

File No. 180720 Committee Item No. 6  
 Board Item No. 3

**COMMITTEE/BOARD OF SUPERVISORS**  
 AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation Committee Date October 1, 2018

Board of Supervisors Meeting Date October 23, 2018

Cmte Board

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| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget and Legislative Analyst Report        |
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**OTHER (Use back side if additional space is needed)**

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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>HPC Reso No. 944 032118</u>        |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>HPC Reso No. 952 041818</u>        |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PLN Recommendation Memo 041818</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PLN Case Rpt 032118</u>            |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>DRAFT Landmark Designation Rpt</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Hearing Notice 092418</u>          |
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Completed by: Erica Major Date September 27, 2018  
 Completed by: Erica Major Date October 11, 2018

1 [Planning Code - Landmark Designation - 228-248 Townsend Street (aka New Pullman  
2 Hotel)]

3 **Ordinance amending the Planning Code to designate 228-248 Townsend Street (aka**  
4 **New Pullman Hotel), Assessor's Parcel Block No. 3787, Lot No. 018, as a Landmark**  
5 **under Article 10 of the Planning Code; affirming the Planning Department's**  
6 **determination under the California Environmental Quality Act; and making public**  
7 **necessity, convenience, and welfare findings under Planning Code, Section 302, and**  
8 **findings of consistency with the General Plan, and the eight priority policies of**  
9 **Planning Code, Section 101.1.**

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

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

18 Section 1. Findings.

19 (a) CEQA and Land Use Findings.

20 (1) The Planning Department has determined that the proposed Planning Code  
21 amendment is subject to a Categorical Exemption from the California Environmental Quality  
22 Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section  
23 15308 of the Guidelines for Implementation of the statute for actions by regulatory agencies  
24 for protection of the environment (in this case, landmark designation). Said determination is  
25 on file with the Clerk of the Board of Supervisors in File No. 180720 and is incorporated herein  
by reference. The Board of Supervisors affirms this determination.

1 (2) Pursuant to Planning Code, Section 302, the Board of Supervisors finds that  
2 the proposed landmark designation of 228-248 Townsend Street (aka New Pullman Hotel),  
3 Assessor's Block No. 3787, Lot No. 018 ("New Pullman Hotel"), will serve the public  
4 necessity, convenience, and welfare for the reasons set forth in Historic Preservation  
5 Commission Resolution No. 952, recommending approval of the proposed designation, which  
6 is incorporated herein by reference.

7 (3) The Board finds that the proposed landmark designation of the New Pullman  
8 Hotel is consistent with the San Francisco General Plan and with Planning Code, Section  
9 101.1(b) for the reasons set forth in Historic Preservation Commission Resolution No. 952,  
10 recommending approval of the proposed designation, which is incorporated herein by  
11 reference.

12 (b) General Findings.

13 (1) Pursuant to Section 4.135 of the Charter of the City and County of San  
14 Francisco, the Historic Preservation Commission has authority "to recommend approval,  
15 disapproval, or modification of landmark designations and historic district designations under  
16 the Planning Code to the Board of Supervisors."

17 (2) On August 17, 2016, the Historic Preservation Commission added the New  
18 Pullman Hotel to the Landmark Designation Work Program.

19 (3) The Landmark Designation Report was prepared by Planning Department  
20 preservation staff. All preparers meet the Secretary of the Interior's Professional Qualification  
21 Standards for historic preservation program staff, as set forth in Code of Federal Regulations  
22 Title 36, Part 61, Appendix A. The report was reviewed for accuracy and conformance with  
23 the purposes and standards of Article 10 of the Planning Code.

24 (4) The Historic Preservation Commission, at its regular meeting of March 21,  
25 2018, reviewed Department staff's analysis of the historical significance of the New Pullman

1 Hotel pursuant to Article 10 as part of the Landmark Designation Case Report dated March  
2 21, 2018.

3 (5) On March 21, 2018, the Historic Preservation Commission passed  
4 Resolution No. 944, initiating designation of the New Pullman Hotel as a San Francisco  
5 Landmark pursuant to Section 1004.1 of the Planning Code. Such resolution is on file with the  
6 Clerk of the Board of Supervisors in File No. 180720 and is incorporated herein by reference.

7 (6) On April 18, 2018, after holding a public hearing on the proposed  
8 designation and having considered the specialized analyses prepared by Planning  
9 Department staff and the Landmark Designation Case Report, the Historic Preservation  
10 Commission recommended approval of the proposed landmark designation of the New  
11 Pullman Hotel, by Resolution No. 952. Such resolution is on file with the Clerk of the Board in  
12 File No. 180720.

13 (7) The Board of Supervisors hereby finds that the New Pullman Hotel has a  
14 special character and special historical, architectural, and aesthetic interest and value, and  
15 that its designation as a Landmark will further the purposes of and conform to the standards  
16 set forth in Article 10 of the Planning Code. In doing so, the Board hereby incorporates by  
17 reference the findings of the Landmark Designation Report.

18  
19 Section 2. Designation.

20 Pursuant to Section 1004 of the Planning Code, 228-248 Townsend Street (aka New  
21 Pullman Hotel), Assessor's Block No. 3787, Lot No. 018, is hereby designated as a San  
22 Francisco Landmark under Article 10 of the Planning Code. Appendix A to Article 10 of the  
23 Planning Code is hereby amended to include this property.

24  
25 Section 3. Required Data.

1 Section 3. Required Data.

2 (a) The description, location, and boundary of the Landmark site consists of the City  
3 parcel located at 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block No.  
4 3787, Lot No. 018, in San Francisco's South Park neighborhood.

5 (b) The characteristics of the Landmark that justify its designation are described and  
6 shown in the Landmark Designation Report and other supporting materials contained in  
7 Planning Department Case Docket No. 2017-004023DES. In brief, the New Pullman Hotel is  
8 eligible for local designation as it is associated with events that have made a significant  
9 contribution to the broad patterns of our history and embodies distinctive characteristics of a  
10 type, period, or method of construction, or that represent a significant and distinguishable  
11 entity whose components may lack individual distinction. Specifically, designation of the New  
12 Pullman Hotel is proper, given it was the primary lodging venue in San Francisco for African  
13 American railroad workers, including Pullman porters and maids, during the first half of the  
14 twentieth century. As a group, Pullman porters and maids are nationally significant for  
15 establishing the first all-Black union in the country, contributing to the development of the  
16 African American middle class, and laying important foundations for the Civil Rights  
17 Movement. The New Pullman Hotel is the only known property in San Francisco that has  
18 strong associations with Pullman porters and maids. Designation of the New Pullman Hotel is  
19 also proper given it is a rare remaining example of the once numerous residential hotels built  
20 in the South of Market during the post-1906 earthquake and fire reconstruction period.

21 (c) The particular features that shall be preserved, or replaced in-kind as determined  
22 necessary, are those generally shown in photographs and described in the Landmark  
23 Designation Case Report, which can be found in Planning Department Docket No. 2017-  
24 004023DES, and which are incorporated in this designation by reference as though fully set  
25 forth. Specifically, the following features shall be preserved or replaced in kind:

1 All exterior elevations, form, massing, structure, roofline, architectural ornament and  
2 materials of the New Pullman Hotel identified as:

3 (1) Two-story, rectangular building plan;

4 (2) Existing flat roofline and entablature, including a projecting bracketed cornice,  
5 frieze, and architrave;

6 (3) Existing window and door openings on all three visible facades (west, south,  
7 and east elevations);

8 (4) Configuration of six existing storefronts at front façade, including an angled,  
9 recessed entryway with paired doors at southeast corner;

10 (5) Two entrances on front façade leading up to second floor;

11 (6) Horizontal, projecting wooden belt course on east elevation; and

12 (7) Wooden window surrounds on east elevation.  
13

14 Section 4. Effective Date. This ordinance shall become effective 30 days after  
15 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
16 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
17 of Supervisors overrides the Mayor's veto of the ordinance.  
18

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

21 By: 

22 VICTORIA WONG  
23 Deputy City Attorney

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25

LEGISLATIVE DIGEST

[Planning Code - Landmark Designation - 228-248 Townsend Street (aka New Pullman Hotel)]

**Ordinance amending the Planning Code to designate 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Parcel Block No. 3787, Lot No. 018, as a Landmark under Article 10 of the Planning Code; affirming the Planning Department's determination under the California Environmental Quality Act; and making public necessity, convenience, and welfare findings under Planning Code, Section 302, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.**

Existing Law

Under Article 10, Section 1004 of the Planning Code, the Board of Supervisors may, by ordinance, designate an individual structure that has special character or special historical, architectural, or aesthetic interest or value as a City landmark. Once a structure has been named a landmark, any construction, alteration, removal or demolition for which a City permit is required necessitates a Certificate of Appropriateness from the Historic Preservation Commission ("HPC"). (Planning Code Section 1006; Charter of the City and County of San Francisco, Section 4.135.) Thus, landmark designation affords a high degree of protection to historic and architectural structures of merit in the City. There are currently more than 270 individual landmarks in the City under Article 10, in addition to other structures and districts in the downtown area that are protected under Article 11. (See Appendix A to Article 10.)

228-248 Townsend Street is not currently designated as a City landmark under Planning Code Article 10.

Amendments to Current Law

The proposed legislation would amend the Planning Code to designate 228-248 Townsend Street (aka New Pullman Hotel) as a City landmark under Article 10 of the Planning Code.

The ordinance finds that the New Pullman Hotel is eligible for designation as a City landmark as it is associated with events that have made a significant contribution to the broad patterns of our history and embodies distinctive characteristics of a type, period, or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction. Specifically, designation of the New Pullman Hotel is proper given it is the only known remaining building in San Francisco associated with Pullman porters – African American railroad workers who established the first all-Black union in the country, contributed to the development of an African American middle class, and laid important foundations for the Civil Rights Movement. Designation of the New Pullman Hotel is also

FILE NO. 180720

proper given it is a rare and representative example of the residential hotels constructed in the South of Market following the 1906 earthquake and fire.

As required by Section 1004, the ordinance lists the particular exterior and interior features that shall be preserved, or replaced in-kind as determined necessary.

#### Background Information

The landmark designation was initiated by the HPC pursuant to its authority under the Charter to recommend approval, disapproval, or modification of landmark designations and historic district designations under the Planning Code to the Board of Supervisors.

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# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Resolution No. 952

HEARING DATE APRIL 18, 2018

*Case No.* 2017-004023DES  
*Project:* 228-248 Townsend Street (aka New Pullman Hotel)  
*Re:* Recommendation to Board of Supervisors  
*Staff Contact:* Desiree Smith (415) 575-9093  
[desiree.smith@sfgov.org](mailto:desiree.smith@sfgov.org)  
*Reviewed By:* Tim Frye – (415) 575-6822  
[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)

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Information:  
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### RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS ARTICLE 10 LANDMARK DESIGNATION OF 228-248 TOWNSEND STREET (AKA NEW PULLMAN HOTEL), ASSESSOR'S PARCEL BLOCK NO. 3787, LOT NO. 018, AS LANDMARK NO. XXX

1. WHEREAS, on August 17, 2016, the Historic Preservation Commission added 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, to the Landmark Designation Work Program; and
2. WHEREAS, Department staff, Desiree Smith, who meets the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Report for 228-248 Townsend Street which was reviewed by Department staff Tim Frye, who meets the Secretary of Interior's Professional Qualification Standards, for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of March 21, 2018 reviewed Department staff's analysis of 228-248 Townsend Street's historical significance per Article 10 as part of the Landmark Designation Case Report dated March 21, 2018 and initiated landmark designation process through Resolution 944; and
4. WHEREAS, the Historic Preservation Commission finds that the 228-248 Townsend Street nomination is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation; and
5. WHEREAS, the Historic Preservation Commission finds that 228-248 Townsend Street is eligible for local designation as it is the only known remaining building in San Francisco associated with Pullman porters – African American railroad workers who established the first all-Black union in the country, contributed to the development of an African American middle class, and laid important foundations for the Civil Rights Movement and it is a rare and representative

example of the residential hotels constructed in the South of Market following the 1906 earthquake and fire; and


6. WHEREAS, the Historic Preservation Commission finds that 228-248 Townsend Street meets two of the Historic Preservation Commission's four priorities for designation which are the designation of underrepresented property types and the designation of properties with strong cultural or ethnic associations; and
7. WHEREAS, the Historic Preservation Commission finds that 228-248 Townsend Street meets the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
8. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of exterior character-defining features, as identified in the Landmark Designation Report, should be considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity; and
9. Whereas, Article 10 Landmark designation fulfills objectives and policies of the Central SoMa Plan to protect and promote resources in the built environment that best represent the architectural, historical, and cultural contributions of the people of Central SoMa, today and of generations past, and
10. WHEREAS, the proposed designation is consistent with the General Plan priority policies pursuant to Planning Code sections 101.1 and 302; and furthers Priority Policy 7, which states that historic buildings be preserved; and
11. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical); and

Resolution No. 952  
April 18, 2018

Case No. 2017-004023DES  
228-248 Townsend Street

THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of landmark designation of 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018 pursuant to Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on April 18, 2018.



Jonas P. Ionin  
Commission Secretary

AYES: Black, Hyland, Johnck, Johns, Pearlman, Matsuda, Wolfram

NAYS: None

ABSENT: None

ADOPTED: April 18, 2018



**SAN FRANCISCO  
PLANNING DEPARTMENT**

**Historic Preservation Commission  
Resolution No. 944  
HEARING DATE MARCH 21, 2018**

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CA 94103-2479

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*Case No.* 2017-004023DES  
*Project:* 228-248 Townsend Street (aka New Pullman Hotel)  
*Re:* Initiation of Article 10 Landmark Designation  
*Staff Contact:* Desiree Smith (415) 575-9093  
[desiree.smith@sfgov.org](mailto:desiree.smith@sfgov.org)  
*Reviewed By:* Tim Frye -- (415) 575-6822  
[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)

**RESOLUTION TO INITIATE DESIGNATION OF 228-248 TOWNSEND STREET (AKA NEW PULLMAN HOTEL), ASSESSOR'S BLOCK 3787, LOT 018, AS ARTICLE 10 LANDMARK.**

1. WHEREAS, the Historic Preservation Commission, at its regular meeting of August 17, 2016, added 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, to the Landmark Designation Work Program;
2. WHEREAS, Department Staff who meets the Secretary of Interior's Professional Qualification Standards prepared the Landmark Designation Report for 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, which was reviewed for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of March 21, 2018, reviewed Department staff's analysis of 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, historical significance per Article 10 as part of the Landmark Designation Case Report dated March 21, 2018; and
4. WHEREAS, the Historic Preservation Commission finds that 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, nomination is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation; and

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby initiates designation of 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, as a Landmark pursuant to Article 10 of the Planning Code.

Resolution No. 944  
March 21, 2018

Case No. 2017-004023DES  
228-248 Townsend Street

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on March 21, 2018.



Jonas P. Ionin  
Commission Secretary

AYES: Black, Johns, Johnck, Hyland, Pearlman, Matsuda, Wolfram

NAYS: None

ABSENT: None

ADOPTED: March 21, 2018.



# SAN FRANCISCO PLANNING DEPARTMENT

HEARING DATE: April 18, 2018

CASE NUMBERS 2017-004023DES, 2017-002874DES, 2017-004129DES

PROJECT ADDRESSES 228-248 Townsend Street, 457 Bryant Street, 500-504 Fourth Street

BLOCKS/LOTS 3787/018, 3775/085, 3777/001

TO: Historic Preservation Commission

FROM: Desiree Smith, Shannon Ferguson, Frances McMillen  
Preservation Planner, (415) 575-9093, (415) 575-9074, (415) 575-9076

REVIEWED BY: Tim Frye  
Historic Preservation Officer, 415-575-6822

RE: Landmark Recommendation Resolution

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On March 21, 2018, the Historic Preservation Commission (HPC) adopted Resolution Nos. 944, 945, and 946 to initiate Article 10 landmark designation of 228-248 Townsend Street (New Pullman Hotel), 457 Bryant Street (Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall), and 500-504 Fourth Street (Hotel Utah). Under Article 10, initiation and recommendation are two distinct steps of the landmark designation process which require separate hearings and resolutions.

Attached are a draft Resolutions to recommend approval to the Board of Supervisors the designation of 228-248 Townsend Street (New Pullman Hotel), 457 Bryant Street (Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall), and 500-504 Fourth Street (Hotel Utah) as a San Francisco landmark under Article 10 of the Planning Code, Section 1004.1.

228-248 Townsend Street (New Pullman Hotel) is significant as one of the only remaining residential hotels built in the South of Market during the post 1906-earthquake and fire reconstruction period and which housed primarily itinerant and seasonal workers, in this case African American railroad workers including Pullman porters and maids. On a national scale, Pullman porters and maids established the first all-Black union in the country, contributed to the development of the African American middle class, and laid important foundations for the Civil Rights Movement. 228-248 Townsend Street is the only known property in San Francisco that contains strong associations with Pullman porters and maids. The building appears to meet one of the Historic Preservation Commission's priorities for designation, "the designation of properties with strong cultural or ethnic associations." The subject buildings have strong associations with the African American community.

457 Bryant Street (Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall) is significant as one of the early extant union halls in San Francisco that played an

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important role in the growth of organized labor in the city. Constructed shortly after the 1906 Earthquake and Fire, the building is also associated with the post disaster reconstruction era in San Francisco. The building does not appear to meet the Historic Preservation Commission's priorities for designation, however the building is significant for its association with important events and for its architecture

500-504 Fourth Street (Hotel Utah) is significant for its association with events and architecture. Hotel Utah is a rare remaining example of the numerous residential hotels built in the South of Market neighborhood in the late nineteenth and early twentieth centuries. Constructed largely to house itinerant and seasonal workers employed in nearby factories, industries and along the waterfront, the hotel is emblematic of a pattern of the development in SoMa that began in the mid-1800s and continued through the post-1906 earthquake and fire reconstruction. With its ornate millwork, rounded and angled bays, the Hotel Utah is also a striking example of Edwardian style architecture commonly employed in the design of residential hotel buildings constructed during the period. The building does not appear to meet the Historic Preservation Commission's priorities for designation; however the building is significant for its association with important events and for its architecture.

The Planning Department (Department) recommends adopting this Resolution.

