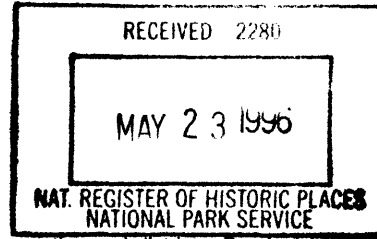


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United States Department of the Interior
National Park Service



National Register of Historic Places
Registration Form

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

1. Name of Property

historic name FOLGER COFFEE COMPANY BUILDING

other names/site number N/A

2. Location

street & number 101 HOWARD STREET not for publication N/A

city or town SAN FRANCISCO vicinity N/A

state CALIFORNIA code CA county SAN FRANCISCO code 075 zip code 94105

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)
Harriet Abeyta, Deputy SHPO 5/20/96
Signature of certifying official/Title Date
California Office of Historic Preservation
State of Federal agency and bureau

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

Signature of commenting official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

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

Edson H. Beall 6/21/96
Signature of the Keeper Date of Action
Entered in the
National Register

Name of Property

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	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register -0-

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/Trade: Business

Industry/Processing: Manufacturing Facility;

Industrial Storage

Current Functions

(Enter categories from instructions)

Commerce/Trade: Business

7. Description

Architectural Classification

(Enter categories from instructions)

Late Victorian: Renaissance Revival

Materials

(Enter categories from instructions)

foundation Stone: Granite

walls Brick

roof Asphalt

other Terra Cotta

Stucco

Narrative Description

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

SEE ATTACHED.

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.)

N/A

Property is:

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

Areas of Significance

(Enter categories from instructions)

- Architecture
- Commerce
- Community Planning & Development
- Engineering

Period of Significance

1905-1946

Significant Dates

1905
1906

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

SCHULZE, HENRY A., AIA

Narrative Statement of Significance

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

SEE ATTACHED.

9. Major Bibliographical References

SEE ATTACHED.

Bibliography

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

Previous documentation on file (NPS):

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

Primary location of additional data:

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

Name of repository: Owners and G. Bland Platt Associates

10. Geographical Data

Acreage of Property Less than one acre.

UTM References

(Place additional UTM references on a continuation sheet.)

1	10	5516.00'	4182630
Zone	Easting	Northing	
2			

3			
Zone	Easting	Northing	
4			

See continuation sheet

Verbal Boundary Description

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

The Folger Coffee Company Building occupies all of Lot 1 in Assessor's Block 3740. See Sketch Map.

Boundary Justification

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

These are legally recorded boundaries. They are historically associated with the property.

11. Form Prepared By

name/title Mrs. Bland Platt, Historic Preservation Consultant

organization C. Bland Platt Associates date February 15, 1996

street & number 362 Ewing Terrace telephone (415) 922-3579

city or town San Francisco state Ca. zip code 94118

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets - 21

Maps

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

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

Photographs

Representative black and white photographs of the property.

Additional items

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

Property Owner

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

name Thornhill Partners, and The Corwin and Caroline Booth Family Trust

street & number 101 Howard Street telephone (415) 392-2708

city or town San Francisco state Ca. zip code 94105

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 time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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Continuation SheetSection number 7 Page 1The Folger Coffee Company Building
San Francisco, California

DESCRIPTION

This Renaissance Revival five-story-with basement, steel frame and red brick building, laid in Flemish Bond, was constructed in 1904-1905 for J. A. Folger & Company, pioneer coffee producers. Although designed and built as a single structure on a lot 137.5 feet square, upon close examination, the building appears to be two: the large, central section, built for offices on the ground floor and manufacturing above, is highly articulated while the warehouse portion on the southerly end of the parcel is simply but elegantly detailed. In addition to its architectural significance, its structural system is unusual and noteworthy in that the building survived both of the major San Francisco earthquakes in 1906 and 1989.

ARCHITECTURE

The facade of the office/manufactury is divided into nine bays (137.5 feet) along Howard Street with the three central bays being recessed slightly to connote separate entries to each of the two ground floor commercial spaces and to the building lobby. The Spear Street facade (approximately 90 feet) is composed of six bays, the southerly three of which are slightly recessed and contain freight entries and the building's smoke tower. (See Photo One.) Bays are separated by banded pilasters which appear column-like at the ground level as each rises from a granite base approximately four feet high. Bands are six bricks high, separated by a single recessed brick, except at the the second and third floors where the lowest band is eight bricks high. At the junction of the two facades, the banding becomes a column-like element as it turns the corner, providing a sense of strength. At either end of the building, and between the third and fourth bays on both Spear and Howard Streets, banding becomes quoining with alternate quoins being a brick and a half shorter in width. Within each recessed bay, fenestration at the ground floor is segmentally arched, while second floor windows have a flattened arch; wondows at floors three through five, separated by recessed brick spandrel panels, are contained within and framed by a rounded arch. Variousy dimensioned brick voussoirs above ground, second and fifth floor windows add visual interest and enhance the rusticated nature of the building. Adding additional visual interest above the ground floor are rough-textured rosey orange terra cotta window sills, which become simple, slightly projecting stringcourses at the second and third floors as well as above and beneath the commanding corbelled brick cornice surmounted by a low parapet. Other decorative elements include a roof-top flag pole near the Howard and Spear (northeast) corner of the building, and iron balconies, originally part of the fire escape system, over the central bay on Howard Street and at the fourth bay on Spear Street.

