TREANORHL

141 3RD AVENUE, DALY CITY, CALIFORNIA

HISTORIC RESOURCES EVALUATION

DRAFT

JANUARY 15, 2021

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1. INTRODUCTION

David J. Powers & Associates has requested that TreanorHL assess the property located at 141 3rd Avenue in Daly City (APN 006254030) for its eligibility as a historic resource as defined by the California Environmental Quality Act (CEQA). A proposed project would demolish the existing single-family house on the parcel and construct new townhomes. The parcel has not been identified on any national, state, county, or city historic resources inventory. Daly City does not maintain any local criteria for evaluation and relies on the California Register of Historical Resources (CRHR) criteria for determining eligibility of historic resources. The following report provides an evaluation of the subject property's potential eligibility to be individually listed in the CRHR.

2. SUMMARY OF FINDINGS

Upon completion of the survey and archival work, the property at 141 3rd Avenue in Daly City appears individually eligible for listing on the CRHR under Criterion 1 for its association with the Italian flower industry in Daly City and the Bay Area. The period of significance is from ca. 1920 to ca. 1945 when it was owned and/or operated by Italian nurseryman Valentino Tosetti. However, the property does not retain sufficient integrity to communicate its significance since the integrity of feeling, association, and setting has been significantly diminished after demolition of the greenhouses in the 1970s. Therefore, the property is not eligible as a historic resource as defined by CEQA.

3. METHODOLOGY

TreanorHL conducted a site visit on December 9, 2020 to evaluate the existing conditions, historic features, and architectural significance of the property. Due to the Covid-19 shelter-in-place order, TreanorHL was not able to conduct in-person research at local libraries or archives. In order to evaluate the historic significance of the properties, available online research was completed including consultation of local city directories, Sanborn fire insurance maps, historical aerials and photographs, newspaper articles, County of San Mateo Assessor-County Clerk-Recorder, Daly City Building Division, and various other online repositories.

4. PROPOSED PROJECT DESCRIPTION

The project proposes a General Plan amendment for a rezoning of the 0.71-acre project site at 141 3rd Avenue. The existing house on the parcel will be demolished and 15 new three-story townhomes, each with a two-car tandem garage, will be constructed. The project would include a 120-foot hammerhead dead-end fire apparatus turn-around access road, associated private driveways, landscaping, and civil and utility improvements.[1]

5. PROPERTY DESCRIPTION

The 141 3rd Avenue property is located in Daly City, three blocks east of Mission Street—the north-south arterial running through the city. Located on the western side of the block bounded by Castle Street to the north, 3rd Avenue to the west, E. Market Street to the south, and Hillside Boulevard to the east, the subject property is an irregularly shaped lot. A single-family house stands at the north end and the rest of the parcel remains vacant.

[1] Project information received from David J. Powers & Associates, Inc. via email on December 16, 2020.

The house is set back approximately 25 feet from the sidewalk and has a fenced backyard. The subject block and the surrounding area consist of a mix of low-rise row houses and commercial buildings.

The one-story over garage house at 141 3rd Avenue is rectangular in plan. While the hipped roof has a simple form at the rear, it features a gable-on-hip shape at the front elevation. The house is clad in horizontal wood siding. Although the windows are currently plywood-covered, they appear, based upon earlier street views on Google Maps, to be wood double-hung units, with lambs-tongue details at the upper sash.

The primary (west) façade features a central staircase leading to the centered entry door on the upper floor. This door is flanked by projecting angled bays, between which is a small entry porch. Although the trims are also covered by the plywood panels, Google maps shows them to be simple flat board elements. A small, two-part, horizontally oriented rectangular window is centered in the gable end. Its operation is unclear. On the lower floor, a garage door is located to the south of the staircase and a window to the north, both boarded-up.

The rear (east) elevation is in poor condition. A dilapidated shed-roofed porch is centered at the upper floor, accessed by a wooden staircase, and protected by a poorly constructed shed roof. All openings have been boarded over, some with old doors. Paint is peeling, exposing bare wood on approximately 10% of the cladding.

The south façade, which faces a vacant lot, is mostly blank, with one window – again boarded over – at the upper story. A TV satellite dish attaches at the approximate center of the house, and a vent pipe mounts towards the rear corner. The north façade, facing the adjacent home, has a boarded-up window at the east end.

Figure 1. The subject property at 141 3rd Avenue in Daly City, outlined in red (Google Earth, imagery date March 2018).

Figure 2. The front (west) and south façades of 141 3rd Avenue.

Figure 3. The rear (east) and south façades.

Figure 4. Looking northeast at the single-family house, the vacant portion of the parcel visible in the foreground.

6. ARCHITECTURAL STYLES

Constructed ca. 1908, the subject building at 141 3rd Avenue is a simple vernacular agricultural cottage without a definitive architectural style.

7. SITE HISTORY

According to the San Mateo Assessor's Office records, the single-family house on the property was constructed ca. 1908.[2] Sanborn maps show that a series of glass and wood frame greenhouses, a small one-story accessory structure, and a two-story water tank were developed by 1926 to the east and south of the one-story over basement house. A boiler house to heat up the greenhouses was constructed at the southwest corner of the parcel in 1946. The appraisal report from the County records the house, a shed, a boiler house, and heated greenhouses in 1959. The property remained this way until at least 1975: according to the appraisal report on file, greenhouses were still in use and being rented in December 1975, but the boiler was inoperable, so space heaters were installed.[3] The 1926 and 1945 Sanborn maps note that the greenhouses on the property were owned or operated by V. Toseti (Valentino Tosetti according to public records).

The subject block was largely developed with greenhouses and a few dwellings in the early and mid-20th century. Most of the greenhouses were replaced by residences along Castle Street and Hillside Boulevard, and a shopping center was constructed at the south end of the block on Market Street in the 1970s. The greenhouses

[2] Unit Appraisal Report for 141 3rd Avenue (APN006254030), County of San Mateo Assessor-County Clerk-Recorder.

