



# SAN FRANCISCO PLANNING DEPARTMENT

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## Permit to Alter Case Report

*Hearing Date:* August 15, 2012  
*Filing Date:* July 23, 2012  
*Case No.:* 2012.0502H  
*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  
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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 9<sup>th</sup> and 10<sup>th</sup> 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, granite, and metal, rests on a concrete perimeter foundation, and is capped by a flat roof with parapet.<sup>1</sup>

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, over the loading area near Jessie Street.

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<sup>1</sup> 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 with granite 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 9<sup>th</sup>-story was added in 1941 and is slightly setback from the roofline of the original building mass at Market and 10<sup>th</sup> Streets. The reinforced concrete 10<sup>th</sup>- and 11<sup>th</sup>-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 an original parking lot entrance which leads to basement parking and is capped by a Streamline-style marquee. A second parking entrance, also capped by a Streamline-style marquee, is located on the 10<sup>th</sup> Street façade.

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, and a large loading dock with a ribbed metal awning at the crux of the L-shaped building.

## PROJECT DESCRIPTION

The proposed project involves exterior alterations associated with conversion of upper floors for new office tenants and of ground floor for retail tenants at 1355 Market Street (Market Square) and 875 Stevenson Street. The proposed scope of work includes:

### 1355 Market Street

- Replacement of existing storefronts with new metal-and-glass storefront system with minimal frame and butt-glazing to maximize glazing;
- Alteration of existing granite base at storefront has two options:
  - Option 1: Removal or significant reduction in height of the existing granite base at all the storefront bays on the Market, 9<sup>th</sup>, and 10<sup>th</sup> Street façades of the building and extension of the storefront system to street grade where base removed.

- Option 2: Granite base will be retained with limited removal for new entrances (limited reduction in overall height in select locations may also occur);
- Replacement of transom windows above ground floor storefronts (at 9<sup>th</sup> and 10<sup>th</sup> Street façades, mechanical vent louvers with decorative grilles will be installed in place of transoms, as needed by tenants);
- Building sign program that would consist of externally illuminated blade signs integrated into the header of the new storefront system at 9<sup>th</sup>, 10<sup>th</sup>, and Market Street façades;
- Removal of historic cast iron spandrel panels and 2<sup>nd</sup> floor windows at one bay of Market Street façade for new double-height lobby entrance with steel and butt-glazed system behind the rehabilitated historic metal canopy;
- Increase size of window openings at 10<sup>th</sup> floor windows by lowering the sill and removing top row of terra cotta tile along parapet at 9<sup>th</sup> Street façade;
- Replace windows at the 10<sup>th</sup> and 11<sup>th</sup> floors on 9<sup>th</sup>, 10<sup>th</sup>, and Market Street façades;
- Replace non-historic 2<sup>nd</sup> floor windows on 9<sup>th</sup>, 10<sup>th</sup>, and Market Street façades;
- Install window washing equipment;
- Install new openings and loggia screen at the Stevenson Street elevation;
- Repair historic metal canopy at 10<sup>th</sup> Street façade.

875 Stevenson Street (not part of the designated Article 11 property)

- Re-cladding of building with metal-and-glass curtain wall system;
- Install new entrance facing Stevenson Street;
- Structural upgrades.

## PROJECT BACKGROUND

The current phase of the project is the last of three phases. For the first phase, which addressed interior tenant improvements (replacement of partitions, finishes, and mechanical, electrical, and plumbing (MEP) systems, construction of new elevator core and ground floor lobby, installation of two cooling towers on roof, replacement of several bays of windows on rear (Stevenson Street) elevation with ventilation louvers, and seismic strengthening, the Department issued a Categorical Exemption on June 9, 2011 and a Minor Permit to Alter on June 10, 2011 (Case No. 2011.0428EH). For the second phase, which consisted of 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, the Department issued a Categorical Exemption on November 10, 2011 (Case No. 2011.0926E). For phase two, the Historic Preservation Commission approved a Major Permit to Alter at its regular hearing on November 16, 2011 (Motion No. 0141, Case No. 2011.0926H).

## 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

Pursuant to Section 1110 of the Planning Code, unless delegated to Planning Department Preservation staff through the Minor Permit to Alter process pursuant to Section 1111.1 of the Planning Code, the Historic Preservation Commission is required to review any applications for the construction, alteration, removal, or demolition for Significant buildings, Contributory buildings, or any building within a Conservation District. In evaluating a request for a Permit to Alter, 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*, Section 1111.6 of the Planning Code, as well as the designating Ordinance and any applicable guidelines, local interpretations, bulletins, related appendices, or other policies.

### SECTIONS 1111.6 AND 1111.2 OF THE PLANNING CODE

Section 1111.6 and Section 1111.2, as it relates to signage, 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) The proposed work's compliance with the Secretary of Interior's Standards for specific application in San Francisco pursuant to Guidelines, Interpretations, Bulletins, or other policies shall be considered.
- (c) 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 alterations do not destroy significant exterior 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 not received any public comment regarding this project as of the date of this report.

## **ISSUES & OTHER CONSIDERATIONS**

None.

## **STAFF ANALYSIS**

Staff has determined that the proposed work, with exception of Option 1 treatment of granite base, 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.

### **Storefront Systems:**

The building was formerly used as a wholesale facility, so it historically had one primary entrance located at the base of the central tower with the remainder of the ground floor on the Market, 9<sup>th</sup>, and 10<sup>th</sup> Street façades occupied by large display windows. Over the years, limited alterations to accommodate additional tenants have included new entrance doors, new storefronts, and replacement of transom glazing with mechanical vents and louvers. While such alterations have occurred, the overall consistency in material and character of the ground floor storefronts is, for a building of this size and age, surprisingly uniform and consistent with the original design and materials. The historic storefront configuration appears to consist of a granite base, which varies in height in relation to changes in grade, large storefront windows with one vertical mullion and minimal framing, a cast iron header, and narrow band of two-light transom windows separated by three vertical mullions.

The proposal is to remove existing storefront glazing systems and transom windows in all locations (with exception of storefront bays occupied by Walgreens). The new storefront system would consist of a two-

light, metal-and-glass and butt-glazed system. As proposed, doors would be in plane with the storefront windows, however, this will require a sidewalk encroachment permit for the portion of the doors that will swing over the sidewalk. In order to address this issue, the entrances may need to be revised to be recessed and avoid the encroachment. The new storefront system will introduce a secondary header upon which projecting signs and light fixtures will be affixed. New aluminum transoms similar to existing in size and configuration will be installed along Market Street. Along 9<sup>th</sup> and 10<sup>th</sup> Street, new transoms matching existing will be adapted to accept mechanical louvers with decorative grilles to address air intake requirements.

There are two options regarding treatment of the granite base. In Option 1, the granite base would be removed in its entirety within 13 out of the 26 storefront bays that are included in the current project scope of work (there are a total of 38 storefront bays on the Market, 9<sup>th</sup>, and 10<sup>th</sup> Street elevations). Where the base is proposed to be removed entirely, the new storefront system would extend to street grade. At the remaining storefront bays, the granite base would be reduced in height to align with interior floor levels and the storefront system increased in height. Overall, approximately 380 square feet of granite would be removed. In Option 2, the granite base will be retained with limited removal at new entrances (limited reduction in overall height in select locations may also occur).

#### **Option 1: Removal of Granite Base**

In order to accommodate the multiple commercial tenants anticipated by the project, new entrances and storefronts are proposed including removal of the granite base. The project sponsor has indicated that removal of this base is essential to the success of the new retail spaces. Adaptive use projects routinely and successfully retain historic features and fabric, such as the exiting granite base. It does not appear that its retention would limit the adaptive reuse of the ground floor to retail use. The retail could still be easily viewed from the surrounding sidewalks and streets, and access into the building would be the same whether or not the granite base is retained.

The removal, and significant reduction in height, of the existing granite base, as proposed in the project variant, does not appear to be in conformance with the *Secretary's Standards* as it would inappropriately remove historic fabric that contributes to the architectural character of the building. While the subject building has always been in commercial use, its design and architectural character is that of a wholesale facility with multiple showrooms accessed from a primary, central entrance. The building did not historically have multiple storefront entrances for different commercial tenants. In this sense, the building's storefronts and base are similar to a Department Store and this aspect of the building's architectural character is part of what makes it distinctive and historically significant. Further, the extension of new storefronts to street grade where base is removed, as proposed, is not in conformance with the Department's Storefront Standards (draft) or the *Secretary's Standards*. As noted in the Department's Storefront Standards (draft), a raised bulkhead, usually clad in masonry or tile, is a typical storefront feature of buildings from this period. Historic photographs of the subject property demonstrate that the granite clad base, which relates to the granite clad water table at base of the building piers, is a historic feature, even though some sections may have been altered or removed. Both the Department's Standards and the *Secretary's Standards* recommend preserving rather than removing or replacing extant historic fabric. Extension of the storefront glazing to street grade is also not compliant with the Department's Storefront Standards (draft) as it is a very contemporary storefront configuration that is not compatible with the character of the subject building.

Removal and significant reduction in height of the granite base, and extension of the storefronts to street grade, would remove distinctive historic fabric and introduce a storefront system that is not compatible with the historic and architectural character of the building. Removal of the granite base would inappropriately alter overall form, scale, proportion, and character of the storefronts and base of the building, leaving “missing teeth” in place of historic fabric that could be easily retained and integrated into the new storefronts and ground floor uses. As such the proposed Option 1 does not appear to be in conformance with the *Secretary’s Standards* and would be a significant impact on the resource as it would damage/destroy historic fabric, distinctive materials, and character-defining features.<sup>2</sup>

Further, removal of the granite base would contribute to a potential cumulative impact to the building based on all three phases of work, removal of historic fabric, and inappropriate alteration to the primary façades of the building.

### **Option 2: Retention of Granite Base**

The new storefronts appear to appropriately retain historic fabric while introducing a contemporary but compatible new storefront and transom window systems that closely match, or are compatible with, existing in conformance with the Department’s Storefront Standards (draft) and the *Secretary’s Standards*. As noted in *Preservation Brief #11: Rehabilitating Historic Storefronts*, the “storefront is the most important architectural feature of many historic commercial buildings.”<sup>3</sup> This is particularly true of the subject building since it did not historically have multiple storefront entrances for different commercial tenants. The building was a wholesale facility with multiple showrooms accessed from a primary, central entrance. Although the building’s storefronts always served a commercial function by providing display areas, their configuration with the void of the large glazed opening over the solidity of the granite base is expressive of the historic use and architectural character of the building. Retention of the granite base preserves distinctive historic fabric that contributes to the historic and architectural significance of the building at a portion of the building that is most physically and visually accessible to occupants and visitors.

Incorporating the existing granite base into the new storefront system appropriately balances the needs for the new ground floor retail use with retention of historic fabric and distinctive features of the historic building in conformance with Rehabilitation Standard 1. The proposed storefront alterations, including the granite base, new storefront, and new transoms that closely match existing, appropriately balances new features and historic fabric in a manner that preserves the historic character of the building in conformance with Rehabilitation Standard 2. As proposed, the new storefronts including the granite base, transoms, and projecting blade signs, will not destroy historic materials that characterize the property, will be clearly differentiated from the old, and will be compatible with the historic character of the building in conformance with Rehabilitation Standard 9.

### **Staff recommendation:**

Staff recommends Option 2, as it will allow for adaptive reuse of the ground floor while preserving historic fabric and maintaining the historic character and configuration of the storefronts and building

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<sup>2</sup> Based on this evaluation, Option 1 is not eligible for a Categorical Exemption and has not been cleared in the current exemption issued for the proposed project.

<sup>3</sup> H. Ward Jandl, *Preservation Brief #11: Rehabilitating Historic Storefronts* (National Park Service, Technical Preservation Services, Washington D.C: 1982).

base in conformance with the Department Storefront Standards (draft) and the *Secretary's Standards*. The new storefronts, with granite base largely retained, appear to appropriately preserve historic fabric while introducing a contemporary but compatible new storefront and transom window systems that closely match, or are compatible with, existing in conformance with the Department's Storefront Standards (draft) and the *Secretary's Standards*.

The Department recommends the following conditions of approval:

1. Section drawings that indicate all exterior profiles and dimensions of new storefront elements shall be provided, and are subject to review and approval prior to approval of the Building Permit by Planning Department staff.
2. Section and detail drawings for the proposed transom windows, including the adaptable transoms, shall be provided, and are subject to review and approval prior to approval of the Building Permit by Planning Department staff.
3. Material samples for storefront system, transom windows, and decorative grilles shall be provided, and are subject to review and approval prior to approval of the Building Permit by Planning Department staff.

#### **New Lobby Entrance**

The new lobby entrance will replace an existing garage entry that is proposed to be abandoned. To accommodate the new entrance, the historic cast iron spandrel panels and non-historic 2<sup>nd</sup> floor windows and a metal roll-up security gate will be removed. A double-height steel frame surround with butt-glazed window and frameless doors will be installed in the enlarged opening with no changes to the existing terra cotta. The existing Streamline metal canopy will be retained and rehabilitated as part of the new entrance system. The features to be removed will be salvaged and stored on-site.

The proposed new lobby entrance, while removing historic fabric and creating a new double-height opening, appears to be in conformance with the *Secretary's Standards*. The new glazing system is clearly contemporary and differentiated but will be compatible with the adjoining historic fabric. The new framing will extend to the perimeters of the opening between the existing piers and lintel and will be steel with a dark painted finish. The storefront frame profile and depth will be compatible with the historic façade and proportions using contemporary detailing. The most significant historic feature located within this bay – the Streamline canopy – will be retained and incorporated into the new lobby entrance system.

Integration of the canopy into the design softens the contemporary quality of the new entrance and relates the new opening to the architectural proportions and character of the building. The proposed approach, with integration of the canopy with a new contemporary glazing system, properly balances loss and retention of historic fabric to protect the integrity of the building.

The Department recommends the following conditions of approval:

4. Detail drawings indicating all exterior profiles and dimensions of the rehabilitation and/or reconstruction of canopy elements beyond repair shall be provided, and are subject to review and approval prior to approval of the Building Permit by Planning Department staff.

**10<sup>th</sup> Floor Windows:**

The 10<sup>th</sup> and 11<sup>th</sup> floors were added to the building in 1958 and 1964, respectively, and are non-contributing elements of the building. The existing windows are not historic and their removal and replacement appears to be in conformance with the *Secretary's Standards*.

The proposal includes increasing the size of the 10<sup>th</sup> floor window openings by lowering the sill. At Market, Stevenson, and Jessie Streets, lowering the sill will require removal of stucco cladding on the non-historic 10<sup>th</sup> floor addition (from Market Street this change would be largely obscured by the 9<sup>th</sup> floor addition). At 9<sup>th</sup> Street, the lower sill will require removal of the existing cast stone sill and historic terra cotta cladding and alteration of the configuration and proportion of the parapet. An aluminum sill with profile to match the existing would be installed to cap the lowered parapet.

This portion of the parapet is from the 1947 addition of the 9<sup>th</sup> Street wing, which is within the period of significance for the building and is, therefore, historic fabric. Although this portion of the building was added during the period of significance, this section of the parapet is quite different from the more ornate bas-relief parapets with projecting pier caps that terminate the Market and 10<sup>th</sup> Street façades. This difference is due to the fact that at 9<sup>th</sup> Street, the 9<sup>th</sup> floor addition was constructed flush with the lower floors; on the other façades, the 9<sup>th</sup> floor addition was set back, allowing the decorative parapet to dominate. At 9<sup>th</sup> Street, the parapet consists of two courses of terra cotta blocks with a simple cast stone cap.

Given the height and relative visibility of the proposed work, the simplicity of the parapet in this particular location, as well as its differentiation from the parapet at other primary façades, the removal of the cap and one course of terra cotta in this location would not materially impair the ability of the building to convey its significance and appears to be in conformance with the *Secretary's Standards*. In order to more ensure that the lowered parapet will more closely match the existing, the Department recommends the following condition:

5. A new cast concrete sill matching the color, finish, and dimensions of existing shall be included as part of the proposal. A finish detail of this feature shall be provided, and is subject to review and approval prior to approval of the Building Permit by Planning Department staff.

**Window Washing Equipment:**

The proposal is to install window washing equipment on the roof. At the tower, two terra cotta tiles will be removed and salvaged and replaced with architectural precast concrete tiles to match existing and installed to accommodate the window washing equipment attachment mechanism. Anchors for this equipment will also be installed across each building façade. The proposed work appears to be in conformance with the *Secretary's Standards* as only several terra cotta tiles will be removed and new cast features will match existing.

The Department recommends the following condition:

6. Details of the attachment mechanisms for the window washing equipment at the façade shall be provided. Details and finish samples of the cast units, should the terra cotta tiles be replaced, are subject to review and approval prior to approval of the Building Permit by Planning Department staff.

**10<sup>th</sup> and 11<sup>th</sup> Floor Windows:**

The 10<sup>th</sup> and 11<sup>th</sup> floors were added to the building in 1958 and 1964, respectively, and are non-contributing elements of the building. The existing windows are not historic and their removal and replacement appears to be in conformance with the *Secretary's Standards*.

**2<sup>nd</sup> Floor Windows:**

The 2<sup>nd</sup> floor windows are not historic and are non-contributing elements of the building. As the existing windows are not historic, and the replacement sash will match the character and material of original windows and windows on upper floors, their removal and replacement appears to be in conformance with the *Secretary's Standards*.

**Stevenson Street Elevation:**

The Stevenson Street (rear) elevation is utilitarian in nature and is clad in stucco and fenestrated with paired aluminum sash windows. Several bays of windows have been replaced with mechanical louvers in previous phases of the project.

Stevenson Street between the 1355 Market Street and 875 Stevenson Street buildings was vacated and sold in 2008 to create a pedestrian-only space to support adjoining retail uses (Case No. 2007.0210R). As part of the currently proposed project, new openings (several two-story) will be added at the ground level of the subject building. New openings will align with the existing fenestration pattern. A loggia screen will be built framing the 1<sup>st</sup> and 2<sup>nd</sup> floors at the new openings. The Department believes that the proposed alterations at the Stevenson Street elevation are appropriate and in conformance with the *Secretary's Standards*. Proposed alterations will occur on a secondary elevation that is utilitarian in nature, will not remove significant historic fabric, and have been located such that they will be unobtrusive to the primary façades of the building.

**875 Stevenson Street re-cladding:**

Due to the physical separation between the two buildings, the proposed alteration of the 875 Stevenson Street building through re-cladding with a glass curtain wall system is not anticipated to result in any potential physical or visual impacts to 1355 Market Street. This portion of the project is not subject to review and approval by the Historic Preservation Commission.

**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 WITH CONDITIONS of the proposed project as it

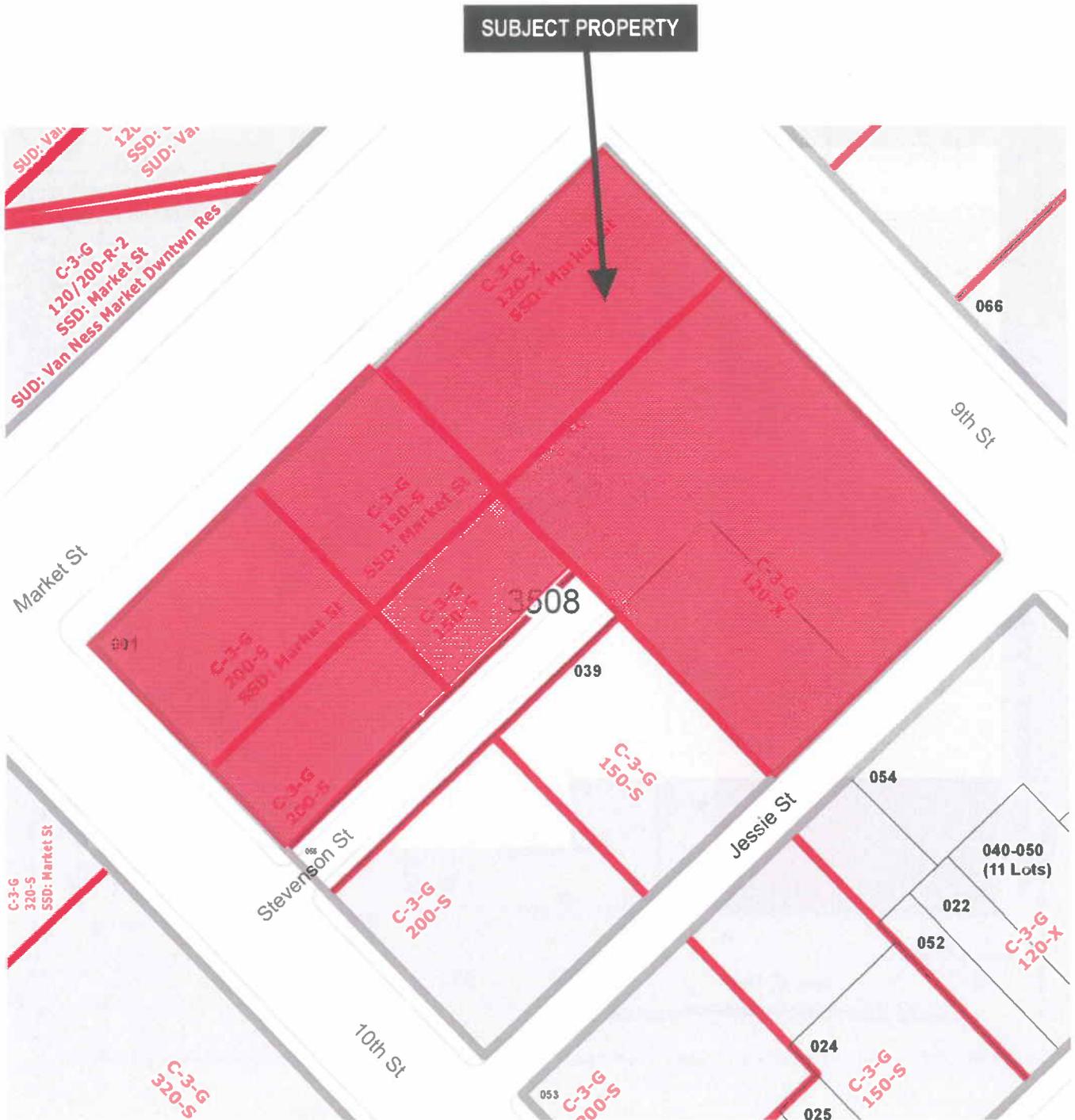
appears to meet the provisions of Article 11 of the Planning Code regarding Major Alteration to a Category I (Significant) Building and the *Secretary of the Interior Standards for Rehabilitation*.

## ATTACHMENTS

Draft Motion  
Plans  
Photographs

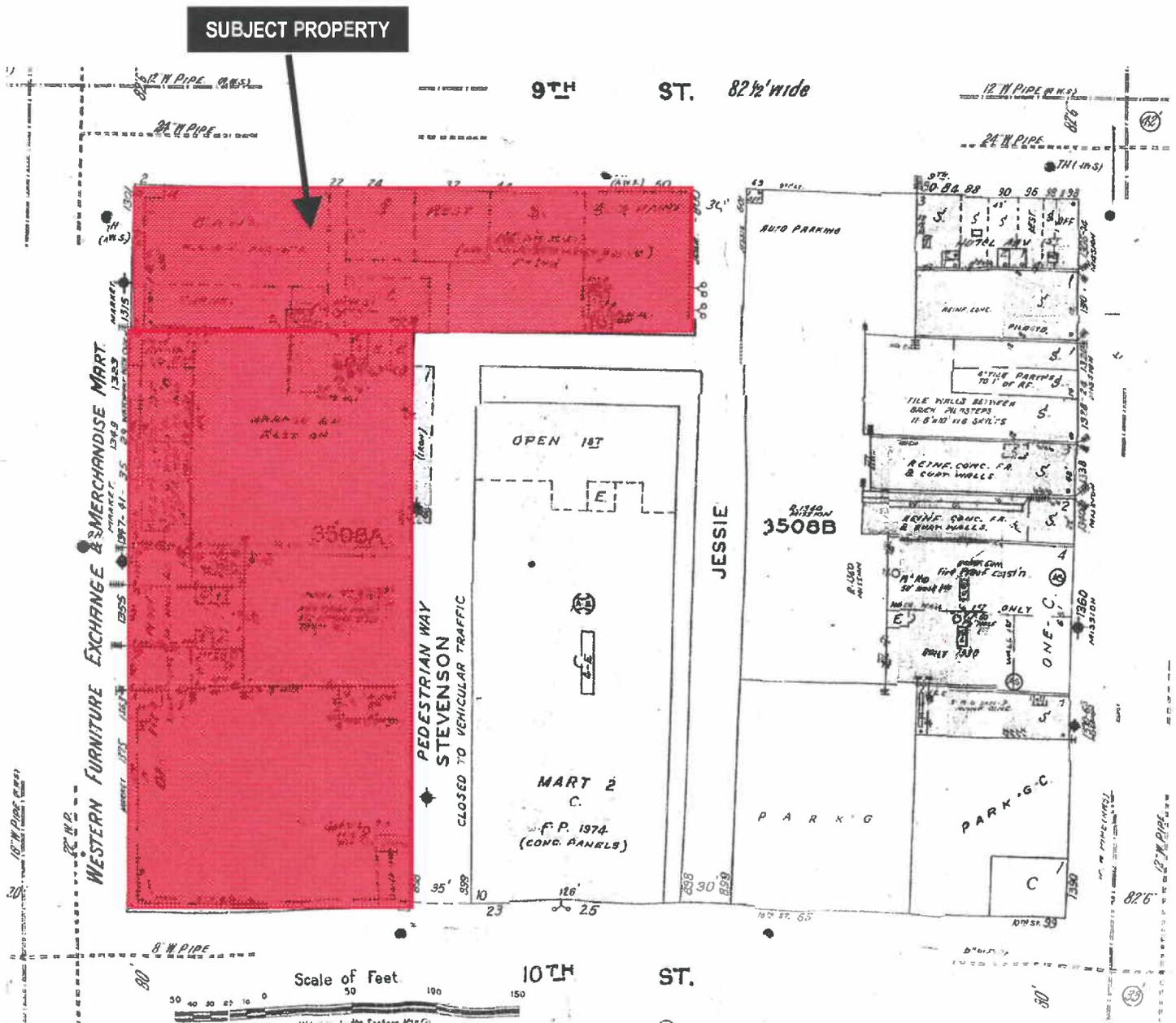
PL: G:\DOCUMENTS\1355 Market\phase 3\2012.0502H case rpt.doc

# Parcel Map



Permit to Alter Hearing  
Case Number 2012.0502H  
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.



# Aerial Photo



SUBJECT PROPERTY



Permit to Alter Hearing  
Case Number 2012.0502H  
1355 Market Street



# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Draft Motion Permit to Alter MAJOR ALTERATION

HEARING DATE: AUGUST 15, 2012

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**ADOPTING FINDINGS FOR A PERMIT TO ALTER FOR MAJOR ALTERATIONS TO A CATEGORY I (SIGNIFICANT) BUILDING, INCLUDING NEW STOREFRONTS, ENLARGED WINDOW OPENINGS, NEW WINDOWS, AND NEW OPENINGS AT REAR ELEVATION, 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 July 23, 2012, 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 alterations, including new storefronts and transom windows at Market, 9<sup>th</sup>, and 10<sup>th</sup> Street façades, enlarging 10<sup>th</sup> floor windows, replacing non-historic windows at 2<sup>nd</sup>, 10<sup>th</sup>, and 11<sup>th</sup> floors, and new openings at rear elevation, 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 August 13, 2012 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 August 15, 2012, the Commission conducted a duly noticed public hearing on the current project, Case No. 2012.0502H ("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, WITH CONDITIONS, and in conformance with the architectural submittal dated July 27, 2012 and labeled Exhibit A on file in the docket for Case No. 2012.0502H based on the following condition(s):

### **CONDITIONS OF APPROVAL**

1. Section drawings that indicate all exterior profiles and dimensions of new storefront elements shall be provided, and are subject to review and approval prior to approval of the Building Permit by Planning Department staff.
2. Section and detail drawings for the proposed transom windows, including the adaptable transoms, shall be provided, and are subject to review and approval prior to approval of the Building Permit by Planning Department staff.
3. Material samples for storefront system, transom windows, and decorative grilles shall be provided, and are subject to review and approval prior to approval of the Building Permit by Planning Department staff.
4. Detail drawings indicating all exterior profiles and dimensions of the rehabilitation and/or reconstruction of canopy elements beyond repair shall be provided, and are subject to review and approval prior to approval of the Building Permit by Planning Department staff.
5. A new cast concrete sill matching the color, finish, and dimensions of existing shall be included as part of the proposal. A finish detail of this feature shall be provided, and is subject to review and approval prior to approval of the Building Permit by Planning Department staff.
6. Details of the attachment mechanisms for the window washing equipment at the façade shall be provided. Details and finish samples of the cast units, should the terra cotta tiles be replaced, are subject to review and approval prior to approval of the Building Permit by Planning Department 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 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 proposal respects the character-defining features of the subject building;
- That the architectural character of the subject building will be maintained;
- 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 WITH CONDITIONS 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 July 27, 2012 and labeled Exhibit A on file in the docket for Case No. 2012.0502H.

**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. 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 August 15, 2012.

Linda D. Avery  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: August 15, 2012



## Historic Resource Evaluation Response

*Environmental Planner:* Jeanie Poling  
(415) 575-9072  
[jeanie.poling@sfgov.org](mailto:jeanie.poling@sfgov.org)

*Preservation Planner:* M. Pilar LaValley  
(415) 575-9084  
[pilar.lavalley@sfgov.org](mailto:pilar.lavalley@sfgov.org)

*Project Address:* 1355 Market Street  
*Block/Lot:* 3508/001  
*Case No.:* 2011.0926E

*Date of Review:* August 2, 2012 (Parts I & II)

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### PART I: HISTORIC RESOURCE EVALUATION

#### BUILDING(S) AND PROPERTY DESCRIPTION

##### 1355 Market Street (aka 1301-1363 Market Street)

The subject property is located on a large, L-shaped parcel on the south side of Market Street between Ninth and Tenth Streets in the Mid-Market (Central Market) neighborhood of San Francisco. Constructed in 1937 (with additions in 1941, 1947, 1958, and 1963) in the Art Deco style, based on designs by Capital Company, the 11-story, concrete frame commercial building extends the length of the block along both Market and Ninth Streets. The following 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); more detailed description information can be located in these Page & Turnbull reports.

