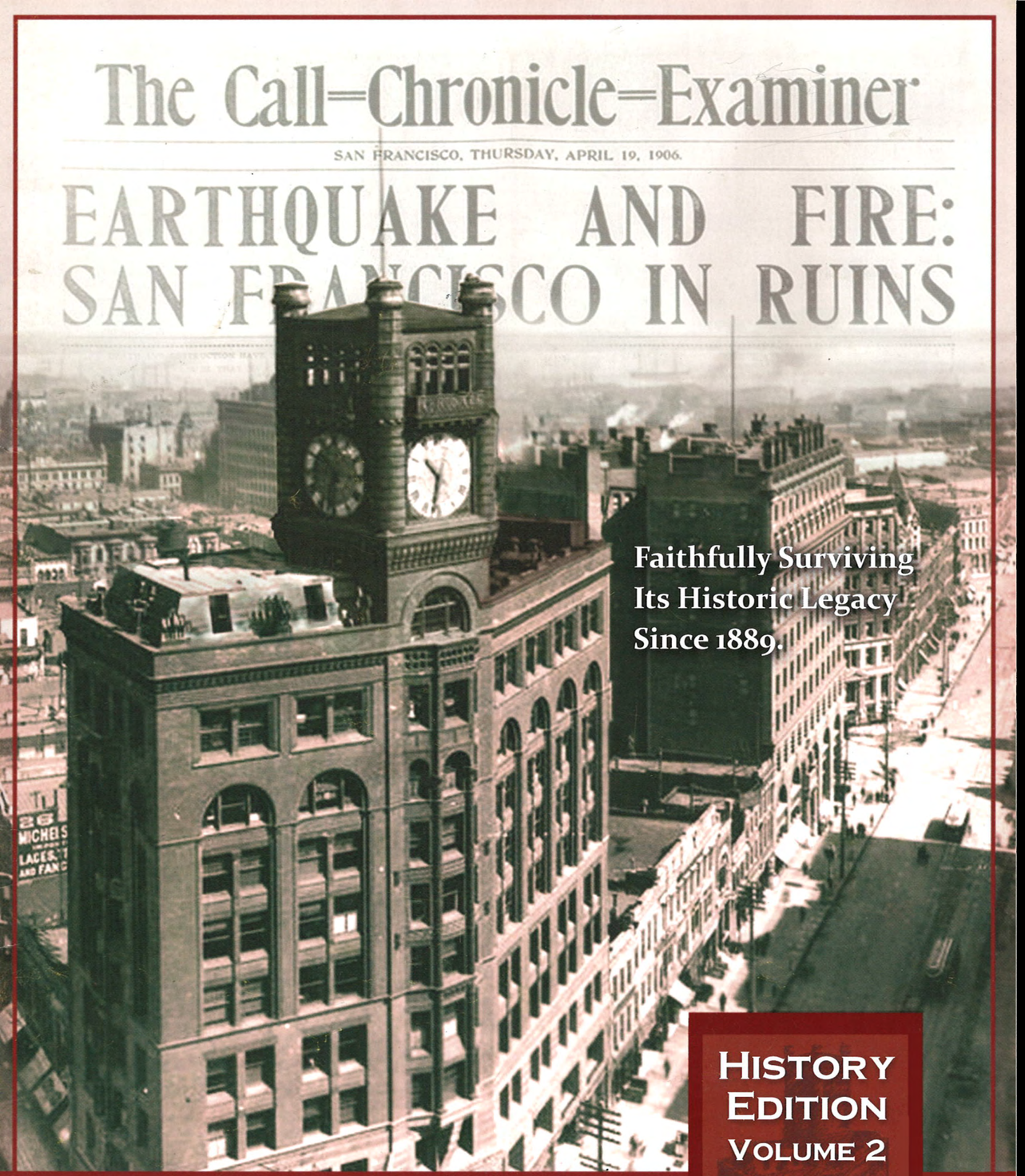