**ATTACHMENTS:**

Draft Resolutions  
Draft Landmark Designation Reports  
Designation Ordinances  
March 21, 2018 Case Report  
Resolutions 944, 945, and 946



# SAN FRANCISCO PLANNING DEPARTMENT

## Landmark Designations Case Report

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b. Shannon Ferguson – (415) 575-9074  
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c. Frances McMillen – (415)575-9076  
frances.mcmillen@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

a. Case No.: 2017-004023DES  
*Project Address:* 228-248 Townsend Street  
*Zoning:* SLI – SOMA Service – Light Industrial  
*Block/Lot:* 3787/018  
*Property Owners:* Richard and Janice Fiore Trust  
238 Townsend Street  
San Francisco, CA 94107

RAF Investments  
238 Townsend Street  
San Francisco, CA 94107

b. Case No.: 2017-002874DES  
*Project Address:* 457 Bryant Street  
*Zoning:* SLI – SOMA Service – Light Industrial  
*Block/Lot:* 3775/085  
*Property Owner:* 298 Alabama LLC  
168 Welsh Street  
San Francisco, CA 94107

c. Case No.: 2017-004129DES  
*Project Address:* 500-504 Fourth Street  
*Zoning:* SLI – SOMA Service – Light Industrial  
*Block/Lot:* 3777/001  
*Property Owner:* Hotel Utah Investments LLC  
737 E. Francisco Blvd  
San Rafael, CA 94925



## PROPERTY DESCRIPTIONS & SURROUNDING LAND USE AND DEVELOPMENT

- a. 228-248 Townsend Street, historically known as the New Pullman Hotel, is located on a 110.5' by 77.5' lot on the north side of Townsend Street between Lusk and Clyde streets. Built in 1909, the property is a 2-story wood-frame mixed-use building with Renaissance and Baroque-influenced ornamentation. It is clad with flush wood siding on the east (Clyde Street) elevation, v-groove siding on the rear north elevation, and stucco siding on the west (Lusk Street) and south (Townsend Street) elevations. The first floor contains six storefronts and commercial spaces aligned with Townsend Street, each featuring a light well at the rear. Two entrances at the primary elevation feature iron gates that open to a stairwell leading up to second floor offices. Historically, the second floor contained 54 hotel rooms and 11 baths. The entrances are decorated with curved voids overhead. Other architectural features include a decorative entablature that surrounds all sides as well as wooden window surrounds and a belt course on the east façade. The surrounding neighborhood is comprised of a mixture of older and newer buildings of varying heights consisting of office, apartment, and retail uses. The property is located in the general vicinity of the Caltrain Depot, which was built in 1975 and replaced the former Southern Pacific Depot.
- b. 457 Bryant Street, historically known as the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is located on a 25' x 80' rectangular lot on the south side of Bryant Street, between 2nd and 3rd streets in San Francisco's South of Market neighborhood. Built in 1909, 457 Bryant Street is a 2-story wood-frame, mixed-use building designed in the Edwardian style. The rectangular building, clad in wood clapboard siding, is capped by a flat roof with projecting bracketed cornice. The primary façade faces north and includes two bays at the second story. Typical windows include fixed, wood-sash windows surmounted by transom at the first floor and double-hung wood-sash windows in angled bays framed by colonnettes at the second floor. The commercial entrance features a wood and glass double door with transom. The hall entrance features a pedimented, arched, inset entry with wood door. The surrounding neighborhood is dominated by a combination of older, small-scale commercial/warehouse buildings containing commercial storefronts on the ground floor and office/warehouse space above.
- c. 500-504 Fourth Street, historically known as the Hotel Aberdeen and the Hotel Carnot, is located on a 30' x 80' rectangular lot on the south side of Fourth Street, between Bryant and Welsh streets. Built in 1908, 500-504 Fourth Street is a 4-story wood-frame, mixed-use building designed in the Edwardian style. The rectangular building, clad in wood tongue and groove siding, is capped by a flat roof with projecting bracketed cornice with egg and dart and dentil molding. A prominent rounded bay is located on the corner of the building and angled bays are found on both street facing facades. Typical windows include one-over-one double hung sash wood windows throughout the building. Molding and ornamental millwork surrounds the window openings. Arched pediments are found above third floor window openings on the angled bays. The first floor consists of fixed storefront window systems with transoms on both the north and west elevations. The transom are currently obscured by awnings.

## PROJECT DESCRIPTION

The case before the Historic Preservation Commission is the consideration of the initiation of landmark designation of three properties as San Francisco landmarks under Article 10 of the Planning Code, Section 1004.1, and recommending the Board of Supervisors approve of such designation. The three properties

are: 228-248 Townsend Street, historically known as the New Pullman Hotel; 104-106 South Park, 45-49 South Park, and 95 Jack London Alley, historically known as the Gran Oriente Filipino Hotel, Residence, and Masonic Temple Complex; 457 Bryant Street, historically known as the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall; and 500-504 4<sup>th</sup> Street, historically known as Hotel Utah

### ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

### GENERAL PLAN POLICIES

The Urban Design Element of the San Francisco General Plan contains the following relevant objectives and policies:

- OBJECTIVE 2: Conservation of Resources that provide a sense of nature, continuity with the past, and freedom from overcrowding.
- POLICY 4: Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating significant historic resources as local landmarks will further continuity with the past because the buildings will be preserved for the benefit of future generations. Landmark designation will require that the Planning Department and the Historic Preservation Commission review proposed work that may have an impact on character-defining features. Both entities will utilize the *Secretary of Interior's Standards for the Treatment of Historic Properties* in their review to ensure that only appropriate, compatible alterations are made.

### SAN FRANCISCO PLANNING CODE SECTION 101.1 – GENERAL PLAN CONSISTENCY AND IMPLEMENTATION

Planning Code Section 101.1 – Eight Priority Policies establishes and requires review of permits for consistency with said policies. On balance, the proposed designation is consistent with the priority policies in that:

- a. The proposed designation of 228-248 Townsend Street, historically known as the New Pullman Hotel, will further Priority Policy No. 7 which states that landmarks and historic buildings be preserved. Landmark designation will help to preserve this important historical resource that is historically significant as one of the only remaining residential hotels built in the South of Market during the post 1906-earthquake and fire reconstruction period and which housed primarily itinerant and seasonal workers, in this case African American railroad workers including Pullman porters and maids.
- b. The proposed designation of 457 Bryant Street, historically known as the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Landmark designation will help to preserve this important historical resource that is significant as one of the early extant union halls in San Francisco and played an important role in the growth of organized labor in the city, and is also associated with the 1906 Earthquake and Fire post-disaster reconstruction era in San Francisco.

- c. The proposed designation of 500-504 4th Street, historically known as Hotel Utah will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Landmark designation will help to preserve this important historical resource that is significant as one of the only remaining residential hotels in SoMa and is representative of a pattern of the development in SoMa that began in the mid-1800s and continued through the post-1906 earthquake and fire reconstruction. The building is associated with the post-1906 Earthquake and Fire Reconstruction period and is architecturally significant for its Edwardian-style.

#### BACKGROUND / PREVIOUS ACTIONS

- a. 228-248 Townsend Street, historically known as the New Pullman Hotel was added to the Landmark Designation Work Program on August 17, 2016.
- b. 457 Bryant Street, historically known as the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall was added to the Landmark Designation Work Program on August 17, 2016.
- c. 500-504 4th Street, historically known as Hotel Utah, Hotel Aberdeen, and the Hotel Carnot, was added to the Landmark Designation Work Program on August 17, 2016.

#### OTHER ACTIONS REQUIRED

If the Historic Preservation Commission adopts a resolution to initiate designation of the subject properties as Article 10 landmarks at its March 21, 2018 hearing and directs staff to finalize the landmark designation reports, a second Historic Preservation Commission hearing will be scheduled for the Commission's recommendation of approval of the designations. At the second hearing, if the Historic Preservation Commission recommends approval of the designations, its recommendation will be sent by the Department to the Board of Supervisors. The nomination would then be considered at a future Board of Supervisors hearing for formal Article 10 landmark designation.

#### APPLICABLE PRESERVATION STANDARDS

##### ARTICLE 10

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a historic district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission

shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's Regional Housing Needs Allocation, and the Sustainable Communities Strategy for the Bay Area. These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site, a description of the characteristics of the landmark which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

#### ARTICLE 10 LANDMARK CRITERIA

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant contribution to the broad patterns of our history; or that are associated with the lives of persons significant in our past; or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or properties that have yielded, or may likely yield, information important in prehistory or history.

#### PUBLIC / NEIGHBORHOOD INPUT

There is no known public or neighborhood opposition to the designation of the four properties as Article 10 landmarks. The Department will provide any public correspondence received after the submittal of this report in the Historic Preservation Commission's correspondence folder.

#### PROPERTY OWNER INPUT

Property owners were notified of proposed landmark designation via U.S. Mail.

#### STAFF ANALYSIS

The case report and following analysis was prepared by Department staff. The Department has determined that the subject properties meet the requirements for Article 10 eligibility as individual landmarks. The justification for their inclusion is outlined below under the Significance and Integrity sections of this case report.

- a. 228-248 Townsend Street: The subject building appears to meet one of the Historic Preservation Commission's priorities for designation, "*the designation of properties with strong cultural or ethnic associations.*" The subject buildings have strong associations with the African American community.

#### SIGNIFICANCE

##### *Significant events and culture*

The New Pullman Hotel is individually eligible for Article 10 landmark designation as one of the only remaining residential hotels built in the South of Market during the post 1906-earthquake and fire reconstruction period and which housed primarily itinerant and seasonal workers, in this case African American railroad workers including Pullman porters and maids. On a national scale, Pullman porters and maids established the first all-Black union in the country, contributed to the development of the African American middle class, and laid important foundations for the Civil Rights Movement. 228-248 Townsend Street is the only known property in San Francisco that contains strong associations with Pullman porters and maids.

#### PERIOD OF SIGNIFICANCE

The Period of Significance for the New Pullman Hotel is 1909-1964, reflecting the year of construction through the years it served as a primary lodging venue for African American railroad workers, and ending in 1964 when the Civil Rights Act was enacted and barriers to public accommodations began to lift for African Americans.

#### INTEGRITY

For properties significant for historical or cultural associations, the important aspects of integrity that need to be present are generally location, design, feeling and association. The aspects of integrity which are generally less important for such sites include setting, materials, and workmanship. One test to apply when evaluating integrity of a historic property is to assess if someone who was familiar with the property when it was important within its historic context would recognize it if they visited today. Despite alterations, the building remains in its original location and retains integrity of setting as it sits within the South End Historic District, significant for its association with industrial development and warehouse architectural form. While the former Southern Pacific Depot (constructed in 1914, not extant) that was once adjacent to the New Pullman Hotel was demolished, it was replaced by the Caltrain Depot in 1975, constructed one block away from the site of the original train depot. The building also retains enough of its original design and intact physical material to be recognizable to former occupants of the New Pullman Hotel. Remaining features include its two-story rectangular plan, regular fenestration pattern, commercial storefronts at ground level, and decorative entablature surrounding all sides. The east façade retains the most physical integrity as it appears to retain original wooden window surrounds, decorative entablature, wooden windows and belt course. The property retains sufficient feeling and association to convey its original use as commercial on the ground floor and hotel on the second floor (at least from the exterior; the second floor interior space, however, has been significantly altered).

#### CHARACTER-DEFINING FEATURES

Whenever a building, site, object, or landscape is under consideration for Article 10 landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark. The Landmark Designation Report lists exterior character defining features of the three buildings on page 18.

BOUNDARIES OF THE LANDMARK SITE

The boundaries of the landmark sites encompass all of and are limited to Assessor's Block 3787 Lot 018.

- b. 457 Bryant Street: the subject building does not appear to meet the Historic Preservation Commission's priorities for designation, however the building is significant for its association with important events and for its architecture.

SIGNIFICANCE

*Significant events and architecture*

The Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is individually eligible for Article 10 landmark designation for its association with events and architecture. As one of the early extant union halls in San Francisco, it played an important role in the growth of organized labor in the city. Constructed shortly after the 1906 Earthquake and Fire, the building is also associated with the post disaster reconstruction era in San Francisco.

PERIOD OF SIGNIFICANCE

The Period of Significance for the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is 1909-1973 reflecting the year of the first union meeting in the building until the union's move to Oakland in 1973.

INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance above. The buildings retain sufficient integrity to convey its association with its original design, use, and period of construction.

CHARACTER-DEFINING FEATURES

Whenever a building, site, object, or landscape is under consideration for Article 10 landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark. The Landmark Designation Report lists exterior character defining features of the three buildings on page 15.

BOUNDARIES OF THE LANDMARK SITE

The boundaries of the landmark sites encompass all of and are limited to Lot 085 in Assessor's Block 3775.

- c. 500-504 4th Street: the subject building does not appear to meet the Historic Preservation Commission's priorities for designation; however the building is significant for its association with important events and for its architecture.

#### SIGNIFICANCE

##### *Significant events and architecture*

The Hotel Utah is individually eligible for Article 10 landmark designation for its association with events and architecture. Hotel Utah is a rare remaining example of the numerous residential hotels built in the South of Market neighborhood in the late nineteenth and early twentieth centuries. Constructed largely to house itinerant and seasonal workers employed in nearby factories, industries and along the waterfront, the hotel is emblematic of a pattern of the development in SoMa that began in the mid-1800s and continued through the post-1906 earthquake and fire reconstruction. With its ornate millwork, rounded and angled bays, the Hotel Utah is also a striking example of Edwardian style architecture commonly employed in the design of residential hotel buildings constructed during the period.

#### PERIOD OF SIGNIFICANCE

The Period of Significance for Hotel Utah is 1908-1947 reflecting the year the building was constructed through the end of World War II when employment along the waterfront and in neighborhood industries declined and the need for housing in the South of Market Area diminished.

#### INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance above. The buildings retain sufficient integrity to convey its association with its original design, use, and period of construction.

#### CHARACTER-DEFINING FEATURES

Whenever a building, site, object, or landscape is under consideration for Article 10 landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark. The Landmark Designation Report lists exterior character defining features of the three buildings on page 8.

#### BOUNDARIES OF THE LANDMARK SITE

The boundaries of the landmark sites encompass all of and are limited to Assessor's Block 3777 Lot 001.

#### PLANNING DEPARTMENT RECOMMENDATION

- a. 228-248 Townsend Street: based on the Department's analysis, the New Pullman Hotel is individually eligible for Article 10 landmark designation for its association with events. The property is representative of a pattern of development in the South of Market neighborhood that began in the nineteenth century and continued through the post-1906 earthquake and fire reconstruction period. It is also significant as the only hotel in San Francisco that openly welcomed African American railroad workers, including Pullman porters and maids, during the first half of the twentieth century. It is the only known building in the city that has significant associations with Pullman porters and maids, who at the national scale contributed to the rise of the African American middle class in America, established the country's first all-Black labor union – the Brotherhood of Sleeping Car Porters – and laid important foundations for subsequent civil rights achievements nationwide. In addition,

Designation of the New Pullman Hotel also appears to meet one of the HPC's priorities for designation: properties with strong cultural or ethnic associations. Staff recommends approval of the proposed landmark designation.

- b. 457 Bryant Street: based on the Department's analysis, the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is individually eligible for Article 10 landmark designation for its association with events and architecture. As one of the early extant union halls in San Francisco, it played an important role in the growth of organized labor in the city. Constructed shortly after the 1906 Earthquake and Fire, the building is also associated with the post disaster reconstruction era in San Francisco. Designation of the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall does not appear to meet the Historic Preservation Commission's priorities for designation, however the building is significant for its association with important events and for its architecture. Staff recommends approval of the proposed landmark designation.
- c. 500-504 4th Street: based on the Department's analysis, the Hotel Utah is individually eligible for Article 10 landmark designation for its association with events and architecture. The Hotel Utah is a rare remaining example of the numerous residential hotels built in the South of Market neighborhood in the late nineteenth and early twentieth centuries. Constructed largely to house itinerant and seasonal workers employed in nearby factories, industries and along the waterfront, the hotel is emblematic of a pattern of the development in SoMa that began in the mid-1800s and continued through the post-1906 earthquake and fire reconstruction. The Hotel Utah is a striking example of Edwardian style architecture commonly employed in the design of residential hotel buildings constructed during the post-earthquake period. Designation of the Hotel Utah does not appear to meet the Historic Preservation Commission's priorities for designation, however the building is significant for its association with important events and for its architecture. Staff recommends approval of the proposed landmark designation.

The Historic Preservation Commission may recommend approval, disapproval, or approval with modifications of the proposed designations of 228-248 Townsend Street; 457 Bryant Street; and 500-504 4th Street as San Francisco landmarks under Article 10 of the Planning Code to the Board of Supervisors pursuant to Planning Code Section 1004.1. If the Historic Preservation Commission approves the designation, a copy of the motion of approval is transmitted to the Board of Supervisors, which holds a public hearing on the designation and may approve, modify or disapprove the designation (Section 1004.4). If the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days (Section 1004.5).

