NATIONAL REGISTER NOMINATION
REVIEW & COMMENT

HEARING DATE: October 7, 2020

Case No.: 2020-008400CRV
Project Address: 535 Green Street, Buon Gusto Sausage Factory
Zoning: North Beach Neighborhood Commercial Zoning District
40-X Height and Bulk District
Block/Lot: 0131/021
Project Sponsor: California Office of Historic Preservation
1725 23rd Street, Suite 100
Sacramento, CA 95816
Staff Contact: Frances McMillen – 628-652-7376
Frances.McMillen@sfgov.org

Recommendation: Forward resolution of findings to the State Office of Historic Preservation recommending approval of the nomination of the subject property to the National Register of Historic Places

Background

In its capacity as a Certified Local Government (CLG), the City and County of San Francisco is given a sixty (60) day review and comment period before the State Historical Resources Commission (SHRC) takes action on the National Register of Historic Places (National Register) nomination at its next meeting. The National Register is the official list of the Nation’s historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service’s National Register is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America’s historic and archeological resources. As of January 1, 1993, all National Register properties are automatically included in the California Register of Historical Resources and afforded consideration in accordance with state and local environmental review procedures including the California Environmental Quality Act (CEQA).

Katherine Petrin, Telegraph Hill Dwellers, prepared the National Register nomination for the Buon Gusto Sausage Factory located at 535 Green Street. OHP has placed the nomination on the SHRC agenda on November 6, 2020.
535 Green Street is currently seeking authorization for a mixed-use project pursuant to CA Govt. Code Section 695915 (the State Density Bonus Law). The property owner has submitted a complete project application that is currently under review by the San Francisco Planning Department. On March 27, 2020 the applicant submitted a Preliminary Application pursuant to the Housing Crisis Act of 2019.

**Property Description**

The subject property is a two-story reinforced concrete building with a flat roof. The façade features a recessed central section composed of a double-height, nine-by-seven paneled wood-framed window wall with two rows of hopper windows with a mix of opaque, clear and ribbed glazing. A ribbed tile bulkhead is located at the base of the window wall. Entrances with single-lead doors flank the recessed window wall and are covered with short, projecting concrete lintels. A short, projecting concrete lintel above the recessed window wall is stylized with diagonal red, green, and white-colored striping, suggestive of Italian national flag. The primary elevation is finished in scored stucco and a “BUON GUSTO” sign in stylized letterforms is located spans the top of the façade. A circular neon sign with “BUON GUSTO SAUSAGE” surrounding a central clock is located on the east side of the façade.

**Existing Historic Status**

The subject property is not currently listed in any local, state or national historical register. The subject property was determined to be a contributor to the California Register-eligible Upper Grant Avenue Historic District, which was identified in 1982 as part of a North Beach survey led by the North Beach Historical Project. Additionally, in conjunction with the aforementioned project application, the subject building was determined eligible for individual listing in the California Register under Criteria 1, 2, and 3.

**National Register Criteria**

The National Register is the official list of the Nation's cultural resources worthy of preservation. The National Register’s criteria for evaluating the significance of properties were designed to recognize the accomplishments of all peoples who have made a contribution to the Nation’s heritage. The following four National Register criteria are designed to guide state and local governments, federal agencies and others in evaluating potential entries into the National Register:

- **Criterion A (Events):** that are associated with events that have made significant contribution to the broad patterns of history; or
- **Criterion B (Persons):** that are associated with the lives of persons significant in our past; or
- **Criterion C (Design/Construction):** that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or
• **Criterion D (Information Potential):** that yielded, or may likely yield, information important in prehistory or history.

According to the nomination’s summary, the Buon Gusto Sausage Factory is eligible for listing in the National Register under Criterion A (Events) at the local level of significance in the areas of Commerce and Industry for its association with the commercial development of the North Beach neighborhood and the history of the neighborhood’s Italian community during the early-to-mid 20th century.

The Buon Gusto Sausage Factory building was constructed for owner Federico “Fred” Casissa as a purpose-built, industrial commercial facility for the manufacturing of Italian specialty meats. Born in Italy in 1895, Casissa immigrated to the United States in 1920. In 1926, Casissa opened his first business, the Buon Gusto Delicatessen at 458 Columbus Avenue, where he made sausage at the rear of the building. Beginning in 1936, Casissa operated the Buon Gusto Market at 470-490 Columbus. Where he also used the rear of the property for sausage production, an operation that would become the Buon Gusto Sausage Company. In 1948, Casissa opened the 535 Green Street factory and operated at the site until 1978. Three generations of the Casissa family worked at the factory, producing 50,000 pounds a sausage a month, and remained in business while most specialty meat manufactures relocated outside North Beach or left San Francisco following World War II. According to the nomination, the factory is the last remaining building designed as a meat production facility in the area during the 20th century. The period of significance is 1948-1978, encompassing the years the factory was in operation at the property.

San Francisco’s North Beach neighborhood was one of the nation’s largest Italian immigrant neighborhoods and home to scores of Italians who settled there during the height of Italian immigration to the United States from the middle of the nineteenth century through the 1920s. Also known as the Latin Quarter for the mix of Romance languages spoken by its residents, North Beach became predominately Italian in the decade following the 1906 earthquake and fire. As noted in the nomination, the Italian community was largely responsible for rebuilding the neighborhood following the disaster and was its most Italian between World War I and II. Large numbers of Italian immigrants continued to settle in North Beach during the 1920s. The Italian population peaked in 1935. By the end of the decade many residents began to settle elsewhere in San Francisco, but the neighborhood remained the center of Italian life and culture in the city.

The nomination summary also states the Buon Gusto Sausage Factory is eligible for listing in the National Register under Criterion C (Design/Construction) at the local level of significance in the area of Architecture as the work of master architect Martin J. Rist and as an intact representative example of International style/Modern architecture applied to a utilitarian building. According to the nomination, over the course of Martin Rist’s 50-year career he designed large and small-scale public and private buildings, including churches, hospitals, schools, and residential estates around the Bay Area. He worked in a variety of styles, including Spanish Colonial, Mediterranean and Tudor Revival, Streamline Moderne and other Modern styles. His numerous San Francisco projects include the University Mound Old Ladies Home, San Francisco Landmark Number 269, the Art Deco style Psychopathic Ward at San Francisco General Hospital, designed with architect Alfred I. Coffey, and the International Style Abraham Lincoln High School, in association with Timothy Pflueger, Frederick Meyer, and W.P. Peugh. Under Criterion C, the period of significance is 1948.
Staff Analysis

The Department agrees that the subject property is locally significant under Criterion A (Events) at the local level of significance in the areas of Commerce and Industry for its association with the commercial development of the North Beach neighborhood and the history of its Italian community during the early-to-mid 20th century.

The Department further agrees the subject property is locally significant under Criterion C (Design/Construction) as it embodies the distinctive characteristics of a type and period of construction, specifically that of a small-scale industrial/commercial building that exhibits characteristics of International Style architecture by master architect Martin J. Risk. The nomination provides a detailed history of Rist’s career and the numerous properties he designed in San Francisco and the Bay Area.

Department staff had the following comments:

- The Department finds that the subject property also appears eligible for listing under Criterion B (Persons) at the local level for its association with Fred Casissa, a successful immigrant entrepreneur, who founded the Buon Gusto company in the early 20th century. Mr. Casissa commissioned the construction of 535 Green Street and operated the sausage factory out of the subject property for three decades. Mr. Casissa made a significant contribution to the Italian community in North Beach through the production of Italian specialty foods and long-running operation of the Buon Gusto Sausage Factory.

- The nomination would benefit from a brief overview of Modern architecture and the International Style, including details on Modern architecture in San Francisco, to provide additional context for the significance of the Buon Gusto Sausage Factory’s design under Criterion C.

- The nomination would further benefit from including the subject property’s character-defining features in the building description. The Department has determined those features to be the following:
  - Low and narrow rectangular massing extending the full length of the parcel
  - Two-story volume at street and one-story volume at rear
  - Flat roof
  - Symmetrical two-story primary, street-facing façade finished in scored stucco
  - “BUON GUSTO” sign in stylized letterforms at top of main, street-facing façade
  - Recessed central section of primary façade with double-height, nine-by-seven paneled wood-framed window wall with two rows of hopper windows
  - Ribbed tile bulkhead wall at base of window wall
  - Short, projecting concrete lintel above recessed window wall stylized with diagonal red, green, and white-colored striping, suggestive of Italian national flag
  - Two narrow metal circular (pipe) supports underneath the main projecting lintel
  - Entrances with single-lead doors flanking the recessed window wall and covered with short, projecting concrete lintels
- Circular neon sign with “BUON GUSTO SAUSAGE” surrounding a central clock
- Board-form concrete finish on east façade
- Multi-lite steel industrial windows on east façade

- The narrative sections of the nomination form contain several quotations that are not clearly distinguished from the main text. To clarify these sections, Planning staff recommends that the nomination form be revised to use indentations, quotation marks, italics, and/or other formatting cues that would allow the reader to understand when reading quoted material.

