NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section Page

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 08000082 Date Listed: 2/26/2008

Hall of Transportation,	Treasure Island	San Francisco	CA
Property Name		County	State

N/A

Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

Signature the Keeper

of

Z/26/200 g Date of Action

Amended Items in Nomination:

Location:

The Location block should read: SE Side of California Avenue between Avenues D and F.

Acreage:

The correct acreage should be listed as: approximately two (2) acres

These clarifications were confirmed with the NAVY FPO office.

DISTRIBUTION:

National Register property file Nominating Authority (without nomination attachment)

NPS Form 10-900	OMB No. 1024-0018
(Oct. 1990) RECE/VED 2280	ECEIVED 165684 38-0094
National Dark Comiles	38-0094
National Bedister of Fusionic Places	MAR 2 9 2007 8
Registration Form	
s form is for use in nominating or requesting determined for individual properties and o	OHP listricto. See instructions in How to Complete the
national Register of Historic Places Registration Form (National Register Bulletin 16A). Com by entering the information requested. If any item does not apply to the property being docur	plete each item by marking x in the appropriate box of
architectural classification, materials, and areas of significance, enter only categories and sul	ocategories from the instructions. Place additional
entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, w	ord processor, or computer, to complete all items.
1. Name of Property	
historic name Hall of Transportation, Treasure Island	
other names/site number Duilding 2	
other names/site number <u>Building 2</u>	
2. Location	
street & number	not for publication
city or town Treasure Island, San Francisco	vicinity
state <u>California</u> code <u>CA</u> county <u>San Francisco</u> co	de <u>075</u> zip code <u>94130</u>
2. State/Endowel Aronau Cartification	
3. State/Federal Agency Certification	
□ request for determination of eligibility meets the documentation standards for register Historic Places and meets the procedural and professional requirements set forth in 36 □ meets □ does not meet the National Register Criteria. I recommend that this properties □ statewide □ locally. (□ See continuation sheet for additional comments.) □ PPD 17 DEC 200 Signature of certifying official/Title □ Date	CFR Part 60. In my opinion, the property erty be considered significant nationally
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State or Federal agency and bureau	
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Building 2 Name of Property		San Francisco, CA County and State
5. Classification		
Ownership of Property (Check as many boxes as apply) private public-local public-State public-Federal	Category of Property (Check only one box) building(s) district site structure object	Number of Resources within Property (Do not include previously listed resources in the count.) Contributing Noncontributing 1 buildings sites sites objects 1
Name of related multiple property is not part of a	erty listing ultiple property listing.)	Number of contributing resources previously listed in the National Register
<u>N/A</u>		None
6. Function or Use		
Historic Functions (Enter categories from instructions)		Current Functions (Enter categories from instructions)
RECREATION/Other: Office Bu	uilding	COMMERCE/Office Building
TRANSPORTATION/Airport H	angar	
COMMERCE/TRADE/Office B	uilding	
DEFENSE/Naval Facility		
7. Description Architectural Classification		Materials
(Enter categories from instructions)		(Enter categories from instructions)
MODERN MOVEMENT: Art M	Ioderne/Streamline	foundation Reinforced Concrete
		roof Other: Composition
		walls_Reinforced Concrete
		other

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

See Continuation sheet.

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.
- \Box C a birthplace or a 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.

Narrative Statement of Significance

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

9. Major Bibliographical References

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

Previ	ious d	locume	ntatior	n on file	e (NPS	S):		
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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
<u>CA-2785</u> , <u>CA-2785-A</u> , <u>CA-2785-B</u>
recorded by Historic American Engineering

recorded b	y Historic	American	Engineering	g
Record #	-			-

San Francisco, CA County and State

Areas of Significance

(Enter categories from instructions)

Architecture

Entertainment/Recreation

Period of Significance

1938-1940

Significant Dates

1938

Significant Person (Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Day, William Peyton

Kelham, George William

Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

10. Geographical Data

Acreage of Property

UTM References

(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing		Zone	Easting	Northing
1	<u>10</u>	<u>555692</u>	<u>4185602</u>	3			
2		. <u> </u>		4			
				🔲 See	continuation st	neet.	

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 Toni Webb, Architectural Historian	
organization JRP Historical Consulting	date
street & number 1490 Drew Avenue, Suite 110	telephone <u>530-757-2521</u>
city or town Davis	state CA zip code 95616
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 the SHPO or FPO.)		
name Base Realignment and Closure, Program Manageme	ent Office West	
street & number 1455 Frazee Road, Suite 900	telephor	ne
city or town San Diego	state <u>CA</u>	zip code <u>92108-4310</u>
		•

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 listings. 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 the 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.0. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

San Francisco, CA County and State

National Register of Historic Places Continuation Sheet

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Hall of Transportation (Building 2), Treasure Island San Francisco, CA

Description (continued):

Building 2, formerly the Hall of Transportation for the 1939-1940 Golden Gate International Exposition, is located on the southeast side of California Avenue, between Avenues D and F, on Treasure Island, northeast of the main, gated entrance to the former Treasure Island Naval Station. This large, rectangular-shaped building faces southwest toward the City of San Francisco, which is located approximately three miles west. The 400-acre island, a mile long and two-thirds a mile wide, was constructed by the Army Corps of Engineers between 1936 and 1938. This building was completed by mid-1938. Presently, the building is surrounded on the northwest and southwest sides by a large lawn, with shrubs of varying sizes (some of which date to the period of the Exposition) immediately adjacent to the building. Additionally, a row of olive trees, remnant landscaping from the Exposition, line the median between the lawn and California Avenue. The northeast and southeast sides are flanked by a broad expanse of concrete, now utilized as a parking lot.

