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**NOTICE OF FINAL PASSAGE**  
**FILE NO. 540-68      ORD. NO. 13-89**  
**DESIGNATING THE BELL BUILDING**  
**AS A LANDMARK PURSUANT TO AR-**  
**TICLE 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 Dec. 30, 1968.

ROBERT J. DOLAN, Clerk  
Approved: Jan. 3, 1969.  
PETER TAMARAS, Acting Mayor  
Jan. 7, 1969—1t

**FILE NO. 540-68      ORD. NO. \_\_\_\_\_**  
**DESIGNATING THE BELL BUILDING**  
**AS A LANDMARK PURSUANT TO AR-**  
**TICLE 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 BELL 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 BELL 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 137.5 feet north of the northerly line of Washington Street; running thence easterly 127 feet to the line of Hotelling Place; thence northerly along said line of Hotelling Place 33 feet 4 inches; thence at a right angle westerly 127 feet to the easterly line of Montgomery Street; thence along said line southerly 33 feet 4 inches; to the point of beginning; being Lot 13 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 1850, used as a cigar warehouse; home of the Melodeon Theatre, where Lotta Crabtree performed in 1857-58; long used for a public bath house; carefully restored by the efforts of Attorney Melvin Belli; now representing the charm of early San Francisco combined with the charm and color of old New Orleans.

(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. LM68.09; the summary description being as follows:

Two story; brick. Foundation of criss-crossed planks to a depth of eight feet. Ground story has cast-iron front, with pilasters separating deeply recessed windows. Cornices at first story ceiling and at roof; lower cornice is dentillated; roof-line cornice is larger and supported by brackets. Lower story windows are rectangular; upper-story windows are arched with arched pediments in low relief supported by small scrolls. A raised parapet wall exists.

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

LANDMARKS PRESERVATION ADVISORY BOARD  
Revised and Corrected Case Report for Hearing  
of August 28, 1968

LM68.9  
Belli Building  
(Langerman's Building)

OWNER Melvin Belli, Esq.

LOCATION AND BOUNDARY OF SITE 720-722 Montgomery Street. East line of Montgomery Street, beginning at a point 137.5 feet north of the northerly line of Washington Street: running thence at a right angle easterly 127 feet to the line of Jones Alley, now Hotaling Place; thence northerly along said westerly line of Hotaling Place 33 feet 4 inches; thence at a right angle westerly 127 feet to the said line of Montgomery Street to the point of beginning: being lot 13 in Assessor's Block 196.

HISTORY Said to have been built in 1849 or 1850. Destroyed by fire in 1851, the building was rebuilt in 1851, using the old walls and foundations. First known use as a tobacco warehouse (as shown in pictures of 1854): (Langerman's Tobacco and Segar Warehouse). In 1857 and after, the building was the home of the Melodeon Theatre. The theatre closed June, 1858: during this short period, the famed Lotta Crabtree performed here. The stage door was in the alley to the rear. Tunnels led from this building to others across the alley. They are now blocked off. The building is built upon the original raft of planks, 6 to 8 inches thick (and to a depth of 8 feet), laid as a foundation in the mud of what was then an arm of the bay; and it is said that the tides still rise and fall in the elevator shaft. This filled ground extends to the intersection of Montgomery and Jackson Streets, and slightly to the west.

After the theater, tenants in the 1860's included commission merchants and an auctioneer. In the early 1870's the building housed a Turkish Bath. In the 1880's a medical establishment, using hydrotherapy, continued to operate the baths. From the 1920's onward it was used as a paper warehouse and also as a garment factory. In 1959 the building was acquired by Melvin Belli, well-known attorney of San Francisco, and was converted to law offices for his firm. The chief alterations made have been decorative: the plaster covering the old red brick has been removed; a cast iron frame running around the top and sides of some windows has been exposed. A wrought iron gate from New Orleans was added.

The heavy cast iron pillars on the facade are also said to have come from New Orleans as part of the original building. The interior columns are thought to be ship's masts. Some of the heavy ceiling beams are originals. The floors are double, and between upper and lower planks on each, they are fireproofed with sand or with terra cotta. The brick of the walls is of two types: a hard-fired one, and thought to have been brought round the Horn from New York; the other, soft-fired, and made in Sacramento. Window boxes and the Philadelphia Firemarks have been added in the renovation of 1959-1960. There is an open courtyard between this building and the adjacent one, also owned by Mr. Belli. Shutters on the building are now wooden, replacing the original iron ones.

STRUCTURAL DESCRIPTION Two story, brick. It has a foundation of criss-crossed planks (a raft) to a depth of 8 feet. First story has cast-iron pilasters at front, with deep-bayed windows, which could be covered with the shutters. Windows and frames are new. New gas lamps have been added both on the sidewalk and at the doorway. First story cornice has dentillation. Lower story windows are rectangular; without any embellishment; upper windows have slightly arched frames with arched pediments in low relief, supported by small scrolls, which are leaflike, stylized and gilt. The second story has a larger cornice supported by brackets which are now gilt. The cornices are black. There is a parapet wall raised at the center. The floors are of Douglas Fir.

SURROUNDING LAND  
USE AND ZONING

To the south is a restaurant in an old, severly altered building (Doros). To the north are offices and showrooms of antique dealers. This building is used for law offices and other commercial occupants. To the west across Montgomery Street, is the old bank building (Giannini's Banco Populare Fugazi, now the Transamerica Corporation headquarters). To the east across Hotaling Place, are antique dealers, interior decorators showrooms. Zoning is now C-3, was proposed in the Downtown Study for C-3-G, and is now changed to C-3-0. Height is 65 feet.

CITY PLANNING COMMISSION

RESOLUTION NO. 6274

WHEREAS, A proposal to designate the Belli Building, formerly Langerman's Building at 722 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 August 28, 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 Belli Building, formerly Langerman's Building 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 137.5 feet north of the northerly line of Washington Street; running thence easterly 127 feet to the line of Hotaling Place; thence northerly along said line of Hotaling Place 33 feet 4 inches; thence at a right angle westerly 127 feet to the easterly line of Montgomery Street; thence along said line southerly 33 feet 4 inches; to the point of beginning; being Lot 13 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 1850, used as a cigar warehouse; home of the Melodeon Theatre, where Lotta Crabtree performed in 1857-58; long used for a public bath house; carefully restored by the efforts of Attorney Melvin Belli; now representing the charm of early San Francisco combined with the charm and color of old New Orleans.

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. LM68.09; the summary description being as follows:

Two story; brick. Foundation of criss-crossed planks to a depth of eight feet. Ground story has cast-iron front, with pilasters separating deeply recessed windows. Cornices at first story ceiling and at roof: lower cornice is dentillated; roof-line cornice is larger and supported by brackets. Lower story windows

are rectangular; upper-story windows are arched with arched pediments in low relief, supported by small scrolls. A raised parapet wall exists.

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: Brinton, Elliott, Fleishacker, Kearney, Newman, Porter, Wight

NOES: None

ABSENT: None

PASSED: October 3, 1968