



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. 741

HEARING DATE NOVEMBER 19, 2014

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### **RESOLUTION TO INITIATE 182-198 GOUGH STREET, HISTORICALLY KNOWN AS THE R. L. GOLDBERG BUILDING, LOT 014 IN ASSESSOR'S BLOCK 0837, AS AN ARTICLE 10 LANDMARK.**

1. WHEREAS, consideration of initiation of Article 10 Landmark Designation of 182-198 Gough Street was calendared at the Historic Preservation Commission's request following public comment at its regularly scheduled hearing on June 18, 2014; and
2. WHEREAS, a draft Landmark Designation Report for 182-198 Gough Street was prepared by Edward Yarbrough, who meets the Secretary of the Interior's professional qualifications for architectural history; and
3. WHEREAS, the draft Landmark Designation Report was reviewed by Department staff and determined to have sufficient information to support the Article 10 landmark designation of 182-198 Gough Street; and
4. WHEREAS, the Historic Preservation Commission finds that 182-198 Gough Street is an architecturally significant example of an early 20<sup>th</sup> century mixed use building designed by prominent architect, Bernard J. Joseph, featuring superior Classically inspired ornamentation and three extraordinarily rare and intact historic storefronts; and
5. WHEREAS, the Historic Preservation Commission finds that the construction 182-198 Gough Street was commissioned by Rueben (Rube) Lucius Garrett Goldberg, a native of San Francisco and a Pulitzer Prize-winning cartoonist famed for his illustrations of elaborate contraptions; and
6. WHEREAS, the Historic Preservation Commission finds that the building may have some significance for its association with Rube Goldberg, but that its primary significance is derived from its architectural expression and outstanding physical integrity; and
7. WHEREAS, the Historic Preservation Commission finds that the 182-198 Gough 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 character-defining features, as identified in the Landmark Designation Case Report, should be

considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity.

RESOLVED, that the Historic Preservation Commission hereby initiates 182-198 Gough Street, Assessor's Block 0837, Lot 014 as an Article 10 Landmark 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 November 19, 2014.

Jonas P. Ionin  
Commission Secretary

AYES: K. Hasz, A. Hyland, E. Johnck, R. Johns, D. Matsuda, J. Pearlman, A. Wolfram

NAYS:

ABSENT:

ADOPTED: November 19, 2014