

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) 215 Market Street

P1. Other Identifier: Matson Bldg & Annex

\*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 Location:  Not for Publication  Unrestricted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 Date: 1994

\*c. Address: 77 BEALE ST (215 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 #: H-3711019

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

The Matson Building, located at the southwest corner of Market and Main streets, now shares one parcel number and an official address with the historic PG&E Building next door and the two are joined internally. They are recorded separately in this survey. Designed by Bliss & Faville in the Renaissance Revival style and built in 1921, the fifteen-story Matson Building is a steel-framed office building clad in polychrome glazed terra cotta. The primary facade, which is eight bays wide, faces Market Street to the north. The facade displays a three-part vertical composition. The three-story base features a monumental primary entrance enclosed within an arched portal supported by large Ionic Order columns. Flanking the columns are large rusticated piers and the bays to either side feature full-height recessed metal-framed windows demarcated by engaged Ionic columns. A terra cotta entablature embellished with a continuous wave motif separates the first floor and the transitional third floor. An intermediate cornice separates the base and the shaft. The shaft is clad in terra cotta tiles resembling masonry articulated by pairs of double-hung wood windows. At the fifth floor level, there is a plaque with the name of the building: "Matson Building" spelled out and several shields depicting maritime motifs. A polychrome frieze depicting tridents and sea monsters separates the shaft and the capital. The capital features paired arched windows at the 13th floor and an attic story above. The facade terminates with richly ornamental modillioned terra cotta cornice. The building

\*P3b. Resource Attributes: (list attributes and codes) HP7. 3+ Story Commercial Building

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



P5b. Photo: (view and date)  
 View to south; 9/18/07; 100\_3530.JPG

\*P6. Date Constructed/Age and Sources:  
 Historic  Prehistoric  Both  
 1921; Heritage survey

\*P7. Owner and Address:  
 Pac Gas & Electric Co.  
 Building & Land Services Dept.  
 P.O. Box 770000 Mail Code N  
 San Francisco, CA 94177

\*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") "Matson Building Ready," San Francisco Chronicle (November 3, 1923).

\*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)

State of California & The Resources Agency  
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**CONTINUATION SHEET**

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 215 Market Street

\*Recorded by: Tim Kelley

\*Date 11.08.07

Continuation  Update

has a flat roof and appears to be in good condition.



Primary entrance, 100\_3528, 9.18.07



Façade detail, 100\_3529, 9.18.07

**BUILDING, STRUCTURE, AND OBJECT RECORD**

\*NRHP Status Code: 1S

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\*Resource Name or # (Assigned by recorder) 215 Market Street

B1. Historic Name:	Matson Bldg & Annex		
B2. Common Name:	Matson 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 Matson Building was constructed in 1921 for the Matson Navigation Company.

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

\*B8. Related Features: None

B9a. Architect: Bliss & Faville b. Builder: Lindgren & Swinerton

\*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 & 3

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

The Matson building was designed by Bliss and Faville and constructed in 1921 for the Matson Navigation Company as its headquarters and as a general-purpose office building housing important San Francisco companies like C & H Sugar, Bethlehem Steel's Shipbuilding Division, McCormick Steamship Co. and others. The Matson Navigation Company began in 1883 as a nautical freight carrier operating between San Francisco and Hawaii. The Matson Company later expanded its operations to include luxury passenger liner service. Capitalizing on the growing tourist trade, Matson built hotels in Hawaii which allowed the company to provide vacation packages. During World War II, the luxury liner's *Monterey* and *Mariposa* were used to evacuate American families from Asia. The Matson Company also contributed heavily during World War II by placing their ships into government service as troop and materials carriers. After the war, Matson continued to thrive, constructing a large annex (designed by Leland Rosener) on the rear of the Matson Building in 1947. Growing competition from air transportation and changes in freight shipping during the 1950s forced the Matson Company to reorganize and drop passenger service. By 1970, the company had returned to its roots as a freight shipping company, doing away with passenger service. The Matson Building served as the headquarters and principal booking office for the Matson Company from 1923-1959, when it sold the building. Walter Bliss and William Faville first met at MIT in the late 1890s, and after working for a stint at McKim, Mead, and White, the two men moved to San Francisco and formed a partnership in 1898. A prolific and highly regarded firm, Bliss & Faville designed residences in Pacific Heights, and major monuments such as the St. Francis Hotel (1904, 1907 & 1913), the Bank of California (1908), the Southern Pacific Building (1915), and the California State Building (1926).

The Matson Building is individually listed in the National Register of Historic Places and is therefore also listed in the California Register.

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

\*B12. References:  
Turnbull, J. Gordon. *National Register of Historic Places Registration Form: "Matson Building and Annex."* San Francisco: 1995.

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

\*B14. Evaluator: Christopher VerPlanck  
\*Date of Evaluation: 03.24.08

(This space reserved for official comments.)

