



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: March 21, 2018

TO: Architectural Review Committee of the Historic Preservation Commission

FROM: Justin Greving, Senior Preservation Planner, (415)575-9169
Julie Moore, Senior Environmental Planner, (415)575-8733

REVIEWED BY: Pilar LaValley, Acting Principal Preservation Planner, (415)575-9084

RE: Review and Comment for 3333 California Street
Preservation Alternatives for Draft EIR
Case No. 2015-014028ENV

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

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 3333 California Street ("the project").

On March 18, 2015, the Historic Preservation Commission (HPC) adopted Resolution No. 0746 to clarify expectations for the evaluation of significant impacts to historic 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 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 historical resource at 3333 California Street.

The Planning Department is in the process of preparing an Initial Study and Draft Environmental Impact Report (EIR) to evaluate the related physical environmental effects of the proposed project. The proposed Preservation Alternatives are being brought to the ARC for comment prior to inclusion in the Draft EIR. The Draft EIR is expected to be released to public review in summer 2018. A hearing to receive the HPC's comments on the Draft EIR would occur during the Draft EIR public comment period.

BUILDINGS AND PROPERTY DESCRIPTION

3333 California ("subject property") is located on a 10.25-acre site bounded to the north and south by California Street and Euclid Avenue (respectively), to the east by Presidio and Masonic avenues, and to the west by Laurel Street, in the Laurel Heights neighborhood. The subject property is located within an RM-1 – Residential – Mixed, Low Density Zoning District and a 40-X Height and Bulk District. The 3333 California project site contains two buildings, a Main Building and a Service Building, that are currently occupied by UCSF. The subject property was originally designed as the headquarters for the Fireman's

Fund Insurance Corporation (FFIC) by Edward B. Page and features a Modern landscape designed by Eckbo, Royston & Williams. 3333 California was constructed in 1956 with subsequent additions in 1964 and 1966.

The Main Building, located in the center of the 10.25 acre lot, is a four-story, approximately 55.5-foot-tall, reinforced concrete building above a partially below-grade parking garage. The Main Building rests on a concrete slab and pier foundation within a partially excavated hillside with a partial basement and three upper floors capped with a flat roof. The Main Building features an irregular shaped footprint designed to fit the unique topography of the site that has approximately a 60-foot downward slope from its highest point at the southwest boundary. The walls of the Main Building are of steel-frame, reinforced concrete or masonry construction and contain full-length floor to ceiling glass curtain walls along most elevations, recessed behind a concrete ledge that forms a projecting eave at each floor. A typical section of the window system is a dark bronze aluminum frame system composed of a lower band of spandrel glass set beneath an alternating pattern of fixed and operable sash windows. The glass curtain wall runs uninterrupted except at the west elevation which features sections clad in red brick in a running bond pattern.

The Service Building is located at the northwest corner of the site at the intersection of California and Laurel streets. This one-story reinforced concrete construction building is fully clad in red brick in a running bond pattern that matches the retaining wall surrounding the majority of the site. The Service Building is irregularly-shaped in plan and features a covered loading dock along the west elevation that is accessed from the Laurel Street vehicle entrance. While the elevations facing Laurel and California streets are largely blank facades, other elevations feature simple metal framed windows and doors.

The subject property also features a designed Modern landscape with many varieties of trees, plants, and ground cover that convey a park-like quality. Several large onsite Monterey Cypress trees are likely remnant trees from the Lone Mountain/Laurel Hill Cemetery. The project site has publicly accessible grassy open space along Euclid Avenue that offers views of the downtown San Francisco skyline and the East Bay hills beyond. The grassy slope narrows as it runs downslope east along Euclid and then Masonic avenues toward the intersection of Presidio Avenue and Pine Street. Non-publicly accessible open spaces are on the southern side of the Main Building, including an enclosed play area for children and landscaped outdoor area for employees. Much of the remaining open space contains asphalt-paved surface parking lots.

Circulation networks within the project site currently consist of walkways on the south side of the Main Building and parking areas on the north and west sides of the Main Building. The focal points of the circulation networks are the Terraced Courtyard in the inside angle of the California Street and Laurel Street wings of the Main Building, the center of the project site, and a seating area near the juncture of the west façades of the California Street and Laurel Street wings. The pathways retain their historical concrete construction. The project site retains the historical circulation pattern that accommodated a mix of vehicle and pedestrian traffic within the campus.

Several features within the project site complement the Midcentury modern aesthetic of the FFIC corporate campus. These historical features include the perimeter fence along California and Laurel streets, the combination brick planter boxes that also function as decorative top or cap to retaining walls that support the terraced areas facing Laurel Street, as well as the Euclid Avenue and Masonic Avenue frontages, the original flagpole, and concrete pergola located near the Laurel Street Entrance.

Site History¹

The subject property and surrounding Laurel Heights neighborhood are located at the former site of the 55-acre Laurel Hill Cemetery, which was known as one of San Francisco's most prestigious cemeteries during the late nineteenth century. After Laurel Hill Cemetery closed and the burials were relocated, the project site was set aside for use by the San Francisco Unified School District to build a high school. However, plans to construct a high school never came to fruition and the land was rezoned for commercial use. In 1953, FFIC purchased the land and built the original portions of the current Midcentury Modern-designed corporate campus, and later added the subsequent additions in 1964 and 1966. FFIC hired architect Edward B. Page to design the building, the landscape architecture firm of Eckbo, Royston & Williams to design the landscape, and the general contracting firm of MacDonald, Young & Nelson to construct the buildings. Before designing the FFIC's home office, Page spent a year studying the business, analyzing work flows within and between various departments. Page used this information to create work spaces that maximized efficiencies and met the needs of running an insurance conglomerate. The FFIC's relocation to a new, modern campus within San Francisco was a move that struck some as unconventional, as many corporations during the postwar period were relocating to San Mateo and Santa Clara counties.

In 1982, FFIC began to gradually relocate to the northern Marin County community of Novato and the 3333 California Street campus was renamed the Presidio Corporate Center. In 1985, UC Regents purchased the property and renamed it UCSF's Laurel Heights Campus. While there have been some alterations to the exterior over time, generally the subject property remains largely intact from the identified period of significance and alterations have been relegated to the interior of the building.

CEQA HISTORICAL RESOURCE EVALUATION

The subject property is considered a Known Historic Resource, having been evaluated in a Historic Resource Evaluation (HRE) prepared by LSA, dated December 2017. This HRE found 3333 California Street to be eligible for individual listing in the California Register of Historical Resources under Criterion 1 and 3 for its association with the broad pattern of development in San Francisco as a corporate campus adapted to an urban environment as well as for its architecture as a Midcentury Modern building designed by Edward B. Page set within a Modern landscape designed by Eckbo, Royston & Williams. Page designed not only the original building but also a one-story vertical expansion in 1964 as well as a more substantial vertical and horizontal addition at the eastern edge of the property in 1966. The period of significance is 1956-1966 and encompasses the three periods of construction that were all designed by the same architect.

¹ The following site history is largely adapted from "3333 California HRE Part 1 prepared by LSA," December 2017, 41-44.

Recently, a neighborhood organization submitted a National Register Nomination for 3333 California Street to the California Office of Historic Preservation (OHP) for review and comment. Properties listed in the National Register are automatically listed in the California Register and are thus considered historic resources under CEQA. However, the definition of a historic resource does not have a hierarchy and properties listed in, or eligible for listing in the California Register are treated equally. The Department does not dispute the subject property's eligibility as a historic resource but there is a difference in professional opinions between experts with regard to whether or not the Service Building is considered a contributing feature of the resource. Based on the information found in the HRE, the Department finds the Service Building to be a simple utilitarian structure designed to house the utilities of the Main Building and is not of outstanding architectural excellence. While the Main Building is mostly clad in a glass curtain wall the Service Building is largely clad in a masonry bond pattern of brick to match the surrounding retaining wall. Although it was constructed at the same time as the Main Building and was also designed by Edward Page, it is not an important architectural feature of the site and instead is a simple utilitarian structure that houses mechanical equipment for the Main Building. For these reasons, the Department determined that the Service Building is a non-contributing feature of the subject property and its retention was not factored into the Full Preservation or Partial Preservation Alternatives explored in this memo.

INTEGRITY

The Department concurs with LSA's findings that the subject property retains sufficient integrity to convey its significance as a corporate campus and a Midcentury Modern building. The Department also concurs with LSA's findings that the subject property retains all seven aspects of integrity.

CHARACTER-DEFINING FEATURES

The HRE prepared by LSA identified a list of character-defining features of 3333 California Street. The Department concurs with these features and they are as follows:

Site/Landscape Features

- Corporate campus setting featuring main building located on a large open landscaped site across 10.25 acres;
- Landscape utilizing curvilinear shapes in pathways, driveways, and planting areas; and other integrated landscape features (planter boxes, seating);
- Main entrance leading from Walnut and California streets;
- Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern;
- Mature trees around the corporate modern campus²;
- Open area along Euclid Avenue and Laurel Street;
- Concrete pergola atop terraced planting feature facing Laurel Street

² Note that a few of these trees may date from the era when the cemetery was extant. Some Monterey Cypress and Eucalyptus trees were incorporated as part of the Modern landscape designed by Eckbo, Royston & Williams.

Main Building

- Stepped multi-story massing built into the natural topography of the site;
- Main building encompassing three distinct building phases that have all taken on significance (1956, 1964, 1966);
- Midcentury Modern architectural style with little ornamentation;
- Flat, cantilevered roof with projecting eaves;
- Continuous full-height, slightly recessed curtain wall glazing on most sides and along all levels of the building; and
- Glass curtain wall composed of bronze powder-coated aluminum framing system in a regularly spaced pattern of mullions and muntins, typically with a small spandrel panel of obscure glass below a larger pane.

PROJECT AND PROJECT VARIANT DESCRIPTION

In addition to the project, the project sponsor is also considering a project variant that would change the use of one of the new buildings onsite (the Walnut building on California Street) from a mixed-use office building to a mixed use residential building. The consideration of a variant in addition to the project in this and other documents related to the Environmental Impact Report will allow the sponsor to pursue the taller proposal without having to restart the environmental review process.

Project Description

The subject property consists of 2 buildings (the Main Building and the Service Building), located on a 10.25 acre parcel. Under the proposed project, the existing Service Building, surface parking lots, and circular garage ramp structures along California Street would be demolished.³ The existing approximately 55.5-foot-tall Main Building at the center of the site would be partially demolished (including the Euclid Street and Laurel Street wings, and a substantial portion of the 1966 addition), and adapted to serve as two separate buildings, Center Building A and Center Building B, connected by a covered bridge. Dividing the building would allow for the development of a linear north-south connection from California Street to Euclid Avenue through the middle of the project site. The proposed north-south connection would align with Walnut Street (the proposed Walnut Walk) incorporating the site into the surrounding street grid. Center Building A and Center Building B would be renovated, adapted for residential use, and strengthened to accommodate vertical additions. Two residential levels would be added to Center Building A for a building height of approximately 80 feet. Two residential levels would be added to the east portion of Center Building B and three residential levels would be added to the west portion, for a building height ranging from approximately 80 feet on the east portion to 92 feet on the west portion. The heights are measured from the proposed residential lobbies adjacent to the proposed Walnut Walk to top of roof. A total of 13 new buildings would be constructed along California Street, Masonic Avenue, Euclid Avenue, and Laurel Street for a total of 15 buildings on site. The new buildings would consist of the following:

³ The project description is largely adapted from the plans submitted to the Planning Department dated August 17, 2017.

- Plaza A and Plaza B buildings, two four-story mixed-use residential buildings with ground floor retail along California Street between Laurel and Walnut streets with proposed heights of 45 feet;
- Walnut Building, a three-story mixed-use office building with ground floor retail and child care space along California Street east of Walnut Street with a proposed height of 45 feet;
- Masonic Building, a four- to six-story residential building along Masonic Avenue with a proposed height of 40 feet;
- Euclid Building, a four- to six-story mixed-use building with a proposed height of 40 feet and limited ground floor retail space fronting the south end of the proposed Walnut Walk near the intersection of Euclid and Masonic avenues;
- Laurel Duplexes, seven two-unit residential townhomes along Laurel Street with proposed heights of up to 40 feet; and
- Mayfair Building, a four-story residential building near the Laurel Street and Mayfair Drive intersection with a proposed height of 40 feet.

Project Variant Description

A project variant would replace the office space in the Walnut Building with residential units resulting in no office space on the project site. The Walnut building would be taller under this variant (from 45 feet in the proposed project to 67 feet). No other features of the proposed project would change under the variant.

PROJECT AND PROJECT VARIANT IMPACTS

Planning staff find that because the \ project and project variant would demolish half of the building and develop additional buildings on the site, they would cause a significant adverse impact to the identified historic resource.

PRESERVATION ALTERNATIVES - PROJECT

As the proposed project is anticipated to result in a significant impact on a historic resource due to demolition and new construction, 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 attached.

Department staff and the project team have identified the following preservation alternatives: No Project Alternative, Full Preservation Alternative, Partial Preservation Alternative (1), and Partial Preservation Alternative (2). The Full and Partial Preservation Alternatives are depicted in the attached plans and massing studies. These Alternatives studies depict continued office use of the Main Building, however, it should be noted that the building could be repurposed for residential use in any of the Alternatives. To accommodate residential use under any of the Alternatives, cut outs for courtyards and additional modifications to the glass curtain wall system would likely be required. However, changes to accommodate either use (office or residential) would still reduce impacts to the historic resource in comparison with the project such that there would be no need to study additional alternatives.

No Project Alternative

The No Project Alternative would include only minor exterior and interior alterations to the existing buildings on the site but would not involve any new construction. The property at 3333 California Street would remain. This No Project Alternative would not result in a significant impact to historic resources. The No Project Alternative would not meet the basic project objectives.

Full Preservation Alternative

Under the Full Preservation Alternative the existing Main Building would be mostly retained, except for the smaller, northeastern piece of the building (constructed in 1966), which would be demolished along with the Service Building (which was not identified as a character-defining feature). The Main Building's mechanical penthouse would be relocated to accommodate a one-story addition that would be set back 15 feet from the façade on the east, west, and south sides. The addition would provide more office space, would have a contemporary design with steel and glazing. Interior spaces of the Main Building would be altered and the glass curtain wall would be replaced with a new glass curtain wall compatible with the character of the historic resource.

Under the Full Preservation Alternative, four new buildings would be constructed in locations on the site where surface parking lots and the Service Building are located. The three proposed California Street buildings – Plaza A, Plaza B, and Walnut buildings – would be constructed along California Street between Laurel Street and the adjacent lot, while a fourth building, the rectangular Mayfair Building, would be constructed near the Laurel Street and Mayfair Drive intersection. The Plaza A and Plaza B buildings are proposed to be two four-story mixed-use residential buildings with ground floor retail along California Street and would have heights of 45 feet. The Walnut Building would be a six-story mixed-use building with a proposed height of 67 feet. The Mayfair Building would be a four-story residential building with a proposed height of 40 feet.

Overall, the Full Preservation Alternative would have a total of 1,215,019 gross square feet, including the Main Building with a one-story addition at the previous mechanical penthouse level, the four new buildings, and parking. With the one-story addition and without the northeastern piece, the Main Building would total 367,802 gross square feet of office use. The four new buildings along California and Laurel streets would total 335,361 gross square feet of residential use with 344 units, 14,650 gross square feet of child care use, and 44,306 gross square feet of retail use.

The Full Preservation Alternative would retain the majority of the character-defining features of the historic resource at 3333 California Street. Each of the Main Building's character-defining features would be only marginally affected and the majority of the site's significant landscape features would be retained, particularly those on the southern portion of the site.⁴

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

⁴ For a more detailed description of the Full Preservation Alternative, see p. 12 of the Page & Turnbull Preservation Alternatives Report.

Partial Preservation Alternative (1)

Under Partial Preservation Alternative 1, the existing Main Building would be mostly retained, except for the smaller, northeastern piece of the building (constructed in 1966), which would be demolished along with the Service Building. The Main Building's mechanical penthouse would be relocated to accommodate a two-story, stepped addition. Both stories would be set back from the east, west, and south façades a minimum of 15 feet. The addition would provide more office space and would have a contemporary design with steel and glazing. Interior spaces of the Main Building would be altered and the glass curtain wall would be replaced with a new glass curtain wall compatible with the character of the historic resource.

Under Partial Preservation Alternative 1, a total of sixteen new buildings would be constructed along California Street, Laurel Street and Euclid Avenue. Similar to the Full Preservation Alternative, three new mixed-use buildings – the proposed Plaza A, Plaza B, and Walnut buildings – would be constructed along California Street between Laurel Street and the adjacent lot, while a fourth building, the rectangular Mayfair Building, would be constructed near the Laurel Street and Mayfair Drive intersection. The height, scale, and use of these four proposed buildings would be the same as described in the Full Preservation Alternative above.

Partial Preservation Alternative 1 also calls for twelve buildings to be constructed along the southern periphery of the site. Six two-unit residential townhomes – the Laurel Townhouses – would be constructed along Laurel Street. Each Laurel Townhouse would be a duplex four stories tall that would range in height from 37 to 40 feet. Five single-unit townhomes would be built along Euclid Avenue with each home proposed to be 4 stories tall and 40 feet in height. And along Masonic Avenue, eight connected single-unit townhomes would be constructed. These interconnected townhomes would be 3 stories tall and would step down to match the sloping topography of Masonic Avenue.

Overall, Partial Preservation Alternative 1 would have a total of 1,357,920 gross square feet, including the Main Building with addition. With the two-story addition and without the northeastern piece, the Main Building would total 394,302 gross square feet of office use. The new buildings would total 424,462 gross square feet of residential use with 369 units, 14,650 gross square feet of childcare use, and 44,306 gross square feet of retail use.

Partial Preservation Alternative 1 would favor retaining more of the Main Building's character-defining features and less of the site/landscape's character-defining features than Partial Preservation Alternative 2, although the landscaped courtyard to the south would be retained and would still be visible from Masonic due to the topography of the site.⁵

The Partial Preservation Alternative 1 meets or partially meets the basic project objectives.

⁵ For a more detailed description of Partial Preservation Alternative 1, see p. 17 of the Page & Turnbull Preservation Alternatives Report.

Partial Preservation Alternative (2)

Under Partial Preservation Alternative 2, the central mass of the existing Main Building would be retained, but the smaller, northeastern piece of the building (constructed in 1966) and the south wing (constructed in 1956 and 1964) would be demolished along with the Service Building. The Main Building's mechanical penthouse would be relocated to accommodate a two-story, stepped addition. Both stories would be set back from the east, west, and south façades a minimum of 15 feet. The addition would provide more office space and, along with the northeastern and southwestern enclosures, would be designed with contemporary materials, such as steel and glazing. Interior spaces of the Main Building would be altered and the glass curtain wall would be replaced with a new glass curtain wall compatible with the character of the historic resource.

Under Partial Preservation Alternative 2, a total of twelve new buildings would be constructed along California Street, Laurel Street, and Euclid Avenue. Similar to the Full Preservation Alternative and Partial Preservation Alternative 1, three new mixed-use buildings – the proposed Plaza A, Plaza B, and Walnut buildings – would be constructed along California Street between Laurel Street and the adjacent lot, while a fourth building, the rectangular Mayfair Building, would be constructed near the Laurel Street and Mayfair Drive intersection. The height, scale, and use of these four proposed buildings would be as described in the Full Preservation Alternative above.

The south wing of the Main Building would be demolished to allow the construction of a four- to six-story residential building – the Euclid Building – near the intersection of Euclid and Masonic Avenues. The demolition of the south wing would also allow for the construction of seven two-unit residential townhomes – The Laurel Townhomes (one more than in Partial Preservation Alternative 1 which could only accommodate six townhomes). There would be no additional construction along Masonic Avenue.

Overall, Partial Preservation Alternative 2 would have a total of 1,438,363 gross square feet, including the Main Building with addition, the three new buildings on California Street, the eight new buildings on Laurel Street, the new building on Euclid Avenue, and parking. With the two-story addition and without the northeastern piece or south wing, the Main Building would total 329,935 gross square feet of office use. The new buildings would total 571,022 gross square feet of residential use with 493 units, 14,650 gross square feet of childcare use, and 44,306 gross square feet of retail use.

Partial Preservation Alternative 2 would favor retaining more of the site/landscape's character-defining features and less of the Main Building's character-defining features than Partial Preservation Alternative 1.⁶

Partial Preservation Alternative 2 meets or partially meets the basic objectives of the project.

REQUESTED ACTION

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

⁶ For a more detailed description of Partial Preservation Alternative 2, see p. 23 of the Page & Turnbull Preservation Alternatives Report.

ATTACHMENTS

- Historic Resource Evaluation – Part 1, prepared by LSA, (dated December 2017)
- Preservation Team Review Form, prepared by the San Francisco Planning Department, (dated January 11, 2018)
- 3333 California Project Objectives
- 3333 California Preservation Alternatives Report and Graphics Package, prepared by Page & Turnbull, (dated March 2, 2018)
- Notice of Preparation of an Environmental Impact Report and Public Scoping Meeting, prepared by the San Francisco Planning Department, (dated September 20, 2017)
- Draft National Register nomination for 3333 California (Fireman's Fund Insurance Company), prepared by Michael R. Corbett and Denise Bradley, (dated February 5, 2018)

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HISTORIC RESOURCE EVALUATION – PART 1

**3333 CALIFORNIA STREET
CITY AND COUNTY OF SAN FRANCISCO, CALIFORNIA
SAN FRANCISCO PLANNING DEPARTMENT CASE NO. 2015-014028ENV**

VOLUME I: HISTORICAL RESOURCE EVALUATION REPORT

Prepared for:

Lisa Congdon
Project Manager
Laurel Heights Partners, LLC
150 Post Street, Suite 320
San Francisco, California 94108

Prepared by:

Michael Hibma, M.A., DPH
LSA
157 Park Place
Point Richmond, California 94801
(510) 236-6810

LSA Project No. LHL1701



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B: SANBORN FIRE INSURANCE COMPANY MAPS (1886, 1889, 1899, 1905, 1913, 1950, AND 1990) AND HISTORICAL AERIAL PHOTOGRAPHS (1946, 1952, 1960, 1968, 1973, 1977, 1987, 1993, 2005, 2009, 2010, 2012, 2014, AND 2016)

C: CALIFORNIA DEPARTMENT OF PARKS AND RECREATION 523 SERIES FORMS

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I: LANDSCAPE ANALYSIS

1.0 SUMMARY OF FINDINGS

LSA conducted background archival research, consultation, and field surveys as part of this Historic Resource Evaluation – Part 1 (HRE) prepared for 3333 California Street, in the Laurel Heights Neighborhood of the City and County of San Francisco (Block 1032/Lot 003) (project site). The research and field surveys identified a cultural resource over 50 years of age within the 10.25-acre project site: a Midcentury Modern-designed corporate campus comprising two buildings and landscape features originally built in 1956-1957 for the Fireman's Fund Insurance Company (FFIC). The campus contains a four-story Main Building with three levels of partially below-grade parking (in 1964 an additional floor was added and in 1966 a four-story addition, two circular garage ramp structures, and an auditorium were added to this building); a single-story Service Building at the northwestern corner of the project site; approximately 2.75 acres of surface parking; and 3 acres of designed landscape or landscaped open space designed by Eckbo, Royston & Williams, a noted landscape architecture firm that specialized in residential gardens, public spaces, campuses, and business parks.

This HRE evaluates the campus to assess whether it appears eligible for listing on an individual or district level, or as a contributor to a larger potential historic district.¹ LSA concludes that the Midcentury Modern-designed corporate campus within the project site at 3333 California Street appears eligible for inclusion in the California Register at the local level of significance as an individual property under Criterion 1 as an urban adaptation of a typically suburban property type and under Criterion 3 for its uniform Midcentury Modern commercial architecture and is therefore a "historical resource" for the purposes of the California Environmental Quality Act (CEQA). The period of significance is 1956-1966, which encompasses when FFIC began construction in 1956 and subsequent additions to the Main Building in 1964 and in 1966.

LSA's HRE addresses two potential historic district eligibility scenarios: **(1)** the Midcentury Modern-designed corporate campus within the project site at 3333 California Street as a historic district; and **(2)** the Midcentury Modern-designed corporate campus within the project site as part of a larger historic district that includes a broader concentration of earlier Midcentury Modern-designed buildings within Laurel Heights that includes the Laurel Village Residential Tract built in 1948-1950 and the Laurel Village Shopping Center, a commercial retail strip built in 1948-1955 along the south side of California Street. As explained in the HRE to follow, the Midcentury Modern-designed corporate campus within the project site was designed on a much larger scale and for a different use than the residential tract and commercial retail strip, which both represent common mid-20th century land use and development patterns in the Laurel Heights Neighborhood, San Francisco, California, and nationwide.

Although the project site contains two buildings and a designed landscape that are "united historically or aesthetically by plan or physical development," official National Park Service guidance favors classifying the Midcentury Modern-designed corporate campus as a "Building" and not a

¹ The evaluation is done within the regulatory context of the California Register of Historical Resources (California Register) and *Preservation Bulletin 16*, a San Francisco Planning Department document that outlines CEQA review procedures for historical resources in San Francisco.

“District.” As described in *National Register Bulletin 15*, a “Building” may “also be used to refer to a historically or functionally related unit, such as a courthouse and jail or a house and barn” (National Park Service 1997a:4).

The Midcentury Modern-designed corporate campus within the project site was designed by a professional architect and landscape architects but was built 2-8 years after the residential tract and commercial retail strip. For these reasons, the combination of the project site, the residential tract, and the commercial retail strip does not appear to be a viable historic district eligible for inclusion in the California Register.

2.0 INTRODUCTION

LSA prepared this HRE at the request of Laurel Heights Partners, LLC, to evaluate the California Register eligibility of a Midcentury Modern-designed corporate campus built between 1956 and 1966 within the project site at 3333 California Street (Block 1032/Lot 003) in the City and County of San Francisco. This HRE takes into account alterations to the Main Building. These alterations include a full floor addition installed in 1964 and a subsequent four-story addition, two circular garage ramp structures, and an auditorium added in 1966. The evaluation is done within the regulatory context of the California Register and *Preservation Bulletin 16*, a San Francisco Planning Department document that outlines CEQA review procedures for historical resources in San Francisco.

2.1 DOCUMENT ORGANIZATION

This HRE is organized into two volumes. The contents of each volume are summarized below.

Volume I contains a Summary of Findings, this Introduction, and the following sections: Chapter 3 – Methods; Chapter 4 – Research and Field Survey Results; Chapter 5 – Resource Description; Chapter 6 – Historic Status Summary; Chapter 7 – Historic Context; Chapter 8 – Architectural Context; Chapter 9 – Eligibility Evaluation; Chapter 10 – Conclusion; and Chapter 11 – References Cited.

Volume II contains the appendices including (A) maps of the project site, aerial photograph-based images of the chronological construction phases of the project site, associated landscape features, the surrounding Laurel Heights neighborhood; (B) Sanborn Fire Insurance Company maps of the project site and surrounding neighborhood; (C) California Department of Parks and Recreation 523 series forms of the property; (D) photographs of current conditions; (E) a copy of the original 1955 construction plans and subsequent additions from 1963, 1965, and 1984; (F) copies of building permits on file at the San Francisco Department of Building Inspection; (G) a copy of the current project plans; (H) a list of projects completed by Eckbo, Royston and Williams; and (I) a matrix of landscape features, their general condition, and status as character-defining features of the project site.

2.2 PROJECT SITE LOCATION AND DESCRIPTION

The 10.25-acre Midcentury Modern-designed corporate campus is bounded on the north by California Street, on the east by Presidio Avenue, on the south by Masonic and Euclid avenues, and on the west by Laurel Street. It is part of the Laurel Heights Neighborhood, which is located west of Lower Presidio Heights, southwest of Pacific Heights, south of Presidio Heights, east of Jordan Park and the Inner Richmond, north of Anza Vista, and northwest of the Western Addition (HRE Volume II, Appendix A: Figures 1 and 2). The proposed project, described in greater detail below, would partially demolish the campus within the project site and construct new facilities and public open space.

The proposed project would demolish the Service Building in the northwestern corner of the project site, the surface parking lots, and the circular garage ramp structures. The project would demolish 49 percent of the Main Building and redevelop it as two separate buildings (Center Building A and Center Building B). Renovation of the Main Building would include the addition of the following:

- Partial residential/partial non-residential floors atop the existing building;
- Two new floors on Center Building A and three new floors on Center Building B. Of these new floors, one new residential floor on each building would replace an existing mechanical penthouse. Additionally, reuse of the existing building may require the reconstruction of some existing building floors to meet structural and code requirements.

The project proposes to construct thirteen new buildings in different locations around the site: the 45-foot-tall Plaza A and Plaza B buildings (residential and retail uses) along California Street between Laurel and Walnut streets; the 45-foot-tall Walnut Building (office, retail, and child care uses) along California Street east of Walnut Street; the 40-foot-tall Masonic Building (residential use) along Masonic Avenue; the 40-foot-tall Euclid Building (residential and retail uses) near the intersection of Euclid and Masonic avenues; the 37–40-foot-tall Laurel Duplexes (residential use) comprised of seven buildings along Laurel Street; and the 40-foot-tall Mayfair Building (residential use) near the intersection of Laurel Street and Mayfair Drive. Overall, the project would create 558 residential units and 895 parking spaces. The renovated building and new construction will cover approximately 48 percent of the project site, with the remainder utilized as open space. The plans and renderings for the proposed project are in HRE Volume II, Appendix G of this HRE.

3.0 METHODS

To prepare this HRE, LSA conducted a records search, literature and map review, archival research, and field surveys, and consulted with University of California, San Francisco (UCSF) staff. These tasks were conducted to identify the land use history of the area, identify potentially significant associations, and prepare a historic context for built environment resources within the project site. Each task is summarized below.

3.1 RECORDS SEARCHES

On March 21, 2017, LSA Architectural Historian Angelique Theriot, M.A., conducted a records search of the project site and a one-block radius at the Northwest Information Center (NWIC) (File No. 16-1450). The NWIC, an affiliate of the California Historical Resources Information System, is the official state repository of cultural resource records and reports for San Francisco County. The records search was done to identify built environment cultural resources and was augmented by a review of the following national, state, and local inventories for cultural resources in and adjacent to the project site:

- *California Points of Historical Interest* (California Office of Historic Preservation 1992);
- *Five Views: An Ethnic Historic Site Survey for California* (California Office of Historic Preservation 1988);
- *Historic Spots in California* (Hoover et al. 1990);
- *California Historical Landmarks* (California Office of Historic Preservation 1996);
- *California Inventory of Historic Resources* (California Department of Parks and Recreation 1976);
- *Directory of Properties in the Historic Property Data File for San Francisco County* (California Office of Historic Preservation April 5, 2012). The directory includes the listings of the National Register, National Historic Landmarks, California Register, California Historical Landmarks, and California Points of Historical Interest;
- *City of San Francisco Landmarks, Historic Districts, and Structures of Merit* (San Francisco Planning Department 2003a);
- *Here Today: San Francisco's Architectural Heritage* (Junior League of San Francisco 1968);
- *List of Landmarked Trees* (San Francisco Department of the Environment 2016); and
- *Neighborhood Commercial Buildings Historic Resource Survey* (San Francisco Planning Department 2017).

3.2 LITERATURE AND MAP REVIEW

Ms. Theriot and LSA Architectural Historian Michael Hibma, M.A., DPH, reviewed the following publications, maps, and websites for historical information about the project site and its vicinity:

- *California Place Names* (Gudde 1998);

- *Durham's Place-Names of the San Francisco Bay Area* (Durham 2000);
- *San Francisco Architecture* (Woodbridge et al. 1992);
- *San Francisco Architecture – Revised Edition* (Woodbridge et al. 2005);
- *An Architectural Guidebook to San Francisco and the Bay Area* (Cerny 2007);
- *San Francisco, Architecture of the San Francisco Bay Area: A History & Guide* (Schwarzer 2007);
- *How to Read the American West: A Field Guide* (Wyckoff 2014);
- *Sanborn Fire Insurance Company Maps* (Sanborn Fire Insurance Company 1886, 1889, 1899, 1905, 1913, 1950, and 1990);
- *San Francisco, Calif.*, 15-minute topographic quadrangle (USGS 1895, 1899, and 1915);
- *San Francisco North, Calif.*, 7.5-minute topographic quadrangle (USGS 1947, 1950, 1956a, 1956b, 1956c, and 1993);
- *FoundSF* at www.foundsf.org (2017);
- *ParcelQuest* at www.parcelquest.com (2017);
- *Historic Aerials – UCSF Laurel Heights - 3333 California Street* (GeoSearch, Inc. 1946, 1952, 1960, 1968, 1973, 1977, 1987, 1993, 2005, 2009, 2010, 2012, 2014, and 2016); and
- *San Francisco Planning Department Property Information Map* (San Francisco Planning 2017a).

See section 11, References Consulted, for a complete list of materials reviewed.

3.3 ARCHIVAL RESEARCH

On March 22 and 23, 2017, LSA Architectural Historian Amber Long conducted research at the San Francisco Department of Building Inspection, the City and County of San Francisco Office of the Assessor-Recorder, and the Daniel E. Koshland San Francisco History Center in the Main Branch of the San Francisco Public Library. These research tasks included an examination of government records, newspaper articles, photographs, department memoranda, local histories, and personal correspondence for historical and environmental information about the project site and vicinity, as well as the project site's association with UCSF.

On April 8, 2017, LSA Architectural Historian Michael Hibma conducted research at the UCSF Special Collections and University Archives at Parnassus Heights to obtain historical and environmental information about the project site and its association with UCSF. Materials examined included government records, environmental reports, newspaper articles, inter-department memoranda, local histories, and personal correspondence.

On May 4, 2017, Mr. Hibma conducted research at the Environmental Design Library Archives, in the College of Environmental Design at the University of California, Berkeley, to obtain historical and environmental information regarding the project site and the Eckbo, Royston & Williams landscape architectural firm. Materials included one image covering a portion of the project site, biographical information, and a list of projects completed by the firm between 1945 and 1958.

3.4 FIELD SURVEYS

On February 11, 2017, LSA Architectural Historian Michael Hibma conducted a preliminary field survey to familiarize himself with the site for the purposes of preparing a proposal to prepare this HRE. The field survey was documented through photographs.

On March 22, 2017, Mr. Hibma conducted a field survey to identify built environment cultural resources in and adjacent to the project site, as well as to obtain information about the architectural context and land-use patterns of the area. The field survey was documented through photographs.

On May 2, 2017, Mr. Hibma conducted a survey of various interior spaces of the Main Building within the project site. This survey was conducted to identify the presence, and degree of, retention of original materials, design, and layouts. Mr. Hibma also photographed buildings on adjacent parcels that face the project site. The field survey was documented through photographs. See HRE Volume II, Appendix D for images of current conditions.

On June 17, 2017, Mr. Hibma accompanied Planning Department preservation and planning staff and representatives of the applicant team for a survey of interior spaces of the Main and Service buildings and a general walk around the 10.25-acre project site. The survey was done to obtain supplemental information on interior spaces, present configurations, and identification of character-defining features that appeared to survive. Planning Department preservation staff attended to gain firsthand information and impressions of the project site.

3.5 CONSULTATION

On May 2, 2017, Lisa Congdon, Project Manager at Laurel Heights Partners emailed property management and maintenance staff at UCSF Laurel Heights on behalf of LSA requesting any information such as (but not limited to) plans, policies, photographs, or other information regarding changes to the landscape at 3333 California Street. See section 5.1.4.2 for a discussion of alterations to the landscape within the project site.

4.0 RESEARCH AND FIELD SURVEY RESULTS

4.1 RECORDS SEARCHES

This section presents the results of state and local cultural resource records searches.

4.1.1 Northwest Information Center

The NWIC records search identified one previously evaluated resource within the project site:

- **P-38-002995/California Historical Landmark No. 760 – Site of the Former Laurel Hill Cemetery.** A bronze commemorative plaque was affixed in 1961 to the brick perimeter wall near the Main Entrance facing California Street at the Walnut Street intersection, which stated: “Builders of the West, civic and military leaders, jurists, inventors, artists and eleven United States Senators were buried here - the most revered of San Francisco's hills.” During a May 2, 2017, pedestrian survey, LSA Architectural Historian Michael Hibma examined the brick wall near the California Street Entrance and noted that the plaque is missing. See section 6.2.1 below for guidance from the California State Office of Historic Preservation regarding replacement of missing plaques.

The NWIC records search identified two previously recorded cultural resources within or adjacent to a one city block radius of the project site:

- **P-38-002649/Bekins Van & Storage Warehouse (2670-2696 Geary Boulevard; Block/Lots: 1071/003 and 1071/004).** This seven-story warehouse of reinforced concrete and masonry construction was built in 1923 and originally evaluated and recorded in 1983 as part of a historic preservation tax credit program application. The building was found eligible for its association with the Bekins Company, its Renaissance Revival architectural qualities, and as a notable design example by architect Edward T. Flaherty. The building was subsequently assigned a California Historic Resource Status Code of “2S3,” indicating that it was an “Individual Property to a district determined eligible for National Register by Part I Tax Certification. Listed in the California Register.”

The building was reevaluated in 2003 by EarthTouch, Inc., archaeologist Lorna Billat as part of a Federal Communications Commission (FCC) application to install a rooftop telecommunications antenna. The 2003 evaluation concurred with the earlier 1983 eligibility finding. In 2015, the building was evaluated a third time by architectural historian Alexandra Bevk. The 2015 evaluation reaffirmed the earlier 1983 and 2003 findings regarding its individual eligibility for inclusion in the National Register. This building is a historical resource for the purposes of CEQA (Bevk 2015).

- **P-38-004761/3597 Sacramento Street (Block/Lot: 1019/019).** This three-story wood-framed mixed-use building, comprised of apartments above ground floor commercial space was built in 1907. This building was previously evaluated in 2010 by Dana Supernowicz of Historic Resource Associates (Supernowicz 2010) as part of a FCC application to install a rooftop telecommunications antenna. Due to subsequent alterations, the building lacked sufficient

integrity for individual listing or as part of a historic district in the National Register or California Register. This building is not a historical resource for the purposes of CEQA.

4.1.2 San Francisco Landmark Trees

A review of the San Francisco Department of the Environment's *List of Landmarked Trees* did not indicate that any Landmarked Trees are located within or adjacent to the project site. The Department of the Environment's website indicated that eight Significant Trees are within the project site (San Francisco Department of the Environment 2016).² Several large onsite Monterey Cypress trees are likely remnant trees from the Lone Mountain/Laurel Hill Cemetery.

According to an arborist report prepared on March 24, 2017, by Crockett-based SBCA Tree Consulting, the project site contains "thirty four (34) trees that qualify as 'Protected Trees.' Of these, nineteen (19) exist on subject property³ and fifteen (15) are City Street Trees. No Landmark Trees exist within or adjacent to the property" (SBCA 2017).

4.2 LITERATURE AND MAP REVIEW

A literature and map review identified information regarding the historical context of the project site, as summarized below.

4.2.1 Results

The literature and map review identified one cultural resource within the project site that qualifies as a historical resource under CEQA:

- **P-38-002995/California Historical Landmark No. 760 – Site of the Former Laurel Hill Cemetery.** This resource is discussed in section 4.1.1, above.

The literature and map review identified two cultural resources within a one-city-block radius of the project site that qualify as historical resources under CEQA:

- **2908-2910 Bush Street/Hoadley Residence.** The Milo Hoadley Residence, built between 1854 and 1858, is one of the oldest houses in San Francisco and is *San Francisco City Landmark No. 216*. Milo Hoadley was a civil engineer who surveyed much of San Francisco during the mid-19th century. In 1862, Hoadley surveyed his land and named it the "Hoadley Tract." The Hoadley Residence is a historical resource for the purposes of CEQA (San Francisco Planning Department 2017a).

² Significant Trees are those managed by the San Francisco Department of Public Works (DPW), or on private property within 10 feet of the public right-of-way, or meet certain size criteria. The removal of Significant Trees on private property is subject to the requirements for the removal of street trees. To remove Significant Trees, the DPW Director must consider certain factors related to the tree, such as: size, age, species, and visual, cultural, and ecological characteristics (San Francisco Municipal Code §810A(a)(c)).

³ According to a "Required Checklist for Tree Planting and Protection" document prepared March 27, 2017, by Prado Group, there are 19 Significant Trees within the project site and no Significant Trees adjacent to the project site.

- **San Francisco Fire Department Station No. 10/655 Presidio Avenue.**⁴ This resource consists of a two-story firehouse constructed of reinforced concrete built in 1955. The building was constructed as part of the 1952 Firehouse Bond Act (Bond Act), which authorized the expenditure of \$4.75 million to construct and rehabilitate firehouses throughout the city. The Bond Act was the Fire Department's largest system wide upgrade since the 1906 Earthquake and Fire, and it allowed for the rehabilitation of existing fire stations and for new construction to provide faster response times in underserved areas. The refurbished and new stations also provided improved living and working conditions for firefighters.

Station No. 10 was one of 19 new firehouses built as part of the Bond Act. The new stations were built in a uniform Late Moderne architectural styling. According to Sanborn Fire Insurance Company Map analysis, San Francisco Fire Department Station No. 10 at 655 Presidio Avenue is located where the former two-story Laurel Hill Cemetery office, waiting room, and caretaker's dwelling once stood.

In 2010, Page & Turnbull cultural resources staff evaluated Firehouse No. 1 at 676 Howard Street.⁵ As a result of their research, Page & Turnbull concluded that Firehouse No. 1 was built as part of the Bond Act. Researching and surveying other firehouses built as a result of the Act indicated that a potential discontinuous historic district, tentatively named the *San Francisco 1952 Firehouse Bond Act Thematic Historic District*, was composed of 20 firehouses. This potential district appeared significant for its association with the Bond Act and the collective Late Moderne architectural qualities of its contributors.

Station No. 10 appears to contribute to the potential *San Francisco 1952 Firehouse Bond Act Thematic Historic District*. However, no information from the Planning Department or the NWIC indicates that it was formally determined a contributing element to a historic district. Therefore, its status as a historical resource under CEQA is uncertain at this time.

The *San Francisco Modern Architecture and Landscape Design, 1935-1970: Historic Context Statement (Modern HCS)* (San Francisco Planning Department 2010) included the following information about the project site:

- **Garrett Eckbo.** Information in HRE Volume II, Appendix A indicates that Garrett Eckbo was first active in San Francisco starting in 1942 as an independent landscape architect. In the postwar period, Eckbo was a partner in landscape architectural design firms that completed projects in San Francisco (and statewide). He was partner in several firms from 1948 to his death in 2000.⁶

⁴ This building is depicted as "Fire Sta. Eng. Co. No. 26" on a circa 1990 Sanborn Fire Insurance Company map of the area.

⁵ A copy of this document is available for review at the San Francisco Planning Department, 1650 Mission Street, Suite 400, as part of Planning Department Case File Nos. 2009.0291E and 2010.0275E (San Francisco Museum of Modern Art Expansion and Fire Station Relocation and Housing Project).

⁶ According to the Historic Context Statement, the chronological sequence of Garrett Eckbo's partnerships are as follows: **Eckbo, Royston & Williams** (1948-1959); **Eckbo, Dean & Williams** (1960-1963); and **Eckbo, Dean, Austin & Williams** (1964-present) (2009 name changed to AECOM) (Planning Department 2010:295).

- **Robert Royston.** Information in the HRE Volume II, Appendix A indicates that Robert Royston was first active in San Francisco in 1959 as a partner of Eckbo, Royston & Williams. In 1963, he helped found Royston, Hanamoto, Beck & Abey, which was in operation until 1974 (San Francisco Planning Department 2010:296). Robert Royston died in 2008; the firm Royston, Hanamoto, Alley & Abey, in operation since 1979 and based in the Marin County community of Mill Valley, remains in business.
- **Edward B. Page/3333 California Street.** Information in HRE Volume II, Appendix B indicates that, according to the *Modern HCS*, the only example of Edward Page's architecture is the Fireman's Fund Indemnity Company/3333 California Street (San Francisco Planning Department 2010:300). No other mention of Edward Page or 3333 California Street is found in the *Modern HCS*. Please see section 8.3 for a list of other buildings Edward Page is credited with designing.

The Planning Department's online *Property Information Map* identified two cultural resources within or adjacent to a one-city-block radius of the project site. The documents reviewed were CEQA Categorical Exemption Determinations which contained Preservation Team comments. The two properties located in the Laurel Village Residential Tract include:

- **11 Collins Street** (Block 10/Lot 002). This two-story, split-level, single-family residential building was constructed in 1948. In 2013, the Planning Department reviewed an application (Case No. 2013.0261E) to "alter the porch, add a dormer, and add horizontal addition at second floor." The Preservation Team determined they had sufficient information to find the building *not eligible* under any of the California Register significance criteria as an individual resource or as part of a potential historic district. The Preservation Team noted:

This building type has been studied in both the Department's Modern Architecture and Landscape Design Historic Context and the Sunset District Historic Survey and found to be insignificant in San Francisco history. The property also does not appear to be associated with any significant historic event or any person significant to our past. Furthermore, the building is not attributed to an architect or a master builder and the building is not an exceptional example of the Mid-Century design nor does it possess high artistic value. For these reasons, the Department finds that the property does not qualify for listing on the Register under any of the Criteria listed above.

The documentation was reviewed and approved by the Senior Preservation Planner/Preservation Coordinator on July 23, 2013 (San Francisco Planning Department 2013a).

- **245 Euclid Avenue** (Block 1069/Lot 035). This one-story-over-garage, single-family residential building was constructed in 1952. In 2013, the Planning Department reviewed an application (Case No. 2013.372E) for a project to build a lateral addition to the basement level and a new second-story addition at the rear east-facing façade. Other proposed alterations included enclosing the front entrance and creating habitable space on the first floor. The Preservation Team determined they had sufficient information to find the building *not eligible* under any of

the California Register significance criteria as an individual resource or as part of a potential historic district. The Preservation Team noted:

The subject property was designed and constructed by Heyman Homes Inc. as part of a small subdivision in the Laurel Village area of Presidio Heights that was previously part of the Laurel Hill Cemetery. Started by Oscar Heyman, Heyman Homes Inc. was one of the largest landowners and developers in the Sunset District, but also built tract homes in Laurel Village between 1948 and 1953.

The building is an example of tract housing built in the Laurel Village neighborhood in the mid-twentieth century, and is a non-distinct example of this common housing type. The building is not architecturally distinct such that it would qualify for listing in the California Register under Criterion C/3. No known historic events occurred at the property that would qualify it for listing under Criterion A/1, and none of the owners or occupants have been identified as important to history to qualify it for listing under Criterion B/2. The subject property is not located within the boundaries of any identified historic districts as the subject block contains a combination of Midcentury Modern homes that were built between 1950 and 1954 at the north end of the block where the Laurel Hill Cemetery was previously located, and a collection of Period Revival style buildings constructed between 1914 and 1924 at the southern half of the block. The subject block is not individually distinctive or representative of the area that would qualify it as a potential historic district. Therefore, 245 Euclid Avenue is not eligible for listing in the California Register under any criteria individually or as part of a historic district.

The documentation was reviewed and approved by the Senior Preservation Planner/Preservation Coordinator on August 8, 2013 (San Francisco Planning Department 2017b).

Sanborn Fire Insurance Company Map Analysis. The following summarizes the development of properties adjacent to the portion of the former Laurel Hill Cemetery that contains the project site. Early development was facilitated by the growth of streetcar lines in the area in the late-19th century but remained relatively sparse. By the mid-20th century, the areas surrounding the project site contained mostly residential properties, with some commercial development.

The earliest Sanborn Fire Insurance Company map that depicts the project site was published in 1886. The project site is within the eastern portion of the former Laurel Hill Cemetery, portions of which are not depicted on any Sanborn Maps until 1913. Appendix B in Volume II of this HRE contains copies of the Sanborn Fire Insurance Company Maps reviewed.

Sanborn Maps – 1886

- Adjacent city blocks to the south, east, and north of the project site contain sparse residential and commercial development with some streetcar infrastructure along California Street. Higher concentrations are depicted on the east side of Central Avenue (modern Presidio Avenue) opposite the project site.

- Along the northern side of California Street, between Lyon Street on the east and Walnut Street on the west, are two saloons, a “China Laundry” near the southwestern corner of the Walnut and California streets intersection, and two single-story residential buildings across Walnut Street.
- The California Street Railroad Car House near Lyon Street and the Ferries and Cliff House Railroad Company near Central (Presidio) Avenue are located along California Street.
- The Ferries and Cliff House Railroad Company’s roundhouse and turntable are farther west along California Street, between Laurel and Locust streets.
- City blocks north of Locust Street are either vacant or sparsely settled (Sanborn Fire Insurance Company 1886:123B, 123C, 123D, 123E, 123F).

Sanborn Maps – 1889

- Adjacent city blocks to the south, east, and west of the project site show sparse residential and commercial development and streetcar infrastructure. Higher concentrations are shown on the east side of Central Avenue (modern Presidio Avenue). The 1889 map shows large single-family dwellings, railroad infrastructure, lodging buildings, and commercial spaces.
- Eleven dead-end streets are shown between the southern boundary of Laurel Hill Cemetery (modern Euclid Avenue) and the northern side of Point Lobos Avenue (modern Geary Boulevard) and west of Central Avenue to First Avenue (modern Arguello Boulevard). The Union Nursery, two Chinese laundries, Drakes Marble Works, and pumping stations for the Oddfellow and Laurel Hill cemeteries are depicted.
- The Point Lobos Public School is at the northeastern corner of the intersection of First (modern Arguello Avenue) and Point Lobos avenues. The rear of the school contains a “Planked Yard.”
- Blocks on the north side of Point Lobos Avenue between Blake Street to the east and Williamson Street (modern Parker Avenue) to the west contain over 40 single-family dwellings depicted on narrow lots with square, L-shaped, or rectangular footprints. Most have detached outbuildings. Five multiple-family dwellings are also depicted in clusters interspersed with large, open vacant lots.
- The Geary Street Steam Railroad tracks are in the middle of Point Lobos Avenue.
- Sanborn maps of areas west of Laurel Hill Cemetery were not prepared in 1889, indicating that development was too sparse to warrant depiction by surveyors (Sanborn Fire Insurance Company 1889:88A, 88B, 88C).

Sanborn Maps – 1899

- By 1899, the blocks east of and across Central Avenue (modern Presidio Avenue) show dense commercial development.

- Most of the southeast of the Central Avenue and California Street intersection is vacant, except for four single-story dwellings, one two-story dwelling, and a marble-cutter.
- California Street west of Central Avenue contains the same built environment depicted in 1886. However, differences include increased, denser development toward First Avenue (modern Arguello Boulevard), the Jordan Tract street grid connecting with California Street, and the Ferries and Cliff House Railroad tracks.
- The Jordan Tract street grid is depicted but all lots are vacant.
- Adjacent blocks to the south of the project site show the same built environment as depicted in 1889 although fewer vacant lots remain. The Union Nursery is now the Florist's Nursery and contains four greenhouses, and a 5-million-gallon saltwater reservoir owned by the Olympic Salt Water Company is depicted west of and across Josephine Street. The Geary Street Steam Railroad is gone (Sanborn Fire Insurance Company 1899:394, 395, 399, 401, 403, 430, 434, 436, 437).

Sanborn Maps – 1905

- By 1905, the blocks east of and across Central Avenue (renamed Presidio Avenue by 1905) depict the similar dense commercial development as shown in 1899.
- Lands southeast of the Central Avenue and California Street intersection are vacant, except for four single-story dwellings, one two-story dwelling, a concrete works, and a building labeled "horseshoeing" and an unspecified office.
- California Street west of Central Avenue contains the same general built environment as depicted in 1899. However, differences include the Jordan Tract street grid connecting with California Street and depiction of the Cliff House Railroad tracks within California Street.
- Development in Jordan Tract has begun with several parcels containing residences. However, most of Jordan Tract remains vacant.
- Adjacent blocks to the south of the project site show the same built environment as depicted in 1899 although fewer vacant lots remain. The 5-million-gallon saltwater reservoir owned by the Olympic Salt Water Company is depicted west of and across Josephine Street, and east of Eugenie Street (Sanborn Fire Insurance Company 1905:394, 395, 399, 401, 403, 430, 434, 436, 437).

Sanborn Maps – 1913

- By 1913, the area east of the project site is nearly fully built out, with a few vacant lots remaining. Most buildings facing Laurel Hill Cemetery are residential flats with few commercial properties.

- A two-story, T-shaped brick-veneered building containing an office, waiting room, and residence is depicted on the Laurel Hill Cemetery grounds northwest of the Bush Street and Presidio Avenue “T” intersection. San Francisco Fire Department Station No. 10 is located here.
- The blocks facing the cemetery depict a modest increase in density. The Ferries and Cliff House Railway Company infrastructure is gone.
- California Street between Walnut and Maple streets is built out with one- or two-story single-family residences and multiple-story, multi-unit flats typically sited on narrow, rectangular lots. Hannemann Hospital, a four-and-a-half story, H-shaped building, is at the northeastern corner of the California and Maple streets intersection.
- Jordan Tract parcels on Parker Street west of and adjacent to the Laurel Hill Cemetery contain square or rectangular-shaped, two-story residential buildings composed of five multi-unit residential flats and seven single-family homes.
- Blocks to the south depict the same general built environment as shown in 1905. Differences include the “Geary Street Car Barn of the Municipal Railway” at 949 Presidio Avenue in the former location of the Florist Nursery and associated greenhouses were depicted in 1905.
- Josephine Street (later converted as an extension of Masonic Avenue to Presidio and Euclid avenues) is depicted as a dead-end street, Point Lobos Avenue is renamed Geary Boulevard, and Euclid Avenue is depicted ending in a T-intersection with Parker Street (Sanborn Fire Insurance Company 1913:306, 307, 308, 311, 312, 313, 316, 317, 318, 322).

Sanborn Maps – 1950

- By 1950, the blocks east of the project site are depicted as fully built out and contain a mix of apartment buildings, multi-unit residential flats, and mixed-use residential buildings with ground-floor commercial space.
- The two-story, T-shaped Laurel Hill Cemetery office, waiting room, and caretaker residence is labeled “vacant.” No buildings, structures, or objects are depicted within the project site.
- Euclid Avenue connects to Presidio Avenue, and Josephine Street is renamed Masonic Avenue.
- The blocks along California Street that face the former Laurel Hill Cemetery are built out. The Jewish Community Center is shown at the northwestern corner of the Presidio Avenue and California Street intersection. A gas station is depicted opposite California Street where the San Francisco Fire Credit Union (3201 California Street) is today. The Ferries and Cliff House Railway Company infrastructure is gone.
- The north side of California Street between Walnut and Maple streets is fully built out. Hannemann Hospital, rebuilt in 1940, is a three-story, T-shaped building of reinforced concrete.

- The Laurel Village Shopping Center is shown. Most of the new construction is located between Laurel Street and a pedestrian crosswalk opposite Locust Street.
- The Laurel Village Residential Tract, west of and adjacent to the project site, is fully built out. Eight two-story, split-level residential buildings are west of and across Laurel Street from the project site. They are generally rectangular in shape with a projecting wing or garage. Four two-story buildings containing two flats face the Laurel Street and Mayfair Drive intersection (see HRE Volume II, Appendix D:Images 56-63). Across Euclid Avenue from the project site are three two-story multi-unit residential buildings (Sanborn Fire Insurance Company 1950:306, 307, 308, 311, 312, 313, 316, 317, 318, 322).

Sanborn Maps – 1990

- Blocks east of the project site are generally in the same configuration as shown in 1950 and contain apartment buildings, shops, some restaurants, multi-unit residential flats, and mixed-use residential buildings with ground-floor commercial space.
- The Laurel Hill Cemetery office is gone and replaced with “Fire Station Engine No. 26.” The Sanborn map contains a notation that states the Fire Station was built in 1955 of reinforced concrete walls and floors. A segment of Masonic Avenue is depicted between 3333 California Street and the Fire Station.
- The building footprints and several “parking areas” are depicted within the project site. The footprint of the Main Building reflects the post-1966 multi-story addition on the east façade (facing Presidio Avenue). The current footprint of the Service Building is shown. The Sanborn Map notation indicates that the Service Building was used as “offices” for the “State of California Department of Transportation.”
- The city blocks facing 3333 California are fully built out. The Jewish Community Center is shown at the northwestern corner of the Presidio Avenue and California Street intersection. The gas station depicted opposite California Street where the San Francisco Fire Credit Union (3201 California Street) in 1950 was located is gone. The north side of California Street between Walnut and Locust streets is fully built out. Saint Edwards Church is depicted at 3330 California Street. The city block across Laurel Street is also fully built out. The Laurel Village Shopping Center remains as depicted in 1950.
- The block opposite Euclid Avenue from the project site is shown fully built out and containing nine multi-unit residential buildings (Sanborn Fire Insurance Company 1990:306, 307, 311, 312).

Historical Aerial Photograph Analysis. The following summarizes the development of 3333 California Street as depicted in available historical aerial photographs. The earliest aerial image available that depicts the buildings and landscape within the project site was taken in 1960. The Main and Service buildings are partially completed. The landscape has not yet been installed. Several mature remnant Laurel Hill Cemetery trees are shown. Subsequent aerial images show the basic configuration of the project site following the last major addition to the Main Building in 1967.

Due to poor image quality, no other distinct alterations are discernable (GeoSearch Inc. 1960). See Appendix B in Volume II of this HRE for a set of aerial photographs of the project site.

Black-and-white aerial photographs taken in 1968, 1973, and 1977 depict the modern FFIC corporate campus following the last major addition to the east façade of the Main Building in 1967. The basic modern configuration of landscaped areas, parking lots, and circulation paths are shown (GeoSearch Inc. 1968, 1973, 1977).

A black-and-white aerial photograph taken in 1987 depicts the current entrance on the California Street Wing of the Main Building. A projecting feature faces the California Street entrance, and a circular concrete pathway is located north of and adjacent to the modified main entrance. Due to poor image quality, no other distinct alterations are discernable. A black-and-white aerial photograph taken in 1993 depicts the same basic configuration as shown in 1987 (GeoSearch Inc. 1987, 1993).

A black-and-white aerial photograph taken in 2002 depicts modifications on the south façade of the Euclid Street Wing of the Main Building. These modifications correspond to the modern UCSF Laurel Heights Children's Center and consist of realigned pedestrian paths and a new sidewalk branching off the Euclid Avenue sidewalk. Other apparent alterations include repaved and restriped parking lots and new rooftop heating, ventilation, and air-conditioning equipment atop the Main Building. Subsequent black-and-white aerial photographs taken in 2004, 2005, 2009, 2010, 2012, 2014, and 2016 depict the same basic configuration as shown in 2002 (GeoSearch, Inc. 2002, 2004, 2005, 2009, 2010, 2012, 2014, 2016).

4.3 ARCHIVAL RESEARCH

A review of newspaper articles, San Francisco Board of Supervisor meeting minutes, municipal election materials, and correspondence from preservation groups and attorneys shows that by 1930, developers, local businesses, and residents considered a cemetery at Laurel Hill an inferior use of increasingly valuable real estate and a physical barrier to improving transportation networks between the eastern and western parts of the city. Preservation groups such as the Native Sons of the Golden West, the California Historical Society, and the San Francisco Committee on Historic Property advocated setting aside a 5-acre portion of the former cemetery as a Pioneer Park to commemorate the influential persons buried there.

Online archival research located electronic copies of the September 1957 edition of *Architect and Engineer*, which contained a nine-page feature article that described the FFIC's new Home Office written by MacDonald, Young & Nelson - the building contractor. The San Francisco Public Library collections contained a corporate history published by the FFIC in 1963 and authored by William Bronson. See section 7.2 for a discussion based on the results of the archival information reviewed.

4.3.1 Construction Plans

LSA obtained electronic copies of three sets of historic-period construction plans of the project site's current built environment and landscaping. The plan sets include copies of the original construction and landscape design plans drawn by Edward B. Page and Eckbo, Royston & Williams in 1955 and labeled "Home Office Building – Fireman's Fund Insurance Company"; a copy of construction plans

labeled “Addition to Home Office Building” drawn by Edward B. Page in 1963 for subsequent additions to the Main Building; a third set drawn by Edward B. Page in 1965 and labeled “Parking Garage and Office Building Addition”; and an article in the September 1957 edition of *Architect and Engineer* describing the then-new FFIC home office. Appendix E in Volume II of this HRE contains copies of original construction plans and copies of plans for subsequent building additions drawn in 1963, 1965, and a 1984 remodel of the Main Entrance in the California Street Wing of the Main Building. Figure 3a-d of Appendix A in Volume II of this HRE contains aerial photograph-based images of the project site that show the various phases of Main Building additions. The subsections that follow describe each wing of the Main Building.

4.3.1.1 California Street Wing

The approximately 455,000 square-foot commercial building was originally designed to have an open and airy interior. The interior openness was made possible by a double-cantilevered construction design that provided a 55-foot span of open floor, from the building core to the outside window curtain wall and overhanging ledges. The use of solid steel beams was not practicable or affordable to provide the necessary support while maximizing the openness of the interior spaces. To get around the problem, “a method of construction was adopted which is, as far as we know, unique” (*Architect and Engineer* 1957:14). The method used laminated steel plates bolted together to essentially create custom-width steel support beams. When finished and encased in plaster, the columns were “no more than 12 inches on one side and from 12 to 20 inches on the other – far smaller than would have been required by conventional methods.”

To build, power, and brick-clad the Main and Service buildings in 1955 took “the equivalent of 50 freight car loads [of steel], over 70 miles of copper wire, and over 500,000 bricks” (*Architect and Engineer* 1957:14-18). According to original construction plans, the California Street Wing of the Main Building was composed of three floors and formed the largest component of the Main Building. At the bottom was the Basement Floor, and above that was the Ground Floor topped by a Main Floor. Connecting all floors was a central area that contained a stairway, elevators, and bathrooms.

A defining characteristic of a corporate campus property type is that multiple functions (line/service staff, management, and executives) work and collaborate in the same building/facility. The following subsections list the various functions and services FFIC wanted Edward Page to locate within each floor of the Main Building. Gleaned from reviewing the construction plans, an emphasis of informal collaboration among FFIC’s staff working in various integrated departments facilitated by large, open floor plans reflects the ideas of the Corporate Campus. See section 8.1 below for a description of this property type.

The Basement Floor of the California Street Wing originally contained the following departments and services:

- Supply Department;
- Reproduction Department;
- Transformer Room;

- Inactive File Storage;
- I.B.M. Equipment Room;
- Tabulating Department;
- Utility Room;
- Personnel Department;
- Mailing Department;
- Education Department;
- File Vault;
- Infirmary and Nurses' Station;
- Building Maintenance Office and Materials Storage; and
- Janitors' Locker Room.

The Ground Floor of the California Street Wing originally contained the following departments and services:

- Central Typing;
- Cashier;
- Marine Processing;
- Central Filing;
- Cafeteria;
- Auditor;
- Office and Personal Secretary Space;
- Conference Rooms (3);
- Coat Rooms (4); and
- Vault.

The Main Floor of the California Street Wing originally contained the following departments and services:

- Twenty-eight Personal Offices (arranged along the outer window curtain wall);
- Open Floor Space Used for Personal Secretaries;
- Conference Rooms (3);
- Coat Rooms (4);
- Technical Library; and
- Law Library.

Construction plans for an addition prepared by Edward Page in 1963 show a fourth floor addition at the rear, western portion of the California Street Wing of the Main Building. The addition contained

heating, air-conditioning, and ventilation (HVAC) equipment; two bathrooms; and a large, open floor for General Office uses. This open area extended over the Laurel Street and Euclid Avenue wings.

Construction plans of an addition prepared by Edward Page in 1965 show a 288-foot-tall, rectangular-shaped, four-floor addition to the east-facing façade of the California Street Wing of the Main Building. The addition contained a three-story, above-ground parking garage with two concrete circular ramps leading to the existing three-level partially below-grade parking, additional office and classroom space, and a 295-seat auditorium. A section of surface parking and medians accessed off Presidio Avenue was demolished and cleared to accommodate the new construction. Like the additions drawn in 1963 for the rear portion of the California Street Wing of the Main Building, these additions were drawn by Edward Page in a manner that echoed the original 1955 Midcentury Modern aesthetic; however, a notable exception was the Auditorium exterior, which had an unusual low-pitched accordion screen wall clad in staggered masonry, which is not found anywhere else on the Main Building. It is not clear if the staggered wall and masonry cladding was an aesthetic decision or to muffle, soften, or redirect outside noise.

4.3.1.2 Laurel Street Wing

According to *Architect and Engineer*, the Laurel Street Wing (and the Euclid Avenue Wing) “posed no particular problems from the standpoints of design or construction. Like the [California Street Wing] these wings are built of reinforced steel and concrete” (*Architect and Engineer* 1957:14). According to original construction plans, the Laurel Street Wing of the Main Building was composed of one floor, the Main Floor.

The Main Floor of the Laurel Street Wing originally contained the following departments and services:

- Kitchen and Cafeteria;
- Lounge; and
- Fan Room.

4.3.1.3 Euclid Avenue Wing

As mentioned previously, this portion of the Main Building was built without the need to address any creative engineering, design, or construction challenges. According to original construction plans, the Euclid Avenue Wing of the Main Building was composed of two full floors, a Ground Floor topped by a Main Floor, which in turn was topped by a smaller, Penthouse Level.

The Ground Floor of the Euclid Avenue Wing originally contained the following departments and services:

- Advertising;
- Lounge;
- Operators Lounge;
- Staff Meeting Room;

- Utility Room;
- Education Department Rooms;
- Telephone Apparatus Room;
- Transformer Room;
- Game Room; and
- “Fundster’s Desk” and Storage Room.

The Main Floor of the Euclid Avenue Wing originally contained the following departments and services:

- Office of the President (with private bathroom);
- Executive Vice-President’s Office;
- Board Room;
- Executive Secretary Offices (2);
- Secretarial Pool;
- Executive Offices (8);
- Women’s Lounge;
- Secretary Offices (4);
- Copy Machine;
- Conference Room;
- Reception Area;
- Main Entrance and Vestibule; and
- Display Space.

The Penthouse Level of the Euclid Avenue Wing originally contained the following departments and services:

- Lounge;
- Dining Rooms (3);
- Kitchen; and
- Coat Room.

Construction plans for an addition drawn by architect Edward B. Page in 1963 show a full third floor added to the Euclid Avenue Wing of the Main Building. The addition would incorporate the existing Penthouse Level; renovate the Lounge and Conference spaces; and create office space for the Chairman of the Board, with a private bathroom and a Secretary/Reception space. New construction would extend to fully cover the existing Main Floor and would contain additional Executive Offices and Secretarial Offices via an open floor plan.

4.3.2 Building Permits

According to information on file at the San Francisco Department of Building Inspection (DBI), building permit #159519 was issued on June 9, 1955, to a “Mr. Merrill” of the FFIC, to construct a two-story, 28-foot-tall office building covering 66,500 square feet at 3333 California Street. San Francisco-based architect Edward B. Page was commissioned to design the building, and the Oakland-based firm of MacDonald, Young & Nelson was hired as the construction contractor. Additions to the building designed by Page and constructed by MacDonald, Young & Nelson were completed in 1964 and again in 1966. Permits on file at DBI stop in late 1984. When the Regents of the University of California (UC Regents) purchased the property, the project site became state property and was exempted from local building regulations, and subsequent building permits are not available. The building is occupied and used as faculty and administrative office space. Please see section 5.1 for a table that lists other notable permitted events in the history of the project site. Appendix F in Volume II of this HRE contains a complete set of scanned building permits LSA obtained at DBI.

4.4 OWNER AND OCCUPANCY HISTORY

From 1854 to 1942, the project site was part of a 55.4-acre tract dedicated for use as the Lone Mountain Cemetery (named changed to Laurel Hill Cemetery) and operated by the Laurel Hill Cemetery Association. The association sold plots for burial and also provided burial services. No buildings were on the site except for a two-story, mixed-use office and caretaker’s dwelling at 655 Presidio Avenue. By 1940, the Association’s Board of Trustees entered into contracts with Heyman Brothers, Inc., a builder/developer, to sell the entire 55.4-acre tract. Final sale was delayed a year due to financial and materials constraints and shortage of manpower after the United States declared war on Japan in December 1941. In 1944, Heyman Brothers sold a 45-acre portion of the former cemetery to the Mayfair Building Company that supervised construction of what would become the Laurel Village subdivision (*Oakland Tribune* 1944). By 1950, the subdivision was built out (Sanborn Fire Insurance Company 1950:sheets 312, 317). The portion of the tract that contains the project site was reserved for the San Francisco Unified School District to build a new high school. However, the land was rezoned commercial in 1953 and purchased by FFIC as the site for the new Home Office. In 1982, FFIC sold 3333 California Street to Chartered Associates of California, Ltd. (CAC), a private real estate investment group. In 1985, CAC sold the campus to the Regents of the University of California, and the property became UCSF’s Laurel Heights Campus. The project site is currently occupied by the UCSF Laurel Heights Campus and is owned by the Regents of the University of California, subject to a 99-year pre-paid ground lease to the project sponsor, Laurel Heights Partners, LLC.

A review of chain of title information at the City and County of San Francisco Office of the Assessor-Recorder identified a series of owners of the project site that do not correspond to the known owners and land uses from 1854 to present day. Instead, the names obtained correspond to the owners of individual cemetery plots within the project site. Therefore, those names were not researched, as they did not own the land or reside on it but rather used it for burial space.

4.5 FIELD SURVEY

The following presents the results of pedestrian field surveys conducted by LSA on March 22, 2017, May 2, 2017, and June 17, 2017. An earlier field survey was done by the author on February 11, 2017 to inform the preparation of the proposal to prepare the HRE. These field surveys were documented with field notes and photographs.

4.5.1 3333 California Street

A field survey identified two buildings within the project site: a centrally located four-story Main Building and a single-story Service Building at the northwestern corner of the site (see HRE Volume II, Appendix A, Figure 3a-e; HRE Volume II, Appendix D, Images:2 and 6). The buildings cover approximately 4.5 acres of the 10.25-acre site. Of the remaining 5.75 acres, 3 acres consist of designed landscape and 2.75 acres consist of asphalt-paved surface parking lots. The buildings have a uniform Midcentury Modern aesthetic, covered by flat or low-pitched roofs, and sheathed in an undetermined type of roofing. The northern boundary is enclosed by a 10-foot-high brick wall of V-pointed, running bond masonry and capped with V-pointed header bricks. At the southeastern corner of the Laurel and California streets intersection the brick wall joins the north- and west-facing Service Building façades to wrap around to the site's western boundary along Laurel Street (see Appendix D in Volume II of this HRE, Image:31). The brick wall follows the property boundary along Laurel Street and joins a series of staggered masonry planting boxes that also function as decorative top or cap to retaining walls that support a terraced garden to the left of the entrance off Laurel Street. The wall terminates at the entrance, where the site opens onto a grassy landscaped slope toward Euclid Avenue (see HRE Volume II, Appendix D, Images:13, 17-20).

Apparent alterations to the building include a remodeled Main Entrance that was completed circa 1984 as part of the conversion from FFIC Home Office to the Presidio Corporate Center. This entrance incorporates a portion of red brick wall cladding and a distinctly overbuilt post-modern aesthetic of glass panels set in anodized metal frames to create a more imposing feeling. A review of accessible interior spaces indicates that much of the open floor plans as shown on the original construction plans and the September 1957 *Architect and Engineer* article have been filled in with numerous non-load bearing partitions to create conventional office spaces and areas of open cubicles that result in full-length narrow hallways. Please see sections 5.1.1 and 5.1.2 below for detailed descriptions of the Main and Service buildings and section 5.1.4 for a complete list of alterations to the Midcentury Modern-designed corporate campus within the project site.

4.5.2 Landscaping and Open Space

The 10.25-acre project site contains many varieties of trees, plants, and ground cover that convey a park-like quality. Several large onsite Monterey Cypress trees are likely remnant trees from the Lone Mountain/Laurel Hill Cemetery. The project site has publicly accessible grassy open space along Euclid Avenue that offers views of the downtown San Francisco skyline and the East Bay hills beyond (see HRE Volume II, Appendix D, Images:2, 6, 18, 20, 22). The grassy slope narrows as it runs downslope east along Euclid and then Masonic avenues toward the intersection of Presidio Avenue and Pine Street. Non-publicly accessible open spaces are on the southern side of the Main Building, including an enclosed play area for children and landscaped outdoor area for employees (see HRE Volume II, Appendix D, Images:21, 23-26). Much of the remaining open space contains asphalt-

paved surface parking lots. Please see section 5.1.3 below for a detailed description of the landscaped areas within the project site.

4.6 UCSF CONSULTATION

Email communications between LSA, Laurel Heights Partners, and UCSF Laurel Heights Campus staff are summarized below.

4.6.1 UCSF Building Maintenance Staff

As UCSF is a state agency and not generally bound to local governments in alterations to state-owned buildings, LSA reached out to UCSF's Building Maintenance Staff to find information about possible alterations to the Midcentury Modern-designed corporate campus within the project site. See section 5.1.4.2 for a complete presentation and discussion of documented alterations to the Midcentury Modern-designed landscape.

5.0 RESOURCE DESCRIPTION

Background research and a field survey of the project site identified a corporate campus comprising two Midcentury Modern buildings and a designed landscape at 3333 California Street, located on Block 1032/Lot 003 (HRE Volume II, Appendix A:Figure 2). The Main Building and Service Building were initially constructed in 1955 and possess character-defining features of Midcentury Modern architecture. The Main Building fronts California Street. There are approximately 3 acres of designed landscape or designed open space. The project site at 3333 California Street is described in greater detail below; this information is also presented in HRE Volume II, Appendix C, which contains State of California Department of Parks and Recreation (DPR) 523 Series Form records for 3333 California Street.

5.1 3333 CALIFORNIA STREET

The following sections describe the built environment and designed landscape within the project site and notable alterations described in building permits on file at DBI and identified through background research and field surveys.

5.1.1 Main Building

In the center of the 10.25-acre project site is the four-story Main Building atop a partially below-grade parking garage with three asphalt surface parking lots, and a formally designed landscape. A detached one-story Service Building is located at the northwestern corner of the site. The Main and Service buildings were designed in 1955 by San Francisco-based architect Edward Page and built in 1956-1957 by Oakland-based building contractors MacDonald, Young & Nelson, Inc., for the Fireman's Fund Insurance Company (FFIC).

The Main Building rests on a concrete slab and pier foundation. It sits in a partially excavated hillside, has a full basement with three upper floors, and is covered by a flat roof. The building's irregularly shaped footprint and pronounced horizontal profile were designed to fit the site's topography, which falls approximately 60 feet from the western boundary along Laurel Street east to Presidio Avenue. The primary element of the building is a rectangular-shaped, four-story core, referred to in this HRE as the California Street Wing. The California Street Wing is connected to a southern, Euclid Avenue Wing by a central connecting Laurel Street Wing (see HRE Volume II, Appendix D, Images:1-6).

The walls are of steel-frame, reinforced concrete or masonry construction and consist of full-length and full-height glass curtain walls topped with a concrete cornice. The building's full-length curtain wall fenestration emphasizes the building's horizontality. A typical section of the window system is composed of an upper and lower band of spandrel glass with an alternating pattern of a fixed-pane picture window and a partial sash window, each set in an aluminum frame (see HRE Volume II, Appendix D, Images:9-10, 15-16, 17-20, 25-26). Horizontality is further emphasized by overhanging concrete ledges separating each floor. The use of glass and concrete is interrupted by sections of walls or attached planter boxes clad in V-pointed, running bond masonry (see HRE Volume II, Appendix D, Image:12).

According to building permits on file at DBI, the Main Building was originally designed as a two-story office building with underground parking, with an additional floor added in 1964 and again in 1966. These additions are identical in appearance to the original building and were designed and built by the original architect and building contractor. The building is constructed of steel frame and reinforced concrete and includes a basement. The Main Building's irregular-shaped footprint is composed of a central, California Street Wing connected to a southern, Euclid Avenue Wing by the central bridge Laurel Street Wing. Please see Table A below in section 5.1.4 for a list of other notable permitted events in the history of the project site.

There are two vehicular entrances into the project site. One leads from Laurel Street to the original Entrance Court enclosed on three sides by the inside angles of the three building wings. The second entrance is located off California Street and faces the north façade of the California Street Wing. The asphalt-paved driveway leads to two surface asphalt-paved parking lots on either side, as well as additional multi-level parking on the left side of the north-facing façade of the California Street Wing accessed by two curved concrete ramps. Section 4.5.1 describes the massing, fenestration pattern, and wall cladding materials used on the Main Building and Service Building. Building permits at DBI also show that the Service Building was originally designed as a single-story "garage/service building."

5.1.2 Service Building

The walls of the Service Building are of reinforced concrete construction and fully clad in V-pointed running bond masonry. The north façade faces California Street and is a solid wall. The west façade faces Laurel Street and contains three evenly spaced, horizontal-framed windows containing two metal framed, opaque wire windows divided by a horizontal muntin. The main entrance is in the far left of the east façade and is accessed via the parking lot northwest of the Main Building; it consists of a replacement single-pane entrance door and full-height sidelight set in an aluminum frame. The east façade also contains a large set of louvered metal vents, likely to facilitate cooling of utility equipment. Shipping and receiving is accessed via a curved asphalt driveway along the south façade that wraps around to a loading dock on the west façade (see HRE Volume II, Appendix D, Images:31-34).

5.1.3 Designed Landscape

The designed landscape was planned by the California-based landscape architectural firm of Eckbo, Royston & Williams. The firm consisted of Garrett Eckbo, Robert Royston, and Edward Williams. Eckbo, Royston & Williams formed in 1945 after Robert Royston joined the existing firm of Eckbo & Williams, which had formed 5 years before. The firm dissolved in 1958. See section 8.4 below for a discussion of the firm and biographical information for each of the partners and HRE Volume II, Appendix H for a partial list of the firm's completed projects.

In this section, observations made during field visits to 3333 California Street are compared to historical landscape conditions identified through archival research to describe changes to the designed landscape through time. Each defining landscape feature as it pertains to the project site is discussed below. See Figure 3e in HRE Volume II, Appendix A for an aerial-based map of 3333 California Street showing various landscape features within the designed landscape.

5.1.3.1 Landscape Features within the Project Site

The 10.25-acre project site contains many varieties of trees, plants, and ground cover that convey a park-like quality. Several large onsite Monterey Cypress trees are likely remnant trees from the Lone Mountain/Laurel Hill Cemetery. The project site has publicly accessible grassy open space along Euclid Avenue that offers views of the downtown San Francisco skyline and the East Bay hills beyond (see HRE Volume II, Appendix D, Images:2, 6, 18, 20, 22). The grassy slope narrows as it runs downslope east along Euclid and then Masonic avenues toward the intersection of Presidio Avenue and Pine Street. Non-publicly accessible open spaces are on the southern side of the Main Building, including an enclosed play area for children and landscaped outdoor area for employees (see HRE Volume II, Appendix D, Images:21, 23-26). Much of the remaining open space contains asphalt-paved surface parking lots.

5.1.3.2 Spatial Organization/Land Patterns

The project site sits mostly on a natural raised terrace bordered on the west by a slope leading to Presidio Avenue. The Main Building, built into the terrace, was designed to convey the FFIC's prestige and stature through its massing and placement. Over time, the character and physical context of the project site has changed with the construction of the four-story addition on the east façade on the California Street Wing of the Main Building, removal of roughly 20 percent of the original vegetation and landscape, and the creation of underground parking areas. Other modifications that have affected the original organization of the campus include (1) the full-length, four-story addition along the east-facing façade of the California Street Wing of the Main Building which required removal of landscaped areas and surface parking lots, (2) the circa 1984 remodeled entrance off California Street, and (3) the addition of a UCSF Laurel Heights Children's Center and an outdoor play area on the south side of the Euclid Street Wing. The Children's Center removed a portion of the original grassy areas to install new pedestrian circulation paths connecting the Euclid Avenue/Masonic Avenue sidewalk with the Children's Center and the internal landscaped courtyard.

Motorists and pedestrians on Pine and California streets from downtown San Francisco travel through a Victorian-era neighborhood that contains narrow parcels, varied height buildings, and mature street trees. When travelers cross Presidio Avenue and see the project site, the newer building stock and minimal street trees, they may experience a sense of entering a different, newer sector of the city.

This contrast defines a recognizable urban space at the edge of the Laurel Heights Neighborhood. Since its period of significance (1956-1966), however, portions of the project site have been altered from their original function as a designed landscape, where plantings complemented the architecture, to accommodate more building space and parking areas. Over time, much of the original vegetation visible in historical photographs has been removed to accommodate additional parking, and the redesigned façade facing Presidio Avenue is obscured behind a screen of redwood trees, a frontage access road, and other modifications. The combination of plant removal and structural additions to the California Street Wing of the Main Building has altered the project site's street frontage. Now this area accommodates vehicle circulation and parking, and receives less use as an area for walking or gathering by UCSF staff, patients, and visitors (see HRE Volume II, Appendix A, Figure 3e). However, in consideration of landscape alterations described below in section 5.1.4, the spatial pattern of landscape features within the project site is similar to what existed during the

period of significance of 1956-1966. The project site is defined by the centrally located Main Building, which is partially enclosed by a brick wall with a brick-paved terrace and planter boxes that also function as decorative top or cap to retaining walls that support the terraced areas facing Laurel Street. Two areas near the Main Building contain a bricked-paved terrace with stairs, planting beds, and built-in benches. The designed landscape historically buffered the core of the FFIC corporate campus from the surrounding streets, creating a park-like feel, and it continues to do so today. Automobile parking was part of the original design and was arranged to add additional open space to buffer the Main Building and landscaped areas from busy urban streets. Overall, the spatial configuration of paths and entrances is similar to that which existed historically (see HRE Volume II, Appendix A, Figure 3e:1, 4, 5, 6, 7, 10-22).