[3] Unit Appraisal Report for 141 3rd Avenue (APN006254030), County of San Mateo Assessor-County Clerk-Recorder; 1926 and 1945 Sanborn maps.

at 141 3rd Avenue were removed by 1980 and the rest of the parcel remained vacant.[4] The historical maps of the block and a brief construction chronology of the subject property are included below.[5]

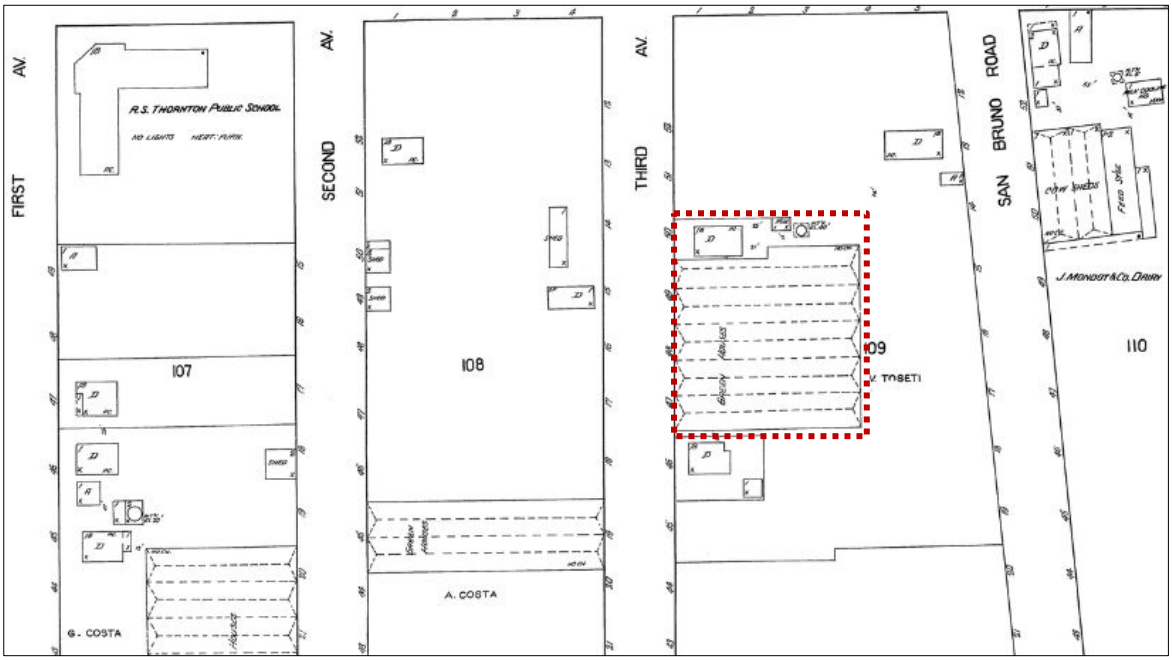

Figure 5. 1926 Sanborn map, the subject parcel outlined by the dashed red line.

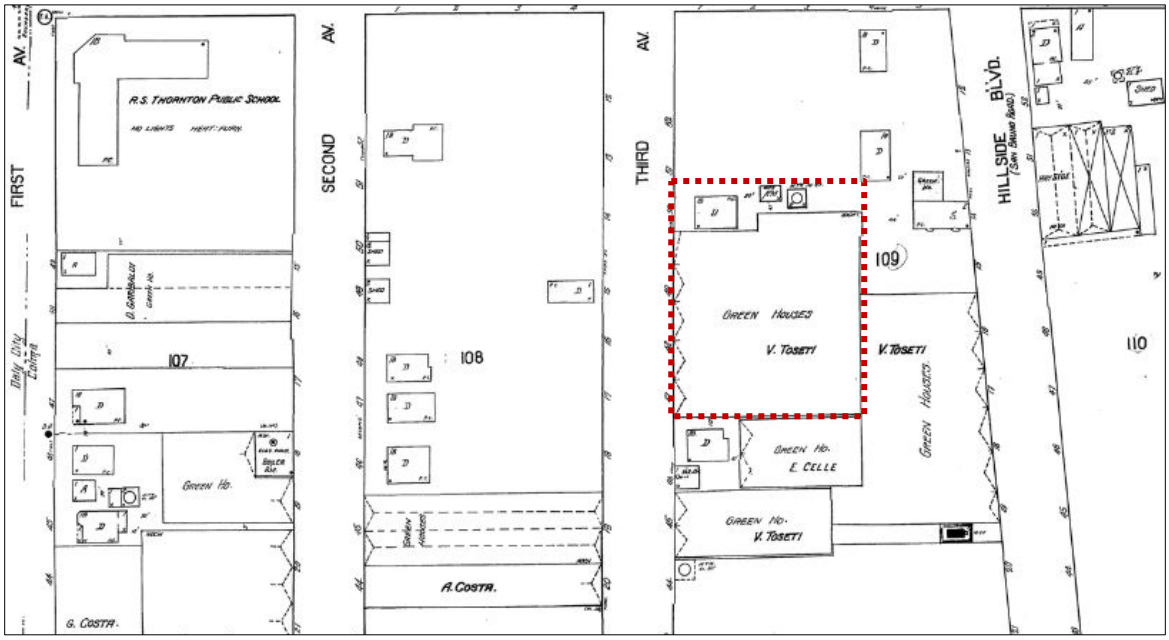

Figure 6. 1945 Sanborn map, the subject parcel outlined by the dashed red line.

[4] AEI Consultants, *Phase 1 Environmental Site Assessment* (October 1, 2020), pages 5-6, 20; 1926 and 1945 Sanborn fire insurance maps; Historic Aerials by NETR Online, https://www.historicaerials.com/viewer (accessed December 10, 2020).
[5] 200 and 2010 permits from City of Daly City Building Division.

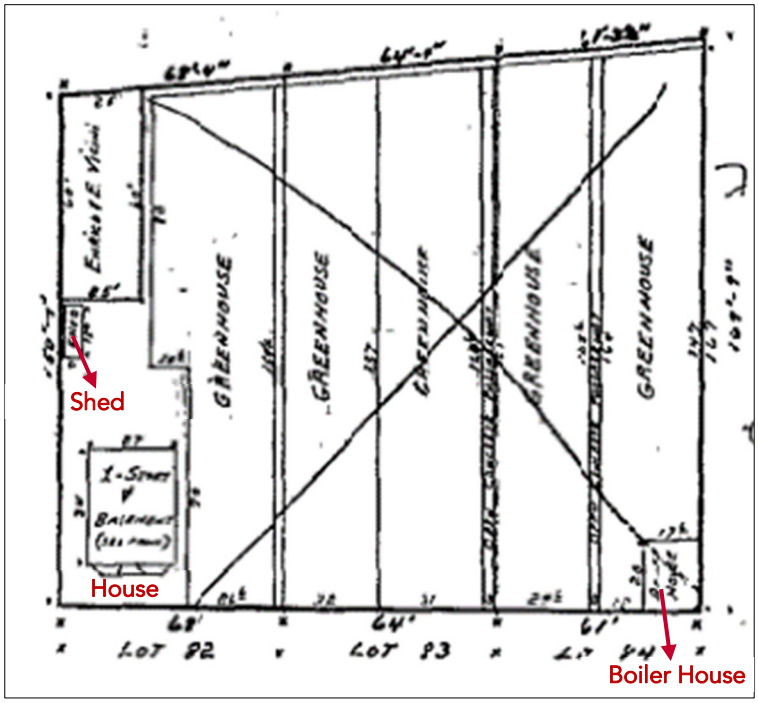

Figure 7. Sketch of the property, no date. County of San Mateo Assessor-County Clerk-Recorder.

