

FILE NO. 990660

ORDINANCE NO. 124-99

1 (Landmarks)

2 **DESIGNATING 2099 PACIFIC AVENUE, SCHUBERT HALL, AS LANDMARK NO. 224 PURSUANT**
3 **TO ARTICLE 10, SECTIONS 1004 AND 1004.4 OF THE PLANNING CODE.**

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

5
6 Section 1. The Board of Supervisors hereby finds that 2099 Pacific Avenue, Schubert
7 Hall, Lot 23 in Assessor's Block 591, has a special character and special historical,
8 architectural and aesthetic interest and value, and that its designation as a Landmark will
9 further the purposes of, and conform to the standards set forth in Article 10 of the City
10 Planning Code.

11
12 (a) Designation: Pursuant to Section 1004 of the City Planning Code, Chapter II, Part II of
13 the San Francisco Municipal Code, 2099 Pacific Avenue, Schubert Hall, is hereby
14 designated as Landmark No. 224. This designation has been fully approved by Resolution
15 No. 14755 of the Planning Commission, which Resolution is on file with the Clerk of the
16 Board of Supervisors under File No. 990660 and which Resolution is incorporated
17 herein and made part hereof as though fully set forth.

18
19 (b) Required Data:

- 20
21 (1) The description, location and boundary of the Landmark site is Lot 23, in
22 Assessor's Block 591.
23 (2) The characteristics of the Landmark which justify its designation are
24 described and shown in the Landmark Designation Report adopted by the
25 Landmarks Preservation Advisory Board on November 4, 1998 and other

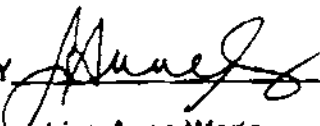
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supporting materials contained in Planning Department Docket No.
1998.899L.

(3) That the particular exterior features that should be preserved, or replaced
in-kind as determined necessary, are those generally shown in the
photographs and described in the Landmark Designation Report, both
which can be found in the case docket 1998.899L which is incorporated in
this designation ordinance as though fully set forth.

APPROVED AS TO FORM:

LOUISE H. RENNE

BY 
Lisa-Anne Worig

Deputy City Attorney

RECOMMENDED:

PLANNING COMMISSION

BY 
Gerald G. Green

Director of Planning



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Ordinance

File Number: 990660

Date Passed:

Ordinance designating 2099 Pacific Avenue, Schubert Hall (Lot 23 in Assessor's Block 521), as Landmark No. 224 pursuant to Article 10, Sections 1004 and 1004.4 of the Planning Code.

May 3, 1999 Board of Supervisors — PASSED, ON FIRST READING

Ayes: 10 - Ammiano, Becerril, Bierman, Brown, Kaufman, Leno, Newsom, Teng, Yaki, Yee

Absent: 1 - Katz

May 10, 1999 Board of Supervisors — FINALLY PASSED

Ayes: 11 - Ammiano, Becerril, Bierman, Brown, Katz, Kaufman, Leno, Newsom, Teng, Yaki, Yee

File No. 990660

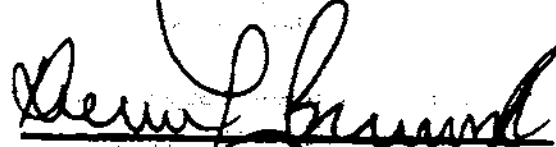
I hereby certify that the foregoing Ordinance was **FINALLY PASSED** on **May 10, 1999** by the Board of Supervisors of the City and County of San Francisco.



Gloria L. Estine
Clerk of the Board

MAY 21 1999

Date Approved



Mayor Willie L. Brown Jr.

