

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) 155 Hayes St.

P1. Other Identifier: California State Automobile Association

*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 Location: Not for Publication Unrestricted *a. County: San Francisco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: 155 Hayes 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): 0814-015

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

155 Hayes St. is located on a 136 x 155 foot lot on the south side of Hayes Street, between Polk Street and Van Ness Avenue. Built in 1959, 155 Hayes St. is a 9-story, steel frame, commercial building designed in the International style. The rectangular-plan building, clad in cast stone veneer and glass and plastic panel curtain walls, sits on a reinforced concrete perimeter foundation and is capped by a flat roof. 155 Hayes Street is one of three buildings that make up the California State Automobile Association complex at the intersection of Van Ness Avenue and Hayes Street. The complex also includes 150 Van Ness Avenue (APN 0814-014) and the property at 150 Hayes Street (built 1968, not in survey area). It should be noted that 150 Van Ness Avenue sits directly adjacent to the west side of the subject building and utilizes the same materials and architectural detailing as the subject building. It is difficult to differentiate the two adjacent buildings, except for the fact that 155 Hayes Street is one story taller and has a more condensed pattern of curtain wall fenestration. Additionally, bands of stone veneer define the edges of the front façade of 155 Hayes Street and set it apart visually from 150 Van Ness. The primary façade of the subject building faces north toward Hayes Street. A secondary elevation faces east, adjacent to a large surface parking lot that takes up most of the east side of the parcel. (continued)

*P3b. Resource Attributes: (list attributes and codes) HP7: 3+ Story Commercial Building

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



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

*P6. Date Constructed/Age and Sources: Historic
1959
SF Assessors Office

*P7. Owner and Address:
CA State Automobile Assn Inc.
% Inter-Ins Bureau
100 Van Ness Ave
San Francisco, 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)

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*Resource Name or # (Assigned by recorder) 155 Hayes St.

*Recorded by: Page & Turnbull, AH

*Date 9/6/2006



Continuation



Update

P3a. Description, continued.

The first floor features the main entrance at the left (east) side of the front elevation. The entrance is set in an aluminum frame, glass curtain wall and has double-leaf, glazed aluminum frame doors. The rest of the first floor level is clad in stone veneer and has a recessed area at the right (west) side containing a secondary entrance with a glazed aluminum frame door and tall transom. The upper stories of the building consist of an aluminum frame curtain wall consisting of aluminum frame windows made up of two vertical rectangular top lights and a single, horizontal bottom light. The sash type is not discernible. Horizontal bands of plastic spandrel panels alternate with bands of these windows. At the west side of the front elevation is an open recessed porch space at each floor level, likely containing a stairwell or serving as emergency egress to the adjacent building at 150 Van Ness Avenue. Also on the north side of the building, a steel frame, enclosed pedestrian bridge spans Hayes Street. It is attached to 155 Hayes Street at the second story, above the primary entry, and crosses to the building at 150 Hayes Street. The bridge has fixed, aluminum frame windows and a flat roof. The underside exhibits an arched element. The secondary (east) elevation of the building is 6 bays wide. Though the façade is generally flush, the bays are defined visually by vertical bands of stone veneer that divide the plastic and glass curtain wall. Wide vertical bands of stone veneer are located at each end of the façade. The curtain walls of the first through sixth bays have windows and spandrel panels identical to those on the front façade. At the ground floor level of the third bay is a secondary entrance with a glazed aluminum frame door. Both elevations terminate in a plain roofline. The roof has a penthouse along the west side of the building, providing access to the roof and rooftop mechanical systems. The building appears to be in good condition.



East elevation

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 1 of 2 *NRHP Status Code 3CS
*Resource Name or # (Assigned by recorder) 155 Hayes Street

B1. Historic Name _____
B2. Common Name 155 Hayes Street
B3. Original Use Commercial Building B4. Present Use: Commercial Building

*B5. Architectural Style International Style
*B6. Construction History
155 Hayes Street was constructed in 1959.

*B7. Moved? No Yes Date: _____ Original Location: _____
*B8. Related Features none

B9a. Architect _____ Builder _____

*B10. Significance: Theme Depression, World War II and Postwar Reconstruction Area: Civic Center

Period of Significance 1929-1961 Property Type Commercial Applicable Criteria 1

(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 Depression, World War II and Postwar Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (Commercial) and dates from the Period of Significance (1929-1961) 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:

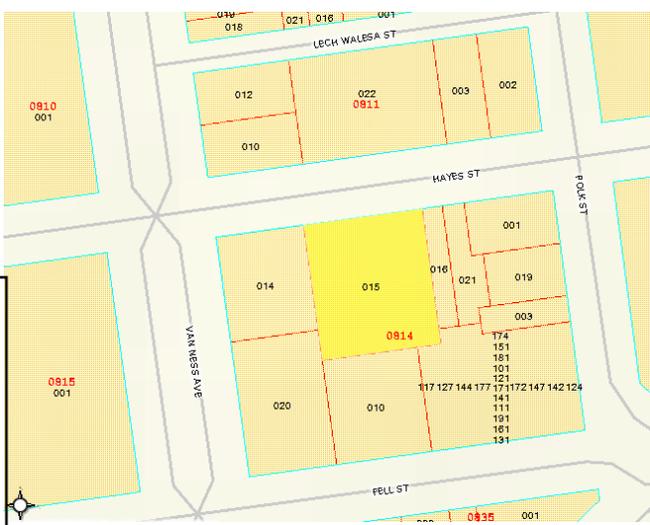
155 Hayes Street was designed by Albert F. Roller and constructed in 1959 for the California State Automobile Association Inter-Insurance Bureau. The parcel was purchased by the California State Automobile Association Inter-Insurance Bureau on March 14, 1958. Water tap records indicate that construction began in 1959. (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP7: 3+ Story Commercial Building
*B12. References: 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)

