



SAN FRANCISCO PLANNING DEPARTMENT

Permit to Alter Case Report Consent Calendar

HEARING DATE: JUNE 5, 2013

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Filing Date: April 26, 2013
Case No.: 2013.0523H
Project Address: 1355 Market Street
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
Applicant: Elisa Skaggs,
Page & Turnbull
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Reviewed By Tim Frye - (415) 558-6625
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PROPERTY DESCRIPTION

Historically known as the Western Furniture Exchange & Merchandise Mart, the subject building is Category I (Significant) Building located at 1355 Market Street (1301-1363 Market Street) in Assessor's Block 3508, Lot 001. The property is located on the south side of Market Street between 9th and 10th Streets within the C-3-G (Downtown General Commercial) Zoning District and a 120-X-200-S Height and Bulk District. Constructed in 1937, the subject building is designed in Art Deco-style with later additions in 1941, 1947, 1958, and 1963 based on designs by Capital Company. The existing 11-stories structure is capped by a flat roof with parapet and is of concrete frame structure clad in glazed terra cotta, granite, and metal¹.

The original building was 8-stories, and the rectangular footprint stopped short of 9th Street; the 9th Street wing was added in 1947, based on designs by Capital Company, filling out the Market Street facade to 9th 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 and not part of the designated Article 11 property.

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

The rear elevation, along Stevenson Street, has a stucco finish except for a strip of the terra cotta cladding that turns the corner from the 10th Street façade treatment. As it is a secondary façade, the Stevenson Street elevation lacks any of the decorative elements found on the primary facades, including the glazed terra cotta cladding. The Stevenson Street façade is arranged into fifteen bays featuring a regular fenestration pattern, with paired rectangular windows and louvers, referencing the fenestration pattern displayed on the primary facades. The ground floor contains centrally located double height openings that lead to the main lobby of the building. The entrances are flanked by four storefronts in each bay. The last two bays nearest to the 9th Street façade have loading area doors while the last two bays nearest to the 10th Street façade continue the paired windows and louvers from the upper floors.

PROJECT DESCRIPTION

The proposal is to create two new openings along the Stevenson Street elevation, within the last two bays closest to the 10th Street façade, replacing a pair of windows and louvers. The first opening will include a new storefront assembly that will provide access to a new tenant space at the corner of 10th Street and Stevenson Street while the second opening will provide a loading entrance to the building adjacent to the new entrance (both facing Stevenson Street).

BACKGROUND

The interior and exterior rehabilitation and alterations of the existing Category I (Significant) building was approved in three phases. The first phase 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, and was approved under a Minor Permit to Alter on June 10, 2011 (Case No. 2011.0428EH).

The second phase consisted of rehabilitation of the historic main entrance lobby, demolition of the 1941 9th floor addition on the west side of the central tower, and installation of a roof deck. Phase two was approved by the Historic Preservation Commission (Major Permit to Alter Case No. 2011.0926H) on November 16, 2011.

The third phase was also approved by the Historic Preservation Commission (Major Permit to Alter Case No. 2012.0502H) on August 15, 2012. Phase three comprised of changes to the primary facades including the replacement of existing storefronts with new metal-and-glass storefront system; alteration of existing granite base at storefront; removal of historic cast iron spandrel panels and 2nd floor windows at one bay of Market Street façade for new double-height lobby entrance; increase the size of window openings at 10th and 11th floor windows by lowering the sill and removing top row of terra cotta tile along parapet at 9th Street façade; replace windows at the 10th and 11th floors on 9th, 10th, and Market Street façades; replace non-historic 2nd floor windows on 9th, 10th, and Market Street façades; install window washing equipment; replacement of transom windows above ground floor storefronts (at 9th and 10th Street façades); repair historic metal canopy at 10th Street facade and approving a sign program for the building. In addition, the existing recessed entrance (added in 1987) located centrally on the Stevenson Street elevation, were approved to be replaced with new double height openings, flanked by new storefront openings (4 on each side) and bordered by a new loggia screen.

OTHER ACTIONS REQUIRED

The proposed project will require a Building Permit.

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 the 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. 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.

The proposed project is consistent with Article 11.

- (b) For Significant Buildings/Properties - 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.

The proposal is to remove the existing pair of windows and louvers on the rear elevation, in association with the conversion of the vehicular access ramp to a new tenant space and loading area. The Stevenson Street elevation, where the new openings are proposed, is a secondary façade and is utilitarian in nature. This façade is clad in stucco and fenestrated with paired aluminum sash windows and louvers on the upper levels. As a secondary façade, the Stevenson Street elevation does not display the distinguishing qualities and character of the building such as the elaborate terra cotta cladding that are mostly concentrated on the primary (Market, 9th and 10th Streets) facades of the building. As such, none of these character-defining features will be damaged or destroyed as a result of the current proposal which is limited to the rear, secondary façade of the building. The proposed storefront and loading area door will match the previously approved openings in size and scale to retain the overall appearance, finish, and visual characteristics of the façade.

- (2) The integrity of distinctive stylistic features or examples of skilled craftsmanship that characterize

a building shall be preserved.

The distinctive features of the building will be retained and preserved as all work is limited to the rear and secondary façade of the building. Specifically, the new storefront and loading area door will be designed to match those previously approved for the building in size, scale and proportion. As such, the integrity of all distinctive stylistic features and examples of skilled craftsmanship that characterize the building and primarily found on the Market, 9th and 10th Streets facades will 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.

The proposal does not include the repair or replacement of any distinctive architectural features.

- (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 proposed storefront and door are of a contemporary material in keeping with what has been previously approved for the building. The new storefront will consist of a metal and glass double door system with side lights and transom. The new garage door will also consist of metal and glass system and will match the folding doors on the storefront openings along the secondary Stevenson Street facade. The new storefront and door openings will be compatible with the size, scale, color, material and character of the building and its surroundings.

THE SECRETARY OF THE INTERIOR'S STANDARDS

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

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

The proposed project will convert existing vehicular ramp into a new tenant space and loading dock while retaining the historic commercial use of the building. The new openings along a secondary façade of the building will not result in the in changes to the commercial use of the building and will not require changes to the building's distinctive qualities.

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

avoided.

The proposal will retain and preserve the historic character of the property. No historic materials or features will be altered on the existing building. The proposed project will not detract from the historic character of the subject building in that the new storefront and door system will be comprised of contemporary yet compatible materials and finishes.

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

The proposed project will not affect any original distinctive materials, features, finishes, and construction techniques that characterize the subject building and will not damage any distinctive features of the Category I (Significant) building. All work is proposed on Stevenson Street façade, which is a secondary façade.

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

The new storefront and loading dock doors will match the previously approved non-historic but compatible storefront and doors on the Stevenson Street façade of the building. Specifically the new storefronts and doors will be of dark bronze anodized aluminum material and will continue the rhythm of the storefront openings on the front façade. In addition, the proposed storefront and door width will align with the upper level windows and will not obscure character-defining features of the building found on the primary facades of the building. The proposed storefront alterations will not destroy historic materials and will be compatible with the character. Furthermore, the overall size and design of the storefront and door relate in terms of materiality, configuration, and proportion to other similar ground-floor storefronts found on the subject building.

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

The essential form and integrity of the building would be unimpaired if the proposed work was removed at a future date.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received no public input on the project at the date of this report.

ISSUES & OTHER CONSIDERATIONS

None.

STAFF ANALYSIS

Based on the requirements of Article 11, Department has determined the following:

The Stevenson Street (rear) elevation is designed to read and function as utilitarian in nature. The rear facade is clad in stucco and lacks any of the ornate detailing and ornamentation displayed on the primary facades except for where a strip of the terra cotta cladding wraps the corner from 10th Street. The fenestration pattern on the upper floors is arranged in pairs of aluminum sash windows also depicts the fenestration pattern on the primary facades in a simplified manner. Several bays of the windows have been replaced with mechanical louvers in previous phases of the project.

As part of the currently proposal, two new openings will be added at the ground level of the subject building, matching those previously approved by the HPC (Case No. 2013.0502H) in size, material configuration and finish. Specifically, the new storefront will consist of a metal and glass double door system with side lights and transom. The new garage door will also consist of metal and glass system and will match the folding doors on the storefront openings along the secondary Stevenson Street facade.

Although the proposal will result in the removal of some wall material to create the new openings, it appears to be in conformance with the *Secretary's Standards* as the Stevenson Street elevation is a secondary façade and will result in the removal of historic fabric, it will not result in the removal of any character-defining features, in that the new opening closest the building corner will be setback from the 10th Street terra cotta return. The new storefront system and loading area door will be comprised of glazing and steel with a dark painted finish and is clearly contemporary and differentiated but will be compatible with the adjoining storefront system previously approved and two existing loading area doors on the opposite end of the façade. The storefront frame profile and depth will be compatible with the storefronts on historic primary façades and secondary facade using contemporary detailing. As such, the Department believes that the proposed additional openings along the Stevenson Street elevation are in keeping with the already approved openings and are appropriate. The two new openings are proposed on a secondary elevation that is utilitarian in nature, will not remove significant historic fabric, and will be unobtrusive to the primary facades of the building in conformance with the *Secretary's Standards*.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that the proposed project is exempt from environmental review; pursuant to CEQA Guideline Section 15301 (Class 1 - Maintenance and Repair of Existing facility) because the project is a minor alteration of an existing structure and meets the *Secretary of the Interior's Standards*.

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends APPROVAL 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) Property and the *Secretary of the Interior Standards for Rehabilitation*.

ATTACHMENTS

- A. Draft Motion
- B. Copy of Motion No. 0169
- C. Parcel Map
- D. Sanborn Map
- E. Aerial Photo
- F. Zoning Map
- G. Site Photos
- H. Major Permit to Alter Application Packet submitted by Project Sponsor

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

HEARING DATE: JUNE 5, 2013

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Hearing Date: June 5, 2013
Filing Date: February 14, 2013
Case No.: **2013.0523H**
Project Address: **1355 Market Street Western Furniture Exchange)**
Category: Category I (Significant)
Zoning: C-3-G (Downtown General Commercial)
120-X-200-S Height and Bulk District
Block/Lot: 3508/001
Applicant: Elisa Skaggs,
Page & Turnbull
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Reviewed By Tim Frye - (415) 558-6625
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ADOPTING FINDINGS FOR A PERMIT TO ALTER FOR MAJOR ALTERATIONS DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 11, TO MEET THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE CATEGORY I (SIGNIFICANT) PROPERTY LOCATED ON LOT 001 IN ASSESSOR'S BLOCK 3508. THE SUBJECT PROPERTY IS WITHIN A C-3-G (DOWNTON GENERAL COMMERCIAL) ZONING DISTRICT AND A 120-X-200-S HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on April 26, 2013, Elisa Skaggs, of Page & Turnbull ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter for an exterior alteration. The subject building is located on Lot 001 in Assessor's Block 3508, a Category I (Significant) building historically known as the Western Furniture Exchange and locally designated under Article 11, Appendix A of the Planning Code. Specifically, the proposal is to install two new

openings along Stevenson Street elevation and closer to the corner of 10th Street. The first opening will be for a storefront that will provide access to a new tenant space at the corner of 10th Street and Stevenson Street while the second opening will provide a loading entrance to the building adjacent to the new entrance (both facing Stevenson Street).

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

WHEREAS, on June 5, 2013, the Commission conducted a duly noticed public hearing on Permit to Alter application No. 2013.0523H ("Project").

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

MOVED, that the Commission hereby **APPROVES** the Permit to Alter, in conformance with the architectural plans dated February 25, 2013 and labeled Exhibit A on file in the docket for Case No. 2013.0523H based on the following findings:

FINDINGS

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

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

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

- That the proposal respects the character-defining features of the subject building;
- That the architectural character of the subject building will be maintained;
- That the integrity of distinctive stylistic features and examples of skilled craftsmanship that characterize the building shall be preserved; and,
- That the proposed project meets the following *Secretary of the Interior's Standards for Rehabilitation*:

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

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

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

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

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

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

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

I. URBAN DESIGN ELEMENT

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

GOALS

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

OBJECTIVE 1

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

POLICY 1.3

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

OBJECTIVE 2

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

POLICY 2.4

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

POLICY 2.5

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

buildings.

