San Francisco Planning

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May 29, 2026

Ms. Angela Calvillo, Clerk of the Board of Supervisors
Honorable Supervisor Mandelman
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: angela.calvillo@sfgov.org

Re: **Transmittal of Planning Department Case Numbers**

2026-001889DES, 1450 Masonic Avenue /Alexander Adams Home, BOS File No. 260065
2026-001897DES, 740 Castro Street/Charles L. Hinkel Home, BOS File No. 260046
2026-001899DES, 99 Divisadero Street/Born Home, BOS File No. 260047
2026-001901DES, 11 Piedmont Street/Early Haight Ashbury Farmhouse, BOS File No. 260048
2026-001903DES, 1200 Dolores Street/Charles Katz Home, BOS File No. 260049
2026-001905DES, 2173 15th Street/Duboce Triangle Greek Revival Home, BOS File No. 260050
2026-001909DES, 1335 Guerrero Street/Elliott M. Wilson Home, BOS File No. 260051
2026-001911DES, 3816 22nd Street/Engine Company No. 44-Adams Van Hoesen House, BOS File No. 260053
2026-001915DES, 737 Buena Vista Avenue West/Richard Spreckels Mansion-Buena Vista Studios, BOS File No. 260054
2026-001917DES, 3689 19th Street/Mission Congregational Church, BOS File No. 260055
2026-001919DES, 1415-1417 Guerrero Street/Guerrero Street Double Stick Eastlake House, BOS File No. 260056
2026-001921DES, 191-197 Henry Street/Henry Street Rowhouses, BOS File No. 260057
2026-002388DES, 455 Fair Oaks Street/Holy Innocents Church, BOS File No. 260058
2026-002392DES, 181 Buena Vista Avenue East/De Urioste Home-James C. Hormel Mansion, BOS File No. 260059
2026-002394DES, 210 Douglass Street/John J. Clark House, BOS File No. 260060
2026-002396DES, 552 Noe Street/Phoenix Brewery, BOS File No. 260061
2026-002404DES, 192 Laidley Street/Poole-Bell House, BOS File No. 260066
2026-002406DES, 1526 Masonic Avenue/Power House, BOS File No. 260067
2026-002408DES, 651 Dolores Street/Second Church Of Christ Scientist, BOS File No. 260068
2026-002410DES, 394 Fair Oaks Street/William Shaughnessy Home, BOS File No. 260069
2026-002412DES, 657 Chenery Street/Tietz-Beneke House, BOS Fole No. 260071

Dear Ms. Calvillo and Supervisor Mandelman,

On May 20, 2026, the San Francisco Historic Preservation Commission (hereinafter "HPC") conducted a duly noticed public hearing at a regularly scheduled meeting to consider Supervisor Mandelman's ordinances (Board File Nos. 260065, 260046, 260047, 260048, 260049, 260050, 260051, 260053, 260054, 260055, 260056, 260057, 260058, 260059, 260060, 260061, 260066, 260067, 260068, 260069, 260071) to landmark: 1450 Masonic Avenue /Alexander Adams Home, 740 Castro Street/Charles L. Hinkel Home, 99 Divisadero Street/Born Home, 11 Piedmont Street/Early Haight Ashbury Farmhouse, 1200 Dolores Street/Charles Katz Home, 2173 15th Street/Duboce Triangle Greek Revival Home, 1335 Guerrero Street/ Elliott M. Wilson Home, 3816 22nd Street /Engine Company No. 44-Adams Van Hoesen House, 737 Buena Vista Avenue West/Richard Spreckels Mansion-Buena Vista Studios, 3689 19th Street/Mission Congregational Church, 1415-1417 Guerrero Street/Guerrero Street Double Stick Eastlake House, 191-197 Henry Street/Henry Street Rowhouses, 455 Fair Oaks Street/Holy Innocents Church, 181 Buena Vista Avenue East/De Urioste Home-James C. Hormel Mansion, 210 Douglass Street/John J. Clark House, 552 Noe Street/Phoenix Brewery, 192 Laidley Street/Poole-Bell House, 1526 Masonic Avenue/Power House, 651 Dolores Street/Second Church Of Christ Scientist, 394 Fair Oaks Street/William Shaughnessy Home, 657 Chenery Street/ Tietz-Beneke House (respectively).

At the hearing, the HPC voted to **approve** the resolutions to recommend landmark designation pursuant to Article 10 of the Planning Code. Modifications were made to the draft ordinances for 737 Buena Vista Avenue West/Richard Spreckels Mansion-Buena Vista Studios, 192 Laidley Street/Poole-Bell House, and 1526 Masonic Avenue/Power House.

The proposed landmark designations are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight – Categorical).

Please find attached documents related to the HPC's action. Also attached is an electronic copy of the proposed ordinances, drafted by Deputy City Attorney Peter Milijanich. If you have any questions or require more information, please to not hesitate to contact me.

Sincerely,

Veronica Flores, Acting Manager of Legislative Affairs

Cc: Vicki Wong, City Attorney's Office
Jen Low, Legislative Aide
Erica Major, Office of the Clerk of the Board
Renil Bejoy, Legislative Aide (Supervisor Mandelman)
Rich Sucre, Planning Department, P-IV Landmarks
Alex Westhoff, Planning Department
Bos.legislation@sfgov.org
Board.of.Supervisors@sfgov.org

Attachments:

Attachment 1 – Planning Department Executive Summary dated May 20, 2026

Attachment 2 - 1450 Masonic Avenue /Alexander Adams Home
(A) Draft Article 10 Landmark Designation Ordinance
(B) Historic Preservation Commission Resolution No. 1566 (Recommendation)
(C) Article 10 Landmark Designation Fact Sheet
(D) Categorical Exemption Checklist

Attachment 3 - 740 Castro Street/Charles L. Hinkel Home
(A) Draft Article 10 Landmark Designation Ordinance
(B) Historic Preservation Commission Resolution No. 1567 (Recommendation)
(C) Article 10 Landmark Designation Fact Sheet
(D) Categorical Exemption Checklist

Attachment 4 - 99 Divisadero Street/Born Home
(A) Draft Article 10 Landmark Designation Ordinance
(B) Historic Preservation Commission Resolution No. 1568 (Recommendation)
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(D) Categorical Exemption Checklist

Attachment 5 - 11 Piedmont Street/Early Haight Ashbury Farmhouse
(A) Draft Article 10 Landmark Designation Ordinance
(B) Historic Preservation Commission Resolution No. 1569 (Recommendation)
(C) Article 10 Landmark Designation Fact Sheet
(D) Categorical Exemption Checklist

Attachment 6 - 1200 Dolores Street/Charles Katz Home
(A) Draft Article 10 Landmark Designation Ordinance
(B) Historic Preservation Commission Resolution No. 1570 (Recommendation)
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Attachment 7 - 2173 15th Street/Duboce Triangle Greek Revival Home
(A) Draft Article 10 Landmark Designation Ordinance
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Attachment 8 - 1335 Guerrero Street/Elliott M. Wilson Home
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Attachment 9 - 3816 22nd Street/Engine Company No. 44-Adams Van Hoesen House
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Attachment 10 - 737 Buena Vista Avenue West/Richard Spreckels Mansion-Buena Vista Studios
(A) Draft Article 10 Landmark Designation Ordinance
(B) Historic Preservation Commission Resolution No. 1574 (Recommendation)
(C) Article 10 Landmark Designation Fact Sheet
(D) Categorical Exemption Checklist

