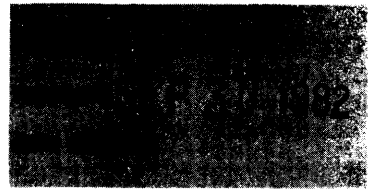


**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections



**1. Name**

historic Herald Hotel RECEIVED  
APR 26 1982  
and/or common same OHP

**2. Location**

street & number 308 Eddy Street n/a not for publication  
city, town San Francisco n/a vicinity of congressional district 5  
state California code 06 county San Francisco code 075

**3. Classification**

<b>Category</b>	<b>Ownership</b>	<b>Status</b> <u>ground</u>	<b>Present Use</b>
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied floor only	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> n/a	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

**4. Owner of Property**

name Edwin Samn  
street & number 580 O'Farrell Street  
city, town San Francisco n/a vicinity of state California 94102

**5. Location of Legal Description**

courthouse, registry of deeds, etc. Registry of Deeds, San Francisco City Hall  
street & number 450 McAllister Street  
city, town San Francisco state California 94102

**6. Representation in Existing Surveys**

San Francisco Downtown Architectural (Tax Certification Application Part I, 5/7/82)  
title Survey: C-3 Zoning District has this property been determined eligible?  yes  no  
date July 1, 1982 federal state  county local  
depository for survey records The Foundation for San Francisco's Architectural Heritage  
2007 Franklin Street  
city, town San Francisco state CA 94109

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## 7. Description

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<b>Condition</b>		<b>Check one</b>	<b>Check one</b>	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date _____ n/a _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

---

### Describe the present and original (if known) physical appearance

The building is a nearly square block with a U-plan above the ground floor. The rear elevation is indented slightly in the central section. The steel frame is clad in buff brick with cream-colored terra cotta detail cast in a variety of motifs derived from the Neo-Classic vocabulary of ornament of Renaissance buildings. The composition consists of a ground-floor base containing the central lobby and flanking commercial spaces on Eddy Street and the corner of Eddy and Jones Streets. The hotel rooms, baths, etc., occupy the upper six floors.

The main facade on Eddy Street is divided into two wings by the central light court over the lobby. Each wing has three fenestrated bays. The walls are articulated as follows:

The ground floor commercial spaces preserve the division between display windows above a tiled base and an upper band of small-paned windows. The latter has been filled in and covered with signing, but could be restored. The corner store entrance is the same. The central marquee above the entrance has been altered from the metal and glass dome shown in the drawing to a flat projecting slab with signing. However, it is not certain that the marquee in the drawing was actually built. The ground floor terminates in a bracketed belt cornice. The Jones Street wall is nearly intact except for a blocked window.

Second floor windows have flat projecting heads on fluted brackets with garlands. Between the brackets are frieze panels with shields between cornucopias. The side pieces have bands inlaid with guilloche. Windows are one-over-one-light wood sash. The window heads are surmounted by a terra cotta cresting with a water leaf motif bracketed by curved forms. Horizontal bands of terracotta tie the window architraves together.

The fenestrated sections of the four middle floors are framed with brick bands of a lighter tone. Window spandrels are enriched with brick laid in geometric patterns.

A terra cotta belt course expresses the sill of the top floor. It bears a Vitruvian wave punctuated by terra cotta key-stones with lion heads that tie the sill to the windows below. Between the top floor windows are decorative panels of brickwork. The top floor terminates in a frieze with raised geometric and floral repetitive forms. An egg-and-dart bed molding runs below the paneled cornice soffit. The molded, projecting cornice is topped by a brick parapet.

The side elevation is similarly detailed, but a metal fire escape that occupies the central bay is flanked by windows in groups of threes.

The ground floor lobby has a central hall or nave divided into three sections with coved ceilings. The central portions are sky-lights of leaded glass sections with borders of stylized floral motifs in colored glass. The ceiling cornice has a molded plaster frieze with decorative brackets. The cross-beams have in-set panels of bound bay leaves. The lobby piers are divided into paneled pilasters with fluted capitals bearing decorative shields. To either side of the central hall are public rooms and the former registration and service desk area. One side rooms was redecorated in the 1930s and has a frieze and mirror and door frames in plaster reliefs with Art Deco ornament. The central part of the lobby has the original tiled floor which may also exist ~~under~~ the wood floors in the side spaces. Except for minor alterations the integrity of the original lobby is high.

In sum, the Herald Hotel is in a nearly unaltered state both inside and out.

# 8. Significance

Period	Areas of Significance—Check and justify below					
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/humanitarian		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater		
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)		
		<input type="checkbox"/> invention				

Specific dates 1910

Bullder/Architect Alfred Henry Jacobs

## Statement of Significance (in one paragraph)

The Herald Hotel is historically significant **at the local level because** at the time of construction, the size and use of the relatively expensive method of steel-frame construction made it a harbinger of the coming development and importance of the area west of Union Square as a major downtown hotel district. Architecturally, the Herald is representative of the building type - in plan and Renaissance Revival styling - that was most fashionable for hotels, clubs and other residential/commercial buildings in San Francisco in the post-1906-earthquake-and-fire decade. The architect, Alfred Henry Jacobs was a prominent member of San Francisco's architectural community and contributed other significant buildings to the city.

