

Look Up,
California!

20 Walking Tours in the
Golden State

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CRUDEN BAY BOOKS

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Doug Gelbert has written over 30 guidebooks on such diverse topics as public golf courses, the Civil War, movie filming locations and the best places to hike with your dog. For more information on this title visit the website *walkthetown.com*.

LOOK UP, CALIFORNIA!
20 WALKING TOURS IN THE GOLDEN STATE

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The tours...

Long Beach	5	San Francisco	
Los Angeles		Chinatown	125
Civic Center	13	Civic Center	133
Downtown	23	Financial District	141
Financial District	33	Fisherman's Wharf	153
Hollywood	45	Nob Hill	159
Theater District	59	Telegraph Hill	167
☆Oakland	73	Union Square	175
Sacramento	83	San Jose	185
San Diego		Truckee	193
Balboa Park	97		
Downtown	105	Identifying American Architecture	200
☆Old Town	119		

How to use this book...

There is no better way to see California than on foot. And there is no better way to appreciate what you are looking at than with a walking tour. Whether you are visiting a new town or just out to look at your own town in a new way, a walking tour is ready to explore when you are.

Each of the 20 walking tours in **Look Up, California!** describes a mix of historical and architectural and ecclesiastical landmarks. A quick primer on identifying architectural styles seen on California streets can be found at the back of the book on page 200.

Where are the maps?

Let's face it, in today's world of GPS, Google Maps and Mapquest trying to squeeze a detailed map onto a 7" a 10" piece of paper can be a superfluous exercise. The best way to get a map of these towns is to pick an address from the tour and plug it into your favorite mapping program. Adjust the map to whatever size best suits your needs and print it out to carry with you.

These tours are designed to be followed and enjoyed without maps. Each entry includes a street address and step-by-step directions. Note that when following a tour, street crossings are omitted. Always continue walking on your current street until a turn is indicated. Whenever possible the tours complete a circular route but sometimes retracing your steps is required. The tour starting points have been selected to be near convenient parking.

One more thing. Consider tearing out the pages from this book when you take a tour - the book is created so that each tour can be pulled out without impugning another tour. You may find it easier to tour with just a few foldable pages in your hand than holding an entire book.

And, one really last thing. Look twice before crossing the street. So get out and look up, California!

Look Up,

Long Beach



A Walking Tour of Long Beach...

W.E. Willmore, an Englishman, was the first to dream in Long Beach. Only he called it Willmore City in 1880 when he took an option on 4,000 acres and carved it into farming lots of 5, 10, 20 and 40 acres and advertised the land for between \$12 and \$20 an acre. For \$100 Willmore would pepper your property with 70 orange trees on each acre. The venture failed and Willmore was gone by 1884.

The Long Beach Land and Water Company, a consortium of Los Angeles businessmen, picked up the property and kept Willmore's street plan while improving the water system, constructing a wharf and hotel and starting a horse-car line to the seashore. They called the resort town Long Beach and people came. Some even stayed and the population climbed to over 500 by the end of the century. When the Pacific Electric Railway line extended to Long Beach in 1902 things really took off.

Writers reporting on Long Beach enthused that it was the "most attractive coast town in the State." A seaside amusement park with an ocean plunge and rollercoaster was a big draw while other scribes gushed that "there are beaches and beaches; but in the whole of North America there is not another like the magnificent twelve-mile beach, of almost imperceptible slope, hard and smooth as a floor, which stretches from San Pedro to Alamitos Bay."

Long Beach was booming but also transforming. The Los Angeles Dock and Terminal Company began dredging channels and building jetties to carve out a large navigable port. In 1921 one of America's richest oil fields was uncovered on Signal Hill and Long Beach was a full-blown port city - today it is the second largest container port in the United States.

Progress was rudely interrupted at dinnertime on March 10, 1933 when a tremor in a fault in the ocean off Newport Beach rattled the town and collapsed many poorly constructed masonry buildings and 120 people died. After picking itself up Long Beach went right on expanding into the general urban malaise of the 1970s, growing into one of America's 50 largest cities. In those 1970s the Pike, the historic oceanside walkway, was ripped up, formally closing the books on the city's days as a "beach town." New attractions to bring back visitors to the ocean included the arrival of the RMS Queen Mary and Howard Hughes' wooden airship, the Spruce Goose, that was the largest flying boat ever built. Where the Pike used to meander Formula One race cars began running in the Grand Prix of Long Beach. Started in 1975, it is now the longest running major street race in North America. The Aquarium of the Pacific arrived in the 1990s.

The cityscape of Long Beach has been shaped by the earthquake generations ago and recent downtown renewal. Few buildings remain from before World War I but we will seek them out and see new ones on our walking tour that will begin at the feet of someone who has seen it all come and go since he arrived in 1915...

1.

Lincoln Park

Pacific Avenue at southwest corner of Broadway

The Long Beach Land and Water Company donated this open land in 1905 and it was known as Pacific Park in its early days. In 1915 a statue of Abraham Lincoln was sited here and it became Lincoln Park. The memorial is a replica of one along Lake Michigan in Chicago crafted by Irish-born Augustus Saint-Gaudens, America's most celebrated sculptor in the 19th century. He earned that reputation on the strength of his Civil War commissions and his rendering of Abraham Lincoln in 1887, depicting a thoughtful President rising to speak, is considered the finest portrait statue in America. A copy of the work also graces Lincoln's tomb in Springfield and another copy stands in London in front of Westminster Abbey.

WITH YOUR BACK TO "STANDING LINCOLN" TURN RIGHT ON PACIFIC AVENUE. AT OCEAN BOULEVARD TURN LEFT AND WALK ONE BLOCK TO PINE AVENUE.

2.

Ocean Center Building

110 West Ocean Boulevard at southwest corner of Pine Avenue

When the Ocean Center Building was constructed in 1929 it was truly that - a retail and office palace on the shoreline. Out the lower entrance was alluvial sand and a boardwalk known as the Pike with games and a bathhouse. The boardwalk was paved with concrete and illuminated by strings of lights so it became the "Walk of a Thousand Lights." But as the Army Corps of Engineers tinkered with the Los Angeles River and shored up the Long Beach Harbor the sand was no longer washed away and grew so wide it was developed with roads and commercial complexes. Today you can't even see the Pacific Ocean from the bluff that once hovered directly above the sea. Architect Raymond Kennedy designed the Ocean Center with Mediterranean influences, cutting it into the bluff while rising to the top of the city's height limit at the time. The crest of the structure contains an octagonal tower that once held a fifty-foot concrete tower and lantern

which were removed after the Long Beach earthquake of 1933.

CONTINUE A FEW MORE STEPS ON OCEAN BOULEVARD TO...

3.

Breakers Hotel

200 East Ocean Boulevard

Fred B. Dunn, a local banker, put up the money for this luxury resort hotel in 1926. He planned to spend \$2,250,000 but when the 15-story tower with 300 guest rooms and 232 feet of prime beach frontage was completed the bill was more like \$3 million. Albert R. Walker and Percy A. Eisen, two of the most celebrated architects in Los Angeles, provided the Spanish Renaissance design where guests could enjoy a roof garden, high-end shops and a 500-seat dining room called the "Hall of Galleons." Despite the great expectations, Dunn sold the hotel after less than a year for a reported \$1,750,000. The Great Depression and the Long Beach earthquake of 1933 sent the new owners into bankruptcy and hotel magnate Conrad Hilton was able to acquire the property in 1938 for \$150,000 and \$35,000 in back taxes as the first of his chain's hotels in California. The hotel changed ownership several more times before it was converted into a retirement hotel in 1967.

RETRACE YOUR STEPS TO PINE AVENUE AND TURN RIGHT.

4.

First National Bank

101 Pine Avenue at northwest corner of 1st Street

Long Beach Boulevard to the east was expected to be the town's "Main Street" but things kept appearing on Pine Avenue instead - the first hotel was on this block, the first school was erected on Pine Avenue and most of the major stores eventually landed here. Long Beach's first bank was located here as a three-story commercial structure. Robert Farquhar Train and Robert Edmund Williams, a Brit and a Canadian respectively, formed a busy architectural practice in Los Angeles at the turn of the 20th century and they doubled the height of the original building in 1906 while adding a French Renaissance flair. The six-foot

corner clock came along the following year. The architects used a pressed yellow brick on the two sides facing the street but you can peek around the sides and see common red brick employed on the non-display walls.

5.

Security Pacific Building

110 Pine Avenue at northeast corner of 1st Street

Architects Alexander Curlett and Claud Beelman, who gave Los Angeles some of its most elegant buildings, contributed the Beaux Arts design for this 13-story landmark in 1924. The client was the Security Trust and Savings Bank that had formed three years earlier from the merger of National Bank of Long Beach and the Long Beach Trust and Savings Bank. Following the early convention of creating skyscrapers in the image of a classical Greek column the tower features a base (the three-story Corinthian columns), a shaft (the dark red brick cladding) and a capital (the ornate cornice).

6.

Dr. Rowan Building

201 Pine Street at northwest corner of Broadway

This Art Deco building was raised by the Charles W. Pettifer Construction Company for the Bank of Italy, just before the San Francisco bank morphed into the Bank of America, in 1930. Look above the completely compromised ground level to see a riot of green and purple and bronze terra-cotta tiles - the most exuberant decorative tiles in Long Beach. The building was never really known for the bank on the second floor and instead carries the name of a dentist who operated from one of the retail spaces on the first floor. Rowan, who pioneered dentistry on credit in Southern California, liked to advertise that his dentures could be had "for less than a pair of high heel shoes" - a dig at his neighbor in the building, Nisley Shoes.

TURN RIGHT ON BROADWAY.

7.

Insurance Exchange Building

205 East Broadway at northeast corner of The Promenade

Although it has been known as the Insurance Exchange Building for the past 80 years the eight-story building has a much more playful origin story than its stodgy name implies. Brothers Way and Lorne Middough ran "The Boys Shop" three block down Broadway to the west and met so much success a new store was required. The Middoughs planned for a two-story structure here in 1923 but local government leaders asked the brothers to build much higher to help out with needed courtroom space in town. The mini-tower was completed in 1925 and the entire front was covered with bas-relief figures of children's sports, which you can still see. The theme was carried though the other exterior decorations; inside was a gymnasium available to kids while their mothers shopped. In the late 1920s the courts moved out and the stock market crashed and the Middoughs had to sell their prize building although the business trundled on as Middough Meier.

8.

Edison Theatre

213 East Broadway

This Spanish Mission style building has seen a parade of businesses set up shop here since it opened in 1917 including a combination pool and barber shop, sporting goods stores, a foot clinic and various beauty salons. Most recently it has been converted into a theater for the California Repertory Company.

9.

American Hotel

224 East Broadway

This three-story survivor stubbornly holding its corner against a vacant block of parking spaces is one of the oldest commercial buildings in downtown Long Beach. William C. Price built the Romanesque Revival style structure in 1905 to be his "Psychic Temple," designed as "the first building in the world dedicated to psychological work." Either Price solved all the world's mental woes or gave up trying because he sold the property in 1911 for \$2,910.09 and after that it operated as the American House hotel with mixed-use space on the ground floor. The ornamentation has

been stripped from the century-old facade but you can still the impressive Romanesque arches that are nowhere else in town.

10.

Pacific Tower

235 East Broadway at northwest corner of Long Beach Boulevard

William Horace Austin designed so many buildings around Southern California in the first decades of the 20th century that he was called “The Dean of Architects.” Austin had a long list of Long Beach credits, including City Hall, but almost all are gone today. His 12-story, 162-foot Pacific Tower still stands, however, designed in the Beaux Arts style and fashioned from brick and stone.

TURN LEFT ON LONG BEACH BOULEVARD.

11.

Acres of Books

240 Long Beach Boulevard

Bertrand Smith started selling books in Cincinnati, Ohio in 1927. He moved to Long Beach in 1934 where the business evolved into California’s largest second-hand bookstore with an inventory of over one million books. Acres of Books moved here in 1960 and operated until 2008, cultivating an A-list clientele that included such luminaries as Upton Sinclair, Eli Wallach, Diane Keaton and Ray Bradbury who waxed poetic about the store in his essay, “I Sing The Bookstore Eclectic.”

12.

Long Beach Main Post Office

300 Long Beach Boulevard

One of the things the federal government attempted to ease the Great Depression of the 1930s was to construct post offices. Many of them adopted the popular stripped down classicism of the Art Deco style like this one from 1934. Highlighted by a central tower, the post office was constructed with large masonry blocks and dressed in terra-cotta.

TURN LEFT ON 3RD STREET.

13.

The Arts Building

236 East Third Street

Ira Clifton Copley began his working life in 1890 in his father’s gas light company and led efforts to make his hometown of Aurora, Illinois the first city in the world to have electric street lighting. Copley shortly afterward divested himself of interests in the utility and shifted to publishing small town newspapers and then went into politics. He served six terms in the United States House of Representatives and when he left in 1923 he resumed buying newspapers with a vengeance, more than 20 in Southern California. In 1928 he added the *Long Beach Sun* to his stable and sent staff architect Francis D. Rutherford to build this office. Rutherford delivered a Spanish-flavored Art Deco headquarters for the paper, which Copley sold in 1932.

14.

Farmers and Merchants Bank

302 Pine Avenue at the northeast corner of 3rd Street

C.J. Walker was the president at First National Bank until he started the bank that would stay in his family for over 100 years in 1907. Farmers and Merchants has been here since its grand opening on April 7, 1923. The ten-story Renaissance Revival tour de force was created by Alexander Curlett and Claud Beelman; it was one of many banks along Pine Street but is the only one depositors from 80 years ago would recognize today. The steel-framed building ten stories high and sheathed in terra-cotta is considered the town’s first skyscraper.

TURN RIGHT ON PINE AVENUE.

15.

Walker Department Store

401 Pine Avenue at northwest corner of 4th Street

Ralf M. Walker began his retailing empire in Los Angeles before setting out to conquer all of Southern California. He went to Long Beach first, in 1933, and gave away 5,000 roses at his grand opening. Gabriel S. Meyer and Phillip W. Holler, architects known for their flamboyant Hollywood theaters designed for Syd Grauman, provided the festive appearance of this former

emporium. When “The Friendly Store of Long Beach” ended its run it sat vacant for many years but found new life as luxury loft condominiums, restored to its Art Deco splendor.

16.

The Kress Building

449 Pine Avenue on southwest corner of 5th Street

Samuel Henry Kress looked on his stores as public works of art and he retained a staff of architects to achieve that end. He took as much pride in the appearance of those stores as the nickels and dimes that piled up in his coffers. There would eventually be 264 Kress five-and-dime stores throughout the United States and many of them adopted the Art Deco style in the 1920s and 1930s. The Long Beach location was Kress store Number 152 and opened in 1929. Kress had plenty of competition on Pine Avenue including Woolworth’s and J.J. Newberry and Penney’s but it stood out among its low-slung neighbors with its seven-story tower. The Kress chain was liquidated in 1981.

TURN LEFT ON 5TH STREET. CROSS PACIFIC AVENUE AND TURN LEFT ON CEDAR AVENUE.

17.

453 Cedar Avenue at southwest corner of 5th Street

This is where the city’s first residential neighborhood developed in the first years of the 1900s. Many of the buildings from that era have been energetically altered or cleared altogether. This house, whose architectural influences straddle the Victorian and Colonial Revival periods of popularity, maintains most of its original features. The roofline, bay windows and fish-scale shingles harken back to showy Queen Anne buildings and the columns and balustrade are hallmarks of the more classically influenced Colonial Revival style.

18.

Windham House

435 Cedar Avenue

This is one of the best-preserved examples of the fine residences that lined Long Beach streets hard by the central business district in the early 1900s.

The large California Craftsman-style house was designed in 1906 by George L. Hoodenpyl, an attorney who also happened to be a trained architect. The client was 35-year old Charles H. Windham, who ran sugar and coffee plantations in Central America. Both would enter local politics - Hoodenpyl would become city attorney and Windham would serve two terms as mayor.

19.

Silver Bow Apartments

330 Cedar Avenue

In a neighborhood of mostly frame houses this three-story apartment building, which appears modest today, was a revelation when it was raised in 1915, boasting a Renaissance Revival style and using high quality building materials - the stairs in the entranceway are white marble. It stands as one of the oldest surviving brick apartments in Long Beach.

20.

Stillwell/Hotel/The Willmore Building

315 West Third Street at northwest corner of Cedar Avenue

This 11-story Italian Renaissance tower was developed as a luxury residential hotel in 1925. It operated as such until 1952 when it became an “own-your-own building” as early condominiums were called. It was renamed to carry the name of William E. Willmore who bought the 4,000 acres that would one day become Long Beach in 1880. He was dreaming of a farming and ranching community that would be called Willmore City. That didn’t pan out and Los Angeles moneymen ended up with the property for use as the Long Beach Land and Water Company.

21.

The First Congregational Church

241 Cedar Avenue at southwest corner of Third Street

When this red brick building opened in 1914 it was the largest church in Southern California. The price tag was \$210,000 with a good chunk coming from the family of Joachim Bixby, known as the “Father of Long Beach” as he owned the rancho from which the town was carved. Architect Henry M. Patterson of Los Angeles drew up the plans for the Italian Renaissance church whose art glass windows set the *Los Angeles Times*

to gushing that they “are among the finest to be seen in the West” and the church’s “architecture and appointments are without peer in Southern California.” Comments like that helped the congregation, that had formed in 1888, to swell to over 1,700 members, making it the fifth largest Congregational church in the United States.

22.

City Hall/Civic Center

333 West Ocean Boulevard at foot of Cedar Avenue

This has always been the site of Long Beach government, although this is the third look the complex, which has always contained the town library and government center, has taken, each in step with its architectural times. The first City Hall was in a classically flavored temple known as the Tower Building. It was replaced in the 1930s with a trendy Art Deco structure and when that building became overwhelmed by a booming Long Beach it was replaced in the 1970s by the concrete-and-glass tower seen today.

FROM CITY HALL, TURN AND WALK OVER TO THE STATUE OF “STANDING LINCOLN” AND THE START OF THE TOUR.

Look Up,

Los Angeles - Civic Center



A Walking Tour of Los Angeles-Civic Center...

America's second largest city began with 11 Spanish families comprising 44 settlers along the banks of the Los Angeles River in 1781. The regular flooding caused the homesteaders' pueblo to be moved to higher ground nearby but the settlement was little more than a ranch until Spanish Colonial rule ended in 1820. As part of a newly independent Mexico the pace of building of streets and adobe shelters picked up but even after a generation of American immigration beginning in 1848 Los Angeles remained a sleepy agricultural town with dirt streets and a population less than 10,000.

Then the Southern Pacific Railroad arrived in 1876 and oil was discovered in 1892. The population soared to over 100,000 by 1900, half a million by 1920 and a million by 1930. During that time the government needed to manage that kind of growth began to assemble along a ridge just south of the original Los Angeles Pueblo. The Civic Center became the administrative core of city, state, and federal government offices, buildings, and courthouses. Today more government workers can be found here than anywhere in the United States outside of Washington, DC.

Our walking tour of the Civic Center will step a couple blocks west into the cultural heart of downtown and a block north to where the oldest part of Los Angeles can be found preserved in a two-block area but we will begin with the building that is emblazoned on the all the City's police badges...

1.

Los Angeles City Hall
bounded by Spring Street, Main Street, 1st
Street and Temple Street

Englishman John B. Parkinson apprenticed for six years as a contractor/builder before coming to North America as a lark when he was 21 in 1883. He built fences in Winnipeg and learned stair-building in Minneapolis. He returned to England but was not encouraged about his prospects on the native island. He sailed back to America and came all the way to the Napa Valley in California where he again took up stair-buildings and picked up the odd architectural job every now and then. In 1889 he set out for Seattle to be a draftsman but could not get hired. Instead he opened his own architectural firm and began winning design competitions and commissions but the work dried up during the Panic of 1893. Faced with no projects, nor prospects for work in Seattle, Parkinson moved to Los Angeles in 1894 and hung out his shingle on Spring Street. In 1905 he teamed with G. Edwin Bergstrom to form what we be the City's dominant architectural firm until its dissolution ten years later. Having come of age in the Victorian era, Parkinson was still at his drafting board in 1926 to design City Hall with John C. Austin. Albert C. Martin supplied the engineering expertise for the 454-foot tower that is the tallest base-isolated structure in the world. Sand from each of California's 58 counties was mixed with water from each of its 21 historical missions to form the concrete.

ON THE SOUTH SIDE, ACROSS 1ST STREET FROM CITY HALL PARK IS...

2.

LAPD Headquarters
100 West 1st Street between Main and Spring
streets

The Los Angeles Police Department organized in 1869 with six paid officers starting their beats from a wing of old City Hall. The LAPD did not get their own building until 1896 and this 11-story concrete and frosted glass structure is only their third home, completed in 2009 on plans drawn by by Paul Danna and Jose Palacios. The design reflects America's increased security concerns for high-profile public buildings - the structure is set back 75 feet from the street on every

side and the irregular pattern of the windows is intended to discourage possible sniper bullets.

FACING LAPD HEADQUARTERS, TURN LEFT AND WALK TO THE CORNER OF MAIN STREET. TURN RIGHT AND WALK SOUTH DOWN TO THE CORNER OF 2ND STREET.

3.

Cathedral of Saint Vibiana
southeast corner of 2nd and Main streets

This is one of the last remaining buildings from the city's pioneer days but it did not arrive in the 21st century without a struggle. The Diocese of Monterey-Los Angeles began pointing towards a cathedral on this land donated by Amiel Cavalier in 1859. Over \$80,000 was poured into the building which, when dedicated in 1876, could seat 1,200 parishioners in its sanctuary. The town of Los Angeles barely had 10,000 residents at the time. Architect Ezra F. Kysor supplied the Baroque-inspired Italianate design although its current appearance dates mostly to a 1920s makeover. For more than a century St. Vibiana's remained the official cathedral of Los Angeles but even its facility was being overgrown by rapidly expanding Los Angeles. The 1994 Northridge Earthquake dealt a crippling blow to the cathedral and the Archdiocese began demolition without public notice. When the bell tower was being dismantled alarmed preservationists hurriedly obtained a temporary restraining order and got the structure placed on a list of America's "Most Endangered Places." After a protracted battle in and out of court the Archdiocese agreed to move a few blocks away and the cathedral was taken over by the city and sold to a developer. Today the historic structure does duty as a library and event center.

4.

Higgins Building
108 West 2nd Street at southwest corner of
Main Street

Thomas Patrick Higgins was born in Ireland in 1844 during the potato famine and sailed to New York when he was 20. He made a living mining and lumbering and eventually wound up chasing copper in Arizona. Higgins could not pay for fancy mechanical drilling equipment so he dug by

hand - a tunnel the length of two football fields into a sun-baked Bisbee hillside. It was the start of one of America's great copper fortunes. Higgins brought his satchels full of money to Los Angeles in the early 1900s to begin developing real estate. He started with the Bisbee Hotel at 3rd and Main and then developed this site, purchasing an existing Victorian office block for \$200,000 and spending another \$500,000 to construct this commercial high-rise in 1910. Architect Arthur L. Haley dressed his Beaux Arts creation in marble walls and brass fittings and pushed the building right to the newly-imposed city height limit of 150 feet, towering over its surroundings. Higgins even put an electrical power plant in the basement, one of the city's first private generators. Higgins died in 1920 so he never saw the decline of Main Street that occurred shortly thereafter and the subsequent deterioration of the neighborhood. The Higgins Building itself spent more than 30 years vacant but has recently been resuscitated as a mixed-use facility.

TURN RIGHT ON 2ND STREET. TURN RIGHT ON SPRING STREET AND RETURN TO 1ST STREET. TURN LEFT AND ON THE CORNER IS...

5.

Times Mirror Square

202 West 1st Street between Spring Street and Broadway

America's fourth most-read newspaper operates from this three-building complex, centered around Gordon Kaufmann's 1934 Art Deco creation at the southwest corner of Spring Street and 1st Street. Nathan Cole, Jr., who was only 21 years old, and Thomas Gardiner put out the first edition of the *Los Angeles Daily Times* in 1881 but the two were forced to surrender the paper to their printer when they couldn't pay the press bill. Gardiner drifted into other newspaper work but Cole left journalism for real estate and eventually a post as Los Angeles city police commissioner. The new owners meanwhile recruited Harrison Gary Otis from Santa Barbara and he made the Times a success, tirelessly promoting both his paper and the growth of his adopted city. The massive streamlined walls of Kaufmann's Times Building are a trademark of his style - not surprising for the English architect whose crowning

achievement was work on the Hoover Dam. The lobby rotunda is graced with a mural by Hugo Ballin, a classically trained artist who directed and produced silent films. When Hollywood began making "talkies" Ballin left movies and went back to art, becoming a prominent muralist at many Southern California landmarks. To the south of the Times Building is a ten-story addition from the pen of Rowland D. Crawford that housed the *Los Angeles Mirror*, a post-World War II afternoon launch by the *Times* that survived only into the 1960s, and the six-story addition along 1st Street is a 1970s structure by William L. Pereira.

CONTINUE WALKING WEST ON 1ST STREET, AWAY FROM CITY HALL. THE LOS ANGELES DOWNTOWN SKYLINE IS ON YOUR LEFT AS YOU WALK.

6.

Stanley Mosk Courthouse

1st Street between Hill Street and Grand Avenue

One of the earliest Los Angeles landmarks was its glorious red sandstone Romanesque county courthouse that was raised here in 1891. Age and earthquake tremors conspired to bring it down in 1936. The justice complex that replaced it in the 1950s came with a price tag of \$24 million and required a team of local architects. Exterior ornamentation was kept to a minimum but the Hill Street entrance sports a bas relief of Lady Justice on an otherwise blank wall. The building carries the name of Stanley Mosk, a Texan who served longer than any other justice on the California Supreme Court - 37 years.

CONTINUE ON 1ST STREET TO GRAND AVENUE AND THE CENTER OF THE FOUR-VENUE LOS ANGELES MUSIC CENTER. ACROSS GRAND AVENUE TO YOUR LEFT IS...

7.

Walt Disney Concert Hall

111 South Grand Avenue at southwest corner of 1st Street

In 1987 Lillian Disney, wife of Walt Disney for 41 years, pledged \$50 million for a new city concert hall. She was 88 years old at the time and

even though she lived until just a few weeks shy of her 99th birthday, she never saw the hall completed. And her generous gift would not even cover half the cost of the underground parking garage. When the project was completed in 2003 an estimated \$274 million had been spent and there wasn't even enough money to skin world famous architect Frank Gehry's creation in the stone he designed. It was replaced with a less costly metal covering. But the building has been a triumph artistically and acoustically since it debuted as the home of the Los Angeles Philharmonic orchestra and the Los Angeles Master Chorale.

TURN RIGHT ON NORTH GRAND AVENUE.

8.
Dorothy Chandler Pavilion
135 North Grand Avenue at northwest corner of 1st Street

This building was the foundation for the Los Angeles Music Center, the result of efforts by Dorothy Buffum Chandler of the *Los Angeles Times* newspaper family to find a suitable stage for the Los Angeles Philharmonic in the 1960s. Completed on plans drawn by Welton Becket in 1964, the theater seats more than 3,000 spread across five tiers. The interior space is augmented by 78 crystal light fixtures including a trio of chandeliers crafted with 24,000 individual pieces of hand-polished German crystal. The Dorothy Chandler Pavilion was beamed into living rooms around the world as the long-time home of the Academy Awards.

9.
Mark Taper Forum
135 North Grand Avenue on the plaza along the west side

Welton Becket designed this perfectly cylindrical building with an exterior drum that is decorated by an atmospheric precast relief-sculpture mural by Jacques Overhoff and surrounded by two reflecting pools. Funds for the building were provided in 1962 by Mark Taper who ran shoe stores in England in the 1920s and invested the money wisely in California real estate. The 750-seat Taper is most often used by the Center Theater Group and has hosted many world premiere productions.

10.
Ahmanson Theatre
southwest corner of North Grand Avenue and Temple Street

This is the final of Wilton Becket's 1960s trifecta of performance venues for the Los Angeles Music Center; it carries the name of Howard Ahamson who made his fortune selling fire insurance. It opened in 1967 and boasts the the largest theatrical season-ticket subscription base on the West Coast.

TURN RIGHT ON TEMPLE STREET.

11.
Cathedral of Our Lady of the Angels
555 West Temple Street between Grand Avenue and Hill Street

When the town's Archdiocese agreed to abandon Saint Vibiana, these five acres are where they came to minister to the estimated four million Catholics in their care. Spanish architect Rafael Moneo created the post-modern cathedral with a series of every angle except 90-degree right ones. The 12-story tall structure that opened in 2002 can handle over 3,000 worshippers at any one time. The final price tag of \$189 million - \$3 million for the main bronze doors alone - prompted criticism that church money could have been better spent on social programs.

12.
Hall of Records Building
320 West Temple Street at southeast corner of Hill Street

Completed in 1958, this is a rare commercial highrise from one of the most significant modernist architects of the 20th century, Richard Neutra, with a design assist from his partner of ten years, Robert E. Alexander. The Hungarian-born Neutra came to the United States when he was 31 in 1923 and his first work in Los Angeles was in landscape architecture. He developed his own practice and went on to design numerous buildings embodying the International Style, twelve of which are designated as Historic Cultural Monuments around the City.

13.

**Clara Shortridge Foltz Criminal Justice Center
210 West Temple Street at southeast corner of
Broadway**

During a four-decade career architect Adrian Wilson shepherded many landmark downtown Los Angeles buildings to grand openings, including this block-filling house of justice with 850,000 square feet. Such high-visibility cases as the O.J. Simpson murder trial, the Phil Spector murder trial and the trial of Dr. Conrad Murray for the death of Michael Jackson took place here.

14.

**L.A. County Hall of Justice
211 West Temple Street at northwest corner of
Broadway**

This grand Italian Renaissance structure dressed in granite was constructed in 1925 to serve a full menu of legal functions for Los Angeles County. The Sheriff's Department was here, the Coroner (autopsies on Marilyn Monroe and Robert Kennedy were performed here), both the District Attorney and Public Defender's offices were here, and the building served as the primary county jail (Charles Manson and Bugsy Siegel were each incarcerated here for a time). After the Northridge Earthquake struck in 1994, causing damage across 2,192 square miles of Southern California, the building was declared unsuitable for occupancy. It has stood silent and unused ever since although there is talk of bringing the Sheriff's Department back. Even if you never ran afoul of California law you might recognize this city icon from scores of movies and television shows, including *Dragnet* and *Perry Mason*.

15.

**United States Court House
Spring Street, Temple Street, and Main Street**

This is the third federal building to be constructed in Los Angeles; the second, from 1910, was torn down in 1937 to make way for this one. Gilbert Stanley Underwood, who maintained a busy practice providing plans for post offices and courthouses and was the Department of Interior's go-to designer for national park lodges, created this Art Moderne tour de force. The building soars seventeen stories after stepping back from the lower stories, much as its neighbor to the south, City Hall does. When it was finished

the courthouse, clad in polished gray granite and pink terra cotta was the largest federal building in the West.

TURN LEFT ON MAIN STREET.

16.

**Triforium/Los Angeles Mall
northeast corner of North Main and Temple
streets**

The Mall was designed in the 1970s by Robert Stockwell who hired artist Joseph Young to create a distinctive work to crown the project. The Triforium blended art and technology into the tower from which Young originally planned to fire laser beams into space. That proved too costly for a sculpture already hovering around a million dollars. Instead the Triforium became the first public sculpture to synchronize light and sound by the use of a computer. That primitive computer, however, was overwhelmed by its task and the Triforium never quite performed as designed and fell into disrepair. After spending practically its entire life in the dark the lighting effects were restored in 2006.

CONTINUE ON MAIN STREET ACROSS THE SANTA ANA FREEWAY AND INTO THE SITE OF THE PUEBLO DE LOS ANGELES WHERE THE CITY BEGAN IN 1781.

17.

**Masonic Hall
416 North Main Street on northeast corner of
Acadia Street**

Builders William Hayes Perry and James Brady were constructing a simple brick structure on this corner for their carpentry and furniture-making business in 1858 when members of Perry's Masonic Lodge 42 made him an offer he couldn't refuse - build a lodge room on the second floor and we'll loan you money for construction and pay \$20 a month rent. Lodge 42 boasted several prominent members, including the first two mayors in the American period, Alpheus P. Hodge and Benjamin D. Wilson. The building's current Italianate appearance dates to the 1870s when it received a facelift to bring it in harmonious step with its new neighbors to the north. The Masons drifted away before 1900 but the building

trundled on, doing time as a boarding house and pawn shop. In 1981, however, the Freemasons returned to the historic space as the home for Los Angeles City Lodge 841.

18.

Merced Theatre

420 North Main Street

Constructed in 1870, this is one of the first structures in Los Angeles erected specifically as an entertainment venue. William Abbot, the son of Swiss immigrants, was the impresario and he named the theater for his wife, Maria Merced Garcia. Architect Ezra F. Kysor provided the ornate Italianate design, all the rage on American streets at the time. There were performances in both English and Spanish and the Merced was quickly established as the center of the town's theater activity but its heyday was short-lived. Competition and a smallpox epidemic conspired to end of the Merced's run on New Year's Day, 1877.

19.

Pico House

430 North Main Street at southeast corner of the Plaza

Pio Pico experienced most of the 19th century, being born in 1801 and living until 1894. He was born a Spaniard in New Spain, became a Mexican citizen as a young man, and finally obtained United States citizenship. Pico started in business by running a tanning hut and crude saloon in 1821 and became one of the richest and most influential men in Alta California. He put in two stints as governor of Alta California, including the last under Mexican rule. Pico held no grudges for long, however, and threw himself into business, eventually controlling over a half-million acres of land. In 1868 he and his brother Andres sold most of their San Fernando Valley lands to acquire funds for what they planned to be the "finest hotel in Los Angeles." The Picos hired the town's leading architect, Ezra F. Kysor, to design the 82-room guest house. He delivered the first three-story building in town in an Italianate style with its stucco walls scored to resemble granite. Unfortunately the later years of Pico's life were not distinguished by the success of his early days. Financial reversals caused him to lose the hotel in 1880 and he lived out his life in near poverty.

20.

Vickrey-Brunswick Building/Plaza House

501 North Main Street

This pair of 1880s commercial buildings have recently been revived from a 1991 fire. William Vickrey's distaste for the family farm and cold Illinois winters set him on a business odyssey across the country after he finally left in 1872 when he was 28. He moved to Kansas to be a shopkeeper and got involved in organizing a bank which led him to another bank in Arkansas. In 1881 he purged those interests and brought his family to Los Angeles to take charge of the Rosedale Cemetery. He was back in the financial game in 1887 as president of the East Side Bank and constructed this substantial five-story brick building as its home. In 1897 it was sold to the Braun Drug Company which became the Brunswick Drug Company ten years later. The Plaza House is an 1883 creation of architect Octavius Morgan, a partner of Ezra F. Kysor. The client was Philippe Garnier, a French immigrant, who sailed to California when he was 18 in 1859 to raise sheep with his brothers. He developed several Los Angeles properties and this one included retail space and a small residential hotel upstairs. The buildings now house LA Plaza de Cultura y Artes, a cultural center dedicated to Los Angeles' Mexican American heritage.

21.

Plaza Church

535 North Main Street

La Iglesia de Nuestra Senora la Reina de Los Angeles - the Church of Our Lady the Queen of Angels - is the oldest church in Los Angeles, dedicated on December 8, 1822. Constructed by local residents, the adobe church has seen many restorations through the decades but is still conducting services which makes it the oldest building in the city still serving its original purpose.

22.

La Plaza Park

east side of North Main Street

A city-square was always the center of commercial and social life in early Los Angeles under Spanish rule and Mexican rule. This is the third location for La Plaza, the first being closer to the Los Angeles River to the southeast. Flooding forced a retreat to higher ground across the street

and has been here for the better part of 200 years. It may not look the same but the festivals and celebrations are timeless.

23.

Simpson-Jones Building
northeast corner of North Main Street and the Plaza

This land was owned by a Los Angeles mayor, Cristobal Aguilar, and the first governor of California from the southern end of the state, John Downey. The site contained the rambling adobe home of the John and Doria Jones that was sacrificed in a street widening in the 1880s. Doria Jones constructed this building in 1894 to house the works of the William Gregory Engine Company, known as Moline Engines. The current appearance on Main Street dates to 1960 and an attempt to dress up the old machine shop as a Mexican-styled bank.

24.

Machine Shop
620 North Main Street

This low-slung commercial brick building was constructed around 1915 as a machine shop with arched openings and access to both Main Street and Olvera Street. After Olvera Street was transformed into a Mexican marketplace the machinery was replaced with cushioned seats for the short-lived Leo Carillo Theater. For its new life, two of the arches were unfortunately filled in and stuccoed over.

25.

Sepulveda House
622-624 North Main Street

Señora Eloisa Martinez de Sepulveda came north from Senora, Mexico with her family when she was 11. She married Joaquin Sepulveda and when he died in 1880 after 23 years of marriage she was a wealthy single woman. Señora de Sepulveda believed Main Street was poised to become the commercial heart of the about-to-boom Los Angles. She poured \$8,000 into the town's first Victorian mansion that she hoped would be the cornerstone of an urbane, Eastern-style shopping district. It never happened and the Sepulveda House sat in the midst of machine shops and boarding houses that did a brisk trade in the pleasures of the flesh. Señora de Sepulveda gave the

house to her favorite niece in 1901, two years before she died. After Union Station opened across the street the house did duty as a USO canteen and was a favorite stop for GIs passing in and out of town. Refurbished today, the Sepulveda House operates a visitor center.

26.

Italian Hall
644 North Main Street at southeast corner of Cesar E. Chavez Avenue

Italian immigrants began settling in the El Pueblo in 1855 and made their mark with businesses and development of several buildings. This Italian community center for meetings, banquets and entertainment was constructed in 1908 on plans drawn by 42-year old architect Julius W. Krause. The south wall features a full-width mural painted in 1932 by David Alfaro Siqueiros, a Mexican social realist painter who was one of the founders of Mexican Muralism. Siqueiros was also a political extremist who participated in an unsuccessful attempt to assassinate Russian Marxist politician Leon Trotsky in 1940 and his work here that featured an Indian bound to a double cross, surmounted by an imperialist eagle and surrounded by pre-Columbian symbols and revolutionary figures sparked such controversy that it was whitewashed over before being restored.

TURN RIGHT ON CESAR E. CHAVEZ AVENUE. THE TWIN-TOWERED BUILDING AHEAD ON THE LEFT, ACROSS ALAMEDA STREET, IS...

27.

Los Angeles Terminal Annex
900 North Alameda Street

The grand building with the Spanish Colonial Revival flavor was constructed in 1940 for the most mundane of purposes - sorting the mail. Architect Gilbert Stanley Underwood used part of the \$3 million construction budget to insure harmony with Union Station across the street. Even with 400,000 square feet of working space the facility was overwhelmed within ten years and a \$12 million expansion was required.

BEFORE YOU REACH ALAMEDA STREET,
TURN RIGHT THROUGH THE STONE
PILLARS ONTO THE STREET WHERE
LOS ANGELES WAS BORN...

28.

Olvera Street

The oldest part of Los Angeles, this short street was known as Wine Street until 1877 when it took the name of Augustin Olvera, a city councilman and judge who presided over his first trials from his home just off the dirt street. It was also about that time that the town began to leak out to the south, down Spring Street and Broadway and Main Street. It wasn't long before the area around Olvera Street slid into disrepair and it was an unsavory stew of drifters, vagrants and other shady characters that greeted Christine Sterling, a San Francisco socialite recently transplanted to Los Angeles, when she saw the neighborhood for the first time in 1926. But smitten with the town's Spanish-flavored heritage, she dreamed of a Mexican marketplace that would mix Latin romance with a healthy dose of capitalism. She was able to stir the imagination of *Los Angeles Times* publisher Harry Chandler, a powerful ally, with her plans but the City Council took years to come around. Finally on Easter Sunday 1930 the Paseo de Los Angeles opened as "A Mexican Street of Yesterday in a City of Today." It was an instant success and today Olvera Street continues to pay homage to old Mexico in 27 historic buildings housing shops and restaurants as part of Los Angeles State Historic Park.

29.

**Pelanconi House/La Golondrina
West 17 Olvera Street**

This is the oldest brick house in Los Angeles, assembled by Giuseppe Cavacciand, a vintner. Antonio Pelanconi purchased the house in 1871 and it has been a restaurant since 1930 when the street was reborn as a tourist destination - the oldest eatery on Olvera Street.

30.

**Avila Adobe
East 10 Olvera Street**

This is the oldest building in Los Angeles, created from sun-baked adobe bricks in 1818 by Don Francisco Ávila, a wealthy cattle rancher.

During the last gasps of the Mexican-American War U.S. Navy Commodore Robert F. Stockton fought his way into Los Angeles from San Diego and made the adobe, the largest structure in the area, his temporary headquarters for what turned out to be the final three remaining days of the war. The adobe spent many deteriorating years as rental property until earthquake tremors finished it off in the eyes of the City, which condemned it in 1928. It was that date with the wrecking ball that ignited Christine Sterling's campaign to resurrect Olvera Street. She took over ownership of the property and would remain until her death in 1963.

WHEN YOU REACH THE PLAZA TURN
LEFT, TOWARDS ALAMEDA STREET.

31.

**Plaza Methodist Church
south end of Olvera Street at Plaza**

This is the site of the adobe of Agustín Olvera, the namesake of Olvera Street. The Methodists began sending missionaries to Los Angeles around 1880 to tend to the spiritual needs of Mexican and Chinese immigrants. This church was constructed in 1926; its appearance dates to the 1960s. The attached Biscailuz Building (named in 1968 after Eugene Biscailuz who assisted Christine Sterling to preserve this swatch of historic Los Angeles in his post as a city sheriff) was built at the same time and did duty as the United Methodist Church Conference headquarters, the Plaza Community Center and the Consulate-General of Mexico. Today it houses the administrative offices of the El Pueblo organization.

FOLLOW THE WALK OVER TO ALAMEDA
STREET TO HAVE A LOOK AT...

32.

**Union Station
800 North Alameda Street**

They don't build 'em like this anymore. Literally. Los Angeles Union Passenger Terminal was the last of the grand railroad stations to be constructed in the United States when it opened in 1939. As it is, its 18 tracks and seven platforms make it modest in size compared to other "union" stations that preceded it around the country. The

station took over service from La Grande Station and Central Station and originally served the Atchison, Topeka and Santa Fe Railway, Southern Pacific Railroad, and Union Pacific Railroad, as well as the Pacific Electric Railway and Los Angeles Railway. The father-and-son team of John and Donald Parkinson were the lead architects on the team that delivered a blend of old world Mission Revival and trendy Streamline Moderne styles for the terminal. Union Station is generously landscaped with gardens, not the usual greeting an urban rail traveler typically receives when stepping off the train.

TURN AND RETRACE YOUR STEPS ALONG LOS ANGELES STREET AS IT CURVES ALONG THE PLAZA.

33.

Fire House No. 1

126 Plaza Street at Los Angeles Street

This brick building was the first structure in Los Angeles to be erected for the sole purpose of housing fire fighting equipment and personnel. The price tag in 1884 was \$4,665. A chunk of that money was used by architect William Boring to design stables inside for the horses. Boring hailed from Illinois where the fire horses no doubt appreciated such an amenity whereas Los Angeles horses may have preferred to stay outside all year. Boring even included a turntable in the floor so firemen did not have to waste time backing the horses out of the station house. The company moved out in 1897 and the building avoided demolition by toiling for a parade of masters as a flop house, a saloon and more. In 1960 the old paint was scraped away and the eyesore spruced back up in a restoration as a museum.

34.

**Garnier Building/Chinese American Museum
425 North Los Angeles Street**

This is another property developed by Philippe Garnier, in 1890 with brick and stone trim. It was a larger structure at the time; the southern portion was sacrificed for the freeway in the 1950s. Since 2003 the Chinese American Museum, the first museum devoted to the experience of Chinese Americans in California, has operated here. Before this area was cleared to make room for Union Station in the 1930s this was the original Los Angeles Chinatown.

CONTINUE ON LOS ANGELES STREET AND CROSS THE FREEWAY. AT TEMPLE STREET TURN RIGHT.

35.

James K. Hahn City Hall East

200 North Main Street at southeast corner of Temple Street

This adjunct to handle an overflowing city government was raised in the 1970s on plans from Jesse Earl Stanton and William Francis Stockwell, whose fingerprints are on much of the newer work in the Civic Center. James K. Hahn only served one term as mayor, ending in 2005, but he was also city attorney and controller during a long career of public service. He is the only person to have been elected to all three posts.

YOU HAVE NOW RETURNED TO THE TOUR STARTING POINT.

Look Up,

Los Angeles - Downtown



A Walking Tour of Los Angeles - Downtown...

Los Angeles has often been characterized as a jumble of “suburbs in search of a city.” But Los Angeles has always boasted a significant downtown and it looks a whole heck of a lot like it did eighty years ago. Unlike Manhattan (on an island) or Philadelphia (squeezed between two rivers) or Chicago (pressed against a lake), developers in Los Angeles could build freely to the west rather than destroy existing structures.

But far from being an amorphous blob, downtown Los Angeles followed a rigid development pattern in its formative years. The first break-out from the original settlement in the early 1900s took place south along Spring Street (the banks) and Main Street (the businesses) and Broadway (the theaters). Restless entrepreneurs began pushing a few blocks west along 7th Street around 1915 and by 1920, the city’s private and municipal rail lines stretched for over 1,000 miles into four surrounding counties with downtown as the hub.

As a developing town in the early 1900s the Los Angeles City Council passed a height restriction of 150 feet on skyscrapers to insure the famous Southern California sunshine actually reached the sidewalk. So early buildings marched like matched teeth up and down Spring Street and Main Street. After a half-century the height limit was rescinded and rather than tear down and rebuild the business district packed up and moved west to Flower Street and Hope Street and Figueroa Street and built to the sky.

Our walking tour will maneuver through these steel-and-glass monoliths on the blocks that do much to define the Los Angeles skyline. We will see the town’s tallest skyscrapers and also see some its finest Renaissance Revival architecture but we will begin at a place that has endured since the Los Angeles days of dirt streets when cypress and citrus trees were planted and a picket fence erected to keep roaming livestock from trampling the plantings...

1.

Pershing Square

bounded by 5th Street to the north, 6th Street to the south, Hill Street to the east, and Olive Street to the west

In 1866 this 5-acre block was dedicated as a public square, known familiarly as “the Lower Plaza,” being located south of the Pueblo de Los Angeles. It was the first of a parade of names that ended in 1918, a week after World War I ended and the space was renamed in honor of General John Joseph “Black Jack” Pershing. At some point the owner of a nearby beergarden, German immigrant George “Roundhouse” Lehman, planted small native Monterey cypress trees, fruit trees, and flowering shrubs around the park, and maintained them until his death in 1882. The plantings grew sub-tropically lush, and the park became a shady oasis and an outdoor destination for the city. The entire park was demolished and excavated in 1952 to build an underground parking garage and the park above became an eyesore. It was finally closed in 1992 and underwent a major \$14.5-million redesign and renovation by landscape architects Ricardo Legorreta of Mexico, and Laurie Olin of the United States. Today’s park is peppered with public artworks including a 10-story bell tower.

EXIT PERSHING SQUARE TO THE WEST,
TO THE MIDDLE OF OLIVE STREET.

2.

The Biltmore Hotel

515 South Olive Street at Pershing Square

Canadian-born John McEntee Bowman started working in America in a men’s clothing store in Yonkers, New York but drifted into the hotel business at the Holland House Hotel. The owner died in 1913 and Bowman plucked his new Biltmore hotel from the estate, building it into a world-wide chain of top-shelf hotels. For this hotel in 1923, that was to fill half a city block, Bowman staked his \$7 million budget on a new New York architectural firm started by Leonard Schultze and S. Fullerton Weaver. Schultze and Weaver blended Italian Renaissance styling with the regional Spanish Revival and Mediterranean Revival traditions to create the 11-story, 1,500-room guest house that was the largest hotel west of Chicago. The Los Angeles Biltmore instantly

became the premier luxury hotel in town. The Academy of Motion Picture Arts and Sciences was founded at a luncheon banquet in its Crystal Ballroom in 1927 and over the next 50 years several Oscar ceremonies were held here. If you have watched any movies or television shows at all you have no doubt encountered the Biltmore on screen.

FACING THE BILTMORE, TURN RIGHT
ON OLIVE STREET AND WALK UP TO
THE CORNER OF 5TH STREET. ACROSS
5TH STREET TO YOUR RIGHT, BESIDE
THE PARKING LOT, IS...

3.

Guaranty Trust Building

401 West Fifth Street at northwest corner of Hill Street

Architect John Parkinson was joined by his son, Donald B. Parkinson in 1920 and the firm created some of the town’s finest buildings, City Hall and Union Station among them. Here they applied the Art Deco treatment tinged with Gothic details to this highrise office building in 1930; it is dressed in stone-colored tile. Sharp-eyed fans of television’s *Lou Grant*, the spinoff for Mary Richard’s irascible newsroom boss from the *Mary Tyler Moore Show*, will recognize the building as the home for the fictional *Los Angeles Tribune*.

BEYOND THE PARKING LOT, THE FOUR-
WINGED BUILDING IS...

4.

Subway Terminal Building

417 South Hill Street

This luxury apartment complex began life as the downtown terminus for the “Hollywood Subway” branch of the Pacific Electric Railway Interurban rail line. The subway opened in 1925 and reached peak usage in the 1940s, carrying an estimated 65,000 passengers underground every day. The car culture won out in the 1950s, however, and Pacific Electric removed the tracks after the last train, waving a banner reading “To Oblivion,” rolled through the tunnel on June 19, 1955. Twelve years later the tunnel was filled in. Leonard Schultze and S. Fullerton Weaver came out from New York to design the multi-towered

terminal in a distinctive Florentine exterior.

TURN LEFT ON 5TH STREET.

5.

Southern California Edison Building
601 West Fifth Street at northwest corner of Grand Avenue

Utilities around the country favored Art Deco buildings for their brawny plants in the 1920s and 1930s and this 14-story home of the Southern California Edison Company was no exception. Architect brothers James Edward and David Clark Allison, who began working in Pittsburgh, Pennsylvania before transplanting to Los Angeles in 1910, drew up the plans. They dressed the lower stories in limestone and used buff-colored terra cotta to finish the higher floors. It was the second home for the primary supplier of electric power in southern California and appropriately this was one of the first buildings constructed with electricity providing all heating and cooling functions. Much of the building's ornamentation is energy-themed from the Merrell Gage sculptures at the entrance to the mural in the marble-encrusted lobby by Hugo Ballin, a classically trained artist who directed and produced silent films. When Hollywood began making "talkies" Ballin left movies and went back to art, becoming a prominent muralist at many Southern California landmarks.

THE TOWER NEXT DOOR LOOMING OVER THE EDISON BUILDING IS...

6.

U.S. Bank Tower
633 West Fifth Street at northeast corner of Hope Street

Here are the stats for the 1,018-foot skyscraper designed by Henry Cobb in the late 1980s. It is the tallest building in California, the tenth-tallest in the United States and the 55th tallest in the world. It was the tallest building in the world ever to be erected in a major earthquake region at the time of its construction (now second highest) and was designed to withstand a reading of 8.3 on the Richter Scale (the Northridge earthquake in Southern California in 1994 was 6.7, the San Francisco Bay earthquake in 1989 was 6.9). Los Angeles building codes required a heliport on the

roof so it is the tallest building in the world where a helicopter can land. The distinctive crown is illuminated glass that is thematically lit throughout the year. The skyscraper was funded as part of a billion-dollar redevelopment project following a pair of fires that torched the Los Angeles Library across the street so it was known as Library Tower until naming rights were sold. The skyscraper is often shown on screen to establish a movie setting as downtown Los Angeles and its biggest star turn to date came in Independence Day when it is the first structure destroyed in the alien invasion.

TURN LEFT ON GRAND AVENUE. HALF WAY DOWN THE BLOCK ON THE RIGHT IS...

7.

Hilton Checkers Hotel
535 South Grand Avenue

This 1927 Moorish-influenced hotel was one of the last projects in the career of architect Charles Frederick Whittlesey who made his reputation in the desert Southwest and pioneered the use of reinforced concrete in California. Whittlesey became chief architect for the Atchison, Topeka and Santa Fe Railroad in 1900 when he was only 33. Here Whittlesey was asked by lawyer-developer William Henry Anderson to create 348 light-filled airy rooms on a slender lot 60 feet wide and 160 feet deep. The sandstone facade is littered with fanciful gargoyles and once boasted carved renditions of the Christopher Columbus' Santa Maria and the Pilgrims' Mayflower. The 12-story hotel was shuttered in 1985 but has been renovated and is greeting guests again.

TURN RIGHT ON THE WALKWAY ON THE NORTH SIDE OF THE HILTON CHECKERS (YOUR RIGHT SIDE AS YOU LOOK AT). WHEN YOU GET TO THE END OF THE HOTEL LOOK LEFT TO SEE...

8.

Aon Center
707 Wilshire Boulevard

This is the City's second-tallest building and California's as well. Designed by Charles Luckman, it reigned as the state sky king from its completion in 1973 until the Library Tower came

along in 1989. The 62-story, 858-foot tower is unusually slender and even more remarkable is that the project was completed before deadline and under budget. When First Interstate Bank moved here from Spring Street when this tower opened it triggered a stampede of banks to this part of town and quickly ended Spring Street's days as the "Wall Street of the West."

FOLLOW THE WALK AS IT OPENS TO YOUR RIGHT INTO THE PLAZA PAST THE BUILDING ON YOUR RIGHT, THAT IS...

9.

Los Angeles Central Library

630 West Fifth Street with entrances on Hope and Grand streets

The Central Library complex is the hub for 72 branches and more than six million volumes, one of the world's largest library systems, started in 1872. The historic core building is named for its architect, Bertram Grosvenor Goodhue who apprenticed in the Victorian Age and helped popularize Spanish Colonial architecture in California. Here Goodhue blended Egyptian and Byzantine influences into his stylistic stew for the library that was designed in 1924 just before Goodhue's death at the age of 54. Carleton Monroe Winslow shepherded the building to completion, as he did for several of Goodhue's projects, in 1926. Look up to see a pyramid atop the central tower decorated with mosaic tiles and with a hand holding a torch representing the "Light of Learning" at the apex. The Library had a date with the wrecking ball in the 1970s but the citizen-led movement to save the building resulted in the formation of the Los Angeles Conservancy that now numbers over 6,000 members and is the largest local preservation organization in the country. The Modernist interpretation of the Beaux Arts style on the southwest corner of Grand Street is a 1991 addition.

CONTINUE WALKING THROUGH LIBRARY PARK OUT TO FLOWER STREET AND TURN LEFT.

10.

California Club

538 South Flower Street

This is the fourth, and by far longest tenured, clubhouse for the private California Club that held its organizational meeting on September 24, 1887. Formed to provide recreation and fine dining to its members, it is the oldest such club in southern California. The architect, Robert D. Farquhar, won a Distinguished Honor Award from the American Institute of Architects for the Italian Renaissance design after the building was completed in 1930.

11.

General Petroleum Headquarters/Pegasus Lofts

612 South Flower Street at southeast corner of 6th Street

University of Washington classmates Walter Wurdeman and Welton Becket settled in Los Angeles in 1933 and set about designing some of the town's largest and most notable buildings. In 1947 for General Petroleum they innovated the use of cost- and weight-saving aggregates that created a modular, easy-to-partition building. Today the office building is doing residential duty as the Pegasus Lofts, the name taken from the logo for General Petroleum's Mobil brand gasoline.

12.

Roosevelt Building

727 West 7th Street at northeast corner of Flower Street

The brawny structure holding this corner, crafted in the Italian Renaissance Revival style by Alexander Curlett and Claud Beelman, was the largest office building in southern California when it opened in 1927. The exterior is terra cotta molded to look like rusticated stone blocks. The Roosevelt, named for President Theodore Roosevelt, has been re-born as residential lofts and much of the building's character was retained in the conversion.

TURN RIGHT ON 7TH STREET AND TAKE A FEW STEPS TO SEE ONE OF THE MOST CELEBRATED BUILDINGS IN LOS ANGELES...

13.

The Fine Arts Building

811 West 7th Street at northeast corner of Figueroa Street

This building was conceived as studio and selling space for high end artists and architects Albert R. Walker and Percy A. Eisen, known for their stylish creations, were hired to design the tower. Walker and Eisen tapped the Romanesque Revival style and outfitted their 12-story high-rise with a Spanish Renaissance-inspired mezzanine to display the works of art. The Fine Arts Building lobby was augmented with terra cotta and tiles from Pasadena kilns of Ernest Batchelder. The master craftsman himself was on site to handle the implementation and the price tag for the tile work alone was \$150,000. Also on site was Claremont artist Burt William Johnson, who suffered a heart attack while working on the signature sculptors. He survived and was able to direct his assistants but Johnson died three months after the building opened in 1926. He was only 37. The high-style art concept didn't work and the building trundled on as elegant office space for such tenants as Signal Oil.

TURN AND WALK EAST ON SEVENTH STREET, ONE OF THE MOST STORIED COMMERCIAL THOROUGHFARES IN TOWN...

14.

Barker Brothers Furniture Building

818 West 7th Street at southeast corner of Flower Street

Obadiah Truax Barker was an Indiana man who ran retail operations in the Hooiser state and then in the small mining community of Colorado Springs, Colorado in 1872. He came to Los Angeles in 1879 for a horticulture show and a year later he had moved his family to the frontier town with dirt streets ad went into the furniture and carpet business with a new partner, Otto Mueller. Barker soon bought out Mueller and brought his sons, Obadiah, William and Charles into the business and by 1898 when the enterprise became Barker Brothers it was the largest department store in Southern California. In 1926 the business relocated to this 11-story commercial showplace, designed by Alexander Curlett and Claud Beelman. Their new home was

finished with black walnut woodwork and Italian travertine marble and boasted 11 customer elevations to move wide-eyed shoppers to each floor of high end furnishings. Barker Bros. abandoned downtown Los Angeles after 104 years in 1984, surviving for eight more years in its suburban locations. In its office life the old Barker store retains its nearly original exterior and a forty-foot high beamed lobby.

15.

The Union Oil Building

617 West 7th Street at northeast corner of Hope Street

Claud Beelman and Alexander Curlett were two of the most stylish architects working in Los Angeles during the go-go days of Los Angeles in the 1920s. Here they constructed an office tower as the headquarters for expanding Union Oil in 1923 after the company outgrew their digs in the Bartlett Building down the street. Union Oil formed in 1890 when three Southern California oil companies - Sespe Oil Company, the Hardison and Stewart Oil Company, and the Mission Transfer Company banded together in 1890 to form Union Oil in Santa Paula. The company would move on again in the 1950s. The textured fenestration has been likened to the hanging chads of a computer punch card.

16.

J.W. Robinson Company

600 West 7th Street at southeast corner of Hope Street

Joseph Winchester Robinson operated a dry goods business in Massachusetts until he was 36 years old and he decided to pull up stakes and travel across the country to grow oranges. But when he arrived in Los Angeles in 1882 he couldn't help but notice the poor quality of the merchandise available in the dusty town. He hopped back east and made arrangements to ship goods around Cape Horn and by February of 1883 the Boston Dry Goods Store, offering "fine stocks and refined 'Boston' service." Business was brisk and new quarters were required by 1887. Robinson died unexpectedly in 1891 and his father traveled west to take over the business which would be renamed for the founder. In 1915 Robinson's, "catering to the most exclusive trade," became the first store to bolt the busi-

ness district west of Broadway and opened a new Beaux Arts retail palace with 392,000 square feet. The gamble paid off and Robinson's prosperity spawned a seven store addition in 1923 bringing the total of selling space to over nine acres. The flagship modernized in the early 1930s and the Los Angeles Times gushed over the sleek new Art Deco design executed by architect Edward Mayberry calling it "one of the outstanding beautiful structures of America." Robinson's lasted until 1991; its building today is mostly office space.

17.

Quinby Building

529 West 7th Street at northeast corner of Grand Avenue

In the 1920s Gabriel S. Meyer and Phillip W. Holler built one of the largest architectural firms in the city, best known for their iconic theaters, especially the Egyptian and Chinese palaces for Sid Grauman. Here Raymond Kennedy of the firm turned his talents to office towers here in 1926, pressing up against the City's 150-foot height limit.

