

FILE NO. 90-80-10.

ORDINANCE NO. 414-80

DESIGNATING Julius' Castle

AS A LANDMARK

PURSUANT 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

Julius' Castle located at 302-04 Greenwich St. , being Lot 4 & 5 in Assessor's Block 79 , 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,

Julius' Castle is hereby designated as a Landmark, this designation having been duly approved by Resolution No. 8592 of the City Planning Commission, which Resolution is on file with the Clerk of the Board of Supervisors under File No. 90-80-10.

(b) Required Data. The descriptions of the location and boundaries of the Landmark site; of the characteristics of the Landmark which justify its designation; and of the particular features that should be preserved; as included in the said Resolution, are hereby incorporated herein and made a part hereof as though fully set forth.

APPROVED AS TO FORM:

GEORGE AGOST
CITY ATTORNEY

RECOMMENDED:

CITY PLANNING COMMISSION

By David L. Krasnick
Deputy City Attorney

By Rai Y. Okamoto
Director of Planning

Passed for Second Reading
Board of Supervisors, San Francisco

AUG 30 1980

Ayes: Supervisors Bardis, Britt, Horanzy, Hutch,
~~Kopp~~, Lawson, Molinari, ~~Renne~~, Silver, Walker,
~~Walker~~

Noes: Supervisors KOPP

Absent: Supervisors RENNE WARD

W. H. Roman Clerk

90-80-10
File No.

SEP 5 1980
Approved

Read Second Time and Finally Passed
Board of Supervisors, San Francisco

SEP 2 1980

Ayes: Supervisors Bardis, Britt, ~~Hutch~~, Hutch,
Kopp, Lawson, Molinari, Renne, Silver, ~~Walker~~

Absent: Supervisors HORANZY WALKER WARD

I hereby certify that the foregoing ordinance was finally passed by the Board of Supervisors of the City and County of San Francisco.

W. H. Roman Clerk

D. H. ...
Mayor

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SAN FRANCISCO
CITY PLANNING COMMISSION
RESOLUTION NO. 8592

WHEREAS, A proposal to designate Julius' Castle at 302 - 304 Greenwich 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 February 20, 1980, and said Advisory Board, after due consideration, has recommended approval of this proposal; and

WHEREAS, The City Planning Commission, after due notice given, held a public hearing on May 15, 1980 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;

THEREFORE BE IT RESOLVED, First, the proposal to designate the aforementioned structure, Julius' Castle at 302 - 304 Greenwich Street, as a Landmark pursuant to Article 10 of the City Planning Code is hereby APPROVED, the precise location and boundaries of the Landmark site being those of Lots 4 & 5 in Assessor's Block 79;

Second, That the special character and special historical, architectural and aesthetic interest and value of the said Landmark justifying its designation are set forth in the Landmarks Preservation Advisory Board Resolution No. 195 as adopted on February 20, 1980, which Resolution is incorporated herein and made a part thereof as though fully set forth;

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 Docket LM80.5;

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 May 15, 1980.

Lee Woods, Jr.
Secretary

- AYES: Commissioners Bierman, Dearman, Karasick, Nakashima, Rosenblatt, Starbuck.
- NOES: None.
- ABSENT: Commissioner Sklar.
- PASSED: May 15, 1980.



LANDMARKS PRESERVATION ADVISORY BOARD

100 LARKIN STREET • CIVIC CENTER • SAN FRANCISCO • 94102
FINAL CASE REPORT, JULIUS' CASTLE FEBRUARY 20, 1980

BUILDING NAME: Julius' Castle

OWNER: Albert & Loretta Pollack

BUILDING ADDRESS: 302-304 Greenwich

BLOCK AND LOT: 79/4 & 5

ZONING: RH-3

BACKGROUND
 Restaurant with
 Original occupant/use: Apartment above.
 Current occupant/use: Same
 No. of stories: 2 plus basement.
 Exterior Materials: Painted shingles.
 Window Type: Bay, picture, Gothic, casement
 Interiors: Notable view & rosewood panels.

CRITERIA

A. Architecture

Style: Carpenter Gothic/Arts & Crafts.
 Type of Construction: Frame.
 Date of Construction: 1923 & 1928
 Design Quality: Unique
 Architect/Builder: L. Mastropasqua.

B. History

(a brief narrative associating the building with persons, events and/or patterns of significance):

Created and run for over 20 years by Italian immigrant Julius Roz, a colorful local figure. Shape recalls wooden castle built in 1882-4 farther up Greenwich, destroyed 1903. One of SF's oldest restaurants with continuing name & location. Slice of history of Italian & restaurant communities. Celebrity place.