Originally designed and structured to be the same height as the main building, the forty-six foot wide warehouse' is approximately twenty feet lower in height. (See Photo Two.) Architecturally harmonious with the office and manufactury, the warehouse is more simply but quite elegantly ornamented, connoting the change in use. To achieve continuity, the base of the warehouse is the same height as the ground floor of the main building, and continues the use of white granite to the same four foot height. Here, too, the ground floor

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San Francisco, California

is banded in appearance, and dimensionally repeats the proportions of the projecting pilasters next door; the base is then separated from the upper floors by a projecting terra cotta cornice at the second floor line. With the exception of its above-ground-floor recessed central element, the facade is in the same plane as the office/manufacture's three projecting Spear Street bays. Centered within the recessed area are the warehouse's only openings: the entry door with large transom above is half again as wide as the narrow, recessed, single windows centered above at the second, third and fourth levels. Somewhat more vertical voussoirs radiate above ground, second and fourth floor openings; above ground floor openings are further enhanced by the same wrought iron balconies encountered elsewhere on the building. This recessed area of the building is framed by slightly projecting brick panels three times the width of the more pronounced quoins that finally contain the horizontal dimension of the facade. Simple projecting terra cotta stringcourses at the second and fourth floors tie this building to its more elaborate neighbor above that building's second and third floors. Above the fourth floor voussoir, the warehouse is capped by a series of varied courses which taken together comprise the cornice and high parapet wall: two brick courses followed by a brick dentil course, a recessed panel eight bricks high followed by a terra cotta cornice, another recessed panel four bricks high surmounted by a terra cotta cornice cap.

STRUCTURAL SYSTEMS

The Folger Building is constructed on wooden pilings that were driven into San Francisco Bay fill to a depth of about forty feet, with a steam driven pile driver. (See Photo Three.) The pilings, in clusters of four and five under each column, are tied together with concrete pile caps which are surrounded by a 12 to 18 inch thick unreinforced slab on grade. The building was constructed at an elevation that keeps the wooden piles below the level of the bay and, therefore, constantly under water, preserving the strength and integrity of the wood. On top of the pile caps, brick and granite piers were constructed in the basement space, topped by built up steel channel columns.

As stated above, the building was constructed in two main sections: the main building and the warehouse. (See Photos Four through Eight.) In the main building, each floor was specially constructed for its own function. As a result, each floor has a different floor-to-floor height and three basically different floor structural systems were used. The ground, second and third floors are wooden floors on wood joists and steel girders supported on interior steel columns. The fourth floor and the western portion of the fifth floor were constructed with reinforced concrete floor joists and concrete encased steel beams. The fourth floor concrete slab was topped with wooden sleepers and finished with a wooden floor whereas the fifth floor slab was left as the finish floor. The balance of the fifth floor was constructed with heavy timber girders and wooden joists and floor. On the eastern portion of the fifth floor, the steel columns ended and the roof trusses were supported with heavy timber columns and girders. On the western portion, where there is a concrete floor, the steel channel columns give way to light weight lattice columns with steel beams supporting the roof trusses.

The annex or warehouse portion of the building was built for warehousing and was of fire proof construction throughout. As opposed to the main building

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San Francisco, California

which had only an interior steel frame, the warehouse steel framing also included the perimeter walls. The floor was built up of reinforced concrete floor joists and the primary steel beams were encased in concrete, similar to the fourth and portions of the fifth floor in the main building.

One is led to assume that the portions of the main building constructed in concrete must have been involved with the roasting of the beans and required fire-proof construction. The warehouse, on the other hand, contained an important part of the Folger company's investment, and warranted the additional expense of fire-proof construction.

While both structures are five stories in height plus basement, the warehouse had much lower floor-to-floor heights, probably dictated by the practical stacking height of the pallets of beans and the like. The result is that the warehouse roof level is only slightly above the main building's fourth floor. Only the third floor of the main building was aligned with the warehouse, and that was at the warehouse's fourth level.²

EARTHQUAKE DAMAGE - 1906 and 1989

Damage to the Folger complex as a result of the April 18, 1906 earthquake was negligible. According to the Folger family's historian Ruth Waldo Newhall, writing in The Folger Way - Coffee Pioneering Since 1850, "the new steel-reinforced, brick Folger building, elastic on its pilings, was virtually undamaged by the shock. One chunk of a cornice around an interior court was jarred loose, and crashed through a skylight, cracking the 20-foot flywheel of the great steam engine that furnished power for the whole operation."³ Numerous other sources writing within days of that event noted the devastation within the downtown and commented that neither earthquake nor subsequent fire had harmed the Folger Building. Los Angeles architect Octavius Morgan, who journeyed to San Francisco immediately after the earthquake, wrote in "The Architect and Engineer of California", dated May 1906, that the Folger Building "had escaped the fire, fire burning up to it, across the street and behind it." Ms. Newhall attributes this to the United States Marines who "set up headquarters in the building and rigged a great hose to the Bay, where a fireboat pumped water over the building while the lumber yard across the street roared with flame."⁴ Mr. Morgan did note, however, that "the earthquake had shaken down the smoke-stack and had cracked the building at the junction...⁵ of the two building sections because the fire walls had not been anchored.

