



SAN FRANCISCO PLANNING DEPARTMENT

Landmark Designations Case Report

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Hearing Date: March 21, 2018

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- a. Case No.: **2017-004023DES**
Project Address: 228-248 Townsend Street
Zoning: SLI – SOMA Service – Light Industrial
Block/Lot: 3787/018
Property Owners: Richard and Janice Fiore Trust
238 Townsend Street
San Francisco, CA 94107

RAF Investments
238 Townsend Street
San Francisco, CA 94107

- b. Case No.: **2017-002874DES**
Project Address: 457 Bryant Street
Zoning: SLI – SOMA Service – Light Industrial
Block/Lot: 3775/085
Property Owner: 298 Alabama LLC
168 Welsh Street
San Francisco, CA 94107

- c. Case No.: **2017-004129DES**
Project Address: 500-504 Fourth Street
Zoning: SLI – SOMA Service – Light Industrial
Block/Lot: 3777/001
Property Owner: Hotel Utah Investments LLC
737 E. Francisco Blvd
San Rafael, CA 94925

PROPERTY DESCRIPTIONS & SURROUNDING LAND USE AND DEVELOPMENT

- a. **228-248 Townsend Street**, historically known as the New Pullman Hotel, is located on a 110.5' by 77.5' lot on the north side of Townsend Street between Lusk and Clyde streets. Built in 1909, the property is a 2-story wood-frame mixed-use building with Renaissance and Baroque-influenced ornamentation. It is clad with flush wood siding on the east (Clyde Street) elevation, v-groove siding on the rear north elevation, and stucco siding on the west (Lusk Street) and south (Townsend Street) elevations. The first floor contains six storefronts and commercial spaces aligned with Townsend Street, each featuring a light well at the rear. Two entrances at the primary elevation feature iron gates that open to a stairwell leading up to second floor offices. Historically, the second floor contained 54 hotel rooms and 11 baths. The entrances are decorated with curved voids overhead. Other architectural features include a decorative entablature that surrounds all sides as well as wooden window surrounds and a belt course on the east façade. The surrounding neighborhood is comprised of a mixture of older and newer buildings of varying heights consisting of office, apartment, and retail uses. The property is located in the general vicinity of the Caltrain Depot, which was built in 1975 and replaced the former Southern Pacific Depot.
- b. **457 Bryant Street**, historically known as the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is located on a 25' x 80' rectangular lot on the south side of Bryant Street, between 2nd and 3rd streets in San Francisco's South of Market neighborhood. Built in 1909, 457 Bryant Street is a 2-story wood-frame, mixed-use building designed in the Edwardian style. The rectangular building, clad in wood clapboard siding, is capped by a flat roof with projecting bracketed cornice. The primary façade faces north and includes two bays at the second story. Typical windows include fixed, wood-sash windows surmounted by transom at the first floor and double-hung wood-sash windows in angled bays framed by colonnettes at the second floor. The commercial entrance features a wood and glass double door with transom. The hall entrance features a pedimented, arched, inset entry with wood door. The surrounding neighborhood is dominated by a combination of older, small-scale commercial/warehouse buildings containing commercial storefronts on the ground floor and office/warehouse space above.
- c. **500-504 Fourth Street**, historically known as the Hotel Aberdeen and the Hotel Carnot, is located on a 30' x 80' rectangular lot on the south side of Fourth Street, between Bryant and Welsh streets. Built in 1908, 500-504 Fourth Street is a 4-story wood-frame, mixed-use building designed in the Edwardian style. The rectangular building, clad in wood tongue and groove siding, is capped by a flat roof with projecting bracketed cornice with egg and dart and dentil molding. A prominent rounded bay is located on the corner of the building and angled bays are found on both street facing facades. Typical windows include one-over-one double hung sash wood windows throughout the building. Molding and ornamental millwork surrounds the window openings. Arched pediments are found above third floor window openings on the angled bays. The first floor consists of fixed storefront window systems with transoms on both the north and west elevations. The transom are currently obscured by awnings.

PROJECT DESCRIPTION

The case before the Historic Preservation Commission is the consideration of the initiation of landmark designation of three properties as San Francisco landmarks under Article 10 of the Planning Code, Section 1004.1, and recommending the Board of Supervisors approve of such designation. The three properties

are: 228-248 Townsend Street, historically known as the New Pullman Hotel; 104-106 South Park, 45-49 South Park, and 95 Jack London Alley, historically known as the Gran Oriente Filipino Hotel, Residence, and Masonic Temple Complex; 457 Bryant Street, historically known as the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall; and 500-504 4th Street, historically known as Hotel Utah

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 of 228-248 Townsend Street, historically known as the New Pullman Hotel, will further Priority Policy No. 7 which states that landmarks and historic buildings be preserved. Landmark designation will help to preserve this important historical resource that is historically significant as one of the only remaining residential hotels built in the South of Market during the post 1906-earthquake and fire reconstruction period and which housed primarily itinerant and seasonal workers, in this case African American railroad workers including Pullman porters and maids.
- b. The proposed designation of 457 Bryant Street, historically known as the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Landmark designation will help to preserve this important historical resource that is significant as one of the early extant union halls in San Francisco and played an important role in the growth of organized labor in the city, and is also associated with the 1906 Earthquake and Fire post-disaster reconstruction era in San Francisco.

- c. The proposed designation of 500-504 4th Street, historically known as Hotel Utah will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Landmark designation will help to preserve this important historical resource that is significant as one of the only remaining residential hotels in SoMa and is representative of a pattern of the development in SoMa that began in the mid-1800s and continued through the post-1906 earthquake and fire reconstruction. The building is associated with the post-1906 Earthquake and Fire Reconstruction period and is architecturally significant for its Edwardian-style.

BACKGROUND / PREVIOUS ACTIONS

- a. 228-248 Townsend Street, historically known as the New Pullman Hotel was added to the Landmark Designation Work Program on August 17, 2016.
- b. 457 Bryant Street, historically known as the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall was added to the Landmark Designation Work Program on August 17, 2016.
- c. 500-504 4th Street, historically known as Hotel Utah, Hotel Aberdeen, and the Hotel Carnot, was added to the Landmark Designation Work Program on August 17, 2016.

OTHER ACTIONS REQUIRED

If the Historic Preservation Commission adopts a resolution to initiate designation of the subject properties as Article 10 landmarks at its March 21, 2018 hearing and directs staff to finalize the landmark designation reports, a second Historic Preservation Commission hearing will be scheduled for the Commission's recommendation of approval of the designations. At the second hearing, if the Historic Preservation Commission recommends approval of the designations, its recommendation will be sent by the Department to the Board of Supervisors. The nomination would then be considered 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

There is no known public or neighborhood opposition to the designation of the four properties as Article 10 landmarks. 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

Property owners were notified of proposed landmark designation via U.S. Mail.

STAFF ANALYSIS

The case report and following analysis was prepared by Department staff. The Department has determined that the subject properties meet the requirements for Article 10 eligibility as individual landmarks. The justification for their inclusion is outlined below under the Significance and Integrity sections of this case report.

- a. **228-248 Townsend Street:** The subject building appears to meet one of the Historic Preservation Commission's priorities for designation, *"the designation of properties with strong cultural or ethnic associations."* The subject buildings have strong associations with the African American community.

SIGNIFICANCE

Significant events and culture

The New Pullman Hotel is individually eligible for Article 10 landmark designation as one of the only remaining residential hotels built in the South of Market during the post 1906-earthquake and fire reconstruction period and which housed primarily itinerant and seasonal workers, in this case African American railroad workers including Pullman porters and maids. On a national scale, Pullman porters and maids established the first all-Black union in the country, contributed to the development of the African American middle class, and laid important foundations for the Civil Rights Movement. 228-248 Townsend Street is the only known property in San Francisco that contains strong associations with Pullman porters and maids.

PERIOD OF SIGNIFICANCE

The Period of Significance for the New Pullman Hotel is 1909-1964, reflecting the year of construction through the years it served as a primary lodging venue for African American railroad workers, and ending in 1964 when the Civil Rights Act was enacted and barriers to public accommodations began to lift for African Americans.

INTEGRITY

For properties significant for historical or cultural associations, the important aspects of integrity that need to be present are generally location, design, feeling and association. The aspects of integrity which are generally less important for such sites include setting, materials, and workmanship. One test to apply when evaluating integrity of a historic property is to assess if someone who was familiar with the property when it was important within its historic context would recognize it if they visited today. Despite alterations, the building remains in its original location and retains integrity of setting as it sits within the South End Historic District, significant for its association with industrial development and warehouse architectural form. While the former Southern Pacific Depot (constructed in 1914, not extant) that was once adjacent to the New Pullman Hotel was demolished, it was replaced by the Caltrain Depot in 1975, constructed one block away from the site of the original train depot. The building also retains enough of its original design and intact physical material to be recognizable to former occupants of the New Pullman Hotel. Remaining features include its two-story rectangular plan, regular fenestration pattern, commercial storefronts at ground level, and decorative entablature surrounding all sides. The east façade retains the most physical integrity as it appears to retain original wooden window surrounds, decorative entablature, wooden windows and belt course. The property retains sufficient feeling and association to convey its original use as commercial on the ground floor and hotel on the second floor (at least from the exterior; the second floor interior space, however, has been significantly altered).

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 lists exterior character defining features of the three buildings on page 18.

BOUNDARIES OF THE LANDMARK SITE

The boundaries of the landmark sites encompass all of and are limited to Assessor's Block 3787 Lot 018.

- b. **457 Bryant Street:** the subject building does not appear to meet the Historic Preservation Commission's priorities for designation, however the building is significant for its association with important events and for its architecture.

SIGNIFICANCE

Significant events and architecture

The Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is individually eligible for Article 10 landmark designation for its association with events and architecture. As one of the early extant union halls in San Francisco, it played an important role in the growth of organized labor in the city. Constructed shortly after the 1906 Earthquake and Fire, the building is also associated with the post disaster reconstruction era in San Francisco.

PERIOD OF SIGNIFICANCE

The Period of Significance for the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is 1909-1973 reflecting the year of the first union meeting in the building until the union's move to Oakland in 1973.

INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance above. The buildings retain sufficient integrity to convey its association with its original design, use, and period of construction.

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 lists exterior character defining features of the three buildings on page 15.

BOUNDARIES OF THE LANDMARK SITE

The boundaries of the landmark sites encompass all of and are limited to Lot 085 in Assessor's Block 3775.

- c. **500-504 4th Street:** the subject building does not appear to meet the Historic Preservation Commission's priorities for designation; however the building is significant for its association with important events and for its architecture.

SIGNIFICANCE

Significant events and architecture

The Hotel Utah is individually eligible for Article 10 landmark designation for its association with events and architecture. Hotel Utah is a rare remaining example of the numerous residential hotels built in the South of Market neighborhood in the late nineteenth and early twentieth centuries. Constructed largely to house itinerant and seasonal workers employed in nearby factories, industries and along the waterfront, the hotel is emblematic of a pattern of the development in SoMa that began in the mid-1800s and continued through the post-1906 earthquake and fire reconstruction. With its ornate millwork, rounded and angled bays, the Hotel Utah is also a striking example of Edwardian style architecture commonly employed in the design of residential hotel buildings constructed during the period.

PERIOD OF SIGNIFICANCE

The Period of Significance for Hotel Utah is 1908-1947 reflecting the year the building was constructed through the end of World War II when employment along the waterfront and in neighborhood industries declined and the need for housing in the South of Market Area diminished.

INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance above. The buildings retain sufficient integrity to convey its association with its original design, use, and period of construction.

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 lists exterior character defining features of the three buildings on page 8.

BOUNDARIES OF THE LANDMARK SITE

The boundaries of the landmark sites encompass all of and are limited to Assessor's Block 3777 Lot 001.

PLANNING DEPARTMENT RECOMMENDATION

- a. **228-248 Townsend Street:** based on the Department's analysis, the New Pullman Hotel is individually eligible for Article 10 landmark designation for its association with events. The property is representative of a pattern of development in the South of Market neighborhood that began in the nineteenth century and continued through the post-1906 earthquake and fire reconstruction period. It is also significant as the only hotel in San Francisco that openly welcomed African American railroad workers, including Pullman porters and maids, during the first half of the twentieth century. It is the only known building in the city that has significant associations with Pullman porters and maids, who at the national scale contributed to the rise of the African American middle class in America, established the country's first all-Black labor union – the Brotherhood of Sleeping Car Porters – and laid important foundations for subsequent civil rights achievements nationwide. In addition,

Designation of the New Pullman Hotel also appears to meet one of the HPC's priorities for designation: properties with strong cultural or ethnic associations. Staff recommends approval of the proposed landmark designation.

- b. **457 Bryant Street:** based on the Department's analysis, the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is individually eligible for Article 10 landmark designation for its association with events and architecture. As one of the early extant union halls in San Francisco, it played an important role in the growth of organized labor in the city. Constructed shortly after the 1906 Earthquake and Fire, the building is also associated with the post disaster reconstruction era in San Francisco. Designation of the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall does not appear to meet the Historic Preservation Commission's priorities for designation, however the building is significant for its association with important events and for its architecture. Staff recommends approval of the proposed landmark designation.
- c. **500-504 4th Street:** based on the Department's analysis, the Hotel Utah is individually eligible for Article 10 landmark designation for its association with events and architecture. The Hotel Utah is a rare remaining example of the numerous residential hotels built in the South of Market neighborhood in the late nineteenth and early twentieth centuries. Constructed largely to house itinerant and seasonal workers employed in nearby factories, industries and along the waterfront, the hotel is emblematic of a pattern of the development in SoMa that began in the mid-1800s and continued through the post-1906 earthquake and fire reconstruction. The Hotel Utah is a striking example of Edwardian style architecture commonly employed in the design of residential hotel buildings constructed during the post-earthquake period. Designation of the Hotel Utah does not appear to meet the Historic Preservation Commission's priorities for designation, however the building is significant for its association with important events and for its architecture. Staff recommends approval of the proposed landmark designation.

The Historic Preservation Commission may recommend approval, disapproval, or approval with modifications of the proposed designations of 228-248 Townsend Street; 457 Bryant Street; and 500-504 4th Street as San Francisco landmarks 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. Exhibits
- B. Draft Landmark Designation Reports
- C. Draft Motions initiating designations
- D. Draft Landmark Designation Ordinances

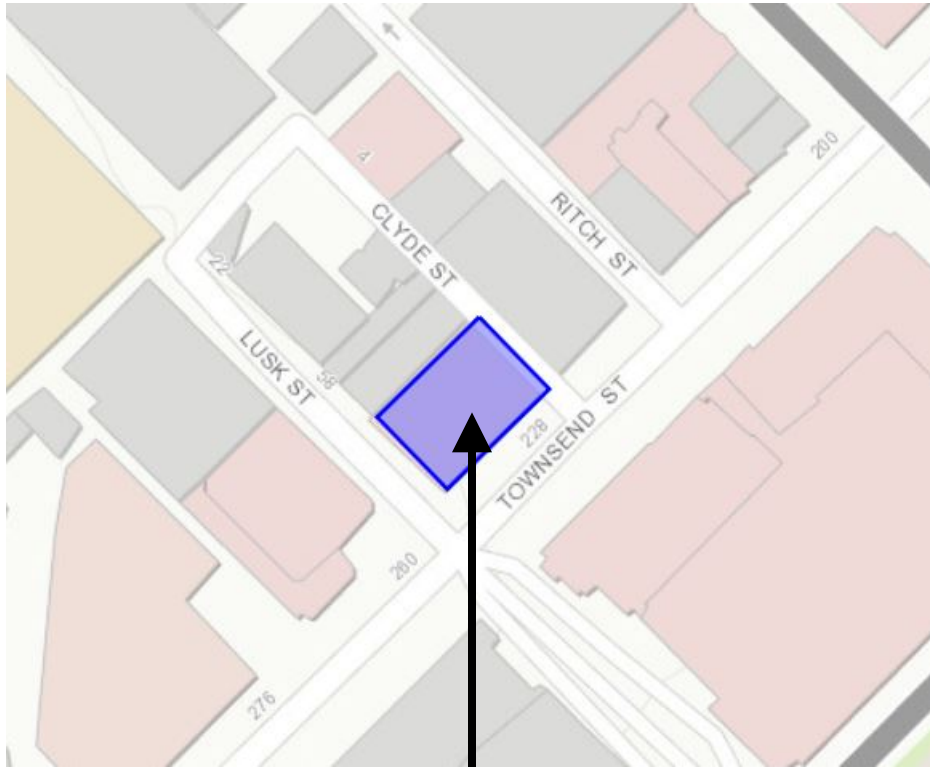
Site Photo



228-248 TOWNSEND STREET
NEW PULLMAN HOTEL

Article 10 Landmark Designation
Case Number 2017-004023DES
New Pullman Hotel
228-248 Townsend Street