**Action Requested**

- Review the National Register Nomination (NPS Form 10-900);
- Provide comments on whether the Buon Gusto Sausage Factory meets the National Register significance criteria under Criteria A and C, and additionally if the nomination should be amended to include significance under Criterion B; and if the nomination should be revised per the other recommendations above.
- Recommend or not recommend the nomination of the Buon Gusto Sausage Factory for listing in the National Register.

**Basis for Recommendation**

The Department recommends adopting a resolution of findings to forward to the State Office of Historic Preservation (OHP) recommending approval of the nomination of the Buon Gusto Sausage Factory to the National Register. The subject property is eligible for listing in the National Register under Criterion A (Events) for its association with the industrial/commercial development of North Beach and the history of San Francisco’s Italian community. The subject property is eligible under Criterion B for its association with Federico “Fred” Casissa who made a significant contribution to the Italian community in North Beach through the long-running operation of the Buon Gusto Sausage Factory. The subject property is also eligible under Criterion C (Design/Construction) as it embodies the distinctive characteristics of a type and period of construction, specifically that of an industrial/commercial building that incorporates elements of the Art Moderne and International Style designed by master architect Martin J. Rist.

**ATTACHMENTS:**

Draft Resolution
Exhibit A – NPS Form 10-900 (draft nomination)
Exhibit B – Letter from State Historic Preservation Officer to Planning, dated September 4, 2020
Exhibit C – State Historical Resources Commission Quarterly Meeting Notice for November 6, 2020
ADOPTING FINDINGS RECOMMENDING TO THE STATE HISTORIC PRESERVATION OFFICER THAT 535 GREEN STREET (BUON GUSTO SAUSAGE FACTORY), ASSESSOR’S PARCEL 0131, LOT 021, BE NOMINATED TO THE NATIONAL REGISTER OF HISTORIC PLACES AND THE OFFICE OF HISTORIC PRESERVATION PROCESS THE NATIONAL REGISTER NOMINATION.

Preamble

WHEREAS, On September 4, 2020, Julianne Polanco, State Historic Preservation Officer, forwarded a request to the San Francisco Planning Department (hereinafter “Department”) for review and comment on the nomination of the Buon Gusto Sausage Factory, to the National Register of Historic Places (hereinafter “National Register”).

WHEREAS, Pursuant to the Certified Local Government Agreement between the Office of Historic Preservation (hereinafter “OHP”) and the City and County of San Francisco, the Historic Preservation Commission (hereinafter “Commission”)...
“Commission”) has a sixty (60) day review and comment period to provide written comments to the OHP before the State Historical Resources Commission takes action on the above-stated National Register nomination.

WHEREAS, The National Register is the official list of the Nation’s cultural resources worthy of preservation. The National Register’s criteria for evaluating the significance of properties were designed to recognize the accomplishments of all peoples who have made a contribution to the Nation’s heritage in the areas of Events, Persons, Design/Construction, and Information Potential. The four National Register criteria are designed to guide state and local governments, federal agencies and others in evaluating potential entries into the National Register.

WHEREAS, At its hearing on October 7, 2020, the Commission, acting in its capacity as San Francisco’s Certified Local Government Commission, reviewed the nomination of 535 Green Street, also known as the Buon Gusto Sausage Factory, to the National Register.

WHEREAS, In reviewing the nomination, the Commission had available for its review and consideration reports, photographs, and other materials pertaining to the nomination contained in the Department’s case file, and has reviewed and heard testimony and received materials from interested parties during the public hearing on the Project.

WHEREAS, According to the nomination’s summary, 535 Green Street, also known as the Buon Gusto Sausage Factory, is locally significant under National Register Criterion A (Events) for its association with the commercial development of the North Beach neighborhood and the history of the neighborhood’s Italian community during the early-to-mid 20th century.

WHEREAS, According to the nomination’s summary, 535 Green Street, also known as the Buon Gusto Sausage Factory, is locally significant under National Register Criterion C (Design) as the work of master architect Martin Rist and as an excellent example of International Style architecture.

WHEREAS, The Commission agrees that the property is locally significant under National Register Criterion A (Events) and Criterion C (Design).

WHEREAS, Properties listed in the National Register of Historic Places are automatically included in the California Register of Historical Resources and afforded consideration in accordance with state and local environmental review procedures.

THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby supports the nomination of 535 Green Street, also known as the Buon Gusto Sausage Factory, to the National Register of Historic Places, subject to the revisions consisting of:

- Inclusion of eligibility for listing under Criterion B (Persons) at the local level for the property’s association with Fred Casissa, a successful immigrant entrepreneur, who founded the Buon Gusto company in the early 20th century;
- Inclusion of the building’s character-defining features in the building description;
- Inclusion of a brief overview of Modern architecture and the International Style, including details on Modern architecture in San Francisco; and
• Use of indentations, quotation marks, italics, and/or other formatting cues that would allow the reader to understand when reading quoted material.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends that the property located at 535 Green Street, also known as the Buon Gusto Sausage Factory, Assessor’s Parcel 0131, Lot 021, be nominated to the National Register of Historic Places, and that the Office of Historic Preservation process the National Register nomination.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs the Planning Department staff to transmit this Resolution, and other pertinent materials in the case file 2020-008400CRV to the State Historic Preservation Officer.

I hereby certify that the Historic Preservation Commission ADOPTED the foregoing Motion on October 7, 2020.

Jonas P. Ionin
Commission Secretary

AYES:
NAYS:
ABSENT:
ADOPTED: October 7, 2020
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: ___Buon Gusto Sausage Factory___
   Other names/site number: ________________________________
   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: __535 Green Street__________________________
   City or town: __San Francisco__ State: _____CA_____ County: __San Francisco___
   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

   ____________________________ Date
   Signature of certifying official/Title:
   ____________________________
   State or Federal agency/bureau or Tribal Government

   In my opinion, the property ___meets ___does not meet the National Register
criteria.

   ____________________________ Date
   Signature of commenting official:
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: X
Public – Local
Public – State
Public – Federal

Category of Property
(Check only one box.)
Building(s) X
District
Site
Buon Gusto Sausage Factory
San Francisco, California

Name of Property                   County and State

Structure
Object

Number of Resources within Property
(Do not include previously listed resources in the count)

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Number of contributing resources previously listed in the National Register 0

6. Function or Use
Historic Functions
(Enter categories from instructions.)

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Current Functions
(Enter categories from instructions.)

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7. Description

Architectural Classification
(Enter categories from instructions.)

__20TH CENTURY AMERICAN__
___INTERNATIONAL / MODERN___

Materials: (enter categories from instructions.)
Principal exterior materials of the property: ___REINFORCED CONCRETE___

Summary Paragraph

The Buon Gusto Sausage Factory occupies a central location in the North Beach neighborhood of San Francisco, a neighborhood of mixed of residential and commercial structures the majority of which date to the period of post-1906 reconstruction. The building is located mid-block on the south side of Green Street between Grant and Columbus Avenues. It sits on the western portion a rectangular parcel. The east side of the building abuts an asphalt-paved, surface parking lot, part of the same parcel. A purpose-built, industrial structure, it operated as a meat production facility from 1948 until 1978 and remains an intact, representative example of International/Modern architecture applied to a utilitarian building type. At the principal, street-facing elevation, the building reads as two stories with a single-story rear extension that reaches the far property line. The principal elevation is deftly composed around the central, monumental window wall with fine details throughout which express Modern architectural ideals. The subtlety of the design is seen in the use of simple reveals and recesses, ribbed tiles and textured glazed panels, repetition of rectangular proportions, and other customized architectural embellishments accented with red, green and white striping, known as “il tricolore,” the national colors of Italy. Original signage spells out “BUON GUSTO” in bold, red, sans serif, capital letters across the top of the façade.
An analog clock on the east side of the façade encircled by a black base and neon script spells out “BUON GUSTO SAUSAGE.” The principal building material is reinforced concrete, applied at the façade as a smooth finish, in contrast to the rough-finished work at secondary elevations. The building retains its original appearance, architectural expression and character defining features. Though overall maintenance is lacking, the exterior retains a high level of integrity. Together with its clean lines, International/Modern vocabulary and details tailored to the original use and ownership, the factory remains a distinctive visual landmark.