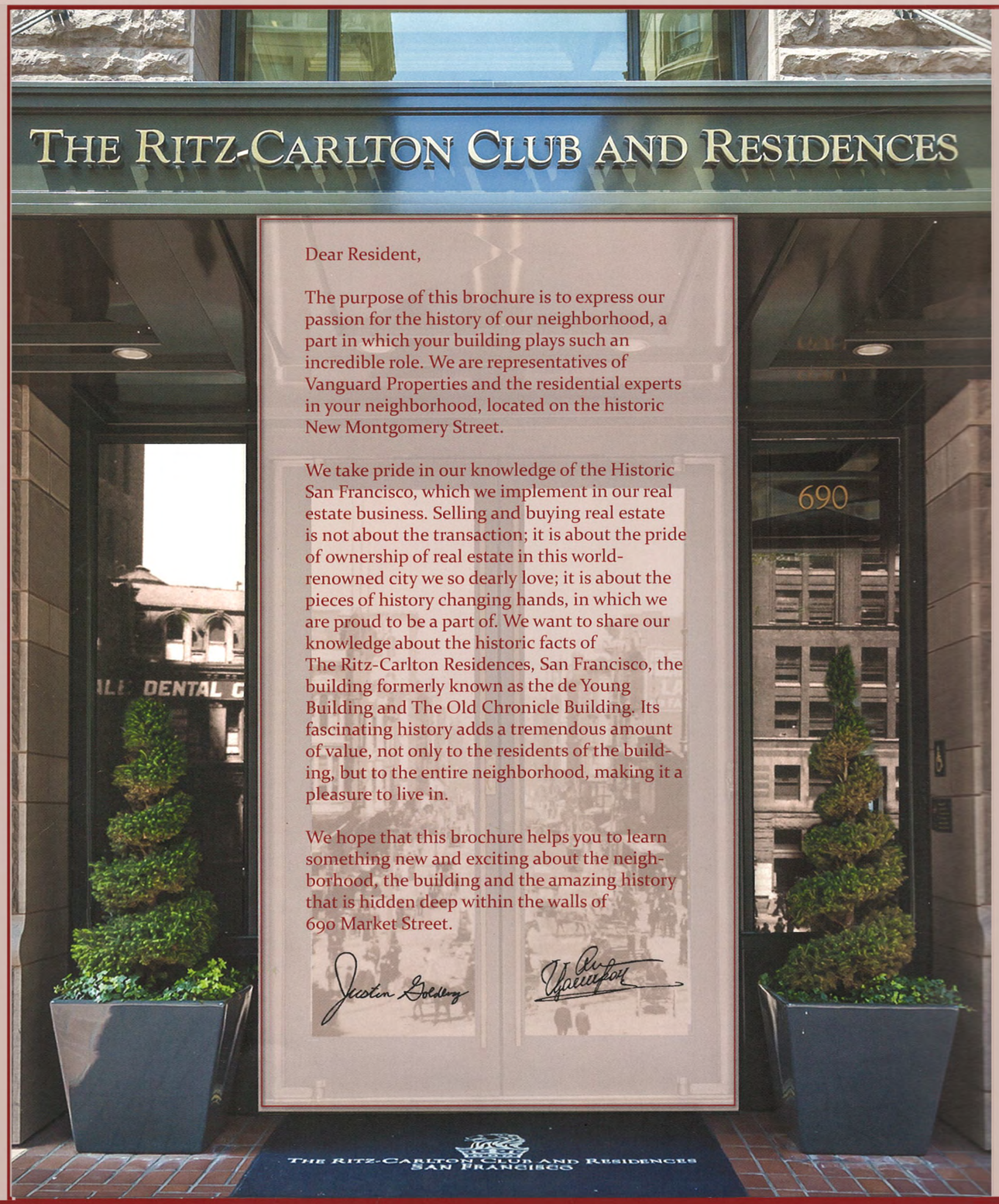


