

1 [Planning Code - Landmark Designation - 4767-4773 Mission Street (aka the Royal Baking
2 Company Building)]

3 **Ordinance amending the Planning Code to designate 4767-4773 Mission Street (Royal**
4 **Baking Company), Assessor's Parcel Block No. 6084, Lot No. 021, as a Landmark under**
5 **Article 10 of the Planning Code; affirming the Planning Department's determination**
6 **under the California Environmental Quality Act; making public necessity, convenience,**
7 **and welfare findings under Planning Code, Section 302; and findings of consistency**
8 **with the General Plan, and the eight priority policies of Planning Code, Section 101.1.**

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

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

17 Section 1. Findings.

18 (a) CEQA and Land Use Findings.

19 (1) The Planning Department has determined that the Planning Code
20 amendment proposed in this ordinance is subject to a Categorical Exemption from the
21 California Environmental Quality Act (California Public Resources Code Sections 21000 et
22 seq., "CEQA") pursuant to Section 15308 of California Code of Regulations, Title 14, Sections
23 15000 et seq., the Guidelines for implementation of the statute for actions by regulatory
24 agencies for protection of the environment (in this case, landmark designation). Said
25 determination is on file with the Clerk of the Board of Supervisors in File No. 201034
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 4767-4773 Mission Street, Assessor's Block No. 6084,
3 Lot No. 021 ("Royal Baking Company"), will serve the public necessity, convenience, and
4 welfare for the reasons set forth in Historic Preservation Commission Resolution No. 1124,
5 recommending approval of the proposed designation, which is incorporated herein by
6 reference.

7 (3) The Board of Supervisors finds that the proposed landmark designation of
8 the 4767-4773 Mission Street is consistent with the General Plan and with Planning Code
9 Section 101.1(b) for the reasons set forth in Historic Preservation Commission Resolution No.
10 1124.

11 (b) General Findings.

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

15 (2) The Landmark Designation Fact Sheet was prepared by SF Heritage and
16 Planning Department Preservation staff. All preparers meet the Secretary of the Interior's
17 Professional Qualification Standards for historic preservation program staff, as set forth in
18 Code of Federal Regulations Title 36, Part 61, Appendix A. The report was reviewed for
19 accuracy and conformance with the purposes and standards of Article 10 of the Planning
20 Code.

21 (3) The Historic Preservation Commission, at its regular meeting of May 6, 2020
22 reviewed Planning Department staff's analysis of the historical significance of 4767-4773
23 Mission Street pursuant to Article 10 as part of the Landmark Designation Fact Sheet dated
24 March 18, 2020.

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1 (4) On November 19, 2019, the Board of Supervisors introduced a Resolution to
2 initiate designation of 4767-4773 Mission Street as a San Francisco Landmark pursuant to
3 Section 1004.1 of the Planning Code. Said draft resolution is on file with the Clerk of the
4 Board of Supervisors in File No. 191189 and is incorporated herein by reference.

5 (5) On February 5, 2020, after holding a public hearing on the proposed
6 initiation, the Historic Preservation Commission initiated of the proposed landmark designation
7 of the 4767-4773 Mission Street by Resolution No. 1119. Said resolution is on file with the
8 Clerk of the Board in File No. 201034.

9 (6) On May 6, 2020, after holding a public hearing on the proposed designation
10 and having considered the specialized analyses prepared by Planning Department staff and
11 the Landmark Designation Fact Sheet, the Historic Preservation Commission recommended
12 designation of 4767-4773 Mission Street as a landmark under Article 10 of the Planning Code
13 by Resolution No. 1124. Said resolution is on file with the Clerk of the Board in File No.
14 201034.

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16 (7) The Board of Supervisors hereby finds that 4767-4773 Mission Street has a
17 special character and special historical, architectural, and aesthetic interest and value, and
18 that its designation as a Landmark will further the purposes of and conform to the standards
19 set forth in Article 10 of the Planning Code. In doing so, the Board hereby incorporates by
20 reference the findings of the Landmark Designation Fact Sheet.

1 Section 2. Designation.

2 Pursuant to Section 1004 of the Planning Code, 4767-4773 Mission Street (Royal
3 Baking Company), Assessor's Block No. 6084, Lot No. 021, is hereby designated as a San
4 Francisco Landmark under Article 10 of the Planning Code. Appendix A to Article 10 of the
5 Planning Code is hereby amended to include this property.

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7 Section 3. Required Data.

8 (a) The description, location, and boundary of the Landmark site consists of the City
9 parcel located at 4767-4773 Mission Street (Royal Baking Company), Assessor's Block No.
10 6084, Lot No. 021, in San Francisco's Excelsior neighborhood.

11 (b) The characteristics of the Landmark that justify its designation are described and
12 shown in the Landmark Designation Fact Sheet and other supporting materials contained in
13 Planning Department Record Docket No. 2019-022536DES. In brief, 4767-4773 Mission
14 Street is eligible for local designation as it is associated with events that have made a
15 significant contribution to the broad patterns of San Francisco history and it embodies the
16 distinctive characteristics of a type, period, or method of construction. Specifically, designation
17 of 4767-4773 Mission Street is proper given its association with the history of the Italian-
18 American community of San Francisco and that community's early twentieth-century suburban
19 expansion to the Excelsior District and for its association with San Francisco's important
20 twentieth century macaroni and bread-baking industries. Designation of 4767-4773 Mission
21 Street is also proper given it is architecturally significant as a distinctive example of Storybook
22 and Art Deco-style commercial architecture.

23 (c) The particular features that shall be preserved, or replaced in-kind as determined
24 necessary, are those generally shown in photographs and described in the Landmark
25 Designation Fact Sheet, which can be found in Planning Department Record Docket No.

1 2019-022536DES, and which are incorporated in this designation by reference as though fully
2 set forth. Specifically, the following exterior features shall be preserved or replaced in kind:

3 All exterior elevations, form, massing, structure, rooflines, architectural ornament, and
4 materials of 4767-4773 Mission Street identified as:

5 (1) 4769 Mission Street

6 (A) Two-story height;

7 (B) Primary west façade;

8 (C) Window and door openings;

9 (D) Flat roof with clay tile-clad parapet, decorative chimneys, shed
10 roof dormer window opening;

11 (E) Multi-light wood window units, wood sills and
12 trim;

13 (F) Stucco cladding;

14 (G) Shallow front gable; and

15 (H) Stone veneer bulkhead cladding.

16 (2) 4773 Mission Street

17 (A) Two-story massing;

18 (B) Primary west façade;

19 (C) Stucco cladding;

20 (D) Window and door openings;

21 (E) Pitched roof with three-pointed crown parapet;

22 (F) Decorative fins, speedlines and rounded corners;

23 (G) Recessed areas above outer bays;

24 (H) Painted Royal Baking Co. sign and shallow ornamental arch;

25 (I) Ceramic and terrazzo floor tile and recessed entry; and

1 (J) Green and yellow ceramic tile cladding bulkheads and piers.

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3 Section 4. Effective Date.

4 This ordinance shall become effective 30 days after enactment. Enactment occurs
5 when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not

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7 sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the
8 Mayor's veto of the ordinance.

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

12 By: /s/ _____
13 VICTORIA WONG
14 Deputy City Attorney

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