



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 742 HEARING DATE DECEMBER 17, 2014

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RESOLUTION RECOMMENDING TO THE BOARD OF SUPERVISORS THE DESIGNATION OF 182-198 GOUGH STREET, HISTORICALLY KNOWN AS THE R. L. GOLDBERG BUILDING, LOT 014 IN ASSESSOR'S BLOCK 0837, AS AN ARTICLE 10 LANDMARK PURSUANT TO SECTION 1004 OF THE PLANNING CODE

1. WHEREAS, at its regularly scheduled hearing on November 19, 2014 the Historic Preservation Commission reviewed a draft Landmark Designation Report for 182-198 Gough Street prepared by Edward Yarbrough, who meets the Secretary of the Interior's professional qualifications for architectural history; and
2. WHEREAS, the draft Landmark Designation Report was reviewed by Department staff and determined to have sufficient information to support the Article 10 landmark designation of 182-198 Gough Street; and
3. WHEREAS, at its regularly scheduled hearing on November 19, 2014 the Historic Preservation Commission reviewed the Department's Landmark Designation Case Report for the R. L. Goldberg Building and heard public testimony regarding landmark designation; and
4. WHEREAS, at its regularly scheduled hearing on November 19, 2014 the Commission voted unanimously to initiate designation of 182-198 Gough Street, historically known as the R. L. Goldberg Building, as an Article 10 landmark; and
5. WHEREAS, the Historic Preservation Commission finds that 182-198 Gough Street is an architecturally significant example of an early 20th century mixed use building designed by prominent architect, Bernard J. Joseph, featuring superior Classically inspired ornamentation and three extraordinarily rare and intact historic storefronts; and
6. WHEREAS, the Historic Preservation Commission finds that the construction 182-198 Gough Street was commissioned by Rueben (Rube) Lucius Garrett Goldberg, a native of San Francisco and a Pulitzer Prize-winning cartoonist famed for his illustrations of elaborate contraptions; and
7. WHEREAS, the Historic Preservation Commission finds that the building may have some significance for its association with Rube Goldberg, but that its primary significance is derived from its architectural expression and outstanding physical integrity; and

8. WHEREAS, the Historic Preservation Commission finds that the 182-198 Gough Street meets the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
9. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the Landmark Designation Case Report, should be considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity.

RESOLVED, that the Historic Preservation Commission hereby recommends to the Board of Supervisors the designation of 182-198 Gough Street, Assessor's Block 0837, Lot 014 as an Article 10 Landmark pursuant to Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on December 17, 2014.

Jonas P. Ionin
Commission Secretary

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

NAYS:

ABSENT:

ADOPTED: December 17, 2014