

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

## 1. Name of Property

Historic name: Raymond Hotel Apartments DRAFT

Other names/site number: N/A

Name of related multiple property listing: N/A

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

## 2. Location

Street & number: 20 Franklin Street

City or town: San Francisco State: California County: San Francisco

Not For Publication:  Vicinity:

## 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 at the following level(s) of significance:

\_\_\_ national      \_\_\_ statewide      \_\_\_ local

Applicable National Register Criteria:

\_\_\_ A      \_\_\_ B      \_\_\_ C      \_\_\_ D

<p>_____</p> <p><b>Signature of certifying official/Title:</b> <span style="float: right;"><b>Date</b></span></p> <p>_____</p> <p><b>State or Federal agency/bureau or Tribal Government</b></p>	
<p>In my opinion, the property ___ meets ___ does not meet the National Register criteria.</p> <p>_____</p> <p><b>Signature of commenting official:</b> <span style="float: right;"><b>Date</b></span></p> <p>_____</p> <p><b>Title :</b> <span style="float: right;"><b>State or Federal agency/bureau or Tribal Government</b></span></p>	

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#### 4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) \_\_\_\_\_

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\_\_\_\_\_ Signature of the Keeper Date of Action

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#### 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

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<u>1</u>	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

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**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

DOMESTIC:

Multiple Dwelling

COMMERCE/TRADE

Specialty Store

Restaurant

**Current Functions**

(Enter categories from instructions.)

DOMESTIC:

Multiple Dwelling

COMMERCE/TRADE

Specialty Store

Restaurant

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS:

Classical Revival

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: Brick, Metal – Iron

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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### Summary Paragraph

Completed in 1912 and historically known as the Raymond Hotel Apartments, the six-story commercial and residential building at 20 Franklin Street / 1580-1598 Market Street (referred to hereafter as 20 Franklin Street) was designed by architect of merit Gustave Lansburgh in a Classical Revival architectural style with a distinctive irregular footprint and prominent light wells. The building is of steel-frame masonry construction and features a decorative metal cornice and string courses, and glazed brick windowsills and surrounds. Deep light wells are recessed into the second through sixth stories on the north, south, and east sides. Triangular pediments supported by Tuscan Columns adorn both south-facing light wells at the second story. 20 Franklin Street's materials and features express its original Classical Revival design by Gustave Lansburgh, and its distinctive irregular form conveys the constraints of an irregular lot shape combined with the effort to maximize light and air access within its small apartments. 20 Franklin Street has been in continuous use as a multi-unit residential building with ground-floor commercial units since its construction; at the time of preparation of this nomination, its residential units serve as the Derek Silva Community, a supportive affordable housing community for residents living with HIV/AIDS.

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## **Narrative Description**

### Site and Setting

The building is located on an irregular lot bounded by Market, Page, Franklin, Oak, and Van Ness streets in the Civic Center neighborhood of San Francisco, approximately a quarter mile to the southwest of San Francisco's City Hall. 20 Franklin Street overlooks the densely developed Market Street corridor, which is characterized by a variety of building heights and types dating from the first decade of the 20th century to the 2020s and is interspersed with surface parking lots.

### Exterior

20 Franklin Street is a six-story steel- brick masonry building with a flat roof and two primary, street-facing façades at its west and south sides. The two primary façades, facing Franklin, Page, and Market streets, have a tri-partite composition with a clear base, shaft, and capital while the remaining elevations have a simpler aesthetic. At the ground floor, five commercial units face Market and Page Streets, and a ground-floor lobby for use by the residential tenants faces Franklin Street. The upper five stories contain residential units. The footprint of the building is irregular; the south façade is angled with two planes, one paralleling Page Street at the west side and one paralleling Market Street at the east side (**Photo 1 and Photo 2**). Deep light wells are located at the façades facing Market and Page streets and extend from the second through sixth stories. The east elevation has a shallow central light well, beveled at its northwest corner, from the second to the sixth stories. The north elevation, which overlooks a neighboring building, has a protruding structural bay at its east side, and a deep light well from the second through the sixth stories within the western portion.

### *West Façade*

The west façade is one of two primary, street-facing façades of 20 Franklin Street, and is distinguished by its three-part composition. The sixth-floor windows and ornamental metal cornice comprise the capital. A decorative band of bricks outline the sixth-floor windows and two small cornice bands articulate the division between the capital and the building's shaft. The building shaft consists of floors three through five. It has a regular fenestration pattern featuring glazed keystones and sills. The base consists of the first and second floors and has large ground floor display windows at the lower-level transom windows above.

The second through fifth floors feature a regular fenestration pattern, organized as three evenly-spaced windows in each bay, at each level. A protruding glazed brick rowlock course spans the façade at the base of the second-story windows as a continuous sill. Windows at the sixth-story lack a brick lintel and keystone. Instead, these windows are outlined by a rectilinear, white-glazed brick band. The inner three bays of the south façade are slightly recessed relative to the outer two bays from the string course at the head of the transoms through the upper parapet. This provides a subtle visual prominence to the outer bays of the façade.

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At the first story, the west, façade consists of five structural bays separated by brick pilasters (**Photo 3 and Photo 4**). At the northernmost bay, the primary entrance to the building's residential units consists of a slightly recessed storefront system with a glazed aluminum frame door set to the right (south) of two two-lite rectangular windows. All glazing within this bay is reflective, obscured glass. The door and windows are shaded by a shallow metal canopy resembling an I-beam. Openings in the four bays to the right (south) of the entrance bay each include a set of three rectangular aluminum windows consisting of a central slider window with a fixed transom flanked by large fixed rectangular lites. These windows are set over a plain, painted concrete bulkhead. Each bay has a shallow fabric awning set above the windows. Tall transom windows span the width of the façade. At the northernmost bay, the transom consists of fixed aluminum divided-lite windows with two rows of nine lites. The upper lites are small and square and the lower lites are taller, vertically oriented rectangles. At the four bays to the south, the transoms consist of four large, fixed panes with a wood grille set at the front of each to mimic divided lites in the same pattern as that of the first bay. Simple painted metal capitals top each pilaster between the transoms.

#### *South Façade*

The south façade of 20 Franklin Street is the other primary, street-facing façade of the building and is bordered by Page Street and Market Street. Unlike the west façade, the upper stories of the south façade are not symmetrically divided into structural bays. The westernmost bay, one window in width, is slightly recessed from the adjacent, two-window wide bay to its right (east). The south façade has a wide angle where Page Street and Market Street meet. To the east of the Market Street light well, the eastern bay of the façade is two windows wide. At the second story, the two light wells are each fronted by a dentillated triangular pediment supported by Tuscan colonettes, constructed from painted wood with some sheet metal cladding (**Photo 5 and Photo 6**). The entablatures of these features align with the string courses between the base and shaft of this façade. Fenestration types at the second through the sixth stories generally match those at the west façade. All sixth story windows at the main planes of the façade are outlined by a rectilinear white glazed brick band; those within the light wells are not outlined (**Photo 7**). Windows within the light well at the second through sixth stories generally match those of the main plane of the south façade in type, and include a regular pattern of typical rectangular windows, small rectangular windows, and rectangular windows set above wood louvers (**Photo 8**).

The first story of the west side of the south façade, parallel with Page Street and overlooking Market Street, is similar in composition to that at the Franklin Street façade, though with three structural bays at the ground floor. A separate storefront, with a recessed central entrance flanked by fixed rectangular glazing, is set within each bay. The outer bays feature brick bulkheads; the central bay has an anodized aluminum and glass storefront. The left (west) outer bay has a shallow fabric awning set above the storefront windows. The ground floor façade parallel with Market Street is similar to that parallel to Page Street, with three structural bays; however, the central bay is narrower than the outer two bays and consists of an unglazed wood entrance door and one fixed rectangular window. At this portion of the ground floor façade, the bay at the left (west) has a fully glazed metal storefront without a bulkhead, and central and right (east) bays have a brick bulkhead. Unlike the Franklin Street façade at which the transoms are punctuated by

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brick pilasters, the transom at each plane of the south façade is continuous, consisting of undivided, fixed panes with an overlain wood grille mimicking two rows of lites spanning the façade between brick corner pilasters. Interior structural columns are visible behind the transom lites at either side of the central ground floor structural bay.

### *East Elevation*

Designed to be largely obscured by a neighboring building, the east elevation of 20 Franklin Street lacks the formal composition and ornamental detail of the west and south façades. The first story of the east elevation consists of roughly laid brick with unfinished mortar joints (**Photo 9**). The first story extends one bay to the north of the second through sixth stories. At the second through sixth stories the center of the elevation is recessed to form a wide, shallow light well. The two outer bays of the elevation, built to or near the property line, have two window openings at each level. From the second through fifth stories there is one rectangular window opening at the left (south) and one arched window opening at the right (north). At the sixth story both openings are arched. At the southern bay, all but the second-story openings are infilled with brick. Those at the second story are boarded shut. A painted advertisement for “Carnation Mush” spans the third and fourth stories. At the northern bay, openings at the second, third, and left (south) half of the fourth story are boarded. All others are infilled with brick. At the central, recessed bay each story from the second through sixth has regular openings with rectangular, aluminum hung windows consisting of, from left to right, one arched opening on the north facing plane; one small arched opening, a pair of arched openings set over wood louvers, and one small arched opening on the east-facing plane; one arched opening on the diagonal plane; and one arched opening on the south-facing plane. Window openings on the east elevation do not have keystones.

