FILE NO. 90-81-24 ORDINANCE NO. 536-81

DESIGNATING THE HOME TELEPHONE COMPANY 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 Home Telephone Company located at 333 Grant Avenue, being Lot 4 in Assessor's Block 286, 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 Home Telephone Company is hereby designated as a Landmark, this designation having been duly approved by Resolution No. 9111 of the City Planning Commission, which Resolution is on file with the Clerk of the Board of Supervisors under File No. 90-81-24

(b) Required Data. The description of the location and boundaries of the Landmark site; of the characteristics of the Landmark which justify its designation; and of the particular features that should be preserved; as included in the said Resolution, are hereby incorporated herein and made a part hereof as though fully set forth.

APPROVED AS TO FORM:

George Agnost
CITY ATTORNEY

By Julian E. Gallagher
Deputy City Attorney

RECOMMENDED:

CITY PLANNING COMMISSION

By Dean L. Macris
Dean L. Macris
Director of Planning

Passed for Second Reading
Board of Supervisors, San Francisco

OCT 26 1981

Ayes: Supervisors ~~Britt~~ Dolson, Hongisto, Kennedy, Kopp, Molinari, Nelder, Renne, Silver, Walker, Ward.

~~Noes: Supervisors~~

Absent: Supervisors BRITT

Clerk

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

NOV 2 1981

Ayes: Supervisors Britt, Dolson, Hongisto, Kennedy, Kopp, Molinari, Nelder, Renne, Silver, Walker, Ward.

Noes: Supervisors

Absent: Supervisors

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

Clerk

90-81-24
File No.

NOV 6 1981
Approved

Mayor

DOCKET COPY
DO NOT REMOVE

SAN FRANCISCO

CITY PLANNING COMMISSION

RESOLUTION NO. 9111

WHEREAS, A proposal to designate the Home Telephone Company at 333 Grant Avenue as a Landmark pursuant to the provisions of Article 10 of the City Planning Code was initiated by the Landmarks Preservation Advisory Board on April 15, 1981, 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 August 20, 1981, 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:

THEREFORE BE IT RESOLVED, First, the proposal to designate the aforementioned structure, the Home Telephone Company, 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 those of Lot 2 in Assessor's Block 286 ;

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. 226 as adopted on April 15, 1981, which Resolution is incorporated herein and made a part thereof 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 No. LM81.17;

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 August 27, 1981.

Lee Woods, Jr.
Secretary

AYES: Commissioners Bierman, Karasick, Klein, Matsumura, Nakashima, Rosenblatt, Salazar

NOES: None.

ABSENT: None.

PASSED: August 27, 1981

CASE REPORT APPROVED 4/15/81 LANDMARKS PRESERVATION ADVISORY BOARD

BUILDING NAME: Home Telephone Company OWNER: PT & T
Pacific Telephone & Telegraph Co. Building
BUILDING ADDRESS: BLOCK & LOT: ZONING: C-3-G
333 Grant Avenue 286/2
ORIGINAL USE: NO. OF STORIES: LPAB VOTE: 6-0
telephone exchange and office building 6
CURRENT USE: " EXTERIOR MATERIALS: Colusa sandstone & brick

STATEMENT OF SIGNIFICANCE:
(Describe special CHARACTER, or special HISTORICAL, ARCHITECTURAL or AESTHETIC interest or value:) This historic building epitomizes a manipulation of classical vocabulary which is uniquely San Franciscan. The intricate complexities resulting from the exaggerated, overscaled use of the classical orders juxtaposed against traditionally scaled elements results in an extraordinary and highly successful design. The tripartite composition reflects the various functions of this utility headquarters: the ground floor contained a public lobby (likened to a banking hall) with phone booths for the convenience of subscribers, floors 2 and 3 were occupied by administrative offices, and citywide phone service was provided by the operating exchange on floors 4-7.

Just as the architectural ornamentation is used in an eccentric manner, the history of the building is somewhat risque. Home Telephone Company (which built 333 Grant as its central office) figured prominently in the Abe "Boss" Ruef scandal. (over)

(may be continued on back)

EVALUATION CRITERIA

A. ARCHITECTURE
1. Style: Mannerist
2. Construction Type: Steel frame, brick curtain wall, Colusa sandstone facade.
3. Construction Date: 1908
4. Design Quality: (LPAB ONLY)
5. Architect: Coxhead and Coxhead
6. Interior Quality: (LPAB ONLY)

B. HISTORY
(as building is significantly associated with specific)
7. Persons: Ernest and Almeric Coxhead, prominent architects in Northern Calif. whose works include Episcopal churches and mansions throughout the region. Abraham Ruef, infamous "Boss" of San Francisco.
8. Events:
Home Telephone Company had a major involvement in the Abe Ruef bribery scandal which threatened municipal authority in early 20th century San Francisco and influenced major Charter revisions.
9. Patterns of History:
(cultural, social, political, military, economic or industrial)
The Home Telephone chain of companies "owned the patent rights to the dial telephone, which operated an automatic exchange & dispensed with the central office operator".1 The installation at 333 Grant was pivotal in their (over)

C. ENVIRONMENT
(relation to surroundings, specifically in terms of:)
10. Continuity:
Greatly supports the character of Grant Avenue between Market and Bush Streets.
11. Setting:
Complemented (but not matched) by the Baldwin Hotel across Harlan Alley; a much (over)
12. Importance as a Visual Landmark:
Tremendous: this building dominates its block!

D. INTEGRITY
(cite alterations and physical condition)
No apparent external alterations except signage; (lobby partly remodeled) well maintained.



RATINGS
DCP: 5
HERE TODAY: -
SPLENDID SURV.: A
NAT'L REGISTER:
NAT'L LANDMARK:
STATE LANDMARK:

BIBLIOGRAPHY: 1 Boss Ruef's San Francisco, Walton Bean, (list sources on back) page 98.
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PHONE: 558-3055
DATE: 3/24/81

Staff revisions 4/7/81

Statement of Significance, continued

which rocked City Hall in 1908. This building is also remarkable as a pioneer installation of the telephone exchange system.

9. Patterns of History, continued

effort to supplant Pacific States Telephone and Telegraph Company locally and the nationwide Bell System.

11. Setting, continued

more modest classical building is immediately to the north.

BIBLIOGRAPHY

Bean, Walton, Boss Ruef's San Francisco, copyright 1952, University of California Press, pp. 98-107, 128-130, 193, 197, 199, 211, 239.

Splendid Survivors, p. 136

The Architectural Record, Volume 26, September 1909, p. 238.
The Architectural Record, January 1912, p. 17 (illustration).
The Architect and Engineer of California Pacific Coast States, Vol XVIII, Number 1, "The Telephone Exchange" by Almeric Coxhead, pp. August 1909.