A main feature of the project site topography is the natural terrace. As viewed from Presidio and Masonic avenues, this feature conveys a sense of institutional importance by elevating the low-lying Midcentury Modern-designed Main Building, imparting a stately or imposing presence. The use of brick as façade cladding, planted terrace retaining walls, raised planters, and boundary walls convey a unity of design. The setback between the California Street Wing of the Main Building and the parking lots near the perimeter fence along California and Laurel streets was designed to provide adequate surface parking space, pedestrian circulation, and the enjoyment of staff. Currently, this area retains its historical functions and separates pedestrians and vehicles crossing the buffer area (see HRE Volume II, Appendix A, Figure 3e:8, 17, 19, 21).

5.1.3.3 Topography

The project site contains an east-facing terraced slope that is a landscape form dating to the Lone Mountain/Laurel Hill Cemetery phase of the site's history. During the first period of FFIC's Home Office construction in 1956-1957, the project site's sloped topography was utilized to provide office workers, particularly those in offices or work stations along the east-facing walls, sweeping views east toward downtown San Francisco. As discussed above in section 4.5.2, the natural terrace provides visitors with a sense of transitioning from the pedestrian level at Presidio Avenue to the elevated grounds of the corporate campus. As viewed from Presidio and Masonic avenues, the terraced landscape and elevation gain render the FFIC corporate campus buildings taller and more imposing. The topography of the project site has generally remained in this condition (see HRE Volume II, Appendix A, Figure 3e:8, 9).

Today, overall topography of the project site is similar to that which existed during the period of significance of 1956-1966. The addition on the east façade of the California Street Wing of the Main Building and associated removal of a portion of the designed landscape in this area altered the original landscape design and configuration in this portion of the project site, but it did not significantly alter the orientation or elevation of the landform as seen from Presidio or Masonic avenues (see HRE Volume II, Appendix A, Figure 3e:8, 9).

5.1.3.4 Vegetation

Historical photographs, as well as information about irrigation infrastructure on the original landscaping plans, suggest that areas of the project site were unevenly planted. The most intensively planted areas were the Terraced Courtyard, the Euclid Lawn, and the Laurel Street Frontage. Much of the intensively planted areas within the project site that date to the period of

significance remains, such as the lawns and shrubs on the original terraces and areas in front of and in the courtyard of the Main Building (see HRE Volume II, Appendix A, Figure 3e: 10-22).

Some types of vegetation within the project site do not date to the period of significance. These non-historical features include the trees, shrubs, walkways, lighting, and landscape features near the California Street Entrance, which were part of the redesign of the building's main entrance at this location. Other obvious alterations include the removal of original landscaping elements to accommodate the 1966 addition to the California Street Wing of the Main Building, the screen of redwood trees along the Presidio Avenue frontage, and four shrubs trimmed into letters that spell out "UCSF" along the Euclid Avenue and Masonic Avenue frontage. As described below in section 5.1.4, consultation with Ms. Julie Sutton, Facilities Program Manager in the UCSF Laurel Heights, Campus Life Services, Facilities Services Department, most dead plants were "replaced in kind." Taken together, these alterations have diminished the integrity of the project site's designed landscape as they partially conceal a portion of the original architectural and landscape design of the various wings of the Main Building (see HRE Volume II, Appendix A, Figure 3e:5, 7, 8, 19).

5.1.3.5 Circulation

Circulation networks within the project site currently consist of walkways on the south side of the Main Building and parking areas on the north and west sides of the Main Building. The focal points of the circulation networks are the Terraced Courtyard in the inside angle of the California Street and Laurel Street wings of the Main Building, the center of the project site, and a seating area near the juncture of the west façades of the California Street and Laurel Street wings. The pathways retain their historical concrete construction. The project site retains the historical circulation pattern that accommodated a mix of vehicle and pedestrian traffic within the campus (see HRE Volume II, Appendix A, Figure 3e:10-14, 21-22).

5.1.3.6 Structures, Furnishings, and Objects

Several features within the project site complement the Midcentury modern aesthetic of the FFIC corporate campus. These historical features include the perimeter fence along California and Laurel streets, the combination brick planter boxes that also function as decorative top or cap to retaining walls that support the terraced areas facing Laurel Street and the Euclid Avenue and Masonic Avenue frontages, the original flagpole and concrete pergola near the Laurel Street Entrance and above the terraced planters on the Laurel Street Frontage, and the original hooded electroliers in the parking lot near the Service Building (see HRE Volume II, Appendix A, Figure 3e:1, 2, 4, 6, 10-14, 18-22).

The project site contains built environment elements that have been in place for over 60 years, and exposure to San Francisco's marine climate has damaged the architectural materials and finishes of some landscape features. An example of such damage is the exfoliation of the concrete pergola near the top of the Laurel Street Frontage and underneath the projecting concrete eaves on the Main Building. These eaves signify the various floors of the Main Building and enframe the full-height fenestration. Exfoliation ranges from light to moderate. As described above, among the features that comprise the designed landscape of 3333 California Street, some of the original landscape features remain and are in good condition, some are in poorer state of repair, and others were

removed during the 1966 expansion of the California Street Wing of the Main Building. Please see HRE Volume II, Appendix I for a detailed description of each of these subareas.

5.1.4 Alterations

The following major alterations to the Midcentury Modern-designed corporate campus within 3333 California Street occurred after the original built environmental landscape was installed in 1956. This list is followed by a table containing a more detailed list of permitted alterations to the Midcentury Modern-designed corporate campus within 3333 California Street.

5.1.4.1 Main Building and Service Building

The following lists the major alterations to the Main Building and Service Building.

- 1964 An additional floor was added to the Main Building (within Period of Significance).
- 1966 A four-story addition, two circular garage ramp structures, and an auditorium were added to this building. New construction required removal of original parking lots, planters, and landscaped areas facing Presidio Avenue (within Period of Significance).
- 1969 A roof canopy to the Service Building was installed. A portion of the basement parking area was remodeled into a television studio.
- 1984 The Main Entrance in the California Street Wing of the Main Building was remodeled in 1984 as part of a repurposing of the Main Building, from serving a single company to a multi-unit office leasing space.
- 1984-present Once open interior spaces of the Main Building were enclosed to contain office cubicles, conference rooms, and suites, accessed via long, narrow hallways.
- 1993-2002 The Children’s Center was added to the south-facing façade of the Euclid Street Wing of the Main Building. Other apparent alterations include repaved and restriped parking lots and new rooftop heating, ventilation, and air-conditioning equipment atop the Main Building.

Table A: Building Permits – 3333 California Street

Date	Permit Number	Description
3/30/1955	155520	Excavation/grading permit (55,000 cubic yards/max depth – 18 feet). Total cost: \$45,000.
6/9/1955	159519	Permit to construct a two-story, 28-foot-tall Type 1B office building covering 66,500 sq. ft. w/basement. Total cost: \$3,375,000.

Date	Permit Number	Description
6/10/1955	159520	Permit to construct a single-story, 18-foot-tall Type 3 parking garage/service building (Service Building) covering 13,000 sq. ft. w/no basement. Total cost: \$80,000.
6/25/1957	176101	Certificate of Final Completion.
12/4/1958	195688	Permit to construct new bus shelter near Main Entrance.
10/10/1962	244085	Alteration of present vault, incl. removal of certain sprinklers, remove ceil [sic] diffuser, plug opening, and install clean-out to rain drain.
2/28/1964	263970	Addition of one story over portion of Office Building owned and occupied by Fireman's Fund Insurance Co. Total cost: \$800,000.
3/12/1965	278367	Construction of new service tunnel (incl. pipelines). Total cost: \$200,000.
3/21/1965	281108	Addition to existing Mechanical Room. Total cost: \$60,000.
3/11/1966	294161	Construction of new 4-story, Type 1 office building, with basement above existing parking and office structure including concrete work, structural steel and all interior framing and electrical and air conditioning work. Total cost: \$2,000,000.
3/10/1968	329785	Permit to construct concrete vault and re-locate non-load bearing plaster partitions on second floor (Euclid Avenue Wing). Total cost: \$55,000.
8/13/1969	335029	Roof canopy to Service Building. Total cost: \$30,831.00.
11/??/1969	337593	Permit to remodel a portion of the basement parking area into a Television Studio. Total cost: \$55,600.
5/7/1971	356122	(2) security guard booths (the remaining text is illegible).
3/2/1972	364936	Wood-frame shack for gardener tools at existing Service Building.
10/22/1984	522813	Alterations to existing office spaces to accommodate (illegible) offices and diagnostic equipment (structural renovations to scan [sic] room).
1/8/1985	525793	Alteration of north (rest is illegible).

Source: San Francisco Department of Building Inspection (DBI). HRE Volume II, Appendix F contains a complete set of scanned building permits LSA obtained at DBI.

5.1.4.2 *Designed Landscape*

Based on several interactions via email with UCSF maintenance and facilities management staff, LSA obtained additional landscaping plans from the original 1955 construction plans. Additional information included plans from 1966 depicting parking and landscaped area alterations to the portion of the project site along Presidio Avenue, as well as landscaping plans related to alterations made in 1984 to the Main Entrance in the California Street Wing of the Main Building (HRE Volume II, Appendix E). No other plans of landscape alterations were available.

Additional information was provided by UCSF regarding (1) the four shrubs trimmed into letters that spell out “UCSF” along the Euclid Avenue and Masonic Avenue frontage; (2) freeze events that may have required mass re-plantings in the past; (3) efforts to replace vegetation with drought-tolerant varieties; and (4) replacement of dead or dying plants with in-kind replacements.

Information provided by Ms. Julie Sutton, Facilities Program Manager in the UCSF Laurel Heights, Campus Life Services, Facilities Services Department, indicated that several boxwood trees were added, that most dead plant material was replaced in-kind, and that no drought-tolerant planting campaigns were undertaken at Laurel Heights by UCSF. No further information was provided.

6.0 HISTORIC STATUS SUMMARY

This section identifies the national, state, and local historical ratings currently assigned to the Midcentury Modern-designed corporate campus within the project site. This summary is based on background research, including a records search, archival research, and a review of previous surveys.

6.1 NATIONAL REGISTER OF HISTORIC PLACES

The National Register of Historic Places (National Register) is the “official list of the Nation’s historic places worthy of preservation” (National Park Service 2017). Administered by the National Park Service, the National Register documents the appearance and importance of districts, sites, buildings, structures, and objects significant in our past that represent the major patterns of our shared local, state, and national history.

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street has not been previously evaluated for inclusion in the National Register.

6.2 CALIFORNIA REGISTER OF HISTORICAL RESOURCES

The California Register is the “authoritative guide to the state’s significant historical and archaeological resources.” The evaluative criteria used by the California Register for determining resource eligibility closely parallel National Register eligibility criteria (California Office of Historic Preservation 2011a).

Background research indicates that the project site is the site of a California Historical Landmark (CHL). A field survey indicates that the commemorative bronze plaque is missing; images of the plaque at its former location are available online and indicate that it read as follows:

**Former Site of Laurel Hill Cemetery
1854-1946**
**The builders of the West, civic and military leaders, jurists, inventors, artists and eleven
United States Senators were buried here – the most revered of San Francisco's hills.**
**California Registered Historical Landmark No. 760
Dedicated April 28, 1961**

California Historical Landmark (CHL) Nos. 770 and above are automatically listed in the California Register (California Office of Historic Preservation 2011b). However, CHL Nos. 769 and lower utilized obsolete criteria and are not automatically listed in the California Register.⁷

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street has not been previously evaluated for inclusion in the California Register.

⁷ Per California PRC §5031(a): “All landmark registrations up to and including Register No. 769, which were approved without the benefit of criteria, shall be approved only if the landmark site conforms to the existing criteria as determined by the California Historical Landmarks Advisory Committee or as to approvals on or after January 1, 1975, by the State Historical Resources Commission.”

6.2.1 Office of Historic Preservation Consultation

As described above, the project site contains CHL No. 760, the site of the former Laurel Hill Cemetery. The site was commemorated with a bronze historical plaque (now missing) affixed to the brick wall at the southeastern corner of the intersection of Walnut and California streets (see HRE Volume II, Appendix D:Image 7). When a proposed project may affect a CHL marker or plaque, official OHP guidance states that “Requests to move plaques must be accompanied by approval from the existing property owner and the property owner of the proposed location. Requests should be made in writing and sent to the Registration Unit at OHP. The letter should state the reason for the move, the current location, the new location and a map clearly marking these locations. OHP will respond in writing of its decision” (California Office of Historic Preservation 2012).

On April 19, 2017, LSA Architectural Historian Michael Hibma sent an email to William Burg, State Historian II within OHP’s Registration Unit requesting guidance in following the proper procedures regarding CHL No. 760 located within the project site. Online research indicated that the plaque was present February 4, 2008, and was missing by January 2, 2012 (NoeHill.com 2017). Mr. Hibma’s email included an image showing that the commemorative plaque for CHL No. 760 - Laurel Hill Cemetery was missing (CaliforniaHistoricalLandmarks.com 2017). Mr. Hibma requested guidance on what responsibilities the property owner has, if any, to replace it.

Results. The next day, Mr. Burg replied and confirmed that a commemorative plaque was installed “when the site was established in 1961” and was present during a 1979 site visit. However, OHP had “no more recent documentation in the file” and was unaware the plaque was missing. Mr. Burg stated that (1) there is no policy requiring plaque replacement, (2) a new plaque must replicate the original, as any changes would trigger reassessment of the landmark using current evaluation standards, “someone would have to essentially re-nominate the landmark,” and (3) [or] CHL No. 760 could be delisted if it no longer meets current CHL evaluative criteria.

Mr. Hibma thanked Mr. Burg for his response and no further action was taken.

6.3 CALIFORNIA HISTORICAL RESOURCE STATUS CODES

Properties listed, found eligible for listing, or under review by OHP are assigned a California Historical Resource Status Code (Status Code) by OHP of “1” to “7” to document their historical significance in relation to the National Register, California Register, or local listing or designation. Properties assigned a Status Code of “1” or “2” are either formally listed in the California Register or National Register, or are found eligible for inclusion in one or both registers. Properties assigned a Status Code of “3” or “4” may be eligible for listing in either register but require more research to determine eligibility. Properties assigned a Status Code of “5” are typically assigned to resources significant at the local level or have contextual importance. Properties assigned a Status Code of “6” are not eligible for inclusion in either register. Finally, a resource assigned a Status Code of “7” means that it has been identified but not formally evaluated for inclusion in either register, or needs reevaluation.

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street has not been previously evaluated and has not been assigned a California Historical Resource Status Code.

6.4 SAN FRANCISCO CITY LANDMARKS

The San Francisco City Landmark program designates buildings, structures, sites, districts, and objects of “special character or special historical, architectural or aesthetic interest or value” (San Francisco Municipal Code 2015a). The process for landmark and district designation is presented in *Article 10* of the Planning Code, which governs the consideration of cultural resources in San Francisco. The program, managed by the San Francisco Planning Department (Planning Department) and the Historic Preservation Commission, protects designated properties and districts from demolition and inappropriate alterations. Other than as a City Landmark, a property can be listed as a contributing element to a historic district or conservation district, the latter created to identify and protect the architectural qualities of the Downtown Area. Properties not eligible as a City Landmark and that do not lie within a historic district (but possess important historical associative qualities and are worthy of preservation, enhancement, and continued use) can be designated as a Structure of Merit. As of May 2016, San Francisco has 261 designated landmarks, 11 historic districts, six conservation districts, and nine Structures of Merit (San Francisco Municipal Code 2015a, 2015b).

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is neither a designated San Francisco City Landmark nor a Structure of Merit. It is not located within the boundaries of a locally designated historic district or conservation district (Office of Historic Preservation 2012; San Francisco Planning Department 2003, 2014, 2017a).

7.0 HISTORIC CONTEXT

The Midcentury Modern-designed corporate campus within the project site is associated with the themes of the development of Laurel Heights, the development of corporate campuses in the United States during the mid-20th century, Midcentury Modern architecture, and Edward B. Page. The landscape within the project site is associated with Eckbo, Royston & Williams, a prominent landscape architectural firm responsible for designing public spaces, commercial properties, and residential gardens.

The themes presented above serve as the framework within which the California Register significance criteria were applied to evaluate the eligibility of the campus. The overview that follows summarizes the historic context of the project site and provides a descriptive typology of its built environment.

7.1 SETTLEMENT AND DEVELOPMENT

The Midcentury Modern-designed corporate campus within the project site is located in San Francisco's Laurel Heights Neighborhood, which is surrounded by Lower Presidio Heights, Pacific Heights, Presidio Heights, Jordan Park, Inner Richmond, Anza Vista, and the Western Addition neighborhoods (HRE Volume II, Appendix A: Figures 1 and 2).

The project site is bounded by California Street on the north, Presidio Avenue on the east, Masonic and Euclid avenues to the south, and Laurel Street to the west. The common building types in the neighborhood are single-family homes, duplexes, and high-density residential and multi-unit commercial buildings built following the 1906 Earthquake and Fire and continuing up through the early 21st century.

7.1.1 Spanish and Mexican Period

The Euro-American recorded history of San Francisco began on June 29, 1776, with the founding of Mission San Francisco de Asís (also known as Mission Dolores), located approximately 1.4 miles southeast of the project site. The Mission was founded by Lieutenant José Joaquín Moraga and Father Francisco Palóu as part of a larger state policy to solidify Alta California for Spain, and to Christianize the local Native American population. The mission was named after Saint Francis of Assisi, the founder of the Franciscan Order, and was the sixth of 21 missions from San Diego to Sonoma.

Mission Dolores dominated local land use and settlement patterns until the early 1830s, when, following independence from Spain, its lands were taken under provisions of the Secularization Act passed in 1833 by the Mexican government. All missions were ordered to cease operations, the Franciscan officials expelled, each mission downgraded to the status of a local parish church, and all Native Americans under church control were emancipated. Following secularization, Mexican governors began dispensing large tracts of now-available former mission lands to military veterans, as a reward to chosen political supporters, and to influential or naturalized foreigners. The ranchos raised cattle for hides and tallow for export, primarily to New England merchants, in exchange for furnished goods (Marschner 2000:167-172; Rosenus 1999:14-15; Robinson 1948:29-31).

7.1.2 Early American Period and Statehood

By the mid-1840s, the Mexican government was distracted by political developments in central Mexico. The native-born Spanish speakers of Alta California, known as *Californios*, experienced relative peace and enjoyed minimal intrusion into their social, political, and economic affairs (Monroy 1990:113-116). During this period, the United States aggressively sought access to the Pacific Ocean; one of these informal, unofficial attempts was the arrival of U.S. Army Major John C. Frémont to California in early 1846. Frémont quickly incited Anglo-American settlers to revolt, and, due in part to his efforts, 33 Anglo-Americans, reinforced by vaqueros from Sutter's Fort, captured a small Mexican garrison at Sonoma on June 15, 1846, and declared California an independent republic (Harlow 1982:109-110; Haas 1998:334-341). Unbeknownst to all involved, the United States and Mexico were already at war, but news did not reach California until several months after hostilities began. Following the American victory and adoption of the Treaty of Guadalupe Hidalgo in 1848, California became a territory of the United States and then joined the Union as the 31st state on September 9, 1850. San Francisco County, which at that time contained all of modern San Mateo County, was one of the original 27 California counties established by the legislature (Coy 1923:262).

The small village of *Pueblo de Yerba Buena* was far removed from the war. Both Mexican rule and the independent California Republic ended on July 9, 1846, with the arrival of American forces under U.S. Navy Captain John B. Montgomery, who raised the American flag above the Custom House. Captain Montgomery appointed Lieutenant Washington A. Bartlett as Yerba Buena's first American *alcalde*, a combination constable and justice of the peace. Among Alcalde Bartlett's first acts was to officially rename *Yerba Buena* as San Francisco and hire Jasper O'Farrell to survey a street system. O'Farrell applied an inflexible gridiron street pattern over the undulating topography containing marshy tidal flats, sand dunes, and steep hills. He expanded the size of San Francisco to cover 800 acres and divided the paper metropolis diagonally via a 100-foot thoroughfare (modern Market Street), roughly paralleling the Mission Wagon Road through the sand dunes between Yerba Buena Cove and Mission Dolores. For a short time, San Francisco remained a small port town and military outpost. The Gold Rush transformed the tiny community of San Francisco into a bustling, thriving maritime center, as miners arriving from all over the world disembarked, provisioned, and set out for the Sierra Nevada goldmines.

7.1.3 Laurel Heights

Following statehood, portions of San Francisco lands west of Divisadero Street remained unincorporated until 1868. The annexation legislation set aside land for parks and settled outstanding land claims. The undeveloped sand dunes of western San Francisco were relatively close to downtown and considered prime burial ground, which a crowded and growing city needed.

Accordingly, what would become the Laurel Heights neighborhood was originally Lone Mountain Cemetery, a non-profit organization administered by the Laurel Hill Association Board of Trustees who, with the financial support of wealthy San Francisco businessmen, managed the graveyard originally described as an "unpromising. . . sandy waste lying west of a cemetery, and it contained two ponds" (*San Francisco Call* 1891). The cemetery contained 55.4 acres and opened on June 28, 1854 as the Lone Mountain Cemetery. The bleak cemetery was systematically transformed with ornamental plantings, exotic trees, and 20 miles of paths to create a park-like setting for the living to

enjoy and a respectful setting for the dead buried there. Lone Mountain became a popular destination for residents before Golden Gate Park was established.

Located on a rise, the cemetery provided sweeping views east toward downtown and west to the Pacific Ocean. The cemetery became the resting place for all classes. It was best known as the burial ground of several prominent Californians such as cable car inventor Andrew Halladie, first American consul Thomas Oliver Larkin, Toland Medical School founder Doctor Hugh Huger Toland⁸, Major James Van Ness, and United States Senators David Broderick, Milton Latham, Edward Baker, William Sharon, and James Graham Fair (Gaar 1982).

Increasing demand for cemeteries hastened the establishment of additional graveyards south of Geary Boulevard. Along with the renamed Laurel Hill Cemetery (to avoid confusion with other cemeteries near Lone Mountain), additional graveyards included the Calvary Catholic Cemetery, which was actually located on the slopes of Lone Mountain; the Masonic Cemetery to the immediate southwest of Calvary; and the Independent Order of Odd Fellows Cemetery and its columbarium a few blocks to the west. Together, these graveyards were known as the “Big Four” (Western Neighborhoods Project 2017).

By the 1880s, public attitudes toward cemeteries changed as residential development moved into lands near them. Cemeteries gained notoriety for seedy activities which discouraged nearby development. By 1900, Laurel Hill reached its capacity of 38,000 graves. During the January 3, 1899 meeting, the San Francisco Board of Supervisors received a message from Mayor James Phelan, who characterized the cemeteries as “a death line, cutting off the beautiful district of Richmond from the thickly settled portion of the City, and thus arrests our City's growth” (San Francisco Municipal Reports 1901:289). On March 26, 1900, the Board of Supervisors prohibited burials within city limits after August 1, 1901. Banning new interments stopped sales of new plots and burial services, which were main sources of income for the cemeteries. Predictably, the once picnic-like grounds deteriorated and maintenance and repair of vandalized monuments lapsed.

Deterioration of the graveyards compelled nearby residents to agitate for the relocation of burials and closing the cemeteries (NoeHill.com 2017). Three of the Big Four cemeteries soon emptied and lands were prepped for development. However, grave relocation and closure of Laurel Hill did not begin until the 1930s. The Native Sons of the Golden West and the Society of California Pioneers advocated for the Laurel Hill's preservation out of respect for the many early and prominent San Franciscans and pioneers buried there. A compromise to preserve the graves of the notables as a 5-acre portion at the crest of Laurel Hill as a Pioneer Memorial Park was proposed (Society of California Pioneers 1914; Laurel Hill Cemetery Association 1937). However, public support faded and it was never carried out (Proctor 1950).

Beginning in 1939, the process to exhume over 38,000 burials began and by early 1941, 35,987 were removed. Contents were placed in reinternment boxes, labeled, and taken approximately 10 miles south to Cypress Lawn in Colma (Proctor 1950; *Laurel H. Cemetery Association v. San Francisco* 1947). Grave relocation stopped during World War II, and Laurel Hill Cemetery was not completely

⁸ Founded in 1864 the Toland Medical College became the nucleus of the University of California Medical Department in 1872.

cleared until 1947. Most of the unclaimed headstones and other markers were used for public works projects to construct breakwaters, street curbs, and retaining walls (Lopez 2004). In 1942, the Laurel Hill Cemetery Association sold the tract to Heyman Brothers, one of the largest owners and developers in the Sunset District. Heyman Brothers planned to subdivide and develop the lands west of the project site for residential development. However, Heyman Brothers sold the tract to the Mayfair Building Corporation in 1944 for \$25,000,000 (*Oakland Tribune* 1944).

The following subsections below summarize the physical characteristics of built environment areas outside the project site: the *Laurel Village Shopping Center*, a collection of 28 commercial buildings built in 1948-1955 and fronting California Street between Laurel Street on the east and a point mid-block between Parker and Spruce streets on the west; and *Laurel Village*, a residential tract subdivision built in 1948-1950 west of and adjacent to the project site.

7.1.3.1 *Laurel Village Shopping Center*⁹

This commercial strip development is composed of 28 buildings built in 1948-1955 on the south side of California Street by the builder/developer Heyman Brothers for the Mayfair Building Company on an approximately 45-acre portion of the site of the former Laurel Hill Cemetery bounded by California Street, Mayfair Drive, Spruce Street, and Laurel Street. A *San Francisco Chronicle* article from August 31, 1947, stated the Laurel Village Shopping Center was a \$1.6 million development undertaken by developer R.D. Lang & Sons (San Francisco Planning Department 2017b).

This commercial strip serves residents of the Lower Presidio Heights and Laurel Heights neighborhoods and contains a range of retailers, including hardware supplies, groceries, coffee shops, banks, a bookstore, a realtor's office, and clothing stores. A paved surface parking lot is located south of and behind the buildings and separates Laurel Village Shopping Center from the adjacent Laurel Village Residential Tract, described below in section 7.1.3.2. The project site at 3333 California Street is located east of and adjacent to the Laurel Village Shopping Center. The area surrounding Laurel Village Shopping Center is composed of residential properties, primarily single-family and two-family properties. The streets are wide, some with gentle bends.

One block north of the Laurel Village Shopping Center is Sacramento Street. A segment of Sacramento Street between Spruce Street on the west and Lyon Street on the east contains the Sacramento Street Neighborhood Commercial District. The Sacramento Street district straddles the street and is characterized by multi-story mixed use buildings built in 1900-1910 near streetcar lines. The commercial spaces are typically smaller and sell specialty goods (San Francisco Planning Department 2017b).

⁹ The Planning Department's online *Neighborhood Commercial Buildings Historic Resource Survey* (Survey) identified the **California Street Neighborhood Commercial Shopping District** (known here as Laurel Village Shopping Center) west of and adjacent to the project site. The Survey documented and evaluated two building types for compliance with mandatory disability upgrades or seismic retrofitting regulations enacted in 2013 for soft-story buildings: corner commercial buildings and buildings within neighborhood commercial corridors. Department staff surveyed approximately 5,500 buildings, and roughly 1,200 were determined to be "historic resources."

Massing and scale of the buildings of Laurel Village Shopping Center are typically one story, with several two-story buildings covered with flat or very low-pitched roofs. Most buildings are sited with no setback from the sidewalk. Architectural styling is typically Midcentury Modern, with some added ornamentation such as stacked Roman brick trim, faux quoining, canopies, and metal-trimmed box canopies, as well as other subsequent modifications or remodels by tenants and owners. Other aspects identified include wide sidewalks with pedestrian crosswalk bulb-outs, angled on-street parking, and “marbelite” street lamp posts. No buildings located within or adjacent to Laurel Village Shopping Center were included in previous historic resource surveys, or are any listed in local, state, or national registers.

In 2014-2015, Planning Department survey teams identified five buildings within the Laurel Village Shopping Center of “unusually expressive design, [that] appear to retain a high level of physical integrity, and/or are of a rare property type” (San Francisco Planning Department 2017b). These buildings include:

- 3445 California Street (Block 1043/Lot 004), built in 1949;
- 3461 and 3465 California Street (Block 1043/Lot 005), built in 1948;
- 3555 California Street (Block 1035/Lot 006), built in 1951; and
- 3585 California Street (Block 1035/Lot 006), built in 1951.

Of the 28 buildings in the shopping center, Planning Department survey teams identified a cluster of 14 buildings associated with the first phase of development after Laurel Hill Cemetery closed, graves relocated, and the land was cleared. This Midcentury Modern Cluster was built between 1948 and 1955 in the Midcentury Modern style; most of the buildings listed below in Table B “retain a high level of integrity” (San Francisco Planning Department 2017b). The eastern boundary of this building cluster is adjacent to and across Laurel Street from the project site. This cluster has not been formally evaluated as a historic district, and the 2014-2015 Planning Department survey stated that none of the buildings in the Laurel Village Shopping Center “are listed in local, state, or national registers” (San Francisco Planning Department 2017b).

Table B: Laurel Village Shopping Center – Midcentury Modern Cluster

Address	Block/Lot	Year Built
3401-3411 California Street	1043/001	1950
3415 California Street	1034/002	1949
3431/3431A California Street	1034/003, 1034/002B	1949
3445 California Street	1034/004	1949
3461-3465 California Street	1034/005	1948
3545 California Street	1035/005	1948

Address	Block/Lot	Year Built
3555-3585 California Street	1035/006	1951
3595 California Street	1035/003	1955
3625 California Street	1036/041	1954
3633 California Street	1036/040	1952
3637 California Street	1036/039	1951
3641 California Street	1036/038	1950

Source: *California Street Neighborhood Commercial Shopping Center District*, Neighborhood Commercial Buildings Historic Resource Survey, San Francisco Planning Department, 2017. Electronic document, <http://50.17.237.182/docs/preservation/ncdsurvey/California%20NC-S.pdf>, accessed various.

7.1.3.2 Laurel Village

West of the project site is the eastern boundary of the approximately 45-acre Laurel Village Residential Tract subdivision that extends west to Spruce Street. The northern boundary is separated from California Street by the Mayfair Drive and Laurel Village Shopping Center. The southern boundary is formed by Euclid Avenue. According to Sanborn Fire Insurance Company maps of the area, Laurel Village was built out by 1950 (Sanborn Fire Insurance Company 1950, Sheets:312, 317). The tract contains mostly single-family homes, duplexes, and some apartment buildings facing Euclid Avenue. The portion of the residential tract facing the project site is on the west side of Laurel Street and contains eight single-family homes and four apartment buildings (see HRE Volume II, Appendix D, Images:56-63). The single-family homes have a uniform split-level, two-story massing; uniform street setback; minimal ornamentation; and a recessed main entrance set behind a projecting single-car garage below an upper-story bedroom. The buildings are covered in low-pitched hipped roofs sheathed with asphalt shingle roofing. Walls are typically clad in smooth or textured stucco, some with brick cladding along the base.

This relatively uniform Midcentury Modern design of the project site, the Laurel Village Residential Tract, and the Laurel Village Shopping Center characterizes the Laurel Heights Neighborhood.

7.2 3333 CALIFORNIA STREET

After Laurel Hill Cemetery closed and the burials were relocated, the project site was set aside for use by the San Francisco Unified School District to build a high school. However, the land was rezoned for commercial use and in 1953 the Fireman's Fund Insurance Company (FFIC) purchased the land and built the original portions of the current Midcentury Modern-designed corporate campus, with subsequent additions in 1964 and 1966. Northeast of and adjacent to the project site is a two-story steel-framed, stone-clad building constructed in 2000 at 3201 California Street (Block 1032/Lot 002). The building is a branch and office of the San Francisco Fire Credit Union. This property is not part of the proposed project. The following describes FFIC's and later UCSF's associations with the project site.

7.2.1 Fireman's Fund Insurance Company

Early San Francisco was a boom town built of mostly wood which large fires frequently destroyed. City residents and businesses relied on volunteer firefighters to suppress fires. However, as volunteers, they could not be compelled to risk their lives. As a result, insurance companies were reluctant to offer coverage. In 1863, William Holdredge saw an opportunity to provide affordable insurance to motivate volunteers to aggressively fight fires. To do this, Holdredge created a firemen's retirement fund financed with 10 percent of the annual net profit from insurance premiums. Using the self-interest on the part of firefighters for a stable retirement, Holdredge incentivized aggressive firefighting which in turn generated fewer claims, more revenue, and higher donations to the fund (Bronson 1963:21). To emphasize his business philosophy, the new firm was called the Fireman's Fund Insurance Company and opened for business May 1, 1863. The newly formed company focused on serving San Franciscans, and the company's office was located at 238 Montgomery Street in downtown San Francisco (Bronson 1963:27). In 1867, Fireman's Fund moved to an office on the southwestern corner of Sansome and California streets at 401 California Street. The company's headquarters would remain at 401 California Street until 1957 when 3333 California Street opened (Bronson 1963:29, 56; Sanborn Fire Insurance Company 1886:6a).

The young company grew quickly. In 1866 state law allowed fire insurance companies to insure sailing vessels. In 1871 FFIC entered the market after over 30 whalers were crushed by Arctic ice. Bankruptcy wiped out several whaling companies, and many East Coast-based insurance companies withdrew from the market. FFIC offered coverage if whalers would leave Arctic waters by September 15. Grateful whalers complied and profits grew (Bronson 1963:26-28, 42-43). However, success at sea came with trouble on land. Three fires destroyed sections of Chicago (1871), Boston (1872), and Virginia City (1875) and wiped out over thirty insurance companies. Despite these setbacks, FFIC survived and the insurance business remained profitable (Bronson 1963:31-39). By 1885, the company expanded into a neighboring building at 407 California Street (Bronson 1963: 66; Sanborn Fire Insurance Company 1886:6a). FFIC continued to expand and began acquiring subsidiaries. In 1892, FFIC purchased the Home Mutual Insurance Company, which later became Home, Fire, and Marine Insurance Company (*San Francisco Chronicle* 1957b:9). By 1900, FFIC continued to grow by absorbing eleven competitors which opened new markets in New York, Georgia, Hong Kong, Shanghai, and the Philippines. By the end of 1905, the Fireman's Fund had 6,000 independent agents, and by January 1906 it was offering the country's first nationwide auto insurance.

The San Francisco Earthquake and Fire in April 1906 destroyed much of San Francisco, including FFIC's headquarters at 401 California Street and all its records. The company temporarily relocated to an office building at 10th Street and Broadway in Oakland while a new permanent headquarters back at 401 California Street was under construction (Bronson 1963:103). In the aftermath of the disaster, policyholders filed 8,600 claims covering \$11.2 million while the company's assets were less than \$7 million. As many claimants lost their policy documents to the fire, FFIC took each at their word as evidence of coverage. To honor all claims and also save the company, stockholders were assessed \$300 per share. FFIC paid out claims half in cash and half in company stock. After settling earthquake claims, FFIC distributed its remaining assets to stockholders and closed. A new company, Fireman's Corporation, immediately took its place. The new, debt-free corporation took

over the existing portfolio and the network of agents, and along with a lofty reputation, developed new business (Bronson 1963:85-109).

As a reflection of the company's good fortune, a cornerstone for a new office at 401 California Street was laid on October 7, 1914, and the building formally opened less than a year later on June 15, 1915 (Bronson 1963:117). Designed by Lewis P. Hobart, the building was intentionally designed to provide twice the amount of space needed – to anticipate continued growth. However, “within four years the Company was forced to rent space next door” (Bronson 1963:121). The reformed company prospered during World War I by aggressively pursuing all the high-risk, war-related business it could get, and charging high premiums (Bronson 1963:126). In addition to losses from war, FFIC also provided coverage for losses from explosions, natural disasters, automobiles, marine vessels, and water damage. By 1920, assets more than doubled and the company began to underwrite film productions. Temporary movie sets of paper, wood, and fabric were a real fire danger and as the movie industry grew, expensive delays, labor disputes, and personal injury made insurance crucial (Bronson 1963:182-183).

Despite the stock market crash in October 1929, annual income was \$4 million. Although the Great Depression that followed made for hard times, the company made \$3.7 million and employed 1,500 regular staff and 10,000 agents in 1937 (Bronson 1963:145-147). In 1930, FFIC established the Fireman's Fund Indemnity Company to handle casualty business (*San Francisco Chronicle* 1957b:9). Against the advice of critics, FFIC insured part of constructing the Golden Gate and San Francisco Bay bridges. After World War II, FFIC continued to grow. By 1955, the company had purchased the National Surety Corporation and operated out of 128 district offices in the U.S. and Canada serving over two million policyholders, becoming the largest insurance group in the United States having headquarters on the West Coast (*San Francisco Chronicle* 1957b:9). That same year, FFIC broke ground on a new Home Office at 3333 California Street.

The new headquarters would provide room for new data processing systems designed to streamline operations (Bronson 1963:174-177; Jones 1956:11-13; MacDonald 1957:11-20). FFIC hired architect Edward B. Page to design the building, the landscape architecture firm of Eckbo, Royston & Williams to design the landscape, and the general contracting firm of MacDonald, Young & Nelson to construct the building (MacDonald 1957:11). Before designing the FFIC's Home Office, Edward Page spent a year studying the business, analyzing work flows within and between various departments. Edward used this information to create work spaces that maximized efficiencies and met the needs of running an insurance conglomerate (*San Francisco Chronicle* 1957b:9). The FFIC's relocation to a new, modern campus within San Francisco was a move that struck some as unconventional, as many corporations during the postwar period were relocating to San Mateo and Santa Clara counties.

In a July 9, 1957, *San Francisco Examiner* article on the FFIC dedication, the article stated “. . . but why” some visitors may ask, “. . . did [FFIC] move out to Laurel Heights instead of following the frequent trend of shifting to the peninsula? The answer is simple; San Francisco has been home ever since the Fund's founding 94 years ago. The Fund likes the city and the city likes the Fund” (*San Francisco Examiner* 1957). FFIC retained ownership of one building at 401 California Street to serve

as a branch office for clients in the Financial District (*San Francisco Chronicle* 1957:17). By 1966, the building at 401-407 California Street was demolished.¹⁰

On June 16, 1957, FFIC moved, “with military precision,” files of FFIC’s 40 departments and 13 IBM accounting machines - each weighing over 1.5 tons - from 401 California Street to 3333 California Street (*San Francisco Chronicle* 1957a:17, 1957c:9; Bronson 1963:176). During a dedication ceremony held on July 9, 1957, FFIC formally opened its new Home Office (*San Francisco Chronicle* 1957b:9; *San Francisco Examiner* 1957:12-13). See section 5.1 above for a discussion of the built environment within the project site.

By 1963, FFIC’s assets totaled over \$306 million, and the company acquired several profitable firms and began to offer medical insurance policies. By the late 1970s, the insurance industry as a whole was making large profits and many new competitors entered the market. In response, FFIC and many other established firms cut premiums to retain the market share, which proved an expensive mistake. Profits dropped over 75 percent in 1 year. In 1982, FFIC began to gradually relocate to the northern Marin County community of Novato and the 3333 California Street campus was renamed the Presidio Corporate Center. In 1985, UC Regents purchased the Midcentury Modern-designed corporate campus and renamed it UCSF’s Laurel Heights Campus. In 1990, Europe’s largest insurer, Munich-based Allianz AG Holding, purchased FFIC for \$3.3 billion and gained access to U.S. insurance markets. In 2000, FFIC was Marin County’s largest employer, with 2,400 employees. In 2015, FFIC relocated to the Sonoma County community of Petaluma (Halstead 2015).

7.2.2 Presidio Corporate Center

In 1982, FFIC sold 3333 California Street to Chartered Associates of California, Ltd. (CAC), a private real estate investment group. CAC intended to repurpose the building and lease it as office and/or administrative space. The group sought to secure long-term leases from variously sized groups, especially to “emphasize its appropriateness for high technology client’s administrative use” (Chartered Associates of California, Ltd. 1983). This new use triggered a shift from a corporate campus to an office park, whereby several smaller independent companies or branch offices would lease office space. CAC’s first client was FFIC, who leased back 60 percent of the building; this share steadily decreased as the company gradually relocated to a new property in the Marin County community of Novato. On January 30, 1985, CAC sold 3333 California Street to the Regents of the University of California (Miller 2015:2).

¹⁰ According to the Planning Department’s online *Property Information Map*, the former FFIC headquarters at 401-407 California Street (Block/Lot: 0260/001) was demolished by 1966 and replaced with a modern 26-story skyscraper currently the home of Citibank. The Planning Department’s Historic Resource Status for this building is “B – Unknown/Age Eligible.”

7.2.3 University of California, San Francisco

What would become the University of California began in 1853 as the Contra Costa Academy. In 2 years, the Oakland-based institution was renamed College of California.¹¹ On March 23, 1868, the State Legislature merged that institution's existing faculty, buildings, and land with an embryonic, well-funded, yet rootless public University system to become the University of California (UC). In September 1873 UC relocated to its present campus in Berkeley. That same year, San Francisco-based physician Hugh H. Toland donated his medical college, Toland Medical School, to UC which, along with the California College of Pharmacy, founded in 1872 by the California Pharmaceutical Society, and a school of dentistry, then called the Affiliated Colleges, moved to a 13-acre site donated by San Francisco Mayor Adolph Sutro in 1895 and became UCSF. Known as Parnassus Heights, the site contained the UCSF medical and pharmacological schools (UCSF 2017).

Over time UCSF became known for recruiting quality faculty and developing top-ranked academic programs. During the early-to-mid 20th century, UCSF continued to expand and received generous public support and large government research grants. By 1972 a new hospital, three research towers, and a nursing building were built on an already crowded campus. Also by the 1970s, San Francisco expanded westward, covering the sand dunes and filling lands near UCSF with residences. Residents grew concerned by UCSF's continuous expansion. In response, the Mount Sutro Defense Committee was formed and sued UCSF, claiming the school's environmental analysis was insufficient and violated the California Environmental Quality Act (CEQA) (Piller 1993:120-123). The outcome was a 1976 agreement that in exchange for allowing construction of a new hospital, dental school, and library, total square footage would be capped and Mount Sutro would be off limits as designated open space. However, UCSF continued to attract more top faculty, more students, and more funding – making a tightly packed campus more claustrophobic. Growth would have to occur away from Parnassus Heights.

When FFIC left their Home Office campus at 3333 California Street in 1982, the UC Regents saw an opportunity and purchased the project site from CAC. An additional \$30 million in renovations was proposed to provide needed space to take pressure off of the Parnassus Heights campus (UCSF 1986). The move generated controversy from local residents who argued that using toxic chemicals, carcinogens, and radioactive substances were inappropriate in a residential setting. After several public meetings, the UC Regents' Environmental Impact Report (EIR) contained mitigation measures to diminish impacts of the proposed project and address residents' concerns (Piller 1991:123; Save Mount Sutro Forest 2004).

In 1986, neighbors organized and formed the Laurel Heights Improvement Association (LHIA) and sued the UC Regents in State Superior Court, claiming the EIR did not comply with CEQA. They lost and appealed. In *Laurel Heights Assn v. the Regents of the University of California*, the California Court of Appeal (Appellate Court) overturned the lower court and found the EIR inadequate due to an incomplete project description, deficient analysis of alternatives and mitigation, and too little

¹¹ This site is commemorated as California Historical Landmark 45 with an official State bronze historical plaque at the northeastern corner of a multi-level parking garage facing the intersection of Franklin and 13th streets in Downtown Oakland. All traces of the original college buildings and landscape within the project site are gone.

consideration of cumulative impacts from “reasonably foreseeable future projects,” which in this case was UCSF’s possible expansion into spaces occupied by other tenants (Piller 1991:138-139). The Appellate Court ordered a “90 day stop to all research and laboratory programs currently underway at Laurel Heights.” This order was canceled by the State Supreme Court (UCSF 1987a). By this time, the School of Pharmacy, Center of Deafness, Office of Research Affairs, Labor Relations, administrative offices, and satellite offices of UCSF Police and Environmental Health and Safety had relocated to Laurel Heights (UCSF 1987b:9).

The UC Regents appealed to the California Supreme Court. In 1988 the justices ruled to uphold the Appellate Court’s findings regarding deficient project description and alternatives analysis, but overruled on mitigation. Regardless, the Court set aside the original EIR and directed UC Regents to prepare a new one (Piller 1991:143). In the meantime, the Court directed UCSF to stop expansion. In October 1989, UCSF prepared a new EIR (UCSF 1989). LHIA and others submitted many comment letters requesting clarification or new information. In April 1990, the final EIR was published but UCSF did not recirculate it for public review and certified the new EIR. LHIA sued, lost, and appealed. The Appellate Court concurred with LHIA that a new EIR needed to be recirculated to give the public an opportunity to review the changes and provide additional comment. Once again, UC Regents appealed to the State Supreme Court and lost (Piller 1991:147; Save Mount Sutro Forest 2009).

As a result of the litigation process, UCSF administrators determined that Laurel Heights would contain space for desktop research, administration, a child care center, a café, and parking capacity for 543 vehicles. In 2012, UCSF sought to consolidate satellite campuses to reduce costs, effectively reversing the original reason for relocating to Laurel Heights. Citing a feasibility study that concluded that significant funds would be required to maintain the facility for its 1,200 employees, school officials determined to sell the project site and relocate (UCSF 2012). The project site is currently occupied by the UCSF Laurel Heights Campus and is owned by the Regents of the University of California, subject to a 99-year pre-paid ground lease to the project sponsor, Laurel Heights Partners, LLC.

7.2.4 San Francisco HIV/AIDS Crisis

In 1981, a UCSF pathologist first diagnosed Kaposi’s sarcoma, a form of cancer which often affects those infected with human immunodeficiency virus (HIV). Doctors quickly identified other illnesses disproportionately affecting previously healthy gay men in San Francisco. The San Francisco Department of Public Health, then located at 101 Grove Street, created a system for recording cases of Kaposi’s sarcoma and other unusual illnesses. The illness was reclassified as ‘Acquired Immune Deficiency Syndrome’ (AIDS) in 1983 (Graves and Watson 2015:292-293).

In 1981, Dr. Merle Sande, Chairman of the Medical Department at San Francisco General Hospital (SFGH), quickly realized the illness’s epidemic potential. He created SFGH’s Oncology Department in 1981 and appointed Dr. Paul Volberding to oversee the treatment of growing cases of Kaposi’s sarcoma in the city. On January 1, 1983, SFGH opened Ward 86 located at 995 Potrero Avenue in San Francisco, the first clinic dedicated to the treatment of AIDS in the United States. Ward 86 worked with the Shanti Project, an oncology-focused grief counseling organization, to provide mental health support to those living with an AIDS diagnosis. Ward 86 also incorporated doctors from SFGH’s Departments of Psychiatry and Medical Social Work to develop innovative holistic

patient care (Blaisdell and Grossman 1999:223). This model was adapted to combat AIDS infection nationwide.

As described above in section 7.2.2, due to protracted litigation between UCSF and LHIA, the medical and pharmacology faculty, students, and support staff at UCSF Laurel Heights did not meaningfully contribute to addressing the HIV/AIDS Crisis in San Francisco.

8.0 ARCHITECTURAL CONTEXT

Architecture within the project site follows trends elsewhere in mid-20th century California and nationwide. Based on the visual appearance and commercial purpose of the FFIC's Home Office at 3333 California Street, the best applicable property typology is a corporate campus with the Midcentury Modern architectural style and design type (McAlester 2013; San Francisco Planning Department 2010:181-187; Mozingo 2011).

8.1 CORPORATE CAMPUS¹²

By 1950, American businesses were anticipating a period of remarkable growth. With Europe and Japan still reeling from the effects of the war, as well as pent-up consumer demand after two decades of severe economic depression and wartime rationing, the business community was optimistic. At that point, American business controlled over 60 percent of global industrial production, and the traditional business model of a hierarchical leadership based on nepotism was replaced with an administrative one based on merit. The nation's cities were also changing, as Americans were relying on personal automobiles for transportation and favoring homes in the less-dense outlying and suburban areas. Living and working in the "dirty, smelly, and dangerous" major cities was not how most mobile and affluent Americans wanted to arrange their lives. Suburban areas, with their decentralized land use patterns that had areas of untouched "green space," strongly attracted Americans seeking to reconnect with a pastoral past.

The "correlation of greenness with goodness" allowed big business to give rough-and-tumble capitalism a mild, pastoral veneer. The corporate campus first appeared in the late 1940s to manage research, attract university scientists, and use a high-minded institutional feel to create a corporate identity.¹³ The arrangement of buildings, roads, medians, verges, water features, infrastructure, green spaces, and parking lots was based on the design and layouts of universities. The corporate campus would evoke the feel of a university campus, where the mission is to ponder, research, and collaborate in a quiet, quasi-natural pastoral setting interspersed with stately buildings, which, it was believed, would enable progress. As more Americans went to college a corporate campus that reminded them of their student days was an effective recruiting tool.

¹² This section is based on Louise Mozingo's *Pastoral Capitalism: A History of Suburban Corporate Landscapes*, (2011:1-17, 45-100).

¹³ In her book *Pastoral Capitalism*, author Louise Mozingo created three suburban workplace typologies: **Corporate Estate**, **Corporate Campus**, and **Office Park**. Closely related to the Corporate Campus, the Corporate Estate served as the headquarters for top management and was set in vast landscape designed to convey power and prestige. In the case of 3333 California Street, FFIC sought to merge regular day-to-day operations and line staff with top management under one roof on a site not considered "vast" (i.e., not hundreds of acres) in size. Considered a "lower cost, flexible alternative to the corporate campus and corporate estate," the Office Park contained "multiple businesses [and] lower-level regional corporate management, corporate back office functions, start-up companies, and corporate services providers." As FFIC's corporate headquarters, 3333 California Street was designed to be the nucleus of the firm and not serve in a secondary or support role. For these reasons, the definition of "Corporate Campus" is more appropriate to 3333 California Street.

Landscape design played a major role in engineering the desired pastoral setting and feeling. Landscape architects demonstrated the restrained, functional, logical philosophy of modernist design. Typical aspects in landscape design included linear tree lines, margins with evergreen ground cover, rectangles of open lawn, and thick plantings of uniformly spaced trees bordering the site. The park idea was reflected in the names given to these campuses, such as “research park,” “executive park,” “industrial park,” “business park,” “office park,” and “technology park.” A pastoral suburban setting cleared of the clutter found in a dense urban setting was desired by educated and ambitious Americans. Companies found that moving to a quasi-university, pastoral setting instilled a pride of place in their employees, and staff turnover dropped.

Once inside the campus, the emphasis on collaboration, mixing the informality of the academy with the formality of capitalism, and team-oriented thinking were reinforced by an open, flexible interior design and layout. The design of the interior spaces reflected a “systems engineering” approach where floors would be open and departments logically arranged so those working in related fields would collaborate more easily “mixing formality with informality [. . .] mix procedures of exchange, of information, of documentation with means of insuring bypasses and endruns.” The flow and arrangement stressed the restrained, functional, unadorned modernist design. Glass curtain walls allowed those inside to have a full view of the landscape and vegetation. The building layout typically consisted of an extended office or laboratory connected by an architectural bridge, which expressed a Modernist ethos. Glass panels were framed with walls of glazed, colored brick. As the typical campus was located outside a city, land was cheaper and the buildings themselves could be shorter and spread out to cover more area. Elevators were not always required, and architects were free to design elaborate staircases.

The corporate campus significantly changed how the American post-war business community reorganized itself and accommodated itself to the sensibilities of the modern workforce. Many came to believe that you had to have a campus-like setting to realize progress and foster discovery and innovation. In northern California, IBM’s 650-acre Almaden Research Center in a then-rural Santa Clara County was considered the prime example of corporate campus design and philosophy. Today, these property types, “where capital creates knowledge and knowledge creates capital,” are found all over the world and continue to merge the “worlds of corporate capitalism, university-based and federally sponsored research, and private think tanks” (Wyckoff 2014:328-329).

8.2 MIDCENTURY MODERN (1945-1965)

8.2.1 Architecture

Midcentury Modern is an offshoot of the Modern/International style and has its roots in the rise of industrial manufacturing during the late-19th century.¹⁴ During this period of intense American industrial and commercial growth, a new form of building was needed to house workers in the increasingly dense and expensive downtown commercial core areas. Expanding horizontally was not a viable or affordable option, so the solution was to expand vertically. Two practical innovations

¹⁴ As stated in the Planning Department’s *San Francisco Modern Architecture and Landscape Design Historic Context Statement*, the term Midcentury Modern “is a broad term that is inclusive of Modern architects who designed buildings that emphasized many of the Midcentury Modern design elements” (Planning Department 2010:116).

made this possible: steel-framed superstructure and elevators (Kunstler 1993:65). The origins of the steel superstructure and elevators are found in the Comstock Lode mining operations of the 1870s. Mining technical journals of the period depicted a representative mine supported by the “Deidesheimer Square,” a heavy-timber cube developed by German mining engineer Philip Deidesheimer. His square allowed miners to create underground cavities of any size and link them together, roughly forming a honey-comb of structural support. This structural system allowed miners to exploit deep veins of ore.

All that was needed to transform the underground mine into a downtown landscape was to replicate the Deidesheimer Square in metal, creating a virtual atmospheric mine shaft. Along with Deidesheimer’s boxed frame, other underground innovations such as forced-air ventilators, elevators, and electrical and proto-telephone systems connected miners with the surface (Brechtin 2006:67-70). These support and communications systems were readily adapted to above-ground uses. For architects, the boxed steel frame used in buildings made the use of heavy timbers, stone, or brick no longer necessary. Several architects, such as Louis Sullivan, seized on this new method and mocked the continued use of stone and/or wood by architects as obsolete. The outer wall now became a veneer, and could be clad with metal, glass, porcelain, or tiles (Kunstler 1993:65).

During the early-20th century, architects gradually embraced a minimally decorated façade and began to remove historically sourced symbols and motifs from their commercial buildings. The embrace of the machine age favored a sleeker, more refined appearance. While some architects created eclectic interpretations of traditional design and forms, other architects disregarded such influences as archaic, sentimental, and coded with nationalist messages. The World War I experience further disillusioned many architects and artists who regarded traditional forms as representations of “a failed social and political structure” (Wiseman 2000:149). Seeking to put the trauma of the war years behind them, Americans found diversion in raucous jazz, speakeasies, sports heroes, and an unparalleled period of Wall Street-driven prosperity of the 1920s. In architecture, this was symbolized in the Art Deco, with zigzags, sunbursts, rich colors, and materials set in dramatic angles.

Following the stock market crash of 1929 and the Great Depression of the 1930s, designers stripped away Art Deco’s rich materials and jazzy ornamentation to emphasize a sense of smooth, subdued motion conveyed by clean lines. Known as “Streamlining,” this design concept reflected the hope held by many that science and technology would rejuvenate the economy. This was reflected by applying a streamlined, aerodynamic approach to machines, such as automobiles, train locomotives, and ships for increased speed and efficiency (Gelernter 1999:248-250). When applied to architecture, this design aesthetic was known as Streamline Moderne. Finding a broader and wider exposure in commercial and industrial applications, this new image replaced Art Deco as the signature modern design. Although shorn of most decorative elements, the subdued Moderne architecture of the 1930s set the stage for the rapid adoption and expansion of Modern architecture following World War II (Longstreth 2000:126-127; Gelernter 1999:226-227, 250-251).

The streamlining design movement of the 1930s helped establish the modern post-World War II American aesthetic, which removed all historical reference in architecture. The 1930s set the stage for the Modern/International-styled design of European architects Mies van der Rohe and Le Corbusier, which in turn prefigured Midcentury Modern. These and other architects applied the

basic principles of the Deidesheimer Square to create a building that required no load bearing exterior walls. Bricks and stone were replaced with sheets of glass or metal. This found widespread favor as reflective of post-war American society and spread to all major cities and outlying areas (Gelernter 1999:262-263). These buildings were economical to build, with a simple design, devoid of elaborate ornamentation, that was easily replicated, a quality that appealed to businesses (Wiseman 2000:149).

Out of this design evolution came Midcentury Modern, which reflected the emerging philosophy of indoor-outdoor living in sunny post-war California. Midcentury Modern's minimalist design aesthetic began in prewar Scandinavia and became widely popular in the postwar United States. Americans became aware of Midcentury Modern by an exhibition titled "Design in Scandinavia" that toured the United States in 1954. Scandinavian minimalist design stressed clean lines, open floor plans with few interior walls, and houses once comprised of several small rooms were opened up, creating a roomier house within the original building footprint. This open-plan layout featured natural materials such as wood, stone and brick, minimal decoration or clutter, clean lines, functional design that appealed to middle class Americans who, after 20 years of economic and wartime privation, were looking for something new (Quinn 2015:6-7, 14-16).

In postwar San Francisco, Midcentury Modern was most frequently applied to residential design. These years coincided with one of the longest stretches of economic prosperity in American history. The design of a minimalist container facilitated indoor-outdoor living which reduced material and labor costs for contractors and developers. "Houses like these, along with many flat roofed mid-century houses, were designed to be built as quickly and as economically as possible" (Quinn 2015:17). Housing tracts in San Francisco that "feature significant concentrations of this style include: Clarendon Heights, Diamond Heights, Midtown Terrace, Lakeshore Park, Twin Peaks, and eastern Bernal Heights" (San Francisco Planning Department 2010:116). The San Francisco State University campus contains a number of intact Midcentury Modern buildings.

As stated in the Planning Department's *Modern HCS*, Midcentury Modern "incorporated the emerging philosophy of indoor-outdoor living." California's temperate Mediterranean climate allowed designers to create living spaces where occupants could just as easily enjoy the outdoors as well as the indoors. Large expanses of glass allowed the scenery and sunlight into buildings, making time spent at work or at leisure what was believed to be an inherently more pleasant experience. The use of patios, pergolas, and interior courtyards created welcoming, shaded transition areas where the inside and outside merged together (San Francisco Planning Department 2010:91, 115-116).

Although residential architecture was the main vehicle for Midcentury Modern design, architects also applied it to civic buildings, union hiring halls and offices, commercial properties, recreation centers, and churches (San Francisco Planning Department 2010:182). Notable architects closely associated with Midcentury Modern design in San Francisco included:

- Francis J. McCarthy;
- Earl MacDonald;
- Mario Ciampi;

- J. Francis Ward;
- Robert Nordin;
- Robert Denke;
- Paul Markling;
- H.C. Baumann;
- Bruce Heiser;
- Roger Anderson;
- Harold Dow;
- Bruce Johnson; and
- John Bolles.

Churches in particular embraced Midcentury Modern design elements that emphasized exaggerated roof forms, projecting overhangs, and articulated façades. Midcentury Modern municipal buildings were often clad with brick walls and projecting vertical elements.

The general character-defining features of Midcentury Modern are:

- Square or rectangular footprint;
- Flat, cantilevered roofs with projecting eaves;
- Subdued color schemes;
- Minimal amount of façade ornamentation to draw attention of passersby to the inside;
- Simple cubic "extruded rectangle" massing;
- Windows running in broken horizontal rows forming a grid;
- Spandrel glass;
- Slightly projecting vertical mullions;
- Metal awnings or canopies;
- Small, geometric tiles set in geometric patterns;
- Terrazzo paving;
- Integrated planters;
- Textile block screens or metal sheathing;
- Stucco, vertical corrugated metal or wood cladding, or stacked Roman brick veneer;
- Façade angles at 90 degrees;
- Overhanging and projecting trellises, pergolas, atriums, and integrated planters; and
- Building materials of steel, formed concrete, or plated surfaces (Gelernter 1999:248- 249; McAlester and McAlester 2003:464-467; San Francisco Planning Department 2010:182; 2017:93).

8.2.2 Landscape Architecture

Midcentury Modern's concept of indoor/outdoor living was embraced by landscape architects. Working together with architects, landscape architects created outdoor areas that were meant to be actively used and not passively enjoyed as decorative scenery. The use of plants to structure an outdoor space became popular. Rather than creating gardens of many exotic plants, modernist landscape architects preferred to design using a narrow variety of plants to create space or volume.

Modern art was a source of inspiration. Asymmetry, irregular layouts, and cubist forms found in many paintings were translated onto the landscape. "One of Garrett Eckbo's gardens is a literal interpretation of a specific Wassily Kandinsky painting. Robert Royston was also influenced by the sweeping arcs and converging diagonals of Kandinsky's paintings and the biomorphic and cubist forms of Le Corbusier and Mies van der Rohe" (San Francisco Planning Department 2010:139-140). Postwar landscape architects moved from designing individual residential projects to master planning larger projects, including college and university campuses, civic squares, and regional planning. This expansion was pioneered by Garrett Eckbo, who as described below in section 8.4, designed over "175 housing developments, 75 community facilities, 81 educational sites, 62 commercial properties, 9 planning projects, and between 600-800 private gardens" over a 29-year period (San Francisco Planning Department 2010:141).

In the San Francisco Bay Area, through efforts by professional landscape architectural organizations such as Telesis, a specific vision of a regional Bay Area design emerged. Telesis consisted of young, college-educated professionals who, through a shared experience in various New Deal work programs, believed that good design, based on education and scientific methods, could better society. They called for architects, landscape architects, planners, designers, and others to collaborate in regional planning. Cut short by service in the armed forces during WWII, these ideas would re-emerge to influence postwar planning in San Francisco and in the Bay Area region (San Francisco Planning Department 2010:141-143).

Modernist landscape property types in San Francisco include: private residential gardens, large-scale residential complexes, rooftop gardens, civic and institutional landscapes, and commercial and corporate landscapes. 3333 California Street is an example of a corporate landscape. Most of San Francisco's corporate landscapes are located in the Downtown area, and, due to limitations in available space, these landscapes are small and built around a small plaza or park, a pedestrian bridge over a water feature, or a detached building set within a park. Common design elements in these landscapes include "lighting features, benches and seating areas, grassy areas, signage, trees, walkways and pedestrian circulation, planters, fountains, and sculpture" (San Francisco Planning Department 2010:148-150).

8.2.3 Architecture Guide Books

LSA reviewed popular architectural guidebooks of San Francisco and the greater Bay Area to obtain information about the Midcentury Modern buildings and corporate campuses.

8.2.3.1 Midcentury Modern

LSA's review did not indicate that the buildings and the designed landscape within the project site were noted in architecture guide books for their architectural or other design qualities.

The guidebooks consulted listed the following nearby properties:

- **The Jewish Community Center of San Francisco**, 3200 California Street (Block 1021/Lot 038). The building was designed in 1932 by Architect Arthur J. Brown and built in 1933 in a Mediterranean style with Spanish, Moorish, and Art Deco detailing. A guidebook published in 1992 describes this property as a "well-known cultural institution" composed of older buildings linked to new construction via a set of internal courtyards (Woodbridge, Woodbridge, and Byrne 1992:104).

According to the Planning Department's online *Property Information Map*, the original building was demolished in 1999-2000 to facilitate construction of a new Jewish Community Center.

No other notable or architecturally distinguished buildings on blocks adjacent to the project site were listed in the guidebooks reviewed (Cerny 2007; Woodbridge, Woodbridge, and Byrne 1992, 2005; Junior League of San Francisco 1968; Schwarzer 2007).

8.2.3.2 Corporate Campus

LSA's review found that the buildings and the designed landscape within the project site were not included among the examples of the corporate campus property type in architecture guide books. LSA's review also indicated that although the corporate campus is not a common property type within the City and County of San Francisco, many notable examples exist in San Mateo and Santa Clara counties (Grant 2016).

The guidebooks consulted identified the following properties in San Francisco that possess similar built environment design characteristics found at 3333 California Street:

- **One Maritime Plaza, 300 Clay Street (Block 0204/Lots 019, 020, 021, 022, 023)** (a.k.a., the Alcoa Building). This 25-story skyscraper building and approximately 3.4-acre landscaped plaza is located in the Golden Gateway area of San Francisco's Financial District. The One Maritime building and surrounding landscaping were designed and constructed collectively in 1964-1967 and together are known today as One Maritime Plaza. One Maritime was designed by the prominent architectural firm Skidmore, Owings & Merrill (SOM) and originally known as the Alcoa Building. One Maritime is the centerpiece feature of One Maritime Plaza, a symmetrically designed plaza-on-structure landscape planned by the landscape architectural firm of Sasaki, Walker & Associates (SWA) and originally known as Alcoa Plaza. One Maritime Plaza consists of two raised landscaped garden plazas that flank One Maritime. Each plaza space contains a one-story U-shaped building constructed of glass and brick. The plazas and buildings are sited atop a two-story reinforced concrete parking structure. The plaza spaces contain lawn areas with sculpture gardens, benches, and fountains, and are accessed via aerial pedestrian bridges from Embarcadero Center and Golden Gateway Center, as well as by several concrete staircases from sidewalks on Clay and Washington streets. The garden plaza areas are open to the public and

managed by the San Francisco Recreation and Parks Department (Cerny 2007:12; Woodbridge, Woodbridge, and Byrne 1992:34, 2005:38; Serrano 2006:192-193; Schwarzer 2007:64).

- **Levi's Plaza, 1155 Battery Street (Block/Lots 0083/001; 0084/008; 0084/009; 0084/010; 0107/007; 0108/007).** Considered a "benchmark in corporate headquarters design," this 6.2-acre landscaped campus is located in the North Beach Neighborhood of San Francisco and was built in 1977-1982 for employees of Levi Strauss, Inc. Levi's Plaza was designed by Lawrence Halprin as two distinct spaces: a paved plaza encircled by buildings by HOK and Gensler, and across Battery Street, a park with rolling topography, waterfalls, and streams. Buildings occupy less than half the site, and are grouped around a plaza with a fountain capped by a large block of granite (Cerny 2007:47; Woodbridge, Woodbridge, and Byrne 1992:53, 2005:119; Schwarzer 2007:84).

No other notable examples of the corporate campus property type in San Francisco were listed in the guidebooks reviewed (Cerny 2007; Woodbridge, Woodbridge, and Byrne 1992, 2005; Schwarzer 2007).

Other more notable examples of the corporate campus property type in the San Francisco Bay Area listed in the guidebooks reviewed include:

- **Stanford Industrial Park, 3160 Porter Drive, Palo Alto.** Built in 1951 as the Stanford Industrial Park, this facility occupies over 700 acres south of, and adjacent to, Stanford University to "create a highly educated workforce for companies" such as General Electric, Lockheed, Eastman Kodak, and early high-tech companies such as Varian Associates and Hewlett-Packard (Grant 2016). Today, the facility contains 162 buildings, with 140 different companies employing over 23,000.
- **IBM Santa Theresa Programming Center, 555 Bailey Avenue, San José.** Located in a 1,166-acre property comprised of oak studded rolling hills south of San José, this facility was built in 1976 to contain IBM's top programmers as well as contain office functions (Schwarzer 2007:130; Mozingo 2011:93-95).
- **IBM Almaden Research Center, 650 Harry Road, San José.** Located in a 655-acre property comprised of oak studded rolling hills south of San José, this facility was built in 1985 to contain IBM's premier research and development staff and plant operations. The center has a capacity for 800 employees, mostly individuals highly trained in chemistry, computer science, engineering, mathematics, or physics (Schwarzer 2007:130; Mozingo 2011:95-96).

8.3 EDWARD B. PAGE

Edward Bradford Page was a San Francisco-based architect who lived and worked in the Marin County communities of Bolinas and Sausalito. He designed buildings locally in the early to mid-20th century. According to online information available at the American Institute of Architects (AIA), Edward Bradford Page was born in Alameda on December 27, 1905. Edward Page was the son of Charles Page, who served as FFIC's Chairman of the Board as well as a San Francisco City Fire Commissioner, and chairman of the Northern California War Finance Committee during WWII (*Daily*

Independent Journal 1963). Edward Page graduated in 1930 with a Bachelor of Science degree from Yale University's Sheffield Scientific School, and 2 years later with a Bachelor of Fine Arts in Architecture from Yale University's School of Fine Arts. After graduation, he traveled throughout Europe and North America. By 1937, he was back in the Bay Area and took a job as a draftsman for the Golden Gate International Exposition. From 1938 to 1942, Edward Page worked as a draftsman for several San Francisco-based architectural firms. From 1942 to 1943, Edward Page served as a Commissioner on the San Francisco Arts Commission (American Institute of Architects 1955:417). Edward Page married Mary Winteringham in 1933 (*San Francisco Chronicle* 1944). Edward and Mary Page had two children, a boy, William, born in 1938, and a daughter, Georgia, born in 1941; 3 years later the Pages divorced.

During WWII, Edward Page served in the United States Navy as a Supervising Architect in Naval Operations from 1942 to 1947. A year after leaving the Navy, Edward Page opened his own architectural firm in an office at 400 Montgomery Street in San Francisco. Edward Page became an AIA member in 1949. In 1955, Edward Page, along with his wife and two children, lived in a single-family home built in 1909 at 2659 Filbert Street (American Institute of Architects 1955:417, 1962:530; San Francisco Planning Department 2017a).¹⁵ By 1962, and in addition to the FFIC's Home Office at 3333 California Street, Edward Page was credited with designing a (unnamed) housing project and two schools (also unnamed) in San Francisco, and a private residence in the Marin County community of Belvedere which resulted in an AIA Award of Merit (American Institute of Architects 1962:530). In 1968, Edward Page dissolved his firm and formed the San Francisco architectural firm of Page, Cloudsley & Baleix with John Upton Cloudsley and John Baleix (AIA 1970:688).¹⁶ By 1970, Edward Page and his family lived at 25 San Carlos Avenue in the Marin County community of Sausalito. Edward Page died on November 11, 1996.

Based on a review of background and archival materials, Edward Page is generally associated with the Modern architectural conventions, rather than any particular style, and is not included among other, more notable architects who designed buildings in the mid-20th century (San Francisco Planning Department 2010:181-182) (American Institute of Architects 1955:417; 1962:530; 1970:688). Information reviewed indicates that, along with the campus within the project site at 3333 California Street, Edward Page is credited with designing the following:

- The Mason B. Wells House, constructed in 1955 at 105 Acacia Avenue, Belvedere, Tiburon (extant) (Pacific Coast Architecture Database 2015a, 2015b, 2015c; ParcelQuest);

¹⁵ The building at 2659 Filbert Street is a contributing element to the *Cow Hollow First Bay Tradition Historic District* (San Francisco Planning Department 2017a). The period of significance is 1888-1914 and the district is bounded by Filbert Street on the north, Scott Street on the east, Vallejo Street on the south, and Lyon Street on the west.

¹⁶ A review of architect information available online by the University of Washington-maintained Pacific Coast Architect Database and the *San Francisco Modern Architecture and Landscape Design, 1935-1970 - Historic Context Statement* did not identify any buildings or other notable works by John Upton Cloudsley or John Baleix (Pacific Coast Architecture Database 2015d, 2015e; San Francisco Planning Department 2017a).

- A four-story parking garage containing 2,700 stalls constructed in 1964-1965 at San Francisco International Airport (SFO), considered at the time to be the “world’s largest” (since demolished) (*The Times* 1965; AIA 1970:688);
- Remodeling of SFO’s Central Terminal in 1963 (since demolished) (*The Times* 1963);
- A Fireman’s Fund Am. Ins. Co. building in Fresno in 1964 (status unknown) (AIA 1970:688); and
- The Stanford Faculty Club constructed in 1965 at 439 Lagunita Drive, Stanford (extant) (Stanford University 2017; AIA 1970:688).

8.4 ECKBO, ROYSTON & WILLIAMS

The following section contains a brief biography of each of the firm partners. See HRE Volume II, Appendix H for a table listing the projects completed by the firm as it was configured during the time 3333 California Street was designed and built. The table in HRE Volume II, Appendix H is broken out by type of landscape produced: Residential Gardens, Schools and Universities, Cultural and Institutional, Regional Parks, and Housing Developments.

Garrett Eckbo. Garrett Eckbo was born in Cooperstown, New York, in 1910 and 2 years later he and his mother moved west to Alameda. In 1932, Eckbo went to U.C. Berkeley and studied Landscape Design and Floriculture. Eckbo graduated in 1935 and moved south to Ontario for a job at Armstrong Nurseries and learned about southern California plants. Through his education and work experience, Eckbo began to connect landscape design, architecture, and art to develop his style and approach to organizing space. Eckbo was part of an emerging school of landscape architecture that emphasized “multiple-use planning” that built in flexibility and mobility, making the design more fluid and adaptable (Wright 2008:115). He published several of his observations on landscape design and the human environment. In 1935, Eckbo married Oakland resident Arline Williams, the sister of future partner Edward Williams. In 1939 Eckbo took a job with the Farm Security Administration (FSA). He designed migrant-worker camps in California and other western states. Eckbo left the FSA in 1942 and through WWII he designed landscapes for defense housing projects in the Bay Area (Trieb 2000:62-66).

After WWII, Eckbo founded a firm with Robert Royston and Edward Williams, his brother-in-law. In 1946, Eckbo moved to Los Angeles to head up projects in southern California. He filled his days designing gardens and collaborating with architects on larger projects in residential areas and parks. He taught landscape architecture at the University of Southern California from 1948 to 1956 and also completed commercial designs such as the Alcoa Forecast Garden, a 3-year project, to showcase aluminum’s utility as a material in landscape design. The 1950s and 1960s were a highly productive time for Eckbo. He published numerous books including *Landscape for Living* (1950), *The Art of Home Landscaping* (1956), *Urban Landscape Design* (1964), and *The Landscape we See* (1969) (Eckbo 1994).

In 1958, Eckbo, Royston & Williams dissolved and Eckbo formed a new firm with Edward Williams and Donald Austin which became EDAW. Eckbo returned to the San Francisco Bay Area in 1963 and began teaching Landscape Architecture at the University of California, Berkeley, eventually

becoming Department Chair in 1965. He served in that capacity until 1969 and retired in 1978 as Professor Emeritus. Before retiring, he took up a foreign teaching post in Japan as Visiting Lecturer in the University of Osaka Prefecture's School of Urban Landscape Design. All the while, he found time to design Fulton Street Mall in downtown Fresno as an urban alternative to huge shopping centers surrounded by parking lots (Trieb 2000:62-66). In 1974, Eckbo was Visiting Lecturer in the School of Architecture at the University of New South Wales and the University of Queensland (Eckbo 1994).

Eckbo gradually transitioned out of design work and explored more theoretical design applications and concepts. His work was acclaimed by clients and emulated by landscape architects nationwide (Mann 1993:327-328). Eckbo died on May 15, 2000 (Pacific Coast Architecture Database 2015a).

Robert Royston. Robert Royston was born in San Francisco in 1918. He grew up on a Santa Clara Valley farm. In high school he excelled in drawing, dramatic performance, and athletics. After graduating from high school, he went to U.C. Berkeley in 1936 to study Landscape Design, where he earned a degree. After graduation Royston got an internship with Thomas Church, where he pursued his interest in design and the outdoors. The internship quickly became a fulltime job, and he was working on several large projects in San Francisco, including Valencia Gardens and Parkmerced Apartments. Royston served in the U.S. Navy in WWII and while off-duty, he crafted models of residential gardens using scrap metal.

After founding Eckbo, Royston, and Williams, Eckbo moved to southern California to head the firm's Los Angeles office, and Royston remained in northern California and kept busy handling the crush of work related to the postwar housing boom. Most of the workload was low-density suburban tracts. He soon expanded to also design parks, plazas, and planned residential communities, often in collaboration with notable architects. His site plans emphasized the integration of indoor and outdoor space and elegant, functional garden rooms. After leaving on amicable terms with Eckbo and Williams in 1958, Royston formed a new firm with Asa Hanamoto. The firm developed into Royston, Hanamoto, Alley, and Abey, which is still in existence today and maintains its headquarters in the Marin County community of Mill Valley. Later in life, the American Society of Landscape Architects, the American Institute of Architects, and the American Society of Landscape Architects honored Royston for his prolific works. Royston died on September 19, 2008 (Pacific Coast Architecture Database 2015b).

Edward Williams. Edward Williams was born in 1914 in Pennsylvania and later moved to Plainfield, New Jersey. In 1932 he moved to San Francisco and studied Landscape Architecture at U.C. Berkeley, alongside Garrett Eckbo. Williams graduated in 1935 and soon formed a lifelong partnership with Eckbo after Eckbo married Edward's sister. In 1939, they formed Eckbo and Williams, a landscape architectural firm in Los Angeles. In 1945, Robert Royston joined the firm. Williams later became a partner in EDAW, a landscape architectural and urban design firm that formed after Robert Royston's departure. Williams and his wife later lived in San Rafael and he died in 1984 (Pacific Coast Architecture Database 2015c).

8.4.1 Corporate and Institutional Landscapes 1945-1960s

According to information on file at the Environmental Design Archives in the College of Environmental Design at U.C. Berkeley, Eckbo, Royston & Williams designed 19 landscapes for large, institutional properties similar to 3333 California Street. Between 1945 and the 1960s, the firm designed landscapes for colleges, universities, civic centers, parks, and large housing developments. Many of these projects are located in southern California. One of the projects identified through archival research, St. Mary's Square, is located in San Francisco (Environmental Design Archives 1994). The project site at 3333 California Street (or any mention of the landscape within the project site) is not included in the list of projects.

An underlying design approach to arranging small and large landscapes for various clients is described in the *San Francisco Modern Architecture and Landscape Design, 1935-1970 - Historic Context Statement*:

They [Eckbo, Royston & Williams] don't look upon gardens, parks and playgrounds as things in themselves attached to houses or communities of houses. To them, the house and garden is interrelated living area, some of which is enclosed by walls and roofs, some of which is open. Since they don't design houses they believe in close collaboration with the architect at all stages of the development of the house so that the living spaces which include both indoor and outdoor spaces are properly arranged with respect to each other as well as wind, views and sun (San Francisco Planning Department 2010:141).

As applied to the Midcentury Modern-designed corporate campus within the 10.25-acre project site at 3333 California Street, the firm oriented courtyard areas to face the south or west and be sheltered by the massing of the Main Building from cool, and often foggy, onshore winds. Arranging outdoor seating areas in this way provided visitors with warm places to sit. These seating areas combine informality with precision. The layouts are informal clusters of seating areas (benches, tables, built-in seating) linked by pathways yet contained by a system of retaining walls consisting of geometrically arranged, square-shaped brick-clad raised planters.

As shown in the list of other, more prominent projects completed by the firm in California, the firm's underlying principle to integrate the indoor/outdoor approach by mixing the informality of the indoor/outdoor California aesthetic with geometric exactness is echoed by the design of the south-facing interior courtyard, the west-facing seating area, and the terraced plantings along Laurel Street. While the firm designed many larger, more elaborate landscapes for public and private clients, the designed area contained in the Midcentury Modern-designed corporate campus within the 10.25-acre project site at 3333 California Street is an example of design adaptation into a more confined space.

Several examples of prominent projects completed by the firm in California include:

- Occidental College, Los Angeles (1948);
- Bowdon Park, Palo Alto (1960);
- Polytechnic High School (1954) and Long Beach City College (1958) in Long Beach;

- Orange Coast College, Costa Mesa (1955);
- Mitchell Park, Palo Alto (1956);
- Whittier Civic Center, Whittier (1955);
- St. Mary's Square, San Francisco (1957); and
- Harvey West Community Park, Santa Cruz (1958).

Please see HRE Volume II, Appendix H for a complete list of projects completed by Eckbo, Royston & Williams between 1948 and 1961.¹⁷

¹⁷ Additional information on these and other notable landscapes designed by the firm is available online at *The Cultural Landscape Foundation*, <https://tclf.org/pioneer/eckbo-royston-williams>.

9.0 ELIGIBILITY EVALUATION

This section presents the results of a significance evaluation according to California Register and eligibility criteria and an individual and district-level assessment of historical significance.

9.1 CALIFORNIA REGISTER OF HISTORICAL RESOURCES

According to CEQA, a historical resource is “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 . . . 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” (Public Resources Code [PRC] §5024.1). For a cultural resource to qualify for listing in the CRHR it must be significant under one or more of the following criteria:

- *Criterion 1:* Associated with events that have made a significant contribution to the broad patterns of California’s history and cultural heritage;
- *Criterion 2:* Associated with the lives of persons important in our past;
- *Criterion 3:* Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
- *Criterion 4:* Has yielded, or may be likely to yield, information important in prehistory or history.

9.2 APPLICATION OF SIGNIFICANCE CRITERIA

The following evaluation assesses whether the Midcentury Modern-designed corporate campus within the 10.25-acre project site at 3333 California Street sufficiently retains the qualities and character-defining features that would qualify it as eligible for inclusion in the California Register or for local designation.

9.2.1 Criterion 1

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is associated with the mid-to-late 20th century development of the Laurel Heights Neighborhood which began after the closure of Laurel Hill Cemetery. The campus is also associated with the Fireman’s Fund Insurance Corporation, with the San Francisco HIV/AIDS Crisis, and with the corporate campus property type. Analysis of associative significance under each of these events is presented below.

9.2.1.1 Fireman’s Fund Insurance Corporation

Background research indicates that FFIC has a long history in San Francisco. The company offered an innovative program to provide volunteer firemen a pension program that incentivized aggressive fire suppression. The company played an important role in the aftermath of the 1906 Earthquake

and Fire. Although over 8,600 policyholders lost policy documentation in the fire, FFIC took each at their word as evidence of coverage, in the process earning the high esteem of San Franciscans. The company also provided coverage for losses from explosions, natural disasters, automobiles, marine vessels, and water damage. The same year, FFIC was the first to offer nationwide automobile insurance coverage. In the 1920s FFIC reached out to the then-emerging movie industry to secure new customers and open new markets for providing insurance coverage.

However, information in the background materials reviewed indicated that although, as a company, FFIC is associated with new approaches to providing insurance services or products, these events occurred while FFIC was headquartered at 401-407 California Street, beginning in 1867 and continuously for 90 years until FFIC relocated to 3333 California Street in June 1957. Accordingly, the innovative aspects of the company's history are more directly associated with the former FFIC headquarters at 401-407 California Street and not 3333 California Street.

