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) 327-333 Fulton St.

P1. Other Identifier: Inn at the Opera

*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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 327-333 Fulton St. City: San Francisco Zip: 94102

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

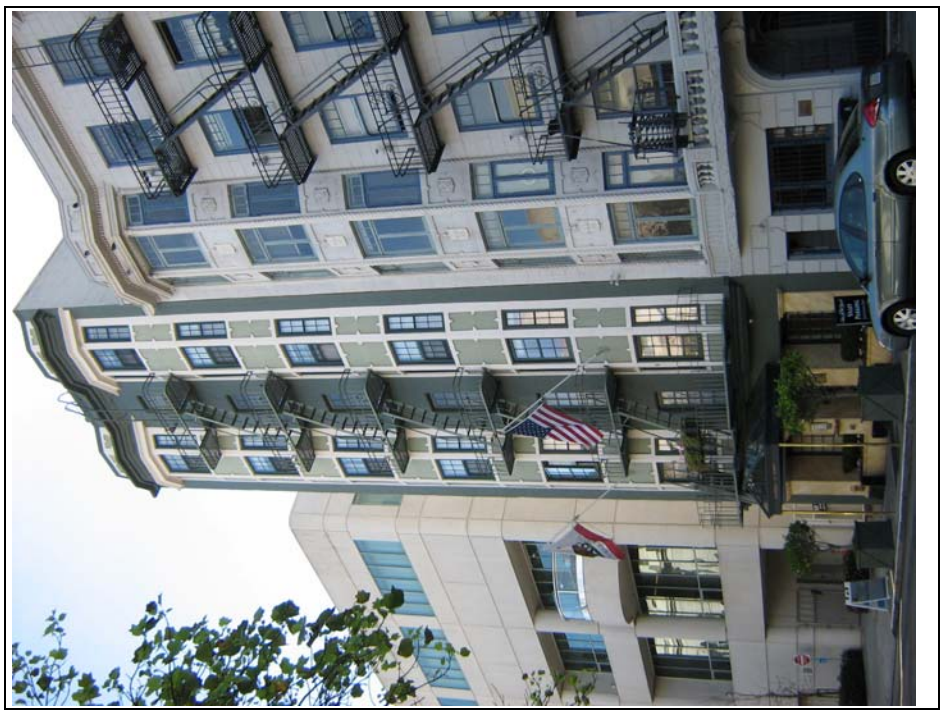
e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 0792-021

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

327-333 Fulton Street is located on a 28' x 138' lot on the south side of Fulton Street between Franklin and Gough Streets. Likely built circa 1915, 327-333 Fulton Street is a 7-story steel and reinforced concrete hotel designed in the Classical Revival style. The rectangular-plan building, clad in smooth stucco and concrete, is capped by a flat roof. The foundation is not visible from the street. The primary façade faces north and is 3 bays wide. The first story is painted to look like marble; each bay is framed by a massive square column. The left and right bays feature fixed, multi-light, deeply recessed metal windows wit inset planter boxes. The center bay features the main entrance, fitted with a multi-light, recessed, wood door. The entrance is sheltered by a metal and glass awning with a low-pitch gable roof extending over the sidewalk. The left and right bays of the upper 6 floors feature continuous shallow, semi-hexagonal bay windows composed of six-over-six and four-over-four aluminum double-hung and casement windows. The bay windows have quatre-foil spandrel panels. The center bay features narrow, multi-light, wood doors accessing a fire escape. Flag poles project from the third-story bay windows. The primary façade terminates in a cornice and parapet with quatre-foil panels. Side elevations are clad in unfinished concrete. The building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP3: Multi-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
c. 1915
Visual observation

*P7. Owner and Address:
No owner of record per
SF Assessor

*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)

Primary entrance

North elevation.

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 2 *Resource Name or # (Assigned by recorder) 327 Fulton Street

B1. Historic Name New Alden Hotel

B2. Common Name 327 Fulton Street

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

* B5. Architectural Style

*B6. Construction History
327 Fulton was constructed in 1926. Alterations include the first floor entrance and upper story windows.

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

*B8. Related Features None

B9a. Architect none . Builder E V Lacey

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

Period of Significance 1906-1929 Property Type Hotel Applicable Criteria 1 & 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 (Hotel) 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).