Damage as a result of 1989's Loma Prieta earthquake was most severe at the northeast corner of the building, the corner structure formed by the junction of the Howard and Spear building walls. The force of the earthquake pulled these two walls away from one another, popping the metal cornice band and shearing metal rivets. Corresponding interior damage resulted.

A thorough structural analysis resulted in the owners' determination to undertake a full seismic retrofit of the building. In addition to repairing the damaged masonry, reinforcing it, and cleaning the building, the owners upgraded all systems, including plumbing, mechanical, electrical, and HVAC, after removing asbestos, lead paint, PCB's, and other hazardous materials. Fire suppression and security systems were upgraded, and the building was made handicapped accessible. All work was done in conformance with "The Secretary of the

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Interior's Standards for Rehabilitation Projects" in order to assure certification of this phased rehabilitation project for the 20% Investment Tax Credit available to the owners of certified historic structures. In addition to Part 1 and Part 2 acceptances by the Department of the Interior, the Landmarks Preservation Advisory Board approved the proposed work on March 7, 1990, and the City Planning Commission, acting on the Landmarks Board's advice, issued a Permit to Alter on April 26, 1990, (Motion 11928; File Number 90.066HX).

ALTERATIONS

The building continued to serve as the company's West Coast headquarters until 1963, when The Folger Coffee Company was purchased by Proctor and Gamble. By 1966, Proctor and Gamble no longer needed the facility and sold it to a partnership that renovated the complex for office use. Because the oils and other residue from the production of coffee had permeated the upper floors of the building, interior finishes, including window sash, had to be removed and replaced. Consequently, no significant interior elements remained. In replacing the window systems, care was taken to work within the existing openings; anodized aluminum windows imitate the original but eliminate the small factory sash panes while mullions are not as pronounced as they once were. It must be noted that these replacement windows pre-date the Secretary of the Interior's Standards for Rehabilitation Projects, and are reversible elements.

Close examination of various historic photographs reveal additional minor alterations. Photo Nine reveals that originally the two westerly third floor windows on the Howard Street facade were bricked in, and that the entry to the offices was through a door in the most easterly of the three recessed bays along Howard Street; note, too, that the entry door was originally at the property line, rather than recessed. This photograph also shows the fire escape ladders which were removed after the building was fitted with a smoke tower in the 1960's. Photograph Ten shows that what is now a door into the former warehouse was originally a loading platform, and that loading operations were apparently also performed from the southerly three bays of the main building section where there is now a smoke tower and various service entries. These minor modifications were executed in the late 1960's, when the building was converted to offices from its previous manufacturing and warehouse uses.

SETTING

As can be seen from the attached copy of the State Harbor Commissioners Map of the San Francisco Waterfront dated November 1869, the shoreline had originally been located considerably west of the Folger's Coffee parcel. See Map One. By the turn of the century, as can be seen on the attached Sanborn Fire Maps for 1899-1900 (Map Two) and 1913 (Map Three), the area had been filled, lots created, and businesses had settled here. Both the 1899-1900 Sanborn Map and Photographs Eleven, Twelve and Thirteen show that J. A. Folger & Co. replaced Charles F. Doe and Company's lumber yard; next door, for many years, was the ever-expanding Payne Bolt Works. The location was particularly appealing to the Folgers because coffee beans from all over the world were unloaded at docks as close as a block and a half distant from the new building.

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Until its recent removal by the City of San Francisco, a railroad spur ran along the Spear Street side of the building, a reminder of the importance of the rail lines in moving all kinds of merchandise whether from pier to factory and back, or south down the San Francisco peninsula to serve other California communities. Although Folger pioneered in moving its operations into this area, other coffee producers followed, particularly after the 1906 earthquake, with the last being Hills Brothers Coffee Company that moved into a new complex several blocks to the south in 1922.

Over time, these industries went out of business or moved to other parts of the Bay Area and at the same time, the demand for high rise office structures continued to grow. Consequently, within its immediate neighborhood, and for many blocks in all directions, the Folgers Coffee Company Building is the lone survivor from pre-earthquake San Francisco. See Photo Fourteen. Although it is surrounded by highrise buildings constructed within the last twenty years, it holds its own in its setting which is enhanced by its prominent corner location and by the walkway and promenade just beyond it to the south and to the west that allows it to be set apart from its very modern neighbors. In this relatively sterile environment, the Folger Coffee Building clearly adds texture and visual interest to the area.

ENDNOTES

1. San Francisco Chronicle, February 21, 1904.
2. Douglas A. Booth, A.I.A., architect for the building since 1989.
3. Ruth Waldo Newhall. The Folger Way - Coffee Pioneering Since 1850. San Francisco: J. A. Folger & Co., n.d., p. 43.
4. Newhall, page 44.
5. The Architect and Engineer of California, Volume V, No. 1, May 1906., n.p.

