

1 [Initiating Landmark Designation - Jones-Thierbach Coffee Company Building - 447 Battery
2 Street]

3 **Resolution initiating landmark designation under Article 10 of the Planning Code for**
4 **the Jones-Thierbach Coffee Company Building at 447 Battery Street.**

5

6 WHEREAS, Under Planning Code, Section 1004.1, the Board of Supervisors (Board)
7 may by Resolution initiate landmark designation; and

8 WHEREAS, The existing building at 447 Battery Street was constructed in 1907 at its
9 current location in the present-day Financial District, an area of San Francisco that was
10 largely industrial and commercial in character around the turn of the twentieth century and
11 effectively leveled by the earthquake and fires that devastated much of San Francisco in
12 1906; and

13 WHEREAS, Following the 1906 earthquake disaster, members of San Francisco's
14 political and business spheres raced to rebuild areas within and adjacent to downtown San
15 Francisco, including the existing building at 447 Battery Street; and

16 WHEREAS, Upon its construction, the existing building at 447 Battery Street expressed
17 the relatively straightforward design of an industrial warehouse, with a minimal level of
18 external architectural ornamentation, which was limited to the evenly spaced bands of
19 segmental arched windows at the Battery Street and Merchant Street facades as well as the
20 simple belt courses that spanned these same facades between the third story and the
21 roofline; and

22 WHEREAS, The firm that initially occupied the subject building upon its construction in
23 1907 was Thierbach and Company, a medium-sized, San Francisco-based coffee roasting
24 and wholesaling company led by Charles Frederick Thierbach, which changed its name to the
25 Jones-Thierbach Coffee Company when Michael P. Jones joined the firm in 1912; and

1 WHEREAS, The Jones-Thierbach Coffee Company contributed to the active local
2 coffee industry in San Francisco, which represented a significant commercial sector in San
3 Francisco during the second half of the nineteenth century and the first decades of the
4 twentieth century; and

5 WHEREAS, The design of the Jones-Thierbach Coffee Company is attributed to Frank
6 S. Van Trees, a classically trained Bay Area architect who was responsible for works
7 elsewhere in San Francisco, whose simplified architectural scheme at 447 Battery Street
8 aligned with the building’s utilitarian warehouse function; and

9 WHEREAS, The setting of the Jones-Thierbach Coffee Company Building experienced
10 a substantial shift in character during the post-World War II period, when the San Francisco
11 Redevelopment Agency pushed forward plans to demolish a large portion of the city’s
12 produce market district – located near the waterfront immediately east of the subject building
13 – and construct the Golden Gateway Redevelopment Project; and

14 WHEREAS, The trend toward urban development in support of commercial and
15 financial firms displaced a number of the remaining industrial and warehousing businesses
16 near the waterfront north of Market Street; and

17 WHEREAS, The building at 447 Battery Street is a relic of the industrial and mercantile
18 history of San Francisco and illustrative of the massive efforts to reconstruct downtown San
19 Francisco following the widespread destruction caused by the 1906 earthquake and fires; and

20 WHEREAS, The building at 447 Battery Street survived Redevelopment and was later
21 surveyed and listed in the 1968 book *Here Today: San Francisco’s Architectural Heritage*,
22 which was subsequently adopted by the San Francisco Board of Supervisors through
23 Resolution No. 268-70, and therefore qualifies as an official local historical register under
24 CEQA; and

25

1 WHEREAS, The building at 447 Battery Street has historical significance to San
2 Francisco's coffee industry and is the only building known to remain in the industry's hub north
3 of Market Street that was used for coffee roasting and warehousing, and stands as a
4 significant built-environment remnant that signifies San Francisco's economy and urban form
5 during the first half of the twentieth century; and

6 WHEREAS, The building at 447 Battery Street is architecturally significant because of
7 its status as a rare remaining example of a brick commercial building and warehouse in the
8 present-day Financial District and shares a historic context and many architectural
9 characteristics with contributors to surrounding historic districts including the Jackson Square
10 Landmark District, the Commercial-Leidesdorff Conservation District, and the Front-California
11 Conservation District, each of which represents an intact collection of post-1906 commercial
12 buildings that remain embedded within a more recent urban fabric; now, therefore, be it

13 RESOLVED, That the Board hereby initiates landmark designation of the intact Jones-
14 Thierbach Coffee Company located at 447 Battery Street; and, be it

15 FURTHER RESOLVED, That the Board requests that the Planning Department
16 prepare a Landmark Designation Report to submit to the Historic Preservation Commission
17 for its consideration of the special historical, architectural, and aesthetic interest and value of
18 the existing building at 447 Battery Street; and, be it

19 FURTHER RESOLVED, That the Board requests that the Historic Preservation
20 Commission consider whether the existing building at 447 Battery Street warrants landmark
21 designation, and submit its recommendation to the Board according to Article 10 of the
22 Planning Code.