

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only

received NOV 18 1986

date entered DEC 18 1986

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

1. Name

historic Hale Brothers Department Store

RECEIVED

JUN 30 1986

and/or common 901 Market Street at Fifth

OHP

2. Location

street & number 901 - 919 Market Street n/a not for publication

city, town San Francisco n/a vicinity of

state California 94103 code 06 county San Francisco code 075

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<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 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 type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" 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 The Lurie Company

street & number 555 California Street, Suite 5100

city, town San Francisco, n/a vicinity of state CA 94104

5. Location of Legal Description

courthouse, registry of deeds, etc. Recorder's Office, City and County of San Francisco

street & number City Hall, Room 167

city, town San Francisco, state CA 94102

6. Representation in Existing Surveys

(Tax Certification, Part 1, January 22, 1985)  
title Splendid Survivors: San Francisco's Downtown Architectural Heritage  
has this property been determined eligible?  yes  no

date 1977-78  federal  state  county  local

(2007 Franklin Street)  
depository for survey records Foundation for San Francisco's Architectural Heritage

city, town San Francisco state CA

---

## 7. Description

---

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

---

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

Located at the southwest corner of Market Street, the main downtown street in San Francisco, and Fifth Street, 901 Market is a six story, 200,000 square foot, reinforced concrete, flat roofed commercial building designed in a two-part vertical block over a one story plus mezzanine glass base. The sixth floor is set back from the two main facades and is not visible from the street. The building is rectangular and measures 175' by 165' and is nine bays wide on each of its two main facades. These bays consist of Chicago type windows and copper spandrels and are divided by colossal Ionic columns. Secondary elevations face Stevenson Street (in function, a service alley) on the south and abutts an existing commercial building on the west. The ornamentation is Renaissance/Baroque. In 1985, the building was rehabilitated and placed back into service combining both retail and office uses in what was formerly a department store; alterations were made in conformance with the Secretary of the Interior's Standards. The major alterations are the conversion of the interior to office use, the extension of the rooftop penthouse, and the groundfloor renovation.

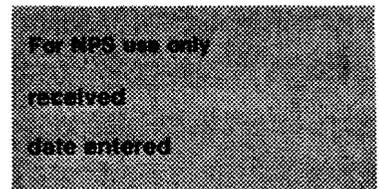
901 Market is a six story, reinforced concrete, flat roofed commercial building designed in a two-part vertical block compositional format over a one story plus mezzanine glass base. The base was designed to be continuous glass, free of visible support. This was accomplished by a cantilever from columns set back 10' from the exterior wall. A canopy extended from the wall and was set in position between the bottom of the storefront windows and the fixed leaded glass transom above. The main entrance in the north facade was set off by an even larger canopy which extended over the sidewalk to the curb line. The corners were set off by heavy reinforced concrete and marble faced piers, the only "structural" elements on the north and east facades.

At the ground level, there were three entrances to the building. The main entrance showed signs of alterations made in 1944 when the transom area was stuccoed, the 1952 alteration when the doors were changed and the canopy "modernized", and in 1972 when the canopy was removed. In 1985, rehabilitation of this entrance included the installation of new aluminum doors, extending the pilasters (which originally only came down to the canopy) to the sidewalk, and recessing and reglazing the glass transom which was previously stuccoed over. The latter two design changes were made because the city of San Francisco's codes did not allow a canopy of the type and dimensions that originally existed to be built today. The pilasters had to be extended to complete their form and the transom was glazed in order to give the entrance the emphasis it required, an emphasis originally provided by the large canopy.

There were two entrances on the east facade. The one to the north was changed to a service entrance during an early (ca. 1944) remodeling. A cast iron architrave with cartouche in the center of the lintel and cast

**United States Department of the Interior  
National Park Service**

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



**Continuation sheet** **Item number** **Page**

Description, continued . . . 7 1 of 3

iron surrounds were all that remained of the original entrance. The south entrance had a similar appearance. In 1985, the design elements of both entrances were completely restored, with the north entrance being glazed in.

