



**SAN FRANCISCO  
PLANNING DEPARTMENT**

**MEMO**

**Historic Preservation Commission  
Motion No. 0240  
Permit to Alter  
MAJOR ALTERATION**

**HEARING DATE: OCTOBER 1, 2014**

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Filing Date:* September 4, 2014  
*Case No.:* 2014.1361H  
*Project Address:* 1355 Market Street (Western Furniture Exchange)  
*Category:* Category I (Significant)  
*Zoning:* C-3-G (Downtown General Commercial)  
120-X, 150-S & 200-S Height and Bulk District  
*Block/Lot:* 3508/001  
*Applicant:* Elisa Skaggs,  
Page & Turnbull  
1000 Sansome Street, Suite 200  
San Francisco, CA 94111  
*Staff Contact* Lily Yegazu - (415) 575-9076  
[lily.yegazu@sfgov.org](mailto:lily.yegazu@sfgov.org)  
*Reviewed By* Tim Frye - (415) 558-6625  
[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)

**ADOPTING FINDINGS FOR A PERMIT TO ALTER FOR MAJOR ALTERATIONS DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 11, TO MEET THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE CATEGORY I (SIGNIFICANT) PROPERTY LOCATED ON LOT 001 IN ASSESSOR'S BLOCK 3508. THE SUBJECT PROPERTY IS WITHIN A C-3-G (DOWNTON GENERAL COMMERCIAL) ZONING DISTRICT AND A 120-X, 150-S & 200-S HEIGHT AND BULK DISTRICT.**

**PREAMBLE**

WHEREAS, on September 4, 2014, Elisa Skaggs, of Page & Turnbull ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter for an exterior alteration. The subject building is located on Lot 001 in Assessor's Block 3508, a Category I (Significant) building historically known as the Western Furniture Exchange and locally designated under Article 11, Appendix A of the Planning Code. Specifically, the proposal is for the installation of mechanical ducts along the Stevenson Street façade. The ducts have been grouped to the extent

possible to limit the number of mounting location on the building. The ducts will span the height of the building, from the ground floor level to the roof, and will serve three different tenant spaces at the ground floor (DBA Market on Market, Dirty Water, and Cadillac Bar and Grille). The ducts closest to 10<sup>th</sup> Street will be screened to obscure their appearance and enhance their compatibility with the existing building finish. The depth of the proposed ducts have been designed to have the minimum dimension possible (12-inches) with minimum projection from the building and their overall width, including casing material, has been limited to fit within the existing rows of windows (72-inches max). The casing on the vertical portion of the mechanical ducts will consist of flush joints with a single sheet metal painted to match the stucco color of the building with seams aligned with the horizontal lines of the existing windows on the upper levels. The horizontal portion of the ducts along the second floor of the building will be screened with loggia screen similar to that previously approved for the building by the Historic Preservation Commission under Case No. 2012.0502H.

WHEREAS, the Project was determined by the Department to be categorically exempt from environmental review. The Historic Preservation Commission (hereinafter "Commission") has reviewed and concurs with said determination.

WHEREAS, on October 1, 2014, the Commission conducted a duly noticed public hearing on Permit to Alter application No. 2014.1361H ("Project").

WHEREAS, in reviewing the application, the Commission has had available for its review and consideration case reports, plans, and other materials pertaining to the Project contained in the Department's case files, and has reviewed and heard testimony and received materials from interested parties during the public hearing on the Project.

**MOVED**, that the Commission hereby **APPROVES WITH CONDITION** the Permit to Alter, in conformance with the architectural plans dated September 2014 and labeled Exhibit A on file in the docket for Case No. 2014.1361H based on the following findings:

1. The Project Sponsor shall contact Department Preservation Staff to review an installation mock-up after issuance of Building Permit and prior to commencement of full installation of mechanical ducts and screening.

## **FINDINGS**

Having reviewed all the materials identified in the recitals above and having heard oral testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and also constitute findings of the Commission.
2. Findings pursuant to Article 11:

The Commission has determined that the proposed work is compatible with the exterior character-defining features of the subject property and meets the requirements of Article 11 of the Planning

Code:

- That the proposed work is limited to the installation of mechanical ducts at three locations along the rear (Stevenson Street) façade;
- That although the rear facade is considered a secondary elevation, utilitarian in nature and without any distinguishing qualities and character of the building, the new mechanical ducts are well designed to better relate with Stevenson façade, an elevation visible along a public right-of-way;
- That the new mechanical ducts are designed to have minimal projection from the building façade (12-inches x 72-inches) and fit between the existing rows of windows on the rear façade;
- That the new single sheet metal casing obscuring the mechanical ducts and all exposed mechanical ducts will be painted to match the color of the existing stucco finish;
- That the seams on the single sheet metal casing are aligned with the top and bottom of the existing windows as to not disrupt the existing rhythm on the rear façade;
- That the horizontal portions of the mechanical ducts that are closest to and visible from the public right-of-way are screened with the extension of the previously approved loggia “green” screen, which is a contemporary alteration yet compatible with the existing building;
- That the proposal respects the character-defining features of the subject building;
- That the architectural character of the subject building will be maintained;
- That the integrity of distinctive stylistic features and examples of skilled craftsmanship that characterize the building shall be preserved; and,
- That the proposed project meets the following *Secretary of the Interior’s Standards for Rehabilitation*:

**Standard 1:** property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

**Standard 2:** The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

**Standard 5:** Distinctive features, finishes, and construction techniques or examples of fine craftsmanship that characterize a property will be preserved.