18.

Brockman Building

530 West 7th Street at southeast corner of Grand Avenue

In the Historic Core of Los Angeles block after block are filled with office towers that are all exactly at that 150-foot height limit. But John Brockman, a German immigrant who made his fortune in mining, was the first to build such a structure west of the Broadway Commercial District. George D. Barnett gave the pioneering structure a vibrant Beaux Arts visage in dark brick and creamy terra cotta in 1912, establishing Seventh Street as the City's high-end retail district.

TURN RIGHT ON GRAND AVENUE.

19.

Stillwell Hotel

838 South Grand Avenue

Frederick Noonan and Charles Kysor, whose father Ezra was one of the first architects to practice in Los Angeles, enjoyed a brief design partnership that produced this hotel for Charles Henry Stillwell in 1912. Since 1959 the Stillwell

has shared the building with Hank's Bar, started by a journeyman prizefighter named Hank Holzer who made a living fighting under the name Steven Terry because pugilists in the 1920s made more money if they had an Irish name. Holzer ran the bar until he died in 1997 at the age of 88.

20.

Embassy Hotel/Trinity Auditorium

851 South Grand Avenue at northwest corner of 9th Street

This Beaux Arts tour de force was designed in 1913 to function as a hotel, an auditorium and an office building, so ambitious that it required the talents of three architects - Thornton Fitzhugh, Frank Krucker and Harry Deckbar. Scattered through its nine stories were social halls, a library and a separate ladies parlor. On the roof was a garden. The auditorium, which could seat as many as 2,500, was the home for the Los Angeles Philharmonic during its first season in 1919. During its nearly 100 years the building has done duty as the Embassy Hotel, the Trinity Methodist Episcopal Church and a dormitory for the University of Southern California (1980s).

TURN LEFT ON 9TH STREET.

21.

Insurance Exchange Building

318 W. 9th Street at southeast corner of South Olive Street

For this office tower in 1924 Alexander Curlett and Claud Beelman heeded the early architectural practice of designing a high-rise in the image of a classical column with a defined base (the stone lower stories with the balustraded arched windows), an unadorned shaft (the brick faced central stories), and a capital (the decorative stone cornice).

TURN LEFT ON SOUTH OLIVE STREET.

22.

Commercial Exchange Building

416 West 8th Street at southeast corner of South Olive Street

Albert Walker and Percy Eisen drew up plans for this Neoclassical office tower in 1923. In 1935, new city property lines forced he George R. Kress House Moving Company to cut the building in

half, move one section back five feet and stitch the whole composition back together. The neon sign on the corner is reputedly the tallest in the city.

23.

**Hotel Olive and Bristol Hotel
northeast corner of South Olive and 8th streets**

The north side of 8th Street on the block to your right boasts two century-old hotels. On the corner are what remains of the Hotel Rockwood, designed by John Parkinson, one of the town's most prolific and important architects of the early 20th century. Next to it, having come through the last hundred years a bit better but with major alterations, is the former Woodward Hotel, later the Bristol Hotel. Fred Dorn designed the building of reinforced concrete with pressed brick and terra cotta in 1906. In 2011 French street artist JR adorned the wall you see from the corner with "Westside Hand." Although the "W" symbol is most often associated with gangs here it is part of a program called Wrinkles in the City that installs paintings of senior citizens on the sides of buildings in the streets where they live and represents the West Side.

24.

Southern California Telephone and Pacific Telephone

740 South Olive Street and 716 South Olive Street

For Southern California Telephone, John Parkinson returned to Olive Street decades later, this time with his son, to provide Southern California Telephone's expansive headquarters at #740. The facade for Pacific Telephone is a 1930 redesign of a 1908 building by the prestigious firm of Morgan, Walls and Clement.

25.

Ville de Paris Department Store

712 South Olive Street at southeast corner of 7th Street

Auguste Fusenot sailed from France in 1873 for San Francisco where he became a partner in the fabled City of Paris Store on Union Square. When he struck out for Los Angeles in 1893 he went full French and opened the Ville de Paris. The French mystique played just as well in southern California and Fusenot prospered, eventually

moving into the city's prime retail space in the Homer Laughlin Building on South Broadway. The next generation of the Fusenot family was in charge in 1917 when they migrated west into this classically-inspired retail space created by William James Dodd and William Richards. Before the decade was out, however, the Fusenots sold out to B.H. Dyas, who gradually phased out the Ville de Paris name. Dyas was a purveyor of sporting goods and promoted his emporium as "The Most Interesting Store in California." Sportsmen familiar with the vast Cabela's and Bass Pros Shops today would recognize the trout-filled aquariums, rifle range and stuffed game animals shoppers saw at B.H. Dyas ninety years ago.

26.

Coulter Dry Goods/The Mandel

500 West 7th Street at southwest corner of South Olive Street

Benjamin Franklin Coulter started selling clothes to Los Angeles women in 1878 in less than 1000 square feet of space on the corner of Temple and Spring streets. The family business moved five times before it landed in this space in 1917. Architect brothers Charles Sumner and Henry Mather Greene, who worked together for 30 years before going their separate ways, designed the gracefully curving building. Coulter's stayed twenty - a virtual lifetime for the company - before moving to the Miracle Mile on fashionable Wilshire Boulevard. Other retailers came and went and the building dodged the wrecking ball to be fused with neighboring former Mandel's Shoe Company building and be reborn as loft apartments.

27.

Bank of Italy

505 West 7th Street at northwest corner of South Olive Street

Before San Francisco's Bank of Italy, orchestrated by Amadeo Peter Giannini, became the Bank of America in 1928 it established a beachhead in Los Angeles in this building in 1922. The oldest architectural firm in Los Angeles with roots stretching back to the 1870s, Morgan Walls and Morgan, executed a grand Renaissance Revival bank vault that radiated serious money management. Confident depositors entered through a parade of double-height Corinthian columns

shielding great bronze doors. The building was not without its light touches, however. Regal faces are sculpted from granite on the facade and playful images of American coins decorate the entrance.

28.

Los Angeles Athletic Club

431 West 7th Street at northeast corner of South Olive Street

The Los Angeles Athletic Club formed in 1880 and settled into this home in 1912. There have been several scalpels taken to the lower part of the facade over the past century but the essential character of the building by John Parkinson and Edwin Bergstrom, the dominant design partnership in Los Angeles at the time. The clubhouse's biggest wow factor was not its architecture so much as its engineering since its pool was all the way up on the sixth floor. Membership was a vibrant mix of movie stars, politicians and Olympic athletes. Athletes with ties to the Los Angeles Athletic Club have won 97 Olympic medals through the years, including 47 gold.

29.

James Oviatt Building

617 South Olive Street

James Zera Oviatt left his native Utah in 1909 at the age of 21 to begin his working life in Los Angeles as a window dresser. Three years later he was able to launch his own haberdashery with hat salesman Frank Baird Alexander. In short order the legends of the emerging movie industry began relying on Oviatt to find them cutting edge fashions during his annual buying trips to Europe. By 1927 Oviatt was ready to build his dream store. He hired the town's go-to architects for elegant downtown buildings, Percy Eisen and Albert Walker, and imported tons of French marble and 60,000 pounds of glass from artisan René Lalique for chandeliers, door panels and fixtures. For his own penthouse above the selling space Oviatt relied on Parisian designers to parse together the rich hardwoods, European fabrics and Lalique glass. Much of the showy ornaments have been sold off through the years but 1920s Paris lives on in the dining and entertainment establishments operating here.

30.

Pacific Finance Building/Heron Building

510 West 6th Street at southwest corner of South Olive Street

Step back to look up above the street level to see the classically-inspired handiwork of William J. Dodd and Frank Richards for this 1920 office building. Dodd was a Canadian who worked as a designer for the legendary New York architectural firm of McKim, Mead and White before partnering in his own firm in Kentucky at the age of 25 in 1887. He did not arrive in Los Angeles until he was past 50 but built busy commercial practice for the last 15 years of his life with Richards, an Englishman who himself did not come to Los Angeles until he was past 40, beginning in 1915.

31.

Pacific Mutual Life Insurance

northwest corner of South Olive Street and 6th Street

Pacific Mutual Life issued its first policy ceremonially on May 9, 1868 to Leland Stanford, who was in between his stint as California's 8th governor and his role in the completion of the Transcontinental Railroad as a Big Four director of the Central Pacific Railroad. Stanford served as the first president of Pacific Mutual Life, headquartered in San Francisco, from 1868 until 1876. In the rubble of the 1906 Earthquake directors voted to establish a new home office in Los Angeles, which was designed on this corner by John Parkinson and Edwin Bergstrom. Parkinson would return just before his death with his son in the 1930s to give his 25-year old Beaux Arts building a fresh Art Moderne update. In the interim the expanding company commissioned a 12-story addition from William Dodd and Frank Richards who delivered a classical U-shaped perfection packed with Corinthian pilasters, coffered archways and statuary.

YOU HAVE NOW RETURNED TO THE
TOUR STARTING POINT IN PERSHING
SQUARE.

Look Up,

Los Angeles - Financial District



A Walking Tour of Los Angeles - Financial District...

The Historic Core is stuffed with grand old buildings, many exactly 150 feet in height, owing to a height limit ordinance passed in 1911. The restriction was intended to limit the density of downtown Los Angeles and allow the famous Southern California sunshine to reach the sidewalks. Rare exceptions were granted for decorative towers with setbacks in the upper stories that appeared in the 1920s. The restriction was lifted in 1957 but there is still none of the experience of being stranded in an urban canyon in the Downtown Core.

The Downtown Core is roughly defined by four north-south streets from Hill Street to the west to Main Street to the east. The Financial District tour will travel down Main Street and back up Spring Street (the Theatre District tour covers Broadway and Hill Street). When the City's banks began seeping out of the Los Angeles business center in the early 1900s they congregated to the south along Spring Street. There were so many banks and law offices and insurance money here that Spring Street became known as the "Wall Street of the West" and Los Angeles became a player on the national financial stage.

The Financial Center stayed intact for more than half-a-century until the lifting of the height restrictions triggered a move several blocks to the west and the money men departed en masse. Nobody bothered to rebuild, they just left and there was no money still here to tear much down. The empty buildings spawned an unsavory element that dominated the area into the 1980s. In recent years the old Financial District has undergone redevelopment and re-gentrification. Perhaps most pleased with the state of affairs is Hollywood which mines the richly decorated blocks of Beaux Arts buildings that stand virtually unchanged for movie sets.

There are dozens of such period-piece visages waiting in the Financial District but we will begin our walking tour with a structure from still an earlier era, today just about a one-of-a-kind in Los Angeles...

1.

**Pershing Hotel at the 1888 Charnock Block
502 South Main Street at southeast corner of
5th Street**

This rare splash of Victorian flavor in downtown Los Angeles was originally built as a commercial block in 1888 but the upper floor has functioned as a hotel for most of 100 years. Look up above the ground level to see a still lively second floor punctuated by finely crafted projecting oriel bay windows against the painted brick. The Owl Drug Company was a one-time prominent tenant. The corner weathervane is a 1989 addition from blacksmith sculptor Adam Leventhal, called "Sun Moon Dome."

ACROSS THE STREET, FRAMING 5TH STREET, ARE THE TWO PARTS OF THE..

2.

**Rossllyn Hotel
west side of 5th Street at Main Street**

The Rossllyn Hotel began its hospitality career as a four-story operation in the 400 block of Main Street before embarking on a major expansion in 1913. The town's go-to architect for big projects, John Parkinson, was called on to design the "Rossllyn Million Dollar Fireproof Hotel." Main Street at the time was the pulsating heart of Los Angeles and the Rossllyn prospered so greatly that Parkinson was brought back ten years later to create a sister hotel across the street. The Rossllyn Hotel and the Rossllyn Annex teamed to form a gateway to the City, announced by rooftop neon signs. Underground, a marble tunnel linked the two buildings and legend has it that the tunnel featured a secret exit that could be used during Prohibition. As Main Street's importance waned after World War II so to did the Rossllyn and in the 1970s the two hotels were acquired by different owners.

WALK SOUTH ON MAIN STREET (THE ROSSLYN WILL BE ON YOUR RIGHT).

3.

**William G. Kerckhoff Building
560 South Main Street at northeast corner of
6th Street**

Indiana-born William George Kerckhoff started his working life in his father's saddlery

and hardware business but left for California in 1878 when he was 22. He landed in Los Angeles and organized the firm of Jackson, Kerckhoff & Cuzner which morphed into the Kerckhoff-Cuzner Mill and Lumber Company. Their fleet of vessels shipping timber from the Northwest fueled one of the Pacific Coast's largest enterprises. Kerckhoff expanded into electric and water power, becoming president of the Pacific Light and Power Company. This was their headquarters, designed in 1907 by busy Los Angeles architects Octavius Walls and John Morgan. William Kerckhoff died in 1929 and the Atcheson, Topeka and Santa Fe Railroad moved in. The office tower was officially renamed the Santa Fe Building in 1933.

4.

**Pacific Electric Lofts
610 South Main Street at southeast corner of
6th Street**

Of the "Big Four" managers of the Central Pacific Railroad that built half of the Transcontinental Railroad in 1869 Collis P. Huntington was the true railroad man. Using the Central Pacific as his base, Huntington built other monumental lines such as the Southern Pacific and the Chesapeake & Ohio, bringing his nephew, Henry Edwards Huntington into the business along the way. In 1898 Henry purchased the narrow gauge Los Angeles Railway that was known familiarly as the Yellow Car system for the golden-painted railroad cars that scurried around the city. In 1901 Huntington formed the sprawling interurban, standard gauge Pacific Electric Railway, known as the Red Car system, which put him in friendly competition with his uncle's Southern Pacific for passengers. How friendly? When Collis Huntington died Henry took over a chunk of the business and later married his uncle's widow, sending shock waves through polite San Francisco society. In 1905 Huntington commissioned this building to be both an office building and a terminal for his streetcar line that was running over 1,000 miles of track in Southern California. Designed by architect Thornton Fitzhugh, the Pacific Electric Building which was converted to lofts after a hundred years, has racked up over 450 movie and television credits.

5.

Cecil Hotel

640 South Main Street

The 700-room Cecil Hotel is a 1924 creation of Loy Lester Smith. In the beginning it was a linchpin in the hospitality empire of the Hanner family who helped develop Palm Springs. In recent years it has served as a low-cost hostel and been renovated as a European-style hotel.

6.

Craby Joe's

656 South Main Street at northeast corner of 7th Street

Craby Joe's - it was supposedly going to be "Crazy Joe's" until a mix-up at the sign manufacturer - served its first drink right after the repeal of the Volstead Act that repealed Prohibition in 1933. The bar continued as the neighborhood declined and became iconic in 1987 when U2 filmed a music video of "Where The Streets Have No Name" from the rooftop. The bar has closed but its historic blue and pink neon sign was saved and has been on display in the Museum of Neon Art.

7.

Board of Trade Building

111 West 7th Street at northwest corner of Main Street

Completed in 1929 on plans drawn by Claud Beelman and Alexander Curlett, this Renaissance Revival building was home to the newly organized California Stock Exchange that formed in the wake of the collapse of the New York Stock market a few months earlier. The trading floor took its stylistic cues from the New York Stock Exchange with trading posts, a visitor's gallery, private rooms and locker facilities. It was the first building on the West Coast constructed with automated elevators that no longer required an operator in the car.

8.

Huntington Hotel

752 South Main at northeast corner of 8th Street

Although this four-story corner hotel has a long history of being one of the City's most troubled properties it sports a first-class pedigree. The esteemed firm of Morgan, Walls and Morgan

provided the classically-tinged design in 1913.

CONTINUE WALKING ON MAIN STREET. ON YOUR LEFT, ACROSS THE PARKING LOT, IS...

9.

Harris Newmark Building/New Mart

127 East 9th Street at southwest corner of Spring Street

At twelve stories tall and 160 feet high, this was the first high rise to be built in this part of Los Angeles when it was completed in 1926. The money men were sons of Los Angeles pioneer Harris Newmark, whose memoir, *Sixty Years in Southern California: 1853-1913*, has been cited as the single greatest window into life in 19th century southern California. Newmark spent his early years in town as a grocer and dry goods merchant but was busy buying and selling properties by the 1880s. He was one of the founders of the Los Angeles Public Library, was a charter member of the Los Angeles Chamber of Commerce, and was one of the organizers of the Board of Trade, which helped bring railroad service to California. Alexander Curlett and Claud Beelman, who gave Los Angeles some of its most elegant buildings, contributed the design. Manufacturers Bank was founded at this location to service the local apparel manufacturers and Sam's Deli was a popular eatery and watering hole for decades, with patrons lining up on the street to wait for a table. In the 1980s the space was transformed into fashion showrooms.

CONTINUE TO 9TH STREET WHERE MAIN STREET AND SPRING STREET JOIN.

10.

Marsh-Strong Building

112 West 9th Street at southeast corner of Spring Street

Developer Frank R. Strong shepherded this splendid office building to completion in 1912. Frederick Rice Dorn, an architect who made his reputation mostly with residences, provided the Italian Renaissance design. It was one of the largest mixed use structures combining ground floor storefronts and offices above in the City. Strong himself kept an office here. Today the

space is occupied by small textile companies and known as the Apparel Mart Building.

11.

William May Garland Building

117 West 9th Street at southwest corner of Spring Street

William May Garland was born in Maine in 1866 and was working in Boston by the time he was 16. In 1890, he moved to Los Angeles and got a job as auditor of the Pacific Cable Railway Company. In 1894 he formed his real estate business, the W. M. Garland Company, that was to do much to shape downtown Los Angeles for the first part of the 20th century. This 1923 tower was created for Garland in 1923 by Alexander Curlett and Claud Beelman.

TURN RIGHT ON SPRING STREET AND WALK NORTH.

12.

City Club Building

833-837 South Spring Street

The City Club of Los Angeles was organized in 1907 by citizens who “were interested in seeing something done for the city by men who had no particular axe to grind, men who wished above everything to get all the light possible on public questions.” After a peripatetic early existence, gathering in local hotels, the Club rented the 12th and 13th floors of the Chapman Building that were outfitted with a dormitory, private baths, dining rooms, card rooms, a library and a ladies parlor. When the lease expired in 1924, Loy L. Smith was retained to design this clubhouse.

13.

Gans Brothers Building/Tomahawk Lofts

814 South Spring Street

The Gans Brothers, purveyors of electric household appliances and washing and wringing machines, constructed this eight-story building in 1914; George F. Barber was the architect on the project. At the time it was one of the first modern buildings in this area known as Flatiron Park and helped ignite a building boomlet that extended the Financial District south on Spring Street. Before becoming residential space this was traditionally home to financial institutions. The tomahawk sculpture piercing the facade is a 1980s

creation of artist Gary Lloyd, said to conceal a battery-powered transmitter of his pirate radio station. Lloyd called his work “4D-KAXE” for his radio call letters and slathered the steel frame with Japanese, Mexican and American coins as a nod to the neighborhood’s ethnic make-up at the time.

14.

Lane Mortgage Building

208 West 8th Street at southwest corner of South Spring Street

The Lane Mortgage Company spent a reported \$1,000,000 on this 12-story corner tower in 1922, constructed on plans by architect Loy Lester Smith. Shortly after it was raised the tower was scaled by Bill Strother, “the Human Fly,” to help promote Harold Lloyd’s first full-length film, *Safety Last!*.

15.

National City Bank Building

810 South Spring Street at southeast corner of 8th Street

Malcolm Crowe started in the banking industry in 1903 as a messenger boy. In 1923 when the National City Bank was organized, Crowe stood at its head. Albert R. Walker and Percy A. Eisen, considered local master-architects, were retained to provide a suitably impressive banking house for the new institution. Walker and Eisen filled the block with a 12-story Beaux Arts banking temple with grand proportions to convey the desired safety and stability.

16.

Great Republic Life Insurance Building

756 South Spring Street at northeast corner of 8th Street

Walker and Eisen were also at work on the opposite corner, designing this elegant Beaux Arts tower for the Great Republic Life Insurance company. It has now been subdivided into condominiums. Silent film buffs familiar with the dramatic stunts of Harold Lloyd may recognize the Great Republic Building from the final scene of *Feet First*.

17.

Financial Center Building

704 South Spring Street at southeast corner of 7th Street

In the early days of skyscraper construction architects adhered to the principle that tall buildings should resemble a classical column with a defined base (the ground floors) a shaft (the relatively unadorned center stories) and a capital (an ornate cornice). Samuel Tilden Norton and Frederick H. Wallis still adhered to the principle in 1924 when they designed this Beaux Arts office tower with contrasting stories of terra cotta and pressed brick, decorated with metal detailing. Norton kept an office in this building.

18.

Van Nuys Building

210 West 7th Street at southeast corner of Spring Street

This architectural gem was the most expensive office building in the City when it was raised for \$1.25 million in 1911; a century later it would receive a \$42 million facelift. This was one of the final projects in the career of Isaac Newton Van Nuys, whose name resonates across Southern California. Van Nuys was a New York farmer who came to California at the age of 30 in 1865 and soon opened a country store. He later moved to Los Angeles and took up management of the 60,000 acre corporation put together by Isaac Lankershim, the San Fernando Homestead Association. Van Nuys shipped the first grain cargo out of Los Angeles Harbor and the first grain ever shipped to Europe from the United States. He would shift into banking and real estate development before his death in 1912. Architects Octavius Morgan and John Walls generously lavished the Italian Renaissance-inspired 11-story building with terra cotta decorations on the facade. The Van Nuys Building did duty as a bank and financial center for the better part of 70 years before being converted into a 299-unit residential complex for low-income seniors. The four-story, classically-flavored structure hugging the Van Nuys Building along the Spring Street elevation was actually constructed as a parking garage annex in 1929. Architects Morgan & Walls attempted to match the original's dentil block cornice and Corinthian capitals but also snuck in some trendy Art Deco flourishes such as

the quartet of eagles and porthole windows.

19.

Union Oil Building/A.G. Bartlett Building

215 West 7th Street at northwest corner of Spring Street

In reaction to the steamrolling of the 19th century oil industry by John Rockefeller's Standard Oil, three Southern California oil companies - Sespe Oil Company, the Hardison and Stewart Oil Company, and the Mission Transfer Company - banded together in 1890 to form Union Oil in Santa Paula. In 1911 the company moved into this handsome Beaux Arts composition rendered in terra cotta by John Parkinson and Edwin Bergstrom. In the early 1920s the property was purchased by Albert Bartlett who had started the Bartlett Sheet Music Company in Los Angeles in 1882. The lower stories of the building received a dramatic Art Deco overhaul in 1937, dressed in a wide limestone belt and embellished with a frieze saluting American industry, agriculture and transportation. The building moves into its second hundred years as a condominium complex. Fans of film noir may recognize the lobby as a key location in the 1951 classic, *D.O.A.*

20.

Hellman Commercial Trust + Savings

650 South Spring Street at northeast corner of 7th Street

Marco and Irving Hellman, nephews of banking colossus Isaias Hellman and sons of Herman Hellman who controlled the Merchants National Bank, built up the Hellman Commercial Trust and Savings Bank with some 26 branches. In 1925 New York architects Leonard Schultze and S. Fullerton Weaver, best known for their work on luxury hotels, were given a blank check on the finest materials and amenities for this headquarters. With over two million dollars Schultze and Weaver created a Spanish Revival banking house that the Hellmans enjoyed for only a few years before cashing out in a sale to the Bank of America.

21.

Banks, Huntley & Co. Building

634 South Spring Street

Stock and bond traders Banks, Huntley & Co. moved into this headquarters shortly after

the crash of Wall Street in 1929. Father-and-son architects John and Donald B. Parkinson used the newly popular Art Deco style for the building which they faced in Indiana limestone and accented with terra cotta.

22.
Mortgage Guarantee Building/Sassony Building
626 South Spring Street

William Curlett was one of San Francisco's foremost Victorian-era architects. He successfully made the transition to the classically inspired styles at the turn of the 20th century as evidenced by this well-proportioned office building from near the end of his career in 1912. The facade is framed by full height, fluted Corinthian pilasters and sheltered by an elaborate cornice. Like many of its neighbors, it approaches its second century as residential lofts.

23.
Pacific Coast Stock Exchange
618 South Spring Street

This land was originally owned by Ozra W. Childs, given by the City in exchange for his digging an irrigation ditch in the 1860s. San Diego natives Frank Strong and G.W. Dickinson, who specialized in subdividing large properties, controlled a six-story commercial block here in the early 1900s. When property holders on the block heard the Los Angeles Stock Exchange, organized in 1899 to trade oil leases, was casting about for a new home in the 1920s, \$300,000 was collected to entice the now-broadened exchange to this Spring Street location. Directors initially wanted a stately classical building like New York's iconic stock exchange but architect Samuel E. Lunden convinced them it was yesterday's look and instead gave the Exchange an eleven-story Art Moderne-style structure fronted by a 53-foot limestone and granite vault. Three days after ground was broken in 1929, the ground collapsed under that stately New York Stock Market and when the Los Angeles Stock Exchange opened its doors here in 1931, the Great Depression was at its depths. Look up to see bas relief panels representing the elements of capitalism, carved into the granite by Salvatore Cartaino Scarpitta. The Exchange, merged with the San Francisco Stock Exchange in the 1950s to form the Pacific

Stock exchange, stayed here until 1986 after which the massive 90' x 74' balconied trading floor with a forty-foot ceiling was converted into a night club.

24.
**The California Canadian Bank Building/
Premier Towers**
625 South Spring Street

This Neoclassical tower clad in terra cotta ornamentation was one of the first creations of celebrated architect Claud Beelman after he relocated from Indiana to Los Angeles in the early 1920s. In the 1980s this tower and the adjoining E.F. Hutton Building were the first office towers in the City to be rejuvenated as residential space. Like many pioneering efforts, it did not go well financially but subsequent remodeling projects have helped breathe new life into the Financial District.

25.
E.F. Hutton Building
621 South Spring Street

While on his honeymoon on the West Coast in 1902 financial salesman Edward Hutton realized that San Francisco and Los Angeles possessed no direct communication link to Wall Street. Western Union went only as far as Salt Lake City and financial information arrived slowly via a patchwork of telegraph feeds with stock quotes. His sleepy bond house had no interest in his plans to set up a coast-to-coast financial network so E.F. Hutton & Company was started on October 12, 1903. Western Union, however, was also in no hurry to stretch its operations from the Atlantic to the Pacific. Hutton proposed to shoulder half the price of construction and maintenance of a line from Utah to San Francisco, up to \$50,000. When it was completed Hutton had the only private transcontinental wire in the country and the biggest players in San Francisco finance were soon E.F. Hutton clients. For years many investors on the West Coast thought E.F. Hutton was the Stock Exchange. This 12-story Los Angeles headquarters for E.F. Hutton was designed in a Zig-Zag Moderne style by architects John and Donald B. Parkinson.

26.

Hotel Hayward

601 South Spring Street at southwest corner of 6th Street

Ralphs is the oldest supermarket chain west of the Mississippi River and this is where George Albert Ralphs and his brother Walter opened their first grocery store in 1874. Ralphs was a bricklayer when a hunting accident shattered his left arm at the age of 22 and forced him to find work in a small grocery store. Two years later Ralph Bros. Grocers opened here in a 112-foot by 65-foot building and stayed until 1901. Ralphs sold the property to clear the way for the Hotel Hayward. Completed in 1906 on plans from Charles F. Whittlesey, the Hayward was one of the City's early highrises and one of the first major buildings to use reinforced concrete in its construction. The hotel did brisk business and a one-story addition was put on top in 1916. A seven-story annex came along facing Spring Street and a fourteen-story tower was added in 1926. None resemble the original building so they are easy to pick out.

27.

United California Bank Tower

600 South Spring Street at southeast corner of 6th Street

For the better part of 40 years architect Claud Beelman labored under the City's 13-story height limitation until he was able to design this headquarters for the United California Bank that was completed in 1961 as the first skyscraper in Los Angeles to conform to new earthquake codes and to surpass the mandated height restriction in effect since 1911. Not that Beelman went crazy - the tower rose 18 stories. Less than two decades later when the Financial District shifted west to Flower and Figueroa streets and the United California Bank had become First Interstate Bank, their new home was 62 stories high.

28.

Merchants National Bank Building

548 South Spring Street at northeast corner of 6th Street

William Curlett was born in Ireland in 1845 and studied architecture in Dublin before making his way to San Francisco in 1871 where he went on to become one of California's most important

architects. This stylish Beaux Arts bank building was one of his last projects, completed in 1913, a year before he died. His son, Alexander, carried on the practice. The building lives on as residential lofts.

29.

Los Angeles Trust and Savings Bank

561 South Spring Street at northwest corner of 6th Street

Architects John Parkinson and George Edwin Bergstrom designed many of the major office buildings around Los Angeles before World War I and this elegant Beaux Arts skyscraper was one of the finest. Completed in 1910, the tower is clad in white terra cotta and the lower stories are dominated by full-height Corinthian pilasters and a floor of pedimented windows. Like some of its neighbors in the Financial District, classically inspired busts of women are included on the frieze, comprising part of the "Spring Street Ladies."

30.

Broadway-Spring Street Arcade

539 Spring Street

This was the Mercantile Arcade Building when it opened in 1924 with nearly 200,000 square feet stretching back from Spring Street all the way to Broadway. Architects Kenneth MacDonald and Maurice Couchot, modeled the complex on the Burlington Arcade in London that resulted in an acclaimed three-level interior space. The tower on top of the building once supported the antenna of the radio station KRKD ("RKD" = Arcade).

31.

Security National Bank/Los Angeles Theater Center

514 South Spring Street

Architect John Parkinson designed this Greek Revival bank vault in 1915 for Security Trust & Savings. Depositors passed through a phalanx of twinned Ionic columns and entered an expansive lobby under a stained glass window. Why do banks need lobbies over 30 yards wide like this one? One explanation is that if there was ever a run on the bank, the line of customers would not extend out the door and scare customers in the street. The building was converted into a home for the Los Angeles Theater Center in the 1980s.

32.

Security Savings Building
510 South Spring at southeast corner of Fifth Street

Englishman John B. Parkinson apprenticed for six years as a contractor/builder before coming to North America as a lark when he was 21 in 1883. He built fences in Winnipeg and learned stair-building in Minneapolis. He returned to England but was not encouraged about his prospects on the native island. He sailed back to America and came all the way to the Napa Valley in California where he again took up stair-buildings and picked up the odd architectural job every now and then. In 1889 he set out for Seattle to be a draftsman but could not get hired. Instead he opened his own architectural firm and began winning design competitions and commissions but the work dried up during the Panic of 1893. Faced with no projects, nor prospects for work in Seattle, Parkinson moved to Los Angeles in 1894 and hung out his shingle on Spring Street. In 1905 he teamed with G. Edwin Bergstrom to form what we be the City's dominant architectural firm until its dissolution ten years later. This 11-story, steel-framed highrise with an Italianate flavor was one of their first projects.

33.

Hotel Alexandria
501 South Spring Street at southwest corner of 5th Street

The Alexandria was the type of luxury guest house where United States Presidents and movie stars signed the register. John Parkinson designed the eight-story, 306-room hotel in 1906 on land owned by Harry L. Alexander. Until the construction of the Biltmore in 1923 the Hotel Alexandria reigned as the town's premier hotel and its majesty was on full display in the Palm Court that was designated as a City of Los Angeles Historic-Cultural Monument in 1971 (just the ballroom, not the entire hotel). Presidents William Howard Taft and Woodrow Wilson gave speeches in the Palm Court and the movie industry held its most prestigious balls under the stained-glass Tiffany skylight. Rudolph Valentino was a regular on the dance floor, Charlie Chaplin lived in the hotel and Gloria Swanson got married here. The Alexandria closed in 1934 and although it re-opened, the hotel staggered

along afterwards. The gold leaf in the lobby was stripped and sold, boxers trained in the Palm Court and the hotel was gradually transformed into low-income housing. A recent renovation has converted it into an apartment dwelling.

34.

Citizen's National Bank/Spring Arts Tower
453 South Spring Street at northwest corner of 5th Street

Here is another banking temple from the prolific design partnership of John Parkinson and G. Edwin Bergstrom, created in 1914 for the Commercial Fireproof Building Company and its original anchor tenant, the Citizens National Bank. More than a million dollars was spent on the 10-story tower that pushed up against the City's height restriction. The Crocker Bank took over the banking floor in 1963 as its Los Angeles headquarters. Now refurbished, the building hosts a nightclub in in the old vault.

35.

Rowan Building
131 West 5th Street at northeast corner of Spring Street

Robert A. Rowan founded his real estate firm in Los Angeles in 1904 and pioneered the practice of establishing a separate corporation for each new building venture and transferring title of the property to the new corporate entity in exchange for stock. The company then sold long-term mortgage bonds to pay construction costs. Rowan built a number of buildings on this tour in just that fashion, including this one, the largest office building in the City, in 1910. John Parkinson and G. Edwin Bergstrom drew up plans for the classically-flavored design that was draped over the biggest steel girders and beams ever seen on the West Coast at that time. Rowan would die unexpectedly in 1917 when he was just 43 years old.

36.

Title Insurance Building
433 South Spring Street

John Parkinson began designing buildings in the Victorian era and was still at the drawing board at the dawn of the Art Deco age. Here he applied the Zig Zag/Art Deco Moderne style with his son, John, in 1927 to take advantage of

the abundant natural light. The marble-encrusted lobby is graced with a mural by Hugo Ballin, a classically trained artist who directed and produced silent films. When Hollywood began making “talkies” Ballin left movies and went back to art, becoming a prominent muralist at many Southern California landmarks. The building was spruced up and converted into the Design Center of Los Angeles in 1979 and leased as furniture showrooms.

37.

Hotel Stowell/El Dorado Lofts
416 South Spring Street

Frederick Noonan gave this 12-story hotel, originally the Hotel Stowell when it opened in 1913, a brightly colored Gothic-inspired facade of enameled brick and terra cotta. Charlie Chaplin was an early resident, although his enthusiasm for his accommodations was somewhat tempered. He described the Stowell as “a middle-rate place but new and comfortable.” The building lumbered into disuse by 1992 but has been revived by a recent \$25 million renovation. Most of the interior’s original tiles from Ernest Batchelder’s Pasadena works survive.

38.

Braly Building/Continental Building
408 South Spring Street at southeast corner of 4th Street

John Hyde Braly and his son, Arthur, were part owners of the Southern California Savings Bank when they successfully lobbied the Board of Directors to build a 12-story, 151-foot steel frame headquarters in 1902. Designed by John Parkinson, the Braly Building is widely considered the City’s first skyscraper. Shortly after its completion, City Council passed a height restriction of 150 feet to insure impending growth would not darken its sidewalks. The square tower, today known as the Continental Building, takes a star turn in the movie *500 Days of Summer* when Joseph Gordon-Levitt sits on a bench with Zooey Deschanel at Angels Knoll and waxes rhapsodic about the Braly Building’s highly ornamental Beaux Arts upper floors.

39.

Hellman Building
northeast corner of 4th and South Spring streets

Isaias Wolf Hellman left his native Germany when he was just 16 and arrived in Los Angeles on May 14, 1859 to work in his cousins’ dry goods store. Hellman was running his own operation by 1865 and as a favor to his customers often stored their gold and valuables in his safe. In 1868 he went full banker and helped found the town’s second official bank. Hellman would eventually serve as president or director of 17 banks along the Pacific Coast and was widely regarded as the leading financier in the West. The Hellman Building rose in 1902 on the site of his brother’s early one-story cottage, fashioned of brick and concrete and lathered with green terra cotta and classical decor by architect Alfred F. Rosenheim, who moved to Los Angeles to personally oversee its construction. After a century of use the pioneering six-story Financial District structure was retro-fitted as a cornerstone of the Old Bank District loft complex.

TURN RIGHT ON 4TH STREET.

40.

Van Nuys Hotel/Hotel Barclay
103 West 4th Street at northwest corner of Main Street

Isaac Newton Van Nuys commissioned this extravagant hotel in 1896 and architects Octavius Morgan and John Walls tapped the classically inspired Beaux Arts style for the six-story building. Van Nuys hired the top hotelman in the city, Milo Milton Potter, away from the Westminster Hotel across the street to manage his guest house. After Potter fulfilled his five-year contract he moved on to open the celebrated Potter Hotel in Santa Barbara that established that city as a beachside destination. The Van Nuys family sold the property in 1925 and it was renamed the Hotel Barclay. The Barclay is the oldest continually operating hotel in downtown Los Angeles and has taken a star turn in many movies, including *As Good As It Gets*, *500 Days of Summer*, *Catch Me If You Can* and *Armageddon*.

41.

**Farmers & Merchants National Bank Building
401 South Main Street at southeast corner of
4th Street**

The Farmers and Merchants Bank was the first incorporated bank in Los Angeles, founded in 1871 by John G. Downey, the seventh governor of California and Isaias W. Hellman, a successful merchant, real estate speculator and banker, and brother of Hermann W. Hellman. The Irish-born Downey, who became the first governor from southern California from his seat as Lieutenant Governor in 1860, was the first president of the concern. The bank exhibited extremely cautious lending practices and sailed through all the nation's financial panics and the Great Depression. The tight ship operated from a single downtown branch until 1956 when it was merged out of existence. That banking temple from 1905 was created by architects Octavius Morgan and John Walls and fashioned from Yule marble that is mined, not quarried, from over 9,000 feet up in Colorado's Rocky Mountains. Its days as a bank ended in the 1980s but the building, highlighted by an entrance embraced with engaged Corinthian columns under a large triangular pediment, survives as a special events facility. Much of the original banking room remains, including light fixtures, a central skylight, and the loggia with its Victorian-style railings.

42.

**San Fernando Loft Building
400 South Main Street at southeast corner of
4th Street**

When James B. Lankershim set out to build the finest office building in the city in 1906 he knew what to call it - his father, Isaac, was one of the largest landowners in California and controlled most of the San Fernando Valley. Lankershim spent a reported \$200,000 on the project and John F. Blee, a Boston transplant who was working on his first major Los Angeles commission, delivered a striking Italian Renaissance composition highlighted by spandrel panels inlaid with flattened diamond patterns. The lobby boasted a 22-foot ceiling and marble tiles. Two additional stories were added in a sympathetic 1911 expansion, although the diamonds were jettisoned. The San Fernando attracted an impressive roster of tenants, lured by such accoutrements as a

billiards room, an elegant café, and a Turkish bath in the basement. Physicians formed the city's first cooperative telephone exchange here to provide 24-hour contact with patients, the California Film Exchange operated from the San Fernando and the Half Century Association had its headquarters here. The association was an attempt to combat age discrimination apparently rampant in 1917. The San Fernando was also a reputed headquarters for illegal lotteries and the police were well acquainted with the numbers games run here.

TURN RIGHT ON MAIN STREET.

43.

**Regent Theatre
448 South Main Street**

The first commercial films were screened in Los Angeles on Main Street in 1896 at the Grand Opera House several blocks north. Over the years some 20 theaters, mostly modest affairs, unlike on Broadway to the west, operated on Main Street and this is one of the very few to still look like a movie house. The Regent held on until 2000, sputtering through its last years as an adult theater.

CONTINUE A FEW MORE STEPS TO
THE TOUR STARTING POINT AT 5TH
STREET.

Look Up,

Los Angeles - Hollywood



A Walking Tour of Los Angeles - Hollywood...

The “father” and “mother” of Hollywood were Hobart Johnstone Whitley and Daeida Wilcox Beveridge. Whitley bought the 500-acre E.C. Hurd ranch in the 1880s which he called “Hollywood” from a name the Whitleys had discovered on their honeymoon. Before that the area was known to the scattered ranchers and fruit growers here as the Cahuenga Valley, after the pass in the Santa Monica Mountains immediately to the north.

Harvey Henderson Wilcox was born in New York state in 1832 and his family migrated to Michigan when he was a teen. As an adult he kicked around the Midwest cobbling shoes and trading real estate. In his fifties, after his first wife died in Kansas of tuberculosis, Wilcox married Daeida “Ida” Hartell, a girl more than thirty years his junior and relocated his ranch to southern California, purchasing land for \$150 an acre. Wilcox tried farming figs like his neighbors but after a few years he decided to subdivide the land and sell lots for \$1,000 each. Ida borrowed her neighbor’s name, which she may have first heard from a seatmate on a train ride from Kansas - or not, and on February 1, 1887 Harvey Wilcox filed a plat of the subdivision with the Los Angeles County Recorder’s office, the first time “Hollywood” appeared on a deed.

Wilcox died in 1891 but his wife led development efforts and was instrumental in establishing much of Hollywood’s civic infrastructure, including the city hall, library, police station, primary school, tennis club, post office, city park, and much of the commercial district. She also donated land for three churches and space for Hollywood’s first theatrical productions. She came to be called the “Mother of Hollywood,” and when Daeida died in 1914, the Los Angeles Times reported that it was Daeida’s dream of beauty that gave world fame to Hollywood.

To the world today Hollywood means movies. The early years of the movie industry were centered around New York City but Thomas Edison’s film patent fees helped send the pioneering studios west. Most didn’t stop until they reached the favorable year-round weather of Southern California. Short films were being made here by 1906 and by 1911 Los Angeles was second only to New York in motion picture production and by 1915 most movies were being made here. Four major film companies – Paramount, Warner Bros., RKO and Columbia – had studios clustered in Hollywood as the formerly somnambulant suburb skyrocketed to international stardom.

In 1910, when the development was mostly fields of grain and citrus trees town officials voted for Hollywood to be annexed into the City of Los Angeles to insure a reliable supply of water. In a handful of years that community was unrecognizable. After the movie companies came radio studios then set up shop in Hollywood in the 1930s, television studios in the 1940s and recording studios in the 1950s. Most have since dispersed to neighboring communities, leaving behind more iconic landmarks than any community of similar size and we’ll begin our tour at the most famous intersection in the world...

1.

Hollywood and Vine

Two dirt roads crossed here in the 1880s when the Wilcox ranch was subdivided to be sold in lots. The Wilcox plan called the main artery running east-west Prospect Avenue and the north-south crossroad Weyse Avenue. In 1910 when the town of Hollywood was annexed by the City of Los Angeles, Prospect would become Hollywood Boulevard and Weyse became Vine Street. The area was a lemon grove until 1903 when Daneida Wilcox Beveridge granted permission to the German Methodists to build a church on the southeast corner. In the 1920s movie studio moneymen began to settle here and Hollywood and Vine rapidly became the second busiest intersection in west Los Angeles. Stars from the Golden Age of Hollywood beat a path to their agents' offices here and in the 1930s radio stations began broadcasting from "live from Hollywood and Vine," planting the magical place into the imaginations of millions of listeners.

2.

Hollywood Walk of Fame Hollywood and Vine

The fabled Walk of Fame started in the 1950s as the brainchild of E.M. Stuart, a volunteer president of the Hollywood Chamber of Commerce. He was seeking a way to reinvigorate the world famous corner that was beginning to lose its luster. The original plan was to create caricatures of the stars in brass but that proved too difficult to execute so after much wrangling the final design of coral stars set inside a charcoal background was chosen. From an initial pool of 1,550 stars eight were chosen at random, including Joanne Woodward and Burt Lancaster, to be the first "display" stars in 1958. Official ground-breaking took place in 1960 and today more than 2,400 stars are implanted down 15 blocks of Hollywood Boulevard and three blocks of Vine Street - more than a mile of stars.

Over the years astronauts and athletes have snuck into the walk, qualifying on the basis of their "live performances." Through the years honorees have included fictional characters (Disney characters and Muppets), dogs (Rin Tin Tin and Lassie), entertainment-industry inventors (Thomas Edison and George Eastman), makeup and special effects contributors, and stars

honored in multiple categories (Gene Autrey is the only honoree with stars in all five categories - movies, television, recording, radio and live performance.) Four stars have been stolen through the years and several have been laid with misspellings (Julia Louis-Dreyfus and Dick Van Dyke). Nominating organizations, a studio or record company or even a fan club, must pay a \$30,000 installation fee if selected and living stars must attend the unveiling, which is why some 40 big Hollywood names are not represented (Clint Eastwood and Julia Roberts among them).

FACE SOUTH ON VINE STREET (THE DIRECTION WITH A HIGH-RISE ON EACH CORNER. THE BUILDING ON YOUR LEFT IS...

3.

Taft Building southeast corner of Hollywood and Vine

A.Z. Taft Jr. built the first high-rise in Hollywood here in 1923 and Albert Raymond Walker and Percy Augustus Eisen provided a suitably grand Renaissance Revival design. Charrie Chaplin and Will Rogers were among the first high-wattage stars to move in; Chaplin wrote many of his films here. Shortly all the studios had offices in the Taft Building as did the Academy of Motion Picture Arts and Sciences and the *Hollywood Reporter*, establishing Hollywood and Vine as the entertainment capital of the world.

THE BUILDING ON YOUR RIGHT IS...

4.

B.H. Dyas Building/Broadway-Hollywood Department Store southwest corner of Hollywood and Vine

The Stern family bought this property and ran cattle here before dividing the land for commercial development. B.H. Dyas built the first major department store on Hollywood Boulevard, with Frederick Rice Dorn designing a Renaissance Revival container. The Los Angeles firm of Postle and Postle, providers of "Secure Harmonious Relationship to Both Interior and Exterior Refinements," provided the lavish interior appointments. While mothers shopped children could be dropped off in an eighth floor activity room where acting lessons were available. But the B.H.

Dyas Specialty Emporium did not survive the Depression and beginning in 1931 the Broadway-Hollywood Department Store began a fifty-year run here. Along the way it picked up an International-style annex by Parkinson and Parkinson in 1938 to the west on Hollywood Boulevard, the two buildings being reluctantly joined by a ground floor passage. The iconic Broadway-Hollywood sign remains on the roof.

THE THIRD, AND LAST, HIGH-RISE AT HOLLYWOOD AND VINE IS...

5.

**Equitable Building
northeast corner of Hollywood Boulevard and
Vine Street**

This Art Deco commercial tower with Gothic influences was constructed in 1929 on plans drawn by Alexander Edward Curlett. Curlett was the son of an Irish-born architect who enjoyed a long practice in Los Angeles. Curlett's design allowed for a banking hall on the ground floor and a copper roof on top. Power agent Myron Selznick, the brother of mega-producer David O. Selznick, was an early tenant with his stable of A-list movie star clients. By the late 1930s the building was filled with advertising agencies directing the radio programs their clients were sponsoring on the CBS network operating here.

WALK EAST ON HOLLYWOOD BOULEVARD, PAST THE EQUITABLE BUILDING, TO...

6.

**Pantages Theatre
6233 Hollywood Boulevard**

Born on the Greek island of Andros, Alexander Pantages spent his twenties digging the Panama Canal, boxing in San Francisco and prospecting for gold in the Yukon Territory. He began his career as a show business exhibitor in Dawson City, Yukon as a partner to saloon and brothel-keeper "Klondike Kate" Rockwell, operating a small, but highly successful vaudeville and burlesque theatre, the Orpheum. In 1902, at the age of 27, he was in Seattle opening the Crystal Theater and launching a chain of theaters across the West in Canada and the United States. His go-to architect was B. Marcus Priteca, a Scot, who designed

22 theaters for Pantages and another 128 for other theater owners. This Art Deco palace was planned to be a 12-story high-rise with ten floors of office space but the stock market crash of 1929 whittled away those dreams. It was to be the last theater built by Alexander Pantages, opened on June 4, 1930. In the increasingly dominant age of motion pictures it was still primarily a vaudeville house but after two years Pantages sold his landmark to Fox West Coast Theaters. In 1949 Howard Hughes acquired Pantages for his RKO Theatre Circuit and moved his personal offices to the building's second floor. From 1949 through 1959, the theater hosted the annual Academy Award Ceremonies. Today the Pantages is one of Los Angeles' leading venues for live theater.

TURN AROUND AND WALK WEST ON HOLLYWOOD BOULEVARD, PAST VINE STREET, TO THE CORNER AT IVAR STREET. ON YOUR RIGHT AS YOU WALK, AT 6313 HOLLYWOOD BOULEVARD IS THE ONE-TIME SITE OF THE LEGENDARY SARDI'S WHERE HOLLYWOOD BROKERED DEALS OVER BREAKFAST AND LUNCH. THE RUDOLPH SCHINDLER-DESIGNED INTERNATIONAL STYLE METAL-AND-GLASS BUILDING HAS BEEN COMPLETELY REMODELED. AT IVAR STREET, THE HIGH-RISE ON YOUR RIGHT IS...

7.

**Guaranty Building
6331 Hollywood Boulevard at northeast corner
of Ivar Street**

John Corneby Wilson Austin was born and trained in England but was working as an architect in Los Angeles by the time he was 25 in 1895. He designed many Southern California landmarks including Griffith Observatory, Los Angeles City Hall and several memorable buildings in Hollywood. This classically inspired, brick-faced high-rise is a 1923 Austin creation for the Guaranty Bank, which used the metal-frame sign at the top to advertise its generous savings rates. Today it is owned by the Church of Scientology. Charlie Chaplin and Cecil B. DeMille invested in the office building and Hedda Hopper once ruled the gossip columns from a seventh floor office.

ACROSS IVAR STREET IS...

8.

Regal Shoes Building

6349 Hollywood Boulevard at northwest corner of Ivar Street

Albert Raymond Walker and Percy Augustus Eisen began a busy architectural partnership in 1919 that lasted over 20 years. This was one of their later projects, completed in 1939 and tapping the Streamline Moderne style that infused Art Deco principles with the clean, curving lines of a beached ocean liner. The most venerable tenant was Regal Shoes.

RETRACE YOUR STEPS TO HOLLYWOOD AND VINE AND TURN RIGHT ON VINE STREET, HEADING SOUTH.

9.

Hollywood Plaza Hotel

1637 North Vine Street

This 1924 high-rise was typical of the apartment-hotels that began to populate Hollywood in its Golden Age of the 1920s and 1930s. The actress that most personified that period was Brooklyn-born Clara Bow, who shot to stardom as a spunky shopgirl in the film *It*. The “It Girl” was Hollywood’s number one draw in 1928 and 1929, in demand as the surest thing to make a profitable picture. Bow never cared much for “talkies” and was out of show business before she was thirty, departing for a ranching life in Nevada. But in 1937 she returned to Hollywood to open the “It Cafe” here. She promised to be in attendance at the nightclub three times a week but shortly after the birth of her second child Bow lost interest in the club which soon disappeared.

10.

Brown Derby

1628 North Vine Street

The Brown Derby was a chain of 1920s restaurants started by Robert H. Cobb (claimed as the impromptu inventor of the Cobb Salad) and Herbert Somborn (a one-time husband of Gloria Swanson). The flagship on Wilshire Boulevard was a Hollywood icon shaped like a man’s hat but the Brown Derby that sprouted the most Hollywood lore was the second, located here in the shadow of most of the movie studio offices.

Clark Gable is said to have proposed to Carole Lombard in the Vine Street Brown Derby and countless deals went down while noshing. The building was ravaged by fire in 1987 and only a small fragment of the building’s Spanish Mission-style facade remains.

11.

Montalban Theatre

1615 Vine Street

Myron Hunt, an architect who littered Southern California with landmarks such as the Rose Bowl and the Ambassador Hotel, designed this theater in 1926 for the Wilkes brothers as the first legitimate Broadway-style stage in Hollywood. Howard Hughes acquired the theater in the 1930s and converted it into a movie house known as The Mirror but by 1935 it was in the hands of CBS Radio and hosting its long running “Lux Radio Theatre.” Twenty years later Huntington Hartford, an heir to the A&P grocery store fortune, spent most of a million dollars restoring the building to a top shelf live stage with some of the finest acoustics and sightlines in town. In 1999 an anonymous donation enabled Ricardo Montalban’s foundation to buy the building to champion the work of Latino performers, writers and directors.

12.

Site of First Major Hollywood Studio

1521 Vine Street

In 1913, 32-year old director Cecil B. DeMille rented a horse barn on this location for \$250 a month and used it to shoot Hollywood’s first full-length feature film, *The Squaw Man*. DeMille, who would become famous for his big screen extravaganzas, made the movie for only \$15,000; actors used the empty stalls as dressing rooms. The *Squaw Man* would earn over \$200,000 at the box office and set Hollywood on the path to become the movie capital of the world. The barn, which was built in 1896 and resembled a small residence, was hauled to the lot of Paramount Studios where it stayed for 55 years and get its own screen time as part of the set for television’s *Bonanza*. Dodging the wrecking ball, it was moved to its current location across from the Hollywood Bowl as part of the Hollywood Heritage Museum; a plaque here marks its historic birthplace.

13.

Sunset-Vine Tower

southeast corner of Sunset Boulevard and Vine Street

This 20-story tower was the first skyscraper built in Los Angeles in the 1960s after the town's 13-story earthquake-driven height restriction was lifted. Douglas Honnold's building was much admired and the American Institute of Architects deemed it the best structure built in Los Angeles in the previous five years, picking it from among 8,000 eligible projects. Close to the heart of Hollywood, the tower made numerous appearances in the movies and "came down" in 1974's *Earthquake*. Star Charlton Heston, who side-stepped some of the tower's debris in the film, kept an office here. In 2005 a fire rendered the building uninhabitable in real life for a while.

TURN RIGHT ON SUNSET BOULEVARD.

14.

Cinerama Dome

6360 Sunset Boulevard

In 1963 there had not been a new theater built in Hollywood in more than 30 years. The anticipation for this movie house ratcheted up when it was announced that revered Los Angeles architect Welton Beckett would design the building based on the principles of Buckminster Fuller's geodesic domes. The domed roof would be the prototype for 300 domed Pacific Theatres venues around the world - and it was scheduled to be ready for the world premiere of the first movie filmed in the new 70mm, single strip Cinerama process, Stanley Kramer's *It's A Mad, Mad, Mad, Mad, World*, just 90 days away. Working around the clock, 316 precast concrete panels were installed and the deadline met. *World* played at Cinerama Dome for a record 66 weeks. With its 86-foot wide and 32-foot high wide screen, the largest contoured screen in the world, the Cinerama Dome became a Hollywood favorite for film premieres. It remains the only concrete geodesic dome in the world.

15.

RCA Building

6363 Sunset Boulevard at northeast corner of Ivar Avenue

Home of the Los Angeles Film School since 1999, such legends as Elvis Presley, Henry Mancini and the Rolling Stones recorded here for RCA Records. John Williams laid down the orchestral score to *Return of the Jedi* in the studios in this building. The Muller family built the high-rise in 1963. Jacob Muller came to Hollywood in 1893 and set up the town's first meat market next to the house he built on this site. He sold the market in 1907 and then began peddling Hollywood's first ice. Across the street the Muller boys, Walter and Frank opened what they called the largest service station in the world, employing 120 people by the 1930s to sell gas and fix cars.

16.

Amoeba Music

6400 Sunset Boulevard at southwest corner of Ivar Avenue

Amoeba Records opened in Berkeley in 1990 and this is their third location, opened in 2001 as the world's largest independent music store. In addition to a full block of music the store operates as a live venue as well.

TURN LEFT ON IVAR STREET. TURN RIGHT ON DE LONGPRE AVENUE.

17.

Engine Company 27

1353 North Cahuenga Boulevard at southwest corner of De Longpre Boulevard

This was the largest fire station west of the Mississippi River when it opened in July of 1930. And it was high on the list of most beautiful, as well, sporting an Italian Renaissance design by Peter K. Schabarum. Its handsome facade landed the firehouse in several motion pictures including *Two Platoons* in 1937 when filming was interrupted because the company had to respond to a brush fire in the Hollywood Hills. The building was slated for destruction in a city-wide fire department modernization in the 1980s but No. 27 was spared and the new station built next door. The station was listed in the National Register of Historic Places in 1985 and restored as a fire department museum. The collection includes the

Los Angeles Fire Department's first fire engine, an Amoskeag Steamer, ordered in 1886. The Fallen Firefighters Memorial in front of the station consists of a memorial wall listing all of the Los Angeles firefighters who have died in the line of duty since that founding in 1886 and a bronze group of five firefighters.

TURN RIGHT ON COLE PLACE.

18.

CNN Tower

6430 Sunset Boulevard at southeast corner of Cole Place

This International Style tower was designed by Marshall Starkman in 1968. CNN only leases about 20% of the space here but it owns naming rights. Larry King broadcast his gabfest here for 25 years and the area around the tower - Sunset Boulevard to De Longpre Avenue and Cahuenga Boulevard to Cole Place - is now named Larry King Square.

TURN LEFT ON SUNSET BOULEVARD.
TURN RIGHT ON WILCOX AVENUE
AND WALK ONE BLOCK TO THE CORNER OF SELMA AVENUE.

19.

Hollywood Post Office

1615 Wilcox Avenue at northwest corner of Selma Avenue

This building was a Depression-relief project designed by Art Deco architect Claud Beelman in 1937. Beelman built a string of Los Angeles-area structures that, like this one, are on the National Register of Historic Places. It is still an active post office and still boasts a wooden bas-relief, "The Horseman," carved by artist Gordon Newell inside. Many a love letter to a Hollywood star met a sad end by winding up in the "dead letter" office here.

TURN LEFT ON SELMA AVENUE AND
WALK ONE BLOCK TO SCHRADER
STREET.

20.

Hollywood YMCA

1553 Schrader Boulevard at southwest corner of Selma Avenue

Paul Revere Williams became the first certified African-American architect west of the Mississippi River in 1921 and two years later, at the age of 29, became the pioneering African-American member of the American Institute of Architects. He would carve out a career designing homes for Hollywood celebrities such as Frank Sinatra, Lucille Ball, Barbara Stanwyck, Danny Thomas and many others but his earliest success was with the African-American 28th Street YMCA and this building from 1928. Both buildings shared the same Spanish Colonial Revival stylings popular in the 1920s and were executed with ceramic and terra-cotta details.

TURN LEFT ON SCHRADER STREET TO
RETURN TO SUNSET BOULEVARD. ON
YOUR LEFT WILL BE...

21.

Hollywood Athletic Club

6525 Sunset Boulevard at northeast corner of Schrader Boulevard

When it was constructed in 1924, on plans drawn by Mendel Meyer and Gabriel Holler, the club was the tallest building in Hollywood. Initiation was \$150 and monthly dues were \$10. Nearly every early celebrity of note used the facilities. Johnny Weissmuller trained in the pool for his *Tarzan* films and actor Cornel Wilde got his tart from his work as a fencing instructor here. Among the legends that grew from its walls were that John Wayne tossed billiard balls from the roof at passing cars below, Dick Powell reportedly brought the corpse of John Barrymore here for "one last drink" and Jean Harlow walked through the door one night wearing only a fur coat after she was stood up for a date by Errol Flynn. In its various incarnations the club has been a thriving nightclub, "America's Best Pool Hall" as anointed by *Billiards Digest*, and a dance club. The first Emmy Awards were handed out here on January 25, 1949.

TURN RIGHT ON SUNSET BOULEVARD.

22.

The Cat and Fiddle
6530 Sunset Boulevard

This 1929 Spanish Colonial Revival building was used by movie studios to store wardrobes and as a commissary. There is a story that parts of *Casablanca* were filmed here but that movie was famously shot almost entirely on the Warner Brothers' lot at Burbank using sets borrowed from other projects since Jack Warner did not have much hope for the disheveled production of the classic-in-the-making. The English pub-style eatery was started in 1982 - and later relocated here - by British Invasion bassist Kim Gardner who played on over thirty albums in his career. Gardner became an accomplished painter and displayed much of his work in The Cat and Fiddle. Former bandmate Rod Stewart, Robert Plant and other rockers have frequented the pub, still operated by the Gardner family.

23.

Blessed Sacrament Catholic Church
6657 Sunset Boulevard

Founded in 1904, the parish was the home church for many actors during the classic Hollywood era and its first building was soon inadequate given the town's explosive growth. Thomas Franklin Power designed the current Italian Renaissance sanctuary that was dedicated in 1928 but not fully complete until 1954. Power had earlier designed the parish school in the same style. With its 223-foot chimes tower, ornate exterior and seating for 1,400 people, Blessed Sacrament quickly became a Hollywood landmark. Bing Crosby was the first of many Catholic stars to be married here, in 1930.

24.