#### ATTACHMENTS

- A. Exhibits
- B. Draft Landmark Designation Reports
- C. Draft Motions initiating designations
- D. Draft Landmark Designation Ordinances

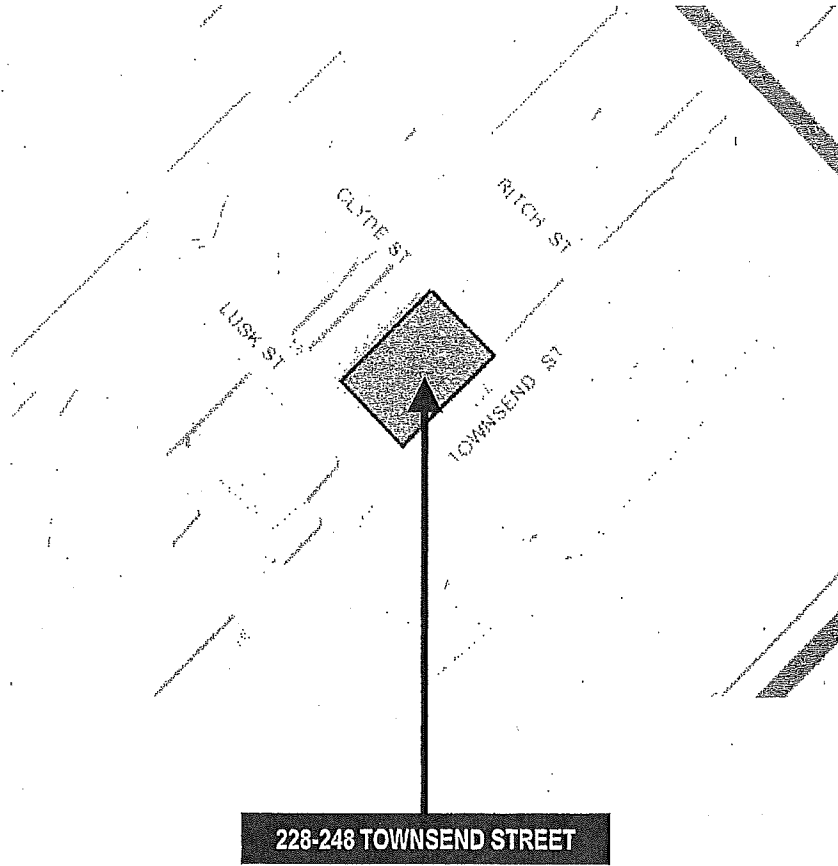


## Site Photo

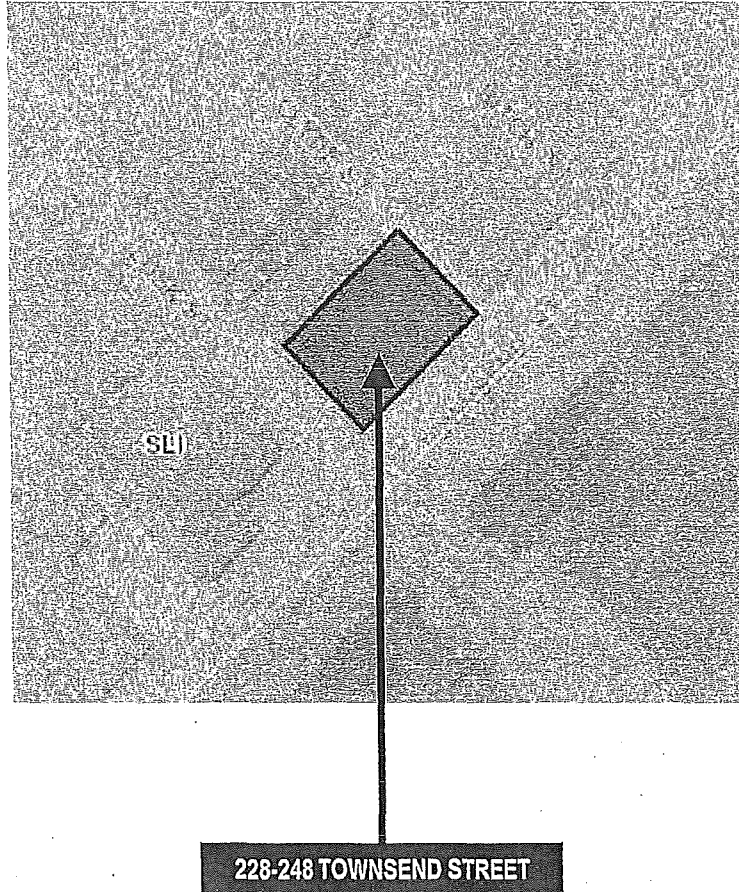


228-248 TOWNSEND STREET  
NEW PULLMAN HOTEL

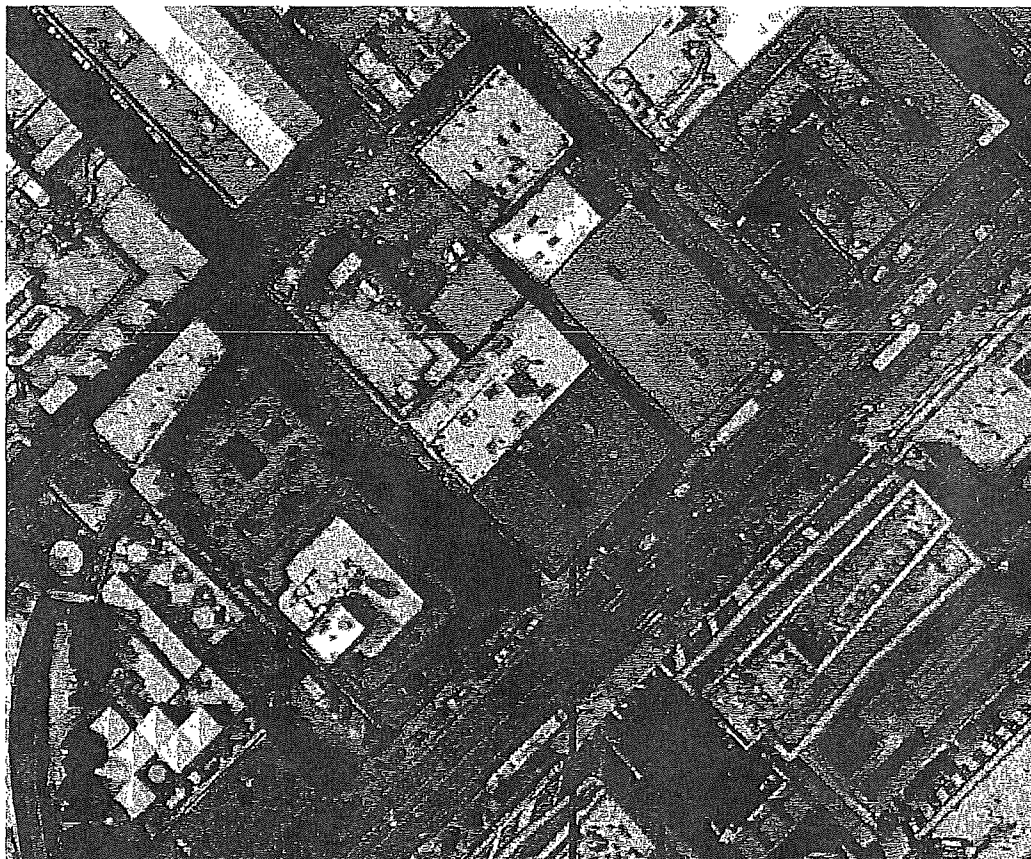
# Parcel Map



# Zoning Map

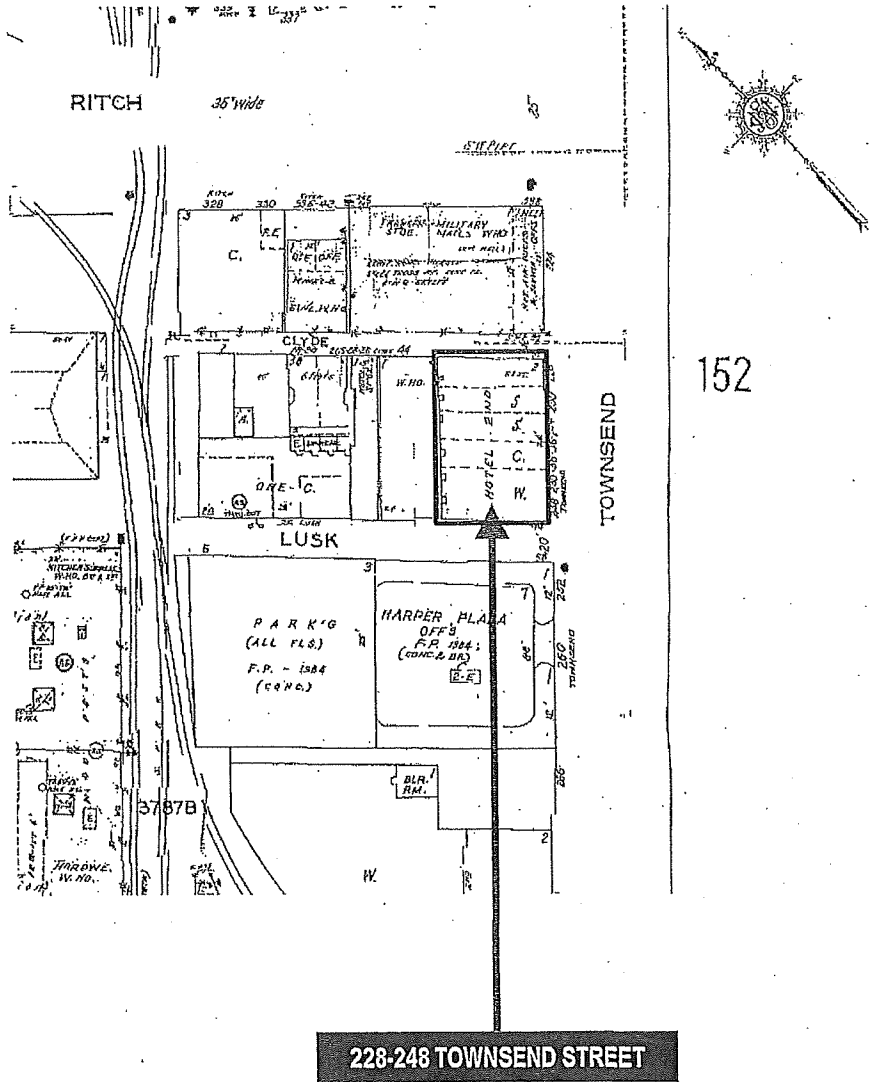


# Aerial Photo



228-248 TOWNSEND STREET

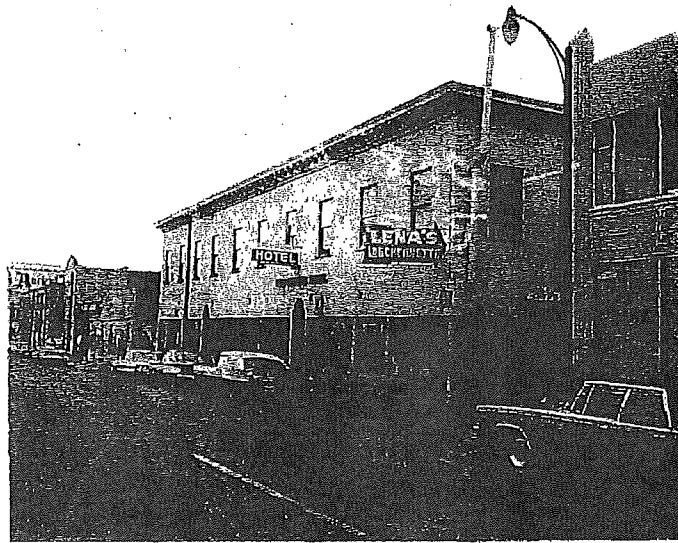
# Sanborn Map\*



\*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



# DRAFT LANDMARK DESIGNATION REPORT



## New Pullman Hotel 228-248 Townsend Street

DRAFT Article 10 Landmark Designation Report submitted to the Historic Preservation Commission March 21, 2018.

City and County of San Francisco  
Mark Farrell, Mayor

Planning Department  
John Rahaim, Director

Landmark No.

XXX

Cover: Porter and passenger in front of Southern Pacific train circa 1958 (San Francisco Public Library); New Pullman Hotel circa 1960 (San Francisco Assessor Recorder's Office).

The Historic Preservation Commission (HPC) is a seven-member body that makes recommendations to the Board of Supervisors regarding the designation of landmark buildings and districts. The regulations governing landmarks and landmark districts are found in Article 10 of the Planning Code. The HPC is staffed by the San Francisco Planning Department.

*This Draft Landmark Designation Report is subject to possible revision and amendment during the initiation and designation process. Only language contained within the Article 10 designation ordinance, adopted by the San Francisco Board of Supervisors, should be regarded as final.*

# New Pullman Hotel

## 228-248 Townsend Street

Built: 1909  
Architect: John Charles Flugger

This Article 10 Landmark Designation Report provides documentation and assessment to demonstrate the historical, cultural, or architectural significance for the purpose of local designation as a San Francisco City Landmark under Article 10 of the Planning Code. This document may reference previous studies and supporting documentation, such as historic context statements, surveys, state or national historic registries, and or other comparable documents. For more information regarding supporting documentation and source material, please reference the materials listed in the bibliography.

### CRITERIA FOR DESIGNATION

Events: Associated with events that have made a significant contribution to the broad patterns of our history.

Architecture: embodies the distinctive characteristics of a type, period, or method of construction.

### PERIOD OF SIGNIFICANCE

#### 1909-1964

The Period of Significance for the New Pullman Hotel is 1909-1964, reflecting the year of construction through the years it served as a primary lodging venue for African American railroad workers, and ending in 1964 when the Civil Rights Act was enacted and barriers to public accommodations began to lift for African Americans.

### STATEMENT OF SIGNIFICANCE

The New Pullman Hotel is individually eligible for Article 10 landmark designation as a rare remaining example of the once numerous residential hotels built in the South of Market during the post 1906-earthquake and fire reconstruction period and as the primary lodging venue in San Francisco for African American railroad workers, including Pullman porters and maids, during the first half of the twentieth century. As a group, Pullman porters and maids are nationally significant for establishing the first all-Black union in the country, contributing to the development of the African American middle class, and laying important foundations for the Civil Rights Movement. 228-248 Townsend Street is the only known property in San Francisco that has strong associations with Pullman porters and maids.



## HISTORIC CONTEXTS

### Residential Hotel Development in the South of Market

Following the discovery of gold near San Francisco in 1848, the city's population grew from several hundred to nearly 35,000 in the span of a few years. Many of the newcomers, having arrived from across the globe in search of newfound fortunes, resided in large camps made up of tents and temporary wooden shelters established in today's South of Market neighborhood by the early 1850s. These makeshift communities were eventually replaced by more permanent buildings and infrastructure, including more substantial piers and wharves along the nearby waterfront, as well as foundries that produced metal castings.<sup>1</sup> The South of Market quickly became the center of industrial production in San Francisco and the major west coast industrial supplier of mining equipment, heavy machinery, and other goods to the western states. A great number of warehouses were built to store imported goods and products awaiting export from the city, and smaller manufacturing operations could also be found amidst the larger warehouses.<sup>2</sup>

Boarding and lodging houses soon sprang up to accommodate the employees of the South of Market's growing industries.<sup>3</sup> From the 1860s through the 1920s, residential hotels were built in great numbers to house the increasing population of seasonal laborers and employees, primarily single men, of the nearby factories, mills, and warehouses along the waterfront.<sup>4</sup> One-quarter of the city's boarding houses and half of the city's 655 lodging houses were located South of Market by 1870. A great number of boarding houses and hotels were located along Mission Street between 3<sup>rd</sup> and 9<sup>th</sup> streets. By the mid-nineteenth century, South of Market was a bustling and self-contained community. Several churches, social organizations, schools, hospitals and other welfare institutions, along with stores and saloons, served a population that by 1900 had grown to 62,000 people, making it the most densely populated section of the city.<sup>5</sup>

South of Market, like much of San Francisco, was devastated by the 1906 earthquake and fire. Only a few buildings in the neighborhood, primarily built of steel-frame construction, survived. The disaster destroyed all of the South of Market's lodging houses and decimated the neighborhood's population.<sup>6</sup> Following the earthquake and fire, San Francisco again saw a massive influx of people as temporary workers arrived in the city to aid in the reconstruction. Prior to 1906, 20,000 seasonal building trade workers were employed in the city. Following the disaster, that number rose to 60,000. Residential hotels, boarding, and lodging houses were again in demand to house the growing labor force. New hotels were constructed in great numbers and many were located on large corner lots and followed the building plan consisting of first floor commercial space with lodging on the upper levels established in years prior to the earthquake. The newly arrived workers constructed fifty-eight hotels

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<sup>1</sup> Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 18-20.

<sup>2</sup> Ibid., 22; Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-10.

<sup>3</sup> Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-12.

<sup>4</sup> Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 44, 84; "South of Market Building up Rapidly," *The Call*, 11/09/1912; *High Spirits*, 72.

<sup>5</sup> Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 25-26, 37.

<sup>6</sup> Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 11.

and eighty lodging houses by 1907, with the greatest concentration located between First, Sixth, Market and Bryant streets and the largest number along 3<sup>rd</sup>, Howard and Folsom streets.<sup>7</sup>

Typically built of wood-frame or brick masonry construction, residential hotels in the South of Market usually featured flat roofs and were two to four stories in height, often with a raised basement level. Those erected after 1915 may have been built of reinforced concrete or steel frame construction with smooth stucco cladding. Most featured double-hung wood sash windows and Classical Revival design influences, particularly those characteristic of the Edwardian style, including roofline cornices and the use of Classical motifs like "applied shield, cartouche and swag ornaments."<sup>8</sup> Residential hotels frequently housed a small hotel lobby and saloons or other commercial businesses on the first floor with the upper floors devoted to lodging.<sup>9</sup> They are dispersed throughout the South of Market but most commonly found on corners south of Harrison Street or in close proximity to Mission and Howard Streets west of 5<sup>th</sup> Street.<sup>10</sup>

### *228-248 Townsend Street*

Constructed in 1909, the property at 228-248 Townsend Street served as a residential hotel with commercial on the ground floor for most of its history. The hotel is listed in city directories beginning in 1910 and has held many names over the years, including: Bancroft Hotel (1910-1912), Hotel Carlo (1913), Hotel Townsend (1915-1934), Dades Hotel (1934), Eleanor Hotel (1935-1940), Aunt Mary's Hotel (1938- c.1939), New Townsend Hotel (1942), and eventually the New Pullman Hotel (1948-1984). In 1984, the second floor was remodeled and converted into office space. The six storefronts at the first floor have been occupied by restaurants, cigar stores, saloons, liquor stores, and a soda fountain supply store. One restaurant, Lena's Luncheonette, appears to have operated out of the building from at least the 1960s through 1984, the same year the New Pullman Hotel closed. In a historic photograph from the 1960s, an arrow-shaped sign with the business' name points toward the Clyde Street elevation, implying that the entry to Lena's Luncheonette may have been located in the alleyway. As of the writing of this nomination, the ground floor exhibits active commercial uses.

The New Pullman Hotel exhibits many of the characteristics that were typical of residential hotels constructed in the nineteenth century through the post-1906 earthquake and fire reconstruction period. These characteristics include the building's wood-frame construction, flat roof, two-story height, and residential over commercial uses. In addition, the former New Pullman Hotel displays several Classical Revival-influenced features that are also characteristic of residential hotels of the period, including its bracketed cornice, frieze, architrave, projecting wooden belt course, and wooden window surrounds.

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<sup>7</sup> Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 11, 28; Averbach, 204.

<sup>8</sup> Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 48-49.

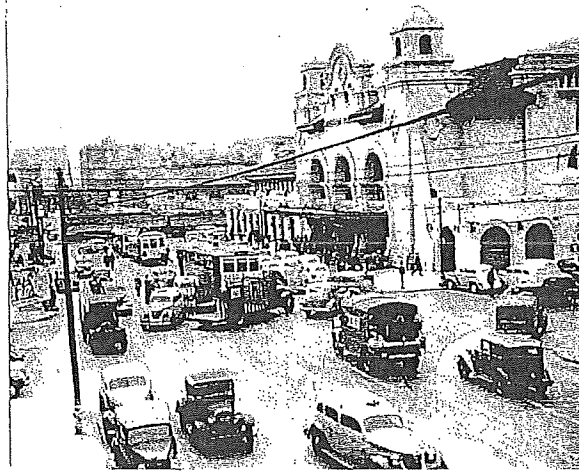
<sup>9</sup> Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 42-43; Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 11; Groth, Paul. *Living Downtown: The History of Residential Hotels in the United States*. Berkeley: University of California Press, 1994, 154-155.

