

File No. 220037 Committee Item No. 2
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation Committee Date February 14, 2022

Board of Supervisors Meeting Date _____

Cmte Board

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| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
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| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
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OTHER (Use back side if additional space is needed)

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| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>PLN Landmark Reso No. 1211 110321</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>PLN Transmittal 010522</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Planning Memo 013122</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Hearing Notice 021422</u> |
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Completed by: Erica Major Date February 10, 2022
Completed by: Erica Major Date _____

1 [Planning Code - Landmark Designation - "Allegory of California," The City Club of San
 2 Francisco (formerly Pacific Stock Exchange Luncheon Club), 155 Sansome Street]

3 **Ordinance amending the Planning Code to designate the fresco, titled "Allegory of**
 4 **California," in the grand stairwell between 10th and 11th floors of The City Club of San**
 5 **Francisco (former Pacific Stock Exchange Luncheon Club), within 155 Sansome Street,**
 6 **Assessor's Parcel Block No. 0268, Lot No. 001A, as a Landmark consistent with the**
 7 **standards set forth in Article 10 of the Planning Code; affirming the Planning**
 8 **Department's determination under the California Environmental Quality Act; and**
 9 **making public necessity, convenience, and welfare findings under Planning Code,**
 10 **Section 302, and findings of consistency with the General Plan, and the eight priority**
 11 **policies of Planning Code, Section 101.1.**

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

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

18 Section 1. Findings.

19 (a) CEQA and Land Use Findings.

20 (1) The Planning Department has determined that the Planning Code
 21 amendment proposed in this ordinance is subject to a Categorical Exemption from the
 22 California Environmental Quality Act (California Public Resources Code Sections 21000 et
 23 seq., "CEQA") pursuant to Section 15308 of California Code of Regulations, Title 14, Sections
 24 15000 et seq., the Guidelines for implementation of the statute for actions by regulatory
 25 agencies for protection of the environment (in this case, landmark designation). Said

1 determination is on file with the Clerk of the Board of Supervisors in File No. 220037 and is
2 incorporated herein by reference. The Board of Supervisors affirms this determination.

3 (2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
4 the proposed landmark designation of the fresco titled "Allegory of California" in the grand
5 stairwell between the 10th and 11th floors of The City Club of San Francisco (former Pacific
6 Stock Exchange Luncheon Club), within 155 Sansome Street, Assessor's Parcel Block No.
7 0268, Lot No. 001A (the "Fresco"), will serve the public necessity, convenience, and welfare
8 for the reasons set forth in Historic Preservation Commission Resolution No. 1211,
9 recommending approval of the proposed designation, which is incorporated herein by
10 reference.

11 (3) The Board of Supervisors finds that the proposed landmark designation of
12 the Fresco is consistent with the General Plan and with Planning Code Section 101.1(b) for
13 the reasons set forth in Historic Preservation Commission Resolution No. 1211.

14 (b) General Findings.

15 (1) On April 27, 2021, the Board of Supervisors adopted Resolution No. 187-21,
16 initiating landmark designation of the Fresco as a San Francisco Landmark pursuant to
17 Section 1004.1 of the Planning Code. On May 7, 2021, the Mayor approved the resolution.
18 Said resolution is on file with the Clerk of the Board of Supervisors in File No. 210352.

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

22 (3) The Landmark Designation Fact Sheet was prepared by Planning
23 Department Preservation staff. All preparers meet the Secretary of the Interior's Professional
24 Qualification Standards for historic preservation program staff, as set forth in Code of Federal
25 Regulations Title 36, Part 61, Appendix A. The report was reviewed for accuracy and

1 conformance with the purposes and standards of Article 10 of the Planning Code.

2 (4) The Historic Preservation Commission, at its regular meeting of November
3 3, 2021, reviewed Planning Department staff’s analysis of the historical significance of the
4 Fresco set forth in the Landmark Designation Fact Sheet dated October 27, 2021.

5 (5) On November 3, 2021, after holding a public hearing on the proposed
6 designation and having considered the specialized analyses prepared by Planning
7 Department staff and the Landmark Designation Fact Sheet, the Historic Preservation
8 Commission recommended designation of the Fresco as a landmark consistent with the
9 standards set forth in Section 1004 of the Planning Code, by Resolution No. 1211. Said
10 resolution is on file with the Clerk of the Board in File No. 220037.

11 (6) The Board of Supervisors hereby finds that the Fresco has a special
12 character and special historical, architectural, and aesthetic interest and value, and that its
13 designation as a Landmark will further the purposes of and conform to the standards set forth
14 in Article 10 of the Planning Code. In doing so, the Board hereby incorporates by reference
15 the findings of the Landmark Designation Fact Sheet.

16 (7) The Board further finds that the Fresco has been historically accessible to
17 the general public. This access includes the following:

18 (A) Through correspondence from its counsel contained in Board File
19 No. 220037, The City Club states that the Club allows non-members to view the Fresco
20 through small group, curator-led tours; events held in conjunction with organizations such as
21 SF Heritage and the Art Deco Society; and invitations to art experts and academic groups;
22 and

23 (B) Historically, The City Club has from time to time maintained limited
24 hours when members of the public could view the Fresco and other architecture and artwork
25 inside the Club’s facilities, including through self-guided tours, as evidenced by articles in SF

1 Weekly (2014) and USA Today (updated 2018) and on travel websites and blogs such as
2 TripAdvisor.com, AtlasObscura.com, and Far & Wise (The Allegory of California by Diego
3 Rivera in San Francisco (farandwise.com)); and

4 (C) San Francisco City Guides, a non-profit organization offering
5 volunteer-led walking tours of San Francisco, has operated guided tours of Art Deco
6 architectural masterpieces of San Francisco, including 155 Sansome Street (Stock Exchange
7 Tower) and the Fresco. These tours are generally free of charge; and

8 (D) San Francisco City Guides and other local groups, including the San
9 Francisco Historical Society and the Art Deco Society, have worked with The City Club to offer
10 special tours of the Fresco for their members, usually with a small fee; and

11 (E) The City Club rents out interior facilities, including the space in which
12 the Fresco is located, for non-member events, and promotes the Fresco as a feature of its
13 rental facilities;

14 (F) The public was invited to view the Fresco during the grand unveiling
15 on March 15, 1931 with said event reported in the San Francisco Chronicle; and

16 (G) The San Francisco Wine & Food Society held a dinner honoring
17 special California vintages at the Stock Exchange Luncheon Club on October 27, 1938.

18

19 Section 2. Designation.

20 Pursuant to Section 1004.3 of the Planning Code, the fresco titled "Allegory of
21 California" in the grand stairwell between the 10th and 11th floors of The City Club of San
22 Francisco (former Pacific Stock Exchange Luncheon Club), within 155 Sansome Street,
23 Assessor's Parcel Block No. 0268, Lot No. 001A, is hereby designated as a San Francisco
24 Landmark consistent with the standards set forth in Section 1004. Appendix A to Article 10 of
25 the Planning Code is hereby amended to include this property.

1 Section 3. Required Data.

2 (a) The description, location, and boundary of the Landmark site consists of the fresco
3 titled “Allegory of California” on the walls and ceiling of the grand stairwell between the 10th
4 and 11th floors of The City Club of San Francisco (former Pacific Stock Exchange Luncheon
5 Club), within the building on the City parcel located at 155 Sansome Street, Assessor’s Block
6 No. 0268, Lot No. 001A, in San Francisco’s Financial District.

7 (b) The characteristics of the Landmark that justify its designation are described and
8 shown in the Landmark Designation Fact Sheet and other supporting materials contained in
9 Planning Department Record Docket No. 2021-005992DES. In brief, the Fresco is eligible for
10 local designation as it is associated with events that have made a culturally and historically
11 significant contribution to the broad patterns of San Francisco history and it embodies the
12 distinctive characteristics of a type, period, or method of construction and work of master artist
13 Diego Rivera. Specifically, designation of the Fresco, which depicts classic themes and motifs
14 found in Rivera compositions including harmony between nature and machine, a glorification
15 of the past while looking toward the future, and a panorama of historical figures, is proper
16 given its association with the preeminent Mexican artist, Diego Rivera. The Fresco, designed
17 and painted on the walls and ceiling of an interior stairwell for the former Pacific Stock
18 Exchange, reflects its immediate environment, physically and artistically, and is the first fresco
19 by Rivera painted in the United States. The Fresco is also significant for its association with
20 the Latinx and Chicanx arts communities, a significant and vibrant part of San Francisco’s
21 cultural heritage.

22 (c) The particular features that should be preserved, or replaced in-kind as determined
23 necessary, are those generally shown in photographs and described in the Landmark
24 Designation Fact Sheet, which can be found in Planning Department Record Docket No.
25 2021-005992DES, and which are incorporated in this designation by reference as though fully

1 set forth. Specifically, all those physical and spatial features of the walls and ceiling where the
2 Fresco is located associated with the structural support, construction, and visual depiction and
3 expression of the Fresco should be preserved or replaced in-kind, including:

- 4 (1) All metal and other furring channels that support the underlying wall behind
5 the Fresco;
- 6 (2) All metal lathe and plaster, including the scratch, brown, and other plaster
7 coats that underlie the Fresco;
- 8 (3) The combination of pigments and plaster that form the Fresco ;
- 9 (4) The size, shape, form, and materials of the Fresco; and
- 10 (5) The stairwell configuration, walls, and ceiling where the Fresco is located.

11
12 Section 4. Effective Date.

13 This ordinance shall become effective 30 days after enactment. Enactment occurs
14 when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not
15 sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the
16 Mayor’s veto of the ordinance.

17
18 APPROVED AS TO FORM:
19 DENNIS J. HERRERA, City Attorney

20 By: /s/ Victoria Wong
21 VICTORIA WONG
22 Deputy City Attorney

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LEGISLATIVE DIGEST

[Planning Code - Landmark Designation - “Allegory of California,” The City Club of San Francisco (formerly Pacific Stock Exchange Luncheon Club), 155 Sansome Street]

Ordinance amending the Planning Code to designate the fresco titled “Allegory of California” in the grand stairwell between 10th and 11th floors of The City Club of San Francisco (former Pacific Stock Exchange Luncheon Club), within 155 Sansome Street, Assessor’s Parcel Block No. 0268, Lot No. 001A, as a Landmark consistent with the standards set forth in Article 10 of the Planning Code; affirming the Planning Department’s determination under the California Environmental Quality Act; and making public necessity, convenience, and welfare findings under Planning Code, Section 302, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

Existing Law

Under Article 10, Section 1004 of the Planning Code, the Board of Supervisors may, by ordinance, designate an individual structure that has special character or special historical, architectural or aesthetic interest or value as a City landmark. Unless prohibited by state law, once a structure has been named a landmark, any construction, alteration, removal or demolition for which a City permit is required necessitates a Certificate of Appropriateness from the Historic Preservation Commission. (Planning Code § 1006; Charter of the City and County of San Francisco, § 4.135.) Thus, landmark designation generally affords a high degree of protection to historic and architectural structures of merit in the City. There are currently 292 individual landmarks in the City under Article 10, in addition to structures and districts in the downtown area that are protected under Article 11. (See App. A to Article 10.)

Amendments to Current Law

This ordinance amends the Planning Code to add a new historic landmark to the list of individual landmarks under Article 10: the fresco titled “Allegory of California” in the grand stairwell between 10th and 11th floors of The City Club of San Francisco (former Pacific Stock Exchange Luncheon Club), within 155 Sansome Street, Assessor’s Parcel Block No. 0268, Lot No. 001A (“the Fresco”).

The ordinance finds that the Fresco is eligible for designation as it is associated with events that have made a culturally and historically significant contribution to the broad patterns of San Francisco history and it embodies the distinctive characteristics of a type, period, or method of construction and work of master artist Diego Rivera. Specifically, designation of the Fresco, which depicts classic themes and motifs found in Rivera compositions including harmony between nature and machine, a glorification of the past while looking toward the future, and a panorama of historical figures, is proper given its association with the

preeminent Mexican artist, Diego Rivera. The Fresco, designed and painted on the walls and ceiling of an interior stairwell for the former Pacific Stock Exchange, reflects its immediate environment, physically and artistically, and is the first fresco by Rivera painted in the United States. The Fresco is also significant for its association with the Latinx and Chicanx arts communities, a significant and vibrant part of San Francisco's cultural heritage.

As required by Section 1004, the ordinance lists the particular features that shall be preserved, or replaced in-kind as determined necessary.

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LANDMARK RESOLUTION RECOMMENDATION RESOLUTION NO. 1211

HEARING DATE: NOVEMBER 3, 2021

Record No.: 2021-005992DES
Project Address: 155 Sansome Street, Diego Rivera fresco, *Allegory of California* (The City Club of San Francisco, former Pacific Stock Exchange Luncheon Club)
Zoning: C-3-O (Downtown Office)
150-S Height and Bulk District
Block/Lot: 0268/001A
Project Sponsor: SF Planning Department
49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
Property Owner: Stock Exchange Tower Associates
155 Sansome Street, Suite 850
San Francisco, CA 94104
Staff Contact: Pilar LaValley (628-652-7372)
pilar.lavalley@sfgov.org

RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS LANDMARK DESIGNATION OF THE FRESCO TITLED “ALLEGORY OF CALIFORNIA,” ASSESSOR’S PARCEL BLOCK NO. 0268, LOT NO. 001A, AS LANDMARK NO. XXX CONSISTENT WITH THE PURPOSES AND STANDARDS OF ARTICLE 10

1. WHEREAS, on April 4, 2021, Supervisor Peskin introduced a proposed Resolution under Board of Supervisors (hereinafter “Board”) File No. 210352 to initiate the Landmark designation process for Diego Rivera’s fresco, titled “Allegory of California,” painted in 1931 in the grand stairwell between the 10th and 11th floors of what is now The City Club of San Francisco (formerly Pacific Stock Exchange Luncheon Club), 155 Sansome Street, Assessor’s Parcel Block No. 0268, Lot No. 001A (“the Fresco”); and
2. WHEREAS, on April 19, 2021, the Board of Supervisors at its Land Use and Transportation Committee meeting recommended unanimously to recommend to the full Board approval of the Resolution to initiate Landmark Designation (Board File No. 210352); and
3. WHEREAS, on April 27, 2021, the Board voted unanimously to adopt the Resolution to initiate Landmark Designation, and on May 7, 2021 with the Mayor’s signature, Resolution No. 187-21 became effective (Board File No. 210352); and

4. WHEREAS, on July 23, 2021, the Board voted unanimously to adopt Resolution No. 344-21 (Board File No. 210778) extending the prescribed time within which the Historic Preservation Commission shall act to approve, disapprove or modify the proposed designation of landmark status of the Fresco for an additional 90 days, or until November 9, 2021; and
5. WHEREAS, Department Staff, who meet the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Fact Sheet for the Fresco, which was reviewed for accuracy and conformance with the purposes and standards of Article 10; and
6. WHEREAS, the Historic Preservation Commission, at its regular meeting of November 3, 2021, reviewed Department staff's analysis of the historical significance of the Fresco pursuant to Article 10 as part of the Landmark Designation Executive Summary dated October 27, 2021, and recommended Landmark designation through this Resolution; and
7. WHEREAS, the Historic Preservation Commission finds that the nomination of the Fresco as a Landmark is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation; and
8. WHEREAS, the Historic Preservation Commission finds that the Fresco, which depicts classic themes and motifs found in Rivera compositions, namely harmony between nature and machine, a glorification of the past while looking toward the future, and a panorama of historical figures, is culturally and historically significant and is eligible for local designation as the first fresco painted by preeminent Mexican artist Diego Rivera in the United States; and
9. WHEREAS, the Historic Preservation Commission finds that the designation of the Fresco is also proper given its association with the Latinx and Chicanx arts communities, a significant and vibrant part of San Francisco's cultural heritage; and
10. WHEREAS, the Historic Preservation Commission finds that the Fresco meets two of the Historic Preservation Commission's four priority areas for designation: property types that are underrepresented among the City's designated landmarks and properties associated with an underrepresented racial/social/ethnic group; and
11. WHEREAS, the Historic Preservation Commission finds that designation of the Fresco advances the objectives outlined in Historic Preservation Commission (HPC) Resolution No. 1127, adopted in 2020, otherwise called *Centering Preservation Planning on Racial and Social Equity*, which states goals for how the Commission and the Planning Department can develop proactive strategies to address structural and institutional racism and center their work and resource allocation on racial and social equity, focused on preservation; and
12. WHEREAS, the Historic Preservation Commission finds that the Fresco meets the eligibility requirements of Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
13. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the Landmark Designation Fact Sheet, should be considered for preservation under the proposed landmark designation as they relate to the Fresco's historical significance and retain historical integrity; and

14. WHEREAS, the proposed designation is consistent with the General Plan priority policies pursuant to Planning Code, Section 101.1 and furthers Priority Policy No. 7, which states that landmarks and historic buildings be preserved, and will serve the public necessity, convenience and welfare pursuant to Planning Code, Section 302; and
15. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight – Categorical Exemption for Actions by Regulatory Agencies for Protection of the Environment);

THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of landmark designation of Diego Rivera’s fresco, titled “Allegory of California,” painted in the grand stairwell between the 10th and 11th floors of what is now The City Club of San Francisco (formerly Pacific Stock Exchange Luncheon Club), 155 Sansome Street, Assessor’s Parcel Block No. 0268, Lot No. 001A, consistent with the purposes and standards of 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 3, 2021.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Black, Foley, Johns, So, Nageswaran, Matsuda
NOES: None
ABSENT: None
ADOPTED: November 3, 2021



January 5, 2022

Ms. Angela Calvillo, Clerk of the Board of Supervisors
Honorable Supervisor Peskin
Board of Supervisors
City and County of San Francisco
City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
Via email only

Re: **Transmittal of Planning Department Case Number 2021-005992DES**
Allegory of California (155 Sansome Street) Landmark Designation
BOS File Nos. 210352 & 210778

Dear Ms. Calvillo and Supervisor Peskin,

On November 3, 2021, the San Francisco Historic Preservation Commission (hereinafter “HPC”) conducted a duly noticed public hearing at a regularly scheduled meeting to consider Supervisor Peskin’s ordinance (Board File No. 210352) to landmark *Allegory of California*, a fresco painted by Diego Rivera at The City Club of San Francisco (155 Sansome Street, former Pacific Stock Exchange Tower). The Board of Supervisors adopted Resolution No. 187-21 initiating landmark designation of *Allegory of California*, located within 155 Sansome Street, Assessor’s Parcel Block No. 0268, Lot No. 001A. The Board of Supervisors adopted Resolution No. 344-21 (Board File No. 210778) to extend by 90 days the review period of the HPC. At the hearing, the HPC voted to approve a resolution to recommend landmark designation pursuant to Article 10 of the Planning Code.

The proposed amendments have been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15060(c)(2).

Please find attached documents related to the HPC’s action. Also attached is an electronic copy of the proposed ordinance, drafted by Deputy City Attorney Vicki Wong. If you have any questions or require further information, please to not hesitate to contact me.

Sincerely,

Aaron D. Starr
Manager of Legislative Affairs

Cc: Vicki Wong, City Attorney's Office
Lee Hepner, Legislative Aide
Erica Major, Office of the Clerk of the Board
Shannon Ferguson, Planning Department, Acting P-IV Landmarks
Pilar LaValley, Planning Department
board.of.supervisors@sfgov.org
bos.legislation@sfgov.org.

Attachments:

Draft Article 10 Landmark Designation Ordinance
Historic Preservation Commission Resolution No. 1211
Planning Department Executive Summary, dated October 27, 2021
Article 10 Landmark Designation Fact Sheet – *Allegory of California*
Correspondence regarding the Landmark Designation
Supporting documentation of public access to *Allegory of California* – For File

1 [Planning Code - Landmark Designation - "Allegory of California," The City Club of San
2 Francisco (formerly Pacific Stock Exchange Luncheon Club), 155 Sansome Street]

3 **Ordinance amending the Planning Code to designate the fresco titled "Allegory of**
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7 **standards set forth in Article 10 of the Planning Code; affirming the Planning**
8 **Department's determination under the California Environmental Quality Act; and**
9 **making public necessity, convenience, and welfare findings under Planning Code,**
10 **Section 302, and findings of consistency with the General Plan and the eight priority**
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18 Section 1. Findings.

19 (a) CEQA and Land Use Findings.

20 (1) The Planning Department has determined that the Planning Code
21 amendment proposed in this ordinance is subject to a Categorical Exemption from the
22 California Environmental Quality Act (California Public Resources Code Sections 21000 et
23 seq., "CEQA") pursuant to Section 15308 of California Code of Regulations, Title 14, Sections
24 15000 et seq., the Guidelines for implementation of the statute for actions by regulatory
25 agencies for protection of the environment (in this case, landmark designation). Said

1 determination is on file with the Clerk of the Board of Supervisors in File No. _____
2 and is incorporated herein by reference. The Board of Supervisors affirms this determination.

3 (2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
4 the proposed landmark designation of the fresco titled "Allegory of California" in the grand
5 stairwell between the 10th and 11th floors of The City Club of San Francisco (former Pacific
6 Stock Exchange Luncheon Club), within 155 Sansome Street, Assessor's Parcel Block No.
7 0268, Lot No. 001A (the "Fresco"), will serve the public necessity, convenience, and welfare
8 for the reasons set forth in Historic Preservation Commission Resolution No. _____,
9 recommending approval of the proposed designation, which is incorporated herein by
10 reference.

11 (3) The Board of Supervisors finds that the proposed landmark designation of
12 the Fresco is consistent with the General Plan and with Planning Code Section 101.1(b) for
13 the reasons set forth in Historic Preservation Commission Resolution No. _____.

14 (b) General Findings.

15 (1) On April 27, 2021, the Board of Supervisors adopted Resolution No. 187-21,
16 initiating landmark designation of the Fresco as a San Francisco Landmark pursuant to
17 Section 1004.1 of the Planning Code. On May 7, 2021, the Mayor approved the resolution.
18 Said resolution is on file with the Clerk of the Board of Supervisors in File No. 210352.

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21 and historic district designations under the Planning Code to the Board of Supervisors."

22 (3) The Landmark Designation Fact Sheet was prepared by Planning
23 Department Preservation staff. All preparers meet the Secretary of the Interior's Professional
24 Qualification Standards for historic preservation program staff, as set forth in Code of Federal
25 Regulations Title 36, Part 61, Appendix A. The report was reviewed for accuracy and

1 conformance with the purposes and standards of Article 10 of the Planning Code.

2 (4) The Historic Preservation Commission, at its regular meeting of November
3 3, 2021, reviewed Planning Department staff’s analysis of the historical significance of the
4 Fresco set forth in the Landmark Designation Fact Sheet dated _____.

5 (5) On November 3, 2021, after holding a public hearing on the proposed
6 designation and having considered the specialized analyses prepared by Planning
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8 Commission recommended designation of the Fresco as a landmark consistent with the
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12 character and special historical, architectural, and aesthetic interest and value, and that its
13 designation as a Landmark will further the purposes of and conform to the standards set forth
14 in Article 10 of the Planning Code. In doing so, the Board hereby incorporates by reference
15 the findings of the Landmark Designation Fact Sheet.

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17 the general public. This access includes the following:

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14 (F) The public was invited to view the Fresco during the grand unveiling
15 on March 15, 1931 with said event reported in the San Francisco Chronicle; and

16 (G) The San Francisco Wine & Food Society held a dinner honoring
17 special California vintages at the Stock Exchange Luncheon Club on October 27, 1938.

18

19 Section 2. Designation.

20 Pursuant to Section 1004.3 of the Planning Code, the fresco titled “Allegory of
21 California” in the grand stairwell between the 10th and 11th floors of The City Club of San
22 Francisco (former Pacific Stock Exchange Luncheon Club), within 155 Sansome Street,
23 Assessor’s Parcel Block No. 0268, Lot No. 001A, is hereby designated as a San Francisco
24 Landmark consistent with the standards set forth in Section 1004. Appendix A to Article 10 of
25 the Planning Code is hereby amended to include this property.

1 Section 3. Required Data.

2 (a) The description, location, and boundary of the Landmark site consists of the fresco
3 titled “Allegory of California” on the walls and ceiling of the grand stairwell between the 10th
4 and 11th floors of The City Club of San Francisco (former Pacific Stock Exchange Luncheon
5 Club), within the building on the City parcel located at 155 Sansome Street, Assessor’s Block
6 No. 0268, Lot No. 001A, in San Francisco’s Financial District.

7 (b) The characteristics of the Landmark that justify its designation are described and
8 shown in the Landmark Designation Fact Sheet and other supporting materials contained in
9 Planning Department Record Docket No. 2021-005992DES. In brief, the Fresco is eligible for
10 local designation as it is associated with events that have made a culturally and historically
11 significant contribution to the broad patterns of San Francisco history and it embodies the
12 distinctive characteristics of a type, period, or method of construction and work of master artist
13 Diego Rivera. Specifically, designation of the Fresco, which depicts classic themes and motifs
14 found in Rivera compositions including harmony between nature and machine, a glorification
15 of the past while looking toward the future, and a panorama of historical figures, is proper
16 given its association with the preeminent Mexican artist, Diego Rivera. The Fresco, designed
17 and painted on the walls and ceiling of an interior stairwell for the former Pacific Stock
18 Exchange, reflects its immediate environment, physically and artistically, and is the first fresco
19 by Rivera painted in the United States. The Fresco is also significant for its association with
20 the Latinx and Chicanx arts communities, a significant and vibrant part of San Francisco’s
21 cultural heritage.

22 (c) The particular features that should be preserved, or replaced in-kind as determined
23 necessary, are those generally shown in photographs and described in the Landmark
24 Designation Fact Sheet, which can be found in Planning Department Record Docket No.
25 2021-005992DES, and which are incorporated in this designation by reference as though fully

1 set forth. Specifically, all those physical and spatial features of the walls and ceiling where the
2 Fresco is located associated with the structural support, construction, and visual depiction and
3 expression of the Fresco should be preserved or replaced in-kind, including:

- 4 (1) All metal and other furring channels that support the underlying wall behind
5 the Fresco;
- 6 (2) All metal lathe and plaster, including the scratch, brown, and other plaster
7 coats that underlie the Fresco;
- 8 (3) The combination of pigments and plaster that form the Fresco ;
- 9 (4) The size, shape, form, and materials of the Fresco; and
- 10 (5) The stairwell configuration, walls, and ceiling where the Fresco is located.

11
12 Section 4. Effective Date.

13 This ordinance shall become effective 30 days after enactment. Enactment occurs
14 when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not
15 sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the
16 Mayor’s veto of the ordinance.

17
18 APPROVED AS TO FORM:
19 DENNIS J. HERRERA, City Attorney

20 By: /s/ Victoria Wong
21 VICTORIA WONG
22 Deputy City Attorney

23 n:\legana\as2021\1800206\01562548.docx



LANDMARK DESIGNATION RECOMMENDATION EXECUTIVE SUMMARY

HEARING DATE: NOVEMBER 3, 2021

Record No.: 2021-005992DES

Project Address: 155 Sansome Street (*Allegory of California*)

Zoning: C-3-O (Downtown – Office)
150-S Height and Bulk District
Article 11 Category I (Significant)
Pine-Sansome Conservation District

Block/Lot: 0049/001

Project Sponsor: SF Planning Department
49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103

Property Owner: Stock Exchange Tower Associates
155 Sansome Street, Suite 850
San Francisco, CA 94104

Staff Contact: Pilar LaValley (628-652-7372)
pilar.lavalley@sfgov.org

Recommendation: Recommend Landmark Designation to the Board of Supervisors

Property Description

Allegory of California is a *buon fresco* (true fresco) produced in-situ by Diego Rivera with his assistants John Viscount Hastings (Lord Hastings), William Musick, Clifford Wight, and plasterer Matthew Barnes between mid-December, 1930 and March, 1931 at The City Club of San Francisco (City Club), then known as the Pacific Stock Exchange Luncheon Club. The fresco occupies the two-story wall and ceiling of an interior staircase that connects the 10th and 11th floors of 155 Sansome Street, formerly known as Stock Exchange Tower. 155 Sansome Street was constructed in 1929 to house the executive and business offices of the Pacific Stock Exchange (also known as San Francisco Stock Exchange or Pacific Coast Stock Exchange) that had its trading floor in the adjacent building at 301 Pine Street. Historically the two buildings were interconnected so that traders and brokers at the exchange could directly access offices and amenities, including the members-only Pacific Stock Exchange Luncheon Club lounge and dining rooms on the 10th and 11th floors of 155 Sansome Street.

In November 1928, the Pacific Stock Exchange purchased an existing building at 301 Pine Street. This imposing Neo-Classical building was designed by J. Milton Dyer in 1915 as the United States Sub-treasury Building and vacated as part of the establishment of the Federal Reserve in San Francisco.¹ The architectural firm of Miller & Pflueger (James R. Miller & Timothy L. Pflueger) developed a new design for the San Francisco Stock Exchange, including converting the existing building at 301 Pine Street into a trading hall, and constructing a new, eleven-story office tower at 155 Sansome Street, directly adjacent to the trading hall.

Interior architect Michael Goodman worked with Rivera to select the site for mural, settling together on the two-story wall of the stairwell of the club room, wrapping up and on to the ceiling.² Goodman directed the removal of existing square panels of beige travertine marble, leaving side borders of two square panels on each side. The resulting approximately 472 square foot exposed area was fitted with scaffolding and prepared for installation of Rivera's buon fresco.³

Allegory of California covers approximately 472 square feet of the two-story wall of the stairwell, extending up and on to the ceiling. The fresco depicts the vibrancy of the state's past, present, and future economy. At the center of the image is a large female figure, whom Rivera described as "California itself [...] a woman of tanned skin and opulent curves modelled after the rolling hills of the landscape," wearing a necklace of golden wheat and offering, in one huge hand, "the subsoil of the miners, and, in the other, the ripe fruits of the earth."⁴ In front of the female figure are an engineer holding mathematical instruments and discussing a blueprint with a mechanic, and a boy with a model airplane, representing an industry in its infancy. As described by Rivera, the figures "typify [California's] workers; the agriculturalist and horticulturist, expressed by the figure of Luther Burbank; the ranchers, the miners and gold prospectors, represented by [James] Marshall, the discoverer who gave the signal for the gold rush; the mechanic, man of the mines and tractors and steamships and oil wells."⁵ Moving up the staircase, viewers follow a progression from the miners under the soil, to a skyline filled with oil rigs, derricks, cranes and ships. These images suggest the industries of the San Francisco Bay Area: the oil refineries of Richmond, shipping companies including the Matson and Dollar lines that plied the Pacific Ocean, and dredging equipment used in search of gold.⁶ On the ceiling, there are several airplanes and two nude female figures flying through the sky. A large sun rounds out the ceiling composition, with a beneficent gaze that appears to follow the viewer as they walk below it.

The 155 Sansome Street building was designated under Article 11 of the Planning Code as a Category I (Significant) building as part of the Downtown Plan and is located with the Pine-Sansome Conservation District. The Diego Rivera fresco, *Allegory of California*, is not addressed in this Article 11 designation. The building was surveyed as part of the Department of City Planning's 1976 survey and the Foundation for San Francisco Architectural Heritage 1978 survey.

¹ San Francisco Property information Map, 155 Sansome Street; Sidney Schwartz, "New Listings Set Figures for All Time," *San Francisco Examiner*, January 4, 1929, 32.

² Zakheim and Rivera, *Diego Rivera and Friends in San Francisco*.

³ Zakheim and Rivera, *Diego Rivera and Friends in San Francisco*.

⁴ Diego Rivera with Bertram Wolfe, *Portrait of America* (New York: Covici, Friede, Inc., 1934) 14.

⁵ Rivera with Wolfe, *Portrait of America*, 14.

⁶ Zakheim and Rivera, *Diego Rivera and Friends in San Francisco*.

Project Description

The item before the HPC is consideration of a Resolution to Recommend Article 10 landmark designation of the Diego Rivera fresco, titled *Allegory of California*, to the Board of Supervisors under Article 10 of the Planning Code, Section 1004.2. The pending Landmark designation was initiated by the Board of Supervisors.

On April 4, 2021, Supervisor Peskin introduced a proposed Resolution under Board of Supervisors (hereinafter “Board”) File No. 210352 to initiate the Landmark designation process for the fresco, titled *Allegory of California*, in The City Club of San Francisco (formerly Pacific Stock Exchange Luncheon Club) at 155 Sansome Street. At a hearing of the Land Use and Transportation Committee of the Board on April 19, 2021, the committee voted unanimously to Recommend to the full Board approval of the Resolution to initiate Landmark Designation. On April 27 2021, the Board voted unanimously to approve the Resolution, and on May 7, 2021, with the Mayor’s signature, Resolution No. 187-21 became effective.

