



SAN FRANCISCO PLANNING DEPARTMENT

Historic Resource Evaluation Response

Date January 9, 2014
Case No.: 2013.1560E
Project Address: 2950 Vallejo Street
Zoning: RH-1(D) (Residential-House, One Family-Detached)
40-X Height and Bulk District
Block/Lot: 0956/010
Date of Review: January 3, 2013 (Part I)
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PART I: HISTORIC RESOURCE EVALUATION

Buildings and Property Description

The subject property, 2950 Vallejo Street, is located on the north side of Vallejo Street between Lyon Street and Baker Street in the Pacific Heights neighborhood. The subject lot is predominately rectangular in shape and measures 55.5 feet wide, although the western lot line is 150 feet deep, while the eastern lot line is 137.5 feet deep. The property is located within an RH-1(D) (Residential-House, One Family-Detached) Zoning District and a 40-X Height and Bulk District.

The subject property is occupied by a three-story-over-raised-basement, single-family residence constructed in 1927 and designed with Renaissance Revival influences. The basement level was constructed using reinforced concrete, while the upper floors feature steel frame construction. The building is predominately rectangular in plan, with a shallow ell at the northwest corner. It is clad with rusticated stucco at the base and polychrome brick laid in a Flemish bond above, and capped by a hip roof clad with red clay tiles. The roofline is marked by a plain frieze, dentil molding and a modillion cornice. An interior chimney is located near the roof ridge toward the front of the property, while an additional chimney is located near the northwest corner.

The house is set back from the front property line and separated from the street by a site wall featuring the same polychrome bricks used to clad the house. The site wall is pierced by brick walkways with ornamental metal gates toward the east and west ends. At the extreme west end is a brick driveway opening with an ornamental metal gate. The driveway runs along the east end of the property before reaching a turning area toward the rear. This turning area consists of a large, reinforced concrete platform with a curving wall at the north end.

The south façade faces Vallejo Street and features two bays. A half-round bay window is located in the western bay of the first story and features three pairs of leaded glass casement windows separated by Doric colonettes, as well as a plaster floriated frieze. The eastern bay features an arched, divided-lite window with paired casements, sidelights and an ornamental balcony with a floral corbel at the base. Below are four basement windows covered by decorative metal grilles. The second story of the south

façade features two wood multi-lite wood casement windows with ornamental plaster surrounds. Above, a dentil stringcourse and intermediate cornice separate the second and third floors. The third story features five wood casement windows separated by colonettes and flanked by panels featuring plaster ornament. This fenestration pattern continues to include a single casement window at the southeast and southwest corners of the building. A brick wing wall is located at the southwest corner of the building and includes an arched entry with a decorative metal gate. Beyond is a partially-glazed wood entry door.

The primary entry is located at the center of the east façade and is marked by an arcade with two terrazzo Corinthian columns supporting three arches and barrel vaults. Above the central arch is a plaster shield with cherubs. The entry is approached by marble steps from the south and includes a formal balustrade at the eastern end with an urn at center. Beneath this urn is a plaster zoomorphic head and an arched basement niche window with ornamental grille. The fully-glazed metal entry door is recessed within the arcade and features a floriated metalwork grille and a classically ornamented surround. The entry is flanked by small windows with floriated metalwork grilles. Larger windows consisting of paired casements with ornamental grilles at the base are located at the north and south ends of the first story.

Above, the second story of the east façade features three large casement windows spanning the façade, with smaller multi-light wood casements between them. The third story features three small leaded glass windows at center, with another window located toward the northeast corner. Fenestration on the west façade is not easily viewed from the public right of way but includes several small punched window openings.

The rear (north) façade includes a large wood paneled garage door with turned wood grilles at the basement level toward the east. This door appears to be original to the property. A multi-lite casement window is located toward the west. The first story of this façade is marked by three large arched windows; two are fixed while the other features T-shaped division. At the base of these windows is a curved balcony. The second story of this façade includes a bronze or copper angled bay window to the west and a fixed window to the east. The third story features two rectangular windows.