Background research also indicated that by 1970, FFIC followed well-established business practices in the insurance sector and their business model fostered growth of their overseas offices and an increase in market share. As described above in section 7.2.1, the insurance industry as a whole was very profitable; accordingly, many new competitors entered the market to compete with established firms for market share. In response, FFIC and many other established firms cut premiums to retain their market share, which proved costly and nearly ruinous. Profits dropped over 75 percent, ultimately spurring FFIC to relocate from San Francisco to Marin County. Although 3333 California Street was the FFIC's Home Office for over 25 years, background research did not indicate the project site is associated with innovations in products, services, or the practice of private commercial and residential insurance in California or the United States. Perhaps more generally, few people would consider innovations in the insurance industry as an event that made a significant contribution to the broad patterns of California's history and cultural change, unlike, for example, the aerospace, technology, and film and television industries, all of which have shaped not only the built environment in California, but also have directly influenced California's cultural heritage.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does not appear* eligible under Criterion 1 for associations with FFIC or the development of the insurance business in the mid-to-late 20th century.

9.2.1.2 San Francisco HIV/AIDS Crisis

As a satellite campus of UCSF, Laurel Heights is associated with the historical patterns associated with *Theme 8: LGBTQ Medicine (1940s to 1970s)* (Graves and Watson 2015:345). The campus became part of UCSF in 1986; however, due to protracted litigation between LHIA and UCSF over plans to use the campus for biomedical research and drug development, this Midcentury Modern-designed corporate campus within the project site did not play a meaningful or significant role in the research and development of anti-viral medication. Moreover, the building was not constructed as an educational institution, and possesses no specific characteristics that elevate its association with this theme. Several other hospitals, pharmacies, or medical research facilities in San Francisco, such as San Francisco General Hospital and the Langley Porter Clinic at UCSF's Parnassus campus, played a more meaningful and consequential role, and continue to do so.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does not appear* eligible under Criterion 1 for associations with the San Francisco HIV/AIDS Crisis or for associations with LGBTQ Medicine.

9.2.1.3 Corporate Campus Property Type

Background research indicates that 3333 California Street is an important example of a suburban corporate property type adapted to an urban setting in San Francisco. During a time when American corporations were leaving major cities for the suburbs, FFIC and its three main subsidiaries remained in San Francisco. A comparative analysis of private corporate campus properties in San Francisco indicates that 3333 California Street is an urban adaptation of a typically suburban property type. Assembling a 10.25-acre site in San Francisco using conventional means of buying and merging many individually owned parcels would have involved a long and expensive process of property acquisition involving numerous landowners. Purchasing the entire site from a single buyer, in this case the San Francisco Unified School District, after their plans to build a new high school on the site fell through, made it feasible to build a corporate campus in a densely developed urban area. Background research did indicate that the interior design and organization of 3333 California Street reflected the design intent of the corporate campus to create opportunities for spontaneous interactions to help spur creativity, while allowing staff of various departments within the company and its in-house subsidiaries to streamline operations and work more efficiently. In keeping with the trend of locating corporate campuses in a rural, university-like setting, the project site was designed to include a professionally designed landscape for employees or guests to enjoy and relax during their work day. Therefore, 3333 California Street is representative as an urban adaptation of a typically suburban corporate property type.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does appear* eligible under Criterion 1 as a unique adaptation of a suburban corporate property type.

9.2.2 Criterion 2

Background research did not identify an association of the project site with the lives of persons important to local, California, or national history. Background research did not indicate that 3333 California Street was the site of medical innovation. The project site was once the location of the Lone Mountain Cemetery, later renamed Laurel Hill Cemetery, and was the final resting place of prominent Californians, such as cable car inventor Andrew Halladie, first American consul Thomas Larkin, Major James Van Ness, and United States Senators David Broderick, Milton Latham, Edward Baker, William Sharon, and James Graham Fair. However, their interments and monuments were removed and relocated by 1942.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does not appear* eligible under Criterion 2.

9.2.3 Criterion 3

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is associated with architect Edward. B Page, the landscape architectural firm of Eckbo, Royston, and

Williams, and the Midcentury Modern architectural style. Analysis of associative significance under each of these events is presented below.

9.2.3.1 Edward B. Page

The buildings were designed in 1955 by San Francisco-based architect Edward B. Page. Page's career as an architect spanned the early-to-mid 20th century. Background research indicates that Page lived in the Marin County communities of Sausalito and Bolinas but was not considered a prolific architect. During his career, Page designed numerous commercial buildings, including a then-revolutionary four-level parking garage at San Francisco International Airport. A review of popular architectural guides of the Bay Area, encyclopedias of contemporary architects, and West Coast architect biographical databases indicates that Page is not regarded as singularly prominent by the professional architectural community. Although the corporate campus at 3333 California Street is associated with Page, background research indicates that he is not considered to be an important creative individual.

9.2.3.2 Eckbo, Royston & Williams

The landscape was designed by the prominent Los Angeles-based landscape architectural firm of Eckbo, Royston & Williams. Edward Page did not live in or maintain his business at 3333 California Street. As described above in section 8.4.1, archival and online research indicates that the project site was not considered an important example of the design talents of Garrett Eckbo, Robert Royston, and Edward Williams, each of whom worked in the field for over 40 years for both private and public clients and taught university-level courses. Background research also indicates that the project site is one of many examples of the firm's design output during the mid-20th century, which included many projects in northern and southern California, as well as Arizona and Wyoming (see HRE Volume II, Appendix H).

9.2.3.3 Midcentury Modern Architecture and the Corporate Campus

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street embodies distinctive characteristics of Midcentury Modern commercial architecture, an architectural type and period regarded as the "most common Modern style built in San Francisco" (San Francisco Planning Department 2010:181). Collectively, the campus within the project site was designed and built to serve as the FFIC's Home Office and meet the need to streamline and modernize their operations and to demonstrate the firm's success. Background research indicates that use of solid steel beams was not practical or affordable to provide the necessary support while maximizing the openness of the interior spaces within the Main Building. As mentioned above in section 4.3.1.1, to get around the problem, Edward Page designed the building using laminated steel plates bolted together to essentially create custom-width steel support beams, a method described at the time as unique (Architect and Engineer 1957:14). However, no other mention of this steel construction method or its impact on the construction industry at the time was found in other materials reviewed. Like many other Midcentury Modern commercial buildings in San Francisco and California, these buildings vary in size and are generally uniform in appearance and utilitarian in design to accommodate subsequent renovation, expansion, and technological change. These buildings are typically austere in appearance with minimal ornamentation to emphasize clean lines and a machine-like aesthetic.

The project site possesses several attributes of the corporate campus property type. The buildings are low, long, and set in an intentionally arranged landscape that evokes a park-like feel. The corporate campus originated in the postwar period and soon spread nationwide. Typical representative examples of the corporate campus are found in rural or suburban areas outside city limits and generally range from 40 to 200 acres. While the project site has aspects that evoke this property type, it is located in an urban area on a 10.25-acre site within a former graveyard. Corporate campuses typically integrated both regular management and administrative personnel with product research or quality control and testing staff. The FFIC Home Office was designed to contain the operations of a modern insurance company.

Although background research indicates that the campus within the project site at 3333 California Street is associated with an architect with a small portfolio and contains a relatively undistinguished example associated with the renowned and prolific landscape architectural firm of Eckbo, Royston & Williams, the 10.25-acre corporate campus within the project site at 3333 California Street does appear individually eligible under Criterion 3 for its uniform Midcentury Modern architectural qualities and designed landscape. The period of significance is 1956 to 1966, which encompasses the period when the building was constructed to when the last major addition was completed.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does appear* eligible under Criterion 3.¹⁸

9.2.4 Criterion 4

This criterion is usually used to evaluate the potential for archaeological deposits to contain information important in the understanding of the past lifeways of San Francisco's early historic period and pre-contact inhabitants. Its application to architecture is less common in eligibility assessments due to the prevalence of multiple media that thoroughly document the form, materials, and design of a given building type. Consequently, information on the Midcentury Modern style and construction techniques and related aspects of landscape design, as represented by the corporate campus at 3333 California Street, can be obtained from other widely available sources on this familiar architectural style and landscape design. For this reason, the corporate campus at 3333 California Street is unlikely to yield information important to the history of the local area, California, or the nation; therefore, it is not significant under this criterion.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street *does not appear* eligible under Criterion 4.

¹⁸ Potential eligibility under Criterion 3 is a three-prong approach. A resource could be eligible under this criterion if it **(1)** "embodies the distinctive characteristics of a type, period, region, or method of construction," and/or **(2)** its design "represents the work of an important, creative individual," and/or **(3)** "possesses high, artistic values" (PRC §5024.1).

9.3 CHARACTER-DEFINING FEATURES

For a cultural resource to be eligible for national, state and/or local designation, the essential physical features (or character-defining features) that enable a property to convey its historic character must be present, they must retain enough of these features, along with sufficient integrity to convey historical significance. Character-defining features can be expressed in terms of form, massing, proportion, historical development, plan, aesthetic design, architectural style(s), or materiality.

9.3.1 Character-Defining Features of 3333 California Street

Site/Landscape Features

- Corporate Campus setting featuring main building located on a large open landscaped site across 10.25 acres;
- Landscape utilizing curvilinear shapes in pathways, driveways, and planting areas; and other integrated landscape features (planter boxes, seating);
- Main entrance leading from Walnut and California streets;
- Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern;
- Mature trees around the corporate modern campus;¹⁹
- Open area along Euclid Avenue and Laurel Street; and
- Concrete pergola atop terraced planting feature facing Laurel Street.

Main Building

- Stepped multi-story massing built into the natural topography of the site;
- Main building encompassing three distinct building phases that have all taken on significance (1956, 1964, 1966);
- Midcentury Modern architectural style with little ornamentation;
- Flat, cantilevered roof with projecting eaves;
- Continuous full-height, slightly recessed curtain wall glazing on most sides and along all levels of the building; and

¹⁹ Note that a few of these trees may date from the era when the cemetery was extant. Some Monterey Cypress and Eucalyptus trees were incorporated as part of the Modern landscape designed by Eckbo, Royston & Williams.

- Glass curtain wall composed of bronze powder-coated aluminum framing system in a regularly spaced pattern of mullions and muntins, typically with a small spandrel panel of obscure glass below a larger pane.

9.4 INTEGRITY ASSESSMENT

In addition to being significant under one or more criteria, a resource must retain enough of its historic character and appearance to be recognizable as a historical resource and retain integrity, which is defined as the ability of a resource to convey the reasons for its significance (CCR Title 14 §4852(c)). Generally, a cultural resource must be 50 years old or older to qualify for the California Register.²⁰

National Register Bulletin *How to Apply the National Register Criteria for Evaluation* (National Park Service 1997a:2) states that the quality of significance is present in districts, sites, buildings, structures, and objects that possess integrity. There are seven aspects of integrity to consider when evaluating a cultural resource: location, design, setting, materials, workmanship, feeling, and association. Each aspect is described below.

- *Location* is the place where the historic property was constructed or the place where the historic event occurred. The actual location of a historic property, complemented by its setting, is particularly important in recapturing the sense of historic events and persons.
- *Design* is the combination of elements that create the form, plan, space, structure, and style of a property. Design includes such elements as organization of space, proportion, scale, technology, ornamentation, and materials.
- *Setting* is the physical environment of a historic property. Setting refers to the character of the place in which the property played its historical role. Physical features that constitute the setting of a historic property can be either natural or manmade, including topographic features, vegetation, paths or fences, or relationships between buildings and other features or open space.
- *Materials* are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of the artisan's labor and skill in constructing or altering a building, structure, object, or site.

²⁰ Generally, for a cultural resource to be considered for listing in the California Register—and a historical resource for purposes of CEQA—enough time must have passed for there to be a scholarly perspective on the resource and the reasons for its potential significance. Consistent with professional practice, as well as the National Register of Historic Places eligibility requirements, 50 years is generally used as this threshold.

- *Feeling* is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character.
- *Association* is the direct link between an important historic event or person and a historic property.

Historical resources eligible for listing in the California Register must meet one of the criteria of significance described above and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance. “To retain historic integrity a property will always possess several, and usually most, of the aspects” (National Park Service 1997a:44; California Office of Historic Preservation 2011:22).

The buildings and landscape at 3333 California Street have not been moved and retain integrity of **location**.

The buildings and landscape also retain integrity of **setting** as a corporate campus property. The surrounding area remains a dense, urban area with mixed uses in the buildings nearby. The naturally occurring terrace remains in place, creating a setting transition for motorists and pedestrians traveling west along California and Pine streets. With the exception of the portion of the site facing Presidio Avenue, the landscaped area within the project site retains its essential form and configuration and continues to convey a park-like setting.

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street does retain integrity of **design, materials, and workmanship** in a broad sense. With the exceptions described in section 5 above, the 10.25-acre project site retains circulation patterns, parking lots, and spatial relationships between the built environment and the designed landscape or landscaped open spaces dating from the 1956-1966 period of significance. The buildings retain the general appearance, massing, materiality, and fenestration systems that were in place during the 1956-1966 period of significance. The Main Building retains the original wrap-around curtain wall fenestration.

The California Street Entrance was remodeled in 1982-1984 as part of a repurposing of the Main Building from serving a single company to a multi-unit office leasing space. The creation of a Children’s Center for UCSF staff between 1993 and 2002 resulted in alterations to a portion of the south-facing façade of the Euclid Street Wing of the Main Building. Although these alterations have altered the Main Building to some degree, taken together they do not significantly diminish the overall integrity of the Midcentury Modern-designed corporate campus at 3333 California Street to the degree that it is no longer comprehensible as a Midcentury Modern corporate campus.

Other than the natural growth of plants and trees, the landscape retains sufficient integrity of scale and proportion from the period of significance with no subsequent visual intrusions or additions to the original design. The brick perimeter walls, planter boxes, and retaining walls remain in good condition, with minimal damage from the exposure to the elements. Seating areas in the terraced courtyard and along the west side of the Laurel Street Wing of the Main Building are in place and retain several of the original benches and other furnishings. The original flagpole and concrete pergola near the Laurel Street Entrance above the terraced planters along Laurel Street remain in

place, as do the original hooded electroliers in the parking lot near the Service Building. Several of the original Monterey Cypress trees and the older, presumably original vegetation have grown in size during the 50 years following the close of the period of significance; according to the UCSF Laurel Heights Facilities Services Department, dead or dying plants were replaced in kind.

Integrity of *feeling* and *association* is addressed in two parts: interior spaces and exterior spaces.

For the interior of the Main Building, integrity of feeling and association is clearly diminished due to the enclosure of the interior spaces. Based on his study of the flow and interactions of the insurance business coupled with his client's desire for an open collaborative work space, Edward Page designed a generally open floor plan (with minimal office suites) to facilitate his client's vision. Today, the interior spaces of the Main Building are enclosed and partitioned in a manner typically found in modern offices today. These once open areas now contain office cubicles, conference rooms and office suites accessed via long, narrow hallways. Although the premise of open floor plans was to allow some flexibility in layout for subsequent customization of spaces, total enclosure does not reflect Edward Page's original design.

Integrity of feeling and association remains high for the exterior of the Main Building and the landscaped areas, which are the result of minimal apparent exterior modifications that preserved, to a great degree, the original design. The designed landscape also retains integrity of feeling and association. From vantage points along Presidio and Masonic avenues, the naturally occurring landscape terrace that underlies the site conveys a sense of institutional importance by elevating the stately and imposing Midcentury Modern-designed Main Building. The use of brick as façade cladding, planted terrace retaining walls, raised planters, and boundary walls conveys a unity of design. The setback between the Main Building and the parking lots near the perimeter fence along California and Laurel streets was designed for pedestrian circulation, the enjoyment of staff, and the impression it conveyed to visitors or potential clients. As the property is no longer used for commercial purposes, impressing potential clients, vendors, or other similar visitors, the imposing feeling partially derived from the street setbacks they may have felt no longer applies. However, UCSF staff and other employees may still use the existing circulation paths and landscaped areas during lunch or break time.

9.5 HISTORIC DISTRICT ANALYSIS

The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is not part of a local, state, or nationally designated historic district and is not located within any known potential historic district. The following sections provide an assessment of (1) if the collection of buildings and designed landscape within the project site is or is not a historic district, and (2) if the Midcentury Modern-designed corporate campus within the project site at 3333 California Street forms the eastern edge of a larger, viable potential historic district composed of the Laurel Village Shopping Center, a commercial retail strip of 28 buildings built in 1948-1951, along the south side of California Street and the Laurel Village Residential Tract built in 1948-1950.

9.5.1 3333 California Street

Based on visual observations and the development of the project site through time, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street, composed of Midcentury Modern-designed Main and Service buildings and associated landscaped areas, is clearly distinguished from the surrounding urban environment by its scale, density, and configuration as a designed landscape. As discussed above in section 8.1, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street was constructed during a time when corporations relocated from central cities to a designed campus covering 40 acres or more in outlying areas that resembled a large park or university setting. The Midcentury Modern-designed corporate campus within the project site at 3333 California Street is an unconventional example of this property type as it occupies a smaller 10.25-acre site centrally located in a major city amongst an older, established urban setting, and is connected to the Central Business District via the regular street grid.

The preponderance of the evidence suggests that the buildings and grounds of the Midcentury Modern-designed corporate campus within the project site at 3333 California Street have a shared relationship united aesthetically and historically through planned development, ownership, successive phases of development and expansion, and facility management. According to *National Register Bulletin 21*, which provides guidance on demarcating boundaries involving buildings, boundaries “should include surrounding land that contributes to the significance of the resources by functioning as the setting. This setting is an integral part of the eligible property and should be identified when boundaries are selected. For example, do not limit the project site to the footprint of the building, but include its yard or grounds” (National Park Service 1997b:3).

By this definition, the two Midcentury Modern-designed buildings and designed landscape on the 10.25-acre project site at 3333 California Street represent an individual property composed of the Main Building, the Service Building, and the elements of the original Eckbo, Royston & Williams-designed landscape and grounds that were designed in tandem. This resource is contained within the current legal boundary of City Block 1032/Lot 003. The period of significance is 1956 to 1966, which encompasses the period when the Midcentury Modern-designed corporate campus was originally constructed in 1956 and when the last major addition was constructed in 1966. The additions – designed by Edward Page – carefully referenced the Midcentury Modern-aesthetic of his original 1955 design. Noncontributing elements include (1) the remodeled entrance on the California Street Wing of the Main Building, (2) the UCSF Children’s Center on the Euclid Avenue Wing of the Main Building, and (3) the landscaped area fronting Presidio Avenue, east of the California Street Wing of the Main Building.

For these reasons, the Midcentury Modern-designed corporate campus within the project site at 3333 California Street appears to be eligible for listing as an individual property and does not appear to be a viable historic district.

9.5.2 Laurel Heights Neighborhood

Although the Midcentury Modern-designed corporate campus within the project site at 3333 California Street, the Laurel Village Residential Tract, and the Laurel Village Shopping Center share a common Midcentury Modern aesthetic, the project site was designed on a much larger scale and for

a different purpose by a professional architect and landscape architects. The Midcentury Modern-designed corporate campus within the project site at 3333 California Street was built 2-8 years after the tract and shopping center, which represent common automobile-centered mid-20th century land use and development patterns in San Francisco, California, and nationwide. The Midcentury Modern-designed corporate campus within the project site at 3333 California Street represents the post-war, university-like corporate campus that was typically developed outside city limits. See Figure 4 in HRE Volume II, Appendix A for an aerial photograph of the Laurel Heights Neighborhood showing the spatial relationship between the corporate campus within the project site, the Laurel Village Residential Tract, and the Laurel Village Shopping Center.

A review of official historic contexts of San Francisco's Midcentury Modern architecture, the city's neighborhood commercial buildings, and documentation prepared by Planning Department preservation staff for reviewing projects within the Laurel Village Residential Tract indicates that a California Register-eligible historic district that includes the portion of Laurel Heights located within the boundaries of the former Laurel Hill Cemetery was not identified and does not appear viable (San Francisco Planning Department 2010:181-187; 2016:92-93, 2013a, 2013b). LSA concurs with the Planning Department's conclusions regarding the collective ineligibility of the corporate campus within the project site, the residential tract, and the commercial retail strip as a viable historic district for inclusion in the California Register.

9.5.3 Adjacent Built Environment

LSA conducted a pedestrian survey of buildings that face the Midcentury Modern-designed corporate campus within the project site at 3333 California Street to determine if there are noticeable patterns and similarities in the style, massing, building type(s), and other relevant factors that could support one or more historic districts to which the project site would or would not be a potentially contributing element. The survey examined the buildings located on the following city blocks that face the project site:

- Blocks 1020, 1021, and 1022, north of and across California Street;
- Blocks 1031 and 1046, east of and across Presidio Avenue;
- Blocks 1032 (Lot 001), 1072, 1057 (partial), and 1069 (partial), south of and across Masonic and Euclid avenues; and
- Blocks 1045 and 1034 (partial), west of and across Laurel Street from the project site.

Generally, the buildings on blocks north and east of the project site range in age from circa 1900-1910, with robust interspersions of modern construction, having varying heights, roof pitches and types, inconsistent massing, materials, and fenestration. Buildings fully occupy their parcels and most are fully built out with no setback from the sidewalk. Several buildings appear to be new construction but designed to resemble early-20th century row houses.

A segment of Masonic Avenue along the southern border of the project site separates the Midcentury Modern-designed corporate campus within the project site from a triangular-shaped

parcel (Block 1032/Lot 001), which contains San Francisco Fire Department Station No. 10, a Midcentury Modern-designed firehouse built in 1955. A screen of mature Monterey Cypress trees screens direct views between this property and the project site. West of the Euclid/Masonic avenue intersection, the rear, north façades of nine multi-level apartment buildings on a slight ridge above Euclid Avenue face the project site. The buildings have boxy massing, are three levels or higher, have stucco walls, and are covered with flat roofs. The buildings' street-facing façades front on Lupine Avenue. The rear of these buildings forms a uniform wall facing the project site.

The segment of Laurel Street between Euclid Avenue and the intersection of Mayfair Drive, opposite the Midcentury Modern-designed corporate campus within the project site at 3333 California Street, contains eight single-family residences and one multiple-family residence forming the eastern boundary of the Laurel Village Residential Tract. These eight buildings have a uniform Midcentury Modern-styling, with split-level, two-story massing, uniform street setback, minimal ornamentation, and a recessed main entrance set behind a projecting, single-car garage below an upper-story bedroom and accessed via a concrete driveway. The multiple-family residence is three stories in height and serves as part of a wall of three-story buildings that serves as a massing buffer to reduce noise between the busy Laurel Village Shopping Center along California Street and the relatively quieter single-family and duplex residential properties to the south. The buildings are covered in low-pitched hipped roofs sheathed with asphalt shingle roofing. Walls are typically clad in smooth or textured stucco, some with brick cladding along the base.

From the intersection of Mayfair Drive to California Street is the eastern boundary of the Laurel Village Shopping Center, which is composed of a 28-building commercial retail strip built in 1948-1951 along the south side of California Street between Laurel Street on the east, a point mid-block between Spruce and Maple streets on the west, and Mayfair Drive on the south. As described above in section 4.5.5, the general massing and scale of the buildings that compose the Laurel Village Shopping Center are typically one story tall, with several two-story buildings covered with flat or very low-pitched roofs. Most buildings are sited with no setback from the sidewalk. Architectural styling is typically Midcentury Modern, with some added ornamentation such as stacked, Roman brick trim, faux quoining, canopies, and metal-trimmed box canopies.

Other than the residential buildings on Laurel Street noted above, none of the buildings that face the Midcentury Modern-designed corporate campus within the project site at 3333 California Street appear to resemble the project site's Midcentury Modern styling, massing, setbacks, or landscaped, park-like feeling. Due to stark differences in massing, materiality, uses, setbacks, heights, building ages, and overall inconsistent massing and visual signature, there does not appear to be a viable historic district adjacent to the project site that would include the Midcentury Modern-designed corporate campus within the project site at 3333 California Street itself.

10.0 CONCLUSION

The Midcentury Modern-designed corporate campus constructed within the project site in 1956-1957 (with matching additions built in 1964 and 1966) currently contains UCSF's Laurel Heights Campus at 3333 California Street (Block 1032/Lot 003). The Midcentury Modern-designed corporate campus within the 10.25-acre project site contains two buildings (Main Building and Service Building) and a designed landscape. The project site was once part of a former cemetery first established in 1852. By 1900 burials were banned in San Francisco and in 1942 Laurel Hill Cemetery formally closed. The project site's associations with the former cemetery are commemorated as California Historical Landmark No. 760. The campus currently within the project site was the Home Office of the Fireman's Fund Insurance Company for 25 years. It was originally designed by San Francisco-based architect Edward B. Page, who is credited with designing subsequent sympathetic additions in 1964 and 1966. Beginning in 1985 and to the present, the project site is the location of the University of California, San Francisco's Laurel Heights Campus.

The campus within the project site is associated with the mid-20th century post-war commercial development of the Laurel Heights Neighborhood and San Francisco, a period that significantly contributed to the broad patterns of California's history and cultural heritage.

The Midcentury Modern-designed corporate campus within the project site is associated with design characteristics of Midcentury Modern commercial architecture, regarded as the "most common Modern style built in San Francisco" (San Francisco Planning Department 2010:181). Typically, substantial alterations such as additional floors, as was done in 1964 and 1966, would disqualify eligibility for inclusion in the California Register as the scale of change typically disrupts the overall historical physical integrity, thereby diminishing the resource's ability to convey its historical significance. However, in this case, the original building was designed to accommodate future expansion and the additions themselves were designed by the original architect, to replicate the original materiality, massing, and Midcentury Modern architectural design. Therefore, 3333 California Street is an unconventional urban adaptation of a typically suburban property type.

Background research also showed that the landscaped portions of the project site were designed by Eckbo, Royston, & Williams, a renowned southern California-based landscape architectural firm that specialized in designing small residential gardens, public spaces, university campuses, and business parks from 1945 to 1958. However, background and archival research did not demonstrate that the Midcentury Modern-designed corporate campus within the project site is a prominent example of their work nor did evidence reviewed indicate which partner headed up the project. The Midcentury Modern-designed corporate campus within the project site is not mentioned among the various landmark designs held up as exemplary in the secondary literature reviewed, or in the case of Garrett Eckbo, the designer themselves.

For the reasons presented herein, LSA concludes that the Midcentury Modern-designed corporate campus, consisting of the two buildings and remaining designed landscape within the project site at 3333 California Street, appears individually eligible for inclusion in the California Register at the local level of significance under Criterion 1 as an unconventional urban adaptation of a typically suburban property type, and under Criterion 3 for its Midcentury Modern architectural qualities; therefore,

the campus qualifies as a “historical resource” for the purposes of CEQA (San Francisco Planning Department 2008:1). The period of significance for this historical resource is 1956-1966.

LSA further finds that the Midcentury Modern-designed corporate campus within the project site at 3333 California Street forms the eastern edge of a noticeable concentration of earlier Midcentury Modern-designed buildings that includes the project site, the Laurel Village Residential Tract, and the Laurel Village Shopping Center. However, the corporate campus within the project site was designed on a much larger scale by professionals and constructed 2-8 years after the residential tract and commercial retail strip were built. The Laurel Village Residential Tract and Laurel Village Shopping Center represent common mid-20th century automobile-centered land use and development patterns in San Francisco, California, and nationwide. For these reasons, LSA concludes that the corporate campus within the project site, the residential tract, and the commercial retail strip do not appear to be a viable historic district eligible for inclusion in the California Register.

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SAN FRANCISCO PLANNING DEPARTMENT

PRESERVATION TEAM REVIEW FORM

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Preservation Team Meeting Date:		Date of Form Completion	1/11/2018
--	--	--------------------------------	-----------

PROJECT INFORMATION:		
Planner:	Address:	
Justin Greving	3333 California Street	
Block/Lot:	Cross Streets:	
1032/003	Laurel Street, Euclid Avenue, and Presidio Avenue	
CEQA Category:	Art. 10/11:	BPA/Case No.:
B	n/a	2015-014028ENV

PURPOSE OF REVIEW:			PROJECT DESCRIPTION:	
<input checked="" type="radio"/> CEQA	<input type="radio"/> Article 10/11	<input type="radio"/> Preliminary/PIC	<input type="radio"/> Alteration	<input checked="" type="radio"/> Demo/New Construction

DATE OF PLANS UNDER REVIEW:	8/17/2017
------------------------------------	-----------

PROJECT ISSUES:	
<input checked="" type="checkbox"/>	Is the subject Property an eligible historic resource?
<input type="checkbox"/>	If so, are the proposed changes a significant impact?
Additional Notes:	
Submitted: Historic Resource Evaluation Prepared by LSA (dated December, 2017)	
Proposed project: Demolition of surface parking lots and service building, partial excavation, conversion and alteration of (e) office building to residential use, (n) construction of 13 buildings along perimeter of site 4-6 stories in height.	

PRESERVATION TEAM REVIEW:	
Category:	<input checked="" type="radio"/> A <input type="radio"/> B <input type="radio"/> C
Individual	Historic District/Context
Property is individually eligible for inclusion in a California Register under one or more of the following Criteria:	Property is in an eligible California Register Historic District/Context under one or more of the following Criteria:
Criterion 1 - Event: <input checked="" type="radio"/> Yes <input type="radio"/> No	Criterion 1 - Event: <input type="radio"/> Yes <input checked="" type="radio"/> No
Criterion 2 -Persons: <input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 2 -Persons: <input type="radio"/> Yes <input checked="" type="radio"/> No
Criterion 3 - Architecture: <input checked="" type="radio"/> Yes <input type="radio"/> No	Criterion 3 - Architecture: <input type="radio"/> Yes <input checked="" type="radio"/> No
Criterion 4 - Info. Potential: <input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 4 - Info. Potential: <input type="radio"/> Yes <input checked="" type="radio"/> No
Period of Significance: 1956-1966	Period of Significance: n/a
	<input type="radio"/> Contributor <input type="radio"/> Non-Contributor

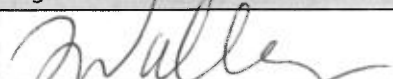
Complies with the Secretary's Standards/Art 10/Art 11:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	<input type="radio"/> N/A
CEQA Material Impairment to the individual historic resource:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	
CEQA Material Impairment to the historic district:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Requires Design Revisions:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	
Defer to Residential Design Team:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	

PRESERVATION TEAM COMMENTS:

According to the Historic Resource Evaluation prepared by LSA (dated December, 2017) and information found in the Planning Department files, the subject property at 3333 California Street contains a Midcentury Modern corporate campus constructed originally for the Fireman's Fund Insurance Corporation. The 10.25 acre site contains a main building and a service building designed by Edward B. Page and a Modern landscape designed by Eckbo, Royston & Williams. The main building features a low-scale reinforced concrete construction with prominent floor plates that form projecting eaves at each floor and a glass curtain wall with a regular rhythm of aluminum frame windows that constitute the majority of the façade. The subject property was constructed in three distinct phases with Edward B. Page designing the original buildings along with their subsequent additions that included horizontal and vertical expansions of the main building and the service building in 1964 and 1966. The building is set in the middle of a large Modern landscape designed by Royston, Eckbo & Williams. This setting reinforces the notion of a corporate campus containing buildings set within large expanses of open space. Aside from substantial interior alterations, there have been relatively minor alterations to the main building and site; the building exterior and landscape remain largely intact. The most substantial alterations include the construction of a new entrance canopy off of California Street (1984), and modifications to the exterior landscape along Euclid Avenue for the construction of a children's playground.

Staff concurs with the findings of the HRE that the subject property is eligible for individual listing in the California Register under Criterion 1 and 3 for its association with the broad pattern of development in San Francisco as a corporate campus adapted to the urban environment, as well as for its architecture as a Midcentury Modern building designed by Edward B. Page set within a Modern landscape designed by Eckbo, Royston & Williams. The period of significance is from 1956-1966 and encompasses the three periods of construction that were all designed by the same architect.

(see continuation sheet on p. 3)

Signature of a Senior Preservation Planner / Preservation Coordinator:	Date:
	1/18/18

The subject property is not located within the boundaries of any identified historic district. Although 3333 California is immediately adjacent to the Laurel Village residential tract and shopping center, which were developed during the post-World War II building boom, there does not appear to be sufficient cohesion between the subject property and the surrounding construction such that a historic district, if any, would encompass the subject property.

Character-defining features of 3333 California are the following:

Site/Landscape Features

- Corporate campus setting featuring main building located on a large open landscaped site across 10.25 acres;
- Landscape utilizing curvilinear shapes in pathways, driveways, and planting areas; and other integrated landscape features (planter boxes, seating);
- Main entrance leading from Walnut and California streets;
- Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern;
- Mature trees around the corporate modern campus;
- Open area along Euclid Avenue and Laurel Street;
- Concrete pergola atop terraced planting feature facing Laurel Street

Main Building

- Stepped multi-story massing built into the natural topography of the site;
- Main building encompassing three distinct building phases that have all taken on significance (1956, 1964, 1966);
- Midcentury Modern architectural style with little ornamentation;
- Flat, cantilevered roof with projecting eaves;
- Continuous full-height, slightly recessed curtain wall glazing on most sides and along all levels of the building; and
- Glass curtain wall composed of bronze powder-coated aluminum framing system in a regularly spaced pattern of mullions and muntins, typically with a small spandrel panel of obscure glass below a larger pane.

Despite some minor alterations, the subject property retains sufficient integrity to convey its significance.

Therefore the subject property is individually eligible for listing in the California Register under Criterion 1 and 3.



Figure 1: Oblique aerial view of 3333 California Street, view looking south (image from LSA Part 1 HRE)



Figure 2: Oblique aerial of 3333 California Street, view looking northwest (image from LSA Part 1 HRE)



Figure 3: 3333 California from the main entrance off of California Street, view southeast (Planning department files)



Figure 4: 3333 California from the east courtyard, view northeast (Planning department files)

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3333 CALIFORNIA STREET

DRAFT PROJECT OBJECTIVES

1. Redevelop a large underutilized commercial site into a new high quality walkable mixed-use community with a mix of compatible uses including residences, ground floor retail, office/commercial uses, on-site daycare, neighborhood-serving uses, and substantial open space.
2. Create a mixed-use project that encourages walkability, convenience, and provides residential uses, neighborhood-serving retail and commercial uses on one site.
3. Address the City's housing goals by building new residential dwelling units on the site in an economically feasible project consistent with the City's General Plan Housing Element and ABAG's Regional Housing Needs Allocation for the City and County of San Francisco.
4. Open and connect the site to the surrounding community by extending the neighborhood urban pattern and surrounding street grid into the site through a series of pedestrian and bicycle pathways and open spaces, including a north-south connection from California Street to Euclid Avenue that aligns with Walnut Street and an east-west connection from Laurel Street to Presidio Avenue.
5. Create complementary designs and uses that are compatible with the surrounding neighborhoods by continuing active ground floor retail uses along California Street, adding to the mix of uses and businesses in the area, and providing activated, neighborhood-friendly spaces along the presently inactive Presidio, Masonic and Euclid Avenues edges compatible with the existing multi-family development to the south and east.
6. Provide high quality, varied, architectural and landscape design that is compatible with its diverse surrounding context, and utilizes the site's topography and other unique characteristics.
7. Provide substantial open space for project residents and surrounding community members by creating a green, welcoming, walkable environment that will encourage the use of the outdoors and community interaction.
8. Incorporate open space in an amount equal or greater than that required under the current zoning, in multiple, varied types designed to maximize pedestrian accessibility and ease of use. Concentrate building height toward the center of the site to maximize open space on otherwise buildable areas on the southern and western edges.
9. Include sufficient off-street parking for residential and commercial uses in below-grade parking garages to meet the project's needs.
10. Work to retain and integrate the existing office building into the development to promote sustainability and eco-friendly infill re-development.

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**3333 CALIFORNIA STREET
PRESERVATION ALTERNATIVES REPORT**

SAN FRANCISCO, CALIFORNIA
[17171, CASE NO. 2015-014028ENV]
PREPARED FOR:
LAUREL HEIGHTS PARTNERS LLC



PAGE & TURNBULL

imagining change in historic environments through design, research, and technology

MARCH 2, 2018

**REVISED
DRAFT**

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I. INTRODUCTION

This Preservation Alternatives Report has been prepared at the request of project sponsor Laurel Heights Partners LLC for the proposed Project and Project Variant at 3333 California Street (Assessor's Parcel Number 1032/003) (**Figure 1 and Figure 2**). 3333 California Street is located on an irregular-shaped 10.25-acre site in the Laurel Heights neighborhood, bounded to the north by California Street, to the east by Presidio Avenue, to the south by Masonic and Euclid avenues, and to the west by Laurel Street. The subject property contains the former headquarters of the Fireman's Fund Insurance Corporation building (Main Building) and a Service Building, both designed by Edward B. Page, and a Modern landscape designed by Eckbo, Royston & Williams. The property was constructed in three distinct phases with Edward B. Page, who designed the original buildings along with their subsequent horizontal and vertical additions.¹

LSA evaluated the property for historic significance in a Historic Resource Evaluation (HRE Part 1), dated December 2017. The findings of the HRE Part 1 were reviewed and confirmed by the San Francisco Planning Department in a Preservation Team Review Form dated January 11, 2018. The subject property was found to be individually eligible for listing in the California Register of Historical Resources (California Register) under Criterion 1 (Events) and Criterion 3 (Architecture) with a period of significance of 1956-1966 for both criteria and is thus considered a historical resource for the purposes of review under the California Environmental Quality Act (CEQA).

The proposed Project includes: demolition of surface parking lots and the Service Building; partial excavation, conversion, and alteration of the Main Building to residential use; and construction of 13 residential and mixed-use buildings of four- to six-stories in height along the perimeter of the site. The Project Variant is the same as the Proposed Project, except that one new building would have a different design and there would be more residential use and no office use. The preservation alternatives analyzed in this technical report include a No Project Alternative, a Full Preservation Alternative, and two Partial Preservation Alternatives.

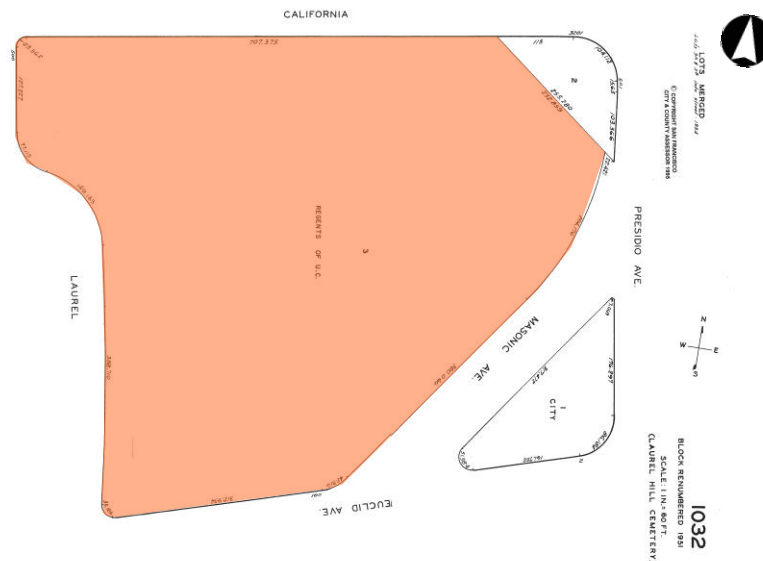
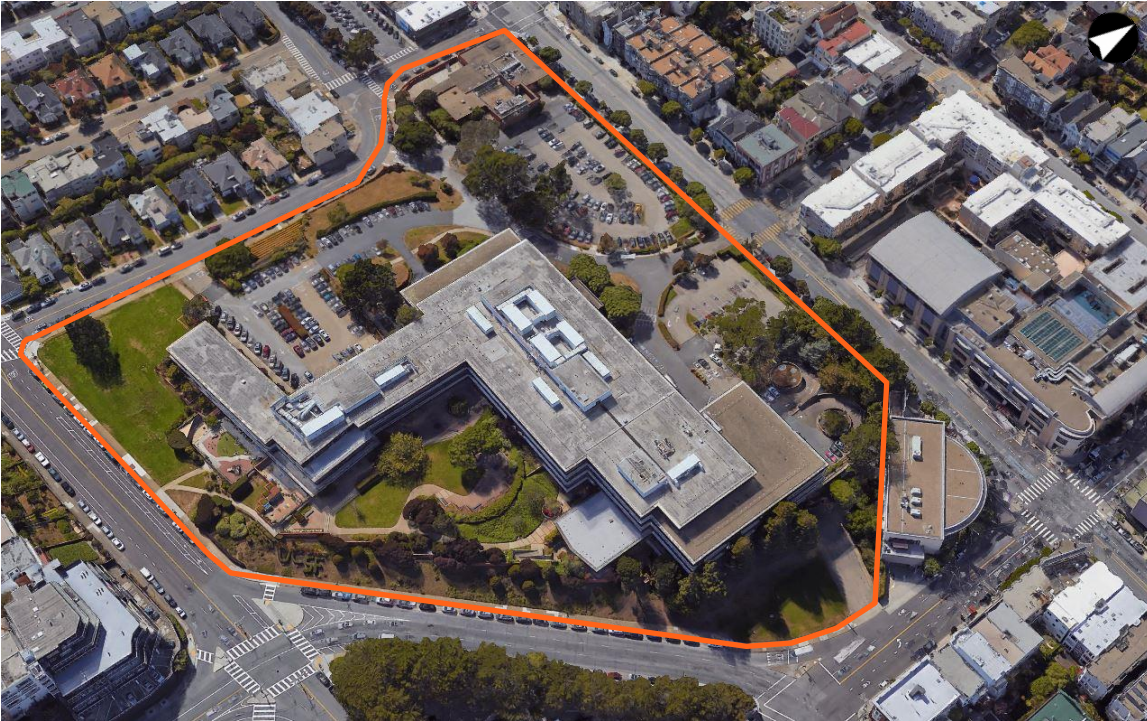


Figure 1: Assessor's map of the subject block. The subject parcel is highlighted orange.
Source: San Francisco Office of the Assessor-Recorder. Edited by Page & Turnbull.

¹ San Francisco Planning Department, Preservation Team Review Form, Case No. 2015-014028ENV, 3333 California Street, January 11, 2018, 2.



**Figure 2: Bird's eye view of the subject property at 3333 California Street, delineated by orange outline.
Source: Google Earth Pro, 2017. Edited by Page & Turnbull.**

METHODOLOGY

This report follows the scope provided by the Planning Department for preservation alternative reports, and includes a summary of the building's significance, character-defining features, and proposed Project and Project Variant descriptions. Following guidance provided by Historic Preservation Commission Resolution No. 0746, this report analyzes a Full Preservation Alternative and two Partial Preservation Alternatives for compliance with the Secretary of the Interior's Standards for Rehabilitation, pursuant to CEQA.

Under Case No. 2015-014028ENV, Page & Turnbull primarily referred to the Preservation Team Review Form by the Planning Department (January 11, 2018) and the "Historic Resource Evaluation – Part 1, 3333 California Street, City and County of San Francisco, California, Planning Department Case No. 2015-014028ENV" (HRE Part 1) package prepared by LSA (December 2017). Page & Turnbull also consulted the Planning Department's Notice of Preparation of an Environmental Impact Report and Notice of Public Scoping Meeting (September 20, 2017), as well as the Historic Resource Evaluation Response by the Planning Department (January 18, 2018).

The descriptions of the proposed Project and Project Variant are derived from the NOP. The No Project Alternative, Full Preservation Alternative, and Partial Preservation Alternatives descriptions are based on the graphics package by SCB, Prado Group, and SKS Partners (**see Appendix**).

Determination of Significant Adverse Change Under CEQA

According to CEQA, a "project with an effect that may cause a substantial adverse change in the significance of an historic resource is a project that may have a significant effect on the

environment.”² Substantial adverse change is defined as: “physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historic resource would be materially impaired.”³ The significance of an historical resource is materially impaired when a project “demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance” and that justify or account for its inclusion in, or eligibility for inclusion in a local register of historical resources pursuant to local ordinance or resolution.⁴ Thus, a project may cause a change in a historic resource but still not have a significant adverse effect on the environment as defined by CEQA as long as the impact of the change on the historic resource is determined to be less-than-significant, negligible, neutral or even beneficial.

Secretary of the Interior’s Standards

The Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings provide standards and guidance for reviewing proposed work on historic properties.⁵ The Standards for the Treatment of Historic Properties are used by federal agencies in evaluating work on historic properties. They have also been adopted by local government bodies across the country for reviewing proposed rehabilitation work on historic properties under local preservation ordinances. The Standards for the Treatment of Historic Properties are a useful analytic tool for understanding and describing the potential impacts of substantial changes to historic resources. The Secretary of the Interior offers four sets of standards to guide the treatment of historic properties: Preservation, Rehabilitation, Restoration, and Reconstruction. The four distinct treatments are defined as follows:

Preservation: The Standards for Preservation “require retention of the greatest amount of historic fabric, along with the building’s historic form, features, and detailing as they have evolved over time.”

Rehabilitation: The Standards for Rehabilitation “acknowledge the need to alter or add to a historic building to meet continuing or new uses while retaining the building’s historic character.”

Restoration: The Standards for Restoration “allow for the depiction of a building at a particular time in its history by preserving materials from the period of significance and removing materials from other periods.”

Reconstruction: The Standards for Reconstruction “establish a limited framework for recreating a vanished or non-surviving building with new materials, primarily for interpretive purposes.”⁶

Typically, one treatment (and the appropriate set of standards) is chosen for a project based on the project scope. The scopes for the Project and Project Variant’s Full and Partial Preservation

² CEQA Guidelines subsection 15064.5(b).

³ CEQA Guidelines subsection 15064.5(b)(1).

⁴ CEQA Guidelines subsection 15064.5(b)(2).

⁵ Anne E. Grimmer, *The Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings* (U.S. Department of the Interior National Park Service Technical Preservation Services, Washington, D.C.: 2017), accessed July 20, 2017, <https://www.nps.gov/tps/standards/treatment-guidelines-2017.pdf>.

⁶ National Park Service, “Introduction to Standards and Guidelines,” accessed June 22, 2017, https://www.nps.gov/tps/standards/four-treatments/standguide/overview/using_standguide.htm.

Alternatives are seeking to alter a historic building to meet a new use while retaining the historic building's historic character. Therefore, the Standards for Rehabilitation are most appropriate to apply.

Under CEQA, projects that comply with the Standards for Rehabilitation benefit from a regulatory presumption that they would have a less-than-significant adverse impact on a historic resource.⁷ Projects that do not comply with all the Standards for Rehabilitation may cause either a substantial or less-than-substantial adverse change in the significance of a historic resource. Thus, in some circumstances, a project may not comply with all ten Standards for Rehabilitation, but the historic resource's material integrity is retained to the extent that the property will continue to convey its historic significance and retain its eligibility for listing in the California Register.

⁷ CEQA Guidelines, subsection 15064.5(b)(3).

II. SUMMARY OF SIGNIFICANCE

EVALUATION SUMMARY

LSA's HRE Part 1 for 3333 California Street determined that the property is eligible for individual listing in the California Register:

LSA concludes that the Midcentury Modern-designed corporate campus, consisting of the two buildings and remaining designed landscape within the project site at 3333 California Street, appears individually eligible for inclusion in the California Register at the local level of significance under Criterion 1 as an unconventional urban adaptation of a typically suburban property type, and under Criterion 3 for its Midcentury Modern architectural qualities; therefore, the campus qualifies as a "historical resource" for the purposes of CEQA.... The period of significance for this historical resource is 1956-1966.⁸

The HRE Part 1 determined that 3333 California Street retains sufficient overall integrity to convey its significance. The Planning Department concurred with LSA's finding in the Preservation Team Review Form.⁹ The Preservation Team Review Form further summarized the property's history and significance:

The subject property was constructed in three distinct phases with Edward B. Page designing the original buildings along with their subsequent additions that included horizontal and vertical expansions of the main building and the service building in 1964 and 1966. The building is set in the middle of a large Modern landscape designed by Royston, Eckbo & Williams. This setting reinforces the notion of a corporate campus containing buildings set within large expanses of open space. Aside from substantial interior alterations, there have been relatively minor alterations to the main building and site; the building exterior and landscape remain largely intact. The most substantial alterations include the construction of a new entrance canopy off of California Street (1984), and modifications to the exterior landscape along Euclid Avenue for the construction of a children's playground.¹⁰

CHARACTER-DEFINING FEATURES

For a property to be eligible for national or state designation under criteria related to type, period, or method of construction, the essential physical features (or character-defining features) that enable the property to convey its historic identity must be evident. These distinctive character-defining features are the physical traits that commonly recur in property types and/or architectural styles. To be eligible, a property must clearly contain enough of those characteristics to be considered a true representative of a particular type, period, or method of construction, and these features must also retain a sufficient degree of integrity. Characteristics can be expressed in terms of form, proportion, structure, plan, style, or materials.

The Preservation Team Review Form concurred with the list of character-defining features identified in the HRE Part 1 by LSA. The character-defining features for 3333 California Street are as follows:

⁸ LSA, prepared by Michael Hibma, M.A., DPH, Historic Resource Evaluation – Part 1, 3333 California Street, City and County of San Francisco, California, San Francisco Planning Department Case No. 2015-014028ENV, December 2017, 72-73.

⁹ San Francisco Planning Department, Preservation Team Review Form, 2.

¹⁰ Ibid.

Site/Landscape Features

- Corporate campus setting featuring main building located on a large open landscaped site across 10.25 acres;
- Landscape utilizing curvilinear shapes in pathways, driveways, and planting areas; and other integrated landscape features (planter boxes, seating);
- Main entrance leading from Walnut and California streets;
- Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern;
- Mature trees around the corporate modern campus;
- Open area along Euclid Avenue and Laurel Street;
- Concrete pergola atop terraced planting feature facing Laurel Street

Main Building

- Stepped multi-story massing built into the natural topography of the site;
- Main building encompassing three distinct building phases that have all taken on significance (1956, 1964, 1966);
- Midcentury Modern architectural style with little ornamentation;
- Flat, cantilevered roof with projecting eaves;
- Continuous full-height, slightly recessed curtain wall glazing on most sides and along all levels of the building; and
- Glass curtain wall composed of bronze powder-coated aluminum framing system in a regularly spaced pattern of mullions and muntins, typically with a small spandrel panel of obscure glass below a larger pane.¹¹

Henceforth, the use of “historic” to describe an element indicates that the element is considered a character-defining feature as defined above; alternatively, the use of “non-historic” indicates that the element is not considered a significant or character-defining feature. Additionally, the use of “historic resource” refers to the collection of historic elements at 3333 California Street.

¹¹ Ibid., 3.

III. PROJECT AND PROJECT VARIANT DESCRIPTIONS

Laurel Heights Partners LLC (the “Project Sponsor”) is undertaking the proposed 3333 California Street Project or Project Variant. As discussed in the Historic Resource Evaluation Response, the Planning Department found that “the proposed project and the project variant will cause a significant adverse impact to the identified historic resource as it will not be in conformance with the *Secretary of the Interior’s Standards* and will materially impair the resource.”¹²

The table below from the graphics package in the Appendix presents a summary of approximate square footage and unit counts for the Project and Project Variant compared to the preservation alternatives, which are described in later sections of this report.

Table 1. Summary

	BASE PROJECT	PROJECT VARIANT	NO PROJECT ALTERNATIVE
GROSS SF			
RESIDENTIAL (GSF)	824,691	978,611	-
OFFICE (GSF)	49,999	-	352,210
RETAIL (GSF)	54,117	48,593	-
CHILDCARE (GSF)	14,690	14,650	-
PARKING (GSF)	428,773	435,133	102,729
TOTAL GSF	1,372,270	1,476,987	454,939
UNIT COUNT			
JR 1-BR	27	27	-
1 -BR	208	393	-
2-BR	195	196	-
3-BR	101	101	-
4-BR	27	27	-
DWELLING UNITS	558	744	-
PARKING COUNT			
RESIDENTIAL	558	744	-
OFFICE	100	-	543
RETAIL	138	128	-
CHILDCARE	29	29	-
COMMERCIAL	60	60	-
CAR SHARE	10	10	-
TOTAL PARKING	895	971	543
OTHER			
BUILDING HEIGHT	37'-92'	37'-92'	55.5'
STORIES	3-7	4-7	4
EXISTING GSF RETAINED	202,537	202,537	454,939
NEW BUILDINGS	13	13	0

¹² San Francisco Planning Department, Historic Resource Evaluation Response, Case No. 2015-014028ENV, 3333 California Street, January 18, 2018, 3.



	FULL PRESERVATION ALT Existing building as office; Infill buildings as residential with retail on California St	PARTIAL PRESERVATION ALT (1) Existing building as office; Infill buildings as residential with retail on California St	PARTIAL PRESERVATION ALT (2) Existing building as office; Infill buildings as residential with retail on California St
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GROSS SF

RESIDENTIAL (GSF)	335,361	424,462	571,022
OFFICE (GSF)	367,802	394,302	329,935
RETAIL (GSF)	44,306	44,306	44,306
CHILDCARE (GSF)	14,650	14,650	14,650
PARKING (GSF)	452,900	480,200	478,450
TOTAL GSF	1,215,019	1,357,920	1,438,363

UNIT COUNT

JR 1-BR	27	27	27
1 -BR	242	242	292
2-BR	55	57	110
3-BR	20	22	52
4-BR	-	21	12
DWELLING UNITS	344	369	493

PARKING COUNT

RESIDENTIAL	344	369	493
OFFICE	736	789	660
RETAIL	115	115	115
CHILDCARE	29	29	29
COMMERCIAL	60	60	60
CAR SHARE	10	10	10
TOTAL PARKING	1,294	1,372	1,367

OTHER

BUILDING HEIGHT	45'-67'	45'-80'	45'-80'
STORIES	4-5	2-6	2-6
EXISTING GSF RETAINED	349,998	349,998	285,631
NEW BUILDINGS	4	16	12

Parking Assumptions

Residential	Required 1.0/1.0 DU	*Plaza A & B retail parked at 3/1000 (50% General, 50% F&B)
Office	Required 2/1000 SF	*Walnut retail parked at 4/1000 (general retail)
Retail	4/1000 (F&B), 2/1000 (General)	*Parking GSF Calculation: Assumed 350SF/space
Childcare	Required 1/25 children = 8; 29 provided	
Commercial	60 provided	
Car Share	10 required	

Laurel Heights Partners LLC and the Planning Department conducted studies to determine areas on the site that could be developed with minimum impact to the existing on-site view corridors. All new construction proposed in the preservation alternatives has been designed to the greatest extent that is technically feasible to be comparable in square footage to the proposed Project or Project Variant.

PROJECT DESCRIPTION

The Historic Resource Evaluation Response provides the following description of the proposed Project at 3333 California Street, which is largely adapted from the plans submitted to the Planning Department (August 17, 2017):

The subject property consists of 2 buildings (the main building and the service building), located on a 10.25 acre parcel. Under the proposed project, the existing service building, surface parking lots, and circular garage ramp structures along California Street would be demolished.... The existing approximately 55.5-foot-tall main building at the center of the site would be partially demolished (including the Euclid Street and Laurel Street wings, and a substantial portion of the 1966 addition), and adapted to serve as two separate buildings, Center Building A and Center Building B, connected by a covered bridge. Dividing the building would allow for the development of a linear north-south connection from California Street to Euclid Avenue through the middle of the project site. The proposed north-south connection would align with Walnut Street (the proposed Walnut Walk) incorporating the site into the surrounding street grid. Center Building A and Center Building B would be renovated, adapted for residential use, and strengthened to accommodate vertical additions. Two residential levels would be added to Center Building A for a building height of approximately 80 feet. Two residential levels would be added to the east portion of Center Building B and three residential levels would be added to the west portion, for a building height ranging from approximately 80 feet on the east portion to 92 feet on the west portion. The heights are measured from the proposed residential lobbies adjacent to the proposed Walnut Walk to top of roof. A total of 13 new buildings would be constructed along California Street, Masonic Avenue, Euclid Avenue, and Laurel Street for a total of 15 buildings on site. The new buildings would consist of the following:

- Plaza A and Plaza B buildings, two four-story mixed-use residential buildings with ground floor retail along California Street between Laurel and Walnut streets with proposed heights of 45 feet;
- Walnut Building, a three-story mixed-use office building with ground floor retail and child care space along California Street east of Walnut Street with a proposed height of 45 feet;
- Masonic Building, a four- to six-story residential building along Masonic Avenue with a proposed height of 40 feet;
- Euclid Building, a four- to six-story mixed-use building with a proposed height of 40 feet and limited ground floor retail space fronting the south end of the proposed Walnut Walk near the intersection of Euclid and Masonic avenues;
- Laurel Duplexes, seven two-unit residential townhomes along Laurel Street with proposed heights of up to 40 feet; and
- Mayfair Building, a four-story residential building near the Laurel Street and Mayfair Drive intersection with a proposed height of 40 feet.¹³

PROJECT VARIANT DESCRIPTION

The Historic Resource Evaluation Response provides the following description of the proposed Project Variant at 3333 California Street:

¹³ Ibid., 2-3.

A project variant would replace the office space in the Walnut Building with residential units resulting in no office space on the project site. The Walnut building would be taller under this variant (from 45 feet in the proposed project to 67 feet).¹⁴

¹⁴ Ibid., 3.

IV. NO PROJECT ALTERNATIVE

DESCRIPTION

Under the No Project Alternative, no modifications would be done to the existing historic resource. No additional residential, retail, and/or commercial units or buildings would be added. The historic character-defining features of the site/landscape and Main Building would be retained; no modifications, repairs, or restoration activities would be conducted. The Main Building would remain at a height of 55.5 feet tall (four stories). The historic resource would retain its total 352,210 gross square feet of commercial space and 102,729 gross square feet of a partially below-grade parking garage for a total of 454,939 gross square feet.

ANALYSIS OF IMPACTS UNDER CEQA

Since the No Project Alternative would not demolish or make any modifications to the historic resource, it would not cause material impairment.

V. FULL PRESERVATION ALTERNATIVE

DESCRIPTION

The Full Preservation Alternative would retain the majority of the character-defining features of the historic resource at 3333 California Street. The existing Main Building would be mostly retained, except for the smaller, northeastern piece of the building (constructed in 1966), which would be demolished. The Main Building's mechanical penthouse would be relocated to accommodate a one-story addition that is set back 15 feet from the façade on the east, west, and south sides. The addition would provide more office space and, along with the enclosure of the northeastern portion, would be designed with modern materials, such as steel and glazing. Interior spaces of the Main Building would be altered. Each of the Main Building's character-defining features would be only minorly affected – the Main Building will still retain its stepped multi-story massing built into the site's natural topography; three distinct building phases; Midcentury Modern architectural style with little ornamentation; flat, cantilevered roof with projecting eaves; and glass curtain walls with original materials on most sides and along all levels of the building. The non-historic Service Building at the corner of California and Laurel streets would be demolished.

Within the northern portion of the site, the Full Preservation Alternative would alter the curvilinear shapes in the landscape and some of the brick perimeter walls and mature trees. Despite those changes, the majority of the site's significant landscape features would be retained, particularly those on the southern portion of the site. These features include the overall corporate campus setting, southern landscape utilizing curvilinear shapes and integrated features; main entrance; brick-clad retaining walls, mature trees, open area along Euclid Avenue and Laurel Street, and the concrete pergola area.

Under the Full Preservation Alternative, four new buildings would be constructed. The three proposed California Street buildings – Plaza A, Plaza B, and Walnut buildings – would be constructed along California Street between Laurel Street and the adjacent lot on the northeast corner of the project site block at California Street and Presidio Avenue, which is occupied by the San Francisco Fire Credit Union. The rectangular Mayfair Building would be constructed near the Laurel Street and Mayfair Drive intersection.

The Plaza A, Plaza B, and Mayfair buildings would be the same as designed in the proposed Project. The Plaza A and Plaza B buildings, two four-story mixed-use residential buildings with ground floor retail along California Street between Laurel and Walnut streets, would have proposed heights of 45 feet and would include two or three levels of below-grade parking. The upper floors of the buildings would be developed for residential uses. The Walnut Building would be the same as designed in the proposed Project Variant: a six-story mixed-use building with residential use above ground floor retail and child care space along California Street east of Walnut Street. The Walnut Building would have a proposed height of 67 feet and two or three levels of below-grade parking. The Mayfair Building, a four-story residential building with a proposed height of 40 feet, would have one level of below-grade parking.

The Plaza A, Plaza B, and Walnut buildings would be designed with modern materials, such as cement plaster, painted brick, brick, porcelain tile, metal panels, and aluminum window systems. The Mayfair Building would be designed with modern materials, such as cement plaster, wood siding, and aluminum window systems.

Overall, the Full Preservation Alternative would have a total of 1,215,019 gross square feet, including the Main Building with a one-story addition at the previous mechanical penthouse level, the four new buildings, and parking. With the one-story addition and without the northeastern piece, the Main

Building would total 367,802 gross square feet of office use. The four new buildings along California and Laurel streets would total 335,361 gross square feet of residential use with 344 units, 14,650 gross square feet of child care use, and 44,306 gross square feet of retail use.

STANDARDS FOR REHABILITATION

The following analysis applies each of the Secretary of the Interior's Standards for Rehabilitation (the Standards) to the Full Preservation Alternative for 3333 California Street.

Rehabilitation Standard 1: *A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

Discussion: The Full Preservation Alternative would retain an office use in the Main Building and introduce new residential, retail, and child care uses to the historic property through the construction of four new buildings, while requiring only minimal changes to the defining characteristics of the historic resource (see Rehabilitation Standard 2 for more discussion). To expand upon the existing office use, a one-story addition would be constructed on top of the Main Building. To accommodate a new building, the northeastern piece of the Main Building would be demolished. Despite these changes, the Main Building would retain the majority of its character-defining features and retain its appearance as an office building. The new buildings would introduce new uses, including residential, retail, and childcare, but they would be constructed along California Street and the northern portion of Laurel Street, where impacts to site/landscape features would be minimized. The Full Preservation Alternative would change the physical appearance of the historic resource's site and environment, but the character of the historic resource would remain evident.

Therefore, the Full Preservation Alternative as proposed would be in compliance with Rehabilitation Standard 1.

Rehabilitation Standard 2: *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

Discussion: The Full Preservation Alternative would retain and preserve the majority of the character-defining features of the historic resource. At the Main Building, each character-defining feature would be only minimally affected due to the removal of the northeastern piece of the building and the introduction of the one-story rooftop addition. The addition is designed to be set back from the east, west, and south façades of the building and is designed to have a flat roof compatible with the existing character-defining flat, cantilevered roof with projecting eaves and stepped multi-story massing of the Main Building. The northeastern piece to be removed is less than half of the 1966 addition, and an even smaller fraction of the larger building footprint. The Main Building would continue to communicate its Midcentury Modern office character.

The character-defining features of the site/landscape would also be only slightly affected due to the construction of new buildings. Within the northern portion of the site, the Full Preservation Alternative would alter the curvilinear shapes in the landscape and some of the brick perimeter walls and mature trees. Despite those changes, the majority of the site's significant landscape features would be retained, particularly those on the southern portion of the site. These features include the corporate campus setting featuring the Main Building located on a large open landscaped site; some curvilinear shapes in the landscape and integrated features; main entrance; some brick perimeter walls, integrated planter boxes, and retaining walls; some of the mature trees; open area along Euclid Avenue and Laurel Street; and the concrete pergola area. Although the removal and/or alteration of character-defining features would not be completely avoided, the historic character of the property would still be maintained and preserved.

Therefore, the Full Preservation Alternative as proposed would be in compliance with Rehabilitation Standard 2.

Rehabilitation Standard 3: *Each property shall 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 architectural elements from other buildings, shall not be undertaken.*

Discussion: The Full Preservation Alternative would not apply Midcentury Modern features to the historic resource that are not substantiated by documentary evidence to have existed on the property previously, and the new addition and new buildings would be clearly differentiated from the historic Main Building and site/landscape in location, materiality, and design (see Rehabilitation Standard 9 for more information). No conjectural features or architectural elements from other buildings are proposed and no changes would be made that create a false sense of historical development.

Therefore, the Full Preservation Alternative as proposed would be in compliance with Rehabilitation Standard 3.

Rehabilitation Standard 4: *Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.*

Discussion: There are no changes to the historic resource beyond the identified period of significance (1956 to 1966) that have acquired historic significance in their own right. None of the non-historic features have been found significant.

Therefore, the Full Preservation Alternative as proposed would be in compliance with Rehabilitation Standard 4.

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

Discussion: As described under Rehabilitation Standard 2, the Full Preservation Alternative would preserve the majority of the distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize the historic resource. Even though portions of the character-defining features will be affected, they will all still be represented. The Main Building will still retain its stepped multi-story massing built into the site's natural topography; three distinct building phases; Midcentury Modern architectural style with little ornamentation; flat, cantilevered roof with projecting eaves; and glass curtain walls with original materials on most sides and along all levels of the building. The site/landscape will still retain its corporate campus setting featuring the Main Building located on a large open landscaped site; some curvilinear shapes in the landscape and integrated features; main entrance; some brick perimeter walls, integrated planter boxes, and retaining walls; some of the mature trees; open area along Euclid Avenue and Laurel Street; and the concrete pergola area.

Therefore, the Full Preservation Alternative as proposed would be in compliance with Rehabilitation Standard 5.

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

Discussion: The scope of repair has not been determined for the Full Preservation Alternative, but repair or needed replacement of existing materials would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Therefore, the Full Preservation Alternative as proposed would be in compliance with Rehabilitation Standard 6.

Rehabilitation Standard 7: *Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

Discussion: The scope of chemical or physical treatments has not been determined for the Full Preservation Alternative, but cleaning treatments would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties and would be undertaken using the gentlest means possible.

Therefore, the Full Preservation Alternative as proposed would be in compliance with Rehabilitation Standard 7.

Rehabilitation Standard 8: *Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.*

Discussion: The Full Preservation Alternative involves excavation for foundation and structural work in order to support the new buildings and the associated below-grade parking. If any archaeological material were to be encountered during the construction of the Full Preservation Alternative, construction would be halted, and the City of San Francisco's standard procedures for treatment of archeological materials would be adhered to.

If standard procedures are followed in the case of an encounter with archaeological material, the Full Preservation Alternative would be in compliance with Rehabilitation Standard 8.

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

Discussion: As discussed previously, the Full Preservation Alternative would retain the majority of the historic resource's character-defining features. The one-story rooftop addition to the building would alter the building's height and massing but it would be differentiated with a modern design and modern materials, such as steel and glazing. It would also have a 15-foot setback at the east, west, and south façades. The broken-up massing, varied size, and relatively low scale of the four new buildings proposed appear differentiated from and compatible with the Main Building. The materials would be modern and include painted brick, brick, porcelain tile, cement plaster, wood siding, metal panels, and aluminum window systems – all of which would distinguish from the historic Midcentury Modern materials. The new buildings are proposed to be located in the northern portion of the site, which distinguishes them from the Midcentury Modern-designed corporate campus. The new addition, exterior alterations, and related new construction would not destroy historic materials that characterize the property.

Therefore, the Full Preservation Alternative as proposed would be in compliance with Rehabilitation Standard 9.

Rehabilitation Standard 10: *New additions and adjacent or related new construction shall 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.*

Discussion: If the new addition, new buildings, and other related construction are hypothetically removed in the future, the historic resource would retain the majority of its character-defining features. While the essential form and integrity of the historic resource and its environment would be slightly impaired, the historic resource would still be able to convey its significance as a Midcentury Modern-designed corporate campus. As the Service Building and parking lots are not considered historic or characteristic of the resource, and as the Main Building's northeastern piece is a small portion of the building that was constructed at the end of the period of significance, the absence of these elements would only minimally impair the essential form and integrity of the historic resource and its environment.

Therefore, the Full Preservation Alternative as proposed would be in compliance with Rehabilitation Standard 10.

ANALYSIS OF IMPACT UNDER CEQA

The purpose of the Full Preservation Alternative is to consider a plan that would lessen the significant impacts of the proposed Project on the existing historic resource. As explained in Historic Preservation Commission Resolution No. 0746 (March 18, 2015), the Full Preservation Alternative “should fully preserve the features of the resource that convey its historic significance while still meeting most of the basic objectives of the project.” As the above analysis demonstrates, the Full Preservation Alternative as proposed for 3333 California Street would be in compliance with all ten of the Secretary of the Interior's Standards for Rehabilitation. According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Standards, the project's impact “will generally be considered mitigated below a level of significance and thus is not significant.”

VI. PARTIAL PRESERVATION ALTERNATIVE 1

DESCRIPTION

Partial Preservation Alternative 1 would retain some of the character-defining features of the historic resource at 3333 California Street. It would involve the construction of 12 additional buildings compared to the Full Preservation Alternative. Partial Preservation Alternative 1 would favor retaining more of the Main Building's character-defining features and less of the site/landscape's character-defining features than Partial Preservation Alternative 2.

For Partial Preservation Alternative 1, the existing Main Building would be mostly retained, except for the smaller, northeastern piece of the building (constructed in 1966), which would be demolished. The Main Building's mechanical penthouse would be relocated to accommodate a two-story, stepped addition. Both stories would be set back from the east, west, and south façades a minimum of 15 feet. The addition would provide more office space and, along with the enclosure of the northeastern portion, would be designed with modern materials, such as steel and glazing. Interior spaces of the Main Building would be altered. Each of the Main Building's character-defining features would be only minimally affected – the Main Building will still retain its stepped multi-story massing built into the site's natural topography; three distinct building phases; Midcentury Modern architectural style with little ornamentation; flat, cantilevered roof with projecting eaves; and glass curtain walls with original materials on most sides and along all levels of the building. The non-historic Service Building at the corner of California and Laurel streets would be demolished.

Of the site/landscape's character-defining features, Partial Preservation Alternative 1 would alter the corporate campus setting featuring the Main Building located on a large open landscaped site; remove most of the curvilinear shapes in the landscape and integrated features; remove most of the brick perimeter walls, integrated planter boxes, and retaining walls; remove some of the mature trees; reduce most of open area along Euclid Avenue and Laurel Street; and fully remove the concrete pergola area. The main entrance leading from Walnut and California streets would remain intact. Partial Preservation Alternative 1 would retain most of the curvilinear shapes in the southeast terraced courtyard; some of the brick perimeter walls, integrated planter boxes, and retaining walls; some of the mature trees; and some of open area along Euclid Avenue and Laurel Street.

Under Partial Preservation Alternative 1, a total of 16 new buildings would be constructed along California Street, Laurel Street and Euclid Avenue for a total of 17 buildings on site. Similar to the Full Preservation Alternative, three new mixed-use buildings – the proposed Plaza A, Plaza B, and Walnut buildings – would be constructed along California Street between Laurel Street and the adjacent lot where the SF Fire Credit Union is located on the northeast corner of the project site block at California Street and Presidio Avenue. A four-story residential building – the proposed Mayfair Building – would be constructed near the Laurel Street and Mayfair Drive intersection. Additionally, six two-unit residential townhomes – the Laurel Townhouses – would be constructed along Laurel Street. Five single-unit townhomes would be built along Euclid Avenue and eight connected single-unit townhomes would be built along Masonic Avenue.

The Plaza A, Plaza B, and Mayfair buildings would be the same as designed in the proposed Project. The Plaza A and Plaza B buildings, two four-story mixed-use residential buildings with ground floor retail along California Street between Laurel and Walnut streets, would have proposed heights of 45 feet and would include two or three levels of below-grade parking. The upper floors of the buildings would be developed for residential uses. The Walnut Building would be the same as designed in the proposed Project Variant: a six-story mixed-use building with residential use above ground floor retail and child care space along California Street east of Walnut Street. The Walnut Building would have a proposed height of 67 feet and two or three levels of below-grade parking. The

Mayfair Building, a four-story residential building with a proposed height of 40 feet, would have one level of below-grade parking.

Each Laurel Townhouse would be a duplex four stories tall that would range in height from 37 to 40 feet and would have a centralized building core for the elevators and stairs. Of the six duplexes along Laurel Street, five would be set back 25 feet from Laurel Street. The fourth duplex in the row would be set back 60 feet from Laurel Street to retain two existing Coast Live Oak trees. The sixth duplex would be set back on the east side to retain the south wing of the existing building.

The five townhouses along Euclid Avenue would be four stories tall and would be 40 feet in height. The three-story building along Masonic, consisting of eight connected townhomes, would step down along the existing topography of Masonic Avenue.

The Plaza A, Plaza B, and Walnut buildings would be designed with modern materials, such as cement plaster, painted brick, brick, porcelain tile, metal panels, and aluminum window systems. The Mayfair Building, Laurel Townhouses, Euclid Townhouses, and Masonic Building would be designed with modern materials, such as cement plaster, wood siding, and aluminum window systems.

Overall, Partial Preservation Alternative 1 would have a total of 1,357,920 gross square feet, including the Main Building with addition. With the two-story addition and without the northeastern piece, the Main Building would total 394,302 gross square feet of office use. The new buildings would total 424,462 gross square feet of residential use with 369 units, 14,650 gross square feet of childcare use, and 44,306 gross square feet of retail use.

STANDARDS FOR REHABILITATION

The following analysis applies each of the Secretary of the Interior's Standards for Rehabilitation (the Standards) to Partial Preservation Alternative 1 for 3333 California Street.

Rehabilitation Standard 1: *A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

Discussion: Partial Preservation Alternative 1 would retain an office use in the Main Building and introduce new residential, retail, and child care uses to the historic property through the construction of 16 new buildings, which would require significant changes to the defining characteristics of the historic resource (see Rehabilitation Standard 2 for more discussion). To expand upon the existing office use, a two-story addition would be constructed on top of the Main Building. To accommodate a new building, the northeastern piece of the Main Building would be demolished. Despite these changes, the Main Building would retain the majority of its character-defining features and would still communicate its Midcentury Modern office building character.

Although changes to the Main Building would be relatively minimal, changes to the landscape to accommodate the new, mostly residential-use buildings on the southern portion of the property in conjunction with the changes to the northern portion of the property would compromise a number of the site/landscape's character-defining features. The new buildings and new uses proposed in Partial Preservation Alternative 1 to convert the property into a mixed-use development would change the physical appearance of the historic resource and its site and environment such that the Midcentury Modern-designed corporate campus character of the historic resource would not remain evident.

Due to some changes to the Main Building and many changes to the site/landscape's character-defining features, Partial Preservation Alternative 1 as proposed would not be in compliance with Rehabilitation Standard 1.

Rehabilitation Standard 2: *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

Discussion: Partial Preservation Alternative 1 would retain and preserve some of the character-defining features of the historic resource. At the Main Building, each character-defining feature would be only minimally affected due to the removal of the northeastern piece of the building and the introduction of the two-story rooftop addition. The addition is designed to be set back from the east, west, and south façades of the building and is designed to have a flat roof compatible with the existing character-defining flat, cantilevered roof with projecting eaves and stepped multi-story massing of the Main Building. The northeastern piece to be removed is less than half of the 1966 addition, and an even smaller fraction of the larger building footprint. The Main Building would continue to communicate its Midcentury Modern office character.

The character-defining features of the site/landscape would be significantly affected due to the construction of 16 new buildings; all of the character-defining features, except for the main entrance, would be compromised. Partial Preservation Alternative 1 would alter the corporate campus setting featuring the Main Building located on a large open landscaped site; remove most of the curvilinear shapes in the landscape and integrated features; remove most of the brick perimeter walls, integrated planter boxes, and retaining walls; remove some of the mature trees; reduce most of open area along Euclid Avenue and Laurel Street; and fully remove the concrete pergola area. While the historic character of the Main Building would be mostly retained and preserved, the equally significant site/landscape would not be preserved. As a result of the construction of 16 new buildings and subsequent visual division of what was historically an open and landscaped site, the historic resource could no longer be characterized as a Midcentury Modern-designed corporate campus.

Due to the removal of a number of the site/landscape's character-defining features, Partial Preservation Alternative 1 as proposed would not be in compliance with Rehabilitation Standard 2.

Rehabilitation Standard 3: *Each property shall 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 architectural elements from other buildings, shall not be undertaken.*

Discussion: Partial Preservation Alternative 1 would not apply Midcentury Modern features to the historic resource that are not substantiated by documentary evidence to have existed on the property previously, and the new addition and new buildings would be clearly differentiated from the historic Main Building and site/landscape in location, materiality, and design (see Rehabilitation Standard 9 for more information). No conjectural features or architectural elements from other buildings are proposed and no changes would be made that create a false sense of historical development.

Therefore, Partial Preservation Alternative 1 as proposed would be in compliance with Rehabilitation Standard 3.

Rehabilitation Standard 4: *Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.*

Discussion: There are no changes to the historic resource beyond the identified period of significance (1956 to 1966) that have acquired historic significance in their own right. None of the non-historic features have been found significant.

Therefore, Partial Preservation Alternative 1 as proposed would be in compliance with Rehabilitation Standard 4.

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

Discussion: As described under Rehabilitation Standard 2, Partial Preservation Alternative 1 would not preserve a number of the distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize the historic resource. The Main Building will still retain its stepped multi-story massing built into the site's natural topography; three distinct building phases; Midcentury Modern architectural style with little ornamentation; flat, cantilevered roof with projecting eaves; and glass curtain walls with original materials on most sides and along all levels of the building. However, all of the site/landscape's character-defining features, except for the main entrance, would be compromised. Partial Preservation Alternative 1 would alter the corporate campus setting featuring the Main Building located on a large open landscaped site; remove most of the curvilinear shapes in the landscape and integrated features; remove most of the brick perimeter walls, integrated planter boxes, and retaining walls; remove some of the mature trees; reduce most of open area along Euclid Avenue and Laurel Street; and fully remove the concrete pergola area.

Due to the loss of a number of the site/landscape's character-defining features, Partial Preservation Alternative 1 as proposed would not be in compliance with Rehabilitation Standard 5.

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

Discussion: The scope of repair has not been determined for Partial Preservation Alternative 1, but repair or needed replacement of existing materials would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Therefore, Partial Preservation Alternative 1 as proposed would be in compliance with Rehabilitation Standard 6.

Rehabilitation Standard 7: *Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

Discussion: The scope of chemical or physical treatments has not been determined for Partial Preservation Alternative 1, but cleaning treatments would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties and would be undertaken using the gentlest means possible.

Therefore, Partial Preservation Alternative 1 as proposed would be in compliance with Rehabilitation Standard 7.

Rehabilitation Standard 8: *Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.*

Discussion: Partial Preservation Alternative 1 involves excavation for foundation and structural work in order to support the new buildings and the associated below-grade parking. If any archaeological

material is encountered during the construction of Partial Preservation Alternative 1, construction would be halted, and the City of San Francisco's standard procedures for treatment of archeological materials would be adhered to.

If standard procedures are followed in the case of an encounter with archaeological material, Partial Preservation Alternative 1 would be in compliance with Rehabilitation Standard 8.

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

Discussion: As discussed previously, Partial Preservation Alternative 1 would not retain a number of the historic resource's character-defining features. The two-story stepped rooftop addition to the Main Building would alter the building's height and massing but it would be differentiated with a modern design and modern materials, such as steel and glazing. It would also be set back from the east, west, and south façades a minimum of 15 feet. The broken-up massing, varied size, and relatively low scale of the 16 new buildings would appear differentiated from and compatible with the Main Building. The materials would be modern and include painted brick, brick, porcelain tile, cement plaster, wood siding, metal panels, and aluminum window systems – all of which would distinguish from the historic Midcentury Modern materials.

However, these new buildings are not compatible with the site/landscape and would significantly alter it in a way that would diminish the integrity, especially the spatial relationships that historically characterized a central building in an open landscape. The new buildings would be scattered throughout the site, dividing up the essential character-defining features and therefore significantly diminishing the aesthetic of the Midcentury Modern-designed corporate campus. Partial Preservation Alternative 1 would compromise the historic resource's integrity of setting, design, materials, workmanship, feeling, and association. The new addition, exterior alterations, and related new construction would destroy historic materials that characterize the property.

Due to the addition of the 16 new buildings, Partial Preservation Alternative 1 as proposed would not be in compliance with Rehabilitation Standard 9.

Rehabilitation Standard 10: *New additions and adjacent or related new construction shall 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.*

Discussion: If the new addition, new buildings, and other related construction are hypothetically removed in the future, the historic resource would not retain a number of its character-defining features. The Service Building and parking lots are not considered historic or characteristic of the resource, and as the Main Building's northeastern piece is a small portion of the building that was constructed at the end of the period of significance, so the absence of these elements would not impair the essential form and integrity of the historic resource and its environment. However, the essential form and integrity of the historic resource and its environment would be impaired due to the loss of a number of the site/landscape's character-defining features, including the corporate campus setting; most of the curvilinear shapes in the landscape and integrated features; most of the brick perimeter walls, integrated planter boxes, and retaining walls; some of the mature trees; most of open area along Euclid Avenue and Laurel Street; and the concrete pergola area. While removing the new buildings would allow the site to return to an open corporate campus setting, the specific characteristics that define the historic Midcentury Modern design would be lost. The historic resource

would no longer be able to convey its significance as a Midcentury Modern-designed corporate campus.

Due to major, non-reversible changes to a number of the site/landscape's character-defining features, Partial Preservation Alternative 1 as proposed would not be in compliance with Rehabilitation Standard 10.

ANALYSIS OF IMPACT UNDER CEQA

As the above analysis demonstrates, Partial Preservation Alternative 1 as proposed for 3333 California Street would be in compliance with five of the ten Secretary of the Interior's Standards for Rehabilitation. According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Standards, the project's impact "will generally be considered mitigated below a level of significance and thus is not significant." As Partial Preservation Alternative 1 does not comply with all ten Rehabilitation Standards, the following additional analysis is required.

The purpose of Partial Preservation Alternative 1 is to consider a plan that would lessen the significant impacts of the proposed Project on the existing historic resource. As explained in Historic Preservation Commission Resolution No. 0746 (March 18, 2015), the Partial Preservation Alternative "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."¹⁵ Partial Preservation Alternative 1 would retain historically and architecturally significant portions of the historic resource at 3333 California Street and adapt the property for new mixed residential, retail, and child care uses by adding 16 new buildings. While some of the historic resource's character-defining features would be preserved, such as those of the site/landscape, a number of the historic resource's character-defining features would be impacted.

The Full Preservation Alternative would preserve more of the historic resource compared to Partial Preservation Alternative 1, though Partial Preservation Alternative 1 would improve upon the Project since it would partially retain the historic resource. Nevertheless, Partial Preservation Alternative 1 would materially impair the historic resource.