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The Folger Coffee Company Building
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STATEMENT OF SIGNIFICANCE

A rare downtown survivor of San Francisco's 1906 earthquake and fire, the J. A. Folger & Company Building, located at the Southwest corner of Howard and Spear Streets, was designed and constructed between 1903 and 1905 to accommodate the continuing expansion of the pioneer coffee company's offices, manufactory and warehouse. Renaissance Revival in style, the building is also the only extant pre-1906 industrial structure in San Francisco designed by the prolific but little-chronicled Nineteenth Century Bay Area architect Henry A. Schulze, and is the most important example of his commercial work in the city. In addition to being an extremely significant piece of architecture from a visual standpoint, the Folger Coffee headquarters is also noteworthy for its overall structural system which was much heralded following the 1906 earthquake. Highly rated in all applicable cultural resources surveys, the building is significant as the City's only extant example of a late Nineteenth century/early Twentieth century coffee roasting and packaging plant, and recalls San Francisco's prominence as a coffee importing and processing center: as early as 1882, San Francisco was the largest importer and processor on the West Coast¹, and with the advent of World War I and the opening of the Panama Canal², became the third largest in the United States after New York and New Orleans; by the late 1940's, coffee was San Francisco's fourth largest industry.³ Until its sale to Proctor and Gamble in 1963, J. A. Folger and Company was recognized as the oldest coffee company in the west⁴, the oldest family-owned coffee manufacturing firm in the country⁵, and the pioneer importer of coffees from Central America. Because this building is the last reminder of these achievements, it is eligible for individual listing in the National Register of Historic Places under Criteria A and C.

HISTORY OF J. A. FOLGER & CO.

J. A. Folger & Co. was a natural and a direct descendent of William H. Bovee's The Pioneer Steam Coffee and Spice Mills, founded in May, 1850, and located on Powell Street between Broadway and Pacific. Bovee had had a coffee roasting business in New York City before sailing for California in search of gold. Soon after arriving in San Francisco on August 27, 1849, Bovee headed for the gold fields, but returned to the city after losing his stake, determined to take up his coffee and spice roasting business for which there was a great need in California. On May 5, 1850, fifteen year old Jim Folger and his older brothers Edward and Henry sailed through the Golden Gate on the "Isthmus" from their home in Nantucket; with only enough money for the two older boys to go off in search of gold, young Jim stayed behind and was hired by Bovee as a carpenter to assist in building the coffee and spice roasting mill which opened before the end of May.

According to Ruth Waldo Newhall, author of The Folger Way - Coffee Pioneering Since 1850: "Until Bovee set up his first mill, Californians had to roast their own coffee at home. Commercial coffee had been inaugurated in New York shortly before the beginning of the nineteenth century, but it was still a

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The Folger Coffee Company Building
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luxury service for big-city dwellers, and was unknown to most of the population. As for ground coffee, it was unheard of at the wholesale level. Some city grocery stores had double-wheel mills as part of their furnishings, and roasted and ground coffee for their customers, but in general housewives bought green beans, to be roasted and ground in the kitchen."⁶ Bovee was convinced that the predominately male population, both in San Francisco and the gold fields couldn't be bothered with such a process, so "He inaugurated the production of coffee ready for the pot: roasted, ground, packaged in small tins, and labelled with the Pioneer label. He was right; his coffee sold as fast as he could produce it."⁷

The year 1851 was filled with change. Bovee acquired a steam engine to eliminate hand-cranking the machinery which then allowed him to produce larger quantities of his products, but this also required a larger space which he found at 116 Broadway. Next door, Folger's brother Edward, having returned from the gold fields, established his whale-oil business, Cook, Folger & Co., a fact that is well-documented in the joint advertisement that serves as a full end page in the 1851 San Francisco City Directory. Now, it was Jim Folger's turn to explore the gold country. In addition to his mining tools, Folger took "a trunk filled with samples of coffee and spices to take orders from the grocery stores in the mining country"⁸, and after a stint as a traveling salesman, eventually established his own store in an area south of Auburn known as Yankee Jim's. Two years later, in the winter of 1853, he sold the store and returned to San Francisco where he invested in Bovee's company, and became its clerk. In 1855, Bovee sent Folger back to the foothills as a salesman, the first to represent a single company. Until Folger's excursion, all sales in outlying areas had been handled by salesmen promoting a variety of merchandise and employed by jobbers or middlemen.

Circa 1856, Bovee expanded again, moving to one of the "water lots" on Front Street. To finance the expansion, he sold an interest in the firm to an employee, Ira Marden, and the firm was re-named Bovee & Marden. In 1859, Bovee decided to sell his half of the business to Jim Folger and try his luck once again in the gold country. At that point, the firm was re-named Marden & Folger, an association that lasted until 1865, when the firm found itself over-extended during the economic downturn following the Civil War. After the firm had declared bankruptcy, Jim Folger arranged to repay their creditors, purchased Marden's share of the business and re-named the firm J. A. Folger & Co.

By 1874, Folger had repaid all of the earlier debts, and, with business booming, was again ready to expand. The firm relocated to 104-112 California Street. To fund his continuing expansion, Folger sold an interest in the company to August Schilling in 1878, and re-named the firm Folger-Schilling Company. The partnership only lasted four years, but "his connection is noteworthy in the light of the fact that nearly a half-century later the non-coffee portion of the business was sold to A. Schilling & Co."⁹.