Attachment 11 - 3689 19th Street/Mission Congregational Church
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Attachment 12 - 1415-1417 Guerrero Street/Guerrero Street Double Stick Eastlake House
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Attachment 13 - 191-197 Henry Street/Henry Street Rowhouses
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Attachment 14 - 455 Fair Oaks Street/Holy Innocents Church
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Attachment 15 - 181 Buena Vista Avenue East/De Urioste Home-James C. Hormel Mansion
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Attachment 16 - 210 Douglass Street/John J. Clark House
(A) Draft Article 10 Landmark Designation Ordinance

(B) Historic Preservation Commission Resolution No. 1580 (Recommendation)
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Attachment 17 - 552 Noe Street/Phoenix Brewery
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Attachment 18 - 192 Laidley Street/Poole-Bell House
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Attachment 19 - 1526 Masonic Avenue/Power House
(A) Draft Article 10 Landmark Designation Ordinance
(B) Historic Preservation Commission Resolution No. 1583 (Recommendation)
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Attachment 20 - 651 Dolores Street/Second Church Of Christ Scientist
(A) Draft Article 10 Landmark Designation Ordinance
(B) Historic Preservation Commission Resolution No. 1584 (Recommendation)
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Attachment 21 - 394 Fair Oaks Street/William Shaughnessy Home
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Attachment 22 - 657 Chenery Street/Tietz-Beneke House
(A) Draft Article 10 Landmark Designation Ordinance
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Planning Department Executive Summary

San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
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LANDMARK DESIGNATIONS
RECOMMENDATION
EXECUTIVE SUMMARY

HEARING DATE: May 20, 2026

Record Nos. / Names / Addresses / APNs:

2026-001889DES - Alexander Adams Home (1450 Masonic Avenue, 2603/009)
2026-001897DES - Charles L. Hinkel Home (740 Castro Street, 2752/014)
2026-001899DES - Born Home (99 Divisadero Street, 2610/001)
2026-001901DES - Early Haight Ashbury Farmhouse (11 Piedmont Street, 2617A/026)
2026-001903DES - Charles Katz Home (1200 Dolores Street, 6550/043)
2026-001905DES - Duboce Triangle Greek Revival Home (2173 15th Street, 3560/022)
2026-001909DES - Elliott M. Wilson Home (1335 Guerrero Street, 6532/026)
2026-001911DES - Engine Company No. 44 / Adams Van Hoesen House (3816 22nd Street, 3622/018)
2026-001913DES - Fernando Nelson Home (701 Castro Street, 3603/075)
2026-001915DES - Richard Spreckels Mansion / Buena Vista Studios (737 Buena Vista Avenue West, 1256/078)
2026-001917DES - Mission Congregational Church (3689 19th Street, 3598/060)
2026-001919DES - Guerrero Street Double Stick Eastlake House (1415-1417 Guerrero Street, 6568/011B)
2026-001921DES – Henry Street Rowhouses (191-197 Henry Street, 3540/092)
2026-002388DES - Holy Innocents Church (455 Fair Oaks Street, 6533/027)
2026-002392DES – De Urioste Home - James C. Hormel Mansion (181 Buena Vista Avenue East, 1258/026)
2026-002394DES - John J. Clark House (210 Douglass Street, 2691/002)
2026-002396DES - Phoenix Brewery (552 Noe Street, 3583/011)
2026-002398DES - Lange House (199 Carl Street, 1273/034)
2026-002404DES - Poole-Bell House (192-196 Laidley Street/97 Miguel Street, 6665/107-110)
2026-002406DES - Power House (1526 Masonic Avenue, 2616/039)
2026-002408DES - Second Church of Christ Scientist (651-655 Dolores Street/93 Cumberland Street, 3598/172-175)
2026-002410DES - William Shaughnessy Home (394 Fair Oaks Street, 6511/042-044)
2026-002412DES – Tietz-Beneke House (657 Chenery Street, 6742/030)

Zoning Districts: RH-1 (Residential-House, One Family) Zoning District / 40//40-R-4 Height and Bulk District
RH-2 (Residential-House, Two Family) Zoning District / 40//40-R-4 Height and Bulk District
RH-3 (Residential-House, Three Family) Zoning District / 40//40-R-4 Height and Bulk District
RH-1 (D) (Residential-House, One-Family-Detached) / 40//40-R-4 Height and Bulk District
RTO-C (Residential Transit Oriented District) / 40//65-R-4 Height and Bulk District
NCT (Glen Park Neighborhood Commercial Transit) / 50//85-R-4 Height and Bulk District

Cultural District: Castro LGBTQ Cultural District (various properties)

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

Staff Contact: Alex Westhoff, (628-652-7314), alex.westhoff@sfgov.org

Environmental Review: Categorical Exemption

RECOMMENDATION: **Recommend Landmark Designations to Board of Supervisors**

Background

The Family Zoning Plan (FZP) Landmark Designation Program (Program) is being undertaken in conjunction with the implementation of FZP, with the objective of allowing for more housing, while still preserving San Francisco's most cherished architectural, cultural, and/or historical resources. This Program is being overseen by the Planning Department alongside District Supervisors and project partners. The Program includes designating properties which are currently identified as Category A-rated historical resources through past Surveys and Historic Resource Evaluations, as Planning Code Article 10 Landmarks. Phase 1 of this effort in District 8 focused on properties outside of Public (P) and Residential, House (RH) Zoning Districts, with 0-1 dwelling units, as well as properties with strong underrepresented community associations as identified in Cultural Historic Context Statements. This phase resulted in the designation of fourteen(14) individual Article 10 Landmarks, whose ordinances were passed by the Board of Supervisors on April 21, 2026 and signed by Mayor Daniel Lurie on April 30, 2026.

Phase 2 of this effort in District 8 focuses on properties within RH Zoning District, as outlined in this case report that were identified by Planning Department Preservation Staff as having exemplary architectural, historical and/or cultural significance. This includes twenty-three (23) properties initiated by District 8 Supervisor Rafael Mandelman on January 13, 2026. Subsequent to initiation, the landmark designation initiation resolutions were recommended by the Land Use and Transportation Committee on February 23, 2026, adopted by the Board of Supervisors on March 3, 2026, and signed by Mayor Daniel Lurie on March 6, 2026. Planning Department staff have concurrently been working with other San Francisco District Supervisors on identifying potential Article 10 Landmarks in their respective districts as part of the Program.

Later Program phases will recommend additional Article 10 Landmarks that are identified through the San Francisco Citywide Cultural Resources Survey, and/or are identified through future Cultural Historic Context Statements.

Property Descriptions

The following twenty-three properties are recommended as the Program's District 8 Phase 2 Article 10 Landmarks:

1450 Masonic Avenue (Alexander Adams Home) is a three-story-over-garage single-family residence in the Ashbury Heights neighborhood near Buena Vista Park, constructed in 1891. The property includes shingle cladding, wood windows, a complex roof shape, and an octagonal tower with wood shingled dome. Alterations have included the garage door and 1983 rear cupola. The builder was the original owner, Alexander P. Adams, of coffee roasting company, A.P. Adams & Company.

