



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Landmark Designation Case Report

*Hearing Date:* December 17, 2014  
*Case No.:* 2014.0951L  
*Project Address:* 182-198 Gough Street  
*Zoning:* (NCT) Hayes-Gough Neighborhood Commercial Transit  
*Block/Lot:* 0837/014  
*Property Owner:* Hirsch Family Trust  
322 Deer Trail Lane  
Mill Valley, CA 94941  
*Staff Contact:* Jonathan Lammers – (415) 575-9093  
[jonathan.lammers@sfgov.org](mailto:jonathan.lammers@sfgov.org)  
*Reviewed By:* Tim Frye – (415) 575-6822  
[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### PROPERTY DESCRIPTIONS & SURROUNDING LAND USE AND DEVELOPMENT

182-198 Gough Street, historically known as the R. L. Goldberg Building, is located at the southeast corner of Gough and Oak streets in San Francisco's Civic Center area. The building is a steel-frame, two-story mixed-use building with three ground story storefronts and two dwelling units at the upper story. Built in 1911, it was designed with Classical Revival influences by prominent architect, Bernard J. Joseph. The footprint of the building occupies the entirety of its 3,300 sq. ft. lot, with the primary facade facing west onto Gough Street. The attached draft Landmark Designation Report contains a detailed building description on pages 7-39.

The subject building is located in a transitional area between the Civic Center and Hayes Valley neighborhoods. Its immediate surroundings are characterized by two- to five-story residential and mixed use buildings constructed in the years following the 1906 Earthquake and Fire. Several institutional buildings are also located in the vicinity, including the French American School and San Francisco Conservatory of Music. San Francisco Fire Department Station 36 is also located at the eastern end of the subject block.

### PROJECT DESCRIPTION

The case before the Historic Preservation Commission is consideration to recommend to the Board of Supervisors the designation of 182-198 Gough Street as a San Francisco landmark under Article 10 of the Planning Code, Section 1004.1.

## ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

## GENERAL PLAN POLICIES

The Urban Design Element of the San Francisco General Plan contains the following relevant objectives and policies:

- OBJECTIVE 2: Conservation of Resources that provide a sense of nature, continuity with the past, and freedom from overcrowding.
- POLICY 4: Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating significant historic resources as local landmarks will further continuity with the past because the buildings will be preserved for the benefit of future generations. Landmark designation will require that the Planning Department and the Historic Preservation Commission review proposed work that may have an impact on character-defining features. Both entities will utilize the Secretary of Interior's *Standards for the Treatment of Historic Properties* in their review to ensure that only appropriate, compatible alterations are made.

## SAN FRANCISCO PLANNING CODE SECTION 101.1 – GENERAL PLAN CONSISTENCY AND IMPLEMENTATION

Planning Code Section 101.1 – Eight Priority Policies establishes and requires review of permits for consistency with said policies. On balance, the proposed designation is consistent with the priority policies in that:

- a. The proposed designation will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Landmark designation of 182-198 Gough Street will help to preserve an important historical resource that is architecturally significant as an example of a Classical Revival style mixed use building. The property may also be significant for its association with Reuben (Rube) Lucius Garrett Goldberg, a Pulitzer Prize-winning cartoonist and author who commissioned the building's construction.

## BACKGROUND / PREVIOUS ACTIONS

This item was initially calendared at the HPC's request following public comment at its regularly scheduled hearing on June 18, 2014 in support of Article 10 designation. On November 19, 2014 the HPC reviewed the draft Landmark Designation Report prepared by Edward Yarbrough, senior architectural historian of ICF International, on behalf of the requestors, Jacqui Naylor and Beverly Upton. The HPC also reviewed the Department's Case Report and heard public testimony regarding landmark designation. The HPC then passed Resolution No. 741 to initiate Article 10 Landmark Designation of 182-198 Gough Street.

## OTHER ACTIONS REQUIRED

If the Historic Preservation Commission decides to recommend to the Board of Supervisors the designation of the subject property as an Article 10 landmark at its December 17, 2014 hearing, the item will be forwarded to the Board of Supervisors for consideration at a future Board of Supervisors hearing for formal Article 10 landmark designation.

## APPLICABLE PRESERVATION STANDARDS

### ARTICLE 10

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a historic district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's Regional Housing Needs Allocation, and the Sustainable Communities Strategy for the Bay Area. These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site, a description of the characteristics of the landmark which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

### ARTICLE 10 LANDMARK CRITERIA

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture,

archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant contribution to the broad patterns of our history; or that are associated with the lives of persons significant in our past; or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or properties that have yielded, or may likely yield, information important in prehistory or history.

