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) 1563 Mission 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 Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco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: 1563 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): 3511-031

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

1563 Mission Street is located on a 10,149 square-foot lot on the southeast side of Mission Street, between Lafayette Street and South Van Ness Avenue. Built in 1917, 1563 Mission Street is a four-story plus mezzanine, concrete frame commercial building designed in the Art Deco style. The rectangular-plan building is clad in scored stucco and is capped by a flat roof. The foundation is not visible from the street. The primary façade faces northwest and is six bays wide. The first floor features a bay entrance extending across the left two bays with a sculpted lintel with round ornaments. The third bay has a recessed entry with double-leaf, aluminum-frame, glazed doors. The remaining bays contain a modern storefront with an entrance in the fourth bay with a single aluminum-frame door and sidelight and divided aluminum-frame plate glass windows in the remaining bays. A mezzanine level with divided, aluminum-frame plate glass windows extends from the third through sixth bays. On the upper three stories, each bay is articulated by piers with applied diamond motifs at the top. The stories are characterized by three-part, multi-paned wood windows with fixed center sash, side casement sash, and divided spandrel panels. The primary facade terminates in an entablature with a paneled frieze with circular ornaments between the panels and a modest cornice. The building appears to be in good condition and contributes to the potential South Van Ness Deco-Moderne Historic District (DPR 523 D form).

*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
8/31/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1917
SF Assessors Office

*P7. Owner and Address:
1563 Mission St LLC
1563 Mission St
San Francisco, CA 94103

*P8. Recorded by:
Page & Turnbull, Inc. (CM)
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)

State of California The Resources Agency Primary #
DEPARTMENT OF PARKS AND RECREATION HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3CS

Page 1 of 3 *Resource Name or # (Assigned by recorder) 1563 Mission Street

B1. Historic Name

B2. Common Name 1563 Mission Street

B3. Original Use Industrial Loft B4. Present Use: heavy commercial

* B5. Architectural Style 20th Century Commercial

*B6. Construction History

1563 Mission Street was constructed in 1917. The third bay has been reconfigured to include a recessed entry with contemporary double-leaf, aluminum-frame, glazed doors. Original fenestration at the right of the first story has been replaced with a contemporary storefront which features an

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

*B8. Related Features none

B9a. Architect unknown . Builder MacDonald & Kahn

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

Period of Significance 1906 Property Type commercial/industrial Loft 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/Industrial Employment 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 (1906-1929/1890-1956) 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:

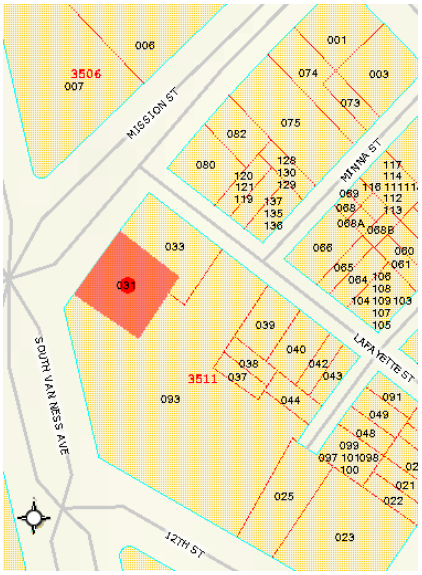
1563 Mission Street was designed and constructed in 1917 by the design/build firm of MacDonald & Kahn. Before the 1906 Earthquake, this block was characterized by three-story flats with commercial storefronts at the first story. This block was destroyed by the earthquake and resultant fire, and the lot remained vacant as late as 1913. (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
Daily Pacific Builder, 01/15/1917

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 1917, the property was owned by the San Francisco Commercial Co., with offices in the Crocker Building. Research has not revealed the earliest tenants of the building, however it was constructed as a four-story commercial/industrial loft using fireproof construction methods. In 1936, the building was occupied by the U.S. Government Works Progress Administration as a commodity distribution center. In 1950, the upper stories of the building was occupied by the H & L Sportswear garment factory. There is currently a restaurant at the first story.

