


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) 691 Market Street	
P1. Other Identifier:	Hearst Building, Examiner Building, 5 3rd Street	
*P2. Location:	<input type="checkbox"/> Not for Publication <input checked="" type="checkbox"/> 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	Date: 1994
*c. Address:	691 MARKET ST	City: San Francisco Zip: 94105
d. UTM: Zone: 10	mE/	mN (G.P.S.)
e.	Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): Parcel #: 3707057	
*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)		
<p>691 Market Street (or 5 3rd Street) occupies a five-sided 13,333 s.f. lot on the east corner of Market and 3rd streets. Designed by Kirby Petit & Green (interior by Julia Morgan), and built in 1909, the 13-story reinforced-concrete commercial building is clad in terra cotta. Its chamfered facade is organized in a two-part vertical composition. The two-story base has a monumental entrance on the angled elevation facing the corner of 3rd and Market streets. The entrance is surmounted by a massive broken pediment of terra cotta supported by fluted pilasters with Composite Corinthian capitals. A large cartouche with the letter "H" sits directly above the entrance. A polychrome terra cotta intermediate cornice divides the first and second floors. The transitional third story has another polychrome intermediate cornice. The shaft region is divided into three bays on each of the main elevations. Each bay contains two double hung wood windows and metal spandrel panels. Massive Tuscan piers demarcate the bays. The corner piers have one punched window opening at each floor. The facade terminates with a narrow terra cotta cornice surmounted by antefixes. The building is topped by a flat roof. The building appears to be in good condition.</p>		
*P3b. Resource Attributes: (list attributes and codes) HP7. 3+ Story Commercial Building		
P4. Resources Present: <input checked="" type="checkbox"/> Building <input type="checkbox"/> Structure <input type="checkbox"/> Object <input type="checkbox"/> Site <input type="checkbox"/> District <input checked="" type="checkbox"/> Element of District <input type="checkbox"/> Other		
	P5b. Photo: (view and date)	
	View to SE; 9/26/07; 100_4457.JPG	
	*P6. Date Constructed/Age and Sources: <input checked="" type="checkbox"/> Historic <input type="checkbox"/> Prehistoric <input type="checkbox"/> Both	
	1909; Assessor's office	
	*P7. Owner and Address:	
	The Hearst Corp. 5 3rd St. Ste. 200 San Francisco, CA 94103	
	*P8. Recorded by	
	Tim Kelley Kelley & VerPlanck 2912 Diamond Street #330 San Francisco, CA 94131	
	*P9. Date Recorded:	
	11.08.07	
*P10. Survey Type:		
Intensive: Transit Center District EIR		
*P11. Report Citation: (Cite survey report and other sources, or enter "none") None		
*Attachments: <input type="checkbox"/> None <input type="checkbox"/> Location Map <input type="checkbox"/> Sketch Map <input checked="" type="checkbox"/> Continuation Sheet <input checked="" type="checkbox"/> Building, Structure, and Object Record <input type="checkbox"/> Archaeological Record <input type="checkbox"/> District Record <input type="checkbox"/> Linear Feature Record <input type="checkbox"/> Milling Station Record <input type="checkbox"/> Rock Art Record <input type="checkbox"/> Artifact Record <input type="checkbox"/> Photograph Record <input type="checkbox"/> Other (list)		

Primary# _____

HRI # _____

Trinomial _____

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*Resource Name or # (Assigned by recorder) 691 Market Street

*Recorded by: Tim Kelley

*Date 11.08.07

Continuation Update



Main Entrance, 100_4459, 9.26.07

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code: 3S

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*Resource Name or # (Assigned by recorder) 691 Market Street

B1. Historic Name:	Hearst Building, Examiner Building		
B2. Common Name:	Examiner Building		
B3. Original Use:	Office Building	B4. Present Use:	Office
*B5. Architectural Style:	Renaissance Revival		

*B6. Construction History: (Construction date, alterations, and date of alterations)
The Examiner Building was constructed in 1909 for the Hearst Corporation as an office building and printing plant.

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

*B8. Related Features: None

B9a. Architect: Kirby Petit & Green (remodeled by Julia Morgan) b. Builder: K.E. Parker Co.

*B10. Significance: Theme: Commercial/Industrial Development Area: South of Market: Transit Center District Plan

Period of Significance: 1906-1930 Property Type: Office Applicable Criteria: 1, 2, & 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The Hearst Building was designed by Kirby Petit & Green and constructed in 1909 for the Hearst Corporation as a replacement for the company's original headquarters destroyed in the 1906 Earthquake and Fire. The Hearst Corporation was founded in 1887 by William Randolph Hearst, son of silver baron George Hearst, when he purchased a minor local newspaper called the *San Francisco Examiner*. Hearst revived the anemic paper by publishing sensational and salacious stories that increased daily readership from 5,000 to 55,000 by 1889. In 1895, Hearst decided to expand his empire beyond San Francisco by purchasing the *New York Morning Journal*. Hearst's papers became famous (or infamous) for "yellow journalism." After playing an instrumental role in sparking the Spanish-American War, Hearst went on to serve as a two-term congressman for New York. In 1919, Hearst returned to San Francisco, where he presided over an empire comprised of over thirty dailies, all of which administered from his suite in the flagship Examiner Building occupying the southeast corner of "Newspaper Angle" at 3rd and Market streets. In 1938, Hearst hired architect Julia Morgan to remodel the interior of the Hearst Building and to build a penthouse for him at the top of the building.

The Hearst Building appears individually eligible for listing in the National Register of Historic Places and also the California Register of Historical Resources under Criteria 1 (Events), 2 (Persons), and 3 (Design/Construction). Under Criterion 1, the Hearst Building is associated with the post-quake reconstruction of San Francisco. Under Criterion 2, the building is closely associated with the life and career of William Randolph Hearst, one of America's most important newspaper publishers. Under Criterion 3, the building is significant as an excellent example of a Renaissance Revival style, fireproof commercial office building in downtown San Francisco, as well as the work of a master, Julia Morgan. The building retains a high level of integrity, retaining the aspects of location, design, setting, materials, workmanship, feeling, and association.

B11. Additional Resource Attributes: (List attributes and codes) HP7. 3+ story commercial building

*B12. References: San Francisco Architectural Heritage building files, *San Francisco Examiner* (November 24, 1937); Michael Taylor, "The Reign of S.F.'s 'Monarch of the Dailies,'" *San Francisco Chronicle* (August 7, 1999).

B13. Remarks: Transit Center District Plan, Heritage "A"-rated building

*B14. Evaluator: Christopher VerPlanck
*Date of Evaluation: 07.09.08

(This space reserved for official comments.)

(Sketch Map with north arrow required.)