Compliance With Planning Code

Article 10 of the Planning Code.

The executive summary and analysis under review was prepared by Department preservation staff, who meet the Secretary of the Interior’s professional qualifications. The Department has determined that the fresco, titled *Allegory of California*, meets the requirements for eligibility as an individual landmark pursuant to Article 10 of the Planning Code. The justification for its inclusion is explained in detail in the attached Landmark Designation Fact Sheet, and briefly in this Executive Summary.

Significance: *Allegory of California*, which depicts classic themes and motifs found in Rivera compositions, namely harmony between nature and machine, a glorification of the past while looking toward the future, and a panorama of historical figures, is culturally and historically significant for its association with preeminent Mexican artist Diego Rivera. The first fresco painted by Rivera in the United States, it “...represents Rivera’s most successful work from the 1930-31 San Francisco period, and meaningful compositional and iconographic parallels can be drawn to his earlier Mexican murals of the 1920s.”⁷ The fresco is also significant for association with the Latinx and Chicax arts communities, a significant and vibrant part of San Francisco’s cultural heritage. The period of significance is 1931.

Underrepresented Landmark Types: The proposed landmark designation addresses two previously identified underrepresented landmark types: work of art property type and property associated with Latinx and Chicax arts communities.

Integrity: *Allegory of California* maintains a high level of integrity. See Pages 2-3 of attached Landmark Designation Fact Sheet for further analysis.

Character-Defining Features: Character-defining features of *Allegory of California* are identified in the attached Landmark Designation Fact Sheet on Page 3.

⁷ Hurlburt, 108.

Boundaries of the Landmark: The proposed Landmark site encompasses the location of *Allegory of California*, which is on the double-height wall and the ceiling of the grand stairwell between 10th and 11th floors of The City Club of San Francisco (formerly the Pacific Stock Exchange Luncheon Club) at 155 Sansome Street (Assessor's Block No. 0268, Lot 001A).

General Plan.

The Urban Design Element of the San Francisco General Plan contains the following relevant objectives and policies:

OBJECTIVE 2

CONSERVATION OF RESOURCES THAT PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

Policy 4

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating significant historic resources as local landmarks will further continuity with the past because the buildings will be preserved for the benefit of future generations.

Planning Code Section 101.1 – establishes the Eight Priority Policies and requires review of permits for consistency with said policies. On balance, the proposed designation is consistent with the Eight Priority Policies, and furthers Policy Number 7, which states that landmarks and historic buildings be preserved.

Landmark Designation Procedures

Action by Historic Preservation Commission.

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant contribution to the broad patterns of our history; or that are associated with the lives of persons significant in our past; or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or properties that have yielded, or may likely yield, information important in prehistory or history.

Article 10 of the Planning Code.

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special

historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site, a description of the characteristics of the landmark which justify its designation, and a description of the particular features that should be preserved.

If the Historic Preservation Commission approves the proposed designation recommendation, a copy of the resolution of approval is transmitted to the Board of Supervisors, which holds a public hearing on the designation and may approve, modify or disapprove the designation (Section 1004.4). If the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days (Section 1004.5).

Public / Neighborhood Input

To date, staff has not received any communications from members of the public regarding this landmark designation.

Issues & Other Considerations

- **Property owner input:** On October 7, 2021, the Department sent mailed notice to the property owner regarding the landmark designation recommendation hearing scheduled for November 3, 2021. Staff has been in communication with Andrew Junius, Ruben, Junius & Rose, on behalf of the property owner regarding the pending designation. On October 26, 2021, Andrew Junius, on behalf of the property owner submitted a letter (attached) stating that the property owner does not support designation of the subject property. The letter (attached) enumerates several reasons why the property owner opposes Landmark designation, including the following:
 - Designation may actually hinder its ability to effectively maintain, preserve and insure the Artwork's long-term upkeep;
 - Private property that is not publicly accessible is not eligible for landmark designation;
 - Artwork is not eligible for landmark designation.
- **Period of Significance:** The period of significance for *Allegory of California* fresco is 1931. This date encompasses the painting of the fresco in Pacific Stock Exchange Luncheon Club (now The City Club of San

Francisco) and marks the installation of the first such artwork by Diego Rivera in the United States.

- **Publicly Accessible Interiors:** Section 1004 of the Planning Code allows landmarking of features of historical, architectural or aesthetic interest or value, not limited to exterior features. Section 1004(c)(2) further clarifies that interior features that historically have been accessible to the public can be landmarked. While *Allegory of California* was originally installed within an interior space – the Pacific Stock Exchange Luncheon Club – that served a members-only clientele, it was made accessible to viewing by the public during the grand opening in 1931. The fresco, an internationally known artwork by a world-renowned artist, has been accessible to the public during guided (by SF City Guides) and self-guided (by The City Club) tours since at least the early 2000s and possibly earlier. Further information about public accessibility includes:
 - Through correspondence from its counsel, The City Club states that the Club allows non-members to view the Fresco through small group, curator-led tours; events held in conjunction with organizations such as SF Heritage and the Art Deco Society; and invitations to art experts and academic groups; and
 - Historically, The City Club has from time to time maintained limited hours when members of the public could view the Fresco and other architecture and artwork inside the Club’s facilities, including through self-guided tours, as evidenced by articles in SF Weekly (2014) and USA Today (updated 2018) and on travel websites and blogs such as TripAdvisor.com, AtlasObscura.com, and Far & Wise (The Allegory of California by Diego Rivera in San Francisco (farandwise.com)); and
 - San Francisco City Guides, a non-profit organization offering volunteer-led walking tours of San Francisco, has operated guided tours of Art Deco architectural masterpieces of San Francisco, including 155 Sansome Street (Stock Exchange Tower) and the Fresco. These tours are generally free of charge; and
 - San Francisco City Guides and other local groups, including the San Francisco Historical Society and the Art Deco Society, have worked with The City Club to offer special tours of the Fresco for their members, usually with a small fee; and
 - The City Club rents out interior facilities, including the space in which the Fresco is located, for non-member events, and promotes the Fresco as a feature of its rental facilities; and
 - The public was invited to view the Fresco during the grand unveiling on March 15, 1931 with said event reported in the San Francisco Chronicle; and
 - The San Francisco Wine & Food Society held a dinner honoring special California vintages at the Stock Exchange Luncheon Club on October 27, 1938.

Environmental Review Status

The Planning Department has determined that actions by regulatory agencies for protection of the environment

(specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

Basis for Recommendation

The Department recommends that the Historic Preservation Commission recommend to the Board of Supervisors landmark designation of *Allegory of California* as it is individually eligible as the work of preeminent Mexican artist Diego Rivera. The fresco is also significant as the first painted by Rivera in the United States and has been hailed as Rivera's most successful work from the 1930-1931 San Francisco period. The fresco is also significant for association with the Latinx and Chicanx arts communities, a significant and vibrant part of San Francisco's cultural heritage.

ATTACHMENTS

- Draft Resolution Recommending Landmark designation
- Exhibit A – Landmark Designation Fact Sheet
- Exhibit B – Maps and Context Images
- Exhibit C – Draft Landmark Designation Ordinance
- Exhibit D – Board of Supervisors Resolution No. 187-21
- Exhibit E – Board of Supervisors April 27, 2021 initiation hearing packet
- Exhibit F – Letter from Andrew Junius, on behalf of property owner, dated October 26, 2021



ARTICLE 10 LANDMARK DESIGNATION FACT SHEET



*Allegory of California*¹
155 Sansome Street
Diego Rivera, 1931

| | |
|-----------------------|---|
| Historic Name: | <i>Allegory of California (Alegoría de California)</i> |
| Address: | Located in interior stair of The City Club of San Francisco (former Pacific Stock Exchange Luncheon Club) |

¹ Stanton L. Catlin, "Mural Census." In *Diego Rivera: A Retrospective*, ed. Cynthia Newman Helms, 235-335. (New York: Founders Society Detroit Institute of Arts, in association with W.W. Norton & Company, 1986), 278.

| | |
|--|---|
| | 155 Sansome Street (Stock Exchange tower) |
| Block/ Lot(s): | 0268/001A |
| Parcel Area: | 6, 477 sq. ft. |
| Zoning: | C-3-O (Downtown Office) |
| Year Built: | 1931 |
| Artist: | Diego Rivera |
| Prior Historic Studies/Other Designations: | Article 11 Category I (Significant) Building Pine-Sansome Conservation District Foundation For San Francisco Architectural Heritage survey, 1978 DCP 1976 Survey |
| Prior HPC Actions: | |

| | |
|----------------------------|---|
| Significance Criteria: | <u>Events:</u> Associated with events that have made a significant contribution to the broad patterns of our history. <u>Architecture/Design:</u> Embodies the distinctive characteristics of a type, period, or method of construction, and/or represents the work of a master. |
| Period of Significance: | The period of significance for <i>Allegory of California</i> fresco is 1931. This date encompasses the painting of the fresco in Pacific Stock Exchange Luncheon Club (now The City Club of San Francisco). |
| Statement of Significance: | <i>Allegory of California</i> , painted by artist Diego Rivera and assistants Viscount John Hastings (Lord Hastings), William Musick, Clifford Wight, and Matthew Barnes between mid-December, 1930 and March, 1931 in the Pacific Stock Exchange Luncheon Club (now The City Club of San Francisco). The fresco is on the two-story wall and ceiling of the interior staircase, connecting the lounge and dining rooms of the former luncheon club, between the 10 th and 11 th floors of 155 Sansome Street, formerly known as Stock Exchange Tower. The fresco, which demonstrates classic themes and motifs found in Rivera compositions, namely harmony between nature and machine, a glorification of the past while looking toward the future, and a panorama of historical figures, is culturally and historically significant for its association with preeminent Mexican artist Diego Rivera. The first fresco painted by Rivera in the United States, it "...represents Rivera's most successful work from the 1930-31 San Francisco period..." ² The fresco is also significant for association with the Latinx and Chicanx arts communities, a significant and vibrant part of San Francisco's cultural heritage. |

² Laurance P. Hurlburt, *The Mexican Muralists in the United States* (Albuquerque, New Mexico: University of New Mexico Press, 1989), 108.

| | |
|--|--|
| <p>Assessment of Integrity:</p> | <p>The seven aspects of integrity as defined by the National Park Service (NPS) and the National Register of Historic Places (NRHP) are location, design, materials, workmanship, setting, feeling, and association.³</p> <p><i>Allegory of California</i>, painted in 1931 by Diego Rivera and assistants Viscount John Hastings, William Musick, Clifford Wight, and Matthew Barnes, retains a high degree of integrity to convey its artistic and cultural significance. The fresco retains a high degree of integrity of location, design, association, workmanship, setting, and feeling. Although the fresco has been restored, it retains a high degree of integrity of materials.</p> <p>Overall, the Department has determined that <i>Allegory of California</i> fresco at 155 Sansome Street retains integrity to convey its historical and cultural significance.</p> |
| <p>Character-Defining Features:</p> | <p>The character-defining features of <i>Allegory of California</i> that should be preserved or replaced in-kind are those physical features associated with structural support, construction, and visual depiction and expression of the Fresco, including:</p> <ul style="list-style-type: none"> • All metal and other furring channels that support the underlying wall behind the Fresco; • All metal lathe and plaster, including the scratch, brown, and other plaster coats that underlie the Fresco; • The combination of pigments and plaster that form the Fresco; • The size, shape, form, and materials of the Fresco; • The stairwell configuration, walls, and ceiling where the Fresco is located. |

Statement of Significance Summary

Allegory of California, painted by artist Diego Rivera and assistants Viscount John Hastings (Lord Hastings), William Musick, Clifford Wight, and Matthew Barnes between mid-December, 1930 and March, 1931 in the Pacific Stock Exchange Luncheon Club (now The City Club of San Francisco). The fresco is on the two-story wall and ceiling of the interior staircase, connecting the lounge and dining rooms of the former luncheon club, between the 10th and 11th floors of 155 Sansome Street, formerly known as Stock Exchange Tower. The fresco, which demonstrates classic themes and motifs found in Rivera compositions, namely harmony between nature and machine, a glorification of the past while looking toward the future, and a panorama of historical figures, is culturally and historically significant for its association with preeminent Mexican artist Diego Rivera. The first fresco painted by Rivera in the United States, it "...represents Rivera's most successful work from the 1930-31 San

³ "How to Apply the National Register Criteria for Evaluation," *National Register Bulletin*, U.S. Department of the Interior, National Park Service, 1995, 44.

Francisco period...”⁴ The fresco is also significant for association with the Latinx and Chicanx arts communities, a significant and vibrant part of San Francisco’s cultural heritage.

Property Description and History

Allegory of California, created in *buon fresco* or true fresco style by artist, Diego Rivera, occupies the two-story wall and ceiling of an open stair between tenth and eleventh floors of The City Club of San Francisco (formerly Pacific Stock Exchange Luncheon Club) at 155 Sansome Street. Constructed in 1929, 155 Sansome Street (Stock Exchange Tower) is located in Downtown San Francisco.

The low-rise, monumental building directly north of 155 Sansome Street is the former Pacific Stock Exchange (or Pacific Coast Stock Exchange), now Equinox Fitness. The streets adjacent to the subject building are occupied by mid- and high-rise commercial buildings in a variety of architectural styles. Many of the surrounding buildings were constructed in the early decades of the 1900s.

Pacific Stock Exchange (aka San Francisco Stock Exchange or Pacific Coast Stock Exchange)

The following description of history of the stock exchange and the subject property is from “*Allegory of California* Landmark Designation Support Memorandum,” prepared by architectural historian Stacy Farr of Architectural Resources Group, Inc. on behalf of the Planning Department:

The San Francisco Stock and Bond Exchange was established in 1882 when nineteen brokers signed a charter and pledged a \$50 membership fee.⁵ First president John Perry Jr. had been a member of the New York Stock Exchange and the Boston Stock Exchange before coming to California during the Gold Rush to try his hand at mining. Like many prospectors, Perry had greater success when he left the mines and settled in San Francisco to pursue his previous and more familiar occupation.

In contrast to existing exchanges such as the San Francisco Mining Exchange (then operating as the San Francisco Stock and Exchange Board), the San Francisco Stock and Bond Exchange dealt in a wide range of commodities and became known as the “big board” of the west. This range enabled the exchange to weather the extreme market fluctuations that characterized the boomtown economy of early San Francisco. The first location of the stock exchange was at 312 California Street, followed by an expansion into several offices at the Merchants' Exchange Building at 465 California Street. Reflecting its continuously healthy trading volume, the San Francisco Stock and Bond Exchange was second only to the New York Stock Exchange in reopening after a national four-month trading pause at the outbreak of World War I.

In 1918, the stock exchange moved into a one-and-a-half story building at 341 Montgomery Street, where it remained for slightly over ten years. In 1927, during a shake-up in the organization of exchange boards in San Francisco, the San Francisco Stock and Bond Exchange was officially renamed the San Francisco Stock Exchange and took ownership of the building at 350 Bush Street, formerly used by the Mining Exchange,

⁴ Hurlburt, *Mexican Muralists* (1998), 108.

⁵ Lindsay Arthur, “San Francisco's Big Board Grew Out Of A Basement Meeting,” *San Francisco Call-Bulletin*, October 10, 1955.

where they established a secondary curb exchange.⁶ That year, the exchange consistently broke business records, averaging nearly \$17 million weekly trading totals by October 1927.⁷

Into this optimistic context, the San Francisco Stock Exchange solicited proposals from several architectural firms to design a new trading hall for the exchange. In February 1928 the San Francisco firm of J. R. Miller & T. L. Pflueger was selected by unanimous decision.⁸ The winning design, to be constructed at the site of the exchange's offices at 341 Montgomery Street, called for a traditional Neo-Classical temple form with Art Deco details including bas relief panels and masks. Although construction was planned to begin shortly after the commission was awarded, extremely volatile market conditions through 1928 led the San Francisco Stock Exchange to change course with regard to new construction.

In November 1928, in a move driven largely by economy, the San Francisco Stock Exchange purchased an existing building at 301 Pine Street. This imposing Neo-Classical building was designed by J. Milton Dyer in 1915 as the United States Sub-treasury Building and vacated as part of the establishment of the Federal Reserve in San Francisco.⁹ Miller & Pflueger stayed on board as architects and developed a new design for the San Francisco Stock Exchange, including converting the existing building at 301 Pine Street into a trading hall, and constructing a new, eleven-story office tower at 155 Sansome Street, directly adjacent to the trading hall. Construction permits were issued in May 1929 and the construction cost was \$2.75 million.¹⁰ Miller & Pflueger worked with general contractors Lindgren & Swinerton and a broad team of interiors specialists including A. Quandt & Sons who completed all interior painting, lacquering, and decorative finishes; R. Brandlein & Co. and Pacific Manufacturing Co., who completed extensive cabinet work; and W. J. Sloan who supplied and installed fine carpets, furniture, draperies, and linoleum.¹¹

The design of the trading hall at 301 Pine Street retained the existing Doric colonnade and wide approaching stair from Pine Street while adding massive granite corner piers; installed an attic wall above the existing cornice; altered the fenestration at the east and west façades; and created large pedestals in front of the building for installation of freestanding sculptures. The interior space was left as a single great hall with new floor furnishings and a louvered screen under the skylight. The new office tower at 155 Sansome Street was designed in a restrained Moderne style with narrow footprint and traditional three-part vertical composition, with double-height base and capital. The interior included an ornate black marble elevator lobby and assembly hall at the ground floor, executive offices at the upper floors, and a two-story club room at the top level.

Timothy L. Pflueger and his interior architect Michael Goodman worked with a team of fine artists to create the sculptures, bas reliefs, inscriptions and other carvings that ornament the building's interior and its

⁶ "S. F. Stock 'Change Deal is Approved," *San Francisco Examiner*, November 18, 1927, 21.

⁷ "Breaks Business Records; San Francisco Exchange Tradings Total \$16,936,019 This Week," *The New York Times*, September 16, 1927.

⁸ "San Francisco Architects Win," *San Francisco Examiner*, February 6, 1928, 20.

⁹ San Francisco Property information Map, 155 Sansome Street; Sidney Schwartz, "New Listings Set Figures for All Time," *San Francisco Examiner*, January 4, 1929, 32.

¹⁰ "S.F. Building on Increase, Leonard Says," *San Francisco Examiner*, June 10, 1929, 13; Sidney L. Schwartz, "New Building of San Francisco Stock Exchange Will be Dedicated Today," *San Francisco Chronicle*, January 4, 1930, 7.

¹¹ Various advertisements, *San Francisco Chronicle*, January 4, 1920, 7.

generally spare Moderne exterior.¹² In the early months of 1929, Pflueger met the artist Ralph Stackpole, an instructor at the California School of Fine Arts (now the San Francisco Art Institute) and a former student of Arthur Matthews, with whom Pflueger had worked on former decorative projects.¹³ Stackpole agreed to sculpt the bas relief above the entry to 155 Sansome Street, and the monumental figures alongside the steps to the trading hall at 315 Pine Street. Stackpole also recruited and supervised several additional decorative artists for the project, including Robert Boardman Howard, who carved interior doors and relief panels, and Diego Rivera who, several months after the building was complete, painted the two-story mural in the stairwell of the club room at the top level.¹⁴ Additional artists who contributed work to the building include American landscape painter Edward Bruce, Otis Oldfield, Ruth Cravath, Adaline Kent, and Clifford Wright.¹⁵

Progress on the buildings was unimpeded by the stock market crash that occurred in October 1929, and the new San Francisco Stock Exchange was officially dedicated in a public opening ceremony on January 4, 1930.¹⁶ 155 Sansome Street operated as offices for the San Francisco Stock Exchange through 1953 when the building was sold to Industrial Indemnity Company for more than \$1 million. The San Francisco Stock Exchange continued to operate out of the trading hall at 301 Pine Street after merging with the Los Angeles Oil Exchange in 1956 to create the Pacific Coast Stock Exchange.¹⁷ The Pacific Coast Stock Exchange was the third-largest trading arena in the United States through 1970's and 1980's but ended in-person trading in 2001 during the shift to digital operations, and was absorbed by the New York Stock Exchange in 2015.¹⁸

The Pacific Stock Exchange Luncheon Club, or Stock Exchange Luncheon Club, occupied the 10th and 11th floors of 155 Sansome Street (Stock Exchange Tower) from 1930 to 1987. The members-only club was described in the media at the time Rivera was selected to paint the fresco as having

...some 300 members, bankers, brokers, lawyers and others whose activities keep them in the financial district. The committee which chose Rivera...composed of Milton Bremer, William H. Gerstle, Timothy Pflueger, and William Hendrickson [club secretary].¹⁹

¹² Masha Zakheim and Diego Rivera, *Diego Rivera and Friends in San Francisco* (Volcano, California: Volcano Press, 2012), section "Allegory of California" published online, accessed October 1, 2021 at https://www.foundsf.org/index.php?title=Allegory_of_California.

¹³ Therese Poletti and Tom Paiva, *Art Deco San Francisco: The Architecture of Timothy Pflueger* (Princeton, NJ, Princeton Architectural Press, 2008) 90.

¹⁴ Edward F. O'Day, "The San Francisco Stock Exchange," *Architect and Engineer*, March 1930, 35.

¹⁵ "Painting of 'San Francisco' Hangs in Board Room of Stock Exchange," *San Francisco Chronicle*, January 13, 1931, 6.

¹⁶ Sidney L. Schwartz, "New Building of San Francisco Stock Exchange Will be Dedicated Today."

¹⁷ Reuters, "Trading Floor's Final Day At Pacific Stock Exchange," *New York Times*, May 26, 2001, accessed September 22, 2021 at <https://www.nytimes.com/2001/05/26/business/trading-floor-s-final-day-at-pacific-stock-exchange.html>.

¹⁸ Reuters, "Trading Floor's Final Day At Pacific Stock Exchange;" Meredith Bauer, "Pacific Exchange: The Rise, Peak and Disappearance of a West Coast Financial Titan," published June 3, 2015, accessed September 23, 2021 at <https://www.thestreet.com/investing/pacific-exchange-the-rise-peak-and-disappearance-of-a-west-coast-financial-titan-13173072>.

¹⁹ "Artists Fight on Employing Mexican 'Red,'" *San Francisco Chronicle*.

The luncheon club provided members and their invited guests amenities such as a lounge, bar, and dining rooms. The club also provided space for private, invitation-only events like a dinner sponsored by the Food and Wine Society of San Francisco, celebrating special California vintages, in 1938.²⁰ The former Stock Exchange Luncheon Club is now occupied by The City Club of San Francisco (The City Club), a members-only business and social club. The City Club, established in 1987, is a business and social club that offers members active calendar of networking and social opportunities, meeting and event spaces, and lounge, bar, and dining room(s) to entertain clients and colleagues or socialize with friends and family.²¹ The City Club also operates as a rental event venue, offering “. . . ten unique event rooms on four floors with awe-inspiring architectural details and original artwork. The famous Diego Rivera fresco, *Allegory of California*, graces the stairwell between the tenth and eleventh floors, providing a museum like experience for the most unique events.”²² These rooms can be booked by members as well as by corporate or private individuals for weddings, business conventions, holiday parties, fundraisers, or other functions. Although access to the Diego Rivera fresco is generally limited to The City Club members and their guests, attendees at business and private functions have also been able to view the artwork. In addition, local tour group SF City Guides, has provided guided tours of The City Club with access to the Rivera fresco for many years. SF City Guides and The City Club have also partnered with various historical societies, such as Art Deco Society and San Francisco Heritage, to provide tours of the building for their members.

Allegory of California (Alegoría de California)

The fresco, *Allegory of California*, created in *buon fresco* or true fresco style by artist, Diego Rivera, occupies the two-story wall and ceiling of an open stair between tenth and eleventh floors of The City Club of San Francisco Building (formerly Pacific Stock Exchange Luncheon Club) at 155 Sansome Street. 155 Sansome Street, known as Stock Exchange Tower, was constructed in 1929 based on plans by architectural firm Miller & Pflueger.

The following description of fresco and 155 Sansome Street is from “*Allegory of California* Landmark Designation Support Memorandum,” prepared by architectural historian Stacy Farr of Architectural Resources Group, Inc. on behalf of the Planning Department:

In 1930, after construction of 155 Sansome Street (Stock Exchange Tower) was complete, a committee convened to select an artist to paint a mural in the two-story stairwell of the club room at the top level of 155 Sansome Street. Committee members included the building’s architect Timothy Pflueger, president of the San Francisco Art Association William F. Gerstle, and several executives of the stock exchange.²³ Artists

²⁰ At time of this event, officers of the San Francisco chapter of Food and Wine Society were Andre Simon (President), Harold H. Price (Honorary Secretary), and Dr. Raoul H. Blanquie (Chairman, Board of Governors). The Food and Wine Society does not appear to have been affiliated with the Stock Exchange; it is not known at this time whether a member of the Stock Exchange Lunch Club was required to sponsor events such as this dinner. A printed menu on letterhead of the Stock Exchange Lunch Club with the date and title of the event is located at the University of California archives, accessed at: *Stock Exchange Lunch Club (San Francisco, California), Wine and Food Society - A Dinner Featuring Special California Vintages*. [digital.ucdavis.edu, https://digital.ucdavis.edu/collection/amerine-menus/D-060/45/67/d7ck9s/media/images/d7ck9s-0.png](https://digital.ucdavis.edu/collection/amerine-menus/D-060/45/67/d7ck9s/media/images/d7ck9s-0.png). Accessed 27 Oct. 2021.

²¹ The City Club of San Francisco website: <https://cityclubsf.com/about/>

²² The City Club of San Francisco website: [Corporate Events & Catering, Business Convention Venues & Meeting Space, Bay Area & San Jose, CA \(cityclubsf.com\)](https://cityclubsf.com/corporate-events-catering-business-convention-venues-meeting-space-bay-area-san-jose-ca)

²³ “Artists Fight on Employing Mexican ‘Red,” *San Francisco Chronicle*, September 24, 1930, 3.

submitted proposals reflecting themes that were outlined by the selecting committee, including industrial, commercial, and financial progress in California. In September 1930 Diego Rivera was announced as the winning artist, marking the Mexican muralist's first commission in the United States.²⁴

The selection of an avowed communist to adorn the walls of a capitalist institution was extensively discussed in the press, and the selection of a Mexican artist to complete an American commission was also divisive among some members of the San Francisco artists community.²⁵ However, Rivera was defended by influential artists including Ralph Stackpole, who had completed much of the existing art at the San Francisco Stock Exchange and been advocating for Rivera to complete a mural at the California School of Fine Arts for several years. Rivera was also publicly supported by some of the city's prominent cultural leaders, including businessman and philanthropist Sigmund Stern and his wife Rosalie Meyers Stern, who hosted Rivera and his wife Frida Kahlo at their home in Atherton as Rivera completed his mural commission.²⁶

Diego Rivera and Frida Kahlo arrived in San Francisco in November 1930, after a five-day train ride from Mexico City which Rivera spent sketching the landscape through which they travelled.²⁷ At the time of his arrival, Rivera had not developed the details of the mural but had conceptualized the subject matter to reflect, "the three bases of [California's] richness – gold, petroleum, and fruits," with additional nods to the state's achievements in transportation, rail and marine technology, and illustrations of broader concepts such as energy and speed.²⁸ While in San Francisco, Rivera was also the subject of a solo exhibition at the Palace of the Legion of Honor, and gave several lectures in San Francisco and Oakland on the theme of modern art.²⁹ Rivera's mural assistant William E. Musick also displayed his art publicly and was feted at several functions.³⁰

Interior architect Michael Goodman worked with Rivera to select the site for mural, settling together on the two-story wall of the stairwell of the club room, wrapping up and on to the ceiling.³¹ Goodman directed the removal of existing square panels of beige travertine marble, leaving side borders of two square panels on each side. The resulting approximately 472 square foot exposed area was fitted with scaffolding and prepared for installation of Rivera's buon fresco.³²

²⁴ "Artists Fight on Employing Mexican 'Red,'" *San Francisco Chronicle*.

²⁵ Hillary Ellenshaw, "Diego Rivera at the San Francisco Art Institute," 2012, 50-55, accessed September 28, 2021 at https://digitalrepository.unm.edu/arth_etds/16.

²⁶ Michael Hardy, Michael Corbett, and Denise Bradley, "Stern Hall, University of California, Berkeley, California Historic Structure Report," 2009, 32.

²⁷ "Rivera Arrives in San Francisco to Paint Stock Exchange Murals," *San Francisco Chronicle*, November 11, 1930, 12.

²⁸ "Rivera Arrives in San Francisco to Paint Stock Exchange Murals."

²⁹ "Reception to Honor Mexican Painter," *San Francisco Chronicle*, December 11, 1930, 13; "Art Students Hear Rivera," *San Francisco Chronicle*, March 8, 1931, 57.

³⁰ "Musick Watercolor Paintings on View," *San Francisco Chronicle*, January 25, 1931, 39.

³¹ Zakheim and Rivera, *Diego Rivera and Friends in San Francisco*.

³² Zakheim and Rivera, *Diego Rivera and Friends in San Francisco*.

Working with his assistants William E. Musick and Viscount John Hastings,³³ Rivera installed and painted the *Allegory of California* between December 1930 and March 1931.³⁴ The mural depicts the vibrancy of the state's past, present, and future economy. At the center of the image is a large female figure, whom Rivera described as "California itself [...] a woman of tanned skin and opulent curves modelled after the rolling hills of the landscape," wearing a necklace of golden wheat and offering, in one huge hand, "the subsoil of the miners, and, in the other, the ripe fruits of the earth."³⁵ Although the figure resembles both the Aztec Earth Mothers that Rivera had depicted in his earlier work and Pomona, the Roman goddess so often evoked by California's fruit industry, she was explicitly modeled on the famous American tennis star Helen Wills Moody, who Rivera sketched extensively while he was in California, and who, in 1929, had married the prominent San Francisco stockbroker Frederick Moody.³⁶

In front of the female figure are an engineer holding mathematical instruments and discussing a blueprint with a mechanic, and a boy with a model airplane, representing an industry in its infancy. As described by Rivera, the figures "typify [California's] workers; the agriculturalist and horticulturist, expressed by the figure of Luther Burbank; the ranchers, the miners and gold prospectors, represented by [James] Marshall, the discoverer who gave the signal for the gold rush; the mechanic, man of the mines and tractors and steamships and oil wells."³⁷ Moving up the staircase, viewers follow a progression from the miners under the soil, to a skyline filled with oil rigs, derricks, cranes and ships. These images suggest the industries of the San Francisco Bay Area: the oil refineries of Richmond, shipping companies including the Matson and Dollar lines that plied the Pacific Ocean, and dredging equipment used in search of gold.³⁸

On the ceiling, there are several airplanes and two nude female figures flying through the sky, who also reflect the visage of Helen Wills Moody. A large sun rounds out the ceiling composition, with a beneficent gaze that appears to follow the viewer as they walk below it.

The mural was complete in March 1931 and was unveiled first to members of the Stock Exchange Luncheon Club at a gala attended by Rivera himself, and then to the members of the general public, who streamed consistently up the stairs and past the mural for several hours.³⁹ In explaining his choice of images, which excluded explicitly political themes, Rivera stated, "The painter's intention, of course, must not lie outside the function of the place in which his painting has its being, else his work will be lacking in both objective and subjective correctness and truth. In this mural in a luncheon club, I painted the fruits of the earth which enrich and nourish because of the productive labors of workers and farmers."⁴⁰ Within several weeks of

³³ Additional sources indicate that artist Clifford Wight also assisted Rivera on *Allegory*. Wight also worked with Rivera on his subsequent fresco, *The Making of a Fresco Showing the Building of a City*, at the San Francisco Art Institute.

³⁴ "Noble Artist to Paint for U. S. Novelist," *San Francisco Chronicle*, May 1, 1931, 17. Society Pages, *San Francisco Chronicle*, January 25, 1931: notes that "Dr. and Mrs. Russell Lee were hosts of an informal tea for William Musick, Chicago artist, who is now in town assisting Diego Rivera with his murals for the new Stock Exchange building."

³⁵ Diego Rivera with Bertram Wolfe, *Portrait of America* (New York: Covici, Friede, Inc., 1934) 14.

³⁶ Kasia Boddy, "American Girl: The Iconography of Helen Wills," *Historical Social Research*, Vol. 43. No. 2, 123; "Miss Wills Wed in Chapel Near Tennis Courts," *New York Daily News*, December 24, 1929, 3.