File No. 98.899L
2099 Pacific Avenue (Schubert Hall)
Assessor's Block 591, Lot 23

SAN FRANCISCO
PLANNING COMMISSION
RESOLUTION 14755

WHEREAS, A proposal to designate the property at 2099 Pacific Avenue, known as Schubert Hall, in Assessor's Block 591, Lot 23, as Landmark No. 224 pursuant to the provisions of Article 10 of the City Planning Code was made by the Landmarks Preservation Advisory Board (hereinafter "Landmarks Board");

WHEREAS, A draft Landmark Designation Report on the proposed Landmarks designation of the subject property was prepared by the Planning Department Staff, and said documentation was considered as a final Designation Report by the Landmarks Board at its Regular Meeting of November 4; and

WHEREAS, The Landmarks Board reviewed documents and photographs , and received an oral report from Planning Department staff on matters relevant to the proposed Landmark determination, and received testimony and input from the public, in a duly noticed Public Hearings on November 4, 1998; and

WHEREAS, The Landmarks Board in considering the potential Landmark designation of the subject property utilized the 13 criteria of the Kalman Methodology, and after reviewing recommendations on the ratings for the various criteria from Planning Department staff, in its Public Hearing on November 4, 1998 made the following rating determinations: 4 criteria were rated "Excellent" -- Age of the Structure, Stature of the Architect, Physical Setting, and Alterations; 7 criteria were rated "Very Good" -- Architectural Style, Use/Construction Type, Design, Interior, Persons of Historic Importance connected with the structure, Historical Patterns, Continuity with Historic Surroundings; and 2 criteria were rated "Good" -- Association with Historic Events, and Visual Importance; and

WHEREAS, On November 4, 1998, the Landmarks Board recommended approval of the designation of the property at 2099 Pacific Avenue, known as Schubert Hall, In Assessor's Block 591, Lot 23, as Landmark No. 224; and

WHEREAS, The Planning Commission has reviewed the case file (No. 98.899L) and considered the findings and recommendation of the Landmarks Board set forth in the Landmarks Board Resolution No. 508, and held a public hearing on the matter on December 17, 1998;

THEREFORE BE IT RESOLVED, First, That the Planing Commission does hereby concur with the findings and recommendation of the Landmarks Board and APPROVES the landmark designation of the property at 2099 Pacific Avenue, known as Schubert Hall, in Assessor's Block 591, Lot 23, as Landmark No. 224;

PLANNING COMMISSION

File No. 98.899L
2099 Pacific Avenue (Schubert Hall)
Assessor's Block 591, Lot 23
Resolution 14755
Page 2

Second, That the special character and special historical, architectural and aesthetic interest and value of the landmark is set forth in the photographs and other materials on file in the Planning Department Docket No. 98.899L, which is incorporated herein and made a part of thereof as though fully set forth;

AND BE IT FURTHER RESOLVED, That the Planning Commission hereby directs its Secretary to transmit the Final Designation Report, the photographs and other pertinent materials in the Case File No. 98.899L, and a copy of this Resolution of Approval to the Board of Supervisors for appropriate action.

I hereby certify that the foregoing Resolution was ADOPTED by the Planning Commission on December 17, 1998.

Jonas Ionin
Commission Secretary

AYES: Chinchilla, Theoharis, Antenore, Hills, Joe, Mills

NOES: None

ABSENT: Martin

ADOPTED: December 17, 1998

LANDMARKS PRESERVATION ADVISORY BOARD LANDMARK DESIGNATION REPORT

Historic Name: John D. Spreckels, Jr. Residence

Address: 2099 Pacific Avenue

Owner: Robert W. & Beatrice Wood

Popular Name: Schubert Hall

Current Use: Single Family Dwelling

Architect: Reid Brothers

Style: "Classical" Revival - French Baroque and Italian Renaissance

Construction Date: Circa 1905

SIGNIFICANCE:

Through its owners and builders, the classical revival house at 2099 Pacific Avenue symbolizes several dramatic and significant chapters in San Francisco's history. It is one of the few surviving houses built by the Spreckels family, which long dominated the sugar industry in California and diversified in shipping, railroads, newspaper publishing, real estate and oil. The designers of the house, James and Merritt Reid, were the Spreckels family architects and designed some of San Francisco's best known landmarks. The house's subsequent owners were a colorful city politician and his family who presided over this home for thirty-nine years, the California Historical Society, which has made the house a home to historians for almost thirty-five years, and currently a prominent attorney and author with his family.

