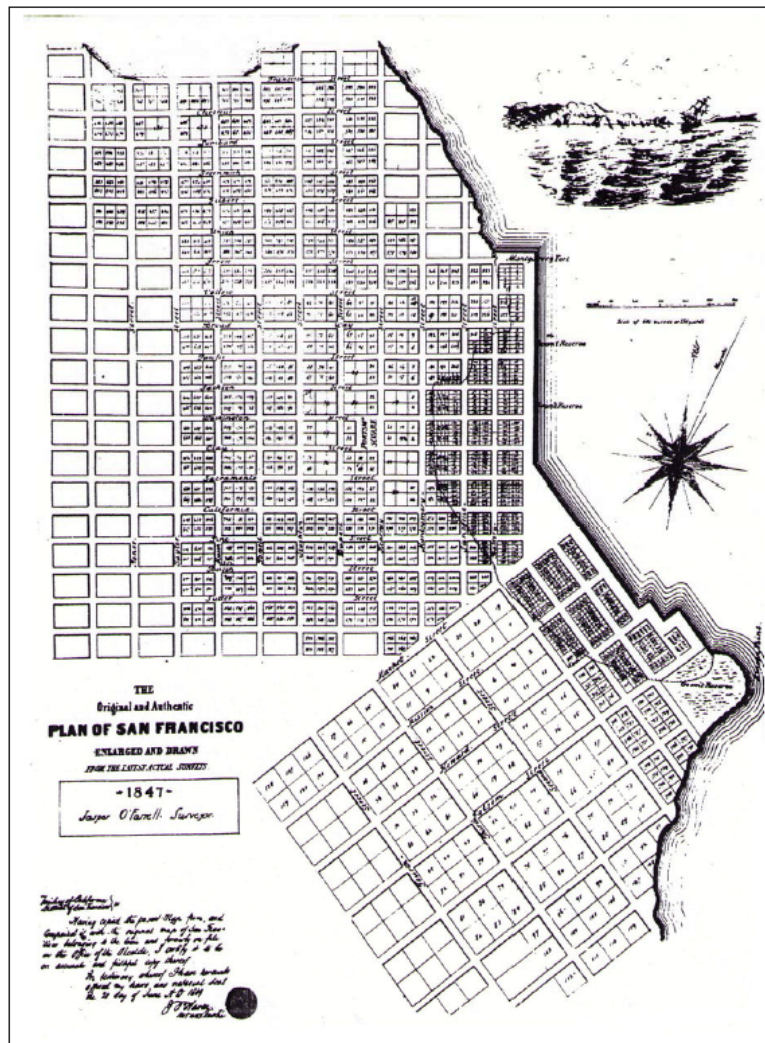
## PHOTOGRAPHS & CAPTIONS



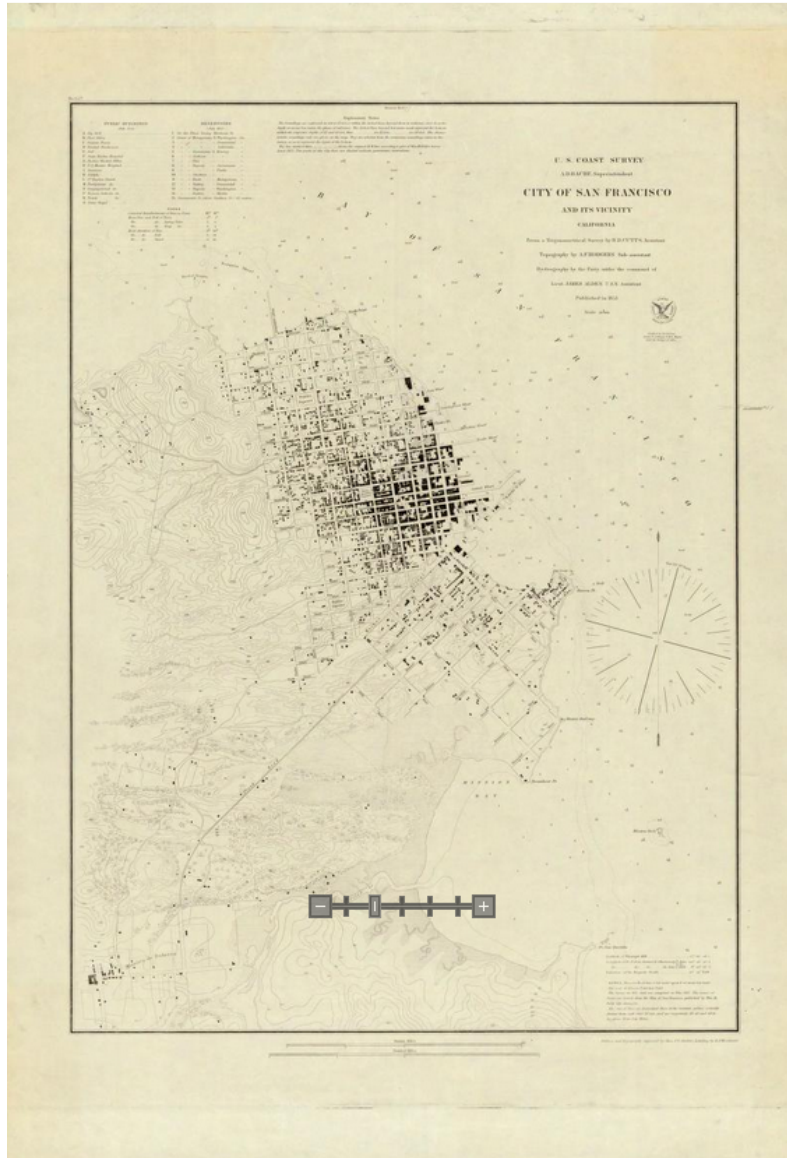
Map of Buried Ships (2000), updated in 2014

Source: <http://www.sfgenealogy.com/sf/history/hqshp5.htm>





Official and Authentic Plan of San Francisco (1847)  
Source: San Francisco History Center, San Francisco Public Library

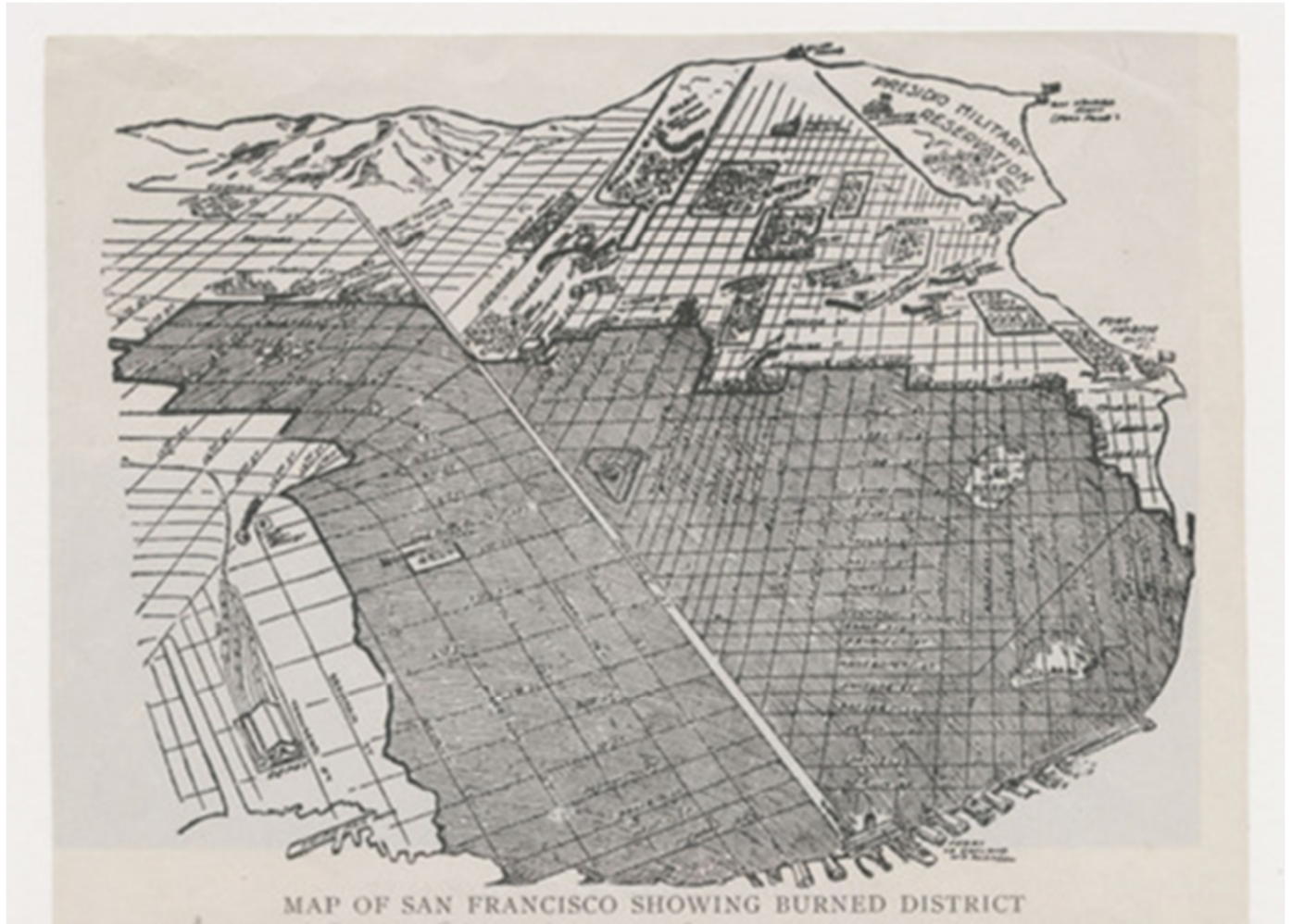


**San Francisco and Vicinity, US Coast Survey (1853)**  
**Source: David Rumsey Historical Map Collection**



Map of San Francisco (1891)  
Source: UC Berkeley, Bancroft Library





Map of San Francisco showing burned area after April 18, 2016 earthquake.

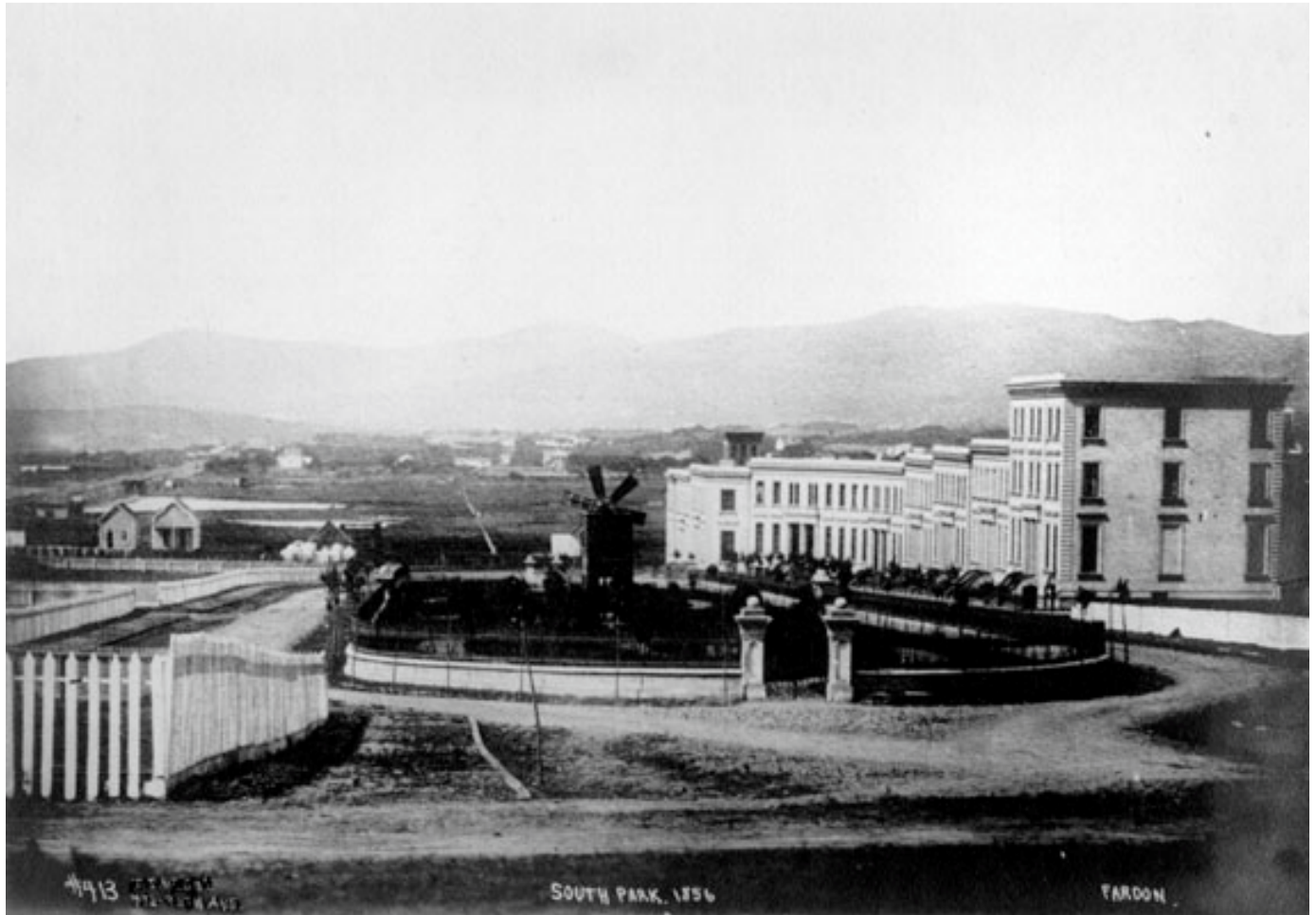
Source: UC Berkeley, Bancroft Library



**San Francisco in ruins after the Earthquake and Fire, view north from Rincon Hill (1906)**

**Source: San Francisco History Center, San Francisco Public Library**





**Figure 1. South Park, looking west from Second Street (1856)**  
**Source: San Francisco History Center, San Francisco Public Library**





