

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) 40 Lafayette St.

P1. Other Identifier: Recorder Printing Company; 99 South Van Ness Avenue

*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 Location: Not for Publication Unrestricted *a. County: San Francisco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: 40 Lafayette 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): 3511-093

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

40 Lafayette Street, also addressed as 99 South Van Ness Avenue, is located on an irregularly shaped, through-block, corner lot on the east side of Lafayette Street between Mission and Howard Streets. Constructed in 1934, 40 Lafayette Street is a 2-story, concrete-frame, commercial building designed in the Art Deco style. The long, trapezoidal-plan building, clad in stucco, is capped by a flat roof fronted by a false parapet. The foundation is not visible from the street. The building has substantial later additions behind the historic portion of the building. The building has a public façade on South Van Ness Avenue, and service access from Lafayette Street. The primary façade faces west and is composed of two sections measuring 8 bays wide and 14 bays wide. The end bays and two bays forming the corner between the two sections of the building are demarcated by massive, fluted, pilasters that terminate above the roofline with square capitals with a sunflower motif. Geometric panels with chevron relief are set between the pilasters at the roofline. Each of the remaining bays is divided by beveled pilasters with pointed tops. The building has two main entrances set at either end of the 8-bay wide, north portion of the façade. Both (continued)

*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



P5b. Photo: (view and date)
View of west and north façades
8/31/2006

*P6. Date Constructed/Age and Sources: Historic
1934
SF Assessors Office

*P7. Owner and Address:
Shurgard/Fremont Ptrns.li W
1155 Valley Street, Ste #40
Seattle, WA

*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)

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*Recorded by: Page & Turnbull

*Date 8/31/2006

Continuation Update

***P3a. Description: (Continued)**

entrances have modern aluminum-frame, glass doors with transoms; the right (south) entrance is shaded by a flat, metal suspended hood. The remaining bays of the first story have metal-frame, divided fixed windows filling the bays. The second story has three contiguous, three-light metal windows on the second story of the end and corner bays. The windows have a lintel with zigzag ornament and floral motifs. The remaining bays have two window openings in each bay, fitted with three-light, divided metal frame sash.

The 14-bay secondary elevation on South Van Ness Avenue has steel, divided industrial sash with inset awning windows on the first story, and identical windows to other portions of the façade on the second story. A large bay entrance with metal suspended hood is set in the eighth and ninth bays; a smaller bay entrance is set immediately left of this entrance in the seventh bay. Both elevations terminate in a wide, fluted band of ornament. The building is further distinguished by an octagonal metal lantern set at the corner between the two elevations. The building appears to be in good condition and contributes to the potential South Van Ness Deco-Moderne Historic District (see DPR 523 D form).



Looking north at the secondary elevation on South Van Ness Avenue

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South end of secondary elevation on South Van Ness Avenue



Corner entrance and lantern

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3CS

Page 1 of 3 *Resource Name or # (Assigned by recorder) 40 Lafayette Street

B1. Historic Name San Francisco Recorder Printing Plant

B2. Common Name 40 Lafayette Street

B3. Original Use Industrial B4. Present Use: Commercial

* B5. Architectural Style Art Deco commercial

*B6. Construction History
99 South Van Ness Avenue was constructed in 1934. Windows at the first story of the primary elevation and the second story of both elevations have been replaced with aluminum sash windows. The original sawtooth roof that was located at the center of the building has been removed and replaced

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

*B8. Related Features none

B9a. Architect William P. Day . Builder Cahill Brothers

*B10. Significance: Theme Depression, World War II and Postwar Aftermath and Area: South of Market

Period of Significance 1929-1950 Property Type Industrial Applicable Criteria 1 and 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 Depression, World War II and Postwar Aftermath and Industrial Employment context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (Commercial/large industrial) and dates from the Period of Significance (Depression, World War II and Postwar Aftermath, 1929-1950 and Industrial Employment, 1890-1956) 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:

40 Lafayette Street was designed by the architect William Peyton Day and constructed in 1934 by the Cahill Brothers. (continued)

