

FILE NO. 90-77-12

ORDINANCE O. 537-77

1 DESIGNATING THE ITALIAN SWISS COLONY BUILDING AS A LANDMARK PURSUANT TO
2 ARTICLE 10 OF THE CITY PLANNING CODE

3 Be it Ordained by the People of the City and County of San Francisco:

4 Section 1. The Board of Supervisors hereby finds that the Italian Swiss
5 Colony Building, 1265 Battery Street, being a portion of Lot 1 in Assessor's
6 Block 81 has a special character and special historical, architectural and
7 aesthetic interest and value, and that its designation as a Landmark will be in
8 furtherance of and in conformance with the purposes of Article 10 of the City
9 Planning Code and the standards set forth therein.

10 (a) Designation. Pursuant to Section 1004 of the City Planning Code,
11 Chapter II, Part II of the San Francisco Municipal Code, the Italian Swiss Colony
12 Building is hereby designated as a Landmark, this designation having been approved
13 by Resolution No. 7583 of the City Planning Commission, which Resolution is on
14 file with the Clerk of the Board of Supervisors under File No. 90-77-12

15 (b) Required Data. This designation is applicable only to that portion of
16 Lot 1 in Assessor's Block 81 which is occupied by the Italian Swiss Colony
17 Building. The descriptions of the characteristics of the landmark which justify
18 its designation; and of the particular features that should be preserved; as
19 included in the said Resolution, are hereby incorporated herein and made a part
20 hereof as though fully set forth.

Passed for Second Reading
Board of Supervisors, San Francisco

NOV 21 1977

Ayes: Supervisors Barbagelata, Feinstein, Fran-
cois, Gonzalez, ~~Kopp~~, Lau, Molinari, Murphy,
Nelder, Pelosi, Tamaras.

Noes: Supervisors

Absent: Supervisor KOPP

J. H. Brennan Clerk

Read Second Time and Finally Passed
Board of Supervisors, San Francisco

NOV 28 1977

Ayes: Supervisors ~~Barbagelata~~, Feinstein, Fran-
cois, Gonzalez, ~~Kopp~~, Lau, Molinari, Murphy,
Nelder, Pelosi, Tamaras.

Noes: Supervisors

Absent: Supervisors BARBAGELATA, FEINSTEIN

KOPP

I hereby certify that the foregoing ordinance was
finally passed by the Board of Supervisors of the
City and County of San Francisco.

J. H. Brennan Clerk

George S. S. [Signature]
Mayor

90-77-12
File No.

DEC 9 1977
Approved

WHEREAS, A proposal to designate the Italian Swiss Colony Building at 1265 Battery Street as a Landmark pursuant to the provisions of Article 10 of the City Planning Code was initiated by the Landmarks Preservation Advisory Board on August 25, 1976 and said Advisory Board, after due consideration, has recommended approval of this proposal; and

WHEREAS, The City Planning Commission after due notice given, held a public hearing on October 14, 1976, to consider the proposed designation and the report of said Advisory Board; and

WHEREAS, The Commission believes that the proposed Landmark has a special character and special historical, architectural and aesthetic interest and value; and that the proposed designation would be in furtherance of and in conformance with the purposes and standards of the said Article 10;

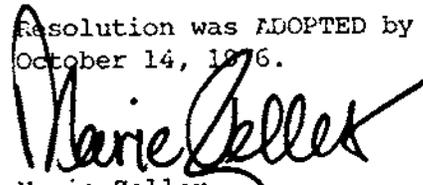
NOW THEREFORE BE IT RESOLVED, First, the proposal to designate the Italian Swiss Colony Building at 1265 Battery Street as a Landmark pursuant to Article 10 of the City Planning Code is hereby APPROVED, the precise location and boundaries of the Landmark site being Lot 1 in Assessor's Block 84 which is occupied by the Italian Swiss Colony Building.

Second, That the special character and special historical, architectural, and aesthetic interest and value of the said Landmark justifying its designation are set forth in the Landmarks Preservation Advisory Board Resolution No. 147 as adopted on September 8, 1976, which Resolution is incorporated herein and made a part hereof as though fully set forth;

Third, That the said Landmark should be preserved generally in all of its particular exterior features as existing on the date hereof and as described and depicted in the photographs, case report and other material on file in the Department of City Planning Docket LM76.6;

AND BE IT FURTHER RESOLVED, That the Commission hereby directs its Secretary to transmit the proposal for designation, with a copy of this Resolution, to the Board of Supervisors for appropriate action.

I hereby certify that the foregoing Resolution was ADOPTED by the City Planning Commission at its regular meeting of October 14, 1976.



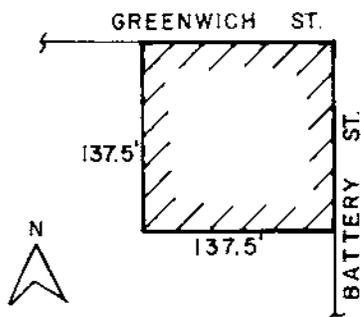
Marie Zeller
Acting Secretary

AYES: Commissioners Bierman, Dearman, Finn, Lau, Starbuck.

NOES: None

ABSENT: Commissioners Mellon, Rosenblatt.

PASSED: October 14, 1976



OWNER: The Travelers Insurance Companies

LOCATION: 1265 Battery Street, Southwest corner of Greenwich Street, Being a portion of Lot 1 in Assessor's Block 81.

STATEMENT OF SIGNIFICANCE: The three-story Italian Swiss Colony Building, built in 1903 from designs by Hemenway and Miller, ranks as one of the finest examples of industrial/warehouse architecture remaining in the Northern Water-front. Once commonplace throughout the area, many of the warehouses have vanished under the wrecker's ball; however, the few that do remain reveal the handsome qualities that typified these buildings and asserted a pride of ownership. As its name implies, this building was constructed for an organization whose founders had Italian origins, and the facades on Battery and Greenwich Street suggest the palazzi of the homeland.

HISTORY: The Italian Swiss Agricultural Association was incorporated on March 10, 1881, as a land-ownership cooperative similar in function to a mutual savings and loan society. The idea for the Association was that of Andrea Sbarboro, born in Acero, Genoa, Italy on November 26, 1839. Sbarboro migrated to San Francisco at the age of 13, and after working 20 years in his brother's grocery, established his own store. The financial collapse of 1873 gave rise to the formation of mutual loan associations; Sbarboro eventually founded five of these groups which financed over 2,500 homes in the Bay Area. He was also one of the founders of the Italian-American Bank which was eventually absorbed into the Bank of America system.

As conceived by Sbarboro, the Association would purchase land and raise grapes for sale. The financing of the association was to be two-fold: investors would be allowed to subscribe for a percentage of shares and the remainder were to be reserved for the vineyard workers who were required to purchase a minimum of five, but not more than fifty each. However, because the prospective workers refused to accept the mandatory purchase of shares, the cooperative plan was abandoned and the association became the Italian Swiss Agricultural Colony, a commercial enterprise. Membership was restricted to those of Italian extraction who had attained American citizenship or filed their intention to do so. It was once open similarly to Swiss because an Italian-Swiss was on the Board of Directors, but none applied.

Forty sites were inspected before the 1500-acre Truett sheep ranch four miles south of Cloverdale was purchased on November 8, 1881, for \$25,000. The site was named Asti after one of the finest wine regions in the Piemonte province of northern Italy. In the early years the Colony faced countless crises and the first grapes did not reach San Francisco until 1887. Unfortunately, that year saw the market glutted and the price of grapes tumble to about one-quarter of the price originally anticipated when the Colony was formed.