## PUBLIC / NEIGHBORHOOD INPUT

The Department received a letter from the Hayes Valley Neighborhood Association (dated 18 August 2014) expressing support for landmark designation of the building. On November 20, 2014 the Department received an email from Leonardo DiGiovanni opposing landmark designation of the building. The Department will provide any public correspondence received after the submittal of this report in the Historic Preservation Commission's correspondence folder.

## PROPERTY OWNER INPUT

On August 19, 2014 the Department received an email from Kenneth S. Hirsch, representative of the Hirsch Family Trust, owners of the property, stating his preference that the building not be designated as a landmark (attached). Department staff met with Mr. Hirsch on October 29, 2014. At that time Mr. Hirsch reiterated his preference that the building not be designated pursuant to Article 10 of the Planning Code.

## STAFF ANALYSIS

The case report and analysis under review was prepared by Department preservation staff based upon the attached draft Landmark Designation Report as well as staff research. The draft Landmark Designation Report was prepared by Edward Yarbrough, senior architectural historian of ICF International.

The Department has determined that the subject property meets the requirements for Article 10 eligibility as an individual landmark. The justification for its inclusion is outlined below under the Significance and Integrity sections of this case report.

### SIGNIFICANCE

#### *Architecture*

The Department finds that 182-198 Gough Street is eligible for local designation due to its significant architectural expression as an early 20<sup>th</sup> century mixed-use building designed with Classically-inspired ornament and containing extraordinarily rare, intact storefronts.

On its upper floors, the building features rusticated stucco cladding, bay windows flanked by pilaster panels, molded window surrounds with keystones, and a bracketed cornice and shaped parapet. The ground floor contains three historic storefronts displaying a remarkable state of preservation, including their original bulkheads, display windows, vestibule paving, doors, and transoms. Based on comparisons

with similar properties surveyed as part the Department's Neighborhood Commercial Buildings Survey in 2014, the storefronts at 182-198 Gough Street rank among the best preserved storefronts of their age.

The building was designed by architect Bernard J. Joseph. A definitive biography of Joseph remains to be written, but his involvement with the design of several prominent buildings in San Francisco could qualify him as a master architect. An initial review indicates that Joseph's best-known work was produced in partnership with Gustave Albert Lansburgh, including the Newman and Levinson Building (1909) on Stockton Street (Article 11, Category 1 Building), Hammersmith Building (1907) on Sutter Street (Landmark No. 117), Manx Hotel (1908) on Powell Street (Article 11, Category IV Building), and the second Emporium department store, located at 835 Market Street (Article 11, Category I Building). The draft Landmark Designation Report also identifies Joseph as the co-designer of the original Orpheum Theater on O'Farrell Street (1909—no longer extant).

#### *Persons*

The Department finds that the building may have tangential significance based on its association with Rueben (Rube) Lucius Garrett Goldberg, but its primary significance is derived from its architectural expression.

According to the Landmark Designation Report, the building was commissioned by Rube L. Goldberg, a Pulitzer Prize-winning cartoonist famed for his illustrations of elaborate contraptions designed to perform otherwise simple tasks. Goldberg was born in San Francisco and received a degree in engineering from U.C. Berkeley in 1904. After brief period of employment with the City of San Francisco Water and Sewers Department, Goldberg joined the staff of *The San Francisco Chronicle* where he submitted drawings and cartoons which were first published in 1905.

In 1907 Goldberg moved to New York where he was hired by the *New York Evening Mail* to draw daily cartoons. His drawings proved popular, and over the next few years he also began to appear on stage. Flush with his early success, Goldberg returned to San Francisco and commissioned the construction of the subject property, which includes his name, "R. L. Goldberg," inscribed on the building's frieze.

According to the Landmark Designation Report, one of the two residential units was used by Goldberg as his residence and studio during visits to San Francisco, while the other was occupied by his father, Max Goldberg, who at various times served as a police commissioner, fire marshal and banker. However, the only documentary evidence in support of the Goldbergs' residency at the property is a childhood reminiscence from Rube Goldberg's granddaughter, during which she recalls him describing the property. The report also does not identify other properties which may have a more intimate association with Goldberg's productive life.

Goldberg spent most of his career in New York City, and the Landmark Designation Report acknowledges that Goldberg's association with 182-198 Gough Street became less frequent after 1916—although he continued to own the property until his death in 1970.

Research performed by Department Preservation staff could not confirm Goldberg's use of the property as an occasional residence and studio, nor its use as a residence by Goldberg's father. For example, the 1914 city directory identifies Leonard Jones (steward), Frederick Littman (machinist) and William Black

as residents of the property. There are two Max Goldberg's listed in the directory of that year, neither of which is identified with the subject property.