¹⁵ San Francisco Planning Department, Historic Preservation Commission Resolution No. 0746, March 18, 2015, 2.

VII. PARTIAL PRESERVATION ALTERNATIVE 2

DESCRIPTION

Partial Preservation Alternative 2 would retain some of the character-defining features of the historic resource at 3333 California Street. It would involve the construction of eight additional buildings compared to the Full Preservation Alternative. Partial Preservation Alternative 2 would favor retaining more of the site/landscape's character-defining features and less of the Main Building's character-defining features than Partial Preservation Alternative 1.

For Partial Preservation Alternative 2, the central mass of the existing Main Building would be retained, but the smaller, northeastern piece of the building (constructed in 1966) and the south wing (constructed in 1956 and 1964) would be demolished. The Main Building's mechanical penthouse would be relocated to accommodate a two-story, stepped addition. Both stories would be set back from the east, west, and south façades a minimum of 15 feet. The addition would provide more office space and, along with the northeastern and southwestern enclosures, would be designed with modern materials, such as steel and glazing. Interior spaces of the Main Building would be altered. Each of the Main Building's character-defining features would be affected as nearly half of the building would be demolished. Features that would be especially impacted include the stepped multi-story massing built into the site's natural topography and three distinct building phases. The non-historic Service Building at the corner of California and Laurel streets would be demolished.

Of the site/landscape's character-defining features, Partial Preservation Alternative 2 would alter the corporate campus setting featuring the Main Building located on a large open landscaped site; remove most of the curvilinear shapes in the landscape and integrated features; remove some of the brick perimeter walls, integrated planter boxes, and retaining walls; remove some of the mature trees; reduce some of open area along Euclid Avenue and Laurel Street; and fully remove the concrete pergola area. The main entrance leading from Walnut and California streets would remain intact. Partial Preservation Alternative 2 would retain most of the curvilinear shapes in the southeast terraced courtyard; some of the brick perimeter walls, integrated planter boxes, and retaining walls; some of the mature trees; and some of open area along Euclid Avenue and Laurel Street.

Under Partial Preservation Alternative 2, a total of 12 new buildings would be constructed along California Street, Laurel Street, and Euclid Avenue for a total of 13 buildings on site. Similar to Alternatives 2 and 3, three new mixed-use buildings – the proposed Plaza A, Plaza B, and Walnut buildings – would be constructed along California Street between Laurel Street and the adjacent lot where the SF Fire Credit Union is located on the northeast corner of the project site block at California Street and Presidio Avenue. A four-story residential building – the proposed Mayfair Building – would be constructed near the Laurel Street and Mayfair Drive intersection. Additionally, seven two-unit residential townhomes – the Laurel Townhouses – would be constructed along Laurel Street. The south wing of the Main Building would be demolished to allow the construction of a four-to six-story residential building – the Euclid Building – near the intersection of Euclid and Masonic Avenues. There would be no additional construction along Masonic Avenue.

The Plaza A, Plaza B, and Mayfair buildings would be the same as designed in the proposed Project. The Plaza A and Plaza B buildings, two four-story mixed-use residential buildings with ground floor retail along California Street between Laurel and Walnut streets, would have proposed heights of 45 feet and would include two or three levels of below-grade parking. The upper floors of the buildings would be developed for residential uses. The Walnut Building would be the same as designed in the proposed Project Variant: a six-story mixed-use building with residential use above ground floor retail and child care space along California Street east of Walnut Street. The Walnut Building would have a proposed height of 67 feet and two or three levels of below-grade parking. The

Mayfair Building, a four-story residential building with a proposed height of 40 feet, would have one level of below-grade parking.

The Laurel Townhouses would be as designed in the proposed Project; each townhouse would be a duplex four stories tall that would range in height from 37 to 40 feet, and would have a centralized building core for the elevators and stairs. Of the seven duplexes along Laurel Street, six would be set back 25 feet from Laurel Street. The fourth duplex in the row would be set back 60 feet from Laurel Street to retain two existing Coast Live Oak trees.

The Euclid Building would be as designed in the proposed Project. The proposed residential building would be bounded by the private terraces and landscaped area between it and the existing Main Building on the north, the existing building's courtyard on the east, Euclid Avenue on the south, and the Laurel Townhouses on the west. The Euclid Building would be a four- to six-story, 40- to 60-foot-tall building.

The Plaza A, Plaza B, and Walnut buildings would be designed with modern materials, such as cement plaster, painted brick, brick, porcelain tile, metal panels, and aluminum window systems. The Mayfair Building, Laurel Townhouses, and Euclid Building would be designed with modern materials, such as cement plaster, wood siding, and aluminum window systems.

Overall, Partial Preservation Alternative 2 would have a total of 1,438,363 gross square feet, including the Main Building with addition, the three new buildings on California Street, the eight new buildings on Laurel Street, the new building on Euclid Avenue, and parking. With the two-story addition and without the northeastern piece or south wing, the Main Building would total 329,935 gross square feet of office use. The new buildings would total 571,022 gross square feet of residential use with 493 units, 14,650 gross square feet of childcare use, and 44,306 gross square feet of retail use.

STANDARDS FOR REHABILITATION

The following analysis applies each of the Secretary of the Interior's Standards for Rehabilitation (the Standards) to Partial Preservation Alternative 2 for 3333 California Street.

Rehabilitation Standard 1: *A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

Discussion: Partial Preservation Alternative 2 would retain an office use in the Main Building and introduce new residential, retail, and child care uses to the historic property through the construction of 12 new buildings, which would require significant changes to the defining characteristics of the historic resource (see Rehabilitation Standard 2 for more discussion). To expand upon the existing office use, a two-story addition would be constructed on top of the Main Building. To accommodate new buildings, the northeastern piece and the south wing of the Main Building would be demolished. Though the historic use of the Main Building would remain consistent, the other new uses on the site would require major changes to the Main Building's character-defining features.

Changes to the landscape to accommodate the new residential and mixed-use buildings on the southern portion of the property in conjunction with the changes to the northern portion of the property would compromise a number of the site/landscape's character-defining features. The new buildings and new uses proposed in Partial Preservation Alternative 2 to convert the property into a mixed-use development would change the physical appearance of the historic resource and its site and environment such that the Midcentury Modern-designed corporate campus character of the historic resource would not remain evident.

Due to changes to a number of the character-defining features, Partial Preservation Alternative 2 as proposed would not be in compliance with Rehabilitation Standard 1.

Rehabilitation Standard 2: *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

Discussion: Partial Preservation Alternative 2 would alter the historic resource's character-defining features to such an extent that the historic character of the property could not be considered to be retained or preserved. At the Main Building, each character-defining feature would be affected due to the removal of the northeastern piece and south wing of the building, as well as the introduction of the two-story rooftop addition. The addition is designed to be set back from the east, west, and south façades of the building and is designed to have a flat roof compatible with the existing character-defining flat, cantilevered roof with projecting eaves and stepped multi-story massing of the Main Building. The northeastern piece to be removed is less than half of the 1966 addition, and an even smaller fraction of the larger building footprint. However, due to the removal of the south wing, nearly half of the building would be lost. Features that would be especially impacted include the stepped multi-story massing built into the site's natural topography and three distinct building phases.

The character-defining features of the site/landscape would be affected due to the construction of 12 new buildings; all of the character-defining features, except for the main entrance, would be impacted to a degree. Partial Preservation Alternative 2 would alter the corporate campus setting featuring the Main Building located on a large open landscaped site; remove most of the curvilinear shapes in the landscape and integrated features; remove some of the brick perimeter walls, integrated planter boxes, and retaining walls; remove some of the mature trees; reduce some of open area along Euclid Avenue and Laurel Street; and fully remove the concrete pergola area. While the central mass of the Main Building and the southwestern portion of the site/landscape would be mostly retained and preserved, the remainder of the historic resource would be compromised. Due to the 12 new buildings and subsequent visual division of the site, the historic resource could no longer be characterized as a Midcentury Modern-designed corporate campus.

Due to the removal of a number of the character-defining features, Partial Preservation Alternative 2 as proposed would not be in compliance with Rehabilitation Standard 2.

Rehabilitation Standard 3: *Each property shall 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 architectural elements from other buildings, shall not be undertaken.*

Discussion: Partial Preservation Alternative 2 would not apply Midcentury Modern features to the historic resource that are not substantiated by documentary evidence to have existed at the property previously, and the new addition and new buildings would be clearly differentiated from the historic Main Building and site/landscape in location, materiality, and design (see Rehabilitation Standard 9 for more information). No conjectural features or architectural elements from other buildings are proposed and no changes would be made that create a false sense of historical development.

Therefore, Partial Preservation Alternative 2 as proposed would be in compliance with Rehabilitation Standard 3.

Rehabilitation Standard 4: *Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.*

Discussion: There are no changes to the historic resource beyond the identified period of significance (1956 to 1966) that have acquired historic significance in their own right. None of the non-historic features have been found significant.

Therefore, Partial Preservation Alternative 2 as proposed would be in compliance with Rehabilitation Standard 4.

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

Discussion: As described under Rehabilitation Standard 2, Partial Preservation Alternative 2 would not preserve a number of the distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize the historic resource. The Main Building will lose the sense of its stepped multi-story massing built into the site's natural topography and three distinct building phases, and the following will also be partially compromised: Midcentury Modern architectural style with little ornamentation; flat, cantilevered roof with projecting eaves; and glass curtain walls with original materials on most sides and along all levels of the building. Further, all of the site/landscape's character-defining features, except for the main entrance, would be also be compromised to a degree. Partial Preservation Alternative 2 would alter the corporate campus setting featuring the Main Building located on a large open landscaped site; remove most of the curvilinear shapes in the landscape and integrated features; remove some of the brick perimeter walls, integrated planter boxes, and retaining walls; remove some of the mature trees; reduce some of open area along Euclid Avenue and Laurel Street; and fully remove the concrete pergola area.

Due to the loss of a number of the character-defining features, Partial Preservation Alternative 2 would not be in compliance with Rehabilitation Standard 5.

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

Discussion: The scope of repair has not been determined for Partial Preservation Alternative 2, but repair or needed replacement of existing materials would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Therefore, Partial Preservation Alternative 2 as proposed would be in compliance with Rehabilitation Standard 6.

Rehabilitation Standard 7: *Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

Discussion: The scope of chemical or physical treatments has not been determined for Partial Preservation Alternative 2, but cleaning treatments would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties and would be undertaken using the gentlest means possible.

Therefore, Partial Preservation Alternative 2 as proposed would be in compliance with Rehabilitation Standard 7.

Rehabilitation Standard 8: *Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.*

Discussion: Partial Preservation Alternative 2 involves excavation for foundation and structural work in order to support the new buildings and the associated below-grade parking. If any archaeological material were to be encountered during the construction of Partial Preservation Alternative 2, construction would be halted, and the City of San Francisco's standard procedures for treatment of archeological materials would be adhered to.

If standard procedures are followed in the case of an encounter with archaeological material, Partial Preservation Alternative 2 would be in compliance with Rehabilitation Standard 8.

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

Discussion: As discussed previously, Partial Preservation Alternative 2 would alter or remove a number of the historic resource's character-defining features. The two-story stepped rooftop addition to the building would alter the building's height and massing but it would be differentiated with a modern design and modern materials, such as steel and glazing. It would also be set back from the east, west, and south façades a minimum of 15 feet. To accommodate a new larger building to the south, the south wing of the Main Building would be demolished. The broken-up massing, varied size, and relatively low scale of the 12 new buildings would appear differentiated from and compatible with the Main Building. The materials would be modern and include painted brick, brick, porcelain tile, cement plaster, wood siding, metal panels, and aluminum window systems – all of which would distinguish from the historic Midcentury Modern materials.

The new buildings are situated in areas of the property that have less significant and concentrated site/landscape's character-defining features, therefore only impacting the historic site/landscape to a degree. Nevertheless, the large building that would replace the south wing, coupled with additional alteration to the landscape, would significantly diminish the aesthetic of the Midcentury Modern-designed corporate campus. Partial Preservation Alternative 2 would compromise the historic resource's integrity of setting, design, materials, workmanship, feeling, and association. The new addition, exterior alterations, and related new construction would destroy historic materials that characterize the property.

Due to the addition of the 12 new buildings, and the alteration of the Main Building with a two-story rooftop addition and removal of the south wing, Partial Preservation Alternative 2 as proposed would not be in compliance with Rehabilitation Standard 9.

Rehabilitation Standard 10: *New additions and adjacent or related new construction shall 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.*

Discussion: If the new addition, new buildings, and other related construction are hypothetically removed in the future, the historic resource would still have lost a number of its character-defining features. The Service Building and parking lots are not considered historic or characteristic of the resource, and as the Main Building's northeastern piece is a small portion of the building that was constructed at the end of the period of significance, so the absence of these elements would not impair the historic resource and its environment. However, the removal of the large south wing,

constructed at the beginning and middle of the period of significance, would impact the essential form and integrity of the Main Building. Further, the essential form and integrity of the historic resource and its environment would be impaired due to the loss of a number of the site/landscape's character-defining features, including the corporate campus setting; most of the curvilinear shapes in the landscape and integrated features; some of the brick perimeter walls, integrated planter boxes, and retaining walls; some of the mature trees; some of open area along Euclid Avenue and Laurel Street; and the concrete pergola area. While removing the new buildings would allow the site to return to an open corporate campus setting, the specific characteristics that define the historic Midcentury Modern design would be lost. The historic resource would no longer be able to convey its significance as a Midcentury Modern-designed corporate campus.

Due to major, non-reversible changes to a number of the character-defining features, Partial Preservation Alternative 2 as proposed would not be in compliance with Rehabilitation Standard 10.

ANALYSIS OF IMPACT UNDER CEQA

As the above analysis demonstrates, Partial Preservation Alternative 2 as proposed for 3333 California Street would be in compliance with five of the ten Secretary of the Interior's Standards for Rehabilitation. According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Standards, the project's impact "will generally be considered mitigated below a level of significance and thus is not significant." As Partial Preservation Alternative 2 does not comply with all ten Rehabilitation Standards, the following additional analysis is required.

The purpose of Partial Preservation Alternative 2 is to consider a plan that would lessen the significant impacts of the proposed Project on the existing historic resource. As explained in Historic Preservation Commission Resolution No. 0746 (March 18, 2015), the Partial Preservation Alternative "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."¹⁶ Partial Preservation Alternative 2 would retain historically and architecturally significant portions of the historic resource at 3333 California Street and adapt the property for new mixed residential, retail, and child care uses by adding 12 new buildings. While some of the historic resource's character-defining features would be preserved, especially those of the site/landscape, a number of the historic resource's character-defining features would be impacted, especially those of the Main Building.

The Full Preservation Alternative would preserve more of the historic resource compared to Partial Preservation Alternative 2, though Partial Preservation Alternative 2 would improve upon the Project since it would partially retain the historic resource. Nevertheless, Partial Preservation Alternative 2 would materially impair the historic resource.

¹⁶ San Francisco Planning Department, Historic Preservation Commission Resolution No. 0746, March 18, 2015, 2.

VIII. CONCLUSION

3333 California Street (APN 1032/003) was designed and constructed between 1956-1966 by architect Edward B. Page and landscape architecture firm Eckbo, Royston & Williams. The building was evaluated by LSA in a HRE Part 1 completed in December 2017. The property was found to be individually eligible for listing in the California Register – a finding that was agreed upon by the Planning Department – and is thus considered a historic resource for the purposes of CEQA review.

The proposed Project and Project Variant for 3333 California Street will both cause a material impairment to the historic resource. A No Project Alternative would not cause any material impairment to the historic resource under CEQA.

The purpose of the Preservation Alternatives is to consider plans that would lessen the significant impacts of the proposed Project on the existing historic resource. The Full Preservation Alternative preserves the features of the historic resource that convey its historic significance while still meeting most of the basic objectives of the Project. The Full Preservation Alternative would be in compliance with all ten of the Secretary of the Interior's Standards for Rehabilitation and would therefore not cause a material impairment to the historic resource.

Both Partial Preservation Alternatives 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. Partial Preservation Alternative 1 would favor retaining more of the Main Building's character-defining features and less of the site/landscape's character-defining features while Partial Preservation Alternative 2 would favor retaining more of the site/landscape's character-defining features and less of the Main Building's character-defining features. Both Partial Preservation Alternatives comply with five of the ten Secretary of the Interior's Standards for Rehabilitation. Therefore, they would lessen impacts compared to the Project and Project Variant but would still cause a material impairment to the historic resource.

IX. REFERENCES CITED

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APPENDIX: PRESERVATION ALTERNATIVES GRAPHICS PACKAGE

ARCHITECTURE
PLANNING & RESEARCH
PRESERVATION TECHNOLOGY

www.page-turnbull.com

417 S. Hill Street, Suite 211
Los Angeles, California 90013
213.221.1200 / 213.221.1209 fax

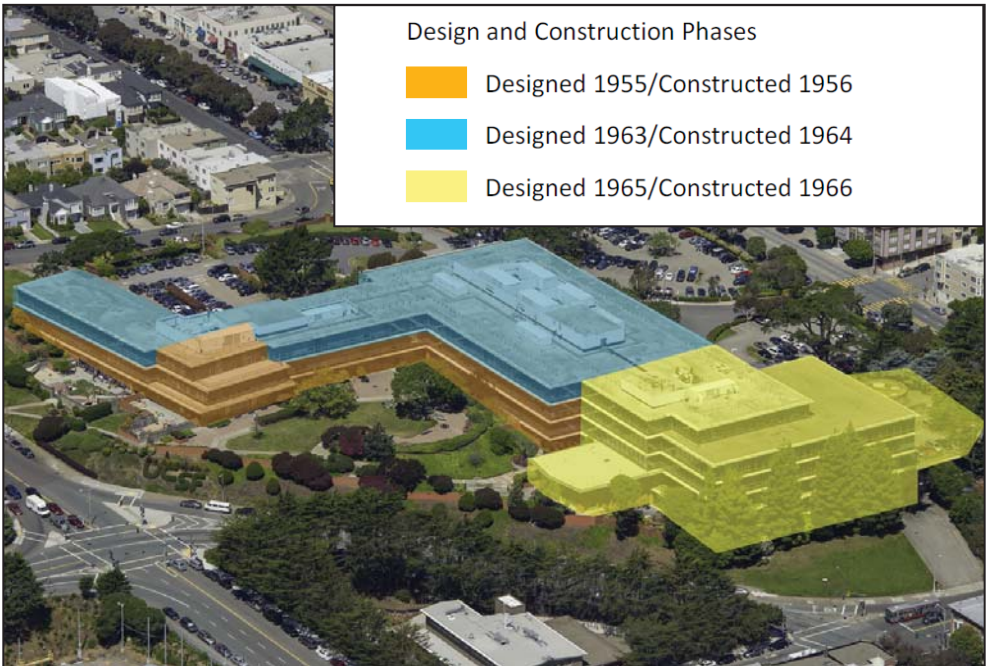
2401 C Street, Suite B
Sacramento, California 95816
916.930.9903 / 916.930.9904 fax

417 Montgomery Street, 8th Floor
San Francisco, CA 94104
415.362.5154 / 415.362.5560 fax





1. Stepped multi-story massing built into the natural topography of the site



2. Main building encompassing three distinct building phases that have all taken on significance (1956, 1964, 1966)

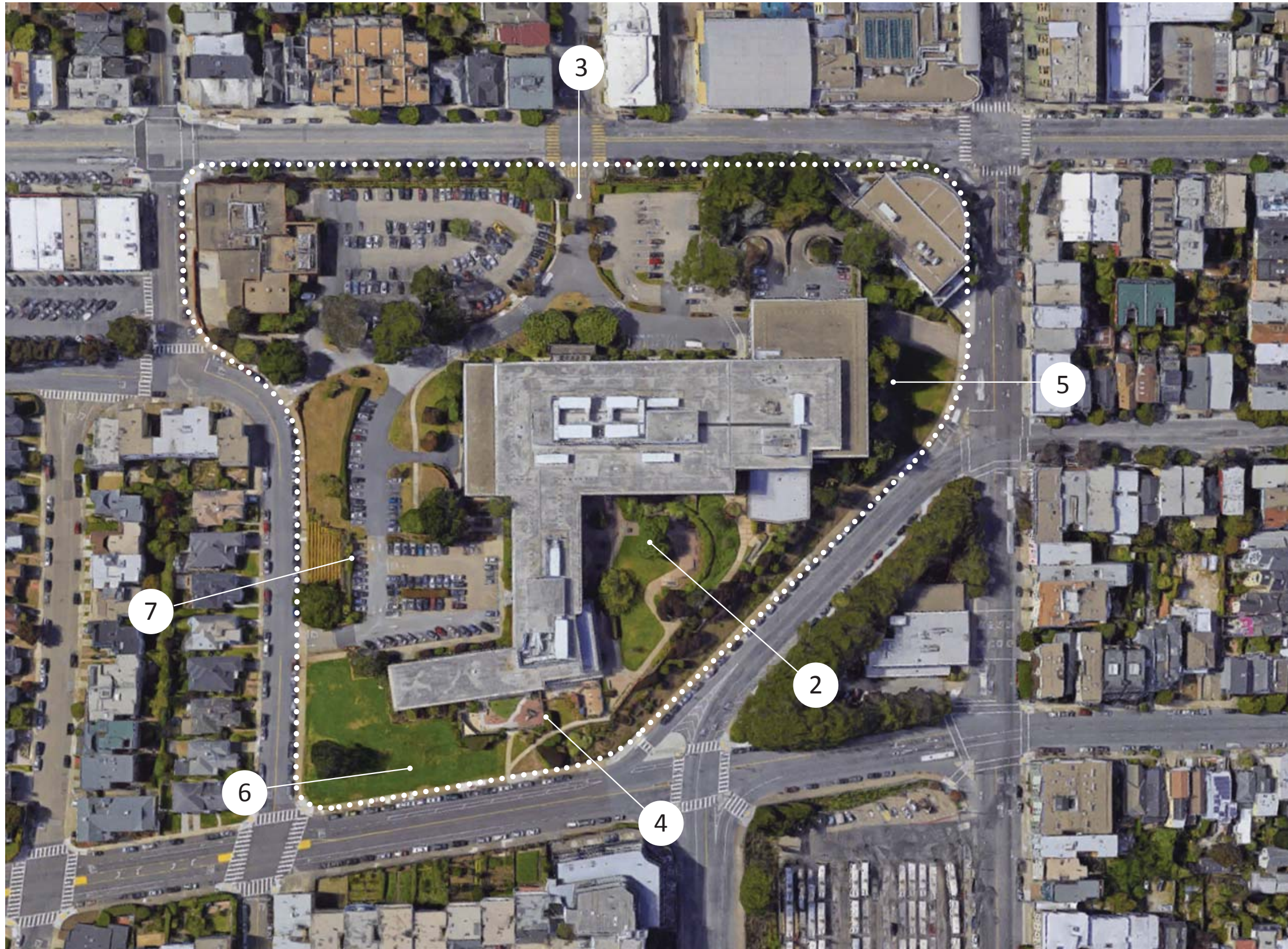


3. Midcentury Modern architectural style with little ornamentation
 4. Flat, cantilevered roof with projecting eaves
 5. Continuous full-height, slightly recessed curtain wall glazing on most sides and along all levels of the building



6. Glass curtain wall composed of bronze powder-coated aluminum framing system in a regularly spaced pattern of mullions and muntins, typically with a small spandrel panel of obscure glass below a larger pane.

These images are produced at the request of the City of San Francisco for the purpose of being studied as part of the CEQA environmental review process.



Site/Landscape Features

1. Corporate campus setting featuring main building located on a large open landscaped site across 10.25 acres
2. Landscape utilizing curvilinear shapes in pathways, driveways, and planting areas; and other integrated landscape features (planter boxes, seating)
3. Main entrance leading from Walnut and California streets
4. Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern
5. Mature trees around the corporate modern campus
6. Open area along Euclid Avenue and Laurel Street
7. Concrete pergola atop terraced planting feature facing Laurel Street

These images are produced at the request of the City of San Francisco for the purpose of being studied as part of the CEQA environmental review process.



1. Corporate campus setting featuring main building located on a large open landscaped site across 10.25 acres



2. Landscape utilizing curvilinear shapes in pathways, driveways, and planting areas; and other integrated landscape features (planter boxes, seating)



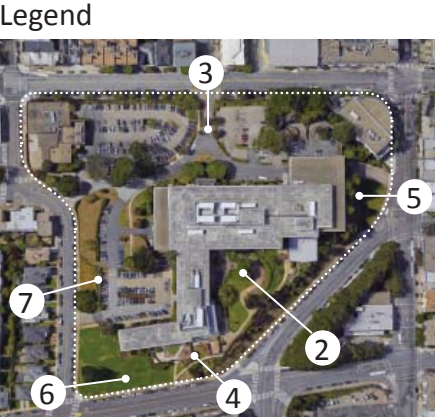
3. Main entrance leading from Walnut and California streets



4. Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern



4. Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern



These images are produced at the request of the City of San Francisco for the purpose of being studied as part of the CEQA environmental review process.



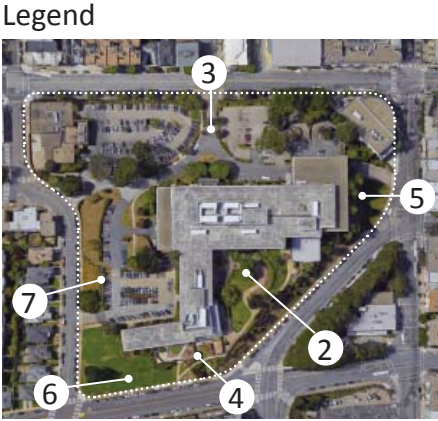
5. Mature trees around the corporate modern campus



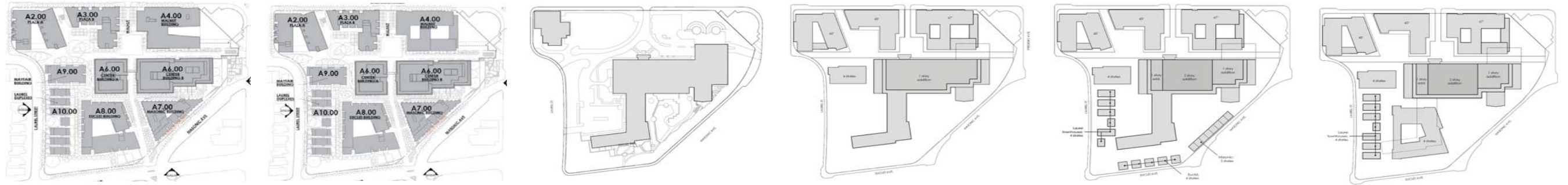
6. Open area along Euclid Avenue and Laurel Street



7. Concrete pergola atop terraced planting feature facing Laurel Street



These images are produced at the request of the City of San Francisco for the purpose of being studied as part of the CEQA environmental review process.



	BASE PROJECT	PROJECT VARIANT	NO PROJECT ALTERNATIVE	FULL PRESERVATION ALT Existing building as office; Infill buildings as residential with retail on California St	PARTIAL PRESERVATION ALT (1) Existing building as office; Infill buildings as residential with retail on California St	PARTIAL PRESERVATION ALT (2) Existing building as office; Infill buildings as residential with retail on California St
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GROSS SF						
RESIDENTIAL (GSF)	824,691	978,611	-	335,361	424,462	571,022
OFFICE (GSF)	49,999	-	352,210	367,802	394,302	329,935
RETAIL (GSF)	54,117	48,593	-	44,306	44,306	44,306
CHILDCARE (GSF)	14,690	14,650	-	14,650	14,650	14,650
PARKING (GSF)	428,773	435,133	102,729	452,900	480,200	478,450
TOTAL GSF	1,372,270	1,476,987	454,939	1,215,019	1,357,920	1,438,363

UNIT COUNT						
JR 1-BR	27	27	-	27	27	27
1 -BR	208	393	-	242	242	292
2-BR	195	196	-	55	57	110
3-BR	101	101	-	20	22	52
4-BR	27	27	-	-	21	12
DWELLING UNITS	558	744	-	344	369	493

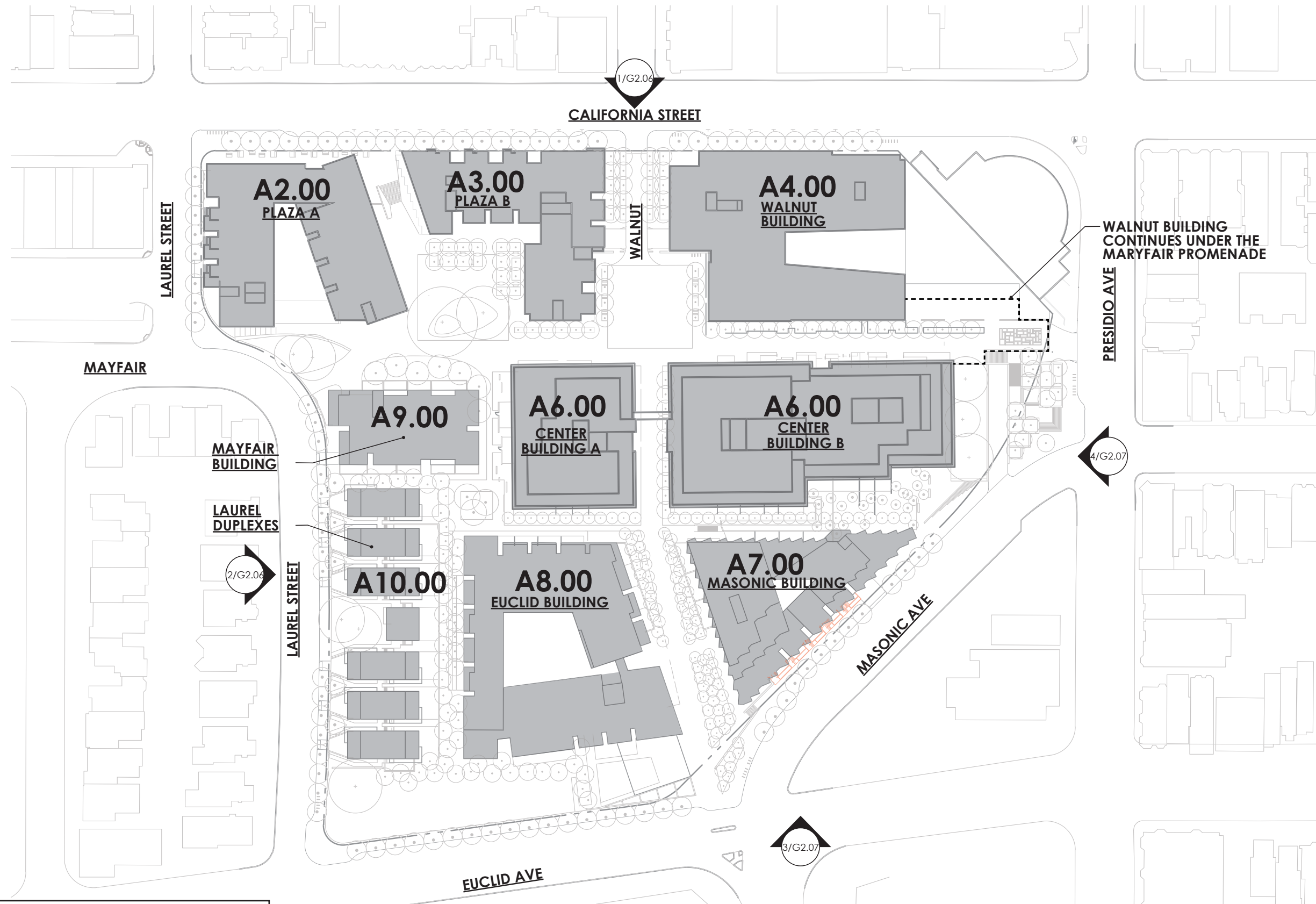
PARKING COUNT						
RESIDENTIAL	558	744	-	344	369	493
OFFICE	100	-	543	736	789	660
RETAIL	138	128		115	115	115
CHILDCARE	29	29		29	29	29
COMMERCIAL	60	60		60	60	60
CAR SHARE	10	10		10	10	10
TOTAL PARKING	895	971	543	1,294	1,372	1,367

OTHER						
BUILDING HEIGHT	37'-92'	37'-92'	55.5'	45'-67'	45'-80'	45'-80'
STORIES	3-7	4-7	4	4-5	2-6	2-6
EXISTING GSF RETAINED	202,537	202,537	454,939	349,998	349,998	285,631
NEW BUILDINGS	13	13	0	4	16	12

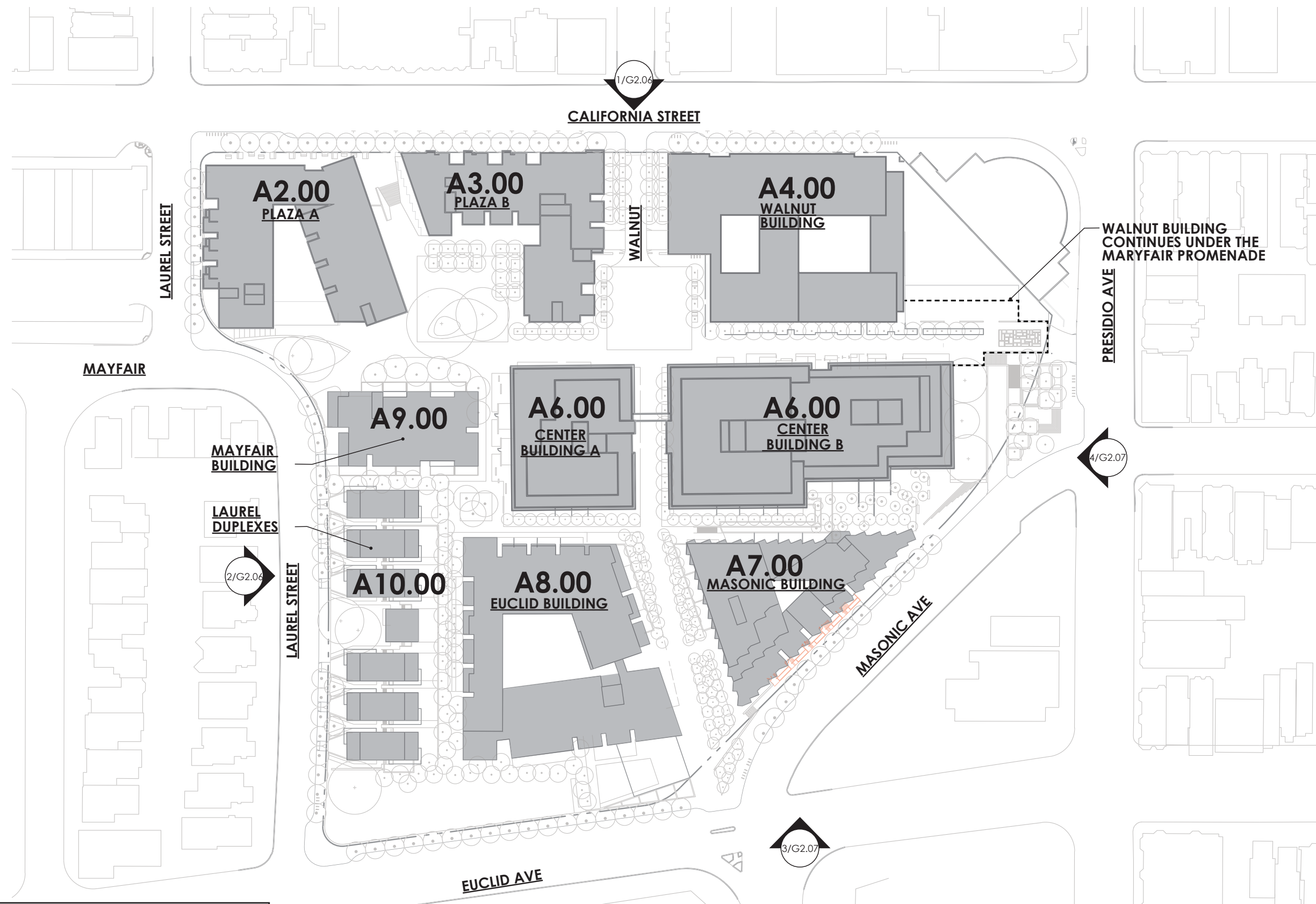
Parking Assumptions

Residential	Required 1.0/1.0 DU	*Plaza A & B retail parked at 3/1000 (50% General, 50% F&B)
Office	Required 2/1000 SF	*Walnut retail parked at 4/1000 (general retail)
Retail	4/1000 (F&B), 2/1000 (General)	*Parking GSF Calculation: Assumed 350SF/space
Childcare	Required 1/25 children = 8; 29 provided	
Commercial	60 provided	
Car Share	10 required	

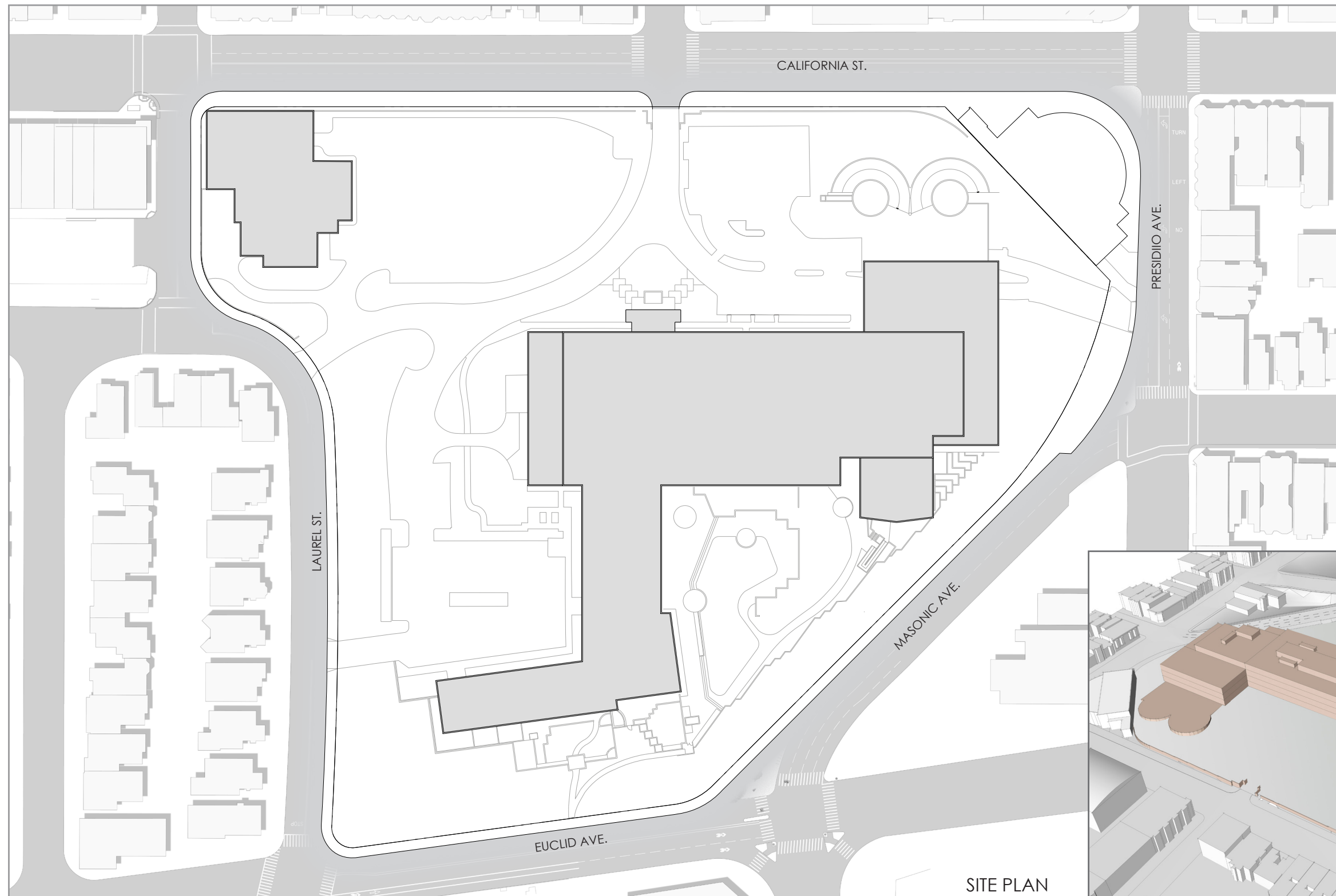
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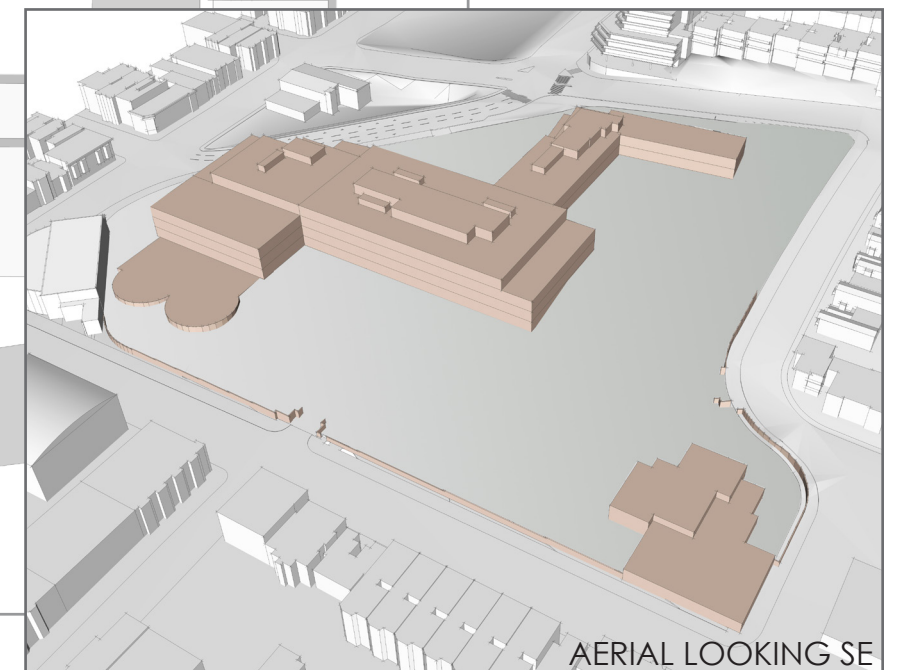
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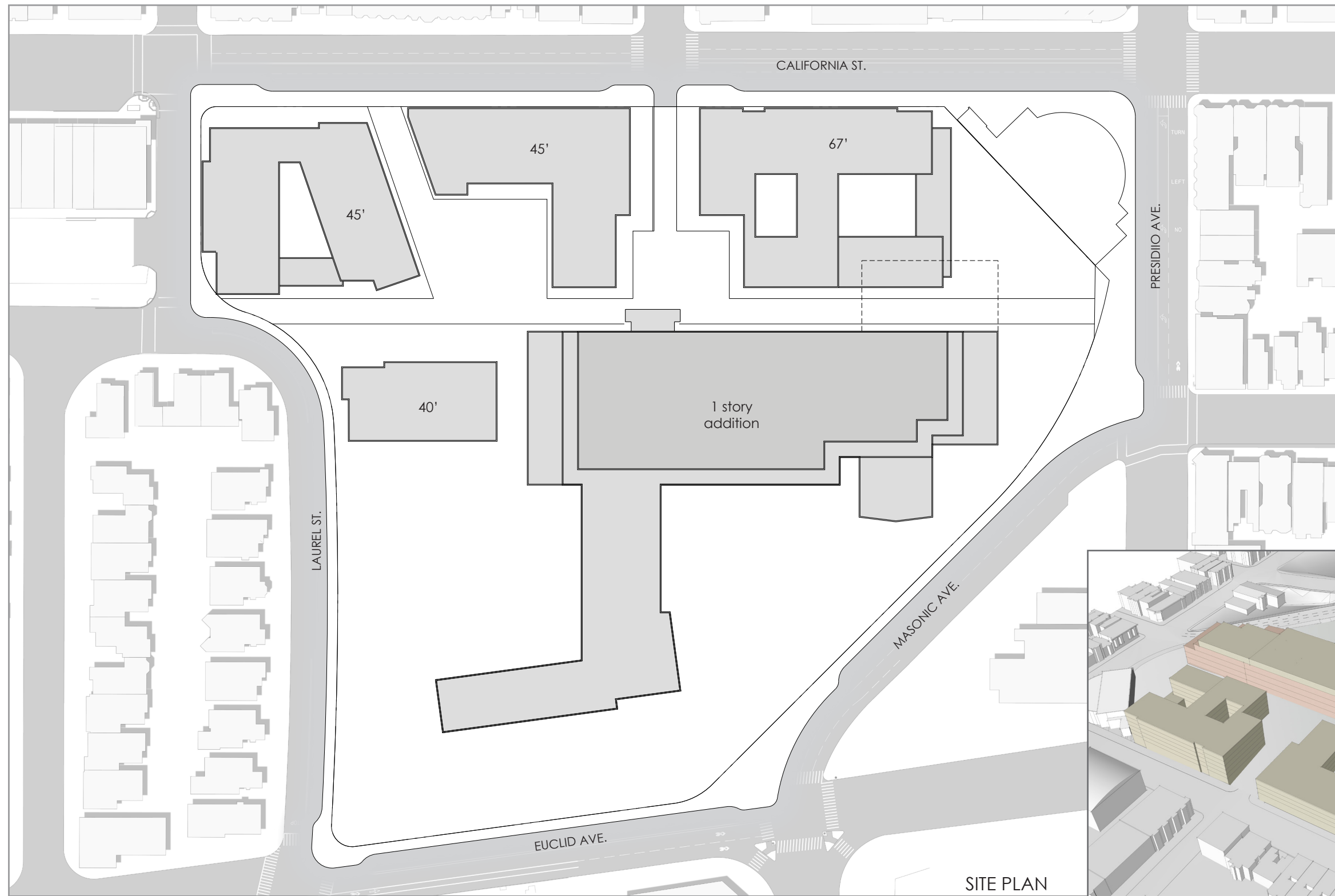


SITE PLAN



AERIAL LOOKING SE

These images are produced at the request of the City of San Francisco for the purpose of being studied as part of the CEQA environmental review process.

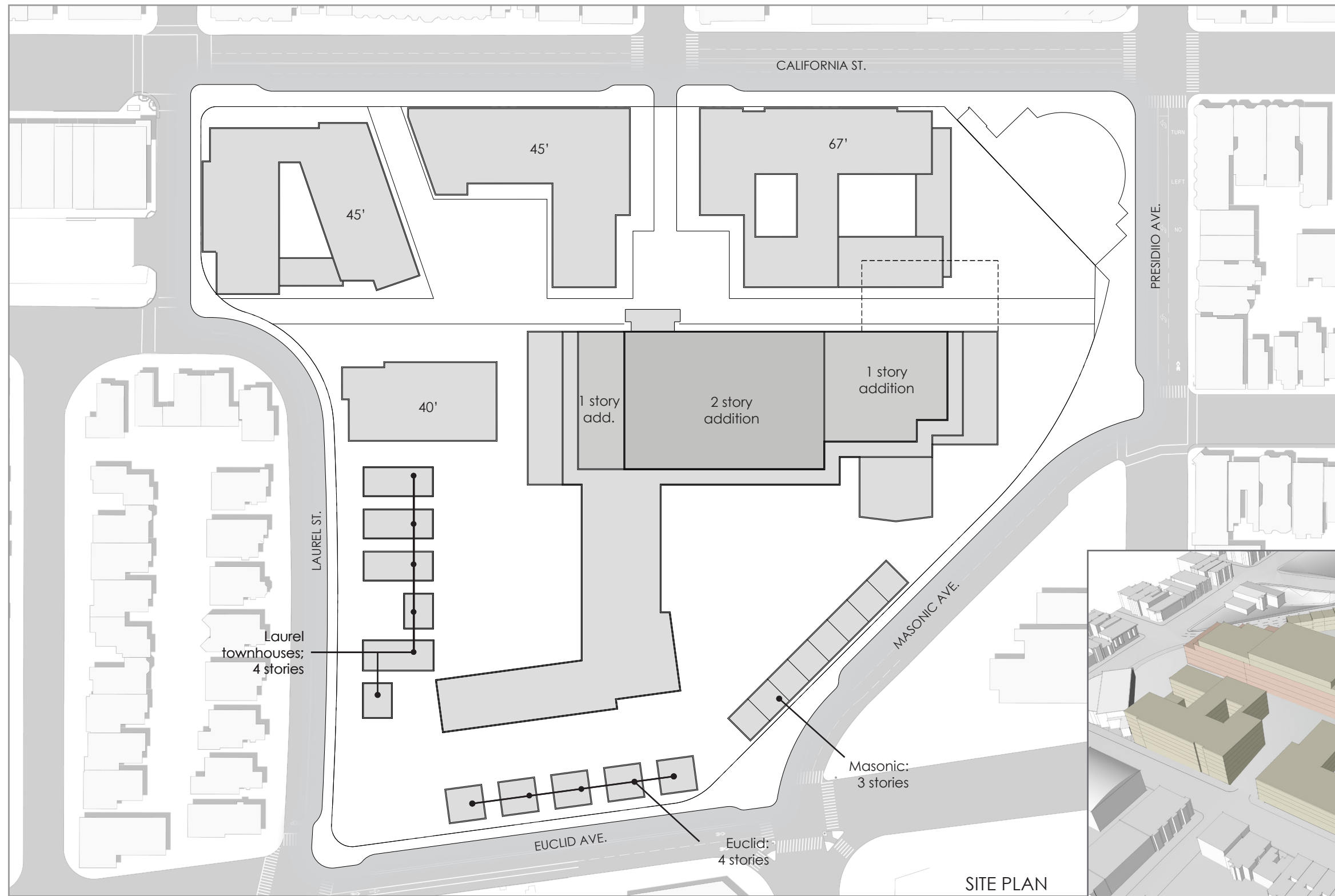


SITE PLAN



AERIAL LOOKING SE

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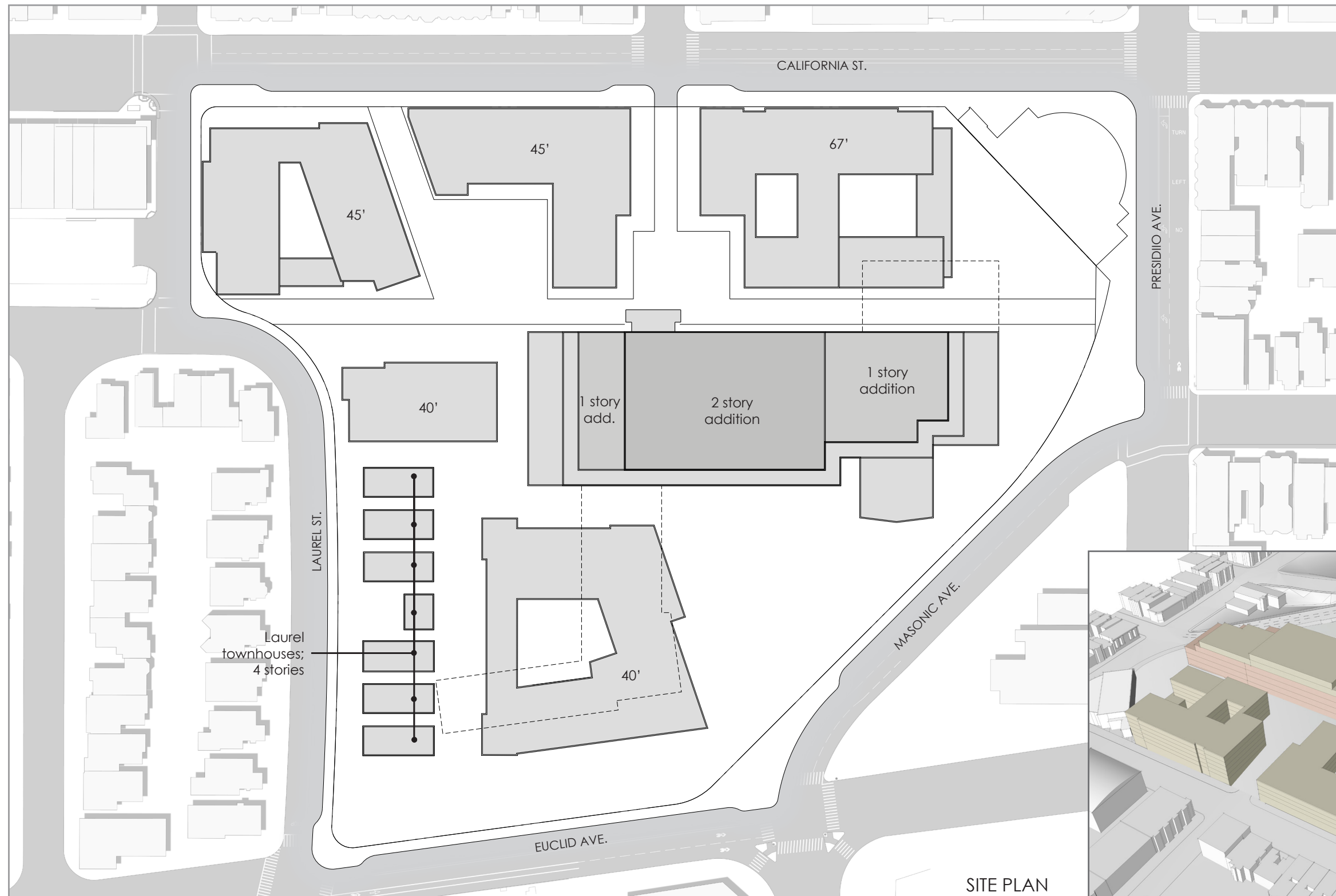


SITE PLAN



AERIAL LOOKING SE

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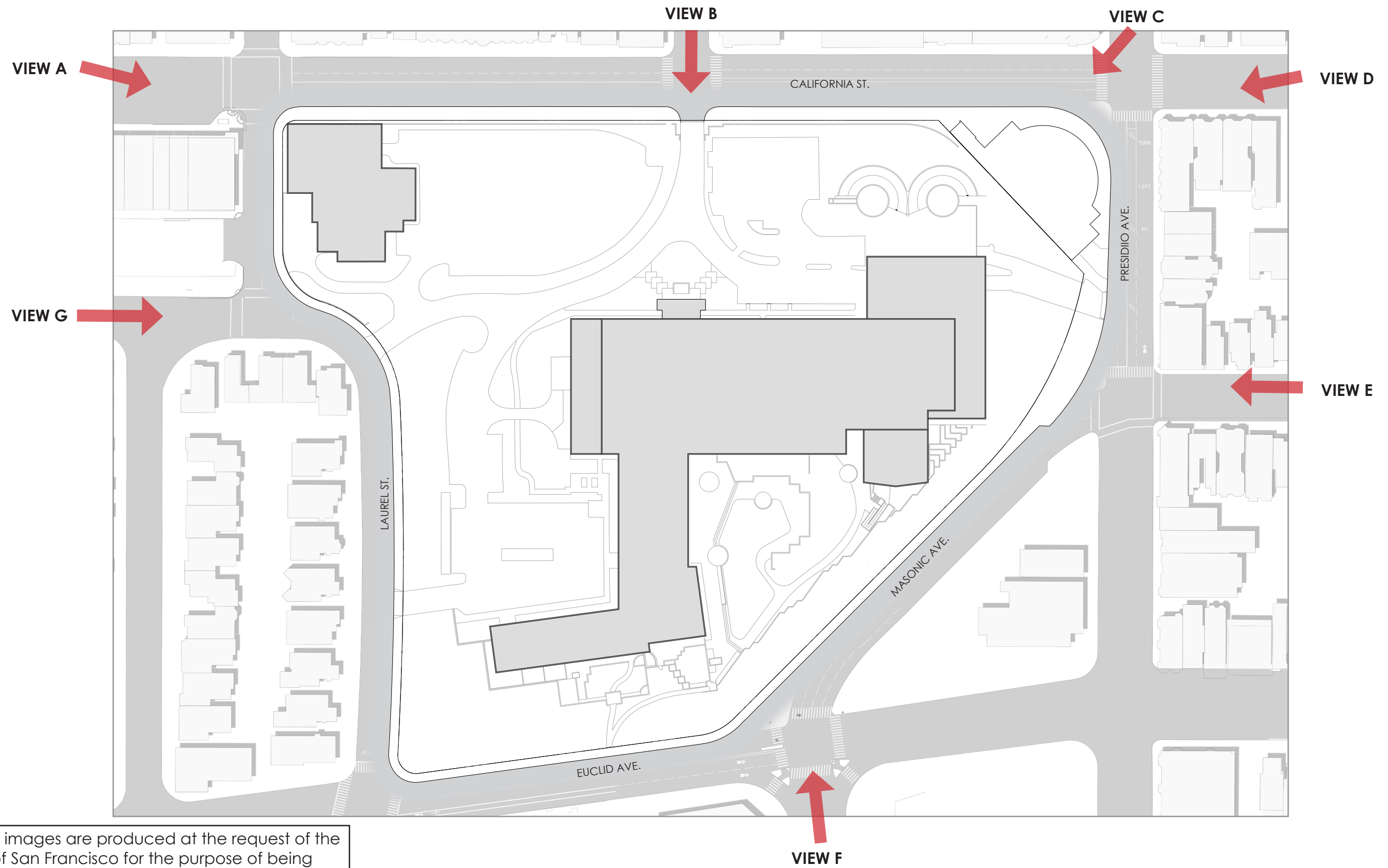


SITE PLAN



AERIAL LOOKING SE

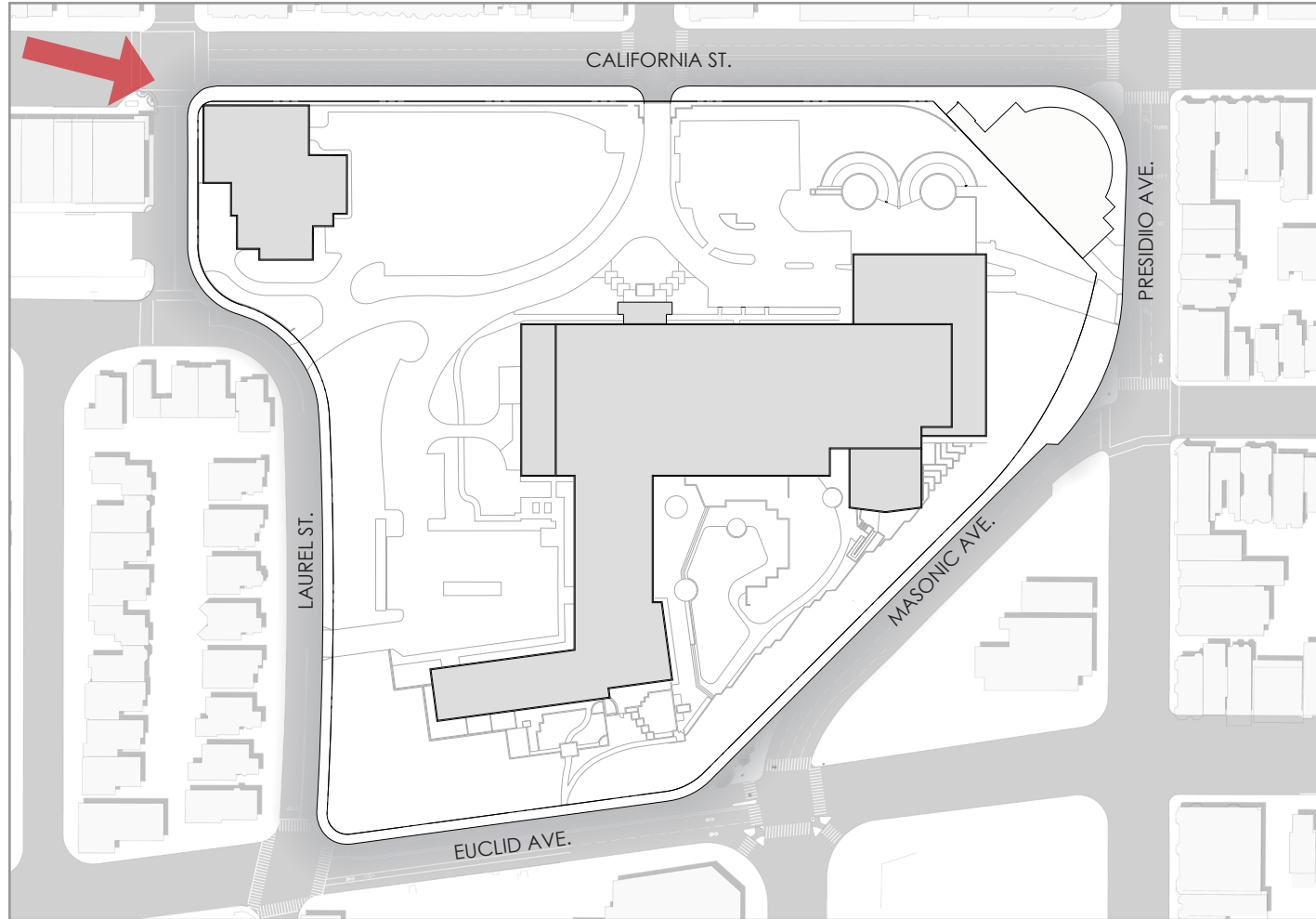
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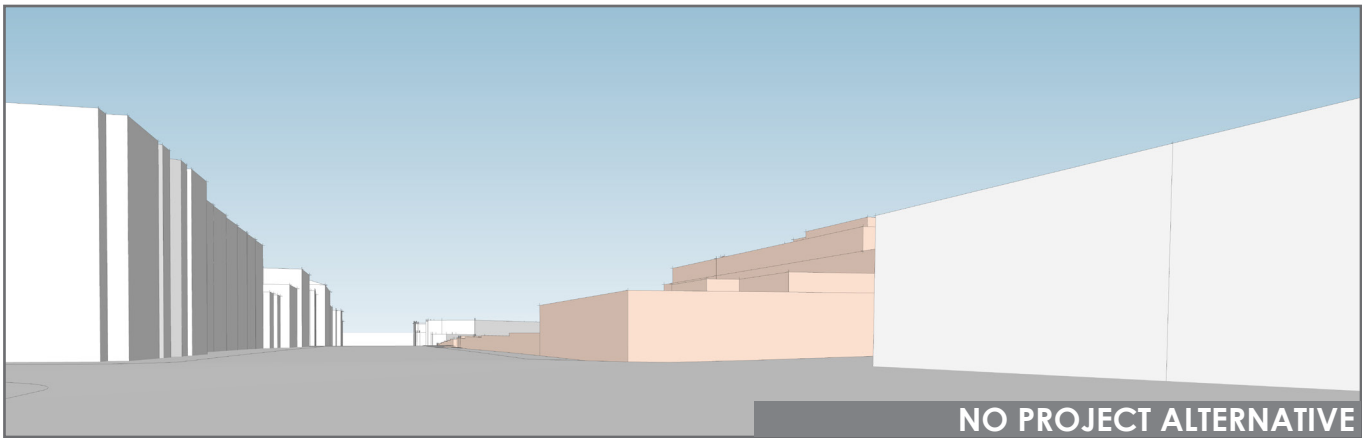
STREET VIEW



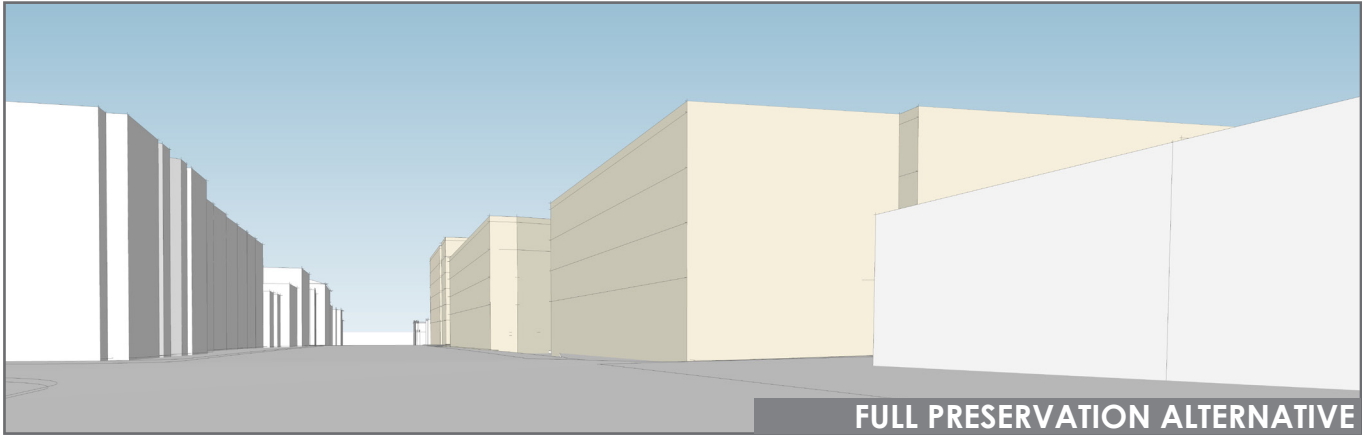
VIEW A

on California, looking east

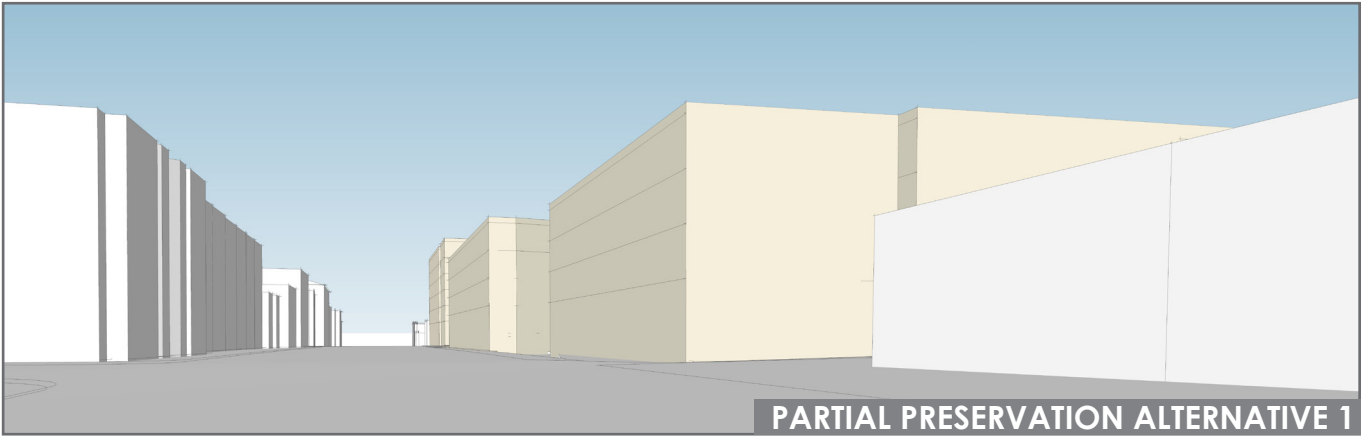
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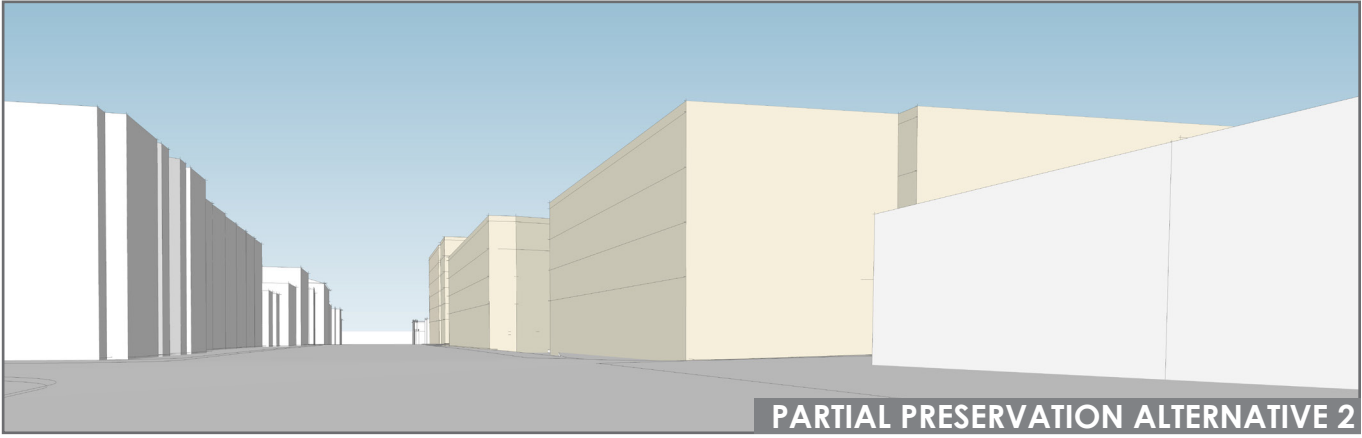
NO PROJECT ALTERNATIVE



FULL PRESERVATION ALTERNATIVE



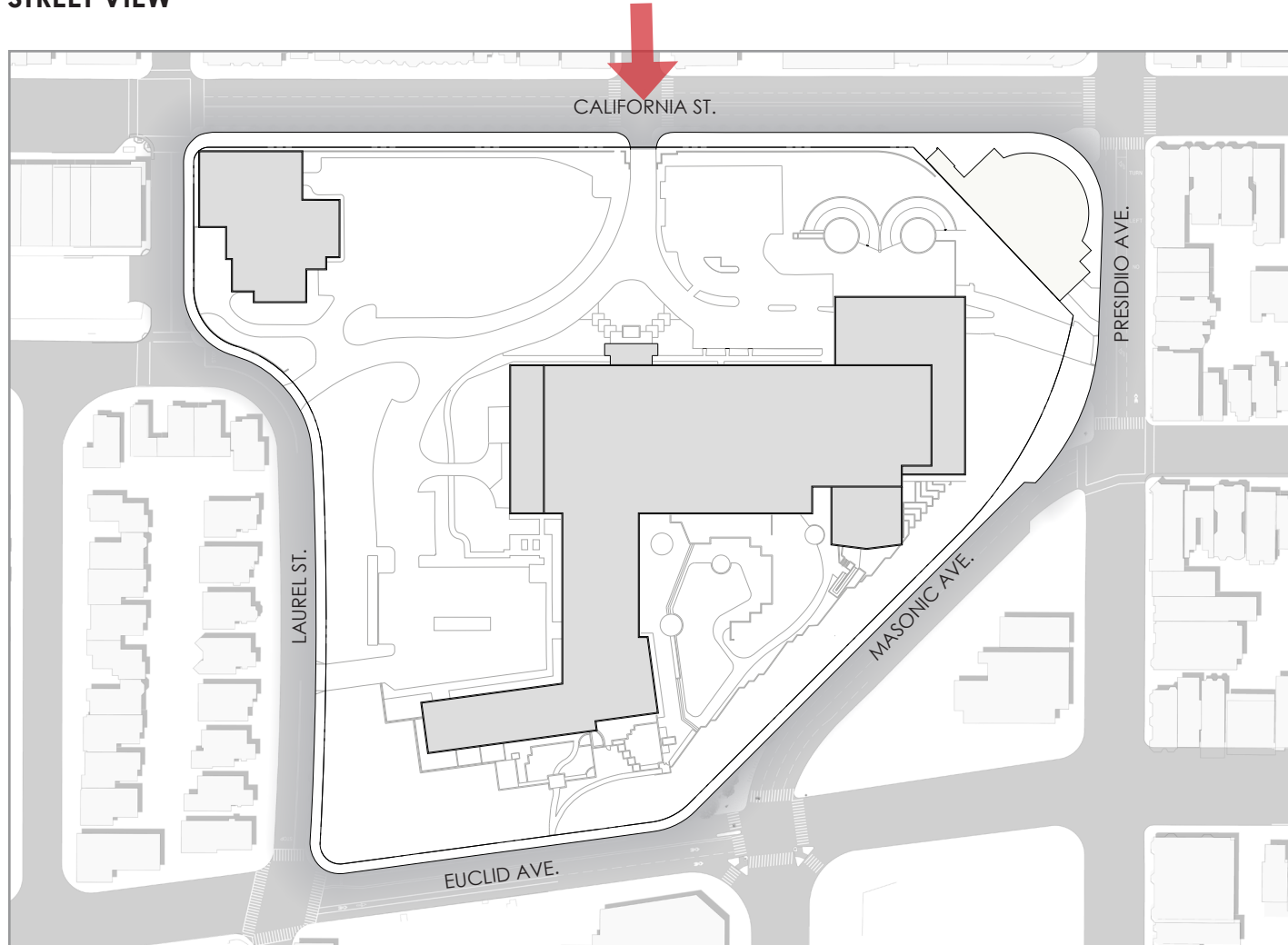
PARTIAL PRESERVATION ALTERNATIVE 1



PARTIAL PRESERVATION ALTERNATIVE 2



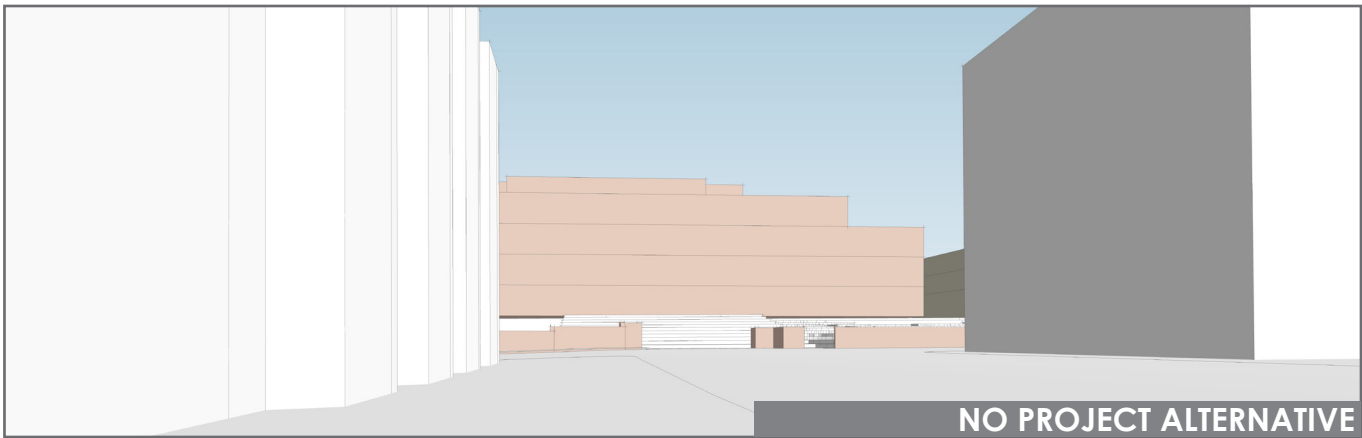
STREET VIEW



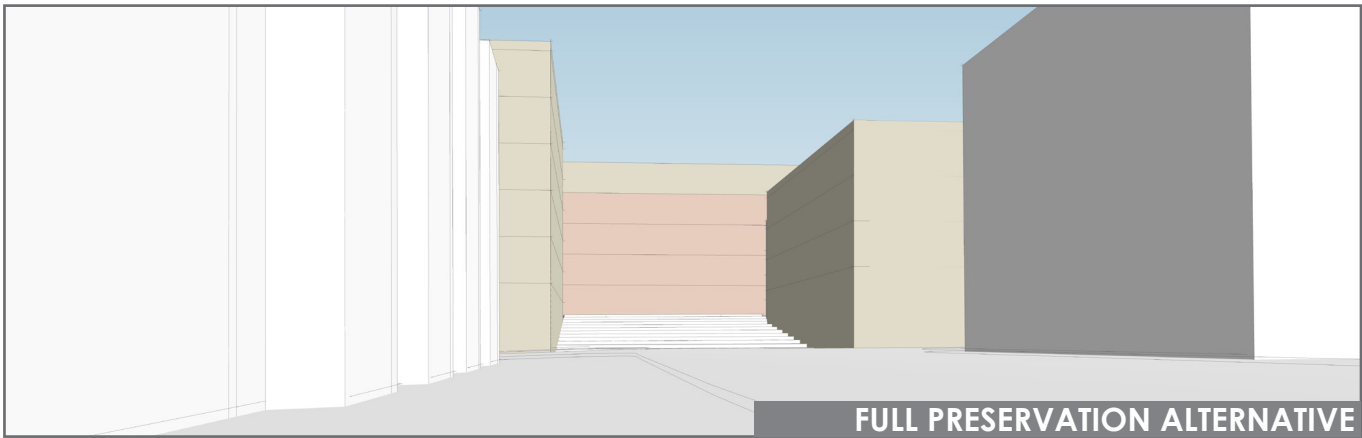
VIEW B

on Walnut, looking south

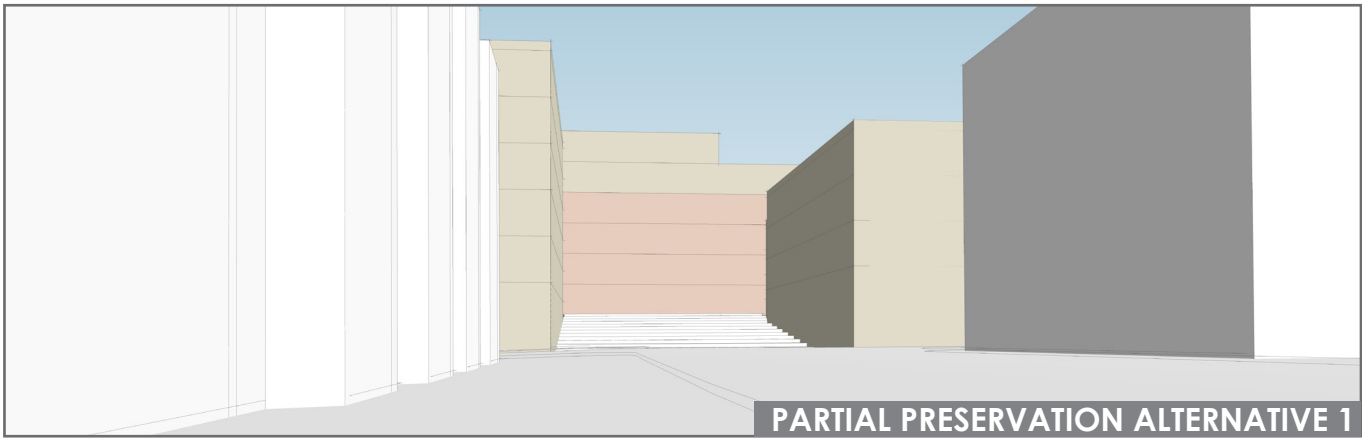
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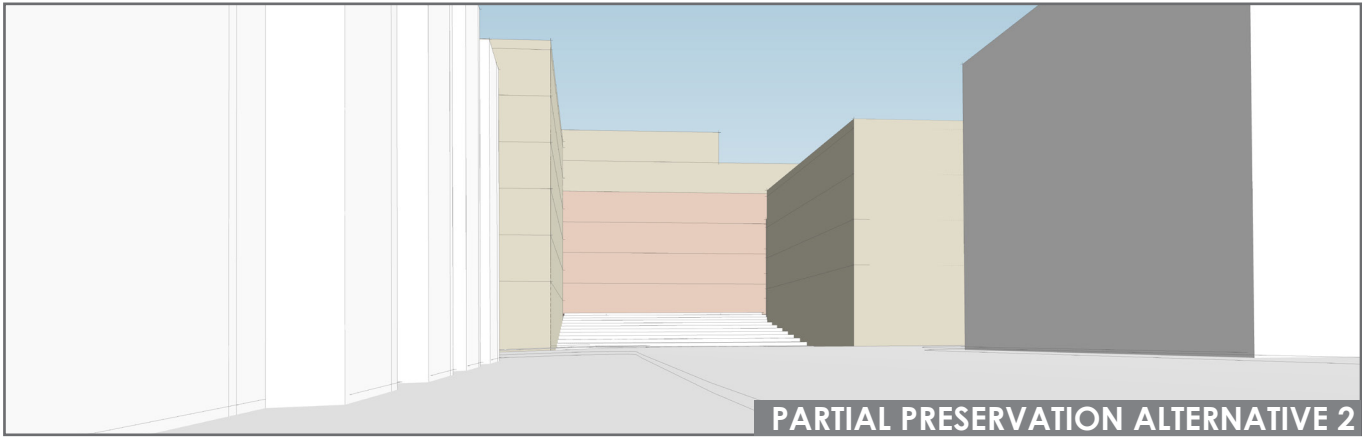
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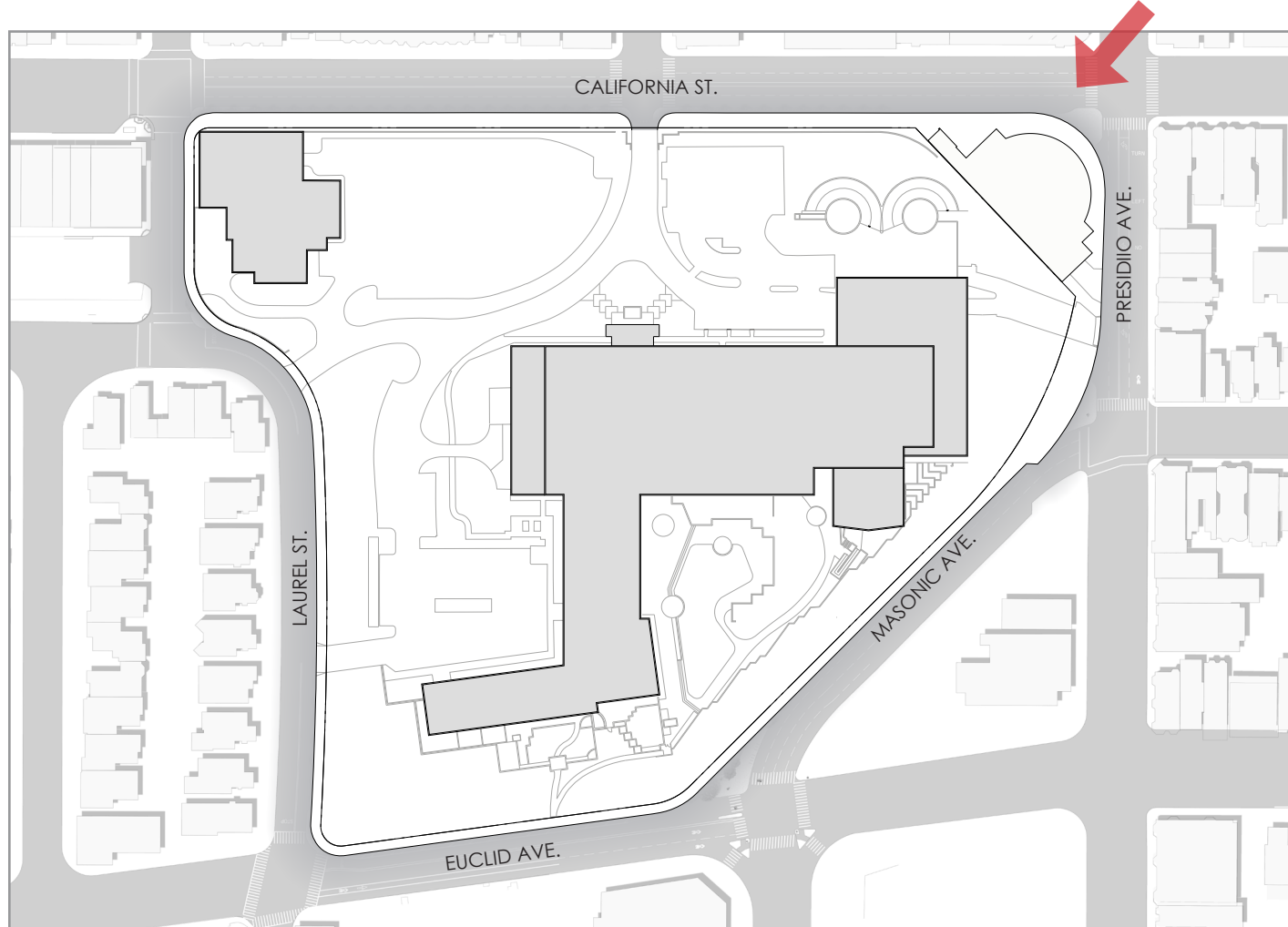
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PARTIAL PRESERVATION ALTERNATIVE 2



