

**NOTICE OF FINAL PASSAGE
FILE NO. 90-70-9 ORD. NO. 102-70
DESIGNATING GHIRARDELLI
SQUARE 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 March 30, 1970.

ROBERT J. DOLAN, Clerk
Approved: April 2, 1970
JOSEPH L. ALIOTO, Mayor
April 8, 1970—lt

**FILE NO. 90-70-9 ORD. NO. _____
DESIGNATING GHIRARDELLI
SQUARE 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 Ghirardelli Square 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, Ghirardelli Square 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:

The entire block bounded by North Point, Polk, Beach, and Larkin Streets, being Assessor's Block 452.

(c) **Justification.** The special character and special historical, architectural and aesthetic interest and value of the said Landmark justifying its designation are as follows:

A complex of industrial buildings of brick construction, including a building built in 1862 as part of the Pioneer Woolen Mills, in which blankets and other woolen goods were made for the Union Army. The majority of the buildings on this complete city block were constructed between 1894 and 1922. These buildings housed the Ghirardelli Chocolate Factory from 1894 to 1962, and were designed by William Mooser, Senior and Junior, famous early San Francisco architects.

Since 1962 the total complex of buildings has been renovated and expanded for conversion to shops, restaurants, theater, and other businesses in a manner which has retained the early architectural character. This conversion, designed by Wurster, Bernardi and Emmons, received the Collaborative Achievement in Architecture Award in 1966 from the American Institute of Architects, an award extended only once before. This complex of buildings is the only example of this period of industrial building along the San Francisco waterfront, and the Clock Tower Building at the southeast corner of the complex serves as a major focal point in this area of the city.

(c) **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. LM68-29; the summary description being as follows:

Complex of buildings, ranging from one to five stories high, constructed of brick, around a central courtyard. Major feature, a Clock Tower building at the corner of Larkin and North Point Streets. Gothic architecture influenced by French Renaissance. Red brick structures with contrasting white stone trim. Battlemented parapets on the principal buildings on North Point Street. Tile roofs on the remodeled and new buildings. Windows vary: round-arched and rectangular.

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 March 23, 1970.

ROBERT J. DOLAN, Clerk
March 28, 1970—lt

CITY PLANNING COMMISSION

RESOLUTION NO. 5394

WHEREAS, A proposal to designate Ghirardelli Square as a Landmark pursuant to the provisions of Article 10 of the City Planning Code was initiated by the Landmarks Preservation Advisory Board on January 22, 1969, 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 June 26, 1969, 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 Chirardelli Square 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:

The entire block bounded by North Point, Polk, Beach, and Larkin Streets: being Assessor's Block 452.

Second, That the special character and special historical, architectural and aesthetic interest and value of the said Landmark justifying its designation are as follows:

A complex of industrial buildings of brick construction, including a building built in 1862 as part of the Pioneer Woolen Mills, in which blankets and other woolen goods were made for the Union Army. The majority of the buildings on this complete city block were constructed between 1894 and 1922. These buildings housed the Ghirardelli Chocolate Factory from 1894 to 1962, and were designed by William Mooser, Senior and Junior, famous early San Francisco architects.

Since 1962 the total complex of buildings have been renovated and expanded for conversion to shops, restaurants, theater, and other businesses in a manner which has retained the early architectural character. This conversion, designed by Wurster, Bernardi and Emmons, received the Collaborative Achievement in Architecture Award in 1966 from the American Institute of Architects, an award extended only once before.

This complex of buildings is the only example of this period of industrial building along the San Francisco waterfront, and the Clock Tower Building at the southeast corner of the complex serves as a major focal point in this area of the city.

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. LM68.29; the summary description being as follows:

Complex of buildings, ranging from one to five stories high, constructed of brick, around a central courtyard. Major feature, a clock Tower building at the corner of Larkin and North Point Streets. Gothic architecture influenced by French Renaissance. Red brick structures with contrasting white stone trim. Battlemented parapets on the principal buildings on North Point Street. Tile roofs on the remodelled and new buildings. Windows vary: round-arched and rectangular.

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 June 26, 1969.

Lynn E. Pio
Secretary

AYES: Commissioners Brinton, Carr, Fleishhacker, Kearney, Mellon, Newman,
Porter
NOES: None
ABSENT: None
PASSED: June 26, 1969

LANDMARKS PRESERVATION ADVISORY BOARD

GHIRARDELLI SQUARE

Final Case Report for

October 9, 1968 Meeting

Revised December 18, 1968

OWNERS

Lurline and William Matson Roth

LOCATION AND
BOUNDARY OF
SITE

Entire block bounded by North Point Street, Polk Street, Larkin Street and Beach Street: being Lot 1 in Assessor's Block 452.

