

1 [Planning Code - Landmark Designation - De Urioste Home - James C. Hormel Mansion]

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3 **Ordinance amending the Planning Code to designate the De Urioste Home - James C.**
 4 **Hormel Mansion, located at 181 Buena Vista Avenue East, Assessor's Parcel Block No.**
 5 **1258, Lot No. 026, on the east side of Buena Vista Avenue East between Waller Street**
 6 **and Duboce Avenue, as a landmark consistent with the standards set forth in Article 10**
 7 **of the Planning Code; affirming the Planning Department's determination under the**
 8 **California Environmental Quality Act; and making public necessity, convenience, and**
 9 **welfare findings under Planning Code, Section 302, and findings of consistency with**
 10 **the General Plan, and the eight priority policies of Planning Code, Section 101.1.**

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

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

19 Section 1. Findings.

20 (a) Environmental and Land Use Findings.

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

1 Said 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
3 this determination.

4 (2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
5 the proposed landmark designation of De Urioste Home - James C. Hormel Mansion will
6 serve the public necessity, convenience, and welfare for the reasons set forth in Historic
7 Preservation Commission Resolution No. _____, recommending approval of the
8 proposed designation, which is incorporated herein by reference.

9 (3) The Board of Supervisors finds that the proposed landmark designation of
10 the De Urioste Home - James C. Hormel Mansion is consistent with the General Plan and with
11 Planning Code Section 101.1(b) for the reasons set forth in Historic Preservation Commission
12 Resolution No. _____, which is incorporated herein by reference.

13 (b) General Findings.

14 (1) On March 3, 2026, the Board of Supervisors adopted Resolution No. 106-
15 26, initiating landmark designation of De Urioste Home - James C. Hormel Mansion as a San
16 Francisco Landmark pursuant to Section 1004.1 of the Planning Code. On March 6, 2026, the
17 Mayor approved the resolution. Said resolution is on file with the Clerk of the Board of
18 Supervisors in File No. 260059.

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 dated May 20, 2026 was prepared
23 by Planning Department Preservation staff. All preparers meet the Secretary of the Interior’s
24 Professional Qualification Standards for historic preservation program staff, as set forth in
25 Code of Federal Regulations Title 36, Part 61, Appendix A. The report was reviewed for

1 accuracy and conformance with the purposes and standards of Article 10 of the Planning
2 Code. A copy of the Landmark Designation Fact Sheet is on file with the Clerk of the Board of
3 Supervisors in File No. _____ and is incorporated herein by reference.

4 (4) The Historic Preservation Commission, at its regular meeting of May 20,
5 2026, reviewed Planning Department staff’s analysis of the historical significance of De
6 Urioste Home - James C. Hormel Mansion set forth in the Landmark Designation Fact Sheet.

7 (5) On May 20, 2026, after holding a public hearing on the proposed
8 designation and having considered the specialized analyses prepared by Planning
9 Department staff and the Landmark Designation Fact Sheet, the Historic Preservation
10 Commission recommended designation of De Urioste Home - James C. Hormel Mansion as a
11 landmark consistent with the standards set forth in Section 1004 of the Planning Code, by
12 Resolution No. _____. Said resolution is on file with the Clerk of the Board of Supervisors
13 in File No. _____.

14 (6) The Board of Supervisors hereby finds that De Urioste Home - James C.
15 Hormel Mansion has a special character and special historical, cultural, architectural, and
16 aesthetic interest and value, and that its designation as a landmark will further the purposes of
17 and conform to the standards set forth in Article 10 of the Planning Code. In doing so, the
18 Board of Supervisors hereby incorporates by reference the findings of the Landmark
19 Designation Fact Sheet.

20
21 Section 2. Designation.

22 Pursuant to Section 1004.3 of the Planning Code, the De Urioste Home - James C.
23 Hormel Mansion, located at 181 Buena Vista Avenue East, Assessor’s Parcel Block No. 1258,
24 Lot No. 026, is hereby designated as a San Francisco landmark consistent with the standards
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1 set forth in Section 1004. Appendix A to Article 10 of the Planning Code is hereby amended to
2 include this property.

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4 Section 3. Required Data.