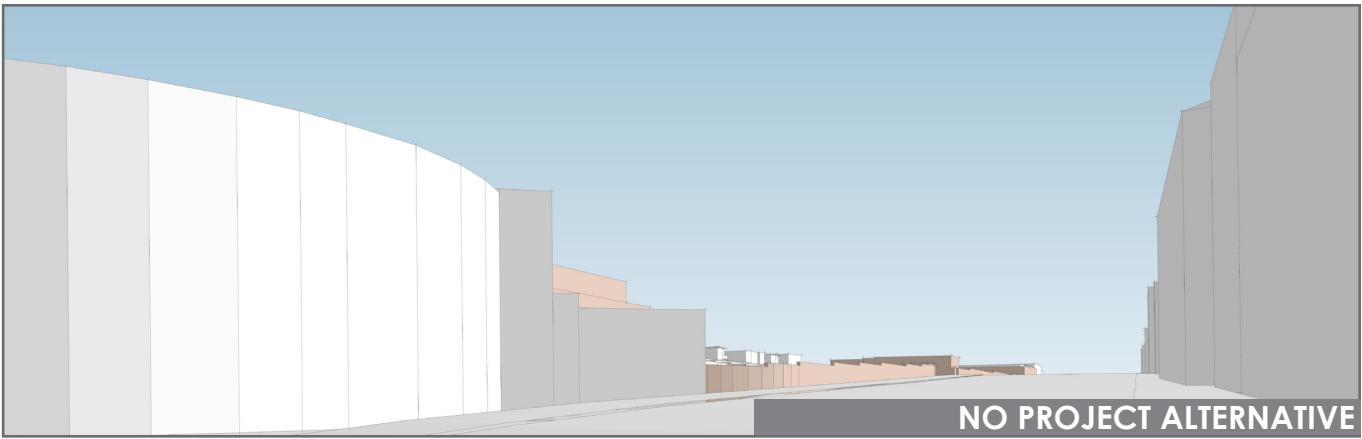
STREET VIEW



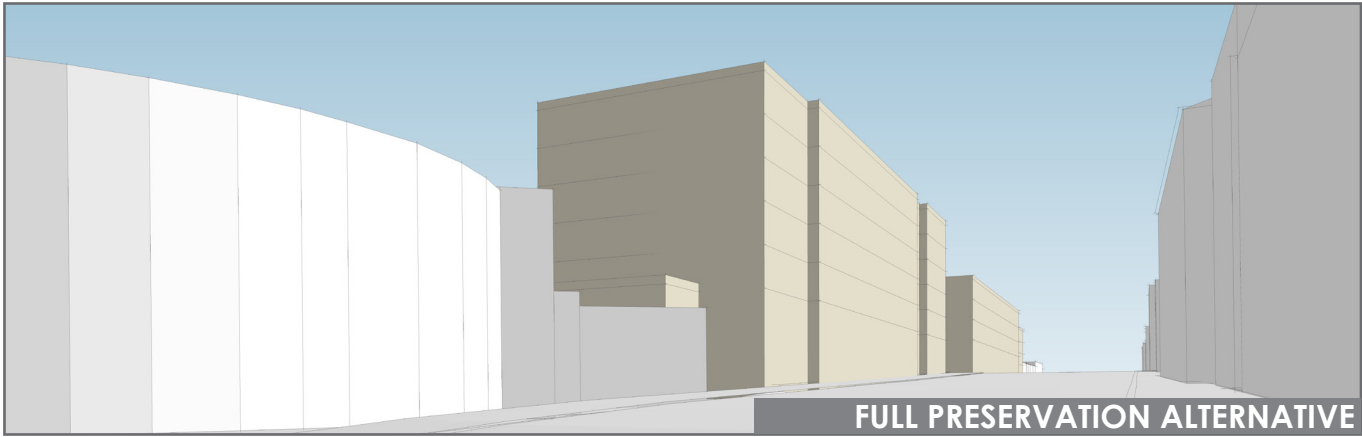
VIEW C

on California, looking south-west

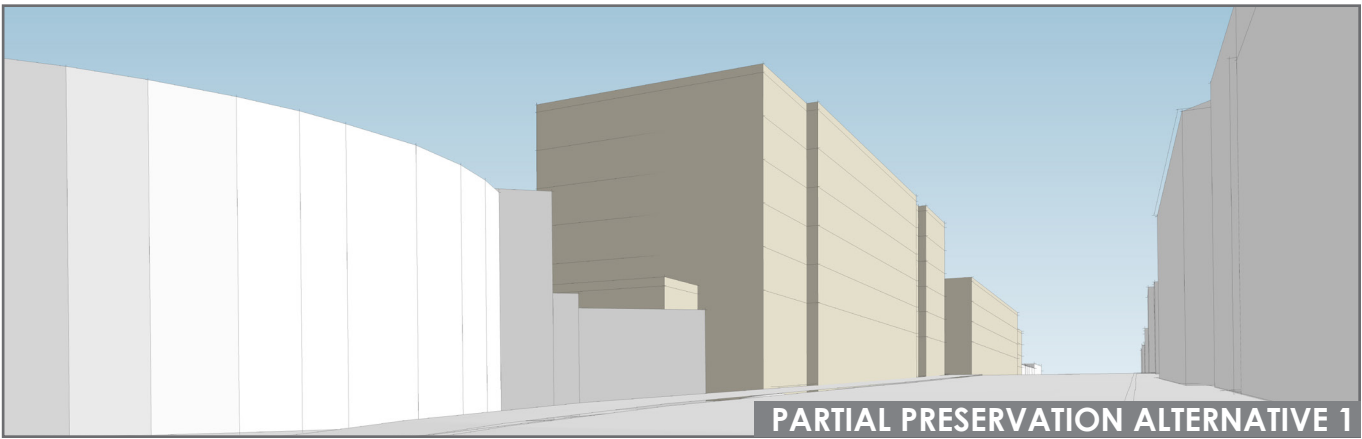
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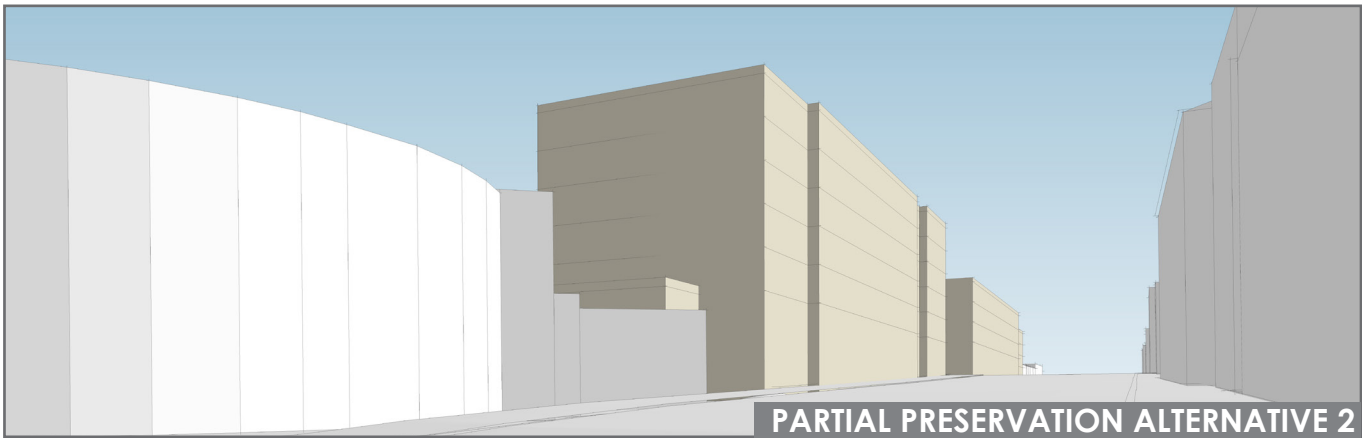
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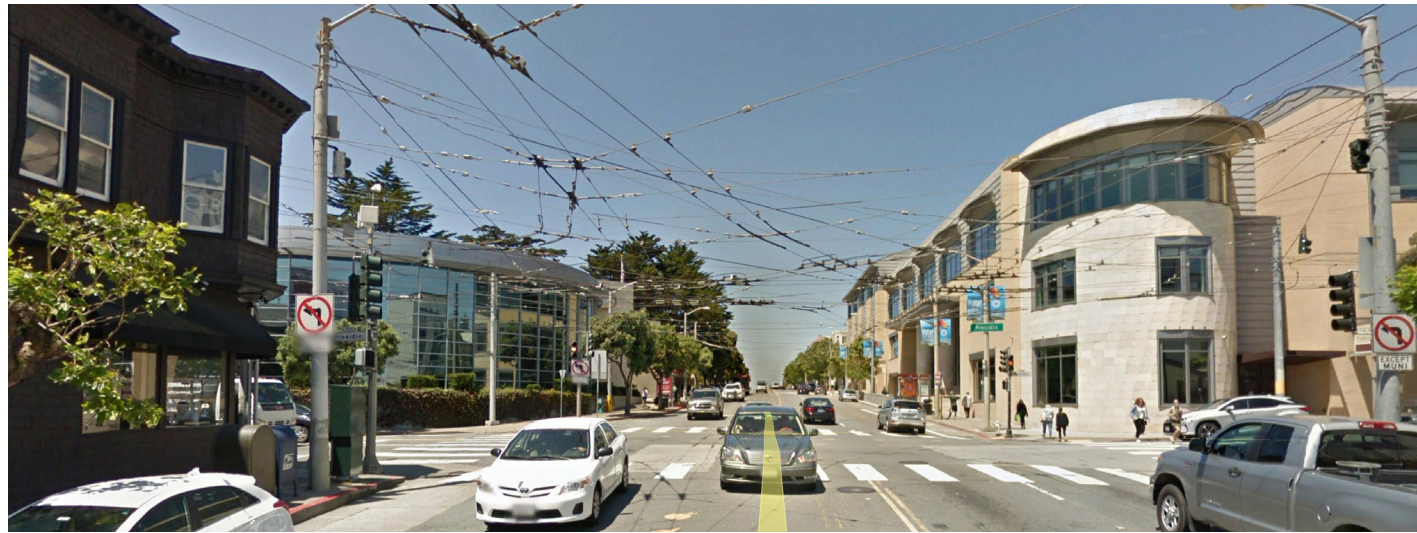
FULL PRESERVATION ALTERNATIVE



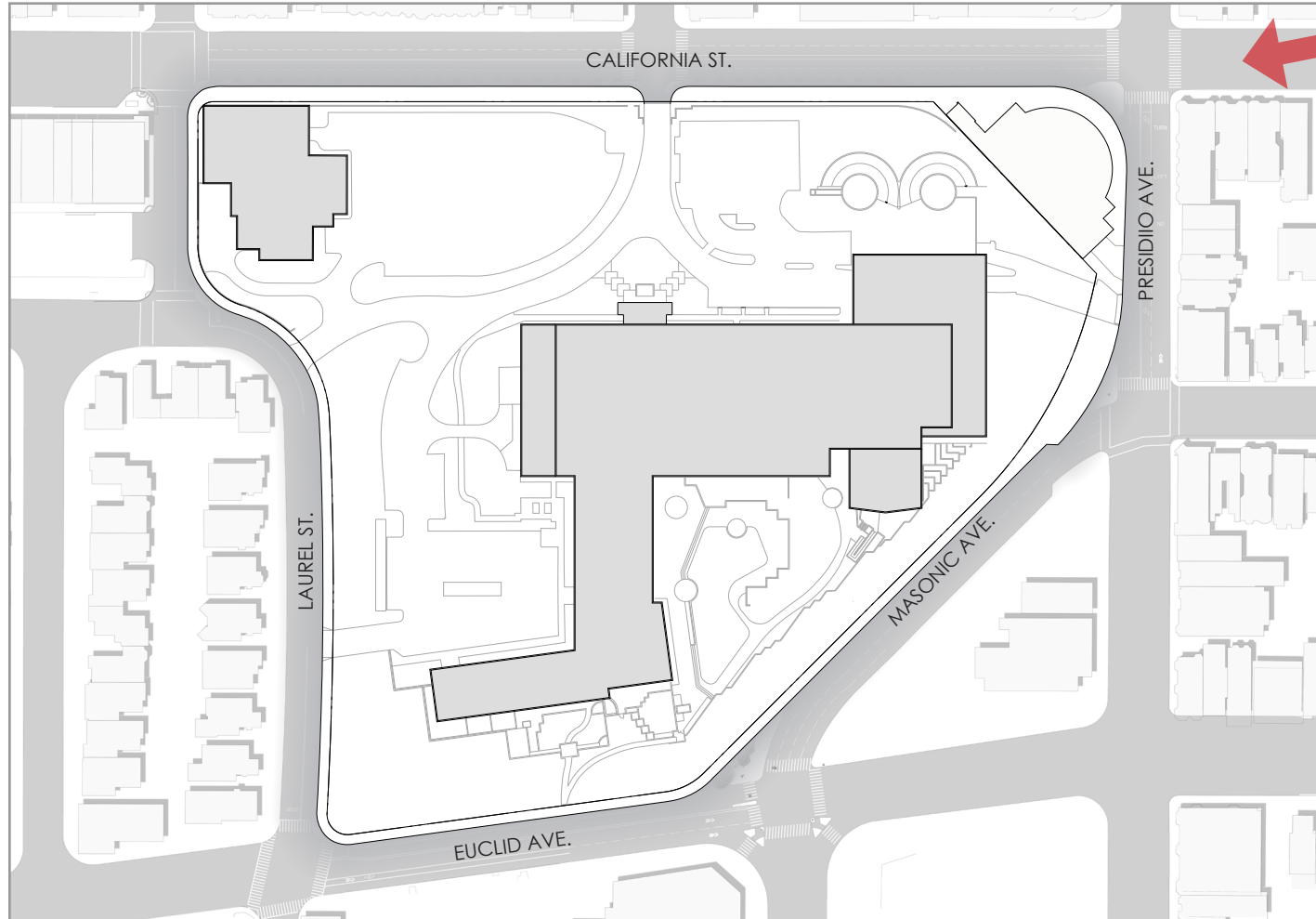
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PARTIAL PRESERVATION ALTERNATIVE 2



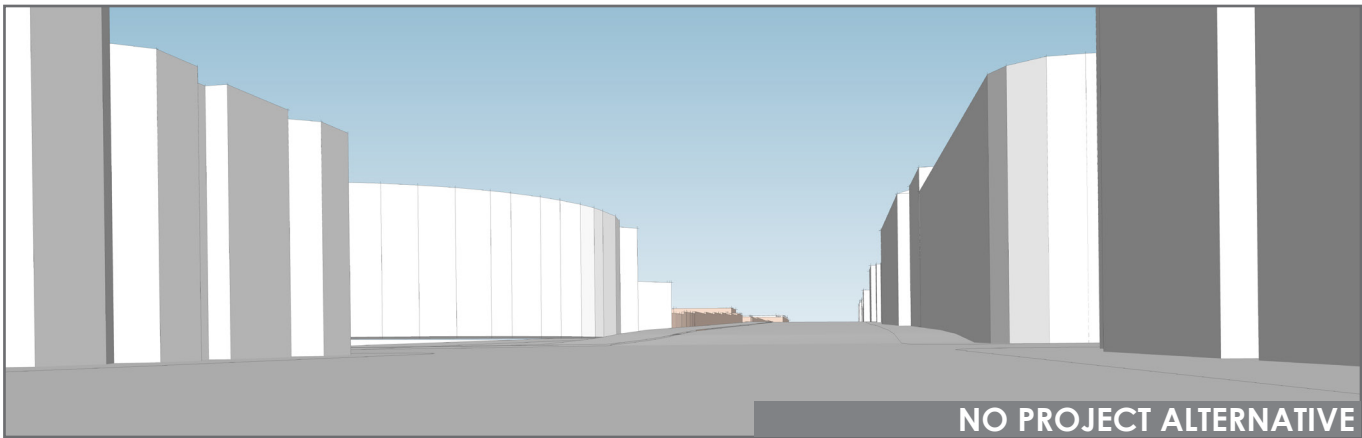
STREET VIEW



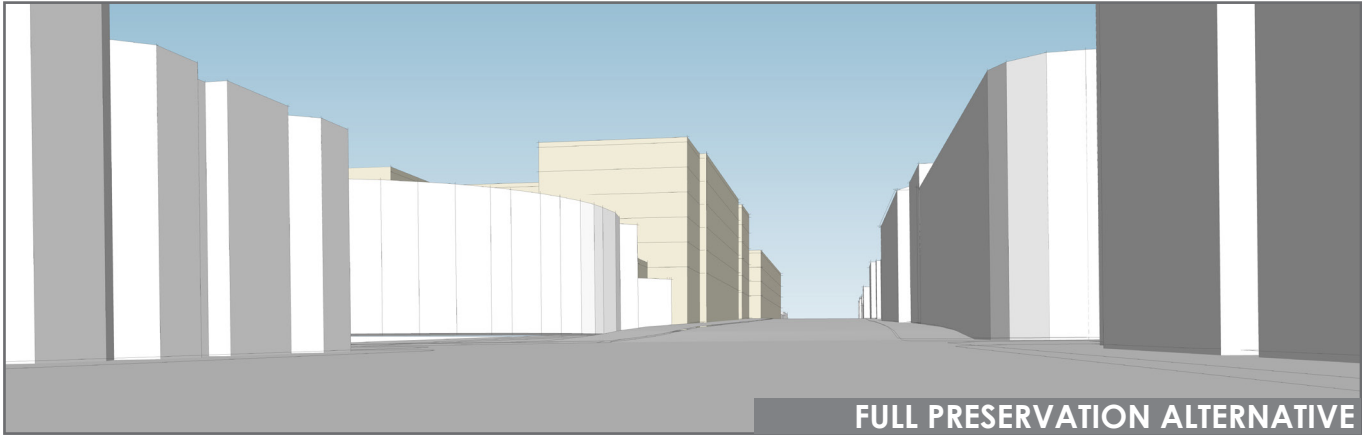
VIEW D

on California, looking west

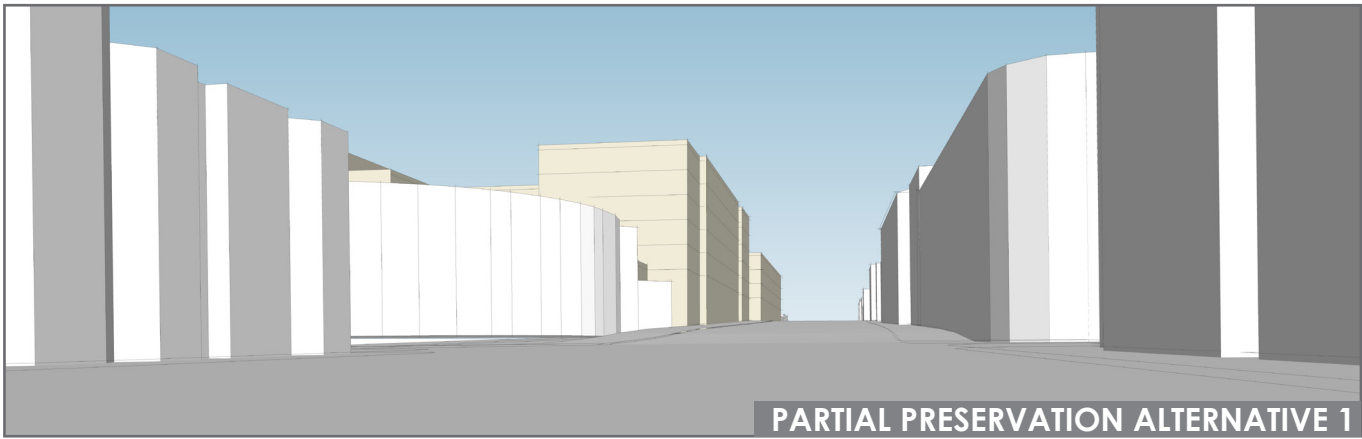
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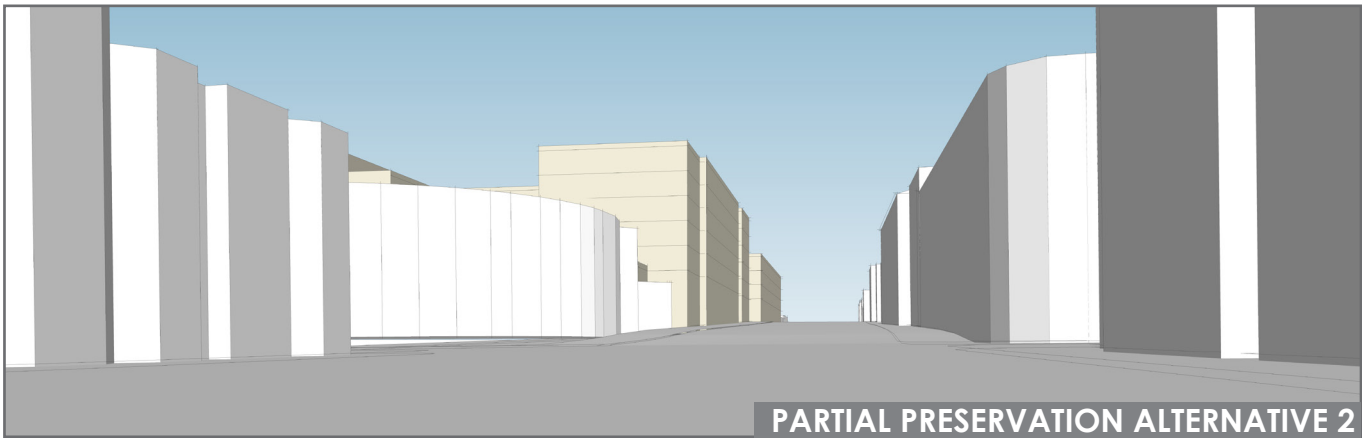
NO PROJECT ALTERNATIVE



FULL PRESERVATION ALTERNATIVE



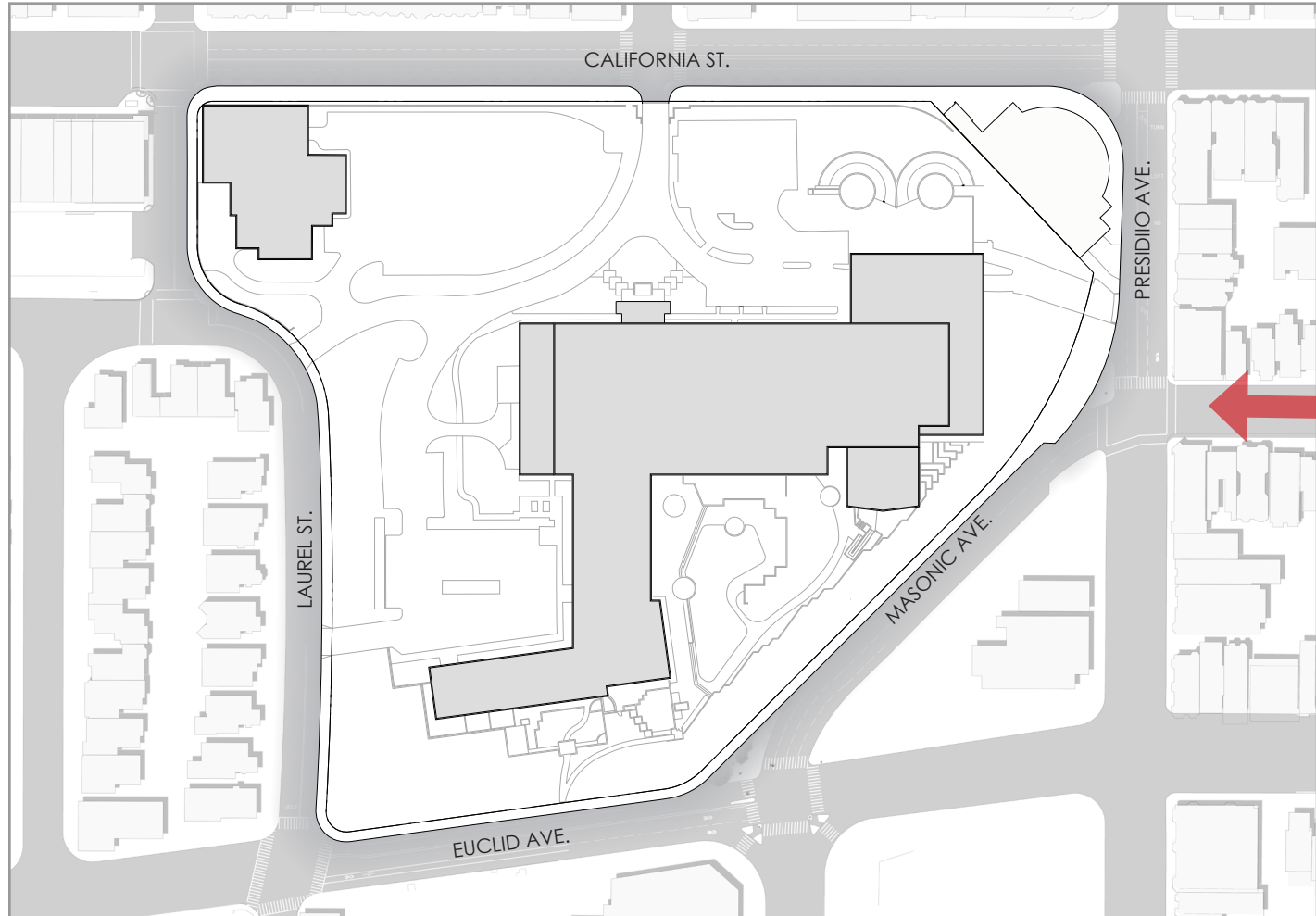
PARTIAL PRESERVATION ALTERNATIVE 1



PARTIAL PRESERVATION ALTERNATIVE 2



STREET VIEW



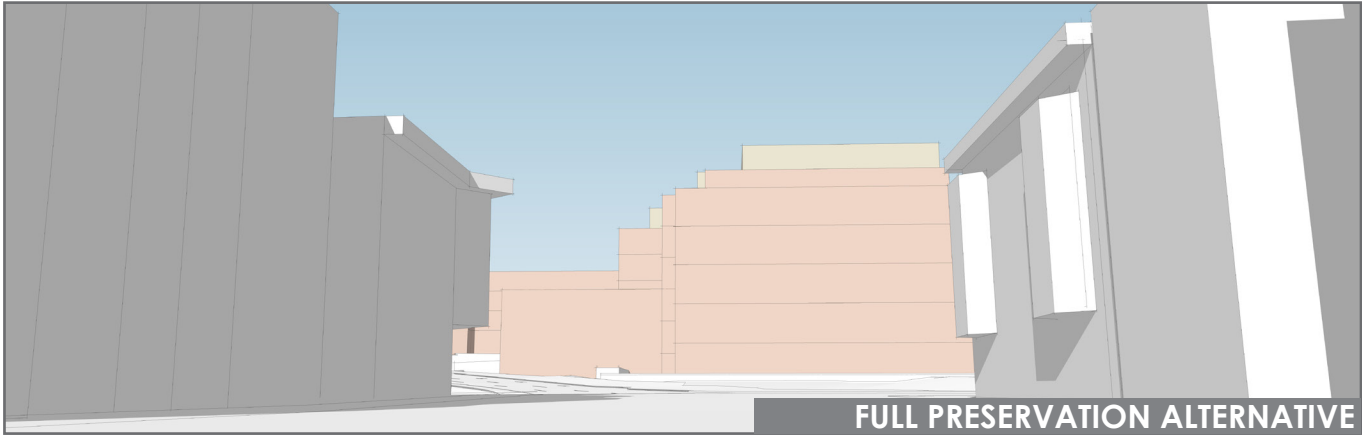
VIEW E

on Pine, looking west

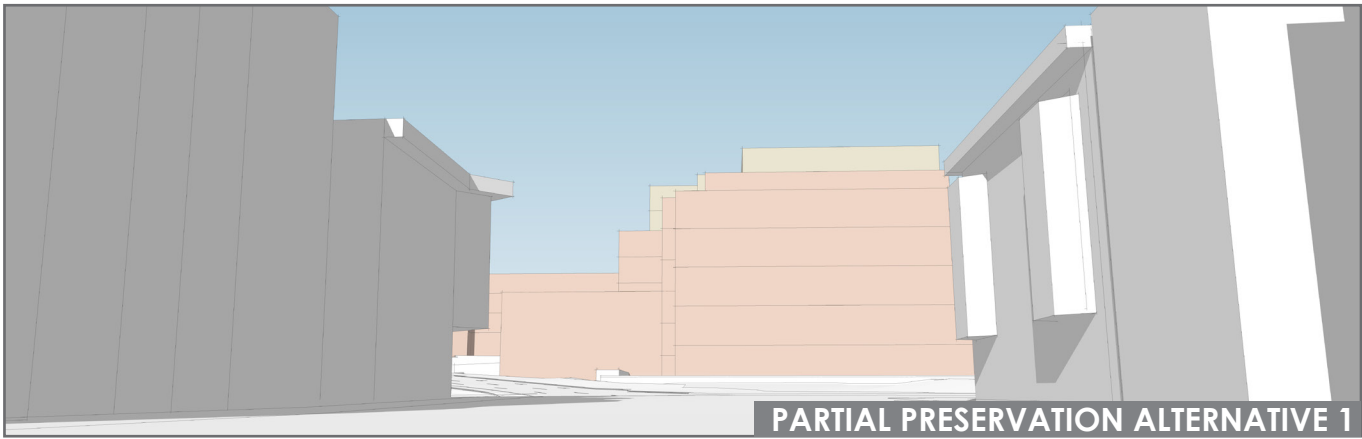
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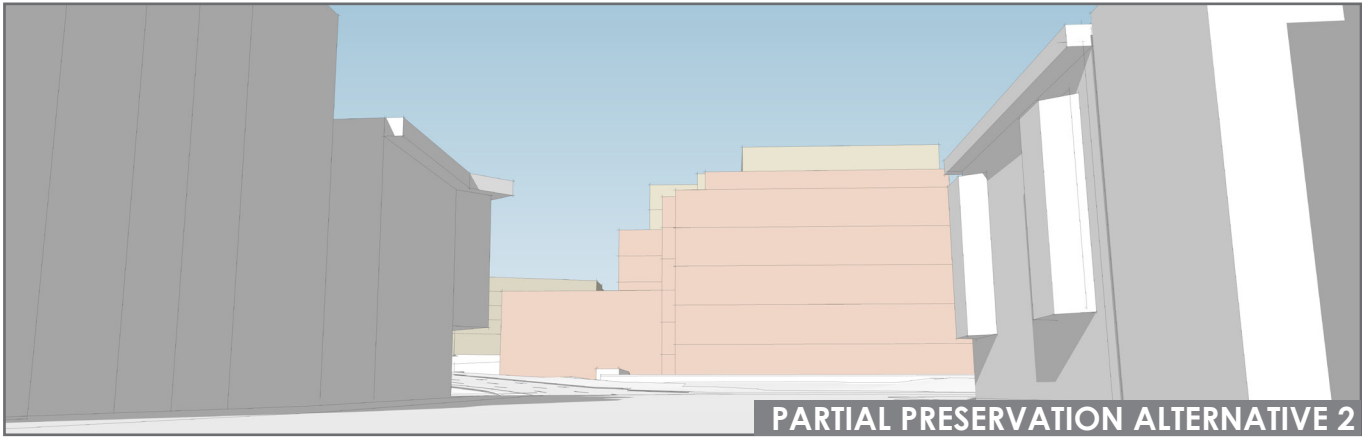
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FULL PRESERVATION ALTERNATIVE



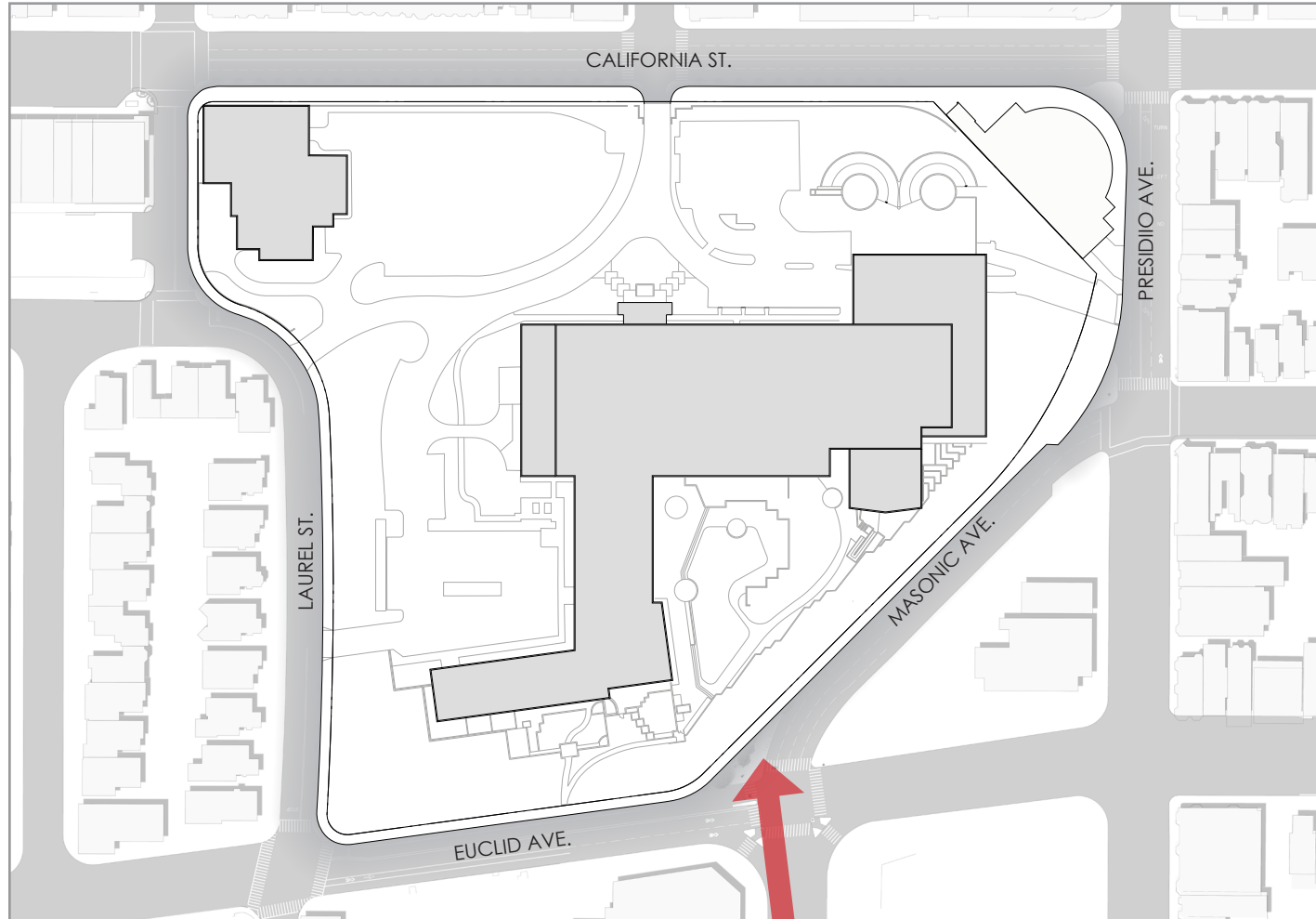
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PARTIAL PRESERVATION ALTERNATIVE 2



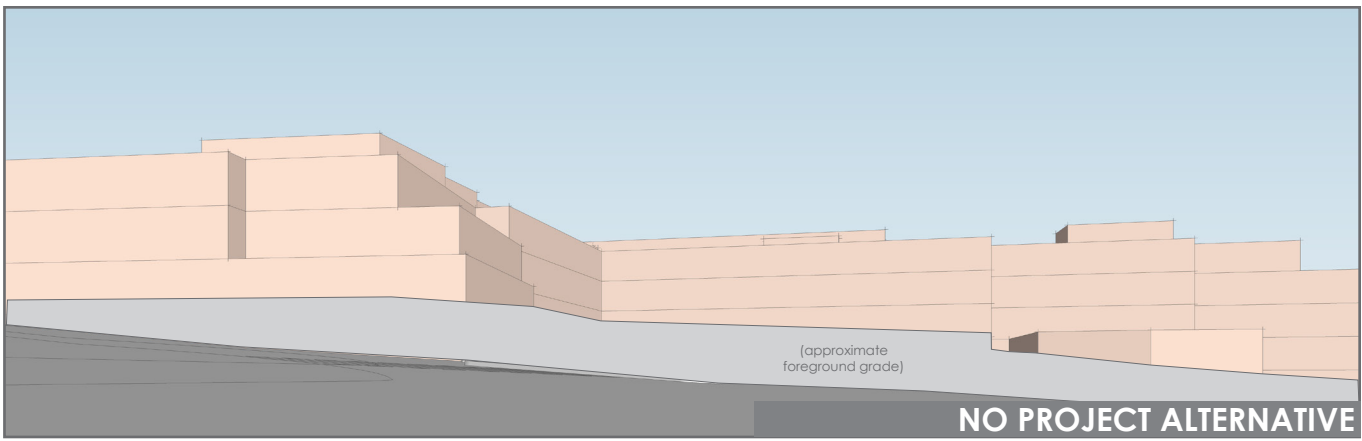
STREET VIEW



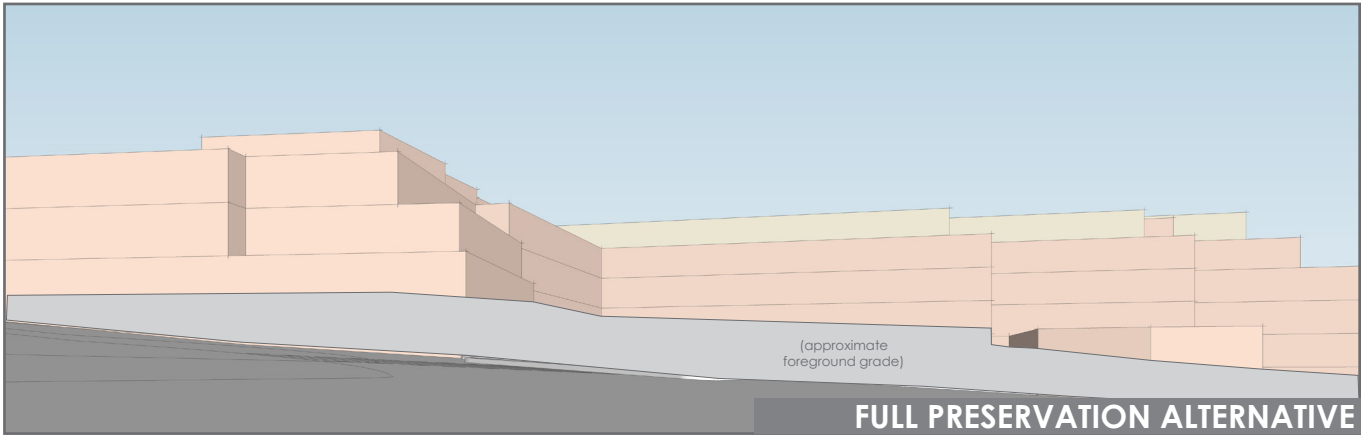
VIEW F

on Masonic, looking north

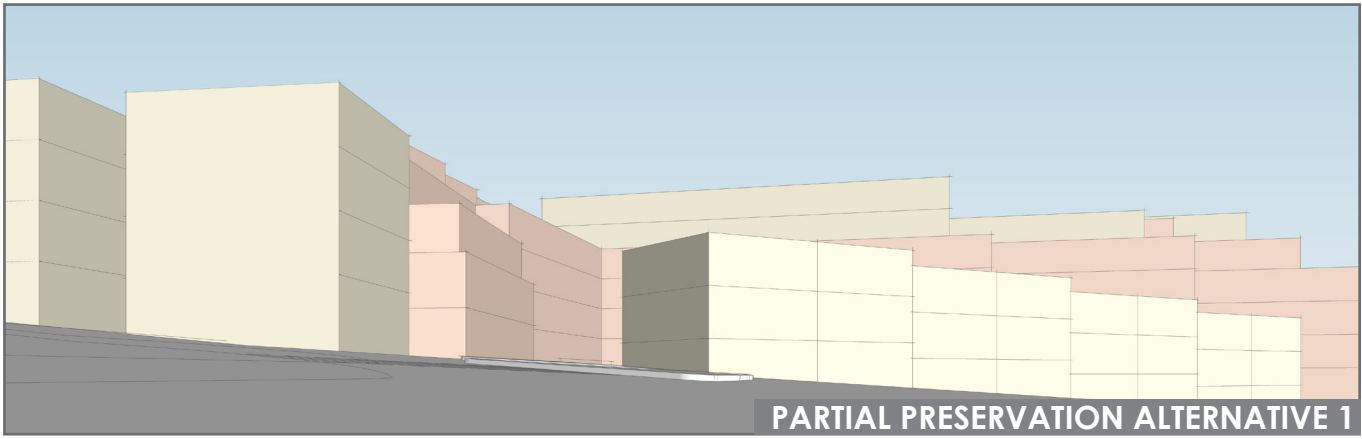
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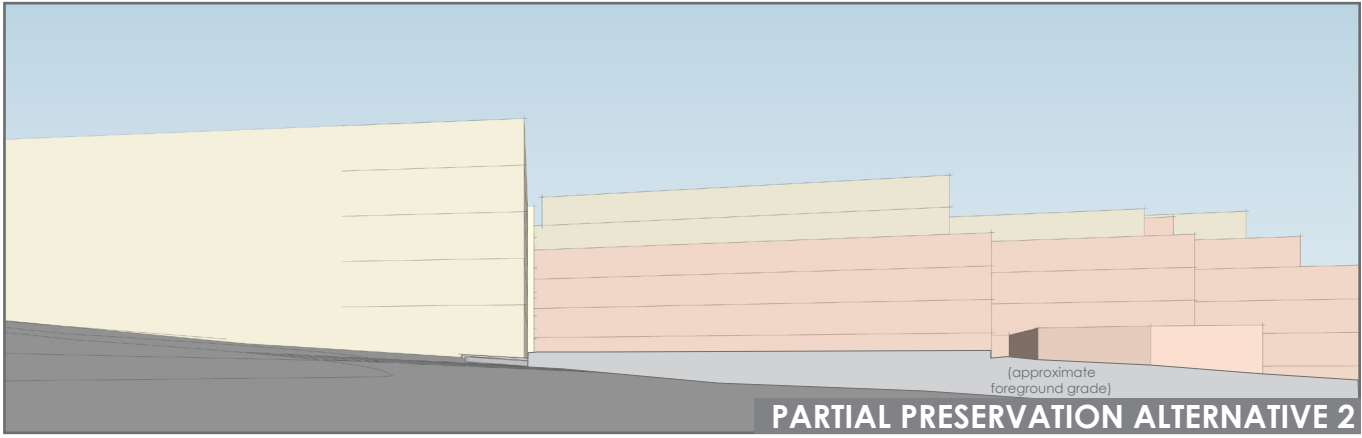
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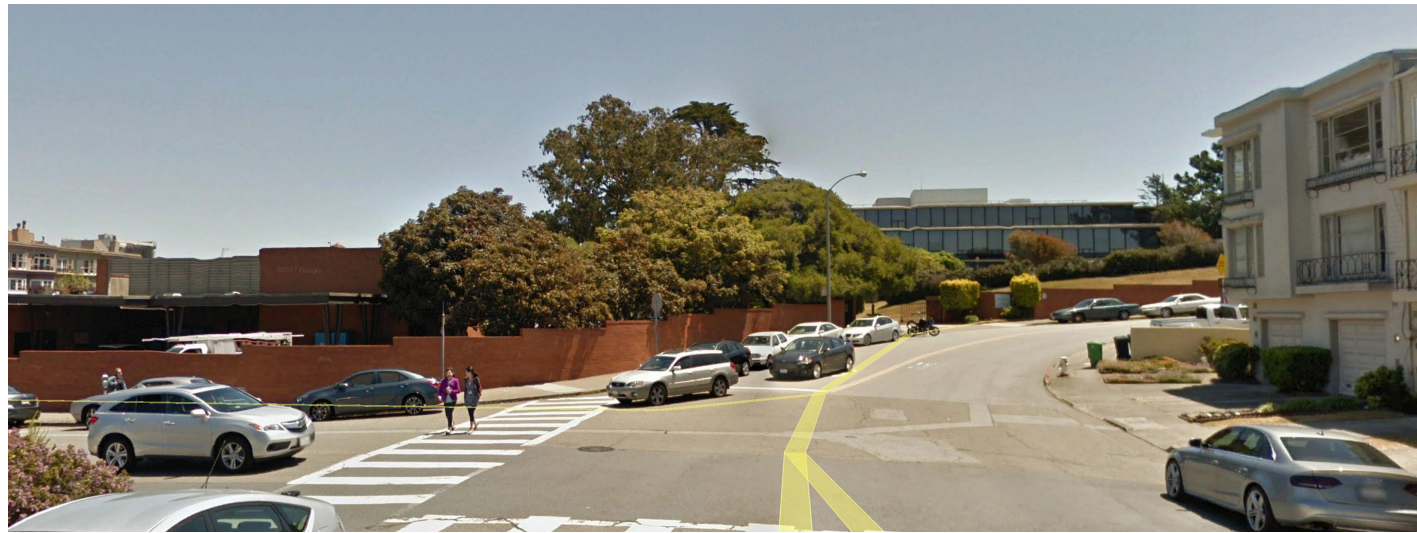
FULL PRESERVATION ALTERNATIVE



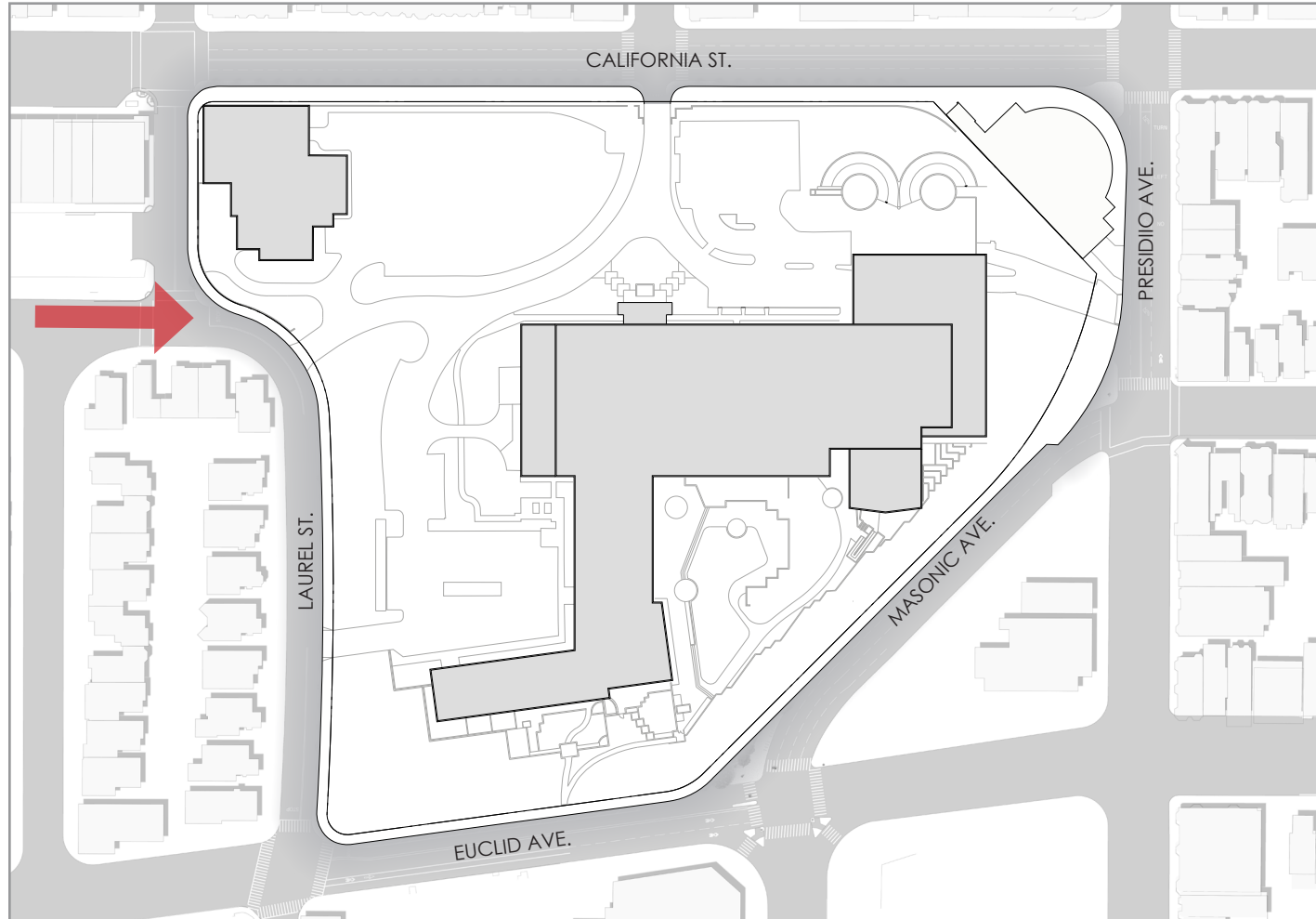
PARTIAL PRESERVATION ALTERNATIVE 1



PARTIAL PRESERVATION ALTERNATIVE 2



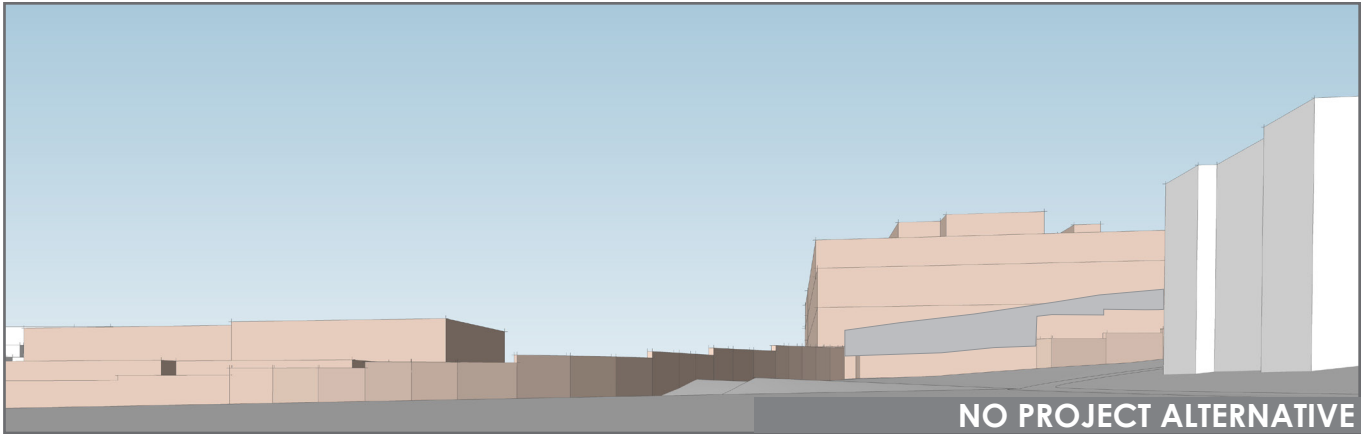
STREET VIEW



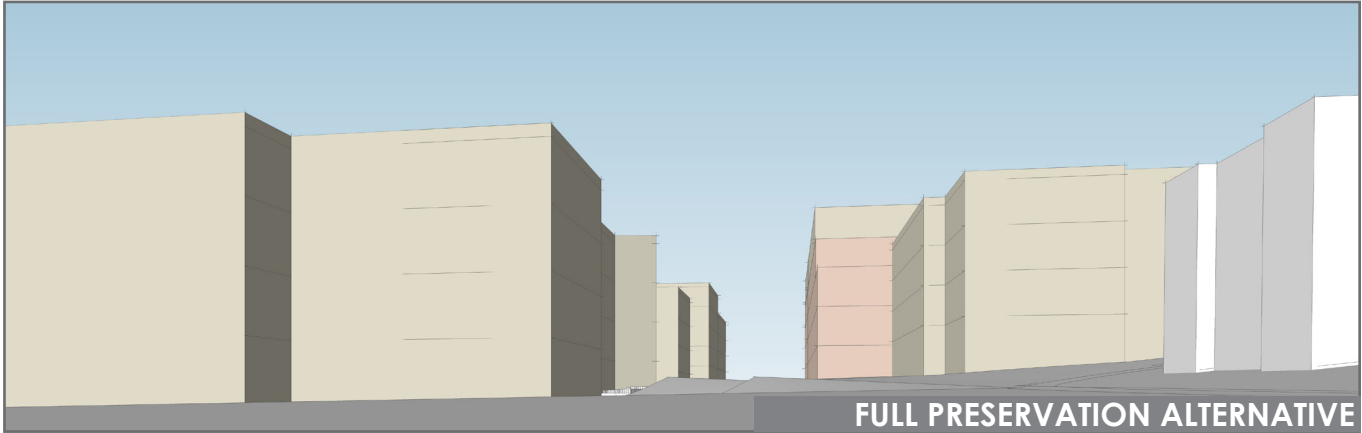
VIEW G

on Mayfair, looking east

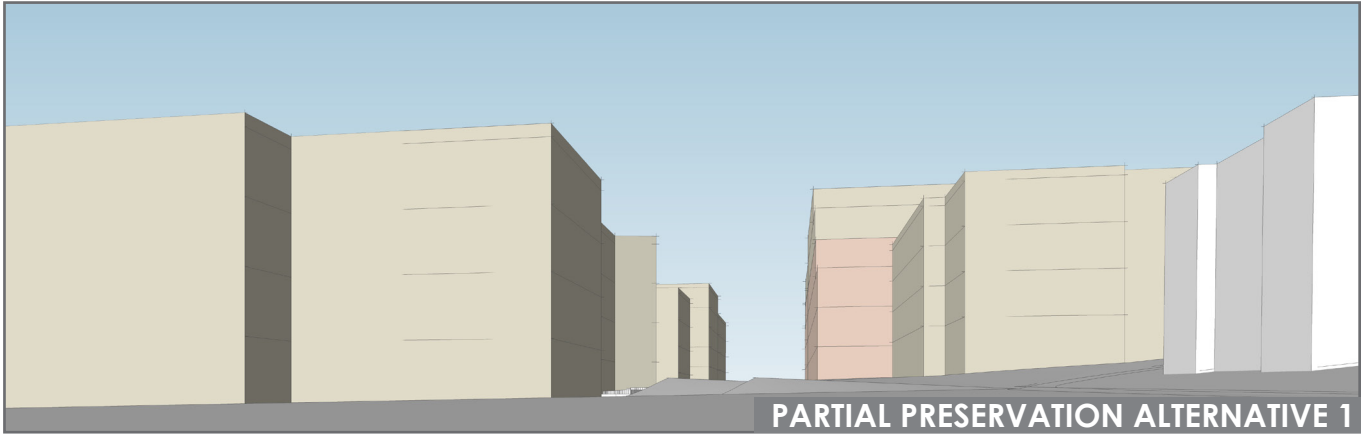
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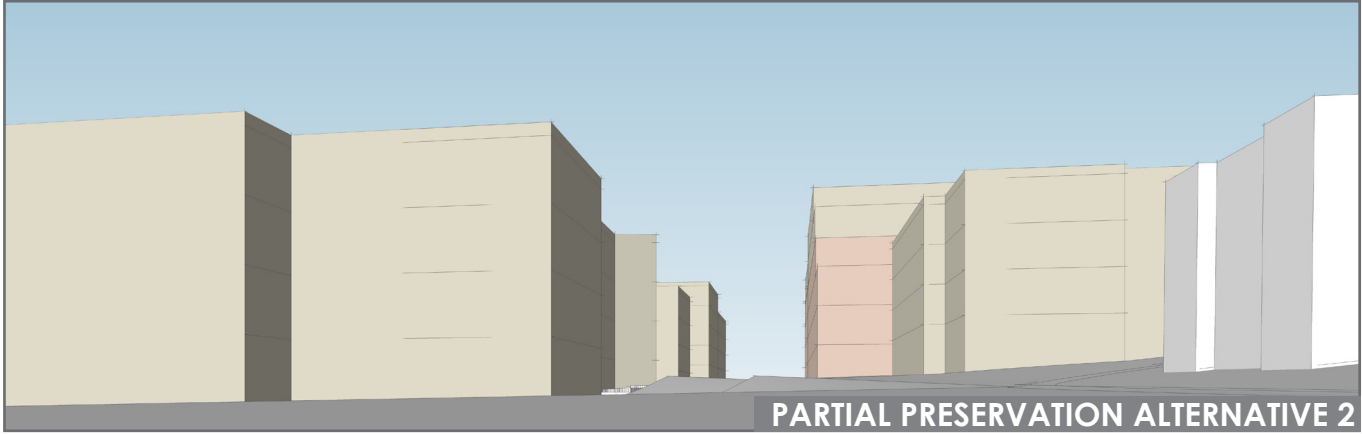
NO PROJECT ALTERNATIVE



FULL PRESERVATION ALTERNATIVE



PARTIAL PRESERVATION ALTERNATIVE 1



PARTIAL PRESERVATION ALTERNATIVE 2



SAN FRANCISCO PLANNING DEPARTMENT

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

Date: September 20, 2017
Case No.: 2015-014028ENV
Project Title: 3333 California Street Mixed-Use Project
Zoning: Residential, Mixed, Low Density [RM-1] Zoning District
40-X Height and Bulk District
Block/Lot: Block 1032/Lot 003
Lot Size: Approximately 446,490 square feet
Project Sponsor: Laurel Heights Partners LLC
Don Bragg, 415-395-0880
Lead Agency: San Francisco Planning Department
Staff Contact: Julie Moore – (415) 575-8733
julie.moore@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

PROJECT SUMMARY

The project sponsor, Laurel Heights Partners LLC, proposes a mixed-use project for the 3333 California Street site. The University of California San Francisco (UCSF) Laurel Heights Campus currently occupies the 10.25-acre site, which is owned by the Regents of the University of California, subject to a 99-year pre-paid ground lease to the project sponsor. The campus contains a four-story, 455,000-gross-square-foot (gsf)¹ office building with a three-level, partially below-grade parking garage at the center of the site and two circular garage ramp structures leading to the garage levels; a one-story annex building at the corner of California and Laurel streets; three surface parking lots; and landscaping or landscaped open space. The project site does not include the SF Fire Credit Union building at the southwest corner of California Street and Presidio Avenue. Current uses on the campus are office, research, child care, and parking.

Under the proposed 3333 California Street Mixed-Use Project, the existing annex building, surface parking lots, and circular garage ramp structures would be demolished. The existing office building would be partially demolished and divided into two separate buildings (Center Buildings A and B), expanded to include new levels, and adapted for residential use. Thirteen new buildings would be constructed in different locations around the site: the Plaza A and Plaza B buildings (residential and retail uses) along California Street between Laurel and Walnut streets; the Walnut Building (office, retail, and child care uses) along California Street east of Walnut Street; the Masonic Building (residential uses) along Masonic Avenue; the Euclid Building (residential and retail uses) near the intersection of Euclid and Masonic avenues; the Laurel Duplexes (residential uses) comprised of seven buildings along Laurel Street; and the Mayfair Building (residential uses) near the intersection of Laurel Street and Mayfair Drive. Overall, the proposed project would include 558 dwelling units within 824,691 gsf of residential floor area; 49,999 gsf of office floor area; 54,117 gsf of retail floor area; a 14,690-gsf child care center, and 236,000 square feet (sf) of open areas. Parking would be provided in four below-grade parking garages² and six individual,

¹ Gross square footages and square footages presented for the existing and proposed uses are approximate.

² The parking garages may be interconnected or partially connected; however, the engineering feasibility of internal connections has yet to be determined.

two-car, parking garages serving 12 of the 14 units in the Laurel Duplexes group. New public pedestrian walkways are proposed through the site in a north-south direction between California Street and the intersection of Masonic and Euclid avenues approximately along the line of Walnut Street and in an east-west direction between Laurel Street and Presidio Avenue along the line of Mayfair Drive. A project variant that would replace the office space in the Walnut Building with 186 additional residential units, for a total of 744 dwelling units and no office space on the project site, is also being considered.

PROJECT LOCATION AND SITE CHARACTERISTICS

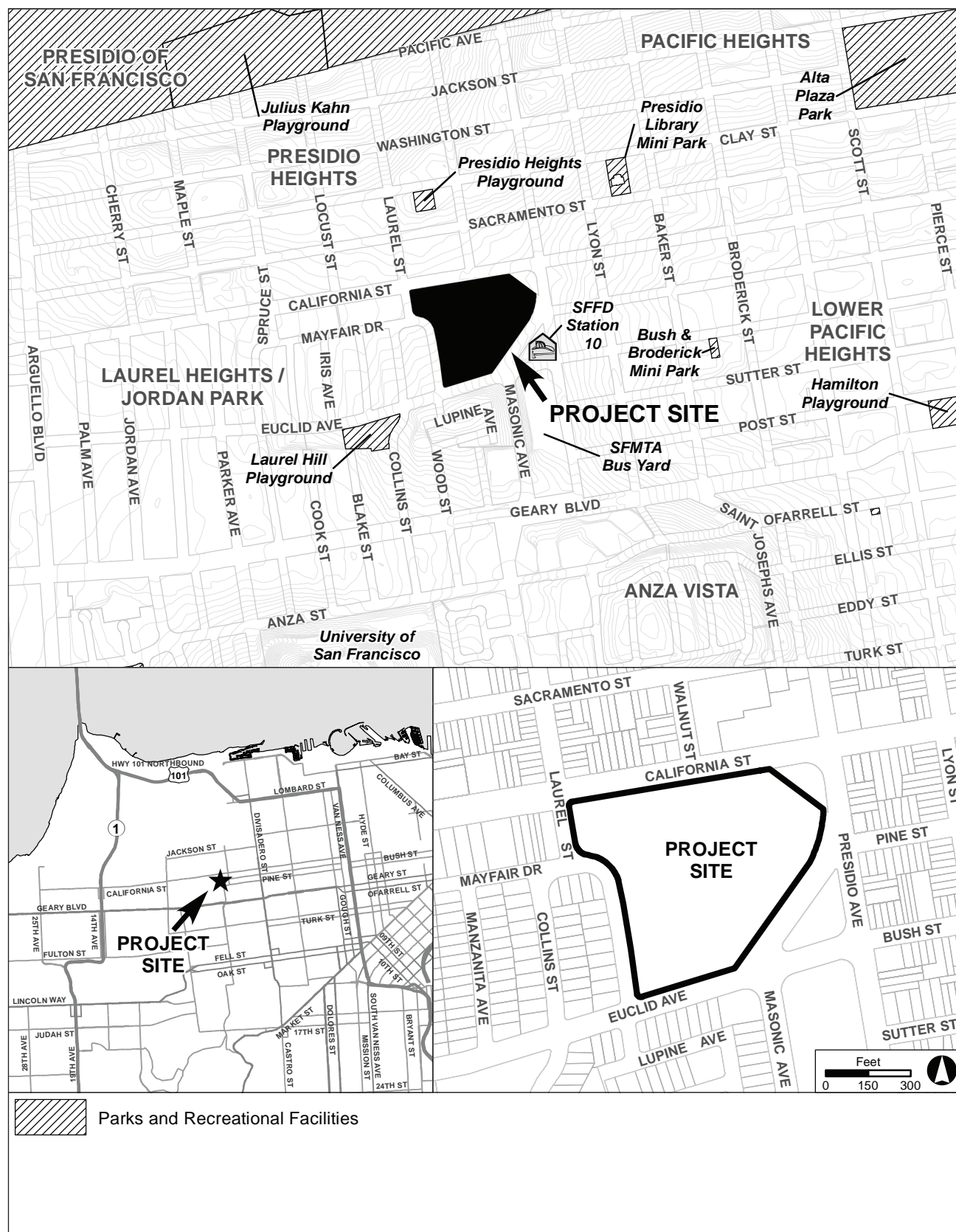
The approximately 446,490-square-foot, or 10.25-acre, project site occupies Lot 003 on Assessor's Block 1032 in San Francisco's Presidio Heights neighborhood in the northwest portion of San Francisco (see **Figure 1: Project Location**). The irregularly shaped parcel is bounded by California Street to the north, Presidio Avenue to the east, Masonic Avenue to southeast, Euclid Avenue to the south, and Laurel Street/Mayfair Drive to the west. The two-story building that houses the SF Fire Credit Union, located on a triangular-shaped lot at the northeast corner of Assessor's Block 1032 (corner of California Street and Presidio Avenue), is not part of the project site. The parcel is located within an RM-1 Zoning District³ and a 40-X Height and Bulk District. The existing office building at the center of the site is a historic resource and the site and surrounding area were part of the former Laurel Hill Cemetery, California Historical Landmark No. 760.

Along California Street, the project site is bordered by an approximately 10-foot-tall brick wall with a pedestrian entrance and curb cut for the California Street entrance. At the corner of Laurel and California streets, the brick wall joins with the one-story annex building to wrap around the corner and along Laurel Street. It continues to border the project site to the west, with a pedestrian entrance and curb cut for the Mayfair entrance. South of the entrance, the wall is set back behind a formally landscaped, stepped slope, and terminates immediately north of the Laurel Street entrance. The existing office building has a brick perimeter wall along its Presidio Avenue and Masonic Avenue frontages and is set back by at least 36 feet from the east (Masonic Avenue) property line. The eastern portion of the project site has a substantial number of mature trees, landscaping, and open space.

Approximately 63 percent of the site is covered by buildings or other impermeable surfaces (e.g., internal roadways and surface parking lots) and 37 percent is landscaping or landscaped open space. The project site's topography exhibits a generally southwest-to-northeast trending downslope. From its high point of 308 feet San Francisco City Datum⁴ at the southwest corner (Euclid Avenue and Laurel Street), the site slopes downward to the north and east toward California Street and Presidio Avenue with a grade change of approximately 65 feet. The average slope gradient on the site is approximately 20 percent. However, the slope gradient varies from 5 to 15 percent on the northern portion of the site to greater than 15 percent on the southern portion.

³ The RM-1 Zoning District is designed to accommodate a mixture of houses and apartment buildings of generally low densities and a variety of building forms and sizes. In addition to residential uses, the RM district also allows residential care facilities, child care facilities, group housing, and religious orders.

⁴ San Francisco City Datum establishes the City's zero point for surveying purposes at approximately 8.6 feet above the mean sea level established by the 1929 U.S. Geological Survey datum.



Source: SWCA (2017)

3333 CALIFORNIA STREET MIXED-USE PROJECT

2015-014028ENV

FIGURE 1: PROJECT SITE LOCATION

At the center of the project site is a four-story, 455,000-gsf office building that includes a three-level, partially below-grade parking garage (see **Figure 2: Existing Site**). The existing office building was originally constructed in 1955 and has north, south, and east wings. Between 1963 and 1966, the office building was expanded and a parking garage was constructed under the east wing. Due to the site's slope, the existing office building has three partially below-grade floors on the south and east elevations (along Masonic and Presidio avenues) and four above-grade floors on the north and west elevations (along California and Laurel streets). The building is approximately 55.5 feet tall as measured along the north elevation to the top of the roof (exclusive of the approximately 13-foot-tall mechanical penthouse).

The existing office building includes approximately 349,500 gsf of office space for UCSF administrative, academic research, and social and behavioral science department uses. The building's south wing has a child care center, accessed via the Laurel Street surface parking entrance closest to Euclid Avenue. An outdoor courtyard at the south end of the building is used as a children's play space.

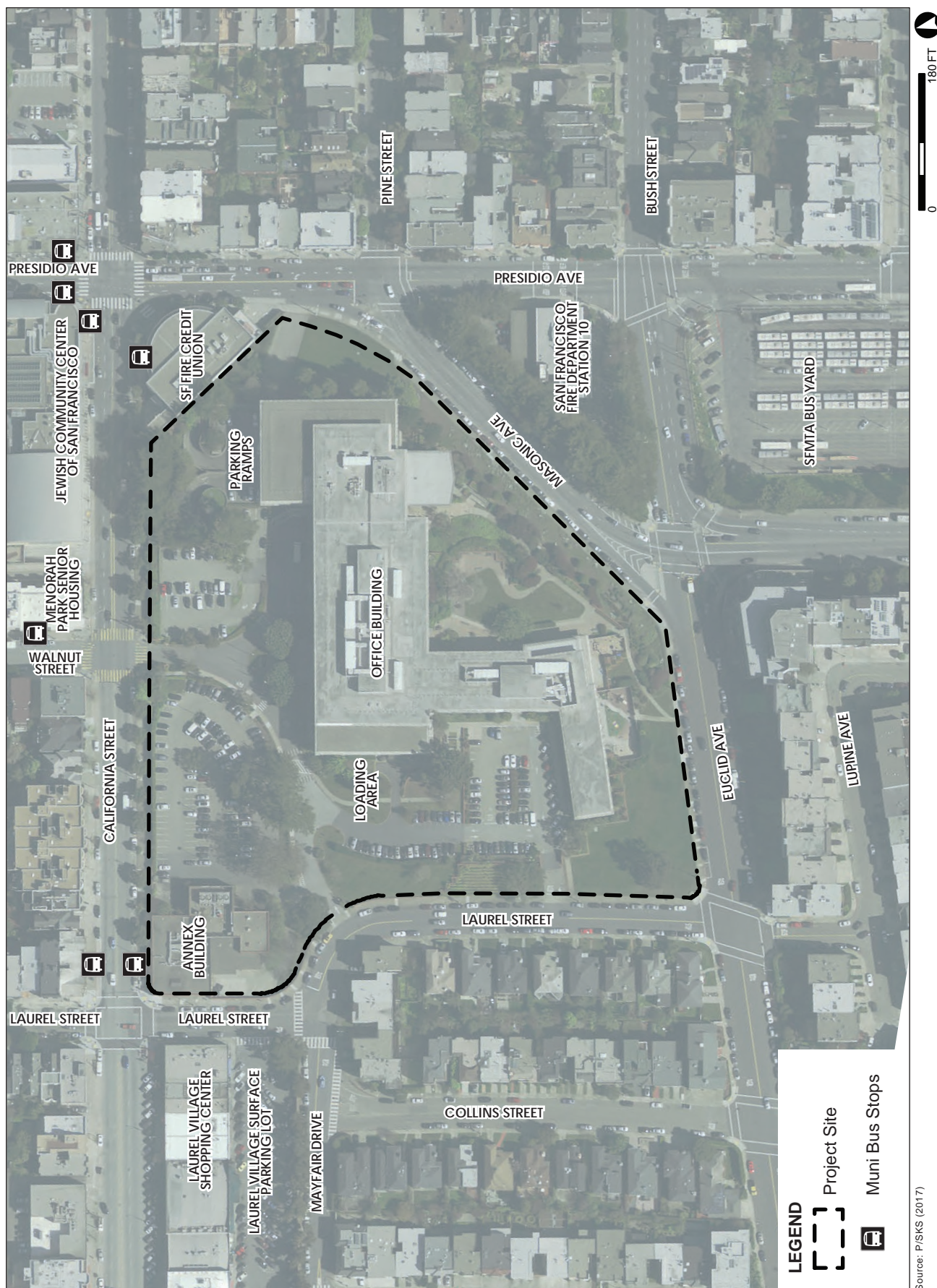
The parking garage has 93,000 gsf of parking (212 spaces) and circulation space and 12,500 gsf of storage space on Basement Levels B1 through B3,⁵ two electrical substations within Basement Level B2, and an emergency diesel generator within Basement Level B1.

A 14,000-gsf, one-story annex building, on the northwest corner of the project site (at the corner of California and Laurel streets), houses the boilers, chillers, and water treatment facilities for the existing office building, other plant operations systems, office space for the physical plant engineers, and unused laboratory space.

Three surface parking lots on the north and west portions of the site (331 spaces), two circular garage ramp structures that lead to below-grade parking levels, and landscaping or landscaped open space make up the remainder of the project site. One of the parking lots provides public parking and the other two are reserved for UCSF staff with monthly paid parking permits. There are five freight loading spaces in the off-street freight loading dock, located at grade on the west end of the existing office building. Five car-share spaces and 15 bike parking spaces are located on Basement Level B1 of the garage.

The surface parking lots and the parking garage are connected by an internal roadway system and the circular garage ramp structures north of the existing office building's east wing. The surface parking lots, parking garage, and off-street freight loading dock can be accessed via the main entrance on California Street at Walnut Street, and the Mayfair Drive and Laurel Street driveways. The parking garage can also be accessed directly from the Presidio Avenue driveway for those with garage access permits. Pedestrian access to the campus is provided at California Street, Laurel Street, and Euclid Avenue, and an internal sidewalk system leads to the office building's entrances.

⁵ San Francisco Planning Department, Letter of Determination re: 3333 California Street, March 5, 2015, pp. 11-21.



3333 CALIFORNIA STREET MIXED-USE PROJECT

FIGURE 2: EXISTING SITE

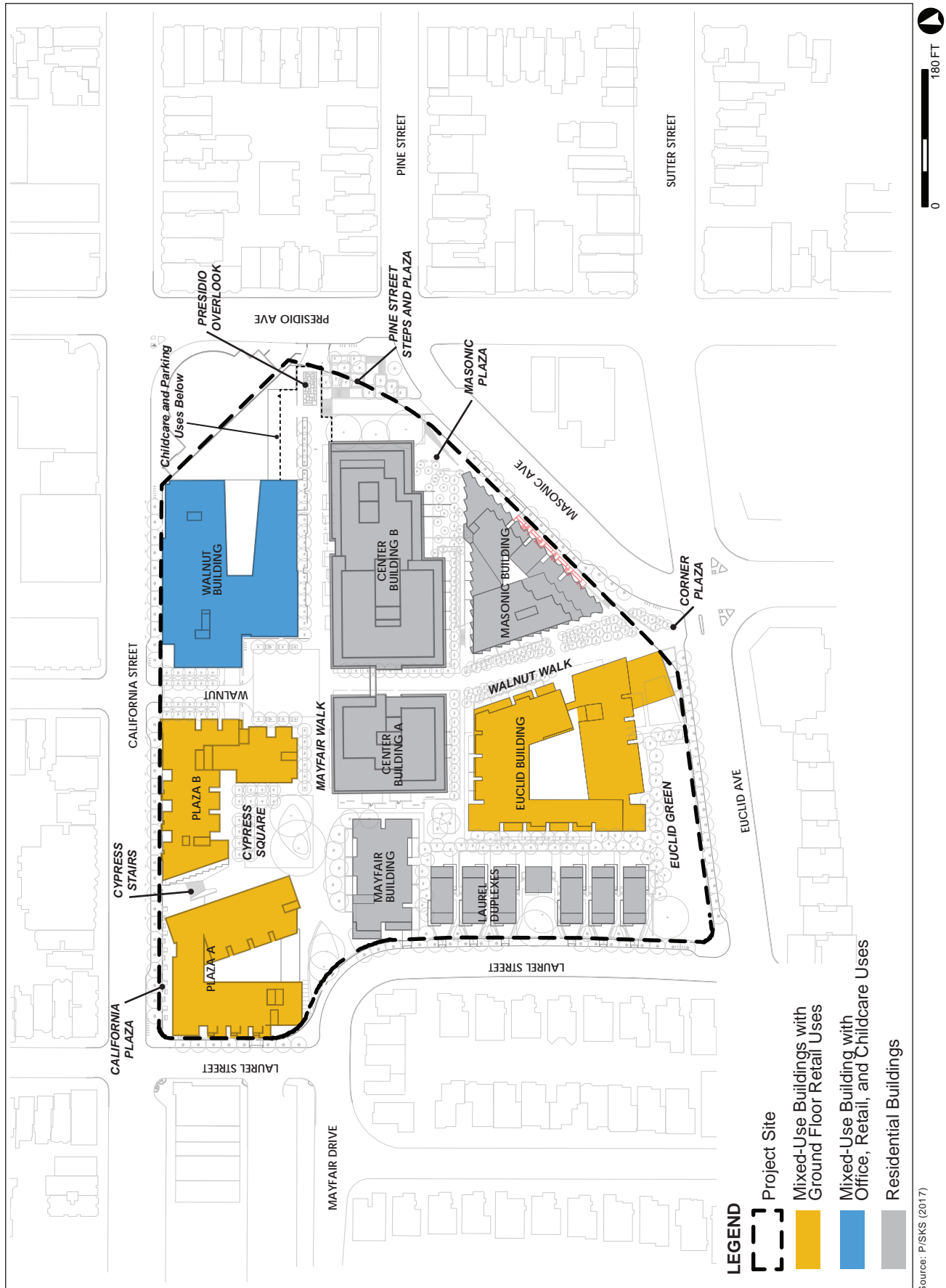
The project site has partially wooded and landscaped areas along its perimeter. There are approximately 195 trees on the site, which are comprised of 48 different tree species. The project site contains approximately 165,200 square feet of open area that includes approximately 34,300 square feet of privately owned, publicly accessible open space and approximately 17,600 square feet of internal private open space. The majority of the open area is in inaccessible planted areas such as the densely planted and sloped area on the southeast portion of the site.

PROPOSED PROJECT

The proposed project would consist of the phased development of residential uses (anticipated to include both market-rate and affordable dwelling units), retail uses, office uses, a child care center, parking, streetscape improvements, and open space. The existing 14,000-gsf annex building and the two circular garage ramp structures would be demolished, and the existing 455,000-gsf office building, which includes a three-level, partially below-grade parking garage, would be partially demolished. The three existing surface parking lots would be removed, and the existing parking spaces would be relocated to new or renovated below-grade parking structures. The proposed project would include partial demolition and separation of the existing office building at the center of the site into two buildings, adapted for residential uses as Center Building A and Center Building B, and the construction of 13 new buildings along the California Street, Masonic Avenue, Euclid Avenue, and Laurel Street edges: the Plaza A, Plaza B, Walnut, Masonic, and Euclid buildings; the Laurel Duplexes; and the Mayfair Building (see **Figure 3: Proposed Site Plan**). The center buildings would be strengthened to accommodate a two-story addition to Center Building A and a two- and three-story addition to Center Building B. The two buildings would be connected by a covered bridge at the fourth level.

The proposed project would eliminate approximately 376,000 gsf of the existing uses, retaining 49,999 gsf of office uses, relocated elsewhere on the project site, and renovating portions of the existing office building as described above (see **Table 1: Project Summary**). The proposed land use program would be predominantly residential with a mix of other uses (office, retail, child care, and parking). Overall, 1,372,270 gsf of new and rehabilitated space, comprising 824,691 gsf of residential floor area with 558 dwelling units; 49,999 gsf of office floor area; 54,117 gsf of retail floor area; and a 14,690-gsf child care center use would be developed under the proposed project.

The proposed project would amend the San Francisco General Plan (the general plan) and the San Francisco Planning Code (planning code), adding a new Special Use District (SUD) and amending the Zoning and Height and Bulk District Maps. The SUD would establish land use controls for the project site. The Zoning Maps would be amended to change the designation of the site from the current zoning district (Residential, Mixed District, Low Density [RM-1] Zoning District) to the proposed SUD. Height limits would remain at 40 feet except along California Street, where they would be increased from 40 to 45 feet to accommodate higher ceilings for ground-floor retail uses, and at the center of the site from 40 to 80 feet for Center Building A and 92 feet for Center Building B, resulting from the adaptive reuse of the existing office building, which is approximately 55.5 feet tall as measured along the north elevation to the top of the roof (exclusive of the approximately 13-foot-tall mechanical penthouse).