Building permits indicate only one exterior alteration: the replacement of seven 4' x 5' leaded-glass "penthouse" windows with wooden casements in 1965. According to a historical resource evaluation prepared by architectural historian, William Kostura (dated October 2013), these windows appear to be located at the third story facing Vallejo Street, and the adjacent windows around the corners. Four other permits exist for interior alterations, primarily to the kitchens and bathrooms.

Pre-Existing Historic Rating / Survey

The subject property was included in the 1976 Department of City Planning Architectural Survey and assigned a rating of "2." It has not been addressed by any other surveys and is not listed on any local, state or national registries. The subject property is therefore considered a "Category B" property (Properties Requiring Further Consultation and Review) for the purposes of the Planning Department's California Environmental Quality Act (CEQA) review procedures due to its age. It is worth noting that eight additional properties on the subject block were also assigned ratings by the 1976 Survey, including all but one of the properties on the south side of the 2900 block of Vallejo Street. In addition, two properties on the subject block face, 2980 Vallejo Street (1908; Edgar Mathews) and 2990 Vallejo Street (1908; Walter Bliss) are included in the 1968 Junior League survey, published as *Here Today*. Two additional properties on the subject block were also included in *Here Today*: 2801 Green Street (1905) and 2829 Green Street (circa 1870s).

Neighborhood Context and Description

2950 Vallejo Street is located in San Francisco’s Pacific Heights neighborhood, an area roughly bounded by Green Street on the north, California Street on the south, Van Ness Avenue on the east, and Presidio Avenue and Lyon Street on the west. The area surrounding the subject property is exclusively residential and characterized by detached, two- to three-story single-family dwellings featuring front and side setbacks. Construction dates for buildings located on the subject block range from circa 1875 to 1999, although most were built between 1905 and 1924. This is reflected in the architecture of the building stock, which includes examples of buildings designed in the Shingle (First Bay Region), Classical Revival, Renaissance Revival, Colonial Revival and Mediterranean Revival styles, as well as vernacular designs. Many of these buildings, particularly those along the north side of Vallejo Street, are large, architect-designed residences featuring superior craftsmanship.

CEQA Historical Resource(s) Evaluation

Step A: Significance

Under CEQA section 21084.1, a property qualifies as a historic resource if it is “listed in, or determined to be eligible for listing in, the California Register of Historical Resources.” The fact that a resource is not listed in, or determined to be eligible for listing in, the California Register of Historical Resources or not included in a local register of historical resources, shall not preclude a lead agency from determining whether the resource may qualify as a historic resource under CEQA.

Individual	Historic District/Context
Property is individually eligible for inclusion in a California Register under one or more of the following Criteria:	Property is eligible for inclusion in a California Register Historic District/Context under one or more of the following Criteria:
Criterion 1 - Event: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Criterion 1 - Event: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Criterion 2 - Persons: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Criterion 2 - Persons: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Criterion 3 - Architecture: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Criterion 3 - Architecture: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Criterion 4 - Info. Potential: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Criterion 4 - Info. Potential: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Period of Significance: 1927	Period of Significance: ca. 1895 - 1930
	<input checked="" type="checkbox"/> Contributor <input type="checkbox"/> Non-Contributor

Based on the information provided in a historical resource evaluation prepared by architectural historian, William Kostura (dated October 2013), information found in the Planning Department files, and research conducted on the Pacific Heights neighborhood, Preservation staff finds that the subject building is individually eligible for listing in the California Register of Historical Resources under Criterion 3 (Architecture). Department staff also find that the building contributes to a potential California Register-eligible historic district significant under Criterion 3.

Criterion 1: It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.

Prior to the Gold Rush, the area today known as Pacific Heights was largely characterized by sand dunes and chaparral, although it abutted the lands of the Presidio, a military fortification established in 1776 by

the Spanish government. In 1835, a soldier at the Presidio, Apolinario Miranda, was given a land grant at the site of El Ojo de Agua Figueroa, a natural spring located near the intersection of what is today Lyon and Green streets. Miranda, along with his wife, Juana Briones, developed the area as a farm with an adobe residence, fruit orchards and a cattle corral—marking the first formal development of the Pacific Heights area.

