

(Landmarks)

DESIGNATING 1800 MARKET STREET, THE CARMEL FALLON BUILDING, AS LANDMARK NO. 223 PURSUANT TO ARTICLE 10 OF THE PLANNING CODE.

Be it ordained by the people of the City and County of San Francisco:

Section 1. The Board of Supervisors hereby finds that 1800 Market Street, the Carmel Fallon Building, being the eastern approximately 2,200 square feet of Lot 14 in Assessor's Block 871, has a special character and special historical, architectural and aesthetic interest and value, and that its designation as a Landmark will further the purposes of, and conform to the standards set forth in Article 10 of the City Planning Code.

(a) Designation: Pursuant to Section 1004 of the City Planning Code, Chapter II, Part II of the San Francisco Municipal Code, 1800 Market Street, the Carmel Fallon Building, is hereby designated as Landmark No. 223. This designation has been fully approved by Resolution No. 14658 of the Planning Commission, which Resolution is on file with the Clerk of the Board of Supervisors under File No. 98-1334 and which Resolution is incorporated herein and made part hereof as though fully set forth.

(b) Required Data:

- (1) The description, location and boundary of the Landmark site is the eastern approximately 2,200 square-foot portion of Lot 14 in Assessor's Block 871.
- (2) The characteristics of the Landmark which justify its designation are described and shown in a Final Landmark Designation Report adopted by the Landmarks Preservation Advisory Board on June 3, 1998 and other

supporting materials contained in Planning Department Docket No.

97.834L.

- (3) That the particular exterior features that should be preserved, or replaced in-kind as determined necessary, are those generally shown on the exterior schematic design for the Carmel Fallon Building, entitled "Proposed South Elevation", "Proposed East Elevation", "Existing North Elevation", and "Proposed Ground Flr. Perimeter Plan," all dated May 15, 1998, and attached to Landmarks Preservation Advisory Board Resolution No. 502 as "Exhibit B", which is incorporated in this designation ordinance as though fully set forth.

APPROVED AS TO FORM:

LOUISE H. RENNE

BY

Kate Stacy

Deputy City Attorney

RECOMMENDED:

PLANNING COMMISSION

BY

Gerald G. Green

Director of Planning

Board of Supervisors, San Francisco

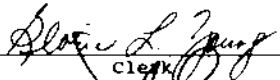
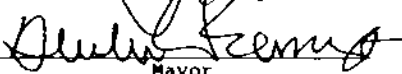
Passed on First Reading	§ Finally Passed
September 22, 1998	§ September 28, 1998
	§
Ayes: Supervisors Ammiano Brown	§ Ayes: Supervisors Ammiano Brown
Katz Kaufman Leno Medina Newsom	§ Katz Leno Medina Newsom Teng Yaki
Teng Yaki Yee	§ Yee
	§
Absent: Supervisor Bierman	§ Absent: Supervisors Bierman Kaufman

I hereby certify that the foregoing ordinance
was finally passed by the Board of Supervisors
of the City and County of San Francisco

File No.
98-1334

OCT - 9 1998

Date Approved


Clerk

Mayor

July 16, 1998

File No. 97.834L
1800 Market Street,
The Carmel Fallon Building,
The eastern approximately 2,200
square-foot portion of Lot 14 in
Assessor's Block 871.

SAN FRANCISCO
PLANNING COMMISSION
RESOLUTION NO. 14658

WHEREAS, A proposal to designate that portion of the property at 1800 Market Street occupied by the Carmel Fallon Building, the eastern approximately 2,200 square feet of Lot 14 of Assessor's Block 871, as Landmark No. 223 pursuant to the provisions of Article 10 of the Planning Code was made by the Landmarks Preservation Advisory Board (hereinafter "Landmarks Board") on November 19, 1997;

WHEREAS, A draft Landmark Designation Report on the proposed Landmarks designation of the Carmel Fallon Building prepared by architectural historian Anne Bloomfield was reviewed by the Landmarks Board at its Regular Meetings of November 19, 1997 and June 3, 1998, and revised on June 3, 1998, and said documentation was considered as a Final Designation Report by the Landmarks Board at its Regular Meeting of June 3, 1998, attached as Exhibit "A"; and

