

1 [Planning Code - Landmark Designation - 2178-2174 Market Street (aka Swedish American
2 Hall Building)]

3 **Ordinance designating 2178-2174 Market Street (aka Swedish American Hall Building),**
4 **Assessor's Block No. 3542, Lot No. 017, as a Landmark under Planning Code, Article**
5 **10; and making environmental findings, and findings of consistency with the General**
6 **Plan, and the eight priority policies of Planning Code, Section 101.1.**

7 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
8 **Additions to Codes** are in *single-underline italics Times New Roman font*.
9 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.
10 **Board amendment additions** are in double-underlined Arial font.
11 **Board amendment deletions** are in ~~strikethrough Arial font~~.
12 **Asterisks (* * * *)** indicate the omission of unchanged Code
13 subsections or parts of tables.

14 Be it ordained by the People of the City and County of San Francisco:

15 Section 1. Findings.

16 (A) Pursuant to Section 4.135 of the Charter of the City and County of San
17 Francisco, the Historic Preservation Commission has authority "to recommend approval,
18 disapproval, or modification of landmark designations and historic district designations under
19 the Planning Code to the Board of Supervisors."

20 (B) On June 15, 2011, with the support of the Planning Department, the Historic
21 Preservation Commission added 2178-2174 Market Street (aka Swedish American Hall
22 Building, Lot 017 in Assessor's Block 3542, to the Landmark Designation Work Program.

23 (C) Department Staff, Jonathan Lammers, who meets the Secretary of Interior's
24 Professional Qualification Standards, prepared the Landmark Designation Report for 2178-
25 2174 Market Street (aka Swedish American Hall Building) dated November 19, 2014. This
Landmark Designation Report was reviewed by the property owner for accuracy and
conformance with the purposes and standards of Article 10.

1 (D) The Historic Preservation Commission, at its regular meeting of November 19,
2 2014, reviewed Department staff's analysis of 2178-2174 Market Street historical significance
3 per Article 10 as part of the Landmark Designation Case Report dated November 19,2014.

4 (E) On _____, the Historic Preservation Commission passed Resolution
5 No. _____, initiating designation of 2178-2174 Market Street (aka Swedish American Hall
6 Building), Lot 017 in Assessor's Block 3542, as a San Francisco Landmark pursuant to
7 Section 1004.1 of the San Francisco Planning Code. Such motion is on file with the Clerk of
8 the Board in File _____ and incorporated herein by reference.

9 (F) On _____, after holding a public hearing on the proposed designation
10 and having considered the specialized analyses prepared by Planning Department staff and
11 the Landmark Designation Case Report, the Historic Preservation Commission recommended
12 approval of the proposed landmark designation 2178-2174 Market Street (aka Swedish
13 American Hall Building), Lot 017 in Assessor's Block 3542, in Resolution No. _____. Such
14 resolution is on file with the Clerk of the Board in File No. _____.

15 (G) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the
16 proposed landmark designation of 2178-2174 Market Street (aka Swedish American Hall
17 Building), Lot 017 in Assessor's Block 3542, will serve the public necessity, convenience and
18 welfare.

19 (H) The Board finds that the proposed landmark designation of 2178-2174 Market
20 Street (aka Swedish American Hall Building), Lot 017 in Assessor's Block 3542, is consistent
21 with the San Francisco General Plan and with Planning Code Section 101.1(b) for the reasons
22 set forth in Resolution No. _____, recommending approval of the proposed designation, which
23 is incorporated herein by reference.

24 (I) The Planning Department has determined that the actions contemplated in this
25 Ordinance are in compliance with the California Environmental Quality Act (California Public

1 Resources Code section 21000 et seq., "CEQA"). Specifically, the Planning Department has
2 determined the proposed Planning Code amendment is subject to a Categorical Exemption
3 from CEQA pursuant to Section 15308 of the Guidelines for Implementation of the statute for
4 actions by regulatory agencies for protection of the environment (specifically in this case,
5 landmark designation). Said determination is on file with the Clerk of the Board of
6 Supervisors in File No. _____ and is incorporated herein by reference.