**Figure 2. View over Happy Valley (1856)**

**Source: San Francisco History Center, San Francisco Public Library**



**Figure 3. South of Market District from Second and Folsom streets, looking north (1856)**

**Source: San Francisco History Center, San Francisco Public Library**



**Figure 4. View of Mission Bay, looking southeast (1863)**  
**Source: San Francisco History Center, San Francisco Public Library**



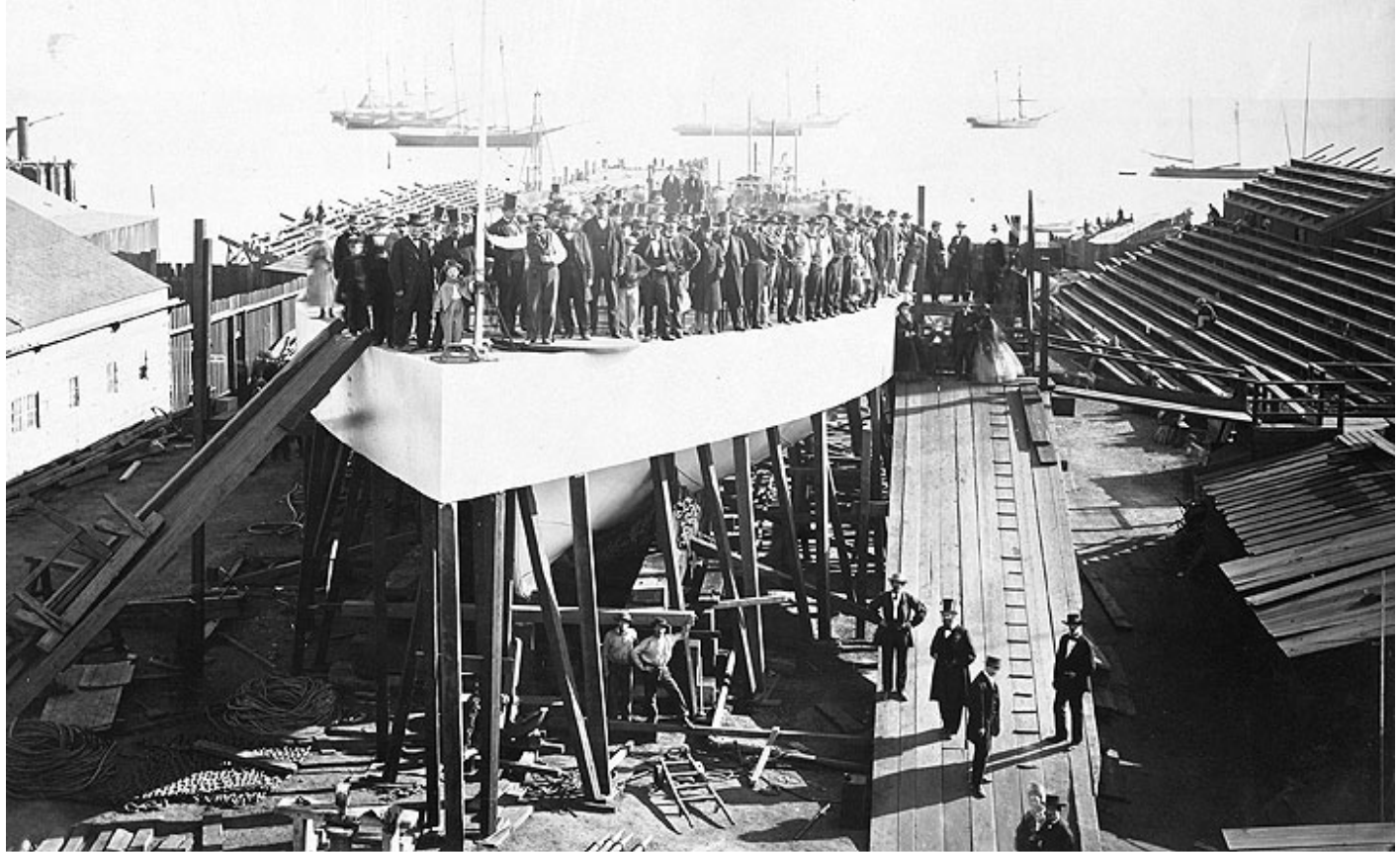


**Figure 5. View from Rincon Hill to Mission Bay (1856)**  
**Source: San Francisco History Center, San Francisco Public Library**



**Figure 6. View northeast from Rincon Hill to factories in eastern SoMa and Embarcadero (1865)**  
Source: San Francisco History Center, San Francisco Public Library





**Figure 7. Launching the Camanche at Third and King streets (November 14, 1864)**

**Source: UC Berkeley, Bancroft Library**





**Figure 8. Pacific Iron Works near Yerba Buena (1880)**  
**Source: San Francisco History Center, San Francisco Public Library**



**Figure 9. Union Iron Works at the southeast corner of First and Mission streets, looking southwest (1880) Source: San Francisco History Center, San Francisco Public Library**



**Figure 10. View from Steamboat Point at Mission Bay, now approximately Third and Berry streets (ca. 1865) Source: San Francisco History Center, San Francisco Public Library**





**Figure 11. Union Hall, south side of Howard Street between Third and Fourth streets (1863)**  
**Source: San Francisco History Center, San Francisco Public Library**



**Figure 12. Lumber yard with Rincon Hill behind, looking north (ca. 1916)**

**Source: San Francisco History Center, San Francisco Public Library**





**Figure 13. Looking north on Second Street from Bryant Street, cutting the street through Rincon Hill (1869) Source: San Francisco Maritime National Historical Museum**



**Figure 14. Residence of Milton S. Latham, 636-638 Folsom Street (1872)**

**Source: San Francisco History Center, San Francisco Public Library**





**Figure 15. San Francisco from Rincon Hill, looking southeast towards Mission Bay (1876)**  
**Source: San Francisco History Center, San Francisco Public Library**



**Figure 16. Birdseye view of South of Market, looking northwest towards the Palace Hotel on Market Street (1880) Source: San Francisco History Center, San Francisco Public Library**





**Figure 17. Business blocks on the south side of Market Street between Third to New Montgomery streets, looking southeast (1888)**

**Source: San Francisco History Center, San Francisco Public Library**



Figure 18. South side of Market Street between Third and Fourth streets (1905)

Source: San Francisco History Center, San Francisco Public Library





**Figure 19. View of San Francisco waterfront from Rincon Hill (1906)**  
**Source: San Francisco History Center, San Francisco Public Library**



**Figure 20. Panoramic view of fire burning in Wholesale and South of Market districts, looking west (1906) Source: California Historical Society.**



**Figure 21. Street scene of fire at Third and Mission streets (1906)  
Source: UC Berkeley, Bancroft Library**





**Figure 22. Crowds gathering in front of the U.S. Mint to watch a tenement burn, Fifth and Mission streets (1906) Source: San Francisco History Center, San Francisco Public Library**



**Figure 23. United States Mint after the San Francisco Earthquake and Fire, looking west toward Fifth Street (1906) Source: San Francisco History Center, San Francisco Public Library**





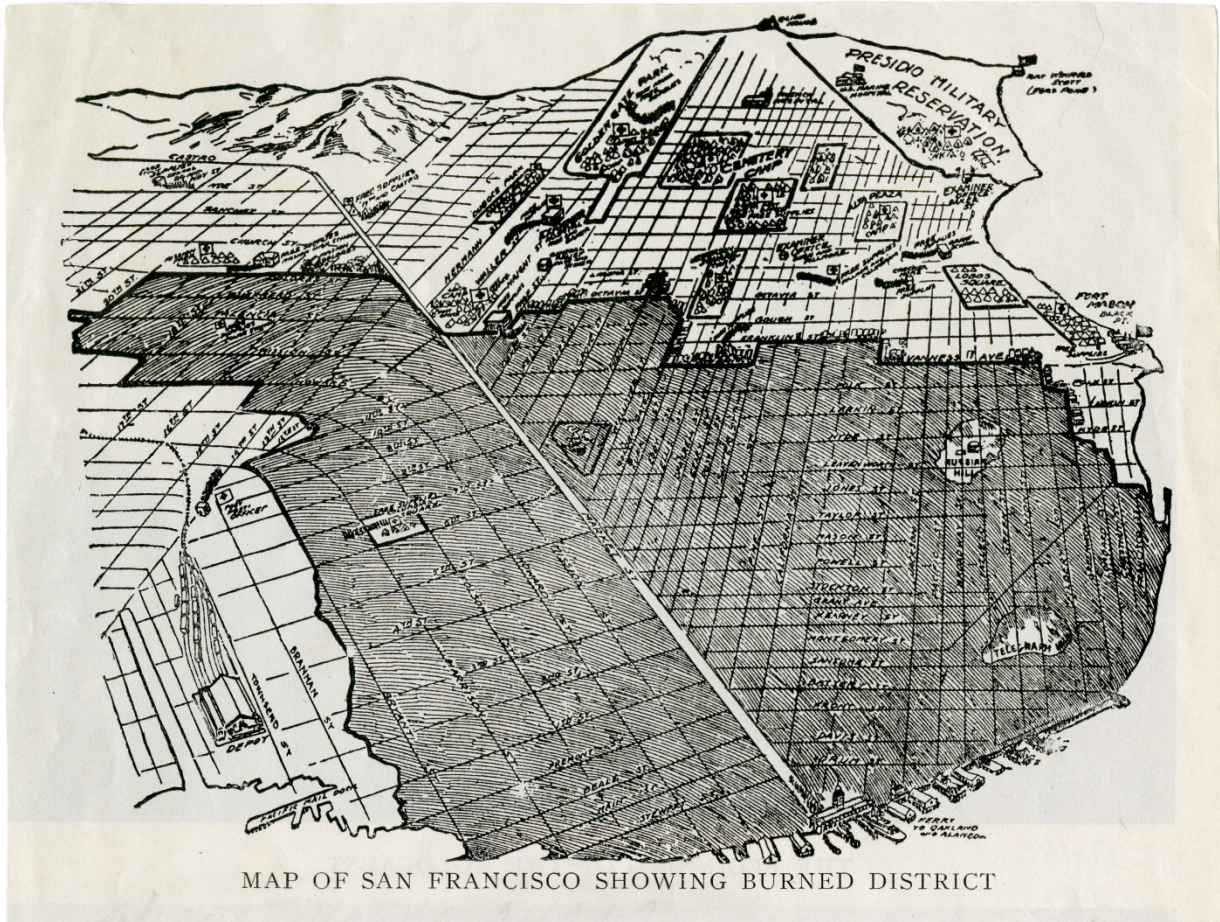
**Figure 24. Looking northeast from Fourth and Folsom streets, Call Building, Aronson Building, and Palace Hotel in the background (1906)**

**Source: San Francisco History Center, San Francisco Public Library**



**Figure 25. View of South of Market from First and Market streets (1906)**  
**Source: San Francisco History Center, San Francisco Public Library**





**Map of San Francisco Showing Burned District.**  
**Source: UC Berkeley, Bancroft Library, California Historical Society.**



**Figure 26. Hotel Norden, the first permanent apartment house completed in the South of Market following the 1906 earthquake and fire (October 1906)**

**Source: UC Berkeley, Bancroft Library**





**Figure 27. Third and Mission streets during reconstruction period (August 1906)**

**Source: UC Berkeley, Bancroft Library**



**Figure 28. South of Market area during reconstruction, view north up Second Street (1906)**

**Source: UC Berkeley, Bancroft Library**





**Figure 32. Commuters leaving Bay Bridge transit terminal, looking northwest toward First and Mission street intersection (1939)**

**Source: San Francisco History Center, San Francisco Public Library**



First and Mission street intersection from the Transbay terminal, looking northwest (1939).  
Source: San Francisco Municipal Transportation Authority (SFMTA)





**Bay Bridge transit terminal (1958).**

**Source: San Francisco Historical Photograph Collection, San Francisco Public Library**



View from Langton Street between Folsom and Howard streets (1978).