### Narrative Description

Dating to 1948, the building historically known as the Buon Gusto Sausage Factory was constructed as a utilitarian industrial, commercial building. Rectangular in plan, the building is one and two stories over a full-length basement. It is topped by a flat roof and retains its original flagpole centered over the main elevation.\(^1\)

**Exterior: North Elevation**

At the principal, Green Street-facing elevation, the building reads as two stories. Its overall dual massing is comprised of a two-story cubic volume at the front property line that transitions to a low-slung, single-story rear extension that reaches the far property line. Extending the full length of the parcel, the building abuts property lines on the north (front), south (rear), and west sides of the parcel. The east side of the building adjoins an asphalt-paved, surface parking lot, part of the same parcel. The east side of the building is highly visible from the right-of-way.

The principal elevation is organized around a recessed, monumental window wall that nearly fills the center of the façade with a grid of rectangular, wood-framed panes; the grid is nine window frames in width by seven frames in height. The individual façade windows are fixed, except at the second row from the top and the second row from the bottom, which are operable. Each glazed panel, 26 inches in height by 20 inches in width, is ribbed and opaque, except at the upper level where the glazed panes are clear and transparent.

Bold, red, sans serif, capital letters, consistent with the International/Modern idiom, spell out “BUON GUSTO” and span the top of the façade above the width of the window wall. A pair of single-leaf, glazed entry doors flank the central window; each entry door is accessed via a single,  

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\(^1\) The Buon Gusto Building at 535 Green Street is located within the boundaries of the Upper Grant Avenue District, a locally designated historic district, and is a contributing resource within the district. In 1982 it was formally evaluated for inclusion in the National Register as part of the Upper Grant Street Historic District. The building was assigned California Historical Resource Status Code “3D,” indicating that the building “appears eligible for NR as a contributor to a NR eligible district through survey evaluation.” The Buon Gusto Building is not a designated City of San Francisco Landmark.
short concrete step topped with a textured steel plate. Each door retains original door handle hardware, a steel kickplate, and has an open-patterned metal grate affixed over the glass panel.

Other features and decorative elements of the façade include: a smooth, concrete finish, scored to imitate blocks (in contrast to the side (east) elevation which is rough-finished concrete); slightly projecting, concrete lintels over each door; a three-foot base below the central window clad in maroon-red, glazed terra cotta tile; a pair of narrow metal pipes that support the soffit above the window; a narrow, concrete lintel over the central window adorned with diagonal red, green and white striping, known as “il tricolore,” the national colors of Italy; and, an analog clock on the east side of the façade encircled by a black base and neon script spelling out “BUON GUSTO SAUSAGE.”

**Exterior: East Elevation**
The long, single-story, east-facing elevation is punctuated by nine regularly spaced openings, each infilled with paired, six-lite, steel-framed, awning-type fenestration. At the ground plane, another series of regularly spaced windows, steel hopper-type, afford natural light to the basement level. One of the lower level windows has been altered to accommodate a flue pipe for venting and bulky ventilation equipment.

Toward the rear, metal steps lead to a landing topped with a steel plate, measuring four by nine feet; the landing is set below a pair of double metal doors. This area appears to have served as a loading dock. The doors are topped by a canted metal sheet used as a canopy. Neither the rear (south) nor western walls are visible; both abut adjoining structures.

**Interior**
The building’s interior has not been surveyed as access is not possible. During its historic period, the building was comprised of a ground-floor retail space off the street entrance, with a small administrative office on the partial floor above. The single-story, rear extension housed meat production and operations; a loading dock opened to the parking lot on the east. Windows along both sides allowed natural light and ventilation into the interior; operations were not visible from the exterior.

**Style**
Though the overall character of the building is utilitarian and stripped down, its street-facing principal elevation, as described above, is a distinctive and exuberant composition with fine details, texture and subtlety which express Modern architectural ideals. The building’s style falls within the Modern architectural idiom and has been variously described as late Art Moderne \(^2\) and International style. \(^3\)

Characteristic features of the International/Modern style that are found at the Buon Gusto building are: flat roof; clean lines and right angles; the absence of a cornice; rectangular footprint; symmetrical arrangement; simplified ornament; blocky massing; grid-like or ribbon

\(^2\) Bloomfield, Anne. *Upper Grant Avenue District* for the North Beach Historical Project, p. 31.

type window arrangements; a light-colored palette; projecting canopies or lintels; modern industrial materials; and, sans serif lettering/signage.

**Method of Construction**
Measuring 5,055 sq. ft., the factory building is constructed of board-formed, reinforced concrete. The exterior (east) side wall exhibits the wood grain of the form work used in construction and have a rough finish; the concrete finish at the main façade is smoother and scored into rectangular blocks. As a manufacturing building, industrial materials were used throughout: concrete; steel plates; metal piping used decoratively and at handrails; textured glass; and, ribbed tiles. Windows are steel-framed on the east side and (atypically) wood-framed on the principal façade (north-facing elevation).

**Location and Setting**
The Buon Gusto Sausage Factory is located in the North Beach neighborhood of San Francisco. With regard to its immediate setting, the building is located mid-block on the south side of Green Street between Grant and Columbus Avenues. The factory sits on the western portion a rectangular parcel that measures 10,950 sq. ft. (0.251 acre). It is flanked by a surface parking lot to the east (part of the same parcel); on the west, the building abuts a three-story residential building at 545 Green Street dating to 1908. The site’s topography slopes slightly toward the south (rear) of the parcel as well as toward to west, as Green Street descends Telegraph Hill to Columbus Avenue.

With regard to the broader setting, the Buon Gusto Sausage Factory is located in the business core of North Beach, a neighborhood mixed of residential and commercial structures. (See Section 8 Significance for further detail on the North Beach neighborhood context.)

Overall, the buildings on the 500 block of Green Street between Grant and Columbus Avenues convey their original appearances and retain a high level of integrity. An analysis of their construction dates reflects how little the neighborhood’s building stock has changed since being almost fully rebuilt in the post-1906 reconstruction.5

509-513 Green (built 1906)
510-512 Green (built 1910)
517-523 Green (built 1907)
518-522 Green (built 1907)
526-530 Green (built 1906)

4 Square footage calculation is according to the City of San Francisco Property Information Map (PIM).
5 The majority of buildings on this block of Green Street, including the Buon Gusto Sausage Factory, fall within the boundary of the Upper Grant Avenue District. As noted by historian Anne Bloomfield, writing for The North Beach Historical Project in 1982, the area is significant because of “its historical land use pattern recreated after the 1906 fire and essentially unchanged today (1982) from the earliest development…. The survey referred to, *North Beach San Francisco: An Architectural, Historical, Cultural Survey*, is on file with the Northwest Information Center, NWIC# S-35504.
Buon Gusto Sausage Factory

San Francisco, California

532-536 Green (built 1907)
535 Green (built 1948)
538-542 Green (built 1913)
545-555 Green (built 1907)
544-548 Green (built 1906)
550-556 Green (built 1906)
558-562 Green (built 1907)
570-576 Green (built 1925)
580 Green (built 1962)

With the exception of the Buon Gusto factory at 535 Green Street (1948) and the bank at 580 Green Street (1962), which is a bold example of Modern Neo-Formalism, the vast majority of buildings on the block were constructed by 1910 and exhibit architectural consistency in the form of three-story, vernacular, Classically ornamented buildings, with two residential upper stories over ground floor commercial spaces. Though visually distinct from the surrounding buildings, and one of just a few neighborhood resources in the Modern style, the Buon Gusto building’s scale and expression make it compatible within the overall neighborhood setting. In fact, the building’s ornament, which salutes the Italian legacy of the original owners, the Casissa family, and its purpose-built use, make it a sympathetic contributor to the North Beach scene.

Integrity Evaluation

Integrity is a key component of the overall building evaluation. Integrity is the authenticity of an historical resource’s physical identity, evidenced by the survival of characteristics that existed during the resource’s period of significance. An analysis of integrity involves seven aspects: location, design, setting, materials, workmanship, feeling and association. The Buon Gusto Sausage Factory building retains a high degree of integrity in all seven aspects.

The Buon Gusto Sausage Factory building operated as a meat production facility from 1948, its date of construction, until 1978. After operating as a meat factory, the building was used for various purposes. According to the City of San Francisco’s permit records, subsequent uses included a café, offices, warehouse, and wholesale/retail. The building has not been in commercial use since 1992.6

Location

Location is the place where the historic property was constructed or the place where the historic event occurred. The Buon Gusto Sausage Factory remains in its original footprint on Green Street in San Francisco and retains integrity of location.