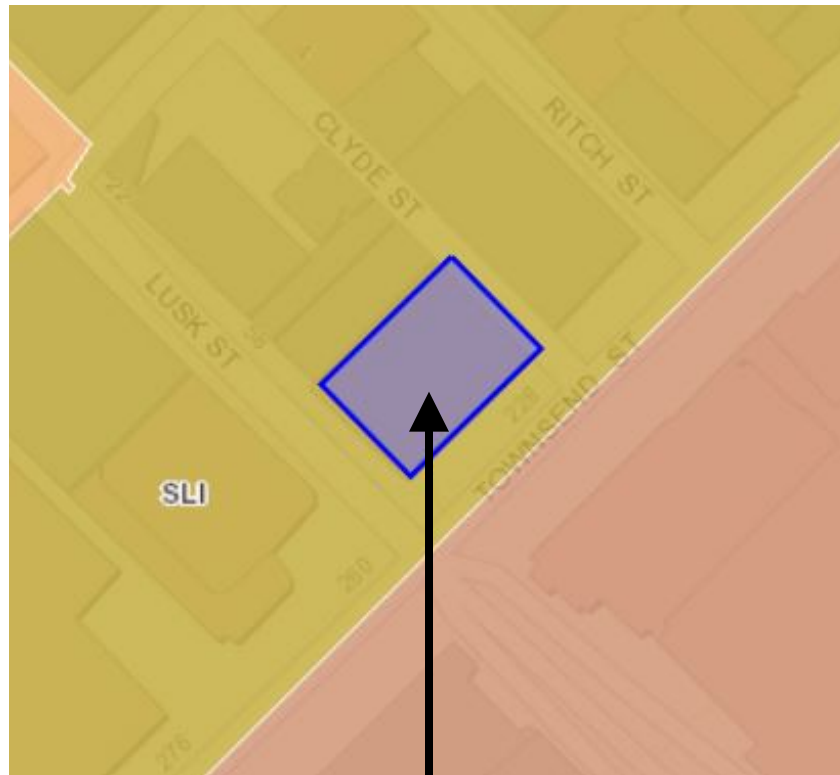
Parcel Map



228-248 TOWNSEND STREET

Article 10 Landmark Designation
Case Number 2017-004023DES
New Pullman Hotel
228-248 Townsend Street

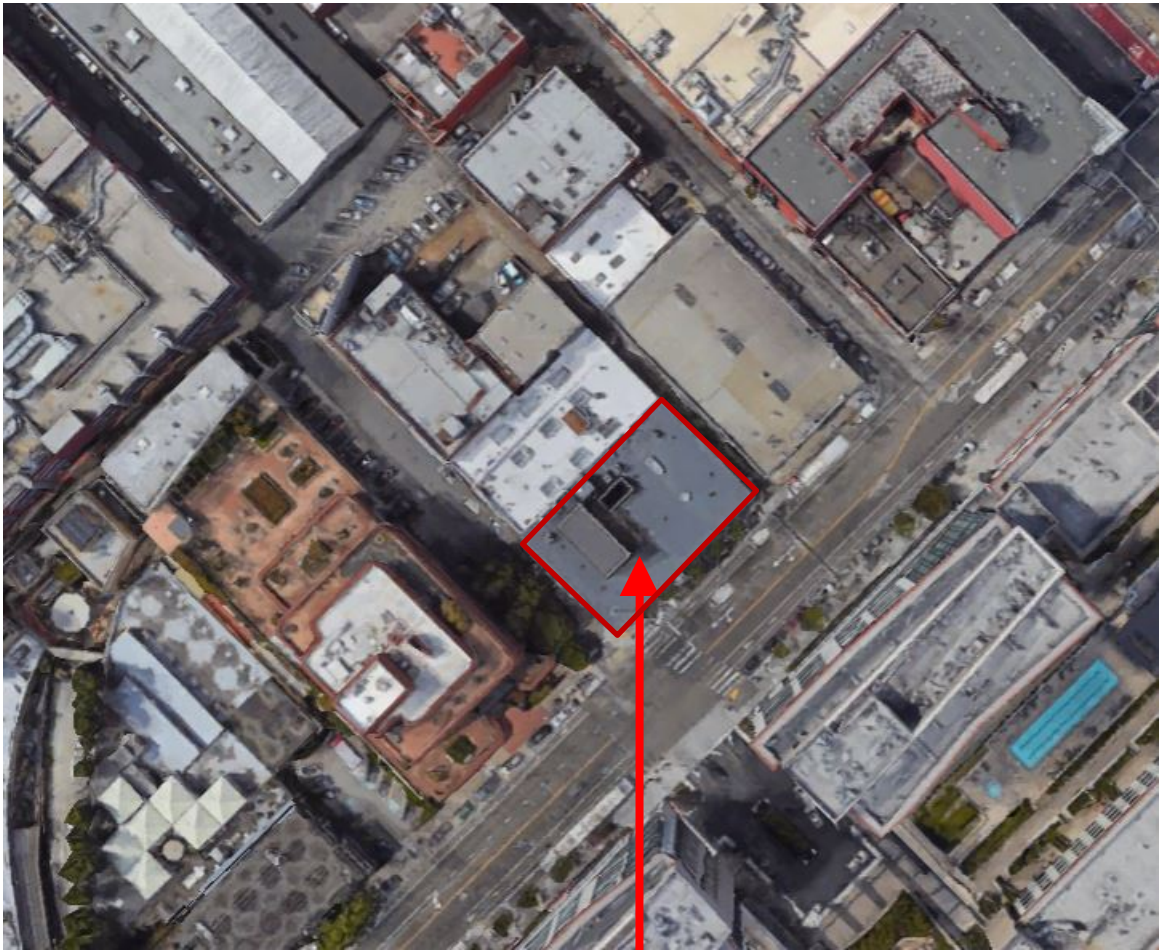
Zoning Map



228-248 TOWNSEND STREET

Article 10 Landmark Designation
Case Number 2017-004023DES
New Pullman Hotel
228-248 Townsend Street

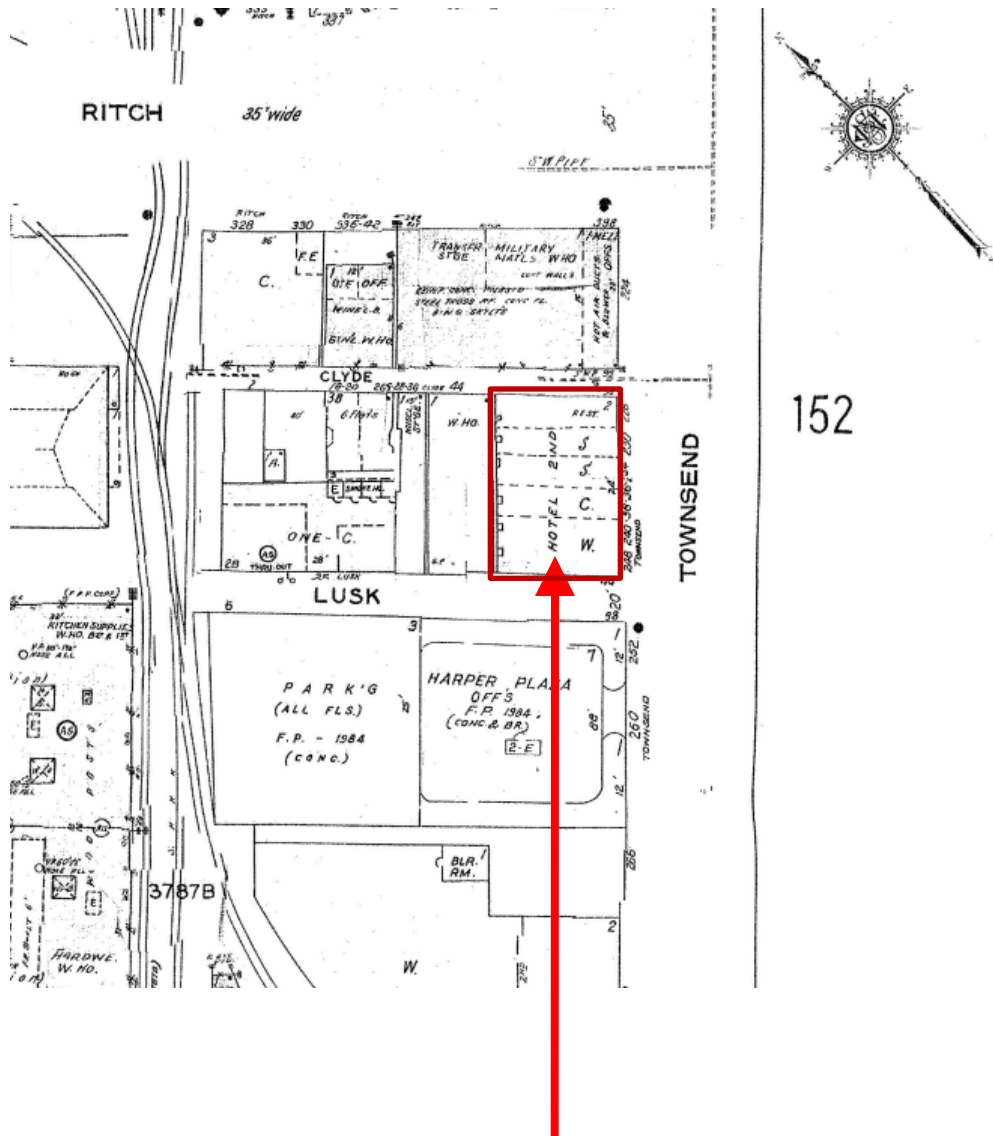
Aerial Photo



228-248 TOWNSEND STREET

Article 10 Landmark Designation
Case Number 2017-004023DES
New Pullman Hotel
228-248 Townsend Street

Sanborn Map*



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228-248 TOWNSEND STREET

*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

Article 10 Landmark Designation
Case Number 2017-004023DES
New Pullman Hotel
228-248 Townsend Street

Site Photo



457 BRYANT STREET
Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall

Article 10 Landmark Designation

Case Number 2017-002874DES

Pile Drivers, Bridge and Structural
Ironworkers Local No. 77 Union Hall

457 Bryant Street

Parcel Map



457 BRYANT STREET



Article 10 Landmark Designation

Case Number 2017-002874DES

Pile Drivers, Bridge and Structural
Ironworkers Local No. 77 Union Hall

457 Bryant Street

Zoning Map



Article 10 Landmark Designation

Case Number 2017-002874DES

Pile Drivers, Bridge and Structural
Ironworkers Local No. 77 Union Hall
457 Bryant Street



Aerial Photo



Article 10 Landmark Designation

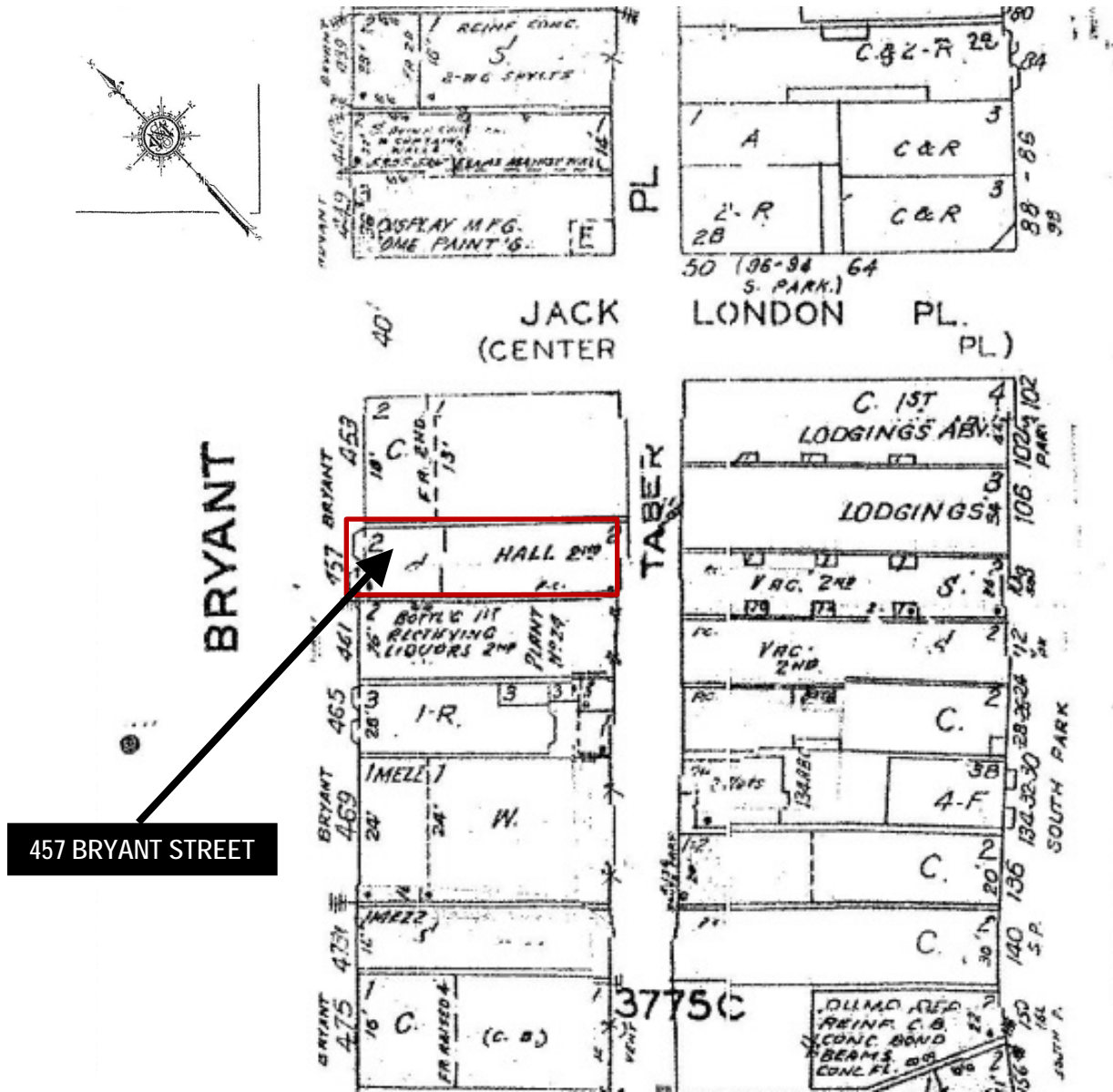
Case Number 2017-002874DES

Pile Drivers, Bridge and Structural
Ironworkers Local No. 77 Union Hall

457 Bryant Street



Sanborn Map*



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Article 10 Landmark Designation

Case Number 2017-002874DES

Pile Drivers, Bridge and Structural
Ironworkers Local No. 77 Union Hall

457 Bryant Street

Site Photo



500-504 FOURTH STREET
HOTEL UTAH

Article 10 Landmark Designation
Case Number 2017-004129DES
Hotel Utah
500-504 Fourth Street

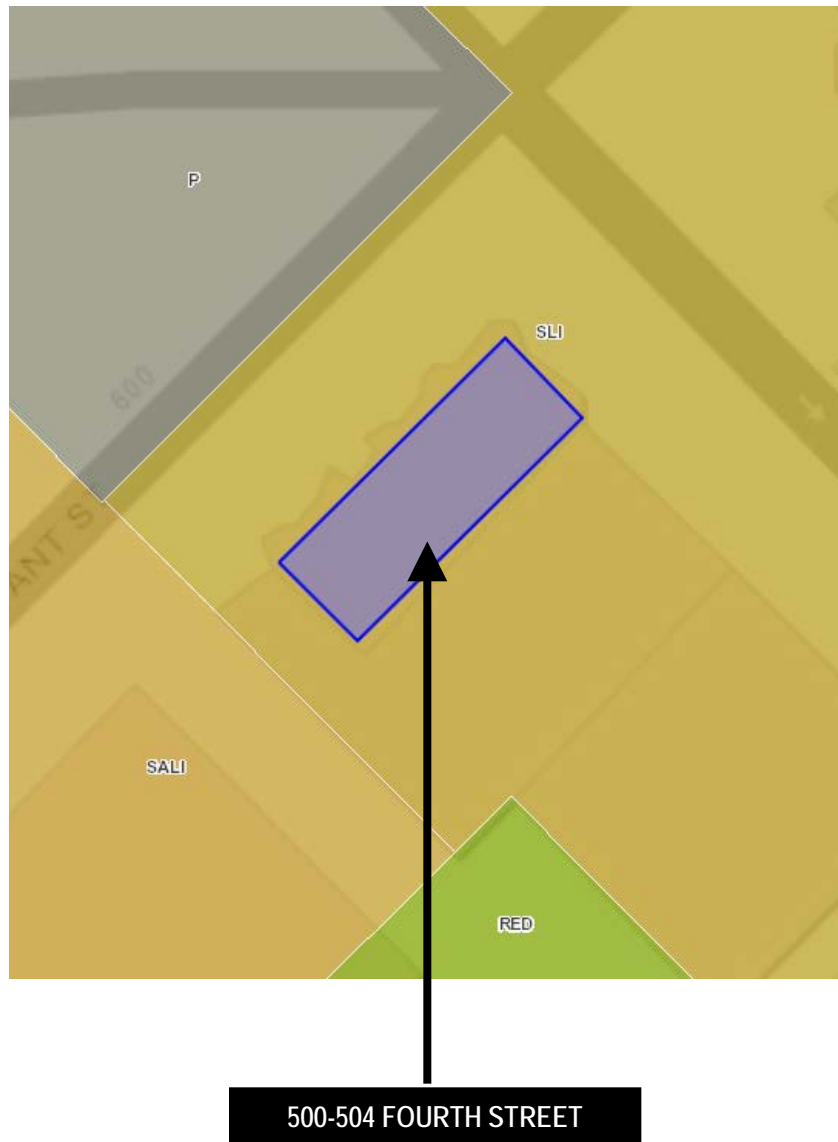
Parcel Map



500-504 FOURTH STREET

Article 10 Landmark Designation
Case Number 2017-004129DES
Hotel Utah
500-504 Fourth Street

Zoning Map



Article 10 Landmark Designation
Case Number 2017-004129DES
Hotel Utah
500-504 Fourth Street

