Certificate of Appropriateness Case Report Consent Calendar

HEARING DATE: AUGUST 15, 2012

Filing Date: February 1, 2012
Case No.: **2012.0097A**

Project Address: 735 Montgomery Street

Category: Jackson Square Historic District - Potentially Compatible

Zoning: C-2 (Community Business)

65-A Height and Bulk District

Block/Lot: 0195 / 001 Applicant: Robert Roth

Dennis R. Smith & Associates

111 Maiden Lane, #740 San Francisco, CA 94108

Staff Contact Gretchen Hilyard - (415) 575-9109

gretchen.hilyard@sfgov.org

Reviewed By Tim Frye - (415) 558-6625

tim.frye@sfgov.org

PROPERTY DESCRIPTION

735 MONTGOMERY STREET is located on the west side of Montgomery Street between Jackson Street and Columbus Avenue (Assessor's Block 0195; Lot 001). The subject property is a potentially compatible resource to the Jackson Square Historic District, which is locally designated under Article 10, Appendix B of the Planning Code. It is located within the C-2 (Community Business) Zoning District with a 65-A Height and Bulk limit.

735 Montgomery Street was constructed in 1924 by an unknown architect. It is a four-story office building designed in an altered 20th century commercial architectural style. The building is constructed of reinforced concrete and clad in brick at the base and concrete above. The building has been altered many times, including the insertion of large, double-height vertical windows and ground floor alterations. A dentiled cornice caps the building with decorative modillions below.

PROJECT DESCRIPTION

The proposed project involves the renovation of the ground floor of the north and east facades to convert existing offices into three retail units and provide access to the new units from the public right of way. The proposal includes:

Removal of non-historic existing balconies, storefront glazing, and entry stairs;

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- Lowering a section of the ground floor level; and
- Installation of new storefront glazing, entry doors and signage.

All work is confined to the ground floor and the upper stories will not be affected by the project. Please see photographs and plans for details.

OTHER ACTIONS REQUIRED

None.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

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

APPLICABLE PRESERVATION STANDARDS

ARTICLE 10

Pursuant to Section 1006.2 of the Planning Code, unless exempt from the Certificate of Appropriateness requirements or delegated to Planning Department Preservation staff through the Administrative Certificate Appropriateness process, the Historic Preservation Commission is required to review any applications for the construction, alteration, removal, or demolition of any designated Landmark for which a City permit is required. Section 1006.6 states that in evaluating a request for a Certificate of Appropriateness for an individual landmark or a contributing building within a historic district, the Historic Preservation Commission must find that the proposed work is in compliance with the Secretary of the Interior's Standards for the Treatment of Historic Properties, as well as the designating Ordinance and any applicable guidelines, local interpretations, bulletins, related appendices, or other policies.

ARTICLE 10 – Appendix B – The Jackson Square Historic District

In reviewing an application for a Certificate of Appropriateness, the Historic Preservation Commission must consider whether the proposed work would be compatible with the character of the Jackson Square Historic District as described in Appendix B of Article 10 of the Planning Code and the character-defining features specifically outlined in the designating ordinance. In pertinent part, Appendix B states:

Fenestration. Glazing is deeply recessed, producing a strong interplay between light and shade. Protruding window frames are common.

Windows are narrow and vertical in emphasis, rhythmically spaced, and match the bay spacing below and the shape and proportion of windows in nearby buildings. Door openings are frequently narrow and high.

At the upper floors, the proportion of windows to solid wall is typically less than 50 percent.

Materials. Standard brick masonry is pre-dominant, at times exposed and at times painted, with thick bearing walls. Some buildings are stuccoed over the brick and some are concrete. The sides of buildings are frequently of brick and form a significant part of the view from the street where they are higher than adjacent buildings. Cast iron is often used in details and decorative features, notably

in pilasters. Iron shutters are also found. Red brick is typical. Earth tones pre-dominate, with painted brick, where it occurs, typically in muted but not timid tones. Reds, browns, yellows, greens, grays, and blues are found.

Color. Red brick is typical. Earth tones predominate, with painted brick, where is occurs, typically in muted by not timid tones. Reds, browns, yellows, greens, grays and blue are found.

Details. Arches are common at ground floor, and frequently upper floors.

Upper terminal cornices as well as lower cornices are typical, often heavy and projecting.

Classical features predominate, including pediments, columns or pilasters, and parapets.

Frequent exposed anchor plates are visible, holding in place the tie rods used to prevent the bearing walls from bulging.

Decorative Features. Characteristic signs and awnings are modest in size, restrained in design, do not obscure building features, and are integrated into the façade. Sign lettering is generally tasteful.

THE SECRETARY OF THE INTERIOR'S STANDARDS

Rehabilitation is the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features that convey its historical, cultural, or architectural values. The Rehabilitation Standards provide, in relevant part(s):

Standard 1: A 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.

The subject property will retain its existing office use on the upper floors and will create three new retail units on the ground floor. This change in use will allow the addition of storefronts along Montgomery and Jackson Streets and alteration of the existing brick walls, balconies and railings. These features are non-historic and therefore will not result in changes to the distractive materials, features, spaces or spatial relationships that characterize the historic district.

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

As a potentially compatible resource within the district, existing exterior features and materials do not appear to be historic. The project will retain the historic character of the Jackson Square Historic District. It will not remove distinctive materials, nor irreversibly alter features, spaces, or spatial relationships that characterize the historic district. The proposed façade alterations will include the addition of storefronts along Montgomery and Jackson Streets and alteration of the existing brick walls, balconies and railings. These features are non-historic and although the overall appearance of the existing ground floor will change, the resulting façade treatments are compatible with the adjacent contributing structures and with the surrounding district.

Standard 3: Each property will be recognized as a physical record of its time, place, and use. Changes

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that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

The proposed project does not include the addition of conjectural elements or architectural features from other buildings. New work does not create a false sense of historical development and would be contemporary in character. The ground floor façade alterations will be constructed using modern materials and will be recognized as a physical record of its time, place, and use.

Standard 5: Disti

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

The proposed project will not affect any original distinctive materials, features, finishes, and construction techniques that characterize the historic district. Alterations to this building will not affect any surrounding contributing resources to the historic district.

Standard 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 will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

As this is a potentially compatible resource, the proposed work is not anticipated to destroy historic materials, features, or spatial relationships that characterize the property. The proposed ground floor façade alterations will increase the overall square footage of the building, however, the overall height of the building will not change. The alterations are clearly differentiated in massing and design and incorporate materials and features that are compatible with the historic district, including red brick, glazing, and a traditional storefront configuration of bulkhead, glazing and transom.

Standard 10:

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

The essential form and integrity of the Jackson Square Historic District would be unimpaired if the proposed alterations at the subject property were removed at a future date.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received two public inquires about the project from David Brentlinger and Jane Oliveira.

ISSUES & OTHER CONSIDERATIONS

None.

STAFF ANAYLSIS

Staff has determined that the proposed work will be in conformance with the requirements of Article 10 and the *Secretary of Interior's Standards for Rehabilitation*. Proposed work will not damage or destroy distinguishing original qualities or character of the Jackson Square Historic District. The overall proposal includes the renovation of the previously altered ground floor along Montgomery and Jackson Streets. Staff finds that the historic character of the property will be retained and preserved and will not result in the removal of historic fabric.

The proposal consists of the renovation of the ground floor offices to create retail storefronts along Jackson Street and the main building entrance along Montgomery Street. The work includes the removal of non-historic materials and features and the insertion of new storefronts that reference the configuration, materials and scale of historic storefronts in the district. The alterations are clearly differentiated in massing and design and incorporate materials and features that are compatible with the historic district, including red brick, glazing, and a traditional storefront configuration of bulkhead, glazing and transom.