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

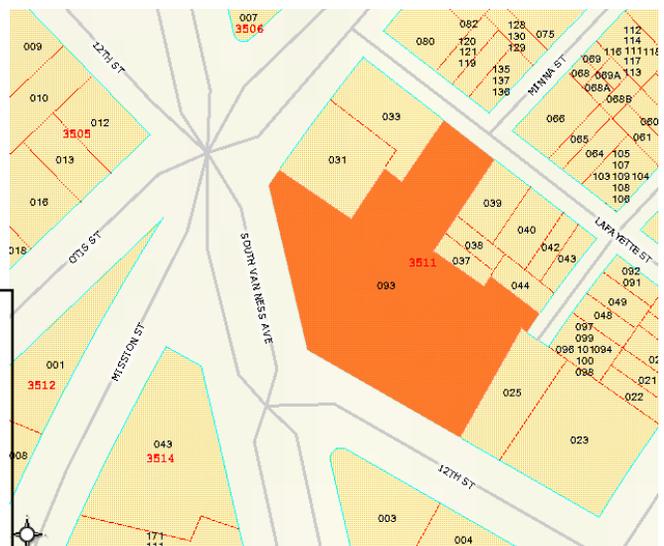
*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007

B13. Remarks

*B14. Evaluator Kelley & VerPlanck

*Date of Evaluation 5/1/2010

(Sketch Map with north arrow required.)



(This space reserved for official comments)

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*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation Update

B10: Significance (continued)

Prior to the 1930s, the area now encompassed by the intersection of South Van Ness Avenue, 12th Street, and Mission Street was occupied by the terminus of the Ocean Shore Railway, and its associated small office buildings, platforms, and waiting rooms. Additionally, Minna Street, which now terminates at Lafayette Street, bisected the area now covered by 40 Lafayette Street from the east, and featured a number of one and two-story dwellings. In October of 1934, the Recorder Printing and Publishing Co., with offices at 460 4th Street and 337 Bush Street, hired William P. Day to design their new printing plant, located on an irregularly shaped parcel recently created by the extension of Van Ness Avenue south of Market Street. Upon completion the new building was addressed as 99 South Van Ness Avenue. The structure was composed of two-story offices along its perimeter and a one-story printing plant capped by a sawtooth roof within the building's interior. The building has been expanded over the years, and the interior portion of the building is presently three stories in sections and features an addition along Lafayette Street. Built as a newspaper printing plant, the building is now a personal storage facility.

By 1929, most of the South of Market Area within the Market and Octavia Survey Area had been built out as a mixed-use district of masonry light industrial loft structures, garages, and significant concentrations of housing. This stasis ended with the extension of South Van Ness Avenue south of Market Street in 1935. Vehicular traffic had long been impaired by the lack of direct access from the Mission, across Market Street, onto Van Ness Avenue. The increasing volumes of automobile traffic as a result of the routing of U.S. 101 along Van Ness Avenue in 1933 demanded a solution. Using WPA funds and labor, the City cleared a swath of land from Market to Howard Street. The new street, including all of Howard Street south of 12th Street, was called South Van Ness Avenue. In the wake of this rerouting, several businesses acquired the residual irregularly sized lots and began constructing new buildings along South Van Ness and nearby streets. Most of these buildings were designed in the Art Deco style, including 40 Lafayette Street. With its 1934 construction date, building typology, Art Deco styling, and Van Ness Avenue location, 40 Lafayette Street demonstrates an association with this pattern of San Francisco history.

In the context of this survey, "industrial employment" is used to describe work done for wages in production, distribution, and repair operations. From the beginning of the Gold Rush through at least the 1950s, San Francisco was a regional center for these types of employment, and large numbers of San Franciscans made their livings in these fields. During the Period of Significance, at least 18 printing businesses were housed in the survey area, ranging from the prominent Recorder Press at Mission Street and South Van Ness Avenue to small job shops such as the Leader newspaper and book printers at 122 9th Street. Over 5,000 San Franciscans were employed in printing and publishing in 1909. By 1954, the numbers had more than doubled to 10,295. The value added to the San Francisco economy by printing over that same time increased from \$9.4 million to \$71.3 million.

The increasing use of truck transport and the forklift after World War I led to the evolution of industrial building design away from multi-story structures with compact footprints toward lower-scale structures with extensive vehicular loading docks and most production and storage occurring on one level. With little open land available within the South of Market Area after the mid-1920s, this modern type of industrial building was only built in a few places within the Industrial Employment Study Area, most notably along the South Van Ness Corridor. In addition, the construction of South Van Ness Avenue in 1935 provided the first direct route between areas north and south of Market Street, making the Industrial employment Study Area a hub of automotive traffic, and leading to a proliferation of businesses serving automobiles and trucks. 40 Lafayette Street, as a large industrial building constructed for the printing trade and located along the new automobile hub of South Van Ness Avenue, clearly demonstrates an association with the Industrial Employment period of significance of San Francisco history.