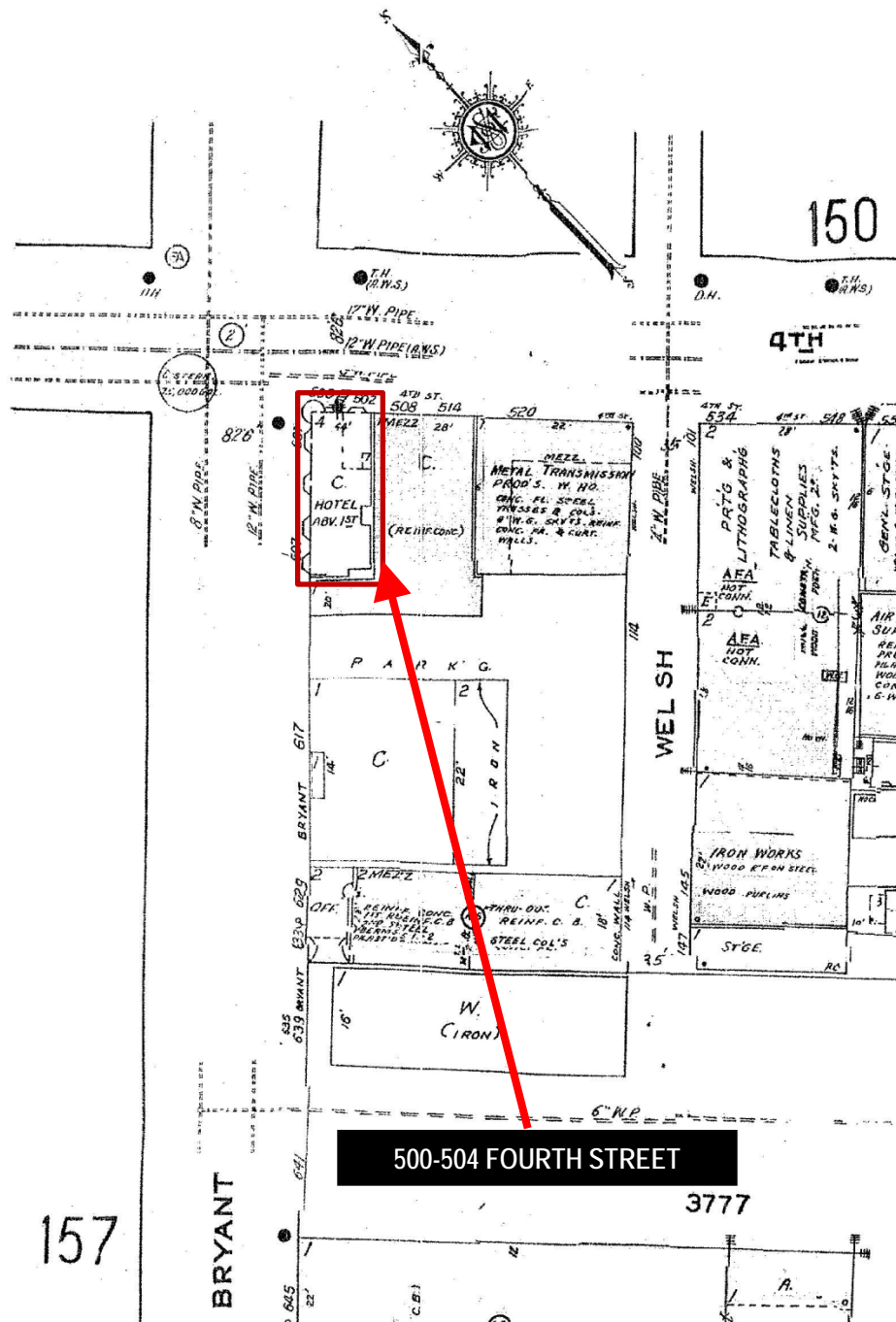
Aerial Photo



500-504 FOURTH STREET

Article 10 Landmark Designation
Case Number 2017-004129DES
Hotel Utah
500-504 Fourth Street

Sanborn Map*



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Article 10 Landmark Designation
Case Number 2017-004129DES
Hotel Utah
500-504 Fourth Street



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. XXX HEARING DATE MARCH 21, 2018

Case No. 2017-004023DES
Project: 228-248 Townsend Street (aka New Pullman Hotel)
Re: Initiation of Article 10 Landmark Designation
Staff Contact: Desiree Smith (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

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RESOLUTION TO INITIATE DESIGNATION OF 228-248 TOWNSEND STREET (AKA NEW PULLMAN HOTEL), ASSESSOR'S BLOCK 3787, LOT 018, AS ARTICLE 10 LANDMARK.

1. WHEREAS, the Historic Preservation Commission, at its regular meeting of August 17, 2016, added 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, to the Landmark Designation Work Program;
2. WHEREAS, Department Staff who meets the Secretary of Interior's Professional Qualification Standards prepared the Landmark Designation Report for 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, which was reviewed for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of March 21, 2018, reviewed Department staff's analysis of 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, historical significance per Article 10 as part of the Landmark Designation Case Report dated March 21, 2018; and
4. WHEREAS, the Historic Preservation Commission finds that 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, nomination is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation; and

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby initiates designation of 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Block 3787, Lot 018, as a 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 March 21, 2018.

Resolution No. XXX
March 21, 2018

Case No. 2017-004023DES – Initiate Landmark Designation
228-248 Townsend Street
New Pullman Hotel

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: March 21, 2018



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. XXX

HEARING DATE: MARCH 31, 2018

Case No. 2017-002874DES
Project: 457 Bryant Street (aka Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall)
Re: Initiate Article 10 Landmark Designation
Staff Contact: Shannon Ferguson (415) 575-9074
shannon.ferguson@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

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RESOLUTION TO INITIATE DESIGNATION OF 457 BRYANT STREET (AKA PILEDRIVERS, BRIDGE AND STRUCTURAL IRONWORKERS LOCAL NO. 77 UNION HALL), ASSESSOR'S PARCEL NO. 3775, LOT 085, AS ARTICLE 10 LANDMARK.

1. WHEREAS, the Historic Preservation Commission, at its regular meeting of August 17, 2016, added 457 Bryant Street (aka Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall), Assessor's Parcel No. 3775, Lot No. 085, to the Landmark Designation Work Program.
2. WHEREAS, Department Staff Shannon Ferguson, who meets the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Report for 457 Bryant Street which was reviewed by Department staff Tim Frye for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of March 31, 2018, reviewed Department staff's analysis of 457 Bryant Street's historical significance per Article 10 as part of the Landmark Designation Case Report dated March 31, 2018; and
4. WHEREAS, the Historic Preservation Commission finds that 457 Bryant Street nomination is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation; and

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby initiates designation of 457 Bryant Street (aka Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall), Assessor's Parcel No. 3775, Lot No. 085, as a 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 March 31, 2018.

**Resolution No. XXX
March 31, 2018**

**Case No. 2017-000042DES – Initiate Landmark Designation
457 Bryant Street (aka Piledrivers, Bridge and Structural
Ironworkers Local No. 77 Union Hall)**

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: March 31, 2018



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. XXX HEARING DATE MARCH 21, 2018

Case No. 2017-004129DES
Project: 500-504 4th Street (aka Hotel Utah)
Re: Initiation of Article 10 Landmark Designation
Staff Contact: Frances McMillen (415) 575-9076
frances.mcmillen@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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

RESOLUTION TO INITIATE DESIGNATION OF 500-504 4TH STREET (AKA HOTEL UTAH), ASSESSOR'S BLOCK 3777, LOT 001, AS ARTICLE 10 LANDMARK.

1. WHEREAS, the Historic Preservation Commission, at its regular meeting of August 17, 2016, added 500-504 4th Street (aka Hotel Utah), Assessor's Block 3777, Lot 001, to the Landmark Designation Work Program.
2. WHEREAS, Department Staff Frances McMillen, who meets the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Report for 500-504 4th Street (aka Hotel Utah), Assessor's Block 3777, Lot 001 which was reviewed by Department staff Tim Frye for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of March 21, 2018 reviewed Department staff's analysis of 500-504 4th Street (aka Hotel Utah). Assessor's Block 3777, Lot 001, historical significance per Article 10 as part of the Landmark Designation Case Report dated March 21, 2018; and
4. WHEREAS, the Historic Preservation Commission finds that 500-504 4th Street (aka Hotel Utah), Assessor's Block 3777, Lot 001, nomination is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation; and

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby initiates designation of 500-504 4th Street (aka Hotel Utah), Assessor's Block 3777, Lot 001, as a 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 March 21, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: March 21, 2018

1 [Planning Code - Landmark Designation - 228-248 Townsend Street (aka New Pullman
2 Hotel)]

3 **Ordinance amending the Planning Code to designate 228-248 Townsend Street (aka**
4 **New Pullman Hotel), Assessor's Parcel Block No. 3787, Lot No. 018, as a Landmark**
5 **under Article 10 of the Planning Code; affirming the Planning Department's**
6 **determination under the California Environmental Quality Act; and making public**
7 **necessity, convenience and welfare findings under Planning Code, Section 302, and**
8 **findings of consistency with the General Plan and the eight priority policies of Planning**
9 **Code, Section 101.1.**

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

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

18 Section 1. Findings.

19 (a) CEQA and Land Use Findings.

20 (1) The Planning Department has determined that the proposed Planning Code
21 amendment is subject to a Categorical Exemption from the California Environmental Quality
22 Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section
23 15308 of the Guidelines for Implementation of the statute for actions by regulatory agencies
24 for protection of the environment (in this case, landmark designation). Said determination is
25 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.

1 (2) Pursuant to Planning Code, Section 302, the Board of Supervisors finds that
2 the proposed landmark designation of 228-248 Townsend Street (aka New Pullman Hotel),
3 Assessor's Parcel Block No. 3787, Lot No. 018, will serve the public necessity, convenience,
4 and welfare for the reasons set forth in Historic Preservation Commission Resolution No.
5 _____, recommending approval of the proposed designation, which is incorporated
6 herein by reference.

7 (3) The Board finds that the proposed landmark designation of 228-248
8 Townsend Street (aka New Pullman Hotel) is consistent with the San Francisco General Plan
9 and with Planning Code Section 101.1(b) for the reasons set forth in Historic Preservation
10 Commission Resolution No. _____, recommending approval of the proposed
11 designation, which is incorporated herein by reference.

12 (b) General Findings.

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

17 (2) On August 17, 2016, the Historic Preservation Commission added 228-248
18 Townsend Street (aka New Pullman Hotel) to the Landmark Designation Work Program.

19 (3) The Designation report was prepared by Planning Department preservation
20 staff. All preparers meet the Secretary of the Interior's Professional Qualification Standards,
21 and the report was reviewed for accuracy and conformance with the purposes and standards
22 of Article 10 of the Planning Code.

23 (4) The Historic Preservation Commission, at its regular meeting of
24 _____, 2018, reviewed Department staff's analysis of the historical significance of
25

228-248 Townsend Street (aka New Pullman Hotel) pursuant to Article 10 as part of the
Landmark Designation Case Report dated March 21 2018.

(5) On _____, 2018, the Historic Preservation Commission passed
Resolution No. _____, initiating designation of 228-248 Townsend Street (aka New
Pullman Hotel) as a San Francisco Landmark pursuant to Section 1004.1 of the Planning
Code. Such resolution is on file with the Clerk of the Board of Supervisors in File No.
_____ and is incorporated herein by reference.

(6) On _____, after holding a public hearing on the proposed
designation and having considered the specialized analyses prepared by Planning
Department staff and the Landmark Designation Case Report, the Historic Preservation
Commission recommended approval of the proposed landmark designation of 228-248
Townsend Street (aka New Pullman Hotel), by Resolution No. _____. Such resolution is
on file with the Clerk of the Board in File No. _____.

(7) The Board of Supervisors hereby finds that 228-248 Townsend Street (aka
New Pullman Hotel) has a special character and special historical, 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.

Section 2. Designation.

Pursuant to Section 1004 of the Planning Code, 228-248 Townsend Street (aka New
Pullman Hotel), Assessor's Parcel Block No. 3787, Lot No. 018, is hereby designated as a
San Francisco Landmark under Article 10 of the Planning Code.

Section 3. Required Data.

1 (a) The description, location, and boundary of the Landmark site consists of the City
2 parcel located at 228-248 Townsend Street (aka New Pullman Hotel), Assessor's Parcel
3 Block No. 3787, Lot No. 018, in San Francisco's South Park neighborhood.

4 (b) The characteristics of the Landmark that justify its designation are described and
5 shown in the Landmark Designation Case Report and other supporting materials contained in
6 Planning Department Case Docket No. 2017-004023DES. In brief, 228-224 Townsend Street
7 (aka New Pullman Hotel) is eligible for local designation under National Register of Historic
8 Places Criterion A (associated with events that have made a significant contribution to the
9 broad patterns of our history) and Criterion C (embodies distinctive characteristics of a type,
10 period, or method of construction, or that represent a significant and distinguishable entity
11 whose components may lack individual distinction). Specifically, designation of the New
12 Pullman Hotel is proper given it was the primary lodging venue in San Francisco for African
13 American railroad workers, including Pullman porters and maids, during the first half of the
14 twentieth century. As a group, Pullman porters and maids are nationally significant for
15 establishing the first all-Black union in the country, contributing to the development of the
16 African American middle class, and laying important foundations for the Civil Rights
17 Movement. 228-248 Townsend Street (aka New Pullman Hotel) is the only known property in
18 San Francisco that has strong associations with Pullman porters and maids. Designation of
19 228-248 Townsend Street (aka New Pullman Hotel) is also proper given it is a rare remaining
20 example of the once numerous residential hotels built in the South of Market during the post-
21 1906 earthquake and fire reconstruction period.

22 (c) The particular features that shall be preserved, or replaced in-kind as determined
23 necessary, are those generally shown in photographs and described in the Landmark
24 Designation Case Report, which can be found in Planning Department Docket No. 2017-
25

004023DES, and which are incorporated in this designation by reference as though fully set forth. Specifically, the following features shall be preserved or replaced in kind:

All exterior elevations, form, massing, structure, roofline, architectural ornament and materials of 228-248 Townsend Street (aka New Pullman Hotel) identified as:

- (1) Two-story, rectangular building plan;
- (2) Existing flat roofline and entablature, including a projecting bracketed cornice, frieze, and architrave;
- (3) Existing window and door openings on all three visible facades (west, south, and east elevations);
- (4) Configuration of six existing storefronts at front façade, including an angled, recessed entryway with paired doors at southeast corner;
- (5) Two entrances on front façade leading up to second floor;
- (6) Horizontal, projecting wooden belt course on east elevation; and
- (7) Wooden window surrounds on east elevation.

Section 4. Effective Date. This ordinance shall become effective 30 days 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:
DENNIS J. HERRERA, City Attorney

By:


VICTORIA WONG
Deputy City Attorney

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[Planning Code - Landmark Designation - 457 Bryant Street (aka Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall)]

Ordinance amending the Planning Code to designate 457 Bryant Street (aka Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall), Assessor's Parcel Block No. 3775, Lot No. 085, as a Landmark under 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 uncoded 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) CEQA and Land Use Findings.

(1) The Planning Department has determined that the proposed Planning Code amendment is subject to a Categorical Exemption from the California Environmental Quality Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section 15308 of 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.

1 (2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
2 the proposed landmark designation of 457 Bryant Street (aka Piledrivers, Bridge, and
3 Structural Ironworkers Local No. 77 Union Hall), Assessor's Parcel Block No. 3775, Lot No.
4 085, will serve the public necessity, convenience, and welfare for the reasons set forth in
5 Historic Preservation Commission Resolution No. _____, recommending approval of
6 the proposed designation, which is incorporated herein by reference.

7 (3) The Board finds that the proposed landmark designation of 457 Bryant
8 Street is consistent with the San Francisco General Plan and with Planning Code, Section
9 101.1(b) for the reasons set forth in Historic Preservation Commission Resolution No.
10 _____, recommending approval of the proposed designation, which is incorporated
11 herein by reference.

12 (b) General Findings.

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

17 (2) On August 17, 2016, the Historic Preservation Commission added 457
18 Bryant Street (aka Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall),
19 Assessor's Parcel Block No. 3775, Lot No. 085, to the Landmark Designation Work Program,
20 which was adopted by the Historic Preservation Commission on June 15, 2011, and is a list of
21 individual properties and historic districts under consideration for landmark designation.

22 (3) The Designation report was prepared by Shannon Ferguson and reviewed
23 by Tim Frye, Planning Department Preservation staff. All preparers meet the Secretary of the
24 Interior's Professional Qualification Standards, and the report was reviewed for accuracy and
25 conformance with the purposes and standards of Article 10 of the Planning Code.

1 (4) The Historic Preservation Commission, at its regular meeting of March 31,
2 2018, reviewed Department staff's analysis of the historical significance of 457 Bryant Street
3 (aka Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall) pursuant to
4 Article 10 as part of the Landmark Designation Case Report dated March 31, 2018.

5 (5) On March 31, 2018, the Historic Preservation Commission passed
6 Resolution No. _____, initiating designation of 457 Bryant Street (aka Piledrivers,
7 Bridge, and Structural Ironworkers Local No. 77 Union Hall) as a San Francisco Landmark
8 pursuant to Section 1004.1 of the Planning Code. Such resolution is on file with the Clerk of
9 the Board of Supervisors in File No. _____ and is incorporated herein by reference.