Design

Buon Gusto Sausage Factory                                          San Francisco, California
Name of Property                                                  County and State

Design is the combination of elements that create the form, plan, space, structure, and style of a property. Buon Gusto is an intact, representative example of International/Modern architecture applied to a utilitarian building type.

The principal elevation is deftly composed around the central, monumental window wall with fine details throughout the façade which express Modern architectural ideals. The subtlety of design details is seen in the use of simple reveals and recesses, ribbed tiles and textured glazed panels, repetition of rectangular proportions, and small details such as the canted top of the tiled base.

Original signage that spells out “BUON GUSTO” in bold, red, sans serif, capital letters contributes to the overall design expression and remains intact. Accent colors in red, green and white and other customized architectural embellishments express the Italian background of the original owners and the original use.

As noted above, the Buon Gusto building epitomizes the International/Modern style by exhibiting the following characteristics of the style: flat roof; clean lines and right angles; the absence of a cornice; rectangular footprint; symmetrical arrangement; simplified ornament; blocky massing; grid-like or ribbon type window arrangements; a light-colored palette; projecting canopies or lintels; modern industrial materials; and, sans serif lettering/signage.

With regard to existing conditions, overall maintenance appears to be lacking. Several steel windows along the east wall are damaged and in need of repair. However, no major changes or alterations to the form of the building have occurred since it was constructed. All original exterior features are intact; it retains a high level of integrity on the exterior.

Together with its clean lines, International/Modern vocabulary and details tailored to the original use and ownership, these design considerations combine to make this a distinctive visual landmark. In terms of exterior volume, massing, and original design intent, the building is intact, and it retains integrity of design.

Setting
Setting is the physical environment of an historic property, constituting topographic features, vegetation, manmade features, and relationships between buildings or open space. The setting remains urban in character and the physical characteristics of the surrounding neighborhood remain largely unchanged since 1948, the date of construction of the Buon Gusto Sausage Factory. Integrity with regard to setting remains high.

Materials
Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form an historic property. At the time of construction, industrial materials appropriate for a manufacturing building were selected. These are: board-formed, reinforced concrete; steel-framed and wood-framed windows; metal piping; and, textured glass. Original exterior building materials exhibit some damage and weathering.
Despite dilapidation, original materials and finishes remain extant and integrity of the exterior materials is high.

**Workmanship**

Workmanship is the physical evidence of the crafts of a particular culture, people, or artisan during any given period in history or pre-history. The original construction is typical of industrial building techniques at mid-20\(^{th}\) century. The building retains integrity of workmanship.

**Feeling**

Feeling is a property’s expression of the aesthetic or historical sense of a particular period of time. Due to high design quality, International/Modern detailing, and an intact setting, the property retains its original feeling, which contributes to its overall integrity.

**Association**

Association is the direct link between an important historic event or person and an historic property. As a facility to produce Italian specialty foods in North Beach, its association recalls the area’s historical past. It was the only purpose-built meat factory in North Beach and remains as a direct visual link to the Italian heritage of the North Beach community during the 20th century. Consequently, its association contributes to the building’s overall integrity.

In summary, the building retains its original appearance and architectural expression. Since the building was completed in 1948, few exterior modifications and repairs have been carried out. In terms of original design intent, volume, massing, materials, the building is intact. Although the building is vacant, its original use is apparent, therefore, it retains integrity of feeling and association. Weighing all factors, the Buon Gusto building retains integrity in all seven aspects.
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
Buon Gusto Sausage Factory                     San Francisco, California
Name of Property                              County and State

G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance
(Enter categories from instructions.)

___COMMERCE / INDUSTRY___
___ARCHITECTURE___

Period of Significance
1948–1978

Significant Dates

Significant Person
(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder
Rist, Martin J.
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 Buon Gusto Sausage Factory building is eligible for the National Register of Historic Places under Criterion A at the local level of significance in the area of Commerce and Industry. As a facility that produced Italian specialty foods in San Francisco’s North Beach neighborhood, the Buon Gusto Sausage Factory is directly associated with the commercial development of the area, as well as the history of its Italian community during the early-to-mid 20th century. As a facility to produce Italian specialty foods, Buon Gusto was important in maintaining an Italian culinary presence in the neighborhood during a period of significant demographic change after World War II. As the last vestige of the area’s sausage-making trade, the building remains a tangible link to the community’s Italian heritage during the 20th century.

The building is also eligible under Criterion C at the local level of significance in the area of Architecture, as the work of master architect Martin J. Rist, who designed many notable buildings during a 50-year career. Buon Gusto is an intact representative example of International/Modern architecture applied to a utilitarian building type. The building's principal façade embodies distinctive characteristics of the International style. Under Criterion A, the building's period of significance begins in 1948 with the date of construction and ends in 1978 when operations as a meat production facility ceased. Under Criterion C, the period of significance is 1948.
The Buon Gusto Sausage Factory

Located at 535 Green Street in San Francisco’s North Beach neighborhood, the building historically known as the Buon Gusto Sausage Factory was constructed as a purpose-built, industrial, commercial facility for the manufacturing of specialty Italian meats. Designed by architect Martin J. Rist for owner Federico (Fred) Casissa, the building was completed in 1948 at a total construction cost of $150,000.7 The general contractor was H.E. Rahlmann with engineer Ira S. Kessey.8

In a newspaper notice, Casissa announced that the Buon Gusto Sausage factory at 535 Green Street would begin production on September 7, 1948. The new facility would expand his workforce to 40 employees capable of processing “25,000 pounds a week of Italian style salami and sausage [salcicce].”9 Casissa planned to be the largest producer of Italian specialty meat in the West and intended to market his products nationwide.10

Casissa’s plans for large-scale meat production and coast-to-coast sales were not a matter of boasting or hyperbole. Prior to World War II, North Beach sausage and salami producers could be characterized as small operations where meats were often made and cured in the rear of, or at the basement level of, Italian grocery stores that occupied retail storefronts throughout the neighborhood. Inspections were carried out by the City of San Francisco or the State’s Department of Food and Agriculture Inspection Services Division. After World War II, the U.S. Department of Agriculture (USDA) Food Safety Inspection Service also inspected facilities; only those with USDA approval were allowed to export over state lines.11

Of all the San Francisco purveyors, only the Buon Gusto Sausage Co., and another long-established maker, Cariani Sausage Co., opted for federal USDA inspection. In this way, they were able to sell their products across state lines, while all other local producers were limited to the California market.12

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8 Construction date and contractor and engineer information confirmed by historian Gary Goss.
Buon Gusto Sausage Factory
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San Francisco, California
County and State

With an expansion plan that was somewhat counter to that of his competitors, which were moving out of the area in the post-WWII era, Casissa established his purpose-built factory in 1948 in the heart of North Beach with an ambitious expanded production capability.\(^{13}\)

Over the course of 30 years, three generations of the Casissa family manufactured specialty meats in the factory at 535 Green Street in accordance with traditional “old country” ingredients and techniques learned in Italy. After decades in the business, Casissa was asked by a journalist about the recipe:

“Simple, what tastes good to me,” ... [the sausage] gets processed by six sets of hands, including those of Fred and his son, John Casissa. But it is a handmade process in the grand manner with great German stainless-steel gadgets at every step of the way.\(^{14}\)

In some ways Casissa’s Buon Gusto Sausage operations and the factory building itself were an anomaly. After World War II, most of the specialty meat manufacturers that started in North Beach were modernizing and seeking to relocate to areas outside the city or on the outskirts specifically zoned for industry.

When the sausage-salami exodus from North Beach occurred, after World War II, one major salami factory chose to stand its ground, and still does – Buon Gusto, at 535 Green Street, behind [adjacent to] the market with the same name... In 1948, 28 years after he brought his ancestral Genovese feel for salami to North Beach, Fred Casissa – who is now a sunny 78 – built his great salami factory as a cement cathedral to the transplanted art form. The factory is designed with the economy and logical inevitability of a mighty gastrointestinal system. Within it, 75,000 pounds of meat per month are transformed into 50,000 pounds of gaudily wrapped salamis and dispatched to brighten the lives of customers from Samoa to the Mississippi basin.\(^{15}\)

In addition, a 1921 zoning law (further explained below) specifically sought to discourage industrial operations like Casissa’s in central North Beach. Yet, the sausage factory was constructed 17 years after the zoning law came into effect prohibiting such activities.

In 1961, the Buon Gusto Sausage Factory hit a bureaucratic snag. Though the factory had been successfully operating at the site for 13 years, a permit for alterations was not approved by the City of San Francisco due to the fact that the site was not zoned for industrial uses. However, multiple other sources, including city directory information, indicate that specialty meat manufacturing continued on site apace for another 17 years.\(^{16}\)

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\(^{13}\) In an article titled, “S.F.’s Art of Sausage-Making Lives On,” that appeared in the *San Francisco Chronicle* in 1976, the journalist referred to the Buon Gusto Sausage Factory as the building as Casissa’s “great salami factory as a cement cathedral” to the sausage-making art.