The proposal includes the removal of portions of the existing brick wall and railings along Jackson Street and the removal of the atrium railing along Montgomery Street. The proposal includes the insertion of storefront glazing, entry doors and signage along Jackson Street to remove the recessed arcade and provide access to the storefronts directly from the public right of way. Each retail tenant will have an over-door address sign in vinyl letters applied to the glazing, a vinyl letter window sign applied to the glazing and a fabric projecting blade sign attached to a powder coated metal pole. The signage program will be applied for all ground floor tenants and is consistent with the Departments *Draft Design Standards for Signage & Awnings* in number, form, method of illumination and size.

Along the Montgomery Street façade, a traditional storefront configuration will be created by introducing a low brick bulkhead, a divided transom and removing the recess of the central bay. The Department believes that the proposed storefronts are clearly differentiated and articulated as a new design element within Jackson Square Historic District, and are compatible with the scale and character of the property and the district. This compatibility is achieved through the use of compatible materials and the creation of storefronts that reference the design, scale and configuration of historic storefronts in the district. The proposed materials include brick and glass that match the existing materials of the subject property. These materials are consistent with the character of the Jackson Square Historic District, in which masonry and transparent storefronts predominate. Materials samples will be available for review at the hearing.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that the proposed project is exempt/excluded from environmental review, pursuant to CEQA Guideline Section 15301 (Class One-Minor Alteration of Existing facility) because the project is a minor alteration of an existing structure and meets the *Secretary of the Interior's Standards*.

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends APPROVAL WITH CONDITIONS of the proposed project as it appears to meet the Secretary of the Interior Standards for Rehabilitation. Staff recommends the following conditions of approval:

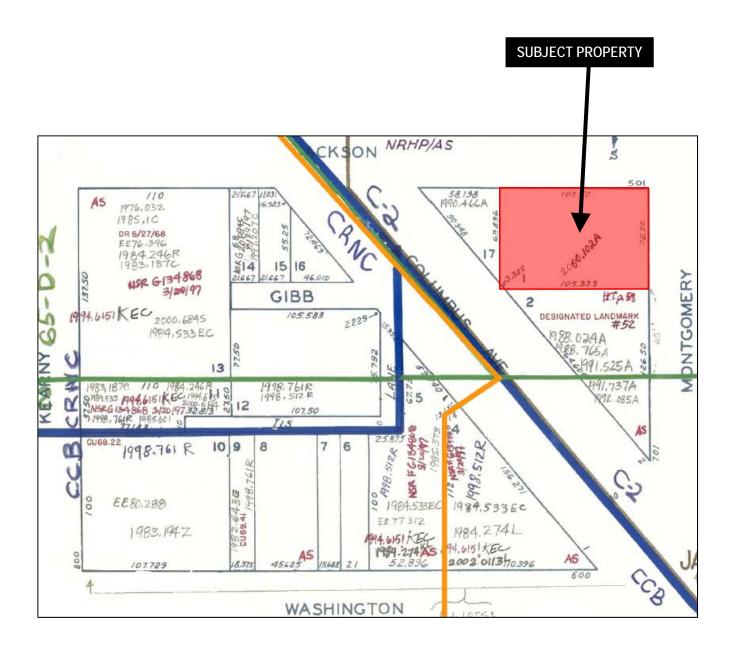
- Prior to issuance of the Site Permit, dimensioned elevations, details, and sections showing all exterior profiles and dimensions for the new storefront system will be forwarded for review and approval by Planning Department Preservation Staff prior to installation and approval of the permit application by the Planning Department.
- As part of the Building Permit, the new storefronts shall feature a painted or powder-coated finish to ensure compatibility with the surrounding historic fabric. A material and finish sample of the storefront system shall be provided to Planning Department Preservation Staff for review and approval. The Project Sponsor shall provide updated annotations and details on the architectural drawings, as determined by staff.