Construction Chronology

Ca. 1908	The residence on parcel was constructed.
1920s	The greenhouses to the south of the residence were constructed.
1946	A boiler house to heat up the greenhouses was constructed.
Ca. 1975	The greenhouses were demolished.
2000	The sewer lateral from house to sidewalk was replaced. Permit #74023
2010	Electrical service change. Permit #12179

8. HISTORIC CONTEXT[6]

Much of Daly City occupies what were original Spanish land grants, largely uninhabited in the 18th century. After the Presidio was established as a military post and a mission was founded in what became San Francisco, European settlers started to inhabit this north peninsula. The area around San Bruno Mountain was used for cattle grazing. Mission road forked at the "top-of-the-hill" in Daly City, one route headed to the mission, the other to the Presidio. While other locations down the San Francisco Peninsula were being settled, very little was happening at the San Francisco-Daly City border. In the early 1850s, a few settlers claimed lands on the old Spanish grants. More settlers started to take residence in the area who sought a living from the soil or opened small businesses along Mission road.

[6] Unless noted, largely summarized from *History of Daly City*, www.dalycity.org (accessed December 9, 2020).

In 1868, John Daly purchased 250 acres at the "top-of-the-hill" and established San Mateo Dairy; becoming a prominent businessman and leader among the burgeoning population of the area. In the early 1860s, a railroad ran south to San Jose, passing around the westerly edge of Daly's ranch. Stores, hotels, butcher shops, and other businesses were established at the bottom of the hill, later supported by a new schoolhouse, railway station, and a Catholic church. The population was increasing and many of the newcomers were Italians growing crops. By the early 1890s streetcars were running from San Francisco to communities as far south as San Mateo, coming right over Daly's hill. It was not until the 1906 earthquake and fire in San Francisco that the population surged around the area. John Daly subdivided his property in 1907, and streets were quickly laid out. Daly City was incorporated in 1911. Streets were paved, sewers and a water system were introduced, a city hall was erected (1914, replaced in 1939)[7], police and fire departments were founded, and more schools were built.

The population gradually increased, but very little land had been added to Daly City by World War II. There was virtually no war industry within the city—the slight growth in Daly City came from temporary military boarding in people's homes. After World War II moderate-cost housing began in Daly City and the city grew rapidly. A San Francisco builder, Henry Doelger, purchased the land between the original Daly City's westerly edge to the ocean, and developed a community called Westlake (annexed to Daly City in 1948). Doelger and other builders continued building thousands of homes and satellite shopping centers. A Bay Area-wide rail system, a new freeway complex, and the use of almost all the open space on the westerly side of San Bruno Mountain for housing have raised the population of Daly City.

According to Sanborn maps, the subject block and its immediate surroundings were only 50% or less developed with single-family dwellings and greenhouses by 1926. Some names associated with these greenhouses include V. Tosetti, E. Celle, A. Costa, G. Costa, G. Nano, and J. Franzoia.[8] A public school at the intersection of First Avenue and Castle Street was constructed by 1926. A few more dwellings were added by 1945 but it was not until the 1970s and later that the block was developed with more houses and a strip mall.[9] The adjacent property to the south, 165 3rd Avenue, was developed with greenhouses from at least 1943 to 2002.[10] It was redeveloped with townhouses ca. 2005.

Flower Growing[11]

Historically, three groups, Japanese, Italian, and Chinese growers, have been the backbone of the flower industry in the Bay Area. Each group mastered different areas of floriculture and were based in a different geographical area: the Chinese handled asters, sweet peas, and pompoms on the San Francisco Peninsula; the Japanese covered chrysanthemums and greenhouse-grown cut flowers in the East Bay; and the Italians specialized in field grown varieties, such as violets and ferns in the Daly City and Colma area.[12]

San Francisco Bay Area's Italian flower growers started in the greens trade; Italians foraged through the Santa Cruz and Sonoma mountains for maidenhair ferns. Italian farmers, who were growing produce in the southern neighborhoods of San Francisco, began to sell ferns and their extra flowers to the restaurateurs and florists during summer and fall. The Italian American growers organized the San Francisco Fern Growers Association, which became the San Francisco Growers Association in 1923. The part-time activity of flower growing and foraging for ferns became profitable enough for many Italian growers to completely switch over to floriculture.

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[7] Samuel C. Chandler, "*Gateway to the Peninsula," A history of the City of Daly City* (City of Daly City, 1973), 102.
[8] 1926 and 1945 Sanborn maps.
[9] NETR Online and Sanborn maps.
[10] AEI Consultants, page 15.
[11] Largely summarized from Carey & Co., a TreanorHL Company, *San Francisco Flower Mart Historic Resource Evaluation Part 1 – Significance Evaluation* (October 31, 2017), 16-27.
[12] Gary Kawaguchi, *Living with Flowers: The California Flower Market History*, (San Francisco: California Flower Market, Inc., 1993), 30.

Over time, the Italian growers expanded into other field flowers such as stock, sweet peas, snapdragons, cornflowers, Italian and German irises, and daisies.[13]

The early growers of Daly City and Colma area were gardeners from Italy who planted flowers and marketed their crops in the nearby cities. By 1920, it was estimated that 20% of the land of northern San Mateo County was used for flower raising. The first flower growers planted their crops in the fields and protected them from the fog with cheesecloth. As the 20th century progressed, they started to construct greenhouses which allowed them to produce more varieties and to grow on a year-round basis. By 1944 one third of the $18 million agricultural output of the county was in flowers, many of them grown in the Colma-Daly City area. The production remained high despite the post-World War II housing developments and highways.[14]

9. ARCHITECT/BUILDER

Research did not reveal any design professionals or builders associated with the subject property.

