

FILE NO. 534-48 ORD. NO. 51-69
 DESIGNATING THE GOLDEN ERA
 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 Golden Era 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 Golden Era 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 50 feet south of Jackson Street; thence easterly 127 feet to the westerly line of Hotaling Place; thence at a right angle along said line of Hotaling Place 25 feet southerly; thence at a right angle westerly 127 feet to the easterly line of Montgomery Street to the point of beginning; being Lot 15 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 1852, on foundations of a prior building of 1849-1851. This building housed the Golden Era, an early literary weekly which published California authors, like Mark Twain and Bret Harte. Included in its upper stories were Lafayette Hall, and it housed the Lafayette Guard, an early militia company. The appearance is almost unchanged from 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. LM68.11; the summary description being as follows:

Two story brick, it has a cast-iron front, with three bays on first floor, separated by cast-iron pilasters, small cornice dentillated at first floor ceiling level. Four small narrow windows at second story level, surmounted by eyebrow pediments, supported by volutes. High parapet wall forms a false front above second story. In the Italianate style, the building is now covered with stucco.

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, 1968—It

CITY PLANNING COMMISSION

RESOLUTION NO. 6276

WHEREAS, A proposal to designate the Golden Era Building at 730-732 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 Golden Era Building at 730-732 Montgomery 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 easterly line of Montgomery Street 50 feet south of Jackson Street; thence easterly 127 feet to the westerly line of Hotaling Place; thence at a right angle along said line of Hotaling Place 25 feet southerly; thence at a right angle westerly 127 feet to the easterly line of Montgomery Street to the point of beginning; being Lot 15 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 1852, on foundations of a prior building of 1849-1851. This building housed the Golden Era, an early literary weekly which published California authors, like Mark Twain and Bret Harte. Included in its upper stories were Lafayette Hall, and it housed the Lafayette Guard, an early militia company. The appearance is almost unchanged from 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. LM68.11; the summary description being as follows:

Two story brick, it has a cast-iron front, with three bays on first floor, separated by cast-iron pilasters, small cornice dentillated at first floor ceiling level. Four small narrow windows at second story level, surmounted by eyebrow pediments, supported by volutes. High parapet wall forms a false front above second story. In the Italianate style, the building is now covered with stucco.

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

OWNER: Pierino Gavello et Ux; and Clotilde Perasso

LOCATION AND BOUNDARIES 730-32 Montgomery Street; east line of Montgomery Street, 50 feet south of Jackson Street. Lot is 25 feet wide, 127 feet deep, being lot 15 in Assessor's Block 196.

HISTORY: Sources indicate that this building was constructed in 1852 on the foundations of an 1849 structure destroyed in the fires of 1851. However, cast iron pilasters in the rear on Hotaling Place bear the date 1857 while those on the Montgomery Street facade are dated 1892. The former could be the date constructed although it would seem likely that cast iron facades were added at these times. That the 1892 addition did little to change the appearance of the building of today can be seen in photographs of the 1860's.

The building housed the Golden Era (1852-56), an early newspaper and the first of the literary papers that were later recorded in Franklin Walker's San Francisco's Literary Frontier. Here, too, Bret Harte worked as a type-setter and authored his first poem which was published early in 1857. During the 1860's, the building was used as an appliance (stoves and pipes) store, a crockery shop, and in 1862, billiard table maker Henry Echert had his shop here. In a later era, the building housed a Chinese broom factory.

Before the 1880's, the upper floor had been converted into a meeting area known as Lafayette Hall, and the Lafayette Guard, a militia company, had its armory here. This conversion may have taken place as early as 1869 when the British Benevolent Society had its offices and rooms here. The Sons of Temperance also met here at one time.

Today the building, sharing in the revival of Jackson Square, houses the offices of Knoll Associates, architect Ernest Born and industrial designer, Squire Knowles.

ARCHITECTURAL DESCRIPTION

Red brick now covered with stucco and two stories in height, the building has three sets of windows on the ground floor which is quite a bit higher than those of neighboring buildings. Here, cast iron pillars separate the windows and doorway. There is a small cornice, supported by dentils just above. The four second floor windows are tall and narrow with projecting sills and eyebrow pediments which are supported by volutes. Above is a high parapet wall, forming a false front, with a very small cornice below which there are modillions; frieze ornamentation here is also notable. Now in the Italianate style of architecture, it was formerly exposed brick, presumably in the Federal style.

SURROUNDING LAND USES AND ZONING

Generally commercial; private club occupies newly-constructed building to the north; law and other offices to the south including an antique shop; interior decorators across Hotaling Place to the east; bank across street to west. Zoning is now C-2, part of the Washington-Broadway Special Use District.