Likewise, the 1915 city directory identifies Frederick Eggers (Sherriff of San Francisco) and Allen Walter (musician) as tenants. None of the four Max Goldbergs in the city directory of that year are shown at 182-198 Gough. Based on this research, it appears more plausible that the building was constructed as an income producing property, rather than as an occasional residence for the Goldberg family.

Considered as a whole, the Department finds that 182-198 Gough Street is eligible as an individual landmark due to its significant architecture, but cannot confirm its significance based on the building's association with Rube Goldberg.

The period of significance identified in the Landmark Designation Report is 1911 – 1970, which reflects its initial construction through the death of Rube Goldberg. Based on the analysis above, Department staff find that a period of significance of 1911 appears more appropriate, as it is based on the building's original construction and architectural significance rather than its association with Goldberg.

#### INTEGRITY

Based on a review of the building permit history and visual inspection, the building appears to be extraordinarily well preserved. Building permits for the property are few and indicate the first alteration to the property was made in 1958 for the installation of an exterior sign advertising a laundry. Another permit was issued to repair damage resulting from an automobile collision in 1977. The building was re-roofed in 1996. Other apparent alterations include the installation of awnings above the storefronts. Overall, the building retains a remarkable level of integrity relative to its 1911 construction. In particular, the retention of its three historic storefronts with nearly all original features intact is exceedingly rare for a commercial building of this age. A detailed discussion of integrity is contained in the draft Landmark Designation Report on page 48-49.

Overall, the Department finds that the building retains outstanding integrity relative to its eligibility for Article 10 landmark designation,

#### CHARACTER-DEFINING FEATURES

Whenever a building, site, object, or landscape is under consideration for Article 10 landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

The Landmark Designation Report does not explicitly identify any character-defining features of the building, although the Department expects to receive an updated draft of the report from the consultant in the near future. Below is a preliminary list of character defining features based on a review by Department preservation staff.

The character-defining *exterior* features of the building are identified as:

- All exterior elevations, rooflines and ornamentation

- Rusticated stucco cladding
- Ground floor storefronts facing Gough Street featuring recessed and angled entry vestibules with fully glazed wood doors crowned with ventilators; paneled ceilings; large open display windows; marble risers with hexagonal tile thresholds; and black ceramic tile bulkheads with linear tile accents.
- Corner commercial entry featuring an angled, cut corner configuration; large open display windows; square column at the corner; black ceramic tile bulkhead with bead-and-lozenge tile accent; and paneled ceiling
- Recessed residential entries including paneled piers; wood walls and ceilings; hexagonal tiled thresholds; fully glazed wood doors topped with ventilators painted with address numerals; and bracketed hoods with guttae and open transoms
- Recessed awning box above the storefronts
- Continuous transom above the storefronts and residential entries featuring fixed and awning sashes with minimally opaque glazing
- Intermediate cornice above the transom featuring block modillions
- Combination angled and flat bays at the second story, including angled bays featuring spandrel panels and cornices, as well as flush bays featuring garland surrounds and keystones.
- Double-hung, wood sash windows at the second story
- Roofline featuring a bracketed cornice and shaped parapet
- Frieze inscribed with "R. L. GOLDBERG BUILDING"
- Keystones above secondary entrances and window bays on the Oak Street facade
- Punched window openings with stucco sills and wood-sash windows on the Oak Street facade
- Partially glazed and paneled wood doors, including one door with a glazed ventilator, on the Oak Street facade

The character-defining *interior* features of the building include portions of the ground floor storefronts, which have historically been accessible to the public:

- Window display areas for the storefronts at 182 and 190 Gough Street featuring paneled walls, paneled ceilings with decorative vents, and rear transoms.
- Raised display window platforms in the storefront at 190 Gough Street
- Hip roofed skylight with wire glass glazing illuminating the store interior at 190 Gough Street
- Interior mezzanine display area above paneled soffits and paneled ceiling with decorative vents in the storefront at 198 Gough Street

## ISSUES

The Landmark Designation Report states that the interior portions of both residential units retain a high degree of integrity, including coved ceilings, door and window surrounds, fireplace mantels, stair railings, picture rails, wood flooring, light fixtures and bathroom fixtures. Based on a review of photos included with the report, Department staff concur that many of these features do appear original to the building. However, as historically private interior spaces, the interior portions of these residential units are not eligible for landmark designation as character-defining features of the building.

