



SAN FRANCISCO PLANNING DEPARTMENT

Permit to Alter Case Report

HEARING DATE: May 21, 2014 (Continued
from May 7, 2014 Meeting)

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Filing Date: May 8, 2013
Case No.: **2013.0917H**
Project Address: **650 Howard Street**
Conservation District: New Montgomery-Mission-Second Street Conservation District
Category: Category V (Unrated) Building
Zoning: C-3-O (SD)(Downtown Office (Special Development))
150-S Height and Bulk District
Block/Lot: 3722/024
Applicant: Gary Henderson
Collins Henderson Inc.
Architecture Planning Design
351 California Street Suite 350
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PROPERTY DESCRIPTION

The subject building is located at 650 Howard Street in Accessor's Block 3722, Lot 024 on the north side of Howard Street between 3rd and New Montgomery Streets. It is a Category V (Unrated) Building that is located within the New Montgomery-Mission-Second Street Conservation District. The property is also located within the C-3-O (SD)(Downtown Office (Special Development)) Zoning District, and a 150-S Height and Bulk District.

Constructed in 1923, the structure at 650 Howard Street is a single-story plus mezzanine, reinforced-concrete commercial structure with a flat roof that is designed in a utilitarian mode by architect A. H. Knoll. The square-plan building has been substantially altered and is currently clad with white marble panels, mosaic tiles and painted plywood. The primary façade facing Howard Street is three bays wide with two pairs of metal doors located within the outer bays. The center bay is a former entrance infilled with mosaic tile. A wood canopy spans along the length of the primary façade and terminates with a dome shaped awning at the main entrance. Business identification signs consisting of individual channel letters in gold are mounted above the awning and a blade sign with exposed bulbs is mounted above the awning.

PROJECT DESCRIPTION

The current proposal is for the exterior alterations of the heavily altered Howard Street façade. The scope

of work includes the following:

- Removal of the existing storefront system and replacement with new storefront system with two pairs of double doors and side lights within the outer bays. The wall of the center bay will also be replaced with glazing to create a window box for future signage.
- Removal of the existing cladding material and replacement with new cladding materials consisting of concrete dimensional tiles in sandstone and dark porcelain tiles.
- Introduction of dark brown granite bulkhead at the new storefront and base of piers, approximately 18-inches in height.
- Removal of the existing wood canopy and replacement with three new fabric awnings that fit within each bay opening.
- Installation of a new architectural element integrated with led lighting and spanning the width of the building at the cornice level of the building.
- The existing wall sign will be adjusted to be centrally located on a new belt course and the existing blade sign will be modified by removing the semi-circular elements at the top and bottom as well as the exposed bulbs. The blade sign will also be located approximately 2-feet lower on the façade.

BACKGROUND

On February 5, 2014, the proposed Major Permit to Alter was presented to the Architectural Review Committee (ARC) of the Historic Preservation Commission seeking the ARC's comments and recommendations regarding the compatibility of the proposed project with the Secretary of Interior's Standards and Appendix F of Article 11. Specifically, guidance was on the overall Massing and Composition; Material and Color; Detailing and Ornamentation; as well as on the proposed Awnings and Signs. A copy of the ARC letter is attached as Exhibit H.

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) Within Conservation Districts, all major exterior alterations, of Category V Buildings, shall be compatible in scale and design with the District as set forth in Sections 6 and 7 of the Appendix which describes the District.

ARTICLE 11 – Appendix F – New Montgomery-Mission-Second Conservation District

In reviewing an application for a Permit to Alter, the Historic Preservation Commission must consider whether the proposed work would be compatible with the character of the Conservation District as described in Appendix F of Article 11 of the Planning Code and the character defining features specifically outlined in the designating ordinance. In pertinent part, Appendix F states:

Massing and Composition. Almost without exception, the buildings in the New Montgomery-Mission-Second Conservation District are built to the front property line and occupy the entire site. Most buildings are either square or rectangular in plan, some with interior light courts to allow sunlight and air into the interiors of buildings. Nearly all cover their entire parcels, and their primary facades face the street. Building massing along New Montgomery and Second Streets have different directional orientations. For the most part, the large buildings on New Montgomery Street are horizontally oriented, since they are built on relatively large lots, often occupying an entire block face. Their horizontal width often exceeds their height. The buildings on Second Street are built on much smaller lots, and hence have a vertical orientation. An exception on New Montgomery is the tower of the Pacific Telephone and Telegraph Building, whose soaring verticality is unique for that street.

To express the mass and weight of the structure, masonry materials are used on multi-dimensional wall surfaces with texture and depth, which simulates the qualities necessary to support the weight of a load-bearing wall.

Despite their differing orientation, almost all buildings share a two or three-part compositional arrangement. In addition, buildings are often divided into bays which establish a steady rhythm along the streets of the District. The rhythm is the result of fenestration, structural articulation or other detailing which breaks the facade into discrete segments. A common compositional device in the District is the emphasis placed upon either the end bays or the central bay.

Materials and Color. Various forms of masonry are the predominant building materials in the district. A number of buildings on the northern end of New Montgomery use brown or buff brick. Terra cotta is also used as a facing material, and is frequently glazed to resemble granite or other stones. On Second and Mission Streets, several buildings are faced in stucco. To express the mass and weight of the structure, masonry materials are often rusticated at the ground and second story to increase the textural variation and sense of depth. Several buildings along Howard Street are noteworthy because they are clad in brick in warm earth tones, exhibit fine masonry craftsmanship,

and remain unpainted.

The materials are generally colored light or medium earth tones, including white, cream, buff, yellow, and brown. Individual buildings generally use a few different tones of one color.

Detailing and Ornamentations. Buildings range from industrial brick and stucco office/warehouses to ornately decorated office buildings. The details on the latter buildings are generally of Classical/Renaissance derivation and include projecting cornices and belt courses, rustication, columns and colonnades, and arches. Industrial commercial buildings are noted by their utilitarian nature, with limited areas or ornament applied at the cornice entablature and around windows.

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 not alter the historic purpose of the building and will retain the historic commercial use. The proposed project is limited to exterior alteration including new storefront, signage and awning on a building façade that has been previously altered. As such the proposal will not cause changes to character defining features of the conservation district where the subject building is located.