Although clearly dedicated to his work, Mr. Folger found time for civic involvement. Following his return to San Francisco in 1853, he joined Vigilante Engineer Company Number 9, a volunteer fire company, which formed the nucleus of the 1856 Committee of Vigilance and served as captain of Company A.¹⁰ Following his marriage in 1861, and the birth of his son James A., II, in 1863, Mr. Folger moved his residence to Oakland in 1866.¹¹ The family first resided in the Oakland Point neighborhood where Mr. Folger was instrumental in

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establishing the Second Congregational Church in 1868, becoming its moderator in 1869.¹² In 1870, according to the Oakland City Directory for that year, Mr. Folger was a member of the City Council; in 1887, he was elected one of fifteen freeholders who drew up Oakland's City Charter of 1888.¹³ Prior to this, in 1880, he had moved to a residence near Lake Merritt, at 1308 Jackson Street, which no longer stands. Mr. Folger's obituary notes that he was a member of the Masonic order of Oakland, and for several years was a member of the Oakland Board of Education; no documentation has been found to support the latter contention. Mr. Folger was also a member of the Bohemian and Union Clubs, and was Secretary of the San Francisco Board of Trade at the time of his death. Although he owned property in Alpine and Trinity Counties, including an Alpine County newspaper, Mr. Folger spent many summers with his family in his native Nantucket.

James A. Folger died suddenly on June 26, 1889, at the age of 54. A biography appearing in The Bay of San Francisco: Its Cities and Their Suburbs stated that "Mr. Folger had ... built up an importing and manufacturing business which was unsurpassed by anything on the Pacific Coast"¹⁴

At the age of twenty-six, James A. Folger, II succeeded his father as President of J. A. Folger & Co. In 1890, he took the steps necessary to incorporate the company, dividing the stock among James A. Folger's three children -- himself, his brother Ernest R., and sister Elizabeth. In commenting on the company's situation as a result of this, the writer in the previously referenced source noted that "this corporation is today one of the largest importers of teas, coffees and spices, and is undoubtedly the largest manufacturer and dealer in these articles west of Chicago."¹⁵ Under J. A. Folger, II's leadership, the company experienced rapid and continuous expansion which began with the hiring of a super-salesman named Frank Atha in 1900. In 1901, Atha convinced Folger to support his attempt to market the Folger brand in Texas; his success was immediate and certainly contributed to the company's 1903 decision to acquire land near the docks for construction of the new facility at Howard and Spear Streets.

HENRY A. SCHULZE, ARCHITECT

Mr. Folger's choice of Henry A. Schulze as the architect of the new plant and warehouse was an interesting one. According to his only known biography, Schulze was born in Boston in 1853, the son of noted East Coast architect Paul Schulze (1827-1897), who designed the chapel at Harvard College and New York's Crystal Palace, since demolished. Henry Schulze stated that he had "followed the profession since he was sixteen years of age", presumably under his father's tutelage, and had come to the Bay Area on January 5, 1875¹⁶; however, there is no record of his presence here until 1877-78, when he is first listed in the Oakland City Directory as a "draughtsman with Stokes and Phillips". In 1879-80, he was a "draughtsman" with the Pacific Improvement Company; he held the same position with the Central Pacific Railroad from 1881 until 1886, when he was employed briefly by noted San Francisco architect Edward R. Swain. In 1887, Schulze formed a partnership in San Francisco with Octavius G. Moore (Moore & Schulze), which was dissolved in 1888. From June of 1888 until September 1890, he worked in partnership with George C. Meeker under the firm name of Schulze and Meeker. With the exception of the brief period between

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December 10, 1904, and February 1906, when he was partnered with the reknowned Arthur Brown, Jr.¹⁷, the architect of James A. Folger, II's 1905 Woodside estate, Schulze maintained a singular San Francisco practice, assisted by his sons Atherton P. (1907), and Howard R. (1907 - 1913), who later worked for the City Architect of Oakland, J. J. Donovan. Circa 1909, Schulze moved his practice to his Oakland residence: 512 East 17th Street (since demolished) until 1912 when he moved to 1018 East 17th Street which appears to be of his own design.

The majority of Mr. Schulze's San Francisco and Bay Area work pre-dated the 1906 Earthquake and Fire, and his clients included many of San Francisco's wealthiest and most influential citizens. He designed eight buildings for James G. Fair (Fairmont Hotel) between 1889 and 1893; none survives. Timothy Hopkins of the Mark Hopkins family commissioned four buildings between 1894 and 1900, none of which remains. A \$132,500 commission in 1899 for Mrs. Jane Stanford at Stanford University, built as the Natural Sciences Building, survives but its significant interiors have been replaced to meet contemporary needs. Other San Francisco commercial commissions, none of which survived 1906, include buildings for the Olympic Salt Water Company (1894-1895), California Safe Deposit and Trust Company (1895), Adams & Co. (1897), Southern Pacific Company (1899), and the College of Physicians and Surgeons (1899).

