

FILE NO. 90-83-4ORDINANCE NO. 326-83

(Landmarks)

DESIGNATING THE SHARON BUILDING 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 The Sharon Building located at 39-63 New Montgomery Street, being Lot 35 in Assessor's Block 2707, 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 11, Part 11 of the San Francisco Municipal Code, The Sharon Building is hereby designated as a Landmark, this designation having been duly approved by Resolution No. 9560 of the City Planning Commission, which Resolution is on file with the Clerk of the Board of Supervisors under File No. 90-83-4

(b) Required Data. The description 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 full set forth.

APPROVED AS TO FORM:

George Agnost
CITY ATTORNEY

RECOMMENDED:

CITY PLANNING COMMISSION

BY Samuel P. Jones
Deputy City Attorney

BY Dean L. Macris
Director of Planning

Passed for Second Reading
Board of Supervisors, San Francisco

MAY 23 1983

Ayes: Supervisors Britt, ~~Wongisto~~, Kennedy,
~~Kopp~~, Maher, Molinari, Nelder, Renne, Silver,
Walker, Ward.

Absent: Supervisors WONGISTO KOPP

Clerk

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

MAY 31 1983

Ayes: Supervisors ~~Wongisto~~, Kennedy,
Kopp, Maher, Molinari, Nelder, Renne, ~~Silver~~,
Walker, ~~Ward~~.

Absent: Supervisors BRITT SILVER
WARD

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

Clerk

JUN 9 1983

Approved

Mayor

SAN FRANCISCO
CITY PLANNING COMMISSION
RESOLUTION NO. 9560

WHEREAS, A proposal to designate the Sharon Building at 39-63 New 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 on August 4, 1982, 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 October 21, 1982 and November 18, 1982 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, the Sharon Building at 39-63 New Montgomery 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 Lot 35 in Assessor's Block 3707;

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 #252 as adopted on August 4, 1982 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 described and depicted in the photographs, case report and other material on file in the Department of City Planning Docket No. 82.388L;

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 November 18, 1982.

Lee Woods, Jr.
Secretary

AYES: Commissioners Bierman, Karasick, Kelleher, Klein, Nakashima, Rosenblatt, Salazar.

NOES: None.

ABSENT: None.

PASSED: November 18, 1982.

BUILDING NAME: The Sharon Building

OWNER: Jules H. Bernheir, Donald E. Levy

BUILDING ADDRESS: 39-63 New Montgomery Street

BLOCK & LOT: 3707/35

ZONING: C-3-0

ORIGINAL USE: Office Building

NO. OF STORIES: 6

LPAB VOTE: 8-0

CURRENT USE: Office Building

EXTERIOR MATERIALS: Brick

STATEMENT OF SIGNIFICANCE:

(Describe special CHARACTER, or special HISTORICAL, ARCHITECTURAL or AESTHETIC interest or value:) "A handsome steel frame brick clad office building with what must be the city's broadest projecting cornice and a narrow ell that fills the New Montgomery frontage. It was one of the many buildings constructed for the estate of William Sharon in these years. Sharon was a colorful pioneer who was once William Ralston's partner in the Palace Hotel and who was later a United States Senator, from Nevada (1875-1981). In composition the building is a three part vertical block with Renaissance/Baroque ornamentation and terra cotta details at the base and capital. Both Webster Cigars and the House of Shields retain their original interiors. The building was being constructed under a general contract at a time when old methods of building were being challenged. It is a steel frame building with reinforced concrete curtain walls and is 'thoroughly fireproof'. In both its structure and the process of construction, this building was considered to be a model of its day. Appropriately, the original occupation was largely by architects and the building trades." 1

(may be continued on back)

EVALUATION CRITERIAA. ARCHITECTURE

1. Style: Renaissance/Baroque detailing, unusually narrow site
2. Construction Type: Early steel frame
3. Construction Date: 1912
4. Design Quality: (LPAB ONLY) Excellent
5. Architect: George Kelnam, (Federal Reserve Bank of San Francisco, 400 Sansone Street, 1924; Mills Bros. Coffee Plant, 2 Harrison Street, 1924-26; Main Public Library, 200 Larkin Street, 1910)
6. Interior Quality: (LPAB ONLY) Excellent; notable interior space includes Webster Cigars and the House of Shields restaurant.

B. HISTORY

(as building is significantly associated with specific)

7. Persons: The building is associated with the estate of William Sharon (1821-1885), a person of prime importance in Western History. Sharon was an Ohio-born financier designated as the Virginia City, Nevada agent of the Bank of California by William C. Ralston in 1864. Sharon accumulated a fortune in mining interests, and acquired many of Ralston's properties (among them the Palace Hotel).
8. Events: Reflects the expansion of the office district southward through the Second and New Montgomery Street cuts.
9. Patterns of History:

(cultural, social, political, military, economic or industrial) Since construction, the structure has been associated with the building trades through its tenants (architects and contractors).

C. ENVIRONMENT

(relation to surroundings, specifically in terms of:)

10. Continuity: Along with the Palace Hotel, the building is a key stylistic element of the potential New Montgomery National Register District.
11. Setting: This building is a major element of the potential New Montgomery National Register District.
12. Importance as a Visual Landmark: With its broad projecting cornice and fine proportions, the building is a familiar and conspicuous landmark in the context of the neighborhood.

D. INTEGRITY

(cite alterations and physical condition) Recently cleaned, the building appears to be in unaltered original condition.

RATINGS

DCP: 5

HERE TODAY: p. 281

SPLENDID SURV.: A, p. 105

NAT'L REGISTER: Probably eligible

NAT'L LANDMARK: No

STATE LANDMARK: No

1 Splendid Survivors, p. 105

BIBLIOGRAPHY:

(List sources on back)

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DATE: June 20, 1982