³⁷ Rivera with Wolfe, *Portrait of America*, 14.

³⁸ Zakheim and Rivera, *Diego Rivera and Friends in San Francisco*.

³⁹ "Rivera Mural Given Initial Showing," *San Francisco Chronicle*, March 15, 1931.

⁴⁰ Rivera with Wolfe, *Portrait of America*, 15.

completing *Allegory of California*, Rivera began work on *The Making of a Fresco Showing the Building of a City* at California School of Fine Arts (now the San Francisco Art Institute) in April 1931.⁴¹

Architect Timothy Pflueger, who worked with Rivera on all three of his large San Francisco projects, is credited as having offered the commission that brought the artist to the Bay Area in 1930. However, Pflueger's offer of a fresco commission and Rivera's arrival in San Francisco to commence the Stock Exchange project marked the end of a multi-year campaign by local art patrons and artists affiliated with SFAI to bring Rivera to San Francisco. Although many art collectors, galleries, and institutions in the United States may have supported the idea of having Diego Rivera, then one of the most famous artists in the world, come to San Francisco, it was Pflueger, Ralph Stackpole, William Gerstle, and Albert Bender that were most involved in the effort.⁴²

Beginning as early as 1925, articles about Rivera [and other Mexican artists] began to appear in the United States.⁴³ Around the same time, galleries and museums around the world also sponsored major exhibitions of Mexican art, such that "[d]uring this period... Mexican muralists became world celebrities. ... They became so important that artists came from around the world to be in their presence and study their paintings. Between 1920 and 1930, Mexico became a world center for art."⁴⁴ Much of this attention focused on Diego Rivera and a small but steady stream of artists, intellectuals, and interested lay people came to Mexico to watch him work.⁴⁵ Among the artists that went to Mexico were "two California artists, Ray Boynton, who taught *buon fresco* (true fresco) courses at the California School of Fine Arts, and Ralph Stackpole, a San Francisco-based sculptor who had known Rivera in Paris."⁴⁶ When they returned to San Francisco from Mexico in 1926 and 1928, respectively, both Boynton and Stackpole brought back examples of Rivera's work, including two pieces that were hung at SFAI at behest of board members William Gerstle and Albert Bender. Boynton may have been the first to recommend bringing Rivera to San Francisco for a commission.⁴⁷ Such recommendation may have been made to Albert Bender, who made the first offer of a mural commission in San Francisco in 1927, which Rivera declined due to a conflicting invitation to visit Russia.⁴⁸ Bender was one of Rivera's strongest supporters in the United States, purchasing and loaning or donating Rivera's art for the first exhibitions and shows by the artist in San Francisco; an exhibit of 100 of Rivera's paintings and drawings was held at University of California, Berkeley in late 1926.⁴⁹ Following Stackpole's return from Mexico in 1928 or 1929, Bender once again invited Rivera to San Francisco, but again the artist failed to make the journey due to scheduling conflicts and inability to secure a visa. At around this same time, "William Gerstle, president of the [San Francisco] Art Association, was very excited about the work and commissioned Rivera to do a small wall, 120 feet square, in the school" and donated

⁴¹ San Francisco Planning Department, "Article 10 Landmark Designation Fact Sheet, *The Making of a Fresco Showing the Building of a City*," Record No. 2021 001721DES, 2021, 6.

⁴² San Francisco Art Institute, Diego Rivera Mural webpage at <https://sfai.edu/about-sfai/diego-rivera-mural>.

⁴³ Ernest Goldstein, *The Journey of Diego Rivera* (Minneapolis, Minnesota: Lerner Publications, c1996), 31-33.

⁴⁴ Ibid.

⁴⁵ Laurance P. Hurlburt, "Diego Rivera (1886-1957): A Chronology of His Art, Life and Times," in *Diego Rivera: A Retrospective*, ed. Cynthia Newman Helms (New York: Founders Society Detroit Institute of Arts, in association with W. W. Norton, 1986), 59.

⁴⁶ National Historic Landmarks Program, "National Historic Landmark Nomination: The *Detroit Industry Murals*, Detroit Institute of Arts" (February 8, 2013), 16.

⁴⁷ San Francisco Art Institute, Diego Rivera Mural webpage at <https://sfai.edu/about-sfai/diego-rivera-mural>.

⁴⁸ San Francisco Art Institute, Diego Rivera Mural webpage at <https://sfai.edu/about-sfai/diego-rivera-mural>.

⁴⁹ *San Francisco Chronicle*, "UC to Show Mexican Art – Exhibit to be held of a 100 paintings and drawings by Diego Rivera," November 6, 1926, Oakland, 2.

“\$1,500...for the mural.”⁵⁰ Rivera does not appear to have been enthusiastic about the proposed wall space, which would remain an issue for the SFAI commission even after he arrived in San Francisco in 1930.

During the same period as Boynton’s and Stackpole’s travels to Mexico, newspaper articles began to mention that SFAI was considering offering Rivera a commission to paint a fresco in their building. In the fall of 1927, an article in the *San Francisco Chronicle* stated, based on information provided by Albert Bender, that Rivera would be visiting San Francisco that holiday season to “give lectures and a limited course in his theory of the mechanical analysis of painting” and that there was a “rumor that [a] wealthy patron is making tentative arrangements for Rivera to do mural at California Institute of Fine Arts.”⁵¹ Several articles followed in the final months of 1927 indicating that Rivera’s visit had to be postponed – he was in the Soviet Union at the time – but that he hoped to travel to San Francisco in the coming months.⁵² Though Rivera failed to show up in San Francisco for another three years, his popularity only grew during that time through articles and exhibits in San Francisco and across the United States.

In 1927, Rivera’s artworks were enjoyed at two popular exhibitions in San Francisco at the Gallerie Beaux Arts and the East West Gallery. Local art patrons were further encouraged in their interest in Rivera’s work when many of their artworks by the artist were purchased or borrowed in 1928 for a show at the Weyhe Gallery in New York.⁵³ Again, in 1928, local media began reporting on a pending Rivera commission at SFAI. In July a headline ran that “Rivera May Win Contract Here” and the accompanying story stated that while correspondence was still under way to work out the details, a fund had been set aside by one of the [school’s] board of directors for the sole purpose of commissioning Rivera to do a “decoration at the school.”⁵⁴ In what may have been an effort to encourage support of this proposal, the article went on to explain that Rivera’s frescoes in public buildings in Mexico City were regarded as the “outstanding achievements of contemporary art” and that his work had been shown locally at several galleries in addition to being in the collections of patrons, art collectors, the California School of Fine Arts, and the California Palace of the Legion of Honor.⁵⁵ Many of the pieces in the latter collections appear to have been donations to these institutions from Albert Bender. A month later, in August 1928, Albert M. Bender, reported that Rivera had accepted a commission to do a mural fresco in the California School of Fine Arts. Although Rivera’s date of arrival had not been set at time of the newspaper report, it was noted that he intended to travel to San Francisco within the next several months “when on his way to Russia to do extensive work there.”⁵⁶ It is unclear whether Rivera actually expected to undertake the SFAI project in 1928 given his

⁵⁰ San Francisco Planning Department, “National Register Nomination, Review and Comment Case Report,” 800 Chestnut Street (San Francisco Art Institute), Case No. 2015-011315FED, October 1, 2015, 6-7; Luis-Martín Lozano, “1929-1931 V. Revolutions and Allegories: Mexico and San Francisco,” in *Diego Rivera: The Complete Murals*, Luis-Martín Lozano and Juan Rafael Coronel Rivera, ed. Benedikt Taschen (Los Angeles: Taschen, c2008), 265.

⁵¹ *San Francisco Chronicle*, “Rivera to Visit S.F. During the Holiday Season,” October 30, 1927. Accessed via <https://infoweb-newsbank-com.ezproxy.sfpl.org/>.

⁵² “*San Francisco Chronicle*, “Rivera’s Proposed Visit is Delayed,” December 25, 1927. Accessed via <https://infoweb-newsbank-com.ezproxy.sfpl.org/>.

⁵³ *San Francisco Chronicle*, “Rivera’s Work to Be Shown in New York,” January 1, 1928. Accessed via <https://infoweb-newsbank-com.ezproxy.sfpl.org/>.

⁵⁴ *San Francisco Chronicle*, “Rivera May Win Mural Contract Here,” July 15, 1928. Accessed via <https://infoweb-newsbank-com.ezproxy.sfpl.org/>.

⁵⁵ Ibid.

⁵⁶ *San Francisco Chronicle*, “Rivera to Do Fine Arts School Mural,” August 26, 1928. Accessed via <https://infoweb-newsbank-com.ezproxy.sfpl.org/>.

commitments, both professional and political, in Mexico. At the time of the SFAI announcement, Rivera was just returning to a changing political landscape in Mexico from a challenging visit to the Soviet Union. His political activities were under increased scrutiny – in both Mexico and the United States – and he met and married Frida Kahlo. At the same time, he also began work on his comprehensive history of the Mexican nation at the Palacio Nacional in 1929 and, a short time later, accepted a lucrative commission from the US Ambassador to Mexico for the Palacio de Cortés in Cuernavaca.

Although he was recognized as an artist of international importance prior to travelling to San Francisco, the Stock Exchange commission, along with the long-frustrated promise of the SFAI project, may have come at an opportune moment for Rivera, personally and professionally. His government commissions, especially with the US Ambassador to Mexico, who was closely affiliated with powerful capitalists like J.P. Morgan and the Rockefeller family, raised concerns amongst the Mexican Communist Party and Stalinist Soviet Union about his allegiance. Even as Rivera avowed his leftist principles, in 1929, he was expelled from the Mexican Communist Party and shunned by party members.⁵⁷ The political intrigues swirling around Rivera during this period threatened to overwhelm or shut down his most significant projects, including his work at the National Palace. In addition to his eagerness to explore the United States, a place that “. . .brought together factories, scientific genius, and an industrial mechanical age that let [Rivera] produce art that could speak to the people who worked in the new society,”⁵⁸ the commissions on offer in San Francisco may have provided the artist with a strategic opportunity to break away from political and personal entanglements in Mexico.

It seems equally plausible that the Pacific Stock Exchange commission was a strategic move on the part of Rivera’s supporters in San Francisco.

In late September 1930, Pflueger announced that he had commissioned Rivera to paint a mural for the Luncheon Club of the Pacific Stock Exchange in a building he had designed. His decision raised alarm among the media: “Radical To Do Exchange Mural,” wrote one newspaper, and another asked, “Will Art Be Touched in Pink?” Originally, Rivera’s patrons had planned his first commission at the California School of Fine Arts, “the heart of mural training.” Criticism over Pflueger’s decision may have led Rivera’s patrons to paint the Luncheon Club mural first, notes [art historian] Lee, where a private commercial space rather than an academic public space ruled out “arguing in the public sphere.” What the club chose to put on its walls was its own business, but radical political content was out. “I hold a contract with Rivera. And I hold the pursestrings for the job,” Pflueger stated. “Should he attempt any of the caricaturing for which he is famous. . .well, there is power in pursestrings.”⁵⁹

Even while concerns over Rivera’s politics were raised with this announcement, choosing to bring Rivera to San Francisco with the Stock Exchange project, described at the time as a “temple of capitalism,” may have eased apprehensions of the Department of Justice which was hesitant to issue Rivera a travel visa. Even so, Dwight Morrow, who as US Ambassador to Mexico had recently seen the completion of the commission he had given

⁵⁷ Robert W. Cherny, *Victor Arnautoff and the Politics of Art* (Urbana: The University of Illinois Press, 2017), 64-66; Hurlburt, *Diego Rivera: A Retrospective*, 71; Lee, *Painting on the Left*, 52-55.

⁵⁸ Goldstein, 50.

⁵⁹ Hurlburt, *Mexican Muralists* (1998), 100.

Rivera at Palacio de Cortés, and Albert Bender, wealthy San Francisco art patron and Rivera sponsor, had to intercede on behalf of Rivera – and the pending Stock Exchange and SFAI commissions – to get a travel visa issued.

Visual inspection of the fresco has not been undertaken in preparation of this report, but there is no indication that its physical condition has been compromised in recent years.

Events: Associated with events that have made a significant contribution to the broad patterns of our history.

Allegory of California, painted in 1931 in the grand stairwell between 10th and 11th floors of 155 Sansome Street, in space occupied by The City Club of San Francisco (formerly the space occupied by Pacific Stock Exchange Luncheon Club), by Mexican artist, Diego Rivera, is the first fresco painted by Rivera in the United States. The fresco is significant for its association with Latinx and Chicanx arts communities, a significant and vibrant part of San Francisco’s cultural heritage.

Nuestra Historia: San Francisco Latino Historic Context Statement (draft) states that the “essential threads of Latino muralism as it exists today in San Francisco can be traced to the rise of the Mexican Mural Movement during the 1920s”⁶⁰ and that Rivera’s “impact on the California School of Fine Arts/SFAI was vital and long lasting” providing a “cadre of local artists trained in fresco and mural painting.”⁶¹ Timothy W. Drescher, in his book, *San Francisco Bay Area Murals: Communities Create Their Muses: 1904-1997*, is even more explicit on these connections, stating that “Diego Rivera significantly influenced San Francisco muralists” with technical and stylistic aspects being passed on to later generations as “New Deal artists watched him paint in person, and sometimes worked as his assistants” while “subsequent muralists learned about his murals...by visiting the walls.”⁶² The Mission mural or community mural movement also includes many artists and organizers who have been students at SFAI or have worked with other artists trained by Rivera: some examples include Emmy Lou Packard and collaborations with younger generation of Mission artists, including Michael Rios and Chuy Campusano during the painting of their *Homage to Siqueiros*; Luis Cervantes and Precita Eyes Muralists; Galería de la Raza and one of its initial co-directors René Yañez; Los Mujeres Muralistas and its three founders, Patricia Rodriguez, Graciela Carrillo, Irene Perez, and Consuelo Mendez.

The National Historic Landmark nomination for Rivera’s *Detroit Industry* murals summarizes the influence of the 1920s Mexican Mural Movement as:

⁶⁰ Jonathan Lammers and Carlos Cordova, *Nuestra Historia, San Francisco Latino Historic Context Statement: Part III-g: Visual Arts*, December 2020 (Draft for Review), 10.

⁶¹ Ibid, 13.

⁶² Timothy W. Drescher, *San Francisco Bay Area Murals: Communities Create Their Muses: 1904-1997* (St. Paul: Pogo Press, 1998), 10.

In the history of mural painting in America, the most commanding and vivid works came from the hands of three Mexican artists: Jose Clemente Orozco (1883-1949), David Alfaro Siqueiros (1896-1974), and Diego Rivera (1886-1957). Known as *los tres grandes* (“the big three”), these leading artists of the 1920s Mexican Mural Movement, who rejected the elite walls of museums and galleries, painted monumental murals on public buildings as part of Mexico’s post-revolutionary cultural plan to educate the masses. The commissioning of works in the United States by these Mexican artists “coincided with a broader popular fascination with Mexican culture.”⁶³ The American 1930s “‘Mexican craze’ or ‘Mexican invasion,’” as contemporary art critics termed it – “created masterworks” and “enjoyed immense political and popular acclaim.”⁶⁴ Between 1930 and 1933, “these three Mexican artists created murals in the United States that had a lasting impact on the history of its mural art, both immediately and in terms of Rivera’s and Orozco’s impact on the New Deal art projects”⁶⁵ as the program looked to Mexico for inspiration and organization. “Through the Mexican presence,” writes historian Ingrid Fey, “the fresco technique became more well-known and appreciated in the United States.”⁶⁶

Prior to the 1930s, the only exposure to mural painting for many San Franciscans came from the thirty-five murals of monumental size, painted on canvas, that had been displayed at the recently ended Panama-Pacific International Exposition (PPIE). Although mural painting was included in the San Francisco Art Institute curriculum as early as 1916, the early years of this mural painting program focused on teaching technical skills of *buon fresco* painting – an unusual technique to focus on given that even many of the European examples of the period were painted on canvas – under the principle that “murals should not draw too much attention to their context, but only their decorative existence.”⁶⁷ For nascent muralists in the United States during this period, the mural was meant to decorate semi-public spaces in important buildings; it was the buildings themselves and the patronage of community leaders displayed by the installation of such murals that was to be expressive. Though the SFAI mural program of this early period differed greatly from the muralism that would soon develop in Mexico, the existence of this program was responsible for the connections that were initially made between Roy Boynton, Albert Bender, and Diego Rivera and which developed to the point that Rivera’s first commissions in the United States would be in San Francisco.

During the dismal economic period of the Depression, the

... the [San Francisco Art Institute] absorbed a vital new influence when the sculptor Ralph Stackpole returned from Mexico with examples of works by Diego Rivera. ... In 1931—the same year that the mural was completed—Rivera remarked that art movements in the United States were still greatly influenced

⁶³ Anna Indych-López, *Muralism Without Walls: Rivera, Orozco, and Siqueiros in the United States, 1927-1940* (Pittsburgh: University of Pittsburgh Press, 1. Quoted in “National Historic Landmark Nomination: The *Detroit Industry Murals*,” 13.

⁶⁴ Hurlburt, *Mexican Muralists* (1989), 4. Quoted in “National Historic Landmark Nomination: The *Detroit Industry Murals*,” 13.

⁶⁵ Francis V. O’Connor, *The Mural in America: Wall Painting in the United States from Pre-History to the Present* (New York: 2010), Part 7, Ch. 28, C, <http://www.muralinamerica.com/>. Quoted in “National Historic Landmark Nomination: The *Detroit Industry Murals*,” 13.

⁶⁶ “National Historic Landmark Nomination: The *Detroit Industry Murals*,” 13.

⁶⁷ Anthony W. Lee, “Diego Rivera’s ‘The Making of a Fresco’ and Its San Francisco Public,” *The Oxford Art Journal*, Vol. 19, No. 2 (1996), 75. Accessed via <https://www.jstor.org/stable/1360730>.

by Europe, but, that “the moment has come for an outpouring of artistic impulse, and gradually the art centre of the world will be moved from Europe to America.”⁶⁸

Rivera, along with his fellow Mexican muralists, believed that the artworks they were producing were not only an important source of shifting this art center but were also changing the meaning and method of public art. Rivera noted that that his mural work and that of Mexican muralism for the “...first time in the history of monumental painting – ceased to use gods, kings, chiefs of state, heroic generals, etc. as central heroes... For the first time in the history of art, Mexican mural painting made the masses the hero of monumental art.”⁶⁹ Many art historians agree about the significance of this change, at least regarding mural art. Art critic Peter Schjeldahl, as recently as last year, wrote that Rivera “inspired American painters to create tableaux of laboring and protesting workers... and of historical events and themes.”⁷⁰ Francis O’Connor regards the 1930s as a “transition to a new conception of the mural,” crediting the Mexican artist presence in America:

[T]he Mexicans brought to the United States a sense of the mural’s capacity for expressing social concern, a fascination with the country’s rampant technology, and a revival of the fresco technique. While they initiated the decade to mural painting and their artistic influence is undoubted, they did not in fact, directly address either the history or social reality of this country... Their influence lay in reinvigorating the mural as an art form capable of addressing public issues at a time American Artists needed means and permissions.⁷¹

Although Rivera was already an internationally known artist by the late 1920s, coordinating a commission that would bring him to the United States was challenging.

Rivera’s commission to paint a mural for the Luncheon Club of the Pacific Stock Exchange was, in effect, part of a package that included the mural in the California School of Fine Arts (now the San Francisco Art Institute). Both resulted from Rivera’s meeting in Paris, at least a decade earlier, the California sculptor Ralph Stackpole. ... Although the California School of Fine Arts’ proposal was put forward first, it was the much more substantial Stock Exchange commission that became the determining factor financially, and it consequently became the first fresco mural executed by Rivera in the United States. ... The mural is an allegory depicting the bountiful human and natural resources of California as explored, exploited, and brought to varied fullness by North American inventiveness, industry, and adventurism. California is cast in the image of a mature woman... Surrounding her, as if clustered in her embrace, are the attributes of California’s enterprise and resulting material progress—its practical, methodical husbandry of nature, its genius for invention and innovative technology, its individualistic drive for quick riches, its industrious harvesting of forests and minerals, its advanced engineering, and its oil, shipping, and trading businesses—

⁶⁸ San Francisco Planning Department, Case Report for SFAI Landmark designation (1975), 3.

⁶⁹ Luís Cardoza y Aragón, “Diego Rivera’s Murals in Mexico and the United States,” in *Diego Rivera: A Retrospective*, ed. Cynthia Newman Helms (New York: Founders Society Detroit Institute of Arts, in association with W. W. Norton & Company, 1986), 187.

⁷⁰ Peter Schjeldahl, “The Lasting Influence of Mexico’s Great Muralists,” *The New Yorker*, February 24, 2020. **March 2, 2020 Issue.**

⁷¹ Francis V. O’Connor, *The Mural in America: Wall Painting in the United States from Pre-History to the Present* (New York: 2010), Part 7, Ch. 28, C, <http://www.muralinamerica.com/>. Quoted in “National Historic Landmark Nomination: The *Detroit Industry Murals*, 20-21.

standing before the Pacific horizon. . . . On the ceiling is a diagonally placed figure of a nude woman, a recapitulation of the ceiling design of the Secretaría de Salubriudad y Asistencia mural in Mexico City, against the backdrop of a sun-and-sky theme carried over from the first bay at Chapingo.⁷²

Art historians have criticized Rivera's first fresco commissions in the United States, noting that they "...lack the ideological programs of the Mexican work...and present instead a pastiche of industrial motifs rather than any intelligibly planned subject matter"⁷³ and "...fairly conventional in theme—the logical result of the artist's attempt to gain the confidence of a public that disapproved of his political positions."⁷⁴ Of the frescos painted by Rivera during his first trip to San Francisco, *Allegory of California*, is sometimes cited as the most successful from this visit with

...meaningful compositional and iconographic parallels [that] can be drawn to his earlier Mexican murals of the 1920s. In both color and overall design, Rivera recreates the actual topographical features of California. In viewing the mural, one's eye ascends from the subterranean activity of coal mining to aboveground labors...to the assorted cranes and derricks silhouetted against the sky, and finally, on the ceiling, to the celestial sphere. Rivera's treatment of color mirrors his composition—it progressively lightens from dark to light... . . . Rivera's ability to synthesize naturalistic and allegorical elements in a flowing, yet rigorously controlled, all-over pattern here was first demonstrated in his works on the staircase walls, ascending three floors, of the Secretary of Public Education.⁷⁵

Due to its location in a private club, *Allegory of California*, may have exerted less direct influences on muralism than Rivera's other San Francisco frescos. However, artists such as Clifford Wight, who assisted Rivera on frescos in San Francisco and Detroit, and Ralph Stackpole, who worked on his own commissions as part of the Stock Exchange project, were influenced or trained by Rivera and spread that knowledge through further development of the mural program at San Francisco Art Institute and in commissions such as Coit Tower.

For the Coit Tower project, a total of 26 artists were hired to complete a series of images supporting a unified theme of "Aspects of Life in California."

Acknowledging the link to Rivera and the other Mexican muralists, nearly all of the Coit Tower murals were executed in fresco, that is, painted directly on wet plaster. Another Coit Tower muralist, Maxine Albro, had traveled to Mexico in the mid-1920s and studied under Rivera's assistant, Pablo O'Higgins.⁷⁶

Among the other artists were Clifford Wight, Bernard Zakheim, Ralph Stackpole, and Victor Arnautoff (last three studied at SFIA) who had all trained or worked with Rivera. Arnautoff, who was designated technical advisor of the

⁷² Stanton L. Catlin, "Mural Census." In *Diego Rivera: A Retrospective*, ed. Cynthia Newman Helms, 235-335. (New York: Founders Society Detroit Institute of Arts, in association with W. W. Norton & Company, 1986), 279.

⁷³ Hurlburt, *Mexican Muralists* (1998), 98.

⁷⁴ Alicia Azuela, "Rivera and the Concept of Proletarian Art." In *Diego Rivera: A Retrospective*, ed. Cynthia Newman Helms (New York: Founders Society Detroit Institute of Arts, in association with W. W. Norton & Company, 1986), 126.

⁷⁵ Hurlburt, *Mexican Muralists* (1998), 108-109.

⁷⁶ Francis V. O'Connor, *The Mural in America: Wall Painting in the United States from Pre-History to the Present* (New York: 2010), Part 7, Ch. 28, C, <http://www.muralinamerica.com/>. Quoted in "National Historic Landmark Nomination: The *Detroit Industry Murals*, 20-21.

Coit Tower project, worked with Rivera for nearly two years beginning in 1929, primarily on the Palacio de Cortés and Palacío Nacional projects.⁷⁷ In 1930, shortly before leaving for San Francisco and SFAI – where Arnautoff had recently studied and taught - Rivera put Arnautoff in “charge at the National Palace and gave him general oversight responsibilities elsewhere.”⁷⁸ Wight, who worked as Rivera’s assistant in San Francisco on the SFAI and Stock Exchange projects and in Detroit, painted four of the six tall figures along the windows at Coit Tower, which share similarities to the giant worker depicted in Rivera’s *The Making of a Fresco* at the San Francisco Art Institute. Further, Rivera’s interpretations of the vision of California’s wealth coming from natural resources and labor is found in the Coit Tower murals as well as in community murals showing Latino migrant labor.⁷⁹

Historian Stacy Farr also addressed the links between SFAI and Federal Art Project, stating:

During the 1930s, works by Diego Rivera proved greatly influential—particularly for artists employed through the Federal Art Project created by the Works Progress Administration (WPA). . . . These included Victor Arnautoff, Jose Moya del Pino, Lucien Labaudt, Marian Hartwell, Ruth Cravath, Ray Bertand and Ralph Stackpole.⁸⁰

As the United States economy rebounded and the New Deal art programs expired, many of the San Francisco-based mural artists that had studied at San Francisco Art Institute (SFAI) or worked with Rivera, such as Victor Arnautoff and Emmy Lou Packard, continued to pursue large public murals. Muralism, however, decreased in popularity in the United States and there were few large public commissions following the New Deal-era, especially during the war years of the 1940s. However, the mural art academic program at SFAI advanced with incorporation of updated philosophies on muralism and the role of public art from experiences gained from the New Deal mural program and Rivera’s frescos from the early 1930s. With the influence of the GI Bill, which allowed thousands of veterans to pursue higher education – including training in art schools –⁸¹ enrollment, including that of Latino artists, increased in art schools such as SFAI. Among these students were Mexican American veterans such as Luis Cervantes, José Ramón Lerma, and Ernie Palomino, all of whom emerged as influential artists in San Francisco.⁸²

In the 1960s and 1970s was a new wave of Latino artists who became immersed in evolving trends such as installation art, video, and muralism.⁸³ Many of these students became recognized Mission artists including René Yañez, Graciella Carillo, Consuelo Lopez, Patricia Rodríguez, Juan Alicia, Irene Perez, Luis Cervantes, Michael Rios and later Cristianne Dugan-Cuadra and Manuel Sanchez.⁸⁴

⁷⁷ Robert W. Cherny, “The Controversy at Coit Tower in 1934,” *The Argonaut* (Vol. 28, No. 1, Summer 2017), 73.

⁷⁸ Robert W. Cherny, *Victor Arnautoff and the Politics of Art* (Urbana: The University of Illinois Press, 2017), 68.

⁷⁹ Timothy W. Drescher, *San Francisco Bay Area Murals: Communities Create Their Muses: 1904-1997* (St. Paul: Pogo Press, 1998), 11.

⁸⁰ SFAI NR Nomination (2016), Section 8, page 19.

⁸¹ SFAI NR Nomination (2016), Section 8, page 22.

⁸² *Nuestra Historia, San Francisco Latino Historic Context Statement: Part III-g: Visual Arts*, December 2020 (Draft for Review), 20.

⁸³ *Ibid.*

⁸⁴ *Ibid.*

Following their studies at SFAI, several Latino artists established galleries that nurtured contemporary visual arts in the Mission. Among the most influential as relates to muralism was Galería de la Raza, New Mission Gallery, and Precita Eyes Muralists. New Mission Gallery was established in 1962 by Luis Cervantes, Ernie Palamino, and Joe White (Cervantes and Palamino both studied at SFAI) and is credited as being the first contemporary visual arts gallery in the Mission District.⁸⁵ In 1977, Luis Cervantes and his partner, Susan (Kelk) Cervantes founded Precita Eyes Muralists another influential element in the Mission District's community mural movement. In addition to workshops and tours, Precita Eyes has coordinated the creation of many collaborative works in San Francisco and has become a national leader in promoting community-based models of mural making.⁸⁶ Galería de la Raza,⁸⁷ a cultural center "formed to cultivate Chicano art and share it with a wider audience"⁸⁸ and co-directed by an SFAI alumnus, René Yañez, has been very influential. Its existence and early successes shifted the locus of mural activity in San Francisco to center on the Mission District and it has been important in promoting works associated with the community mural movement.⁸⁹

While muralism as developed and practiced by Mexican artists during the 1920s Mexican Mural Movement enjoyed a surge in popularity during the 1930s and 1940s through the Federal Works Program, murals as an art form in the United States did not become widespread until during the Chicano movement of the 1960s and 1970s.⁹⁰ In his essay on Latino arts in the American Latino Theme Study, Tomás Ybarra-Frausto notes that American Latino artists in the 1930s were aware of Rivera and the other Mexican artists of the Mexican Mural Movement and that their "passionate defense of mural art and formal explorations with diverse forms of public art directly influenced many Latino artists and seeded the ground for muralism as a major Latino genre during the Civil Rights era."⁹¹ Muralism in particular was "one of the most widely known visual art forms that arose out of the Chicano movement."⁹² The section on visual arts in *Nuestra Historia: San Francisco Latino Historic Context Statement (Draft)* provides the following context on mural art in the Chicano Movement:

The Chicano Movement, or *El Movimiento*, first evolved in the U.S. southwest and encompassed a broad set of issues affecting persons of Mexican origin or descent, including the restoration of land grants, worker's rights, political representation, and improved access to employment and education. Chicano and other Latino artists of the period actively engaged in the movement, committing their artistic skills

⁸⁵ Ibid, 22.

⁸⁶ Ibid, 44.

⁸⁷ On August 17, 2016, the 24th Street site of Galería de la Raza/Studio 24 Building was added to the Landmark Designation Work Program as part of the Planning Department's San Francisco Sites of Civil Rights Project. On April 3, 2019, the Historic Preservation Commission recommended to the Board of Supervisors to landmark this resource. The process remains underway.

⁸⁸ California Office of Historic Preservation, *Latinos in Twentieth Century California: National Register of Historic Places Context Statement* (Sacramento: California State Parks, 2015), 59.

⁸⁹ *Nuestra Historia, San Francisco Latino Historic Context Statement: Part III-g: Visual Arts*, December 2020 (Draft for Review), 28.

⁹⁰ California Office of Historic Preservation, *Latinos in Twentieth Century California: National Register of Historic Places Context Statement* (Sacramento: California State Parks, 2015), 59. Quoted in Latino Historic Context Statement (Draft), 58.

⁹¹ Tomás Ybarra-Frausto, "A Panorama of Latino Arts," American Latino Theme Study, National Park Service, 2018. Accessed via <https://nps.gov/articles/latinothemearts.htm>.

⁹² California Office of Historic Preservation, *Latinos in Twentieth Century California: National Register of Historic Places Context Statement* (Sacramento: California State Parks, 2015), 59. Quoted in Latino Historic Context Statement (Draft), 58.

to social justice and helping the movement flourish.⁹³ As related by Josie S. Talamantez, author of the successful National Register of Historic Places Nomination for Chicano Park in San Diego:

Murals became the artistic vehicle of choice for educating a large illiterate populace about ideals of a new society and the virtues and evils of the past. Murals had the advantage of making direct appeals; they provided a near-perfect organizing tool that had specific cultural antecedents and precedence in the cultural and revolutionary tradition of Mexico.⁹⁴

Nuestra Historia: San Francisco Latino Historic Context Statement (Draft) notes that the earliest community murals were completed around 1970 in various locations around the city. The efforts of Galería de la Raza and the growing importance of the Chicano mural movement focused development of muralism in the Mission. Among the artists that painted the earliest murals (not extant) in the Mission were a number of artists who had studied at SFAI, including Michael Rios, Patricia Rodriguez, and Consuelo Lopez. Formed to focus on expressing the beauty and strength of women in Latino culture and foster empowerment, one of the most significant artist collectives to emerge was Las Mujeres Muralistas, a highly influential cooperative of all-women artists.⁹⁵ The collective was founded by Chicanas Patricia Rodriguez, Graciela Carrillo, Irene Perez, and Venezuelan artist, Consuelo Mendez (all of whom attended the San Francisco Art Institute), but grew over time to include other artists such as Miriam Olivo (Venezuelan), Ruth Rodriguez (Puerto Rican), Xochitl Nevel-Guerrero (Chicana), Ester Hernandez (Chicana), and non-Latina, Susan Cervantes.⁹⁶ Works by the collective include: *Latino America* (not extant), painted in 1974 on building at 2922 Mission Street; *Para el Mercado*, painted in 1974 on exterior of former Paco's Tacos at 24th and South Van Ness Streets; *Fantasy World For Children* (extant), painted in 1975 at 24th Street Mini-Park.

