

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 3 *Resource name(s) or number (assigned by recorder) 150 Page St.

P1. Other Identifier: The Barcelona

*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 Location: Not for Publication Unrestricted *a. County: San Francisco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: 150 Page St. City: San Francisco Zip: 94102
 d. UTM: Zone: 10 mE/ _____ mN (G.P.S.)
 e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 0838-037 to -069

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)
 150 Page Street is located on the north side of Page Street, between Octavia and Gough Streets. Built in 1929, 150 Page Street is a five-story, wood-frame, multiple-family apartment complex designed in an Renaissance Revival style. The I-plan building, clad in smooth stucco, features a reinforced concrete foundation and is capped by a flat roof. The primary façade faces south and is seven bays wide. The typical fenestration consists of double-hung wood windows with multi-paned upper sashes and flat-panel surrounds. The first floor features an arched cloth awning and recessed main entry porch in the center. This entry is demarcated by sculpted quoins with rosette patterns, terracotta tile flooring, lavish tile paneling, and a stained mahogany doorway articulated with sculpted grillwork, ornamental cresting, and a sumptuous, single-light glazed wood door. On either side of this entryway are paired six-over-one double-hung windows, and multi-panel wood garage doors with an ornamental molded surrounds. The first and second floors are separated by a tear-drop molded belt course. Above, the upper four floors are characterized by shallow, four-story, semi-hexagonal bay windows in the left and right bays, and a row of five individual ten-over-one, double-hung windows in the center bays. All of the windows on the fifth floor featured arched upper sashes. (See Continuation Sheet)

*P3b. Resource Attributes: (list attributes and codes) HP3. Multiple family property

*P4. Resources Present: Building Structure Object Site District Element of District Other
 colonnettes, sculpted spandrel panels, brackets, and dentils

P5a. Photo



P5b. Photo: (view and date)
View from south
10/31/2006

*P6. Date Constructed/Age and Sources: Historic
1929
SF Assessors Office

*P7. Owner and Address:
Various

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

*P9. Date Recorded:
10/31/2006

*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)
 DPR 523A (1/95)

*Required information

Page 2 of 3

*Resource Name or # (Assigned by recorder) 150 Page St.

*Recorded by: Page & Turnbull

*Date 10/31/2006

Continuation

Update

***P3a. Description: (cont'd)**

The two bay windows are capped by broad entablatures detailed with shield motifs, finials, angular torch articulations, and ornamental cresting. At the same level, above the fifth floor windows, is a broad entablature adorned with button and rosette motifs. The primary facade terminates in an ornate cornice detailed with acanthus molding, water leaf-and shield molding, and ornamental cresting. The building appears to be in good condition.

P5a. Photo (cont'd)



View of main entrance.



View of roofline.

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary# _____

HRI # _____

Trinomial _____

Page 3 of 3

*Resource Name or # (Assigned by recorder) 150 Page St.

*Recorded by: Page & Turnbull

*Date 10/31/2006

Continuation

Update



Lily Street (north) elevation.



East elevation.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3CS

Page 1 of 3 *Resource Name or # (Assigned by recorder) 150 Page Street

B1. Historic Name 150 Page Street

B2. Common Name 150 Page Street

B3. Original Use Multiple Family Property B4. Present Use: Multiple Family Property

*B5. Architectural Style Renaissance Revival

*B6. Construction History
150 Page Street was constructed in 1929.

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

*B8. Related Features none

B9a. Architect attributed to Herman C. Baumann . Builder Peter Midburst

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: Hayes Valley

Period of Significance _____ Property Type _____ 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 (Residential) and dates from the Period of Significance (1906-1929) of that context. Based on its appearance, the building is also considered significant 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:

150 Page Street was constructed in 1929 by the first owner, Peter Midburst, a carpenter who resided at 529 Pierce Street. (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

(Sketch Map with north arrow required.)



(This space reserved for official comments)

CONTINUATION SHEET

Page 2 of 3

Resource Name or # (Assigned by Recorder) 150 Page Street

*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation Update

B10: Significance (continued)

According to the 1886 and 1899 Sanborn maps, the the surrounding neighborhood was full of single-family homes with rear cottages and small flats. 150 Page Street is located in the area that burned in the fire after the 1906 earthquake. The 1913 Sanborn map shows that the block on which the building would occupy in the future had several vacant lots, a few flats and one large apartment building. The 1950 Sanborn map shows that 150 Page has been constructed of reinforced concrete and contained 40 apartments. The block was nearly built out with only one vacant lot adjacent to 150 Page. Other buildings on the block consisted of several flats and large apartment buildings on the corner. Although 150 Page Street's construction date reflects a general association with the 1906 Earthquake and Fire and Reconstruction period of significance, the 1929 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:

Herman C. Baumann (1890-1960) was born in Oakland, CA and raised in the Potrero district of San Francisco. During the first five years of his career, he designed over 500 apartment buildings. Notable apartment buildings include the 22-story Bellaire at the southwest corner of Green and Leavenworth and the 15-story Bellevue Staten apartments on Lake Merritt in Oakland. During World War II, he worked for the Bureau of Yards and Docks of the US Navy and designed many of the buildings at Mare Island Navy Yard, Port Chicago and Hunter's Point. After the war, he primarily designed breweries, supermarkets and other industrial buildings.

The Renaissance Revival style is an eclectic design style that was first introduced in the United States around the turn of the 19th Century and came into prominence in the 1920s and 1930s. The style reflects the architectural influences of the Mediterranean coast, including Italian, Byzantine, and Moorish themes from southern Spain, as well as southern French styles. Structures designed in the style are typically multi-story and based on a rectangular floor plan, and feature massive, symmetrical primary façades. In San Francisco, the Renaissance Revival style is generally characterized by stuccoed wall surfaces - often scored to resemble masonry - flat or low-pitched terra cotta and tile roofs, arched first floor entrance porches, scrolled or tile-capped parapet walls, articulated door and window surrounds, and applied stucco crests, moldings and other with applied decoration.

150 Page Street exhibits characteristics of this style in its decorative elements including: the entry with sculpted quoins with rosette patterns, terra cotta tile flooring; lavish tile paneling, and a stained mahogany doorway articulated with sculpted grillwork, ornamental cresting, and a sumptuous, single-light glazed wood door and ornamental molded surrounds at garage doors; tear-drop molded belt course that separates first and second floors; shield motifs, finials, angular torch articulations, and ornamental cresting at top of bay windows; entablature adorned with button and rosette motifs at the fifth floor; fenestration pattern with semi-hexagonal bay windows in the upper stories at the corners, window openings arched at the fifth story, and all filled with ten-over-one, double-hung wood sash; ornate cornice detailed with acanthus molding, water leaf-and shield molding, and ornamental cresting; and projecting cornice ornamented with acroteria.

Integrity:

150 Page Street appears to have undergone few alterations. It retains its character-defining features including: its height and massing; smooth stucco cladding; Renaissance Revival decorative elements including the entry with sculpted quoins with rosette patterns, terra cotta tile flooring, lavish tile paneling, and a stained mahogany doorway articulated with sculpted grillwork; ornamental cresting, and a sumptuous, single-light glazed wood door and ornamental molded surrounds at garage doors; tear-drop molded belt course that separates first and second floors; shield motifs, finials, angular torch articulations, and ornamental cresting at top of bay windows; entablature adorned with button and rosette motifs at the fifth floor; fenestration patter with semi-hexagonal bay windows in the upper stories at the corners, arched at the fifth story all filled with ten-over-one, double-hung sash; ornate cornice detailed with acanthus molding, water leaf-and shield molding, and ornamental cresting; and flat roof. (continued)

CONTINUATION SHEET

Page 3 of 3

Resource Name or # (Assigned by Recorder) 150 Page Street

*Recorded by: Kelley & VerPlanck

Date 5/1/2010

Continuation Update

B10 Significance (continued)

The property retains the following aspects of integrity: location, design, setting materials, workmanship, feeling, and association.

Conclusion:

150 Page Street Street appears to be eligible for listing in the California Register of Historical Resources under Criterion 3 (Design/Construction) as an intact and well-preserved example of a Renaissance Revival apartment building. The building retains sufficient character defining features which allow it to embody the "distinctive characteristics of a type, period, region or method of construction."

Character Defining Features:

Character-defining features include: height and massing; smooth stucco cladding; Renaissance Revival decorative elements including the entry with sculpted quoins with rosette patterns, terra cotta tile flooring, lavish tile paneling, and a stained mahogany doorway articulated with sculpted grillwork, ornamental cresting, and a sumptuous, single-light glazed wood door and ornamental molded surrounds at garage doors; tear-drop molded belt course that separates first and second floors, shield motifs, finials, angular torch articulations, and ornamental cresting at top of bay windows; entablature adorned with button and rosette motifs at the fifth floor; fenestration patten with semi-hexagonal bay windows in the upper stories at the corners, arched at the fifth story all filled with ten-over-one, double-hung sash; ornate cornice detailed with acanthus molding, water leaf-and shield molding, and ornamental cresting; and flat roof.