C. Environment

(relation to surroundings in terms of continuity, setting and/or importance as a visual landmark)

A visual landmark. With the tower, the undeveloped hillside around and the painted name, Julius's Castle is notable on the Embarcadero from Montgomery almost to Union. Contributes a whimsical note. Appropriate to neighborhood in bulk and land coverage.

D. Integrity

(cite alterations, if any, and current physical condition)

1928 addition blends with the rest. Painting of originally natural shingles contributes to visual landmark quality. Swiss-chalet-style ballustrades replaced by solid shingled walls. Lean-tos added. Needs replacement shingles, paint.

RATINGS

DCP INVENTORY
1-E7-2

HERITAGE

HERE TODAY
too new

LPAB VOTE 7-0
CPC VOTE

STATE LANDMARK no
NAT'L LANDMARK no
NAT'L REGISTER eligible

STATEMENT OF SIGNIFICANCE

(pertaining to special character or special historical, architectural or aesthetic interest or value)

A unique building, Julius's Castle is a well-known visual landmark on the northeast cliff of Telegraph Hill. Italian architect Louis Mastropasqua planned it to echo Layman's wooden castle which had stood nearby 1882-1903, and to reflect the Arts and Crafts movement in which he had been active. A favorite with celebrities in entertainment, politics and business, the restaurant is a living slice from the history of the local Italian and restaurant communities.

(cont'd on back)

BIBLIOGRAPHY: list original sources
on back of this page.

PREPARED BY Anne Bloomfield

ADDRESS 2229 Webster, S. E. 94115

DATE Jan.-Feb., 1980

SOURCES: David F. Myrick, San Francisco's Telegraph Hill (Berkeley, 1972),
7, 40-51, 63, 67-68, 84, 86-88, 106-07, 109-13, 196-97.

Jerry Flamm, Good Life in Hard Times (SF, c. 1978), 57-58.

Building Permit records for 300-304 Greenwich, especially # 114973
of 20 March 1923 and # 170468 of 24 July 1928.

"Some Recent Work by L. Mastropasqua, Italian Architect,"
Architect and Engineer, xviii/1 (Aug. 1909), 89-92.

Davis' Commercial Encyclopedia of the Pacific Southwest (Berkeley, 1911), 221.

"Julius's Castle", menu/postcard (at CHS), hand dated "1928".

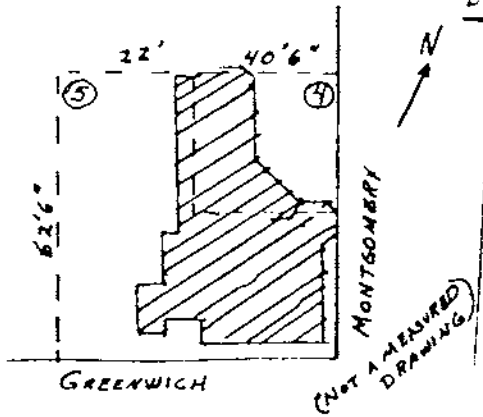
Edith Shefton and Elizabeth Field, Let's Have Fun in San Francisco
(SF, 1939), 60.

City and Telephone directories.

interviews with: Mrs. Ruth Cuneo, Robert Bertini, Mario Ciampi,
George Cruny, Mrs. Balfour Douglas, David Myrick,
Alan Palmer, Diana Parker.

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JULIUS' CASTLE
302-304 Greenwich
OWNER: Albert & Loretta
Pollack



LOCATION:
302-304 Greenwich,
northwest corner of
Montgomery, being lots
4 & 5 in Assessor's
Block 79.

STATEMENT
OF SIGNI-
FICANCE:

A unique building, Julius' Castle is a well-known visual landmark on the northeast cliff of Telegraph Hill. Italian architect Louis Mastropasqua planned it to echo Layman's wooden castle which had stood nearby 1882-1903, and to reflect the Arts and Crafts movement in which he had been active. A favorite with celebrities in entertainment, politics and business, the restaurant is a living slice from the history of the local Italian and restaurant communities.

QUALITY
RATING:

1-E7-2 on the 1976 Architectural Survey, DCP; its construction date excludes it from Here Today.