The storefronts had 5 foot high leaded glass transoms which were mostly removed and stuccoed over between 1944 and 1960. The canopy was modernized in 1944 and removed in 1972. In 1955, tile was added at the base and new aluminum doors and windows were installed. The 1985 rehabilitation included the following: complete restoration of the transom through removal of the stucco and replacement of all leaded glass and trim, installation of new storefronts or repair of the existing where necessary, retention of existing marble sheathing and installation of new panels where necessary, and installation of new entrances to individual stores. The original cast iron surrounds were restored and placed in their original locations.

A decorative metal canopy was a dominant feature of the original 1912 building. In 1944, the original canopy was significantly altered and in 1972 it was removed altogether. A new canopy of Polymer Glass Fibre Reinforced Concrete has been installed. It uses the same method of suspension from the wall as the original and includes the globe lighting above the canopy like that used in the original design. The actual design of these elements, however, is more contemporary than the original as required by the National Park Service. Reconstruction of the original canopy was not possible due to code restrictions preventing it from extending to its original width from the building.

Above the base of the building is a deeply rusticated second floor level and above that is a three story colossal Ionic Order colonade. The pressed metal entablature has a simple frieze and architrave and an ornate classical cornice with modillion blocks and dentils and is topped by ornamental cresting. These features are limited to the two main facades on the north and east. The south facade is unornamented concrete and had simple wood frame two-over-two movable sash windows. Two bridges connected 901 Market to a warehouse building across (south) Stevenson Street.\* The west facade is common with an adjacent commercial building.

The exterior concrete features on the north and east facades have been cleaned and painted and the entablature restored with portions duplicated in fiberglass. On the south facade, the window openings have been rearranged and new fixed aluminum two-over-two windows installed. The bridge to the east has been retained, the one to the west has been removed. Interior access to the adjacent building through the bridge has now been sealed off with the addition of a concrete block firewall.

\*The adjacent building is not historically associated with the Hale building and is not included in the nomination. It was connected to the Hale building in the 1940s for use as a warehouse by the J. C. Penny Company. Internal circulation between the two buildings no longer exists.

**United States Department of the Interior  
National Park Service**

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

For NPS use only
received
date entered

Continuation sheet	Item number	Page
--------------------	-------------	------

Description, continued . . .	7	2 of 3
------------------------------	---	--------

The windows on the two main facades were and still are wood frame Chicago type windows with a broad single fixed central light flanked by narrow vertical windows with movable sash. The windows on the second floor have transoms with original prism glass; on the third floor, regular glass; on the fourth and fifth floors, the windows do not have transoms. The spandrels between windows are copper and are divided into three panels. All windows in the north and east facades were retained and repaired in 1985.

Several alterations have taken place on the sixth floor. In 1912, a water tower was built and in 1922, it was expanded, although still set back from the two primary facades. The exterior was mainly concrete block. In 1985, the floor was again expanded to the north and east keeping back from these facades. The old water tower was removed. The new exterior wall is a combination of rusticated stucco and PGRC\*, and large windows.

The roof of the building consisted of skylights over the sixth floor and asphalt and gravel over the fifth floor. The same combination exists in 1985, although the skylights have been rearranged to match the lighting requirements of the floors below. The roof over the fifth floor also has pavers to allow use as an outdoor space.

The interior consisted of six floors plus a basement and mezzanine. It was all open space with regularly spaced columns on a 20' by 25' grid. Escalators, stairs, and elevators provided vertical connections between floors. "The entire structure is of reinforced concrete, including columns, girders, floors, walls, pilasters, ornamental work, etc. The Kahn system of reinforced concrete is used throughout. The floors consist of long span Floretype construction with Hy-Rib ceilings and reinforcement of Kahn bars" (Dawson 1915). The first, second, and fourth floors originally had very simple plaster egg and dart moulding at the top of the columns and at the ceiling a simple plaster delineation. Only fragments of this remained prior to rehabilitation.