<sup>10</sup> Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 48-49.

## African American Workers in the South of Market

During the early twentieth century, a small African American community formed around the Southern Pacific Railroad Depot (not extant) in San Francisco's South of Market area, only a few blocks from where the former New Pullman Hotel is located. It was comprised of African American laborers who helped reconstruct the city following the 1906 earthquake and fire, as well as sailors, steamship workers, maids, janitors, and railroad industry workers.<sup>11</sup> Labor shortages during World War I resulted in increased economic opportunities that attracted African Americans to San Francisco in the 1910s, though such opportunities were essentially limited to unskilled jobs.<sup>12</sup>

The railroad industry in particular was an important employer of African Americans. The Southern Pacific Railroad had two main depots in the Bay Area – one in Oakland and another in San Francisco. As the westernmost terminus for the transcontinental railroad, Oakland attracted a higher number of African American workers than did San Francisco, which mostly served regional commuter trains to and from San Jose. Albert Broussard, author of *Black San Francisco*, notes that many African Americans moved to West Coast cities like San Francisco and Oakland “specifically to work on the railroads,” noting less competition for jobs on the West Coast than in other parts of the country.<sup>13</sup> The railroad industry continued to employ large numbers of African Americans locally and across the country until World War II.<sup>14</sup>



Southern Pacific Depot, 3<sup>rd</sup> and Townsend Streets, June 16, 1939 (San Francisco Public Library)

<sup>11</sup> San Francisco Planning Department, *Central SoMa Historic Context Statement & Historic Resource Survey* (San Francisco: 2015), 31 and Tim Kelley Consulting, The Alfred Williams Consultancy, VerPlanck Historic Resource Consulting, and the San Francisco Planning Department, *Draft African American Citywide Historic Context Statement* (Unpublished Draft, 2015), 59-60.

<sup>12</sup> *Ibid.*

<sup>13</sup> Albert S. Broussard, *Black San Francisco: The Struggle for Racial Equality in the West, 1900-1954* (Lawrence: University of Kansas Press, 1993), 50.

<sup>14</sup> Broussard, *Black San Francisco*, 50.

## Pullman Porters and Maids in a National Context

Within the railroad industry, the company to employ the largest number of African Americans was the Pullman Company. Established in 1867, the Pullman Company popularized luxury sleeper cars on trains and railroads across the nation, offering middle class white Americans the opportunity to travel in lavish settings and comfortable accommodations on overnight trips. The Pullman Company contracted with railroad companies but remained an autonomous organization. By the 1920s, it was the largest employer of African Americans in the country.<sup>15</sup>

From its very beginnings, the Pullman Company hired black men almost exclusively to provide hospitality services to its predominantly white passengers. The first hired were formerly enslaved African Americans from the U.S. South who following the Civil War found few economic opportunities in their home states. Many sought better lives outside of the Jim Crow South. Company founder, George Pullman, explained his hiring of African Americans as porters with the belief that white passengers preferred attendants who they were unlikely to meet in everyday life. Scholars, however, note that the Pullman Company benefitted from the lower wages it was able to pay its African American employees, as well as the fact that black workers were more likely to take difficult and demanding jobs due to the limited options available to them.<sup>16</sup> African American women were also hired by the company, mainly as maids. Unfortunately, the experiences of maids and other African American female employees of the Pullman Company are less well-documented than their male counterparts.

As the first northern industrialist to hire African Americans in large numbers, the Pullman Company by the 1920s had become the largest employer of African American workers in any industry. Historians note that it was difficult for African Americans to secure employment with actual railroad companies in the North and the West due to all-white unions who effectively blocked their entry. Among African Americans, the job of a porter was a highly respected and coveted position due to its relatively good compensation – due to tips received from passengers – as well as the opportunities it presented for travel, relocation, and training.<sup>17</sup> The Pullman Company sparked the migration of thousands of African Americans from the South to other parts of the country, including the West, and contributed significantly to the formation of a black middle class in the United States.



**RIDE THE MOST BEAUTIFUL TRAIN IN AMERICA**  
See a hundred miles of Pacific Ocean on your Southern Pacific California trip!

**HOW TO SEE TWICE AS MUCH ON YOUR TRIP WEST**

**SOUTHERN PACIFIC** THE WEST'S GREATEST TRANSPORTATION SYSTEM

A newspaper advertisement for Southern Pacific Railroad announcing the Coast Daylight. A drawing in the upper right corner depicts a porter at work, circa 1937 (cruiselinehistory.com)

<sup>15</sup> Larry Tye, *Rising from the Rails: Pullman Porters and the Making of the Black Middle Class* (New York: Henry Holt and Company), 17.

<sup>16</sup> *Ibid.*, 17-26

<sup>17</sup> *Ibid.*

While the job of a porter was generally considered a great opportunity for African American workers in the first half of the twentieth century, the Pullman Company also took advantage of its black employees by subjecting them to arduous and demanding working conditions for long hours and low pay. Frustration led a group of Pullman porters and maids in New York to begin organizing for improved working conditions. Of the 24 national labor unions that existed in 1925, none admitted African Americans, and thus the Pullman porters and maids decided to create their own. In 1925, they founded the nation's first all-black union – the Brotherhood of Sleeping Car Porters.<sup>18</sup> In 1935, the nationwide BSCP received a charter in the American Federation of Labor (the first African American union to do so) and in 1937 won its first contract with the Pullman Company.

Utilizing “a protest strategy grounded in making demands backed by collective action,” the BSCP’s efforts not only resulted in improved working conditions and compensation for black Pullman employees, but it also sparked the creation of a new model of activism that inspired the Civil Rights Movement of the 1950s and ‘60s. In fact, the union’s primary leaders – A. Philip Randolph, C.L. Dellums, and E.D. Nixon – went on to become key civil rights figures in the broader movement for social change.<sup>19</sup>

By the 1950s, the railroad industry began to decline and in 1969, the Pullman Company ceased operations. In 1978 the BSCP merged with the Brotherhood of Railway Clerks, known today as the Transportation Communication International Union.



A porter assists passengers of the Coast Daylight heading to San Francisco from Glendale, California, circa 1940 (cruiselinehistory.com)

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<sup>18</sup> Tompkins Bates, 6.

<sup>19</sup> *Ibid.*, 8.

## African American Pullman Employees and the Brotherhood of Sleeping Car Porters (BSCP) in the San Francisco Bay Area

Most Pullman porters and maids working in the San Francisco Bay Area lived in Oakland. There, porters and maids became "pillars of their communities," purchased homes, and contributed to the rise of the city's African American middle class.<sup>20</sup> As noted by historian Albert Broussard, earnings from working as a "redcap" (porter) enabled Orval Anderson to purchase a home in San Francisco and send his children to Lowell High School – the city's highest performing public school.<sup>21</sup> Nationally, Oakland was important as the West Coast headquarters of the Brotherhood of Sleeping Car Porters (BSCP).<sup>22</sup>

### *C.L. Dellums and the BSCP*

Cottrell Laurence "C. L." Dellums was the Vice President and West Coast Representative of the BSCP. Dellums, who came to California from Texas and began work as a Pullman porter in 1924, took a leadership role in organizing porters on the West Coast. He was critical to the BSCP's success in negotiating a contract with the Pullman Company as well as the union's effort to secure an affiliation with the American Federation of Labor.

An interview with C.L. Dellums offers a glimpse into his motivations as a young man, including his initial attraction to San Francisco and his eventual decision to settle in Oakland:

I bought a ticket to San Francisco because I had chosen San Francisco as the most ideal place for a Negro to live in 1923; and secondly I wanted to be a lawyer and I learned that the University of California had the best law school. So everything I wanted was right here...

So I bought a ticket for San Francisco although I didn't know anyone west of the Rockies! But the porter on the train saw that I was excited or nervous, and would sit and talk with me. Another reason he probably talked with me was because there were so few Negroes on the day coach. He found out I was going to San Francisco and he asked, "Where are you going to stay?" I said I was going to ask the taxi driver to take me to a rooming house. So he explained that there was no such thing as a rooming house. They have hotels. But finally after he got the information, he said, "Let me give you some advice, young man. Get off in Oakland. There are not enough Negroes in San Francisco for you to find in order to make some connections over there. Worst of all," he said, "you will never find a job. The few Negroes around here in the Bay District are in Oakland, so you can make some contacts."<sup>23</sup>

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<sup>20</sup> Thomas Tramble and Wilma Tramble, *The Pullman Porters and West Oakland* (Charleston: Arcadia Publishing, 2007).

<sup>21</sup> Harry Lumsden, "Oral History of Harry Lumsden, Afro-Americans in San Francisco Prior to World War II," Interview with Jesse J. Warr, III, Co-sponsored by The Friends of the San Francisco Public Library and the San Francisco African American Historical and Cultural Society (San Francisco: September 26, 1978).

<sup>22</sup> Janice S. Lewis and Eleanor M. Ramsey, "A History of Black Americans in California: Historic Sites," *Five Views: An Ethnic Historic Site Survey for California*, retrieved from [https://www.nps.gov/parkhistory/online\\_books/5views/5views2h20.htm](https://www.nps.gov/parkhistory/online_books/5views/5views2h20.htm)

The BSCP's offices were located in what is now the parking lot of the U.S. Post Office at 517 Wood Street.

<sup>23</sup> C.L. Dellums, "Oral Interview of C.L. Dellums, International President of the Brotherhood of Sleeping Car Porters and Civil Rights Leader," Interview with Joyce Henderson (West Oakland: March 15, 1973).



C.L. Dellums smiling standing in front of locomotive (Oakland Public Library, African American Museum and Library at Oakland)

Dellums went on to serve as the vice president of the BSCP, establishing a West Coast office of the BSCP in Oakland. The office is documented in *Five Views: An Ethnic Historic Site Survey for California*, which states how through unionizing (in large part to Dellums' leadership), "Afro-Americans acquired control of Pullman porters' and dining car workers' positions throughout the railroad system."<sup>24</sup>

Dellum's work with the BSCP launched a life-long career in civil rights activism, as he became the first chairman of the Alameda County Branch of the NAACP and was later elected as the first President of the West Coast Region of the NAACP. In 1959, he was appointed by Governor Edmund G. Brown to the California Fair Employment Practices Commission and helped pass the nation's first anti-discriminatory law – the California Fair Employment Practices Act.<sup>25</sup> Years later, Dellum's nephew, Ronald Vernie "Ron" Dellums, represented the 9<sup>th</sup> Congressional District of Northern California on the U.S. House of Representatives and in 2006, became the third African American to serve as mayor of Oakland.

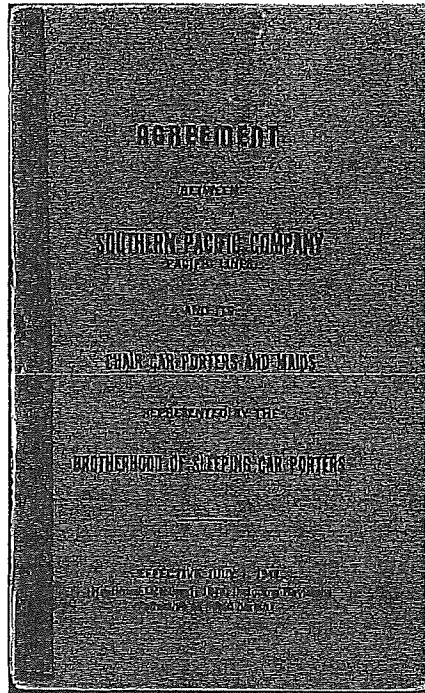
Other influential political figures, such as San Francisco's first African American mayor Willie Brown and Supreme Court Justice Thurgood Marshall, were also the descendants of Pullman porters.<sup>26</sup>

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<sup>24</sup> Janice S. Lewis and Eleanor M. Ramsey, "A History of Black Americans in California: Historic Sites," *Five Views: An Ethnic Historic Site Survey for California*, retrieved from [https://www.nps.gov/parkhistory/online\\_books/5views/5views2h20.htm](https://www.nps.gov/parkhistory/online_books/5views/5views2h20.htm)

<sup>25</sup> African American Museum and Library at Oakland, "Biography," accessed <http://www.oac.cdlib.org/findaid/ark:/13030/c89k4c07/admin/#biohist-1.3.8>.

<sup>26</sup> Oakland Public Library Blog, "C.L. Dellums: An Oakland Civil Rights Hero," accessed January 15, 2017, <http://oaklandlibrary.org/blogs/library-community/cl-dellums-oakland-civil-rights-hero>.



Left: Agreement between Southern Pacific and its chair car porters and maids represented by the Brotherhood of Sleeping Car Porters (Oakland Public Library, African American Museum and Library at Oakland)

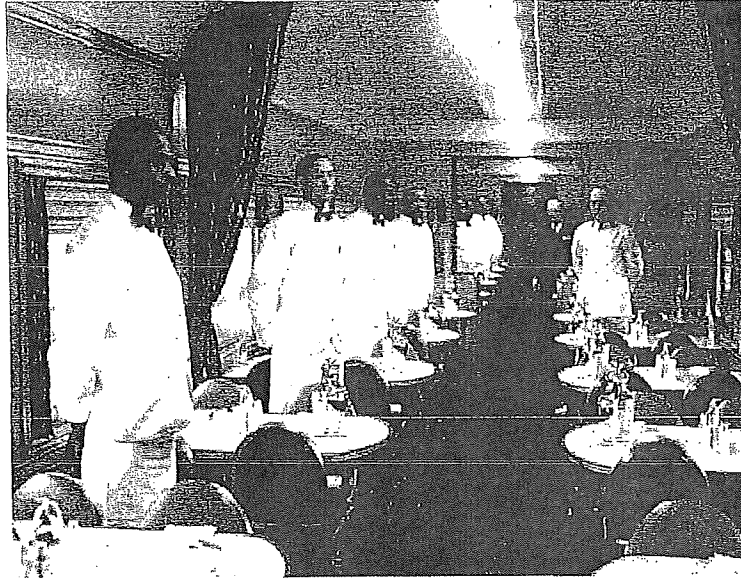


Left: Maids at work in the Bay Area (Oakland Public Library, African American Museum and Library at Oakland)

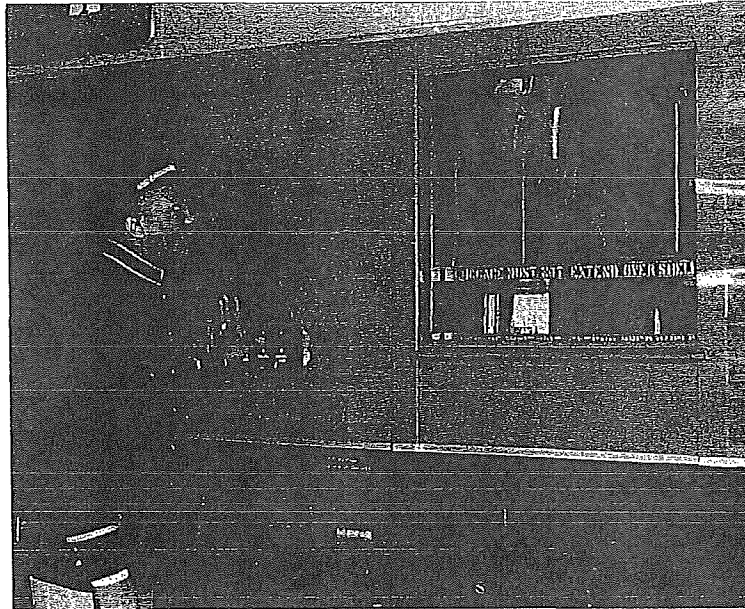


Right: Pullman porters posing for a photo (California Railroad Museum)





Dining car stewards and waiters in the Coffee Shop Car of the Coast Daylight, a Southern Pacific train that ran between San Francisco and Los Angeles from 1937 to 1971, circa 1940 (cruiselinehistory.com)



A chair car porter working on the Coast Daylight, circa 1937 (cruiselinehistory.com)

## New Pullman Hotel

During the Jim Crow era, porters often faced difficulty securing lodging at mainstream hotels in new cities. As a result, the Pullman Company sometimes "provided beds, for free or a nominal fee, in rooming houses, old or empty sleeping cars at the rail yard, or the YMCA, which was more welcoming to Negroes than hotels."<sup>27</sup> Pullman porters who arrived in the San Francisco Bay Area followed a pattern observed in other American cities in which they stayed at rooming houses or homes of other porters until they were able to secure more permanent lodging. African American railroad workers looking for temporary lodging in San Francisco had few options, often crossing the bay to Oakland or staying at the home of a friend or acquaintance in the area.<sup>28</sup>

In San Francisco, the primary option for Pullman porters and other black railroad workers in need of lodging was the New Pullman Hotel.<sup>29</sup> Over the span of roughly forty years from 1909 to 1950, city directories and Census documents indicate that African American waiters, cooks, laborers, maids, and porters lived at 228-248 Townsend Street. Its first documented porter, Claude C. Waller, began residing there in 1911.<sup>30</sup>

In an interview, former porter Harry Lumsden mentions his stay at the Townsend Hotel (later named the New Pullman Hotel) for a period of several weeks before moving in with an acquaintance. According to Lumsden, there was a small community of black Pullman porters and "a few longshoremen" who lived near Third and Townsend Streets in proximity to the New Pullman Hotel.<sup>31</sup>



Commuters crossing railroad track at Southern Pacific Depot, March 14, 1951 (San Francisco Public Library)

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<sup>27</sup> Tye, *Rising from the Rails*, page 56.

<sup>28</sup> Source *Ibid.*

<sup>29</sup> San Francisco Planning Department, *Central Corridor Historic Context Statement & Historic Resource Survey* (San Francisco: 2013), 31; Tim Kelley Consulting, The Alfred Williams Consultancy, VerPlanck Historic Resource Consulting, and the San Francisco Planning Department, *Draft African American Citywide Historic Context Statement* (Unpublished Draft, 2015), 60.

<sup>30</sup> 1911 City Directory.