Building 2, shown in **Photographs 1** and **2**, is a reinforced concrete building with an open, three-hinge riveted steel arch truss system completed in mid 1938. Rectangular in plan, the building is built on a concrete pile foundation supporting a concrete slab floor. The original hangar portion of the building is symmetrical in plan and measures 335'-0" x 225'-0" with a 40'-0" wide, one-story reinforced concrete section that runs nearly the length of the building's southeast side. Building 2 is 80'-0" tall and encompasses a total of about 86,855 square feet of space, about 85 percent of which is open beneath the main truss system. All walls are reinforced concrete finished in 2" of gunite. The truss system is anchored by four concrete tapered pylons, or towers, located at each corner of the building. These pylons, shown in **Photograph 3**, measure 67' -11' tall and are 24'-0" wide at the base and 18'-0" at the very low-pitched pyramidal top. The arched roof is topped by composite roofing over wood-plank deck, with similar roofing over the one-story flat roof element.¹

The northeast side of the building, shown in **Photograph 4**, is very plain. The hangar door area has been infilled with a concrete wall and the only openings are two sets of double metal personnel doors are located on this side, near the corners of the building. Both the northwest and southeast sides (**Photograph 5**) of the main section have seven sets of steel-frame windows, divided by 10'-0" wide piers, arranged in groups of three, and divided by 2'-0" wide piers. Each window measures 9'-0" wide and 18'-0" in height and consists of two sets of nine-light fixed windows below six-light hopper windows. Fenestration on the one-story element imitates that of the hangar, with 8'-6" x 9'-0" windows composed of six-light hopper windows over nine-light fixed steel windows. One single metal personnel door and two sets of double replacement doors are located on this side. Only one entrance, double metal personnel doors, is found centered on the northwest side of the building (**Photograph 6**). Damage from the Loma Prieta Earthquake in 1989 led to structural modifications of the building in 1992, when the Navy and Marine Corps Reserve Center occupied the building. These modifications included steel and aluminum interior structural supports for the curtain wall at the southwest side. The entire southwest side, shown in **Photograph 7**, has been rehabilitated and its current configuration

¹ Various Architectural Drawings on file at the City and County of San Francisco, Department of Public Works, Bureau of Engineering: San Francisco Bay Exposition, "Palace of Fine and Decorative Arts Elevations," Sheet AFA-3, July 29, 1938, revised October 10, 1938; "West Hangar, East Hangar Reverse of Same: First Floor Plan and Plot Plan," Sheet 1, June 1, 1936; "West Hangar, East Hangar Reverse of Same: Elevations and Sections," Sheet 3, PWC # 75095, June 1, 1936; "West Hangar Building: Sections" circa 1936.; Stephen D. Mikesell, JRP Historical Consulting Services, "Statement regarding potential significance for Treasure Island, as an engineering achievement," January 30, 1998; Sally B. Woodbridge, "Treasure Island Cultural Resource Survey Report," Prepared for Navy Public Works Center, San Francisco Bay, May 14, 1982; GGIE Research Associates. "Application for Registration of Historical Landmark." Treasure Island, Landmark No. 987, Prepared for Navy Public Works Center, San Francisco Bay, October 2, 1989

National Register of Historic Places Continuation Sheet

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Hall of Transportation (Building 2), Treasure Island San Francisco, CA

closely resembles the original 1936 design for the building.² This façade consists of small ceramic tile added to the lower level of the southwest façade, just below a 2" thick insulated translucent sandwich panel that is intermixed with three levels of hopper and fixed windows. Three sets of modern anodized-aluminum and bronze glass doors (**Photograph 8**) are centered beneath a high relief depicting a female figure with a winged helmet holding the world and an airplane. This figure is known as "The Spirit of Transportation." According to 1992 plans, the plaster flutes and the high relief were removed, repaired and remounted on the building. The original entrance is shown in **Figure 1** and the rehabilitated entrance in depicted in **Figure 2**.³





Figure 1 and **2**. Detail of entrance on southwest façade, circa 1939 (left) and current rehabilitated entrance October 2003. [Treasure Island Museum Collection, 65-060]

The interior of Building 2, shown in **Photographs 9** and **10**, consists mainly of open space with the exception of a modern two-story lobby and offices located off the main entrance (southwest side). Offices constructed within the main hangar section throughout the period the Navy occupied the building have been removed.

³ Stephen D. Mikesell, JRP Historical Consulting Services, "Statement regarding potential significance for Treasure Island, as an engineering achievement," January 30, 1998; The Stinnett Group, Naval Station Treasure Island, "Repair Earthquake Damage- Building 2," Sheets A3, A8.1, A10, March 1992, Treasure Island Museum Collection.

