State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code
Other Listings
Review Code Reviewer Date

Page 1 of 2 *Resource name(s) or number (assigned by recorder) 182-198 Gough St.

P1. Other Identifier: R. (Rube) L. Goldberg Building

*P2. Location: ☐ Not for Publication ☒ Unrestricted *a. County: San Francisco

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)

*c. Address: 182-198 Gough St. City: San Francisco Zip: 94102

d. UTM: Zone: 10 mE/ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 0837-014

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)

182-198 Gough St. is located on a 60' x 55' lot on the southeast corner of Gough and Oak Streets. Built in 1911, 182-198 Gough Street is a 2-story, concrete frame, 2-unit, multiple family residential over commercial building designed in the Classical Revival style. The rectangular-plan building, clad in stucco, is capped by a flat roof. The foundation is not visible from the street. The primary façade faces west toward Gough Street and is 4 bays wide. A secondary elevation faces north toward Oak Street. The first story features a modern storefront in the left bay with a recessed, corner entrance and metal-frame, fixed windows set high on the wall. The center bay features a storefront with recessed center entry and wood-frame plate glass windows. The center storefront is flanked by recessed entrances with bracketed cornice caps leading to the residential units on the second floor. The unit entrances have glazed wood doors. The right bay contains a storefront nearly identical to the center storefront. A continuous divided wood transom runs along the top of the first story. The second story is clad in stucco scored to look like ashlar masonry. The story features chamfered bay windows in the end bays with double-hung wood sash, spandrel panels, pilaster surrounds, and cornices. Both windows are framed by paneled pilasters with keystones at the capitals and roped (continued)

*P3b. Resource Attributes: (list attributes and codes) HP3. Multiple Family Property; HP6. 1-3 Story Commercial Building

*P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other

P5b. Photo: (view and date)
View from west
9/6/2006

*P6. Date Constructed/Age and Sources: ☒ Historic
1911
SF Assessors Office

*P7. Owner and Address:
Hirsch Family Trust
Kenneth S Hirsch & Sarah E
322 Deertrail Lane
Mill Valley CA

*P8. Recorded by:
Page & Turnbull, Inc.
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded:
9/6/2006

*P10. Survey Type:
Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

*Attachments: ☐ None ☐ Location Map ☐ Sketch Map ☒ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record ☐ Artifact Record ☐ Photograph Record ☐ Other (list)

P3a. Description, continued.
garland at the top of the paneling. The center bays contain paired, double-hung, wood sash, keystones, and garlands outlining the top of the surround. The façade terminates in a projecting cornice with paired brackets framing the end bays. A sign centered on the frieze reads “R. L. Goldberg Building.” A parapet wall rises above the cornice line and has shaped parapets with end piers above the end bays. The Oak Street elevation is 3 bays wide. The first story features an asymmetrically divided fixed wood sash with keystone set high on the wall in the first bay. The second bay features a secondary entrance with glazed wood door and keystone in the second bay under an identical window. The third bay features another secondary entrance with a flat lintel and keystone and flush wood door with a transom. The entrance is flanked by small, square, fixed wood sash. The upper story features semi-hexagonal bay windows in the first and third bay with identical sash and detailing to those on the façade. The center bay has an arched window opening with bracket keystone fitted with double-hung, wood sash. The elevation terminates in a shaped parapet wall with peaked sections with end piers over the bay windows. A single-story two-car garage with flat roof and dentil cornice is attached to the rear (east) elevation. The building appears to be in good condition.

Oak Street (north) elevation