POLICY 2.7

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS a Permit to Alter** for the property located at Lot 001 in Assessor's Block 3508 for proposed work in conformance with the architectural submittal dated April 25, 2013 and labeled Exhibit A on file in the docket for Case No. 2013.0523H.

APPEAL AND EFFECTIVE DATE OF MOTION: The Commission's decision on a Permit to Alter shall be final unless appealed within thirty (30) days after the date of this Motion No. 0195. 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 June 5, 2013.

Jonas P. Ionin
Acting Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: June 5, 2013



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Motion No. 0169 Permit to Alter MAJOR ALTERATION

HEARING DATE: AUGUST 15, 2012

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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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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, 9th, and 10th Street façades, enlarging 10th floor windows, replacing non-historic windows at 2nd, 10th, and 11th 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. 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.
6. The granite base at all storefronts shall be retained except at the new lobby entrance at the location of the existing garage entry on Market Street. Limited removal of the granite base may occur for new entrances and limited reduction in overall height in select locations may also occur though is not to result in a granite base less than 1-foot in height as measured from the sidewalk.

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

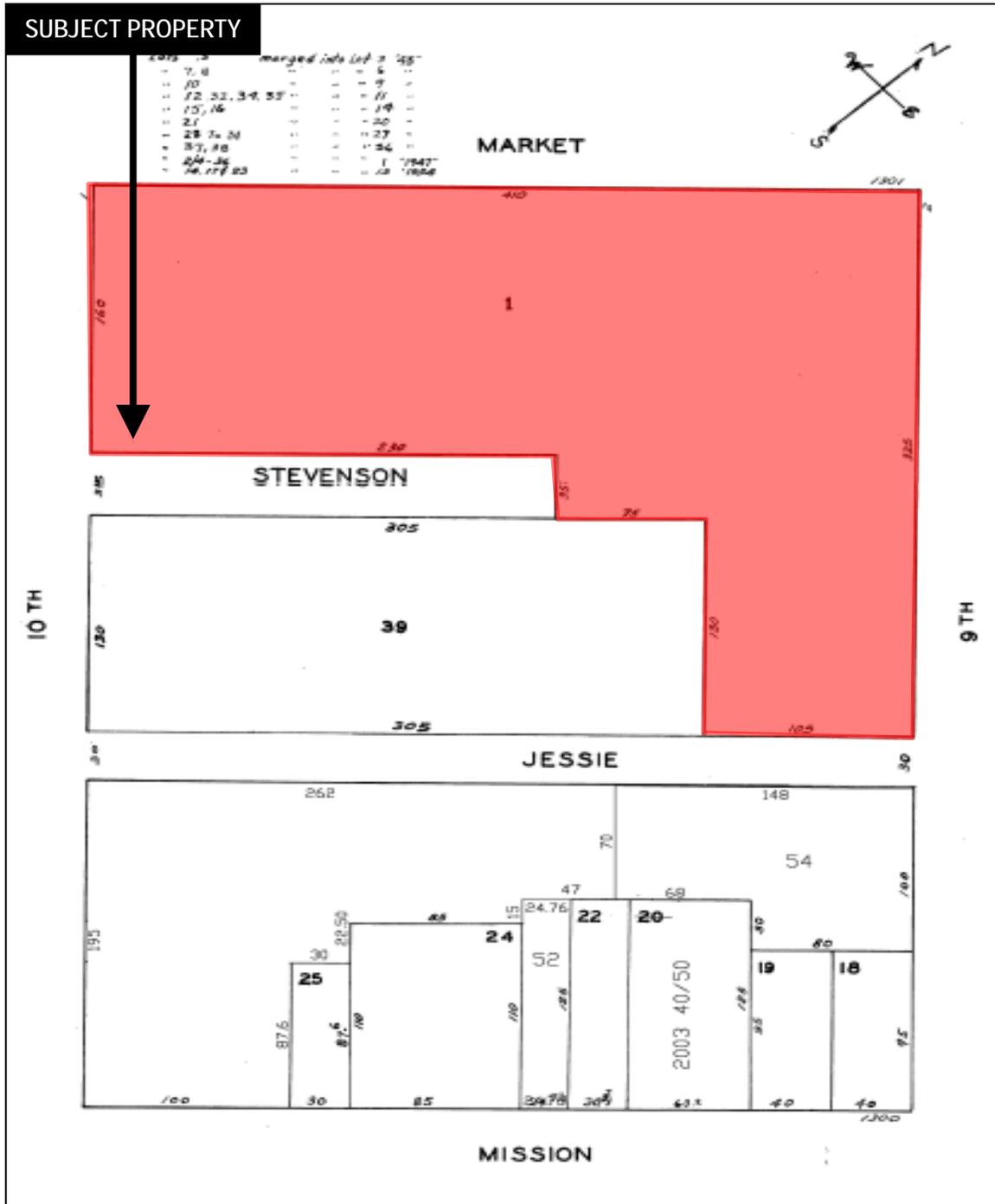
AYES: C. Chase, A. Martinez, K. Hasz, A. Wolfram, R. Johns, D. Matsuda

NAYS:

ABSENT: C. Damkroger

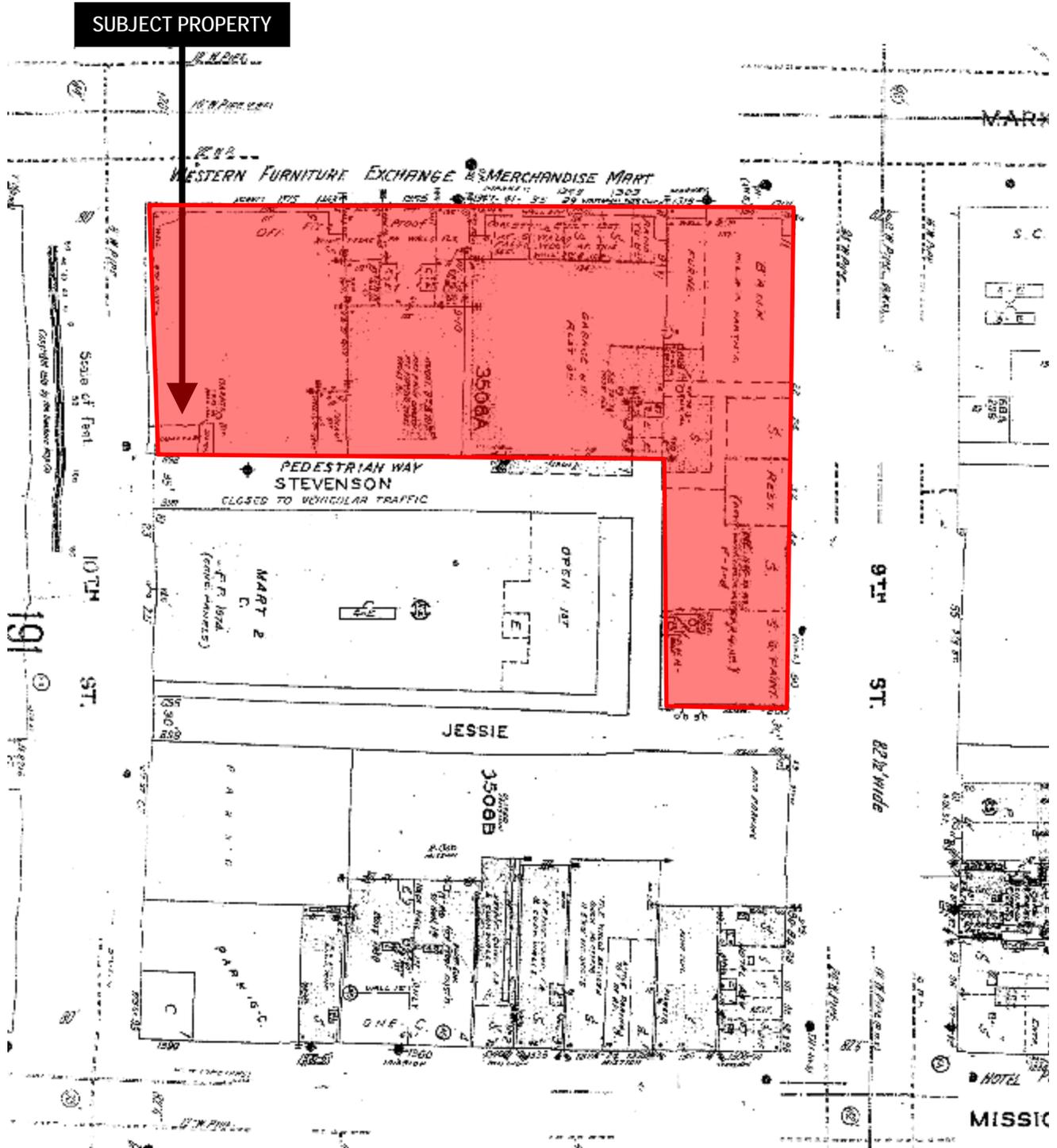
ADOPTED: August 15, 2012

Parcel Map



Major Permit to Alter Hearing
 Case Number 2013.0523H
 1355 Market Street

Sanborn Map*



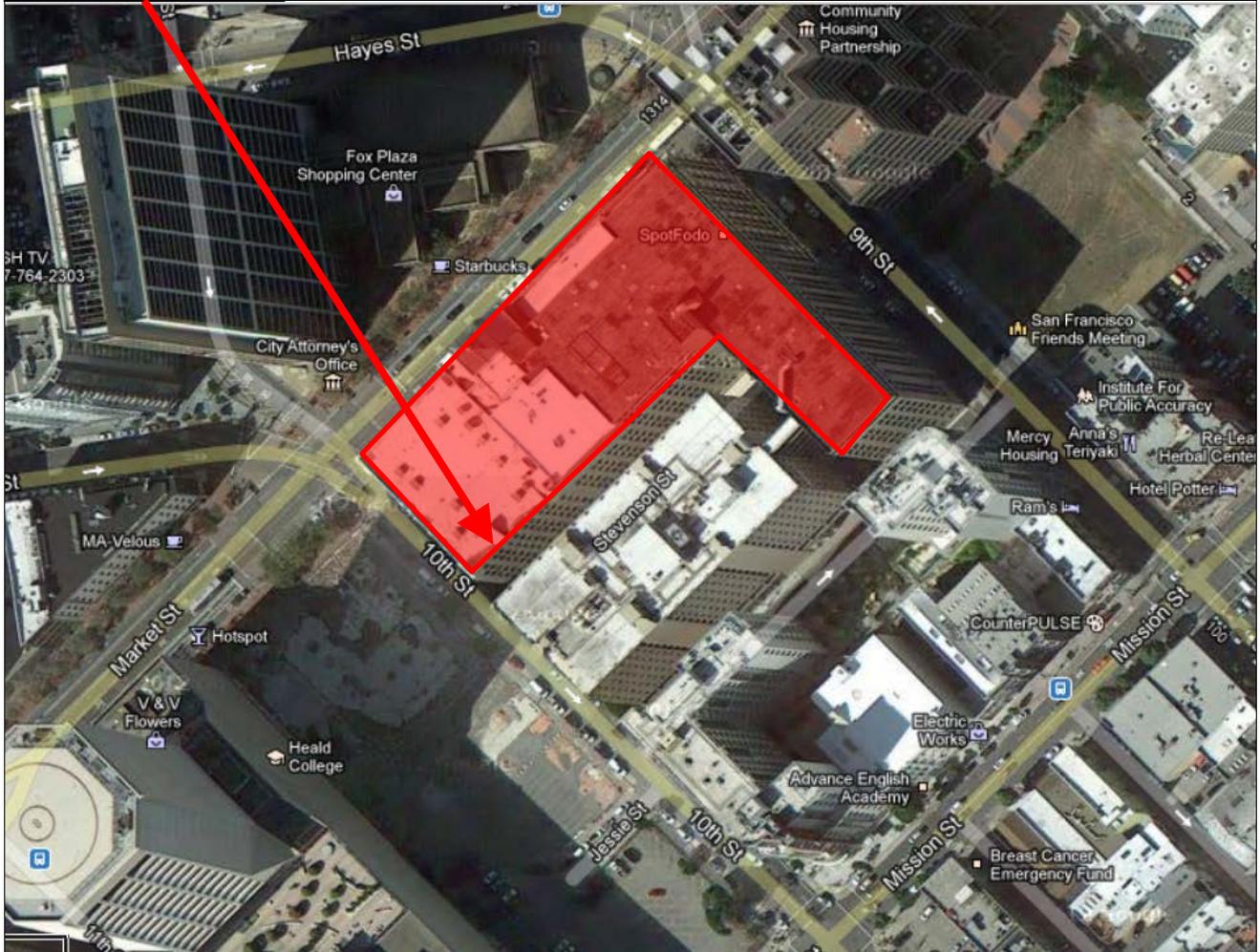
*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