The building is clad in glazed terracotta and metal, rests on a concrete perimeter foundation, and is capped by a flat roof with parapet.<sup>1</sup> 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, over the loading area near Jessie Street.

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

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<sup>1</sup> Page & Turnbull, *Market Square, 1355 Market Street, Supplemental Information for Environmental Evaluation* (April 20, 2011); Page & Turnbull, *Market Square, 1355 Market Street, Historic Resource Evaluation* (revised October 14, 2011).

terracotta separate the bays, and vertical bands run between the paired window openings. The ground floor contains storefronts in each bay, which have recessed entries with plate glass windows and recessed, glazed metal doors with molded surrounds. 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 9<sup>th</sup>-story was added in 1941 and is set back from the roofline of the original building mass. The reinforced concrete 10<sup>th</sup>- and 11<sup>th</sup>-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 an original parking lot entrance which leads to basement parking and is capped by a Streamline-style marquee. A second parking entrance, also capped by a Streamline-style marquee, is located on the 10<sup>th</sup> Street façade.

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, and a large loading dock with a ribbed metal awning at the crux of the L-shaped building.

The property is located in the C-3-G (Downtown General Commercial) Zoning District and 150-S/120-X/200-S Height and Bulk District.

### **875 Stevenson Street**

The subject property is located on a large, rectangular parcel on the east side of 10<sup>th</sup> Street between Market and Stevenson Streets in the Mid-Market (Central Market) neighborhood of San Francisco. 875 Stevenson (known as "Mart 2") is a 10-story reinforced concrete building constructed in 1975 based on design by architect Jorge de Quesada.<sup>2</sup> It is connected to 1355 Market Street over the loading area near Jessie Street.

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## **PRE-EXISTING HISTORIC RATING / SURVEY**

### **1355 Market Street**

The subject property, formerly known as the Western Furniture Exchange, has been designated as a Category 1 (Significant) Building pursuant to Article 11 of the Planning Code and Downtown Plan, and

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<sup>2</sup> Research indicates that Mr. de Quesada is one of the acting principals in De Quesada Architects, Inc., located in Sausalito, CA. The firm is actively developing residential, commercial, and office projects in California and the Western United States.

has been previously evaluated as appearing eligible for listing in the National Register of Historic Places and California Register of Historical Resources. The building is considered a "Category A" property (Known Historical Resources) for the purposes of the Planning Department's California Environmental Quality Act (CEQA) review procedures.

**875 Stevenson Street**

The subject property has not been previously evaluated in any historic resource surveys and is not listed on a local, State, or National Register. The building is considered a "Category C" property (Not a Historical Resource), as it is less than 45 years of age (constructed in 1975) and designed by an architect that is still in active practice, for the purposes of the Planning Department's California Environmental Quality Act (CEQA) review procedures. Based on this information, no further evaluation of the historic status for 875 Stevenson Street has been undertaken in the following report.

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**NEIGHBORHOOD CONTEXT AND DESCRIPTION**

The area surrounding the subject properties is characterized by buildings from a variety of eras that feature large footprints and massing, range from 4- to 30-stories in height, and have a mixture of commercial, residential, office, government, and entertainment uses. On the opposite side of Market Street, is Fox Plaza, a 29-story office and residential tower constructed in 1966. On the opposite side of Ninth Street, is a 6-story office building (1275 Market Street) constructed in 1976, and on the opposite side of Tenth Street, is an undeveloped parcel. The properties north and east of Fox Plaza are included in the Civic Center Historic District designated pursuant to Article 10 of the Planning Code.

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**CEQA HISTORICAL RESOURCE(S) EVALUATION**

**1355 Market Street**

**Step A: Significance**

*Under CEQA section 21084.1, a property qualifies as a historic resource if it is "listed in, or determined to be eligible for listing in, the California Register of Historical Resources." Properties that are included in a local register are also presumed to be historical resource for the purpose of CEQA. The fact that a resource is not listed in, or determined to be eligible for listing in, the California Register of Historical Resources or not included in a local register of historical resources, shall not preclude a lead agency from determining whether the resource may qualify as a historical resource under CEQA. (Please note: The Department's determination is made based on the Department's historical files on the property and neighborhood and additional research provided by the project sponsor.)*

Based on information in Planning Department's files and provided by the project sponsor, staff finds that 1355 Market Street is eligible for inclusion in the California Register of Historical Resources as an

individual historic resource.<sup>3</sup> The subject property is individually eligible for listing in the California Register under Criterion 3 (Design/Construction) as an example of Art Deco style architecture in San Francisco, and as a large commercial building along this section of Market Street. The period of significance for the property is 1937 to 1947 including the building's original construction and the addition of the Ninth Street wing.

To assist in the evaluation of the subject property, the Project Sponsor has submitted two consultant reports:

- Page & Turnbull, *Market Square, 1355 Market Street, Historic Resource Evaluation* (revised October 14, 2011)
- Page & Turnbull, *Market Square, 1355 Market Street, Supplemental Information for Environmental Evaluation* (April 20, 2011)

Staff has reviewed these documents and generally concurs with the findings and analysis regarding historical significance.

Included is an evaluation of the subject property, which is eligible for the California Register of Historical Resources, based on the following criteria:

- |   |   |  |  |
|---|---|--|--|
| <b>Criterion 1 - Event:</b>                 | <input type="checkbox"/> Yes                                | <input checked="" type="checkbox"/> No | <input type="checkbox"/> Unable to determine |
| <b>Criterion 2 - Persons:</b>               | <input type="checkbox"/> Yes                                | <input checked="" type="checkbox"/> No | <input type="checkbox"/> Unable to determine |
| <b>Criterion 3 – Design/Construction:</b>   | <input checked="" type="checkbox"/> Yes                     | <input type="checkbox"/> No            | <input type="checkbox"/> Unable to determine |
| <b>Criterion 4 - Information Potential:</b> | <input type="checkbox"/> Further investigation recommended. |  |  |

**District or Context:**  Yes, may contribute to a potential district or significant context

**Period(s) of significance:** 1937-1947

**Criterion 1: It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.**

Based on the information provided in Page & Turnbull report and found in the Planning Department, staff finds that the subject building is not eligible for inclusion on the California Register under Criterion 1.

The subject property was constructed for furniture salesman and entrepreneur Harry J. Moore, who started the Western Furniture Exchange company in San Francisco in 1915. The company's first location was at 1055 Market Street in a structure known as the Manufacturers Exhibition Building.<sup>4</sup> According to the Page & Turnbull report, this was the "first furniture exchange west of Chicago, and marked the

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<sup>3</sup> Staff further concurs with the consultant assessment that the property is individually eligible for listing in the National Register of Historic Places.

<sup>4</sup> Page & Turnbull, *Supplemental*, p. 15; Page & Turnbull, *Historic Resource Evaluation*, p.16.

evolution of a marketing plan launched by Moore that allowed buyers to make furniture selections under one roof.”<sup>5</sup> In 1921, Moore renamed the company and moved to a larger, new building at 180 New Montgomery Street.<sup>6</sup> With further success, Moore commissioned the subject building in the early 1930s. The cost of construction was estimated at \$2,500,000 for the 500,000 square-foot building with eight show floors, two-story central tower and ornate lobby, ninth floor ballroom, and full-service garage with gasoline pumps and parking for approximately 400 automobiles located in the basement.<sup>7</sup>

Development of the subject property as a retail building appears to have reflected rather than contributed to historical trends locally and regionally. While it served as one of the commercial anchors of this section of Market Street, and was one of the primary retail furniture facilities in San Francisco, the subject property does not appear to have made a significant or unique historical contribution. Therefore, the subject property does not appear to be associated with significant events and does not appear eligible under Criterion 1.

**Criterion 2: It is associated with the lives of persons important in our local, regional or national past.**

As previously stated, the subject property was constructed for furniture salesman and entrepreneur Harry J. Moore, who started the Western Furniture Exchange company in San Francisco in 1915. It appears, given the size and repeated expansion of the subject property, that Moore was a successful businessman with considerable influence in the furniture industry in San Francisco and the West Coast. At this time, it is not known whether Harry J. Moore rises to the level of a significant person to be eligible under Criterion 2. Nor is it clear whether the subject property would be the best representation of any such potential significance. Although it is the largest property, and epitomizes the success of the Western Furniture Exchange company, 1355 Market Street was not the original location of the company or first such exhibition/sales hall. Therefore, it appears that 1355 Market Street is not eligible under Criterion 2.

**Criterion 3: It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.**

The Capital Company, a real estate and development firm associated with Bank of America Corporation, was responsible for the building design. At the time of 1355 Market Street’s construction, the secretary of the company was Leslie J. Henry, an architect presumed to be involved in the design of the subject property. Lean H. Nishkian was an engineer with the company responsible for 1355 Market Street and several of the later alterations. Staff concurs that neither the Capital Company nor its staff architect or engineer would appear to represent masters of historical significance.

Staff concurs with the Page & Turnbull reports finding that the subject property is significant under Criterion 3 as an example of the Art Deco style in San Francisco, and as a large commercial building along this section of Market Street. As stated in the Page & Turnbull reports:

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<sup>5</sup> *Ibid.*

<sup>6</sup> *Ibid.*

<sup>7</sup> *Ibid.*

Designed in 1937 [with a matching addition constructed in 1947] by the Capital Company, the building is a high-style example of this architectural trend, as evidenced by its reinforced concrete construction, vertical emphasis established by prominent piers and central tower, unique fenestration pattern with decorative spandrels, elaborate Mayan-influenced terracotta details over the entrances and at the cornice, and grandiose formal lobby space. The full-block footprint and open, flexible floor plan of [the subject property] are characteristic of large commercial buildings of this era, and the size, scale, and design of the building have given [it] an important street presence rivaled by few other San Francisco buildings, and made it a commercial anchor for this portion of Market Street.<sup>8</sup>

**Criterion 4: It yields, or may be likely to yield, information important in prehistory or history.**

Based upon a review of information in the Departments records, the subject property is not significant under Criterion 4, which is typically associated with archaeological resources. Furthermore, the subject property is not likely significant under Criterion 4, since this significance criteria typically applies to rare construction types when involving the built environment. The subject property is not an example of a rare construction type.

**Step B: Integrity**

*To be a resource for the purposes of CEQA, a property must not only be shown to be significant under the California Register of Historical Resources criteria, but it also must have integrity. Integrity is defined as "the authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's period of significance." Historic integrity enables a property to illustrate significant aspects of its past. All seven qualities do not need to be present as long the overall sense of past time and place is evident.*

The subject property has retained or lacks integrity from the period of significance noted in Step A:

<b>Location:</b>	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks	<b>Setting:</b>	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks
<b>Association:</b>	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks	<b>Feeling:</b>	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks
<b>Design:</b>	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks	<b>Materials:</b>	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks
<b>Workmanship:</b>	<input checked="" type="checkbox"/> Retains	<input type="checkbox"/> Lacks			

Staff concurs with the Page & Turnbull reports finding that 1355 Market Street retains good integrity. It has undergone alterations with the most notable being rooftop additions in 1941, 1958, and 1963, alterations of the central tower in 1958, and lobby remodel in 1960s. There have also numerous interior alterations and tenant improvements. Although there are alterations, the building retains sufficient features from the period of significance of 1937 to 1947 to convey its historic significance.

**Step C: Character-defining Features**

*If the subject property has been determined to have significance and retains integrity, please list the character-defining features of the building(s) and/or property. A property must retain the essential physical features that enable it to convey its historic identity in order to avoid significant adverse impacts to the resource. These essential features are those that define both why a property is significant and when it was significant, and without which a property can no longer be identified as being associated with its significance.*

<sup>8</sup> Page & Turnbull, *Supplemental*, p. 4; Page & Turnbull, *Historic Resource Evaluation*, p. 5.

The character-defining features of the subject property include the following:

- Massing, scale, masonry construction (all elevations), and footprint of building;
- Design, materials, and fenestration on Market, Ninth and Tenth Street façades including
  - Mayan-influenced terracotta cladding and details, prominent piers, and decorative spandrels;
  - Double-height main entrance bays with terracotta grilles;
  - Fenestration pattern with rows of paired window openings separated by metal panels;
  - Geometry and materials of the storefront assemblies consisting of granite clad bulkheads supporting large plate glass windows surmounted by corrugated horizontal header and transoms; and,
  - Streamline-style canopies over garage entrances on Market Street, Tenth Street, and Stevenson Street;
- Market Street two-story central tower;
- Main entrance lobby;
- Mart Exchange (ballroom) on ninth floor;
- Octagonal concrete columns on all floors; and
- Open, flexible floor plan.

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## CEQA HISTORIC RESOURCE DETERMINATION

No Historical Resource Present

If there is no historical resource present, please have the Senior Preservation planner review, sign, and process for the Environmental Division.

Property is not a Historical Resource but is located within a California Register-eligible historic district

If there is a California Register-eligible historic district present, please fill out the *Notice of Additional Environmental Evaluation Review* and have the project sponsor file the **Part II: Project Evaluation** application fee directly to the Environmental Division.

Historical Resource Present (1355 Market Street)



- Replace non-historic 2<sup>nd</sup> floor windows on 9<sup>th</sup>, 10<sup>th</sup>, and Market Street façades;
- Install window washing equipment;
- Install new openings and loggia screen at the Stevenson Street elevation;
- Repair historic metal canopy at 10<sup>th</sup> Street façade.

875 Stevenson Street

- Re-cladding of building with metal-and-glass curtain wall system;
- Install new entrance facing Stevenson Street;
- Structural upgrades.

### **PROJECT VARIANT: REMOVAL OF GRANITE BASE**

The project variant, intended to increase visibility into the new ground floor retail spaces, would involve removal or significant reduction in height of the existing granite base at the storefront bays on the Market, 9<sup>th</sup>, and 10<sup>th</sup> Street façades of the building. The existing granite base, which ranges in height within the storefront bays in relation to changes in street grade and interior floor levels, relates to the granite clad watertable at the base of each building pier. In the project variant, the granite base would be removed in its entirety within 13 out of the 26 storefront bays that are included in the current project scope of work (there are a total of 38 storefront bays on the Market, 9<sup>th</sup>, and 10<sup>th</sup> Street elevations). Where the base is proposed to be removed entirely, the new storefront system would extend to street grade. At the remaining storefront bays, the granite base would be reduced in height to align with interior floor levels and the storefront system increased in height. Overall, approximately 380 square feet of granite would be removed.

### **PROJECT BACKGROUND**

The project is currently undergoing environmental review per the California Environmental Quality Act (CEQA) by the Department (Case No. 2012.0502E). The project will require a Major Permit to Alter.

The current phase of the project is the last of three phases. For the first phase, which addressed interior tenant improvements (replacement of partitions, finishes, and mechanical, electrical, and plumbing (MEP) systems, construction of new elevator core and ground floor lobby, installation of two cooling towers on roof, replacement of several bays of windows on rear (Stevenson Street) elevation with ventilation louvers, and seismic strengthening, the Department issued a Categorical Exemption on June 9, 2011 and a Minor Permit to Alter on June 10, 2011 (Case No. 2011.0428EH). For the second phase, which consisted of 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, the Department issued a Categorical Exemption on November 10, 2011 (Case No. 2011.0926E). For phase two, the Historic Preservation Commission approved a Major Permit to Alter at its regular hearing on November 16, 2011 (Motion No. 0141, Case No. 2011.0926H).

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## PROJECT EVALUATION

*If the property has been determined to be a historical resource in Part I, please check whether the proposed project would materially impair the resource and identify any modifications to the proposed project that may reduce or avoid impacts.*

### Subject Property/Historic Resource:

- The project will not cause a significant adverse impact to the historic resource as proposed.
- The project will cause a significant adverse impact to the historic resource as proposed.

### California Register-eligible Historic District or Context:

- The project will not cause a significant adverse impact to a California Register-eligible historic district or context as proposed.
- The project will cause a significant adverse impact to a California Register-eligible historic district or context as proposed.

The proposed project at 1355 Market Street will not have a significant impact on the historical resource and will be in conformance with the *Secretary of Interior's Standards for Rehabilitation (Secretary's Standards)*.

### Storefront Systems:

The building was formerly used as a wholesale facility, so it historically had one primary entrance located at the base of the central tower with the remainder of the ground floor on the Market, 9<sup>th</sup>, and 10<sup>th</sup> Street façades occupied by large display windows. Over the years, limited alterations to accommodate additional tenants have included new entrance doors, new storefronts, and replacement of transom glazing with mechanical vents and louvers. While such alterations have occurred, the overall consistency in material and character of the ground floor storefronts is, for a building of this size and age, surprisingly uniform and consistent with the original design and materials. The historic storefront configuration appears to consist of a granite base, which varies in height in relation to changes in grade, large storefront windows with one vertical mullion and minimal framing, a cast iron header, and narrow band of two-light transom windows separated by three vertical mullions.

The proposal is to remove existing storefront glazing systems and transom windows in all locations (with exception of storefront bays occupied by Walgreens) and limited removal of granite base where necessary for new entrances (limited reduction in overall height of base in select locations may also occur). The new storefront system would consist of a two-light, metal-and-glass and butt-glazed system. The new system will introduce a secondary header upon which projecting signs and light fixtures will be affixed. New aluminum transoms similar to existing in size and configuration will be installed along Market Street. Along 9<sup>th</sup> and 10<sup>th</sup> Street, new transoms matching existing will be adapted to accept mechanical louvers with decorative grilles to address air intake requirements.

The new storefronts appear to appropriately retain historic fabric while introducing a contemporary but compatible new storefront and transom window systems that closely match, or are compatible with, existing in conformance with the Department's Storefront Standards (draft) and the *Secretary's Standards*. As noted in *Preservation Brief #11: Rehabilitating Historic Storefronts*, the "storefront is the most important

architectural feature of many historic commercial buildings.”<sup>9</sup> This is particularly true of the subject building since it did not historically have multiple storefront entrances for different commercial tenants. The building was a wholesale facility with multiple showrooms accessed from a primary, central entrance. Although the building’s storefronts always served a commercial function by providing display areas, their configuration with the void of the large glazed opening over the solidity of the granite base is expressive of the historic use and architectural character of the building. Retention of the granite base preserves distinctive historic fabric that contributes to the historic and architectural significance of the building at a portion of the building that is most physically and visually accessible to occupants and visitors. Incorporating the existing granite base into the new storefront system appropriately balances the needs for the new ground floor retail use with retention of historic fabric and distinctive features of the historic building in conformance with Rehabilitation Standard 1. The proposed storefront alterations, including retained granite base, and new storefront and transoms that closely match existing, appropriately balances new features and historic fabric in a manner that preserves the historic character of the building in conformance with Rehabilitation Standard 2. As proposed, the new storefronts including retained granite base, transoms, and projecting blade signs, will not destroy historic materials that characterize the property, will be clearly differentiated from the old, and will be compatible with the historic character of the building in conformance with Rehabilitation Standard 9.

#### **Project Variant: Removal of Granite Base**

In the project variant, new entrances and storefronts are proposed that include removal of the granite base in numerous storefront bays and significant reduction in height of the base in the remaining bays. Specifically, the granite base would be removed in its entirety within 13 out of the 26 storefront bays that are included in the current project scope of work (there are a total of 38 storefront bays on the Market, 9<sup>th</sup>, and 10<sup>th</sup> Street elevations). Where the base is proposed to be removed entirely, the new storefront system would extend to street grade. At the remaining storefront bays, the granite base would be reduced in height to align with interior floor levels and the storefront system increased in height. Overall, approximately 380 square feet of granite would be removed. The project sponsor has indicated that removal of this base is essential to the success of the new retail spaces. Given the number of adaptive use projects that successfully manage to retain historic features and fabric that are much more incompatible in character to proposed new uses, than the granite base appears to be in this case, it does not appear that its retention would limit the adaptive reuse of the ground floor for retail uses with multiple tenants. The retail could still be easily viewed from the surrounding sidewalks and streets, and access into the building would be the same whether or not the granite base is retained.

The removal, and significant reduction in height, of the existing granite base, as proposed in the project variant, does not appear to be in conformance with the *Secretary’s Standards* as it would inappropriately remove historic fabric that contributes to the architectural character of the building. While the subject building has always been in commercial use, its design and architectural character is that of a wholesale facility with multiple showrooms accessed from a primary, central entrance. The building did not historically have multiple storefront entrances for different commercial tenants. In this sense, the building’s storefronts and base are similar to a Department Store and this aspect of the building’s architectural character is part of what makes it distinctive and historically significant.

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<sup>9</sup> H. Ward Jandl, *Preservation Brief #11: Rehabilitating Historic Storefronts* (National Park Service, Technical Preservation Services, Washington D.C: 1982).

Removal and significant reduction in height of the granite base, and extension of the storefronts to street grade, would remove distinctive historic fabric and introduce a storefront system that is not compatible with the historic and architectural character of the building. Removal of the granite base would inappropriately alter the overall form, scale, proportion, and character of the storefronts and base of the building, leaving “missing teeth” in place of historic fabric that could be easily retained and integrated into the new storefronts and ground floor uses. As such the proposed project variant does not appear to be in conformance with the *Secretary’s Standards* and would be significant impact on the resource as it would damage/destroy historic fabric, distinctive materials, and character-defining features.

Further, removal of the granite base would contribute to a potential cumulative impact to the building based on all three phases of work, removal of historic fabric, and inappropriate alteration to the primary façades of the building.

### **New Lobby Entrance**

The new lobby entrance will replace an existing garage entry that is proposed to be abandoned. To accommodate the new entrance, the historic cast iron spandrel panels and non-historic 2<sup>nd</sup> floor windows and a metal roll-up security gate will be removed. A double-height steel frame surround with butt-glazed window and frameless doors will be installed in the enlarged opening with no changes to the existing terra cotta. The existing Streamline metal canopy will be retained and rehabilitated as part of the new entrance system. The features to be removed will be salvaged and stored on-site.

The proposed new lobby entrance, while removing historic fabric and creating a new double-height opening, appears to be in conformance with the *Secretary’s Standards*. The new glazing system is clearly contemporary and differentiated but will be compatible with the adjoining historic fabric. The new framing will extend to the perimeters of the opening between the existing piers and lintel and will be steel with a dark painted finish. The storefront frame profile and depth will be compatible with the historic façade and proportions using contemporary detailing. The most significant historic feature located within this bay – the Streamline canopy – will be retained and incorporated into the new lobby entrance system. Integration of the canopy into the design softens the contemporary quality of the new entrance and relates the new opening to the architectural proportions and character of the building. The proposed approach, with integration of the canopy with a new contemporary glazing system, properly balances loss and retention of historic fabric to protect the integrity of the building.

### **10<sup>th</sup> Floor Windows:**

The 10<sup>th</sup> and 11<sup>th</sup> floors were added to the building in 1958 and 1964, respectively, and are non-contributing elements of the building. The existing windows are not historic and their removal and replacement appears to be in conformance with the *Secretary’s Standards*.

The proposal includes increasing the size of the 10<sup>th</sup> floor window openings by lowering the sill. At Market, Stevenson, and Jessie Streets, lowering the sill will require removal of stucco cladding on the non-historic 10<sup>th</sup> floor addition (from Market Street this change would be largely obscured by the 9<sup>th</sup> floor addition). At 9<sup>th</sup> Street, the lower sill will require removal of the existing cast stone sill and historic terra cotta cladding and alteration of the configuration and proportion of the parapet. An aluminum sill with profile to match the existing would be installed to cap the lowered parapet.

This portion of the parapet is from the 1947 addition of the 9<sup>th</sup> Street wing, which is within the period of significance for the building and is, therefore, historic fabric. Although this portion of the building was added during the period of significance, this section of the parapet is quite different from the more ornate bas-relief parapets with projecting pier caps that terminate the Market and 10<sup>th</sup> Street façades. This difference is due to the fact that at 9<sup>th</sup> Street, the 9<sup>th</sup> floor addition was constructed flush with the lower floors; on the other façades, the 9<sup>th</sup> floor addition was set back, allowing the decorative parapet to dominate. At 9<sup>th</sup> Street, the parapet consists of two courses of terra cotta blocks with a simple cast stone cap. Given the height and relative visibility of the proposed work, the simplicity of the parapet in this particular location, as well as its differentiation from the other primary façades, the removal of the cap and one course of terra cotta in this location would not materially impair the ability of the building to convey its significance.

#### **Window Washing Equipment:**

The proposal is to install window washing equipment on the roof. At the tower, two terra cotta tiles will be removed and salvaged and replaced with architectural precast concrete tiles to match existing and installed to accommodate the window washing equipment attachment mechanism. Anchors for this equipment will also be installed across each building façade. The proposed work appears to be in conformance with the *Secretary's Standards* as only several terra cotta tiles will be removed and new cast features will match existing.

#### **10<sup>th</sup> and 11<sup>th</sup> Floor Windows:**

The 10<sup>th</sup> and 11<sup>th</sup> floors were added to the building in 1958 and 1964, respectively, and are non-contributing elements of the building. The existing windows are not historic and their removal and replacement appears to be in conformance with the *Secretary's Standards*.

#### **2<sup>nd</sup> Floor Windows:**

The 2<sup>nd</sup> floor windows are not historic and are non-contributing elements of the building. As the existing windows are not historic, and the replacement sash will match the character and material of original windows and windows on upper floors, their removal and replacement appears to be in conformance with the *Secretary's Standards*.

#### **Stevenson Street Elevation:**

The Stevenson Street (rear) elevation is utilitarian in nature and is clad in stucco and fenestrated with paired aluminum sash windows. Several bays of windows have been replaced with mechanical louvers in previous phases of the project.

Stevenson Street between the 1355 Market Street and 875 Stevenson Street buildings was vacated and sold in 2008 to create a pedestrian-only space to support adjoining retail uses (Case No. 2007.0210R). As part of the currently proposed project, new openings (several two-story) will be added at the ground level of the subject building. New openings will align with the existing fenestration pattern. A loggia screen will be built framing the 1<sup>st</sup> and 2<sup>nd</sup> floors at the new openings. The Department believes that the proposed alterations at the Stevenson Street elevation are appropriate and in conformance with the *Secretary's*

*Standards.* Proposed alterations will occur on a secondary elevation that is utilitarian in nature, will not remove significant historic fabric, and have been located such that they will be unobtrusive to the primary façades of the building.

**875 Stevenson Street re-cladding:**

Due to the physical separation between the two buildings, the proposed alteration of the 875 Stevenson Street building through re-cladding with a glass curtain wall system is not anticipated to result in any potential physical or visual impacts to 1355 Market Street.

Staff finds that the phase three proposed scope of work, for reasons stated above, will not have a significant impact on the historical resource. Further, when all three phases of the project are considered in their entirety, there does not appear to be any potential cumulative impact to the historic resource.

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**PART II: SENIOR PRESERVATION PLANNER REVIEW**

Signature:   
Tina Tam, *Senior Preservation Planner*

Date: 8.2.2012

cc: Virnaliza Byrd, Environmental Division/ Historic Resource Impact Review File



# SAN FRANCISCO PLANNING DEPARTMENT

MEMO

**DATE:** June 26, 2012

**TO:** Terry Kwik, Project Sponsor

**CC:** Todd Sklar, Project Sponsor  
Historic Preservation Commission  
Jeanie Poling, Environmental Planner

**FROM:** Pilar LaValley, Preservation Technical Specialist  
(415) 575-9084

**REVIEWED BY:** Architectural Review Committee of the  
Historic Preservation Commission

**RE:** **Meeting Notes from Review and Comment at the  
June 6, 2012 ARC-HPC Hearing for 1355 Market Street**

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

At the request of the Planning Department, the proposed exterior alterations associated with conversion of upper floors for new office tenants and of ground floor for retail tenants at 1355 Market Street (aka 1301-1363 Market Street) were brought before the Architectural Review Committee (ARC) for review and comment.

At the ARC meeting, the Planning Department requested review and comment regarding conformance of proposed design with the *Secretary of the Interior's Standards*. Specifically, the Planning Department sought comments on the proposed design of ground floor storefronts, new lobby entrance, lowered sill for 10<sup>th</sup> floor windows, and attachment mechanisms for window washing equipment.

Planning Department Preservation Staff has prepared a summary of the ARC comments from that meeting.

## ARC COMMENTS

### 1. Storefronts.

- **Granite base.** Commissioners Hasz and Wolfram indicated that they disagreed with staff recommendations and that removal of granite base and replacement with metal panels would be acceptable, particularly at Market Street elevation. Commissioner Martinez disagreed and stated a preference for retention of the granite as it was historic fabric.

Consensus reached: After discussion, all three Commissioners agreed that retention of the granite was preferred but that it could be reduced in height in certain locations.

- **Glazing system.** The Commissioners agreed that the proposed system appeared overly fussy and recommended simplification that would reduce number and/or size of horizontal and vertical mullions.

Consensus reached.

- **Color.** The Commissioners did not provide specific feedback on proposed painting of spandrels and second floor window frames to match the new dark storefronts. The Project Sponsor noted that they would analyze the historic color of these features and provide additional information.

No specific comments made.

2. **New Lobby Entrance.** Commissioners Hasz and Wolfram indicated that they disagreed with staff recommendations and were supportive of the design as proposed. Commissioner Martinez disagreed and stated that he would go further than staff recommendation and require retention and repair of existing historic fabric in this location and incorporation of these features into a design that was compatible with the new double-height interior space.

Consensus reached: After discussion, all three Commissioners agreed that they would be supportive of an alternative design that rehabilitated the existing canopy and integrated it into a new double-height, glazed opening.

3. **Lowering sill at 10<sup>th</sup> floor windows.** Commissioner Wolfram stated that he disagreed with staff recommendation to remove the proposed scope from the project as he was comfortable with the proposal because of the height and uniqueness of the parapet condition at 9<sup>th</sup> Street. Commissioner Hasz agreed. Commissioner Wolfram was in agreement with staff recommendation that a sill and cap matching existing at the lowered parapet should be provided in architectural details with the Major Permit to Alter application. Commissioner Martinez disagreed with staff as well as Commissioner Wolfram as he feels that piers should continue to be the building's most prominent feature and that enlarged windows, in all locations, are inappropriate and, further, that historic fabric should not be removed for this purpose. Commissioner Martinez stated that he believed there were other alternatives to achieve the interior views desired by the Project Sponsor.

No consensus reached.

4. **Window washing equipment.** The Commissioners agreed that they would prefer if the location of the attachment mechanism could land on an undecorated terra cotta unit but that if this was not possible, then removing and replacing the terra cotta unit with a cast concrete unit that matched existing would be appropriate.

Consensus reached.