Criteria

A. ARCHITECTURE

1. Style:

As the Victorian era waned, there emerged a new current in American Architecture that consciously rejected the Picturesque. This "Academic Reaction", led by the influential

New York firm of McKim, Mead and White, marked a return to formal, disciplined order and the kind of literal, archaeological adaptation of historical styles that had gone out with the Greek Revival. Rooted in a broader cultural movement then known as the American Renaissance, the renewed interest in historical European design (especially Classical and Renaissance forms), as well as a new interest in America's own Colonial past, could be seen in the overwhelming response to the Classically inspired design of the 1893 World's Columbian Exposition in Chicago. Equally influential were the principles of the Ecole de Beaux Arts in Paris, which emphasized "correct" interpretations of historic architecture. While bookish and programmatic, the style known as Beaux Arts made up for its lack of spontaneity with an architecture outstanding for its balance and clarity, reasoned solutions to spatial and circulation problems, and true sense of grandeur, permanence, and "good taste".

With the 20th century came a related interest in a variety of period styles. Safe and conservative designs - based, for example, on the half timbered manor houses of Tudor England and the country estates of Normandy and Spain - attracted the well-heeled clients who provided the bulk of business for the prestigious architectural firms of the day. While it took some time, the influence of these popular period revivals eventually spread to more modest suburban residences and was widespread by the 1940s, lasting into the present.

The Italian Renaissance revival, directly inspired by the great Renaissance houses of Italy, was one of the most popular of the Beaux Arts design modes, lasting from the late 1800's until the 1920's. While the Victorian Italianate was essentially a loose interpretation of Italian architecture, drawn primarily from pattern books, the Italian Renaissance revival took a much more academic approach, with design features often copied directly from actual Renaissance landmarks. Roman, Florentine, and Venetian prototypes - ducal palazzi or country villas - were translated into American "palaces", primarily in cities such as New York and the fashionable resorts like Newport, Rhode Island.

Broadly speaking, the term "Beaux Arts" refers to the American Renaissance period from about 1885 to the 1920's and encompasses the Italian Renaissance and Neoclassical revivals. It is also used specifically to describe buildings derivative of contemporary work in France, based on Baroque architecture. In America, the Beaux Arts style was interpreted in imposing row and freestanding town houses as well as grandiose country estates. Characteristically, these impressive residences featured facades of pristine white limestone or elegant buff-colored or yellow brick in a narrow gauge, often accented with enormous cartouches dripping with sculptural ornament.

This handsome building has been described in several documents as: Classical Revival (sort of a catch-all phrase for all "old world" designs - Roman, Greek, etc.), French Baroque, and Italian Renaissance. The latter appears to be more visually descriptive in terms of the reference material researched. Many of the American Architects of this period, were trained at the Ecole in Paris. Upon returning to the United States they

applied their talents to the classic "revival" designs of previous centuries but applied their own unique features to their creations. These adaptations saw changes in the floor patterns, decorations and use of new building materials which provided more room for structural experimentation. Therefore, the "Style" if we must specify - is more eclectic with combinations of classical elements, modified and varied traditional elements along with contemporary and local mixtures of environmental and technological improvements. (Rating - **VG** - Excellent or very early example if many survive; good example if few survive.)

2. Use/Construction type:

The 1899 Sanborn map indicates that there were other buildings on the site which were subsequently removed. It was originally a part of the Whittier Estate - whose mansion was located directly behind and up the hill. The Water Department records indicate that the three story structure was designed for single family use containing: 2 wash trays, 7 wash basins, 5 baths, and 6 water closets. The structure is a rectangular shaped box made of plaster and wood. The ground floor is of cream colored brick. The original balustrade around the roof and window trim were baroque in design. The windows have handsome iron grillework, as do the entrance steps.

Campbell and Wong Associates renovated the building's interior for California Historical Society with the help of the decorating firm of Val Arnold and Associates. They retained the paneling, floors, marble fireplaces, the wide ballustraded curving stairway, and the decorative columns and arches in the entrance hall and general reading room. The building contained a genealogical reading room, stacks, a map room, a fireproof vault, and offices on the third floor. (Rating - **VG** - Excellent or very early example if many survive; good example if few survive.)