Faithfully Surviving
Its Historic Legacy
Since 1889.

THE RITZ-CARLTON

HISTORY EDITION
VOLUME 2

Presented by Ilya Tsay
& Justin Goldberg of
Vanguard Properties.



Dear Resident,

The purpose of this brochure is to express our passion for the history of our neighborhood, a part in which your building plays such an incredible role. We are representatives of Vanguard Properties and the residential experts in your neighborhood, located on the historic New Montgomery Street.

We take pride in our knowledge of the Historic San Francisco, which we implement in our real estate business. Selling and buying real estate is not about the transaction; it is about the pride of ownership of real estate in this world-renowned city we so dearly love; it is about the pieces of history changing hands, in which we are proud to be a part of. We want to share our knowledge about the historic facts of The Ritz-Carlton Residences, San Francisco, the building formerly known as the de Young Building and The Old Chronicle Building. Its fascinating history adds a tremendous amount of value, not only to the residents of the building, but to the entire neighborhood, making it a pleasure to live in.

We hope that this brochure helps you to learn something new and exciting about the neighborhood, the building and the amazing history that is hidden deep within the walls of 690 Market Street.

History of the Building

As the San Francisco Chronicle grew larger, M.H. de Young commissioned a Chicago-based architectural firm Burnham and Root to build the tallest skyscraper on the West Coast to accommodate the growing needs of the newspaper company. When this sandstone and brick Richardson Romanesque building was completed in 1889, it was the first skyscraper in the city of San Francisco. The building shared a media quarter with the other very well known newspaper giants, such as Hearst and The Call, occupying the other two corners of the intersection.

In 1905, in honor of celebration of the re-election of San Francisco Mayor Eugene Schmidt, the raucous parade stopped at the newspaper intersection. One of the major newspapers opposed the re-election of Eugene Schmidt due to his corrupt behavior as a mayor. Sky rockets were launched, as a result of which the San Old Francisco Chronicle tower caught fire. The main structure survived the incident; however, the clock tower was destroyed in the fire. De Young responded by adding two more floors to the original building and a 16-story annex on Kearny Street. After rebuilding the tower and the additional stories, the owner decided not to reinstall the clock tower.

Just a year later, the building was put to the test yet once more. 1906 earthquake shook up the entire city of San Francisco. Whatever was not destroyed by the earthquake was destroyed by the fire that it had caused and few buildings survived the tragedy. The Old San Francisco Chronicle building managed to withstand the quake; however, failed to avoid the fate of many other structures of catching on fire. The interior of the top floor caught fire and the massive typesetting equipment plunged, ripping the floors below and everything in its way down to the ground. Most of the building, not being able to sustain its own weight, collapsed as well.

Decades later, in 1962, the new owner, Home Mutual Savings & Loan, in an attempt to catch the eye of new potential tenants, decided to spiff up the exterior look of the fading building. The architects created a new modernized look for the building by shaving back the masonry details in order to create a canvas for a facade of aluminum, glass and porcelain panels.

For over 40 years the former de Young building has been hidden behind aluminum facade, an arguably failed attempt to beautify the Historical piece of art. In 2004 the new owner and developer, Jim Hunter, received the approval from the city of San Francisco to remove the aluminum panels and restore the facade to its original appearance. In addition to the restoration of the Historical Landmark, he also received an approval to build a residential tower, now known as, The Ritz-Carlton Club and Residences, San Francisco.

Concept drawing of de Young Building's clock & tower co-existing together which never did.

Timeline of de Young Building & San Francisco Chronicle

1887

Outgrowing the original building, a Chronicle publisher Michael de Young hires the Chicago firm Burnham & Root to design a new home for the newspaper at Kearny and Market streets.

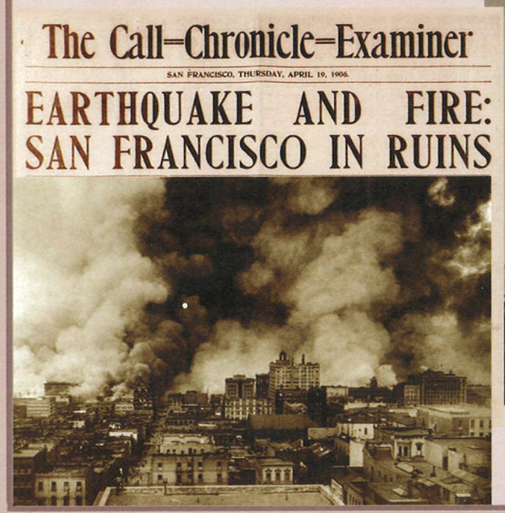
1890

On June 22, The Chronicle devotes seven pages of the paper to a thorough examination of "the safest, strongest and in every way one of the finest office buildings in the world." Special detail is lavished on the four-story clock tower rising from the center of the building, "the only bronze one in the United States."

