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) 61-69 Gough 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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 61-69 Gough 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): 0853/002A

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

61-69 Gough Street is located on a 60' x 77.5' lot at the northwest corner of the intersection of Gough, Haight, and Market Streets. Built in 1923, 61-69 Gough Street is a one-story, steel-frame, commercial building designed in the Classical Revival style. The rectangular-plan building, clad in smooth stucco, is capped by a flat roof and contains two commercial units. The primary elevation faces east toward Gough Street and is three bays wide. The building has a recessed, corner entry at the southeast corner of the building, fitted with a modern metal and glass door. A square concrete column supports the overhanging corner. The entrance has narrow rectangular windows set high on the wall surface flanking the corner entry on the south and east elevations. The windows are covered with protective metal screening. The second storefront at the north end of the elevation has a brick veneer, a modern metal frame door, and modern metal frame windows. Painted, interior lit and hanging signage hang on the exterior of both storefronts. The building terminates in a deeply projecting cornice clad in plain metal.

The building appears to be in fair condition, and has been stripped of most architectural ornament.

*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

P5a. Photo

P5b. Photo: (view and date)
View from east
8/11/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1923
SF Assessors Office

*P7. Owner and Address:
Ogara Edward Vincent Jr.
Gaetani Realty Inc
4444 Geary Blvd #105
San Francisco, CA

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

*P9. Date Recorded:
8/11/2006

*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
DEPARTMENT OF PARKS AND RECREATION

BUILDING, STRUCTURE, AND OBJECT RECORD

Primary #
HRI#

*NRHP Status Code 6Z

*Resource Name or # (assigned by recorder) 61-69 Gough Street

B1. Historic name: William Conlin Building
B2. Common name: Go-Getters Market and Pizza
B3. Original Use: Commercial, retail
B4. Present use Commercial, retail
*B5. Architectural Style: Classical Revival

*B6. Construction History: (Construction date, alterations, and date of alterations
Constructed in 1923. Retile front of unit 63 in 1929. Install new front doors at unit 61 in 1934. Reconfiguration from four to two units ca. 1953. Alterations to store front at unit 63 in 1960. Repair stucco on sidewall facing Haight Street in 1961. Remove damaged trim and glass from front elevation and install new materials at unit located on Haight Street in 1969.

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

*B8. Related Features: None.

B9a. Architect: O'Brien Bros., Inc. b. Builder: Unknown

*B10. Significance: Theme Commercial Development Area: Market Street Corridor, San Francisco

Period of Significance 1923 Property Type Commercial Applicable Criteria None
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

O'Brien Bros., Inc. constructed this building in 1923 for William H. Conlin as a four-unit, commercial investment property. William Conlin was an investment banker, employed at William R. Staats investment house at the time of his death in 1935. This building is the second commercial building on this site, replacing a shoe factory constructed ca. 1886. According to the 1886 Sanborn map, the current site was part of a larger parcel occupied by the shoe plant. The shoe factory was demolished by the time of the 1899 Sanborn and the site had been redeveloped by 1913 with a 2-unit commercial building clad in iron. In 1923, the large parcel was split into smaller parcels and this building was constructed on the new corner lot.

61-69 Gough Street has housed numerous service-oriented commercial interests since construction. The corner storefront has housed three grocery stores: Public Food Stores (1929-1930), Safeway Store #1009 (1936-1940), and Go-Getters Market (1953-present). Unit 67 housed two dry cleaning stores: Lewis Jacobson (1925-1929) and Dandy Cleaners (1933-1964). Unit 63 housed two restaurants: Edward Kusich's Restaurant (1933) and Al's Café (1936-1953). The building was repartitioned and reduced to two commercial units ca. 1953. W. Conlin's heirs continue to own the building. (continued)

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

*B12. References:
Building Permits #118528, #180339, #8543, #243328, #250520, #369264 (continued)

B13. Remarks: Market & Octavia Survey

*B14. Evaluator: Karin Sidwell, Elaine Stiles; Page & Turnbull
*Date of Evaluation: March 2007

(This space reserved for official comments.)

B10. Significance, continued

61-69 Gough Street retains integrity of location, setting, and association, but has lost integrity of design, materials, workmanship, and feeling through numerous alterations of the storefronts, including door and window replacement and reconfiguration, and new exterior cladding. The building has also been altered through the removal of most architectural ornament, and retains few characteristics of its original Classical Revival styling.

61-69 Gough Street does not appear eligible for the National or California Registers or for historic designation at the local level. The property is not significantly associated with any known events or persons significant in the history of San Francisco or the State of California. The building has been substantially altered and does not embody the distinctive characteristics of a type, period, or method of construction.