Following the Gold Rush, the street grid for Pacific Heights was platted during the 1850s as a result of the Van Ness Ordinance, which created a large addition to the city boundaries known as the “Western Addition.” This legislation also reserved several squares for public use, including Alta Plaza, Lafayette Park, Jefferson Square, Hamilton Square and Alamo Square. During this period, access to the Pacific Heights area was hampered by the steep topography. The closest formal transportation route was the Presidio Road, developed during the 1840s with an alignment roughly following today’s Union and Filbert streets.

From the 1850s through the 1870s the area remained far removed from the more populous areas of the city and was used primarily for dairies and cattle ranching. The 1869 U. S. Coastal Survey map of San Francisco shows that only California and Sacramento streets had been graded as far west as what is today Divisadero Street, and the nearest streetcar operations were horse-drawn cars running along Post Street to the south, and at Sutter and Polk streets to the east. Within the boundaries of Pacific Heights, only a few dozen buildings are shown, most of which were located away from the steep upper slopes.

The primary catalyst for sustained development of Pacific Heights was the invention of the cable car, which revolutionized transportation by reducing travel times and making it much more feasible to develop the city’s hills. In 1877, the Clay Street Hill Railroad was extended west to Van Ness Avenue, bringing the eastern portion of Pacific Heights within easy commuting distance of downtown. Two years later, the California Street Cable Railroad extended its operations as far west as Presidio Avenue, and by 1891 additional lines had been installed running out Jackson and Union streets, as well as along Pacific Avenue as far west as Fillmore Street.

The evolution of Pacific Heights as a prestigious suburb during this period can be traced to a number of factors. One was the decline of the city’s first fashionable neighborhood, Rincon Hill, following construction of the Second Street Cut in 1869. A few years later, tree planting efforts along Van Ness Avenue—one of the city’s broadest thoroughfares—increased the attractiveness of that boulevard and a number of grand Victorian residences were built along or in close proximity to Van Ness Avenue. As more cable car lines were extended westward from Van Ness Avenue, the construction of large homes followed their routes.

Generally speaking, the development pattern in Pacific Heights during the late-19th and early-20th centuries was characterized by the construction of large detached residences with ample front and side setbacks. Flats were a minority. Many of the largest homes were built on oversized lots with extensive side yards, or commanded prestigious corner locations. The block interiors were frequently built up with comparatively modest—though still substantial—two-story residences. Pacific Heights was not monolithic, however. Some areas followed a development pattern more closely attuned to the urban density seen elsewhere in the Western Addition, with streets lined with rows of dwellings and flats with little or no side setbacks. These included the area south from Jackson Street and west of Buchanan Street, as well as the northeastern portion of the neighborhood along Green Street between Octavia and Webster

streets. The latter included distinct pockets of semi-identical flats, dwellings and rowhouses—a few of which survive, including 1950-1960 Green Street and 2811-2819 Buchanan Street.

Initially, wood frame construction was dominant, although brick construction grew in popularity toward the turn of the century. Commercial development was relatively rare, although shopping districts did evolve along some of the cable car routes, particularly California, Union and Fillmore streets. By the turn of the century much of the eastern and southern portions of Pacific Heights were beginning to approach build-out, although development remained fairly sparse in the northwestern portion of the neighborhood. This was partly due to the extreme topography. In particular, the area between Scott Street and the Presidio featured some of the steepest grades in the neighborhood, with a change in elevation of more than 100 feet between Pacific Avenue and Vallejo Street. As a result, streets such as Lyon, Baker and Broderick were developed with stairways rather than graded streets south of Broadway.

The neighborhood largely escaped damage during the 1906 Earthquake and Fire, when Van Ness Avenue was used as a fire break. As with other neighborhoods located outside the burned districts, Pacific Heights soon experienced a punctuated period of infill as displaced residents relocated to the area. Evidencing shifting architectural tastes, the new buildings were constructed in a variety of styles, although Shingle (or First Bay Region), Craftsman, Classical Revival and Period Revival design influences were most popular. A substantial number of these homes were architect designed and constructed with a high level of craftsmanship. Master architects known to have worked in Pacific Heights include George Applegarth, Bakewell and Brown, Bliss and Faville, Ernest Coxhead, Lewis Hobart, John Galen Howard, Edgar Mathews, G. Albert Lansburgh, Bernard Maybeck, and Willis Polk, among others.

