

68.10

**NOTICE OF FINAL PASSAGE**  
**FILE NO. 539-48      ORD. NO. 12-88**  
**DESIGNATING THE GENELLA BUILD-**  
**ING AS A LANDMARK PURSUANT**  
**TO ARTICLE 10 OF THE CITY PLAN-**  
**NING 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. 539-48      ORD. NO. 12-88**  
**DESIGNATING THE GENELLA BUILD-**  
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**TO ARTICLE 10 OF THE CITY PLAN-**  
**NING 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 Genella 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 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 Genella 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 easterly line of Montgomery Street, 170 feet north of the northerly line of Washington Street; thence easterly 127 feet; thence at a right angle northerly 27 feet 2 inches; thence at a right angle westerly 127 feet; thence at a right angle along the line of Montgomery Street southerly 27 feet 2 inches to the point of beginning; being lot 14 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 upon foundation of older building of 1849. Built in 1853-54 by Joseph Genella for his china and glassware business; the first meeting of a Masonic Lodge in San Francisco was held on the site in 1849. Odd Fellows used the upper floor as a meeting hall as early as 1854; thoroughly representative of Italianate architecture 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. LMS8.10; the summary description being as follows:

Three story brick, Italianate style of architecture. Upper stories have four rectangular windows without pediments. Cornices at roof line sharply projecting, and dentillated. Windows are tall, narrow and slightly arched. Prominent anchor bolts at floor levels of upper stories.

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

68.10

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Be it ordained by the People of the City and County of San Francisco:

Section 1. The Board of Supervisors hereby finds that the Genella 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 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 11, Part II of the San Francisco Municipal Code, the Genella 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 11, 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 easterly line of Montgomery Street, 170 feet north of the northerly line of Washington Street; thence easterly 127 feet; thence at a right angle northerly 27 feet 2 inches; thence at a right angle westerly 127 feet; thence at a right angle along the line of Montgomery Street southerly 27 feet 2 inches to the point of beginning; being lot 14 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 upon foundation of older building of 1849. Built in 1853-54 by Joseph Genella for his china and glassware business; the first meeting of a Masonic Lodge in San Francisco was held on the site in 1849. Odd Fellows used the upper floor as a meeting hall as early as 1854; thoroughly representative of Italianate architecture 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. LMS8.10; the summary description being as follows:

Three story brick, Italianate style of architecture. Upper stories have four rectangular windows without pediments. Cornices at roof line sharply projecting, and dentillated. Windows are tall, narrow and slightly arched. Prominent anchor bolts at floor levels of upper stories.

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—1t

CITY PLANNING COMMISSION

RESOLUTION NO. 6275

WHEREAS, A proposal to designate the Genella Building, at 726-728 Montgomery 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 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 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 Genella Building at 726-728 Montgomery 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 easterly line of Montgomery Street, 170 feet north of the northerly line of Washington Street; thence easterly 127 feet; thence at a right angle northerly 27 feet 2 inches; thence at a right angle westerly 127 feet; thence at a right angle along the line of Montgomery Street southerly 27 feet 2 inches to the point of beginning; being lot 14 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 upon foundation of older building of 1849. Built in 1853-54 by Joseph Genella for his china and glassware business; the first meeting of a Masonic Lodge in San Francisco was held on the site in 1849. Odd Fellows used the upper floor as a meeting hall as early as 1854; thoroughly representative of Italianate architecture 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. LM68.10; the summary description being as follows:

Three story brick. Italianate style of architecture. Upper stories have four rectangular windows without pediments. Cornices at roof line sharply projecting, and dentillated. Windows are tall, narrow and slightly arched. Prominent anchor bolts at floor levels of upper stories.

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 Brinton, Elliott, Fleishhacker, Kearney, Newman, Porter, Wight

NOES: None

ABSENT: None

PASSED: October 3, 1968

LOCATION AND  
BOUNDARY OF SITE

726-28 Montgomery Street. On the easterly line of Montgomery Street, 170 feet north of Washington Street. Lot is 29 feet 2 inches wide, 127 feet deep; being Lot 14 in Assessor's Block 196.

HISTORY

Although the present owner, Melvin Belli, considers the building to have been constructed in 1849, most records indicate that it was erected in 1853-54 by Joseph Genella for his china and glassware business as well as his residence. Sources indicate that Genella had moved by 1860 although he maintained ownership of the building for some time. Tenants during this period included bullion dealers, merchandise brokers, a Spanish newspaper (La Voz de Chile), and mining company offices.

A plaque here certifies that the first Masonic Lodge meeting in San Francisco was held on the site in 1849.

As early as 1854, the upper floor was used as a meeting hall for the Odd Fellows. The use of the area for such purposes continued through the 1860's and 1870's with the Ancient Jewish Order KSB and the American Protestant Association holding lodge meetings here. Later, perhaps in the 1880's, the third floor became known as Xenon's Hall.

A bath house in the 1880's, the building housed a puppet theater in the 1920's and 1930's as well as a garment factory in the 1940's before being restored in the 1950's to its present use as offices and an antique shop.

ARCHITECTURAL  
AND STRUCTURAL  
DESCRIPTION

Three story, brick. The original third floor was a loft, with low (restricted) headroom around the walls, and has been altered from the original. The foundation was constructed of the same heavy timbers crisscrossed like a raft, as is its neighbor, 722. Less ornate however, in its decoration, it has gold and black trim on the first floor window frames, and contrasts with the red brick walls. The brick is soft-fired brick, and the building, like others, was protected by iron shutters; the brick was originally covered with mastic (a kind of cement used as mortar, and to this fact is due its preservation from fire, it is said). It is described by Baird as one of the "neutral" brick buildings in this vicinity. It may have been altered to Italianate styling sometime in the sixties, like other buildings which were originally plainer and more "federal". Remodelling has made the building considerably more ornate than the original. There are no pediments, but a simple cornice at the roof line, dentillated. There is new brickwork at the ground story, with heavily-lined mortar, and the second floor ornamented anchor belts are quite apparent. Window boxes have been added.

SURROUNDING LAND  
USE AND ZONING

The surrounding buildings are now commercial, (offices, shops, and interior decorators' wholesale rooms). Zoning is C-2, part of the Washington-Broadway Special Use District.