WHEREAS, The Landmarks Board reviewed documents, photographs and correspondence from the public, neighborhood residents, community organizations, representatives of the owners of the property, architects and structural engineers, and the Foundation for San Francisco's Architectural Heritage regarding the history and condition of the Carmel Fallon Building, and received oral testimony on matters relevant to the proposed Landmark determination, in duly noticed Public Hearings on November 19, 1997, and June 3, 1998; and

WHEREAS, The Landmarks Board in considering the potential Landmark designation of the Carmel Fallon Building utilized the 13 criteria of the Kalman Methodology, and after reviewing recommendations on the ratings for the various criteria from architectural historian Anne Bloomfield, a report prepared by architectural historian Patrick McGrew, and Planning Department staff, in its Public Hearing on June 3, 1998 made the following rating determinations: 4 criteria were rated "Excellent" -- the building's age, its Architectural Design, relation to a Person of Historic Importance, and the Integrity of Building Alterations; 6 criteria were rated "Very Good" -- the building's Architectural Style, its Architectural Construction, relation to Historical Patterns, continuity of Physical Context, the building's Physical Setting, and the building's Visual Importance; 3 criteria were rated "Good" -- the Stature of the Architect, its Architectural Interior Arrangement, and relation to a Historic Event; and

WHEREAS, On June 3, 1998, the Landmarks Board recommended approval of the designation of the eastern approximately 2,200 square feet of Lot 14 in Assessor's Block 871, which is that portion of the property at 1800 Market Street occupied by the Carmel Fallon Building, as Landmark No. 223; and

WHEREAS, The Planning Commission has reviewed the case file (No. 97.834L) and considered the findings and recommendation of the Landmarks Board set forth in the Landmarks Board Resolution No. 502, and held a public hearing on the matter on July 16, 1998; and

PLANNING COMMISSION

File No. 97.834L
1800 Market Street,
The Carmel Fallon Building,
The eastern approximately 2,200
square-foot portion of Lot 14 in
Assessor's Block 871.
Resolution No. 14658
Page 2

WHEREAS, The Planning Commission concurs with the Landmarks Board determination that adaptive reuse of the Carmel Fallon Building in general conformity with the exterior schematic design presented to the Landmarks Board would at some time after the Landmark designation, warrant the issuance of a Certificate of Appropriateness;

THEREFORE BE IT RESOLVED, First, That the Planning Commission does hereby concur with the findings and recommendation of the Landmarks Board and APPROVES the landmark designation of the eastern approximately 2,200 square feet of Lot 14 in Assessor's Block 871 which is that portion of the property at 1800 Market Street occupied by the Carmel Fallon Building;

Second, That the special character and special historical, architectural and aesthetic interest and value of the landmark is set forth in the photographs and other materials on file in the Planning Department Docket No. 97.834L, which is incorporated herein and made a part of thereof as though fully set forth;

Third, That the particular exterior features that should be preserved, or replaced in-kind as determined necessary, are those generally shown on the exterior schematic design for the Carmel Fallon Building, entitled "Proposed South Elevation", "Proposed East Elevation", "Existing North Elevation", and "Proposed Ground Flr. Perimeter Plan," all dated May 15, 1998, and attached to Landmarks Preservation Advisory Board Resolution No. 502 as "Exhibit B."

AND BE IT FURTHER RESOLVED, That the Planning Commission hereby directs its Secretary to transmit the Final Designation Report, the photographs and other pertinent materials in the Case File No. 97.834L, and a copy of this Resolution of Approval to the Board of Supervisors for appropriate action.

I hereby certify that the foregoing Resolution was ADOPTED by the Planning Commission on July 16, 1998.