1905

A raucous parade celebrating the re-election of Mayor Eugene Schmitz stops outside the paper, which had opposed him. Skyrockets are launched. The tower goes up in flames. De Young responds by adding two floors to the original building and a 16-story annex on Kearny Street without the clock tower.

1906

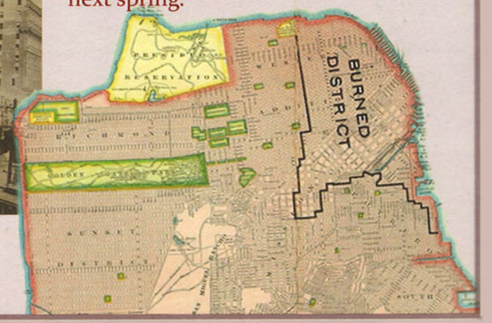


The Call–Chronicle–Examiner

SAN FRANCISCO, THURSDAY, APRIL 19, 1906.

EARTHQUAKE AND FIRE: SAN FRANCISCO IN RUINS

The Chronicle building rides out the earthquake, until the interior of the top floor catches fire and the type-setting equipment stored there plunges to the ground. Much of the building follows. The annex, though, survives and opens the next spring.



1924

Chronicle moves to its current home at Fifth & Mission Streets, and its former headquarters becomes a conventional for-rent office building.

1962

The stretch of Market Street has faded, and so has the building. To spiff things up and catch the eye of potential tenants, owner Home Mutual Savings & Loan shaves back the masonry details to create a canvas for a modern facade of aluminum, glass and porcelain panels.

2004

New owner Jim Hunter receives city approvals to strip off the modern cladding and restore the facade to its original appearance. The plan includes a vertical addition and a conversion to residential use. Construction begins in 2005.

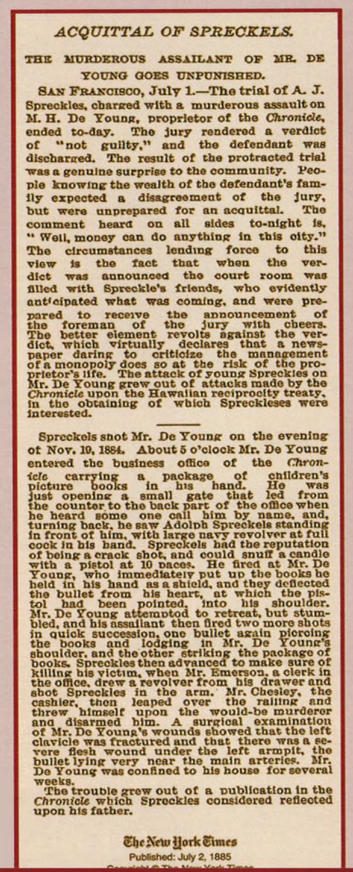
2007

In November, residents move into the Ritz-Carlton Club and Residences. A marketing brochure touts their new home as . . . .

"a historic skyscraper reincarnated."

About M. H. de Young

Michael Henry "M. H." de Young was born in St. Louis, Missouri in 1849 to an immigrant couple, Amelia and Miechel de Young, from the Netherlands. His father was a dry-goods merchant and a jeweler. His grandfather on the mother's side, Benjamin Morange, served as the Minister from France, under Napoleon. M. H. de Young had grown up to become a journalist and businessman. As a young man, he moved his family from Missouri to San Francisco, California, where he and his brother, Charles, founded a local newspaper. They called it Daily Dramatic Chronicle, which later turned into San Francisco Chronicle, the pioneering newspaper company for the next century and a half. Within a decade of its founding, the San Francisco Chronicle had the largest circulation of any newspaper west of the Mississippi River. M. H. de Young was associated with the San Francisco Chronicle from his early age until his death in 1925.



ACQUITTAL OF SPRECKELS.

THE MURDEROUS ASSAILANT OF MR. DE YOUNG GOES UNPUNISHED.