3. Age - Date Built:

This structure was built in 1905 - over 90 years ago. (Rating - **E** - Built before April 1906.)

4. Architect:

Canadian architects James and Merritt Reid moved to California in 1888 to design the massive Hotel Del Coronado in San Diego, and established a practice in San Francisco immediately afterward. They were extremely successful in both the quantity and size of their commissions, and produced some of San Francisco's best known landmarks. They nearly always employed the classical revival style, as can be seen in the Fairmont Hotel (1906), the Rose Building (216-20 Sutter; 1908), the Music Pavilion in Golden

Fate Park (1910), the Hale Brothers Department Store (901 Market; 1912), and the First Congregational Church (1913).

Little known is the Reid Brothers' work in the designing of vaudeville and movie theaters. From 1905-1928 they designed fifteen theaters in San Francisco, beginning with the Embassy (1125 Market; 1905-07), where the first talkies were shown in San Francisco. Best Known is their Grand Lake Theater in Oakland.

The Reids were virtually Spreckels family architects. Besides homes for John D. Spreckels, Sr. and Jr., they designed the famous Call Building at 703 Market in 1898 (remodeled as the Central Tower) and the Call Office Building at 74 New Montgomery (1914).

Two houses at 2083 and 2099 Pacific are similar in scale and proportion, but 2083, built as income property and rented out, is simpler in its detailing. 2099 is more richly articulated, with eight fireplaces, intricate woodwork, French windows, a rusticated base of brick, fancy wrought iron balconies, and a grand stairway leading up to a columned porch. On the Laguna Street Side is a very large, pedimented window which illuminates the interior stairway. On this side there is also a side entrance to a grand ballroom. With these fine features and corner location, 2099 Pacific is an impressive house. (Rating - **E** - Of particular importance to the history of the Community, state, or nation.)

5. Design:

The structure itself is actually rather unassuming but provides an attractive and solid anchor to the corner of the block. The most noticeable features are the distinctive and elaborate window designs featuring "Oeil-de-Boeuf" - bull's eye - ovals. These second floor windows are keystoneed and have elaborate wrought iron balconies. The next level mirrors the second floor but the windows are slightly smaller. On the side of the house facing Laguna is located a very large stained glass window with a broken pediment and center cartouche. The entrance is located on the left side of the house and reached by ascending several flights of stairs. An attached, three bay garage which appears original is located at the rear of the structure. Planted gardens and a landscaped patio abut the main side entry. (Rating - **VG** - Very Good)

6. Interior:

The interior has had moderate modification during its life as a library. Modern conveniences have been installed and utilities updated. As far as is known, the interior areas are generally as they were when originally built. (Rating - **VG** - Very Good)

B. HISTORIC CONTEXT

7. Persons:

On June 7, 1909, while in New York City, industrialist John D. Spreckels, Sr., told a reporter that he and his brother Rudolph had "built homes on Pacific Avenue that we believed would be an ornament to the city". John Sr.'s house (2030 Pacific Avenue), built at the northeast corner of Pacific and Laguna, no longer stands. At 2083 and 2099 Pacific, however, are the two houses which he built for his son and daughter-in-law shortly after their marriage. Along with the Adolph Spreckels house at 2080 Washington, these are the last Spreckels houses in Pacific Heights.

The story of the Spreckels family in California begins with the arrival of Claus Spreckels in San Francisco in 1855. As a "penniless" youth, Claus had immigrated from Hanover, Germany to New York to work as a grocery boy. Arriving in San Francisco to open his own grocery business, he soon began to experiment with sugar refining and, by developing a more efficient system, took control of the entire industry in San Francisco. By the 1870's he refined virtually all the sugar on the west coast, owned his own sugar beet farms, and purchased the best sugar plantations in Hawaii. Systematically, he defeated all attempts at competition in the western United States. He diversified, buying the San Francisco Call Newspaper, and building a shipping line, a railroad line, and a gas and power company. His sons were almost equally industrious. As Walton Bean has written, "the first two generations of the house were stamped with characteristics of strong-mindedness and vigor". John D. Spreckels assisted his father with sugar production, took over the Call newspaper, and founded the Oceanic Steamship Company, which ran between Hawaii and California.