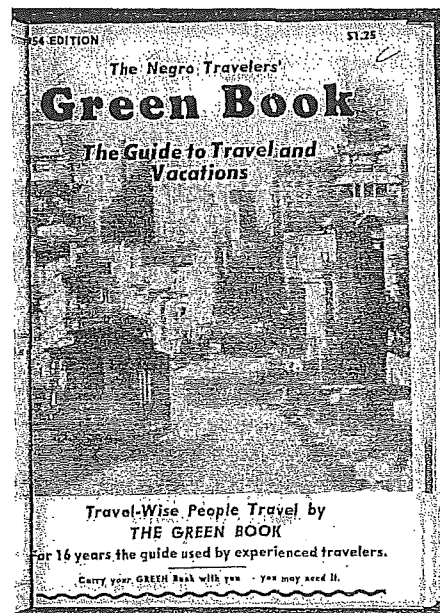
<sup>31</sup> Harry Lumsden, interview by Jesse J. Warr, III, "Oral History of Harry Lumsden, Afro-Americans in San Francisco Prior to World War II," San Francisco, September 26, 1978.

It is unknown exactly why or how the hotel began catering to an African American clientele, as Census records indicate that all owners of this property were white, but Census records also indicate a pattern of African American occupants that include a number of African American hotel and restaurant managers. The 1920 Census, for example, lists Austin Leslie, an African American man from Georgia, as a hotel keeper and hotel manager. In 1930, 40 black “roomers” were listed as staying with Nettie Leslie, an African American woman from Texas. Of the 40 black “roomers” mentioned, all but one was female. Her name was Alice Brooks, born in 1903 in Louisiana and who worked as a hotel maid in San Francisco and appeared to be living with her husband at 228-248 Townsend Street. The remaining “roomers” were listed as African American railroad workers, sailors, steamship workers, and janitors. Lastly, the 1940 Census indicates the presence of a Mrs. Gertrude Manuel, an African American woman from Louisiana who came to San Francisco with her sister, Perl Manuel, and her niece, Rachel Phyllips. Together they managed a hotel and restaurant at the property from 1934 until at least 1941. From 1940 to 1942, an organization known as the United American Club was housed on the property as well, although research produced no information about this organization.<sup>32</sup>

The name New Pullman Hotel appears in city directories beginning in 1948. By the 1950s, a number of businesses and organizations that were likely owned by or catered to African Americans operated out of the building, including the Red Cap Café, Porter’s Inn Liquors, and the Galilee Mission Baptist Church.

Beginning in 1950, the New Pullman Hotel was one of a handful of hotels in San Francisco listed in the *Negro Motorist Green Book*, a guidebook published annually for the sole purpose of informing African American travelers of businesses and services that would accommodate them. The travel experience for African Americans in the United States during the era of segregation all too frequently came with inconveniences, challenges, and real dangers. Finding a place to eat, sleep, or purchase gasoline was not guaranteed for black travelers. They were often refused service at businesses while on the road or in unfamiliar places. In the most extreme cases, “sundown towns” outright forbid the presence of African Americans after dark. Signs posted at town or city boundaries made it known that anyone who broke the rules risked violence or even death.<sup>33</sup>

These realities and frustrations inspired New York postal service worker and avid motorist Victor Hugo Green in 1936 to create *The Negro Travelers’ Green Book*. *The Green Book*, as it became known, was published and distributed nationally through 1967. It provided information about restaurants, hotels, motels, nightclubs, restaurants, and



Cover image of *The Negro Travelers’ Green Book: 1954*, which featured San Francisco (Shomburg Center for Research in Black Culture, Jean Blackwell Hutson Research and Reference Division, New York Public Library)

<sup>32</sup> 1920, 1930, and 1940 United States Census

<sup>33</sup> Jacinda Townsend, “How the Green Book Helped African-American Tourists Navigate a Segregated Nation,” *Smithsonian Magazine*, April 2016, accessed August 2, 2017. <http://www.smithsonianmag.com/smithsonian-institution/history-green-book-african-american-travelers-180958506/>

state parks that were accepting of African Americans. Each edition featured a specific city, including some international destinations, and highlighted interesting sites and activities. Its first edition, published in 1936, was limited to New York and New Jersey but by 1939 *The Green Book* had expanded to encompass the entire continental United States. Its listings were informed by suggestions from African American travelers and mail carriers. While other guides for black travelers existed, *The Green Book* was the longest-running and maintained the largest distribution.<sup>34</sup>

In the opening "Chat With The Editor" of the 1954 edition, Victor H. Green summarizes the purpose and widespread popularity of his publication:

The white traveler for years has had no difficulty in getting accommodations, but with the Negro it has been different. He before the advent of Negro Travel Guides has had to depend on word of mouth and then sometimes accommodations weren't available. But now a days things are different – he has his own travel guide, that he can depend on for all the information that he wants and with a selection. Hence these guides have made traveling more popular and without running into embarrassing situations.<sup>35</sup>

In addition to hotels and motels, *The Green Book* listed private homes that were safe and open to African American travelers. These homes were referred to in the guidebook as "Tourist Homes." The earliest listings for recommended lodging venues in San Francisco were mostly private residences, but a handful of hotels were added to the list over the years. This included the New Pullman Hotel, which was listed beginning in 1950 through *The Green Book's* last publication in 1966, two years following the passage of the Civil Rights Act.<sup>36</sup>

**SAN FRANCISCO**

The Scagg's Hotel.....	1715 Webster Street
New Pullman Hotel.....	232 Townsend Street
Edison Hotel.....	1540 Ellis Street
Texas Hotel.....	1840 Filmore Street
Bullford Hotel.....	843 Hayes Street
Booker T. Washington Hotel.....	1540 Ellis St.
Sir Francis Drake Hotel.....	450 Powell St.



San Francisco hotel listings in the 1961 edition of *The Negro Travelers' Green Book* (Shomburg Center for Research in Black Culture, Jean Blackwell Hutson Research and Reference Division, New York Public Library)

<sup>34</sup> Townsend, "How the Green Book Helped African-American Tourists Navigate a Segregated Nation," <http://www.smithsonianmag.com/smithsonian-institution/history-green-book-african-american-travelers-180958506/>  
<sup>35</sup> Victor Green, "A Chat With The Editor," *The Negro Travelers' Green Book 1954: The Guide to Travel and Vacations* (New York: 1954), 1. Accessed August 15, 2017 <https://digitalcollections.nypl.org/items/3c85ba30-9374-0132-9292-58d385a7b928/book#page/3/mode/2up>  
<sup>36</sup> Townsend, "How the Green Book Helped African-American Tourists Navigate a Segregated Nation," <http://www.smithsonianmag.com/smithsonian-institution/history-green-book-african-american-travelers-180958506/>

City directories listed the New Pullman Hotel at 228-248 Townsend Street until 1984 when it was purchased by a new property owner. That same year, the building's second floor was converted into office space. While limited scholarship exists on the New Pullman Hotel itself it is clear from primary source documents that 228-248 Townsend Street represents one of the few hotels in the city to cater to Pullman porters, maids and other African American workers in San Francisco during a time when segregation and discrimination were widespread in hotels and in American society more generally.

## INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance.

### Location

The building is still in its original location.

### Design

Although the building has undergone alterations, it retains sufficient integrity to convey its association with its original design, use, and period of construction. Remaining features include its two-story rectangular plan, regular fenestration pattern, commercial storefronts at ground level, and decorative entablature surrounding all sides. The east façade retains the most integrity of design and materials, as it appears to retain original wooden window surrounds.

### Feeling & Association

The property retains sufficient feeling and association to convey its original use as commercial on the ground floor and hotel on the second floor. Its storefronts remain in use as commercial spaces; the second floor interior space, however, has been significantly altered.

### Setting

The New Pullman Hotel retains integrity of location and setting. It sits within the South End Historic District, which is significant for its associations with industrial development and warehouse architectural form.<sup>37</sup> While the former Southern Pacific Depot that once sat adjacent to the New Pullman Hotel was demolished in 1975, it was replaced by the Caltrain Depot, constructed one block away from the site of the original train depot.

### Materials & Workmanship

The property has undergone several alterations, including "removal of architectural ornament, stuccoing of two facades, replacement of windows and remodeling of storefronts" that appear to date back to the 1950s or 1960s.<sup>38</sup> Building permits document interior alterations in 1964 and again in 1984. Awnings were installed to the exterior in 1985, the roof was replaced in 2001, and an ADA ramp was installed in 2009. In 1984, the second floor interior containing 54 hotel rooms and 11 bathrooms was demolished and replaced with offices. The east façade retains the most integrity of design and materials, as it appears to retain original wooden window surrounds. Some materials have been replaced on the front and west facades, but the materials of the decorative entablature, wooden windows and belt course on east façade remain and are still able to convey their workmanship.

Overall, the building retains sufficient integrity at the exterior to convey its original use, design, and period of construction.

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<sup>37</sup> San Francisco Planning Department, *Central Corridor Historic Context Statement & Historic Resource Survey* (San Francisco: 2013), 110.

<sup>38</sup> Michael Corbett, 228-248 Townsend Street, *Primary Record*, Department of Parks and Recreation, State of California, 1996.

## ARTICLE 10 REQUIREMENTS SECTION 1004(B)

### Boundaries of the Landmark Site

Encompassing all of and limited to Lot 018 in Assessor's Block 3787.

### Character Defining Features

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark. Character-defining features include all primary exterior elevations, form, massing, structure, architectural ornament and materials identified as:

- Two-story, rectangular building plan
- Existing flat roofline and entablature, including a projecting bracketed cornice, frieze, and architrave
- Existing window and door openings on all three visible facades (west, south, and east elevations)
- Configuration of six existing storefronts at front façade, including an angled, recessed entryway with paired doors at southeast corner
- Two entrances on front façade leading up to second floor, featuring curved entryway overhead
- Horizontal, projecting wooden belt course on east elevation
- Wooden window surrounds on east elevation

#### PROPERTY INFORMATION

Historic Name: New Pullman Hotel

Address: 228-248 Townsend Street

Block and Lot: 3787/018

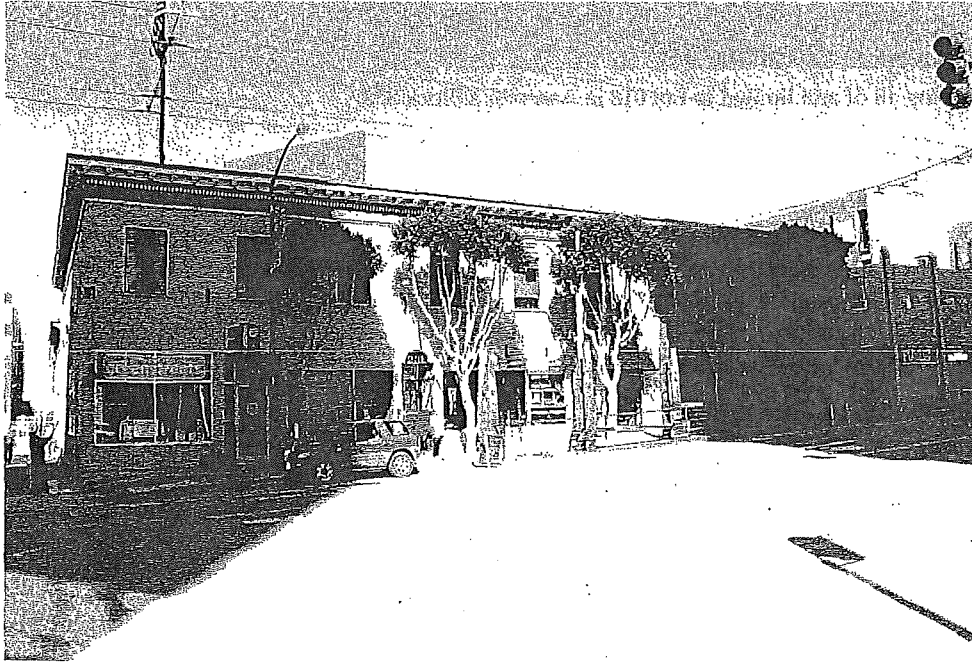
Owner: Richard and Janice Fiore

Original Use: Residential Hotel and Commercial

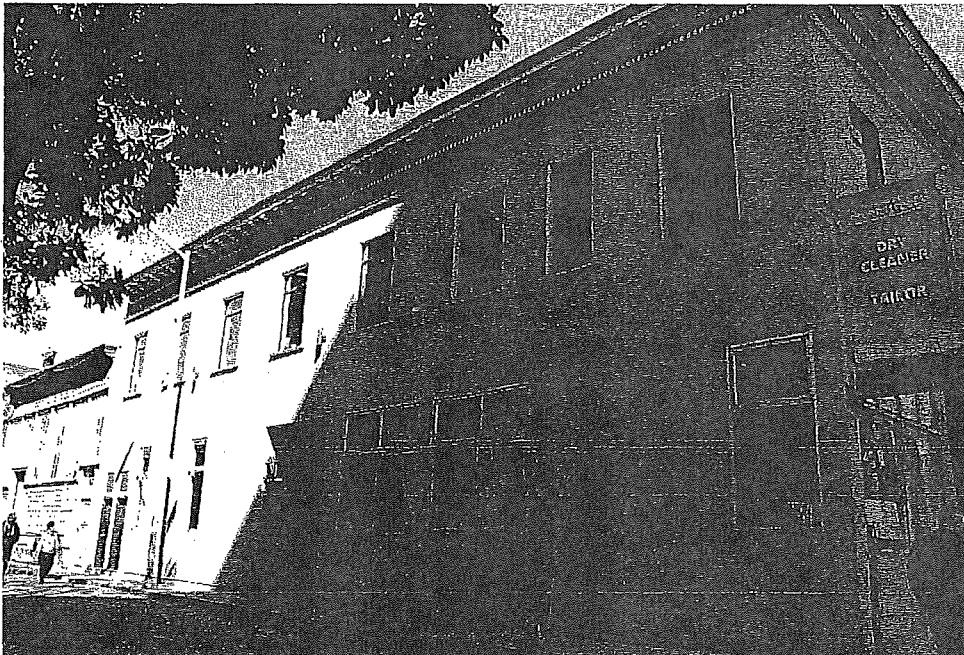
Current Use: Commercial and Office

Zoning: SLI – SOMA Service – Light Industrial

## PHOTOGRAPHS

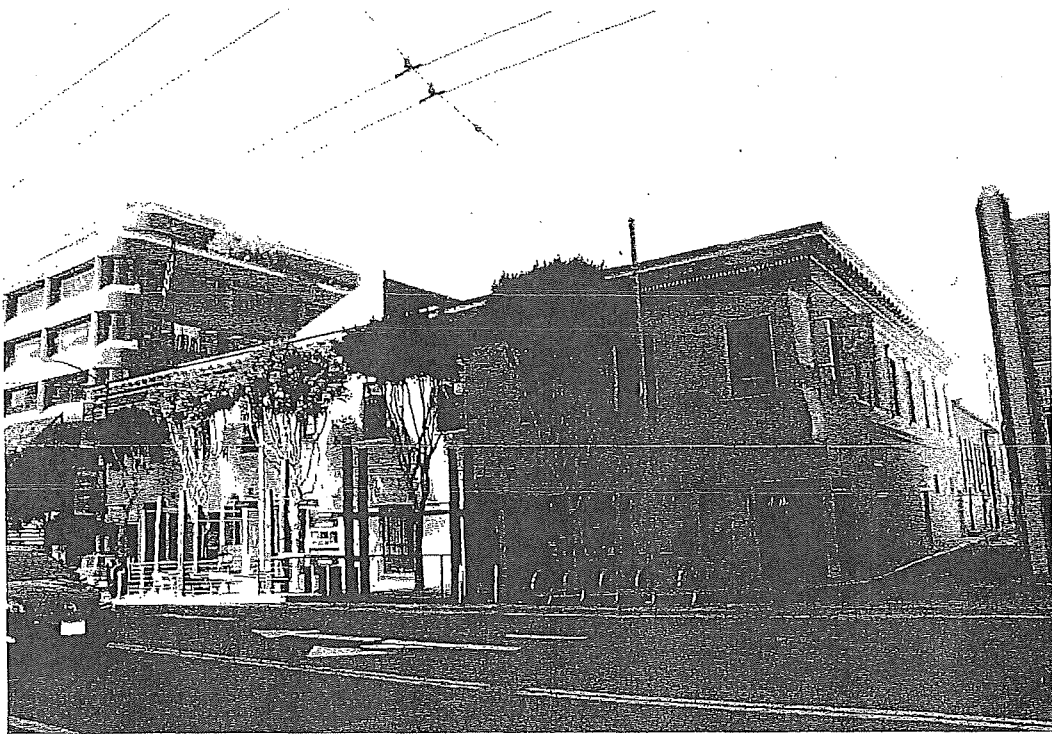


Primary elevation, view northwest.

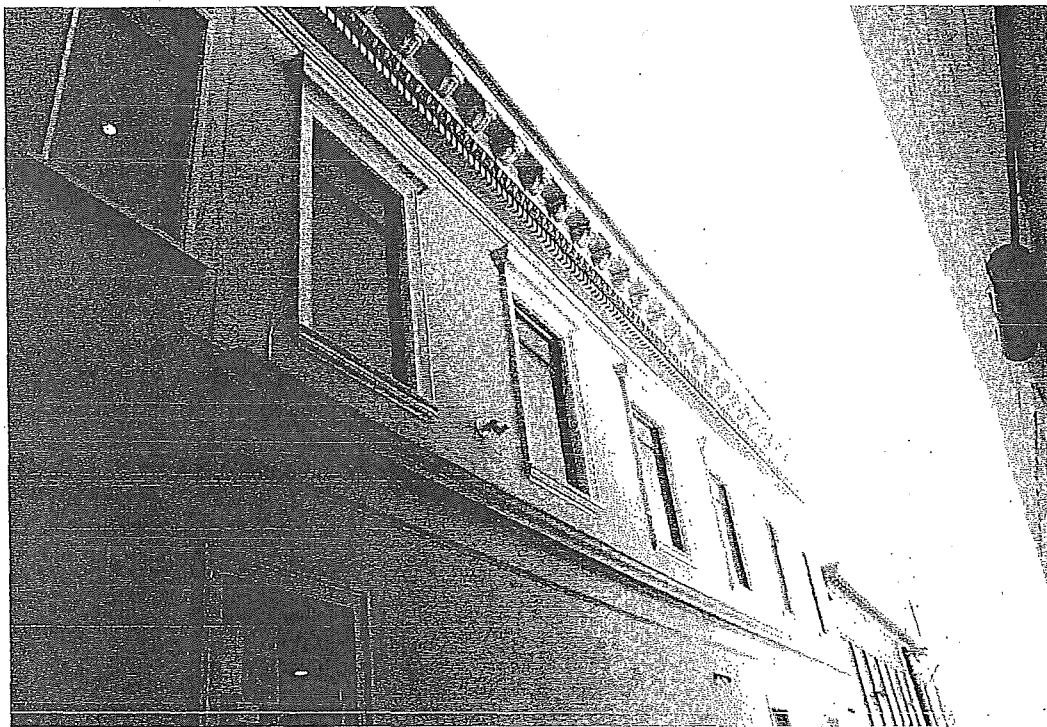


Secondary elevation (Lust Street), view north.