Pacific Heights experienced another significant period of growth during the 1920s, as San Francisco and the rest of the United States participated in a sustained building boom. A major force for this growth was the advent of the private automobile, which facilitated the development of areas further away from streetcar lines. The popularity of the private automobile also led to changes in residential design, with most new homes featuring driveways and integral garages.

Another result of the 1920s building boom in Pacific Heights was the demolition of large Victorian homes—by this time seen as passé—for the construction of elegant new apartment buildings. This type of activity was most pronounced at the eastern end of the neighborhood, particularly east of Fillmore Street. Improvements in construction equipment and engineering techniques during the 1920s also facilitated construction at sites previously viewed as too steep or otherwise unsuitable for development. By the end of the decade, only one large undeveloped parcel remained in Pacific Heights: the block bounded by Broadway, Vallejo, Divisadero and Scott streets. This area would subsequently be developed during the 1930s as the Normandie Terrace subdivision.

During World War II, many of the surviving large Victorians in Pacific Heights were subdivided into boarding houses to accommodate a huge influx of war workers. As building activity revived during the post-war period, many of these buildings were demolished and replaced with multi-story apartment buildings. All of the cable car lines were also removed from the neighborhood. During this same period, several large homes were purchased for institutional uses. These included a group of homes on the 2200 block of Broadway used for school buildings by the Convent of the Sacred Heart. The San Francisco Historical Society also purchased 2090 Jackson Street for its headquarters. Other homes were and continue to be used as foreign consulates. Today, Pacific Heights remains one of the most prestigious neighborhoods in the city. The presence of many large apartment buildings lends an urban feel to the

eastern end of the neighborhood, while the blocks between Jackson and Green streets west of Steiner Street continue to serve as an elegant enclave of primarily single-family dwellings.

The first Sanborn fire insurance maps showing the subject block were produced in 1893 and indicate that it then featured four frame dwellings, including 2829 and 2843-2845 Green Street, both of which remain extant. Of these two, 2829 Green Street is the older and was likely constructed in the 1870s as one of the oldest surviving homes in the neighborhood. Another dwelling is shown on the map toward the west end of the block within a fenced orchard—almost certainly a remnant of the farm originally developed by Apolinario Miranda and Juana Briones during the 1830s. Almost no development is shown on the blocks to the south and east, save for the Pacific Avenue Elementary School, located on the 2900 block of Pacific Avenue.

Similar conditions are shown on the 1899 Sanborn map, although by this time steady development had occurred on the blocks east of Divisadero Street, several of which were approximately thirty- to fifty-percent built out. Steady growth of the neighborhood is also indicated by the 1905 Sanborn map, although the blocks bounded by Broadway, Broderick, Lyon and Green streets (including the subject block) remained the least developed in the area.

San Francisco Assessor's data indicate that approximately a quarter of the subject block was built up in the five years following the 1906 Earthquake. A fair amount of construction also occurred in the neighborhood during the early 1910s, some of which likely anticipated the 1915 Panama Pacific International Exhibition (PPIE) which was developed a few blocks to the north in what is today the Marina neighborhood. While the Exposition was still taking place, an organization known as the Exposition Preservation League was formed by property owners in Pacific Heights. Their expressed goal to protect their property values by promoting public zoning restrictions in order to avoid haphazard redevelopment of the Exposition grounds.

By 1920, the subject block had been built up with a number of elegant residences, many of which were constructed by some of San Francisco's most distinguished master architects. These included 2980 Vallejo Street (1908), designed by Edgar Mathews as his personal residence; 2990 Vallejo Street (1914), designed by architects Bliss and Faville as Walter Bliss' personal residence; 2900 Vallejo Street (ca. 1916), designed by Louis Upton—who also designed the Lyon Street stairs in 1916; and 2930 Vallejo Street (1919), designed by architects Powers and Ahnden.

The northwestern portion of the block, however, was largely undeveloped—although subsequent lot divisions and infill construction occurred during the 1920s-through the 1950s. Another infill project included 2960 Vallejo Street, designed by master architect, Joseph Esherick, and constructed in 1950. The subject block was not completely built out until the 1990s, when lot subdivisions along Green and Lyon streets allowed for the construction of two new dwellings.