10. OCCUPANCY HISTORY

According to Sanborn maps and federal censuses, Valentino Tosetti was associated with the property from at least 1920 to 1945. Born in Italy in 1893, he immigrated to the United States in 1910. Tosetti, together with his family, was listed in the 1920 and 1930 censuses as the gardener/nurseryman on 3rd Avenue, Daly City.[15] The unit appraisal report from the County notes that Tosetti sold the property in 1940 but it is possible that he continued to rent or operate the greenhouses in the 1940s.[16] His primary address was listed as Hillside Boulevard in Colma in the 1938 and 1940 records.[17] The address 141 3rd Avenue first appeared in the 1961 city directory; see table below for later occupancy history of the subject property.[18] The Chow family has owned the property since the 1960s, and the residence on site was occupied until 2019.[19]

Dates	Occupants
1961	R. Aguiniga
1970	Rios Augustine, Paulita, Petra, Philip
1981	M. Hernandez
1991	B. and Sara Moreno
2001	Ann Chow, Richard Morilla

11. REGULATORY FRAMEWORK

The regulatory background provided below offers an overview of state criteria used to assess historic significance.

[13] Kawaguchi, *Living with Flowers*, 33-34; Amy Stewart, *Flower Confidential* (Chapel Hill: Algonquin Books, 2007), 73.
[14] *Gateway to the Peninsula: A history of Daly City*, 59-60.
[15] Ancestry.com (accessed December 10, 2020).
[16] Unit Appraisal Report for 141 3rd Avenue (APN006254030), County of San Mateo Assessor-County Clerk-Recorder.
[17] Ancestry.com (accessed December 10, 2020).
[18] AEI Consultants, pages 17-18.
[19] AEI Consultants, page 26.

California Register of Historical Resources Criteria

The California Office of Historic Preservation's Technical Assistance Series #6, *California Register and National Register: A Comparison*, outlines the differences between the federal and state processes. The criteria to be used when establishing the significance of a property for listing on the California Register of Historical Resources (CRHR) are very similar, with emphasis on local and state significance. They are:

1. It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States; or
2. It is associated with the lives of persons important to local, California, or national history; or
3. It 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
4. It has yielded, or is likely to yield, information important to prehistory or history of the local area, California, or the nation.[20]

The CRHR requires the establishment of historic significance before integrity is considered. California's integrity threshold is slightly lower than the federal level. As a result, some resources that are historically significant but do not meet National Register of Historic Places (NRHP) integrity standards may be eligible for listing on the CRHR.[21]

California's list of special considerations is shorter and more lenient than the NRHP. It includes some allowances for moved buildings, structures, or objects, as well as lower requirements for proving the significance of resources that are less than 50 years old and a more elaborate discussion of the eligibility of reconstructed buildings.[22]

In addition to separate evaluations for eligibility for the CRHR, the state automatically lists on the CRHR resources that are listed or determined eligible for the NRHP through a complete evaluation process.[23]

Integrity

Second, for a property to qualify under the CRHR's Criteria for Evaluation, it must also retain "historic integrity of those features necessary to convey its significance."[24] While a property's significance relates to its role within a specific historic context, its integrity refers to "a property's physical features and how they relate to its significance."[25] To determine if a property retains the physical characteristics corresponding to its historic context, the NRHP has identified seven aspects of integrity (identified above under the NRHP criteria), which the CRHR closely follows.[26]

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[20] California Office of Historic Preservation, *California Register and National Register: A Comparison*, Technical Assistance Series 6, (Sacramento, 2001), 1.
[21] *California Register and National Register: A Comparison*.
[22] *California Register and National Register: A Comparison*, 2.
[23] All State Historical Landmarks from number 770 onward are also automatically listed on the California Register. California Office of Historic Preservation, *California Register of Historical Resources: The Listing Process*, Technical Assistance Series 5 (Sacramento, n.d.), 1.
[24] United States Department of the Interior, *How to Apply the National Register Criteria for Evaluation*, National Register Bulletin, No. 15 (Washington, D.C., 1997), 3.
[25] *How to Apply the National Register Criteria for Evaluation*, 44.
[26] *How to Apply the National Register Criteria for Evaluation*, 1.

Local Eligibility

Apart from some language in the Daly City General Plan, the City does not have any regulations regarding historic resources, or any ordinance that identifies local historic resources.[27] The General Plan defines *cultural resources* as "resources created by humans, that through events and places located within an area, describe the historic events that have contributed to the present culture of the City."[28] The policy on the historical and archaeological resources does not include any local criteria for evaluation, and specifies to comply with State statues related to historical and archaeological resources.[29] Therefore, the City relies on the CRHR criteria for determining eligibility of historic resources.

12. SIGNIFICANCE EVALUATION

Current Historic Status

The subject parcel at 141 3rd Avenue has not previously been identified on any local, state, or national historic resources inventory.

CRHR Significance Evaluation

Criterion 1 – Association with significant events

According to the San Mateo County records, the single-family house at 141 3rd Avenue was constructed ca. 1908 during the initial development of Daly City as a residential community. The area was established as an agricultural community in the late 19th century, but it was not until after the1906 earthquake that the population surged and the infrastructure was established. However, the subject building was not found to be individually representative of any important patterns of development within the Daly City area. Research has not revealed a significant association between the building and Daly City's early-20th century residential growth.

The residence at 141 3rd Avenue appears significant at the local level for its association with the Italian flower industry in the Bay Area from at least 1920 to 1940. Focusing on growing field flowers, the Italian flower industry was established in the Daly City and Colma area in the early 20th century. Over time, the growers started to construct greenhouses which allowed them to produce more varieties and to grow on a year-round basis. A series of greenhouses were located on the southern part of the subject parcel from at least ca. 1926 until their removal after 1974.

Therefore, the property at 141 3rd Avenue appears eligible for listing on the CRHR under Criterion 1 for its association with the Italian flower growers in Daly City. The period of significance is from ca. 1920 to ca. 1945 when it was owned and/or operated by Italian nurseryman Valentino Tosetti according to the federal censuses and Sanborn maps.

Criterion 2 – Persons

No persons of known historical significance appear to have been associated with the subject property. None of the owners or occupants have been identified as important to the history of Daly City or California. The property was associated with the Italian flower growers in the area: the 1920 and 1930 censuses list Valentino Tosetti, a gardener/nurseryman, and his family residing at this address. The 1926 and 1945 Sanborn maps also shows him as the owner or manager of the greenhouses on the parcel. However, the research has not revealed Tosetti as a

[27] City of Daly City, Department of Economic and Community Development, *Daly City 2030 General Plan* (Adopted March 25, 2013; Housing Element Revised March 9, 2015), 192.