ATTACHMENTS

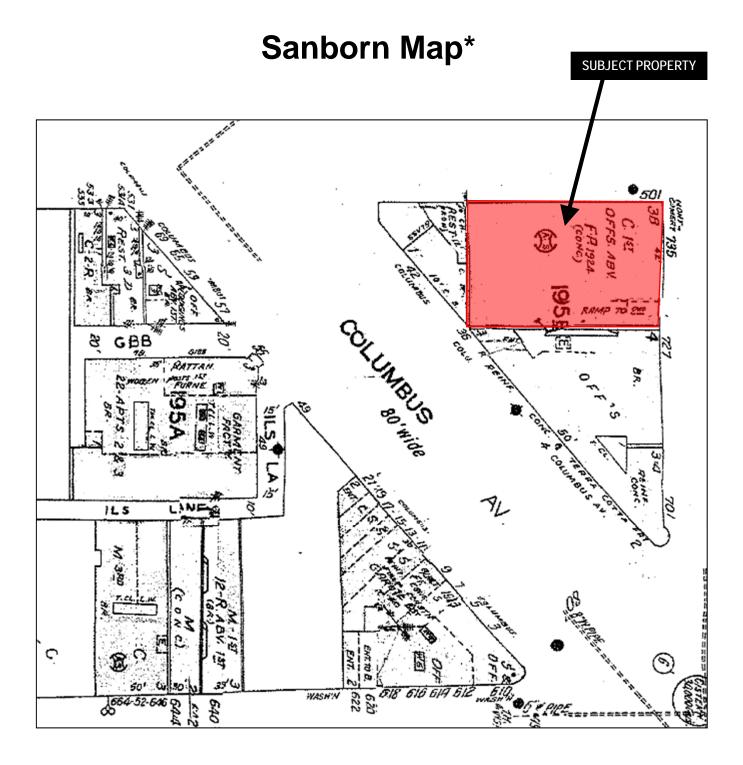
Draft Motion Photographs Plans

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Parcel Map



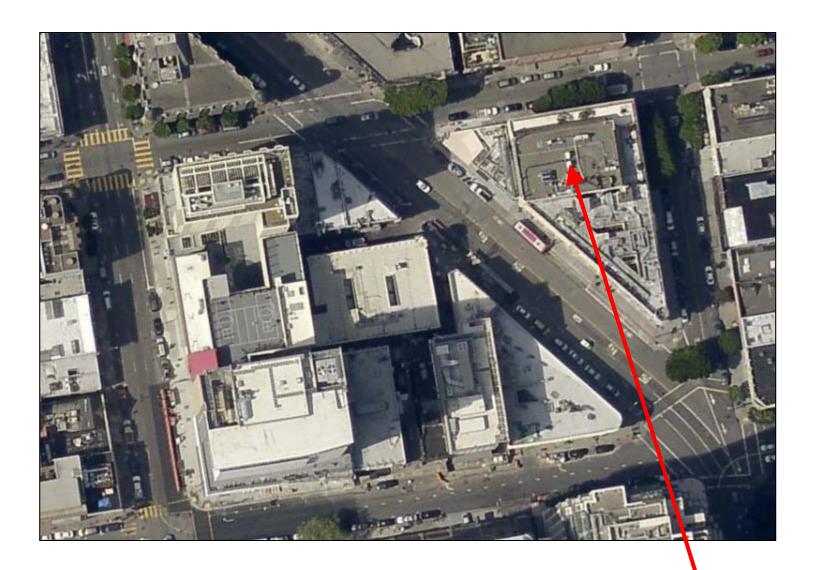




^{*}The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



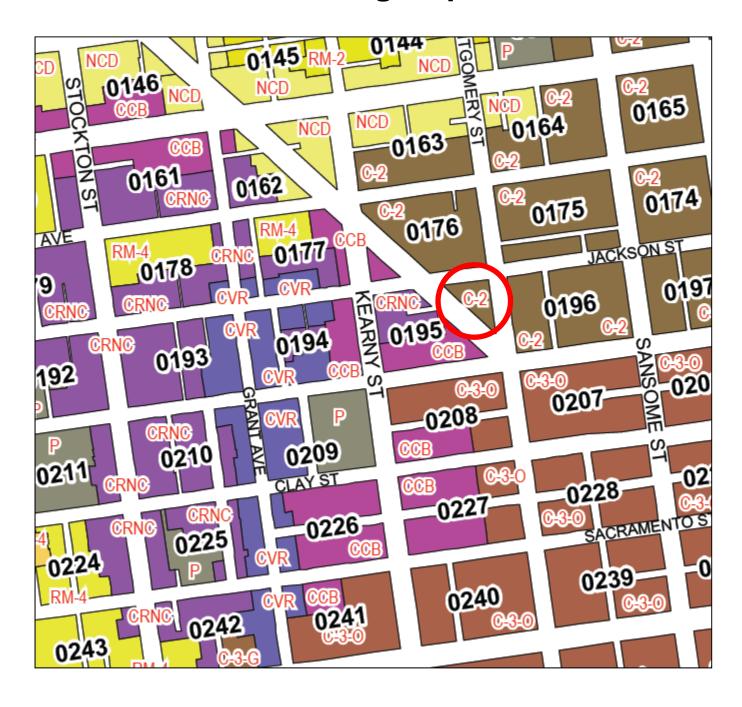
Aerial Photo



SUBJECT PROPERTY



Zoning Map





Certificate of Appropriateness Hearing
Case Number 2012.0097A
735 Montgomery Street

Site Photo



Certificate of Appropriateness Hearing Case Number 2012.0097A 735 Montgomery Street

Historic Preservation Commission Draft Motion

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ADOPTING FINDINGS FOR A CERTIFICATE OF APPROPRIATENESS FOR PROPOSED WORK DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 10, TO MEET THE STANDARDS OF ARTICLE 10 AND TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE PROPERTY LOCATED ON LOT 001 IN ASSESSOR'S BLOCK 0195, WITHIN A C-2 (COMMUNITY BUSINESS) ZONING DISTRICT AND A 65-A HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on February 1, 2012, Robert Roth of Dennis R. Smith & Associates (Project Sponsor) filed an application with the San Francisco Planning Department (hereinafter "Department") for a Certificate of Appropriateness to renovate the ground floor of building located on the subject property located on lot 001 in Assessor's Block 0195 for office and retail use. The work includes the renovation of the ground floor of the north and east facades to convert existing offices into retail spaces and provide access to retail storefronts from the public right of way. In total, the project would add approximately 5,600 square feet of retail space to the existing 19,414 square-foot office building complex for a total 25,014 square feet of office/retail building space. Specifically, the work includes:

- Removal of non-historic existing balconies, storefront glazing, and entry stairs;
- Lowering a section of the ground floor level; and
- Installation of new storefront glazing, entry doors and signage.

Motion No. XXXX Hearing Date: August 15, 2012

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

WHEREAS, on August 15, 2012, the Commission conducted a duly noticed public hearing on the current project, Case No. 2012.0097A ("Project") for its appropriateness.

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, 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 Certificate of Appropriateness, in conformance with the architectural plans dated June 28, 2012 and labeled Exhibit A on file in the docket for Case No. 2012.0097A based on the following findings:

CONDITIONS OF APPROVAL

- Prior to issuance of the Site Permit, dimensioned elevations, details, and sections showing all exterior profiles and dimensions for the new storefront system will be forwarded for review and approval by Planning Department Preservation Staff prior to installation and approval of the permit application by the Planning Department.
- As part of the Building Permit, the new storefronts shall feature a painted or powder-coated finish to ensure compatibility with the surrounding historic fabric. A material and finish sample of the storefront system shall be provided to Planning Department Preservation Staff for review and approval. The Project Sponsor shall provide updated annotations and details on the architectural drawings, as determined by staff.

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 10:

The Historical Preservation Commission has determined that the proposed work is compatible with the character of the Jackson Square Historic District as described in the designation report dated June 1971.

• That the proposal is compatible with, and respects, the character-defining features within the Jackson Square Historic District;

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- Proposed work will not damage or destroy distinguishing original qualities or character of the Jackson Square Historic District;
- The alterations are clearly differentiated in massing and design and incorporate materials and features that are compatible with the historic district, including a traditional storefront configuration of bulkhead, glazing and transom;
- The signage program will be applied for all ground floor tenants and is consistent with the Departments *Draft Design Standards for Signage & Awnings* in number, form, method of illumination and size; and
- The proposed project meets the following Secretary of the Interior's Standards for Rehabilitation:

Standard 1.

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

Standard 2.

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

Standard 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.

Standard 4.

Changes to a property that have acquired historic significance in their own right will be retained and preserved.

Standard 5.

Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

Standard 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.

Standard 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.

Standard 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 will be differentiated

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from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

Standard 10.

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

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.

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The goal of a Certificate of Appropriateness 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 Certificate of Appropriateness and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the landmark for the future enjoyment and education of San Francisco residents and visitors.

- 4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:
 - A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

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

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

The proposed project will strengthen neighborhood character by respecting the character-defining features of the landmark 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 have any impact on the City's supply of affordable housing.

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

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

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

The proposed will not have any impact on industrial and service sector jobs.

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

SAN FRANCISCO
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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 10 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, is appropriate for and consistent with the purposes of Article 10, meets the standards of Article 10, and the Secretary of Interior's Standards for Rehabilitation, General Plan and Prop M findings of the Planning Code.

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 Certificate of Appropriateness** for the property located at Lot 001 in Assessor's Block 0195 for proposed work in conformance with the renderings and architectural sketches dated June 28, 2012 and labeled Exhibit A on file in the docket for Case No. 2012.0097A.

APPEAL AND EFFECTIVE DATE OF MOTION: The Commission's decision on a Certificate of Appropriateness shall be final unless appealed within thirty (30) days. 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).

Duration of this Certificate of Appropriateness: This Certificate of Appropriateness is issued pursuant to Article 10 of the Planning Code and is valid for a period of three (3) years from the effective date of approval by the Historic Preservation Commission. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor.

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 August 15, 2012.