Section 1004(c) of the Planning code states that:

(c) The property included in any such designation shall upon designation be subject to the controls and standards set forth in this Article 10. In addition, the said property shall be subject to the following further controls and standards if imposed by the designating ordinance:

- (1) For a publicly-owned landmark, review of proposed changes to significant interior architectural features.
- (2) For a privately-owned landmark, review of proposed changes requiring a permit to significant interior architectural features in those areas of the landmark that are or historically have been accessible to members of the public. The designating ordinance must clearly describe each significant interior architectural feature subject to this restriction.

In prior cases regarding the designation of interior spaces, the Department has determined that examples of spaces that have been historically accessible to members of the public may include features such as a historic lobby or ground floor commercial space, as well as the interiors of public buildings such as a fire station or church that has been converted into a private residence. However, the Department, in consultation with the City Attorney, has determined that the Planning Code does not allow for designating the interiors of private residential units.

## BOUNDARIES OF THE LANDMARK SITE

The proposed landmark site encompasses the entire lot – Assessor’s Block 0837, Lot 014 – on which the subject building is located.

## PLANNING DEPARTMENT RECOMMENDATION

Based on the Department’s analysis, 182-198 Gough Street is individually eligible for Article 10 Landmark designation for its significant architectural expression as an excellent example of a type, period and method of construction displaying high artistic values, and for its outstanding integrity. The Department recommends that the Historic Preservation Commission approve the proposed designation of 182-198 Gough Street as a San Francisco landmark.

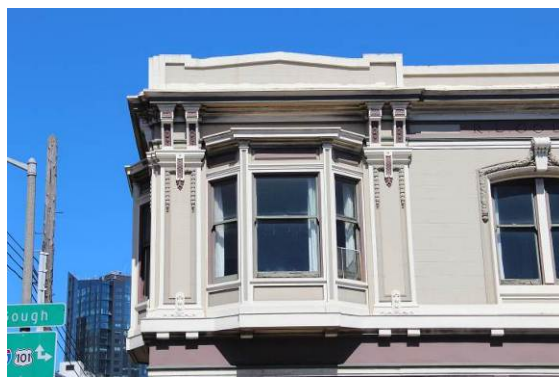
The Historic Preservation Commission may recommend approval, disapproval, or approval with modifications of the proposed designation of 182-198 Gough Street as a San Francisco landmark under



Article 10 of the Planning Code to the Board of Supervisors pursuant to Planning Code Section 1004.1. If the Historic Preservation Commission approves the designation, a copy of the motion of approval is transmitted to the Board of Supervisors, which holds a public hearing on the designation and may approve, modify or disapprove the designation (Section 1004.4). If the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days (Section 1004.5).

## **ATTACHMENTS**

- A. Draft Resolution recommending Article 10 designation to the Board of Supervisors
- B. Draft Ordinance
- C. Draft Landmark Designation Report
- D. HPC Resolution No. 741 initiating landmark designation
- E. Email from Kenneth S. Hirsch, property owner
- F. Letter from the Hayes Valley Neighborhood Association
- G. Email from Leonardo DiGiovanni



*R. L. Goldberg Building, 182-198 Gough Street*



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Historic Preservation Commission Resolution No. XXX

HEARING DATE DECEMBER 17, 2014

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

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

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

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

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

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

Jonas P. Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: December 17, 2014

1 [Planning Code – Landmark designation of 182-198 Gough Street (aka the R. L. Goldberg  
2 Building)]

3 **Ordinance designating 182-198 Gough Street (aka the R. L. Goldberg Building), Lot 014**  
4 **in Assessor’s Block 0837, as a Landmark under Article 10 of the San Francisco**  
5 **Planning Code; and making environmental findings and findings of consistency with**  
6 **the General Plan and the eight priority policies of Planning Code Section 101.1.**

7  
8 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.  
9 **Additions to Codes** are in *single-underline italics Times New Roman font*.  
10 **Deletions to Codes** are in ~~*italics Times New Roman font*~~.  
11 **Board amendment additions** are in Arial font.  
12 **Board amendment deletions** are in ~~Arial font~~.  
13 **Asterisks (\* \* \* \*)** indicate the omission of unchanged Code  
14 subsections or parts of tables.

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

16 (A) Pursuant to Section 4.135 of the Charter of the City and County of San  
17 Francisco, the Historic Preservation Commission has authority "to recommend approval,  
18 disapproval, or modification of landmark designations and historic district designations under  
19 the Planning Code to the Board of Supervisors."

20 (B) On June 18, 2014, at the request of the tenants, Jacqui Naylor and Beverly  
21 Upton, and with the support of the Planning Department, the Historic Preservation  
22 Commission added 182-198 Gough Street (aka the R. L. Goldberg Building), Lot 014 in  
23 Assessor’s Block 0837, to the Landmark Designation Work Program.

