

(Landmarks)

DESIGNATING THE FLATIRON 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 Flatiron Building located at 540-548 Market Street, Lot 1 in Assessor's Block 231, has a special character and special historical, architectural and aesthetic interest and value, and that its designation as a landmark will further the purposes of, and conform to the standards set forth in Article 10 of the City Planning Code.

(a) Designation. Pursuant to Section 1004 of the City Planning Code, Chapter 11, Part II of the San Francisco Municipal Code, the Flatiron Building is hereby designated as a landmark, this designation having been duly approved by Resolution No. 9351 of the City Planning Commission, which Resolution is on file with the Clerk of the Board of Supervisors under File No. 90-82-11.

(b) Recorded 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 incorporated in this designating ordinance as though fully set forth.

APPROVED AS TO FORM:

Joseph A. Aronson
CITY ATTORNEY

RECOMMENDED:

CITY PLANNING COMMISSION

By Dean L. Morris
Dean L. Morris
Director of Planning

BOARD OF SUPERVISORS

Passed for Second Reading

Board of Supervisors, San Francisco

MAY 24 1982

Ayes: Supervisors Britt, ~~Dolson, Hongisto,~~
Kennedy, Kopp, Mounari, Nelder, Renna, ~~Walker,~~
Walker, Ward.

Noes: Supervisors DOLSON

Absent: Supervisors HONGISTO SILVER

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

JUN 1 1982

Ayes: Supervisors Britt, Dolson, Hongisto,
~~Kennedy, Kopp, Mounari, Nelder, Renna, Silver,~~
Walker, Ward.

Noes: Supervisors

Absent: Supervisors KENNEDY KOPP
RENN

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

John Taylor

ACTING Clerk

90-82-11
File No.

JUN 10 1982
Approved

Dean L. Morris MAYOR
Mayor

SAN FRANCISCO

CITY PLANNING COMMISSION

RESOLUTION NO. 9351

WHEREAS, A proposal to designate the Flatiron Building at 540 - 548 Market 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 December 16, 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 February 25, 1982 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 Flatiron Building at 540 - 548 Market 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 those of Lot 1 in Assessor's Block 291;

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 #234 as adopted on December 16, 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. 81.690L;

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.

CITY PLANNING COMMISSION

RESOLUTION NO. 9351
Page Two

I hereby certify that the foregoing Resolution was ADOPTED by the City Planning Commission at its regular meeting of March 25, 1982.

Lee Woods, Jr.
Secretary

AYES: Commissioners Bierman, Karasick, Kelleher, Klein, Nakashima,
Rosenblatt, Salazar.

NOES: None.

ABSENT: None.

PASSED: March 25, 1982.

BUILDING NAME: Flatiron Building OWNER: G. William Tischer

BUILDING ADDRESS: 540-548 Market Street BLOCK & LOT: 291/1 ZONING: C-3-0

ORIGINAL USE: Office building
with retail

NO. OF STORIES: 10

LPAB VOTE: 5-0

(2 abstentions 2 absent)

CURRENT USE: Office building
with retailEXTERIOR MATERIALS: Concrete with terra
cotta trimSTATEMENT OF SIGNIFICANCE:

(Describe special CHARACTER, or special HISTORICAL, ARCHITECTURAL or AESTHETIC interest or value.) The Flatiron Building is one of the few, and most distinctive flatirons extant on Market Street. Due to the prevalence of gore blocks north of Market, flatirons were common both before and after the 1906 fire, but the destruction of such outstanding structures as the 1892 Crocker Building at Post and Market for high-rises and plazas has made the form rare.

The Flatiron Building (backed by the Hobart Building) is made all the more prominent by adjacent Zellerbach Plaza while its northern frontage defines the ends of both Sutter and Sansome Streets. It contributes strongly to a richly textured and detailed historic enclave around the northern and western sides of Zellerbach Plaza.