7 (J) The Board of Supervisors hereby finds that 2178-2174 Market Street (aka
8 Swedish American Hall), Lot 017 in Assessor's Block 3542, has a special character and
9 special historical, architectural, and aesthetic interest and value, and that its designation as a
10 Landmark will further the purposes of and conform to the standards set forth in Article 10 of
11 the San Francisco Planning Code.

12 Section 2: Designation. Pursuant to Section 1004 of the Planning Code, 2178-2174
13 Market Street (aka Swedish American Hall Building), Lot 017 in Assessor's Block 3542, is
14 hereby designated as a San Francisco Landmark under Article 10 of the Planning Code.

15 Section 3. Required Data.

16 (A) The description, location, and boundary of the Landmark site consists of the City
17 parcel located at Lot 017 in Assessor's Block 3542, on the north side of Market Street,
18 between Church and Sanchez Streets, in San Francisco's Upper Market neighborhood.

19 (B) The characteristics of the Landmark that justify its designation are described and
20 shown in the Landmark Designation Case Report and other supporting materials contained in
21 Planning Department Case Docket No. _____. In brief, 2178-2174 Market Street (aka
22 Swedish American Hall Building), Lot 017 in Assessor's Block 3542 is eligible for local
23 designation under National Register of Historic Places Criteria A (association with events that
24 have made a significant contribution to the broad patterns of our history), and C (association
25 with design and construction that embodies distinctive characteristics of a type, period, or

1 method of construction). As to Criterion A, the Swedish American Hall Building has significant
2 and longstanding associations with San Francisco’s Swedish and Scandinavian communities.
3 Specifically, the Swedish American Hall Building is the most significant extant building
4 associated with San Francisco’s Swedish community, serving as a physical manifestation of
5 collective history, culture and identity. The building likewise has deep and significant
6 associations with the San Francisco’s Scandinavian community as a whole, serving for
7 decades as a central meeting place for a variety of Scandinavian social and fraternal groups.

8 Since its construction the building has served as the home of the Swedish Society of
9 San Francisco, founded in 1875, while also providing a meeting place for many Swedish and
10 Scandinavian fraternal and social organizations. At the time the building was constructed, it
11 represented the aspirations of pioneering Swedes who began arriving in San Francisco during
12 the Gold Rush, and who continued to come to the city during successive waves of Swedish
13 immigration during the late 19th century.

14 The building is also emblematic of the development of a larger Scandinavian enclave in
15 the Mission Dolores, Duboce Triangle and Upper Market area at the turn of the 20th century.
16 For decades the Swedish American Hall Building served as home for businesses serving the
17 Swedish community, including the Cafe Du Nord—opened in 1908—which today counts
18 among San Francisco’s oldest saloons and restaurants operating continuously from the same
19 location.

20 As to Criterion C, the Swedish American Hall Building is also significant as an
21 embodiment of the distinctive characteristics of a type, period, and method of construction, as
22 well as for being an architecturally significant work of master architect, August Nordin. The
23 building’s architectural finishes are unusually fine and demonstrate a superior level of
24 craftsmanship. The building’s exterior employs a rich palate of materials and ornament which
25 conveys an unusually strong street presence commensurate with its use as a public meeting

1 hall. The interior features a number of lodge rooms that also feature superior detailing and are
2 individualized such that each has its own distinctive identity, while remaining harmonious
3 within the overall composition. The building’s largest public assembly space, Freja Hall,
4 features highly ornamental finishes and soaring truss work that rank it among the finest
5 expressions of the Arts & Crafts style in California.