Crossroads of the World
6671 Sunset Boulevard

The Crossroads began life as one of America's earliest planned outdoor shopping malls, developed by Ella Crawford in the early 1930s. Ella was the widow of Charlie Crawford, one-time boss of the Los Angeles underworld, whose unsolved 1931 murder took place in a building that once stood on this site. She envisioned the Crossroads as "a cultural and business center offering an experience like taking a trip around the world." As the centerpiece for the complex architect Robert

V. Derrah designed a Streamline Moderne ocean liner surrounded by internationally-flavored bungalows. Alfred Hitchcock was an early tenant but by the 1970s the Crossroads was a touchstone for Southern California rock-n-rollers. Crosby, Stills, Nash & Young custom built a studio in one of the bungalows and recorded here, many album covers were designed at the Crossroads and the tower appears on America's *Greatest Hits* album, and Warren Zevon, among others, kept an office here.

25.

Hollywood High School
1521 Highland Avenue at northwest corner of Sunset Avenue

In September 1903, two months before Hollywood incorporated as a municipality, a two-room school was opened on the second floor of an empty storeroom at the Masonic Temple here. In 1910 the high school opened and the building's Streamline Moderne look came along a few decades later. Hundreds of names you would recognize went to school here when it was the school of choice for the children of movie stars. The Hollywood High nickname is the Sheiks, remembering silent film star Rudolph Valentino.

TURN RIGHT ON ORANGE DRIVE AND
WALK UP TO HOLLYWOOD BOULE-
VARD.

26.

Roosevelt Hotel
7000 Hollywood Boulevard at southwest corner of Orange Avenue

You earn your glamour pedigree when you host the first ever Academy Award ceremonies, which is what the Roosevelt Hotel did in its Blossom Room 1929. The hotel itself was founded in 1927 by a syndicate of Hollywood royalty that included Mary Pickford, Douglas Fairbanks and Louis B. Mayer. The idea was to create a suitable accommodation for visiting East Coast movie-makers who were working in Hollywood. Marilyn Monroe lived here for two years as an unknown model; her first magazine shoot took place on the pool's diving board. And that first Oscar ceremony? It lasted only five minutes with Fairbanks and Al Jolson handing out 13 statuettes.

ACROSS HOLLYWOOD BOULEVARD IS...

27.

Madame Tussauds

6933 Hollywood Boulevard

Anna Maria Grosholtz was born in France in 1761 and learned the art of wax modeling from Swiss doctor Phillippe Curtius, for whom her mother worked as a housekeeper. Tussaud's first wax figure was of the writer Voltaire, when she was 16. She inherited the doctor's vast collection of wax models after he died in 1794 and began displaying the figures around Europe. Her marriage to François Tussaud in 1795 lent a new name to the show: Madame Tussaud's. By the 1830s she had settled in London and opened a museum with as many as 400 wax figures. Some of Tussaud's own creations survive today although most historical figures come from casts. Today with museums on four continents, Tussauds did not come to Hollywood, source for so many of its figures, until 2009.

TURN RIGHT ON HOLLYWOOD BOULEVARD.

28.

Grauman's Chinese Theatre

6931 Hollywood Boulevard

Sidney Patrick Grauman was born into a theatrical family in 1879. His father David took him to Alaska during the Klondike Gold Rush in the late 1890s hoping to strike it rich. Instead the pair organized entertainment events for the prospectors, launching Grauman on a lengthy career as a showman. The pair landed next in San Francisco and by 1918 they were in Los Angeles with their first Southern California movie palace, the Million Dollar Theatre. David died during the construction of their next landmark, the Egyptian Theatre and Sid Grauman opened the Chinese Theatre, perhaps the most famous movie palace in the world, in 1927. Raymond M. Kennedy provided the sketches for the iconic building, calling on his classical training and mixing in his exuberant use of color. Among the theater's trademarks sought by an estimated four million visitors each year are the concrete blocks set in the forecourt, which bear the signatures, footprints, and hand-prints of motion picture idols from the 1920s to

the present day. Grauman actually owned only one-third of the theater and he sold his interest after just two years but remained the Managing Director until his death in 1950.

29.

Hollywood Masonic Temple

6840 Hollywood Boulevard

Charles E. Toberman was a Texan who began his career as a stenographer before moving to Los Angeles in 1902 when he was 22. He was City Treasurer of Hollywood for awhile and then began putting together real estate deals - Toberman placed fifty-three Hollywood subdivisions on the market, formed more than thirty companies and organizations, built twenty-nine commercial buildings in Hollywood and had a hand in most of the famous theaters along Hollywood Boulevard. "Mr. Hollywood," as he was often called, was affiliated with forty-nine clubs, civic, and fraternal organizations, including lodge master of the Masons. Toberman spearheaded the construction of this lodge, a Greek temple designed with fluted Ionic columns by John C. Austin. When the new lodge opened, it was one of the most substantial structures in Hollywood, boasting a billiard room, pipe organ, ladies parlor, ballroom and lodge rooms. *Jimmy Kimmel Live!*, the longest-running late-night show in the history of ABC television, now tapes here after a renovation by Disney which owns both this building and the El Capitan next door.

30.

El Capitan Theatre

6838 Hollywood Boulevard

This historic movie palace opened on May 3, 1926 as a live theater. The exuberant Spanish Colonial Revival exterior was contributed by Stiles O. Clements and San Francisco-based architect Gustave Albert Lansbaugh, who designed over 50 theaters in a long career, gave the El Capitan a lavish East Indian interior. In the 1940s the stage was refitted as the Hollywood Paramount Theatre and served as the studio's West Coast flagship for decades until the government forced Paramount to divest its theater holdings. After a \$14 million renovation in the 1990s the El Capitan was back as a Disney stronghold.

31.

Kodak Theatre

6801 Hollywood Boulevard

This theater, with one of the largest stages in America, is the first permanent home of the Academy Awards ceremonies, built in 2001 with the Oscars in mind. It was also the home of American Idol in its infancy. When the Eastman Kodak Company filed for bankruptcy it lost naming rights to the entertainment complex and Oscar's home will be known as the Dolby Theatre going forward.

32.

Hollywood First National Bank Building

6777 Hollywood Boulevard at northeast corner of Highland Avenue

Mendel Meyer and Gabriel Holler began a partnership of more than a quarter-century in 1905. By the 1920s theirs was one of most esteemed architectural firms in Los Angeles, taking on ever-increasingly important projects. This one in 1927 for the Pacific Southwest Trust & Savings resulted in one of the Hollywood's signature buildings and the tallest building in Los Angeles for five years until eclipsed by City Hall.

TURN RIGHT ON HIGHLAND AVENUE AND WALK DOWN A FEW STEPS. ON YOUR LEFT IS...

33.

Max Factor Building

1660 North Highland Avenue

Max Factor was born in Russia in 1877. He became an apprentice to a wig-maker when he was fourteen, and by the time he was twenty young Factor was running his own makeup and hair goods shop in his hometown of Lodz. Business was good, good enough that in 1904 Factor brought his wife and three children to St. Louis where, with a partner, he took a booth at the St. Louis World's Fair. Within a year his partner had pilfered most of the profits but Factor was able to raise money for another makeup, perfume and hair-products shop in downtown St. Louis. All the while he was hearing tales of the new motion picture industry growing in Los Angeles and in 1908 Max Factor headed to the frontier town of Hollywood. In 1914 he not only perfected the first make-up designed for movie use he invented

the phrase. Factor's work with the movies led to such innovations as false eyelashes, the eyebrow pencil and a powder brush. In 1928 Factor purchased this four-story building, developed in 1913 for Hollywood Fire and Safe by Hollywood pioneer C.E. Toberman, and theater architect S. Charles Lee dressed it up in an Art Deco style. When the space became the Hollywood History Museum the building's four makeup rooms, one each for blondes, brunettes, brunettes and red-heads, were preserved.

RETRACE YOUR STEPS TO HOLLYWOOD BOULEVARD AND TURN RIGHT, CONTINUING TO WALK EASTWARD.

34.

Cafe Montmartre

6763 Hollywood Boulevard

Adolph "Eddie" Brandstatter cut his teeth on the clubs of Paris, London and New York before opening Hollywood's first nightclub here in 1923. Brandstatter draped a French veneer of elegance on the rough-edged young movie town. The Cafe Montmartre was a Prohibition-era speakeasy where Hollywood stars gathered but he kept the club private, away from the prying eyes of the adoring multitudes. Good for the stars but bad for the bottom line and Brandstatter filed for bankruptcy. He came back even bigger than ever in 1932 with Sardi's restaurant seen earlier.

35.

Hollywood Theater/Guinness Book of World Records Museum

6764 Hollywood Boulevard

Buried in this mid-block structure is the oldest theater in Hollywood, opened on December 20, 1913 as the Idle Hour Theater. In those days it sported a Romanesque appearance with a glazed brick facade. Its first makeover came in 1927 and an Art Deco facelift by Claude Beelman and Clifford Balch in the 1930s provided its most enduring look. The vertical marquee was one of the earliest installed with angled side panels to attract the motorists who were beginning to fill Hollywood Boulevard. In disrepair by the 1990s, the building was rescued as a venue for the Guinness museum.

36.

Hotel Christie

6724 Hollywood Boulevard at southwest corner of McCadden Place

Haldane H. Christie churned out axles and springs for the infant automobile industry in Michigan. In 1914 he sold his company to Henry Ford and moved to California. Christie started developing property along Hollywood Boulevard and commissioned Hollywood's first modern hotel here in 1920. Architect Arthur R. Kelly delivered a Georgian Revival triple tower executed in red brick for the 100-room Hotel Christie. Guests could enjoy steam heat and their own bathrooms, luxuries unheard of before in Hollywood. Its hospitality days long behind it, the building is now owned by the Church of Scientology.

37.

The Egyptian Theatre

6706 Hollywood Boulevard

Sid Grauman and his father David had made a splash in 1918 with their first movie palace in downtown Los Angeles and they followed it up with this exotic showplace in 1922. On October 18 of that year the Egyptian hosted the first ever Hollywood premiere, the Douglas Fairbanks starrer, *Robin Hood*. The film was not shown in any other Los Angeles theater during that year. Architects Meyer and Holler tapped the Egyptian Revival style for the theater, inspired by the Egyptomania following the recent discovery of King Tutankhamun's tomb. The Egyptian would be copied in movie palaces across the United States before the fascination wore out. The Egyptian Theatre would also fall victim to a loss of public interest and fell into disrepair in the 1980s. American Cinematheque purchased the historic property for one dollar by promising to save and restore the treasured movie palace, which they did to the tune of almost \$13 million.

38.

Musso & Frank Grill

6667 Hollywood Boulevard

Joseph Musso and Frank Toulet opened their eatery in 1919, dishing out traditional American fare. Still going strong, it lays claim to being Hollywood's oldest restaurant. Hard by the offices of the Writer's Guild on Cherokee Street, the diner became a hangout for the likes of F. Scott Fitzger-

ald, Dashiell Hammett, Raymond Chandler and Ernest Hemingway. The original restaurant was located just to the east, Musso and Frank's has been anchored here since 1937.

39.

Shane Building

6650 Hollywood Boulevard at southwest corner of Cherokee Avenue

Architects Samuel Tilden Norton and Frederick H. Wallis did not leave many undecorated surfaces on this four-story Art Deco creation in 1929. It was the first home of the Directors Guild of America in 1960 after movie and television directors' unions merged.

40.

S.H. Kress/Frederick's of Hollywood

6606 Hollywood Boulevard

Samuel Kress founded S.H. Kress & Co. in 1896 and took as much pride in the beauty his stores brought to downtown streetscapes as he did in the profits his five-and-dimes brought to his coffers. An avid art collector who wanted his stores to stand as public works of art in the more than 200 towns in which he operated, Kress kept a staff of architects on the payroll. This was one of the chain's latest structures, designed by chief architect Edward F. Sibbert and executed in 1935. The exquisite Art Deco creation was a natural location for Frederick's to peddle lingerie once the Kress chain collapsed.

41.

Baine Building

6601 Hollywood Boulevard at northwest corner of Whitley Avenue

If you have been to Walt Disney Studios Park in Paris or Walt Disney World you might recognize this building with the striking Spanish Colonial Revival architecture. It was one of the buildings selected to recreate Hollywood Boulevard in the 1950s at the theme parks. Others so honored you have seen so far on tour are the First National Bank, the Chinese Theatre, El Capitan and the Broadway Hollywood department store. If you see a Spanish Colonial Revival building in Hollywood chances are architects H. L. Gogerty and Carl Jules Weyl had a hand in it and that is the case here. Harry M. Baine, a Texas transplant, commissioned the building in 1927. Baine quick-

ly became an influential player in the Hollywood business community, serving as president of the Retail Merchants Association and launching the annual Christmas parade.

42.

Janes Square

6541 Hollywood Boulevard

Buried inside this shopping complex is the oldest building in Hollywood, a Shingle-style Victorian built in 1902 for Hobart Johnstone Whitley, a real estate developer whose gravestone calls him the “Father of Hollywood.” Whitley was a Canadian who came to Chicago in the 1870s to run a hardware store and a candy store. He became interested in land development and in the the 1880s founded scores of towns in the Oklahoma Territory, Texas, California and the Dakotas, where he became a good friend of Theodore Roosevelt. He was developing in Hollywood by the 1880s and this speculative property was snapped up in 1903 by Herman and Mary Ruth Janes, who left their Illinois furniture store for a new life in California. The Janes women opened a private school here for fifteen years until 1926 and the Janes family, mostly unmarried children of Herman and Mary Ruth, lived here until 1982. Rather than tear down the building the new owners moved it to the back of the lot and constructed a shopping center out front.

43.

Hillview Apartments

6533 Hollywood Boulevard at northwest corner of Hudson Avenue

In the early days of movie-making the heritage residents of Hollywood did not cotton to the big-city New York stage actors over-running their sleepy little burg. More often than not new arrivals were met by rental signs that read, “No Dogs and No Actors.” Movie moguls Jesse Lasky and Samuel Goldwyn built this multi-unit Mediterranean-style structure in 1917 just so actors could live close to the studios. Stan Laurel, Clara Bow, and Mary Astor were just a few of the early stars who lived in the Hillview’s 54 units. In the deteriorating Hollywood of the 1960s the historic building became dilapidated but it has since be restored and is once again fetching premium rents.

44.

Warner/Pacific Theater

6433 Hollywood Boulevard at northeast corner of Wilcox Avenue

Harry, Albert, Sam and Jack Warner set out to build the largest theater in Hollywood in 1926 and retained fabled theater architect G. Albert Lansburgh to design the studio’s flagship. Lansburgh created a four-story Italian Renaissance movie palace intended to sweep patrons from their hum-drum lives and off to an exotic experience of the mind. Of the Warner brothers, Sam was the most involved in the project but he died of a brain hemorrhage before it could open and his ghost is said to still wander the theater.

45.

Security Pacific Building

6381 Hollywood Boulevard at northeast corner of Cahuenga Boulevard

The architectural father-and-son team of John B. and Donald D. Parkinson was the go-to firm for colossal Los Angeles projects. On their resume would be the Los Angeles Memorial Coliseum, City Hall and Union Station. This substantial office building, created in 1921 for Security Trust and Savings, tossed away the convention of the day to build a solid, conservative banking temple and instead embraced the elegant Italian Renaissance style. Look up to see the elaborate stone carvings in the exterior cornices.

46.

Owl Drug Store/Julian Medical Building

6380 Hollywood Boulevard at southeast corner of Cahuenga Boulevard

A 1934 contribution to the streetscape by Morgan, Wells and Clement, this is one of Hollywood’s standout Streamline Moderne structures in a town that eagerly embraced Art Deco architecture. The ground floor was originally the drug store with, conveniently, medical offices above.

TURN LEFT ON CAHUENGA BOULEVARD AND TURN RIGHT ON YUCCA STREET.

47.

Halifax Apartments

6376 Yucca Street at southeast corner of Ca-huenga Boulevard

Albert R. Walker and Percy A. Eisen designed some of the most stylish residential buildings and hotels in Los Angeles. Here they strung a four-story Renaissance Revival structure along Yucca Street which drew raves in the *Los Angeles Times* when it opened as the Cross Arms Apartments in 1923 as “one of the largest and most beautiful apartment houses in Hollywood.” It sold the very next year and became the Halifax Apartments. Regardless of the name, it was a popular bedding spot for silent film stars.

48.

Hotel Hollywood

6364 Yucca Street

This boutique guest house opened in 1927 as the Oban Hotel. Marilyn Monroe, James Dean, Paul Newman, Fred McMurray, Orson Wells, Clark Gable, Glen Miller, Harry James all signed the register here as did props manager and stunt double Charles Love, whose ghost is said to haunt the premises. Frustrated in his acting ambitions, Love is said to have engaged in a shouting match with a studio official and stormed off on a drinking spree. He returned to his room in the Oban several days later in February of 1933 and shot himself.

49.

Yucca Vine Tower

6305 Yucca Street at northwest corner of Vine Street

Henry L. Gogerty and Carl Weyl designed this landmark Art Deco tower in 1929. Look up to see stylized eagles and Mayan guardians. The American Musical and Dramatic Academy now inhabits the building amidst a cluster of residential bungalows used for student housing.

TURN RIGHT ON VINE STREET.

50.

Capitol Records Tower

1750 Vine Street

Capitol was the first recording label to establish a beachhead on the West Coast, moving into this Welton Beckett-designed icon in 1956. The

circular awnings on each floor and the tall spike jutting from the center of the roof evoke the image of records on a turntable. A 150-foot height restriction was in effect in Los Angeles at the time and the Capitol Tower butts up against the limit; the earthquake preventative would be lifted in 1964. Guitar legend Les Paul engineered one of the studio's echo chambers, said to be the finest in the industry. Frank Sinatra recorded the first album in the tower.

51.

Avalon Hollywood

1735 Vine Street

This night club began life in 1927 as The Hollywood Playhouse. Carl Jules Weyl, a German trained architect who also won an Oscar for Best Art Direction for the film *The Adventures of Robin Hood*, contributed the Spanish Revival design. Weyl moved to Los Angeles in 1923, where he designed the Brown Derby Restaurant #2, the Gaylord Apartments and many other buildings and Hollywood estates. The theater transformed into a television studio in the 1950s and it was here that Richard Nixon delivered his famous “Checkers speech” on September 23, 1952 that rescued his place on the Republican presidential ticket with Dwight D. Eisenhower. ABC filmed many television shows here through the years, hosting a roster of legends that included the Beatles, Fred Astaire and Merv Griffin's talk show. The theater itself took a star turn in the film *Against All Odds* as the The Palace.

WALK A FEW MORE STEPS TO RETURN TO THE TOUR STARTING POINT AT HOLLYWOOD AND VINE.

Look Up,

Los Angeles - Theater District



A Walking Tour of Los Angeles - Theater District...

The Historic Core is stuffed with grand old buildings, many exactly 150 feet in height, owing to a height limit ordinance passed in 1911. The restriction was intended to limit the density of downtown Los Angeles and allow the famous Southern California sunshine to reach the sidewalks. Rare exceptions were granted for decorative towers with setbacks in the upper stories that appeared in the 1920s. The restriction was lifted in 1957 but there is still none of the experience of being stranded in an urban canyon in the Downtown Core.

The Downtown Core is roughly defined by four north-south streets from Hill Street to the west to Main Street to the east. The Theatre District tour will travel down Broadway and back up Hill Street (the Financial District tour covers Spring and Main streets). Broadway began filling with theaters built as vaudeville stages in 1911 which gave way to glittering movie palaces during the 1920s and 1930s. Broadway's Golden Age was brief - there was a movie-going shift to Hollywood Boulevard and then a mass population exodus to the suburbs. Some of the great movie houses were torn down, others struggled on as grindhouses showing exploitation films, and others just sat vacant. Today the Broadway Theater District contains the thickest concentration of pre-World War II movie palaces in America, although less than a handful still exhibit movies.

These movie palaces were famous for their breathtaking interiors awash in exotic themes and appropriately we will begin our tour at one of the District's oldest buildings most famous for its elaborately crafted interior at Broadway and 3rd Street...

1.

Bradbury Building

304 South Broadway at southeast corner of 3rd Street

Lewis L. Bradbury made his money in Mexican mines in the 19th century and spent it on Southern California real estate. Approaching his 70th birthday in 1892, Bradbury planned his greatest building but his chosen architect, Sumner Hunt, was not producing plans to match his grandiose vision. Bradbury sacked Hunt and hired one of his draftsmen, George Wyman, to design his building. Wyman delivered an Italian Renaissance five-story creation in brown brick, sandstone and terra cotta panels. But the Bradbury Building's true glory was revealed once inside and the full-height center court - dressed in marble, polished wood and ornamental ironwork - was experienced. Bradbury started with a \$150,000 budget but wound up spending over \$500,000 because of his insistence on using only the finest building materials. Alas, Bradbury never saw the finished product; he died shortly before the opening in 1893. If you watch any movies or television at all you have seen the fabled five-story atrium. A partial list of the Bradbury's screen credits include *D.O.A.*, *I the Jury*, *Blade Runner*, *Chinatown*, *Blade Runner* and *500 Days of Summer*. Heart, Janet Jackson, Earth Wind and Fire and Genesis all used the Bradbury Building in music videos.

WALK SOUTH ON BROADWAY (THE BRADBURY WILL BE ON YOUR LEFT).

2.

Million Dollar Theater

307 South Broadway at southwest corner of 3rd Street

Sidney Patrick Grauman was born into a theatrical family in 1879. His father David took him to Alaska during the Klondike Gold Rush in the late 1890s hoping to strike it rich. Instead the pair organized entertainment events for the prospectors, launching Grauman on a lengthy career as a showman. The pair landed next in San Francisco and by 1918 they were in Los Angeles with their first Southern California movie palace, the Million Dollar Theatre. The Spanish Rococo exterior is graced by works from Uruguayan-born American artist Joseph Jacinto Mora, whose talents as a writer, photographer, illustrator and sculptor

earned him the moniker the "Renaissance Man of the West." It was one of America's first movie palaces constructed specifically for motion pictures. Grauman sold his interests in his downtown theaters to develop the iconic Hollywood houses - the Egyptian Theatre and Chinese Theatre. Several owners later the Million Dollar Theatre entered the 1950s as a film and stage venue exclusively for Spanish-speaking audiences. The historic theater was shuttered in 1993 and leased by a church but has since been refurbished.

3.

Homer Laughlin Building/Grand Central Market

317 South Broadway

Homer Laughlin was a Union Army veteran of the Civil War who returned to his hometown of East Liverpool, Ohio after hostilities ended and began peddling the local yellow ware pottery. Sales were slow as he found Americans preferred their china imported from Europe so he started selling those wares. With his brother, Shakespeare, Homer opened his own pottery in 1874 and aggressively set out to sell America on the quality of "Ohio Valley Pottery." He created a logo showing the American eagle subduing the British lion and won gold medals for his pottery at the Centennial Exhibition in 1876 in Philadelphia. The Homer Laughlin China Company would become the largest pottery plant in the world and today the company claims to have sold one-third of all the dinnerware ever bought in the United States. By the 1890s Laughlin was investing in far-off Los Angeles real estate and in 1897 he saluted good-bye to dinner dishes and set off for California. Greeting him was this six-story Beaux Arts structure, raised a year earlier by English-born architect and recent Seattle transplant John B. Parkinson. It was the first steel-frame fireproof building in the City. Architect Frank Lloyd Wright kept an office here for awhile but the most famous tenant is the Grand Central Market that has occupied the ground floor since 1917, through a series of sometimes drastic renovations. It is the largest and oldest open air market in Los Angeles.

4.

**Broadway Department Store
southwest corner of Broadway and 4th Street**

Arthur Letts was born in England in 1862 but emigrated to Canada and began working in a large dry goods store. He made his way to Seattle and then Los Angeles, finding retail work along the way. In 1896 he finagled a \$5000 bank loan and took over the bankrupt J.A. Williams & Co. Dry Goods Store that had operated here. He renamed the emporium The Broadway and it became the foundation for one of Southern California's greatest fortunes (Hugh Hefner's Playboy Mansion was built for Letts' son in 1927). The Broadway gobbled up competitors and lasted for 100 years until it was absorbed in 1996 by Macy's.

5.

**Metropolitan Building
449 South Broadway at northwest corner of 5th Street**

This lively Beaux Arts commercial structure was designed by influential early Los Angeles architects John Parkinson and Edwin Bergstrom. Like many of its neighbors, the Metropolitan Building was built in 1913 to provide street-level retail storefronts for multiple businesses with the upper levels left as open lofts to allow maximum flexibility for prospective tenants as well as space for storage or warehousing. The most familiar tenant was the J.J. Newberry's five-and-dime store. John Josiah Newberry opened his first store in Pennsylvania's Pocono Mountains in 1911 and the family business was overseeing 475 stores when he died in 1954. Newberry's was here for over 50 years beginning in 1939.

6.

**Chester Williams Building
215 West Fifth Street at northeast corner of Broadway**

This Beaux Arts structure sprung from the pen of Aleck Curlett and Claud Beelman in 1926. The price tag was \$1,500,000; recently \$15 million was poured into a re-adaptive makeover. The building receives it most attention now when it is used as a stopover for flocks of Vaux's Swifts migrating from Alaska. The small cigar-shaped swifts, named for the American scientist William Sanson Vaux, fly into the chimney to spend the night every early fall.

7.

**Jewelry Trades Building/Title Guarantee Block
500 South Broadway at southeast corner of 5th Street**

Octavius Morgan, Sr., John A. Walls, and Octavius Morgan, Jr. designed some of the town's most elegant buildings and here they created a retail Renaissance Revival palace for upscale retailers in 1913. Lavish interiors were designed around wide corridors on each floor to resemble a street and were finished in Italian marble and polished oak. Large plate glass windows inside enabled tenants to create alluring window displays for shoppers.

8.

**Roxie Theatre
518 South Broadway**

The Roxie was the last major theater built in downtown Los Angeles, designed in an eye-catching Art Deco style by John M. Cooper in 1932. Gus A. Metzger and Harry Sreere raised the Roxie on the rubble of J.A. Quinn's Superba that raised its curtain in 1914. The Superba was known for its exciting 75-foot by 35-foot electric sign on the roof and the fanciful lobby crafted entirely of onyx.

9.

**Cameo Theatre
528 South Broadway**

William "Billy" Clune hailed from Hannibal, Missouri and was working a pushcart on Main Street in Los Angeles in 1887 when he was 25. He built one of the town's first nickelodeons and eventually constructed his own soundstage, producing the very first short film to bear the imprint "Made in Los Angeles." Alfred F. Rosenheim, a leading Los Angeles architect, who became the first president of the Los Angeles chapter of the American Institute of Architects, designed Clune's Broadway here in 1910. Lauded as "one of the finest motion picture houses on the Pacific coast," Clune's became the Cameo in 1924. The billboard on the roof is original and once displayed large 24-sheet movie posters.

10.

Arcade Theatre

534 South Broadway

Born on the Greek island of Andros, Alexander Pantages spent his twenties digging the Panama Canal, boxing in San Francisco and prospecting for gold in the Yukon Territory. He began his career as a show business exhibitor in Dawson City, Yukon as a partner to saloon and brothel-keeper "Klondike Kate" Rockwell, operating a small, but highly successful vaudeville and burlesque theatre, the Orpheum. In 1902, at the age of 27, he was in Seattle opening the Crystal Theater and launching a chain of theaters across the West in Canada and the United States. When Pantages came to Los Angeles in 1910 his decision to establish his first vaudeville stage here went a long way in establishing the Broadway theater district. This was an early work of Octavius Morgan and John A. Walls, who would be responsible for many Los Angeles landmarks. Originally designed to look like an English music hall, the building has endured significant remodelings over the past century but you can still look up and see "Pantages" carved into the concrete.

11.

Arcade Building

540 South Broadway

This was the Mercantile Arcade Building when it opened in 1924 with nearly 200,000 square feet stretching back from Broadway all the way to Spring Street. Architects Kenneth MacDonald and Maurice Couchot, modeled the complex on the Burlington Arcade in London that resulted in an acclaimed three-level interior space. The tower on top of the building once supported the antenna of the radio station KRKD ("RKD" = Arcade).

12.

Silverwood's

556 South Broadway at northeast corner of 6th Street

Thomas L. Tally was one of the top players in exhibiting moving pictures; his Tally's Theatre was located here. It later became the Garnett and folded in 1913. At that time the business it shared the building with, Silverwood's, expanded into the space. F.B. Silverwood emigrated from Canada to start his clothing store for men and boys.

Specializing in conservative suits, Silverwood's expanded into a chain of 18 stores that lasted until 1991. Los Angeles architects Albert R. Walker and Percy A. Eisen provided the exuberant Beaux Arts design, which can still be viewed above ground level, in 1920.

13.

Sun Drug Company Building

555 South Broadway at northwest corner of 6th Street

Henry G. Chilson and Charles Wolfe organized the Sun Drug Company in the 1890s. They had no stores until 1901 but quickly bought up property to erect buildings, typically with a retail store on ground level, across Los Angeles, although much of the expansion took place without Chilson who was killed by a windblown billboard in San Francisco in 1915. This building came along in 1920 from the firm of Francis Davis, Walter Davis and Henry Withey. Look up above the awnings and altered storefronts of street level to see the textured facade. In 1925, Sweldom's, a popular purveyor of women's fashions, moved into the space.

14.

Walter P. Story Building

610 South Broadway at southeast corner of 6th Street

The nationwide Panic of 1893 slammed the brakes on the growth of young Los Angeles and sent even the wildest of land barons in search of buyers. One of the sharpest, J.B. Lankershim, was grateful to unload this parcel to a Montana man, Nelson Story, in the depths of the downturn in 1894 for \$48,000. Lankershim figured he had discarded worthless property on the unsuspecting rube from out of town. Lankershim himself concluded the deal with a cablegram from Paris, France. By the time the next economic depression rolled around in the 1930s the corner was worth about \$2.5 million. Nelson Story gave the property to his 14-year old son, Walter, two years later so maybe he didn't know what he had, either. In 1904 he tried to get the property back and the matter ended up in the courts. Father and son owned the property but it was Walter's building that Octavius Morgan, Sr., and John A. Walls designed in 1910. The ground floor of the Renaissance Revival structure boasted the largest plate

glass windows west of Chicago - a dozen panes costing \$1,000 a pop. William Mullen and Andrew Bluett, sellers of clothing to "men of distinction," set up shop behind those windows and they would remain for over six decades. The rooftop penthouse with a retaining wall and shrubbery served as a part-time residence for the Walter Story family. Story had a long military career, founding the original home of the California National Guard in San Luis Obispo and rising to the rank of Major General.

15.

Norton Block

601 South Broadway at southwest corner of 6th Street

This building began life as a two-story structure for John H. Norton in 1906. Norton was a Massachusetts man who traveled west and worked as a shopkeeper and then traded cattle. In Arizona, at the time a lawless and virtually roadless territory, Norton organized a remarkable stage system for freighting supplies that made him mule trains of money. Norton arrived in Los Angeles in 1893 and threw himself into banking, real estate and public affairs. This building was his base until his death in 1911 at the age of 67. The Norton Block received a 1918 facelift from esteemed architect John Parkinson and a 1930s Art Deco update. The most famous tenants were the Owl Drug Company that manned the corner for nearly a half-century and Benjamin Zukor's apparel store.

16.

Desmond's Department Store

612 South Broadway

Look up above the commercial ground floor to see the festive Spanish Baroque facade for Desmond's Department store, which has been little altered since 1933. Albert C. Martin designed the building in 1923. The store traces its roots back to the Desmond clothing store on Olvera Street in 1862; the emporium was purchased from the family by Ralph R. Huesman in 1921. Huesman expanded to Hollywood and Wilshire Boulevard and the store lasted until 1985.

17.

Los Angeles Theater

615 South Broadway

H.L. Gumbiner, an exhibitor from Chicago, sunk \$1.5 million into constructing this movie palace in 1930. S. Charles Lee transported movie-goers to 17th century France with one of the town's most imaginative interiors. The baronial French Baroque moviehouse is often cited as the City's finest. Eager for the Los Angeles Theater to be ready for the world premiere of his upcoming *City Lights* in January of 1931, Charlie Chaplin provided an infusion of cash and the entire theater was constructed off-site and fitted into the center of the block between existing buildings. The Los Angeles showed its last features in 1994 and the oft-time vacant space today appears more in films than exhibiting them.

18.

Palace Theatre

630 South Broadway

The Palace began life in 1911 as the Los Angeles home of the Orpheum Vaudeville circuit, replacing the troupe's original theater that had operated since the 1880s. A second Orpheum burned down. San Francisco-based architect Gustave Albert Lansbaugh, who designed over 50 theaters in a long career, created this theater in the image of a Florentine Renaissance palazzo but dressed the interior in the style of a lavish French opera house. The façade includes four panels depicting the muses of Song, Dance, Music and Drama sculpted by Domingo Mora. For all its elegance, Orpheum III had a fatal flaw - an undersized lobby that didn't allow for crowds of over 2,000 patrons to socialize after the performance. A fourth Orpheum was constructed in 1926 and this theater was renamed the Palace but it is the oldest remaining Orpheum theater in the United States.

19.

Frank L. Forrester Building

640 South Broadway

Charles F. Whittlesey designed this mid-block structure with a Beaux Arts facade in 1907. The earliest tenant of note was the J.B. Brown Music Company which gave way in 1914 for the short-lived Palace of Pictures. In 1916 the space was leased to the Innes Shoe Company. The marquee

is a souvenir from Bond Clothing Stores Inc. of New York that moved here in 1939. The unfortunate paneled apron was an addition by Pavo Real Jewelry.

20.

United Building/Loew's State Theatre
703 South Broadway at southeast corner of 7th Street

Charles Peter Weeks and William Peyton Day, one of San Francisco's most esteemed architectural partnerships, created this building, reputed to be the largest building in Los Angeles to be dressed in brick, in 1921. With seating for 2,404, this was the flagship theater for Metro Pictures helmed by Marcus Lowe which would in a few years be part of the merger that created MGM. Beginning in the 1960s the State became a Spanish-speaking movie house and in 1998 the theater went dark and the space was leased to the Universal Church.

21.

Garland Building
744 South Broadway

William May Garland was born in Maine in 1866 and was working in Boston by the time he was 16. In 1890, he moved to Los Angeles and got a job as auditor of the Pacific Cable Railway Company. In 1894 he formed his real estate business, the W. M. Garland Company, that was to do much to shape downtown Los Angeles for the first part of the 20th century. The architectural firm of Octavius Morgan, Sr., John A. Walls, and Octavius Morgan, Jr. designed this building for Garland in 1912 which housed the Morosco Theatre. Utah-born Oliver Morosco got his start as a child acrobat and evolved into a theatrical producer and director. His theater here was Los Angeles' first dramatic playhouse. Morosco, one of early Hollywood's most flamboyant showmen, filed for bankruptcy in 1926 and the theater underwent a series of transformations and name changes - the last of which was the Globe Theatre, marked by the little world orb.

22.

Merritt Building
757 South Broadway at northwest corner of 8th Street

Hulett Clinton Merritt was born into the founding family of Duluth, Minnesota in 1872. He graduated from college at the age of 16 and began working with his father and uncles as a full partner on the Duluth Mesabi & Northern Railroad, hauling ore from the continent's richest iron mines. At the age of 21, Merritt negotiated leases with the Carnegie Steel Company that would ultimately make him one of the largest stockholders in U.S. Steel before the age of 30 and he set out for Southern California. He soon controlled about 10,000 acres of the most valuable agricultural land in California, plus large chunks of downtown. It was reported that Merritt was president or board chairman of 138 different companies. On this corner in 1915, Merritt butted heads with the City's height restriction, desiring to build a 23-story skyscraper but he was rebuffed by City Council. Instead he ended up with a much-reduced building that housed retail stores on the ground floor and offices above up to the top floor that was reserved for Merritt himself. Brothers James William and Merritt James Reid, Canadian-born architects who managed a busy San Francisco practice in the early years of the 20th century and designed a wide array of Bay Area landmarks, provided the Neoclassical design with a phalanx of fluted Ionic columns. The lower floors were compromised by an insensitive remodeling in the 1950s for the Home Savings & Loan Association.

TURN RIGHT ON 8TH STREET AND WALK A FEW STEPS TO THE BUILDING NEXT TO THE MERRITT BUILDING...

23.

Olympic Theatre
313 West 8th Street

This modest 600-seat room opened in 1927 as the Bard's Eighth Street Theatre. Lou Bard ran a string of Los Angeles theaters and this was to be his last; he hired architect Lewis A. Smith to convert an existing restaurant into a movie house. The name was changed in 1932 in recognition of Los Angeles hosting the Olympic Games that year. The current facade of the Olympic, which

closed in 1986, dates to a 1942 make-over by Charles O. Matcham.

RETRACE YOUR STEPS BACK TO THE INTERSECTION OF BROADWAY.

24.

Hamburger's Department Store

801 South Broadway at southwest corner of 8th Street

Asher Hamburger was born in Bavaria in 1821 and apprenticed as a rope maker. But at the age of 18 he set out for America with his brother, speaking English and crossing the Atlantic in steerage. He found factory work in New York City making tassels and saved up enough money to enter the mercantile trade in Pennsylvania. When word of the California gold strikes reached Hamburger in 1848 he convinced his brother to head West and by 1850 they had a wholesale house in Sacramento. In 1881, his sons Moses and David, infected with the same wanderlust, convinced their father to come to Los Angeles. In short order A. Hamburger & Sons and their People's Store was the largest in town, catering to the value-minded shopper. In 1908 Alfred F. Rosenheim designed this Beaux Arts, block-filling retail palace that purported to be the biggest store west of Chicago with the "largest aisle in the West" and open display floors. The Arrow Theatre was located on the fifth floor. In 1923 the St. Louis-based May Company bought Hamburger's and the historic building entered its second century as the Broadway Trade Center.

25.

Tower Theatre

802 South Broadway at southeast corner of 8th Street

The Tower opened in 1927 and was the first movie palace in Los Angeles to be wired for the new "talkies." Al Jolson's revolutionary *The Jazz Singer* premiered here. Before he died at the age of 90 S. Charles Lee would design over 400 theaters in California and Mexico and this was his first major effort, commissioned by H.L. Gumbiner. Lee blended Spanish, Roman and Moorish elements in terra cotta into the Tower and its execution in a small space made his career. The prominent corner tower was once even grander; its top was removed after an earthquake. Los Angeles movie-

goers could also enjoy the town's first theater air conditioning here.

CONTINUE WALKING SOUTH ON BROADWAY, PAST HAMBURGER'S AND THE TOWER THEATRE.

26.

Orpheum Theatre

842 South Broadway at northeast corner of 9th Street

The fate of Broadway's grand movie palaces in recent decades has not been pretty. Many were demolished, others survived as unused shells. The Orpheum was a vaudeville stage first, the fourth for the chain that had been started by Gustav Walter in San Francisco in 1886. The Beaux Arts flagship opened in 1926 on plans from G. Albert Lansbaugh; two years later a Mighty Wurlitzer pipe organ that could mimic the instruments of an entire orchestra was installed. The Orpheum received a multi-million dollar facelift beginning in 1989 and is one of about 15 Orpheum theaters still in operation today. Its pipe organ is one of three remaining in Southern California.

27.

Eastern Columbia Building

849 South Broadway at northwest corner of 9th Street

Los Angeles came of age in the 1920s and 1930s when American taste in architecture was shifting from the somber dignity of grand Renaissance Revival structures to the stripped-down classicism of Art Deco. Many of the town's Art Deco creations survive but few are as boldly hued as Claud Beelman's creation for the Eastern Outfitting Company and the Columbia Outfitting Company, furniture and clothing stores. The vertical emphasis common in Art Deco designs helped mask one of the biggest buildings constructed in Los Angeles during the 1930s. Beelman clad the high-rise in glossy turquoise terra cotta trimmed with a darker blue and gold trim. The façade is decorated with a wealth of motifs—sunburst patterns, geometric shapes, zigzags, chevrons and stylized animal and plant forms. The entire confection is capped with a four-side clock tower emblazoned with the name "Eastern" in neon and crowned with a central smokestack surrounded by four stylized flying buttresses. Beelman completed his

canvas with sidewalks laid in a dynamic pattern of zigzags and chevrons. If you haven't guessed by now, many consider the Eastern Columbia Building to be the most beautiful of all downtown Los Angeles structures.

28.

**Texaco Building/United Artists Theatre
933 South Broadway**

At 242 feet, this was the tallest building in Los Angeles for a year after it was topped off in 1927. On that top was a 50-foot sign on stilts. Albert R. Walker and Percy A. Eisen, who created some of the town's most admired big buildings, teamed with noted Detroit architect C. Howard Crane on the Spanish-flavored Neo-Gothic design which was highlighted by 600 tons of polychromed terra cotta, more colored tile than found on any other structure in the city. On columns the terra cotta capitals were fashioned with show business-themed grotesques. Construction crews hustled around the clock, working in three shifts, to have the concrete walls in place by a Thanksgiving Day deadline but missed. But only by a week. The California Petroleum Corporation signed a rental contract leasing all offices in the building for 30 years at \$3 million but the most famous tenant, occupying half the space, was United Artists. Four of the biggest players in the movie industry - Charlie Chaplin, Mary Pickford, Douglas Fairbanks and D.W. Griffith - formed the studio in 1919 and the 2214-seat showplace became its flagship screening room. Like many of the old movie palaces this one has done church duty in recent years.

29.

**Howard Huntington's Railway Building
1060 South Broadway at northeast corner of
11th Street**

Of the "Big Four" managers of the Central Pacific Railroad that built half of the Transcontinental Railroad in 1869 Collis P. Huntington was the true railroad man. Using the Central Pacific as his base, Huntington built other monumental lines such as the Southern Pacific and the Chesapeake & Ohio, bringing his nephew, Henry Edwards Huntington into the business along the way. In 1898 Henry purchased the narrow gauge Los Angeles Railway that was known familiarly as the Yellow Car system for the golden-painted

railroad cars that scurried around the city. In 1901 Huntington formed the sprawling inter-urban, standard gauge Pacific Electric Railway, known as the Red Car system, which put him in friendly competition with his uncle's Southern Pacific for passengers. How friendly? When Collis Huntington died Henry took over a chunk of the business and later married his uncle's widow, sending shock waves through polite San Francisco society. This ten-story building was constructed in 1925 as the main headquarters for the Los Angeles Railway.

30.

**Herald Examiner Building
1111 South Broadway at southwest corner of
11th Street**

The *Los Angeles Examiner* was founded in 1903 by William Randolph Hearst as a companion publication to his *San Francisco Examiner* and an organ to promote his campaign for the presidential nomination on the Democratic ticket. In its heyday in the 1940s the Examiner was the place to go to read about sensational crimes and Hollywood scandals. Still, it attracted the top newspaper talent of its time and reached a peak circulation of 381,037 in 1960, two years before it merged with the *Los Angeles Herald-Express*, another Hearst paper that sparkled in tabloid journalism. The striking Mission Revival style building with multi-colored domes was a 1914 creation of Julia Morgan, California's first registered female architect. Morgan, a San Francisco native, was a long-time friend of the Hearst family (she would design the Hearst castle at San Simeon) and the first woman to graduate with an architecture degree from the famous École des Beaux-Arts in Paris, France. In her long career Julia Morgan designed over 700 buildings and in 2008 she was inducted into the California Hall of Fame. The building has been vacant since 1989 and often shows up in movies or on television as a set.

TURN RIGHT ON 11TH STREET. TURN
RIGHT ON HILL STREET.

31.

Belasco Theatre
1050 South Hill Street

The curtain went up at the Belasco in 1926 with a presentation of *Gentlemen Prefer Blondes* by Anita Loos. Edward Belasco was one of the moneymen in the project but the actual name-sake, like many stages around the country was his famous brother David Belasco, known in the theater community as “the Bishop of Broadway.” That is New York’s Broadway where David Belasco spent his life as a theatrical producer, impresario, director and playwright. The architectural firm of Morgan, Walls and Clements designed the Belasco in an exuberant Spanish Baroque style and it was constructed in just ninety days. The Belasco lasted less than twenty years before it went dark for the first time. After that it spent long stretches as a church and was vacant for over 25 years until a recent revival.

32.

Mayan Theatre
1014 South Hill Street

If you wanted to see what a period 1920s theater looked like, stand in front of the Mayan, designed by Stiles O. Clements in 1927. The goal of exhibitors was to transport patrons on exotic adventures of the mind and the trappings of the venue were calculated to facilitate that experience even before the film or, in this case, the play inside. The Mayan theme is carried throughout the venue, most impressively in the foyer, known as “The Hall of Feathered Serpents.” The screen curtain featured images of Mayan jungles and ancient temples. The Mayan, however, struggled for survival after its short early run as a legitimate theater, hosting, at various times, second-run movies, burlesque shows, art house films, Mexican films and adult films. But the building persists and today operates as a nightclub with much of the exotic Mayan interior still intact.

33.

May Company Parking Garage
southeast corner of 9th and Hill streets

In what could pass for a city hall in many towns, this was actually one of America’s first parking structures. The nine-story Beaux Arts style garage-and retail complex was raised in 1927 on plans by Claude Beelman and William Curlett.

34.

Pacific National Bank Building
855 South Hill Street at northwest corner of 9th Street

In 1926 and 1927 the architectural firm of Morgan, Walls & Clements was busy filling up this lower part of Hill Street with buildings such as the Belasco and the Mayan theaters. Principals Octavius Morgan and John A. Walls at the time were joined by the emerging designer Stiles O. Clement who championed the Spanish Colonial Revival style and here you can see that influence in the conquistador shields carved into the rusticated base of this bank building.

35.

May Company Department Store
820 South Hill Street at southeast corner of 8th Street

In 1911 David May, who had begun peddling goods in the Leadville, Colorado silver boom of 1877, bought the Barr operation and merged it with the 38-year old Famous Clothing Store in St. Louis, which he had acquired a few years earlier. The May Company would continue to acquire retail properties around the country for the rest of the century before merging with Federated Department Stores in 2005, after which all existing stores were re-branded to their flagship property, Macy’s. May’s first acquisition was in 1923 when he bought Hamburger’s massive downtown Los Angeles store. Additions came in 1924 and 1929; the ten-story tower on Hill Street came from the pen of Aleck Curlett. The first of 37 May Company branches opened on Wilshire Boulevard in 1939. The May Company abandoned the historic building in the 1980s.

36.

Garfield Building
403 West 8th Street at northwest corner of Hill Street

Claud Beelman crafted this early Art Deco high-rise in 1928, using a million-dollar budget and pushing its twelve stories to the edge of the City’s existing height restrictions at the time. The main entrance is marked by an elaborate wrought iron entrance canopy above and a terrazzo sidewalk below. Floral and grapevine patterns decorate the open grill work above the entrance. The lobby, decked out in bands of black and purple

marble and boasting polished nickel fittings, earned designation as an Historic-Cultural Monument in Los Angeles in 1973 - nine years before the entire building was so recognized. Alas, the building has been vacant for over two decades.

37.

Union Bank and Trust

760 South Hill Street at northeast corner of 8th Street

Kaspere Cohn embodied the American Dream possible in the 1800s - born in Prussia in 1839, sailed to New York City at the age of 18 and set off for the California Gold Rush in 1859. He was in Los Angeles in the 1860s partnering in H. Newmark & Co., wholesale grocers that grew enormously. In 1885 Cohn was running his own company with fingers in fabrics and clothing, utilities and real estate. With a part of his fortune in 1902 he founded and financed the Kaspere Cohn Hospital which became the Cedars-Sinai Medical Center and at the age of 75 in 1914 he established the Kaspere Cohn Commercial and Savings Bank which was renamed the Union Bank & Trust Company of Los Angeles a few years later after Cohn's death in 1916. Alexander Curlett & Claud Beelman designed this elegant banking house in 1921.

38.

Foreman & Clark Building

404 West 7th Street at southeast corner of Hill Street

This 13-story building of reinforced concrete dressed in limestone was crafted in 1929 for the Foreman & Clark department store. Winfield Amos Foreman and A.J. Clark started in the retail clothing business in 1909 with \$310 between them. At the time men's clothing stores all had convenient ground floor operations. Foreman and Clark couldn't afford that luxury so started in a rented upstairs room at Third and Main streets. Rather than bemoan their predicament the clothiers emphasized the economy of the upstairs room and the resulting "savings of ten dollars" that became their slogan. The chain would eventually have 90 stores from coast to coast until shuttering after 90 years in 1999. Architects Curlett & Beelman provided the Gothic flavor to this Art Deco structure.

39.

Warner Brothers' Downtown Theatre

401 West 7th Street at northwest corner of Hill Street

Alexander Pantages helped pioneer the Los Angeles Theater District in 1910 on Broadway but by 1920 he was ready to trade up theaters. His go-to architect was B. Marcus Priteca, a Scot, who designed 22 theaters for Pantages and another 128 for other theater owners. Here Priteca delivered a Renaissance Revival palace highlighted by a dome on the corner. Pantages sold his theater circuit in 1929 and the stage reopened under the Warner Brothers marquee. The theater closed in 1975 and has done duty for over 30 years as the Jewelry Mart, which retains much of the original interior.

40.

Bullock's Department Store

650 South Hill Street at northeast corner of 7th Street

With the help of his former employer, Arthur Letts at the Broadway Department Store, John G. Bullock opened his own retail emporium in 1907, designed by John Parkinson. In 1923, Bullock and business partner, P.G. Winnett, bought out Letts' interest after his death. Parkinson would return in 1929 to create the Art Deco landmark for Bullock's on Wilshire Boulevard in what was then a residential slice of Hollywood. Catering to an upscale movie crowd, Bullock's helped lead historically downtown businesses out of downtown. The Bullock's nameplate would endure for 89 years until it was gobbled up by Federated Department Stores and rebranded as Macy's. Today, with over 700,000 square feet of retail space, the old Bullock's houses the St. Vincent Jewelry Center, the largest wholesale and retail complex in the Los Angeles Jewelry District. With nearly 5,000 manufacturers, wholesalers and retailer, most small family-run businesses, the District is the second largest jewelry hub in the nation after New York.

41.

Sun Realty Building

629 South Hill Street

Here is another vibrantly colored Art Deco creation of Claud Beelman, using green terra cotta tiles and tapping Egyptian and Mayan

themes. The recessed center bay's decorative terra cotta parapet features highly stylized geometric sunburst, chevron, and floral designs. The office building was raised as the real estate headquarters of the SunDrug Company, a chain of drug stores located throughout Southern California.

42.

William Fox Building
608 South Hill Street

Samuel Tilden Norton and Frederick H. Wallis designed this Art Deco headquarters for William Fox's movie empire in 1928. Of all the movie moguls of the early 1900s, it is the Fox name that has most widely survived a century later, although his ties to the film industry may have been the most tenuous. Vilmos Fried was born in Hungary in 1879 but his family emigrated to America before he was a year old. He was 21 when he started his own textile company which he sold four years later to purchase his first nickelodeon. He started the Fox Film Corporation but, in fact, William Fox concentrated on acquiring and building theaters rather than producing content to exhibit in them. Fox never saw anything but turbulence for his new corporate castle. He was embroiled in a government anti-trust action over his purchase of Marcus Loew's MGM theaters, he was nearly killed in an automobile accident in 1929 and then the stock market crashed. Fox lost control of his corporation in 1930 and then spent six months in prison for bribing a judge in the antitrust trial. Fox left the film business and went back to New York City. When he died in 1952 no Hollywood producers appeared at his funeral.

43.

Consolidated Realty Building
607 South Hill Street at southwest corner of 6th Street

Pennsylvania-born Harrison Albright migrated from West Virginia in his 30s and established a busy architectural practice in Southern California. This nine-story building from 1908 was the largest commission of his career. The entire ninth floor was leased to the University Club of Los Angeles. Architect Claud Bellman orchestrated a Decoish makeover for the California Jewelry Mart in 1935 and in 1967 it received another refacing.

44.

Pershing Square
bounded by 5th Street to the north, 6th Street to the south, Hill Street to the east, and Olive Street to the west

In 1866 this 5-acre block was dedicated as a public square, known familiarly as "the Lower Plaza," being located south of the Pueblo de Los Angeles. It was the first of a parade of names that ended in 1918, a week after World War I ended and the space was renamed in honor of General John Joseph "Black Jack" Pershing. At some point the owner of a nearby beer garden, German immigrant George "Roundhouse" Lehman, planted small native Monterey cypress trees, fruit trees, and flowering shrubs around the park, and maintained them until his death in 1882. The plantings grew sub-tropically lush, and the park became a shady oasis and an outdoor destination for the city. The entire park was demolished and excavated in 1952 to build an underground parking garage and the park above became an eyesore. It was finally closed in 1992 and underwent a major \$14.5-million redesign and renovation by landscape architects Ricardo Legorreta of Mexico, and Laurie Olin of the United States. Today's park is peppered with public artworks including a 10-story bell tower.

45.

Guaranty Trust Building
401 West Fifth Street at northwest corner of Hill Street

Architect John Parkinson was joined by his son, Donald B. Parkinson in 1920 and the firm created some of the town's finest buildings, City Hall and Union Station among them. Here they applied the Art Deco treatment tinged with Gothic details to this highrise office building in 1930; it is dressed in stone-colored tile. Sharp-eyed fans of television's *Lou Grant*, the spinoff for Mary Richard's irascible newsroom boss from the *Mary Tyler Moore Show*, will recognize the building as the home for the fictional *Los Angeles Tribune*.

46.

Pershing Square Building

448 South Hill Street at northeast corner of Fifth Street

Claud Beelman and Alexander Curlett were two of the most stylish architects working in Los Angeles during the go-go days of Los Angeles in the 1920s. Here they constructed this 15-story tower in 1924 with a heavy Italian influence boasting such top-of-the-line accoutrements as Philippine Columbia and St. Genevieve marble, sculptured brass, and balconies. Decorative touches include metal scrollwork, spiral columns, bronzed cherub heads, Rams and Griffins, and a frieze of garlands.

47.

Subway Terminal Building

417 South Hill Street

This luxury apartment complex began life as the downtown terminus for the “Hollywood Subway” branch of the Pacific Electric Railway Interurban rail line. The subway opened in 1925 and reached peak usage in the 1940s, carrying an estimated 65,000 passengers underground every day. The car culture won out in the 1950s, however, and Pacific Electric removed the tracks after the last train, waving a banner reading “To Oblivion,” rolled through the tunnel on June 19, 1955. Twelve years later the tunnel was filled in. Leonard Schultze and S. Fullerton Weaver came out from New York to design the multi-towered terminal in a distinctive Florentine exterior.

48.

Angel’s Flight Railway

351 South Hill Street to Bunker Hill

In 1901 to conquer the 33% grade to the tony residential neighborhood of Bunker Hill this funicular railroad was designed by the Merceau Bridge & Construction Company. Two orange-and-black railway cars, *Olivet* and *Sinai*, ply the 298 feet between Hill and Olive streets on “The Shortest Railway in the World.” The Los Angeles landmark was dismantled in 1969 but was refurbished and reassembled a half-block south of its original route in 1996 to complement California Plaza. The fare is 50 cents and only a quarter if you are holding a Metro Pass.

49.

Inverted Clocktower

308 South Hill Street at southeast corner of 3rd Street

Artist Tim Hawkinson transforms everyday materials into radically new forms, both abstract and representational. Here he fashioned a clock tower on the corner of this downtown parking garage. He carries the illusion to the clock dials that run counterclockwise and the Roman numerals are reversed.

TURN RIGHT ON 3RD STREET AND WALK OVER TO BROADWAY AND THE BEGINNING OF THE TOUR.

Look Up,

★Oakland



A Walking Tour of Oakland...

There was scarcely an Oakland when it was announced that the town would be the western terminus for the Transcontinental Railroad in the 1860s. In 1868, the Central Pacific constructed the Oakland Long Wharf at Oakland Point, the site of today's Port of Oakland. The Central Pacific also established one of its largest rail yards and servicing facilities in West Oakland. A population of 1,543 in 1860 became 10,500 in 1870. Improvements to the salt water estuary and harbor followed and by 1880 Oakland was the second most important city in California and poised for explosive growth.

The town centered around Broadway in its beginnings, up to about 4th Street. With the 1870s and 1880s boom the downtown shifted northward for another eight blocks. The population of Oakland swelled in the aftermath of the San Francisco earthquake and fire in 1906 and downtown shifted again, anchored by the town's first high-rises constructed along Broadway beginning at 12th Street. When the building boom ended with the Great Depression Oakland had grown from about 75,000 people to over a quarter million. There were automobile factories, machine shops, canneries, shipbuilding plants and lumberyards all humming along. The aggregate value of Oakland's industrial output was multiplied five times between 1914 and 1927.

Our walking tour will explore where Oakland flourished in its boom years nearly a century ago. The area is sprinkled with architectural gems and we will start in a plaza just off Broadway dominated by a building that was the symbol for a forward-thinking Oakland a hundred years ago...

1.

Oakland City Hall

1 Frank Ogawa Plaza

The New York-based architecture firm of Palmer & Hornbostel came out in 1910 to design Oakland a replacement seat of government to replace its predecessor that was destroyed in the 1906 earthquake. Completed in 1914, Oakland's fifth City Hall was the first high-rise government building in the United States and the tallest building west of the Mississippi River. Likened to a multi-layered wedding cake, the Beaux Arts structure is faced in white granite and terra cotta. The three-story bottom tier is where the mayor's office and council chambers reside. A three-tiered, 36-cell jail and outdoor exercise yard for the inmates is located on the 12th floor, although it hasn't been used since the 1960s. Poking out of the office tower is a 91-foot clock tower.

FACING CITY HALL, THE BUILDING TO YOUR RIGHT IS...

2.

Plaza Building/DeDomenico Building

200 Frank Ogawa Plaza

This decorative brick building was constructed in 1914 at the same time as City Hall. It was seriously damaged in the 1989 Loma Prieta earthquake and, after seismic work was completed, the City of Oakland deeded the building to the East Bay Community Foundation for a nominal fee in 1999.

FACING CITY HALL, TURN LEFT AND WALK THROUGH THE PLAZA TO 14TH STREET. TURN LEFT AND WALK TO THE CORNER AT BROADWAY.

3.

First National Bank Building/Broadway Building

1401 Broadway at northwest corner of 14th Street

The First National Bank of Oakland took its first deposits in 1874 and the following year was reorganized as one of only nine gold banks in the United States, banks that were permitted to redeem its notes for gold coin. The bank constructed this Beaux Arts flatiron building as a home in 1908; today it has been teamed the

Lionel Wilson Building next door to house city administration personnel.

4.

Central Building

436 14th Street at northeast corner of Broadway

This 17-story Italian Renaissance skyscraper was constructed in 1926 for the Central Bank. It has landed on the National Register of Historic Places for "its architectural significance, including a distinctive façade, ornate lobby, common area use of marble and terrazzo flooring and wainscoting."

TURN RIGHT ON BROADWAY.

5.

Union Savings Bank

1300 Broadway at northeast corner of 13th Street

This is the first steel-framed skyscraper erected in Oakland, raised in 1903 on plans drawn by Walter J. Mathews. Like most of the buildings in Oakland from that time the tower was constructed with bricks crafted at the Remillard Brickyard on the south shore of Lake Merritt. Three brothers from Montreal, Canada, Peter, Hilaire and Edward, founded the brick factory in 1861.

6.

The Clorox Building

1221 Broadway

This is a creation of César Pelli, who has infused urban landscapes across the globe with some of the world's tallest buildings. Born in Argentina, Pelli came to the United States in 1952. This 330-foot skyscraper was completed in 1976 for the Oakland-based Clorox Company. Five businessmen invested \$100 each to found America's first commercial liquid bleach factory, the Electro-Alkaline Company, in 1913. Selling only a concentrated industrial strength bleach their first year the company racked up only \$7,996 in sales and was on the verge of collapse. William Murray, an early investor, came on board as general manager and his wife Annie convinced him to produce less-concentrated bleach for home use and Clorox was on its way to becoming a household name.

7.

Oakland Bank Building

1200 Broadway at northeast corner of 12th Street

The lower half of this Beaux Arts office building was constructed in 1929 for the Oakland Bank but it wasn't known by that rubric long - the bank was swallowed up by Bank of America that year. The 18-story, 225-foot tower was a later addition.

TURN LEFT ON 12TH STREET. TURN LEFT ON FRANKLIN STREET.

8.

Tribune Tower

409 13th Street at southwest corner of Franklin Street

The *Oakland Tribune* put out its first editions in 1874; it set up headquarters here on January 1, 1924. Its landmark building came about in stages once publisher Joseph R. Knowland, one time United States congressman, decided to move operations from the Golden West Hotel five blocks away. The six-story base had been built in 1907 as a Breuner furniture warehouse and showroom and upon this rose the exuberant clock tower designed by Edward T. Foulkes. Before the tower officially opened, in 1923 it received national attention when Harry Houdini was hung upside down in a straightjacket from the ninth floor. Onlookers barely had time to be amazed when Houdini freed himself and escaped in five seconds. The 305-foot tower has appeared on the *Tribune* masthead from the time it opened but the paper was forced to abandon its iconic offices after the 1989 Loma Prieta earthquake.