Linda Avery
Commission Secretary

AYES: Commissioners Antenore, Chinchilla, Martin and Mills

NOES: None

ABSENT: Hills, Joe, and Theoharis

ADOPTED: July 16, 1998

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LANDMARKS PRESERVATION ADVISORY BOARD
1660 MISSION STREET, 5TH FLOOR
SAN FRANCISCO, CA 94103



CASE REPORT

REVISED JUNE 3, 1998

HISTORIC BUILDING NAME: Carmel Fallon Building	OWNER: Community Center Project of S.F. 584 Castro Street Suite 450 San Francisco, CA 94133
ADDRESS: 1800 Market Street	
POPULAR BUILDING NAME: Fallon Building	
ORIGINAL USE: retail/residential	BLOCK & LOT: 871/14
CURRENT USE: vacant	ZONING: NC-3, 80-A, SSD-8
STYLE: Queen Anne	ARCHITECTS: Edward D. Goodrich
NUMBER OF STORIES: three	CONSTRUCTION DATE: 1894
EXTERIOR MATERIALS: wood, plaster	LANDMARK NO: 223 LPAB VOTE: 8-0

STATEMENT OF SIGNIFICANCE: The Carmel Fallon Building is significant as an essentially unaltered Queen Anne style, mixed use building which survived the 1906 earthquake fire (built 1894). It occupies a prominent position on the corner of its triangular block, a visual landmark on the incline of upper Market Street. Its excellent design makes an asset of the difficult site, a truncated gore. Three different but complementary shapes of second and third floor bay windows artfully disguise the site's odd angles. One storefront is unaltered, and the other appears to lack only a few moldings; such intact 19th century storefronts are exceedingly rare; no others exist anywhere on Market Street. The whole structure is the oldest intact building on Market east of Castro. It is also significant as the residence of its owner Carmel Fallon for the last three decades of her long life (1827-1923). She was a member of the landed Californio family for whom Castro Street was named. In 1850 she received one-ninth of her mother Martina Castro's 34,000-acre ranchos Soquel and Soquel Augmentacion. Carmel had been married to an abusive, philandering husband, Thomas Fallon, from whom she obtained one of the rare divorces of 1877. Thereafter she managed her properties, such as the subject building, and she left a sizeable fortune.

EXHIBIT A

BIBLIOGRAPHY:

- Bancroft, Herbert Howe. "Pioneer Register and Index," *History of California*, vol. 2. San Francisco, The History Company, 1888, 749-753.
- Bloomfield, Arthur. *The San Francisco Opera, 1923-1961*. Appleton Century Crofts, 1961, 14-16, 21-23.
- "City Building News," *California Architect and Building News*, May 1894, 60/2.
- Hansen, Gladys. *San Francisco Almanac*, second edition. San Rafael, Presidio Press, 1980, 150.
- Hart, James D. *A Companion to California*, second edition. University of California Press, 1987.
- Hope, Andrew, Elizabeth Krase and Elizabeth McKee. *Historic Architecture Survey Report for the Central Freeway Replacement Project in the City of San Francisco*, Caltrans District 4, 1997.
- Laird, Cynthia. "Community center board seeks input on fate of structure." *Bay Area Reporter*, 11 Sept. 1997, 9.
- McEnerney Clear-Title Case #6955, 1908.
- Rensch, et al. *Historic Spots in California*, third edition. Stanford University Press, 1966.
- Rowland, Leon. *Santa Cruz, The Early Years*. Santa Cruz, Paper Vision Press, 1980, 63-65, 160-161.
- San Francisco Assessor. *Sales Ledger*, 1913-1938. Manuscript on microfiche, Block 871.
- San Francisco Heritage. File on 1800 Market.
- Sanborn Map Company. *Maps of San Francisco*. 1899, 347; 1913, 354.
- Widell, Cheryl, State Historic Preservation Officer. Letters to HUD, 1 July 1976; to FHWA, 13 May 1997.

DRAFT CASE REPORT ORIGINALLY SUBMITTED TO THE LANDMARKS BOARD BY:

NAME: Anne Bloomfield
ADDRESS: 2229 Webster
San Francisco, CA 94115
TELEPHONE: (415) 922-1063
DATE SUBMITTED: November 1997

PHOTO CREDITS:

Page 1, Carey McCullough

Pages 7, 8, and 9 top, Jim Siegel

Page 9 bottom, Mallory Shure, published in *Bay Area Reporter*, 11 Sept. 1997, 9.

