

1 [Street Name Change to Timothy Pflueger Place]

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

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

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

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

18 WHEREAS, Pflueger continued to show talent as a young architect and subsequently
19 designed the Castro Theatre in 1922 and the Alhambra Theatre in 1926 for the Nasser
20 Brothers, both designated San Francisco Landmarks, and after becoming a partner with
21 James R. Miller, his mentor, and through a contract with Pacific Telephone & Co. with Miller &
22 Pflueger and architect Alexander Aimwell Cantin, designed the city’s first real high-rise
23 skyscraper, the Telephone Building, completed in 1925, followed by 450 Sutter in 1929, two
24 iconic and influential skyscrapers in the Moderne or Ziggurat style of the Jazz Age, now
25 referred to as Art Deco; and,

1 WHEREAS, Pflueger also designed the Paramount Theatre in Oakland, now a
2 National Historic Landmark, two San Francisco Stock Exchanges, several public schools,
3 theatres in the city and beyond, several cocktail lounges after the end of Prohibition, including
4 the famous “Top of the Mark” in the Mark Hopkins Hotel and the Cirque Room in the Fairmont
5 Hotel, the Union Square Garage, the I. Magnin flagship store in Union Square and many
6 homes in San Francisco and on the Peninsula; and

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

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

21 RESOLVED, That, consistent with San Francisco Public Works Code Section 701, the
22 Board of Supervisors hereby changes the name of Chelsea Place, directly behind the
23 skyscraper 450 Sutter, to “Timothy Pflueger Place,” in recognition of his valued contributions
24 to the City of San Francisco.

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1 FURTHER RESOLVED, That the Board of Supervisors requests the Director of the
2 Department of Parking and Traffic to erect street signs indicating both the new and the former
3 names of the street, with the new name "Timothy Pflueger Place" in large letters, and the old
4 name "Chelsea Place" in smaller letters above or beneath the new name; and be it

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

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