

1 [Planning Code - Landmark designation - 182-198 Gough Street (aka the R. L. Goldberg
2 Building)]

3 **Ordinance designating 182-198 Gough Street (aka the R. L. Goldberg Building),**
4 **Assessor's Block No. 0837, Lot No. 014, as a Landmark under Planning Code, Article 10**
5 **; and making environmental findings, and findings of consistency with the General**
6 **Plan, and the eight priority policies of Planning Code, Section 101.1.**

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

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

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

19 (B) On June 18, 2014, at the request of the tenants, Jacqui Naylor and Beverly
20 Upton, and with the support of the Planning Department, the Historic Preservation
21 Commission added 182-198 Gough Street (aka the R. L. Goldberg Building), Lot 014 in
22 Assessor's Block 0837, to the Landmark Designation Work Program.

23 (C) Architectural historian consultant Edward Yarbrough, who meets the Secretary
24 of Interior's Professional Qualification Standards, prepared the Landmark Designation Report
25 for 182-198 Gough Street, dated November 5, 2014. This Landmark Designation Report was
26 reviewed by Department staff for accuracy and conformance with the purposes and standards
27 of Article 10.

1 (D) The Historic Preservation Commission, at its regular meeting of November 19,
2 2014, reviewed Department staff's analysis of 182-198 Gough Street's historical significance
3 per Article 10 as part of the Landmark Designation Case Report dated November 5, 2014.

4 (E) On November 19, 2014, the Historic Preservation Commission passed
5 Resolution No. 741 initiating designation of 182-198 Gough Street (aka the R. L. Goldberg
6 Building), Lot 014 in Assessor's Block 0837, as a San Francisco Landmark pursuant to
7 Section 1004.1 of the San Francisco Planning Code. Such motion is on file with the Clerk of
8 the Board in File 150002 and incorporated herein by reference.

9 (F) On December 17, 2014, after holding a public hearing on the proposed
10 designation and having considered the specialized analyses prepared by Planning
11 Department staff and the Landmark Designation Case Report, the Historic Preservation
12 Commission recommended approval of the proposed landmark designation 182-198 Gough
13 Street (aka the R. L. Goldberg Building), Lot 014 in Assessor's Block 0837, in Resolution No.
14 742. Such resolution is on file with the Clerk of the Board in File No. 150002.

15 (G) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the
16 proposed landmark designation of 182-198 Gough Street (aka the R. L. Goldberg Building),
17 Lot 014 in Assessor's Block 0837, will serve the public necessity, convenience and welfare.

18 (H) The Board finds that the proposed landmark designation of 182-198 Gough
19 Street (aka the R. L. Goldberg Building), Lot 014 in Assessor's Block 0837, is consistent with
20 the San Francisco General Plan and with Planning Code Section 101.1(b) for the reasons set
21 forth in Resolution No. 742, recommending approval of the proposed designation, which is
22 incorporated herein by reference.

23 (I) The Planning Department has determined that the actions contemplated in this
24 Ordinance are in compliance with the California Environmental Quality Act (California Public
25 Resources Code section 21000 et seq., "CEQA"). Specifically, the Planning Department has

1 determined the proposed Planning Code amendment is subject to a Categorical Exemption
2 from CEQA pursuant to Section 15308 of the Guidelines for Implementation of the statute for
3 actions by regulatory agencies for protection of the environment (specifically in this case,
4 landmark designation). Said determination is on file with the Clerk of the Board of
5 Supervisors in File No. 150002 and is incorporated herein by reference.

6 (J) The Board of Supervisors hereby finds 182-198 Gough Street (aka the R. L.
7 Goldberg Building), Lot 014 in Assessor's Block 0837, has a special character and special
8 historical, architectural, and aesthetic interest and value, and that its designation as a
9 Landmark will further the purposes of and conform to the standards set forth in Article 10 of
10 the San Francisco Planning Code.

11
12 Section 2: Designation. Pursuant to Section 1004 of the Planning Code, 182-198
13 Gough Street (aka the R. L. Goldberg Building), Lot 014 in Assessor's Block 0837, is hereby
14 designated as a San Francisco Landmark under Article 10 of the Planning Code.

15
16 Section 3. Required Data.

17 (A) The description, location, and boundary of the Landmark site consists of the City
18 parcel located at Lot 014 in Assessor's Block 0837, on the southwest corner of Gough and
19 Pak Streets, in San Francisco's Hayes Valley neighborhood.