² The original drawings for this building included a set of large steel and glass-panel (seven sliding panels per side) that would be added after the GGIE ended. The doors were never constructed on either hangar building. San Francisco Bay Exposition, Navy Public Works Drawing No.75095, "Elevations and Sections for West Hangar (East Hangar reverse of same)" Sheet 3, June 1, 1936, Plans Files, City and County of San Francisco, Department of Public Works, Bureau of Engineering; Naval Station Treasure Island, San Francisco.

National Register of Historic Places Continuation Sheet

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Hall of Transportation (Building 2), Treasure Island San Francisco, CA

Statement of Significance (continued):

Building 2 is eligible for listing in the National Register of Historic Places at the state level of significance under Criteria A as one of the best remaining examples of buildings constructed as part of the 1939-40 Golden Gate International Exposition and was from the outset one of two hangar buildings constructed for the San Francisco airport planned for the site. It is also eligible under Criterion C because it is a highly successful example of Art Moderne-style of commercial architecture from the late 1930s, possessing the distinguishing characteristics of that style. Additionally, the building retains integrity to its period of significance between 1938 and 1940.

Inception and Planning of the Golden Gate International Exposition

The inspiration for the Exposition, named the Golden Gate International Exposition, can be credited to the aeronautics committee of the San Francisco Junior Chamber of Commerce and their efforts to establish a local airport in San Francisco.⁴ In 1931, the chamber issued a report recommending the use of Yerba Buena Shoals, tidally exposed lands just north of Yerba Buena Island and east of San Francisco, for the best potential site of the new airport that would include flying boats (seaplanes), which at the time were generally considered to be the best solution for large, safe and profitable ocean crossings. During the infancy of commercial aviation, concrete runways were expensive and rare, and seaplanes could use bodies of water as their runways. Therefore airports used by seaplanes had to be constructed on shores. Filling the shoals would allow for the best of both worlds, accommodating both sea and land planes. Little progress was made towards the new airport for nearly three years until the Bridge Celebration Founding Committee was formed to oversee the future commemoration of the completion of two historic bridge crossings: the Golden Gate and San Francisco-Oakland Bay bridges. This new committee authorized prominent local architects George W. Kelham and William P. Day to analyze possible commemorative Exposition sites. Their final choice was the easily reclaimable Yerba Buena Shoals. The State of California, seeing the potential twin purposes of the shoals as an Exposition site and an airport, ceded Yerba Buena Shoals to the City of San Francisco. In turn, the City authorized the temporary use of the site for the Exposition with the stipulation that the control of the Exposition property be returned to the city at its inclusion. The celebration was to be called the Golden Gate International Exposition, also known as GGIE.



Figure 3. Conceptual drawing of Treasure Island Airport, 1938. [Ken Sawyer]

⁴ William P. Day, "Birth of a Fair-How Treasure Island was Conceived and Developed," Architect and Engineer, February 1939, 23-24.

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Hall of Transportation (Building 2), Treasure Island San Francisco, CA

By May 1935, planning for the GGIE was underway. GGIE leaders appointed William Day Director of Works, and he began organizing and preparing plans for reclamation of the shoals. Funding for construction of the Exposition was obtained from a number of sources. Because of this future use as an airport, the Works Progress Administration granted over \$4 million. Additionally, the City of San Francisco donated just over \$1 million; the Public Works Administration provided nearly \$1.9 million, and the San Francisco Bay Exposition Corporation raised \$7.5 million from private pledges. Construction of the new island began in September 1935 with the San Francisco District of the Corps of Engineers undertaking the reclamation of the shoals. The Corps had dredged and filled areas around San Francisco Bay since the 1870s, and thus had the necessary expertise to accomplish the enormous operation of creating a 400-acre island from millions of cubic yards of rock and sand in about 18 months.

Meanwhile, planning for the Exposition itself continued and the Board of Architects was formed, which included George Kelham (Chairman 1935-1936) and other noted San Francisco architects like Arthur Brown, Jr., Louis P. Hobart, William G. Merchant, Timothy Pfleuger, Ernest E. Weihe, William P. Day, and E. L. Frick.⁵ The complicated task of designing the Exposition layout as well as the overall architectural design of the buildings became the sole responsibility of this architectural committee. While the overall architectural theme, "A Pageant of the Pacific," was a general collaboration of the board, many of the buildings were attributed to specific architects who were required to utilize the "Pageant of the Pacific" theme in their designs. All aspects of each building's drawings (floor plans, elevations, structural, mechanical, plumbing etc.) were prepared by the GGIE Department of Public Works. By late 1936, the architects had designs for all buildings and construction of the permanent airport facilities, the Administration Building and the two hangars, began as the northeastern portion of the island was being filled (**Figure 4**).