12. Visual Significance

Significant as a Visual Landmark to the Neighborhood, City, Region or Nation as a Whole

It is located on a prominent gore corner where heavy Market Street traffic familiarizes many drivers and pedestrians with its unique appearance. (VG)

D. INTEGRITY:

The Degree to Which the Property has Retained Original Materials from Which its Significance is Derived or Which Characterize its Period

The exterior appears substantially original, including almost the entire storefronts, which are exceedingly rare (the east storefront has lost some base moldings and acquired boards over the transoms, but the transoms probably still exist under the boards; their moldings can be seen). The billboard on Octavia and the boards over various openings appear to have left intact the building underneath. While the store interiors have been altered, the residential interiors upstairs are said to be intact. However, there has been some deterioration and vandalism, therefore some of the original historic fabric has been lost over time. Despite the neglect of recent years, the building is an excellent candidate for rehabilitation and adaptive reuse. (E)

E. THREATS TO SITE: NONE () DEVELOPMENT (XX) ZONING () VANDALISM ()
PUBLIC WORKS PROJECT () OTHER (XX: deferred maintenance) UMB STATUS ()

REPRESENTATION IN EXISTING SURVEYS:

CALIFORNIA STATE REGISTER:

HERE TODAY: No

HERITAGE SURVEYS: N/A

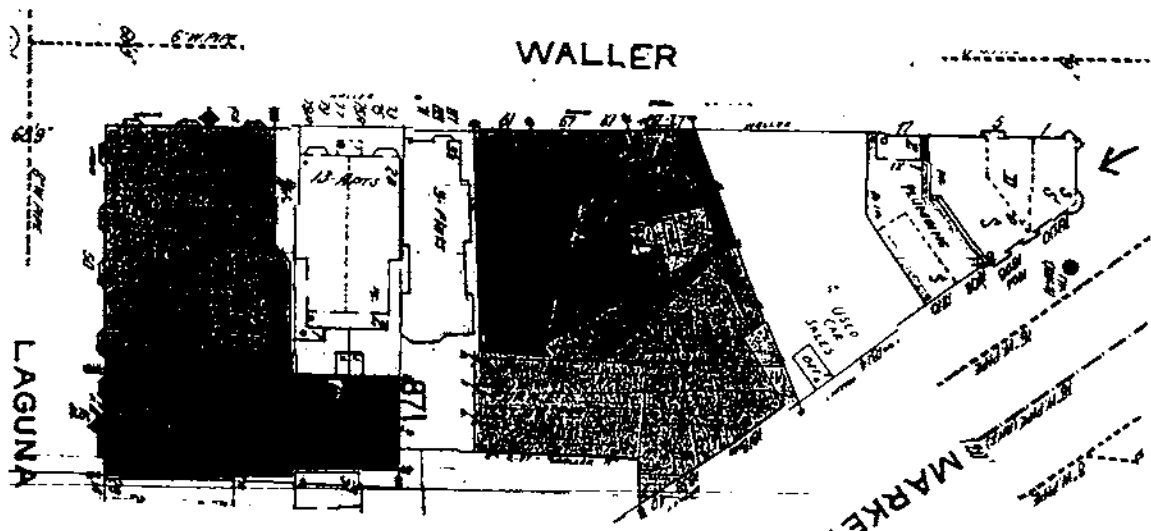
DCP 1976 SURVEY: 3

DCP AREA PLANS: N/A

OTHER:

Determined eligible for the National Register of Historic Places through a 1997 consensus agreement between the State Historic Preservation Officer (SHPO) and the Federal Highway Administration (FHWA) in connection with the Central Freeway Replacement Project

Determined a contributor to the Hayes Valley Historic District, which has been determined eligible for the National Register of Historic Places through a 1996 consensus agreement between the SHPO and the Department of Housing and Urban Development (HUD) in connection with the Hayes Valley North and South Housing Projects.