SAN FRANCISCO, July 1.—The trial of A. J. Spreckles, charged with a murderous assault on M. H. De Young, proprietor of the *Chronicle*, ended to-day. The jury rendered a verdict of "not guilty," and the defendant was discharged. The result of the protracted trial was a genuine surprise to the community. People knowing the wealth of the defendant's family expected a disagreement of the jury, but were unprepared for an acquittal. The comment heard on all sides to-night is, "Well, money can do anything in this city." The circumstances lending force to this view is the fact that when the verdict was announced the court room was filled with Spreckle's friends, who evidently anticipated what was coming, and were prepared to receive the announcement of the foreman of the jury with cheers. The better element revolts against the verdict, which virtually declares that a newspaper daring to criticize the management of a monopoly does so at the risk of the proprietor's life. The attack of young Spreckles on Mr. De Young grew out of attacks made by the *Chronicle* upon the Hawaiian reciprocity treaty, in the obtaining of which Spreckleses were interested.

Spreckels shot Mr. De Young on the evening of Nov. 19, 1884. About 5 o'clock Mr. De Young entered the business office of the *Chronicle* carrying a package of children's picture books in his hand. He was just opening a small gate that led from the counter to the back part of the office when he heard some one call him by name, and, turning back, he saw Adolph Spreckels standing in front of him, with large navy revolver at full cock in his hand. Spreckels had the reputation of being a crack shot, and could snuff a candle with a pistol at 10 paces. He fired at Mr. De Young, who immediately put up the books he held in his hand as a shield, and they deflected the bullet from his heart, at which the pistol had been pointed, into his shoulder. Mr. De Young attempted to retreat, but stumbled, and his assailant then fired two more shots in quick succession, one bullet again piercing the books and lodging in Mr. De Young's shoulder, and the other striking the package of books. Spreckles then advanced to make sure of killing his victim, when Mr. Emerson, a clerk in the office, drew a revolver from his drawer and shot Spreckles in the arm. Mr. Chesley, the cashier, then leaped over the railing and threw himself upon the would-be murderer and disarmed him. A surgical examination of Mr. De Young's wounds showed that the left clavicle was fractured and that there was a severe flesh wound under the left armpit, the bullet lying very near the main arteries. Mr. De Young was confined to his house for several weeks.

The trouble grew out of a publication in the *Chronicle* which Spreckles considered reflected upon his father.

The New York Times
Published: July 2, 1885

Under de Young, the Chronicle became known as one of the leading conservative voices in California. He devoted the majority of his life guiding the newspaper company from its conception all the way through its growth into a stable and affluent institution. Aside from building the company, de Young took in a great deal of interest in helping the Republican party and public affairs. His direction of the paper coincided with the development of San Francisco from a frontier town into a distinctive, cosmopolitan community, and he played a significant role in that transformation; as a civic leader and art collector, he promoted the economic and cultural development of the city.

De Young, coming from a Jewish background, had converted to Catholicism after marrying his wife, Katherine Deane. In 1884, M. H. de Young was involved in a shooting which took place, according to some sources, due to a negative newspaper article about the shooter, an irate businessman, named Adolph Spreckels. Despite a gun wound, de Young survived the assault. He died on February 15, 1925 and a Catholic church mass was held in St. Mary's Cathedral.

San Francisco Chronicle
SAN FRANCISCO CHRONICLE SUNDAY APRIL 19, 1908
VOL. LXXXVIII NO. 99
FORCE OF THE FIRE IS AT LAST SPENT
BANKS ABLE TO MEET THE EMERGENCY
WINE USED TO FIGHT FLAMES
Long Hard Battle on Russian Hill Near Water Front—Docks Are Saved.

San Francisco Chronicle Buildings

The San Francisco Chronicle was founded in 1865 as The Daily Dramatic Chronicle by teenage brothers Michael H. de Young and Charles de Young. The paper grew along with the city of San Francisco and became the largest circulation newspaper on the West Coast of the United States by 1880. Today, San Francisco Chronicle is serving primarily the San Francisco Bay Area, but distributed throughout Northern and Central California, from the Sacramento area south to Santa Barbara County.

The First Chronicle office was located on Bush and Kearny Streets (1880). This building was the first home for the newspaper company until it has outgrown its capacity and moved to the new building - Old Chronicle Building on Market Street.

