

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. 554-5184  
Fax No. 554-5163  
TDD/TTY No. 554-5227

## MEMORANDUM

TO: Rich Hillis, Director, Planning Department  
Jonas Ionin, Commission Secretary, Historic Preservation Commission

FROM: Erica Major, Assistant Clerk, Land Use and Transportation Committee

DATE: November 18, 2020

SUBJECT: LEGISLATION INTRODUCED

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The Board of Supervisors' Land Use and Transportation Committee has received the following proposed legislation, introduced by Supervisor Peskin on November 10, 2020:

**File No. 201298**

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

If you have comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: [erica.major@sfgov.org](mailto:erica.major@sfgov.org).

cc: Corey Teague, Planning Department  
Dan Sider, Planning Department  
Laura Lynch, Planning Department  
Scott Sanchez, Planning Department  
Lisa Gibson, Planning Department  
Devyani Jain, Planning Department  
Adam Varat, Planning Department  
AnMarie Rodgers, Planning Department  
Aaron Starr, Planning Department  
Andrea Ruiz-Esquide, Deputy City Attorney  
Joy Navarrete, Planning Department

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.

# Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp  
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion or Charter Amendment).
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor  inquiries"
- 5. City Attorney Request.
- 6. Call File No.  from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No.
- 9. Reactivate File No.
- 10. Topic submitted for Mayoral Appearance before the BOS on

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission
- Youth Commission
- Ethics Commission
- Planning Commission
- Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use the Imperative Form.**

Sponsor(s):

Subject:

The text is listed:

Signature of Sponsoring Supervisor:

For Clerk's Use Only