Considered as a whole, 2950 Vallejo Street does not appear to be associated with significant events such that it would be individually significant under the Criterion. The subject block also does not appear significant under Criterion 1 as a potential historic district. The subject block was essentially built out over a period spanning more than 80 years and does not singularly demonstrate any specific or important association with development of the Pacific Heights neighborhood.

It is therefore determined that 2950 Vallejo Street is not eligible for listing in the California Register individually or as a contributor to a potential historic district under Criterion 1. However, this finding

does not preclude the identification of other individual buildings or potential historic districts in the Pacific Heights neighborhood as significant under this Criterion.

Criterion 2: It is associated with the lives of persons important in our local, regional or national past.

According to information provided in the historic resource evaluation prepared by William Kostura, 2950 Vallejo Street was originally constructed for William R. Clark (1855-1933), president of the Clark and Henery Construction Company, paving contractors. Prior to completion of the house, Clark lived nearby at 2626 Baker Street. Archival records and historic newspaper articles indicate that the firm of Clark & Henery (earlier Clark, Henery & Wood) was formed in Stockton, California during the 1890s. According to an obituary appearing in the *San Francisco Call* on December 7, 1912, Samuel Henery had served as Superintendent of Streets in Stockton during the administration of mayor, William R. Clark. At the end of Clark's term, they formed the Clark and Henery Contracting Company. By 1911 they had branched out into numerous cities including operations in Stockton, Sacramento, San Francisco, Portland and Honolulu. While their principal business was road paving, they also contracted for the construction of bridges, commercial buildings, wharves and other facilities. Following William R. Clark's death in 1933, the house was owned by his widow, Alice, until 1935. While Clark appears to have been a figure of regional importance, the most productive years of his career pre-date construction of the subject property, and at least one of his earlier residences remains extant. Therefore, the subject property does not appear to be eligible under Criterion 2 for its association with William Clark.

Between 1935 and 1939 the subject property was owned by Albert Stanwood Murphy (1892-1963), president of the Pacific Lumber Company of Scotia, California. The Pacific Lumber Company was founded in 1895, and in 1905 came under the control of Simon Murphy, Sr., a Detroit businessman. A. Stanwood Murphy became president of the company in 1931. The company was known for pioneering harvesting practices, which held that the company could not cut more lumber than was produced by new growth in any one year. The headquarters of the company were located within the company-owned town of Scotia, which remains largely intact. City directories indicate that Stanwood lived with his wife, Hazel, in Pasadena during the 1910s, in Menlo Park during the 1920s, Scotia in 1930 and San Francisco in 1931 and 1934. In 1939 A. Stanwood Murphy separated from his wife, and following their divorce Hazel retained ownership until 1948. While Albert Stanwood Murphy led one of California's most notable lumber firms, his association with the subject property was both intermittent and relatively brief. He is identified as living in Scotia, California during several of the same years as he owned the subject property. Therefore, the subject property does not appear to be eligible under Criterion 2 for its association with Albert Stanwood Murphy.

Research performed by Preservation staff appears to show that the property was used as a rental property following the Murphy's divorce. Between 1940 and 1941, city directories and other sources indicate a period of occupancy by Fritz Wiedemann, appointed by Adolph Hitler as Germany's Consul General to the United States. During World War I, Wiedemann had served as an adjutant, with Adolph Hitler serving as one of his orderlies. After Hitler became German Chancellor, Wiedemann began serving in the government and quickly rose to become an important figure in the Nazi leadership. In 1939, however, he fell from favor with Hitler and was detailed to the United States. Wiedemann lived first in Hillsborough and then moved into 2950 Vallejo Street. At that time, the German consulate in San Francisco was considered the clearing house for all diplomatic mail sent from Germany to North and

South America.¹ Wiedemann hosted numerous social functions at the house and moved easily through San Francisco society—earning several mentions in the columns of Herb Caen. He is also known to have met with a number of Nazi sympathizers. In 1941, all German consulates were ordered closed and Wiedemann was expelled from the United States. In 1945 Widemann was arrested by U.S. intelligence personnel in China and charged with war crimes. He cooperated with prosecutors during the Nuremburg Trials, however, and escaped imprisonment. Following Widemann's period of occupancy, the only person listed at the address was Gerald P. Selsor, a chauffeur, in 1942. While Widemann's association with the property is intriguing, it does not appear significant to the extent that the building is individually eligible under Criterion 2.