5. **Window sills at 2<sup>nd</sup> floor.** Commissioner Wolfram commented that in proposed drawings and renderings it appeared that the new sills at 2<sup>nd</sup> floor windows was getting bulkier, and recommended that this be revised such that the new sills match existing profiles. Commissioner Martinez agreed. Commissioner Hasz had no comment.

Consensus reached.

6. **Replacement of 2<sup>nd</sup>, 10<sup>th</sup>, and 11<sup>th</sup> floor windows and Stevenson Street alterations.** The Commissioners did not provide specific feedback but indicated that they were in agreement with staff on these items.

Consensus reached.

August 2012



SAN FRANCISCO  
PLANNING  
DEPARTMENT

# APPLICATION PACKET FOR Major Permit to Alter

Planning Department  
1650 Mission Street  
Suite 400  
San Francisco, CA  
94103-9425

T: 415.558.6378  
F: 415.558.6409

**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](http://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:  
For Staff Use only

# APPLICATION FOR Major Permit to Alter

## 1. Owner/Applicant Information

PROPERTY OWNER'S NAME: Todd Sklar, SVP Head of Development Group, Shorenstein Realty Services, L.P.	
PROPERTY OWNER'S ADDRESS: 235 Montgomery Street San Francisco, CA 94104	TELEPHONE: ( 415 ) 772-7069
	EMAIL: tsklar@shorenstein.com

APPLICANT'S NAME: Todd Sklar, SVP Head of Development Group, Shorenstein Realty Services, L.P. <span style="float: right;">Same as Above <input type="checkbox"/></span>	
APPLICANT'S ADDRESS: 235 Montgomery Street San Francisco, CA 94104	TELEPHONE: ( 415 ) 772-7069
	EMAIL: tsklar@shorenstein.com

CONTACT FOR PROJECT INFORMATION: Elisa Skaggs <span style="float: right;">Same as Above <input type="checkbox"/></span>	
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: \_\_\_\_\_

CASE NUMBER:  
For Staff Use only

#### 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	28,403	40,903
Office	667,500	639,097	0	639,097
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
<b>Total GSF</b>	<b>835,000</b>	<b>809,597</b>	<b>28,403</b>	<b>835,000</b>
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 includes

1. Replacement of the ground floor storefronts (non-original) with new storefronts that will have butt glazing. The proposed storefronts will be full height and will lower the existing granite to floor level. The package includes an alternate option that retains the granite at the existing height;
2. New lobby entry on Market Street along the Ninth Street Addition. The existing cast iron spandrel panels and non-original second floor windows will be removed in a single bay to accommodate the new two-story lobby entry. The structural frame of the canopy will be replaced and the existing canopy will be reused. Because of the condition of the canopy, material that is severely deteriorated will be reconstructed to match the existing. The canopy will be open to the sky with neither a top or bottom.
3. The historic canopy at Tenth and Stevenson streets will be retained and rehabilitated;
4. Replacement of the non-original second floor windows with new aluminum windows similar to the existing;
5. New openings will be installed at the Stevenson Street facade in order to encourage pedestrian traffic along that street;
6. The ribbon windows at the 10th and 11th floors will be replaced with new aluminum ribbon windows. The sill at the 10th floor will be lowered to improve the views for that space. The lowered sill will result in the removal of one row of terra cotta tiles along Ninth Street;
7. Window-washing equipment will be installed, at the tower. Stabilization anchors will be installed along the facade of the building to facilitate the use of the equipment.

## 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;

Although there will be some historic features that will be removed, the project will retain the historic character of the property. A lobby entrance is proposed for the bay that has historically been used for a garage entrance. At that bay, the cast iron spandrels, second floor windows, and mullions will be removed to allow for a new two-story glazed entry. The cast iron spandrels and mullions will be retained elsewhere. The existing canopy in that location will be reused and rehabilitated. The existing structural frame will be replaced and the canopy will be open to the sky with neither a top or bottom. At the 10th floor, the ribbon windows will be replaced with new windows that will have a lower sill. Along Ninth Street, this will result in the removal of the top row of terra cotta. However, the removal of this row of terra cotta will not alter this elevation substantially. The project includes the replacement of the existing storefronts. The new storefronts will be full height, which will result in lowering the existing granite base to floor level. However, the storefronts have been replaced over time and many, including the granite base, are not original. New openings are planned for Stevenson Street. The Stevenson Street facade is not a primary facade and alterations planned along this facade will not impact the historic character of the building. At the tower, two terra cotta tiles will be removed to allow for window-washing equipment. The two tiles will be replaced with cast stone replicas that will be fixed to the equipment. When the window -washing equipment is not in use, the tiles will not be distinguishable from the rest of the terra cotta.

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

The proposed project will largely retain the building's distinctive materials, finishes, construction techniques, and examples of craftsmanship. On the exterior, the building's character-defining features include the terracotta cladding, cast iron spandrels, Art Deco details, fenestration pattern, and Market Street tower. At a single bay, the cast iron spandrels will be removed to make way for a new lobby entry. Along Ninth Street, the top row of terra cotta will be removed. The granite base below the storefronts will be cut down to the existing floor level to allow for full height storefronts. Elsewhere, historic fabric will be retained.

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 historic canopy at the garage entrance at Tenth Street will be retained and rehabilitated. The existing canopy on Market Street will be reused and rehabilitated. The existing structural frame will be replaced and the canopy will be open to the sky with neither a top or bottom. Elements of both canopies that are too deteriorated to be repaired will be replaced with materials that are compatible with regard to composition, design, texture and other visual qualities. Other distinctive features that are deteriorated will be repaired rather than replaced. The project does not include the replacement of missing architectural features.

CASE NUMBER:  
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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 alteration of the bay where the garage entrance on Market Street is located. A new lobby entry will be located in this bay and the existing cast iron spandrels, mullions, non-original second floor windows will be removed. The new entry will be two story in height and will have a contemporary design. The contemporary design will be balanced through the retention of the existing Art Deco canopy which will be reused and refurbished. This is the only bay where substantial historic fabric is being removed. Elsewhere, the existing storefronts will be replaced with new storefronts that will be full-height and include the lowering the granite base to floor level. The storefronts have been changed over time and at several locations the existing granite base is not original. The new storefronts will be compatible to the building in size, scale, material and character.

- 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;

Market, Tenth, and Ninth Street Facades (Principal facade):

In the case of the storefronts, the ground-floor is being adapted for retail use. In order to promote the success of the retail space, full-height storefronts will be used to replace the existing and the granite base will be lowered to floor level. Many of the storefronts (and granite base) are not original.

Stevenson Street (Secondary Facade):

Stevenson Street is not a principal facade. The new openings planned for that facade align with the existing fenestration pattern of the building and will not impact 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 single, publicly accessible lobby on the ground floor. The building will be used as an office building with retail at the ground level and will result in a substantial increase in occupancy. The new use will include the replacement of the existing storefronts with full-height storefronts and will include the lowering of the granite base to floor level. The storefronts are mostly not original and the proposed storefronts have a design that is compatible with the character of the building. A new two-story lobby is planned at the existing Market Street entrance. The existing cast iron spandrels, mullions and non-original second floor windows will be removed to accommodate the new lobby. The existing canopy will be retained and refurbished. It's structural frame will be retained and it will be open to the sky with no top or bottom. At all other ground floor bays along Market, Ninth, and Tenth streets, the historic fabric will be retained. Along Ninth Street, the top row of terra cotta will be removed in order to lower the sill and improve the tenant space at that floor. The removal of the single row of terra cotta will not significantly alter the look of that facade.

The proposed project requires very little change to the exterior of the building and is therefore in substantial 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 largely retain the historic character of the property. The bay where the new lobby entry is proposed is the only bay where all historic elements will be removed. However, the most prominent feature in that bay, the existing canopy, will be retained. Elsewhere, the existing granite (not all is original) will be lowered to floor level to make way for full height storefronts to better serve a retail use. At the 10th floor, the sill height of the ribbon windows will be lowered to allow better views for that tenant space. This will result in the removal of the top row of terra cotta tile. Because of the height and scale of the building, this will not result in a substantial change and will not diminish the historic integrity of the building.

The proposed project is in substantial 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. The Ninth Street wing will be retained. There are no other changes to the property that have acquired significance in their own right. 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 includes the removal of the original cast iron spandrels and mullions where a new lobby entry is proposed. This is the only bay that includes removal of cast iron spandrels, which will be retained elsewhere. The historic canopies at Market Street and Tenth Street will be retained and repaired. The structural frame of the Market Street canopy will be replaced and will be open to the sky with no top or bottom. The proposed full-height storefronts will result in the lowering the granite base to floor level. The granite base is not original in all locations and its removal will not impact the historic integrity of the building. Further, the granite at the base of the piers will not be altered and will remain intact. Along Ninth Street, the top row of terra cotta will be removed to allow for a lower sill. Because of the building's scale, the removal of this row of terra cotta (which represents less than 1% of the Market, Ninth, and Tenth street facades) will not significantly change the look of the building. The proposed project will be in substantial 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 repairs to an existing canopies at Market and at Tenth streets. The canopies will be properly documented so that material that is too deteriorated to be repaired can be repaired to match the existing in design and texture. Elsewhere, features such as the terra cotta and cast iron spandrels will be retained and repaired over time.

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. It does, however, include several alterations that will remove some some historic features. At the garage entrance, the existing cast iron spandrels and mullions will be removed to make way for a new lobby entrance. However the existing historic canopy in that location will be reused and refurbished. The canopy will have a new structural frame and will be open to the sky. Material that is too deteriorated to repair will be replaced with new to match the existing. Along Ninth Street, the top row of terra cotta will be removed to allow for a lower sill. Because of the building's scale, the removal of this row of terra cotta (which represents less than 1% of the Market, Ninth, and Tenth street facades) will not significantly change the look of the building.

As designed, the proposed project will be in substantial 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 largely 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.

# Estimated Construction Costs

TYPE OF APPLICATION:	
Permit to replace the ground level storefronts; 2nd, 10th, and 11th floor windows; add a new lobby entrance.	
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:
	commercial office & retail
ESTIMATED CONSTRUCTION COST:	
\$12,000,000.00	
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)

CASE NUMBER:  
For Staff Use only

# 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 checked="" type="checkbox"/>
Site Plan	<input checked="" type="checkbox"/>
Floor Plan	<input checked="" type="checkbox"/>
Elevations	<input checked="" type="checkbox"/>
Section 303 Requirements	<input type="checkbox"/>
Prop. M Findings	<input type="checkbox"/>
Historic photographs (if possible), and current photographs	<input checked="" type="checkbox"/>
Check payable to Planning Dept.	<input checked="" type="checkbox"/>
Original Application signed by owner or agent	<input checked="" type="checkbox"/>
Letter of authorization for agent	<input checked="" 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 checked="" 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  
Historic Preservation Commission



**PAGE & TURNBULL**

imagining change in historic environments through design, research, and technology

AUGUST 2012





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BUILDING  
OVERVIEW  
& PROJECT  
SUMMARY

HISTORIC  
IMAGES

EXISTING  
CONDITIONS  
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DESCRIPTION

STOREFRONTS  
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NEW LOBBY  
ENTRY

WINDOWS

STEVENSON  
STREET

WINDOW  
WASHING  
EQUIPMENT

ELEVATIONS

PLANS

SIGNIFICANCE  
DIAGRAMS  
& BUILDING  
CHRONOLOGY





## BUILDING OVERVIEW AND PROJECT SUMMARY

### 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. In early 2012, the ninth floor addition west of the central tower was removed. The building has also undergone numerous interior renovations and tenant improvements. The floor area of the building and additions is approximately 835,000 square feet.



### 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



### PROJECT SUMMARY

The proposed project at 1355 Market includes the replacement of several non-historic features including the storefronts, the second floor windows, and the ribbon windows at the 10th and 11th floors. The project also includes a new lobby entry and new window washing equipment.

The new storefronts and second floor windows will be compatible with the historic with regard to their materials, size, and configuration. The existing granite base at the storefront level will be cut down to the level of the interior finish floor to maximize the size of the storefront. An alternate option that does not include lowering the granite is also included. The transoms will be replaced with new and will include an option for louvers where they are required. The new ribbon windows proposed for the 10th and 11th floors are similar to the existing. The sill at the tenth floor, however, is proposed to be lowered to improve views for the tenants, resulting in the removal of one row of terra cotta tiles at those locations.

The proposed project also includes new openings at the Stevenson Street façade. The openings will align with the existing windows above so as not to disrupt the existing fenestration pattern of this secondary façade. A new lobby entry will be created where the existing entry to the Market Street garage is located. The new lobby entry will be two stories in height and will result in the removal of the cast iron spandrel panels and non-original second floor windows within that single bay. The existing canopy will be refurbished, will have a new structural frame and be open to the sky.





### HISTORIC IMAGES

#### EXTERIOR



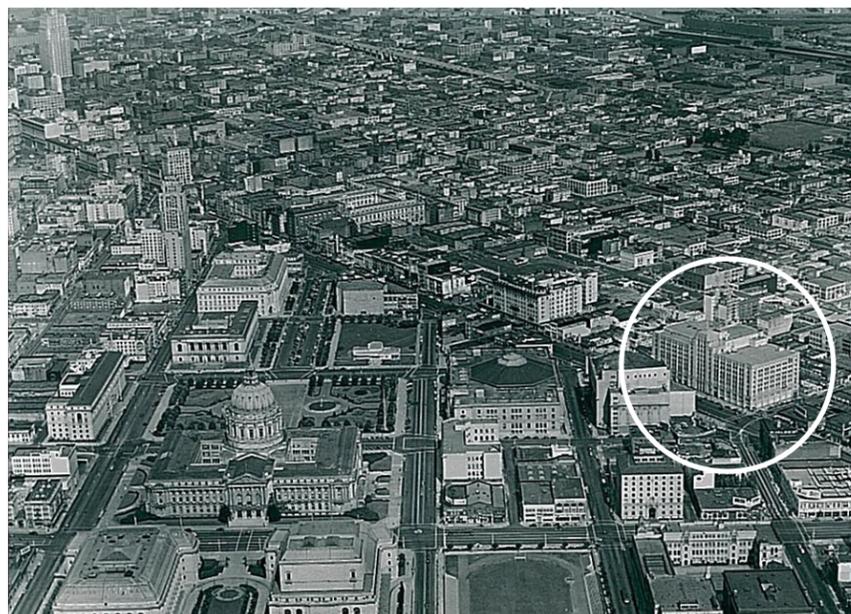
View southeast from corner of Tenth and Market Streets, 1937  
(San Francisco Public Library Historical Photograph Collection (SFPL), #AAC-5020)



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)



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



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

EXISTING CONDITIONS IMAGES

VICINITY



View west along Market Street from Eighth Street [Note Market Square in the distance]



Ninth Street, looking south from Market Street



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

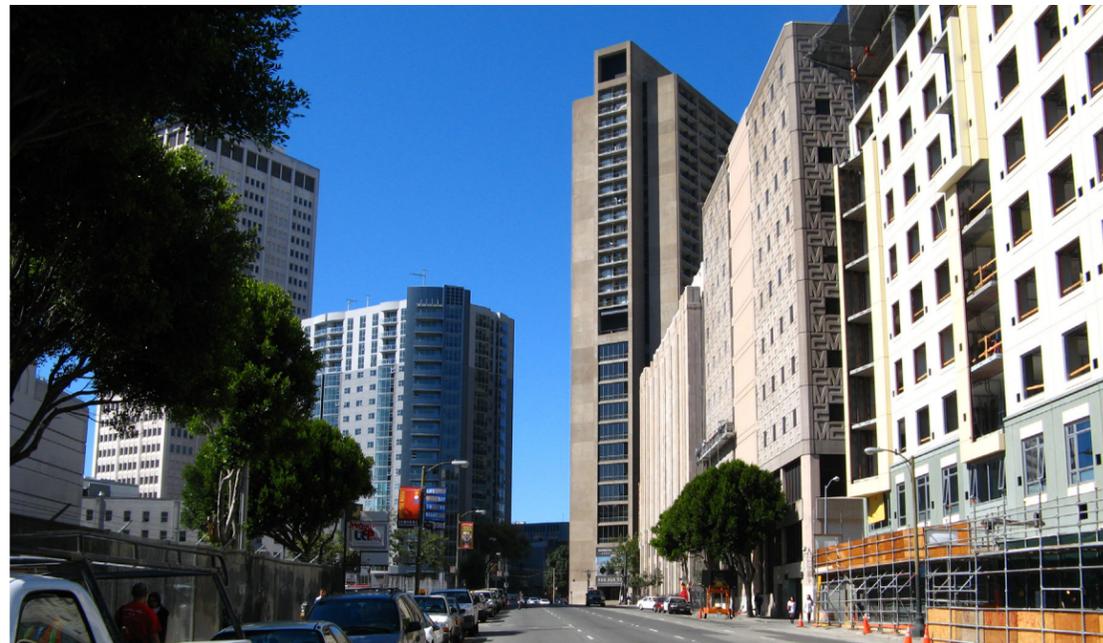
Market Square is located on the south side of Market Street between Ninth and Tenth streets in the Mid-Market area near San Francisco’s Civic Center National Register Historic District and the Market Street Theatre and Loft Historic District. This area has historically been associated with a variety 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. The Mid-Market area is set to experience significant change with the proposed addition of 4,400 new or planned high-end residential unit development.

Market Square fits within the historic context of the area’s commercial development. 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.



View northeast from Tenth and Jessie streets



Tenth Street, looking north from Mission Street

EXISTING CONDITIONS IMAGES

BUILDING EXTERIOR



View of Market Street facade from Ninth Street



View of Stevenson Street from Tenth Street



Typical storefront on Market Street



View of building at Market Street and Tenth Street



Main entry

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.

EXISTING  
 CONDITIONS  
 IMAGES





PROJECT DESCRIPTION



The proposed project will include:

- New storefronts of similar size and configuration as the existing. The new storefronts will be full height and the existing granite base will be cut down to the level of the finish floor. An alternate option with the granite base remaining at the same level is included;
- New transom windows that are similar to the existing. The transom windows will have an option for louvers where they are required. The louvers will be concealed with a decorative screen;
- New lobby entry on Market Street where the existing entrance to the garage is located. The new lobby entrance will be two stories in height and will include the removal of the cast iron spandrel panels and the non-original second floor windows. The existing canopy will be refurbished and will have a new structural frame. The canopy will be open to the sky with no top or bottom. Material that is deteriorated beyond repair will be replaced.
- New windows at the second floor that will be similar to the existing. The existing cast iron sill will be retained;
- New ribbon windows at the 10th and 11th floors. The sill will be lowered at the 10th floor and will include the removal of the top row of terra cotta tile. The new sill will match the profile of the existing sill;
- New openings on the Stevenson Street façade to encourage pedestrian traffic along that area;
- Window washing equipment will be installed. At the tower, the window washing equipment will include a rigging beam that will project through the tower when the equipment is in use. Stabilization anchors will be installed throughout the building façade;
- Repair of the historic canopy at Tenth Street.

PROJECT DESCRIPTION



### STOREFRONTS AND TRANSOMS

IMAGES OF EXISTING CONDITIONS



Ninth Street Storefront



Market Street Storefront



Tenth Street Storefront

STOREFRONTS  
AND TRANSOMS



Ninth Street Storefront



Market Street Storefront



Tenth Street Storefront



## STOREFRONTS

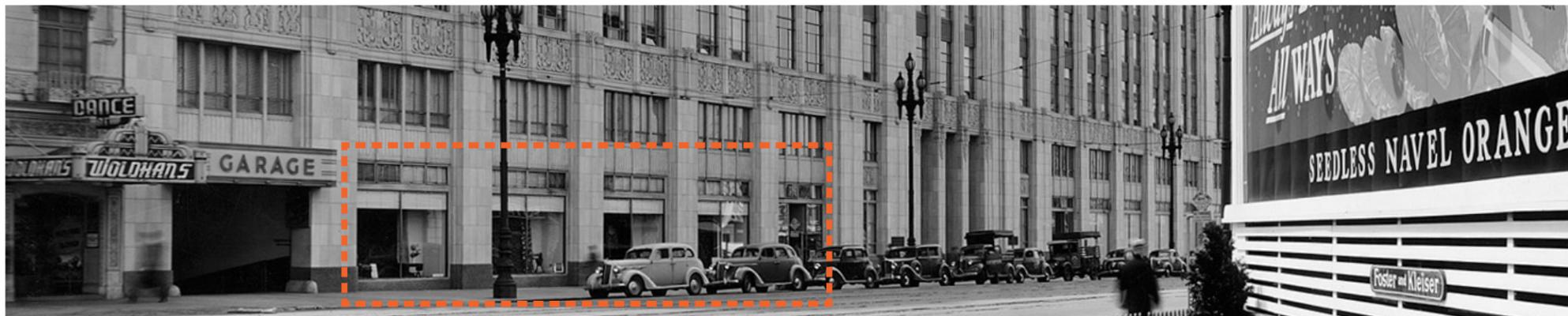
### CHANGE IN STOREFRONTS OVER HISTORY OF THE BUILDING



Circa 1937

1937

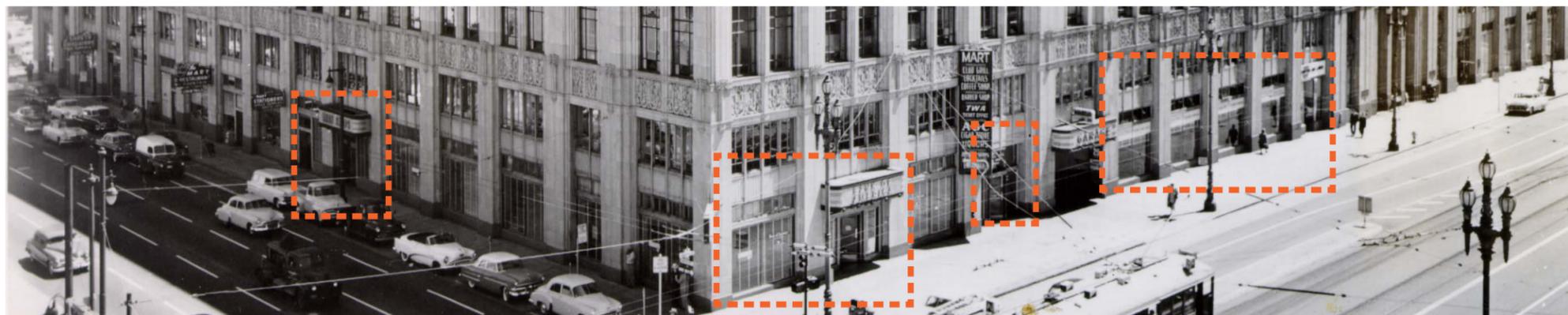
Storefronts as originally constructed.



Pre-1946

Pre-1946

Just prior to the construction of the Ninth Street wing.



Post-1946

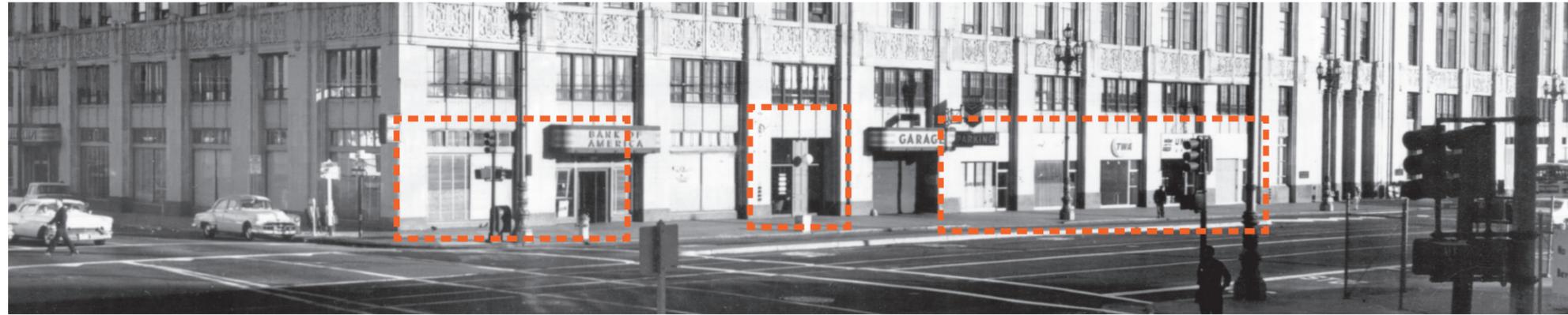
Ca. 1946

Just after the construction of the Ninth Street wing.

 Denotes storefronts that have been altered and are non-original.

## STOREFRONTS

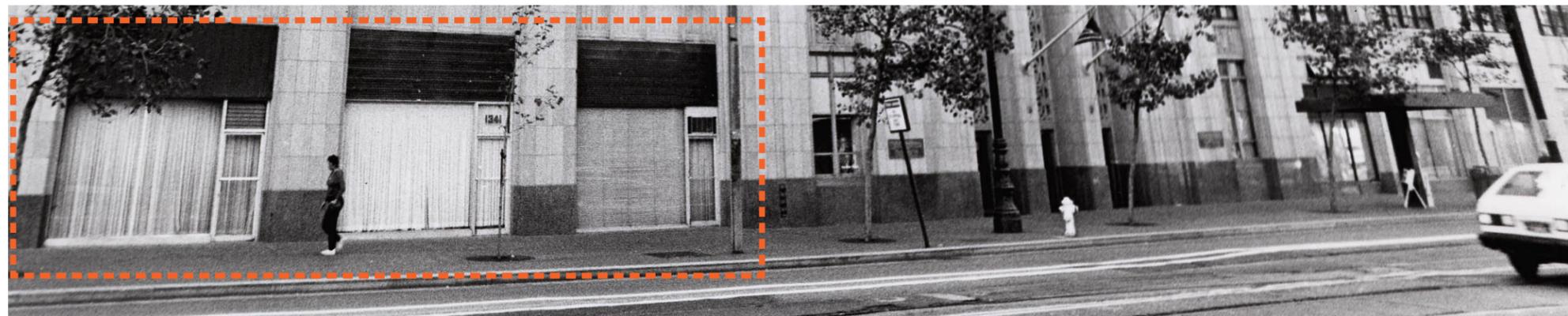
CONSTRUCTION CHRONOLOGY (Storefronts within dashed rectangles are non-original)



Post-1946

### Post-1946

This photo shows that most of the storefronts east of the main entry have been altered and are not original.



1970s

### 1970s

This 1970s photo shows a close-up view of the three storefronts just east of the main entry that were altered. Note that none of these storefronts have granite at the base.



Circa 1990s

### 2011

This photo shows the existing storefronts in their current condition and configuration.

 Denotes storefronts that have been altered and are non-original.



## STOREFRONTS

PROPOSED STOREFRONTS AT MARKET STREET FACADE / SIDEWALK VIEW TO WEST (GRANITE BASE CUT TO EXISTING FLOOR LEVEL)





## STOREFRONTS

PROPOSED STOREFRONTS AT MARKET STREET FACADE / SIDEWALK VIEW TO EAST (GRANITE BASE CUT TO EXISTING FLOOR LEVEL)



STOREFRONTS  
AND TRANSOMS

## STOREFRONTS AND TRANSOMS

### PROPOSED STRATEGY FOR STOREFRONTS WITH DOORS

Louvers to be removed and replaced with transoms. Louvers will be installed only as required and will be concealed with a decorative screen.

The existing granite base will be cut down to the level of the finish floor.



Existing storefront with door



Existing storefront with door



Proposed storefront with door

Existing cast iron spandrels to remain and to be repainted similarly to historic color

New transoms (Louvers will be installed only as required and will be concealed with a decorative screen)

New tenant signage

New full height storefront (existing granite to cut down to the level of the finish floor)

Existing terra cotta to remain

### Storefronts

The existing, non-original storefronts will be replaced with new storefronts that are compatible with the original storefronts. The new storefronts will include butt glazing to maximize transparency. The new storefronts will be located within the same plane as the original and the division in lites will align with the mullions of the transoms and second floor windows above. The existing granite base will be cut down to the level of the finish floor.

## STOREFRONTS AND TRANSOMS

### PROPOSED STRATEGY FOR STOREFRONTS WITHOUT DOORS



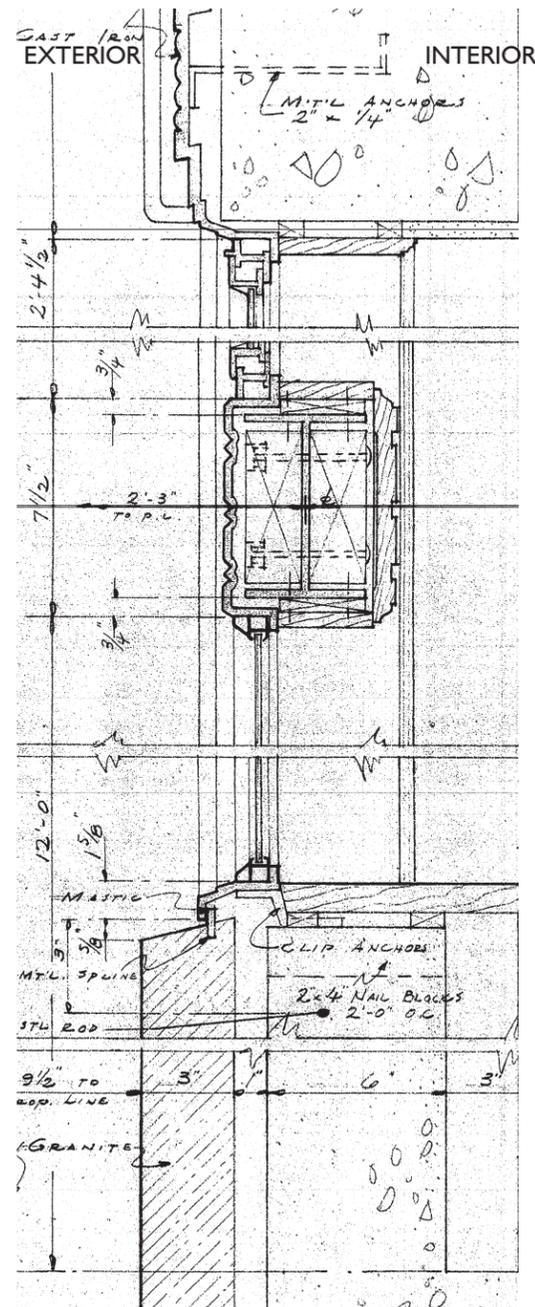
STOREFRONTS AND TRANSOMS

### Transoms

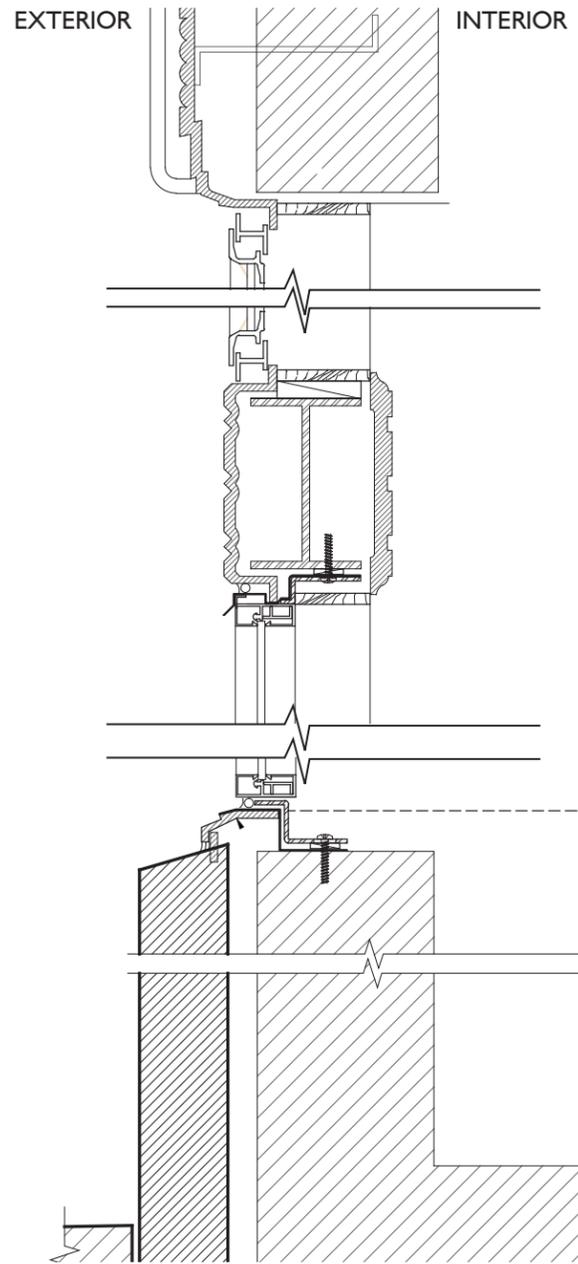
The existing transoms along Market Street will be replaced with new aluminum transoms similar to the original in size and configuration. The transoms will be adaptable so that louvers can be installed where required. The louvers will be concealed with a decorative screen.