9.

Financial Center Building

405 14th Street at southwest corner of Franklin Street

This landmark Art Deco tower was designed by local architect Walter Reed in 1930. Reed was born in Alameda, schooled in Berkeley and learned his architecture at the Massachusetts Institute of Technology in architecture.

TURN RIGHT ON 14TH STREET. TURN RIGHT ON WEBSTER STREET. TURN LEFT ON 13TH STREET.

10.

Hotel Oakland

260 13th Street, bounded by 14th, Alice and Harrison streets

It was front page news when architect Henry J. Hardenbergh traveled from New York City to Oakland to deliver the town its grandest hotel in 1907. Or it would have been if his train wasn't 19 hours later and all the dignitaries awaiting him hadn't gone home. Working from the offices of the San Francisco firm of Walter Danforth Bliss and William Baker Faville, who were responsible for many of that town's most elegant buildings, Hardenbergh crafted a French Renaissance landmark that consumed an entire block. The central courtyard is lorded over by a pair of three-story cupolas with flagpoles flanking a classical colonnade. The Hotel Oakland went out of business during the Great Depression and was an army hospital until the great building was shuttered in the 1960s. After nearly two decades of vacancy it was revived as a residence and health center for the elderly.

11.

Civic Center Post Office

201 13th Street between Alice and Jackson streets

For most of its massive building projects in the 1930s Depression era the federal government leaned on the stripped-down classicism of the Art Deco style. But for this block-swallowing federal building James A. Wetmore, Supervising Architect of the Treasury, shepherded a Neoclassical composition to completion in 1932.

TURN LEFT ON ALICE STREET AND CROSS 14TH STREET.

12.

Women's City Club

1426 Alice Street

Women got the right to vote in California in 1911, nearly a decade before national women's suffrage. Thus empowered, there was a surge of women's clubs organizing across the United States. Carl Warnecke and Chester Miller tapped Mediterranean influences for this clubhouse in 1928 that provided members with meeting space, swimming and tennis, and living quarters.

The building also featured a theater that could seat around 500. In 1948 the building became a Moose Lodge and has since served as a residential hotel and arts center.

RETURN TO 14TH STREET AND TURN LEFT. TURN LEFT ON MADISON STREET.

13.

Second Scottish Rite Cathedral

1433 Madison Street

This was the second temple for the Oakland Masons who organized in 1883. Their first, located three blocks west at Harrison Street was planned for dismantling and expansion in 1905 when the Earthquake of 1906 sent real estate prices and building costs soaring. Scaled down expectations brought the society here, into a Mission Revival gem designed by local architects Matthew O'Brien and Carl Werner.

RETURN TO 14TH STREET AND TURN LEFT.

14.

Oakland Public Library

125 14th Street between Madison Street and Oak Street

The first books were lent in Oakland in 1878 and now materials are dispensed through 16 branches. The Main Library opened its doors in 1951. Lead architect Carl Warnecke and Chester Miller produced several libraries for the city and infused this clean-lined facade with geometrically patterned inset windows. The Canadian-born Warnecke went to night school to learn mechanical drawing and apprenticed in the shop of Arthur Brown who created several of San Francisco's most admired civic buildings.

15.

Rene C. Davidson County Courthouse

1221 Fallon Street at Oak Street

This is the fifth courthouse building to serve Alameda County, a make-work project during the Great Depression, replacing a spectacular multi-towered French Second Empire confection that was eventually torn down in 1950. Local architects William Corlett, Henry Minton, James Plachek, William Schirmer, and Carl

Werner contributed an Art Deco design executed in California granite with terra cotta trim. The main facade actually faces on Lake Merritt so you will have to walk around to realize the architects' vision. The lobby features marble murals fifteen feet high that trace the history of Alameda County.

TURN LEFT ON LAKESIDE DRIVE.

16.

Camron-Stanford House

1426 Lakeside Drive

A stroll along Lake Merritt in the late 1800s would have passed block after block of ornate mansions like this one but today only the Camron-Stanford house remains. Samuel Merritt, respected San Francisco physician, 13th mayor of Oakland and developer of Lakeside Park built this handsome Italianate wooden structure in 1875. William Walker Camron, a Republican Party operative and deputy sheriff bought the house the next year. His wife Alice was heir to the 17,000-acre Rancho Los Meganos near present-day Brentwood that was created by John Marsh, a prominent doctor in the Pueblo de Los Angeles. Camron's political misfortunes led the family to dispose of their lakefront villa in 1882. Josiah Stanford, pioneer California oilman and brother of Leland Stanford of Transcontinental Railroad and university fame, bought the house as a part-time residence in 1882. From 1907 until 1965 the house did duty as the Oakland Public Museum and now interprets the Oakland Victorian era as a house museum.

17.

Lake Chalet

1520 Lakeside Drive

While mayor in 1868 Samuel Merritt dammed and cleaned up a tidal estuary formed by several creeks flowing into this area, picking up the tab for the project personally. At this location in 1909 a concrete pumping station was constructed to deliver salt water to the Oakland Fire Department. In 1913 architect Walter D. Reed gussied up the utilitarian structure and added two additional wings to be used as boathouses. The high pressure pumping station operated until 1955 and was then converted into Parks Department offices and, since 2009, a lakeside restaurant.

18.

Oakland Scottish Rite Center
1547 Lakeside Drive

Carl Werner was getting to be an old hand at designing temples for the Scottish Rite Masonry whose expanding membership required increasingly larger facilities in its early years. Here he teamed with William Corlett to fashion a classically flavored building that caused the press to gush at its dedication in December 1927 that "it stands out as a gem excelled in beauty by no other structure of its kind on the Pacific Coast." The entire facade of the concrete building, from the 42-foot columns to the delicate tracery around the entrance, is cast stone with stucco made of blended cement and granite chips.

TURN LEFT ON 17TH STREET.

19.

Tudor Hall
150 17th Street at northwest corner of Madison Street

At a time when most of California was embracing Mission Revival and Spanish Art Deco styles, 47-year old theater owner Oliver Kehrlein approved the plans of Carl Warnecke and Chester Miller for this stylistic journey back to Tudor England. The use of clinker brick, natural stone and a terraced English garden all conspired to engage prospective tenants in 1929 with a 16th century English ambiance.

TURN RIGHT ON MADISON STREET AND HEAD BACK TOWARDS LAKE MERRITT.

20.

Lake Merritt Hotel
1800 Madison Street

There were 29 residential hotels built in Oakland between 1927 and when the bottom fell out of the stock market in October of 1929 and this was the most expensive. The Mediterranean Art Deco design came from the pen of architect William Weeks, who created many such apartment buildings and 22 Carnegie libraries in California. The Terrace Room restaurant boasts a scenic mural of Lake Merritt by celebrated Oakland artist Andre Boratko. The grand structure by the lake narrowly dodged the

wrecking ball in the 1980s and has been re-born as an independent-living residence for seniors.

TURN LEFT ON LAKESIDE DRIVE.

21.

The Regillus
200 Lakeside Drive

Banker Charles Crocker was the money man behind the development of this 40-unit luxury apartment complex in 1921. Architect Willis Lowe designed the eight-story structure in an elegant Beaux Arts style. The Regillus helped set the standard for The Gold Coast that developed on the shores of Lake Merritt in the 1920s.

22.

Snow Park/Schilling Garden
Lakeside Drive at southeast corner of Harrison Street

August Schilling and George Volkmann were the same age and immigrants from the same town in Germany, Bremen - although they didn't know each other until Volkmann went to work as a shipping clerk for Schilling at Folger, Schilling & Company, purveyors of coffee, teas and spices. In 1881, when both men were 27, they started a new venture together. Schilling put up the lion's share of the capital so the new firm carried his name but the two were partners for 53 years as dark red Schilling cans and boxes full of spices became fixtures in Western kitchens. Schilling's estate was located here and although the mansion house was taken down to make way for multi-unit apartments his gardens were saved. Threatened by development, they are currently closed to the public behind an iron fence next to Snow Park, the site where naturalist Henry A. Snow established the Oakland Zoo in 1922.

23.

Bechtel Building
244 Lakeside Drive

Stephen D. Bechtel propelled a family business into one of the world's largest construction companies, famous for tackling mega-projects like the Hoover Dam and San Francisco-Oakland Bay Bridge. He financed this residential apartment building in 1924 with the assistance of Joseph Knowland, editor and publisher of the Oakland Tribune. Each floor featured only two apartments

with no adjoining wall. Bechtel lived on the third floor for 62 years and Knowland's family had units on two floors linked by a stairway. Look up to see a fanciful parapet with knights in armor protecting the roofline.

24.

**Kaiser Center
300 Lakeside Drive at 20th Street**

New York-born Henry Kaiser began his working life as a photographer, running his own studio by the time he was 20, in 1902. He took his profits and moved to Washington state and started a paving company which was one of the first to use heavy construction machinery. In the 1930s Kaiser's firm was the prime contractor on the Hoover Dam and the Bonneville Dam and the Grand Coulee Dam, the largest concrete structure in the world at the time. The industrialist constructed this curving 28-story as his corporation headquarters in 1960. Kaiser used the 28th floor of Oakland's tallest building at the time as his residential penthouse. Rather than look down on a concrete roof, Kaiser had Theodore Osmundson of San Francisco build the first roof garden in the United States after World War II.

TURN LEFT ON 20TH STREET. TURN RIGHT ON BROADWAY.

25.

**Paramount Theatre
2025 Broadway**

Timothy Ludwig Pflueger was a leader in the development of Art Deco design in California and created some of the state's most prominent skyscrapers and movie theaters in the 1920s and 1930s. Here in 1931 Pflueger designed the largest multi-purpose theater on the West Coast with seats for 3,476 patrons. Built during the Great Depression with a price tag of \$3 million, the Paramount debuted on December 16, 1931 with a screening of *The False Madonna* and its stars in attendance. But the Paramount remained open scarcely six months before being sunk by operating costs estimated at \$27,000 a week. The building was reconfigured solely as a movie palace after a year being dark and operated until 1970. The Paramount was one of the lucky ones, however, and has been renovated as a live event venue and

home of the Oakland East Bay Symphony and the Oakland Ballet.

RETRACE YOUR STEPS TO THE CORNER OF 20TH STREET.

26.

**I. Magnin & Company Department Store
2001 Broadway at northwest corner of 20th Street**

In the 1870s Isaac and Mary Ann Magnin arrived in San Francisco where Mary Ann went into business selling lotions and fashionable clothes for infants. Soon bridal wear and fancy imported European goods were added and as the company moved into the hands of a second generation the "I. Magnin" brand remained implanted in the realm of luxury. The chain expanded into hand-picked high-end hotels around California and opened this downtown Oakland store in 1930. Architect Charles Peter Weeks and engineer William Peyton Day, known for their elegant creations on San Francisco's Nob Hill and elsewhere, designed a four-story Art Deco tour de force sheathed in eye-catching green terra cotta panels. The building would later be wrapped in black marble at ground level. I. Magnin remained until the 1990s and after a period of vacancy the space has been re-imagined as offices.

27.

**H.C. Capwell Department Store
1935-1975 Broadway between 20th Street and Telegraph Avenue**

Harrison Ceibert Capwell left Michigan to find work in San Francisco in the 1880s peddling merchandise. In 1889 he launched his own emporium called the Lace House in an 18-foot storefront in Oakland, dealing in "woolens and ribbons." He found enough success to move to more spacious digs two years later and change the business name to H.C. Capwell Company. In 1929, the same year the founder died, Capwell's moved into this space consuming an entire block and becoming the cornerstone of an upscale shopping district in Uptown Oakland. After the 1989 earthquake both the Capwell name and most of the decorative terra cotta were pulled down from the building. Today you can still see the cornice and Beaux Arts shell on the facade.

TURN RIGHT ON 20TH STREET AND WALK ONE BLOCK TO TELEGRAPH AVENUE. TURN LEFT.

28.

**Fox Oakland Theater
1807-1829 Telegraph Avenue**

Charles Weeks and William Day turned to Middle Eastern influences to create this atmospheric theater with rich colors and generous helpings of gold leaf. When the Fox Theater opened in October 1928 an estimated crowd of 20,000 was on hand to gawk at the exotic domed showplace and take in the new “talkies.” The life arc of the Fox followed that of all downtown American movie palaces from its glory days in the 1930s through the dreary days of television and suburban flight. It closed in 1966, survived an arsonist’s torch in 1973 and, despite being derided as “the largest outdoor urinal in the world,” was saved from destruction by being named a city landmark in 1978. Salvation finally came when preservationists cleared the mushrooms growing in the floor and the 2,800-seat Fox Oakland Theater reopened in 2009.

29.

**Oakland Floral Depot
1900 Telegraph Avenue at northeast corner of 19th Street**

Albert John Evers created this Art Deco landmark in 1931, covered with silver and cobalt blue glazed terra-cotta and awash in decorative chevrons. Evers used aluminum and brass to highlight the structure that is centered around an elaborately decorated corner tower. Scheduled to be demolished in the 1980s, this Oakland classic escaped and is now used to house a restaurant and bar.

TURN LEFT ON 19TH STREET AND CROSS BROADWAY TO FRANKLIN STREET.

30.

**Oakland Medical Building
1904 Franklin Street at northeast corner of 19th Street**

This nine-story dark brick building with stone trim was raised in 1922 for doctors’ offices. The ground level has been modernized but look up to

see Italianate detailing at the cornice and upper floor.

31.

**Leamington Hotel Building and Annex
1800-1826 Franklin Street at southeast corner of 19th Street**

Houses and churches were Canadian-born architect William Weeks’ specialty after he moved to Oakland in the early 1890s but here he adapted the opulent Spanish Renaissance style into a high-rise hotel for J.K. Leaming in 1926. A stylistically sympathetic addition came along on Franklin Street in the 1940s to add more rooms but the owners drew a financial line in the sand when it came to the ornate window treatments. The Leamington remained a hotel until 1981 when it was converted into retail and office space.

TURN RIGHT ON FRANKLIN STREET.

32.

**First Church of Christ, Scientist
1701 Franklin Street at northwest corner of 17th Street**

Ground was broken for this stone church in 1900, only 21 years after the founding of the Church of Christ, Scientist by Mary Baker Eddy in Boston. Architect Henry A. Schulze adapted the elements of master architect Henry Hobson Richardson (wide gables, brawny Romanesque arches) for the sanctuary that has served the congregation for over a century. Renowned for its original Tiffany stained glass windows, Schulze used Nevada lava stone over a granite base to fashion the building.

TURN LEFT ON 17TH STREET.

33.

**Howden Building
337 17th Street at southeast corner of Webster Street**

Robert Howden was a stone carver in the Scottish Highlands before coming to the Bay Area and founding a tile business in 1893. In 1925 he retained the firm of McWethy & Greenleaf to build a new showroom for his Howden Tile Company. But Howden took care of the finishing touches himself. Then in his early sixties, Howden

covered the entire exterior with tiles and terra cotta, using only the assistance of a tile setter and two helpers. Howden's hands-on approach was also employed in the Santa Cruz Mountains where he erected a small castle reminiscent of his boyhood days in Scotland. Local hired help did the heavy lifting but Howden selected every stone which was hand-set. He also etched the glass windows in his castle.

TURN RIGHT ON WEBSTER STREET.

34.

YWCA of Oakland

1515 Webster Street at northwest corner of 15th Street

This is a 1914 creation of Julia Morgan, California's first registered female architect. Morgan, a San Francisco native, was a long-time friend of the Hearst family (she would design the Hearst castle at San Simeon) and the first woman to graduate with an architecture degree from the famous École des Beaux-Arts in Paris, France. She maintained a fruitful association with the California YWCA through the influence of Phoebe Apperson Hearst and was their go-to architect for facilities throughout the state. For Oakland, Morgan created a classical composition based on an Italian Renaissance palazzo and rendered in dark yellow brick. The president of the local YWCA board was Grace Merrian Fisher, a sorority sister of Morgan's at the University of California, Berkeley. In her long career Julia Morgan designed over 700 buildings and in 2008 she was inducted into the California Hall of Fame.

35.

White Building

327-349 15th Street at southeast corner of Webster Street

With a blend of modern plate glass windows and Middle Eastern ornamentation this narrow strip of property was occupied by the White Building in 1924. Upper floor bay windows provide some heft to its corner footprint.

TURN RIGHT ON 15TH STREET.

36.

Lincoln University

410 15th Street at southwest corner of Franklin Street

Benjamin Franklin Lickey and his wife Susan started Lincoln University, named for the 16th President of the United States, in 1919 to help veterans returning from World War I. The school was chartered in San Francisco in 1926 and moved to Oakland in 1999, occupying this Beaux Arts financial temple that was crafted by Maury Diggs in 1921.

AT BROADWAY TURN RIGHT. ON YOUR LEFT IS...

37.

Rotunda Building/Kahn's Department Store

1501 Broadway at southwest corner of 16th Street

Alameda-born Charles William Dickey spent most of his architectural career shuttling between the Bay Area and Honolulu, where his parents took the family when he was two years old in 1873. He designed this landmark downtown department store in 1912 around a multi-story atrium that was topped by a 120-foot high, coffered dome. Israel Kahn came out from New York to sell goods to gold rush miners and founded what was destined to become Oakland's largest department store in 1879.

38.

Latham Fountain

intersection of Telegraph Avenue and Broadway

This memorial fountain was donated by the children of James and Henrietta Latham in their parents' memory in 1913. The Oakland Society for the Prevention of Cruelty to Animals was part of the proceedings so the four large granite tubs at the base were used as watering stops for horses. The Lathams were midwesterners who met and married in Oakland in 1860. He was the brother of Milton S. Latham, a prominent California senator and sixth governor of the state. James was not as successful and died at sea in 1876. Henrietta remarried and became an early California watercolorist. She died in Paris in 1909, where this bronze monument was cast before being sent on boat to Oakland.

39.

**Federal Realty Building/Cathedral Building
1615 Broadway at Telegraph Avenue**

When this iconic flatiron skyscraper was raised in 1914 the tallest building in the world, the Woolworth Building in New York City, was of Gothic Revival style. But there were no Gothic Revival skyscrapers west of the Mississippi River until Benjamin Geer McDougall designed this steel-framed building for the Federal Realty Company. McDougall, a San Francisco practitioner, drew his inspiration from the chateaux of the French countryside to create the town's most showy high-rise. He dressed his 13-story tower in white terra-cotta and swathed its crown in romantic Gothic details.

ANGLE TO THE LEFT ON TELEGRAPH AVENUE TO THE CORNER OF 16TH STREET.

40.

**Latham Square Building
1611 Telegraph Avenue at northwest corner of
16th Street**

This 15-story Neoclassical building with a U-shape for air circulation came from the pen of Maury Diggs in 1928. The versatile Diggs also designed the Fox Theater, San Quentin prison and Golden Gate Fields among other projects.

TURN LEFT ON 16TH STREET.

41.

**First Trust and Savings Bank/Westlake Building
350 Frank Ogawa Plaza**

Llewellyn B. Dutton studied architecture and worked in Chicago from 1881 until 1903 before being sent to California to supervise work from the office of Daniel Burnham, one of the pioneers of the modern skyscraper. By 1906 Dutton was in practice on his own and this 141-foot, 11-story tower came from his shop in 1913. It conforms to the traditional practice of three-part skyscraper design in the image of a classical column with a base (the rusticated stone base), a shaft (the unadorned central stories) and a capital (the decorative cornice).

TURN LEFT AND WALK INTO FRANK OGAWA PLAZA TO THE TOUR STARTING POINT.

Look Up,

Sacramento



A Walking Tour of Sacramento...

Wielding a Mexican land grant for some 44,000 acres, John Sutter arrived at the confluence of the American and Sacramento rivers in 1839 and established Sutter's Fort with dreams of its one day becoming a major Western commercial center. That vision would be realized but not in the way John Sutter hoped. In January of 1848 Sutter sent an employee, James W. Marshall, to the banks of the American River to construct a sawmill. Marshall found a flake of gold and within months men from across America were headed for the Sierra foothills. The California Gold Rush prospectors overran Sutter's land and slaughtered his herds of livestock. By 1849 Sutter had given up on his empire, placed his son in charge of the business and retired.

Sutter's Embarcadero (Spanish for "landing") became Sacramento and the town grew rapidly as a trading and supply center for the gold fields. In 1850, the first California census counted 6,820 people in Sacramento. It was a bustling place but there wasn't much thought to making it the capital of the new state of California. For one thing the rivers flooded nearly every year, several times taking the fledgling city with it. And a devastating fire could be counted on every couple of years as well in the early days. The first, in 1852, burned everything from the waterfront up to 9th Street.

The Spanish capital had been in Monterey and the 1849 Constitutional Convention for the new State of California was held there. San Jose got the nod as state capital but the government types turned out not to like it. Mariano Guadalupe Vallejo, a Californian military commander, politician, and rancher, promised a suitable capital at his namesake town of Vallejo but he was unable to pull it together so when Sacramento made a bid in 1854 the Legislature accepted.

Not that the matter was settled in everybody's eyes. There would be talk about moving the capital well into the 1900s from places like Berkeley and San Jose and Monterey but after over 150 years the matter seems likely settled. Sacramento is now the sixth largest city in California with 466,000 people and over 73,000 of them work for the state government.

So although we will explore the cobbled streets and historic buildings from the town's beginnings in Old Sacramento it is appropriate that our walking tour will begin where the California government has operated for the better part of 140 years...

1.

**California State Capitol
10th Street and L Street**

In California's infancy there was haggling over its capital site and finally after several moves Sacramento was chosen as the permanent site in 1854. Reuben Clark, leaning heavily on the United States Capitol building, completed architectural plans in 1856. More haggling over the siting of the capitol building, budget constraints and debates over the originality of Clark's plans, which he prepared in the office of M. Frederic Butler, all conspired to delay construction. Butler got the architect's fee of \$1,500 and Clark was designated supervising architect and building finally got under way in 1861. Work continued for more than a dozen years, including the hauling of the 30-foot granite Corinthian columns from the waterfront ten blocks away by a steam-powered tractor. The Capitol originally included all three branches of government but today only the governor's office and the legislative chambers are located here.

TURN AND WALK ACROSS 10TH STREET
IN FRONT OF THE CAPITOL INTO THE
CIRCULAR DRIVE.

2.

**Capitol Extension Group
Capitol Mall**

In 1928 these Neoclassical twins were added to the California government armada; to your right with your back to the Capitol is the Library and Courts Building and opposite it is Office Building No. 1, also known as the Jesse Unruh Building. Architect Charles Peter Weeks and engineer William Peyton Day, famous for their elegant work on San Francisco's Nob Hill, executed the works in Sierra white granite quarried in Madera County and decorated the buildings with classical terra-cotta ornamentation. The facade of the Library and Courts Building boasts what was America's largest pediment at the time of its installation. The group of 17 figures was carved from granite by New York sculptor Edward Field Sanford, Jr. A circular drive with a fountain provides a graceful division of the state workplaces.

RETURN TO THE CAPITOL BUILD-
ING AND WALK AROUND THE BUILD-

ING TO YOUR LEFT ALONG L STREET.
ACROSS THE STREET FROM THE CAPI-
TOL IS...

3.

Hotel Senator

**1121 L Street at northwest corner of 12th
Street**

Kenneth Mac Donald and Gustav Albert Lansburgh designed this ornate Spanish Renaissance-styled hotel in 1924 that catered to the town's political crowd. A favorite gathering spot was around the hotel's 86-foot bar. Presidents Nixon, Ford and Carter all signed the guest register before the hotel shuttered in the 1980s and was converted into an office building.

CONTINUE AROUND TO THE REAR OF
THE CAPITOL TO EXPLORE...

4.

Capitol Park

**bounded by L and N streets and 10th and 15th
streets**

Capitol Park is decorated with trees from all over the world, such as the Dawn Redwood, a conifer that once blanketed the entire Northern Hemisphere but was thought to have been extinct for millions of years until a stand of 1000 trees was discovered in a remote province of south-central China in 1941. There are several gardens within the park including a Civil War Memorial Grove planted in 1897 with saplings from famous Civil War battlefields. There are war memorials to California's veterans and a life-sized statue of Father Junipero Serra, the Spanish missionary who helped colonize California and began the system of 21 missions in San Diego.

EXIT THE PARK ON THE SOUTH SIDE
ONTO N STREET, AT 13TH STREET.

5.

This Westminster Presbyterian Church

**1300 N Street at southeast corner of 13th
Street**

Sacramento architects Charles F. Dean and James Somerville Dean designed this Spanish Eclectic church on two city lots in 1927 with a bell-shaped dome and a square 116-foot tall campanile. Two Queen Anne residences were sacri-

ficed in the process. Charles Dean was a leading cheerleader for the Spanish revival style that had been introduced in San Diego's Panama American celebration in 1915. The exterior is dressed in stucco with pre-cast cement ornamentation.

TURN RIGHT AND WALK WEST ON N STREET, BACK TOWARDS THE CAPITOL BUILDING.

6.

Lewis Apartments

1100 N Street at southeast corner of 11th Street

Scattered among the government office buildings around the State Capitol are a number of large residential buildings and in 1926 Manuel and Anna Lewis put up \$350,000 to build the biggest and most expensive in Sacramento. George Selton, the first California State Architect, delivered an Italian Renaissance design for the seven-story, square building to house the town's 38 most luxurious apartments.

7.

Blue Anchor Building

1400 10th Street at southwest corner of N Street

Busy Sacramento architects Leonard F. Starks and Edward Flanders designed this stuccoed Spanish Colonial structure with a red tile roof in 1932. It was constructed for the California Fruit Exchange that was organized in 1901 to promote produce sales and negotiate freight rates with the railroads. The building takes its name from a polychromatic tile mosaic on the first floor landing of a blue anchor, the insignia of the Exchange. The fruit growers stayed until 1966 and the building has housed state personnel ever since.

8.

Library & Courts II Building

900 N Street at southeast corner of 9th Street

This 1994 structure was created to provide extra space for both the State Library with its five million items and the Third District Court of Appeal.

9.

Stanford-Lathrop House

800 N Street at southeast corner of 8th Street

"I have planned that long after I shall have crumbled into dust the...establishment founded by me at Palo Alto shall endure," said Leland Stanford, former governor of California and president of the Central Pacific Railroad. He was speaking, of course, about his horse-breeding farm. But that was before his 15-year old son died of typhoid fever and he decided to start a university in his memory. Stanford purchased this house in 1861 for \$8,000 before taking office as the state's eighth governor and it served as the executive office. It was originally a two-story Italianate house but Stanford raised the ground floor up a story to help during the regular flooding of Sacramento streets before a comprehensive flood control plan was enacted in 1880 - Stanford himself needed a rowboat to attend his inauguration at the Capitol. Leland Stanford died in 1893, before the first class of Stanford University graduated, and his wife Jane donated the house to the Roman Catholic Diocese of Sacramento to use as an orphanage.

TURN LEFT ON 8TH STREET. TURN RIGHT ON O STREET.

10.

Heilbron House

704 O Street at southeast corner of 7th Street

Nathaniel Dudley Goodell learned his architecture in Amherst, Massachusetts but came to California to chase gold in 1849 when he was 35 years old. He met with "indifferent success" in the gold fields and went back to his old trade, living his last 45 years in Sacramento as the town's leading Victorian architect and foremost shaper of the capital streetscape. Goodell designed this four-story Italianate house in 1881 for August Heilbron, a German immigrant who ran cattle across the state with his brother Adolph in one of the largest ranching operations in California.

TURN RIGHT ON 7TH STREET AND WALK TWO BLOCKS TO CAPITOL MALL. TURN LEFT AND BEGIN YOUR MINI-TOUR OF SACRAMENTO'S THREE TALLEST BUILDINGS. FIRST UP ON YOUR RIGHT IS...

11.

U.S. Bank Tower

621 Capitol Mall at northwest corner of 7th Street

This 404-foot, 25-story office tower came on line in 2008. At night a series of LED screens light up in colors from blue to purple, simulating a flowing river.

12.

Bank of the West Tower

500 Capitol Mall at southeast corner of 5th Street

This 2009 office building welcomes visitors with a five-story atrium. It tops out at 397 feet and is constructed with a granite curtain wall with stone-on-precast and stone-on-truss panels.

13.

Wells Fargo Center

400 Capitol Mall at southeast corner of 4th Street

No building in Sacramento rose higher than the State Capitol until 1989 but since then ten office towers over 300 feet have risen above the 249-foot Capitol. This is the city's sky king, completed in 1992 and standing 429 feet tall.

TURN LEFT ON 3RD STREET. TURN RIGHT O STREET.

14.

Crocker Art Museum

26 O Street

Edwin Bryant Crocker was born in a small town in New York in 1818 and trained as a civil engineer. He gave that up to study law in Indiana where he became a well-known abolitionist before moving to Sacramento in 1852. In California Crocker became head of the Republican Party and was appointed by Leland Stanford to the California Supreme Court. He also served as legal counsel for the powerful Central Pacific Railroad, of which his younger brother Charles was a partner. His workload caused his health to break in 1869 and Crocker retired to travel across Europe and collect art. In 1885 that collection formed the core of the Crocker Art Museum, the longest continuously operating art museum in the West and one of the most important. The original museum building was a gallery constructed next

to the Crocker mansion by Sacramento architect Seth Babson, both of which he completed in 1872. The exuberant Italianate structures stand as the best of Babson's work. A new 125,000-square-foot expansion opened in 2010.

CONTINUE ON O STREET ACROSS THE WEST SIDE HIGHWAY TO THE SACRAMENTO RIVER AT FRONT STREET. TURN RIGHT AND WALK NORTH ON THE PROMENADE ALONG THE RIVER. SHORTLY YOU WILL REACH THE...

15.

Tower Bridge

M Street at Sacramento River

Traffic first crossed the Sacramento River here in 1911 but the bridge designed for horseless carriages was no match for the rise of the automobile. In 1935 it was replaced with California's first vertical lift bridge designed with 160-foot towers in a Streamline Moderne style. While the bridge has served admirably in linking West Sacramento to Sacramento its color has engendered grumbling through the years. It was painted silver for years but there were complaints about the glare. In 2001 anyone living within 35 miles of the capital got to vote on a new color scheme for the bridge. Gold won but the resulting application has been deemed not gilded enough for many.

CONTINUE ON FRONT STREET ALONG THE RAILROAD TRACKS INTO OLD SACRAMENTO. FOLLOW FRONT STREET AS IT BENDS RIGHT AT THE RAILROAD DEPOT AND TURNS LEFT ONTO THE BRICK PAVERS. ON YOUR LEFT IS...

16.

Old Sacramento Schoolhouse Museum

1200 Front Street

The first public school in Sacramento opened on February 20, 1854, shifting the burden of education from parents. This is an interpretive replica from 1977 of one-room schoolhouses that were the staple of 19th century America.

17.

Booth Building
1015-17 Front Street

Indiana-born Newton Booth was a lawyer, writer and lecturer who founded a prosperous wholesale grocery business at this spot in 1850. The roof platform was used to communicate with ships approaching Sacramento in order to purchase cargo ahead of bidding wars on the dock. Booth went into California politics in 1862 as a State Senator and he became the 11th California governor in 1871. During his four-year term Booth lived here and his Inaugural Ball was held on the second floor. After leaving the governor's office Booth was elected to the United States Senate. He served out his term and returned to his wholesale mercantile business in Sacramento where he died in 1892.

AT J STREET TURN LEFT AND WALK OVER TO THE RIVER. ON YOUR LEFT IS...

18.

Delta King Riverboat
1000 Front Street at K Street and the Sacramento River

The Delta King and Delta Queen plied the waters of the Sacramento River between San Francisco and Sacramento from 1927 to 1940, a ten-hour journey usually accompanied by generous amounts of libation during Prohibition. The sternwheel riverboat was pressed into duty as a troop transport on San Francisco Bay during World War II and afterwards fell into disrepair, even sinking into the bay for 18 months at Richmond in 1982. In the 1980s it was towed to Sacramento and reborn as a hotel.

ON YOUR RIGHT IS...

19.

I Street Bridge
I Street at Sacramento River

The first crossing of the river here was via a wagon bridge erected in 1858. The California Pacific Railroad replaced it in 1869 with a timber Howe Truss bridge that also continued to allow wagon traffic. That bridge was dismantled in 1910 and construction began on this steel truss bridge with a swinging central span that could open almost

to a full 90 degrees. Weighing more than six million pounds, the I Street Bridge was the heaviest bridge of its type ever constructed; one hundred years later it still the heaviest swing-center bridge in the United States. It still opens for boat traffic today, a process that requires about two and a half minutes.

TURN AND RETRACE YOUR STEPS TO FRONT STREET. TURN LEFT AND WALK INTO THE HERITAGE PARK. AT THE CORNER ON YOUR RIGHT IS...

20.

Tehama Block Building
northeast corner of Front and J Streets in Old Sacramento

Pierson Barton Reading bought this prime property from his friend John Augustus Sutter, Jr. on December 30, 1848. Several different structures occupied the site between 1849 and 1852; this 1980s structure replicates a two-story Greek Revival commercial building from 1850. It stood only two years before being torn down in favor of a brick building.

CONTINUE STRAIGHT AHEAD TO THE...

21.

Sacramento History Museum
101 I Street

Now the centerpiece of Sacramento's heritage center, this is a replica of the town's City Hall and Waterworks that was crafted of brick in 1854. Inside was also a courtroom, bunks for the police force and the city jail. The city government remained here until the end of the 19th century.

TURN RIGHT ON I STREET.

22.

California State Railroad Museum
125 I Street

One of America's greatest railroad museums started in 1937. The collection now features over 20 restored locomotives and rolling stock, some dating to the 1860s. The brick museum building dates to 1981.

TURN RIGHT ON 2ND STREET.

23.

Hall Luhrs & Company Wholesale Grocers
914-918 2nd Street

The company started in 1871 with Louis B. Mohr and Charles A. Yoerk but in 1882 Charles A. Luhrs and Thomas B. Hall came on board as senior partners and the focus of the firm changed to wholesale liquor under such names as “Derby Brand,” “Double Stamp,” “Old Log Cabin,” “Pride of the West,” and “Snow Flake.” Prohibition stamped out the liquor trade in 1918 and the crippled business trundled on until 1928.

TURN LEFT ON E STREET.

24.

B.F. Hastings Bank Building
1000 2nd Street at southwest corner of J Street

This was William Merritt’s corner when Sacramento went up in flames in November of 1852. Merritt started to rebuild but ran out of money and Benjamin Hastings acquired the property at auction for \$1,500. Wells, Fargo, & Company moved in during the 1850s and then agents for the Central Overland Pony Express came here during 1860. The building became the western terminus of 184 stations of the fabled 1,900-mile horse shuttle that lasted only one year and lost only one pouch of mail in its time. Before Hastings sold the building in 1870 it was the first permanent home for the California Supreme Court and the office of Theodore Judah who helmed the Sacramento Valley Railroad. After that the space did more pedestrian duty as a hotel, a fruit market, a cigar emporium, a rooming house, the Lucky Bottle Shop, and more.

TURN RIGHT ON J STREET.

25.

Sacramento Union Site
121 J Street

The Sacramento Union put out its first edition on March 19, 1851 from offices at 21 J Street when the town was just getting rolling. The paper met with immediate success and moved into these brick quarters after the great fire of November 2, 1852. In 1866 the paper hired a reporter from the San Francisco Morning Call and sent him to write dispatches from the Sandwich Islands. The series of columns made Mark Twain a

star and launched his career. Often referred to as the “Miners’ Bible,” the Union would publish for 143 years as “The Oldest Daily in the West” until it went out of business in January of 1994.

26.

Brannan House Site
112 J Street at southwest corner of Firehouse Alley

This Italianate-flavored three-story building was erected by Henry E. Robinson in 1853 on land owned by Sam Brannan. The Pioneer Association that was founded in 1854 by far-sighted members to preserve information and artifacts of the early Sacramento settlement, held its first organizational meeting here. At that time it was known as the Jones Hotel.

WALK INTO FIREHOUSE ALLEY TO THE LEFT OF THE BRANNAN HOUSE.

27.

Pioneer Park
J Street at Firehouse Alley

In 1849 this site was occupied by a butcher shop called the City Market. With the onslaught of the Gold Rushers the building grew from one story to four and from wood to brick. When the building became dilapidated it was torn down and the lot left vacant amidst the redevelopment of Old Sacramento. Today you can see how the adjacent building was jacked up when the streets were raised and City Market remained at the original grade. Also cast iron columns have been left standing as a reminder of Victorian era ornamentation.

CONTINUE THROUGH FIREHOUSE ALLEY TO K STREET. THE BUILDING AT THE END ON YOUR RIGHT IS...

28.

Lady Adams Building
117-19 K Street

This modest commercial building was constructed in 1852 and is considered the town’s oldest building. It was raised by two German merchants who sailed around Cape Horn in South America on the The Lady Adams and started their business in a tent. They built their store from the ship’s parts including the mast which

was used as a “backing up” place for horse-drawn wagons. The bricks that had served as ballast at sea were used for the roof and that is why this is the only building the survived the Great Fire of 1852. Naturally their firm became the Lady Adams Mercantile Company. Its nautical heritage came in handy as the streets would flood every year until they were raised in the 1880s.

TURN LEFT ON K STREET, TOWARDS 2ND STREET, AWAY FROM THE RIVER.

29.

Ebner’s Hotel

116 1/2 K Street

This is a recent replica of the 36-room hotel that Charles and Frank Ebner built by themselves on this spot in 1856. They placed a cupola on the roof as a beacon for incoming travelers, who could also find an adult beverage waiting from the liquor business that Charles ran out of the basement. John Augustus Sutter, the town’s most influential settler, was a friend of the Ebners and frequent visitor which boosted the prestige of the saloon. The Ebners eventually shifted out of the hotel business to concentrate on the liquor trade. The building deteriorated over the decades but was one of the few original Sacramento structures to make it to the 21st century. It was deemed too unsound to repair, however, and down it came to be replaced with the replica.

TURN LEFT ON 2ND STREET AND WALK DOWN A FEW STEPS.

30.

Orleans Hotel

1018 2nd Street

This is the third Orleans Hotel to stand on this site. Maria Hastings raised the first guest house to greet stagecoaches ferrying Gold Rushers. It burned in the Great Fire of 1852 and was replaced with a brick building that also was destroyed by flames in 1923. The site resisted development until this replica matching the original Gold Rush-era facade was completed in 2008.

TURN AND RETRACE YOUR STEPS ON 2ND STREET ACROSS K STREET UNTIL YOU REACH...

31.

Sacramento Engine Company No. 3

1112 2nd Street

After the town burned on November 2, 1852 the City funded the construction of nine fire stations and this Greek Revival engine house was number three. Coming with a price tag of \$10,000 the building also served as a waterworks to provide drinking water to the town. Its days as a firehouse ended in 1921 and for the past fifty years the restored building has been a popular restaurant; Ronald Reagan staged both of his gubernatorial inaugural dinners here.

WALK BACK TO K STREET AND TURN RIGHT TO WALK THROUGH THE TUNNEL TO RETURN TO DOWNTOWN. TURN LEFT ON 3RD STREET. TURN RIGHT ON J STREET.

32.

California Fruit Building

1000 4th Street at southwest corner of J Street

This ten-story building, raised in 1914, is considered Sacramento’s first steel-framed skyscraper. Although high-rises had been filling American streets for 25 years at the time, architect Charles Kaiser still followed the pioneering convention of making a skyscraper resemble a classical column with a base (the ornate lower floors), a shaft (the unadorned central stories) and a capital (the decorated cornice).

33.

The Traveler’s Hotel

428 J Street at southwest corner of 4th Street

When this triple-towered six-story hotel opened in 1914 it was one of the most innovative buildings on the Pacific Coast. Concrete contractor E.L. Ransome developed an inexpensive way to reinforce the concrete structure using recycled cables from San Francisco’s cable cars. The bricks for the hotel were manufactured by the Sacramento Sandstone Brick Company that produced light gray and buff sand-lime bricks and fancy mold brick for trimmings from fine sand mined from the bed of the Sacramento River and crushed lime rather than clay. Inside, the city’s first ice water circulating cooling system chilled each of the 226 rooms.

TURN LEFT ON 5TH STREET.

34.

Sacramento Station

401 I Street at northwest corner of 5th Street

This brick depot was constructed by the Southern Pacific Railroad in 1926, the fourth station constructed by the line in Sacramento. The original terminal in town was constructed for the Central Pacific Railroad of Transcontinental Railroad fame and the building features a mural celebrating the groundbreaking of the great undertaking in 1863 by San Francisco artist John MacQuarrie. Walter Bliss and William Baker Faville, responsible for many of San Francisco's most elegant structures, drew up the plans for this Neoclassical three-story depot with walls of Italian pink brick and a roof clad in Spanish tiles. Now owned by the City, the station is still in service and is the second busiest of Amtrak's 73 California terminals.

TURN RIGHT ON I STREET. TURN LEFT ON 6TH STREET.

35.

Sacramento Hall of Justice

813 6th Street at southeast corner of H Street

America in the early 20th century was in the grip of the City Beautiful movement that advocated serious, classically-inspired buildings intended to radiate the strength of the federal government, which prior to 1900 had little impact on the public's everyday life. In Sacramento in 1917 that power took the form of the Hall of Justice, designed by John D. Lofquist and William Dennis Shea. The Beaux Arts structure features pedimented entrances and Grecian detailing fashioned from stone and terra-cotta. The Hall of Justice houses the County's law library; its original tenants were the police department and the jail - today the massive modern high-rise beside the Hall contains the jail.

36.

Old Folsom Powerhouse

731 6th Street at northeast corner of H Street

Hydroelectric power from the American River 22 miles away arrived here for distribution around the city. The handsome brick structure was built in 1895 for the Sacramento Gas and

Electric Railway Company.

RETURN TO I STREET AND TURN LEFT. TURN RIGHT ON 7TH STREET AND WALK ONE BLOCK TO J STREET.

37.

National Bank of D.O. Mills And Company

631 J Street at northwest corner of 7th Street

The Mills brothers - James, Edgar and Darius Ogden - came from New York to join the California Gold Rush but with an eye not for the gold in the dusty hills but for the gold in miners' pockets. Darius Mills always considered mining much too speculative a venture and never put a cent into it; rather he invested in mining supplies and opened his first bank in his brothers' Sacramento store. In 1864, with other investors, he founded the Bank of California and after it collapsed in the Panic of 1873 he used his personal fortune to revive the bank. He was considered the wealthiest man in California for a time and when he died of a heart attack in 1910 at the age of 84 his estate was valued at \$36 million. His bank moved into this Neoclassical vault designed by San Francisco star architect Willis Polk two years later and eventually disappeared during the Great Depression in 1930.

38.

Sullivan Building

923 7th Street at northeast corner of J Street

The standout feature of an otherwise routine commercial building is the polygonal tower protruding from the corner. The core of this much-altered building was constructed in the 1850s and the Victorian affectation probably was an 1890s addition.

39.

Capitol National Bank

700 J Street at southeast corner of 7th Street

Typically a bank will want to build an impressive, serious-looking building oozing strength and stability to reassure customers of the safety of their money. But here architect Rudolph Herold, renowned for his imaginative use of decorative terra-cotta, created a facade awash in sensuous curves and punctuated with elements of whimsy. Perched high above the street are classical figures looking every which way, hardly the stern watch-

ers of your money usually seen depicted on financial institutions. Down below Herold even had children riding around on bears. First Northern is a recent tenant, arriving in 2002.

40.

Pioneer Hall

1009 7th Street

This building was raised in 1868 by the Sacramento Pioneer Association and is the oldest building in California still under the control of its original owner. The non-profit organization started in 1854 to preserve the history of the Gold Rush even while gold fever was still raging. Association member Nathaniel B. Goodell drew up the plans that included space for a meeting hall and a library. In 1987 the building received a complete makeover to return to its Victorian era appearance.

41.

Merchants National Bank of Sacramento

1015 7th Street at northeast corner of Merchant Street

The Merchants Bank took its first deposits in 1921 in this classically-flavored building designed by Henry H. Winner and has been here ever since. The corner entrance is sliced at 45 degrees and decorated with granite and plaster elements. Look up to see a clock casually attended to by a pair of Grecian models.

TURN LEFT ON PEDESTRIAN-ONLY K STREET.

42.

Kress Store

818 K Street

Samuel Henry Kress looked on his stores as public works of art and he retained a staff of architects to achieve that end. He took as much pride in the appearance of those stores as the nickels and dimes that piled up in his coffers. There would eventually be 264 Kress five-and-dime stores throughout the United States and many of them adopted the Art Deco style in the 1920s and 1930s. The Sacramento store, from 1931, was created by Los Angeles architect John Fleming.

43.

Hale Brothers Store

825 K Street at northwest corner of 9th Street

The Hale brothers were Prentiss Cobb and Marshall and they opened their Criterion Store in 1880. The enterprise would expand throughout Northern California and eventually merge with the Broadway Department Stores from Southern California and the combined firm would grow into the sixth largest department store in the United States before going out of business in 1991. This corner represents a melding of existing buildings into the Hale store in 1909; the storefronts have been restored to that appearance.

TURN LEFT ON 9TH STREET.

44.

I.O.O.F. Building

1017-1031 9th Street at northeast corner of K Street

The Middle Ages in Great Britain saw the banding together of tradesmen into guilds to promote business and fellowship. The carpenters had their own guild, the bricklayers had their own guild and so on. Trades that did not have a large number of practitioners welded into hodgepodge guilds known as Odd Fellows. In 19th century America an International Order of Odd Fellows lodge building, usually exuberantly ornate, could be found in virtually every town. Sacramento's was one of the earliest, from 1870, but you won't see it here. Architect Charles Dean provided an Art Deco makeover in 1936 and dressed the building above the ground floor in blue-green terra-cotta tiles.

45.

Ruhstaller Building

900 J Street at southeast corner of 9th Street

Frank Ruhstaller learned the brewer's trade as a lad growing up in Switzerland and when he was 15 in 1862 he boarded a steamer and crossed the Atlantic to Louisville, Kentucky via New York City. In 1865 he was in Sacramento where he worked in local breweries until he could save enough to buy the Buffalo Brewing Company. He also would helm the Fort Sutter National Bank and he financed this Victorian office building with its rounded corner tower and rows of bay windows in 1898. The Ruthstaller Building boasted one of

the first “air cooling” systems in the state, taking water pumped from the Sacramento River and circulating it with blowers.

46.

Sacramento City Library

828 I Street at southwest corner of 9th Street

When he decided to retire in 1901, while in his mid-60s after building the Carnegie Steel Company, industrialist Andrew Carnegie met with financier J.P. Morgan to discuss a sale. It was not a difficult negotiation. Morgan asked Carnegie to write down a price. The steel magnate scribbled “400 million” and slid the paper across the table to Morgan. “Congratulations, Mr. Carnegie,” said the financier. “You are now the richest man in the world.” Carnegie then set out to give away all the money. He only managed to disperse \$350 million, with much of the largesse going to construct more than 2,500 public libraries. Carnegie was especially interested in bringing libraries to small communities and usually shied away from larger central libraries but Sacramento won a \$100,000 grant. San Francisco architect Loring Rixford provided the Italian Renaissance design, rendered in rose color brick and terra-cotta tiles, in 1918.

47.

United States Post Office, Courthouse, and Federal Building

801 I Street between 9th and 8th streets

The federal government was busy constructing post offices and courthouses during the Great Depression of the 1930s and most often they leaned on the stripped-down classicism of the Art Deco style. Here, however, for the largest mail-sorting facility in Northern California, Edward Flanders and Leonard Starks tapped the classical French Renaissance style. A parade of fluted Doric columns on a California granite base march down I Street under a red tile roof.

TURN RIGHT ON I STREET.

48.

City Hall

915 I Street between 9th and 10th streets

Rudolph Herold was the go-to architect in Sacramento when you needed a substantial building erected in the first decades of the 20th century.

He was born in San Francisco and taught architectural drawing as a young man before setting off to Europe in the 1890s to work and study. He returned to Sacramento in 1901 when he was 31 and opened his practice where he became known as a versatile designer. For City Hall in 1911 Herold taped the showy Beaux Arts style and based much of his terra-cotta ornamentation on the region’s fruit and vegetable farms. The curving five-story modern extension of the city government came along in 2005.

TURN RIGHT ON 10TH STREET.

49.

926 J Building/Citizen Hotel

926 J Street at southwest corner of 10th Street

This landmark tower was the tallest high-rise in downtown Sacramento when it was completed in 1925 for the California Western Life Insurance Company. George C. Sellon provided the brick structure with a two-story Chateausque crown; its Neoclassical terra-cotta veneer is easily visible today. Sellon was the first California State Architect and is credited with many historic civic projects, including San Quentin Prison and works for Cal Tech. In recent years the tower has been reimagined as a 197-room boutique hotel.

50.

Elks Tower

921 11th Street at northeast corner of J Street

The Elks got off to a shaky start in Sacramento. The first lodge formed in 1877 but its charter was rescinded after two years for prostitution. It would not be until 1895 that Sacramento Elks Lodge No. 328 would be re-chartered. The Elks built the tallest building in town in 1926. Local architect Leonard Starks provided the design for the 226-foot temple that included 100 hotel rooms, a restaurant, swimming pool and recreation rooms. Starks used 330 tons of terra-cotta to give the tower its Italian Renaissance look. When declining membership made upkeep financially impossible the Elks sold their landmark building in 1972.

51.

Masonic Temple

1123 J Street at northwest corner of 12th Street

Taking his inspiration from several architectural styles, architect Rudolph Herold designed this handsome Masonic temple that was constructed between 1913 and 1918 and retains much of its character from that era. Herold was born in San Francisco in 1870 and his resume was studded with Sacramento landmarks including City Hall and the county courthouse but this is the best remaining example of his work. Look up to see the playful cherubs carved into the keystones. Almost the entire building is original, including a working Otis elevator and the ornate lodge rooms accented by oak and marble.

52.

**Sacramento Convention Center Exhibit Hall
J Street between 13th and 15th streets**

The centerpiece of the Sacramento Convention Center complex offers 134,000 square feet of exhibit space, a ballroom, and 31 meeting rooms.

TURN RIGHT ON 13TH STREET. TURN RIGHT ON K STREET.

53.

**Esquire Theater
1217 K Street**

The Esquire, with its flowing Streamline Art Moderne lines, opened for business in 1940. William B. David, an architect for the Los Angeles firm of S. Charles Lee that specialized in movie theaters, drew up the plans. The Esquire went dark in 1982 and its insides were converted to offices. All the while the marquee survived and sure enough it now hails the presentation of big-screen IMAX movies.

54.

**Weinstock, Lubin and Company Department Store
1130 K Street at southwest corner of 12th Street**

David Lubin was born in Poland in 1849 but his family came to Massachusetts when he was a young man and he toiled in a jewelry factory there until he worked odd jobs on his way out West. In Sacramento he encountered railroad workers

whose overalls were constantly splitting at the crotch. Lubin invented an “endless-fly overall” and he was in the dry goods business. He started a prosperous mail order business with his half-brother Harris Weinstock and his Lubin’s One Price Store found traction. Lubin shifted his talents to agriculture when he bought a fruit ranch and helped found the California Fruit Growers’ Union so the store was “Weinstock’s” as it became the largest department store in Sacramento. From 1924 until it lost its nameplate in 1995 this three-story Neoclassical emporium with its imposing arched entryway was its flagship home. This building replaced a 1908 structure that had taken the place of the original store that was destroyed by fire in 1903.

55.

Cathedral of the Blessed Sacrament

1017 11th Street at northeast corner of K Street

Like thousands of others, Irish-born Patrick Manogue joined the California gold rush but most of his fellow miners probably weren’t prospecting for gold to go to divinity school like he was. It took four years but Manogue earned enough to pay tuition at Saint Sulpice Seminary in Paris, France. In 1886 he became the founding Bishop of the Roman Catholic Diocese of Sacramento and directed architect Bryan J. Clinch to approximate the parish’s new Italian Renaissance styled cathedral on the ones he had seen in France. When it was completed in 1887 it was the largest cathedral west of the Mississippi River and would remain so for 75 years.

56.

**Hotel Regis
1024-1030 K Street**

This four-story brick building was raised as a hotel in 1912. Restorations over the past one hundred years have sacrificed some of its Renaissance Revival terra cotta ornamentation but you can still look up and see ram heads at the corners.

57.

**Crest Theater
1013 K Street**

This has been an entertainment destination in Sacramento for 100 years. The Empress was con-

structed in 1912 and began presenting vaudeville acts the following year. It was followed here by the Hippodrome which started with live theater and was converted into a movie palace with the arrival of the “talkies” in the late 1920s. After World War II the Hippodrome was gutted on the inside and the Crest built inside the husk. The Crest screened films until 1979, struggling to the end against the incursions of television and suburban malls. The theater escaped the wrecking ball, however, and was saved by the local citizenry and picked up a million-dollar restoration as Sacramento’s last movie palace in the 1990s.

TURN LEFT ON 10TH STREET AND
WALK ONE BLOCK BACK TO THE TOUR
STARTING POINT AT THE STATE CAPI-
TOL BUILDING.

Look Up,

San Diego - Balboa Park



A Walking Tour of San Diego - Balboa Park...

Land was set aside here for public use in the 1830s and 1,400 acres were legally declared “City Park” in 1868, making San Diego one of America’s first towns to have a park. But the scrub mesa of City Park remained completely undeveloped; not the kind of park where you would see joggers and baby strollers on winding paths today but rather the kind of park where you would meet rattlesnakes and coyotes.

The first steps towards taming and landscaping City Park took place in 1892 when a botanist named Kate Sessions made a deal to plant 100 trees every year in exchange for 32 acres she could use for her commercial nursery. Sessions introduced a variety of native and exotic plants to the park and many of her trees are still growing. She became known as the “Mother of Balboa Park” but surely even she harbored no dream of what the park would shortly become. To celebrate the completion of the Panama Canal, San Diego staged the Panama-California Exposition in 1915 to announce its geographic position as the first American port of call on the Pacific coast for ships exiting the Panama Canal from the Atlantic Ocean. It was an audacious undertaking for a city with a population of 39,578. Los Angeles and San Francisco were both ten times as large. In fact, no city as small as San Diego had ever attempted to put on a world’s fair.

The fairgrounds would be in City Park and one of the first tasks organizers undertook was changing the park name. A contest yielded the name of Vasco Núñez de Balboa, the first European to cross Central America and see the Pacific Ocean. The architect for the Exposition came from the East Coast, Bertram Goodhue who was celebrated for his Gothic Revival churches. In California, however, Goodhue re-interpreted historic Spanish Baroque and Spanish Colonial architecture into what became known as the Spanish Colonial Revival Style. Goodhue advocated and it was accepted that all but a handful of structures for the World’s Fair would be disposable and were constructed of plaster and wood. The Exposition was so successful it remained open for an extra year and the assembly of Spanish-flavored buildings was so striking and so popular that San Diegans could not tear the fair down completely when it was over.

When San Diego put on the California Pacific International Exposition in 1935 many of the original buildings were back in uses as exhibit halls. This time around the fair had a more practical and less visionary motive - jumpstart an economy ravaged by the Great Depression. Still, it was also successful enough to win a year’s extension. In the decades to follow there would be no more international get-togethers in Balboa Park and the fair buildings gradually fell into disrepair. Balboa Park, and the historic Exposition buildings, were declared a National Historic Landmark in 1977 and plans were hatched to make many of the “temporary” buildings permanent after so many years.

Our walking tour of Balboa Park will begin at its western boundary on 6th Avenue near a statue remembering Kate Sessions and walk along El Prado, the same path used by wide-eyed fair-goers almost a century ago...

1.

Cabrillo Bridge

El Prado east of 6th Avenue

The Cabrillo Bridge was constructed in 1915 to provide a dramatic pedestrian entrance to the Panama-California Exposition. Architect Thomas B. Hunter spanned the Cabrillo Canyon with an imaginative multi-arched cantilever bridge unlike anything seen in California to that time. A million board feet of redwood were required to frame out the forms for the concrete supports. Originally those pillars rested in a lagoon created on the canyon floor, but since 1948 the Cabrillo Freeway, lauded as one of America's most beautiful parkways, has flowed underneath. Remember to look south (your right) over the side to view the San Diego skyline as you cross.

2.

West Gate

El Prado

The barrel-vaulted entrance to Balboa Park served as the ceremonial gateway for visitors to the 1915 world's fair. Symbolic sculptures surmount the arch - looking up to your left is a female figure representing the Pacific Ocean and staring across at her is a male figure playing the part of the Atlantic Ocean. Each is spilling water that will mingle in the Panama Canal. Uppermost in the composition is the crest of the City of San Diego.

PASS THROUGH THE GATE INTO THE PLAZA DE CALIFORNIA. ON YOUR LEFT IS...

3.

California Building/San Diego Museum of Man

1350 El Prado

The dome and tower of the California Building were intended as permanent structures to live on beyond the 1915 Panama-California Exposition. Celebrated architect Bertram Goodhue dipped deep in his bag of trick to create San Diego's most memorable Spanish Colonial facade, mixing Baroque, Gothic and Rococo influences into his design stew. The intricate stone carvings of historic San Diego figures were executed by the Piccirilli Brothers, master Italian stone carvers who came to the United States in 1888. Among

the legion of admirers of the California Building was Orson Welles who used the exterior to depict the Xanadu castle in his classic *Citizen Kane*. The Exposition's collection was assembled into a museum after the fair and is on display here, heavy on anthropology.

LEAVE EL PRADO AND WALK PAST THE CALIFORNIA TOWER TO SEE BEHIND IT THE...

4.

Old Globe Theatre

1363 Old Globe Way, north of El Prado

London's original Globe Theatre was owned by six actors, including William Shakespeare, and assembled in 1599 from timbers from an earlier stage. It burned in 1613, was quickly rebuilt and closed forever in 1642 after rabbleroousing Puritan protest. It was dismantled and no one knows what its actual size was or exactly what it looked like. Recreations such as this, constructed as part of the California Pacific International Exposition, represent the best guess from scholarly detective work. San Diego's Globe Theatre suffered the same fate as the original - it burned in 1978 and was rebuilt. Today the Globe anchors an award-winning professional theater complex.

RETURN TO EL PRADO AND TURN LEFT, HEADING EAST. ON YOUR RIGHT THE BUILDING IS...

5.

House of Charm/San Diego Art Institute

1439 El Prado at southwest corner of Plaza de Panama

The master plan was for most of the buildings constructed for the Panama-California Exposition in 1915 to be torn down after the fair. This was the Mining Building and the Spanish Mission-style showplace for the region's mineral wealth won favor with the populace and was not dismantled. It continued to be used as an exhibit hall for several more years and then popped up as a refreshment stand and host of flower shows. When the California Pacific International Exposition was staged in 1935 this building was used to sell souvenirs and trinkets and it acquired the House of Charm tag. After nearly 80 years the temporary building could be trusted no more

and it was torn down and replaced with a near copy, but permanent this time. Its main tenant is the gallery for the San Diego Art Institute that was founded in the 1940s to promote the town's living arts community.

WALK THROUGH THE BREEZEWAY IN THE HOUSE OF CHARM AND INTO THE...

6.

Alcazar Garden

south side of El Prado, through breezeway

The original formal garden was created for the 1935 Exposition by designer Richard Requa who took his inspiration from the royal gardens of Alcazar Castle in Seville, Spain. Trimmed boxwood hedges frame the ornate tile fountains and gardens colored by thousands of annuals through the year.

CONTINUE OUT THE BACK OF THE ALCAZAR GARDEN AND ACROSS THE PARKING LOT. TO YOUR RIGHT, FOR EXPLORATION, IS THE...

7.

Palm Canyon

1549 El Prado

The plantings in this ravine boast more than 450 palms, representing 58 species, in a two-acre tropical garden. It all began with a cluster of Mexican fan palms in 1912. A wooden footbridge and staircase provide access to the canyon.

CONTINUE ON THE WALKWAY TO THE PAN AMERICAN PLAZA.

8.