HISTORY:

Julius' Castle was built in 1923 and 1928 as a restaurant with apartment above. In 1923 restaurateur Julius Roz hired architect Louis Mastropasqua to design and supervise construction of the tower and the part of the building to its west and south, two stories with basement. In 1928 Roz, without architect, engineer or contractor, extended only the restaurant story to the north of the tower.

While Julius' Castle is not on the very top of Telegraph Hill, it is only about 150 feet away from the Coit Tower parking lot where another towered and battlemented wooden castle used to serve refreshments and views in the nineteenth century. Real estate man Frederick O. Layman built the "German" castle in 1882, enlarging it in 1884, as an attraction for business on his short-lived Telegraph Hill cable car line. The castle made the cover of Harper's Weekly on 23 May 1886, as background for one of the medieval-style sword contests on horseback staged by Duncan Ross, the castle's lessee at the time. After that novelty wore off, various operators tried the castle's observatory-and-refreshments business, but transportation was a problem and the castle stood empty, labeled "Layman's Folly." Early in 1903 it was opened again by the Emile Vincent family, only to be finally destroyed by fire in July of the same year. In his ballad of "Telygraft Hill" (composed some time before Sunset published it in May 1904), Wallace Irwin wrote:

Sure Telygraft Hill has a castle from Wales
Which was built by a local creator.
He made it av bed-slats wid hammer and nails
Like a scene in a stylish the-ay-ter.
There's rats in th' castle o' Telygraft Hill,
But it frowns wid an air of its own
For it's runnin th' bloof that owld Telygraft Hill
Is a sthrong howld of morthur and shtone.

As both Julius Roz and Louis Mastropasqua had arrived in San Francisco from Italy in 1902, just in time to appreciate this earlier castle, they must have had it in mind in their 1923 construction. Each of the castles focused on a hexagonal tower with similar battlements. Each had living quarters for the proprietor upstairs, and public rooms downstairs where the view was appreciated and food served. The unique-in-San Francisco style and the isolated hilly site have made each castle a visual focus from the flatland and waterfront northeast of Telegraph Hill. Julius' Castle differs from its predecessor in being smaller, and successful. Perhaps the castle idea was also suggested by Roz' customers at a former restaurant, Harry and Mary Lafler, who encouraged Roz to build a restaurant near them on the hill.

HISTORY
(CONT.):

His building site at the northwest corner of Greenwich and Montgomery had housed Michael Crowley's two-story, false-front grocery store at least as early as 1886, before quarrying destroyed a row of houses to its north on Montgomery. Later the John B. Mini family built their home here, on a large concrete foundation which remained after the house was destroyed by fire probably about 1918. That year the Minis sold the site to Lary Frances Smith, who resold it to Julius Roz, the sale recorded 17 Jan. 1923. Roz lost no time. Mastropasqua's Building Permit Application #114873 is dated 20 March 1923, and "Julius' Castle" appears among the restaurant listings of the April 1923 phone book, though probably it had not yet opened. It did open later that year.

This 1923 food service date places Julius' Castle among the dozen or two oldest SF restaurants operating with both their present names and locations. Older, of course, are Jack's, the Far East Cafe, John's Grill and Kaye's Oyster House on Polk. While the Poodle Dog, Sam's, Tadisch's and Fior d'Italia are all older as restaurant identities, their locations have changed; Julius' Castle's has not.

The original Mastropasqua building covered a space only about 36 feet wide by 32½ feet deep, the latter dimension being exactly the depth of this leg of Roz' L-shaped Lot 5. In November 1926 he was able to buy Lot 4 to the north, which with Lot 5 completes a 62½-foot square. On 24 July 1928 Roz himself filed Building Permit Application #170468 to "extend dining room on the north side," to the back of Lot 4. Obviously this site offers excellent views for the clientele, in addition to extending the commercial area; the original 32x36-foot space for both kitchen and customers must have limited profits severely. The 1928 application shows no architect, engineer or contractor, but only "day labor." Presumably Julius Roz designed, hired workmen, and supervised construction himself.