Old Chronicle Building at 690 Market Street (1904). Once the newspaper gained momentum, the de Young brothers commissioned legendary skyscraper architects Burnham and Root of Chicago to design the original Chronicle Building (also known as the Old Chronicle Building or the de Young Building). Completed in 1889, it was located at 690 Market Street, at the corner of Third and Kearny Streets. After the 1906 earthquake and fire, Burnham's local architect, Willis Polk, rebuilt the building, adding a few more stories, but without the original clock tower. The iconic design of the original headquarters building, the first skyscraper in San Francisco and the first steel frame building in the West, represented the city's turn-of-the-century prosperity and its earnest rebuilding effort.

The current home of the San Francisco Chronicle is at 901 Mission Street. In 1924, as the newspaper continued to grow, the Chronicle's owners commissioned a new headquarters and newspaper publishing plant at 901 Mission Street, at the corner of Fifth and Mission. Designed by Charles Peter Weeks & William Peyton Day, the building was constructed in the Gothic Revival style, said to reflect the scholastic and romantic nature of the newspaper business. This building was reclad with stucco and stripped of much of its Gothic Revival detailing in 1968.

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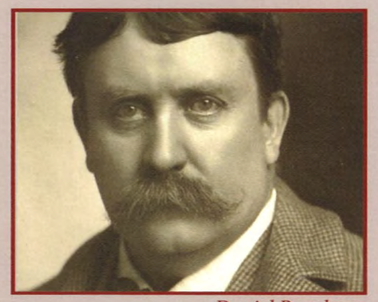
About Burnham and Root

Burnham and Root was the company that Daniel Hudson Burnham and John Wellborn Root established as one of Chicago's most famous companies of the 19th century. Burnham and Root had been partners in business together for 18 years and built state-of-the-art commercial and residential buildings. The coordination of The World's Fair, also known as the World's Columbian Exposition of 1893 acknowledged and crowned the success of their company. The partners met each other as apprentice draftsmen in 1872 in the office of Drake, Carter and Wright. Just a year later they established an architectural office of their own and started to design and build exclusive private residences for the wealthy elite of Chicago.

Both of them married into wealthy families, which allowed them to establish a basis for their business. "Daniel Hudson Burnham was one of the handsomest men I ever saw," said Paul Starrett who joined Burnham and Root in 1888 (later he designed the Empire State Building). "It was easy to see how he got commissions. His very bearing and looks were half the battle". While Burnham was the pragmatic designer and impressive salesperson, Root became the creative genius of the company. When Burnham and Root were together, one woman said "I used to always think of some big strong tree with lightning playing around it". Louis Sullivan, the famous architect, called Burnham "a colossal merchandiser" obsessed with building the biggest and costliest structures of the city.

Daniel Burnham (1846–1912)

The most significant buildings designed by Burnham and Root were built in the late 1880's and early 1890's. That's when Root's designs actually paved the way for modern day skyscrapers. Until then, buildings relied on exterior masonry for support limiting their height to 12 stories. The invention of steel support beams gave him the possibility to build higher and to add more windows. The Rand McNally Building, completed in 1890, was the first ever steel-framed skyscraper in the world. Another characteristic of his designs that revolutionized modern architecture is his invention of the urban office block floor plan as we know it. As commissions multiplied, Burnham and Root had the opportunity to experiment and refine their style to create an entirely new aesthetic that was free of historical or European influences. Such buildings as the Great Northern Hotel (1892), the Argyle and the Pickwick demonstrate Root's singular style.



