

68.13

NOTICE OF FINAL PASSAGE
FILE NO. 541-68 ORD. NO. 14-68
DESIGNATING THE HOTALING STABLES BUILDING AS A LANDMARK
PURSUANT TO ARTICLE 10 OF THE CITY PLANNING CODE.

I hereby certify that the foregoing ordinance was read for the second time and finally passed by the Board of Supervisors of the City and County of San Francisco at its meeting of Dec. 30, 1968.

ROBERT J. DOLAN, Clerk
Approved: Jan. 3, 1969.
PETER TAMARAS, Acting Mayor
Jan. 7, 1969—lt.

FILE NO. 541-68 ORD. NO. —
DESIGNATING THE HOTALING STABLES BUILDING AS A LANDMARK PURSUANT TO ARTICLE 10 OF THE CITY PLANNING CODE.
Be it Ordained by the People of the City and County of San Francisco:

Section 1. The Board of Supervisors hereby finds that THE HOTALING STABLES BUILDING has a special character and special historical, architectural and aesthetic interest and value, and that its designation as a Landmark will be in furtherance of and in conformance with the purpose of Article 10 of the City Planning Code and the standards set forth therein.

(a) Designation. Pursuant to Section 1004 of the City Planning Code, Chapter II, Part II of the San Francisco Municipal Code, the HOTALING STABLES BUILDING is hereby designated as a Landmark, this designation having been duly approved by resolution of the City Planning Commission.

(b) Location and Boundaries. Pursuant to Section 1004 of the City Planning Code, Chapter II, Part II of the San Francisco Municipal Code, a landmark site is hereby designated for the said Landmark, located and bounded as follows:

Beginning at a point on the easterly line of Hotaling Place 90 feet south of the southerly line of Jackson Street; running thence easterly 50 feet; thence at a right angle southerly 27 feet 6 inches; thence at a right angle easterly 77 feet; thence at a right angle southerly 20 feet; thence at a right angle westerly 127 feet to the said line of Hotaling Place; thence at a right angle northerly along said line of Hotaling Place 47 feet 6 inches to the point of beginning; being Lot 18 in Assessor's Block 196.

(c) Justification. The special character and special historical, architectural and aesthetic interest and value of the said Landmark justifying its designation are as follows: Originally two separate buildings; long merged in one. Northern part originally the stables for the firm of Anson Parsons Hotaling; southern part originally warehouse for the firm of H. and W. Pierce, pioneer brokers, with offices on Montgomery Street—across Jones Alley, now Hotaling Place. A tunnel connected the two buildings, underneath the alley. Restored in 1952 through the efforts of John McGuire, whose wholesale furnishings showrooms now occupy the building.

(d) Features. 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 in Docket No. LM68.13; the summary description being as follows:

Three story, brick, with facade covered by white stucco. Facade heavily ornamented by eyebrow mouldings, accenting the windows over which they appear. Heavy projecting cornice at roofline is dentilated and supported by brackets or consoles at ends. Windows are tall and narrow; single, save for those at center of old stable portion which are double. Ground story has cast iron front; pilasters separating deep bays for windows and doors. Iron shutters, once protecting the mulioned windows, are now removed or inoperative.

I hereby certify that the foregoing ordinance was passed for second reading by the Board of Supervisors of the City and County of San Francisco at its meeting of Dec. 23, 1968.

ROBERT J. DOLAN, Clerk
Dec. 28, 1968—lt.

CITY PLANNING COMMISSION

RESOLUTION NO. 6279

WHEREAS, A proposal to designate the Hotaling Stables Building at 32-42 Hotaling Place as a Landmark pursuant to the provisions of Article 10 of the City Planning Code was initiated by the Landmarks Preservation Advisory Board on September 11, 1968, and said Advisory Board, after due consideration, has recommended approval of this proposal;

WHEREAS, The City Planning Commission, after due notice given, held a public hearing on October 3, 1968 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, That the proposal to designate the Hotaling Stables Building at 32-42 Hotaling Place as a Landmark pursuant to Article 10 of the City Planning Code is hereby APPROVED, the location and boundaries of the Landmark site being as follows:

Beginning at a point on the easterly line of Hotaling Place 90 feet south of the southerly line of Jackson Street: running thence easterly 50 feet; thence at a right angle southerly 27 feet 6 inches; thence at a right angle easterly 77 feet; thence at a right angle southerly 20 feet; thence at a right angle westerly 127 feet to the said line of Hotaling Place; thence at a right angle northerly along said line of Hotaling Place 47 feet 6 inches to the point of beginning; being Lot 18 in Assessor's Block 196.

Second, That the special character and special historical, architectural and aesthetic interest and value of the said Landmark justifying its designation are as follows:

Originally two separate buildings; long merged in one. Northern part originally the stables for the firm of Anson Parsons Hotaling: southern part originally warehouse for the firm of H. and W. Pierce, pioneer brokers, with offices on Montgomery Street--across Jones Alley, now Hotaling Place. A tunnel connected the two buildings, underneath the alley. Restored in 1952 through the efforts of John McGuire, whose wholesale furnishings showrooms now occupy the building.