Since the old concrete floors were found to be structurally unsound and with much of the remaining portions of the interior having been extensively altered over the years, the old floors were removed and all new code complying floors were installed. New mechanical, electrical, and structural systems were developed to accommodate new office and commercial uses. A new five story atrium was introduced into the center of floors two through six. The old escalators, stairs and elevators were removed and replaced with new systems, and a complete seismic bracing and full life safety system was constructed to meet code.

\*Polymer Glass fibre Reinforced Concrete

**United States Department of the Interior  
National Park Service**

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

For NPS use only  
received  
date entered

**Continuation sheet** **Item number** **Page**

---

Description, continued . . . 7 3 of 3

The mezzanine originally consisted of a balcony that wrapped around the back and part way around the side walls on the main level. It was extended in 1922. The 1985 rehabilitation has taken the mezzanine back to its original configuration.

At this time, the building has received final tax certification approval from the National Park Service (approval of Part Three, Certification of Completed Work, was received on 2 April 1986) and design review approvals from the San Francisco Landmarks Commission and the San Francisco Planning Department.

Resource count: One contributing building.

# 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 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** 1912 **Builder/Architect** Reid Brothers

## Statement of Significance (in one paragraph)

901 Market at Fifth was designed in 1912 by the Reid Brothers, a well known San Francisco architectural firm, for the Hale Brothers, a major retailer also in San Francisco. The Reid Brothers, James and Merritt, also designed the Fairmont Hotel (1906), California Pacific Building (1910), the Rose Building (1908), the Call Building (1914), and the Fitzhugh Building (1923, now destroyed) in San Francisco. The latter three and 901 Market are all rated "A" in Splendid Survivors, the historic resources survey of the downtown area. One of the most famous of the Reid Brothers works is the Hotel Del Coronado (1888) in San Diego. The Hale brothers, Marshal and Prentis, were among the state of California's leading merchants in the early part of this century. The Hale Brothers incorporated in 1896, and built 901 Market as their fourth and largest store in San Francisco in 1912. Later mergers brought the Hale Brothers into the modern retail conglomerate of Carter, Hawley, Hale of Los Angeles. Architecturally the building was one of the first to incorporate what became a characteristic design approach to commercial buildings--a glass base virtually free of visible supports at the ground level, topped by a two or three part vertical block. 901 Market is also an integral part of a group of similarly designed buildings that is considered to be "one of the most impressive groupings of monumental buildings in downtown San Francisco" (Corbett 1979).

"Certainly none in their profession have done more to attract the attention of the outside world to this city (San Francisco) by meritorious examples in architecture and engineering." (Architect and Engineer 1910, page 35). This quote from the Architect and Engineer summarizes the contribution of the Reid Brothers to the architecture of California. James W. Reid (1851-1943) was born and educated in Canada and attended McGill University. Although he allegedly attended MIT and the Ecole de Beaux Arts in Paris, no records of his enrollment have been uncovered. He was the co-founder, in 1881, of the old California Chapter of the American Institute of Architects, the predecessor to the Northern California Chapter of the AIA. He was named a Fellow of the AIA in 1881.

The Reid Brothers contributions to the architecture of California and especially the city of San Francisco was considerable as the following list of projects illustrates.

# 9. Major Bibliographical References

See Continuation Sheet

# 10. Geographical Data

Acreege of nominated property . 66 acre

Quadrangle name San Francisco North Quadrangle

Quadrangle scale 1:24000

UTM References

A 

1	0	5	5	2	2	2	0	4	1	8	1	7	6	0
Zone		Easting				Northing								

B 

Zone		Easting				Northing								

C 

Zone		Easting				Northing								

D 

Zone		Easting				Northing								

E 

Zone		Easting				Northing								

F 

Zone		Easting				Northing								

G 

Zone		Easting				Northing								

H 

Zone		Easting				Northing								

**Verbal boundary description and justification** The property is located on Assessor's Block 3704, Lots 1 & 62. It is bounded on the NW by Market Street, on the NE by Fifth Street, on the SE by Stevenson Street, and on the SW by other commercial buildings. Boundaries are drawn to encompass the building on its historic 165' x 175' lot.