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 existing structure is a Category V – Unrated building within the New Montgomery-Mission-Second Street Conservation District. The proposed façade alterations will bring the previously altered building closer to conformity with the district by utilizing finish materials that are compatible with those prevalent in the district. The proposed light colored concrete tile cladding in conjunction with the dark porcelain tile finish on the piers and belt course will articulate the façade. Furthermore, the additional glazing on the ground floor is consistent with traditional storefronts found in the conservation district and other historic buildings. As such, the façade alteration is in keeping with the existing character of the conservation district.

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 proposed storefront alteration, including new finish materials, glazing, awning and modified signage will not destroy historic materials and features of the district. The concrete dimensional tiles covering the upper level of the building will have cream color finish in keeping with the light colored finish found in the district. The dark porcelain tiles will provide additional articulation by creating a two and three-part composition. Additionally, detailing such as the horizontal metal architectural feature at the cornice, dark finish at the base of the piers and fabric awnings within each bay further articulate the façade. As such, the proposal incorporates a design, scale, and materials that are compatible with the conservation district.

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.

Should any of the proposed work be removed in the future, the essential form and integrity of the conservation district would be unimpaired.

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 provisions of Appendix F of Article 11 of the Planning Code and the Secretary of the Interior's Standards, the Department believes the proposed exterior alteration will not detrimentally change or alter character-defining features of the district. The pallet of finish colors and materials for the new façade are compatible with yet differentiated from the features materials and design of the historic buildings within the Conservation District.

Massing and Composition

The existing structure is devoid of structural or detailing articulation except for the lower portion of the façade that is divided into three bays. As fully detailed in the attached letter, the ARC provided comments and recommendations on the massing and composition of the proposed project. Specifically, the ARC recommended that the existing flat façade of the building be broken up and articulated by using different materials and treatments, create a two-part composition should be created by intruding a belt course and the discrete bays started at the lower level should be emphasized by extend the piers the full height of the facade, provide more glazing on the ground floor as well as emphasize the main entry located within the left bay by way of adding a transom window above the doors and using a different awning treatment.

The current proposal introduces a two-part horizontal composition and a three-part vertical composition. This is specifically achieved with the introduction of new materials such as 12" x 12" dimensional concrete tiles to provide articulation and give depth to the upper level of the façade and a dark porcelain tile finish to create a belt course that divides the façade into tow horizontal parts. In addition, the dark porcelain is used to extend the piers the full height of the façade to create a three-part composition, thereby achieving the intended façade articulation outlined in Appendix F and continue the steady rhythm along the streets of the District. The façade is further articulated by providing glazing on the center bay of the lower

portion. Although due to existing structural elements behind the center bay, the new glazing will not provide visual access into the interior of the building, eliminating the solid wall and providing a glazed area in front of the structural element helps bring the façade closer to conformity with Department's Storefront Guideline.

Material and Color

The extension of the pier treatment to the top of the building divides the façade into three discrete bays. The use of buff or cream color cladding material is consistent with the color of other cladding materials prevalent within the District. The use of different tones of one color or compatible materials is also appropriate as evidenced on individual buildings within the District. Structures in the district display masonry materials that are often rusticated at the ground and second story to express the mass and weight of structures, and to increase the textural variation and sense of depth.

The ARC also provided recommendation on the material and color of the proposal. Specifically, the ARC recommended that the use of the the proposed dimensional concrete tile material be limited to the main façade (of upper level) instead of on the entire façade and the piers and belt course be clad with the darker porcelain material. The ARC also recommended that the metal architectural feature proposed at the cornice line be retained but should be of a dark bronze anodized finish or other similar finish that is compatible with the colors of the porcelain tile proposed.

The Sponsor has revised the plans to reflect the use of the new cream colored concrete dimensional tiles on the upper level and dark porcelain tile on the piers and belt course. Specifically, the use of the square tiles to create a scored façade and provide a sense of depth on the building as well as the use of darker finish material on the piers and belt course helps to break the façade into discrete segments to extend the piers the full height of the facade as recommended by the ARC.

The new storefront at the ground floor is comprised of framed double doors with transparent glazing, side lights and transom level windows, with metal frames with powder-coated finish, consistent with the ARC recommendation and Departments Storefront Guidelines (draft).

Detailing and Ornamentation

In addition to using different complementary materials, the ARC further recommended that the pier be detailed with a base that is finished differently so as to give the piers some prominence. As revised, the piers are clad with a dark brown granite material at the base to align with and match the bulkhead at the new storefront. With the limited use of the dimensional concrete on the upper walls, the dark finish on the piers and belt course the new base treatment adds interesting detailing and rustication to the façade.

Awnings and Signs

As mentioned above, the ARC recommended that the previously proposed aluminum sloped awning be replaced with a belt course. The revised proposal replaces the metal awning with a belt course that is clad with the dark porcelain tile material and new fabric retractable awnings with free hanging valance are proposed to fit within each bay of the new storefront. The three fabric awnings are consistent with the Department's Awning Gridlines and are integrated with the new façade design to further articulate the façade.

Lastly, the ARC recommended that the existing wall sign comprised of individual channel letters in gold color be adjusted to be centrally located on the new belt course. The sign as revised is centered above the center bay and fits within the belt course. Additionally, the existing blade sign is proposed to be simplified by removing exposed bulb and the semi-circular ornamentation at the top and bottom of the sign. The blade sign will be lowered on the façade to be appropriately located at pedestrian scale.

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 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 V (Unrated) Building and the *Secretary of the Interior Standards for Rehabilitation*.

1. Attachment details for all cladding material proposed, new metal and fabric awnings and signage shall be provided for review and approval prior to approval of the Building Permit by Planning Department staff.

ATTACHMENTS

- A. Draft Motion
- B. Parcel Map
- C. Sanborn Map
- D. Aerial Photo
- E. Zoning Map
- F. New Montgomery-Mission-Second Street Conservation Street Boundary
- G. Site Photos
- H. ARC Letter
- I. Major Permit to Alter Application Packet submitted by Project Sponsor

LY: G:\Documents\PTA\650 Howard St\2013.0917H.docx



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

HEARING DATE: MAY 21, 2014

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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 V (UNRATED) PROPERTY LOCATED ON LOT 024 IN ASSESSOR'S BLOCK 3722. THE SUBJECT PROPERTY IS WITHIN A C-3-O(SD)(DOWNTON OFFICE -SPECIAL DEVELOPMENT) ZONING DISTRICT AND AN 150-F HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on May 8, 2013, Gary Henderson, Collins Henderson Inc. ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter for a façade alteration. The subject building is located on Lot 024 in Assessor's Block 3722, a Category V (Unrated) building and located within the New Montgomery-Mission-Second Street Conservaton

District designated under Article 11, Appendix F of the Planning Code. Specifically, the proposal is re clad the primary façade with new cladding material, provide new storefront glazing and awning while updating the existing signage on the building façade.

