



**Look Up,  
San Francisco!**

**7 Walking Tours in  
the City By the Bay**

# A Walking Tour of San Francisco - Chinatown

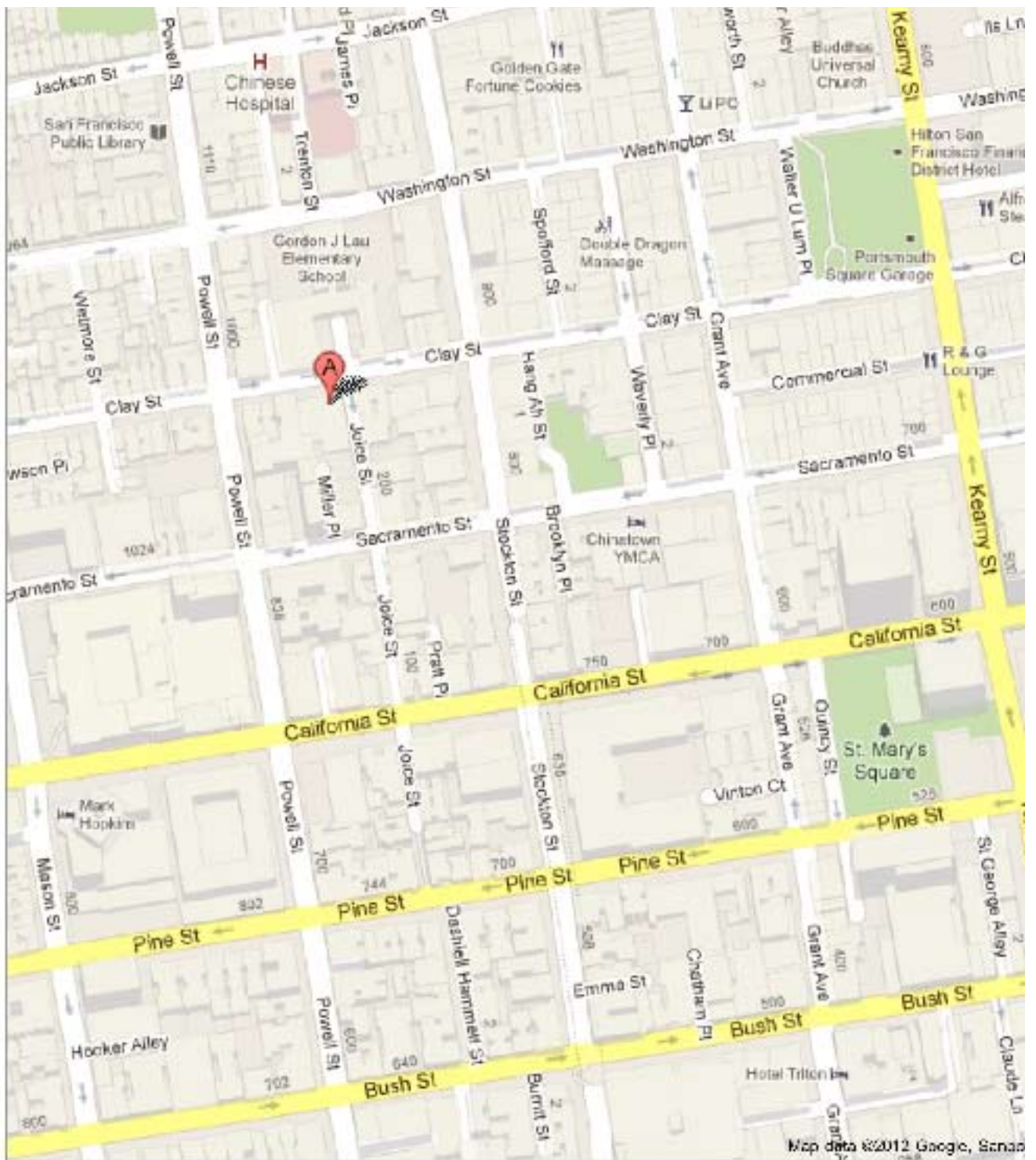
## from **walkthetown.com**

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 meeting 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 WASHINGTON 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 ACROSS 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.**

# A Walking Tour of San Francisco - Civic Center from **walkthetown.com**

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 a 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. Bolívar 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.**

