State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code
Other Listings
Review Code Reviewer Date

Page 1 of 1 *Resource name(s) or number(assigned by recorder) 1538-1542 Howard St.

P1. Other Identifier:

*P2. Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)

*c. Address: 1538-1542 Howard St. City: San Francisco Zip: 94103

d. UTM: Zone: 10 mE/ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3511-016

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

1538-1542 Howard Street is located on a 1,951 square-foot, rectangular lot on the north side of Howard Street between Lafayette and 11th Streets. Built in 1912, 1538-1542 Howard Street is a 4-story, wood-frame, multiple-family dwelling containing 3 flats. The rectangular-plan building, clad in brick on the ground story and vinyl siding on upper stories and secondary elevations, is capped by a flat roof. The foundation is not visible from the street. The primary façade faces south and is 2 bays wide. The left bay of its ground floor features a service door with glazed wood door and a recessed garage. The right bay features a recessed entry porch with terrazzo steps leading to the main entrances set on the second story. The porch has an arched, gated entrance with spring line brackets and a keystone. The building has three unit entrances fitted with glazed, wood doors. The right bay of the second story contains a double-hung wood window flanked by narrower double-hung wood windows. The third and fourth stories are characterized by semi-hexagonal bay windows with double-hung wood sash. The primary façade terminates in deeply projecting cornice.

The building appears to be in good condition, but has been stripped of most original architectural ornament.

*P3b. Resource Attributes: (list attributes and codes) HP3: Multiple family property

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

P5b. Photo: (view and date)
View from south
9/5/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1912
SF Assessors Office

*P7. Owner and Address:
Coatello-Good Jesse & Good
1538 - 1542 Howard St
San Francisco, CA

*P8. Recorded by:
Page & Turnbull, Inc.
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded:
9/5/2006

*P10. Survey Type:
Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

*Attachments: ☒ None ☐ Location Map ☐ Sketch Map ☐ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record ☐ Artifact Record ☐ Photograph Record ☐ Other (list)

State of California The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

Primary #
HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 6Z

Page 1 of 2 *Resource Name or # (Assigned by recorder) 1538-1542 Howard Street

B1. Historic Name 1538-1542 Howard Street

B2. Common Name 1538-1542 Howard Street

B3. Original Use multi-unit residential B4. Present Use: multi-unit residential

* B5. Architectural Style Classical Revival (modified)

*B6. Construction History

1538-1542 Howard Street was constructed in 1912. A garage entrance with a contemporary overhead garage door has been inserted at the first story, as well as a contemporary pedestrian entrance. The original cladding has been covered or replaced with contemporary vinyl siding. Any original

*B7. Moved? ☒ No ☐ Yes Date: _____ Original Location: _____

*B8. Related Features none

B9a. Architect unknown . Builder owner

*B10. Significance: Theme 1906 Earthquake and Fire Reconstruction Area: South of Market

Period of Significance 1906-1929 Property Type residential/flats Applicable Criteria n/a

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

In regard to California Register Criterion 1 (History/Events) this property is considered under the 1906 Earthquake and Fire Reconstruction context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (multi-unit residential) and dates from the Period of Significance (1906-1929) of that context. There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons), Criterion 3 (Design/Construction), or Criterion 4 (Information Potential).

Criterion 1:

1538-1542 Howard Street was constructed in 1912 on land owned by Louis Cuneo. Cuneo had owned the lot prior to the 1906 earthquake, when it was occupied by a two-story dwelling. Louis Cuneo is listed in the 1906 City Directory as a builder residing at 2666 Howard Street and acted as the builder of the extant building at 1538-1542 Howard Street. Cuneo appears to have used this building as a rental property. (continued)

B11. Additional Resource Attributes: (List attributes and codes) _____

*B12. References: Historic Context Statement, Market & Octavia Neighborhood Plan Area, Page & Turnbull, Inc. July 20, 2007
San Francisco City Directories, Sanborn Maps, Daily Pacific Builder 3/27/1912.

B13. Remarks

(Sketch Map with north arrow required.)

*B14. Evaluator Kelley & VerPlanck
*Date of Evaluation 5/1/2010

(This space reserved for official comments)

B10: Significance (continued)

The 1936 City Directory lists Lorenza Maldonado and Vida Anguiano as renters at this address. In 1940, Maldonado was still at this address, as was Augustina Moreno. In 1953, renters include Howard Guerrero, Alice Coughlin, and Michael Wueret. The building was constructed as a residential/flats building, a use which it maintains today.

The 1906 Earthquake and resultant fire leveled the entire South of Market Area. Rebuilding proceeded at varying rates throughout the area, often with residential rebuilding preceding industrial rebuilding due to necessity, relative ease of construction, and less difficulty settling insurance claims. After the First World War, residential construction picked up substantially, with a large number of flats, residential hotels, and the occasional single-family cottage erected between 1918 and 1925, particularly along the back streets like Lafayette, Natoma, and Brady. Residential structures fell into two major categories: large, three- to six-story wood-frame or masonry hotels or apartment buildings designed in either the Classical Revival or Colonial Revival styles and one- to three-story single-family or multiple-family frame houses designed in the Classical Revival, Mission Revival, or Craftsman styles. 1538-1542 Howard Street, with its 1912 construction date, South of Market location and residential/flats building typology, reflects an association with this broad pattern of San Francisco history.

Integrity:

1538-1542 Howard Street has undergone alterations including the insertion of a contemporary garage door and a pedestrian door at the first story, the covering or removal of original cladding with vinyl siding, and the removal of any original window ornamentation. The building retains certain character-defining features including its four-story height and rectangular massing, recessed terrazzo entry stair, arched porch entrance with spring line brackets and a keystone, glazed wood entry doors, double-hung wood sash windows, two-story canted bays, and a deeply projecting cornice. The building retains the following aspects of integrity: location and setting, and partially retains the aspects of association, feeling materials, workmanship and design.

Conclusion:

1538-1542 Howard Street does not appear eligible for the National Register of Historic Places, California Register of Historical Resources or local designation under any criterion. Although its 1912 construction date, residential/flats building typology, and South of Market Area location do reflect an association with the 1906 Earthquake and Fire and Reconstruction period of significance, the facade of the building has been altered so that it suffers a loss of integrity and no longer accurately expresses its association with this period. Additionally, the building no longer embodies the distinctive characteristics of a type, period or method of construction, nor does it appear to represent the work of a master, nor does is possess high artistic value.