As a wedding present to his only son, John D. Spreckels, Sr. built 2083 and 2099 Pacific Avenue in 1904-05, directly across the street from his own residence at 2030 Pacific Avenue. Two years earlier (December 1902), John Diedrich Spreckels, Jr., had married Edith Huntington, the grandniece of railroad baron Collis P. Huntington. This third generation of the Spreckels family evidently lacked the dynamism of his father and grandfather. Although he helped his father in the development of oil fields in southern California, John Jr., became better known as a member of clubs, a yachting figure, and a motorist, and for his marital troubles. At 2099 Pacific, John and Edith raised three children, Marie, Adolph, and John III, and shared the house with five servants, until Edith divorced John in 1914 on grounds of cruelty. Later, she won a big alimony suit, John subsequently married a cabaret entertainer, Miss Sadie Wirt. In 1920 they sold both 2099 and 2083 Pacific, and in March 1921, she sued for divorce, also charging cruelty. Before divorce could be finalized, John died in a car wreck during a visit to the family's oil fields in Kern County.

After being sold by the Spreckels family, 2099 had six owners from 1920 to 1925, before being purchased on April 16, 1925 by Ernestine Adams Uhl, wife of Adolph Uhl.

Though forgotten today, Adolph Uhl was once one of San Francisco's best known citizens. For many years he owned a store selling wallpaper and paint, but it was as a politician that he made his mark. From 1933 to 1945 he served as a city supervisor and was credited with a plethora of projects and legislation, notably regarding the Municipal Railway, lower taxes, public utilities, and as a fiscal watchdog. More colorfully, he opposed building the Golden Gate bridge, opposed billboard advertising on the Bay Bridge, urged the removal of the cemeteries, made news by refusing to shake Mayor Rossi's hand, was questioned by the grand Jury regarding police graft, often sued city agencies, and was occasionally sued by individuals. Though he was defeated in four mayoral campaigns (1927, 1931, 1935, 1939), he came close to winning once and was the top vote getter among all supervisors in 1933. He retired from politics in 1945 and died in 1952. His widow, Ernestine, lived at 2099 Pacific for another eight years.

Founded in 1870, and occasionally inactive, the California Historical Society was revitalized in 1923 by the donation of a major collection of Californian. The gift was from C. Templeton Crocker, who collected in the 1910's-20's when, as Randolph Delehanty has written, "he had the market almost to himself." In 1956 CHS moved into the Whittier mansion at 2090 Jackson, and in 1961 it purchased 2099 Pacific to house its library and collections. The 2099 building was designated as Schubert Hall as a memorial to the sister of Mr. Walter Schubert, a patron who reimbursed CHS for its purchase. In 1989 the library's collections included 45,000 books, 350,000 photographs, 8,000 manuscript collections, the Kemble collection on western printing history, and numerous maps and ephemera. An extensive climate-controlled vault addition was built to protect these valuable artifacts.

After thirty-four years as a library, on February 28, 1994, 2099 Pacific Avenue was sold to private owners. This beautiful classical revival style house remains little changed from its original design. The Uhl Family and the California Historical Society had been convinced that the stylistic individuality and period characteristic of the house should be maintained. The current owners are committed to preserving this integrity. It is hoped that 2099 Pacific Avenue will remain in the words of John D. Spreckels, Sr. "An ornament to the city." (Rating -**VG** - Person of primary importance loosely connected, or person of secondary importance intimately connected.)

8. Events:

Although the property has experienced many world and local events during its lifetime - no particular association with a significant event was found directly related to the structure. Fortunately, it did survive the earthquake and fire of 1906 due to its location - out of harm's way. (Rating - **G** - Event of secondary importance loosely connected.)

