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) 230-246 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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 230-246 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): 083-3014

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

230-246 Gough St. is one of two buildings located on a 27.5' x 120' lot on the northeast corner Gough and Hickory Streets. The property shares the lot with 252-298 Gough Street. Built in 1927, 230-246 Gough Street is a 3-story, concrete frame, 6-unit multiple family building with commercial use on the first story designed in the Classical Revival style. The rectangular-plan building clad in scored stucco, is capped by a flat roof. The primary façade faces west and is 4 bays wide. The first floor features three commercial spaces with tiled water tables; divided, metal-frame, plate glass windows; and recessed entrances with glazed wood doors. Divided wood transoms with various division patterns run across the entire length of the first story. The entrance to the upper stories is set at left end of the façade. The entrance is recessed inside a shallow entry porch with corner brackets; an entablature cap with acanthus leaf frieze, and heraldry ornament above the opening. The entrance is fitted with a wood door with transom. The second the third stories feature semi-hexagonal bay windows in the left and two right bays. The bay windows have center wood pivot sash and divided side casement sash with transoms. The spandrel panels and transom panel on the third story feature molded urn, cartouche, and garland reliefs. The second bay has two flush windows with (continued)

*P3b. Resource Attributes: (list attributes and codes) HP3. Multiple Family Property; HP6. 1-3 Story Commercial Building

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

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

*P6. Date Constructed/Age and Sources: ☒ Historic
1927
SF Assessors Office

*P7. Owner and Address:
Non Marital Share
Rosalie Tehlirian Trustee
286 Hampshire Ave
Daly City, 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.
asymmetrical, double-hung, 3-over-1 wood sash on each story. The primary facade terminates in a sculpted cornice. The secondary façade faces south along Hickory Street is 2 bays wide and is finished in plain stucco. The elevation has a secondary entrance on the first story and two double-hung, wood windows on the second and third stories. The building appears to be in good condition.

Entrance to residential units

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 3 *Resource Name or # (Assigned by recorder) 230-246 Gough Street

B1. Historic Name 230-246 Gough Street

B2. Common Name 230-246 Gough Street

B3. Original Use Commercial/Multi-Family Residential B4. Present Use: Commercial/Multi-Family

* B5. Architectural Style Classical Revival

*B6. Construction History
Constructed in 1927.

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

*B8. Related Features none

B9a. Architect Oser Bros . Builder _____

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Hayes Valley

Period of Significance 1906-1929 Property Type Commercial/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 (Commercial/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:

230-246 Gough Street is one of two buildings located this lot. The property shares the lot with 252-298 Gough Street, which is evaluated separately. (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP3. Multiple Family Property; HP6. 1-3 Story

*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007 Edwards Abstracts May 9, 1927

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)

230-246 Gough Street was designed by John F. Beuttler and constructed in 1927 for Charles Hornung, the Deputy City Sealer of Weights and Measures. Nothing further is known about Hornung. The 1886 Sanborn map shows that the parcel was vacant except for two one-story sheds. The 1913 map shows that an auto painting shop occupied the parcel. Adjacent parcels were occupied by auto repair shops and a livery stable. The 1950 Sanborn map shows the present building with adjacent two-and three-story dwellings and flats.

230-246 Gough Street is a later 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.

Although 230-246 Gough Street's location and building typology express a general association with the 1906 Earthquake and Fire and Reconstruction period of significance, the building's 1927 construction date places it 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:

John F. Beuttler (1891-1976) received his undergraduate and graduate degrees from the University of Pennsylvania where he graduated with honors in 1914 and in 1915, respectively. In 1916, Beuttler married and had three children. Beuttler is associated with the architectural firm Clark and Beuttler, founded in 1946. His notable work includes the addition to the Mutual Savings Bank Building (with Charles Moore) (1964), John F. Beuttler House in Burlingame (date unknown), University of California, Davis, Home Economics Building (1950-1951), Stanford University, and Bowman Alumni House (1952-1955). Beuttler joined the Northern California Chapter of the American Institute of Architects (AIA) in 1946 and received a Merit award from the AIA for his work on the University of California, Davis, Home Economics Building.

The Classical Revival style began to emerge in the United States during the last quarter of the nineteenth century, and became especially popular in San Francisco and the rest of California after the turn of the 20th century. Characteristics of the Classical Revival style include ornamental plaster in the form of neoclassical motifs, such as a cartouche and garlands in the upper portion of gables or on the spandrels panels of bay windows, neoclassical pilasters at the corners or on the bay windows, bold neoclassical porticos supported by fluted Corinthian columns, and large classically detailed cornices visually supported by modillions. 230-246 Gough Street exhibits characteristics of the Classical Revival style in its porch framed by Tuscan columns in antis and a lintel with garland ornament, spandrel panels with shield and garland ornament, sixth-story windows with transom panels with swag ornament, egg-and-dart cornice and a parapet with panels above the center bays and stepped arches above the end bays with cartouche and garland ornament. 230-246 Gough Street retains sufficient integrity to embody the distinctive characteristics if the Classical Revival type, period and method of construction.

Integrity:

230-246 Gough Street appears to have undergone some alterations since its construction, including tiled bulkheads and divided, metal-frame, plate glass windows in the storefront. It retains many of its character-defining features including: its three-story height and rectangular massing; scored stucco cladding, fenestration pattern with semi-hexagonal bay windows and center wood pivot sash and divided side casement sash with transoms; recessed storefront entrances with glazed wood doors, divided wood transoms with various division patterns across the entire length of the first story, and heraldry ornament above the opening, molded urn, cartouche, and garland reliefs on the spandrel panels; sculpted cornice, and flat roof. 230-246 Gough Street retains the following aspects of integrity: location, design, materials, workmanship, feeling, and association.

Conclusion:

230-246 Gough Street appears to be eligible for listing in the California Register of Historical Resources under Criterion 3 (Design/Construction) as an intact and well preserved example of a Classical Revival commercial/apartment building. The building embodies the distinctive characteristics of its type, period and method of construction.

(continued)

B10: Significance (continued)

Character Defining Features:

Character-defining features include: its three-story height and rectangular massing; scored stucco cladding; fenestration pattern with semi-hexagonal bay windows and center wood pivot sash and divided side casement sash with transoms; recessed storefront entrances with glazed wood doors, divided wood transoms with various division patterns across the entire length of the first story, and heraldry ornament above the opening, molded urn, cartouche, and garland reliefs on the spandrel panels; sculpted cornice, and flat roof.