10 (6) On _____, after holding a public hearing on the proposed
11 designation and having considered the specialized analyses prepared by Planning
12 Department staff and the Landmark Designation Case Report, the Historic Preservation
13 Commission recommended approval of the proposed landmark designation of 457 Bryant
14 Street (aka Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall), by
15 Resolution No. _____. Such resolution is on file with the Clerk of the Board in File No.
16 _____.

17 (7) The Board of Supervisors hereby finds that 457 Bryant Street (aka
18 Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall) has a special
19 character and special historical, architectural, and aesthetic interest and value, and that its
20 designation as a Landmark will further the purposes of and conform to the standards set forth
21 in Article 10 of the Planning Code.
22
23
24
25

1 Section 2. Designation.

2 Pursuant to Section 1004 of the Planning Code, 457 Bryant Street (aka Piledrivers,
3 Bridge, and Structural Ironworkers Local No. 77 Union Hall), Assessor's Parcel Block No.
4 3775, Lot No. 085, is hereby designated as a San Francisco Landmark under Article 10 of the
5 Planning Code.
6

7 Section 3. Required Data.

8 (a) The description, location, and boundary of the Landmark site consists of the City
9 parcel located at 457 Bryant Street (aka Piledrivers, Bridge, and Structural Ironworkers Local
10 No. 77 Union Hall), Assessor's Parcel Block No. 3775, Lot No. 085, in San Francisco's South
11 Park neighborhood.

12 (b) The characteristics of the Landmark that justify its designation are described and
13 shown in the Landmark Designation Case Report and other supporting materials contained in
14 Planning Department Case Docket No. 2017-002874DES. In brief, 457 Bryant Street (aka
15 Piledrivers, Bridge, and Structural Ironworkers Local No. 77 Union Hall) is eligible for local
16 designation under National Register of Historic Places Criterion A as it is associated with
17 events that have made a significant contribution to the broad patterns of our history, and it
18 embodies the distinctive characteristics of a type, period, or method of construction.
19 Specifically, designation of the 457 Bryant Street (aka Piledrivers, Bridge, and Structural
20 Ironworkers Local No. 77 Union Hall), Assessor's Parcel Block No. 3775, Lot No. 085, is
21 proper given it is one of the early extant union halls in San Francisco that played an important
22 role in the growth of organized labor in the city, and is also associated with the post 1906
23 Earthquake and Fire reconstruction era in San Francisco.

24 (c) The particular features that shall be preserved, or replaced in-kind as determined
25 necessary, are those generally shown in photographs and described in the Landmark

1 Designation Case Report, which can be found in Planning Department Docket No. 2017-
2 002874DES, and which are incorporated in this designation by reference as though fully set
3 forth. Specifically, the following features shall be preserved or replaced in kind:

4 (1) All exterior elevations, form, massing, structure, roofline, architectural
5 ornament, and materials of 457 Bryant Street (aka Piledrivers, Bridge, and Structural
6 Ironworkers Local No. 77 Union Hall), identified as:

- 7 (A) Rectangular plan;
 - 8 (B) Two story massing;
 - 9 (C) Two bay form at primary façade;
 - 10 (D) Flat roof;
 - 11 (E) Horizontal wood shiplap siding at primary façade;
 - 12 (F) Wood storefront with wood and glass double doors, paneled bulkhead
13 and columns, plate glass windows, and multi-lite transom windows;
 - 14 (G) Arched entry with pilasters, volutes, dentils and pediment;
 - 15 (H) Mosaic tile floor at entry spelling out "Piledrivers B S W Local 77";
 - 16 (I) Wood paneled double doors with diamond shaped lites and wood
17 frame transom window at entry;
 - 18 (J) Terrazzo step, terrazzo paneling with wood paneling above at entry;
 - 19 (K) Paired angled bay windows framed by colonnettes with wood
20 paneled spandrel at base, molded sill, molded cornice and paneled spandrel at top;
 - 21 (L) Double-hung, wood sash windows with ogee lugs in wood frame;
 - 22 (M) Molded cornice with oversized dentils;
 - 23 (N) Beveled horizontal siding on secondary elevations; and
 - 24 (O) Double-hung, wood sash windows with ogee lugs in wood frames.
- 25

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

5 APPROVED AS TO FORM:
6 DENNIS J. HERRERA, City Attorney

7 By:


8 VICTORIA WONG
Deputy City Attorney

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[Planning Code - Landmark Designation - 500-504 4th Street (aka Hotel Utah)]

Ordinance amending the Planning Code to designate 500-504 4th Street (Hotel Utah), Assessor's Parcel Block No. 3777, Lot No. 001, as a Landmark under 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) CEQA and Land Use Findings.

(1) The Planning Department has determined that the proposed Planning Code amendment is subject to a Categorical Exemption from the California Environmental Quality Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section 15308 of 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.

1 (2) Pursuant to Planning Code, Section 302, the Board of Supervisors finds that
2 the proposed landmark designation of 500-504 4th Street (aka Hotel Utah), Assessor's Parcel
3 Block No. 3777, Lot No. 001, will serve the public necessity, convenience, and welfare for the
4 reasons set forth in Historic Preservation Commission Resolution No. _____,
5 recommending approval of the proposed designation, which is incorporated herein by
6 reference.

7 (3) The Board finds that the proposed landmark designation of 500-504 4th
8 Street (aka Hotel Utah) is consistent with the San Francisco General Plan and with Planning
9 Code Section 101.1(b) for the reasons set forth in Historic Preservation Commission
10 Resolution No. _____, recommending approval of the proposed designation, which is
11 incorporated herein by reference.

12 (b) General Findings.

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

17 (2) On August 17, 2016, the Historic Preservation Commission added 500-504
18 4th Street (aka Hotel Utah), Assessor's Parcel Block No. 3777, Lot No. 001, to the Landmark
19 Designation Work Program.

20 (3) The Designation report was prepared by Frances McMillen and reviewed by
21 Tim Frye, Planning Department Preservation staff. All preparers meet the Secretary of the
22 Interior's Professional Qualification Standards, and the report was reviewed for accuracy and
23 conformance with the purposes and standards of Article 10 of the Planning Code.

24 (4) The Historic Preservation Commission, at its regular meeting of
25 _____, reviewed Department staff's analysis of the historical significance of 500-504

1 4th Street (aka Hotel Utah) pursuant to Article 10 as part of the Landmark Designation Case
2 Report dated _____.

3 (5) On _____, the Historic Preservation Commission passed
4 Resolution No. _____, initiating designation of 500-504 4th Street (aka Hotel Utah) as a
5 San Francisco Landmark pursuant to Section 1004.1 of the Planning Code. Such resolution is
6 on file with the Clerk of the Board of Supervisors in File No. _____ and is incorporated
7 herein by reference.

8 (6) On _____, after holding a public hearing on the proposed
9 designation and having considered the specialized analyses prepared by Planning
10 Department staff and the Landmark Designation Case Report, the Historic Preservation
11 Commission recommended approval of the proposed landmark designation of 500-504 4th
12 Street (aka Hotel Utah), by Resolution No. _____. Such resolution is on file with the Clerk
13 of the Board in File No. _____.

14 (7) The Board of Supervisors hereby finds that 500-504 4th Street (aka Hotel
15 Utah) has a special character and special historical, architectural, and aesthetic interest and
16 value, and that its designation as a Landmark will further the purposes of and conform to the
17 standards set forth in Article 10 of the Planning Code.

18
19 Section 2. Designation.

20 Pursuant to Section 1004 of the Planning Code, 500-504 4th Street (aka Hotel Utah),
21 Assessor's Parcel Block No. 3777, Lot No. 001, is hereby designated as a San Francisco
22 Landmark under Article 10 of the Planning Code.

23
24 Section 3. Required Data.

1 (a) The description, location, and boundary of the Landmark site consists of the City
2 parcel located at 500-504 4th Street (aka Hotel Utah), Assessor's Parcel Block No. 3777, Lot
3 No. 001, in San Francisco's South of Market neighborhood.

4 (b) The characteristics of the Landmark that justify its designation are described and
5 shown in the Landmark Designation Case Report and other supporting materials contained in
6 Planning Department Case Docket No. 2017-004129DES In brief, 500-504 4th Street (aka
7 Hotel Utah) is eligible for local designation under National Register of Historic Places Criterion
8 A (associated with events that have made a significant contribution to the broad patterns of
9 our history) and Criterion C (embodies the distinctive characteristics of a type, period, or
10 method of construction, or that represent the work of a master, or that possess high artistic
11 values, or that represent a significant and distinguishable entity whose components may lack
12 individual distinction). Specifically, designation of 500-504 4th Street (aka Hotel Utah) is
13 proper given it is representative of pattern of development in the South of Market Street
14 neighborhood that began in the nineteenth century when the area became the center of
15 industrial production in San Francisco and continued through the post-1906 earthquake and
16 fire reconstruction. The property is a rare remaining example of the numerous residential
17 hotels built largely to house itinerant and seasonal workers employed in nearby factories and
18 along the waterfront during the late nineteenth and early twentieth centuries. Hotel Utah is
19 also significant as an example of Edwardian style architecture commonly employed in the
20 design of residential hotel buildings constructed during the period.

21 (c) The particular features that shall be preserved, or replaced in-kind as determined
22 necessary, are those generally shown in photographs and described in the Landmark
23 Designation Case Report, which can be found in Planning Department Docket No. 2017-
24 004129DES, and which are incorporated in this designation by reference as though fully set
25 forth. Specifically, the following features shall be preserved or replaced in kind:

1 All exterior elevations, form, massing, structure, roofline, architectural ornament and
2 materials of 500-504 4th Street (aka Hotel Utah) identified as:

- 3 (1) Four-story rectangular massing and plan with flat roof;
4 (2) Wood tongue and groove siding;
5 (3) Finishes, including painted siding and millwork;
6 (4) Existing window and door openings on street facing (north and east)
7 elevations;
8 (5) Angles and rounded bays;
9 (6) Flat roof with projecting bracketed cornice with egg and dart and dentil
10 molding;
11 (7) Pediments above bay windows;
12 (8) Molding and ornamental millwork surrounding windows and located on bays;
13 (9) One-over-one double hung, wood sash windows with wood frames and sills;
14 (10) Brackets beneath second floor bays; and
15 (11) Multi-lite transom on north and east elevations (currently obstructed by
16 awnings).

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

21 APPROVED AS TO FORM:
22 DENNIS J. HERRERA, City Attorney

23 By: 

24 VICTORIA WONG
25 Deputy City Attorney

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DRAFT LANDMARK DESIGNATION REPORT



New Pullman Hotel 228-248 Townsend Street

DRAFT Article 10 Landmark Designation Report submitted to the Historic Preservation Commission March 21, 2018.

City and County of San Francisco
Mark Farrell, Mayor

Planning Department
John Rahaim, Director

Landmark No.

XXX

Cover: Porter and passenger in front of Southern Pacific train circa 1958 (San Francisco Public Library); New Pullman Hotel circa 1960 (San Francisco Assessor Recorder's Office).

The Historic Preservation Commission (HPC) is a seven-member body that makes recommendations to the Board of Supervisors regarding the designation of landmark buildings and districts. The regulations governing landmarks and landmark districts are found in Article 10 of the Planning Code. The HPC is staffed by the San Francisco Planning Department.

This Draft Landmark Designation Report is subject to possible revision and amendment during the initiation and designation process. Only language contained within the Article 10 designation ordinance, adopted by the San Francisco Board of Supervisors, should be regarded as final.

New Pullman Hotel

228-248 Townsend Street

Built: 1909
Architect: John Charles Flugger

This Article 10 Landmark Designation Report provides documentation and assessment to demonstrate the historical, cultural, or architectural significance for the purpose of local designation as a San Francisco City Landmark under Article 10 of the Planning Code. This document may reference previous studies and supporting documentation, such as historic context statements, surveys, state or national historic registries, and or other comparable documents. For more information regarding supporting documentation and source material, please reference the materials listed in the bibliography.

CRITERIA FOR DESIGNATION

Events: Associated with events that have made a significant contribution to the broad patterns of our history.

Architecture: embodies the distinctive characteristics of a type, period, or method of construction.

PERIOD OF SIGNIFICANCE

1909-1964

The Period of Significance for the New Pullman Hotel is 1909-1964, reflecting the year of construction through the years it served as a primary lodging venue for African American railroad workers, and ending in 1964 when the Civil Rights Act was enacted and barriers to public accommodations began to lift for African Americans.

STATEMENT OF SIGNIFICANCE

The New Pullman Hotel is individually eligible for Article 10 landmark designation as a rare remaining example of the once numerous residential hotels built in the South of Market during the post 1906-earthquake and fire reconstruction period and as the primary lodging venue in San Francisco for African American railroad workers, including Pullman porters and maids, during the first half of the twentieth century. As a group, Pullman porters and maids are nationally significant for establishing the first all-Black union in the country, contributing to the development of the African American middle class, and laying important foundations for the Civil Rights Movement. 228-248 Townsend Street is the only known property in San Francisco that has strong associations with Pullman porters and maids.

HISTORIC CONTEXTS

Residential Hotel Development in the South of Market

Following the discovery of gold near San Francisco in 1848, the city's population grew from several hundred to nearly 35,000 in the span of a few years. Many of the newcomers, having arrived from across the globe in search of newfound fortunes, resided in large camps made up of tents and temporary wooden shelters established in today's South of Market neighborhood by the early 1850s. These makeshift communities were eventually replaced by more permanent buildings and infrastructure, including more substantial piers and wharves along the nearby waterfront, as well as foundries that produced metal castings.¹ The South of Market quickly became the center of industrial production in San Francisco and the major west coast industrial supplier of mining equipment, heavy machinery, and other goods to the western states. A great number of warehouses were built to store imported goods and products awaiting export from the city, and smaller manufacturing operations could also be found amidst the larger warehouses.²

Boarding and lodging houses soon sprang up to accommodate the employees of the South of Market's growing industries.³ From the 1860s through the 1920s, residential hotels were built in great numbers to house the increasing population of seasonal laborers and employees, primarily single men, of the nearby factories, mills, and warehouses along the waterfront.⁴ One-quarter of the city's boarding houses and half of the city's 655 lodging houses were located South of Market by 1870. A great number of boarding houses and hotels were located along Mission Street between 3rd and 9th streets. By the mid-nineteenth century, South of Market was a bustling and self-contained community. Several churches, social organizations, schools, hospitals and other welfare institutions, along with stores and saloons, served a population that by 1900 had grown to 62,000 people, making it the most densely populated section of the city.⁵

South of Market, like much of San Francisco, was devastated by the 1906 earthquake and fire. Only a few buildings in the neighborhood, primarily built of steel-frame construction, survived. The disaster destroyed all of the South of Market's lodging houses and decimated the neighborhood's population.⁶ Following the earthquake and fire, San Francisco again saw a massive influx of people as temporary workers arrived in the city to aid in the reconstruction. Prior to 1906, 20,000 seasonal building trade workers were employed in the city. Following the disaster, that number rose to 60,000. Residential hotels, boarding, and lodging houses were again in demand to house the growing labor force. New hotels were constructed in great numbers and many were located on large corner lots and followed the building plan consisting of first floor commercial space with lodging on the upper levels established in years prior to the earthquake. The newly arrived workers constructed fifty-eight hotels

¹ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 18-20.

² Ibid., 22; Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-10.

³ Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-12.

⁴ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 44, 84; "South of Market Building up Rapidly," *The Call*, 11/09/1912; *High Spirits*, 72.

⁵ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 25-26, 37.

⁶ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 11.

and eighty lodging houses by 1907, with the greatest concentration located between First, Sixth, Market and Bryant streets and the largest number along 3rd, Howard and Folsom streets.⁷

Typically built of wood-frame or brick masonry construction, residential hotels in the South of Market usually featured flat roofs and were two to four stories in height, often with a raised basement level. Those erected after 1915 may have been built of reinforced concrete or steel frame construction with smooth stucco cladding. Most featured double-hung wood sash windows and Classical Revival design influences, particularly those characteristic of the Edwardian style, including roofline cornices and the use of Classical motifs like “applied shield, cartouche and swag ornaments.”⁸ Residential hotels frequently housed a small hotel lobby and saloons or other commercial businesses on the first floor with the upper floors devoted to lodging.⁹ They are dispersed throughout the South of Market but most commonly found on corners south of Harrison Street or in close proximity to Mission and Howard Streets west of 5th Street.¹⁰

228-248 Townsend Street

Constructed in 1909, the property at 228-248 Townsend Street served as a residential hotel with commercial on the ground floor for most of its history. The hotel is listed in city directories beginning in 1910 and has held many names over the years, including: Bancroft Hotel (1910-1912), Hotel Carlo (1913), Hotel Townsend (1915-1934), Dades Hotel (1934), Eleanor Hotel (1935-1940), Aunt Mary’s Hotel (1938- c.1939), New Townsend Hotel (1942), and eventually the New Pullman Hotel (1948-1984). In 1984, the second floor was remodeled and converted into office space. The six storefronts at the first floor have been occupied by restaurants, cigar stores, saloons, liquor stores, and a soda fountain supply store. One restaurant, Lena’s Luncheonette, appears to have operated out of the building from at least the 1960s through 1984, the same year the New Pullman Hotel closed. In a historic photograph from the 1960s, an arrow-shaped sign with the business’ name points toward the Clyde Street elevation, implying that the entry to Lena’s Luncheonette may have been located in the alleyway. As of the writing of this nomination, the ground floor exhibits active commercial uses.