Linda D. Avery Commission Secretary

AYES: X

NAYS: X

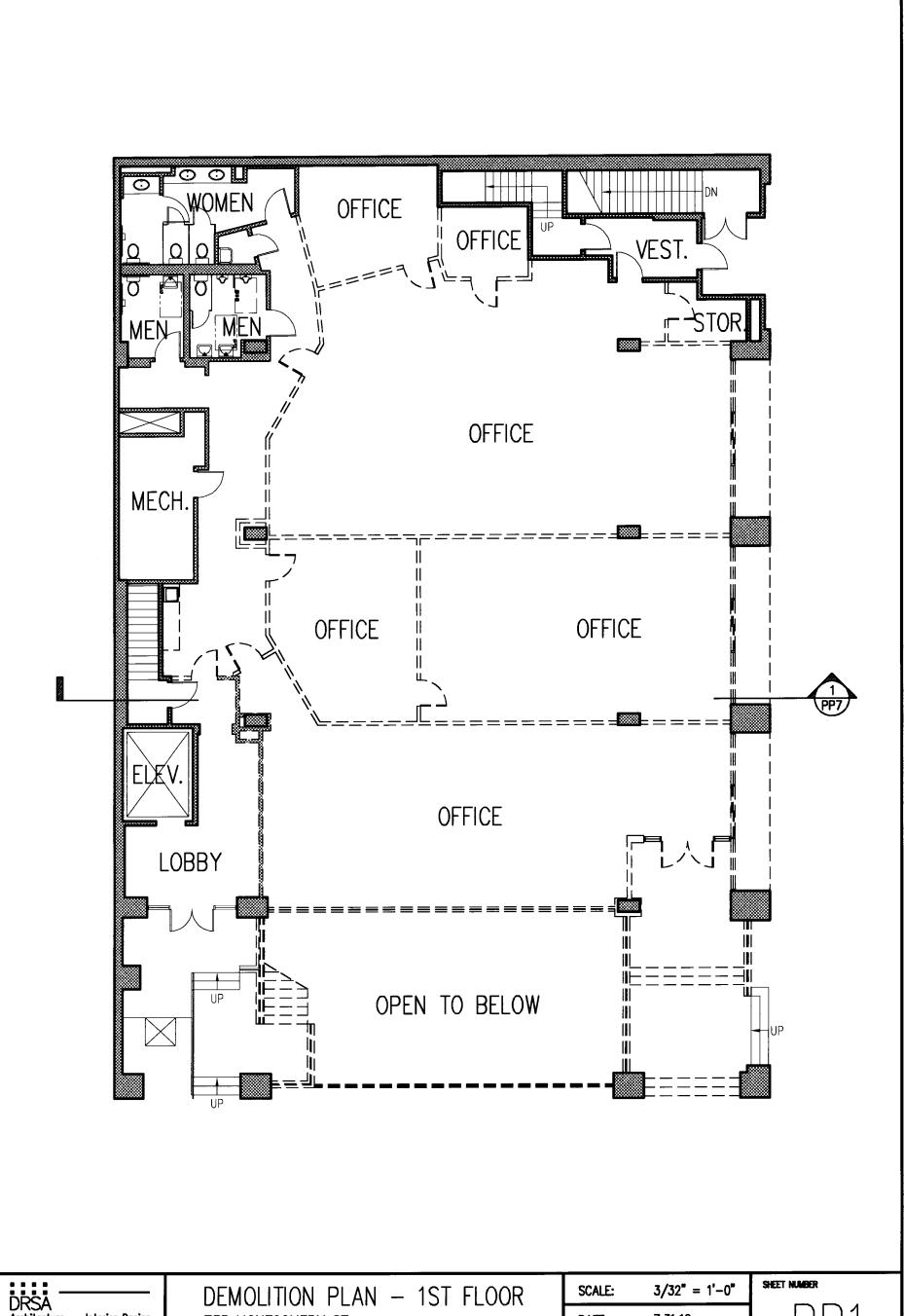
ABSENT: X

ADOPTED: August 15, 2012

PLANS ELEVATIONS SECTIONS

FOR

735 MONTGOMERY STREET

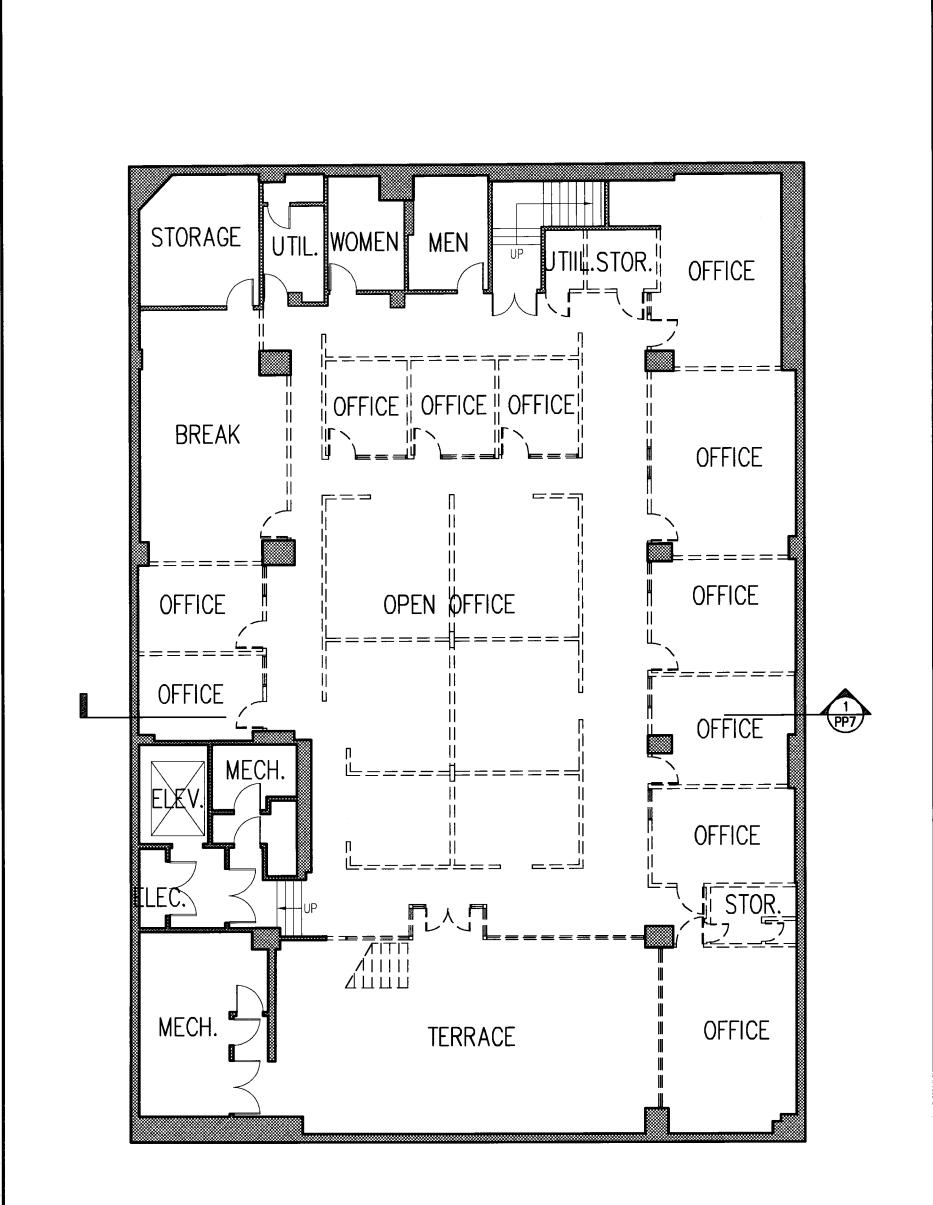


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DRSA Architecture • Interior Design 111 MAIDEN LANE, SUITE 740 SAN FRANCISCO, CA 94108 (415) 391–2841

