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) 1975 Market St.

P1. Other Identifier: Pet Food Express

*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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 1975-1977 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): 3534-057

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

1975 Market Street is located on a triangular corner lot on the south side of Market Street between Buchanan and Dolores Streets. The property includes the building at 1975 Market St. and an adjacent parking lot. Constructed in 1922, 1975 Market Street is a two-story, steel frame, commercial building designed in the Classical Revival style. The building, clad in smooth stucco, rests on a concrete perimeter foundation and has a flat roof. The primary elevation faces north toward Market St. and a secondary façade next to a parking lot faces west toward Clinton Park. The primary façade is divided into five bays. The recessed main entrance is centered on the elevation and is fitted with modern glazed, metal frame doors. The remaining bays on the first floor have modern, metal frame, plate glass windows. The second (mezzanine) story has similar windows with the exception of the central bay. The façade has a paneled frieze, bracketed cornice with modillion blocks, and a crested parapet.

The building appears to be in good condition.

*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

P5a. Photo

P5b. Photo: (view and date)
View from north
8/11/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1922
SF Assessors Office

*P7. Owner and Address:
Joseph J & Beverly Giraudo
% Charter Properties
2300 Bridgeway
Sausalito, 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)

Secondary façade facing west toward Clinton Park

Rear elevation on Clinton Park

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Primary #
HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3CS

Page 1 of 3 *Resource Name or # (Assigned by recorder) 1975 Market Street

B1. Historic Name Golden Nugget Sweets Candy Factory

B2. Common Name 1975 Market Street

B3. Original Use factory and offices B4. Present Use: commercial and offices

* B5. Architectural Style Classical Revival

*B6. Construction History
1975 Market Street was constructed in 1921. The first and second story windows have been replaced with contemporary metal sash windows within the past 50 years.

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

*B8. Related Features none

B9a. Architect unknown . Builder Thomas Mulcahey

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

Period of Significance 1906-1929 Property Type commercial/light industrial 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/Light Industrial) 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:

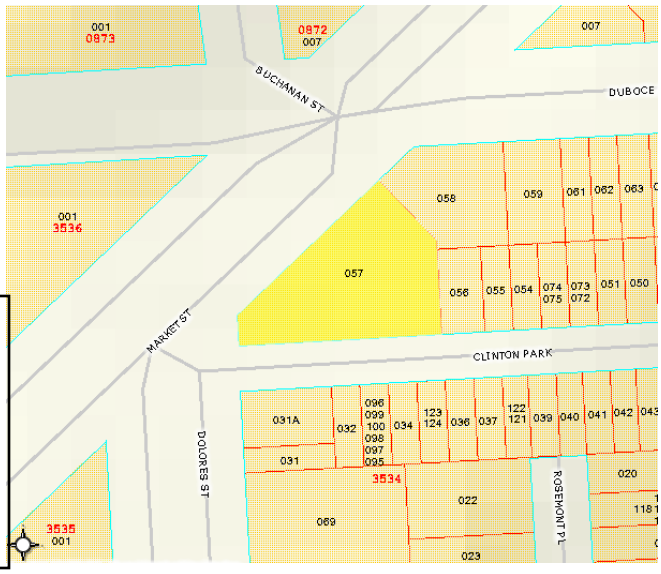
1975 Market Street was constructed late in 1921 by builder Thomas Mulcahey for the property owner J. C. Corporation. The building replaced a small one-story corrugated automobile shed. (continued)

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

*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007
San Francisco City Directories
Sanborn Maps

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)

Shortly after construction, the building was occupied by the Golden Nugget Sweets company, which used the first story as a candy factory and the second story as offices. The western portion of the lot featured non-retail gas and oil tanks, possibly used either for factory machinery or delivery trucks. The Golden Nugget Sweets company was run by J. E. and Andrew Jr. Olsen, and the company operated out of the building at 1975 Market Street though the end of the 1960s. The company was bought in 1972 by the Annabelle Candy Company, and operations were absorbed by the headquarters factory in Hayward, California. The building currently operates as a retail space on the first story and office space on the second story.

After the 1906 Earthquake and resultant fire, rebuilding proceeded at varying paces throughout the city. The Eureka Valley/Castro area, which had been largely spared by earthquake damage and completely spared by the fire, experienced a sharp upturn in building activity between 1906 and 1914. J. C. Corporation's decision to construct this building came midway though the waves of industrial construction that swept the city after the fires were out and the debris cleared away. Taking a cue from the Mission Promotion Association, the Eureka Valley Improvement Association formed in 1905 and, during the post-quake era, lobbied for improvements such as improved streetcar service, better lighting, and public school construction in the Upper Market area. In addition, the association lobbied owners of large tracts of vacant land to sell to residential property developers to fill out the district. With it's Eureka Valley/Castro/Market Street Corridor location and original building typology (Commercial/Light Industrial), 1975 Market Street demonstrates a general association with the 1906 Earthquake and Fire and Reconstruction period of significance. However, the 1921 construction date places the building 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:

Although there is no architect of record for 1975 Market Street, the relatively sophisticated design and execution of the building suggest that Thomas Mulcahey was a sensitive and experienced builder.

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. Applied to the commercial building typology, the Classical Revival style is largely reduced to expression through ornamental details and symmetrical facade arrangement. Characteristics of the Classical Revival style include ornamental plaster forms in neoclassical motifs, including cartouches and garlands, found either on the facade or at the upper portion of gables or on the spandrels panels of bay windows, neoclassical pilasters, bold neoclassical porticos supported by fluted Corinthian columns, and large classically detailed cornices visually supported by modillions. 1975 Market Street retains sufficient character-defining features to embody the distinctive characteristics of the Classical Revival type and period.

Integrity:

Alterations at the first story of the primary facade include the removal of original entrance doors and replacement with modern glazed, anodized-aluminum doors and the removal of any original windows and replacement with modern, anodized-aluminum storefronts. Alterations at the second story include the removal of original windows and replacement with modern anodized-aluminium windows and a possible alteration of original stucco signage at the central bay. The original spandrel panels (if any) also appear to have been removed. Bays on the side elevation have been altered to include modern windows, and bays at the rear have been filled in. The façade retains character-defining features including its height and rectangular massing, paneled concrete piers, paneled frieze, exuberantly bracketed cornice with modillion blocks, and crested parapet. The rear portion of the building retains the factory double front gable roofs. The building retains the following aspects of integrity: location, setting, workmanship and association, while partially retaining the aspects of design, workmanship and feeling.

(continued)

B10: Significance (continued)

Conclusion:

1975 Market Street appears eligible for listing in the California Register under Criterion 3 as a moderately intact Classical Revival style industrial building constructed by a well-known local builder. Although the original fenestration has been replaced, the original facade layout is retained, along with the original pilasters and elaborate Classical Revival cornice. The building retains sufficient character defining features to embody the distinctive characteristics of the Classical Revival type, period and method of construction.

Character Defining Features:

Character defining features include height and rectangular massing, paneled concrete piers, paneled frieze, exuberantly bracketed cornice with modillion blocks, and crested parapet.