(may be continued on back)

EVALUATION CRITERIAA. ARCHITECTURE

1. Style: Commercial Gothic
2. Construction Type: Steel frame with reinforced concrete walls and floors
3. Construction Date: 1913
4. Design Quality: (LPAB ONLY)
5. Architect: Havens & Toepke (Charles Havens, City Architect)
6. Interior Quality: (LPAB ONLY)

B. HISTORY

(as building is significantly associated with specific)

7. Persons: The Flatiron Building was built for Isaac Liebes (President of H. Liebes & Co.) and Albert Meyer, both prominent members of the S.F. Jewish community. Architect Charles I. Havens was a prominent Victorian-era house-builder and the firm of Havens & Toepke was also responsible for the Maskey Building at 48-52 Kearny Street.

8. Events:

9. Patterns of History:

(cultural, social, political, military, economic or industrial)

C. ENVIRONMENT

(relation to surroundings, specifically in terms of:)

10. Continuity: One of a group of distinguished older buildings enclosing Zellerbach Plaza to the north and west

11. Setting: A major building in one of the few largely-intact blocks to the north of lower Market. Faces a row of high-rises across Market Street and, with the construction of the Citicorp Tower, the Flatiron will be surrounded (except on west) by high-rises.

12. Importance as a Visual Landmark: Highly unusual form and color in a very prominent Market Street location.

D. INTEGRITY(cite alterations and physical
or largely remodeled.RATINGS

DCP: 3/4

HERE TODAY: Not mentioned

SPLENDID SURV.: A

NAT'L REGISTER: No

NAT'L LANDMARK: No

STATE LANDMARK: No

BIBLIOGRAPHY:

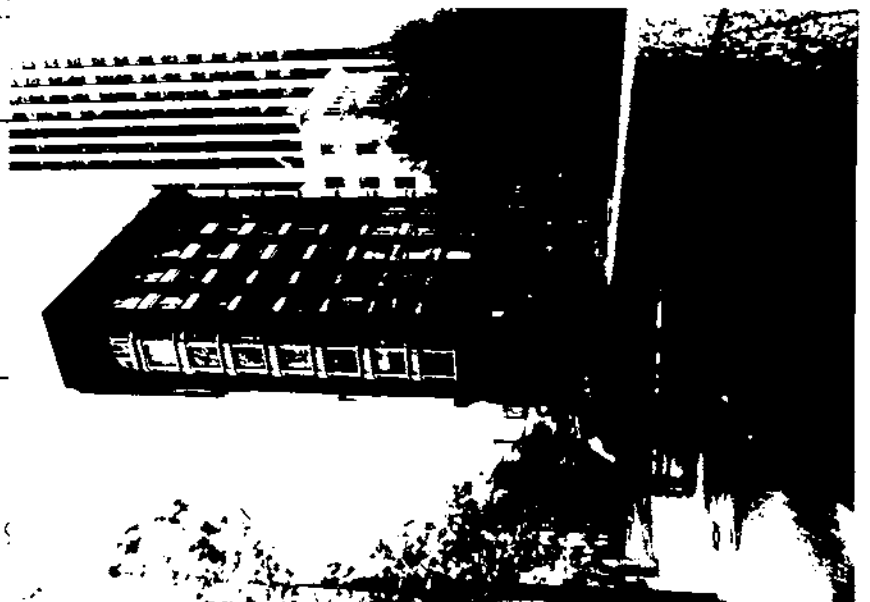
(list sources on back)

PREPARED BY: Gray Brechin

ADDRESS: 630 Lake Street
San Francisco, CA

PHONE: 752-4881

DATE: October 20, 1981



STATEMENT OF SIGNIFICANCE (continued)

The skeletal structure of the building is well-adapted to an unusual (for San Francisco) Gothic treatment which tripartite bays are separated by thin piers of reinforced concrete scored to imitate masonry. A highly distinctive cantilevered cornice of Gothic pendants appears to be a prototype for Willis Polk's 1917 Hallidie Building one block west. Described in 1913 as "pure English Gothic," the medieval ornament also is used for interior railings, grilles, and elevator doors.

BIBLIOGRAPHY

SPLENDID SURVIVORS files at Foundation for San Francisco's Architectural Heritage
SAN FRANCISCO CHRONICLE article of February 1, 1913