Spreckels Organ Pavilion

1549 El Prado # 10

John D. Spreckels came by his money the old-fashioned way - his father was one of the wealthiest men on the Pacific Coast - Claus Spreckels, the Sugar King. John started out working in Hawaii in the family business but he would make his own name in transportation and real estate, so much so that when he died in 1926 at the age of 72 he would be eulogized as "one of America's few great Empire Builders who invested millions to turn a struggling, bankrupt village into the beautiful and

cosmopolitan city San Diego is today." His interest in the town started in 1887 when he brought his yacht Lurline into the harbor to stock up on supplies. Spreckels thought enough of the town to construct a wharf and coal bunkers at the foot of Broadway but he was just getting started. He gobbled up the Coronado Beach Company with its hotel and surrounding land and then acquired the San Diego street railway system, put the horses out to pasture and installed electric street cars. He managed his burgeoning San Diego empire from San Francisco until the earthquake in 1906 which drove him to bring his family permanently to Coronado Island, which he owned all of. John Spreckels was the wealthiest man in San Diego and it is estimated that at one time he paid 10% of all property taxes in San Diego County. John and his brother Adolph, who ran the sugar empire after their father, donated one of the world's largest pipe organs - 4,530 pipes from a few inches to 32 feet in length - to the City in 1914 for the Panama-California Exposition. The City has had an organist on staff since 1917, performing free concerts every Sunday.

FOLLOW THE WALKWAY TO THE RIGHT INTO THE PAN AMERICAN PLAZA.

9.

United Nations Building

2171 Pan American Plaza

This Spanish Colonial building from the 1935 exposition housed displays from the *Christian Science Monitor* and in 1956, at the urging of Eleanor Roosevelt, it was presented to the United Nations Association of San Diego. Today the red-tile roofed building serves as an international gift shop.

10.

House of Pacific Relations International Cottages

2191 Pan American Road

This covey of red-tile roofed cottages was constructed for the 1935 Exposition and they have found enduring use promoting goodwill and international fellowship. Some 32 multicultural groups present workshops, stage festivals, dish out ethnic food and otherwise raise awareness for national traditions across the globe.

11.

Balboa Park Club

1549 El Prado

The new state of New Mexico footed the bill for this building used to house its exhibits in the 1915 Panama-California Exposition. The price tag for the 15,000-square foot hall came to less than \$20,000. Isaac Hamilton Rapp, who pioneered the Pueblo Revival style of architecture, provided a similar design for this space featuring open courtyards, vigas (exposed beams) and smooth adobe textures. After the fair New Mexico sold the building to the City of San Diego for \$3,200. The City quickly demolished the neighboring Mission-style buildings used by Montana and Washington but recognized the quality of architecture here and let it stand. For the next fair in 1935, however, San Diego architect Richard Requa performed an unsympathetic expansion that obscured the Pueblo-style uniqueness. A 1990s restoration brought much of it back. The Club's bragging point these days is a wooden dance floor with 13,000 square feet of twirling space.

12.

Palisades Building

2130 Pan American Plaza

The Women's Palace echoed the Pueblo Revival style of the Balboa Park Club when it was raised for the 1935 fair. Today it is an entertainment center with a multipurpose recital hall and a stage for the Marie Hitchcock Puppet Theater.

13.

San Diego Automotive Museum

2080 Pan American Plaza

This imposing building with Mayan influences was constructed as the Conference Building for the 1935 California-Pacific International Exposition. A million dollars was poured into its restoration in 1988 for the San Diego Automotive Museum. Included in the permanent collection of classic cars are a 1967 Austin -London Taxi that belonged to Frank Sinatra and a tribute to Steve McQueen.

14.

San Diego Air & Space Museum

2001 Pan American Plaza

The Ford Motor Company built this circular Art Deco showplace to highlight the innovations of tomorrow for the 1935 Exposition. Today the space has been commandeered for a different type of transportation that explores the history of flight from an actual working replica of Charles Lindbergh's *Spirit of St. Louis*, which was designed and assembled by San Diego's Ryan Aircraft, to Apollo spacecraft. Out front is a Lockheed A-12, one of 15 ultra secretive reconnaissance aircraft built for the Central Intelligence Agency in the 1960s. Details on the plane were not released until 2007, almost 40 years after the plane's final mission.

TURN AND WALK BACK UP PAN-AMERICAN PLAZA TOWARDS EL PRADO. ON YOUR RIGHT IS...

15.

Starlight Theatre and Starlight Bowl

2005 Pan American Plaza

Ford used this outdoor venue to present free symphonic concerts during the 1935 California-Pacific International Exposition. The Starlight put on its first production here in 1948. More than 1,000 performances later it is one of America's oldest running musical theater companies.

16.

Municipal Gymnasium

2111 Pan American Plaza

Architect Richard Requa drew on ancient Mayan and Aztec design principles for this substantial 1935 fair building that featured a 300-seat theater. The occupant was the Palace of Electricity and Varied Industries that introduced fair-goers to the wonders of electrification. Stripped of its ornamentation, the building was converted to indoor recreational facility for the park.

17.

San Diego Hall of Champions Sports Museum

2131 Pan American Plaza

This was the Federal Building during the 1935 Exhibition, designed as a permanent reinforced concrete structure expected to be converted into a post-fair theater. Richard Requa again went

looking for design inspiration on the Yucatan Peninsula of Mexico and came back with an interpretation of the Palace of the Governor from the Mayan city of Uxmal. The beefy decorative frieze dominates the entranceway. It took 70,000 square feet of exhibition space to contain the twenty departments of the United States Government that showed up at the Fair and today those three levels comprise America's largest multi-sports museum.

18.

Japanese Friendship Garden

2215 Pan American Place

A teahouse was sited here during the 1915–16 Panama-California Exposition and nearly a century later the sloping two acres of landscaped grounds are a place for quiet contemplation.

THE STATUE AT THE SOUTH ENTRANCE OF THE PLAZA DE PANAMA, AT EL PRADO IS...

19.

El Cid Campeador

south entrance to Plaza de Panama

This homage to El Cid Campeador, 11th century Castilian nobleman, military leader and subject of the oldest Spanish epic poem in existence, was created for neither world's fair but installed in 1927. The bronze was sculpted by Anna Hyatt Huntington, known for her animal and equestrian statues. Another of her works, *Horse Trainer*, is located in the park as well.

20.

House of Hospitality

1549 El Prado at southeast corner of Plaza de Panama

The park visitor center is a reconstruction of the Foreign Arts Building from the 1915 Exposition. Like most of its fellow Spanish-Renaissance structures it was scheduled to be torn down but San Diegans decided to keep them once they had seen them. In 1997 the building was demolished but some 1000 architectural pieces were saved to use during the reconstruction. That included coats of arms that decorated the exterior of the fair building. Some of the shields were completely made up as many poor countries from Latin America did not attend the world's fair as hoped.

TURN RIGHT ON EL PRADO.

21.

Casa del Balboa

1649 El Prado

The romantic-sounding Casa del Balboa has weathered some less glamorous names through its history, including its name on the drawing board it never carried - the Domestic Liberal Arts Building. It opened the World's Fair in 1915 as the Commerce and Industries Building but in its second year Canada took up most of the space with its commanding exhibit and it became the Canada Building. When the fair came around again in 1935 the building, based on the 17th century mansion of the Marques de la Villa del Villar del Aguila in Queretaro, Mexico, became the Palace of Better Housing. By the 1970s it was known as the Electric Building when it was torched by teenage arsonists, negating a planned restoration. It was rebuilt and now houses three museums, one for photography, one for San Diego history and one boasting the world's largest operating model railroad.

22.

Casa del Prado

1650 El Prado

The exuberant Casa del Prado is a mostly faithful recreation of the Agriculture and Horticulture Building from the 1915 Panama-California Exposition. It was known as the Food and Beverage Building after the 1935 Exposition and was used by county fairs that were regular features of Balboa Park. It was the first of the "temporary" fair buildings to be torn down and replaced, beginning in 1968. The lavish Spanish baroque facade came back and the building now services various community organizations.

CONTINUE INTO VILLAGE PLACE.
ANEAD TO YOUR RIGHT IS...

23.

Reuben H. Fleet Science Center

1875 El Prado

With a planetarium, Southern California's only IMAX® Dome Theater, and over 100 hands-on science exhibits, this is the most visited of Balboa Park's museums. It was started in 1961 with a donation from Reuben Hollis Fleet, an aviation

pioneer who was instrumental in the creation of the United States Air Mail service.

TURN LEFT AND WALK UP INTO VILLAGE PLACE.

24.

San Diego Natural History Museum

1788 El Prado

James Scripps built one of America's greatest newspaper fortunes in Detroit, Michigan and a good chunk of that money wound up in San Diego civic institutions thanks to his daughter Ellen Browning Scripps. She built a home in La Jolla in 1897 when she accompanied her brother to town while looking after his health. She was 61 and would live another 35 years in San Diego during which time she became the town's leading philanthropist. She provided \$100,000 for the core of this building - it was doubled in size in 2001 - after the burning of the 1915 Exposition's Nevada Building in 1925.

25.

Moreton Bay Fig Tree

1549 El Prado

The Moreton Bay Fig is a native of eastern Australia and in a crowded forest environment will grow tall and narrow. But plant it in an open area - like this one was in 1914 in preparation for the Panama-California International Exposition - it will spread out to a canopy width of 150 feet. Having grown over 80 feet tall during the last century the Moreton Bay Fig is a California Big Tree as a state champion of its species.

26.

Spanish Village Art Center

1770 Village Place

Hundreds of local painters, sculptors, metal-smiths, jewelry designers, clay artists, gourd artists, photographers, printmakers, fiber artists, basket weavers, mixed-media artists, glass artists work daily in the tile-roofed studio/galleries. The pathway to the west of the arts village, your left, leads to the San Diego Zoo, or more accurately The World Famous San Diego Zoo as it is almost invariably announced, home to more than 4,000 rare and endangered animals.

TURN AND WALK BACK A FEW STEPS ON EL PRADO. TURN RIGHT AND WALK THROUGH THE CASE DEL PRADO TO REACH...

27.

Botanical Building

1549 El Prado

This unique structure raised for the 1915 Panama California International Exposition began with an iron frame salvaged from what was supposed to be a Santa Fe Railroad station. It was then skinned with over twelve miles of redwood laths to create one of the largest lattice structures in the world. The Botanical Building, and its Lily Pond out front, display a smorgasbord of over 2,000 permanent plants.

CONTINUE TOWARDS THE PLAZA DE PANAMA. ON YOUR LEFT IS...

28.

Timken Museum of Art

1500 El Prado

Jacob Timken bought his family of seven children from Germany to America in 1838 and settled outside of St. Louis where a large contingent of fellow Germans had put down roots. His son Henry apprenticed to a master wagon and carriage maker and was making carriages on his own by the time he was 24 in 1855. Timken patented numerous improvements in the buggy trade and was able to retire to San Diego in the 1880s. Henry Timken was restless in retirement, however, and traveled widely before his imagination was captured by the new horseless carriages that were appearing on American streets. In 1898 he patented the tapered roller bearing, a discovery that would earn him induction into the National Inventors Hall of Fame. He formed the Timken Roller Bearing Axle Company in Canton in 1901 and was soon providing 90% of the axles used in the nation's exploding motor vehicle industry. With the company established and in the control of his sons, Henry Timken again retired to San Diego, this time for good. The Timken family donated monies that helped open this museum, designed in gleaming white Italian travertine marble by San Diego architect Frank Hope, Jr. in 1965.

AHEAD ON THE RIGHT ON THE NORTH
SIDE OF THE PLAZA DE PANAMA IS...

29.

**The San Diego Museum of Art
1450 El Prado**

The San Diego Museum of Art represents the expectations of the 1915 Panama-California International Exposition realized. The temporary exhibition building here was dismantled as planned and the fair did stir enough up cultural awareness that a permanent art gallery was created. Go-to architect William Templeton Johnson provided a Spanish Renaissance building and the Fine Arts Gallery of San Diego opened to the public on February 28, 1926. The alcoved figures above the entrance are sculptures of 17th century Spanish painters Bartolomew Murillo, Francesco de Zurbarán and Diego Velásquez.

WALK BACK TO THE MAIN STREET, EL PRADO AND TURN RIGHT. PASS BACK THROUGH THE WEST GATE AND ACROSS THE CABRILLO BRIDGE TO THE TOUR STARTING POINT.

Look Up,

San Diego - Downtown



A Walking Tour of San Diego - Downtown...

The San Diego Presidio was the first European settlement on the Pacific Coast of present-day America, founded as a military post by Gaspar de Portola in 1769. Situated on a bluff overlooking the Pacific Ocean, the location provided a fine defensive position but the town that grew up around the bluff was four miles away from one of the finest natural harbors on the coast. During the California Gold Rush of the late 1840s thousands of potential settlers stopped in San Diego but few stayed.

In 1850, months before California would be admitted to the Union, William Heath Davis was one of the first to move out of the developed part of town and attempt to take advantage of that harbor. Despite spending an estimated \$60,000 on the project his wharf was crudely built and in 1853 the steamer Los Angeles barreled into it and the damage was never repaired. Davis was long gone by 1862 when the United States Army dismantled his wharf and used the timber for firewood.

There would not be another settlement effort until 1867 when Alonzo Horton gobbled up 900 acres of what would one day be downtown San Diego for \$265. Horton energetically laid out streets, sold lots and encouraged development. Within twenty years "New Town" was THE town. Horton always had an eye on the bottom line so he created small town blocks that gave him more corners to sell

Today many of the Victorian buildings from these early boom years of the 1880s and 1890s remain in downtown's Gaslamp Quarter. There are 94 designated historic buildings in the Gaslamp Quarter and our walking tour will spend a good amount of time among the fanciful two- and three- and four-story buildings but we will also explore the towers around the fringes and thanks to Alonzo Horton's short blocks it will seem like we are covering quite a bit of ground...

1.

Horton Plaza
southwest corner of Broadway and 4th Avenue

When Alonzo Erastus Horton cleared land for his Horton House in 1870 he gave this space to the nascent town for gatherings and celebrations. The Plaza remained little more than a dusty patch of ground for many years, picking up a small rail fence, a fountain, a bandstand and some plantings along the way. In 1895 Horton officially deeded the property to the town in exchange for \$100 a month payable to \$10,000 and palm trees were planted around the perimeter. The first formal design plan for the Plaza came in 1909 from esteemed architect Irving Gill, which included the centerpiece electric fountain constructed with \$10,000 of donated funds from Mayor Louis J. Wilde. Gill's design was the winner over twelve competing entries and the fountain was dedicated on October 15, 1910. Irving John Gill was born on an upstate New York farm in 1870 and never saw the inside of an acclaimed architecture school. Instead he began apprenticing and picked up work in increasingly more famous shops until he was at the prestigious Chicago firm of Adler and Sullivan where he worked alongside Frank Lloyd Wright for a time. By 1893 Gill had made his way to San Diego where he became the town's most versatile and acclaimed architect.

WALK TO THE NORTH SIDE OF THE PLAZA AT BROADWAY. IN FRONT OF YOU IS...

2.

U.S. Grant Hotel
326 Broadway Street at northwest corner of 4th Avenue

Alonzo Horton, like thousands of others, came west to California chasing gold in 1849. He soon became more intrigued by reports of golden sunshine in San Diego than golden flakes in mountain streams. At the time of his arrival Old Town was settled about four miles from the natural harbor and Horton was able to buy up much of the land in between for nickels an acre. He then platted his new property, laying out streets on short blocks so he had more corner lots to sell. Within twenty years "New Town" had supplanted "Old Town" as the heart of San Diego. "New Town" needed a first class hotel so

Horton built one here, a 100-room spectacle that stamped San Diego as a town to be reckoned with.

Horton House would eventually be purchased by Fannie Chaffee Grant, the wife of Ulysses S. Grant, Jr. When the Grants moved to San Diego in 1906 they tore down the grand old hotel and hatched plans for an ever more luxurious guest house four times the size. Innovative architect Harrison Albright had recently moved his practice to Southern California and he was hired to design the new 11-story Beaux Arts hotel. The San Francisco earthquake in 1906, cost overruns, and Mrs. Grant's death plagued the building's progress and San Diego voters had to help finance half the \$1.5 million final cost. It was not until 1910 that the 437-room hotel named for the Union general and 18th United States President opened. There have been good times and bad over the last 100 years but highlights have included the welcoming of 13 U.S. Presidents and the staging of the inaugural San Diego Comic-Con International in 1970.

TURN RIGHT ON BROADWAY AND HEAD EAST, ACROSS 4TH AVENUE.

3.

Owl Drug Company Building
402-416 Broadway at northeast corner of 4th Avenue

This property was also owned by Ulysses S. Grant, Jr. and he raised a Neoclassical four-story building on the site, designed by local architects the Quayle Brothers and Cressey, to resemble his hotel across the street. The building was sometimes referred to as the "Baby Grant" although its appearance was modernized in the 1940s. The most prominent tenant here was the Owl Drug Company, an institution for California shoppers since its beginnings in San Francisco in 1892. This was their first San Diego store. It operated on the ground floor while the upper stories were swallowed by its next door neighbor...

4.

Holzwasser/Walker-Scott Building
1014 Fifth Avenue at northwest corner of Broadway

Ralf M. Walker began his retailing empire in Los Angeles before setting out to conquer all of Southern California. He went to Long Beach

first and then came here to San Diego in 1935, refitting the Spanish Colonial building John Terrel Vawter had constructed for Charles Holzwasser's department store in 1919. Holzwasser had built on this corner because it "was then and still is the best corner in the city, the most expensive, but worth it." An Art Deco update was applied to the lower two floors. Walker died shortly before the store launched and George A. Scott, a former stock boy who Walker sent to the New York University of Retailing, handled the opening. The store grew to eight stories and San Diego shoppers could take their first rides on escalators here. Walker's widow, Eliza, became president of the business and after she died in 1951 the name was changed to Walker-Scott. Scott lived until 1993 and witnessed the closing of the store in 1989. He had received numerous awards in his lifetime for civic involvement including being named "Mr. San Diego" by the Grant Club and "Man of the Century" by the Central City Association. Walker, however, is largely forgotten, remembered mostly for having rented a guest house to Harry Houdini which the famous magician is said to haunt.

5.

Granger Building

964 Fifth Avenue at southwest corner of Broadway

In 1904 Ralph Granger headed an investment group that purchased controlling interest in the Merchants' National Bank of San Diego and then moved the bank into this five-story Romanesque-flavored headquarters that year. The bank had formed in 1893 just prior to a nationwide financial crisis and since it was too new to have much exposed risk Merchants' was one of only two banks in town to emerge from the Panic.

6.

Fox Building

531 Broadway at southwest corner of 6th Avenue

Hungarian-born Samuel Fox crossed the Atlantic Ocean in steerage, arriving in New York City in 1880 when he was 18 years of age. He found work and went to night school for four years to learn English and then set out for the West. He worked in a San Francisco clothing house for a year and then came to San Diego

where he began buying and selling real estate. He married into the Kuhn Family that founded the Lion Clothing Store and when his brother-in-law died in 1899, Samuel Fox took over the business. Offering solely men's furnishings, Lion Clothing became the foundation of the Fox empire that culminated with the completion of this building in 1929. William Templeton Johnson, from whose imagination sprung many of San Diego's notable buildings, provided a Spanish Renaissance design for the four-story building that was hailed as one of the finest structures on the Pacific Coast. The price tag was \$500,000 and the grand opening drew an estimated 10,000 curious shoppers. Lion Clothing, the sole tenant, would remain here until 1984.

7.

San Diego Trust & Savings Bank

530 Broadway at northwest corner of 6th Avenue

The San Diego Savings Bank took its first deposits in 1889 under the watchful eye of its founder, Joseph W. Sefton. Sefton was a Midwestern businessman who had never run a bank before and he wanted his bank to appeal to folks who weren't used to trusting their money to others. You could open a savings account at San Diego Savings with a dollar, a dime if you were a child. By the 1920s Sefton's son was at the helm and he was looking for a suitable banking temple for the renamed San Diego Trust & Savings Bank. He hired one of the town's top architects, William Templeton Johnson, to design his tower. Johnson created a 14-story Italian Renaissance confection topped by the town's first aviation beacon, with a light visible for 25 miles. With his pick of the finest construction materials Johnson outfitted the exterior with a base of Scotch Rose granite supporting two stories of Berea sandstone from Ohio. Inside Johnson crafted 35 columns for the 32-foot high banking hall, using 19 different types of marble collected from the shores of the Mediterranean Sea.

8.

Colonel Fletcher Building

600-624 Broadway at northeast corner of 6th Avenue

This Italian Renaissance commercial building was constructed in 1908 and received a \$13

million makeover for its 100th birthday. The developer was Ed Fletcher who was born in Massachusetts in 1872 but was on the streets of San Diego peddling fresh produce when he was 16. He soon had his own commission business which led to his involvement in real estate. He laid out many subdivisions like Del Mar and threw himself into water development and road building. Fletcher was obsessed with bringing auto transportation to San Diego and participated in a "roadless" race between Phoenix and Southern California in 1912 to determine the best route to lay out a road. He then raised the money to pay for 13,000 wooden planks to take the road across the Algodones Dunes and thus complete a commercial route between San Diego and Yuma. Fletcher also garnered publicity for San Diego by driving to Washington D.C. in 1915 over 26 days; by 1926 he was able to motor across the country to Savannah, Georgia in just three days. In 1907 Ed Fletcher was appointed a Lieutenant Colonel in the California National Guard and the name stuck throughout his life - when his memoirs were published in 1952 it took 750 pages for him to tell his story.

9.

Torbati Building

625 Broadway at southeast corner of 6th Avenue

John D. Spreckels came by his money the old-fashioned way - his father was one of the wealthiest men on the Pacific Coast - Claus Spreckels, the Sugar King. John started out working in Hawaii sugar plantations for the family business but he would make his own name in transportation and real estate, so much so that when he died in 1926 at the age of 72 he would be eulogized as "one of America's few great Empire Builders who invested millions to turn a struggling, bankrupt village into the beautiful and cosmopolitan city San Diego is today." His interest in the town started in 1887 when he brought his yacht *Lurline* into the harbor to stock up on supplies. Spreckels thought enough of the nascent town to construct a wharf and coal bunkers at the foot of Broadway but he was just getting started. He gobbled up the Coronado Beach Company with its hotel and surrounding land and then acquired the San Diego street railway system, put the horses out to pasture and installed electric street cars. He

managed his burgeoning San Diego empire from San Francisco until the earthquake in 1906 drove him to bring his family permanently to Coronado Island, which he owned. John Spreckels was the wealthiest man in San Diego and it is estimated that at one time he paid 10% of all property taxes in San Diego County. He erected this grand Italian Renaissance office building in 1926, the year of his death; you can see the sculpted badge honoring Spreckels above the Broadway entrance.

CONTINUE TO 8TH AVENUE AND
TURN RIGHT AND WALK ONE BLOCK
TO E STREET.

10.

San Diego Public Library

820 E Street at northeast corner of 8th Avenue

This is the second of two buildings on this corner from late in the career of William Templeton Johnson, the leading cheerleader for the Mission Revival architectural style in San Diego. Johnson was well into his seventies when he drew the plans for this library in 1954 that replaced a fifty-year old Carnegie Library in town. It had been one of over 2,500 libraries steel magnate Andrew Carnegie financed around the world. The San Diego Public Library had its beginnings in the early 1880s as two reading rooms - one for gentlemen and one for ladies. The first books were lent cautiously in 1883, with borrowers putting up appropriate security.

11.

San Diego Post Office

southeast corner of E Street and 8th Avenue

Post offices were being constructed all across the country during the Great Depression as make-work projects and in 1937 William Templeton Johnson tapped the then-popular Art Deco style for San Diego's. Johnson called it "Starved Classic" as buildings were shorn of their accustomed Greek and Roman ornamentation. Johnson put his decorative efforts into a terra cotta frieze above the E Street entrances that highlighted the importance of transportation to the City.

12.

Eagles Hall

733 8th Avenue

This building began life in 1917 as a Neoclassical lodge and social hall for Eagles Aerie #244, designed by John S. Siebert and William H. Wheeler. The architects returned in 1934 with plans for an expansion in an Egyptian-flavored Art Deco style. There wasn't enough money to fully realize the vision which is seen today. Since the 1950s the building has done duty as office space.

13.

Fire Station No.4

404 8th Avenue at northwest corner of J Street

Responding to an average of ten calls a day this is the oldest operating fire and rescue station in San Diego. The building dates to 1938, another Works Progress Administration project during the Great Depression.

ACROSS ISLAND AVENUE IS...

14.

Petco Park

south of J Street between 7th and 10th avenues

The home of the San Diego Padres opened in 2004 with 42,445 dark blue seats. The stadium itself is dressed in Indian sandstone and stucco. Petco Park features a grassy slope beyond the left field wall called the "Park at the Park" where fans can watch a major league game for less than \$10; on non-game days it is open as a public park.

AT ISLAND AVENUE WALK WEST TOWARDS 7TH AVENUE (PETCO PARK WILL BE ON YOUR LEFT).

15.

Simon Levi Lofts

715 J Street at southeast corner of 7th Avenue

More than 150 years ago, when he was twelve years old, Simon Levi left his homeland in central Europe and made his way to America, eventually working his way across the country and opening his own dry goods store in 1873 in the frontier town of Temecula at the end of the railroad line from San Diego. Levi was soon wholesaling and warehousing and building one of the great 19th century retail empires in Southern California. Five

generations later the family business, Simon Levi Cellars, has evolved into one of the largest wine & spirit distributors in California and departed downtown San Diego. Levi owned most of this block and the company built this classically-inspired building in 1927. It did time during the middle of the 20th century as a Safeway but was restored with the opening of Petco Park.

CONTINUE TO 6TH AVENUE AND TURN RIGHT.

16.

Simmons Hotel

542 6th Avenue

This three-story brick building has operated as a guest house for over 100 years under such banners as the Burbank, the Prescott and the Hotel North. The hotel is on the second floor, retail shops on the ground floor, a common arrangement in the late 1800s and early 1900s. Guests enter through the central arched doorway, the sole ornamentation save for a decorative brick parapet.

17.

I.O.O.F. Building

530 Market Street at northwest corner of 6th Avenue

The Middle Ages in Great Britain saw the banding together of tradesmen into guilds to promote business and fellowship. The carpenters had their own guild, the bricklayers had their own guild and so on. Trades that did not have a large number of practitioners welded into hodgepodge guilds known as Odd Fellows. In 19th century America an International Order of Odd Fellows lodge building, usually exuberantly ornate, could be found in virtually every town. San Diego's came in 1882, nine years in the making, as a joint effort of the Odd Fellows and the Masons. The laying of the cornerstone was greeted by a parade and a casket containing valuable coins, historic documents, and even a stone from Solomon's Temple was lowered into the ground. The building was decorated with classical features such as pedimented windows, Doric pilasters and a rooftop balustrade. Legend has it that in 1891 the last reigning king of the Kingdom of Hawaii, Kalākaua, caught a cold while watching a parade from the iron balcony and never recovered,

dying later in San Francisco. In fact the 54-year old ruler was in failing health before he sailed to California and came on the advice of his doctors to hopefully restore his health.

18.

George Hill Building

545 6th Avenue at southwest corner of F Street

Horton's Hall, a red-brick town landmark with a roller skating rink on the ground floor and a 400-seat theater above, stood here until it was crippled in a fire. George H. Hill erected this three-story brick commercial building in 1897 to replace it. There was space for five retailers on the ground floor and thirty office suites above. An early tenant was the San Diego Normal School, a training academy for teachers that would become San Diego State University in 1935. Seven faculty and 91 students staged classes here. In 1921 a New York cap manufacturer named Isaac Ratner came to San Diego and set up shop here after his doctor advised him that Southern California was the best place to find healthy fruits and vegetables year-round. Company lore maintains that the caps fell out of favor in the 1930s when they were viewed as mobster gear so the sewing machines were put to work manufacturing naval uniforms and officers' caps – including a lieutenant's cap with a special braid that son Abraham Ratner designed. In the 1970s the company acquired an unknown brand called "Hang Ten" and built it into an iconic casual-clothing name, vaulting Ratner Manufacturing into one of the largest clothing makers in America, churning out menswear in a 310,000-square foot plant in Chula Vista.

19.

Maryland Hotel/Andaz Hotel

600 F Street at northeast corner of 6th Avenue

William Sterling Hebbard spent 27 years designing important buildings in San Diego beginning in 1890. He was one of the first architects in town to abandon the ornate stylings of the Victorian age and he was the first architect to embrace the Spanish Mission Revival style two decades later. Here he tapped the Colonial Revival style for the Maryland Hotel in 1913, crafting a brick showcase with stone trim for the Sefton banking family. Early this century the old dowager received a \$75 million dollar overhaul leaving the historic shell and installing 19 ultra

modern hotel rooms inside.

20.

Sheldon Block

822 6th Avenue at northwest corner of F Street

Frederick C. Sheldon was born into a proper New England family in 1860 and received every advantage in his youth, completing his medical studies by the age of 19. A bout with pneumonia sent him to San Francisco to build his lungs and he wound up in San Diego in 1885. Sheldon at once engaged in the development of 6th Avenue land he had purchased but he died of typhoid pneumonia two years later. Just as Dr. Sheldon was cut down too early so to was his commercial block that was built with four stories but three had to be removed when the building was weakened by the removal of upper floors in an adjoining building.

21.

St. James Hotel

830 6th Avenue

The original St. James Hotel was built in 1885 and considered the town's most magnificent structure, highlighted by a French Second Empire tower. This St. James dates to 1912 when it was one of the first buildings constructed with concrete and the tallest hotel in town, dwarfing its surrounding neighbors. The luxury hotel featured 150 rooms, a Turkish bath and an observation room. A night's stay with a bath set you back \$1.50 for which you received treatment that was, according to the San Diego Union, "first class in every respect, with excellent service." The iconic sign on the roof was a later addition from the 1950s.

22.

The Beaumanor

northeast corner of 6th Avenue and E Street

Some of San Diego's grand Victorian buildings were too far gone to ever be restored. That is the case here for the Reed-Pauley Building that was constructed in 1886 with a preening mansard roof and showy bay windows. By the 1950s the windows and roof had been hacked off and replaced with great swaths of concrete. Instead of trying to bring that look back the developers went for a classic Colonial style more likely found in an East Coast port town 130 years ago than

San Diego.

TURN LEFT ON E STREET.

23.

Watts Building/Gaslamp Plaza

520 E Street at northeast corner of 5th Avenue

In 1913 Nathan Watts constructed what is considered San Diego's first skyscraper, eleven stories designed in the Chicago style and fashioned from marble, brass, mosaic tile and Australian gumwood. Early tenants, most notably the San Diego Trust & Savings, could take advantage of steam heat, hot and cold running water, and two high-speed elevators. The office building went through a parade of owners until 1988 when it was reconfigured as a 60-suite boutique hotel.

BEFORE WE DESCEND INTO THE HEART OF THE GASLAMP QUARTER CONTINUE ONE BLOCK TO SEE...

24.

Balboa Theatre

868 Fourth Avenue at southwest corner of E Street

Like many of its contemporaries across America in the Roaring Twenties, when the Balboa Theatre opened in 1924 it was primarily still a vaudeville house capable of screening the occasional talking picture. In 1930 the Spanish Colonial playhouse was converted to a Spanish-language cinema. During World War II the Balboa did duty as housing for the United States Navy. After the war the screen went up once again but there were no more glory days - by 1959 the Balboa was slated for demolition to become a parking lot. The wrecking ball was artfully dodged and movies continued into the 1970s when the theater went dark for over 30 years. In 2008 the newly restored Balboa re-opened as a venue for live theater and concerts.

RETRACE YOUR STEPS TO 5TH AVENUE (REMEMBER, THEY ARE SHORT BLOCKS) AND TURN RIGHT.

25.

San Diego Hardware

849 5th Avenue

In 1892 four local hardware men banded together to form San Diego Hardware, offering "a large and complete stock" at 658 Fifth Street. In 1922 the emporium moved two blocks north into a former F.W. Woolworth's store that offered three entrances. A line of Winchester firearms was added beside the iron stoves and broad axes and hand tools so a shooting range was set up in the basement. San Diego Hardware, now the tenth oldest business in the City, stayed until 2006 when they left downtown for a multi-level showroom.

26.

Louis Bank of Commerce

835-837 5th Avenue

Master architects John B. Stannard and Gustavus Clements erected the first granite building in San Diego in 1888, created in the ornate Second Empire style fronted by three-sided bay window projections. The money man was Isador Louis, a German immigrant who began his working life as a cobbler. In addition to his Bank of Commerce, Louis built the town's first opera house and opened an oyster bar here that became a favorite watering hole of Wyatt Earp. The towers were removed after a fire in 1904 but a renovation a hundred years later bought them back to their 19th century glory, including the iron roosting eagles, cast from the same English foundry as the originals.

27.

Keating Building

432 F Street at northwest corner of 5th Avenue

George J. Keating owned one of the 19th century's largest farm equipment companies when he lived in Kansas. He moved to San Diego in 1886 but died two years later. His wife Fannie poured \$135,000 into this building as a tribute to her husband, who had started the project. She tapped the versatile talents of brothers James William and Merritt James Reid, Canadian architects who would be responsible for many post-1906 earthquake buildings in San Francisco. They delivered one of the toniest office buildings in San Diego, crafted of stone and brick in the Romanesque Revival style with prominent curved

ends. Prestigious tenants from the professions, the San Diego Savings Bank and the city library all called the Keating home for awhile.

28.

Marston Building

809 5th Avenue at northeast corner of F Street

Wisconsin-born George White Marston arrived in San Diego when he was turning 20 in 1870. For the better part of the next 75 years there was scarcely a civic project that did not carry his fingerprints. Regarded as "San Diego's First Citizen," Marston helped launch the city library, was one of the founders of the YMCA and served on its board for 62 years, worked as park Commissioner and was influential in the development of Balboa Park, served on City Council, was a trustee of the forerunner of San Diego State University and was a founder and first president of the San Diego History Center in 1928. His own business was dry goods which he started in a one-room store and built into the town's leading department store. He moved his operation into this Italianate-flavored building in 1881.

29.

Oxford Hotel William Penn Hotel

511 F Street at southeast corner of 5th Avenue

The Young Block stood on this corner until 1912 when it was razed and Levis Brinton, a Quaker from outside Philadelphia, Pennsylvania put up the substantial six-story Oxford Hotel, intended to be the final word in luxury for travelers to San Diego. A double room with your own bath could be had for \$1.50. Today the building enters its second century as a residential hotel.

30.

Spencer-Ogden Building

770 Fifth Avenue at southwest corner of F Street

They don't get much older than this structure in the Gaslamp Quarter; Charles de Leval built it in 1874 and sold it to merchants Spencer and Ogden in 1881. They added the second floor in 1885 and a tenant making fireworks just about blew it off two years later.

31.

Llewelyn Building

726 5th Avenue

William Llewelyn, "importer of and dealer in all kinds of fine boots and shoes," built this Italianate commercial structure for his family business in 1887. After the wholesome shoe store left in 1906 less savory enterprises were headquartered here. In 1917 decency charges were brought against the resident Madam of the building's whorehouse - charges were dropped on a pledge to behave.

32.

Cole Block

702 5th Avenue at northwest corner of G Street

Albert Cole erected this commercial block in 1891. Look up above the first floor awnings to see fanciful brickwork and a playful cornice. Cole would commit suicide shortly after the building was completed. San Diego businessman Theophile Verlaque operated here for awhile; the Frenchman arrived in 1870 and ran sheep and built the region's first winery. Expanding his operations, Verlaque traveled to the Ramona Valley and founded the town of Ramona.

33.

Old City Hall

664 5th Avenue at southwest corner of G Street

This building of Florentine-Italianate design began life with two stories as a bank in 1874. Two more stories were added in 1887 when the city library moved in and in 1891 the city government settled in for a 35-year stay. Back in private hands, the building weathered an unsympathetic modernization in the 1950s and was fully restored in 1995.

34.

Casino Theater

643-647 5th Avenue

Theatrical performances in San Diego trace back to a United States Army theater troupe from the Third Artillery that brought a series of popular plays to the San Diego Mission in 1858. Thomas Whaley opened the first professional stage a decade later. The Casino launched in 1913 and its appearance as a Ghiradelli Chocolate store dates to an Art Deco makeover in the 1930s.

35.

Yuma Building

633 5th Avenue

Captain Alfred H. Wilcox commanded the transport schooner *Invincible*, charged with supplying Fort Yuma in what is today southwestern Arizona during a three-year uprising of unfriendly natives between 1850 and 1853. Wilcox was unsuccessful on navigating his ship up the Colorado River but he experienced better times in business in San Diego. He married a Mexican woman and ran a sprawling ranch west of town. He constructed this lively commercial building, one of San Diego's first brick structures, in 1888. A staple of the town's bawdy red light district, the Yuma was the first brothel to be shut down in the "Great Raid" morality sweep on November 11, 1912. The police netted some 138 women (and the dates confused) who were arrested and given the choice of signing on to the Door of Hope charity and renouncing their wicked ways or getting on the train for Los Angeles. The outbound train for had 136 women clutching one-way tickets, one woman was declared insane and the only one who accepted the town's generous offer later became San Diego's first telephone operator.

36.

Backesto Building

614-656 Fifth Avenue at northwest corner of Market Street

John Pierre Backesto was a Pennsylvania doctor who came west to settle in Santa Clara and invest in 19th century San Diego real estate. He constructed this block-swallowing, Italianate commercial building in 1873 and later added a second story with guest rooms. The finest merchants in town offered their wares here, including wholesale grocers Klauber & Levi and San Diego Hardware in its early days. Backesto went on to develop a second commercial block which did not meet with similar success. Klauber & Levi followed Backesto to the new location but an estimated 70 tons of goods fell though the floor and two years later in 1889 the entire building was consumed in "the most destructive fire ever known in San Diego."

37.

The McGurck Block

611 5th Avenue at northeast corner of Market Street

Edward McGurck raised this three-story Italianate commercial building in 1887. Its most enduring tenant was the Ferris and Ferris Drug Store that moved in during 1903 and stayed until the San Diego Padres went to their first World Series in 1984. For many years this was the town's only all-night drug store and for part of that time the overnight druggist was Gregory Pearl Peck whose son would become one of Hollywood's greatest stars.

38.

Timken Building

437 Market Street at southwest corner of 5th Avenue

Jacob Timken brought his family of seven children from Germany to America in 1838 and settled outside of St. Louis where a large contingent of his countrymen had put down roots. His son Henry apprenticed to a master wagon and carriage maker and was crafting carriages on his own by the time he was 24 in 1855. Timken patented numerous improvements in the buggy trade and was able to retire to San Diego in the 1880s. He dabbled in real estate and constructed this commercial building in 1894; the first tenant was the Mint Saloon. Henry Timken was restless in retirement, however, and traveled widely before his imagination was captured by the new horseless carriages that were appearing on American streets. In 1898 he patented the tapered roller bearing, a discovery that would earn him induction into the National Inventors Hall of Fame. He formed the Timken Roller Bearing Axle Company in Canton in 1901 and was soon providing 90% of the axles used in the nation's exploding motor vehicle industry. With the company established and in the control of his sons, Henry Timken again retired to San Diego, this time for good.

39.

Lincoln Hotel

536 5th Avenue

This eye-catching structure was completed in 1913 with a wine business on the ground floor and a hotel up above. The Lincoln boasted a

stone lion adorning its parapet but an 1986 earthquake shook it to the ground and a passerby below, clearly not a preservationist, scooped it up and carried it away. Fortunately the Lincoln's white glazed ceramic tile stuck to the facade. This block was once dominated by Japanese-owned businesses and during World War II the building was used as a staging point for Japanese residents being sent to internment camps.

40.

Callan Hotel

460 Island Avenue at northwest corner of 5th Avenue

The Callan was a World War II-era tenant. The building opened in 1886 and Till Barnes leased space here for his Acme Saloon. Barnes ket his pet bear on the premises and it is said to have bitten the nose off an imprudent patron one night. The Acme served drinks here until 1907.

TURN RIGHT ON ISLAND AVENUE.

41.

William Heath Davis House

410 Island Avenue at northeast corner of 4th Avenue

This is the oldest surviving structure in San Diego's "New Town" and if it looks like it belongs on a rocky bluff in a New England fishing town it is because that is where it came from. William Heath Davis was a ship owner who came from a long line of Boston ship-masters. Until gold was discovered in California it was only Massachusetts ships that sailed around Cape Horn and controlled trade with Hawaii and the West Coast. Davis staked his business future on San Francisco in the early 1840s but he visited San Diego many times and married into a prominent Old Town family when he was 25 in 1847. Three years later Davis helped pioneer "New Town" and had a pre-framed lumber "salt box" house shipped from New England. It was originally located at the corner of Market and State streets and Davis did not keep his family in the house long. In the decades to come, while its neighbors were torn down or dismantled for firewood the Davis House trundled on and eventually was moved here, refurbished and given new life as a museum.

42.

Horton Grand Hotel

311 Island at southwest corner of 4th Avenue

This ornate structure, awash in festive bay windows, is actually the result of two hotels being stitched together in a 1986 renovation that marked their 100th birthdays. Facing the building, to your left is the Horton Grand and next to it is the Brooklyn Hotel where the Kahle Saddlery operated on the ground floor beginning in 1912. The Grand Horton was the more upscale of the two, designed to replicate the experience of a Viennese inn. The Brooklyn attracted more of a cowboy crowd and lawman Wyatt Earp lived here for most of the seven years he spent in San Diego.

TURN LEFT ON 4TH AVENUE. TURN RIGHT ON J STREET. TURN RIGHT ON 3RD AVENUE.

43.

Chinese Mission

400 3rd Avenue at northwest corner of J Street

This one-story chapel with a sloping red tile roof was designed in a Spanish Mission style in 1927 by Louis Gill, nephew of Irving Gill. It served the spiritual needs of Chinese immigrants and offered instruction in English as well. The Chinese Mission closed in 1960 and the building, originally on First Avenue, was hauled to this location where it is now a museum.

44.

Quin Residence

433 3rd Avenue

The Quins were considered Chinatown's First Family and Ah Quin was known informally as "mayor of Chinatown." Ah Quin came to America at the age of 15 in 1863 and worked as a laborer from California to Alaska. When he came to San Diego in 1880 Quin was able to speak English and was hired as a railroad labor contractor. He stayed the rest of his life, running a small business and becoming a respected voice in the community. There were 12 brothers and sisters in the next Quin generation and the family purchased this building in 1930 to help contain a produce business. It was pulled here from 16th Street by four horses in 1890.

TURN RIGHT ON ISLAND AVENUE.
TURN LEFT ON 4TH AVENUE.

45.

Chinese Laundry

527 4th Avenue

The south half of this building was the Hop Lee Chong Laundry, in continuous use from the building's construction in 1923 until 1964. The north half was the home of several Oriental businesses such as the "American Company," "Sunset Company," and "Tuck and Tong Herb Company." It also served as living quarters for local Oriental tenants, including various operators of the laundry.

46.

Cotheret Building

536 4th Avenue

After more than 100 years in the Gaslamp Quarter, this building from 1903 is the only one that still sports its original upstairs balcony. The Cotheret was the first of a string of names under which these rented rooms operated. The sliver of alleyway to your right led back to a well-kept little building, painted a faded yellow behind a picket fence, that was known as Canary Cottage, the most famous of the brothels in San Diego's "Restricted District" known as the Stingaree. The madam, Ida Bailey, began the town's classiest bordello in the 1880s, serving only the finest food and adult beverages. In early evening she would often load her prettiest girls in a carriage and drive around town for an "airing." Two rubber trees growing close to the Canary Cottage made possible a quick exit from upstairs should an unplanned departure be necessary.

47.

Midland Hotel/Pacifica Hotel

551 4th Avenue

This building has been the home to several hotels beginning with the Midland in 1914. Later it was known as the New York, Seery, and finally Pacifica. In the 1930s it catered to San Diego's military personnel. From 1917 to 1928, part of the building was used as storage by several Chinese companies, and from 1925 to 1928, it housed the Pacific Dance Hall.

48.

Frey Block

345 Market Street at southwest corner of 4th Avenue

The Frey brothers were Frenchmen but their shop here was not filled with fancy European goods - it was a second hand store. For many years the 1911 structure was the place to go for a Chinese meal but its true fame came in the 1950s when the Crossroads Jazz Club began showcasing the talents of local musicians, giving birth to the San Diego jazz scene.

49.

Hotel Lester

417 Market Street at southeast corner of 4th Avenue

This building was constructed in 1906 and the Goodwill Bar moved into the first floor. In 1945 S.H. "Mac" McIntosh and Mario Dini bought the establishment from Dini's brothers and two years later moved the saloon to 7th and Broadway. Rather than chop up the polished wooden bar and reassemble it, they put it on dollies and rolled it out onto Market Street. The newly renamed McDini's went on to become famous for its thin-sliced corned beef sandwiches heaped on rye bread. An even longer tenant was the Hotel Lester that greeted its first guests on the second floor in 1915 and stayed until 1984.

50.

Broker's Building

410 Market Street at northeast corner of 4th Avenue

This is the site of John Pierre Backesto's second San Diego real estate venture where Abraham Klauber and Simon Levi moved in 1887 and suffered two quick calamities. The weight of their goods caused the foundation to collapse in their first year here and a fire destroyed the building the following year. When it was rebuilt in 1889 it was called the Broker's Building. Klauber & Levi soldiered on nonetheless and stayed until 1903. A third floor was seamlessly added in 1909.

51.
Golden West Hotel at northwest corner of G Street
720 4th Avenue

This is another of John D. Spreckels' projects, completed in 1913.

TURN LEFT ON G STREET.

52.
Ralph's
101 G Street at southeast corner of 1st Avenue

Ralph's is the oldest supermarket chain west of the Mississippi River. George Albert Ralphs was a bricklayer when a hunting accident shattered his left arm at the age of 22 and forced him to find work in a small grocery store. With his brother Walter, Ralph Bros. Grocers opened their first grocery store in a 112-foot by 65-foot building in downtown Los Angeles in 1872.

TURN RIGHT ON 1ST AVENUE. TURN LEFT ON F STREET.

53.
Panama Hotel/Senator Building
105 West F Street at southwest corner of 1st Avenue

This building that looks like it snuck out of the Gaslight Quarter is a 1913 creation of architect David H. Holmes. It began life as the Panama Hotel but through the years you could check in here to the Hotel Juleff when Allie Juleff, manager of the Metropolitan Hotel on West Broadway, took over the operation, and the Senator Hotel. Its prominent modillion-block cornice gives the building a vague castle-like appearance.

54.
The Jacob Weinberger United States Courthouse
325 West F Street at southwest corner of Front Street

Few towns were looking forward to the opening of the Panama Canal more than San Diego where visions of an international trade bonanza danced in the heads of civic leaders. A suitably impressive U.S. Post Office and Customs House was needed and this four-story government building fit the bill when completed in 1913. James Knox Taylor, Supervising Architect of the

U.S. Treasury Department, blended Classical Revival and Spanish Colonial Revival styles to honor the town's heritage and announce its American ambitions. The portico, with its grand Ionic order colonnade, stands as San Diego's only surviving Classical Revival facade. Over the years the facility has been renovated to serve as courtrooms and office space.

55.
Metropolitan Correctional Center
808 Union Street at northwest corner of West F Street

This is what a downtown prison looks like, 1970s style. The 23-story federal prison can house 1,300 inmates, both male and female. Patty Hearst was interred here for a time.

TURN RIGHT ON FRONT STREET AND WALK UP TO BROADWAY. TURN RIGHT, HEADING EAST.

56.
Sofia Hotel
150 Broadway

This four-tower hotel traces its roots back to a stage coach company, the Limited Imperial Valley Stage Line. By the 1920s it was evident that the demand for horse-drawn travel was not coming back and the company, now known as Pickwick Stage Lines, expanded into the hotel business; it would shortly join the pack of transportation companies that would form the Greyhound Corporation. The Pickwick Hotel opened in 1927 and was a hit immediately so two more towers were added the next year to bring the number of rooms to 230. That same year the corporation purchased a radio station and set up broadcasting facilities in the hotel. In 1933 KGB, "The Voice of Sunny San Diego," hired a young announcer who was still a student at San Diego State University, Arthur Gordon Linkletter. Art Linkletter would get his own show, become program director and eventually station manager within a few years before heading off to be one of the most beloved television hosts in history. The hotel stumbled after the 1950s but has recently been renovated while retaining the City's only Neo-Gothic exterior.

57.

Spreckels Theater

121 Broadway

When money man John D. Spreckels set out to build “the first modern commercial playhouse west of the Mississippi” in 1912 he had celebrated architect Harrison Albright include a number of symbolic touches for the six-story, classically inspired theater building. It would open in 1912, timed to correspond with the unveiling of the Panama Canal. The theater had exactly 1,915 seats because that was the date the Panama-California Exposition was scheduled to be staged in San Diego. The stage at the center of the Baroque-designed interior is 82 feet x 58 feet, and was one of the largest stages ever constructed. Jack Dodge, who managed the theater for its first 17 years, negotiated a unique lease - if there was no net profit during the year then nothing was due on the rent. Spreckels never seemed to mind as long as the shows were top shelf.

CONTINUE ON BROADWAY TO THE
TOUR STARTING POINT IN HORTON
PLAZA.

Look Up,

San Diego - ★ Old Town



A Walking Tour of San Diego - Old Town...

Old Town San Diego lays claim as the birthplace of California by merit of Franciscan Friar Junipero Serra's mission established in 1769. It was the first of 21 permanent Spanish missions and by the 1790s it was the largest. The area's defensive position was established on Presidio Hill and the town grew up around its base.

Under Mexican rule after 1821, the tiny community gained the status of El Pueblo de San Diego. When Richard Henry Dana published his account of his life at sea in *Two Years Before the Mast* he described his stop at the port of San Diego in 1835 thusly: "about forty dark brown looking huts...and three or four larger ones, white-washed."

When California became a part of the United States in 1850 San Diego, with a population of 650, was incorporated as a city and named the county seat of the newly established San Diego County. Still, most visitors moved on up the coast when sailing around Cape Horn and South America. By 1860 the population was only 731.

More ominous for the community was the establishment of "New Town" San Diego four miles to the south and closer to the harbor. The exodus from "Old Town" was so complete that in 1871, government records were moved to a new county courthouse in New Town. The following year a fire crippled what was left of original San Diego. By the 1880s there was no more New Town - it was just San Diego.

Long forgotten Old Town San Diego became an historic park in 1968. Three original adobes were restored and other structures rebuilt. Many are now home to cultural museums, shops and restaurants. Our walking tour of the birthplace of San Diego will begin on the town square that, in the Spanish tradition, was at the center of commercial and social life...

1.

**Robinson-Rose House
west end of Old Town Plaza**

James W. Robinson arrived in San Diego in 1850 from Texas to practice law. During the seven years before he died in October 1857 at the age of 57 Robinson would be the town's most prominent personality with his fingerprints on politics, business, transportation and anything else important in San Diego. His two-story adobe housed not only his family and his law practice but offices for the San Diego and Gila Railroad and the *San Diego Herald* as well. After his death businessman Louis Rose, who came with Robinson from Texas, bought the building as a home. A fire in 1874 left the adobe uninhabitable and the building today, serving as a visitor center, is a replica structure. It is said to be haunted with unexplained electrical happenings - it could be related to the discovery 35 years after his death that James Robinson had a secret family back in Ohio that he abandoned when he was in his early twenties and never spoke of again.

WALK ACROSS INTO THE OLD TOWN PLAZA.

2.

**First Flag Monument
Old Town Plaza**

With California as a prize in the Mexican-American War, Stephen Clegg Rowan was executive officer of the *USS Cyane*, a single-masted naval sloop that sailed into the port of San Diego on July 29, 1846. Rowan led a platoon of marines on a five-mile march to Old Town Plaza and planted the first United States flag in Southern California here.

WITH YOUR BACK TO THE ROBINSON-ROSE HOUSE, WALK DOWN THE RIGHT (SOUTH) SIDE OF THE OLD TOWN PLAZA.

3.

**Casa de Machado y Silva
San Diego Avenue, south side of Old Town Plaza**

This long, low-slung building began life as a small adobe home constructed by Jose de Machado y Silva in the early 1840s. It grew and

was operated as a restaurant for a spell, staying in the family for 100 years. In the past seventy years it has done duty as a church, saloon, art studio, retail shop and is currently operated as a house museum.

4.

**Racine and Laramie Store
San Diego Avenue, south side of Old Town Plaza**

Alexi Racine and Charles Laramie were Canadians who started selling tobacco products here in 1869. Juan Rodriguez constructed the building as a home on land he received from the Mexican government for military service in the 1830s. It burned with most of the town in 1872 and this is a 1970s reconstruction.

5.

**Colorado House
San Diego Avenue, south side of Old Town Plaza**

This two-story frame structure opened as a hotel in 1851 but was primarily commercial space until it burned in 1872. In 1993 Wells Fargo & Company rebuilt the wooden building and operated a museum here for awhile.

6.

**First San Diego Courthouse
San Diego Avenue, south side of Old Town Plaza**

This was the first building in San Diego assembled with kiln-fired bricks, completed in 1847. Until it burned 25 years later, the small brick structure served the community as a town hall, schoolroom and courthouse. It was reconstructed in 1992.

TURN RIGHT AND WALK A FEW STEPS DOWN MASON STREET.

7.

**Mason Street School
Mason Street, south of San Diego Avenue**

The first classes in San Diego were convened in private homes. That ended in 1865 with the construction of this one-room schoolhouse which handled students from the ages of 4 to 17. By 1872 more space was needed and a new two-story school appeared. San Diego's first

public school building was carted away for use as a residence and then a tamale factory. It escaped demolition in 1946 and was brought back to its original location here.

RETRACE YOUR STEPS TO OLD TOWN PLAZA AND TURN RIGHT AT SAN DIEGO AVENUE.

8.

Casa de Estudillo

east end of Old Town Plaza at Mason Street

This expansive U-shaped adobe at the center of town dates to 1829, constructed by Captain Jose Maria de Estudillo who commanded the San Diego presidio. The walls range in thickness from three to five feet, the better to support massive beams. The Estudillos stayed until 1887 and the town showcase was restored in 1910 by John Spreckels of the Pacific sugar fortune who, when he died in 1926 at the age of 72, would be eulogized as “one of America’s few great Empire Builders who invested millions to turn a struggling, bankrupt village into the beautiful and cosmopolitan city San Diego is today.”

9.

Altamirano-Pedrorena House

2616 San Diego Avenue

This was the last adobe built in Old Town and represents two of pioneer California’s most powerful families. Miguel de Pedrorena, was a Spanish ship agent who came to San Diego in 1842 and married into the Estudillo family. He became a merchant and represented the San Diego area in the California State Constitutional Convention in 1849. His son, Miguel de Pedrorena, Jr., pieced together this home in 1869 and then gave the building to his sister, Isabel de Altamirano. Her father-in-law, Jose Antonio Altamarino, was an influential mining magnate and cattle rancher in Mexico and Southern California.

10.

San Diego Union Museum

2602 San Diego Avenue

Miguel de Pedrorena also owned this property and in 1851 he had this single-story wood frame structure prefabricated in Maine and shipped around South America to stand here. In 1868 the first editions of the first newspaper in Southern

California, the *San Diego Union*, were printed here. The *Union* is still in existence, publishing as the senior member in the *San Diego Union-Tribune* partnership that began in 1992.

11.

Immaculate Conception Church

2540 San Diego Avenue

This was the first church to be constructed in California that was not part of the historic Spanish mission system. Thaddeus Amat, the Bishop of Monterey, placed the cornerstone in the ground in July 1868, just as the population of Old Town was beginning to shift south to “New Town.” So many people were leaving that construction was halted with the brick walls already having risen to twenty feet. It was not until 1914 that the walls were taken down, the bricks cleaned and reassembled into the present sanctuary. The church that had been planned for in 1848 was finally dedicated on July 16, 1919.

12.

Whaley House

2482 San Diego Avenue at southeast corner of Harney Street

New York-born Thomas Whaley was on the first ship to sail west, the *Sutton*, for the California Gold Rush in 1849. By 1851 he was peddling cargo from ships up and down the California coast but San Diego grabbed him and he stayed to erect the first two-story brick structure in Southern California. To build it he had to establish San Diego’s first brickyard.

TURN ON HARNEY STREET, WALKING PAST THE WHALEY HOUSE, HEADING NORTH. CROSS JUAN STREET AND TURN RIGHT INTO HERITAGE PARK.

13.

Heritage Park

While downtown San Diego was able to reuse and save some of its 19th century commercial buildings in the Gaslamp Quarter there wasn’t as much patience for aging Victorian wooden homes. Hundreds were bulldozed to make way for an expanding modernized city. Seven, however, were rescued and hauled to this county park and restored, preserving the history of San Diego’s Victorian architecture.

14.

Temple Beth Israel
head of Heritage Park Row

Congregation Beth Israel is San Diego's largest and oldest Jewish congregation, tracing its roots to 1861. This wooden frame temple was erected in 1889 at Second Avenue and Beech Street and is one of the oldest synagogue buildings west of the Mississippi River. The price tag was \$3,500. It was used by the congregation until 1926 when it was abandoned for a much-needed larger facility.

15.

Senis Cottage
2450 Heritage Park Row

This gabled vernacular cottage was typical of a late 19th century San Diego working class home. Eugene Senlis worked for Kate Sessions, who earned the title of "Mother of Balboa Park" when she orchestrated an arrangement to plant 100 trees every year in exchange for 32 acres of parkland on which to operate her nursery. Sessions grew trees from seeds imported from Europe and South America, some of which are still growing on Old Town Plaza.

16.

Sherman-Gilbert House
2454 Heritage Park Row

John Sherman, a cousin of Union General William Tecumseh Sherman and United States Senator John Sherman, known as the "Ohio Icicle," built this house for \$20,000 in the fall of 1887. The striking Stick Style design was provided by Nelson Comstock and Carl Trotsche who were responsible for many of San Diego's finest Victorian buildings. Sherman sold the property after only 18 months and in 1897 it was acquired by Augusta Gilbert, widow of lumber baron Alfred H. Gilbert. The Gilberts were active in the Amphion Club which brought renowned musicians and artists to San Diego and many performed in the home including Russian dancer Anna Pavlova, humorist Will Rogers and classical pianist Arthur Rubinstein. Moved here in 1971, the Sherman-Gilbert House boasts the only authentic widow's walk in San Diego.

17.

Bushyhead House
2460 Heritage Park Row

A Tennessee-born Cherokee Indian, Edward Wilkerson Bushyhead came west in the California Gold Rush when he was 18 years old in 1850. He had learned the printing trade in the Cherokee Nation which served him well when mining did not pan out. In 1868 Bushyhead arrived in San Diego with printing equipment in tow and started the *San Diego Union* with William Jeff Gatewood. The popular "Ned" Bushyhead served as deputy sheriff of San Diego County for about ten years and he built this Italianate-flavored home on the corner of Cedar and Third streets. After his death in 1907 his body was returned to Indian Territory in modern-day Oklahoma.

18.

Burton House
2465 Heritage Park Row

Henry Guild Burton was born in Vermont in 1846 and received his medical training in New York City. He received an appointment by President Ulysses S. Grant as a first lieutenant and assistant army surgeon in 1876 and rose to the rank of captain by the time he was transferred to the San Diego Barracks on account of his frail health in 1890. He retired in 1892 to private practice and constructed this classically-inspired, sparsely-decorated home in 1893 at the corner of Grape Street and Third Avenue.

19.

Christian House
2470 Heritage Park Row

This exuberant Queen Anne home from 1889 exhibits many of the hallmarks of the popular picturesque Victorian style including asymmetrical massing, wraparound porch, corner turret and the use of varied textures in building materials. Harfield Timberlake Christian, who started a San Diego title company, built the house on Cedar Street when he was 36 years old.

20.

McConaughy House
2490 Heritage Park Row

John McConaughy established the first passenger and freight service between San Diego and Julian using horse-drawn transport. He

constructed this two-story Victorian residence on the corner of Cedar and Union streets in 1887. It was later purchased by the Keating family who had owned one of the 19th century's largest farm equipment companies back in Kansas. George Keating moved to San Diego in 1886 but died two years later.

WALK BACK DOWN THE HILL TO HARNEY STREET AND TURN LEFT. TURN RIGHT ON JUAN STREET.

21.