Figure 4. Filling of Yerba Buena Shoals, showing construction of the permanent building (left) February 5, 1937. [Unit 2, Shelf B, Folder Treasure Island, Construction and Plans, Treasure Island Museum Collection]

⁵ William P. Day, "Birth of a Fair," 23-24, 49; The history of the GGIE is told in several secondary works, including: Patricia Carpenter and Paul Totah, *The San Francisco Fair: Treasure Island, 1939-1940* (San Francisco: Scottwall Associates, 1989), Jack James and Earle Weller, *Treasure Island: 'Magic City', 1939-1940* (San Francisco: Pisani Press, 1941), Richard Reinhardt, *Treasure Island: San Francisco's Exposition Years* (San Francisco: Scrimshaw Press, 1973), and Joseph Jeremiah Hagwood, Jr., *Engineers at the Golden Gate: A History of the San Francisco District, U.S. Army Corps of Engineers, 1866-1980* (San Francisco: Army Corps of Engineers, 1980).

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Hall of Transportation (Building 2), Treasure Island San Francisco, CA



Figure 5. Map of the Golden Gate International Exposition. [*Official Guidebook: Golden Gate International Exposition on San Francisco Bay*, San Francisco Bay Exposition, 1939]

Exposition Architecture

As with past world fairs, the GGIE was no different in attempting to herald a new trend in architectural style. The Exposition's theme, "Pageant of the Pacific," represented the development of the Pacific empire in art as well as architecture. The new "Pacific" or "Pacifica" style embodied building motifs from the eastern and western parts of the Pacific and was described at the time as having Occidental and Oriental lines that were still modern in design.⁶ It demonstrated an eclectic blending of European, Eastern and Latin American architecture, landscape and artistic styles and evoked the exoticism of past civilizations in the Pacific Rim (**Figures 6** and **7**). The major courts, like the Court of Pacifica and Court of Flowers, reflected this new non-Western influence. With 100 foot high windowless walls, the main exhibition palaces conjured up scenes of ancient walled cities. Whereas Central America was represented with Mayan pyramids, and elephant heads with howdahs displayed Asian Motifs, many of the buildings at the Exposition were designed in contemporary styles that exhibited clean lines, lack of ornamentation and use of modern materials as found in the Streamline and the International styles. Examples of the simplistic modern styles were the Alta California Building (Streamline), the San Joaquin Valley Building (International) and William Wurster's Yerba Buena Club

^{6&}quot;America Gets a New Island," The Architect and Engineer, December 1937, 60.

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Hall of Transportation (Building 2), Treasure Island San Francisco, CA

designed in the regional Second Bay Tradition. To highlight the buildings and compliment the Pacifica style architecture, the Exposition included an elaborate and very complicated color scheme with a corresponding lighting design. The major buildings of the Exposition were sheathed in a light colored stucco siding that was embedded with vermiculite that gave the buildings a shimmering effect. Colored floodlights, the use of strategically placed black lights as well as moving lights added to the ever-changing color and glow across the fair, which at nighttime could be seen from across the bay.



Figure 6. Portals of the Pacific, showing Elephant Towers and Tower of the Sun [Donald G. Larson Collection, Special Collections Library (1783), CSU Fresno]



Figure 7. Night view of Court of Pacifica [Donald G. Larson Collection, Special Collections Library (1931), CSU Fresno]

From the initial development of the Exposition, the island was to serve two purposes: as a site for the Exposition and later, as the site for the future airport for San Francisco. As such, the first three buildings constructed would be for the airport, necessitating permanent construction: an airport terminal building that would also serve as Pan American World Airways headquarters, and two hangars for the seaplanes. Building 1 was to serve as the terminal and office building; Buildings 2 and 3 were the hangers. The architectural committee agreed that these three permanent building would be "non-Expositional in character," thus they would not reflect many of the whimsical Pacifica style architectural creations of the Exposition. Rather, these buildings were designed in an architectural style in vogue at that time: Streamline or Art Moderne style. All other buildings, with the exception of the Tower of the Sun, were temporary, wood-frame construction, many of which were sheathed in plywood siding and then finished in a variety of methods. These buildings were to be demolished after the end of the Exposition to make way for the airport runways and further airport development.⁷

⁷ Official Guidebook: Golden Gate International Exposition, World's Fair on San Francisco Bay, First Edition (San Francisco: The Crocker Company, 1939), 75; Carpenter and Totah, *The San Francisco Fair;* To be structurally sound, the Tower of the Sun required steel frame because of its sheer height.

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Hall of Transportation (Building 2), Treasure Island San Francisco, CA



Figure 8. General view of Treasure Island during construction, January 7, 1939, showing the Administration Building (left center) and Hall of Transportation (center). [Treasure Island Museum Collection, Gabriel Moulin Studios, Howard Sharp Photographic Collection, 83.95.14]

William P. Day and George Kelham

George William Kelham, the Exposition's Chairman of the Architectural Commission, in collaboration with William Peyton Day, Vice President of the Exposition and Director of Public Works, designed the three permanent buildings (Buildings 1-3). Both architects had well established and prominent architectural practices in San Francisco by the time of the GGIE. Numerous substantial commercial, institutional and civic buildings, several of which are designated historically significant today, are credited to each architect.