From at least 1945 to 1962 the property was occupied by William G. Gilmore (1902-1962), owner of Gilmore Steel and Supply Company, which sold various metal products and tools from its location at 840 Brannan Street in San Francisco. Gilmore purchased the house in 1952 from the California Pacific Title Company, and remained at the property until his death. While Gilmore was clearly a successful businessman, he does not appear to have been a person of local, regional or statewide significance. Therefore, the subject property does not appear to be eligible under Criterion 2 for its association with William G. Gilmore.

From 1962 to 1974 the property was owned by Charles W. Robinson (1919-). Robinson was born in Long Beach, CA and studied at U.C. Berkeley before entering the U.S. Naval Academy. In 1948 he received his MBA from Stanford University and worked for a time production manager for Golden Gate Dairy Products, and later as management consultant. In 1952 he moved to San Juan de Marcona, Peru to help form the Marcona Mining Company. The business shipped iron ore primarily to Japan and Europe, and pioneered the development of the Panamax, a 105,000-ton ship which was then the largest to pass through the Panama Canal. According to an article in the *Stanford Graduate School of Business' Report to Investors 2010-2011*, Marcona Mining Company by the 1960s was operating the largest dry cargo shipping operations in the world, while also expanding mining operations to Brazil, New Zealand, Australia, India and Chile. In 1957, Robinson married Mara Lindovna, a founder of the Opera-West Company in San Francisco. Robinson became president of the Marcona Mining Company in 1961, having previously served as Executive Vice President and General Manager. From 1975 to 1976, Robinson served as U.S. Under Secretary of State for Economic Affairs, and in 1976 to 1977 served as U.S. Deputy Secretary of State. Robinson went on to form the Dyna Yacht Company, as well as M-Ship Company, which designed the M-80 Stiletto boat for use by the U.S. military. Considered as a whole, Charles W. Robinson's mining and shipping operations appear to be nationally significant. However, it does not appear that 2950 Vallejo Street figured significantly in Robinson's management of the Marcona Mining Company. As part of the research for this report, Preservation staff contacted Charles Robinson at his home in Santa Fe, New Mexico, where he has lived continuously since 1979. According to Mr. Robinson, while he did entertain various business contacts at the house, it served primarily as a personal residence and his principal place of business was at the company offices at 601 California Street and later the Alcoa Building (both extant). Thus, the subject property does not appear to be eligible under Criterion 2 for its association with Charles W. Robinson.

¹ Michael Svanevik and Shirley Burgett, "Adolph Hitler's Special Agent in America," *Contra Costa Times*, 11/8/2013.

In 1975 the subject property was purchased by Joseph P. Tarantino, a wholesale produce distributor who founded the Lee Ray-Tarantino Company, which operated in the old produce market. In 1962, when the produce market was planned for redevelopment, Tarantino helped found the Golden Gate Produce Terminal at South San Francisco. While Gilmore was clearly a successful businessman, he does not appear to have been a person of local or regional importance to the extent that the property is individually significant under this Criterion. Therefore, the subject property does not appear to be eligible under Criterion 2 for its association with Joseph P. Tarantino.

The subject property has been owned and occupied by a number of prominent personages, several of whom appear to be figures of regional or statewide importance. However, research has not indicated that the subject property is the best or only representative of their productive lives. It is therefore determined that 2950 Vallejo Street is not eligible for listing in the California Register under Criterion 2.

Criterion 3: It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.

According to the historical resource evaluation prepared by William Kostura, 2950 Vallejo Street was constructed in 1927 and designed by architects Charles E. Gottschalk and Martin Rist. In the early 20th century both architects had worked as draftsmen for master architect, William Curlett, and between 1926 and 1927 they formed a partnership. In 1927, when the subject property was constructed, they worked together out of the same office although formally maintaining separate practices.