Source: Janet Delaney Photography





**Mercantile Building at Mission and 3<sup>rd</sup> streets with future Moscone Center site in distance (1980).  
Source: Janet Delaney Photography**



Billboard at 10<sup>th</sup> and Folsom Street (1982).

Source: Janet Delaney Photography





**View at Howard Street between 3<sup>rd</sup> and 4<sup>th</sup> streets (1981).**

**Source: Janet Delaney Photography**



Office tower construction at 2<sup>nd</sup> and Market streets (1986).

Source: Janet Delaney Photography





**Zeno Place looking north towards Millennium Tower (2011).**

**Source: Janet Delaney Photography**



**30 Fremont Tower under construction (2014).**

**Source: Janet Delaney Photography**





**Transbay Terminal under construction at Mission Street (2015).**

**Source: Janet Delaney Photography**



**First and Mission intersection, looking northwest (2016)**  
**Source: William Porter Photography**





**Oceanwide Center**  
**Elim Alley History Walk**

San Francisco Planning Department Submission

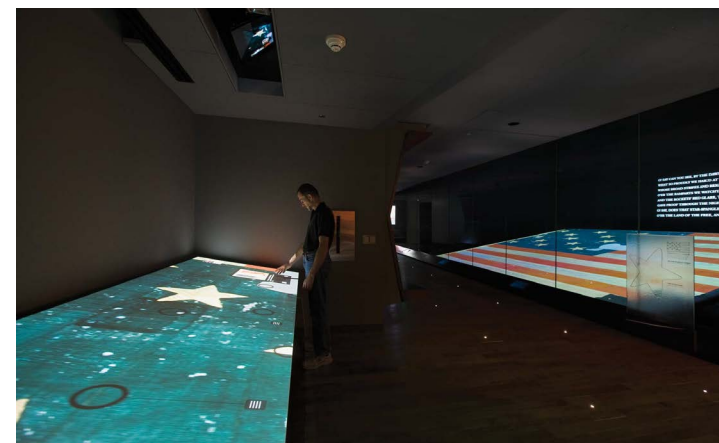
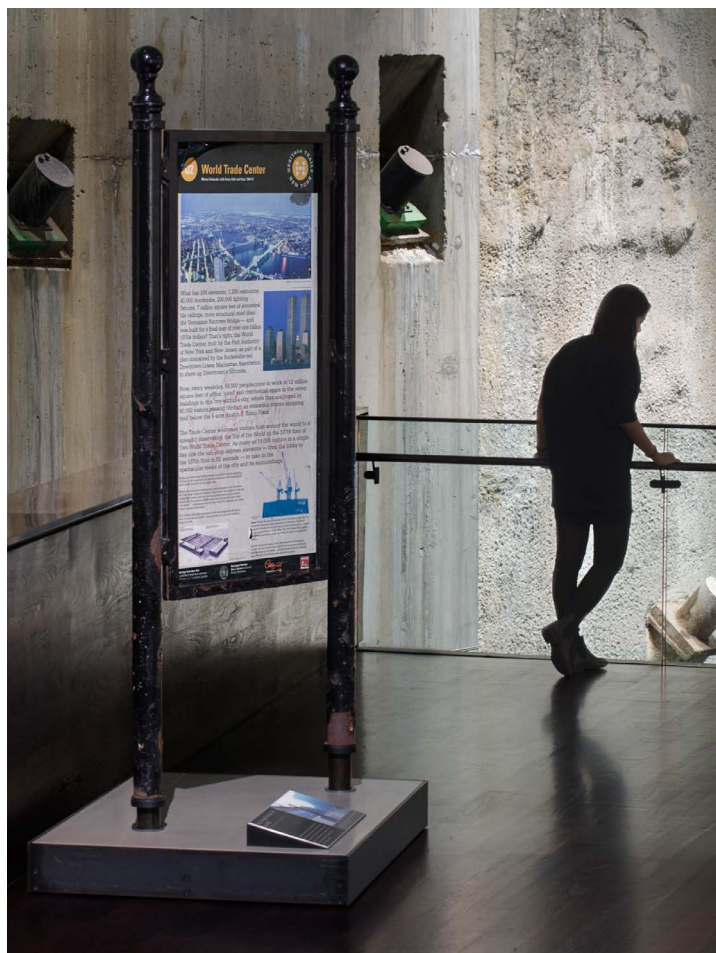
Oceanwide Center LLC  
Foster + Partners  
C&G Partners  
Heller Manus Architects  
Page & Turnbull  
17 January 2017



# C&G Partners

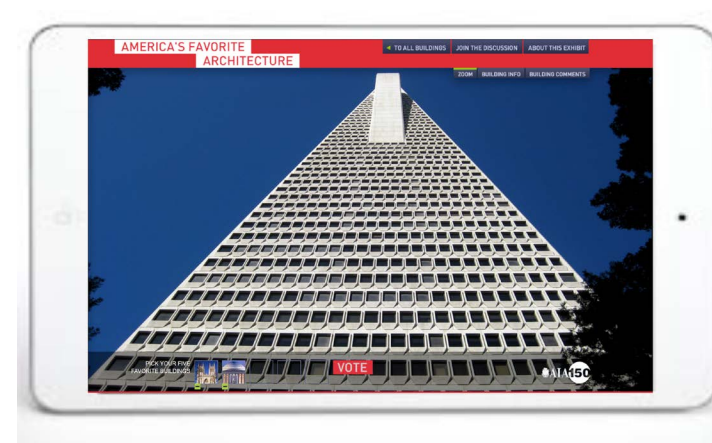
C&G Partners is a multi-specialty creative studio that is designing Oceanwide Center's signage and graphics as well as has expertise in creating outdoor heritage experiences as well as interpretive exhibits and media. C&G Partners' work can be seen worldwide, but also extensively in California.

Keith Helmetag, a founding principal, graduated and teaches at Cal Berkeley and is currently working on two exhibits for the San Diego History Center and an observatory in Goldendale, WA. He is a Smithsonian National Design Award finalist in Communication Graphics.



The Star-Spangled Banner Gallery is the centerpiece of the Smithsonian's National Museum of American History. CGP designed all the award-winning exhibits and media interpretation.

Heritage Trails NY is a walking tour through Lower Manhattan's history and transformation. HTNY's World Trade Center kiosk survived the attack and now is a centerpiece display in the 9/11 Museum where CGP designed signs and graphics.



The American Institute of Architects' celebrated their 150th Anniversary with a traveling exhibit and this interactive award-winning website.



Griffith Observatory exhibits, media and outdoor astronomy experiences were all designed by C&G Partners in context with the landmark iconic building and its grounds.

# Agenda

Original scheme

Previous concepts

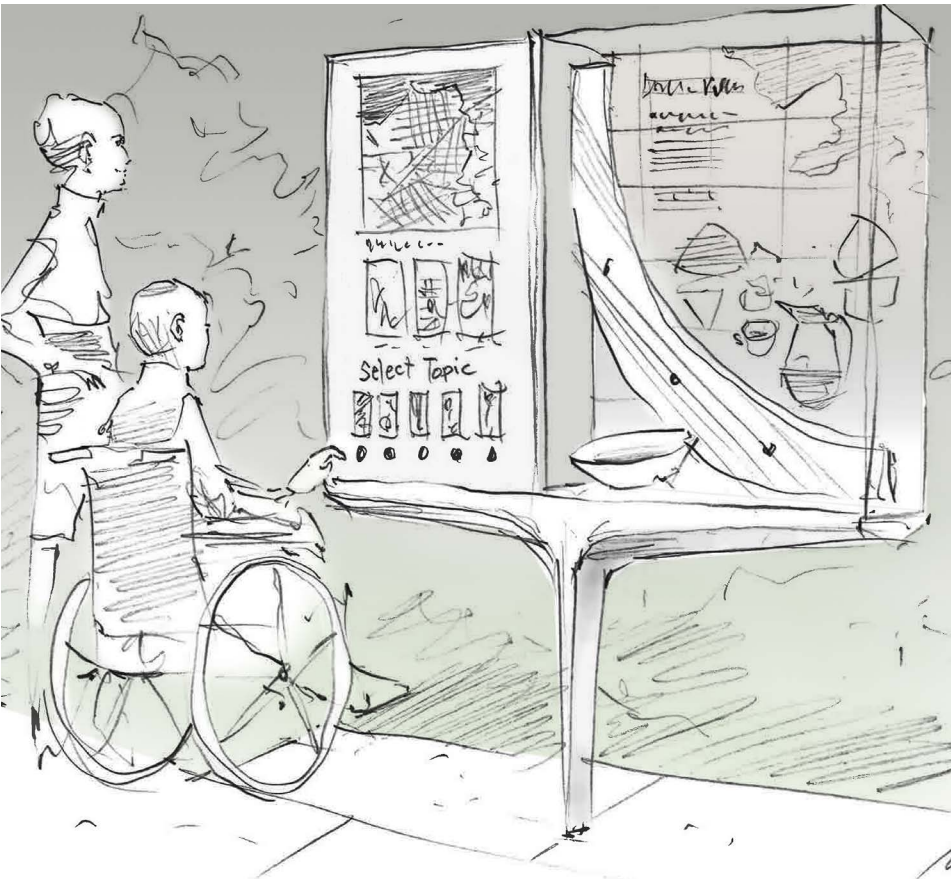
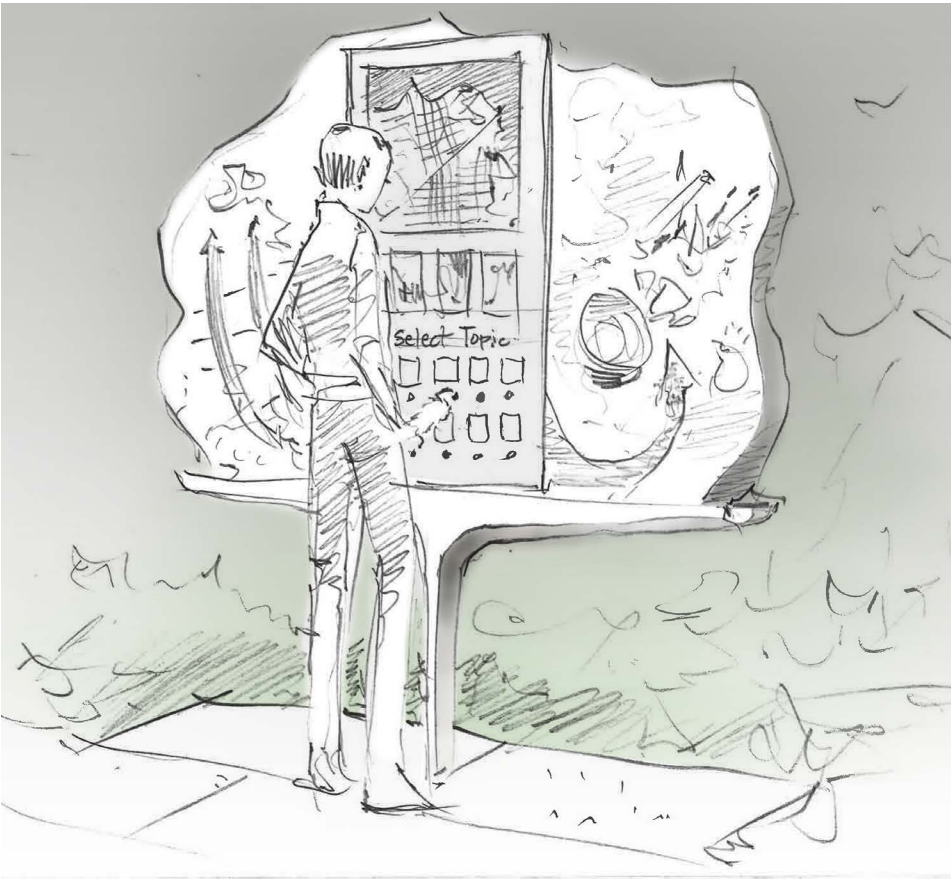
## Elim Alley History Walk

1. Overall location plan
2. Thresholds — identification & directional signage
3. 78 First Street display
4. Scavenger hunt — Quotes
5. Scavenger hunt — Five trades persons bas-reliefs
6. Boss of the Road (62 First Street) display
7. Maps medallion
8. Overview at SoMa history media display (with threshold)











San Francisco has numerous examples of exterior history walks, interior historic displays and media interpretation. We are showing three examples—Embarcadero Walkway, Rincon Center and The Guardian's *San Francisco Then & Now*.