Schulze's residential work prior to 1906 ranged from a \$2,300 cottage in Oakland to a San Francisco residence for Henry J. Crocker at Washington and Laguna Streets (demolished), and included income-producing projects of all sizes. Extant examples of his residential work, including his own 1912 residence in Oakland, demonstrate his pre-occupation with the Mission Revival, with somewhat later works including Craftsman-like influences. Most, constructed on relatively compact urban lots, appear to be severely constrained, and are not particularly successful. Of his residential work studied, the most significant was the 1895 Bakersfield estate, "Los Portales", designed for wealthy real estate magnate W. S. Tevis. Since demolished, the monumental, arcaded Tevis Estate was Mission Revival at its finest, and when considered along with his other important works, suggests that Schulze did his best work when not limited to a small lot.

Another of Mr. Schulze's outstanding works is the extant First Church of Christ Scientist (1899-1900) in Oakland. Also significant is his Queen Anne-styled Miss Lake's School for Young Ladies (circa 1890), commissioned by James G. Fair during Schulze's partnership with Meeker; located in San Francisco's Western Addition, the building has been sensitively converted to a hotel. But Schulze's most highly publicized work of this period, and, therefore, that with which he is most often associated is the Olympic Club's 1891-1892 building which was destroyed in the 1906 disaster. Schulze, a member of the Club since 1888, was also commissioned to design the post-1906 replacement building which he did. However, due to serious contractual disputes, the only portion actually constructed was the swimming tank and pool room with leaded glass skylights which is incorporated in the existing, much-altered 1912 Paff & Baur building. In discussing the Olympic Club Building in Splendid Survivors (1979), the author states: "In its formal configuration, its tiled ceiling, and the use of art glass in the dome, the pool is one of the most magnificent spaces in the city."

Mr. Schulze's post-1906 commissions are less numerous. In addition to the Olympic Club work, he is credited with the post-fire reconstruction of the

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Wilson Building, at 973-77 Market Street, which retained the earlier facade designed by Percy and Hamilton; a building at 545-47 Mission Street for the Monroe - Greenwood Estate Company; a warehouse for stationers H. S. Crocker at 230-240 Brannan, all in San Francisco; and with the widely-publicized Bank of San Jose.

In assessing Henry A. Schulze's body of work, a small number rise to the surface as truly exceptional: Miss Lake's School for Young Ladies (ca. 1890), San Francisco; the Romanesque Revival First Church of Christ Scientist (1899-1900), Oakland; an impressive Mission Revival estate in Bakersfield for W. S. Tevis (1895), demolished; The Natural Sciences Building at Stanford University (1899), altered; the pool room within the Olympic Club (ca. 1907); and the J. A. Folger & Company Building (1903-1905), San Francisco. Of these, the Folger Coffee Building is the only manufacturing facility, or industrial building; it is essentially unaltered; and it is a well-known and rare survivor of San Francisco's 1906 disaster.

One of the reasons Mr. Schulze's commissions decreased after the turn of the century may be related to his involvement in other professional activities. In March 1901, the State of California passed legislation requiring the certification of architects.¹⁸ Mr. Schulze was appointed to the Board of Architecture by virtue of the legislation, was re-appointed in 1903,¹⁹ and was President of the Board in 1906.²⁰ On March 11, 1901, Schulze joined the American Institute of Architects, and in August of that year, he received his license, Certificate Number 4, to practice architecture in California. Based upon the California Board of Architectural Examiners' files, which contain no biographical information about him, it is clear that Schulze's license was granted without benefit of examination or lengthy application and, therefore, was essentially "grandfathered" based upon his known work. At the same time, the American Institute of Architects archives, again absent biographical data, indicate that Schulze served as vice-president of the San Francisco Chapter of the A.I.A. from 1900 until 1904, and President from 1904 to 1906; post-fire Chapter records describe Schulze turning over the gavel to Albert Pissis on February 19, 1907, which means that Schulze was also Chapter president at the time of the 1906 earthquake and fire. The Chapter's records, stored in Schulze's California Safe Deposit and Trust Company Building, were destroyed in 1906.

In May 1906, Schulze joined the Structural Association of San Francisco, a group initially composed of structural engineers, but open to anyone "directly concerned in the design, manufacture and use of structural and fire-resisting materials ..."²¹ Schulze was appointed to the Association's San Francisco Building Ordinance Committee as the architectural expert. The organization's minutes provide the only extant examples of Schulze's verbal capabilities which seem to be neither direct nor to the point.

After relinquishing the presidency of the local A.I.A. chapter in 1907, Schulze remained on the Executive Committee as a Trustee until 1910, when the membership insisted on a fresh group of officers. He served on a number of technical committees, but was particularly involved in the Home Industries League that promoted the use of local/California products and materials. In June 1911, his A.I.A. colleagues selected Schulze as one of 12 from the membership to be recommended for the selection of five permanent architects for the Pan-Pacific Exposition of 1915, but he was not chosen. In 1913, Schulze

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was again appointed a Trustee of the Chapter and a member of the Executive Committee, positions he retained until he tendered his resignation on February 26, 1915, stating that "he had retired from the active practice of his profession"; in response, his colleagues unanimously declared Mr. Schulze an Honorary Member of the chapter, a unique accolade.

