

FILE NO. 90-87-2

ORDINANCE NO. 119-87

(Landmarks)

DESIGNATING THE CROWN ZELLERBACH COMPLEX AND SITE 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 Crown
Zellerbach Complex and Site located at 1 Bush Street and 523 Market Street,
Lots 11 and 12 in Assessor's Block 290, has a special character and special
historical, architectural and aesthetic interest and value, and that its
designation as a landmark will further the purposes of, and conform to the
standards set forth in Article 10 of the City Planning Code.

(a) Designation. Pursuant to Section 1004 of the City Planning Code,
Chapter 11, Part 11 of the San Francisco Municipal Code, the Crown Zellerbach
Complex and Site is hereby designated as a Landmark, this designation having
been duly approved by Resolution No. 10931 of the City Planning Commission,
which Resolution is on file with the Clerk of the Board of Supervisors under
File No. 90-87-2

(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 incorporated in this designating
ordinance as though fully set forth.

APPROVED AS TO FORM:

LOUISE H. RENNE

CITY ATTORNEY

RECOMMENDED:

CITY PLANNING COMMISSION

By Dean L. Macris
Deputy City Attorney

By Dean L. Macris
Dean L. Macris
Director of Planning

Board of Supervisors, San Francisco

Passed for Second Reading

March 30, 1987

Ayes: Supervisors Britt Gonzalez
Hongisto Hsieh Kennedy Maher
Molinari Nelder Silver Walker

Absent: Supervisors Ward

§ Finally Passed

§ April 6, 1987

§ Ayes: Supervisors Hsieh Maher
Molinari Nelder Silver Walker
Ward

§ Absent: Supervisors Britt Gonzalez
Hongisto Kennedy

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

File No.
90-87-2

APR 17 1987
Date Approved

Clerk

Mayor

SAN FRANCISCO
CITY PLANNING COMMISSION
RESOLUTION NO. 8980

WHEREAS, A proposal to designate the Crown Zellerbach Building at One Bush Street as a landmark pursuant to the provisions of Article 10 of the City Planning Code was initiated by the City Planning Commission on March 19, 1981; and

WHEREAS, The Landmarks Preservation Advisory Board, after due consideration, recommended against landmark designation for the subject property at their meeting of April 15, 1981 based on the age of the structure and the fact that the building is not threatened; and

WHEREAS, The Landmarks Board did suggest a Structure of Merit listing for the building based on its architectural excellence and trendsetting importance in urban design; and

WHEREAS, On the basis of the case report titled The Crown Zellerbach Building which describes the architectural, historic, urban design and aesthetic importance of the structure, the Commission finds the Crown Zellerbach Building worthy of landmark designation:

THEREFORE BE IT RESOLVED, First, the proposal to designate the aforementioned structure, the Crown Zellerbach Building, One Bush 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 are Lots 11 and 12 in Assessor's Block 290;

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 case report titled The Crown Zellerbach Building, approved by the City Planning Commission on June 4, 1981;

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 No. LM81.13;

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 June 4, 1981.

Lee Woods, Jr.
Secretary

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

NOES: None

ABSENT: None

PASSED: June 4, 1981

JUNE 4, 1981

BUILDING NAME: Crown Zellerbach Bldg. OWNER: New York Life Insurance Company

BUILDING ADDRESS: 1 Bush Street

BLOCK & LOT: 290/
11 & 12

ZONING: C-3-0

ORIGINAL USE: Office tower

NO. OF STORIES: 20

LPAB VOTE:

CURRENT USE: Office tower

EXTERIOR MATERIALS: Aluminum, glass,
concreteSTATEMENT OF SIGNIFICANCE:

(Describe special CHARACTER, or special HISTORICAL, ARCHITECTURAL or AESTHETIC interest or value:) In 1959, the Crown Zellerbach Building was the first of San Francisco's post W.W.II office buildings to be built in a plaza surrounded by open space. As such, it was a major departure from the previous standard of lot line development.

