



SAN FRANCISCO PLANNING DEPARTMENT

Permit to Alter Case Report

Hearing Date: November 16, 2011 (continued from November 2, 2011)
Filing Date: September 9, 2011
Case No.: 2011.0926H
Project Address: 1355 MARKET STREET (aka 1301-1363 MARKET STREET)
Conservation District: N/A
Category: Category I (Significant) – Western Furniture Exchange
Zoning: C-3-G (Downtown General Commercial)
120-X-200-S Height and Bulk District
Block/Lot: 3508/001
Project Sponsor: Elisa Skaggs
Page & Turnbull
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PROPERTY DESCRIPTION

Historically known as the Western Furniture Exchange & Merchandise Mart, the subject building is located at 1355 Market Street (aka 1301-1363 Market Street) in Assessor's Block 3508, Lot 001 on the south side of Market Street between 9th and 10th Streets. It is a Category I (Significant) Building that is located within a C-3-G (Downtown General Commercial) Zoning District and a 120-X-200-S Height and Bulk District.

1355 Market Street is an Art Deco-style building constructed in 1937 (with additions in 1941, 1947, 1958, and 1963) based on designs by Capital Company. It is an 11-story concrete frame commercial building that is clad in glazed terracotta and metal, rests on a concrete perimeter foundation, and is capped by a flat roof with parapet.¹

The original building was 8-stories, and the rectangular footprint stopped short of Ninth Street; the Ninth Street wing was added in 1947, based on designs by Capital Company, filling out the Market Street façade to Ninth Street and giving the building its current shape. The subject property is also connected to 875 Stevenson (known as "Mart 2"), a 10-story reinforced concrete building constructed in 1975, accessed by a pedestrian bridge across Stevenson Street.

¹ The building description is excerpted from Page & Turnbull *Supplemental Information for Environmental Evaluation for Market Square, 1355 Market Street* (April 20, 2011) and Page & Turnbull *Market Square, 1355 Market Street, Historic Resource Evaluation* (revised October 14, 2011).

The Market Street façade is 19 bays wide, the Ninth Street façade is 16 bays wide, and the Tenth Street façade is 8 bays wide. All three façades have the same design and finishes. Concrete piers clad in terracotta separate the bays, and vertical bands run between the paired window openings. The ground floor contains storefronts on bulkhead walls of varying height clad to match water table at vertical piers. Some storefront bays have recessed entries with plate glass windows and recessed, glazed metal doors with molded surrounds. Storefront window frames appear to be historic with non-historic glazing inserts. The second story has continuous metal-frame window systems in each bay, divided from storefronts below by painted cast iron panels. A sculpted frieze divides the first two stories from the upper stories. The upper stories have metal-frame combination windows, separated by painted, molded cast iron panels. The building terminates in a parapet with an elaborate molded panel frieze. A modern wood-frame 9th-story was added in 1941 and is slightly setback from the roofline of the original building mass. The reinforced concrete 10th- and 11th-stories are contemporary in design with steel sash ribbon windows and stucco cladding, and were added to the east end of the building in 1958 and 1963, respectively. An illuminated three-sided blade sign and clock reading "SF Mart" is affixed to the northwest corner of the building (installed in late 1960s).

The central five bays of the Market Street façade rise above the roof level to form a tower (altered in 1958). The main entrance is centered on the tower and extends across three bays. The entrance features three double-height, recessed entries, with elaborate pierced terracotta panels above each set of double doors. Flanking the main entrance are two brass plaques reading "Western Furniture Exchange and Merchandise Mart." The Market Street façade also features two original parking lot entrances which lead to basement parking and are capped by historic Streamline-style marquees.

Rear elevations along Stevenson and Jessie Streets have stucco finish, feature regular fenestration pattern, and lack any decorative elements. Additional entrances include a recessed entrance (added 1987) centered on the Stevenson Street elevation, a large loading dock with a ribbed metal awning at the crux of the L-shaped building, and a pedestrian entrance capped by a historic Streamline-style marquee on the Ninth Street façade.

The property is located in the C-3-G (Downtown General Commercial) Zoning District and 100-X-200-S Height and Bulk District.

PROJECT DESCRIPTION

The proposal is for tenant improvements associated with new and future office tenants. The current phase of the project involves rehabilitation of the historic main entrance lobby, demolition of the 1941 ninth floor addition on west side of the central tower, and installation of a roof deck in place of the removed addition. Rehabilitation of the lobby will include repairing extant historic features of the lobby such as the marble and plaster walls, decorative plaster ceiling, mural over entry to elevator lobby, and decorative metal grilles, and replacing non-historic features such as pendant lights, mirrors, security desks, and entrance doors in center bay. Demolition of the 9th floor addition will expose the west wall of the building, which will be repaired. New glazed openings will be installed in the exposed west wall to provide access to new roof deck. The roof deck will consist of concrete pavers at the perimeter, green roof areas, surfaces with concrete topping, and synthetic turf area. No trellises or tall vegetation is proposed. Vegetation will consist of low ground cover and green walls at one bay of newly exposed

west wall and around existing stair enclosure. A new mechanical room will also be constructed adjacent to an existing storage roof at south (Stevenson Street) edge of roof area.

PROJECT BACKGROUND

A previous phase of work, addressed in a Certificate of Determination Exemption from Environmental Review dated June 9, 2011, and Minor Permit to Alter dated June 10, 2011, addressed interior tenant improvements (including removal of existing interior partitions, finishes, and mechanical, electrical, and plumbing (MEP) systems, and installation of new MEP systems, new elevator core and ground floor lobby) and seismic upgrade of the building. Exterior work included rooftop addition of an elevator penthouse and override associated with new elevator and seismic core, installation of two cooling towers on roof, and replacement of several bays of windows on rear (Stevenson Street) elevation with ventilation louvers.

OTHER ACTIONS REQUIRED

Proposed work will require Building Permit(s).

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

The proposed project is in compliance with all other provisions of the Planning Code.

APPLICABLE PRESERVATION STANDARDS

ARTICLE 11

City Charter Section 4.135 gives the Historic Preservation Commission (HPC) authority to approve, disapprove, or modify Permit to Alter applications for designated Significant or Contributory buildings. In appraising a proposal for a Permit to Alter, the Historic Preservation Commission should consider the factors of architectural style, design, arrangement, texture, materials, color, and other pertinent issues. Section 1111.6 of the Planning Code outlines standards and requirements for the HPC to consider when reviewing a Permit to Alter.

SECTION 1111.6 OF THE PLANNING CODE

Section 1111.6 of the Planning Code outlines the specific standards and requirements the Historic Preservation Commission shall use when evaluating permits to alter. These standards, in relevant part(s), are listed below:

- (a) The proposed alteration shall be consistent with and appropriate for the effectuation of the purposes of this Article 11.
- (b) For Significant Buildings - Categories I and II, and for Contributory Buildings - Categories III and IV, proposed alterations of structural elements and exterior features shall be consistent with the architectural character of the building, and shall comply with the following specific requirements:
 - (1) The distinguishing original qualities or character of the building may not be damaged or destroyed. Any distinctive architectural feature which affects the overall appearance of the

building shall not be removed or altered unless it is the only feasible means to protect the public safety.

(2) The integrity of distinctive stylistic features or examples of skilled craftsmanship that characterize a building shall be preserved.

(3) Distinctive architectural features which are to be retained pursuant to Paragraph (1) but which are deteriorated shall be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material shall match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features shall be based on accurate duplication of features, substantiated by historic, physical or photographic evidence, if available, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures. Replacement of non-visible structural elements need not match or duplicate the material being replaced.

(4) Contemporary design of alterations is permitted, provided that such alteration do not destroy significant exterior architectural material and that such design is compatible with the size, scale, color, material and character of the building and its surroundings.

(6) In the case of Significant Buildings - Category I, any additions to height of the building (including addition of mechanical equipment) shall be limited to one story above the height of the existing roof, shall be compatible with the scale and character of the building, and shall in no event cover more than 75 percent of the roof area.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received one telephone call from a neighbor expressing concern regarding construction noise and dust/debris associated with the project as of the date of this report.

ISSUES & OTHER CONSIDERATIONS

None.

STAFF ANALYSIS

Staff has determined that the proposed work will be in conformance with the requirements of Article 11 and the *Secretary of Interior's Standards for Rehabilitation (Secretary's Standards)*. Proposed work will not damage or destroy distinguishing original qualities or character of the building. Work in the main entrance lobby will rehabilitate extant historic fabric and replace non-historic features with new, compatible elements. The proposed demolition of ninth floor addition will remove a feature that is not original to the building and is not a character-defining feature and new roof deck features will be compatible with the character of the building.

Work in the lobby will consist of removing non-historic features including reception desks, pendant light fixtures, and mirrors in metalwork wall treatments. New light fixtures, based on historic photographs, will be installed and frosted glass will be installed in the metalwork wall treatments, which will be cleaned and repaired. Original marble paneling and the wall mural will be cleaned. Existing non-historic doors in center bay of entrance will be removed and a new revolving door similar to the original door in this location will be installed. Original decorative plaster will be repainted to recreate the shadowing and relief of the plaster; this treatment will not be based on historic paint analysis as it is not intended to be restoration of these features. While not a technical restoration of the lobby, the proposed work will be guided by historic photographs and renderings of the original lobby and will repair original features and fabric in a manner that is in conformance with the *Secretary's Standards*.

The period of significance for the building is 1937 to 1947 to include the initial construction and addition of the Ninth Street Wing. While construction of the ninth floor addition in 1941 falls within the period of significance, the addition, which is setback from the original parapet and is clad in stucco, lacks the architectural distinction found on the lower floors of the building, is constructed of wood frame rather than concrete frame, does not appear to contribute to the significance of the building, and has not gained significance in its own right. Removal of this addition, therefore, will not alter significant or character-defining features of the building and will restore the original massing of the western portion of building.

Removal of the ninth floor addition will expose the west wall (formerly exterior) of the central tower portion of the building. Several bays at the north end of this wall are clad with terracotta, which will be repaired, and a new door and surround will be installed within an existing opening. The remainder of the wall is clad with stucco; between the vertical piers of this portion of the wall, new frameless metal and glass storefront openings will be installed to provide access to the new roof deck. A green wall installed proud of the stucco wall (to hide mechanical duct) will be located at one bay of this wall. New openings in west wall of central tower will be installed in a manner that avoids distinctive features, will be clearly differentiated as new features, and be substantially invisible from public rights-of-way due to their location and the size and height of the building. The treatment of the newly exposed west wall will not impact distinctive architectural materials, features, finishes, or spatial relationships that characterize the property. As proposed, treatment of the newly exposed west wall of central tower will rehabilitate historic fabric and install new features in a sensitive and compatible manner in conformance with the *Secretary's Standards* and requirements of Article 11.

The new roof deck will consist of new paving, turf areas, and green roof areas that are low in height and setback from parapet. The deck will not include any addition to height of building. An existing stair penthouse will be clad with a green wall. Due to overall size of subject building, parapet height, and location of proposed roof deck and associated features, it is unlikely that the proposed new work will be visible from surrounding public rights-of-way.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that the proposed project is exempt/excluded from environmental review; pursuant to CEQA Guideline Section 15332 (Class 32 – In-fill development project) Categorical Exemption because it meets applicable conditions and is consistent with the *Secretary of the Interior's Standards for the Treatment of Historic Properties*.

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends APPROVAL of the proposed project as it appears to meet the provisions of Article 11 of the Planning Code regarding Major Alteration to a Category I (Significant) Building and the *Secretary of the Interior Standards for Rehabilitation*.

ATTACHMENTS

Draft Motion
Plans
Photographs

PL: G:\DOCUMENTS\1095 Market Street\2011.0809H case rpt.doc



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Motion Permit to Alter MAJOR ALTERATION

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ADOPTING FINDINGS FOR A PERMIT TO ALTER FOR MAJOR ALTERATIONS TO A CATEGORY I (SIGNIFICANT) BUILDING, INCLUDING DEMOLITION OF THE 9TH FLOOR ADDITION AND INSTALLATION OF ROOF DECK ON WESTERN PORTION OF BUILDING AND REHABILITATION OF MAIN LOBBY, FOR THE PROPERTY LOCATED ON LOT 001 IN ASSESSOR'S BLOCK 3508. THE SUBJECT BUILDING IS WITHIN A C-3-G (DOWNTOWN GENERAL COMMERCIAL) ZONING DISTRICT AND A 120-X-200-S HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on September 9, 2011, Elisa Skaggs on behalf of the property owner ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter for exterior rehabilitation, including rehabilitation of the historic main entrance lobby, demolition of the 1941 ninth floor addition on west side of the central tower, and installation of a roof deck in place of the removed addition at the subject building located on Lot 001 in Assessor's Block 3508, a Category I (Significant) Building, historically known as the Western Furniture Exchange & Merchandise Mart.

WHEREAS, on November 8, 2011 the Project was determined to be exempt from the California Environmental Quality Act ("CEQA") as a Class 32 Categorical Exemption under CEQA as described in

the determination contained in the Planning Department files for this Project. The Historic Preservation Commission ("Commission") has reviewed and concurs with said determination.

WHEREAS, on November 16, 2011, the Commission conducted a duly noticed public hearing on the current project, Case No. 2011.0926H ("Project"), for the Permit to Alter.

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 grants the Permit to Alter and in conformance with the architectural submittal dated October 31, 2011 and labeled Exhibit A on file in the docket for Case No. 2011.0926H based on the following findings:

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 Historical Preservation Commission has determined that the proposed work is compatible with the exterior character-defining features of the subject building and meets the requirements of Article 11 of the Planning Code:

- That the ninth floor addition, while it dates from the building's period of significance, is not a character-defining feature;
- That the proposal respects the character-defining features of the subject building;
- That the architectural character of the subject building will be maintained and those features that affect the building's overall appearance that are removed or repaired shall be done so in-kind;
- All architectural elements and cladding will be repaired where possible in order to retain as much historic fabric as possible;
- That the integrity of distinctive stylistic features and examples of skilled craftsmanship that characterize the building shall be preserved; and,
- That all new materials shall match the historic material in composition, design, color, texture and other visual qualities and shall be based on accurate duplication of features.

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 Certificate of Appropriateness 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 building 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 is for tenant improvements associated with new and future office tenants. Introduction of new office tenants will likely enhance opportunities for neighborhood serving retail uses in the surrounding area.

- 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 Category 1 (Significant) 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 affordable housing supply as the project is related to office space only.

- 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. It will provide sufficient off-street parking for the proposed use.

- 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 proposal has will reintroduce office tenants to a currently vacant building, which will provide opportunities for employment.

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

Preparedness against injury and loss of life in an earthquake is improved by the proposed work. The work will eliminate unsafe conditions at the site and 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 the parks and open space.

5. For these reasons, the proposal overall, appears to meet the *Secretary of the Interior's Standards for Rehabilitation* and the provisions of Article 11 of the Planning Code regarding Major Alterations to Category I (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 October 31, 2011 and labeled Exhibit A on file in the docket for Case No. 2011.0926H.

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. XXXX. 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 November 16, 2011.

Linda D. Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: November 16, 2011

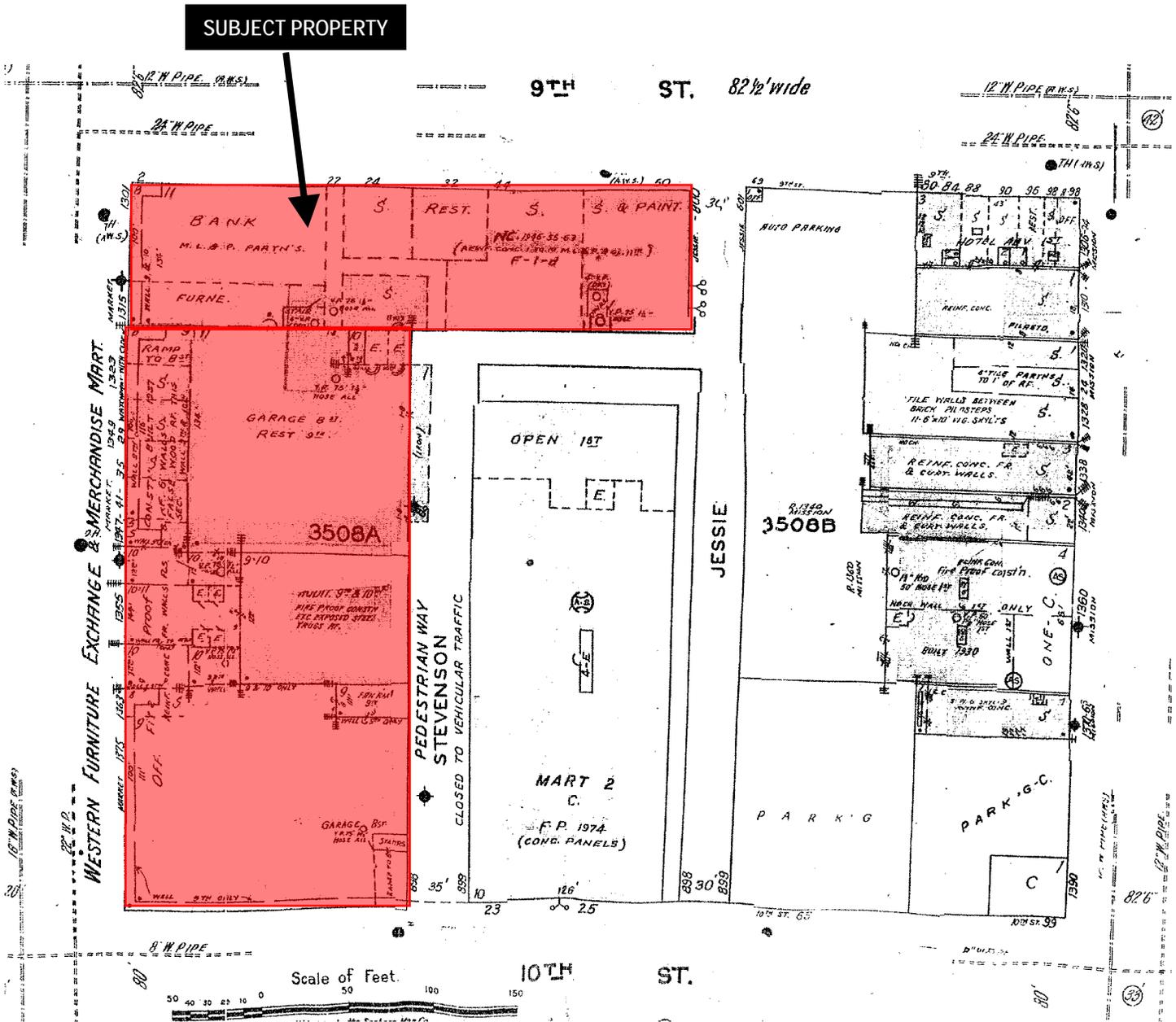
Parcel Map

SUBJECT PROPERTY



Permit to Alter Hearing
Case Number 2011.0926H
1355 Market Street

Sanborn Map*

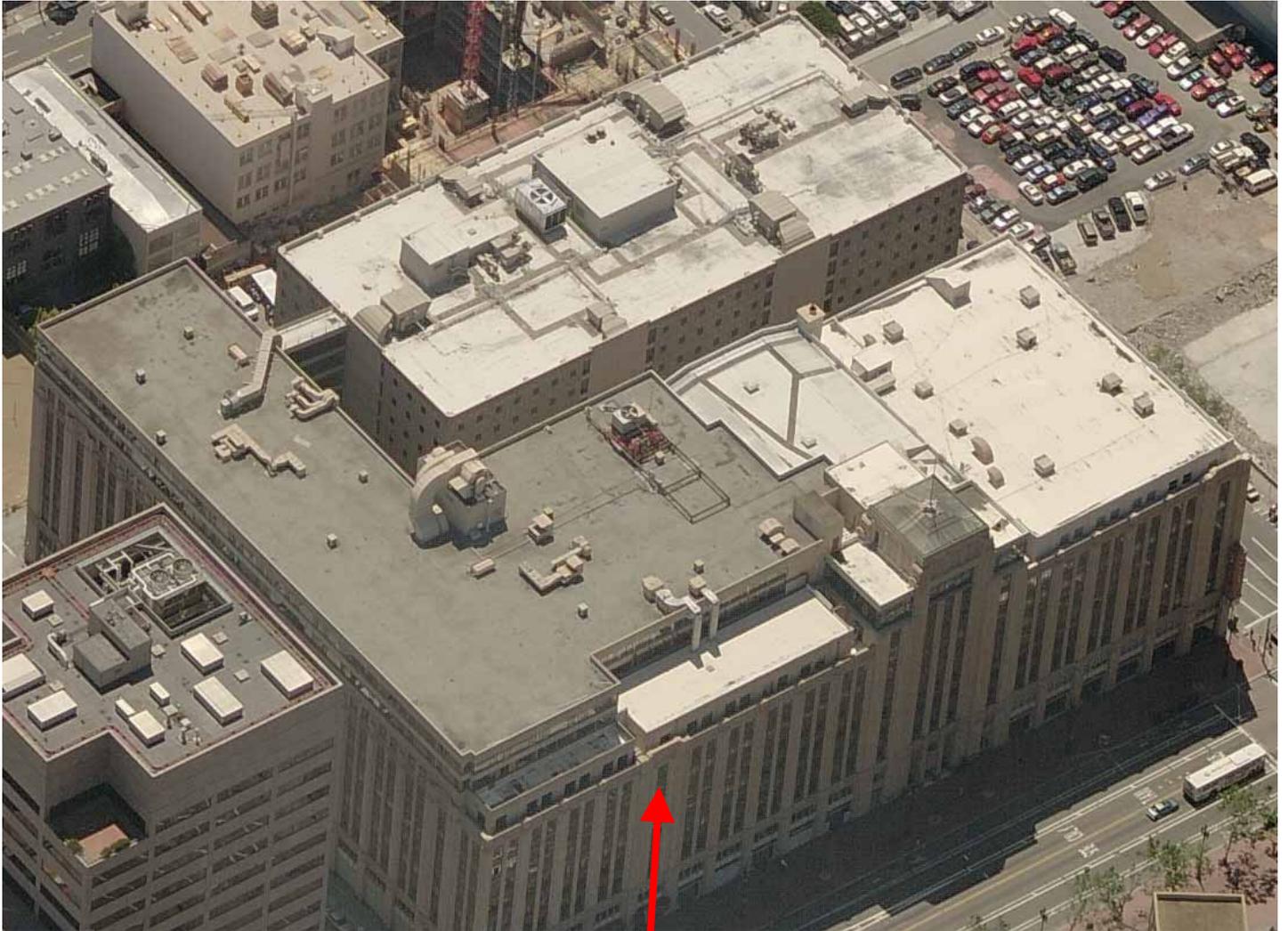


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Permit to Alter Hearing
Case Number 2011.0926H
1355 Market Street

Aerial Photo



SUBJECT PROPERTY



Permit to Alter Hearing
Case Number 2011.0926H
1355 Market Street



SAN FRANCISCO
PLANNING
DEPARTMENT

APPLICATION PACKET FOR Major Permit to Alter

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Section 4.135 of the City Charter provides that the Historic Preservation Commission (“HPC”) has the authority to approve, disapprove, or modify applications (“Permit to Alter”) for all alterations and demolitions to individual buildings or properties within conservation districts that are regulated under Article 11 of the Planning Code. A Major Permit to Alter is required for all alterations that have not been delegated to Planning Department staff for review and approval.

The first pages consist of instructions which should be read carefully before the application form is completed. Planning Department staff are available to advise you in the preparation of this application. Call (415) 558-6377 for further information.

WHAT IS A MAJOR PERMIT TO ALTER?

Article 11 of the Planning Code was adopted by the Board of Supervisors in 1985 and governs approximately 430 downtown buildings. These buildings include those that are designated Category I through IV (Significant and/or Contributory), or Category V buildings located within a Conservation District (Note: this does not include unrated Category V buildings located outside Conservation Districts). All exterior alterations to properties regulated under Article 11 must obtain a Permit to Alter before a building permit can be issued.

A Major Permit to Alter is an entitlement for types of work that the HPC considers to be major in scope has not delegated to Planning Department staff for administrative approval. Major alterations and demolition require review and approval by the HPC at a public hearing. For Minor Permits to Alter, please refer to the Planning Department’s website for more information about the process and application.

WHEN IS A MAJOR PERMIT TO ALTER NECESSARY?

Planning Code Section 1111 outlines basic scopes of work that are considered major. In addition, the HPC, under its authority in Charter Section 4.135, has included additional scopes of work that need to be reviewed and approved at a public hearing. A Major Alteration is determined if at least one of the following criteria are met:

1. The alteration will substantially change, obscure or destroy exterior character defining spaces, materials, features or finishes; or
2. The alteration would affect all or any substantial part of a building’s structural elements, exterior walls or exterior ornamentation; or
3. The alteration occurs by virtue of construction which results in a substantial addition of height above the height of the building.
4. Window Replacement:
 - a. Replacement of more than 20% of the total window area on the primary façade.
 - b. Window replacement on secondary elevations that does not match the existing windows or closely match the historic (extant or not) windows in terms of configuration, material, and all exterior profiles and dimensions.

5. Installation of Rooftop Equipment:
 - a. Rooftop equipment, including elevator overrides, that results in an addition of height above one story, or 12-feet; that covers more than 75% of the total roof area; and is not setback from the exterior walls of the building or is visible from the surrounding public rights-of-way; and
 - b. Rooftop equipment that cannot be easily removed in the future without disturbing historic fabric and is installed in a manner that harms historic fabric of the building.
6. Signs & Awnings: Signs and awnings or a change of copy on existing signs & awnings that do not meet the Department's Sign and Awning Standards.
7. Storefront Replacement: Storefront replacement that is not confined to the ground-floor display areas within the architectural frame (piers and lintels).

For scopes of work that the HPC has determined to be minor in scope and approvable by Department staff, please refer to the Minor Permit to Alter Application on the Department's website.

A Permit to Alter (major or minor) is not necessary for projects already subject to Article 10 of the Planning Code, i.e., individual landmarks. Those buildings require a Certificate of Appropriateness. Please refer to the "Certificate of Appropriateness" application on the Department's website for more information.

