



SAN FRANCISCO PLANNING DEPARTMENT

Permit to Alter Case Report Consent Calendar HEARING DATE: DECEMBER 4, 2013

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: November 6, 2013
Case No.: **2013.1629H**
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
1000 Sansome Street, Suite 200
San Francisco, CA 94111
Staff Contact Lily Yegazu - (415) 575-9076
lily.yegazu@sfgov.org
Reviewed By Tim Frye - (415) 558-6625
tim.frye@sfgov.org

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 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; 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.

The rear elevation, along Stevenson Street, has a stucco finish except for a terra cotta cladding return from the 9th and 10th Street façades treatment. As a secondary façade, the rear elevation lacks any of the decorative elements found on the primary facades, including the glazed terra cotta cladding. This façade is arranged into 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 and are flanked by four storefronts in each bay (alterations previously approved by the HPC under Case No. 2011.0502H).

PROJECT DESCRIPTION

The current proposal is to create additional openings on the rear elevation of the 9th Street wing facing a private alley between Steven and Jessie Streets, by enlarging and expanding existing doors and windows as well as in-filling of an existing opening adjacent to the garage exhaust room. Specifically, four existing windows and two existing doors along the rear façade will be removed and replaced with the following:

- The two windows closest to the crux of the L-shape (third and fourth windows) will be replaced with new entry double doors and transom. A second option proposed to replace the second window instead of the third window.
- The window closest to the southern edge of the building will also be removed and replaced by a single door with side light and transom above.
- The fourth window and one of the two doors proposed to be removed will be combined to create a new 13' wide opening including the wall space between the door and window.
- The second door proposed to be removed will be in-filled and finished with stucco matching the adjacent wall finish.

BACKGROUND

The interior and exterior rehabilitation and alterations of the existing Category I (Significant) building was approved by the Historic Preservation Commission in three phases.

- Minor Permit to Alter approved June 10, 2011 (Case No. 2011.0428EH). The first phase addressed interior tenant improvements, installation of two cooling towers on roof, replacement of several bays of windows on rear (Stevenson Street) elevation with ventilation louvers, and seismic strengthening.
- Major Permit to Alter approved November 16, 2011 (Case No. 2011.0926H). The second phase consisted of rehabilitation of the historic main entrance lobby, demolition of the 1941 non-historic (non-character-defining) 9th floor addition on the west side of the central tower, and installation of a roof deck.
- Major Permit to Alter approved August 15, 2012 (Case No. 2012.0502H). The third phase involved changes to the primary facades including the replacement of existing storefronts with new metal-and-glass storefront systems; 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.
- Major Permit to Alter approved June 5, 2013 (Case No. 2012.0523H). Additionally, the Historic

Preservation Commission approved a proposal that included the creation of two new openings along the Stevenson Street elevation, within the last two bays closest to the 10th Street façade, similar to the current request.

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 existing windows and doors on the rear elevation of the 9th Street wing and provide additional access into the two tenant spaces facing 9th Street while also allowing the tenant spaces direct access to the improved plaza proposed (and previously approved) along Stevenson Street. The 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, this 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 storefronts and folding door will match the previously approved openings in size and scale to retain the overall appearance, finish, and visual characteristics of the facade.

- (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 9th Street wing. Specifically, the new storefronts and folding 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 storefronts and folding door are of contemporary materials in keeping with what has been previously approved for the building. The new storefronts will consist of metal and glass double door systems with side lights and transom. The new folding door will also consist of metal and glass system, matching the folding doors on the storefront openings along the secondary Stevenson Street facade. The new storefronts 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 enlarge existing windows and doors and create new openings to accommodate new storefronts to provide additional access to tenant spaces while retaining the

historic commercial use of the building. The new openings along the rear, secondary façade of the building will not result 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 and 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 storefronts and door system will be comprised of contemporary yet compatible materials and finishes, matching those previously approved for the building.

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

As proposed, the 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 limited to the rear façade, which is a secondary elevation of the building.

