[Planning Code - Landmark Designation - Phoenix Brewery]

Ordinance amending the Planning Code to designate the Phoenix Brewery, located at 552 Noe Street, Assessor's Parcel Block No. 3583, Lot No. 011, on the west side of Noe Street between 18th Street and 19th Street, 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.

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

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

Section 1. Findings.

(a) Environmental and Land Use Findings.

(1) The Planning Department has determined that the Planning Code amendment proposed in this ordinance is subject to a Categorical Exemption from the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq., hereinafter "CEQA") pursuant to Section 15308 of California Code of Regulations, Title 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). Said determination is on file with the Clerk of the Board of Supervisors in File No. 260584 and is incorporated herein by reference. The Board of Supervisors affirms this determination.

(2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the proposed landmark designation of the Phoenix Brewery will serve the public necessity, convenience, and welfare for the reasons set forth in Historic Preservation Commission Resolution No. 1581, recommending approval of the proposed designation, which is incorporated herein by reference.

(3) The Board of Supervisors finds that the proposed landmark designation of the Phoenix Brewery is consistent with the General Plan and with Planning Code Section 101.1(b) for the reasons set forth in Historic Preservation Commission Resolution No. 1581, which is incorporated herein by reference.

(b) General Findings.

(1) On March 3, 2026, the Board of Supervisors adopted Resolution No. 108-26, initiating landmark designation of the Phoenix Brewery as a San Francisco landmark pursuant to Section 1004.1 of the Planning Code. On March 6, 2026, the Mayor approved the resolution. Said resolution is on file with the Clerk of the Board of Supervisors in File No. 260061.

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

(3) The Landmark Designation Fact Sheet dated May 20, 2026 was prepared by Planning Department Preservation staff. All preparers meet the Secretary of the Interior's Professional Qualification Standards for historic preservation program staff, as set forth in Code of Federal Regulations Title 36, Part 61, Appendix A. The report was reviewed for

accuracy and conformance with the purposes and standards of Article 10 of the Planning Code. A copy of the Landmark Designation Fact Sheet is on file with the Clerk of the Board of Supervisors in File No. 260584 and is incorporated herein by reference.

(4) The Historic Preservation Commission, at its regular meeting of May 20, 2026, reviewed Planning Department staff's analysis of the historical significance of the Phoenix Brewery set forth in the Landmark Designation Fact Sheet.

(5) On May 20, 2026, after holding a public hearing on the proposed designation and having considered the specialized analyses prepared by Planning Department staff and the Landmark Designation Fact Sheet, the Historic Preservation Commission recommended designation of the Phoenix Brewery as a landmark consistent with the standards set forth in Section 1004 of the Planning Code, by Resolution No. 1581. Said resolution is on file with the Clerk of the Board in File No. 260584.

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

Section 2. Designation.

Pursuant to Section 1004.3 of the Planning Code, the Phoenix Brewery, located 552 Noe Street, Assessor's Parcel Block No. 3583, Lot No. 011, is hereby designated as a San Francisco landmark consistent with the standards set forth in Section 1004. Appendix A to Article 10 of the Planning Code is hereby amended to include this property.

Section 3. Required Data.

(a) The description, location, and boundary of the landmark site consists of the footprint of the Phoenix Brewery, located on Assessor's Parcel Block No. 3583, Lot No. 011, on the west side of Noe Street between 19th Street and 18th Street in San Francisco's Castro/Upper Market neighborhood, as shown in the Landmark Designation Fact Sheet.

(b) The characteristics of the landmark that justify its designation are described and shown in the Landmark Designation Fact Sheet and other supporting materials contained in Planning Department Record Docket No. 2026-002396DES. In brief, the Phoenix Brewery, located at 552 Noe Street, is the most intact identified example of property associated with Eureka Valley's early industrial history. Thomas Kirby, an Irish immigrant, founded the Phoenix Brewery in 1876 and was living and operating in Noe Street by 1878. Kirby produced ale, malt extract, and stout on site. The Phoenix Brewery is significant as Eureka Valley's earliest documented commercial brewing and bottling operation building.

(c) The particular features that should be preserved, or replaced in kind as determined necessary, are those generally shown in photographs and described in the Landmark Designation Fact Sheet, which can be found in Planning Department Record Docket No. 2026-002396DES, and which are incorporated in this designation by reference as though fully set forth herein. This designation does not identify any interior character-defining features. Specifically, the features that are character-defining and shall be preserved or replaced in kind are the exterior elevations, form, massing, structure, rooflines, architectural ornament, and materials of the property identified as:

(1) Two-story height;

(2) Front facing gabled roofs behind false parapets;

(3) Wooden ornamentation, including applied wooden elements mimicking interior structural supports, wide bands of trim below the cornice, and elongated brackets;

(4) Ground level entrances;

(5) Rectangular bays with bracketed hoods;

(6) Double hung wood windows with ogee lugs; and

(7) Upper-story wood construction, lower-story brick cladding.

Section 4. Effective Date.

This ordinance shall become effective on the 31st day after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor's veto of the ordinance.

APPROVED AS TO FORM:
DAVID CHIU, City Attorney

By: /s/ Peter Miljanich

PETER MILJANICH
Deputy City Attorney