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

PRIMARY RECORD

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

Page 1 of 3 *Resource name(s) or number (assigned by recorder) 150 Franklin 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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 150 Franklin 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): 0834-012

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

150 Franklin St. is located on a 120' x 50' through lot on the southeast corner Franklin and Fell Streets. Built in 1912, 150 Franklin St. is a 5-story, concrete frame and brick, 41-unit apartment building designed in the Classical Revival style. The rectangular-plan building, clad in brick and concrete, is capped by a flat roof. The foundation is not visible from the street. The primary façade faces west toward Franklin Street, and secondary elevations face north toward Fell St. and south toward Hickory Street. The primary façade is 9 bays wide. The raised basement story is clad in scored concrete and has recessed wood awning windows in each bay. The basement story is separated from the upper stories by a metal band of Greek key ornament. The recessed main entrance is centered on the façade and features a concrete, segmental arch surround, terrazzo steps, and glazed wood door with sidelights and transom. A glass and metal framed curved awning projects from the entrance over the sidewalk. The first through fourth floors have identical treatment, which consists of recessed, semi-hexagonal bay windows in the first, third, fourth, seventh, eighth, and ninth bays and recessed windows in the remaining bays. The bay windows have paneled spandrels and one-over- one, double-hung wood sash. The windows are outlined in a concrete tile surround that extends the full height of the building. The single one-over-one windows in the alternating bays have concrete spandrel panels. (continued)

*P3b. Resource Attributes: (list attributes and codes) HP3. Multiple family property

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

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

*P6. Date Constructed/Age and Sources: ☒ Historic
1912
SF Assessors Office

*P7. Owner and Address:
Melvin & Angela Dagovitz
% West Coast Property
714 Van Ness Ave
San Francisco, 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)

P3a. Description, continued.
The primary facade terminates in a metal architrave with beveled shield ornaments between the bays, a frieze with brick diaper ornament, and a deeply projecting, metal cornice with dentils, egg and dart molding, drop finials on the soffit, and geometric fascia ornament. Plaques are set between the bays on the cornice fascia. The Fell and Hickory Street elevations are five bays wide and have recessed semi-hexagonal bay windows in the end bays and single, recessed windows in the central bays. Finish materials and cornice ornament are identical to the façade. The Hickory Street elevation has two secondary entrances in the basement story. The building appears to be in good condition.

View from northwest

Entrance

State of California The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

Primary #
HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3CS

Page 1 of 3 *Resource Name or # (Assigned by recorder) 150 Franklin Street

B1. Historic Name Whiteside Apartments

B2. Common Name 150 Franklin Street

B3. Original Use Multiple Family Residence B4. Present Use: Multiple Family Residence

* B5. Architectural Style Classical Revival

*B6. Construction History
150 Franklin Street was constructed in 1912.

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

*B8. Related Features None

B9a. Architect August Nordin . Builder _____

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Civic Center

Period of Significance 1906-1929 Property Type Residential Applicable Criteria 1 and 3

(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 (Residential) and dates from the Period of Significance (1906-1929) of that context. Based on its appearance, the building is also considered under California Register Criterion 3 (Design/Construction). There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons) or Criterion 4 (Information Potential).

Criterion 1:
150 Franklin Street was designed by August Nordin and constructed in 1912 for the identified first owner, Franklin Realty Co. 1909 Block Books show that the property was owned by Hulda G Johnson. By 1920, Block Books show that it was owned by Bertha Tex. (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP3. Multiple family property

*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007
Edwards Abstracts, March 19, 1912. SF Chronicle, July 20, 1912

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)

According to a San Francisco Chronicle article from July 20, 1912, the building was constructed of steel and concrete with brick exterior cladding. It originally contained thirty apartments of two rooms and a bathroom each, and eight apartments of three rooms and a bathroom each. Mrs. Katherine A. Whiteside, described as having been engaged in the apartment house and hotel business in San Francisco for several years, held a five year lease on the premises.

Prior to construction of the extant building, the 1886 Sanborn map shows that the parcel was occupied by two-story shops and a one-story shed. The 1913 Sanborn maps show the current building, then called the Whiteside Apartments. Adjacent parcels were occupied by a hotel, one-story shops or were vacant. The 1950 Sanborn maps shows the present building, with hotels and furnished rooms to the east.