Michael Wanwaring, designer, and Nancy Leigh Olmsted, historian, in 1996 created this award-winning display that covers 2.5 miles along the waterfront. Benches, cast glass lighting band, bronze inlays and mixed-media interpretive stations are grounded by 22 vertical high post history stations imprinted with photographs, drawings and poetry in several languages. Though the installation has worn in 20 years, it remains memorable.





The main draw to Rincon Center's resplendent lobby are the murals by artist Anton Refregier. Considered to be one of the largest and most expensive works of art commissioned by the federal government, they were controversial then and are revered by many today. Display cases and interpretive panels accompany the murals to tell the story of this landmark and its protagonists.







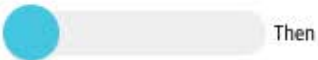
The Guardian created an on-line site, *San Francisco Then and Now*, that pairs iconic historic photographs of your city researched by Jim Powell and Parker Yesko with seamlessly overlaid contemporary photographs by David Levine. An interactive “toggle” allows the past to morph to present and back again.



1. Gold rush abandoned ships

1849: Vessels lie abandoned in [San Francisco](#) Bay. Whole crews discarded their ships for the gold fields. They were eventually salvaged for their wood and furnishings.

Seen from the south end of Yerba Buena Cove toward Telegraph Hill, this is one of the oldest known photographs of San Francisco. From the Gold Rush in 1849 onwards, the cove was filled in and downtown San Francisco was built on top.



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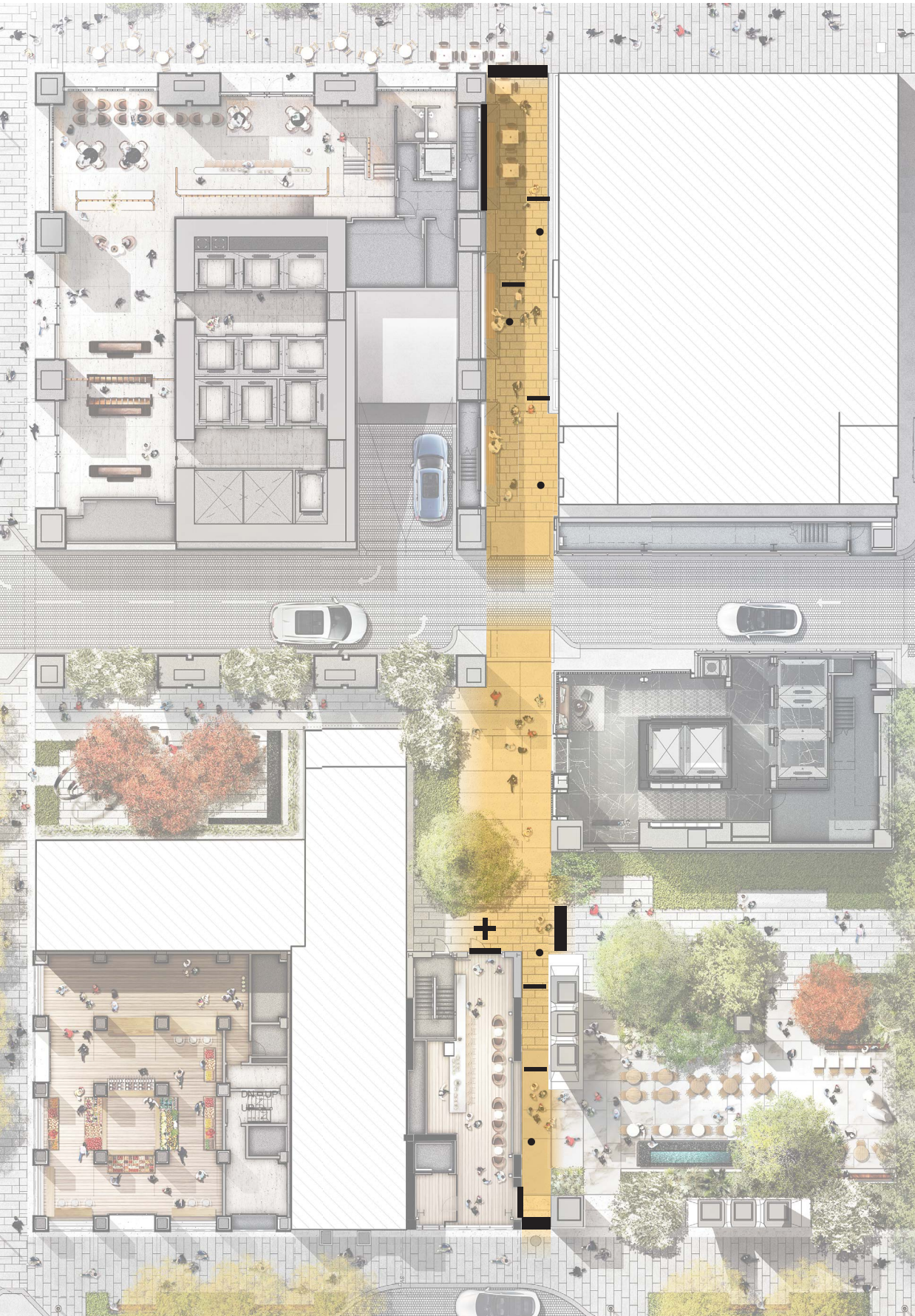
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Full-height rear-illuminated vitrine in the bay
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Rear-illuminated vitrine about 62 First Street  
visible from Urban Room and Cafe; i.e. two-sided
- 1 **78 First Street**  
Rear-illuminated vitrine about 78 First Street, in the new storefront



Oceanwide Center, Elim Alley History Walk: View of Oceanside Center from Mission Street

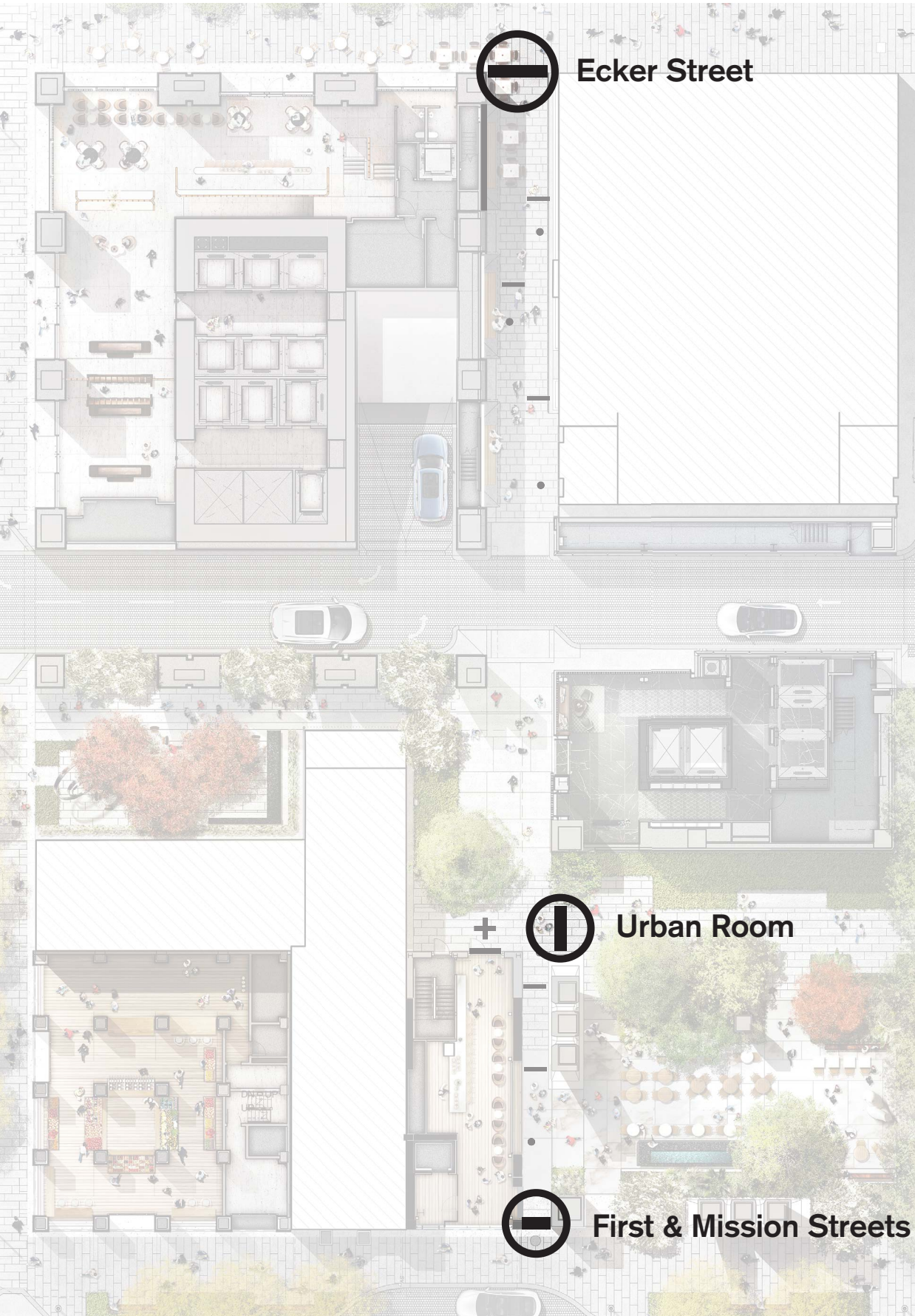




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# Thresholds

All three thresholds will depict an amalgam of Pre-History to Contemporary elements.



This cast bronze threshold example is from Rockefeller Center.













Elim Alley History Walk Threshold, Maps Medallion, and Boss of the Road (62 First Street) Display will be visible in the distance as visitors descend the Urban Room escalators.