Mormon Battalion Historic Site

2510 Juan Street at northwest corner of Harney Street

In the 1840s the Church of Jesus Christ of Latter-day Saints was lobbying the United States government for assistance in their migration to the Rocky Mountains to escape religious persecution. When President James K. Polk requested a battalion of 500 volunteers to fight in the Mexican War, Mormon leader Brigham Young saw this as a public relations opportunity for the church, demonstrating evidence of its loyalty to the United States. So in July 1846 the only religiously-based unit in American military history set out from Council Bluffs, Iowa to join the bloody fray. When they arrived in San Diego 1,900 miles later the unit, along with 32 women, had completed the longest military march ever. The battalion helped westward expansion but its only action came in Arizona in an affair known as the Battle of the Bulls. A startled herd of cattle rushed the wagon train, wounding two men. In retaliation the Mormons opened fire on the stampeding bulls, slaying ten to fifteen of the bovine enemy.

TURN LEFT ON TWIGGS STREET.

22.

Old Town Theatre

4040 Twiggs Street at northwest corner of Calhoun Street

This restored 248-seat playhouse is home of the Cygnet Theatre Company, founded in 2003 and named for England's Swan Theatre which was a competitor of William Shakespeare's Globe Theatre. The Globe has been recreated in Balboa Park several miles away.

TURN RIGHT ON CALHOUN STREET.

23.

Seeley Stable Museum

2630 Calhoun Street

This is a 1970s reconstruction of the stables Albert Seeley built for his stage line between San Diego and Los Angeles. The original barn was raised in 1869 and demolished in the 1920s. The Seeley stagecoach operation lasted until the railroads came in 1887. Now a museum, the barn displays the area's finest collection of 19th century work vehicles.

24.

Cosmopolitan Hotel

2660 Calhoun Street at southeastern corner of Mason Street

The core of this house was built in the late 1820s by Juan Bandini who would hold a number of political offices through the years in San Diego. After financial reversals the crumbling U-shaped adobe was sold to Alfred Seeley for his stage line to Los Angeles, in 1869. Seeley added a second floor and opened the Cosmopolitan Hotel. The building looks much as it did then, having served many masters in the interim including duty as a pickle factory, a store and a restaurant.

25.

Johnson House

northeast corner of Calhoun Mason streets

George Alonzo Johnson operated a steamboat on the Colorado River and ran cattle on a ranch twenty miles from San Diego. He also represented San Diego in the California State Assembly. He constructed this small frame building as a town house for his family in 1869; after losing the ranch in 1880 Johnson moved here full time.

26.

La Casa de Alvarado

Calhoun Street, north side of Old Town Plaza

Francisco Maria Alvarado built a single story adobe here in the early 1830s which he later subdivided for local businesses. You are looking at a 1987 reconstruction by the State of California.

WALK A FEW MORE STEPS TO THE TOUR STARTING POINT AT THE WEST END OF OLD TOWN PLAZA.

Look Up,

San Francisco - Chinatown



A Walking Tour of San Francisco - Chinatown...

San Francisco's Chinatown, with a start date of 1848, is the oldest Chinatown in North America and the largest Chinese community outside Asia. Chinatown is the most densely populated neighborhood in the city and its streets and narrow alleys are a tightly packed menagerie of buildings with small stores selling everything from groceries to souvenirs. Chinatown retains its customs, languages, places of worship, social clubs, and identity. It has developed its own government and carries on as a "city-within-a-city."

While San Francisco today might seem unimaginable without Chinatown, its residents were forced to fight for the ground several times since its foundation. In the wake of rampant unemployment in the wake of the Panic of 1873 racial tensions in San Francisco flared into full-blown race riots. In response to the violence, the Consolidated Chinese Benevolent Association or the Chinese Six Companies was created as a means of providing the community with a unified voice. One of their first battles was over immigration quotas when the United States government passed the Chinese Exclusion Act of 1882, the first of several odious laws targeting the Chinese.

In the rebuilding effort after the 1906 Earthquake city officials saw an opportunity to ship the Chinese to the southern fringes of the city. The Chinese Six Companies thwarted the plan, mostly by agreeing to transform the neighborhood into a westernized tourist attraction. It is that vision of Chinatown that endures today.

Chinatown has captured the popular imagination. Bruce Lee was born here; chop suey was popularized here; Humphrey Bogart solved the intricacies of the *Maltese Falcon* here. Our walking tour of Chinatown will find temples, fortune cookies and several buildings by one of the most famous women architects in America and it will all start in an open space oft times referred to as "the Heart of Chinatown"...

1.
Portsmouth Square
bounded by Kearny Street on the east,
Washington Street on the north, Clay Street on
the south, and Walter Lum Place on the west

Portsmouth Square could easily be called the “Square of Firsts;” instead it carries the name of the warship the *USS Portsmouth*, commanded by Captain John Berrien Montgomery during the Mexican-American War. The plaza was the first public square established in the early 19th century in the Mexican community of Yerba Buena, whose name was changed to San Francisco in 1847. Montgomery first raised the American flag near the Mexican adobe custom house on the plaza on July 9, 1846. The community’s first public school building was erected on the southwest corner of the plaza in 1847 where religious services and many public meetings were held. The Clay Street Hill Railroad Company launched the world’s first cable-propelled street cars here in 1873. And so on. Markers remember these and other events and there is a monument to author Robert Louis Stevenson who spent many an hour in the park during a visit in 1879. Portsmouth Square sits atop a four-level underground parking garage.

WALK OVER TO THE NORTH SIDE
OF THE SQUARE AT WASHINGTON
STREET.

2.
Buddha’s Universal Church
720 Washington Street

This is the largest Buddhist church in the United States and home to the largest congregation in the City. Dedicated in 1963, the church was constructed on the site of a former night club with concrete, steel, marble and wood and then filled with images of the Buddha formed in gold leaf and mosaic tiles.

TURN LEFT AND WALK UP WASH-
INGTON STREET.

3.
**Chinese Telephone Exchange Company/
United Commercial Bank**
843 Washington Street

In the 1890s the Chinese Telephone Exchange Company became the only foreign language

telephone exchange in the United States. A small switchboard was set up here to implement the telephone system, fraught with special challenges for the operators. In Chinese custom it was considered rude to refer to people by numbers so the operators were required to know each of the 2,000 subscribers by name to route calls. And since many had the same name, the operators had to memorize residences and occupations to make the correct connections. On top of that, it was necessary to speak five different dialects of Chinese and know English as well. The Chinatown Telephone Exchange, “China-5,” was destroyed in the 1906 earthquake and rebuilt in blue, gold and vibrant red in 1909. The exchange operated until 1949 when rotary dial telephones were introduced. The building was restored by the Bank of Canton in 1960 and has spent the past half-century doing duty as a bank.

CONTINUE ACROSS GRANT AVENUE
AND TURN RIGHT TO WALK INTO
TINY ROSS ALLEY.

4.
Golden Gate Fortune Cookie Factory
56 Ross Alley

This is the only place in San Francisco where fortune cookies are still made by hand the old-fashioned way, as they have been here since 1962. Two ladies turn out 20,000 fortune cookies a day from motorized circular griddles. A bag of 40 runs \$3 and if you want to snap a photograph of the operation you are politely asked for 50 cents.

RETURN TO WASHINGTON STREET
AND TURN RIGHT, CONTINUING A-
CROSS STOCKTON STREET.

5.
Gum Moon Women’s Residence
940 Washington Street

So many Chinese men came to America to supply cheap labor in the 1850s that the ratio of Chinese men to Chinese women in San Francisco was one female per 1,685 men. Unscrupulous businessmen saw a moneymaking opportunity in the Chinese community and recruited women from China, promising marriage to wealthy American merchants. Others abducted guileless Chinese women. Either way, an easy life was

not awaiting these women in America. It is estimated that prostitution employed 90% of all Chinese females who lived in San Francisco in the 1870s. In response, the first Methodist mission for the Chinese was started in 1868 by Reverend Otis Gibson at 916 Washington Street. He painted his doorbell white so it would be easy to find for those in distress. On October 29, 1870 Gibson and his wife formed the Women's Missionary Society of the Pacific Coast to work among the slave girls in Chinatown. In 1893, they were able to buy their own home known as the Oriental Home and School next door at 912 Washington. After the Earthquake of 1906, celebrated architect Julia Morgan designed this brick building for the mission. In the 1930s the Oriental Home and School was renamed Gum Moon, literally translating from Cantonese as the "Golden Door." It continues to serve as a refuge for women today.

WALK BACK DOWN WASHINGTON STREET TO STOCKTON STREET AND TURN RIGHT.

**6.
Presbyterian Church in Chinatown
925 Stockton Street**

Founded in 1853, the Presbyterian Church in Chinatown is the oldest Asian American Christian congregation in North America. Designated a "foreign mission" by the Presbyterian denomination, the church opened its doors on November 6, 1853 with four members under the leadership of the Reverend Dr. William Speer. The church supports three congregations - Mandarin, Cantonese and English.

**7.
Kong Chow Temple
855 Stockton Street at southwest corner of
Washington Street**

The traditional Oriental trappings that once graced this facade have been stripped away making the building appear more like the Chinatown Post Office that operates here but inside the red, green and gold altars are among the most colorful in the City. This Taoist temple was founded in 1857.

**8.
Chinese Consolidated Benevolent Association
843 Stockton Street**

The Chinese Consolidated Benevolent Association was a name given to organizations formed in the 19th century in cities with large Chinese populations to help navigate everyday American life. That could take the form of internal dispute resolution, battling anti-Chinese laws or easing the process of coming to America or returning to China. In San Francisco, the town with the largest Chinese population, the association formed in the 1880s, known as the Six Companies, consisting of the six most important Chinese district associations of California at that time: the Sam Yup Company, Yeong Wo Company, Kong Chow Company, Ning Yung Company, Hop Wo Company, and Yan Wo Company.

**9.
Dr. Sun Yat-Sen Memorial Hall of San
Francisco
836 Stockton Street**

The Kuomintang, the dominant political party of the Republic of China, maintains offices in some of the Chinatowns of the world. Its United States party headquarters are located here in a white building named in honor of Sun Yat-sen, the Chinese revolutionary and first president and founding father of the Republic of China. Sun played an instrumental role in the overthrow of the Qing dynasty during the Xinhai Revolution. Emblazoned in traditional characters on the front of the building are the words "Chinese Kuomintang U.S. Branch."

**WALK BACK TO CLAY STREET AND
TURN LEFT, HEADING UP THE HILL.**

**10.
Chinese Historical Society of America
Museum
965 Clay Street**

This is the oldest and largest archive and history center documenting the Chinese American experience in the United States. The organization now operates out of the former YWCA Building, constructed in 1932 on plans drawn by Julia Morgan, the creator of Hearst Castle. Morgan's affiliation with the William Randolph Hearst

family brought her a connection to the YWCA and she designed buildings for the organization and other women's groups throughout California and across the Southwest. A San Francisco native, Morgan was the first woman to graduate with an architecture degree from the famous École des Beaux-Arts in Paris, France. In her long career Julia Morgan designed over 700 buildings and in 2008 she was inducted into the California Hall of Fame.

TURN LEFT INTO JOICE STREET IN FRONT OF THE OLD YWCA AND WALK THROUGH THE NARROW ALLEY TO SACRAMENTO STREET AND TURN LEFT.

11.
Donaldina Cameron House
920 Sacramento Street

The Presbyterian Church established a mission for the town's Chinese immigrants in 1874. The rebuilt mission house was one of four Chinatown buildings conceived by Julia Morgan. Here she fashioned the Mission Home from firebrick salvaged from the ruins of the original structure. In 1942 it was named in honor of Donaldina Camero, a church missionary who spent 39 years here rescuing and educating an estimated 3,000 Chinese girls from enforced slavery.

WALK DOWN THE HILL TO STOCKTON STREET AND TURN RIGHT.

12.
Stockton Street Tunnel

The Stockton Street Tunnel carries its namesake street underneath a section of Nob Hill for about three blocks. San Francisco's many hills, while fostering the city's legendary scenic views, proved a hindrance to traffic in the new age of the automobile. To level the grades for the horseless carriages city planners began to look underground. The Stockton Tunnel was the first, conceived in 1910 by Hartland Law as "The Open Door to North Beach." Not that all the residents of the isolated and heretofore rural North Beach were looking for an open door to their community. The project was tied up in law suits for several years but ground was broken in June of 1913 and six months later work was

complete. The final price tag included \$450,000 for the tunnel and \$195,000 to settle damage suits. The tunnel is 911 feet long, 50 feet wide, and arched to a height of 19 feet.

WALK THROUGH ONE OF THE PEDESTRIAN PORTALS AND UP TO STOCKTON STREET ABOVE THE TUNNEL. CONTINUE DOWN TO CALIFORNIA STREET.

13.
Metropolitan Life Building
600 Stockton Street at southeast corner of California Street

The New York architecture firm of Napoleon LeBrun and Sons (it was the sons Pierre and Michael designing, the celebrated LeBrun had died in 1901) conceived this Neoclassical building in 1908. Faced in white terra cotta it was built in five stages over a period of forty-four years for the Metropolitan Life Insurance Company. The original wing is the one on Stockton Street and is now the main entrance to a Ritz Carlton Hotel which occupies the entire structure. The splendid tableau in the triangular pediment supported by fluted Ionic columns was created by sculptor Haig Patigan who graced San Francisco and Oakland with many public works before his death in 1950 at the age of 74. A pediment was often found on financial buildings, suggesting stability, strength and wealth.

TURN LEFT ON CALIFORNIA STREET AND WALK DOWN TO GRANT AVENUE.

14.
Sing Chong Building
601 Grant Avenue at northwest corner of California Avenue

This ornamented corner landmark was the first building constructed in Chinatown after the city-wide destruction caused by the earthquake and fire of 1906. The Sing Chong Building helped set a standard for the colorful "Oriental" style of architecture seen in Chinatown a century later. It was not whimsy nor a longing for Old World familiarity - Chinese merchants and landowners were aware of grumblings after the earthquake to move Chinatown off to the remote

southern edge of town so they set out to make their neighborhood a vibrant tourist attraction with buildings like this. Thomas Paterson Ross sketched out the design; he was one of the busiest architects in San Francisco after the earthquake and is credited with over 200 buildings during his career.

15.
Old Saint Mary's Cathedral
660 California Street at northeast corner of Grant Avenue

Old Saint Mary's was built in 1854 as the first cathedral of the Archdiocese of San Francisco. Chinese laborers did the work and brick was shipped from the East Coast around Cape Horn; granite was imported from China. It was used as a cathedral until 1891 when it became a parish church. Old St. Mary's survived the 1906 San Francisco earthquake, only to be gutted a day later by the resulting fires. The blaze was so hot it melted the church bells and marble altar. All that was left was the exterior brick walls and the bell tower. The renovation of the church was completed in 1909.

THE CEREMONIAL GATES TO CHINATOWN ARE TWO BLOCKS SOUTH ON GRANT AVENUE AT BUSH STREET, DOWN A STEEP HILL. IF YOU WANT TO SEE THEM TURN RIGHT AND RETURN HERE TO CONTINUE THE TOUR. IF YOU TAKE A PASS ON THE GATES, TURN LEFT AND WALK NORTH ON GRANT AVENUE.

16.
Gateway Arch
Grant Avenue at Bush Street

Crafted in the image of ceremonial gates at traditional Chinese villages, the Gateway was designed by Clayton Lee, Melvin H. Lee and Joe Yee in 1970. Unlike similar structures which usually stand on wooden pillars, this iconic symbol conforms to Chinese gateway standards using stone from base to top and green-tiled roofs in addition to wood as basic building materials. The gate is adorned with sculptures of fish and dragons and is flanked by two large lion statues. The gate has three passageways. The large, central one is meant for dignitaries while the two smaller

passageways are meant for the common people.

IF YOU HAVE COME DOWN TO THE GATES, TURN AND RETRACE YOUR STEPS BACK UP GRANT AVENUE.

17.
Bank of America
701 Grant Avenue at northwest corner of Sacramento Street

America's largest bank crafted this branch in a traditional Chinese style. The building is decorated with gold dragons on its front columns and doors, along with 60 dragon medallions on its facade.

TURN RIGHT ON SACRAMENTO STREET.

18.
Nam Kue Chinese School
755 Sacramento Street

The first wave of Chinese immigration to San Francisco in the 1800s was childless but by the early 1900s children were no longer a rarity in Chinatown. Chinese language schools began forming, operating in the afternoons after English schools let out and on the weekends. In addition to teaching traditional Chinese customs, students were drilled in the practice of Chinese calligraphy and taught to read and compose Chinese essays. One of the longest surviving schools preserving Chinese culture is the Nam Kue Chinese School, founded in 1919 by the Nam Hoy Fook Yum Benevolent Society. The people of Nam Foy had started the non-profit family service organization back in 1855, with education being a priority. The building dates to 1925 and still hosts classes for over 800 students.

TURN AND WALK BACK UP SACRAMENTO STREET, ACROSS GRANT AVENUE. TURN RIGHT ON WAVERLY PLACE.

19.
Chinese Baptist Church
15 Waverly Place

Waverly Place is known as the "street of painted balconies" and boasts three temples among its treasures. This is the first Baptist church in

San Francisco, organized on October 3, 1880 when the congregation met in rented quarters on Washington Street across from Portsmouth Square. The first church was constructed here in 1888 and this post-earthquake structure dates to 1908.

20.

Norras Temple

109 Waverly Place

Named after Tibet's Norras Buddhist Temple, this is the oldest Buddhist temple in California. On alternate Sundays, monks perform their religious observances, and those who maintain a respectful attitude are welcome to attend. The altar is crafted from wood and the temple is adorned with symbols from Tibetan Buddhism.

21.

Tien Hau Temple

125 Waverly Place

The oldest of the Waverly Place temples is Tien Hau that was founded in 1852. The temple is consecrated to the goddess T'ien Hau, worshiped as the guardian angel of fishermen, seafarers, and women in distress. The building was erected in 1911 and each floor has acquired a completely different look over the past century. The temple is on the top floor, typical of Chinatown temples since the upper level is closest to heaven.

TURN RIGHT ON WASHINGTON STREET AND WALK DOWN THE HILL TO THE TOUR STARTING POINT IN PORTSMOUTH SQUARE, A LITTLE MORE THAN ONE BLOCK AWAY.

Look Up,

San Francisco - Civic Center



A Walking Tour of San Francisco - Civic Center...

In 1906, a devastating earthquake and subsequent fires decimated San Francisco, destroying more than 28,000 buildings, including the landmark City Hall which had been conceived in 1872 and not fully completed until 1899. To rebuild, city planners embraced the City Beautiful Movement then in vogue that advocated the construction of monumental, classically inspired buildings. Advocates of the philosophy believed that such beautification could promote moral and civic virtue among increasingly diverse populations and create a harmonious social order that would better the quality of life.

To design its City Beautiful plan San Francisco went right to the source - Daniel Burnham of Chicago. Burnham planned and executed the successful World Columbian Exposition in 1893. With a rebuilt City Hall as its centerpiece the Civic Center would gather the San Francisco's major government and cultural institutions in orderly, symmetrical buildings grouped around open plazas.

It would take three decades for the original plan for the Civic Center to be fully realized. When it was complete, San Francisco boasted one of the most successful renderings of the City Beautiful Movement in the United States. The San Francisco Civic Center was designated a National Historic Landmark in 1987. If you were strolling through the Civic Center 75 years ago you would recognize most of it today so let's get our tour started and take a look...

1.

San Francisco City Hall

1 Polk Street between McAllister and Grove streets

Dominated by an ornate dome that is the fifth largest in the world - 19 feet higher than the dome capping the United States Capitol, City Hall has been the centerpiece of Civic Center since its completion in 1915. Its predecessor, crumbled in the 1906 Earthquake and Fire, had actually been a much larger structure. More than 25 years in the making, that City Hall had stood for only seven years. Arthur Brown, Jr. drew up the plans for this Neoclassical landmark, meticulously accounting for every detail, down to the design of the doorknobs and the fonts on the interior signage. The landmark dome, drawing influences from iconic European domes, was constructed on a steel frame, sheeted with copper, coated in lead and given gold highlights. Granite from Madera County was used to face the exterior and Indiana sandstone was employed for the interior spaces. The sculpture group in granite enclosed by the pediment was the work of Henri Crenier, the largest commission in his distinguished career. The female "San Francisco" beckons commerce and navigation.

FACING CITY HALL, TURN RIGHT AND WALK OVER TO MCALLISTER STREET. TURN LEFT.

2.

San Francisco Superior Court

400 McAllister Street at northwest corner of Polk Street

Flanking City Hall to the north, this building houses the San Francisco Superior Court. It is a 1990s creation that came with a price tag of \$45 million.

CONTINUE TO VAN NESS AVENUE AND TURN LEFT.

3.

War Memorial Veterans Building

southwest corner of Van Ness Avenue and McAllister Street

A proposal for a cultural center in the vicinity of the new City Hall was first floated in 1918 and in 1920 it was decided to merge the effort with

the work of campaigners for a memorial to the veterans of the recently ended World War I. With a \$2 million kitty raised by public subscription, land was acquired here starting in 1921 (twice that amount would eventually be needed). A blue ribbon panel of *Who's Who* in San Francisco architecture selected twin monumental buildings planned by Arthur Brown, Jr., in tandem with G. Albert Lansburgh. The cornerstone was laid on Armistice Day, November 11, 1931 and dedication of the French Renaissance memorial building took place ten months later. Rising from a granite foundation, the exterior terra cotta walls have been scored to simulate stone blocks. The first floor of the Veterans Building boasts a grand main lobby providing access to the three-story, 916-seat Herbst Theatre. Corridors encircle the auditorium on each floor and open into offices and meeting rooms used for veteran affairs on the outer sides. The fourth floor is similarly organized around a central two-story, sky-lit sculpture court, likewise surrounded by corridors which open into perimeter exhibit and gallery spaces.

4.

War Memorial Opera House

northwest corner of Van Ness Avenue and Grove Street

The Opera House was designed to be an identical twin to the War Memorial Veterans Building and it opened a year later with its premiere performance on October 15, 1932. The two buildings, each the exact same size, are linked by a formal courtyard enclosed by blue and gold painted ornamental iron fencing. The Opera House was constructed with carriage entrances on the side and a penthouse above the roof in the back for stage equipment but those are the only exterior differences of note to distinguish the two buildings. The landmarks are considered to be the last grand Beaux Arts structures completed in the United States.

5.

Davies Symphony Hall

southwest corner of Grove Street and Van Ness Avenue

Louise M. Davies Symphony Hall opened in 1980 as the permanent home of the San Francisco Symphony. Designed by Skidmore, Owings & Merrill and Pietro Belluschi along

with acoustical consultants Bolt, Beranek and Newman, the hall boasts a “cloud” of movable convex acrylic reflecting panels over the stage that enables the acoustic space to be adjusted to suit the size of the orchestra and audience. The elegant space came with a price tag of \$28 million. Henry Spencer Moore, an English artist whose semi-abstract monumental bronze sculptures are located around the world as public art, crafted the “Large Four Piece Reclining Figure” at the corner of Grove Street and Van Ness Avenue. By the end of his career in the 1980s Moore, a towering influence on modern art, was the world’s most successful living artist at auction.

6.

**San Francisco Unified School District Building
135 Van Ness Avenue between Hayes and Fell streets**

Architect John Reid Jr. was born in San Francisco and spent his entire 89 years here, save for schooling at UC-Berkeley and the prestigious Ecole de Beaux Arts in Paris, France. He was the brother-in-law of Mayor “Sunny” James Rolph and spent time as City architect which led Reid to design many schools and libraries. This one once carried the name of his predecessor, Newton Tharp. The core of this building was raised in 1910 but the striking Spanish Colonial appearance dates to Reid’s 1926 makeover. Since 1952 the building has done administrative duty.

TURN LEFT ON FELL STREET.

7.

**Naval Hospital Dispensary
50 Fell Street**

San Francisco, headquarters of the Twelfth Naval District, hosted more than 100 bases during World War II. The Navy used this Spanish Revival building as an outpatient clinic.

8.

**Western Furniture Exchange and Merchandise Mart
1355 Market Street, between 9th and 10th streets at Fell and Polk streets**

This block-long, 11-story beast is an Art Deco icon constructed in 1937 with close to a half-million square feet of selling space. The first furniture market in California was held

on Market Street in 1915 in an event known as Western Home Goods Market Week. In 1920, the tenants of a new building on Montgomery Street formed the San Francisco Exchange Association which moved into this space. Capitol Architects supplied the Mayan-inspired Art Deco detailing. The massive building has long been tenant-challenged but has recently lured Twitter into the old mart.

TURN LEFT ON POLK STREET.

9.

**Department of Public Health Building
101 Grove Street at southwest corner of Polk Street**

This U-shaped Italian Renaissance structure of reinforced concrete clad in gray granite joined the Civic Center grid in 1932. The ornamental facades are decorated in two principal horizontal bands above a smooth granite base. The exterior is highlighted by gilded trim and fixtures.

TURN RIGHT ON GROVE STREET.

10.

**Bill Graham Civic Auditorium
Grove Street between Polk and Larkin streets**

Although not on the main fairgrounds of the Panama-Pacific International Exposition, this million-dollar event center was constructed for the World’s Fair in 1915 and is the only original Fair building still standing. John Galen Howard drew up the plans in a monumental Beaux Arts style. Through its nearly 100 years the building has hosted such diverse events as the 1920 Democratic National Convention (newspaper editor James Cox of Ohio was nominated and he and his running mate, Franklin Delano Roosevelt, lost to Warren G. Harding) and professional basketball games for a couple of years in the 1960 when the NBA’s San Francisco Warriors led by Wilt Chamberlain played here. In 1992 the auditorium was re-named to honor legendary rock promoter Bill Graham, who was killed in a helicopter accident the previous year. Born Wolodia Grajonca in Berlin in 1931, Graham was among a group of Jewish orphans who was spirited out of Nazi Germany to America; his mother and three of his five sisters were later murdered. In the 1950s Graham became a champion mambo

dancer New York City. He came to San Francisco in the 1960s and got into the concert promotion business organizing a benefit concert to help raise funds for the San Francisco Mime Troupe.

TURN RIGHT ON LARKIN STREET.
TURN LEFT ON MARKET STREET.

11.

Hotel Whitcomb

1231 Market Street

Architects George Alexander Wright, George Rushforth and Bernard Cahill won the commission for this luxury hotel for the estate of Adolphus Whitcomb, a wealthy lawyer and landowner, in 1910 but the job came with an unusual twist. Before the hotel was going to go into operation the building had to serve as a temporary City Hall so while planning a hotel the architects built a municipal office building. The government stayed until 1915 and an additional \$450,000 was required to prep the building for hotel guests. Today you will find all the flourishes inside expected in an upscale hotel - marble balustrades and columns, ceilings carved from fine wood, Austrian crystal chandeliers and Tiffany stained glass. Guests can twirl on one of the largest parquet dance floors in San Francisco. But souvenirs from its days of civic service remain as well - the hotel administrator's office was once the mayor's office and downstairs are former jail cells now used for storage.

12.

Orpheum Theatre

1192 Market Street at Hyde Street

Born on the Greek island of Andros, Alexander Pantages spent his twenties digging the Panama Canal, boxing in San Francisco and prospecting for gold in the Yukon Territory. He began his career as a show business exhibitor in Dawson City, Yukon as a partner to saloon and brothel-keeper "Klondike Kate" Rockwell, operating a small, but highly successful vaudeville and burlesque theatre, the Orpheum. In 1902, at the age of 27, he was in Seattle opening the Crystal Theater and launching a chain of theaters across the West in Canada and the United States. His go-to architect was B. Marcus Priteca, a Scot, who designed 22 theaters for Pantages and another 128 for other theater owners. Here Priteca created the

Orpheum in 1926 with a facade patterned after a 12th century French cathedral. The building has received periodical makeovers, the latest a \$20 million renovation in 1998.

13.

Strand Theatre

1127 Market Street

The Strand opened on October 27, 1917 as part of the Grauman chain. In the near 100 years since the theater has followed a familiar arc for downtown urban entertainment venues. It enjoyed a burst of great popularity in its infancy and then struggled with the competition from television and the flight to suburbia. It suffered occasional intermissions of vacancy and did duty as a revival house and porn palace. But it has dodged the wrecking ball after its glory days and is currently the target of multi-million dollar renovation, courtesy of San Francisco's American Conservatory Theater.

14.

Renoir Hotel

45 McAllister Street at Jones and Market streets

Esteemed classical architect Albert Pissis created an ornate six-story triangular office building in this space in 1900. The earthquake and fire brought down that structure, called the Callaghan Building, and when it rose again on the same foundations it only went up two stories. In 1927 architect H.A. Minton designed a five-story addition in a complete makeover and the building began life again as the Shaw Hotel, an upscale guest house in the heart of San Francisco's pulsing theater district. Another renovation in the 1990s brought back some of the original Neoclassical flavor and a new name.

15.

Hibernia Bank

1 Jones Street at Market and McAllister streets

This is another classical creation from the pen of Albert Pissis in 1892. It is considered the oldest of the banking temples that proliferated in San Francisco at the turn of the 20th century. Hibernia Bank was founded in 1859 as the Hibernia Savings and Loan Society. It was a branch of Hibernia Bank, in San Francisco's Sunset District, that Symbionese Liberation

Army and Patty Hearst robbed in 1974. The bank disappeared after 129 years in 1988 when it was acquired by Security Pacific which was swallowed four years later by the Bank of America. But there is no bank here now so the original “Hibernia Bank” name remains emblazoned on on the City’s best banking halls.

TURN LEFT ON 7TH STREET. TURN LEFT ON MCALLISTER STREET.

16.

**100 McAllister Street Building/Hastings College of Law
100 McAllister Street**

Are you looking for a good place to invest your money? How about this idea. You sell off a bunch of churches and pool the assets to build one mammoth “superchurch.” And you use the leftover space as a hotel. No booze will served, however; it will be a dry guest house. That was the thinking behind the genesis of this 28-story tower in 1920. The scheme was Walter John Sherman’s and he merged four of the largest Methodist Episcopal congregations in San Francisco to realize a stake of \$800,000. Timothy L. Pflueger, the go-to architect for Art Deco-inspired work in San Francisco was chosen as designer in 1925. Pflueger delivered a Gothic-inspired, 308-foot tower with setbacks at the top that had been pioneered a few years earlier in a contest to design the Tribune Tower in Chicago. There was a Great Hall, a large worship area located within the second, third and fourth floors capable of seating 1,500 churchgoers. Some 500 guest rooms and 32 tower apartments were expected to provide a steady flow of cash. Before the church/hotel could open in 1930 Pflueger was fired and Lewis Hobart retained as his replacement. Hobart did little in changing the design, so little, in fact that Pflueger sued and won \$38,000 in a court decision.

The new Temple Methodist Episcopal Church congregation was greatly pleased with their new mega-church but the hotel-within-a-church idea never caught on. Final construction costs eventually approached \$3 million and there were never enough Depression-era hotel guests to pay the bond. The church closed in 1936 and a new enterprise opened as the Empire Hotel two years later. The former church space was used to park

cars. Its Sky Room Lounge was deemed to have no equal outside New York City. The United States government rented space here for several decades and since 1978 the property, for many years the tallest hotel on the West Coast, has been owned by the University of California, Hastings College of the Law which uses it to house students and their families.

17.

Federal Office Building

50 United Nations Plaza at the southeast corner of Hyde and McAllister streets

The construction of the Federal Building between 1934 and 1936 marked the completion of the decades-long San Francisco Civic Center. Another design by Arthur Brown, Jr., The Federal Building is an excellent example of Second Renaissance Revival architecture, displaying style-defining features such as distinct horizontal divisions, a rusticated granite base (the walls are brick with a granite veneer), and classical ornamentation including columns on the exterior elevations. The upper story looking out over U.N. Plaza features a Doric colonnade of columns and pilasters.

TURN LEFT ON HYDE STREET AND WALK A HALF-BLOCK TO U.N. PLAZA.

18.

**Simón Bolívar Statue/U.N. Plaza
west end of U.N. Plaza**

U.N. Plaza is a 1975 creation of landscape architect Lawrence Halprin intended as a remembrance to the creation of the United Nations 30 years earlier in the Veterans Building. The equestrian statue at the head of the Plaza is a rendering of South American freedom fighter Simón Bolívar. The statue was gift from the government of Venezuela to the city of San Francisco in 1981, cast by Victor Hugo Barrenchea-Villegas after a 19th century original by Adamo Tadolina. Many believe, mistakenly, that artists of equestrian statues must adhere to a code whereby a subject who dies in battle is represented by a horse with two hooves off the ground, one hoof off the ground means the person died from war injuries and a rider helming a horse with all four feet on the ground died of causes unrelated to battle. There are plenty of

examples where this “rule” is violated, such as this one. Bolivar did not die in battle but from tuberculosis at the age of 47.

TURN RIGHT AND WALK DOWN THE PEDESTRIAN MALL, TOWARDS CITY HALL. ON YOUR RIGHT IS...

19.

**Asian Art Museum of San Francisco
200 Larkin Street at southeast corner of McAllister Street**

This elaborate Beaux Arts confection was constructed in 1917 as the main library from plans drawn by George Kelham. In a 1980s plan to re-vitalize Civic Center a new library was proposed and this building was retrofitted - to the tune of \$160 million - to house one of the most comprehensive collections of Asian art in the world. Chicago millionaire Avery Brundage, best known as the long-time president of the International Olympic Committee, donated almost 8,000 pieces works of art and artifacts from his personal collection - almost half of the museum's collection - in 1959. The museum opened in 1966 as a wing of the M. H. de Young Memorial Museum in Golden Gate Park.

ON YOUR LEFT IS...

20.

**San Francisco Public Library
100 Larkin Street at northeast corner of Grove Street**

The first books were lent in San Francisco in 1879 after which the library has had several homes, the most prominent of which was next door for 70 years in the current Asian Art Museum. This building opened in 1996 with a price tag of some \$140 million. The new library was more than twice as big as its predecessor and library visits doubled from 1.1 million to 2.1 million in its first year of operation.

WHEN YOU REACH LARKIN STREET AT THE BEGINNING OF CIVIC CENTER PLAZA, TURN RIGHT AND WALK TO THE CORNER OF MCALLISTER STREET.

21.

**Civic Center Powerhouse
northeast corner of McAllister and Larkin streets**

Constructed in 1915, this small concrete structure provided the entire Civic Center with steam heat. Despite its utilitarian role the building was still decorated with some classical detailing.

TURN LEFT ON MCALLISTER STREET.

22.

**Earl Warren Building (California State Building)
350 McAllister Street between Polk Street and Larkin Street**

This was one of the final projects for Walter Danforth Bliss and William Baker Faville, who designed many of San Francisco's most elegant buildings in a long partnership. Bliss and Faville chose granite and terra cotta masonry to dress this six-story Classical Revival building whose main tenant is the California Supreme Court. The building was completed in 1922 and the first oral argument was heard the following year. After repairs following the 1989 Loma Prieta earthquake the building was renamed for Earl Warren, a former California governor and Chief Justice of the United States Supreme Court. The 14-story Hiram Johnson Building looming behind the Warren Building was a 1998 addition to the justice complex. The state Supreme Court is headquartered here but the justices also hold regular sessions in Los Angeles and Sacramento.

YOU HAVE NOW RETURNED TO THE TOUR STARTING POINT AT CITY HALL.

Look Up,

San Francisco - Financial District



A Walking Tour of San Francisco - Financial District...

Much of today's Financial District was under water during Spanish and Mexican rule. The Bay shoreline originally ended at Battery Street but with the American annexation and the California Gold Rush about five blocks worth of new city ground was created all the way to the Embarcadero. Sand hills as tall as ten men once stood here and they were leveled and the sand used for fill. Gold Rush money quickly made this area the financial capital of the West and the coast's first and only skyscrapers began poking up along Market Street by the end of the 19th century.

The neighborhood was completely destroyed in the 1906 Earthquake and Fire. Rebuilding was rapid and generally adhered to a few guiding principles. The Neoclassical style championed by the City Beautiful movement sweeping American cities in the first decades of the 1900s made it the design of choice for most San Francisco architects. And earthquake wariness typically kept the banks and corporate headquarters to between 15 and twenty stories at the most.

By mid-century technology for earthquake-proofing buildings caused height restrictions to be repealed and builders in the Financial District reached for the sky with a vengeance. So many skyscrapers went up that San Franciscans began to despair over the "Manhattanization" of their city. Steel and glass canyon walls obscured heritage structures in some cases and wiped them off the streetscape altogether in others.

The pendulum has since swung back and strict, European-style height restrictions are once again shaping the Financial District. Our tour to explore the last century of development around the "Wall Street of the West" will begin on one of the world's great thoroughfares, Market Street, at a landmark where survivors of the 1906 Earthquake and Fire gathered to take stock of the devastation and look towards the future...

1.

Lotta Crabtree Fountain

Market Street, where Geary and Kearny streets join

Charlotte Mignon Crabtree was born in 1847 to British immigrant parents in New York City. Shortly after she was born her father, John, chucked his job as a bookseller to join the California Gold Rush. The family settled in the boomtown of Grass Valley where a neighbor, Lola Montez, an actress and one-time mistress to the German king, Ludwig I, encouraged young Lotta's love of performing. The six-year old with flaming red hair quickly became a favorite distraction in the mining camps with her energetic dances. By the age of twelve she had become a seasoned dancer and singer and banjo player. Her mother collected all her earnings in gold and carried the coins around in a leather bag. Soon she needed a steamer trunk. In 1863 Crabtree left California to tour the East Coast as a stage actress and for the better part of two decades was the highest paid actress in America. She earned up to \$5,000 per week at a time when a healthy daily wage was a dollar a day. Crabtree never married and gave freely of her money until she died in 1924. This cast iron fountain was an 1875 gift. In the days after the 1906 Earthquake the fountain became a gathering point where the names of the dead and missing, and sometimes found, were posted. Every year afterwards survivors gathered at "Lotta's Fountain" on April 18 at 5:13 in the morning in remembrance.

DIRECTLY ACROSS MARKET STREET IS...

2.

The Monadnock Building

685 Market Street

Not only did this 1906 building stand up to the devastating San Francisco Earthquake, it withstood two attempts by the United States Army to blow it up during the conflagration as a fire break. Designed in a Beaux Arts style by Frederick H. Meyer, the building, whose name is a geographic term for a free-standing hill, was billed during construction as the first steel-framed, modern fireproof office building in the city, and its boosters were right.

ON THE FOUNTAIN SIDE OF MARKET STREET, LOOMING NEXT TO IT, IS...

3.

deYoung Building/Old Chronicle Building

690 Market Street at Geary Street

This deep brown sandstone-and-brick structure was San Francisco's first skyscraper, erected in 1889. The tallest building on the West Coast, it dwarfed everything in the neighborhood. The Chicago firm of Burnham & Root, pioneers in the nascent art of high-rise construction, built this headquarters for the *San Francisco Chronicle* and crowned their confection with a magnificent four-sided, four story bronze clock tower (it would be destroyed even before the 1906 Earthquake by skyrocketed ignited during a mayoral victory parade). The brawny arches and rough-faced stone of the ground floor are hallmarks of the Richardsonian Romanesque style based on the works of master Boston architect Henry Hobson Richardson. The steel-framed structure took a heavy blow from the Earthquake and Willis Polk executed a re-build.

The *San Francisco Chronicle* was founded in 1865 as *The Daily Dramatic Chronicle* by teenage brothers Charles de Young and Michael H. de Young. By 1880 "The Voice of the West" had the largest circulation of any newspaper on the West Coast and was operating from a handsome new headquarters at Bush and Kearney streets. The *Chronicle* remained here until 1924 when the paper departed for 5th & Mission streets where they have operated from ever since.

FACING MARKET STREET, TURN LEFT AND BEGIN WALKING EAST, TOWARDS THE BAY, KEEPING AN EYE OUT FOR THESE...

4.

Path of Gold Light Standards

Market Street

Basking in the glow of the recently completed Panama Pacific International Exposition of 1915 the City set out to illuminate 120-foot wide Market Street, initially from the Ferry Building to Seventh Street. Pacific Gas & Electric spearheaded a coalition of private companies to get the job done and to service the poles PG & E invented a forerunner to the "cherry picker." The *Winning of*

the West bases by sculptor Arthur Putnam feature three bands of historical subjects: covered wagons, mountain lions, and alternating prospectors and Indians. The tops were designed in 1916 by sculptor Leo Lentelli and engineer Walter D'Arcy Ryan, continuing work that had graced the 1915 Exposition. Eventually there would be 327 Path of Gold standards; in 1972 all the poles and ornaments were replaced with replicas and high pressure sodium vapor lamps.

5.

Palace Hotel

2 New Montgomery Street at southwest corner of Market Street

The Palace Hotel opened in 1875 with 800 rooms and a claim to being the largest hotel in the world. After it was gutted by the fire that followed the 1906 San Francisco Earthquake it had to be demolished. This building replaced it. Lacking the Victorian excesses of its predecessor on the exterior, the new Palace was constructed to be the equal of the 1875 building. The Palace Court, with its art glass ceiling, was lauded as the finest dining room in America.

TURN RIGHT AND TAKE A FEW STEPS UP NEW MONTGOMERY STREET TO SEE...

6.

Sharon Building

39 New Montgomery Street

The Bank of California organized in 1864 when 22 of the state's leading businessmen contributed \$100 a share for funds. That same year William Sharon moved to Virginia City, Nevada to serve as the bank's agent at this location, staking miners with money below the going rate that financed the greatest boom in mining history. Much of the more than one billion dollars (2012 money) in gold and silver wealth found in the surrounding hillsides passed through the Bank of California's teller windows. Sharon, who had gone bust in real estate speculation during the 1849 California Gold Rush, parlayed the good fortune in Virginia City mining into a United States Senate seat in 1874. Sharon was more interested in the trappings of the office than the work - he rarely left his home in San Francisco to visit either Nevada or Washington; he presented

no bills, made no speeches on the public record and voted in fewer than one percent of Senate roll calls. Sharon's descendants used a chunk of that Comstock money to construct this Baroque-styled building in 1912; a century later a 20-foot sliver stands as a facade for a parking garage. The architect was William Kelham who came to San Francisco to supervise re-construction of the famous Palace Hotel across the street. The ornate bar in the House of Shields today was built for the Palace and carried over here.

RETURN TO MARKET STREET AND TURN RIGHT, CONTINUING TO WALK EAST TOWARDS THE BAY.

7.

West Coast Life Building

601 Market Street at southwest corner of 2nd Street

West Coast Life Insurance Company was founded just days before the great earthquake in 1906 and then offered the first reconstruction loans to San Francisco residents. West Coast was the first American life insurance company in Hawaii (1907), the Philippines (1910), China (1921), and Hong Kong (1923). Horace Gardner Simpson and Hart Wood teamed up for this Colonial Revival high-rise rendered in stone and dark brick in 1917. It served as company headquarters until 1972.

8.

Hobart Building

582 Market Street at Montgomery Street

This was San Francisco's second tallest building at 285 feet when it was built in 1914. Raised in only 11 months, the Hobart Building went up so quickly that accusations of slipshod construction techniques were bandied about. But here it is a century later. The project was said to be the favorite building of Willis Polk, one of San Francisco's most prolific and versatile architects. He lavished the exterior with Baroque ornamentation sculpted in terra cotta and filled the interior with handcrafted brass fixtures and generous amounts of Italian marble.

9.

Flatiron Building
540 Market Street at Sutter Street

When a major thoroughfare slices diagonally across a city grid it leaves awkward triangular building lots. The most famous such street in America is New York's Broadway and it was there that the first wedge-shaped high-rises that came to be known as "flatirons" appeared. Market Street created the opportunity for many flatirons but most are gone. This Gothic-flavored example of the breed, designed by Havens & Toepke, dates to 1913. The vertical piers were constructed of reinforced concrete and scored to look like masonry.

ACROSS SUTTER STREET FROM THE FLATIRON BUILDING, ON THE NORTHWEST CORNER OF SANSOME STREET, IS...

10.

One Sansome Street
1 Sansome Street at northwest corner of Sutter Street

This building began life in 1910 as the San Francisco headquarters for the London Paris National Bank, designed in a Neoclassical style by Albert Pissis. In 1984 the heritage building was gutted and put to duty as the entrance to the 551-foot Citicorp Center.

11.

Crown Zellerbach Building
1 Bush Street/523 Market Street

Skidmore, Owings & Merrill have built some of the world's most famous skyscrapers of the second half of the 20th century and this one was San Francisco's first glass curtain tower when it appeared on the streetscape in 1959. It was originally the headquarters of Crown Zellerbach, a paper and lumber conglomerate founded when San Franciscan Isadore Zellerbach merged his paper company with Crown Willamette in 1928. The building raised eyebrows when it was oriented toward the canyons of Bush Street and not Market Street but at the time Market was in decline and not the vibrant being encountered today. So the large slab you see from this angle is the back of the Crown Zellerbach Building; you will walk by the front later in the tour.

12.

Matson Building and Annex
215 Market Street

Walter Danforth Bliss and William Baker Fawcett executed this elegant cream-colored terracotta skyscraper for the Matson Navigation Company in 1923. William Matson, a Swedish orphan, landed in San Francisco after a trip around Cape Horn when he was 18 years old in 1867. He found work on the family yacht of Claus Spreckels, a Hawaiian sugar tycoon. Spreckels financed young Matson in launching schooners between Hawaii and San Francisco, at first carrying cargo and then opening the islands to tourism. Of the half dozen steamship companies which provided regular service from San Francisco to Hawaii in the age before the airplane, Matson's fast "white ships" were the luxury standard.

13.

Pacific Gas and Electric General Office Building
245 Market Street

Most of the office towers that filled the San Francisco streetscape following the 1906 Earthquake continued to adhere to the original tripartite form that decreed skyscrapers by raised in the form of a classical column with a base (the ornamented lower floors), a shaft (the unadorned bulk of the structure) and a capital (the decorative upper floors). Even into the 1920s, when Bakewell & Brown constructed this utility headquarters, the tradition was being followed. Their Beaux Arts confection blends harmoniously with the adjacent Matson Building.

14.

Southern Pacific Building
1 Market Street

The Southern Pacific Railroad was founded as a land holding company in 1865. The original charter called for the Southern Pacific Railroad to go south from San Francisco through southern California through Arizona and New Mexico to El Paso, Texas but when the Central Pacific Railroad Big Four acquired it in 1868, the Southern Pacific Railroad would not end until it reached New Orleans. In the wide open spaces of the West when a town would not grant the railroad access privileges it simply re-routed and started new towns. In 1881 the Southern Pacific Rail-

road joined the Atchison, Topeka and Santa Fe Railroad at Deming in New Mexico territory to become the second transcontinental railroad. The Southern Pacific empire eventually had a monopoly over freight in and out of the San Francisco and Oakland Bay area. In 1916 Walter Bliss and William Faville won the commission to create the massive headquarters for the Southern Pacific. Their Baroque-flavored behemoth featured a small tower on top. Today the refurbished landmark is one of three office buildings that make up One Market Plaza along the Embarcadero along with the 1976 bookends, the Spear Tower and the Steuart Tower.

15.

San Francisco Ferry Building
1 Ferry Plaza

This ferry terminal dates to 1898 when it replaced a wooden structure. Designed by A. Page Brown, the grand terminal survived the 1906 earthquake. Until the completion of the Bay Bridge and Golden Gate Bridge in the 1930s it was the second busiest transit terminal in the world, behind only London's Charing Cross Station. The clock tower that lords over the structure was modeled after the 12th century Giralda bell tower in Seville, Spain.

RETRACE YOUR STEPS ONE BLOCK ON MARKET STREET AND TURN RIGHT ON CALIFORNIA STREET AS IT ANGLES INTO MARKET.

16.

Buich Building/Tadich Grill
240 California Street

This eatery began life as a coffee stand on Clay Street in 1849 and operates today as the oldest continuously running restaurant in California. John Tadich began working in the business in 1872 and in 1887 he bought the operation. The Buich family purchased the restaurant in 1928 and continue to own it today. Tadich moved from its original Clay Street digs in 1967 and settled into this 1909 building with a green terra cotta front.

17.

Newhall Building
260 California Street at northeast corner of Battery Street

Henry Newhall was in his early 20s in Massachusetts when gold was discovered in California. He left his auctioneering job and set out by ship immediately but a six-month illness in Panama delayed him long enough that most of the best mining sites had been claimed when he arrived so he set up an auction house instead. He prospered immediately and soon turned his interest to railroads, becoming president of the San Francisco and San Jose Rail Road. He then turned to real estate and ranching, purchasing tens of thousands of acres for a dollar or two per acre. His extensive land holdings would become the current communities of Newhall, Saugus, Valencia, and the city of Santa Clarita. Henry had five sons, several of whom carried on his father's interests after his death in 1882. Newhall's Sons & Co. was headquartered on Sansome Street until the 1906 Earthquake and Lewis Hobart created this artistic replacement in 1910. Fans of Brooke Shields' 1990s sitcom *Suddenly Susan* may recognize the Newhall Building as the office location for Susan Keane's fictitious magazine, *The Gate*.

18.

Robert Dollar Building
311 California Street at southwest corner of Battery Street

This was the headquarters for the Dollar Steamship Company for nearly a century beginning in 1910. Robert Dollar began with a single steam schooner called Newsboy that he used to transport lumber from the Sonoma Coast to San Francisco in 1895. He continued buying vessels until the Dollar Line Smokestack, with its signature dollar emblem was a familiar sight throughout the Orient, symbolizing American industry and Dollar had earned the sobriquet, "the Grand Old Man of the Pacific." W.S. Schmolle designed the reinforced concrete structure to be five stories, decorated in Gothic terra cotta, but the building was greatly enlarged by Charles McCall in 1919.

TURN LEFT ON BATTERY STREET AND WALK TWO BLOCKS TO BUSH STREET. TURN RIGHT ON BUSH STREET.

19.

Shell Building

100 Bush Street at northwest corner of Battery Street

George William Kelham was born in Massachusetts in 1871 and educated at Harvard and the legendary Ecole des Beaux-Arts in France. Working in the New York office of Trowbridge and Livingston, Kelham was sent to San Francisco in 1906 to supervise construction of the Palace Hotel and never left. He would develop the master plan for the 1915 Panama-Pacific International Exposition in San Francisco and design some of the town's most impressive skyscrapers. Here, in his last major San Francisco commission before drifting down the coast, Kelham blended Gothic Revival into Art Deco stylings to create this 28-story tower in 1928 for Royal Dutch Shell. There are castings of shells that decorate the cornice on the upper levels as well as shell designs in the lobby floor and decorative grill at the front of the building. Shell vacated its custom-designed headquarters in the 1960s.

20.

The Heineman Building

130 Bush Street

This 20-foot wide building from 1910 lays claim to being the narrowest building in San Francisco. George Applegarth designed the building for a belt, tie and suspender manufacturer. The Gothic-flavored structure is outfitted with bay windows and sheathed in cream-glazed terra cotta.

21.

Standard Oil Building

225 Bush Street at southwest corner of Sansome Street

This Neoclassical high-rise on a rusticated base enjoyed a brief reign as San Francisco's tallest building when it was completed for Standard Oil of California (later Chevron) in 1922. George Kelham conceived of a two-part L-shaped composition with ornamentation derived from a Florentine palace. Chevron stayed here for over half a century during which time another wing was added to make a U-shape.

TURN RIGHT ON SANSOME STREET.

22.

Adam Grant Building

114 Sansome Street at northeast corner of Bush Street

Back in 1868 architect John Gaynor used 250 tons of iron to construct a four-story emporium for the dry goods business of Daniel Murphy and Adam Grant. The 1868 Joint Committee on Earthquakes cited Gaynor's work as the way to build earthquake-proof buildings. Alas, when a serious earthquake hit in 1906, Gaynor's lauded pile of bricks collapsed to the ground. Oh, well. John Galen Howard and John Galloway designed this handsome brick replacement in 1908, enhancing the exterior with sculptural ornamentation. Murphy Grant and Company departed downtown in 1926 and architect Lewis Hobart added eight more floors in a conversion to office space. The four recessed corners each received a nine-foot terra cotta ornamental urn estimated to weigh about 1500 pounds. Subject to the vagaries of tastes, the building was stripped of most of its ornamentation in the middle of the 20th century but it came back in an early 2000s restoration. In 1978 California passed a law that all exterior ornamentation of buildings in earthquake zones be secured so those new fiberglass urns are anchored.

23.

Pacific Coast Stock Exchange/Stock Exchange Tower

301 Pine Street at southwest corner of Sansome Street

This granite Greek temple began life in 1915 as a United States Treasury building fashioned by J. Milton Dyer of Cleveland, Ohio. In 1930 it became the home of the San Francisco Stock and Bond Exchange that had been founded back in 1882 when 19 founding members ponied up \$50 each to start a market in a wide range of commodities. They hired Timothy Pflueger, one of the town's most important architects, to retrofit the building. Pflueger was at the forefront of the Art Deco movement and he completely gutted the original building, leaving only the granite steps and Tuscan colonnade, which he was required to retain by contract. Pflueger placed two Art Deco medallions on the entablature and Ralph Stackpole contributed two heroic sculptures named 'Agriculture' represented by feminine figures and

'Industry' represented by masculine figures which he carved on site in Yosemite granite. San Francisco and the Los Angeles Oil Exchange merged their exchanges in 1957 to form the Pacific Stock Exchange which operated here until the early 2000s. The interior space has once again been totally transformed, this time into an upscale gym. The City Club is located on the tenth floor of Stock Exchange Tower at 155 Sansome Street.

24.

Royal Insurance Building

201 Sansome Street at northwest corner of Pine Street

The Seattle-based West Coast representative of the Howells and Stokes firm of New York, A.H. Albertson, supervised construction of this ornate office tower in 1907. The white marble base is a near replica of a contemporary New York City building and features a carved clock over the entrance with a lion and a unicorn. The Georgian Revival building is executed in red brick and green and white terra cotta above the marble base. After nearly a century of commercial use the building went residential in the 2000s while retaining the fine exterior.

25.

Balfour-Guthrie Building

351 California Street at southeast corner of Sansome Street

Robert Balfour and Alexander Guthrie migrated from Scotland to San Francisco in 1869 looking for a way to make some money. Before they were done trading and shipping, mostly in grain, Robert Balfour would be knighted for his contribution to the British Merchant Marines. This headquarters building is a 1920 creation of George Kelham, again returning to a favorite Baroque Revival theme. Here he used brick over a prominent limestone base.

26.

Bank of California Building

400 California Street at northwest corner of Sansome Street

Hailed by many as the most splendid banking temple in San Francisco, this 1908 Greco-Roman structure was the handiwork of Walter Danforth Bliss and William Baker Faville. Beyond the impressive Corinthian colonnade is a banking hall

under a coffered ceiling. The tower of fluted concrete walls next door was raised in 1967.

27.

Old Federal Reserve Bank

400 Sansome Street at northeast corner of Sacramento Street

This George Kelham creation was the first structure built by the Federal Reserve in San Francisco, completed in 1924. Kelham gave his ground floor an impressive Neoclassical verve with powerful Ionic columns and then segued to a sparer Art Decoish flavor above the phalanx of eagles as the building stepped higher. Most of the Financial District is constructed on bay fill and beneath the Old Federal Reserve lies the buried remains of the packet ship *Apollo* which burned at its mooring on May 4, 1851.

TURN LEFT ON CLAY STREET.

28.

Transamerica Pyramid

600 Montgomery Street at northeast corner of Clay Street

The Transamerica Pyramid is the tallest skyscraper in the San Francisco skyline and one of the most recognizable high-rises in the world. William Pereira provided the design that is still depicted in the company's logo even though Transamerica has left the building. At 850 feet, this was the tallest building west of the United States and one of the five tallest in the world when it was completed in 1972. In turn, it was constructed on the site of the historic Montgomery Block that was the first four-story building west of the Mississippi River when it was built in 1853.

29.

Bank of Italy Building

552 Montgomery Street at southeast corner of Clay Street

Amadeo Pietro Giannini, the son of Italian immigrants began in business as a produce broker and made enough money to retire at 31 to manage his father-in-law's estate. He founded the Bank of Italy in a converted saloon on October 17, 1904 to take deposits from the often ignored "little fellow." This eight-story, Second Renaissance Revival structure was raised in 1908

and served as headquarters for the tiny bank as it morphed into the giant Bank of America. Substantially unaltered since its construction, the Bank of Italy Building was declared a National Historic Landmark in 1978.

TURN LEFT ON MONTGOMERY STREET.

30.

Anglo Bank Building

500 Montgomery Street at northeast corner of Sacramento Street

The Anglo Bank has not left much of a footprint on San Francisco history. Reportedly constructed in 1918, this Neoclassical vault is topped by a roof balustrade and features a parade of fluted Ionic columns marching around its facade.

31.

Italian American Bank

460 Montgomery Street at southeast corner of Sacramento Street

Architect John Galen Howard tapped the Tuscan Revival style for this post-earthquake banking house in 1907. Howard helmed a busy shop and foremost among his duties was creating the Master Plan for the University of California at Berkeley. In 1983 the bank and its smaller neighbor, the Borel and Company Building, were gutted and sentenced to serve as ground floor supports for a modern high-rise office tower.

32.

Borel and Company

440 Montgomery Street

This Beaux Arts vault hidden among its more ambitious neighbors is the 1908 handiwork of one of San Francisco's finest architects, Albert Pissis. The granite-faced steel frame building is beautifully proportioned behind a quartet of engaged Corinthian columns. Alfred Borel founded a small commission business in 1855 and six years later he was joined by his 21-year old brother Antoine from Switzerland. Eventually the company morphed into a private bank with their fingers in power companies, utilities and cable cars.

33.

Wells Fargo History Museum

420 Montgomery Street

This museum is on the site of the original Wells, Fargo and Company -- a joint-stock company created by Henry Wells and William Fargo in 1852 to provide banking and express services to Gold Rush pioneers. In the window you can see an 1860s Concord Coach that once conquered the vast plains and high mountains of the American West.

34.

Alvinza Hayward Building/Kohl Building

400 Montgomery Street at northeast corner of California Street

Vermont-born Alvinza Hayward studied law as a young man but spent most of his early years dabbling in lumber and mining interests. He came to California early in the Gold Rush of 1850 and invested wisely in high-producing mines. Hayward also found financial success in timber, coal, railroads, San Francisco real estate, and banking. He was often called California's "first millionaire" and the state's "richest man." If not absolutely true, he was in the discussion. Hayward had this building constructed in 1901 when he was 79 years of age; the steel-framed structure designed by Willis Polk was touted as "fireproof" and five years later it indeed came through the city's devastation with damage only to the first couple of floors. Although the ground level has been compromised through the years the upper stories, fashioned in an Edwardian style, retain their original integrity.

35.

Financial Center Building

500 California Street at northwest corner of Montgomery Street

On this site in 1852 John Parrott, an importer and banker, constructed a three-story building using granite blocks shipped across the Pacific Ocean from China. The building sailed through the 1906 Earthquake but was no match for a wrecking ball in 1926. Noted San Francisco architect, Frederick H. Meyer, designed the new 17-story building with collaboration from Albin R. Johnson. The building spent more than a decade vacant in the 1990s before being re-imagined as a 362-room luxury hotel in the early 2000s.

TURN RIGHT ON CALIFORNIA STREET
AND WALK UP ONE-HALF BLOCK.

36.

Bank of America Building

555 California Street

Built as a symbol of the wealth and power and importance of the Bank of America in 1968, this 779-foot tower is the second tallest building in the city. This centerpiece of the Financial District served as the bank's world headquarters until 1998 when corporate left town for Charlotte, North Carolina. Within the plaza is the 200-ton black Swedish granite sculpture "Transcendence" by Masayuki Nagare that, while resembling a liver, is locally and derisively known as the "Banker's Heart." Movie buffs will note that the roof of the Bank of America Building is where the sniper shoots his victim from in the opening scenes of Clint Eastwood's *Dirty Harry*.

RETURN TO MONTGOMERY STREET
AND TURN RIGHT.

37.

Bank of America Building

300 Montgomery Street between California Street and Pine Street

What appears to be a massive block-long Neo-classical building is actually two structures welded seamlessly together. The original 1917 bank featured an entrance on California Street and it was blended with a new addition and a gilded entrance on Montgomery Street in 1941. The carved inscriptions in Roman numerals give you a clue about the operation.

38.

Commercial Union Assurance Building

315 Montgomery Avenue at northwest corner of Pine Street

This Renaissance Revival tower, from the pen of George Kelham and Kenneth MacDonald, is the same height at City Hall and thus enjoyed a brief stint as San Francisco's co-tallest building when it was completed in 1921. Entrance is on Montgomery Street through a massive archway. If you get the right vantage point in the city you can see a belvedere on the roof.