\(^{16}\) In a letter dated April 6, 1961, City Zoning Administrator Clyde O. Fisher, Jr. stated that the permit would be delayed due to “an existing but illegal sausage factory on the site” as cited in LSA Associates, *Historic Resource Evaluation for 535 Green Street*, p. 24.
Buon Gusto Sausage Factory

Buon Gusto produced salami and salcicce at the 535 Green Street location until 1978, “the last North Beach sausage company.” Afterwards, the building was used for various purposes. According to the City of San Francisco’s permit records, subsequent uses included a café, offices, warehouse, and wholesale/retail. The building has not been in commercial use since 1992. The Casissa family owned the property from the 1940s until 1999 when it was sold to the Edmund and Shirley Lee Chow Family Trust. The parking lot on the eastern side of the parcel remains operational.

Federico Casissa

Federico “Fred” Casissa was born January 2, 1895, in the northwestern Italian community of Lavagna, in the province of Liguria. Casissa immigrated to the United States in 1920. In San Francisco, he arrived as “a penniless immigrant” wanting to open a grocery store to sell Italian products to North Beach’s Italian community. One of his earliest jobs was working in the Old Victorian Sausage Co. on Davis Street in the 1920s. In 1926, he started the Buon Gusto Delicatessen at 458 Columbus Avenue and used the rear of the retail storefront space to make sausage. Similar to other small operations at the time, Casissa’s sausage production was limited due to space. Decades later, Casissa explained that this 1926 venture, the Buon Gusto Delicatessen, was financed by A.P. Giannini, founder of the Bank of America, stating:

“I needed money and went to A.P. Giannini for a loan. I had nothing to offer as collateral. Giannini looked at me, thought a while, and then told the clerk to give me $3,000 to start my business,” the Buon Gusto Delicatessen.

Casissa’s next enterprise started in 1936 when he opened and operated, but did not own, the Buon Gusto Market at 470-490 Columbus, more capacious and modern and just a few buildings away from the delicatessen. Similarly, Casissa used space at the rear of the market for sausage production.

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17 San Francisco Examiner. “Sampling Italian Restaurants.” October 11, 1979, p. 27.
24 This quote was cited in LSA Associates, Historic Resource Evaluation for 535 Green Street, p. 21; the quote was reported in an untitled article in the San Francisco Progress, March, 1976.
25 Located half a block west of the sausage factory building, the Buon Gusto Market was also designed by architect Martin J. Rist. Dating to 1936, it is an imposing and elegant, two-story, reinforced concrete building designed with high design values, a stellar example of the Streamline Moderne style. Designed to accommodate a ground-floor market (a space now occupied by a bank) and a full complement of second story offices, it displays the fundamental characteristics of the Streamline style: horizontal orientation, a prominent rounded corner, steel, ribbon windows that continuously span the west and north elevations, a monumental porthole window set in a deeply recessed entry arch, a flat roof, and grooved streamline moldings. The building has been previously surveyed to determine historic status; in 2007 it was assigned a CHRS code of “3S” meaning it “appears eligible for the NR as an individual property through survey evaluation.”

“It is my life,” says Fred, who proudly sees each shipment off in the parking lot – a lot enriched not only by Fred’s wafting spices, but also by the sweet aromas from Malvina’s bakery next door and the Danilo Bakery and the fortune cookie factory across the street, and the vapors of espresso from the Caffe Sport, gin from Gino & Carlo’s, hair tonic from Antonio’s barbershop, and ravioli sauce from the numerous ristorantes. Fred, inhaling, looks half his age. “I eat salami every day,” he explains.\footnote{San Francisco Chronicle. “S.F.’s Art of Sausage-Making Lives On.” December 1, 1975 p. 4.}

Casissa married Dorothy Perazzo and had two sons, Fred Jr. and John Fred. By 1930, the Casissa family lived at 3235 Divisadero Street in the Marina District. Fred Casissa died on February 24, 1983. His son, John Fred Casissa, acquired ownership of the property a year later.\footnote{Details summarized from LSA Associates, \textit{Historic Resource Evaluation for 535 Green Street}, March 2019, p. 21.}

According to Casissa’s obituary, he was at one time president of the North Beach Boosters Club and was known as “a legend among San Francisco sausage and salami makers.”\footnote{San Francisco Examiner. “Obituary of Fred Casissa,” March 3, 1983, p. B9.} As was observed in a 1941 article, Casissa was active in all aspects of North Beach’s Italian community.

And here’s a large bow to an exceptionally nice guy in North Beach… Fred Casissa, founder of the famed Buon Gusto Market… Freddie came to this country from Chiaveri [near Genoa] and he has been in the center of North Beach business and civic life ever since.\footnote{San Francisco Chronicle. “In the Districts.” October 26, 1941 p. 8.}

Casissa is representative of the many Italian-born immigrants who contributed to the commercial development of North Beach and the establishment of the Italian community in San Francisco during the early-to-mid 20th century.

\textbf{Italians in North Beach}\footnote{This nomination benefits from the research and contributions of architectural historian Michael Corbett; the following section is based on excerpts from his \textit{North Beach Historical Context Statement}, 2017, prepared for the Northeast San Francisco Conservancy.}

The two sections that follow contain excerpts from architectural historian Michael Corbett’s excellent \textit{North Beach Historical Context Statement} dated 2017.

North Beach is generally defined as the area between Telegraph Hill on the east and Russian Hill to the west. The neighborhood is bounded by Francisco Street on the north and Broadway to the south. Its principal spine is the commercial thoroughfare Columbus Avenue. It is generally
agreed that it has “long been considered a distinctive place among other distinctive neighborhoods.”

North Beach is widely associated with Italians, who have dominated the area for much of its history and who were primarily responsible for rebuilding the neighborhood after the earthquake and fire of 1906 — the neighborhood that is largely intact today. In this association, North Beach has been called Little Italy. However, North Beach has also been called the Latin Quarter for its mix of people speaking Romance languages — Italian, French, Spanish, Portuguese, and numerous dialects. The changing mix of people that merited the term Latin Quarter ended more or less in the ten years after the earthquake and fire when the Italians overwhelmingly predominated.

San Francisco’s Little Italy was one of the largest and most important populations of immigrant Italians in the United States during the principal period of Italian immigration from the 1860s to the 1920s. Most San Francisco immigrants came from provinces in Liguria and Tuscany in the north and Calabria and Sicily in the south. Most were farmers or fishermen at home and tried to find similar work in the U.S.

Immigration to San Francisco began before Italy was a nation, declared in 1861 and ratified in 1870, so that the first generations of arrivals did not consider themselves Italians, but natives of their regions, a situation reflected in many, but not all, entries in the U.S. census. Moreover, most did not speak or understand Italian, but only their regional dialect. Most of these immigrants lived in small enclaves of North Beach with others from their region who spoke their language. They tended to marry, work with, and socialize with others from their region. In fact, the predominantly male population of the first decades often returned to the home village for a wife. People from one region looked down on those from other regions. People from each region tended to work in specific industries and would only hire each other or hire others for inferior jobs. All of this was reinforced by a process of “chain migration” that brought streams of immigrants from specific villages and provinces to join their countrymen over a period of time.

Many Italians arrived with nothing, not because they were poor, but because they intended to return home and had not sold their homes and farms in Italy. “At least until the early twentieth century, probably until the end of the First World War, most Italians considered their residence in the United States only temporary.” Because of this, they referred to their San Francisco neighborhood as a “colonia” or colony, the Italian Colony — “a temporary settlement created by people who would return to the mother country.”