At seven stories with 150 rooms and 97 baths, the Herald Hotel was one of the tallest and largest hotels built in the post-1906 decade in the downtown hotel district now called the Tenderloin. The area was developed primarily because its location was so convenient to transportation, shopping, and theater on Market Street and around Union Square. The reasons for the post-1906 hotel boom were not only the resumption of the year-round tourist trade interrupted by the 1906 disaster, but also to accomodate the hordes of tourists that were expected for the 1915 Pan-Pacific Exposition. One center of activity for the Exposition was the new Civic Auditorium located in the nearby Civic Center that was beginning its development in time for the Exposition.

From 1907-1928 about 15 hotels were built in the blocks contained by Taylor, Jones, Turk, and Ellis Streets. Of these only one, at ten stories, exceeded the height of the Herald. (It was built in 1926 on the northeast corner of Turk and Jones.) The Herald is also important for its use of a steel frame instead of the less expensive masonry bearing wall system that was the norm. An important feature that was noted in the 1909 San Francisco Chronicle announcement of the building was "an imposing lobby in Caen stone, tile and mosaics and hard wood finish." Also notable are the three skylights in the lobby of patterned, leaded glass that have survived in good condition.

The architect, Alfred Henry Jacobs, was born in San Francisco in 1882 and died there in 1954. He attended the University of California at Berkeley, but transferred to the Massachusetts Institute of Technology where he obtained a B.S. in 1904 and an M.S. in 1905. He then completed his training by studying at the Ecole des Beaux Arts in Paris. In 1908, he received an Architectural Certificate to practice in San Francisco. For a brief period he was in partnership with Walter H. Ratcliff, a prominent East Bay architect, but formed his own firm early in 1909. It appears that the Herald was his first major commission. As a prominent member of the San Francisco Jewish community, Jacobs designed two schools for the Congregation Emanu-El in 1911 and 1918, at 1337 and 1335 Sutter Street. He also designed the California Hebrew Orphan Asylum on North Ocean Boulevard. In 1911 he also designed the Butterfield & Butterfield Auctioneer's Building at 1244 Sutter Street.

## 9. Major Bibliographical References

Western Jewry, San Francisco Emanu-El, 1916.  
 Architect & Engineer, 1/1911, published drawing of Congregation Emanu-El School, 1337 Sutter St  
 Architectural Forum, October/1922, "Two San Francisco Motion Picture Theaters", A.E. Jacobs.  
 S.F. Chronicle, 12-18-09, Announcement of the Herald Hotel; 1-6-1914, "Builders of a City..."

## 10. Geographical Data

Acreage of nominated property 0.196 acre

Quadrangle name San Francisco North

Quadrangle scale 1:24000

### UMT References

A	<u>1</u> <u>1</u> <u>0</u>	<u>5</u> <u>5</u> <u>1</u> <u>1</u> <u>8</u> <u>1</u> <u>0</u> <u>1</u> <u>0</u>	<u>4</u> <u>1</u> <u>1</u> <u>8</u> <u>1</u> <u>1</u> <u>8</u> <u>1</u> <u>3</u> <u>1</u> <u>0</u>	B	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing
C	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	D	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>
E	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	F	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>
G	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	H	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u>

Verbal boundary description and justification Property is Lot 6 of Block 333.

The structure occupies its original rectangular parcel on the northwest corner of Eddy and Jones Sts.. The facade runs 87'6" on Eddy Street; the east elevation runs 97'6" on Jones St.

### List all states and counties for properties overlapping state or county boundaries

state	<u>n/a</u>	code	county	<u>n/a</u>	code
state	<u>n/a</u>	code	county	<u>n/a</u>	code

## 11. Form Prepared By

name/title Sally B. Woodbridge, Architectural Historian

organization n/a date April 18, 1982

street & number 2273 Vine St. telephone (415) 848-4356

city or town Berkeley state California 94709

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature J. C. McEllon

title State Historic Preservation Officer date September 10, 1982

For HCRS use only

I hereby certify that this property is included in the National Register

Entered in the  
National Register

date 10/29/82

Attest:

date

Chief of Registration

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

FOR HCRS USE ONLY  
RECEIVED  
DATE ENTERED

CONTINUATION SHEET

ITEM NUMBER 8 PAGE 2

Jacobs' best known existing building is the 1922 Curran Theater at 445 Geary Street, but two other theaters, now demolished, were among the largest on the west coast when they were built. The first, the California Theater at 799 Market had a seating capacity of 3000 which made it the largest west coast theater in 1917. The somewhat later Granada Theater had a capacity of 3500. In addition to these and other commercial buildings, Jacobs designed many private homes.

In a San Francisco Chronicle article of January 6, 1914, titled "Builders of a City Achieve Great Feat", Jacobs is mentioned along with Bliss & Faville, Willis Folk, Bakewell & Brown, John Reid, Jr., G.A. Lansburgh, and others as "the well known architects who have taken a prominent part in the building of San Francisco."







SAN FRANCISCO CHRONICLE, 12-18-09  
Herald Hotel announcement

PHOTOGRAPHY  
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SAN FRANCISCO, CA  
Ph: (415) 543-5566