Kelham, the elder of the two architects, was born in Manchester, Massachusetts in May 1871, the son of a furniture dealer. He graduated from Harvard University, and completed his architectural training at the prestigious l'Ecole des Beaux-Arts in Paris in 1896. He returned to the United States in 1898 and settled in New York in 1898, where he obtained a position with Trowbridge & Livingston, the architectural firm that was awarded the contract to design the new Palace Hotel in San Francisco. In 1906 the firm sent Kelham to San Francisco to supervise construction of the hotel building. Instead of returning to New York after its completion in 1909, Kelham made San Francisco his home and set up his own practice. In 1912 he was appointed Chief Architect of the Architectural Commission for the Panama Pacific Exposition held in San Francisco. In 1922 he was named Supervising Architect for University of California, developing a proposed southern campus plan for the University's Los Angeles campus. He also designed four Romanesque Revival buildings between 1928 and 1932 on what became UCLA's campus: Haines Hall, Powell Library, Moore Hall and the Men's

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Hall of Transportation (Building 2), Treasure Island San Francisco, CA

Gymnasium (Harmon Gym).⁸

His training at the l'Ecole in the 1890s, together with Chicago's 1893 Columbia World Exhibition's Beaux Arts "White City," with its monumental and classically influenced buildings, undoubtedly influenced Kelham's work into the early 1920s. His most notable buildings in San Francisco include the Beaux Art San Francisco Public Library in 1917 (now the Asian Art Museum), the Standard Oil Building (1922), located at 225 Bush Street and modeled after New York's Federal Reserve Bank, the Classical Revival Federal Reserve Bank on Sansome Street (built in 1924) and the French Renaissance/Gothic Russ Building, a skyscraper located at 235 Montgomery Street (1927). In addition to Kelham's substantial array of classically designed commercial and civic buildings, he also designed the Mount Davidson Cross in San Francisco. At the GGIE, Kelham designed the Court of the Moon, Court of the Seven Seas, and Treasure Garden.

Four of Kelham's works are currently listed on the National Register of Historic Places for their significance under Criteria A and C: the Farmer's and Merchant's Bank (also known as the California Building) in Stockton, California, which was constructed in 1917 in the Chicago/Renaissance styles: Bowles Hall, the first residential hall at University of California, Berkeley, was completed in the Collegiate Gothic style in 1929; the 1925 Delia Fleishhacker Memorial Building (also known as Mother's Building) located at the San Francisco Zoo; and the Federal Reserve Bank building noted above.

In contrast to Kelham's traditional training at the l'Ecole des Beaux Arts, the younger William Peyton Day trained first as a civil engineer. Raised in San Francisco, Day received his Bachelor of Science and Civil Engineering degrees from University of California, Berkeley in 1905. Holding a license in both architecture and civil engineering, three years after his completion of academic training he began a seven year partnership with a prominent local civil engineer and bridge designer, John Buck Leonard. The engineering firm of Leonard and Day existed between 1908, and 1916, when Day established a new firm with l'Ecole trained architect Charles Peter Weeks. It was during his tenure with Weeks and Day that he designed some of Northern California's finest buildings. Among them were San Francisco Mark Hopkins (1926) and Sir Franciss Drake (1928) hotels, the Chronicle Building, Huntington Apartments (1924), the Art Deco Cathedral Apartments (1927), the State Library and Courts Building (1913-28) in San Jose, A Beaux Arts/Classical Revival State Office Building in San Francisco, and the Italian Renaissance-style Don Lee Building (also known as the Cadillac Showroom) (1921). The later four buildings designed by Weeks and Day during Day's tenure are now listed on the National Register of Historic Places. After Weeks' death in 1927, Day continued his architectural practice with his own firm of Day and Associates.

In his capacity as Vice President, Director of Works, and acting chief engineer for the GGIE, Day was responsible for all construction aspects of the Exposition, including the construction of the 400 acre island, its infrastructure, landscaping and all Exposition buildings, which together required a budget of about \$50,000,000. He was uniquely qualified for these responsibilities, because at the time of the fair's construction, Day was one of the few men in the country licensed in both architecture and civil engineering. Although individually Day did not prepare designs for any of the buildings on the island, he provided the guiding principles in the determination of design and construction. Day conducted the first surveys of the

⁸ United States Bureau of the Census, Population Schedule, 1930, Essex County, Enumeration District 139, p19, Line 47; Henry A. Whitney and Elsie Rathburn Whitney, *Biographical Dictionary of American Architects, Deceased* (Los Angeles: New Age Publishing, 1956), 334.

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potential new island and laid out the plan for dredging and filling of Treasure Island.⁹ After the Exposition closed, Day continued his practice and was placed in charge of the San Francisco International Airport's construction in 1951. He retired in 1955 and died in 1966.