735 MONTGOMERY ST. SAN FRANCISCO, CA

SCALE:	3/32" = 1'-0"
DATE:	7.31.12
PROJ. NO.:	11038



Architecture • Interior Design

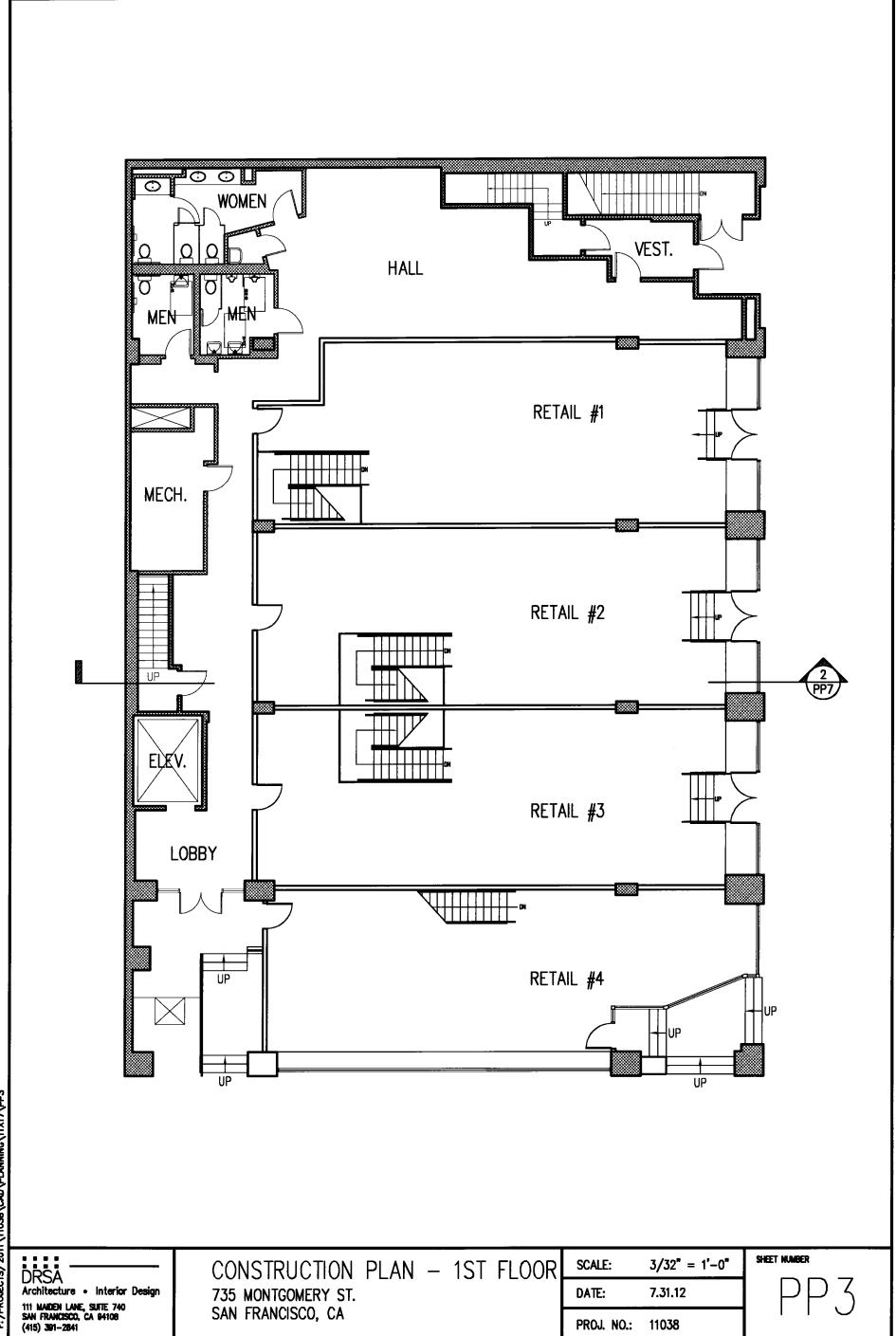
DEMOLITION PLAN - LL FLOOR 735 MONTGOMERY ST. SAN FRANCISCO, CA

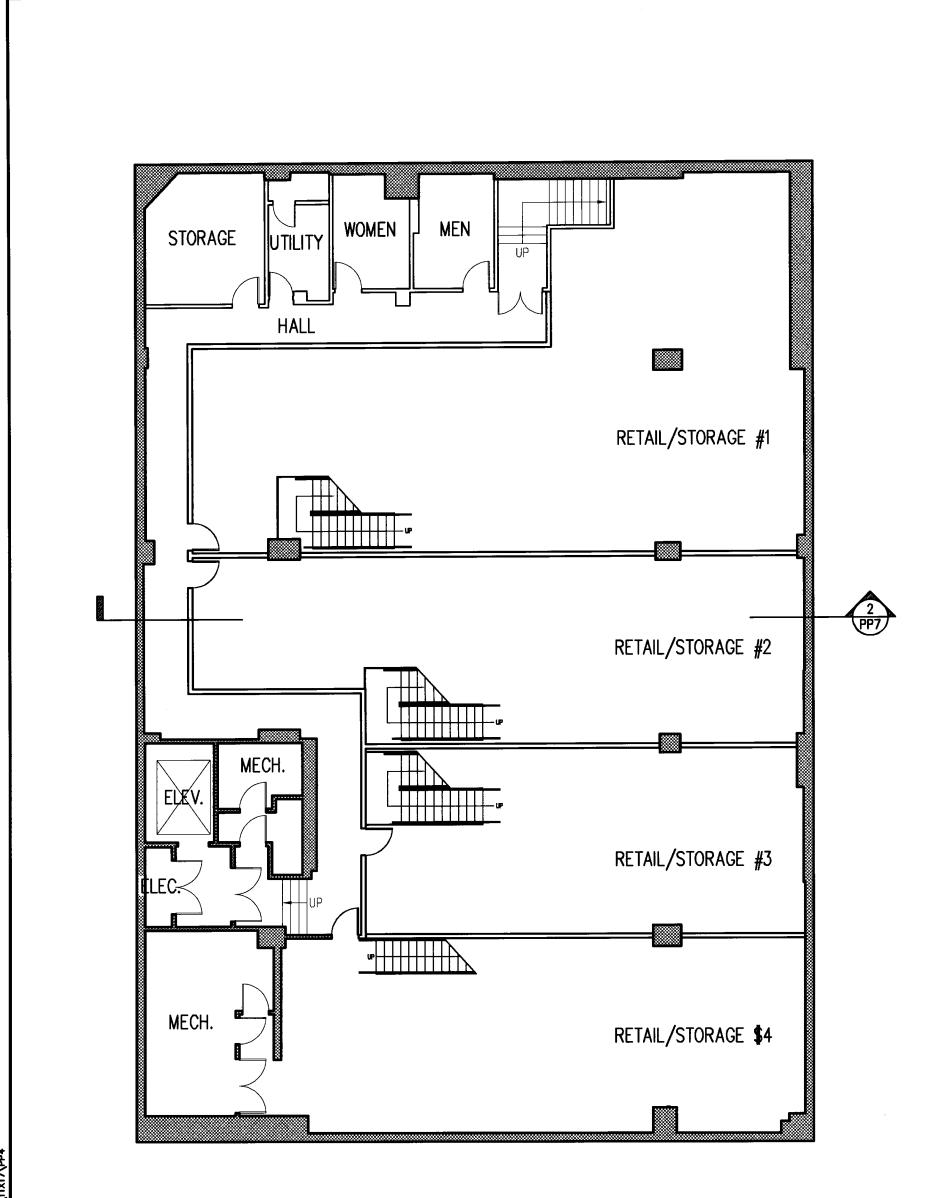
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SHEET NUMBER

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SAN FRANCISCO, CA 94108
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CONSTRUCTION PLAN - LL FLOOR