Criterion 3:

William Peyton Day (1883-1966) was a California-born structural engineer educated at the University of California at Berkeley. Described primarily as an engineer throughout his career, Day was accomplished enough by 1913 to publish a book, along with John B. Leonard, extolling the virtues of reinforced-concrete in the construction of bridges. (continued)

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*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation Update

B10: Significance (continued)

In 1916, Day joined the well-established San Francisco architect Charles Peter Weeks to create the firm of Weeks & Day. Together, Weeks and Day designed several notable buildings in the Bay Area, including the Mark Hopkins (1925) and the Sir Francis Drake (1928) hotels in San Francisco, several Fox Theaters, including those in Oakland and San Diego, and the I. Magnin Department Store in Oakland (1931). When Weeks died in 1928, Day continued to run the firm, later bringing in architect George W. Kelham as the firm's principal designer. When the San Francisco Recorder hired Day, he was operating independently.

On the advice of Day, the San Francisco Recorder hired The Cahill Brothers to carry out the construction of the sprawling printing plant structure at 40 Lafayette Street. The firm was established in 1911 by John Cahill, also a Berkeley-educated engineer. Cahill collaborated with Weeks & Day on several large-scale projects in the 1920s, most notably the Huntington Hotel (1923) in San Francisco. The Cahill Brothers remained active in San Francisco and went on to build a significant portion of the San Francisco skyline.

The Art Deco style began to emerge in the United States following the 1925 Exposition des Arts Decoratifs in Paris. This first truly "modern" architecture reflected a future-oriented, machine-based aesthetic, and incorporated decorative themes drawn from a variety of international sources, including Egypt, the ancient ziggurat-building cultures of the Middle East, and, particularly in California, the Mayan and Aztec building traditions of Mexico and Central America. Features associated with the Art Deco style include geometric massing and forms, smooth surface treatments (primarily stucco), geometric decorative motifs, chevrons, sunbursts, stepped forms, towers and vertical projections, and the use of aluminum, steel or lacquered wood for decorative effect. Despite alterations, 40 Lafayette Street retains sufficient character-defining features to accurately convey its type, period and method of construction.

Integrity:

Alterations to the building include the removal of its original entrance doors and their replacement with contemporary aluminum-frame glazed doors, and the replacement of some original windows at the first and second floor levels with aluminum, multi-lite, fixed windows. Additionally, the building has additions and alterations behind the historic office portion of the building, including the addition of a partial third story (mostly concealed behind the building's parapet) and an addition on the rear (Lafayette Street) side of the property. Nevertheless, the primary, publicly visible facades facing Mission Street and South Van Ness Avenue have undergone comparatively few alterations. The building retains the following aspects of integrity: location, design, setting, materials, workmanship, feeling, and association.

Conclusion:

40 Lafayette Street appears eligible for listing in the California Register under Criterion 1 (Event) as a building associated with the construction of the South Van Ness Avenue extension during the mid-1930s and as a building associated with the theme of industrial employment in San Francisco. The building appears eligible under Criterion 3 (Design/Construction) as a well-preserved and excellent example of an Art Deco-style commercial/large industrial building built in the South of Market Area during the Depression, World War II and Postwar Aftermath period of significance. The building clearly expresses its association with two broad patterns of San Francisco's history, and embodies the distinctive characteristics of its type, period, and method of construction.

Character Defining Features:

Character-defining features of the building include its distinctive irregular L-shaped footprint, height and massing (the office wings), the horizontal proportions of the facade divided into sections by massive fluted pilasters that terminate above the parapet as square capitals with a sunflower motif ornament, a frieze consisting of geometric panels emblazoned with a chevron motif between the pilasters, beveled pilasters with pointed tops, cantilevered flat metal hoods above the entrances, areas of original multi-light metal sash windows at the first and second stories, lintels at the second story windows with zigzag ornament and floral motifs, a wide, fluted band of ornament at the terminus of the facade at both elevations; and an octagonal metal lantern set at the corner between the two elevations.