39.

Russ Building

235 Montgomery Street at southwest corner of Pine Street

This Neo-Gothic tower reigned as the city's tallest building from 1927 to 1964. The tower was named for Emanuel Charles Christian Russ, who arrived in the city in March 1847; he bought the land on which the present-day building is located for \$75. Architect George W. Kelham modeled the Russ building after Chicago's Tribune Tower and its dignified presence led it to be known simply as "The Skyscraper." The city's first indoor parking garage was located here.

40.

Mills Building

220 Montgomery Street at northeast corner of Bush Street

The firm of Burnham and Root, one of the fathers of the modern skyscraper, designed this 10-story office tower in 1892. Banking and railroad baron Darius Ogden Mills, California's wealthiest man for a spell, financed the city's first skyscraper which Burnham and Root designed in the orderly Chicago Style with Romanesque elements. After extensive damage from the 1906 Earthquake and Fire, Willis Polk, who designed San Francisco buildings for over 40 years, rebuilt and enlarged the structure. He was brought back for more expansion in 1914 and 1918. The 302-foot Mills tower was completed as a companion building in 1931 by Lewis Hobart at 220 Bush Street.

TURN RIGHT ON BUSH STREET AND
WALK DOWN HALF-A-BLOCK.

41.

San Francisco Mining Exchange

350 Bush Street

Spurred by the discover of Nevada's vast Comstock Lode the San Francisco Mining Exchange was formed in 1862 to trade mining stocks. Its activity made San Francisco the money capital of the West. But the seemingly inexhaustible Comstock Lode went into decline in the 1880s which proved disastrous for the specialized nature of the exchange. Additional silver discoveries breathed new life into the Exchange and in a burst of optimism the firm of Miller & Pflueger was hired

to design a suitable temple of commerce in 1923. Their Beaux Arts creation with twinned Corinthian columns and full width pediment closely mirrors the iconic New York Stock Exchange, built some twenty years earlier. The Stock Market Crash of 1929 withered the Exchange and they departed for more modest quarters before disappearing in 1967 after 105 checkered years of existence. The San Francisco Chamber of Commerce spent thirty years in the building but it has been vacant since 1979.

RETURN TO MONTGOMERY STREET
AND TURN RIGHT.

42.

California Pacific Building

105 Montgomery Street at northwest corner of Sutter Street

Brothers James William and Merritt James Reid were Canadian architects who managed a busy practice in the early years of the 20th century and designed a wide array of San Francisco buildings including the Cliff House, the Fairmont Hotel, the Spreckels House and the bandshell in Golden Gate Park. Here they crafted a stylish Classical Revival tower in 1910 with red brick set on rusticated pillars.

TURN RIGHT ON SUTTER STREET AND
WALK DOWN A FEW STEPS TO SEE, TWO
BUILDINGS DOWN...

43.

Hallidie Building

130 Sutter Street

Willis Polk's 1918 creation was one of the first American buildings to feature a glass curtain wall. He trimmed his pre-modern office space with cast iron details. The structure carries the name of Andrew Smith Hallidie who gave up gold prospecting in 1857 and began the manufacture of wire rope. Ten years later he used his wire to rig an aerial tramway to transport ore in the mountains and in 1873 he created the world's first practical cable car system, the Clay Street Hill Railroad. Hallidie died in 1900 at the age of 65 and had no connection here.

RETURN TO MONTGOMERY STREET
AND TURN RIGHT.

44.

Hunter-Dulin Building

111 Sutter Street at southwest corner of Montgomery Street

Twenty-five stories and 308 feet above the street is the French Châteauesque crown of the Hunter-Dulin Building, crafted for the Los Angeles investment firm in 1926. Leonard Schultze and Spencer Fullerton Weaver, who designed New York's Grand Central Terminal among a long roster of luxurious buildings, drew up the plans. The National Broadcasting Company (NBC) kept its West Coast headquarters here for 15 years after the building opened but its most famous tenant was Dashiell Hammett's fictional detective, Sam Spade.

45.

Wells Fargo Bank

1 Montgomery Street at northwest corner of Post Street

The "Wall Street of the West" begins here with the lavish remains of one of the City's grandest banking halls. Willis Polk designed this space as an Italian Renaissance tower for the First National Bank in 1910. In the 1980s, the 11-story building was owned by the Crocker Bank that was itching to build a spanking new 37-story tower on the block and tear down its tired predecessor. The City bestowed its blessing but only if the banking hall beneath the office tower was retained. So the tower was decapitated, the lower floors sheathed in terra cotta and the polished Raymond granite pillars restored. The roof is a garden that serves as a passageway into the Crocker Galleria.

TURN RIGHT ON POST STREET.

46.

Mechanics' Institute Library and Chess Room

57 Post Street

The Mechanics' Institute was founded in 1854 to serve the vocational needs of out-of-work gold miners. Its subscription library had a decidedly technical bent. The collection perished in the 1906 Earthquake and Fire as did that of the Mercantile Library Association that was formed in 1852. The institutions merged after the disaster, re-emerging with a wide-ranging collection contained in an Albert Pissis-designed Beaux Arts building that boasts a centerpiece spiral stair-

case of iron and marble leading from the lobby to the library. The Mechanics' Institute Chess Club in San Francisco is the oldest chess club in the United States, incorporating on April 24, 1855. The Institute has hosted many world champions including Bobby Fisher and Anatoly Karpov.

TURN LEFT ON KEARNEY STREET TO RETURN TO THE TOUR STARTING POINT ON MARKET STREET.

Look Up,

San Francisco - Fisherman's Wharf



A Walking Tour of San Francisco - Fisherman's Wharf...

Today Fisherman's Wharf is one of the busiest and well-known tourist destinations in the United States, packed with seafood restaurants, shops, sidewalk entertainment and dockside attractions. But this element has only defined Fisherman's Wharf for a few decades. Also here is an active fishing fleet that has been the lifeblood of San Francisco's northern shore for the better part of a century-and-a-half.

Immigrants from Genoa and Sicily pioneered the San Francisco fishing industry in small, sail-powered craft called feluccas. The bay was stuffed with these traditional Italian fishing vessels until the end of the 1800s when they began to be replaced with hardier, more modern fishing boats with motors that permitted year-round fishing. When they brought their catch to the docks often they would drop fresh seafood directly into boiling cauldrons for diners. Later came fish stands and then it-down restaurants. Some of the fleets operating out of Fisherman's Wharf are manned by third- and fourth-generation family fishermen.

The prize quarry for Fisherman's Wharf fishermen is the Dungeness crab that takes its name from the port of Dungeness, Washington and is the West Coast's most commercially important crustacean. A century ago the Dungeness crab, which can grow 8-10 inches across, was gathered in abundance on the sandy shores around San Francisco Bay but over the years as its natural food, clams, disappeared from the Bay and the crab has migrated into deeper ocean waters. Today crab season does not open until November with an eagerly anticipated celebration along Fisherman's Wharf.

But there is plenty to see on Fisherman's Wharf any time of year. Our walking tour will begin at the eastern end of the wharf district and work our way west, towards the Golden Gate, hugging the historic waterfront as we go...

1.

**Aquarium of the Bay
The Embarcadero and Beach streets**

The marine life of the San Francisco Bay is showcased here in three exhibition areas: Discover the Bay, Touch the Bay, and Under the Bay. Under the Bay includes 300 feet of tunnels and features 20,000 sea creatures in a recreation of the San Francisco Bay. The Aquarium has over 50 sharks from species such as Sevengill sharks, leopard sharks, soupfinns, spiny dogfish, brown smoothhounds and angel sharks.

WITH YOUR BACK TO THE AQUARIUM,
TO YOUR RIGHT IS...

2.

**Pier 39
The Embarcadero at Beach Street**

With views of Alcatraz, the Golden Gate Bridge and the Bay Bridge, Pier 39 was first developed as an eating and entertainment complex by entrepreneur Warren Simmons and opened October 4, 1978. It features the floating Forbes Island restaurant and a two-story carousel near the end of the pier. Always busy with street performers, the biggest attraction may be the sea lions that have been massing on Pier 39 docks in ever increasing numbers since 1989.

CONTINUE WALKING ALONG THE WATERFRONT TO THE WEST (THE BAY IS ON YOUR RIGHT).

3.

**Ferry Arch
Pier 43, The Embarcadero opposite Powell Street**

This Beaux Arts arch is all that remains of the ferry terminal on Pier 43 where lumber from giant redwoods, livestock, grain, wine and dairy products would be off-loaded from coastal schooners onto boxcars for distribution by rail around the Bay Area. The Arch building housed weights and pulleys that could raise and lower a 100-foot hinged ramp by as much as eight feet, depending on the tides.

CONTINUE WALKING WEST ON THE EMBARCADERO.

4.

**The Franciscan Crab Restaurant
Pier 43 1/2**

The Franciscan has been dishing seafood nearly as long as Fisherman's Wharf has been turned over to tourists. The nautically-themed Art Deco restaurant was constructed in the 1950s.

5.

**Boudin at the Wharf
southeast corner of The Embarcadero and Taylor Street**

In 1849 Isidore Boudin, from a family of master bakers from Burgundy, France began blending the sourdough favored by Gold Rush miners with the techniques of his French heritage. The mother dough used in 1849 gets its unique flavor from a wild yeast that is found only in San Francisco's foggy climate. During the 1906 Earthquake Isidore's wife Louise, who helmed the business for 23 years, rescued the mother dough in the midst of the devastation by transporting it in a bucket. Those same recipes that fed the California Gold Rush are still used by the bakery, although the Boudin family bowed out of the business in 1941. This combination store, bistro and demonstration bakery opened in 1975.

ACROSS TAYLOR STREET TO YOUR LEFT IS...

6.

**Alioto's
8 Fisherman's Wharf**

Nunzio Alioto, a Sicilian immigrant, opened a fresh fish stall in 1925 at a time when the wharf area was a jumble of train tracks and wholesale fisheries and a massive lumberyard. From his Stall #8 Alioto sold enough lunches to Italian laborers that he was able to construct the first building on Fisherman's Wharf by adding a seafood bar to his fish stand by 1932. Nunzio died the following year and his wife Rose shepherded and expanded the business, opening Alioto's Restaurant in 1938 with an on-site kitchen.

AND NEXT TO IT, ACROSS TAYLOR STREET ON THE CORNER IS...

7.

Fishermen's Grotto

2847 Taylor Street, 9 Fisherman's Wharf

This was the first sit-down restaurant on Fisherman's Wharf, started in 1935 by a Sicilian fisherman named Mike Gerald. Gerald began his business career as a boy slogging baskets of fish up and down the hills of San Francisco. He saved enough to buy his own fishing boat and sold his catch from a small corner stand. He built the first seafood restaurant at stall Number 9 on the Wharf and named it Fishermen's Grotto in honor of the fishermen themselves. The building was festively decorated in a Venetian motif and subsequent Gerald generations have added and embellished the restaurant in an Italian Renaissance style.

CONTINUE ON THE EMBARCADERO.
TO YOUR RIGHT IS...

8.

Musee Mecanique

**Pier 45 at Taylor Street and the Embarcadero,
Shed A at southern end of pier**

This warehouse now protects the private collection of over 300 mechanically operated musical instruments and antique arcade machines of Edward Galland Zelinsky. For decades San Franciscans dropped coins in these works of art in places like Playland at the Beach, the Sutro Baths and the Cliff House. Many of the animated figures can still be operated, including a gap-toothed *Laughing Sal*, whose cackle echoed throughout Playland from her hiding place in the park's Fun House. The climactic scene in Orson Welle's *The Lady from Shanghai* in 1948 was filmed outside the Fun House. Playland was torn down in 1972 and oceanfront condominiums rose above the ghosts of roller coasters and carousels.

9.

USS Pampanito

**Pier 45 at Taylor Street and the Embarcadero,
east side**

The *USS Pampanito*, the only United States Navy submarine named for a variety of the pompano fish, earned six battle stars for service in World War II and remained an active warship until 1971. She was turned into a memorial and museum in 1975. In 1986, the Pampanito was listed

on the National Register of Historic Places and declared to be a National Historic Landmark. In 1995, she played the fictional *USS Stingray* in the movie *Down Periscope* with Kelsey Grammer as the ship's captain. Filming is actually of the *Pampanito* sailing under tow in San Francisco Bay and under the bridge for the first time in fifty years.

10.

SS Jeremiah O'Brien

**Pier 45 at Taylor Street and the Embarcadero,
east side**

The *SS Jeremiah O'Brien* is the sole survivor of the armada of Allied ships which was involved in D-Day, and one of only two WWII Liberty Ships remaining from the 2,710 built during the war. Assembled in just 56 days in Maine in 1943, she is named for American Revolutionary War ship captain Jeremiah O'Brien. The *Jeremiah O'Brien* took a star turn in *Titanic* in 1997 - that was her engine room you saw in the moments after the luxury liner clipped the iceberg. All the mechanical grinding and slamming won an Academy Award for Best Sound Effects Editing. You can tour the *SS Jeremiah O'Brien* but don't expect to see her Oscar statuette.

CONTINUE A FEW MORE STEPS TO THE
END OF THE EMBARCADERO AT THE
WATER.

11.

Fishermen's and Seamen's Chapel

**Pier 45, northwest tip of Inner Lagoon, oppo-
site corner of Jefferson and Jones streets**

This tiny gabled, wooden chapel is a memorial to "those that have lost their lives on the seas." Every year a special service is conducted to commemorate these "Lost Fishermen" whose names are listed on bronze plaques in the foyer. The bell that tolls every fifteen minutes was cast in bronze in 1860. Pier 45 is San Francisco's longest wharf.

TURN LEFT AT THE CHAPEL AND WALK
AROUND THE INNER LAGOON OUT
TO JEFFERSON STREET. TURN RIGHT
ON JEFFERSON.

12.

Dom DiMaggio Building
245 Jefferson Street

There have been scores of famous San Franciscans through the decades but no name has ever been bigger than DiMaggio. Joe DiMaggio and his eight brothers and sisters grew up in a flat at 2150 Taylor Street, about eight blocks from Fisherman's Wharf. Their Sicilian immigrant father, Guiseppe, fished out of a 1924 Monterey Clipper fishing boat. After just his first year with the New York Yankees, DiMaggio invested part of his \$15,000 salary in a family restaurant here known as the Grotto. There were three DiMaggio brothers who played major league baseball - Joe, Vince and Dominic. All were centerfielders. The Grotto closed years ago; Joe's Crab Shack has no connection to the DiMaggios, save for the building.

TURN LEFT ON AL SCOMA WAY AND
TURN LEFT AT THE WATERFRONT.

13.

Fish Alley

This is a chance to see the fish shacks and working commercial fishing boats that have been the historical staple of Fisherman's Wharf since the days of the California Gold Rush in the 1850s. Shrimp and crab and fish and chowder are cooked on-site by sidewalk vendors. In those days the average fisherman made about \$2 or \$3 a week.

TURN LEFT ON LEAVENWORTH STREET
TO RETURN TO JEFFERSON STREET
AGAIN. TURN RIGHT AT JEFFERSON
STREET.

14.

The Cannery

**2801 Leavenworth Street, at southwest corner
of Jefferson Street**

When this was Del Monte Plant No. 1 in 1907 it was the largest peach cannery in the world. The cannery shut down in the 1930s and the brick warehouse was converted by Leonard Martin in 1963 into three levels of European-flavored winding walkways, balconies and bridges surrounding a courtyard shaded by 100-year old olive trees.

15.

Maritime Historic Park/Argonaut Hotel
**495 Jefferson Street at southeast corner of Hyde
Street**

This block-filling brick structure was built between 1907 and 1909 as part of the world's largest fruit and vegetable cannery for the California Fruit Cannery Association, late to be named Del Monte. The 198,000 square-foot Haslett Warehouse served until 1939 when the canning operations closed. The warehouse dodged the scheduled wrecking ball and is now owned by the National Park Service as headquarters for its Maritime National Historic Park. Part of the building is leased to the Argonaut Hotel whose guestrooms include the original exposed brick walls, large timbers and warehouse steel doors of the old cannery.

16.

Hyde Street Pier

foot of Hyde Street at Jefferson Street

Before the opening of the Golden Gate Bridge, this was the main automobile ferry terminal on the south side of San Francisco Bay. In 1913 the Lincoln Highway, the first road across the United States was conceived and mapped with its western terminus in Lincoln Park on the northwestern corner of the San Francisco Peninsula. In 1928 the Highway crossed the San Francisco Bay from Berkeley Pier to Hyde Pier by ferry and on to its completion in Lincoln Park. Today, the pier is part of the San Francisco Maritime National Historical Park where its fleet of historic sailing craft are moored. Included are the *Balclutha*, an 1886 built square rigged sailing ship; *C.A. Thayer*, an 1895 built schooner; *Eureka*, an 1890 built steam ferryboat; *Alma*, an 1891-built scow schooner; *Hercules*, a 1907 built steam tug and *Eppleton Hall*, a 1914 built paddlewheel tug.

WHEN JEFFERSON STREET ENDS CON-
TINUE WALKING WEST ALONG THE
BEACH.

17.

Aquatic Park/Municipal Pier
western end of Fisherman's Wharf

This area was once part of Fort Mason but is now a complex for museums and artisans. There is a small beach at the foot of the park where

you'll see kayakers, kite fliers, swimmers from the nearby Polar Bear Club, and even rock sculptors at work. The Aquatic Park Center is housed in a 1939 Bathhouse that was built in the nautically inspired Streamline Moderne style. Look for porthole windows and curved prows that suggest a beached ocean liner. The nautical theme is carried on inside with spectacular murals commissioned with Depression-era artists. At the end of the park is Municipal Pier — the closest you can get to Alcatraz on foot or bike.

18.

Alcatraz Island

San Francisco Bay

Alcatraz Island is most famous as the home of America's first maximum-security, minimum-privilege penitentiary where the country's most notorious criminals were housed from 1934 until 1963. Before that it was a military fortress and the site of the first lighthouse on the West Coast in 1854. Since the last convict was shipped off the island Alcatraz has been a movie set and one of San Francisco's biggest tourist attractions.

WALK UP TO THE INTERSECTION OF POLK STREET AND BEACH STREET IN FRONT OF THE AQUATIC PARK CENTER. TURN LEFT TO WALK EAST ON BEACH STREET.

19.

Ghirardelli Square

Beach Street between Polk Street and Larkin Street

Domenico "Domingo" Ghirardelli was born in Rapallo, Italy, the son and apprentice of a chocolatier. He left Italy at the age of 20 in 1837 and sailed to Uruguay and then Peru and finally to San Francisco in 1852, making candy along the way. In 1893, a year before he died, Ghirardelli purchased this entire city block in order to make it into the headquarters of the Ghirardelli Chocolate Company. In 1900, the company built the Cocoa Building and sold its coffee and spice business to concentrate on chocolate and mustard. All these buildings survived the 1906 Earthquake and Fire with so little damage the business was shut down only a few days. The Clock Tower, inspired by Chateau de Blois in France, came along after the devastation. The landmark

15-foot "Ghirardelli" sign was installed in 1923 when two stories were added to the Cocoa Building, visible to all those plying San Francisco Bay. The confectioner left the factory in the 1960s and its historic brick structures to an integrated restaurant and retail complex, the first major adaptive re-use project in the United States.

20.

Buena Vista Cafe

2675 Hyde Street at southwest corner of Beach Street

The Buena Vista is known for being the birth place of Irish Coffee in the United States. The first Irish Coffee was mixed at the Buena Vista in 1952 based on a recipe from Shannon Airport in Ireland. The eatery is located at the last stop for the Powell-Hyde cable car.

21.

Cable Car Turnaround

Hyde and Beach streets

The first cable cars were put into use on San Francisco streets in 1873 by Andrew Hallidie, a Scottish engineer and wire rope manufacturer. Hallidie had first employed cables to transport ore cars in the mountainous mining fields before tackling the hills of San Francisco. In 1964 the cable car was designated a national landmark by the National Park Service. The Powell-Hyde line begins at the Powell-Market turntable and runs over Nob and Russian hills before ending at Aquatic Park near Ghirardelli Square. Or it begins here and ends at Market Street. Since the cable cars only travel in one direction when the cars reach the end of the line here the gripman manually rotates the car on the turntable.

CONTINUE ON BEACH STREET SIX BLOCKS THROUGH THE SHOPPING AND HOTEL DISTRICT BACK TO THE TOUR STARTING POINT. OR IF YOU PREFER, WALK OVER TO JEFFERSON STREET AND RETURN THAT WAY.

Look Up,

San Francisco - Nob Hill



A Walking Tour of San Francisco - Nob Hill...

Of all 44 of San Francisco's hills, Nob Hill was the most desirable to build a house on in the early days of San Francisco. It was centrally located and it had the best views. And at 376 feet above the waterfront it offered a refuge from the bawdiness of the unwashed masses for those who could afford to build here. In fact, the name "Nob" is reputedly a contraction of the Hindu word "nabob" which meant a wealthy or powerful person.

The first of those nabobs came with riches from the 1848 gold strike when there was just sandy scrub covering the hill. The defining mansions of Nob Hill were built by all four of the Big Four, the quartet of railroad barons of the Central Pacific Railroad who engineered the Transcontinental Railroad - Collis Huntington, Leland Stanford, Mark Hopkins and Charles Crocker. They were followed to Nob Hill by two of the "Silver Kings" from Nevada's Comstock Lode, James Flood and James Fair, who were spreading money from America's biggest silver strike.

The mansions on the hill in the 1870s were something to behold. Commoners would trudge up the steep sides of Nob Hill - almost a 25% grade on the south side - just to take a look. When adventure novelist Robert Louis Stevenson came to town for a visit in 1882 he called it "the hill of palaces." The residents of Nob Hill constructed their own cable car line, the California Street Railroad Company in 1878 and it is still the least painful way to ascend the hill.

The 1906 Earthquake and Fire showed no deference to wealth and the Nob Hill neighborhood was completely destroyed, just like 28,000 other buildings in the city. All of the grand mansions save one, the only one not built of wood, was left in rubble. And the millionaires did not rebuild. Not one. They moved westward, to Pacific Heights mostly or completely out of town.

But the money did not leave Nob Hill altogether. You still had those million-dollar views and that great location. So swanky hotels rose on the ruins of the historic mansions. And then came posh apartment houses. Nob Hill was still, and always, a places for nobs. Our walking tour of Nob Hill will remember its beginnings and explore the present and we will begin on the site of one of those splendid 19th century mansions that was not built over but left as open space for ever more...

1.

**Huntington Park
Sacramento, Taylor, California and Cushman
streets**

Collis Potter Huntington was born on a Connecticut farm in 1821 and began his business career as a traveling peddler at the age of 16. In his twenties he was running a successful store in upstate New York but he set out for California with the Gold Rush and teamed up with Mark Hopkins selling mining supplies in Sacramento. In the late 1850s, Huntington and Hopkins joined forces with two other successful businessmen, Leland Stanford and Charles Crocker, to pursue the idea of creating a rail line that would connect the America's East and West. In 1861, these four businessmen (often referred to as The Big Four) pooled their resources and business acumen, and formed the Central Pacific Railroad company to create the western link of America's First Transcontinental Railroad. Of the four, Huntington morphed into a true railroad man. He spearheaded the establishment of the Southern Pacific Railroad which was eventually the primary link of the more southern second transcontinental railroad. In 1871, back east, Huntington oversaw the completion of the Chesapeake and Ohio Railway that fulfilled a long-held dream of linking the Chesapeake Bay with the Ohio River.

Collis Huntington's mansion was located here, originally the home of David D. Colton, built in 1872. Colton was the chief lawyer for the Central Pacific Railroad. After it was destroyed in the 1906 Earthquake and Fire his widow Arabella donated the land to the City of San Francisco to be used as a public park. The centerpiece of the square is the *Fountain of the Tortoises*, an exact replica of a 1581 fountain still functioning in Piazza Mattei, Rome, Italy. The fountain was originally installed at the Crocker estate in Hillsborough in the early 1900s but donated by the family to the City in 1954. The composition is lit by eight underwater halogen lamps.

WALK OVER TO THE SOUTH SIDE OF
THE SQUARE TO CALIFORNIA STREET.
THE BUILDING IN FRONT OF YOU
WITH THE SIGN ON THE ROOF IS...

2.

**Huntington Hotel
1075 California Street at southeast corner of
Taylor Street**

A mansion belonging to the Tobin family, founders of the Hibernia Bank, once lorded over this site. Architect Charles Peter Weeks and engineer William Peyton Day created the twelve-story, Georgian-style brick building as an apartment complex in 1922, lavishing \$2.5 million on its construction. The 140-room Huntington Apartments was the first steel-and-brick high-rise west of the Mississippi River and lauded by the *Illustrated Daily* as the "last word in luxury." The property was purchased just two years later by Eugene Fritz who eventually converted the Huntington into a hotel after World War II. In 1950 Fritz transferred ownership to his 14-year old daughter, Dorothy and the hotel continues to be operated by the family.

TURN LEFT AND WALK EAST ON CALI-
FORNIA STREET.

3.

**James C. Flood Mansion
1000 California Street at northwest corner of
Mason Street**

In 1873 Irish immigrant John Mackay and his partner James Fair were following a narrow sliver of low-grade ore in the Consolidated Virginia and California Mine. Persisting long after others would write off the vein, Fair discovered the Big Bonanza, a field of ore so rich it took several years to exhaust and yielded more than \$60 million - well over a billion 2012 dollars. Mackay and Fair and partners stockbrokers James Flood and William O'Brien - came to be known as the "Bonanza Kings." Flood took his money and dumped much of it into real estate, including this mansion in 1886, which was the first brownstone building constructed west of the Mississippi River. Flood had seen the newly popular New York City brownstones and ordered pre-cut sandstone from Connecticut for his house which was shipped around Cape Horn as ship ballast. It was the only Nob Hill mansion to survive the San Francisco Earthquake in 1906 but the interior was burned and Flood's daughter, Cora, the only one still living in the house, sold the property to the Pacific Union Club in 1909. It was founded

in 1889 as a merger of two earlier clubs: the Pacific Club (founded 1852) and the Union Club (founded 1854). The club staged an architectural competition to create a new building. Club member Albert Pissis carried the day with plans for a grand Greek temple but cost concerns won out and the commission was given to Willis Polk, the only designer who wanted to retain the core of the Flood mansion.

4.

**1001 California Street
southwest corner of Mason Street**

The residential building was constructed in 1914 and stands as one of the best expressions of the exquisitely detailed Beaux Arts style in San Francisco. The lobby boasts marble details and statuary by Interior Design Hall of Famers Albert Hadley and Sister Parish. The building gained a measure of notoriety in the 1970s when Randolph and Catherine Hearst moved here after the kidnapping and subsequent trial of their daughter Patty.

5.

**Fairmont Hotel
950 Mason Street at northeast corner of California Street**

James Flood's mining superintendent partner James Graham Fair also used some of his Comstock money to buy San Francisco real estate, including this land. It wasn't choice real estate in the early 1880s, a sandy and scrubby patch through which Mason Street had yet to be cut. Emerging from the mines, Fair turned out to be a shrewd businessman often called "Slippery Jim." He invested in banks and railroads and even won a term in the United States Senate in 1881 but he was more interested in the title than the office and the little time Fair spent in Washington was used to promote - surprise - silver issues. While a senator his wife divorced him for "habitual adultery" and after the colorful Fair died in 1894 there were court cases brought by women trying to tap into his fortune, \$40 million of which was left in trust to his daughters, Theresa and Virginia. The girls used some of that inheritance to build the Fairmont as a monument to their father in 1902. Brothers James and Merritt Reid drew up plans for the Beaux Arts building. The hotel was nearly completed before the San Francisco earthquake

of 1906. Although the structure survived, the interior was heavily damaged by fire, and opening was delayed until 1907. Pioneering female architect and engineer Julia Morgan was hired to repair the building because of her then-innovative use of reinforced concrete, which could produce buildings capable of withstanding earthquakes and other disasters. Through its illustrious history the Fairmont became known for its Tonga Room & Hurricane Bar, an historic tiki bar dating to the 1960s. Fans of the 1980s television drama *Hotel* will recognize the Fairmont as the fictional St. Gregory Hotel helmed by James Brolin.

6.

**Mark Hopkins Hotel
999 California Street at southeast corner of Mason Street**

At the age of 35 Mark Hopkins set out for the California gold fields in 1849, not to look for riches in the hillsides and strams but in the pockets of miners. By 1855 he was operating a hardware and iron business in Sacramento and in 1861 he was the eldest of four partners who formed the Central Pacific Railroad that was to build half of the Transcontinental Railroad. Hopkins would become one of America's wealthiest men. And few men so rich were ever so thrifty. But his wife could spend the money. She engineered the construction of a fabulous mansion - the largest on San Francisco's Nob Hill - and after Hopkins died in 1878 she made her way back east and in the 1880s constructed a 60,000 square-foot fortress on 61 acres of prime Great Barrington, Massachusetts real estate in the Berkshire Mountains. The great home constructed of blue dolomite sported seven turrets and 40 rooms. She hired interior decorator Edward Searles to fill those 40 rooms and a year before it was finished Mary Hopkins married Searles, 22 years her junior. She died in 1891 and most of Mark Hopkins' money - he never had a will - passed to Edward Searles. Searles stayed in the castle back east and donated the Nob Hill property to the San Francisco Art Institute to be used as a school and museum. The grand mansion burned in the aftermath of the 1906 Earthquake and the site was purchased by mining engineer and hotel investor George D. Smith. Smith hired the San Francisco firm of Charles Peter Weeks and William Peyton Day who sketched out plans for a soaring 19-story

hotel in the over-sized image of a French chateau with flourishes of Spanish ornamentation. The hotel's famous taproom got a mention in Alfred Hitchcock's *Vertigo* when Jimmy Stewart says. "I can't go to the bar at the Top of the Mark, but there are plenty of street level bars in this town."

7.

Stanford Court

905 California Street southwest corner of Powell Street

"I have planned that long after I shall have crumbled into dust the...establishment founded by me at Palo Alto shall endure," said Leland Stanford, former governor of California and president of the Central Pacific Railroad. He was speaking, of course, about his horse-breeding farm. But that was before his 15-year old son died of typhoid fever and he decided to start a university in his memory. Like his fellow Big Four partners Stanford lived in splendor in a Nob Hill mansion he built here in 1875. Leland Stanford died in 1893 before the first class of Stanford University graduated and 13 years later his mansion was destroyed in the fire that followed the earthquake. In 1912 a striking Neoclassical apartment house was built on the site and in the 1970s a \$35 million facelift turned it into the present-day hotel.

TURN LEFT ON POWELL STREET.

8.

University Club

800 Powell Street at northeast corner of Californian Street

In 1890, at the urging of president William Thomas the Harvard Club of San Francisco opened its membership to all college men and became the University Club. The club was searching for a new clubhouse even before the earthquake of 1906 and in 1908 this land from the former Stanford estate was purchased. Walter Danforth Bliss and William Baker Faville, who formed one of San Francisco's longest and most productive architectural partnerships, designed the classically flavored new clubhouse, executed in warm, red brick.

9.

The Francesca

850 Powell Street at southeast corner of Sacramento Street

The *San Francisco Chronicle* was raving about the views from this ten-story apartment building in 1922, a year before it was even built. They weren't making elaborate Beaux Arts high-rises like this anymore when the distinguished architectural team of Gustave Albert Lansburgh, Kenneth MacDonald, and Maurice C. Couchot drew up plans for the Francesca. The developers promised unmatched luxury for new residents including private elevators for each apartment, no hallways of any kind, radio phone equipment, incinerators, service elevators, and the best accommodations possible for servants' quarters.

10.

St. Elizabeth Building

901 Powell Street at northwest corner of Sacramento Street

California architect Houghton Sawyer tapped the Edwardian style for this brick and stone structure in 1912. Inside he gave the building a dramatic circular stairway. Sawyer, who lived for 90 years, is best known for his residential work for sugar baron Adolph Spreckels in Pacific Heights.

TURN LEFT ON SACRAMENTO STREET.

11.

Brocklebank Apartments

1000 Mason Street at northeast corner of Sacramento Street

Charles Peter Weeks and William Peyton Day created this Renaissance Renaissance Revival high-rise in the 1920s. In real life Herb Caen, whose daily *San Francisco Chronicle* column with its trademark three-dot ellipses that was familiar to Bay area readers for the better part of sixty years, lived here. In fictional life, Gavin and Madeline Elster (Kim Novak) lived here in Alfred Hitchcock's *Vertigo*.

12.

Park Lane

1100 Sacramento Street at northwest corner of Mason Street

From street level this high-rise from 1925 looks like a standard classical-themed white brick

apartment building but if you step back you will see an early Art Deco treatment at the top of the building.

TURN RIGHT ON TAYLOR STREET.

13.
Glazer-Keating House
1110 Taylor Street

This little gem of a building is a local landmark for its display of the Neo-Georgian style from the Edwardian period in San Francisco. The core of this building dates to 1852 and has been outfitted with classical features such as a front-facing pediment with projecting scroll-with-acanthus modillions around the bay.

RETURN TO SACRAMENTO STREET
AND TURN RIGHT.

14.
Chambord Apartments
1298 Sacramento Street at northeast corner of Jones Street

It may be hard to envision but this splendid wedding cake of a building has actually had decorative embellishments removed over the years. It is the creation of self-taught San Francisco architect James Francis Dunn and was one of his last buildings before his death in 1921 at the age of 47. The French Renaissance-infused Chambord was undressed in the mid-1900s and slated for demolition but evaded the wrecking ball. It has since been restored with Dunn's original plans as a guide.

15.
Nob Hill Place
1155 Jones Street at southwest corner of Sacramento Street

The intersection of Jones and Sacramento streets is the top of Nob Hill. On the southwest corner of this choice bit of real estate is Nob Hill Place, a 1924 addition formed in concrete that became a popular San Francisco building material post-1906 earthquake.

TURN LEFT ON JONES STREET.

16.
Twelve Hundred California
1200 California street at northwest corner of Jones Street

It was not until the middle of the 20th century that earthquake-proofing buildings had advanced to a degree that builders felt comfortable with soaring structures over self-imposed height restrictions. But so many high-rises began darkening San Francisco streets in the Financial District that an official height restriction on new construction was imposed. Nob Hill received its first modern apartment tower in 1974 with the construction of this 27-story, 289-foot structure.

17.
Cathedral Apartments
1201 California Street at southwest corner of Jones Street

Following the 1906 Earthquake there was a flurry of apartment construction in San Francisco. Until the Great Depression ended the boom some 78 multi-unit buildings went up in the City, many high-end affairs tapping into the talent of the town's best architects. The 19-story Cathedral Apartments, finished in 1930 was one of the last and the largest with 91 units. Charles Peter Weeks and William Peyton Day laced their building with Spanish Revival detailing; it would be one of the last projects for the esteemed tandem before Weeks' death in 1928. The firm specialized in theaters and cinemas, including several exuberant movie palaces and hotels throughout California.

TURN LEFT ON SACRAMENTO STREET.

18.
California Masonic Memorial Temple
1111 California Street

Widely praised as a touchstone of modern architecture with its simple lines, open spaces and heavy materials, the temple was designed in 1958 to be a "beacon of light for all Masons." Iconoclastic artist Emile Norman created an historical window of California Masonic heritage for the building that incorporates thousands of bits of metal, parchment, felt, linen, silk, natural foliage, thinly sliced vegetable matter, shells and sea life, plus 180 colors of stained glass. The 38 by-48-foot endomosaic mural is enhanced by a lower

frieze that makes use of actual gravels and soils of the 58 counties of California and the Islands of Hawaii. Norman began his professional career designing window displays for New York department stores before making his way to a home and studio in Big Sur in 1946.

TURN LEFT ON TAYLOR STREET.

19.

Grace Cathedral

1051 Taylor Street between California and Sacramento streets

Charles Crocker was the last of the Big Four railroad magnates to move to Nob Hill and this was his property. Late to the party in the 1870s, Crocker sought to make his splash by purchasing the entire block, which he attempted to accomplish on the down-low to keep prices in line. He almost made it but word got out that it was Charles Crocker's deep pockets buying property with one house to go - at the Sacramento street side of the block - belonging to Nicholas Yung, a German undertaker. Whether Yung was too enamored of his Nob Hill views to move or whether he was looking to make a big score is a matter of historical debate but rather than pursue the property Crocker instead built a 40-foot wooden fence around three sides of the Yung house. Choosing not to live 22 hours a day in darkness, the Yungs moved to another property but still didn't sell their Sacramento Street house to Crocker. Regardless of who was the good guy or the bad guy in the dispute, Crocker's monstrosity turned public opinion against him. Crocker died in 1888, two years after being incapacitated in a New York City carriage accident. It was left to heirs to acquire the property and finally have the Spite Fence torn down. Just a short time after that the 1906 Earthquake and Fire brought down Crocker's expansive French Second Empire mansion as well.

The Crocker family then gave their land to the Episcopal Diocese of California to build a cathedral. The Grace Church parish was founded in the Gold Rush days of 1849 and among its past rectors in the 1860s had been James Smith Bush, great grandfather of George H.W. Bush and great-great grandfather of George W. Bush. Lewis P. Hobart, who was one of the town's busiest architects after the earthquake, provided the

French Gothic design for the Cathedral, which became the third largest Episcopal cathedral in the nation when it was completely finished in 1964. The gilded bronze doors were cast from the same molds used to make the *Gates of Paradise* by Lorenzo Ghiberti for the Baptistery in Florence; the originals depicting scenes from the Old Testament took 27 years to create in the 15th century. During W W II the doors were taken down and stored away, and when they were brought back in the late 40's, latex molds were made and copies were eventually placed back on the baptistery. The only other copy was purchased by Grace Cathedral.

YOU HAVE NOW RETURNED TO THE TOUR STARTING POINT AT HUNTINGTON PARK.

Look Up,

San Francisco - Telegraph Hill



A Walking Tour of San Francisco - Telegraph Hill...

San Francisco has 44 named hills; seven stand out as the “Original Seven Hills” - Telegraph Hill, Nob Hill, Russian Hill, Rincon Hill, Mount Sutro, Twin Peaks and Mount Davidson. The Spaniards called this protrubance Loma Alt or “High Hill” and early San Franciscans knew it as Goat Hill. It became Telegraph Hill in 1849 after a windmill-like structure was constructed on top that signaled the nature of incoming ships entering through the Golden Gate. this information was used by financiers, merchants and speculators in the know to negotiate commodity prices. The coming of the real electrical telegraph made the semaphore system obsolete with a decade but the name never left.

In the 1920s, Telegraph Hill became with North Beach a destination for poets and bohemian intellectuals. Telegraph Hill was the residential area; North Beach was a neighborhood of cafes and bars that became internationally known as the epicenter of the Beat Generation in the 1950s.

Our walking tour will begin near San Francisco Bay and climb up Telegraph Hill and back down into North Beach before finishing down Broadway that developed into the town’s red light entertainment district as the remnants of San Francisco’s infamous Barbary Coast. And we will begin at the headquarters of one of San Francisco’s iconic companies...

1.

Levi Plaza

1155 Battery Street at Filbert Street

In 1877 two pairs of overalls arrived in the offices of Levi Strauss & Company in San Francisco. A letter was attached that read: "The secret of them Pents is the Rivets that I put in those Pockets and I found the demand so large that I cannot make them fast enough. My nabors are getting yealouse of these success and unless I secure it by Patent Papers it will soon become a general thing. Everybody will make them up and thare will be no money in it. Therefore Gentleman, I wish to make you a proposition that you should take out the Latters Patent in my name as I am the inventor of it, the expense of it will be about \$68, all complit..." The letter was from Jacob Davis, a Latvian immigrant from Reno, Nevada. Levi Strauss paid for Jacob Davis' patent for "Improvement in Fastening Pocket Openings." The patent would be the most illegally imitated patent in United States history.

The Bavarian-born Levis Strauss was already successful when he learned about Jacob Davis, had been for nearly 30 years. In 1849 Strauss sailed to San Francisco to join the Gold Rush, peddling goods in lawless boomtowns. Strauss made sturdy canvas work pants, often using sails and tents when material from his brothers in New York did not arrive in time. Strauss was importing a French denim from which he made "waist high overalls." "Jeans" was a derogatory phrase referring to cheap-type work pants from Genoa, Italy. "Jeans" is from the French word for Genoa, "genes." Strauss dyed his denim blue to mask soil stains. The company grew steadily as his name appeared on a list of men who were worth at least \$4,000,000 in a local newspaper. He owned a large chunk of downtown San Francisco real estate. Lawrence Halprin designed the layered brick corporate headquarters amidst five acres of gardens and hardscaping in 1982. The centerpiece fountain is carved from a massive piece of carnelian granite.

WALK OVER TO THE NORTH SIDE OF THE PLAZA. THE BUILDING FLANKING THE PLAZA IS...

2.

Italian Swiss Colony Warehouse

1265 Battery Street

Andrea Sbarboro was born in Genoa, Italy in 1839 but made his way to San Francisco to work in his brother's store at the age of 13. It would be twenty years before Sbarboro could set up his own store - just in time for the nationwide financial collapse of 1873. The Panic gave rise to mutual loan associations, however, and Sbarboro shifted nimbly into finance, founding five of these groups whose money would build 2,500 homes in the Bay Area. In 1881, as a way to help his fellow countrymen settle in America, he created a large grape-growing business on the principle of the savings and loan society. Some 1,500 acres of hill and valley land were purchased in Sonoma County for \$25,000 and a village named Asti after the Italian town famous for its wines was created. Choice wines, produced from grape plantings from the Old World, soon brought wide acclaim. By 1905, ten gold medals were awarded these wines at international competitions. This brick warehouse, created in the image of an Italian palazzo, was constructed in 1903. The waterfront here was once stuffed with similar industrial warehouses but this is one of the few to dodge the wrecking ball in the last century.

RETURN TO THE CENTER OF LEVI PLAZA AND TURN RIGHT TO EXIT THROUGH THE WEST SIDE ACROSS SANSOME STREET. WALK TO THE BASE OF THE HILL AND BEGIN CLIMBING.

3.

Filbert Street Steps

The most famous of San Francisco's legendary stairways, the Filbert Steps rise in three sections from Sansome Street to Pioneer Park and Coit Tower. The steps run through a garden tended to and paid for by the residents of the "street" and the most famous avian residents of Telegraph Hill, feral parrots, are often spotted here. On your way up, remember to stop and turn around to enjoy to views of San Francisco Bay, increasingly further beneath you.

4.

Napier Lane
off Filbert Street Steps, between Sansome Street and Montgomery Street

This little wooden byway off the Filbert Street Steps with its unmatched views is populated with quirky little homes from the 1870s and 1880s. Today the fanciful boardwalk dwellings fetch millions on the real estate market.

AT MONTGOMERY STREET, ON YOUR LEFT AT THE TOP OF THE FILBERT STREET STEPS IS...

5.

Malloch Apartment Building
1360 Montgomery Street at southeast corner of Filbert Street Steps

This Streamline Moderne confection was assembled by Irvine Goldstine for Jack and Rolph Malloch in 1939. The corner walls feature a bas relief of Atlas hoisting a globe over the Bay Bridge and an outline of the State of California with rainbows and goddesses tossed in; they were creations to make note of the 1939 Golden Gate International Exposition. The Malloch has done screen time in several Hollywood productions, most notably *Dark Passage* starring Humphrey Bogart and Lauren Bacall in 1947.

TURN RIGHT ON MONTGOMERY STREET AND WALK ONE BLOCK TO ITS END.

6.

Julius' Castle
1541 Montgomery Street

Julius was Julius Roz, an Italian immigrant and one-time counterman. His castle was the eclectic restaurant he built into the hillside in 1922. Italian-born architect Louis Mastropasqua studded his competition with Gothic-flavored pointed-arch windows, Norman-styled battlements and whimsical Arts and Crafts elements. In the back wall, overlooking the Embarcadero waterfront Roz displayed the words "Julius' Castle" in enormous redwood script. Justifiably famous for its unmatched dining room views of San Francisco Bay, this was one of the go-to romantic destinations in the city for decades until the restaurant recently closed its doors.

TURN LEFT AND CONTINUE ASCENDING TOWARDS COIT TOWER ON THE GREENWICH STREETS STEPS. IF YOU WANT TO SAY YOU WALKED ALL THE WAY UP THE FILBERT STREET STEPS YOU CAN WALK BACK AND COMPLETE YOUR ASCENT THAT WAY. BOTH SETS OF STEPS END UP IN THE SAME PLACE.

7.

Greenwich Street Stairs

The red brick Greenwich Street Stairs, equally impressive as the Filbert Street Stairs, have made the same journey from Sansome Street to Coit Tower, passing underneath several houses in the process.

8.

Pioneer Park
Telegraph Boulevard at top of Telegraph Hill

This five-acre park at the top of the city was established in 1876 in celebration of the United States Centennial. Before the park, it was the site of the Marine Telegraph Station. A bronze statue of Christopher Columbus was placed in the park in 1957, donated by the city's Italian-American community.

9.

Coit Tower
Pioneer Park

The 210-foot Art Deco tower, made of unpainted reinforced concrete, was designed by architects Arthur Brown, Jr. and Henry Howard in 1933. The fresco murals were created on-site by 27 different artists. The money for the tower came from Lillie Hitchcock Coit who left one-third of her estate (about \$130,000) to beautify San Francisco. Lillie's father was an army surgeon from North Carolina who brought his family to San Francisco in the 1850s and later bought 1,100 acres of land in Napa Valley. She was captivated by firemen from an early age and as a teenager became the mascot of the "Knickerbocker Engine Company No. 5." "Firebelle" Hitchcock would remain one of the fire department's greatest patrons throughout her 86 years. She married Howard Coit, who held the influential position of caller of the San Francisco Stock Board. The tower is built on the site of the first West Coast telegraph, a semaphore line completed in 1849.

DESCEND TELEGRAPH HILL BY EXITING PIONEER PARK ON THE SOUTH SIDE (THE BACK SIDE OF COIT TOWER). CROSS OVER TELEGRAPH BOULEVARD AND TURN RIGHT TO WALK DOWN FILBERT STREET.

10.

Filbert Street

West side of Coit Tower

This is one of the steepest navigable streets in America with a maximum gradient of 31.5%. Steps have been carved into the sidewalk to make it easier just to walk on the street.

11.

Briones Rancho Site

Stockton and Filbert streets

Juana Briones, born in Hispanic California, was a preeminent woman of her time. In the 1830s and 1840s she transformed an isolated cove in the then Mexican hamlet of Yerba Buena into her rancho. At the site of this park she raised cattle and grew vegetables for sale to ship crews. She gave sanctuary to refugees and was revered as a healer and care giver. She is honored as a humanitarian, astute businesswoman, community builder, and devoted mother of eight children.

12.

Saints Peter and Paul Church

666 Filbert Street at northeast side of Powell Street

The "Italian Cathedral of the West" has served as the home church and cultural center for San Francisco's Italian-American community since its consecration in 1924. The twin spires reach 191 feet in the sky. Baseball star Joe DiMaggio was married (first wife) and buried here. When the divorced Yankee Clipper wed Marilyn Monroe he was not allow to marry in the Catholic church but the newlyweds came here for photos on the steps after their City Hall ceremony.

TURN LEFT ON POWELL STREET AND QUICKLY GO LEFT AGAIN ON COLUMBUS AVENUE, HEADING TOWARDS THE TRANSAMERICA PYRAMID..

13.

Hotel Bohème

444 Columbus Avenue

The Capurro family constructed a commercial building here in the 1880s. It withstood the Great Earthquake of 1906 but the San Francisco Fire Department dynamited all the buildings on this block to create a fire break. The tactic failed and most of North Beach burned to the ground anyway. Capurro Properties, which still owns the site, spared no expense in rebuilding. In its most recent incarnation the building has hosted this hotel that seeks to evoke the bohemian style of the Beat days from the 1950s.

14.

St. Francis of Assisi Church

610 Vallejo Street at northwest corner of Columbus Avenue

The cornerstone of this Norman Gothic heritage church, carrying the name of the city's patron saint, was laid in 1857. Dedicated in 1860, it was the city's first parish church. The walls and 95-foot towers survived the 1906 earthquake and fire to be incorporated into the rebuilt structure so that parishioners from the mid-19th century would recognize the church from the outside today.

15.

Molinari Delicatessen

373 Columbus Avenue at southeast corner of Vallejo Street

P.G. Molinari sailed from the Piedmont region of Italy to San Francisco in 1884 at the age of 14. He went to work in the first salami factory in San Francisco and opened his own Italian sausage-making operation in 1896. Molinari & Sons moved here in 1913 and although the sausage-making moved on in 1962, the delicatessen carries on.

TURN LEFT ON VALEJO STREET.

16.

Caffè Trieste

601 Vallejo Street at southeast corner of Grant Avenue

Giovanni Giotta made his way from a small fishing village in Italy to San Francisco in 1950 and opened this coffee house in 1956 where he

reportedly started selling the first espresso on the West Coast. The Caffè Trieste quickly became the main hangout for the generation of writers known as the Beats. At any hour of the day you could find a Jack Kerouac or an Allen Ginsberg noshing at a table. Francis Ford Coppola wrote much of the screenplay for *The Godfather* while sitting in the Caffè Trieste.

TURN RIGHT ON GRANT STREET.

17.

The Saloon

1232 Grant Street

This is the oldest continuously operating bar in San Francisco, with roots reaching back to 1861. Its survival during the 1906 earthquake is attributed to unusually stout timbers; its survival of fires through the years is attributed to local fire brigades rushing to the saloon to save the hookers who worked upstairs. Besotted patrons who stumbled from the premises in the rough-and-tumble 1800s were said to be shanghaied and on the high seas before they sobered up.

TURN LEFT ON COLUMBUS AVENUE.

18.

Condor

560 Broadway Street at northeast corner of Columbus Avenue

The Condor is remembered as the world's first topless and bottomless entertainment venue. On June 19, 1964 go-go dancer Carol Ann Doda became an international sensation when she performed in a topless bikini. Two months after she started her semi-nude performances, the rest of San Francisco's Broadway was topless, followed soon after by entertainers across America. Carol Doda became a cultural icon and enhanced her legend further when she became one of the first well-known performers to have her breasts surgically enhanced through silicone injections. In 1969 she began dancing totally nude, a practice that was outlawed in 1972 in any establishment serving alcohol. For many years the large illuminated sign in front of the Condor featured a picture of Carol Doda; today's sign is more sedate but go-go dancers are again featured here after a stint as a sports bar.

19.

City Lights Bookstore

261 Columbus Avenue

Co-founded in 1953 by poet Lawrence Ferlinghetti and Peter D. Martin, this legendary cultural touchstone was made an official historic landmark in 2001. City Lights was a favorite meeting place for Beat poets and evolved into an important publishing house in its own right. Even without the iconic bookstore, the building itself, with its clerestory windows and small mezzanine balcony, qualified as a city landmark as evocative of the commercial buildings erected in the wake of the 1906 earthquake. City Lights originally shared space in the building, designed by Oliver Everett in 1907, before gradually expanding into space occupied by departing tenants until it spread throughout the structure.

RETRACE YOUR STEPS BACK TO BROADWAY STREET AND TURN RIGHT, HEADING TOWARDS THE BAY.

20.

Green Tortoise

494 Broadway Street

Gardner Kent founded an adventure bus tour company he called the Green Tortoise in 1974, catering to backpackers and trekkers. Customized buses outfitted with bunk beds allowed passengers to sleep during night travel which served the dual purpose of saving on lodging and reserving the daylight hours for exploring destinations. The Green Tortoise also operates two internationally acclaimed hostels, one in Seattle and this one that also hosts the bus line headquarters.

21.

Garibaldi Hall/Broadway Studios

435 Broadway Street

This building began life in 1919 as the Garibaldi Hall, which became known for its lively boxing programs. By the 1940s the space was known as the Italian Supper Club and in the 1970s it was the go-to On Broadway nightclub. Beat poets, Iggy Pop, Dave Chapelle and the Dead Kennedys all appeared on stage here.

CONTINUE TO THE CORNER OF BATTERY STREET.

22.

KPIX-TV

825 Battery Street at northwest corner of Broadway Street

KPIX went on the air on Christmas Eve, 1948 as the first television station in northern California and only the 49th in the United States. In 1976 the station, Channel 5, came up with the concept for a local entertainment and lifestyles program, Evening Magazine, which quickly became a staple in markets across the country. In 1979 KPIX moved into this building that was constructed in the 1920 by the National Bicult Company. It was retrofitted by San Francisco design and architecture firm Genler, founded in 1965 by Art and Drue Gensler, and their associate James Follett, Gensler is now one of America's largest architecture firms.

TURN LEFT ON BATTERY STREET.

23.

Armour and Company Building

1050 Battery Street at southeast corner of Union Street

Philip Danforth Armour set up a meat-packing plant in Chicago in 1867 at a time when the city was best known for its muddy streets and meat processing was a seasonal business limited to cold weather months. There was no system other than salt cure to preserve perishable meat. In 1872 Armour & Company built the world's first large chill room with temperatures cooled by large blocks of ice cut in the winter and stored under sawdust through the summer. Armour, a robust man with sandy hair and red whiskers, had converted the meat business into a year-round industry and soon he was shipping product in the world's first refrigerated railroad cars leading to distribution plants around the country. This brick building was constructed in 1907 on plans by San Francisco architect Henry Geilfuss. It was used as a meat packing plant and smokehouse by Armour and Company until 1934.

24.

Williams-Sonoma

151 Union Street at southwest corner of Battery Street

These brick commercial buildings are known as Ice House #1 and Ice House #2, renovated by William W. Wurster in the late 1960s. Wurster, then in his seventies, had just completed the acclaimed adaptive redevelopment of Ghiradelli Square at Fisherman's Wharf. It is now office space for Williams-Sonoma. Charles E. Williams spent World War II fixing airplanes in India and East Africa and after the war he settled in Sonoma, working as a contractor. In 1956 he bought a hardware store and gradually shifted his stock to cookware imported from France. The concept thrived quickly and Williams moved his operation to San Francisco in 1958 on its way to becoming one of the pioneering lifestyle retailers.

WALK A FEW MORE STEPS ON BATTERY STREET TO THE TOUR STARTING POINT AT LEVI PLAZA.

Look Up,

San Francisco - Union Square



A Walking Tour of San Francisco - Union Square...

In 1847 when Jasper O'Farrell sketched out a street plan for San Francisco, he left two spaces open for a public plaza. This was one of them. The area got its name when it was used for rallies of support for the Union Army during the Civil War. Today the battles fought in the blocks around Union Square are for the credit cards of consumers who crowd one of the largest collections of department stores, upscale boutiques, tourist trinket shops, art galleries, and salons in the United States.

From its inception Union Square has played the role of ceremonial heart of San Francisco by hosting public events, concerts and holiday celebrations throughout the year. Each year a painted heart from a local artist is installed at the four corners of Union Square that will be auctioned off to benefit the San Francisco General Hospital.

In addition to world-famous retail stores, the streets surrounding Union Square are stuffed with venerable theaters, grand hotels and historic clubhouses. Originally this was a park surrounded by churches and residences but the San Francisco earthquake of 1906 changed all that. To see how the last century has transformed Union Square we will begin where Alfred Hitchcock's *The Birds* began, at the center of the square...

1.

Union Square Park

Geary, Powell, Post and Stockton streets

San Francisco's first American mayor, John Geary, created this park in 1850; it got its name for the boisterous pro-Union rallies before and during the Civil War. Today's granite plaza covers 2.6 acres and is studded with palm-speckled gardens. The soaring 97-foot shaft is a 1903 installation, a monument honoring Admiral George Dewey's victory at the Battle of Manila Bay during the Spanish American War and a remembrance of recently assassinated President William McKinley. Executed by Robert Aitken, the statue at the top of the monument, "Victory," was modeled after a comely Danish-American stenographer and artist's model named Alma de Bretteville. The chairman of the selection committee, sugar magnate Adolph B. Spreckels, became smitten with de Bretteville and the two eventually married. She was 23, he was 46 and Alma often referred to her husband as her "sugar daddy," a relationship description which would pass into the popular lexicon. In 1941 the world's first underground parking garage was completed beneath Union Square.

WALK OVER TO THE NORTH SIDE OF THE SQUARE, ALONG POST STREET.

2.

Williams-Sonoma

340 Post Street on north side of Union Square

This is the flagship store for the 200-store cooking-based chain. Charles E. Williams spent World War II fixing airplanes in India and East Africa and after the war he settled in Sonoma, working as a contractor. In 1956 he bought a hardware store and gradually shifted his stock to cookware imported from France. The concept thrived quickly and Williams moved his operation to San Francisco in 1958 on its way to becoming one of the pioneering lifestyle retailers.

BEGIN WALKING COUNTERCLOCKWISE AROUND UNION SQUARE.

3.

Argonaut Club

400 Post Street at northwest corner of Powell Street

This building was constructed in 1908 for the Argonaut Club. Joseph Brandenstein organized the San Francisco Verein (German for club) in 1853 for the town's Jewish immigrants. Eleven years later Levi Strauss spearheaded the establishment of a private men's club eventually known as Concordia. The two organizations attracted the bluest of San Francisco Jewish blood until the faltering Argonaut Club gave up its building and merged with Concordia in 1939. For many years this was a bustling United Airlines ticket office.

4.

Westin St. Francis

335 Powell Street at west side of Union Square

Charles Crocker was founder of the Central Pacific Railroad and co-builder of the Transcontinental Railroad. His family took some \$2.5 million of his estate in 1904 to build what they hoped would be the equal of the grand hotels of Europe. The building withstood the earthquake two years later but fire destroyed the hotel's 250 rooms. When renovations were finished a third wing appeared in 1908 and the St. Francis was the largest hotel on the Pacific Coast. The breathtaking lobby features an antique grandfather clock that spawned the common phrase around town, "Meet me at the clock." Additional rooms were added along Post Street and in 1971 the 32-story Pacific Tower opened behind the St. Francis.

5.

Elkan Gunst Building

301 Geary Street at southwest corner of Powell Street

Gustave Albert Lansburgh, best known for his elaborate theaters, designed this rounded Beaux Arts building on the corner of Union Square in 1908. Panama-born but San Francisco raised, Lansburgh had just received a diploma from the prestigious École des Beaux-Arts in Paris, France at the same time as the earthquake and fire in 1906. This was one of the first important commissions for Lansburgh, who was a friend of the Gunst family. Moses A. Gunst was a millionaire founder of a chain of tobacco stores who came to San Francisco in 1888 from New York. His son

Morgan Arthur Gunst constructed this building as a memorial to his son who died at the age of 16 while playing football. There were so many deaths from football injuries in those days that President Theodore Roosevelt summoned the games powers that be to the White House to enact rule changes to eliminate foul play and brutality.

WALK ACROSS TO THE EAST SIDE OF UNION SQUARE.

6.

City of Paris (Nieman Marcus)

150 Stockton Street at southeast corner of Geary Street

Felix Verdier, a silk-stocking manufacturer from Nîmes, France, sailed to San Francisco in 1850 with a ship loaded with silks, laces, fine wines, champagne, and Cognac to introduce the California Gold Rusher to the fineries of life. The goods never even made it off the ship before they sold out. Verdier sailed back to France with bags of gold dust and returned the next year to open a store. The City of Paris moved into a Beaux-Arts confection here designed by Clinton Day in 1896 and it was one of the few buildings in the neighborhood to survive the 1906 San Francisco earthquake but was demolished after the Verdier family sold out in the 1970s. This post-modern building by Phillip Johnson incorporates the original rotunda.

EXIT UNION SQUARE BY WALKING SOUTH ON STOCKTON STREET, PAST THE CITY OF PARIS.

7.

Macy's

170 O'Farrell Street at northwest corner of Stockton Street

Rowland Hussey Macy was born of Quaker stock on Nantucket Island, Massachusetts and like many young men was seized by the sea. He sailed at the age of 15 on the Emily Morgan, bound for Cape Horn and beyond. He spent four years sailing through the South Seas before returning to Massachusetts. Although he was often called Captain Macy in later years he never again set to sea, save as a passenger.