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

state n/a code county n/a code

state code county code

# 11. Form Prepared By

name/title Hisashi Bill Sugaya and Bruce Judd

organization Architectural Resources Group

date June 25, 1986

street & number Pier 9, The Embarcadero

telephone (415) 421-1680

city or town San Francisco,

state CA 94111

# 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 National Park Service.

State Historic Preservation Officer signature

*Kathryn Gueltz*

title State Historic Preservation Officer

date Nov. 13, 1986

For NPS use only  
I hereby certify that this property is included in the National Register of Historic Places.  
*[Signature]*  
Director of the National Register  
Attest:  
Chief of Registration

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only  
received  
date entered

Continuation sheet

Item number

Page

Significance, continued . . .

8

1 of 3

Fairmont Hotel, San Francisco, 1906. "The Fairmont is faced with matte white terra-cotta; its cornice is as delicate as a fluted pie crust. . . The lobby is one of the great public spaces in San Francisco." (Delehanty 1980)

Rose Building, San Francisco, 1908. Rated "A" in Splendid Survivors.

Call Building, San Francisco, 1914. "The design of this steel work is well worthy of study by anyone interested in such structures. It is probably, on the whole, the best designed piece of such work in the United States. Another remarkable thing about it is that the execution was apparently as good as the design . . ." (Architect and Engineer 1910). Rated "A" in Splendid Survivors.

Fitzhugh Building, San Francisco, 1923. Rated "A" in Splendid Survivors: "A superior example of urban architecture . . . The most important function this building serves as a work of architecture is as a rich supportive structure to the St. Francis Hotel on one of the city's most important public spaces. In style, color, articulation, and massing it is an ideal neighbor--and at the same time is a handsome building when considered on its own." Now demolished.

Other notable commercial buildings designed by the Reid Brothers in San Francisco include (Survey ratings are indicated): California Pacific Building, 1910 (B), Embassy Theater, 1905 (B), First Congregational Church, 1913 (A), Garfield Building, 1908 (C), David Hewes Building, 1908 (the survey noted that this was an "A" building before its remodeling ca. 1960), O'Connor-Moffatt Building, 1910 (B), Wentworth-Smith Building, 1907 (C). They were also responsible for the design of the fourth Cliff House, 1908, in San Francisco.

One of their great architectural designs, the Hotel del Coronado, 1888, near San Diego is a National Historic Landmark and has been documented by the Historic American Buildings Survey. It is described in A Guide to Architecture in Los Angeles and Southern California as "the last of the great 19th century California resort hotels." (Gebhard 1977)

901 Market came at a time in the Reid Brothers practice when they were producing commercial buildings having the characteristic composition of a "three part vertical block with a rusticated base/mezzanine, a shaft defined by a giant order, and a capital--all placed above a high, 2-story glass storefront." (Corbett 1979). 901 Market not only superbly exemplifies this design, but also is a major element in an important group of monumental buildings immediately along that portion of Market Street.

**United States Department of the Interior  
National Park Service**

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

For NPS use only  
received  
date entered

**Continuation sheet** **Item number** **Page**

Significance, continued . . . 8 2 of 3

See the description of the Emporium Market Street Block (District 7) below.

Of the Hale brothers, Marshal and Prentis, the former was the more public spirited and prominent. In 1886, they both began their retail experience with their father, Marshal, who had opened a dry goods store in San Jose in the 1870's. Marshal was in charge of the New York office between the years of 1887 and 1897. In 1896, the brothers incorporated and the firm became the Hale Brothers Stores, Inc. Their first store in San Francisco was established in 1891. 901 Market, the fourth and largest store, was opened 20 years later in 1912. The subsequent years were prosperous ones and Marshal was active in civic and other business affairs as exemplified by the positions he held in various organizations: President, San Francisco Dry Goods Association, 1914; President, California Dry Goods Association, 1915; Director, Merchants Association of San Francisco; Vice President, National Dry Goods Association; President, Liberty Bank, San Francisco; Director, Bank of America; President and Director, Downtown Association of San Francisco; President, State Board of Harbor Commissioners. Politically, Marshal Hale was an active Republican and was the Chairman of the Republican State Central Committee in 1931. The firm was absorbed by the retail conglomerate Carter, Hawley, Hale whose position among retailers was 35th in the nation in the Business Week Special Issue of April 18, 1986.

