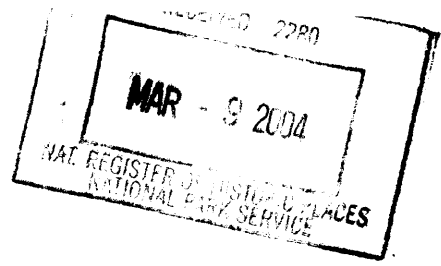
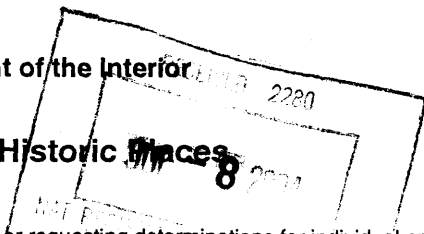


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name 735 Market Street

other names/site number Carroll & Tilton Building

2. Location

street & number 735 Market Street NA not for publication

city or town San Francisco NA vicinity

state California code CA county San Francisco code 075 zip code 94103

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

LM 3/4/04
Signature of certifying official/Title Date

California Office of Historic Preservation
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
 - See continuation sheet.
- determined eligible for the National Register
 - See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): _____

Signature of the Keeper

Date of Action

[Signature]

3/27/04

735 Market Street
Name of Property

San Francisco, CA
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

Category of Property
(Check only one box)

Number of Resources within Property
(Do not include previously listed resources in count.)

- | | |
|---|---|
| <input checked="" type="checkbox"/> private | <input checked="" type="checkbox"/> building(s) |
| <input type="checkbox"/> public-local | <input type="checkbox"/> district |
| <input type="checkbox"/> public-State | <input type="checkbox"/> site |
| <input type="checkbox"/> public-Federal | <input type="checkbox"/> structure |
| | <input type="checkbox"/> object |

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of Contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

COMMERCE/buisness

COMMERCE/business

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

Early 20th Century Revival/Beaux Arts

foundation N/A
walls Sandstone
Brick
roof N/A
other N/A

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

Period of Significance

N/A

Significant Dates

1908

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Polk, Willis

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- Previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Name of repository:

735 Market Street
Name of Property

San Francisco, CA
County and State

10. Geographical Data

Acreage of Property Less than one

UTM References

(Place additional UTM references on a continuation sheet.)

1 10 552520 4182120
Zone Easting Northing
2 _____

3 _____
Zone Easting Northing
4 _____

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Christy Johnson McAvoy, Laura Janssen
organization Historic Resources Group date 8/12/2003
street & number 1728 Whitley Avenue telephone 323 469-2349
city or town Los Angeles state CA zip code 90028

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items.)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Millennium Market Street I, LLC / Mark Farrar
street & number 735 Market Street telephone 415 537-3890
city or town San Francisco state CA zip code 94103

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

735 Market Street
San Francisco County, CA

Narrative Description

The six-story commercial Beaux Arts building at 735 Market Street was constructed in 1908. The building was designed by the prominent turn-of-the-century San Francisco architect Willis Polk. He was noted for his careful attention to the organization of the primary façade into base, shaft and capital. These proportions were typical in commercial Beaux Arts design. Located on the south side of Market Street between Third and Fourth Streets, the building was used for retail on the ground floor with offices on the upper floors. Its placement helped to define the commercial thoroughfare of the Market Street corridor. The structure of the building is masonry and steel, with the primary façade clad in sandstone and the secondary facades in common brick. The footprint of the building covers the entire narrow rectangular lot, and measures fifty feet on Market Street by one hundred seventy feet on the sides. Along the west side toward the rear the plan steps outward ten feet, so that the rear portion of the building is sixty feet wide. A lightwell, twelve feet deep, starts on the second floor on the east side of the building and provides space for window openings where the subject property abuts the neighboring building (which is also a six-story, early twentieth-century commercial building). From Market Street, the building retains all of its historic character-defining features, including ground floor retail configuration, upper story fenestration patterns and Beaux Arts detail.

Exterior

The structure of the building is masonry and steel. The primary façade clad in sandstone and the secondary facades in common brick, three wythes deep. The original flat wood joist roof was replaced during 1999 seismic retrofit with fireproofed steel. The roof is surrounded by a parapet that is capped with an ornamental stone cornice along the primary facade. The building has an unfinished basement, and the concrete foundation sits on solid ground.

The primary façade is organized vertically into three window bays. Horizontally, the six stories are organized into four horizontal bands or registers. The ground floor forms a base for the façade, and the second floor mezzanine forms a somewhat smaller register above it. The three window bays at the mezzanine level are divided by squat, paired pilasters with Tuscan capitals. Over an entablature and a dentil molding, two equal-size registers contain the third and fourth and the fifth and sixth stories, respectively. These two upper registers have paired pilasters with Corinthian capitals dividing the three window bays. Each register is capped with a plain entablature. Above the sixth story windows, the façade is capped by a cornice consisting of a dentil molding, a series of small brackets, and a projecting portion ornamented with a series of small lion heads, alternating with round, undecorated medallions. Swags drape under the medallions.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

735 Market Street
San Francisco County, CA

The street level has an entrance bay (the width of one window bay) to the east and a storefront (the width of two window bays) to the west. The entrance and storefront have been altered, beginning in 1927 when the window was extended across the entire east side of the building front, though the original enframement is intact. No original storefront entrance material remains at street level. Subsequent alterations have also been removed and replaced with a compatible new aluminum storefront system.

The organization of the façade into a first-story base, continuous middle floors, and a capping cornice is derived from turn-of-the-century attempts to adapt Beaux Arts principles to the design of tall commercial buildings. Due to this arrangement and ornamentation on the primary facade, the style of the building is best described as commercial Beaux Arts. Even though the ground floor has been altered over the years, the building's original proportions remain because the enframement is intact. The base is a critical component of the building's design, but the very fact that the building is a commercial structure it is almost an impossibility to hope that it would remain unaltered after almost 100 years. The building is still significant because it does retain its principal proportions which were the hallmark of commercial Beaux Arts design.