740 Castro Street (Charles L. Hinkel Home) is a three-story-over-garage single-family residence in the Castro neighborhood. The home is the northernmost in a row of Stick-Eastlake properties constructed by prolific home builder Charles L. Hinkel circa 1892. The home uniquely served as Hinkel's residence from 1892 until his death in 1908. The wood-framed property includes a gabled roof, wood windows and decorative wood balustrades, spindlework, wood columns, wagon wheel spokes, and jigsaw corner hoods.

99 Divisadero Street (Born Home) is a three-story property in the Castro/Upper Market Neighborhood. Constructed in 1905, the home was designed by architect Frank W. Dankin. Brick contractors George and Stephen Born were the original residents who built the detached garage in 1910. The brick home is an exuberant example of Georgian Revival architecture, which is rare for the neighborhood it lies in. Features include quoins, keystones, second story colonnettes, a denticulated cornice with modillions, and an elaborate entrance portico with two story composite pillars.

11 Piedmont Street (Early Haight Ashbury Farmhouse) is a two-story single-family dwelling in the Ashbury Heights neighborhood near Buena Vista Park, constructed circa 1860. It was originally part of a prosperous dairy farm, and was moved to its current location, though accounts vary on where it was originally located. The property is one of the neighborhood's oldest residences, and an intact example of early Italianate architecture with rustic channel siding, and double hung wood windows with pedimented surrounds.

1200 Dolores Street (Charles Katz Home) is a two-story-over-basement home in Noe Valley near the western boundary of the Mission. The property was constructed in 1909 for real estate developer Charles Katz, whose family continued to reside at the property through the 1980s. Originally a smaller residence existed on the parcel which was incorporated into the design of the home. The property is an exemplary corner Queen Anne home with features including a polygonal corner tower with shingled witch's hat, stained glass windows, denticulated cornice, crown molding, modillions, and fish scaled shingles.

2173 15th Street (Duboce Triangle Greek Revival Home) is a two-story single-family residence in the Duboce Triangle neighborhood. 1875 is estimated as the construction date based on architectural style and

neighborhood context. The home is one of the earliest extant properties in the neighborhood and Carpenter Norman Churchill was the earliest known residence. The Greek Revival home is a rare example of a pre-Victorian style property in San Francisco and retains a sufficient integrity with characteristic features including its forward-facing gabled roof and full-length front porch with square posts.

1335 Guerrero Street (Elliott M. Wilson Home) is a two-story property original constructed as a residence for Elliott M. Wilson, president of the Pacific Coast Steel company. The home was built in 1918, in the Mission neighborhood, with steel support and reinforced concrete walls. The home was designed by architect Arthur S. Bugbee, who was the last in the line of line of four Bugbee architects, well-known designers of institutional buildings and fine residences, including four of the Nob Hill mansions. The property is a rare example of a Second Empire home in San Francisco.

3816 22nd Street (Engine Company No. 44 / Adams-Van Hoesen House) is now a four-story residential property, originally constructed as a firehouse, in the Noe Valley neighborhood. Built in 1909 in the days of horse-drawn fire engines, the building served as a firehouse for nearly fifty years. In 1959 the property was purchased by renowned San Francisco based artists Mark Adams and Beth Van Hoesen, who used the space as their home and studios for nearly fifty years. The building remains an intact example of a Mission Revival firehouse with features including a rear square tower, arched entranceway with curved metal clad transoms, double copper clad doors, oval medallions with “SF” and “FD” motifs, and intact lettering (“Chemical”, “Engine No 44”).

701 Castro Street (Fernando Nelson Home) is a two-story-over-garage single family home in the Castro/Upper Market neighborhood. The home was constructed in 1897 by builder of merit Fernando Nelson was responsible for more than 4,000 San Francisco homes over his seventy-year career. Nelson resided at the property from 1897-1903, during a prolific time in his career. The home was relocated from a site just uphill, and has been subject to some ground level alterations, though retains exemplary Queen Anne features.

737 Buena Vista Avenue West (Richard Spreckels Mansion / Buena Vista Studios) is a four-story property, originally constructed as a single-family home in the Ashbury Heights neighborhood near Buena Vista Park. Built in 1897, the original owner was Richard Spreckels, manager of the Western Sugar Refinery, and member of the Spreckels family who accumulated great wealth from the sugar industry. In the late 1960s the upstairs ballroom was converted to a recording studio for bands which exemplified the San Francisco sound, including the Grateful Dead who recorded some of their first studio demos out of the property. The property remains an intact Classical Revival home.

3689 19th Street (Mission Congregational Church) was constructed in 1910 as part of the Inner Mission North reconstruction period following the Great 1906 Earthquake and Fire. Originally constructed as the Mission Congregational Church, though has since underwent name and ownership changes. The property was designed by architect Reverend Francis W. Reid in the Gothic Revival style, with exemplary features including its brick walls, red pressed brick facing, and red sandstone trimmings, exterior brick buttresses, tall square crenulated tower, lancet and arched openings, and stained glass windows.

1415-1417 Guerrero Street (Guerrero Street Double Stick Eastlake House) is a double house in the Southern Mission neighborhood, constructed in the Stick Eastlake style, with each of the two houses built as multi-family three story flats. The property was constructed by builder of merit Fernando Nelson and represents an early example of a Nelson home when he worked as a carpenter, prior to transitioning to real estate development. The

property includes exemplary features including the full height squared box bay windows with dentils, and elongated brackets capped by false-gabled roof and front pedimented long entry portico with decorative wooden columns.

191-197 Henry Street (Henry Street Rowhouses) is a multi-family residential property in the Casto/Upper Market neighborhood. The rowhouses were constructed in 1892 at a time when Duboce Triangle was transitioning from an exurban neighborhood of large-lot Victorian Villas to a moderately populated, middle-class neighborhood. The property is a unique example of a Stick Eastlake style rowhouse with features including gabled entry porticos with wooden ornamentation, and pediments with grille work and a sunburst.

455 Fair Oaks Street (Holy Innocents Church) is a church in the Mission neighborhood. Constructed in 1890 as the Holy Innocents, which it remains to-date, the church is San Francisco's oldest Episcopal congregation and a unique example of a Gothic Revival church. The church is the first extant commission in San Francisco of the firm Coxhead and Coxhead, formed by brothers Earnest and Almeric Coxhead. Earnest Coxhead is considered an architect of merit, known for pioneering the Bay Area Shingle Style.

181 Buena Vista Avenue East (De Urioste Home - James C. Hormel Mansion) is a three-story single-family home in the Haight Ashbury neighborhood across the street from Buena Vista Park. Constructed in 1899 the property is an exuberant example of a Queen Anne Home. Original residents were a Guatemalan family, the De Uriostes, including George de Urioste who served as the Consul of the Argentine Republic from 1901 to circa 1913. Additionally, from 1986-2012 the home was owned by LGBTQ philanthropist, activist, and diplomat James C. Hormel who served as the ambassador to Luxembourg in 1999 during the Clinton administration, becoming the first openly gay American ambassador to a foreign country.

210 Douglass Street (John J. Clark House) is a two-story single-family home in the Corbett Heights neighborhood. Constructed in 1885, the home is one of the neighborhood's earliest extant properties, built prior to early transportation and infrastructure improvements. The home was designed by architect John J. Clark who also designed the All Hallows Catholic Church in Bayview. The home is an example of a Folk Victorian property with Gothic and/or Italianate features.