HOW DOES THE MAJOR PERMIT TO ALTER PROCESS WORK?

Please review the instructions in this application and ask Preservation PIC staff if you have any questions. After filling out the application and collecting the required notification materials and plans, please contact the Planning Department for an intake appointment to process your application. At this appointment a planner will review your application to ensure that it is complete. The application will then be assigned to a Preservation planner. Once deemed complete, the planner will schedule a hearing with the Historic Preservation Commission. The assigned planner will gather comments and concerns from the neighborhood during the notification period. Neighborhood support or opposition will be reflected in a staff report presented at the HPC along with the Planning Department recommendation for approval or disapproval of the Major Permit to Alter.

WHO MAY APPLY FOR A MAJOR PERMIT TO ALTER?

A Major Permit to Alter is an entitlement that runs with the property; therefore, the property owner or a party designated as the owner's agent may apply for a Major Permit to Alter. [A letter of agent authorization from the owner must be attached.]

INSTRUCTIONS:

The attached application for a Major Permit to Alter includes a project description, necessary contact information, and two sets of findings that must be answered. The first set of findings consists of a list of questions asking whether the alterations are consistent with the goals of Article 11 to protect, enhance, and perpetuate structures and subareas of special architectural, historical, and aesthetic interest, which are contained in the Preserving the Past section of the Downtown Plan, a component of the San Francisco General Plan. The second set of findings are a list of questions asking whether the alterations are consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties. Please answer all questions fully. Please type or print ink and attach pages if necessary.

Please provide the following materials with this application:

- **Authorization:** If the applicant in this case is the authorized agent of the property owner, rather than the owner, a letter signed by the owner and creating or acknowledging that agency must be attached and is included in the application for a Permit to Alter.
- **Drawings:** The application must be accompanied by plans sufficient for proper determination of the case. In most cases a **plot plan** will be required, accurately showing existing and proposed structures on both the subject property and on immediately adjoining properties, open spaces, driveways, parking areas, trees, and land contours where relevant. Where the size or use of floor areas is material to the case, **floor plans** will also be required. Drawings of building **elevations** must be provided in all cases. A sign program may be submitted at this time.

A north arrow and scale shall be shown on each plan, and unless an exception is specifically granted by the Historic Preservation Officer the scale shall be not less than 1" = 20' for plot plans, 1/8" = 1' 0" for floor plans, and 1/4" = 1' 0" for plans showing layout of parking and loading.

- **Photographs:** The application must be accompanied by unmounted photographs, large enough to show the nature of the property but not over 11 X 17 inches.

All plans and other exhibits submitted with this application will be retained as part of the permanent public record in this case.

After your case is assigned to a Preservation Planner, you will be contacted and asked to provide an electronic version of this application including associated photos and drawings.

- **Fees:** Please refer to the Planning Department Fee Schedule available at www.sfplanning.org or at the Planning Information Center (PIC) located at 1660 Mission Street, First Floor, San Francisco. For questions related to the Fee Schedule, please call the PIC at (415) 558-6377. Fees will be determined based on the estimated construction costs. Time and materials charges will be added if staff costs exceed the initial fee. Additional fees may also be collected for preparation and recordation of any documents with the San Francisco Assessor-Recorder's office and for monitoring compliance with any conditions of approval.
- **CEQA Review:** The California Environmental Quality Act (CEQA) and Chapter 31 of the San Francisco Administrative Code implementing that act may require an Environmental Evaluation before the application may be considered. Please consult the Planning Department staff to determine if an Environmental Evaluation application must be submitted with this application. A separate fee is required for environmental review.
- **Additional Permit to Alter Criteria:** For certain types of Permits to Alter (i.e. demolition of a Significant or Contributory building or new construction within a Conservation District), the Planning Code sets out additional criteria for approval. If any such criteria apply, state in detail the applicable Code Sections and the manner in which you believe they will be met. The referenced Code sections are available on-line and may be explained to you at the PIC.

To file your Major Permit to Alter application, please call (415) 558-6378 in advance to schedule an intake appointment. At your scheduled appointment with a staff planner, please bring your completed application with all required materials.

What Applicants Should Know About the Public Hearing Process and Community Outreach

- A. The Historic Preservation Commission encourages applicants to meet with all community groups and parties interested in their application early in the entitlement process. Department staff is available to assist in determining how to contact interested groups. Neighborhood organization lists area available on the Department's website. Notice of the hearing will be sent to groups in or near the neighborhood of the project. The applicant may be contacted by the Planning Department staff with requests for additional information or clarification. An applicant's cooperation will facilitate the timely review of the application.
- B. The HPC requests that applicants familiarize themselves with the procedure for public hearings, which are excerpted from the Historic Preservation Commission's Rules and Regulations below.
- Hearings.** A public hearing may be held on any matter before the HPC at either a Regular or a Special Meeting. The procedure for such public hearings shall be as follows:
1. A description of the issue by the Director or a member of Department staff along with the Department's recommendation.
 2. A presentation of the proposal by the project sponsor's team for a period not to exceed 10 minutes.
 3. Public testimony from proponents of the proposal. An individual may speak for a period not to exceed 3 minutes. An organization or group will be given a period not to exceed 5 minutes if the organization or group is represented by one speaker. Members of such groups are not allowed separate three (3) minutes of testimony.
 4. Public testimony from opponents of the proposal would be taken under conditions parallel to those imposed on proposal proponents, 3 minutes for an individual and 5 minutes for a group or organization if the group or organization is represented by one speaker.
 5. In public hearings on Draft Environmental Impact reports, each member of the public may speak for a period not to exceed three (3) minutes.
 6. Discussion and vote by the HPC on the matter before it.
 7. The Commission President may impose time limits on appearances by members of the public and may otherwise exercise his or her discretion on procedures for the conduct of public hearings.
- C. **Private Transcription.** The Commission President may authorize any person to transcribe the proceedings of a Regular, Special or Committee Meeting provided that the President may require that a copy of such transcript be provided for the HPC's permanent records.
- D. **Opportunities for Appeals by Other Bodies:** Historic Preservation Commission actions on Major Permits to Alter are final unless appealed to the Board of Appeals or to the Board of Supervisors when applicable, within **15 days** of HPC action.

CASE NUMBER:
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APPLICATION FOR Major Permit to Alter

1. Owner/Applicant Information

PROPERTY OWNER'S NAME: Todd Sklar, Shorenstein	
PROPERTY OWNER'S ADDRESS: 235 Montgomery Street San Francisco, CA 94104	TELEPHONE: (415) 772-7069
	EMAIL: tsklar@shorenstein.com

APPLICANT'S NAME: Todd Sklar, Shorenstein Same as Above <input type="checkbox"/>	
APPLICANT'S ADDRESS: 235 Montgomery Street San Francisco, CA 94104	TELEPHONE: (415) 772-7069
	EMAIL: tsklar@shorenstein.com

CONTACT FOR PROJECT INFORMATION: Elisa Skaggs Same as Above <input type="checkbox"/>	
CONTACT PERSON'S ADDRESS: Page & Turnbull 1000 Sansome, Ste. 200 San Francisco, CA 94111	TELEPHONE: (415) 593-3224
	EMAIL: skaggs@page-turnbull.com

2. Location and Classification

STREET ADDRESS OF PROJECT: 1355 Market Street	ZIP CODE: 94103
CROSS STREETS: 9th Street and 10th Street	

ASSESSORS BLOCK/LOT: 3508 001 /	LOT DIMENSIONS: 410' x 325' (L-shaped)	LOT AREA (SQ FT): 85,547 sf	ZONING DISTRICT: C3G (downtown general commercial)	HEIGHT/BULK DISTRICT: 129-x, 150-s, 200-s
ARTICLE 11 CLASSIFICATION Category I Building			CONSERVATION DISTRICT: None	

3. Project Description

Please check all that apply

New Construction Addition(s) Alterations Demolition Other

Additions to Building: Rear Front Height Side Yard

Building Permit Application No. _____ Date Filed: _____

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4. Project Summary Table

If you are not sure of the eventual size of the project, provide the maximum estimates.

GROSS SQUARE FOOTAGE (GSF)	EXISTING USES:	EXISTING USES TO BE RETAINED:	NET NEW CONSTRUCTION AND/OR ADDITION:	PROJECT TOTALS:
Residential	0	0	0	0
Retail	12,500	12,500	0	12,500
Office	667,500	667,500	0	667,500
Industrial	0	0	0	0
PDR Production, Distribution, & Repair	0	0	0	0
Parking	85,000	85,000	0	85,000
Other (Specify Use)	Circulation & restrooms: 70,000	Circulation & restrooms: 70,000	0	Circulation & restrooms: 70,000
Total GSF	835,000	835,000	0	835,000
PROJECT FEATURES	EXISTING USES:	EXISTING USES TO BE RETAINED:	NET NEW CONSTRUCTION AND/OR ADDITION:	PROJECT TOTALS:
Dwelling Units	0	0	0	0
Hotel Rooms	0	0	0	0
Parking Spaces	208	208	0	208
Loading Spaces	0	0	0	0
Number of Buildings	1	1	0	1
Height of Building(s)	150'-3" (top of tower)	150'-3" (top of tower)	0	150'-3" (top of tower)
Number of Stories	11	11	0	11

Please provide a narrative project description, and describe any additional project features that are not included in this table:

The proposed project at Market Square includes the rehabilitation of the historic lobby, the demolition of the 1941 ninth floor addition on the west side of the central tower, and the replacement of the addition with a roof deck.

With the rehabilitation of the historic lobby, historic features such as the plaster ceiling, mural, marble walls and metal grilles will be repaired and refurbished. Non-historic features such as the wall mirrors and light fixtures will be removed and replaced new features compatible with the historic character of the space.

The 1941 ninth floor addition has been identified as a non-contributing feature to the building and its removal will not result in an adverse affect on the historic integrity of the building. The demolition of this portion of the building will prepare the building for tenant improvements at the seventh, eighth, and ninth floors. A new deck will be installed to replace the ninth floor addition. The new deck will consist of green roof areas with low ground cover, concrete walking areas and turf areas. The new deck features will not be visible from public right of way. As a result of the removal of the ninth floor addition, the west wall of the building will again serve as an exterior wall as it did before the addition was built. The wall will be repaired and rehabilitated. New openings will be created at the stucco portion of the wall to create access to the deck. No distinctive features will be removed as a result of the new openings.

Major Permit to Alter Findings

In reviewing applications for Major Permits to Alter, the Historic Preservation Commission, Planning Department staff, Board of Permit Appeals and/or Board of Supervisors, and the Planning Commission (where applicable) shall be governed by the following requirements set forth in Planning Code Section 1111.5. Please describe below how the project is consistent with each requirement (Note: Attach continuation sheets, if necessary). Each requirement must have a response. IF A GIVEN REQUIREMENT DOES NOT APPLY TO YOUR PROJECT, EXPLAIN WHY IT DOES NOT.

1. The distinguishing original qualities or character of the building may not be damaged or destroyed. Any distinctive architectural feature which affects the overall appearance of the building shall not be removed or altered unless it is the only feasible means to protect the public safety;

As proposed, the project will retain the historic character of the property. The 1941 addition west of the tower is not original to the building and its removal will not result in the removal of distinctive features or spatial relationships, as it was a later addition and is not a character-defining feature of Market Square. In fact, its removal will restore the original massing of the building, enhancing the historic character and integrity of the property. The removal of the addition will expose the original exterior west wall and allow for its repair and rehabilitation. New openings will be installed within this wall; however, the new openings will not result in the removal of distinguishing original qualities or impact the character of the building. The new openings will not be seen from the public right of way.

2. The integrity of distinctive stylistic features or examples of skilled craftsmanship that characterize a building shall be preserved.;

The proposed project will not result in the removal of distinctive materials, finishes, construction techniques, or examples of craftsmanship. On the exterior, the building's character-defining features - including the terracotta cladding, Art Deco details, fenestration pattern, and Market Street tower - will be preserved.

The removal of the western addition on the ninth floor will not result in the removal of distinctive materials, features, finishes, or construction techniques, as they were later additions and are not character-defining features of Market Square. In fact, the additions lack the same architectural quality of the rest of the building, and the removal of the western addition will restore the original massing of the building, enhancing the historic character and integrity of the property.

At the lobby, historic features will be repaired and refurbished.

3. Distinctive architectural features which are to be retained pursuant to Paragraph (1) but which are deteriorated shall be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material shall match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features shall be based on accurate duplication of features, substantiated by historic, physical or pictorial evidence, if available, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures. Replacement of non-visible structural elements need not match or duplicate the material being replaced.;

The current scope is limited to the renovation of the historic lobby, demolition of the 1941 ninth floor addition, and the addition of a new deck that will replace the addition. The demolition will expose the original west exterior wall at the ninth floor. The wall is in fair condition. At areas that exhibit some deterioration, the wall will be repaired rather than replaced. New openings will be installed in the wall that provide access to the new deck. The openings will be located so that they do not destroy distinctive architectural features. Features in the historic lobby appear to be in good condition and will be repaired and refurbished.

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- 4. Contemporary design of alterations is permitted, provided that such alterations do not destroy significant exterior architectural material and that such design is compatible with the size, scale, color, material and character of the building and its surroundings;

The current scope includes the demolition of the 1941 ninth floor addition and its replacement with a new roof deck. The roof deck will be simple in design and includes concrete surfaces, turf areas, and areas with a green roof. The design of the deck will be compatible in size, scale and material. Its massing will be low and it will neither overwhelm the building or be visible from the public right of way.

- 5. The degree to which distinctive features need be retained may be less when the alteration is to exterior elements not constituting a part of a principal facade or when it is an alteration of the ground-floor frontage in order to adapt the space for ground-floor uses;

The 1941 ninth floor addition extends to the primary facade along Market Street; however, it is not a distinctive or character-defining feature of the building. The 1941 addition west of the tower lacks the distinctive qualities of the original building. The removal of this addition will not result in an adverse affect nor will it diminish the historic character of the building.

- 6. In the case of Significant Buildings - Category I, any additions to height of the building (including addition of mechanical equipment) shall be limited to one story above the height of the existing roof, shall be compatible with the scale and character of the building, and shall in no event cover more than 75 percent of the roof area;

Market Square is a Category I Building; however, the current scope of work does not include additions to the height of the building.

- 7. In the case of Significant Buildings - Category II, a new structure or addition, including one of greater height than the existing building, may be permitted on that portion of the lot not restricted in Appendix B even if such structure or addition will be visible when viewing the principal facades at ground level, provided that the structure or addition does not affect the appearance of the retained portion as a separate structure when so viewing the principal facades and is compatible in form and design with the retained portion. Alteration of the retained portion of the building is permitted as provided in Paragraphs (1) through (6) of this Subsection (b);

Market Square is not a Category II Building.

Findings of Compliance with General Preservation Standards

In reviewing applications for Major Permits to Alter the Historic Preservation Commission, Department staff, Board of Appeals and/or Board of Supervisors, and the Planning Commission shall be governed by *The Secretary of the Interior's Standards for the Treatment of Historic Properties* as an additional evaluative standard for Major Permit to Alter. The *Standards* are contained in the Preserving the Past section of the Downtown Plan, a component of the San Francisco General Plan. Please respond to each statement completely (Note: Attach continuation sheets, if necessary). Give reasons as to *how* and *why* the project meets the ten Standards rather than merely concluding that it does so. IF A GIVEN REQUIREMENT DOES NOT APPLY TO YOUR PROJECT, EXPLAIN WHY IT DOES NOT.

1. The property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships;

As a commercial building, Market Square has historically been used to house wholesale furniture showrooms and office space, with a publicly accessible lobby on the ground floor. The scope of work includes the demolition of the 1941 non-contributing addition of the ninth floor on the west side of the central tower, rehabilitation of the original west exterior wall at the ninth floor, the replacement of the addition with a new outdoor deck, and the renovation of the historic lobby. The proposed project will not impact the historic use of the building.

The proposed project is in compliance with Rehabilitation Standard 1.

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize the property will be avoided;

As proposed, the project will retain the historic character of the property. The renovation of the lobby will enhance the historic character of the building. The removal of the 1941 addition west of the tower on the ninth floor will not result in the removal of distinctive features or spatial relationships, as it was a later addition and is not a character-defining feature of Market Square (see Section VI. Evaluation). In fact, its removal will restore the original massing of the building and rehabilitate the original exterior west wall, enhancing the historic character and integrity of the property.

The proposed project is in compliance with Rehabilitation Standard 2.

3. Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken;

As proposed, the project does not include changes that will create a false sense of historical development and will be in compliance with Rehabilitation Standard 3.

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4. Changes to a property that have acquired historic significance in their own right will be retained and preserved; Since its original construction, the property has undergone numerous alterations, including rooftop additions and interior tenant improvements. Of these changes, only the addition of the Ninth Street Wing in 1947 appears to have acquired significance in its own right, as it was designed to match the original 1937 portion of the building in design and finishes. The period of significance of Market Square should be defined as 1937 to 1947 to include the building's initial construction and the addition of the Ninth Street Wing. While the construction of the ninth floor additions (1941) falls within this period, the additions lack the same level of architectural distinction found in the rest of the building, and are not considered to be character-defining features of Market Square. Since the ninth floor addition west of the central tower has not gained significance in its own right, its proposed removal will not affect the overall integrity of the property. The proposed project will be in compliance with Rehabilitation Standard 4.
5. Distinctive materials, features, finishes, and construction techniques or examples of fine craftsmanship that characterize a property will be preserved;

The proposed project will not result in the removal of distinctive materials, finishes, construction techniques, or examples of craftsmanship. The lobby renovation will include the repair and rehabilitation of historic features. Only non-historic features such as the mirrors will be removed. The removal of the western addition on the ninth floor will not result in the removal of distinctive materials, features, finishes, or construction techniques, as they were later additions and are not character-defining features of Market Square. The removal of this addition will expose the original west exterior wall. This wall will be repaired and rehabilitation as part of this project. New openings located at this wall to provide access to the deck will be installed so that distinctive features are not removed. The proposed project will be in compliance with Rehabilitation Standard 5.

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence;

The proposed project scope includes both rehabilitation of the lobby and the demolition of the western 1941 addition at the ninth floor. The historic features at the lobby do not exhibit deterioration. Nonetheless, if deteriorated features at the lobby are encountered, they will be repaired rather than replaced. The demolition of the 1941 ninth floor addition will expose the original west wall of the building at the ninth floor. At the time of the 1941 addition, the wall was furred out and finished with gypsum board. The wall is currently in fair condition and requires repair, but is not so deteriorated that it will require replacement. The scope of work includes repairs to and rehabilitation of the existing wall. As designed, the proposed project will be in compliance with Rehabilitation Standard 6.

7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used;

If additional chemical or physical treatments are necessary, they will be undertaken using the gentlest means possible, and treatments that cause damage to historic materials will not be used.

As designed, the proposed project will be in compliance with Rehabilitation Standard 7.

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8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken;

The proposed project does not include any major excavation, and no archaeological resources are expected to be encountered.

As designed, the proposed project will be in compliance with Rehabilitation Standard 8.

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall 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;

The proposed project does not include any major new additions or related new construction on the site. The proposed scope includes the renovation of the historic lobby which will restore the existing historic features in that space and will not destroy historic features. The project also includes the removal of the ninth floor addition west of the tower. Its removal will not destroy historic materials, features, or spatial relationships that characterize the property, as the ninth floor addition is a non-contributing feature of Market Square. The original west exterior wall will be exposed after the demolition. This existing terra cotta and stucco will be repaired as part of this project. After the 1941 addition is removed, it will be replaced with a new deck. The deck consists of low features such as concrete paving, turf, and ground cover green roof areas that will not be visible from the public right of way. As designed, the proposed project will be in compliance with Rehabilitation Standard 9.

10. New additions and adjacent or related new construction will 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 not be impaired;

The proposed project does not include any new additions or related new construction on the site. The building's character-defining features will be retained and the proposed project will be in compliance with Rehabilitation Standard 10.

PLEASE NOTE: For all applications pertaining to buildings located within Conservation Districts, the proposed work must comply with all applicable standards and guidelines set forth in Section 6 and 7 of the Appendix which describes the District, in addition to the applicable standards and requirements set forth in Section 1111.5. In the event of any conflict between the standards of Section 1111.5 and the standards contained within the Appendix which describes the District, the more protective shall prevail.

CASE NUMBER:
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Estimated Construction Costs

TYPE OF APPLICATION:	
Permit to Demolish the 9th Floor Addition west of central tower.	
OCCUPANCY CLASSIFICATION:	
A (assembly), B (office), M (mercantile), S2 (parking)	
BUILDING TYPE:	
Type I - High Rise	
TOTAL GROSS SQUARE FEET OF CONSTRUCTION:	BY PROPOSED USES:
Scope of work limited to the demolition of 17,000 sf (9th floor addition west of the central tower)	commercial office & retail
ESTIMATED CONSTRUCTION COST:	
\$1,050,000	
ESTIMATE PREPARED BY:	
BNB Builders	
FEE ESTABLISHED:	

Applicant's Affidavit

Under penalty of perjury the following declarations are made:

- a: The undersigned is the owner or authorized agent of the owner of this property.
- b: The information presented is true and correct to the best of my knowledge.
- c: The other information or applications may be required.

Signature: _____

Date: _____

Print name, and indicate whether owner, or authorized agent:

Owner / Authorized Agent (circle one)

Major Permit to Alter Application Submittal Checklist

The intent of this application is to provide Department Staff and the Historic Preservation Commission with sufficient information to understand and review the proposal. Receipt of the application and the accompanying materials by the Planning Department shall only serve the purpose of establishing a Planning Department file for the proposed project. After the file is established, Preservation staff will review the application to determine whether the application is complete or whether additional information is required. Applications listed below submitted to the Planning Department must be accompanied by this checklist and all required materials. The checklist is to be completed and **signed by the applicant or authorized agent.**

REQUIRED MATERIALS (please check correct column)	PERMIT TO ALTER
Application, with all blanks completed	<input type="checkbox"/>
Site Plan	<input type="checkbox"/>
Floor Plan	<input type="checkbox"/>
Elevations	<input type="checkbox"/>
Section 303 Requirements	<input checked="" type="checkbox"/>
Prop. M Findings	<input checked="" type="checkbox"/>
Historic photographs (if possible), and current photographs	<input type="checkbox"/>
Check payable to Planning Dept.	<input type="checkbox"/>
Original Application signed by owner or agent	<input type="checkbox"/>
Letter of authorization for agent	<input type="checkbox"/>
Other: Section Plan, Detail drawings (ie. windows, door entries, trim), Specifications (for cleaning, repair, etc.) and/or Product cut sheets for new elements (ie. windows, doors)	<input type="checkbox"/>

NOTES:

- Required Material. Write "N/A" if you believe the item is not applicable, (e.g. letter of authorization is not required if application is signed by property owner.)
- Typically would not apply. Nevertheless, in a specific case, staff may require the item.
- Two sets of original labels and one copy of addresses of adjacent property owners and owners of property across street.

PLEASE NOTE: *The Historic Preservation Commission will require fifteen (15) copies each of plans and color photographs in reduced sets (8 1/2" x 14" or 11" x 17") a week before the respective scheduled hearing date. If the application is for a demolition, additional materials not listed above may be required. All plans, drawings, photographs, mailing lists, maps and other materials required for the application must be included with the completed application form and cannot be "borrowed" from any related application.*

For Department Use Only

Application received by Planning Department:

By: _____

Date: _____



**SAN FRANCISCO
PLANNING
DEPARTMENT**

**FOR MORE INFORMATION:
Call or visit the San Francisco Planning Department**

Central Reception
1650 Mission Street, Suite 400
San Francisco CA 94103-2479

TEL: **415.558.6378**
FAX: **415 558-6409**
WEB: **<http://www.sfplanning.org>**

Planning Information Center (PIC)
1660 Mission Street, First Floor
San Francisco CA 94103-2479

TEL: **415.558.6377**
*Planning staff are available by phone and at the PIC counter.
No appointment is necessary.*

MARKET SQUARE
1355 Market Street
San Francisco, CA

**MAJOR PERMIT TO ALTER
APPENDIX**

Prepared for
The City of San Francisco



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PROJECT OVERVIEW

BUILDING HISTORY

Market Square was constructed in 1937 as the Western Merchandise Mart & Furniture Exchange. Located at 1355 Market Street, the eleven-story, 500,000 square-foot, reinforced concrete building was designed in the Art Deco style by Capital Company architects and Cahill Brothers general contractors, and was clad in terracotta by Gladding McBean Co. The cost of construction was estimated at \$2,500,000. Market Square was constructed as a furniture showroom, and has received several major additions since its original construction: two additions were added to the ninth floor in 1941; a nine-story wing was added along Ninth Street in 1947 that matches the massing and detailing of the original building; the tenth floor was added and the central Market Street tower was altered in 1958; the eleventh floor was added in 1963; the ground floor storefronts were replaced in the 1980s; and the windows on floors three through nine were replaced in 2002 with new aluminum sash windows that are compatible to the original windows. The building has also undergone numerous interior renovations and tenant improvements. Market Square has been vacated in anticipation of future renovations. The floor area of the building and additions is approximately 835,000 square feet.



OCTOBER 31, 2011

HISTORIC STATUS

Market Square is listed as a Category I building in Article 11 of the San Francisco Planning Code, and has been determined through previous survey efforts as a building that “appears eligible for listing in the National Register as an individual property.” Market Square is significant as an example of the Art Deco style in San Francisco, and as a large commercial building on this portion of Market Street; its size, scale, and design create an important street presence rivaled by few other San Francisco buildings, and allow it to serve as a major commercial anchor for this area.

Character-defining features of the building include:

- Vertical piers along Market, Ninth and Tenth Streets
- Decorative terra cotta with Mayan-influenced detailing at the entrance and cornice
- Fenestration pattern
- Decorative cast iron spandrels
- Array of the massive concrete column structure
- Decorative plaster ceiling in the historic lobby
- Marble wall panels and decorative metal in the historic lobby
- Mural in the historic lobby



- 2 -

PROPOSED WORK

The proposed project at the Market Square building, 1355 Market Street, includes the rehabilitation of the historic lobby, the demolition of the 1941 ninth floor addition on the west side of the central tower, and the replacement of the addition with a new roof deck. The addition has been identified as a non-contributing feature to the building and will not diminish the historic integrity of the building. The new roof deck includes a green roof, synthetic turf, and concrete surface areas. None of the new features will be visible from the public right of way. The work in the historic lobby will include rehabilitation of the historic features in that space.