Fenestration of the primary façade consists of original wood frame, single pane, and double-hung windows on the third through sixth floors and original steel frame windows on the second floor mezzanine. Fenestration of the rear façade is non-original, aluminum-frame windows. A new aluminum storefront system has been added to the ground floor of the rear façade facing Stevenson Street.

The condition of the primary facade is good. The cornice has been repaired according to the Secretary of the Interior Standards for Rehabilitation. A compatible new storefront has been inserted to replace non-historic fabric, and windows have been repaired. The work has been approved by the National Park Service (Part 3 Tax Certification, submitted July 2003 and awaiting final review fee).

Interior

The interior of the building retains little original fabric, with the exception of the stairwell in the northeast corner of the plan. Extensive tenant improvements between 1980 and 1988 left the interiors with no exposed or intact historic details. Prior to that, tenant improvement activity was concentrated in the 1960s, according to the building permit history.¹ The interior of the external walls were reinforced with shotcrete during the 1999 renovation. No trim, plaster, or other decorative features remain in the interior, and all non-original material was removed and updated for the proposed new use. The partition wall separating the lobby from the retail space has been retained, but new wood paneling, fixtures, flooring and plasterwork finish out each space. The front of the

¹ See attached permit history.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

735 Market Street
San Francisco County, CA

retail space, which opens onto Market Street, has been converted into a display area called the Montgomery Gallery. New compatible paneling and flooring has been installed throughout the upper floors sympathetic to the building's new use as commercial office space.

Two stairwells and one elevator serve the building. A metal exit stair in a rated enclosure with a standpipe is located in the southeast corner. A second decorative marble staircase, located in the northeast corner, features a metal sculpted handrail, solid white marble treads, and black marble landings. This staircase is an historic feature of the interior.

Overall Integrity

The building retains its integrity of location, setting, design, workmanship, and materials on the exterior. The historic interior finishes and features have been removed or altered during numerous renovations, with the exception of the northeast staircase, as noted above. Within the constantly changing urban context of downtown San Francisco, the historic character and distinct identity of 735 Market Street has been maintained while its character-defining features have been preserved.

The building was substantially rehabilitated according to the Secretary of the Interior's Standards under a certified Tax Credit Rehabilitation beginning in January 1999. Components of that rehabilitation included complete seismic retrofit; conversion of non-historic interiors to marketing offices, retail and hotel support space; new compatible ground floor storefront; replacement of all HVAC and mechanical systems and repair of the historic cornice detail.

Work on the primary exterior elevation included: Repair and anchoring of the sandstone veneer to the building structure, repair of decorative elements to match existing conditions, and the repair and retention of all original windows. In the basement, all non-original elevator and mechanical equipment, partition doors, ceilings and stairs were removed and replaced with new compatible equipment and materials. The spatial arrangement of the first floor was retained by repairing the partition wall which separated the lobby from the retail space. Throughout the interior, in spaces previously altered, all non-original partitions, ceilings and flooring was removed and replaced with new compatible materials. The original decorative marble staircase was repaired and retained. Seismic work strengthened the building by adding shotcrete walls and steel reinforcing beams.

There is now a connection through the west wall of 735 Market Street to a newly constructed hotel. 735 Market Street occupies its entire lot and historically abutted another building. A hotel was constructed on the adjacent site and currently abuts 735 Market Street along its entire west wall. Small portions of the west wall were removed to create three hallway-width openings at the fifth floor level. The openings provide a connection to

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 4

735 Market Street
San Francisco County, CA

the adjacent hotel. The front section of the fifth floor, closest to Market Street is used as a hotel lobby and bar. The rear portion of this floor is used as offices and restrooms. These openings are the only connection between the historic building and the adjacent new hotel structure. Although these openings have resulted in the loss of a small amount of historic fabric, the work does not have an adverse impact on the building, which historically abutted another building. The National Park Service has approved these openings as part of the tax certification process.

The following permit history outlines all previous alterations.

Permit History

Date	Owner	Permit	Description of Work	Estimated Cost
12/1908	Claus Spreckels	building	Original construction	illegible
09/1927	Schwabacher-Frey Stationery Co.	alteration	Build chute to basement at rear of building.	\$600
09/1927	Schwabacher-Frey Stationery Co.	alteration	Extend show window across entire east side of building front.	\$1,000
12/1938	Schwabacher-Frey Stationery Co.	alteration	Erect neon sign.	\$1,275
12/1938	Schwabacher-Frey Stationery Co.	alteration	Erect temporary sign.	\$25
06/1963	Diamond National Co.	alteration	Fifth floor: renovate walls, ceiling, lighting, heating.	\$12,000
08/1963	Diamond National Co.	alteration	Fifth floor: remodel toilets, add five private offices, relocate telephone equipment	\$6,000
08/1963	Diamond National Co.	alteration	Third floor: suspend acoustical ceiling, install lighting fixtures	\$2,000
11/1963	Diamond National Co.	alteration	Third floor: enlarge toilets	\$1,000
11/1963	Diamond National Co.	alteration	Fourth floor: suspend acoustical ceiling, install lighting fixtures	\$3,000
02/1964	Diamond National Corp.	alteration	Second floor: remodel toilets	\$2,500
03/1964	Diamond National Corp.	alteration	All floors: rebuild elevator fronts, remodel elevator lobbies Ground floor: remodel storefronts	\$25,000
06/1964	Diamond National Corp.	erect sign	Street level: new electric sign	\$400
06/1964	Diamond National Corp.	erect sign	Street level: new electric sign	\$200
06/1964	Diamond National Corp.	alteration	Sixth floor: enlarge lunch room, relocated kitchen, install dropped ceilings and new lighting, new freight elevator	\$17,000
03/1965	Diamond National Corp.	alteration	Loading dock: new roll up steel doors and stairs	\$2,000