### *North Elevation*

Like the east elevation, the north elevation of 20 Franklin Street is secondary and lacks the ornamental detail of the east and south façades. Set close to the property line, the north elevation abuts the adjacent building at the left (east) side of the first story. From the second through sixth stories, the left (east) bay of the north elevation includes regular fenestration with three arched openings, each containing one rectangular, aluminum hung windows, at each story. The right (west) windows at each story are set above a wood louver. A steel pipe rises through all stories between the central and western columns of windows. The west-facing plane of this projecting section of the north elevation includes one arched opening with a hung window at each story. A grid of hung metal windows and wood louvers in arched openings spans the remaining portion of the north elevation. The general fenestration pattern at each of the second through sixth stories consists of, from left to right, four arched openings with hung windows, one small arched opening with a hung window, one arched opening with a hung window set above a wood louver, one arched opening with a hung window, two stacked arched and rectangular openings with an upper fixed and lower casement window, and one small arched opening with a wood louver (**Photo 10**). The pattern extends to the ground level at the center of the elevation with two rows of windows at the first story.

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### *Roof*

The flat roof of 20 Franklin Street is finished with fiberglass, tar, and gravel. It is surrounded on all sides of the building by a low brick parapet, which obscures all rooftop features from view at the ground level. A small rectangular elevator penthouse is located within the northeast portion of the roof, set back from the parapet between the north and east lightwells. The penthouse features three pyramidal skylights and an unglazed entrance door. Four original vent shafts are located on the roof. The lightwell roofs are also flat and finished with modified bituminous roofing. The opening at the east lightwell has been covered with painted sheet metal.

### Interior

The interior of 20 Franklin Street features both private and public spaces, with publicly accessible commercial tenant spaces along the ground floor of the west and south façades, and a private residential lobby along the ground floor of Franklin Street façade. Upper floors are reserved for residents only and configured into studio, one bedroom and two bedroom apartments accessed via a historic main staircase and elevator lobby in the north central part of the building. Throughout the building are a combination of historic and contemporary finishes. Historic finishes are mainly confined to residential floors and include wood stair railings, square posts and turned spindles; plaster walls, wood base and trim plaster coved ceilings (some concealed), and radius corners within hallways.

### *Vertical Circulation*

Primary vertical circulation at 20 Franklin Street consists of elevators and a main staircase within the north-central part of the building. Two elevators are accessed through the ground floor lobby and small elevator lobbies at the basement and each residential floor. The main staircase extends from the ground floor lobby through the sixth floor and is set to the west of the elevators at the ground floor. It has a roughly triangular footprint to the south of the elevators as it ascends the second through sixth floors. The main stair features wood railings with paneled square posts and turned spindles.

Secondary vertical circulation at 20 Franklin Street includes a non-historic staircase between the basement and ground floor, with an exit to the exterior between the commercial units addressed 1588 and 1590 Market Street, and a residential access staircase rising from the ground floor lobby through the sixth story at the northwest side of the building.

### *Basement*

The basement of 20 Franklin Street is accessed via the elevators and two staircases near the center of the building. A central corridor provides access to a multipurpose room, shared bathrooms, offices, storage, and laundry rooms. Additional basement spaces for residents' uses are accessed through the rooms adjoining the corridor, and include a bike room, computer room, kitchen, and exercise room. These spaces have been partitioned with sheetrock walls and finished with acoustical tile ceilings and resilient tile or concrete flooring. Storage, maintenance, and utility areas at the perimeter of the basement, the latter of which contain heating and ventilation equipment, have some painted and unfinished board-formed concrete exterior walls.

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### *Ground Floor Lobby*

The residential lobby, addressed 20 Franklin Street and accessed through the Franklin Street entrance, features a mixture of contemporary and older finishes and fixtures, and includes an enclosed office, staircases, and an original small mezzanine level with a turned and paneled balustrade (**Photo 11 through Photo 13**).

### *Ground Floor Commercial Units*

The westernmost commercial space, to the south of the residential lobby, is a restaurant and café addressed 1596 Market Street. It has been finished with modern fixtures and features. The commercial space addressed 1592 Market Street, in use at this time of recording as a bicycle shop is minimally altered at the interior, and features plaster walls and a partially coved ceiling with painted moldings and simple pilaster capitals (**Photo 14**). The northern ground floor commercial space, addressed 1586 Market Street and vacant at the time of recording, includes framed interior partitions and brick exterior walls, and resilient tile flooring (**Photo 15**).

### *Residential Floors*

The second through sixth floors have irregular floorplans and are subdivided at the interior into residential units accessed by elevators, staircases, and interior corridors featuring radiused corners (**Photo 16 through Photo 18**). Each residential floor has 15 separate units, all with at least one exterior or light well-facing wall. A main north-south corridor accesses the elevator and main staircase, as well as two residential units at the south side of the building. Other residential units are accessed via roughly east-west corridors and secondary north-south corridors at the east and west sides of the building. An original secondary interior staircase is located at the northwest corner of the building, at the terminus of the western north-south corridor. The three fire escapes are accessed through the corridors at the north, west, and southeast side of each residential floor (**Photo 19**). Corridors and residential units feature non-historic resilient tile and laminate flooring, historic plaster walls, and simple wood baseboards and door and window trim (**Photo 20 and Photo 21**). Though obscured by the suspended acoustical tile ceilings, residential floor corridors retain original coved ceilings with simple wood trim. Residential units have plaster ceilings, coved in some areas.

### Alterations

Physical alterations to the property have occurred periodically because of changing ownership and/or tenants.

### *Exterior alterations*

The brick masonry, glazed brick detailing, and metal ornament at the exterior of the building is highly intact and has received only minor repairs and maintenance since construction. For example, in 1984 and 1985 repairs to the cornice on the Franklin Street side of the building and parapet code work were required due to limited fire damage. Renovations permitted in 2002 also included some masonry repairs.<sup>1</sup> Removal of the upper band from the cornice may have occurred during this work. A water tank was originally located to the west of the building's elevator

<sup>1</sup> Building Permit Nos. 08413183 (1984) and 08505745 (1985), 200208285175 (2002), available at the City and County of San Francisco Department of Building Inspection.

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penthouse and was removed at an unknown date, as were roof skylights over the first story in the north and east lightwells. Exterior alterations to the building have otherwise been limited to replacement window units, and replacement or reconfiguration of storefront systems and entry doors to meet the changing needs of building owners and commercial tenants. For instance, the upper floors' double-hung anodized aluminum windows were installed in the mid-1980s at most openings replacing original double-hung wood windows. The window openings facing the fire escapes received steel windows with wired glass at the same time. While reflecting the original height and general pattern of lites, glazing in the transoms between the storefront systems and second story at the west and south façades are not original. Aside from that above the Franklin Street entrance, the current transoms consist of fixed, undivided spans of glass overlain by wood grilles to mimic the original divided-lite metal transoms which had some operable hopper or awning windows. The original Franklin Street residential entry marquee was removed in 1917 and the entrance remodeled; a subsequent remodel occurred in the 1980s, with the current entry door configuration, storefronts and metal canopy dating to 2003. Changes to commercial tenant storefront windows and entry doors occurred early as 1938, and again in the 1950s, the 1960s. Most recently, renovations permitted in 2002 and 2003 included new aluminum storefronts at commercial spaces facing Market Street. No original storefront systems remain in the commercial spaces. No other exterior alterations are readily evident.

#### *Interior alterations*

Some layout alterations have occurred within the commercial tenant spaces, the residential lobby and within certain residential units. As designed in 1911, the entrance lobby included a ground floor apartment for use by the building manager at its north side, with a mezzanine floor extending above this and overlooking a narrower full-height lobby space than is present. This apartment was captured for additional lobby and office space extending to the north wall of the building. Commercial spaces have been combined or re-subdivided in the 1950s, 1960s, and most recently in 2003 when 1596 and 1594 Market Street spaces were joined to accommodate a restaurant. There have otherwise been minimal physical alterations to the property. As designed in 1911, each residential floor at 20 Franklin Street had 14 separate units, accessed via the main staircase and elevator lobby and arranged off the extant corridors in a similar configuration to that observed at the time of preparation. The 15th unit present at each floor appears to have been established through the subdivision of a larger unit at an unknown date into the current , resulting in the current configurations of those units numbered 8, 9, and 10 at each floor, the latter two of which share a kitchen. Other minor alterations to interior unit partitions are limited to the unit 6- and unit 8 stacks, as well as the addition of and alterations to closets throughout. More recently, cosmetic changes have occurred throughout the residential units to upgrade finish materials such as flooring, bathroom and kitchen fixtures, light fixtures, life safety systems, and accessibility features and equipment. In residential floor corridors, non- historic features include acoustical tile ceilings, resilient tile flooring, and vinyl baseboards. Non-historic electrical, plumbing, and mechanical equipment is attached to the corridor walls and ceilings above the acoustical tile.

Renovations permitted in 2002 remodeled the lobby at the Franklin Street side of the building to its existing condition, and included installation of the existing flooring and light fixtures. Interior

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work at that time also included renovating the basement to serve as multipurpose, kitchen, and meeting rooms.

### Integrity

Though renovated periodically to meet changing owner and tenant needs and code requirements, 20 Franklin Street retains its character-defining features and exhibits a high degree of historic integrity. The building clearly conveys architect Gustave Lansburgh's original design, which prominently features Classical Revival stylistic elements, three-part massing characteristic of many such buildings of its era, and distinctive footprint with deep lightwells.

### *Location*

20 Franklin Street has not been moved since its construction and therefore retains integrity of location.

### *Setting*

As when it was constructed, the neighborhood surrounding 20 Franklin Street consists of a dense mixture of commercial and multi-unit residential properties centered around the major transportation corridors along Market Street and Van Ness Avenue. Nearby existing post-earthquake masonry commercial and residential buildings which reinforce the character of the area at the time the building was constructed include the four-story 1601 Market Street (1915) and five-story 1649 Market Street (1912). New construction has replaced and infilled the locations of some previous neighboring buildings, however these later buildings perpetuate the mixed use and dense development of the area, and for the most part adhere to the predominant three- to six-story heights along Franklin and Market streets. 20 Franklin Street therefore overall retains its integrity of setting.