HISTORY

The buildings in the square have varying dates and origins; they have been constructed over a period of more than a century. The oldest building, located on Polk Street, a little south (uphill) from Beach Street, was built for the Pioneer Woolen Mills, a firm organized in 1859 under the impetus of William Chapman Ralston, incorporated 1862, one of a group of firms organized by Ralston, who was one of the first captains of industry on the Pacific Coast. The building, erected about 1859-1860, housed the manufactory of uniforms for Union troops during the Civil War.

The major buildings on the block were erected after the Ghirardelli Company took over the property in 1894, and most were built between 1900 and 1922. They were designed by William Mooser, senior, whose father had designed the Woolen Mill. They replaced wooden dwellings and stables, along North Point, where the men and horses of the Woolen Mill had been housed. A wooden Box Factory, built on North Point and moved to Beach Street, stood until recently demolished and replaced by the present Wurster Building, 1966. Of the buildings built by the Ghirardellis, the most significant, architecturally, is the Clock Tower, erected in 1915. Others erected in this period were the Cocoa and Chocolate Building, the Mustard Building and the Apartment Building, where workmen and their families lived, continuing the tradition set in the 1860's. There was a Power House also.

In April 1962, when the Ghirardelli firm had been sold to a large food products company, and the property was no longer to be used for the production of chocolate and related products, the historic block and its buildings were saved from probable destruction through the efforts of persons who interested Mrs. Roth and her son, William Matson Roth, in the idea of a shopping area combined with tourist attractions

The design of the Square and its new buildings was done by Wurster, Bernardi and Emmons, and the landscaping on the project was done by Lawrence Halprin.

Today a pleasant open courtyard, with a view of the bay and its maritime trade and pleasure vessels, is surrounded by retail shops, restaurants, theatre and other consumer-oriented businesses. This court, once secluded and private, now is attractively landscaped and inviting to the public: the steps from Beach Street; the gateway from Larkin Street, the tunnel entrance from North Point, between the clock tower and the Mustard Building, all lead into and afford views to and from the courtyard, which add old world charm to a once utilitarian American workplace.

ARCHITECTURE AND
DESIGN

A group of buildings, ranging in age from over a century to a few years old, located on an entire square block, and surrounding an irregular courtyard. The group displays architectural unity, despite varying styles, created by the use of exposed red brick, concrete, and exterior cast iron.

The structures range in height from one to five stories, and in size from around one hundred square feet in ground area to over ten thousand. They range in original use from factory and storage buildings to power house and dwelling; in present use from shop to manager's offices and manufactory, from restaurant to theatre.

The oldest building now standing in the square is the Pioneer Woolen Mill building, designed and built in 1859-1860 by the father of William Mooser senior (later architect for the major buildings in the Square) for the Pioneer Woolen Mills. It is now a four story building with rear on Polk Street, and placed at an acute angle to that street. It is constructed of old red brick, has broad plank floors, supported by or resting upon exposed wood columns: the old floors are now overlaid with hardwood. It is marked by exposed anchor bolts and iron shutter rings around the windows; the windows are rectangular, with flat brick arches and inner wooden lintels; the whole building now faces upon a small courtyard, and in front has an iron stairway with iron railings, with the entrance paved with brick. Brick walls at the ends continue upward as gables; and the roof, originally of corrugated iron, is now tiled.

The major buildings are those facing North Point Street. Here were built, between 1900 and 1922, the principal structures forming the square today. On the extreme left as one faces the square from the south, corner of Polk Street are the Cocos (1900) & Chocolate (1911) Buildings. Four stories high in front, with a lower floor which makes it five stories high on the lower, or courtyard side, it is likewise built of red brick, exposed and weathered. Striking white trim, contrasting sharply with the red brick, is comprised of quoins, the voussoirs of the flat arches, and the sills of the windows. These elements are of moulded concrete painted white. The roof line is battlemented (brick alone is used on Polk Street; but the North Point facade has white simulated stone capstones and sills in the embrasures on the roof). The main entrance of the building, on North Point Street, is framed in the same simulated white stone. Wide flat pilasters support scrolled brackets or consoles, which in turn support a flat pediment or cornice, projecting well beyond the wall. There is a crest, formed by a wreathed medallion, resting on the pediment or cornice; above this, the second story windows are outlined in simulated stone, and a large plaque above these bears the name "D. Ghirardelli Co.". There are cornices, increasingly prominent, at second-story, third-story and roof line; all are of poured or moulded concrete, simulating white stone. In the center of the building is a raised portion of the parapet wall, framed by white simulated stone turrets, and enclosing a roundel bearing the date "1919", added when the top floor was built.