[28] City of Daly City, *Daly City 2030 General Plan*, 174.

[29] City of Daly City, *Daly City 2030 General Plan*, 192.

significant individual associated with the flower industry in the Daly City area or California. Therefore, the property does not appear eligible for listing on the CRHR under Criterion 2.

Criterion 3 – Architecture and Construction

The house at 141 3rd Avenue is of common construction and materials with no notable or special attributes, and it does not possess high artistic value. Constructed ca. 1908, the vernacular agricultural cottage does not embody the distinctive characteristics of an architectural style. Also, the research did not reveal any design professionals associated with the initial design and/or construction of the building. Therefore, the property does not appear eligible for listing on the CRHR under Criterion 3.

Criterion 4 – Information Potential

Archival research provided no indication that the subject property has the potential to yield information important to the prehistory or history of the local area, California, or the nation. The subject property does not appear eligible for listing on the CRHR under Criterion 4.

Integrity

The property retains integrity of location since the residence on the parcel has not been moved. Even though the building was used as a residence until 2019, the subject property does not retain its integrity of association and feeling since it is no longer linked to the local flower industry: the greenhouses and the associated accessory structures were removed after 1975. The house itself has not received any major alterations and retains its residential scale and continues to illustrate the early 20th century vernacular agricultural cottage architecture. The building retains sufficient integrity of design, materials, and workmanship. The immediate integrity of setting for the property has been diminished since the greenhouses as well as the associated boiler house and the shed were removed after 1975. The integrity of overall neighborhood setting has also been significantly compromised since the early 20th century dwellings and the greenhouses on the block and its immediate surrounding were replaced by contemporary residential and commercial buildings after the 1970s. Overall, the property does not retain sufficient integrity to communicate its significance under Criterion 1 for its defined period of significance.

13. CONCLUSION

Based on the above evaluation of the subject property at 141 3rd Avenue in Daly City in reference to the CRHR criteria, the property appears individually eligible for the CRHR under Criterion 1 for its association with the Italian flower industry of Daly City and the Bay Area. The period of significance is from ca. 1920 to ca. 1945 when it was owned and/or operated by Italian nurseryman Valentino Tosetti. However, the property does not retain sufficient integrity to communicate its significance since the integrity of feeling, association, and setting has been significantly diminished after demolition of the greenhouses in the 1970s and the redevelop of the immediate area with contemporary residential and commercial buildings. Therefore, the property is not eligible as a historic resource as defined by CEQA.

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Chandler, Samuel C. "*Gateway to the Peninsula," A history of the City of Daly City*. City of Daly City, 1973.

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Google Earth.

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Kawaguchi, Gary. *Living with Flowers: The California Flower Market History*. San Francisco: California Flower Market, Inc., 1993.

National Park Service. *How to Apply the National Register Criteria for Evaluation, National Register Bulletin 15.* Washington, DC: United States Department of the Interior, 1997.

National Park Service. *How to Complete the National Register Registration Form, National Register Bulletin 16A.* Washington, DC: United States Department of the Interior, 1997.

Sanborn Fire Insurance Maps.

County of San Mateo Assessor-County Clerk-Recorder.

Stewart, Amy. *Flower Confidential.* Chapel Hill: Algonquin Books, 2007.

APPENDIX

DPR FORMS

State of California ▯ The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code

Other Review Code | Reviewer | Date | Listings

Page 1 **of** 9 ***Resource Name or #:** (Assigned by recorder) 141 3rd Avenue Daly City, CA
P1. Other Identifier:

***P2. Location:** **Not for Publication** ✓ **Unrestricted**
***a. County** San Mateo **and** (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)
***b. USGS 7.5' Quad** ____ **Date** ____ **T** ___; **R** ___; ___ **of** ___ **of Sec** ___; ____ **B.M.**
c. Address 141 3rd Avenue City Daly City Zip 94014
d. UTM: (Give more than one for large and/or linear resources) Zone ___, ____ mE/ ____ mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 006254030

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The 141 3rd Avenue property is located in Daly City, three blocks east of Mission Street—the north-south arterial running through the city. Located on the western side of the block bounded by Castle Street to the north, 3rd Avenue to the west, E. Market Street to the south, and Hillside Boulevard to the east, the subject property is an irregularly shaped lot. A single-family house stands at the north end and the rest of the parcel remains vacant. The house is set back approximately 25 feet from the sidewalk and has a fenced backyard. The subject block and the surrounding area consist of a mix of low-rise row houses and commercial buildings.

The one-story over garage house at 141 3rd Avenue is rectangular in plan. While the hipped roof has a simple form at the rear, it features a gable-on-hip shape at the front elevation. The house is clad in horizontal wood siding. Although the windows are currently plywood-covered, they appear, based upon earlier street views on Google Maps, to be wood double-hung units, with lambs-tongue details at the upper sash. (See Continuation Sheet.)

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)

***P3b. Resource Attributes:** (List attributes and codes)
***P4. Resources Present:** ✓ Building Structure Object Site District Element of District Other (Isolates, etc.)
P5b. Description of Photo: (view, date, accession #)
The front (west) façade, TreanorHL, December 2020.
***P6. Date Constructed/Age and Source:** ✓ Historic Prehistoric Both
ca. 1908, San Mateo Assessor's Office
***P7. Owner and Address:**
***P8. Recorded by:** (Name, affiliation, and address)
TreanorHL
460 Bush Street San Francisco, CA
***P9. Date Recorded:** Jan 15, 2021
***P10. Survey Type:** (Describe)
Intensive survey

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") TreanorHL, *141 3rd Avenue Daly City, CA, Historic Resources Evaluation – Draft,* January 15, 2021

***Attachments:** NONE Location Map ✓Continuation Sheet ✓Building, Structure, and Object Record
Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record
Artifact Record Photograph Record Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***Resource Name or #** (Assigned by recorder) 141 3rd Avenue Daly City, CA ***NRHP Status Code** _____
Page 2 **of** 9

B1. Historic Name: _____
B2. Common Name: 141 3rd Avenue Daly City, CA
B3. Original Use: Residential B4. Present Use: Vacant
***B5. Architectural Style:** Vernacular agricultural cottage
***B6. Construction History:** (Construction date, alterations, and date of alterations)
Constructed ca. 1908. A brief construction chronology of the subject property is included below.[1] (See Continuation Sheet.)