### *Design*

20 Franklin Street's Classical Revival design features remain prominent at its west and south street-facing façades. The original wood and metal pediments at the Franklin Street and Market Street sides, and the projecting metal modillion cornice, metal band and string courses all remain. The building's English bond brick masonry is visible at all sides, as are flat arch lintels and glazed brick sills and keystones. The building's six-story height and irregular footprint, including prominent light wells, expresses its design as an early 20th-century commercial and residential building which was intended to provide a large number of residential units while maximizing the amount of light available to each. As when it was constructed, the building has five commercial storefronts with recessed entries and display glazing at its south façade.

Residential floors retain their subdivision into numerous units accessed via interior corridors which align with the building's irregular footprint and provide access to the three fire escapes. The regular fenestration pattern and louvered openings, which provided light and ventilation into each residential unit, further expresses the needs of the building's early tenants. While improvements and upgrades have been made to the residential floors to adhere to changing safety and accessibility standards, the upper, residential floors overall retain their residential character and use. The building retains its circulation pattern of apartment access through the Franklin

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Street entrance and configuration of corridors and residential units. Original design features such as radiused corners in corridors and coved ceilings in corridors and residential units remain at the second through sixth stories. Interior staircase locations, configurations, and railings remain intact. Thus, 20 Franklin Street retains overall integrity of design.

#### *Materials*

Evidence of the building's early 20th-century materials, including metal string and band courses and cornice remain intact and visible. The English bond brick masonry, glazed brick sills and sixth-story banding, glazed brick keystones, and wood and metal pediments at the Franklin Street and Market Street façades express the blending of functional and aesthetic goals of the building's Classical Revival style design. Thus, 20 Franklin Street retains overall integrity of materials.

#### *Workmanship*

The features of the building that most clearly show its workmanship include its brick masonry exterior, set in English bond, glazed brick sills, and wood and metal pediments. Thus, 20 Franklin Street retains overall integrity of workmanship.

#### *Feeling*

The overall feeling of the building remains that of a Classical Revival style commercial and residential building of the early 20th century, built during the height of the popularity of the style and at a time when the city was still being reconstructed following the devastation of the 1906 earthquake and fires. Thus, the building retains integrity of feeling.

#### *Association*

20 Franklin Street is recognizable as an early 20th century brick masonry apartment and commercial building. It continues to reflect many of the defining characteristics of the Classical Revival style as applied to a three-part residential and commercial building constructed in the second decade of the 20<sup>th</sup> century. Thus, the building retains integrity of association.

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## 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.)

- 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 old or achieving significance within the past 50 years

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**Areas of Significance**  
(Enter categories from instructions.)  
ARCHITECTURE

**Period of Significance**  
1911-1912

**Significant Dates**  
1911-1912

**Significant Person**  
(Complete only if Criterion B is marked above.)  
N/A

**Cultural Affiliation**  
N/A

**Architect/Builder**  
Lansburgh, Gustave Albert

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Raymond Hotel Apartments, located at 20 Franklin Street is locally significant under National Register Criterion C. It is a highly intact and strong example of high-style Classical Revival design by local architect of merit, Gustave Albert Lansburgh, applied to an apartment hotel, a building type which was introduced and grew in popularity as a housing option for San Francisco's working and middle-class families in the years after the 1906 earthquake and fires. The period significance of the building is 1911-1912, its years of construction.

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**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

20 Franklin Street: Brief History

The beginning of construction of the new residential building at 20 Franklin Street was announced in the *San Francisco Bulletin* and *San Francisco Call* in December of 1911 as "one of the biggest leases that has been closed within the last sixth months."<sup>2</sup> The article described the planned building, with 200 rooms, as to be "faced with red stock brick with white terra cotta trimmings," and that "almost every room is an outside room and gets sun from the south and west exposures."<sup>3</sup> The two- to three-room apartments were intended to provide modern comfort and convenience, with "vacuum cleaners, steam heat, passenger and service elevators, kitchenets [sic] with fuel gas and the modern appurtenances such as coolers, etc." and wall beds in each room.<sup>4</sup> Wood louvers at openings on the residential floors are extant reminders of these coolers, which relied on air circulation; powered refrigeration would not become common in American households until after the 1920s.

The 44 households enumerated at 20 Franklin Street in the 1920 U.S. Census, the first following the building's completion, included residents with largely skilled trades and middle-class professions including truck drivers, electricians, a physician, a printer, a motion picture projectionist, a Western Union morse code operator, stenographers, shipyard workers, domestic workers, clerks, and pharmacists. Commercial tenants in the ground floor spaces have reflected the mixed commercial and light industrial character of this section of Market Street. The earliest businesses, noted in advertisements in the *San Francisco Examiner* and other newspapers prior to 1920, included a tire repair business in the unit addressed 1584, the Quaker Drug Company in the unit addressed 1588, and a company which sold motorcycles in the unit addressed 1596.

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<sup>2</sup> *The Bulletin* [San Francisco], "Contracts Let for Modern Apartment: 200-Room Structure to be Built in Eight Months," December 16, 1911; *San Francisco Call*, "Apartment Hotel for Upper Market," December 16, 1911.

<sup>3</sup> *The Bulletin* [San Francisco], "Contracts Let for Modern Apartment: 200-Room Structure to be Built in Eight Months," December 16, 1911.

<sup>4</sup> *The Bulletin* [San Francisco], "Contracts Let for Modern Apartment: 200-Room Structure to be Built in Eight Months," December 16, 1911.

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Initially referred to as the “Raymond Hotel Apartments,” rent in 1917 started at \$23.50 for two furnished rooms, and \$28.00 for three rooms.<sup>5</sup> By 1930, the name of the building had been changed to “El Mirasol Apartment Hotel,” a name it retained until at least the late 1950s.<sup>6</sup> The building was renamed the Americana Suites around 1987, and has more recently been referred to as the “Miramar Apartments.”<sup>7</sup>

### Architecture of 20 Franklin Street

The blocks surrounding 20 Franklin Street were within the broad area, extending from the San Francisco Bay shore through downtown, South of Market, and into the Mission District, which was devastated by the earthquake and fires which began the morning of April 18, 1906. In the blocks adjacent to the Civic Center, particularly along the Market Street transportation corridor, post-earthquake development responded to the need for housing, industry, and commerce, as well as to new building and fire codes which favored concrete and masonry construction for large residential buildings. Multi-unit residential buildings constructed during the post-earthquake years varied in type, from hotels occupied for short terms and economical single-room-occupancy (SRO) buildings through more elaborate apartment buildings in which units had the typical amenities of a single-family home, such as kitchens, dining rooms, private bedrooms, and bathrooms. As an apartment hotel building, 20 Franklin Street provided small, long-term family lodgings with more amenities than hotels or SROs, such as kitchens within each unit, but remained relatively economical and used small spaces efficiently.

Featuring a classically inspired three-part composition, 20 Franklin Street exhibits the greatest scale and structural clarity of the comparable brick masonry residential and mixed-use buildings constructed on or near this end of Market Street between 1911 and 1925. Nearby examples, include 150 Franklin Street, 1649-1651 Market Street (built 1912), 1657 Market Street (built 1911), 1666-1668 Market Street (built 1913), 1670-1680 Market Street (built 1923), 1687 Market Street (built 1925), and 1693-1695 Market Street (built 1914). Designed by locally noteworthy architects including August Nordin, G. Albert Lansburgh, Conrad A. Meussdorffer, and George Applegarth, these buildings “influenced the visual transition of San Francisco from a city of wood and brick, to one of brick veneer, concrete, and stucco” in the years following the earthquake and fires, and represent “not simply rebuilding what was lost in the fires, but of relatively new housing forms for San Francisco.”<sup>8</sup> In style, these buildings broadly reflect the Classical Revival, Renaissance, and Baroque elements embraced by architects trained at the Ecole des Beaux Arts. Characteristics shared by the buildings are “high-style” design, fire-proof masonry construction; three-part structure of base, column, and top; stylistic elements including detailed metal cornices, patterned brickwork, and broadly glazed street-level storefronts with

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<sup>5</sup> *The San Francisco Examiner*, Advertisement for the Raymond Hotel Apartments, May 12, 1917.

<sup>6</sup> *The San Francisco Examiner*, Advertisement for the El Mirasol Apt. Hotel, September 22, 1930; Advertisement for El Mirasol Hotel, January 2, 1957.

<sup>7</sup> City of San Francisco, *Draft Landmark Designation Report: Market Street Masonry Discontiguous District* (San Francisco, September 19, 2012), 7.

<sup>8</sup> City of San Francisco, *Draft Landmark Designation Report: Market Street Masonry Discontiguous District*, 22; City of San Francisco, San Francisco Planning Code, Appendix M to Article 10 – Market Street Masonry Historic District. Adopted through Ordinance 64-13, April 9, 2013.

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transoms and decorative bases; construction to the property line with no setbacks, flat roofs, and three- to six-story heights. Metal cornices, like those at 20 Franklin Street, were an attractive option for earthquake prone areas as they are easily secured to buildings and relatively light in weight. Fire escapes “unrelated to the esthetics of the designs” and cornices without brick, stone, or terracotta elements which could be loosened by earthquakes were features specifically reflective of post-earthquake building requirements.<sup>9</sup> Use of light courts at the upper stories to provide natural light to all sleeping rooms were essential to the buildings’ residential uses.

