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 1 *Resource name(s) or number (assigned by recorder) 1649-1651 Market 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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 1649-1651 Market 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): 3504/001

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

1649-1651 Market Street is located on a 124'x56' lot at the southwest corner of Market and Brady Streets. Built in 1912, 1649-1651 Market Street is a five-story apartment and commercial building designed in the Classical Revival style. The rectangular-plan building, clad in stucco and brick, sits on a reinforced concrete perimeter foundation and is capped by a flat roof. The primary façade faces north towards Market Street and is seven bays wide. The first floor features a centered entrance to the residential units and storefronts in the flanking bays. The main entrance is recessed and has a glazed, wood door with sidelights and transom. The storefronts are heavily altered with modern doors and windows and tile and stucco water tables. The second through fourth stories are characterized by modified Chicago windows with six-over-one light, wood, double-hung sash separated by spandrel panels with inlaid brick designs. The side windows an angled to the depth of the building wall. The fifth story is clad in stucco and has an elaborate decorative scheme surrounding similar windows in slightly arched openings. The window openings have Corinthian columns in antis with waffle patterning on the shafts, sills supported on molded brackets, and recessed panels between windows. Each end of the story has a relief panel with a female face surrounded by garlands. The primary facade terminates in a metal entablature with dentils and a modillion cornice. The building appears to be in good condition.

*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 north
8/11/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1912
SF Assessors Office

*P7. Owner and Address:
Nda Properties LLC
Gaetani Realty Inc
4444 Geary Blvd
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 Primary #
DEPARTMENT OF PARKS AND RECREATION HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3CS

*Resource Name or # (Assigned by recorder) 1649-1651 Market Street

B1. Historic Name 1649-1651 Market Street

B2. Common Name 1649-1651 Market Street

B3. Original Use residential/apartment building over B4. Present Use: residential/apartment building

* B5. Architectural Style Classical Revival

*B6. Construction History

1649-1651 Market Street was constructed in 1912. The original arrangement of four storefronts at the primary facade has been consolidated into two storefronts: the two storefronts an the right were consolidated between 1913 and 1950 and the two an the left have been consolidated since 1950. The

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

*B8. Related Features none

B9a. Architect MacDonald & Applegarth . Builder unknown

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Market Street Corridor

Period of Significance 1906-1929 Property Type residential/apartment building Applicable Criteria 1 & 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 (residential/apartment building over commercial) and dates from the Period of Significance (1906-1929) of that context. Although the residential over commercial building type is not specifically identified in the Historic Context Statement of the Market & Octavia Neighborhood Plan Area, it is clear from examples given under the Residential building type that this category was understood to include residential over commercial. 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).

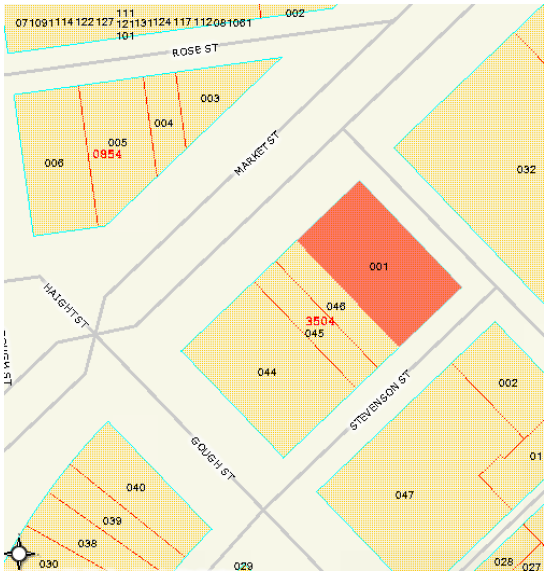
(continued)

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, Edwards Abstracts, 6/27/1912.

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)

Criterion 1:

1649-1651 Market Street was constructed in the summer of 1912 on a lot that was formerly occupied by a series of small one-and two-story dwellings and stores, including a saloon on the corner of Market Street and Brady Street, and a plumbing supply store along Market Street. This area was leveled in the 1906 Earthquake and resultant fire. In 1912, the property owner, Sierra Investment Co., hired the firm MacDonald & Applegarth to design the five-story apartment building at 1649-1651 Market Street. Kenneth MacDonald and George Applegarth were partners from 1907-1912. Together they designed over 30 commercial buildings and many residential buildings, particularly around Presidio Terrace. Significant buildings include the Bank of America Building at 625 Market (1907), the Heineman Building (1910) and the Holbrook Building (1912). After the dissolution of their partnership, MacDonald went into partnership with his father; later works include the Portal of the Folded Wings Shrine to Aviation in Burbank and the Southern Pacific Railroad Depot in Glendale. Applegarth went on to design such San Francisco landmarks as the Spreckels Mansion and California Palace of the Legion of Honor.