Major Permit to Alter Hearing
Case Number 2013.0523H
1355 Market Street



Aerial Photo

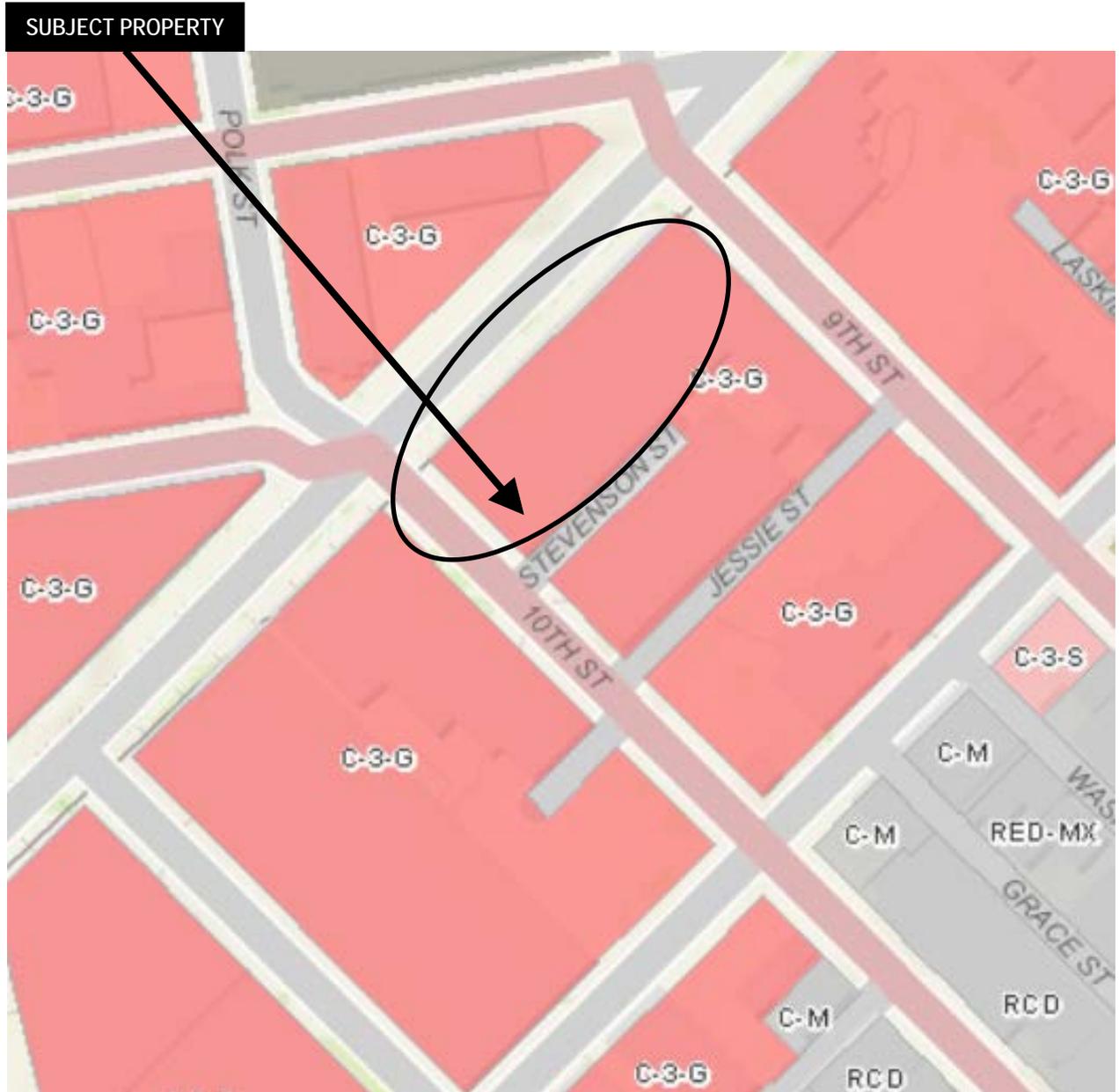
SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.0523H
1355 Market Street



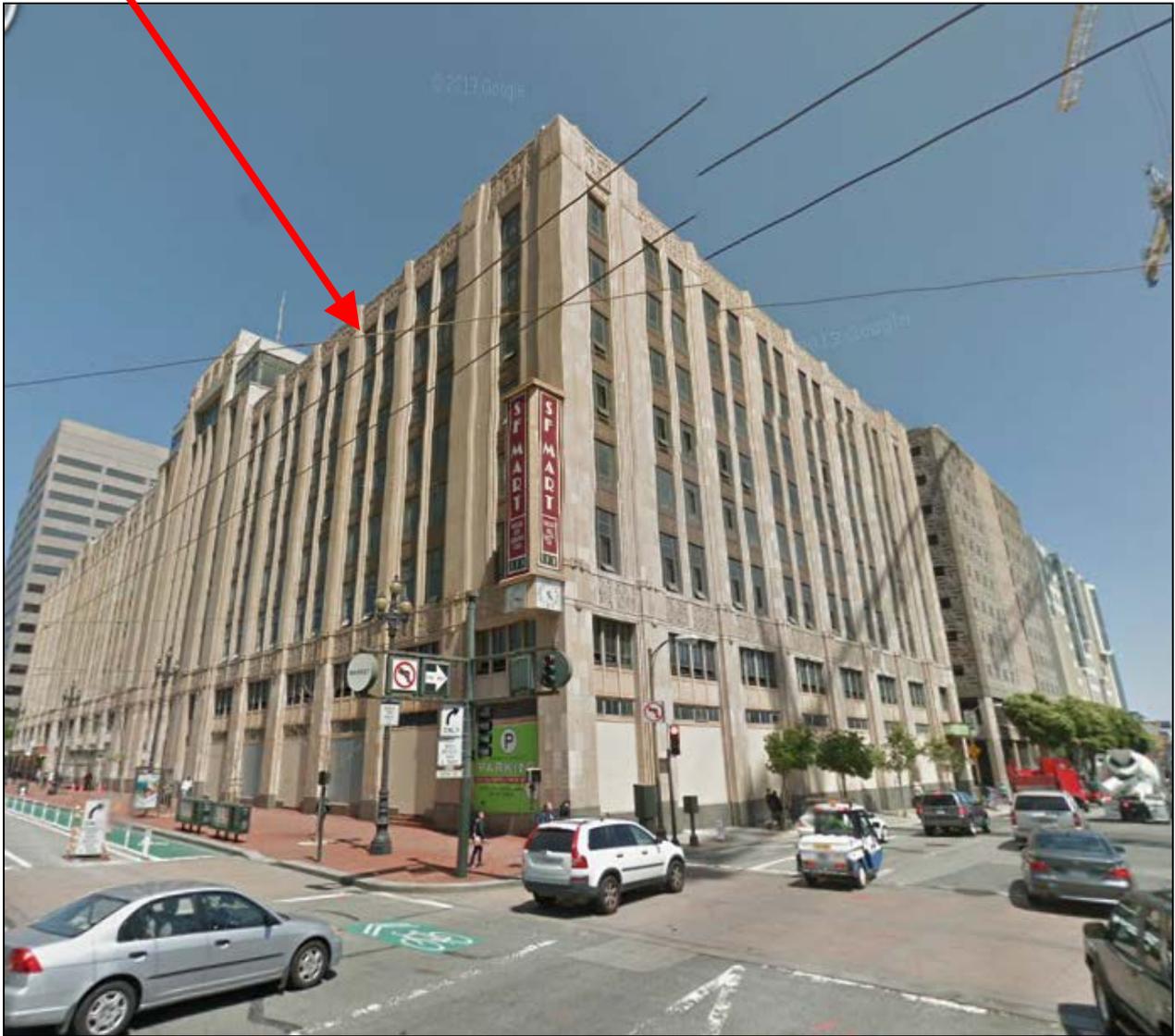
Zoning Map



Major Permit to Alter Hearing
Case Number 2013.0523H
1355 Market Street

Site Photos

SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.0523H
1355 Market Street

Site Photos

SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.0523H
1355 Market Street

Attachment H

Project Sponsors' Submittal Packet



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 1110 of the Planning Code requires that the Historic Preservation Commission (“HPC”) review all building permit applications for the alteration or demolition of any Significant or Contributory buildings or any buildings within Conservation Districts. Pursuant to Section 1111.1 all scopes of work that have not been delegated to Planning Department staff for review and approval are considered Major Alterations.

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

WHAT IS A MAJOR PERMIT TO ALTER?

Article 11 (Historic Preservation in the C-3 Districts) was developed as a part of the City’s Downtown Plan in 1985. Buildings are placed into five (5) categories - Significant (I & II), Contributory (III & IV), and Not Evaluated (V). In addition to these “individually” categorized properties, there are portions of Downtown that have been designated as “Conservation Districts”. Article 11 outlines the process to classify a building and also outlines the entitlement and review process to alter to these buildings.

A Permit to Alter is the entitlement required to alter a Significant or Contributory building or any building within a Conservation District. A Permit to Alter is required for any construction, addition, major alteration, relocation, removal, or demolition of a structure, object or feature. Depending on the scope of the project, it may require a hearing before the Historic Preservation Commission. Those that do are called a Major Permit to Alter. Public notice and a public hearing before the HPC are required for all Major Permit to Alter applications.

A Permit to Alter is not necessary for properties already subject to Article 10 of the Planning Code, i.e., designated as a City Landmark. These buildings require a Certificate of Appropriateness. Please refer to the “Certificate of Appropriateness” application on the Department’s website for more information.

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.

HOW DOES THE MAJOR PERMIT TO ALTER PROCESS WORK?

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

WHO MAY APPLY FOR A MAJOR PERMIT TO ALTER?

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

INSTRUCTIONS:

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

Please provide the following materials with this application:

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

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

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

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

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

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

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

Notification Instructions

1. **Radius Map:** The required notification map must show all properties within the required distance of the EXTERIOR boundaries of the property.

For properties outside of a Conservation District, a 150-foot map is required. The notification area shall be all properties within 150 feet of the subject lot in the same Assessor's Block and on the block face across from the subject lot. When the subject lot is a corner lot, the notification area shall further include all property on both block faces across from the subject lot, and the corner property diagonally across the street.

For properties located within a Conservation District, a 300-foot radius map is required. Maps shall be drawn to a scale of 1 inch to 50 feet, either the original on TRACING paper or a blueprint copy (no photocopy accepted) is required for submittal.