6 (C) The particular features that shall be preserved, or replaced in-kind as
7 determined necessary, are those generally shown in photographs and described in the
8 Landmark Designation Case Report, which can be found in Planning Department Docket No.
9 No. _____, and which are incorporated in this designation by reference as though fully set
10 forth. Specifically, the following exterior features shall be preserved or replaced in kind:

- 11 i. In general, all exterior elevations, architectural ornament and rooflines;
- 12 ii. Primary (south) façade:
 - 13 a. Three story plus mezzanine and basement height and massing;
 - 14 b. Cladding, including polychrome brick with clinker brick accents in a
15 Flemish bond at the first story, and wood shingles and stucco cladding on the upper stories;
 - 16 c. Primary entry including a shallow brick arch flanked by large wooden
17 brackets and crowned with truss work supporting a gable hood featuring notched rafter tails
18 and scalloped barge boards. This also includes the wooden dimensional letters at the base of
19 the truss reading “Swedish American Hall,” as well as the colored terrazzo threshold paving;
 - 20 d. Pink cornerstone at left of the entry stating “Erected by the Swedish
21 Society 1907;”
 - 22 e. Fenestration, including double-height, double-hung wood windows with
23 leaded sixteen-over-sixteen light sashes and transoms in the central bay window; the small
24 beveled bay window with double-hung, twelve-over-twelve light wood-sash windows located
25 above the gable hood for the primary entry; the Tudor-arch window at the east end of the

1 second story featuring twin, double-height, double-hung wood sixteen-over-sixteen leaded
2 glass lights with a molded drip surround; the double-hung, sixteen-over-sixteen leaded glass
3 wood windows at the center of the third story; and the double-hung, leaded diamond-light
4 wood dormer windows at the third story;

5 f. All wooden trim and ornament, including window surrounds, bargeboards
6 with decorative scrollwork, brackets, nailhead trim blocks, exposed rafters, gable finials, and
7 decorative half timbering;

8 g. Recessed vestibule entry for the Cafe Du Nord which features a colored
9 terrazzo threshold featuring a yellow field with green terrazzo letters reading "Cafe Du Nord;"

10 h. Neon sign above the entry to Cafe Du Nord reading "Cafe Du Nord" and
11 featuring a swooped arrow pointing to the entry;

12 i. Storefront configurations comprised of bulkheads, display windows and
13 transoms flanking a central entry to the Cafe Du Nord;

14 j. Flagpoles topped by globes at the east and west ends of the roofline;

15 k. Rain gutter downspouts at the east and west ends of the façade; and.

16 l. Twin gables crowning the central bay

17 iii. West façade:

18 a. Rustic channel wood cladding; and

19 b. The light well.

20 iv. North (Rear) Façade:

21 a. Rustic channel wood cladding;

22 b. Tabbed parapet; and

23 c. Fenestration pattern including deeply recessed bands of windows on the
24 upper façade.

25 The character-defining interior features of the building are identified as

- 1 i. In general, all board and batten wainscot with leather paper cladding and
2 nailhead trim blocks, art glass/leaded glass/textured glass windows, paneled wood doors.
- 3 ii. Main Staircase:
- 4 a. Pierced wood railing with teardrop and floral motif; unpainted hand rails
5 and newel posts;
- 6 b. Board and batten wainscot with leather paper cladding;
- 7 c. Leaded glass windows at stair landings between the second floor and
8 mezzanine, and between the mezzanine and third floor; and
- 9 d. Skylight and light fixtures at third floor landing.
- 10 iii. Odin Lodge Room:
- 11 a. Stained wood boxed beam ceiling with decorative wood brackets and
12 crown molding;
- 13 b. Stained wood board and batten wainscot with nailhead trim blocks;
- 14 c. Double-hung wood windows with textured glass glazing; and
- 15 d. Wood flooring.
- 16 iv. Freja Hall:
- 17 a. Stained wood ceiling trusses with knotted X-braces supported by stained
18 wood piers with decorative brackets;
- 19 b. Stained wood fretwork and molding along upper walls;
- 20 c. Board and batten wainscot with nailhead trim blocks throughout;
- 21 d. Raised wooden stage with proscenium featuring stained wood columns,
22 oversized brackets and nailhead trim blocks;
- 23 e. Balcony supported by metal rods and featuring stained wood beadboard
24 along the interior of the railing and fretwork with a red background around the exterior
25 perimeter of the railing;