THE FOLGER COFFEE COMPANY BUILDING

Considering Mr. Schulze's prominence, and the large body of work he had completed for an impressive client list, it is not surprising that J. A. Folger, II selected him to design the first building constructed specifically to meet the company's very special manufacturing, warehousing and office needs, "and the most extensive plant of its kind west of Chicago."²² In addition to his architectural capabilities, Mr. Schulze was also highly respected for his engineering skills, and had designed a number of other buildings on bay-filled "water lots" of just the sort Mr. Folger had purchased. The competence of his design was severely tested approximately a year following completion when the 1906 earthquake struck, "but the new steel-reinforced, brick Folger building, elastic on its pilings, was virtually undamaged by the shock."²³ The ensuing fire also did not damage the building, apparently because the United States Marines were headquartered within and kept the fire at bay.

Los Angeles architect Octavius Morgan's description of the building's structure and condition, written within days after the earthquake, and published in the May, 1906 edition of The Architect and Engineer of California, provides valuable insight into how and why the building survived, and the significance and complexities of the structural system. Note, however, that his recollections with respect to the number of stories are inaccurate.

"...This building was partly four stories and partly six stories in height, and a brick structure. I had occasion later to examine it closely, going through it. It was undamaged by fire, but the earthquake had shaken down the smoke-stack and had cracked the building at the junction of the four and six-story parts, and had thrown out the fire walls on the south side and four-story portion, the fire walls not being anchored. This building was a well-constructed brick building, supported on piles driven about forty feet.

"The six-story portion had an interior steel frame, but no steel in the outside wall, the joists being wooden, except the fifth story which had steel beams for its principal members and reinforced concrete for its inferior members, and a reinforced concrete floor covering the entire area. Above this was timber construction for the interior. This reinforced concrete floor, in my judgement, acted as a diaphragm to stiffen the building and hold it in shape, preventing it from rocking out of square and preventing serious damage from the earthquake. This portion of the building was used for their coffee-roasting and manufacturing purposes. The concrete floor had been put in as a fire-proof floor to cut off the coffee roasting department.

"The adjoining four-story building was used for warehouse purposes, and had a full steel frame, the brick walls of the exterior being built in and around the steel columns and beams; the floors were reinforced concrete floors,

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the principal beams being steel, the inferior beams being reinforced concrete, spacing about three foot centers. This building was not damaged in any way by the earthquake, excepting the south fire wall, which, as I said before, was shaken off, it being merely a temporary wall, put on until such time as the building would be extended in height, -- the building being planned for this purpose. The warehouse was heavily loaded with coffee. The stories were quite low, -- about nine feet. As before, the only damage was at the junction of the four and six-story portions. This again confirms my idea that well-built buildings will resist quite severe earthquake shock."²⁴

In addressing the September 20, 1906, meeting of the Structural Association of San Francisco, and regarding the Folger Building, noted masonry contractor P. J. Walker stated:

"In the matter of brick cornices, I have in mind one, which while being, perhaps, one of the heaviest in town, stood the shake very well. In that building, which is the building owned by Messrs. J. A. Folger & Co., at the corner of Spear & Howard Sts., the brick cornice is supported and anchored by means of a skeleton steel frame, running entirely around the two frontages. This practice has prevailed in the use of terra cotta cornices, but has not been generally applied, as it ought to have been, to the use of brick cornices. Were this form of anchoring cornices more freely used, I am satisfied that a brick cornice would stand most any kind of torsion."²⁵

J. A. FOLGER & COMPANY - 1906 - 1966.

The minor damage to the Folger Building in 1906 was remedied within a month, and the facility was again operational. Frank Atha, stationed in Texas, was more inconvenienced during that time as he could not obtain shipments of the coffee his customers were demanding in ever-increasing quantities. As a result, in 1908, J. A. Folger & Co. of Nevada was incorporated, with a plant and headquarters in Kansas City; J. A. Folger, II was President of both companies, and Frank Atha was vice-president of the Kansas City operation. This was the beginning of the company's expansion across the country which continued until 1960, when both corporations were merged and again became one.

With the out-break of World War I, Central American coffees no longer could be shipped to Europe which had imported 7/8th of all the beans produced, with the balance going to San Francisco. Coffee producers in San Francisco took advantage of the 1915 Panama-Pacific Exposition to introduce visitors to the wonders of Central American coffee, and by 1919, San Francisco's coffee imports had tripled from 400,000 bags in 1915 to 1,200,000 bags in 1919, making San Francisco one of the world's major coffee ports.

Following James A. Folger, II's death in 1921, his brother Ernest became president and led the company until his death in 1936. His successor was J. A.'s son, James A., III, who was responsible for expanding the manufacturing area into Houston to service large areas of the mid-west, such as St. Louis, southern Illinois and Tennessee, that were demanding Folger's Coffee. Soon thereafter,

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the company opened offices in El Salvador, Guatamala and Mexico to enable their agents to select the finest coffee beans on site.

Between 1936 and 1946, Folger's production had increased five times, and the population of California had doubled to over 10 million from 1940 to 1946. Consequently, the company's expansion now was oriented toward the west with a new manufacturing plant constructed in Portland, Oregon.

In 1961, J. A. Folger & Co. was sold to Proctor & Gamble, and the building at 101 Howard Street was subsequently sold to the present owners.