Another influential artwork – and one with direct connections to Rivera and the Mexican Mural Movement – is *Homage to Siqueiros*, painted by Jesús “Chuy” Campusano, Luis Cortázar and Michael Rios (studied at SFAI) in 1973-74, at the Bank of America branch at 2701 Mission Street.⁹⁷ Like Rivera's earlier work in San Francisco, this piece incorporated social and political content for a corporate client. The technical advisor for the group was Emmy Lou Packard, who had studied at SFAI and had also been Diego Rivera's chief assistant on *Pan-American Unity* mural painted as part of the “Art in Action” series at the Golden Gate International Exposition in 1940.

In San Francisco, the

Chicano Mural Movement...was unique in that it was absorbed into a broader cultural vision that encompassed a pan-Latino sense of community. This was the result of a number of factors, including the

⁹³ Tomás Ybarra-Frausto, “A Panorama of Latino Arts,” American Latino Theme Study, National Park Service, 2018. Quoted in *Nuestra Historia, San Francisco Latino Historic Context Statement: Part III-g: Visual Arts*, December 2020 (Draft for Review), 30.

⁹⁴ Josie S. Talamantez, “Chicano Park and the Chicano Park Murals: A National Register Nomination,” 6. Quoted in *Nuestra Historia, San Francisco Latino Historic Context Statement: Part III-g: Visual Arts*, December 2020 (Draft for Review), 31.

⁹⁵ *Nuestra Historia, San Francisco Latino Historic Context Statement: Part III-g: Visual Arts*, December 2020 (Draft for Review), 35.

⁹⁶ *Ibid.*

⁹⁷ *Nuestra Historia, San Francisco Latino Historic Context Statement: Part III-g: Visual Arts*, December 2020 (Draft for Review), 38.

pioneering influences of Diego Rivera and other Mexican muralists, as well as the creative foment of the Beat Movement during the 1950s. The essential crucible, however, arrived in the 1960s, when various threads including the Chicano Movement, the Student Movement, and Third World ideology began to fuse. With the Mission District as its epicenter, a new visual art, sometimes called Mission Muralismo, continued to evolve during the 1970s and 1980s, when it assumed increasing identification with revolutionary movements in Central and South America.⁹⁸

The use of murals as symbolic representations of social struggles that transcend race and ethnicity has also been described as the Community Mural Movement. Timothy Drescher, author of *San Francisco Bay Area Murals: Communities Create Their Muses: 1904-1994*, offers a helpful definition of community murals:

Community murals may be painted by groups of individuals, but they are always closely related to those who live or work near them. The relationship of community artworks to their communities is dynamic, intimate, extended and reciprocal.⁹⁹

In this sense, the Chicano Mural Movement / Community Mural Movement – and the diffuse influence of Rivera’s work, including *Allegory of California*, on this movement, had and continues to have a profound effect on the visual language and texture of the Mission District, as well as San Francisco as a whole.

Architecture/Design: Embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values.

Allegory of California at The City Club of California (formerly Pacific Stock Exchange Luncheon Club), which demonstrates classic themes and motifs found in Rivera compositions, namely harmony between nature and machine, a glorification of the past while looking toward the future, and a panorama of historical figures, is culturally and historically significant as the work of preeminent Mexican artist, Diego Rivera. Completed in February 1931, at the beginning of Rivera’s first visit to San Francisco, it is the first fresco painted by Rivera in the United States. In it, Rivera

...painted a colossal figure of a woman representing California ... around her figure the rich and varied resources of the state: on her left, the lush agriculture, its workers and heroes; on her right, industry, its building and machines, and representative working men and women.¹⁰⁰

⁹⁸ *Nuestra Historia, San Francisco Latino Historic Context Statement: Part III-g: Visual Arts*, December 2020 (Draft for Review), 31.

⁹⁹ Timothy Dresser, *San Francisco Bay Area Murals: Communities Create Their Muses: 1904-1947* (St. Paul: Pogo Press, 1994), 12. Quoted in *Nuestra Historia, San Francisco Latino Historic Context Statement: Part III-g: Visual Arts*, December 2020 (Draft for Review), 32.

¹⁰⁰ Diego Rivera, *My Art, My Life: An Autobiography* (New York: Dover Publications, 1991). Quoted in Lozano, Luis-Martín. “1929-1931 V. Revolutions and Allegories: Mexico and San Francisco.” In *Diego Rivera: The Complete Murals*, Luis-Martín Lozano and Juan Rafael Coronel Rivera, ed. Benedikt Taschen, 263-293. Los Angeles: Taschen, c2008.

sought to depict . . . ”¹⁰¹

Diego Rivera (1886-1957)

Diego María de la Concepción Juan Nepomuceno Estanislao de la Rivera y Barrientos Acosta y Rodríguez, known as Diego Rivera (1886-1957), was born in Guanajuato, Mexico and died in Mexico City, Mexico at the age of 70. Born a twin, Rivera’s twin brother, José Carlos María, died at the age of two; a sister, María Rivera Barrientos, was born in 1891. After acquiring the nickname “the engineer” because of his interest in mechanical objects, especially trains and mining objects,¹⁰² Diego grew up in a family that encouraged his interest and aptitude in art. Rivera, who began drawing at a young age, wrote that the “earliest memory I have of my youth is that I was drawing.”¹⁰³ His supportive parents encouraged him by installing canvases and chalkboards on the walls of their home and enrolling him in the oldest art school in Latin American, the San Carlos Academy of Fine Arts (Academia de San Carlos). Following graduation in 1906, Rivera spent the next fourteen years in Europe. He returned to Mexico in 1922 at the behest of José Vasconcelos to begin the monumental frescoes on public buildings that were to ignite the Mexican Mural Movement and define his career.

After moving to Paris, Rivera met and married his first wife, Angelina Beloff, in 1911, with whom he had a son (Diego) who died as a child. During this marriage, Rivera also fathered a daughter (Marika) with his mistress, Marie Vorobieff-Stebelska. He divorced Beloff in 1922 and married Guadalupe Marín, with whom he had two daughters, Ruth and Guadalupe. While still married to Marín, Rivera met and began an affair with Frida Kahlo, an art student at the time. Kahlo and Rivera were married in 1929, divorced in 1939, and remarried at San Francisco City Hall in 1940. After Kahlo’s death, Rivera married his agent, Emma Hurtado.

Unless otherwise noted, the following biographical information about Rivera is taken from the National Historic Landmark nomination for the *Detroit Industry Murals*:

... When he was ten years old, his mother oversaw his admission into evening classes at the oldest art school in Latin American, the San Carlos Academy of Fine Arts (Academia de San Carlos). Two years later, in 1898, he became a full-time student at the academy. After graduating in 1906, he narrowly lost the academy’s competition for a fellowship to Europe. Nonetheless, Rivera prevailed in securing a modest four-year traveling scholarship from the governor of the state of Veracruz and he left for Europe in January 1907.¹⁰⁴ Living in Europe, primarily in Paris, for most of the next 14 years, he eventually became involved in the European avant-garde.¹⁰⁵

From 1907 to 1913, Rivera was supported, in part, in his European studies and travels by grants from the Mexican government. After these grants ended in 1913, Rivera supported himself through the sale of his works at various

¹⁰¹ Diego Rivera, *My Art, My Life: An Autobiography* (New York: Dover Publications, 1991). Quoted in Lozano, in *Diego Rivera: The Complete Murals*, 290.

¹⁰² Hurlburt, *Diego Rivera: A Retrospective*, 25.

¹⁰³ Bertram D. Wolfe, “Diego Rivera—People’s Artist,” *The Antioch Review*, Spring, 1947, Vol. 7, No. 1 (Spring, 1947), 101.

¹⁰⁴ Hurlburt, *Diego Rivera: A Retrospective*, 25. Quoted in *The Detroit Industry Murals* NHL Nomination, 14.

¹⁰⁵ “National Historic Landmark Nomination: The *Detroit Industry Murals*, 14.

exhibitions. Rivera's first two years in Europe were spent in Spain where he was initially a student of Eduardo Chicharro y Agüera while forming friendships with leading members of the Spanish avant-garde, including the writers Ramón Gómez de la Serna and Ramón del Valle-Inclán and the painter María Gutiérrez Blanchard.¹⁰⁶ Rivera moved to Paris in early 1909, where with the exception of brief sojourns to other parts of Europe for study and exhibitions, and a brief visit to Mexico on the eve of the Mexican revolution in 1910, he lived until 1920. In Paris he became close friends with artists Ralph Stackpole, Amadeo Modigliani, Angel Zárraga (a Latin American émigré), Robert Delaunay, Fernand Léger, Marc Chagall, and Pablo Picasso.¹⁰⁷ Rivera and Ralph Stackpole corresponded throughout their lives, in French, their common language.¹⁰⁸ He also became friends with Russian writers Maximilian Voloshin and Ilya Ehrenburg, expanding his awareness of leftist principals. In 1917, he befriended the physician and art historian Elie Faure in 1917; this would be a lifelong friendship with Faure acting as Rivera's mentor in the development of his mature style.¹⁰⁹ Rivera spent his extended artistic apprenticeship in Europe against the backdrop of the Mexican revolution (1910-1920), World War I (1914-1917), and the Russian revolution (1917).

At [José] Vasconcelo's [Minister of Education] urging, Rivera continued his training in Italy in February 1920. There, he studied "Renaissance art in the hopes of establishing a philosophy of public art that will be adequate for post-revolutionary Mexico."¹¹⁰ Over the next seventeen months, Rivera immersed himself in Italy's thirteenth- and fourteenth-century frescoes and murals. Mastering the tools and techniques of traditional fresco painting, he would then use these techniques to create a new and revolutionary public art in Mexico.

Returning to Mexico in 192[1], Rivera adopted a new and more politicized attitude toward art. He viewed himself as a "cultural" rather than an "elitist" artist, and joining with [David] Siqueiros and painter Xavier Guerrero to create *El Sindicato de Pintores y Escultores* (The Syndicate of Technical Workers, Painters and Sculptors). The manifesto of this group stated, "We repudiate the so-called easel painting and all the art of ultra-intellectual circles, because it is aristocratic and we glorify the expression of Monumental Art because it is a public possession."¹¹¹

Prior to beginning work on his mural cycle at the Ministry of Public Education Building, Rivera travelled to the Yucatán to view the sites of Chichén Itzá and Uxmal and then to Tehuantepec to learn more about the Zapotec culture. The imagery Rivera encountered on these tours combined with the classical art training he had undertaken in Europe to produce a Mexican artist proud of his country's pre-Columbian past with "profound understanding of fresco painting that would become his signature in mural painting."¹¹² In making this fusion,

¹⁰⁶ Hurlburt, *Diego Rivera: A Retrospective*, 30.

¹⁰⁷ *Ibid*, 37.

¹⁰⁸ Letters between Stackpole and Rivera are part of the collection of Stackpole papers at the University of California, Berkeley Bancroft Library.

¹⁰⁹ Hurlburt, *Diego Rivera: A Retrospective*, 45.

¹¹⁰ Hurlburt, *Diego Rivera: A Retrospective*, 47. Quoted in "National Historic Landmark Nomination: The *Detroit Industry Murals*, 14.

¹¹¹ Alvarez, "The Influence of the Mexican Muralists," 11. Quoted in "National Historic Landmark Nomination: The *Detroit Industry Murals*, 14.

¹¹² Goldstein, 34.

Luis Cardoza y Aragón argues that it is this fusion, this “rediscovery of his native land, this rescue of what was his own” that is the “transcendent genius of Rivera’s career” and that Rivera’s role in Mexico’s rediscovery of its past and the roots of its culture cannot be overestimated.”¹¹³

From shortly after his return to Mexico in the early 1920s until he travelled to San Francisco in 1930, Rivera was the center of a burst of artistic activity focused on large public murals. Many of these projects, which were generally commissioned by the Mexican government, overlapped, requiring Rivera to divide his time and attention over multiple projects. This required a certain amount of political savvy – to assuage and prioritize patrons at different levels of government – and a workforce that included multiple assistants. Many of the initial commissions were also begun in collaboration with other artists – like the New Deal-era Work Progress Administration programs of the 1930s, the murals produced in Mexico were sponsored by the government – a group of individuals unified in addressing a public project. In many cases, the collaborations ended acrimoniously with Rivera commandeering the project, including removing and repainting work previously completed by other artists and his assistants.

During this period, Rivera painted murals or mural cycles at Anfiteatro Bolivar (1922), Secretaría de Educación Pública/Ministry of Public Education Building (1923-1928), Universidad Autónoma de Chapingo (1924, 1926-1927), Palacio Nacional/National Palace (1929-1930, 1935), Secretaría de Salubridad y Asistencia (1929), and Palacio de Cortés (1930). Rivera began to gain attention, including from the United States, with his work at the Secretaría de Educación Pública/Ministry of Public Education Building where

between 1923 and 1924, Rivera covered the walls of a three-story courtyard at the Ministry of Public Education Building with 124 frescoes. According to Bertram Wolfe, Rivera’s biographer, the series brought fame to Rivera throughout the Western world, and “initiated a revival of mural painting, decedent since the late Renaissance, a revival felt first in Mexico and then in the United States.”¹¹⁴ Rivera’s undisputed masterpiece marked a sudden turning point in the Mexican art movement.¹¹⁵

When Rivera first returned from Europe, political relations between the leftist government in Mexico and the capitalist United States were fraught. Exchanges between the countries, particularly cultural or artistic exchanges, were minimal. Strange then, that

Rivera’s introduction to the United States came partially through international diplomacy. In November 1927, the US Ambassador to Mexico, Dwight Morrow, had traveled to Mexico to defuse tense Mexican-American relations and secure threatened US industrial holdings. Morrow formulated a radical solution

¹¹³ Luís Cardoza y Aragón, “Diego Rivera’s Murals in Mexico and the United States,” in *Diego Rivera: A Retrospective*, ed. Cynthia Newman Helms (New York: Founders Society Detroit Institute of Arts, in association with W. W. Norton & Company, 1986), 186.

¹¹⁴ Bertram D. Wolfe, *Diego Rivera: His Life and Times* (New York: Alfred A. Knopf, 1939), 182. Quoted in “National Historic Landmark Nomination: The *Detroit Industry Murals*, 15.

¹¹⁵ *Ibid.*

to which he successfully persuaded Rivera, the MCP's [Mexican Communist Party's] leading figure, "to reverse his position on the American presence and cooperate with the new cultural policy."¹¹⁶

Part of this new cultural policy focused on cultural and artistic exchanges between the two countries. For Morrow this meant, in part, commissioning Rivera for the Palacio de Cortés mural, entitled *The History of Cuernavaca and Morelos*, in 1929. The commission "originated in the ambassador's desire to make a gift to Mexico that would stand in remembrance of his mission, his liking for the people, and the attachment he had formed to his Cuernavaca home."¹¹⁷ In making this commission, Morrow paid Rivera the largest fee he had received on a mural commission to that point in time. It also meant encouraging US galleries and museums to hold exhibitions and to expand their holdings of Mexican art; his association with Morrow caused Rivera to be expelled from the Mexican Communist Party and shunned by many leftists during this period.

Morrow also conceived of the famous "Mexican Arts" exhibition in American that was partially prompted by the "search for common American cultural origins." Including works of Rivera, Orozco, Siqueiros, the exhibit focused on "authentic" Mexican culture featuring early, old, and modern art. Organized by the American Federation of Arts, which had been established in 1909 "to enrich the public's experience and understanding art," and financed by the Carnegie Corporation, the exhibit toured fourteen cities between 1930 and 1932 and proved popular with art patrons newly exposed to artistic developments in Mexico.¹¹⁸

Other galleries and museums around the world also sponsored major exhibitions of Mexican art during this period, such that "[d]uring this period... Mexican muralists became world celebrities. ... They became so important that artists came from around the world to be in their presence and study their paintings. Between 1920 and 1930, Mexico became a world center for art."¹¹⁹ At that center was Rivera, who, by 1934, had "...virtually single-handedly, forged a strong mural tradition... He was the best, and certainly the most famous, muralist in the Americas..."¹²⁰

Architect Timothy Pflueger commissioned Rivera in late September 1930 to paint a mural for the Luncheon Club of the Pacific Stock Exchange, a building he had designed. On the heels of the opening of the very popular *Mexican Arts* exhibition in New York, and with local artists and media decrying him in headlines, such as "Artists Fight on Employing a Mexican 'Red,'"¹²¹ Rivera and his wife Frida Kahlo arrived in San Francisco. Rivera and Kahlo

¹¹⁶ Ibid.

¹¹⁷ Catlin, "Mural Census, Palacio de Cortés" in *Diego Rivera: A Retrospective*, 269.

¹¹⁸ "National Historic Landmark Nomination: The *Detroit Industry Murals*, 15.

¹¹⁹ Goldstein, 31-33.

¹²⁰ Francis O'Connor, "The Influence of Diego Rivera on the Art of the United States during the 1930s and After," in *Diego Rivera: A Retrospective*, ed. Cynthia Newman Helms (New York: Founders Society Detroit Institute of Arts, in association with W. W. Norton, 1986), 171. Quoted in "National Historic Landmark Nomination: The *Detroit Industry Murals*, 19-20.

¹²¹ *San Francisco Chronicle*, "Artists Fight on Employing Mexican 'Red,'" September 24, 1930. Accessed via <https://infoweb-newsbank-com.ezproxy.sfpl.org/>.

were welcomed to San Francisco by friend and fellow artist, Ralph Stackpole, who provided his studio at 27 Jessup Street to the couple.

The following description of Rivera’s time in San Francisco in 1930-1931 is excerpted from the National Register Nomination for The *Detroit Industry Murals*:

Between mid-December and February 14, [1930,] Rivera painted the *Allegory of California* on the club’s stairway wall and ceiling. Laurance P. Hurlburt describes the wall portion of the mural as “Rivera’s most successful work from the 1930-31 San Francisco period. . . . In both color and overall design, Rivera recreates the actual topographical features of California.”¹²²

After completing the *Allegory of California*, and before starting his commission at the California School of Fine Arts, Rivera completed a small mural [*Still Life and Blossoming Almond Trees*] at the home of Sigmund and Rosalie Stern in Atherton, California. Mrs. Stern, well known in the Bay Area business and cultural community and a collector of Rivera’s paintings, had invited Diego and his wife Frida to rest at her home. Here Rivera created a mural for Mrs. Stern of an idealized landscape scene that marked his first use of a “portable” mural format.¹²³

Rivera next turned to this commission at the California School of Fine Arts (now the San Francisco Art Institute), a location that, unlike the Stock Exchange Luncheon Club mural, would ensure that this mural was aimed at a public audience. Once again, concerns over political content reigned as the San Francisco Art Association made clear their desire for a nonpolitical work: “The character of the mural might have a very wide choice of subject matter—anything but of a political nature—of course suitable for an art institution.” Rivera’s mural, *Making of a Fresco, Showing the Building of a City. . . .*, portrays the productive role of artistic and mural laborers. The scene is dominated by a giant hard-hat laborer shown being painted by Rivera and his assistants on scaffolding. On the bottom level of the mural, Rivera paints individuals known to him—Pflueger, Brown, Stackpole, and the patron Gerstle—as architects, artists, and designers involved in building a city. On the top level, laborers install steel girders on a building.¹²⁴

The first of the three frescos created by Rivera in San Francisco during his visit in 1930-1931, *Allegory of California* was completed over the course of about six weeks. On arrival in San Francisco in November 1930,

. . . Rivera explained that his mural would “represent California with the three baskets of her richness—gold, petroleum, and fruits. Transportation, rail and marine, will be motifs stressed, and on the ceiling, energy and speed. Using Ralph Stackpole’s borrowed studio, which was large enough for Rivera to work on full-sized cartoons, he had completed the preliminary studies for the mural by mid-December. . . . He would finish his

¹²² Hurlburt, *Mexican Muralists* (1998), 108-9. Quoted in “National Historic Landmark Nomination: The *Detroit Industry Murals*, 16.

¹²³ This artwork is now installed at University of California Berkeley’s Stern Hall.

¹²⁴ “National Historic Landmark Nomination: The *Detroit Industry Murals*, 17.

mural, the largest and most important of the various works intended for the extensive decorative scheme commissioned by Pflueger [for Stock Exchange Tower], on February 14, [1931].¹²⁵

Prior to painting *Allegory*, Rivera traveled extensively around Northern California, spending weeks

“...viewing and sketching the northern California landscape, as well as preparing eleven studies for the mural and a full-scale cartoon. In preparing this painting, Rivera made generalized studies for the entire wall and ceiling area, including delicate pencil sketches and life portraits in pastels.”¹²⁶

This travel, as well as his schedule in Mexico leading up to his visit in San Francisco, proved so exhausting that Rivera took a six-week break to rest at the home of Sigmund and Rosalie Stern in Atherton, California, following completion of *Allegory*. While resting at the Stern’s estate, Rivera painted a small fresco, titled *Still Life and Blossoming Almond Trees*.

Upon completion of work at San Francisco Art Institute, Rivera left San Francisco to return briefly to Mexico to work on the National Palace project. Several months later, Rivera returned to the United States for a solo retrospective – only the second such show to be held at the museum – at the Museum of Modern Art in New York for which he painted eight “portable” frescos. Following the success of this show, which set attendance records, Rivera travelled to Detroit to begin work on the Detroit Institute of Art project. The Detroit Institute of Art project was officially dedicated a little over a year later in a swirl of controversy over the religious and political content of the murals. Meanwhile, Rivera had already moved on to his next commission, the RCA mural, in New York. The RCA mural engendered such controversy that Rivera was forced to stop work shortly before the fresco was completed. The fresco was then destroyed. This action prompted a protest demonstration by the artists then working on the Coit Tower murals, after which two of the artists added newspaper headlines and accounts of the protest in their murals.¹²⁷ The resulting scandal caused other pending commissions in the United States to be cancelled and Rivera’s sojourn in the United States abruptly ended in December 1933.

Rivera returned in 1940 to paint his last mural in America. His ten-panel mural for the Golden Gate International Exposition, *Pan-American Unity*, advocated against Fascism. Mounted on portable steel frames, it now resides at City College of San Francisco. Rivera remained a highly influential figure in the development of national art in Mexico throughout his life. In 1957, he died in Mexico City at the age of seventy.¹²⁸

Allegory of California was the first mural Rivera created in San Francisco during his visit in 1930-1931 and the first fresco he painted in the United States.

¹²⁵ Hurlburt, *Mexican Muralists* (1998), 100.

¹²⁶ Hurlburt, *Mexican Muralists* (1998), 102

¹²⁷ Cherny, Robert W. Cherny, “The Controversy at Coit Tower in 1934,” *The Argonaut* (Vol. 28, No. 1, Summer 2017), 73.

¹²⁸ “National Historic Landmark Nomination: The *Detroit Industry Murals*, 20.

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Photos



Stock Exchange Building and Stock Exchange Tower, 1936. Source: San Francisco Public Library, Historic Photograph Collection; Photographer: Gabriel Moulin (AAC-5434)



Diego Rivera At Work On *Allegory Of California*, San Francisco Stock Exchange Luncheon Club, 1931
Photographed by Peter A. Juley & Son

Source: Photograph Archives, Smithsonian American Art Museum <https://learninglab.si.edu/resources/view/622792>



Diego Rivera putting finishing touches fresco decorating wall of Stock Exchange, February 27, 1931.

Source: San Francisco Public Library, Historic Photograph Collection (AAF-0947)



Mexican artist Diego Rivera at work on the Allegory of California fresco and Ross Ambler Curran, January 24, 1931. Source: San Francisco Public Library, Historic Photograph Collection (AAK-0313)



Diego Rivera at work on *Allegory of California*, San Francisco Stock Exchange Lunch Club, 1931
Photographed by Peter A. Juley & Son

Source: Peter A. Juley & Son Collection, Photograph Archives, Smithsonian American Art Museum,
<https://ids.si.edu/ids/deliveryService?id=SAAM-J0002093>



Allegory of California, 1931
Photographed by Peter A. Juley & Son

Source: Peter A. Juley & Son Collection, Photograph Archives, Smithsonian American Art Museum,
<https://ids.si.edu/ids/deliveryService?id=SAAM-J0033151>



Allegory of California (ceiling detail), 1931
Photographed by Peter A. Juley & Son

Source: Peter A. Juley & Son Collection, Photograph Archives, Smithsonian American Art Museum,
<https://ids.si.edu/ids/deliveryService?id=SAAM-J0033161>



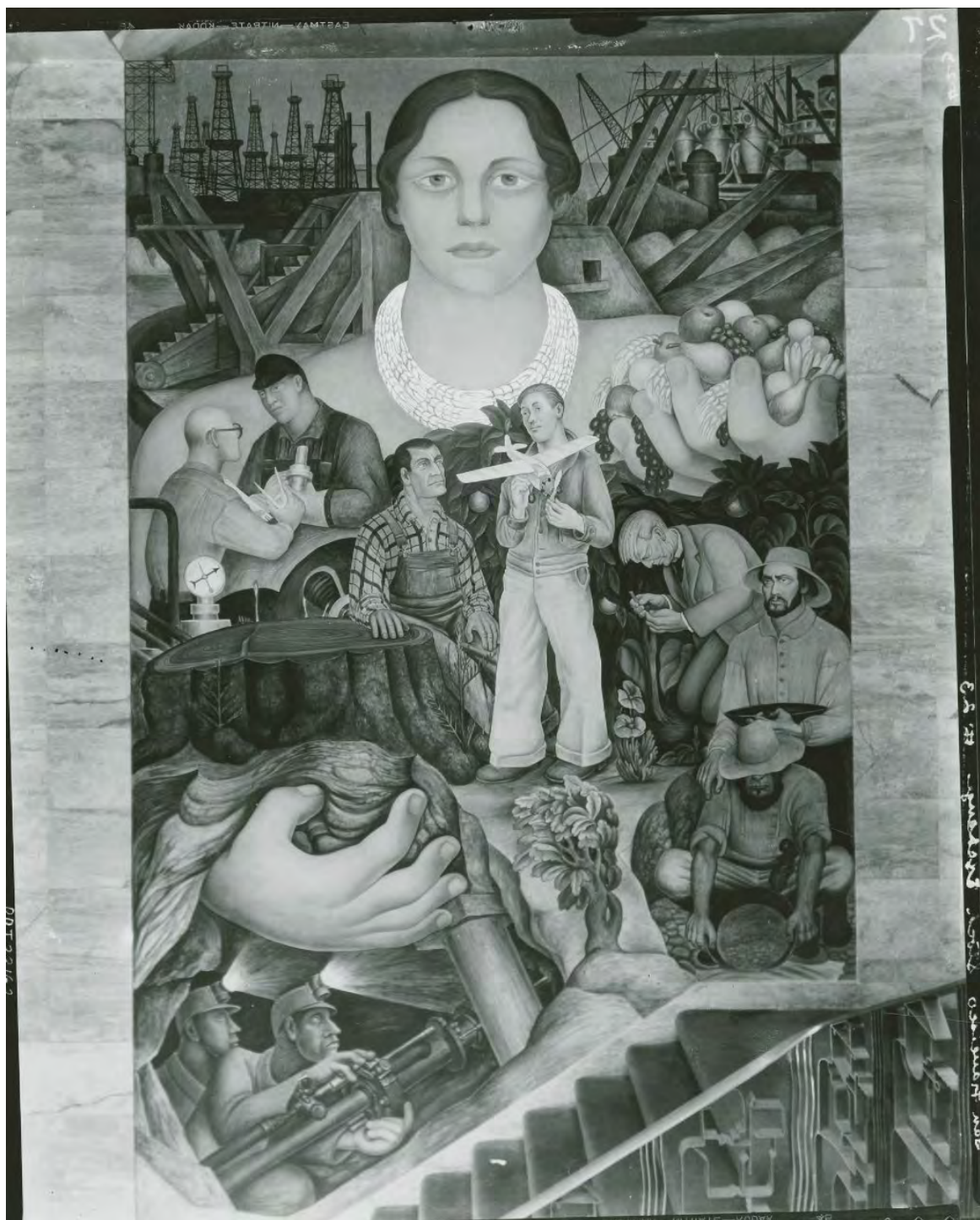
Allegory of California and stairs at 10th floor of 155 Sansome Street, 1931
Photographed by Peter A. Juley & Son

Source: Peter A. Juley & Son Collection, Photograph Archives, Smithsonian American Art Museum,
<https://ids.si.edu/ids/deliveryService?id=SAAM-J0033154>



Allegory of California, 1931
Photographed by Peter A. Juley & Son

Source: Peter A. Juley & Son Collection, Photograph Archives, Smithsonian American Art Museum,
<https://ids.si.edu/ids/deliveryService?id=SAAM-J0033155>



Allegory of California, 1931
Photographed by Peter A. Juley & Son

Source: Peter A. Juley & Son Collection, Photograph Archives, Smithsonian American Art Museum,
<https://ids.si.edu/ids/deliveryService?id=SAAM-J0033162>



First study for *Allegory of California*, December 1930.

Source: Private Collection. Printed in Luis-Martín Lozano, "1929-1931 V. Revolutions and Allegories: Mexico and San Francisco," 264. In *Diego Rivera: The Complete Murals*, Luis-Martín Lozano and Juan Rafael Coronel Rivera, ed. Benedikt Taschen, 263-293. Los Angeles: Taschen, c2008.

Untitled (Young man with model airplane), 1930.
Photographed by Peter A. Juley & Son

Source: Peter A. Juley & Son Collection, Photograph Archives, Smithsonian American Art Museum,
<https://ids.si.edu/ids/deliveryService?id=SAAM-J0033195>





Energy, study for the main wall of the mural *Allegory of California*, Pacific Stock Exchange Luncheon Club, San Francisco, 1930.

Source: Collection SFMOMA, Gift of William L. Gerstle through the San Francisco Art Institute
<https://www.sfmoma.org/artwork/64.10>



Source: crazy little thing bloc, posted October 21, 2010. Via <http://scientika.blogspot.com/2010/10/city-club-of-san-francisco-and-allegory.html>



Source: crazy little thing bloc, posted October 21, 2010. Via <http://scientika.blogspot.com/2010/10/city-club-of-san-francisco-and-allegory.html>

REUBEN, JUNIUS & ROSE, LLP

October 26, 2021

Via Email (pilar.lavalley@sfgov.org)

President Diane Matsuda and Commissioners
San Francisco Historic Preservation Commission
49 Van Ness Avenue, Suite 1400
San Francisco, CA 94103

**Re: Opposition to Proposed Landmark Designation of The
Allegory of California Fresco at 155 Sansome Street
Board of Supervisors File No.: 210352
Planning Case No.: 2021-005992DES
Our File No.: 5990.07**

Dear President Matsuda and Commissioners:

This office represents Stock Exchange Tower Associates, the long term local owner (“**Owner**”) of the property at 155 Sansome Street, commonly known as the Stock Exchange Tower (the “**Property**”). The Allegory of California fresco was painted by Diego Rivera (the “**Artwork**”) on the interior stairwell wall and ceiling of the 10th floor within the private Stock Exchange Luncheon Club (now The City Club). We write to respectfully request the Historic Preservation Commission not support this proposed landmark designation. The Artwork is located in a private interior space that is not, and has never been, open to the public. As described in detail below, the Artwork is not eligible for landmark designation pursuant to Article 10 of the Planning Code. The landmark process should not proceed.

HISTORY OF THE STOCK EXCHANGE TOWER AND THE ARTWORK

The Owner has been a conscientious steward of the Property and the Artwork for over 40 years. Originally the home of the San Francisco Stock and Bond Exchange (later the Pacific Coast Stock Exchange), the Artwork is located on the 10th floor, in the former Stock Exchange Luncheon Club, now The City Club of San Francisco.

The Owner’s aim has always been to not only maintain the Property, but to keep it viable and “living” in the current day. Great respect has been paid over the years to protecting and maintaining the artistic and architectural components, which have been cleaned, detailed and preserved with great care to maintain their integrity and history. This is most especially true for the Rivera fresco.

