

1 [Planning Code - Amending Landmark Designation of 140 Maiden Lane (aka V. C. Morris Gift  
2 Shop)]

3 **Ordinance amending the Landmark Designation of 140 Maiden Lane (aka V. C. Morris**  
4 **Gift Shop), Assessor's Block No. 0309, Lot 019, under Planning Code, Article 10; and**  
5 **affirming the Planning Department's determination under the California Environmental**  
6 **Quality Act; and making environmental findings, findings of public necessity,**  
7 **convenience and welfare, and findings of consistency with the General Plan, and the**  
8 **eight priority policies of Planning Code Section 101.1.**

9 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.  
10 **Additions to Codes** are in *single-underline italics Times New Roman font*.  
11 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.  
12 **Board amendment additions** are in double-underlined Arial font.  
13 **Board amendment deletions** are in ~~strikethrough Arial font~~.  
14 **Asterisks (\* \* \* \*)** indicate the omission of unchanged Code  
15 subsections or parts of tables.

16 Be it ordained by the People of the City and County of San Francisco:

17 (a) Pursuant to Section 4.135 of the Charter of the City and County of San  
18 Francisco, the Historic Preservation Commission has authority "to recommend approval,  
19 disapproval, or modification of landmark designations and historic district designations under  
20 the Planning Code to the Board of Supervisors."

21 (b) On February 5, 1975, Ordinance No. 22-75 designated 140 Maiden Lane (aka  
22 V. C. Morris Gift Shop), Assessor's Block No. 0309, Lot 019, as Landmark No. 72. That  
23 Ordinance, which is incorporated herein by reference, required "that the said Landmark  
24 should be preserved generally in all of its particular exterior features," but did not list all the  
25 character-defining features that have to be preserved in any amount of detail. Moreover, it did

1 not include any of the interior character-defining features as part of the Landmark  
2 Designation.

3 (c) Planning Department staff Shannon Ferguson, who meets the Secretary of  
4 Interior's Professional Qualification Standards, prepared the Landmark Designation Report for  
5 140 Maiden Lane, dated May 4, 2016, which was reviewed by Department staff Timothy Frye  
6 for accuracy and conformance with the purposes and standards of Article 10.

7 (d) The Historic Preservation Commission, at its regular meeting of May 4, 2016,  
8 reviewed Department staff's analysis of 140 Maiden Lane's historical significance per Article  
9 10 as part of the Landmark Designation Case Report dated May 4, 2016.

10 (e) On May 4, 2016, the Historic Preservation Commission passed Resolution No.  
11 761, initiating an amendment of the Landmark Designation for 140 Maiden Lane (aka V. C.  
12 Morris Gift Shop), Assessor's Block No. 0309, Lot 019, pursuant to Section 1004.1 of the San  
13 Francisco Planning Code. Such motion is on file with the Clerk of the Board in File No.  
14 160821 and incorporated herein by reference.

15 (f) On June 1, 2016, after holding a public hearing on the proposed amendment of  
16 the Landmark Designation and having considered the specialized analyses prepared by  
17 Planning Department staff and the Landmark Designation Case Report, the Historic  
18 Preservation Commission recommended approval of the proposed amendment to the  
19 Landmark Designation of 140 Maiden Lane (aka V. C. Morris Gift Shop), Assessor's Block No.  
20 0309, Lot 019, in Resolution No. 763. Such resolution is on file with the Clerk of the Board in  
21 File No. 160821.

22 (g) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the  
23 proposed amendment to the Landmark Designation of 140 Maiden Lane (aka V. C. Morris Gift  
24 Shop), Assessor's Block No. 0309, Lot 019, will serve the public necessity, convenience and  
25 welfare. for the following reasons:

1                   (A) The 140 Maiden Lane Landmark Designation Report, prepared by Planning  
2 Department staff and submitted to the Historic Preservation Commission, is in the form  
3 prescribed by the Historic Preservation Commission and contains supporting historic,  
4 architectural, and/or cultural documentation;

5                   (B) 140 Maiden Lane is significant for its architecture and as the work of master  
6 architect Frank Lloyd Wright;

7                   (D) 140 Maiden Street meets the eligibility requirements per Section 1004 of the  
8 Planning Code and warrants consideration for Article 10 landmark designation; and

9                   (E) The boundaries and the list of exterior and interior character-defining  
10 features, as identified in the Landmark Designation Report, should be considered for  
11 preservation under the proposed landmark designation as they relate to the building's  
12 historical significance and retain historical integrity.

13           (h)     The Board finds that the proposed amendment to the Landmark Designation of  
14 140 Maiden Lane (aka V. C. Morris Gift Shop), Assessor's Block No. 0309, Lot 019, is  
15 consistent with the San Francisco General Plan and with Planning Code Section 101.1(b) for  
16 the reasons set forth in Resolution No. 763, recommending approval of the proposed  
17 amendment of the Landmark Designation, which is incorporated herein by reference.

18           (i)     The Planning Department has determined that the actions contemplated in this  
19 Ordinance are in compliance with the California Environmental Quality Act (California Public  
20 Resources Code section 21000 et seq., "CEQA"). Specifically, the Planning Department has  
21 determined the proposed Planning Code amendment is subject to a Categorical Exemption  
22 from CEQA pursuant to Section 15308 of the Guidelines for Implementation of the statute for  
23 actions by regulatory agencies for protection of the environment (specifically in this case,  
24 landmark designation). Said determination is on file with the Clerk of the Board of  
25 Supervisors in File No. 160821 and is incorporated herein by reference.