The costliest to build of these examples, 20 Franklin is described by the City of San Francisco in its post-earthquake context:

After the quake residential builders took advantage of the demand for housing by erecting dozens of large-scale apartment buildings along Market Street and along parallel and intersecting streets. This building is one of the largest and most ambitious built during this era. It is an intact and well-preserved example of a Classical Revival apartment building constructed during the Period of Significance (1906-1929) in the 1906 Earthquake and Fire Reconstruction context. The building clearly expresses its association with a broad pattern of San Francisco’s history and embodies the distinctive characteristics of its type, period and method of construction. The property also represents the work of a master architect, G. Albert Lansburgh, and possesses high artistic values.<sup>10</sup>

Relative to the other nearby brick masonry apartment hotels built during the years of post-earthquake reconstruction, 20 Franklin Street is an excellent intact example of a building which visibly conveys its original design priorities and Classical Revival styling, with prominent light courts at primary façades, and a wide span of five individual commercial storefronts facing Market Street. Only 20 Franklin Street clearly shows its light courts (important to its residential use) to Market Street and prioritizes the visibility of its English bond brick construction over veneer or stucco cladding. 20 Franklin Street asserts its design by conveying skillfully wrought expressions of its uses, through features such as the high fenestration of the commercial ground floor and repeated residential floor window placement and details, rather than through applied ornament or architectural flourishes. The metal cornice and string and band courses accentuate the Classical Revival three-part design while maintaining early 20<sup>th</sup>-century earthquake-resistant buildings standards. The only purely decorative elements below the cornice, the two pediment features at each of the Market Street-facing light courts draw attention to, rather than obscure, these practical parts of the building’s plan.

#### Gustave Albert Lansburgh, Architect

Architect Gustave Albert Lansburgh (1876-1969) entered the architecture industry as a draftsman for architects Bernard Maybeck (1862-1957) and Julius E. Krafft (1855-1937), and attended the Ecole des Beaux-Arts between 1901 and 1906. He earned his diploma from the Bibliothèque Nationale in 1906, returning from France one month after the San Francisco

<sup>9</sup> City of San Francisco, *Draft Landmark Designation Report: Market Street Masonry Discontiguous District*, 25.

<sup>10</sup> City of San Francisco, *Draft Landmark Designation Report: Market Street Masonry Discontiguous District*, 35.

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earthquake and fires to establish a firm with architect Bernard Julius Joseph (1875-1971). Together, Lansburgh and Joseph contributed several projects to the reconstruction of San Francisco, including the Elkan Gunst Building (1908) at 301 Geary Street on Union Square, a Newman and Levinson department store at 46-68 Stockton Street (1909), and a new Orpheum Theater (since demolished) on the south side of O'Farrell Street. Lansburgh designed over fifty theaters and auditoriums nationwide, including theaters for the Orpheum Circuit in San Francisco, Los Angeles, New Orleans, St. Louis, Kansas City, and Salt Lake City. In San Francisco, two of Lansburgh's finest surviving theaters are the Warfield Theater (1921) at 982-988 Market Street and the Golden Gate Theater (1922) at 42 Golden Gate Avenue; both are contributors to the Market Street Theater and Loft National Register Historic District .

Apartment and hotel buildings do not constitute a large proportion of Lansburgh's noteworthy projects in San Francisco. A modest extant example of this type is the Erleen Hotel at 631-633 Larkin Street, a three-story rooming house built in 1911.<sup>11</sup> The property owner of 20 Franklin Street, Marion Leventritt, hired Lansburgh to design other, more modest buildings on his properties in the post-earthquake years, including: a one-story commercial building at the northwest corner of Mission and 23<sup>rd</sup> streets<sup>12</sup> built in 1911, and a one-story "tire exchange" building at 24 Franklin Street, adjacent to the subject building, in 1927.<sup>13</sup> Both have been demolished. 20 Franklin Street stands out as one of Lansburgh's relatively few residential designs and one of his more complex, due to the irregular footprint and street-facing lightwells.

Lansburgh was professionally active into the 1930s. He is considered an architect of merit in San Francisco for his distinctive and numerous early 20<sup>th</sup>-century contributions to the city's built environment.

### Conclusion

Still in use as a multi-unit residential building with ground floor commercial spaces facing Market Street, 20 Franklin Street is an excellent intact example of a post-1906 earthquake reconstruction era apartment hotel designed in a Classical Revival style. Architect Gustave Lansberg's original 1911-1912 design, which combined utilitarian priorities with strong stylistic expressions and distinctive materials, is clearly legible in this building which continues to convey its significance under Criterion C.

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<sup>11</sup> Michael Corbett and Anne Bloomfield, *National Register of Historic Places Registration Form: Uptown Tenderloin Historic District* (Berkeley, May 5, 2008).

<sup>12</sup> *The Recorder* [San Francisco], "Miscellaneous Papers: Building Contracts," July 11, 1911.

<sup>13</sup> *The Recorder* [San Francisco], Notes on contracts, September 2, 1927.

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## 9. Major Bibliographical References

### Bibliography (Cite the books, articles, and other sources used in preparing this form.)

*Building and Industrial News*. December 5, 1911, 12.

*The Bulletin* [San Francisco]. "Contracts Let for Modern Apartment: 200-Room Structure to be Built in Eight Months," December 16, 1911.

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\_\_\_\_\_. Advertisement for the Raymond Hotel Apartments, May 12, 1917.

\_\_\_\_\_. Advertisement for the Appeal Manufacturing Company, March 9, 1913

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United States Census Bureau. 1950 Census of Population and Housing, Population Schedules for San Francisco, California, 1950.  
\_\_\_\_\_. Sixteenth Census of the United States, Population Schedules for San Francisco, California, 1940;  
\_\_\_\_\_. Fifteenth Census of the United States, Population Schedules for San Francisco, California, 1930;  
\_\_\_\_\_. Fourteenth Census of the United States, Population Schedules for San Francisco, California, 1920;

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**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 # \_\_\_\_\_  
 recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

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

Name of repository: City and County of San Francisco Assessor-Recorder; City and County of San Francisco Department of Building Inspection; Hobart Building (original drawings); California Historical Society; San Francisco Public Library, History Room.

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

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## 10. Geographical Data

**Acreeage of Property** less than one acre (8,600 square feet)

Use either the UTM system or latitude/longitude coordinates

### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

1. Latitude: : 37.774557 Longitude: -122.420565

### Verbal Boundary Description (Describe the boundaries of the property.)

The boundary corresponds to the legal boundary with the City and County of San Francisco Assessor-Recorder, parcel number 0836-010 (Accessed November 2024). Bound by Franklin Street to the west, Page Street and Market Street to the south, 1576 Market Street to the east, and 22-24 Franklin Street to the north.

### Boundary Justification (Explain why the boundaries were selected.)

The boundary corresponds to the legal boundary of the parcel on which the building has been located since its construction in 1911-1912 and through its period of significance, also 1911-1912.

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## 11. Form Prepared By

name/title: Walker Shores, Architectural Historian/Cultural Resources Planner

organization: Page & Turnbull, Inc.

street & number: 170 Maiden Lane, 5<sup>th</sup> Floor

city or town: San Francisco state: CA zip code: 94108

e-mail: shores@page-turnbull.com

telephone: 415-362-5154

date: September 2025

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## Additional Documentation

Submit the following items with the completed form:

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

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- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

### **Photographs**

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

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## Photo Log

Name of Property: 20 Franklin Street

City or Vicinity: San Francisco

County: San Francisco

State: California

Photographer: Aisha Sawatsky, Elisa Skaggs; Stacy Kozakavich.  
Page & Turnbull

Date Photographed: November 27, 2023, April 26, 2024, May 15, 2024.

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 21 West portion of south façade, view northwest from Market Street.
- 2 of 21 East portion of south façade and east elevation, view west from Market Street.
- 3 of 21 West façade and west portion of south façade, view northeast from Market Street.
- 4 of 21 West façade, view southeast from Franklin Street.
- 5 of 21 Storefronts and second story, west portion of south façade, view northwest from Market Street.
- 6 of 21 Detail of pediment feature at light well, east portion of south façade, view northwest.
- 7 of 21 Detail of sixth-story windows, cornice, and parapet at east portion of south façade, southeast corner of building, view northwest.
- 8 of 21 West wall of southeastern light well, view west from third floor window.
- 9 of 21 East elevation, view southwest from adjacent property.
- 10 of 21 North elevation, view east from gate at Franklin Street.
- 11 of 21 Residential lobby, view west toward Franklin Street entrance.
- 12 of 21 Residential lobby, view northeast.
- 13 of 21 Residential lobby, view towards elevators.
- 14 of 21 Interior of commercial unit addressed 1592 Market Street, view north.

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- 15 of 21 Interior of commercial unit addressed 1580 Market Street, view north.
- 16 of 21 Third floor staircase and elevator lobby, view northeast.
- 17 of 21 Radiused corner at fourth floor, view southwest.
- 18 of 21 Radiused corner at fifth floor, view northeast.
- 19 of 21 Fourth floor corridor, view southwest toward light well near Unit 412.
- 20 of 21 Interior of Unit 209-210, view southwest.
- 21 of 21 Interior of Unit 306, view southwest.

**Paperwork Reduction Act Statement:** This information is being collected for nominations 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.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

**Estimated Burden Statement:** Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

- Tier 1 – 60-100 hours
- Tier 2 – 120 hours
- Tier 3 – 230 hours
- Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

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**Location Map.** Red shading shows location of subject property in downtown San Francisco.  
Source: U.S. Geological Survey San Francisco North 7.5-minute topographic quadrangle, 2021.  
Edited by Page & Turnbull.