9. Patterns:

The property can be associated with several broad patterns of history related to the development of the City:

- Culturally, the building itself spent over 30 years as a library - housing many of the most valuable books, manuscripts, photographs and paintings related to California and San Francisco History.
- Socially, the individuals who lived here represented the "elite". Many of San Francisco's patrons of the arts, no doubt were well represented at various "in house" functions involving the ballroom.
- Political contributions were made by Adolph Uhl - the colorful activist, unsuccessful mayoral candidate (4 times) and city supervisor, who is associated with the house from 1925 to 1960.
- Economic and Industrial history can be attributed to those who occupied the house as previously mentioned.
- This area of the city (it's urban development) became popular because of the spectacular view it afforded and the "gentrified" hills of the city proper were becoming too crowded and expensive. After transportation problems were solved to provide easy access to the hillside homes the area quickly became popular and fashionable with the San Francisco social climbers and other "people of means". (Rating - **VG** - Patterns of primary importance loosely connected, or patterns of secondary importance intimately connected.)

C. PHYSICAL CONTEXT

10. Continuity:

"Schubert Hall" contributes to the character of the street, the neighborhood and the area referred to as Pacific Heights. Its style, size and condition support similar structures of quality period architecture. (Rating - **VG** - Of importance in establishing or maintaining the character of a distinguished area.)

11. Setting:

The surrounding area is graced by a number of single family dwellings of exceptional quality and architectural variety. This residence is a key player in its contribution to the continuity of the neighborhood. (Rating - **E** - Of particular importance in establishing the character of an area.)

12. Visual Importance:

2099 Pacific would be an impressive building anywhere. It's overall size, classic architecture, elegant "eye" and stain glass window treatments and elaborate iron work all add to its visual significance. Standing alone it would be an outstanding symbol of architectural and historic importance. But within the confines of the immediate street scape it appears to be just one of many fine examples of turn of the Century San Francisco homes of the well to do. (Rating - **G** - A conspicuous and familiar structure in the context of the neighborhood.)

D. INTEGRITY

13. Alterations:

Since 1905, the John D. Spreckels, Jr. residence has suffered little alteration and maintains most of its original materials and design features. During the 1960's the roof line balustrade was removed but plans for its replacement by the current owners were submitted for approval. The exterior facade remains intact. Interior renovations to upgrade the facilities and some room re- arrangement were made during the occupancy of the California Historical Society when it was used as a library. The house has since been returned to its use as a single family home with few noticeable changes at this writing. (Rating - **E** - No changes or very minor changes.)

E. THREATS TO SITE

The major threats to the structure are earthquakes, and potentially, inevitable wear and tear were maintenance to be neglected and fire is always a concern with any wooden structure. Seismic stabilization, pest and dry rot evaluations should be made periodically on any property/structure of this age.

F. EXISTING SURVEYS

In 1976, the San Francisco Department of City Planning conducted a survey of extant architecture and evaluated the property a #2 - Good. The Jr. League notes the property on page 29 of their 1968 book, Here Today.

Attachments:

Sanborn Map

Photographs - see enclosed (8 exterior shots) taken 8/98

References:

Real Estate Sales Brochure (circa 1993)
Building Permits (Misc. From DCP history file)
Sales Ledgers - Assessor's Office
Water Department Application (noted)
Kalman Methodology
Remodeling plans - Charles F. Bloszies (1995 & 96)

Bibliography:

- Kostura, William. The John D. Spreckels, Jr. Residence (brochure), circa 1995. (Note: see bibliography for references not listed here)
- California Historical Society. Schubert Hall - The New Library of CHS (Reprint from May notes), circa 1962.
- Carley, Rachel. The Visual Dictionary of American Domestic Architecture, New York: Henry Holt and Company, 1994.
- Olmsted, Roger and T. H. Watkins, (Text by) Here Today - San Francisco's Architectural Heritage by the Jr. League of San Francisco, Inc. Chronicle Books, 1968.



**2099 PACIFIC AVENUE
(Laguna Street Facade)**





**2099 PACIFIC AVENUE
(Corner of Pacific Avenue and Laguna Street)**



Stained-glass Window facing Laguna Street