Airport Architecture

By the time representatives from the GGIE architectural committee began to study other airport designs, the new aviation industry had already passed through an era of experimental airport design that affected the central elements of air travel. From this period two different concepts for airport terminals emerged as models for designs: the depot hangar and "simple" terminal. The depot hangar, or the lean-to hangar, combined the waiting room and office facilities with the utilitarian aircraft hangers. This design was often a simple steel truss building large enough to accommodate a plane's large volume and incorporated regional architectural motifs in the exterior's architectural design. Airports across the country began using this model; the most notable example in California was the Los Angeles Municipal Airport (later renamed Los Angeles International Airport). Designed by locally prominent architects Gale and Wyant, the Spanish Colonial Revival hangar was completed in 1929; sixty-three years later was nominated to the National Register.¹⁰

The "simple" terminal was based on the railroad station and did not employ the attached hangar space found in the depot hangar plans. These terminal buildings often included multiple gates and provided office and ticket services; however the main spaces were utilized principally for passenger waiting rooms and restaurant facilities. Pan American Airways constructed one of the earliest examples of a simple terminal in Miami, Florida, a two-story Mediterranean stucco terminal. As airline travel continued to increase, many cities and municipalities began to construct local airports, as did the City of San Francisco in planning the construction of Treasure Island.

By the end of the 1920s, airport design gradually developed more elaborate interiors that catered to the wealthy, the small percentage of the population who could afford air travel. Well-appointed upper-floor dining facilities, observation platforms and control towers were often incorporated into this terminal design. The Administration Building at Treasure Island is an example of the development of the "simple" terminal building into the more elaborate airport facility. While early terminals were constructed in a variety of styles, many were being built in the Streamline or Art Moderne style. During this period, architects, including George Kelham and William Day, who designed the Administration Building and Hall of Transportation on Treasure Island, continued to derive ornament from aviation imagery.¹¹ The preliminary negotiations for Pan American Airways formation of a permanent base at Treasure Island began in July 1938. Under the proposed \$250,000 building program that was to be completed by the time of the Exposition, Pan Am would have use of a quarter of the air terminal building (Building 1), one hanger and approximately two acres of land.¹² In late November 1937, the dedication ceremony for Treasure Island was held at the new terminal building, which would be completed in early 1938.

The first clipper ship to land at the future airport runway, the Port of the Trade Winds, was the Philippine

⁹ "World's Fair Buildings: William P. Day," *The Architect and Engineer* March 1938, 38, 46; "Correction," *San Francisco Chronicle*, March 5, 1939, 6:1.

¹⁰ "An Airport in Every City: The History of American Airport Design," in David Brodherson, ed., *Building for Air Travel* (New York: Prestel and the Art Institute of Chicago, 1996), 68-69.

¹¹ "An Airport in Every City"; "The Men Who Made Treasure Island," and "Administration Building," Architect and Engineer, February 1939, 21, 31-32.

¹² "Clipper Fair Base Pact Near," San Francisco Chronicle, July 1, 1938, 11.

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Clipper on August 30, 1938. Just two months later, the Hall of Transportation (**Figure 9**) was dedicated "To Men with Wings of Yesterday, Today and Tomorrow."¹³



Figure 9. Southwest side showing main entrance, circa 1939. [Treasure Island Museum Collection, 65-076]

The two hangar buildings were not completed until mid-1938. Both of the hangars initially were identical in design, and included steel and glass sliding hangar doors at both ends of the buildings, and skylights running the length of the ridge. Each building's design was altered to accommodate its distinct function for the Exposition; however the core hangar section and the attached one-story element remained unchanged. Building of both structures commenced with the construction of the hangar section, which was mostly complete by July 1938 (**Figure 10**). Modifications to the buildings, specific to their functions, were then completed by late October (**Figures 11**). As the main exhibit space for Pan American Airways, the Hall of Transportation required a large, open space, much like the typical use of a hangar. Along with scale model airplanes, drawings and paintings, displays of engines and propellers, the building housed the complete operations in the maintenance of the Pan American's trans-ocean clipper planes. An overhead observation platform allowed viewing of an assembly line of Piper Aircraft Corporation's "Cub" light aircraft and Douglas "wrong-way" Corrigan's airplane, which he flew on his non-stop flight between New York and Ireland in 1938.¹⁴ An historic view of the interior of the building is shown in **Figure 12**.

¹³ "First Clipper Ship Makes Landing at Treasure Isle," *San Francisco Chronicle*, August 31, 1938, 16:2; "Officials to Dedicate Air Hall Tomorrow," *San Francisco Chronicle*, October 25, 1938, 10:5; "Air Transport Hall Dedicated," *San Francisco Chronicle*, October 27, 1938, H5:7.

¹⁴ Official Guidebook: Golden Gate International Exposition, 60.

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Figure 10. Hangars during construction, July 1, 1938. Building 2 (left) and Building 3, (right). [Treasure Island Museum Collection, Gabriel Moulin Studios, Howard Sharp Photographic Collection, 83.95.5]



Figure 11. Hangars, October 3, 1938. Building 2 (left) and Building 3 (right). [Treasure Island Museum Collection, Gabriel Moulin Studios, Howard Sharp Photographic Collection, 83.95.10]



Figure 12. Interior of the Hall of Transportation circa 1939 [Treasure Island Museum Collection]

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Closing of the Exposition and Beginning of the Navy Presence on Treasure Island

While there were few complaints from the general public on the topic of the fair's Pacific Basin architecture, there was a general professional consensus that was summed up by *Time* magazine describing the architecture as "an exotic chow-chow of the ageless East and the American West."¹⁵ Only a handful of buildings earned praise, namely Pflueger's Federal Building, Merchant's Pacific House and Wurster's Yerba Buena Club, and most of these strayed from the fair's architectural theme.