552 Noe Street (Phoenix Brewery) is a two-story mixed-use building with a ground floor art studio, and residential units above. The property was originally a one-story building, which served as the Phoenix Brewery, a small-scale commercial brewing operation, established by Irish immigrant Thomas Kirby. The property was later improved with the second story residential unit where Kirby resided with his family. The property remains a vestige of Eureka Valley's early history, reflecting a time period when industrial facilities were common in the neighborhood prior to streetcar suburbanization.

199 Carl Street (Lange House) is a two-story residential home in the Cole Valley neighborhood. Constructed in 1900, the home was designed by architect of merit August Nordin. The original owner was German immigrant F.W.M. Lange, and the home was sited on the northwest corner of nine acres of land which he purchased as a ranch and dairy. The home is an exemplary example of a Queen Anne home with features including the rounded corner tower with witches cap, decorative wooden brackets, dentils, cornice molding, colonnettes and plaster moldings.

192 Laidley Street (Poole-Bell House) is a residential property in the Glen Park neighborhood, constructed in 1887 in what was then known as the Fairmount District. Built by attorney John Pascoe Poole, the home was sold to Teresa Bell in 1906. Bell was widow to wealthy financer Thomas Bell, and their family was known for their close relationship with abolitionist Mary Ellen Pleasant whom they lived with. While Pleasant passed away before Bell purchased the property the home has long been mired in urban legends surrounding her relationship with the Bell family. The home was constructed in the Italianate style, though Bell added the additional story, giving it a Second Empire appearance.

1526 Masonic Avenue (Power House) was constructed as a two-story single-family home in the Ashbury Heights neighborhood near Buena Vista Park. The design was commissioned in 1910 by original owner U.S. Attorney Mr. Erastus Barnum Powers, and designed by architect of merit Bernard Maybeck. At the time Maybeck was relatively unknown, but only a few years later designed the Palace of Fine Arts which is his best known work. The home has been subject to few exterior alterations, and is one of the few Maybeck properties in San Francisco, given more of his work was in the East Bay.

651 Dolores Street (Second Church of Christ Scientist) was built in 1917 as the Second Church of Christ Scientist in the Mission neighborhood across the street from Dolores Park. Constructing the church was part of the neighborhood's post-1906 Great Earthquake and Fires reconstruction efforts, given the disaster devastated much of the neighborhood's building stock. In the Beaux-Arts style, the church was designed by architect of merit William Crim. The building served as a church for nearly 90 years until it was converted to a residential property which it remains today.

394 Fair Oaks Street (William Shaughnessy Home) was built circa 1893 in the Mission neighborhood. William Shaghnessy served as the builder, as well as the original resident. Shaughnessy was a prolific contractor, and by 1904 was the president of the California Mill Co. The property is an intact example of a Queen Anne home with exemplary features including a polygonal corner towner capped by a cupola with finial, stained glass windows and applied wooden ornamentation.

657 Chenery Street (Tietz-Beneke House) is a residential property constructed in 1872 in Glen Park, at a time when the neighborhood was dominated by ranching and agriculture. In 1900 the property was sold to dairyman Curt (Cord) Heinrich Beneke, great-grandfather of the current Tietz family owner. The modest house was originally served by its own well water, and predated the neighborhood's current street grids. Considered Glen Park's oldest extant property, the home is a rare example of Folk Victorian architecture in San Francisco.

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 subject properties meet the requirements for eligibility as individual landmarks pursuant to Article 10 of the Planning Code. The justification for its inclusion is explained in detail in the attached Landmark Designation Fact Sheets, and briefly in this Executive Summary.

Significance:

Underrepresented Landmark Types: Several of the proposed landmark designations address priorities established by the Historic Preservation Commission (HPC) for new landmarks, as follows:

- Underrepresented Communities – One of the properties has an association with social and ethnic groups underrepresented in Article 10 landmark designations. Specifically, 181 Buena Vista Avenue East, the De Urioste Home – James C. Hormel Mansion has both a Pan Latino and LGBTQ association due to past owners. The original owners of the 1899 property were a Guatemalan American family, the De Uriostes, who were heralded as a "pioneering San Francisco family actively involved in local politics, business, the development of the Park Hill Tract and philanthropic endeavors." George de Urioste was appointed Consul of the Argentine Republic in November 1901, a post he retained through at least 1913. He was approached routinely by the city's newspapers as an authority on political matters in Central and South America, quoted regularly for analysis in response to revolutions and developments in Guatemala and Argentina. In 1986 they sold the property to LGBTQ philanthropist, activist, and diplomat James C. Hormel, who resided there until 2012. President Clinton nominated Hormel to be the Ambassador to Luxembourg in 1999 amidst a great deal of controversy, becoming the first openly gay American ambassador to a foreign country. Over the course of his lifetime, Hormel donated more than $15 Million to LGBTQ causes, including funding the San Francisco Public Library's James C. Hormel Gay and Lesbian Center.

- Underrepresented Property Types – One of the proposed landmarks is a property type not well represented in existing Article 10 landmark designations, as a small-scale modest residence. Specifically, the Tietz-Beneke House at 657 Chenery Street is a single-family dwelling unit with a building area of only 808 square feet, pursuant to the Assessor's Report. The home is significant as Glen Park's earliest extant building, having been constructed in 1872 at a time when the neighborhood was dominated by agriculture and ranching.

- Underrepresented Geographies – Some of District 8's neighborhoods have fewer Article 10 designated landmarks than others. These include Noe Valley which only has four existing Article 10 landmarks, and Glen Park which has zero existing Article 10 landmarks. However, through this phase of the Program, one Noe Valley, and two Glen Park properties are proposed as Article 10 landmarks. Specifically the Engine Company No. 44 /Adams-Van Hoesen House (3816 22nd Street) which falls in in Noe Valley, and the Tietz-Beneke House (657 Chenery Street) and Poole-Bell House (192 Laidley Street), which fall in Glen Park.

- Underrepresented Architectural Styles – A few of the proposed landmarks are significant for their associations with early neighborhood history, and predate Victorian era San Francisco, with associated styles not well represented amongst existing Article 10 Landmark designations. This includes the Duboce Triangle Greek Revival Home (2173 15th Street), constructed circa 1870, which is a Greek Revival property. Additionally, the Tietz-Beneke (657 Chenery Street), constructed in 1872, and the John J. Clark, constructed in 1885, are Folk Victorian properties. Furthermore, the Buena Vista Farmhouse (11 Piedmont Way) constructed circa 1860 is a very early example of an Italianate property.

Public/Neighborhood Input

Planning Department staff conducted outreach and engagement for property owners, occupants and other interested community members, as follows:

- Community Forums – In conjunction with District 8 Supervisor Rafael Mandelman's office, the Planning Department hosted an in-person and virtual community forum (10/22/2025 and 10/27/2025, respectively) on the proposed FZP District 8 Phase 2 Landmarks. Property owners, occupants, and registered neighborhood groups were invited to attend. The forums provided an opportunity for attendees to learn more about the Program, as well as benefits and requirements associated with landmarked properties.

- Property Owner Conversations - Since the October 2025 Community Forums, Planning Department staff have offered subsequent meetings and/or phone conversations with property owners on a case-by-case basis, including the property owner of 181 Buena Vista East. Additionally, Department received an email in support of landmark designation from the property owners of 11 Piedmont Way which is attached to this case report.

- Property Owner Notification – Consistent with Article 10 of the Planning Code, property owners of all proposed landmarks were provided with a written 20 day notice of this HPC hearing.