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 May 21, 2014, the Commission conducted a duly noticed public hearing on Permit to Alter application No. 2013.0917H ("Project").

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

MOVED, that the Commission hereby **APPROVES WITH CONDITIONS** the Permit to Alter, in conformance with the architectural plans dated January 2, 2014 and labeled Exhibit A on file in the docket for Case No. 2013.0917H based on the following findings:

CONDITIONS OF APPROVAL

1. Attachment details for all cladding material proposed, new metal and fabric awnings and signage shall be provided for 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 Commission has determined that the proposed work is compatible with the exterior character-defining features of the conservation district and meets the requirements of Article 11 of the Planning Code:

- The proposed project is limited to exterior alteration including new storefront, signage and awning on a building façade that has been previously altered;
- The proposed façade alterations will bring the previously altered building closer to conformity with the district by utilizing finish materials that are compatible with those prevalent in the district;

- The proposed light colored concrete tile cladding in conjunction with the dark porcelain tile finish on the piers and belt course will articulate the façade;
- That the additional glazing on the ground floor is consistent with traditional storefronts found in the conservation district and other historic buildings.
- That the proposed storefront alteration, including new finish materials, glazing, awning and modified signage will not destroy historic materials and features of the district.
- That the proposal respects the character-defining features of the conservation district;
- That the integrity of distinctive stylistic features and examples of skilled craftsmanship that characterize the district 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 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. It will provide sufficient off-street parking for the proposed units.

- 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 Sutter 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 the 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 004 in Assessor's Block 0284 for proposed work in conformance with the architectural submittal dated January 2, 2014 and labeled Exhibit A on file in the docket for Case No. 2013.0247H.

APPEAL AND EFFECTIVE DATE OF MOTION: The Commission's decision on a Permit to Alter shall be final unless appealed within thirty (30) days after the date of this Motion No. XXXX. Any appeal shall be made to the Board of Appeals, unless the proposed project requires Board of

Supervisors approval or is appealed to the Board of Supervisors as a conditional use, in which case any appeal shall be made to the Board of Supervisors (see Charter Section 4.135). For further information, please contact the Board of Appeals in person at 1650 Mission Street, (Room 304) or call (415) 575-6880.

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

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on May 21, 2014.

Jonas P. Ionin
Acting Commission Secretary

AYES:

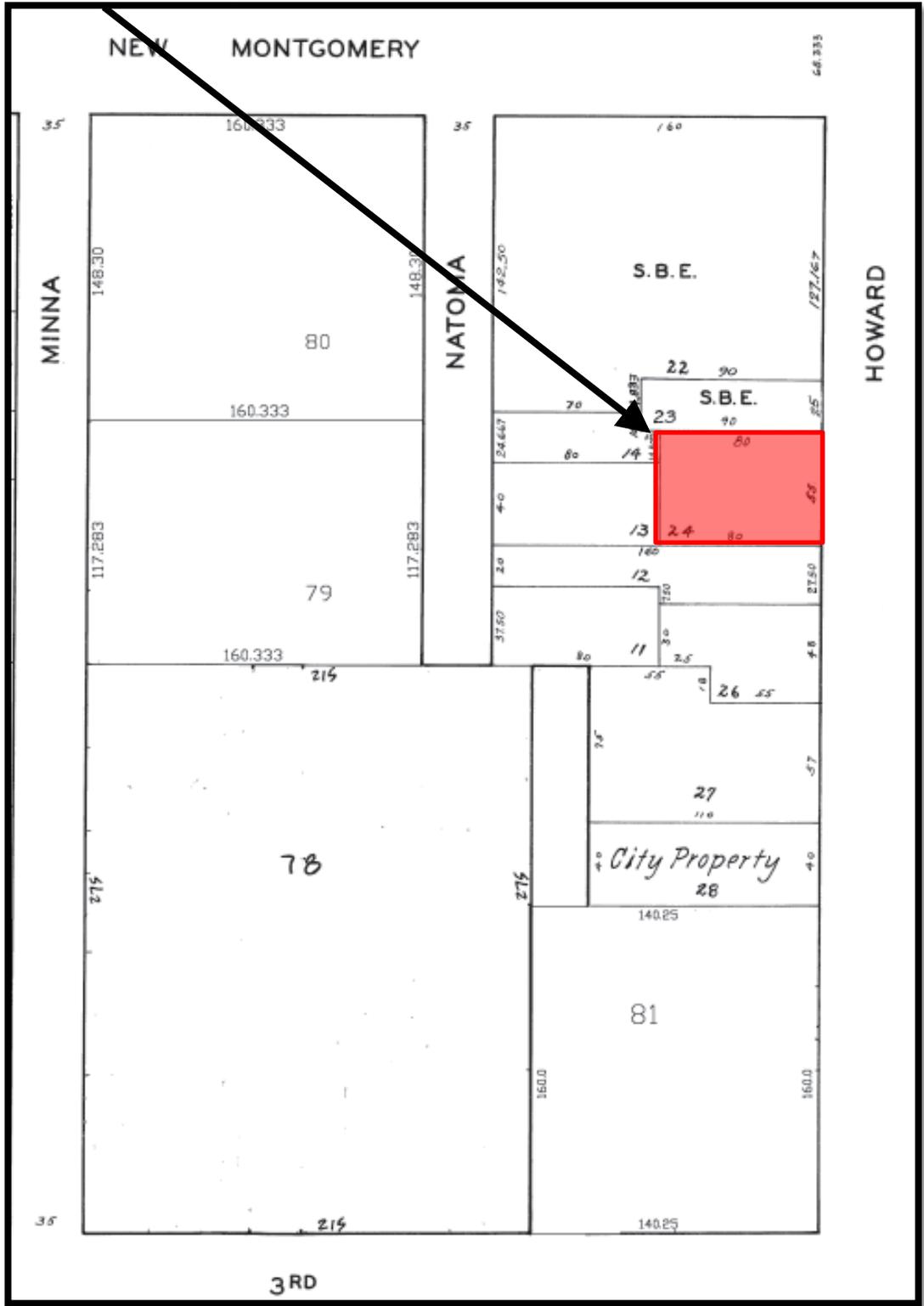
NAYS:

ABSENT:

ADOPTED: May 21, 2014

Zoning Map

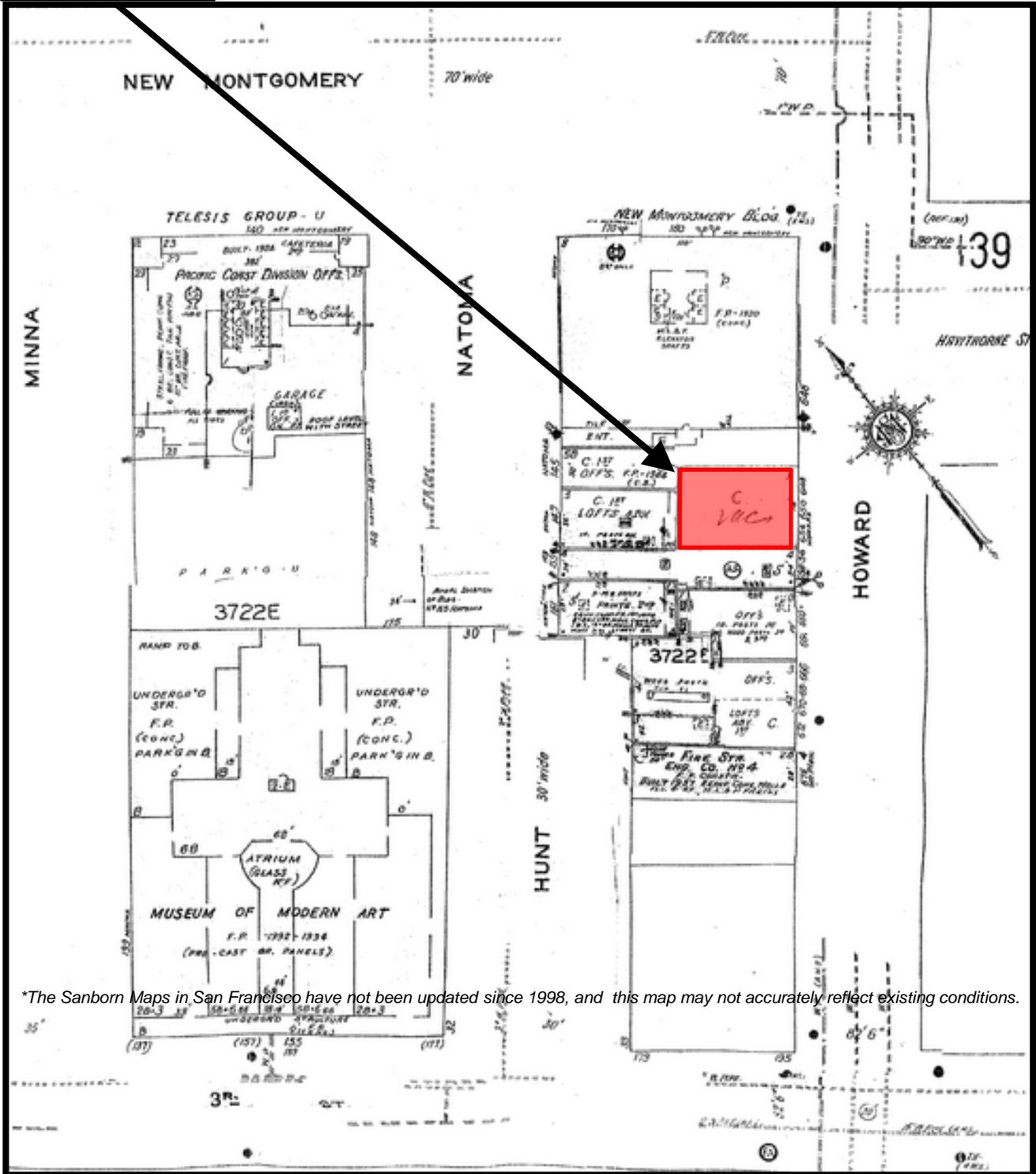
SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.0917H
650 Howard Street