Although the Exposition increased tourism in California thereby boosting the state and local economies, overall it was a financial failure. Approximately three quarter of a million visitors enjoyed the fair in the initial months; however, this was only half the officially anticipated turn out. In the Great Depression many Californians and residents from other states did not have surplus funds to spend on entertainment. Poor attendance, along with the financial costs of reduced rates and free passes, led to the Exposition company to layoff over forty percent of its employees after the first month. Subsequently, a new manager was hired to restructure the fair. In order to mitigate debt, and gain time to find new financial backing, the fair closed two months early. At the end of its first run on October 29, 1939 it brought in less than half of the 20 million people necessary for a profit, leaving a debt of over 4 million dollars.¹⁶

The GGIE obtained the necessary funding for reopening in May 1940, and in hopes of making it a prosperous four month endeavor, scheduled new and more commercial attractions. As part of the reopening, buildings were freshly painted, some 1939 venues were closed while new ones opened, and there were additional carnival rides and musical concerts. Timothy Pflueger persuaded his friend, the renowned artist Diego Rivera, to paint the Pan Am Unity fresco mural in the Art in Action section of the Palace of Fine and Decorative Arts. Despite the renewed effort, the fair finally closed on September 29, 1940, still in the red.¹⁷

The reopening of the Exposition in 1940 coincided with the war in Europe, as German forces were closing in on Paris. With tension growing between United States and Japan, the Navy jumped at the opportunity to use the 400 acre island adjacent to their already established facility at Yerba Buena Island for a new Navy station.¹⁸ Plans for the local airport at Treasure Island were postponed and by early 1941 the Navy was temporarily making use of Treasure Island in its war planning. The new Naval Training and Distribution Center (TADCEN) Treasure Island began occupying the former Exposition site by 1943. For the first year, the training center had a very limited function, mainly to provide personnel for local defense forces to protect the San Francisco Bay. After the attack on Pearl Harbor on December 7, 1941, the base's mission was fundamentally redefined: to supply armed uniformed guards for merchant marine vessels sailing in the Pacific

¹⁵ Reinhardt, *Treasure Island*, 82

¹⁶ Reinhardt, *Treasure Island*, 143-144; Tom Moriarity, "The Fair Closes," *California–Magazine of the Pacific*, November 1939; "Fair in '40: Dream Will Come True," *San Francisco Chronicle*, December 23, 1939.

¹⁷ Reinhardt, *Treasure Island*, 158; "Letter from Diego Rivera to Pfueger," April 15, 1940, Diego Rivera Mural Project: Archive: Letters, online at <u>http://www.riveramural.org</u>, accessed October 23, 2003. This letter outlines the scope of the mural project as well as Rivera's compensation.

¹⁸ Yerba Buena Island had been utilized continuously by the United States military since 1867, when the Army established a post on the island. By the 1870s, the Coast Guard constructed a lighthouse and other support buildings and in 1898 the Navy established a training station at Yerba Buena Island. The training station was decommissioned in 1923; however, the Navy retained the island as a "receiving ship" station for sailors awaiting assignment to duty on ships at sea. JRP Historical Consulting Services, "Cultural Resource Inventory and Evaluation Investigations: Yerba Buena Island and Treasure Island Naval Station Treasure Island, San Francisco, California," March 1997.

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Ocean. Although training units were assigned to the island, during World War II the island was the temporary homeport for thousands of sailors awaiting assignment to vessels headed to battle in the Pacific.¹⁹ Just as on the Exposition's opening day in 1939, the island once again became a city. While the Exposition itself dismantled some of its buildings soon after its closure, some were adapted for navy use. The Hall of Western States was transformed into barracks, the Food and Beverage Building was utilized as a mess hall (purportedly to have been the largest in existence at the time) and the Exposition's model home became an officers' club. The Exposition's permanent structures built for the future airport were also absorbed into military functions. The Palace of Fine and Decorative Arts, renamed Building 3, was used as an equipment repair facility and port control office and the Administration Building (Building 1) was utilized principally as the base's administrative offices. The Hall of Transportation (Building 2) retained its original use as a hangar, serving Pan American Airlines clipper planes, which the Navy had commandeered between 1942 and 1943. The Navy demolished many of the other temporary Exposition buildings, replacing them with standard World War II military buildings, however, the few temporary Exposition buildings were re-used only after they had been substantially reinforced.²⁰

The setting of Treasure Island changed dramatically upon the occupation of the training station. Much of the lush designed landscape, which included thousands of mature trees, shrubberies and flowers, gave way for the construction of at least ninety permanent and temporary naval buildings during the war. Exposition buildings were re-painted, and streets were renamed. For example, the Avenue of the Palms became Avenue A, California Street became Second Street, and Concourse of the Commonwealths became Avenue M. Other streets and pathways were removed.²¹ A devastating fire in 1947 (**Figure 13**) destroyed three of the remaining Exposition palaces and as a result, the Navy demolished many of the surviving Exposition buildings.