- Media - Additionally, the Program has been featured by the press including articles in the Bay Area Reporter (1/13/2026), and the SF Examiner (3/27/2026).

Issues & Other Considerations

- Past/Ongoing Historic Resource Surveys – To identify the Program's proposed landmarks, properties which were already identified as Category A historic resources, through past historic resource surveys, were reviewed. Relevant past historic resource surveys include:

    - Here Today, San Francsico's Architectural Heritage. Text by Roger Olmstead and T.H. Watkins, San Francisco, CA, Chronicle Books, 1968 – This 300+ book includes the Junior League of San Francisco Inc.'s survey information of over 2,500 buildings. The findings of this survey were adopted by the Board of Supervisors on May 11, 1970; Resolution No. 268-70. Additionally, the Junior League of San Francisco "Here Today" building research files, 1964-1978, are archived at the San Francisco Public Library History Center and were reviewed for additional background on relevant properties.

    - Inner Mission North Historic Resource Survey – Completed in 2011, this multi-phased survey built upon a 2004 Historic Context Statement, and evaluated buildings for historical significance and integrity. The Survey area was roughly bound by Duboce Avenue to the north, Shotwell Street to the east, 20th Street to the South, and Dolores Street to the west.

    - Market and Octavia Plan Historic Resource Survey – Adopted in 2009, the Market and Octavia Plan Historic Resource Survey was completed by the community in partnership with the Planning Department, with consultants Page & Turnbull, following the adoption of the Market &

Octavia Plan.

- South Mission Historic Resource Survey – Adopted in 2010, the South Mission Historic Resource Survey documented and assessed approximately 3,800 individual buildings, including nearly 1,000 individual properties and contributors to 13 historic districts.

- San Francisco Citywide Cultural Resources Survey – The San Francisco Citywide Cultural Resources Survey (SF Survey) is a multi-year effort to identify and document places of historical, architectural and/or cultural significant. One of the properties recommended as a landmark through SF Survey was the Tietz-Beneke House at 657 Chenery Street. This recommendation was made to the HPC through findings which were adopted on December 17, 2025. This property had also previously been identified as a Category A historic resource through the 2011 Glen Park Community Plan Historic Resource Survey.

- Eureka Valley Historic Context Statement - In 2017, the HPC adopted the Eureka Valley Historic Statement, authored by Elaine B. Stiles. The document overviews the neighborhood's history from Native California settlement and presence through the 1970s. The document identifies three properties as potential Article 10 Landmarks, all of which are being recommended as landmarks through this Program, including the Fernando Nelson House (701 Castro Street), the Phoenix Brewery (552 Noe Street), and the Charles Hinkel House (740 Castro Street). It is worth noting that the Phoenix Brewery was recommended as a landmark alongside its southerly neighboring property at 560 Noe Street, referred to as the Kirby House. However, Planning Department staff research did not confirm that Thomas Kirby resided at 560 Noe Street as stated in the Historic Context Statement, but rather at 552 Noe Street. Thus Staff do not recommend landmark designation of 560 Noe Street, unless a case can be made for historical significance through future efforts.

- Corbett Heights Historic Context Statement - In 2017 the HPC adopted the Corbett Heights Historic Context Statement, authored by Michael R. Corbett. The documents overviews the neighborhood's history from 1860s early development through 1970s infill and gentrification. Recommendations on potentially significant resources include the John J. Clark House (210 Douglass Street), which is recommended as an Article 10 Landmark through Phase 2 of this effort.

- Historic Resource Evaluations - One of the properties was identified as Category A historic resource through a Historic Resource Evaluations (HRE) required under the California Environmental Quality Act (CEQA) due to a proposed project. Specifically, the De Urioste Home - James C. Hormel Mansion (181 Buena Vista Avenue) with an HRE completed in 2013.

Basis for Recommendation

The Department recommends that the HPC recommend to the Board of Supervisors landmark designation of the twenty-three Family Zoning Plan District 8 Phase 2 Landmark Designations as outlined in this case report as they meet the provisions of Article 10 of the Planning Code regarding Landmark Designation.

Attachments

Exhibit 1 – Alexander Adams Home (1450 Masonic Avenue)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 2 - Charles L. Hinkel Home (740 Castro Street)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 3 - Born Home (99 Divisadero Street)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 4 - Early Haight Ashbury Farmhouse (11 Piedmont Street)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 5 - Charles Katz Home (1200 Dolores Street)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 6 – Duboce Triangle Greek Revival Home (2173 15th Street)
- A) HPC Resolution
- B) Fact Sheet

C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 7 – Elliott M. Wilson Home (1335 Guerrero Street)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 8 - Engine Company No. 44 / Adams Van Hoesen House (3816 22nd Street)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 9 - Fernando Nelson Home (701 Castro Street)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 10 - Richard Spreckels Mansion / Buena Vista Studios (737 Buena Vista Avenue West)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 11 - Mission Congregational Church (3689 19th Street)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 12 - Guerrero Street Double Stick Eastlake House (1415-1417 Guerrero Street)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 13 - Henry Street Rowhouses (191-197 Henry Street)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 14 – Holy Innocents Church (455 Fair Oaks Street)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 15 - De Urioste Home - James C. Hormel Mansion (181 Buena Vista Avenue East)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 16 - John J. Clark House (210 Douglass Street)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Exhibit 17 – Phoenix Brewery (552 Noe Street)
- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation

D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 18 – Lange House (199 Carl Street)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 19 – Poole-Bell House (192 Laidley Street)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 20 – Power House (1526 Masonic Avenue)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 21 – Second Church of Christ Scientist (651 Dolores Street)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 22 – William Shaughnessy Home (394 Fair Oaks Street)
A) HPC Resolution
B) Fact Sheet
C) Background Report/Documentation
D) Map and Context Images
E) Draft Ordinance
F) Board of Supervisor Initiation Resolution

Exhibit 23 – Tietz-Beneke House (657 Chenery Street)

- A) HPC Resolution
- B) Fact Sheet
- C) Background Report/Documentation
- D) Map and Context Images
- E) Draft Ordinance
- F) Board of Supervisor Initiation Resolution

Attachment 17
552 Noe Street /
Phoenix Brewery

[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.

_____ 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. _____, 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. _____, 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. _____ 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. _____. Said resolution is on file with the Clerk of the Board in File No. _____.

(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

San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

LANDMARK RESOLUTION RECOMMENDATION RESOLUTION NO. 1581

HEARING DATE: May 20, 2026

Record No.:	2026-002396DES
Project Address:	552 Noe Street (Phoenix Brewery)
Zoning:	RH-3 (RESIDENTIAL- HOUSE, THREE FAMILY) Zoning District 40//40-R-4 Height and Bulk District
Block/Lot:	3583/011
Project Sponsor:	Planning Department 49 South Van Ness Avenue, Suite 1400 San Francisco, CA 94103
Property Owner:	Hudson & Terry Lanier 2003 Trust 4343 Cesar Chavez Street c/o Hudson & Terry Lanier, Ttes San Francisco, CA 94131
Staff Contact:	Alex Westhoff 628-652-7314 Alex.Westhoff@sfgov.org

RESOLUTION RECOMMENDING TO THE BOARD OF SUPERVISORS LANDMARK DESIGNATION OF THE PHOENIX BREWERY (552 NOE STREET), ASSESSOR'S PARCEL BLOCK NO. 3583, LOT NO. 011, AS LANDMARK NO. XXX CONSISTENT WITH THE PURPOSES AND STANDARDS OF ARTICLE 10.