2. **Labels:** Submit a list of the names and addresses, including the block and lot for each one, of all owners of the properties within 150 feet or 300 feet of the subject property and self-adhering labels with the same data.

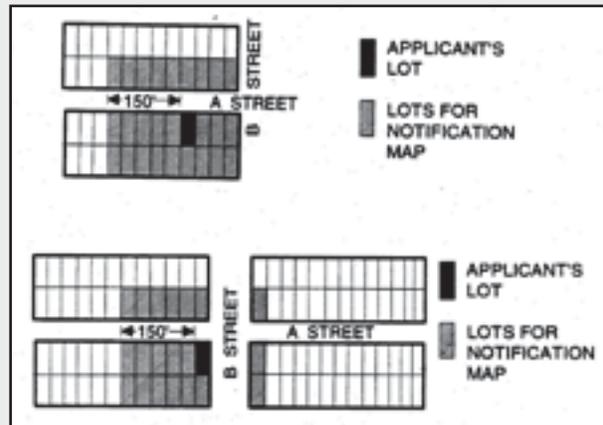
The latest Citywide tax roll is available at the Office of the Treasurer and Tax Collector, City Hall Room 140, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102, for the preparation of this list. The labels will be used to mail notice of the time and place of the public hearing required.

EXAMPLE OF MAILING LABEL

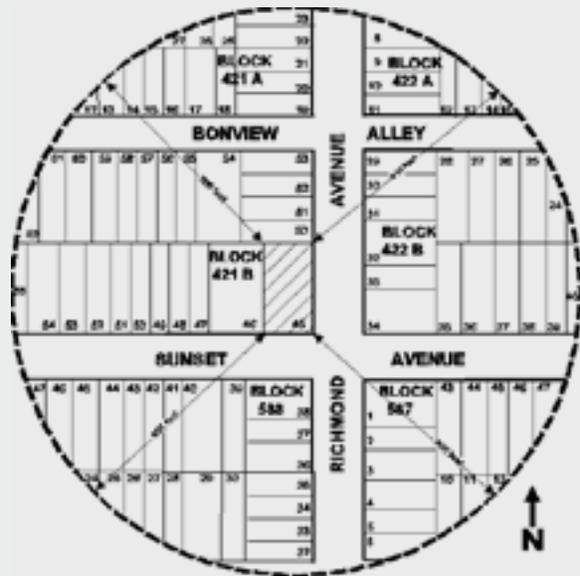
Block # / Lot #	#9331 / #07
Name	JOHN DOE
Address	123 South Street #2 San Francisco, CA 94100

3. If you wish to prepare the materials yourself, block maps may be traced at the office of the Assessor, 81 Dr. Carlton B. Goodlett Place, City Hall, Room 190.
The width of the public right-of-way for the streets separating the blocks may be determined at the Department of Public Works, Bureau of Street Use and Mapping, 875 Stevenson Street, Room 460, 554-5810.
4. You may, for a fee that varies by firm, have a private drafting or mailing service prepare these materials.

150 FOOT EXAMPLE MAP



300 FOOT EXAMPLE MAP



NOTE: THESE EXAMPLES ARE NOT TO REQUIRED SCALE

The following businesses have indicated that they provide professional notification services. This listing does not constitute an endorsement. Other professionals can also perform this work and can be added to this list upon request.

Build CADD
3515 Santiago Street
San Francisco, CA 94116
(415) 759-8710

Javier Solorzano
3288 - 21st Street #49
San Francisco, CA 94110
(415) 724-5240
Javier131064@yahoo.com

Jerry Brown Designs
619 - 27th Street, Apt. A
Oakland, CA 94612
(415) 810-3703
jbdsgn328@gmail.com

Ted Madison Drafting
P.O. Box 8102
Santa Rosa, CA 95407
(707) 228-8850
tmadison@pacbell.net

Notificationmaps.com
(866) 752-6266
www.notificationmaps.com

Radius Services
1221 Harrison Street #18
San Francisco, CA 94103
(415) 391-4775
radiusservices@aol.com

Notice This
(650) 814-6750

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 are 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.

APPLICATION FOR Major Permit to Alter

1. Owner/Applicant Information

PROPERTY OWNER'S NAME:	
Jeannie Rainer, Development Manager, Shorenstein Properties, LLC.	
PROPERTY OWNER'S ADDRESS:	TELEPHONE:
235 Montgomery Street San Francisco, CA 94104	(415) 352 - 7210
	EMAIL:
	jrainger@shorenstein.com

APPLICANT'S NAME:	
Jeannie Rainer, Development Manager Shorenstein Properties, LLC. Same as Above <input type="checkbox"/>	
APPLICANT'S ADDRESS:	TELEPHONE:
235 Montgomery Street San Francisco, CA 94104	(415) 352 - 7210
	EMAIL:
	jrainger@shorenstein.com

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

2. Location and Classification

STREET ADDRESS OF PROJECT:	ZIP CODE:
1355 Market Street	94103
CROSS STREETS:	
Ninth Street and Tenth Street	

ASSESSORS BLOCK/LOT:	LOT DIMENSIONS:	LOT AREA (SQ FT):	ZONING DISTRICT:	HEIGHT/BULK DISTRICT:
3508 /001	410' x 325'	84,547 SF	C3G	129-x, 150s, 200s
ARTICLE 11 CLASSIFICATION			CONSERVATION DISTRICT:	
Category I Building			None	

3. Project Description

Alterations to 1355 Market to accommodate a new cafe at the corner of Stevenson and Tenth Streets.

Two openings will be created along Stevenson Street to provide a loading entrance and a second entrance to the new cafe. The entrances will be similar in style to the storefronts that were approved in 2012.

Building Permit Application No. _____

Date Filed: _____

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)	70,000 (Circ. & RR)	70,000 (Circ. & RR)	0	70,000 (Circ. & RR)
Total GSF	835,000	809,597	28,403	835,000
PROJECT FEATURES	EXISTING USES:	EXISTING USES TO BE RETAINED:	NET NEW CONSTRUCTION AND/OR ADDITION:	PROJECT TOTALS:
Dwelling Units	0	0	0	0
Hotel Rooms	0	0	0	0
Parking Spaces	208	208	0	208
Loading Spaces	0	0	0	0
Number of Buildings	1	1	0	1
Height of Building(s)	150'-3"	150'-3"	0	150'-3"
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:

A new cafe at the corner of Stevenson Street and Tenth Street.

Two new openings at the westernmost side of the Stevenson Street facade. One opening will accommodate a secondary storefront entrance into the proposed cafe. A second opening will be created to accommodate a roll-down door for loading purposes. The entrance to the cafe will be similar in style to the storefronts that were approved in 2012. The roll-down door will be aluminum with obscure glass.

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;
1355 Market Street has historically been used to house wholesale furniture showrooms and office space. The Major Permit to Alter approved in 2012 allows for use as an office building with retail at the first floor. A cafe proposed for the corner of Stevenson and Tenth Street will result in two new openings at Stevenson Street. Stevenson Street is a secondary facade and none of the proposed openings will not result in change to the building's distinctive materials, features, spaces, and spatial relationships. The project complies with 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;
The addition of the proposed cafe will not impact the historic character of the property. No distinctive materials or alteration of features, spaces, and spatial relationships will be removed. At Stevenson Street, two openings will be created. One opening will serve as a second entry into the new cafe and the other entry will provide access to a loading area. The new openings will not result in the removal of any historic features. The project complies with Standard 1.
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;
The project includes a new cafe at the corner of Stevenson and Tenth Streets. At Stevenson Street, two openings will be created: a second storefront entry and a loading entrance. The loading dock entrance will consist of aluminum and obscure glass and will have a contemporary design. The storefront entry to the cafe will be contemporary in design, similar to the approved storefronts, and will be distinguished from the historic architectural character of the building. The project complies with Standard 3.

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 has acquired significance in its own right and this project does not include changes to the Ninth Street Wing construction. There are no other changes to the property that have acquired significance in their own right. The proposed project will comply with Standard 4.

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

Stevenson Street is a secondary facade. The two new openings proposed for this facade will not remove any distinctive materials, features, finishes, construction techniques or examples of fine craftsmanship. The character of the property will be retained and the project complies with 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;

Deteriorated historic features will be repaired rather than replaced. 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. The proposed project will be in compliance with Rehabilitation Standard 7.

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

No archaeological resources are expected to be encountered as a result of this project. If such resources are encountered, mitigation measures will be undertaken. The project will comply with 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 additions. The alterations required for the proposed cafe will not destroy historic materials, features, or spatial relationships that characterize the property. The new Stevenson Street storefront entry will be designed so that it will be distinguished from the historic fabric of the building and similar to the storefronts approved in 2012. Likewise, the new roll-down door will be contemporary and differentiated from the historic style of the building. The project will comply with 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. No character-defining features will be removed. If the storefront and loading entrances are removed in the future, the essential form and integrity of the historic property and its environment would not be impaired. The project is in compliance with Standard 9.

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 1111.6. In the event of any conflict between the standards of Section 1111.6 and the standards contained within the Appendix which describes the District, the more protective shall prevail.

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 1111.6. 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;

The proposed project, which proposes a new cafe at the corner of Tenth and Stevenson Streets, will not result in the damage or destruction of distinguishing original qualities or character of the building. No distinctive architectural features will be removed.

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

Two openings are proposed at Stevenson Street, which is a secondary elevation with no decorative features. The only distinctive feature of this facade is the fenestration pattern, which will be retained. The new openings will be located so that they align with the windows above.

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.;

Two openings are proposed at Stevenson Street, which is a secondary elevation with no decorative features. This facade consists of a simple reinforce concrete wall with no ornamentation except for the terra cotta and granite return at the corner of Stevenson and Tenth streets. The proposed openings will not come in contact with distinctive features.

- 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;

A new storefront entry is proposed for the new cafe at Stevenson Street. A new loading entry on the Stevenson Street facade is also proposed, adjacent to the cafe. The new storefront and loading entries will not destroy significant exterior architectural material. The storefront design is similar to the storefronts that were approved in 2012. The loading area entrance is contemporary in design, made of aluminum and obscure glass. Both entrances are compatible in size, scale, color, material, and character of the building.

- 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;

Stevenson Street is a secondary facade with no ornamentation. The new openings planned for this 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;

1355 Market 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);

1355 Market is not a Category II building.

Estimated Construction Costs

TYPE OF APPLICATION:	
New storefront at Tenth St. garage entrance and two new openings at west end of Stevenson St. facade.	
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:	
\$750,000.00	
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: Other information or applications may be required.