Although located in the Civic Center area, the building relates to the Hayes Valley context, which includes the opposite side of Franklin Street. 150 Franklin Street is an example of the post-earthquake relocation and reconstruction trends in Hayes Valley when vacant land was sold by speculating owners and smaller one- and two-story shops and single family homes were demolished to make way for large multi-story flats and apartments that could house multiple families.

150 Franklin Street, with its Hayes Valley location, apartment building typology and 1913 construction date, accurately reflects an association with the 1906 Earthquake and Fire and Reconstruction period of significance.

Criterion 3:

August Nordin (d. 1936) designed over 300 structures in San Francisco, including the Swedish American Hall on Market Street (1907), the Altamont Hotel on 16th Street (1912), and the Frederick Street Supermarket at 225 Frederick Street (1925).

The Classical Revival style became popular in the United States following the 1893 Columbian Exposition in Chicago. The Classical Revival became especially popular in San Francisco and the rest of California between 1900 and 1910, where the Victorian-era styles had perhaps been carried to their extreme. Many of the ornate Italianate, Eastlake and Queen Anne flats and residences destroyed in the 1906 Earthquake and Fire were rebuilt in the more chaste and simplified Classical/Colonial Revival style. In San Francisco, the style became popular for both important public buildings as well as speculative apartment buildings and flats. Not dissimilar from the Renaissance Revival style, the Classical Revival is distinguished by its incorporation of rusticated brick or stone construction, applied historical ornamentation (cartouche, garland, shield), pilasters, window and doors hoods and casings, and prominent cornices supported by modillions and brackets. 150 Franklin Street exhibits characteristics of the Classical Revival style such as a basement story separated from the upper stories by a metal band of Greek key ornament, metal architrave with beveled shield ornaments between the bays, a frieze with brick diaper ornament, and a deeply projecting, metal cornice with dentils, egg and dart molding, drop finials on the soffit, concrete spandrel panels, and geometric fascia ornament with plaques set between the bays on the cornice fascia. The building retains sufficient character defining features and integrity which allow it to accurately embody the distinctive characteristics of the Classical Revival type, period and method of construction.

Integrity:

150 Franklin Street does not appear to have undergone any substantial alterations. Character defining features include: five-story height and rectangular massing; scored concrete cladding on the raised basement and brick cladding on the upper stories; recessed main entrance with a concrete, segmental arch surround, terrazzo steps, and glazed wood door with sidelights and transom; glass and metal framed curved awning; fenestration pattern of recessed, semi-hexagonal bays, with double-hung wood sash windows outlined in a concrete tile surround that extends the full height of the building; Classical Revival decorative details including a basement story separated from the upper stories by a metal band of Greek key ornament, (continued)

B10: Significance (continued)

metal architrave with beveled shield ornaments between the bays, a frieze with brick diaper ornament, and a deeply projecting, metal cornice with dentils, egg and dart molding, drop finials on the soffit, concrete spandrel panels, and geometric fascia ornament with plaques set between the bays on the cornice fascia; and flat roof. 150 Franklin Street retains the following aspects of integrity: location, design, setting, materials, workmanship, feeling and association.

Conclusion:

150 Franklin Street appears to be eligible for listing in the California Register of Historical Resources under Criterion 1 (Event) and Criterion 3 (Design/Construction) as an intact and well preserved example of a Classical Revival apartment building constructed during the 1906 Earthquake and Fire Reconstruction period of significance. The building clearly expresses its association with a broad pattern of San Francisco's history and accurately embodies the distinctive characteristics of the Classical Revival type, period and method of construction.

Character Defining Features:

Character-defining features include: five-story height and rectangular massing; scored concrete cladding on the raised basement and brick cladding on the upper stories; recessed main entrance with a concrete, segmental arch surround, terrazzo steps, and glazed wood door with sidelights and transom; glass and metal framed curved awning; fenestration pattern of recessed, semi-hexagonal bays, with double-hung wood sash windows outlined in a concrete tile surround that extends the full height of the building; classical revival decorative details including a basement story separated from the upper stories by a metal band of Greek key ornament, metal architrave with beveled shield ornaments between the bays, a frieze with brick diaper ornament, and a deeply projecting, metal cornice with dentils, egg and dart molding, drop finials on the soffit, concrete spandrel panels, and geometric fascia ornament with plaques set between the bays on the cornice fascia; and flat roof.