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 5

735 Market Street
San Francisco County, CA

Date	Owner	Permit	Description of Work	Estimated Cost
03/1965	Diamond National Corp.	alteration	Second floor: install dropped ceiling and new lighting	\$5,000
05/1967	Diamond National	alteration	Second floor: three new offices	\$2,000
12/1967	Diamond National	alteration	Second floor: replace three windows on Market St. elevation	\$750
05/1969	Diamond National	alteration	Third floor: remove and replace non-bearing partition walls	\$7,500
09/1971	Diamond National	alteration	Reconstruct sidewalk, install tree boxes	\$4,500
03/1980	The Fritz Companies	alteration	Remove and add interior walls, electrical, paint and carpet	\$40,000
05/1980	The Fritz Companies	alteration	Fourth floor: new partitions, fire doors, paint and carpet	\$40,000
06/1980	The Fritz Companies	alteration	First floor: new steel stairway to basement, walls and fire doors	\$6,000
07/1980	The Fritz Companies	alteration	Fifth floor: remove and replace non-bearing partition walls, repair acoustic ceiling, paint and carpet	\$35,000
08/1980	The Fritz Companies	alteration	Sixth floor: remove and replace non-bearing partition walls, new cabinets, repair acoustic ceiling, paint and carpet	\$40,000
08/1980	The Fritz Companies	alteration	Bracing of parapets fronting Market St. and Stevenson St.	\$9,000
07/1987	Fritz Plaza Inc.	alteration	Install canvas awning	\$4,500
10/1987	Fritz Co.	alteration	Remove and replace 35 existing windows in rear of building	\$17,645
07/1988	Fritz & Co.	alteration	Roof: install booster pump	\$3,000
09/1988	Fritz Companies Inc.	alteration	Mezzanine: convert retail space, demo all existing, install new ceilings, walls, carpet, paint, lighting and electrical, toilets, HVAC	\$50,000
10/1988	Fritz Companies Inc.	alteration	Ground level: convert retail space, demo all existing, install new storefront, ceilings, walls, carpet, paint, lighting and electrical, toilets, HVAC	\$175,000
10/1988	Herman's World of Sporting Goods (lessee)	alteration	Install new awning	\$4,200
12/1988	Fritz Companies Inc.	alteration	Ground level: revisions	
01/1989	Fritz Companies Inc.	alteration	Ground level: revisions	\$1,500
10/1995	Any Mountain Ltd. (lessee/737 Market St.)	alteration	Ground level: remodel existing retail space	\$50,000

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 4

735 Market Street
San Francisco County, CA

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 1

735 Market Street
San Francisco County, CA

Narrative Statement of Significance

735 Market Street is eligible for the National Register of Historic Places under Criterion C at the local level of significance because it represents the work of a master architect, Willis Polk. Polk was one of San Francisco's best known and respected architects in the early twentieth century. 735 Market Street is a significant example of Polk's commercial work, and exhibits the qualities of traditional Beaux Arts design for which he is noted.

Beaux Arts, or the fine arts, essentially refers to the aesthetic principles articulated by the Ecole des Beaux-Arts in France established during the Napoleonic era. Most notable for its lavish eclectic style, a more limited meaning is based on classical precedents elaborated by decorative detailing. The American expression of Beaux Arts of the late nineteenth century articulated the taste and values of the industrial nouveau-riche who were eager to emulate the formal designs of European architecture. The character-defining features of the Beaux Arts found in 735 Market Street are smooth masonry walls, a symmetrical façade, two-story paired pilasters with Corinthian capitals, recessed tripartite B-A-B windows (the central opening is slightly wider than the side openings), and a cornice line accented by classical decorative elements.

When Polk designed 735 Market Street, he was the head of the San Francisco office of Daniel H. Burnham. Polk greatly admired Burnham, and the influence of Burnham's Chicago work was evident in the buildings Polk designed in San Francisco. In addition to his adaptation of the lessons of Burnham's office, Polk was also one of San Francisco's most talented practitioners of what architectural historian Richard Longstreth has called the Academic Eclectic style.

Significance of the Work of Willis Polk

Willis Polk (1869-1924) was among the most important architects working in San Francisco around the turn of the twentieth century. Polk was frequently featured in the architectural press, and he was noted for his skill in sketching and drawing. He established a short-lived local architectural journal, and he became the architect of some of the city's most notable buildings. Polk's work has continued in popularity among both scholars and lay people. The April 1911 issue of *The Architect and Engineer of California* was dedicated to Polk's work. It was noted that Polk came to San Francisco in 1889, a year that "marks the inauguration of what we may now properly regard as our local Renaissance; and since Mr. Polk is so identified with our advance in architectural expression, a brief review of that movement is, in a manner, but the recital of his share in it."¹ The article also

¹ Frederick Hamilton, "The Work of Willis Polk & Company," *The Architect and Engineer of California*, April, 1911, v. 26, no. 3, 35.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 2

735 Market Street
San Francisco County, CA

associated Polk with similarly noted colleagues in architecture, A. Page Brown, Ernest Coxhead, and Bernard Maybeck. In 1983, Richard Longstreth authored a scholarly study of these four architects.²

Polk's early career consisted mainly of residential commissions. During this period he designed a number of residences, from large mansions to rustic cottages and San Francisco townhouses. The houses of this period are often related to the Arts and Crafts movement, exhibiting many qualities associated with the Shingle Style and with English Arts and Crafts such as shingle cladding, broad porches, allusions to medieval European vernacular buildings, half-timbering, and rustic stonework.

After 1901, Polk began an association with the Chicago office of Daniel H. Burnham. Burnham's specialization in public and commercial architecture would change the focus of Polk's practice. Polk moved to Chicago for a two-year period (1901-03) to work in Burnham's office, visited Europe in 1903, and then returned to San Francisco to open his own practice based on many of the lessons he had learned from his close association with Burnham. Longstreth notes the following regarding the impact Burnham had on Polk's career:

The association with Burnham marked a turning point in Polk's career.... Polk had avoided patterning his work after that of any other architect, but in Burnham he found a hero. The large, multifaceted office structure, the grand scale of city planning, and the urbane formulas for commercial building design that distinguished the Chicagoan's practice -- all of these became models for Polk throughout the remainder of his career.³

Polk's professional association with Burnham continued when Polk returned to San Francisco. The city was growing significantly around the turn of the century, and Burnham was awarded the commission for the city's master plan. Before the plan was circulated, however, the 1906 earthquake and fire occurred and the City's business district, concentrated along Market Street, was mostly reduced to rubble. In the wake of this event, the opportunity for reconstruction became clear to Burnham as it did to others, and he decided to open an office in San Francisco in 1906, with Polk in charge.