In both the United States and Italy, California was presented “as another Italy,” having “similarities in climate and landscape,” leading immigrants to expect to find the same work, mostly farming and fishing, as they had at home — but many had to adapt to new jobs. “In

33 Corbett, North Beach Historic Context Statement p. 51.
general, Italians in San Francisco lived near their work,” with major sources of employment at
the north end of North Beach at Fishermen’s Wharf and various industrial establishments. The
North Beach Cannery was the city’s largest employer of Italians after the turn of the century.
Near the south end of North Beach, many worked in the produce market. “The goal of most
Italians who finally settled in San Francisco was to establish a business of their own,” but most
just got jobs — like in Italy “they worked for other people.”36

Regionalism among San Francisco’s Italians began to fade after the earthquake, perhaps partly
because of the shared experience. While regionalism persisted, other factors worked against it.
Exclusion from large areas of American society was a force for a united community. Columbus
Day, established in 1869, grew in importance as a day for all Italians. Most important was the
diminishing inclination to return to Italy and the acceptance of residence in the United States.
Before the 1920s, large numbers did return to Italy, some more than once. One measure of the
change was the increased immigration of women after World War I.37

With the continuing influx of large numbers of immigrants in the 1920s, North Beach was at its
most Italian from the end of World War I to the end of World War II. Indeed, the population
grew so that the Marina district, built in the 1920s on the site of the Panama-Pacific International
Exposition of 1915, developed almost as an expansion of North Beach for wealthy Italians. San
Francisco’s Italian population peaked in 193538 followed by new population movements.
“People ordinarily moved from North Beach to the Mission district when they bought a house”
— that is, when they could afford to leave a rented flat in North Beach. Also, children of
immigrants “began leaving in large numbers in the mid 1930s.”39

The pivotal event in the acculturation of North Beach was World War II when Italy was a
German ally against the United States: “the social transformation accelerated by the war, the
defeat of fascism in Italy, the progressive departure from North Beach of the immigrants’
children, and the aging of the immigrants hastened the Americanization of the Italians and
brought to a conclusion a century-long historical process.”40 The war was a difficult time in
North Beach where there was much support for the Italian leader, Mussolini, which lead to the
removal from the city of “leading Italians with strong ties to Fascism,” and the temporary
prohibition of alien Italians from the waterfront — from Fishermen’s Wharf. Another
consequence was that many aliens became citizens in 1943-1945 to show their loyalty to the
United States.41

With the first movement of Italians out of North Beach in the late 1930s, the traditionally low-
cost housing remained cheap; rents in 1940 were still “among the lowest in town.”42

36 Cinel pp. 15, 123, 134, 142 as cited in Corbett, North Beach Historic Context Statement, p. 51.
37 Dillon p. 3 as cited in Corbett, North Beach Historic Context Statement, p. 53.
38 Dillon p. 171, as cited in Corbett, North Beach Historic Context Statement, p. 53.
39 Cinel pp. 122, 125 as cited in Corbett, North Beach Historic Context Statement, p. 53.
40 Cinel pp. 196-197 as cited in Corbett, North Beach Historic Context Statement, p. 53.
42 Cinel p. 12 as cited in Corbett, North Beach Historic Context Statement, p. 53.
While North Beach was long the undisputed center of Italian life and culture in San Francisco, there were many other neighborhoods in the city with concentrations of Italian people: the outer Mission, Potrero, Excelsior, Bernal Heights, West Portal, Hunter’s Point, and the Richmond district. \(^{43}\) Italians in these other areas were connected to North Beach as well through its churches, institutions, and celebrations such as Columbus Day and the Blessing of the Fleet for fishermen.

### Commerce and Industry in North Beach\(^ {44}\)

Development of North Beach in the era after the earthquake and fire of 1906 was predominantly residential in the form of houses, flats, hotels, and apartments. In addition, on the main streets of the neighborhood, Columbus, Broadway, Stockton, Green, and Grant, the ground floors of buildings were lined with businesses of all kinds. A wide range of businesses existed in the years prior to 1921 when the city’s first zoning ordinance took full effect.\(^ {45}\)

Before 1921, there were many shops (or workshops) in North Beach where work was done onsite, such as tin shops, blacksmiths, laundries, plumbers, carpenters, upholsterers, paint dealers, bicycle repairing, machine shops, electrical supplies, feed mills, undertakers, a crematory, an accordion factory, ravioli factories, macaroni factories, a sausage factory, candy factories, and coal and wood dealers.\(^ {46}\)

The 1921 zoning law sought to exclude large industrial plants in the predominantly residential areas of North Beach, much like those operations located at the north end of the neighborhood: the Bauer-Schweitzer Malting Company (City of San Francisco Landmark No. 129) that occupied nearly a full city block and the Lewis Packing Company Vinegar and Pickle Works at the corner of Columbus and Chestnut (now demolished).\(^ {47}\)

The 1921 zoning law also sought to exclude other lighter types of manufacturing and commerce such as auto repair shops, machine shops, blacksmiths, coal yards, lumber yards, storage businesses, factories (candy, pasta, sausages, and cigars), crematories, contractor’s plants and storage yards (carpenters, plumbers, electricians), feed mills, marble cutting, bakeries with over five employees, and others.

According to the 1921 law, any of these already in operation could remain as long as they didn’t expand. In theory, construction of the Buon Gusto Sausage Factory should not have been


\(^{44}\) This nomination benefits from the research and contributions of architectural historian Michael Corbett; the following section is based on excerpts from his *North Beach Historical Context Statement*, 2017, prepared for the Northeast San Francisco Conservancy.

\(^{45}\) Corbett, p. 63.

\(^{46}\) Corbett, p. 64.

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permitted; the historical record provides no clarification on why its construction was allowed in contravention of the 1921 zoning law.

Over time these manufacturing and light industrial businesses closed or moved away, and other types of establishments moved in; generally speaking, industries and workshops were replaced by retail stores. The departure of most of these businesses did not alter the building fabric or streetscapes. However, the life of the district was altered by this change. Gradually, street traffic in the neighborhood became less rough and dangerous as there was less loading and hauling of heavy materials.

Extant Industrial Buildings in North Beach
Few historic, industrial buildings remain in North Beach. Those that are extant typically sit side by side among other building types, as is the case with the Buon Gusto Sausage Factory building. Though often wider than adjacent residential buildings, they are still relatively small-scale affairs as compared to industrial structures in other parts of the city, South of Market or near the waterfront. Industrial buildings in North Beach tend to be one or two stories, sometimes with a basement and often of reinforced concrete, wood frame, or brick. The impression is one of horizontality. Cladding may be brick, stucco, tile, pressed metal, or wood. Examples of North Beach industrial buildings include the Delucchi Sheet Metal Works building at 1526 Powell Street (constructed in 1921) with its pressed metal facade, and the former pasta factory at 466-478 Green Street (originally the Italian-American Paste Company, which became the old Spaghetti Factory, City of San Francisco Landmark No. 127, constructed in 1912). Other examples include the building at 555 Francisco Street (constructed in 1928) and the adjacent building at 557 Francisco Street of reinforced concrete (constructed in 1930), both being the former home of the Friscia Seafoods fish processor/wholesaler.

Specialty Meat Manufacturing in North Beach
In the first decades of the 20th century, Italian specialty meats were manufactured by various businesses in North Beach, all established by immigrants from Italy. These included the Cariani Sausage Company, Gallo Salame, San Francisco Sausage Company (now Columbus Craft Meats), Molinari & Sons, the Old Victorian Sausage Company, California Meat Company, Swiss Italian, Buon Gusto Sausage Company, and others. The Italian-born founders of these businesses settled in San Francisco and brought with them a rich tradition of salame (or salumi) making and authentic recipes. The cool climate of the Northern California region was ideal for curing meat. The individual stories of many of these sausage manufacturers follow a similar arc of humble beginnings and later success.

48 Corbett, pp. 67-68.
49 Corbett, p. 163.
50 Corbett, p. 68.
51 Corbett, p. 139.
52 Salumi is the Italian term for cured meats, such as prosciutto and lardo, and some cooked meats, including mortadella. The word comes from “sale”, Italian for salt.
Molinari & Son's was founded by Pasquale Giuseppe (P.G.) Molinari. Molinari moved to San Francisco in 1885 from the Piedmonte region of Italy initially working at A. Chiesa, a small grocery in North Beach. In 1895, Molinari went into business for himself with a grocery and sausage business on Broadway; it was destroyed in the earthquake and fire of 1906. Then, with a collateral-free loan from A.P. Giannini, a family friend and financier who founded the Bank of Italy (later the Bank of America), P.G. Molinari rebuilt his business at 373 Columbus Avenue, still a thriving delicatessen and grocery store. By 1962, the manufacturing side of the business moved from North Beach to an industrial plant in the city’s Bayview district where it remains in operation.\(^5\)

Gallo Salame was founded in North Beach neighborhood by Louis Gabiati in 1910. In 1967 the family-owned business relocated to 250 Brannan Street, to an existing neoclassically-designed three-story, 100,000 sq. ft. factory in the city’s South of Market neighborhood. Gallo remains one of the leading producers of salame in the U.S.\(^4\)

Columbus Salame was established in San Francisco by Italian-born founders Peter Domenici and Enrico Parducci, who settled in the city around 1906. In 1917, they started the San Francisco Sausage Company out of a two-room flat. In 1934, the company, later known as Columbus Salame, expanded to a new location adjacent to North Beach at 447 Broadway. In 1967, Columbus opened a new production facility in South of San Francisco and later moved to a plant in Hayward, California, where it conducts operations and a nationwide distribution.\(^5\)

Not only did these immigrant families start specialty meat companies, they fostered the city’s reputation for salame manufacturing. The broader community established and maintained a renowned Italian culinary presence in the neighborhood and citywide as is evident in a journalistic observation from 1940:

San Francisco is virtually fed by its Italians. Their excellent restaurants and first-class markets dominate the whole city. Their sausage and pasta and other factories supply the restaurants… They are a financial and political force in city life. They manufacture a variety of products from accordions to salame.\(^6\)

A glitch in the production of Italian specialty meats occurred in 1970 when the USDA sought to prevent San Francisco salami makers from labeling their product “Italian” salami, instead preferring “Italian Brand Dry Salami,” a move the companies opposed.\(^7\) Rosemary Mucklow,\(^8\)

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\(^7\) Personal interview with Rosemary Mucklow, July 3, 2020.