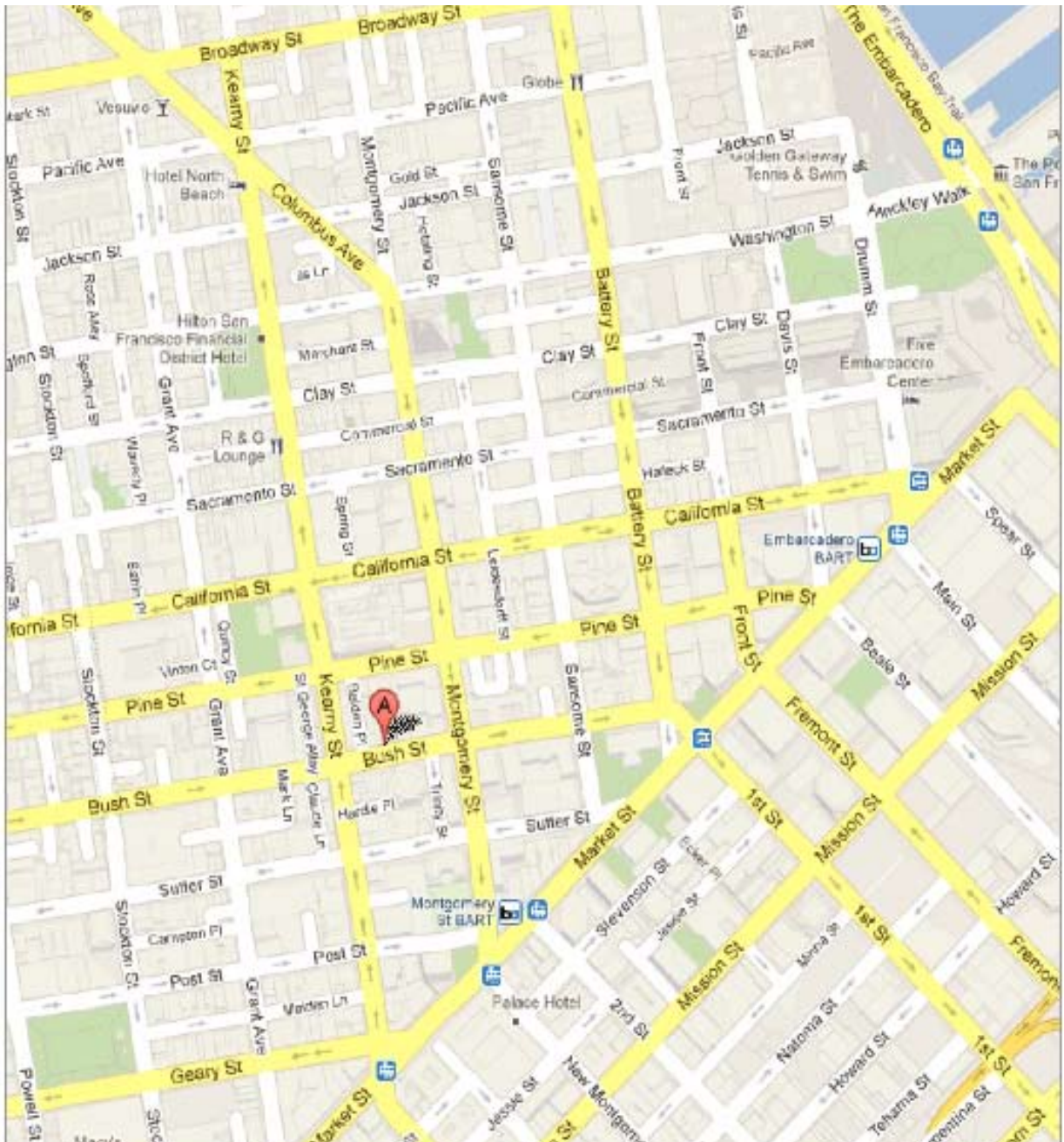
# A Walking Tour of San Francisco - The Financial District from **walkthetown.com**

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 skyrockets 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 Faville executed this elegant cream-colored terra cotta 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 Railroad 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 Neoclassical 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 as 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 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 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 staircase 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.**