The commission for 735 Market Street came to Burnham's San Francisco office during this period. From 1906 until 1910, after which his association with Burnham ended, Polk designed only six public or commercial

² Richard Longstreth, *On the Edge of the World: Four Architects in California at the Turn of the Century* (New York: The Architectural History Foundation, 1983 and Cambridge, MA: Massachusetts Institute of Technology, 1989).

³ Longstreth, 299-300.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 3

735 Market Street
San Francisco County, CA

buildings which are still standing in San Francisco.⁴ These buildings all have a rank of 3S or higher in the California State Inventory of Historical Resources.

While Richard Longstreth called Polk's best buildings in the early twentieth century "splendid representatives of the period," he did not see the office buildings as an important part of Polk's overall body of work, as evidenced by the scant five pages spent on it in his study, *On the Edge of the World*. He attributed the discrepancy between the "inventive, unorthodox, and diverse qualities" of Polk's earlier work and the less imaginative aspects of his commercial buildings and later residences to Polk's desire at this point in his career to "[develop] a large, business oriented practice."⁵

Most of Polk's commercial buildings, however, are skillfully designed and remain important elements of the city's early twentieth century building stock. More importantly, they represent Polk's relationship with Daniel H. Burnham and the involvement of architects from established cities, such as Chicago, in the construction of San Francisco's commercial district.

The Construction of 735 Market Street

In an article from the *San Francisco Call* dated October 3, 1908, the design of 735 Market Street is attributed to D. H. Burnham & Co., whose office was headed by Willis Polk, as noted above.⁶ It appears from available sources that the building was one of Polk's first to be constructed after the 1906 fire. 735 Market was commissioned by the estate of Claus Spreckels, head of the sugar refining empire of the Bay Area. The building was constructed on the site of a market formerly owned by Spreckels, and adjoining what was then known as the Claus Spreckels Building (now demolished).

Begun in 1908, 735 Market was modeled after Polk's Bare Brothers Building, which was destroyed in the 1906 fire. The design also resembles Albert Pissis's Rosenstock Building at 28-36 Geary Street dating from 1908. Both façades are composed of a stacked progression of the classical orders. The structure of the building consists of brick load-bearing walls with additional steel columns. Steel construction was widely in use in

⁴ Kohl Building (1901-07), PG&E Station C (1905-09), Carroll & Tilton Building (1908), Crocker Bank Building (1908), California Farmers Building (1908), Joseph Fredericks & Co. (1910).

⁵ Longstreth, 300, 302.

⁶ "Carroll & Tilton Sign Long Lease," *San Francisco Call*, October 3, 1908, 1. There has been some discrepancy as to the construction date of the building, but this article and the building permit confirm 1908, not 1907 as was published in Michael Corbett's *Splendid Survivors*.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

735 Market Street
San Francisco County, CA

Chicago since the 1880s (particularly in the wake of the great fire of 1872), but only became common in San Francisco after the 1906 earthquake and fire that followed.

The *San Francisco Call* (a newspaper owned by the Spreckels family from 1895 to 1913) announced that the clothing firm Carroll & Tilton would be moving into the ground floor and signing a long-term lease. Eventually the building ceased to be known as the Spreckels Building and came to be called the Carroll & Tilton Building. The *Call* refers to the building type as “office and loft,” suggesting that the upper floors were to be leased as flexible square footage to tenants, with partition walls to be built at a later date.⁷

Polk’s design for 735 Market Street proved to be a successful addition to the Market Street corridor. By 1920 an observer in *The Monitor* noted, “Our readers are aware of the remarkable success obtained by Carroll & Tilton clothiers, whose magnificent store at 735 Market is the Mecca of a bargain hunter.”⁸ In 1979, as plans for redevelopment of Yerba Buena Center were underway, the author of *Splendid Survivors* wrote that, “(w)ith the Bancroft Building next door, it flanks the wide entrance to Yerba Buena Center. At the same time it relates to the important intersection of Market, Grant, and O’Farrell across the street.”⁹ The different city grids north of Market and south of Market meet at this intersection. As one approaches from Grant or O’Farrell, the continuous wall created by 735 Market Street and its neighbors directs one east or west along Market Street.

Significance of 735 Market Street within the Context of Polk’s Work

The building at 735 Market Street is notable within the context of Willis Polk’s urban, commercial buildings in San Francisco. Its design represents a fine example of the style and form which was typical of San Francisco as it was rebuilt after the 1906 earthquake and fire, and Polk’s contribution to that effort. This building helped to define the urban fabric of the Market Street corridor.

Polk made a major contribution to the rebuilding of San Francisco after the earthquake. *The Architect and the Engineer of California* lauded the architect for his conservative style: “It is to the credit of Mr. Polk (with the eagerness and adventurousness of his gifts) that he has not experimented; that he has maintained a reverence for the sound traditions of architecture.”¹⁰ Polk would undertake a singular experiment several years later when he

⁷ Ibid.

⁸ “Carroll & Tilton Co.” *The Monitor*, 1920. (from *Guide to San Francisco’s Business and Cultural Resources*).

⁹ Michael R. Corbett, *Splendid Survivors: San Francisco’s Downtown Architectural Heritage* (San Francisco: The Foundation for San Francisco’s Architectural Heritage, 1979), 87.

¹⁰ Hamilton, 60.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 5

735 Market Street
San Francisco County, CA

designed a glass curtain wall for the Hallidie Building in 1914 (designated a National Historic Landmark), but this was the only commercial building he designed that was noted for great inventiveness.

