State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 4s
Other Listings
Review Code Reviewer Date

Page 1 of 2 *Resource name(s) or number(assigned by recorder) 1525 Mission St.

P1. Other Identifier: Also 1531, 1535 Mission St., Herbst Bros. Wholesale Hardware

*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 Location: ☐ Not for Publication ☒Unrestricted *a. County: San Francisco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: 1525 Mission 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): 3511-075

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

1525 Mission Street is located on a 12,292 square-foot through-block lot on the southeast side of Mission Street, between 11th and Lafayette Streets. Built in 1923, 1525 Mission Street is a two-story, brick masonry two-part commercial block. The rectangular-plan building, clad in common bond brick and concrete, sits on a reinforced concrete, perimeter foundation and is capped by a flat roof. The primary façade faces northwest and is five bays wide. The first floor features three modern commercial entrances in the first, third, and fourth bays with aluminum-frame, glass doors, tall transom lights, and adjacent single plate glass windows. The second bay has a large bay entrance with overhead door. Divided, industrial steel sash windows are set in each bay on the second story. Each window has a continuous transom panel with ornamental brickwork. The primary facade terminates in a parapet wall with brick panels featuring inset concrete diamond ornaments. Side elevations are clad in unfinished concrete. The Minna Street (southeast) elevation is four bays wide. The first story has a bay entrance and pedestrian entrance in the left bay, both with steel, divided, fixed transom sash. The center two bays have a storefront with an off-center (continued)

*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building; HP8. Industrial building

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

P5b. Photo: (view and date)
View from northwest
9/5/2006

*P6. Date Constructed/Age and Sources: ☒Historic
1923
SF Assessors Office

*P7. Owner and Address:
R Peter & Kenneth J Paige
% Paige Glass Co
1531 Mission St
San Francisco, CA 94103

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

*P9. Date Recorded:
9/5/2006

*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)

P3a. Description, continued.
aluminum frame glass door and aluminum frame plate glass windows to the right; smaller windows are set in the adjacent bay. The right bay contains an in-filled bay entrance with pedestrian door and grated plate glass window. The second story has two divided, steel fixed sash in the left bay and wide, divided, steel, fixed sash with centered awning sash in the remaining bays. The elevation ends in a plain roofline. The building appears to be in good condition.

Minna Street elevation

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) 1525 Mission Street

B1. Historic Name 1525 Mission Street

B2. Common Name 1525 Mission Street

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

* B5. Architectural Style 20th Century Commercial

*B6. Construction History
Constructed in 1923. Original ground floor openings removed fitted with modern metal sash plate glass windows, glazed aluminum sash doors, and modern metal roll-up door.

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

*B8. Related Features none

B9a. Architect G. C. Brimble . Builder unknown

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

Period of Significance 1906-1929 Property Type Commercial/Industrial Loft 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 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/industrial loft) 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:

1525 Mission Street was designed by architect G. C. Brimble and constructed in 1923 for the Herbst Brothers. Brothers, M. H., H. H. and J. H. Herbst, were running a wholesale hardware service at the time the extant building was constructed. Since the early 1900s the Herbst Brothers had been engaged in similar enterprises: (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, San Francisco City Directories, San Francisco Block Books, Edwards Abstracts 6/23/1923

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)

in 1906 M. H. Herbst Sr. was president of Roth Herbst Co. sheetmetal work, in 1913 the Herbst family was selling peanut warmers, roasters and steamtables at 1943 Mission Street, in 1922 the brothers were selling household goods at 1943 Mission Street, and in 1928 their wholesale hardware business was operating at 1525 Mission Street. By 1945, the Herbst Brothers were identified as tinsmiths continuing to operate out of 1525 Mission Street. The architect, G. C. Brimble, did not keep an office in San Francisco, and research has revealed no further information about him.

Prior to construction of the extant building, the lot was occupied by three-story flats, according to the 1899 Sanborn map. This block was heavily damaged by the 1906 Earthquake and Fire, and as a result, the 1913 Sanborn Maps shows this lot occupied by a very small one-story office. The 1950 Sanborn Map (incorrectly) describes the building as three stories at the Mission Street elevation and two stories at the Minna Street elevation, with a store on Mission Street, a sheetmetal works on the first story on Minna Street, and a printer on the second story on Minna Street. The building was constructed as an industrial loft, a use pattern which it maintains today.

Reconstruction in San Francisco after the 1906 Earthquake and resultant fire proceeded at different rates, with progress in the largely industrial South of Market area lagging behind other more residential areas. Reconstruction of the South of Market area proceeded in several distinct periods, beginning with an initial flurry of activity between 1906 and 1913, a later wave occurring after the First World War between 1918 and 1920, and then a large boom in the mid-to-late 1920s. The predominant character of the district after the quake became overwhelmingly industrial. Industrial buildings, mostly used for warehousing, light manufacturing, or auto repair, were typically built along major arterial streets with storefronts and vehicular and pedestrian entrances facing the street. Many industrial buildings also featured secondary entrances and loading docks on secondary elevations, in particular those that back on to alleys or driveways. 1525 Mission Street, with its 1923 construction date, South of Market location, and building typology (commercial/industrial loft), clearly expresses an association with this broad pattern of San Francisco history.

Integrity:

1525 Mission Street has undergone alterations since its 1923 construction, primarily at the first story. Alterations include the removal of all original first story windows and doors on both the Mission and Minna Street facades, and replacement with contemporary metal sash plate glass windows and aluminum frame glazed commercial doors and a contemporary metal roll-up door. The loading bays at the Minna Street facade have been infilled, one with stucco and a pedestrian entrance and the other by fixed windows and a commercial entrance door. The building retains integrity of location, setting, association, workmanship and feeling, but retains only partial integrity of design and materials, due to the first story facade alterations listed above.

Conclusion:

1525 Mission Street appears eligible for listing in the California Register of Historic Resources under Criterion 1 (Events) as a moderately well-preserved example of a commercial/industrial loft building constructed in the South of Market area during the 1906 Earthquake and Fire and Reconstruction period of significance. Despite reduced integrity, the 1923 construction date combined with retention of certain aspects of integrity, its building typology and its known association with warehouse use and light industry demonstrate a clear association with the 1906 Earthquake and Fire and Reconstruction period of significance.

Character Defining Features:

Character defining features include two-story height and rectangular massing, common bond brick cladding, divided, industrial steel sash windows at the second story, and parapet wall with brick panels featuring inset concrete diamond ornaments.