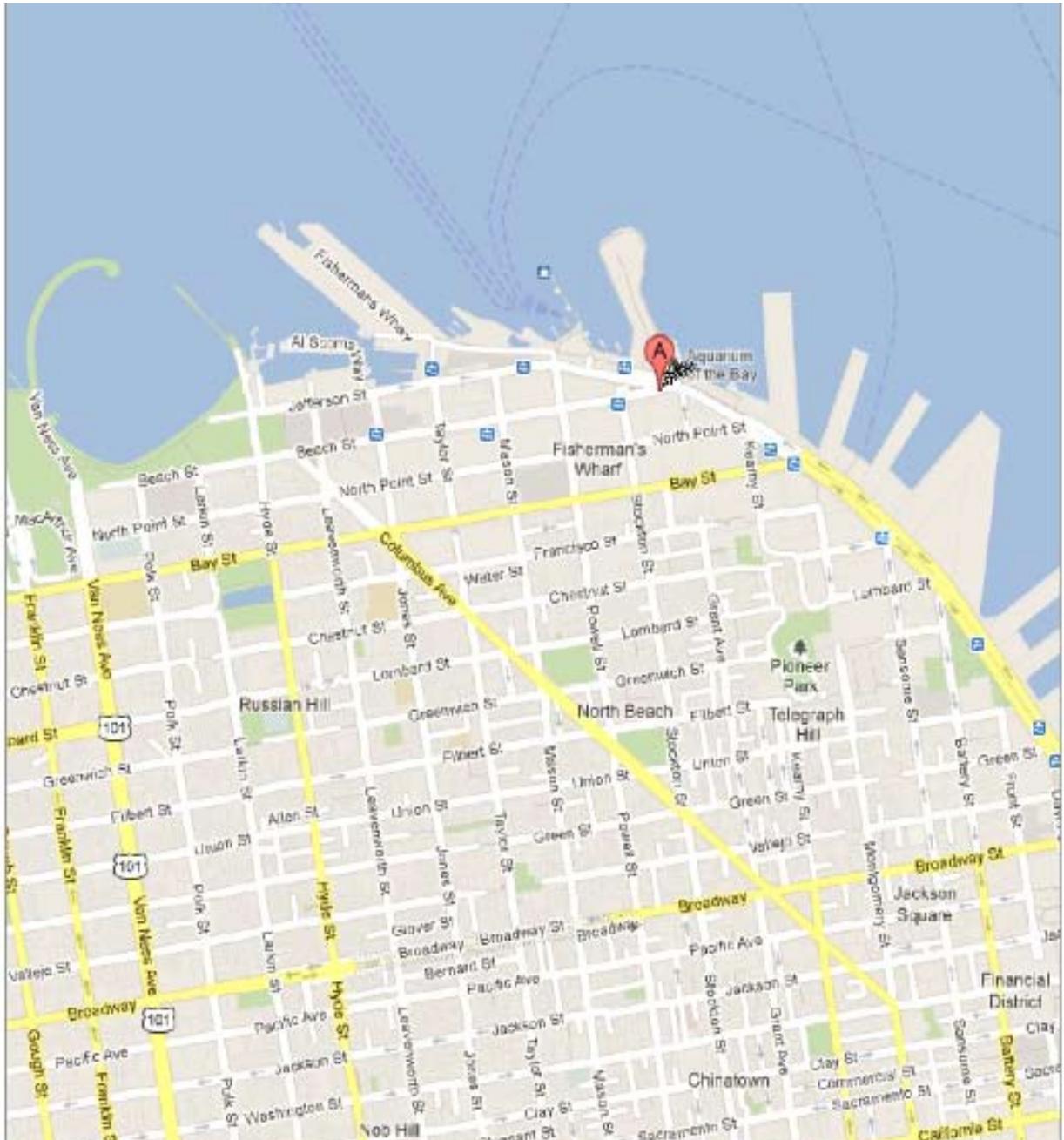
# A Walking Tour of San Francisco - Fisherman's Wharf **from walkthetown.com**

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 sit-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, soupfins, 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, opposite 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 CONTINUE 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 at 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 Ghiradelli 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.**