Latitude: : 37.774557

Longitude: -122.420565



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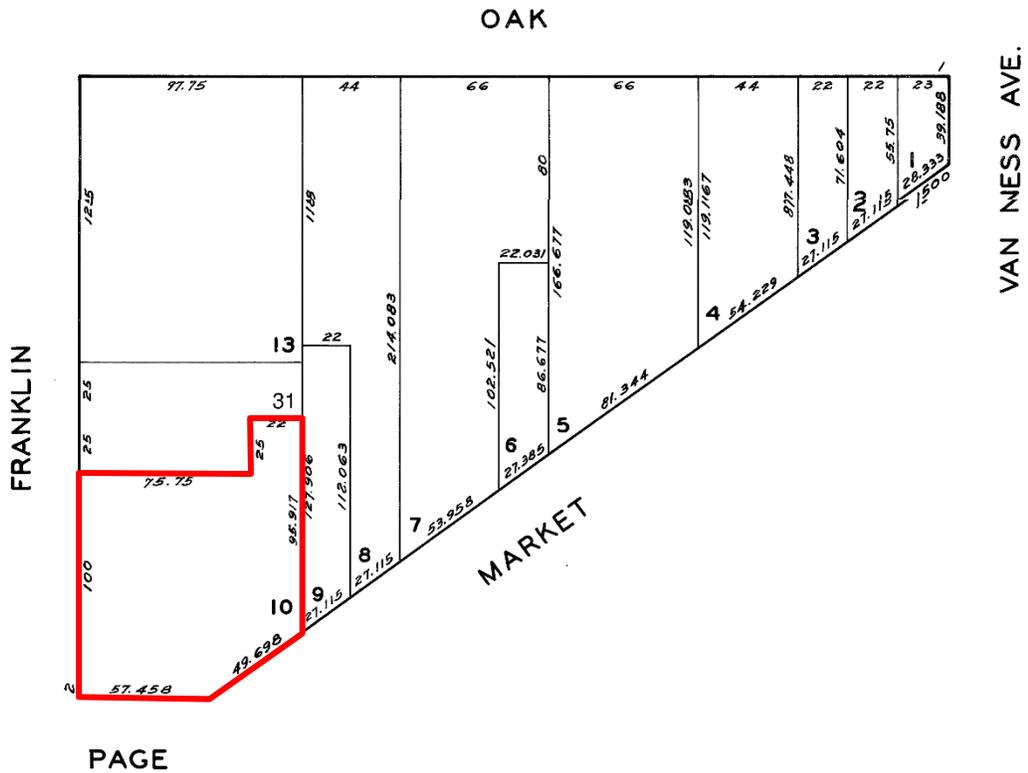
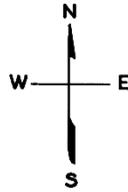
**Vicinity Map.** Subject parcel shaded in red. Source: Google Earth, 2022. Edited by Page & Turnbull.



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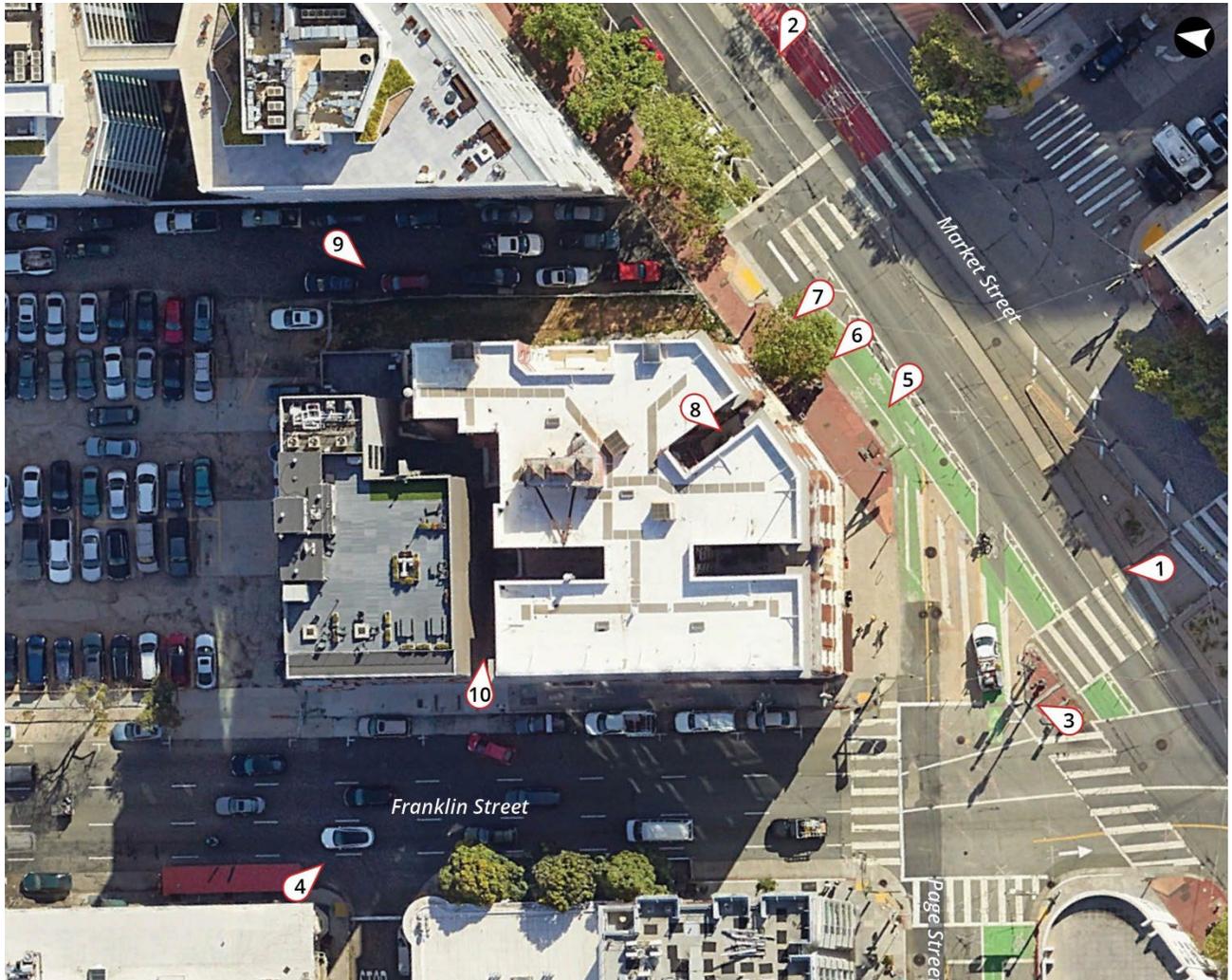
**Property Boundary Map.** Parcel map of subject building (parcel 0836-010 outlined in red).  
Source: City of San Francisco Assessor Property Map. Edited by Page & Turnbull.



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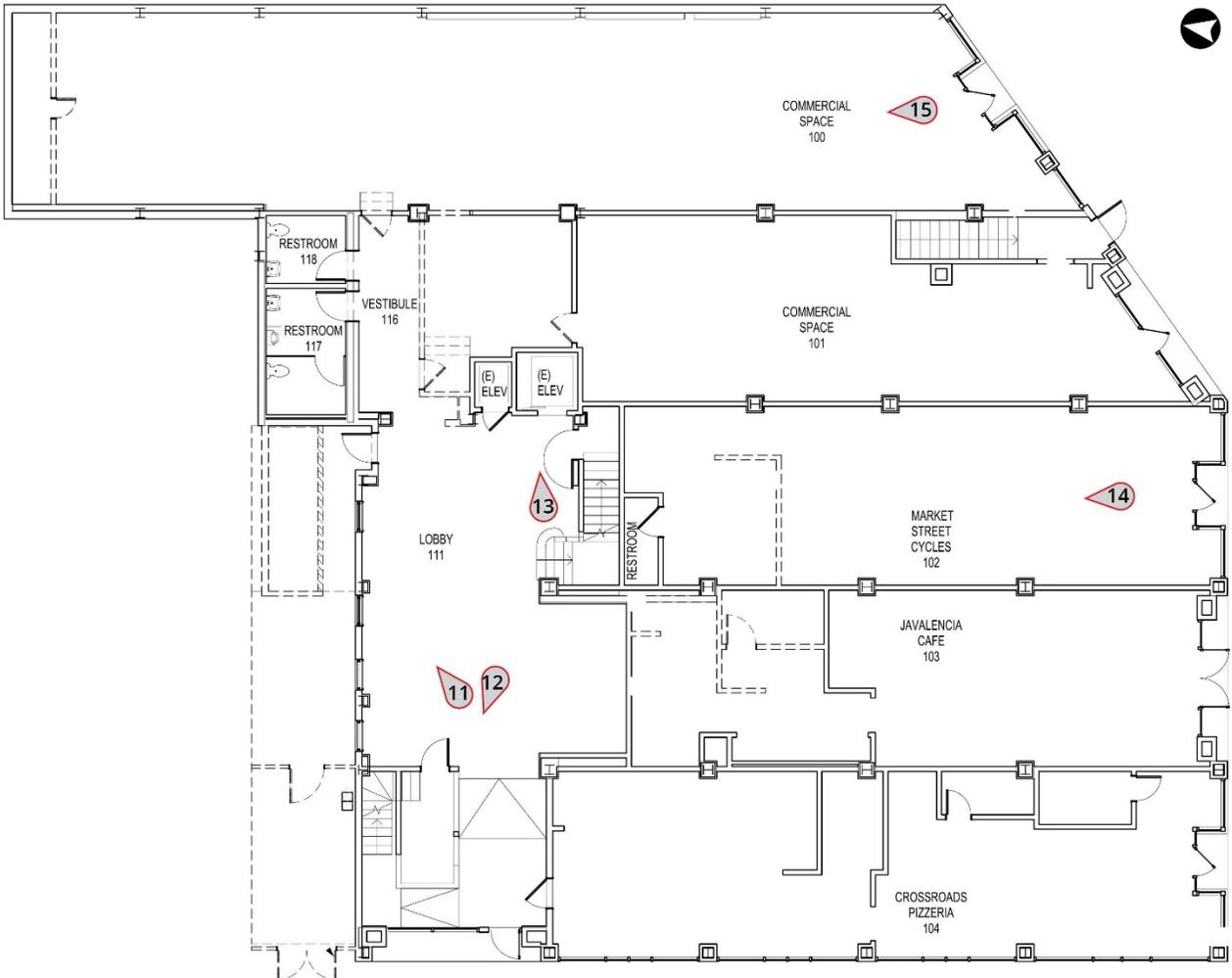
**Photo Key – Exterior.** Base image source: Google Earth 2022.