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FIGURE 3: PROPOSED SITE PLAN

Table 1: Project Summary

Use	Existing		Proposed Project	
	Existing Gross Square Footage or Number of Spaces	Location	Proposed Gross Square Footage or Number of Spaces	Proposed Location
Existing Uses Included in the Proposed Project				
Office	338,000 gsf	Office Bldg.	49,999 gsf	Walnut Building (new construction)
Accessory Office	14,000 gsf	Annex Bldg.	Not Applicable	Not Applicable
Child Care	11,500 gsf	Office Bldg.	14,690 gsf	Walnut Building (new construction)
Storage & Tenant Spaces	12,500 gsf	Office Bldg.	Not Applicable	Not Applicable
Structured Parking	93,000 gsf	Parking Garage	428,773 gsf 93,000 gsf retained or moved 335,773 gsf new	Center Building B Garage (two parking levels retained) ^{Note A} California Street, Masonic, Mayfair, and Laurel Duplex garages (new construction)
Parking Spaces	543 spaces ^{Note B} (212 garage plus 331 in surface lots)	Parking Garage and 3 surface lots	895 spaces ^{Note C}	Center Building B, California Street, Masonic, Mayfair, and Laurel Duplex garages
Freight Loading Spaces	5 spaces	West side of Office Bldg.	6 spaces	California Street Garage (3 spaces), Masonic Garage (3 spaces)
Bicycle Spaces	15 spaces	Parking Garage	693 spaces (592 class 1 and 101 class 2)	Center Buildings A and B and all new buildings (class 1) California Street, Masonic Avenue, Euclid Avenue, center of site (class 2)
Open Area	165,200 sq. ft. ^{Note D}	See Note D	236,000 sq. ft. ^{Note E}	Throughout project site, including California Plaza, Cypress Square, Mayfair and Walnut Walks, Presidio Overlook, Pine Street Steps and Plaza, Masonic Plaza, Euclid Green

Use	Existing		Proposed Project	
	Existing Gross Square Footage or Number of Spaces	Location	Proposed Gross Square Footage or Number of Spaces	Proposed Location

(Continued)

New Uses Introduced by the Proposed Project

Residential	None	Not Applicable	824,691 gsf	Total
			189,919 gsf (adaptive reuse of Office Bldg.)	Center Buildings A and B (renovated Office Bldg. with additional floors)
			634,772 gsf new	Plaza A, Plaza B, Masonic, Euclid, and Mayfair buildings and Laurel Duplexes (new construction)
			558 dwelling units	All buildings except Walnut Building
Retail	None	Not Applicable	54,117 gsf	Plaza A, Plaza B, Walnut, and Euclid buildings (new construction)
On-Street Commercial and Passenger Loading Spaces	0	Not Applicable	5 (conversion of 15 parking spaces)	California Street and Laurel Street (2 commercial spaces) Masonic Avenue, Euclid Avenue, Laurel Street (3 passenger spaces)
TOTAL GROSS SQUARE FOOTAGE / NUMBER OF SPACES	Existing: 469,000 gsf / 543 spaces		Proposed Project: 1,372,270 gsf / 895 spaces	

Notes:

- A** With the adaptive reuse of Center Building B, a portion of Basement Level B1 and all of Basement Level B3 under the eastern portion of the existing office building would be retained for parking and integrated with the proposed California Street Garage (under the proposed Plaza A, Plaza B, and Walnut buildings) and with new below-grade parking under the proposed Masonic, Euclid, and Mayfair buildings.
- B** There are five existing car-share spaces in Basement Level B1 of the structured parking garage.
- C** Parking would include 10 car-share spaces and 26 Americans with Disabilities Act accessible spaces.
- D** Open area includes 51,900 square feet of existing privately-owned open space: the privately-owned publicly-accessible green spaces at the corner of Euclid Avenue and Laurel Street (23,600 square feet) and along Presidio Avenue (10,700 square feet), and the internal private open spaces on the south and east sides of the existing office building (a 4,500-square-foot child care play space and a 13,100-square-foot private courtyard). The remaining approximately 113,300 square feet of open area are inaccessible planted or landscaped areas.
- E** Includes privately-owned publicly accessible open space and private and common open space for the proposed residential uses. Private and common open space would be provided for each of the proposed new buildings and the renovated Center A and Center B Buildings as part of the development of each of these buildings and as part of the overall open space framework.

Source: Prado Group, SKS, BAR Architects, SCB, Jensen (August 2017)

Proposed Center Buildings A and B

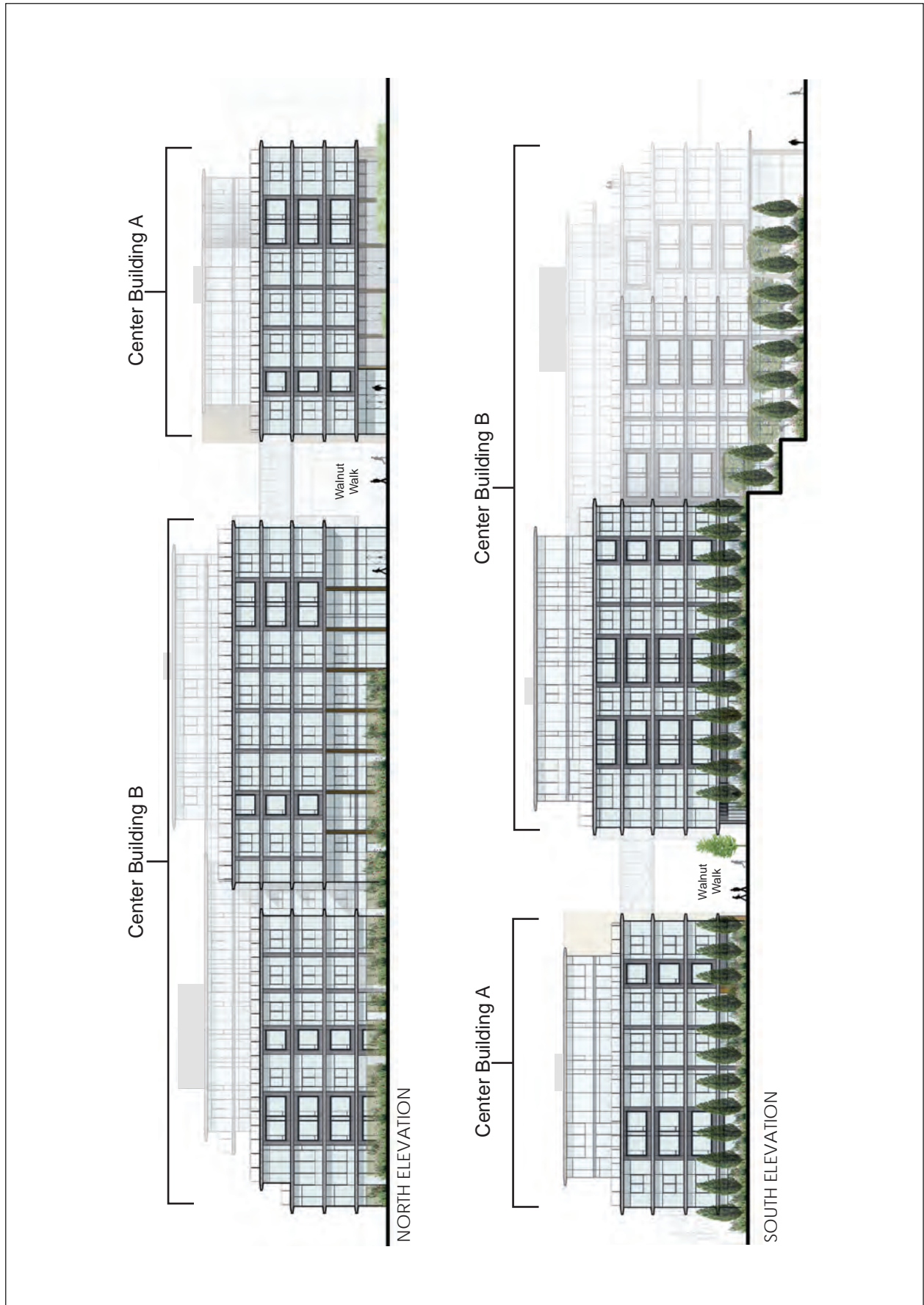
The existing office building and the three-level, partially below-grade parking garage at the center of the project site would be partially demolished. The remaining portion would be divided into two separate buildings, Center Building A and Center Building B, which would be adapted for residential use and strengthened to accommodate vertical additions (two stories would be added to Center Building A [80 feet tall] and two and three stories to the east and west portions of Center Building B [80 and 92 feet tall, respectively]) (see **Figure 4: Proposed Center Building A and Center Building B Elevations**). These new floor additions would equate to additional height of approximately 24 to 36 feet above the existing building's habitable floors. Heights are measured from the residential lobbies of Center Building A and Center Building B, adjacent to the proposed Walnut Walk, to the top of the roof. The adaptive reuse strategy for the existing office building would include the following:

- Demolition of the south wing of the existing office building, the northerly extension of the east wing, and the auditorium on the south side of the east wing
- Removal of the existing fourth floor and main entrance on the north elevation, separation of the eastern and western sections of the existing office building into separate buildings with a connecting bridge at Floor 4 that would span the proposed Walnut Walk, and interior demolition to create an interior courtyard in Center Building B
- Reconstruction of the fourth floor and extension to the outer walls of the floor below (the third floor), addition of two new residential floors to the eastern portion of the east section (Center Building B) and the west section (Center Building A), and addition of three new residential floors to the western portion of the west section of Center Building B. All residential floor additions would be set back from the edge of the existing building

Dividing the existing office building would allow for the development of a linear north-south connection from California Street to Euclid Avenue through the middle of the project site. The proposed north-south connection (the proposed Walnut Walk) would align with Walnut Street, incorporating the site into the surrounding street grid. Center Building A would be an 89,465-gsf residential building (including common areas and amenity space for residents) for 51 dwelling units. Center Building B would be a 252,681-gsf building with 233,423 gsf of residential floor area (including common areas and amenity space for residents) for 139 dwelling units and 19,258 gsf of space for parking (see **Table 2: Characteristics of Proposed Buildings on the Project Site**). The building would have residential uses on the eastern portions of Basement Levels B1 and B2 (possible because the site's south-to-north and west-to-east downward-trending slope means that these levels are not completely subsurface at these "basement" levels).

Proposed New Buildings

The proposed project would include the construction of 13 new buildings, listed below. Similar to Center Buildings A and B the proposed new buildings would also have below-grade and partially below-grade levels due to the site's south-to-north and west-to-east downward-trending slope. (See **Table 2, Figure 3, Figure 5: Proposed California Street and Presidio/Masonic Avenue Elevations**, and **Figure 6: Proposed Euclid Avenue and Laurel Street Elevations**.)



Source: P/SKS (2017)

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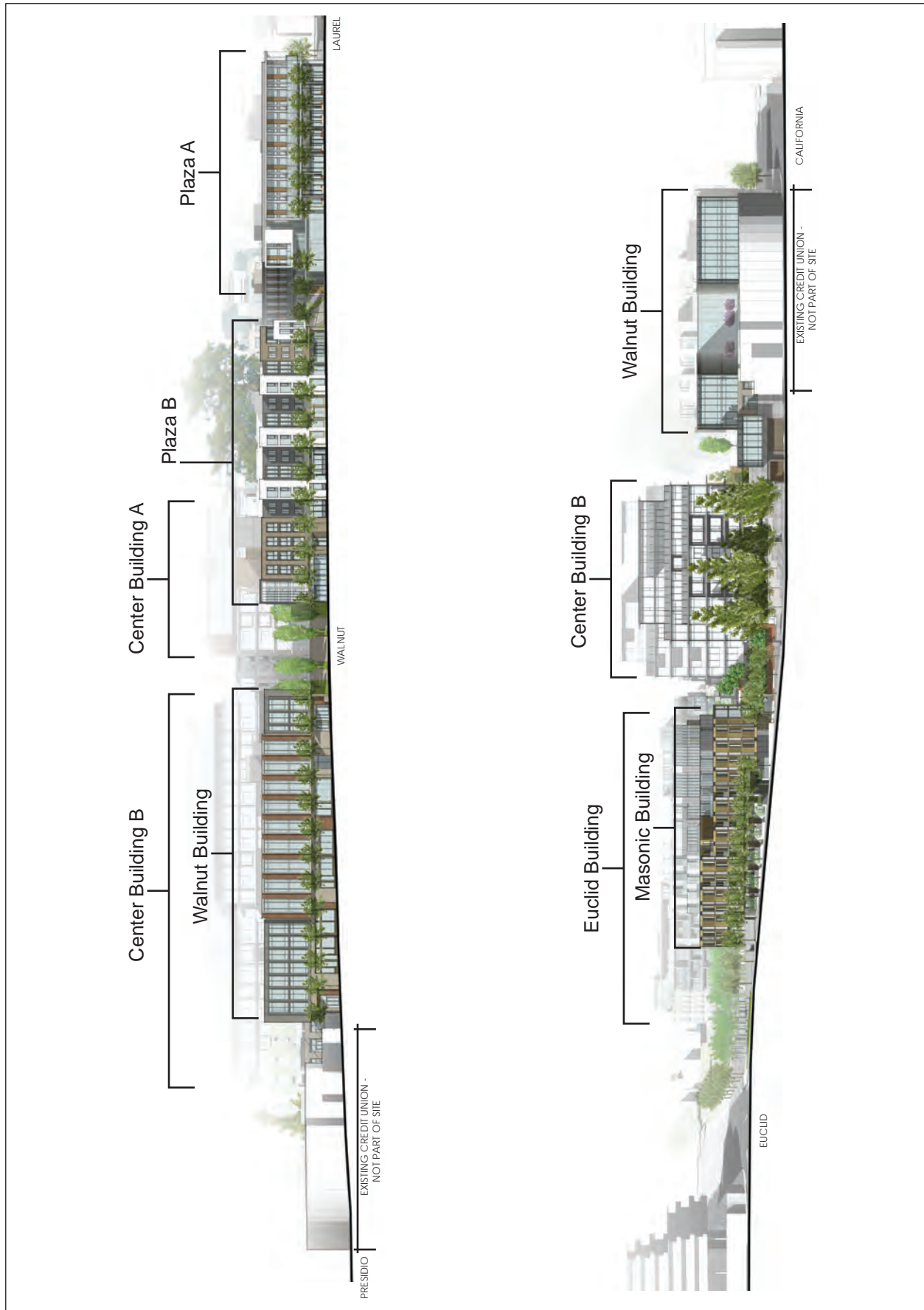
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FIGURE 4: PROPOSED CENTER BUILDING A AND CENTER BUILDING B ELEVATIONS

Table 2: Characteristics of Proposed Buildings on the Project Site

Building Characteristics	Center Bldg. A	Center Bldg. B	Plaza A Building	Plaza B Building	Walnut Building	Masonic Building	Euclid Building	Laurel Duplex (7)	Mayfair Building	Totals
Location	Center of Site (Office Bldg. Renovation)		California Street (New Construction)			Presidio/Masonic/Euclid (New Construction)		Laurel Street (New Construction)		
Building Height	80 ft.	80 – 92 ft.	45 ft.	45 ft.	45 ft.	40 ft.	40 ft.	37 - 40 ft.	40 ft.	--
Number of Stories	6	6 - 7	4	4	3	4 - 6	4 - 6	4	4	--
Use (gsf)	89,465	252,681	144,878	145,618	263,453	124,892	233,623	58,839	58,821	1,372,270
Residential	89,465	233,423	66,150	72,220	0	88,906	177,345	54,111	43,071	824,691
Office	0	0	0	0	49,999	0	0	0	0	49,999
Retail	0	0	14,178	11,328	24,324	0	4,287	0	0	54,117
Child Care	0	0	0	0	14,690	0	0	0	0	14,690
Parking	0	19,258	64,550	62,070	174,440	35,986	51,991	4,728	15,750	428,773
Dwelling Units	51	139	67	61	0	61	135	14	30	558
Studio+1 bedroom	24	50	40	30	0	27	50	0	14	235
2 bedroom	11	51	23	25	0	24	54	1	6	195
3 bedroom	10	29	4	6	0	10	31	1	10	101
4 bedroom	6	9	0	0	0	0	0	12	0	27
Vehicle Parking Spaces	51^{Note A}	139^{Note A}	180^{Note B}	95	177	61	150	12^{Note C}	30	895^{Note D}
Residential	51	139	67	61	0	61	137	12	30	568 ^b
Retail	0	0	43	34	48	0	13	0	0	138
Commercial	0	0	60	0	0	0	0	0	0	60
Office	0	0	0	0	100	0	0	0	0	100
Child Care	0	0	0	0	29	0	0	0	0	29
Bicycle Parking Spaces^{Note E}	56	153	96	77	40	67	156	15	33	693
Residential Class 1/Class 2	51 / 5	139 / 14	67 / 7	61 / 6	0	61 / 6	135 / 14	14 / 1	30 / 3	558 / 56
Retail Class 1 ^{Note F} /Class 2	0	0	10 / 12	0 / 10	4 / 4	0	0 / 7	0	0	14 / 33
Child Care Class 1/Class 2	0	0	0	0	10 / 10	0	0	0	0	10 / 10
Office Class 1/Class 2	0	0	0	0	10 / 2	0	0	0	0	10 / 2
Notes: A Parking for Center Buildings A and B would be provided in Basement Levels B1 and B3 under Center Building B (32 spaces), in Basement Level B1 of the proposed California Street Garage (106 spaces), and in Basement Level B1 of the proposed Masonic Garage (52 spaces). B Includes the 10 car-share spaces. C The two parking spaces for the Laurel Duplex without a private parking garage would be located within the proposed Masonic Garage. D Includes the 10 car-share spaces and 26 Americans with Disabilities Act spaces. E Residential Class 1 spaces would be located within storage rooms in the proposed buildings. Class 2 spaces would be located along adjacent sidewalks near proposed retail and residential entrances. F Retail Class 1 spaces would be located in two separate bicycle storage rooms in Basement Level B1 – one under the Plaza B Building and one under the Walnut Building.										

Source: Prado Group, SKS, BAR Architects; Solomon Cordwell Buenz; and Jensen Architects (August 2017)



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**FIGURE 5: PROPOSED CALIFORNIA STREET AND
PRESIDIO/MASONIC AVENUE ELEVATIONS**



Source: P/SKS (2017)

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FIGURE 6: PROPOSED EUCLID AVENUE AND LAUREL STREET ELEVATIONS

- ***Plaza A Building:***
 - Four-story, 45-foot-tall, 144,878-gsf building at the corner of Laurel and California streets.
 - 66,150 gsf of residential floor area (including common areas and amenity space for residents) for 67 dwelling units, 14,178 gsf of ground-floor retail space, and 64,550 gsf of space for parking, circulation, and storage and mechanical rooms on two parking levels.
 - Approximately 155 feet wide along California Street and approximately 170 feet wide along Laurel Street.
 - Retail spaces accessed from California Street; primary residential entrance on Laurel Street.
 - Set back approximately 18 feet from California Street, forming the proposed California Plaza.
- ***Plaza B Building:***
 - Four- to five-story, 45-foot-tall, 145,618-gsf building between the proposed Plaza A Building and the Walnut Street extension.
 - 72,220 gsf of residential floor area (including common areas and amenity space for residents) for 61 dwelling units, 11,328 gsf of retail space, and 62,070 gsf of space for parking, circulation, and storage and mechanical rooms on two parking levels.
 - Inverted L-shaped building extending to the California Street property line and framing the proposed Cypress Square on the south and west sides of the building.
 - Approximately 215 feet wide along California Street and approximately 176 feet wide along the Walnut Street extension.
 - Retail spaces accessed from California Street; primary residential entrance on Mayfair Walk.
- ***Walnut Building:***
 - Three-story, 45-foot-tall, 263,453-gsf mixed-use building east of the Walnut Street extension.
 - 24,324 gsf of retail space, 49,999 gsf of office space, 14,690 gsf of child care center space, and 174,440 gsf of space for parking, circulation, loading, and storage and mechanical rooms on three parking levels.
 - U-shaped building framing an interior courtyard on three sides overlooking the triangular-shaped outdoor childcare terrace and the adjacent SF Fire Credit Union to the east.
 - Approximately 245 feet wide along California Street, approximately 176 feet wide along the Walnut Street extension, and approximately 70-feet wide along Presidio Avenue.
- ***Masonic Building:***
 - Four- to six-story, 40-foot-tall, triangular-shaped 124,892-gsf building bounded by the proposed Walnut Walk on the west, the private terraces and landscaped area between the building and Center Building B on the north, and Masonic Avenue on the southeast.

- 88,906 gsf of residential floor area (including residential amenity space) for 61 dwelling units and 35,986 gsf of space for parking, circulation, and storage and mechanical rooms on a single parking level.
- Approximately 238 feet wide along Masonic Avenue, approximately 177 feet wide along the proposed Walnut Walk, and approximately 210 feet wide along the area with private terraces and landscaping between the Masonic Building and Center Building B.
- First level partially below-grade (the Masonic Garage) due to the site's southwest-to-northeast downward-trending slope.
- ***Euclid Building:***
 - Four- to six-story, 40-foot-tall, 233,623-gsf building bounded by the private terraces and landscaped area between it and Center Building A on the north, the proposed Walnut Walk on the east, Euclid Avenue on the south, and the proposed private terraces on the west between it and the Laurel Duplexes.
 - 177,345 gsf of residential floor area (including common areas) for 135 dwelling units, 4,287 gsf of retail space, and 51,991 gsf of space for parking and circulation in the single-level parking garage (the Masonic Garage) accessed from Masonic Avenue.
 - 220 feet wide along Euclid Avenue, approximately 254 feet wide along the proposed Walnut Walk, approximately 158 feet wide along the landscaped area between it and Center Building A, and approximately 210 feet wide along the area with private terraces and landscaping between it and the Laurel Duplexes.
 - Set back approximately 67 feet from the Euclid Avenue property line, forming Euclid Green and the private Euclid Terrace open spaces.
 - Internal private courtyard.
- ***Laurel Duplexes:***
 - Seven detached buildings along Laurel Street between Euclid Avenue and the proposed Mayfair Building, each with two residential units.
 - Four stories tall and ranging in height from 37 to 40 feet.
 - 58,839 gsf of total floor area with 54,111 gsf of residential floor area and 4,728 gsf of parking and storage space.
 - Full basement and an independently accessible parking garage for six of the seven duplexes. Parking for the center duplex would be in the parking garage proposed under the Euclid and Masonic buildings in order to retain a mature Live Oak tree.
- ***Mayfair Building:***
 - Four-story, 40-foot-tall, 58,821-gsf building bounded by the proposed Mayfair Walk on the north, the proposed landscaped area to the east between it and Center Building A, the proposed Laurel Duplexes on the south, and Laurel Street on the west.

- 43,071 gsf of residential floor area (including common areas) for 30 dwelling units, and 15,750 gsf of space for parking, circulation, and storage and mechanical rooms on a single parking level.
- Approximately 138 feet wide along the proposed Mayfair Walk, approximately 77 feet wide along the proposed landscape area between the Mayfair Building and Center Building A, approximately 138 feet wide along the proposed Laurel Duplexes, and approximately 77 feet wide along the west (Laurel Street) property line.

Proposed Parking, Circulation, and Loading

Proposed Parking and Circulation

Off-Street Parking

The proposed parking program would replace and expand the existing 543 surface and subsurface parking spaces on the project site. Overall there would be a total of 895 off-street parking spaces (see **Table 3: Parking Summary**). Parking would be provided in four below-grade parking garages – the California Street Garage, under the Plaza A, Plaza B, and Walnut buildings; the Center Building B Garage, encompassing the two renovated below-grade parking levels under Center Building B (Basement Levels B1 and B3); the Masonic Garage, under the Masonic and Euclid buildings; and the Mayfair Garage, under the Mayfair Building – and in six individual, two-car, parking garages for six of the seven Laurel Duplexes. The ten garages would total 428,773 gsf.

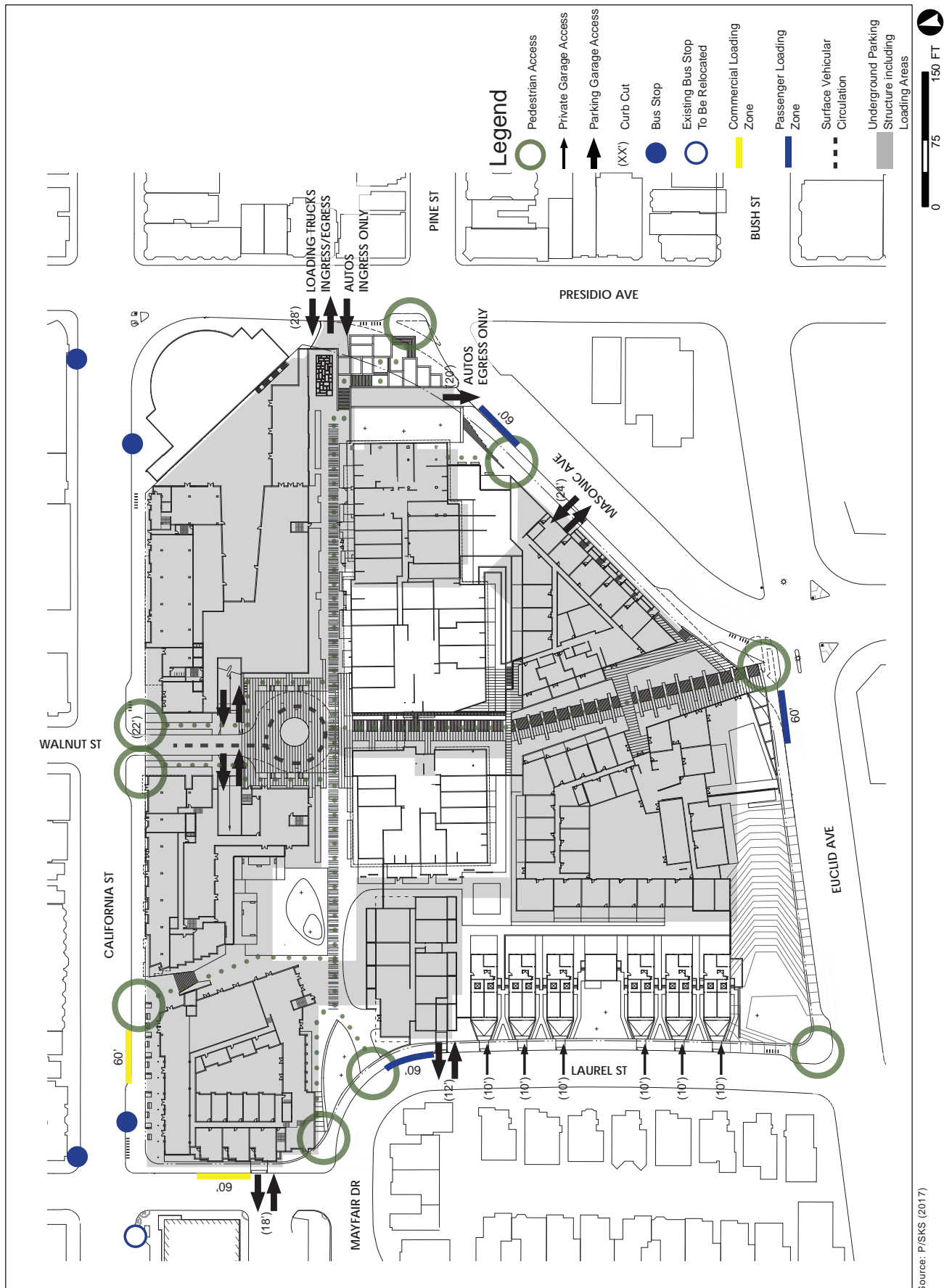
Vehicles would enter and exit the proposed parking garages from the following access points (see **Figure 7: Proposed Site Access** on p. 19):

- An entry/exit driveway off each side of the Walnut Street extension into the project site for the California Street Garage.
- A shared driveway off Presidio Avenue. The driveway would have one entry/exit to the off-street freight loading dock in the California Street Garage. A separate entry (ingress only) would lead to the office, child care, retail, and commercial parking spaces on Basement Levels B3 and B2 of the California Street Garage and to the residential parking in Basement Level B3 of the Center Building B Garage.
- An exit-only driveway onto Masonic Avenue near the intersection with Pine Street for the California Street and renovated Center B Building garages.
- An entry/exit driveway off Masonic Avenue for the Masonic Garage.
- Six individual driveways along Laurel Street for six of the Laurel Duplexes.
- An entry/exit driveway onto Laurel Street south of Mayfair Drive for the Mayfair Garage.
- An entry/exit onto Laurel Street between California Street and Mayfair Drive for the California Street Garage (residential only).

Table 3: Parking Summary

Proposed Garage	Primary Entrances to Garage	No. of Parking Spaces	Assigned Use
California Street Garage (Under Plaza A, Plaza B, and Walnut buildings)	Laurel Street	128	Residential uses in Plaza A and Plaza B buildings
	Walnut Street	103	Retail uses in Plaza A, Plaza B, Walnut, and Euclid buildings
		106	Residential uses in Center Buildings A and B
	Presidio Avenue	100 office 35 retail 29 child care	Walnut Building office, retail and child care uses
		10 car share 60 commercial	
Center B Building Garage (Renovated Parking Levels)			
Basement Level B1	Walnut Street	6	Residential uses in Center Buildings A and B
Basement Level B3	Presidio Avenue	26	Residential uses in Center Buildings A and B
Masonic Garage (Under Masonic and Euclid Buildings)	Masonic Avenue	52	Residential uses in Center Buildings A and B
		61	Masonic Building residential uses
		135	Euclid Building residential uses
		2	Laurel Duplex (1) residential uses
Mayfair Garage (Under Mayfair Building)	Mayfair Drive	30	Mayfair Building residential uses
Laurel Garages (Under 6 of 7 Laurel Duplexes)	Laurel Street	12	Laurel Duplexes (6) residential uses
Total No. of Parking Spaces		895	558 for residential uses 138 for retail uses 100 for office use 29 for child care use 60 commercial 10 car-share spaces

Source: Prado Group, SKS, BAR Architects; Solomon Cordwell Buenz; and Jensen Architects (August 2017)



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FIGURE 7: PROPOSED SITE ACCESS

Curb cuts would be changed, added, or relocated, as follows:

- The existing 28-foot-wide curb cut at the California Street entrance would be reduced to 22 feet with the development of curb bulb-outs at the extension of Walnut Street into the project site, which would terminate with a roundabout. The Walnut Street extension would provide access to two of the California Street parking garage entrances.
- The existing 28-foot-wide curb cut on Presidio Avenue would remain, but would be adjusted slightly to follow the proposed modification to the alignment of the west curb on Presidio Avenue, to be parallel to the existing east curb. The driveway would provide in and out access for the off-street freight loading area and separate in-only access to the California Street Garage for office, retail, and child care uses as well as commercial parking and car-share spaces and to the Center Building B parking level at Basement Level B3 for residential parking.
- A new 20-foot-wide curb cut would be provided for vehicles exiting to Masonic Avenue from the California Street Garage and Basement Level B3 of Center Building B.
- A new 24-foot-wide curb cut on Masonic Avenue would provide in and out access to the proposed Masonic and California Street garages.
- The existing 27-foot-wide curb cut on Laurel Street (between Mayfair Drive and Euclid Avenue) would be removed.
- Six separate 10-foot-wide curb cuts would be added along Laurel Street, south of Mayfair Drive, to provide access to six of the seven Laurel Duplex garages.
- The existing 22-foot-wide curb cut on Mayfair Drive would be relocated to the south and modified to be a 12-foot-wide driveway to provide in and out access to the proposed Mayfair Building's below-grade parking garage.
- A new 18-foot-wide curb cut on Laurel Street, south of California Street, would provide in and out access to the proposed California Street Garage.

On-Street Parking

The proposed project would reduce the existing 102 on-street vehicle parking spaces (including two car-share spaces on Euclid Avenue) to approximately 66 by eliminating spaces for new curb cuts and converting existing spaces to five new commercial and passenger loading zones (see "Proposed Loading Program" on pp. 21-22). Overall, there would be a net reduction of 33 on-street parking spaces.⁶

Proposed Bicycle Parking

The proposed project would provide 592 class 1 bicycle parking spaces (558 spaces for residential uses, 10 spaces for office uses, 14 spaces for retail uses, and 10 spaces for the child care use) and 101 class 2 bicycle parking spaces (56 spaces for residential uses, 2 spaces for office uses, 33 spaces for retail uses, and

⁶ Three additional spaces are being removed as a result of Muni Forward and the shift of the inbound Muni stop towards downtown at the Laurel Street/California Street intersection from the near side of the intersection (west side) to the far side (east side).

10 spaces for the child care use).⁷ The proposed class 2 bicycle parking spaces would be located along the edges of the project site at pedestrian access points and near building entrances, and adjacent to the Walnut Building near the roundabout terminating the extension of Walnut Street into the project site.

Proposed Pedestrian Circulation

The project site would be integrated with the existing street grid. Pedestrian promenades would be developed to align with Walnut Street and connect to Masonic and Euclid avenues (north/south direction), and to align with Mayfair Drive and connect to Presidio and Masonic avenues and Pine Street (east/west direction). The north-south Walnut Walk and the east-west Mayfair Walk would be closed to vehicular traffic and would provide the primary points of access to the privately owned, common useable open spaces, plazas, squares, and vista points within the project site. The northern portion of Walnut Walk would be the extension of Walnut Street into the project site, which would provide vehicular access to the California Street Garage and terminate at a roundabout.

Pedestrians would be able to walk through the project site from Laurel, California, and Walnut streets to Presidio Avenue, Masonic Avenue, Pine Street, and Euclid Avenue. A pedestrian walkway between the Plaza A and Plaza B buildings (Cypress Stairs) would provide access from the California Street sidewalk (at the midblock between Laurel and Walnut streets) to Cypress Square. Pedestrian access would also be provided at Walnut Street; at Presidio Avenue near the corner of Pine Street at the eastern terminus of Mayfair Walk (Pine Street Steps and Plaza); at the intersection of Masonic and Euclid Avenues at the southern terminus of Walnut Walk (Corner Plaza); and at the western terminus of Mayfair Walk. Pedestrian access to Euclid Green would be provided at the corner of Laurel Street and Euclid Avenue. (See "Proposed Open Space" on pp. 24-26 for a description of these spaces.) These spaces would comply with the Americans with Disabilities Act.

Proposed Loading Program

The proposed project would provide six off-street commercial and residential freight loading spaces: three located in the off-street freight loading area in the proposed California Street Garage, accessed from Presidio Avenue, and three located in the off-street freight loading area in the proposed Masonic Garage under the Masonic and Euclid buildings. Both would accommodate garbage trucks as well as delivery vehicles for the retail and office tenants. Residential move-in and move-out loading activities for the new and renovated buildings (except the Laurel Duplexes) would occur within these off-street freight loading areas in the proposed California Street and Masonic garages or from existing on-street spaces along California Street, Presidio Avenue, Masonic Avenue, Euclid Avenue, or Laurel Street (with a special time-limited permit from the SFMTA for use of existing on-street parking spaces). Residential move-in and move-out loading activities for the Laurel Duplexes would occur along Laurel Street (with a special time-limited permit from the SFMTA for use of on-street parking spaces) and/or from private parking garages.

⁷ Class 1 bicycle parking facilities are spaces in secure, weather-protected facilities intended for use as long-term, overnight, and workday bicycle storage by dwelling unit residents, non-residential occupants, and employees. Class 2 spaces are bicycle racks located in publicly-accessible, highly visible locations intended for transient or short-term use by visitors, guests, and patrons to the building or use. Each class 2 bicycle rack would accommodate two bicycles.

In addition to the six proposed off-street freight loading spaces, the project sponsor would request from the SFMTA the conversion of 15 on-street parking spaces to create five separate 60-foot-long commercial (2) and passenger (3) loading zones. The commercial loading zones would be located on the south side of California Street near Laurel Street and on the east side of Laurel Street near California Street. The passenger loading zones would be located on the west side of Masonic Avenue near Presidio Avenue and Pine Street, the north side of Euclid Avenue near Masonic Avenue, and the east side of Laurel Street near Mayfair Drive. Passenger loading would also occur at the proposed roundabout at the terminus of the Walnut Street extension into the project site, and at Basement Level B3 of the California Street Garage near the elevator lobby for the proposed child care center.

Transportation Demand Management (TDM) Plan

The project sponsor submitted a TDM Plan Application to the Planning Department in August 2017 and has agreed to implement selected TDM measures to reduce per capita automobile use. Selected TDM measures are summarized below:

- **Improve Walking Conditions (TDM Measure Active-1A):** Streetscape improvements proposed along California Street, Presidio Avenue, Masonic Avenue, Euclid Avenue and Laurel Street would be consistent with the Better Streets Plan. The proposed Mayfair and Walnut Walks would integrate the 10-acre site with the existing pedestrian network.
- **Bicycle Parking (TDM Measure Active-2):** Bicycle parking would be provided for residential, office, and retail uses. For residential uses, the required class 1 space for each dwelling unit and two class 2 spaces for every 20 units would be provided. The number of spaces provided for office, childcare, and retail uses would comply with the planning code.
- **Showers and Lockers (TDM Measure Active-3):** At least one shower and at least six clothes lockers would be provided for every 30 class 1 bicycle parking spaces. The number of showers and clothes lockers would meet planning code requirements.
- **Bicycle Repair Station (TDM Measure Active-5):** A bicycle repair station, with tools and supplies such as a bicycle pump and wrenches, would be located on the project site.
- **Car Share Parking (TDM Measure Cshare-1):** Ten car share spaces would be provided in Basement Level B3 of the California Street Garage in accordance with the planning code.
- **Delivery Supportive Amenities (TDM Measure Delivery-1):** An area for the receipt and temporary storage of package deliveries would be provided in the off-street loading areas or other location on the project site.
- **On-Site Childcare (TDM Measure Family-2):** An on-site childcare facility would be provided in the Walnut Building.
- **Multimodal Wayfinding Signage (TDM Measure Info-1):** Multimodal wayfinding signage that directs tenants, residents, visitors, and employees to nearby transportation services would be provided. Signage would comply with city standards.
- **Real Time Information Displays (TDM Measure Info-2):** Real time information displays (showing information about transit lines, walk time to transit locations, or the location of on-site car share vehicles, for example) would be provided in prominent locations on the project site.

- **Tailored Transportation Marketing (TDM Measure Info-3):** Individualized, tailored marketing and communication campaigns regarding sustainable transportation modes would be implemented. A TDM coordinator would manage these marketing services, which would include promotions and welcome packets with information about transportation options. Personal consultations would be offered to new residents and retail employees along with a request for a commitment to try sustainable transportation options.
- **Unbundle Parking (TDM Measure Pkg-1):** All accessory parking for the proposed project would be leased or sold separately from the rental or purchase fees.

The project's proposed TDM Plan may be refined during the planning review process for project entitlements.

Proposed Streetscape Improvements

The proposed project would include the following streetscape improvements, including widening sidewalks to meet minimum widths in the Better Streets Plan:

- **At Presidio Avenue:** The proposed project would include an encroachment at the eastern property boundary along Presidio Avenue, immediately north of the intersection with Pine Street and Masonic Avenue, to accommodate streetscape improvements.
 - Reconfiguration of the curb line in this area to regularize the property's frontage on Presidio Avenue.
 - Removal of the triangular-shaped pedestrian island and the right-most travel lane for southbound traffic on Presidio Avenue merging onto Masonic Avenue.
 - Construction of a corner bulb-out on the west side of the Masonic Avenue/Presidio Avenue/Pine Street intersection.
 - Installation of a continental crosswalk⁸ crossing Presidio Avenue (to Pine Street), and widening of the Presidio Avenue sidewalk from 10 to 15 feet.

These streetscape changes would result in an approximately 2,170-square-foot space that would be integrated with the proposed Pine Street Steps and Plaza.

- **At Masonic Avenue and Euclid Avenue:**
 - Reconfiguration of the west curb line on Masonic Avenue.
 - Removal of the triangular-shaped pedestrian island and right-most travel lane for southbound traffic on Masonic Avenue merging onto Euclid Avenue.
 - Incorporation of the existing triangular-shaped pedestrian island into the proposed Corner Plaza, which would be integrated with the southern end of the proposed Walnut Walk.

⁸ Crosswalks with a continental design have parallel striped markings that are the most visible to drivers. Use of continental design for crosswalk marking also improves crosswalk detection for people with low vision and cognitive impairment.

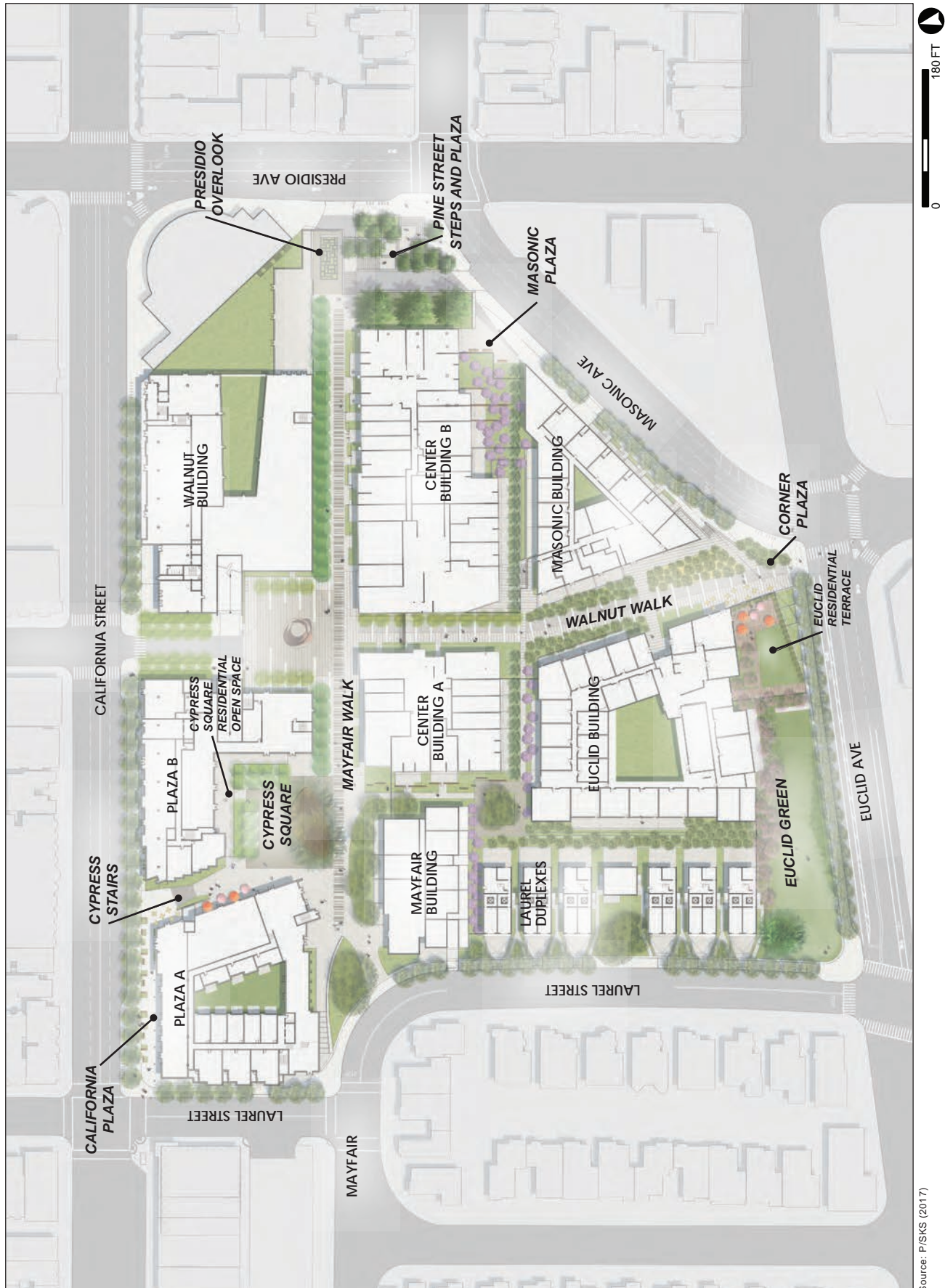
- *At Laurel Street and Mayfair Drive:*
 - Addition of a corner bulb-out at the northeast corner of Laurel Street/Mayfair Drive and an eastside crosswalk at the three-way intersection (crossing Mayfair Drive). The redesigned intersection would be an approximately 650-square-foot space that would highlight the primary east-west pedestrian access to the site – Mayfair Walk.
- *Additional Improvements:*
 - Widening of sidewalks along Masonic Avenue (from 10 to 15 feet), along Euclid Avenue (from 10.5 to 12 feet), and along Laurel Street (from 10 to 12 feet).
 - Addition of corner bulb-outs at the southwest corner of the California Street/Laurel Street intersection, at the southwest and southeast corners of the California Street/Walnut Street intersection, and at the northeast corner of the Laurel Street/Euclid Avenue intersection.

Proposed Open Space and Landscaping

Proposed Open Space

The proposed project would retain approximately 53 percent of the overall lot area (approximately 236,000 square feet, excluding green roofs) as open area, with portions developed with a combination of privately owned publicly accessible open space and private walkways, terraces, and internal courtyards (see **Figure 8: Proposed Open Space Plan**). The proposed project would include the following new landscaped open spaces:

- California Plaza (approximately 3,300 square feet) within the setback of the proposed Plaza A Building along California Street, extending east from the Laurel Street/California Street intersection to the proposed Cypress Stairs.
- Cypress Square (between the Plaza A and B buildings) and the western portion of the proposed east-west Mayfair Walk (approximately 28,150 square feet), accessed from the Cypress Stairs between the Plaza A and B buildings, Mayfair Walk, and Walnut Walk; the Cypress Square residential open space would be an approximately 1,570-square-foot private open space adjacent to Cypress Square and serve the Plaza B building.
- Presidio Overlook (approximately 3,800 square feet), at the eastern terminus of Mayfair Walk above the Presidio Avenue driveway, accessed from Mayfair Walk or the Pine Street Steps and Plaza.
- Masonic Plaza (approximately 3,000 square feet), between Center Building B and the Masonic Building along Masonic Avenue.
- Walnut Walk (north-south) to Masonic and Euclid avenues at Corner Plaza (approximately 16,760 square feet, excluding the Walnut Street Extension, roundabout and walkway between Center Building A and Center Building B).



Source: P/SKS (2017)

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2015-014028ENV

FIGURE 8: PROPOSED OPEN SPACE PLAN

- Euclid Green (approximately 18,760 square feet), extending from the intersection of Euclid Avenue and Laurel Street at the southwest corner of the site toward the corner of Masonic and Euclid avenues, plus the adjacent Euclid Residential Terrace, an approximately 5,950-square-foot private open space adjacent to Euclid Green.

Overall, the proposed project would provide approximately 103,000 square feet of common useable open area that meets the Planning Code section 135 definition of open space. There would also be approximately 85,000 square feet of private open area that does not include rooftop decks, but does include ground-level terraces, interior courtyards and private internal walkways.

In addition, the proposed improvements at the Presidio Avenue/Pine Street/Masonic Avenue intersection (the proposed Pine Street Steps and Plaza) and the Masonic Avenue and Euclid Avenue intersection (the proposed Corner Plaza) would be partially within the public right-of-way and would total approximately 10,000 square feet of open area. There would also be approximately 8,000 square feet of common useable open area adjacent to the Walnut Street extension and roundabout.

Proposed Landscaping

There are 210 trees on and adjacent to the project site, including 15 existing street trees along the California Street frontage. Ten mature trees on the site would be retained, if viable, and 185 trees on the site would be removed, including 19 significant trees (i.e., trees within 10 feet of the public right-of-way that meet specific height, trunk diameter, and canopy width requirements). The 15 street trees along California Street would be removed and replaced. Both the street trees and the significant trees are protected under city ordinances; removal requires a permit from San Francisco Public Works. Thus, a total of 34 protected trees on, and adjacent to, the project site would be removed.⁹ The 10 mature trees to be retained would require anchored tree-protection fencing and implementation of tree health-related measures such as mulching, pruning, and pest protection during construction.

The proposed project would add approximately 92 new street trees along California Street, Masonic Avenue, Euclid Avenue, and Laurel Street. A total of 20 trees would be planted on the extension of Walnut Street into the project site; however, these do not count as street trees because the proposed Walnut Street extension would not be considered a public right-of-way. Approximately 250 new trees would also be planted on the project site along the proposed Mayfair and Walnut Walks as well as within privately owned publicly accessible open spaces and common open spaces (a net gain of 85 trees from existing conditions).

Proposed Infrastructure Systems

Proposed Water Systems

Potable

The project site is served by San Francisco's water supply system. Water connections would be provided to the new and renovated existing buildings, with each building separately metered at the sidewalk. New and renovated buildings would have water-efficient fixtures and appliances. Low-pressure water for

⁹ SBCA Tree Consulting, Arborist Report – Laurel Heights 3333 California St. Tree Survey Report, October 19, 2015 (amended) and Protected Tree Survey March 24, 2017 (amended).

firefighting purposes would be provided from the three existing fire hydrants adjacent to the project site at California and Laurel streets, Masonic and Euclid avenues, and Euclid Avenue/Laurel Street, and two new fire hydrants would be added to the perimeter of the project site on the west side of Masonic Avenue. In addition, fire-fighting water supply storage tanks would be located in Basement Level B3 of Center Building B because of the building's classification as a high-rise.

Non-Potable

Each of the new buildings would comply with San Francisco's Non-Potable Water Ordinance which requires the use of on-site "alternate water sources" of graywater (e.g., wastewater from bathtubs, showers, bathroom sinks, and clothes washing machines, but not from kitchen sinks, dishwashers or toilets), rainwater (e.g., precipitation collected from roofs and other above-ground collection surfaces, excluding stormwater runoff), and, if demand/supply is adequate, foundation drainage water (e.g., nuisance groundwater that is pumped out to maintain a building's or facility's structural integrity) to meet that building's toilet and urinal flushing and irrigation demands. The proposed project would include the diversion and reuse of graywater and rainwater for toilet and urinal flushing and irrigation (e.g., green roofs) and cooling towers (for buildings with cooling towers). The non-potable water systems would be designed, installed, tested and operated pursuant to San Francisco Department of Public Health (DPH) Rules and Regulations Regarding the Operation of Alternate Water Source Systems.¹⁰

Proposed Wastewater and Stormwater System

The project site is served by the City's combined sewer system. Sewer line connections would be provided to the new and renovated existing buildings and would include the construction of an approximately 8-inch-diameter, 180-foot-long sewer line extension under Masonic Avenue to connect to the 16-inch-diameter sewer line under Presidio Avenue.

The proposed project would be subject to the requirements of San Francisco's Stormwater Management Ordinance and would incorporate low impact design features such as bioretention planters located upstream of storm drain catch basins (installed as part of the proposed streetscape changes) to promote infiltration and limit the amount of water entering the combined sewer system. The proposed project would also implement rainwater harvesting features and increase the amount of permeable/planted area on the site compared to existing conditions.

Proposed Electricity and Natural Gas

Electrical and natural gas service to the project site would be provided by PG&E from 12 kilovolt distribution lines under California Street and Euclid Avenue and natural gas lines under California Street and Presidio Avenue. Connections to the PG&E grid would be provided to the new and renovated existing buildings and would include the construction of a new natural gas lines under Euclid Avenue between Laurel Street and Masonic Avenue (approximately 350 feet), under Masonic Avenue between Euclid and Presidio avenues (approximately 625 feet), and under Presidio Avenue (approximately 75 feet) at the intersection of Presidio Avenue/Masonic Avenue/Pine Street. The proposed project would comply with

¹⁰ San Francisco Department of Public Health, Director's Rules and Regulations Regarding the Operation of Alternate Water Source Systems, March 2016. Available online at https://www.sfdph.org/dph/files/EHSdocs/ehsWaterdocs/NonPotable/SFHC_12C_Rules.pdf. Accessed September 6, 2017.

San Francisco Green Building Requirements for energy efficiency in new buildings. Energy-efficient appliances and energy-efficient lighting would be installed in Center Buildings A and B. An emergency diesel generator would be provided in Center Building B to serve the building's emergency power loads, fire pumps, and elevators.¹¹

Proposed Renewable Energy

The proposed project is required to meet the State's Title 24 and the San Francisco Green Building requirements for renewable energy, and San Francisco's Better Roof Requirements for Renewable Energy Standards. To partially offset energy demands, roof-mounted solar photovoltaic (PV) system infrastructure to transform sunlight into electricity would be installed on 13 of the 15 buildings, except the Masonic Building and Center Building A, which would be developed as living (or green) roofs. At least 15 percent of the roof area would include this infrastructure and/or roof-mounted solar thermal hot water systems.

Proposed Sustainability Features

The project sponsor has committed to meeting and exceeding the requirements of the San Francisco Green Building Ordinance by achieving LEED for Neighborhood Development (LEED-ND) Plan certification at a minimum Gold level for the full development, targeting Platinum. To meet this goal, the proposed project would incorporate smart building technologies and materials, such as living (or green) roofs, solar PV systems, and water smart landscaping. The proposed project would provide a network of landscaped public and private open spaces planted with drought tolerant species that would result in the retention of 10 of the 195 existing on-site trees and the planting of 270 new trees on the project site (a net gain of 85 trees).

Excavation and Soils Disturbance

The proposed project would involve a substantial amount of soils disturbance and excavation, specifically for construction of the below-grade parking garages, building foundations, and site terracing. Approximately 274,000 square feet of the 446,479-square-foot project site would be modified as a result of the proposed project. The depths of excavation would range from 7 to 40 feet below the existing grade (including the elevator and automobile stacker pits) with a total of approximately 288,300 net cubic yards of excavated soils generated during the approximately seven-year construction period.¹²

Pile driving is not proposed; however, rock fragmentation using earth moving equipment, such as loaders, heavy-duty backhoes, hoe-rams, dozers equipped with rippers, and jack hammers, would be expected. Dewatering may be needed if groundwater or perched water is encountered during the drilling of soldier pile foundations.¹³

¹¹ The existing emergency generator and related fuel storage and electrical substations in the basement levels of the existing parking garage would be removed as part of demolition activities.

¹² Approximately 3,700 cubic yards of excavated soils would be reused on the project site as fill.

¹³ Langan Treadwell Rollo, Preliminary Geotechnical Investigation, December 3, 2014, pp. 5, 9, and 11.

Because serpentinite, which contains naturally occurring asbestos, is present in bedrock on the project site, an Asbestos Dust Mitigation Plan and Site Mitigation Plan would be prepared before excavation begins. Bedrock handling and disposal would be performed in accordance with these plans.¹⁴ Excavated soils would be tested for the presence of contaminants, and soils that qualify for use as fill would be stockpiled and used on the project site to the maximum extent feasible.

The proposed new buildings would be supported on continuous and/or individual foundations bearing on native stiff to very stiff clay, medium dense sand, or bedrock.¹⁵ The perimeter walls of new buildings adjacent to the existing parking garage may need to be supported on drilled piers that gain support in the bedrock below the elevation of the bottom of the existing parking garage.

CONSTRUCTION SCHEDULE AND PHASING

The proposed project would be constructed in four development phases: Phase 1 (Masonic and Euclid Buildings, with 196 residential units and 266,251 gsf of residential and 4,287 gsf of retail), Phase 2 (Center Buildings A and B, with 190 residential units and 322,888 gsf of residential), Phase 3 (Plaza A, Plaza B, and Walnut buildings with 128 residential units and 138,370 gsf of residential, 49,830 gsf of retail, and 49,999 gsf of office, and 14,690 gsf of child care), and Phase 4 (Mayfair Building and Laurel Duplexes with 44 residential units and 97,182 gsf of residential). The phases would overlap, i.e., the Phase 2 demolition stage for the adaptive reuse of the existing office building (Center Buildings A and B) would commence during the exterior work for the proposed Masonic and Euclid buildings in Phase 1. Full build-out is expected to occur approximately seven years after project entitlements, if executed from start to finish of the prescribed overlapping development phases. The preliminary construction schedule assumes spring 2020 as the start of construction and spring 2027 as the end of construction. Construction-related activities would typically occur Monday through Friday, between 7 a.m. and 3:30 p.m., although some work is anticipated to occur on Saturdays between 7 a.m. and 3:30 p.m. Nighttime construction work is not anticipated, nor is construction anticipated to occur on Sundays or major legal holidays.

PROJECT VARIANT

The project sponsor is also considering a variant to the proposed project that would change the use of the proposed Walnut Building from a mixed-use office building to a mixed-use residential building. Under this variant, the 49,999 gsf of office space in the proposed Walnut Building would instead be developed for housing, and 744 dwelling units would be developed on the project site, an increase of 186 dwelling units over the number in the proposed project. There would be an additional 76 vehicle parking spaces provided under the variant. The proposed Walnut Building would have a total of 368,170 gsf, with 153,920 gsf of residential uses, 18,800 gsf of retail uses, a 14,650-gsf childcare use, and an 180,800-gsf below-grade parking garage. The overall height of the proposed Walnut Building under the project variant would be approximately 67 feet (compared to 45 feet with the proposed project) and five levels over Basement Level B1 (compared to two levels with the proposed project). No other features of the proposed project would change under the variant.

¹⁴ Ibid, pp. 5 and 12.

¹⁵ Ibid, pp. 13-22.

ANTICIPATED APPROVALS

The project site is currently zoned RM-1. The RM-1 zoning controls permit up to one dwelling unit per 800 square feet of lot area (or, with conditional use authorization for a Planned Unit Development, one dwelling unit per 600 square feet of lot area minus one unit). RM-1 does not permit office uses or retail sales and service uses. Other restrictions were placed on development of the site in Planning Commission Resolution 4109, adopted in 1952.

Implementation of the proposed project or project variant would require general plan, planning code, and zoning map amendments. The project sponsor would seek to have a new Special Use District (SUD) created, which would require a recommendation by the Planning Commission and approval by the Board of Supervisors. The project sponsor may also seek approval of a Development Agreement (or other agreement), the terms of which the project sponsor and the City are still discussing and as to which the project sponsor is gathering community input.

The following is a preliminary list of San Francisco agencies' anticipated approvals for the proposed project and the project variant and is subject to change. These approvals may be reviewed in conjunction with the required environmental review, but may not be granted until after the required environmental review is completed.

Actions by the City Planning Commission

- Certification of Environmental Impact Report (EIR) and adoption of findings under CEQA
- Conditional Use/Planned Unit Development authorization to permit development of buildings with height in excess of 50 feet, to provide exceptions to open space, dwelling unit exposure, and rear yard setback requirements of the RM-1 Zoning District, and to amend or rescind Planning Commission Resolution 4109
- Adoption of Findings of Consistency with the general plan and priority policies of Planning Code section 101.1
- Recommendation to Board of Supervisors to approve planning code and zoning map amendments
- Recommendation to Board of Supervisors to approve Special Use District
- Recommendation to Board of Supervisors to approve Development Agreement, if applicable
- General plan referral for street vacation/dedication associated with the development of Corner Plaza at Masonic and Euclid avenues; the Pine Street Steps and Plaza at the Masonic/Pine/Presidio intersection; and for sidewalk widening
- Approval of a Transportation Demand Management Plan (Planning Code section 169)

Actions by the San Francisco Board of Supervisors

- Adoption of findings under CEQA
- Adoption of Findings of Consistency with the General Plan and priority policies of Planning Code section 101.1
- Approval of planning code and zoning map amendments

- Approval of Special Use District
- Approval of Development Agreement, if applicable
- Approval of street vacation/dedication associated with the development of Corner Plaza at Masonic and Euclid avenues and the Pine Street Steps and Plaza at the Masonic/Pine/Presidio intersection
- Approval of sidewalk widening legislation
- Adoption of resolution to amend or rescind Planning Commission Resolution 4109

Actions by Other City Departments

San Francisco Public Works

- o Approval of Subdivision Map
- o Public hearing and approval of permits to remove and replace street trees on California Street and to remove protected trees on the project site within 10 feet of the public right-of-way
- o Approval of permits for streetscape improvements in the public right-of-way, including new curb cuts on Masonic Avenue (two) and Laurel Street (eight)
- o Approval of an encroachment permit for the proposed curb bulb-outs and associated streetscape improvements on the west side of Presidio Avenue at the intersection with Pine Street and Masonic Avenue, on the west side of Masonic Avenue at the intersection with Euclid Avenue, and on the east side of Laurel Street at the intersection with Mayfair Drive
- o Approval of a street space permit from the Bureau of Street Use and Mapping if sidewalk(s) are used for construction staging and pedestrian walkways are constructed in the curb lane(s),
- o Recommendation to Board of Supervisors to approve legislation for sidewalk widening

San Francisco Municipal Transportation Agency

- o Approval of request for on-street commercial truck (yellow) and passenger (white) loading zones on Laurel Street, California Street, Masonic Avenue, and Euclid Avenue
- o Approval of a special traffic permit from the Sustainable Streets Division if sidewalk(s) are used for construction staging and pedestrian walkways are constructed in the curb lane(s),
- o Approval of construction within the public right-of-way (e.g., bulbouts and sidewalk extensions) to ensure consistency with the Better Streets Plan
- o Approval of the placement of bicycle racks on the perimeter sidewalks and within the project site

San Francisco Department of Building Inspection

- o Review and approval of demolition, excavation, and site/building permits
- o Review and approval of construction permit for non-potable water system
- o Approval of a permit for nighttime construction if any night construction work is proposed that would result in noise greater than five dBA above ambient noise levels

- o Review and approval of plumbing plans for non-potable water reuse system per the Non-potable Water Ordinance

San Francisco Public Utilities Commission

- o Review and approval of Erosion and Sediment Control Plan, in accordance with Article 4.1 of the San Francisco Public Works Code
- o Review and approval of any changes to sewer laterals (connections to the City sewer system)
- o Review and approval of any changes to existing publicly-owned fire hydrants, water service laterals, water meters, and/or water mains
- o Review and approval of the size and location of new fire, standard, irrigation, and/or recycled water service laterals
- o Review and approval of post-construction stormwater design guidelines including a Stormwater Control Plan, in accordance with City's 2016 Stormwater Management Requirements and Design Guidelines
- o Review and approval of Landscape Plan per the Water Efficient Irrigation Ordinance
- o Approval of the use of dewatering wells per Article 12B of the Health Code (joint approval by the San Francisco Department of Public Health)
- o Review and approval of documentation for non-potable water reuse system per the Non-potable Water Ordinance

San Francisco Department of Public Health

- o Review and approval of Site Mitigation Plan, in accordance with San Francisco Health Code Article 22A (Maher Ordinance)
- o Review and approval of a Construction Dust Control Plan, in accordance with San Francisco Health Code Article 22B (Construction Dust Control Ordinance)
- o Approval of the use of dewatering wells per Article 12B of the Health Code (joint approval by the San Francisco PUC)
- o Review and approval of design and engineering plans for non-potable water reuse system and testing prior to issuance of Permit to Operate

Actions by Other Government Agencies

Bay Area Air Quality Management District

- o Approval of any necessary air quality permits for installation, operation, and testing (e.g., Authority to Construct/Permit to Operate) for individual air pollution sources, such as boilers and emergency standby diesel generator
- o Approval of Asbestos Dust Mitigation Plan for construction and grading operations

SUMMARY OF POTENTIAL ENVIRONMENTAL ISSUES

The proposed project and the project variant could result in potentially significant environmental effects. The Planning Department will prepare an initial study (IS) and an environmental impact report (EIR) to evaluate the physical environmental effects of the proposed project in accordance with the California Environmental Quality Act (CEQA). The IS will assess both project-specific and cumulative impacts for all topics in the City's IS Checklist. The EIR will further examine those issues identified in the IS as having potentially significant effects, identify mitigation measures, and analyze whether the mitigation measures would reduce the environmental effects to a less-than-significant level. The IS will be published and circulated for a 30-day public review period. Based on the information in the IS and public comment received, a focused Draft EIR will be prepared. The Draft EIR will be published and circulated for a 45-day public review period. The EIR will evaluate a No Project Alternative that assumes no change to the existing physical conditions on the project site, as well as additional project alternatives that could potentially reduce or avoid any significant environmental impacts associated with the proposed project.

As part of the review process under CEQA, the Planning Department will convene a public scoping meeting at which public comment will be solicited on the issues that will be covered in the EIR (see "Public Scoping Process" on p. 37 for more details). It is anticipated that the EIR will address the following environmental topics: historic architectural resources, transportation and circulation, noise, and air quality. Environmental impacts related to land use and land use planning; population and housing; cultural resources including tribal cultural resources, subsurface cultural (archeological) resources, and human remains; greenhouse gas emissions; wind and shadow; recreation; utilities and service systems; public services; biological resources; geology and soils; hydrology and water quality; hazards and hazardous materials; mineral and energy resources; and agricultural and forest resources are anticipated to be analyzed in the IS, unless significant impacts are identified that cannot be mitigated to a less-than-significant level, in which case, any such impacts analysis will be included in the EIR.

The project and project variant meet all of the requirements of a transit-oriented infill development project under Public Resources Code Section 21099; therefore, aesthetics and parking shall not be considered in determining if the project has the potential to result in significant environmental effects. However, visual renderings will be included within the project description of the EIR for reference.

The environmental issues to be addressed are described briefly below. For all topics, whether in the IS or in the EIR, the analysis will consider the impacts of the proposed project as well as those of the project variant and will describe where the impacts would differ. Therefore, the reference to 'proposed project' below also refers to the project variant.

Land Use and Land Use Planning

The land use and land use planning topic will describe existing land uses on the project site and in the surrounding vicinity and analyze whether the proposed project would physically divide an established community or result in land use conflicts with adjacent and nearby uses.

Population and Housing

The population and housing topic will analyze the potential for the proposed project to result in direct or indirect impacts on population, employment, and housing, and residential displacement.

Cultural Resources

The existing building on the project site is considered a historical resource for purposes of CEQA. The proposed project would alter the existing building, demolishing portions of it and adding one or two stories to the remaining portions of the building. The EIR will describe the historical resource, summarize applicable portions of a Historical Resources Evaluation and the Planning Department's Historic Resources Evaluation Response, identify significant impacts, and describe any mitigation measures identified to reduce or eliminate the impacts.

The project site was originally part of the larger Laurel Hill Cemetery. The IS will analyze potential impacts on tribal cultural resources, subsurface archaeological resources, and human remains.

Transportation and Circulation

The proposed project would generate a net increase in vehicle trips to and from the project site, as well as increases in transit ridership, pedestrian and bicycle activity, and loading demand. The transportation and circulation issues will be analyzed in accordance with the Planning Department's *Transportation Impact Analysis Guidelines for Environmental Review* (October 2002) and Planning Commission Resolution 19579 establishing vehicle miles traveled (VMT) as the appropriate transportation review standard. The EIR will summarize the results of the analysis, identify specific transportation impacts and mitigation measures associated with the proposed changes to circulation in the proposed project, and discuss construction-period transportation and circulation impacts. The EIR analysis will discuss transit conditions, VMT, traffic hazards, pedestrian and bicycle conditions, freight loading, emergency access, and construction-related transportation conditions; identify any significant impacts that could occur; and identify appropriate mitigation measures that could reduce or eliminate those impacts. The transportation analysis will also evaluate the proposed project's contribution to cumulative effects of reasonably foreseeable development, transit improvements, and/or streetscape improvements in the project vicinity. The EIR will discuss parking conditions for informational purposes.

Noise

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

Air Quality

The topic of air quality will include analysis of consistency of the proposed project with applicable air quality plans and standards, the potential for the proposed project to result in emissions of criteria air pollutants and toxic air contaminants that may affect sensitive populations, and the potential for the proposed project to result in sources of odor. The air quality analysis will include quantification of both construction-related and operational air pollutant emissions, and will summarize the results of a health

risk assessment prepared to evaluate potential long-term health effects of emissions from both project construction and operation.

Greenhouse Gas Emissions

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

Wind and Shadow

The topic of wind will evaluate the potential for the proposed new buildings to alter ground-level winds in a manner that substantially affects public areas. The analysis of shadow will include an evaluation of the potential for the proposed project to result in shadow that substantially affects outdoor recreation facilities and other publicly accessible open spaces, including City parks. In addition, for informational purposes the shadow analysis will qualitatively describe the potential for the proposed project to result in shadow on the project's proposed privately owned publicly accessible open spaces.

Recreation

The topic of recreation will include an analysis of whether the proposed project could physically degrade existing parks, recreational facilities, and open space or require the construction of new parks or recreational facilities that could have a physical effect on the environment.

Utilities and Service Systems

The topic of utilities and service systems will include analysis of potable water and wastewater conveyance and treatment capacities, and will discuss disposal of solid waste that may be generated by the proposed project. This topic will also include an assessment of whether the proposed project would require the construction of new water supply, wastewater treatment, or wastewater/stormwater drainage facilities, and if so, whether that construction could result in adverse environmental effects. A Water Supply Assessment was approved by the San Francisco Public Utilities Commission on June 13, 2017, for the proposed project in accordance with CEQA Guidelines Section 15144 and sections 10910 to 10915 of the California Water Code; a copy will be included in the CEQA documents as an appendix.

Public Services

The topic of public services will include a discussion of whether existing public services – police and fire protection, schools, libraries, emergency medical services – would be adversely affected by the proposed project so as to require new or physically altered facilities, the construction of which could cause significant impacts.

Biological Resources

The topic of biological resources will discuss the existing biological resources on the project site and identify any significant impact on those resources, including trees to be removed, the presence of any special-status species or migratory corridors. Tree protection plans for trees to be retained will be summarized, and

compliance with the Urban Forestry Ordinance, the Green Landscaping Ordinance, and the Migratory Bird Treaty Act will be discussed.

Geology and Soils

The topic of geology and soils will include an analysis related to the susceptibility of the project site to seismic activity, liquefaction, landslides, erosion, soil stability, and risks to life or property. The analysis will also explain whether the proposed project would directly or indirectly destroy a unique paleontological resource or site or a unique geologic feature.

Hydrology and Water Quality

The topic of hydrology and water quality will assess the potential for the proposed project to violate water quality standards or waste discharge requirements or result in adverse effects on groundwater supplies. The analysis will also consider the degree to which the proposed project could affect drainage patterns or create water runoff that could affect stormwater drainage systems of the City's combined sewer system. The analysis will consider the potential of the proposed project to place housing within a flood hazard area.

Hazards and Hazardous Materials

The topic of hazards and hazardous materials will discuss the potential for the proposed project to create a significant hazard to the public or the environment related to hazardous materials as a result of construction; through the routine transport, use, or disposal of hazardous materials; or as a result of the emission or release of hazardous material into soils or groundwater. The section will also assess whether the proposed project would interfere with an adopted emergency response plan. The project site is currently on the Leaking Underground Storage Tank Sites list maintained by the State Water Resources Control Board List (Geotracker ID T0607501246) and compiled pursuant to Section 65962.5 of the California Government Code. The southeast portion of the project site is underlain with serpentine which contains naturally occurring asbestos.

Mineral and Energy Resources

This topic will analyze the proposed project's impacts on any existing mineral resources, and on local and regional energy supplies. This section will summarize an energy assessment describing the proposed project's energy requirements, compliance with existing energy standards, and energy use efficiencies.

Agricultural and Forest Resources

The topic of agricultural and forest resources will analyze potential impacts on any existing agricultural or forest resources.

Other CEQA Issues

The IS and EIR analyses will identify feasible mitigation measures intended to lessen or reduce significant environmental impacts of the proposed project and the EIR will list any significant impacts that have been determined to be unavoidable. Pursuant to CEQA and the State CEQA Guidelines Section 15126.6, the EIR will also analyze a reasonable range of alternatives that would reduce or avoid one or more significant environmental impacts identified in the EIR, including a No Project Alternative, which will assume no

change to the existing physical conditions on the project site, and one or more alternatives to address other significant effects of the proposed project that are identified in the EIR.

FINDING

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

PUBLIC SCOPING PROCESS


Pursuant to the State of California Public Resources Code Section 21083.9 and CEQA Guidelines Section 15206, the Planning Department will hold a public scoping meeting to receive oral comments concerning the scope of the EIR. The meeting will be held on **Monday, October 16, 2017, from 6:00 to 8:00 p.m.** at the **Jewish Community Center's Fisher Family Hall at 3200 California Street.** This is not a program of the JCCSF. The San Francisco Planning Department is the host of this scoping meeting. As stated, the purpose of the meeting is to solicit public comments on the scope of the environmental analysis being prepared for the project by the Planning Department.

To request a language interpreter or to accommodate persons with disabilities at the scoping meeting, please contact the staff contact listed below at least 72 hours in advance of the meeting. Written comments will also be accepted at this meeting and until 5:00 p.m. on Friday, October 20, 2017. Written comments should be sent or emailed to Julie Moore, EIR Coordinator, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103, or Julie.Moore@sfgov.org and should reference the project title and case number on the front of this notice.

State Agencies: If you work for an agency that is a Responsible or a Trustee Agency, we need to know the views of your agency as to the scope and content of the environmental information that is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR when considering a permit or other approval for this project. Please include the name of a contact person in your agency. If you have questions concerning environmental review of the proposed project, please contact Julie Moore at 415.575.8733 or Julie.Moore@sfgov.org.

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

9/18/17
Date


Lisa Gibson
Environmental Review Officer

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United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Fireman's Fund Insurance Company Home Office

Other names/site number: University of California at San Francisco Laurel Heights Campus

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 3333 California Street

City or town: San Francisco 94118 State: CA County: San Francisco 075

Not For Publication: ☐

Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___national ___statewide ___local

Applicable National Register Criteria:

___A ___B ___C ___D

Signature of certifying official/Title:

Date

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official:

Date

Title :

State or Federal agency/bureau
or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

- ☐ entered in the National Register
☐ determined eligible for the National Register
☐ determined not eligible for the National Register
☐ removed from the National Register
☐ other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private: ☐
Public – Local ☐
Public – State ☒
Public – Federal ☐

Category of Property

(Check only **one** box.)

- Building(s) ☒
District ☐
Site ☐
Structure ☐
Object ☐

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>2</u>	<u> </u>	buildings
<u>1</u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>3</u>	<u> </u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE Business

Current Functions

(Enter categories from instructions.)

EDUCATION Research Facility

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT International Style

MODERN MOVEMENT

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

Foundation: concrete

Walls: glass

Walls: aluminum

Walls: brick

Walls: concrete

Roof: asphalt_

Other: metal_

Landscape walls: brick

Gates in landscape walls: metal__

Sidewalks: exposed aggregate concrete____

Terraces and patios: exposed aggregate concrete divided into panels by inlaid rows of brick

Circular tree beds: modular sections of concrete_____

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Fireman's Fund Insurance Company Home Office is a 10.2-acre property in a central, predominantly residential area of San Francisco called Laurel Heights. From the property there are views in various directions to distant parts of San Francisco. The property consists of two buildings and a landscape that were designed to function as a single entity. The main building, referred to in this nomination as the Office Building, is a large three- to seven-story structure

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located in the center of the property. There is also a much smaller, one-story Service Building in the northwest corner of the property. The two buildings were designed to complement each other in character and materials. The Office Building is a glass walled structure with an open character. The Service Building is a brick building with a closed character. The Office Building is an International Style structure which despite its size is built into its sloping hillside site in such a way as to minimize its presence. Its four wings, each built for different functions, range from three floors to seven floors. It is characterized by its horizontality, its bands of windows separated by the thin edges of projecting concrete floors, and brick trim. The wings of the building frame outdoor spaces whose landscape design connects the outdoors with the indoors both functionally and conceptually. The landscape design includes outdoor spaces for use by employees, parking lots, circulation paths, and vegetation. The principal outdoor spaces are the Entrance Court, the Terrace, and small areas around the Auditorium.

Narrative Description

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SETTING

The Fireman's Fund Home Office property is located in a central area of the north half of the City of San Francisco near the intersection of two principal streets, California and Presidio. The property occupies almost all of a large irregular block bound by California Street on the north, (continuing clockwise) Presidio Avenue on the east, Masonic Avenue on the southeast, Euclid Avenue on the south, and Laurel Street (in straight and curved sections) on the west. Fireman's Fund occupies about 10.2 acres – the entire block except for a small triangular parcel at the corner of California and Presidio. (See Map 1 and Map 4)

The site itself slopes down from about 300 feet in elevation in the southwest corner to about 225 feet in the northeast corner. It is part of a cluster of low hills associated with Lone Mountain whose several high points were developed as cemeteries in the nineteenth century. The Fireman's Fund site was previously a portion of the Laurel Hill Cemetery, and was long recognized for its views. Today there are distant views from the property to the southeast and downtown, to the northwest and a partial view of the Golden Gate Bridge, and to the west into the Richmond District.

The property is surrounded on all sides by thoroughly developed parts of the City of San Francisco. The site itself is at a junction of several different historical developments. To the east and north, the streets are laid out in a modified extension of the original grid of the city. Across Presidio Avenue on the east the neighborhood is called the Western Addition, characterized by a mix of middle-class homes built in the nineteenth century, and by flats and apartments built in the years after the earthquake and fire of 1906. To the north, Presidio Avenue is the dividing line between two of San Francisco's wealthiest late-nineteenth- and early twentieth-century neighborhoods, Pacific Heights to the east and Presidio Heights to the west. To the west along California Street is Laurel Village, a post-World War II strip shopping center. To the west and south is Laurel Heights, a post-World War II residential development of houses and apartments. To the southeast across Masonic Avenue is Station 10 of the San Francisco Fire Department.

BUILDINGS

There are two buildings on the Fireman's Fund property. The Office Building, which is by far the larger of the two and is sometimes referred to as the main building, is located in the center of the property and is surrounded by lawns, gardens, and landscaped parking lots. The Service Building, referred to as the Annex since 1985 under a new owner, is a relatively small structure located at the northwest corner of the property. Although different in size and function, the two

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buildings were designed to relate to each other as part of the overall design of the property. The materials and character of the two buildings express these relationships which are simultaneously contrasting and complementary. The character of the Office Building is dominated by its extensive exterior use of glass for walls, which form long bands between the thin exposed edges of its reinforced concrete floors. Brick is used as a secondary material in the building, but also as a visual connector to features of the landscaped grounds and to the Service Building. The Office Building, clad in glass, provides views of the city for its occupants and presents a transparent character to the outside. The almost windowless Service Building encloses its machinery and utilitarian work space.

Office Building

The Office Building as it exists today is the product of two principal periods of construction. The original structure was completed in 1957 with the design of its siting, plan, and structure intended to accommodate future expansion. Between 1963 and 1967, a major expansion was undertaken in three phases. Other than these, during the period of ownership of the property by Fireman's Fund, there were many alterations made to the configuration of interior spaces, as was intended in a building with a flexible office plan. All of these changes were designed by the original architect or his successor firm and built by the original general contractor. (See Map 2)

Since Fireman's Fund sold the building in 1983, there have been extensive changes to interiors but only two important changes to the exterior – a new main entry and a darkening of the windows.

Plan

Today, the 354,000 square foot office building occupies a footprint consisting of four rectangular wings. Three of these wings are at right angles to each other and to the principle surrounding streets – to California Street, Presidio Avenue, and the grid plans of the Western Addition, Pacific Heights, and Presidio Heights. The fourth wing is at an angle to the others but is parallel to Euclid Avenue.

These four wings have been named in various ways but for the purposes of this nomination are named as follows. The Office Wing (north), parallel to California Street, and the Office Wing (east), parallel to Presidio Avenue, together described as the Office Wing, were designed to house the principal employee work areas and associated functions. With levels of parking partially below ground (referred to as sub-levels), the Office Wing (east) is sometimes called the Garage Wing. The Executive Wing, parallel to Euclid Avenue, was designed for executive offices (and sometimes has been called the Administrative Wing). The Cafeteria Wing, parallel to Laurel Street, which connected the Office Wing and the Executive Wing, was designed to house the cafeteria and other employee services.

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Considerations in the arrangement of the four wings of the building included the relation to their functions, the topography of the site, views to and from the building, relationships to the surrounding neighborhoods, access to the site, relationships to outdoor spaces framed by the wings of the building, and parking.

The largest and tallest part of the building – the combination of the Office Wing (north) and the Office Wing (east) – is situated on the lowest elevation, an arrangement that minimizes its visual presence on the surrounding streets and from afar. The lowest part of the building, the Executive Wing, is on the highest ground, which is a way of being the least conspicuous in the most visible location. As much as feasible for a very large building, the Fireman's Fund Home Office blends into its site and its largely residential setting. The horizontality of its design intentionally emphasizes its connection to its site.

The principal entrances to the building are on California Street and Laurel Street. From California Street, the Employee Entrance was designed primarily to provide access for workers in the Office Wing, and the Auditorium entrance was for workers and visitors to the Auditorium and nearby offices. From Laurel Street, the Executive and Visitor Entrance, near the north end of the Cafeteria Wing, was originally the principal entrance both for executives and visitors to the building. Secondary entrances along the east side of the Cafeteria Wing, provide access to the Terrace Garden from the Cafeteria and the employee's lounge.

The Office Wing (east) and the Garage on which it sits altogether is seven stories in height. It consists of three sublevels for parking and four office floors above. The parking garage extends further to the north and west than the office floors but because of the topography and landscaping is not highly visible. The most visible feature of the garage is its pair of circular entrance and exit ramps north of the rest of the structure. On the south side of this wing is a rectangular auditorium that extends beyond the volume of the main structure. The north end of the office floors of this wing is raised above the top of the parking garage on concrete piers so that there is a covered driving and parking area. Inside, this wing was designed as open office space with scattered enclosed offices for departmental managers.

The Office Wing (north) is a four-story structure. Both California Street entrances are in this wing, one leading back to the Auditorium and the other, which is generally on axis with the entrance gate on California Street. This entrance was altered in 1984-1985 with a remodeled interior lobby and a new entranceway structure on the outside (described below under alterations). Inside, this wing was designed with a central circulation and service core surrounded by generally open office areas on each floor. Scattered on the periphery of the open office areas were a few enclosed offices for departmental managers.

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The Cafeteria Wing is a three-story structure – the lower story is built into the hillside so that it is exposed only on the east side adjacent to the Terrace. Employee service functions are on the Terrace level where there is access to outdoor gardens and there are distant views to the east. The Executive and Visitor Entrance is on the second level adjacent to the Entrance Court on the west side.

