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) 337 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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 337 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): 0792-007D

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

337 Fulton Street is located on a 40' x 138' lot on the south side of Fulton Street between Franklin and Gough Streets. Built in 1926, 337 Fulton Street is a 6-story, steel and reinforced concrete, 20-unit apartment building designed in the Renaissance Revival style. The rectangular-plan building, clad in scored stucco, is capped by a flat roof. The foundation is not visible from the street. The primary façade faces north and is 4 bays wide. The first floor is deeply scored to look like ashlar masonry. The left bay contains a recessed secondary entrance with replacement wood door and a three-part wood window with wide, smooth lintel. The main entrance is centered on the elevation and features an arched, gated, recessed porch with cartouche keystone and spandrels. Recessed marble steps lead to a glazed, paneled wood door with sidelights, transom, and cartouche and garland ornament. The right bay of the first story features a garage with wide, smooth lintel. The first and second floors are divided by a band of Vitruvian scroll ornament. A narrow fire escape landing with balasrade is located in the middle two bays between the first and second floors. The left and right end bays of the upper 5 floors feature continuous shallow, semi-hexagonal bay windows composed of wood casement windows beneath multi-light transoms. The bay windows have continuous, full-height spiral fluted colonettes; quatre-foil spandrel panels with center crests, and egg and dart cornices at the top of the sixth story. The center bay of the upper floors features double-hung, wood-sash windows. The top sash have divided lights at the top. A fire escape runs up the center of the building. The primary façade terminates in a deeply projecting dentil cornice and parapet wall with quatre-foil panels above the end bays. 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:
Shell Owners Assn-Calif
40 Skokie Blvd Ste 350
Northbrook, IL

*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 3CS

Page 1 of 2 *Resource Name or # (Assigned by recorder) 337 Fulton Street

B1. Historic Name El Granada Apartments

B2. Common Name 337 Fulton Street

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

* B5. Architectural Style Renaissance Revival

*B6. Construction History
337 Fulton Street was constructed in 1926.

*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 Residential Applicable Criteria 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:

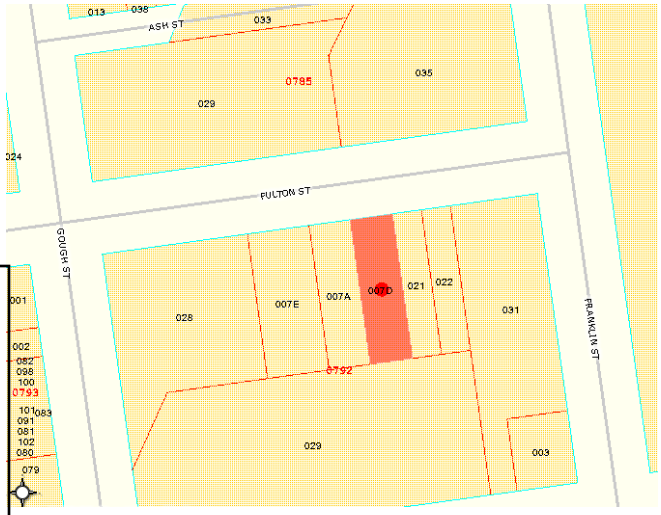
337 Fulton Street was constructed in 1926 for E.V. Lacey at the height of the 1920s-era real estate boom. Prior to construction of the extant building, according to the 1906 and 1909 Block books, the parcel was owned by San Francisco Breweries. (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP3: Multi-family Property

*B12. References: Edwards Abstracts, April 16, 1926.
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)

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. 337 Fulton Street was constructed at a time when infill construction was becoming more prevalent in Hayes Valley, especially as developers began constructing large residential apartment buildings during the height of the 1920s-era building boom.

Although 337 Fulton Street's building typology and location reflect a general association with the 1906 Earthquake and Fire and Reconstruction period of significance, the building's 1926 construction date places the building outside of the primary scope of the period of significance and renders it unable to accurately embody this broad pattern of San Francisco's history.

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.

337 Fulton exhibits characteristics of the Renaissance Revival style, such as multi-story height and rectangular massing, scored plaster cladding and applied plaster ornamentation, decorative fire escapes, cornice, flat roof, entrance porch and doors surmounted by balustrade, fenestration pattern including double-hung and casement wood sash windows with divided upper lights.

337 Fulton Street retains sufficient integrity to embody the distinctive characteristics of the Renaissance Revival type, period and method of construction.

Integrity:

337 Fulton Street appears to have undergone few alterations. It retains its character-defining features, including its height and massing, scored plaster cladding and ornamentation, decorative fire escapes, cornice, flat roof, entrance porch and doors surmounted by balustrade, fenestration pattern including double-hung and casement wood sash windows with divided upper lights. The property retains the following aspects of integrity: location, design, materials, workmanship, feeling, setting and association.

Conclusion:

337 Fulton Street appears eligible for listing in the California Register of Historic Resources under Criterion 3 (Design/Construction) as an intact and well-preserved example of a Renaissance Revival style apartment building. The building retains sufficient integrity to embody the distinctive characteristics of its type, period and method of construction. This building type is common in the Western Addition and 337 Fulton is part of a grouping of similarly styled apartment buildings on this street.

Character Defining Features:

Character-defining features include its height and massing, symmetrical facade organization, scored plaster cladding and ornamentation, decorative fire escapes, cornice, flat roof, entrance porch and doors surmounted by balustrade, fenestration pattern including double-hung and casement wood sash windows with divided upper lights.