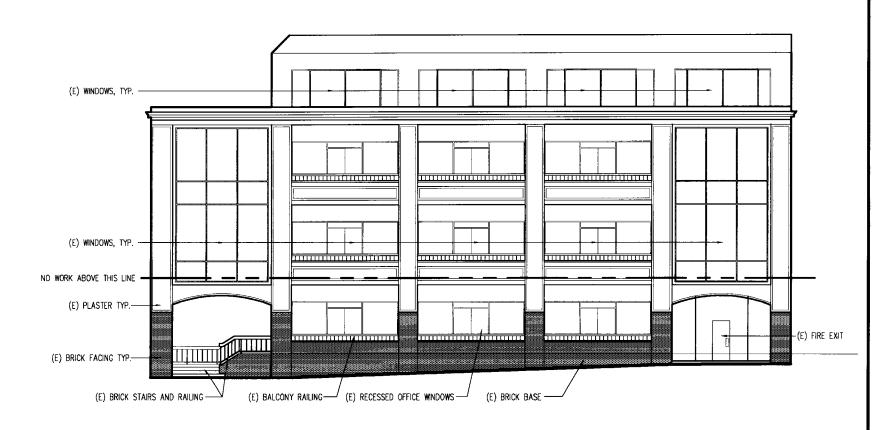
735 MONTGOMERY ST. SAN FRANCISCO, CA

SCALE: 3/32" = 1'-0"

DATE: 7.31.12
PROJ. NO.: 11038

SHEET NUMBER

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EXISTING JACKSON ST. ELEVATION

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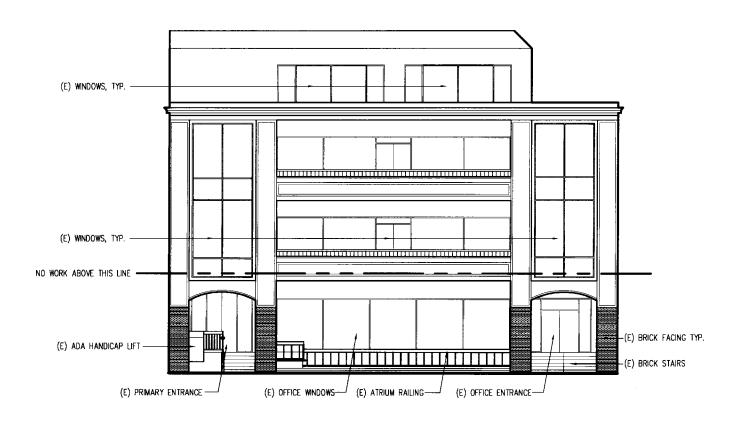
ELEVATIONS 735 MONTGOMERY ST. SAN FRANCISCO, CA

1/16" = 1'-0" SCALE: DATE: 7.31.12 PROJ. NO.: 11038

SHEET NUMBER

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NEW MONTGOMERY ST. ELEVATION



EXISTING MONTGOMERY ST. ELEVATION

Architecture • Interior Design 111 MADEN LANE, SUITE 740 SAN FRANCISCO, CA 94108 (415) 391–2841

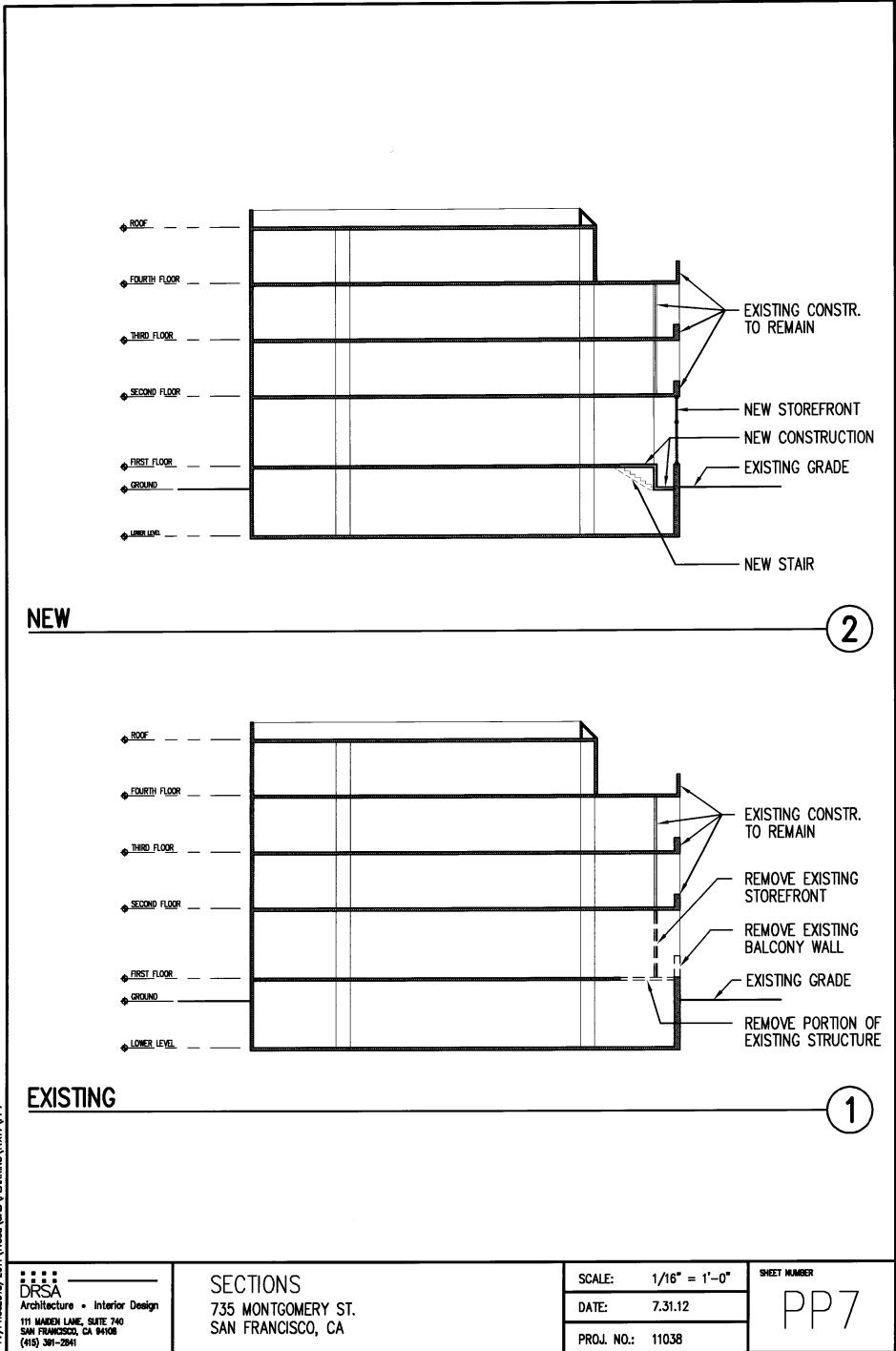
ELEVATIONS 735 MONTGOMERY ST. SAN FRANCISCO, CA

 $1/16^{"} = 1'-0"$ SCALE: DATE: 7.31.12

11038

PROJ. NO.:

SHEET NUMBER



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PANORAMIC PHOTOS

FOR

735 MONTGOMERY STREET

KEY MAP

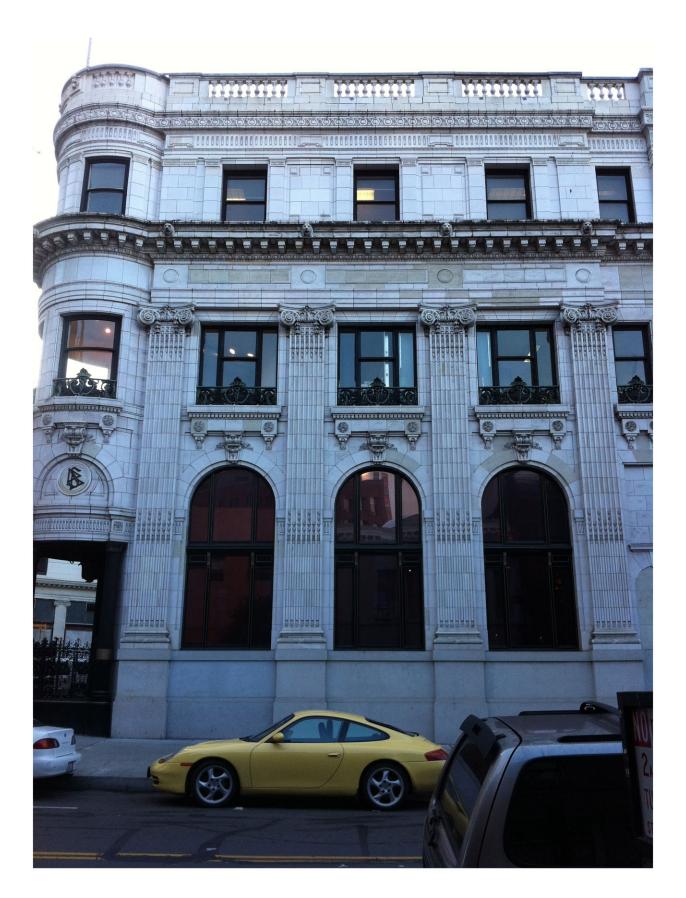




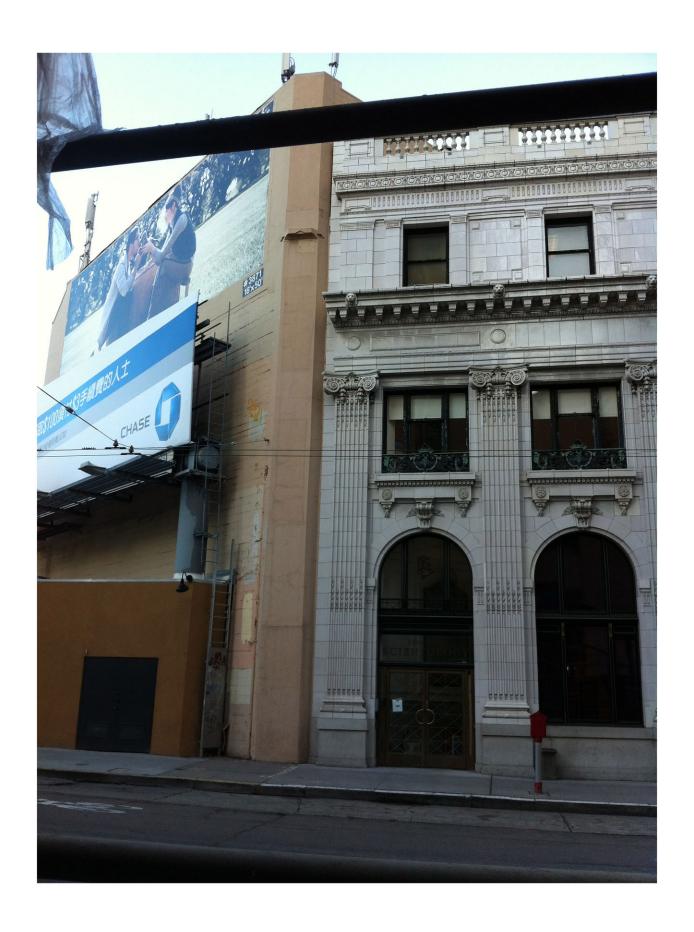




















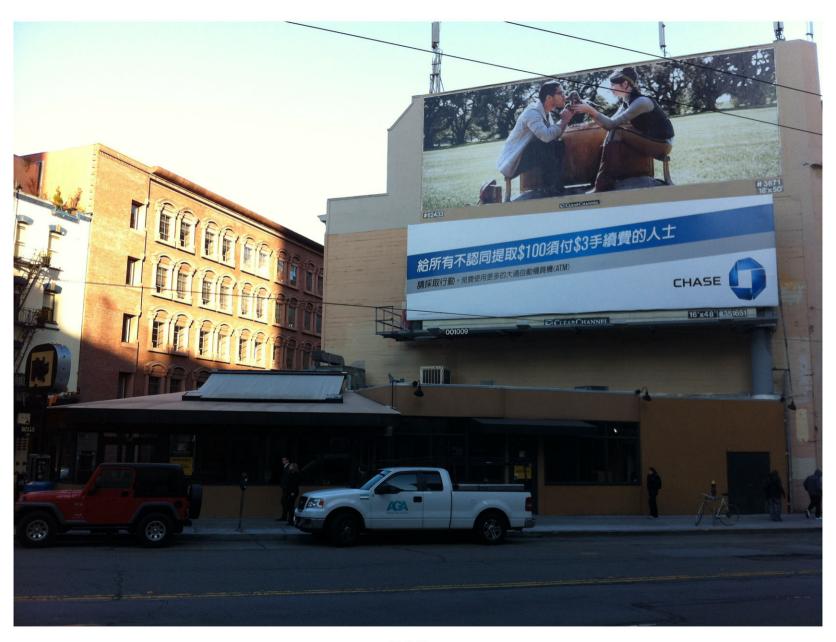
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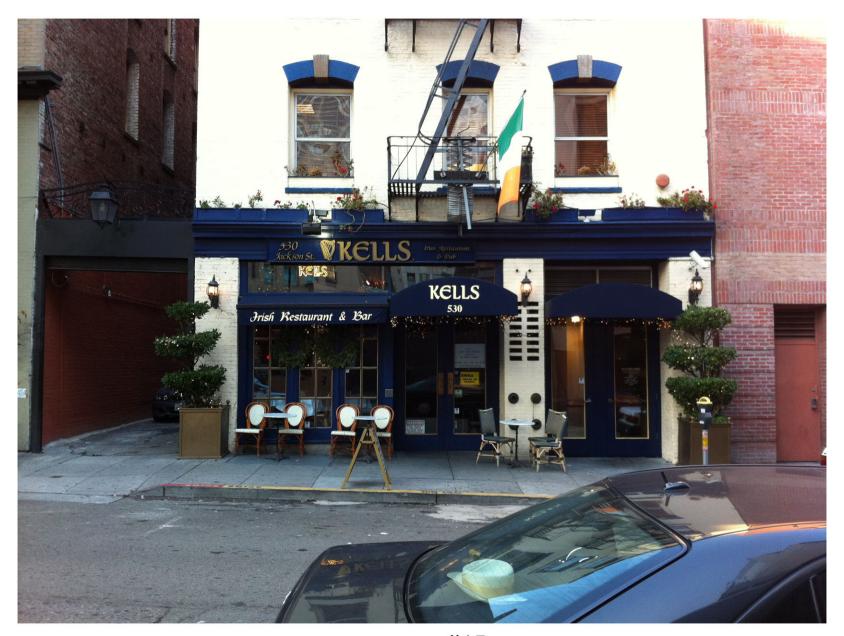
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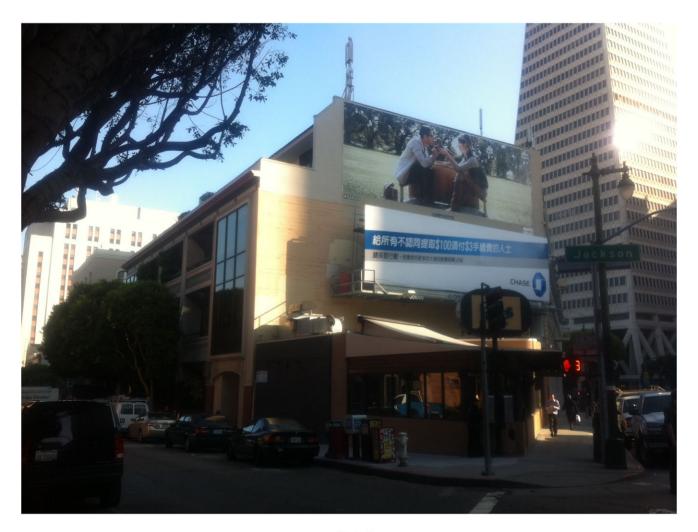
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#14



