Finding Aid to the Ghirardelli Square Architectural Records, 1911-1979

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Finding Aid to the Ghirardelli Square Architectural Records, 1911-1979

Collection Number: BANC MSS 82/84 c

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University of California, Berkeley
Berkeley, California

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Date Completed:
July 2009

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Collection Summary
Collection Title: Ghirardelli Square architectural records
Date (inclusive): 1911-1979
Collection Number: BANC MSS 82/84 c
Creators : Roth, William M.
Extent: Number of containers: 1 carton, 8 volumes, 38 oversize folders, 16 rolls Linear feet: 16.25
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Abstract: Includes architectural drawings, clippings, photographs, proposals, and other materials documenting the history and development of the Ghirardelli Square commercial area in San Francisco. Volume 4 includes five photographs of the Ghirardelli pavilion at the Panama-Pacific International Exposition and one photograph of the Ghirardelli pavilion at the Golden Gate International Exposition. Also in Volume 4 are Ghirardelli advertising materials and photographs of Ghirardelli billboards. Volume 8 contains photographs of the reconstruction of the Ghirardelli buildings in the 1960s.

Languages Represented: Collection materials are in English

Physical Location: Many of the Bancroft Library collections are stored offsite and advance notice may be required for use. For current information on the location of these materials, please consult the Library's online catalog.

Access
Collection is open for research.

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Preferred Citation
[Identification of item], Ghirardelli Square Architectural Records, BANC MSS 82/84 c, The Bancroft Library, University of California, Berkeley.

Alternate Forms Available
There are no alternate forms of this collection.
Related Collections
Scenes at Ghirardelli Square, San Francisco, Calif., BANC PIC 1982.105--PIC

Separated Material
Photographs have been transferred to the Pictorial Collections of The Bancroft Library.

Indexing Terms
The following terms have been used to index the description of this collection in the library's online public access catalog.
Ghirardelli Square (San Francisco, Calif.)
Ghirardelli Chocolate Company
City planning--California--San Francisco
Chocolate factories--California--San Francisco
Ghirardelli Square (San Francisco, Calif.)--Pictorial works
Ghirardelli Chocolate Company--Pictorial works
Panama-Pacific International Exposition (1915 : San Francisco, Calif.)--Pictorial works
Golden Gate International Exposition (1939-1940 : San Francisco, Calif.)--Pictorial works
Architectural drawings.
Photographs.
Clippings.
Advertisements--Chocolate.

Acquisition Information
The Ghirardelli Square Architectural Records were given to The Bancroft Library by William M. Roth on January 25, 1982.

Accruals
No additions are expected.

System of Arrangement
Arranged to the container level.

Processing Information
Processed by Bancroft Library staff.

1817 Domingo Ghirardelli born in Rapallo, Italy
1849 Ghirardelli immigrates to California, following his former neighbor, James Lick. Ghirardelli successfully opens stores in San Francisco and Stockton.
Circa 1856 Ghirardelli opens a store on Jackson street. This store thrives for over 40 years.
1889 Ghirardelli signs the business over to his sons.
1899 Ghirardelli's sons build the "Chocolate Building" on property they purchased overlooking the San Francisco Bay.
1900 Construction of the "Cocoa Building."
1901 Construction of the "clock Tower."
1915 Construction of the "Power House."
1960s Golden Grain Macaroni Company purchases Ghirardelli Chocolate and relocates operations. William Matson Roth and his mother, Mrs. William P. Roth, purchase the entire Ghirardelli block. Ghirardelli Square opens and is considered the first successful adaptive reuse project in the country.

Scope and Content of Collection
Includes architectural drawings, clippings, photographs, proposals, and other materials documenting the history and the redevelopment of the Ghirardelli Square commercial area in San Francisco. Volume 4 includes five photographs of the Ghirardelli pavilion at the Panama-Pacific International Exposition and one photograph of the Ghirardelli pavilion at the Golden Gate International Exposition. Also in Volume 4 are Ghirardelli advertising materials and photographs of Ghirardelli billboards. Volume 8 contains photographs of the reconstruction of the Ghirardelli buildings in the 1960s.
Series 1 Architectural drawings 1910-1966

Physical Description: 16 rolls, 36 oversize folders

Arrangement
Arranged as received.

Scope and Content Note
Architectural drawings and small quantity of promotional sketches.