Charles E. Gottschalk (1865-1929) was born in San Francisco and worked as a draftsman for J. Cather Newsom during the 1890s. In 1900 he began working as a draftsman for William Curlett during a period in which Curlett designed the Shreve, Phelan, Head and Mutual Saving Bank buildings. Gottschalk opened his own practice in 1909, although he continued to maintain a close relationship with Curlett. Gottschalk's frequently designed residential buildings, although his most prominent commission was an addition to the First National Bank at 1 Montgomery Street, including the interior banking hall.

Martin Rist (1888-1956) was born in Ohio and arrived in San Francisco in 1906 where he began working for William Curlett. He continued to work for Curlett until 1914, and then as a designer for Charles Gottschalk and Carl Werner. In 1923 he opened his own practice, and a year later joined Gottschalk in partnership. Beginning in the 1930s Rist designed a number of institutional properties, including the Taraval Police Station (ca. 1930), University Mound Old Ladies' Home (1931-1932), and the Psychopathic Ward at San Francisco General Hospital. Following World War II, Rist designed the West Portal Lutheran Church (1947), Mercy High School (1952), and St. Cecilia Catholic Church (1954-1956). Of the two architects, Rist's career was more distinguished and he appears to qualify as a master architect.

Based on a review of the building's architectural features, 2950 Vallejo Street appears to be a distinctive and significant example of formal, Renaissance Revival architecture in San Francisco. The building possesses high artistic values executed with a superior level of craftsmanship and materials, most notably the arcaded entry with its balustraded marble entry sequence, terrazzo columns, vaulted ceilings and applied plaster ornamentation. Other notable architectural features include the half-round bay window with colonettes and floriated frieze; the casement windows divided by colonettes at the third story, and the French window with floriated corbel base. The repetitive use of formal and highly ornate ironwork gates, grilles and balconettes, as well as leaded glass casements, also lends distinction to the composition.

The building also appears to be a part of a potential historic district. As discussed in the historical resource evaluation prepared by William Kostura, the north side of the 2900 block of Vallejo includes seven large, formal, brick or stucco clad houses, most of which feature Period Revival design influences. Preservation staff concur with Mr. Kostura's opinion that a historic district exists in the area, albeit with larger boundaries than those outlined in the historical resource evaluation.

Based on a neighborhood reconnaissance conducted by Department staff, as well as research performed in conjunction with this report, this potential Pacific Heights historic district is located at the western edge of the neighborhood in an area roughly bounded by Pacific, Lyon, Steiner and Green streets. It is exclusively residential and characterized by large, formal, detached dwellings, typically two- to three-stories in height, and frequently incorporating front and side setbacks with associated garden and/or site walls. Given the topography of the area, which slopes down steeply from south to north, most of the district contributors are located along the north side of their respective block faces, or along north-south streets where they command sweeping views of San Francisco Bay.

The period of significance for the district is circa 1895 to 1930, although the vast majority of properties were constructed between 1905 and 1925. This is reflected in the architecture of the building stock, which includes a few scattered examples of late-Victorian (typically Queen Anne) architecture, but is most frequently characterized by Shingle (or First Bay Region), Arts & Crafts, Classical Revival, Colonial Revival, Tudor Revival, French Provincial and Mediterranean Revival design influences. Although a variety of cladding materials and rooflines are present, the district exhibits a cohesive and consistent pattern of massing and setbacks, as well as an overall superior level of architectural detailing and materials. Collectively, the district also embraces one of the densest concentrations of residences designed by master architects in San Francisco.

The east-west boundaries of the district include all the properties along the north side of Vallejo Street between Lyon and Scott Street; all of the properties along the north side of Broadway Street between Lyon and Divisadero streets—as well as between Scott and Steiner streets; all of the properties along the north side of Pacific Avenue between Lyon and Steiner streets—excepting a small portion in the vicinity of Broderick Street—as well as properties along the south side of Pacific Avenue between Broderick and Scott streets; and properties along both sides of Green Street between Divisadero and Scott streets. North-south extensions of the district include Baker Street between Pacific Avenue and Broadway Street; Divisadero between Pacific Avenue and Green Street; Scott Street between Pacific Avenue and Green Street; and Pierce Street between Broadway and Green streets. It should be noted that this district wraps around—but does not include—the Normandie Terrace subdivision, which features a separate and distinct development history relative to the surrounding area.