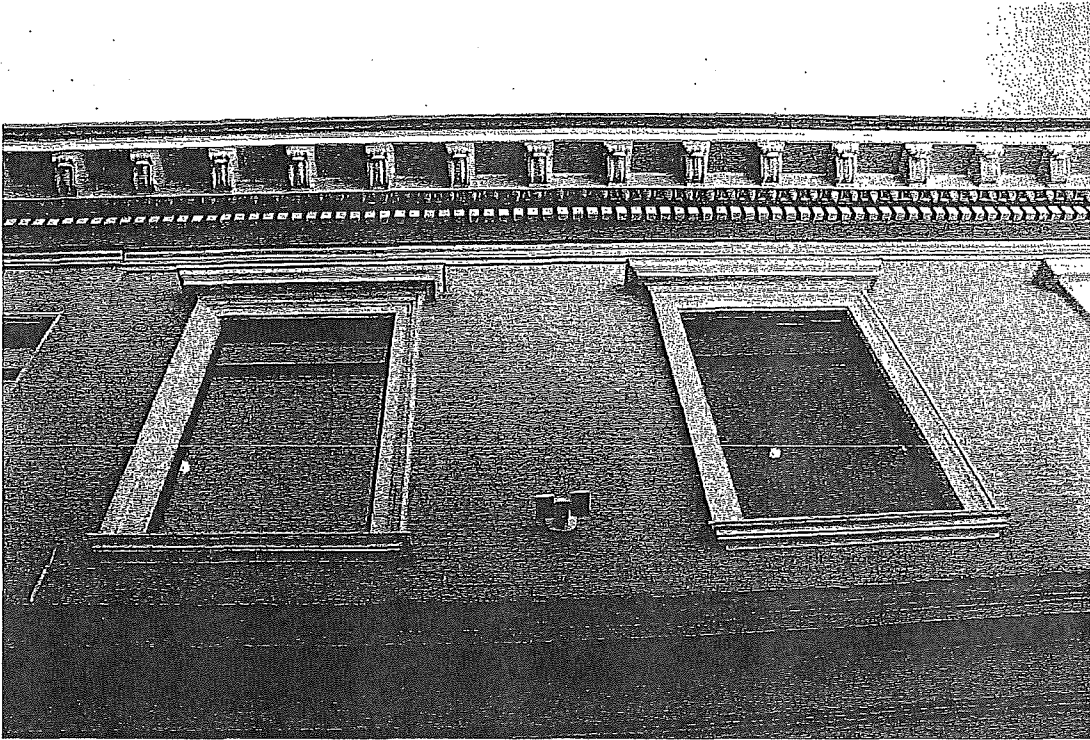




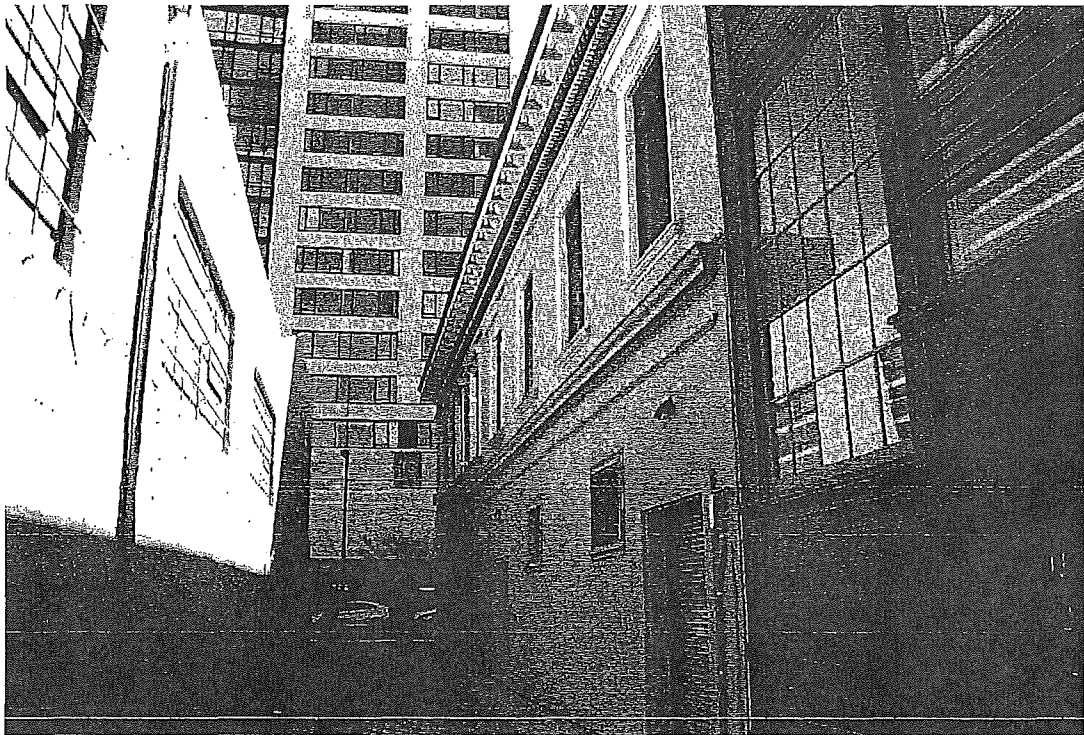
Primary elevation, view west.



Secondary (Clyde Street) elevation, view west.



Window detail on Clyde Street elevation, view west.



Clyde Street, view southeast. 228-248 Townsend Street is to the right.

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<https://archive.org/details/550020PullmanPorters110102>.

## ACKNOWLEDGEMENTS

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### Photography

All contemporary photography by Desiree Smith unless stated otherwise





SAN FRANCISCO  
PLANNING DEPARTMENT

SAN FRANCISCO

July 2, 2018

2018 JUL -3 PM 3:51

BY BJ

Ms. Angela Calvillo, Clerk  
Board of Supervisors  
City and County of San Francisco  
City Hall, Room 244  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

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San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

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415.558.6409

Planning  
Information:  
415.558.6377

Re: Central SoMa Article 10 and Article 11 Designations  
Transmittal of Planning Department Case Numbers:

- 2017-004023DES (New Pullman Hotel, 228-248 Townsend Street)  
BOS File No: \_\_\_\_\_ (pending)
- 2017-002874DES (Pile Drivers, Bridge and Structural Ironworkers Local No. 77  
Union Hall, 457 Bryant Street)  
BOS File No: \_\_\_\_\_ (pending)
- 2017-004129DES (Hotel Utah, 500-504 Fourth Street)  
BOS File No: \_\_\_\_\_ (pending)
- 2017-010250DES (Clyde and Crooks Warehouse Historic District)  
BOS File No: \_\_\_\_\_ (pending)
- 2017-010156DES (Mint-Mission Conservation District)  
BOS File No: \_\_\_\_\_ (pending)
- 2018-003615DES (Multiple Property Change in Article 11 Designation)  
BOS File No: \_\_\_\_\_ (pending)
- 2018-002775DES (Kearny-Market-Mason-Sutter Conservation District Boundary  
Change)  
BOS File No: \_\_\_\_\_ (pending)

Historic Preservation Commission Recommendation: Approval  
Planning Commission Recommendation: Approval

Dear Ms. Calvillo,

On the following dates the San Francisco Historic Preservation Commission (hereinafter "HPC") conducted duly noticed public hearings at regularly scheduled meetings to consider recommendation for landmark designation of the following properties to the Board of Supervisors:

April 18, 2018

- 228-248 Townsend Street (New Pullman Hotel);
- 500-504 Fourth Street (Hotel Utah);
- 457 Bryant Street (Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall); and
- Clyde and Crooks Warehouse Historic District

The HPC voted to approve resolutions to recommend landmark designation pursuant to Article 10 of the Planning Code.

On the following dates the HPC conducted duly noticed public hearings at regularly scheduled meetings to consider recommendation for Article 11 designation of the following properties to the Board of Supervisors:

March 21, 2018

- Change in boundary of the Kearny-Market-Mason-Sutter Conservation District

April 18, 2018

- Change in designation of twenty-six (26) properties

May 2, 2018

- Designation of the Mint-Mission Conservation District

The HPC voted to approve resolutions to recommend change in designation pursuant to Article 11 of the Planning Code.

On June 7, 2018 the San Francisco Planning Commission (hereinafter "CPC") conducted a duly noticed public hearing at a regularly scheduled meeting to consider a recommendation for:

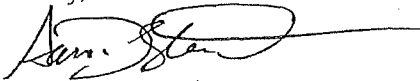
- Designation of the Clyde and Crooks Warehouse Historic District;
- Designation of the Mint-Mission Conservation District; and
- Change in boundary of the Kearny-Market-Mason-Sutter Conservation District

The CPC voted to approve resolutions to recommend designation pursuant to Article 10 and Article 11 of the Planning Code.

The proposed amendments have been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15060(c)(2).

Please find attached documents relating to the HPC and CPC actions. If you have any questions or require further information please do not hesitate to contact me.

Sincerely,



Aaron D. Starr

Manager of Legislative Affairs

cc: Alisa Somera, Assistant Clerk of the Board  
Victoria Wong, City Attorney's Office  
Honorable Supervisor Jane Kim  
Barbara Lopez, Legislative Aide



Attachments (two copies of the following):

## Clyde and Crooks Warehouse Historic District:

- Article 10 Initiation Case Report dated March 21, 2018
- Draft Landmark Designation Report
- Clyde and Crooks Warehouse Historic District Map
- Draft Ordinance
- Historic Preservation Commission Resolutions 947, 955
- Planning Commission Case Report Dated June 7, 2018
- Planning Commission Resolution 20203
- Department of Parks and Recreation (DPR) 523 forms

## Mint-Mission Conservation District

- Article 11 Initiation Case Report dated May 2, 2018
- Mint-Mission Conservation District Map
- Draft Ordinance
- Historic Preservation Commission Resolution 957
- Planning Commission Case Report Dated June 7, 2018
- Planning Commission Resolution 20201
- Department of Parks and Recreation (DPR) 523 forms
- Letter from Kwok Pong Lee
- Letter from Dave Chritton, Todd Chritton and Scott Chritton

## Kearny-Market-Mason-Sutter Conservation District

- Article 11 Initiation Case Report dated March 21, 2018
- Kearny-Market-Mason-Sutter Conservation District Map
- Draft Ordinance
- Historic Preservation Commission Resolution 948
- Planning Commission Case Report Dated June 7, 2018
- Planning Commission Resolution 20201
- Letter from District 6 Community Planners

## Change in Article 11 Designation – Twenty-six (26) properties

- Article 11 Initiation Case Report dated April 18, 2018
- Draft Ordinance
- Historic Preservation Commission Resolution 956
- Property summaries

500-504 4<sup>th</sup> Street (Hotel Utah)

- Historic Preservation Commission Resolutions 946, 954
- Article 10 Initiation Case Recommendation Memo and Case Report dated April 18, 2018
- Draft Landmark Designation Report
- Letter from SF Heritage
- Draft Ordinance

## 457 Bryant Street (Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall)

- Historic Preservation Commission Resolutions 945, 953

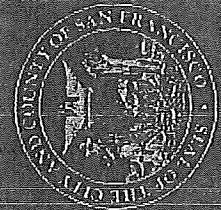
- Article 10 Initiation Case Recommendation Memo and Case Report dated April 18, 2018
- Draft Landmark Designation Report
- Draft Ordinance

228-248 Townsend Street (New Pullman Hotel)

- Historic Preservation Commission Resolutions 952, 944
- Article 10 Initiation Case Recommendation Memo and Case Report dated April 18, 2018
- Draft Landmark Designation Report
- Draft Ordinance

# Central SoMa Article 10 and Article 11 Designations

October 1, 2018

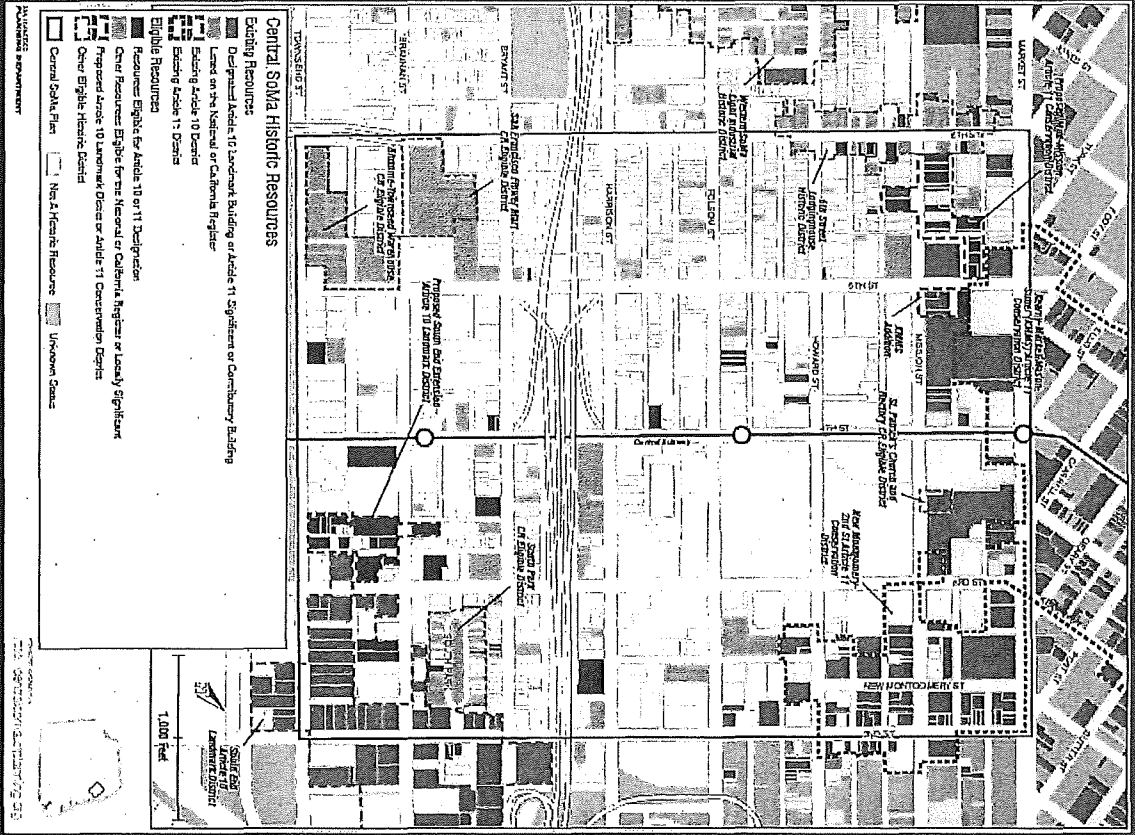


**SAN FRANCISCO  
PLANNING DEPARTMENT**

Submitted + Presentation

981101156  
16/01/18  
981101156-027028

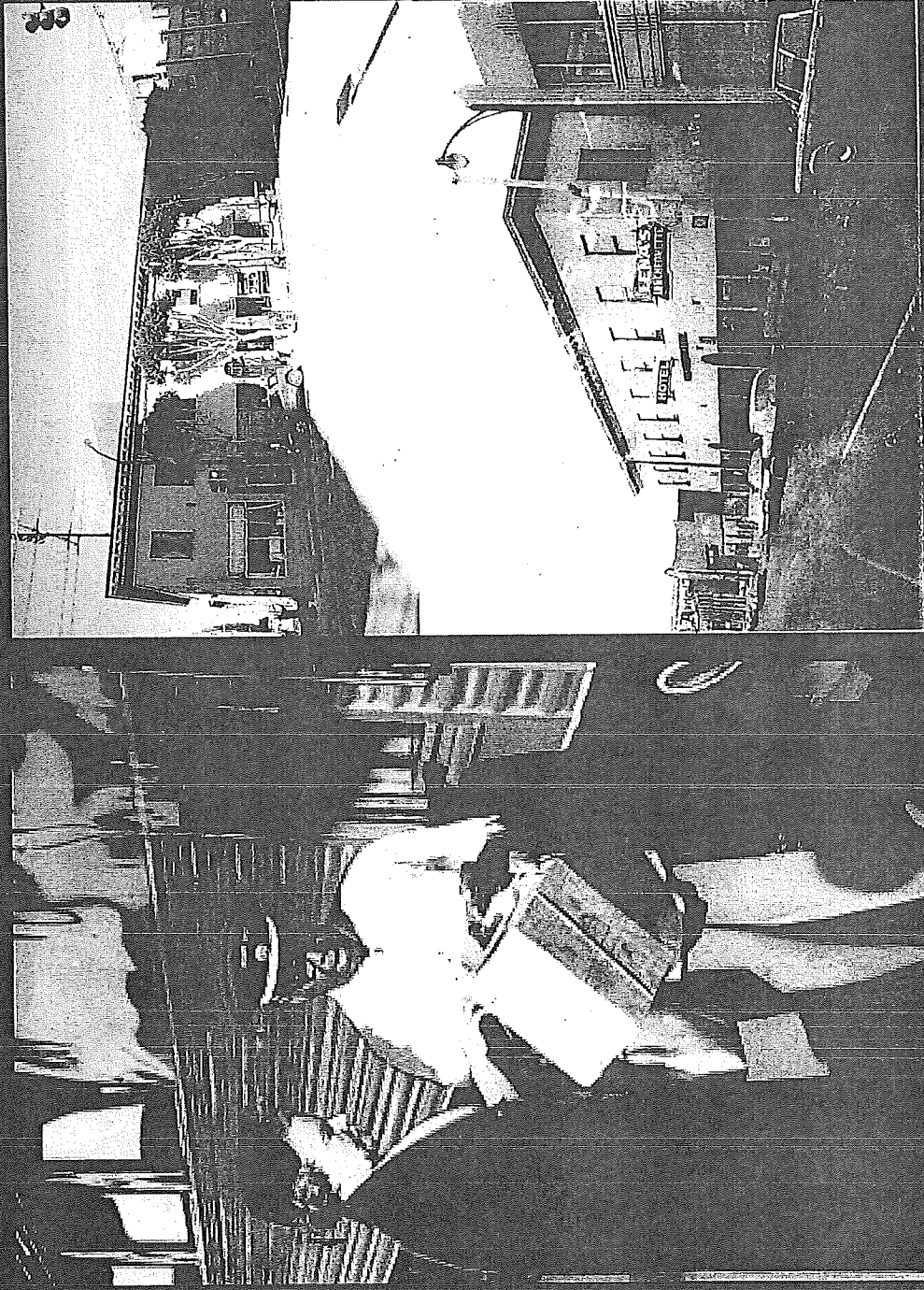
**CENTRAL SOMA HISTORIC RESOURCES SURVEY and HISTORIC CONTEXT STATEMENT**