***B7. Moved?** ✓ **No** **Yes** **Unknown** **Date:** _____ **Original Location:** _____
***B8. Related Features:**

B9a. Architect: _____ b. Builder: _____
***B10. Significance: Theme** _____ **Area** _____
Period of Significance. _____ **Property Type** _____ **Applicable Criteria** _____
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

According to the San Mateo Assessor's Office records, the single-family house on the property was constructed ca. 1908.[2] Sanborn maps show that a series of glass and wood frame greenhouses, a small one-story accessory structure, and a two-story water tank were developed by 1926 to the east and south of the one-story over basement house. A boiler house to heat up the greenhouses was constructed at the southwest corner of the parcel in 1946. The appraisal report from the County records the house, a shed, a boiler house, and heated greenhouses in 1959. The property remained this way until at least 1975: according to the appraisal report on file, greenhouses were still in use and being rented in December 1975, but the boiler was inoperable, so space heaters were installed.[3] The 1926 and 1945 Sanborn maps note that the greenhouses on the property were owned or operated by V. Toseti (Valentino Tosetti according to public records).

The subject block was largely developed with greenhouses and a few dwellings in the early and mid-20th century. Most of the greenhouses were replaced by residences along Castle Street and Hillside Boulevard, and a shopping center was constructed at the south end of the block on Market Street in the 1970s. The greenhouses at 141 3rd Avenue were removed by 1980 and the rest of the parcel remained vacant.[4] (See Continuation Sheet.)

B11. Additional Resource Attributes: (List attributes and codes) _____

***B12. References:**
See Continuation Sheets.

B13. Remarks:

***B14. Evaluator:** TreanorHL
***Date of Evaluation:** January 15, 2021

(Sketch Map with north arrow required.)

(This space reserved for official comments.)

***P3a. Description, Continued:**

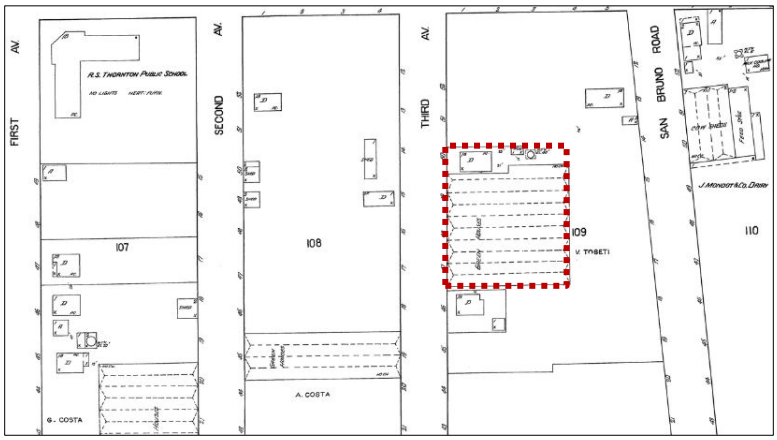
The primary (west) façade features a central staircase leading to the centered entry door on the upper floor. This door is flanked by projecting angled bays, between which is a small entry porch. Although the trims are also covered by the plywood panels, Google maps shows them to be simple flat board elements. A small, two-part, horizontally oriented rectangular window is centered in the gable end. Its operation is unclear. On the lower floor, a garage door is located to the south of the staircase and a window to the north, both boarded-up.

The rear (east) elevation is in poor condition. A dilapidated shed-roofed porch is centered at the upper floor, accessed by a wooden staircase, and protected by a poorly constructed shed roof. All openings have been boarded over, some with old doors. Paint is peeling, exposing bare wood on approximately 10% of the cladding.

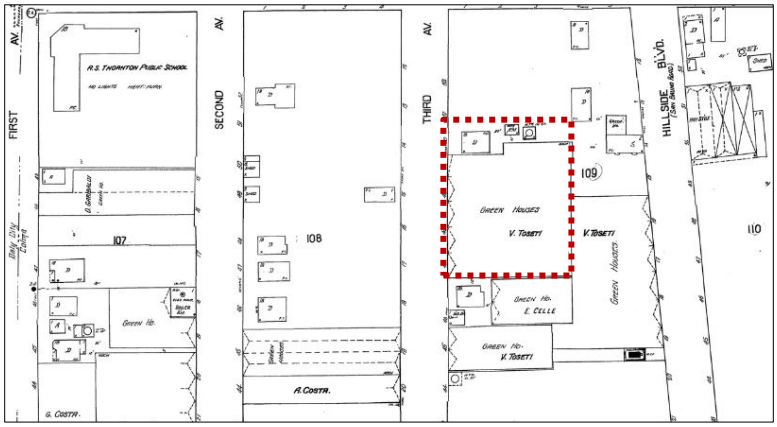
The south façade, which faces a vacant lot, is mostly blank, with one window – again boarded over – at the upper story. A TV satellite dish attaches at the approximate center of the house, and a vent pipe mounts towards the rear corner. The north façade, facing the adjacent home, has a boarded-up window at the east end.

***B6. Construction History, Continued:**

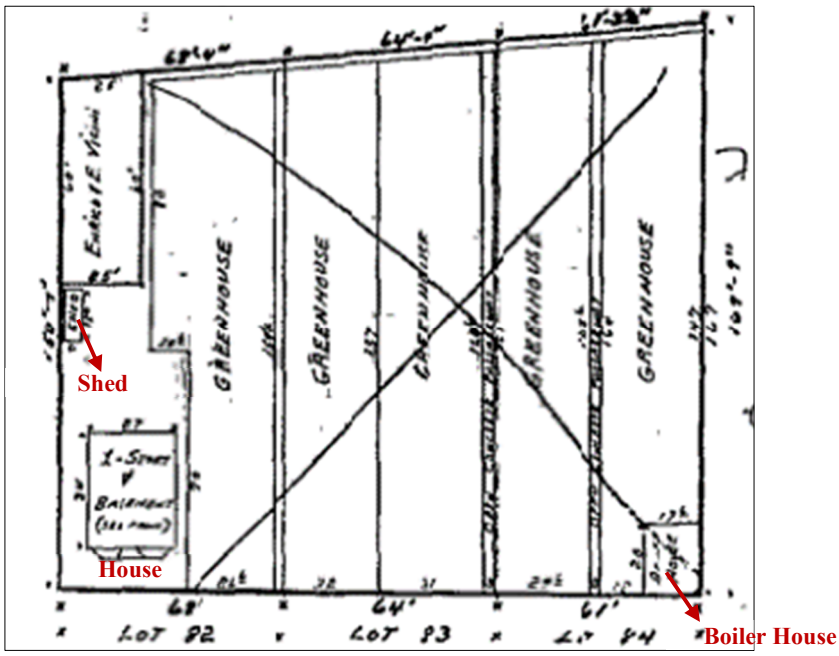
Ca. 1908	The residence on parcel was constructed.
1920s	The greenhouses to the south of the residence were constructed.
1946	A boiler house to heat up the greenhouses was constructed.
Ca. 1975	The greenhouses were demolished.
2000	The sewer lateral from house to sidewalk was replaced. Permit #74023
2010	Electrical service change. Permit #12179



1926 Sanborn map, the subject parcel outlined by the dashed red line.



1945 Sanborn map, the subject parcel outlined by the dashed red line.



Sketch of the property, no date. County of San Mateo Assessor-County Clerk-Recorder.