In 1944, the building was taken over by the J.C.Penny Company and remained a J.C. Penny store until 1971. It was the main Penny's store in San Francisco for almost 30 years.

For its architecture, 901 Market is rated an "A" in Splendid Survivors, the architectural survey of downtown San Francisco. Its composition consisting of a glass base with a three part vertical block, although now considered to be an important example of department store design typical of the period, it was considered unique at the time. "In this building the front row of columns is located 10 feet back from the outside of the building. At every floor level there is a substantial cantilever extending out to the front walls to carry this wall and the floor loads in the front part of the building. This way the entire front of the building is kept clear of columns for any height desired" (Dawson 1915).

The exterior of the building has now been substantially restored as has been noted in the Description Section.

The former Hale Brothers Department Store also plays a key role in the overall importance of the section of Market Street in which it is located.

**United States Department of the Interior  
National Park Service**

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

For NPS use only
received
date entered

Continuation sheet	Item number	Page
Significance, continued . . .	8	3 of 3

"The south side of Market from Fourth Street to the old Hale Brothers Department Store west of Fifth, together with the north side of Market . . . is one of the most impressive groupings of monumental buildings in downtown San Francisco. Although only the Emporium Building (and Flood Building on the north . . .) survives from before the fire, the character of the area is similar to that of the pre-fire period in its size, scale, and monumental ornamentation dominated by the Emporium. The other buildings in the district (the Pacific Building, the Commercial Building, the Lincoln Building, and the Hale Brothers Department Store are all from the reconstruction period, and they represent the coalescence of a major retail center in the area. The Emporium, the Lincoln Building, and Hale Brothers all contained major department stores and the Pacific Building was the center of the garment business" (Corbett 1979). Splendid Survivors also notes that this potential historic district "could conceivably be extended down Fifth Street to the Mint" a block south of Hale Brothers.

United States Department of the Interior  
National Park Service

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

For NPS use only  
received  
date entered

Continuation sheet

Item number

Page

9

1 of 1

Bibliography

Byington, Lewis F., ed. The History of San Francisco, Volume II. Chicago:  
S.J. Clarke Publishing Co., 1931.