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**Photo Key – Interior, First Floor.** Base image source: Paulett Taggart Architects, 2023. Edited by Page & Turnbull.



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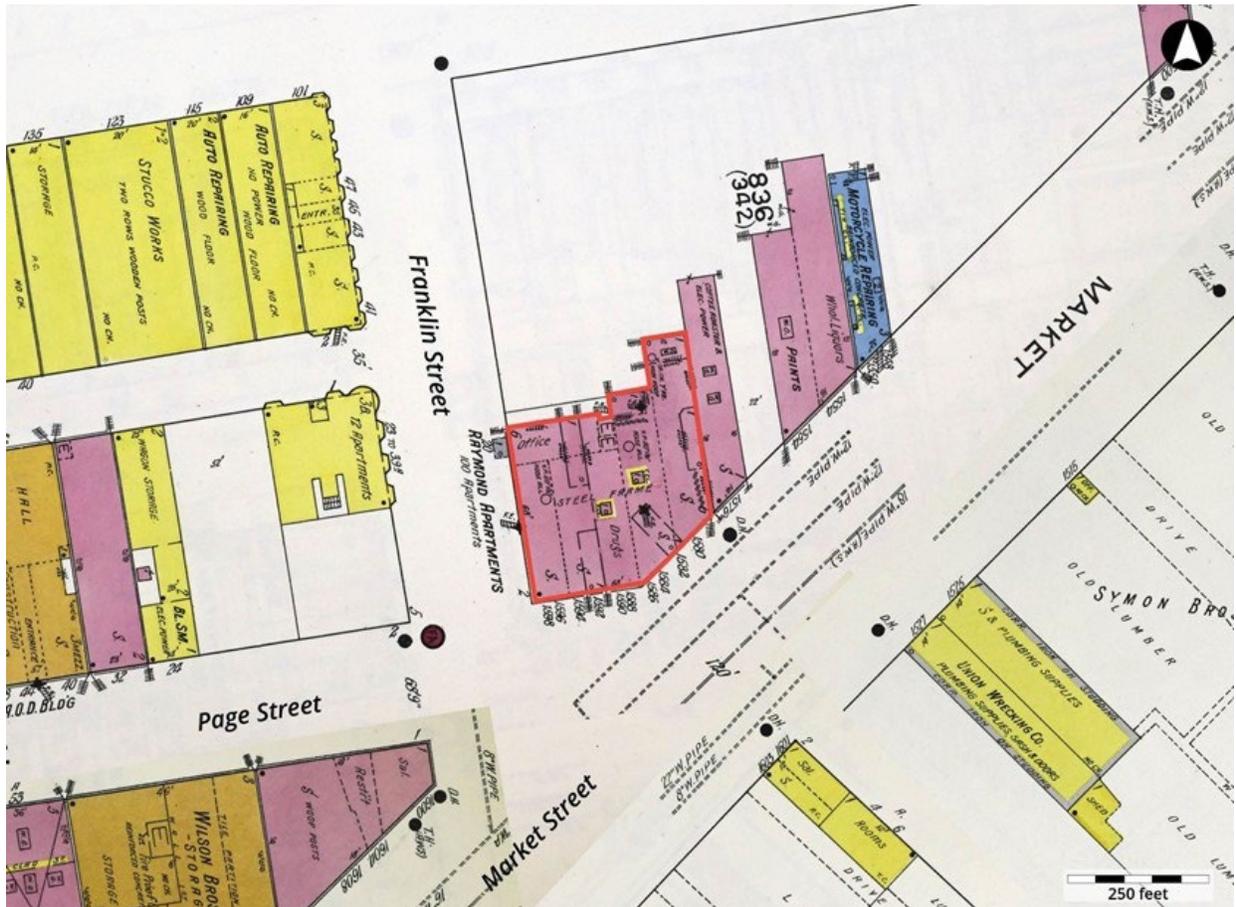
**Photo Key – Interior, Residential Floors.** Base image source: Paulett Taggart Architects, 2023.  
Edited by Page & Turnbull.



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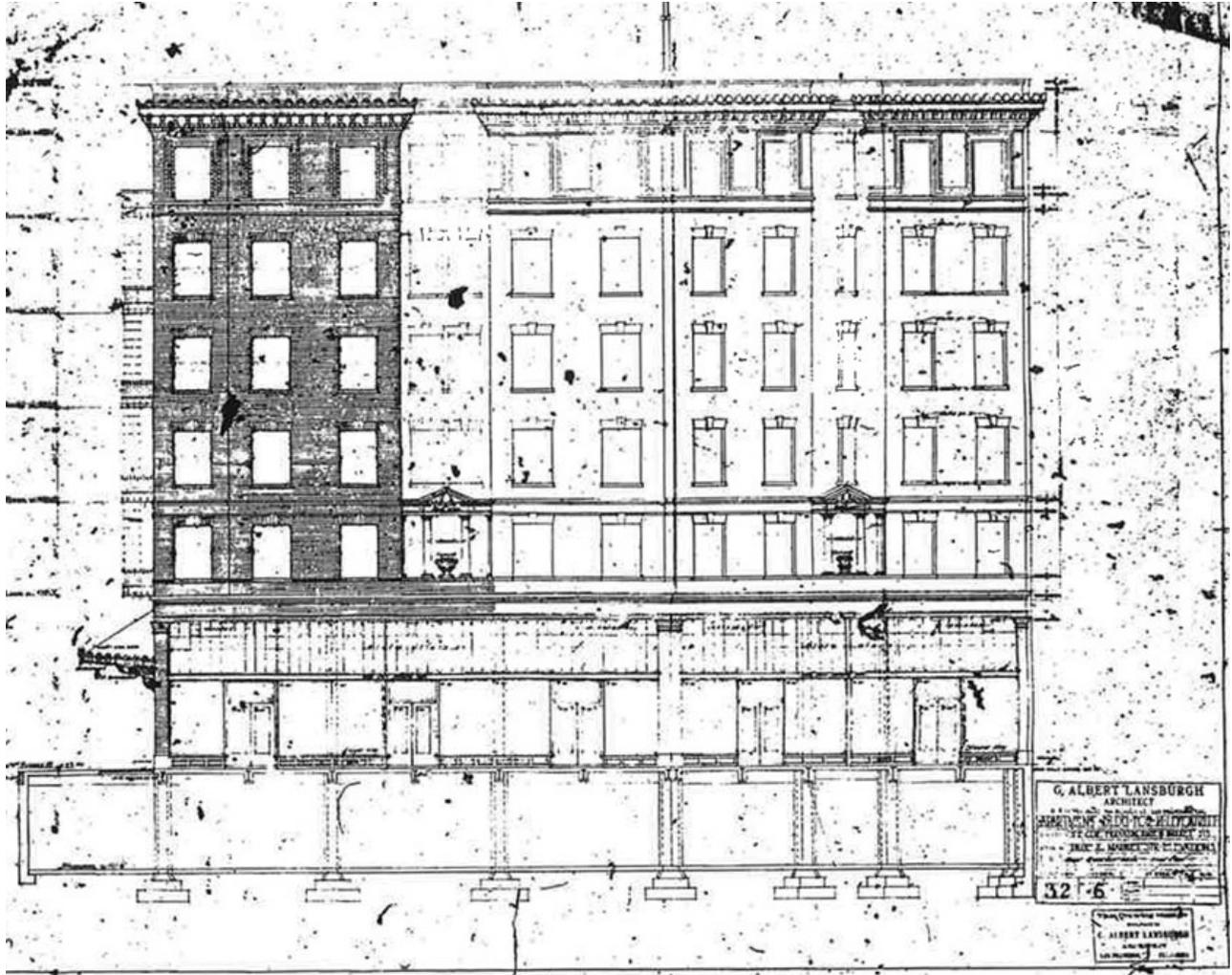
**Figure 1.** Sanborn Map Company fire insurance map compilation showing post-earthquake and fire reconstruction, 1913. 20 Franklin Street outlined in red. San Francisco Volume 2, Sheets 191 and 192, Volume 4, Sheets 330 and 354, Historical Information Gatherers Fire Insurance Maps Online via the San Francisco Public Library. Edited by Page & Turnbull.



