

*file copy 68.14*

**NOTICE OF FINAL PASSAGE**  
**FILE NO. 542-68 ORD. NO. 15-68**  
**DESIGNATING THE HOTALING**  
**BUILDING AS A LANDMARK PUR-**  
**SUANT 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—1t

**FILE NO. 542-68 ORD. NO. —**  
**DESIGNATING THE HOTALING**  
**BUILDING AS A LANDMARK PUR-**  
**SUANT 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 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 purposes 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 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 the point of intersection of the southerly line of Jackson Street with the easterly line of Hotaling Place, formerly Jessup Place, formerly Jones Alley; running thence easterly fifty feet along said line of Jackson Street; thence at a right angle southerly 90 feet; thence at a right angle westerly 50 feet to the said line of Hotaling Place; thence along said line of Hotaling Place; 90 feet to the point of beginning; being Lot 19 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:

Built in 1866 for pioneer liquor merchant Anson Parsons Hotaling, and for 60 years the headquarters of the commercial holdings founded by him; famous in song and verse for surviving the 1906 Fire and Earthquake without damage; excellent example of the Italianate architectural style popular in the 1860's; outstandingly restored during the 1950's during the establishment of the "Jackson Square Idea."

(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. LM68.14; the summary description being as follows:

Three story, brick ornately decorated in the Italianate manner; lower story marked by deep bays, cast-iron front with pilasters; deep window reveals concealing iron shutters; upper story windows are tall and narrow with classical pediments, alternately triangular and curvilinear; corners are sharply outlined by white stone quoins; slight cornice at first floor ceiling level; massive cornice at roof line, bracketed and dentillated.

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—1t

CITY PLANNING COMMISSION

RESOLUTION NO. 6278

WHEREAS, A proposal to designate the Hotaling Building at 451 Jackson 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 July 24, 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 Building at 451 Jackson Street 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 the point of intersection of the southerly line of Jackson Street with the easterly line of Hotaling Place, formerly Jessup Place, formerly Jones Alley; running thence easterly fifty feet along said line of Jackson Street; thence at a right angle southerly 90 feet; thence at a right angle westerly 50 feet to the said line of Hotaling Place; thence along said line of Hotaling Place; 90 feet to the point of beginning; being Lot 19 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:

Built in 1866 for pioneer liquor merchant Anson Parsons Hotaling, and for 60 years the headquarters of the commercial holdings founded by him; famous in song and verse for surviving the 1906 Fire and Earthquake without damage; excellent example of the Italianate architectural style popular in the 1860's; outstandingly restored during the 1950's during the establishment of the "Jackson Square Idea".

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. L168.14; the summary description being as follows:

Three story, brick ornately decorated in the Italianate manner; lower story marked by deep bays, cast-iron front with pilasters; deep window reveals concealing iron shutters; upper story windows are tall and narrow with classical pediments, alternately triangular and curvilinear; corners are sharply outlined by white stone quoins; slight cornice at first floor ceiling level; massive cornice at roof line, bracketed and dentillated.

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

LANDMARKS PRESERVATION BOARD  
Revised Case Report for Hearing on  
September 11, 1968

HOTALING BUILDING  
LM68.14

LOCATION AND BOUNDARY  
OF SITE

451-453 Jackson Street.  
Southeast corner of Jackson Street and Hotaling Place.  
Lot 19 of Assessor's Block 196. Lot is 50 feet wide  
and 52 feet deep.

HISTORY

Sometimes said to have been built in 1861, this building probably was built in 1866, at which time A. P. Hotaling, pioneer merchant and liquor dealer on the Pacific Coast, had his office and warehouse here. Well-known survivor of the Fire and Earthquake of 1906, the building was the subject of a popular jingle of the day. This building was the headquarters, office and warehouse of the very extensive liquor, real estate and trading business of Hotaling and his sons. For over fifty years it was a bonded liquor warehouse and was used by the company until 1943, in conjunction with buildings across the alley (Hotaling Place) and to the rear and alongside. After 1943 it was used for printing and lithography, also in conjunction with adjacent buildings. The building, besides serving as headquarters of the Hotaling firm, whose business reached from Alaska and Kamchatka to the South Seas, also housed most of his extensive and noted collection of books and paintings, for Hotaling was a well-known connoisseur of the arts in his time (1860's to 1890's).

After physical decline in the 1920's and 1930's, the building was rescued from decay by Dorothy and Harry Lawenda, who purchased it in 1951, coincident with the revival of Jackson Street, and the beginning of the "Jackson Square Idea"--a center for interior decorators, designers, architects, and others in related fields. In 1968, the building was sold to Determined Products, Inc., (Constance and John Boucher), a firm of toymakers.

ARCHITECTURE AND  
STRUCTURE

Three story, brick, with cast-iron front and iron shutters. Perhaps the best-preserved and best-known of the buildings in the area and representative of the Sixties. Italianate commercial building, markedly handsome in design: restored, painted grey, with detail in white. Prominently-projecting cornices at first and third stories. Striking classical pediments, alternately triangular and curvilinear, surmount the second and third story windows. White stone quoins outline the corners of the building, and also the projecting bay on Hotaling Place. Upper cornice is dentillated, beaded and has modillions on the frieze. Lower cornice is simple and supported by very small brackets. Cast-iron classical pilasters at ground story are ornate, with Corinthian capitals. Deeply-bayed street front windows conceal the folding iron shutters within the window reveals. The ornamental facade extends only a few feet into the alley; except for two (similar to Jackson Street facade), the windows on the alley are simply-outlined in brick. Those closest to Jackson Street on upper floors are ornate. The brick for the building is said to have come around the Horn. Six bays and seven cast-iron square columns (cast in San Francisco) form the lower story front on Jackson. Windows are of the original glass, it is stated, set in wooden mullions, and frames. Upper windows are framed in rope motifs, and are also shuttered. Interior reminders of past days include gas-lights, hydraulic elevator, tunnel to adjacent building and floor indentations on which the whisky barrels rested.

ZONING AND LAND USE

Now zoned C-2, part of the Washington-Broadway Special Use District. Uses include furniture showrooms, decorators, architects, etc.