\(^8\) From 1961 until 2007, Mucklow headed up various entities: the Pacific Coast Meat Jobbers Association, later the Pacific Coast Meat Association; then she served as the executive director of the National Meat Association; she is currently director emeritus for the North American Meat Institute (NAMI).
then the director of the San Francisco-based North American National Meat Association, successfully argued that the salami makers were preserving traditions of their forefathers, including the natural air-drying techniques that the city’s cool climate made possible. The USDA retracted the suggestion.

The various individual businesses that produced Italian specialty meats in North Beach followed a general pattern of development over the course of the 20th century. All were established by Italian immigrants who started small operations seeking to make sausage, salcicce, salami, and associated products the time-honored way using authentic recipes and drying techniques that replicated Italian manufacturing processes. As operations, yields, and production prospered and facilities modernized, in parallel to industry standardization, and, as the next generations of family members entered the businesses, the industry evolved. Most businesses relocated away from North Beach and the city center to areas more amenable to industrial operations. Many businesses evolved into or were acquired by larger corporations. Some consolidated. All remain proud to continue the Italian traditions of the founders.

Conclusion

The Buon Gusto Sausage Factory building operated as a meat production facility from 1948 until 1978. Its owner, Federico Casissa, is representative of the many Italian-born immigrants who contributed to the commercial development of North Beach and the establishment of the Italian community in San Francisco during the early-to-mid 20th century.

Buon Gusto is an intact representative example of International/Modern architecture applied to a utilitarian building type, a sausage making factory. The Buon Gusto Sausage Factory building stands as a testament to the Italian community’s sausage making trade in North Beach. It is the last remaining building designed as a meat production facility in the area during the 20th century.

Architect Martin J. Rist and the Buon Gusto Sausage Factory

Martin J. Rist (1888-1956) was a prolific and important architect who, over the course of his successful 50-year career, was responsible for the design of buildings in a range of types: stately institutional and civic buildings, churches, hospitals, elementary and high schools, elegant estates and urban residences. Much of Rist’s work can be seen in and around San Francisco, where he was based. Though he established his own practice, much of his work was completed in association with, or in partnership with, firms that were among San Francisco’s most well-regarded and productive. Rist’s work reflected the styles of the day; his work initially exhibited exuberant historicist and Period Revival styles, such as Spanish Colonial, Colonial, Mediterranean, and Tudor. Later, he also worked adeptly in the Streamline Moderne idiom and other Modern adaptations.

Martin Rist was born in Columbus, Ohio, on August 17, 1888, to parents George Rist and Fredrika Krauter, both natives of Germany. In 1906, at age 18, he moved with his parents and

large family of eight siblings to San Francisco.\textsuperscript{61} Rist worked as a draftsman for architect William Curlett. In 1914, he worked as a designer in the office of Charles Gottschalk. Rist then opened his own practice, but later re-joined Gottschalk in partnership. Their office was located in the Phelan Building in San Francisco’s Financial District.\textsuperscript{62}

Their partnership flourished. Gottschalk and Rist were responsible for estates in Hillsborough and San Mateo, an apartment building on Filbert Street in San Francisco as well as many other buildings. It was noted that Gottschalk and Rist had “one of the busiest offices in San Francisco.”\textsuperscript{63} Another project by Rist is the splendid Taraval Police Station (1924) at 2345 24\textsuperscript{th} Avenue in San Francisco’s Parkside neighborhood.\textsuperscript{64}

Rist designed many important residential buildings in San Francisco and on the Peninsula. Together with Willis Polk, Timothy Pflueger, Bernard Maybeck, and Julia Morgan, Rist was another prominent architect associated with residences in San Francisco’s early residential park, St. Francis Wood. In 1928, he designed his own home there, an exuberant Storybook style residence, located at 136 Yerba Buena Avenue.\textsuperscript{65}

Rist’s custom-designed residences were extremely well designed, well built, and had high design values. When homes of his design later became available on the real estate market, advertisements included Rist’s name as a selling point: “For the very discriminating who insist on charm and view. Custom-built and planned by Architect Martin Rist at his best… sweeping Bay and Marin view” with “special features too many to list.”\textsuperscript{66}

In the early 1930s, in association with architect Alfred I. Coffey,\textsuperscript{67} Rist designed the McKinley School in Redwood City (1927), the Gault School in Santa Cruz (1931), and San Francisco’s University Mound Old Ladies’ Home (1931-32) at 350 University Street, a convalescent facility and nursing home that is now City of San Francisco Landmark No. 269.\textsuperscript{68} Rist was profiled in the September 1932 volume of \textit{The Architect & Engineer} in an in-depth article that included photos of many of these projects.

The best-known and most well-regarded work by Coffey and Rist remains the Psychopathic Ward at San Francisco General Hospital (1932-1935). An excellent example of the Art Deco style, this project was designed in partnership shortly before Coffey’s death in November 1931.\textsuperscript{69}

In the latter half of the 1930s, Rist was a partner in the firm Meyer, Peugh, Pflueger and Rist, Architects in San Francisco. Rist-designed projects from this period include the Coffin-
Reddington Building at 301 Folsom Street (1936-1937), and Abraham Lincoln High School at 2162 24th Avenue (1938-40) in association with Timothy Pflueger, Frederick Meyer, and W. P. Peugh.70

Abraham Lincoln High School, a project financed by the Public Works Administration, resulted in an accomplished design for an expansive and imposing three-story building in the International style. Another example of Rist’s work in the Modern vein are three Streamline apartment buildings at 1963 - 1981 Clay Street (1938).

After World War II, Rist moved his offices from the downtown Phelan Building to San Francisco’s west side where he maintained an office in the building of developer Henry Doelger at 320 Judah Street in the Sunset District. Rist resided on the city’s west side, also the location of many large-scale projects that came later in his career: West Portal Lutheran Church (1947), Mercy High School (1951), and St. Cecilia Catholic Church (1954-1956). Mercy High School, on 19th Avenue in San Francisco, is more Modernist in expression; it was completed for the Religious Sisters of Mercy at a cost of $960,000.71

Also completed in 1951 was St. Catherine’s of Siena Catholic Church, now considered a landmark in Burlingame where Rist was commissioned to design a Gothic Revival style church to complement a grouping of earlier parish buildings. Completed only three years after designing the International style Buon Gusto Sausage Factory, it reflects Rist’s agility in designing projects of all scales, types and divergent styles.72

In North Beach, Rist designed two buildings (both extant) in the course of a decade, a market and a sausage factory, for the same client. Though both are designed in Modern styles, they provide an interesting architectural contrast. In 1936, Rist designed the Buon Gusto Market located at 470 - 490 Columbus Avenue at the busy intersection of Green Street and Columbus Avenue. A two-story corner building, it is an exuberant expression the Streamline Moderne style with commercial space on the ground floor and offices above. It displays the fundamental characteristics of the Streamline style: horizontal orientation, a prominent rounded corner, steel, ribbon windows that continuously span the west and north elevations, a monumental porthole window set in a deeply recessed entry arch with grooved streamline moldings throughout.

Half a block east of the Buon Gusto Market, Rist was commissioned to design the Buon Gusto Sausage Factory a decade later. Here Rist employed a stripped-down version of the International style, entirely appropriate for a utilitarian industrial building. The subtle decorative treatment relied on red, green, and white accents, the national colors of Italy, appropriate for its location in the historic Italian-American epicenter of the city and as a nod to the Italian owners.

