



August 18th, 2014

The Historic Preservation Commission
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

RE: Letter of Support for Historic Landmark Status for the R. L. Goldberg Building

Dear Commissioners,

I am writing to express the strong support of the Hayes Valley Neighborhood Association for Historic Landmark status for the R. L. Goldberg Building at 182-198 Gough Street.

Rube Goldberg was born and raised in San Francisco, worked for the San Francisco Chronicle, and was a Pulitzer Prize winning cartoonist, satirist and inventor. After the earthquake of 1906, he worked with renowned architect Bernard J. Joseph to build the R. L. Goldberg Building.

This beautiful and well-preserved Edwardian building, completed in 1911, is a beloved neighborhood treasure in Hayes Valley, and, even aside from its association with Rube Goldberg, has been home to many well-known artists and writers in the years since.

The Hayes Valley Neighborhood Association urges the Historic Preservation Commission to support the designation of the R.L. Goldberg Building as an official landmark.

Thank you for your consideration.

Sincerely,

Lawrence Cronander
Vice-President, Hayes Valley Neighborhood Association
1800 Market Street, PMB #104
San Francisco, CA 94102

From: [Leonardo](#)
To: [Lammers, Jonathan \(CPC\)](#); [Frye, Timothy \(CPC\)](#); [BreedStaff \(BOS\)](#); [Secretary, Commissions \(CPC\)](#)
Cc: [Brown, Mary \(CPC\)](#); [Ruiz-Esquide, Andrea \(CAT\)](#)
Subject: 182-198 Gough Street landmark
Date: Thursday, November 20, 2014 3:00:19 PM

I read in the November 20, 2014 San Francisco Chronicle newspaper (page D2) that 182-198 Gough Street property was approved as a landmark. I also read the Landmark Designation Report that is online. I don't think it should be a landmark here in San Francisco. I live in the neighborhood, only 1 block away, and was never notified of the hearing to make this into a landmark. I'm very much against it. I ask that the approval to be a landmark be reversed. The reason that it is being turned into a landmark is because there are some tenants that don't want to move because they are being evicted through the Ellis-act. That's not a reason to make this building into a landmark, nor is it a reason to concoct an investigation that a building needs landmark status.

The tenant, Jacqui Naylor, said in the newspaper article, "**But Naylor said she hopes that it would make it harder for Hirsh to renovate or convert the building to tenancy-in-common units**", and "**This will make anything he wants to do to the building a little harder**". It's clear that Naylor is only trying to create a problem for the landlord. And that's not what the San Francisco Historic Preservation Commission is about, nor should government agencies be used as a weapon against a landlord and get involved in tenant-landlord issues like this and in this way. This is an example of the waste of time, effort and resources of the City of San Francisco.

I would like to be notified of any other hearings or decisions about this property by the city occur regarding historic preservation.

Thank you
Leonardo DiGiovanni
220 Lily St
San Francisco, CA 94102

Article 10 Landmark Designation
Case Number 2014.0951L
R. L. Goldberg Building
182-198 Gough Street

7. 2014.0951L (J. LAMMERS: (415) 575-9093)
186-194 GOUGH STREET – Consideration to Initiate Landmark Designation of the R. (Rube) L. Goldberg Building, southeast corner of Gough and Oak streets, Assessor's Block 0837, Lot 014 as an individual Article 10 Landmark pursuant to Section 1004.1 of the Planning Code. Constructed in 1911, the property was commissioned by Pulitzer-Prize winning cartoonist and author Rueben (Rube) Goldberg, and designed by architect Bernard J. Joseph. The property is architecturally significant as an example of a Classical Revival style mixed use building, and may also be significant for its association with Rube Goldberg. This item was calendared at the HPC's request following