

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.

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

16
17 Section 1. Findings.

18 (a) CEQA and Land Use Findings.

19 (1) The Planning Department has determined that the proposed Planning Code
20 amendment is subject to a Categorical Exemption from the California Environmental Quality
21 Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section
22 15308 of the Guidelines for Implementation of the statute for actions by regulatory agencies
23 for protection of the environment (in this case, landmark designation). Said determination is
24 on file with the Clerk of the Board of Supervisors in File No. 180720 and is incorporated herein
25 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 (a) The description, location, and boundary of the Landmark site consists of the City
2 parcel located at 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block No.
3 3787, Lot No. 018, in San Francisco's South Park neighborhood.

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

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

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

21 By: _____
22 VICTORIA WONG
23 Deputy City Attorney

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