Signature: _____

Date: April 24, 2013

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

Jean Rainer for SRI Nine Market Square LLC

Owner / Authorized Agent (circle one)

Major Permit to Alter Application Submittal Checklist

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

REQUIRED MATERIALS (please check correct column)	PERMIT TO ALTER
Application, with all blanks completed	<input 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

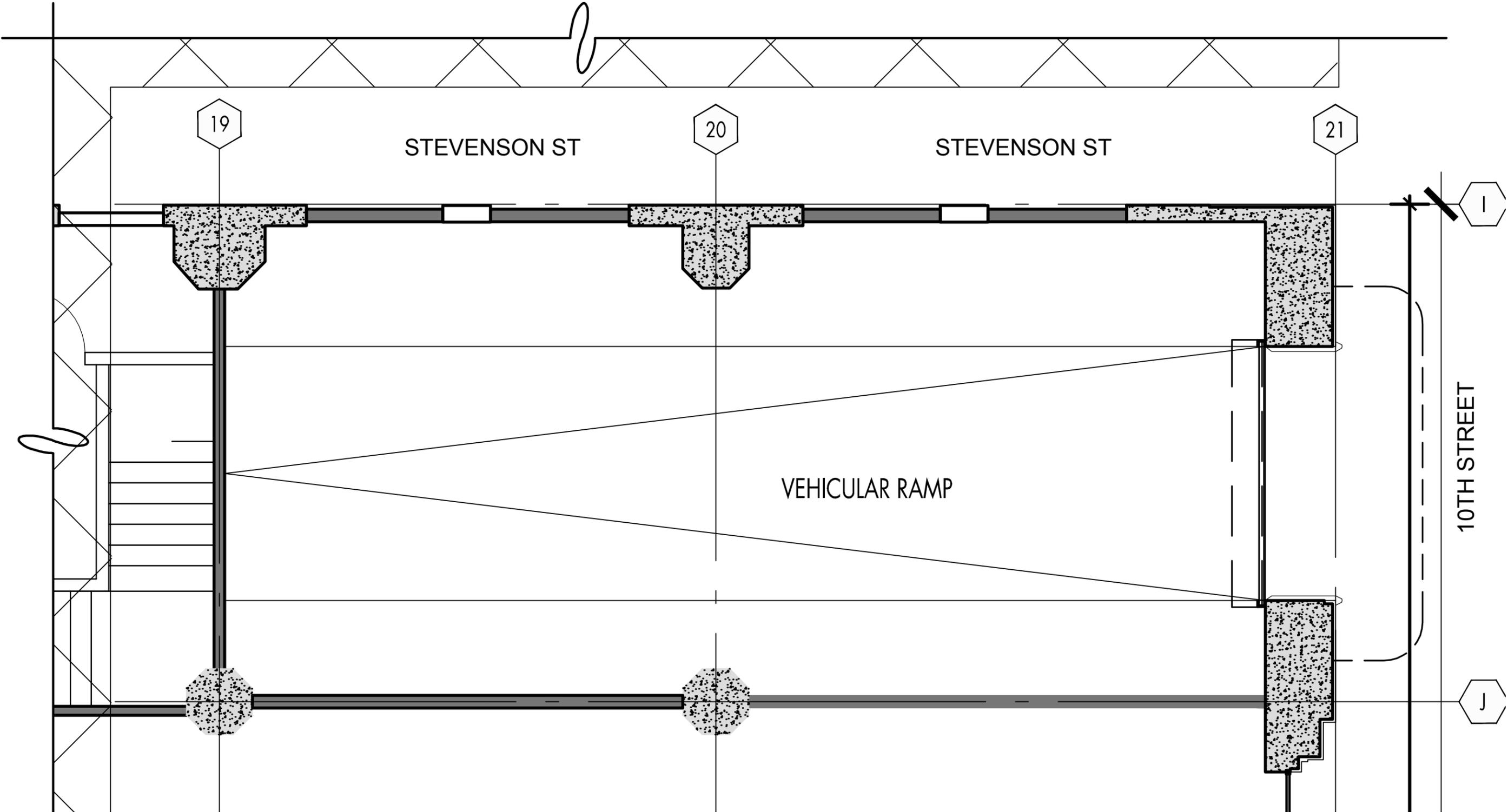
TEL: **415.558.6377**
*Planning staff are available by phone and at the PIC counter.
No appointment is necessary.*

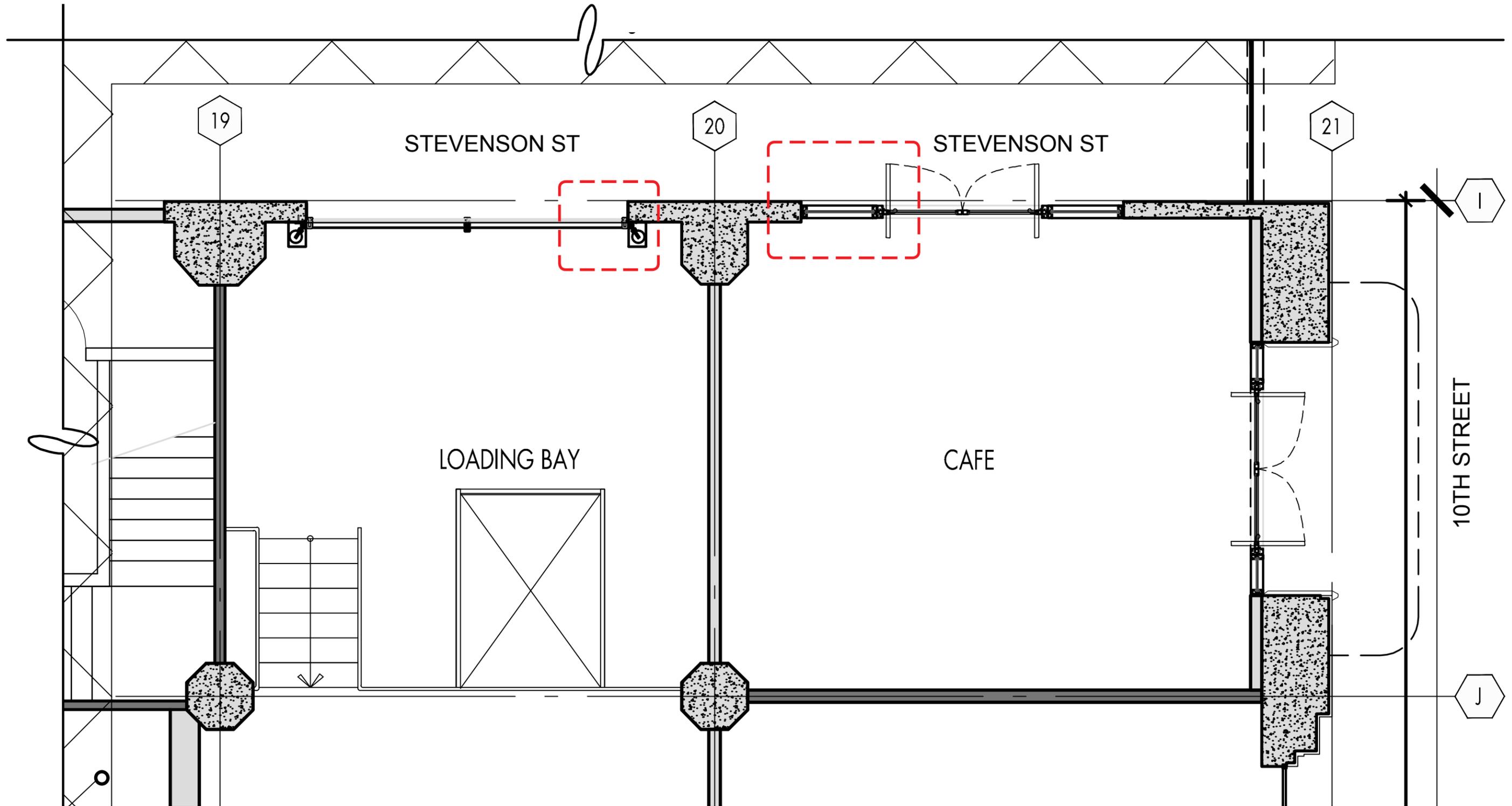
MARKET SQUARE

HPC SUBMISSION

APRIL 25, 2013









ELEVATIONS

EXISTING STEVENSON STREET ELEVATION

FOR REFERENCE ONLY - FROM CASE NO. 2012.0502H
EXISTING STEVENSON STREET ELEVATION



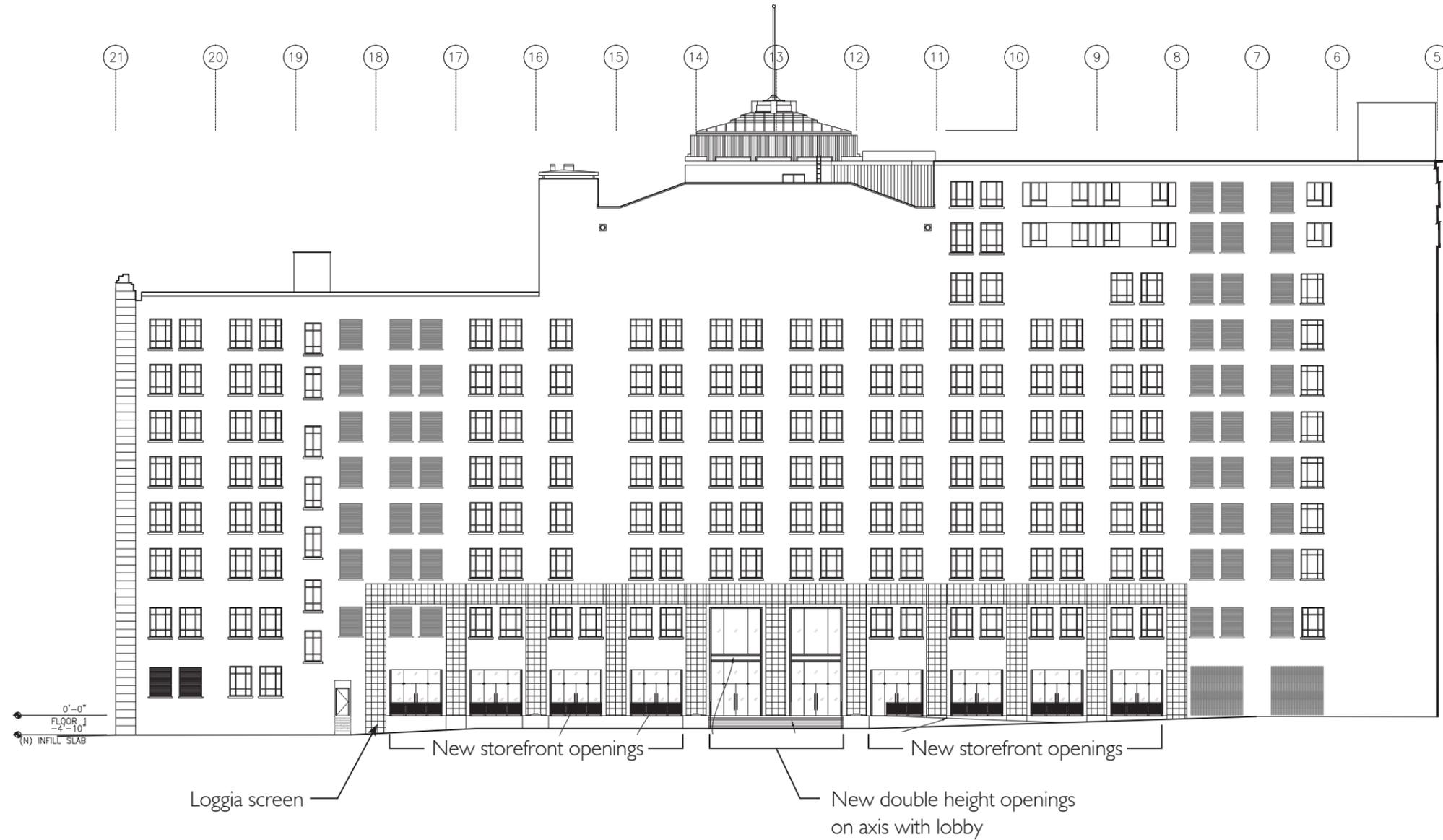
16' 0' 16' 32'
GRAPHIC SCALE: 1/32"=1'-0"