5 (a) The description, location, and boundary of the landmark site consists of the
6 footprint of the De Urioste Home - James C. Hormel Mansion, located on Assessor's Parcel
7 Block No. 1258 Lot No. 026, on the northwest corner of Buena Vista Avenue East and
8 Duboce Avenue in San Francisco's Haight Ashbury neighborhood, as shown in the Landmark
9 Designation Fact Sheet.

10 (b) The characteristics of the landmark that justify its designation are described and
11 shown in the Landmark Designation Fact Sheet and other supporting materials contained in
12 Planning Department Record Docket No. 2026-002392DES. The property was constructed at
13 181 Buena Vista Avenue East in the Haight Ashbury neighborhood in 1899 by architect
14 Nathaniel Blaisdell. In brief, the De Urioste Home - James C. Hormel Mansion, located at 181
15 Buena Vista Avenue East, is eligible for local designation due to its historical associations with
16 past owners including the De Urioste family and James C. Hormel. The De Urioste family
17 were a Guatemalan family heralded as a "pioneering San Francisco family, actively involved
18 in local politics, business, the development of the Park Hill Tract and philanthropic
19 endeavors." George de Urioste was appointed Consul of the Argentine Republic in November
20 1901, a post he retained through at least 1913. He was approached routinely throughout the
21 decade of the 1910s by the city's newspapers as an authority on political matters in Central
22 and South America, quoted regularly for analysis in response to revolutions in Guatemala and
23 Argentina and infrastructure development projects, including rail and canal building. The
24 family owned the property for two generations until selling it to LGBTQ
25 philanthropist, activist, and diplomat James C. Hormel, who resided in the home from 1986-

1 2012. Hormel was active in the fight against the Briggs initiative in the late 1970s, which
2 sought to ban gays and lesbians from working in California public schools, and
3 helped establish the Human Rights Campaign Fund in 1981. President Bill Clinton nominated
4 Hormel to be the Ambassador to Luxembourg in 1999 amidst a great deal of controversy,
5 becoming the first openly gay American ambassador to a foreign country. Over the course of
6 his lifetime, Hormel donated more than \$15 Million to LGBTQ causes, including funding the
7 James C. Hormel Gay and Lesbian Center at San Francisco Public Library's Main
8 Library, which opened in 1996. The property is also an exemplary example of Queen Anne
9 architecture.

10 (c) The particular features that should be preserved, or replaced in kind as determined
11 necessary, are those generally shown in photographs and described in the Landmark
12 Designation Fact Sheet, which can be found in Planning Department Record Docket No.
13 2026-002392DES, and which are incorporated in this designation by reference as though fully
14 set forth herein. This designation does not identify any interior character-defining features.
15 Specifically, the features that are character-defining and shall be preserved or replaced in kind
16 are the exterior elevations, form, massing, structure, rooflines, architectural ornament, and
17 materials of the property, identified as:

- 18 (1) Location of the house on the property;
- 19 (2) Asymmetrical three-story massing;
- 20 (3) Wood-frame construction;
- 21 (4) Full-height towers at the southeast and southwest corners, as well as witches
22 cap roofs and finials;
- 23 (5) Compound hipped and gable roof dormers;
- 24 (6) Applied and structural Classical facade elements, including dentil moldings and
25 Doric columns;

- 1 (7) Turned wood balusters at the porches and balconies;
- 2 (8) Fenestration pattern, including size and shape of openings, particularly where
- 3 visible to the public at the west and south facades and upper south portion of the
- 4 east façade;
- 5 9) All double-hung wood-sash windows with ogee lugs and distinctively-shaped
- 6 molded wood surrounds;
- 7 10) Flush wood and wood shingle cladding; and
- 8 11) Primary entrance at the primary façade, as well as surrounding entry
- 9 enclosure with multilite windows with curved mullions.

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11 Section 4. Effective Date.

12 This ordinance shall become effective on the 31st day after enactment. Enactment

13 occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or

14 does not sign the ordinance within 10 days of receiving it, or the Board of Supervisors

15 overrides the Mayor's veto of the ordinance.

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17 APPROVED AS TO FORM:
18 DAVID CHIU, City Attorney

19 By: /s/ Peter Miljanich

20 PETER MILJANICH
21 Deputy City Attorney

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