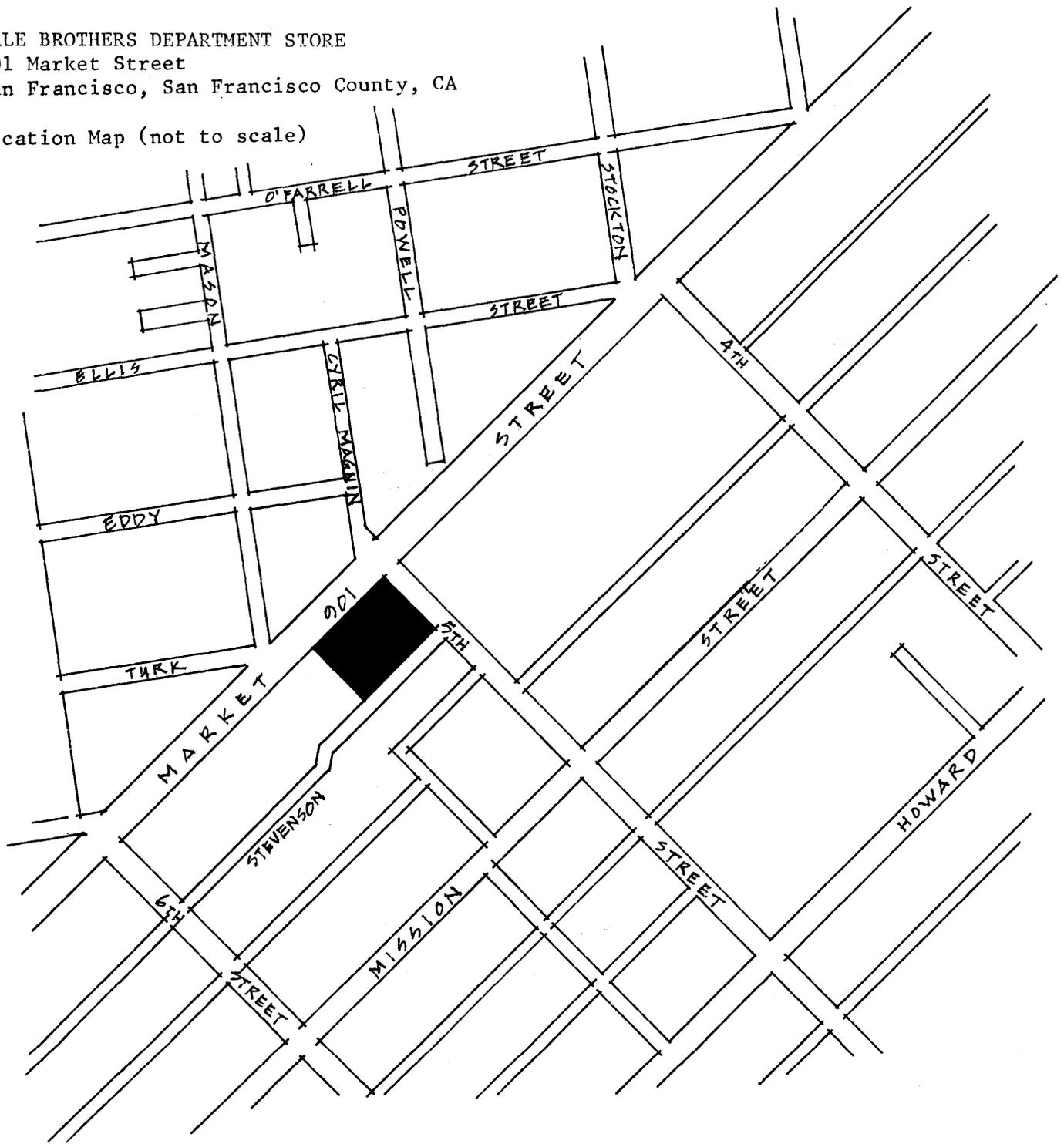
Corbett, Michael R. Splendid Survivors. San Francisco: California Living  
Books, 1979.

Dawson, N.E. "Store Windows Entirely Free of Columns". Architect and  
Engineer (July 1915): 80-81.

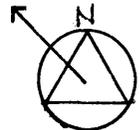
"The Work of the Reid Brothers". Architect and Engineer Vol. XXXIII No. 1  
(November 1910): 35-91.

HALE BROTHERS DEPARTMENT STORE  
 901 Market Street  
 San Francisco, San Francisco County, CA