CONTINUATION SHEET

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*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation Update

B10: Significance (continued)

According to the 1899 Sanborn map, the block was occupied by two- and three-story dwellings and shops, as well as a boot and shoe factory and a hotel, located on the corner of Polk and Fell streets. 155 Hayes Street is in the area that burned in the fire after the 1906 Earthquake. The 1913 Sanborn map shows most of the east half of the block was vacant except for a fire dispatch building on Hayes Street. The 1950 Sanborn map shows the block full of garages and repair shops. The block also includes the Auto Association headquarters building, the U.S. Navy Clinic, an apartment house, shops, surface parking lots, and gas and oil stations.

155 Hayes Street is an example of Postwar redevelopment in the Van Ness Corridor. After the war, many San Francisco businessmen and civic leaders, concerned with physical and socio-economic decline in the Western Addition and the adjoining Civic Center, encouraged the selective demolition of decaying residential and commercial buildings and their replacement with modern office buildings, retail facilities, and government buildings. The building is also associated with the automotive context of Van Ness Avenue Auto Row. Built as the California headquarters of the American Automobile Association (AAA), the facility also included the original AAA office building facing Van Ness Avenue and an annex on the north side of Hayes Street. Together, they anchored the southern end of Van Ness Auto Row, once the most important automobile-focused commercial district in Northern California.

155 Hayes Street, with its 1958 construction date, Van Ness Corridor location, building typology and known association with the automobile industry, expresses a clear association with a broad pattern of San Francisco history.

Criterion 3:

Architect Albert F. Roller was a San Francisco native and graduate of Lowell High School. Mostly self-taught, Roller did not attend college, but worked as a draftsman while attending night school. Roller worked for a time in Honolulu, on plans for marine facilities at Pearl Harbor. Roller's notable buildings include the Sommer and Kaufmann shoe store (with Kem Weber) and Moore's men's clothing store (with Bliss and Fairweather) (1930, both now demolished), the NBC Building on the northeast corner of Taylor and O'Farrell (1942), the County Jail in San Bruno, the Masonic Memorial Temple on Nob Hill, and the Scottish Rite Temple at 19th and Sloat. He designed the 1938 remodeled facade for the Call, or Spreckels, Building at 3rd and Market streets. Roller served on the Art Commission in the late 1950s and worked on the Federal Building at 450 Golden Gate Avenue with John Carl Warnecke, and Stone, Marraccini & Patterson. He continued to draw plans for CSAA branches until his death in 1981 at the age of 90.

The International Style developed in Europe and the United States in the 1920s and 1930s and became the dominant tendency in Western architecture during the middle decades of the 20th century. Common characteristics of International Style buildings are: rectilinear forms; light, taut plane surfaces that have been completely stripped of applied ornamentation and decoration; use of continuous windows and reflective surfaces; open interior spaces; and a visually weightless quality engendered by the use of cantilever construction. Glass and steel, in combination with usually less visible reinforced concrete, are the characteristic materials of construction. 155 Hayes Street exhibits characteristics of the International Style, including rectangular massing, glass and metal construction materials, absence of ornamentation, and use of continuous windows and reflective surfaces.

Although intact and well-preserved, 155 Hayes Street building is not a good or particularly sophisticated example of an International Style, and does not rise to the level of a building that embodies the distinctive characteristics of a type, period or method of construction.

Integrity:

155 Hayes Street appears to have undergone no substantial facade alterations since its construction in 1959. Character-defining features include its nine-story height and rectangular massing, cast stone veneer cladding at first story and edges of front facade, aluminum frame curtain wall consisting of alternating bands of aluminum frame windows made up of two vertical rectangular top lights and a single, horizontal bottom light, horizontal bands of plastic spandrel panels, and bands of stone veneer at edges of the front facade. 155 Hayes Street retains the following aspects of integrity: location, design, materials, setting, workmanship, feeling, and association.

Conclusion:

155 Hayes Street appears eligible for listing in the California Register of Historical Resources under Criterion 1 (History/Events) as an example of Postwar redevelopment in the Van Ness Corridor. This building is also associated with the automotive context of Van Ness Avenue Auto Row. 155 Hayes Street does not appear eligible under Criterion 3 (Design/Construction). Although intact and well-preserved, the building is not a good or particularly sophisticated example of an International Style as applied to high rise building construction during the Period of Significance (1929-1961) of the Depression, World War II and Postwar Reconstruction context. Nor is it the work of a master, nor does it possess high artistic values.

(continued)

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*Recorded by: Kelley & VerPlanck Date 5/1/2010
 Continuation Update

B10 Significance (continued)

Character Defining Features:

Character defining features include its nine-story height and rectangular massing, cast stone veneer cladding at first story and edges of front facade, aluminum frame curtain wall consisting of alternating bands of aluminum frame windows made up of two vertical rectangular top lights and a single, horizontal bottom light, horizontal bands of plastic spandrel panels, and bands of stone veneer at the edges of the front façade.