# A Walking Tour of San Francisco - Nob Hill

## from **walkthetown.com**

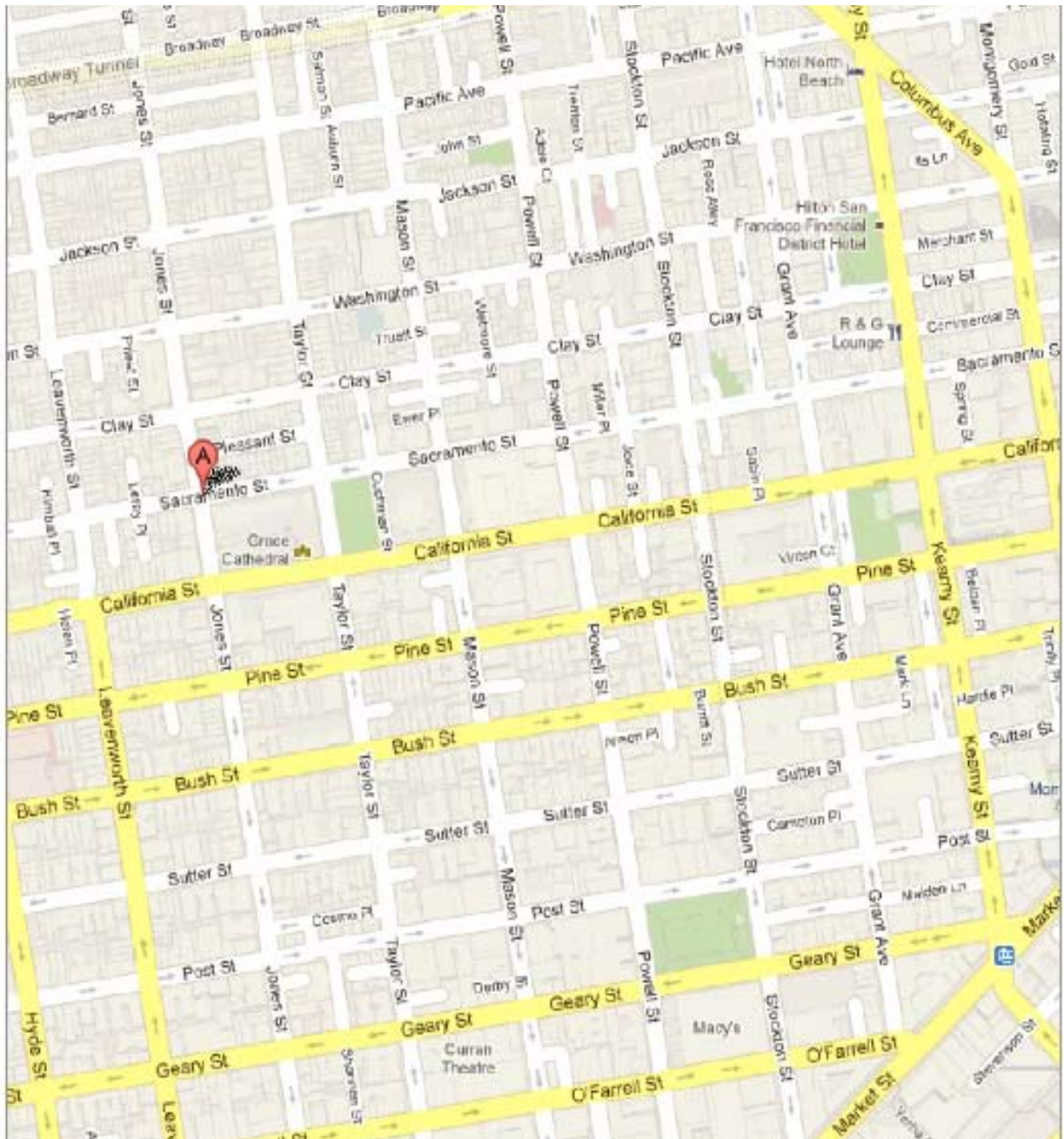
Of all 44 of San Francisco's hills, Nob Hill was the most desirable to build a house on in the early days of San Francisco. It was centrally located and it had the best views. And at 376 feet above the waterfront it offered a refuge from the bawdiness of the unwashed masses for those who could afford 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 place 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 CALIFORNIA 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 Madeleine 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