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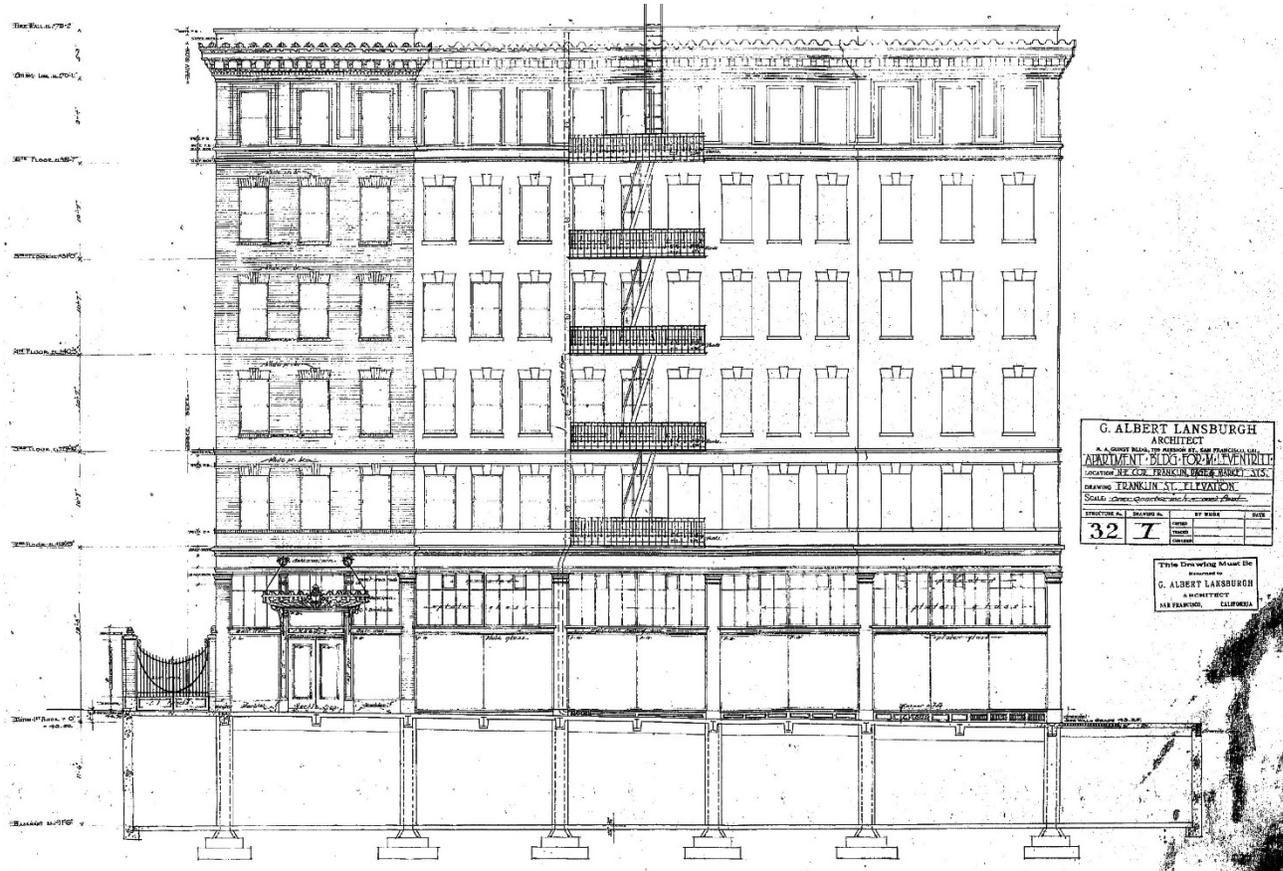
**Figure 2.** Historic drawing, 1911. Drawing of the south façade by G. Albert Lansburgh. Source: City of San Francisco Department of Building Inspection.



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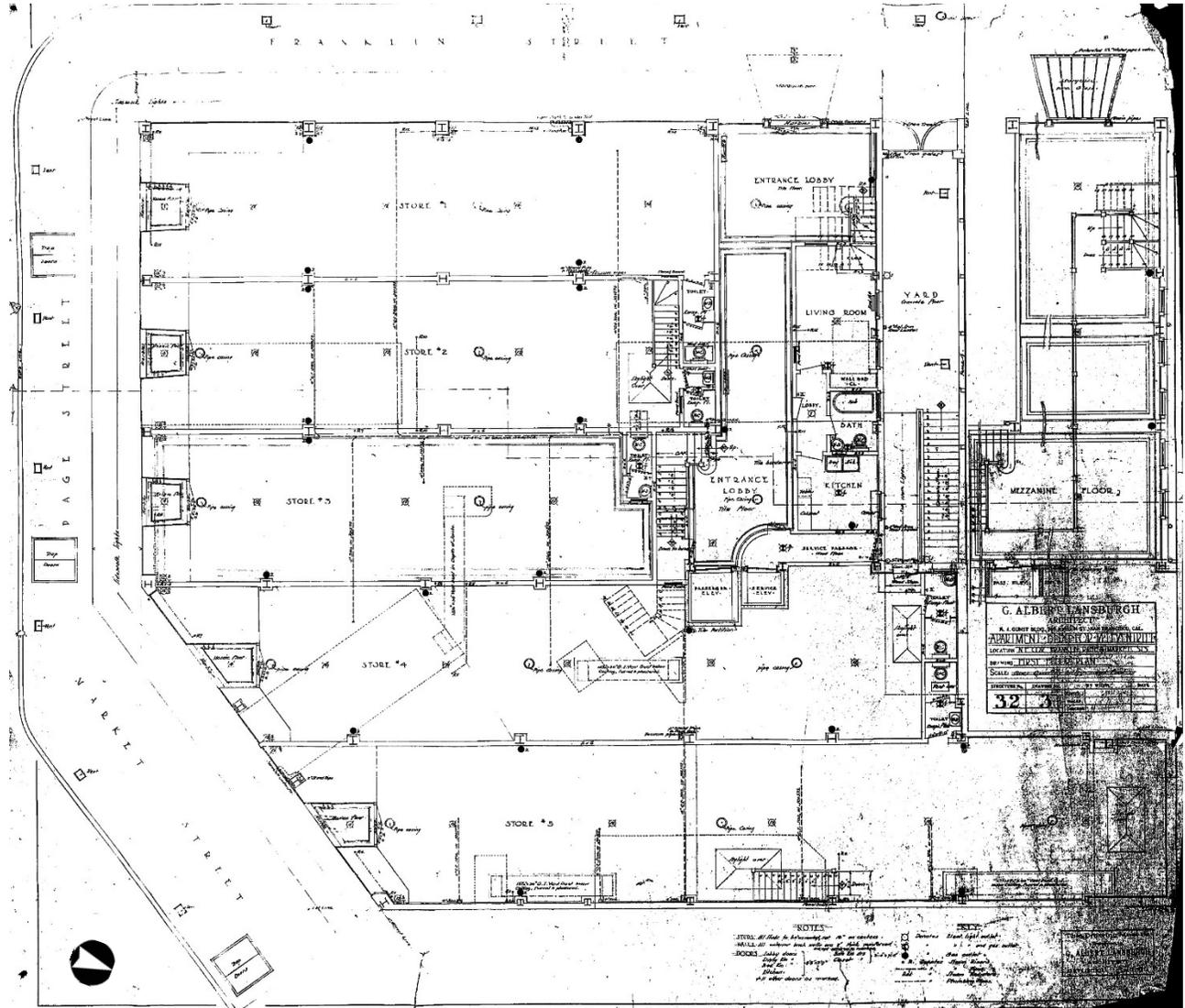
**Figure 3.** Historic drawing, 1911. Drawing of the west façade by G. Albert Lansburgh. Source: City of San Francisco Department of Building Inspection.



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**Figure 4.** Historic drawing, 1911. Drawing of the ground floor plan by G. Albert Lansburgh.  
Source: City of San Francisco Department of Building Inspection.





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**Figure 6.** Historic photograph of 20 Franklin Street, 1912. The commercial storefronts facing Market and Page streets are at the ground floor. Source: *San Francisco Examiner*, December 1, 1912.



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**Figure 7.** San Francisco Assessors Office photograph of 20 Franklin Street, view northeast from intersection of Franklin and Page streets, 1952. The building's residential entry is at the lower left. Source: San Francisco Public Library.



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**Photo 1.** West portion of south façade, view north from Market Street.



**Photo 2.** East portion of south façade and east elevation, view west from Market Street.



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**Photo 3.** West façade and west portion of south façade, view northeast from Market Street.



**Photo 4.** West façade, view southeast from Franklin Street.



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**Photo 5.** Storefronts and second story, west portion of south façade, view northwest from Market Street.



**Photo 6.** Detail of pediment feature at light well, east portion of south façade, view northwest.



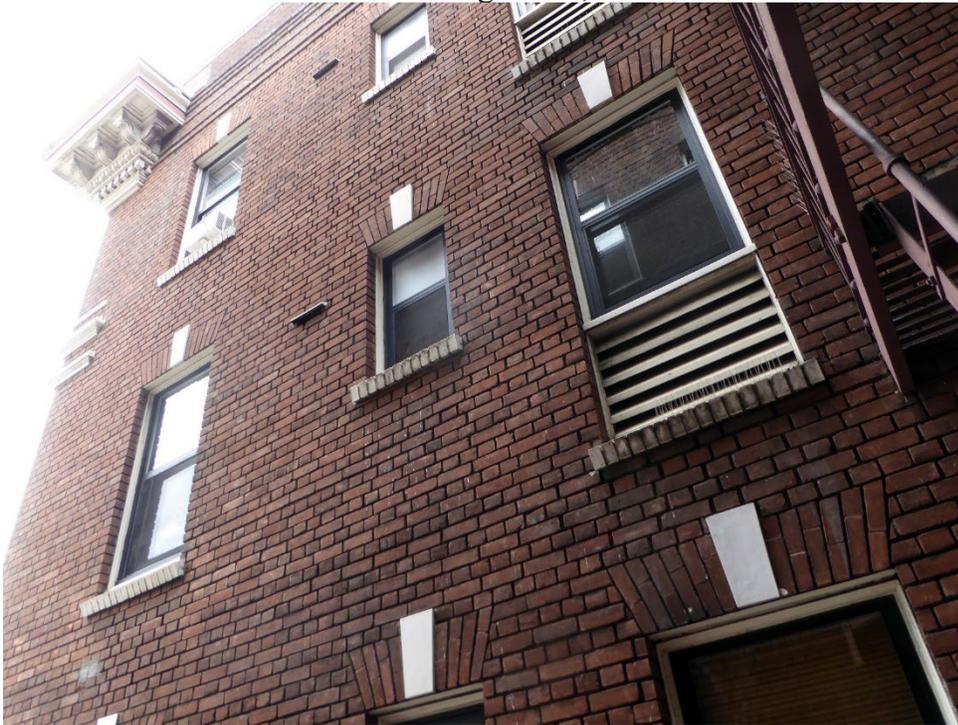
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**Photo 7.** Detail of sixth-story windows, cornice, and parapet at east portion of south façade, southeast corner of building, view northwest.