In his book, Longstreth discusses Academic Eclecticism, an architectural mode in which Polk and the others examined in the book were the first proponents on the West Coast. The buildings designed by Polk in this manner are ideal examples of how Longstreth characterizes the style:

Architects of that period sought to foster a gradual evolution in their art by drawing from a wide range of historical precedents, modifying and combining them according to contemporary needs.... [A] paradox...was thus generated by embracing historicity and innovation in more or less equal measure and by expressing these dual values in numerous ways.¹¹

Academic eclecticism was introduced to San Francisco by young architects who came to the remote metropolis around 1890, among whom [Coxhead], Willis Polk, [Schweinfurth, and Maybeck] were the most talented. All four men received their training in the East and abroad during the 1880s, when the movement was in its formative stage.... With missionary zeal, they hoped to eradicate the city's retardataire architectural milieu by introducing a new sense of order and purpose.¹²

Longstreth also quotes the writings of "one of the movement's leading protagonists," A.D.F. Hamlin:

The demands of use and beauty not infrequently pull in opposite directions.... [T]he true purpose of architecture...is to harmonize the independent and oft-conflicting claims of use and beauty, so that the very forms derived to meet practical needs in the most perfect manner shall also satisfy the human craving for beauty, grace, refinement.¹³

The design of 735 Market Street was essentially an exercise in the design of a suitable facade for an office and retail building on a major downtown street. Most of the building was not exposed to public view, being placed directly between two adjacent buildings (one of which survives) with the rear exposed to a small, alley-like street. Polk's strongest work in small office and retail buildings is seen at 735 Market Street, and also at the Joseph Fredericks & Co. store at 278-298 Post Street. These buildings are approximately the same height (though the latter is located on a corner and has significantly more street exposure) and were constructed within a few years of each other, the former in 1908 and the latter in 1910. Both buildings show Polk's skill in organizing a small commercial facade taking into account the needs of the commercial tenants, and the traditional face that was considered an appropriate contribution to the city's main commercial street.

¹¹ Longstreth, 9.

¹² Ibid., 10.

¹³ Ibid., 15.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

735 Market Street
San Francisco County, CA

Certain architectural devices were widely used for the design of most early twentieth-century commercial buildings in cities throughout the United States. A vertically-oriented building would have a base incorporating the ground floor and perhaps a mezzanine level or second floor. The upper floors would be treated identically to each other to form a coherent group of repeated stories, or a vertical shaft that would sit on the base below. The facade would be terminated at the top with a decorated, projecting cornice, and in larger examples, the top story would be integrated within the "cap" as well. These three registers were equated with the base, shaft, and capitot of a column. 735 Market Street adheres to this formula, as do all of Polk's tall commercial buildings from this period.

Among the buildings of this type designed by Polk during this period, most are less-skillful examples of such facade organization and decorative treatment, and 735 Market Street therefore stands out among them. In the facades of many of Polk's buildings in this category, the "shaft" portion of the facade is simply a plain face with an overall pattern of simulated courses of stone, pierced by rectangular holes for the window openings. Polk more commonly used this approach in his much taller buildings, where the base is much higher and the shaft is not as visible from the street level.

In the facade of 735 Market Street, Polk used features of traditional architecture (such as pilasters, horizontal moldings, and a classical cornice) to set the scale of the facade. The six stories are grouped horizontally into four registers, with the pilasters separating the window bays reaching the height of two stories in the top two registers. This has the effect of enlarging the building's proportions by grouping the floors together with larger-scaled ornamentation. The large openings, permitted by the large scale of the articulation of the façade, allow the large windows necessary on the narrow street facade of a building with a deep plan.

Only three years after its completion, 735 Market Street was among five buildings considered illustrative of Polk's work that were featured in the 1911 issue of *The Architect and Engineer of California*. The building is clearly an example of his skill in "drawing from a wide range of historical precedents, modifying and combining them according to contemporary needs".¹⁴ Among Polk's limited number of extant commercial buildings, 735 Market Street stands out as a small but skillfully designed demonstration of his talents.

¹⁴ Longstreth, 9.

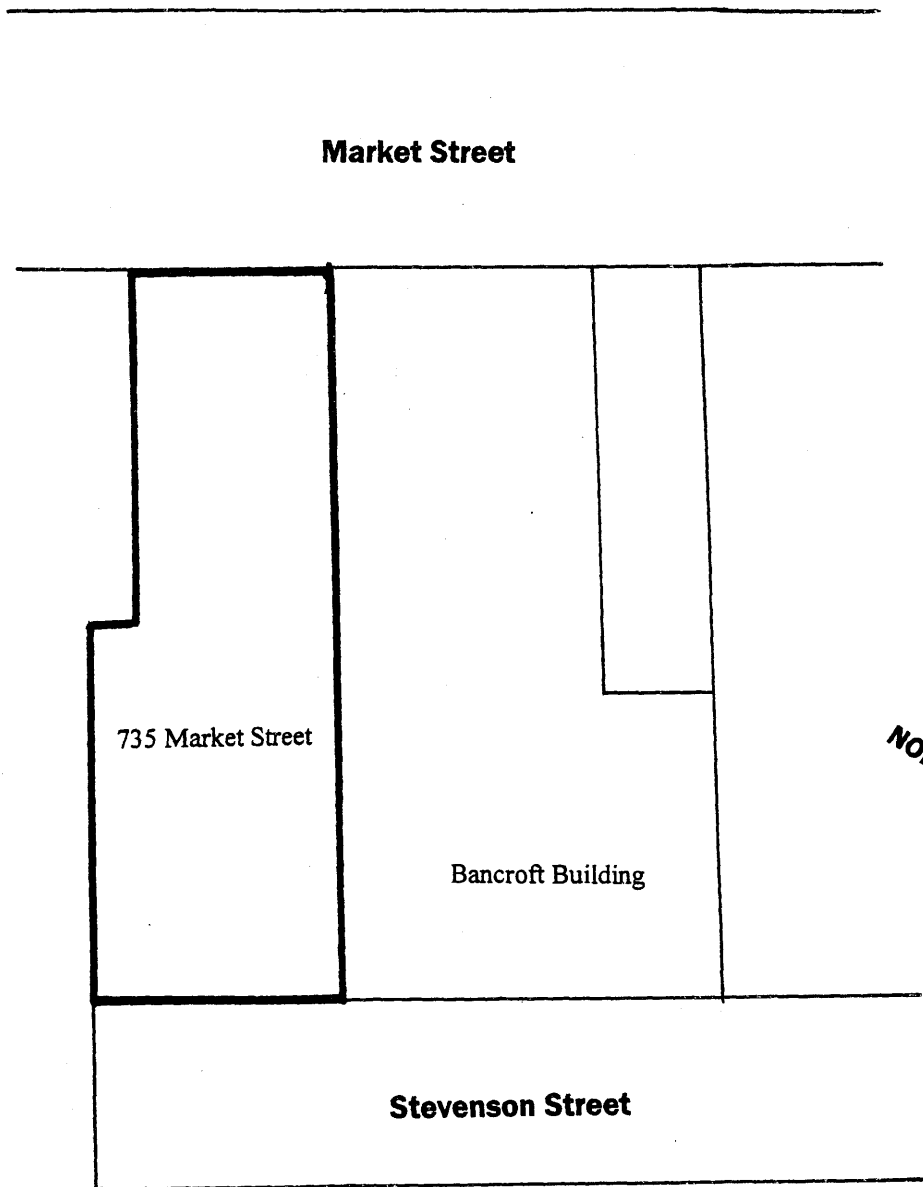
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number Map Page 1