This form of design represents the widely held 20th century view of cities as mechanical systems subject to comprehensive rational planning. Dating back to Le Corbusier's Voisin Plan of 1925 which proposed the demolition of a vast section of Paris to be replaced by towers and parkland, this concept is dramatically expressed in the redevelopment projects in most major American cities in the 1960's and 70's (Western Addition clearance, Yerba Buena, Embarcadero, and Golden Gateway Centers in San Francisco). Where this vast scale was not feasible or not attempted, "the tower in the park" approach became a standard model for architects and planners. (over)

(may be continued on back)

EVALUATION CRITERIAA. ARCHITECTURE

1. Style: International Corporate
2. Construction Type: steel frame curtain wall
3. Construction Date: 1959
4. Design Quality: (LPAB ONLY)
5. Architect: Tower: Skidmore Owings and Merrill/Hertzka and Knowles, 1959; (over)
6. Interior Quality: (LPAB ONLY)

B. HISTORY

(as building is significantly associated with specific)

7. Parsons: The Zellerbachs are a prominent San Francisco family founded by Anthony Zellerbach (1832-1911) who came to California during the Gold Rush. He moved to San Francisco in 1868 where he became wealthy in the paper business.
8. ~~TEXT~~ It is said that James D. Zellerbach, president of the family firm, wished to build a structure to reflect his gratitude to a city that had done so well by his family.
9. Patterns of History:
(cultural, social, political, military, economic or industrial) The structure reflects San Francisco's post W.W.II growth as a major point in national and international corporate economics.

C. ENVIRONMENT

(relation to surroundings, specifically in terms of:)

10. Continuity: Set in its plaza, the structure was a radical departure from traditional lot line development. The office tower in a plaza became the (over)
11. Setting: The tower, banking hall and plaza interact as a cohesive unit.

12. Importance as a Visual Landmark: A familiar structure in the context of downtown.

D. INTEGRITY

(cite alterations and physical condition)
Unaltered.

RATINGS

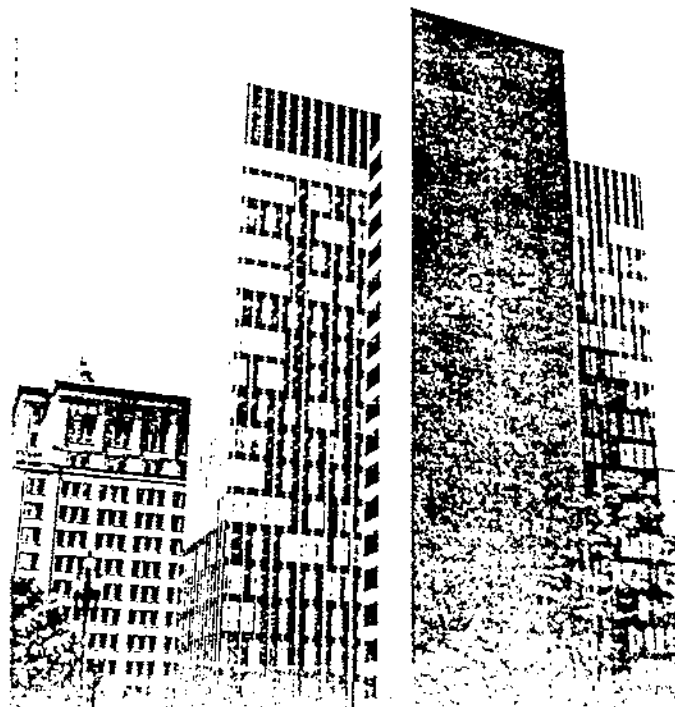
DCP: 3
HERE TODAY: N.A.
SPLENDID SURV.: pp 43, 72, 236, 239
NAT'L REGISTR: -
NAT'L LANDMARK: -
STATE LANDMARK: -

BIBLIOGRAPHY:

(list sources on back)

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DATE: 3/27/81

Revised 5/29/81



Statement of Significance, continued

The widespread acceptance and application of this viewpoint is evident in San Francisco's City Planning Code which, until recently, included provisions for bonuses in the allowable size of downtown buildings if the project included public amenities. Creation of widened sidewalks and/or plazas were among the list of possible amenities.

