

FILE NO. 543-88 ORD. NO. 52-69
 DESIGNATING THE HOTELING ANNEX-WEST 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 HOTELING ANNEX-WEST 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 HOTELING ANNEX-WEST 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 said Landmark, located and bounded as follows:

Beginning at the point of intersection of the southerly line of Jackson Street with the westerly line of Hotaling Place; running thence southerly along said line of Hotaling Place 50 feet; thence at a right angle westerly 52 feet; thence at a right angle northerly 50 ft; to the said line of Jackson Street; thence along said line of Jackson Street 52 feet easterly to the point of beginning; being Lot 17 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: Erected circa 1860 in the then prevailing Italianate style of architecture; purchased by A. P. Hotaling as an annex to his liquor wholesaling business across the alley; held and operated by the family as part of the business until around 1930; used as headquarters for the Federal Art and Writers projects during the Great Depression; home and studio to famed San Francisco artists in the 1940's and after; one of the first buildings restored as part 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. LM68.12; the summary description being as follows.

Three story; brick, Italianate architecture. Ground story has cast-iron front, with classical pilasters and six bays on Jackson Street. Simple architrave and frieze, without ornament. Extensive cornice at second story floor line, supported by brackets at extremes. Upper stories have tall narrow windows; those at second story have curvilinear pediments; third story has triangular pediments; pediments supported by brackets above pilasters; roof cornice also supported by brackets double at ends and corners.

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 Jan. 27, 1969.

ROBERT J. DOLAN, Clerk
 Feb. 1, 1969--11

CITY PLANNING COMMISSION

RESOLUTION NO. 6277

WHEREAS, A proposal to designate the Hotaling Annex-West at 463-473 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 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 Annex-West at 463-473 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 westerly line of Hotaling Place: running thence southerly along said line of Hotaling Place 50 feet; thence at a right angle westerly 52 feet; thence at a right angle northerly 50 feet; to the said line of Jackson Street; thence along said line of Jackson Street 52 feet easterly to the point of beginning; being Lot 17 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:

Erected circa 1860 in the then prevailing Italianate style of architecture; purchased by A. P. Hotaling as an annex to his liquor wholesaling business across the alley; held and operated by the family as part of the business until around 1930; used as headquarters for the Federal Art and Writers projects during the Great Depression; home and studio to famed San Francisco artists in the 1940's and after; one of the first buildings restored as part 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. LM68.12; the summary description being as follows:

Three story; brick. Italianate architecture. Ground story has cast-iron front, with classical pilasters and six bays on Jackson Street. Simple architrave and frieze, without ornament. Extensive cornice at second story floor line, supported by brackets at extremes. Upper stories have tall narrow windows; those at second story have curvilinear pediments; third story has triangular pediments; pediments supported by brackets above pilasters;

roof cornice also supported by brackets double at
ends and corners.

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 Elliott, Fleishhacker, Kearney, Porter, Wight

NOES: Commissioners Brinton, Newman

ABSENT: None

PASSED: October 3, 1968

LANDMARKS PRESERVATION ADVISORY BOARD

LM68.12

HOTALING WAREHOUSE WEST

OWNERS	Pierino Gavello and wife; Claude and Clotilde Perasso
LOCATION AND BOUNDARIES	463-473 Jackson Street (formerly 433-437 Jackson Street) South line of Jackson Street, south west corner of Hotaling Place. Lot is 52 feet on Jackson Street, 50 feet on Hotaling Place (formerly Jones Alley and Jessup Place). Lot 17 in Assessor's Block 196.
NATURE AND HISTORY	Built in the Italianate style of the 1860's and contemporary with other buildings in this block of Jackson Street, it most closely resembles the Hotaling Office and Warehouse across the alley. Early owners and tenants are unknown. However, Dominick Small, a carpenter and builder, had his shop in the building in the late 1870's (city directory). Bought before 1890 by Anson Parsons Hotaling and used in conjunction with his liquor business in other buildings in the vicinity. Held by his estate and his son Frederick until 1944. Sold in that year to the Perassos and Gavellos. Long used by the Hotalings. It was taken over by the W.P.A. in the mid-thirties for the Federal Writers and Federal Artists projects. In 1941 that use ended, and in 1942 Walter McElroy, an editor in the writers project, took over the lease. In 1945, the lease was taken by Emmy Lou Packard, well-known artist and draftsman. During the World War II period the sub-tenants included artists and writers who lived here and worked in the shipyards. Famed artists who have had their studios here include Giacomo Patri, Avrum Rubinstein, Byron Randall, Miss Packard (now Mrs. Randall), Martin Snipper, and others. Writers, artists, musicians continued to live and work here until the 1950's; at that time the building was converted into sales and showrooms for interior decorators, and wallpaper firms, as well as architects offices (Whisler and others).
ARCHITECTURAL DESCRIPTION	Three story brick. Walls are a foot thick. First story Jackson Street frontage has six deep bays which probably contained the usual iron shutters. Ground floor facade is divided by iron pilasters supporting simple architrave and frieze without ornament. Above this is an extensive cornice supported at extreme ends by brackets. Two upper floors have tall narrow windows. Second floor windows surmounted by (curvilinear) semi-circular flat pediments; third story has usual triangular pediments over windows. Pediments are supported on each side of all windows, by brackets, above pilasters. Windows have deep projecting sills, supported by brackets. Projecting roof cornice is supported by brackets, which are paired at the corners.
SURROUNDING LAND USES AND ZONING	Newly constructed building to west is a private club. Building to east is Hotaling Warehouse, across the alley, now used for interior decorators shops. Buildings across Jackson Street to north are now used for display of furni- ture and furnishings as are other buildings across the street. To west across Montgomery are the Transamerica (old Fugazi Bank) Corporation Building and an auto repair garage. Zoning is now C-2, part of the Washington-Broadway Special Use District.