ELEVATIONS

PROPOSED STEVENSON STREET ELEVATION

FOR REFERENCE ONLY - CASE NO. 2012.0502H
PREVIOUSLY APPROVED STEVENSON STREET ELEVATION



ELEVATIONS





FOR REFERENCE ONLY - CASE NO. 2012.0502H
PREVIOUSLY APPROVED STEVENSON STREET ELEVATION

STEVENSON STREET FACADE

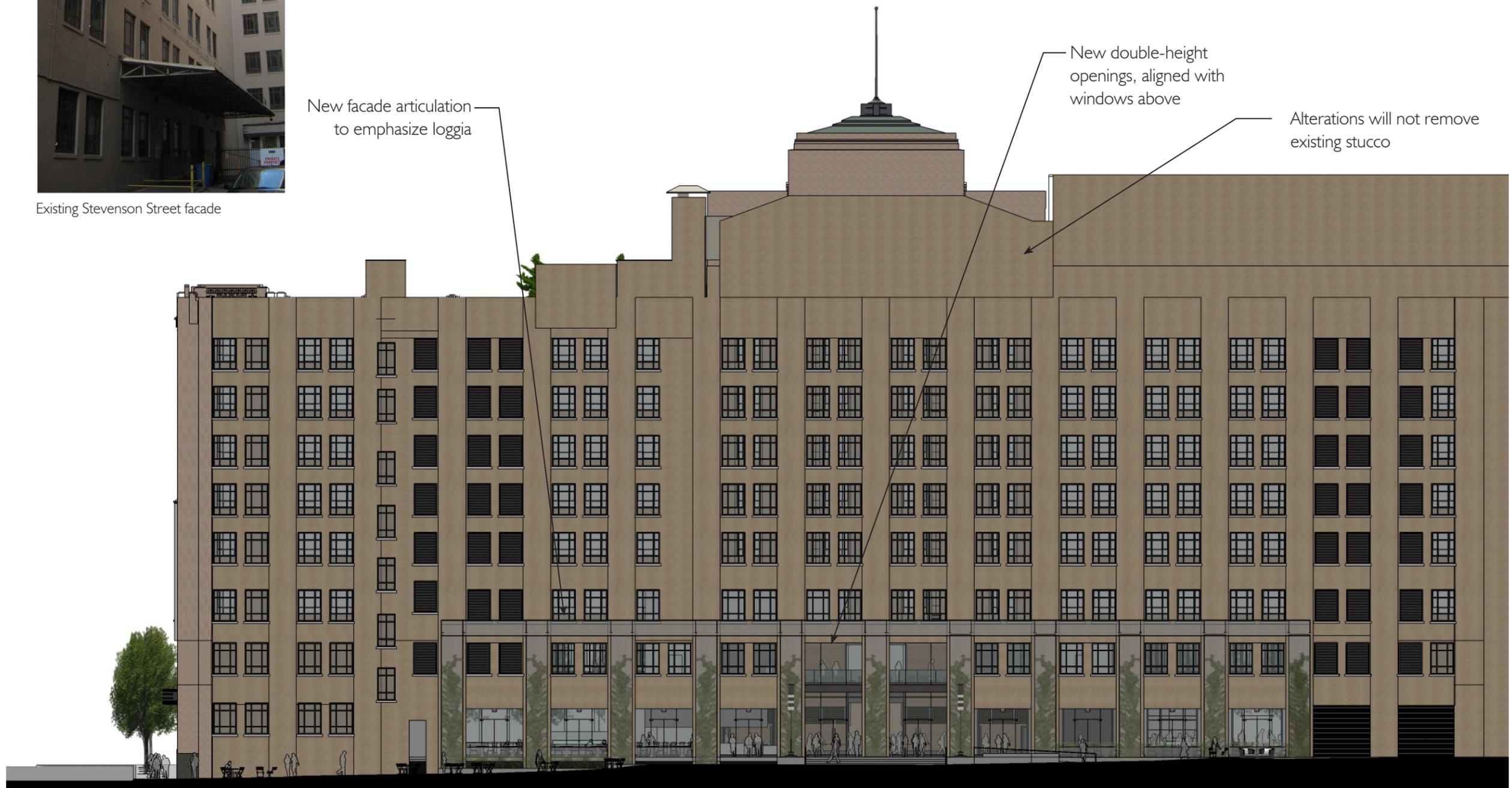


Existing Stevenson Street facade

New facade articulation
to emphasize loggia

New double-height
openings, aligned with
windows above

Alterations will not remove
existing stucco



STEVENSON
STREET

Proposed alterations to garage entry



STEVENSON STREET FACADE

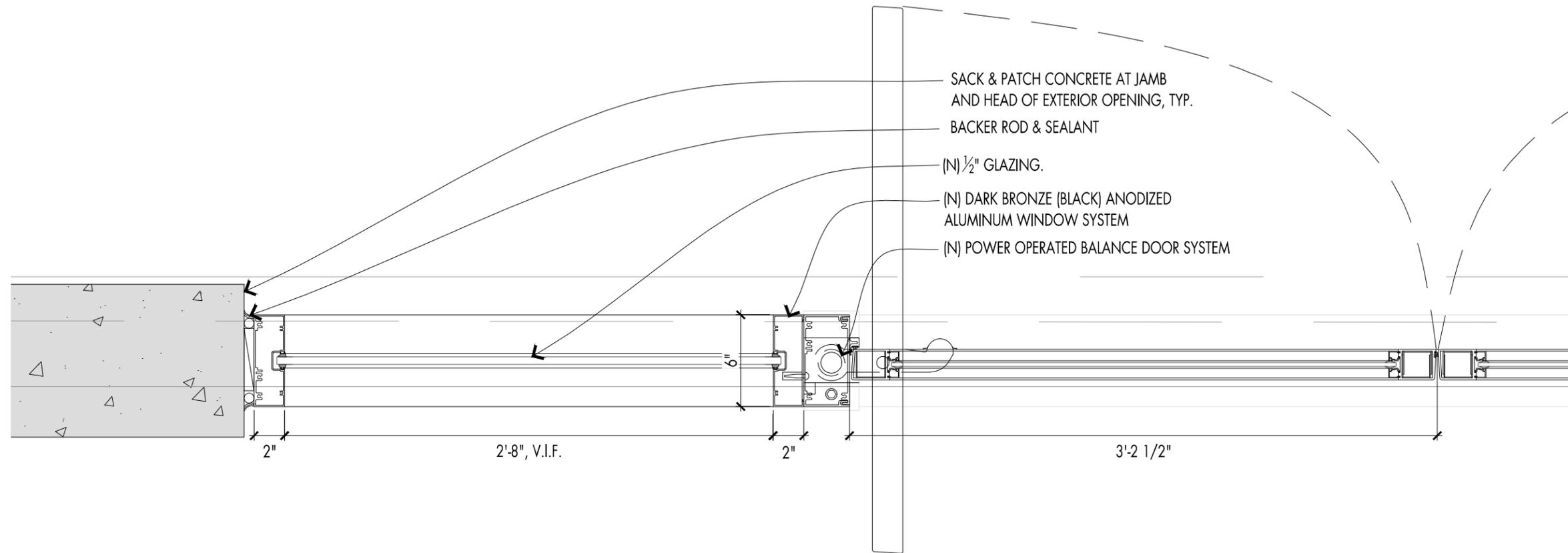
FOR REFERENCE ONLY - CASE NO. 2012.0502H
PREVIOUSLY APPROVED STEVENSON STREET ELEVATION



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.



SACK & PATCH CONCRETE AT JAMB
AND HEAD OF EXTERIOR OPENING, TYP.