RECOGNITION IN ARCHITECTURAL SURVEYS

The importance of the Folger Coffee Company Building has been recognized in every applicable architectural survey or inventory of the area, and has received the highest ratings in all surveys. The Foundation for San Francisco's Architectural Heritage gave the complex its highest "A" rating, while the Department of City Planning rated it a Category I Building which provides the ultimate protection for a downtown building. In the California Department of Transportation's "Historic Properties Survey Report - I-280 Transfer Concept Program", it is stated that the property "appears eligible" for listing in the National Register of Historic Places under Criteria B and C. Had historical documentation existed at the time, it would have been clear that Criteria A is also met due to the firm's role in the ever-expanding San Francisco coffee trade, commencing with the Gold Rush and increasing in volume and intensity with the opening of the Panama Canal and the subsequent Panama-Pacific Exposition of 1915, as discussed above.

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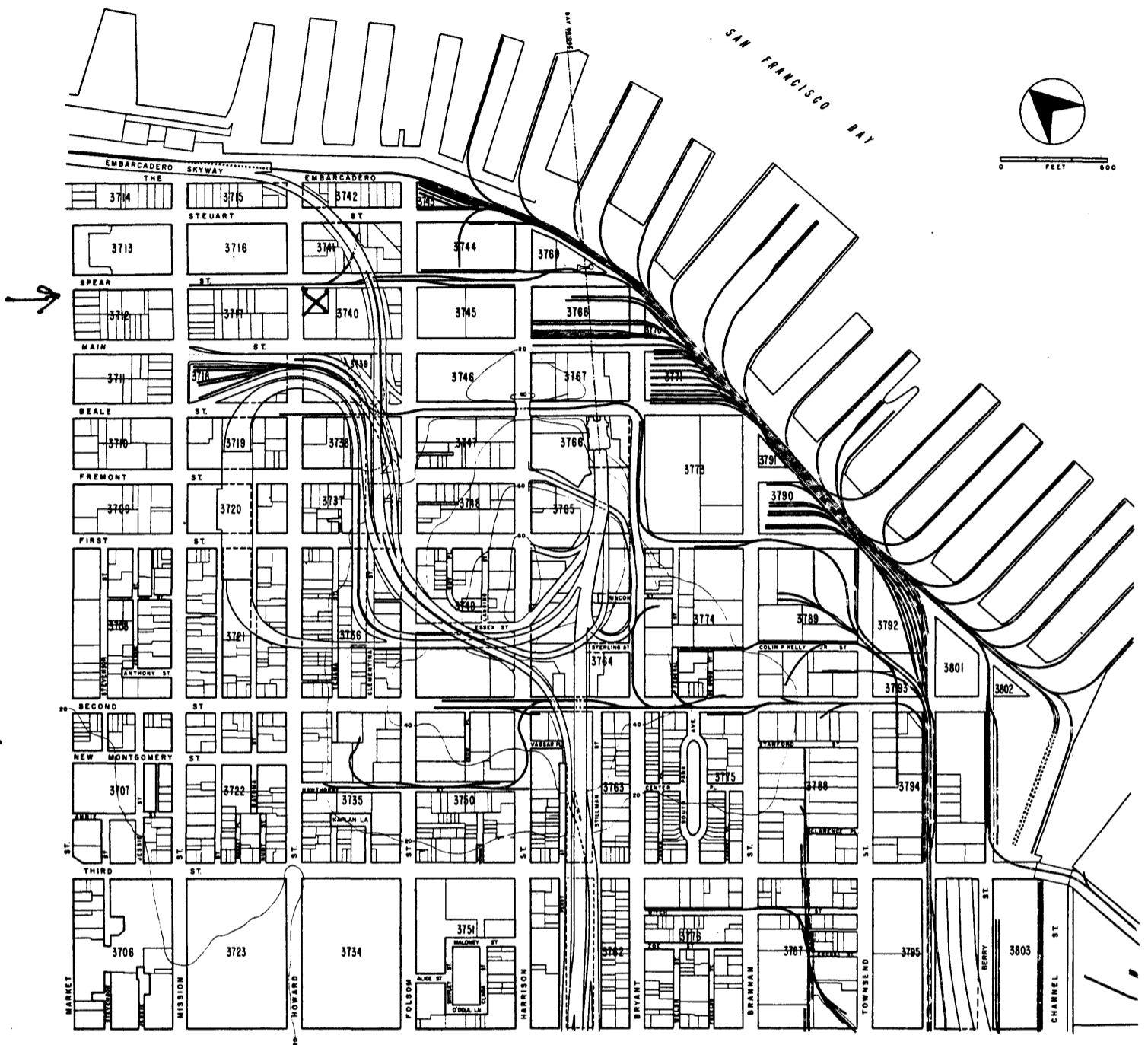
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Company
The Folger Coffee/Building
San Francisco, Ca.

PHOTOGRAPHS

Photographs One through Thirteen are historic photos in the Owners' Collection. Most have dates visible on the image itself; dates for the others, when known, are on the reverse with required information. Names of the photographers are unknown.

Photograph Fourteen was taken circa 1992. The photographer is Douglas Symes who retains ownership of the negative, located at his studio, 2651 15th Avenue, San Francisco, California 94127.



WORKING AREA LAND USE STUDY

RINCON HILL

WORKING AREA X · PLANNING AREA I

*The Folger Coffee Company Building
 SAN FRANCISCO, California*

SKETCH MAP

FILE 888 2-11-1
 DATE 1975
 DATA