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NOTICE OF FINAL PASSAGE
FILE NO. 354-68 ORD. NO. 17-89
DESIGNATING THE GHIRARDELLI
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—11

FILE NO. 354-88 ORD. NO. —
DESIGNATING THE GHIRARDELLI
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 Ghirardelli 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 Ghirardelli 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 southerly line of Jackson Street 92 feet 6 inches distant westerly from the westerly line of Sansome Street; running thence at a right angle to said line of Jackson Street 80 feet southerly; thence at a right angle westerly 45 feet; thence at a right angle northerly 80 feet to the said line of Jackson Street; thence at a right angle easterly 45 feet along said line of Jackson Street to the point of beginning; being a portion of lot 22, 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 circa 1853, this building became the factory of the Ghirardelli Chocolate Company 1855; used for this purpose until the 1890's (1894) when the manufactory was moved to North Point Street. Excellent example of the Italianate style of architecture used in the business buildings of the 1860's.

(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. LM68.17; the summary description being as follows:

Two-story brick. Cast-iron front and pilasters, Italianate architecture. Deeply recessed bays and doorways at ground story. Slight simple cornice at first story ceiling level, supported by four brackets. There are six windows on upper story. The middle four are surmounted by classical triangular pediments, framed by small pilasters, supporting brackets. End windows are without pediments, but have pilasters, eyebrow mouldings and prominent keystones. There are square modillions above end windows.

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—11

CITY PLANNING COMMISSION

RESOLUTION NO. 6282

WHEREAS, A proposal to designate the Ghirardelli Building at 415-431 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 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 24, 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 Ghirardelli Building at 415 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 a point on the southerly line of Jackson Street 92 feet 6 inches distant westerly from the westerly line of Sansome Street; running thence at a right angle to said line of Jackson Street 80 feet southerly; thence at a right angle westerly 45 feet; thence at a right angle northerly 80 feet to the said line of Jackson Street; thence at a right angle easterly 45 feet along said line of Jackson Street to the point of beginning; being a portion of lot 22, 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 circa 1853, this building became the factory of the Ghirardelli Chocolate Company 1855; used for this purpose until the 1890's (1894) when the manufactory was moved to North Point Street. Excellent example of the Italianate style of architecture used in the business buildings of the 1860's.

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. L'68.17; the summary description being as follows:

Two-story brick. Cast-iron front and pilasters. Italianate architecture. Deeply recessed bays and doorways at ground story. Slight simple cornice at first story ceiling level, supported by four brackets. There are six windows on upper story. The middle four are surmounted by classical triangular pediments, framed by small pilasters, supporting brackets. End windows are without pediments, but have pilasters, eyebrow mouldings and prominent keystones. There are square modillions above end windows.

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 24, 1968.

Lynn E. Pio
Secretary

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

NOES: None

ABSENT: Commissioners Carr and Kearney

PASSED: October 24, 1968

LANDMARKS PRESERVATION ADVISORY BOARD

LM68.17
OLD GHIRARDELLI BLDG.

OWNER: Jackson Square Land Company

LOCATION: 415-417-419 Jackson Street

HISTORY: Said to have been built in 1853, and some sources state that offices for the Domingo Ghirardelli and Company moved here in that year. Other sources show that the factory, retail shop and dwelling for Ghirardelli moved here in 1853, (from Jackson and Mason, Powell and Greenwich) and (at times, for some members of family) their dwelling here. Building was not owned (at least at that time) by Ghirardelli. Owner's agent (in 1861 at least) was William T. Coleman and Company. In the late 1860's (1869 for instance) building was also occupied by a Buena Vista Vinicultural Society, winemakers and dealers, whose officers included Joseph Donohoe, John Parrott, William C. Ralston and others. Also housed here was an Italian weekly paper, the Eco della Patria. As time passed, Ghirardelli expanded and other tenants and uses left. The Ghirardelli factory moved to the old Pioneer Woolen Mills building around 1900 (date varies according to sources). The offices and retail shop remained until 1904 (Teiser). After this, the building became a woodworking mill and finishing shop. By the 1920's the building became a cigar factory; by the 1940's, the building housed a printing shop. In the early 1950's, it was converted to furniture display rooms.

There is another building to the rear of this one, built later. The front building (the only historical one) is small - only 45 by 80 feet in size. No special historical character is known to be attached to the rear building.

ARCHITECTURE:

Two story, brick. Cast iron pilasters on the ground story facade. There is a simple cornice at the first floor ceiling level, supported by scrolled consoles or brackets. The ground story is divided into six bays and the second story reflects this division with its six arched windows. The pilasters dividing the lower story bays are elaborate with Corinthian capitals, and cartouches. The windows of the upper story are tall and narrow and the middle four are surmounted by closed triangular pediments and flanked by pilasters; while the two extreme windows are flanked by simulated rusticated pilasters, and surmounted by simulated keystones, without pediments, but with medallions above. At the roof line there is a small moulding, all that is left of the once prominent dentillated cornice, seen on pictures of the original building (circa 1860); and above this is a parapet wall.