**Standard 9:** New additions, exterior alterations, or related new construction will not destroy historic materials and features that characterize the building. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

**Standard 10:** New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

For these reasons, the proposal overall, is appropriate for and consistent with the purposes of Article 11, meets the standards of Article 1111.6 of the Planning Code and complies with the *Secretary of the Interior’s Standards for Rehabilitation*.

3. **General Plan Compliance.** The proposed Permit to Alter is, on balance, consistent with the following Objectives and Policies of the General Plan:

I. URBAN DESIGN ELEMENT

THE URBAN DESIGN ELEMENT CONCERNS THE PHYSICAL CHARACTER AND ORDER OF THE CITY, AND THE RELATIONSHIP BETWEEN PEOPLE AND THEIR ENVIRONMENT.

GOALS

*The Urban Design Element is concerned both with development and with preservation. It is a concerted effort to recognize the positive attributes of the city, to enhance and conserve those attributes, and to improve the living environment where it is less than satisfactory. The Plan is a definition of quality, a definition based upon human needs.*

OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.3

*Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.*

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4

*Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.*

POLICY 2.5

*Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings.*

POLICY 2.7

*Recognize and protect outstanding and unique areas that contribute in an extraordinary degree to San Francisco's visual form and character.*

The goal of a Permit to Alter is to provide additional oversight for buildings and districts that are architecturally or culturally significant to the City in order to protect the qualities that are associated with that significance.

The proposed project qualifies for a Permit to Alter and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the subject property for the future enjoyment and education of San Francisco residents and visitors.

4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:

- A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

*The proposed project will not have an impact on neighborhood serving retail uses.*

- B) The existing housing and neighborhood character will be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods:

*The proposed project will strengthen neighborhood character by respecting the character-defining features of the building in conformance with the Secretary of the Interior's Standards*

- C) The City's supply of affordable housing will be preserved and enhanced:

*The project will not affect the City's affordable housing supply.*

- D) The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:

*The proposed project will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.*

- E) A diverse economic base will be maintained by protecting our industrial and service sectors from displacement due to commercial office development. And future opportunities for resident employment and ownership in these sectors will be enhanced:

*The proposed project is located on Market Street and will not have a direct impact on the displacement of industrial and service sectors.*

- F) The City will achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

*All construction will be executed in compliance with all applicable construction and safety measures.*

- G) That landmark and historic buildings will be preserved:

*The proposed project is in conformance with Article 11 of the Planning Code and the Secretary of the Interior's Standards.*

- H) Parks and open space and their access to sunlight and vistas will be protected from development:

*The proposed project will not impact the access to sunlight or vistas for parks and open space.*

5. For these reasons, the proposal overall, appears to meet the *Secretary of the Interior's Standards* and the provisions of Article 11 of the Planning Code regarding Major Alterations to Category II (Significant)

buildings.

## DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS a Permit to Alter** for the property located at Lot 001 in Assessor's Block 3508 for proposed work in conformance with the architectural submittal dated September 2014 and labeled Exhibit A on file in the docket for Case No. 2014.1361H.

**APPEAL AND EFFECTIVE DATE OF MOTION:** The Commission's decision on a Permit to Alter shall be final unless appealed within thirty (30) days after the date of this Motion No. 0240. Any appeal shall be made to the Board of Appeals, unless the proposed project requires Board of Supervisors approval or is appealed to the Board of Supervisors as a conditional use, in which case any appeal shall be made to the Board of Supervisors (see Charter Section 4.135). For further information, please contact the Board of Appeals in person at 1650 Mission Street, (Room 304) or call (415) 575-6880.

**THIS IS NOT A PERMIT TO COMMENCE ANY WORK OR CHANGE OF OCCUPANCY UNLESS NO BUILDING PERMIT IS REQUIRED. PERMITS FROM THE DEPARTMENT OF BUILDING INSPECTION (and any other appropriate agencies) MUST BE SECURED BEFORE WORK IS STARTED OR OCCUPANCY IS CHANGED.**

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on October 1, 2014.

Jonas P. Ionin  
Commission Secretary

AYES: Hasz, Johnck, Johns, Matsuda, Pearlman, Wolfram

NAYS: None

ABSENT: Hyland

ADOPTED: October 1, 2014