Preamble

1. WHEREAS, at a public hearing on March 3, 2026, the Board of Supervisors voted to adopt Resolution No. 108-26 to initiate Landmark Designation of the Phoenix Brewery (552 Noe Street), Assessor's Parcel Block No. 3583, Lot No. 011; and

2. WHEREAS, Mayor Lurie signed the Resolution on March 6, 2026 and the Clerk of the Board transmitted it to the Planning Department on March 16, 2026; and

3. WHEREAS, Department staff, who meet the Secretary of Interior's Professional Qualification Standards prepared the Landmark Designation Fact Sheet for the Phoenix Brewery which was reviewed for accuracy and conformance with the purposes and standards of Article 10; and

4. WHEREAS, the Historic Preservation Commission, at its regular meeting of May 20, 2026 reviewed

Department staff's analysis of the Phoenix Brewery's historical significance pursuant to Article 10 and recommended Landmark designation through this Resolution; and

5. WHEREAS, the Historic Preservation Commission finds that the Landmark designation for the Phoenix Brewery is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation; and

6. WHEREAS, the Historic Preservation Commission finds that the Landmark designation of 552 Noe Street is proper as the most intact identified example of a property associated with Eureka Valley's early industrial history and as an example of a small-scale brewery facility complex; and

7. WHEREAS, the Historic Preservation Commission finds that the Landmark designation of 552 Noe Street is proper as it was founded by Irish immigrant Thomas Kirby, circa 1880 and is considered the earliest documented Eureka Valley commercial brewing operation; and

8. WHEREAS, the Historic Preservation Commission finds that the Landmark designation of 552 Noe Street is proper as it represents an early time in Eureka Valley's history prior to streetcar suburbanization when it was a rural fringe area and devoted to agricultural and industrial production; and

9. WHEREAS, the Historic Preservation Commission finds that the Landmark designation of 552 Noe Street is proper as it retains sufficient integrity; and

10. WHEREAS, the Historic Preservation Commission finds 552 Noe Street meets the eligibility requirements of Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and

11. 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 552 Noe Street's historical significance and retain historical integrity; and

12. 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

13. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical); and now therefore, be it

RESOLVED, that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of landmark designation of 552 Noe Street (aka Phoenix Brewery), Assessor's Parcel Block No. 3583, Lot No. 011, as a Landmark pursuant to Article 10 of the Planning Code.

I hereby certify that the Historic Preservation Commission **ADOPTED** the foregoing Resolution on May 20, 2026.

Jonas P. Ionin
Commission Secretary

AYES:	Cox, Baroni, Foley, Matsuda
NAYS:	Baldauf, Vergara
ABSENT:	Tsern-Strang
ADOPTED:	May 20, 2026

ARTICLE 10 LANDMARK DESIGNATION FACT SHEET

Phoenix Brewery

Period of Significance: 1880 - 1904

Significance Criteria: 1 (Events)

Statement of Significance: The Phoenix Brewery is significant as the most intact example of a property associated with Eureka Valley's early industrial history, as a small-scale brewery facility complex. Prior to streetcar suburbanization of Eureka Valley, now commonly known as the Castro, which began circa 1886, the neighborhood was considered a rural fringe area and was devoted to agricultural and industrial production. Small industries such as soap making, quarrying, brick making, and brewing characterized the neighborhood, which along with the rest of the city, had no zoning regulations separating industrial, commercial, and residential uses, prior to 1921. Brewers and bottling operations were drawn to the neighborhood, possibly by the availability of fresh water from local springs and wells. Thomas Kirby, an Irish immigrant, founded the Phoenix Brewery circa 1880 which is considered the earliest documented Eureka Valley commercial brewing operation. Kirby produced ale, malt extract, and stout on site.[1] The front portion of the building was originally a ground level facility devoted to botting and storage, with fermenting and cooling facilities located at the rear. Not long after opening, the property was improved with an above residential unit where Kirby resided with his family. Kirby passed away in 1904 and the Brewery shut down shortly after, though the site continued to be used for industrial purposes, including as the Ornamental Iron Works. In 1967 the property was purchased by celebrated ceramic artist Ruby O'Burke who established Ruby's Clay Studio, which remains at the property to date. Few other properties associated with industrial production survive in Eureka Valley. The subject property is the most intact example of an industrial facility from this time period.

Integrity: A portion of 552 Noe Street was reportedly damaged by the 1906 Earthquake but still retains sufficient integrity of location, setting, feeling and association, which are the most important integrity aspects under criteria 1.

Character Defining Features: All those exterior elevations, form, massing, structure, rooflines, architectural ornament, and materials of the property identified as:

- Two-story height
- Front facing gabled roof behind false parapets
- Wooden ornamentation including applied wooden elements mimicking interior structural supports, wide bands of trim below the cornice, and elongated brackets
- Ground level entrances
- Rectangular bays with bracketed hoods
- Double hung wood windows with ogee lugs
- Upper-story wood construction, lower story brick cladding

Past Survey(s)/Historic Context Statement(s): Here Today, San Francisco's Architectural Heritage. Text by Roger Olmsted and T. H. Watkins, San Francisco, CA, Chronicle Books, 1968; Elaine B. Stiles, Eureka Valley Historic Context Statement, 2017

Address: **552 Noe St**

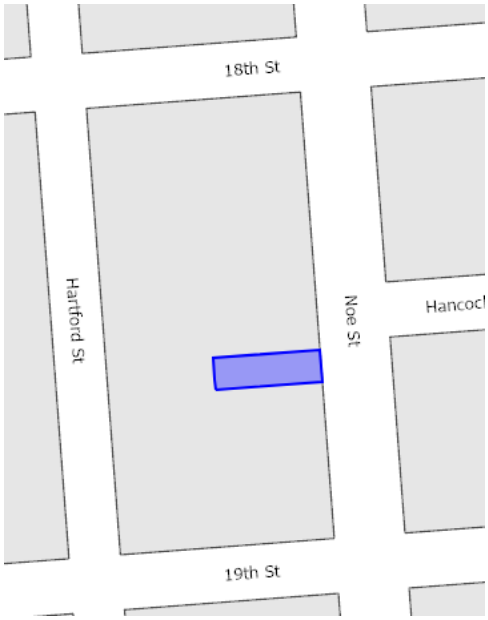
Block/Lot(s): 3583/011

Parcel Area: 4,687 square feet

Zoning: RH-3

Year Built: Circa 1880

Architect: N/A



[1] Elaine B. Stiles, Eureka Valley Historic Context Statement, 2017

Evidence of the Gray Brothers' operation still remains just outside the northern edge of the study area. The topography of the hillside from the north boundary of the study area to Market Street is largely the product of the Gray Brothers quarrying operation as they removed hillside and cut in streets to service their operations. Just outside the northern bound of the study area remnants of the brick kiln reportedly remain on the site, as do the cement foundation of the plant chimney and several houses that served as homes for brick yard workers.[64]

Brewing and Bottling

A number of brewers and bottling operations operated in the Eureka Valley in the last decades of the nineteenth century, possibly drawn to the area by the availability of fresh water from local springs and wells. The earliest documented commercial brewing operation in the valley was the Phoenix Brewery on Noe Street.[65] Thomas Kirby, an Irish immigrant, founded the Phoenix Brewery in 1876 and was operating and living on Noe Street by 1878.[66] Kirby made ale, malt extract, and stout on the site, utilizing a brew house and keg sheds arranged along the north side of the lot.[67] The Kirby Family lived on site, first in a small 1.5-story dwelling at the rear of their lot, and later a 2-story house set on Noe Street. (Figures 17 and 18) Thomas Kirby died in 1904 and a portion of the brewery was reportedly damaged in the 1906 earthquake.[68] The home and larger buildings remained however, and by 1910 the former brewery continued in industrial use as an ornamental iron works.[69] The Kirby/Phoenix Brewery building and Kirby residence remain extant at 552 and 560 Noe Street, respectively. (See Figures 19 and 20 on page 28.)