Macy had no clear idea what to do after his sea adventures and for several years his trail is lost

to history. He surfaced in the dry goods trade in Boston in 1844, his first of several marginally successful retail operations. In 1849 Macy headed for San Francisco in the Gold Rush, leaving behind his wife and family. His success in the gold fields is unknown but by 1850 he was doing business in Marysville as Macy & Company but the merchant partnership was soon put up for public auction. We next find Macy back in Haverhill, Massachusetts operating a store offering a full line of dry goods in 1853. He was experimenting with many of the principles that would later become Macy staples: dealing only in cash, a single price policy and extensive advertising. But this venture failed also.

Macy tried brokering for a short while and then bolted to Superior City, Wisconsin in 1857 to engage in land speculation just as the boom shipping town was going bust. At the age of 35, struggling in the nation's heartland, it was hard to see how Rowland Macy had laid the foundation for creating the world's most famous department store. But he did just that when he came to New York in 1858 and opened a small fancy goods store. In 1945 R. H. Macy & Company acquired O'Connor Moffat that was established in San Francisco in 1866. Renaming the store Macy's this location, opened in 1928, was expanded using the original architect, Louis Parson Hobart.

TURN RIGHT ON ELLIS STREET AND TURN LEFT ON POWELL STREET. WALK A FEW STEPS TO MARKET STREET.

8.

**Powell Street Cable Car Turntable
Powell Street and Market Street**

At Powell and Market streets, there is a cable car turntable which serves as the beginning stop for two lines, the Powell-Mason and Powell-Hyde lines. The Powell-Mason line begins at the Powell/ Market turntable, and the line runs from there up and over Nob Hill and down to Bay Street at Fisherman's Wharf. The Powell-Hyde line also begins at the Powell Market turntable and runs over Nob and Russian hills before ending at Aquatic Park near Ghiradelli Square. When the cars reach the end of the line here the gripman manually rotates the car on the turntable.

9.

Bank of Italy/Bank of America Building
1 Powell Street at Market Street

This branch of the Bank of Italy, the forerunner of the Bank of America, was created in 1921 from the pens of Walter Danforth Bliss and William Baker Faville who were responsible for some of San Francisco's most striking buildings in a partnership that lasted from 1898 until 1925. This rounded, three-story Italian Renaissance banking house sits proudly on that roster.

10.

Flood Building
870 Market Street at the foot of Powell Street

James Flood was a stockbroker and partners with John Mackay, James Fair and William O'Brien in silver mining interests in Virginia City, Nevada's Comstock Lode. One day in 1873 miners Mackay and Fair were following a narrow sliver of low-grade ore in the Consolidated Virginia and California Mine. Persisting long after others would write off the puny vein, Fair discovered the "Big Bonanza," a field of high-grade silver ore so rich it took several years to exhaust and yielded more than \$60 million - well over a billion 2012 dollars. Flood's son, James, Jr., used part of his considerable inheritance to build San Francisco's largest building here in 1904. Albert Pissis contributed the Classical Revival design. When the earthquake and fire struck two years later only the first two floors were damaged and quickly restored.

TURN LEFT ON MARKET STREET.

11.

Emporium/Bloomingdale's
835 Market Street

The Emporium was a shopping institution for almost 100 years, one of California's largest and grandest stores from 1896 until 1995. Adolph Feiss began the business as a co-operative of individually-owned shops. The Emporium, another design by San Francisco architect Albert Pissis with a trademark dome, withstood the earthquake but burned in the fire and required two years to rebuild. There have been countless additions and renovations in its lifetime but the historic domed glass roof, recently restored, remains.

12.

Pacific Building
southwest corner of Market Street and 4th Street

Following the 1906 earthquake builders here tapped a new construction technology that involved concrete reinforced with steel rebar. They would eventually pour more concrete than any building in the world for the nine-story Pacific Building - an dour over a million dollars in the process. Architect Charles F. Whittlesey outfitted the behemoth with decorated tiles of green and cream and yellow. Old Navy made this their largest retail store in 1999, leasing more than 70,000 square feet.

13.

Humboldt Savings Bank
785 Market Street

Frederick Herman Meyer and Smith O'Brien designed this high-rise for the Humboldt Savings Bank in 1906. Interrupted by the Great Earthquake, Meyer re-purposed the building to be constructed with reinforced concrete and steel. His lavish plans called for a building festooned with granite and marble details and a wedding cake dome topping the entire confection. The 19-story Beaux Arts building was completed in 1908. The partnership dissolved after six years and Meyer opened his own office here.

TURN LEFT ON GRANT AVENUE.

14.

Phelan Building
760 Market Street at O'Farrell Street and Grant Avenue

James Phelan, one of San Francisco's pioneer bankers, constructed the first flatiron building in this space, a six-story mansard-roofed affair that burned in the fire of 1906. James Duval Phelan, his son, was a reforming mayor of San Francisco from 1897 until 1902 and vocal advocate of the City Beautiful movement that was gripping America at the time in the wake of the Chicago Exposition of 1893. Most of the tenets of the movement would be trampled in the haste to rebuild after the 1906 Earthquake but Phelan remained true, hiring William Curlett, one of the city's top architects to replace his father's landmark. Curlett had easily made the transition from flowery Vic-

torian design to the popular classically inspired styles and here he delivered an elegant Baroque Revival structure fashioned in steel and glazed terra cotta. Phelan went on to a term in the United States Senate in 1913 and kept his office on the the 6th floor.

15.
Savings Union Bank and Trust Company
1 Grant Avenue at O'Farrell Street

Architects William Danforth Bliss and William Baker Faville based this 1910 Beaux Arts vault on the Pantheon in Rome. Six fluted Ionic columns march up Grant Street under a decorative triangular pediment. The Savings Union Trust Company was a new financial institution that brought together two venerable San Francisco money houses. The Savings Union and Loan Society took its first deposits in 1857 and the San Francisco Savings Union was the first bank chartered under California's 1862 savings bank law. Inside the main vault was crafted by the Bethlehem Steel Company with a door that weighed 23 tons; its capacity was more than 5,000 safe deposit boxes.

16.
Union Trust Company (Wells Fargo Bank)
2 Grant Avenue at Market Street

This is one of the most historic and dignified intersections in San Francisco. Clinton Day, then in his sixties, won a design competition to create this exuberant Beaux Arts vault in 1910. Day's father Sherman was a state senator and co-founder of the College of California that was the predecessor of the University of California at Berkeley and Clinton designed several campus buildings. Isaias W. Hellman started the bank which became the first successful trust company in California.

17.
Maiden Lane

In the 1800s this was Morton Alley, a place where gentlemen could come to find some paid female companionship. The 1906 Earthquake crumbled the bordellos and a century later the block is a pedestrian-only street stuffed with the chicest names in retail with a name designed to stir images of the posh Maiden Lanes in London and New York. The wrought iron gates swing open to permit vehicular traffic in the evenings.

TURN LEFT ON MAIDEN LANE.

18.
Xanadu Gallery
140 Maiden Lane

This is Frank Lloyd Wright's only San Francisco building, designed for the client V.C. Morris Gift Store in 1948. Wright eschewed normal storefront display windows and instead lured shoppers inside with a beautifully crafted Romanesque arch in the brick facade. Inside is a spiral rampway that Wright would become iconic in Wright's New York City Guggenheim Museum a decade later.

RETRACE YOUR STEPS TO GRANT AVENUE AND TURN LEFT, CONTINUING NORTH, TOWARDS POST STREET.

19.
Head Building
201 Post Street at southwest corner of Grant Street

This is a Renaissance Revival creation of William Curlett from 1909, creating a bookend for his Shreve Building finished several years earlier across the street. Curlett was Irish-born and trained but was practicing in San Francisco by the time he was 25 in 1871. He was nearing the end of his career by this time, with a long roster of splendid mansions and important buildings to his credit. He was one of the original members of the California State Board of Architecture and was a fellow of the American Institute of Architects; Curlett died in 1914.

20.
The Shreve Building
210 Post Street at northwest corner of Grant Street

Brothers George and Samuel Shreve had opened their first jewelry store in San Francisco back in 1852, catering to the newly wealthy gold rushers. Curlett finished the classically flavored Shreve Building in 1905 and Shreve & Company settled into the ground floor in March of 1906. A month later the city was destroyed by an earthquake and fire. The Shreve Building remained standing and loyal employees had locked the firm's valuables in a fireproof vault. It would be two years, however, before the interior of the

Shreve Building would be habitable again.

TURN LEFT ON POST STREET. AT UNION SQUARE TURN RIGHT ON STOCKTON STREET.

21.

Ruth Asawa's Fountain

Hyatt steps on Stockton Street across from Campton Place

If you don't have time to visit all the city's treasures you can get a crash course with the 41 landmarks depicted on bronze plaques that make up this tribute to San Francisco erected in 1972.

TURN LEFT ON SUTTER STREET.

22.

450 Sutter Street

This beautiful and elegant 26-story high-rise, an Art-Deco masterpiece, was designed by world famous San Francisco architect Timothy Ludwig Pflueger. Pflueger was a leader in the development of Art Deco design in California and created some of the town's most prominent skyscrapers and movie theaters in the 1920s and 1930s. As an interior designer Pflueger crafted some of San Francisco's most luxurious cocktail lounges. Here he gave the office building an array of decorations influenced by the Mayan Civilization.

23.

Sir Francis Drake Hotel

450 Powell Street at southeast corner of Sutter Street

The hotel locals call "the Drake" has helped define the elegance of San Francisco since 1928. Built for the princely sum of \$5 million by Mid-western hotel developers, the Sir Francis Drake Hotel offered impressive innovations like an indoor golf course, ice water on tap, and radios in every guest room. The window panes were made of Vitaglass, so-called because it let even the healthful ultra-violet rays into each room, making it possible, according to early advertisements, to sunbathe without going outside.

24.

Press Club

449 Powell Street at southeast corner of Sutter Street

The building was erected in 1913 and designed by architect Frederick H. Meyer. The Press Club, organized on August 30, 1888 with eighty charter members, occupied the top three floors until 1952 when they moved to 555 Post Street.

25.

Francisca Club

595 Sutter Street at southeast corner of Mason Street

The Francisca Club is San Francisco's oldest woman's social club, started in 1903 during a period of great growth of private clubs where women could gather for meals, talk about books and other cultural events, and to hear speakers. A century later the club's traditional rules have scarcely changed - despite a vastly different role of women in society. Phones are discouraged and all business is banned inside the Colonial Revival brick building. Blue jeans are not allowed, there is no gym and the club closes at 4:00 p.m. when ladies are expected to return home for the day.

26.

Marines' Memorial Club & Hotel

609 Sutter Street at southwest corner of Mason Street

The Marines' Memorial Association's charter from 1946 established the Marines' Memorial Club as the first "Living Memorial" in the United States, dedicated as a "tribute to those who have gone before; and to provide a service to those who carry on." The intention was to provide a facility that would: honor the memory and commemorate the valor of the members of the Armed Forces who were killed, lost, or who died in military service for their Country; provide spaces for forums, for educational lectures and meetings; and include a museum and library for records, literature, historical objects, and military books. The 12-story Neoclassical brick building dates to 1926.

27.

**Young Women's Christian Association
620 Sutter Street**

The first Young Women's Christian Association (YWCA) was established in London, England in 1855. The movement reached San Francisco in 1878 with early programs including sewing classes for little girls, a kindergarten, and residences for women who were homeless or just out of the hospital. This classically-themed community center was constructed in 1917 and in 1930 its swimming pool became the first integrated one in the city. Like many heritage buildings in the district it is now occupied by the Academy of Art University.

28.

**Woman's Athletic Club/Metropolitan Club
640 Sutter Street**

With a founding group of seventeen members the Woman's Athletic Club organized in 1915. The club hired esteemed architects Walter Danforth Bliss and William Baker Faville who delivered a six-story Italian Renaissance palazzo rendered in rich brown brick. The architects and a handful of lawyers would be the only men involved in the "House That Women Built." The well-appointed club boasted dining rooms, pool, gymnasium, beauty salon and spa, and overnight rooms. There were over 1,000 members when the club opened in 1917 and expansion plans were underway almost immediately. During the 1920s the Woman's Athletic Club of San Francisco flourished, with active basketball, swimming and tennis teams. After the original 50-year incorporation of the Woman's Athletic Club expired in 1965, the club has trundled on as the Metropolitan Club.

TURN LEFT ON TAYLOR STREET.

29.

**Bohemian Club
624 Taylor Street at northeast corner of Post Street**

In New York City and other American metropolises in the late 1850s groups of young, cultured journalists flourished as self-described "bohemians" before the Civil War in 1861 scattered their ranks. The San Francisco version formed in 1872 from a regular meeting of journalists, artists

and musicians; it soon began to accept businessmen and entrepreneurs as permanent members. Ambrose Bierce was a founding member and later luminaries on the club membership roster include Presidents William Howard Taft, Herbert Hoover and Ronald Reagan.

30.

**The Clift
495 Geary Street at southeast corner of Taylor Street**

In 1913, Frederick C. Clift, an attorney from a large family in the Sierra foothills, built what was advertised as the first hotel in San Francisco to be fire and earthquake proof. George Applegarth provided the design. When an additional three floors were tacked onto the building in 1924, it became the largest hotel in California. Inside, the highlight is the Redwood Room, draped in coastal redwood paneling with an enormous bar said to be carved from a single redwood tree.

TURN LEFT ON GEARY STREET.

31.

**Curran Theatre
445 Geary Street**

Homer Curran began a career as a theatrical producer after graduating from Stanford University and running the Cort Theatre. In 1922 he established his own Curran Theatre to provide San Francisco with a Broadway experience and in the 1950s the theater indeed took a star turn itself as the Broadway stage in the Bette Davis tour de force, *All About Eve*. the ceiling above the main lobby was hand-painted to make the plaster look like wood.

32.

**American Conservatory Theater
415 Geary Street**

The American Conservatory Theater was designed by prominent architects Walter D. Bliss and William B. Faville in a Neoclassical style with heavy doses of Baroque detailing. The facade is primarily of yellow brick and polychrome-glazed terra-cotta. The building opened as the Columbia Theatre in 1910 and has undergone numerous revivals to both the structure and the name in the century since.

TURN LEFT ON MASON STREET.

TURN RIGHT ON POST STREET TO RETURN TO THE TOUR STARTING POINT IN UNION SQUARE, ONE BLOCK AWAY.

33.

First Congregational Church

432 Mason Street at southeast corner of Post Street

T. Dwight Hunt was a missionary in the Sandwich Islands in the 1840s when he was summoned to San Francisco shortly after the discovery of gold in 1848. He was holding services by October of that year and by February of 1850 had established a church building at the corner of Jackson Street and Virginia Place. Immigrants were still more interested in gold than salvation at the time - by the end of 1850 church membership was only 20. But by the time of the 1906 Earthquake the First Congregational Church had the largest membership of any Protestant church in San Francisco, worshipping in a large meeting-house with a widely recognized Gothic steeple. To build its replacement the church tapped the versatile talents of brothers James William and Merritt James Reid. These Canadian architects managed a busy practice in the early years of the 20th century and designed a wide array of San Francisco buildings including the Cliff House, the Fairmont Hotel, the Spreckels House and the bandshell in Golden Gate Park. Here they crafted a Classical Revival house of worship in line with the city's "banking temples" that were proliferating at the time. Completed in 1915, the church served the congregation throughout the century until it was sold and is now occupied by the Academy of Art University.

34.

Medico-Dental Building

490 Post Street at northeast corner of Mason Street

George William Kelham was born in Massachusetts in 1871 and educated at Harvard and the legendary Ecole des Beaux-Arts in France. Working in the New York office of Trowbridge and Livingston, Kelham was sent to San Francisco in 1906 to supervise construction of the Palace Hotel and never left. He would develop the master plan for the 1915 Panama-Pacific International Exposition in San Francisco and design some of the town's most impressive skyscrapers. This 17-story high-rise with a classical visage was constructed in 1925.

Look Up,

San Jose



A Walking Tour of San Jose...

America's tenth-largest city got under way on November 29, 1777 as El Pueblo de San José de Guadalupe, the first civilian town in the Spanish colony of Nueva California. After California was granted statehood and following intense lobbying at the Constitutional Convention, the first town also became the first capital. Town leaders hastily purchased a two-story hotel under construction to accommodate the state legislature but an unusually wet winter delayed progress on the building. After holding senate sessions in private houses and slogging through knee-deep muddy streets the disgruntled legislators voted to move the capital from San Jose before the third session convened. California's first capitol building was left vacant and was destroyed by fire in 1853.

There were efforts to bring the capital back to San Jose over the years but for the most part the town settled in as a farming community supporting the agriculture industry that was exploding in the surrounding Santa Clara Valley. When World II ended the valley was the last vast undeveloped land surrounding San Francisco Bay; the population of San Jose was less than 100,000 in 1950.

The City opened its arms to growth, annexed some areas to provide room for suburbs and the population would grow ten-fold before the 20th century ended. The town would come to encompass almost 180 square miles. The economic engine for the boom came from technology as the San Jose area became home to the largest concentration of highly-educated expertise in the world - more than 6,600 technology companies employ over 250,000 people in the region today.

Despite some of the most amazing growth in United State history, however, the heart of the city has never strayed far from the original assemblage of adobe brick structures in the Pueblo of San Jose and that is where our walking tour of the Capital of Silicon Valley will explore...

1.
St. James Park
bounded by 1st Street and 3rd Street, St. James
and St. John Street

When San Jose shifted from Spanish rule to American control after the Mexican War in 1846 the everyday center of town life was the Plaza three blocks south. St. James Park, that had been plotted as open space by surveyor Chester Lyman, began to usurp that role as a symbol of the new American influence beginning in the 1860s. Important civic and cultural buildings sprung up around the two-block open space, most adhering to a human scale of construction that kept the landscaped grounds sunny and inviting. But St. James harbors a dark side as well - California's last lynching occurred in the park in 1933 when accused kidnappers and killers John Holmes and Thomas Thurmond were dragged from the county jail and hanged here.

WALK OVER TO THE MIDDLE OF THE SOUTH EDGE OF THE PARK ON THE ST. JOHN STREET SIDE AT 2ND STREET.

2.
Trinity Episcopal Cathedral
81 North Second Street at southwest corner of
St. John Street

The town's first Episcopal services were held in 1854 in the firehouse when William Ingraham Kip, the first Episcopal bishop of the Diocese of California, came visiting from San Francisco. The congregation formed in 1861 and benefited greatly from the inclusion of John W. Hammond, a retired sea captain and shipbuilder who designed and constructed this church building from redwoods hand-hewn from the Santa Cruz Mountains in 1863. When the congregation enjoyed a growth spurt in its early years Hammond devised a plan in 1876 to sever the church in half, pull it apart with teams of horses and reorient the entrance to face 2nd Street. A belltower was also added to the simple Carpenter Gothic style building at that time. When the Diocese of El Camino Real was created in 1980 Trinity was elevated to a cathedral church; its sanctuary stands as the oldest in continuous use in San Jose.

FACING TRINITY CATHEDRAL TURN RIGHT AND BEGIN YOUR WALK ALL THE WAY AROUND ST. JAMES PARK IN A CLOCKWISE DIRECTION.

3.
Post Office
northwest corner of North First Street and
West St. John Street

One of the things the federal government attempted to ease the Great Depression of the 1930s was to construct post offices. Many of them adopted the popular stripped down classicism of the Art Deco style but here architect Ralph Wyckoff tapped a more ornate Spanish Renaissance style with a red tile roof and loads of decorative terra-cotta work. The main post office has since departed for more spacious digs so this is merely an elegant branch post office.

4.
Santa Clara County Courthouse
158 North First Street

In 1860 Santa Clara County staged a design contest for a new courthouse. Yes, the County could use a fine government building but there was an ulterior motive - entice the state legislature to come back to the coast from Sacramento. Local architect Levi I. Goodrich won the competition with a classical confection fronted by suitably impressive Corinthian columns and topped by an ornate dome. Goodrich earned \$100 for his design, at a time when a dollar a day was a good wage. The cornerstone was laid in 1866 and the building was ready on New Year's Day, 1868 but the legislature never came and the state capital remained in Sacramento. Equipped with six-foot thick brick walls the courthouse withstood earthquakes in 1868, 1906 and 1911 but a fire in 1931 caused the dome to collapse. It was replaced with a third floor and tile roof.

5.
First Church of Christ Scientist
43 East Saint James Street at northwest corner
of Second Street

Services were held for the Church of Christ, Scientist in San Jose in 1887, only eight years after its founding by Mary Baker Eddy in Boston, Massachusetts. Willis Polk, one of California's first star architects, came down from San

Francisco in 1905 to design the Neoclassical structure, laid out in the traditional form of a Greek cross behind a quartet of Ionic columns. The congregation moved on in the 1950s and the building is currently vacant.

6.

Sainte Claire Club

65 East Saint James Street

The Sainte Claire Club is San Jose's oldest men's club and this has been its home since 1893. The club was organized by some of the town's leading young businessmen in 1888, including James Duval Phelan who would go on to become a reforming mayor of San Francisco from 1897 until 1902 and later a United States senator. Phelan hired architect Arthur Page Brown to design the clubhouse. Brown was New York born and trained but after relocating to California he became one of the early cheerleaders for the indigenous Spanish Mission style of architecture as witnessed in this structure. Brown would die just three years after its completion at the age of 42 in Burlingame, California when he was struck by a runaway horse.

7.

Scottish Rite Temple/Silicon Valley Athletic Club

196 North Third Street at southeast corner of St. James Street

The Ancient and Accepted Scottish Rite of Freemasonry traces its roots back to the 1730s; the San Jose Scottish Rite got under way in May of 1883 in the Auzerais Hotel. The Masons settled into a fine Neoclassical temple two doors down in 1909 but it soon proved inadequate and by 1924 architect Carl Werner was drawing up plans for this lodge. He gave the building a traditional grand portico of fluted Ionic columns but also decorated the facade with less conventional Egyptian themes. The temple served the Masons until the 1980s when they departed for a new center and this space was converted into facilities for the San Jose, now Silicon Valley, Athletic Club.

8.

First Unitarian Church of San Jose

160 North Third Street

Circuit-riding preachers on horseback conducted the first Unitarian services in town at City Hall in 1865 with as many as 100 congregants in attendance including A.T. Herman, a civil engineer who built the road up Mt. Hamilton; Dr. Benjamin Cory, San José's first physician; J.J. Owen, editor and publisher of the *San José Mercury*; and J.E. Brown, state legislator. In 1891 land was purchased here and local architect George M. Page designed the church building, drawing heavily on the work of Henry Hobson Richardson, the most influential architect of post-Civil War America, while using traditional Unitarian churches of Transylvania as a guide. Elements of the Richardsonian Romanesque style that can be seen here include asymmetrical massing, corner turrets, a bold arched entranceway and arched windows grouped in threes. The building has served the Unitarians ever since.

9.

Eagles Hall

152 North Third Street

Members of some of San Jose's most venerable fraternal organizations have walked through this portico of Doric columns, which is all that remains of the building George Page designed for the Scottish Rite Masons in 1909. After the Masons moved down the block in 1925 the California Pioneers of Santa Clara County, founded in 1875 and the second oldest historical organization in California, moved in. They were followed by the San Jose Fraternal Order of Eagles, whose Aerie is the oldest in the state. The Eagles stayed until the early 1980s when the historic lodge was demolished.

EXIT ST. JAMES PARK BY CONTINUING STRAIGHT ON 3RD STREET AND WALK ONE BLOCK TO SANTA CLARA STREET.

10.

YMCA

100 East Santa Clara Street at southeast corner of 3rd Street

The YMCA was set up by George Williams in 1844 to help get young men off of English streets and give them something to do. The movement reached America in Boston in 1851 and just 16 years later a chapter started up in San Jose. This somewhat altered Neoclassical building began life as the town's YMCA in 1913, replacing the organization's original headquarters from 1891 that was lost due to financial difficulties. William Binder designed the building that boasted such recreational stalwarts as a swimming pool, handball courts, athletic track and a bowling alley. All were removed in later years as the building did time as a hotel, a bank and office space.

11.

I.O.O.F. Building

southwest corner of Santa Clara Street and 3rd Street

The Middle Ages in Great Britain saw the banding together of tradesmen into guilds to promote business and fellowship. The carpenters had their own guild, the bricklayers had their own guild and so on. Trades that did not have a large number of practitioners welded into hodgepodge guilds known as Odd Fellows. In 19th century America an International Order of Odd Fellows lodge building, usually exuberantly ornate, could be found in virtually every town. San Jose's was constructed in the 1880s. A balcony over the 3rd Street entrance was sacrificed in a subsequent remodeling but the corner tower was added.

TURN RIGHT ON SANTA CLARA STREET.

12.

New Century Block

76 East Santa Clara Street at southeast corner of Second Street

Adolph Pfister opened his general store in town a block to the west on Santa Clara Street in 1858. He would later serve as mayor and while in office donated his salary to help establish the San Jose Public Library. Pfister erected the core of this splendid Victorian commercial block in 1880. Over the years it has been expanded and

renovated, most recently in the 1980s.

13.

Bank of Italy Building

8 South First Street at southeast corner of Santa Clara Street

Amadeo Pietro Giannini, the son of Italian immigrants began in business as a produce broker and made enough money to retire at 31 to manage his father-in-law's estate. He founded the Bank of Italy in a converted saloon on October 17, 1904 to take deposits from the often ignored "little fellow." Giannini would build his first out-of-town branch here, in the town of his birth. Henry A. Minton, a Boston transplant and go-to architect for Bank of Italy branch offices, drew up plans for the Renaissance Revival skyscraper in 1925, four years before the Bank of Italy would morph into the colossal Bank of America. The 176-foot tower was celebrated as one of the region's first earthquake-proof high-rises and it remained the tallest building in San Jose for 61 years.

TURN LEFT ON FIRST STREET.

14.

Knox-Goodrich Building

34 South First Street

This property was left to Sarah Knox-Goodrich by her first husband, who co-founded the first bank in town in 1866, a private firm known as Knox & Beans that became the Bank of San Jose. In 1889 she used sandstone from a quarry owned by her second husband, architect Levi Goodrich, to build this commercial structure. Sarah Knox-Goodrich was a frequent contributor to area publications and founded the San Jose Suffrage Association in 1869. Women did, in fact, get the right to vote in California before national women's suffrage in 1919 but it happened in 1911, eight years after Sarah Knox Goodrich died. She is buried in Oak Hill Cemetery between her two husbands.

15.

Letitia Block

70 South First Street

This commercial block from 1889 carries the name of Letitia Burnet Ryland who was the daughter of Peter Hardeman Burnett who was

the first American governor of California at the time. Burnett had three daughters and wags at the time noted it was not an insignificant factor in his election in a state whose population was heavily infused with male Gold Rushers. Jacob Lenzen, a Prussian immigrant builder and architect, designed the building. Over the years it did duty as an auction house for grapes, a rooming house and, since 1922, retail space and offices.

16.

Original Joe's

301 South First Street at southwest corner of San Carlos Street

When Alfred Sydney Appleton, who had come to San Jose from Canada with his family in 1892 when he was 17, built his women's clothing store on this corner in 1925 this neighborhood was far from the business district and in the beginning he had only empty lots and small buildings for neighbors. Appleton & Co. had formed in 1912 and already grew out of two earlier spaces before trading up into this Spanish Renaissance showplace. Original Joe's - the name was a generic greeting on San Francisco's Barbary Coast - began as a restaurant in San Francisco in the 1920s and after a falling out four of the partners came to San Jose in 1956 to start their version here and has been a favorite noshing spot ever since.

17.

California Theatre

345 South First Street

Architect Charles Peter Weeks and engineer William Peyton Day, known for their elegant creations on San Francisco's Nob Hill and elsewhere, designed this entertainment palace in 1927 as the Fox Theatre. Its Wurlitzer console organ boasted 1,521 pipes and there was seating for almost 1,200 patrons. The Fox followed a similar life arc to downtown theaters across America - glory days in the 1920s and 1930s, decline from the competition of television and suburban malls in the 1950s and 1960s, and multiple owners trying to breath life into the theater until its death in 1973. But the California was one of the lucky ones - it escaped the wrecking ball and found restoration dollars in the 1980s. Today the city's last remaining movie palaces is one of the best preserved 1920s-era motion picture houses in America. In 2004 Steve Jobs

and Apple unveiled its special U2 iPod from the California Theatre stage.

TURN RIGHT ON SAN SALVADOR STREET. TURN RIGHT ON MARKET STREET AND WALK ONE BLOCK TO SAN CARLOS STREET.

18.

Hotel Saint Claire

southeast corner of San Carlos and Market streets

Charles Weeks and William Day continued to spin their architectural magic on this block with this grand hotel from 1926. The architects blended elements from several Renaissance Revival styles, including French, Spanish and Mediterranean. Notable features include the truncated corner entrance, an arcaded ground floor, and denticular stringcourses separating the brown brick stories on the facade. The moneyman for the Saint Claire was the town's leading promoter and developer, T.S. Montgomery, who also donated land across the street for a building that would help drum up business for his hotel.

19.

Civic Auditorium

135 West San Carlos Street at northwest corner of Market Street

This Spanish Mission-style hall opened as the San Jose Municipal Auditorium in 1934 with a Depression-era price tag of \$500,000. It was created as a joint venture between San Jose residents and the federal government on land donated by T.S. Montgomery. In its early days the 3,000-seat venue was known for its political rallies and sporting events - both heavyweight champions Joe Louis and Max Baer fought bouts here. Since the coming of rock 'n' roll, however the Auditorium has carved out a reputation mostly as a must stop on the concert circuit.

CONTINUE NORTH ON MARKET STREET ONTO...

20.

Plaza de Cesar Chavez Park

Market Street between San Fernando Street and San Carlos Street

A plaza was the beating heart of every Spanish settlement in the New World and this plaza was the hub of the 1797 Pueblo de San José. With the coming of American rule in the 1840s surveyor Chester Lyman laid out the elliptical park seen today. On the eastern edge, marked by a stone tablet, was where the first California State Capitol stood in 1849; it was destroyed by fire in 1853. City Hall was the centerpiece of the park from the 1880s until 1958 when it was demolished. By that time St. James Park had long replaced the plaza as the town's premier open space. The park was renamed for community organizer and founder of the United Farm Workers Union César E. Chávez, a San Jose resident, after he died in 1993.

CONTINUE NORTH ON MARKET STREET TO EXIT CESAR CHAVEZ PARK.

21.

United States Post Office/San Jose Museum of Art

110 South Market Street at southeast corner of San Fernando Street

In the 1800s most Americans had no contact whatsoever with the federal government beyond mail delivery and when this sandstone structure was raised in 1892 it was the first federal building in San Jose. Architect Willoughby Edbrooke tapped the Romanesque style for his building with arched openings and a corner tower that suffered damage during the 1906 Earthquake and was never repaired. The post office of a growing town left its cramped quarters here in the 1930s and since then it has served as a public library and the San Jose Museum of Art.

22.

St. Joseph's Cathedral

80 Market Street at northeast corner of San Fernando Street

St. Joseph's traces its roots back to the founding of Mission Saint Clara in 1777. An adobe house of worship was constructed on this site in 1803, making it the first non-mission parish in California. An earthquake cracked the walls in

1818 and another in 1822 crippled the roof so a second adobe church was built. It lasted until 1868 when another earthquake rumbled the town and the church building was replaced by a wooden sanctuary that was destroyed by fire in 1875. This classically flavored church ended the run of bad luck for the parish and has served since 1877, although its spectacular dome wasn't completed until 1885.

23.

Hotel Metropole

33 South Market Street at northwest corner of Post Street

It was on this site that the town hall, or Juzgado, of the Pueblo de San Jose was constructed of adobe bricks in 1798. The Juzgado was pulled down in 1850 and Pedro de Saisset purchased the property in 1873. He constructed this ornamental brick building called Alcantara around 1890 and it became the Hotel Metropole in 1902. Pedro de Saisset came from France to join the California Gold Rush although he wasn't planning to prospect in the dusty hills. He was looking to tap into the newfound wealth somehow and he eventually did that by founding the Brush Electric Company in 1882. The Brush system was adopted for lighting the city and he bought a 237-foot light tower at the crossing of Santa Clara and Market streets a half block from here that was the largest single source of electricity in the United States and the third largest in the world. It consisted of tubular iron and supported enough lamps to generate 24,000 candlepower. The tower would remain in operation until it was felled by a storm in 1915. The Hotel Metropole lasted much longer - for more than a century.

TURN RIGHT ON SANTA CLARA STREET AND WALK A FEW STEPS. ON YOUR LEFT IS...

24.

**The San Jose Building and Loan Association
north side of Santa Clara Street between First Street and Market Street**

Charles Wesley Breyfogle was born in Columbus, Ohio in 1841 and served under General William Tecumseh Sherman during the Civil War, reaching the rank of Captain. He became a physician after the war in Kentucky but

overwork caused his own health to deteriorate and he headed west for California in 1871. Quickly recuperated, he took up medical practice in San Jose for 15 years after which he retired and organized the San Jose Building and Loan Association in 1885. He became mayor the following year. This Neoclassical vault was raised for the bank in 1927; its neighbors have disappeared but the details of the facade have stood up well through the decades.

RETRACE YOUR STEPS ON SANTA CLARA STREET AND CROSS MARKET STREET. AT SAN PEDRO STREET TURN RIGHT INTO SAN PEDRO SQUARE. TURN LEFT AT ST. JOHN STREET AND WALK INTO THE COURTYARD TO YOUR LEFT.

25.

Peralta Adobe

San Pedro Square, south side of St. John Street between San Pedro and Terraine streets

This is the oldest Spanish structure in downtown San Jose and the only physical link to the Pueblo de San Jose. Manuel Gonzalez, an Apache Indian, is considered to have built the structure of adobe bricks in 1797 for his wife and five children. In 1804 Luis María Peralta, a soldier who received one of the largest Spanish land grants, 44,800 acres that encompassed most of East Bay, purchased the small house. The City acquired the historical treasure in 1966 and restored the adobe.

ACROSS THE STREET IS...

26.

Thomas Fallon House

northwest corner of San Pedro Street and St. John Street

Irish-born Thomas Fallon signed on with John C. Fremont's expedition to California in 1846. He commanded a volunteer company that bloodlessly captured the Pueblo of San Jose and raised the American flag over the Juzgado. After the Mexican War Fallon bounced around, selling saddles in Santa Cruz, selling iron picks to gold miners and homesteading in Texas. He returned to San Jose in 1855, built this Greek Revival frame house and entered local politics. Fallon was elected mayor of the town in 1859. All did not end well for Thomas Fallon, however. In 1876 his wife of 26 years, Carmel, discovered her husband and a family maid engaged in carnal shenanigans and divorced him. She took her money and began developing San Francisco real estate; he lived nine more years before dying in San Francisco at the age of 60.

WALK EAST ON ST. JOHN STREET BACK ACROSS SAN PEDRO STREET AND CONTINUE ONE-AND-A-HALF BLOCKS BACK TO ST. JAMES PARK AND THE TOUR STARTING POINT.

Look Up,

Truckee



A Walking Tour of Truckee...

It is hard to imagine a town getting off to a less rousing start than Coburn Station. The bad vibes started 17 years before there was even a settlement here, in 1846, when 87 pioneers who had set out in wagon trains from Missouri became trapped by snow in the Sierra Nevada mountains. The Donner Party took shelter in three cabins that had been constructed two years earlier up by Truckee Lake. With food running out and winter promising little relief fifteen men and women tried to cross the mountains on handmade snowshoes but became disoriented in the sea of white. Seven members survived to be rescued and finally a third relief attempt brought 48 of the original travelers to California. The tragedy of the Donner Party would have been a tragic footnote among the hundreds of thousands of overland emigrants to Oregon and California but almost immediately stories of cannibalism by the survivors began to leak out. With the fire of sensationalism lit the saga of the unlucky Donner Party would be recounted over and over with varying degrees of luridness in magazines, books and popular culture for decades. Around Truckee landmarks abound with the Donner name - a state park, the mountain pass the settlers never made it through, the main road in town and on and on. Truckee Lake is now Donner Lake.

Whatever bad karma existed here for potential settlers was trumped by the advantages in the location. The Truckee River is the only outlet from Lake Tahoe and provided super clean water in the valley. And the Truckee Basin was a natural stopping point for east-west travelers - you could tie up your horse and rest up before tackling the intimidating Sierra Nevada if heading west or you could recuperate coming down out of the mountains traveling east. So, in 1863 Coburn Station got under way in earnest around the only stage road through the Sierras - and five years later it mostly burnt to the ground.

The town rebuilt quickly but took a new name - Truckee, like the river and lake. Truckee is an approximation of a great Paiute chief named Tru-ki-zo who proved friendly to western settlers. He supposedly approached with shouts of "Tro-kay" which was a friendly greeting. The first order of business for the new town of Truckee was the Transcontinental Railroad that was being built right by its front door. Unimaginable quantities of lumber were needed to complete the 19th century's greatest building project - for buildings, trestles, bridges, railroad ties, tunnel supports and, for the track near Truckee, enormous wooden "snow sheds" constructed over the tracks to enable the trains to run in winter. There were sheds shielding forty miles of track in the Sierra Nevada mountains above Truckee. The giant virgin stands of lodgepole pine came down so quickly that twenty-five sawmills were operating along the Truckee River trying to keep up.

Everything was built soon enough and industry drifted away from Truckee but the travelers kept coming. In the 20th century skiing became a popular winter pastime and word got out that Lake Tahoe is the best lake in America. The old stagecoach path became Interstate 80 and Truckee established itself as a resort town.

Not much new has been built in town lately and many of the Victorian structures now house tourist-related businesses. Our walking tour of Truckee will start not on today's main drag but a block away on a more historic avenue where the Dutch Flat-Donner Lake Wagon Road once ran, where the largest red light district of any small town in the West once flourished and which is named for the wooden spar on a ship that extends past the bow...

1.
Old Stone Garage
10070 Bridge Street at southwest corner of Jibboom Street

This is the spot where Joseph Gray built the Dutch Flat–Donner Lake Wagon Road’s Toll Station that was the first structure in Truckee in 1863. The log cabin was moved one block away to Church Street after it was sold in 1907 to make way for this stone building that was used as a livery and a garage. Skilled European stone masons laid the courses of native fieldstone.

WITH YOUR BACK TO THE OLD STONE GARAGE, TURN RIGHT ON BRIDGE STREET. AT CHURCH STREET, TURN LEFT.

2.
Old Englehart House
10020 Church Street

The Engleharts were Butte, Montana folk who came to Truckee in 1892. William Englehart was a long-time businessman in town who began with groceries and operated a theater for many years. His greatest success came with glass bottles as the owner of the Truckee Soda Works.

3.
Gray’s Log Waystation
10030 Church Street

Not many towns can say they still have the very first structure raised on its streets. But Truckee’s is here, built around 1858 by Joseph Gray from lodgepole pine and tamarack felled by an axe within dragging distance of its location at the corner of Bridge and Jibboom streets. Joseph Henry Gray was born in England in 1826 and was brought to America by his family at an early age. Lured to the West by the business opportunities the California Gold Rush promised, Gray began buying and selling cattle. His cabin served as a way post where travelers could obtain supplies, catch up on information and grab a meal on the Dutch Flat–Donner Lake Wagon Road. Gray, who owned most of the land that became Truckee, passed away in 1897. When the Gray cabin was taken apart and reconstructed here after being sold in 1909 the *Truckee Republican* reported that “most of the cabin’s timbers were as solid and firm as the day they were fashioned into the shape

of a house.” Since then “Uncle Joe’s Cabin” has received some remodeling and an addition but otherwise survives as the founding relic of Truckee.

4.
Church of the Mountains
10069 Church Street

This became Church Street after a Methodist church was raised here in 1869 when the Central Pacific Railroad completed its crossing of Donner Pass. Fires plagued the congregation until the construction of this wood frame Carpenter Gothic sanctuary in the 1890s that has stood ever since. The church bell was cast in Baltimore in 1889 and sailed around South America to be raised in the tower. The congregation has been the Church of the Mountains since 1958.

RETRACE YOUR STEPS TO BRIDGE STREET AND TURN LEFT. WALK A FEW STEPS TO THE CORNER OF DONNER PASS ROAD.

5.
The Truckee Hotel
10007 Bridge Street at northeast corner of Donner Pass Road

This hotel, under a cornucopia of names, has been a staple of Truckee life since Joseph Gray opened it in 1873 as the American House; the name of the stationery has been the Truckee Hotel since 1976. Stewart McKay, a transplant from Nova Scotia, Canada, bought the property in 1875 and re-named the hostelry the Whitney House. A fire destroyed the hotel in 1909 but McKay had also owned a sawmill so there was enough lumber at hand to rebuild immediately and the New Whitney House was greeting guests 42 days later. Nevertheless, McKay sold all his business interests and retreated to the woods where it was rumored around town that he was living on potatoes, stale bread and water in a “semi-nude attire.” He had prepared for a passage to the next life by crafting an ornate granite tomb overlooking Donner Lake where he had once developed the area’s first summer camp but McKay died in San Francisco in 1917 and was cremated. The tomb was never used.

TURN RIGHT AND WALK WEST ON DONNER PASS ROAD TO BEGIN YOUR TOUR OF COMMERCIAL ROW.

6.

Bar of America

10040 Donner Pass Road at northwest corner of Bridge Street

Before it was the Bar of America it was the Bank of America. The bank moved out back in 1968. Commercial Row was first anchored here by the four-story Sherritt House Hotel, run by the Sherritt brothers, John and James. The Sherritts were from Montreal, Canada and were among the earliest settlers in Truckee, working the logging camps when they arrived in 1865. The wooden Victorian burned to the ground in 1913 and was replaced with this brick corner building.

7.

Squeeze In

10060 Donner Pass Road

Frank Burckhaultler hailed from Zanesville, Ohio and he came West in the Gold Rush but as a businessman not a miner or adventurer. He ran a grocery and had interests in timber and the railroads as well. He moved to Truckee in the 1860s and started the town's first bank here. Local lore recounts an early bank robbery here in 1869 that saw employees and townspeople fight back against the bandits. Most got away, taking the cash, but one perp was shot in the ankle and died when his shattered foot was being amputated. Over the years this 100+ year-old brick building was home to a saloon, a skating rink, a lodge house, a boarding house, a jewelry shop, a liquor store, a donut shop, a furniture store and, since 1974, a restaurant that takes its name from the 10'3" wide space.

8.

Rex Hotel

10064 Donner Pass Road

The earliest business that operated out of this patterned brick building was a grocery store run by J.N. Durney. In 1913 after the premises were spruced up with steam heat it began to operate as the Hotel Rex. The proprietor Dan Smith was a native of Truckee and active town promoter. He ran one of the town's earliest car dealerships, pushing Buicks, and was head of the Truckee

Motion Picture Association which promoted the area to movie directors. He was always at the forefront of organizing the town's Independence Day celebrations. But Dan Smith probably endeared himself mostly to the town's residents by serving up Truckee's best bootleg whiskey from a speak-easy called the Silver Mirror from a lower floor here during Prohibition - a dollar a shot. The Silver Mirror also offered games of chance and skill to patrons who gained entrance only through thick electric doors and a visual examination via peepholes. And if your hair was a bit shaggy you could also get a shave and a haircut from Dan Smith who learned barbering at an early age and operated a barbershop off the hotel lobby.

9.

IOOF Hall

10068 Donner Pass Road

The Middle Ages in Great Britain saw the banding together of tradesmen into guilds to promote business and fellowship. The carpenters had their own guild, the bricklayers had their own guild and so on. Trades that did not have a large number of practitioners welded into hodgepodge guilds known as Odd Fellows. In 19th century America an International Order of Odd Fellows lodge building, usually exuberantly ornate, could be found in virtually every town. Truckee's was constructed in 1871.

10.

Capitol Building

10072 Donner Pass Road

This the oldest brick structure on Commercial Row, constructed in 1870 by William H. Hurd for his Capitol Saloon. Hurd left the mining fields to open the establishment in 1868 but the wooden building burned to the ground. In addition to the bar and restaurant on the ground floor there was a theater upstairs. The Capitol stayed in business until 1980 but is best remembered for the events on November 6, 1891 when the town's first and most famous constable was gunned down in the saloon. Jake Teeter was New Jersey-born and came west to Truckee where he rented boats and worked as a fishing guide on Donner Lake. At the age of 26 in 1868 Teeter was appointed constable. Over the years he gained respect, dispensing justice with a pick handle rather than a gun. He constantly won every election for constable, often

over his sometime fellow lawman, James Reed. Reed was also known for vigilantism and over the years their friendly rivalry turned bitter. A final confrontation in Hurd's bar led a whiskeyed-up Teeter to fire on Reed who shot and mortally wounded the lawman. Reed was found innocent of Teeter's killing at a coroner's inquest. But he was so haunted by the incident that the once gregarious and popular Reed retreated to a small cabin outside of town and lived as a recluse for the final 13 years of his life.

11.

Cabona's

10100 Donner Pass Road

This is Truckee's oldest retail establishment, in business since 1918. Founder Dave Cabona would not recognize the high end fashions for sale today in the store - he sold fishing tackle, rubber tires, gasoline and dry goods more suited for life in a wilderness cabin.

12.

Sierra Tavern

10112 Donner Pass Road

Tim O'Hanrahan of Kilkenny, Ireland owned the original Sierra Tavern that was located west of Spring Street; Davis & Richmond Grocers occupied this location back in the 1870s. The Sierra burned in 1927 and O'Hanrahan built a three-story building here for his saloon; a fourth story came along in 1938. This was a favored hostelry for visiting movie crews on location in Lake Tahoe and it is rumored that Jack London, Charlie Chaplin and John Wayne all signed the guest register here. Upstairs, Charles Fayette McGlashan kept an office; he is credited with establishing Truckee as a winter tourism destination in the late 1800s and as editor and proprietor of the *Truckee Republican* newspaper was the first to accurately chronicle the struggles of the Donner Party in his book, *History of The Donner Party, A Tragedy of the Sierra*.

13.

First and Last Chance Saloon

10128 Donner Pass Road at northeast corner of Spring Street

This brick building from 1890 was the first place for travelers heading east to get a drink in Truckee; for those heading west it was your last

chance to get a drink before leaving town. John Mazza was the barkeep; he emigrated from the town of Tyrol on the Switzerland-Italy border in 1884 and came to Truckee five years later.

TURN RIGHT ON SPRING STREET.

14.

Old Jail Museum

10142 Jibboom Street at northeast corner of Spring Street

Until 1873 only an informal dungeon served the lawmen of Truckee and it was getting a workout - just about every day a prisoner was being transported to facilities at Nevada City. Nineteen town businessmen pooled \$25 each to build a proper jail and James Stewart, the best stonemason in town, got the job for a fee of \$1,235. Stewart fashioned a one-story building with walls 32 inches thick and just slender vents for air; the iron bars were an extra cost. William Hart was the first "guest" in September of 1875, spending six days in the jail for brawling. The Truckee jail would operate continuously until 1964; a second brick level was added in 1901, in part for female prisoners. Some of the Great Depression's most notorious outlaws, including Lester Gillis, aka Baby Face Nelson, and, George Barnes, better known as Machine Gun Kelly, who was picked up for shoplifting in Truckee Variety, spent time in this jail.

CONTINUE ON SPRING STREET AS IT BENDS TO THE LEFT UP THE HILL.

15.

Richardson House

10154 High Street at southeast corner of Spring Street

George and Warren Richardson were born on the Maine coast in the 1820s and came west for the California Gold Rush. The brothers followed their mining ambitions by starting one of Truckee's largest lumber mills. They also owned a box factory and managed an active ice trade. Warren Richardson was one of the earliest and wealthiest of Truckee's citizens and in 1887 he used lumber from his mill to construct this handsome Victorian home.

ACROSS THE STREET IS...

16.

Rocking Stone Tower

west side of Spring Street at High Street

Rocking stones are large rocks, often souvenirs from retreating glaciers, that are so finely balanced that just a small touch will set them rocking. This 17-ton stone used to rock but no longer does; it was considered sacred by the Washoe people who held ceremonies here some 15,000 years ago. Charles McGlashan built the Victorian tower in 1895 to display relics from the Donner Party and his widely renowned butterfly collection.

WALK BACK DOWN SPRING STREET TO DONNER PASS ROAD AND TURN RIGHT, CONTINUING WEST.

17.

Telephone Office

10130 Donner Pass Road at northwest corner of Spring Street

This brick building with a stepped parapet was constructed in 1915 as the town's first telephone building; the owner was Tim O'Hanrahan of the Sierra Tavern. Although the building stands without any ornamentation the porch columns and second story windows are of visual interest.

18.

Tahoe Dave's Skis

10200 Donner Pass Road

This is an 1880s residential structure that survives as an example of a working class house from Truckee's boom days as a lumber center in the summer and ice supplier in the winter. Beginning in 1907 it was used as a ranger station for the United States Forest Service, one of the first for the service that had just been started by President Theodore Roosevelt two years earlier.

19.

Campbell House

10230 Donner Pass Road

This one and one-half story building dates to 1885. Although somewhat altered it retains some of the heritage traits of its original Queen Anne stylings including scale shingles in the front gable and a cutwork balustrade featuring heart and diamond patterns.

20.

Kruger-White House

10292 Donner Pass Road

"Kruger" was William Henry Kruger a lumberman and builder of this two-story Italianate house in 1873. Kruger was partners with E.J. Brickell, whose name this slice of downtown carries. The lumbermen build many residences in Brickelltown for their employees at the Truckee Lumber Company that flourished on the other side of the railroad tracks. "White" was Charles Bernard White who arrived in Truckee in 1896 in the employ of the Southern Pacific Company. After working for the railroad he became a bank manager in town and served as president of the Truckee Chamber of Commerce; he purchased this house in 1904. Additions and restoration have given the showplace house, now a commercial property, a more Queen Anne appearance.

TURN AROUND AND WALK BACK ON DONNER PASS ROAD, HEADING EAST. AT SPRING STREET CROSS THE ROAD AND CONTINUE HEADING EAST.

21.

Flying A Service Station/Sports Tahoe

10091 Donner Pass Road

Associated Oil Company of San Francisco was founded in 1901 and created the prominent Flying A brand for its premium-grade gasoline in 1932. When J. Paul Getty was buying up oil companies in the 1930s he merged Associated with his Tidewater Oil Company, founded in New York City in 1887, and made Flying A the primary brand for the company. Flying A disappeared in 1970 when Getty decided to use its own trademark name for its gas. This service station dates to 1936 and it was restored in 2007 to a 1949 look; it does duty today as retail space.

22.

Truckee Station

10075 Donner Pass Road

The first depot in Truckee was built in 1869 when the Transcontinental Railroad was constructed through town. Engines from the Truckee yards were necessary to help pull trains with more than 100 railroad cars over the Donner Pass. In the winter crews based at Truckee would have the responsibility of clearing snow off the tracks; in

the early days that could mean six or seven plow-pushing locomotives. After the depot burned in 1900 the Southern Pacific Railroad raised this low-slung building of local pine boards. Next to the station the Truckee Railroad Museum operates in a Southern Pacific caboose, painted in the original colors of the line.

CROSS THE RAILROAD TRACKS AND WALK THROUGH THE PARKING LOT TO WEST RIVER STREET AND TURN LEFT.

23.

Star Hotel

10015 West River Street

George Schaffer built the town's first lumber mill with partner Joseph Gray on the Truckee River in 1867. This vernacular frame structure was erected as a residence, maybe for his own family or maybe for employees; Schaffer built three structures in town before moving to another mill in the Martis Valley in 1871. The building was converted to the Star Hotel at that time and began a run of hospitality stretching over 100 years. Today it is believed that the Victorian frame house to the west, your right as you look at the Star Hotel, was the Schaffer residence.

24.

Spirit Gallery

10009 West River Street at southwest corner of Brockway Road

This board-and-batten building was a saloon when it was raised in the 1890s. One hundred years later the structure was entombed in a stucco straightjacket when a 30-month restoration was undertaken. Uncovered in the makeover was the large painted sign - "Cook's Phone 27." Cook's was a plumbing supply store and there were so few telephones in town that all you had to do to get in touch was ask the switchboard operator for "phone 27."

25.

Jax Truckee Diner

10144 West River Street at northwest corner of Brockway Road

The Kullman Dining Car Company began in Newark, New Jersey in 1927, manufacturing diners. With innovative materials such as stainless

steel and formica, the company became a leader in pre-fab structures and lasted until 2011. This diner, which looks like an actual railroad car, began life in 1949 as the Birmingham Grille on a busy truck route in Chadds Ford, Pennsylvania outside of Philadelphia. It was closed in 1991 and surrounded by towering weeds in an empty lot when San Francisco restaurant entrepreneur Robert Carey uncovered it. Carey paid \$45,000 for the diner and another \$30,000 to truck it two weeks across the country to this location where it is estimated to be one of less than a thousand original diners remaining in America.

TURN LEFT ON BROCKWAY ROAD AND CROSS DONNERPASS ROAD TO RETURN TO THE TOUR STARTING POINT.

IDENTIFYING AMERICAN ARCHITECTURE

Recognizing Early American Architecture (1600-1840):

POST-MEDIEVAL ENGLISH COLONIAL (1600-1700)

- * steeply pitched, side-gabled roof
- * small casement windows with many small panes (restored often)
- * massive chimney
- * vertical board (batten) door
- * little or no eave overhang, no cornice detailing
- * one room deep

DUTCH COLONIAL (1625-1840)

- * side-gambrel roof
- * usually one story
- * batten door, most divided into upper and lower halves
- * little or no eave overhang

FRENCH COLONIAL (1700-1830)

- * steeply pitched roof, either hipped (four-sided) or side-gabled (two-sided)
- * one story
- * tall, narrow door and window openings
- * doors and windows typically divided vertically into pairs
- * walls of stucco (over half-timbered frame)

SPANISH COLONIAL (1660-1850)

- * low-pitched or flat roof
- * normally one story
- * few small windows
- * multiple external doors
- * walls very thick in stucco over adobe brick or rubble stone
- * long, narrow porches opening to courtyards

GEORGIAN (1700-1780)

- * windows with double-hung sashes, typically nine or twelve small panes per sash; windows are never in adjacent pairs
- * paneled door, normally with decorative crown (most often pedimented but at times broken-pedimented) and supported by decorative pilasters
- * row of small rectangular panes beneath door crown
- * cornice usually emphasized with tooth-like dentils or other decorative molding
- * windows typically five-ranked and symmetrically balanced with center door; less commonly three-ranked or seven-ranked

ADAMESQUE (FEDERAL) (1780-1820)

- * windows with double-hung sashes, typically six small panes per sash; windows are never in adjacent pairs
- * semi-circular or elliptical fanlight over paneled door, typically accompanied by sidelights, elaborated crown and surround, and/or extended as small entry porch
- * cornice usually emphasized with tooth-like dentils or other decorative molding
- * windows typically five-ranked and symmetrically balanced with center door; less commonly three-ranked or seven-ranked
- * while similar to Georgian, features are often “lighter”

GREEK REVIVAL (1825-1860)

- * gabled or hipped roof of low pitch
- * entry porch or full-width porch supported by square or round, prominent columns
 - *Doric*: plain capitals
 - *Ionic*: capitals with scroll-like spirals
 - *Corinthian*: capitals shaped like inverted bells decorated with leaves
- * narrow line of transom and sidelights around door, usually incorporated into elaborate door surround
- * cornice lines emphasized with wide, divided band of trim

Recognizing Victorian Architecture (1840-1910)

- * roof ornaments
- * bay (protruding) windows
- * three-part Palladian (rounded in middle) windows
- * gingerbread porch trim

GOTHIC REVIVAL STYLE (1835-1875)

- * high-pitched center gables
- * pointed arch windows and doors
- * pendants and finials extending from roof

ITALIANATE STYLE (1840-1885)

- * brackets under roof cornices
- * cupolas on the roof
- * narrow, square porch posts with chamfered corners
- * tall, slender windows

SECOND EMPIRE STYLE (1855-1885)

- * mansard roof, concave or convex, with dormer windows on steep lower slope
- * molded cornices bound lower roof slope above and below
- * eaves normally with decorative brackets below

STICK STYLE (1860-1890)

- * stick-like bracketing on porches, often diagonal or curving
- * stick-like grid on wall surfaces
- * Jerkin-Head (cut-off triangular) roofs and dormers
- * pent (or shed) roofs on dormers, porches and bays
- * decorative trusses in gables; often steeply pitched gables
- * wooden wall cladding (boards or shingles)

QUEEN ANNE (EASTLAKE) STYLE (1880-1910)

- * asymmetrical facade
- * patterned shingles
- * turned porch posts and trim
- * corner towers and turrets
- * wraparound porch
- * steeply pitched, irregular roofline

SHINGLE STYLE (1880-1900)

- * shingled walls without interruption at corners
- * multi-level eaves above asymmetrical facade
- * extensive porches
- * walls and roofs covered with continuous wood shingles

RICHARDSONIAN ROMANESQUE (1880-1900)

- * based on the innovative designs of Boston architect Henry Hobson Richardson
- * round topped arches over windows, porch supports or entrance
- * most have towers, usually round with conical roofs
- * always masonry walls, usually with rough-faced, squared stonework
- * facade usually asymmetrical

Recognizing 20th century Architecture:

COLONIAL REVIVAL (1885 AND BEYOND)

- * accentuated front door with fanlights and sidelights
- * symmetrical facade around centered entrance
- * windows with double-hung sashes
- * large dormers
- * round, smooth porch columns, often clustered

NEOCLASSICAL (1895-1950)

- * facade dominated by full-length porch supported by classical columns, typically Ionic or Corinthian
- * facade shows symmetrically balanced windows and center door
- * revivals may have curved porticos, two-story entrances, paired or tripled windows and/or bays not seen on originals
- * often very large

TUDOR (1890 -1940)

- * massive chimneys, commonly crowned by decorative chimney pots
- * facade dominated by one or more prominent cross gables, usually steeply perched
- * decorative half-timbering often present
- * steeply pitched roof, usually side-gabled
- * tall, narrow windows, commonly in multiple groups with multi-pane glazing
- * walls of brick, stone, wood, stucco or in combination

FRENCH CHATEAUESQUE (1890-1930)

- * busy roof line with many vertical elements (spires, pinnacles, turrets, gables, shaped chimneys)
- * steeply pitched hipped roof
- * multiple dormers, usually wall dormers extending through cornice line
- * walls of masonry, usually stone

BEAUX ARTS (1890-1930)

- * wall surfaces with decorative garlands, floral patterns or shields
- * masonry walls, usually of light-colored stone
- * facade with corner quoins and columns, often paired with Ionic or Corinthian capitals
- * first story typically rusticated (stonework) with exaggerated joints
- * facade symmetrical

SPANISH MISSION STYLE (1890-1930)

- * shaped Mission dormer or roof parapet
- * porch roofs supported by large square piers, commonly arched above
- * commonly with red tile roof covering
- * widely overhanging eaves, usually open
- * wall surface usually smooth stucco

PUEBLO REVIVAL (1910-PRESENT)

- * flat roof with parapeted wall above
- * stucco wall surface, usually earth-toned
- * projecting wooden roof beams (vigas)
- * wall and roof parapet with irregular, rounded edges
- * unpainted wood porch columns - maybe just tree trunks
- * tile or brick floors

PRAIRIE STYLE (1900-1920)

- * low-pitched roof with widely overhanging eaves
- * two stories with one-story porches or wings
- * massive square porch supports
- * detail emphasizing horizontal lines
- * hipped roofs are more common than end or side gables
- * one of few indigenous American styles developed by Chicago architects Louis Sullivan and Frank Lloyd Wright and built only during first two decades of century

CRAFTSMAN (1905-1930)

- * low-pitched gabled roof with wide, unenclosed eave overhang
- * roof rafters usually exposed
- * porches supported by square columns
- * decorative braces or false beams under gables
- * columns frequently continue to ground level without a break at porch level
- * generally one or one-and-a-half stories

ART DECO (1920-1940)

- * zigzags and other geometric and stylized motifs
- * towers and other vertical projections
- * smooth stucco wall surface
- * decorative motifs: geometric floral; chevron with lozenge; reeding and fluting, often around doors and windows; sunrise pattern

ART MODERNE (1920-1940)

- * streamline, curved corners
- * smooth stucco wall surface
- * asymmetrical facade
- * flat roof, usually with ledge at roof line
- * horizontal grooves, lines, balustrades
- * windows can turn corners and can be roundly shaped
- * glass-block windows or sections of the wall

INTERNATIONAL (1925-PRESENT)

- * no decorative detailing at doors or windows
- * smooth, unornamental wall surface
- * asymmetrical facade
- * flat roof, usually without ledge at roof line
- * windows usually metal casements set flush with outer walls