Sanborn Map*

SUBJECT PROPERTY

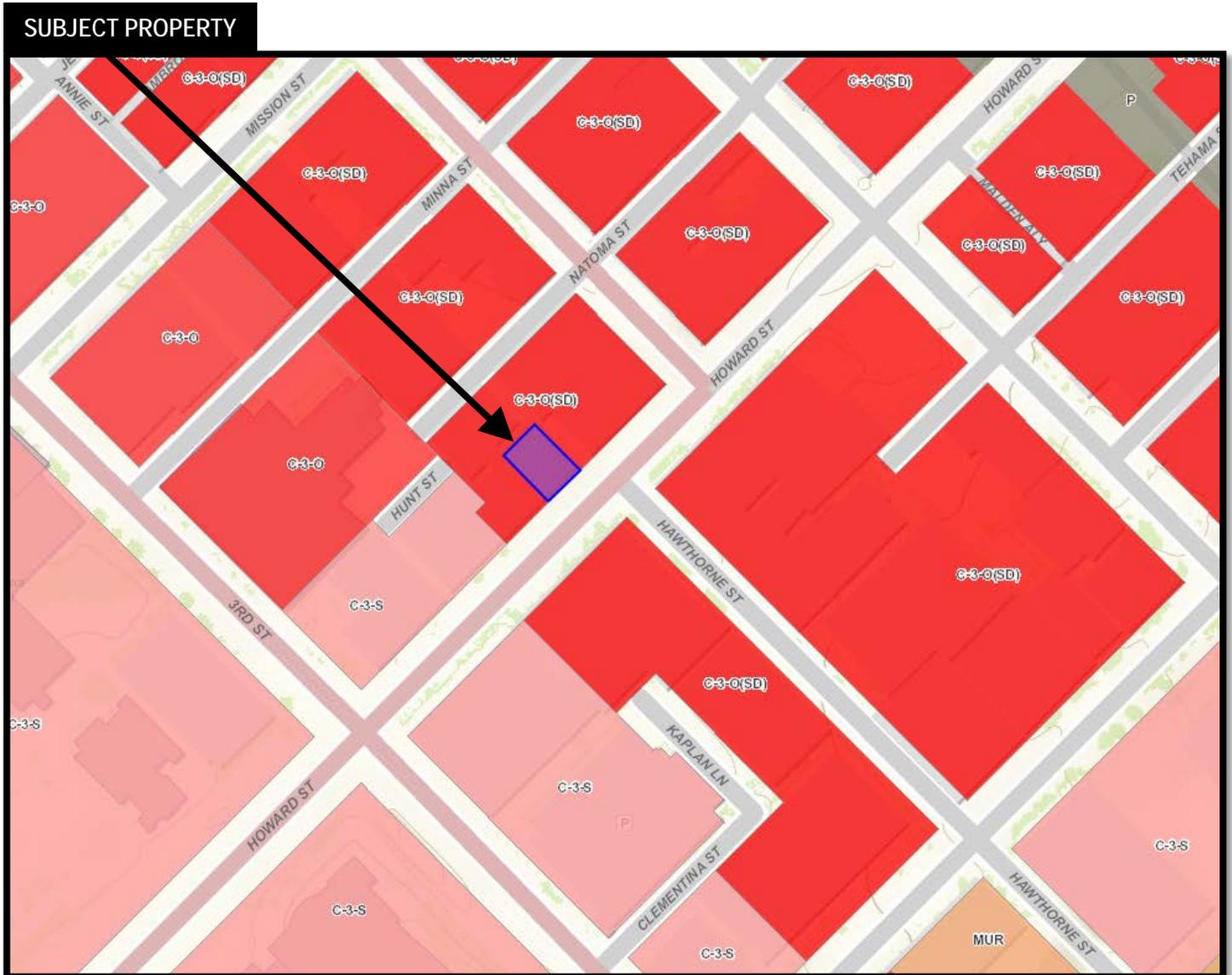


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Major Permit to Alter Hearing
Case Number 2013.0917H
650 Howard Street

Zoning Map



New Montgomery-Mission-Second Street Conservation District

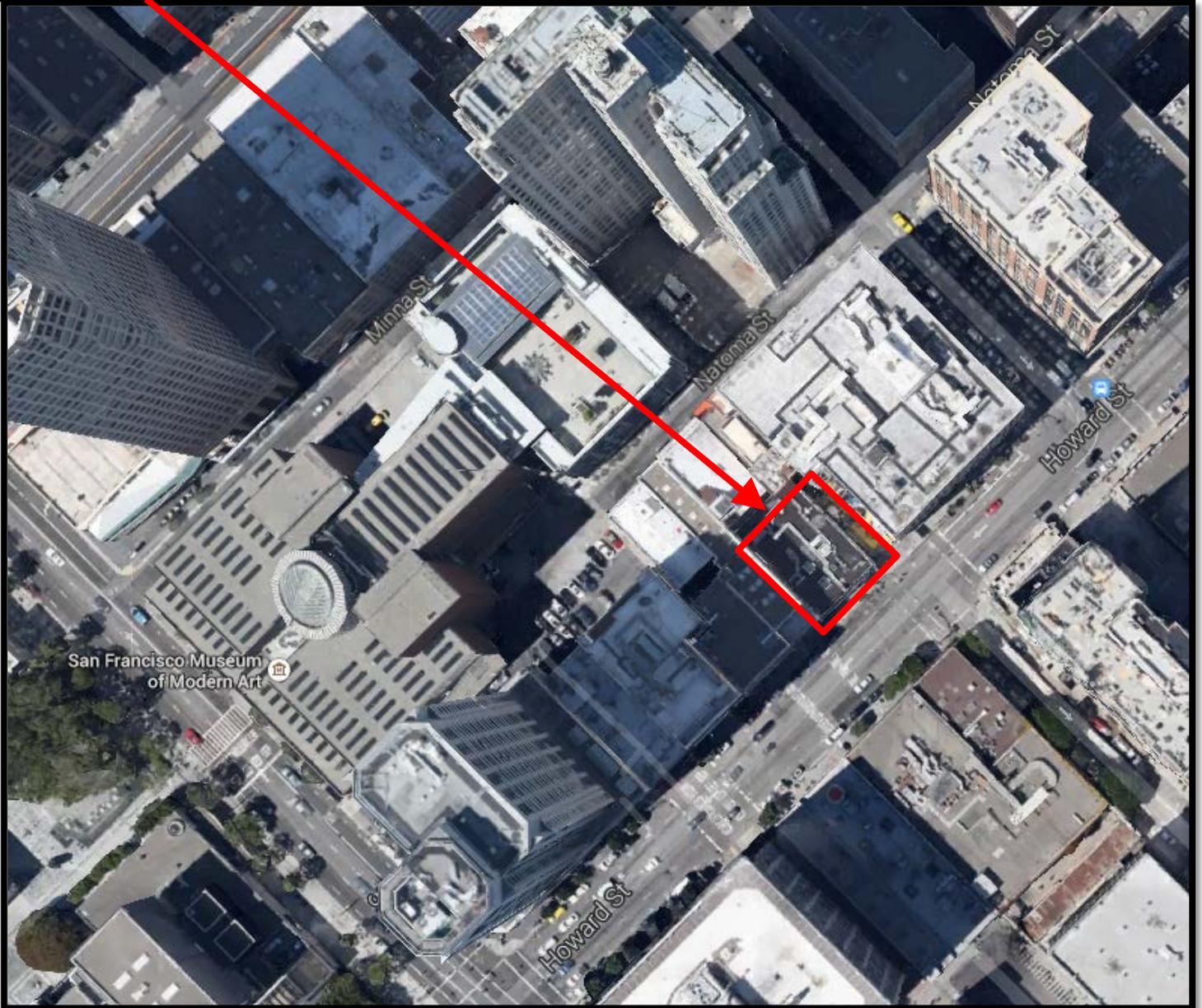
SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.0917H
650 Howard Street