The proposed work Market Square is intended to meet the Secretary of the Interior’s *Standards* so as to retain the historic character of the building.



PAGE & TURNBULL

HISTORIC IMAGES

EXTERIOR



Sketch of Western Merchandise Mart & Furniture Exchange, 1936 (Market Square Archives)



View southeast from corner of Tenth and Market Streets, 1937 (San Francisco Public Library Historical Photograph Collection (SFPL), #AAC-5020)



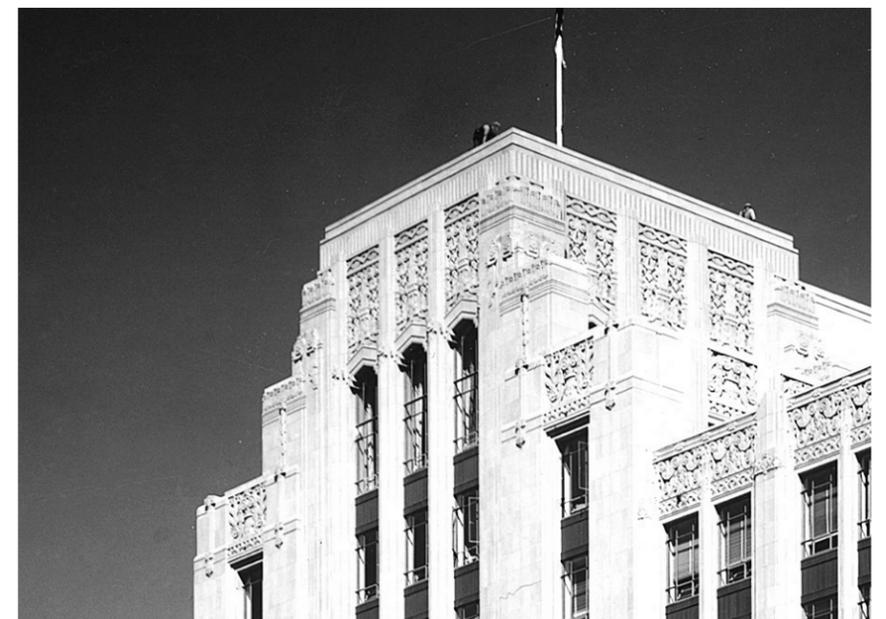
Detail of Market Street entrance, 1937 (SFPL, #AAC-5032)



Construction of Western Merchandise Mart & Furniture Exchange, 1936 (Market Square Archives)



View southwest from corner of Ninth and Market Streets, circa 1937 (Market Square Archives)

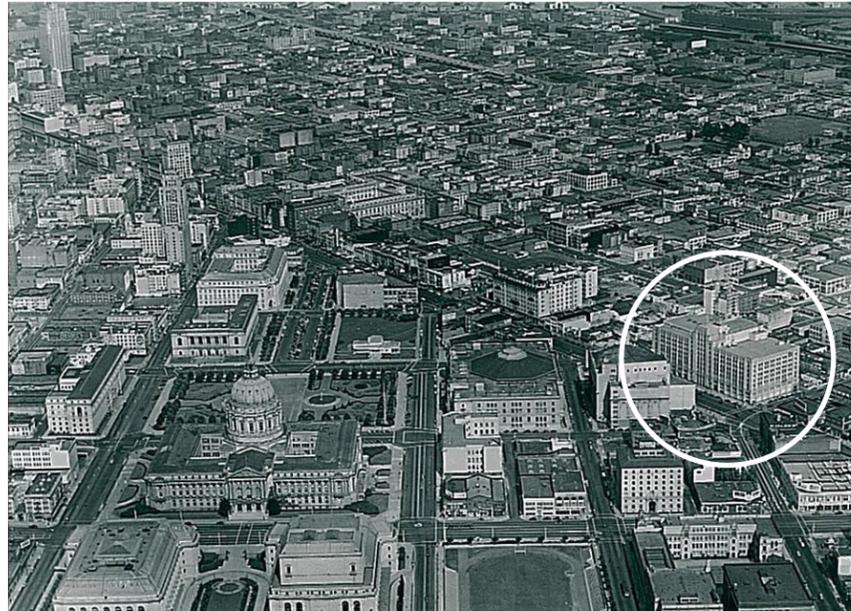


Detail of Market Street tower, circa 1937 (Market Square Archives)

HISTORIC IMAGES

HISTORIC IMAGES

EXTERIOR



Aerial photograph, circa 1937
[Note original configuration of ninth floor] (Market Square Archives)



View southwest from corner of Ninth and Market Streets, 1955
[Note completed Ninth Street wing (1947), and wood-frame ninth floor additions (1941)] (SFPL, #AAC-5016)



View southwest from corner of Ninth and Market Streets, 1965
[Note eleventh floor addition (1963)] (SFPL, #AAC-5017)



Construction of Ninth Street wing, 1947 (SFPL, #AAC-5014)



View southwest from corner of Ninth and Market Streets, 1961
[Note tenth floor addition and tower alterations (1958)] (SFPL, #AAC-5012)



Demolition in preparation for Mart 2 construction with view of Stevenson Street facade, 1973 (Market Square Archives)

HISTORIC IMAGES

HISTORIC IMAGES

EXTERIOR

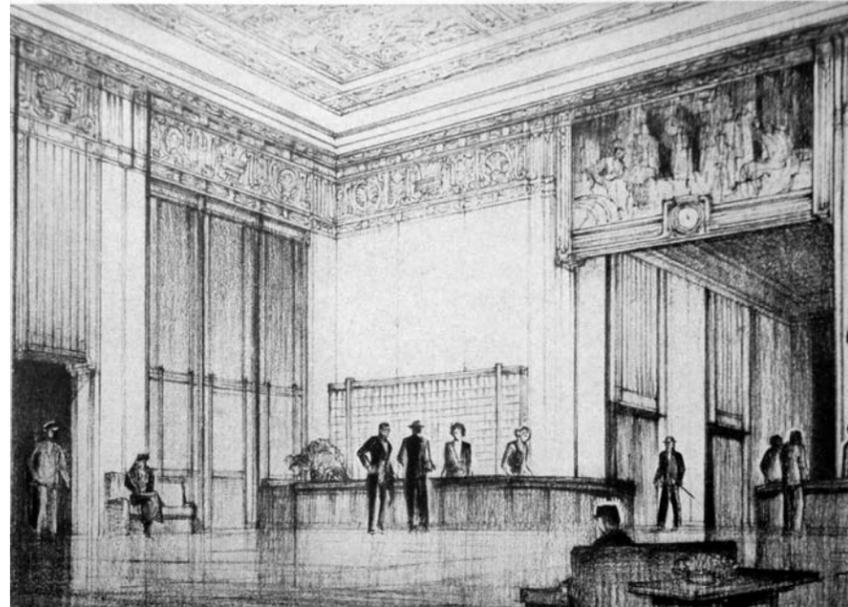


View south of Market Street facade, circa 1975
[Note replacement storefronts] (Market Square Archives)



View south of Market Street facade, circa 1990
[Note canopies over storefronts and entrance] (Market Square Archives)

INTERIOR



Sketch of lobby, 1936 (Architect and Engineer, January 1937)



View of lobby, 1945 (SFPL, #AAC-5023)



View of lobby, 1937 (SFPL, #AAC-5022)



View of lobby, circa 1960s (Market Square Archives)

HISTORIC IMAGES

INTERIOR



Sketch of "Mart Club" Ballroom, 1936 (Architect and Engineer, January 1937)



Garage parking and gas station in basement, 1940s (Market Square Archives)



Sixth floor lobby, 1960s (Market Square Archives)



Filming ABC TV show in Mart Exchange, 1950s (Market Square Archives)



Typical showroom, 1940s (Market Square Archives)



Roof garden, 1945 (SFPL, #AAC-5030)

HISTORIC IMAGES

BUILDING CHRONOLOGY

1915: Western Furniture Exchange & Merchandise Mart established by Harry J. Moore at 1055 Market Street. This new Merchandise Mart was the largest furniture exchange west of Chicago.¹

1921: Western Furniture Exchange & Merchandise Mart located at 180 New Montgomery Street.²

1937: New Western Furniture Exchange & Merchandise Mart constructed at 1355 Market Street for an estimated cost of \$2,500,000. The nine-story reinforced-concrete building was designed in the Art Deco style by Capital Company architects with Cahill Brothers as general contractors, and was clad in terracotta by Gladding McBean Co. The 500,000 square foot building was constructed with eight show floors and a two-story central tower, with a full-service garage located in the basement and the “Mart Club” ballroom on the ninth floor.³

1941: Two wood-frame rooftop additions added to ninth floor by Capital Company architects. Work included a large square addition to the west of the tower and a small rectangular addition at the east end of the Market Street façade, filling in the floorplate of the ninth floor. These additions are not character-defining features of the building, as they lack the same architectural quality and distinction as the remainder of the building.⁴

1947: Ninth Street Wing added to the east of the original building, extending the Market Street façade across the entire block and lending the building an L-shaped plan. This nine-story addition was also designed by Capital Company, and copies the original building in form and finishes. The Ninth Street Wing housed a Bank of America branch on the ground floor, two additional entrances to the showrooms, and two metal canopies that matched those on the original building.⁵

1958: Tenth floor added to the building by architects B.L. Nishkian and John G. Minton. The L shaped reinforced concrete addition was clad in stucco and featured steel ribbon windows with a combination of fixed, casement, and hopper windows. The central tower was also remodeled at this time, and required the removal of the central arched windows and terracotta details to accommodate the new square reinforced concrete and glass

construction. The remodeled tower and tenth floor addition are not character-defining features of the building, as their installation resulted in the alteration of the Market Street tower and their materiality and horizontal fenestration pattern are inconsistent with the character of the historic core.⁶

1963: Eleventh floor added to the building. The addition was also designed by architects B.L. Nishkian and John G. Minton, and matched the tenth floor in plan and finishes. The eleventh floor addition is not a character-defining feature of the building because while its materiality and horizontal fenestration pattern match the 1958 tenth floor addition, its character differs greatly from that of the historic core.⁷

1960s: Main lobby remodeled. The lobby was carpeted, a chandelier and round banquette were installed in the center of the room, mirrored panels replaced the original glazing on the walls, awnings were hung over the mural and clock and the interior retail entrance, and the reception desk and signage were altered.⁸

Late 1960s: Clock and vertical sign added to the corner of Tenth and Market streets sometime between 1965 and 1970. The original signage assembly featured a digital clock and thermometer, which has since been replaced by an analog clock. Many storefronts along Market Street were also replaced with aluminum assemblies at this time.⁹

1975: 875 Stevenson Street constructed adjacent to Market Square. The ten-story reinforced concrete building known as “Mart 2” was designed by Jorge de Quesada, AIA, and was connected to 1355 Market Street by a pedestrian bridge over Stevenson Street.¹⁰

1986: Ground floor storefronts replaced. This project included the replacement of the majority of storefronts along Market, Ninth, and Tenth streets; some new entrances were inserted, and new aluminum sash windows with tempered glass replaced the original steel sashes. Aluminum louvers and replacement glazing were installed in the storefront transoms as part of this renovation.¹¹ No conclusive evidence was found about the treatment of the second floor windows at this time, but it appears that they were replaced.

1987: Ground floor renovations. Double-height rotunda added to the rear of the ground floor, creating a second lobby with two escalators, a new terrazzo floor, mirrored columns, and new light fixtures. Two entrances were punched in the Stevenson Street façade to provide access to the new rear lobby. The project also included restoring original features and replacing the terrazzo floor, light fixtures, and some of the mirrored wall panels in the historic entrance lobby.¹²

1999: Walgreens replaced Bank of America as the ground floor tenant on the corner of Ninth and Market streets. The storefronts were replaced at this time, and awnings were installed at the transoms.

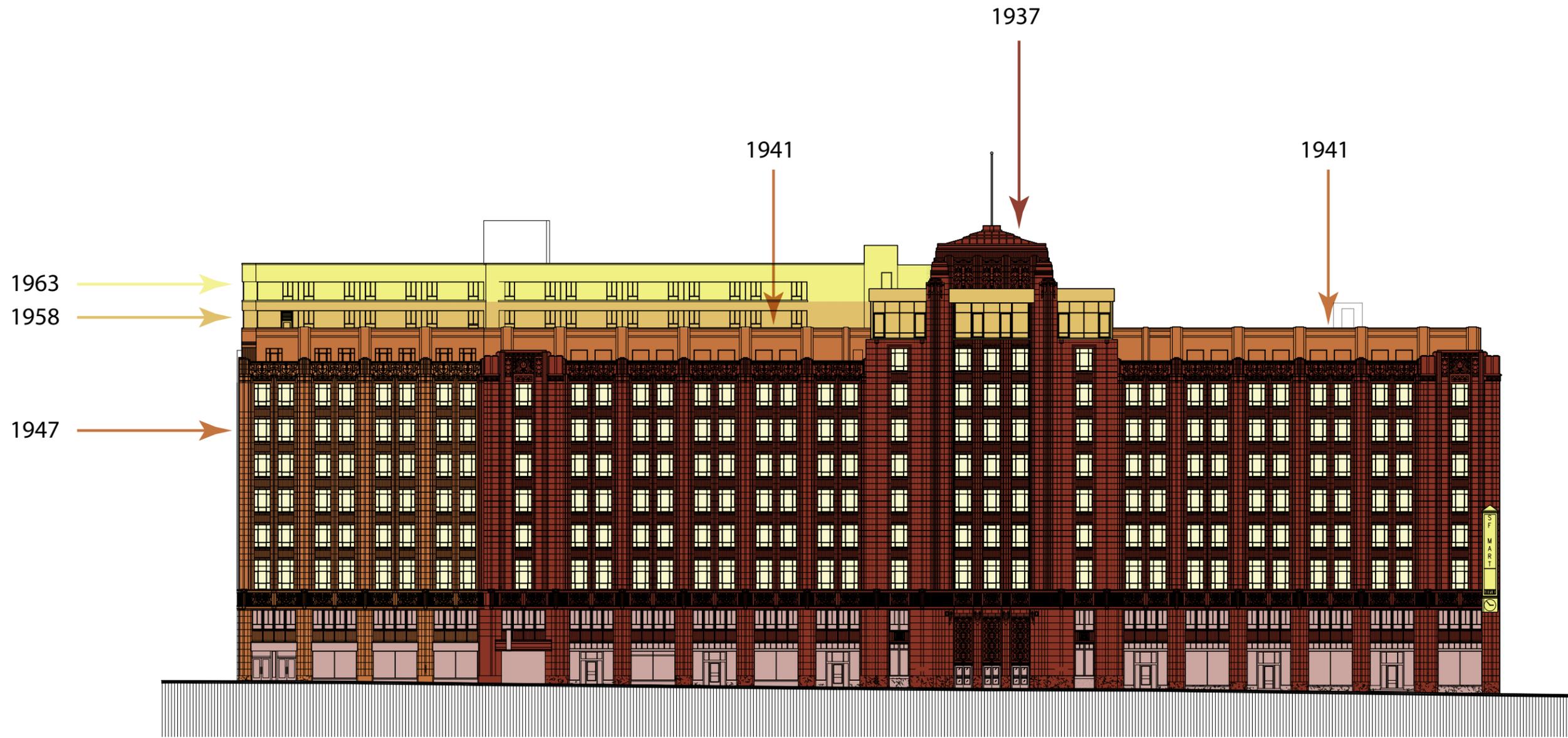
2002: Windows replaced on floors three through nine by architects Leclere Associates. The new aluminum sash windows match the original steel sash windows in profile and operation. The project also appears to include the demolition of the existing metal fire escape and installation of some new louvered windows on the Stevenson Street façade.¹³

2008: Market Square still features furniture showrooms on several floors, but is largely vacant.

Endnotes

- ¹ *San Francisco Chronicle* (3 August 1936).
- ² San Francisco Public Library Historical Photograph Collection, “180 New Montgomery” (1930). #AAC-5018; Market Square Archives.
- ³ *San Francisco Chronicle* (3 August 1936); Capital Company, “Western Furniture Exchange & Merchandise Mart,” drawings (10 November 1936, rev. 8 March 1937).
- ⁴ Capital Company, “9th Floor Addition,” drawings (9 December 1941).
- ⁵ Capital Company, “Ninth Street Addition, Western Furniture Exchange and Merchandise Mart,” drawings (16 September 1946, rev. 20 March 1947).
- ⁶ B.L. Nishkian and John G. Minton, “Addition to Western Merchandise Mart,” drawings (1956-1958).
- ⁷ B.L. Nishkian and John G. Minton, “Addition to Western Merchandise Mart,” drawings (11 June 1963).
- ⁸ Market Square Archives; historic photographs.
- ⁹ Market Square Archives; San Francisco Public Library Historical Photograph Collection.
- ¹⁰ Market Square Archives; San Francisco Public Library Vertical Files: “Western Furniture Exchange and Merchandise Mart.”
- ¹¹ J.Stavi Architects, “Storefront Improvements,” drawings (24 September 1986).
- ¹² Charles Pfister Associates, “Ground Floor Renovations,” drawings (16 June 1987).
- ¹³ Leclere Associates, “Exterior Renovation: Demo Scope and Window Replacement,” drawings (21 August 2002).

BUILDING CHRONOLOGY



MARKET STREET ELEVATION

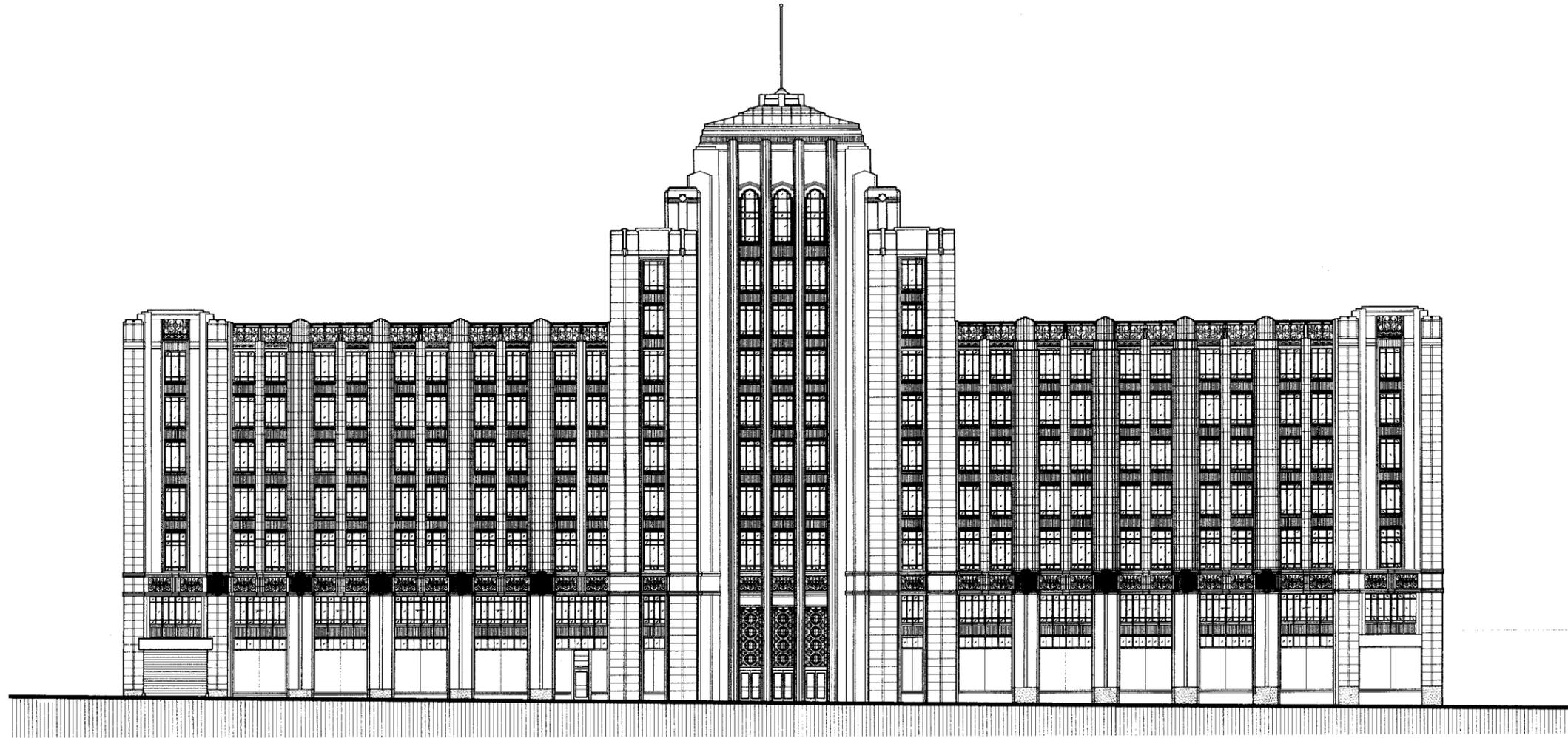
LEGEND:



BUILDING
CHRONOLOGY

BUILDING CHRONOLOGY

MARKET STREET ELEVATION AS DESIGNED IN 1936
Drawing by Leclere Associates



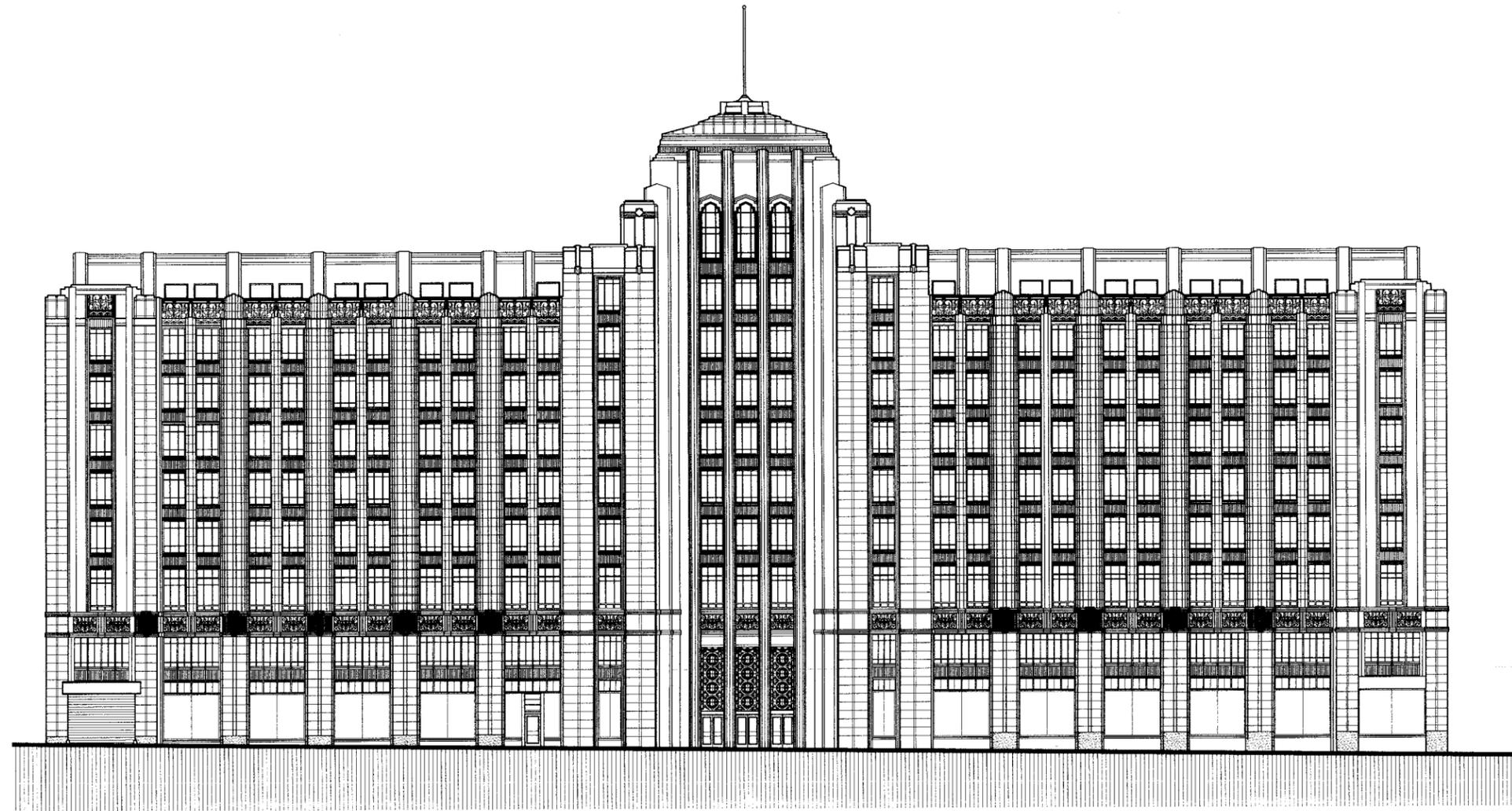
BUILDING CHRONOLOGY

MARKET STREET ELEVATION AS BUILT IN 1937
Drawing by Leclere Associates



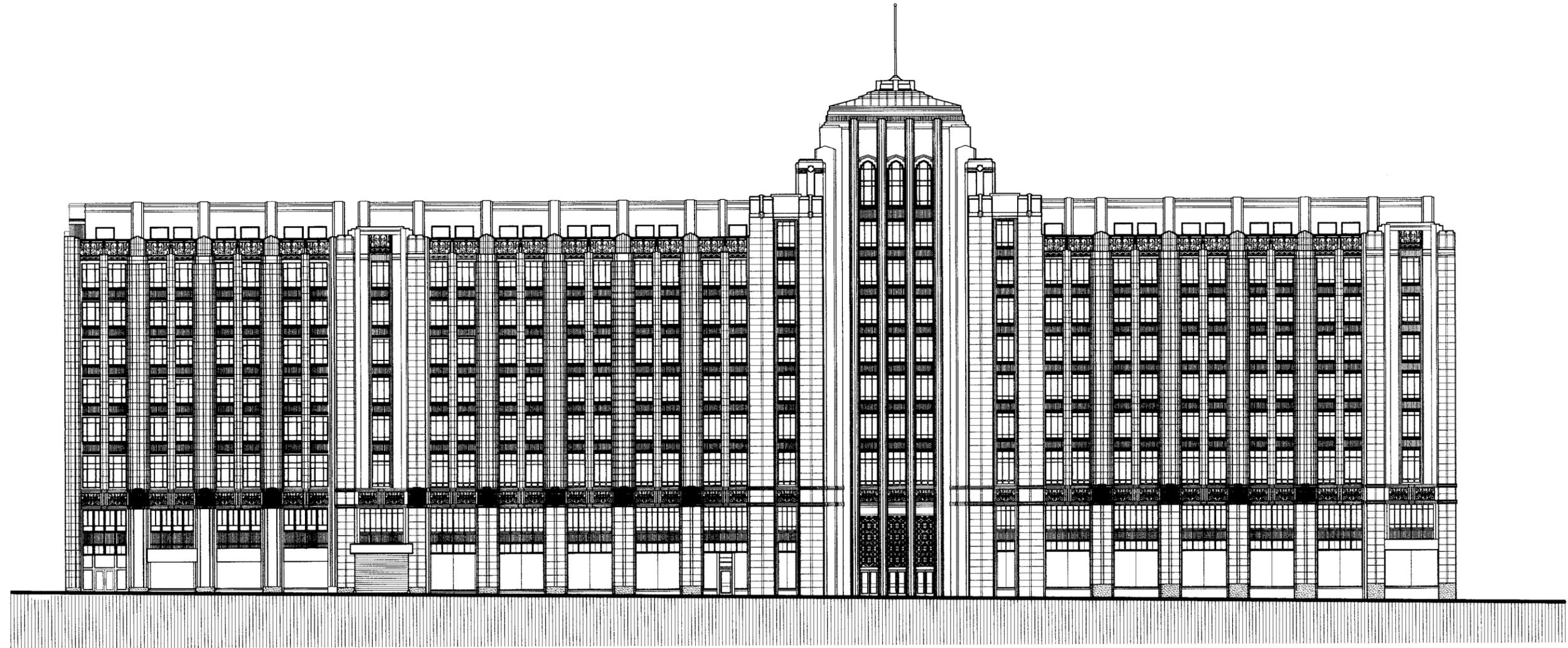
BUILDING CHRONOLOGY

MARKET STREET ELEVATION IN 1941
Drawing by Leclere Associates



BUILDING CHRONOLOGY

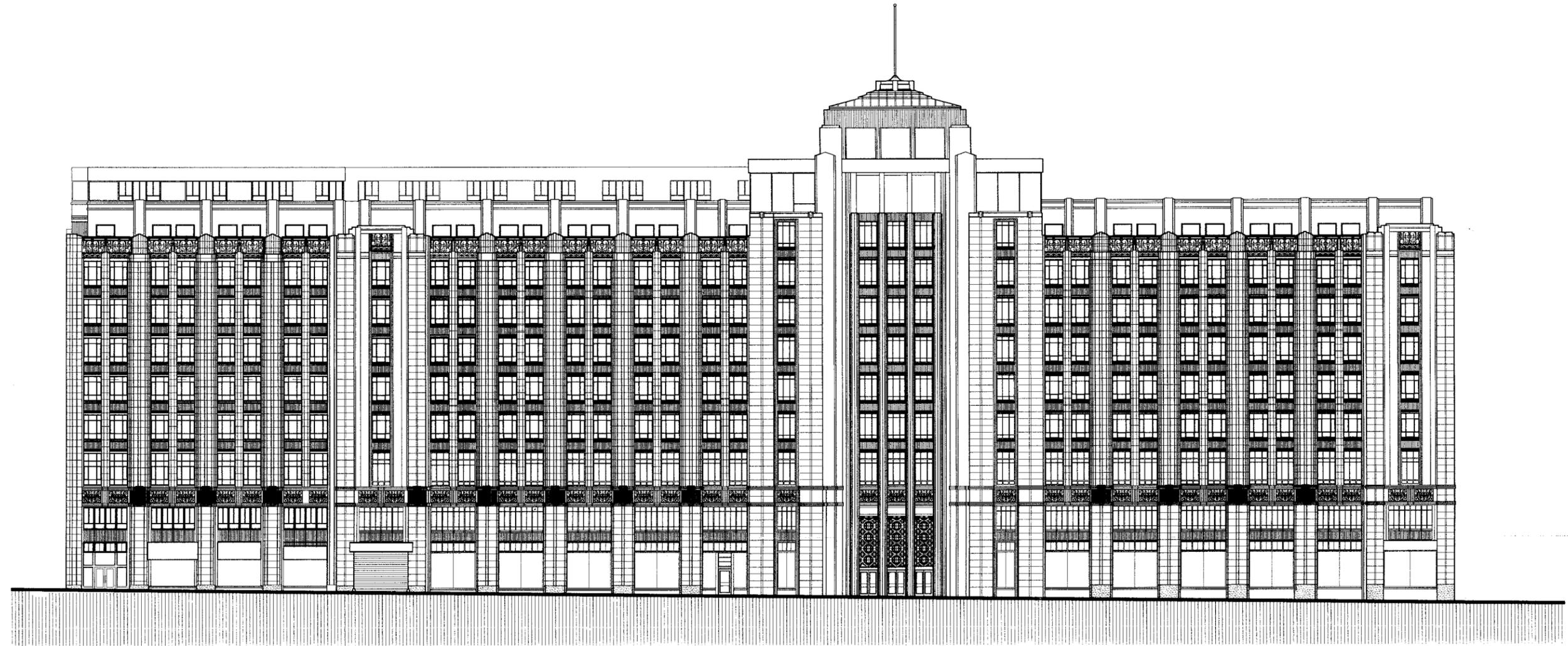
MARKET STREET ELEVATION IN 1946
Drawing by Leclere Associates



BUILDING
CHRONOLOGY

BUILDING CHRONOLOGY

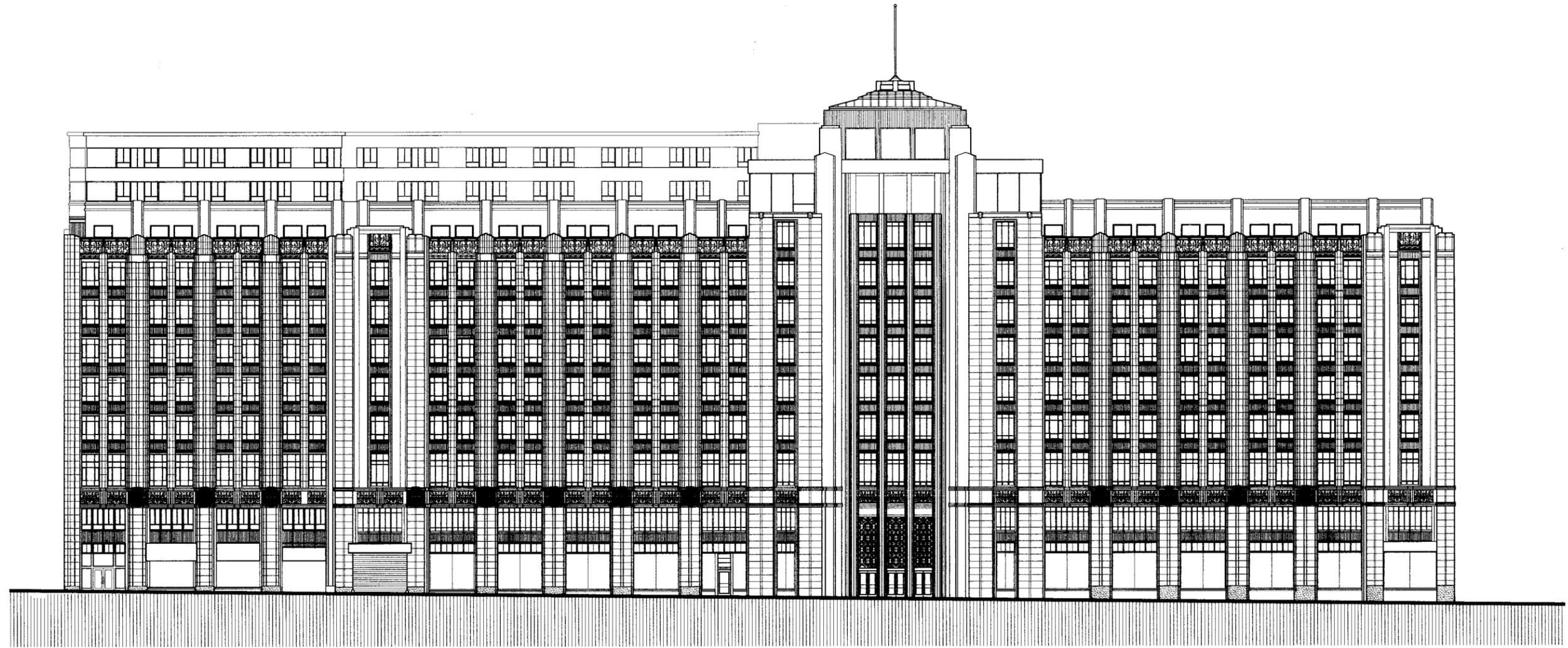
MARKET STREET ELEVATION IN 1958
Drawing by Leclere Associates



BUILDING
CHRONOLOGY

BUILDING CHRONOLOGY

MARKET STREET ELEVATION IN 1963
Drawing by Leclere Associates



BUILDING
CHRONOLOGY

EXISTING CONDITIONS IMAGES

VICINITY



1. View west along Market Street from Eighth Street. Note Market Square in the distance.



2. Ninth Street, looking south from Market Street



3. View of City Hall, looking north from roof of Market Square



4. View northeast from Tenth and Jessie streets



5. Tenth Street, looking north from Mission Street

Market Square is located on the south side of Market Street between Ninth and Tenth streets in downtown San Francisco. Located near San Francisco's Civic Center National Register Historic District and the Market Street Theatre and Loft Historic District, this area has historically been associated with a variety of commercial and light industrial uses, with theatres, shops, factories, and office uses found in the area.

Today, the neighborhood immediately surrounding Market Square is characterized by a mixture of commercial, residential, office, government, and entertainment uses. Buildings in the neighborhood date from a variety of eras, feature large footprints and massing, and range from four to thirty stories in height.

Market Square fits within the historic context of the area's commercial development, and its height, massing, composition, and style all stand out among the buildings in the surrounding neighborhood. The proposed project at Market Square does not include any additions or major exterior alterations that would affect the building's relationship to the surrounding neighborhood, or the significance of the nearby historic districts.

EXISTING CONDITIONS IMAGES

EXTERIOR



6. View of Market Street facade from Ninth Street



7. View west along Market Street



8. Typical storefront on Market Street

The exterior of 1355 Market Street is generally in good condition, but is in need of some renovation in order to address both deferred maintenance issues as well as attract new tenants and increase the opportunity for economic viability. Significant architectural features such as the decorative terra cotta and cast iron spandrels appear to be well maintained and mostly unaltered. Additions to the building have not removed significant fabric from the building, except at the top of the tower where significant detailing was removed in the late 1950s. Most failures of the terra cotta appear to be aesthetic in nature and will require the repair of such things as glaze and bisque spalls and failed patches. The existing windows are not original, but their replacements are similar in configuration and have been installed so that the original fenestration has remained intact.



9. View of building at Market Street and Tenth Street



10. Main entry

EXISTING CONDITIONS IMAGES

EXTERIOR



11. Ninth Street facade from Mission and Ninth Streets



13. View of Stevenson Street from Tenth Street



14. Garage entry on Tenth Street



12. Tenth Street facade from Market and Tenth Streets



15. Former garage access on Market; location of proposed office lobby entrance

EXISTING CONDITIONS IMAGES

LOBBY AND ROTUNDA

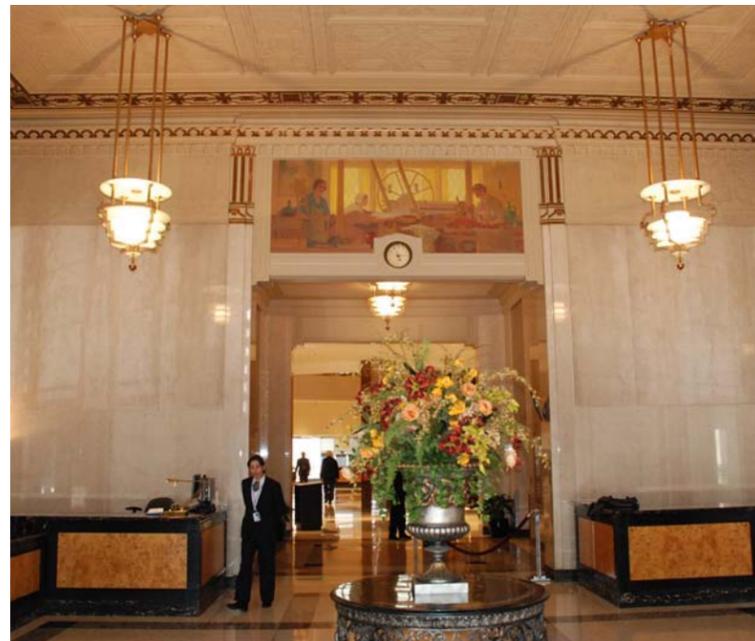
The most significant interior space is the original lobby located at the main entrance to the building on Market Street. The lobby is mostly intact. Prominent features include a decorative plaster ceiling, a mural, marble wall panels and decorative pilasters. The original floor, desks, and lights have been removed and replaced. The proposed project includes the rehabilitation of the historic features in the space. Non-original features such as the mirrors and security desks will be removed. Just south of the main lobby a rotunda was installed that now connects the first and second floors.



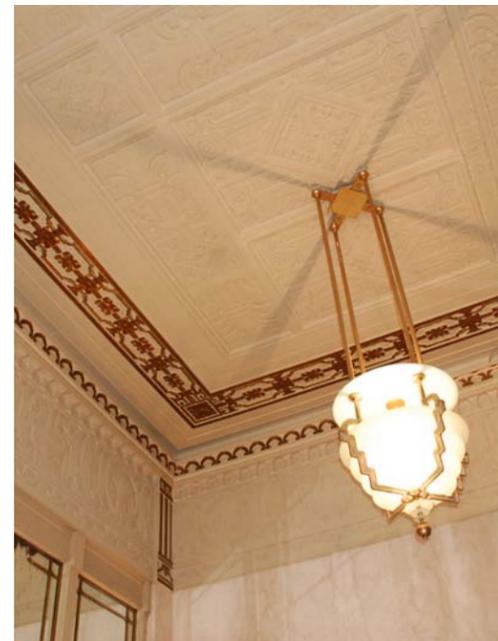
16. Historic lobby



17. Second floor rotunda



18. Historic lobby



19. Lobby ceiling



20. Lobby floor



21. Ground floor rotunda

EXISTING CONDITIONS IMAGES

NINTH FLOOR ADDITIONS

In 1941, two additions were constructed on the ninth floor. These additions consist of a perimeter concrete wall with a stucco finish and interior wood framing. While the exterior has features that are sympathetic to the original building, the additions lack the architectural quality and distinction of the original building. The proposed project includes the demolition of the addition west of the central tower. The addition will be replaced with a new exterior deck.



29. Ninth floor wood-framed addition, approximately 17,000 square feet



31. Wood window at ninth floor addition



28. Open truss ceiling at ninth floor addition



30. Stucco finish of the ninth floor addition



32. Cornice of original building with ninth floor addition beyond

EXISTING CONDITIONS IMAGES

TYPICAL FLOOR



33. Typical showroom, fourth floor



34. Typical corridor, seventh floor



35. Typical corridor, tenth floor



36. Typical showroom, sixth floor



37. Typical historic partition



38. Existing conditions, eighth floor

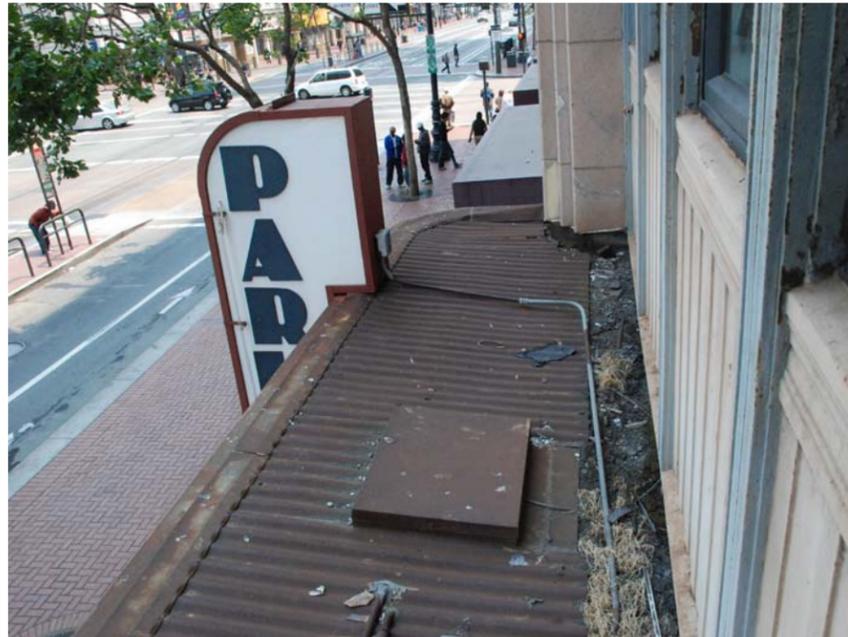
The upper floors of the old Western Exchange Building were intended to be flexible in plan to accommodate changing tenant needs. The upper floors have had many remodels, but their most significant feature, a grid of massive concrete columns, remains.

EXISTING CONDITIONS IMAGES

CANOPIES



39. Existing canopy on Market Street



40. Existing roof at Market Street canopy



41. Existing canopy on Stevenson Street



42. Detail of existing canopy on Market Street, showing deterioration of the underside



43. Existing canopy on Tenth Street



44. Detail of existing canopy on Stevenson Street, showing deterioration of the sheet metal face

EXISTING CONDITIONS IMAGES

TENTH AND ELEVENTH FLOORS



45. View of upper floors, from Ninth and Market Streets



47. Typical window condition at tenth floor



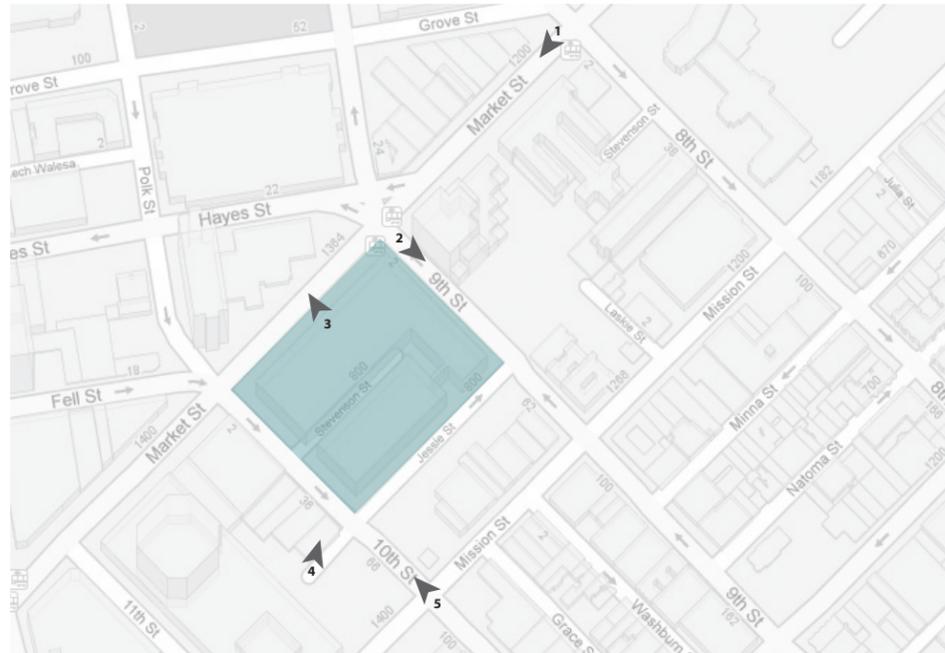
48. Typical window condition at eleventh floor



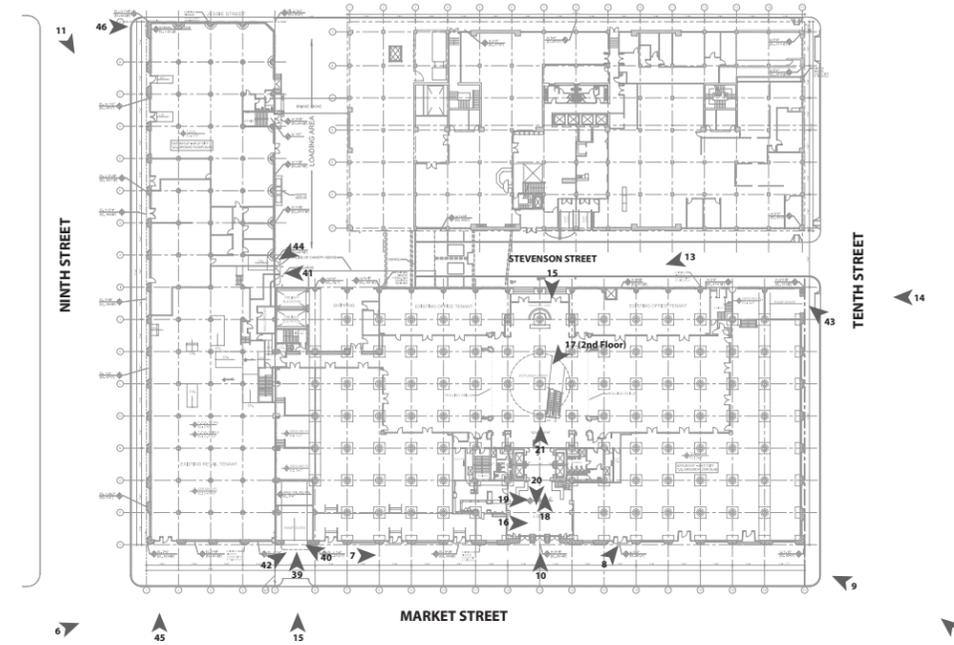
46. Ninth Street elevation

EXISTING CONDITIONS IMAGES

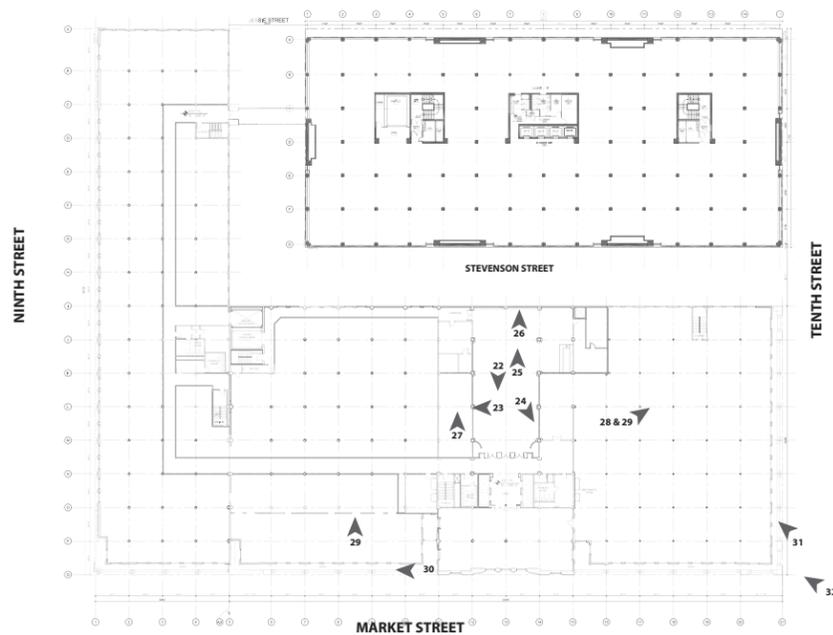
PHOTO KEY PLANS



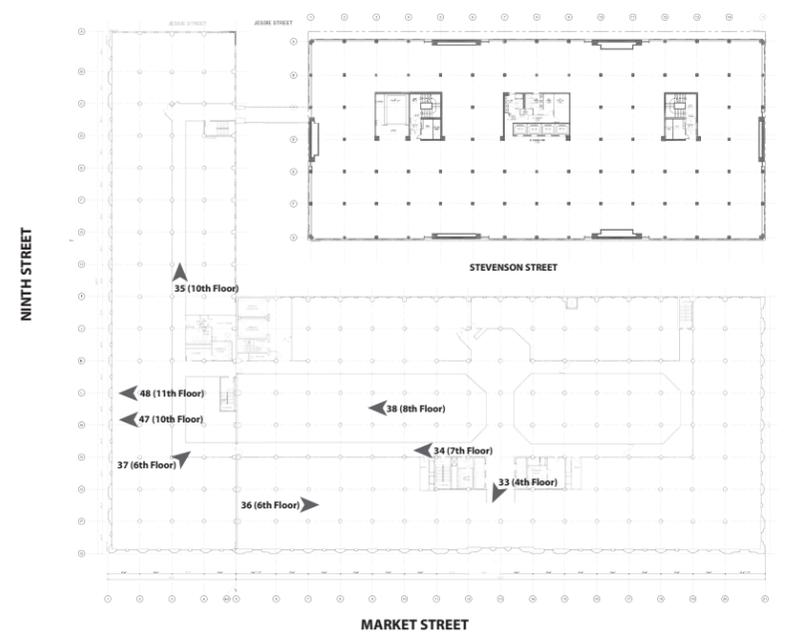
Vicinity



Exterior and Ground Floor



Ninth Floor



Typical Interior

SIGNIFICANCE DIAGRAMS



MARKET STREET ELEVATION

LEGEND:



Significant

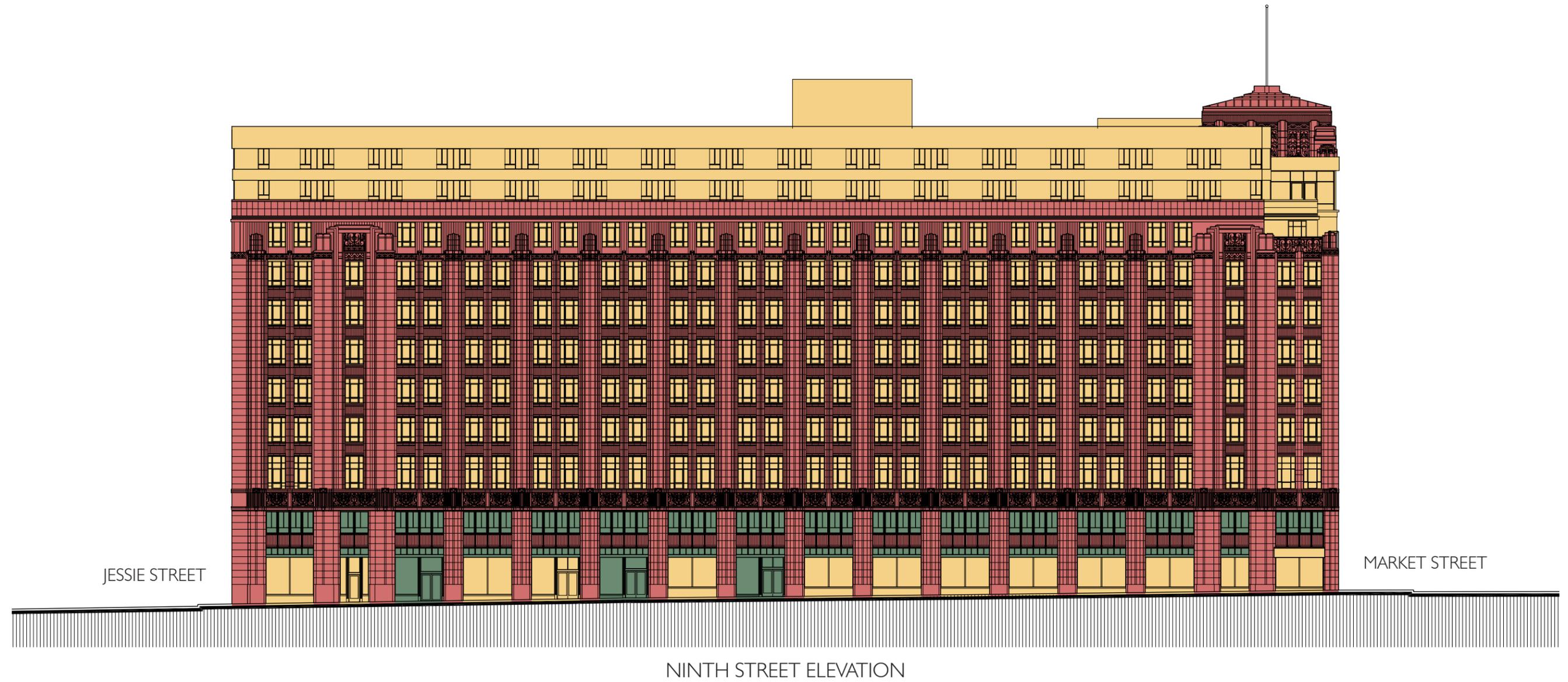


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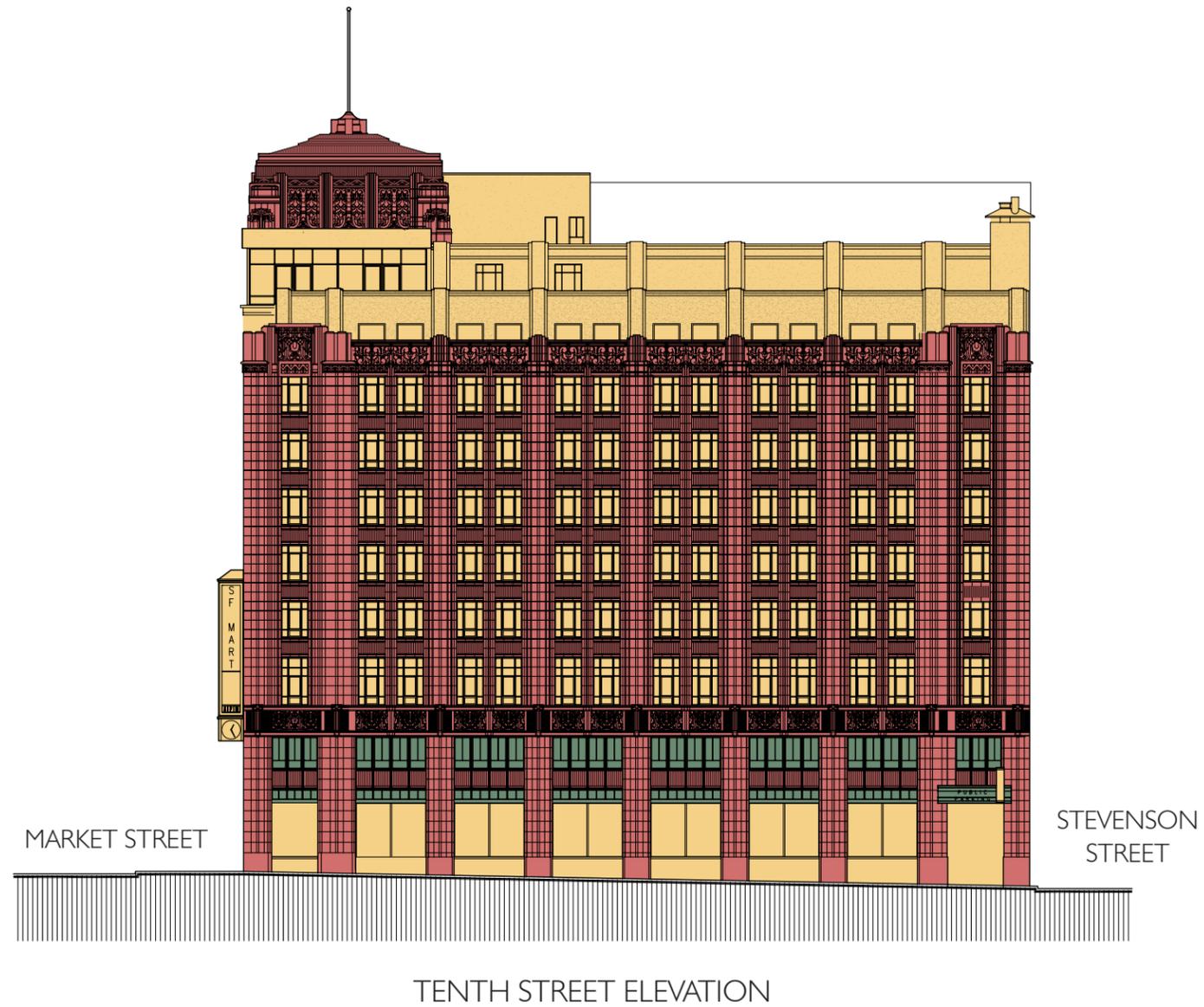
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SIGNIFICANCE DIAGRAMS



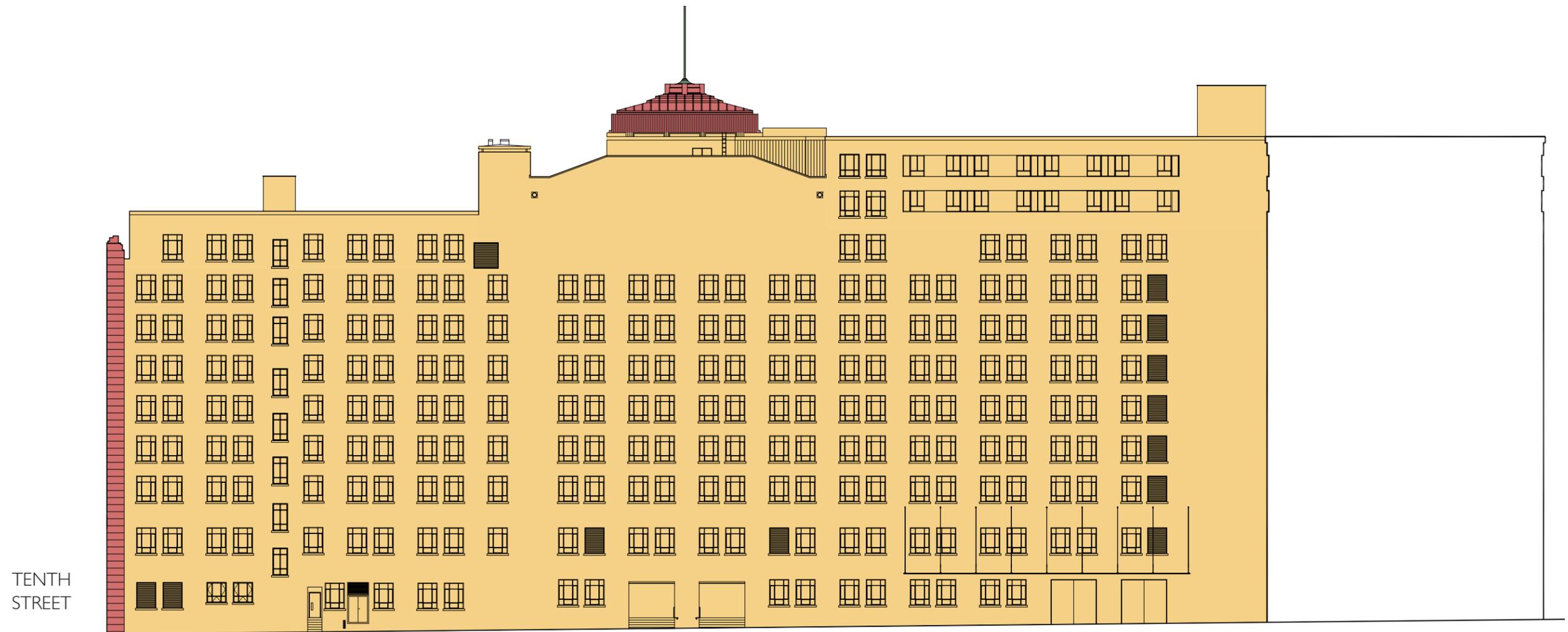
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SIGNIFICANCE DIAGRAMS



LEGEND: Significant Contributing Non-Contributing

SIGNIFICANCE DIAGRAMS



STEVENSON STREET ELEVATION

LEGEND:



Significant



Contributing



Non-Contributing

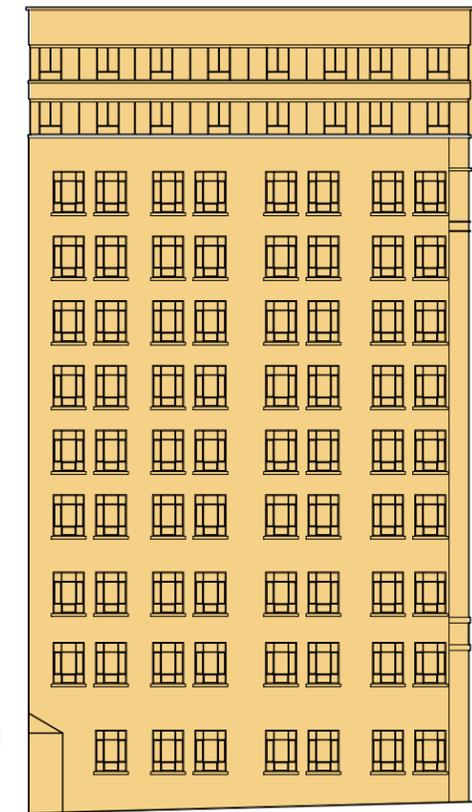
SIGNIFICANCE DIAGRAMS



STEVENSON STREET ELEVATION

JESSIE STREET

STEVENSON STREET



JESSIE STREET ELEVATION

NINTH STREET

LEGEND:



Significant

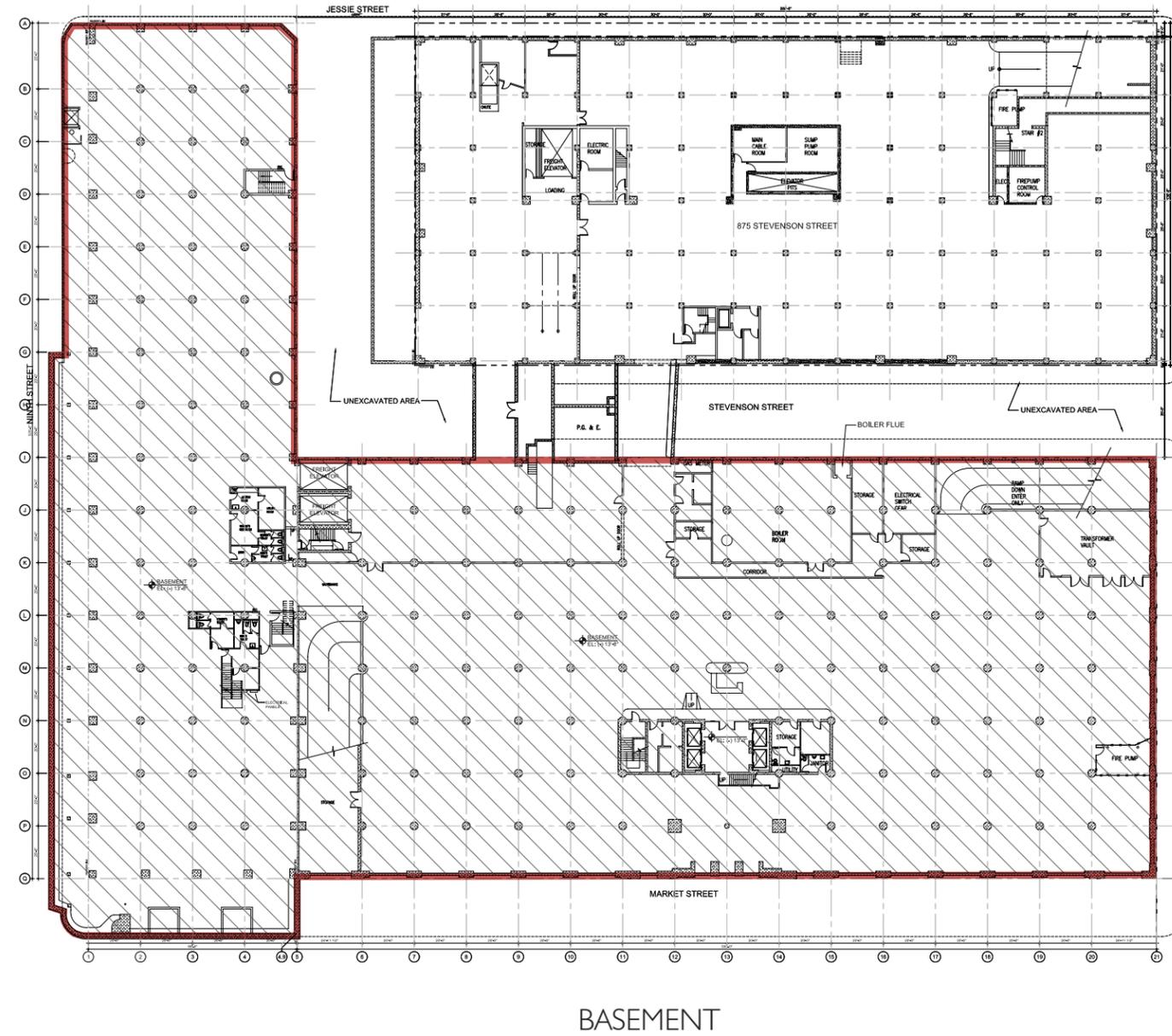


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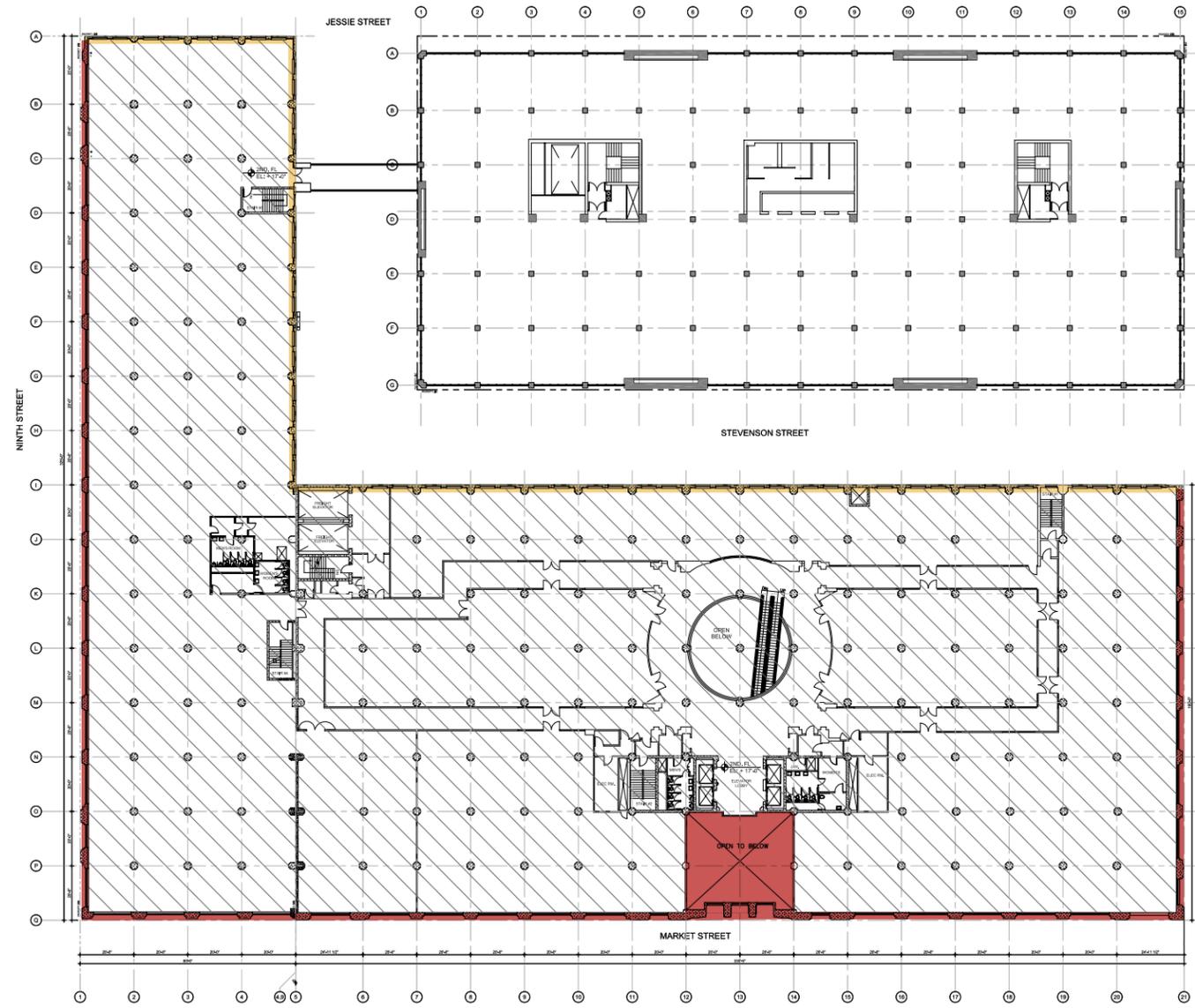


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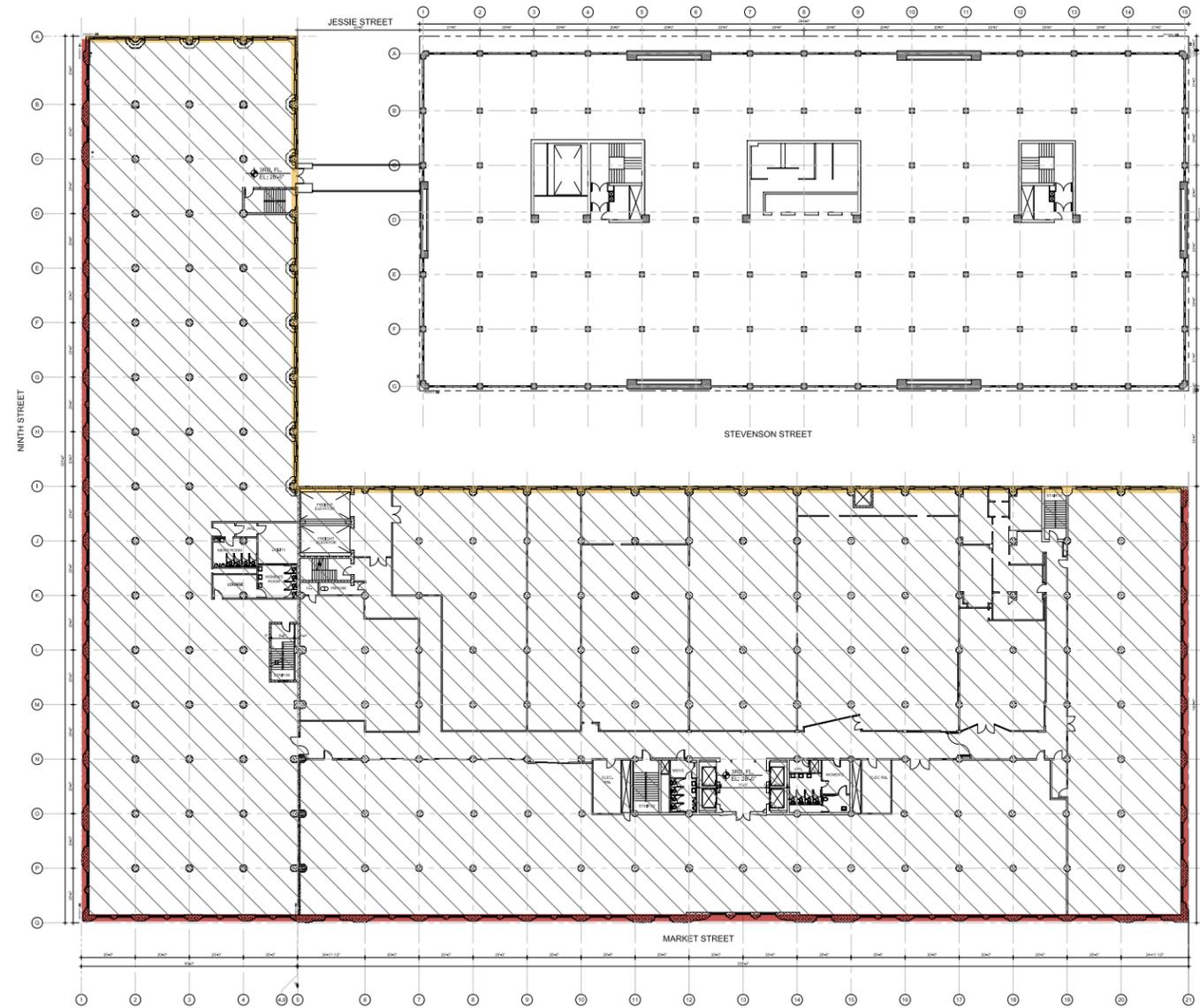
SIGNIFICANCE DIAGRAMS



SECOND FLOOR



SIGNIFICANCE DIAGRAMS



THIRD FLOOR

LEGEND:



Significant



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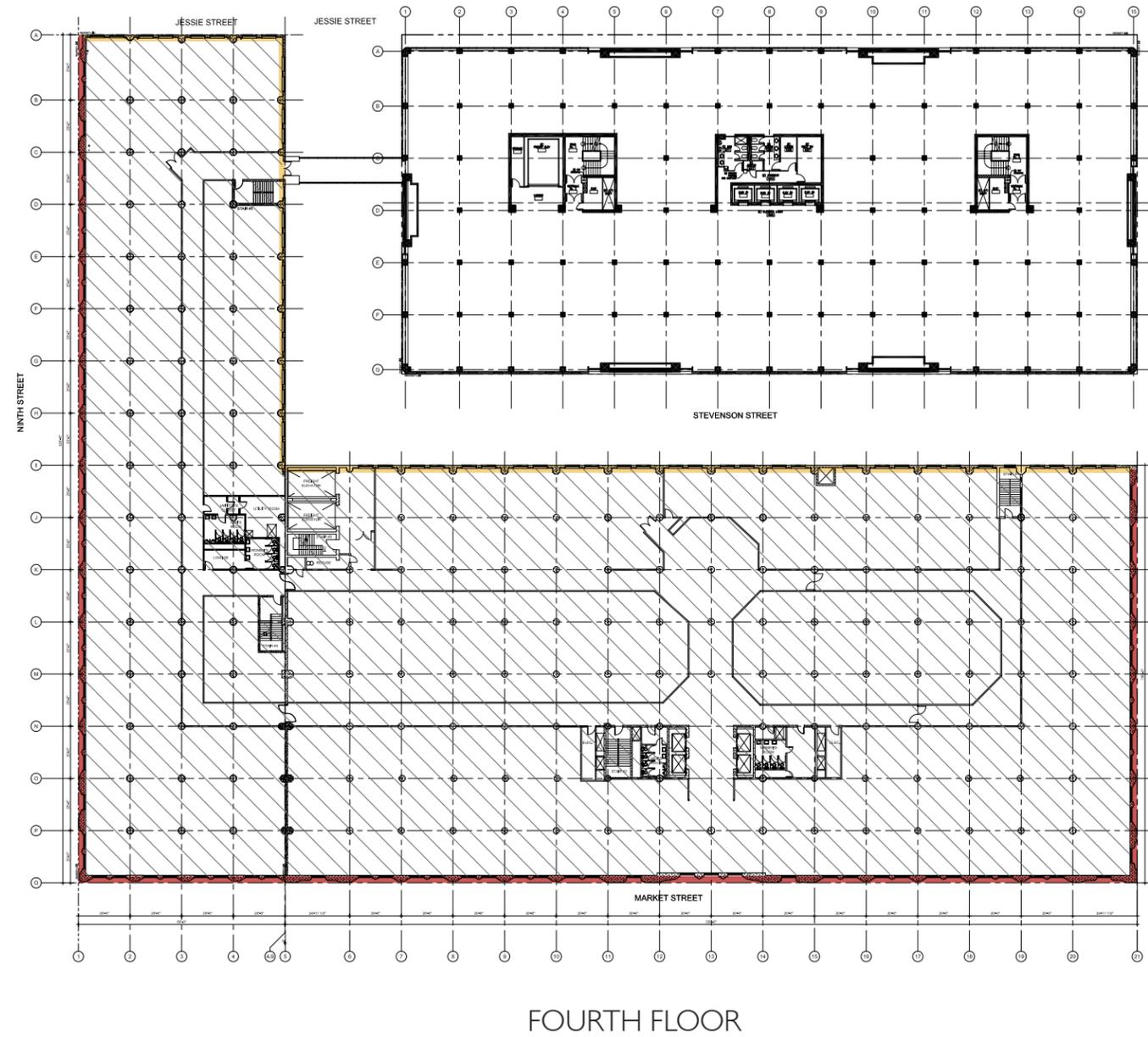