Oceanwide Center, Elim Alley History Walk: Threshold at Ecker Street looking towards First Street





Oceanwide Center, Elim Alley History Walk: 78 First Street & Marwedel Tool Co. Display location plan



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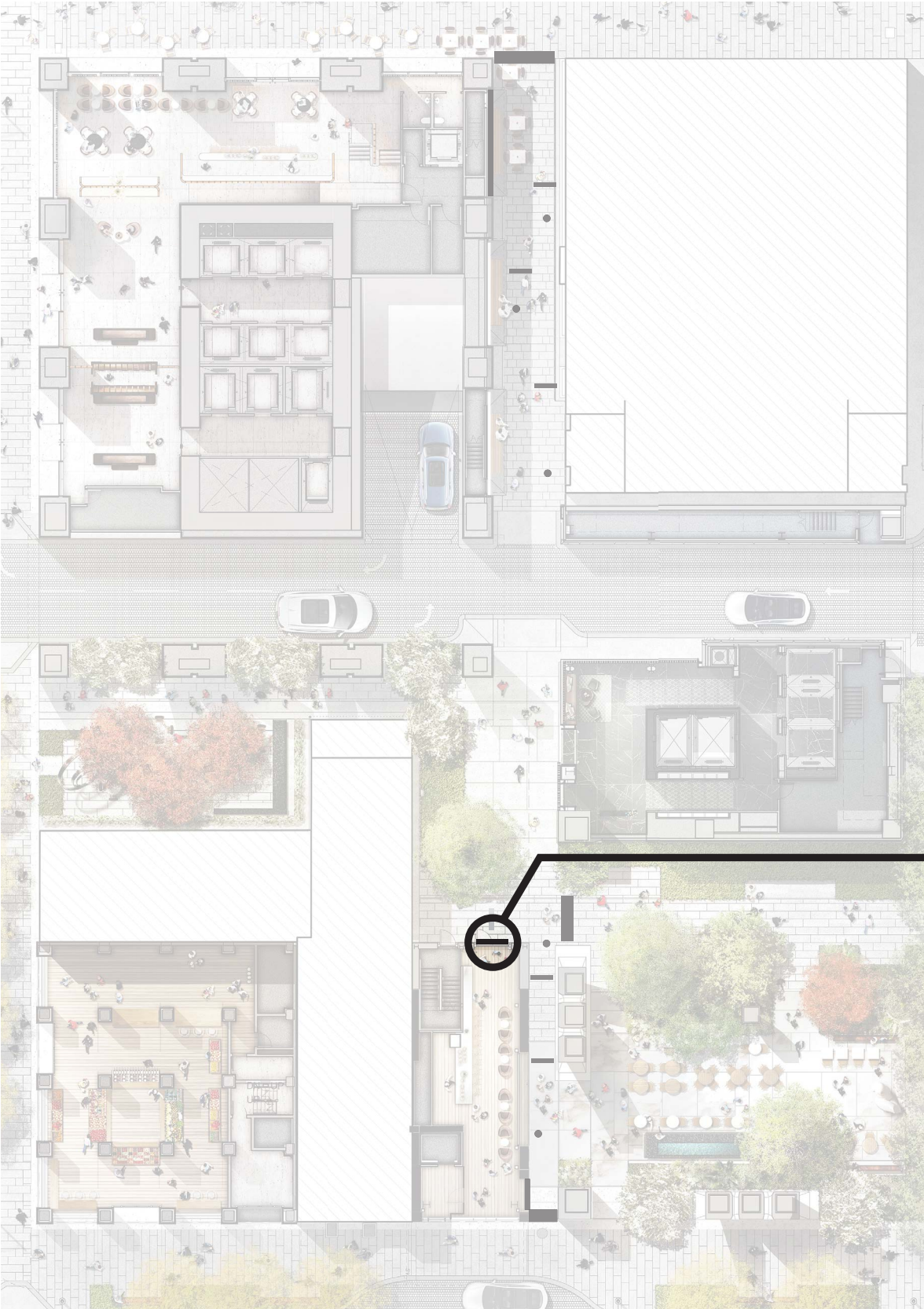


Oceanwide Center, Elim Alley History Walk: 78 First Street & Marwedel Tool Co. Display rendering including Threshold





Oceanwide Center, Elim Alley History Walk: Boss of the Road & 62 First Street Display location plan



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# Boss of the Road & 62 First Street content



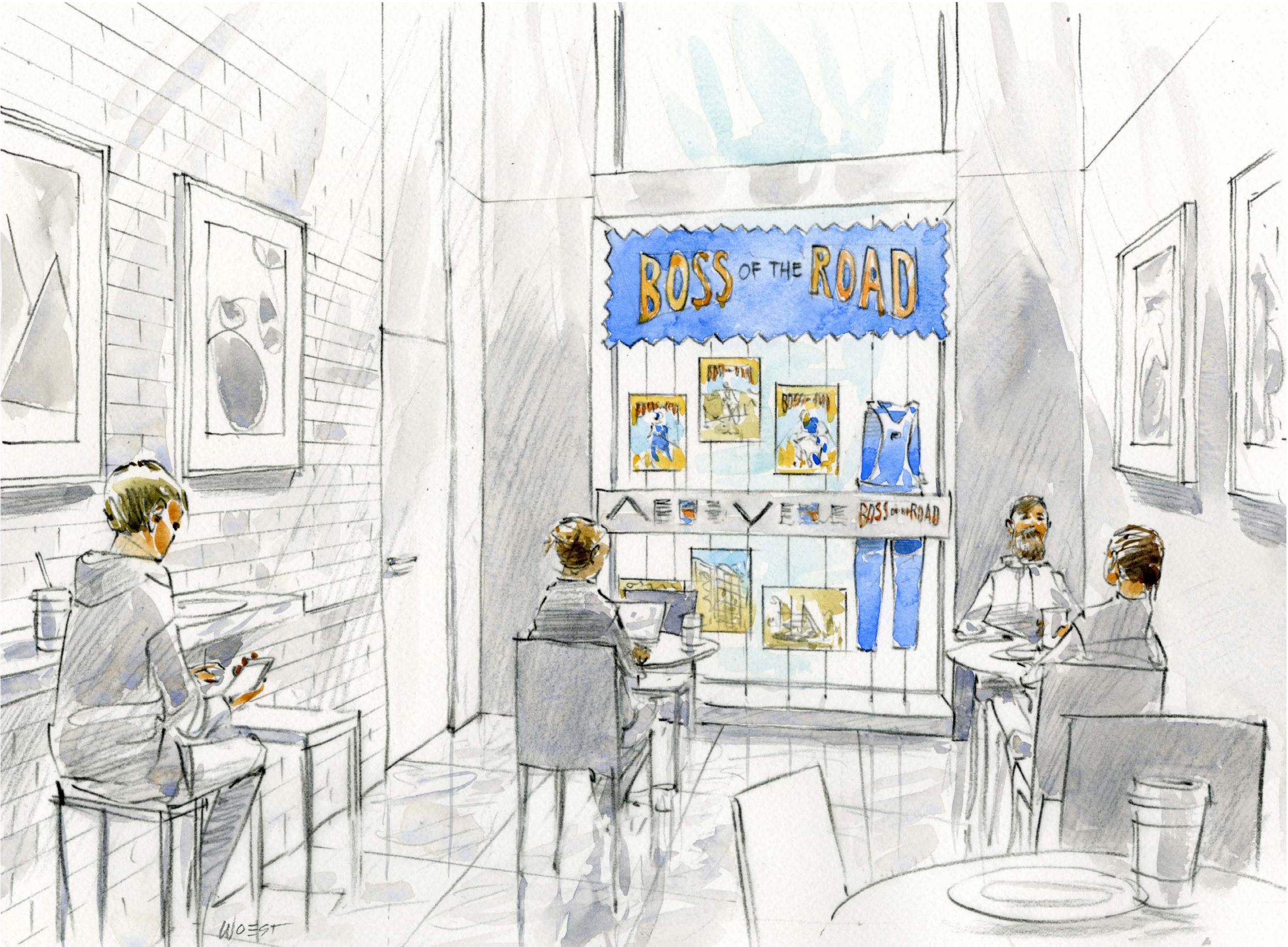


**Oceanwide Center, Elim Alley History Walk:** Boss of the Road & 62 First Street Display rendering including Maps Medallion (f.g.), Scavenger Hunt Quotes, and Tradesperson Bas Reliefs (dist.)

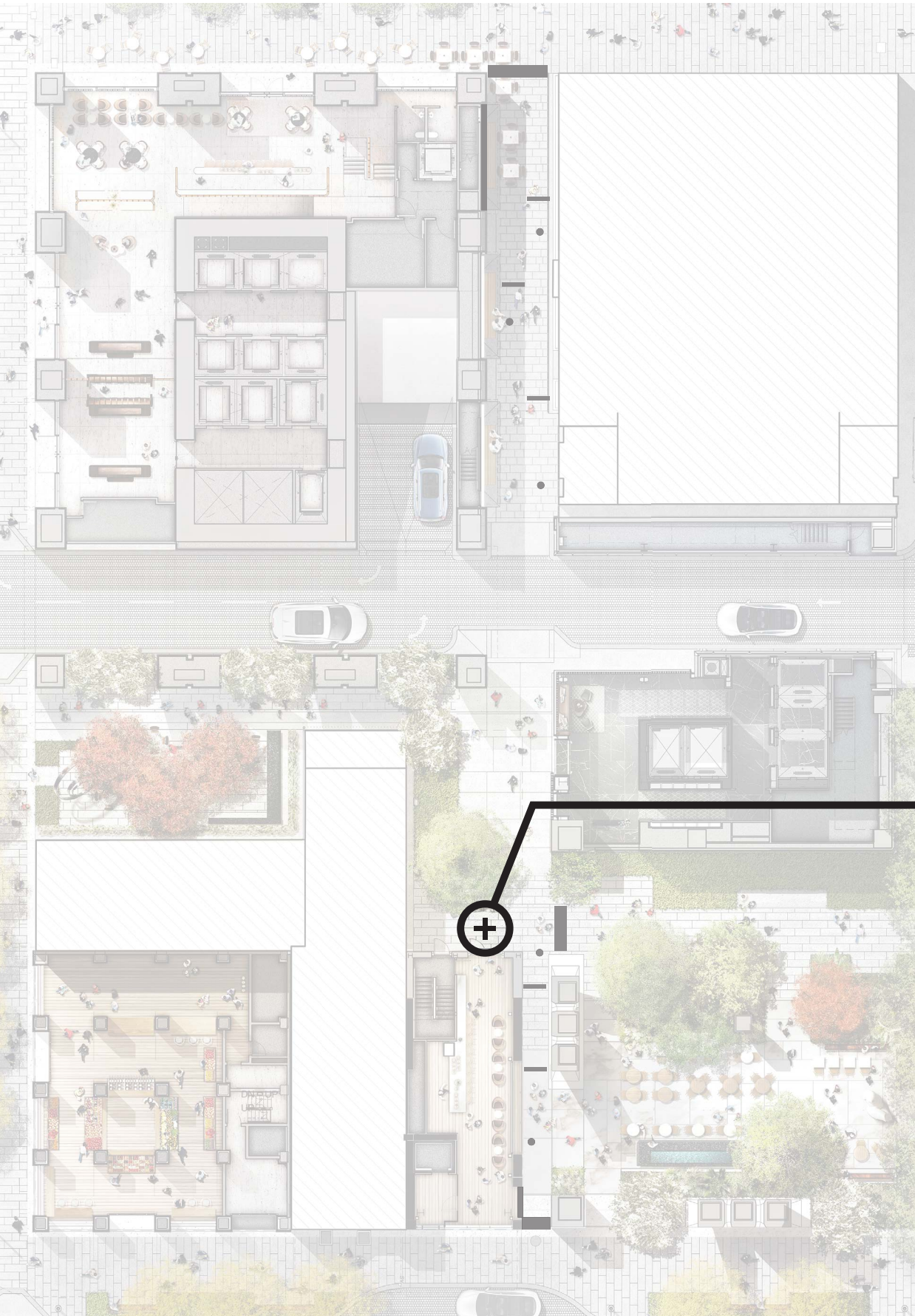




Oceanwide Center, Elim Alley History Walk: Boss of the Road and 62 First Street Display rendering from inside Café





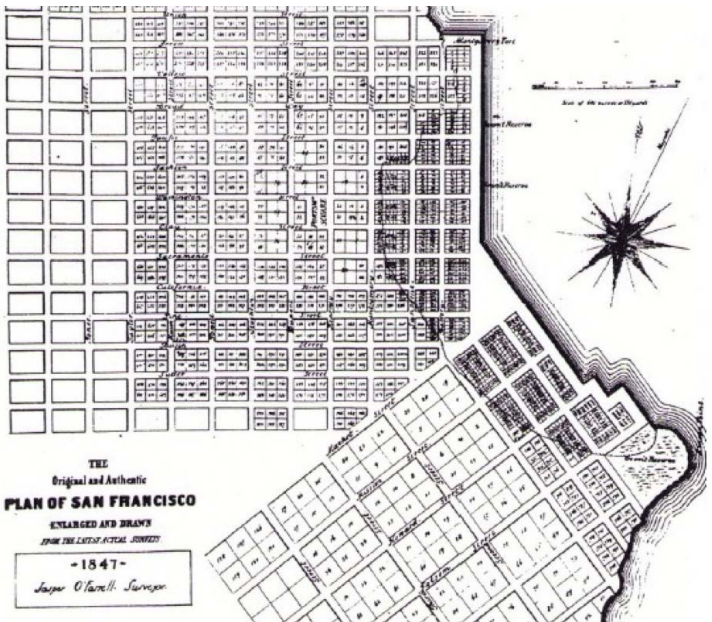


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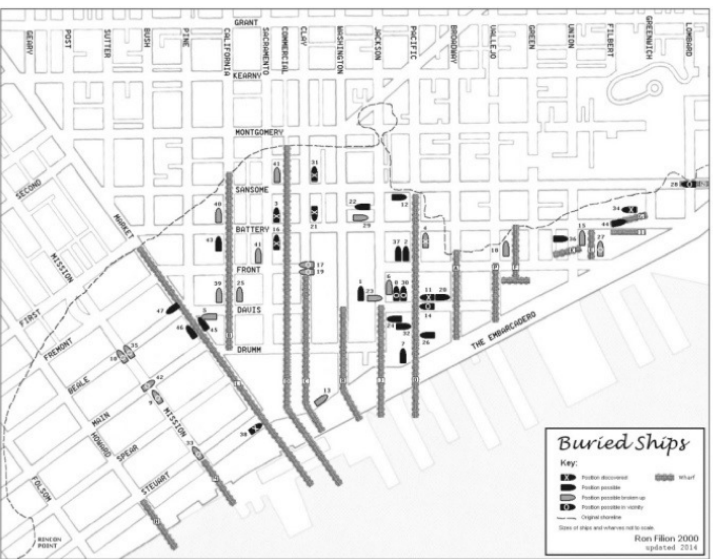