STOREFRONTS AND TRANSOMS

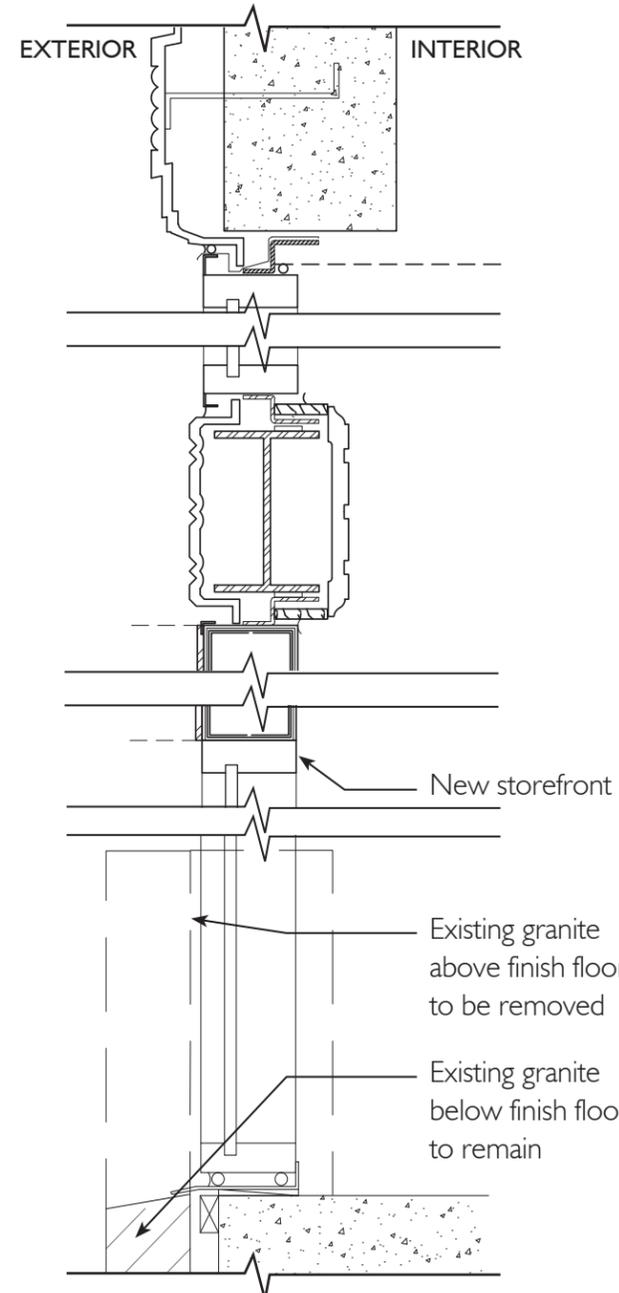
ORIGINAL, EXISTING, AND PROPOSED SECTION DETAILS



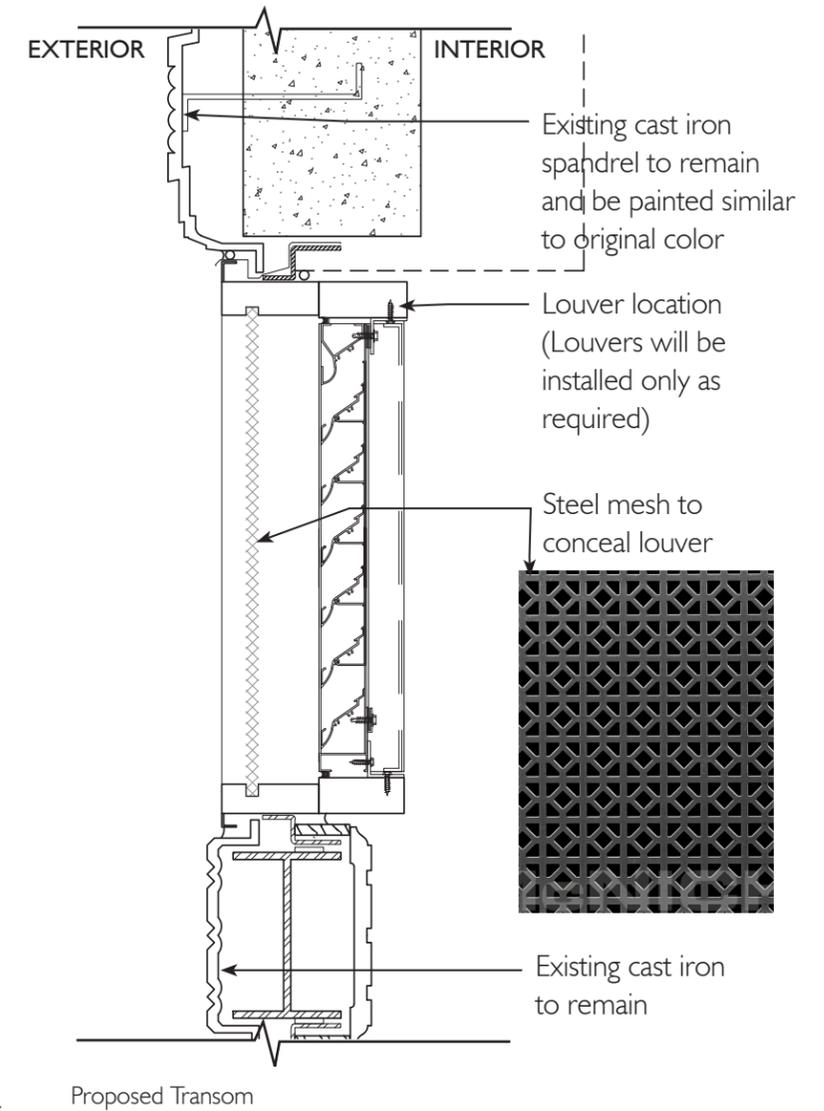
Original Detail Drawing from Ninth Street Wing



Existing storefront detail



Proposed storefront and transom



Proposed Transom

Transoms will be detailed so that closure panels are removable and either the louver or glass option can easily be installed.



## STOREFRONTS AND TRANSOMS

ALTERNATE STOREFRONT OPTION (GRANITE BASE TO REMAIN AT EXISTING HEIGHT)



STOREFRONTS AND TRANSOMS

### Granite Base

For the alternate storefront option, the granite base will remain at its existing height; however, granite will be removed and/or added to accommodate new door locations.

## STOREFRONTS

ALTERNATE STOREFRONTS AT MARKET STREET FACADE / SIDEWALK VIEW TO WEST (GRANITE BASE TO REMAIN AT EXISTING HEIGHT)



## STOREFRONTS

ALTERNATE STOREFRONTS AT MARKET STREET FACADE / SIDEWALK VIEW TO EAST (GRANITE TO REMAIN AT EXISTING HEIGHT)



STOREFRONTS  
AND TRANSOMS



## NEW LOBBY ENTRY

### NEW NINTH STREET LOBBY AND PROPOSED STOREFRONT MODIFICATIONS



#### NEW LOBBY ENTRY

A lobby will be built in the Ninth Street wing to serve the office tenants in this portion of the building. The new lobby entry will be located where the existing entry to garage along Market Street was once located. This garage entry is currently abandoned due to new traffic regulations along Market Street.

To accommodate the new entry, the original cast iron spandrel within this single bay will be removed. The iron spandrels will be salvaged and stored to be used as stock pieces for the building. The non-original second floor windows will also be removed. The original metal canopy will be retained and its structural frame will be replaced. The canopy will be open to the sky with no top or bottom.

The new lobby entry will be generally contemporary in style. It will be largely transparent with a metal frame surround. The reuse of the metal canopy will balance the modern design of the new building with the Art Deco style of the building.

NEW LOBBY  
ENTRY

NEW LOBBY ENTRY

Cast iron spandrel and mullions to be removed

Existing canopy to be refurbished and repainted



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



Historic terra cotta surround to remain

New entry to be held within existing bay opening

New metal flange to match storefronts

Existing canopy to be refurbished and will have a new structural frame. The canopy will be open to the sky with no top or bottom

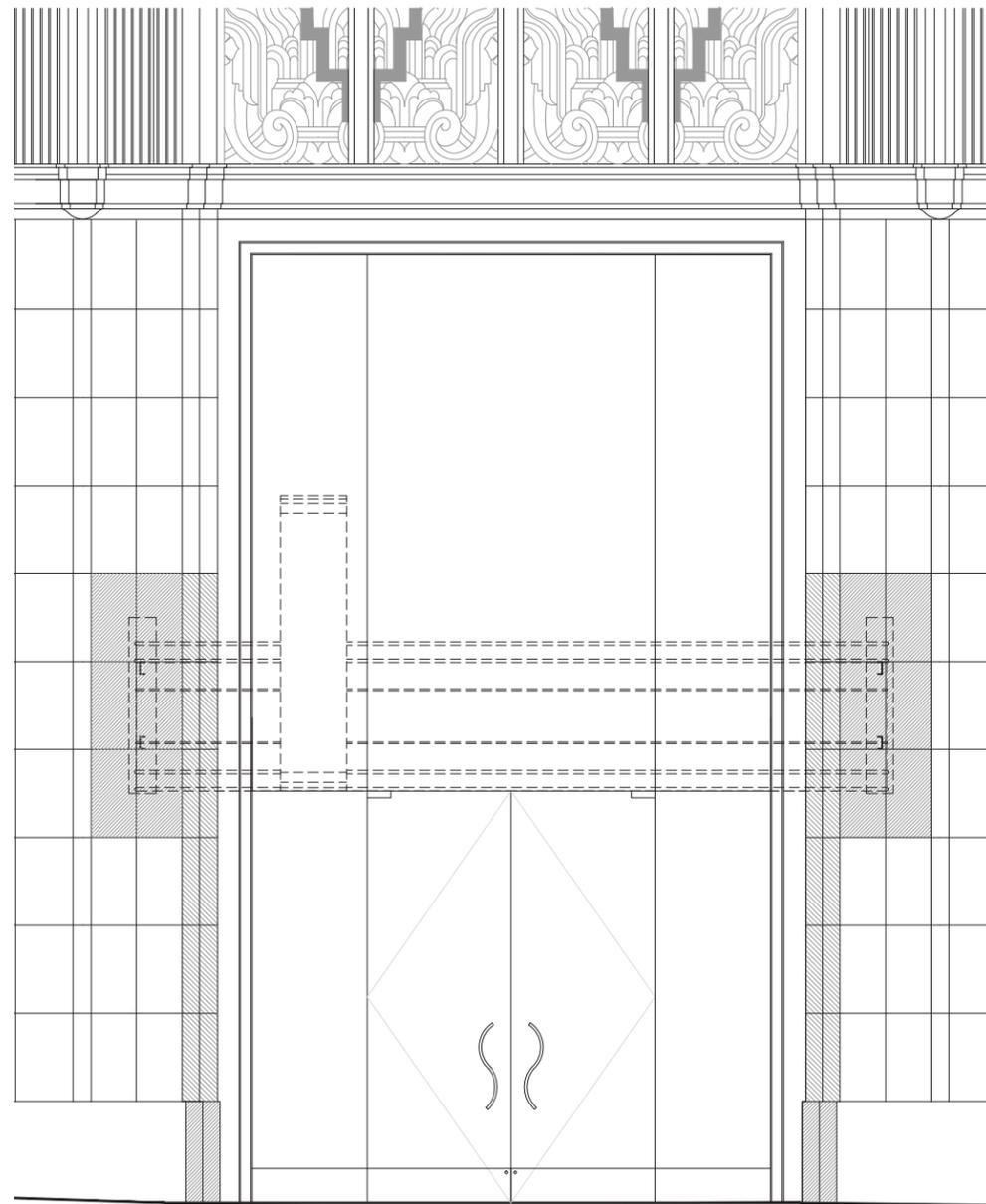
New GFRC to match existing terra cotta detail of jamb liner block

New lobby entry will be contemporary in style with a simple design that will not compete with the art deco features of the building

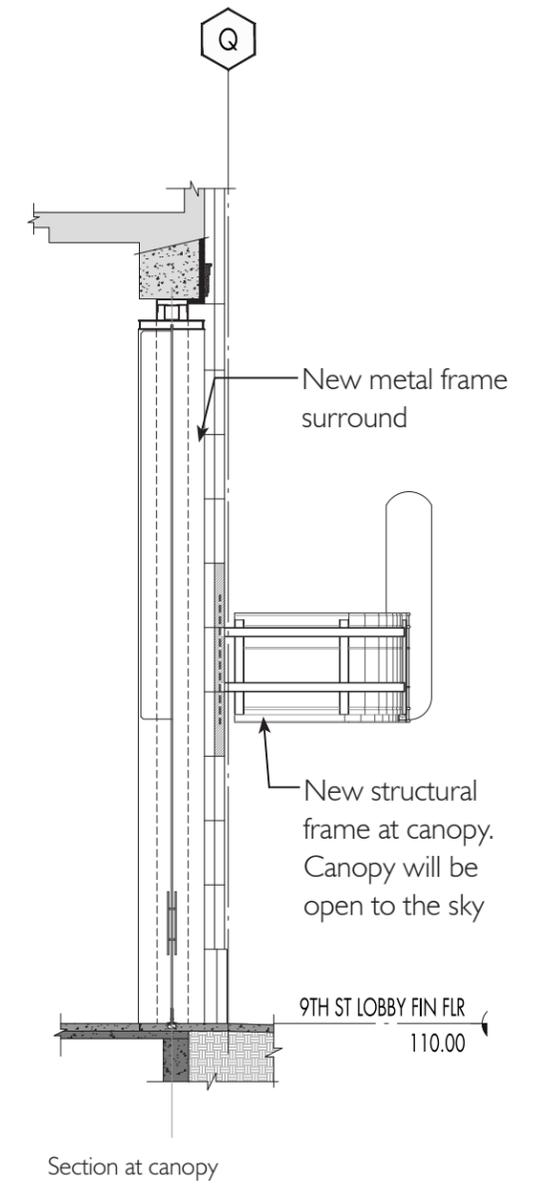
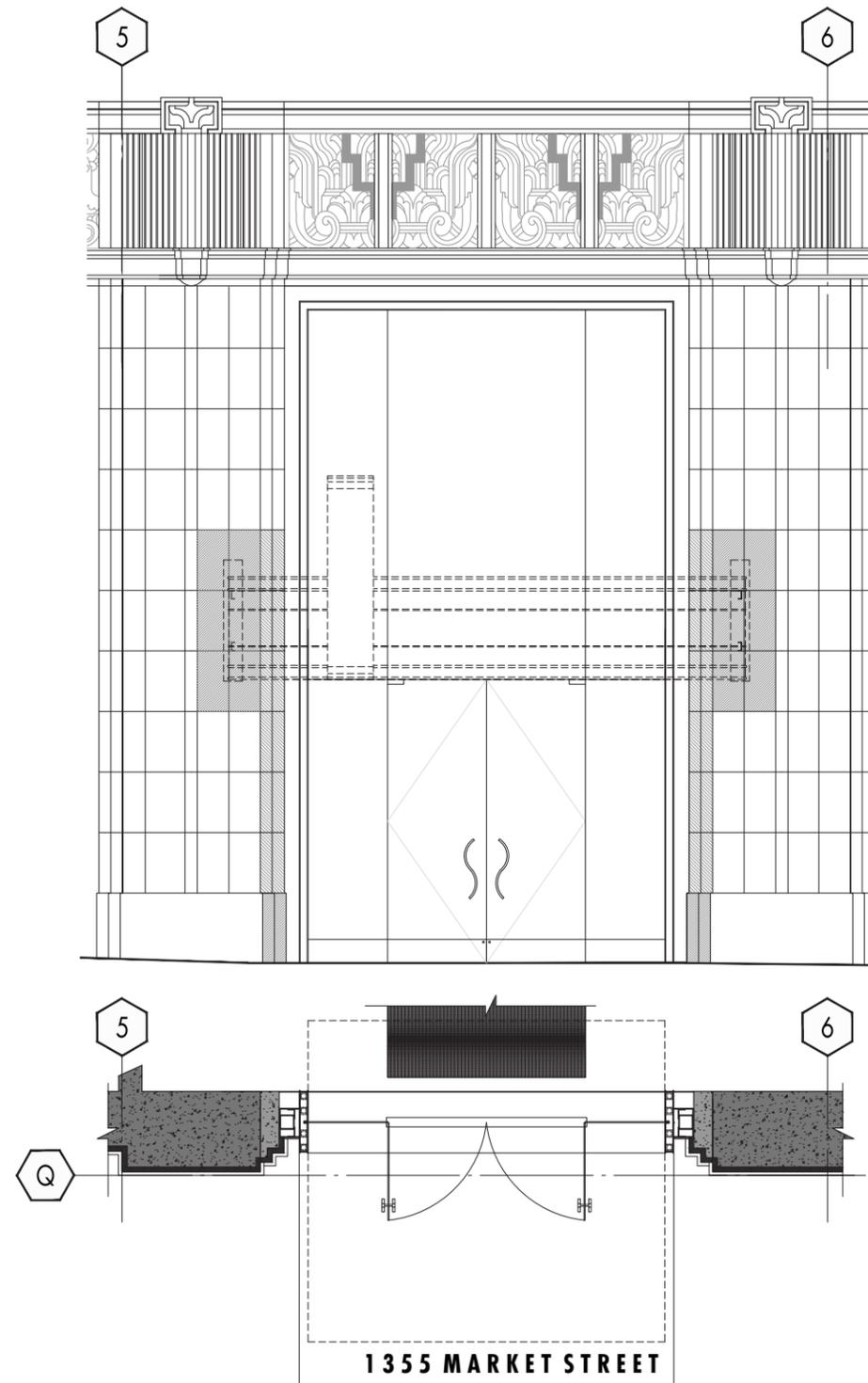
Proposed lobby entry



### NEW LOBBY ENTRY



Proposed lobby entry (New GFRC noted in gray hatch)



NEW LOBBY ENTRY

ORIGINAL CANOPY AT TENTH STREET GARAGE



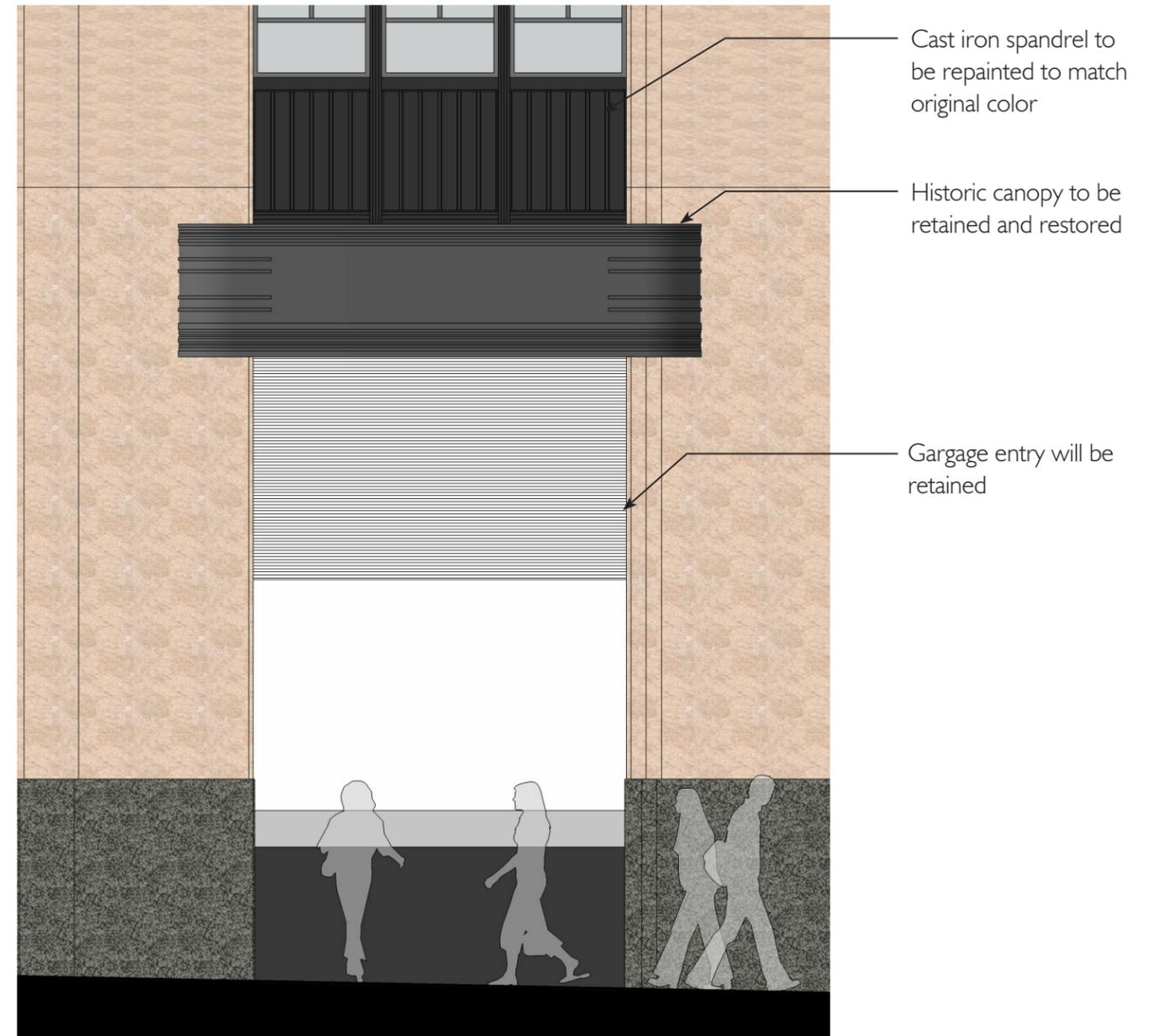
CANOPY AT TENTH STREET GARAGE

The historic canopy at Tenth and Stevenson streets will be rehabilitated and retained. This opening has historically been used as an entry into the existing garage. As part of the rehabilitation, this bay will retain its current use.

### NEW ENTRY AT TENTH STREET GARAGE



Existing entry to the garage at Tenth and Stevenson streets



Proposed alterations to garage entry

NEW LOBBY  
ENTRY



WINDOWS



**Second Floor Windows**

The existing windows at the second floor are not original and will be replaced with new windows similar to the existing.

**Ribbon Windows**

The tenth floor and eleventh floor were added to the building in 1958 and 1963, respectively. These additions are contemporary in style and do not contribute to the historic character of the building. The existing steel ribbon windows at these floors are in poor condition, are a source of water infiltration, and have poor thermal properties. These windows will be replaced with new energy efficient aluminum windows that are similar in style as the original. At the eleventh floor the replacement windows will be the same size as the original.

At the tenth floor, the sill will be lowered from 4'-6" in height to about 3' in height. This will improve the views available to office tenants in a sitting position. Along Market Street, the lower sill will result in the removal of about 16" of non-historic stucco. The tenth floor windows are largely hidden from views along Market Street, the primary elevation of the building. Along Ninth Street, the lower sill will result in the removal of the top row of terra cotta tiles. This terra cotta is part of the Ninth Street wing addition, which is a contributing feature of the building. However, the removal of the top row of terra cotta tile will not result in a substantial change in this façade of the building because of the building's size and scale. The profile of the new sill will match the existing.

The façade along Stevenson Street is a secondary elevation. The lower sill will result in the removal of about 22" of non-historic stucco. The façade along Stevenson Street is largely hidden from public views.

WINDOWS



## WINDOWS

### SECOND FLOOR



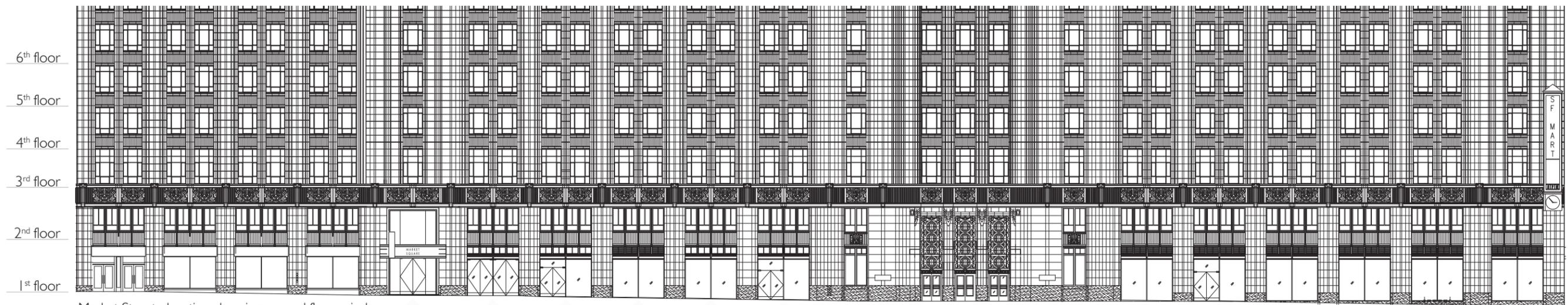
Cast iron mullions to be retained

Terra cotta to be retained

Cast iron sills to be retained

The windows at the second floor were originally steel windows. The windows were replaced in the 1980s with aluminum windows that have a similar configuration as the original. As part of the proposed project these windows will be replaced again with new aluminum windows that offer improved thermal properties. The proposed windows are also similar to the original in configuration. The new windows will fit within the existing opening and no historic fabric will be required to be removed as a result of their replacement.

