



SAN FRANCISCO PLANNING DEPARTMENT

New Planning Code Summary: Article 10 Landmark Designation of the R. L. Goldberg Building, 182-198 Gough Street

Amended Sections: Article 10 Appendix A – List of Designated Landmarks
Case Number: 2014.0951L
Board File/Enactment #: 150002 / 071-15
Initiated by: Supervisor Breed
Effective Date: May 21, 2015

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The Way It Was:

Section 1001 of the Planning Code provides for the protection, enhancement, perpetuation and use of structures, sites and areas that are reminders of past eras, events and persons important in local, state or national history, or which provide significant examples of architectural styles of the past or are landmarks in the history of architecture, or which are unique and irreplaceable assets to the City and its neighborhoods, or which provide for this and future generations examples of the physical surroundings in which past generations lived. Section 1004 establishes procedures for the designation of landmarks and landmark districts. Up to now, the building at 182-198 Gough Street, a.k.a. the R. L. Goldberg Building, was not a designated landmark.

The Way It Is Now:

This ordinance amends the Planning Code to designate 182-198 Gough Street as a new individual landmark under Article 10. The ordinance finds that 182-198 Gough Street is eligible for designation as a City landmark under National Register of Historic Places Criterion C. Specifically, the building conveys significant architectural expression as an early 20th century mixed-use building designed with Classically-inspired ornament and contains extraordinarily rare and intact storefronts. As required by Section 1004, the ordinance lists the particular exterior features that shall be preserved, or replaced in-kind as determined necessary.

Link to signed legislation:

<https://sfgov.legistar.com/View.ashx?M=F&ID=3760029&GUID=1CD5B995-9CA7-4B39-97FD-DAC4FCA951DE>