Construction of the Crown Zellerbach Building began the transformation of downtown San Francisco from the low rise character of the first half of the 20th century (a product of cautious post 1906 earthquake reconstruction, Depression era economic limitations and W.W.II) to the much more dense, higher skyline of today.

5. Architect, continued

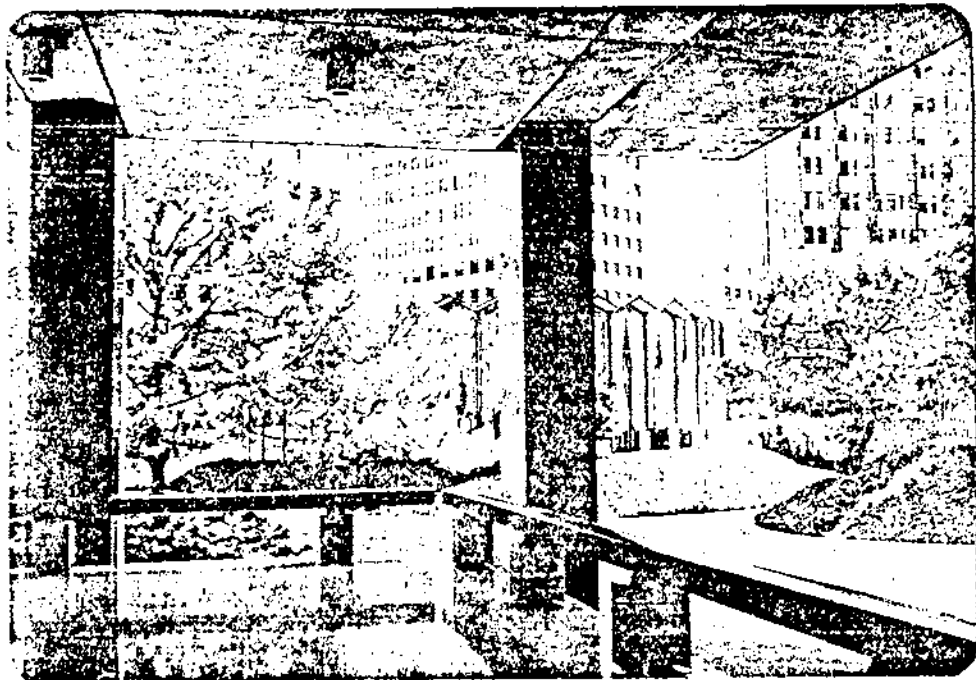
Plaza: Skidmore, Owings and Merrill/Lawrence Halprin and Associates, 1959.
Fountain: David Toluton, 1967.

10. Continuity, continued

avored design for high rise construction through the 1960's and 1970's. In recent years the concept has been criticized for disrupting the continuity of street facades, blocking sunlight, aggravating wind conditions, and failing to relate to the character of the urban environment.

Bibliography

Corbett, Michael R., Splendid Survivors, California Living Books, S.F. 1979.
S.F. Examiner, March 10, 1981.



SAN FRANCISCO
CITY PLANNING COMMISSION
RESOLUTION NO.10931

WHEREAS, A proposal to designate the Crown Zellerbach complex and site as a Landmark pursuant to the provisions of Article 10 of the City Planning Code was initiated by the Landmarks Preservation Advisory Board on November 19, 1986, 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 February 19, 1987 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 Crown Zellerbach complex and site, 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 11 and 12 in Assessor's Block 290;

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 388 as adopted on November 19, 1986 and 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. 86.697L;

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 on February 19, 1987.