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.**

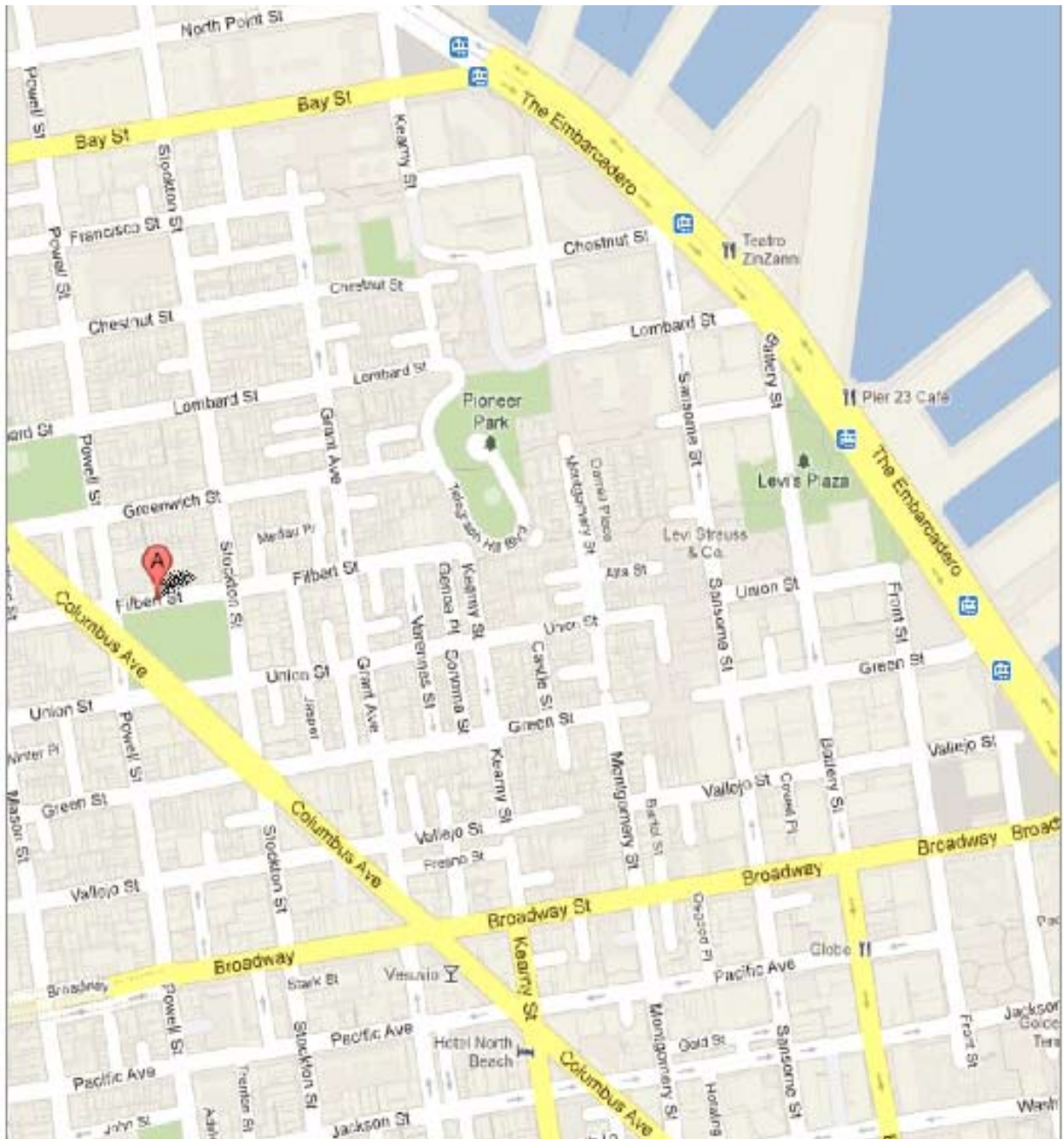
# A Walking Tour of San Francisco - Telegraph Hill

## **from walkthetown.com**

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 MONTGOMER 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 studied 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. Caffé 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 Caffé Triest 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 Caffé 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.**