It is therefore determined that 2950 Vallejo Street is individually eligible for listing in the California Register under Criterion 3, and also contributes to a potential historic district eligible for listing in the California Register under Criterion 3.

Criterion 4: It yields, or may be likely to yield, information important in prehistory or history.

Based upon a review of information in the Departments records, the subject property is not significant under Criterion 4, which is typically associated with archaeological resources. The building is also unlikely to yield information important to history, such as evidence of unique building materials or methods.

It is therefore determined that 2950 Vallejo Street is not eligible for listing in the California Register under Criterion 4.

Step B: Integrity

To be a resource for the purposes of CEQA, a property must not only be shown to be significant under the California Register of Historical Resources criteria, but it also must have integrity. Integrity is defined as "the authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's period of significance." Historic integrity enables a property to illustrate significant aspects of its past. All seven qualities do not need to be present as long the overall sense of past time and place is evident.

The subject property retains integrity of location and setting as it has never been moved and is largely surrounded by buildings that were present at the time of its construction. It remains in use as a residence and thus retains integrity of association. The building also retains integrity of design, workmanship, materials and feeling as it has experienced relatively few alterations and readily conveys association with its original construction.

The subject property has retained or lacks integrity from the period of significance noted in Step A:

Location:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks	Setting:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks
Association:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks	Feeling:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks
Design:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks	Materials:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks
Workmanship:	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks			

Step C: Character Defining Features

If the subject property has been determined to have significance and retains integrity, please list the character-defining features of the building(s) and/or property. A property must retain the essential physical features that enable it to convey its historic identity in order to avoid significant adverse impacts to the resource. These essential features are those that define both why a property is significant and when it was significant, and without which a property can no longer be identified as being associated with its significance.

The character defining features of 2950 Vallejo Street include the following:

- Overall form and massing
- Polychrome brick and rusticated stucco cladding
- Hip roof clad with clay tiles
- Dentil stringcourses and modillion roofline with overhanging eaves
- Applied plaster ornament, including decorative window and door surrounds
- Overall fenestration pattern characterized by wood casement windows in punched openings; of particular importance are the third story casement windows divided by colonettes, the half-round bay window with leaded glass casements (south façade), the casement window with balconette (south façade), and the leaded glass windows generally
- Decorative metalwork gates, grilles and balconettes
- Brick wing wall with arched entry (south façade)

- Arcaded entry, including marble steps and balustrade, terrazzo columns and vaulted ceilings (east façade)
- Bronze or copper angled bay window (north façade)
- Arched window openings with curving balcony (north façade)
- Garage door with turned wood grille
- Brick site wall with caps, finials and ornamental gates

The general character-defining features of the potential Pacific Heights historic district include the following:

- Large, formal dwellings, typically two- to three-stories in height above a raised basement
- Frequent use of front and side setbacks with associated garden and/or site walls
- Overall superior level of architectural details and the use of high quality materials
- Gable and hip roof forms are most common
- Wood-sash windows (double-hung and casement) are most common
- Wood shingle, brick or stucco cladding materials are most common
- Buildings frequently sited on lots offering views of San Francisco Bay

CEQA Historic Resource Determination

- Historical Resource Present
- Individually-eligible Resource
 - Contributor to an eligible Historic District
 - Non-contributor to an eligible Historic District
- No Historical Resource Present

PART I: SENIOR PRESERVATION PLANNER REVIEW

Signature: Tina Tam
Tina Tam, Senior Preservation Planner

Date: 1-29-2014

cc: Virnaliza Byrd, Environmental Division/ Historic Resource Impact Review File



View northwest to the primary and east façades of 2950 Vallejo Street (Google Maps)



View northeast to the primary and west façades of 2950 Vallejo Street (Google Maps)



2950 Vallejo Street satellite view (Google Maps)



Detail of entry on east façade (William Kostura)



Detail views of primary entry (left) and window flanking the entry (William Kostura)



Contextual view of 2950 Vallejo Street relative to the adjacent block face (Google Maps)