For the building at 1649-1651 Market Street, MacDonald & Applegarth designed a 60-unit. U-shaped apartment building with nine storefronts at the first story, facing all three streets which border the lot. Through the 1930s, the San Francisco City Directories indicate the the apartments featured a mix of male and female tenants, employed at lower level white collar and blue collar jobs such as washing machine sales representative. The building continues to serve as an apartment building over commercial storefronts, although several of the storefronts have been consolidated.

After the 1906 Earthquake, rebuilding in areas affected by the temblor and the resultant fire proceeded at varying rates. Along the Market Street Corridor, the trend of rebuilding was characterized by the shift from small stores and dwellings to larger residential buildings, including apartment buildings like 1649 -1651 Market Street. 1649-1651 Market Street also represents the new trend in construction methods: after the 1906 Earthquake, fire and life-safety codes began to favor masonry and concrete for multi-family construction and by the 1910s some areas witnessed the construction of dozens of three-to ten-story (and even taller) masonry apartment buildings and SROs. Often built on more generous corner lots measuring either 137’x 137’ or 120’ x 120’ in the Tenderloin, the South of Market or the Western Addition, these multi-unit buildings ushered in a more urban use of land in much of inner city San Francisco, which was seldom encountered elsewhere in the West. 1649-1651 Market Street shows a clear association with this broad pattern of rebuilding.

Criterion 3:

1649-1651 Market Street retains character-defining features of the Classical Revival style. The Classical Revival style enjoyed a high level of popularity in the United States from the mid-1890s until 1915. The style began to emerge during the last quarter of the 19th Century as a reaction against the excessive and undisciplined nature of the “picturesque” Queen Anne style. The Classical Revival became especially popular in San Francisco and the rest of California between 1900 and 1910, where the Victorian-era styles had perhaps been carried to their extreme. Characteristics of the Classical Revival style include odd numbers of bays arranged around a central entrance, bold neoclassical porticos supported by fluted Corinthian columns, Palladian and oval windows, large classically detailed cornices visually supported by modillions, ornamental plaster ornaments in the form of neoclassical motifs, such as cartouche and garlands, often found in the spandrel panels of windows, chamfered bay windows, and double-hung, one-over-one windows, although the upper sashes are typically divided into smaller panes. Despite alterations to the first story, 1649-1651 Market Street retains the majority of its character defining features, and embodies the Classical Revival style.

Integrity:

1649-1651 Market Street has undergone alterations including the consolidation of several storefronts at the first story, the removal of several storefront doors and windows and their replacement with contemporary anodized aluminum doors and windows, and the recladding of sections of the first story in glazed ceramic tile and stucco. (continued)

B10: Significance (continued)

The building retains many character-defining features, including its five-story height and U-shaped massing, stucco and brick cladding, recessed entrance with glazed wood door, sidelights and transom, wood sash mezzanine windows at several storefronts, distinctive upper story fenestration pattern, with modified Chicago windows with six-over-one, double-hung, wood-sash windows separated by spandrel panels with inlaid brick designs, side windows angled to the depth of the building wall, fifth story stucco cladding with an elaborate decorative scheme, slightly arched fifth story window openings with Corinthian columns in antis (with waffle patterning on the shafts), sills supported on molded brackets, and recessed panels between windows, a relief panel with a female face surrounded by garlands at the left and right ends of the story, and a metal entablature with dentils and a modillion cornice. Additionally, the building maintains continuity of use. 1649-1651 Market Street retains the following aspects of integrity: location, setting, and association, and partially retains the aspects of feeling, workmanship, design, and materials.

Conclusion:

1649-1651 Market Street appears eligible for listing in the California register under Criterion 1 (Event) as a building that embodies the trend of postquake reconstruction. This section of Market Street and surrounding area were entirely destroyed during the 1906 Earthquake. Between 1906 and the First World War San Francisco builders and real estate developers took advantage of the need for housing and commercial space by erecting large, mixed-use masonry apartment buildings with commercial space on the floor along Market Street and nearby streets, significantly increasing the density of the area. The building also appears eligible for listing in the California Register under Criterion 3 (Design/Construction) as a moderately well-preserved example of a Classical Revival apartment building constructed in the Market Street Corridor during the 1906 Earthquake and Fire and reconstruction period of significance.

Character Defining Features:

Character defining features include its five-story height and U-shaped massing, stucco and brick cladding, recessed entrance with glazed wood door, sidelights and transom, wood sash mezzanine windows at several storefronts, distinctive upper story fenestration pattern, with modified Chicago windows with six-over-one light double-hung wood sash windows separated by spandrel panels with inlaid brick designs, side windows angled to the depth of the building wall, fifth story stucco cladding with an elaborate decorative scheme, slightly arched fifth story window openings with Corinthian columns in antis with waffle patterning on the shafts, sills supported on molded brackets, and recessed panels between windows, a relief panel with a female face surrounded by garlands at the left and right ends of the story, and a metal entablature with dentils and a modillion cornice.