¹⁹ E. Hice and D. Schierling, "Historical Study of Yerba Buena Island, Treasure Island, and their Buildings," Mare Island Naval Shipyard Base Realignment and Closure, Revision 1, prepared for Environmental Department, Naval Station, March 1996, 2-26 to 2-28; The use of the island during World War II is detailed in, LCRD E. A. McDevitt, USNR, *The Naval History of Treasure Island* (Treasure Island: U.S. Naval Training and Distribution Center, 1946).

²⁰ Reinhardt, *Treasure Island*, 158-159; Navy documentation reveals that there were 109 buildings and structures, ranging from the grand exhibit palaces to small utility sheds, on the island at the time it was acquired. Furthermore 62 of these were demolished as soon as the Navy took possession of the island and the remaining 43 were re-used by the Navy, including many of the GGIE palaces. After the war, the Navy destroyed 37 of the re-used GGIE buildings, still a few survived into the 1960s. JRP, "Cultural Resource Inventory and Evaluation Investigations Yerba Buena Island and Treasure Island Naval Station Treasure Island, San Francisco, California"; M. L. Shettle, Jr., "Historic California Posts: Naval Air Facility, Treasure Island," online at <u>www.militarymuseum.org/NAFTreasureIsland.htmlrl</u>, accessed April 11, 2005.

²¹ Reinhardt, Treasure Island, 158-159.

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Figure 13. Former GGIE pavilions on fire at Treasure Island, April 10, 1947, showing the Hall of Transportation and Palace of Fine and Decorative Arts upper right. [Record Group 80-G, Negative 397192, NARA]

By 1946, technological advances in aviation allowed for larger land planes. Passenger seaplanes became obsolete and consequently Pan American Airways terminated flights of its China Clipper from the Port of the Trade Winds.²² To compensate the city for the loss of its future airport, the Navy transferred land south of San Francisco to the City of San Francisco for the construction of its new airport, which later became the responsibility of former Exposition Director of Public Works, William P. Day.²³ After the war, both Treasure and Yerba Buena islands served as a major center for thousands of Navy personnel returning from the War, reportedly the Navy's second largest separation facility at that time. In 1946 TADCEN Treasure Island was designated Naval Station (NAVSTA) Treasure Island, a designation it retained for the next thirty-eight years. During this era, the Navy constructed over 75 additional buildings, half of which were built during the 1960s and 1970s, including new enlisted men's housing completed in 1966. In 1969 the Twelfth Naval District moved its headquarters to Treasure Island, but only remained there for two years. After a brief five year stretch as Naval Support Activity (NSA) Treasure Island, the facility returned to its previous and last designation as NAVSTA Treasure Island. Over forty additional buildings were constructed on the station through the 1980s and 1990s. With the end of the Cold War in the late 1980s, the funding of the country's military was drastically being diminished. In 1989 Treasure Island was designated a California State Historical Landmark and in 1993, the Defense Base Closure and Realignment Commission (BRAC) recommended the closure of NAVSTA Treasure Island, a decision that led to the end of naval activity on the island in 1997.²⁴

²² E. Hice and D. Schierling, "Historical Study of Yerba Buena Island, Treasure Island, and their Buildings," 4.

²³ Schnoebelen, *Treasures*, 10.

²⁴ Defense Base Closure and Realignment Commission, *1993 Report to the President* (Washington DC: Government Printing Office, 1993), 1-36.

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Figure 14. Aerial view of Treasure Island looking south, May 8, 1952. [Record Group 80, Negative 050852, NARA]

Conclusion

Building 2 is one of the last three intact remnants of the 1939 Golden Gate International Exposition principally held to celebrate the monumental achievement of the construction of the Golden Gate and San Francisco Oakland bridges, but also designed to help bring the United States out of the Depression of the 1930s with a positive show of harmony between nations.²⁵ Serving as the Hall of Transportation for the Exposition from 1938 until it was closed in September 1940, the building is eligible under Criterion A at the state level of significance, for its direct association with the fair and the proposed airport. The building was constructed as the hangar for Pan American Airways clipper aircraft, one of many buildings that would have become part of San Francisco's local airport, had World War II not intervened. Like the associated air terminal (Administration Building or Building 1) on Treasure Island, the level of architectural detail within its design reflects its function, that of a maintenance hangar for seaplanes, a function it served for only about six years, roughly between 1938 and 1946. While Building 2 has received substantial modifications to its main façade, those alterations are sympathetic to the original 1936 hangar design, and are consistent with the Secretary of Interior Standards for Rehabilitation. Thus, the building retains integrity to its original construction and its period of significance (1938-1940) and is eligible under Criterion C, as a distinctive example of commercial hangar construction designed in the Art Moderne style.

²⁵ E. Hice and D. Schierling, "Historical Study of Yerba Buena Island, Treasure Island, and their Buildings," 2-1.

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Geographical Data (continued):

Verbal Boundary Description

The boundary of the Hall of Transportation Building is shown as a dotted line on the map below.

Boundary Justification

The boundary includes the area immediately adjacent to the Hall of Transportation. While there are a few plantings original to the GGIE, most have been replaced, thus the remaining landscaping and hardscape adjacent to the building no longer retain integrity to the period of significance and are therefore excluded.