While the Artwork's 10th floor location in a private club means there is no access to the general public, it has also helped protect it from many inevitable problems that can occur in public settings. That said, the Owner has tried to ensure that certain non-members can have pre-arranged invitation only access to view the mural via hosting of events with Heritage and the Art Deco Society, inviting small groups to join curator-lead tours of the Club, and hosting art experts and academic groups for the purpose of research and study. Though this is a private space, we are aware of the benefit of making sure such great art can be made accessible on a limited basis, while protecting it from any unfortunate malicious or accidental ravages that can come from unrestricted public access.

The Owner was not consulted, or even informed in advance, of this legislative effort, and, as much as being proposed as a landmark is a well appreciated recognition and honor, the Owner is concerned that designation may actually hinder its ability to effectively maintain, preserve and insure the Artwork's long-term upkeep. The Owner has devoted four decades to protecting the Property and Artwork, and assuring it is not in any jeopardy. The Owner respectfully asks that its hands not be tied in its ongoing commitment to continue caring for the Artwork.

PRIVATE PROPERTY NOT HISTORICALLY PUBLICLY ACCESSIBLE IS NOT ELIGIBLE FOR LANDMARKING

Since 1930, the Stock Exchange Tower has remained a private building and not open to the public. In 1931, Diego Rivera painted the Allegory of California. The Artwork was painted in the interior space of the Stock Exchange Tower on the wall and ceiling of the 10th floor stairwell in the private Stock Exchange Luncheon Club (now the The City Club). At all times since the Artwork's painting, the interior space of the Stock Exchange Tower, including where the Artwork is located, *has never been open to the public*.

This Commission has addressed this issue before. Landmarking an interior is only possible *when the interior space is publicly accessible or has been historically publicly accessible*. That is not the case with the Artwork in the Stock Exchange Tower. Article 10 does not permit the landmarking of interior spaces not publicly accessible or historically publicly accessible.

Examples of past Commission decisions include the following:

- **396-398 12th Street.** On May 19, 2021, this Commission found that the interior space of the public bar, the San Francisco Eagle Bar, was eligible for landmarking because it was a public, gathering space generally open to the public for socializing and watching performances.¹

¹ Planning File No. 2021-001853DES.

- **1830 Sutter Street.** On October 21, 2020, this Commission found that the certain interior spaces of the Issei Women's Building (Japanese YWCA) were eligible for landmarking because they were publicly accessible spaces.

The YWCA landmarking is an excellent contrast to the proposed landmarking of the Artwork. For the YWCA, the City carefully identified which interior spaces were publicly accessible, and only landmarked them. The interior YWCA spaces designated as character-defining *and publicly accessible* features were on the first floor (not on the 10th Floor), including the stair in the lobby, the lobby itself and first floor conference room, and auditorium. In contrast, areas not open to the public (the daycare classroom, kitchen, office space, or upper lobby) were not landmarked.

The facts before the Commission in this instance are clearly distinguished from these other properties: The location of the Artwork here is not at ground level and has never been open to the public.

While the Owner appreciates the City's focus on the importance of Diego Rivera², the other works by Diego Rivera are uniquely different from the Artwork. The three other Diego Rivera murals in the Bay Area are located in publicly accessible spaces. They are located in schools, with the Pan American Unity fresco in City College of San Francisco, The Making of a Fresco Showing the Building of a City in the San Francisco Art Institute, and Still Life and Blossoming Almond Trees located in UC Berkeley's Stern Hall³. Likewise, the History of Medicine in California mural by Bernard Zakheim, which was landmarked by the City, is located in another publicly accessible school, UC San Francisco Parnassus Toland Hall, which was previously a hospital and publicly accessible. Unlike the Artwork, that is located in a private space never publicly accessible, all of these other works are located in publicly accessible spaces.

Article 10 Does Not Cover Art In Private Buildings

Planning Code Article 10 sets forth very specific policies and goals that have almost exclusively been applied to (a) buildings and (b) sites and areas in the public realm. The landmarking of interior spaces is uncommon. The purpose of Article 10 is set forth in Planning Code Section 1004, the full text of which is as follows:

It is hereby found that **structures, sites and areas of special character or special historical, architectural or aesthetic interest or value** have been and continue to be unnecessarily destroyed or impaired, despite the feasibility of preserving them. It is further found that the prevention of such needless destruction and impairment

² Land Use and Transportation Committee Hearing, September 13, 2021; available here: http://sanfrancisco.granicus.com/player/clip/39343?view_id=10&meta_id=894088&redirect=true.

³ This piece was originally located in the private residence of Sigmund and Rosalie Stern in Atherton.

is essential to the health, safety and general welfare of the public. The purpose of this legislation is to promote the health, safety and general welfare of the public through:

(a) The protection, enhancement, perpetuation and use of **structures, sites and areas** that are reminders of past eras, events and persons important in local, State or national history, or which provide significant examples of architectural styles of the past or are landmarks in the history of architecture, or which are unique and irreplaceable assets to the City and its neighborhoods, or which provide for this and future generations examples of the physical surroundings in which past generations lived;

(b) The development and maintenance of appropriate settings and environment for such **structures, and in such sites and areas**;

(c) The enhancement of property values, the stabilization of neighborhoods and areas of the City, the increase of economic and financial benefits to the City and its inhabitants, and the promotion of tourist trade and interest;

(d) The preservation and encouragement of a City of varied architectural styles, reflecting the distinct phases of its history: cultural, social, economic, political and architectural; and

(e) The enrichment of human life in its educational and cultural dimensions in order to serve spiritual as well as material needs, by fostering knowledge of the living heritage of the past.

While the Owner is honored by the attention to the Artwork, in reviewing the purposes of Article 10, we cannot square this effort to landmark a work of art with the stated policy goals of Article 10. The underlying public benefit of landmarking "structures, sites and areas" is so that people can continue to see and appreciate them. The focus of Article 10 is on preserving architectural styles, stabilization of neighborhoods, promotion of tourism, and educational and cultural enrichment. *All of these preservation goals are achieved in the public realm.* The structures, sites and areas subject to Article 10 jurisdiction are by definition things the public can see and places the public can go. Private interior spaces, including those on the 10th floor of a private office building, in a private club, are not included because they cannot be accessed by the public.

The Artwork is not part of the public realm. It is not a structure, it is not a site, it is not an area. As such, the landmarking of such artwork is not permitted under Article 10.

INTERIOR SPACES ARE SPECIFICALLY ADDRESSED IN ARTICLE 10

The Artwork is located on the 10th Floor of a private building. As discussed above, this space has been used continuously as a private club for many decades. Its location 10 stories above the street in a private club means it cannot be viewed even casually by passersby through a window or lobby door. Its location, and the lack of any access by the public, is the key fact here that deprives the Commission of jurisdiction.

The Planning Code allows the Historic Preservation Commission and Board of Supervisors to landmark “an individual structure or feature.”⁴ The code goes on to specifically address the issue of “significant interior architectural features.” Planning Code Section 1004 says in relevant part:

(a) The HPC shall have the authority to recommend approval, disapproval, or modification of landmark designations and historic district designations under this Code to the Board of Supervisors. Pursuant to the procedures set forth hereinafter:

(1) The Board of Supervisors may, by ordinance, designate **an individual structure or other feature** or an integrated group of structures and features on a single lot or site, having a special character or special historical, architectural or aesthetic interest or value, as a landmark, and shall designate a landmark site for each landmark; and

(b) Each such designating ordinance shall include, or shall incorporate by reference to the pertinent resolution of the HPC then on file with the Clerk of the Board of Supervisors, as though fully set forth in such designating ordinance, the location and boundaries of the landmark site or historic district, a description of the characteristics of the landmark or historic district that justify its designation, and a description of the particular features that should be preserved. **Any such designation shall be in furtherance of and in conformance with the purposes of this [Article 10](#) and the standards set forth herein.**

(c) The property included in any such designation shall upon designation be subject to the controls and standards set forth in this [Article 10](#). In addition, the said property shall be subject to the following further controls and standards if imposed by the designating ordinance:

(1) For a publicly-owned landmark, review of proposed changes to significant interior architectural features.

⁴ Planning Code, § 1004(a)(1).

(2) For a privately-owned landmark, **review of proposed changes requiring a permit to significant interior architectural features in those areas of the landmark that are or historically have been accessible to members of the public.** The designating ordinance must clearly describe each significant interior architectural feature subject to this restriction. (emphasis added)

Section 1004(c)(2) expressly provides that the interior feature must be “in those areas of the landmark that are or historically have been accessible to members of the public.” The Artwork here is and always has been in a non-public setting.

The two past examples of landmarking interior spaces are clearly distinguishable: The Eagle Bar was a bar open to the public. Parts of the Japanese YWCA were also open to the public. The Artwork is, and has always been, located at the 10th floor of a private office building and further inside a private club within the building. Article 10 does not apply here.

CONCLUSION

Because the Allegory of California fresco has always been in a private space and never historically open to the public, we respectfully request the Historic Preservation Commission recommend disapproval of this landmark designation. The Artwork is beyond the reach of the City's landmarking authority. There is no support or precedent for landmarking the Artwork which is located in private interior space that has never been open to the public. The express provisions of Article 10 could not be more clear.

Furthermore, it is possible that the City's action here could constitute a taking under the 5th Amendment. The Supreme Court and the 9th Circuit have recently applied takings jurisprudence to personal property (See *Horne v. Dept. of Agriculture* (2015) 576 U.S. 350; *Sierra Medical Services Alliance v. Kent* (9th Cir. 2018) 883 F.3d 1216, 1225).

We look forward to presenting to you on November 3. Thank you.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP



Andrew J. Junius

President Diane Matsuda
Historic Preservation Commission
Diego Rivera's The Allegory of California
October 26, 2021
Page 7 of 7

cc: Kate Black, Commissioner
Chris Foley, Commissioner
Richard S.E. Johns, Commissioner
Ruchira Nageswaran, Commissioner
Lydia So, Commissioner
Jason Wright, Commissioner
Jonas Ionin, Commission Secretary
Pilar LaValley, Planning Department
Stock Exchange Tower Associates

RIVERA MURAL GIVEN INITIAL CLUB SHOWING

Paintings Depict Every Phase in History of Golden State

Members of the Stock Exchange Luncheon Club yesterday witnessed the first formal showing of Diego Rivera's large fresco mural symbolizing California, its history, development and resources. Seventy members of the club attended the luncheon, at which Ross Ambler Curran presided and Rivera, the artist, was guest of honor. In the afternoon the Luncheon Club rooms were thrown open to nonmembers and there was a constant parade of art lovers under the ceiling on which the genius of Rivera has depicted California in striking and indelible color. They were told the value of the picture is inestimable, but that it has been insured for \$10,000.

MONTHS AT WORK
The mural, which extends over the ceiling and drops down the wall, and on which Rivera has been at work for three months, consists of a long and slender nude, the Spirit of California, looking down on an heroic woman's figure of California holding in her arms symbols of the product of California's earth, forests, mines and oil wells.

One side of the mural is devoted to California's underearth development. The other to the fertility of the earth. The upper part is devoted to symbolization of the fertility of the earth, and depicting every phase of California's history and development, among them recognizable portraits of James Marshall panning the first gold and Luther Burbank at work in his garden. Miners drilling, engineers working and youth and airplanes are depicted in the central group, while one of the outstretched hands of the figure of California is laden with California fruits.

CARD PARTY PLANNED
The Mothers' Club of St. Cecelia's School will hold a bridge and whist party at St. Cecelia's Hall Tuesday evening. A committee headed by Mrs. Ivan Marovitch is in charge of the arrangements. Prizes will be awarded.

Getting Vocal Massage



No, this is not homicide; merely Willard Lincoln limbering up Stanley Staub's vocal cords for Boys' Club singing competition.

S. F. Boys' Club Plans Exposition To Show Achievements During Year

"Bigger than a three-ring circus" is the prediction of the San Francisco Boys' Club in announcing the first annual boys' achievement exposition which will be held in the clubhouse, twenty-first and Alameda streets, during International Boys' week, April 28 to May 2. Three bands, four orchestras, twenty display booths and articles made by hundreds of boys will have their part during the five nights of the exposition. For weeks the club's musical organizations have been rehearsing nightly, while the work shops have been filled to capacity with youngsters eager to make some article to enter in the fifty-eight varied classes of competition.

HONOR BANNER FOR KEY ROUTE

An honor banner was presented to the East Bay Street Railway, Ltd., by the Oakland Community Chest for the company's remarkable showing in the present appeal. Presentation was made at the Chest luncheon by Howard Ainsworth, chairman of the establishments division, to William P. St. Sure, vice president of the company. The company was awarded the banner by raising \$8295, or 166 per cent of their quota of \$5000. H. P. Bell, F. R. Crosby, W. L. Finney, J. P. Potter and C. G. Vargas comprised the company's Community Chest organization.

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Christian Brothers Plan New College

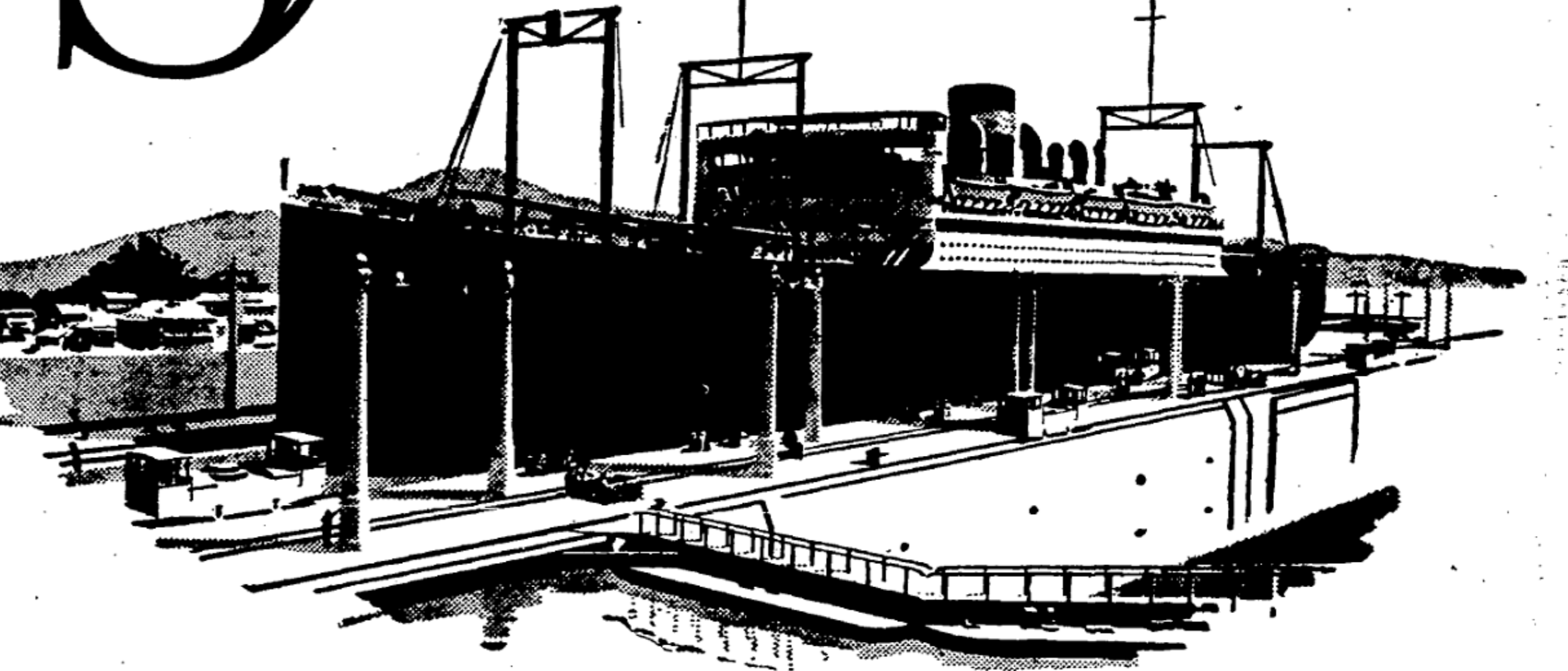
Plans for a new novitiate college to be built in the Napa valley by the Christian Brothers' order were announced yesterday. The college will house 250 students. Brother Gregory, provincial, said. Brother Leo, St. Mary's College head, will give two literary recitals in the Bay Region next month to aid the building fund. The first will be held April 22 in Dreamland Auditorium, Post and Bleier, and the second, April 29 in the Oakland Auditorium.

Catholic Lodges Communion Today

Two San Francisco councils of the Knights of Columbus will receive their annual Lenten communions today. Loyola council 2615 will attend mass in St. Anne's Church, and West or Twin Peaks council 2542 in St. Brendan's Church. The members will attend communion breakfasts after the masses. California council 880 will observe the communion mass in Mission Dolores Church next Sunday.

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On April 23 the S. S. PRESIDENT JACKSON sailing from San Francisco inaugurates the Dollar Steamship Lines' newest service: California to New York. And every other week thereafter a President Liner will sail from San Francisco and Los Angeles for New York via Panama Canal and Cuba—with time ashore at Balboa, Cristobal and Havana. These mighty World ships introduce a new era in intercoastal travel... On President Liners the spirit and glamour of distant lands sails with you. You'll find a friendly, relaxing hospitality so few ships know.

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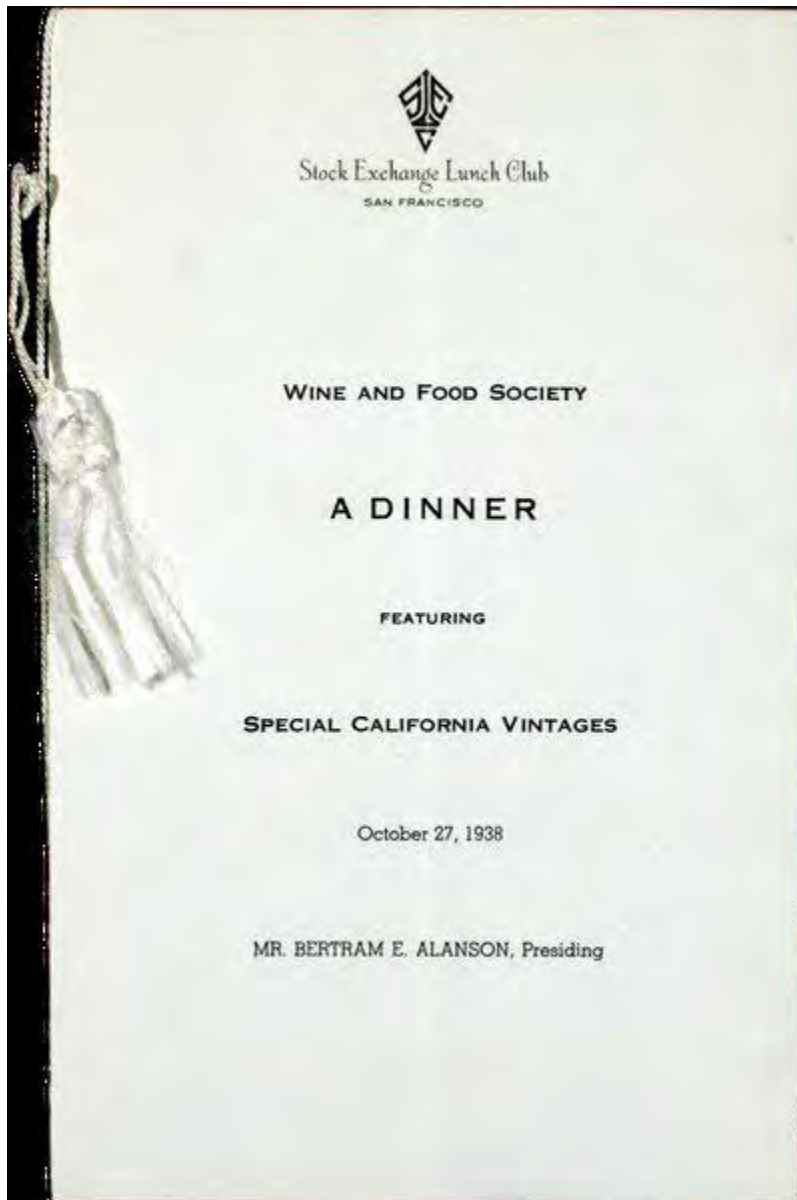
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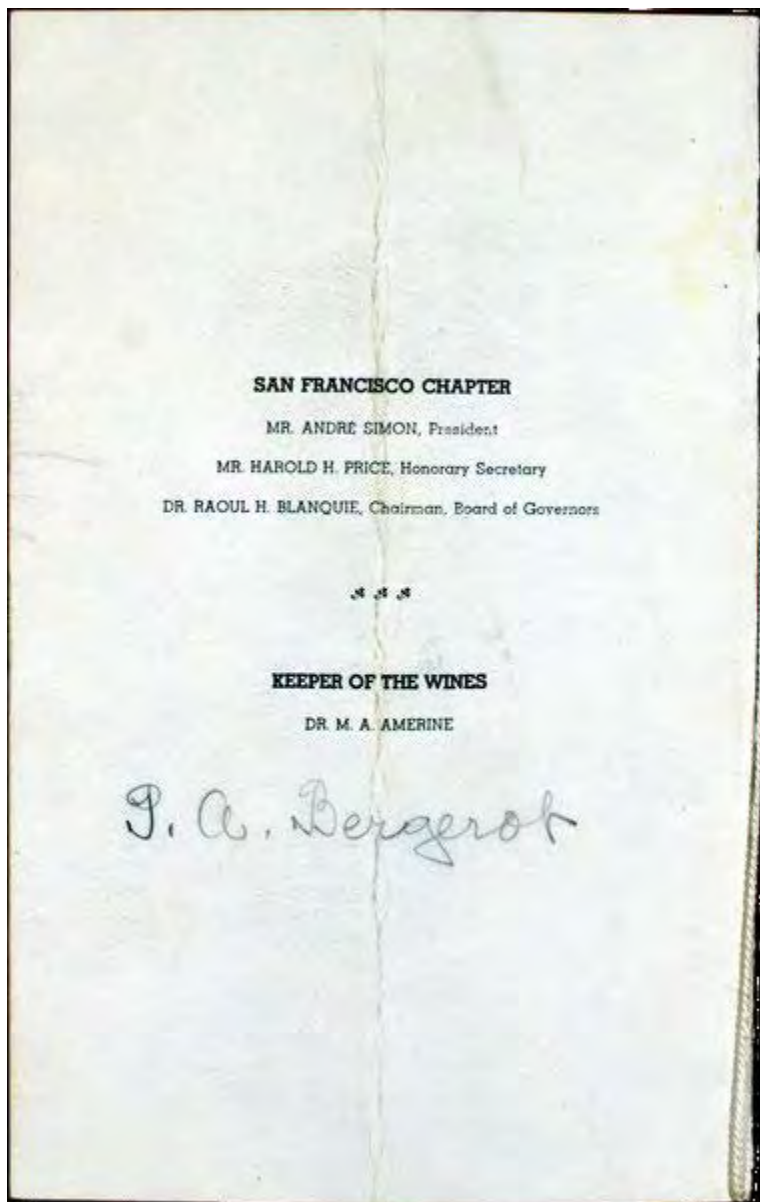
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DIEGO RIVERA MURAL AT THE STOCK EXCHANGE TOWER
Neighborhood: Union Square & Financial District

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DESCRIPTION

Normally closed to the public, on this tour you see Rivera's "Allegory of California" the artist's first US mural.

Please note that due to current conditions, this event like all City Guides tours will only proceed if sanctioned by health officials. SF City Guides cares for the safety of our walkers and guides, so

LOCATION



(https://sfcityguides.org/wp-content/uploads/2019/06/Diego_

Please note that due to current conditions, this event like all City Guides tours will only Meeting location is provided upon making a reservation.

PRIVATE TOURS
([HTTPS://SFCITY GUIDES.ORG/PRIVATE-TOURS/](https://sfcityguides.org/private-tours/))

tickets will NOT be available for reservation until it has been cleared.

When sculptor Ralph Stackpole hired Mexican muralist Diego Rivera to paint the inside of the San Francisco Stock Exchange Club, he was met with criticism by the local papers. Rivera was a socialist painter — how can he be responsible for adorning the inside of the city’s “citadel of capitalism”? The barbs were ineffective. Rivera arrived in San Francisco in 1931, ready to get to work. He left a shimmering masterpiece portraying Calafia, the Spirit of California, embracing and protecting the many treasures of this vast state.

Witness the fabulous interior of the Pacific Stock Exchange, discovering all the little decorative details, many crafted by local artists, that have helped crown the building’s City Club one of the greatest Art Deco interiors in all of California.

proceed if sanctioned by health officials. SF City Guides cares for the safety of our walkers and guides, so tickets will NOT be available for reservation until it has been cleared.



(<https://maps.google.com/?q=37.79167,-122.40126>)Click the map to view full version on Google Maps
[View Transit Directions on Google Maps >>](#)
(<https://www.google.com/maps/c/api=1&destination=37.79167,-122>)

Please note: Private groups tours required for groups of 8 or more.

Note: This tour is limited to the first 25 people with reservations.

NEXT TOURS

None scheduled in next 60 days

SCHEDULE

Tours are the 1st and 3rd Monday of each month.

NOTES

Meeting location is provided upon making a reservation.

Reservations open at noon, 10 days prior to the tour date.

Please note that due to current conditions, this event like all City Guides tours will only proceed if sanctioned by health officials. SF City Guides cares for the safety of our walkers and guides, so tickets will NOT be available for reservation until it has been cleared.

If the page says that the tour is unavailable, then reservations have not opened

yet.

Tour Length: Approximately 1-
1/2 to 2 hours



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Diego Rivera paintings

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Diego Rivera paintings

14 years ago

I wondered if anyone knew where the 4 mural paintings Diego Rivera painted in the Bay area are.

open to public?
transportation??.
thank you.

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Zypcio Krakow

Level 4 Contributor

- 62 posts
- 8 reviews
- 44 helpful votes

1-9 of 9 replies Sorted by [Oldest first](#)



1. Re: Diego Rivera paintings

14 years ago

Let's see there's "Marriage of the Artistic Expression of the North and of the South on this Continent", aka "Pan American Unity" at the Diego Rivera Theater on the main ([Ocean Avenue](#)) campus of City College and "The Making of a Fresco Showing the Building of a City" aka "Making a Fresco" at the [San Francisco Art Institute](#), 800 Chestnut Street, both of which I'm reasonably certain are viewable on a routine basis. Then there's "Allegory of [California](#)" at the The City Club of San Francisco, 155 Sansome Street (10th Floor) which I believe is only viewable during a monthly tour or special arrangement unless you're invited by a member of the club.

Number four?


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Caffiend

Level 6 Contributor

- 3,722 posts
- 1 review
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2. Re: Diego Rivera paintings

14 years ago


Some believe that some of the brush strokes in [Coit Tower](#) are his but I know of no evidence that they are.

When a child, I came across large-format book of his paintings. He is the first artist whose work I was able to recognize.

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Swing C
San Francisco...


San Francisco Hotels and Places to Stay

- 

Found Hotel San Francisco

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
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 4,673 posts
 1 review
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At the Los Angeles County Museum of Art a couple of weeks ago, I saw some of his paintings.

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- Are tours available for SF, Muir Woods, etc.? What are good day trips?
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BetterthanBings
Los Altos...

Level **6** Contributor
 6,111 posts
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 61 helpful votes

3. Re: Diego Rivera paintings

♡ Save

14 years ago

The last one is not exactly in SF, but easily reachable by BART to Berkeley:

"Still Life with Blossoming Almond Trees," Stern Hall, UC Berkeley.

The SF Art Institute had a list, found after some ham-handed searching on my part:

<http://www.sanfranciscoart.edu/page.aspx?page=36&navID=8...>

And more interesting stuff on Rivera's times in SF, from SFAI:

<http://www.sanfranciscoart.edu/page.aspx?page=35&navID=7...>

City College has some frequently asked questions, such as where Frida and Diego remarried (anniversary upcoming!) : SF [City Hall](#), Dec. 8, 1940...

<http://www.riveramural.com/article.asp?section=overview&key=...>

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BetterthanBings
Los Altos...

Level **6** Contributor
 6,111 posts
 25 reviews
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4. Re: Diego Rivera paintings

♡ Save

14 years ago

And, as for transportation:

1) City College is accessible by bus, or Muni [Metro](#). Prolly the K Ingleside is best from downtown, The #36 bus provides service to campus from the closest BART station, the Balboa Park Station.

2) SF Art Institute is at 800 Chestnut between Jones and Leavenworth, so easily accessible via #30 Stockton bus or the Powell-Hyde cable [car](#). Very convenient if you're doing some meandering through that neighborhood and [Telegraph Hill](#).

3) SF City Club is right downtown on 155 Sansome Street, so #15 Third or #10 Townsend buses should suffice.

4) UC Berkeley is closest to the "Berkeley" station of BART. Exit station and walk a few blocks toward the campus to Stern Hall (campus maps are easily found on the grounds).

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Forestvillian
Forestville...

Level **6** Contributor
 4,936 posts
 93 reviews
 224 helpful votes

5. Re: Diego Rivera paintings

♡ Save

14 years ago

If you can, schedule your visit so you can take the monthly tour of the Allegory of Calif. mural at the City Club mentioned by Caffiend. The bldg. is the old Pacific Stock Exchange and in addition to the mural, the huge sculpture columns on the outside of the bldg. and the exquisite examples of Art Deco on the interior, make a visit even more worthwhile. We took the tour given by the Mexican Museum last Dec. (still only a \$5 donation, I believe). Tours are given the first Wed. of each month at 3pm. You

can get further info. and reserve a space by contacting the Museum at: (415) 202-9700 ext. 721 or e-mail at: education@mexicanmuseum.org. The Mexican Museum's website is www.mexicanmuseum.org

[Report inappropriate content](#)



latinafro
San Francisco CA

Level 6 Contributor

2,361 posts

6. Re: Diego Rivera paintings

[Save](#)

14 years ago

Zypcio - Please be aware that the mural at City College is in the theatre lobby and is only open when school is in session (most of the day and evening), though you can see just the ends through closed doors. It's probably not worth the trip if it is not open. There is a guide that gives a great explanation of all the themes found in the work. Just outside of it is a re-creation of one of the giant Olmec heads in a beautiful patio. Also the #43 bus goes there also from BART as well as from Forest Hill Muni Station.

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Zypcio
Krakow

Level 4 Contributor

62 posts

8 reviews

44 helpful votes

7. Re: Diego Rivera paintings

[Save](#)

14 years ago

thank you, some great info.

[Report inappropriate content](#)



Swing C
San Francisco...

8. Re: Diego Rivera paintings

[Save](#)

14 years ago

Diego Rivera was born this date in 1886.

[Report inappropriate content](#)

Level **6** Contributor

4,673 posts

1 review

1 helpful vote



9. Re: Diego Rivera paintings

12 years ago

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Neighborhood: Downtown

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DESCRIPTION

Even though the Art Deco movement was a French creation, it found a dedicated American evangelist in San Francisco architect Timothy Pflueger. As one of the most prominent architects in the city during the 1920s, Pflueger had a profound impact on the shape and aesthetic of San Francisco's early soaring skyline. His designs, along with those of other architects, reflected the times: his early

LOCATION



(<https://sfcityguides.org/wp-content/uploads/2019/06/Downtown-Deco-tour-lobbies-require-visitors-to-wear-masks>)

Downtown Deco tour lobbies require visitors to wear masks.

Meet in front of the Telephone Building at 140 New Montgomery, in between Mission and

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skyscrapers invoke the jazzy buoyancy of the Roaring 1920s, and San Francisco's thriving economy throughout the period.

We'll take a comprehensive tour of all the Art Deco masterpieces in San Francisco's downtown — starting with the stunning lobby of the restored former Pacific Telephone Building including its Chinese motifs, the art-infused former Stock Exchange and Tower, the Egyptian-inspired Shell Building, and, the neo-Mayan medical building at 450 Sutter Street.

Soak up San Francisco of the 1920s through these elegant, timeless buildings.

Reservations are required due to venue limits.

NEXT TOURS

Wednesday, November 3 at 2:00 pm given by Paul Fisher [**Join Waitlist \(/reserve-a-tour?wait=yes&group=538691\)**](#)

Sign ups are required due to venue limits. Howard. Public transportation: MUNI/BART Montgomery Station; all Market Street buses & streetcars.



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Please note: Private groups tours required for groups of 8 or more.

Sunday, November 7 at 11:00
am given by Therese
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2:00 pm given by Fred
Silverman [Sign Up \(/reserve-a-tour?group=538697\)](https://www.facebook.com/SFCityGuides/?group=538697).

