

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) 969 Natoma 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 Location: Not for Publication Unrestricted *a. County: San Francisco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: 969 Natoma 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): 3510-023

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

969 Natoma St. is located on a 25' x 75' lot on the south side of Natoma Street, between 10th and 11th Streets. Built in 1906, 969 Natoma Street is a 2 story, wood frame, industrial building altered to Art Deco style. The rectangular-plan building, clad in flush metal panels, is capped by a parapeted gable roof. The primary façade faces north and is 3 bays wide. The entire façade is outlined in a two-tier architrave molding created with applied wood strips. The first story features an entrance with wood door in the left bay, a fixed metal-frame, multi-pane window in the center bay, and a bay entrance with metal overhead door in the right bay. The second story has a contiguous window composed of two metal-frame, multi-pane fixed sash flanking a vertically-oriented metal, divided fixed sash with central awning sash. The window is capped by an oversized, stepped pyramidal wood cap that extends to the roof line. Two metal vents are located on either side of the window cap. The building appears to be in fair condition, with large areas of failing paint and rust. The window sash also shows deterioration.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

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



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

*P6. Date Constructed/Age and Sources: Historic
1906
SF Assessors Office

*P7. Owner and Address:
Albert A & Luci Barling III
969 Natoma St
San Francisco, CA

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

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 1 of 3 *NRHP Status Code 6Z
*Resource Name or # (Assigned by recorder) 969 Natoma Street

B1. Historic Name 969 Natoma Street

B2. Common Name 969 Natoma Street

B3. Original Use industrial B4. Present Use: _____

*B5. Architectural Style utilitarian

*B6. Construction History
969 Natoma Street was constructed between 1910 and 1913.

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

*B8. Related Features none

B9a. Architect unknown . Builder unknown

*B10. Significance: Theme Industrial Employment Area: South of Market

Period of Significance 1890-1956 Property Type light industrial 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 both the 1906 Earthquake and Fire Reconstruction context and the Industrial Employment 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 Periods of Significance (1906-1929 and 1890-1956) of both contexts. 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:

969 Natoma Street was constructed between 1910 and 1913 on land that was formerly occupied by a two-story dwelling, a land use pattern that characterized the block prior to the 1906 Earthquake. The dwelling that originally stood on this lot was constructed in 1876 and destroyed by the 1906 earthquake or the resultant fire. (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

B13. Remarks

*B14. Evaluator Kelley & VerPlanck
*Date of Evaluation 5/1/2010

(This space reserved for official comments)

(Sketch Map with north arrow required.)



CONTINUATION SHEET

Page 2 of 3

Resource Name or # (Assigned by Recorder) 969 Natoma Street

*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation Update

B10: Significance (continued)

At the time of the earthquake, the lot was owned by the insurance broker named Charles Parmalee. In 1909, ownership of the lot changed hands, being purchased by a machinist named Ira V. Scholfield. In 1910, the lot was occupied by Weiler Brothers Stables, likely an interim use erected on the site after the disaster. The 1913 Sanborn describes the building at this lot as a two-story safe manufacturer, which the City Directory reveals to be C. J. Periam & Co. Safe Manufacturers and Dealers. In 1932, Scholfield sold the lot to William W. Hansen, who appears to have instigated the facade changes that now characterize the building. In 1940, the building was occupied by the United Service Co., a carpet cleaning company. The building is currently under renovation.

The 1906 Earthquake and resultant fire leveled the entire South of Market area. 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. Often residential and smaller commercial and industrial rebuilding preceded large scale industrial rebuilding due to necessity, relative ease of construction, and less difficulty settling insurance claims. 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. 969 Natoma Street, with its circa 1910 construction date, South of Market location and building typology (commercial/light industrial) clearly demonstrates an association with this broad pattern of San Francisco history.

From the beginning of the Gold Rush through at least the 1950s, San Francisco was a regional center for industrial employment, and large numbers of San Franciscans made their livings in these fields. One early San Francisco industry was metalworking, including the production of machinery for mining, railroad, and regional agricultural needs. As a busy mercantile center, warehousing and distribution were all important. Food processing, clothing manufacturing, furniture making, and many other industries were developed to supply the rapidly growing populations of California and other western states, for which San Francisco was the metropolis well into the twentieth century. Metalworking, which the C. J. Periam & Co. Safe Manufacturers and Dealers operation would have participated in, was an important industrial employer in San Francisco. Twenty-four machine shops, machinery manufacturers, or machinery distributors did business in the subject area during the Period of Significance. In 1909, such places employed 3,400 workers citywide, and added \$4.7 million to the economy. By 1954, despite increasing automation, they still employed slightly over 3,000, and contributed \$23.7 million to the city's economy. 969 Natoma Street, with its building typology and known association with industrial employment, clearly demonstrates an association with this broad pattern of San Francisco history.

Integrity:

969 Natoma Street has undergone significant alterations to the facade since its circa 1911 date of construction. A complete facade renovation in the late 1930s removed any original fenestration and replaced it with fixed and awning multi-light metal sash windows at the first and second story, and reclad the facade in stucco with the addition of an Art Deco geometric stepped ornament at the center which rises above the roofline. These renovations have since been altered at the first story, with the removal of metal sash window and replacement with glass block. The building has been twice altered from its original appearance and retains only the character defining features of its two-story height and rectangular massing. The building retains integrity of location and setting, but does not retain integrity of association, feeling, design, materials, or workmanship.

(continued)

CONTINUATION SHEET

Page 3 of 3

Resource Name or # (Assigned by Recorder) 969 Natoma Street

*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation Update

B10: Significance (continued)

Conclusion:

969 Natoma Street does not appear eligible for the National Register of Historic Places, California Register of Historical Resources or local designation under any criterion. The building's typology, circa 1910 construction date and South of Market Area location all clearly reflect an association with the 1906 Earthquake and Fire and Reconstruction period of significance, and the building's typology, location and known association with industrial employment clearly reflect an association with the Industrial Employment period of significance. However, two rounds of extensive facade alterations have severed the building's ability to accurately convey its association with either of these periods. Additionally, these alterations prevent the building from embodying the characteristics of any period, type or method of construction. Furthermore, the building does not represent the work of a master, nor does it possess high artistic value.