Aerial Photo

SUBJECT PROPERTY

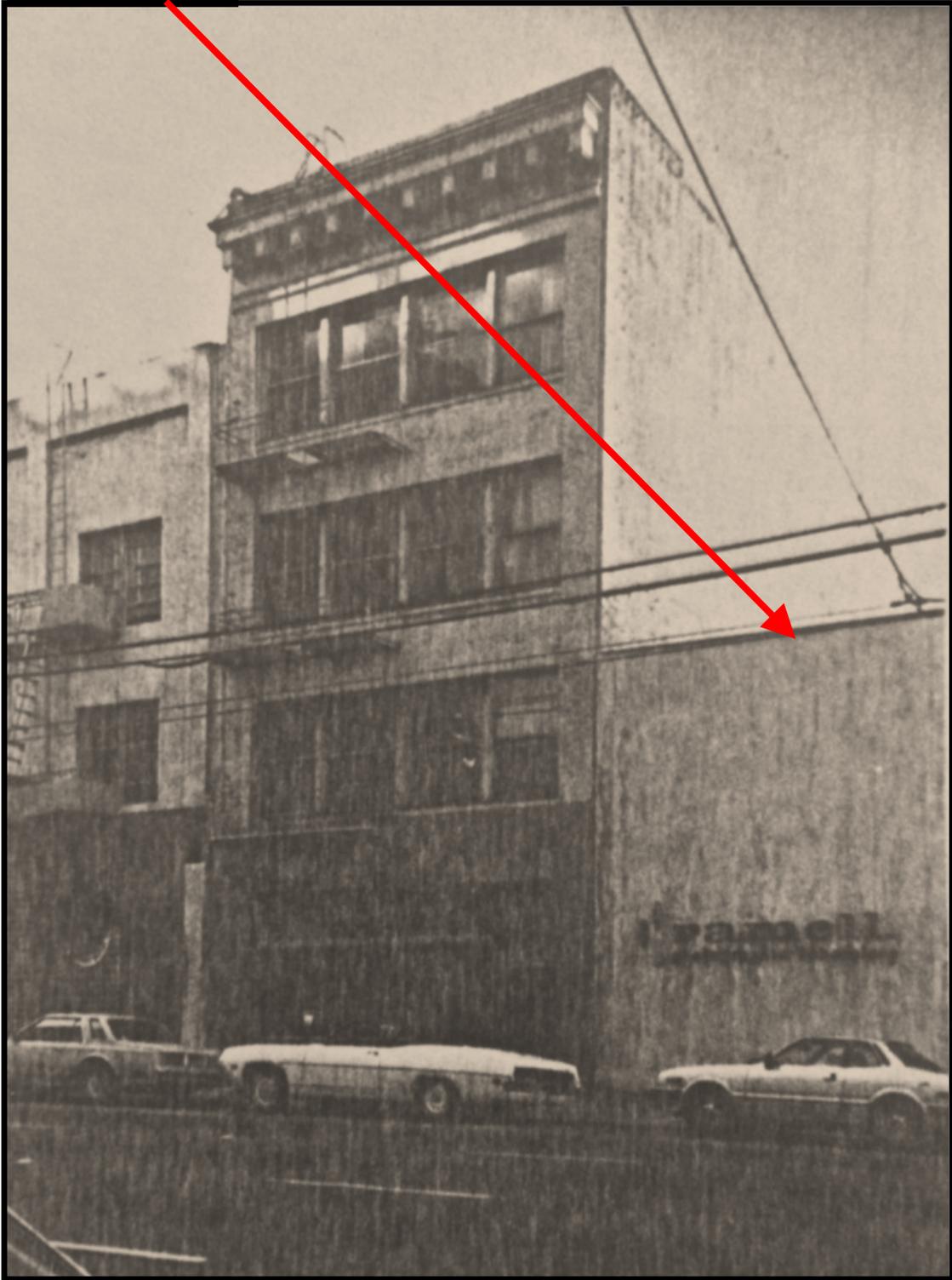


Major Permit to Alter Hearing
Case Number 2013.0917H
650 Howard Street

Site Photos

Circa 1982

SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.0917H
650 Howard Street

Site Photos

SUBJECT PROPERTY

Circa 1990



Major Permit to Alter Hearing
Case Number 2013.0917H
650 Howard Street

Site Photos

SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.0917H
650 Howard Street



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: February 6, 2014
TO: Gary Henderson, Project Sponsor
FROM: Lily Yegazu, Preservation Planner, (415) 575-9676
REVIEWED BY: Architectural Review Committee of the
Historic Preservation Commission
RE: **Meeting Notes from the Review and Comment at the
February 5, 2014 Hearing for 650 Howard Street**

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Planning Department Preservation Staff has drafted a summary of the key points from the February 5, 2014 Architectural Review Committee (ARC) meeting. At that hearing, the Department requested review and comments regarding the compatibility of the proposed project with the Secretary of the Interior Standards and compatibility of the proposed materials with the New Montgomery-Mission-Second Street Conservation District. Specifically, the department requested review and comments regarding the Massing and Composition; Material and Color; Detailing and Ornamentation; Awnings and Signs; and the recommendations proposed by staff.

ARC RECOMMENDATIONS

Massing and Composition:

1. The ARC concurred with staff's recommendation to revise the design and break up the flat façade of the building with the use of different materials and treatments. Specifically the ARC recommended the design be revised by:
 - a. Introducing a two-part composition by replacing the aluminum awning with a belt course possibly clad in the same material as the piers, to create a two-part composition.
 - b. Extending the pier treatments to the upper level of the building and continue the three-part composition. The width of the piers above the new horizontal element may be reduced in width.
 - c. Introducing a glazing in the center bay; options could include display window or a sign box.
 - d. Emphasizing the double doors at the main entry (within the left bay) by introducing a transom window above the doors and using a different awning treatment.

Material and Color:

2. The ARC recommended that:
 - a. The proposed dimensional concrete tile material should be used on the main façade in conjunction with the darker porcelain material used to clad the piers and the belt course.
 - b. The aluminum awning proposed at the cornice level should be retained but it should have a darker bronze anodized finish or other similar finish and be compatible with the colors of the piers and the belt course.

Detailing and Ornamentation:

3. The ARC recommended that the piers be detailed with the introduction of a base at the bottom of each pier to give them prominence.