ARCHITECTURE AND
DESIGN (continued)

This building, a portion of the Cocoa Building, and also four stories on North Point Street, immediately adjoins and forms one building with a later portion. This later eastern portion is very similar in style to the corner portion, already described, but here the first and second story windows have round arches: the name again appears at second story level, and has the dates of 1852-1900 below. There is, again, a roundel at roof line, bearing date of 1922. There is no major center entrance, as in the other portion, but there are minor entrances in the flanking wings. Small towers, or wings, project slightly beyond the main facade and are outlined by white stone quoins. The lower story windows have very pronounced arches in these wings. Utilitarian iron-balcony fire-escapes detract from the facade of this portion of the Cocoa and Chocolate Building.

The next building to the east, separated from the previously-mentioned structure and from the Clock Tower Building at the Larkin Street corner, is the Mustard Building. Three story, again constructed of red brick, this building is battlemented and has the usual white stone trim. Here the roundel bears the date of 1911.

The Clock Tower Building, at the corner of North Point and Larkin Streets, is the most distinguished of all Ghirardelli Square buildings. A four story tower with Mansard roof dominates the building which is rectangular and has a principal facade facing each street. The tower was designed as a copy of the famed tower at the Chateau de Blois, which was erected 1535-1538, by Mansard for Louis XII, and where for the first time an architect combined stone and brick in one building during the late French Renaissance.

The clock tower itself, like its original in France, is distinguished by certain characteristics of the early work of Mansard: prominent stone trim on basic brick; window mullions are cruciform; extremely ornate cornice at the base of the tower; a steeply pitched roof; elegant dormers; delicate tracery of detail on the stone rail surmounting the cornice; being a combination of late Gothic forms with early Renaissance detail. There are some differences from the original: there is no turret; no chimney; the dormers are less ornate; the quoins are more irregular; the windows are rectangular rather than arched; and the dormers are louvered rather than windowed. The fourth story windows in the original are replaced by the clock faces in the copy.

The Clock Tower Building is not battlemented, as are the other buildings on North Point Street. The entrance doorways, of white simulated stone (concrete) are round-arched; the windows are rectangular; and have the same irregular quoins as the tower itself. There is a delicate cornice at the roof-line, with a high flat parapet wall above. The tower is surmounted by a double finial, joined by an ornate rail.

ARCHITECTURE AND
DESIGN (continued)

The Apartment Building, lying on Larkin Street below the Clock Tower and the Main gateway to the Courtyard, is in the same style as the buildings on North Point Street; but like the Clock Tower Building, is not battlemented. With new enlarged glass windows, and doorways, the building now houses a restaurant. The building was built in 1916.

There are newer buildings in the courtyard, and on the north side of the court; these blend harmoniously with the old, using red brick as building material also. However, they are not Gothic or Renaissance but Contemporary or modern styles. The principal of these, designed by his firm, (1964) is the Wurster Building. Tile roof combines with brick walls to provide an appropriate setting for Spanish (Mexican) restaurant and shops. Other more modern structures are small information kiosks, and sales shops. Chiefly of glass and modern materials, they add to the feeling of openness in the yard, with their floor to ceiling glass walls and doors.

The old Power House, at the corner of Polk and Beach Streets, a one story brick structure with corrugated iron roof, is not one of the older buildings (1915). It lacks the strikingly handsome combination of red brick and white stone which mark the main buildings, but is distinguished in its own right.

The courtyard is characterized by terracing and the use of steps and exterior means of entrance into upper levels of the older buildings; iron galleries and stairways dominate the elevations of the south (uphill) side of the yard; occasional pieces of sculpture adorn the court: a distinguished fountain (round pool, with sculpture) graces the eastern end of the court. The sculpture, designed and executed by Ruth Asawa, includes two mermaids, an infant mermaid, giant tortoises, bearing frogs spouting water, and water lily leaves.

ZONING AND
SURROUNDING
LAND USE

Zoning is C-M(general commercial) formerly industrial. Surrounding land use is mixed: residential, commercial, industrial, and park-recreational.