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) 1543 Mission St.

P1. Other Identifier: 1547 Mission St.

*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 Location: ☐ Not for Publication ☒Unrestricted *a. County: San Francisco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: 1543 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): 3511-080

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

1543 Mission Street is located on a 5,706 square-foot lot on the southeast side of Mission Street, between 11th and Lafayette Streets. Built in 1927, 1543 Mission Street is a three-story, brick masonry commercial building designed in a generic 20th century Commercial style. The rectangular-plan building is clad in brick veneer and capped by a flat roof. The foundation is not visible from the street. The primary façade faces northwest and is five bays wide; a secondary elevation faces southwest toward Lafayette Street and extends the length of the parcel (4 bays). The first floor of the primary façade features a two modern storefront at the first and fifth bay with commercial entrances with a double-leaf, aluminum-frame, glazed, doors with transom flanked by brick piers with flat tops. The entrance is flanked by aluminum-frame plate glass windows with divided aluminum-frame transoms. The remaining bays on the first story contain divided, aluminum-frame plate glass windows with transoms. The upper two floors are divided into five bays; the center bay is the widest, with flanking bays decreasing in size as they approach the ends of the elevation. The end bays have paired metal-frame windows with fixed top and bottom lights and center awning sash. The left and right center bays have sets of three similar windows, while the center bay has two centered divided plate glass windows flanked by the three-part (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 from west
8/31/2006

*P6. Date Constructed/Age and Sources: ☒Historic
1927
SF Assessors Office

*P7. Owner and Address:
Gee Family Trust
Kenneth Keith & Faye Fung G
2310 Skyfarm Drive
Hillsborough, CA 94010

*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)

P3a. Description, continued.
awning sash windows. The windows on both stories spandrels featuring inset marble square and diamond motifs. The primary facade terminates in an attached sheet metal cornice and brick parapet wall. The Lafayette Street elevation has divided aluminum frame windows with transoms in the first bay of the first story. The center bays have divided, steel industrial sash, while the fourth bay has a sealed bay entrance with pedestrian door. The upper stories have sets of three, three-part awning sash identical to those on the façade. The first bay has decorative spandrel panels and cornice at the roofline, while the remaining bays have no decoration. The northeast side of the building is exposed, but has no openings or decorative treatment. The building appears to be in good condition, but has substantial spray painted graffiti on the Lafayette Street elevation.

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Primary #
HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 6Z

Page 1 of 2 *Resource Name or # (Assigned by recorder) 1543 Mission Street

B1. Historic Name 1543 Mission Street

B2. Common Name 1543 Mission Street

B3. Original Use lofts over commercial B4. Present Use: offices over commercial

* B5. Architectural Style 20th Century Commercial

*B6. Construction History

1543 Mission Street was constructed in December 1926. The commercial windows at the first story have been replaced with aluminum sash windows in the past 40 years. The commercial entrances at the first story have been replaced with contemporary double-leaf, aluminum-frame, glazed doors in the past 40

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

*B8. Related Features none

B9a. Architect unknown . Builder F. R. Siegrist & Co.

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

Period of Significance 1906-1929 Property Type commercial Applicable Criteria n/a

(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:

1543 Mission Street was constructed in December 1926 on land formerly occupied by a one-story sheet metal works. Prior to the 1906 Earthquake and Fire, the subject block consisted of two-story residential-over-commercial buildings with a few factories and carriage houses. 1543 Mission Street was constructed by the building firm of F. R. Siegrist & Co. for the Herbst 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
Sanborn Maps, San Francisco City Directories, Daily Pacific Builder, 12/16/1926

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)

The building may have been designed by H. Peterson, who was the designer of record for another Herbst Brothers building at 1517-25 Mission Street, which was also constructed 1927 and very closely resembles the subject building. The Herbst Brothers, M. H., H. H. and J. H. Herbst, operated a wholesale hardware business at the time the building was constructed. Since the early 1900s, the Herbst Brothers had been engaged in similar enterprises; in 1906, M. H. Herbst Sr. was president of Roth Herbst Co., sheetmetal distributors. In 1913, they sold peanut warmers, roasters, and steam tables at 1943 Mission Street. By 1928, following the completion of their new building at 1517-25 Mission, the Herbsts had moved into the storefront at 1525 Mission Street. By 1945, the Herbst Brothers were identified as tinsmiths operating out of 1525 Mission Street. It is not certain what purpose 1543 Mission originally served, although it is likely that it served as a warehouse and offices for one of their businesses, or it could have been a speculative project. By the mid-1930s, the building was occupied by Edward Hyman Co., distributors of uniforms and linens. In 1940, the building was occupied by Brunswick Knitting Mills. In 1953, the building was occupied by Pacific Sundries Distributing Inc. The building was originally constructed as commercial/industrial lofts, and today operates as commercial offices.

Reconstruction in San Francisco after the 1906 Earthquake Fire proceeded at various 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.

1543 Mission Street's building typology and South of Market location reflect a general association with the 1906 Earthquake and Fire and reconstruction period of significance, the 1926 construction date places the building outside of the primary scope of that period of significance and renders it unable to accurately embody this broad pattern of San Francisco's history.

Integrity:

Alterations include the removal of first-story storefronts and their replacement with large, fixed aluminum sash plate glass windows; the replacement of the original doors with contemporary double-leaf, aluminum-frame doors, and the replacement of a loading dock on the secondary facade with a pedestrian entrance. The building does retain most of its certain character-defining features, especially above the first floor level, where the building is almost completely intact. Character-defining features including its three-story height and rectangular massing, brick construction, recessed spandrel panels with white tile detailing, fenestration pattern, metal-frame windows with fixed top and bottom lights and center awning sash, attached sheet metal cornice, and brick parapet wall. The building retains the following aspects of integrity: location, setting, feeling, and association, and partially retains the aspects of workmanship, design, and materials.

Conclusion:

1543 Mission Street does not appear eligible for listing in the National Register of Historic Places, the California Register of Historical Resources or local designation under any criterion. Although the building location and typology reflect a general association with the 1906 Earthquake and Fire and Reconstruction period of significance, the 1926 construction date places the building outside of the primary scope of this broad pattern of San Francisco's history. Nor does the building embody the distinctive characteristics of a type, period or method of construction. It is not the work of a master, nor does it possess high artistic values.