Daniel Burnham

John Root (1850–1891)

In 1890, when Chicago was named the site for the Columbian Exposition World's Fair, celebrating the 400th anniversary of the discovery of the United States, Root was given the important task of coordinating the event. After deciding on the location of the Fair and doing the preliminary plans of the site, he decided that "No one architect should design these buildings, but a number of the best architects in the United States, all working together as one commission." Hence, the greatest architects of the time were invited to participate in the design of the World's Columbian Exposition. Root died in 1891, leaving his greatest project incomplete. Daniel Burnham, despite only having practical experience and no formal training in the field of architecture, was then given the responsibility to finish coordinating The Exposition was home to many innovations, among which the first Ferris wheel, which was the result of a challenge set out by Burnham to design a structure of comparable ingenuity and novelty. Following his success and the loss of his business partner, Burnham continued to operate under the name D. H. Burnham and Co. The projects begun by Root were completed, including the Masonic Temple in 1892, which was for a short period the tallest building in the world at 22 stories. It is then that Burnham's architectural talent became the driving force of the business, resulting in such iconic buildings such as the Flatiron Building in New York City. Burnham was unable to maintain the architectural progress made by Root, but he demonstrated great versatility in his style. Burnham died in a car accident in 1912 while vacationing in Germany.

John Root

NOTABLE BUILDINGS BY BURNHAM AND ROOT

Rookery Building

Located in the heart of downtown Chicago's financial district. With The Rookery, architects Daniel Burnham and John Root created an architectural masterpiece that is one of the greatest surviving examples of the early commercial skyscrapers. Its stately façade is unmatched in architectural detailing and is complemented by a rich and inviting environment within the building, highlighted by incredible architectural features including the mesmerizing oriel staircase and stunning light court.

Equitable Building - Atlanta, Georgia

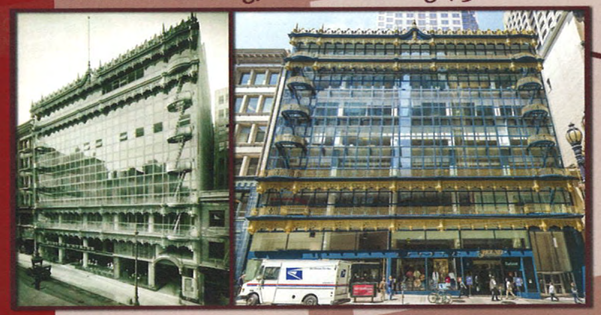
Equitable Building was a 118 feet, eight-story building at 30 Edgewood Avenue SE, in Atlanta, Georgia. It was built for Joel Hurt, a prominent Atlanta developer and streetcar magnate. It was designed by Chicago's Burnham and Root, the firm established by Georgia-born architect John Root and his partner Daniel Burnham. With its completion in 1892, it was the tallest building with the most floors in Atlanta outside of the State Capitol until 1897. The building was demolished in 1971.

Sydney Kent House

The Kent House, also known as Sydney Kent House or St. James Convent, is a Queen Anne style house located in Chicago, Illinois. The house was built in 1883 by Burnham & Root for Sydney A. Kent. In the early 20th century, it served as the main building for what is today National-Louis University. It was listed on the National Register of Historic Places in 1977, and it was designated a Chicago Landmark on March 18, 1987.

Yesterday & Today

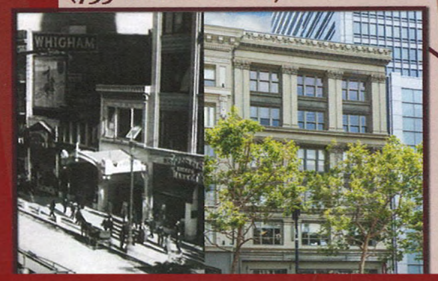
Hallidie Building, Office Building (130 Sutter Street)



Examiner Newspaper Building/Hearst Building
(5 Third Street)

San Francisco Call Newspaper Building,
now Central Tower (703 Market Street)

Golfsmith & Tennis, Office Building
(735 Market Street)



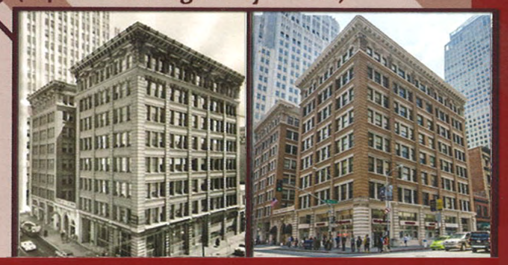
Hunter-Dulin Building,
now Crocker Galleria
(111 Sutter Street)

Grand Hotel, now 33 New Montgomery
(33 New Montgomery Street)

Palace Hotel
(2 New Montgomery Street)

The Call Building, now The Montgomery
(74 New Montgomery Street)

Rialto Building, (Walgreens)
(114 New Montgomery Street)



San Francisco Chronicle Building
(de Young Building),
now Ritz-Carlton Club & Residences
(690 Market Street)

Sutter Street
Kearny Street
Montgomery Street
Post Street
Market Street
2nd Street
New Montgomery Street
Jessie Street
Geary Street
3rd Street
Mission Street
Grant Avenue

The ever changing face of the de Young building and its historic neighbors.