1 (j) The Board of Supervisors hereby finds that 140 Maiden Lane (aka V. C. Morris  
2 Gift Shop), Assessor's Block No. 0309, Lot 019, has a special character and special historical,  
3 architectural, and aesthetic interest and value, and that this amendment to its Landmark  
4 Designation will further the purposes of and conform to the standards set forth in Article 10 of  
5 the San Francisco Planning Code.

6  
7 Section 2: Designation. Pursuant to Section 1004 of the Planning Code, the Landmark  
8 Designation for 140 Maiden Lane (aka V. C. Morris Gift Shop), Assessor's Block No. 0309,  
9 Lot 019 under Article 10 of the Planning Code is hereby amended.

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11 Section 3. Required Data.

12 (a) The description, location, and boundary of the Landmark site consists of the City  
13 parcel located at 140 Maiden Lane (aka V. C. Morris Gift Shop), Assessor's Block No. 0309,  
14 Lot 019, in San Francisco's Downtown area.

15 (b) The characteristics of the Landmark that justify its designation are described and  
16 shown in the Landmark Designation Case Report and other supporting materials contained in  
17 Planning Department Case Docket No. 2015-007181OTH. In brief, 140 Maiden Lane (aka V.  
18 C. Morris Gift Shop), Assessor's Block No. 0309, Lot 019, is eligible for local designation  
19 under National Register of Historic Places Criterion C (as it embodies distinctive  
20 characteristics of a type, period, or method of construction, conveys high artistic values, and  
21 represents the work of a master architect). Specifically, amendment to the designation of the  
22 V. C. Morris Gift Shop is proper as the building, both the exterior and interior, is significant for  
23 its architecture and as the work of master architect Frank Lloyd Wright.

24 Wright's design for the V. C. Morris Gift Shop breaks the rules of conventional  
25 department store design. Instead of a visually open storefront and open floor plan, the

1 building's solid brick façade with narrow arched tunnel entrance gives no indication of the  
2 interior's double-height, mezzanine-ringed, top-lit circular interior space with distinct sales  
3 areas. It is the first building to be constructed using what became his favorite structural shape,  
4 the spiral, which dominated his work throughout his final years. The façade of the V. C. Morris  
5 Gift Shop was also the first time Wright incorporated the Romanesque arch in five decades, a  
6 design motif which he had often used in his early work.

7 Frank Lloyd Wright is by far the most well-known and influential American architect.  
8 Although Wright produced several designs for other buildings in San Francisco, the V. C.  
9 Morris Gift Shop is the only one that was realized. The V. C. Morris Gift Shop is also  
10 significant as a rare extant Modern building designed by the master architect.

11 (c) The particular features that shall be preserved, or replaced in-kind as  
12 determined necessary, are those generally shown in photographs and described in the  
13 Landmark Designation Case Report, which can be found in Planning Department Docket No.  
14 2015-007181OTH, and which are incorporated in this designation by reference as though fully  
15 set forth. Specifically, the following features shall be preserved or replaced in kind:

16 (1) The exterior elevation facing Maiden Lane, including but not limited to form,  
17 massing, structure, architectural ornament and materials, and identified as:

18 (A) Rectangular building plan and boxy, stout massing;

19 (B) Nearly flat, windowless façade;

20 (C) Vertical band of raised bricks with illuminated voids;

21 (D) Arched opening with four concentric bands of stretcher course bricks;

22 (E) White translucent squares with raised key design below horizontal band  
23 of coping;

24 (F) Recessed barrel vaulted entry with curved glass, planter and flush wall  
25 sign at entrance arch;

1 (G) Buff colored stretcher brick cladding; and

2 (H) Flat roof with two ridge type skylights.

3 (2) The character-defining interior features of the building at 140 Maiden Lane,  
4 which have historically been accessible to the public, include:

5 (A) Two-story volume;

6 (B) Curved interior walls;

7 (C) Recessed barrel vaulted entry with curved glass and display shelf;

8 (D) Carpeted spiral ramp with circular wall openings and niches;

9 (E) Acrylic plastic concave and convex domes held by brass tubing at ceiling;

10 (F) Brass hanging planter;

11 (G) Built-in mahogany shelves, cabinets, and benches;

12 (H) Rough textured cement plaster wall cladding painted a light neutral color;

13 and

14 (I) Rectangular and square concrete floor slabs laid in an irregular pattern on  
15 the first floor and carpet at the second floor

16 (J) Oval light fixtures on the first floor

17 (K) Pneumatic tube at first and second floors.

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19 Section 4. The property shall be subject to further controls and procedures pursuant to  
20 the San Francisco Planning Code and Article 10.

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22 Section 5. Effective Date. This ordinance shall become effective 30 days after  
23 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
24 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
25 of Supervisors overrides the Mayor's veto of the ordinance.

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APPROVED AS TO FORM:  
DENNIS J. HERRERA, City Attorney

By: \_\_\_\_\_  
ANDREA RUIZ-ESQUIDE  
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