Lori Yamauchi
Secretary

AYES: Commissioners Allen, Bierman, Hemphill, Karasick and Nakashima

NOES: None

ABSENT: Commissioners Rosenblatt and Wright

ADOPTED: February 19, 1987

BUILDING NAME: Crown Zellerbach Bldg. OWNER: New York Life Insurance Company
BUILDING ADDRESS: 1 Bush Street, and 523 Market Street BLOCK & LOT: 290/11&12 ZONING: C-3-0
ORIGINAL USE: Office Building, Banking NO. OF STORIES: 20/2 LPAB VOTE: 8-0
Pavilion and Plaza
CURRENT USE: Office Building, EXTERIOR MATERIALS: Aluminum, glass,
Retail Pavilion and Plaza concrete, tile

STATEMENT OF SIGNIFICANCE:

The Crown Zellerbach Complex is significant by its association with a prominent San Francisco family and corporation; as the work of a noted architectural firm which has shaped design trends in this century; and as an aesthetically attractive open space resource.

Anthony Zellerbach (1832-1911) came to California during the Gold Rush, and to San Francisco in 1868. In 1870 he established a small stationery business, not far from the site of the current Crown Zellerbach building. The business grew into a forest paper products enterprise now deeply rooted in the economic life of the United States and Canada. His grand-son James David ("J.D." 1892-1963) worked in the family business at all levels, and ultimately became Chairman of the Board. A socially prominent and civic-minded San Franciscan, his concerns for the revitalization of the city found expression in the Blyth-Zellerbach Committee of 1955 which funded site plans (by SOM) for San Francisco's first redevelopment project: the Golden Gateway.

The San Francisco office of Skidmore, Owings and Merrill (which opened in 1946) and Hertzka and Knowles were selected by Zellerbach to design a new headquarters for Crown Zellerbach. San Francisco had witnessed the construction of only one, the Equitable, highrise since 1930. Crown Zellerbach with its radical, elegant design and environmental departure from San Francisco's past marked the beginning of the largest revitalization of San Francisco since the earthquake of 1906. The resulting skyline is, today, largely dominated by various SOM buildings.

Noted architectural critics Sally and John Woodbridge describe the complex as "The first of the city's glass curtain-walled towers in the first and best of the tower-plaza settings. (The) Expensive walls of the tower, where the air-conditioning console is set-in to permit the glass to extend unbroken from the floor to above the ceiling, will never be done again. The same goes for the elegant but extravagant placement of the stairs in their own mosaic-clad tower, outside the office block. The playful form of the round bank is an integral part of the plaza composition".

EVALUATION CRITERIA

A. ARCHITECTURE

1. Style: International Style influenced. The term is derivative of the work of a group of innovative architects working mainly in Europe during the early 1920's.
2. Construction Type: Tower: Steel framed, curtain wall
Pavilion: Compression ring roof structure steel,
concrete, glass
Plaza: Hand crafted, sculptural
3. Construction Date: 1959
4. Design Quality: Excellent. Its Composition, detailing, and (in this case) lack of ornamentation, combine with its originality and superb craftsmanship to produce a remarkable complex.
5. Architects: Tower: Hertzka & Knowles and Skidmore, Owings & Merrill
Pavilion: Skidmore, Owings & Merrill
Plaza: Skidmore, Owings & Merrill
Partner-in-charge of Design: Edward C. Bassett
6. Interior Quality: Excellent. Crown Zellerbach's interior arrangement, finish, craftsmanship and detail are particularly attractive and innovative. Unfortunately the large Mark Adams mural in the 2nd floor dining room has been removed, or covered over, but the highly innovative "Rose" ceiling of the Pavilion remains intact.

Continued

B. HISTORY

7. Persons: The Crown Zellerbach complex is intimately associated with the Zellerbach family and the architectural firm Skidmore, Owings and Merrill, both of whom have made significant contributions to the community, state and nation.