1. Underpinning and Shoring - East; Contractor's drawings (12) Undated

4. Exterior drawings (copies) (9), Wurster, Bernardi and Emmons - mainly exterior details 1965-1966

5. Building I - Original drawings (8), Wm. Mooser, architect of garage and residences for D. Ghirardelli & Co. Undated

6. Welfare Building (not built) - Blueprints Undated

7. Building 167 - Entrance for Mustard Building on North Point (Elevations & details), Wm. Mooser, architect Undated

Note
This is a copy. For original, see roll #15.

8. Pump House J - drawing on linen; Water Tower - drawings - paper, Wm. Mooser, architect 1911, undated

9. Loading Shed - Drawings (6) for structural steel work, Golden Gate Iron Works, contractors; Wm. Mooser, architect 1947

10. Loading Shed - Specifications - Wm. Mooser, architect (7 rough drawings) 1947

11. Woolen Mill - Building F - Loading plans only; Machine locations; 16 original drawings; Wm. Mooser, architect 1912

12. Façade - Original pencil drawings (3) - Wm. Mooser, architect Undated

Physical Description: fragile


Physical Description: Very fragile

14. Chocolate Building - D - Preliminary drawings (8) - Wm. Mooser, architect 1919-1921

Physical Description: Some are scotch-taped

15. North Point Street Entrances - Elevations and details; 2 drawings on linen - Wm. Mooser, architect Undated

16. Old Surveys - 8 original linen, paper, and blueprint sheets as well as copies of plans, etc. 1910-

18. Clock Tower - A; North-South-East Elevations - original tracings (3) Undated

20. Clock Tower - A; Montage of details - 1 blue line print and other in sepia tone Undated

21. Clock Tower - A; Original construction blueprints (not tracings) (11) Undated

22. Woolen Mill - Various details and tracings (13) Undated

23. Rex Goode & Associates - Sketches of buses (4) and prints (2) for carousel (cornice and layout detail for machinery) Undated

24. Nicolai Restaurant - obverse image copy of layout design (2 sheets) Undated

25. Woolen Mill - Plans and Elevations, original drawings (6) Undated
Series 1
Architectural drawings 1910-1966

Finding Aid to the Ghirardelli Square Architectural Records, 1911-1979

Oversize Drawer C, Folder 13
Roll 27

26. Old Box Factory - Foundation blueprint only Undated

Oversize Drawer C, Folder 14
Roll 27

27. Clock Tower - A; Montage of details (photostat) and photostat negative Undated

Oversize Drawer C, Folder 14
Roll 31

28. Box Factory - Foundation only (original drawing) Undated

Oversize Drawer B, Folder 33
Roll 32

29. 915 North Point - Black line copies of prints (6) containing obverse images of floor plans, etc. Undated

Oversize Drawer B, Folder 34
Roll 32

31. North Point Street - Exteriors (black line drawing copies of pencil sketches) (4) Undated

Oversize Drawer B, Folder 35
Roll 32

31. North Point Street - Exteriors (black line drawing copies of pencil sketches) (4) Undated

Oversize Drawer B, Folder 36
Roll 32

32. Clock Tower - A; Detail and Exterior (blue line copy) Undated

Oversize Drawer C, Folder 6
Roll 36

33. Apartment Building - Garage and residences - blue line drawing copies of floor plans and exteriors (19) Undated

Oversize Drawer C, Folder 15
Roll 36

34. La Pantera Restaurant - 2nd Floor - blue line copy of a layout drawing Undated

Oversize Drawer C, Folder 16
Roll 36

35. "North Point Building" - Various blueprints (8) including foundation and skylights Undated

Oversize Drawer C, Folder 17
Roll 36

36. Clock Tower - A; Plans and Details - Original black line drawings (9) Undated

Oversize Drawer C, Folder 22
Roll 37

37. Mustard Building - B and Chocolate Building - D; Two drawings, both of which are ozalids of original door detail drawings Undated

Oversize Drawer C, Folder 23
Roll 37

38. Loading Shed - Structural Steel Details; Golden Gate Iron Works, contractors (8 drawings) Undated

Oversize Drawer C, Folder 24
Roll 37

39. "Existing Conditions" - Site plans at Ghirardelli, levels 1-7; (18 sheets, including 2 copies of sheets 3-6, 7, & 10) Undated

Oversize Drawer C, Folder 25
Roll 37

40. Loading Shed - Structural Steel Details, Roof plan and Elevation (5 sheets, including 2 copies); one "General Plan" drawing and a copy of a structural steel detail Undated