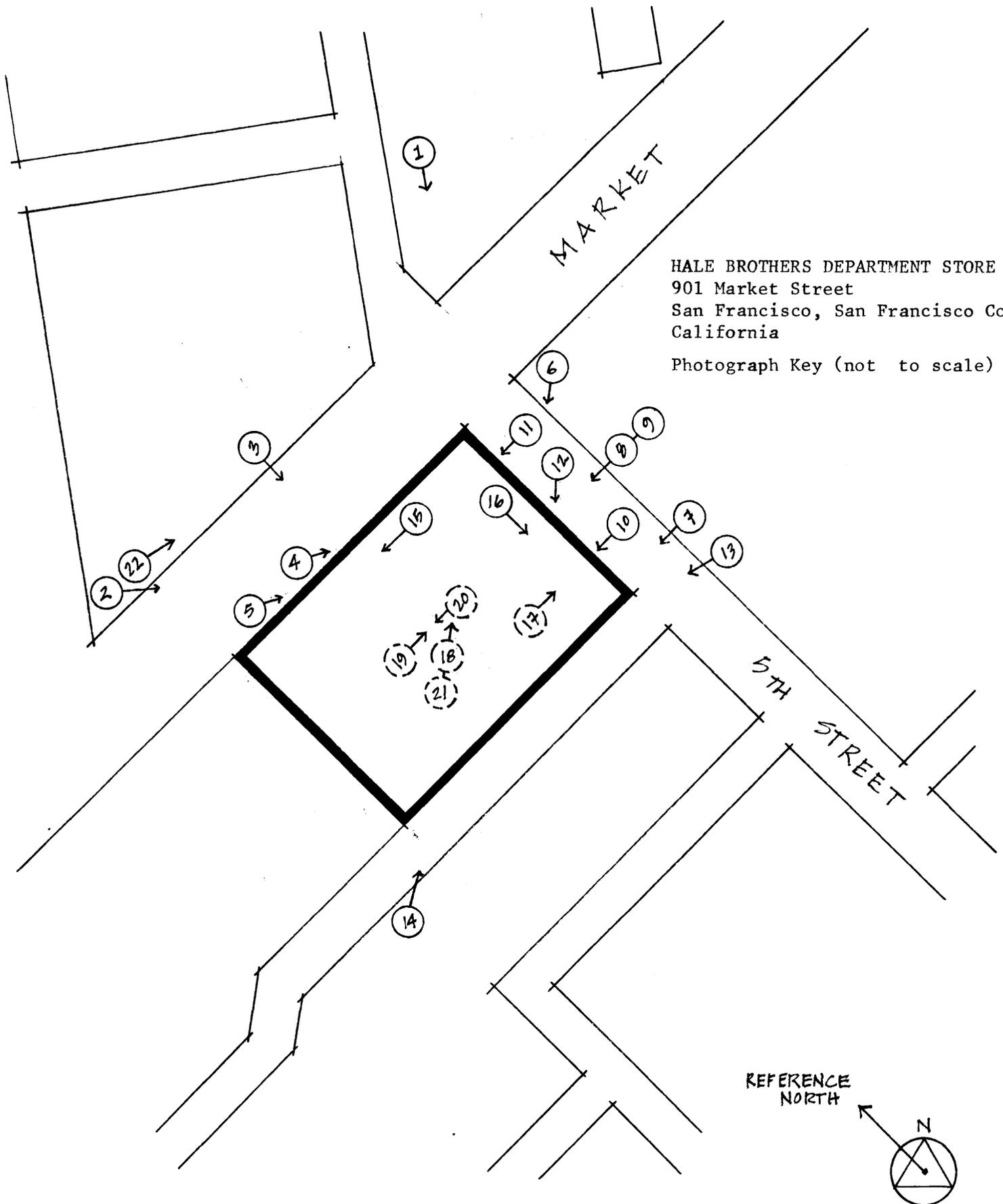
Location Map (not to scale)



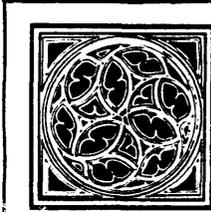
REFERENCE  
 NORTH



 <p><b>ARCHITECTURAL          RESOURCES          GROUP</b>          Pier 9 • The Embarcadero          San Francisco, CA 94111          (415) 421-1680</p>	SHEET TITLE	SCALE	SHEET NO.
	SITE LOCATION	NONE	
	PROJECT TITLE	DATE	1
	HALE BROTHERS DEPARTMENT STORE	22 JUNE 1986	
		PROJECT NO.	
		84051	



HALE BROTHERS DEPARTMENT STORE  
 901 Market Street  
 San Francisco, San Francisco County  
 California  
 Photograph Key (not to scale)



**ARCHITECTURAL  
 RESOURCES  
 GROUP**  
 Pier 9 • The Embarcadero  
 San Francisco, CA 94111  
 (415) 421-1680

SHEET TITLE  
**PHOTOGRAPH KEY**

PROJECT TITLE  
**HALE BROTHERS DEPARTMENT STORE**

SCALE  
 NONE

DATE  
 22 JUNE 1986

PROJECT NO.  
 84051

SHEET NO.  
**1A**