Although Carmel Fallon's personal contribution to the community must be considered minor, she was a remarkable person for her era. Since she was a descendant of the landed Spanish-Mexican family for whom Castro Street was named, her building is one of San Francisco's very few surviving structures directly connected to any of the historic Californio families. (E)

8. Events:

Associated with Events that Have Made a Significant Contribution to the Community, State or Nation

In 1906 the building escaped the earthquake fire, which destroyed the opposite side of Market Street as far as Guerrero and on this side came one block away to Gough Street. It is not known whether Fallon had any role in containing the fire, but her heirs alleged in court records that she was never well after 1906.

She willed the bulk of her estate, including the building at 1800 Market, to her daughter Anita Fallon Melone.

Her other descendants, a son and two granddaughters, disputed the distribution in lawsuits that occupied newspaper space for five years.

In 1933, 1800 Market was sold as a result of a lawsuit between the estate and the War Memorial Trustees. Perhaps Carmel Fallon had made a pledge to the 1918-21 campaign to raise private funds for the War Memorial. Her daughter Anita Melone made the War Memorial ultimate beneficiary of her own testamentary trust, and as late as 1966 the War Memorial's exterior floodlighting was financed from "The Carmel Fallon Fund." (G)

9. Patterns:

Associated with or Illustrative of Broad Patterns or City's Cultural, Social, Political or Economic History or Development

The commercial development of outer Market Street began modestly late in the 19th century with mixed use buildings similar in type to the Fallon Building. This is the only pre-1900, intact, residential-over-commercial one left on outer Market. Its commercial tenants have included a cigar factory, a bicycle business, and a plumbing business. (VG)

C. PHYSICAL CONTEXT

10. Continuity:

Contributes to the Continuity or Character of the Street, Neighborhood or Area.

The Fallon Building's scale is compatible with the scales of the nearby buildings on Market Street, which were constructed early in the 20th century. Its scale is especially important in relation to the significant First Baptist Church across the street at 22 Waller, designed by Wright Rushforth & Cahill in 1909. The Fallon Building also strongly anchors the southeast corner of the Hayes Valley Historic District, which is eligible for the National Register. (VG)

11. Setting:

Setting and/or Landscape Contributes to the Continuity or Character of the Street Neighborhood or Area

This Queen Anne style building announces, to outbound traffic on Market Street, the commencement of the area saved from the 1906 fire and from the mid-20th century freeway. It occupies a prominent position on the corner of its triangular block, a visual landmark on the incline of upper Market Street. Its use of the gore corner establishes the character of buildings nearby at Market and Laguna. (VG)

6. Interior:

Interior Arrangement, Finish,
Craftsmanship, and/or Use Detail is/are
Particularly Attractive or Unique.

Both upper floors are similar. A skylit spiral staircase leads to the third floor. The rooms and a westerly hall pinwheel off of it and are a variety of shapes, none quite square. A double parlor occupies the Octavia Street elevation and takes advantage of the two bay windows there. There are some original fireplaces. Ceilings are 12 feet tall, and coved. Ornament has been described a "main stream Victorian," ranging from simple to elegant depending on the original use of the room. Cherub brackets support arches over the parlors' bay window spaces. Although wainscoting and most other trim appear original, material has disappeared over time due to deterioration and vandalism. (VG)

B. HISTORIC CONTEXT

7. Persons

Associated with the Life or Activities of a
Person, Group or Institution that Has
Made a Significant Contribution to the
Community, State or Nation

Carmel or Carrie Fallon (1827-1923) was the great granddaughter of Joaquin Ysidro Castro, of the family for whom Castro Street was named. He was a member of the Anza party, which trekked 1,500 miles from Sonora, Mexico, to establish the San Francisco mission and presidio in 1776. (Sources disagree whether the street was named for Joaquin Ysidro, for the family as a whole, or for Jose Castro, Mexican general and, briefly in the 1830s, governor. Jose's grandfather Marcario Castro came to California from Mexico before 1800.) Carmel's grandfather Jose Joaquin Castro (Joaquin Ysidro's son) was a Spanish soldier pensioned to Santa Cruz because of disability in 1798. Her mother Martina, or Maria Martia, Castro married Mexican soldier Simon Cota and later received in her own name grants to two ranchos near Santa Cruz, containing over 34,000 acres. In 1850 Carmel received one ninth of her mother's holdings.