3/8" x 3 1/2" EXPANSION FASTENER

(N) DARK BRONZE (BLACK)
ANODIZED ALUMINUM CAP

HSS 2x3

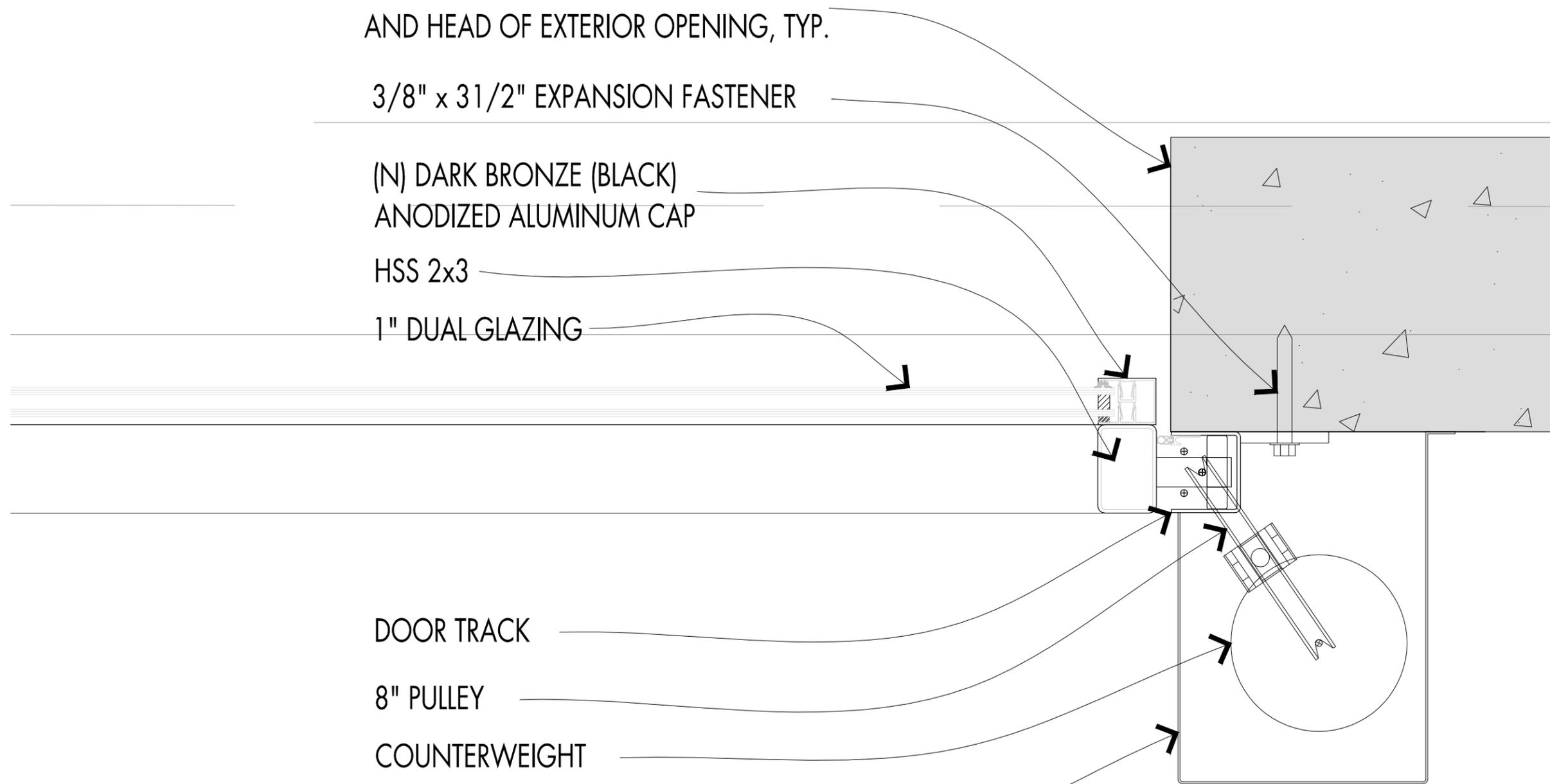
1" DUAL GLAZING

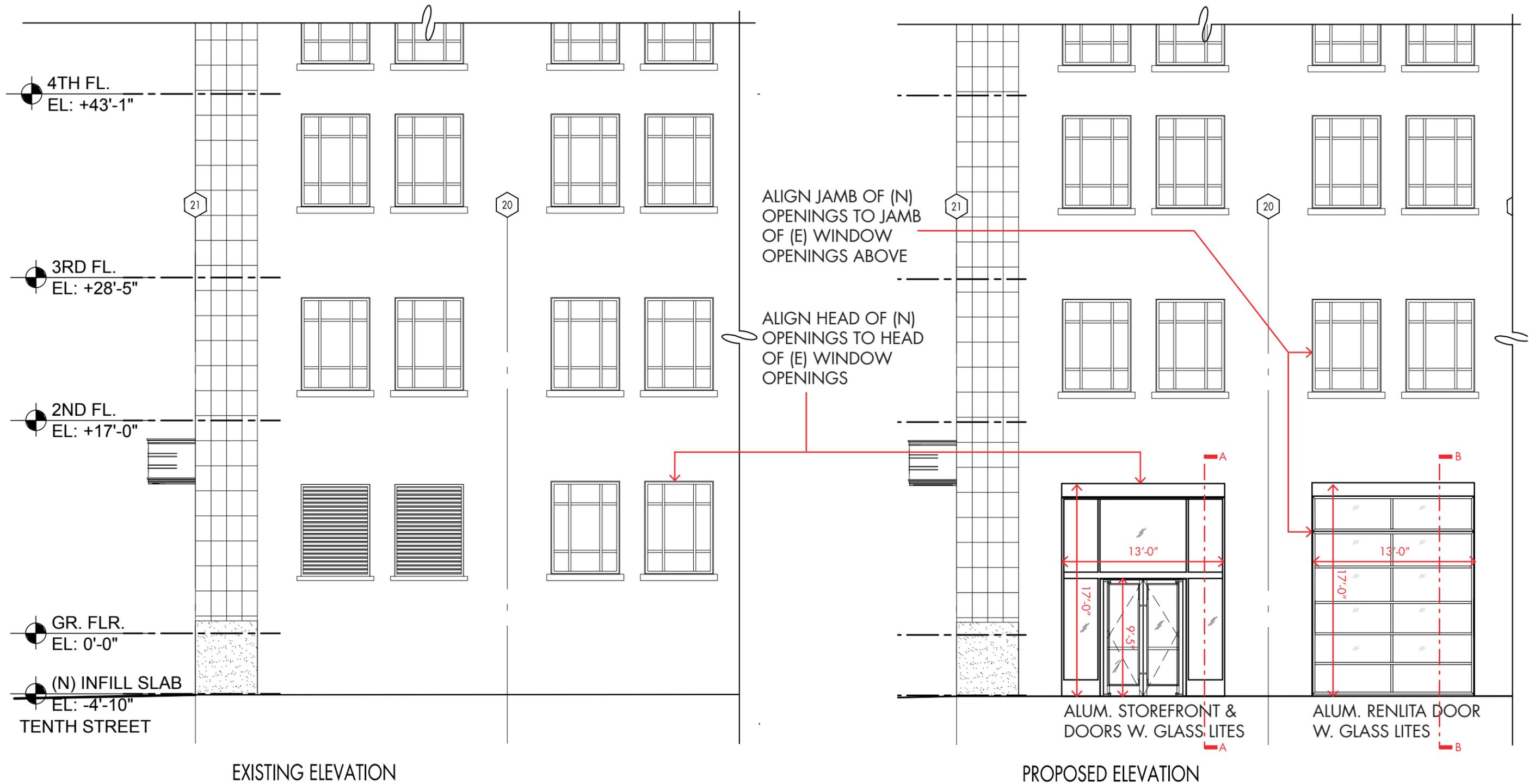
DOOR TRACK

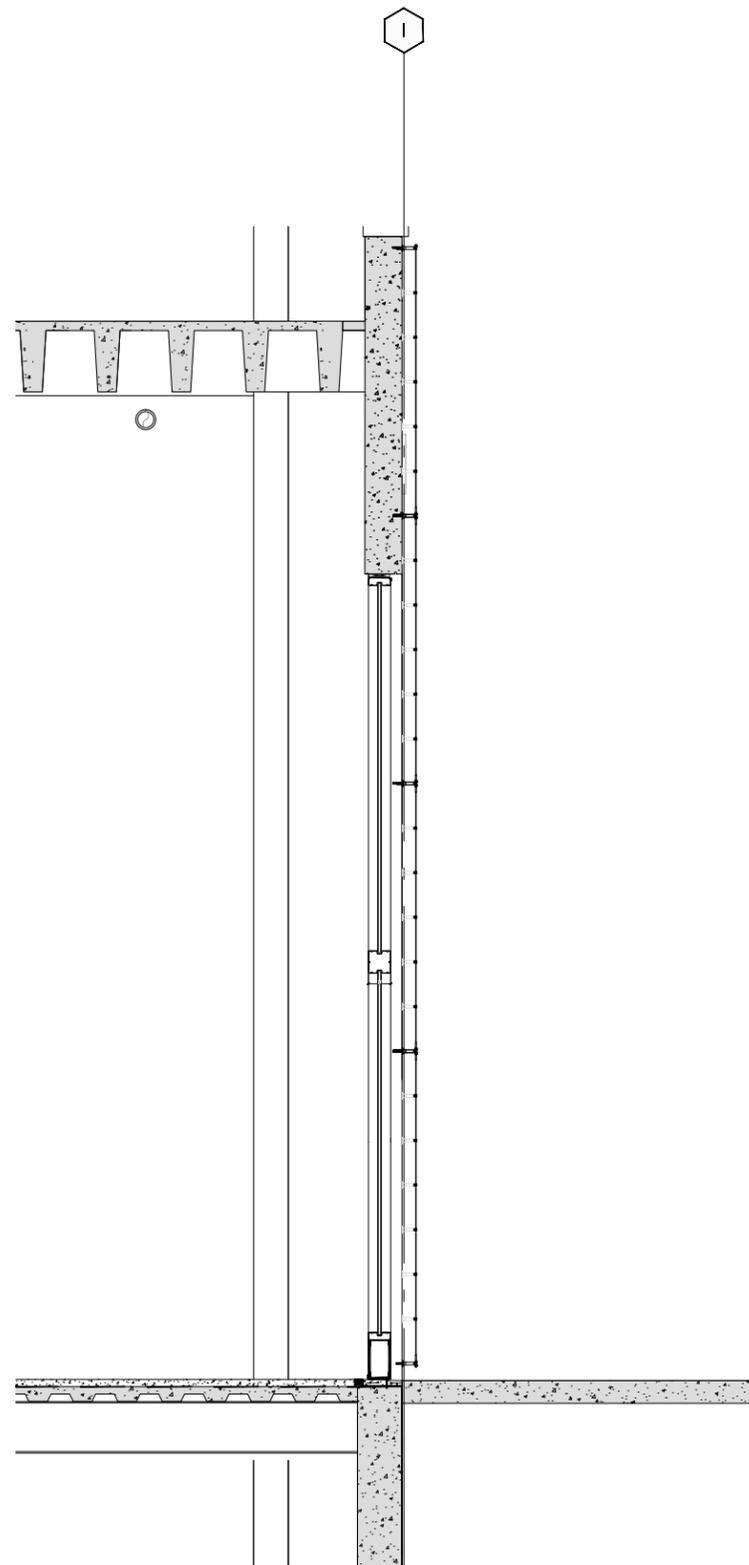
8" PULLEY

COUNTERWEIGHT

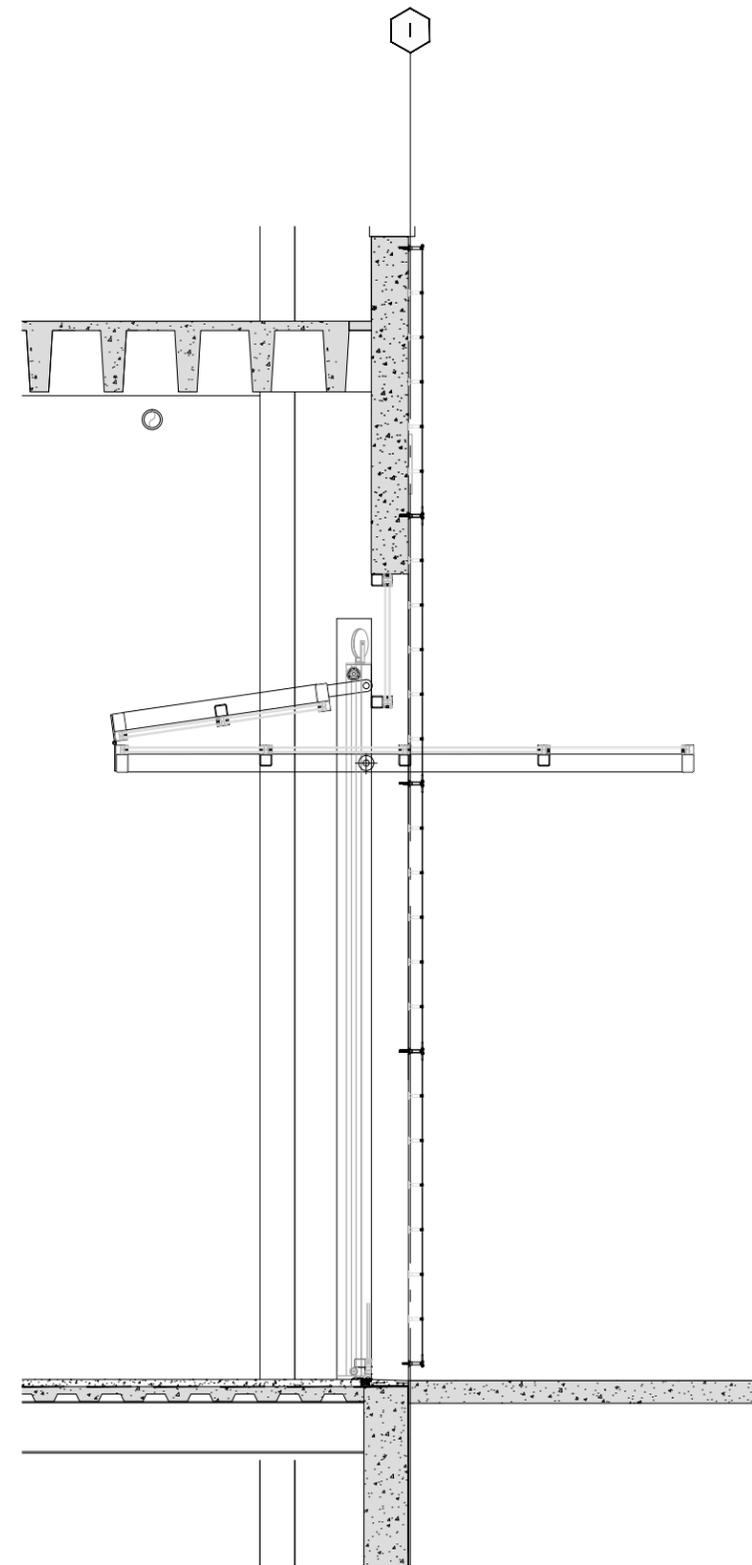
COUNTERWEIGHT COVER





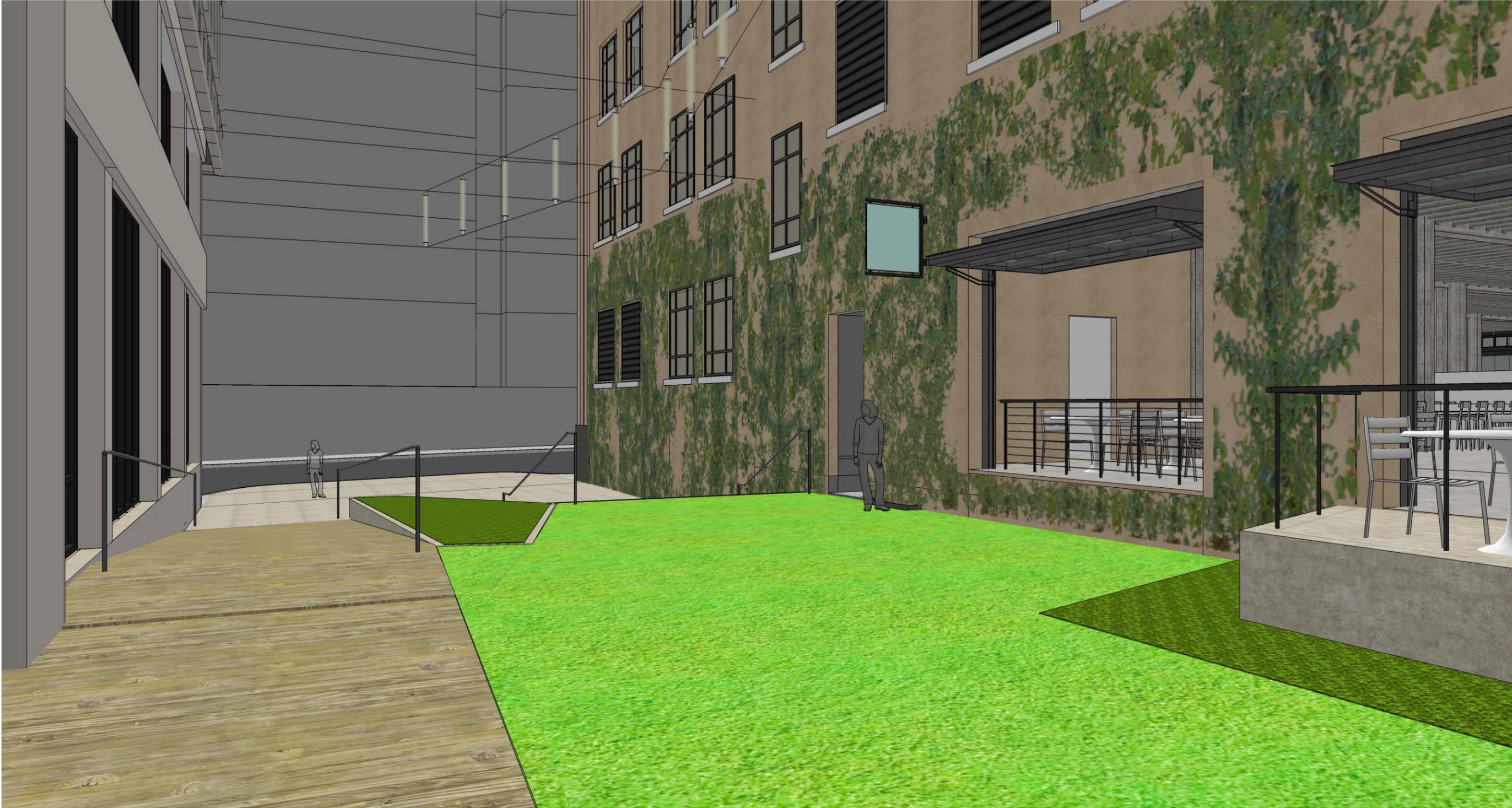


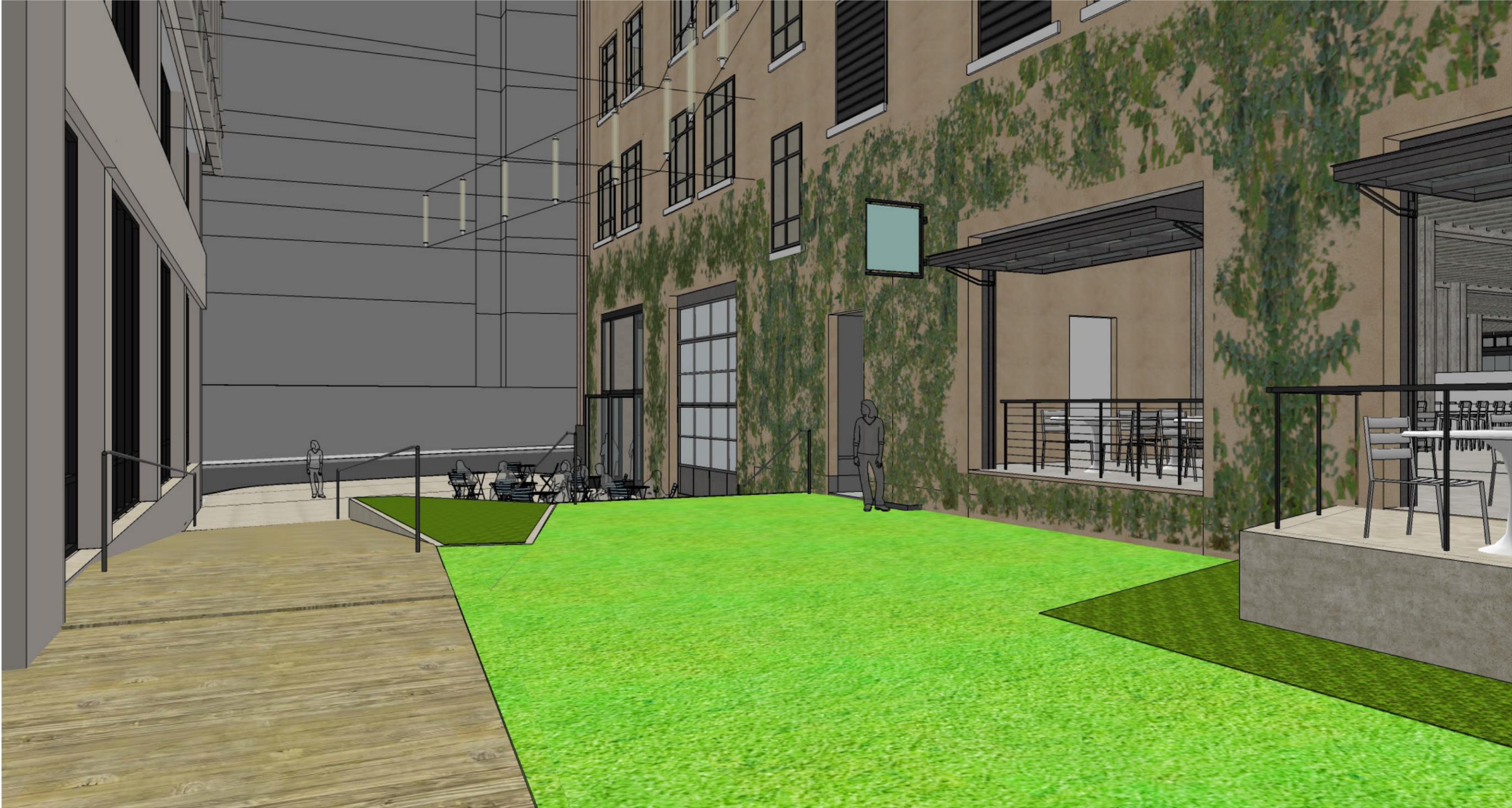
SECTION A (CAFE): ALUM. STOREFRONT & DOORS W. GLASS LITES