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 in Docket No. L1968.13; the summary description being as follows:

Three story, brick, with facade covered by white stucco. Facade heavily ornamented by eyebrow mouldings, accenting the windows over which they appear. Heavy projecting cornice at roofline is dentillated and

supported by brackets or consoles at ends. Windows are tall and narrow: single, save for those at center of old stable portion which are double. Ground story has cast-iron front: pilasters separating deep bays for windows and doors. Iron shutters, once protecting the mullioned windows, are now removed or inoperative.

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 3, 1968.

Lynn E. Pio
Secretary

AYES: Commissioners Brinton, Elliott, Fleishhacker, Kearney, Newman, Porter, Wight

NOES: None

ABSENT: None

PASSED: October 3, 1968

Final Case Report for Hearing of
September 25, 1968

OWNER

John McGuire

LOCATION AND SITE

32-42 Hotaling Place, formerly Jones Alley and Jessup Place. East line of Hotaling Place, 90 feet south of Jackson Street; running thence easterly 50 feet; thence at a right angle southerly 27 feet 6 inches, thence at a right angle easterly 77 feet; thence at a right angle southerly 20 feet; thence at a right angle westerly 127 feet, to the said line of Hotaling Place; thence along said line northerly 47 feet 6 inches to the point of beginning, being Lot 18 in Assessor's Block 166.

NATURE AND HISTORY

Originally constructed as two buildings, probably in the 1830s. The northerly portion, once a separate building, 27 1/2 feet wide, and 50 feet deep, was built as a stable, for the horses and carts of H. and W. Pierce and Company, a firm of brokers. This firm was first located (from 1852) at the corner of Jackson Street and Jones Alley (now Hotaling Place) and moved in 1865 to the building at 728 Montgomery Street, formerly owned and occupied by Joseph Genella for his crockery business. This is the same year that Hotaling built his new building at Jackson and Jones Alley (now Hotaling Place). A tunnel was dug under that street (Hotaling Place) to connect the office and headquarters of the Pierce Firm, on Montgomery, with the stables in the alley to the rear. The evidence of use as a stable, and of the tunnel, remained as late as the 1950s, when modernization took place in the buildings. Hoisting beam, hitching rings and niches for a ramp to the second floor remained visible in the building until quite recently.

The southerly portion, once a separate building, is 20 feet wide and 127 feet deep. It was built as a warehouse, and once stood on a separate lot, long since merged (prior to 1894) with the stables lot. Although not certain, it is believed also to have been built for the Pierce firm. Mr. McGuire, the present owner, believes that the Pierce firm was able to transfer goods from the warehouse to the store and office building on Montgomery through the tunnel.

The connection of the stables and the warehouse with the Hotaling firm is not clear. It is believed that at some time during the last century the Hotaling firm used both the stables and the warehouse for its own business. The two buildings, merged into one lot and with a common facade, remained in the ownership of the Pierce family until 1928 when William Pierce Johnson sold them; the Zellerbachs, whose firm (the Crown-Williamette Paper Company) acquired them three months later, used them as a paper warehouse until 1941, when the lot and structures were sold to the Security Lithograph Company; this firm used the building as a printing shop until 1952, when John

NATURE AND
HISTORY (cont.)

C. McGuire and his wife bought the building . Since then, it has served as showrooms and offices for his wholesale furnishings firm.

Hotaling Place had other subterranean construction. The Buena Vista Winery, with offices on Jackson St., manufactured champagne in the vicinity, since 1865, and had vaults under the street connected with their Bottling plant in the 530 Washington Street Building. This firm was founded by Isadore Landsberger and Arpad Haraszthy (son of the Hungarian Count who introduced modern viticulture to California), and included Donahoe, Ralston and Barrett as members and directors. After 1880, headquarters were transferred to the ROR (Ritter) Building, 536 Washington Street.

ARCHITECTURE

Three story, brick. Facade covered with white stucco. Eyebrow mouldings at second and third story outline the windows, and offer heavy accentuation to the facade. Vertical projecting exterior element divides the two buildings; and is covered by a fire escape added recently (last fifteen years): Heavy projecting cornice at roof dentillated and supported by brackets or consoles at ends. Windows are high, narrow and single: save for those at the center of old stable building, which are double at upper floors; ground story is faced with usual cast-iron front, pilasters and deeply recessed doorways and windows. Usual folding Iron shutters concealed within window reveals.

ZONING AND SURROUNDING
LAND USE

Zoning is now C-2, part of the Washington-Broadway Special Use District. Nearby land uses, to the north are interior decorators and wholesale furnishings. To the east, restaurant and offices; and a fabrics firm. To the west, offices and restaurants. To the south, offices and decorators.