[Street Name Change to Timothy Pflueger Place]

Resolution changing the name of Chelsea Place in the downtown district to “Timothy Pflueger Place,” in recognition of Timothy Pflueger’s many contributions to the City of San Francisco.

WHEREAS, Timothy Pflueger was born in 1892 in San Francisco and grew up in the Mission District, where he lived most of his life at 1015 Guerrero Street; and

WHEREAS, In addition to being a partner in the architectural firm, Miller & Pflueger in San Francisco, which designed many major landmark buildings, Pflueger was also a major contributor to the culture of the city where he lived until his sudden death in 1946; and,

WHEREAS, Pflueger became an architectural draftsman in San Francisco, working as a young teenager, beginning his career during the rebuilding of the city amid the rubble of the Great Earthquake and Fire of 1906, joined the San Francisco Architectural Club, where, in addition to his early work at the downtown firm Miller & Colmesnil, he continued to learn the architectural trade, was taught in the Beaux Arts style, and designed his first building, a country church, known as Our Lady of the Wayside in Portola Valley, completed in 1912, and now a California Registered Historical Landmark; and

WHEREAS, Pflueger continued to show talent as a young architect and subsequently designed the Castro Theatre in 1922 and the Alhambra Theatre in 1926 for the Nasser Brothers, both designated San Francisco Landmarks, and after becoming a partner with James R. Miller, his mentor, and through a contract with Pacific Telephone & Co. with Miller & Pflueger and architect Alexander Aimwell Cantin, designed the city’s first real high-rise skyscraper, the Telephone Building, completed in 1925, followed by 450 Sutter in 1929, two iconic and influential skyscrapers in the Moderne or Ziggurat style of the Jazz Age, now referred to as Art Deco; and,
WHEREAS, Pflueger also designed the Paramount Theatre in Oakland, now a National Historic Landmark, two San Francisco Stock Exchanges, several public schools, theatres in the city and beyond, several cocktail lounges after the end of Prohibition, including the famous "Top of the Mark" in the Mark Hopkins Hotel and the Cirque Room in the Fairmont Hotel, the Union Square Garage, the I. Magnin flagship store in Union Square and many homes in San Francisco and on the Peninsula; and

WHEREAS, Throughout his lifetime, Pflueger loved to work with artists and integrated their work into his architecture, especially local ones including Ralph Stackpole, Robert Boardman Howard, Esther Bruton, Sargent Johnson, and the famous Mexican muralist Diego Rivera, who Pflueger brought to San Francisco in 1930 and again in 1940 on commission to paint murals in conjunction with his work, murals that still adorn walls in private and public spaces in San Francisco.

WHEREAS, The San Francisco Art Association and a founding director of the San Francisco Museum of Art, now known as the San Francisco Museum of Modern Art, where Pflueger was an influential director who made many major contributions to the architectural and cultural fabric of the City of San Francisco in his 40-year career as a San Francisco architect, and to the lives of his clients, builders, engineers, artists and artisans who enjoyed working with him and others in his office in San Francisco, where he was loved by family and friends and where many of his contributions are extant and still admired by San Franciscans and visitors today; now, therefore, be it

RESOLVED, That, consistent with San Francisco Public Works Code Section 701, the Board of Supervisors hereby changes the name of Chelsea Place, directly behind the skyscraper 450 Sutter, to "Timothy Pflueger Place," in recognition of his valued contributions to the City of San Francisco.
FURTHER RESOLVED, That the Board of Supervisors requests the Director of the Department of Parking and Traffic to erect street signs indicating both the new and the former names of the street, with the new name "Timothy Pflueger Place" in large letters, and the old name "Chelsea Place" in smaller letters above or beneath the new name; and be it

FURTHER RESOLVED, That both of the street names shall remain posted on street signs for five years, and then the street signs shall be replaced with signs indicating only the new street name, "Timothy Pflueger Place."
Resolution

Resolution changing the name of Chelsea Place in the downtown district to "Timothy Pflueger Place," in recognition of Timothy Pflueger's many contributions to the City of San Francisco.

December 16, 2008  Board of Supervisors — ADOPTED
Ayes: 11 - Alioto-Pier, Campos, Chu, Daly, Dufty, Elsbernd, Maxwell, McGoldrick, Mirkarimi, Peskin, Sandoval

File No. 081401

I hereby certify that the foregoing Resolution was ADOPTED on December 16, 2008 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Date Approved

12/19/2008

Mayor Gavin Newsom