The New Pullman Hotel exhibits many of the characteristics that were typical of residential hotels constructed in the nineteenth century through the post-1906 earthquake and fire reconstruction period. These characteristics include the building’s wood-frame construction, flat roof, two-story height, and residential over commercial uses. In addition, the former New Pullman Hotel displays several Classical Revival-influenced features that are also characteristic of residential hotels of the period, including its bracketed cornice, frieze, architrave, projecting wooden belt course, and wooden window surrounds.

⁷ Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 11, 28; Averbach, 204.

⁸ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 48-49.

⁹ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 42-43; Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 11; Groth, Paul. *Living Downtown: The History of Residential Hotels in the United States*. Berkeley: University of California Press, 1994, 154-155.

¹⁰ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 48-49.

African American Workers in the South of Market

During the early twentieth century, a small African American community formed around the Southern Pacific Railroad Depot (not extant) in San Francisco's South of Market area, only a few blocks from where the former New Pullman Hotel is located. It was comprised of African American laborers who helped reconstruct the city following the 1906 earthquake and fire, as well as sailors, steamship workers, maids, janitors, and railroad industry workers.¹¹ Labor shortages during World War I resulted in increased economic opportunities that attracted African Americans to San Francisco in the 1910s, though such opportunities were essentially limited to unskilled jobs.¹²

The railroad industry in particular was an important employer of African Americans. The Southern Pacific Railroad had two main depots in the Bay Area – one in Oakland and another in San Francisco. As the westernmost terminus for the transcontinental railroad, Oakland attracted a higher number of African American workers than did San Francisco, which mostly served regional commuter trains to and from San Jose. Albert Broussard, author of *Black San Francisco*, notes that many African Americans moved to West Coast cities like San Francisco and Oakland “specifically to work on the railroads,” noting less competition for jobs on the West Coast than in other parts of the country.¹³ The railroad industry continued to employ large numbers of African Americans locally and across the country until World War II.¹⁴



Southern Pacific Depot, 3rd and Townsend Streets, June 16, 1939 (San Francisco Public Library)

¹¹ San Francisco Planning Department, *Central SoMa Historic Context Statement & Historic Resource Survey* (San Francisco: 2015), 31 and Tim Kelley Consulting, The Alfred Williams Consultancy, VerPlanck Historic Resource Consulting, and the San Francisco Planning Department, *Draft African American Citywide Historic Context Statement* (Unpublished Draft, 2015), 59-60.

¹² Ibid.

¹³ Albert S. Broussard, *Black San Francisco: The Struggle for Racial Equality in the West, 1900-1954* (Lawrence: University of Kansas Press, 1993), 50.

¹⁴ Broussard, *Black San Francisco*, 50.

Pullman Porters and Maids in a National Context

Within the railroad industry, the company to employ the largest number of African Americans was the Pullman Company. Established in 1867, the Pullman Company popularized luxury sleeper cars on trains and railroads across the nation, offering middle class white Americans the opportunity to travel in lavish settings and comfortable accommodations on overnight trips. The Pullman Company contracted with railroad companies but remained an autonomous organization. By the 1920s, it was the largest employer of African Americans in the country.¹⁵

From its very beginnings, the Pullman Company hired black men almost exclusively to provide hospitality services to its predominantly white passengers. The first hired were formerly enslaved African Americans from the U.S. South who following the Civil War found few economic opportunities in their home states. Many sought better lives outside of the Jim Crow South. Company founder, George Pullman, explained his hiring of African Americans as porters with the belief that white passengers preferred attendants who they were unlikely to meet in everyday life. Scholars, however, note that the Pullman Company benefitted from the lower wages it was able to pay its African American employees, as well as the fact that black workers were more likely to take difficult and demanding jobs due to the limited options available to them.¹⁶ African American women were also hired by the company, mainly as maids. Unfortunately, the experiences of maids and other African American female employees of the Pullman Company are less well-documented than their male counterparts.

As the first northern industrialist to hire African Americans in large numbers, the Pullman Company by the 1920s had become the largest employer of African American workers in any industry. Historians note that it was difficult for African Americans to secure employment with actual railroad companies in the North and the West due to all-white unions who effectively blocked their entry. Among African Americans, the job of a porter was a highly respected and coveted position due to its relatively good compensation – due to tips received from passengers – as well as the opportunities it presented for travel, relocation, and training.¹⁷ The Pullman Company sparked the migration of thousands of African Americans from the South to other parts of the country, including the West, and contributed significantly to the formation of a black middle class in the United States.



A newspaper advertisement for Southern Pacific Railroad announcing the Coast Daylight. A drawing in the upper right corner depicts a porter at work, circa 1937 (cruiselinehistory.com)

¹⁵ Larry Tye, *Rising from the Rails: Pullman Porters and the Making of the Black Middle Class* (New York: Henry Holt and Company), 17.

¹⁶ Ibid., 17-26

¹⁷ Ibid.

While the job of a porter was generally considered a great opportunity for African American workers in the first half of the twentieth century, the Pullman Company also took advantage of its black employees by subjecting them to arduous and demanding working conditions for long hours and low pay. Frustration led a group of Pullman porters and maids in New York to begin organizing for improved working conditions. Of the 24 national labor unions that existed in 1925, none admitted African Americans, and thus the Pullman porters and maids decided to create their own. In 1925, they founded the nation's first all-black union – the Brotherhood of Sleeping Car Porters.¹⁸ In 1935, the nationwide BSCP received a charter in the American Federation of Labor (the first African American union to do so) and in 1937 won its first contract with the Pullman Company.

Utilizing “a protest strategy grounded in making demands backed by collective action,” the BSCP’s efforts not only resulted in improved working conditions and compensation for black Pullman employees, but it also sparked the creation of a new model of activism that inspired the Civil Rights Movement of the 1950s and ‘60s. In fact, the union’s primary leaders – A. Philip Randolph, C.L. Dellums, and E.D. Nixon – went on to become key civil rights figures in the broader movement for social change.¹⁹

By the 1950s, the railroad industry began to decline and in 1969, the Pullman Company ceased operations. In 1978 the BSCP merged with the Brotherhood of Railway Clerks, known today as the Transportation Communication International Union.



A porter assists passengers of the Coast Daylight heading to San Francisco from Glendale, California, circa 1940 (cruiselinehistory.com)

¹⁸ Tompkins Bates, 6.

¹⁹ Ibid., 8.

African American Pullman Employees and the Brotherhood of Sleeping Car Porters (BSCP) in the San Francisco Bay Area

Most Pullman porters and maids working in the San Francisco Bay Area lived in Oakland. There, porters and maids became “pillars of their communities,” purchased homes, and contributed to the rise of the city’s African American middle class.²⁰ As noted by historian Albert Broussard, earnings from working as a “redcap” (porter) enabled Orval Anderson to purchase a home in San Francisco and send his children to Lowell High School – the city’s highest performing public school.²¹ Nationally, Oakland was important as the West Coast headquarters of the Brotherhood of Sleeping Car Porters (BSCP).²²

C.L. Dellums and the BSCP

Cottrell Laurence “C. L.” Dellums was the Vice President and West Coast Representative of the BSCP. Dellums, who came to California from Texas and began work as a Pullman porter in 1924, took a leadership role in organizing porters on the West Coast. He was critical to the BSCP’s success in negotiating a contract with the Pullman Company as well as the union’s effort to secure an affiliation with the American Federation of Labor.

An interview with C.L. Dellums offers a glimpse into his motivations as a young man, including his initial attraction to San Francisco and his eventual decision to settle in Oakland:

I bought a ticket to San Francisco because I had chosen San Francisco as the most ideal place for a Negro to live in 1923; and secondly I wanted to be a lawyer and I learned that the University of California had the best law school. So everything I wanted was right here...

So I bought a ticket for San Francisco although I didn’t know anyone west of the Rockies! But the porter on the train saw that I was excited or nervous, and would sit and talk with me. Another reason he probably talked with me was because there were so few Negroes on the day coach. He found out I was going to San Francisco and he asked, “Where are you going to stay?” I said I was going to ask the taxi driver to take me to a rooming house. So he explained that there was no such thing as a rooming house. They have hotels. But finally after he got the information, he said, “Let me give you some advice, young man. Get off in Oakland. There are not enough Negroes in San Francisco for you to find in order to make some connections over there. Worst of all,” he said, “you will never find a job. The few Negroes around here in the Bay District are in Oakland, so you can make some contacts.”²³

²⁰ Thomas Trumble and Wilma Trumble, *The Pullman Porters and West Oakland* (Charleston: Arcadia Publishing, 2007).

²¹ Harry Lumsden, “*Oral History of Harry Lumsden, Afro-Americans in San Francisco Prior to World War II*,” Interview with Jesse J. Warr, III, Co-sponsored by The Friends of the San Francisco Public Library and the San Francisco African American Historical and Cultural Society (San Francisco: September 26, 1978).

²² Janice S. Lewis and Eleanor M. Ramsey, “A History of Black Americans in California: Historic Sites,” *Five Views: An Ethnic Historic Site Survey for California*, retrieved from https://www.nps.gov/parkhistory/online_books/5views/5views2h20.htm

The BSCP’s offices were located in what is now the parking lot of the U.S. Post Office at 517 Wood Street.

²³ C.L. Dellums, “Oral Interview of C.L. Dellums, International President of the Brotherhood of Sleeping Car Porters and Civil Rights Leader,” Interview with Joyce Henderson (West Oakland: March 15, 1973).



C.L. Dellums smiling standing in front of locomotive (Oakland Public Library, African American Museum and Library at Oakland)

Dellums went on to serve as the vice president of the BSCP, establishing a West Coast office of the BSCP in Oakland. The office is documented in *Five Views: An Ethnic Historic Site Survey for California*, which states how through unionizing (in large part to Dellums' leadership), "Afro-Americans acquired control of Pullman porters' and dining car workers' positions throughout the railroad system."²⁴

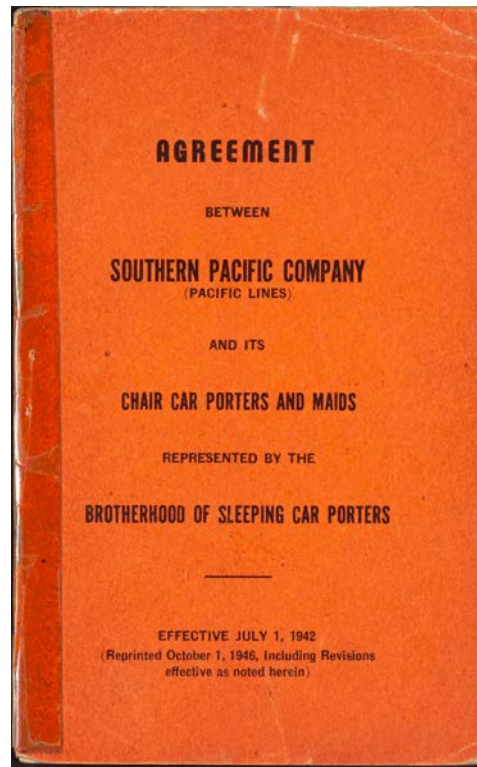
Dellum's work with the BSCP launched a life-long career in civil rights activism, as he became the first chairman of the Alameda County Branch of the NAACP and was later elected as the first President of the West Coast Region of the NAACP. In 1959, he was appointed by Governor Edmund G. Brown to the California Fair Employment Practices Commission and helped pass the nation's first anti-discriminatory law – the California Fair Employment Practices Act.²⁵ Years later, Dellum's nephew, Ronald Vernie "Ron" Dellums, represented the 9th Congressional District of Northern California on the U.S. House of Representatives and in 2006, became the third African American to serve as mayor of Oakland.

Other influential political figures, such as San Francisco's first African American mayor Willie Brown and Supreme Court Justice Thurgood Marshall, were also the descendants of Pullman porters.²⁶

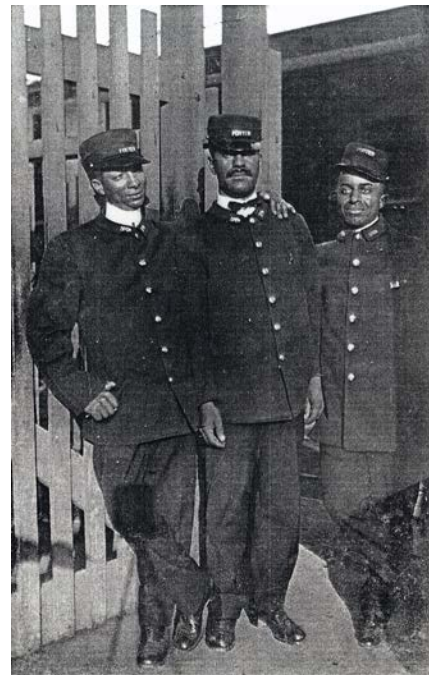
²⁴ Janice S. Lewis and Eleanor M. Ramsey, "A History of Black Americans in California: Historic Sites," *Five Views: An Ethnic Historic Site Survey for California*, retrieved from https://www.nps.gov/parkhistory/online_books/5views/5views2h20.htm

²⁵ African American Museum and Library at Oakland, "Biography," accessed <http://www.oac.cdlib.org/findaid/ark:/13030/c89k4c07/admin/#bioghist-1.3.8>.

²⁶ Oakland Public Library Blog, "C.L. Dellums: An Oakland Civil Rights Hero," accessed January 15, 2017, <http://oaklandlibrary.org/blogs/library-community/cl-dellums-oakland-civil-rights-hero>.



Left: Agreement between Southern Pacific and its chair car porters and maids represented by the Brotherhood of Sleeping Car Porters (Oakland Public Library, African American Museum and Library at Oakland)



Left: Maids at work in the Bay Area (Oakland Public Library, African American Museum and Library at Oakland)

Right: Pullman porters posing for a photo (California Railroad Museum)



Dining car stewards and waiters in the Coffee Shop Car of the Coast Daylight, a Southern Pacific train that ran between San Francisco and Los Angeles from 1937 to 1971, circa 1940 (cruiselinehistory.com)



A chair car porter working on the Coast Daylight, circa 1937 (cruiselinehistory.com)

New Pullman Hotel

During the Jim Crow era, porters often faced difficulty securing lodging at mainstream hotels in new cities. As a result, the Pullman Company sometimes “provided beds, for free or a nominal fee, in rooming houses, old or empty sleeping cars at the rail yard, or the YMCA, which was more welcoming to Negroes than hotels.”²⁷ Pullman porters who arrived in the San Francisco Bay Area followed a pattern observed in other American cities in which they stayed at rooming houses or homes of other porters until they were able to secure more permanent lodging. African American railroad workers looking for temporary lodging in San Francisco had few options, often crossing the bay to Oakland or staying at the home of a friend or acquaintance in the area.²⁸

In San Francisco, the primary option for Pullman porters and other black railroad workers in need of lodging was the New Pullman Hotel.²⁹ Over the span of roughly forty years from 1909 to 1950, city directories and Census documents indicate that African American waiters, cooks, laborers, maids, and porters lived at 228-248 Townsend Street. Its first documented porter, Claude C. Waller, began residing there in 1911.³⁰

In an interview, former porter Harry Lumsden mentions his stay at the Townsend Hotel (later named the New Pullman Hotel) for a period of several weeks before moving in with an acquaintance. According to Lumsden, there was a small community of black Pullman porters and “a few longshoremen” who lived near Third and Townsend Streets in proximity to the New Pullman Hotel.³¹



Commuters crossing railroad track at Southern Pacific Depot, March 14, 1951 (San Francisco Public Library)

²⁷ Tye, *Rising from the Rails*, page 56.

²⁸ Source Ibid.

²⁹ San Francisco Planning Department, *Central Corridor Historic Context Statement & Historic Resource Survey* (San Francisco: 2013), 31; Tim Kelley Consulting, The Alfred Williams Consultancy, VerPlanck Historic Resource Consulting, and the San Francisco Planning Department, *Draft African American Citywide Historic Context Statement* (Unpublished Draft, 2015), 60.

³⁰ 1911 City Directory.

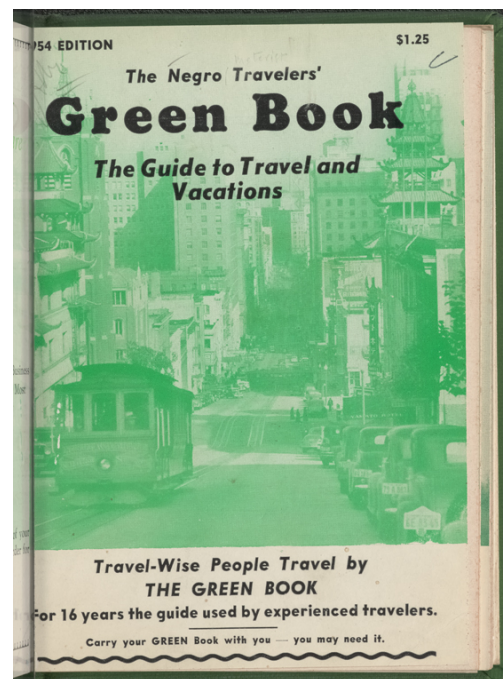
³¹ Harry Lumsden, interview by Jesse J. Warr, III, “*Oral History of Harry Lumsden, Afro-Americans in San Francisco Prior to World War II*,” San Francisco, September 26, 1978.