# Maps Medallion Content

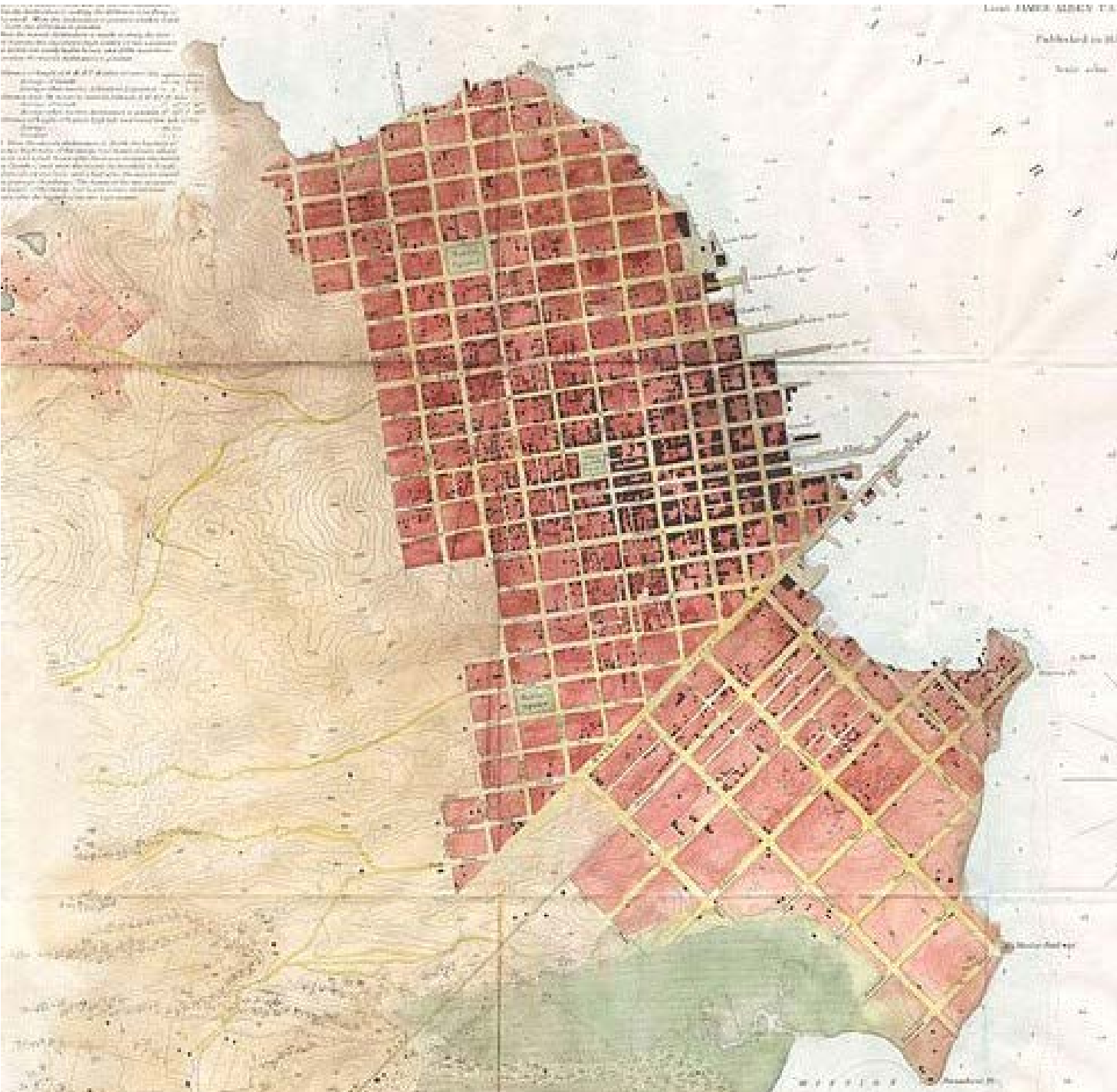
**1847:** Plan for Yerba Buena Cove to be filled between Clarks Point and Market Street Wharf.



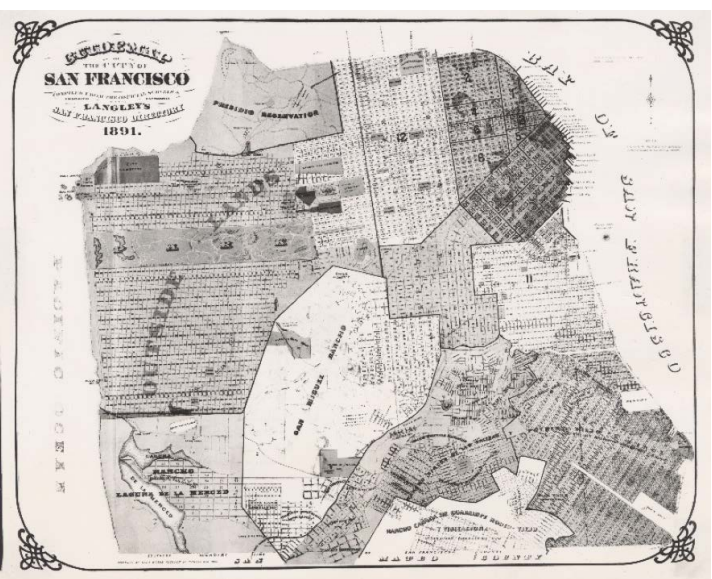
**1848:** Water lots in Yerba Buena Cove sold rapidly. Ships were scuttled and buried to claim and sell the land beneath.



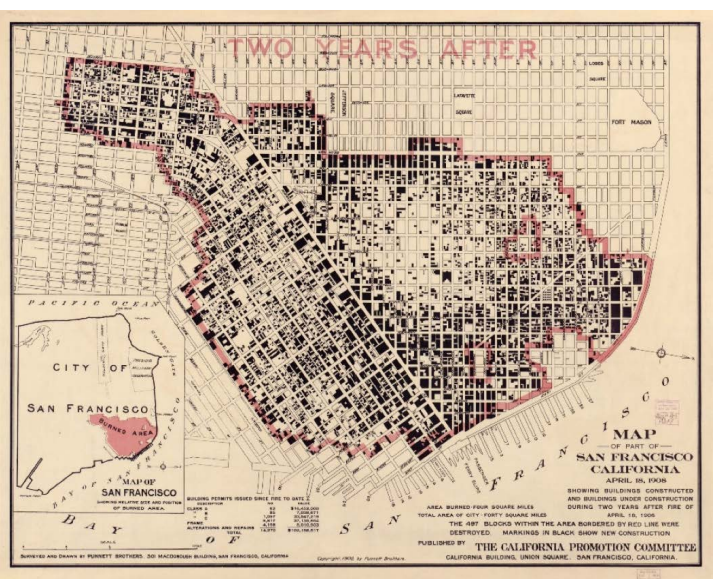
**1853:** Population growth; forty-niners take possession of habitable sections of the South of Market and establish several boatyards at Steamboat Point, located on the beach at the foot of First Street, which had deep water access.



**1891:** Immigration; SoMa residential area moves westward to make way for factories and warehouses at the Waterfront.



**1908:** Earthquake and fires of April 18, 1906 cause major destruction in the South of Market district. Significantly rebuilt in following years.





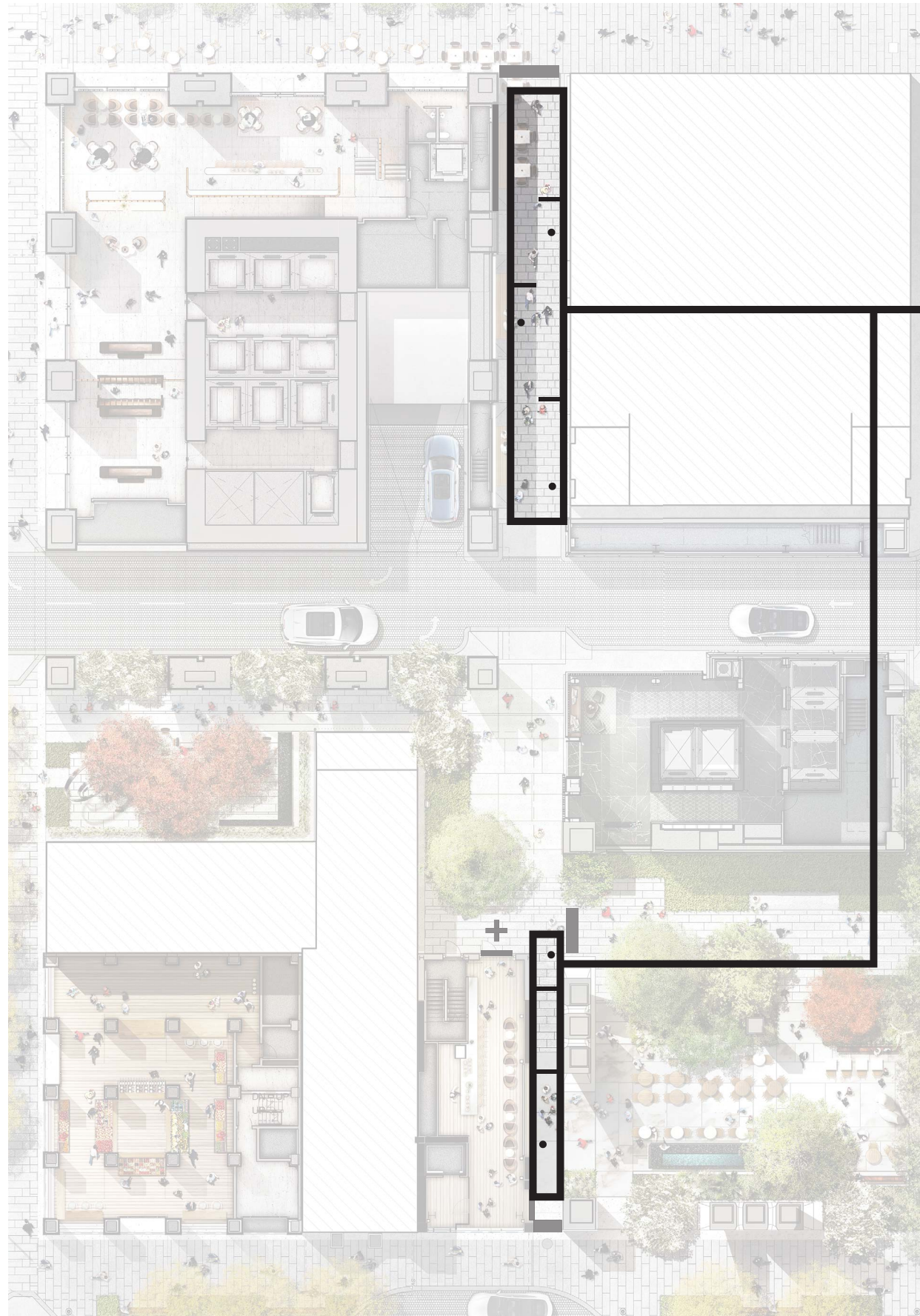


This map medallion is along NYC's East River Ferry Landing and depicts the waterfront before the Brooklyn Bridge





**Oceanwide Center, Elim Alley History Walk:** Scavenger Hunt (5) Quotes and (5) Tradesperson Bas Reliefs location plan



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# Scavenger Hunt Quotes

“Although so far as I have traveled, I have seen very good places and beautiful lands, I have yet seen none that pleased me so much as this... for this place has the best accommodations for founding on it a most beautiful city... the port being exceptional or capacious for dockyards, docks, and whatever could be wanted.”  
Friar Pedro Font, Spanish Franciscan missionary, 1776

“To walk always with an awareness of the past alive in the present. This particular place was Yelamu Ohlone land, land of the Abalone People...and here ghosts still dance around us, invisible like the 80,000 native peoples in the Bay Area. This is Indian land.”  
Fernando Marti, activist & artist, 2012

“San Francisco, during my absence of two months, had become so changed that I scarcely recognized it... Substantial frame buildings had superseded frail canvas tenements...The saw and hammer of the carpenter could be heard in every square...”  
Samuel Upham, “Forty-niner” prospector, 1849

“Why build skyscrapers in San Francisco that might get knocked down by an earthquake?...I figure if we’re still breathing, then we’re meant to keep going. So we rebuild. We start over. It’s what we do.”  
Karen White, author, 2011, regarding the 1906 earthquake

“South of Market was filled with industry: casket factories, blacksmiths, sign shops, auto mechanics. It was a working class neighborhood with families, a growing gay population, and artists.”  
Angela Johnston, journalist, 2015, regarding the 1970s-80s



NYC's Broadway “Canyon of Heroes” is similar, but Elim Alley History Walk quotes will be inlaid bronze in a lighter granite.



