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 1 *Resource name(s) or number(assigned by recorder) 355 Fulton 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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 355 Fulton 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): 0792-007E

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

355 Fulton Street is located on a 59' x 138' lot on the south side of Fulton Street between Franklin and Gough Streets. West of the building is a parking lot. Built in 1926, 355 Fulton Street is a 5-story, steel and reinforced concrete apartment building designed in the Renaissance Revival style. The U-plan building, clad in stucco and concrete, is capped by a flat roof. The foundation is not visible from the street. The primary façade faces north and is 9 bays wide. The first floor features a recessed basement entry with security gate left bay. The second bay contains the main entrance, recessed in an entry porch with foliated stucco surround. A fabric awning extends over the sidewalk. The building has a single entrance with glazed aluminum door with sidelights. The right end bay contains a garage. The upper 4 floors are characterized by shallow, semi-hexagonal bay windows in the second and eighth bays and flush windows in the remaining bays. The bay windows have double-hung and fixed metal windows and applied block ornament on the spandrel panels. The flush windows have metal sliding and metal double-hung sash. The primary façade terminates in an entablature with a band of egg moulding, dentils, corbelling, and a projecting cornice with rosette ornaments. Side elevations are clad in unfinished concrete. The building appears to be in good condition.

*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 north
11/6/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1926
SF Assessors Office

*P7. Owner and Address:
Trophy Properties V De LLC
Frank Lembi
2099 Market Street
San Francisco, CA

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

*P9. Date Recorded:
11/6/2006

*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)

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

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 6Z

 *Resource Name or # (Assigned by recorder) 355 Fulton Street

B1. Historic Name Chabelle Apartments

B2. Common Name 355 Fulton Street

B3. Original Use Multiple Family Property B4. Present Use: Multiple Family property

* B5. Architectural Style

*B6. Construction History

337 Fulton Street was constructed in 1925. Alterations include first story, glazed aluminum entry door, garage door, metal sliding and metal double-hung sash on upper stories.

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

*B8. Related Features none

B9a. Architect John C. Hladik . Builder

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Western Addition

Period of Significance 1906-1929 Property Type Residential 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 (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:

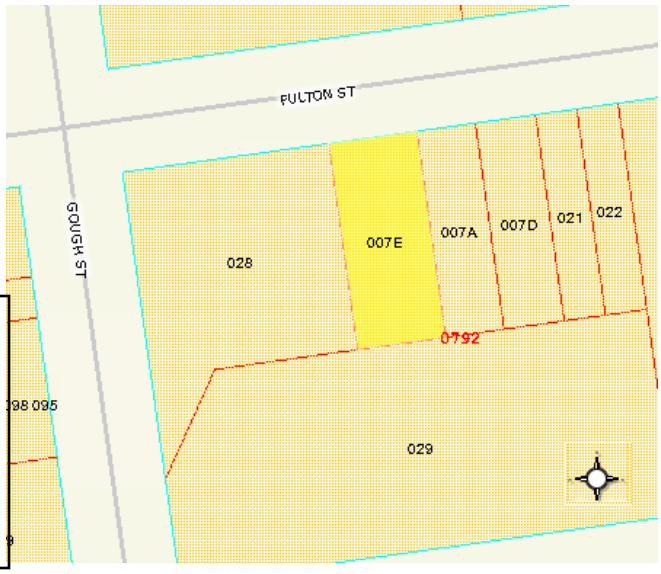
355 Fulton Street was designed in 1925 by architect John C. Hladik for E.V. Lacey. According to the 1906 and 1909 Block books, the parcel was owned by San Francisco Breweries. (continued)

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, August 6, 1925

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)

The 1899 Sanborn map shows the parcel and adjacent parcels were occupied by San Francisco Breweries factory with two-story flats and single-family dwellings in the surrounding neighborhood. The 1913 Sanborn map shows that the parcel was vacant, as the building is located in the area that was destroyed by the 1906 Earthquake and Fire. Adjacent parcels are occupied by a French laundry, flats, a picture framing factory, wagon repair, and a large apartment building. 355 Fulton Street was constructed at a time when infill construction was becoming more prevalent in Hayes Valley at the height of the 1920s-era building boom.

Criterion 3:

Edward V. Lacey was a building contractor who was responsible for constructing several adjacent apartment buildings during the same time period. John Carl Hladik was born in Prague and came to San Francisco as a young man where he worked as an architect specializing in apartment design. Among his best known buildings are the 16-story Crown Tower Apartments (1926) and a Spanish Revival high rise apartment building (1925), both located near Union Square. During his career, Hladik kept offices in the Monadnock Building. He died while on vacation in Guerneville, Sonoma County in 1928.

The Renaissance Revival style is an eclectic design style that was first introduced in the United States around the turn of the 19th Century, and came into prominence in the early twentieth century, continuing into the 1920s. Multi-family apartment buildings designed in the style are typically multi-story and based on a rectangular floor plan, and feature massive, symmetrical façades, often with scored stucco facades meant to resemble stone construction. Based on Italian Renaissance villa prototypes, the facades are usually divided into three sections: a base, shaft, and capital, with ornate intermediate cornices dividing the sections. Applied ornamentation in the form of cartouches, swags, crests, et cetera, is often attached to spandrel panels, friezes, and parapets.

355 Fulton exhibits some characteristics of the Renaissance Revival style, such as multi-story height, rectangular massing, stucco cladding scored to resemble masonry, and some simple applied decoration on upper floors and an entablature with a band of egg and dart molding, dentils, corbelling, and a projecting cornice with rosette ornaments. However, it does not rise to the level of adjacent Renaissance Revival buildings, such as 337 Fulton Avenue, also constructed for E.V. Lacey.

Integrity:

355 Fulton Street appears to have undergone several alterations, including the metal sliding and metal double-hung sash windows in the semi-hexagonal bays, rough stucco clad first story indicating that some windows may have been infilled, entry door, and the insertion of a garage door at an unknown date. It retains the balance of its character-defining features, including its five-story height and massing, plaster cladding with simple applied plaster ornamentation on upper floors, semi-hexagonal bays, cornice, and flat roof. The property retains the following aspects of integrity: location, setting, feeling, and association as it has not been moved and is located in a grouping of similar buildings. The property retains partial integrity of materials, workmanship, and design due to the alterations described above.

Conclusion:

355 Fulton Street does not appear eligible for the National Register of Historic Places, California Register of Historical Resources or local designation under any criterion. Although it is a reasonably intact Renaissance Revival-style apartment building designed by Carl Hladik and constructed during the Period of Significance (1906-1929) of the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, the building does not does not rise to the level of the adjacent apartment building at 337 Fulton Street also constructed for E.V. Lacey.