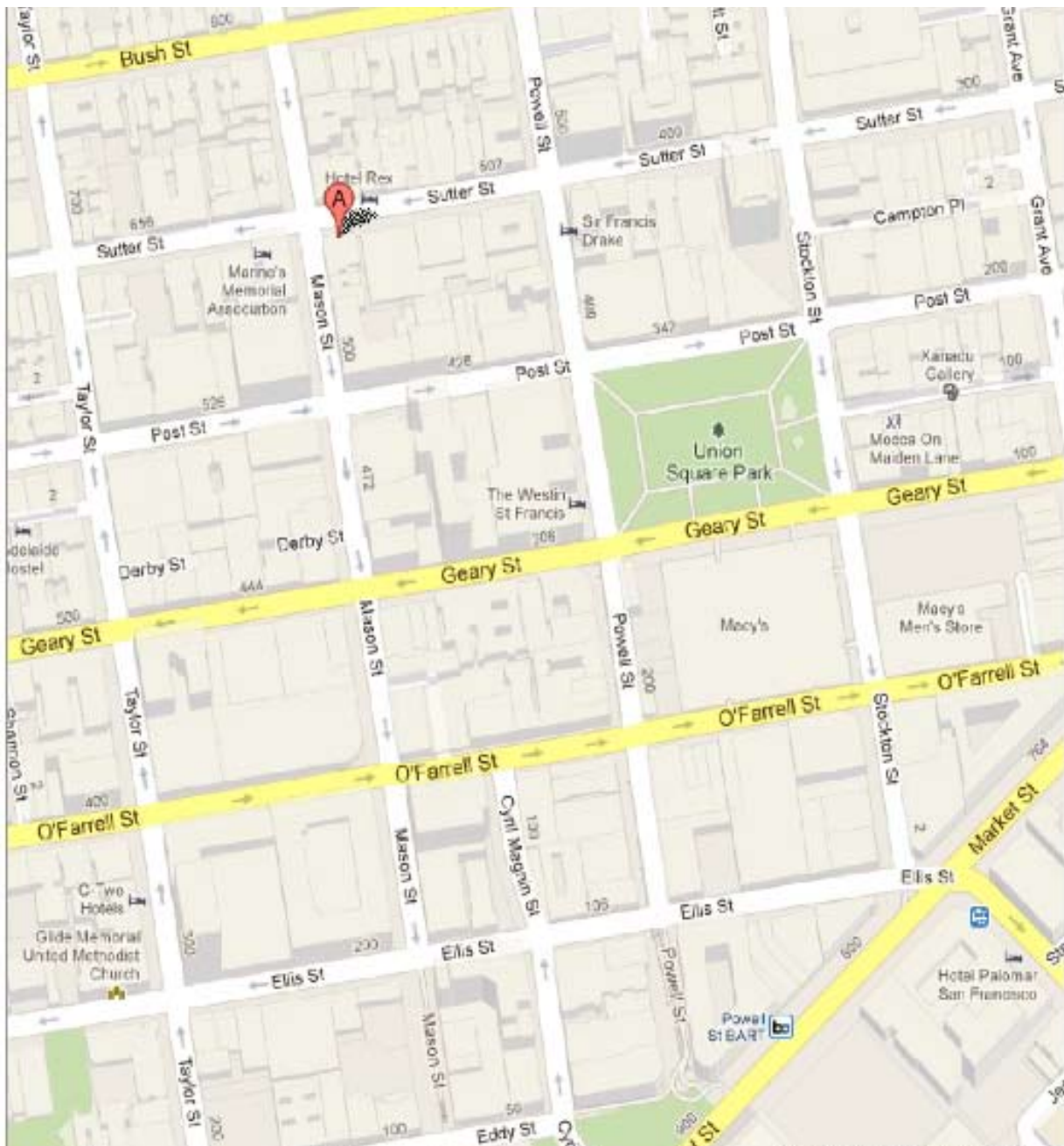
# A Walking Tour of San Francisco - Union Square

## **from walkthetown.com**

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 Victorian 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 influence 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 Midwestern 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 suntan 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.**

### 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 meetinghouse 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.

**TURN RIGHT ON POST STREET TO RETURN TO THE TOUR STARTING POINT IN UNION SQUARE, ONE BLOCK AWAY.**

## IDENTIFYING AMERICAN ARCHITECTURE

### *Recognizing Early American Architecture:*

#### Postmedieval 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-gambreled 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 or side-gabled
- \* 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:*

### General Victorian Features (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 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
- \* elements grouped in sets of three

## *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 pitched
- \* 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 Chateausque (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, oftne 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