The Executive Wing is a three-story structure with its lower story partially built into the hillside. Inside, central corridors originally opened onto private offices for executives on each side. At the east end, offices at the junction with the Cafeteria Wing were originally for the president and the chairman of the Board of Directors of the company; nearby were board rooms, secretaries' offices, and service spaces. Upstairs above the president's office an original penthouse with a lounge, dining room, and outdoor deck was replaced by the 1963-4 addition.

Structure, Materials, and Mechanical Systems

At the most general level, the structure and materials of the building consist of concrete pile foundations, a mix of steel and reinforced concrete columns, concrete floors and roof, and exterior curtain walls of glass except for limited areas where walls are brick.

Because of the original 1957 plan of the Office Wing (north), special steel columns were designed for this section. The Office Wing was designed with a central reinforced concrete service core surrounded by open office space. To create an office space with a minimum of columns, the concrete roof spanned fifty-five feet from the core to the perimeter. Forty feet from the core were steel columns, beyond which the concrete roof was cantilevered. Ordinary steel columns could not practically be made to support these loads, so special columns were designed with steel channels fastened together as columns. This method produced slimmer columns than other approaches, minimizing their visual presence in the open office areas. When the Office Wing (east) was added in 1966-1967, this same structural system was employed to provide a similar interior arrangement.

To produce concrete floors with narrow cantilevered outer edges, which would enhance the appearance of the building as a glass box, floor structures are built of one-way concrete girders and joists. Beyond the line of the windows, the concrete floor structures serve as platforms for washing windows.

Between the concrete floor structures interior spaces are enclosed by continuous horizontal bands of windows. The windows themselves are in regular vertical rectangular units. Extruded aluminum frames hold large middle panels of clear glass above bottom panels of ceramic coated glass, originally blue in color. In alternate window units, there are two types of operable panels at the junction of the top and bottom panels.

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Red brick laid in running bond is used in scattered locations for a mix of both functional and aesthetic reasons. It is used at the principal entrances on California and Laurel Streets to make their locations clear. It is used at the west end of the Executive Wing to present a more domestic face to the houses that are near-by on Laurel Street -- this brick wall also blocks the afternoon sun from overheating the interior and prevents glare seen from the west. Brick is used for the auditorium extension on the south side of the Office Wing. And, brick is used at the east end of the building on the exposed level of the mostly underground parking garage to screen the parking area from view.

The principal structural features of the auditorium are grouted brick walls and two deep reinforced concrete roof beams. The walls are formed of brick inner and outer surfaces with rebar and grout in between. The angled brick bays of the walls and the plaster over some interior surfaces were used for acoustical reasons.¹

Architecture

The design of the building is associated with the International Style and the idea that form follows function. The simple structural concept is clearly evident in the appearance of the building. By virtue of its consistent design and use of materials, the building reads visually as a single structure. At the same time, the functions of its different wings are expressed in their size, context, and relationships to the gardens, lawns, and parking areas around the building and to the views to and from the building. The four-story Office Wing accommodates the largest number of workers, originally in open offices. From its open-office floors, there are wide views of the city of San Francisco. The smaller Executive Wing accommodates a relatively small number of workers, originally in private offices. The smaller scale of this wing is oriented to the Entrance Court on the north and a wide lawn on the south.

Service Building

The Service Building, described on original 1955 plans as a Garage and Service Building, has had two substantial additions within the period of significance. Both were designed by the original architect and built by the original general contractor. The brick exterior of the additions matches that of the original building and of that used on the Office Building.

As originally designed, the Service Building had an L-shaped footprint of two slightly overlapping rectangles enclosing 10,500 square feet. The larger rectangle was occupied as a garage and the smaller as a maintenance shop. As altered, the footprint is now an irregular cluster of attached rectangles enclosing 13,000 square feet for mechanical and maintenance functions.

¹ N. C. Stone, "Fireman's Fund Building Has Unique Acoustic," *Architect and Engineer* 210, No. 3 (September 1957): 11-19. Robert Cosby, Telephone conversation with Michael Corbett, 3 February 2018.

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The Service Building is a steel frame and reinforced concrete structure enclosed in brick. Its openings are limited to glass and aluminum doors, a few window openings, and ventilating louvers in the boiler room.

LANDSCAPE

Landscape Features Associated with the Mid-1950s Design

The landscape was an integral part of the original design for the new corporate headquarters commissioned by Fireman's Fund in the mid-1950s. The San Francisco-based firm of Eckbo, Royston, and Williams (ERW) was the landscape architect for the original landscape design, completed in 1957, and its successor firm Eckbo, Dean, Austin, and Williams (EDAW) designed the landscape associated with the mid-1960s additions. The landscape setting around the modernist Office Building integrates functional needs (such as parking lots and internal circulation) with large areas of lawns and structured outdoor spaces (the Terrace, Entrance Court, and the Auditorium's outdoor spaces). The landscape is designed to promote the integration between architecture and landscape and uses forms and materials that are characteristic of modernist designs from the mid-twentieth century. (See Map 2 and Map 3)

Brick Wall

A brick wall, which takes different forms, provides a continuous and unifying element around the edges of the site. It exists as a retaining wall along the perimeter of the property's northeast, north, and west sides. Three gated entrances—one for the employees on California Street and the service and executive/visitor entrances on Laurel Street—are integrated into these sections of the wall. Each of these three entrances has a separate vehicular and pedestrian opening framed by brick pillars and secured by a double-leaf, metal rail gate when the property is closed. On the south side of the Executive/Visitor Gate, the perimeter wall is transformed into low retaining walls that define a series of planting beds along the west end and south side of the Executive Wing. The wall continues along the outer edge of the Terrace garden, along the bank that parallels Masonic Avenue, and then reconnects to the southeast corner of the Office Wing (east). Here rectangular brick planting beds have been incorporated into the wall, creating a zig-zag alignment similar to that found in other locations (i.e., on the bank along Laurel Street in the vicinity of the Entrance Court, on the southwest side of the Terrace, and in the bench wall that frames the eastern side of the Terrace).

Parking Lots and Internal Circulation

Two parking lots occupy the land in front (north) of the Office Building. The East Parking Lot and the West Parking Lot sit on either side of the entry drive, which aligns with the Employee Gate and an employee entrance (E2) into the Office Building.

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The entry drive from California Street branches near the front of the Office Building; it continues to the east to provide access into the East Parking Lot and the circular ramps to the Garage. The western branch provides access to the West Parking Lot, and exits at the Laurel Street Service Gate. A short service road connects this branch of the entry drive to the Entrance Court parking lot and provides access to a service area at the west end of the Office Wing.

Topography in Relationship to the Spatial Organization and Function of the Site

The site slopes downward from its southwest corner, at the intersection of Euclid and Laurel streets. Grading has modified the topography so that the main outdoor spaces are located at different levels of the Office Building, as appropriate to their functions. Although the East and West Parking Lots are at a slightly lower elevation than the Office Building, the design of the landscape links these directly to its first floor. The Terrace garden, framed by the Office and Cafeteria Wings and originally intended to provide employees an outdoor setting for lunch and breaks, provides a direct connection into the Cafeteria Wing. And the Entrance Court, which originally provided parking for the executives and visitors, is at the same grade as the Executive/Visitor Entrance.

Major Vegetation Features

Lawns create the setting for the Office Building along the west and south sides of the property (and create a compatible connection between the property and the surrounding residential neighborhood) and slope downward toward California and Masonic Streets, respectively.

Some of the large trees which were part of the Laurel Hill cemetery vegetation were saved and incorporated into planting islands in the East and West Parking Lots by ERW in their mid-1950s design. Two Monterey cypress trees on a low mound in the East Parking Lot and a blue gum eucalyptus and several Monterey cypress in the West Parking Lot are remnants of this design feature. Monterey cypress, which were planted at some point after the addition of the Garage in the mid-1960s, occupy the land between the East Parking Lot and California Street. These trees, and the brick perimeter wall, buffer views of the parking lots from the street and lessen the apparent size of the Office Building.

Landscaped banks along the west and southeast sides of the site provide a transition between different elevations of the land within the property and the surrounding streets. The presence of these landscaped banks (planted mainly with grass, some larger shrubs, and several trees) help to reduce the need for tall retaining walls and also increase the amount of green space around the edges of the property.

Entrance Court

The Entrance Court on the west side of the Office Building—in the outdoor space between the Office, Cafeteria, and Executive Wings—provides parking and access to the building's

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Executive/Visitor Entrance and was one of the two structured outdoor spaces in ERW's mid-1950s design. A narrow, rectangular planting bed (10' x 55') at the center of the asphalt paving creates a U-shaped drive, which connects to the Executive/Visitor Gate on Laurel Street. Sidewalks (exposed aggregate concrete) and narrow planting beds (with Japanese maple trees, azaleas, rhododendron, New Zealand flax, and decorative rocks) line the sides of the Entrance Court's parking lot.

Terrace

In ERW's mid-1950s design, the principal structured outdoor space was the Terrace, which was intended as a place for employees to sit outside during lunch and at breaks. The Terrace is framed by the south side of the Office Wing and the east side of the Cafeteria Wing, where it is protected from the prevailing west wind and provides views to the east and south of San Francisco. This garden area has two levels. The lower level contains a biomorphic-shaped lawn and a paved patio, which wraps around the lawn's north and east sides. Steps along the east side of the upper-level terrace connect down to the lower level of the garden. Both the terrace and patio are paved with exposed aggregate concrete which is divided into rectangular panels by inlaid rows of red brick aligned with the window frames of the building. A brick retaining wall runs along the east and north sides of the lower-level patio. A raised planting bed, to the east of this wall, provides a visual boundary along the Terrace garden's east side. Three raised, circular beds (one on the upper-level terrace, one at the western edge of the lawn, and one at the north end of the lawn) each contain a tree; the sides of these circular beds are constructed of modular sections of pre-cast concrete. (See Map 3)

The plan for the Terrace provides a classic modernist composition. The biomorphic-shaped lawn contrasts with the rectilinear pattern of the pavement and the geometric form of the three , three circular tree beds, the zig-zag alignment of the wall along its eastern edge, and the curved arch of hedge in the raised planting bed along its eastern edge. The triangular relationship between the three circular tree beds adds yet another level to the geometry of the composition.

Benches, which appear to have been custom-built for the mid-1950s design, are attached to the interior face of the wall along the Terrace's east side. The wooden boards for the seat and back are attached by metal bolts to a metal frame, which is attached to the wall; both the wood and metal are painted black. Benches of a similar design (three wood boards mounted on a bent metal frame) are mounted onto the patio at various places along its inner edge.

Landscape Features Associated with the Mid-1960s Design

EDAW, the successor firm to the ERW partnership which was dissolved in 1958, prepared the landscape design that accompanied the mid-1960s additions to the Office Building. Just as the mid-1960s architectural additions were intended to be compatible with the original Office

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Building's design vocabulary, EDAW's design was intended to compliment and reference the original, mid-1950s ERW design. The key parts of the mid-1960s landscape design included the addition of paved features around the east, south, and west sides of the new Auditorium—to create outdoor sitting areas and to facilitate pedestrian circulation—and rebuilding a portion of the brick perimeter wall along Masonic Avenue. These two outdoor sitting areas—one on the east side of the Auditorium and one on its west side—connect to entrances into the Auditorium. (See Map 3)

The Auditorium is located below and to the east of the Terrace. A ramp begins on the south side of the Terrace and leads down to the Auditorium. The ramp bisects the landscaped bank that extends from the Terrace down to Masonic Avenue. The ramp, a part of the original mid-1950s design, is paved in the same exposed aggregate concrete as the Terrace, but lacks the inlaid rows of brick.

The outdoor area on the Auditorium's west side is paved with exposed aggregate concrete divided into panels by a double row of inlaid brick that references, but is not identical to, the pavement in the mid-1950s Terrace. Black metal benches are mounted along the eastern and western sides of the pavement. A raised circular tree bed (with concrete walls identical to the three circular tree beds at the Terrace) is located on its western side.

The outdoor area on the Auditorium's east side is paved with concrete divided into rectangular panels by wood inserts. The east and south sides of this area are enclosed by rectangular brick planting beds which are incorporated into the Masonic Avenue brick perimeter wall. The arrangement of these beds creates a zig-zag alignment for the wall, which is similar to that found in other locations (i.e., the brick perimeter wall along Laurel Street below/west of the Entrance Court, in the retaining wall at the southwest corner of the Terrace, and along the bench wall that frames the east side of the Terrace).

The landscape along the east side of the property—which is at the same grade as Presidio Avenue—consists of a row of redwood trees planted across the eastern façade of the building, a level lawn between the building and street, and the Presidio Avenue Service Drive which provides access to the sub-level three of the Garage.

INTEGRITY

For the period of significance 1957-1968, alterations to the property are addressed below for the buildings and the landscape separately, followed by an evaluation of integrity of the property as a whole.

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Buildings

The two buildings of the Fireman's Fund Home Office have a high degree of integrity. Although the original 1957 buildings were altered with major additions in 1963-1967, the changes were all within the period of significance and all were carried out by the same primary team of the architect, the engineer, and the general contractor.

After the period of significance additions and alterations to the buildings have been relatively minor in the context of the whole. Altogether, these changes which are described below have had a limited effect on the character of the buildings.

The principal changes after the period of significance to the Office Building were the addition of two service entrances, a gateway in front of the Employees Entrance on California Street, the darkening of the glass walls, removal of a flagpole that functioned to support an annual Christmas tree at the east end of the roof, and the addition of rooftop screens to hide mechanical equipment. The most significant of these are the darkening of the windows and the addition of the entrance gateway.

The entrance gateway was built in 1984-1985. It is a two-story structure that frames the path of entry from the street and also the existing walkway along the front of the North Wing. The ground level of this structure is clad in the same brick that is used elsewhere in the building. The second level, which spans brick supports on both sides, is glazed. The use of glass here is compatible with the glass windows that dominate the exterior surface of the original building in the Fireman's Fund era, but is different in its details and character. At present, the gateway is partially hidden by trees, lessening its impact. This was intended to be a temporary alteration and appears to be reversible.

Also in 1984-1985, the windows were darkened. This change involved tinting of the glass itself, the aluminum frames of the units of the windows, and the blue bottom panels of the window units. This change affects the character of the building as a whole but does not alter its essential features or design as a glass box open to its immediate landscape and to distant views.

Other alterations visible on the exterior are less important. A Service entrance consisting of a roll-up door and loading area was added at either end of the Office Building, accessible from the service drive parallel to Laurel Street at the west end and from Presidio Avenue at the east end. The rooftop screens around mechanical equipment evoke the penthouses on the roofs of the Executive Wing and the Office Wing (north), which were removed in the additions of 1963-1967. They do not have a significant impact on the character of the building. The flagpole is a minor feature that was added about 1967 and removed in 1984 or later.

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Interior changes since the Fireman's Fund era have altered the interior for new uses. As the headquarters of a national insurance company, the interior was designed to provide offices and support services for clerical workers, managers, executives, and others in a mix of open office areas, private offices, meeting rooms, public rooms, and rooms for office machines. For its current use by the University of California (for academic and administrative offices, office-based instruction, and social and behavioral research) open offices have been partitioned, old partitions have been removed or changed, and spaces have been created for specialized purposes. In 1987, a large MRI center was built on the ground floor of the California Street Wing. Along with these changes, for security reasons the building has been divided inside into sections that do not communicate and lobby areas have been remodeled as security checkpoints. These changes alter the visual relationship between the design of the building and its structure. These altered conditions are apparent to occupants and users of the building but cannot be seen from outside the building or by the general public.

The Service Building has been altered with three additions, each in the character of the original, each in the same brick as the original, and all within the period of significance.

Landscape

The landscape is an integral part of the design for the corporate headquarters commissioned by Fireman's Fund in the 1950s and to the additions to this facility from the 1960s. The ERW/EDAW design retains a high degree of integrity and continues to create a landscape setting around the International Style Office Building. The landscape design continues to promote the integration between interior and exterior space on the site, and the original forms and materials of its key features, which were characteristic of modernist designs from the mid-twentieth century, remain in place.

The Terrace, which was designed as the "centerpiece" of the landscape, continues to integrate the architecture of the building with the site and with the broader setting (through views of San Francisco). The Terrace retains its characteristic biomorphic-shaped lawn surrounded by a paved terrace and patio, and there have been only minor alterations since the end of the period of significance. One tree (likely an oak) at the south end of the lawn has been cut down, and new benches and tables have been added. Some of the original shrubs and flowering plants—described by Eckbo in his book *Urban Landscape Design*—are no longer present; however, the locations of the plants and their general character (trees in circular tree beds and flowering shrubs and groundcovers in the beds) remain.

The Entrance Court was altered both during and after the period of significance. Sometime during the period of significance, the reflecting pool at the center of the parking lot was removed and converted into a planting bed; a review of aerial photographs indicates that this alteration occurred between 1961 and 1968. Several other changes occurred after the end of the period of

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significance. Between 1993 and 2001, the distinctive brick stripes in the parking lot pavement were paved over, and the arbors that covered the sidewalks on the north, east, and south sides of the parking lot were removed; the arbor on the west side was left in place. The exposed aggregate concrete paving for the sidewalks was also redone at this time. In the late 1990s, the configurations of the concrete pavement and the custom-built mid- 1950s benches to the north of the parking lot were altered. However, the general design and function of the Entrance Court—as an outdoor connection between the Executive/Visitor Gate and the entrance to building on the west side of the Cafeteria Wing—are still evident, and the Entrance Court continues to contribute to the overall integrity of the landscape design.

The short service drive to the west of the Office Building was altered both during and after the period of significance. During the period of significance, the west side of the road was widened to provide additional parking; this change occurred between 1961 and 1968. After the period of significance, a portion of the east side was also widened for parking. However, the original alignment of this short road and its function within the overall landscape design remain. The service drive continues (1) to connect the entry drive and Entrance Court and (2) to provide access from a service area on the west side of the Office Building to the Laurel Street Service Gate. Additionally, the overall design of the internal circulation system (with the two parking lots in front of the Office Building and internal roads) remains intact.

A new feature was added in 2000-2001 (after the end of the period of significance) when a fenced outdoor child care/play area was built on the south side of the Office Building; this area had previously been planted with grass and was part of the large lawn along the south side of the property. As part of this change, a new pedestrian entrance was created for the Terrace's southwest corner by removing a part of the brick retaining wall along the outer, southern side of the Terrace and adding a metal gate. A new sidewalk and pedestrian ramp were added to provide access between Euclid Street and this new entrance. However, the overall design of the Terrace was not altered by the addition of this play area. Additionally, enough of the lawn remains to convey the original landscape setting along the south side of the property.

Some of the materials associated with the vegetation features have been changed. Specifically, most of the original shrubs, groundcovers, and smaller plants have been replaced. Most of these changes to materials likely occurred incrementally, after the end of the period of significance, when plants reached the end of their lifespan, when certain species did not thrive in a specific location, or when the popularity of species changed. However, the major vegetation features retain their original locations and functions within the landscape design and continue to contribute to the historic character of the landscaped setting of the Fireman's Fund property.

The key materials and workmanship of the landscape structures and site furnishings remain including the brick used in the walls throughout the landscape; the exposed aggregate concrete

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for sidewalks; the exposed aggregate concrete divided into panels by rows of brick in the pavement at the Terrace and in the Auditorium's west-side sitting area; the metal for the entrance gates; the custom-designed wood benches found in the Terrace and at the Entrance Court's outdoor sitting area; and the circular tree beds constructed of modular sections of concrete found in the Terrace the Auditorium's west-side sitting area.

Combined Buildings and Landscape

Together the buildings and landscape of the Fireman's Fund Home Office constitute a single resource that possesses integrity as measured by the seven aspects of integrity, as follows:

- 1) Location: The property is in its original location. It has not been moved.
- 2) Design: The property retains the essential elements of its design and the relationship between the parts of the design. Alterations to the design since the period of significance are relatively minor. It retains integrity of design.
- 3) Setting: The setting of the property is the same in all major respects as at the time it was first built. It retains integrity of setting.
- 4) Materials: The materials used in the buildings and landscape during the period of significance are all present. The property retains integrity of materials.
- 5) Workmanship: Evidence of workmanship, both from craftsmanship (brick and landscape features) and industrial processes (glass manufacture, concrete finishing, extrusion of aluminum) are all present. The property retains integrity of workmanship.
- 6) Feeling: Because the property as a whole – its buildings and landscape – are little altered and have been well-maintained, it retains integrity of feeling from the period of significance.
- 7) Association: Apart from the lettering on the outside wall near two entrance gates with the name of the current owner and occupant of the property, the property is almost indistinguishable from the time of its ownership by Fireman's Fund Insurance Company. Thus it retains integrity of association.

CHARACTER DEFINING FEATURES

Office Building

Plan of the building with wings open along the sides to the immediate landscape and to views of the distant city.

Horizontality of massing

Horizontal lines of projecting edges of concrete floors

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Horizontal bands of nearly identical window units

Uninterrupted glass walls

Window units of aluminum and glass

Circular garage ramps

Exposed concrete piers over the Garage

Wrought iron deck railings that match gates in the landscape

Brick accents and trim

Service Building

Massing of rectangular volumes

Brick walls with a minimum of openings

Landscape

Terrace, as the “centerpiece” of the landscape, designed to integrate the architecture of the building with the site and with the broader setting (through views of San Francisco); key character-defining features include its biomorphic-shaped lawn surrounded by a paved terrace and patio (paved with exposed aggregate concrete divided into panels by rows of brick); brick retaining wall and large planting bed around the east and north sides of the paved patio, custom-designed wood benches, and three circular tree beds constructed of modular sections of concrete.

Entrance Court, providing a connection between the Executive/Visitors Gate on Laurel Street and an entrance to the building on the west side of the Cafeteria Wing; key character-defining features include a central paved parking lot surrounded on its north, east, and west sides by narrow planting beds; exposed aggregate sidewalks along the north, east, and west sides of the parking lot; and a low free-standing brick wall along its north side.

Two outdoor sitting areas—one on the east side of the Auditorium and one on its west side—that connect to entrances into the Auditorium; key character-defining features for the area on the west side of the Auditorium include the pavement (exposed aggregate divided into panels by rows of bricks), circular tree bed constructed of modular sections of concrete; and metal benches; key character-defining features for the area on the east side of the Auditorium include the pavement (concrete divided into panels by wood inserted into expansion joints).

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Brick wall (constructed of red brick set in running bond pattern similar in appearance to brick used in exterior of main building) that takes several forms and which forms a continuous and unifying element around the edges of the site.

Three gated entrances—one for the employees on California Street and the service and executive/visitor entrances on Laurel Street—that are integrated into the brick perimeter wall.

Internal Circulation System (entrance drive, service drive, East and West Parking lots)

Vegetation features that helps to integrate the character of the Fireman's Fund site with that of the surrounding residential neighborhoods including (1) the large trees in and around the East and West Parking Lots, (2) the lawns on the west, south, and east sides of the property, and (3) the planted banks along Laurel and Masonic streets.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B. Property is associated with the lives of persons significant in our past.
- ☒ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- ☐ A. Owned by a religious institution or used for religious purposes
- ☐ B. Removed from its original location
- ☐ C. A birthplace or grave
- ☐ D. A cemetery
- ☐ E. A reconstructed building, object, or structure
- ☐ F. A commemorative property
- ☐ G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

LANDSCAPE ARCHITECTURE

COMMUNITY DEVELOPMENT

COMMERCE

Period of Significance

1957-1968

Significant Dates

1957
1964
1965
1967

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Edward B. Page, Architect
John J. Gould & H.J. Degenkolb/Henry J. Degenkolb & Associates, Structural Engineer
Eckbo, Royston, & Williams (ERW)/Eckbo, Dean, Austin, & Williams (EDAW), Landscape
Architects

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations)

The Fireman's Fund Insurance Company Home Office is eligible for the National Register under Criteria A and C at the local level. Under Criterion A, it is significant in the area of Commerce for its association with the San Francisco insurance industry, an important industry in the history of the city from the Gold Rush to the present. In particular, it represents the postwar boom in San Francisco's insurance industry when many companies built new office buildings. At that time, Fireman's Fund was one of the largest insurance companies in the United States. It was the only major insurance company headquartered in San Francisco. It was a leader among all insurance companies in San Francisco in its embrace of new ideas, symbolized by its move away from downtown to an outlying location. Under Criterion C, the Fireman's Fund Home Office is significant in several ways. It is significant as one of the principal embodiments of the postwar decentralization and suburbanization of San Francisco. Fireman's Fund was the first major office building to be built outside of downtown in a suburban setting and it was the first whose design was fully adapted to the automobile. It is significant as the work of three masters, the architect Edward B. Page, the engineering firm of John J. Gould & H.J. Degenkolb/Henry J. Degenkolb & Associates, and the landscape architectural firm of Eckbo, Royston, & Williams (ERW)/Eckbo, Austin, Dean, and Williams (EDAW). As a modernist, through his experiences in Paris in 1930, Edward Page had direct links to the birth of modern architecture and to its development in the United States. The Fireman's Fund Home Office is his best known and most important work. The Gould and Degenkolb engineering firms were among the leading firms in San Francisco for decades after World War II and the Fireman's Fund Home Office was the first designed after Henry Degenkolb became a partner. During the period of significance, both ERW and EDAW were recognized as one of the country's leading landscape architectural firms. In the post-World War II era, ERW/EDAW led the way in expanding the profession of landscape architecture and contributed to the popularization of the modernist design vocabulary and to modernism as an approach to creating outdoor spaces that addressed contemporary needs. The Fireman's Fund Insurance Company Home Office, a single property including both architectural and landscape architectural elements which were designed to complement each other, is significant under National Register Criterion C as an example of a corporate headquarters in San Francisco that reflects mid-twentieth-century modernist design principles. The period of significance is 1957 to 1968, covering the period from the year when the first phase of the buildings and landscape were completed to fifty years ago, after which the Fireman's Fund company continued on this site as a leading insurance company in San Francisco and nationally until it sold the property in 1983. Although there are numerous alterations, these alterations do not alter the essential character of the property and it retains a high level of integrity.

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Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

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HISTORY OF THE PROPERTY

LAUREL HILL CEMETERY

The Fireman's Fund Insurance Company Home Office is located on the southeast corner of the site of the Laurel Hill Cemetery. The entire cemetery was in a multi-block area bound by Parker Avenue, California Street, Presidio Avenue, and a diagonal line from a point on Presidio Avenue between Sutter and Post Streets to a point near the intersection of Parker and Euclid Avenues.

Laurel Hill Cemetery was begun in 1854 as Lone Mountain Cemetery, one of four cemeteries established in the 1850s and 1860s in central San Francisco as Yerba Buena Cemetery and others further downtown filled up. The name was changed to Laurel Hill Cemetery in 1867. It was referred to as the "Pioneer Cemetery" and was the most prestigious San Francisco burial place for several decades.² The design of the cemetery followed the example of parklike cemeteries first built in the eastern United States in the 1830s-1840s with winding paths and landscaped grounds.

Among notable people buried there were Andrew Hallidie, inventor of the cable car; Charles Crocker, one of the Big Four builders of the transcontinental railroad; William Ralston and William Sharon of the Bank of California; and eleven U.S. senators. In addition to these and many other prominent people, there were 107 people in the Japanese Cemetery and an unknown number in the Serbian Cemetery. Altogether there were about 47,000 burials in Laurel Hill Cemetery.

A long effort to move all cemeteries out of San Francisco included banning of future burials in the city beginning 1 August 1901; a law requiring removal of cemeteries from San Francisco that

² Michael Svanevik and Shirley Burgett, *City of Souls: San Francisco's Necropolis at Colma* (San Francisco: Custom and Limited Editions, 1995), p. 43.

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was signed 17 January 1914; an eviction order from the City of San Francisco in November 1937; and removal of burials beginning 26 February 1940.

LAUREL HEIGHTS

The cemetery land was purchased from the cemetery association by a real estate developer, Heyman Brothers, who announced in April 1941 plans to develop “an exclusive \$10,000,000 home district, including some 600 residential sites, as well as a million dollar business district”³ on the site. The original intention was to offer five acres to the city for a park or playground. The residential neighborhood would be called Mayfair Terrace and the business district would be called Mayfair Village. Development of the property was delayed by World War II. When work resumed in 1947-1948, the residential area was called Laurel Heights and the business district was called Laurel Village. According to the builder, 75% of the home lots were developed by October 1949.⁴ By April 1951, a citizen’s group called the Laurel Heights Improvement Association had been formed to address neighborhood issues.

SAN FRANCISCO UNIFIED SCHOOL DISTRICT PROPOSED SITE OF LOWELL HIGH SCHOOL

Around the time of the end of the war, on 27 June 1945, when the cemetery was gone and the revived development of the neighborhood was imminent, the San Francisco Board of Education initiated action to purchase a portion of the Heyman Brothers property as the site for a new Lowell High School campus. On 28 June 1946, the school district bought about twelve acres, about one fifth of the total area of the cemetery, in the northeast corner of the property for \$194,690. The site of the school property was shown on a November 1947 map called “Map of Resubdivision of a Part of Laurel Heights, San Francisco, Calif.” By mid-1950, however, the Board of Education had selected another site for Lowell High School and announced its intention to sell the Laurel Heights property.

The school district offered the site to the San Francisco Department of Parks and Recreation as it was required to do, but preferred to sell it at the highest price possible, with the understanding that it could get \$450,000 for residential development and \$650,000 for commercial development. Zoned for residential use, prolonged and complicated negotiations were necessary to win approval from the City Planning Commission for a rezoning of the site for commercial use.

Taking an active role in the controversy, the Laurel Heights Improvement Association expressed concern that commercial use of the property would diminish property values and the quality of

³ *San Francisco Chronicle*, “Laurel Hill: Tract Plans are Revealed,” 21 April 1941.

⁴ *San Francisco Chronicle*, “Hansen Homes...,” 22 October 1949.

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the neighborhood. Referring to the official map that was a reference for those who purchased residential lots, and the designation of the "Future Location of Lowell High School" on the map, the association stated to the City Planning Commission: "Purchasers had every right to believe that in the construction of this school the architecture would be of modern and attractive design, with proper setback lines, well landscaped grounds, open recreation fields, and off-street parking."⁵

During a two-year period reports and rumors in the press, in newspapers, and in public documents and meetings indicated that interested parties in the property included unnamed potential builders of a tall office building, the federal government, and Fireman's Fund Insurance Company. In October 1952, the Laurel Heights Improvement Association "asked for a speedy rezoning to escape Federal condemnation of the land."⁶ Also during this period, the city took approximately two acres from the southeast corner of the twelve-acre property for streets and a fire station.

Ultimately, after presentation of the drawings of an unnamed architect to interested neighbors, an agreement was reached for rezoning of the property for commercial use. This agreement, City Planning Commission Resolution No. 4109 of 13 November 1952, included six stipulations for any development of the site. These are, briefly: 1) that only professional, institutional, or office buildings and associated service buildings were allowed; 2) the total floor area of buildings was limited; 3) off-street parking was required in relation to the number of employees and visitors; 4) setbacks were required on the west and south except for minor service buildings; 5) any development for residential use was subject to planning guidelines; and 6) there must be "appropriate and reasonable landscaping of the required open spaces." Because of this rezoning agreement, all development plans for the property have had to be approved by the City Planning Commission to insure compliance with these requirements.⁷

FIREMAN'S FUND INSURANCE COMPANY

Overview

The Fireman's Fund Home Office was built in five principal phases. The first four phases were under the ownership of the Fireman's Fund Insurance Company. The buildings of all phases were designed by the same architect and structural engineer and were built by the same general contractor. The grounds were designed within these phases by the same landscape architectural

⁵ Laurel Heights Improvement Association, "City-Owned Land Bounded by Laurel, Euclid, Presidio and California Streets," a statement presented to the San Francisco City Planning Commission, 9 May 1951.

⁶ *San Francisco Chronicle*, "Laurel Heights Rezoning," 24 October 1952.

⁷ San Francisco, County Recorder, "Stipulation as to Character of Improvements on that portion of Lot 1A, Block 1032 Affected by Zoning Proposal Z-52.62.2", filed 8 January 1953.

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firm and its successor firm. The fifth phase was carried out under a new owner who purchased the property from Fireman's Fund.

In addition, there have been many interior alterations throughout the life of the building, many within the period of significance and many outside of the period of significance. These are addressed in a general way after the five phases of construction below.

Buildings

Phase I: Original Construction 1955-1957.

The Fireman's Fund Insurance Company bought the site of its future headquarters in March 1953 for \$650,000 from the San Francisco Unified School District.

Among many stated reasons that Fireman's Fund chose the site were access to public transportation, room on the site to expand, the cost of the site and the cost to build a low structure rather than a tall building downtown. An interview with the architect noted that the site "lent itself to a low-level building, which studies proved was preferable for efficient operation of the company's business."⁸ In 1953-1954, in-depth preliminary studies of operations and work flow were undertaken by the architect, Edward B. Page, working with Nicholas Begovich, head of Management Services for Fireman's Fund. In April 1954, Page showed plans of the building to the Laurel Heights Improvement Association which was pleased with "a most attractive building and landscaping."⁹

In mid-June 1955, Edward B. Page submitted applications for building permits for both the Office Building and the Service Building. Plans submitted with the applications were dated 1 June 1955. For both buildings, the designers working with the architect were, the structural engineering firm of John J. Gould and H. J. Degenkolb; R. Rolleston West, mechanical engineer; Clyde E. Bentley, electrical engineer; Maurice Sands, interior decorator; and Eckbo, Royston, & Williams, landscape architects. The general contractor for the buildings was MacDonald, Young, & Nelson. The landscape contractor was Watkin & Sibbald.

According to an article in the *San Francisco Chronicle*, the company began moving into the Office Building on 17 June 1957. The dedication of the building on 9 July 1957 was attended by San Francisco Mayor George Christopher and many local business dignitaries. The final cost of the buildings was \$4.5 million, including \$80,000 for the Service Building, plus \$600,000 for the furniture and \$300,000 for the landscaping.

⁸ Robert George Higginbotham, "Fireman's Fund Building," Student project for Architecture 2N-4, University of California, 1958. Northern Regional Library Facility of the University of California.

⁹ Laurel Heights Improvement Association, Correspondence between Harry Thompson and Bernard Kernfeld, 18 April 1954. Archives of the Laurel Heights Improvement Association.

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The company stressed that the buildings were designed both for efficient operation and to provide a pleasant working environment, recognizing that insurance companies were noted for high employee turnover and hoping that comfortable and attractive surroundings would help retain employees. Some of the means of establishing these conditions were providing good light and air, views, access to outdoor gardens, recreation facilities, a cafeteria, comfortable furniture, thoughtful choice of colors, and plentiful parking.

While there is no evidence of a master plan, the company and its designers anticipated the future need to expand. According to the general contractor at the time the building was first built, "The Building has been planned for an expansion factor of thirty percent. Future needs will be satisfied by adding a complete floor above the present floors or by adding a wing."¹⁰ Guided by City Planning Commission Resolution 4109, the expansions were made in a way that would not change the character of the main building or harm the attractive environment created by the landscaped grounds and the relationships between the landscaping and the buildings.

The Fireman's Fund Home Office was the subject of wide popular and professional press coverage when it was first completed. In addition to numerous articles in the San Francisco press, *Business Week* ran an article on the company to coincide with the completion of the building.¹¹ The principal west coast architectural periodical, the *Architect and Engineer*, ran a long cover story on the building.¹² And, the prominent French journal, *Architecture d'aujourd'hui*, devoted two pages to the architecture and landscape design of the property in a special issue on office buildings around the world.¹³ Fireman's Fund was the only American building featured among forty-three buildings in sixteen countries on three continents.

Phase II: One-story Addition 1963-1964

On 15 November 1963, Fireman's Fund applied for a building permit to add one story to a portion of the original building at a cost of \$800,000. This would add a floor to the Executive Wing, the Cafeteria Wing, and a portion of the west end of the Office Wing (north) with a total of 27,000 square feet. Construction began on 2 March 1964 and was completed in December 1964. The addition matched the original building in its design, materials, and details visible on the exterior.

¹⁰ Graeme MacDonald, "New Fireman's Fund Building Incorporates Many Construction Innovations and Ideas," *Architect & Engineer* 216, n. 3 (September 1957): 16.

¹¹ The most complete San Francisco newspaper article was *San Francisco Chronicle*, "Fireman's Fund Shows New Home," 9 July 1957; *Business Week*, "Casualty Insurer Faces the Music: Fireman's Fund, hardest hit by disasters of 1956, is pushing a comeback program that others may have to copy," 27 July 1957, pp. 92-98.

¹² Graeme K. MacDonald, "New Fireman's Fund Building, Incorporates Many Construction Innovations and Ideas," *Architect and Engineer* 210, No. 3 (September 1957): 11-19.

¹³ V. Janson de Fischer, "Le Siege d'une Compagnie d'assurance, a San Francisco," *Architecture d'aujourd'hui* 30, No. 82 (January 1959): 82-83.

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The architect for this addition was the same as for Phase I and the structural engineer was H.J. Degenkolb & Associates, the successor to the original firm following the death of John Gould. The mechanical engineer was K.T. Belotelkin & Associates and the electrical engineer was Charles M. Krieger & Associates.

Phase III: Parking Garage, Auditorium, and Office Addition 1965

In the first half of 1965, Fireman's Fund initiated work on two related additions carried out under separate building permits, one for work that was much larger than the other. On 19 February 1965, the company applied for a permit for an addition on the east side of the Service Building and to build a new underground service tunnel between the Service Building and the main building. The addition was a rectangular block with a flat roof, the same size as the existing Service Building and clad in matching brick on the exterior.

The company applied for a second permit on 24 June 1965, for a large, partially underground, three-level addition whose primary purpose was a parking garage, but which also included more office space and an auditorium. The permit was issued on 24 August 1965 for work to cost \$1,500,000. The footprint of this new 120,000 square foot structure was irregular, but the main part of it could be enclosed by a rectangle parallel to Presidio Avenue and at a right angle to the existing California Wing of the Main Building. At the north end of this structure were two cylindrical ramps for access to the parking levels from the roof at the level of the previous parking area. The garage provided parking for 271 vehicles. At the south end of the structure was the auditorium which had seating for 300 people. The auditorium was entered at the first sub-level of the structure, one level below the ground floor of the original office building.

This addition was of reinforced concrete construction. The exposed north end of the garage was undisguised concrete. The exposed east side of the first and second sub-levels of the structure was clad in brick with glass clerestories on the second sub-level and in the same aluminum frame and glass window wall as in the original building on the first sub-level. The auditorium was enclosed in brick.

The architect and engineers for this phase were all the same as in Phase II.

Phase IV: Parking Garage Superstructure and Fourth Floor Additions 1966-1967

On 14 February 1966, Fireman's Fund notified the Laurel Heights Improvement Association that it was seeking approval for the completion of the fourth floor addition from Phase II and the construction of a three-story office structure on the roof of the parking garage built in Phase III. The permit for this work, to cost \$2,000,000, was issued 24 March 1966 and the work was completed in 1967. These changes were in the same materials and details as the original so that the character of the 1957 building remained intact.

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Another addition was made under this permit to the Service Building. This was small rectangular structure to serve as a new boiler room. Like the previous addition, this was clad in the same brick as on the original.

The architect and engineers for this work were the same as in Phases II and III.

Interior Alterations 1958 – 1982

Building permits were issued for many interior alterations to the building during its ownership by Fireman's Fund. Until the last couple of years, most of these were small jobs involving office spaces, sprinklers, and service features. In 1968-1969 and in 1975-1976, office areas throughout the building were renovated. The flexibility of the large open office areas of the original design anticipated reorganizations and remodelings of these spaces.

Until 1968, the architect for all of this work was Edward B. Page. Beginning in 1968, the work was done by his successor firm of Page, Cloudsley, & Baleix. Until 1970, the general contractor for the work was always MacDonald, Young, & Nelson and its successor firm of MacDonald & Nelson. Beginning in 1971, the contractor for many interior alterations was Herrero Brothers.

Overcrowding

By 1970, the building was running out of space. A new three-story office building was proposed about a half block away on Masonic Avenue near Geary, but was never built. Subsequently, planning began for a large new office building and data center on Lucas Valley Road in Marin County for 800 "technical and clerical" employees and for the company's large IBM computers. According to the San Francisco Chronicle, this move was necessary because, "Height limitations prevented adding to the existing building."¹⁴

Beginning in 1977, the corporate owner of Fireman's Fund since 1968, American Express, occupied space in the building and sometimes hired different contractors. By 1982, when portions of the building were leased to outside tenants, interior spaces were remodeled by different teams of designers and builders.

Landscape

Prior to construction, debris from the cemetery was cleared, taking care to leave several large trees which would be used in the design.

Phase I: 1955-1957

The firm of Eckbo, Royston, and Williams (ERW) prepared the landscape design and worked with the architects on the site plan that determined the location of the building and the

¹⁴ *San Francisco Chronicle*, "Massive New Data Center," 30 May 1975.

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arrangement of the parking, internal roads, and outdoor spaces.¹⁵ Garrett Eckbo's description of the challenges of the design process for a building and site, found in his book *Urban Landscape Design*, provide insights into the resolution of the design for the Fireman's Fund property.

*[T] he site is a piece of real estate, variable in size, form, and topography, produced by land subdivision . . . Thus the landscape design problem is to achieve the best possible development of a space or series of spaces determined by the relationship between the building and the site boundaries. Within these, the specific demands of the program must be satisfied. Problems of orientation and climate control—sun, wind, heat, glare, reflection—must be resolved. Visual demands created by the form and height of the building and the size and position of glass areas must be satisfied. The exterior landscape, beyond the site boundaries, must be analyzed and included or excluded by judicious screening or framing elements. Finally yard spaces which do not relate to building or specific function must be developed in meaningful forms. All of this will be more difficult if the building has been conceived as a self-sufficient unit, and less difficult if the organization of building and site spaces is conceived as one coherent pattern at one time.*¹⁶

Eckbo considered the Fireman's Fund site to be an example of this approach and included a description, site plan, and nine photographs as one of the five projects he used to illustrate these principals for the "Building and Site" chapter of the book.

The connections between the Fireman's Fund office building and its landscape were a critical part of the image that the company was promoting with its new headquarters. Descriptions of the property in contemporary articles emphasized the "park-like setting" for the building and parking, which together occupied less than half of the site's 10.2 acres. The description in the *Architect and Engineer* in April 1956, noted that "the structure, which will overlook San Francisco, has been designed to relate to its park-like setting."¹⁷ An extensive article on the new

¹⁵ Typically, one of the ERW partners would take the lead on a specific project and then oversee all phases of the work. The plans for the ERW design were not located during the research for this nomination, and the lead ERW partner for the Fireman's Fund landscape design could not be determined. A caption for a photograph in an article in the *San Francisco Sunday Examiner and Chronicle* (30 November 1969) attributed the design to Ed Williams. This attribution seems reasonable for several reasons. Logistically, the Fireman's Fund project would have been handled by the San Francisco office under the direction of one of the two San Francisco-based partners—Ed Williams and Robert Royston; Garrett Eckbo operated out of their southern California office. Second, Eckbo attributed the Fireman's Fund design to Eckbo, Dean, Austin, and Williams (EDAW), the successor firm to ERW, in his 1964 book *Urban Landscape Design*. He attributed designs prepared by Royston while an ERW partner (Krusi Park [1954] and Mitchell Park [1956]) to Royston's firm (Royston, Hanamoto, and Mayes) in other parts of the book and would have done so with Fireman's Fund if Royston had been the lead designer. Finally, the landscape design for the mid-1960s additions to the Fireman's Fund office building were undertaken by EDAW, which supports the assumption that one of the partners who remained with EDAW being the designer for the original, mid-1950s plan.

¹⁶ Eckbo, *Urban Landscape Design*, 45.

¹⁷ *Architect and Engineer*, "Ten Years of Building and Engineering Construction," 12.

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headquarters, in the *Architect and Engineer* in September 1957, explained that “The building itself occupies 1.74 acres, and there are 2.75 acres of off-street parking for more than 250 cars. On the rest of the land area, a truly superb job of landscaping has been done. This includes 110 varieties of trees, plants and ground cover that give the area surrounding the building a park-like aspect.”¹⁸ Eckbo made a similar point (“ . . . leaving the major portion of the site for gardens”) in his description in *Urban Landscape Design*.¹⁹

The size (10.2 acres), topography and location of the site (sloping downward from the southwest corner and with a panoramic vista of downtown), and the location of existing large trees influenced arrangement of the site features. Garrett Eckbo, describing the design process for the landscape, in *Urban Landscape Design*, wrote that “considerable care was taken in the arrangement of the building, parking areas, and levels [grading] to save all the existing trees.”²⁰ These mature trees, which were mainly in the large parking lots to the north of the Office Building, helped to frame the building in views from California Street and provided vegetation that was proportional to the three original stories of the building’s north façade.

The Office Building was conceived as a series of wings set at right angles to each other, which, in turn, divided the land next to the building into outdoor spaces designed to provide connections between the architecture and the landscape. Additionally, the horizontality of the architecture both in its long, low wings, and in the specific design features of the wings—the division of floors by continuous thin edges of concrete and the walls of the floors consisting of long repetitions of similar window units—helped to balance the massing of the Office Building with the surrounding landscape. The exterior glass walls provided views into the landscape of the outdoor spaces and at certain times of day reflected landscape features (trees, lawn, walls, patterned pavement, etc.), adding yet another level of integration between interior and exterior spaces.

The principal outdoor space—the Terrace—was set on the east side of the building, framed by the Office and Cafeteria Wings, where it was “protected from the prevailing west wind” and on a portion of the site that had been graded to provide “a good view of a large part of San Francisco.”²¹ Here a biomorphic-shaped lawn was framed on its west, north, and east sides by a patio, whose exposed aggregate pavement was divided by rows of brick that aligned with the window frames of the building. Benches attached to the niches of the zig-zag of the seat wall,

¹⁸ *Architect and Engineer*, “New Fireman’s Fund Building,” 17.

¹⁹ Eckbo, *Urban Landscape Design*, 47.

²⁰ Ibid.

²¹ Ibid., 48.

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which enclosed the eastern side of the Terrace, provided places for employees “to relax in the sun during lunch or coffee breaks.”²²

The Entrance Court on the west side of the Office Building—framed by the Office, Cafeteria, and Executive Wings—provided access to the Executive/Visitor Entrance into the building. A narrow, 80-foot-long, rectangular reflection pool at the center of the paving (asphalt divided by rows of red brick inset into the pavement) created a U-shaped drive. Arbor-covered sidewalks lined the outer edges of the pavement, with parallel parking next to the sidewalks.

A brick wall, which took several different forms, provided a continuous and unifying element around the edges of the site. It created a boundary wall along the property’s northeast, north, and west sides, and the three gated entrances—one for the employees on California Street and the service and executive/visitor entrances on Laurel Street—were integrated into these sections of the wall. It was transformed into low retaining walls that defined a series of planting beds along the west end and south side of the Executive Wing, and continued—again as a boundary wall—along the outer edge of the Terrace and the parking lot to the east of the building. The brick in the various sections of this wall and in the pavement patterns of the Terrace and Entrance Court was the same as that used in the Office Building and Service Building and helped to integrate the architecture and landscape.

Lawns, the iconic symbol of the landscape in post-World II suburban design, created the setting for the Office Building along the west and south sides of the property and provided an appropriate interface with the surrounding residential neighborhood. In *Urban Landscape Design*, Eckbo noted that plant materials were chosen based on the existing trees on the site and the climatic conditions. Live oak and red-flowering eucalyptus were the primary species planted, with “secondary themes . . . carried by the Monterey cypress, olives, redwoods, and Bishop pines” that were planted.²³ Shrubs and groundcovers were chosen to add color, fragrance, and “to provide interesting combinations of foliage, color, and texture, so that at all times of the year there will be something of special interest for the passerby to see.”²⁴

Phase II: 1963-1964

There were no additions or major changes to the ERW landscape design during Phase II.

Phases III and IV: 1965-1967

EDAW, the successor firm to the ERW partnership which had been amicably dissolved in 1958, prepared the landscape design that accompanied the mid-1960s additions to the Office Building.

²² Ibid., 49.

²³ Ibid., 47.

²⁴ Ibid., 48.

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Just as the architectural additions were intended to be compatible with original Office Building's design vocabulary, EDAW's design was intended to compliment and reference the original, mid-1950s ERW design. The portion of the parking lot that wrapped around northeast corner of the site and a portion of the original brick perimeter wall along the eastern edge of this lot were removed when the office wing extension, garage, and auditorium were built. The planting islands within the remaining portion of the east parking lot were rearranged to accommodate a new parking pattern. A service drive was added from Presidio Avenue to the ground floor of the Garage. The brick wall, along Masonic Avenue, was rebuilt to accommodate the additions to the building and new service drive. A row of redwood trees were planted across the new eastern façade of the newly extended office wing, and the level land between the building and the street was planted with grass. Paving was added around the east, south, and west sides of the new Auditorium to create outdoor sitting areas and to facilitate pedestrian circulation.

EDAW designed an entrance terrace on the west side of the Auditorium, paved with exposed aggregate concrete divided by rows of inlaid brick that referenced the paving found in the original, mid-1950s Terrace. The new concrete-paved landing on the east side of the Auditorium provided a second, but smaller, outdoor sitting area; this area was enclosed on its east side by rectangular brick planting beds which were incorporated into a new section of the brick wall. The brick in the new planting beds and the new wall section was similar to that of the original wall.

3333 Investors

Phase V: Presidio Corporate Center 1984-1985

About 1983, Fireman's Fund sold the property to a new owner called 3333 Investors. In 1984 and 1985, 3333 Investors took steps to transform the property into the Presidio Corporate Center, an office building open to leasing by multiple tenants. Apart from numerous relatively minor interior office alterations, this owner made two distinctive changes visible on the exterior of the building.

In the spring of 1984, the aluminum window frames throughout the building were painted a dark color and the glass in the windows including the blue bottom panels of each window unit was darkened. The tinting of these windows was said to have a fifteen year life expectancy.²⁵

In permits dated 6 October 1984 and 8 January 1985, the original entrance lobby on California Street was remodeled and a new exterior entrance gateway structure was built. Apart from serving to mark the entrance and to represent a new owner and a new use, it is not clear that this

²⁵ University of California, San Francisco, *Office of the Chancellor with the assistance of Ira Fink Associates, University of California, San Francisco – Laurel Heights Site Development Plan: Draft Environmental Impact Report*, [Berkeley]: Regents of the University of California, 1986, p. 73.

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structure had any function. The architect for the new entrance structure was CRS Sirrine of Houston in association with EPR of San Francisco.

University of California

In February 1985, 3333 Investors sold the property to the Regents of the University of California to be used as the Laurel Heights Campus of the University of California, San Francisco. Since it has owned the property, the university has made minor exterior alterations and extensive interior alterations. The principal exterior alterations have been a project begun in 1986 that added a loading dock on Presidio Avenue and another that added rooftop screens to hide added mechanical equipment.

During the ownership of the University of California, space in the building has been occupied by the California Department of Transportation as well as by the University of California, San Francisco.

In preparation for a move to the new Mission Bay Campus and elsewhere, in 2012 the university began investigating options for the site. On 13 March 2015, the university signed a ground lease with Laurel Heights Partners, a development firm with plans to make extensive changes to the site. The university remains fee owner of the property.

HISTORIC CONTEXTS

CRITERION C: COMMUNITY PLANNING AND DEVELOPMENT

For at least twenty-five years after World War II ended in 1945, there was an accelerated general movement of population and growth in the United States out of the central cities and into outlying areas. This regional decentralization and suburbanization took place in housing, retail, office, industrial, and institutional developments. In the San Francisco Bay Area, the two largest urban centers -- San Francisco and Oakland -- lost population as new housing and other developments boomed on agricultural land and sparsely settled areas of Marin, San Mateo, Santa Clara, Alameda, and Contra Costa Counties. While there were many reasons for this movement, a primary factor was the growing use of motor vehicles. In contrast to the densely concentrated older cities, these new suburban areas were spread out, a development facilitated by construction of bridges across the bay in the 1930s to 1950s and the beginning of the construction of freeways.

San Francisco itself experienced its own internal version of this movement. While the City and County of San Francisco shared the same boundaries and much of its expanse was occupied by traditionally dense urban development, there were substantial areas outside the core -- but within the city boundaries -- that had never been developed or, because of changing conditions, were newly available for development.

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Little new industry entered San Francisco in these years, but every other major land use was expanded. The spectrum of new developments of this period did not simply replicate old patterns of development. Instead, they were shaped by the forces that drove suburbanization elsewhere. In addition to motor vehicles, which were used for private transportation, for hauling goods for business and industry, and in competition with streetcars and other forms of transit, cheap energy and plentiful water played a fundamental role. Also, social forces such as a growing middle class, and "white flight" from perceived overcrowding and changing population demographics in central cities were major factors.

Between 1945 and the late 1960s, years that included the construction of the Fireman's Fund Home Office in Laurel Heights, many of the principal developments of the city itself were part of this movement. The developments of these years were different in fundamental ways from what had been built before. The cumulative effort of all these changes changed the character of the city as a whole. By the end of this period, San Francisco was not the dense pedestrian and streetcar city that grew up in the nineteenth and early twentieth centuries. It had become a mix of the earlier city and the "New City," a term used by University of California scholar James Vance to describe these changes.²⁶ The co-existence of these two types of urban development in one city introduced new benefits and new problems. The city could better accommodate changing social and economic conditions, but it was plagued with traffic congestion, lack of parking, decreased support for mass transit, air pollution, proliferation of one-way streets, and construction of freeways.

Fireman's Fund was among several large and notable developments of San Francisco's postwar New City. Three of these developments were built on adjacent properties in the southwest corner of the city. Park Merced, a residential development by the Metropolitan Life Insurance Company of New York consisting of garden apartments and thirteen-story towers on almost 200 acres, was begun just before the war but mostly was built after it, opening in 1950. Stonestown, a complex that included a shopping mall, ten-story towers and garden apartments, and a medical office building on 67 acres, was built in 1949-1952. San Francisco State College (now University), although planned before the war, was built in 1949-1954 on 140 acres. Across town in the southeast corner of the city, Candlestick Park, a 44,000 seat professional sports stadium, was built in 1958-1960. Residential tracts in the central and western parts of the city with hundreds of new homes and housing units, like Lakeshore Park, Laurel Heights, Anza Vista Heights, Midtown Terrace, and Country Club Acres, filled up most of the last open land in San Francisco in the 1940s and 1950s. Also in this period, planning began by the San Francisco Redevelopment

²⁶ James Vance, "Geography and Urban Evolution in the San Francisco Bay Area," Berkeley: University of California, Institute of Governmental Studies, 1964, p. 68.

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Agency for Diamond Heights, a 300-acre site in the center of the city for retail, housing, schools, and other neighborhood functions.

In addition to these large projects, smaller new developments of every kind throughout the city were also shaped by the same conditions. Strip shopping districts (like Laurel Village), new branch libraries, churches, small office buildings, motels, drive-in restaurants, and other types of development were built on in-fill sites and in new areas. A common feature of all of these was the accommodation of automobiles including on-site parking garages and the placement of new buildings with parking lots around them.

As San Francisco was affected by decentralization and suburbanization, both within its borders and in nearby counties, traditional patterns of development persisted as well. One of the strongest traditional patterns was the location of large office buildings downtown. Between 1946 and 1967, twenty-one large office buildings were built in San Francisco. Nineteen of these were medium or high rise buildings on restricted lots downtown.

Despite the strength of the downtown, two major office buildings were built in central areas far from the traditional core of the city. The Fireman's Fund Insurance Company Home Office, originally a 194,000 square-foot building (equivalent to a twenty-story skyscraper on a downtown lot), was a sprawling low-rise building on a 10.2-acre site surrounded by landscaping and parking; it was built in a predominantly domestic-scale residential area. The Jack Tar Hotel and Office Building of 1960, including landscaped grounds, was built in a central location on Van Ness Avenue in a dense urban neighborhood of apartment buildings and multistory automobile dealerships; this large complex included an eight-story hotel and a twelve-story office building of 214,422 square feet.

While Fireman's Fund and the Jack Tar were the only major office developments in this period to locate outside of the traditional downtown but still within the city of San Francisco, they were also part of a larger movement that saw new corporate office buildings and other large developments located in suburban areas outside of the city.

Evaluation

The Fireman's Fund Insurance Company Home Office is eligible for the National Register under Criterion C as one of the principal embodiments of the post World War II decentralization and suburbanization of San Francisco. Fireman's Fund was the first major office building to be built outside of downtown in a suburban setting and it was the first whose design was fully adapted to the automobile.

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CRITERION A: COMMERCE

Two conditions of San Francisco's early history and growth, namely its reliance on maritime commerce and its frequent large and destructive fires, quickly gave rise to an insurance industry. This industry would play an important role in the local economy as an employer and as a source of investment money in the region. Because insurance companies had a significant presence in San Francisco from the beginning, the city became a center for the insurance industry on the west coast that has diminished since the 1980s but still continues to the present day.

The first of the two conditions was the isolation of San Francisco and its overwhelming dependence on maritime transportation. For the first twenty years of the American period, the most important means for the delivery of goods and people to California was by ship. While the completion of the transcontinental railroad in 1869 introduced another means of transport, San Francisco Bay remained a major world port until after World War II and still remains a significant port today. Ships owned by people and companies in other places came from all over the world to San Francisco. The owners of these ships and their cargos purchased insurance against loss from companies in the eastern United States and Europe. Very early in the period of American control of California, in 1849, insurance companies headquartered in distant places opened offices in San Francisco. In the next ten years, numerous companies from New York, London, Germany, and elsewhere opened San Francisco offices initially for the sale of marine insurance.

The second early condition that gave rise to the San Francisco insurance industry was an outcome of the rapid growth of the city, the haphazard construction of its buildings in flammable materials; these resulted in the destruction by fire six times in the 1850s of large parts of the city.

In response to both of these conditions insurance was provided at first only by distant companies and fire insurance was available only at exorbitant rates if it was available at all. High insurance rates were a primary factor in the improvement of building practices. Under the influence of insurance companies, building laws were enacted and continually strengthened and new buildings in the central commercial district were required to be built in fire-resistant materials.

Within a few years, local companies emerged in competition with outside companies primarily to sell two primary forms of insurance – marine insurance and fire insurance. Among more than thirty local insurance companies formed in San Francisco in the 1850s-1860s, Fireman's Fund Insurance Company was formed in 1863. Many of these lasted only briefly before they were bought by rivals or went out of business. Fireman's Fund was among the few San Francisco

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companies that became well-established and among these it was the only one left in business by 1895.²⁷

Fireman's Fund succeeded where other local companies failed for a number of reasons. Among these, the company quickly established branch agencies in distant places and sold insurance throughout the United States and abroad, it paid its claims in a number of high risk and high profile situations which gave it a reputation for honesty and reliability, it had wealthy owners who could provide enough capital to survive in more than one case, and it made key innovations on a number of occasions that proved to be influential within the industry.

When the company was founded by local businessmen in 1863, its initial plan was to pay volunteer fire companies ten percent of the company profits for a charity associated with the Fire Department, and came up with the name "Fireman's Fund" for that reason. The idea of the company founders was that firemen would be more conscientious in putting out fires at buildings insured by Fireman's Fund, Fireman's Fund would prosper, and the charity would prosper. The idea didn't work, but the company kept the name.

Within five years of its founding, the company had branch agencies all over California and in New York and Chicago. By the time of the disastrous Chicago fire of 1871, which wiped out much of the central business district, Fireman's Fund covered many buildings there. The company might have gone under like many others did, but by collecting assessments from its stockholders, raised enough money to pay all claims and stay in business. With this action Fireman's Fund became the leading locally based insurance company in San Francisco, a position that it never relinquished.

In 1867, the company built an imposing headquarters in a prestigious location at the southwest corner of California and Sansome Streets. Situated among the leading banks and financial institutions of San Francisco on the principal street of the financial district of that time, the location itself was a statement of the ambitions of the company for success.

For the rest of the nineteenth century, the company prospered while taking over other San Francisco insurance companies and expanding its operations. The company paid claims after big fires in Boston and Virginia City, solidifying its reputation. By 1895, it had branch offices for its four regional departments around the country. At the end of the century, the company insured ships and enterprises associated with the high-risk environment of the Klondike Gold Rush in Alaska and Canada. By 1905, the company had regional department offices in Chicago, Boston,

²⁷ William Bronson, *Still Flying and Nailed to the Mast: The First Hundred Years of the Fireman's Fund Insurance Company*, Garden City, New York: Doubleday & Company, 1963, p. 63.

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New York, Macon, Georgia, and London and had expanded internationally, with "general agents" in Hong Kong, Manila, Singapore, and Honolulu.

Fireman's Fund was by far the leading local insurance company at the time of the 1906 earthquake and fire. Despite the loss of its building and all records, and claims far exceeding the assets of the company, it paid all claims by again assessing its stockholders and by paying in installments. Within six years, the company had fully recovered and increased its assets from about \$3 million to \$9 million.

The importance of the various insurance companies, both home-grown and out-of-town, in San Francisco after the 1906 disaster was reflected in their buildings. Because of the nature of their business and the nature of the disaster, the location, design, and construction of buildings for the San Francisco insurance industry were particularly important. Like the most prestigious banks, San Francisco insurance companies preferred to locate on California Street near Montgomery, and as close as possible to that intersection on nearby streets. Fireman's Fund repaired and re-occupied its old building at the southwest corner of California and Sansome Streets; in 1915 the company completed a new building on the old site. The new building was in the form of a Roman temple. Located across California Street from another Roman temple, the oldest and most prestigious San Francisco bank, the Bank of California, the Fireman's Fund Building asserted the wealth, stability, and historic roots of the Fireman's Fund Insurance Company. The Liverpool & London & Globe Insurance Company, a British company in San Francisco since 1852, built a variation of a classical temple across California Street from Fireman's Fund in the same block in 1912. Another British company, The Royal Globe Insurance Company which was also in San Francisco since the 1850s, built an eleven-story office building at the corner of Sansome and Pine Streets, a block south of Fireman's Fund. Other insurance companies occupied other office buildings in this area.

As the insurance industry prospered, this area was strengthened as its center. In 1913, the Insurance Exchange, a centerpiece of the local insurance industry, opened a new eleven-story exchange and office building next door to Fireman's Fund's headquarters. Later, in 1924, Fireman's Fund built a new eight-story office building next door at 233 Sansome Street, enlarged with another five stories in 1929. In 1927, the sixteen-story Insurance Center Building was built at the northeast corner of Pine and Sansome Streets. All of these insurance company buildings from the years after 1906 were designed by prominent architects of the time. Collectively they asserted the importance of the industry and its associations with San Francisco history and finance.

Fireman's Fund's leading place in the competitive world of San Francisco insurance, was partly due to various innovations and early adoptions of business ideas which gained advantages over rivals. In the nineteenth century, Fireman's Fund was a pioneer in the sale of insurance for grain,

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cotton, and other agricultural products. In the twentieth century, the company was early to sell automobile insurance. It made money with “war-risk” insurance during World War I. Among companies in San Francisco, it was early to enter new fields like life insurance and health and accident insurance. In the 1920s, Fireman’s Fund grew substantially and was known as “ ‘the Tiffany’ of the insurance world.”²⁸

The insurance industry throughout the country was fundamentally changed by a United States Supreme Court decision in 1943 that for the first time defined insurance as interstate commerce. This changed the structure of most insurance companies, including Fireman’s Fund. This reorganization coincided with the general postwar economic boom, which for some companies including Fireman’s Fund, was accompanied by large and rapid growth.

From 1946 to 1954, Fireman’s Fund’s income from the premiums of policy holders increased from \$67 million to \$191 million. The company benefitted from the introduction of a Special Home Owners policy in 1951 that was a prototype for the standard “all risk” home insurance that became universal within a few years. A historian of the company described 1954 as “one of the most interesting and successful years in the Company’s history” during which “an unusual number of aggressive steps [were] initiated... to expand operations and introduce new forms of insurance.” In that year the company bought the National Surety Corporation in “one of the largest transactions of its kind ever made.”²⁹

By the time of World War II, Fireman’s Fund was spread out among several buildings in downtown San Francisco. The growth of the postwar years resulted in even more employees and produced a great need to consolidate in one location. Thus, in the booming years after the war the company bought the site for its new headquarters in Laurel Heights in 1953 and built the building that was completed in 1957. A factor in the company’s interest in the site was its address on California Street. Although twenty-six blocks west of its traditionally prestigious downtown location, it still had a coveted California Street address.

This was a period of growth for San Francisco’s insurance industry in general. Between 1950 and 1960, seven major insurance companies built new office buildings in San Francisco: Home Insurance Company (1950), Pacific Mutual Life (1954), Equitable Life (1955), America Fore (1956), California Union Insurance (1957), John Hancock (1959), and Occidental Life (1960). All of these were tall buildings downtown and none were as large as Fireman’s Fund. Other slightly later insurance company buildings were Hartford Insurance (1964), the Pacific Insurance Company (1971), and Aetna Life & Casualty Company (1969); the Hartford and Aetna buildings were about the same size as Fireman’s Fund after its expansions of the mid 1960s. The

²⁸ Bronson, p. 147.

²⁹ Bronson, p. 163.

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best-known and largest building of this period associated with the insurance industry was the Transamerica Pyramid, completed in 1971 two blocks from the heart of the traditional downtown center of San Francisco's insurance industry for the Transamerica Corporation, a holding company for insurance companies and other kinds of financial businesses.

The opening of Fireman's Fund's new building was not accompanied by a slowing of the company's growth. An important and newsworthy source of new business was in the category of inland marine insurance which "will insure any insurable interest against all perils anywhere in the world."³⁰ This covered motion pictures and their casts, rodeo performers, professional athletes, and other types of activity. Fireman's Fund was second internationally to Lloyd's of London in providing this type of insurance and was often in the news for this line of work.

In 1963, Fireman's Fund combined with the American Insurance Company of Newark, New Jersey, with Fireman's Fund becoming a holding company and changing its name to Fireman's Fund American Insurance Companies. In 1964, a company advertisement stated that "Today, Fireman's Fund American is the largest property and casualty insurance company headquartered in the West. It offers every basic line of insurance for both personal and commercial coverage... through more than 25,000 agents and brokers..."³¹ In this period, substantial additions to the Laurel Heights building were made. In 1968, Fireman's Fund and American Express were combined, with American Express moving many employees to Laurel Heights.

Evaluation

The Fireman's Fund Insurance Company Building is eligible for the National Register under Criterion A for its association with the San Francisco insurance industry, an important industry in the history of the city from the Gold Rush to the present. In particular, it represents the post World War II boom in San Francisco's insurance industry when many companies built new office buildings. At that time, Fireman's Fund was one of the largest insurance companies in the United States. It was the only major insurance company headquartered in San Francisco. It was a leader among all insurance companies in San Francisco in its embrace of new ideas, symbolized by its move away from downtown to an outlying location.

CRITERION C: DESIGNERS AND BUILDERS

The Fireman's Fund Insurance Company Home Office was designed by a team under the leadership of the architect, Edward B. Page. The members of the design team represented the professions of architecture, interior decorating, structural engineering, mechanical engineering, electrical engineering, and landscape architecture. Every member of the design team and the

³⁰ Bronson, p. 186.

³¹ Fireman's Fund American Insurance Companies, "How a San Francisco Insurance Company Became a Pacesetter in the Industry," advertisement, *San Francisco Chronicle*, 7 January 1964.

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general contractor for the buildings were leading representatives of their fields in the San Francisco Bay Area. Each of these is presented below, followed by an evaluation.

Architect: Edward B. Page

Edward B. Page (1905-1994) was an architect who fit the description of many identified by Pierluigi Serraino in his book, *NorCalMod: Icons of Northern California Modernism*, as largely forgotten but important players in a vital period of architectural practice after World War II.³² Like many in that period, Page was trained in the Beaux-Arts method and exposed to traditional ideas about planning and style. But in his own work Page was a modernist. He is remembered today largely for his design of one building, the Fireman's Fund Home Office in San Francisco, but in his day was well-recognized for his expertise and for the designs of a number of buildings.

Edward Bradford Page was born in Alameda, a member of the fourth generation of his family in the Bay Area. His great grandfather was a physician from Philadelphia who practiced medicine in Chile, acquired Rancho Cotati in Sonoma County in 1850, and designed a utopian plan for the town of Cotati. Edward Page was one of five brothers and the son of Charles R. Page who became president of the Fireman's Fund Insurance Company in 1937 and served as Chairman of the Board of Directors from 1943 to 1962.

Edward Page studied engineering at the Sheffield Scientific School at Yale and upon graduation in 1928 started another undergraduate course of study in architecture at the Yale School of Fine Arts. He was critical of the program and was encouraged to take a leave of absence. He spent the year 1930 traveling and studying architecture in Europe. Living mostly in Paris, his inclinations toward architectural modernism were confirmed by a brief disillusioning experience working on a competition entry for the Grand Prix de Rome for Jean Labatut at the Ecole des Beaux Arts. He also studied at the Ecole Americaine at Fontainebleau.

Describing himself in later years, as recorded in an interview at the Environmental Design Archives of the University of California at Berkeley, he rejected the traditions of the Beaux Arts and learned as much as he could about modernism. He said that the most valuable part of his education at that time was in Paris cafes, particularly Les Deux Magots which was renowned as a center for artists, writers, and other cultural figures and had an "architects' table" -- "you sat there long enough and every architect in the world who came to Paris would come by." In this way he met prominent and experienced architects from all over, people who as a young student

³² Pierluigi Serraino, *NorCalMod: Icons of Northern California Modernism*, San Francisco: Chronicle Books, 2006, pp. 8-20.

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he would have had no opportunity to talk with otherwise. "We were all rebels," he said, "well into the Modern world of architecture, sneering at the Beaux Arts."³³

After a year he returned to Yale and, in 1932, received a degree in architecture. He returned to San Francisco at the worst part of the Depression. There was no work in architecture but he got a job as a laborer building the Bohemian Club, an experience that gave him a ground level view of construction and corresponded to one of the essential elements of an education at the Bauhaus.

From 1934 to 1936, Page worked as a junior draftsman for Arthur Brown, Jr., San Francisco's pre-eminent Beaux-Arts architect. In that job, he prepared full size details of pediments, cornices, and other decorative features used in the Department of Labor-Interstate Commerce Commission complex in Washington, D.C. Contrary to his expectations, he came to admire Brown and his work. Without giving up his Modernist ideals, he later modeled his own practice in part on the observation that Brown "did things with pride, never turned out anything second class," and never let considerations of money affect the level of his efforts.³⁴

In 1936, Page moved across the hall on the eighth floor of 251 Kearny Street to the office of Bakewell & Weihe. John Bakewell, Jr. was a distinguished Beaux-Arts architect and had been Arthur Brown's partner, and Ernest Weihe was also educated in Paris in the Beaux-Arts method. When business was slow in the office, Page was allowed to work there on his own projects and in 1937-1938 was a draftsman for the Golden Gate International Exposition (G.G.I.E.). Later in life he remembered his design for the Island Club (demolished) at the G.G.I.E. with particular pride. In that job he met John J. Gould and Henry J. Degenkolb with whom he formed a close friendship.³⁵ Later, Gould and Degenkolb's postwar firm would be the structural engineers for the Fireman's Fund Home Office and Page and Degenkolb worked on several projects together in the course of their careers.

After receiving his architectural license in 1938, Page worked for himself and for others on small projects from 1939 to 1942. On one of these projects, for Lewis Hobart, another prominent Beaux-Arts architect, he worked on drawings for the floor of Grace Cathedral. From 1942-1947, he worked as the Chief of Architecture and Engineering for San Francisco architect Wilbur D. Peugh supervising wartime projects for U.S. Naval Operations.

³³ Edward B. Page, Interview by Michael Corbett, 4 April 1980. Environmental Design Archives, University of California, Berkeley.

³⁴ Edward B. Page, Interview by Michael Corbett, 4 April 1980. Environmental Design Archives, University of California, Berkeley.

³⁵ Loring Wylie, Telephone conversation with Michael Corbett, 1 February 2018; Bob Cosby, Telephone conversation with Michael Corbett, 3 February 2018.

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In 1947, Page opened his own office in San Francisco. Many of his early projects were in association with others, including the Glen Craggs Housing Project with Wilbur D. Peugh in 1951 and two schools with Cantin & Cantin in 1952. His design for the 1954 Mason B. Wells house in Belvedere won an Award of Merit from the Northern California Chapter of the American Institute of Architects.

As Serraino observed, many Modernist architects of the postwar generation in the Bay Area, did not seek publicity and, despite the quality and success of their work were not well recognized and have not been remembered. Edward Page's approach to his practice fit this profile. He did not seek publicity, he intentionally kept his office small so he would have control over his own projects, and he obtained work largely through referrals. "I operated by selling trust," he said, which was gained by "achieving competence" in dealing with client's needs from listening and responding.³⁶

When Page was hired in 1954 to design the Fireman's Fund Home Office, his father was Chairman of the Board of Directors. He insisted however, that he earned the job over many competitors through a series of small projects for the company. One lead to another over a period of time and when the big job came up, he had gained the trust and respect of company managers. On the Fireman's Fund project, Page coordinated the contributions of all. He was described as "the master" by Loring Wylie, an engineer in the Degenkolb office who had a major role working on the additions of the 1960s. Wylie remembered Page's deep involvement with and lead in solving issues with expansion joints as representative of his high level of competence and control.³⁷ On another technical matter, he designed an innovative system of dispersed lighting for Fireman's Fund in an effort to provide better working conditions.³⁸

Following the success of the first phase of the Home Office in 1957, Page designed three subsequent additions in 1963-1967, and branch offices in Fresno, Riverside, San Jose, and Los Angeles. He also consulted on the designs of branches outside of California including those in New York, New Orleans, and Atlanta, where he advised primarily on matters related to the way the insurance business works. Apart from Fireman's Fund, his later projects included his own residence in Sausalito, a garage at the San Francisco airport, and the Faculty Club at Stanford University.

³⁶ Edward B. Page, Interview by Michael Corbett, 4 April 1980. Environmental Design Archives, University of California, Berkeley.

³⁷ Loring Wylie, Telephone conversation with Michael Corbett, 1 February 2018.

³⁸ Robert Cosby, Telephone conversation with Michael Corbett, 3 February 2018.

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Page's interests extended to history and preservation. With three others including the engineer John J. Gould, he founded the Fort Point Museum Association in 1959. The association initiated efforts to preserve Fort Point, now a part of the Golden Gate National Recreation Area.

In 1968, Edward Page took on two partners, John U. Cloudsley, Jr. and John Baleix, long-time employees who had both been hired when the work on the Fireman's Fund Home Office began. The firm of Page, Cloudsley & Baleix continued as the architects for all work on the Home Office, all of which was for interior remodelings, as long as Fireman's Fund owned the property. The principal work of the firm was for Fireman's Fund and remodeling downtown office buildings. XXXX ask Crosby

John U. Cloudsley, Jr. (1926-2013), grew up in Stockton, the son of an architect. John Baleix (1928-2014) grew up in Oakland. Both studied architecture at the University of California at Berkeley. Both spent their entire careers with Edward B. Page and Page, Cloudsley & Baleix except for three months in 1959 when Baleix worked for Reid, Rockwell, Banwell & Tarics.

Interiors: Maurice Sands

Maurice Sands (1906-2006), consultant for treatment of the interior of the Fireman's Fund Home Office, was a prominent and long-active interior decorator in the San Francisco Bay Area. Among his best-known projects were interiors for student housing at the Berkeley, Davis, and Santa Cruz campuses of the University of California, the Vista Dome cars of the California Zephyr line of the Chicago, Burlington, & Quincy Railroad in the 1940s which were the model for other domed railroad cars, the Stanford Alumni House in the 1950s, the Squaw Valley Winter Olympics in 1960, and many Bank of America branches. He taught at the University of California and the San Francisco Art Institute.

Engineers: John J. Gould & H. J. Degenkolb, Structural Engineers

The structural engineer for the original 1957 phase of the Fireman's Fund Home Office was the firm of John J. Gould & H. J. Degenkolb. Henry J. Degenkolb had been an employee of Gould until he became a partner in 1956. Fireman's Fund was the first big project of the new partnership. After Gould died in 1961, the firm continued as Henry J. Degenkolb & Associates. The Degenkolb firm designed the principal additions to the Fireman's Fund Home Office in the period 1963-1967.

John J. Gould (1898-1961) was born in Switzerland and studied at the Engineering School in Zurich. He worked in Switzerland, Germany, France, the Middle East, and New York City before coming to San Francisco in 1925. From 1933 to 1935 he worked for the State Division of Architecture where he was involved with issues of seismic safety for schools. In 1935 he became the Chief Structural Engineer for the Golden Gate International Exposition. In 1940 he started his own firm. He was active in professional organizations and served as president of the

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Structural Engineers Association of Northern California. He had a particular interest in the effects of seismic forces on buildings and in designing safely in relation to those forces.

Henry J. Degenkolb (1913-1989) received a B.S. degree in civil engineering from the University of California in 1936. In 1937-1938 he worked for John J. Gould at the San Francisco Bay Exposition Company designing facilities for the Golden Gate International Exposition. During World War II he worked in various industries and in 1946 he was hired by John J. Gould as the firm's chief engineer. Looking back on his career in 1986 he said, "John [Gould] ran the office – that is, the business, the contracts, the management – and I was the center of the back room. I ran the drafting and the design and everything like that."³⁹ From this, it appears that Degenkolb was the principal structural designer of the Fireman's Fund Home Office in all its phases.

The Firm designed many of San Francisco's major structures of the 1940s-1960s including Park Merced, the International Building, the Bank of California tower, expansion of the San Francisco airport, parking garages at St. Mary's Square and the Civic Center, and many branches of the Bank of America and Pacific Telephone. The Firemans' Fund Home Office was the first large project of the firm after Degenkolb became a partner. According to the National Academy of Engineering, Henry J. Degenkolb "was responsible for the structural design of some of the most distinctive structures in California."⁴⁰

Henry J. Degenkolb was a man of enormous energy and accomplishment. He was an "earthquake chaser" who traveled to earthquake sites around the world to better understand the effects of seismic forces on buildings. He was active in many professional groups, especially those concerned with seismic issues and building codes. At the time of the completion of the Fireman's Fund Home Office in 1957 he was president of the Structural Engineers Association of Northern California. He was also a lecturer in engineering at the University of California from 1946 to 1961.

Other Engineers

All the engineers for the original design and the major additions of the 1960s were prominent members of the local profession. For the original building, the mechanical engineer was R. Rolleston West and the electrical engineer was Clyde E. Bentley. For the 1960s additions, the mechanical engineer was K.T. Belotelkin and the electrical engineer was Charles M. Krieger & Associates.

³⁹ Henry J. Degenkolb, *Henry J. Degenkolb: Connections*, The EERI Oral History Series, an oral history conducted 1984-1986 by Stanley Scott, Institute of Governmental Studies, and the Regional Oral History Office, University of California, Berkeley, CA. Oakland: Earthquake Engineering Research Institute, 1994.

⁴⁰ William J. Hall, "Henry J. Degenkolb, 1913-1989," *Memorial Tributes: Volume 4*. Washington: National Academies of Sciences, Engineering, and Medicine, 1991, p. 46.

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Roger Rolleston Fick West (1891-1975) was born in London, graduated from Kings College Cambridge with a degree in mechanical sciences, served in the British military Intelligence Corps in World War I, worked and traveled in China and the Pacific after the war, and came to North America in 1925. A Canadian newspaper described him as “a distinguished engineer” who “has done research work in oil and aeronautics in many parts of the world.”⁴¹

Clyde E. Bentley (1898-1989) was a member of a family of California engineers. He graduated from the University of California in 1923 with a B.S. in engineering and was a registered civil, mechanical, and electrical engineer. He opened his own office in San Francisco in 1935. According to a professional biography, “The firm designed the first high-velocity double-duct system... at Mare Island. Among many significant projects are Letterman and Oak Knoll military hospitals, Alta Bates Hospital, projects at U.C. Berkeley and Davis, and projects at the San Francisco and Oakland Airports.”⁴² He was active in professional organizations and an auditorium in the engineering department at the University of California is named for him.

Konstantin Taras Belotkin (1905-1996) was, according to his obituary, “a czarist aristocrat who survived the Russian Revolution.”⁴³ He attended the Imperial Military Academy in St. Petersburg; escaped to Czechoslovakia where he was a champion athlete in gymnastics, fencing, soccer, horsemanship, and tennis; studied and published about forestry in Czechoslovakia and at Yale; and married Irina Roudakoff, an artist, costume designer, patron of the arts, and San Francisco society figure. As an engineer, among his major projects, he contributed to the design of Liberty ships during World War II, and designed heating, ventilating, and air-conditioning systems for the University of California at Davis, the Lawrence Livermore Laboratory, and the Fireman’s Fund Home Office. He was a personal friend of Myron Du Bain, a Fireman’s Fund executive who became president of the company after the additions of the 1960s.

Charles H. Krieger (1923-2009) was an electrical engineer and visionary whose work extended to other areas as the founder of the Critical Facilities Round Table, a nationally influential forum for addressing issues in “mission critical” facilities like power grids, data centers, medical facilities, and financial institutions. He graduated in electrical engineering from the University of California in 1947. He founded his own consulting firm, Charles H. Krieger & Associates, in San Francisco in 1957 and practiced until 1988. He was active as a writer and speaker, and in professional organizations.

⁴¹ *Winnipeg Tribune*, “Easier to Find Fiance than Play Writer,” 18 May 1929.

⁴² Carl H. Jordan, “Clyde Bentley – ASHRAE Biography,” *Golden Gate ASHRAE Fog Dispenser* 43, No. 2 (November 2001), p. 6.

⁴³ *San Francisco Chronicle*, “Konstantin Taras Belotelkin,” 15 July 1986.