It is unknown exactly why or how the hotel began catering to an African American clientele, as Census records indicate that all owners of this property were white, but Census records also indicate a pattern of African American occupants that include a number of African American hotel and restaurant managers. The 1920 Census, for example, lists Austin Leslie, an African American man from Georgia, as a hotel keeper and hotel manager. In 1930, 40 black “roomers” were listed as staying with Nettie Leslie, an African American woman from Texas. Of the 40 black “roomers” mentioned, all but one was female. Her name was Alice Brooks, born in 1903 in Louisiana and who worked as a hotel maid in San Francisco and appeared to be living with her husband at 228-248 Townsend Street. The remaining “roomers” were listed as African American railroad workers, sailors, steamship workers, and janitors. Lastly, the 1940 Census indicates the presence of a Mrs. Gertrude Manuel, an African American woman from Louisiana who came to San Francisco with her sister, Perl Manuel, and her niece, Rachel Phyllips. Together they managed a hotel and restaurant at the property from 1934 until at least 1941. From 1940 to 1942, an organization known as the United American Club was housed on the property as well, although research produced no information about this organization.³²

The name New Pullman Hotel appears in city directories beginning in 1948. By the 1950s, a number of businesses and organizations that were likely owned by or catered to African Americans operated out of the building, including the Red Cap Café, Porter’s Inn Liquors, and the Galilee Mission Baptist Church.

Beginning in 1950, the New Pullman Hotel was one of a handful of hotels in San Francisco listed in the *Negro Motorist Green Book*, a guidebook published annually for the sole purpose of informing African American travelers of businesses and services that would accommodate them. The travel experience for African Americans in the United States during the era of segregation all too frequently came with inconveniences, challenges, and real dangers. Finding a place to eat, sleep, or purchase gasoline was not guaranteed for black travelers. They were often refused service at businesses while on the road or in unfamiliar places. In the most extreme cases, “sundown towns” outright forbid the presence of African Americans after dark. Signs posted at town or city boundaries made it known that anyone who broke the rules risked violence or even death.³³

These realities and frustrations inspired New York postal service worker and avid motorist Victor Hugo Green in 1936 to create *The Negro Travelers’ Green Book*. *The Green Book*, as it became known, was published and distributed nationally through 1967. It provided information about restaurants, hotels, motels, nightclubs, restaurants, and



Cover image of *The Negro Travelers’ Green Book*: 1954, which featured San Francisco (Shomburg Center for Research in Black Culture, Jean Blackwell Hutson Research and Reference Division, New York Public Library)

³² 1920, 1930, and 1940 United States Census

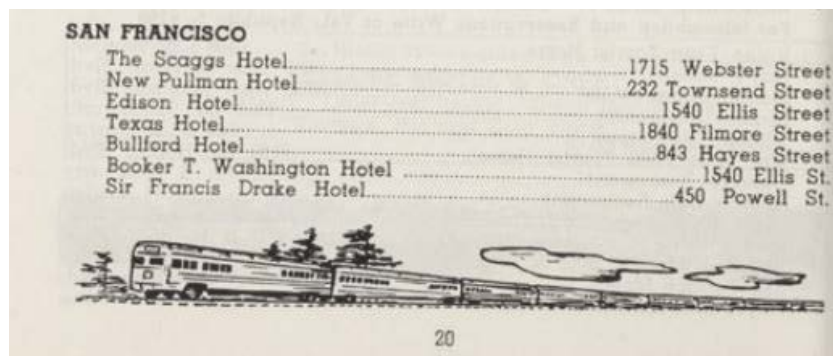
³³ Jacinda Townsend, “How the Green Book Helped African-American Tourists Navigate a Segregated Nation,” *Smithsonian Magazine*, April 2016, accessed August 2, 2017. <http://www.smithsonianmag.com/smithsonian-institution/history-green-book-african-american-travelers-180958506/>

state parks that were accepting of African Americans. Each edition featured a specific city, including some international destinations, and highlighted interesting sites and activities. Its first edition, published in 1936, was limited to New York and New Jersey but by 1939 *The Green Book* had expanded to encompass the entire continental United States. Its listings were informed by suggestions from African American travelers and mail carriers. While other guides for black travelers existed, *The Green Book* was the longest-running and maintained the largest distribution.³⁴

In the opening “Chat With The Editor” of the 1954 edition, Victor H. Green summarizes the purpose and widespread popularity of his publication:

The white traveler for years has had no difficulty in getting accommodations, but with the Negro it has been different. He before the advent of Negro Travel Guides has had to depend on word of mouth and then sometimes accommodations weren’t available. But now a days things are different – he has his own travel guide, that he can depend on for all the information that he wants and with a selection. Hence these guides have made traveling more popular and without running into embarrassing situations.³⁵

In addition to hotels and motels, *The Green Book* listed private homes that were safe and open to African American travelers. These homes were referred to in the guidebook as “Tourist Homes.” The earliest listings for recommended lodging venues in San Francisco were mostly private residences, but a handful of hotels were added to the list over the years. This included the New Pullman Hotel, which was listed beginning in 1950 through *The Green Book*’s last publication in 1966, two years following the passage of the Civil Rights Act.³⁶



San Francisco hotel listings in the 1961 edition of *The Negro Travelers' Green Book* (Shomburg Center for Research in Black Culture, Jean Blackwell Hutson Research and Reference Division, New York Public Library)

³⁴ Townsend, “How the Green Book Helped African-American Tourists Navigate a Segregated Nation,” <http://www.smithsonianmag.com/smithsonian-institution/history-green-book-african-american-travelers-180958506/>

³⁵ Victor Green, “A Chat With The Editor,” *The Negro Travelers' Green Book 1954: The Guide to Travel and Vacations* (New York: 1954), 1. Accessed August 15, 2017 <https://digitalcollections.nypl.org/items/3c85ba30-9374-0132-9292-58d385a7b928/book#page/3/mode/2up>

³⁶ Townsend, “How the Green Book Helped African-American Tourists Navigate a Segregated Nation,” <http://www.smithsonianmag.com/smithsonian-institution/history-green-book-african-american-travelers-180958506/>

City directories listed the New Pullman Hotel at 228-248 Townsend Street until 1984 when it was purchased by a new property owner. That same year, the building's second floor was converted into office space. While limited scholarship exists on the New Pullman Hotel itself it is clear from primary source documents that 228-248 Townsend Street represents one of the few hotels in the city to cater to Pullman porters, maids and other African American workers in San Francisco during a time when segregation and discrimination were widespread in hotels and in American society more generally.

INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance.

Location

The building is still in its original location.

Design

Although the building has undergone alterations, it retains sufficient integrity to convey its association with its original design, use, and period of construction. Remaining features include its two-story rectangular plan, regular fenestration pattern, commercial storefronts at ground level, and decorative entablature surrounding all sides. The east façade retains the most integrity of design and materials, as it appears to retain original wooden window surrounds.

Feeling & Association

The property retains sufficient feeling and association to convey its original use as commercial on the ground floor and hotel on the second floor. Its storefronts remain in use as commercial spaces; the second floor interior space, however, has been significantly altered.

Setting

The New Pullman Hotel retains integrity of location and setting. It sits within the South End Historic District, which is significant for its associations with industrial development and warehouse architectural form.³⁷ While the former Southern Pacific Depot that once sat adjacent to the New Pullman Hotel was demolished in 1975, it was replaced by the Caltrain Depot, constructed one block away from the site of the original train depot.

Materials & Workmanship

The property has undergone several alterations, including “removal of architectural ornament, stuccoing of two facades, replacement of windows and remodeling of storefronts” that appear to date back to the 1950s or 1960s.³⁸ Building permits document interior alterations in 1964 and again in 1984. Awnings were installed to the exterior in 1985, the roof was replaced in 2001, and an ADA ramp was installed in 2009. In 1984, the second floor interior containing 54 hotel rooms and 11 bathrooms was demolished and replaced with offices. The east façade retains the most integrity of design and materials, as it appears to retain original wooden window surrounds. Some materials have been replaced on the front and west facades, but the materials of the decorative entablature, wooden windows and belt course on east façade remain and are still able to convey their workmanship.

Overall, the building retains sufficient integrity at the exterior to convey its original use, design, and period of construction.

³⁷ San Francisco Planning Department, *Central Corridor Historic Context Statement & Historic Resource Survey* (San Francisco: 2013), 110.

³⁸ Michael Corbett, *228-248 Townsend Street, Primary Record*, Department of Parks and Recreation, State of California, 1996.

ARTICLE 10 REQUIREMENTS SECTION 1004(B)

Boundaries of the Landmark Site

Encompassing all of and limited to Lot 018 in Assessor's Block 3787.

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. Character-defining features include all primary exterior elevations, form, massing, structure, architectural ornament and materials identified as:

- Two-story, rectangular building plan
- Existing flat roofline and entablature, including a projecting bracketed cornice, frieze, and architrave
- Existing window and door openings on all three visible facades (west, south, and east elevations)
- Configuration of six existing storefronts at front façade, including an angled, recessed entryway with paired doors at southeast corner
- Two entrances on front façade leading up to second floor, featuring curved entryway overhead
- Horizontal, projecting wooden belt course on east elevation
- Wooden window surrounds on east elevation

PROPERTY INFORMATION

Historic Name: New Pullman Hotel

Address: 228-248 Townsend Street

Block and Lot: 3787/018

Owner: Richard and Janice Fiore

Original Use: Residential Hotel and Commercial

Current Use: Commercial and Office

Zoning: SLI – SOMA Service – Light Industrial

PHOTOGRAPHS



Primary elevation, view northwest.



Secondary elevation (Lust Street), view north.



Primary elevation, view west.



Secondary (Clyde Street) elevation, view west.



Window detail on Clyde Street elevation, view west.



Clyde Street, view southeast. 228-248 Townsend Street is to the right.

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ACKNOWLEDGEMENTS

San Francisco City and County

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Photography

All contemporary photography by Desiree Smith unless stated otherwise



LANDMARK DESIGNATION REPORT



**Pile Drivers, Bridge and Structural Ironworkers
Local No. 77 Union Hall
457 Bryant Street**

DRAFT report dated July XX, 2017

Landmark No. XXX

Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall

457 Bryant Street

Built: 1909
Architects: Daniel McIsaac

CRITERIA FOR DESIGNATION

Events: Associated with events that have made a significant contribution to the broad patterns of our history.

PERIOD OF SIGNIFICANCE

1910-1973

The Period of Significance for the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is 1909-1973 reflecting the year that of the first union meeting in the building until the union's move to Oakland in 1973.

STATEMENT OF SIGNIFICANCE

The Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall is individually eligible for Article 10 landmark designation for its association with events and architecture. As one of the early extant union halls in San Francisco, it played an important role in the growth of organized labor in the city. Constructed shortly after the 1906 Earthquake and Fire, the building is also associated with the post disaster reconstruction era in San Francisco.

HISTORIC CONTEXT STATEMENTS

Development of South of Market

Following the discovery of gold near San Francisco in 1848, the city's population grew from several hundred to nearly 35,000 in the space of a few years. Many of the newcomers, having arrived from across the globe in search of fortune, resided in large camps made up of tents and temporary wooden shelters established in today's South of Market neighborhood by the early 1850s. These makeshift communities were eventually replaced by more permanent buildings and infrastructure, including more substantial piers and wharves along the nearby waterfront and the establishment of several foundries.¹ The South of Market quickly became the center of industrial production in San Francisco and the major west coast industrial supplier of mining equipment, heavy machinery and other goods to the western states. By 1875, forty-two foundries could be found in SoMa. A great number of warehouses were built to store imported goods and products awaiting export from the city, and smaller manufacturing operations could also be found amidst the larger warehouses.²

By the mid-nineteenth century, South of Market was a bustling and self-contained community. Several churches, social organizations, schools, hospitals and other welfare institutions, along with stores and saloons served a population that by 1900 had grown to 62,000 people, making it the most densely populated section of the city.³ Residential hotels and residential pockets of two-story single-family dwellings, row houses and flats could also be found amidst the manufacturers and commercial operations. By the turn of the century the building stock in the block bounded by 3rd, 4th, Bryant and Harrison streets was primarily row houses and two-story residences.⁴

Post Disaster Reconstruction

South of Market, like much of San Francisco, was devastated by the 1906 earthquake and fire. Only a few buildings in the neighborhood, primarily built of steel-frame construction, survived. The disaster destroyed all of SoMa's residences and decimated the neighborhood's population.⁵ Following the quake and fire, San Francisco again saw a massive influx of people as workers arrived in the city to aid in the reconstruction.

Reconstruction in SoMa focused on reestablishing the neighborhood's industrial and commercial businesses and many of the 62,000 people who lived in the neighborhood at the turn of the century settled in other parts of San Francisco or the Bay Area.⁶ SoMa's population eventually grew to significant numbers, but it never regained its pre-quake and fire magnitude. In 1910, 24,000 people resided in the neighborhood and by 1914, 40,000 single men were living in SoMa (CSOMA 26; HS, 72,

¹ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 18-20.

² Ibid., 22; Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-10.

³ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 25-26, 37.

⁴ Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 12; Averbach, Alvin, *San Francisco's South of Market District, 1850-1950: The Emergence of Skid Row*, California Historical Quarterly, Vol. 52, No. 3 (Fall, 1973), 204.

⁵ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 11.

⁶ Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 26-27; Averbach, 204.

PG 153). As was the case prior to the quake and fire, hotels, apartment buildings and residences could be found interspersed between warehouses, manufacturers, and wholesaling businesses, but residential construction was limited.

SoMa remained a manufacturing and housing center for during much of World War I, but with the mechanization of the workplace and the shift to automobile and truck transport from the streetcar and the railroad after the war, shipping, manufacturing and other firms moved outside the city. Changes in employment and labor practices including shorter workdays and a longer term workforce, allowed for commuting longer distances. As historian Paul Groth notes, “suburban employment surged for people with cars”⁷. White collar employment continued to thrive downtown, but blue-collar jobs declined by 40,000 people between 1918 and 1921 leading to a decrease in investments. No rooming or boarding houses were constructed in downtown San Francisco following World War I⁸.

Following World War II, SoMa remained the home base for many low-income single men and retirees, but with the lack of investment in the neighborhood and the decline of jobs along the waterfront, the neighborhood was seen as an area primed for development.⁹ Urban renewal projects conceived in the 1950s and carried out over the course of more than four decades, decimated the area as blocks were cleared for the construction of the complex of buildings that make up the Yerba Buena Center.

During the 1990s, SoMa transformed from an industrial and manufacturing section of the city to a high-tech center. In the 1990s, the population grew nearly 80%. By 2000, nearly 13,500 people were living South of Market. Many of the spaces that once held SoMa’s manufacturing, commercial distribution, and industrial business have been converted to residential and office use. Old building stock has been demolished to allow for the construction of new buildings to keep up with the demand for housing and the creation of live/work spaces. (PT 1)

Union Activism and the General Strike¹⁰

SoMa was inhabited by thousands of single male workers, many of whom laboring in newly unionized industries. The South of Market Area became a hotbed of union activism, culminating with the 1934 Waterfront and General strikes, also known as the Big Strike.¹¹ The 83-day waterfront strike over hiring and working conditions culminated in a San Francisco general strike. The wharves and piers along the entire waterfront were affected both by the absence of striking workers and, for over two weeks, by the presence of National Guard troops stationed inside transit sheds and patrolling the Embarcadero. The resolution of the Big Strike was one of the most spectacular victories in American labor history. Although the strike began among the longshoremen, when San Francisco’s port was shut down, it galvanized other workers, including the Pile Drivers.

The 1934 strike completely transformed labor relations on the West Coast. Before 1934, the employers in San Francisco, through the shape-up, where men gathered every morning in front of the Ferry

⁷ Paul Groth, *Living Downtown*, University of California Press, 1994, p. 270.

⁸ Paul Groth, p. 182.

⁹ Groth, p. 156; Page & Turnbull, p. 67

¹⁰ Adapted from the Port of San Francisco Embarcadero Historic District National Register of Historic Places Nomination, January 2006.

¹¹ PT Soma 5

Building and waited to be selected for work, had total control of working conditions. After the 1934 strike, Pacific Coast workers had the hiring hall. The hall was to be jointly administered by the union and the employers. However the union had direct, onsite control of hiring handing out job assignments on a strict rotary basis. The old shape-up was overthrown and in its place was a hiring hall providing an equitable distribution of work. The hall became the heart of the community, the center of a vibrant social and political life enjoyed by longshoremen after the 1934 strike. In later years, men would often say that that “the union is the hiring hall”.¹²

The strike profoundly affected life and politics in San Francisco. The deployment of the National Guard by the governor was a central event of the strike. The three-state strike, and especially the events in San Francisco, attracted widespread attention and contributed significantly to the evolution of national labor policy.

Pile Drivers and Pile Driving Work¹³

Wooden piles were driven into the mud for waterfront walls, piers and other structures by the Romans in ancient times. Pile driving in the Roman Empire was slow, hard, manual work by slave labor, perhaps assisted by animal power. For centuries, the same technology was employed with cheap labor whenever harbor works were built.

Steam-driven pile hammers were invented in 1839. With the use of steam power, a mechanical hoisting engine raised and dropped the hammer to drive the piles. Pile drivers “generally perform foundation work on large scale construction projects such as piers, wharves, drydocks, breakwaters, underwater pipelines, bridges, highways, skyscrapers, and parking lots. They are also called upon to reconstruct, repair, maintain and even demolish existing structures.”¹⁴

Pile drivers are known, both within and outside the union, by their occupational nickname, “pile butts.” The butt is a discarded pile end. Pilings are driven into bay mud, and then their tops, or butts, are cut to conform to the right elevation. “This constant and necessary butt cutting somehow led to a verbal shorthand”.¹⁵ The nickname was first used in California in the early 1930s, and appeared in union local documents in the early 1940s. The nickname conveyed pride and power in the work, although some members at first believed it to be undignified.¹⁶

Pile driving work was a very tough job — strenuous, dangerous, and noisy. There were no safety rules about the health effects of constant hammering, and no precautions were taken to prevent damage to the ears. Piles were treated with creosote which was applied to the piles before delivery to the waterfront. It was a hazardous material that burned the skin and eyes of many pile drivers. There were no safety guidelines about handling creosoted piles on the job.