Original architect Louis Mastropasqua was a native of Brescia, near Milan. Born in 1870, after schooling in Brescia he attended the University at Naples and graduated in 1899 from the (Italian) Royal Polytechnic School, specializing in civil engineering and architecture. For three years he studied architecture and art in Japan and China, traveling and observing also in India, Java and Africa. On his return in 1902, he stopped over in San Francisco and, though he knew no English, stayed. The bulk of his work was in the Italian community, but he quickly picked up the language and was able to profit by the building boom that followed the 1906 fire. According to Architect and Engineer he designed San Francisco's first reinforced concrete structure to go up after the catastrophe, the Nunziato pasta factory at 415 Broadway near Montgomery. His work included many residences, and buildings for the Iaccheri funeral company at 1548 Stockton, the Domestic Laundry on South Van Ness between 16th and 17th and, by hearsay, several other restaurants. Members of his wife's family the Cuneos say he designed for them the Canessa Building at 708 Montgomery (1906) and various income residential holdings, including a castle-like one on Marboro Street in Redwood City. He was an artist as well as an architect, and leading cartoonist for the Italian paper La Vita Italiana. His nephew Robert Bertini remembers Mastropasqua had a well-equipped basement workshop where he crafted beautiful items in wood and/or iron; so he seems to have approached the multi-skilled, multi-culture-knowing ideal of the Arts and Crafts movement. In 1909 Architect and Engineer published three of his Arts-and-Crafts designs. Architect Mario Ciampi believes he did a number of garages in the 1920s, work for which his engineering education particularly suited him. As late as 1942 Mastropasqua was practising, as always, at 580 Washington.

In the early days there were hardly any other buildings near Julius' Castle, except the Laflers' "Compound," at the southwest corner of Montgomery and Greenwich, which has been replaced. Before the 1931 construction of the Montgomery Street cornice, customers driving to the restaurant had to turn their cars around on a turntable rather like those used for cable cars. The restaurant's long-time car hop Victor Merrill used to jump on a customer's running board at Grant, guide him up the hill, manipulate the turntable and drive back down to park for him. At the corner

HISTORY (CONCL.): of Union and Montgomery there used to be a hand-shaped sign pointing to the Castle.

Food in the early days had a distinctly Italian leaning, as it does today. A Prohibition-era menu--seven courses for two dollars--included the mixed hors d'oeuvre found now in so many places, red-and-white-and-green tagliarini, and banana fritters. This same menu boasted it was "one of the most beautiful spots in creation, and while eating our excellent dinners, patrons will enjoy a marvelous panorama." A 1939 city guide enthused:

Worth the price of a box seat at the Opera, for the incomparable view of the Eastbay, Treasure Island and . . . But Julius has much more than this to offer. To taste his fish sauce supreme, his tagliarini and his banana souffle is to have a glimpse of an epicure's heaven.

Later the place was known for its Smorgasbord-style lunches, but always with mostly Italian food. And the staff used to be about 90% Italian-Americans.

Julius' Castle has had links with a number of other San Francisco restaurants. Roz himself had been a waiter when he first came to town, then he managed the Dante Restaurant at 536 Broadway, later one at 671 Union, and at some time Begin's on Columbus. In the late 1920s he had a partner named William C. Olsen, who simultaneously was a partner in J.J. Olsen & Sons' restaurant at 446 Market. After Roz died in 1943, the Castle was taken over by Emile Brosio who, about five years later, founded the modest Montclair at 550 Green, where the Isle of Capri had been and the New Pisa is now. Brosio also taught at City College's hotel/restaurant school. At the Castle Brosio made a partner of busboy-turned bartender Steve Pedrusci, and then of waiter John Gambertoglio, who together carried on after Brosio left, known for their lunches. Leo Morese, the Castle's chef for 20 years, still works a little at his family's concern, the Columbus on Broadway. The partners sold Julius' Castle in the winter of 1968-69, and the present restaurant owners took over about six months later, first hiring Modesto Lanzone who had been at Vanessi's and went on to found his own Modesto's in Ghirardelli Square. The current management has roots in El Matador, Blue Fox and Los Gallos. The owner of the property has had connections with The Shadows, the Leopard, Tommy's Joynt, the Old Waldorf and others, and he is past president of the S.F. Restaurant Association.

Original owner Julius Roz was a colorful local figure. Born in Turin in northern Italy about 1868, he came to San Francisco in 1901 and worked in various restaurants, mostly in the North Beach area. He was connected with Telegraph Hill's Bohemia through his friends and customers Harry and Mary Lafler, the former an artist and newspaperman, who owned what was called "The Compound" just across the street. This was five cottages or shacks of salvaged lumber where artists lived and poet George Sterling came to visit. After he built Julius' Castle, Roz lived in the apartment upstairs, with his wife, daughter and two dogs from whom he was inseparable. Roz did everything in the restaurant: buyer, chef and maitre d'. Elmer Cavello of Lucca's told Jerry Flamm about him:

I'll never forget him driving down Union Street in North Beach in a (yellow) Chrysler Imperial convertible . . . He had a big, camel-hair polo coat on and wore a hat. He always had the convertible's top down and two beautiful collie dogs in the rumble seat, which had its own windshield and side windows to keep the wind off the dogs. . . What a magnificent sight!