SECTION B (LOADING): ALUM. RENLITA DOOR W. GLASS LITES



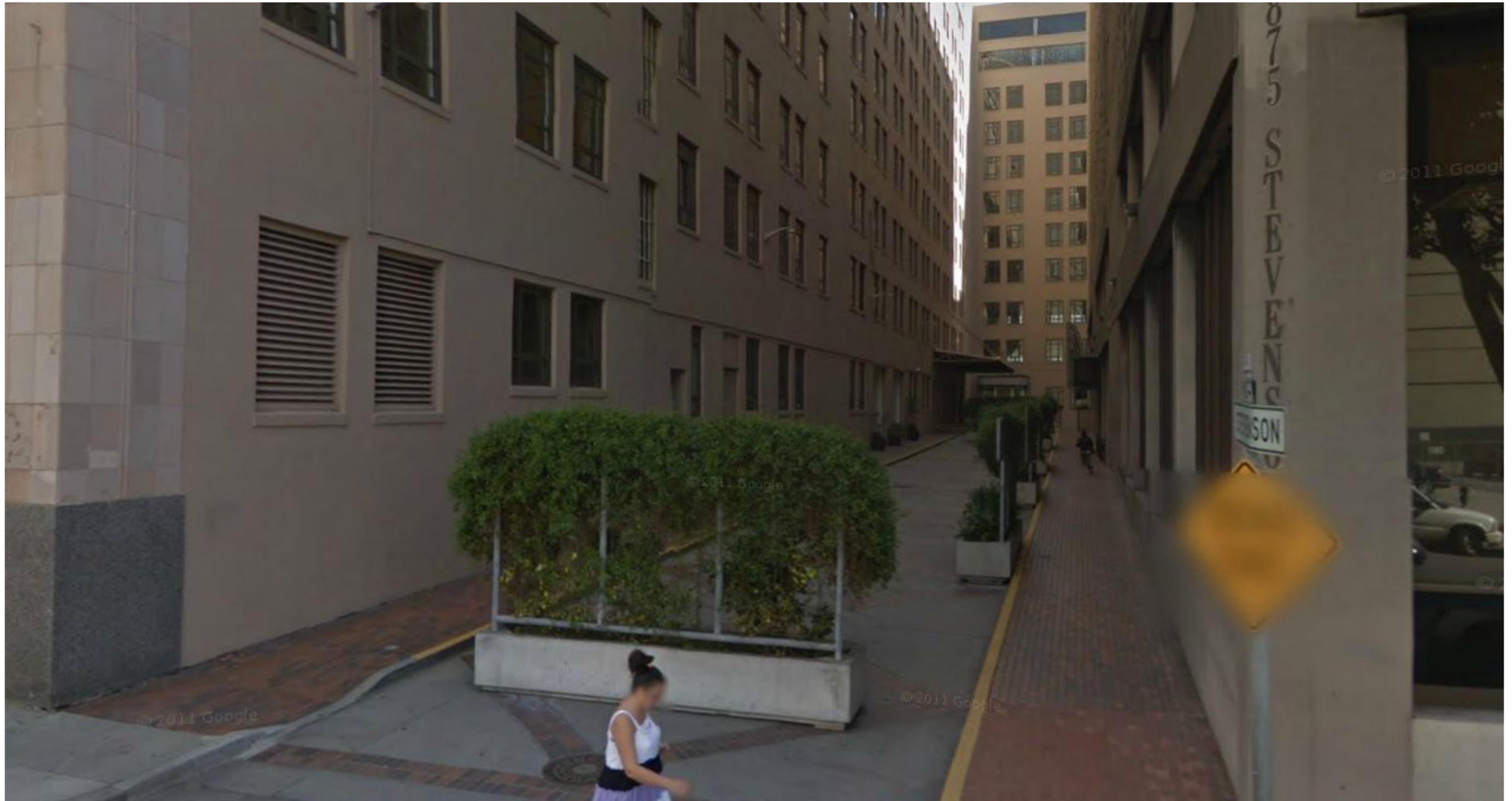
















13.0523 H



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)

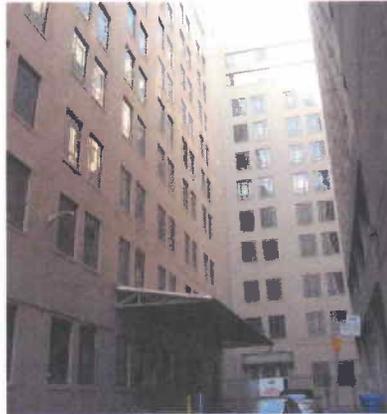
MARKET SQUARE

EXISTING CONDITIONS IMAGES

BUILDING EXTERIOR



View of Market Street facade from Ninth Street



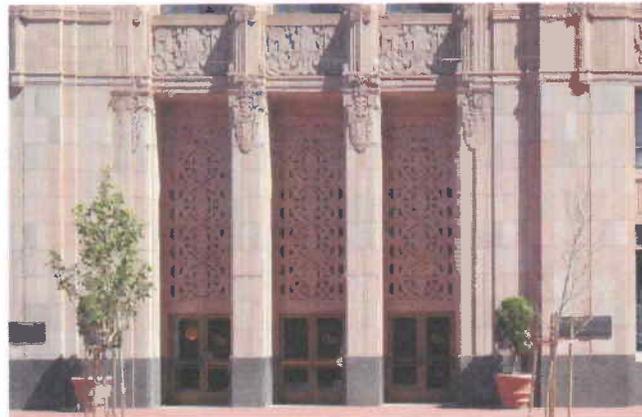
View of Stevenson Street from Tenth Street



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.