24 (C) Architectural historian consultant Edward Yarbrough, who meets the Secretary  
25 of Interior’s Professional Qualification Standards, prepared the Landmark Designation Report  
for 182-198 Gough Street, dated November 5, 2014. This Landmark Designation Report was  
reviewed by Department staff for accuracy and conformance with the purposes and standards  
of Article 10.

1 (D) The Historic Preservation Commission, at its regular meeting of November 19,  
2 2014, reviewed Department staff's analysis of 182-198 Gough Street's historical significance  
3 per Article 10 as part of the Landmark Designation Case Report dated November 5, 2014.

4 (E) On November 19, 2014, the Historic Preservation Commission passed  
5 Resolution No. 741 initiating designation of 182-198 Gough Street (aka the R. L. Goldberg  
6 Building), Lot 014 in Assessor's Block 0837, as a San Francisco Landmark pursuant to  
7 Section 1004.1 of the San Francisco Planning Code. Such motion is on file with the Clerk of  
8 the Board in File \_\_\_\_\_ and incorporated herein by reference.

9 (F) On December 17, 2014, after holding a public hearing on the proposed  
10 designation and having considered the specialized analyses prepared by Planning  
11 Department staff and the Landmark Designation Case Report, the Historic Preservation  
12 Commission recommended approval of the proposed landmark designation 182-198 Gough  
13 Street (aka the R. L. Goldberg Building), Lot 014 in Assessor's Block 0837, in Resolution No.  
14 741. Such resolution is on file with the Clerk of the Board in File No. \_\_\_\_\_.

15 (G) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the  
16 proposed landmark designation of 182-198 Gough Street (aka the R. L. Goldberg Building),  
17 Lot 014 in Assessor's Block 0837, will serve the public necessity, convenience and welfare.

18 (H) The Board finds that the proposed landmark designation of 182-198 Gough  
19 Street (aka the R. L. Goldberg Building), Lot 014 in Assessor's Block 0837, is consistent with  
20 the San Francisco General Plan and with Planning Code Section 101.1(b) for the reasons set  
21 forth in Resolution No. \_\_\_\_\_, recommending approval of the proposed designation, which is  
22 incorporated herein by reference.

23 (I) The Planning Department has determined that the actions contemplated in this  
24 Ordinance are in compliance with the California Environmental Quality Act (California Public  
25 Resources Code section 21000 et seq., "CEQA"). Specifically, the Planning Department has

1 determined the proposed Planning Code amendment is subject to a Categorical Exemption  
2 from CEQA pursuant to Section 15308 of the Guidelines for Implementation of the statute for  
3 actions by regulatory agencies for protection of the environment (specifically in this case,  
4 landmark designation). Said determination is on file with the Clerk of the Board of  
5 Supervisors in File No. \_\_\_\_\_ and is incorporated herein by reference.

6 (J) The Board of Supervisors hereby finds 182-198 Gough Street (aka the R. L.  
7 Goldberg Building), Lot 014 in Assessor's Block 0837, has a special character and special  
8 historical, architectural, and aesthetic interest and value, and that its designation as a  
9 Landmark will further the purposes of and conform to the standards set forth in Article 10 of  
10 the San Francisco Planning Code.

11  
12 Section 2: Designation. Pursuant to Section 1004 of the Planning Code, 182-198  
13 Gough Street (aka the R. L. Goldberg Building), Lot 014 in Assessor's Block 0837, is hereby  
14 designated as a San Francisco Landmark under Article 10 of the Planning Code.

15  
16 Section 3. Required Data.

17 (A) The description, location, and boundary of the Landmark site consists of the City  
18 parcel located at Lot 014 in Assessor's Block 0837, on the southwest corner of Gough and  
19 Pak Streets, in San Francisco's Hayes Valley neighborhood.

20 (B) The characteristics of the Landmark that justify its designation are described and  
21 shown in the Landmark Designation Case Report and other supporting materials contained in  
22 Planning Department Case Docket No. 2014.0951L. In brief, 182-198 Gough Street (aka the  
23 R. L. Goldberg Building), is eligible for local designation under National Register of Historic  
24 Places Criterion C (association with design and construction that embodies distinctive  
25 characteristics of a type, period, or method of construction). Specifically, designation of the R.