A hideaway with good food, ambiance, view and decor, Julius' Castle has attracted celebrities in politics, business and journalism. After movies like Dark Victory (1947) and House on Telegraph Hill (1950) were shot in the neighborhood, the latter using some Julius' Castle footage, entertainers came to the restaurant too.

ARCHI-TECTURE: The Department of City Planning's 1976 Survey classifies Julius' Castle's style as "Miscellaneous Exotic." Its main component styles are Gothic Revival and Arts-and-Crafts.

ARCHITECTURE
(CONCL.):

Structurally the building is wood frame over concrete foundation. The tower is cantilevered and propped over the hillside. Walls are white-painted shingles in alternating broad and narrow rows. Due to the hill's shape the concrete basement contains only the compressor room, storage, wine cellar in the former garage, and a loggia leading to the restaurant above. On the main floor are both the kitchen and the 64-seat restaurant, with a total floor area for both of perhaps 1,600 square feet. The apartment is above the original Mastropasqua building, with a deck over Roz' 1928 addition.

The corner tower is the most notable element in the composition, visible on the Embarcadero most of the way from Montgomery to Union. It gives rise the the name and recalls the earlier castle nearby. The hexagonal tower with its crenelated battlements and machicolation seems to be guarding its hillside, an appearance belied by huge windows on the restaurant level and somewhat smaller ones above. It's obviously a play castle, in the spirit of the Hansel and Gretel Fairyland houses of the 1920s in Berkeley and Carmel. Other Fairyland or Gothic Revival elements are the crenelation of the upper balconies and decks, a battlemented half-tower at the north end, a pair of pointed-arch windows on the east wall south of the tower, and painted-over narrow lancet windows on the tower itself.

Viewed from the auto turnaround the Mastropasqua part of the building is largely Arts and Crafts in style. The apartment above is asymmetrically placed to hug the hill. Its gently gable-ended, overhanging eaves with extended rafters and simple struts are typical of that movement, as are the shingles and the fact that no two openings match. A round-headed recess admits to the apartment; four shouldered openings, all of different sizes, pierce the shingled wall masking the apartment stairs. The restaurant interior is lined with beautiful rosewood arranged in patchworked panels. Natural-colored wood was an Arts and Crafts specialty, and Roz is said to have purchased these panels from the 1915 Panama Pacific Exposition.

Originally Julius' Castle looked more Arts-and-Crafts than it does now. The shingles were unpainted, the restaurant windows had vertical mullions, and the balcony railings were flat cut-out ballustrades in Swiss-chalet style. A photo c. 1930 shows a huge "Julius" sign apparently on a slice of redwood burl, and the shingles are already discrenably white, indicating both color and painted name may date from the 1928 addition. Hidden by the tower, the name is visible only from the waterfront, not to the neighbors. The addition harmonizes well with Mastropasqua's castle and its north tower reinforces the theme. Some of the later and less fortunate changes relate to repairs after fires in 1930, 1945, 1955 and perhaps 1963.

ZONING AND SURROUNDING LAND USE:

The property is zoned RH-3; the restaurant is permitted as a limited Non-Conforming Use (NCU) exempt from termination date under Section 186 of the Planning Code. Height limit is 40 feet; subject building is 32 feet high. The property is surrounded on three sides by city land: Pioneer Park and the Greenwich and Montgomery right-of-ways. Apartment buildings are on the fourth side. Most notable in the surroundings is the steepness of the hill: Greenwich is steps in both directions, and Montgomery is entirely cut off. To the south the hill splits Montgomery into two levels, each bordered by apartments. There fore Julius' Castle commands a sweeping view east and north, and it is in turn notably visible from the Embarcadero.

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David F. Myrick, San Francisco's Telegraph Hill (Berkeley, 1972), 7, 40-51, 63, 67-68, 84, 86-88, 106-07, 109-13, 196-97.
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 "Julius' Castle" menu/postcard (at CHS), hand dated "1925".
 interviews with: Mrs. Ruth Cuneo, Robert Bertini, Mario Ciampi, Georg Cruny, Mrs. Balfour Douglas, David Myrick, Alan Palmer, Diana Parker.

PREPARATION: Anne Bloomfield, 2229 Webster, SF 94115, 922-1063; Jan-Feb 1980.