The status code of 6Z assigned to this property means that it has been found ineligible for National Register, California Register or Local designation. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

***B12. References:** (continued)

Sanborn Maps 1899, 1914, 1950
San Francisco City Directories 1925, 1926, 1928, 1930, 1933, 1936, 1937, 1940, 1953, 1964, 1970, 1976, 1980, 1982

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DEPARTMENT OF PARKS AND RECREATION

Primary #
HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 6Z

Page 1 of 2 *Resource Name or # (Assigned by recorder) 65 Gough Street

B1. Historic Name 65 Gough Street

B2. Common Name 65 Gough Street

B3. Original Use Commercial/Single-story Retail B4. Present Use: Commercial/Single-story Retail

* B5. Architectural Style Classical Revival

*B6. Construction History
Constructed 1923. Original entry doors and storefront windows boarded & stuccoed over at an unknown date. Three original entry doors and store windows replaced by modern aluminum doors and windows.

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

*B8. Related Features none

B9a. Architect O'Brien Brothers . Builder unknown

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Hayes Valley/Market St Corridor

Period of Significance 1906-1929 Property Type Commercial/Single-story Retail 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/Single-story Retail) 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:

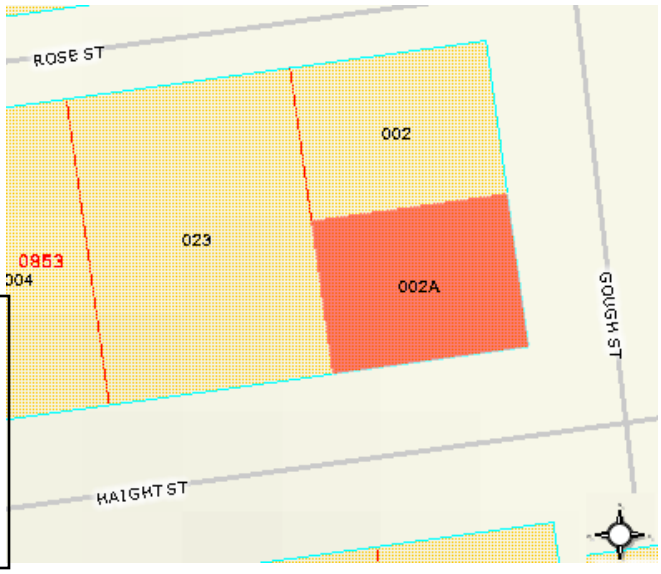
61-69 Gough Street was designed by the O'Brien Brothers and constructed in 1923 for William Conlin, an attorney. The building may have been intended for Conlin & Roberts Cornice and Sheetmetal Works, as the Conlin of this firm was a relation of William Conlin. The Conlin family retained ownership through the late 1960s. The building was constructed as a single story commercial building, a usage that continues today. (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
Sanborn Maps, San Francisco Sales Records, San Francisco City Directories
Edwards Abstracts, 7/11/1923

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 architectural firm of the O'Brien Brothers, formed in 1906, was comprised of brothers Albert L. O'Brien, C.J. O'Brien, and W.J. O'Brien. The firm specialized in designing commercial loft buildings and light industrial facilities. One of their more notable designs is the Palace Garage at 111 Stevenson Street. They designed at least fifty buildings in San Francisco, most in the 1910s and 1920s.

Prior to construction of the extant building at 61-69 Gough Street, this lot was occupied in 1886 by Buckingham & Hechts Boot and Shoe Factory. The 1899 Sanborn Map records the lot as vacant, and by 1913 there was a small one-story saloon and store at this lot, with a smaller footprint than the extant building. This may have been a temporary structure constructed immediately after the earthquake. By 1950 the Sanborn Map shows the extant building, which contained at that time five storefronts: four along Gough Street and one at the west of the Haight Street elevation. The 1953 City Directory lists four small businesses along the Gough Street facade of the building: Gough Street Shoe Store, Dandy Cleaners, Al's Cafe, and the Go-Getter's Market.

61-69 Gough Street, with its 1923 construction date, Hayes Valley/Market Street Corridor location, and commercial/single-story retail building typology, expresses a clear association with this broad pattern of San Francisco history.

Integrity:

61-69 Gough Street has undergone several significant alterations since its 1923 construction. The Gough Street elevation of the building originally included four storefronts, and has been altered so that it now has only two. Two original entrance doors have been boarded over and the two remaining exposed doors have been replaced with modern aluminum sash doors. Original transom windows have been removed and replaced with metal sash windows. The Haight Street elevation storefront has been altered to include modern aluminum sash doors and metal sash plate glass windows. The building retains integrity of location and setting, and partial integrity of association and feeling, as it still functions in the general use pattern for which it was constructed. The building does not retain integrity of workmanship, design or material, due to the extensive facade alterations described above.

Conclusion:

61-69 Gough Street does not appear to be eligible for the National Register of Historic Places, California Register of Historical Resources or local designation under any criterion of Historic Resources under any criterion. Although the building's 1923 construction date, Hayes Valley/Market Street Corridor location, and commercial/single-story retail building typology express an association with the 1906 Earthquake and Fire Reconstruction period of significance, significant alterations to the facade have severed the building's ability to accurately express that association.