# Tradesperson Bas-Reliefs



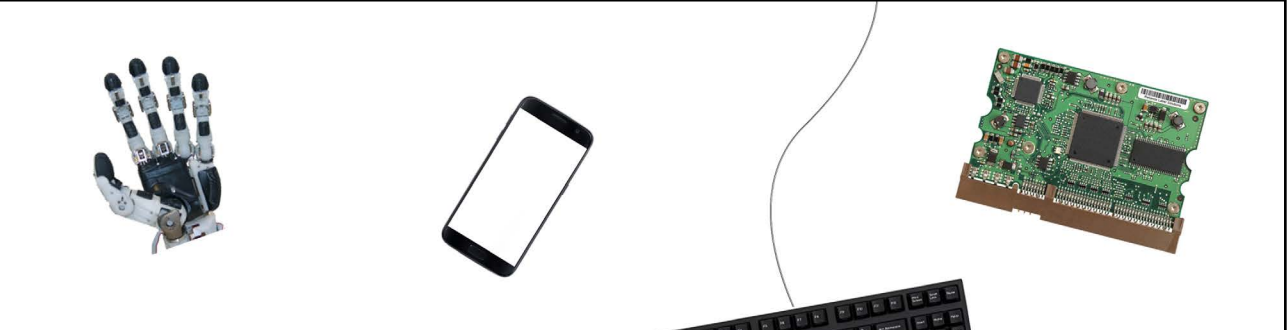
PRE-1776  
OHLONE HUNTER-GATHERER



1860-1980  
CRAFTSMAN AND MECHANIC



1769-1840s  
FRANCISCAN FRIAR



1980s-PRESENT  
TECHIE



1847-1870  
SHIPWRIGHT



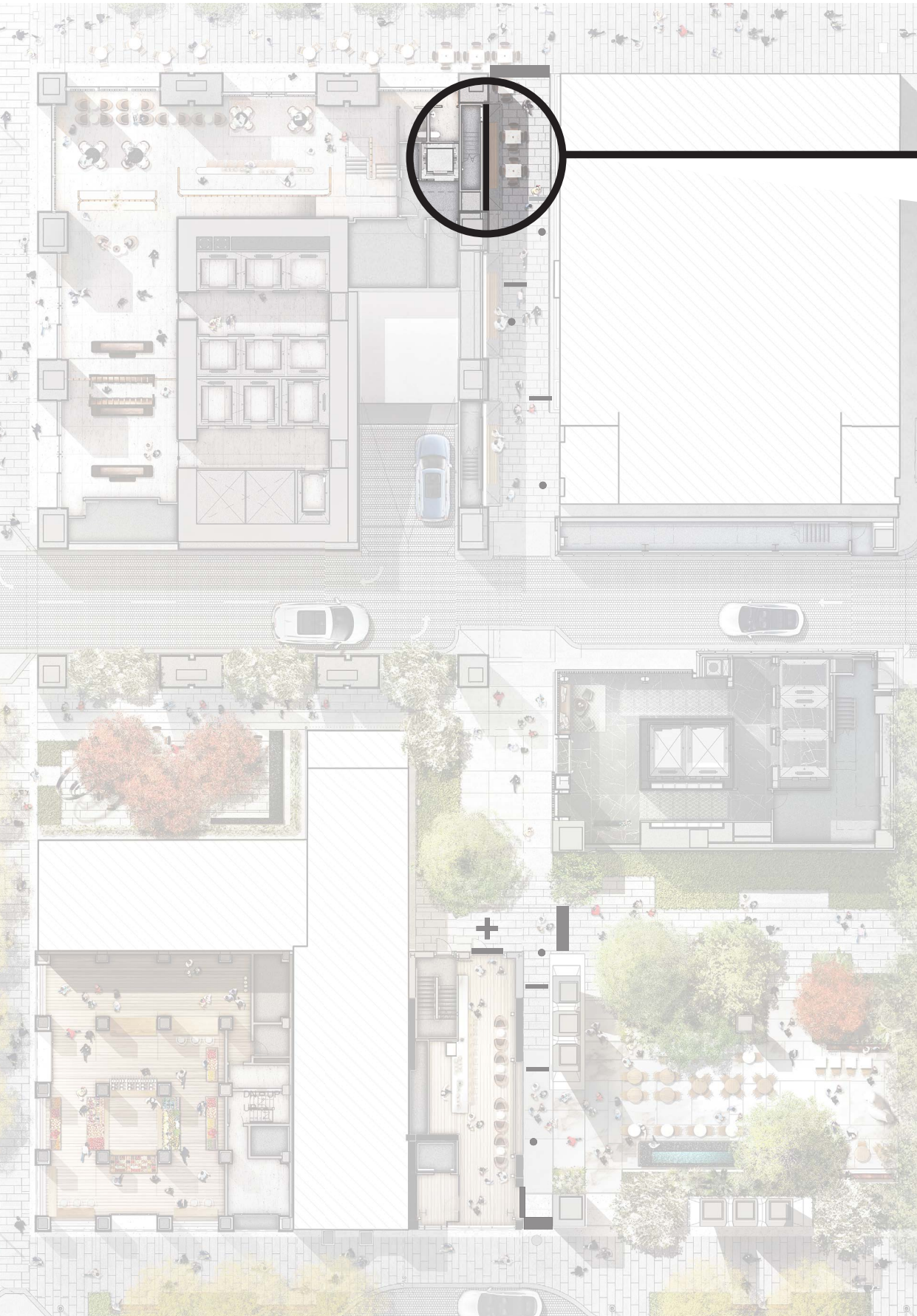
At Buffalo's Historic Waterfront District, this tradesperson bas relief is embedded in a wood-planked pedestrian bridge.







Oceanwide Center, Elim Alley History Walk: SoMa History Media Display location plan

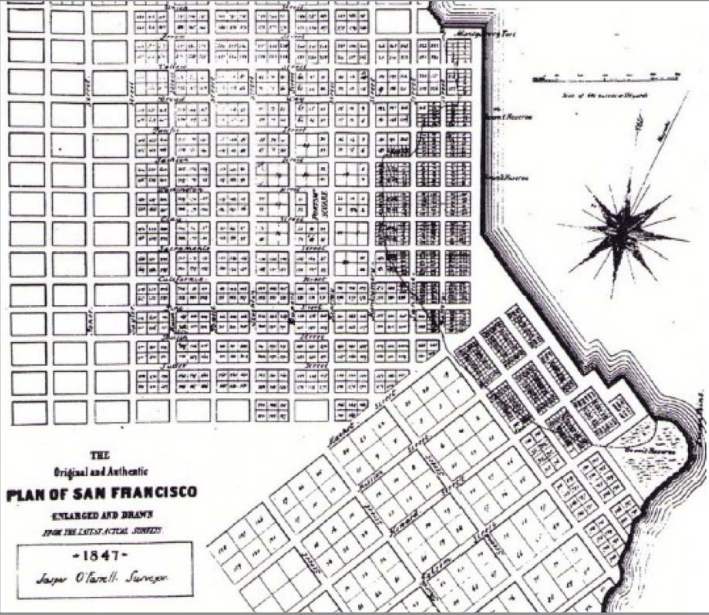
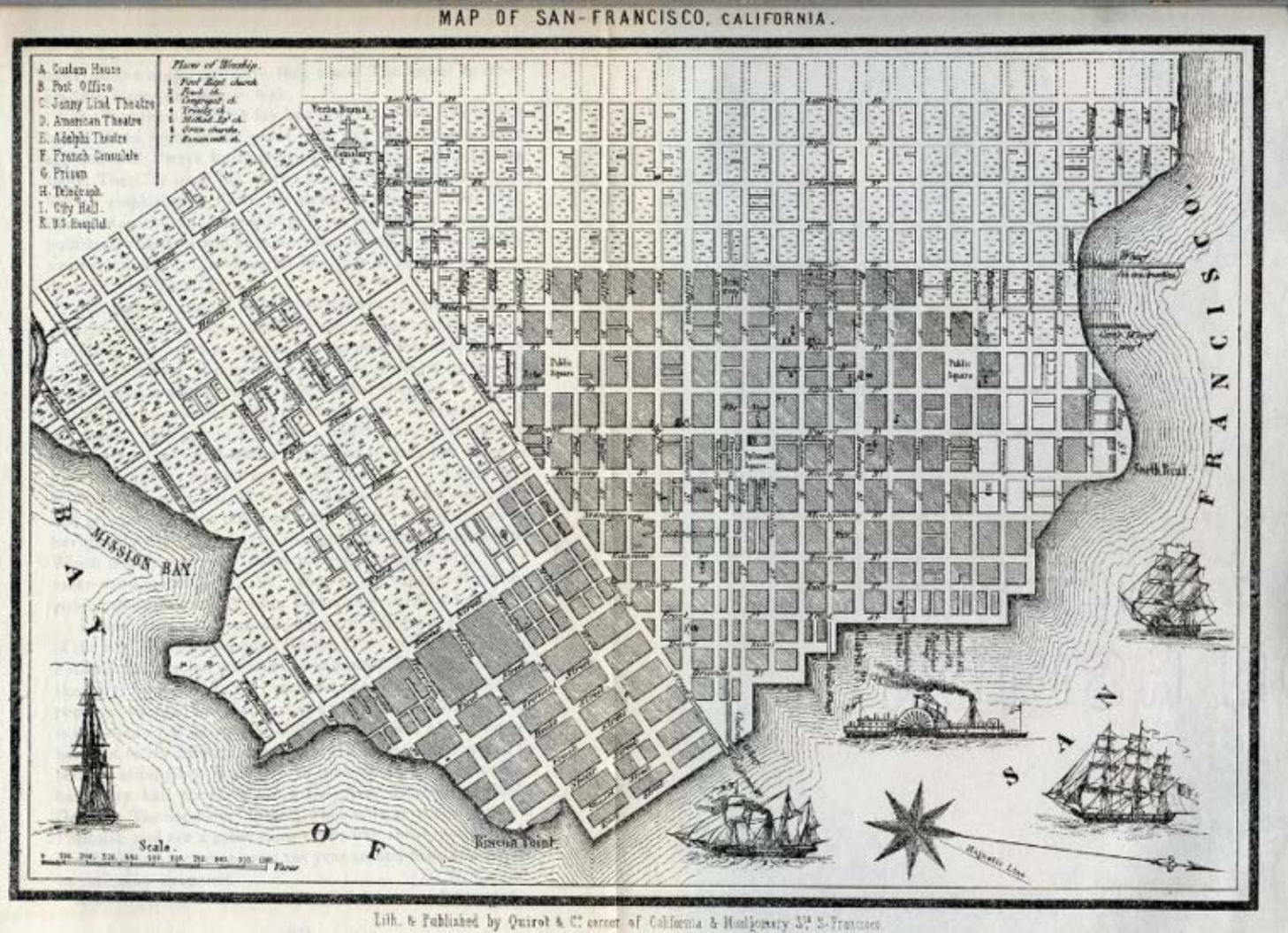
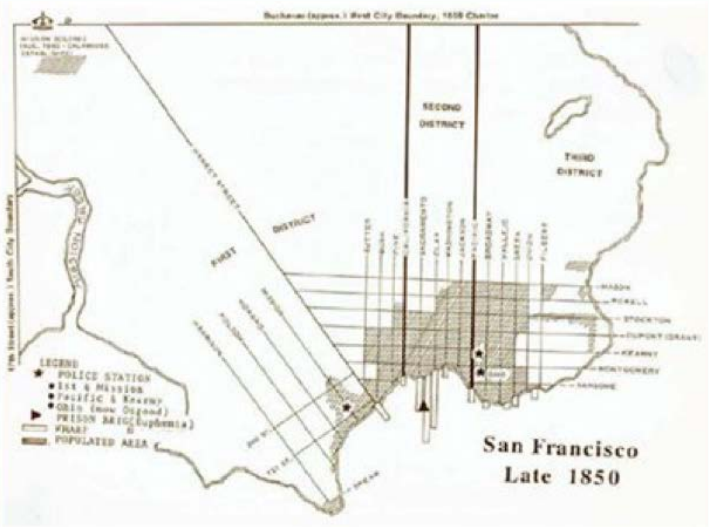