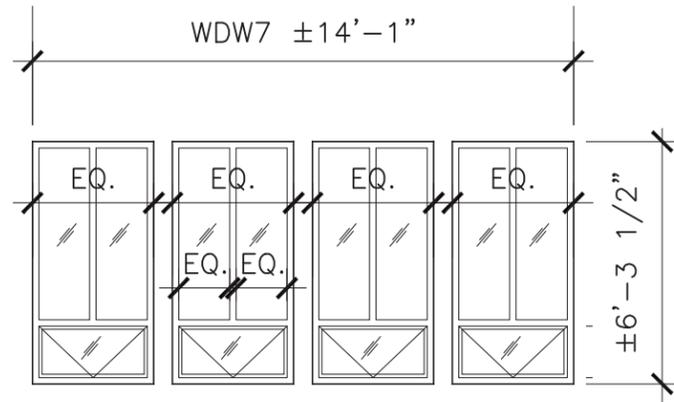
Second floor windows



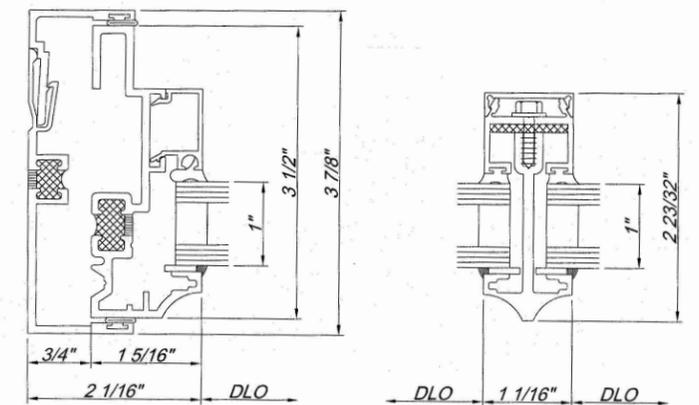
Market Street elevation showing second floor windows

WINDOWS

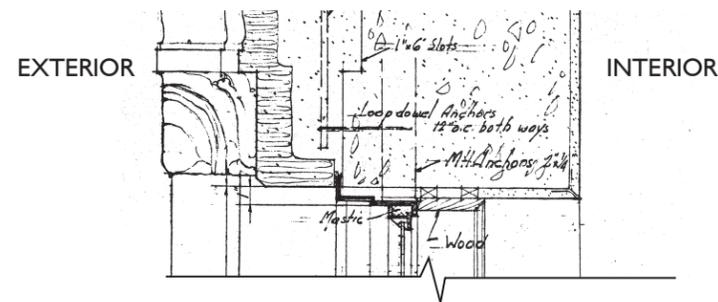
SECOND FLOOR



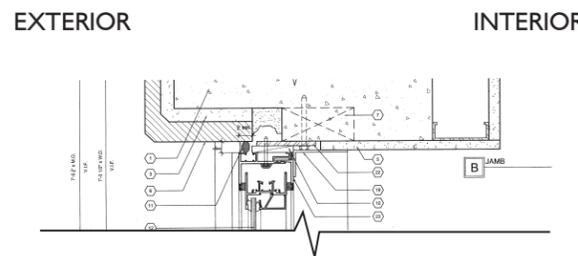
Proposed windows



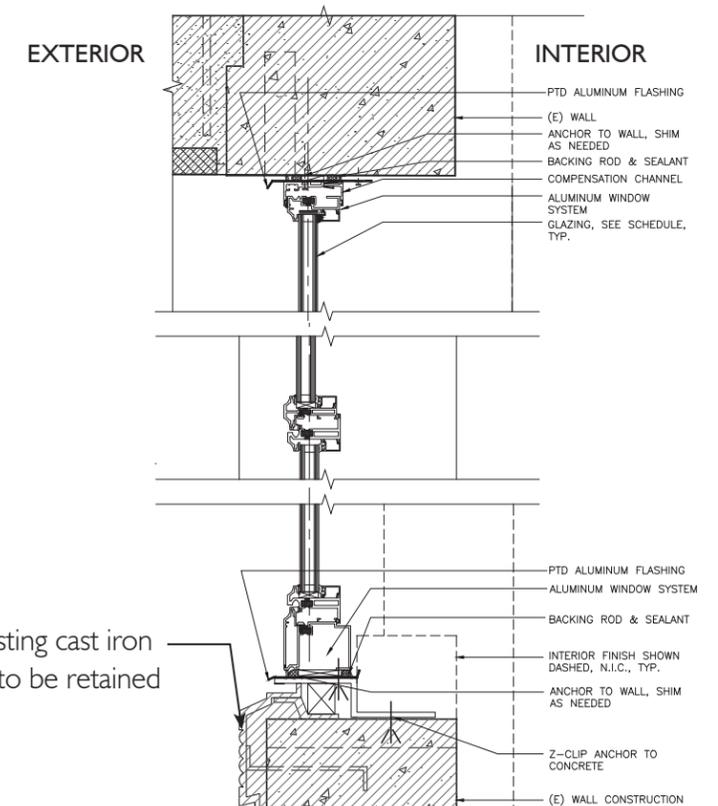
Proposed window shopdrawing details (existing window rail is 2" compared with 2-1/16" for the proposed)



Original window detail



Existing window detail



Existing cast iron sill to be retained

Proposed window detail

RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

MARKET STREET



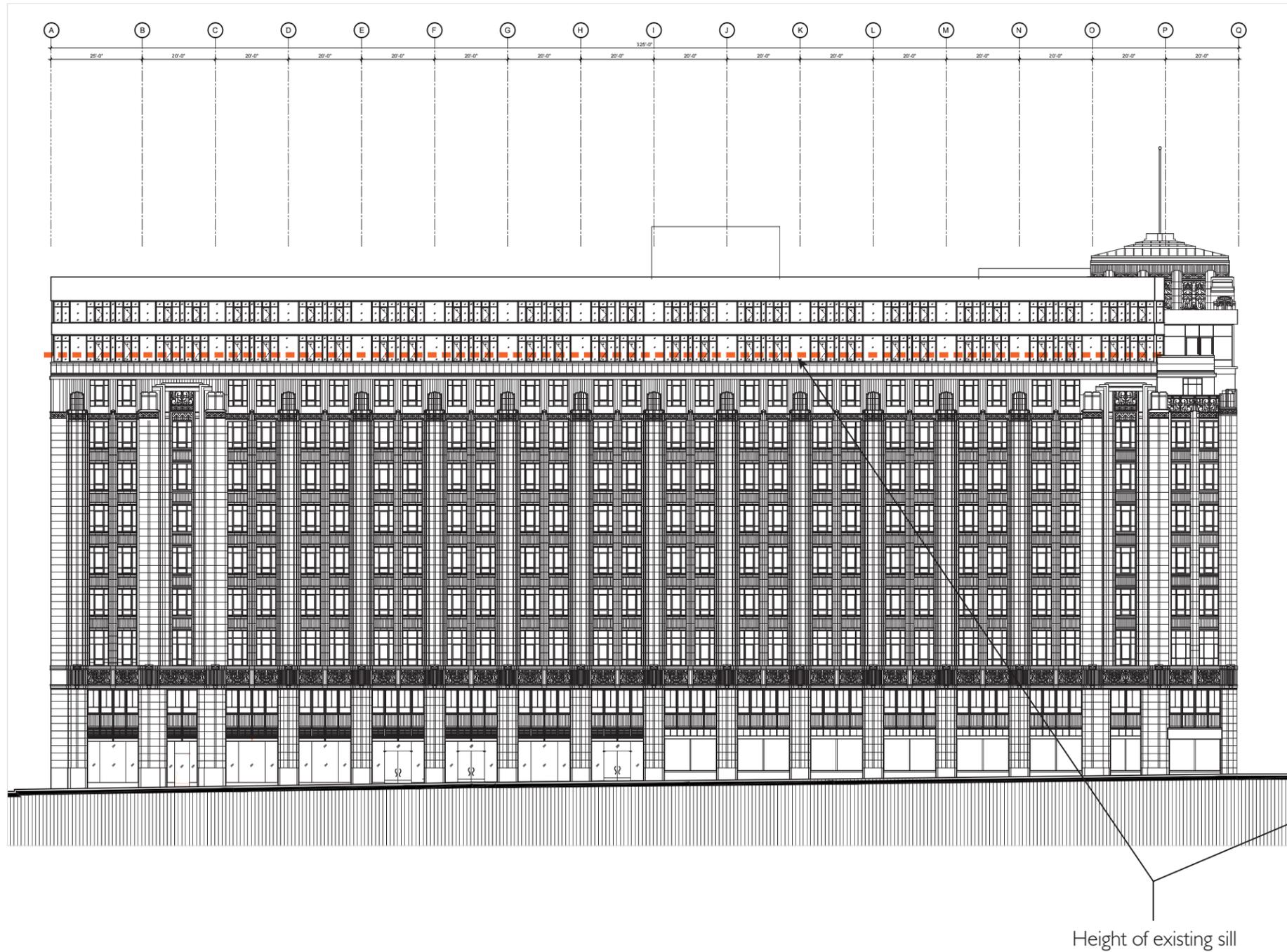
The non-historic ribbon windows at the 10th and 11th floor will be removed and replaced. The existing windows exhibit rust and are generally in poor condition and have poor thermal qualities. The 11th floor windows will be replaced with new windows that are the same height and have a similar configuration. At the 10th floor, the window sill will be lowered from 4'-6" to about 3'-0" to improve the view for this tenant space.

Along Market Street, the primary elevation of the building, the proposed lowered sill will not result in the removal of historic fabric. Along Ninth Street, the proposed lowered sill will result in the loss of the top row of terra cotta. The loss of the top row of terra cotta will not result in a substantial change in the appearance of the building. Stevenson Street is not a primary elevation for the building and the lower sill will not diminish the historic integrity of the building.



# WINDOWS

## NINTH STREET



WINDOWS

### RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

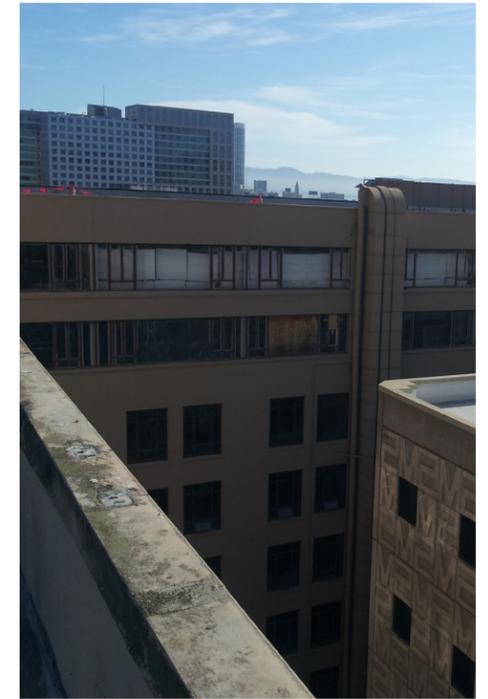
STEVENSON STREET



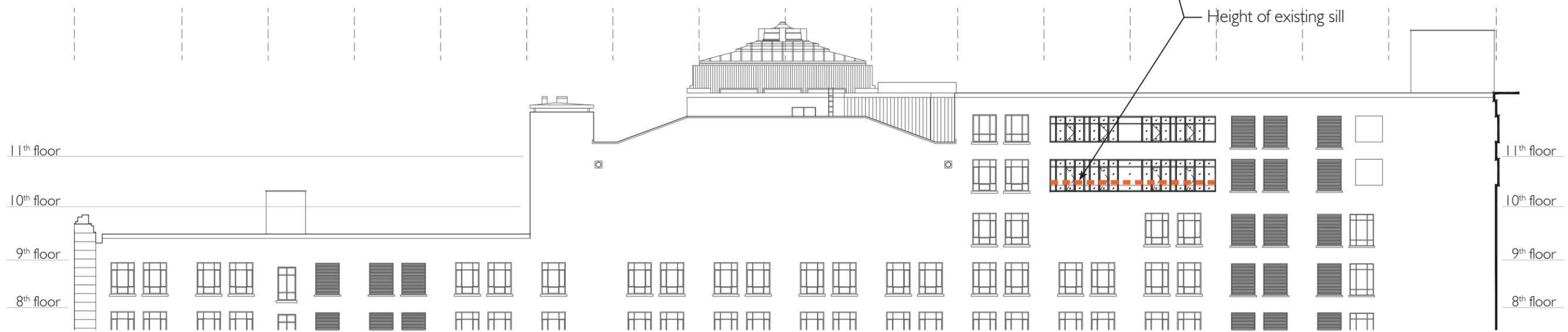
Ribbon Windows between Stevenson Street and Jessie Street (west facade)



Ribbon Windows along Jessie Street facade



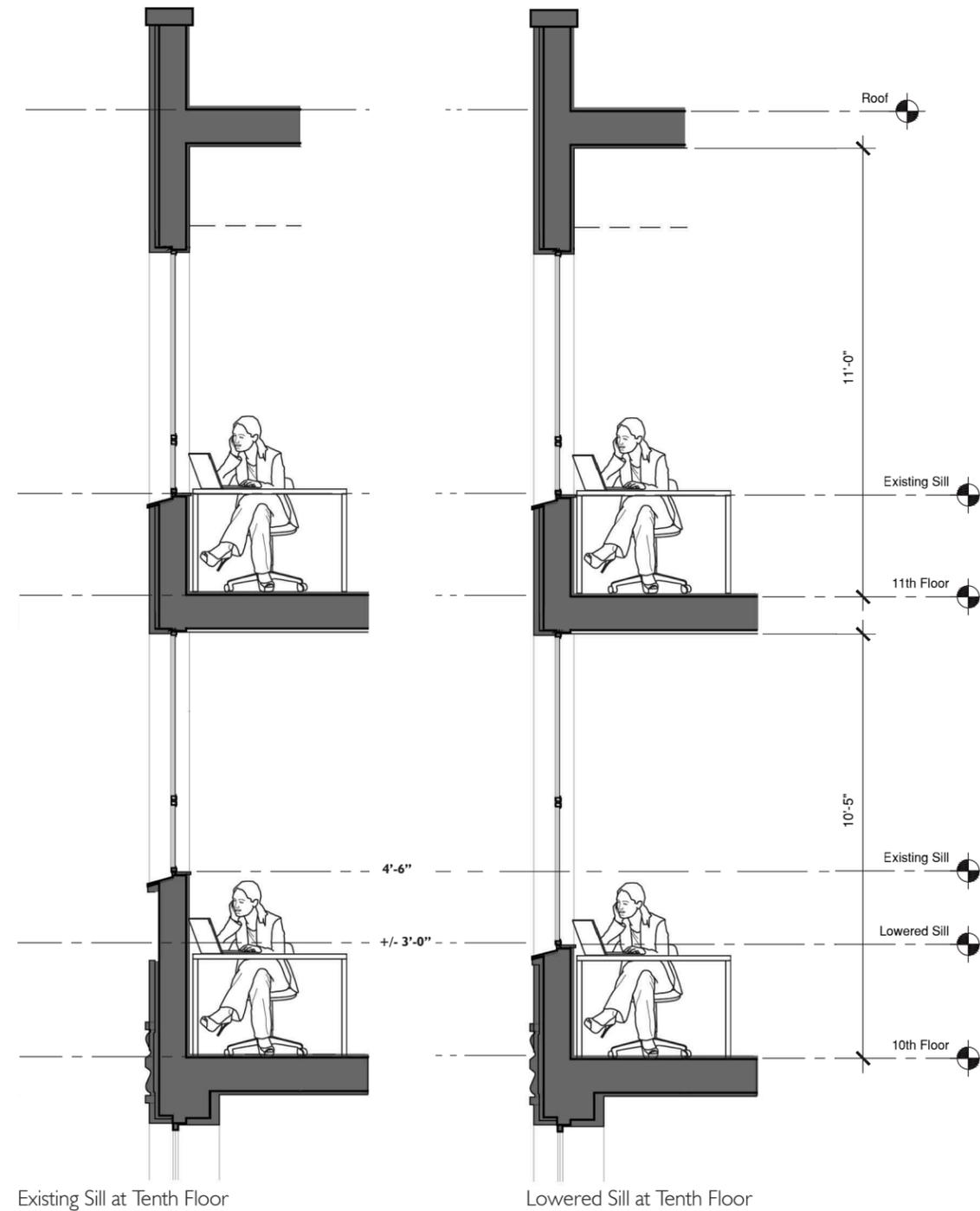
View of windows along the alley between Stevenson and Jessie streets



Ribbon Windows along Stevenson Street facade

RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

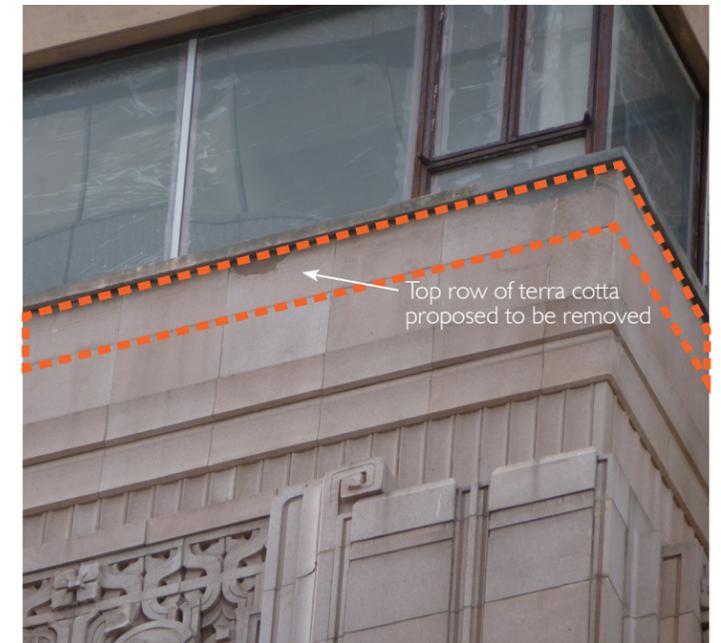
RIBBON WINDOW WITH DROPPED SILL



Existing windows



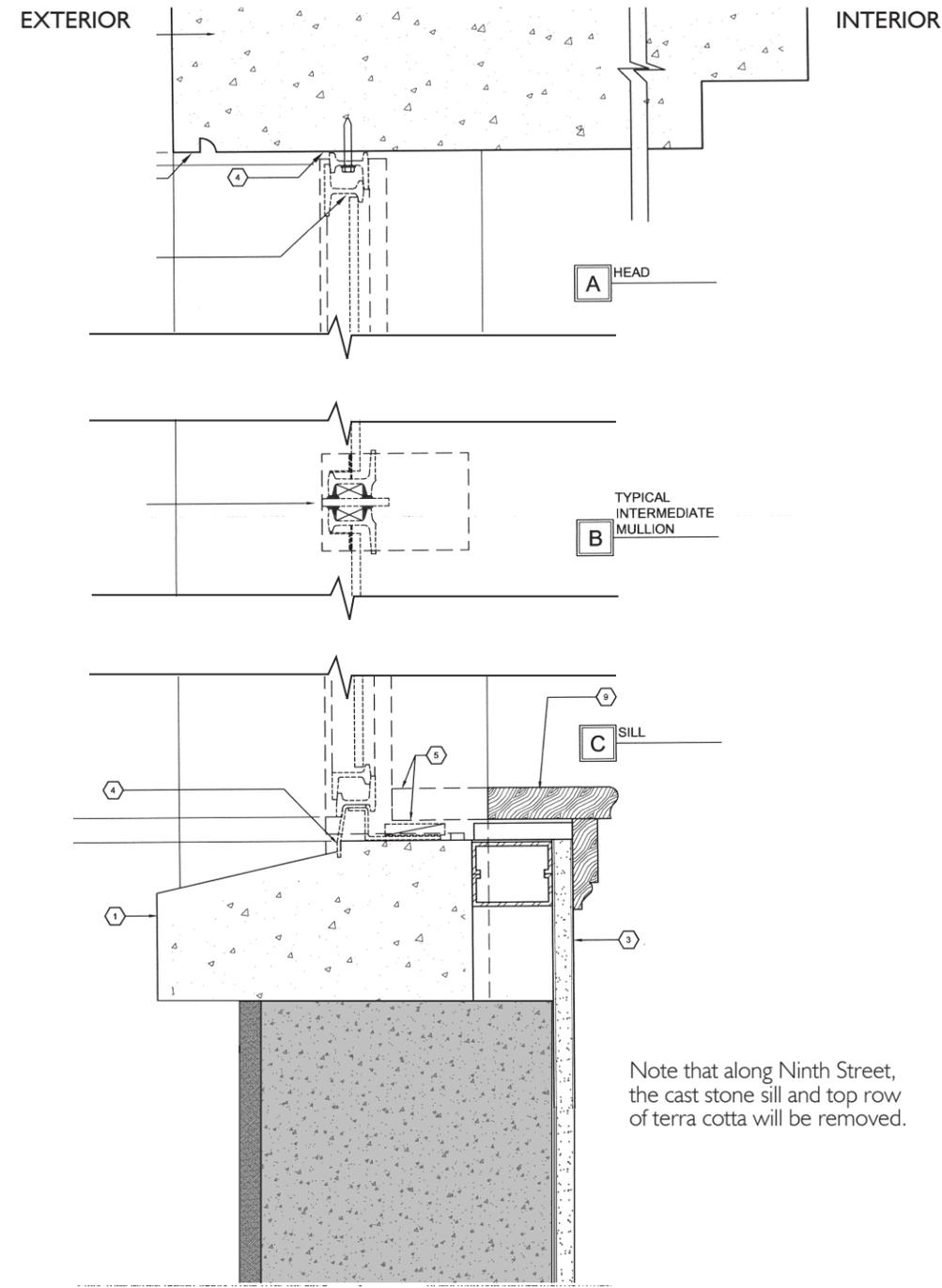
Typical tenth floor window exhibiting deterioration



View of tenth floor windows and terra cotta proposed to be removed

## RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

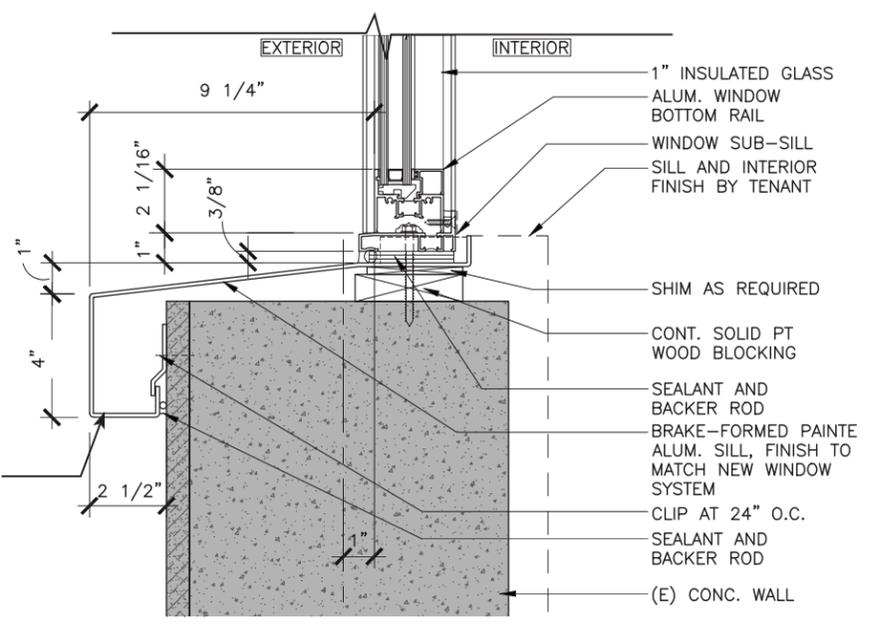
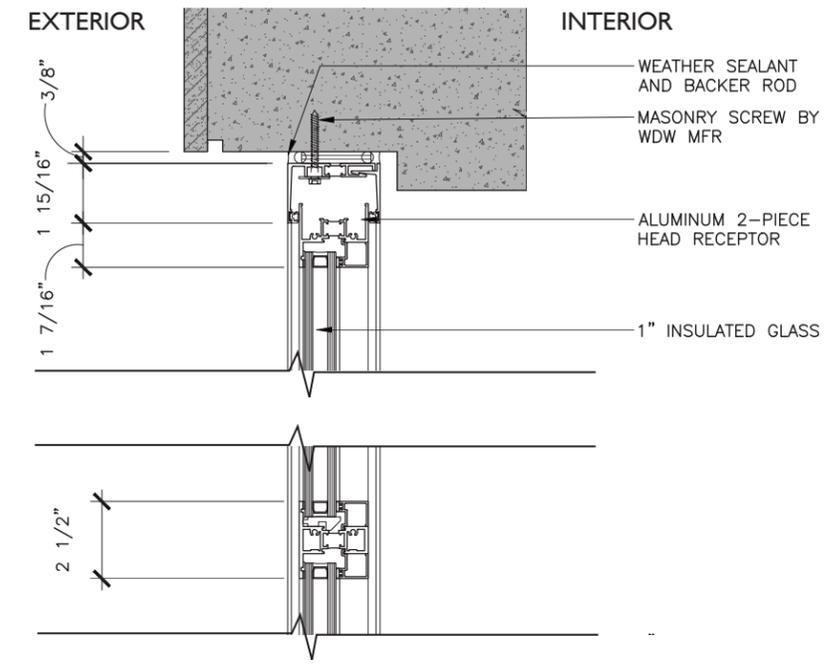
### TENTH FLOOR RIBBON WINDOWS, EXISTING AND PROPOSED DETAILS



Note that along Ninth Street, the cast stone sill and top row of terra cotta will be removed.

Existing Window at Tenth Floor  
(Courtesy LeClere Associates)

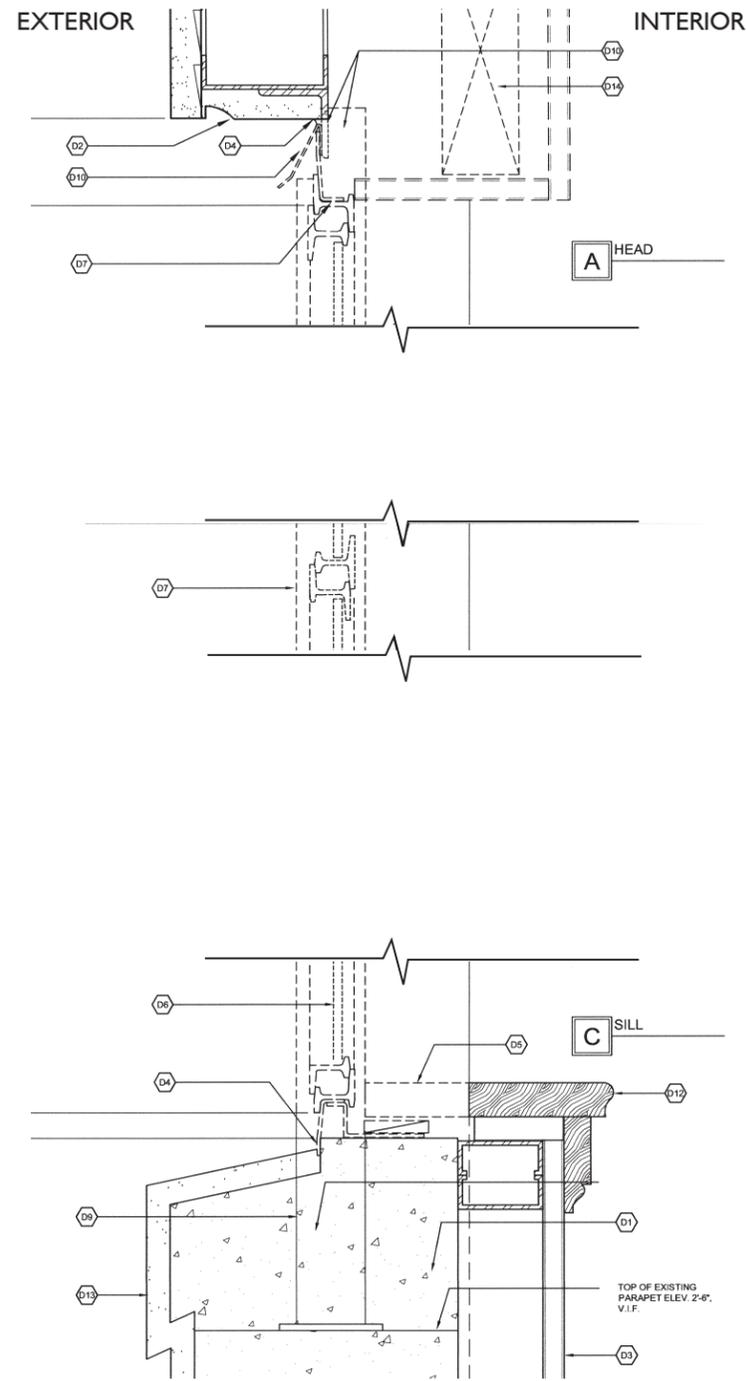
New sill profile to match existing and painted to match terra cotta. Existing sill profile dimensions have been field verified.



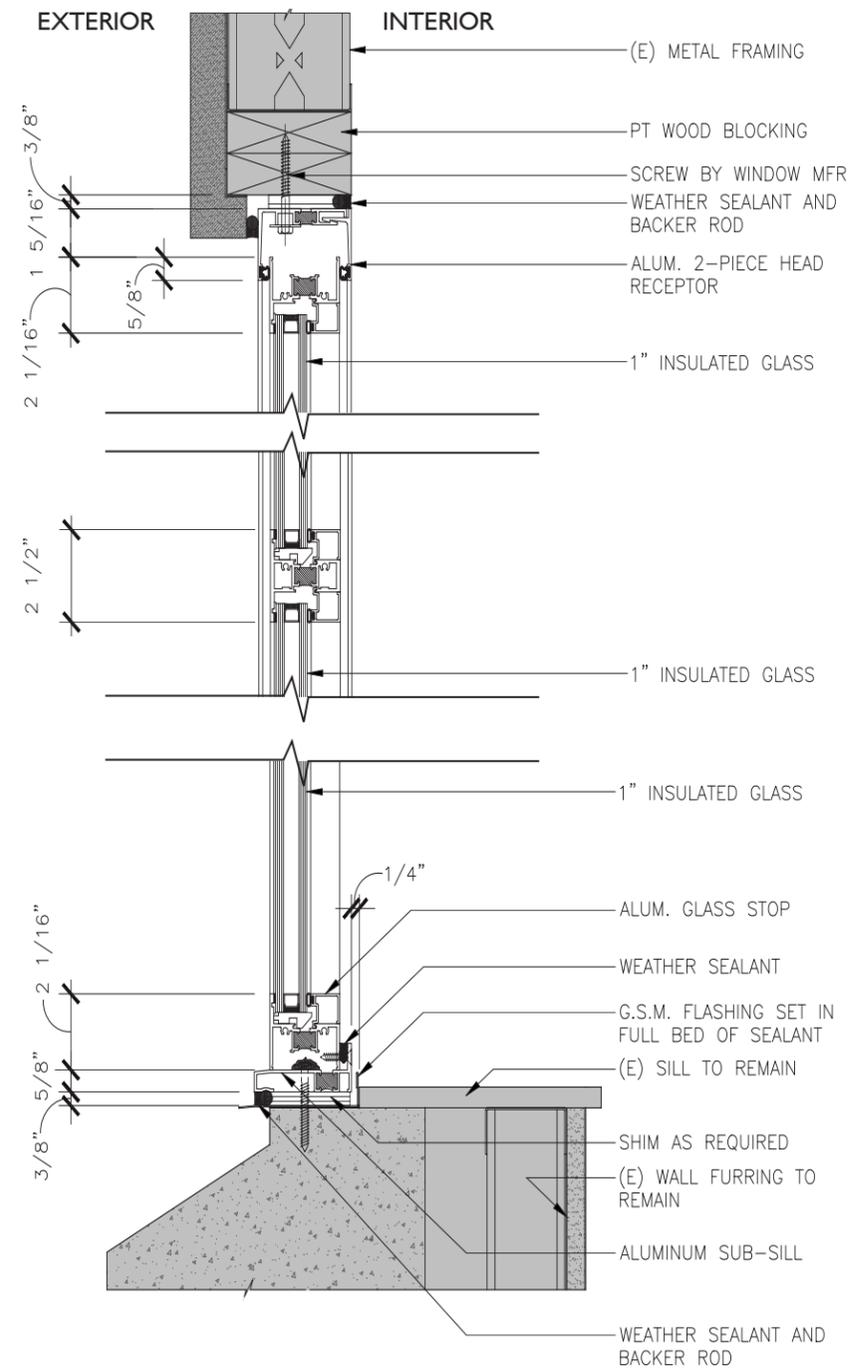
Detail of Proposed Windows at Tenth Floor

## RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

### ELEVENTH FLOOR RIBBON WINDOWS. EXISTING AND PROPOSED DETAILS



Existing Window at Eleventh Floor  
(Courtesy LeClere Associates)



Detail of Proposed Windows at Eleventh Floor

STEVENSON STREET FACADE



NEW OPENINGS AT SOUTH FACADE

The portion of Stevenson Street between 1355 Market and 875 Stevenson Street will be used as a pedestrian area. New openings at the ground level of 1355 Market will be made to increase the connection between the building and the outdoor space, to promote the retail located within the building, and to vitalize Stevenson Street. The new openings will align with the existing fenestration pattern of this façade. A new loggia screen will be built to feature the area where new openings will be installed, which will include two double-high openings that will be on axis with the historic lobby.