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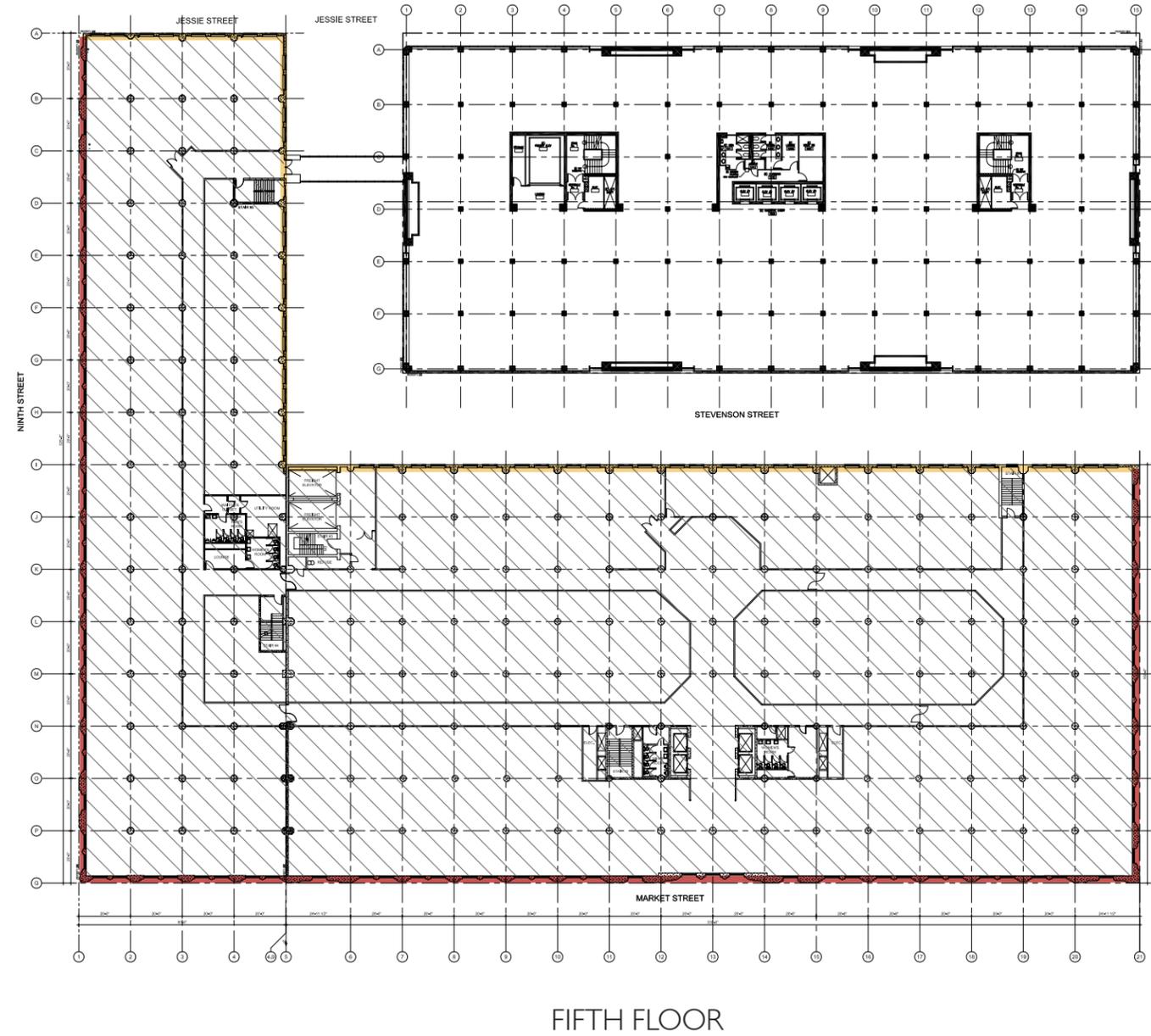
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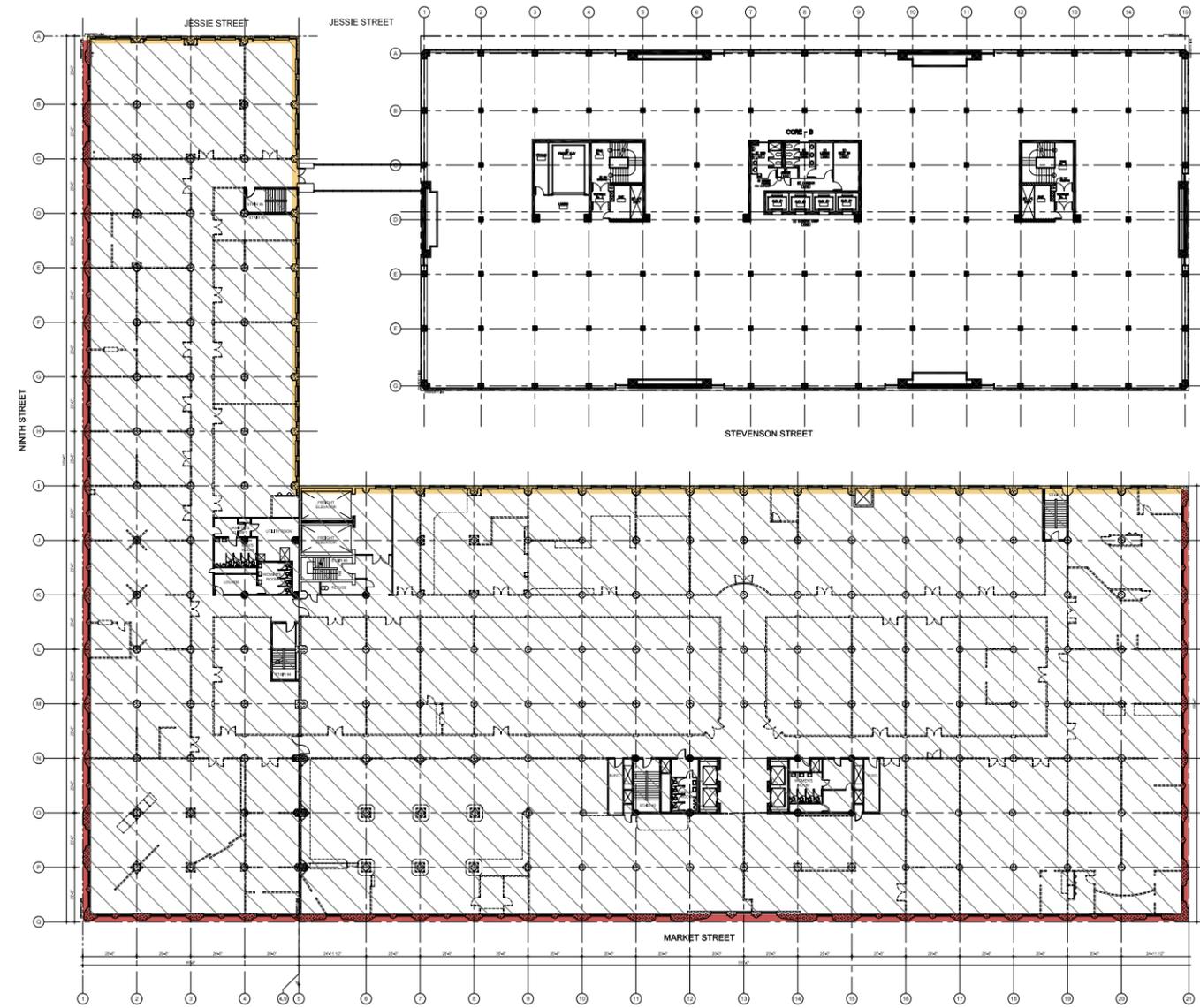
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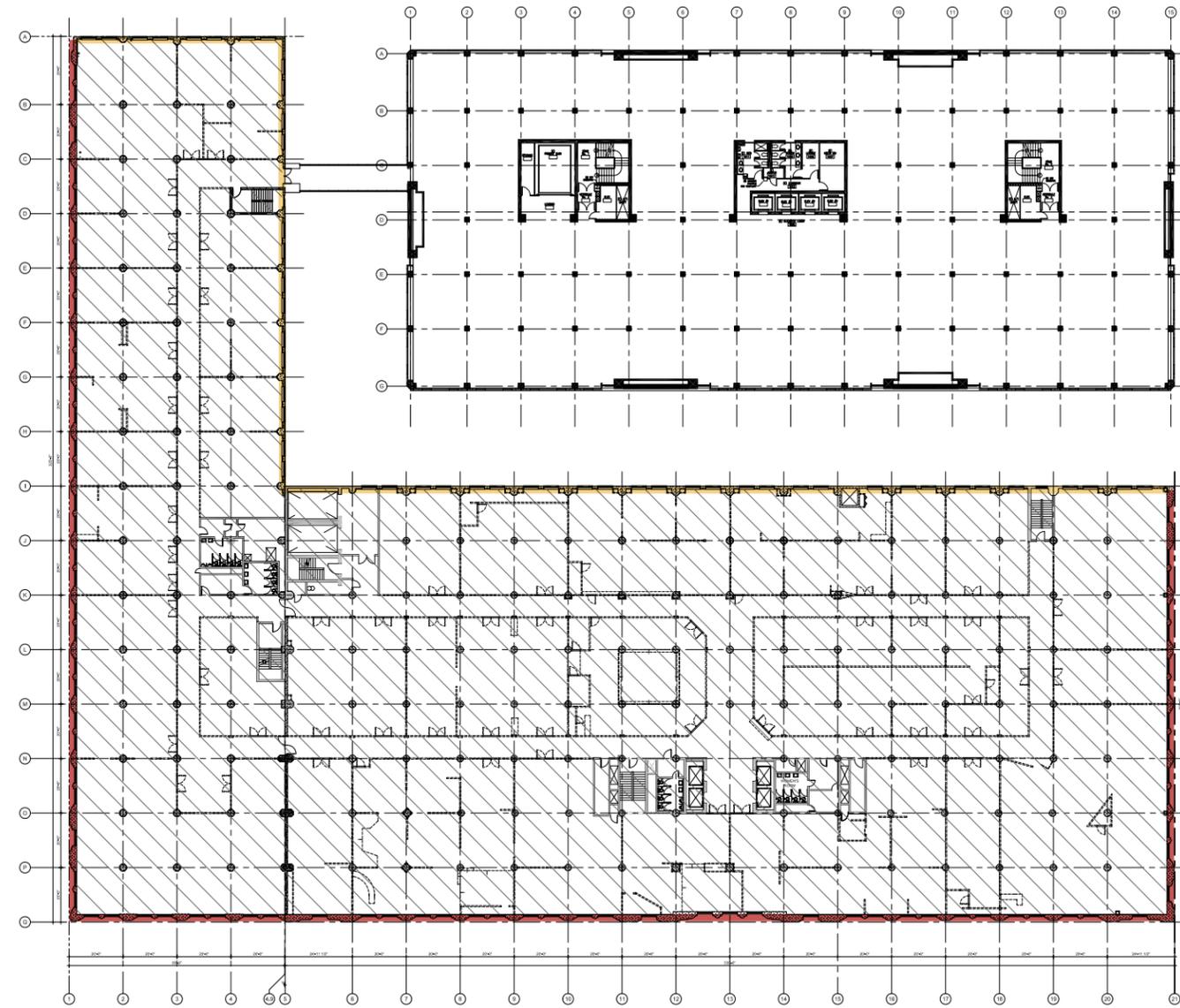
SIGNIFICANCE DIAGRAMS



SIXTH FLOOR

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SIGNIFICANCE DIAGRAMS



SEVENTH FLOOR

LEGEND:



Significant



Contributing

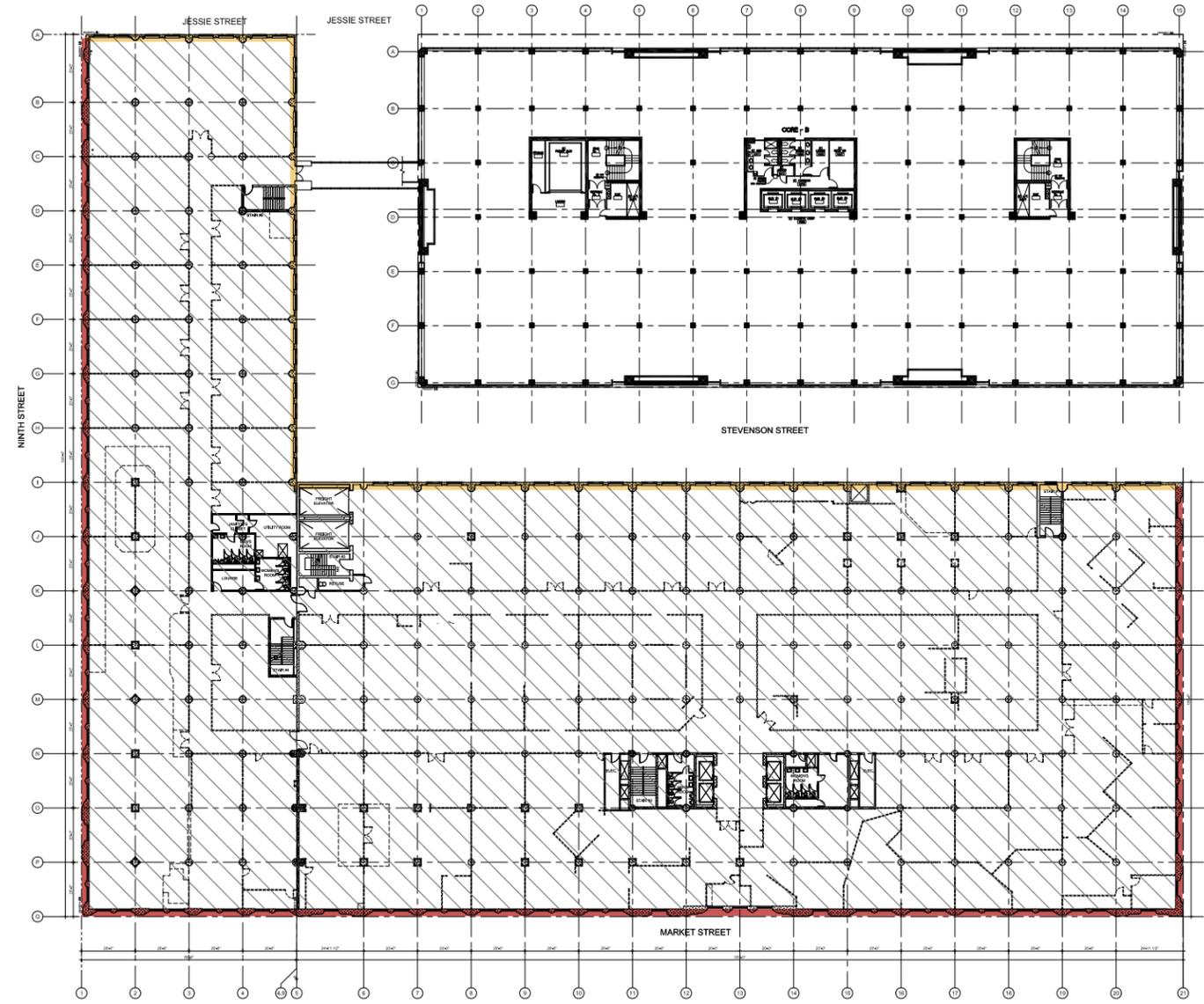


Non-Contributing



Not evaluated

SIGNIFICANCE DIAGRAMS



EIGHTH FLOOR

LEGEND: Significant Contributing Non-Contributing Not evaluated

SIGNIFICANCE DIAGRAMS



NINTH FLOOR

LEGEND:



Significant



Contributing

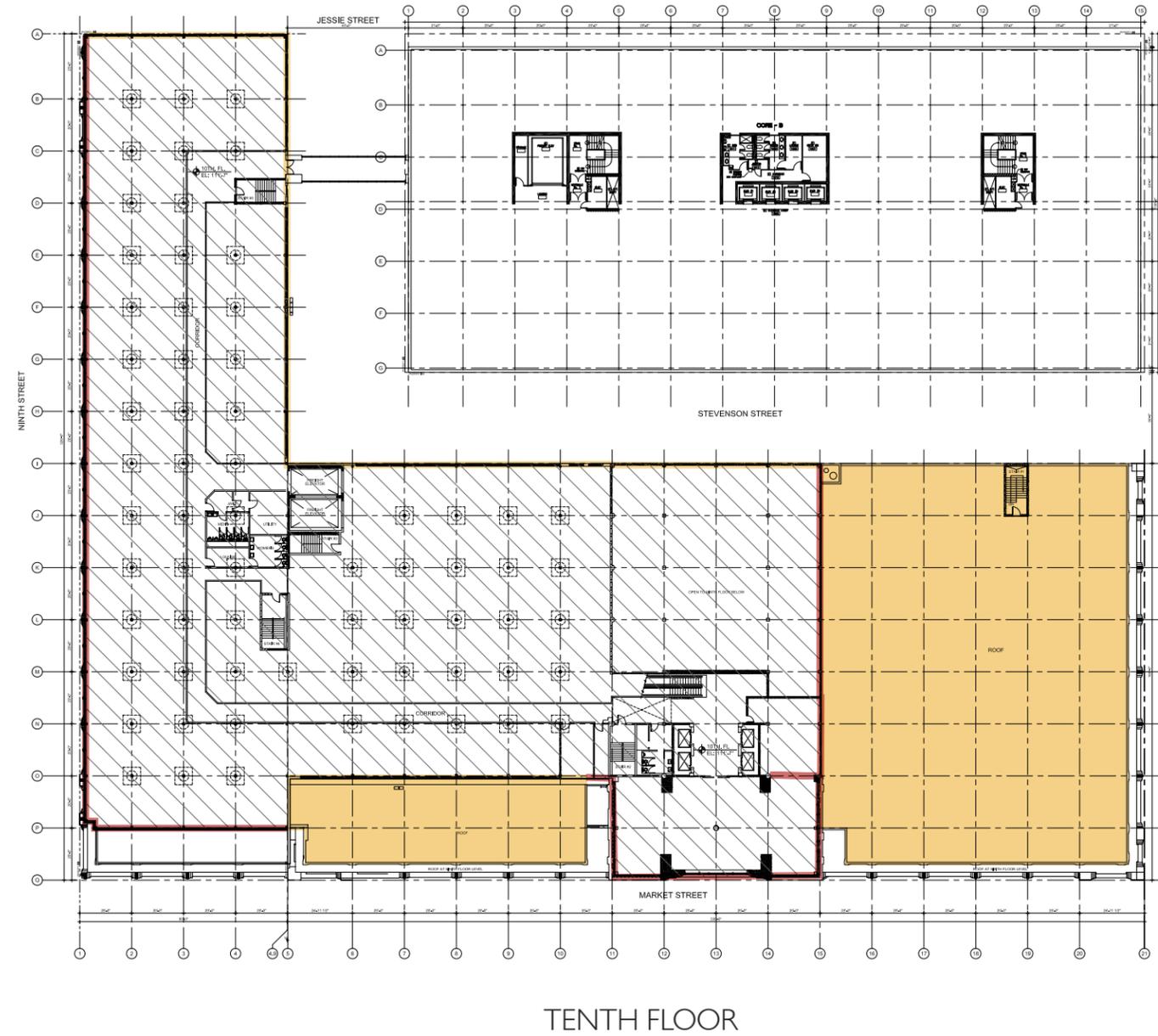


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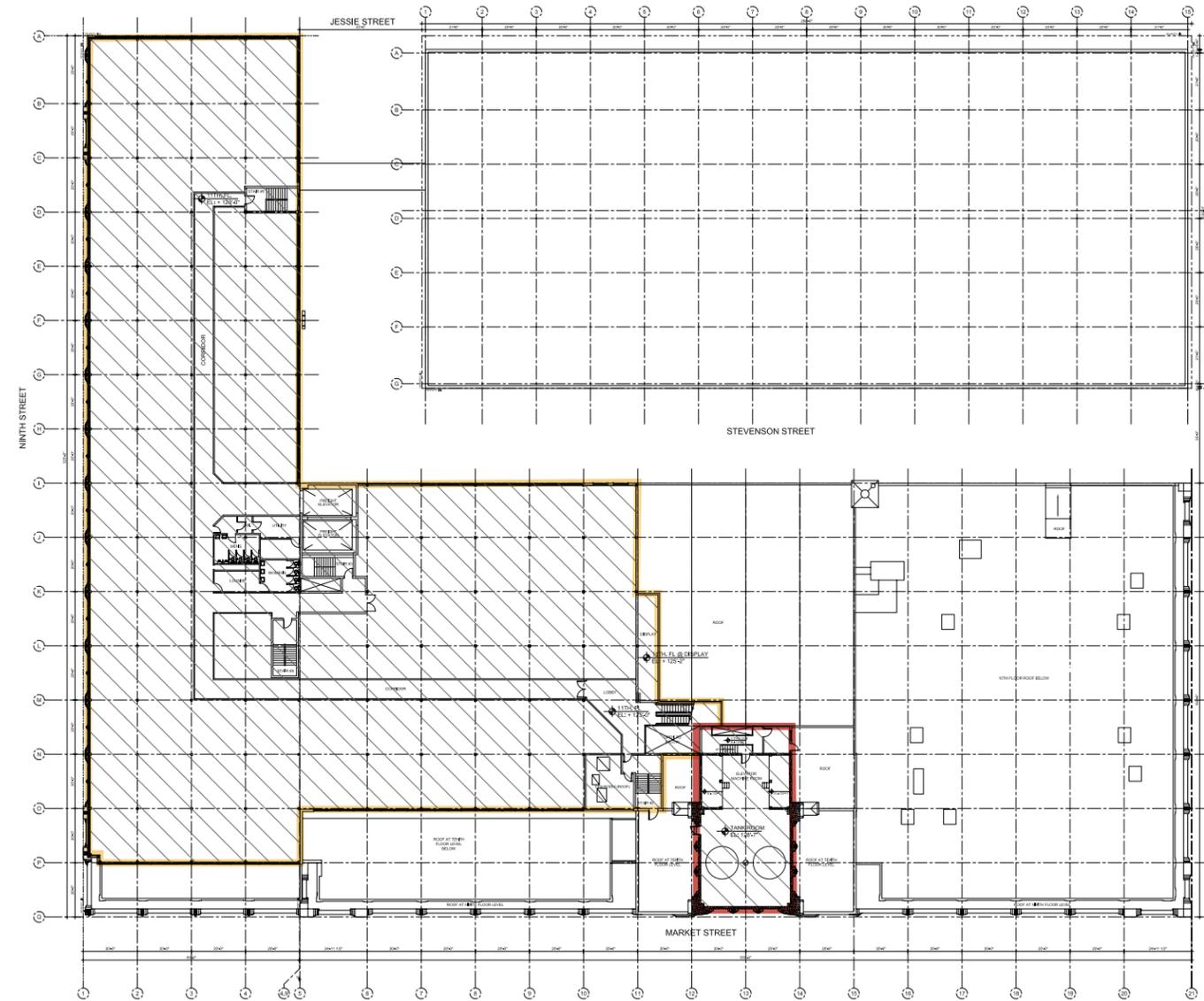


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SIGNIFICANCE DIAGRAMS



SIGNIFICANCE DIAGRAMS



ELEVENTH FLOOR

LEGEND:



Significant



Contributing



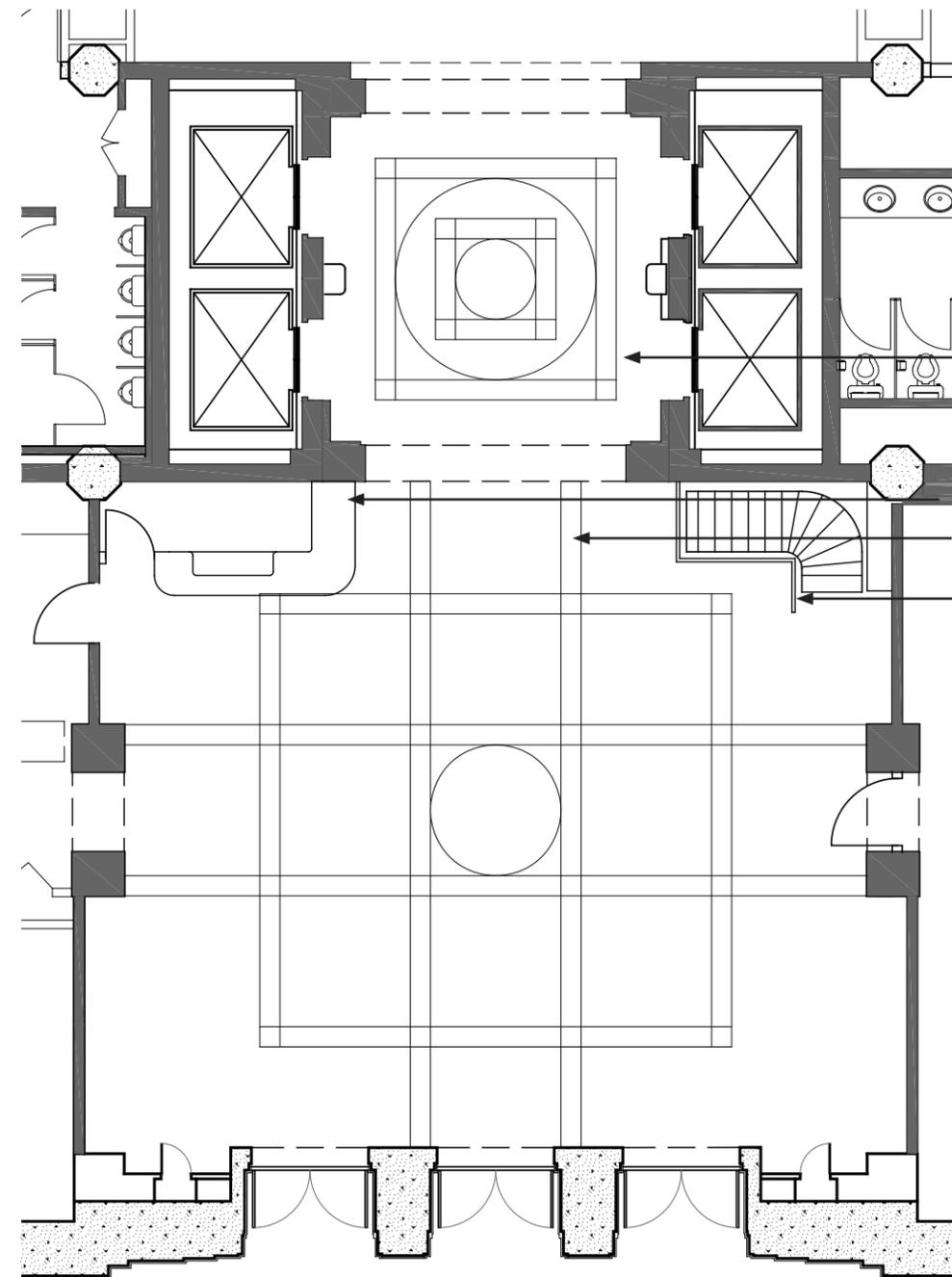
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Not evaluated