735 Market Street
San Francisco County, CA

Sketch Map



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 1

735 Market Street
San Francisco County, CA

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 1

735 Market Street
San Francisco County, CA

Verbal Boundary Description

The land referred to herein is situated in the State of California, County of San Francisco, City of San Francisco, described as follows:

Beginning at the point on the Southeasterly line of Market Street distant thereon 275 feet Southwesterly from the Southwesterly line of 3rd Street; running thence Southwesterly along said line of Market Street 50 feet; thence at a right angle Southwesterly 100 feet; thence at a right angle Southwesterly 10 feet; thence at a right angle Southwesterly 70 feet to the Northwesterly line of Stevenson Street; thence at a right angle Northwesterly along said line of Stevenson Street 60 feet ; thence at a right angle Northwesterly 170 feet to the point of the beginning. Being a portion of 100 Vara Block No. 162.

Boundary Justification

These are the historic and current boundaries of the property.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

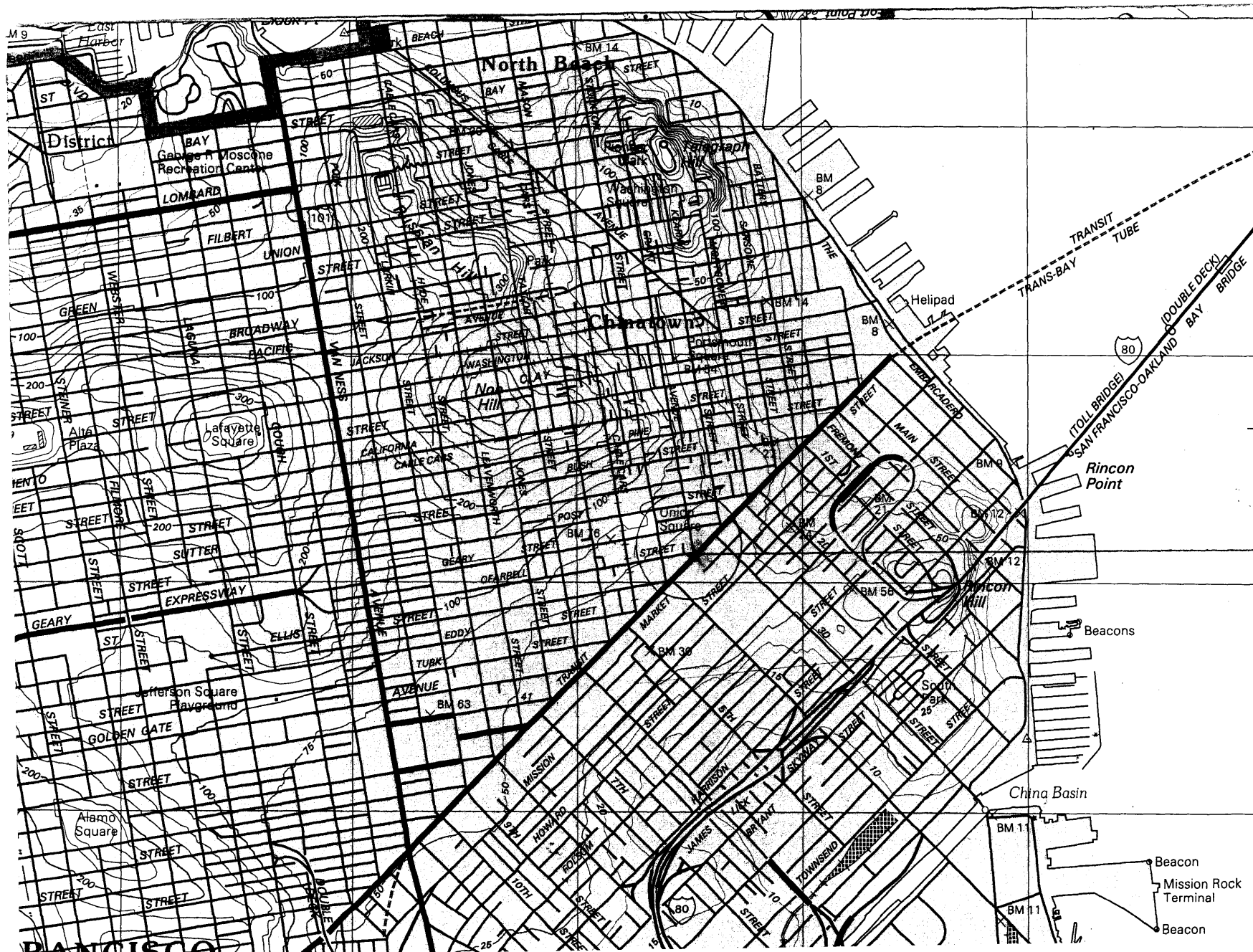
Section number Photos Page 1

735 Market Street
San Francisco County, CA

Photographs

The photographs were taken by Gary Edward Handel + Associates, Architects of San Francisco in July 2003.
[no negatives, digital photos] Digital files located at Historic Resources Group, 1728 Whitley Ave., Hollywood, CA 90028.