The Stevenson Street façade of 1355 Market is a secondary façade and its alteration will not impact the historic integrity of the building.



STEVENSON STREET FACADE

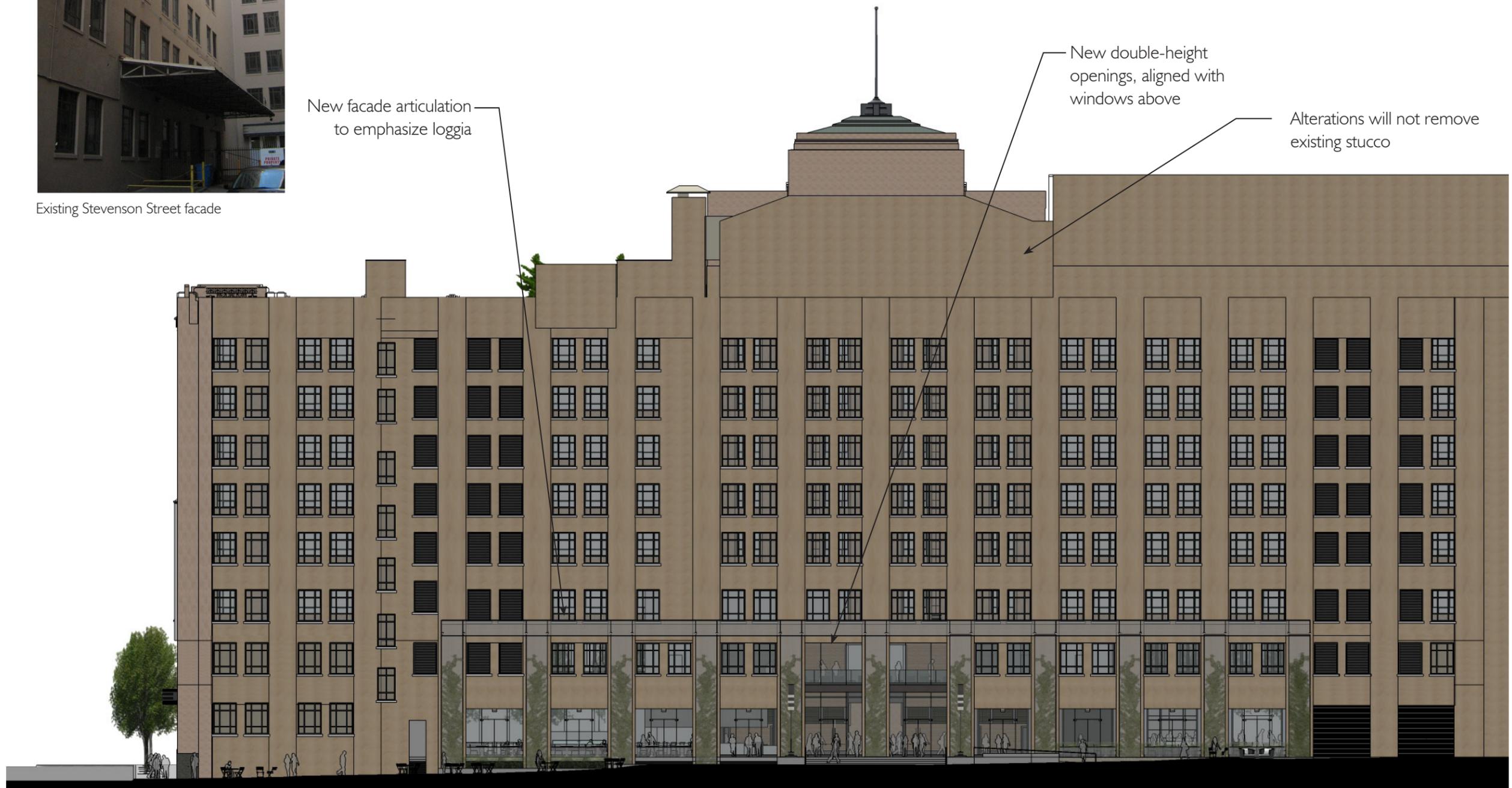


Existing Stevenson Street facade

New facade articulation  
to emphasize loggia

New double-height  
openings, aligned with  
windows above

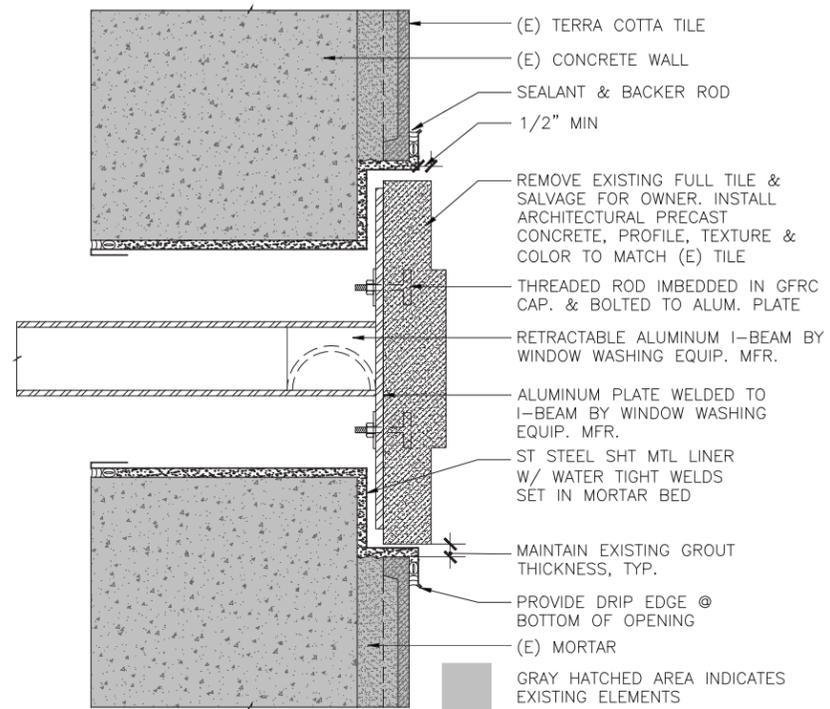
Alterations will not remove  
existing stucco



Proposed alterations to garage entry

STEVENSON  
STREET

## WINDOW WASHING EQUIPMENT

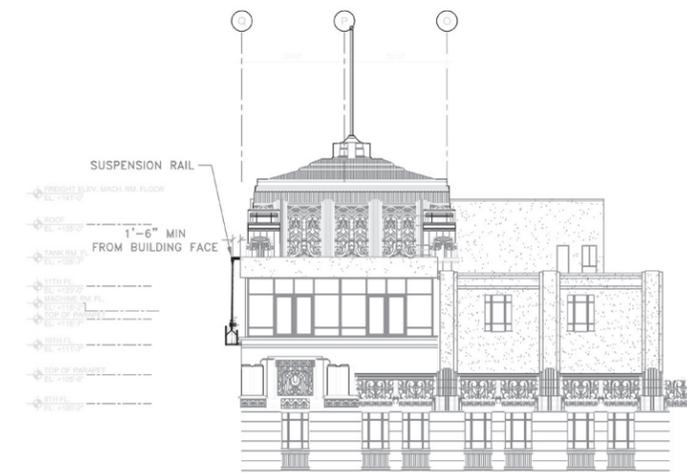
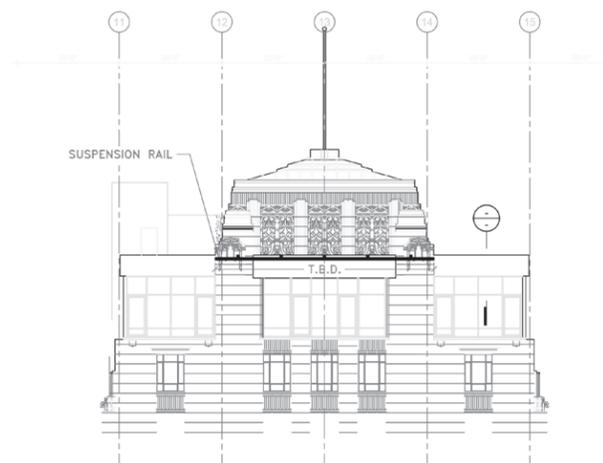
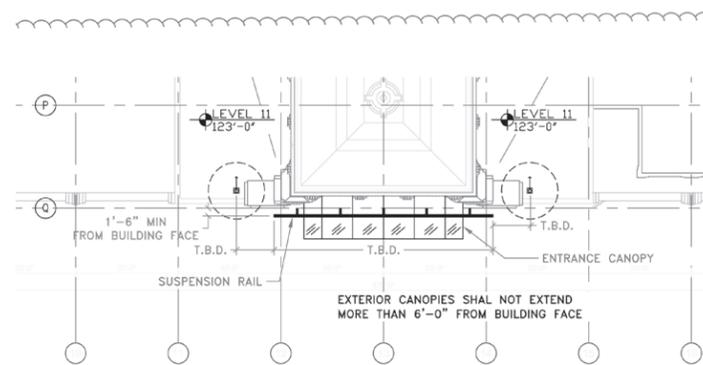


Proposed detail of window washing equipment installed through the wall at the tower



Terra cotta (shown in dashed rectangle) is to be removed and salvaged to allow for the installation of window washing equipment

Window washing equipment will be installed on the roof. At the tower, two terra cotta tiles will be removed and salvaged. The terra cotta will be replaced with architectural precast concrete tiles to match the historic and installed to accommodate the window washing equipment as shown in the detail at left.

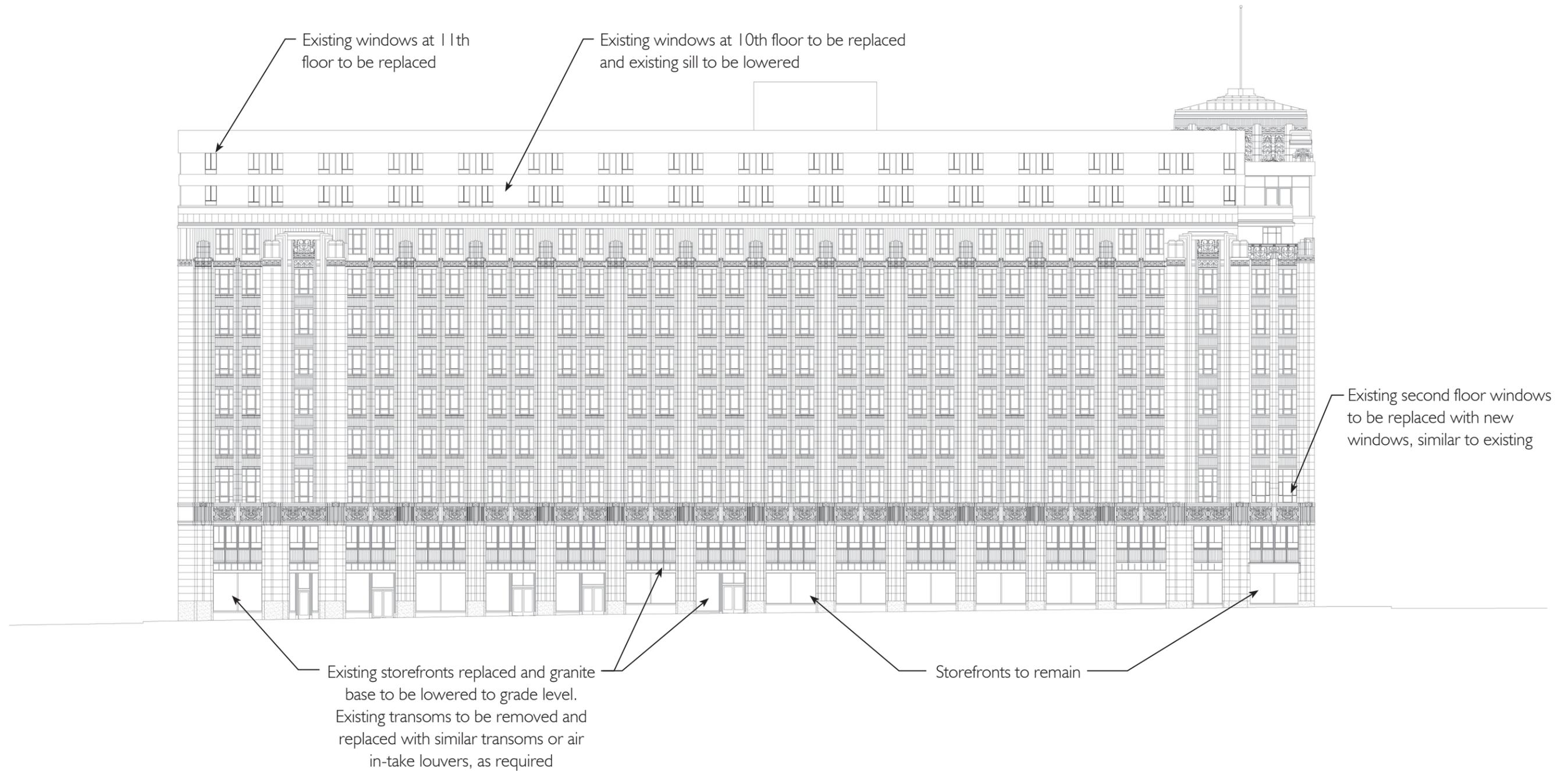






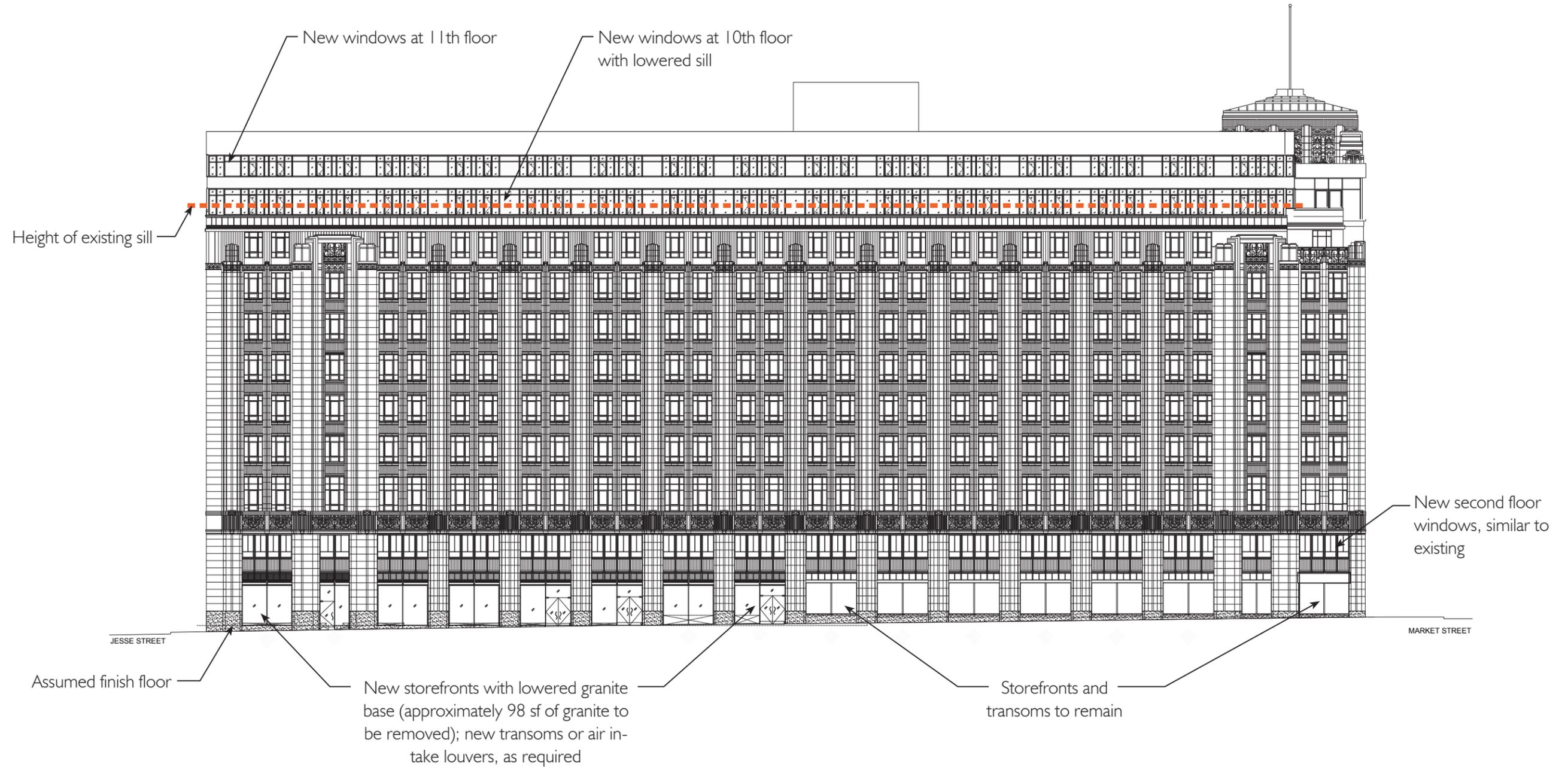
## ELEVATIONS

### EXISTING NINTH STREET ELEVATION



# ELEVATIONS

## PROPOSED NINTH STREET ELEVATION

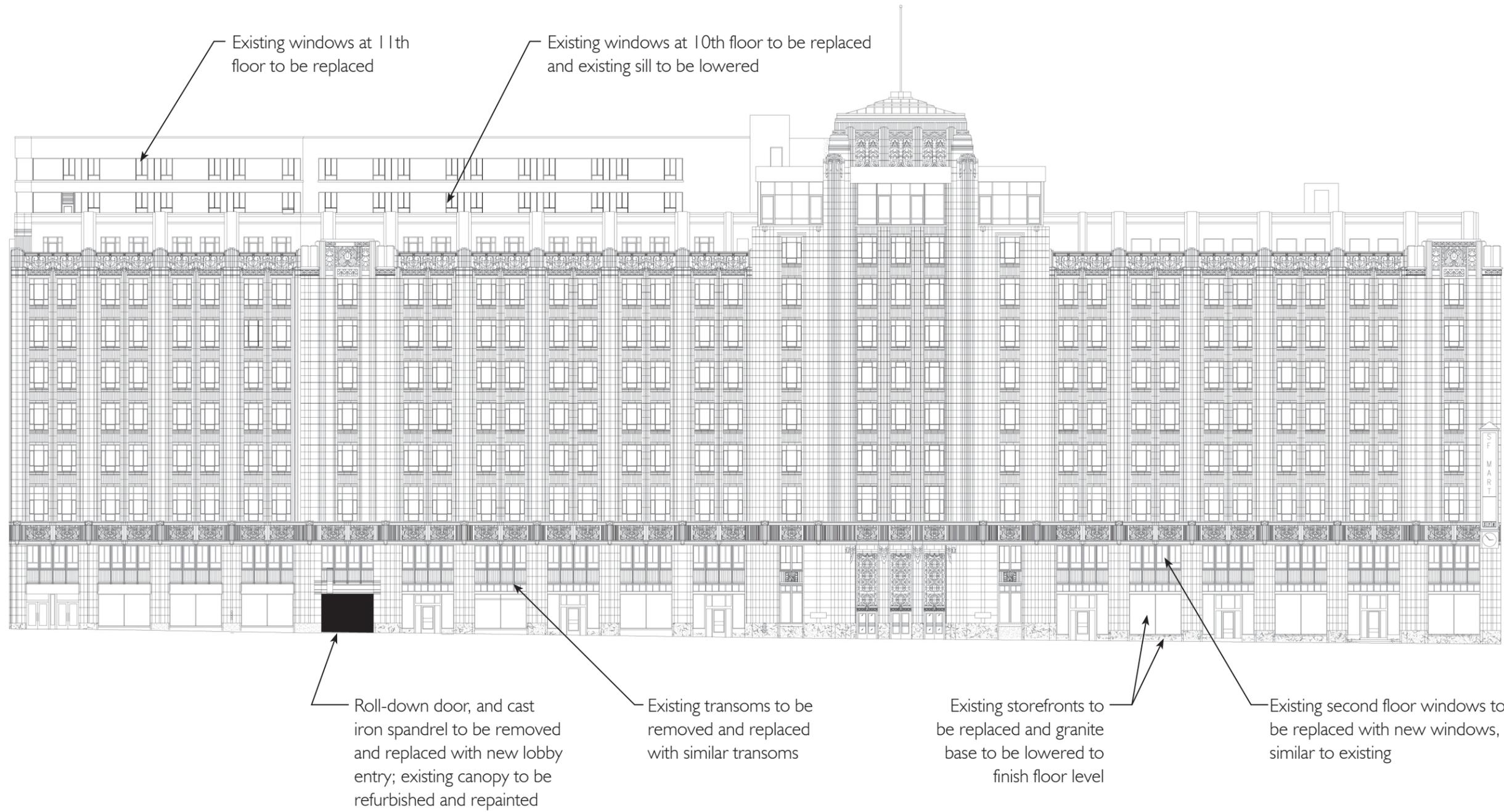


Note:  
 Along Ninth Street, the granite base to be removed ranges from a minimum of 7 inches to a maximum of 25 inches.



# ELEVATIONS

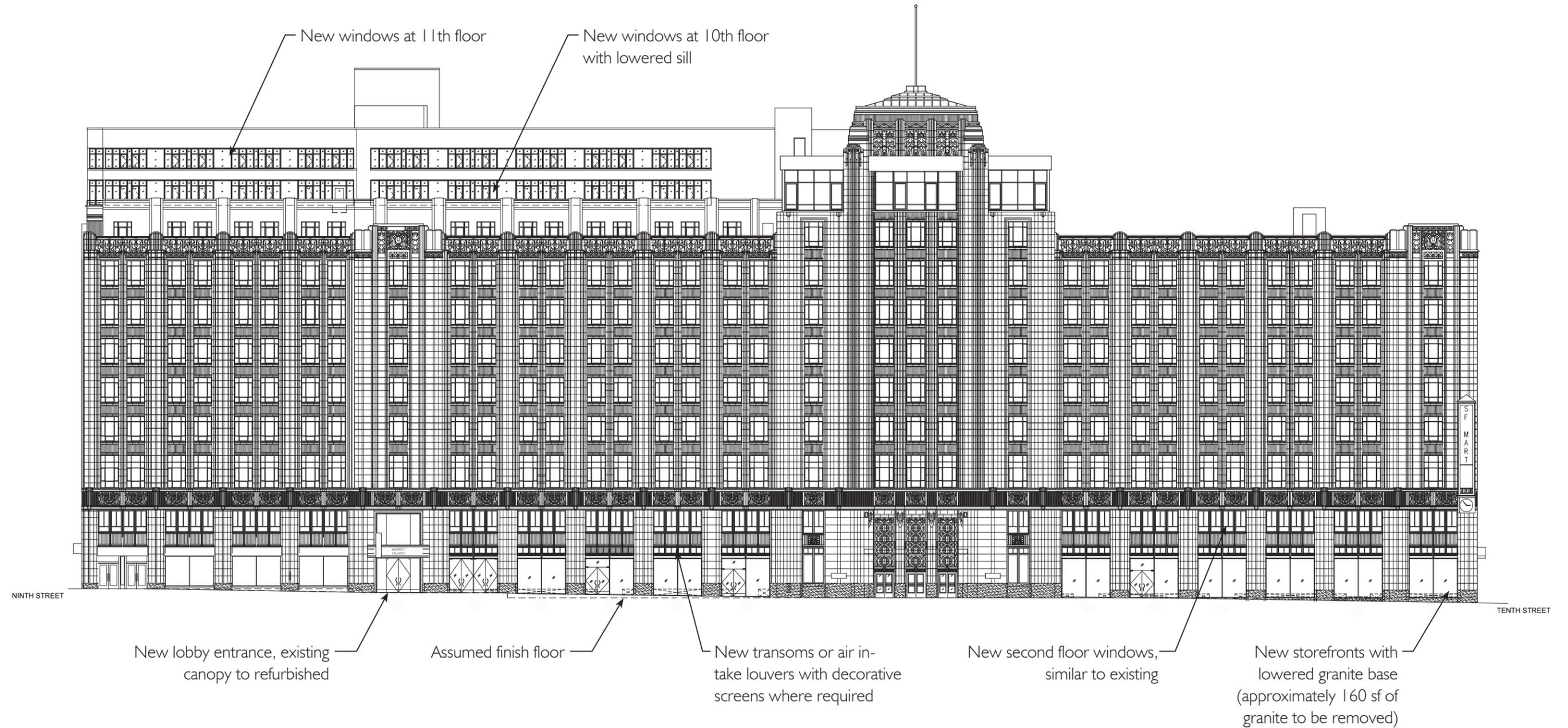
## EXISTING MARKET STREET ELEVATION





# ELEVATIONS

## PROPOSED MARKET STREET ELEVATION

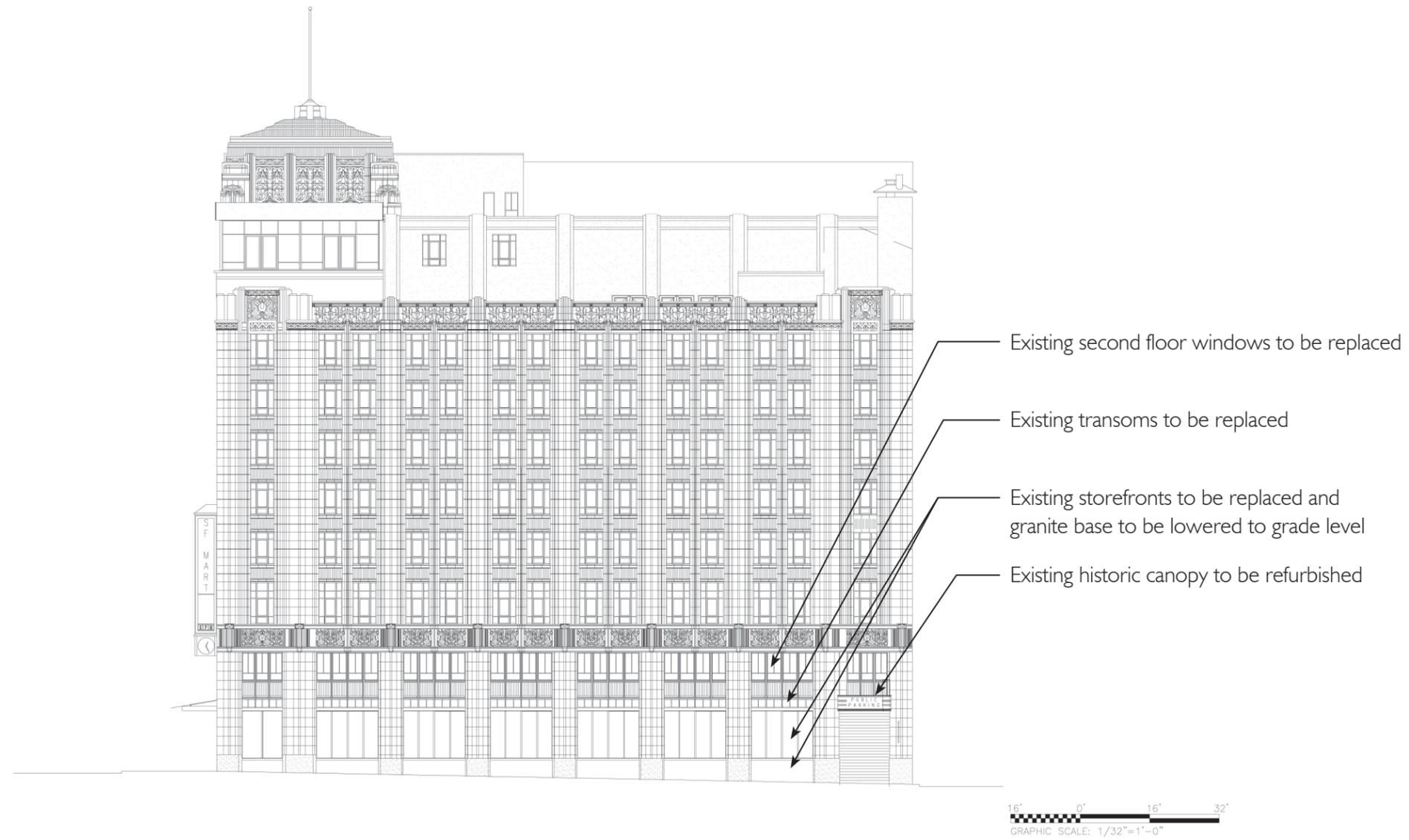


Note:  
Along Market Street, the granite base to be removed ranges from a minimum of 10 inches to a maximum of 24 inches.