¹² (Mills and Wellman 1987:174-175; Wellman 1995:60)

¹³ Adapted from the Port of San Francisco Embarcadero Historic District National Register of Historic Places Nomination, January 2006.

¹⁴ Michael S. Munoz and Local Union Number 34, “Pilebutt”: *Stories and Photographs about Pile Driving, Pile Drivers*; <http://www.folkstreams.net/context/264>, accessed July 14, 2017.

¹⁵ (Green 1993:375)

¹⁶ (Green 1993:424-426)

Pile Drivers, Bridge and Structural Ironworkers Local No. 77¹⁷

The first pile drivers labor union in San Francisco was the Wharf Builders' Union, organized in 1883. It received a charter from the American Federation of Labor in May, 1901, becoming the Pile Drivers and Bridge Builders Union No. 9078. It was an independent local union for the first few years. But in 1904 the A.F.L. leadership assigned the San Francisco local into the international union that had jurisdiction over their work — the International Association of Bridge, Structural and Ornamental Iron Workers.¹⁸ The San Francisco pile driver union's new status within the mainstream union movement was recognized with a new name: Pile Drivers, Bridge and Structural Iron Workers Union No. 77.¹⁹

In 1911, Local 77 drafted an ambitious program of working rules for pile driving in California. It included work the pile drivers were already performing as well as work they intended to claim as their own, "construction, reconstruction, repairing, removing, and wrecking of wharves, piers, docks, bridges, viaducts, towers, masts . . . Pile driving in all its branches; Cutting off and capping of piles, abutments, foundations, submarine or other work . . . Operation of all derricks, tools or machinery necessary in performing any of the aforesaid work."²⁰

From 1917-1920, pile driver union locals throughout the country were taken over by the United Brotherhood of Carpenters and Joiners, affiliated with the A.F.L. In San Francisco, the transition took place in May 1920. Pile Drivers, Bridge and Structural Iron Workers Local No. 77 in San Francisco, which had about 800 members, became Local 34 of the International Brotherhood of Carpenters and Joiners of America.²¹

Although after 1920 they were part of the same international union as carpenters, pile drivers had separate union locals, and separate jurisdictions on the waterfront. Pile drivers built piers and pier decks. After the deck was finished, the carpenters' union would take over to build the pier sheds.

One of the important leaders of Local 34 was Jack Wagner, who served as the union business agent for twenty-five years, starting in the late 1930s. He had begun his career as a union activist during the 1934 maritime strike, joining other picketers during the siege of Rincon Hill on Bloody Thursday. Wagner joined the Pile Drivers' Local 34 in 1934 and worked on construction of both the Golden Gate Bridge and San Francisco-Oakland Bay Bridge. He was a social unionist, a self-defined radical who believed in a strong rank and file, racial integration of the workforce, and followed the industrial unionist principles of the CIO.²²

Ownership and Construction History of 457 Bryant

The parcel on which 457 Bryant is located was owned by Thomas Green from 1887 to about 1906.²³ City Directories show that Thomas Green owned Burke & Green, with David Burke. Green may have purchased the property as an investment, because the 1887 Sanborn map shows that the single-family

¹⁷ Adapted from the Port of San Francisco Embarcadero Historic District National Register of Historic Places Nomination, January 2006.

¹⁸ (Munoz 1986:27; Green 1993:421)

¹⁹ (Munoz 1986:27; Green 1993:421)

²⁰ Green, 421.

²¹ (Munoz 1986:30-35; Green 1993:421)

²² Munoz 1986:41; Green 422

²³ San Francisco Block Books, 1894, 1906

dwelling that occupied the lot was vacant. Green quickly established water service on August 26, 1887 and by 1899 the Sanborn map shows that a three-story plus basement building with three flats, addressed as 439, 439 ¼ and 439 ½, Bryant, had been constructed, likely to serve the working-class population that had starting moving into the neighborhood in the 1890s.

Approximately three months after the 1906 earthquake and fire, J. J. Olson applied for a building permit to construct a one story dwelling with two rooms for the estimated cost of \$200.²⁴ This dwelling may have been constructed to house his family who were currently living at 632 Fell Street. On March 19, 1908, Olson, now living at 457 Bryant Street, applied for a building permit to add an addition to an existing one-story dwelling for the estimated cost of \$450. The addition had two rooms, each 13 x 16 feet with 10 foot high ceilings.²⁵ Olson does not appear to have resided at 457 Bryant for very long or he could have been squatting on the land until title to the parcel was established, a common occurrence after the disaster. By 1909, the block book shows that the parcel was owned by California Title Insurance & Trust Co. as Trustees.

The Pile drivers met in January 1909 and agreed to purchase a lot south of Market and east of 3rd Street for less than \$10,000. The new union hall would be located near the homes and jobs of their members. By February 17, 1909 the union had purchased the current lot for \$4,025. Drawings were prepared by April for \$5,500. In June Healy Tibbitts Construction Company was awarded the contract to construct the basement at a cost of \$1,540. On May 20, 1909 Daniel McIsaac's bid of was awarded the construction contract for the rest of the building at a cost of \$3,978. The two-story building with a shop on the first floor and hall on the second floor was completed by October 1909.

Prior to construction of 457 Bryant Street, the union met in the Audiffred Building, which provided space for several other unions, such as the Sailor's Union of the Pacific and Marine Firemens' Union, to meet and organize as well as socialize in the three saloons located on the first floor.²⁶ On October 6, 1909 the Pile Drivers, Bridge and Structural Ironworkers Local No. 77 held their first meeting in the new building. In the 1920s, several unions met in the hall, including the Carpenters' Union No 34, Warehouse and Cereal Workers. The Pile drivers occupied the building until 1973 when, citing parking and safety problems, the Union moved to Oakland. Edward Zak purchased the building and continues to own it today.

Healy Tibbitts

Still in operation today, Healy Tibbets specializes in marine construction, pile driving and deep shoring systems. Healy's areas of expertise include construction of piers and wharves, submarine pipelines and cables, offshore structures, dredging, pile driving, marine heavy lifts, bulk stevedoring, and marine transportation. Healy Tibbitts was founded in 1886 by two San Francisco waterfront workers who decided to start their own construction company. Twenty years later, Healy was one of the construction companies to help clear rubble and rebuild San Francisco after the 1906 earthquake. Through the 1900s the company continued to grow as a marine and foundation contractor both

²⁴ Building Permit No. 1970, July 27, 1907

²⁵ Building Permit No. 15642, March 19, 1908.

²⁶ Labor Landmarks Guidebook, p. 2.

domestically and internationally.²⁷ Healy Tibbitts likely employed members of the Pile drivers, Bridge and Structural Ironworkers Local No. 77 on many of their construction projects.

Daniel McIsaac, Builder

The construction contract was awarded to D. McIsaac on May 20, 1909.²⁸ Daniel McIsaac was born September 21, 1877 in Antigonish, Nova Scotia and immigrated to San Francisco in December 1904.²⁹ At age 30, McIsaac worked as a carpenter and lived with his wife Freda and three female boarders in the Lower Nob Hill.³⁰ World War I Draft Registration Cards show that McIsaac, age 40, lived in a residential hotel in Oakland and worked as a foreman and carpenter for Healy Tibbitts Construction Company. By 1930, McIsaac worked as a carpenter and owned his own home in the Excelsior where he lived with his second wife Mary, two young daughters and a step-daughter.³¹ It is unknown if McIsaac is responsible for constructing any other buildings in the Bay Area. It is possible that 475 Bryant is the only building contract he was ever awarded on his own. He may have contributed to the design of many piers and wharves constructed by Healy Tibbitts, but this information could not be located. McIsaac died in San Francisco in 1939 at age 62.

Architectural Influences: Edwardian Style

457 Bryant exhibits the typical characteristics of the Edwardian style. The term “Edwardian” was created to describe architecture produced in Great Britain and its colonies from 1901 to 1910, with the reign of Edward VII. Edwardian architecture encompasses a number of styles, with five main strands identified: Gothic Revival, Arts and Crafts, Neo-Georgian, Baroque Revival and the Beaux-Arts style. All five strands reflected a movement away from the ornately embellished buildings constructed during the Victorian period (c. 1825-1901) towards buildings with simpler, more handcrafted details. Edwardian style buildings were constructed prior to the 1906 earthquake and fire, however it was an extremely common style used in the post-disaster reconstruction. Edwardian buildings are highly concentrated in areas that were rebuilt after the earthquake and fire, including the South Park, South of Market, downtown and much of the Mission neighborhoods.

Halls in the early 20th century

In the late 19th and early 20th centuries, fraternal societies were one of the primary sources of health insurance for the working classes, as well as burial services. At their peak in about 1920, over one quarter of all adult Americans were members of fraternal societies.³² Some fraternal groups limited membership to a particular ethnic or religious group. Others were pan-ethnic and centered on business or professional affiliations.

Buildings that housed halls generally conform to one of three subtypes. The first includes single-story buildings that may or may not have been intended to be temporary. Simple in construction, they did not require elaborate building materials, nor did they support other uses. Many were later replaced by permanent buildings on the same site, such as the Equality Hall at 139 Albion Avenue, while others

²⁷ www.healytibbitts.com. Accessed July 14, 2017.

²⁸ Index to Papers on File.

²⁹ California Passenger and Crew Lists, 1882-1959, ancestry.com accessed July 14, 2017.

³⁰ US Census 1910, Ancestry.com, accessed July 14, 2017.

³¹ US Census, 1930. Ancestry.com, Accessed July 14, 2017.

³² Woodmen and Fraternalism (booklet), Form 4154 R-5/97; Modern Woodmen of America History, 1997.

were redeveloped as residential building sites such as the Veteran Hall at 432 Duboce Avenue. Of the dozen or so examples of this type known from the period, only one has survived: the Woodmen of the World lodge at 2140 Market Street (now the Lucky 13 bar), located on the same block as the Swedish American Hall.

The second type included halls that occupied temporary sites within other buildings. These might include pre-1906 Earthquake buildings where a generic storefront was used as a hall; or when the lowest flat in a multi-story apartment building was used as a hall. Two examples of this type are extant: Callegari's Hall at 421 Union Street (1906); and Coleman's Hall at 1988 Bush Street (ca. 1902). However, the facades of these building give no indication of their use as social halls.

The third type, to which Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall belongs, are purpose-built mixed-use buildings where the ground floor was occupied by storefronts, while the meeting rooms were located on the upper floor(s). There are only nine examples of this type constructed prior to 1907 which survive and have good integrity: Divisadero Hall at 321 Divisadero Street (1896); Equality Hall at 139 Albion Street (1908); Findlay's Dancing Academy at 3245 16th Street (1907); Mission Turn Verin Hall at 3543 18th Street (1910); Oakland Hall at 1805 Divisadero Street (1903); Richmond Hall at 309 4th Avenue (1908); the Sheet Metal Workers Hall at 224 Guerrero Street (1906); Stegeman's Hall at 225 Valencia Street (1907) and New Era Hall at 2121 Market Street (1906). The Sheet Metal Workers Hall is San Francisco Landmark #150, while Mission Turn Verin Hall is San Francisco Landmark #178.

In the years following the 1906 disaster, many fraternal societies rebuilt their own permanent halls. These included the Odd Fellows, who constructed a new hall at 7th and Market Streets in 1907. The After World War II, membership in many fraternal organization began a steady decline. Contributing factors included a diminishing need for fraternal orders as insurance companies and doctors became more professionalized. Working class San Franciscans were also presented with an increasing variety of diversions for their spare time.³³

INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance above. The buildings retain sufficient integrity to convey its association with its original design, use, and period of construction.

BOUNDARIES OF THE LANDMARK SITE

Encompassing all of and limited to Lot 085 in Assessor's Block 3775.

CHARACTER DEFINING FEATURES

³³ Siddeley, Leslie, *The Rise and Fall of Fraternal Insurance Organizations*. Humane Studies Review, V7, No. 2 Spring 1992.

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.

All primary exterior elevations, form, massing, structure, architectural ornament and materials identified as:

- Rectangular plan
- Two story massing
- Two bay form at primary façade
- Flat roof
- Horizontal wood shiplap siding at primary facade
- Wood storefront with wood and glass double doors, paneled bulkhead and columns, plate glass windows, and multi-lite transom windows
- Arched entry with pilasters, volutes, dentils and pediment
- Mosaic tile floor at entry spelling out "Pile drivers B & S I W Local 77"
- Wood paneled double doors with diamond shaped lites and wood frame transom window at entry
- Terrazzo step, terrazzo paneling with wood paneling above at entry
- Paired angled bay windows framed by colonnettes with wood paneled spandrel at base, molded sill, molded cornice and paneled spandrel at top
- Double-hung, wood sash windows with ogee lugs in wood frame
- Molded cornice with oversized dentils
- Beveled horizontal siding on secondary elevations
- Double-hung, wood sash windows with ogee lugs in wood frames

SUPPORTING DOCUMENTATION

South of Market Area Historic Context Statement, San Francisco, CA, June 30, 2009.

Department of Parks and Recreation Primary Records, 457 Bryant Street.

Port of San Francisco, Embarcadero Historic District National Register of Historic Places Nomination, January 2006.

PROPERTY INFORMATION

Historic Name: Gran Oriente Filipino Residences and
Masonic Temple

Address: 104-106 South Park Street; 45-49 South Park
Street; 95 Jack London Alley

Block and Lot: 3775 / 058; 3775/039

Owner: Gran Oriente Filipino

Original Use: Apartment building and assembly hall

Current Use: Apartment building and assembly hall

Zoning: SPD – SOMA South Park

PHOTOGRAPHS



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ACKNOWLEDGEMENTS

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Additional Support

Photography

All contemporary photography by Shannon Ferguson unless stated otherwise



DRAFT

LANDMARK DESIGNATION REPORT



Hotel Utah

Historically known as Hotel Aberdeen and Hotel Carnot

500-504 Street

DRAFT Article 10 Landmark Designation Report submitted to the Historic Preservation Commission March 21, 2018.

Landmark No. XXX

Cover: Hotel Utah, 2017

The Historic Preservation Commission (HPC) is a seven-member body that makes recommendations to the Board of Supervisors regarding the designation of landmark buildings and districts. The regulations governing landmarks and landmark districts are found in Article 10 of the Planning Code. The HPC is staffed by the San Francisco Planning Department.

This Draft Landmark Designation Report is subject to possible revision and amendment during the initiation and designation process. Only language contained within the Article 10 designation ordinance, adopted by the San Francisco Board of Supervisors, should be regarded as final.

Hotel Utah

500-504 4th Street

Built: 1908
Architects: J.F. Deininger

CRITERIA FOR DESIGNATION

Events: Associated with events that have made a significant contribution to the broad patterns of our history.

Architecture: embodies the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic value, or that represent a significant and distinguishable entity whose components may lack individual distinction.

PERIOD OF SIGNIFICANCE

1908-1947

The Period of Significance for Hotel Utah is 1908-1947 reflecting the year the building was constructed through the end of World War II when employment along the waterfront and in neighborhood industries declined and the need for housing in the South of Market Area diminished.

STATEMENT OF SIGNIFICANCE

The Hotel Utah is a rare remaining example of the numerous residential hotels built in the South of Market neighborhood in the late nineteenth and early twentieth centuries. Constructed largely to house itinerant and seasonal workers employed in nearby factories, industries and along the waterfront, the hotel is emblematic of a pattern of the development in SoMa that began in the mid-1800s and continued through the post-1906 earthquake and fire reconstruction. The hotel is particularly notable for surviving the large-scale redevelopment of South of Market during the mid-twentieth century during which much of the building stock, including nearly all the residential hotels, dating to the period when the neighborhood served as the city's industrial and manufacturing center was razed. With its ornate millwork, rounded and angled bays, the Hotel Utah is also a striking example of Edwardian style architecture commonly employed in the design of residential hotel buildings constructed during the period.

HISTORIC CONTEXT STATEMENT

South of Market

Following the discovery of gold near San Francisco in 1848, the city's population grew from several hundred to nearly 35,000 in the span of a few years. Many of the newcomers, having arrived from across the globe in search of fortune, resided in large camps made up of tents and temporary wooden shelters established in today's South of Market neighborhood by the early 1850s. These makeshift communities were eventually replaced by more permanent buildings and infrastructure, including more substantial piers and wharves along the nearby waterfront and the establishment of several foundries.¹ The South of Market area quickly became the center of industrial production in San Francisco and the major west coast industrial supplier of mining equipment, heavy machinery and other goods to the western states. By 1875, forty-two foundries could be found in SoMa. A great number of warehouses were built to store imported goods and products awaiting export from the city, and smaller manufacturing operations could also be found amidst the larger warehouses.²

Along with the construction of factories and warehouses, boarding and lodging houses sprang up to accommodate the employees of SoMa's growing industries.³ From the 1860s through the 1920s, residential hotels were built in great numbers to house the increasing population of seasonal laborers and employees, primarily single men, of the nearby factories, mills, warehouses and along the waterfront.⁴ One-quarter of the city's boarding houses and half of the city's 655 lodging houses were located South of Market by 1870. A great number of boarding houses and hotels were located along Mission Street between 3rd and 9th streets.