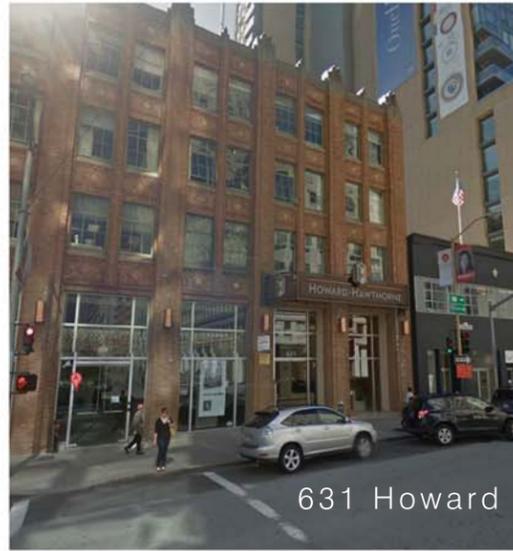
Awnings and Signs:

4. The ARC concurred with staff that the proposed aluminum sloped awning is not appropriate and should be replaced with a fabric retractable awning that fits within the bays on the lower level.
5. The ARC also recommended that the wall mounted sign be well centered on the façade and be placed either on the wall above the horizontal element as currently proposed or on the new horizontal element.

NEW MONTGOMERY-MISSION- 2ND ST. CONSERVATION DISTRICT



RHYTHM AND PROPORTION



EARTH/BUFF TONES
TEXTURES

VARIOUS AWNING



HOWARD STREET- ADJCENT TO 650 Howard



BUILDING PERMITS FOR 650 HOWARD

Permit: [8707963](#)
Form: 3 - ADDITIONS, ALTERATIONS OR REPAIRS
Filed: 6/8/1987
Address: 650 HOWARD ST
Existing: RETAIL SALES
Proposed: FOOD/BEVERAGE HNDLNG
Units: 0
Action: COMPLETE
Action Date: 3/3/1988
Description: DEMO, INSTALL STRUCTURAL LATERAL BRACING, ROOF, FLOOR FRAME
Cost: \$550,000.00

Permit: [8917224](#)
Form: 3 - ADDITIONS, ALTERATIONS OR REPAIRS
Filed: 9/20/1989
Address: 650 HOWARD ST
Existing: NITE CLUB
Proposed: NITE CLUB
Units: 0
Action: EXPIRED
Action Date: 3/18/1991
Description: DEMOL. WIND VESTIBULES, REPLACE ENTRY DOORS
Cost: \$175,000.00

Permit: [8919568](#)
Form: 3 - ADDITIONS, ALTERATIONS OR REPAIRS
Filed: 10/17/1989
Address: 650 HOWARD ST
Existing: FOOD/BEVERAGE HNDLNG
Proposed: FOOD/BEVERAGE HNDLNG
Units: 0
Action: EXPIRED
Action Date: 1/17/1991
Description: FURNISH & INSTALL COMPLETE AWNING OVER FRONT OF BLDG
Cost: \$10,650.00

Permit: [9511667](#)
Form: 3 - ADDITIONS, ALTERATIONS OR REPAIRS
Filed: 7/26/1995
Address: 650 HOWARD ST
Existing: CLUB
Proposed: CLUB
Units: 0
Action: FINAL INSPECT/APPRVD
Action Date: 8/11/1995
Description: INSTALL & FAABRICATE 1 AWNING DIMEN 7'HI X 13' PROJECTION
Cost: \$3,000.00

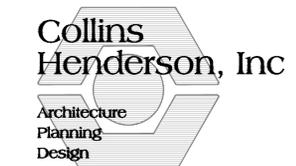
Permit: [9509870](#)
Form: 8 - ADDITIONS, ALTERATIONS OR REPAIRS - 'I' OCCUPANCY WITH NO PLANS
Filed: 6/27/1995
Address: 650 HOWARD ST
Existing: CLUB
Proposed: CLUB
Units: 0
Action: FINAL INSPECT/APPRVD
Action Date: 8/11/1995
Description: CANVAS COVER-COVER EXISTING AWNING
Cost: \$3,000.00

Permit: [200002071184](#)
Form: 3 - ADDITIONS, ALTERATIONS OR REPAIRS
Filed: 2/7/2000
Address: 650 HOWARD ST
Existing: CLUB
Proposed: CLUB
Units: 0
Action: EXPIRED
Action Date: 3/19/2001
Description: REMODEL EXTERIOR FACADE W/GRANITE & MARBLE TILES PAINT & RECOAT (E) DOORS
Cost: \$15,000.00

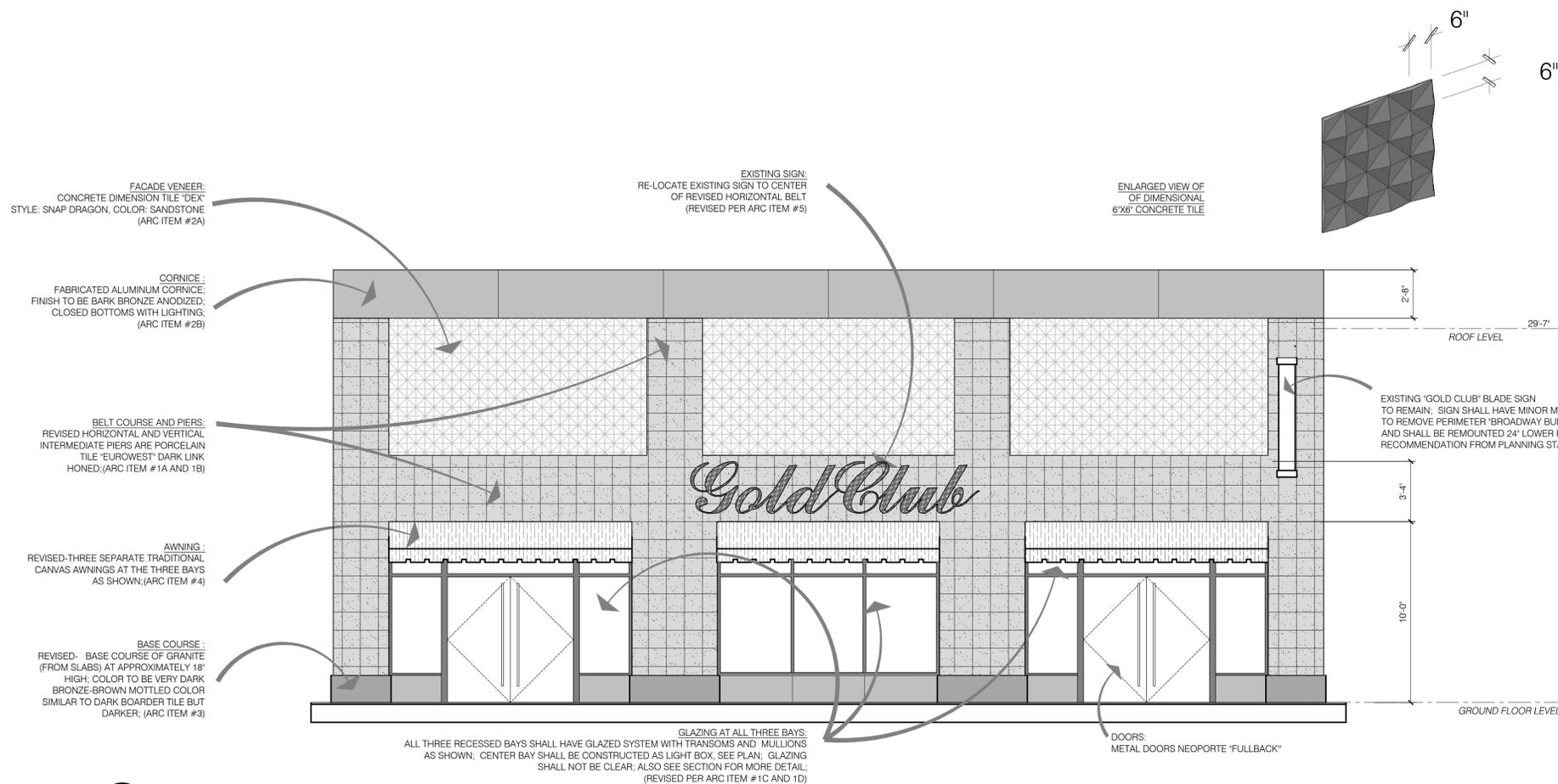
Date printed: 5/13/2014 9:41 AM / Saved: 4/15/2014 10:37 AM / 13037-Gold Club-Exterior.dwg / Collins Henderson Inc. 631 Howard Street, Suite 530, San Francisco, CA 94105