PROPOSED WORK

REHABILITATION OF HISTORIC LOBBY: PROPOSED PLANS

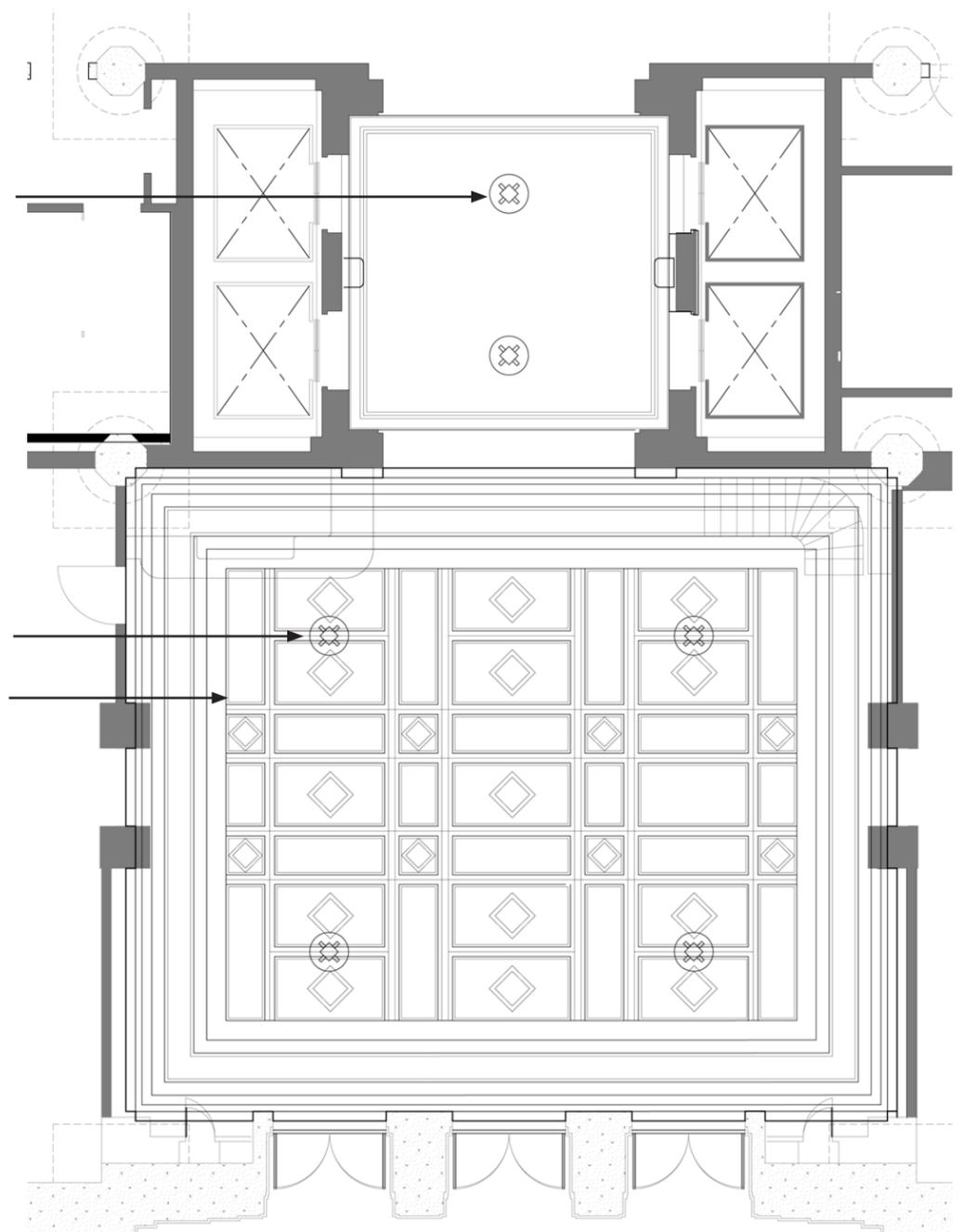


FLOOR PLAN

- (E) Terrazzo floor to be cleaned and refurbished
- (N) Mahogany reception desk
- (E) Terrazzo floor to be cleaned and refurbished
- (N) Bronze railing at stair

(N) Decorative pendant
Ceiling to be cleaned and repainted to enhance detail:

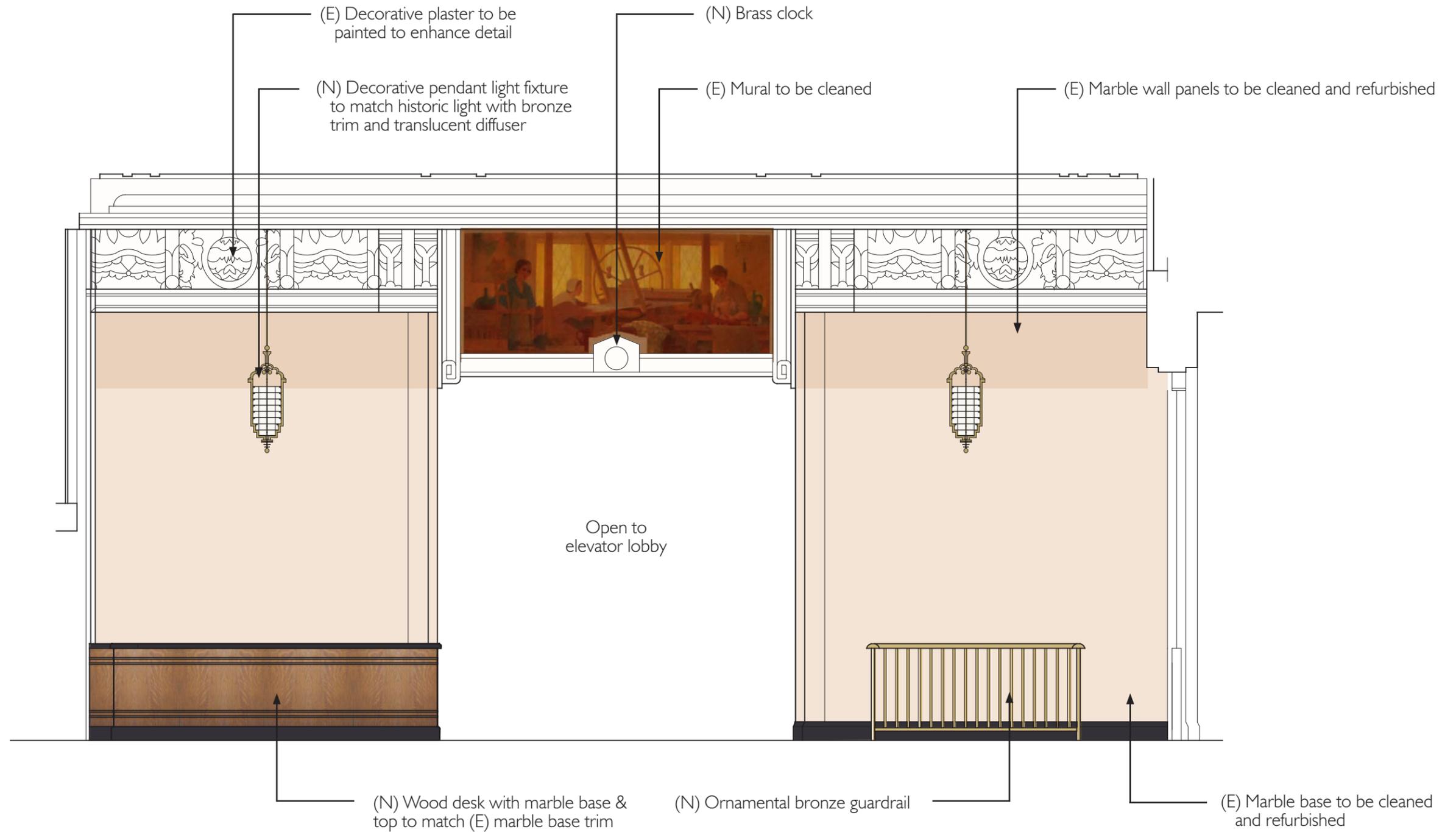
- The elaborate architectural plaster of the lobby ceiling is a character-defining feature of the rich space. Although the plaster ceiling remains intact, the intricate detail has lost depth as a result of the existing monochrome paint scheme. The combination of a single color, thick paint and flat interior light serve to “flatten” the reveals of the extant plaster.
- To restore the deep shadowing of the plaster ceiling, a restoration paint scheme utilizing a defined hue, with two or three varying values or chroma should be used. This painting technique will not result in a polychrome appearance but will rather read as a single color with deep shadows and reveals. This faux shadowing will serve to enliven the space by intensifying the “depth” of the detailing.



REFLECTED CEILING PLAN

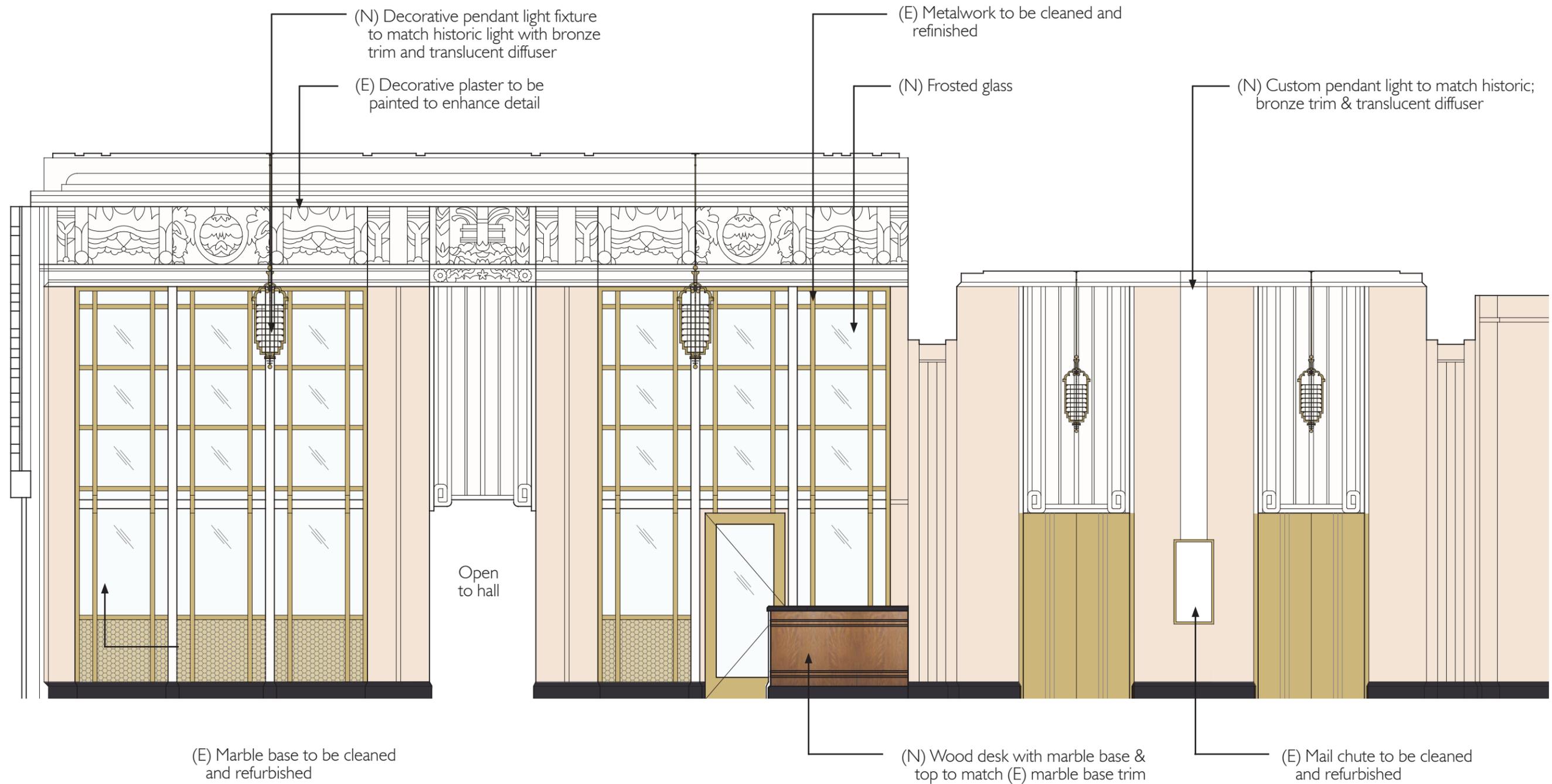
PROPOSED WORK

REHABILITATION OF HISTORIC LOBBY: SOUTH ELEVATION



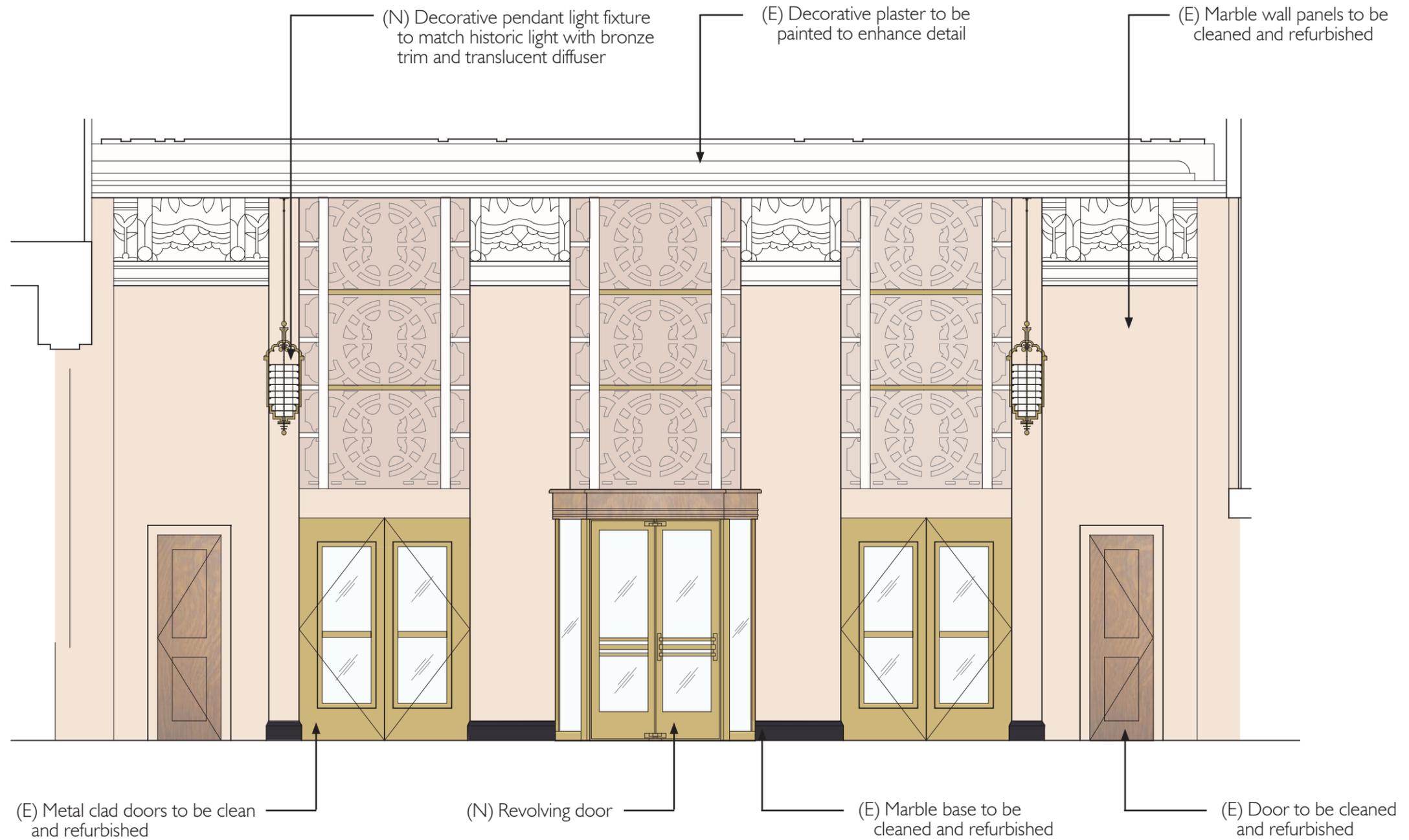
PROPOSED WORK

REHABILITATION OF HISTORIC LOBBY: EAST ELEVATION



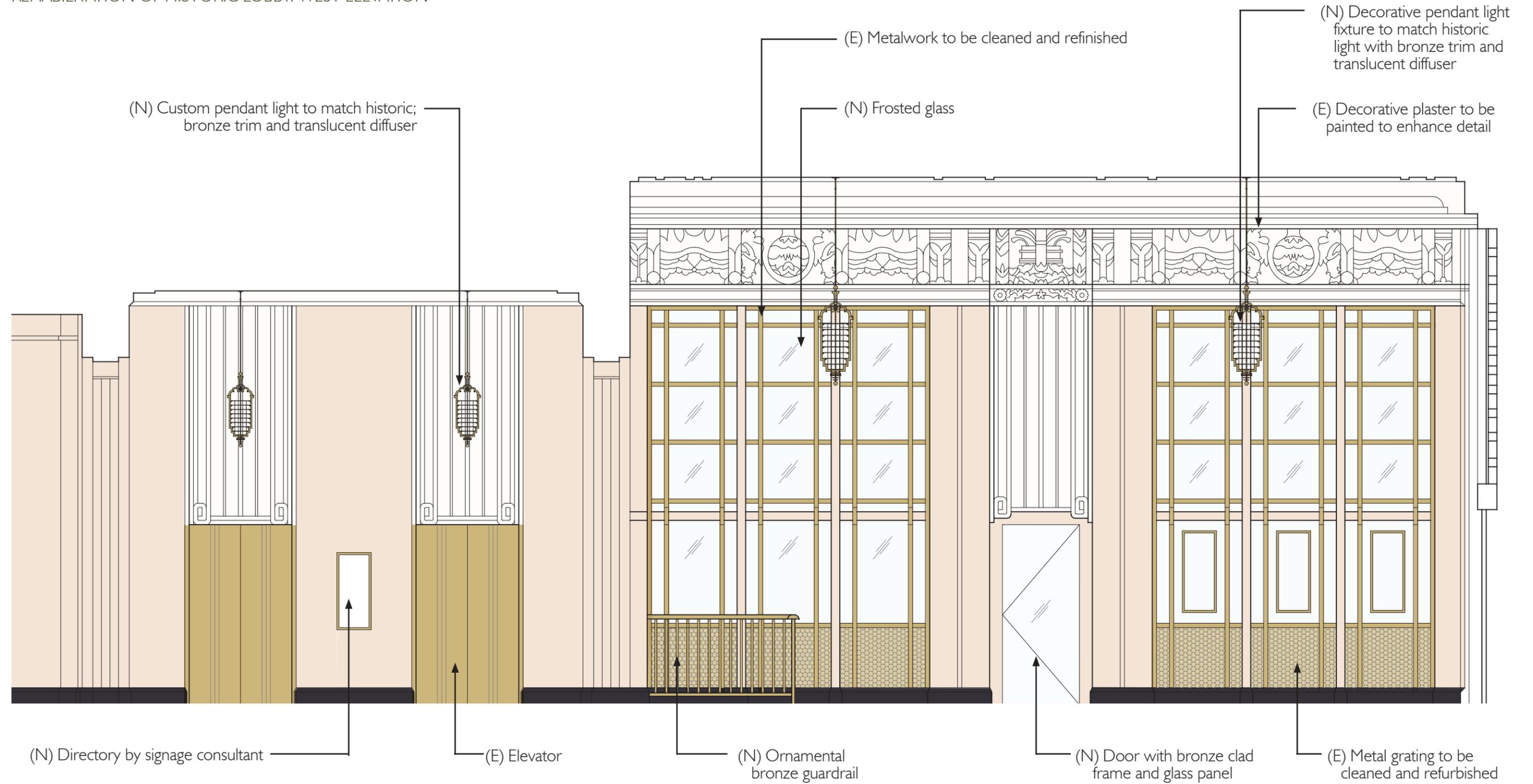
PROPOSED WORK

REHABILITATION OF HISTORIC LOBBY: NORTH ELEVATION



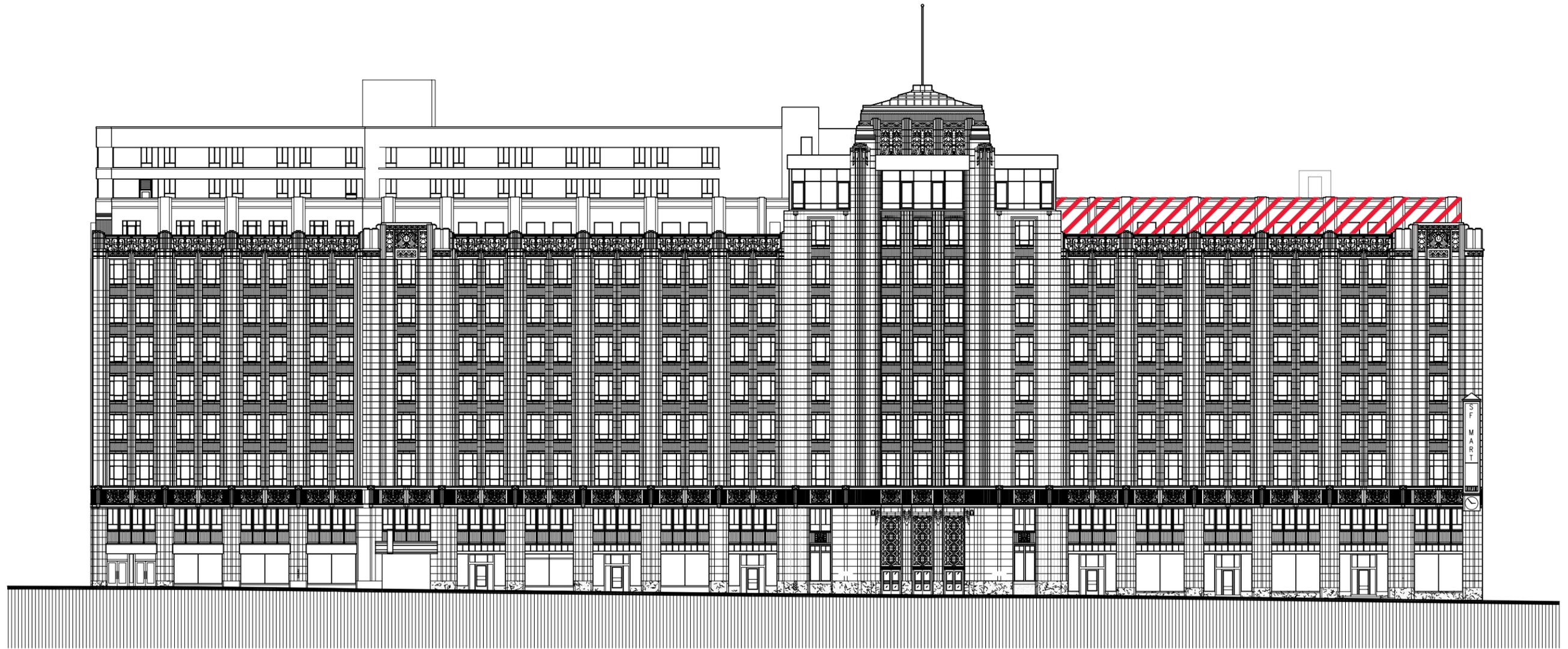
PROPOSED WORK

REHABILITATION OF HISTORIC LOBBY: WEST ELEVATION



PROPOSED WORK

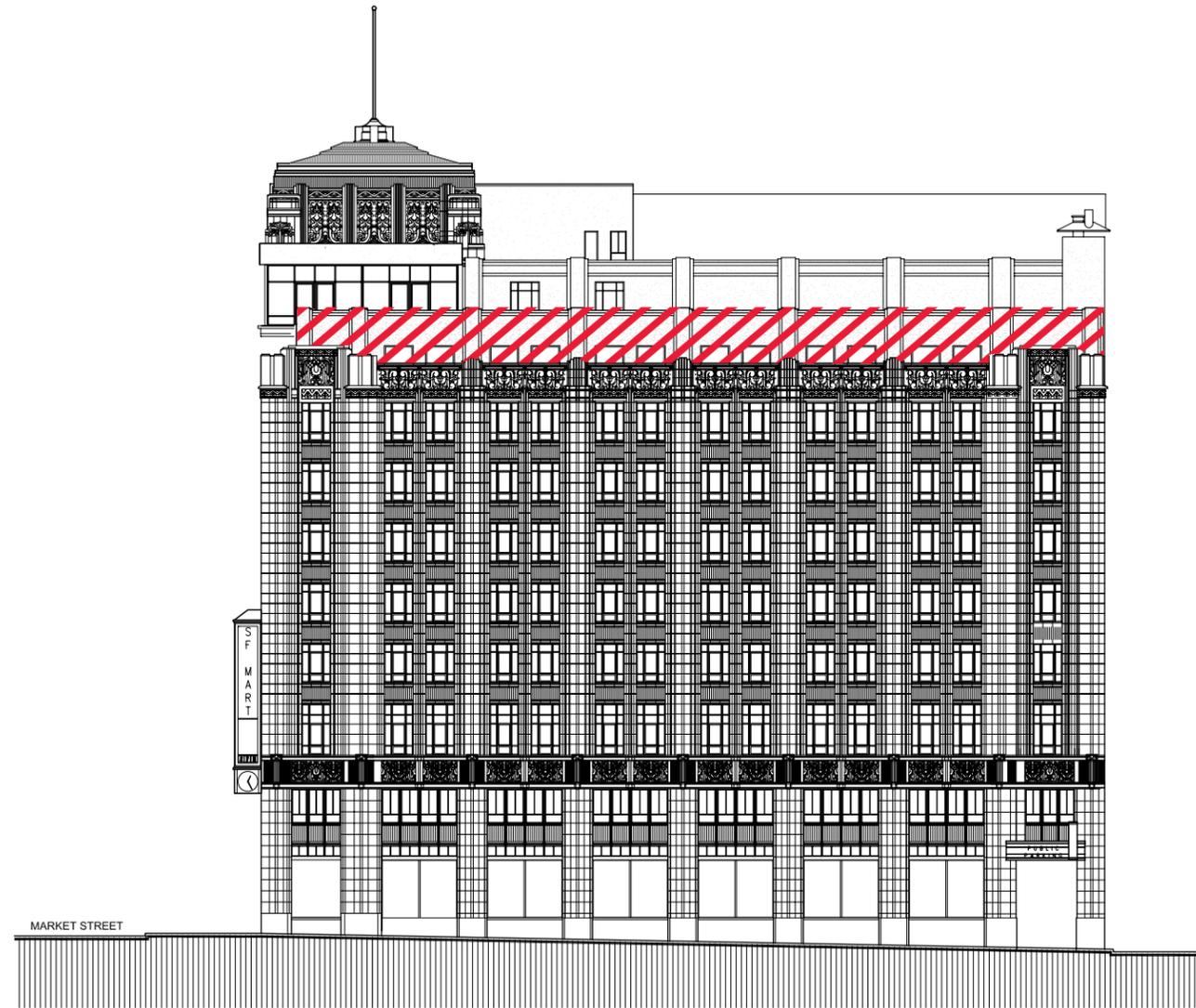
DEMOLITION OF 1941 ADDITION: MARKET STREET ELEVATION