- 1 f. Staircase to balcony level featuring stained wood fretwork with a red
2 background;
- 3 g. Glazed skylights;
- 4 h. Painted board ceiling with exposed rafters;
- 5 i. Cast iron ornamental radiators; and
- 6 j. Wood flooring.
- 7 v. Balder Lodge Room:
- 8 a. Wooden ceiling trusses with X braces and decorative brackets;
- 9 b. Board and batten wainscot with leather paper cladding;
- 10 c. (East Wall) stained wood engaged columns with decorative capitals and
11 scrolled brackets beneath the mantle;
- 12 d. (West Wall) wood mantle with scrolled brackets;
- 13 e. Ornamental cast iron radiators; and
- 14 f. Ante room with triangular window seat/nook and board and batten
15 wainscot with leather paper cladding.
- 16 vi. Valhalla Banquet Room:
- 17 a. Board and batten wainscot featuring wide, horizontal boards separated by
18 beadwork trim and nailhead trim blocks;
- 19 b. Boxed beam ceiling (stained wood) with painted beadboard;
- 20 c. Flat board molding along upper wall;
- 21 d. (East Wall) ribbon of six windows featuring textured amber glass glazing
22 crowned with a stained glass transom featuring a shield motif; and
- 23 e. Decorative vents beneath the ribbon of windows and decorative cast iron
24 radiator.
- 25 vii. Verdandi Club Room:

- 1 a. Wood flooring;
- 2 b. Stained wood boxed beam ceiling with decorative wood brackets;
- 3 c. Stained wood trim throughout;
- 4 d. Inglenook with brick fireplace, chimney and wood mantle, flanked by
- 5 stained wood bookcases with multi-light glass doors and wood trim with a pierced heart detail.
- 6 Also includes stained wood pediment above inglenook;
- 7 e. Leaded green “bullseye” windows flanking fireplace chimney;
- 8 f. Closets with paneled wood doors with leaded bullseye glazing flanking
- 9 the inglenook;
- 10 g. Leaded bullseye glazed windows with stained wood surrounds along
- 11 north wall of room; and
- 12 h. Built-in stained wood bookcases with glass doors and paneled wood
- 13 cabinets below along west wall of room.
- 14 viii. Svea Lodge Room:
- 15 a. Wood flooring presumed extant under carpet;
- 16 b. Stained wood boxed beam ceiling with decorative wood brackets;
- 17 c. Stained wood trim throughout;
- 18 d. (East end of room) wood platform backed by engaged wood columns with
- 19 decorative capitals and a mantle with scrolled brackets;
- 20 e. Wood steps at northwest corner of the room;
- 21 f. Stained wood built-in shelving along south wall of room beneath windows;
- 22 and
- 23 g. Cast iron ornamental radiators.
- 24 ix. Cafe Du Nord:
- 25 a. Painted wood boxed beam ceiling;

1 b. Square columns with paneled wood bases and bracketed crowns running
2 north-south through the room;

3 c. Stained wood paneled wainscot; and

4 d. Back bar featuring stained wood square columns with a triangle motif
5 capped by an entablature with floral, echinus and astragal and leaf moldings. This also
6 includes the decorative brackets above the back bar.

7 Section 4. The property shall be subject to further controls and procedures pursuant to
8 the San Francisco Planning Code and Article 10.

9 Section 5. Effective Date. This ordinance shall become effective 30 days after
10 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
11 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
12 of Supervisors overrides the Mayor’s veto of the ordinance.

13
14 APPROVED AS TO FORM:
15 DENNIS J. HERRERA, City Attorney

16 By: _____
17 ANDREA RUIZ-ESQUIDE
18 Deputy City Attorney

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