Reconstruction in San Francisco after the 1906 Earthquake and resultant fire proceeded at various rates, with progress in the largely industrial South of Market Area lagging behind adjoining 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 remained 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. 1563 Mission Street, with its 1917 construction date, location South of Market, and building typology (commercial/industrial loft) demonstrates a clear association with this broad 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. As a busy mercantile center, warehousing and distribution were important sources of industrial employment, as well as food processing, clothing manufacturing, furniture making, to supply the rapidly growing populations of California and other western states. Although the original tenant of 1563 Mission Street is not known, the building typology (commercial/industrial loft), fireproof construction method, South of Market location, 1917 construction date, and later use pattern as both a commodity distribution center and a garment factory demonstrate a clear association with these broad patterns of San Francisco history.

Criterion 3:

The engineering and contracting firm of MacDonald & Kahn, a partnership of Alan MacDonald and Felix Kahn, was one of the largest and most ambitious construction firms in San Francisco during the first half of the twentieth century. The firm was established in the 1910s shortly after Alan MacDonald moved to San Francisco from Ithaca, New York with a degree from Cornell University. Perhaps best known for their collaboration on the Hoover Dam and the Golden Gate Bridge, MacDonald & Kahn also built dozens of lesser-known buildings throughout the Bay Area. In San Francisco the firm was responsible for several buildings including the Goodyear Building at 535-539 Mission, the Woolworth Building at 707-17 Clement, Hotel Mark Hopkins at 999 California, the now demolished Fox Theater at Market and Larkin Streets, the Financial Center Building at 405 Montgomery, worker housing at Hunters Point Naval Shipyard (demolished), and the Union Oil Company Building at 425 First Street (demolished). Built in 1917, 1563 Mission Street represents one of the firm's earlier building contracts.

Popular after the 1906 earthquake in San Francisco, commercial and industrial buildings from this period - known alternately as the American Commercial style, the Chicago School, or the 20th Century Industrial style - feature steel or concrete frames enclosing a neutral grid of space. Large expanses of glass permitted ample natural lighting and exhibited the structural expression of the buildings' framing. From this style, the "Chicago Window" was named; a large central pane flanked by two narrow casements. As the 20th century progressed, steel and reinforced concrete framing techniques gradually replaced masonry bearing walls although masonry continued to be used for curtain walls and ornamentation. Often conceived of as single volumes, floor plans either consisted of a hollow "donut plan," or consisted of light wells in an E, F, L, or H-shaped arrangement. (continued)

B10: Significance (continued)

Despite alterations at the first story and mezzanine, 1563 Mission Street retains sufficient character-defining features to accurately convey its type, period and method of construction.

Integrity:

1563 Mission Street has undergone some alterations at the first story and mezzanine levels but few (if any) alterations at the upper three stories. Alterations include the removal of original main entrance doors and their replacement with double-leaf, aluminum-frame, glazed doors; the removal of the original storefront at the right and its replacement with a modern aluminum storefront, and the replacement of original mezzanine story windows with fixed aluminum sash windows. Character-defining features include its four-story height and rectangular massing, scored stucco facade, sculpted lintel with round ornaments, full-height piers with applied diamond motifs at the top, tripartite multi-lite wood windows, divided spandrel panels, entablature, paneled frieze with circular ornaments, and a modest cornice. The building retains the following aspects of integrity: location, setting, association and feeling, and partially retains the aspects of design, materials and workmanship.

Conclusion:

1563 Mission Street appears eligible for listing in the California Register under Criterion 1 (Event) as a property associated with the post-1906 Earthquake and Fire Construction and the Industrial Employment contexts. The building also appears eligible under Criterion 3 (Design/Construction) as a well-preserved American Commercial style commercial/industrial loft building located in the South of Market Area, embodying the distinctive characteristics of a type, period, and method of construction.

Character Defining Features:

Character-defining features include its four-story height and rectangular massing, scored stucco facade, sculpted lintel with round ornaments, full-height piers with applied diamond motifs at the top, tripartite multi-lite wood windows, divided spandrel panels, entablature, paneled frieze with circular ornaments, and a modest cornice.