## ELEVATIONS

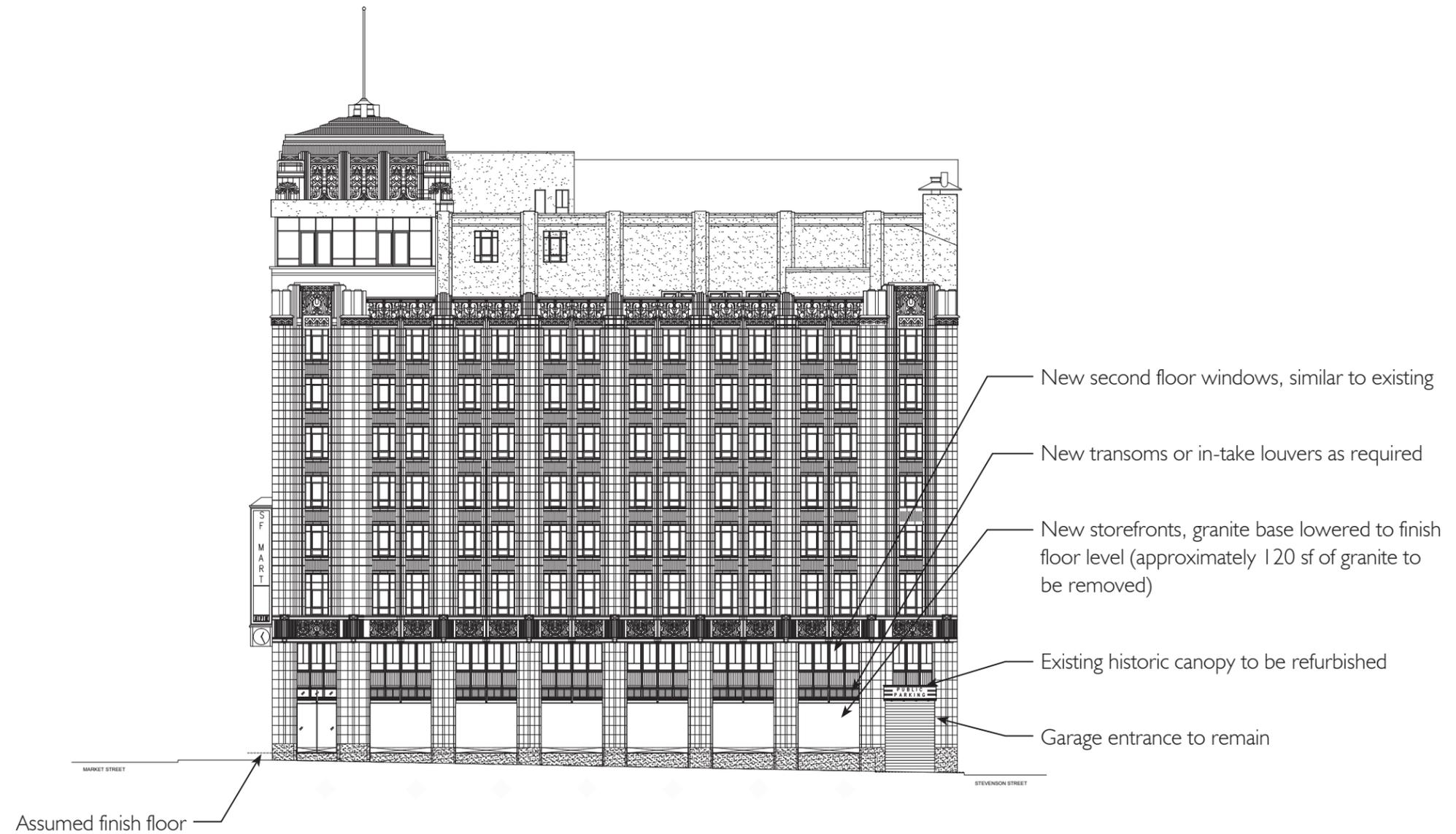
### EXISTING TENTH STREET ELEVATION





## ELEVATIONS

### PROPOSED TENTH STREET ELEVATION



Note:

Along Tenth Street, the granite base to be removed ranges from a minimum of 10 inches to a maximum of 10 inches.



# ELEVATIONS

## EXISTING STEVENSON STREET ELEVATION

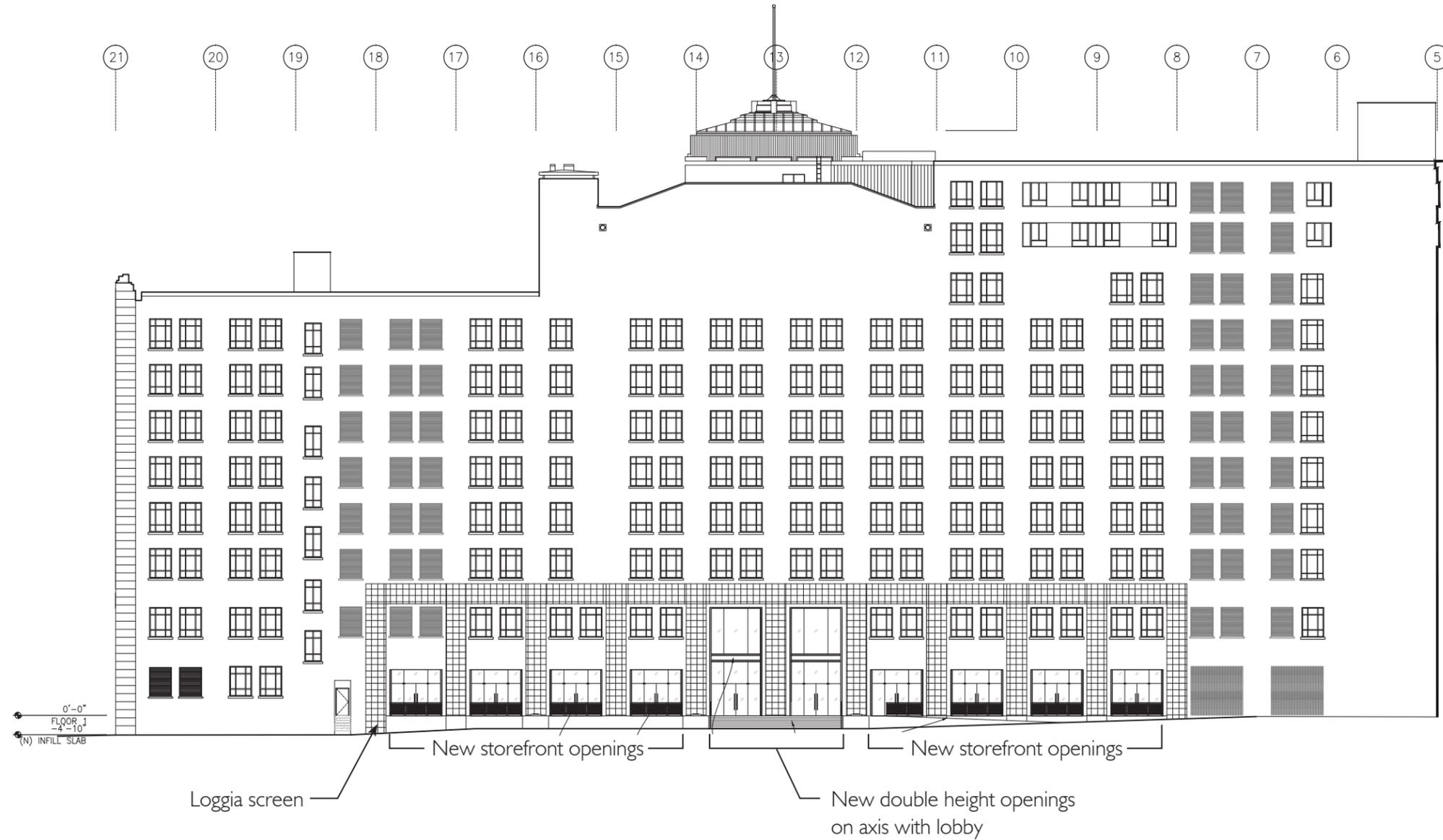


16' 0' 16' 32'  
GRAPHIC SCALE: 1/32"=1'-0"



# ELEVATIONS

## PROPOSED STEVENSON STREET ELEVATION



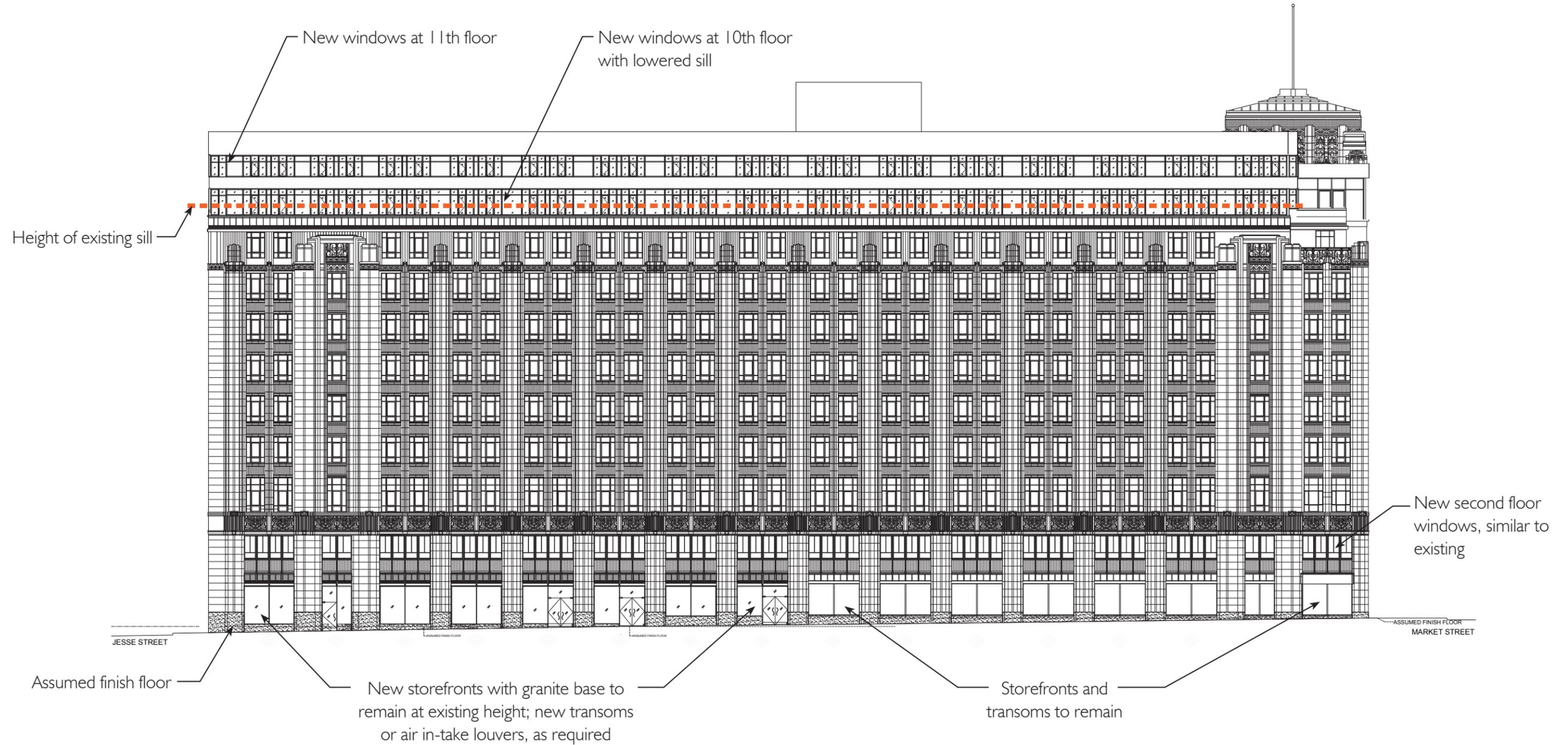
ELEVATIONS





### ELEVATIONS

#### ALTERNATE NINTH STREET ELEVATION (GRANITE BASE TO REMAIN AT EXISTING HEIGHT)

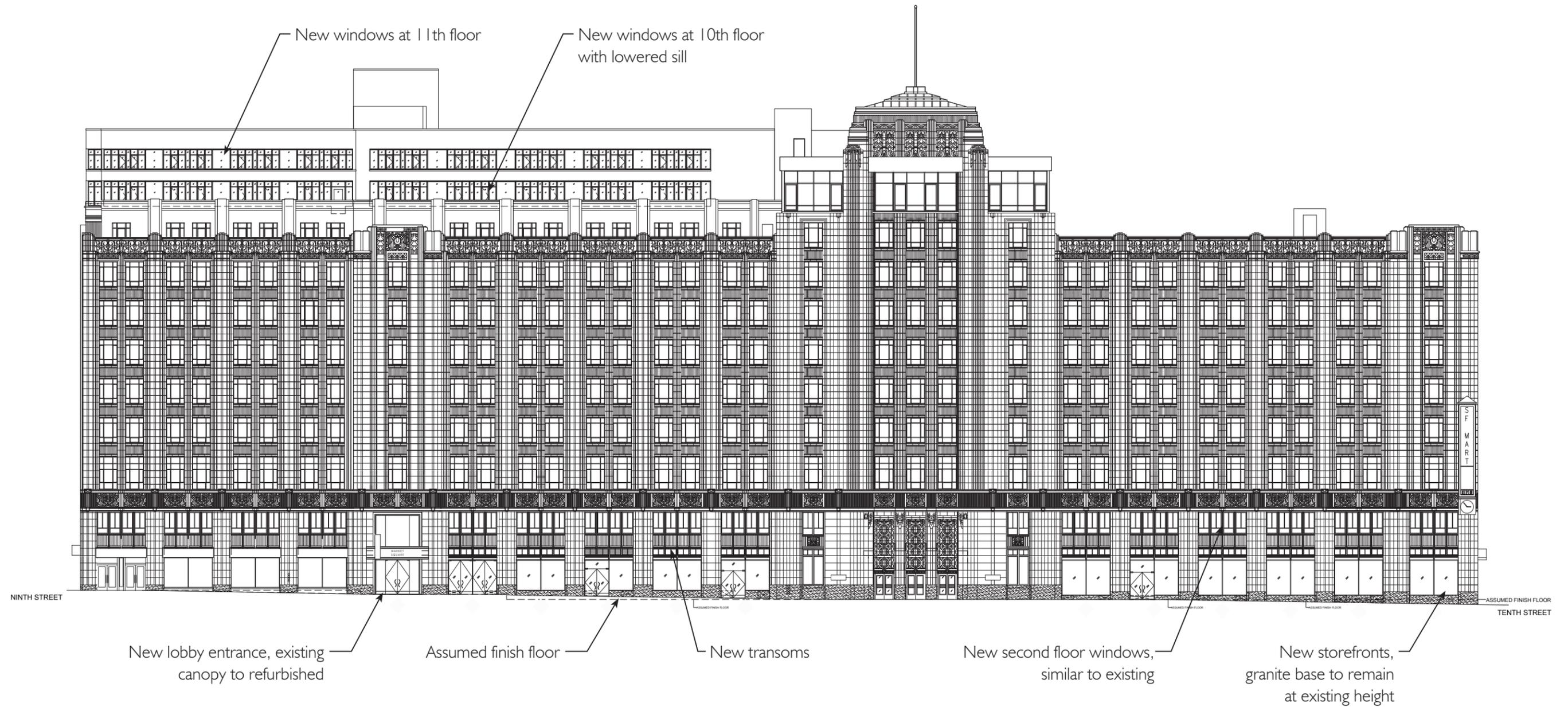


Note:  
 For the alternate storefront option, the granite base will remain at its existing height;  
 however, granite will be removed and/or added to accommodate new door locations.



### ELEVATIONS

#### ALTERNATE MARKET STREET ELEVATION (GRANITE BASE TO REMAIN AT EXISTING HEIGHT)

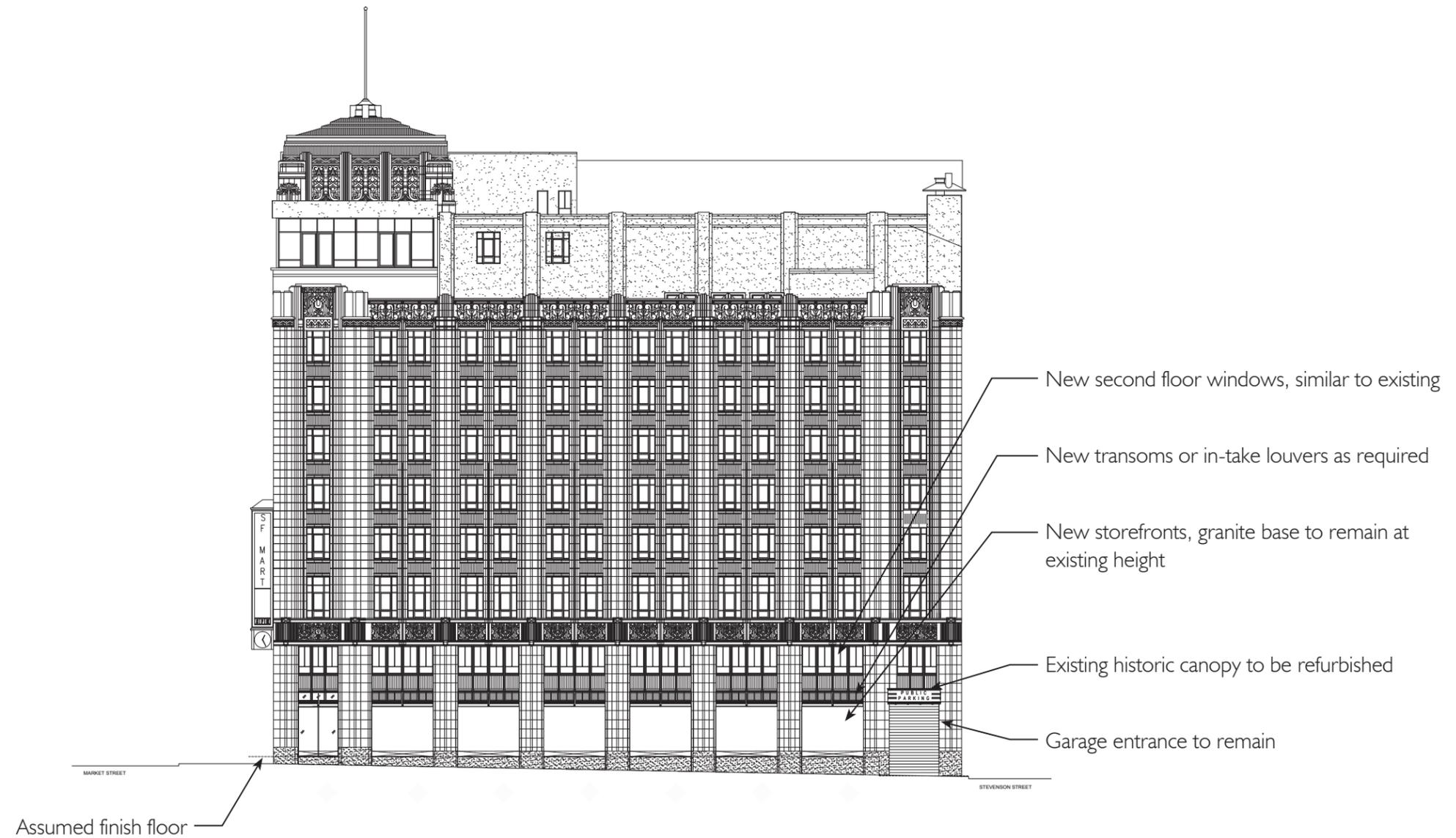


Note:  
 For the alternate storefront option, the granite base will remain at its existing height;  
 however, granite will be removed and/or added to accommodate new door locations.



## ELEVATIONS

### ALTERNATE TENTH STREET ELEVATION (GRANITE BASE TO REMAIN AT EXISTING HEIGHT)



#### Note:

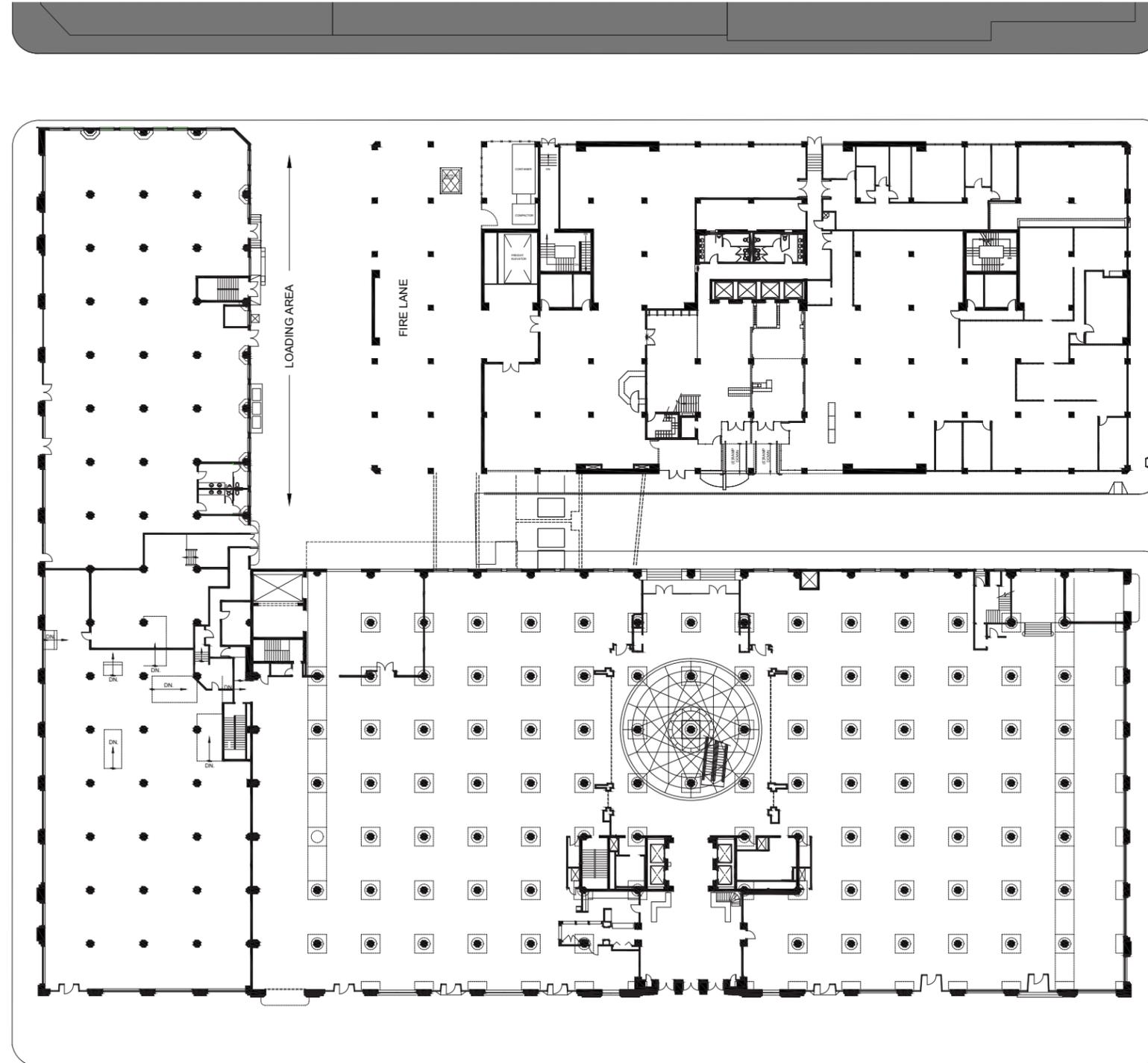
For the alternate storefront option, the granite base will remain at its existing height; however, granite will be removed and/or added to accommodate new door locations.





PLANS

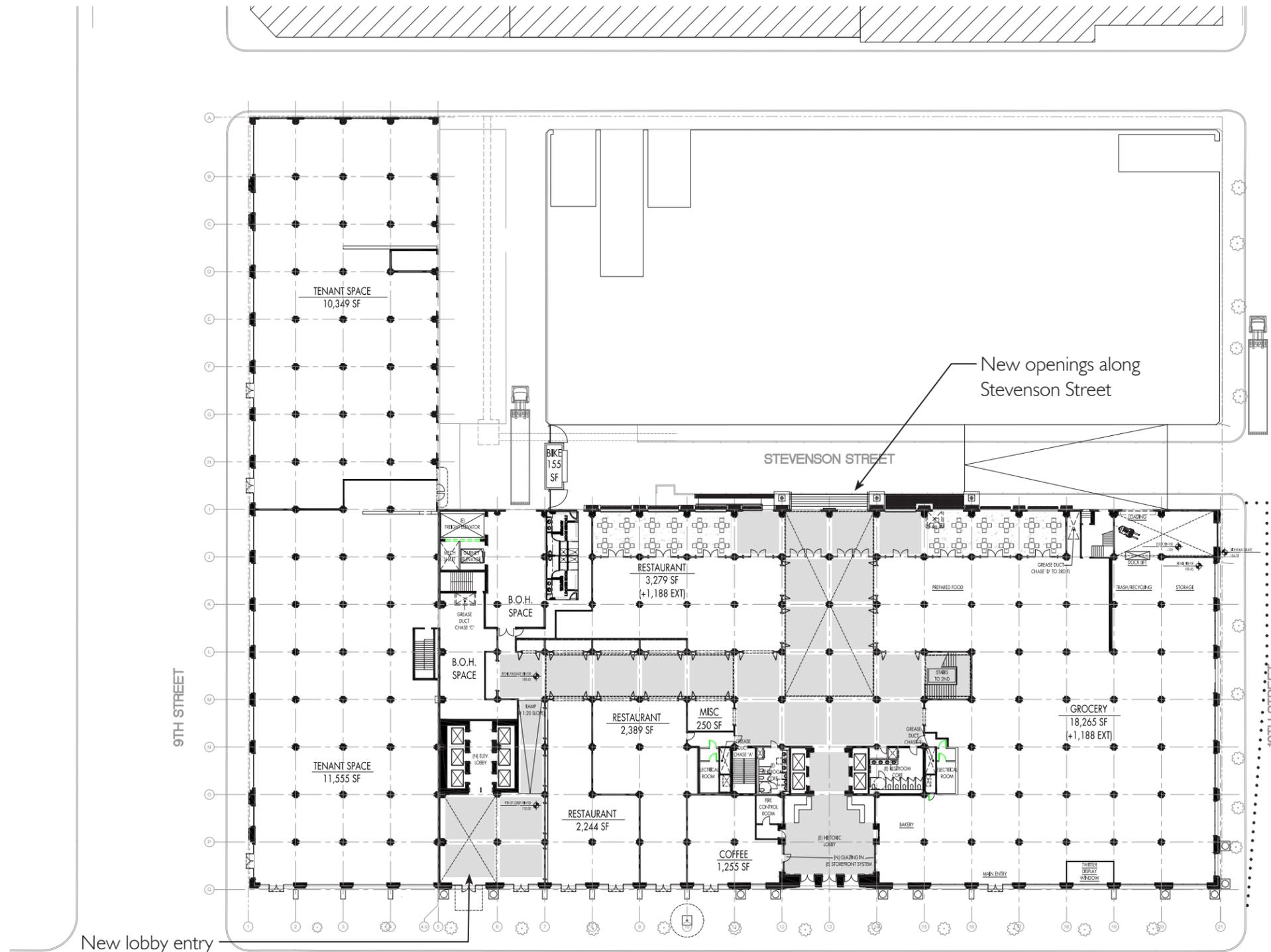
EXISTING FIRST FLOOR PLAN





PLANS

PROPOSED FIRST FLOOR PLAN



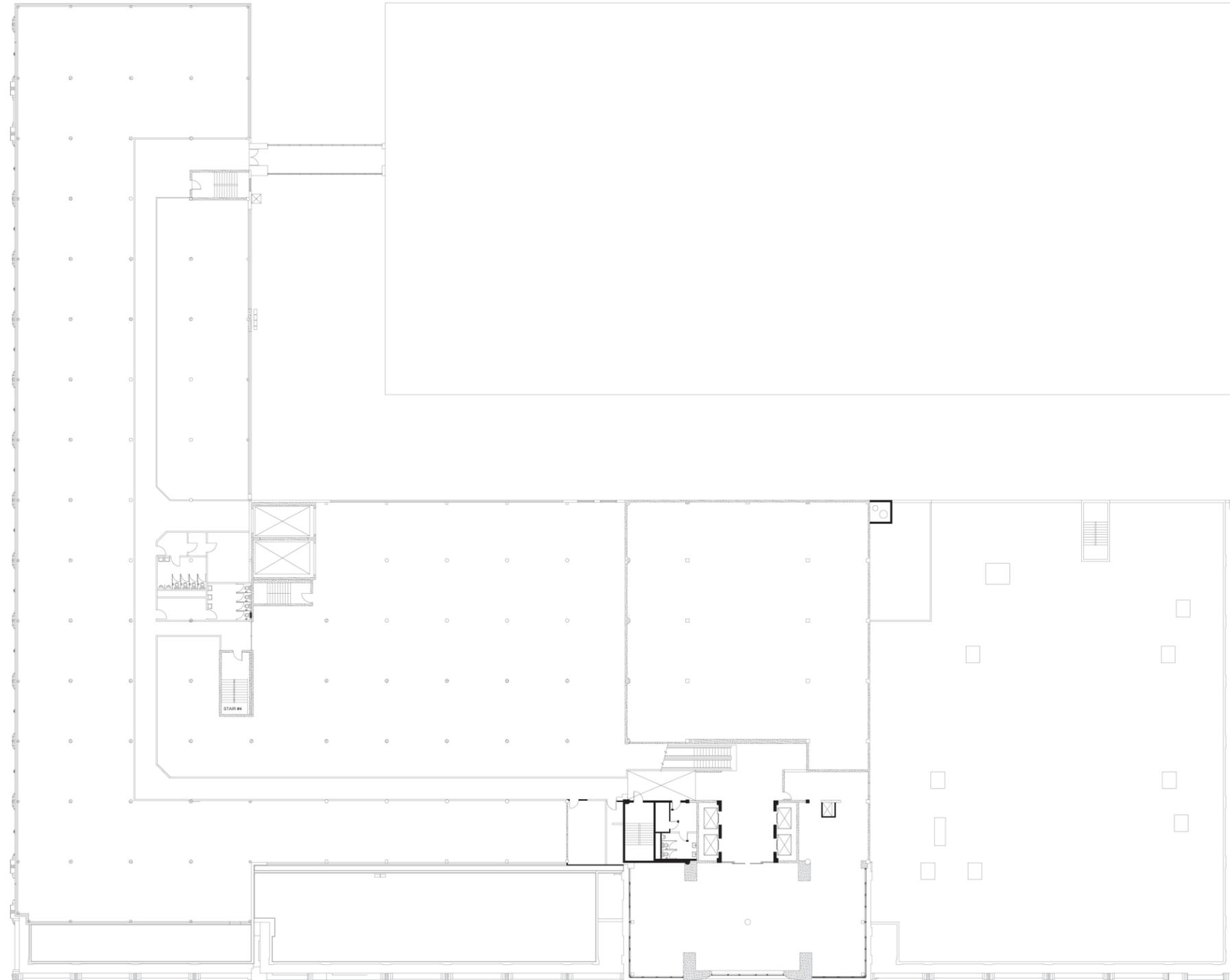
Proposed Work

- New full height storefronts
- New lobby entry
- New openings along Stevenson Street