- 134 parcels examined
- 31 properties were determined eligible for the California Register
- 26 previously unrated buildings proposed for a change in rating to Category I-IV
- The Central SoMa Plan survey and historic context statement adopted March 16, 2016

**ARTICLE 10**

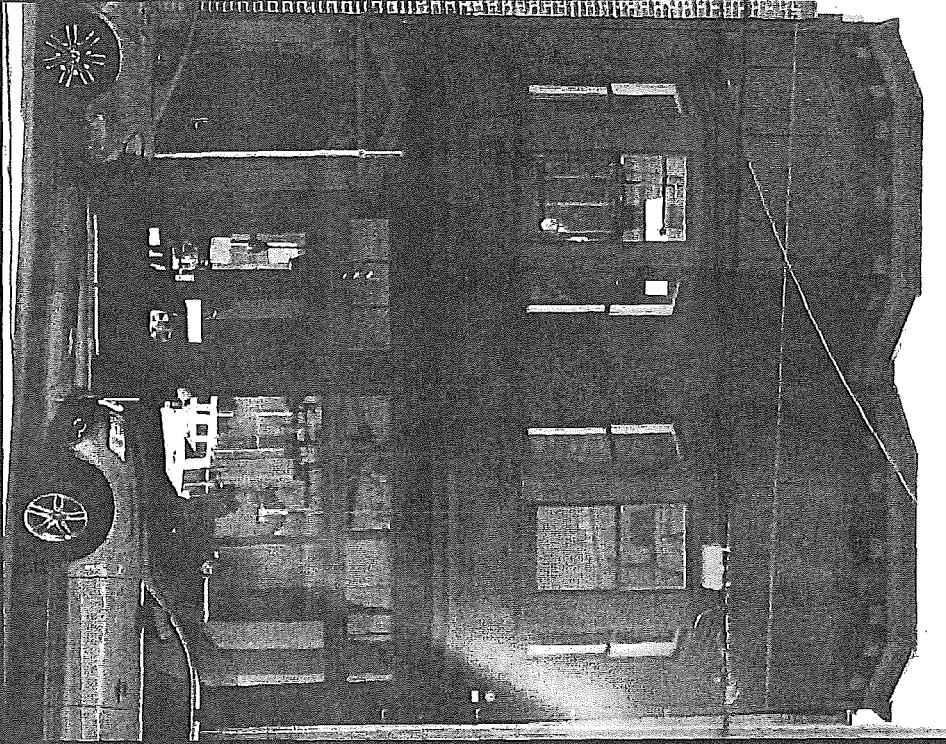
**New Pullman Hotel  
228-248 Townsend St.  
Period of Significance: 1909-1964**



ARTICLE 10

Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall  
457 Bryant St.

Period of Significance: 1909-1973

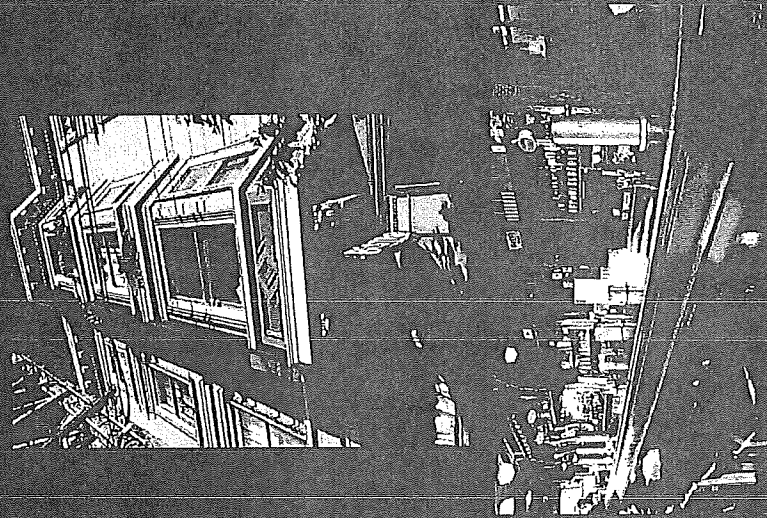
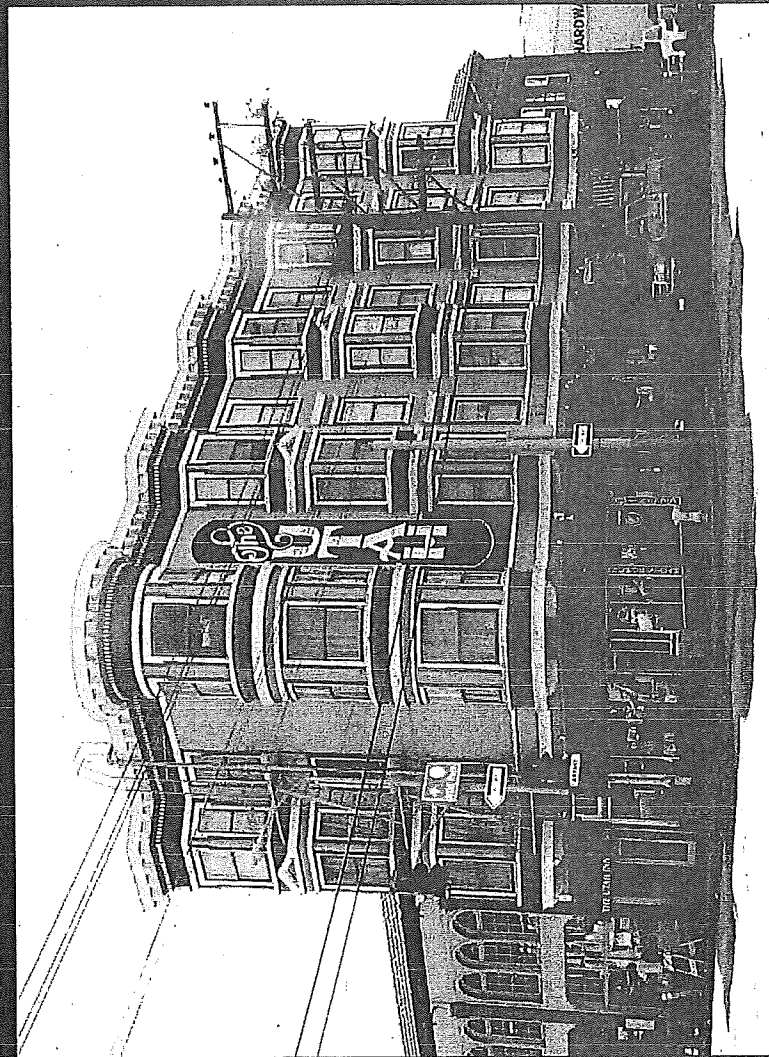


ARTICLE 10

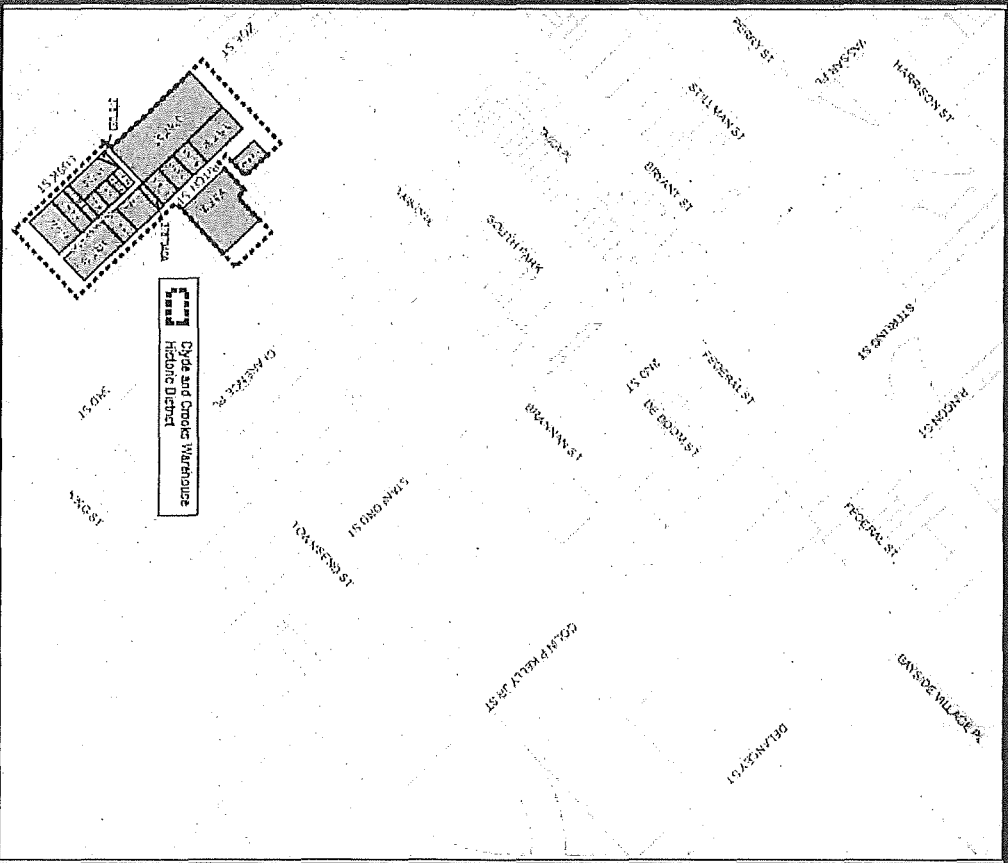
Hotel Utah

500-504 4th Street

Period of Significance: 1908-1947



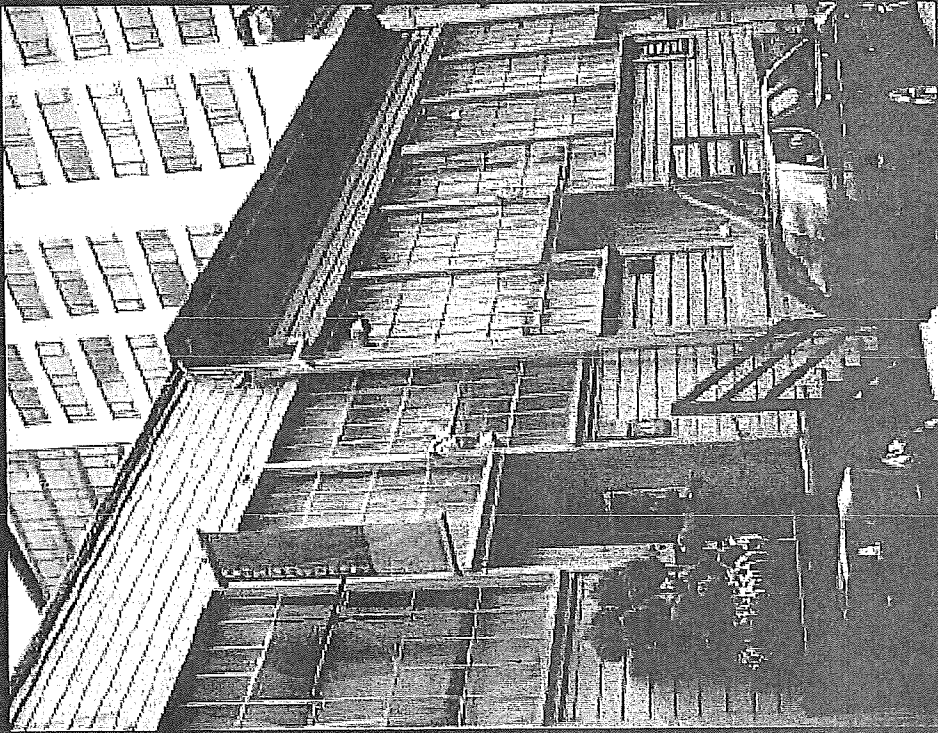
# ARTICLE 10 CLYDE AND CROOKS WAREHOUSE HISTORIC DISTRICT



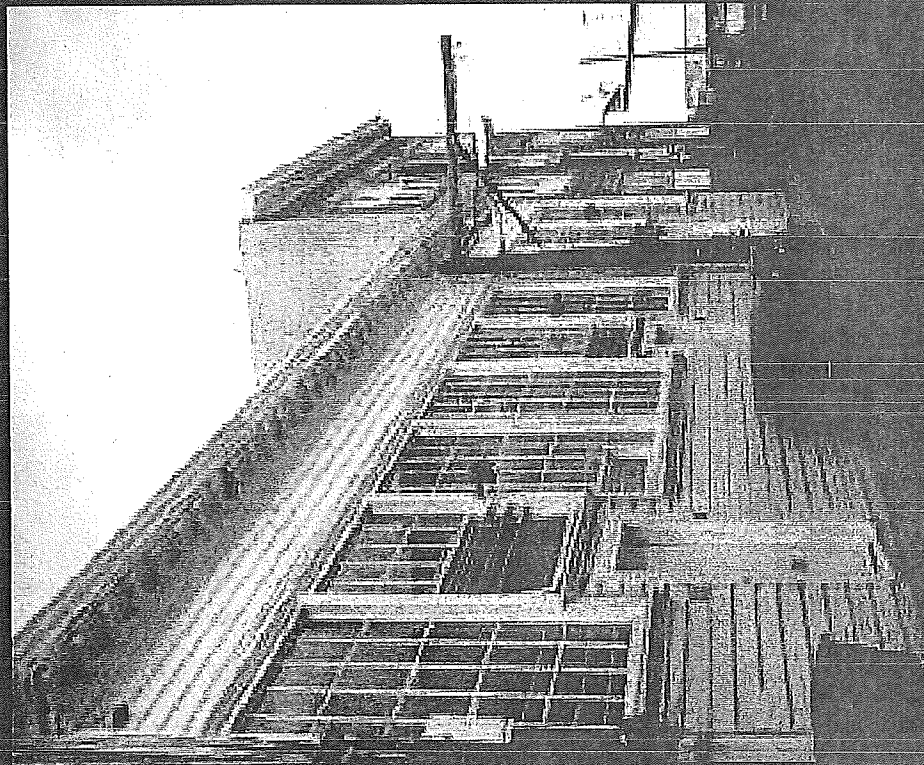
- Bounded by Brannan, Third, Townsend, and Lusk Streets
- Nineteen (19) properties in the district
- Twelve (12) contributing buildings
- Period of Significance: 1906 to 1935
- Mix of Industrial, warehouse and residential structures



ARTICLE 10  
CLYDE AND CROOKS WAREHOUSE HISTORIC DISTRICT

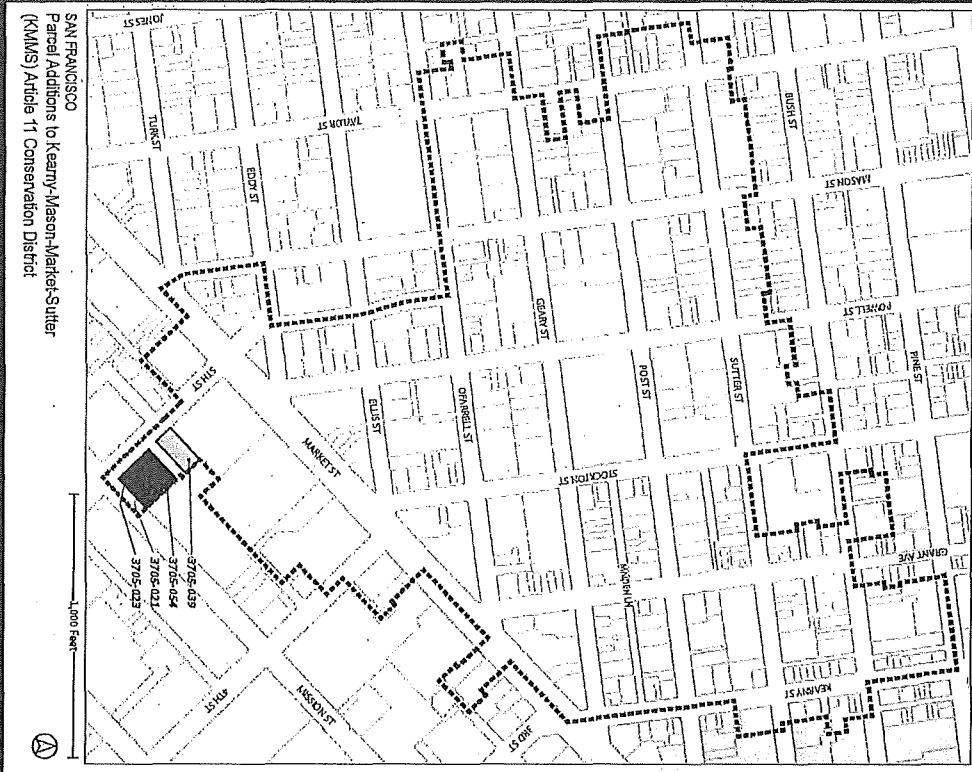


45 Lusk Street

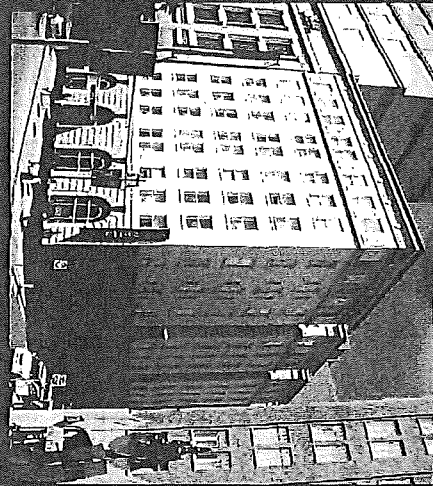


18-28 Clyde Street

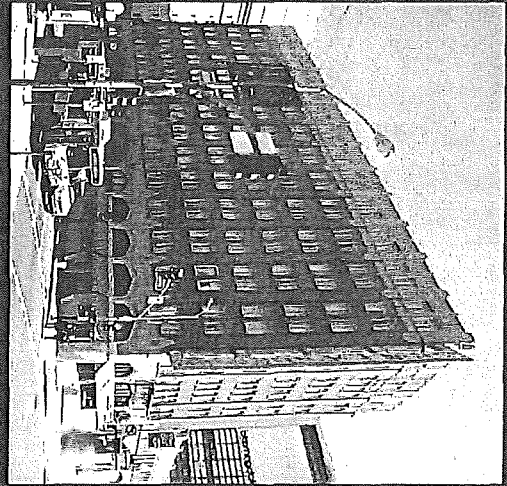
Article 11  
**Kearny-Market-Mason-Sutter Conservation District**  
**Conservation District Boundary Change**