J.D. Zellerbach was Chairman of the Board of the Crown Zellerbach Corporation, and served on other corporate Boards. As a Director of the American Trust (later Wells Fargo) Board, he caused construction of the banking pavilion for American Trust within the Crown Zellerbach complex. From 1948-1950, he was chief of the Mission to Italy for the Economic Cooperation Administration (Marshall Plan). He was an alternate U.S. delegate to the 8th General Assembly of the United Nations of 1953. From 1957-60 he was U.S. Ambassador to Italy.

Locally, he was Chairman of the Committee for Economic Development (1955), a director of SPUR, and head of the Blyth-Zellerbach Committee. He was also very active in cultural circles, as was his brother Harold. They established the Zellerbach Family Fund, source of donations toward Zellerbach Hall at U/C Berkeley and the Zellerbach Rehearsal Hall at Civic Center.

"Skidmore, Owings & Merrill (was) the architectural firm that, more than any other, was to influence American skyscraper design" in the '50s and '60s.² "Since its opening, the San Francisco office of (SOM) has pursued in many of its works, formally diverse compositional solutions..... In these, the latent regionalism of the American West Coast is given reflection."³ In fact, the entire Plaza/Pavilion complex has a distinct Japanese character that is missing from SOM's east coast work. The distinguished Japanese sculptor Isamu Noguchi designed an early study for the Zellerbach Plaza, but it was not used. The existing Plaza with its "Japanese" character was designed entirely by Bassett. Other San Francisco works by SOM include Bank of America Headquarters, the Bechtel Headquarters, the Crocker Headquarters and the Federal Reserve Bank.

8. Events: -

9. Patterns of History: Both the building and the corporate history of Crown are associated with and effectively illustrate broad patterns of cultural, social, economic and industrial history and the urban development of the City. Little changed in Depression and World War II era San Francisco. "But the change, when it did come, transformed the skyline completely. The next wave of large-scale construction adopted the internationally favored glass box. The first example of this new mode was the well-regarded Crown Zellerbach building. Constructed for a proud San Francisco-based paper company whose owners have long had an interest in fine architecture, the building introduced the notion of the tower in open space, first proposed by Le Corbusier in the late teens, to San Francisco."⁴

C. ENVIRONMENT

10. Continuity: With an entire city block used as a plaza for only two buildings, this project was a radical departure from traditional urban lot-line development.

While the complex may not contribute to the "continuity" of the street, it definitely meets the alternate criteria in its contribution to the "character" of the street and provides much-appreciated open space and light for the many surrounding buildings which are lucky enough to look down upon this sculptural plaza. It is of particular importance in establishing the character of the area.

11. Setting: Though now shadowed by many taller high-rises on the south side of Market Street, Crown Zellerbach Plaza remains a valued open space resource in the increasingly dense downtown area. The gore corner location adds to the prominence of the complex.

Continued

12. Significance as a Visual Landmark: In spite of its relatively small scale (or perhaps because of it), coupled with its quality design and generous open space, Crown Zellerbach is a conspicuous and familiar complex recognized as a corporate symbol for the Bay Area region.

D. INTEGRITY

13. The complex appears to be unaltered from its original design.

NOTES:

1. Woodbridge, Sally B. and John M., ARCHITECTURE, SAN FRANCISCO, THE GUIDE, p. 78.
2. Goldberger, Paul, THE SKYSCRAPER, p. 106.
3. Lampugnani, V.M., ENCYCLOPEDIA OF 20TH CENTURY ARCHITECTURE, p. 306.
4. Delehanty, Randolph, SAN FRANCISCO, WALKS AND TOURS IN THE GOLDEN GATE, p. 90.

RATINGS

DCP: 3
HERE TODAY: N.A.
SPENDID SURV.: Not rated due to age.
NAT'L REGISTER: -
NAT'L LANDMARK: -
STATE LANDMARK: -

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DATE: December 22, 1986.
Edited by Staff

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by Jess Pelling.
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Oral interviews (and appreciation to):

Edward C. Bassett, Michael Corbett, Jeremy Kotas, Mrs. G. Bland Platt and Allan Tempko.

JHM/ch1/226