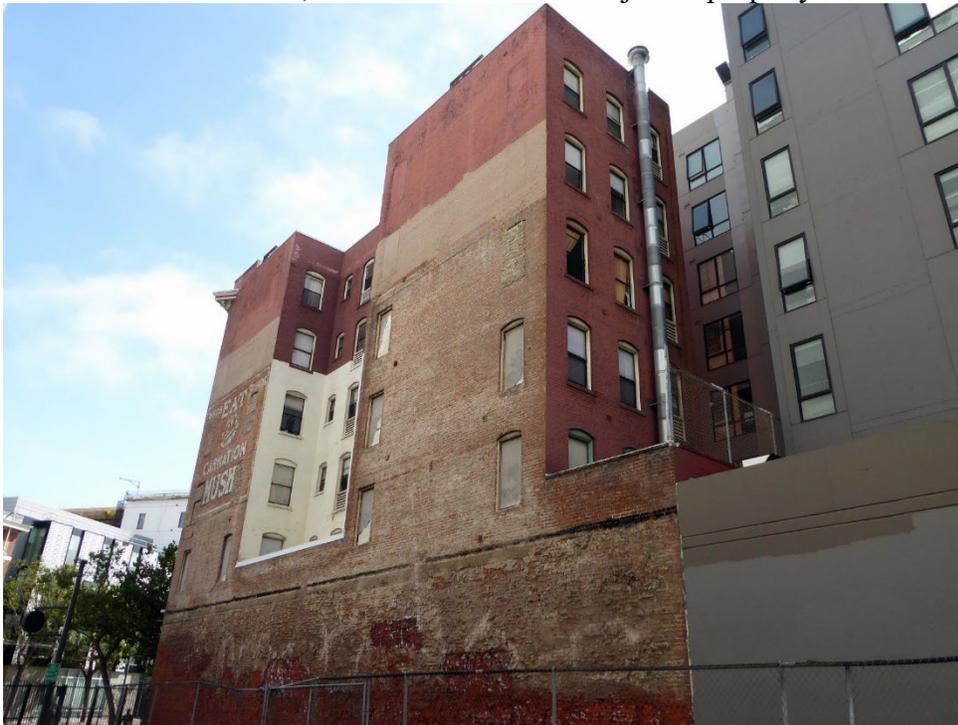
**Photo 8.** West wall of southeastern light well, view west from third floor window.



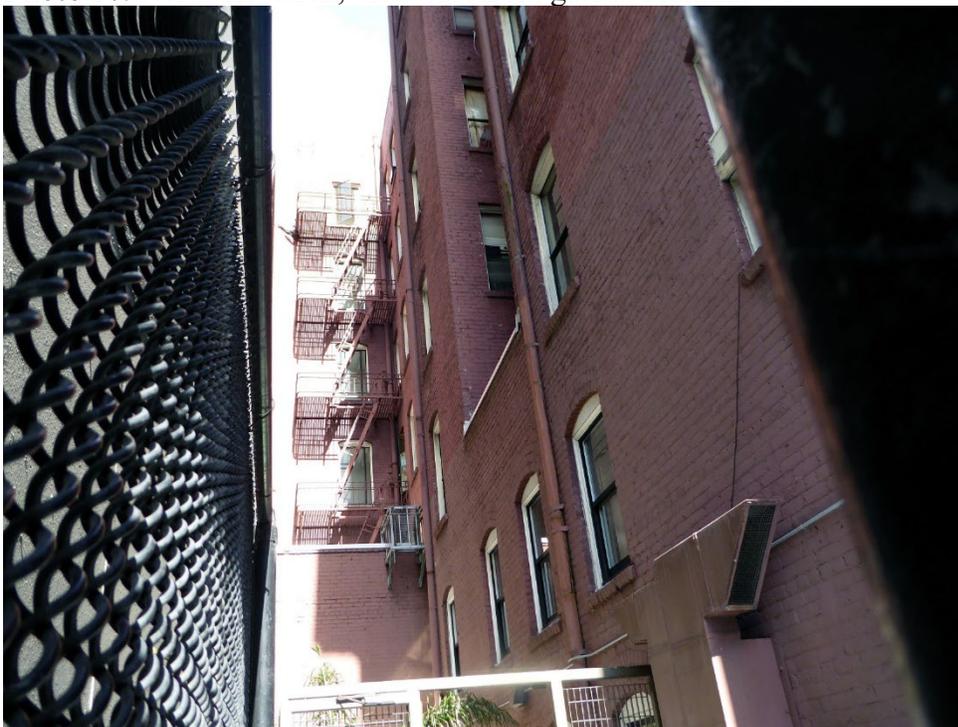
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**Photo 9.** East elevation, view southwest from adjacent property.



**Photo 10.** North elevation, view east from gate at Franklin Street.



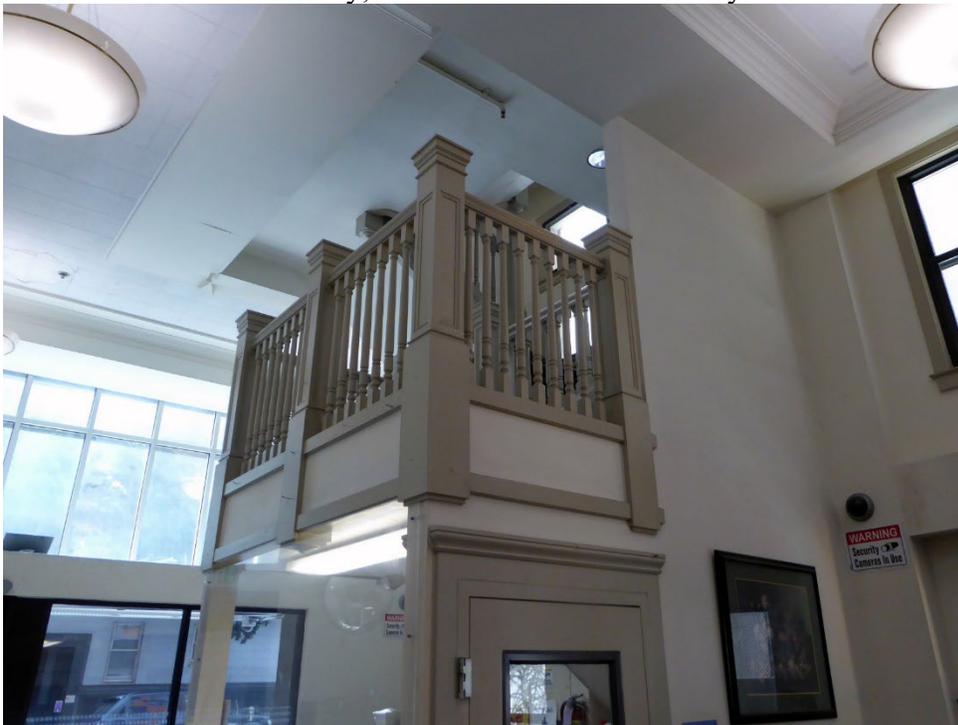
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**Photo 11.** Residential lobby, view east away from Franklin Street entrance.



**Photo 12.** Residential lobby, view northwest to secondary staircase.



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**Photo 13.** Residential lobby, view towards elevators.



**Photo 14.** Interior of commercial unit addressed 1592 Market Street, view north.



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**Photo 15.** Interior of commercial unit addressed 1586 Market Street, view north.



**Photo 16.** Third floor staircase and elevator lobby, view northeast.



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**Photo 17.** Radiused corner at fourth floor, view southwest.



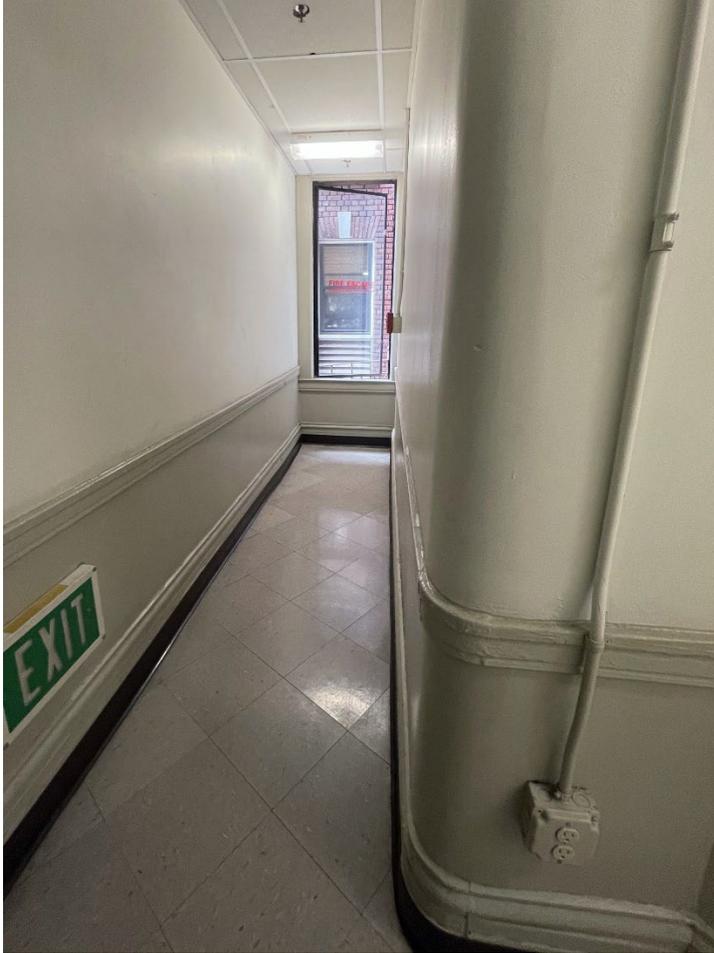
**Photo 18.** Radiused corner at fifth floor, view northeast.



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**Photo 19.** Fourth floor corridor, view southwest toward light well near Unit 412.



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**Photo 20.** Interior of Unit 209-210, view southwest.



**Photo 21.** Interior of Unit 306, view southwest.