***B10. Significance, Continued:**

Historic Context[5]

Much of Daly City occupies what were original Spanish land grants, largely uninhabited in the 18th century. After the Presidio was established as a military post and a mission was founded in what became San Francisco, European settlers started to inhabit this north peninsula. The area around San Bruno Mountain was used for cattle grazing. Mission road forked at the "top-of-the-hill" in Daly City, one route headed to the mission, the other to the Presidio. While other locations down the San Francisco Peninsula were being settled, very little was happening at the San Francisco-Daly City border. In the early 1850s, a

few settlers claimed lands on the old Spanish grants. More settlers started to take residence in the area who sought a living from the soil or opened small businesses along Mission road.

In 1868, John Daly purchased 250 acres at the "top-of-the-hill" and established San Mateo Dairy; becoming a prominent businessman and leader among the burgeoning population of the area. In the early 1860s, a railroad ran south to San Jose, passing around the westerly edge of Daly's ranch. Stores, hotels, butcher shops, and other businesses were established at the bottom of the hill, later supported by a new schoolhouse, railway station, and a Catholic church. The population was increasing and many of the newcomers were Italians growing crops. By the early 1890s streetcars were running from San Francisco to communities as far south as San Mateo, coming right over Daly's hill. It was not until the 1906 earthquake and fire in San Francisco that the population surged around the area. John Daly subdivided his property in 1907, and streets were quickly laid out. Daly City was incorporated in 1911. Streets were paved, sewers and a water system were introduced, a city hall was erected (1914, replaced in 1939)[6], police and fire departments were founded, and more schools were built.

The population gradually increased, but very little land had been added to Daly City by World War II. There was virtually no war industry within the city—the slight growth in Daly City came from temporary military boarding in people's homes. After World War II moderate-cost housing began in Daly City and the city grew rapidly. A San Francisco builder, Henry Doelger, purchased the land between the original Daly City's westerly edge to the ocean, and developed a community called Westlake (annexed to Daly City in 1948). Doelger and other builders continued building thousands of homes and satellite shopping centers. A Bay Area-wide rail system, a new freeway complex, and the use of almost all the open space on the westerly side of San Bruno Mountain for housing have raised the population of Daly City.

According to Sanborn maps, the subject block and its immediate surroundings were only 50% or less developed with single-family dwellings and greenhouses by 1926. Some names associated with these greenhouses include V. Tosetti, E. Celle, A. Costa, G. Costa, G. Nano, and J. Franzoia.[7] A public school at the intersection of First Avenue and Castle Street was constructed by 1926. A few more dwellings were added by 1945 but it was not until the 1970s and later that the block was developed with more houses and a strip mall.[8] The adjacent property to the south, 165 3rd Avenue, was developed with greenhouses from at least 1943 to 2002.[9] It was redeveloped with townhouses ca. 2005.

Flower Growing[10]
Historically, three groups, Japanese, Italian, and Chinese growers, have been the backbone of the flower industry in the Bay Area. Each group mastered different areas of floriculture and were based in a different geographical area: the Chinese handled asters, sweet peas, and pompoms on the San Francisco Peninsula; the Japanese covered chrysanthemums and greenhouse-grown cut flowers in the East Bay; and the Italians specialized in field grown varieties, such as violets and ferns in the Daly City and Colma area.[11]

San Francisco Bay Area's Italian flower growers started in the greens trade; Italians foraged through the Santa Cruz and Sonoma mountains for maidenhair ferns. Italian farmers, who were growing produce in the southern neighborhoods of San Francisco, began to sell ferns and their extra flowers to the restaurateurs and florists during summer and fall. The Italian American growers organized the San Francisco Fern Growers Association, which became the San Francisco Growers Association in 1923. The part-time activity of flower growing and foraging for ferns became profitable enough for many Italian growers to completely switch over to floriculture. Over time, the Italian growers expanded into other field

flowers such as stock, sweet peas, snapdragons, cornflowers, Italian and German irises, and daisies.[12]

The early growers of Daly City and Colma area were gardeners from Italy who planted flowers and marketed their crops in the nearby cities. By 1920, it was estimated that 20% of the land of northern San Mateo County was used for flower raising. The first flower growers planted their crops in the fields and protected them from the fog with cheesecloth. As the 20th century progressed, they started to construct greenhouses which allowed them to produce more varieties and to grow on a year-round basis. By 1944 one third of the $18 million agricultural output of the county was in flowers, many of them grown in the Colma-Daly City area. The production remained high despite the post-World War II housing developments and highways.[13]

Architect/Builder
Research did not reveal any design professionals or builders associated with the property.

Architectural Style
Constructed ca. 1908, the subject building at 141 3rd Avenue is a simple vernacular agricultural cottage without a definitive architectural style.

Occupants
According to Sanborn maps and federal censuses, Valentino Tosetti was associated with the property from at least 1920 to 1945. Born in Italy in 1893, he immigrated to the United States in 1910. Tosetti, together with his family, was listed in the 1920 and 1930 censuses as the gardener/nurseryman on 3rd Avenue, Daly City.[14] The unit appraisal report from the County notes that Tosetti sold the property in 1940 but it is possible that he continued to rent or operate the greenhouses in the 1940s.[15] His primary address was listed as Hillside Boulevard in Colma in the 1938 and 1940 records.[16] The address 141 3rd Avenue first appeared in the 1961 city directory; see table below for later occupancy history of the subject property.[17] The Chow family has owned the property since the 1960s, and the residence on site was occupied until 2019.[18]

Dates	Occupants
1961	R. Aguiniga
1970	Rios Augustine, Paulita, Petra, Philip
1981	M. Hernandez
1991	B. and Sara Moreno
2001	Ann Chow, Richard Morilla

Current Historic Status

The subject parcel at 141 3rd Avenue has not previously been identified on any local, state, or national historic resources inventory.