1 L. Goldberg Building is proper given its significant architectural expression as an early 20th  
2 century mixed-use building designed with Classically-inspired ornament and containing  
3 extraordinarily rare, intact storefronts. On its upper floors, the building features rusticated  
4 stucco cladding, bay windows flanked by pilaster panels, molded window surrounds with  
5 keystones, and a bracketed cornice and shaped parapet. The ground floor contains three  
6 historic storefronts displaying a remarkable state of preservation, including their original  
7 bulkheads, display windows, vestibule paving, doors, and transom. Based on comparisons  
8 with similar properties surveyed as part the Department's Neighborhood Commercial  
9 Buildings Survey in 2014, the storefronts at 182-198 Gough Street rank among the best  
10 preserved storefronts of their age.

11 The building is also significant because it was designed by architect Bernard J. Joseph.  
12 A definitive biography of Joseph remains to be written, but his involvement with the design of  
13 several prominent buildings in San Francisco could qualify him as a master architect. An initial  
14 review indicates that Joseph's best-known work was produced in partnership with Gustave  
15 Albert Lansburgh, including the Newman and Levinson Building (1909) on Stockton Street  
16 (Article 11, Category 1 Building), Hammersmith Building (1907) on Sutter Street (Landmark  
17 No. 117), Manx Hotel (1908) on Powell Street (Article 11, Category IV Building), and the  
18 second Emporium department store, located at 835 Market Street (Article 11, Category I  
19 Building). The draft Landmark Designation Report also identifies Joseph as the co-designer of  
20 the original Orpheum Theater on O'Farrell Street (1909—no longer extant).

21 (C) The particular features that shall be preserved, or replaced in-kind as  
22 determined necessary, are those generally shown in photographs and described in the  
23 Landmark Designation Case Report, which can be found in Planning Department Docket No.  
24 No. 2014.0951L, and which are incorporated in this designation by reference as though fully  
25 set forth. Specifically, the following exterior features shall be preserved or replaced in kind:



- 1 i. All exterior elevations, rooflines and ornamentation;
- 2 ii. Rusticated stucco cladding;
- 3 iii. Ground floor storefronts featuring recessed and angled entry vestibules with fully  
4 glazed wood doors crowned with ventilators, marble risers with hexagonal tile thresholds, and  
5 black ceramic tile bulkheads;
- 6 iv. Corner commercial entry featuring an angled, cut corner configuration, a square  
7 column at the corner, black ceramic tile bulkhead, and paneled ceiling;
- 8 v. Recessed residential entries including paneled wood walls, tiled thresholds, fully  
9 glazed wood doors topped with ventilators, and bracketed hoods;
- 10 vi. Keystones above secondary entrances and window bays on the Oak Street  
11 façade;
- 12 vii. Continuous transom above the storefronts and residential entries on the Gough  
13 Street facade featuring fixed and awning sashes with minimally opaque glazing;
- 14 viii. Intermediate cornice above the transom featuring block modillions;
- 15 ix. Combination angled and flat bays at the second story, including angled bays  
16 featuring spandrel panels and cornices, as well as flush bays featuring garland surrounds and  
17 keystones;
- 18 x. Double-hung, wood sash windows at the second story; and
- 19 xi. Roofline featuring a bracketed cornice and shaped parapet.

20 The character-defining interior features of the building include portions of the ground  
21 floor storefronts, which have historically been accessible to the public:

- 22 i. Window display areas for the storefronts at 182 and 190 Gough Street featuring  
23 paneled walls and ceilings and rear transoms; and
- 24 ii. Raised display window platforms in the storefront at 190 Gough Street.
- 25

1 Section 4. The property shall be subject to further controls and procedures pursuant to  
2 the San Francisco Planning Code and Article 10.

3  
4 Section 5. Effective Date. This ordinance shall become effective 30 days after  
5 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
6 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
7 of Supervisors overrides the Mayor's veto of the ordinance.

8  
9 APPROVED AS TO FORM:  
10 DENNIS J. HERRERA, City Attorney

11 By: \_\_\_\_\_  
12 ANDREA RUIZ-ESQUIDE  
13 Deputy City Attorney

14 n:\land\as2014\0900449\00972290.doc



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Historic Preservation Commission Resolution No. 741

HEARING DATE NOVEMBER 19, 2014

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### **RESOLUTION TO INITIATE 182-198 GOUGH STREET, HISTORICALLY KNOWN AS THE R. L. GOLDBERG BUILDING, LOT 014 IN ASSESSOR'S BLOCK 0837, AS AN ARTICLE 10 LANDMARK.**