Ilya Tsay
(408) 812-8888
(415) 321-7028
ilya@vanguardsf.com
lic#: 01502750

About Ilya

Ilya was born in the former USSR and was raised in a family of real estate developers. At the age of fourteen, Ilya was accepted to Army and Navy Academy in Carlsbad, CA, which prompted the move to the United States, a journey halfway around the World and a fulfillment of a childhood dream to live in America.
After graduating, he moved to San Francisco to study business at University of San Francisco, consequently receiving a B.A. in Business Administration and Management.
While in college, Ilya spent his summer breaks back home, working for his father's company: managing, leasing and selling real estate. During his senior year, Ilya received a Real Estate Salesperson License and started work at Marcus and Millichap.
Since then, Ilya has received a degree in Interior Design and Architecture from UC Berkeley, ext., been involved in private family investments and held several positions in the financial field. Ilya is now a full-time real estate professional at Vanguard Properties and is finishing his MBA degree in Business Management in the Fall of 2013.

Justin Goldberg
(415) 533-9202
(415) 321-5709
justin@vanguardsf.com
lic#: 01705028

About Justin

Justin has over 10 years of experience in real estate. He has recently joined Vanguard Properties, coming over from BMC Real Estate, where he was amongst the top 3 producing agents from 2010-2013, in a company of 160 sales agents. Justin was born and raised in San Francisco, spending much of his childhood in the SoMa, near his family business. He has been witness to the ever-changing skyline and redevelopment of San Francisco's buildings, freeways, stadiums and communities. Justin has extensive knowledge of architecture and the history of real estate development in San Francisco. His family were early era developers and built properties, which have become city landmarks, such as Union Square's Gunst Building.
Justin started off his career in commercial real estate. Working at Marcus and Millichap, Justin represented buyers and sellers of multi-family properties, ranging from 10-200+ unit apartment buildings. After three years in multi-family sales, Justin realized his heart was in residential real estate and had a new vision for how properties should be sold. Justin prides himself on bringing a highly competitive and uncompromising approach to sales, through detailed market knowledgeand an understanding of a property, tying together its past, present and future outlook. He combines these practices, through cutting edge technology, cinematography and a vast local and global network. Justin's clientele has ranged from professional athletes to CEOs, foreign investors, first-time homebuyers, developers, and institutional buyers.

What we can do for you

We, as San Francisco natives, are fortunate to find ourselves living in the most beautiful city in the World. With a tremendous job growth in the Bay Area, largely due to the growth of tech companies in the Silicon Valley and their success in recent years, San Francisco has experienced an economic rise in the past several months, exceeding that of the rest of the country. The prices of real estate in most of San Francisco Bay Area are surpassing the peak of the real estate boom prior to the financial down-turn in 2008. We are diligently working to represent buyers and sellers in San Francisco real estate market. We specialize in the luxury market of SoMa and Financial District and provide a detailed customer service, where the client and their interest is the highest priority. We will gladly meet with you to further discuss the real estate market, provide the most up-to-date valuation of your home and give a professional advice on the ways to receive the highest dollar for your property.

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"I recommend Ilya as an excellent landlord & real estate professional. He is a skillful problem solver and goes the extra distance to deliver excellent results."

- Trish Tobin Kubal
A descendant of M.H. de Young

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"Justin has the knowlege, commitment, and follows through to get the deals done. He truly cares about his clients and is passionate about his work. I would recommend him to anyone, as he is a true professional and an extremely nice guy. A true joy to work with."

- Lou Amundson
Former Golden State Warriors Center
Current NBA Player

WHO'S WHO IN LUXURY REAL ESTATE

The Ritz-Carlton

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VANGUARD PROPERTIES