SAN FRANCISCO  
 Parcel Additions to Kearny-Mason-Market-Sutter  
 (KMMS) Article 11 Conservation District



The Hotel Lanekshim (1913)



The Pickwick Hotel (1923)

# Article 11 Mint-Mission Conservation District

Bounded by Stevenson, 5<sup>th</sup>, Mission and Jessie Streets

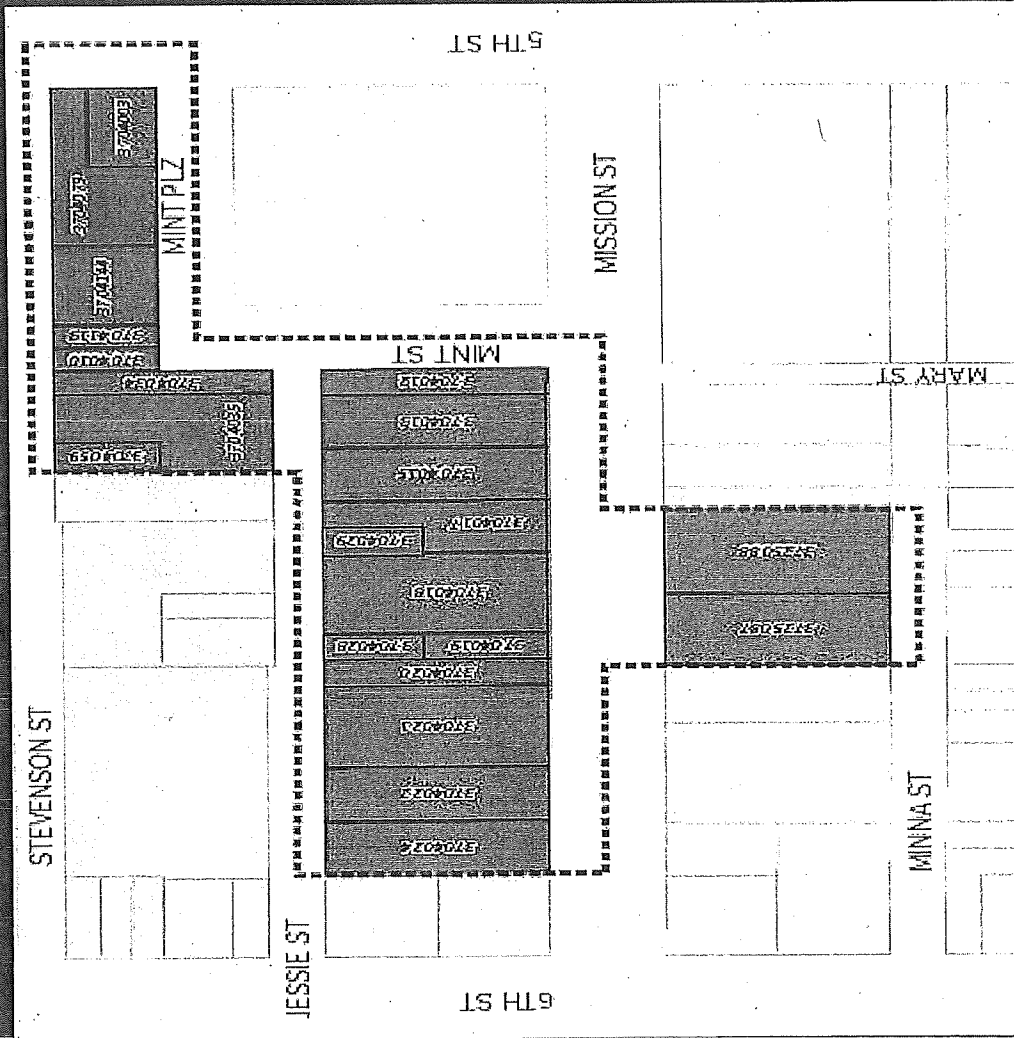
Twenty-two (22) properties in the district

One (1) property changing in classification from unrated (Category V) to Category I (Significant)

Fifteen (15) properties changing in classification from no rating or unrated (Category V) to Category IV (Contributory)

Three (3) currently designated Category I and II (Significant) buildings to be located in the district

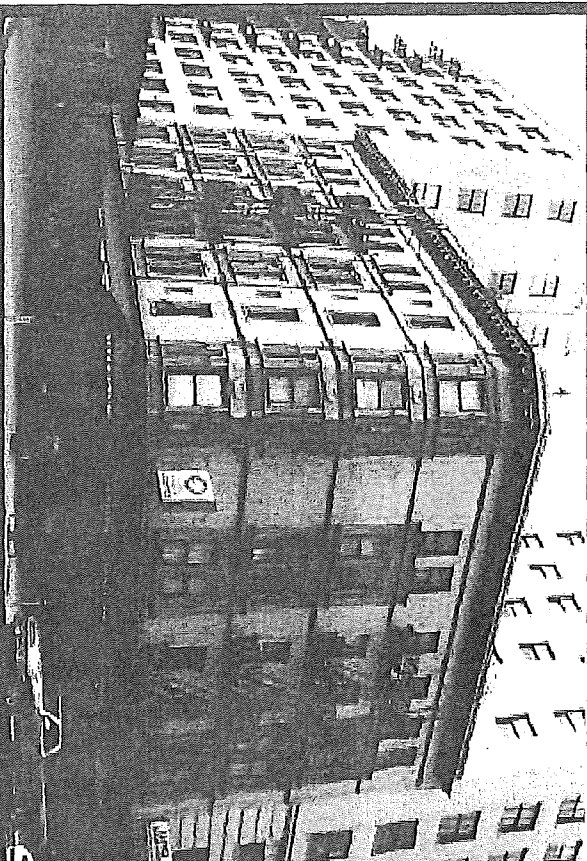
Three (3) currently designated Category V (unrated) buildings to be located in the district



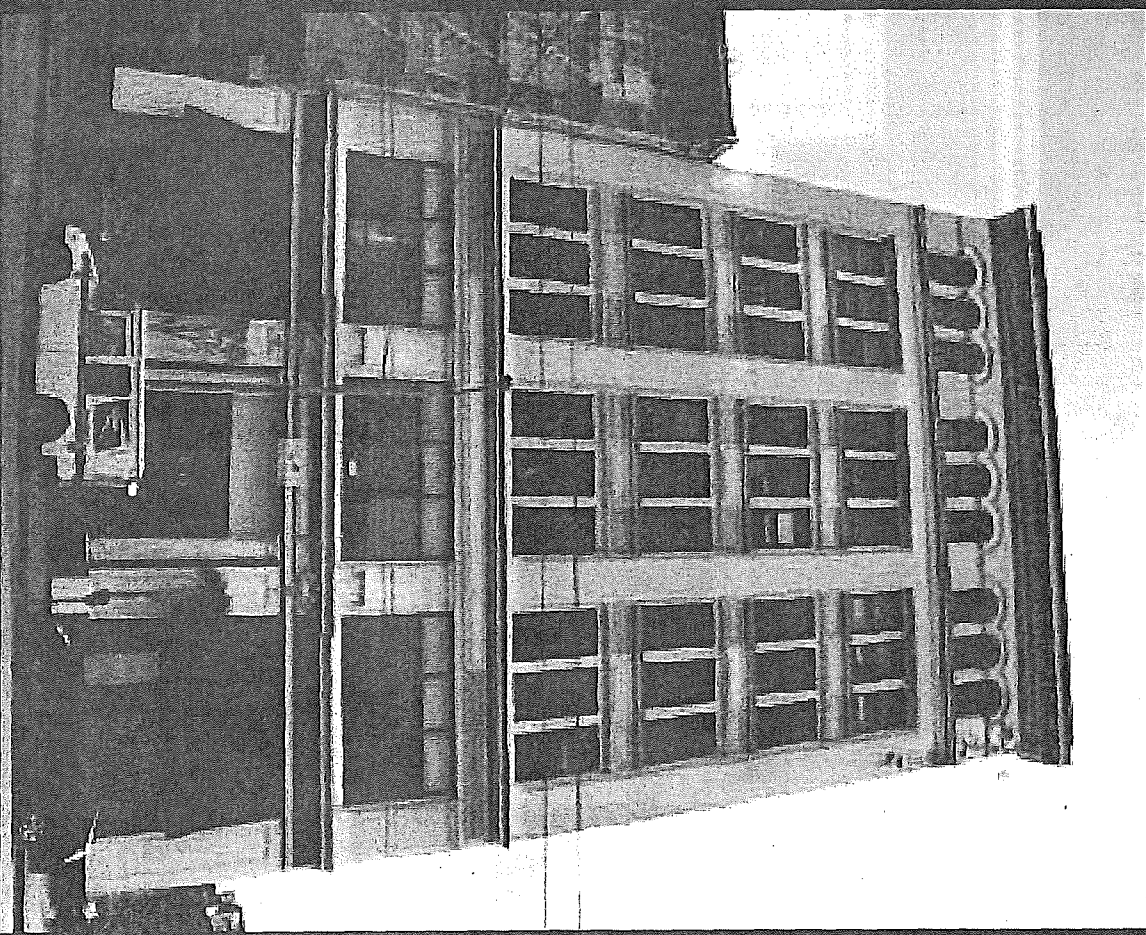
Mint-Mission Conservation District



Remedial Loan Association

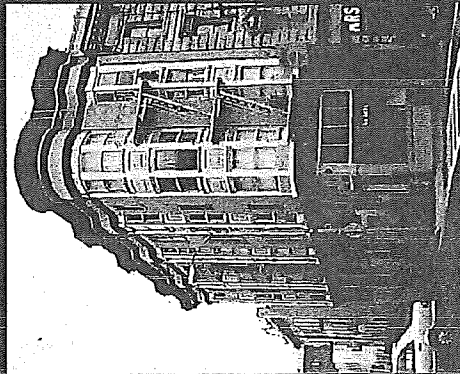


Oakwood Hotel

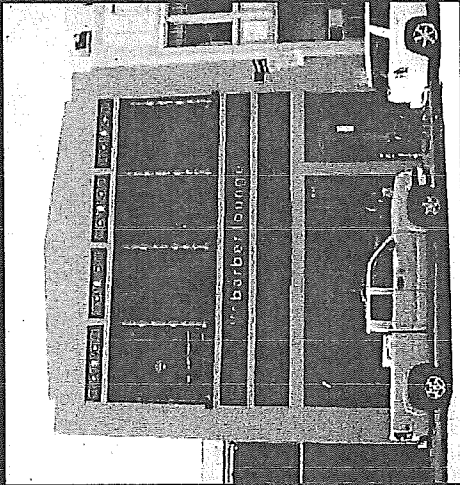


California Gasket Company

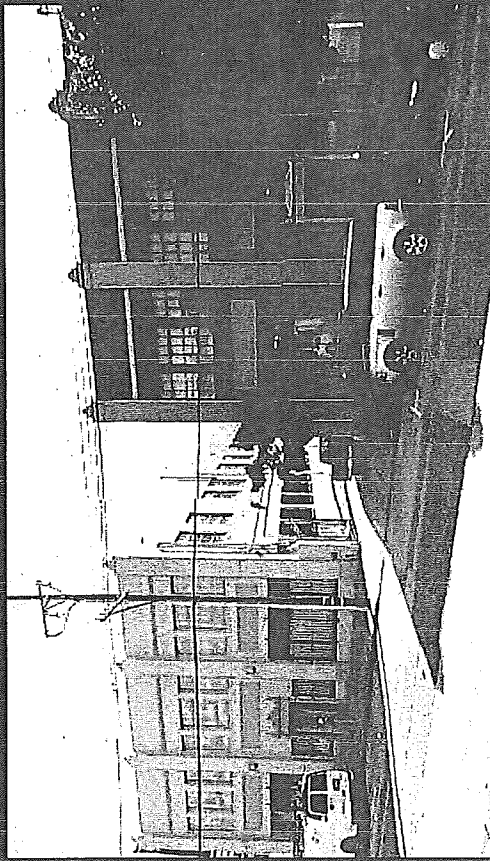
# Change in Article 11 Designation



Residential Hotels



Commercial Buildings



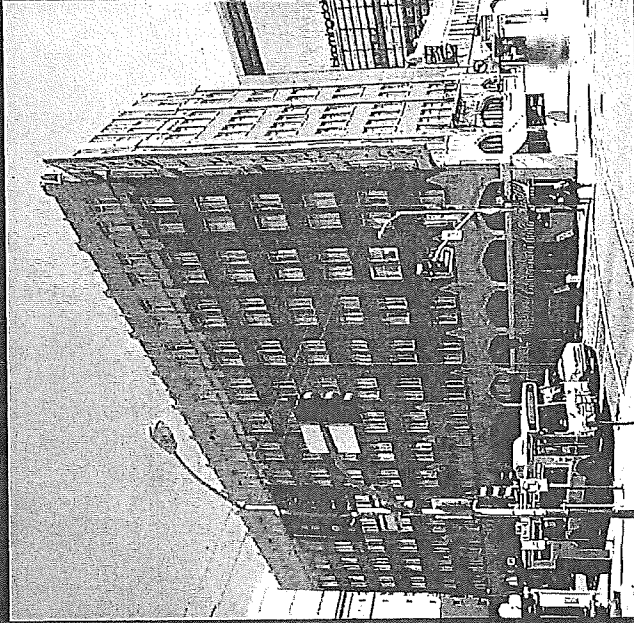
Industrial and Warehouse Buildings

- **Twenty-six (26)** buildings proposed for a change in designation
- **Exceptional examples of commercial, industrial and residential hotels**
- **The majority of the properties are not currently rated under Article 11 or are classified as Category V (unrated) buildings.**
- **Five (5)** of the properties are eligible for designation as **Category I (Significant)**
- **Twenty-one (21)** are eligible for **Category III (contributory)**

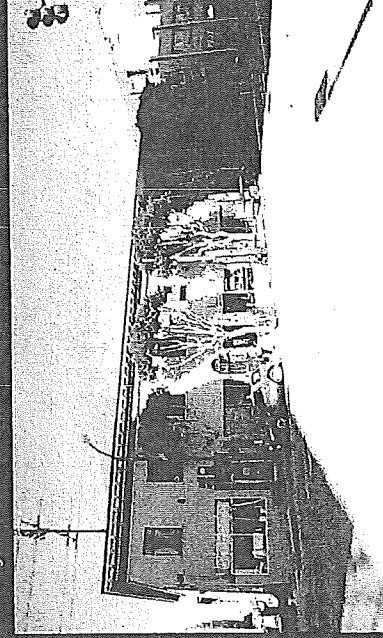
## PUBLIC OUTREACH

- **March 2014** - Central SoMa Historic Resources Survey web page launched
- **January 15 and October 3, 2014** - Meeting with Central SoMa Survey Advisory Group
- **March 25, 2015** - Public outreach meetings held at SPUR Urban Center
- **December 9, 2015** - Second public meeting at SPUR Urban Center to solicit feedback on public benefits, including historic preservation
- **July 2015** - Presentation to SF Heritage on draft historic context statement and survey
- **October 3, 2016** - Notification of properties added to HPC's Landmark Designation Work Program mailed to property owners
- **March and April 2018** – Notification of Historic Preservation Commission hearings mailed
- **March – May 2018** – Historic Preservation Commission hearings
- **March – May 2018** - Consultation with property owners
- **June 7, 2018** – Planning Commission Hearing
- **Notification of Historic Preservation Commission and Planning Commission** hearings were mailed to property owners March through May 2018. Meetings with tenants and owners of properties proposed for designation were held in April and May 2018.

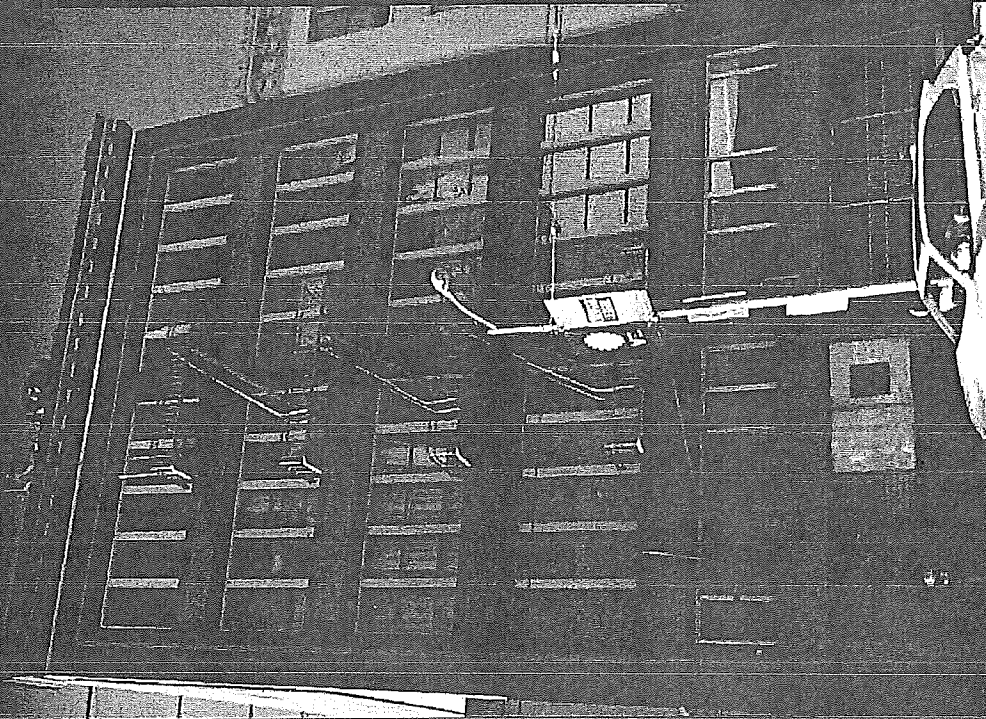
# Article 10 and Article 11 Designations



The Pickwick Hotel  
Kearny-Market-Mason-Sutter Conservation District



New Pullman Hotel  
Clyde and Crooks Warehouse Historic District



Hulse Bradford Carpets and Draperies  
Mint-Mission Conservation District