- 1 Primary elevation, view east
- 2 Primary elevation, looking upward toward cornice, subject building on the right, view southeast
- 3 Primary elevation, window and pilaster detail, view southeast
- 4 Primary elevation, cornice detail, view southeast
- 5 Primary elevation, capital detail, view northeast
- 6 Secondary elevation, view southwest
- 7 Interior stairway, looking downward
- 8 Interior stairway, detail

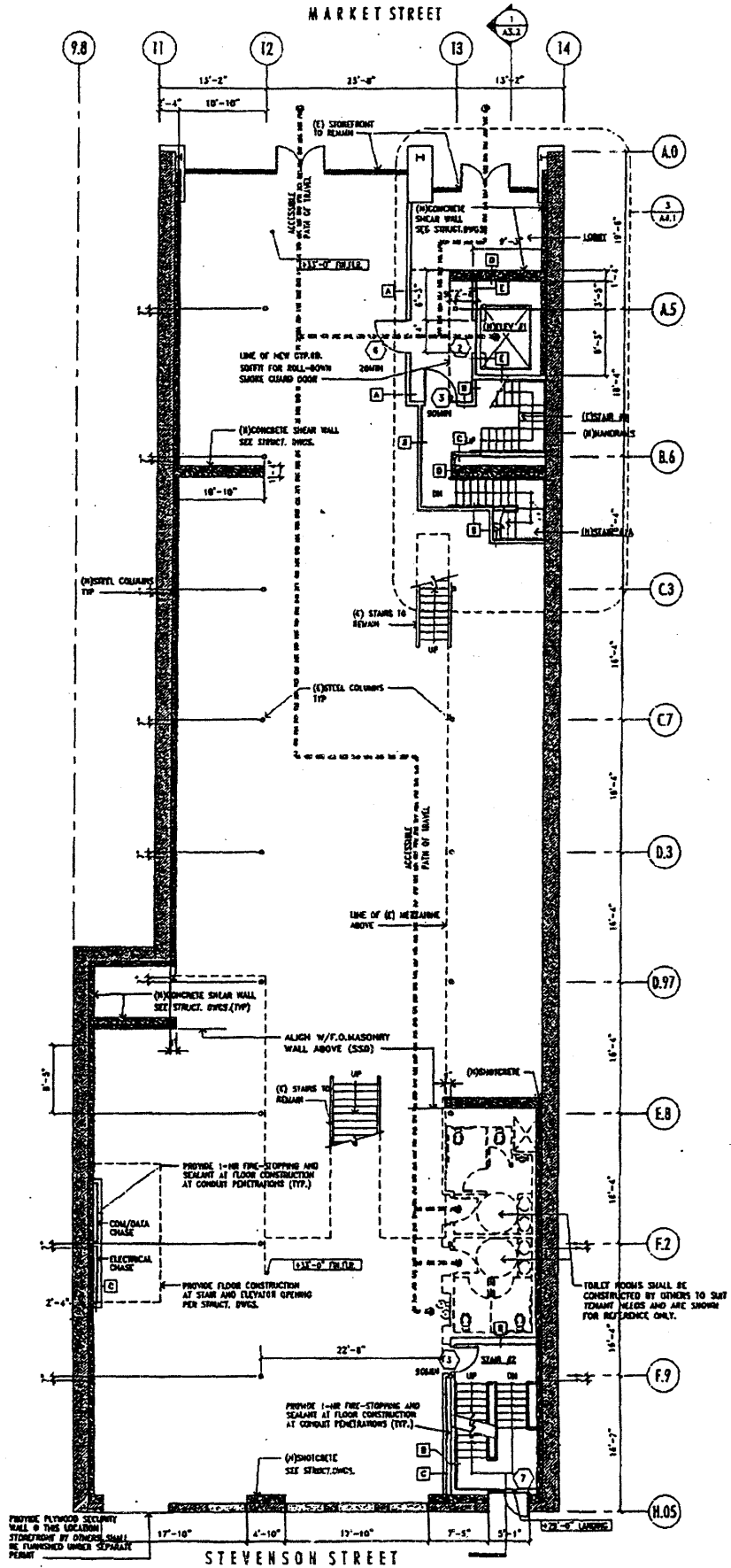


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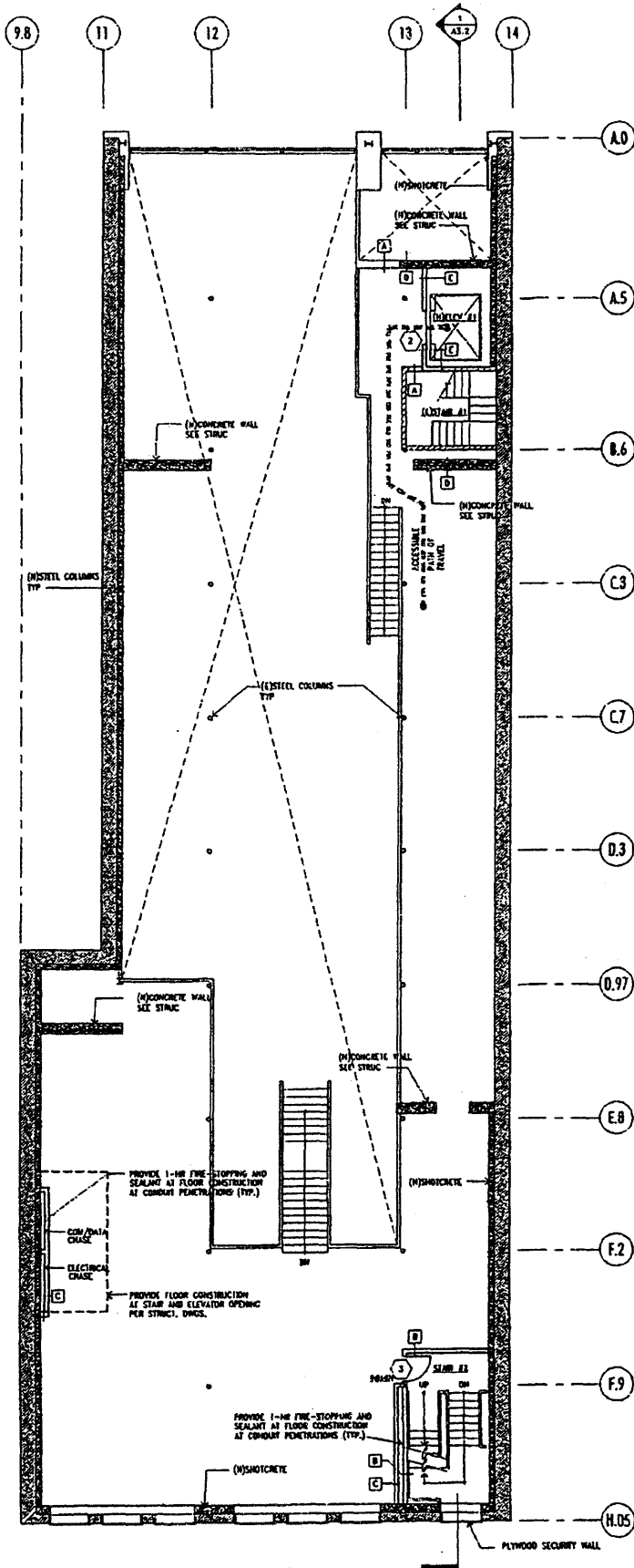
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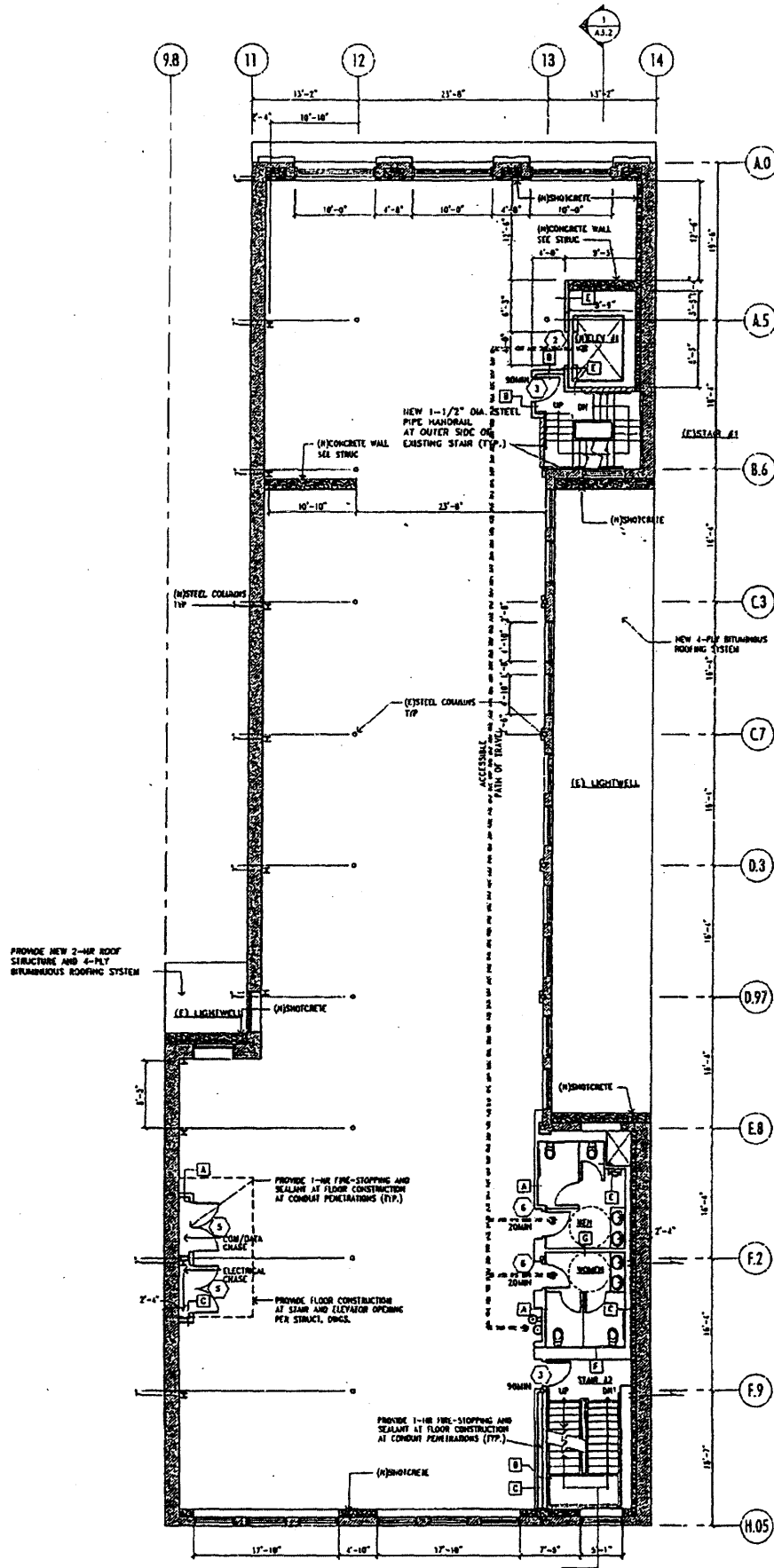


735 Market Street
 San Francisco County, CA



FIRST FLOOR MEZZANINE PLAN
 1/8" = 1'-0"





SECOND FLOOR PLAN
 1/8" = 1'-0"