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masks.**

Tour Length: Approximately 1-
1/2 to 2 hours.



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THE ALLEGORY OF CALIFORNIA BY DIEGO RIVERA IN SAN FRANCISCO

12/17/2012 by Angela



This is the second post in a series where I'll be visiting all four Diego Rivera frescos located in the Bay area. The [first fresco I visited](#) is located maybe a mile or so from my apartment, and as a long time fan of Rivera's work, I was very excited to discover it right around the corner!

The Allegory of California wasn't much further afield either... It's only a few blocks from my office in the Financial District, but it involved a little more planning to see — since the fresco spans a staircase between the 10th and 11th floors of the [exclusive City Club of San Francisco](#). Some mentions of the fresco say that it's open to the public during certain hours, but if you want to be sure to see it, you probably shouldn't just walk in unannounced.

TAKE THE FREE GUIDED TOUR!

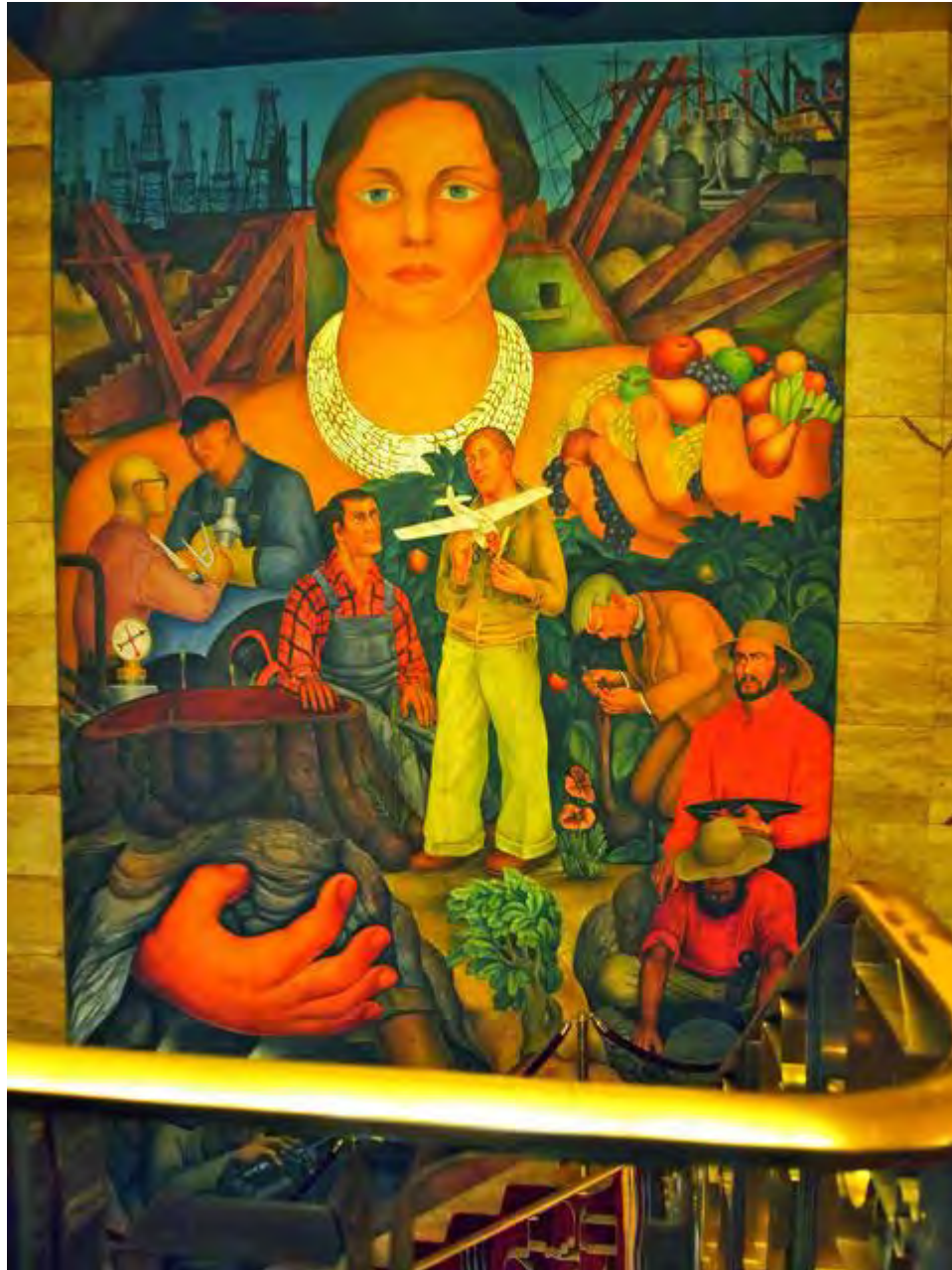
Sign up for the guided tour hosted by San Francisco CityGuides, which has to be one of the coolest things I've done in the city so far! And, it's free. Of course, donations are appreciated. When it comes to art, I'm always happy to enjoy (and reward) the expertise of a knowledgeable guide. Knowing more about the story and the context always ends up helping me appreciate the experience so much more. Much like travel.

RIVERA IN HIS OWN WORDS ON 'THE ALLEGORY OF CALIFORNIA'

The Allegory of California was actually the first of Rivera's frescos to be painted in San Francisco. The City Club of San Francisco was originally part of the Pacific Coast Stock Exchange building (now an Equinox gym!). In his autobiography, Rivera called the building Pflueger's Stock Exchange. Timothy Pflueger was a well known architect in the Bay area during the first half of the 20th century, who designed the building and was partly responsible for bringing Rivera to the US.

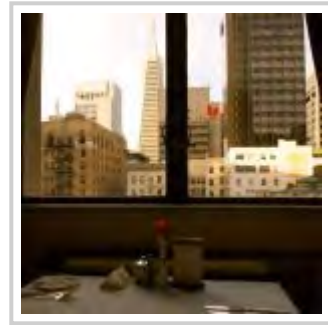
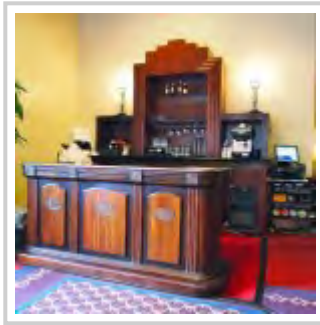
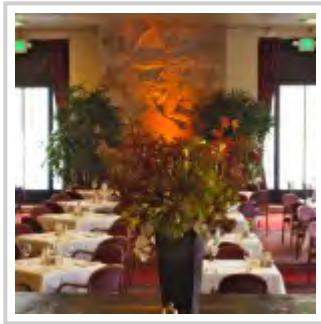
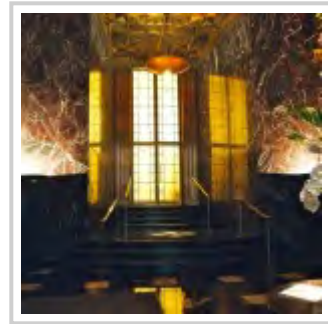
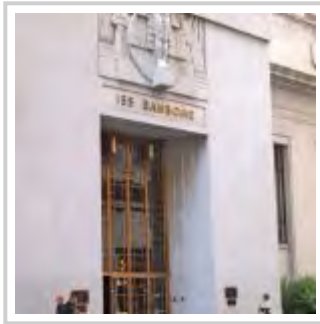
“The wall I was to cover flanked an interior staircase connecting the two stories of the Exchange's Luncheon Club. It was thirty feet high. In the central portion of the mural, I painted a colossal figure of a woman representing California. The almost classically beautiful tennis champion Helen Willis Moody served as my model. In portraying her, I made no attempt to formalize her features, but let them recognizably hers. Soon a cry was heard: California was an abstraction and should not be an identifiable likeness of anybody. To this I replied that California was known abroad mainly because of Helen Willis Moody; that she seemed to represent California better than anyone I knew — she was intelligent, young, energetic, and beautiful; and that, finally, if I thought her the best model, I had the right to use her. While the protest spent itself, I painted around her figure the rich and varied resources of the state; on her left, the lush agriculture, its workers, and heroes; on her right, industry, its buildings and machines, and representative working men and women. As a symbol of the future I showed a young California boy facing the sky with a model airplane in his hands.” (107) – Diego Rivera from [My Art, My Life: An Autobiography](#).

Rivera's account denies any concessions on his part to make the figure look less like the legendary tennis star, but our guide indicated that he did make some changes due to the "protests."



A FEW MORE PHOTOS FROM THE CITY CLUB OF SAN FRANCISCO

It's a beautiful venue, and I couldn't resist taking a bunch of pictures. Here are just a few...



In order: 1) Pacific Coast Stock Exchange building (now an Equinox gym!), 2) stone work and entrance at 155 Sansome, 3) the glamorous art deco lobby, 4) downstairs dining room, 5) Rick Evans, tour guide, explaining the detail on bronze elevator doors, 6) poker tables, 7) staircase leading to the fresco, 8) beautiful art deco bar in upstairs dining room, 9) amazing lunchtime view.

HOW TO SEE THE FRESCO

The City Club of San Francisco is located at 155 Sansome, 10th floor, San Francisco, CA 94104 ([click for directions](#)). Before showing up, visit the SF CityGuides listing and sign up for this tour, [Diego Rivera Mural at the Stock Exchange Tower](#). It's well worth planning ahead a little.

When you visit [that page](#), you may see the following message: "There are no Diego Rivera Mural at the Stock Exchange Tower (RESERVATIONS ONLY) tours scheduled during the next 10 days. Please check back in a few

days.” So instead of having to remember to check back every few days, I suggest you set up an alert to email you when the web page is modified. I used ChangeDetection.com, and it worked like a charm!

ON THE REMAINING TWO FRESCOS

There will be more to come, but they are both located on nearby college campuses, which are closed for Christmas! [Still Life and Blossoming Almond Trees](#) is located on UC Berkeley’s campus in the entrance to Stern, a girls dorm, and [Pan American Unity](#) is located at City College of San Francisco (closed until late January).

In the meantime... Do you think California as personified by Rivera’s fresco actually resembles [Helen Willis Moody](#), eight time winner of Wimbledon?



THE REST OF RIVERA’S MURALS IN SAN FRANCISCO

If you enjoyed this post, below are the other three murals by Rivera in San Francisco:

- [The Making of a Fresco](#) at the the San Francisco Art Institute
- [Still Life & Blossoming Almond Trees](#) in Stern Hall at UC Berkeley
- [Pan American Unity](#) at City College

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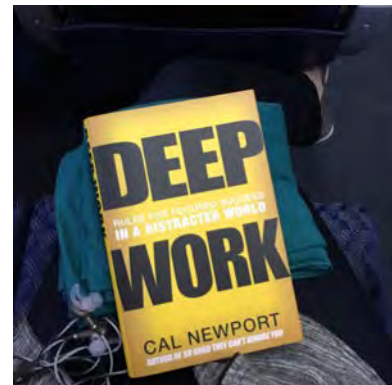
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'The Allegory of California'

San Francisco, California

The first fresco Diego Rivera painted in the United States can be found in the former San Francisco Stock Exchange.

[VIEW ALL PHOTOS](#)

Diego Rivera's "The Allegory of California" mural JOAQUÍN MARTÍNEZ / CC BY 2.0



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San Francisco, California, 94104
United States

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0.12 miles
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0.15 miles

✎ This entry is a stub

Help improve Atlas Obscura by expanding 'The Allegory of California' with additional information or photos.

THE MEXICAN ARTIST DIEGO RIVERA created his first U.S. fresco in the San Francisco Stock Exchange. Rivera painted the piece between in 1931, and though the building is now the City Club of San Francisco instead of the Stock Exchange, the mural still welcomes visitors to the grand stairwell.

Representations of California’s history and culture fill the mural, which is aptly titled “The Allegory of California.” The central figure represents Calafia, a character from a 16th-century Spanish novel who has come to be known as the Spirit of California. Her right hand holds Earth’s underground treasures while her left hand holds fruits and vegetables that grow on the surface. The professional tennis player and Olympic gold medalist Helen Wills Moody posed as a model for Calafia—Rivera said that Moody “seemed to represent California better than anyone I knew.” Other elements in the mural represent the Gold Rush, horticulture, agriculture, and the oil and shipping industries.

Know Before You Go

The City Club of San Francisco is open Monday to Friday from 3 p.m. to 5 p.m. Visitors can schedule a guided tour.

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at the Stock Exchange Tower
FULL
 Monday, May 22, 2017 @ 2:00 pm - 4:00 pm

DETAILS

Date:
Monday, May 22, 2017

Time:
2:00 pm - 4:00 pm

sfhistory.org

ORGANIZER

SF Museum and Historical Society and the University of San Francisco

Phone:
(415) 537-1105, ext. 0

VENUE

Meeting place TBA

The mural "Allegory of California" graces the stairwell of the City Club (formerly the Pacific Stock Exchange Club). See the first mural painted in the United States by the great Mexican artist, Diego Rivera. Plus, the building has one of the best interiors in California. Rescheduled from an earlier date.

Guide: Rick Evans

SFHS is pleased to present this walk in association with City Guides. Reservations are required, and the cost is \$15 per person. Make your reservations by calling (415) 537-1105, ext. 0, or

sending an email to rsvp@sfnhistory.org. When you register, we will give you the meeting place.

San Francisco

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At the Stock Exchange Tower

Monday, April 29, 2019 @ 3:00 pm - 4:00 pm

| \$15

DETAILS

Date: Monday, April 29, 2019

Time: 3:00 pm - 4:00 pm

sfhistory.org

ORGANIZER

San Francisco Historical Society

VENUE

Meeting place TBA

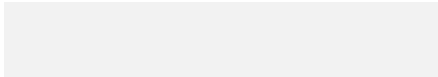
San Francisco

SFHS/CITY GUIDES TOUR

Guide: Rick Evans

The mural "Allegory of California" graces the stairwell of the City Club (Formerly the Pacific Stock Exchange Club). Normally closed the public, this is an opportunity to see the first mural painted in the US by the great Mexican artist Diego Rivera. The Pacific Stock Exchange Lunch Club, now the City Club, is considered the best interior in the Art Deco style in San Francisco, and among the best in California.

SFHS is pleased to present this walk in association with City Guides. Reservations are required, and the cost is \$15 per person. [Click here to buy ticket](#). Make your reservations by calling (415) 537-1105, ext. 0, or sending an email to rsvp@sfhistory.org. When you register, we will give you the meeting place.



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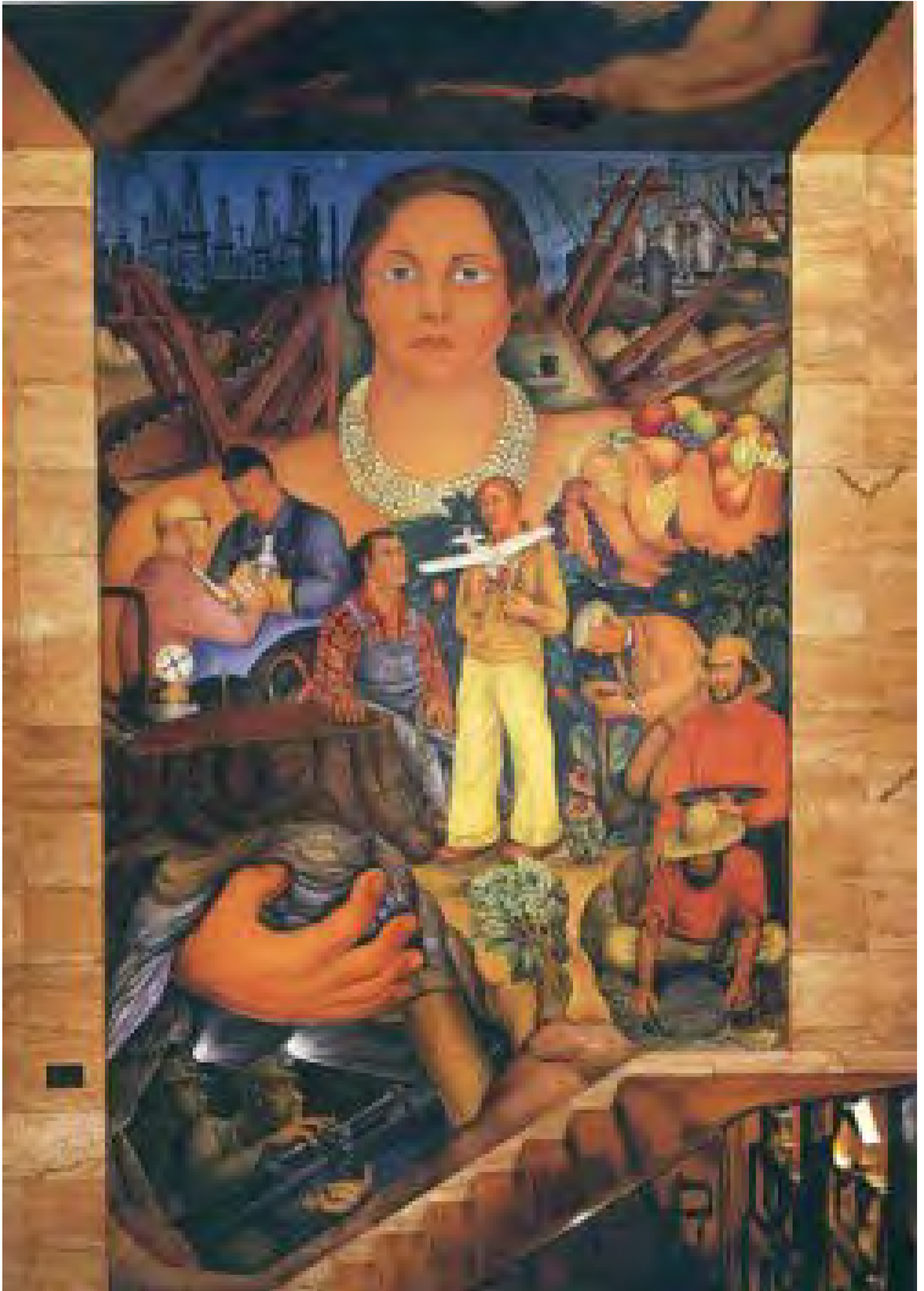
SF WEEKLY

CULTURE

Tourism for Locals: Visiting Diego Rivera's First U.S. Mural: "The Allegory of California"

Juan De Anda • 08/29/2014 8:00 am





Diego Rivera's first painted fresco in the United States.

San Francisco is home to many of the finest artists of the 20th century and the new millennium, and it played host to one of the greatest modernist painters of the 20th century: [Diego Rivera](#).

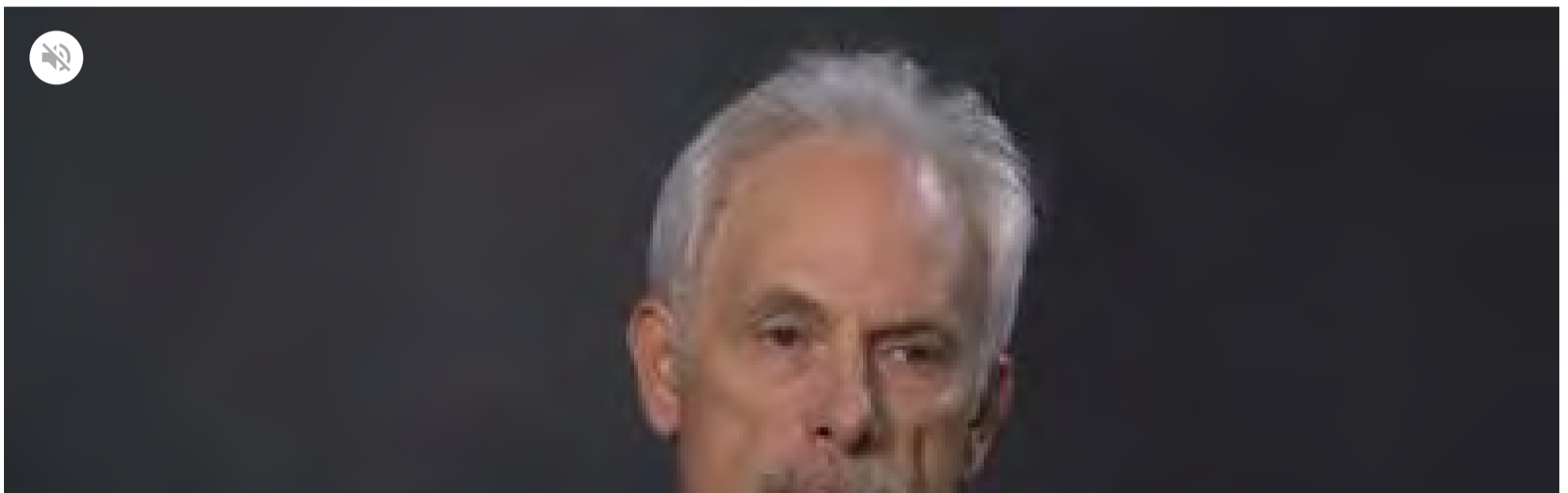
For those who don't know who he is, aside from his portrayal by the actor Alfred Molina in the [2002 Academy Award winning film Frida starring Salma Hayek](#), Rivera was an enigmatic painter who fostered the muralist style of painting in Mexico at the turn of the last century.

[jump] Along with artists Jose Clemente Orozco and David Alfredo Siqueiros, Rivera created allegorical and fantastical depictions of traditional indigenous cultures alongside uplifting and humane characterizations of working class people that were welded with visions of a utopian future under socialism. The purpose of the muralist movement was to create public art that would educate those who were from low-income backgrounds, but also appeal to the aesthetic tastes of those from the higher rungs of the social ladder.

Between 1930 and 1940, he painted murals in San Francisco, Detroit and New York that focused on social and cultural progress through industry and technology. In San Francisco, he painted his first mural in the United States, it aided him in getting global recognition for his technique and use of color; the work is titled "[The Allegory of California](#)."

Completed in 1931, this fresco is painted above a stairwell spanning two floors in the former Pacific Stock Exchange building, now home of The City Club of San Francisco. The mural depicts classic themes and motifs found in Rivera compositions — harmony between nature and machine, glorifying the past and looking toward the future, and a panorama of historical figures.

Hollywood Stars Describe Their Worst Jobs



According to [Diego Rivera's autobiography](#), the large, looming female figure represents [Calafia](#), for whom the state is named. Her right hand mines the earth for its hidden treasure while the left hand holds the treasures that grow on its surface. The goddess-like figure is modeled after famous tennis champion [Helen Wills Moody](#).

In the background, the artist shows industries of the Bay Area: the oil refineries of Richmond, the shipping yards facing the Pacific Ocean, and dredging equipment then used in search of gold. In the forefront are specific historical figures important to the development of California as a state: James Marshall, who discovered gold at Sutter's Creek in 1848; Luther Burbank, famous horticulturist; sculptor Peter Stackpole, the sculptor's son holding a model airplane as a vision of future transportation; and Victor Arnautoff, a fellow muralist.

This is one of three Rivera murals in the city. The other two: "The Making of a Fresco Showing the Building of a City" and "[The Marriage of the Artistic Expression of the North and of the South on this Continent, commonly called Pan American Unity](#)", are located in The San Francisco Art Institute and City College of San Francisco, respectively. While "Allegory" is Rivera's first U.S. fresco, "Pan American Unity" (1940) is his largest work in the United States, measuring at approximately 1,800 square feet, it was also his last work completed in the U.S. Talk about coming full circle through San Francisco.

The Pacific Stock Exchange building is located at 155 Sansome (at Bush); to visit the City Club, take the elevator to the 10th floor. It is open for public viewing 3-5 p.m. Monday through Friday.



Copy Link <https://www.sfweekly.com/culture/tourism-for-locals-visiting-diego-riveras-first-u-s-mural-the-allegory-of-califor>

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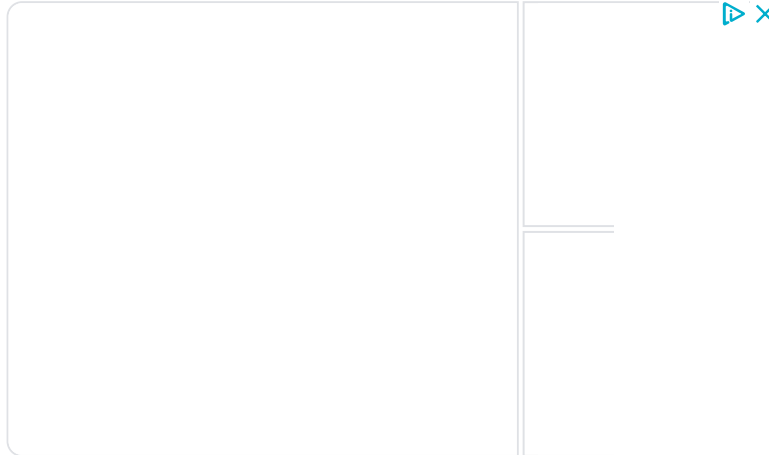
TRAVEL TIPS (/)

Sally Barber, Leaf Group Updated March 15, 2018



San Francisco, [California \(https://traveltips.usatoday.com/northern-california/\)](https://traveltips.usatoday.com/northern-california/), is home to three murals by the master Mexican artist, Diego Rivera, who was one of the most influential artists of the 20th century. Visit Rivera's landmark murals free of charge to behold the artist's powerful statements on the social and political environment of his time.

San Francisco is home to three Diego Rivera murals. (Photo: san francisco by day image by Matt Rees from Fotolia.com (<http://Fotolia.com>.)



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Rivera's California Vision

Rivera's first U.S. mural can be viewed at The City Club in San Francisco's financial district. The fresco, completed in 1931, soars across the ceiling and serves as backdrop to the grand staircase at the former Pacific Stock Exchange Club. The central figure in "Allegory of California" is Calafia, the spirit of California. Rivera's artistic vision of the Golden State features an engineer, a merchant, a horticulturist, gold panning scenes and elements that illustrate technical achievements. The Stock Exchange Tower is typically closed to the public, but San Francisco City Guides offers free tours beginning at 3 p.m. on the first and third Mondays of the month, excluding holidays. Slots are limited, and reservations are a must.

View a Mural Master Work

Due to Rivera's affiliation with the Mexican Communist Party, it required five years and the effort of a host of individuals within the art community and government for the San Francisco Art Institute to secure the commissioned work. But Rivera completed "The Making of a Fresco Showing the Building of a City" in just one month in 1931. The fresco marries art and labor by depicting those involved in creative work, including artists, sculptors, architects and general laborers. It's considered a showpiece for Rivera's mastery of the medium. Look for the artist's signature on the mural's lower right corner. The work is on exhibit for public viewing at the institute's student-run Diego Rivera Gallery. [Weather \(https://getaway.10best.com/13451503/what-is-the-weather-like-in-california\)](https://getaway.10best.com/13451503/what-is-the-weather-like-in-california) isn't a viewing factor; the indoor gallery hours are 9 a.m. to 7 p.m. daily. Admission is free.

Peer Into the Americas of the '40s



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event, the mural was without a home and crated for 75 years. In 1981, it was installed in the lobby of the Diego Rivera Theatre located on the college campus. The mural can be viewed from 10 a.m. to 4 p.m. Mondays through Saturdays, excluding holidays and school breaks. There is no charge for viewing this [California](https://traveltips.usatoday.com/california/) (<https://traveltips.usatoday.com/california/>) landmark work of art and treasure.

TRAVEL TIPS VIDEO



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. . .

Cathie, California Bountiful
Foundation

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HOURS:
MONDAY - FRIDAY 7:30AM -



Date: January 31, 2022

To: Ms. Angela Calvillo, Clerk of the Board of Supervisors
Honorable Supervisor Peskin
Victoria Wong, City Attorney's Office
Via email only

From: Pilar LaValley, Senior Preservation Planner
San Francisco Planning Department
Planning Record No. 2021-005992DES

RE: BOS File No. 220037 - FOR FILE

FOR FILE

This memo contains research notes from research undertaken by architectural historian, Stacy Farr, and Planning Preservation staff, Pilar LaValley, regarding public access to 155 Sansome Street and to Diego Rivera's fresco, titled *Allegory of California*, located in stairwell between 10th and 11th floors of the subject building. Attached to this memo are newspaper clippings associated with the research notes. Other documentation, including copies of PDFs of websites, webpages, articles, etc. documenting public access to the fresco, referenced in draft ordinance and Executive Summary for Planning Case No. 2021-005992DES were attached to the previously submitted Planning transmittal, dated January 5, 2022.

Research Notes: Public access to upper floors of 155 Sansome, 1931-1987

Background: 155 Sansome Street opens January 4, 1930, operates as the offices of the San Francisco Stock Exchange through 1953 when the building was sold to Industrial Indemnity Company. Mural is completed in March 1931. Upper floors were called the Pacific Stock Exchange Luncheon Club when the building opened, also referred to as the Stock Exchange Lunch Club, and the Stock Exchange Club. Became the San Francisco City Club in 1987.

Stacy Farr spoke with Demetri Rizos, Executive Director of the San Francisco City Guides on November 4, 2021. He told her that prior to the pandemic, the City Guides offered guided tours of the City Club for fifteen years. Tours were offered all year long, Mondays and Wednesdays, at no cost, and were capped at twenty-five people per tour. He says the tour was one of their most popular and was usually "sold out." Tours have not restarted post-Covid.

Searched "Diego Rivera Mural" 1931-1987 in SF Chronicle historical database...

1986 - Herb Caen, "Caenniption Fits," San Francisco Chronicle, December 8, 1986, 41: "Rare opportunity! The Stock

Exchange Club at 155 Sansome will be open to the public today from 2 to 4 p.m. to show off the Diego Rivera mural, this being the artist's centennial, but the club itself is equally a work of art. An Art Deco masterpiece, in fact."

Searched "155 Sansome" 1931-1987 in SF Chronicle historical database...

1932 - "Public May Attend Institute Classes," San Francisco Chronicle, August 28, 1932, 51: With the opening of the SFSEI fall term, general public can enroll in and attend classes, held evenings at 155 Sansome.

1932 - Advert, San Francisco Chronicle, December 25, 1932, 55: SF Institute of Accountancy holds classes with public enrollment at 155 Sansome.

1937 - "Law Students Will Receive Awards Today," San Francisco Chronicle, June 24, 1937, 23" SF Law School holds commencement in the assembly hall (ground floor) of 155 Sansome.

1938 - "Important," San Francisco Chronicle, April 22, 1938, 25: SF Chamber of Commerce holds statewide trade agreements conference in Stock Exchange auditorium.

1940 - "Coming Events," San Francisco Chronicle, April 12, 1940, 29: California Teachers' Association meeting at 155 Sansome.

1940 - "Variety Show Will Aid Relief Drive," San Francisco Chronicle, August 15, 1940, 16: variety show hosted by SE Institute held in auditorium at 155 Sansome.

1941 - "Women in War: Many Skilled in their Ranks," San Francisco Chronicle, December 23, 1941, 8: female volunteers for US Army Aircraft Warning Service please report to room 909 of 155 Sansome.

1958 - "Royal Birthday Celebration Here," San Francisco Chronicle, June 27, 1958, 15: Holland American Society of California hosts birthday party for the prince of the Netherlands at the Stock Exchange Club.

1970 - "Roundup of Political Activities," San Francisco Chronicle, May 27, 1970, 43: Agnes O'Brien Smith, municipal judge candidate, honored at a reception at the Stock Exchange Club (same event happens again in October).

1974 - "Roundup of Political Activities," San Francisco Chronicle, March 13, 1974, 48: reception for Brian Van Camp, Sec. of State candidate, held at Stock Exchange Club.

1975 - "Roundup of Bay Area Political Activities," San Francisco Chronicle, September 12, 1975, 15: cocktail party for mayoral candidate Milton Marks held at Stock Exchange Club.

1977 - Advert, San Francisco Chronicle, March 1, 1977, 46: ad for seminar about becoming an options market maker, held at Stock Exchange Club (this event is held again in September 1978).

1986 - "The Murals," San Francisco Chronicle, December 6, 1986, 13: Stock Exchange Mural open to the public on December 8 as a part of a celebration of the 100th anniversary of Rivera's birth. (Different mention of this event by Herb Caen on December 8, 1986 page 40 calls it a "rare opportunity" to see the mural.)

Searched "Stock Exchange Club" 1931-1987 in SF Chronicle historical database...

1931 - "Rolph Faces Problems in Appointments," San Francisco Chronicle, December 8, 1931, 5: finance committee of the 1932 Democratic presidential campaign in Northern California meeting at the SEC for purposes of organization.

