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) 44 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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 44 Gough St. City: San Francisco Zip: 94103

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

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3504-047

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

44 Gough Street is one of two buildings located on a 125' x 155.5' corner lot on the northeast side of Gough Street between Stevenson and Colton Streets. Built in 1906, 44 Gough Street is a 3-story, wood frame, commercial building that has been heavily remodeled. The L-shaped plan building, clad in scored panel stucco, is capped by a flat roof. The primary façade faces west toward Gough Street and is 5 bays wide. The second and third bays of the façade have a three-story porch structure. The main entrance is set in the second bay of the first story and is fitted with a modern, aluminum-frame glass door with wide sidelights. The porch structure is open through the second story in the second bay, forming an entry shelter. The remaining bays on the first story contain metal-frame fixed sash windows with divided bottom lights containing a central awning sash. The second story of the façade has similar windows in the first, second, and third bays. The porch structure has a platform at the second story level of the third bay, though it is not accessible from the interior. The third story has modern, metal-frame, sliding glass doors in the second and third bays, accessing the third level of the porch. Side and rear elevations of the building have similar window sash in asymmetrical arrangements. There are secondary entrances on the northwest (Stevenson Street) and rear (northeast) elevations, as well as the ell. All elevations end in a plain roofline. The building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8: 1-3 Story Commercial Building

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

P5b. Photo: (view and date)
View from south
8/31/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1906
SF Assessors Office

*P7. Owner and Address:
Thomas J Hovorka
Hovorka Realty & Inv
P.O. Box 1454
San Bruno, CA

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

*P9. Date Recorded:
8/31/2006

*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)

Stevenson Street (northwest) elevation

Rear (norhteast) elevation

State of California The Resources Agency
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) 44 Gough Street

B1. Historic Name Mutual Biscut Company Building

B2. Common Name 44 Gough Street

B3. Original Use Commercial/Industrial B4. Present Use: Commercial/Offices

* B5. Architectural Style (modified) Post-Modern

*B6. Construction History
Constructed in 1906. Exterior of the building has undergone an extensive facade alteration, with all of the original facade details removed and fenestration reconfigured and replaced with contemporary windows and doors. The building has been reclad with scored stucco panels.

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

*B8. Related Features none

B9a. Architect unknown . Builder unknown

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: South of Market

Period of Significance 1906-1929 Property Type Commercial/Large Industrial or 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/Large Industrial or Utility) 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:

44 Gough Street was constructed soon after the earthquake of 1906 on a large lot which featured only a small wood shed before the quake. The lot was owned by a successful florist named Joseph Jacquemet. Jacquemet ran a floral company in San Francisco called Jacquemet & Co. as early as 1893. (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

(Sketch Map with north arrow required.)

B13. Remarks

*B14. Evaluator Kelley & VerPlanck

*Date of Evaluation 5/1/2010

(This space reserved for official comments)

B10: Significance (continued)

At that time, he had two retail shops, on 4th Street and 6th Street. At the time of the earthquake, Jacquemet & Co. was listed in the City Directory as being located at 22nd Street and Douglass Avenue. There is no indication that Jacquemet ever had a shop or a garden at 44 Gough Street, as the lot was largely vacant, featuring only a small woodshed, before the earthquake. The lot stayed in the ownership of Jacquemet through at least 1909. The Mutual Biscuit Company rapidly built their manufacturing plant at this location in the months directly following the April 18, 1906 earthquake. On October 7, 1906, the San Francisco Call described the completed building as a "new, red, imposing three story building" visible for the Market Street passenger nearing 12th Street for several blocks, reminding all of the "virtues of Purity Soda Crackers."

The new building, according to the 1913 Sanborn Map, featured a small office at the western corner of the first story, behind which the floor was occupied by storage and shipping operations. The second story was where the mixing and baking took place, and packing and finishing was completed on the third story. The Mutual Biscuit Company remained at this location through 1922 but by 1927 had moved to a new location on 16th Street. This area was affected by the new street works projects which brought Gough through to Otis Street. By 1950, the building was occupied by a store fixture and manufacturing plant, with a storefront along the Stevenson Street street level. In 1953, the Standard Wallpaper Company occupied the building. The building's current tenant is the City & County of San Francisco Human Resources department.

Integrity:

44 Gough Street has been completely refurbished in the Postmodern style and retains only the character defining features of its original three-story height and L-shaped massing. The building retains integrity of location and partially retains integrity of setting, as it has seen the surrounding street layout change. The building does not retain integrity of design, association, feeling, materials or workmanship.

Conclusion:

44 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 under any criterion. Both the 1906 construction date and the original use as the Mutual Biscuit Company factory both indicate a strong association with the 1906 Earthquake and Fire and Reconstruction period of significance. However, the complete refurbishment of the exterior of the building has severed the building's association with the period and rendered it unable to express the distinctive characteristics of the period, or the large industrial building type or the method of construction. Furthermore, the building does not represent the work of a master, nor does it possess high artistic value.