1. WHEREAS, consideration of initiation of Article 10 Landmark Designation of 182-198 Gough Street was calendared at the Historic Preservation Commission's request following public comment at its regularly scheduled hearing on June 18, 2014; and
2. WHEREAS, a draft Landmark Designation Report for 182-198 Gough Street was prepared by Edward Yarbrough, who meets the Secretary of the Interior's professional qualifications for architectural history; and
3. WHEREAS, the draft Landmark Designation Report was reviewed by Department staff and determined to have sufficient information to support the Article 10 landmark designation of 182-198 Gough Street; and
4. WHEREAS, the Historic Preservation Commission finds that 182-198 Gough Street is an architecturally significant example of an early 20<sup>th</sup> century mixed use building designed by prominent architect, Bernard J. Joseph, featuring superior Classically inspired ornamentation and three extraordinarily rare and intact historic storefronts; and
5. WHEREAS, the Historic Preservation Commission finds that the construction 182-198 Gough Street was commissioned by Rueben (Rube) Lucius Garrett Goldberg, a native of San Francisco and a Pulitzer Prize-winning cartoonist famed for his illustrations of elaborate contraptions; and
6. WHEREAS, the Historic Preservation Commission finds that the building may have some significance for its association with Rube Goldberg, but that its primary significance is derived from its architectural expression and outstanding physical integrity; and
7. WHEREAS, the Historic Preservation Commission finds that the 182-198 Gough Street meets the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
8. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the Landmark Designation Case Report, should be

considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity.

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

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on November 19, 2014.

Jonas P. Ionin  
Commission Secretary

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

NAYS:

ABSENT:

ADOPTED: November 19, 2014

**From:** [Kenneth S. Hirsch](#)  
**To:** [Brown, Mary \(CPC\)](#)  
**Subject:** Rube Goldberg Building, 182-198 Gough St., SF  
**Date:** Tuesday, August 19, 2014 11:51:03 AM

---

Mary - Following are some comments posted to an SFGate article about the building.

Rube had two brothers, Garrett and William. I've looked in the old city directories, and here's what I've found: Before the earthquake, both Garret and William lived with their father and brother at 1288 McAllister. In 1906, Garrett opened a wholesale paints business at 429 Grove. Starting in 1907, Garrett M. Goldberg, manufacturers and importers of paints and oils has a business address of 477-481 Grove. His brother Walter is working as a salesman and clerk for his brother's company. Both are living at the post earthquake family address of 1310 McAllister. In 1909, Garrett's business moved to the SE corner of 7th and Folsom. In 1911, Garrett's residence address moved to 318 Laurel, where it remained through at least 1920. Walter appears to have never left home and continued working for his brother's company.

While some of these addresses are nearby, it does not appear that any of the immediate Goldberg family ever lived there through 1920. I would suspect that if the family did finance the building, it was as an investment property. All of the family seems to be fairly well-to-do at this time (except maybe poor Walter), so it doesn't make sense that they would live in a small apartment like this. Maybe it was a place for Rube to stay if he was in town, but that's a stretch of the imagination that would require some proof and it hardly matches the story we are being told. < less

For those just reading this, I have done some investigation and I could find no indication that Rube Goldberg built or lived in this building - see further down in the comments. The Assesor-Recorder shows this building being built in 1911. Reuben Goldberg the artist lived at 1288 McAllister in 1904 and 1905. He doesn't show up after that in the city directories (through 1914), although his father is at 1310 McAllister after 1906. He moved to New York in 1907 and eventually settled on Central Park West, according to Wikipedia.

I have gone a little further and searched the Crocker Langley city directories for 1904-1914 and I found no listings for Reuben Goldberg, Max (his dad) or Hanna (his mom) at any address on Gough or Oak street. Their family home before the earthquake was at 1288 McAllister where Max is listed as a bank president and Reuben is a student in 1904 and an artist for the Chronicle in 1905. From 1907-1914, Max (who seems to have gone into insurance after the earthquake - good idea!) is listed as living at 1310 McAllister. This might possibly be the same location with a new address after the quake, or it could be a nearby address.

This claim of Rube Goldberg's connection to this building when it was built seems

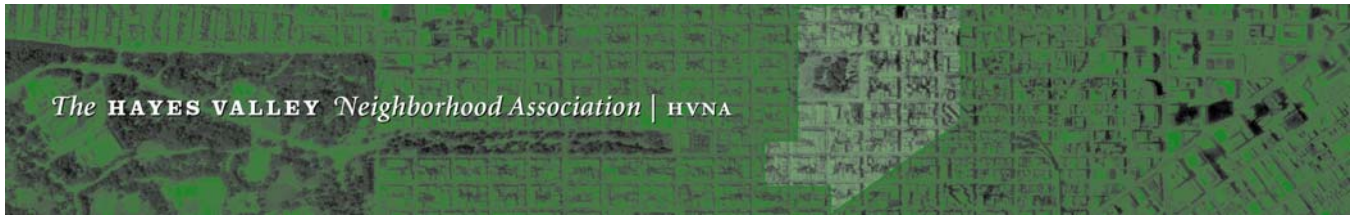
dubious to me. I'm not saying it's impossible, but proof is needed. « less

UC Berkeley College of Mining graduate ca 1904 :)

My preference would be to NOT have it designated as a landmark building.