GOLD CLUB

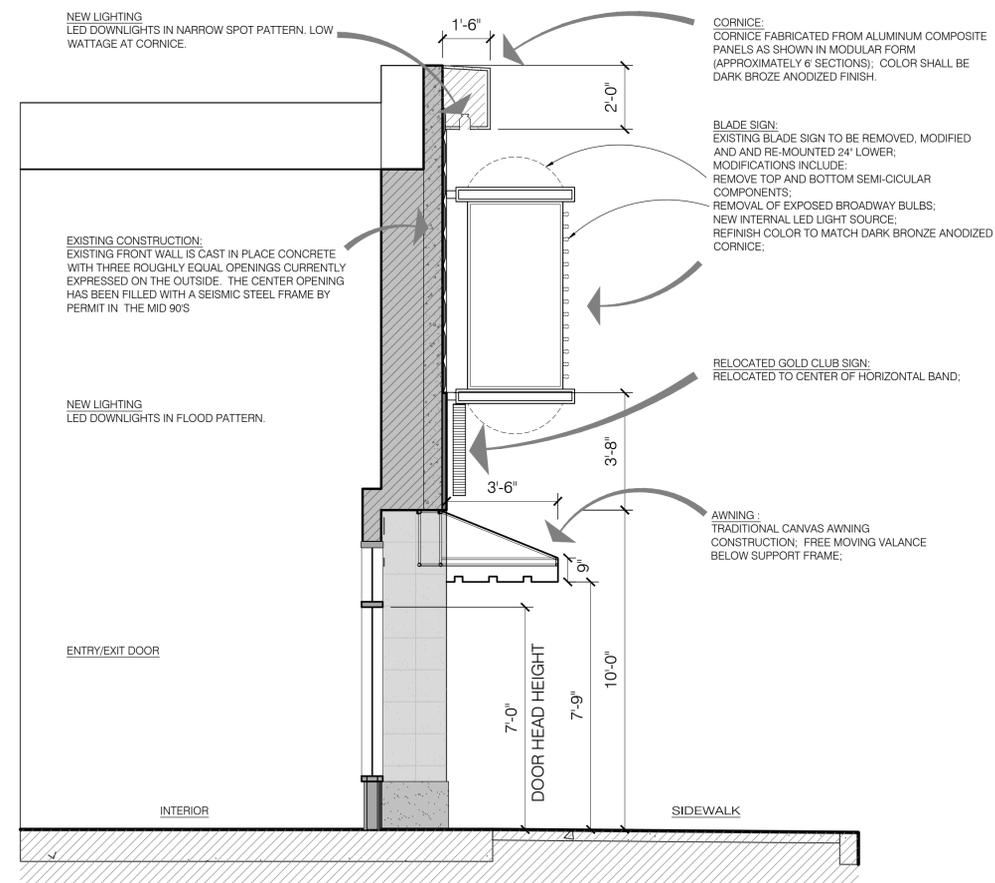
650 HOWARD STREET



351 California Street, Suite 350
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www.collinshenderson.com



1 FRONT ELEVATION
A-102/1/4" = 1'-0"



2 SECTION AT FRONT FACADE
A-102/3/8" = 1'-0"

MARK	REVISIONS	BY/DATE
-	REVISED PER ARC RECOMMENDATIONS	GH 3/6/2014
-	Additional Staff Comments	lmm 4/14/14

PRELIMINARY/ NOT FOR CONSTRUCTION

These drawings and specifications and the concepts embodied therein are the original unpublished work of COLLINS HENDERSON, INC. and may not be disclosed or distributed without written consent of COLLINS HENDERSON, INC. whether the project for which they were made is executed or not unless by contract.

PROJECT NAME:
13037 GOLD CLUB-EXTERIOR

650 HOWARD STREET
SAN FRANCISCO CA

SHEET TITLE:
EXTERIOR ELEVATION AND SECTION

PROJECT NUMBER: 13037
DRAWN BY: LMM CHECKED BY: GDH
DATE: 1/02/2014
SCALE: As Noted
THIS SHEET IS 24" X 36"

A-102

SHEET OF

MATERIALS (SAMPLES OF TILES SUBMITTED AT PIC 11/04/13)

DEX



CONCRETE TILE



PORCELAIN TILE AT COLUMNS



CANOPY MATERIAL (ALUMINUM)