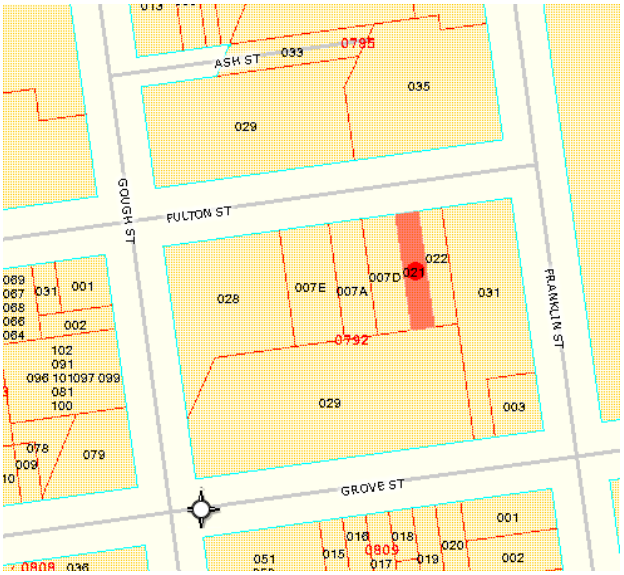
Criterion 1:
327 Fulton Street was constructed in 1926 for E.V. Lacey. Prior to its construction, 1901 Block Books indicate that the parcel was owned by George Wenzle. According to 1906 and 1908 Block Books, Emilie Wenzle owned the parcel. (continued)

B11. Additional Resource Attributes: (List attributes and codes)

*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007 Edwards Abstracts, 4/24/1926

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)

On November 20, 1925, Emilie Wenzle sold the property to E. V. Lacey. On December 29, 1927, the property transferred from E.V. and Veronica Lacey to Lacey Investment Co.

1899 Sanborn maps show that the parcel and surrounding neighborhood were occupied by one- and two-story single-family dwellings, along with an adjacent brewery. The parcel is located in the area that was destroyed by the 1906 Earthquake and Fire. The 1913 Sanborn map shows that the parcel was occupied by a one-story building. Adjacent parcels are occupied by a French laundry, flats, a picture framing factory, wagon repair, and a large apartment building. The 1950 Sanborn map shows the present building. 327 Fulton Street was constructed at a time when infill construction was becoming more prevalent in Hayes Valley at the height of the 1920s building boom.

Criterion 3

Edward V. Lacey was a building contractor responsible for constructing several apartment buildings in the Classical or Renaissance Revival style in Hayes Valley during the mid-1920s. Lacey was also an active builder in the Uptown Tenderloin District, where he frequently acted as owner and builder on a number of apartment buildings in that area, often without using an architect.

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.

Integrity:

327 Fulton Street appears to have undergone some alterations, including remodeling of the first floor entrance. Other alterations include replacement of upper story windows with multi-lite aluminum double-hung windows, and the possible conversion of the fire escape windows to multi-lite wood French doors. It does retain some character-defining features, however, including its seven-story height and rectangular massing, plaster cladding and restrained ornamentation on the upper stories, 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. Due to the alterations described above, the building retains partial integrity of materials, design, and workmanship. Aside from the first floor alterations, the alterations to the upper floors are compatible with the original design of the building.

Conclusion:

327 Fulton Street appears eligible for the California Register of Historical Resources under Criterion 1 (Event) and Criterion 3 (Design/Construction) as a reasonably intact Renaissance Revival-style apartment building built by E.V. Lacey and constructed during the 1920s-era building boom, itself a Period of Significance (1929-1961) of the Depression, World War II and Postwar Aftermath context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area. The building clearly expresses its association with a broad pattern of San Francisco's history, and embodies the distinctive characteristics of its type, period, and method of construction. Additionally, 327 Fulton Street is part of a grouping of similar apartment buildings on this street all built by E.V. Lacey.

Character Defining Features:

Character-defining features include its seven-story height and rectangular massing, scored stucco cladding with applied stucco ornamentation, flat roof, symmetrical fenestration pattern consisting of shallow, angled bay windows flanking a flat area articulated by pairs of wood French doors, extruded intermediate cornice, and highly ornamented cornice with medallions.