Typically built of wood-frame or brick masonry construction, residential hotels in SoMa were usually two to four stories in height and often had a raised basement level and flat roofs. Those erected after 1915 may have been built of reinforced concrete or steel frame construction with smooth stucco cladding. Most featured double-hung wood sash windows and Classical Revival design influences, particularly those of the Edwardian style, which include roofline cornices and the use of Classical motifs like "applied shield, cartouche and swag ornaments."⁵ Residential hotels frequently housed a small hotel lobby and saloons or other commercial businesses on the first floor with the upper floors devoted to lodging.⁶ They are dispersed throughout SoMa but most commonly found on corners south of Harrison Street or in close proximity to Mission and Howard Streets west of 5th Street.⁷

¹ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 18-20.

² Ibid., 22; Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-10.

³ Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 9-12.

⁴ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 44, 84; "South of Market Building up Rapidly," *The Call*, 11/09/1912; Dineen, J.K. *High Spirits: the Legacy Bars of San Francisco*. Berkeley: Heyday, 2015, 72.

⁵ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 48-49.

⁶ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 42-43; Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 11; Groth, Paul. *Living Downtown: The History of Residential Hotels in the United States*. Berkeley: University of California Press, 1994, 154-155.

⁷ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 48-49.

By the mid-nineteenth century, South of Market was a bustling and self-contained community. Several churches, social organizations, schools, hospitals and other welfare institutions, along with stores and saloons served a population that by 1900 had grown to 62,000 people, making it the most densely populated section of the city.⁸ SoMa was only a temporary home for many, but not all the residents were seasonal laborers living in boarding houses and residential hotels. Residential pockets of two-story single-family dwellings, row houses and flats could also be found amidst the manufacturers and commercial operations. By the turn of the century the building stock in the block bounded by 3rd, 4th, Bryant and Harrison streets, adjacent to the site of the future Hotel Utah, was primarily row houses and two-story residences.⁹

South of Market, like much of San Francisco, was devastated by the 1906 earthquake and fire. Only a few buildings in the neighborhood, primarily built of steel-frame construction, survived. The disaster destroyed all of SoMa's lodging houses and decimated the neighborhood's population.¹⁰ Following the quake and fire, San Francisco again saw a massive influx of people as temporary workers arrived in the city to aid in the reconstruction. Prior to 1906, 20,000 seasonal building trade workers were employed in the city. Following the disaster that number rose to 60,000. Residential hotels, boarding and lodging houses were again in demand to house the growing labor force. New hotels were constructed in great numbers and many were located on large corner lots and followed the building plan consisting of first floor commercial space with lodging on the upper levels established in years prior to the quake. The newly arrived workers constructed fifty-eight hotels and eighty lodging houses by 1907, with the greatest concentration located between First, Sixth, Market and Bryant streets and the largest number along 3rd, Howard and Folsom streets.

As was the case prior to the quake and fire, hotels, apartment buildings and residences could be found interspersed between warehouses, manufacturers, and wholesaling businesses, but residential construction was limited. Reconstruction in SoMa focused on reestablishing the neighborhood's industrial and commercial businesses and many of the 62,000 people who lived in the neighborhood at the turn of the century settled in other parts of San Francisco or the Bay Area. SoMa's population eventually grew to significant numbers, but it never regained its pre-quake and fire magnitude. In 1910, 24,000 people resided in the neighborhood and by 1914, 40,000 single men were living in SoMa.¹¹

A 1908 San Francisco *Chronicle* article reported that "the city has gone far enough with office buildings for the present and the real needs of the down-town district are lodging-houses and hotels." The article noted that prior to the quake several downtown streets were lined with "hotels and lodging houses above stores" and that the same type of building would "prove a profitable investment as compared with other buildings." The article went on to state that investors from outside San Francisco were putting their money in new construction and cited JF Deininger, identified as a brewer from Vallejo, as one example.

⁸ Ibid., 25-26, 37.

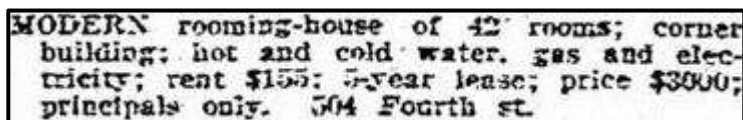
⁹ Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 12; Averbach, Alvin, *San Francisco's South of Market District, 1850-1950: The Emergence of Skid Row*, California Historical Quarterly, Vol. 52, No. 3 (Fall, 1973), 204.

¹⁰ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 11.

¹¹ Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015, 11, 26-28; Groth, 153; Dineen, 72; Averbach, 204.

Architect and Architecture

JF Deininger purchased a lot on the southwest corner of Fourth and Bryant streets and “intends to build a hotel with stores beneath.”¹² Deininger may be a member of the Vallejo brewing family of the same name, but is identified in records related to 500-504 4th Street and in several city directories as an architect or architectural engineer. Further research is necessary to determine the breadth of Deininger’s career as little biographical information was uncovered during the writing of this report. In 1908, Deininger purchased the property from the estate of Ellen Ruddy for \$12,100. He designed and built a wood-frame four story building with 43 lodging rooms, and following the common pattern for residential hotels and as noted in the *Chronicle*, three commercial spaces were located on the ground floor.¹³



1909 San Francisco Chronicle advertisement for 504 4th Street

Edwardian Architectural Style

Many residential hotels constructed immediately after the earthquake were designed in styles popular during the Edwardian era. The term “Edwardian” was created to describe architecture produced in Great Britain and its colonies from 1901 to 1910, with the reign of Edward VII. Edwardian architecture encompasses a number of styles, with five main strands identified: Gothic Revival, Arts and Crafts, Neo-Georgian, Baroque Revival and the Beaux-Arts style.¹⁴ All five strands reflected a movement away from the ornately embellished buildings constructed during the Victorian period (c. 1825-1901) towards buildings with simpler, more handcrafted details. In San Francisco, the term “Edwardian” is often associated with multi-unit flats or apartment buildings constructed at the beginning of the 20th century. Edwardian style buildings were constructed prior to the 1906 earthquake and fire, however it was an extremely common style used in the post-disaster reconstruction. Edwardian buildings are highly concentrated in areas that were rebuilt after the earthquake and fire, including the South Park, South of Market, downtown and much of the Mission neighborhoods. Residential hotels constructed after the earthquake and fire often included rounded corner bay windows, angled bay windows and projecting cornices characteristic of the Edwardian period. Frequently they had centrally located entrances accessing a lobby with stairs to the upper floors. The Hotel Utah, with its prominent rounded corner bay, projecting cornice and canted bay windows, exhibits typical characteristics of the Edwardian style.¹⁵

¹² Eastern Money for the City, San Francisco Chronicle, April 4, 1908, 8.

¹³ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 42-43; Groth, 154-155; DPR 523A, 1997, 2009.

¹⁴ San Francisco Preservation Bulletin No. 18, Residential and Commercial Architectural Periods and Styles in San Francisco, January 2003.

¹⁵ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 55-56.

Hotel Aberdeen and Hotel Carnot

The hotel operated initially under the name Hotel Aberdeen. By 1916 it was known as the Hotel Carnot and by 1945 the name had been changed to the Hotel Utah.¹⁶ Census and city directory listings indicate the largely single male occupants of the hotel were employed as skilled and semi-skilled workers. In 1910, the fifteen tenants listed in the census were a mix of American and European born men and one woman.¹⁷ The 1920 census lists 32-year-old Margaret Engle as the hotel manager and her husband Clarence as an electrician for the railroad. Listed occupations of the tenants include peddlers, ropemakers, clerks, mechanics and laborers.¹⁸ Early occupants of the ground floor commercial spaces included a barber and a saloon, O'Connor and Faherty's, which operated from the building for several years. Saloon owner Michael Faherty resided at the hotel part of the time the bar was in operation.¹⁹ Commercial operations in the building weren't limited to the ground floor. According to newspaper advertisements, a manicure and massage parlor operated out of hotel rooms as early as 1908.²⁰

electrician	Railroad	3
Hotel Manager		0A
Shipfitter	Ship work	3
Laborer	general	3
Laborer	Pipe Mill	3
Laborer	Warehouse	3
Mechanic	Wreck work	3
Drayman	Truck driver	3
Barber	Warehouse	3
Electrician	general	3
Iron Worker	Iron shop	3
Laborer	Foundry	3
none		
Laborer	Warehouse	3

1920 census record listing occupations of hotel tenants

The hotel was located in an ideal location for the employees of the ever-expanding number of factories and warehouses in SoMa. A 1912 article in *The Call* noted the section of Fourth Street from Mission to Harrison Street, a few blocks from the site of the hotel, formerly populated by "cheap hotels, poor tenements and small squalid homes," was developing into an area of "costly factories and tall steel frame hotels." The article remarked on the convenience of Fourth Street to "all the big factories and warehouses along Third, Second and First streets and the wholesale district extending down to the waterfront. The immediate neighborhood of Fourth Street is also becoming a factory center." Many of the new and existing industrial and commercial operations were within walking distance of the hotel and employed hundreds of people. At the time of the article's publication, the Shreve factory was under construction near the hotel and reportedly could to employ as many as 500 people. According to *The Call*, in anticipation of its opening and to accommodate the other growing businesses, a large garage was built on 4th at Harrison to accommodate employees' cars.²¹

SoMa remained a housing center for temporary and seasonal workers during much of World War I, but with the mechanization of the workplace and the shift to automobile and truck transport from the

¹⁶ Crocker-Langley San Francisco Directory 1916, 1945.

¹⁷ DPR 523A, 1997, 2009; 1910 United States Census

¹⁸ DPR 523A, 1997, 2009; 1920 United States Census; 1923 City Directory

¹⁹ Crocker-Langley San Francisco Directory 1916, 1945.

²⁰ San Francisco Chronicle, November 11, 1908, 13.

²¹ "South of Market Building up Rapidly," *The Call*, 11/09/1912.

streetcar and the railroad after the war, shipping, manufacturing and other firms moved outside the city. Changes in employment and labor practices including shorter workdays and a longer term workforce, as opposed to short term or seasonal workers, allowed for commuting longer distances and the need for downtown housing decreased. As historian Paul Groth notes, “suburban employment surged for people with cars.” White collar employment continued to thrive downtown, but blue-collar jobs declined by 40,000 people between 1918 and 1921 leading to a decrease in investments in housing and residential occupation. No rooming or boarding houses were constructed in downtown San Francisco following World War I.²²

Following World War II, SoMa remained a neighborhood of low-income single men and retirees, but with the lack of investment in the neighborhood and the decline of jobs along the waterfront, the neighborhood was seen as an area primed for development. Urban renewal projects conceived in the 1950s and carried out over the course of more than four decades, decimated the residential hotel stock in the city as blocks were cleared for the construction of the complex of buildings that make up the Yerba Buena Center. Today, newly arrived families make up a large proportion of hotel residents and well as retired Asian laborers who live in hotels seasonally.²³

Hotel Utah

The Hotel Utah remained in operation as South of Market evolved. Beginning in the late 1930s a saloon owned and operated by Ernest Pelli known as the Transbay Café, in reference to the nearby ramps to the recently constructed Bay Bridge, was located in the hotel (1943 directory). According to local lore, it was during the 1930s the antique bar was installed in the building.²⁴ Al Opatz purchased the saloon from Pelli in 1945 and re-named it Al’s Trans-Bay. The bar catered to blue-collar workers and was frequented by the Delta Club, a duck hunting club, whose members included the Joe Dimaggio’s brothers. Dimaggio, Marilyn Monroe and Bing Cosby were also known to frequent the bar.



Hotel Utah, 2017

Opatz sold the building in 1977 to movie producer and screenwriter Paul Gaer. Gaer expanded the bar so it occupied the two other ground floor commercial spaces and renamed it the Hotel Utah. The saloon hosted a wide range of internationally known musicians and stand-up comedians including Robin Williams, PJ Harvey, Whoopi Goldberg, Guns N’ Roses. Gaer transformed the hotel rooms from spaces long occupied by drug dealers into residences for artists and musicians. During Gaer’s ownership the bar became a central gathering place for photographers working at New Lab, a photo

²² Groth, 182, 270.

²³ Groth, 11 156; Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009, 67.

²⁴ DPR 5234A, 1997.

lab located across the street. The management accommodated the daily crowd of photographers by installing lightboxes behind the bar so their patrons edit their work while enjoying a drink.²⁵

During the 1990, SoMa transformed from an industrial and manufacturing section of the city to a high-tech center. In the 1990s, the population grew nearly 80%. By 2000, nearly 13,500 people were living South of Market. Many of the spaces that once held SoMa's manufacturing, commercial distribution, and industrial business have been converted to residential and office use. Old building stock has been demolished to allow for the construction of new buildings to keep up with the demand for housing and the creation of live/work spaces.²⁶

INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance above.

The building has undergone some external modifications since construction, including changes to the storefront window openings and entrances on the ground floor, and the loss of a dome that capped the corner bay, but the alterations do not impact the overall integrity of the building's design, materials, and workmanship. The first floor storefront alterations

As it was historically, 500-504 4th Street is largely surrounded by one to three-story largely industrial buildings. Numerous structures were demolished during for the construction of the Interstate 80 ramp located across from the hotel on Bryant Street. The building remains in its original location and continues to function as a residential hotel with a saloon on the ground floor. Overall, the exterior of the building retains sufficient integrity to convey its original use, design, and period of construction.

BOUNDARIES OF THE LANDMARK SITE

Encompassing all of and limited to Lot 001 in Assessor's Block 3007.

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. Character-defining features include all primary exterior elevations, form, massing, structure, architectural ornament and materials identified as:

- Four-story, rectangular building plan
- Wood tongue and groove siding
- Finishes, including painted siding and millwork
- Existing window and door openings on the street facing (north and east) elevations
- Angled and rounded bays
- Flat roof with projecting bracketed cornice with egg and dart and dentil molding

²⁵ Dineer, 75.

²⁶ Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009,1.

- Pediments above bay windows
- Molding and ornamental millwork surrounding windows and located on bays
- One-over-one double hung wood windows with ogee lugs
- Brackets beneath second floor bays
- Multi-lite transom on north and east elevations (currently obstructed by awnings)

SUPPORTING DOCUMENTATION

Page & Turnbull, South of Market Historic Context Statement, San Francisco, CA, June 30, 2009.

Page & Turnbull, Central SoMa Historic Context Statement and Historic Resource Survey, San Francisco, CA, March 16, 2015.

Groth, Paul. Living Downtown: The History of Residential Hotels in the United States. Berkeley: University of California Press, 1994.

Tobriner, Stephen. Bracing for Disaster: Earthquake-Resistant Architecture and Engineering in San Francisco, 1838-1933. Berkeley: Heyday Books, 2006.

Department of Parks and Recreation Primary Records, 500-504 Fourth Street, July 16, 1997; June 2009.

San Francisco City Directories

U.S. Census

San Francisco Chronicle

The Call

South of Market Area Historic Resource Survey, San Francisco, CA,

PROPERTY INFORMATION

Historic Name: Hotel Aberdeen, Hotel Carnot, Hotel Utah

Address: 500-504 4th Street

Block and Lot: 3777/001

Owner: Hotel Utah Investments LLC

Original Use: Residential Hotel and Commercial

Current Use: Hotel Commercial

Zoning: SLI – SOMA Service – Light Industrial

PHOTOGRAPHS



Hotel Carnot, 1923, Bancroft Library, University of California, Berkeley



Hotel Utah, 2017



Hotel Utah, 2017



Hotel Utah, 2017

ACKNOWLEDGEMENTS

San Francisco City and County

Mark E. Farrell, Mayor

Jane Kim, District 6 Supervisor

Historic Preservation Commissioners

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Project Staff

Frances McMillen, Senior Planner

Additional Support

Desiree Smith, Senior Planner, Shannon Ferguson, Senior Planner

Photography

All contemporary photography by Planning Department staff unless stated otherwise

March 13, 2018

Andrew Wolfram, President
San Francisco Historic Preservation Commission
Attn: Frances McMillen, Senior Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear President Wolfram and Members of the Commission:

On behalf of San Francisco Heritage, I write in enthusiastic support of the nomination of the Hotel Utah for designation as a San Francisco City Landmark. Built in 1908, the hotel is not only a striking example of Edwardian-style architecture, but also possesses intangible significance as home to a succession of saloons occupying the ground-floor commercial space for over a century.

Constructed to house itinerant and seasonal workers employed in nearby factories, the Hotel Utah is a rare survivor of SoMa's early development between the mid-1800s and the post-1906 earthquake and fire reconstruction. As described by J.K. Dineen in Heritage's 2015 book, *High Spirits: The Legacy Bars of San Francisco* (co-published with Heyday), "The Hotel Utah has survived Prohibition, the building of the Bay Bridge, and the slow decline of the smokehouses, breweries, and metal shops that once thrived in the South of Market. It outlasted the bathhouses of the 1970s, the rave scene of the 1990s, [and] the dot-com bust of 2000." It is especially noteworthy that the building escaped demolition during the redevelopment frenzy of the mid-twentieth century that razed nearly all the residential hotels in SoMa.

Significantly, the building's namesake saloon on the ground floor was among the first twenty-five "Legacy Bars and Restaurants" identified by San Francisco Heritage when we launched the program in January 2013. Although not yet listed on the city's official Legacy Business Registry, the saloon's history and legend contributes an important layer of intangible heritage to the building's significance.

As the South of Market neighborhood braces for the next wave of development envisioned by the Central SoMa Plan, the Hotel Utah deserves recognition and protection as a San Francisco City Landmark.

Sincerely,



Mike Buhler
President & CEO