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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code
Other Listings
Review Code Reviewer Date

Page 1 of 2 *Resource name(s) or number (assigned by recorder) 149 Fell St.

P1. Other Identifier:

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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco

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

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

*c. Address: 149 Fell St. City: San Francisco Zip: 94102

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 0834-017

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

149 Fell Street is located on a 27.5' x 120' through-block lot on the south side of Fell Street between Van Ness Avenue and Franklin Street. Built in 1919, 149 Fell Street is a 1-story, concrete commercial building altered with Art Deco or Moderne elements. The rectangular-plan building, clad in smooth stucco, is capped by a gable roof. The foundation is not visible from the street. The primary façade faces north and is 3 bays wide. The main entrance is set in the left bay and features a metal door. A multi-light, fixed, vinyl window is set immediately right of the entrance. An awning shades the entrance and window. The primary façade terminates in a stepped and paneled parapet with diamond-shaped ornament at each and on the center panel. The Hickory Street elevation is finished in rough formed concrete and has a bay entrance with steel overhead door in the left bay. The elevation ends in a stepped parapet.

The building appears to be in good condition and contributes to the potential Civic Center Auto Repair Historic Resources (see DPR 523 D form).

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

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

P5b. Photo: (view and date)
View from north
9/6/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1919
SF Assessors Office

*P7. Owner and Address:
Newport Partners LLC
9 Cushing Suite 200
Irvine, CA

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

*P9. Date Recorded:
9/6/2006

*P10. Survey Type:
Reconnaissance

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

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

Hickory Street (south) elevation

State of California The Resources Agency Primary #
DEPARTMENT OF PARKS AND RECREATION HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 6Z

Page 1 of 2 *Resource Name or # (Assigned by recorder) 149 Fell Street

B1. Historic Name 149 Fell Street

B2. Common Name 149 Fell Street

B3. Original Use Commercial Building B4. Present Use: Commercial Building

* B5. Architectural Style Art Deco/Moderne

*B6. Construction History
149 Fell Street was constructed in 1919. Alterations include Art Deco or Moderne elements, first story fenestration pattern.

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

*B8. Related Features none

B9a. Architect Rousseau & Rousseau . Builder _____

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Hayes Valley

Period of Significance 1906-1929 Property Type Commercial Applicable Criteria n/a

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

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (Commercial/Light Industrial) and dates from the Period of Significance (1906-1929) of that context. There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons), Criterion 3 (Design/Construction), or Criterion 4 (Information Potential).

Criterion 1:

149 Fell Street was designed and built in 1919 by Rousseau & Rousseau for Arthur Rousseau. The 1886 Sanborn map indicates that this parcel and adjacent parcels were occupied by two- and three-story dwellings. This block was largely devastated by the 1906 Earthquake and Fire, and by 1913, the Sanborn map indicates that the parcel was vacant. (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial building

*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007

B13. Remarks

(Sketch Map with north arrow required.)

*B14. Evaluator Kelley & VerPlanck

*Date of Evaluation 5/1/2010

(This space reserved for official comments)

B10: Significance (continued)

At the time of its construction in 1919, it is likely that Arthur Rousseau leased this building to other tenants because he was not listed at this address in the city directories. By 1936, the City Directory lists Bonbonniere School Supplies at this address, as well as Pacific Telephone and Telegraph Co. The 1940 City Directory lists only Bonbonniere. The 1950 Sanborn map illustrates the existing one-story, reinforced-concrete building with a shop in the front and a shop area with skylights in the rear. In 1953, the building was occupied by Carburetor Exchange. The building currently operates as an unidentified commercial building.

Rousseau & Rousseau was founded by Charles M. Rousseau (1848-1918), along with his sons, Charles J., Arthur, and Oliver Rousseau. The firm primarily concentrated on apartment buildings and hotels between 1906 and the 1920s. Eventually, Charles J. Rousseau left to practice independently, and Arthur Rousseau moved into real estate development, building, among other buildings, the Crystal Palace at 8th and Market streets. By 1937, Oliver Rousseau was practicing independently, and went on to gain renown as a major residential developer in the Sunset district of San Francisco.

149 Fell Street, like several similar properties on this block, was constructed as a light industrial building. Prior to the adoption of citywide zoning regulations in 1921, residential, industrial, and commercial uses could be built wherever the property owner desired, resulting in the jumbled mixed-use character of the parts of the Western Addition and Hayes Valley destroyed in the 1906 Earthquake. According to the 1913-15 Sanborn map, sections of the Western Addition, in particular burned-over blocks located between Van Ness Avenue and Franklin Street, became much more industrial in character as auto-related businesses such as machine shops, auto repair shops, tire factories, and paint shops opened. 149 Fell Street exhibits characteristics of light industrial buildings, such as its rear facade vehicular opening and concrete construction. 149 Fell Street, with its 1919 construction date, Hayes Valley location, and light industrial typology, expresses a clear association with a broad pattern of San Francisco history.

Integrity:

The building has undergone substantial alterations to the facade since construction, including the reconfiguration of the entire first story, involving the removal or covering of the original storefronts, fenestration, and pedestrian entrance. The existing stucco infill, metal pedestrian door in the left bay, and the multi-light aluminum window at the center bay, all appear to date from the 1980s. 149 Fell Street retains the following aspects of integrity: location and setting, as it has not been moved and there are similar light industrial buildings within the immediate vicinity. The building does not retain integrity of materials, design, workmanship, feeling and association due to the alterations described above.

Conclusion:

159 Fell Street does not appear eligible for the National Register of Historic Places, California Register of Historical Resources or local designation under any criterion. Although the construction date, building location, and building typology express an association with the 1906 Earthquake and Fire and Reconstruction context, substantial alterations have rendered the building no longer able to accurately express this association, nor does it embody the distinctive characteristics of a type, period, region, or method of construction. Despite an association with the Rousseau builders, the building does not represent the work of a master, or possesses high artistic values.