Oversize Drawer C, Folder 26
Roll 37

41. Clock Tower - A - Detail and exterior (copy); Original drawing for overall site; Construction schedule; Mustard Building - Walks, stairs (east end) (2); a structural steel detail; Apartment Building - 1 - 2nd floor conversion floor plan; Garage - Suggested traffic pattern drawing Undated

Oversize Drawer C, Folder 27
Roll 37

42. Columns and Beams - Blueprints and black line drawings; basement to 4th story details and floor plans (11 total) Undated

Oversize Drawer C, Folder 28
Roll 37

43. Apartment Building - I; Floor plans (6); Elevations (5); original blueprint drawings Undated

Oversize Drawer C, Folder 29
Roll 37

44. Powerhouse Building - Floor plans (copies) (24) Undated

Oversize Drawer C, Folder 30
Roll 37

47. Powerhouse Building - Miscellany of original drawings (7 blackline) and blueprints (4) Undated

Oversize Drawer C, Folder 31
Roll 37

48. Welfare Building - Miscellany of original black line drawings (17) Undated

Oversize Drawer C, Folder 32
Roll 37

49. Ghirardelli Square - Artists' early concepts and renderings of the completed project; 28 sheets, copies mostly 1962, 1963, 1965

Oversize Drawer C, Folder 33
Roll 50

50. Chocolate Building - Miscellany - blueprints of floor plans, skylight, etc. (5); the rest are blackline drawings (7) of roof framing and foundation Undated

Oversize Drawer C, Folder 34
Roll 50

50. Chocolate Building - Miscellany - blueprints of floor plans, skylight, etc. (5); the rest are blackline drawings (7) of roof framing and foundation Undated

Oversize Drawer C, Folder 35
Roll 50

50. Chocolate Building - Miscellany - blueprints of floor plans, skylight, etc. (5); the rest are blackline drawings (7) of roof framing and foundation Undated

Oversize Drawer C, Folder 36
Roll 50

51. Warehouse Building - C; Water Tank only - original drawing Undated

Oversize Drawer C, Folder 37
Roll 50

52. Building Frames - Blueprints of supply and specifications charts for Western Iron Works, contractors (8) 1946

Oversize Drawer C, Folder 38
Roll 50

53. Powerhouse Building - Woolen Mill Building - Apartment Building; Floor plans, roof plans, elevations, etc. in sepia tone (14 sheets total); also, a survey sheet of "Ghirardelli Plant" with an obverse image copy of same Undated

Oversize Drawer C, Folder 39
Roll 50

54. Downtown San Francisco - aerial photograph (copy) Undated
Series 1 Architectural drawings 1910-1966

| Oversize Drawer                     | 55. Powerhouse - Original construction blueprints (15); Central Iron Works, contractors Undated |
| Oversize Drawer                     | 56. Chocolate Building - D - Addition; Original construction blueprints (34); Central Iron Works and Otis Elevator Co., contractors Undated |
| Oversize Drawer                     | 56. Chocolate Building - D - Addition; Original construction blueprints (34); Central Iron Works and Otis Elevator Co., contractors Undated |
| Oversize Drawer                     | 57. “Ghirardelli West” - Preliminary drawings (48, copies) for Phase II; John Matthias, design consultant 1966 |
| Roll 58                             | 32. Clock Tower - A; Detail and Exterior (blue line and sepia copies) 1914 |

Series 2 Related materials 1962-1979, undated

| Carton 1, Folder 1-26               | Newspaper clippings, memos regarding reconstruction project, small quantity of promotional ephemera 1962-1981 |
| Volume 1                            | Newspaper clippings 1962-1967 |
| Volume 2                            | Newspaper clippings 1976-1977 |
| Volume 3                            | Newspaper clippings 1963-1968 |
| Volume 4                            | Scrapbook of photographs, architectural drawings, planning papers, regarding the history and development of Ghirardelli Square from 1857 to 1968. Includes 5 photographs of Ghirardelli pavilion at the Panama-Pacific International Exposition and 1 photograph of Ghirardelli pavilion at the Golden Gate International Exposition. Also includes advertising materials and photographs of Ghirardelli billboards. circa 1968 |
| Volume 5                            | Scrapbook of exhibit pieces for redeveloped Ghirardelli Square. Many loose materials Undated |
| Volume 6                            | Scrapbook of “development ideas for Ghirardelli Block” Many loose materials Undated |
| Volume 7                            | Scrapbook of reconstruction project from 1962-1979, including photographs, plans, memos circa 1979 |
| Volume 8                            | Scrapbook of proposed banners for Ghirardelli Square circa 1979 |