1932 – “Pinks Pickups,” San Francisco Chronicle, April 3, 1932, 30: General Motors holds a luncheon for newspapermen at the SEC.

1932 – “Mrs. Davenport Gives Luncheon for Niece,” San Francisco Chronicle, December 5, 1932, 8: engagement luncheon held at SEC.

1935 – “City’s Finance Groups Fete Charles Gay, NY Stock Exchange Chief,” San Francisco Chronicle, December 5, 1935, 27: SEC is the location of banquet for NYSE head.

1937 – “Visiting Stars Will be Feted,” San Francisco Chronicle, February 19, 1937, 27: Luncheon at the SEC in honor of several tennis stars and former president of the Northern California Tennis Association.

1937 – “Mayor, Consular Chiefs Honor Egypt’s King at Banquet Here,” San Francisco Chronicle, July 31, 1937, 11: SEC is location of banquet honoring the crowning of Farouk I, mayor Rossi and British Consul attend and speak.

1939 – “Fair in ’40, Committee to Meet Tuesday,” San Francisco Chronicle, December 24, 1939, 10: executive committee of the GGIE will meet at the SEC.

1941 – Women Bank Employees Hold Fashion Show,” San Francisco Chronicle, September 27, 1941, 11: “Feminine” employees of the Federal Reserve Bank of SF hold a tea and fashion show at SEC.

1949 – “Maugham Turns 75 in S. F. (Keeping a Date Made in ’24),” San Francisco Chronicle, January 26, 1949, 24: W. Somerset Maugham has his 75th birthday party at the SEC, with UC President Robert Sproul, movie director George Cukor, and British and Canadian consulates in attendance.

1957 – “Zellerbachs Honor Conductor, Soprano,” San Francisco Chronicle, July 19, 1957, 9: SEC is site of reception given by Art Commission President Harold Zellerbach and wife for Arthur Fiedler and Mary Gray (similar receptions by the Zellerbachs were given for other musicians in 1959 and 1961)

1965 – “Dining with the Ladies,” San Francisco Chronicle, May 28, 1965, 18: Wine and Food Society’s annual Ladies’ Dinner held at SEC. SEC described as a bastion of masculinity.

1973 – Mildred Hamilton, “Women in Business—A Brand New Etiquette,” January 28, 1973, 95: Notes that rules of Stock Exchange Club were changed during previous year to allow women members.

1976 - Herb Caen, “Decline and Fall,” San Francisco Chronicle, November 21, 1976, 108: Notes on lunch at Stock Exchange Club considering decline of the Capitalist system; Caen notes that he lunches here sometimes to “... admire the Art Deco architecture ... and to look at the Diego Rivera mural of Northern California..”

1986 – Marilyn Sode Smith, “Local Color: Uncovering the San Francisco Legacy of Diego Rivera,” San Francisco Chronicle (published as San Francisco Examiner), December 21, 1986, 280-282, 288: Records history of Rivera’s murals in San Francisco and includes details noting how and where to locate these artworks. Notes that fresco at Stock Exchange Luncheon club is not open to the public.

1987 – Donald K. White column, San Francisco Chronicle, September 21, 1987, 30: commentary regarding closure of Stock Exchange Club and opening of The City Club. Stock Exchange Club closed in May; what made the “Stock Exchange Club a capitalistic wonder was the gold leaf ceiling in its massive lounge and its silver leaf ceiling in the dining room. Those touches plus smooth, matched goat-skin walls in the lounge ... and the best touch of all: The Diego Rivera murals in the grand staircase..”

test in the Northwest and was named Miss Portland. She is Miss San Francisco, and a charming one, at this General Motors exhibit.

* * *

One of the high lights of the past week was the General Motors luncheon for newspaper men at the Stock Exchange Club. B. C. Mott of the General Motors Corporation gave a most interesting talk on the fifty-five exhibits which General Motors is staging this week in fifty-five cities throughout the country. "Work for many hands," is the thought behind these exhibits, General Motors actively doing its bit to get business started on the upgrade again. Some \$10,000,000 have been spent on these displays and in the advertising of them. And

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Coming Events

TODAY

California Teachers' Association, meeting 9:30 a. m., 135 Sansome street.

Jewish Community Center, meeting 10 a. m., talk by Mrs. Frank M. Harris on "Child's Adjustment to the Family Circle." 3200 California street.

Executives' Association, luncheon, Palace Hotel.

Dried Fruit Association, luncheon, Palace Hotel.

Purchasing Agents, luncheon, Palace Hotel.

San Francisco Infantile Paralysis Foundation, luncheon, Hotel St. Francis.

San Francisco Center, meeting 2:30 p. m., Hotel St. Francis.

Inter-Sorority, dance 9 p. m., Hotel St. Francis.

St. Domine's Church, annual spring hop 9 p. m., Festival Hall, Bush and Steiner streets.

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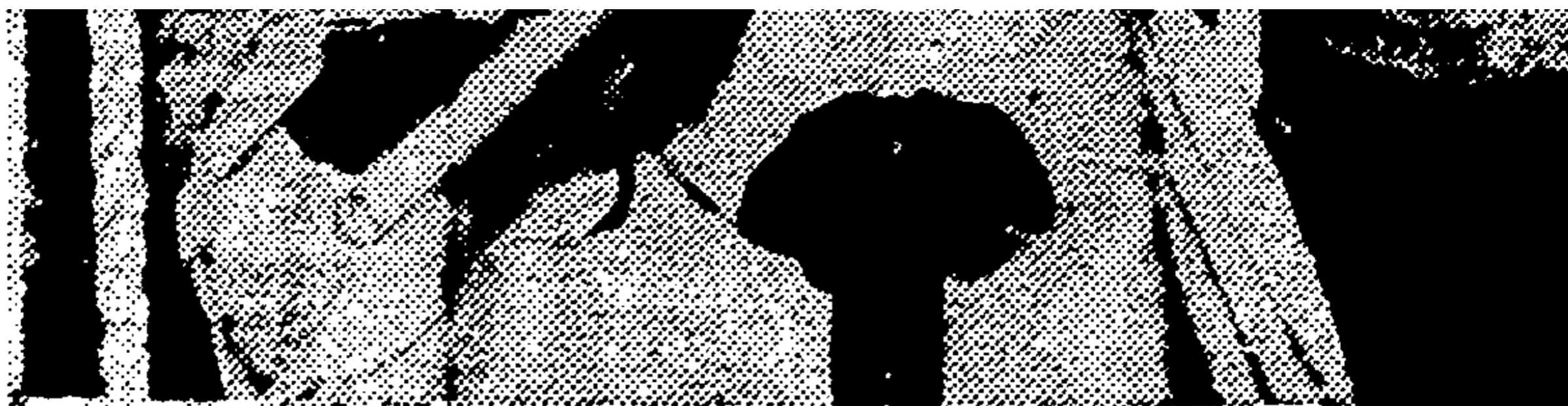
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TONI LAIOLO
 She'll play in "Bid and Ask"

Dollars for the Distressed

Red Cross--Description o Past Good, More to Com

Variety Show Will Aid Relief Drive

The Stock Exchange Institute's 23-act variety show, "Bid and Ask," to benefit the American Red Cross War Relief Fund, will open tonight at 8:20 o'clock in the Stock Exchange Theater, 155 Sansome street.

The show will be an intimate revue, staged and directed by George Heinz, and featuring, among others, the talent of Toni Laiolo, Peggy O'Neill, Jack Wood, Tom Howard, Peg Seale and Dolly Powell.

The revue, according to Director Heinz, will run the gamut from the gay 90's to the roaring 40's. Some of the outstanding numbers will be "The Laziest Gal in Town," "When Casey Waltzed With the Strawberry Blonde" and "The Boys in the Back Room."

All members of the cast, as well as the sponsors, are donating their efforts in the service of the Red Cross. Tickets for "Bid and Ask," which closes Sunday night, may be obtained at any bank.

Poles Get S. F. Clothes Shipn

The sight of a San Francisco shipment of clothing being distributed to refugees in Poland is termed "unforgettable" by E. Burne House and R. T. S. special European representative of the American Red Cross.

Hundreds of women and children were made indescribably happy by the clothing distributed by the Red Cross and conscientious relief workers they reported to National Chairman Norman H. Davis.

"We thought of the chap who came home," they wrote, "and how Americans could witness scenes themselves. We are sure we would stimulate them to a greater sacrifice in behalf of the unfortunate victims of war."

The San Francisco production headquarters at 625 Sutter street will remain open for volunteer work after the relief fund drive closes next week from today, Mrs. Philip H. Davis, chairman, announced.

David Stafford
Juan Ruiz

Joseph Morgan
Alfred Ducato

MRS. DAVENPORT GIVES LUNCHEON FOR NIECE

The Stock Exchange Club was the setting Saturday afternoon for a luncheon which Mrs. Dixwell Davenport gave in honor of her niece, Miss Frances Davenport, whose engagement to James P. Bradley was announced recently. Places were set for:

Mrs. Richard Hanan

MISSES

Jane Henley
Jean Dresser
Carol Haseltine

Virginia Miller
Juanita Macondray
Ruth Somers

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City of Finance Groups Fete Charles Gay, N. Y. Stock Exchange Chief

Wall Street's Head Executive Predicts New Phase of Recovery; Banquet Opens His Visit Here

By E. O. KELSEY

Financial Editor The Chronicle

Banking, investment and industry, three hand maidens of economic well being, were represented last night at a stock exchange club banquet in honor of Charles R. Gay, president of the New York Stock Exchange, and the three specialists in trading who make up his party. Today he will be honor guest at a

luncheon tendered by the Chamber of Commerce and Commercial Club in the latter's rooms. Gay arrived yesterday forenoon

Stock Exchange



Charles R. G
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nd Stephen Pope Dimitroff, 76, worked with Diego Rivera during the 1930s. Now they're being called upon to commemorate the 100th anniversary of his birth.

Mentor's Saviors

em in which Rivera the Communist pleaded artistic integrity: "I paint what I see/I paint what I paint/I paint what I think," and Nelson Rockefeller, the capitalist — and commissioner of the mural — replied: "I owe a little to God and Gramper/And after all/It's my wall."

The work was eventually destroyed on Rockefeller's orders.

Lucienne Bloch, the daughter of composer Ernest Bloch, had met Rivera in New York late in 1931 at a banquet. Bloch was seated next to Rivera "not because I was an artist, but because I spoke French," one of several languages in which he was fluent.

"I talked with him for three hours, never knowing even what I was eating," Bloch says. When they parted, she told him, "I'd love to grind your colors," and he invited her to come to the building where he was working.

Rivera's wife, artist Frida Kahlo, also was at the banquet. When the two women met, Kahlo told Bloch, "I hate you." Later, they became friends — "after she realized I was anything but a flirt" — and the encounter became an amusing memory.

At 300 pounds and standing 6 feet 4 inches, Rivera was a grotesque yet compelling figure with what Bloch calls "frog eyes." He was also a notorious womanizer. "It wasn't done obviously," Bloch says. Except sometimes.

"We were all very mad at him for having a girlfriend in the same building. She became a very famous

THE MURALS

On Monday, the 100th anniversary of the birth of Mexican artist Diego Rivera, his four Bay Area murals will be open to the public.

Murals at the San Francisco Art Institute, 800 Chestnut Street; Stern Hall, UC-Berkeley; Hearst and Highland Place; and in the foyer of the theater at City College of San Francisco, 50 Phelan Avenue, may be viewed from 9 a.m. to 5 p.m. The mural at the Stock Exchange Club, 155 Sansome St., San Francisco, will be open from 2 to 4 p.m.

A birthday party, with refreshments and a no-host bar, will be from 5 to 7 p.m. in the Diego Rivera Gallery at the Art Institute. Lucienne Bloch and Stephen Pope Dimitroff will be guests.

York when a Bulgarian immigrant and aspiring artist named Dimitroff showed up in Detroit asking in broken Russian — another of Rivera's linguist accomplishments — to work with the artist.

Bloch and Dimitroff met when he and another of Rivera's assistants preceded the artist to New York to prepare for the Rockefeller Center mural. They had run out of money, and the other assistant, who

Rivera project, and today those photographs are considered treasures.

Two years later, they were married.

By the time Rivera returned to San Francisco to do the "art-in-action" murals for the 1939 World's Fair on Treasure Island, which are now at City College, the Dimitroffs were off on their own. They first came here in 1948, hoping to see Rivera's murals. But in the red-baiting McCarthy era, Rivera's radical politics had made his art suspect.

They found the fair works on the theme of Pan-American unity crated up, as they remained for almost 20 years, and the Art Institute's fresco concealed by canvas and gauze, as it remained for 10 years.

In seeking to interpret the Art Institute mural, "The Making of a Fresco Showing the Building of a City," students have questioned the Dimitroffs about "psychological things."

"But Rivera was very simple, very direct," Bloch says. "He first looked at the architecture of the building and then the meaning of the building," which explains the inclusion of the artist, his assistants and his friend Ralph Stackpole, a San Francisco artist, in the Art Institute mural.

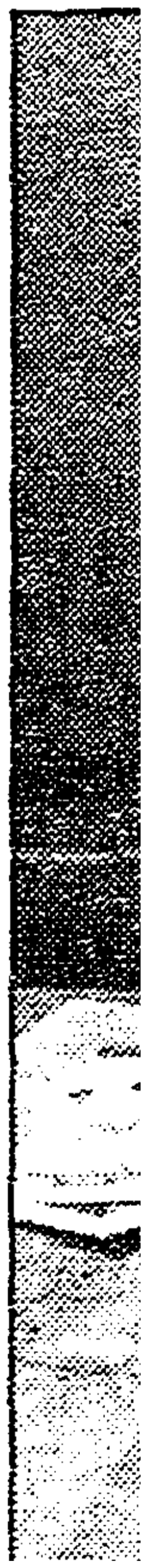
But Rivera also included prominent San Franciscans who had been nice to him — William Gerstle, president of the San Francisco Art Commission, who commissioned the work; Arthur Brown Jr., architect of the school; and Timothy Pflueger, architect of the San Francisco

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OTHERS MAKING BIDS

Chicago and Cleveland are making strong bids for both the Republican and Democratic conventions.

The fact that the Shrine convention and the Olympic Games will be held in California next year will be added arguments for those who want the conventions here, Mr. Wardell said last night.

The finance committee, which will have charge of the money raising activities for the 1932 Democratic presidential campaign in Northern California, will meet at the Stock Exchange Club for the purposes of organization today. The members are R. M. Tobin, Richard Doyle, Edward Heller, Chauncey Tramutolo and Jerome Politzer.

Mayor Rossi stated yesterday that he "expected to choose his chief administrative officer" before the end of the current week. The Mayor declined to give any clue as to the

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The San Francisco County Medi-
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Fair in '40 Committee to Meet Tuesday

Wheels of progress will begin
grinding in earnest Tuesday noon
when the new and augmented exec-
utive committee of the Golden Gate
International Exposition for 1940
holds its initial meeting at the Stock
Exchange Club.

First business of the committee
will be the formal addition of five
new members, Clarence Eaton, Don
W. Messer, Harry H. Hilp, B. W.
Lechter and George W. Brainard,
all now members of the creditors'
committee of the 1939 Exposition.

Next, according to George D.
Smith, head of the organization
which brought about a second
year of the fair, will be to consider
the resignations of any of the 10
members of the 1939 committee
who do not choose to participate

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Increased Educational Opportunities Afforded by Modern Curricula

School Gives Training for Style Advice

Fashion Art Institution Founded for Purpose in 1922

An institution of learning is the stepping stone of civilization and a joy to the community. Art of yesteryear was limited to a few phases; but art of today has changed the living conditions of man. Everything must be beautiful to the eye and style right to the highest degree.

In 1920 Fashion Art School was founded by Miss Anna Addison Gallagher, who at that time sensed this trend of art and governed the teachings of her school accordingly. She saw the new source of demand in the world of fashion—style and advising—and prepared the school to equip its graduates to become merchandising and fabric stylists. This medium offers a means of intelligent buying, and it is predicted that the day is not far distant when every up-to-date department store, dress manufacturer and specialty shop, will add one or more style experts to its regular staff in the departments of women's wear, cosmetics, accessories, fabrics and home furnishings.

MUST HAVE TRAINING

To become a fabric or merchandising stylist one must have had a previous training in costume design or fashion illustration. Fashion Art School is prepared to give these courses both in the preliminary and advanced stages.

Its graduates are employed in every exclusive store and in the wholesale dress and millinery trade. Its instructors have been chosen for their outstanding success in the practice of their professions in New York, Europe and elsewhere.

OUTLINE OF COURSES

The following is a brief outline of the courses offered:

Costume Design.—The professional course requires six months to complete and includes creative design, pattern drafting, and grading, sketching color harmony and how to relate and connect these principles with the women's wear industry. Library and museum research is required.—Miss Esther Beercoy, instructor and assistant director.

Fabric and Merchandising Stylist.—For factories, sales promotion in department stores, departmental or general local store styling.

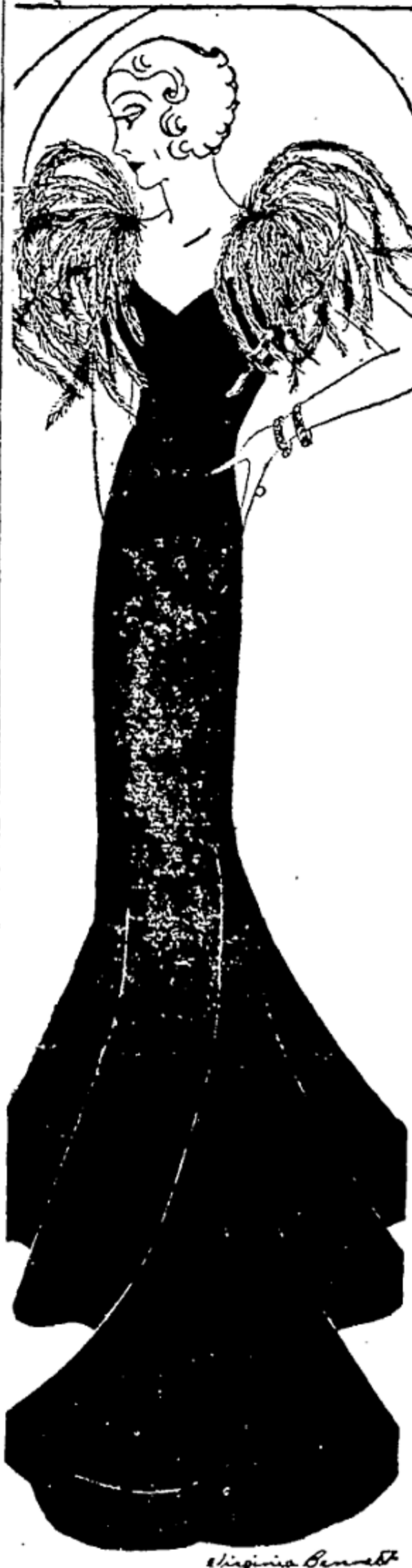
Costume Design.—For the woman who desires to make her own clothes. It is a three months' course and includes her own muslin patterns and the cutting and sewing of dresses and coats.

Millinery Making and Designing.—Requires three months and includes creating all types of hats, millinery sketching, color harmony and flower making. Instruction in this work is based on fundamentals that may be applied to any season.—Miss Catherine Lange, instructor.

Fashion Illustration.—This is especially attractive to young people. It is highly specialized work in which one learns different techniques in pen and ink, water color, wash, temper mediums, color theory, poster design and reproduction by photo engraving and the principles of advertising, layout and composition. The most important thing in this course is the style idea.—Miss Yvonne Brand and Miss Gallagher, instructors.

Commercial Art and Life Drawing.—This course includes design in its many phases and is developed for a commercial value. The principles and application of dynamic, symmetry are studied in relation to its selling quality. This commercial

Student Design



Style in the modern manner as drawn by Virginia Bennett, student of Fashion Art School, Scottish Rite Temple.

Business Calls For Training, Says Educator

Gallagher-Marsh College Opportunities Told by Head

"Keen competition in every line of commercial endeavor makes business education a necessity," says Mrs. Robert F. Gallagher, executive head of Gallagher-Marsh College. "Rapidly changing methods and conditions of present-day business makes it possible only for those who have a thorough, practical business training to compete successfully with other men and women in the struggle for commercial recognition. To be practically educated means an even chance for the comforts and conveniences of life together with an opportunity for social and business prestige.

NEED FOR TRAINING

"Each succeeding year emphasizes more strongly the indispensability of special training to the individual who would succeed in today's business world.

"Gallagher-Marsh College gives this special training in preparing young men and women for secretarial work, court reporting and other forms of professional shorthand writing.

"Due to the intensive individual instruction given here a student is able to advance as rapidly as his or her ability will permit. Many Gallagher-Marsh students write over 150 words per minute at graduation.

TAUGHT IN SCHOOLS

"The Gallagher-Marsh system of shorthand is taught in all the high schools of San Francisco. It is easy to learn, easy to read, easy to write and is susceptible to the highest speed.

"Gallagher-Marsh has furnished competent office help since 1898 and the school holds an enviable reputation among business men for thorough and efficient training of its students.

IN RESPONSIBLE POSITIONS

"Thousands of Gallagher-Marsh shorthand writers hold responsible positions requiring accuracy and speed in reporting technical, legal and commercial material."

Mrs. Robert F. Gallagher, an expert teacher of commercial subjects maintains a personal supervision over the progress of each student.

Gallagher-Marsh assists graduates in obtaining desirable positions with no charge for the service.

Language Study Vital Aid in Business Life

With the expansion of business, a knowledge of more than one language is declared by educators to be essential.

In various local schools the student may take up French, Spanish, German and several other languages.

This knowledge, it is pointed out, not only enables one to expedite transactions but to understand the peculiarities of the methods employed in countries other than ours.

STUDY PLAN MAINTAINED

Professional and semiprofessional courses offered by many of the outstanding private schools are said by many to compare favorably with like courses offered by State institutions which have won a place in the educational world of the Nation.

WIDE RANGE OF CHOICE

The Bay Region and Northern California offer numerous educational institutions with a wide variety of courses from which to choose.

Menlo Park Boys' School Covers Field

Pacific Coast Military Academy Offers Unusual Opportunity

The Pacific Coast Military Academy, ideally situated on an eighteen-acre estate at Menlo Park, California, offers exceptional opportunities for boys from 5 to 14 years of age. The climate is unrivaled for all-year outdoor activities. There is an open-air swimming pool for the exclusive use of the cadets, more than two miles of surfaced paths for bicycle riding, a tennis court, a field for target practice, an archery, a soccer field and drill grounds.

The school is under the personal supervision of Major and Mrs. Royal W. Park and a staff of able assistants, who have devoted years to the study of instruction and development of boys of these ages.

Here young boys are able to obtain the same opportunities for thorough training and the individual attention usually given to older boys. The boys are grouped according to ages, their individualities considered and studied and their development guided. This is done in such a thorough manner that they easily become leaders in their high school classes upon reaching that period of work.

The academy gives a complete elementary course of study from the first to the eighth grade, including junior high school on the 6-2 plan. These courses of study parallel those of the best public schools. Intramural sports and games under competent coaches form an essential part of the school life. A coach's personal supervision and athletic advice is always available to every boy. Special instruction in swimming is included in the regular classes.

Preparation For University

By LOUIS DE JEAN

Registrar

It is now possible for a high school graduate, regardless of scholarship or subject deficiencies, to attend junior college for a year or less and transfer to the university without examinations.

Williams Junior College puts a higher percentage of its students into the university (California or Stanford) each year than any other junior college in the State. We see that students take the right subjects to meet university requirements, and we do not try to keep them for the sophomore year if they are ready to transfer at the end of their freshman year. The goal of a university education is constantly kept in sight.

OUTSTANDING FEATURES

One of the outstanding features of modern life, it is declared by educators, is found in the attitude of the young man and woman toward instruction.

TYPEWRITERS Rented

3 months only for home use \$5

LIBERAL RENTAL ALLOWANCE if purchased

TYPEWRITER Co. SUTTER ST. SUTTER 5186

MEDALISTS OF DISTINGUISHED RECORD



Cadets, 6 to 14 years of age, of the Pacific Coast Military Academy, who have won national and academy awards for excellence.

Dance Studios Prove Popular

Personal Instruction Given at Ludwig's

The Albert H. Ludwig dancing studios are held in high esteem by those who appreciate dancing and good instruction. The highest standards are maintained at his two schools, one located at 532 Geary street, San Francisco, and the other at 640 Fourteenth street, Oakland.



ALBERT H. LUDWIG

Ladies and gentlemen instructors on the staff of both studios are trained by Mr. Ludwig, and only after they have proven themselves patient, conscientious and sympathetic teachers are they entrusted with private lessons. Ludwig's modern studios enjoy a national reputation. This is proven by the fact that Mr. Ludwig is District Governor of California and Nevada for the Dancing Masters of America, the largest organization of dancing teachers in the world, and is president of the Western Society of Dancing Masters.

Private, individual and class lessons may be had mornings, afternoons and evenings in the ballroom and social dancing. In addition, instruction may be had in tap and exhibition dancing.

INSTRUCTORS OF ABILITY

Long years of training, plus adaptation of modern methods have made it possible for instructors in the private schools to be of great value in aiding young students to make a wise choice in the proper courses.

STUDY IS SUPERVISED

Supervised study is featured by several of the secondary schools in San Francisco and Northern California.

Practical Art Taught by Able Staff

Academy of Advertising Art Wins Wide Recognition

The Academy of Advertising Art, 521 Grant avenue, San Francisco, has won recognition for excelling in both commercial and fine arts.

Richard Stephens, director of the school, has shown unusual foresight in the selection of a faculty. Louis Rogers, an illustrator of national reputation, has included etching in his day classes. Maurice Logan, premier commercial artist of the West, and Leonard Stevenson make it possible for the students to receive a wide knowledge of practical art.

An interesting exhibit of art work by Mr. Richard Stephens is on display during all the months of December and January. Mr. Stephens is showing sketches and paintings he made while in Europe, as well as cartoons and commercial work for local advertisers and newspapers.

The students' scholarship entries, also on exhibit, reflect the high quality and practical work the school has always stressed.

The public is cordially invited to see this exhibit.

REGINALD TRAVERS

School of the Theater

Winter and Spring Season Starts Jan. 3rd

Students may enroll at any time

TRAINING and COACHING in DRAMATIC ARTS

Stage—Screen—Radio Day and Evening Classes

FAIRMONT HOTEL SU. 9318

SAN FRANCISCO INSTITUTE OF ACCOUNTANCY

NATIONALLY KNOWN PACE COURSES



DAY OR EVENING INSTRUCTION

Accountancy — Business Administration — Commercial Law
BEGINNERS' CLASS STARTS JANUARY 6th
Stock Exchange Bldg., 155 Sansome Street DOUGLAS 4613

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to California, Stanford, West Point, Annapolis, and many other Colleges

Small classes—intensive teaching—Individual attention. Separate Two-Year High School Course prepares for College Board examinations; or accredits to Junior Colleges, Teachers' College, S. F. University, and others.

Secretarial-Academic 2-Year Course earns high school diploma. Superior Business Training: Shorthand, Typing, Book-keeping, Speed Dictation.

Annapolis, West Point, Coast Guard, Flying Cadet, Nautical School: Brilliant success in such examinations for 24 years. Are you behind or out of step in Grammar or High School? Make up lost time here. Credits recognized.

Are your studies weak? Expert tutoring in College, High and Grammar Studies averts failure. Regular help in night classes at slight expense.

Civil Service Coaching: Federal, State, City. Personal assistance.

Summer Course, High and Grammar school, including

\$6 FRENCH or SPANISH Classes

ENGLISH—ITALIAN—GERMAN—Native Instructors.
School of Modern Languages (11th year)
Conversation—Grammar—Composition
Coaching. Courses by Correspondence.
Enroll now Prof. A. Tournier 133 Geary St., San Francisco. KE arny 4879

Palo Alto Military Academy

Noted Western School for Junior Boys

Primary—Intermediate—Junior High

SPRING CLASSES OPEN JAN. 2

Write or telephone for information

COL. RICHARD P. KELLY, Superintendent

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**VISITING STARS
 WILL BE FETED**

A round of entertainment has
 been arranged for the famed pro-
 fessionals and others of their party.
 Richard Simon, former president of
 the Northern California Tennis As-
 sociation and a director of that
 organization, will give a luncheon
 in their honor Saturday at the
 Stock Exchange Club. After the
 matches Kinsey will entertain with
 a party at the Fairmont Hotel.

Sunday night Vines, Perry, Loti
 and Barnes do another one night
 stand at the Oakland Auditorium.
 The schedule of matches there
 will be the same as here, also
 starting at 8:15 o'clock.

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Maugham Turns 75 in S. F. (Keeping a Date Made in '24)

W. Somerset Maugham yesterday made good on a casual conversational promise of 25 years ago.

On January 25, 1924, the British novelist remarked to his fiftieth birthday party hosts that he hoped to celebrate his 75th birthday with them.

Yesterday he did just that.

At the Russian Hill apartment of his friends, the Bertram Alansons of San Francisco, he arose bright and early to start opening hundreds of gifts and congratulatory telegrams.

At noon he departed for a small Stock Exchange Club luncheon arranged by Alanson, with guests including University of California President Robert Gordon Sproul, Movie Director George Cukor and the British and Canadian Consuls General.

This engagement left Mrs. Alanson to struggle with the continuing flood of phone calls and telegrams, and seriously interfered with her plan to adorn a birthday cake with 75 candles, plus one to grow on.

Today Maugham will leave for New York, there to embark February 12 for his villa on the French Riviera.

Maugham came to this country to keep the birthday party rendezvous and "to buy some long winter underwear" (which, upon inspection, turned out to bear the label, "Made in England").

He has announced that he has "retired as a professional" writer, but that this does not necessarily mean he will no longer write.

"I am now an amateur," he said.

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THURSDAYS FROM 11:00 A.

Women in Business --

A Brand New Etiquette

By Mildred Hamilton

WHEN BENNINGTON COLLEGE President Gail Thain Parker arrived in San Francisco for a recent national meeting of college heads, a hotel clerk had a registration card listing her as "Mrs. Thomas Parker."

"I handed it back and said, 'This is not my name. I am Gail Thain Parker.' The hotel clerks thought this was very funny," said the first woman president of a major college whose husband (Tom Parker) is its vice president.

The disregard of professional identity is a typical irritant to women in today's business world, which is adjusting with some difficulty to the increasing number of women executives.

Because of this there is a real need for a new kind of etiquette, an awareness to changes that Emily Post and Amy Vanderbilt never encountered.

Sexist practices are gradually giving way — sometimes with nervous laughter, sometimes with red faces, sometimes with mature acceptance, and now and then with a "it's about time" male reaction.

President and Vice President Parker take a firm, good-humored view. "The way in which people react to me says a lot about how they view the role of women," said Tom Parker. "At one meeting in which we were mentioned, a man next to me said, 'You can't tell me he's not running the show.' I told him, after identifying myself, 'We are both running the show.'"

Major pitfalls seem to be the business lunch and the



*'I handed it
back and
said, This
is not
my name'*
—Gail T. Parker

all male clubs. These can bring about a change in the club, said Don White, Crocker Bank vice president and manager of the advertising and public relations department, as he pointed to revised rules last year at the Stock Exchange Club.

"Our bank president, Leslie C. Peacock, who is also a club director, got caught in a meeting there which ran into the noon hour. He was embarrassed because the businesswomen present couldn't be asked to stay. So he worked successfully to open membership to women in the club which is very convenient to everybody in the financial district."

As for who picks up the tab, White said, "I am delighted to have the woman who asks me to a business lunch pay. It happened twice recently at the Garden Court. One woman quietly signed the check. The second, obviously more nervous about my reaction, arranged in advance to have no bill presented."

★ ★ ★

Gloria Steinem, one of the founders and editors of the women's movement Ms. Magazine, said, "I'm expected to behave in a certain way so there is still some tension about a luncheon check with men."

"However, my pet problem is the professional body that asks me to speak but bars women members. I try never to appear before such a group. These are silly little bodies of power in the male world. I was happy to see that only a few days ago the Harvard Club decided to admit women."

San Francisco's Pacific Union is still an all-male sanctuary but one business leader noted that "the Roche-

he has been at Lone Pine shooting scenes "I, Will Travel." live in South-

tees for Party

have been benefit party to by the auxiliary Mateo Society Children. The scheduled for August will be given at the estate of William Randolph

e Ross is executive chairman. Her committee members include Mmes. Richardson Harrison Fulderman Lee, William Hollobin, Roger Bocmerson Northward Patrick is secretary, and J. Boissevain

e Sale

Lebekah Lodge sold a rummage sale on July 30 and 31 at street.