20 (B) The characteristics of the Landmark that justify its designation are described and
21 shown in the Landmark Designation Case Report and other supporting materials contained in
22 Planning Department Case Docket No. 2014.0951L. In brief, 182-198 Gough Street (aka the
23 R. L. Goldberg Building), is eligible for local designation under National Register of Historic
24 Places Criterion C (association with design and construction that embodies distinctive
25 characteristics of a type, period, or method of construction). Specifically, designation of the R.

1 L. Goldberg Building is proper given its significant architectural expression as an early 20th
2 century mixed-use building designed with Classically-inspired ornament and containing
3 extraordinarily rare, intact storefronts. On its upper floors, the building features rusticated
4 stucco cladding, bay windows flanked by pilaster panels, molded window surrounds with
5 keystones, and a bracketed cornice and shaped parapet. The ground floor contains three
6 historic storefronts displaying a remarkable state of preservation, including their original
7 bulkheads, display windows, vestibule paving, doors, and transom. Based on comparisons
8 with similar properties surveyed as part the Department's Neighborhood Commercial
9 Buildings Survey in 2014, the storefronts at 182-198 Gough Street rank among the best
10 preserved storefronts of their age.

11 The building is also significant because it was designed by architect Bernard J. Joseph.
12 A definitive biography of Joseph remains to be written, but his involvement with the design of
13 several prominent buildings in San Francisco could qualify him as a master architect. An initial
14 review indicates that Joseph's best-known work was produced in partnership with Gustave
15 Albert Lansburgh, including the Newman and Levinson Building (1909) on Stockton Street
16 (Article 11, Category 1 Building), Hammersmith Building (1907) on Sutter Street (Landmark
17 No. 117), Manx Hotel (1908) on Powell Street (Article 11, Category IV Building), and the
18 second Emporium department store, located at 835 Market Street (Article 11, Category I
19 Building). The draft Landmark Designation Report also identifies Joseph as the co-designer of
20 the original Orpheum Theater on O'Farrell Street (1909—no longer extant).

21 (C) The particular features that shall be preserved, or replaced in-kind as
22 determined necessary, are those generally shown in photographs and described in the
23 Landmark Designation Case Report, which can be found in Planning Department Docket No.
24 No. 2014.0951L, and which are incorporated in this designation by reference as though fully
25 set forth. Specifically, the following exterior features shall be preserved or replaced in kind:

- 1 i. All exterior elevations, rooflines and ornamentation;
- 2 ii. Rusticated stucco cladding;
- 3 iii. Ground floor storefronts featuring recessed and angled entry vestibules with fully
4 glazed wood doors crowned with ventilators, marble risers with hexagonal tile thresholds, and
5 black ceramic tile bulkheads;
- 6 iv. Corner commercial entry featuring an angled, cut corner configuration, a square
7 column at the corner, black ceramic tile bulkhead, and paneled ceiling;
- 8 v. Recessed residential entries including paneled piers, wood walls and ceilings,
9 tiled thresholds, fully glazed wood doors topped with ventilators, and bracketed hoods with
10 guttae and open transoms;
- 11 vi. Keystones above secondary entrances and window bays on the Oak Street
12 façade;
- 13 vii. Recessed awning box and continuous transom above the storefronts and
14 residential entries on the Gough Street facade featuring fixed and awning sashes with
15 minimally opaque glazing;
- 16 viii. Intermediate cornice above the transom featuring block modillions;
- 17 ix. Combination angled and flat bays at the second story, including angled bays
18 featuring spandrel panels and cornices, as well as flush bays featuring garland surrounds and
19 keystones;
- 20 x. Double-hung, wood sash windows at the second story;
- 21 xi. Roofline featuring a bracketed cornice and shaped parapet;
- 22 xii. Frieze inscribed with “R. L. GOLDBERG BUILDING”;
- 23 xiii. Punched window openings with stucco sills and wood-sash windows on the Oak
24 Street facade;
- 25

1 xiv. Partially glazed and paneled wood doors, including one door with a glazed
2 ventilator, on the Oak Street façade.

3 The character-defining interior features of the building include portions of the ground
4 floor storefronts, which have historically been accessible to the public:

5 i. Window display areas for the storefronts at 182 and 190 Gough Street featuring
6 paneled walls and ceilings with decorative vents and rear transoms;

7 ii. Raised display window platforms in the storefront at 190 Gough Street;

8 iii. Hip roofed skylight with wire glass glazing illuminating the store interior at 190
9 Gough Street;

10 iv. Interior mezzanine display area above paneled soffits and paneled ceiling with
11 decorative vents in the storefront at 198 Gough Street.

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

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

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

23 By: _____
24 ANDREA RUIZ-ESQUIDE
 Deputy City Attorney

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