Ken

Kenneth S. Hirsch, President  
CA Lic# 01183853  
Brownstone Investment Co., Inc.  
322 Deertrail Lane, Mill Valley, CA 94941  
415-395-7600  
415-730-5250 Mobile  
415-480-2200 EFax  
kshirsch@aol.com



August 18th, 2014

The Historic Preservation Commission  
San Francisco Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

**RE: Letter of Support for Historic Landmark Status for the R. L. Goldberg Building**

Dear Commissioners,

I am writing to express the strong support of the Hayes Valley Neighborhood Association for Historic Landmark status for the R. L. Goldberg Building at 182-198 Gough Street.

Rube Goldberg was born and raised in San Francisco, worked for the San Francisco Chronicle, and was a Pulitzer Prize winning cartoonist, satirist and inventor. After the earthquake of 1906, he worked with renowned architect Bernard J. Joseph to build the R. L. Goldberg Building.

This beautiful and well-preserved Edwardian building, completed in 1911, is a beloved neighborhood treasure in Hayes Valley, and, even aside from its association with Rube Goldberg, has been home to many well-known artists and writers in the years since.

The Hayes Valley Neighborhood Association urges the Historic Preservation Commission to support the designation of the R.L. Goldberg Building as an official landmark.

Thank you for your consideration.

Sincerely,

Lawrence Cronander  
Vice-President, Hayes Valley Neighborhood Association  
1800 Market Street, PMB #104  
San Francisco, CA 94102

**From:** [Leonardo](#)  
**To:** [Lammers, Jonathan \(CPC\)](#); [Frye, Timothy \(CPC\)](#); [BreedStaff \(BOS\)](#); [Secretary, Commissions \(CPC\)](#)  
**Cc:** [Brown, Mary \(CPC\)](#); [Ruiz-Esquide, Andrea \(CAT\)](#)  
**Subject:** 182-198 Gough Street landmark  
**Date:** Thursday, November 20, 2014 3:00:19 PM

---

I read in the November 20, 2014 San Francisco Chronicle newspaper (page D2) that 182-198 Gough Street property was approved as a landmark. I also read the Landmark Designation Report that is online. I don't think it should be a landmark here in San Francisco. I live in the neighborhood, only 1 block away, and was never notified of the hearing to make this into a landmark. I'm very much against it. I ask that the approval to be a landmark be reversed. The reason that it is being turned into a landmark is because there are some tenants that don't want to move because they are being evicted through the Ellis-act. That's not a reason to make this building into a landmark, nor is it a reason to concoct an investigation that a building needs landmark status.

The tenant, Jacqui Naylor, said in the newspaper article, "**But Naylor said she hopes that it would make it harder for Hirsh to renovate or convert the building to tenancy-in-common units**", and "**This will make anything he wants to do to the building a little harder**". It's clear that Naylor is only trying to create a problem for the landlord. And that's not what the San Francisco Historic Preservation Commission is about, nor should government agencies be used as a weapon against a landlord and get involved in tenant-landlord issues like this and in this way. This is an example of the waste of time, effort and resources of the City of San Francisco.

I would like to be notified of any other hearings or decisions about this property by the city occur regarding historic preservation.

Thank you  
Leonardo DiGiovanni  
220 Lily St  
San Francisco, CA 94102

Article 10 Landmark Designation  
Case Number 2014.0951L  
R. L. Goldberg Building  
182-198 Gough Street

7. 2014.0951L (J. LAMMERS: (415) 575-9093)  
186-194 GOUGH STREET – Consideration to Initiate Landmark Designation of the R. (Rube) L. Goldberg Building, southeast corner of Gough and Oak streets, Assessor's Block 0837, Lot 014 as an individual Article 10 Landmark pursuant to Section 1004.1 of the Planning Code. Constructed in 1911, the property was commissioned by Pulitzer-Prize winning cartoonist and author Rueben (Rube) Goldberg, and designed by architect Bernard J. Joseph. The property is architecturally significant as an example of a Classical Revival style mixed use building, and may also be significant for its association with Rube Goldberg. This item was calendared at the HPC's request following