In 1849 Carmel married Thomas Fallon, then a hotelier and saddlery shop owner in Santa Cruz, who, as a member of Fremont's Battalion, had raised the first American flag over San Jose. In 1854 the Fallons moved to San Jose and prospered in real estate. About 1859 they built a mansion there which is today a house museum at 175 West St. John Street. In 1876 Carmel caught Thomas with the maid and went after them with a fireplace poker. She left the next day, taking her four unmarried children, William, Frederick Arthur, Alfred, and Anita. In the divorce she received a settlement of \$30,000 in gold and property at the northwest corner of Third and Minna in San Francisco. We can conjecture that Thomas had abused her, as his next wife soon divorced him for spousal abuse.

By 1894, when at age 67 she contracted for this building, she was living independently in San Francisco and managing several properties. Fallon said in her McEnerney Clear-Title case that she acquired the site of 1800 Market in 1884, the Minna Street lot in 1877, and what is now 1693 Market in 1883. From this building's construction in 1894 until her death in 1923, Carmel lived here at 1802 Market (known as 2102 Market 1894-1906). Her \$500,000 estate included two hotels, the Carmel at Third and Minna (demolished) and the Fallon (now containing Alfred Schilling) at 1693 Market near this building.

CRITERIA

A. ARCHITECTURE:

1. Style:

Significance as an Example of a Particular
Architectural Style or Convention

This Queen Anne style mixed-use building is significant for its retention of almost all the original paneled storefronts as well as all the original ornamentation above. Fine Queen Anne details include the complex massing of differently shaped bay windows on the second and third floors, the circular shape of the Market/Octavia bay window, and the swags and garlands on the friezes at cornice and above the second-floor windows. The main entry to the upstairs, between the two storefronts on Market, is a round arch with floral plasterwork, paneled pilasters, and modillions (like those under the cornice) supporting the bay window above. The undersides of the other bay windows are paneled, with dentil moldings at the edges. The bay windows have fluted pilasters at their corners and colonnettes between windows, both types with Tuscan capitals. (VG)

2. Use/Type/Construction:

Significance as an Example of a Particular
Occupancy Type or Use, Material or
Method of Construction

This is the only intact survivor on Market Street of the 19th century mixed-use building type (residential above stores), which preceded the taller, stronger, wholly commercial building type characteristic of lower Market Street today. This building type, where the shopkeeper lived above his store, is very ancient; it ceased in the 1940s and is now being rediscovered as live-work housing. This building is a reminder of the type. Although the tenants have changed over time, the building continued until quite recently to be used as it was intended. (VG)

3. Date Built:

Significance as an Example of a Particular
Period in San Francisco History

1894, before 1906 fire (E)

4. Architect:

Designed or Built by an Architect or
Builder Who Has Made a Significant
Contribution to the Community, state or
Nation

Edward D. Goodrich, who is believed to have been the son of Levi Goodrich, San Jose's leading architect and most likely responsible for the Fallons' mansion (now a museum) in San Jose. (G)

5. Design:

Quality of Composition, Detailing and
Ornament, Measured in Part in Originality,
Urban Design, Craftsmanship or
Uniqueness

This is a unique architectural composition. The building responds imaginatively to its difficult site, a truncated gore, with a five-sided plan and strategically located and varied bay windows. The angled wall along the mid-block side gives more floor area than a straight wall would have. The contrasting shapes of bay windows on the Octavia elevation, circular at Market and canted rectangle at Waller, disguise the inequality of the site's angles at those corners. The decorative work is consistent and subdued: two sizes of dentil moldings at the cornice, garlands and swags on the friezes echoing floral plasterwork at the apartments' entry arch, and pilasters beside the upper windows. (E)

Right:
Details of bay window
at Market & Octavia

Below:
Details of bay windows
at west end of
Market Street elevation