A later addition, the California Brewery, operated on Douglass Street between 17th and 18th streets from 1891 to about 1915.[70] Brothers John and Henry Peters began the business with funding from Adolph Dittmann and in partnership with brew master Charles Baltz. The Peters and Baltz both lived in the Eureka Valley neighborhood. The brewery likely closed in connection with the construction activities for the Twin Peaks Tunnel (completed 1917) and the site is now in the rerouted path of Market Street.[71]

[64] Mosier, Dan L., "San Francisco Brick Company," *California Bricks*, 2006, http://calbricks.netfirms.com/brick.sanfranciscobrick.html; "Corona Heights Park: Cultural History," *San Francisco Recreation and Parks Department*, n.d., http://sfrecpark.org/destination/corona-heights-park/; "Gray Brothers Quarry at Corona Heights," *Found SF*, n.d., http://Found SF.org/index.php?title=Gray_Brothers_Quarry_at_Corona_Heights.

[65] Sanborn Map Company, "Sanborn Fire Insurance Company Maps, San Francisco, CA," 1886, 1900.

[66] Langley, *The San Francisco Directory for the Year*, 1878; US Bureau of the Census, "1880 US Census, Population Schedule, San Francisco, California," *Ancestry.com*, 1880, http://ancestry.com.

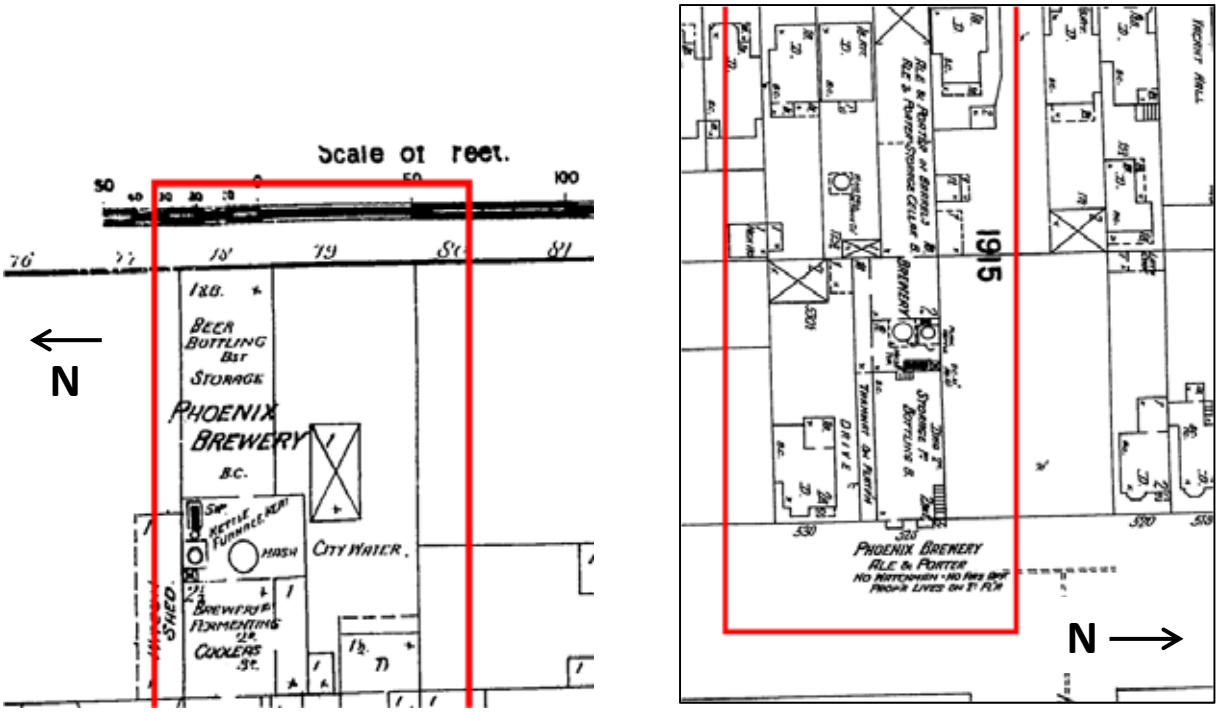
[67] *One Hundred Years of Brewing: A Complete History of the Progress Made in the Art, Science and Industry of Brewing in the World, Particularly During the Last Century* (H.S. Rich & Company, 1901), 223.

[68] Robert Wahl and Arnold Spencer Wahl, *American Brewers' Review* (Der Braumeister Publishing Company, 1906), 292.

[69] Sanborn Map Company, "Sanborn Fire Insurance Company Maps, San Francisco, CA," 1914.

[70] Ibid., 1900, 1914.

[71] Corbett, Michael C., "Revised Draft Corbett Heights Historic Context Statement [San Francisco, CA]," 75; *Langley's San Francisco Directory for the Year Commencing ..*, 1880, 1895, 1900, 1905.



Figures 17 and 18: Phoenix Brewery in 1886 (left) and 1900 (right) (Sanborn Map Company, 1886, 1900)

The neighborhood also had a soda and mineral water manufactory and bottling operation on Eureka Street between 18th and 19th streets. Charles Eggers, founder of Eggers & Company, used the rear ell of his home and then a series of small out buildings for his bottling works.[72] The company billed itself in period advertisements as "dealers in all kinds [of] natural mineral waters, soda water manufacturer" and "dealers in domestic and imported mineral spring water and manufacturers [of] superior ginger ale."[73] Before beginning his bottling works on Eureka Street, Eggers had been in business selling mineral water from the Tolenas Springs near Suison in Solano County. These springs, which came up from the ground near the Tolenas onyx quarries, were popular throughout California for addressing skin problems and syphilitic conditions. The sources of the mineral water at the Eureka Street works are unclear, but it appears Eggers continued bottling Tolenas spring water at this site until around 1903.[74] The Eggers Family home and perhaps some portion of the bottling works attached to the dwelling survive at 128 Eureka Street. (See Figure 21 on page 29.)

Small-Scale Industry

As the Eureka Valley neighborhood developed into a residential suburb and then urban neighborhood of San Francisco, a number of small-scale industries continued to operate on domestic and commercial properties. These included paint shops, small-scale iron works, an art plaster works, machine and tin shops, small garment manufacturing businesses, wood shops, and blacksmiths. A few blacksmiths remained in business well into the 1910s before the automobile and modern machining processes rendered them largely obsolete.

[72] Sanborn Map Company, "Sanborn Fire Insurance Company Maps, San Francisco, CA," 1900, 1914.