Zellerbachs Honor Conductor, Soprano

A very tanned Arthur Fiedler and attractive soprano Mary Gray were the guests of honor yesterday afternoon at a reception given by Art Commission President Harold Zellerbach and Mrs. Zellerbach at the Stock Exchange Club.

The honored pair will open the San Francisco Art Commission's summer pops concert series tomorrow night at Civic Auditorium.

Petite Mrs. Zellerbach, wearing a black dress and a pale blue hat, greeted the guests against a background of string music.

Mrs. Zellerbach reported that American Ambassador to Italy J. D. Zellerbach and Mrs. Zellerbach are expected here in mid-August. Mrs. Zellerbach will fly directly from Rome, while the Ambassador plans to stop off in Washington, D. C. They will be here about a month.

Other members of the Zellerbach clan, the Stephen

Zellerbachs, with Merla's sister, Mrs. Max Kettner, and the Richard Zellerbachs were in evidence. They, along with Italian Consul General Pierluigi Alvera, went to the Menlo Circus Club luau after the party.

Poom de Ralguine was telling friends that Tony Duquette and Vladimir Dukelsky (Vernon Duke) who had been here from the South, flew back to Hollywood Wednesday night directly after being honored by Poom at a cocktail party. The visitors had been dinner guests the night before of the Louis Benoists at Almaden.

Mr. and Mrs. Dan London were among the guests. Mrs. London leaves August 1 for a stay with the Bruce Kelhams at Tahoe and then on to Coeur d'Alene, Idaho. Meanwhile, Mr. London will take their boat "Adventur-ess" up to Seattle for the Gold Cup races August 10 and 11, where he will meet his wife. —Y. L. M.

ANNIV DANCE

Mr. and Mrs. of Atherton on their 50th anniversary by mo their friends a dinner dance Room of the I cis recently.

The Haases, the Peninsula cisco 18 year parents of Al Mrs. Manford Mrs. Marvin I

TAB Party

RECEPTION Dr. and Mrs. Cooper have tember 10 for they will g daughter, Eliz tante of the ... it will take 6 and 8 o'clock Francisc Yach Theodore Wo

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Mayor, Consular Chiefs Honor Egypt's King at Banquet Here

America. "a young country," will play a vital part in the new Egypt signalized by the crowning of Farouk I. first ruler of a free Egypt in four centuries, Acting Consul Ahmed A. Latif, said yesterday.

The installation of the young monarch was honored here at a banquet at the Stock Exchange Club

attended by civic and consular corps leaders. Mayor Rossi and British Consul General Archibald C. Charlton spoke.

"The comparatively young United States seems to have captured the imagination of our people," the Egyptian said. "Many of our best students attend your universities."

ed a 30-day stay of execution
by the U. S. Court of Appeals.

Royal Birthday Celebration Here

The 47th birthday of His
Royal Highness Prince Bern-
hard of The Netherlands will
be celebrated locally tonight
by the Holland American So-
ciety of California.

The Society will hold a
cocktail party from 6 to 8
p. m. in the Stock Exchange
Club, 155 Sansome street.
Prince Bernhard's birthday
is Sunday.

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CONSIDER THE ADVANTAGES OF BECOMING AN OPTIONS MARKET MAKER.

- Own your own business
- Prestige of Exchange membership
- Rapidly growing new industry
- High trading leverage

These points and many others, including capital requirements, will be discussed at a free seminar to be hosted by the Pacific Stock Exchange and its Options clearing firms: First Options of Chicago, Goldberg Securities, Singer & Mackie, Inc. and Wedbush, Noble, Cooke, Inc

**Place: The Stock Exchange Club
155 Sansome St., 10th floor
San Francisco, Ca.**

**Date: Wed., March 2 from 3 to 4 pm
Cocktails will follow.**

For reservations, call (415) 393-4040

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Brian Van Camp, a candi-
date for the Republican
nomination for secretary of
state, will be honored at a
reception at 4 p.m. tomor-
row at the Stock Exchange
Club, 155 Sansome street.

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Mr. and Mrs. Joseph B. Williams, 67 Everson street, and Sunday at the Cannery, 2801 Leavenworth street. Information: 863-8579.



Agnes O'Brien Smith, a candidate for Municipal Judge, will be honored at a reception at 5 p.m. tomorrow at the Stock Exchange Club, 155 Sansome street. Tickets available at the door.



Dan Del Carlo, secretary

The V Council of dorsesd M State Sup lic Instruc la for S Edward I ipal Judg recommen State Pro Propositio no votes c D and H.

San Fr Robert G



Photos by Mike Alexander

CHAMPAGNE WAS SERVED BEFORE GUESTS WENT TO DINNER
Brooks Walker and Mr. and Mrs. John Walker were in the group

Dining With the Ladies

TWO old sayings—the ones about never underestimate the power of a woman and rules are made to be broken—got together the other night, and the result was the Wine and Food Society's annual Ladies' Dinner.

The strictly masculine organization held its only coeducational

function of the year in another bastion of masculinity, the Stock Exchange Club.

For the first time, women had something to do with planning the lavish dinner. Cochairmen of the party were Mr. and Mrs. Aime Michaud Jr. and Mr. and Mrs. George Burgess.



FOOD AND WINE SOCIETY'S LADIES' DINNER AT STOCK
EXCHANGE CLUB

Mr. and Mrs. George Burgess and Mrs. Aime Michaud Jr.

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a.m. today at Kenn Park, Eighth
and Virginia streets, Berkeley. He
will appear at 8 p.m. today at the
Ashkenaz, 1317 San Pablo avenue,
Berkeley. Reservations, at \$5
each: 391-1976.



Mayoral candidate Milton
Marks will be honored at a cock-
tail party at the Stock Exchange
Club, 155 Sansome street, at 4:30
p.m. Tuesday. Reservations, at
\$25: 543-8422.

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What Giants Do With Up-Front Ticket Money

The S.F. Giants' mailbox is filling with applications for National League playoff and World Series tickets. Now all that needs to happen is for the hometowners to go all the way.

Applications for tickets must include a check or money order for games that will not be played until October.

At Candlestick there will be 15,000 box seats at \$25 a pop, 40,000 reserved seats at \$20 for the playoffs. When the Giants play in the World Series at Candlestick — assuming that minor miracle is performed by Roger Craig and his youthful stalwarts — tickets will cost \$40 for box seats, \$30 for reserved.

Simple arithmetic shows that the grand sum that will come into the Giants ticket office for games here is close to \$10 million.

When asked the other day about what happens to the money as it cascades in, Giants' Executive Vice President Corey Busch said, "We stick it in a mattress."

Then he had second, more serious thoughts.

What happens to the big bucks, Busch said, is that it is deposited in a short-term account at Bank of America, the team's official bank.

"It earns short-term money-market rates," Busch said, "something over 5 percent but under 6."

The Giants' executive said it should be emphasized that his office is acting as a ticket agent for the National League in playoff and possible World Series games at Candlestick only. The team gets to keep only its share of the booty.

What happens if the roof falls in and the Giants don't make the playoffs and are aced out of appearing in the series?

"People who signed up for tickets can go to their nearest Bank of America branch and get their money back in cash," Busch said. Or they can wait for a check in the mail.

The Giants' connection with the big bank goes back a long way. Lou Lurie, father of Bob, the team's owner, was one of the bank's major landlords. He believed that leasing a branch building to the bank was as good as leasing a building to the U.S. Post Office.

Those were the days, of course, when BofA was expanding its



DONALD K. WHITE

branch system, not shrinking as it now is.

Word that the Stock Exchange Club, a two-floor art deco wonder high up in the building at 155 Sansome Street, has crashed brings back memories of happier days when it was THE luncheon station for the city's financial bon ton.

The club closed down in May because of lack of interest from existing members — most of whom were getting long in the tooth — and an inability to attract new members.

Now a new group is out to revive the club under a new name, The City Club. Good luck!

The 58-year-old business club was born at the wrong time. It opened its plush quarters a month after the 1929 market crash, languished for years, revived in the 1950s and '60s but lost out to the much jazzier Bankers Club built atop the Bank of America tower in the '70s.

What made the Stock Exchange Club a capitalistic wonder was the gold leaf ceiling in its massive lounge, and its silver leaf ceiling in the dining room. Those touches, plus smooth, matched goat-skin walls in the lounge, gave the club an aroma of richness matched only by the fine Havanas smoked by the older members.

And the best touch of all: The Diego Rivera murals in the grand staircase, topped by a nude female figure purported to be Helen Wills Moody. At least the face looked like her.

When the club's capitalist founders commissioned Rivera to do the murals, little did they know, or care, that the Mexican artist was an avid communist.

Women Bank Employes Hold Fashion Show

Feminine employes of the Federal Reserve Bank of San Francisco will turn their thoughts from notes and securities to fashion and fancy this afternoon, when the Bank Club holds a tea and fashion show at the San Francisco Stock Exchange Club. and Ellen Skadan will be among the fifteen young employes who will model the latest autumn styles. Marianne Tremont, Grace Kurtz The party is from 3 to 5 o'clock.

HERB CAEN



Decline and Fall

IT IS TRUE, Mistuh Jimmy. We have despoliated the land, muddied the waters, made murky the heavens and (icccccch) fouled our own nests. Nevertheless, fair is fair, and as a friend of what is left of the earth, I am bugged by a wire service story last week from Dickey, Maine. I use the verb "bugged" advisedly — "nous buggons, vous buggez, ils buggoff" — because I am also a friend of bugs, especially cockaroaches, which wear their skeletons on the outside and shall inherit what is left of the earth because they are immune to radiation, television and improperly thawed pizzas. As the late John Steinbeck once said, impressed by my concern for flora and fauna, "He is a man who steps high over bugs." Especially barefoot ... You remember Flora and Fauna. As the Androgynous Sisters, they were very big just before and during World War II, their biggest hitting being "The Boogie-Woogie Bagel Boy." Maxine was the one in the middle.

★ ★ ★

BUT I DIGRESS. The wire service story out of Dickey, Maine, reported that "the discovery of a rare, wild snapdragon in a remote area of northern Maine could thwart construction of a \$600 million hydro-electric project." Obviously, this is not your garden variety snapdragon — in fact, it is called the furbish lousewort; I never met a lousewort I didn't like, furbish or refurbished, but since only some 35 specimens of licewort have been found, I say gather them into a nosegay for the coffee table, and let us get on with the project. Dr. Paul Seabury of UC claims to have met Furbish Lousewort III, and to have heard him say, "Friends of the Earth are not necessarily friends of man." (This was not the original Furbish Lousewort, obviously). One of the ironies here is that botanists have long considered the furbish lousewort to be extinct. Why these busybody botanists were mucking around in Dickey, Maine, was not made clear in the article, but can one doubt they were there to make trouble?

★ ★ ★

HISTORIC FOOTNOTE: Dickey, Maine, was named for the inventor of the dickey, an article of men's apparel long considered as extinct as the furbish lousewort. Generally white and starched, it was worn as a shirtfront, being held in place by a high vest. In early movie comedies, the dickey popped out from the vest and hit the wearer in the face, causing carefully controlled laughter. Along with the dickey, starched cuffs, protruding one-half inch beyond the jacket sleeve, were considered de rigueur among the bon ton. In answer to your delicately unspoken question, nothing but bare skin was worn between the dickey and the cuffs. At Cotillion Balls during the turn of the nose, the smell was unbearable.

★ ★ ★

THE CAPITALIST system is mighty and shall prevail, no matter how many snapdragons are thrown into the path of a \$600 million power project which, we are told, "has been in the planning stage for more than a decade." (From this you may deduce, correctly, that the Army Corps of Engineers is involved; this group is invited to go the way of dickets and snapdragons, too). Not that there's much left to the capitalist system or even Western democracy; to paraphrase Winston Churchill, "it's the worst system in the world except for all the others," a sentiment I think we can all put up with, or, to paraphrase Winston Churchill, a sentiment up with which we can all put. At last count, there were only about 15 or 20 capitalist democracies left in the world, which makes all of us endangered. Will Friends of the Earth speak up for us, or only for Furbish Lousewort, may his tribe decrease?

★ ★ ★

THE ABOVE abysmal thought came to me as I was lunching at the Stock Exchange Club on Sansome. I go there occasionally to admire the Art Deco architecture — a high point of capitalist art — and to look at Diego Rivera's huge mural of Northern California, arranged around a woman's head for whom the 1920s tennis star, Helen Wills, was said to be the model. The Club looks down on the Stock Exchange itself; its heroic statues at the entrance were the work of the beloved Telegraph Hill sculptor, Ralph Stackpole, who became so incensed at capitalist politics that he moved permanently to France. These ironies never fail to capture the heart of six-days-a-week columnists, also endangered — the Communist, Rivera, decorating the capitalists' club with the likeness of a woman who stands to right of Marie Antoinette, as the self-exile's monuments guard the portals of The System's holy of holies.

★ ★ ★

MY LUNCHEON partner was a sharp octogenarian, a native San Franciscan, an Old Blue who, true to The System, would be at Memorial Stadium in Berkeley Saturday for the one true Big Game. But he, too, is worried — not about the Bears or the bullish Cards but about the decline of the West. "What's to become of The System?" he asked an immensely rich banker friend, who replied, "System? We took it (the money) from the mob (meaning the people) and some day they will take it back." "And," persisted my worried friend, "what will you say when the mob appears at the front door of your beautiful mansion and wants your head on a pike?" "I will say," smiled the banker. "Thanks for letting me get away with it this long!" Furbish Lousewort III could not have said it better as he jumped out of the way of the onrushing bulldozers.



City of Officers James Lockhart, Louise Tang and Nick Laubacher, in front of Diego Rivera's mural.

CITY

—From F-1

San Francisco's new mayor, James Lockhart, today announced that he will appoint Louise Tang and Nick Laubacher as his first two deputy mayors.

Lockhart, a former mayor of San Francisco, said he chose Tang and Laubacher because of their long experience in city government.

Tang, 47, has worked for the city for 15 years. She was deputy director of the city's public works department.

Laubacher, 52, has worked for the city for 20 years. He was deputy director of the city's public works department.

Lockhart said he will also appoint a deputy clerk and a deputy treasurer.

The new mayor said he will also appoint a deputy director of the city's public works department.

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TALES

—From F-1

Unconventional vehicles appeared to revitalize California and southern California. It's almost impossible to count how many cars that have been modified to look like characters — St. Michael's parish.

In the three hours only three appeared in various parts of the county. It's almost impossible to count how many cars that have been modified to look like characters — St. Michael's parish.

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WARREN MILLER'S THE CURRY IS THE TOAST OF THE TOWN

TIM CURRY BULLOCK UGHAM ME AND MY GIRL

TONIGHT AT 8 CHANCE BY PHONE

LIFE IN HELL FROM THE DESK OF BONGO

NEIL SIMON'S Biloxi Blues 1985 TONY AWARD BEST PLAY

A Christmas Carol Joy to the World!

THEATER/ENTERTAINMENT GUIDE CARABAY DANCE OPERA THEATRE

San Francisco Examiner

Style

THURSDAY, NOVEMBER 12, 1987

'Hoffmann' a dazzler

Domingo supported by strong cast

By Timothy Fial

IT MIGHT HAVE happened only once in the history of the opera house — but the rebeking news of the production of 'The Tales of Hoffmann' at the San Francisco Opera is a most remarkable event. The opera's production of 'The Tales of Hoffmann' is a most remarkable event. The opera's production of 'The Tales of Hoffmann' is a most remarkable event.

Pacido Domingo, left, and James Morris in S.F. Opera's 'new' production of 'The Tales of Hoffmann'

The Hoffmann tales are told in this opera-historical production. The production of 'The Tales of Hoffmann' is a most remarkable event. The opera's production of 'The Tales of Hoffmann' is a most remarkable event.

Weaving spiders come on down

By D'Ann Fallon

OF THE SPINNING OF THE FINEST threads of the opera house, the production of 'The Tales of Hoffmann' is a most remarkable event. The opera's production of 'The Tales of Hoffmann' is a most remarkable event.

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U2: A rock message for '87

U2 lead singer Bono playfully chides the crowd which gathered at non-hipped Justin Herman Plaza

'This town is too cool to let a band like us come in and be serious'

U2 lead singer Bono playfully chides the crowd which gathered at non-hipped Justin Herman Plaza. The production of 'The Tales of Hoffmann' is a most remarkable event.

The media's South African dilemma

On media

Eleanor Randolph

WASHINGTON — The media's dilemma over South Africa is a most remarkable event. The media's dilemma over South Africa is a most remarkable event.

Black Rep makes itself at home

By Scott Rosenbaum

THEATRE REVIEW

'The Great Republic' is a most remarkable event. The production of 'The Tales of Hoffmann' is a most remarkable event.

INSIDE

Peace rally

Decreasing tuition

American Indian Fest

REUBEN, JUNIUS & ROSE, LLP

February 8, 2022

Via Email (pilar.lavalley@sfgov.org)

Pilar LaValley
San Francisco Planning Department
49 South Van Ness Ave.
San Francisco, CA 94103

**Re: Letter on Behalf of the Owner – Augmenting Record
Allegory of California Fresco at 155 Sansome Street
Board of Supervisors File No.: 210352
Planning Case No.: 2021-005992DES**

Our File No.: 5990.07

Dear Ms. LaValley:

This office represents Stock Exchange Tower Associates, the long-term local owner (“**Owner**”) of the property at 155 Sansome Street, commonly known as the Stock Exchange Tower (the “**Property**”). On November 3, 2021, the Historic Preservation Commission (“**HPC**”) heard this matter and made a recommendation to support the designation.

We are in receipt of your letter to the Board dated January 31, 2022 that contains “research notes from research undertaken” by Planning Department staff and others. We appreciate your diligence in supplementing the record with your research. However, we believe that all of this data provides even more evidence to support the claims we made at the HPC hearing and in our prior submittals: (a) that the Diego Rivera mural has, since its creation, been located in a private club, on the 10th floor of a private office building; and (b) that while specific members of the general public have occasionally been allowed into the City Club (hereinafter defined) to see the mural, each of those occasions were exclusively in connection with private invitation only events. Such private invitation only events continue to this day at the City Club in its current form.

There is no evidence whatsoever in the record that the City Club has ever been “open to the general public.” As we discuss at length below, this is a key fact that must be clarified for the record. Two groups of people are allowed entry into the City Club: members, and invited guests of members, or others who have arranged for private invitation only events at the City Club.

The long list of events you have provided in the January 31st letter, beginning in 1932 through 1987, are comprised almost exclusively of private organizations, clubs and business

groups renting space for private events from the private City Club. There is no indication that the general public would've been part of any of these private events.

In addition, the first six events you have listed, dating from 1932 to 1940, did not even take place in the City Club. Each of these events was held at a different part of the private office building located at 155 Sansome Street, and had nothing to do with the City Club.

Below we summarize and reiterate our opposition to, and concerns about, this designation, as well as to supplement the record and correct various errors and omissions in the staff report regarding the Allegory of California Fresco that was painted by Diego Rivera (the “**Artwork**”).

We request that this letter be added to the record provided to the Board of Supervisors in connection with this matter. We incorporate by reference our letter and materials provided on October 26, 2021.

The City Club is a Private Space

As we discussed at the HPC hearing, one of the most troubling elements of this proposal is that it may inadvertently give people the wrong impression about the nature of the location of the Artwork. As we will discuss in detail, the Artwork is located in the City Club. The City Club of San Francisco, and its predecessor the Stock Exchange Luncheon Club (herein referred to as the “**City Club**”) is a private, members only club whose space includes the 10th and 11th floors of a private office building located at 155 Sansome Street. The staff case report and the draft landmarking ordinance appear to be asserting that somehow the City Club is open to the public. It is not. Let me be clear for the record: the City Club is a private space, and we object to all statements in the staff report and draft ordinance that argue to the contrary.

A key issue here is whether the space where the Artwork is located is a private or public space. If a space is truly public, the general public may enter upon and use the property. Parks are great examples of this. If a space is truly private, only the owners of that property may grant entry. A private home is such an example.

There are more complex examples, but in the end, we usually can agree on when a space is public or private by what purpose it serves. Retail establishments located on the ground floor of a building are clearly designed to invite the public to enter the business. That is not to say the owner of the shop doesn't have the right to close his door, have reasonable rules of engagement (no shirt, no shoes, no service...). But the business owners in these cases want the public to come in; the invitation is open.

Compare this to private office space in a downtown office building. The accountant or consultant that has rented office space on the 30th floor of a building is in a private office. The public is not permitted to enter, except by express invitation. That is the function of a security

desk...to make sure that only invited guests are permitted to get in the elevator and visit the private offices. The operation and location of the City Club is like the private office, not like the ground floor retailer.

We also take issue with some of the draft ordinance findings. Section 7...on page 3, the City gives a number of examples to justify the contention that the City Club is not a private club, but has somehow been transformed into public space. These findings are inaccurate, mischaracterizations and misinterpretation of the facts:

- 7.A. - In this section, my own statements are misrepresented - Tours for organizations such as SF Heritage of the Art Deco Society do happen, but they are by invitation only by the City Club and/or its members.
- 7.C. - The statement in the section regarding City Guides fails to acknowledge that the City Guides' own materials state that the location of the mural is "normally closed to the public." City Guides is, again, invited in by the City Club.
- 7.D. - The same inaccuracy is in this finding: these tours are by invitation only.
- 7.E. - This finding seems to indicate that the rental of a private facility for individual invitation only events transforms the space into public space. This cannot be the law.
- 7.F. and G. - The fact that in the 1930s, upon the opening of the building, these were invitation only events – that is hardly a shock.

In every situation cited by the City, and all of the new information presented, the key fact that is left out is that the members of the general public who had an opportunity to see the mural were invited guests.

And the fact that the City Club rents out club facilities for various private events does not turn a private space into a public space. These private events are no different from a private, invitation only, event at a hotel. That hotel ballroom that gets rented for a wedding is still a private hotel ballroom owned and operated by the hotel. Nobody in the general public is permitted to simply walk in and begin using the ballroom. And while the private event is underway, entrance is restricted to those invited. Just like events at the City Club. None of this changes the space from private to public.

Private homes are another example. In the City, it is not uncommon for large private homes to invite members of the public in for a fundraising event. The Decorator Showcase is a good example of this. Thousands of members of the public are invited in for the fundraiser to see the beautiful home and décor. At the end of the event, the home remains a private home. These properties are opened up for a limited purpose, and for a specific date and time.

Article 10 Was Never Intended to Apply to Artworks

Planning Code (“Code”) Section 1004(c) provides that “The property included in any such designation shall upon designation be subject to the controls and standards set forth in this Article 10.”

Article 10 was designed to deal with buildings, sites and areas. It was never intended to deal with artwork. We are at a loss to understand exactly what landmarking a work of art really means. This is another reason the Owner is so concerned about this designation. If the Code doesn’t clearly describe what landmarking a piece of art means, we have created a situation where the unintended consequences of this action may prove harmful to the ability to care for or protect the Artwork. Whether it be future changes to Article 10, or changes in the financial or insurance worlds that result in the inability to obtain financing or properly insure the Artwork, or some other unforeseen event, these are real concerns.

Private Property Not Historically Publicly Accessible Should Not be Eligible for Landmarking

As we discuss in our October 2021 submittal, since its construction, the Stock Exchange Tower has remained a private building and not open to the general public. In 1931, Diego Rivera painted the Allegory of California. The Artwork was created in the interior space of the Stock Exchange Tower on the wall and ceiling of the 10th floor stairwell, in the private Stock Exchange Luncheon Club (now the City Club). At all times since the Artwork’s creation, the interior space of the Stock Exchange Tower, including where the Artwork is located, has never been open to the public.

Under Article 10, the City has significant latitude to landmark various buildings, sites and areas within the City. And I think it is critical to keep in mind why the Code is structured this way. The focus on buildings, sites or areas is because these are all part of the public realm, and as such, can be viewed or enjoyed by the public. No public purpose is served by landmarking something in a space that has never been open to the public.

The Artwork is located on the 10th floor of a private office building, within a private club. It is not a public space. The City Club is not a museum. It is not a restaurant open to the public. It is not a banking hall frequented by members of the general public. It is not a hotel lobby. It is a private club, like many private clubs in the City. It is on the 10th floor of a private building. This landmark proposal does not further the public’s interest in historic preservation.

Planning Code Article 10 sets forth very specific policies and goals that have almost exclusively been applied to (a) buildings, and (b) sites and areas, in the public realm. The landmarking of interior spaces is uncommon. The purpose of Article 10 is set forth in Planning Code Section 1004, the full text of which is as follows:

It is hereby found that **structures, sites and areas of special character or special historical, architectural or aesthetic interest or value** have been and continue to be unnecessarily destroyed or impaired, despite the feasibility of preserving them. It is further found that the prevention of such needless destruction and impairment is essential to the health, safety and general welfare of the public. The purpose of this legislation is to promote the health, safety and general welfare of the public through:

(a) The protection, enhancement, perpetuation and use of **structures, sites and areas** that are reminders of past eras, events and persons important in local, State or national history, or which provide significant examples of architectural styles of the past or are landmarks in the history of architecture, or which are unique and irreplaceable assets to the City and its neighborhoods, or which provide for this and future generations examples of the physical surroundings in which past generations lived;

(b) The development and maintenance of appropriate settings and environment for such **structures, and in such sites and areas**;

(c) The enhancement of property values, the stabilization of neighborhoods and areas of the City, the increase of economic and financial benefits to the City and its inhabitants, and the promotion of tourist trade and interest;

(d) The preservation and encouragement of a City of varied architectural styles, reflecting the distinct phases of its history: cultural, social, economic, political and architectural; and

(e) The enrichment of human life in its educational and cultural dimensions in order to serve spiritual as well as material needs, by fostering knowledge of the living heritage of the past.

While the Owners are honored by the recognition of the Artwork, in reviewing the purposes of Article 10, we cannot square this effort to landmark a work of art with the stated policy goals of Article 10. The underlying public benefit of landmarking “structures, sites and areas” is so that people can continue to see and appreciate them. The focus of Article 10 is on preserving architectural styles, stabilization of neighborhoods, promotion of tourism, and educational and cultural enrichment. *All of these preservation goals are achieved in the public realm.* The structures, sites and areas subject to Article 10 jurisdiction are by definition things the public can see and places the public can go. Private interior spaces, including those on the 10th floor of a private office building, in a private club, are not covered because they cannot be, and never have been, accessed by the general public.

Interior Spaces are Specifically Addressed in Article 10

The Artwork is located on the 10th floor of a private building. As discussed above, this space has been used continuously, since its construction, as a private club since the building’s construction. Its location 10 stories above the street in a private club means it cannot be viewed

even casually by passersby through a window or lobby door. Its location, and the lack of any visibility or unrestricted access by the public, is the key fact here that deprives the City of jurisdiction.

The Planning Code allows the Historic Preservation Commission and Board of Supervisors to landmark “an individual structure or feature.”¹ The Code goes on to specifically address the issue of “significant interior architectural features.” Planning Code Section 1004 says, in relevant part:

(a) The HPC shall have the authority to recommend approval, disapproval, or modification of landmark designations and historic district designations under this Code to the Board of Supervisors. Pursuant to the procedures set forth hereinafter:

(1) The Board of Supervisors may, by ordinance, designate an individual structure or other feature or an integrated group of structures and features on a single lot or site, having a special character or special historical, architectural or aesthetic interest or value, as a landmark, and shall designate a landmark site for each landmark; and

...

(b) Each such designating ordinance shall include, or shall incorporate by reference to the pertinent resolution of the HPC then on file with the Clerk of the Board of Supervisors, as though fully set forth in such designating ordinance, the location and boundaries of the landmark site or historic district, a description of the characteristics of the landmark or historic district that justify its designation, and a description of the particular features that should be preserved. Any such designation shall be in furtherance of and in conformance with the purposes of this Article 10 and the standards set forth herein.

(c) The property included in any such designation shall upon designation be subject to the controls and standards set forth in this Article 10. In addition, the said property shall be subject to the following further controls and standards if imposed by the designating ordinance:

(1) For a publicly-owned landmark, review of proposed changes to significant interior architectural features.

(2) For a privately-owned landmark, **review of proposed changes requiring a permit to significant interior architectural features in those areas of the landmark that are or historically have been accessible to members of the public.** The designating ordinance must clearly describe each significant interior architectural feature subject to this restriction. (emphasis added)

¹ Planning Code, § 1004(a)(1).

Section 1004(c)(2) expressly provides that the interior feature must be “in those areas of the landmark that are or historically have been accessible to members of the public.” The Artwork here is and always has been in a non-public setting.

Conclusion

In closing, we point out that Diego Rivera’s original decision to create the Artwork in a private club appears to have been a carefully considered one. As we know, bringing Diego Rivera to do work in the United States at that time was extremely controversial. Timothy Pflueger, architect for the building, and the one who hired Diego Rivera, had this to say at the height of the controversy:


“The mural is not in any of the public rooms of the stock exchange but is in the rooms of the stock exchange lunch club, an entirely different institution...it is a private club, and what they choose to put on their walls is their business...”

Along these same lines, the staff report, at the top of page 10, goes into more detail about the selection of this location. Originally, Rivera’s patrons had planned his first commission at the California School of Fine Arts. Criticism over this decision may have led Rivera to do the club mural first...where a private commercial space rather than an academic public space ruled out “arguing in the public sphere.” So the mural was purposely located in a private club. The private nature of the space was integral to Rivera’s decision to create the Artwork there in the first place.

The space where the Artwork is located has been used as a private club since the construction of the building in 1930. In summary, we believe this designation proposal should be rejected as it does not further the policy goals of Article 10 and is improper because the subject of the proposal is located in a private space that has never been open to the general public.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP


Andrew J. Junius

cc: Stock Exchange Tower Associates

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

**NOTICE OF PUBLIC HEARING
LAND USE AND TRANSPORTATION COMMITTEE
BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO**

NOTICE IS HEREBY GIVEN THAT the Land Use and Transportation Committee of the City and County of San Francisco will hold a remote public hearing to consider the following hearing matter and said public hearing will be held as follows, at which time all interested parties may attend and be heard:

Date: February 14, 2022

Time: 1:30 p.m.

Location: REMOTE MEETING VIA VIDEOCONFERENCE

Watch: www.sfgovtv.org

Watch: SF Cable Channel 26, 78, or 99 (*depending on your provider*) once the meeting starts, the telephone number and Meeting ID will be displayed on the screen.

Public Comment Call-In: <https://sfbos.org/remote-meeting-call>

Subject: **File No. 220037.** Ordinance amending the Planning Code to designate the fresco, titled "Allegory of California," in the grand stairwell between 10th and 11th floors of The City Club of San Francisco (former Pacific Stock Exchange Luncheon Club), within 155 Sansome Street, Assessor's Parcel Block No. 0268, Lot No. 001A, as a Landmark consistent with the standards set forth in Article 10 of the Planning Code; affirming the Planning Department's determination under the California Environmental Quality Act; and making public necessity, convenience, and welfare findings under Planning Code, Section 302, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

PUBLIC COMMENT CALL-IN

WATCH: SF Cable Channel 26, 78, or 99, (*depending on your provider*) once the meeting starts, and the telephone number and Meeting ID will be displayed on the screen; or

VISIT: <https://sfbos.org/remote-meeting-call>

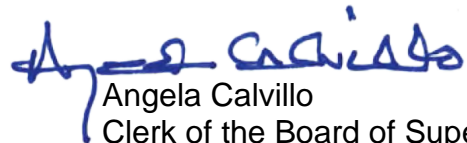
Please visit the Board’s website (<https://sfbos.org/city-board-response-covid-19>) regularly to be updated on the City’s response to COVID-19 and how the legislative process may be impacted.

In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments prior to the time the hearing begins. These comments will be made as part of the official public record in this matter and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA, 94102 or sent via email (board.of.supervisors@sfgov.org). Information relating to this matter is available in the Office of the Clerk of the Board or the Board of Supervisors’ Legislative Research Center (<https://sfbos.org/legislative-research-center-lrc>). Agenda information relating to this matter will be available for public review on Friday, February 11, 2022.

For any questions about this hearing, please contact the Assistant Clerk for the Land Use and Transportation Committee:

Erica Major (Erica.Major@sfgov.org) ~ (415) 554-4441)

Please Note: *The Department is open for business, but employees are working from home. Please allow 48 hours for us to return your call or email.*



Angela Calvillo
Clerk of the Board of Supervisors
City and County of San Francisco

em:bjj:ams