Significance Evaluation

California Register of Historical Resources[19]

Criterion 1 – Association with significant events

According to the San Mateo County records, the single-family house at 141 3rd Avenue was constructed ca. 1908 during the initial development of Daly City as a residential community. The area was established as an agricultural community in the late 19th century, but it was not until after the1906 earthquake that the population surged and the infrastructure was established. However, the subject building was not found to be individually representative of any important patterns of development within the Daly City area. Research has not revealed a significant association between the building and Daly City's early-20th century residential growth.

The residence at 141 3rd Avenue appears significant at the local level for its association with the Italian flower industry in the Bay Area from at least 1920 to 1940. Focusing on growing field flowers, the Italian flower industry was established in the Daly City and Colma area in the early 20th century. Over time, the growers started to construct greenhouses which allowed them to produce more varieties and to grow on a year-round basis. A series of greenhouses were located on the southern part of the subject parcel from at least ca. 1926 until their removal after 1974.

Therefore, the property at 141 3rd Avenue appears eligible for listing on the CRHR under Criterion 1 for its association with the Italian flower growers in Daly City. The period of significance is from ca. 1920 to ca. 1945 when it was owned and/or operated by Italian nurseryman Valentino Tosetti according to the federal censuses and Sanborn maps.

Criterion 2 – Persons

No persons of known historical significance appear to have been associated with the subject property. None of the owners or occupants have been identified as important to the history of Daly City or California. The property was associated with the Italian flower growers in the area: the 1920 and 1930 censuses list Valentino Tosetti, a gardener/nurseryman, and his family residing at this address. The 1926 and 1945 Sanborn maps also shows him as the owner or manager of the greenhouses on the parcel. However, the research has not revealed Tosetti as a significant individual associated with the flower industry in the Daly City area or California. Therefore, the property does not appear eligible for listing on the CRHR under Criterion 2.

Criterion 3 – Architecture and Construction

The house at 141 3rd Avenue is of common construction and materials with no notable or special attributes, and it does not possess high artistic value. Constructed ca. 1908, the vernacular agricultural cottage does not embody the distinctive characteristics of an architectural style. Also, the research did not reveal any design professionals associated with the initial design and/or construction of the building. Therefore, the property does not appear eligible for listing on the CRHR under Criterion 3.

Criterion 4 – Information Potential

Archival research provided no indication that the subject property has the potential to yield information important to the prehistory or history of the local area, California, or the nation. The subject property does not appear eligible for listing on the CRHR under Criterion 4.

Integrity
The property retains integrity of location since the residence on the parcel has not been moved. Even though the building was used as a residence until 2019, the subject property does not retain its integrity of association and feeling since it is no longer linked to the local flower industry: the greenhouses and the associated accessory structures were removed after 1975. The house itself has not received any major alterations and retains its residential scale and continues to illustrate the early 20th century vernacular agricultural cottage architecture. The building retains sufficient integrity of design, materials, and workmanship. The immediate integrity of setting for the property has been diminished since the greenhouses as well as the associated boiler house and the shed were removed after 1975. The integrity of overall neighborhood setting has also been significantly compromised since the early 20th century dwellings and the greenhouses on the block and its immediate surrounding were replaced by contemporary residential and commercial buildings after the 1970s. Overall, the property does not retain sufficient integrity to communicate its significance under Criterion 1 for its defined period of significance.

Conclusion

Based on the above evaluation of the subject property at 141 3rd Avenue in Daly City in reference to the CRHR criteria, the property appears individually eligible for the CRHR under Criterion 1 for its association with the Italian flower industry of Daly City and the Bay Area. The period of significance is from ca. 1920 to ca. 1945 when it was owned and/or operated by Italian nurseryman Valentino Tosetti. However, the property does not retain sufficient integrity to communicate its significance since the integrity of feeling, association, and setting has been significantly diminished after demolition of the greenhouses in the 1970s and the redevelop of the immediate area with contemporary residential and commercial buildings. Therefore, the property is not eligible as a historic resource as defined by CEQA.

***B12. References (Endnotes):**

[1] 200 and 2010 permits from City of Daly City Building Division.

[2] Unit Appraisal Report for 141 3rd Avenue (APN006254030), County of San Mateo Assessor-County Clerk-Recorder.

[3] Unit Appraisal Report for 141 3rd Avenue (APN006254030); 1926 and 1945 Sanborn maps.

[4] AEI Consultants, *Phase 1 Environmental Site Assessment* (October 1, 2020), pages 5-6, 20; 1926 and 1945 Sanborn fire insurance maps; Historic Aerials by NETR Online, https://www.historicaerials.com/viewer (accessed December 10, 2020).

[5] Unless noted, largely summarized from *History of Daly City*, www.dalycity.org (accessed December 9, 2020).

[6] Samuel C. Chandler, "*Gateway to the Peninsula," A history of the City of Daly City* (City of Daly City, 1973), 102.

[7] 1926 and 1945 Sanborn maps.

[8] NETR Online and Sanborn maps.

[9] AEI Consultants, page 15.

[10] Largely summarized from Carey & Co., a TreanorHL Company, *San Francisco Flower Mart Historic Resource Evaluation Part 1 – Significance Evaluation* (October 31, 2017), 16-27.

[11] Gary Kawaguchi, *Living with Flowers: The California Flower Market History*, (San Francisco: California Flower Market, Inc., 1993), 30.

[12] Kawaguchi, *Living with Flowers*, 33-34; Amy Stewart, *Flower Confidential* (Chapel Hill: Algonquin Books, 2007), 73.

[13] *Gateway to the Peninsula: A history of Daly City*, 59-60.

[14] Ancestry.com (accessed December 10, 2020).

[15] Unit Appraisal Report for 141 3rd Avenue (APN006254030), County of San Mateo Assessor-County Clerk-Recorder.

[16] Ancestry.com (accessed December 10, 2020).

[17] AEI Consultants, pages 17-18.

[18] AEI Consultants, page 26.

[19] National Park Service, National Register Bulletin: How to apply the National Register criteria for evaluation, 75, https://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_2.htm (accessed April 26, 2017); California Office of Historic Preservation, California Register and National Register: A Comparison, Technical Assistance Series 6 (Sacramento, 2001), 1.