In his personal life, Rist married Alice Gowan. They had three children: Barbara, Martin Jr., and Theodore. The family resided in San Francisco’s St. Francis Wood in the home Rist designed in

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70 Poletti, p. 225.
71 The Architect and Engineer, Vol. 184, No. 1., 1951.
1928. Rist died on December 3, 1956, at Stanford Hospital. His funeral was held at St. Cecelia’s Church, a building of his design. He is buried at St. Mary’s Cemetery in Oakland.\textsuperscript{73}

Rist’s death noticed states: In the last twenty years Mr. Rist worked with the Archdiocese of San Francisco designing many churches, schools, convents and rectories. The church at St. Cecelia’s was his last major work.\textsuperscript{74} A week after Rist’s death, the columnist Herb Caen honored Rist:

\begin{quote}
Architect Martin Rist, a specialist in churches, had just begun work on the new St. Cecelia’s in ’55 when he was stricken with cancer and given six months to live. But when Monsgr. Harold Collins of the church advised him to quit the job, Rist merely smiled: “I’ll not only finish the church, I’ll fool those doctors by another six months.”… St. Cecelia’s was completed by June on Rist’s schedule. And last Wednesday, also on his schedule, Martin Rist was buried from the last church he designed.\textsuperscript{75}
\end{quote}

Rist was an important architect, his contributions many. But the newspaperman Caen was inaccurate in describing him as a specialist in churches. As an architect, Rist successfully planned and built enduring projects of all types regardless of use, style or scale. Nor did he favor a particular style. Rather, his body of work is comprised of projects that span all historically derived and Modern styles and expresses the range of a skilled architect.

As stated above, Rist was responsible for the design of buildings in a range of types: stately institutional and civic buildings, churches, hospitals, elementary and high schools, elegant estates and urban residences. As an industrial manufacturing plant, the Buon Gusto Sausage Factory expresses Rist’s extreme versatility as an architect and his agility in designing projects of all scales, types and styles. In addition, the Buon Gusto Sausage Factory further illustrates Rist’s skilled, masterful, and expert approach to the Modern architectural idiom and his ability to design such a distinctive example of the International/Modern style.

\textsuperscript{74} \textit{San Francisco Examiner}. “Requiem Mass for Martin Rist.” December 5, 1956, 2:4.
\textsuperscript{75} \textit{San Francisco Examiner}. “Herb Caen, Baghdad by the Bay.” December 7, 1956, 2:1.
9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)


Bloomfield, Anne, et al. *Historic Resources Inventory of Upper Grant Avenue* for the North Beach Historical Association, 1982.


City of San Francisco Planning Department. *Landmark Designation Report for University Mound Old Ladies’ Home*, prepared by Planning Department, 2015.


**Periodicals**


**Newspaper Articles**

*San Francisco Chronicle.* “In the Districts.” October 26, 1941 p. 8.


*San Francisco Chronicle.* “New Zoning Law Text and Maps Printed Today.” September 20, 1921, p. 1


*San Francisco Examiner.* “Sampling Italian Restaurants.” October 11, 1979, p. 27.


Interviews


Online Resources


Buon Gusto Sausage Factory
Name of Property
San Francisco, California
County and State

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:

__X_ State Historic Preservation Office
_____ Other State agency
_____ Federal agency
_____ Local government
_____ University
_____ Other

Name of repository: _Northwest Information Center____________

Historic Resources Survey Number (if assigned): _ NWIC# S-35504__

The Buon Gusto Sausage Factory falls within the boundary of the Upper Grant Avenue District, part of a larger survey titled, North Beach San Francisco: An Architectural, Historical, Cultural Survey, undertaken by the North Beach Historical Project in 1982. It is on file with the Northwest Information Center, NWIC# S-35504.

10. Geographical Data

Acreage of Property _Parcel 0131/021 = 0.251 acre_

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates
Datum if other than WGS84: __________
(enter coordinates to 6 decimal places)

1. Latitude: 37.799430  Longitude: -122.408030
2. __________
Buon Gusto Sausage Factory
Name of Property

San Francisco, California
County and State

Or

UTM References
Datum (indicated on USGS map):

☐ NAD 1927 or ☐ NAD 1983

1. Zone: Easting: Northing:

Verbal Boundary Description (Describe the boundaries of the property.)

The property is located in the City of San Francisco on Assessor’s Parcel 0131, Lot 021. The subject building is located on the western side of the lot.

Boundary Justification (Explain why the boundaries were selected.)

The property boundary includes all of the footprint of the Buon Gusto Sausage Factory building constructed in 1948, as well as the paved surface parking lot to the east. Assessor’s Parcel 0131, Lot 021 is comprised of the building and the parking lot in their entirety.

11. Form Prepared By

name/title: Katherine Petrin
organization: Telegraph Hill Dwellers
street & number: P.O. Box 330159
city or town: San Francisco state: CA zip code: 94133
e-mail petrin.katherine@gmail.com telephone:
date: July 7, 2020; revised September 1, 2020
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.)
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: Buon Gusto Sausage Factory (535 Green Street)
City or Vicinity: San Francisco
County: San Francisco
State: California
Photographer: Shayne E. Watson
Date Photographed: May 15, 2020

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 9 Contextual view of subject property, camera looking southeast.
2 of 9 Contextual view of subject property, camera looking southwest.
3 of 9 Contextual view of subject property, camera looking southwest.
4 of 9 North elevation of building and parking lot to east, camera looking south.
5 of 9 North elevation, camera looking south.
6 of 9 North elevation showing primary pedestrian entrances, camera looking south.
7 of 9 North elevation, signage and window detail, camera looking southwest.
8 of 9 East elevation, camera looking northwest.
9 of 9 East elevation, camera looking northwest.
Buon Gusto Sausage Factory
San Francisco, California

Name of Property
County and State

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.
Buon Gusto Sausage Factory                                         San Francisco, California
Name of Property                                                County and State

Location Map 1

Latitude: 37.799430    Longitude: -122.408030

SUBJECT PROPERTY

Latitude: 37.799430
Longitude: -122.408030
Location Map 2 (USGS Map)

Subject Property
Latitude: 37.799430
Longitude: -122.405030
Buon Gusto Sausage Factory
San Francisco, California

Name of Property
County and State

Photo Key: Exterior
September 4, 2020

Marcelle Boudreaux, AICP, Principal Planner
Citywide Cultural Resource Survey & Landmarks/
Current Planning Division
49 South Van Ness Avenue, Suite 1400
San Francisco, California 94103

RE: Historic Preservation Commission Review and Comment on the Nomination of
Buon Gusto Sausage Factory to the National Register of Historic Places

Dear Mr. Boudreaux:

Pursuant to the Certified Local Government Agreement between the Office of Historic Preservation (OHP) and your governmental entity, we are providing your historic preservation commission with a sixty (60) day review and comment period before the State Historical Resources Commission (SHRC) takes action on the above-stated National Register of Historic Places (National Register) nomination at its next meeting. Details on the meeting are enclosed.

As a Certified Local Government under the National Historic Preservation Act of 1966, as amended, your commission may prepare a report as to whether or not such property, in its opinion, meets the criteria for the National Register. Your commission's report should be presented to the Chief Elected Local Official for transmission, along with their comments, to California State Parks, Attn: Office of Historic Preservation, Julianne Polanco, State Historic Preservation Officer, 1725 23rd Street, Suite 100, Sacramento, California 95816. So that the SHRC may have adequate time to consider the comments, it is requested, but not required, that OHP receives written comments fifteen (15) days before the SHRC's meeting. If you have questions or require further information, please contact the Registration Unit at (916) 445-7008.

As of January 1, 1993, all National Register properties are automatically included in the California Register of Historical Resources and afforded consideration in accordance with state and local environmental review procedures.

Supplemental information on the National Register is available at our website at the following address: www.ohp.parks.ca.gov.

Thank you for your assistance in this program.

Sincerely,

Julianne Polanco
State Historic Preservation Officer

Enclosures: Nomination, Meeting Notice

NR_CLG Commission_Final
MEETING NOTICE

Pursuant to Executive Order N-29-20, board members/commissioners of a state body may participate in public meetings remotely. The public may observe, provide public comment during the public comment periods, and otherwise observe remotely in accordance with Bagley-Keene Open Meeting Act.

FOR: State Historical Resources Commission Quarterly Meeting

DATE: Friday, November 6, 2020

TIME: 9:00 A.M.

PLACE: This will be a Virtual Meeting through one or more remote meeting platforms such as Zoom and/or Microsoft Teams. Dial-in access will also be available. Information on how to log in or phone in to this meeting, including web address and passcodes, will be posted no later than October 23, 2020 at http://ohp.parks.ca.gov.

If you are in need of special accommodations pursuant to the Americans with Disabilities Act, please call Twila Willis-Hunter at (916) 445-7052. Questions regarding the meeting should be directed to the Registration Unit (916) 445-7008. In accordance with the Bagley-Keene Open Meeting Act an agenda for this meeting will be published on the Office of Historic Preservation website no later than October 23, 2020.