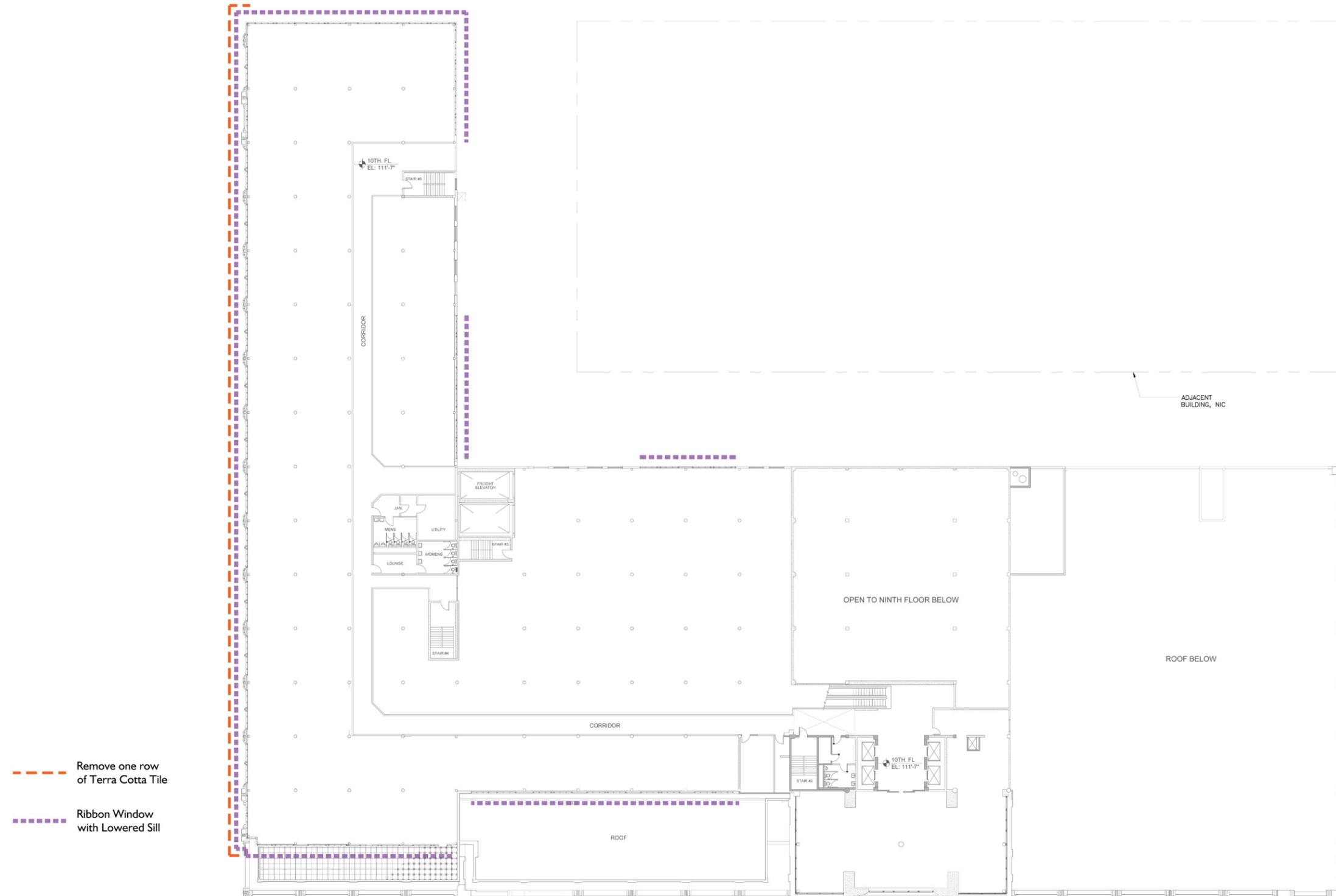
# PLANS

## EXISTING TENTH FLOOR PLAN



PLANS

PROPOSED TENTH FLOOR PLAN



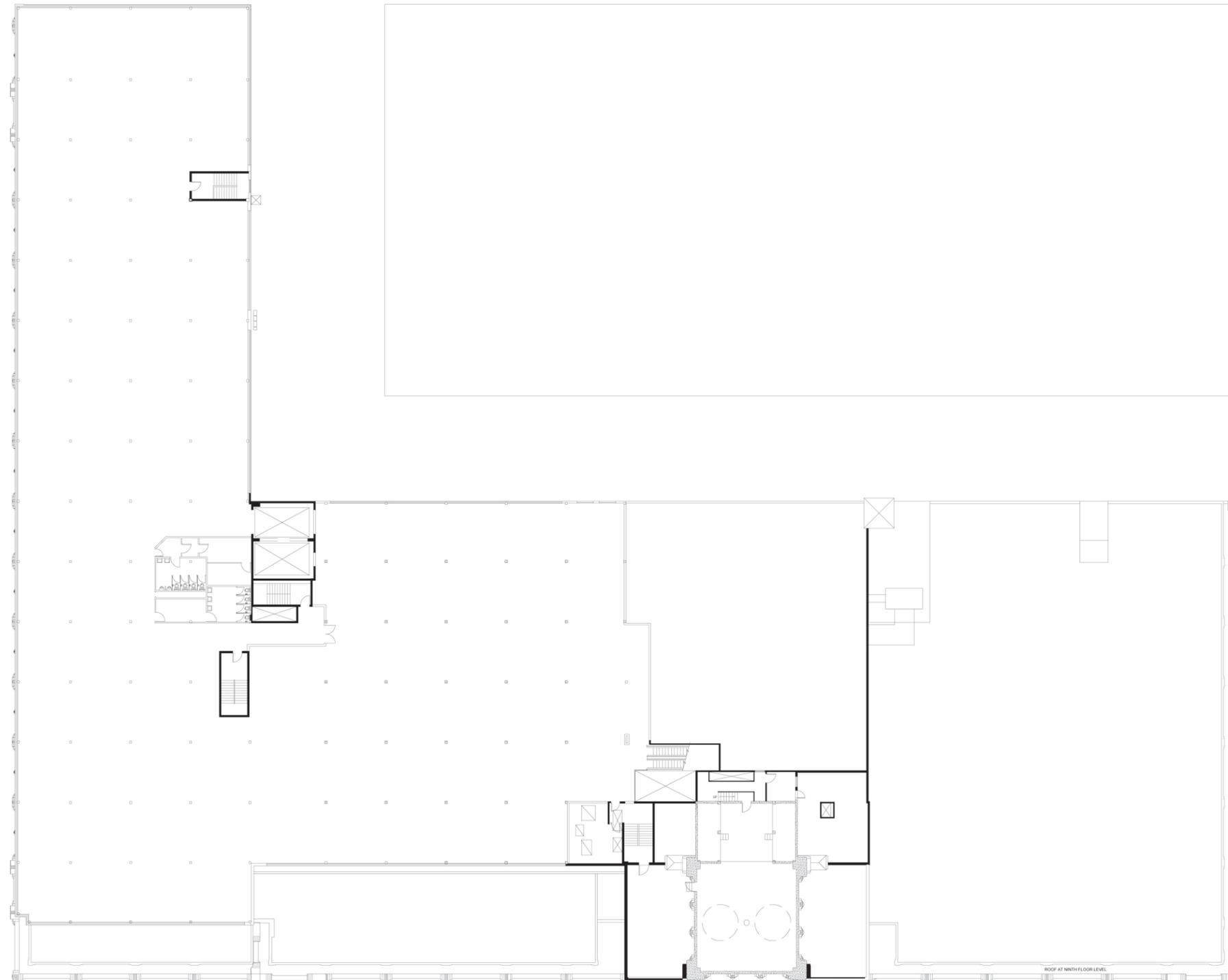
- - - - - Remove one row of Terra Cotta Tile
- - - - - Ribbon Window with Lowered Sill

PLANS



PLANS

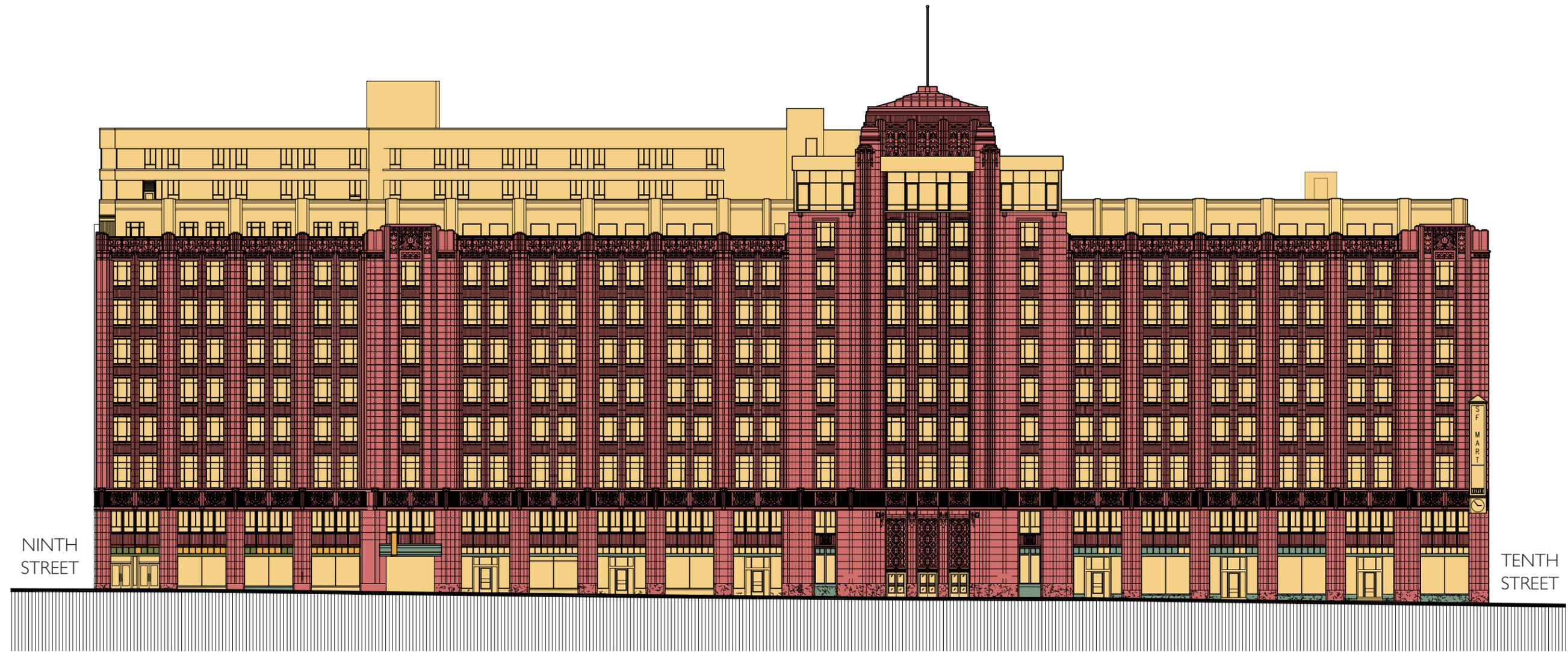
EXISTING ELEVENTH FLOOR PLAN







SIGNIFICANCE DIAGRAMS

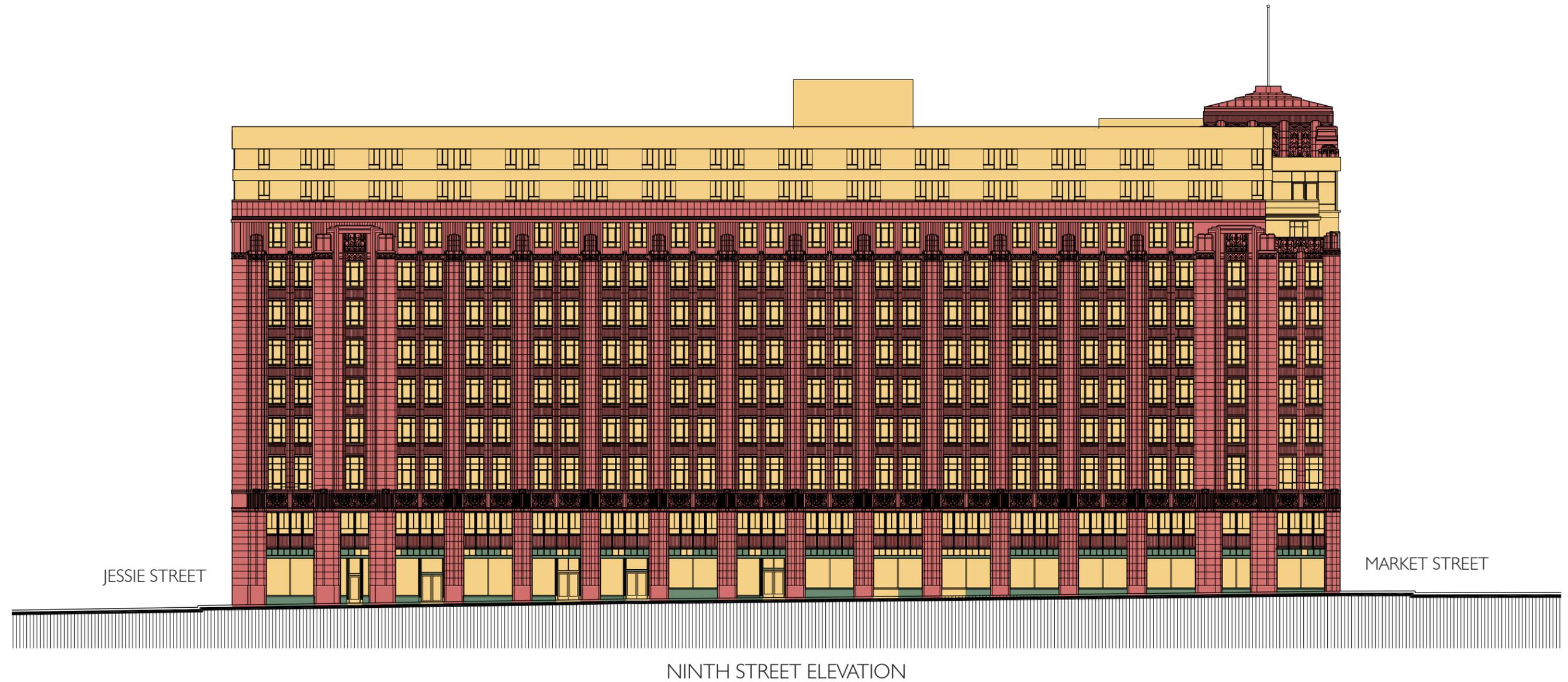


MARKET STREET ELEVATION

LEGEND:  Significant  Contributing  Non-Contributing



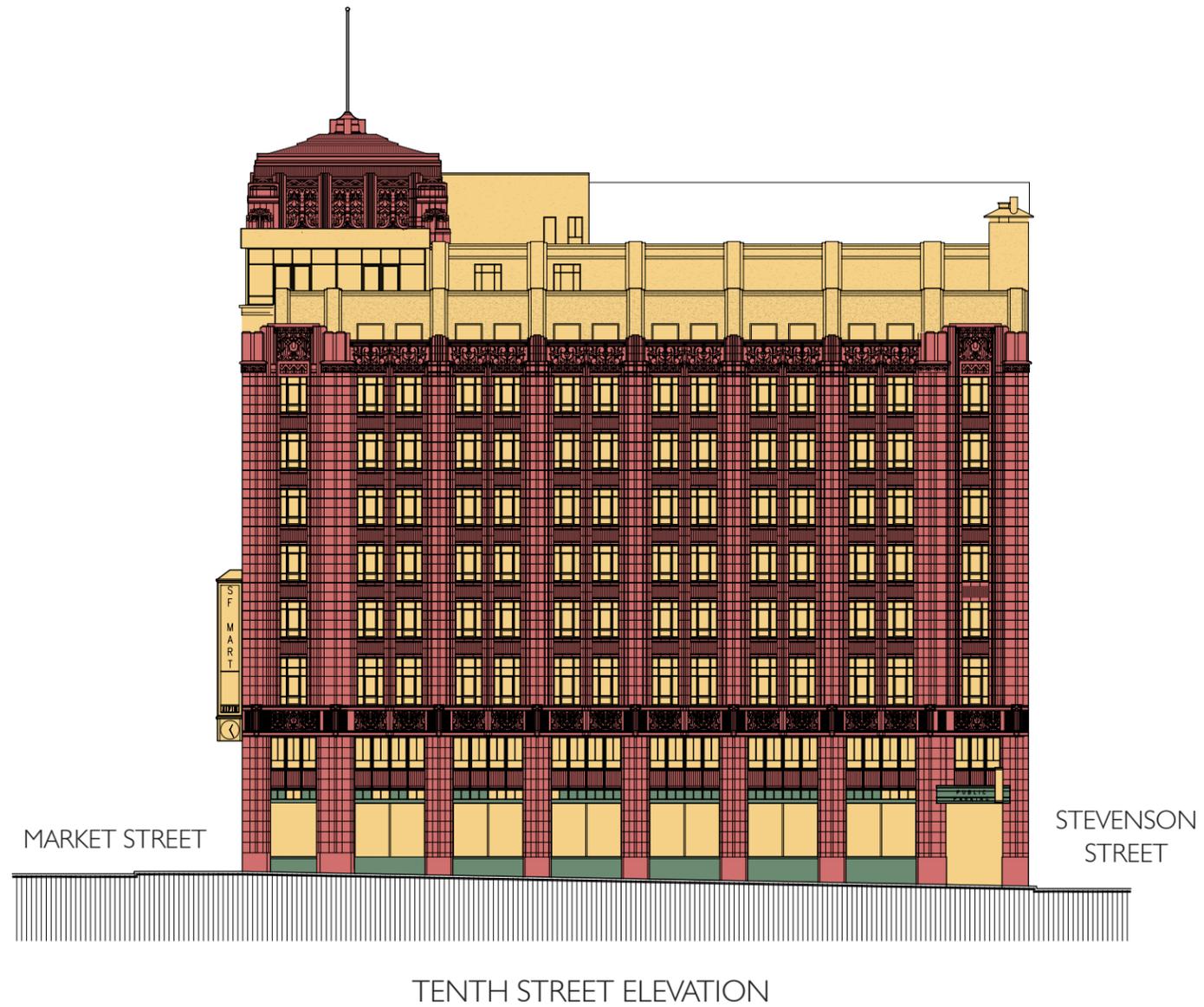
SIGNIFICANCE DIAGRAMS



LEGEND:  Significant  Contributing  Non-Contributing



SIGNIFICANCE DIAGRAMS



LEGEND:  Significant  Contributing  Non-Contributing



SIGNIFICANCE DIAGRAMS



STEVENSON STREET ELEVATION

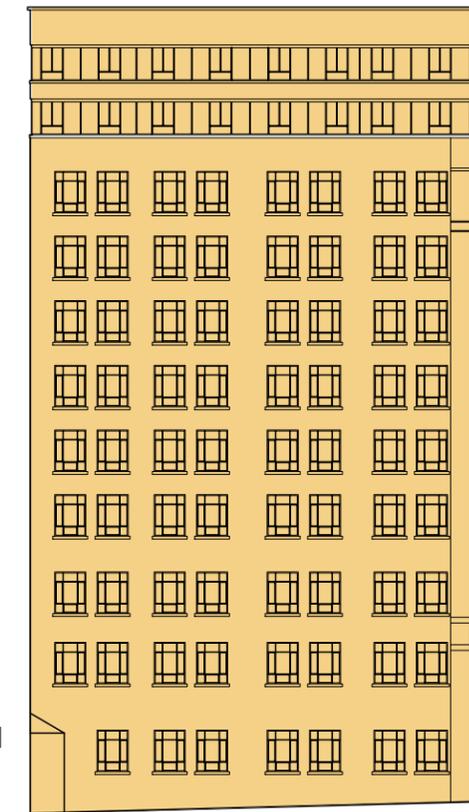
LEGEND:  Significant  Contributing  Non-Contributing



SIGNIFICANCE DIAGRAMS



STEVENSON STREET WEST ELEVATION



JESSIE STREET ELEVATION

LEGEND:  Significant  Contributing  Non-Contributing

**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.<sup>1</sup>
- 1921:** Western Furniture Exchange & Merchandise Mart located at 180 New Montgomery Street.<sup>2</sup>
- 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.<sup>3</sup>
- 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.<sup>4</sup>
- 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.<sup>5</sup>
- 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.<sup>6</sup>

**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.<sup>7</sup>

**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.<sup>8</sup>

**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.<sup>9</sup>

**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.<sup>10</sup>

**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.<sup>11</sup> 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.<sup>12</sup>

**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.<sup>13</sup>

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

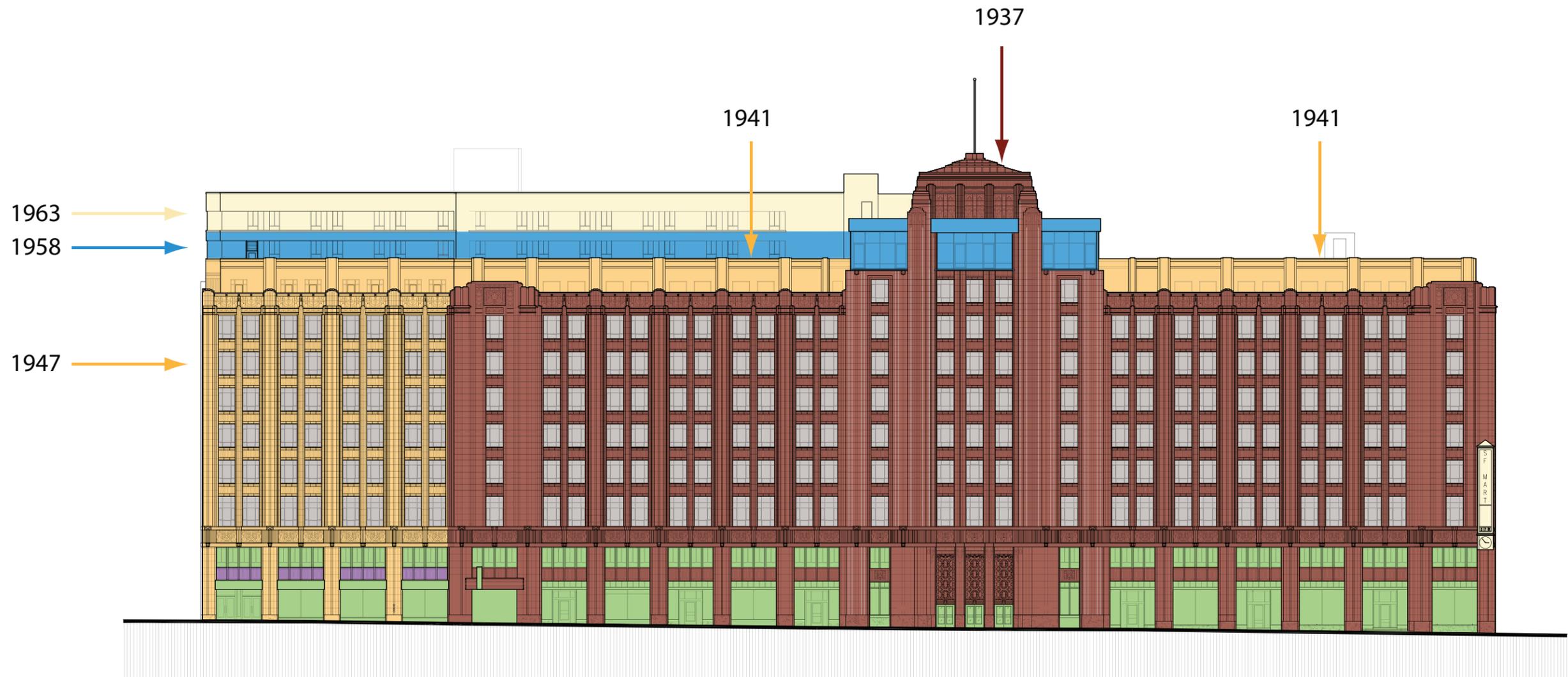
**2012:** The non-historic ninth floor addition on the west side of the tower is demolished. (Work in progress.)

**Endnotes**

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



### BUILDING CHRONOLOGY



LEGEND:





## 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

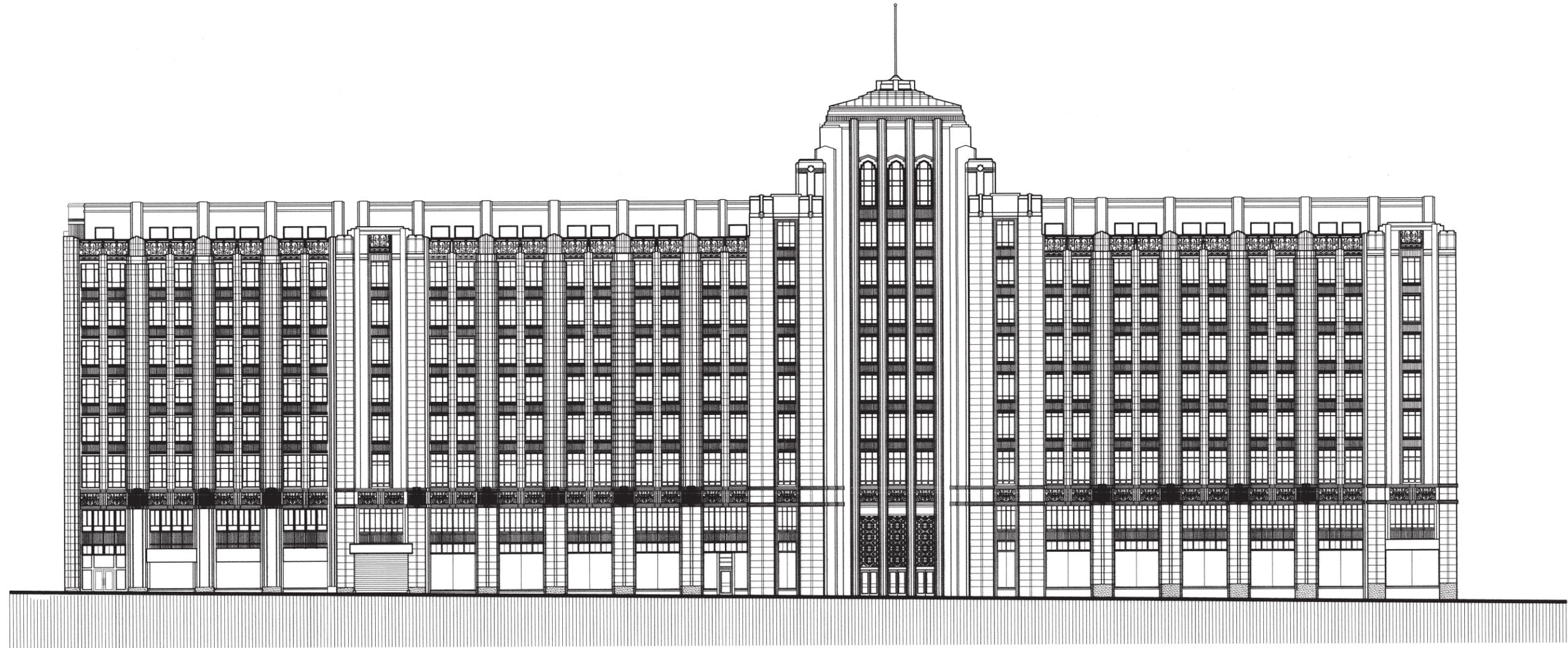
MARKET STREET ELEVATION IN 1941  
Drawing by LeClere Associates





## BUILDING CHRONOLOGY

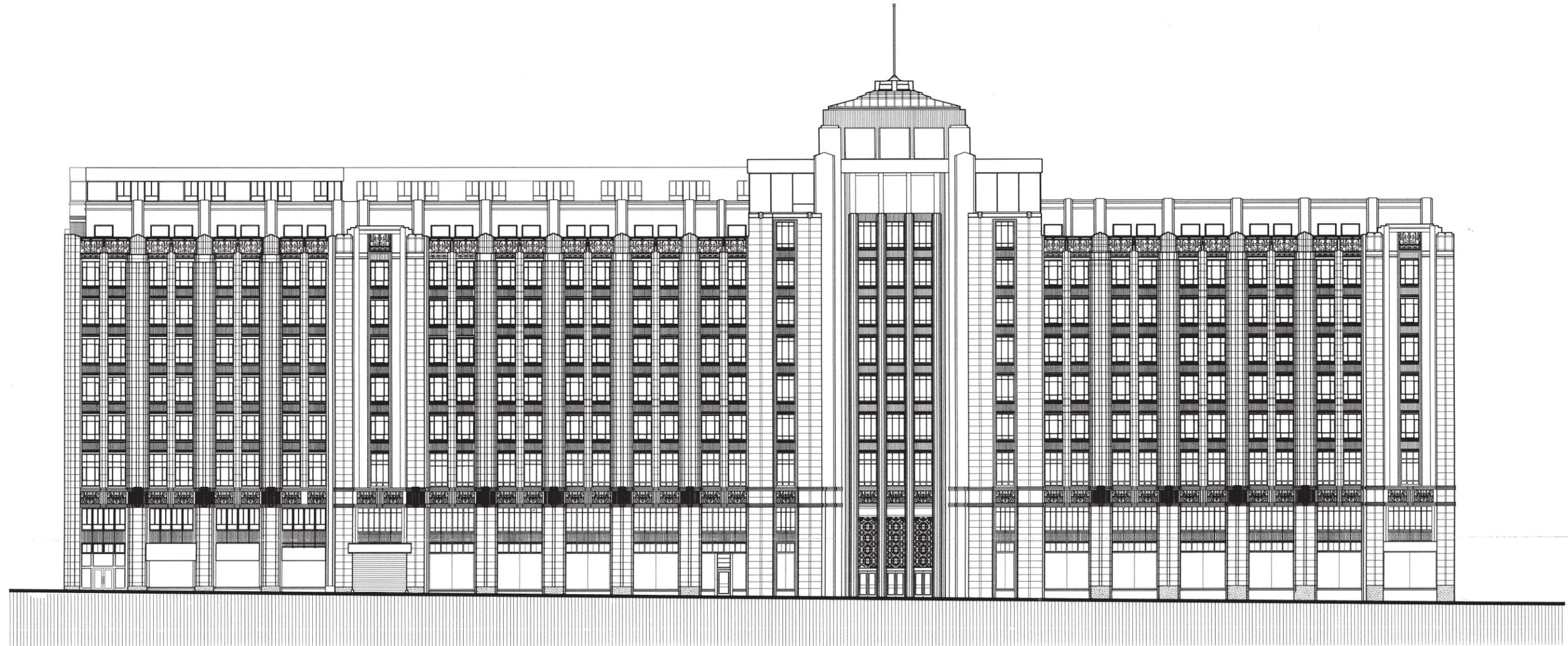
MARKET STREET ELEVATION IN 1946  
Drawing by LeClere Associates





## BUILDING CHRONOLOGY

MARKET STREET ELEVATION IN 1958  
Drawing by LeClere Associates





## BUILDING CHRONOLOGY

MARKET STREET ELEVATION IN 2012 (WORK IN PROGRESS)