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Landscape Architects: Eckbo, Royston, and Williams (ERW)/Eckbo, Dean, Austin, and Williams (EDAW)

In 1945, Garrett Eckbo, Robert Royston, and Ed Williams—three of the pioneers of modern landscape architecture—formed the partnership of Eckbo, Royston, and Williams (ERW). The firm was responsible for the original mid-1950s landscape design for the Fireman's Fund site which embodied the characteristics of the modern movement in landscape architecture after World War II. The firm's projects (1945-1958) helped to expand the profession of landscape architecture beyond the scale of the individual residential garden and contributed to the popularization of modernism as a design vocabulary and an approach to creating outdoor spaces that addressed contemporary needs. The American Society of Landscape Architects (ASLA), in a history that accompanied an award presented to EDAW (its successor firm), noted that ERW "established a compelling portfolio of modernist landscapes."⁴⁴ The partnership soon became "one of the leading firms in the country, highly regarded for its advanced planning, innovative modern vocabulary, and its quality of execution,"⁴⁵ and in 1950, ERW was awarded the Gold Medal in Landscape Architecture by the New York Architectural League.⁴⁶

ERW actively promoted its work and was regularly written about in popular magazines, professional journals, and newspapers of the era; examples include *Sunset*, *House Beautiful*, *House & Garden*, *Architectural Review*, *Progressive Architecture*, and *Architectural Record*. Additionally, ERW designs were regularly used to illustrate a reoccurring feature on modern residential landscape design that ran in the *Los Angeles Times* during the 1950s. The firm gained additional exposure in the early 1950s after Eckbo's book *Landscape for Living*, which was illustrated with examples of ERW's work, was published. The book defined "the modern discipline of landscape architecture for his professional peers and a broader readership"⁴⁷ and placed these ideas within the context of the post-World War II society.

As was true of all landscape architectural practices during the early years after the war, ERW was heavily involved in creating residential gardens. By the early 1950s, ERW had "hundreds of completed gardens in four states," with more than 50 located in Marin County alone and others in virtually all of the developing suburban communities in the Bay Area.⁴⁸ The firm was a pioneer in expanding the practice of landscape architecture into the scale of neighborhood and community design.⁴⁹ The Standard Oil Rod and Gun Club in Richmond (1949) was Royston's

⁴⁴ ASLA, *EDAW: Firm History*.

⁴⁵ Treib and Imbert, *Garrett Eckbo*, 49.

⁴⁶ *New York Times*, "Arts Awards Announced, Architectural League Gives Medals in Gold Medal Show," 2 June 1950.

⁴⁷ The Cultural Landscape Foundation, *Garrett Eckbo*.

⁴⁸ *Marin Independent Journal*, "Prize-Winning Landscape Firm," 19 January 1952.

⁴⁹ Walker and Simo, 141.

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(and the firm's) first major park commission. "The facility was an immediate success and attracted the attention of Bay Area planners representing several municipalities."⁵⁰ Other park and playground projects soon followed, "many of which gained attention in the national media."⁵¹ The firm worked on numerous new housing projects in both northern and southern California. The 258-acre cooperative housing project of Ladera on the San Francisco peninsula featured an innovation design with "a linear park which tied together the residential clusters and separated automobile and pedestrian circulation."⁵² This was an early application of Royston's concept for the "landscape matrix," which was his term for the use of connective or continuous open space around which the balance of the design was oriented.⁵³ The implementation of this concept into community planning was a major innovation within the profession.⁵⁴

In addition to Fireman's Fund, ERW worked on a range of public outdoor spaces in San Francisco in the post war era including the Venetian Room Roof Garden at the Fairmont Hotel (1946), the entrance court to the Palace of the Legion of Honor (1950), Portsmouth Square (1954), and St. Mary's Park (1957). St. Mary's was one of the earliest large-scale roof-top gardens in the city and sat atop a parking garage in the Chinatown neighborhood. ERW was the landscape architect for Stonestown, a retail, residential, and office complex in the suburban western part of San Francisco (built between 1949 and 1952).

In 1946, Eckbo moved to Los Angeles and opened a second office. This move "expanded the firm's opportunities and gave each partner more breathing space."⁵⁵ Royston and Williams, both of whom lived in Marin County, remained in the San Francisco office. Although each partner typically took the lead on a specific project and then oversaw all phases of the work, the designs were generally a combination of individual and collaborative input. Williams, describing the partners working methods in a 1952 profile in the *Marin Independent*, stated that "although we work as individuals—there is a complete exchange of ideas."⁵⁶ Another profile of the firm, in the September 1946 issue of the *Architect and Engineer*, explained that the three met as needed in Paso Robles, which was the halfway point between their two offices, "to continue and extend the original ideal of their association which is based upon the premise that three minds are better than one if the best each one has to offer is brought to the fore."⁵⁷

⁵⁰ Rainey and Miller, *Robert Royston*.

⁵¹ Ibid.

⁵² Ibid.

⁵³ Wallace, *Robert Royston*, 25.

⁵⁴ Rainey and Miller, *Robert Royston*.

⁵⁵ Walker and Simo, 132.

⁵⁶ *Marin Independent Journal*, "Prize-Winning Landscape Firm," 19 January 1952.

⁵⁷ *Architect and Engineer*, "Landscape Architecture A Professional Adventure in Use of Outdoor Space," 11.

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In their history of this pioneering firm in the book *Invisible Gardens: The Search for Modernism in the American Landscape*, Peter Walker and Melanie Simo noted that “although each [partner] was unquestionably capable of running his own firm . . . the three achieved greater strength and flexibility in partnership. Eckbo, the preeminent theorist and reformer, not only led the firm intellectually but also had a broad vision of the potentialities of the field—perhaps broader than any other practitioner at the beginning of the postwar era in the United States. Royston, a gifted designer with a fascination for formal exploration, remained deeply committed to the social purposes of his built work, particularly the private gardens, neighborhood parks, and playgrounds.”⁵⁸ Williams was “an open space enthusiast who, long before the environmental movement, saw the importance of managing urban growth and conserving natural environments.”⁵⁹

In 1958, the ERW partnership was amicably dissolved. Robert Royston formed a new firm with Asa Hanamoto and David Mayes, two associates at ERW. Eckbo and Williams along with Francis Dean, who had become an ERW partner in 1953, formed Eckbo, Dean, and Williams. With the addition of Don Austin, in 1964, the partnership became Eckbo, Dean, Austin, and Williams (EDAW). The firm officially became known as EDAW in 1973.

During the 1960s, landscape architectural firms became involved in planning and analysis for entire regions not just individual communities. EDAW, “guided by a progressive vision of the leadership role of landscape architecture,”⁶⁰ took on these larger scale projects and was at the forefront of this expansion of the profession. The firm prepared California’s first state-wide open space study and followed this with a similar plan for the State of Hawaii.⁶¹ During this period, EDAW began to work on international projects, and as a result of this work, EDAW is recognized as having made a significant contribution to opening the door for western design and planning firms to work in Asia. As it expanded the scale and complexity of its work, EDAW added new professional skills to its capabilities and became recognized for its environmental resources planning and management and its visual analysis capabilities.⁶²

By the 1990s, EDAW had grown into a 400-person firm with sixteen offices, including ones in London, Sydney, and Hong Kong that accommodated the needs of its growing international presence. Its expertise ranged from “urban planning and urban regeneration to environmental management and resort design.”⁶³ Examples of three projects that illustrate the scope of the

⁵⁸ Walker and Simo, 118.

⁵⁹ Sweet, *The Bigger Picture*, 6.

⁶⁰ The Cultural Landscape Foundation, *EDAW*.

⁶¹ EDAW, *Open Spaces*.

⁶² Sweet, 6-9 and 220; ASLA, *EDAW: Firm History*.

⁶³ Sweet, 9.

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firm's work include a plan for the restoration of the Everglades, Washington, D. C.'s Monumental Core Framework Plan, and the Jinji Lake Waterfront, a masterplan for a new 600,000-person community, in Suzhou, China.⁶⁴

In 2005, EDAW, was acquired by AECOM Technology Corporation, "an expanding family of companies offering integrated services in engineering, transportation, planning and environmental expertise."⁶⁵ The firm continued to operate as a distinct entity, as EDAW AECOM, until 2009. At that time, the EDAW name was retired as AECOM fully merged the identities of all its subsidiary firms under the AECOM logo.⁶⁶ In recognition of the firm's contributions to the profession of landscape architecture ASLA awarded EDAW the Landscape Architecture Firm Award in 2009.⁶⁷

Garrett Eckbo

Garrett Eckbo (1910-2000) was born in New York but moved with his family to Alameda, California in 1912, where he spent the remainder of his childhood. He studied landscape architecture at the University of California, Berkeley and graduated in 1935. After a one year stint designing residential landscapes for a nursery business in Los Angeles, Eckbo placed first in a nationwide design competition and received a scholarship to Harvard's Graduate School of Design; he graduated with a Masters in Landscape Architecture in 1938. While at Harvard, Eckbo chafed at the restrictive Beaux Arts education that dominated the landscape design department. He found more in common with the idea that "architecture and design had a social role and could help improve the quality of life," which was being put forth by Bauhaus founder Walter Gropius and architect/designer Marcel Breuer, both of whom came to Harvard after fleeing Nazi Germany.⁶⁸ It was during this period that Eckbo began his life-long practice of writing about his ideas and pushing to expand the boundaries of the landscape architecture profession. In 1938-39, he published, with Harvard classmates Dan Kiley and James Rose, three articles in *Pencil Points* (a leading architectural journal) that described their modernist design ideals and laid out how society, ecology, and landscape architecture were interrelated; these essays became known as the "Harvard Revolution" and helped to usher in the modern era of landscape design.⁶⁹

⁶⁴ Sweet, 6-9 and 220; ASLA, *EDAW: Firm History*; The Cultural Landscape Foundation, *EDAW*.

⁶⁵ Sweet, 9.

⁶⁶ *World Landscape Architect*, EDAW is now fully merged into AECOM.

⁶⁷ Sweet, 9; ASLA, *EDAW: Firm History*.

⁶⁸ Sweet, 6.

⁶⁹ Treib and Imbert, 25-28 and 182-183; University of California Berkeley Environmental Design Archive, *Garrett Eckbo*.

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Eckbo directly influenced several generations of practitioners through his teaching—first at the University of Southern California (1946-58) and then at the University of California, Berkeley (1963-1969) where he was chair of the Department of Landscape Architecture—and through his writing. His book *Landscape for Living*, first published in 1950 and illustrated with examples of work by ERW, defined “the modern discipline of landscape architecture for his professional peers and a broader readership”⁷⁰ and put these ideas into the context of the post-World War II society. Eckbo went on to write additional books, each of which continued the themes of his first book within different contexts. He devoted the last ten years of his life to “theoretical study and publication.”⁷¹ His last book, *People in a Landscape*, was published in 1998 and continued reoccurring themes of his professional life that landscape design can be an agent of societal change⁷² and that “landscapes can link society and nature.”⁷³

In his numerous residential designs of the 1950s, Eckbo developed a “contemporary vocabulary drawn from the arts of painting and sculpture” that resulted in “spaces and forms that viewers read immediately as modern.”⁷⁴ A sampling of his other major design contributions—which illustrate the breadth of his work—include his collaboration (1939-1942) with architects Vernon DeMars and Burton Cairns and landscape architect Francis Violich in applying modernist ideas to the design of approximately 50 migrant worker’s camps for the Farm Security Administration; the widely-publicized ALCOA Forecast Garden (1952-1966) where Eckbo demonstrated the multiple uses for aluminum in the landscape; the Fulton Mall (completed in 1964) which redesigned Fresno’s central business district into a pedestrian mall in an effort to retain its viability as a regional retail center; and the Union Bank Square in Los Angeles (1968), a three-acre plaza next to the 40-story Union Bank headquarters where the design’s “biomorphic and organic forms recall paintings by Joan Miro.”⁷⁵

In their book *Garrett Eckbo: Modern Landscapes for Living*, that accompanied an exhibition on his life, work, and influences on the profession at the University Art Museum in Berkeley in the late 1990s, Marc Treib and Dorothy Imbert wrote that Eckbo “played a central role in the formation and practice of modern landscape architecture”⁷⁶ and is considered “. . . one of the most influential landscape architects of this century, fitting design to the needs and desires of contemporary life. His contribution [was] distinct for addressing in equal measure society, the

⁷⁰ The Cultural Landscape Foundation, *Garrett Eckbo*.

⁷¹ Treib and Imbert, 185.

⁷² Imbert, Garrett Eckbo.

⁷³ Iovine, “Garrett Eckbo Is Dead at 89.”

⁷⁴ Treib and Imbert, 94-95.

⁷⁵ The Cultural Landscape Foundation, *Union Bank Square*, <https://www.tclf.org/landscapes/union-bank-square>.

⁷⁶ Treib and Imbert, inside cover.

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natural landscape, art, and technique.”⁷⁷ He was awarded the American Society of Landscape Architects (ASLA) Medal (1975), the highest honor bestowed on an individual by the society. In 1998, he became the first person to be named a Distinguished Alumnus at the University of California, Berkeley’s College of Environmental Design.

Robert Royston

A California native, Royston (1918-2008) was raised on his family’s walnut ranch in the Santa Clara Valley and received his degree in landscape architecture from the University of California, Berkeley in 1940. After serving in the United States Navy during World War II, Royston returned to the Bay Area and joined Eckbo and Williams to form ERW in 1945. In 1958, Royston separated from ERW and formed Royston, Hanamoto, and Mayes (RHM). The Royston firm had a number of different partnership structures and names through the years before becoming Royston, Hanamoto, Alley, and Abey (RHAA) in 1979. RHAA continues to exist today and maintains offices in San Francisco and Mill Valley.

Royston played a major role in the development of the post-World War II landscape in the Bay Area, and, as noted in a profile in the *San Francisco Chronicle* in 2006, “it’s hard to spend a day in the Bay Area without seeing a landscape designed by the firm.”⁷⁸ Royston’s firm designed the landscapes associated with civic buildings, numerous education campuses and planned communities, and over sixty parks.⁷⁹ His early suburban park projects—undertaken between 1946 and 1965—are considered among the most important achievements of his career. In their book *Modern Public Parks: Robert Royston and the Suburban Park*, Reuben Rainey and J. C. Miller made the following assessment of this contribution: “During this twenty year period Royston and his professional partners created a series of suburban parks of varying scale that pioneered new directions in American park design. These projects were innovative in their spatial organization, design details, and materials, creatively reshaping American park design traditions to meet the unprecedented needs of postwar suburban expansions. They attracted national attention in design periodicals and earned a number of design awards from the American Society of Landscape Architects.”⁸⁰

By the time he retired in 1998, Royston was widely recognized as one of the pioneers in modern landscape architecture. He influenced the profession through his design innovations in the 1950s and 1960s, the collaborative work of his firm, and his impact on future landscape architects as an educator at his alma mater and other institutions. Royston was awarded numerous awards during

⁷⁷ Treib and Imbert, viii.

⁷⁸ Weinstein, “Painting an Abstract Landscape.”

⁷⁹ Rainey and Miller, *Modern Public Parks*, 140.

⁸⁰ Rainey and Miller, ix.

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his career including ASLA Fellow (1975), the AIA Medal (1978), and the ASLA Medal (1989), the highest honor awarded by the organization.⁸¹ In 2000, he was named a Distinguished Alumnus at the University of California, Berkeley's College of Environmental Design.

Ed Williams

Ed Williams (1914-1984) was born in Pittsburg, Pennsylvania in 1914 but moved with his family to Berkeley in 1929. He was a classmate and friend of Eckbo's at UC Berkeley and graduated with his degree in landscape architecture 1935. The range of his work, cited in a profile of ERW in the *Architect and Engineer* in 1946, highlighted both William's interests and the expanding breadth of the profession of landscape architecture; the article stated that he had designed parks and playgrounds, had worked on preparing a post war program of public works for San Mateo County that "served as a model for other counties and communities," and had experience in zoning, transit surveys, master planning, subdivision design, private gardens, and estates. During World War II, he became the head of the mechanical engineering section at Western Pipe and Steel.⁸²

In 1940, he and Eckbo founded their first partnership. Williams went on to be a founding partner in the two important twentieth century landscape architecture firms—ERW and EDAW—that evolved from this initial partnership. Williams remained in the EDAW partnership through the rest of his career. In a profile on the ERW in *Invisible Gardens: The Search for Modernism in the American Landscape*, Peter Walker and Melanie Simo noted that Williams was a "skillful designer" who had "placed second in the national competition that sent Eckbo to Harvard."⁸³ However his real impacts on the profession were in his work in environmental planning and his management abilities that nurtured the growth of EDAW from a small firm to a large corporation with offices around the globe. Walker and Simo noted that "as the firm grew, Williams assumed more responsibilities in management and planning. For his partners and younger associates, he remained a stabilizing influence—a rock of integrity in a fluid, changing world."⁸⁴ In the 1960s, Williams became the partner in charge of EDAW's large-scale planning efforts and was at the forefront of expanding the profession into environmental planning. He directed EDAW's efforts for California's first state-wide open space study in the mid-1960s and a similar plan for the State of Hawaii.⁸⁵ Williams was made a Fellow of ASLA for his designs and for his service to the profession.⁸⁶

⁸¹ The Cultural Landscape Foundation, *Robert Royston*.

⁸² *Architect and Engineer*, "Landscape Architecture A Professional Adventure in Use of Outdoor Space," 20-22.

⁸³ Walker and Simo, 133.

⁸⁴ Walker and Simo, 133.

⁸⁵ EDAW, *Open Spaces*, back cover.

⁸⁶ ASLA, *EDAW: Firm History and Fellows Data Base*.

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General Contractors: MacDonald, Young, & Nelson, Inc.

From 1955 to 1969, all building construction at the Fireman's Fund Home Office property including the building of the original office and service structures, the major additions of the 1960s, and numerous interior renovations and remodelings were carried out by the general contracting firm of MacDonald, Young, & Nelson and its successor firm, MacDonald & Nelson. The work of the firm for Fireman's Fund was all within the period of significance and all of the character defining features of the buildings were built by the firm.

MacDonald, Young, & Nelson was established after World War II by former employees of MacDonald & Kahn, one of the Six Companies that built Hoover Dam in the 1930s. MacDonald & Kahn, organized in San Francisco in the early twentieth century, was a successful builder of large commercial and industrial structures. During World War II, the company built military bases and other war-related projects.

After MacDonald & Kahn ceased operating on 1 January 1946, its employees scattered to other large construction companies and in some cases started their own. Three of these employees who had major positions of responsibility with MacDonald & Kahn, Graeme K. MacDonald, Dallas Young, and C. Edward Nelson, founded MacDonald, Young, & Nelson. After Young retired in the 1960s, it became known as MacDonald & Nelson. MacDonald & Nelson became MacDonald, Nelson, & Heck after 1970 and went out of business in 1975.

Graeme MacDonald (1911-1993) graduated from Stanford in engineering in 1934. He and his father, Alan, of MacDonald & Kahn, were both investors in Hoover Dam and profited from its successful completion. Dallas "Pete" Young (1899-1985) was, according to the *Architect & Engineer*, "Regarded by many as the 'dean' of west coast construction men."⁸⁷ In 1959, two years after completion of the first phase of the Fireman's Fund Home Office, he was a director of the National Association of General Contractors. He had previously been president of the Northern California Chapter of the Association of General Contractors. Young began a phased retirement from the firm in 1959 during which he was in charge of the construction of San Francisco's new sports stadium, Candlestick Park. C. Edward Nelson (1912-1990) had been head of the engineering and estimating department for MacDonald & Kahn.⁸⁸

In addition to the Fireman's Fund Home Office, MacDonald, Young, & Nelson built major structures all over California. Among these in San Francisco were the Pacific Mutual Life Insurance Building at California and Kearny Streets, Candlestick Park, the Broadway Tunnel, the

⁸⁷ *Architect & Engineer*, "Pete" Young Retires from MacDonald, Young and Nelson", vol. 216, no. 1 & 2 (January-February 1959), p. 47.

⁸⁸ Fred W. Jones, "Ten Years of Building and Engineering Construction", *Architect & Engineer* vol. 205, No. 1 (April 1956), p. 9-10.

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Embarcadero Freeway, Stonestown Shopping Center, Masonic Memorial Auditorium, a large Pacific Gas & Electric Company substation at Eighth and Mission Streets, and the Stonestown Medical Dental Building. They built a large number of supermarkets in the Bay Area, at least 20 of which were for Safeway. They built several BART stations and the complex freeway interchanges at both ends of the Bay Bridge. And they built Merritt Hospital in Berkeley, a huge warehouse and office building for Lucky Stores in San Leandro, and the Insurance Company of North America Building in Los Angeles.

A long profile of MacDonald, Young, & Nelson in the *Architect & Engineer* during the initial phase of construction of the Fireman's Fund building described them as an exemplary firm at a very demanding time: "having accepted the challenge of modern architecture and its multiple structural requirements, [they] have met the problems without hesitation, [and] have envisioned and applied the most modern building methods toward the economical execution of their work."⁸⁹

Evaluation

The Fireman's Fund Insurance Company Home Office is significant under Criterion C as the work of three masters, the architect Edward B. Page, the engineering firm of John J. Gould & H.J. Degenkolb/Henry J. Degenkolb & Associates, and the landscape architectural firm of Eckbo, Royston, & Williams (ERW)/Eckbo, Austin, Dean, and Williams (EDAW).

Edward B. Page was a member of the postwar generation of architects in the Bay Area who introduced modernism on a large scale to the area. He was also a direct link through his experience as a young man, to the architectural ferment over modernism in Europe. The Fireman's Fund Insurance Company Home Office was his largest and best-known project and is the best representative of his career and work.

John J. Gould & H.J. Degenkolb/Henry J. Degenkolb & Associates and its successor Degenkolb Engineers has been one of the leading structural engineering firms in California from its founding to the present day. Perhaps the biggest project of its first decade and the first project after Henry Degenkolb became a partner was the Fireman's Fund Home Office.

ERW was established in 1945 by three of the pioneers of modern landscape architecture—Garrett Eckbo, Robert Royston, and Ed Williams. ERW was responsible for the original mid-1950s landscape design for the Fireman's Fund site, and its successor firm EDAW designed the landscape features associated with the mid-1960s additions. During the period of significance, both ERW and EDAW were recognized as one of the country's leading landscape architectural

⁸⁹ Fred W. Jones, "Ten Years of Building and Engineering Construction", *Architect & Engineer* vol. 205, No. 1 (April 1956), p. 8.

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firms. In the post-World War II era, ERW/EDAW led the way in expanding the profession of landscape architecture and contributed to the popularization of the modernist design vocabulary and to modernism as an approach to creating outdoor spaces that addressed contemporary needs. The Fireman's Fund site is significant as the work of ERW/EDAW as an intact example of the firm's design for a corporate headquarters.

CRITERION C: ARCHITECTURE/LANDSCAPE ARCHITECTURE

The Fireman's Fund Insurance Company Home Office is a single property that has significant components of architecture and landscape architecture, each of which has a specific context. These contexts are presented below followed by an evaluation of the property as a whole.

Modern Architecture

The design of the Fireman's Fund Home Office Building drew on the main stream of the history of Modern Architecture, beginning with its European origins: the Bauhaus and the International Style. At the same time, it was influenced by the forces that translated European modernism for the United States.

The Bauhaus, founded by Walter Gropius in 1919, was a school of the arts that sought to heal the division that many saw between the arts and craftsmanship, a division that was an outgrowth of capitalism and the industrialization of western society. The school taught a great variety of crafts and building construction along with theory of art. All of these things could be brought together in architecture, unofficially the first among equals. Unlike the Arts and Crafts Movement, the Bauhaus taught that good design, which was the product of this education, should be applied to mass production and that this was necessary in a modern highly technological society. The mass production of well-designed products including building parts and buildings was an important means of addressing the need for housing and other social issues. The creation of beautiful and useful products in a technological society required collaborative efforts that combined art, craftsmanship, and engineering.

As an emblem of its ideals, in 1926 the Bauhaus moved from Weimar to a new building in Dessau. The building was a composition of rectangular wings, all but one of them two to four stories in height, at right angles to each other. Each wing was functionally differentiated from the others and they were arranged so that they framed outdoor spaces. In this way the building and its outdoor spaces functioned together as one. The building was a modern structure of reinforced concrete with steel sash windows. No ornament was applied to the building apart from the lettering of its name.

The idea of the International Style was based in large part on the example of the Bauhaus and the work of its teachers and students. The style was named in a 1932 book, *The International Style* by Henry-Russell Hitchcock and Philip Johnson, who wrote it as a follow-up to an exhibition

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they curated at the Museum of Modern Art in New York. In 1964, Hitchcock said that the term, “defines a type of architectural design which came into existence in the early 1920s, developed at the hands of a few leaders to classic expression by 1930, and from that time on found wider and wider acceptance throughout the world.” Its three principal elements, he said, were “[1] a new conception of architecture as volume rather than as mass,... [2] regularity rather than axial symmetry ... as the chief means of ordering design,” and [3] a proscription against “arbitrary applied decoration.”⁹⁰ The idea was not that the International Style was a single style but that it was a way of responding to technology that should be the same in any country and that it represented a viable way of addressing the needs for housing and other social problems.

Politics in Germany closed the Bauhaus in 1933 and many of its leaders came to the United States. Walter Gropius went to Harvard, Mies van der Rohe, the head of the Bauhaus at the time it closed, went to the Illinois Institute of Technology, and others went to various parts of the country. Other European modern architects not connected to the Bauhaus -- Richard Neutra, Rudolph Schindler, Erich Mendelsohn, and Serge Chermayeff -- went to California. These architects and Americans who were influenced by their work brought the International Style to the United States. Before World War II, the number of International Style buildings in the United States was extremely limited.

After World War II as it took hold in the United States, the International Style was embraced in varying degrees for different types of buildings and clients, perhaps most of all for corporate office buildings. In the process of its popularization, the designers and builders of the style omitted the social goals that were part of its original rationale. The style came to represent the values of modern corporations including faith in technology and solving problems based on reason and science. The design of International Style buildings depended on physical features like new technologies and materials. It also depended on a deep understanding of the purpose of buildings and on research on how they are to be used.

In San Francisco, the best-known early examples of the International Style were a few houses designed by Richard Neutra in the 1930s. After the war, Erich Mendelsohn designed the Maimonides Health Center in 1950. The office of Skidmore, Owings, & Merrill opened in San Francisco in 1945 and designed International Style buildings like Mount Zion Hospital in 1950, the Greyhound Maintenance Facility (now California College of the Arts) in 1951, and the Naval Post Graduate School in Monterey in 1954.

The most concentrated area of new corporate office buildings was in downtown San Francisco where the principal builder of these buildings was the insurance industry. Most but not all of

⁹⁰ Gerd Hatje, ed., “International Style,” *Encyclopedia of Modern Architecture*, New York: Harry N. Abrams, 1964, 151-155.

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these buildings were in the International Style. Of fifteen corporate office buildings downtown built between 1946 and 1965, thirteen were in some version of the International Style, one was in the Moderne Style, and one was based on Independence Hall in Philadelphia, an eighteenth-century Georgian Style brick building. Nine of the fifteen buildings including the Georgian Style building were for the insurance industry.

Modern Architecture had to do with more than the look of buildings. It had to do with the process of the design of buildings, with the adoption of new technologies and materials, and with the relationship of buildings to their surroundings, both their immediate surroundings and their greater surroundings – with their own site and with the city. It also had to do with the expression of the relationship between structure and technology, represented by Louis Sullivan's statement that "form follows function."

The architect of the Fireman's Fund Home Office Building, Edward Page, absorbed ideas about modernism from architectural journals, conversations with architects from many countries in Paris cafes, travel around Europe in 1930 to see early buildings of the Modern Movement, and from fellow architects of his generation. His experience, and that of the architectural profession in the United States in general during World War II reinforced many elements of the Modern Movement – the role of engineers, the use of new technologies and materials, designing without ornament, an economy of means, and the primacy of function as a generator of design.

According to Serraino, writing about San Francisco's modern architects in the 1940s-1960s, "Each took a stance on what being modern meant, and each practiced accordingly."⁹¹ Edward Page's approach to modernism put a premium on technology and sophisticated accommodation of function. Among the best-known figures of Modern Architecture, Page admired Eero Saarinen above all others because "he was the only one who understood that sixty percent of a modern building was mechanical equipment, electrical, and air-conditioning." Frank Lloyd Wright, Mies van der Rohe, and Le Corbusier did not understand this, he said.⁹²

While there is no known evidence of any direct connection, the Fireman's Fund Home Office echoes the design of several of the most influential International Style buildings. Its basic organizational concept is like that of the Bauhaus itself, an arrangement of low-rise perpendicular wings with separate functions and with the wings framing outdoor areas that function with the building. Like the famous property of Philip Johnson, one of the authors of *The International Style*, with its Glass House and its Brick House that were completed in 1949, one

⁹¹ Pierluigi Serraino, *NorCalMod: Icons of Northern California Modernism*, San Francisco: Chronicle Books, 2006, p. 8.

⁹² Edward B. Page, Interview by Michael Corbett, 4 April 1980. Environmental Design Archives, University of California, Berkeley.

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of the buildings of the Fireman's Fund Home Office is glass and the other is brick. Like the General Motors Technical Center in Warren, Michigan, designed by Eero Saarinen and built 1953-1955, the Fireman's Fund Home Office represents a radical departure from most contemporary corporate offices as a low-rise structure on landscaped grounds in a suburban location.

Modernism in the Landscape

American landscape design during the late nineteenth and early twentieth centuries was based on ideals of the Ecole des Beaux-Arts. Books, such as *An Introduction to the Study of Landscape Design* by Henry Hubbard and Theodora Kimball (first published in 1917), codified an appropriate spatial organization, style, and features for various types of landscapes and emphasized that the designer's skill or creative input should be focused on how to adapt these standards or patterns to a particular site. Until the latter part of the Great Depression, all university landscape architecture programs in the country taught within this Beaux-Arts framework, and landscape designers absorbed this viewpoint during their training and put it into practice when they graduated. They typically selected or adapted structures, planting arrangements, and details, such as site furnishings, from multiple eras and European traditions to create a formal organization of landscape space with an eclectic mix of historical references.⁹³

By the late 1930s, a Modernist sensibility to landscape design had just begun to evolve. In 1938, Harvard professor and designer Christopher Tunnard published *Gardens in the Modern Landscape* in which he asserted that "the old values and the old forms . . . could no longer satisfy contemporary artistic and planning needs."⁹⁴ He believed that the right style for the twentieth century was no style at all but rather a new conception of planning the human environment.⁹⁵ Tunnard was reacting against the lack of connection between landscape design within the predominant Beaux Arts tradition and the realities of modern life. Through his writing and teaching at Harvard, Tunnard championed a modern landscape commensurate in its conceptual and aesthetic authority to the best of modern architecture.⁹⁶

Modernism in the landscape first appeared in residential garden design⁹⁷, and during the 1940s, California designer Thomas Church became one of the leading interpreters of modernist tenets within this setting. The importance of California to the development of the modern landscape design movement continued after World War II. The explosion of residential landscape commissions that accompanied the postwar suburban housing boom provided landscape

⁹³ The Cultural Landscape Foundation, *Beaux Arts/Neoclassical*.

⁹⁴ Treib, *Axioms for a Modern Landscape Architecture*, 36.

⁹⁵ Tunnard, *Modern Gardens for Modern Houses*, 162.

⁹⁶ Howlett, *Modernism and American Landscape Architecture*, 32.

⁹⁷ Treib, 53.

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architects with increased opportunities to apply the tenets of modernism to gardens. *Sunset Magazine*, headquartered in Menlo Park, played a major role in popularizing a version of modernism suited to the California climate and lifestyle through its ongoing articles that showed the general public what a modern garden (and house) could look like and how it could function. Dianne Harris, in her article "Writing a Modern Landscape: Thomas Church as Author," noted that historians and theoreticians have recognized the essential role played by the popular press in publicizing modern design and in helping to promote a new way of seeing "that became essential to the formation of Modernism in design."⁹⁸ Modern design became an accepted expression of California's "age of abundance," historian Kevin Starr's characterization of the state's post World War II economic boom.⁹⁹

Garrett Eckbo, one of the principal theorists of modern landscape design, wrote that the "modernist approach to landscape architecture was concerned with the relationship of the landscape to modern architecture and the relationship within the site between space, materials, and people."¹⁰⁰ Modernism in landscape architecture reflected a concern for the specific site or space rather than an adherence to established patterns based on historical forms, which emphasized the Beaux-Arts principles of balance, symmetry, proportionality, and axiality. Designers rejected the axis and symmetry and instead used geometric and biomorphic forms for arrangements of hardscape, circulation, and planting which together often created abstract spatial compositions. In the residential designs where modernism was first expressed, there was a strong functional and visual relationship between interior and exterior space, as expressed in buildings featuring large expanses of windows, courtyards being framed by the buildings, and patios that extended living spaces into the outdoors. Additionally, the same materials used for buildings were often used in the landscape's structures (such as walls or arbors) and paving. Rather than merely being a decorative element, plants were used to define outdoor space. The lawn became a symbol of the landscape in post-World II suburban communities and was used in small and large settings—individual homes, parks, commercial and educational campuses, and civic spaces—as an organizing element of space.¹⁰¹

Modern landscapes were intended for people to use and were adapted to the real lives and needs of the times. For example given the supremacy of the automobile in the post-World War II suburban environment, parking lots were incorporated as a conscious part of designs. The expanding post-World War II economy provided landscape architects with a multitude of

⁹⁸ Harris, *Writing a Modern Landscape*, 178.

⁹⁹ Kevin Starr, *Golden Dreams: California in an Age of Abundance, 1950-1963* (New York: Oxford University Press, 2009).

¹⁰⁰ Garrett Eckbo, What do we mean by Modern Landscape Architecture? *Journal of the Royal Architectural Institute of Canada* 27, No. 8 (August 1950: 268) in Walker and Simo, 7.

¹⁰¹ Streatfield, *Where Pine and Palm Meet*, 68; Treib, *Axioms for a Modern Landscape Architecture*, 53-59.

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opportunities to adapt the modernist vocabulary for gardens to the new parks, educational and commercial campuses, and civic spaces being developed in the post war economic boom. This expansion in the profession of landscape architecture was led by a new generation of landscape architects, which included at its forefront Garrett Eckbo, Robert Royston, and Ed Williams—the three partners in the firm responsible for the landscape design of the Fireman's Fund site.

Landscape of the Corporate Headquarters

A new type of cultural landscape, created by a synthesis of modernist buildings and landscape design, developed during the post-World War II era as corporate headquarters moved out of the central city. Louise A. Mozingo, professor of landscape architecture at the University of California, Berkeley and the author of several articles and a book on this development, has noted that corporations moved out of the urban core for a number of reasons. First and foremost, the larger sites available in the suburbs allowed corporations to construct new buildings that fit their current management structure and operational needs. "Efficient office organization now required flexible, expandable offices with movable partitions rather than fixed walls. The dense, constricted downtown became untenable."¹⁰²

By the early 1950s, insurance companies had spearheaded this exodus from the central business district to the peripheral residential areas of the city or to suburban sites. An article in *Business Week* in 1951, quoted by Mozingo in her article "The Corporate Estate in the USA, 1954-1964," noted that there were not enough downtown spaces "in the right places" to meet companies' needs for expansion. The management of these insurance companies believed that it was hard to "hire first class personnel" to work in downtowns that were viewed as undesirable environments. ("Management thinks workers will be happier looking at trees instead of grimy buildings and listening to birds instead of honking taxis."¹⁰³) The integration of the architecture and landscape typically featured a low-rise, centrally-sited, modernist building(s), an entry drive and large parking lots which were a reflection of the domination of the automobile as the preferred means of transportation for employees and visitors, and an enveloping landscape setting or "green surround" which was often designed to resemble an idealized suburban space.¹⁰⁴ The buildings and parking lots occupied only a fraction of a site's acreage and the landscaped lawns and outdoor spaces contributed to the "seamlessness between the interior and exterior space, which was a common goal of the modernist architectural aesthetic."¹⁰⁵ Mozingo noted that corporations "considered the designed landscape essential to the functioning of their management

¹⁰² Mozingo, *Campus, Estate, and Park*, 258.

¹⁰³ Mozingo, *The Corporate Estate*, 28.

¹⁰⁴ *Ibid.*, 34.

¹⁰⁵ *Ibid.*, 44.

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facilities.”¹⁰⁶ This new type of corporate headquarters—with its modernist architecture and landscape—became a part of the effort to “reconceive the white-collar workplace, retain targeted employee groups, and signal eminent corporate standing,”¹⁰⁷ and resulted in what became an “identifiable place, creating a tangible symbol of the corporate persona.”¹⁰⁸

During the 1950s, landscape architects incorporated these new corporate headquarters in their practices. They became partners—with architects—in the creation of these new corporate environments and developed designs that established connections between the building, the site, and the surrounding landscape.¹⁰⁹ The site planning, automobile approaches, different hierarchies of entrances, parking lots, and lawns used to create an interface between the building and the surrounding landscape, and the outdoor spaces of the post-World War II corporate landscapes all exemplified the functionalism of mid-20th century modernism.¹¹⁰

Evaluation

The Fireman's Fund Insurance Company Home Office, a single property including both architectural and landscape elements which were designed to complement each other, is significant under National Register Criterion C as an example of a corporate headquarters in San Francisco that reflects mid-twentieth-century modernist design principles. The property is a synthesis of International Style buildings and modernist landscape features which reflect key characteristics of a post-World War II suburban corporate headquarters. These characteristics include a centrally-sited modernist building set within a park-like setting that accommodated the automobile as the primary form of transportation and which was designed to promote the integration between interior and outdoor spaces using modernist design forms and materials.

¹⁰⁶ Ibid., 28.

¹⁰⁷ Mozingo, *Campus, Estate, and Park*, 266.

¹⁰⁸ Mozingo, *The Corporate Estate*, 26.

¹⁰⁹ Garrett Eckbo, *Urban Landscape Design*, 4.

¹¹⁰ The Cultural Landscape Foundation, *Corporate Office Park*.

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Wylie, Loring (Senior Principal Degenkolb Engineers). Telephone conversation with Michael Corbett, 1 February 2018.

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____
- ☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- ☐ State Historic Preservation Office
 - ☐ Other State agency
 - ☐ Federal agency
 - ☐ Local government
 - ☒ University
 - ☐ Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 10.2

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

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Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☐ NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The Fireman's Fund Insurance Company Home Office occupies Block 1032 Lot 3 as shown on the Assessor's Parcel Map (Map 4 and Map 5). The property occupies most of its block, a total of approximately 447,361 square feet or 10.2 acres. Its irregular shape can be described, clockwise, by California Street on the north, the boundary with an adjacent property (Block 1032 Lot 2) measuring 232.859 feet in length, Presidio Avenue, Masonic Avenue, Euclid Avenue, and Laurel Street.

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Boundary Justification (Explain why the boundaries were selected.)

The property includes the entire parcel that was purchased by Fireman's Fund Insurance Company in 1953, all of which was developed by the company for its use.

11. Form Prepared By

name/title: Michael R. Corbett, Architectural Historian
Denise Bradley, Landscape Historian

organization: _____
street & number: 2161 Shattuck Avenue #203

city or town: Berkeley state: California zip
code: 94704

e-mail: mcorbett@lmi.net

telephone: 510-548-4123

date: 5 February 2018

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

ATTACHMENTS

Map 1 Location Map
Map 2 Sketch Map
Map 3 Sketch Map Detail
Map 4 Assessor's Parcel Map

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- Map 5 Property Boundary Coordinates
- Map 6 Photo Key
- Figure 1 Perspective drawing of Fireman's Fund Home Office
- Figure 2 Site Plan showing features ca. 1957-1963
- Figure 3 Photo of Terrace taken ca. 1957-1963, view east
- Figure 4 Photo of Terrace taken ca. 1957-1963, view southwest
- Figure 5 Photo of Entrance Court taken ca. 1957-1963, view west
- Figure 6 Photo of Entrance Court taken ca. 1957-1963, view east
- Figure 7 Photo of landscape along the south side of Office Building
- Figure 8 Aerial view of Fireman's Fund property in 1961
- Figure 9 Aerial view of Fireman's Fund property in 1969

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Fireman's Fund Insurance Company

City or Vicinity: San Francisco

County: San Francisco

State: CA

Photographer: Michael R. Corbett and Denise Bradley

Date Photographed: 28 November 2017, 19 December 2017, and 2 February 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 36. Office Building (Executive Wing) and Landscape Setting, camera facing northeast.
- 2 of 36. Office Building (Executive Wing) and Landscape Setting, camera facing north.
- 3 of 36. Office Building (Cafeteria Wing) and Terrace, camera facing north.
- 4 of 36. Office Building (Office Wing) and Terrace, camera facing north.
- 5 of 36. Office Building (Office Wing) and Terrace, camera facing northeast.
- 6 of 36. Terrace, camera facing west.
- 7 of 36. Office Building (Executive Wing) and landscape along Masonic Avenue, camera facing northwest.
- 8 of 36. Office Building (Auditorium) and landscape along Masonic Avenue, camera facing northwest.
- 9 of 36. Auditorium (outdoor area on west side), camera facing north.
- 10 of 36. Auditorium (outdoor area on east side), camera facing southwest.

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- 11 of 36. Office Building (Office Wing East) and landscape along Presidio Avenue, camera facing west.
- 12 of 36. Office Building (Office Wing East/Garage), camera facing southwest.
- 13 of 36. Office Building (Office Wing East), camera facing east.
- 14 of 36. Office Building (Office Wing East/Garage), camera facing northeast.
- 15 of 36. Garage (1965 Addition), camera facing northwest.
- 16 of 36. Garage (1965 Addition), camera facing south.
- 17 of 36. Office Building (Office Wing North and Entry Structure), camera facing east.
- 18 of 36. Office Building Entry Structure (1984-1985) Interior, camera facing west.
- 19 of 36. Office Building (Office Wing North), camera facing east.
- 20 of 36. Entrance Court, camera facing southeast.
- 21 of 36. Office Building (Cafeteria Wing), camera facing northeast.
- 22 of 36. Office Building (Executive/Visitor's Entrance), camera facing east.
- 23 of 36. Entrance Court (Outdoor Sitting Area), camera facing southwest.
- 24 of 36. Entrance Court (Arbor at west end), camera facing northwest.
- 25 of 36. Service Building, camera facing west.
- 26 of 36. West Parking Lot, camera facing northeast.
- 27 of 36. Employee Gate on California Street, camera facing south.
- 28 of 36. Brick wall and landscape setting from California Street, camera facing southeast.
- 29 of 36. Service Building and brick wall from Laurel Street, camera facing northeast.
- 30 of 36. Brick wall along Laurel Street, camera facing southeast.
- 31 of 36. Laurel Street Service Gate, camera facing east.
- 32 of 36. Brick wall and landscape along Laurel Street, camera facing south.
- 33 of 36. Executive/Visitor Gate, camera facing east.
- 34 of 36. Office Building (Executive Wing), camera facing east.
- 35 of 36. Office Building (Executive Wing detail), camera facing east.
- 36 of 36. Office Building (typical window detail), camera facing north.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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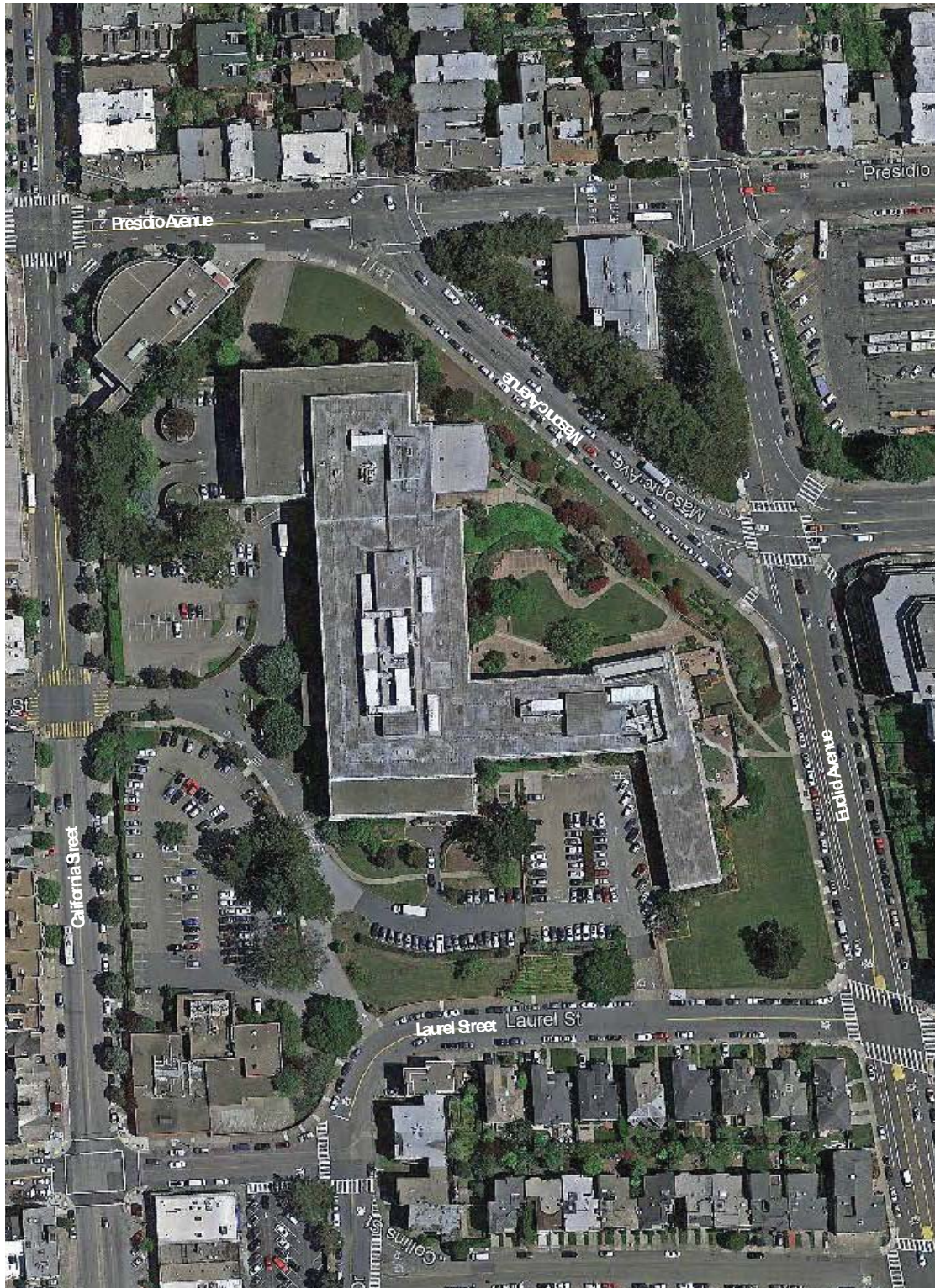
San Francisco, CA
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Map 1. Location Map. Source: USGS San Francisco North Quadrangle, 1995.

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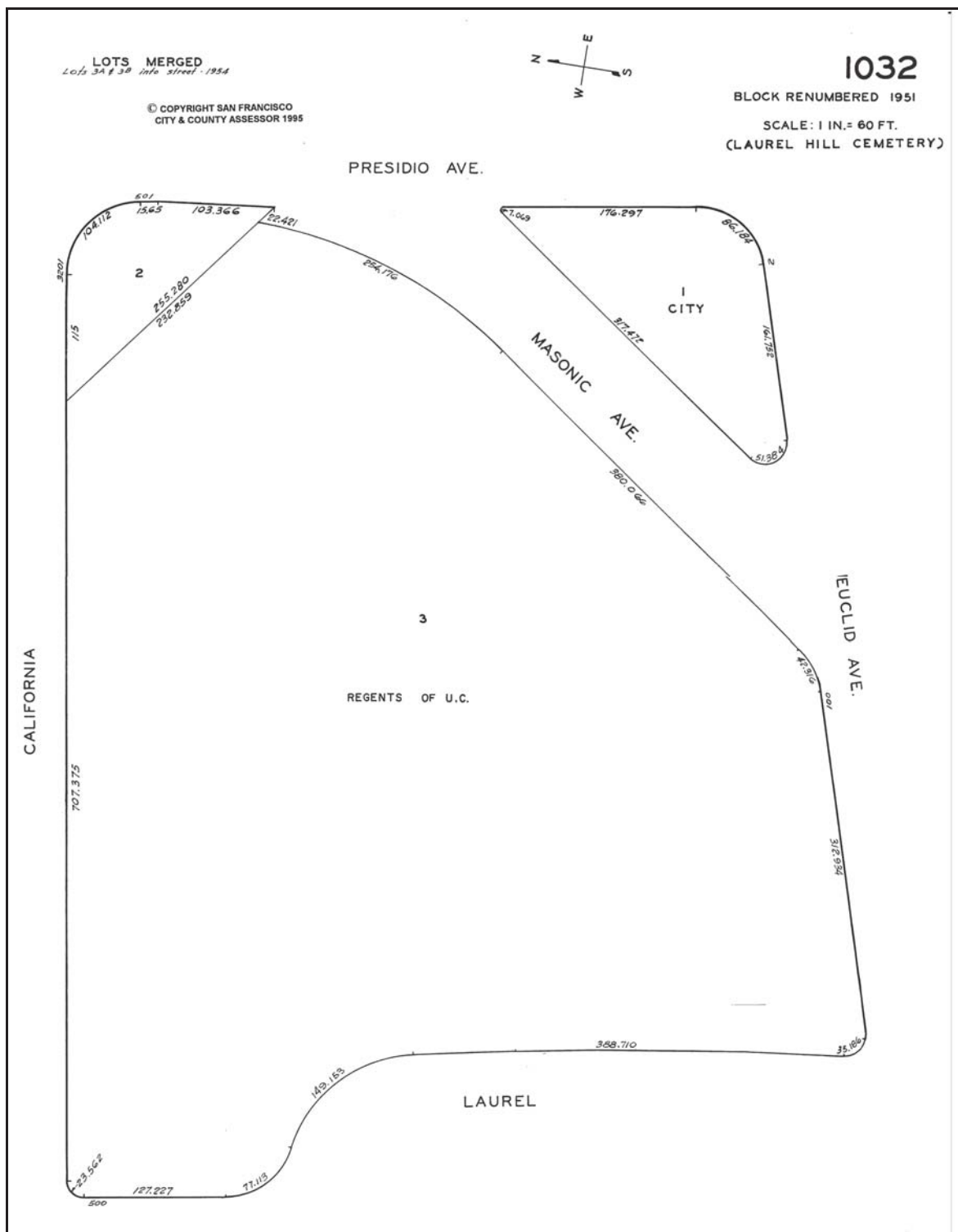
Fireman's Fund Insurance Company
Name of Property

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Fireman's Fund Insurance Company
Name of Property

San Francisco, CA
County and State



Map 4. Assessor's Parcel Map showing Fireman's Fund property in Block 1032, Lot 3. Source: City and County of San Francisco Assessor

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Name of Property

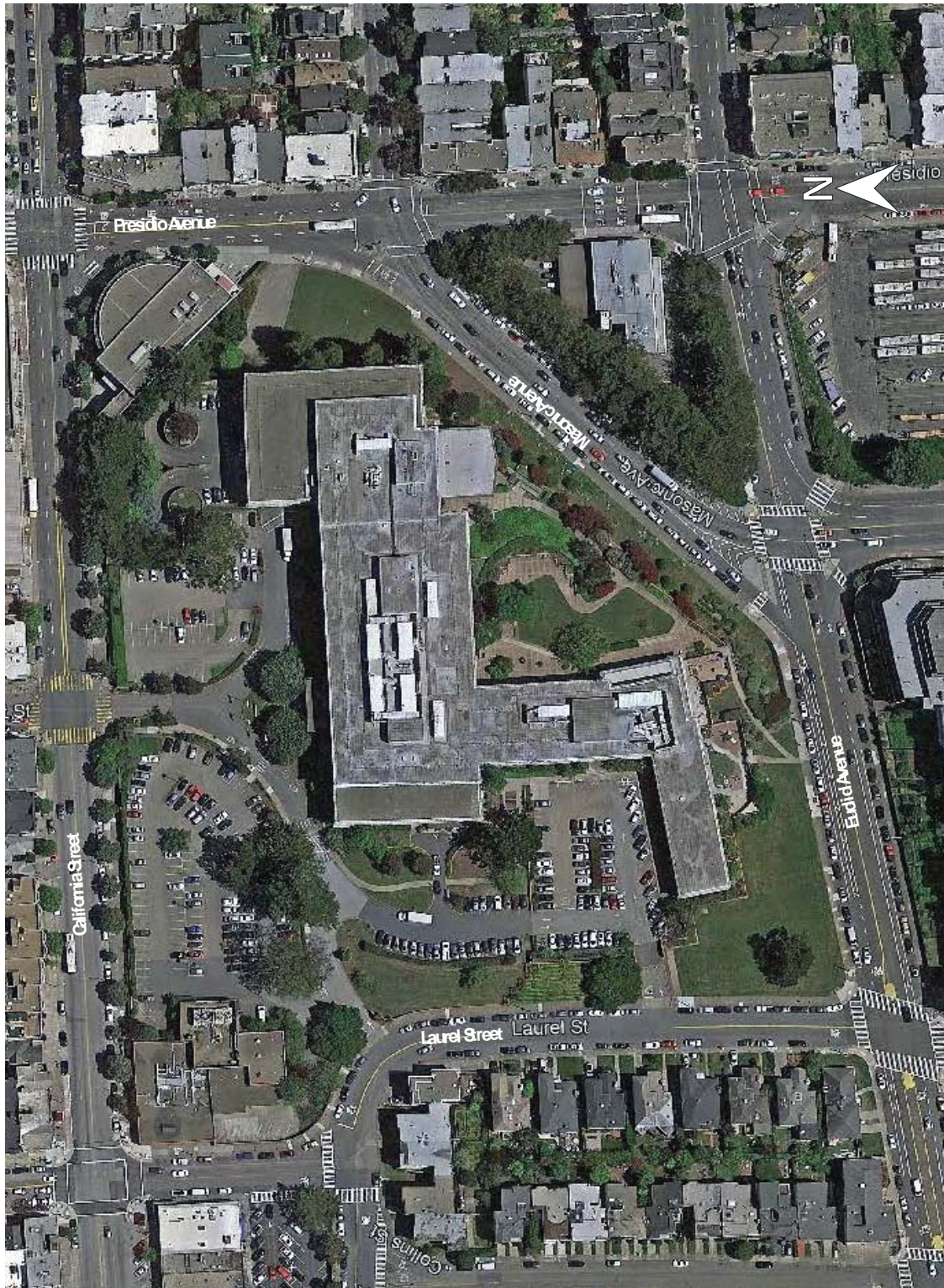
San Francisco, CA
County and State



Map 5. Property Boundary Coordinates. Source: Google Earth, photo taken September 2017, annotated by Denise Bradley and Michael Corbett

Fireman's Fund Insurance Company
Name of Property

San Francisco, CA
County and State



Fireman's Fund Insurance Company
Name of Property

San Francisco, CA
County and State

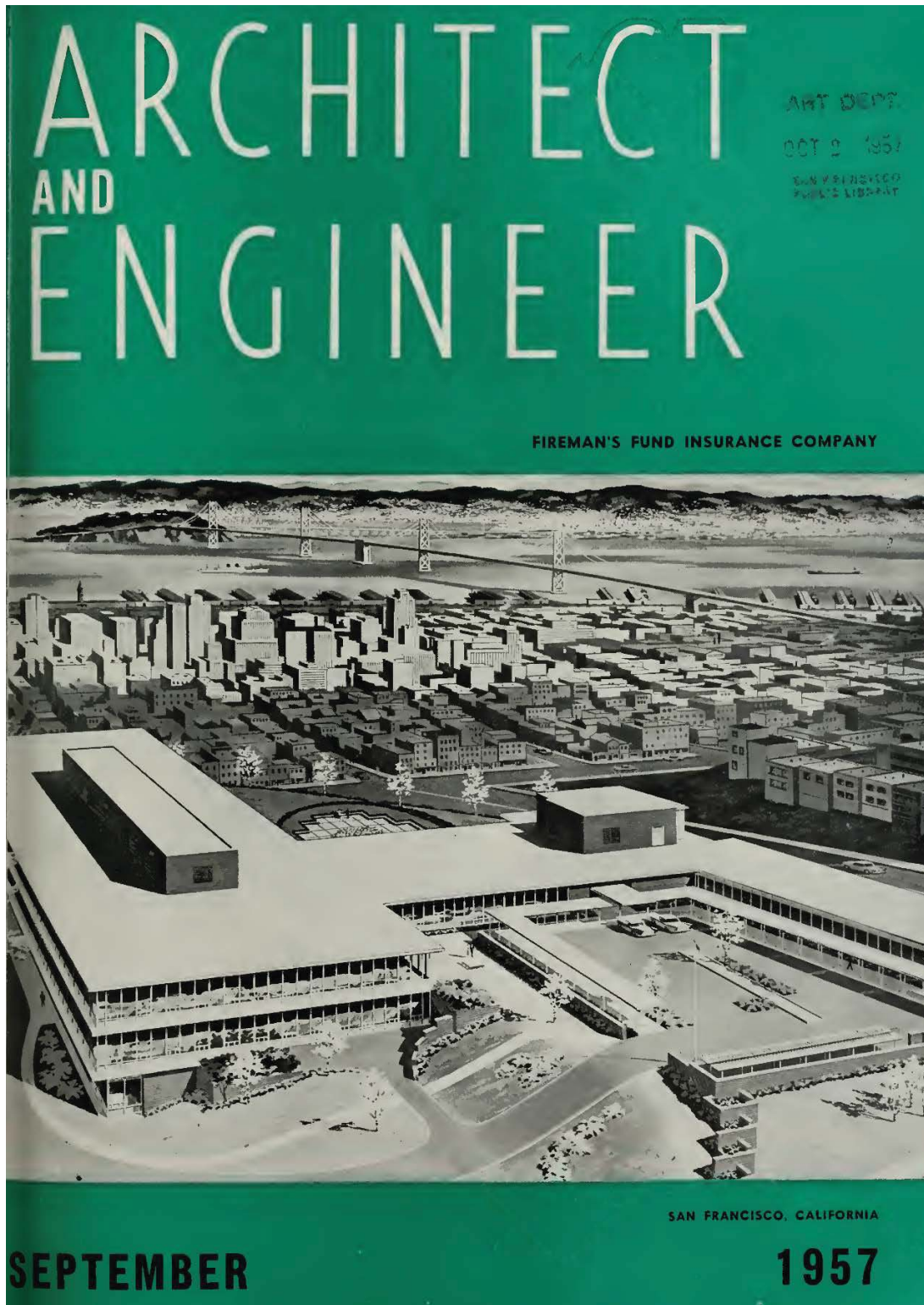


Figure 1. Perspective drawing of Fireman's Fund Home Office, view east. Source: *Architect and Engineer*, cover, September 1957

Fireman's Fund Insurance Company
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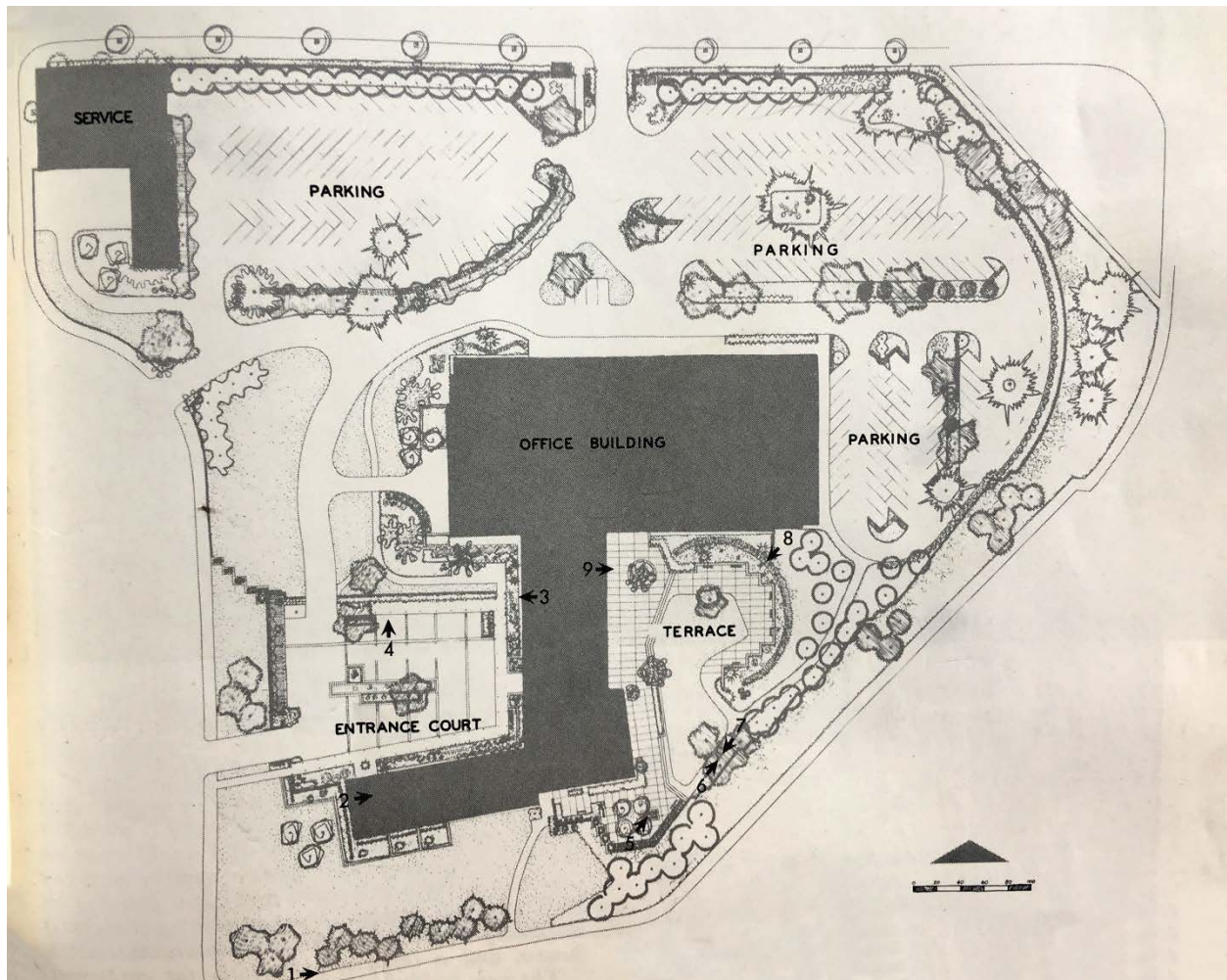


Figure 2. Site Plan showing features ca. 1957-1963. Source: Garrett Eckbo, *Urban Landscape Design*, 1964

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Figure 3. Photo of Terrace taken ca. 1957-1963; view east. Source: Garrett Eckbo, *Urban Landscape Design*, 1964

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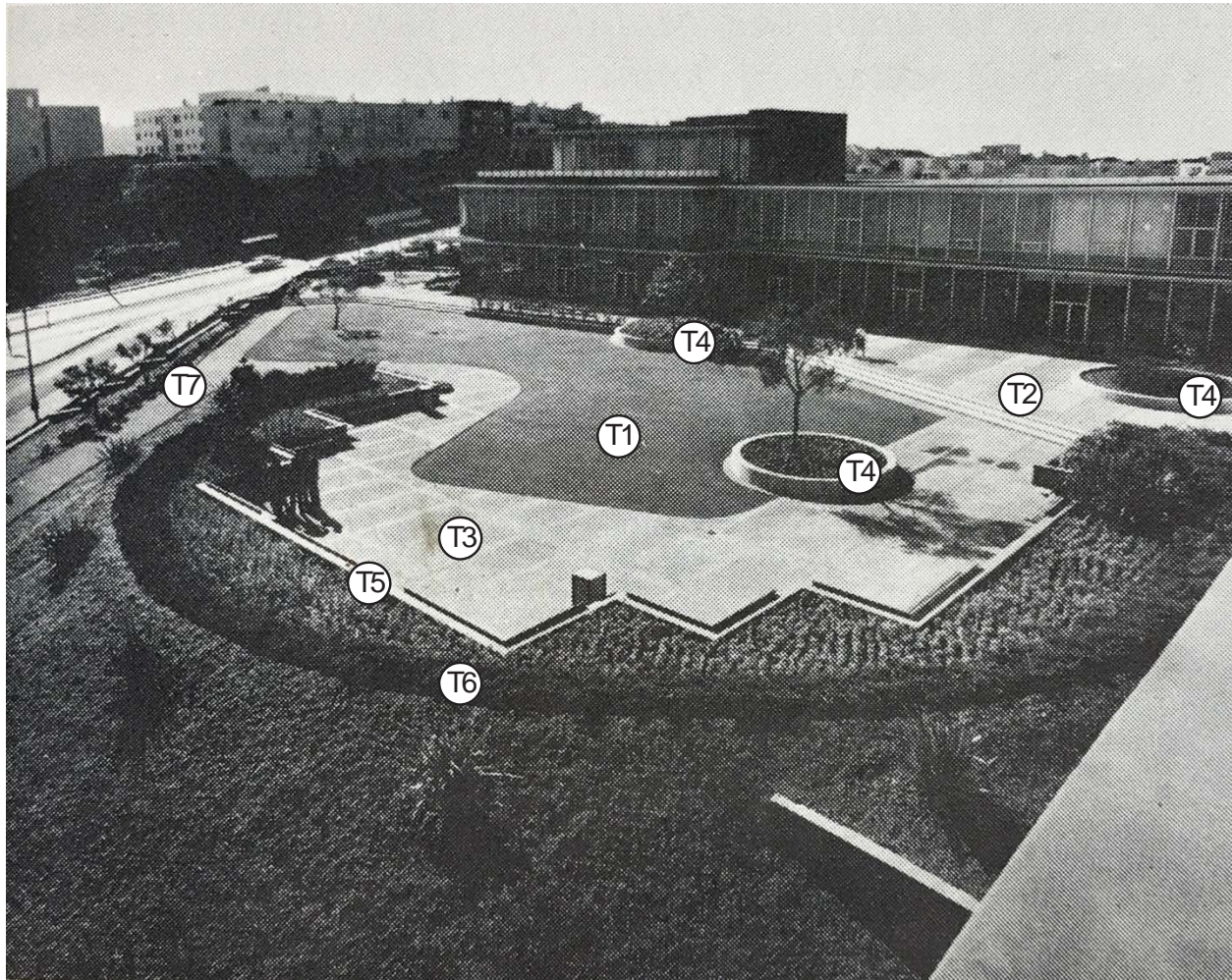


Figure 4. Photo of Terrace taken ca. 1957-1963; view southwest toward Cafeteria Wing of Office Building. Source: Garrett Eckbo, *Urban Landscape Design*, 1964; annotated by Denise Bradley and Michael Corbett

TERRACE LANDSCAPE FEATURES

T1-Biomorphic-Shaped Lawn

T2-Upper Level of Pavement

T3-Lower Level of Pavement

T4-Circular Planters for Specimen Tree

T5-Wall with Attached Benches frames the east side of Terrace

T6-Arch of Hedge adds to framing on east side of Terrace

T7-Ramp to lower level of site

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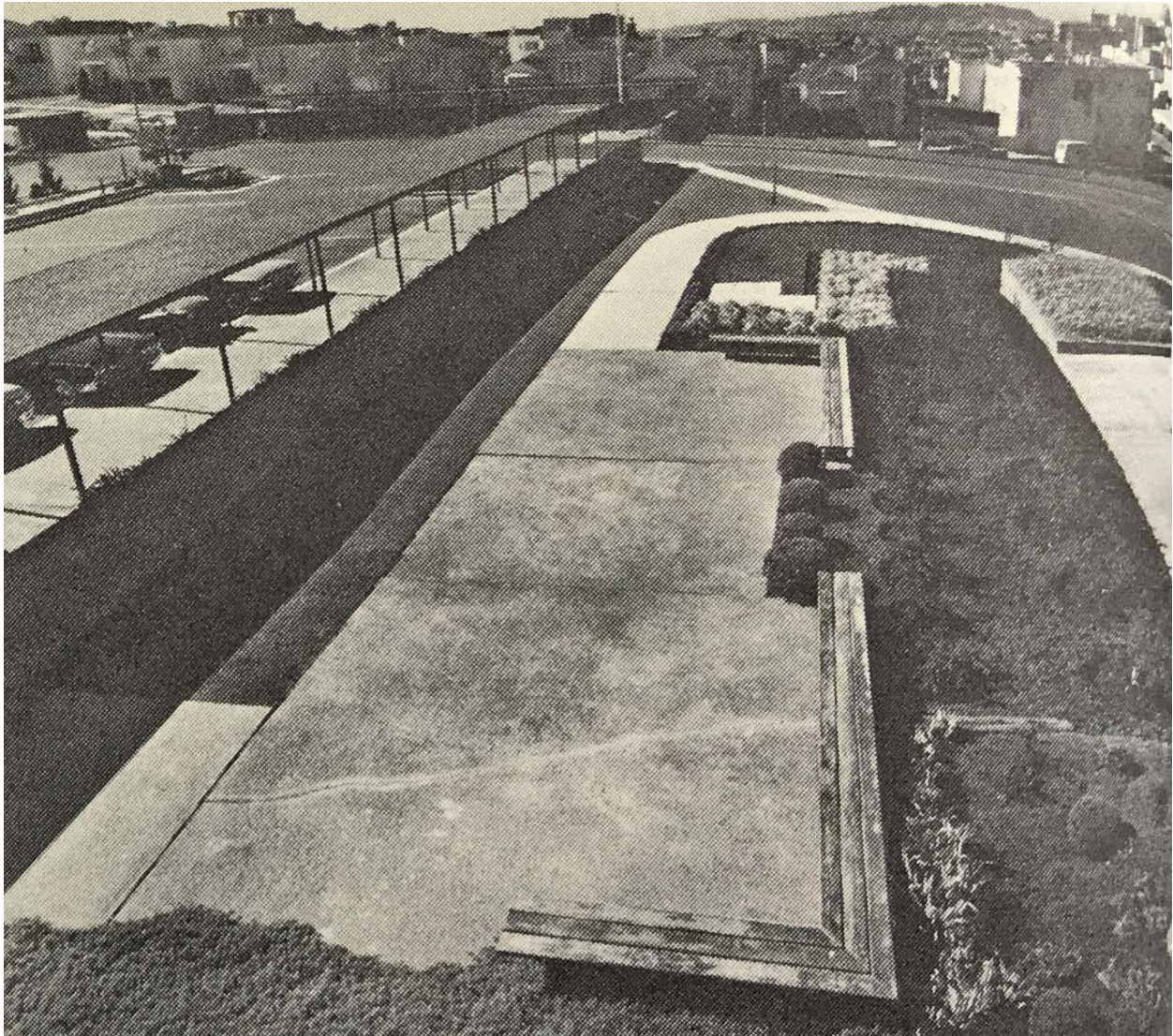


Figure 5. Photo of Entrance Court taken ca. 1957-1963; view to west with parking lot (left) and paved outdoor sitting area (right). Source: Garrett Eckbo, *Urban Landscape Design*, 1964

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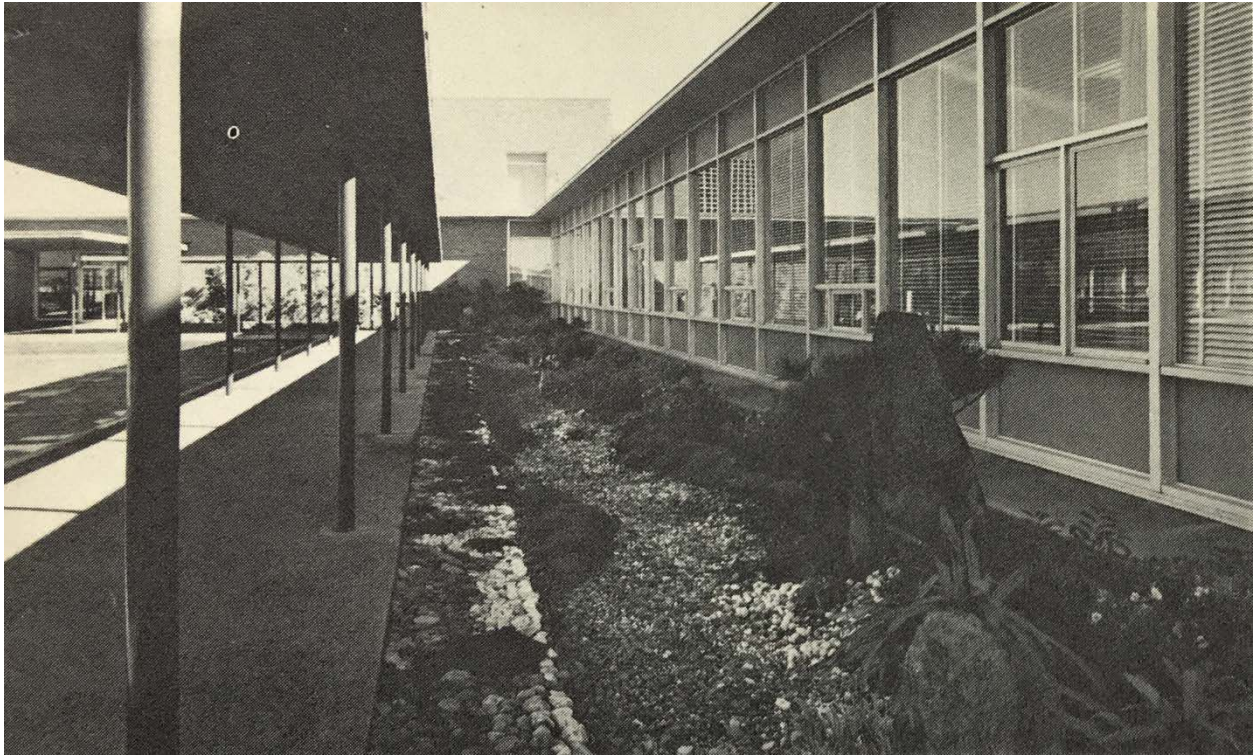


Figure 6. Photo of Entrance Court taken ca. 1957-1963; view east of arbor covered sidewalk and foundation planting adjacent to Executive Wing. Source: Garrett Eckbo, *Urban Landscape Design*, 1964

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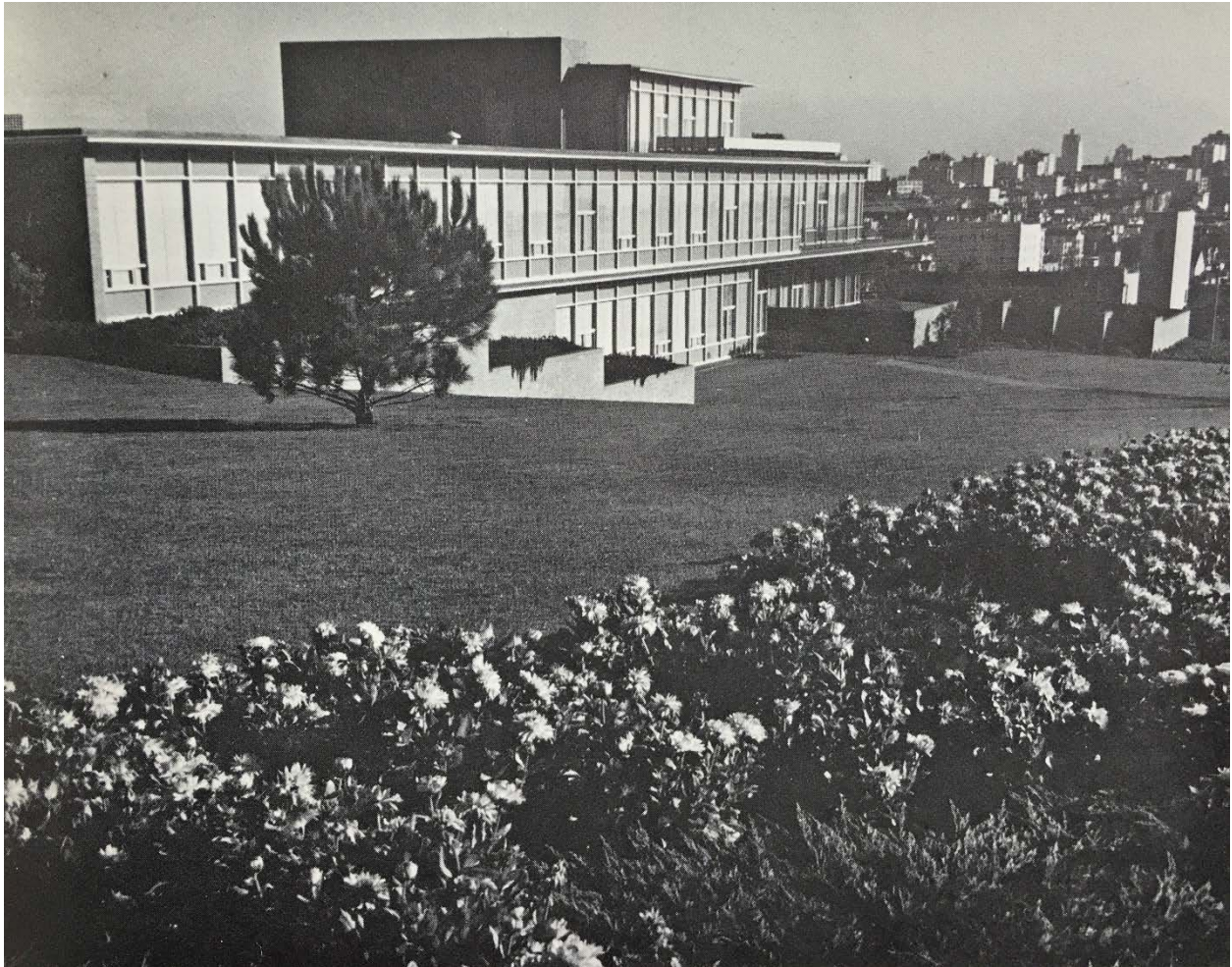


Figure 7. Photo of landscape along the south side of Office Building (Executive Wing) taken ca. 1957-1963. Source: Garrett Eckbo, *Urban Landscape Design*, 1964

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Figure 8. Aerial view of Fireman's Fund property in 1961 after completion of Phase I. Source: Pacific Aerial Surveys, annotated by Denise Bradley and Michael Corbett

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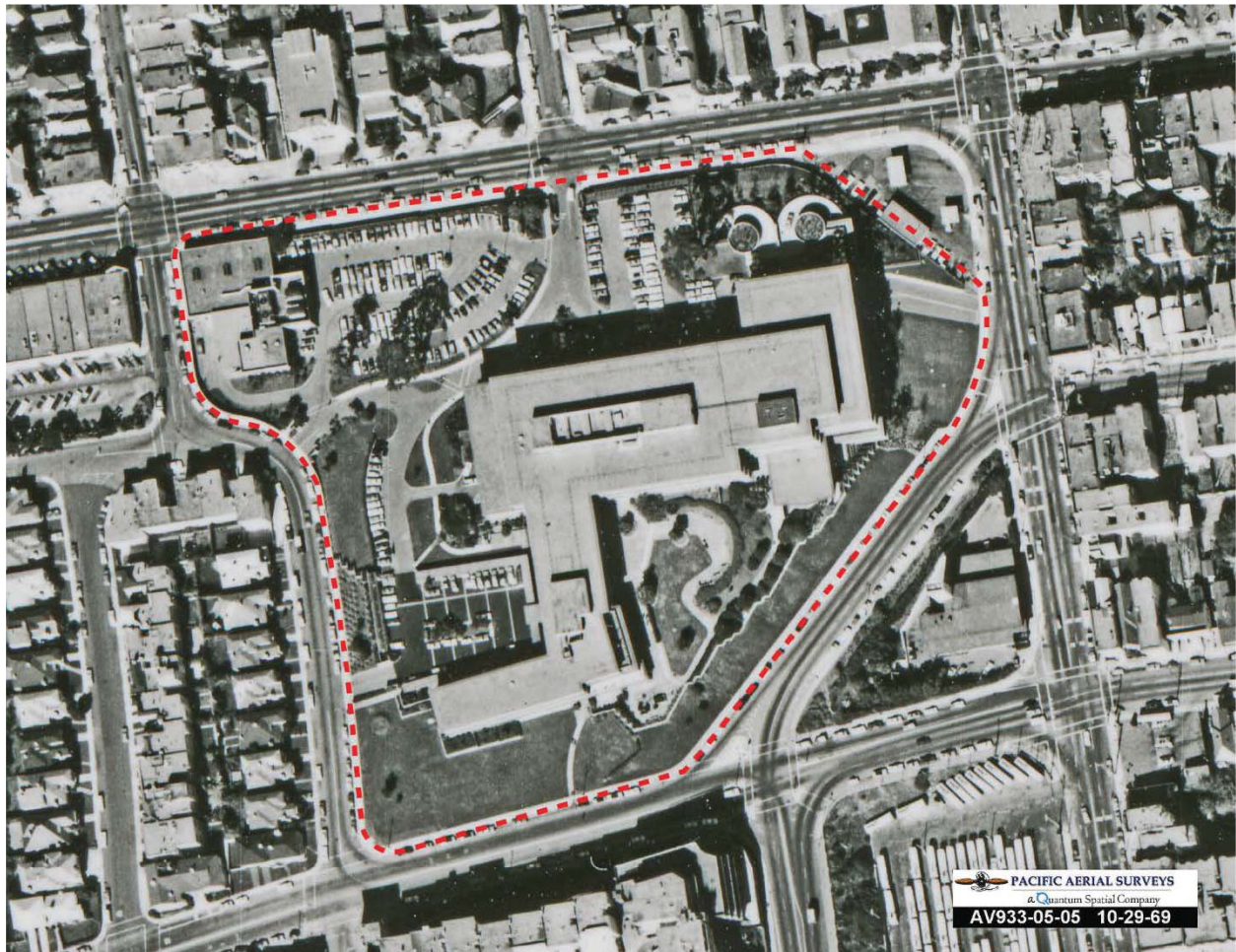


Figure 9. Aerial view of Fireman's Fund property in 1969 after completion of Phases II, III, and IV. Source: Pacific Aerial Surveys, annotated by Denise Bradley and Michael Corbett