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# 1769-1860: Yuerba Buena Cove

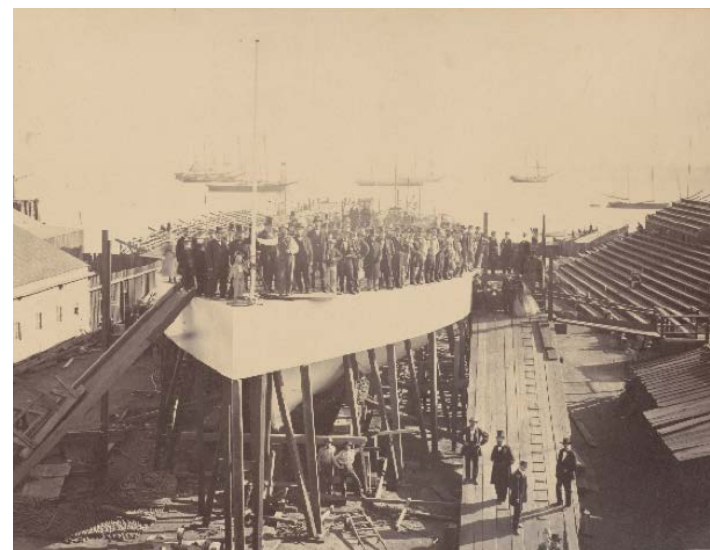
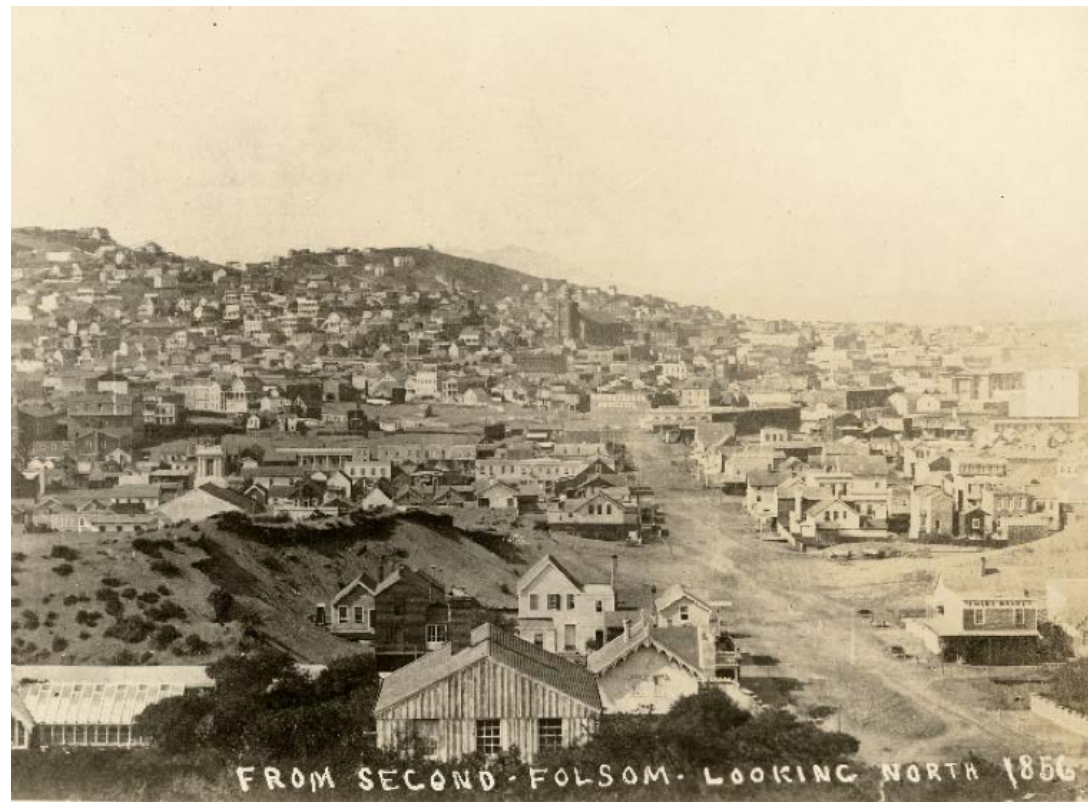
In 1769, the Spaniards “discovered” the San Francisco Bay area and established several Missions by 1776. This cove emerged as a natural anchorage point for foreign traders and contained the first Mexican pueblo. The filling in the cove began in California Gold Rush and was completed by 1860.





# 1846-1860: Happy Valley

Today defined by Market, Howard, First, and Second streets, this lush, sheltered area was first gridded with large blocks in 1847. The population grew rapidly during the Gold Rush as miners erected tents and temporary houses. It soon became the center of industrial and residential development, housing a diverse population of both working- and upper-class residents.





# 1860s-1906: Tar Flat

By the 1870s, SoMa had evolved into a mixed-use industrial district composed of factories, machine shops, and warehouses with wood-frame lodging and immigrant worker's houses lining the narrow alleys. Unsanitary and overcrowded living conditions characterized the “Tar Flat,” a nickname SoMa acquired due to the industrial pollution and noxious fumes.





# 1906-1920s: SoMa Reborn

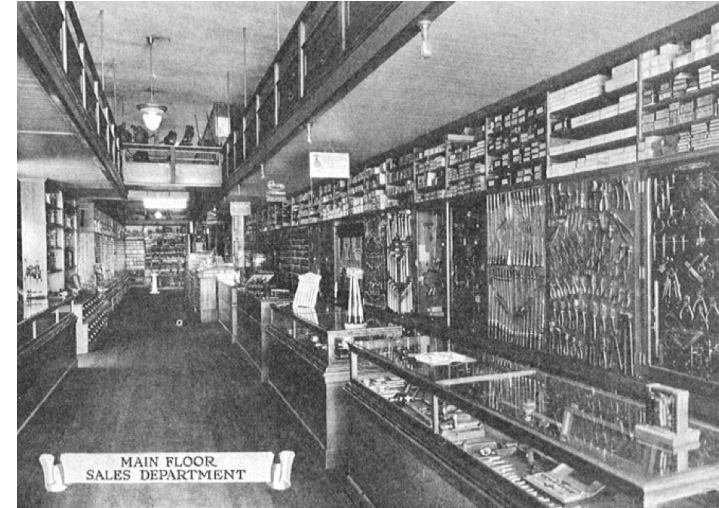
Damage to SoMa from the earthquake and fires of April 18, 1906 was more severe than anywhere else in the city  
While some brick and stone commercial and industrial buildings survived, much of the district was reconstructed between 1906-1920 and again evolved into a hub of industrial businesses and residential development for its working-class laborers.





# 1920s-1930s: First and Mission District

A cluster of seven early twentieth-century masonry loft buildings existed not long ago in the First and Mission Historic District. At least two, the Neustadter Building at 62 First Street and the Brandenstein Building at 88 First Street, were constructed for members of San Francisco's influential German-Jewish community. Other buildings include 76-78 First Street, 82-84 First Street/510 Mission Street, 88 First Street, and 440 Mission Street.





# 1930s-Present: 20<sup>th</sup> and 21<sup>st</sup> Century SoMa

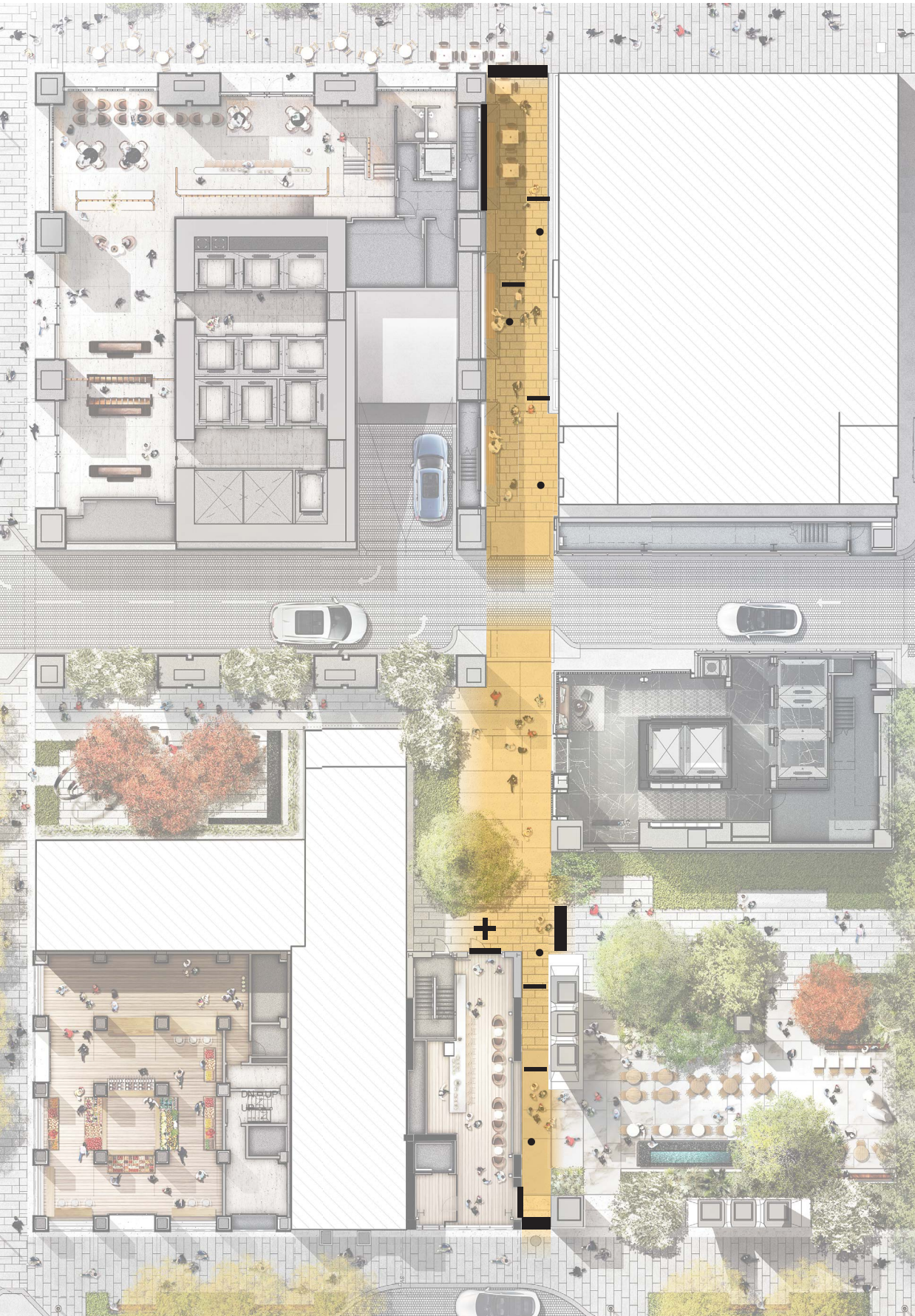
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**Thank you**