[73] *Crocker-Langley San Francisco Directory for the Year Commencing 1900* (San Francisco, CA: H.S. Crocker Co., 1900); *Crocker-Langley San Francisco Directory for the Year Commencing 1907* (San Francisco, CA: H.S. Crocker Co., 1907).

[74] "Tolenas Soda Springs," *We Love Old Bottles*, 1997, http://www.weloveoldbottles.com/bottles/sodas/blobsoda.html.

The neighborhood also had a small candy factory at 17th, Market, and Collingwood streets (2500 Market Street) in the 1940s. Cora Lou Confectioners took over a repurposed automobile repair facility on the site in 1940, moving from a previous location on Army Street.[75] Proprietor Alice Sebbelor specialized in marzipan and Danish specialty confections. She moved her business to 434 Castro Street sometime in the mid-1950s.[76]

Associated Property Types

Relatively few properties associated with industrial production in Eureka Valley survive, and most are partial remnants of larger production complexes. The most intact identified examples are the Kirby/Phoenix Brewery building and Kirby residence at 552 and 560 Noe Street, respectively. (Figures 19 and 20) The Eggers Family home and perhaps some portion of the soda and mineral water bottling works attached to the dwelling also survive at 128 Eureka Street (Figure 21). The building associated with Cora Lou Confectioners in the 1940s and early 1950s also survives at 2500 Market Street. (Figure 22)

Figure 19 (left): Kirby/Phoenix Brewery Building, 552 Noe Street
Figure 20 (right): Kirby Residence, 550 Noe Street

[75] Sanborn Map Company, "Sanborn Fire Insurance Company Maps, San Francisco, CA," 1950; "San Francisco, Colma and Daly City Street Address List : Pacific Telephone and Telegraph Company : Free Download & Streaming," *Internet Archive*, accessed July 30, 2015, https://archive.org/details/sanfranciscocolm1933paci; House and Street Directory Company (San Francisco, Calif.), ed., *San Francisco House and Street Directory* (San Francisco, Calif: House and Street Directory Co, 1940); "Bernal Heights in 1922... and 1933!: Army Street 1922," *Researching Your Home: City Directories; Bernal History Project*, n.d., http://www.bernalhistoryproject.org/images/pdf/army1922.pdf.

[76] *Polk's Crocker-Langley San Francisco City Directory 1945-46* (San Francisco, CA: R.L. Polk & Co., 1945); *Polk's San Francisco City Directory 1953* (San Francisco, CA: R.L. Polk & Co., 1953).

San Francisco Planning

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San Francisco, CA 94103
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CEQA Exemption Determination

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address		Block/Lot(s)
552 and 560 Noe Street		3583011, 3583012
Case No.		**Permit No.**
2026-002396PRJ		
☐ **Addition/ Alteration**	☐ **Demolition (requires HRE for Category B Building)**	☐ **New Construction**

Project description for Planning Department approval.
Historic Landmark Designation (DES)

EXEMPTION TYPE

The project has been determined to be exempt under the California Environmental Quality Act (CEQA).

☐	**Class 1 - Existing Facilities.** **(CEQA Guidelines section 15301)** Interior and exterior alterations; additions under 10,000 sq. ft.
☐	**Class 3 - New Construction.** **(CEQA Guidelines section 15303)** Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions; change of use under 10,000 sq. ft. if principally permitted or with a CU.
☐	**Class 32 - In-Fill Development.** **(CEQA Guidelines section 15332)** New Construction of seven or more units or additions greater than 10,000 sq. ft. and meets the conditions described below: (a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations. (b) The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses. (c) The project site has no value as habitat for endangered rare or threatened species. (d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality. (e) The site can be adequately served by all required utilities and public services.
■	**Other ____** Class 8 - Actions by Regulatory Agencies for Protection of the Environment (CEQA Guidelines section 15308)
☐	**Common Sense Exemption (CEQA Guidelines section 15061(b)(3)).** It can be seen with certainty that there is no possibility of a significant effect on the environment.

ENVIRONMENTAL SCREENING ASSESSMENT

Comments:
Planner Signature: Don Lewis

PROPERTY STATUS - HISTORIC RESOURCE

	PROPERTY IS ONE OF THE FOLLOWING:
■	**Category A:** Known Historical Resource.
☐	**Category B:** Potential Historical Resource (over 45 years of age).
☐	**Category C:** Not a Historical Resource or Not Age Eligible (under 45 years of age).

PROPOSED WORK CHECKLIST

	Check all that apply to the project.
☐	**Change of use and new construction.** Tenant improvements not included.
☐	**Regular maintenance or repair** to correct or repair deterioration, decay, or damage to building.
☐	**Garage work.** A new opening that meets the *Guidelines for Adding Garages and Curb Cuts*, or replacement of a garage door in an existing opening that meets the Residential Design Guidelines.
☐	**Deck, terrace construction, or fences** not visible from any immediately adjacent public right-of-way.
☐	**Mechanical equipment installation** that is not visible from any immediately adjacent public right-of-way.
☐	**Dormer installation** that meets the requirements for exemption from public notification under *Zoning Administrator Bulletin No. 3: Dormer Windows*.
☐	**Addition(s)** not visible from any immediately adjacent public right-of-way for 150 feet in each direction; or does not extend vertically beyond the floor level of the top story of the structure, or does not cause the removal of architectural significant roofing features.
☐	**Façade or storefront alterations** that do not remove, alter, or obscure character -defining features.
☐	**Restoration** based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.
	Note: Project Planner must check box below before proceeding.
■	Project is not listed.
☐	Project involves scope of work listed above.

ADVANCED HISTORICAL REVIEW

Check all that apply to the project.

☐ **Reclassification of property status**. *(Attach HRER Part I relevant analysis; requires Principal Preservation Planner approval)*

- ☐ Reclassify to Category A
- ☐ Reclassify to Category C
- ☐ Lacks Historic Integrity
- ☐ Lacks Historic Significance

☐ Project involves a **known historical resource (CEQA Category A)**

☐ Project does not substantially impact character-defining features of a historic resource (see Comments)

☐ Project is compatible, yet differentiated, with a historic resource.

☐ Project consistent with the Secretary of the Interior Standards for the Treatment of Historic Properties

Note: If ANY box above is checked, a Preservation Planner MUST sign below.

■ **Project can proceed with EXEMPTION REVIEW**. The project has been reviewed by the Preservation Planner and can proceed with exemption review.

Comments by Preservation Planner:
Landmark designation, no physical changes

Preservation Planner Signature: Alex Westhoff

EXEMPTION DETERMINATION

■ **No further environmental review is required. The project is exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.**

Project Approval Action:	**Signature:**
Board of Supervisors approval of landmark designation	Alex Westhoff 05/01/2026

Supporting documents are available for review on the San Francisco Property Information Map, which can be accessed at https://sfplanninggis.org/pim/. Individual files can be viewed by clicking on the Planning Applications link, clicking the "More Details" link under the project's environmental record number (ENV) and then clicking on the "Related Documents" link.

Once signed and dated, this document constitutes an exemption pursuant to CEQA Guidelines and chapter 31 of the San Francisco Administrative Code. Per chapter 31, an appeal of an exemption determination to the Board of Supervisors shall be filed within 30 days after the approval action occurs at a noticed public hearing, or within 30 days after posting on the planning department's website (https://sfplanning.org/resource/ceqa-exemptions) a written decision or written notice of the approval action, if the approval is not made at a noticed public hearing.