LEGEND:  Area of proposed demolition

PROPOSED WORK

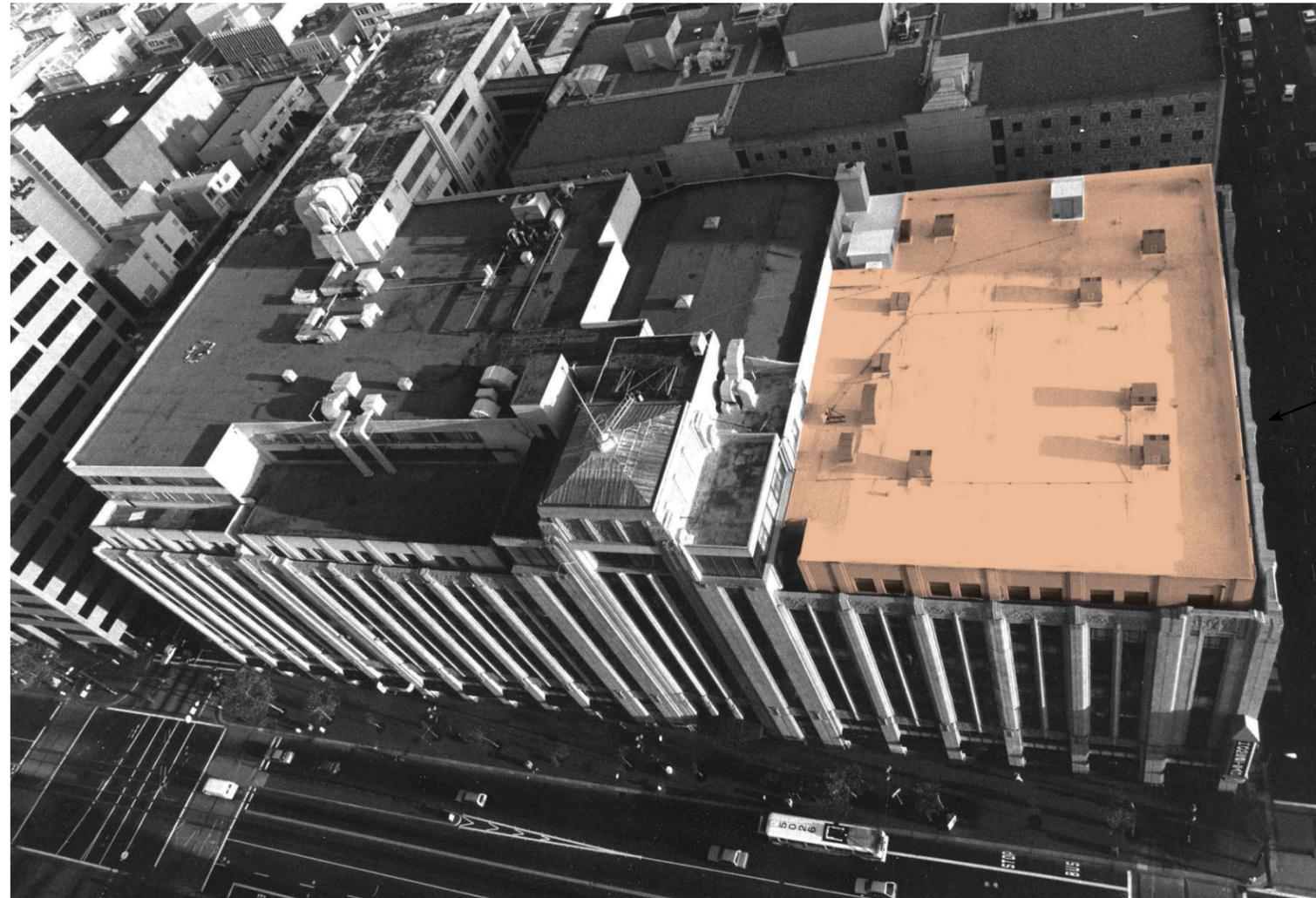
DEMOLITION OF 1941 ADDITION: TENTH STREET ELEVATION



LEGEND:  Area of proposed demolition

PROPOSED WORK

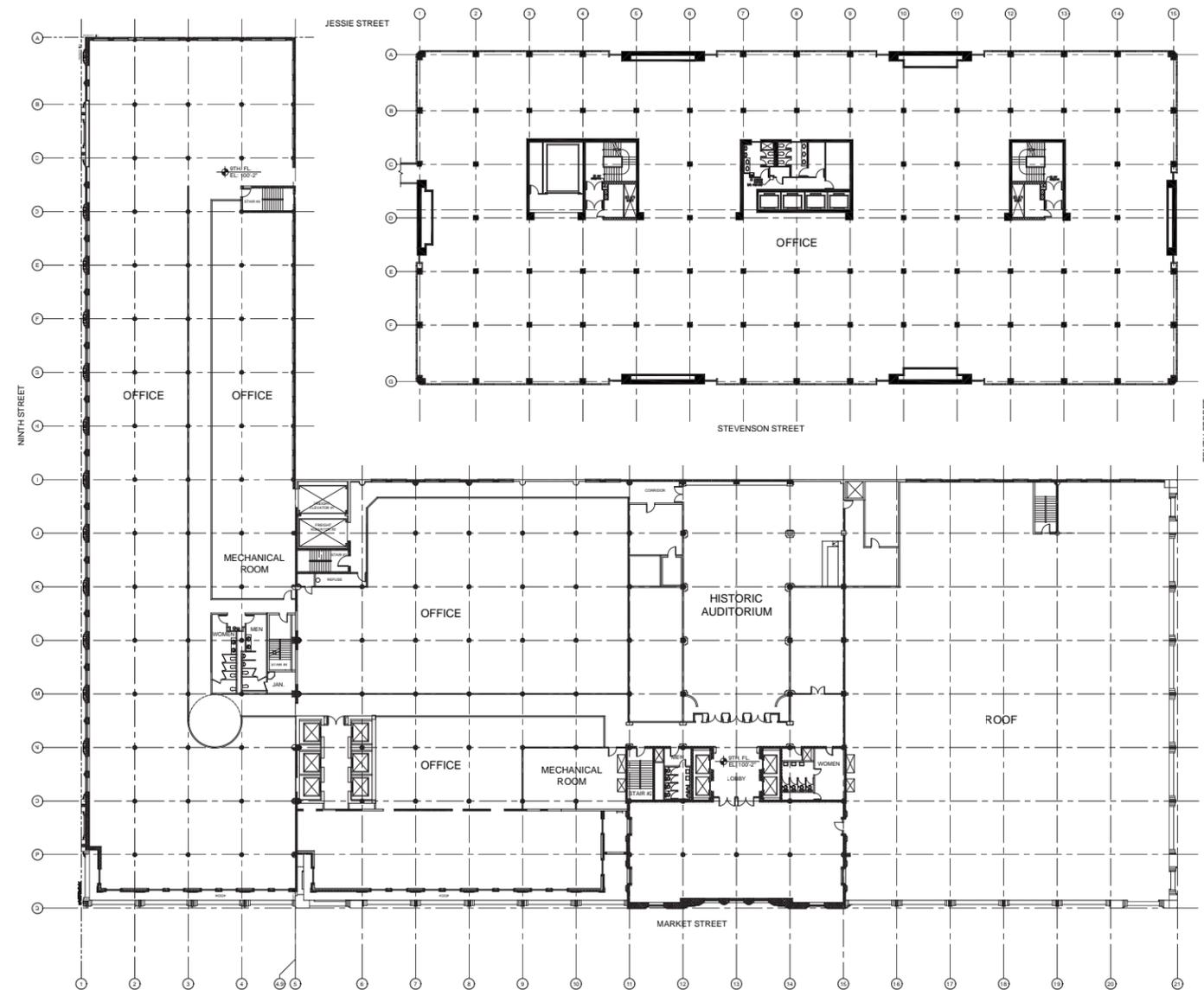
DEMOLITION OF 1941 ADDITION: AERIAL PHOTO OF AREA PROPOSED TO BE DEMOLISHED



1941 Ninth Floor
Addition Proposed
to be Removed

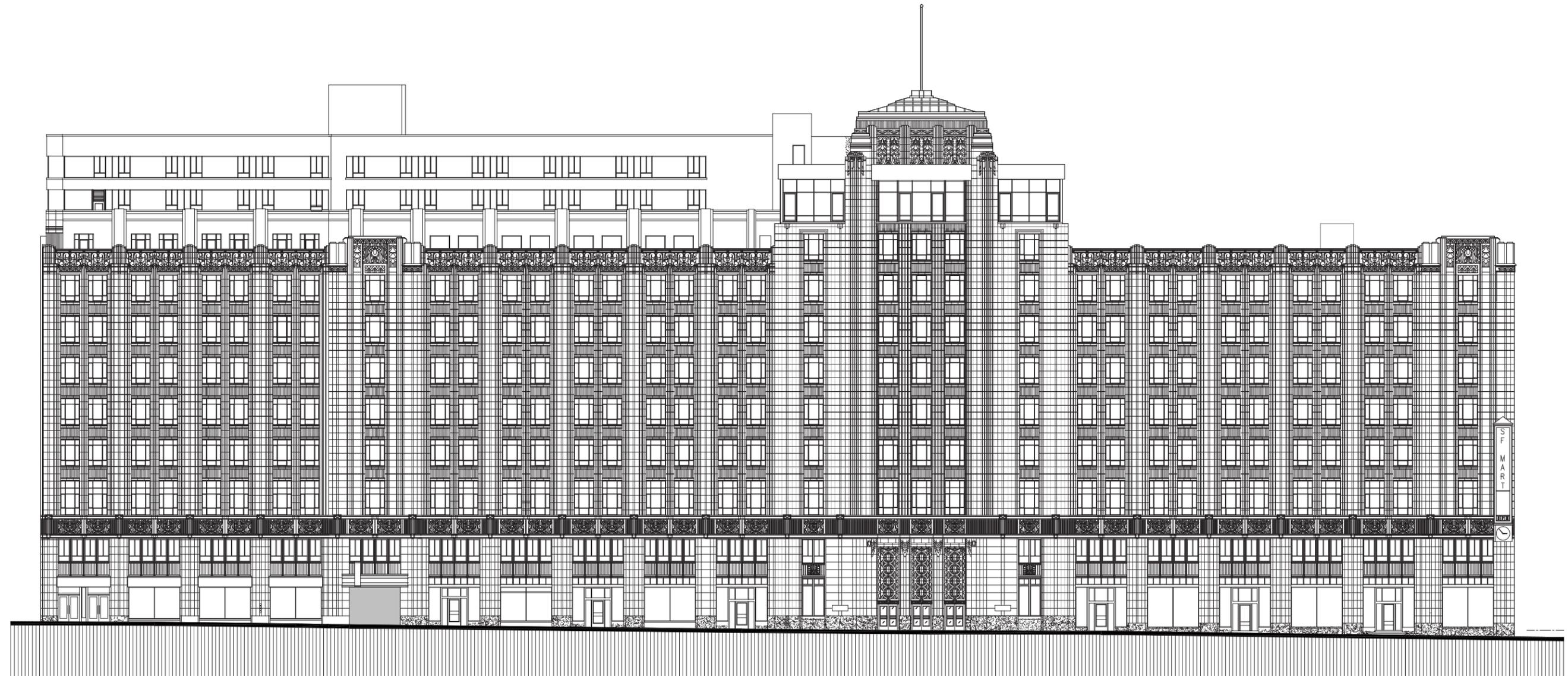
PROPOSED WORK

DEMOLITION OF 1941 ADDITION: PLAN SHOWING ADDITION REMOVED



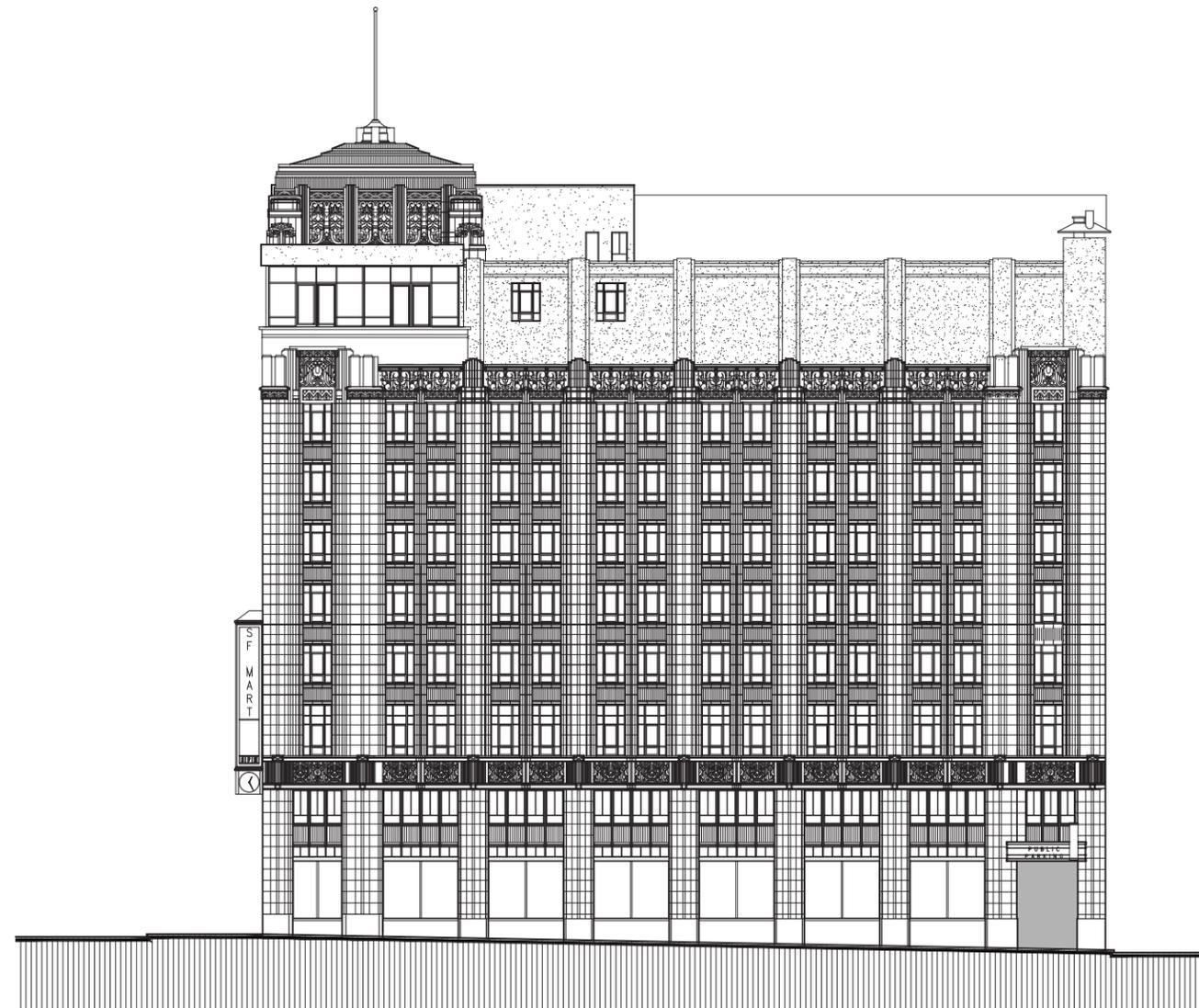
PROPOSED WORK

DEMOLITION OF 1941 ADDITION: MARKET STREET ELEVATION SHOWING 1941 ADDITION REMOVED



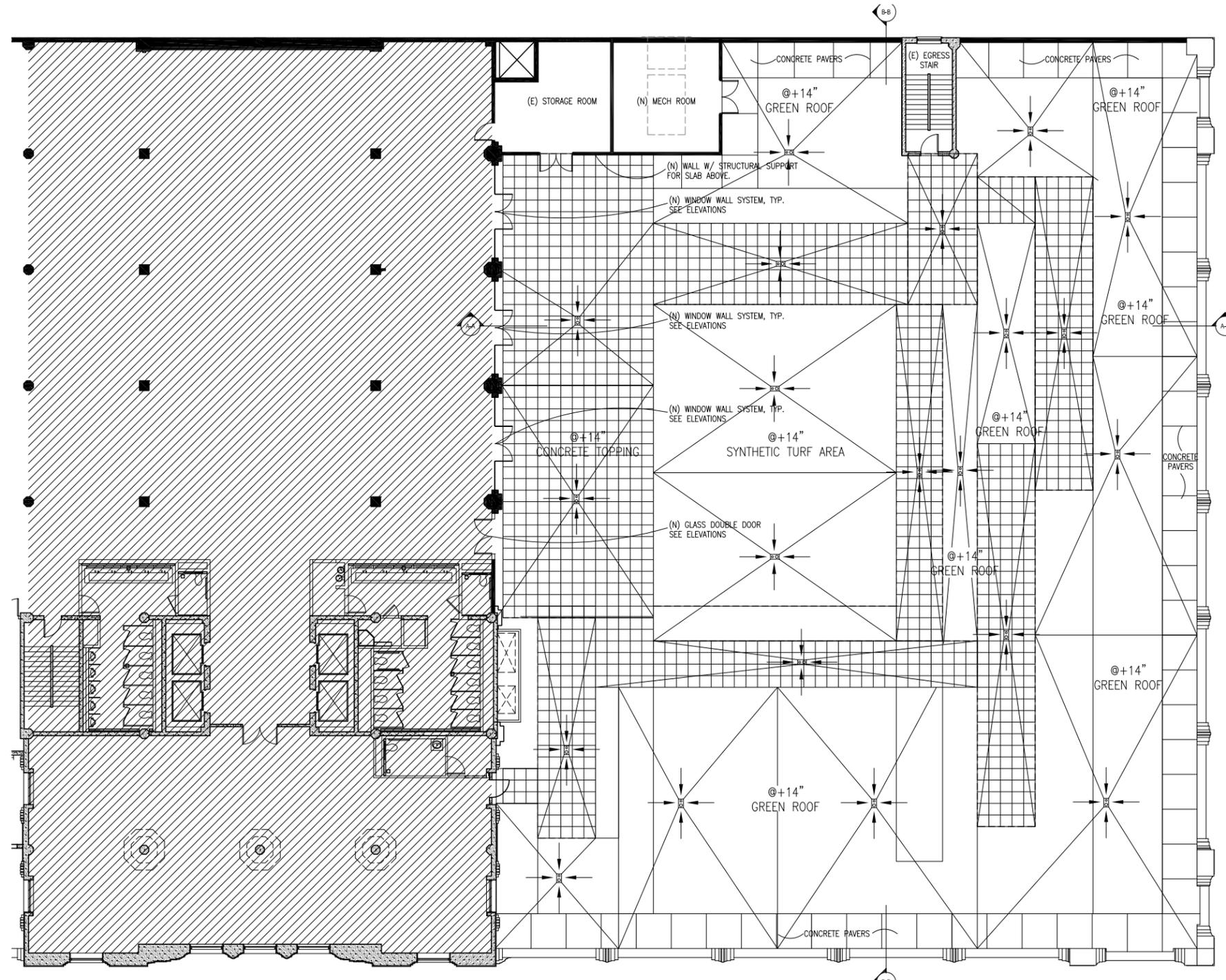
PROPOSED WORK

DEMOLITION OF 1941 ADDITION: TENTH STREET ELEVATION SHOWING 1941 ADDITION REMOVED



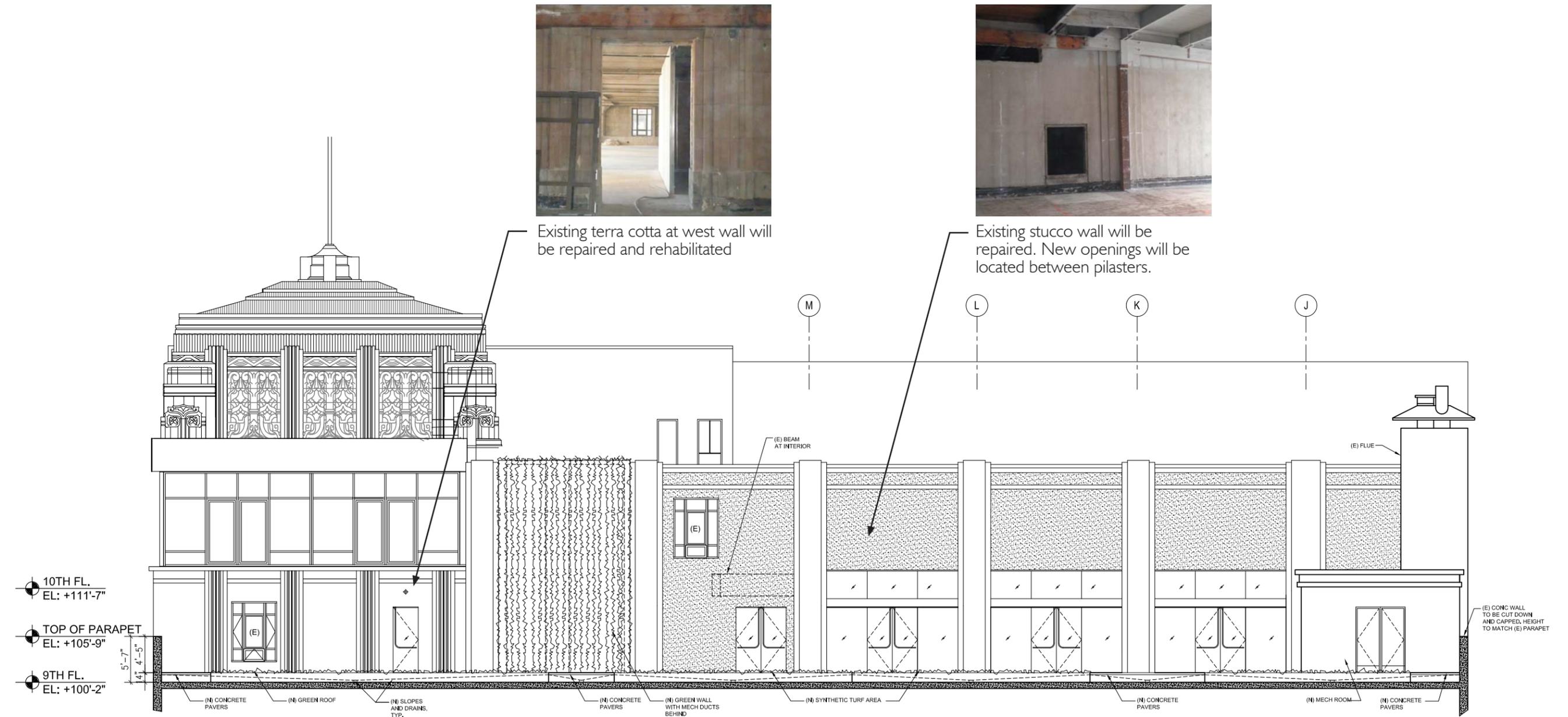
PROPOSED WORK

NEW DECK AT NINTH FLOOR: PROPOSED PLAN



PROPOSED WORK

NEW DECK AT NINTH FLOOR: PROPOSED NORTH/SOUTH SECTION



PROPOSED
SCOPE

PROPOSED WORK

NEW DECK AT NINTH FLOOR: PROPOSED EAST/WEST SECTION