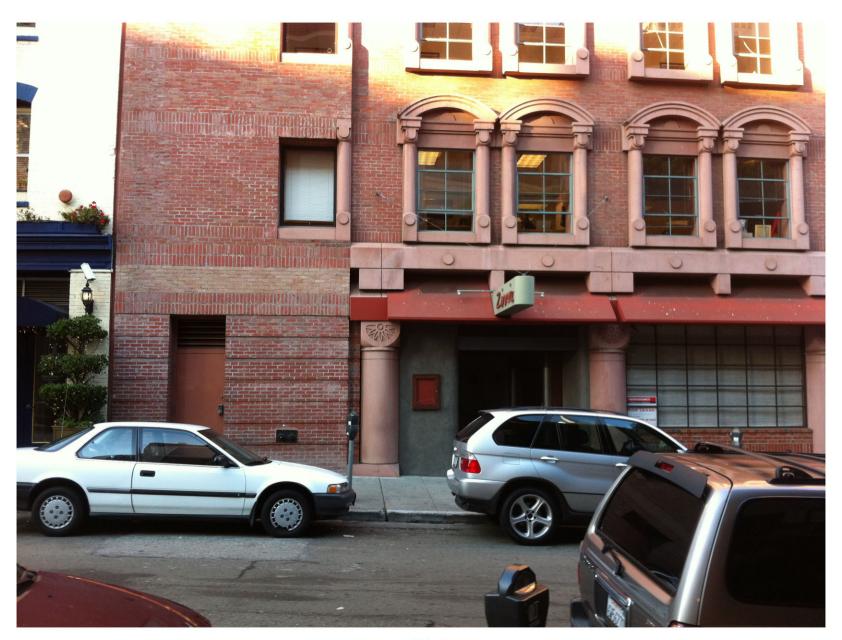
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#16



#17



#18





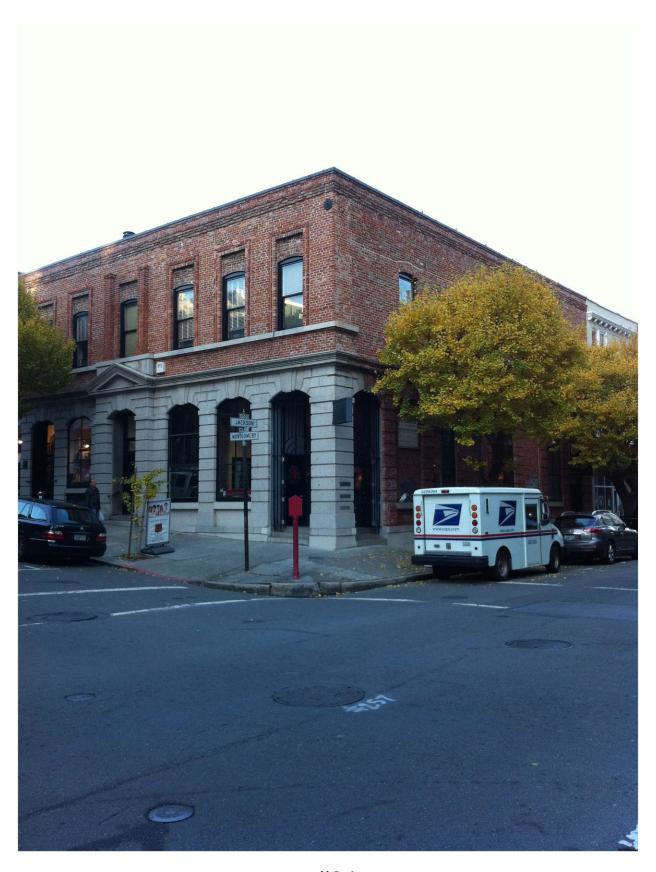
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#24



#25





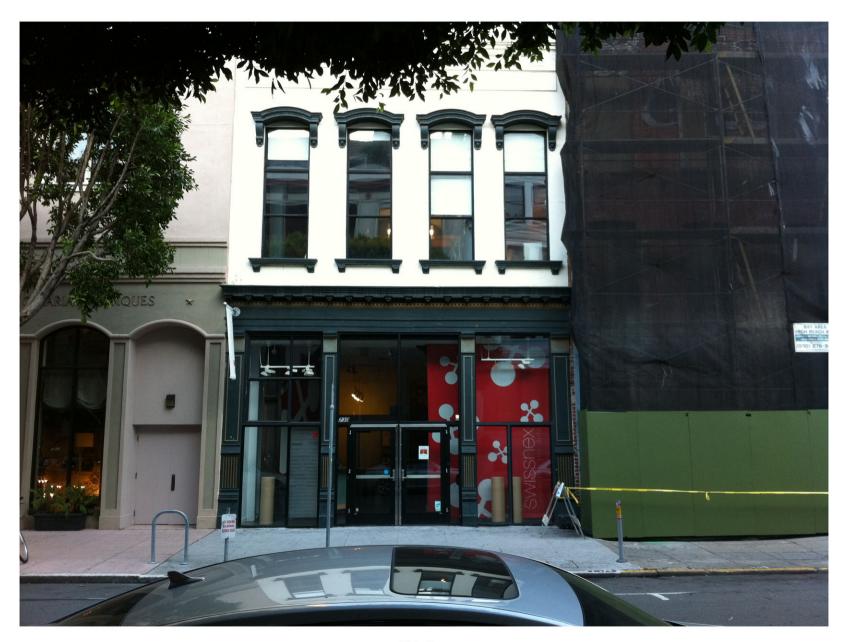
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#28



#29





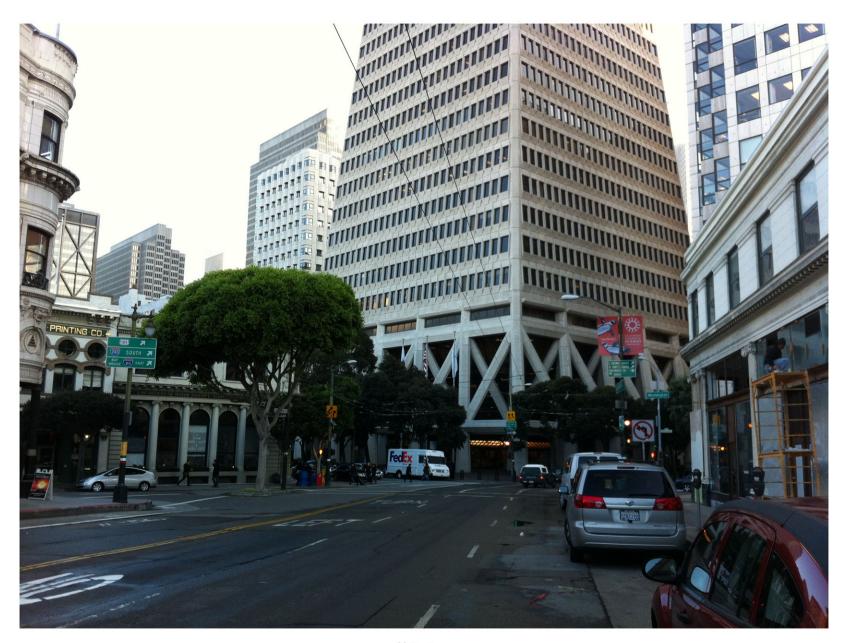
#31



#32



#33



#34



#35