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 storefronts and folding door will match the previously approved compatible storefronts and doors on the rear, Stevenson Street façade of the building. Specifically, the new storefronts and door will be of aluminum material anodized dark bronze 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 any character-defining features of the building that are found on the primary facades of the building. The overall size and design of the storefronts 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 were to be 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 rear elevation of the Category I building is designed to read and function as utilitarian in nature with its stucco cladding and lack of any of the ornate detailing and ornamentation found on the primary facades, except for where return of the terra cotta cladding wraps the corner from 9th and 10th Streets. The fenestration pattern on the rear elevations depicts the fenestration pattern on the primary facades in a simplified manner and is arranged in pairs of aluminum sash windows. Several bays of the windows have been replaced with mechanical louvers in previous phases of the project.

As part of the current proposal, two new openings will be added at the ground level of the 9th Street wing, matching those previously approved by the HPC (Case Nos. 2013.0502H & 2013.0523) in size, material configuration and finish resulting in a total of four new openings. Specifically, two of the new storefronts will consist of a metal and glass double door system with side lights and transom while the third opening will have a single door with sidelight and transom. The new storefront will be limited in width to match that of the existing and upper floor windows and fit within the existing openings. The new folding (Renlita glass overhead) 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 width of the new folding door opening will combine the door and window proposed to be removed as well as the wall space between the two. Lastly, the second door proposed to be removed will be in-filled and finished with stucco, matching the finish of the adjacent wall.

Although the proposal will result in the removal of some wall material that is considered historic fabric (portion of the wall located below the windows to be removed and between the door and window) to accommodate the new openings, it appears to be in conformance with the *Secretary's Standards* in that the work is limited to rear elevation of the 9th Street wing which is considered a secondary elevation. As such, the proposed work will not result in the removal of any character-defining features and all the new openings will be concentrated on the rear elevation with substantial setback from the terra cotta finish (setback more than 100-feet from the nearest return along the corner 9th and Jessie Streets) on the rear elevation. The new storefront system and folding door will be comprised of clear glazing and aluminum with anodized dark bronze finish to clearly differentiate as contemporary while still being compatible with the adjoining storefront systems previously approved for the building. The storefront frame profile and depth will be compatible with the storefronts on the historic primary façades as well as the secondary facade by using contemporary detailing. As such, the Department believes that the proposed additional openings along the rear elevation of the 9th Street wing are in keeping with the previously approved openings and are appropriate. Additionally, the new openings are proposed on a secondary elevation that is utilitarian in nature, thereby will not result in the removal of 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. Parcel Map
- C. Sanborn Map
- D. Aerial Photo
- E. Zoning Map
- F. Site Photos
- G. 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: DECEMBER 4, 2013

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San Francisco,
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415.558.6378

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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 November 6, 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 remove four

existing windows and two existing doors along the rear façade of the 9th Street wing and replace with new entry double doors and transom, a new single door with side light and transom above and a new 13' wide opening including the wall space between the existing door and window. The new storefronts and folding door will be of aluminum material with dark bronze anodized finish. In addition, the second door proposed to be removed will be in-filled and finished with stucco matching the adjacent wall finish.

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 November 4, 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 November 6, 2013 and labeled Exhibit A on file in the docket for Case No. 2013.1629H 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 proposed work is limited to the rear façade of the 9th Street wing which is a secondary elevation, is utilitarian in nature and does not display any distinguishing qualities and character of the building;
- That the new storefronts and folding door will match the previously approved compatible storefronts and door on the rear façade of the building;
- That the new storefronts and folding door will be finished with dark bronze anodized color to clearly be differentiated as cotemporary alteration while still being compatible with the adjoining storefront systems previously approved for the building;

- That the new storefront systems will display frames with profile and depth that is compatible with the storefronts on the historic primary facades as well as the secondary façade;
- 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 November 6, 2013 and labeled Exhibit A on file in the docket for Case No. 2013.1629H.

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 December 4, 2013.

Jonas P. Ionin
Commission Secretary

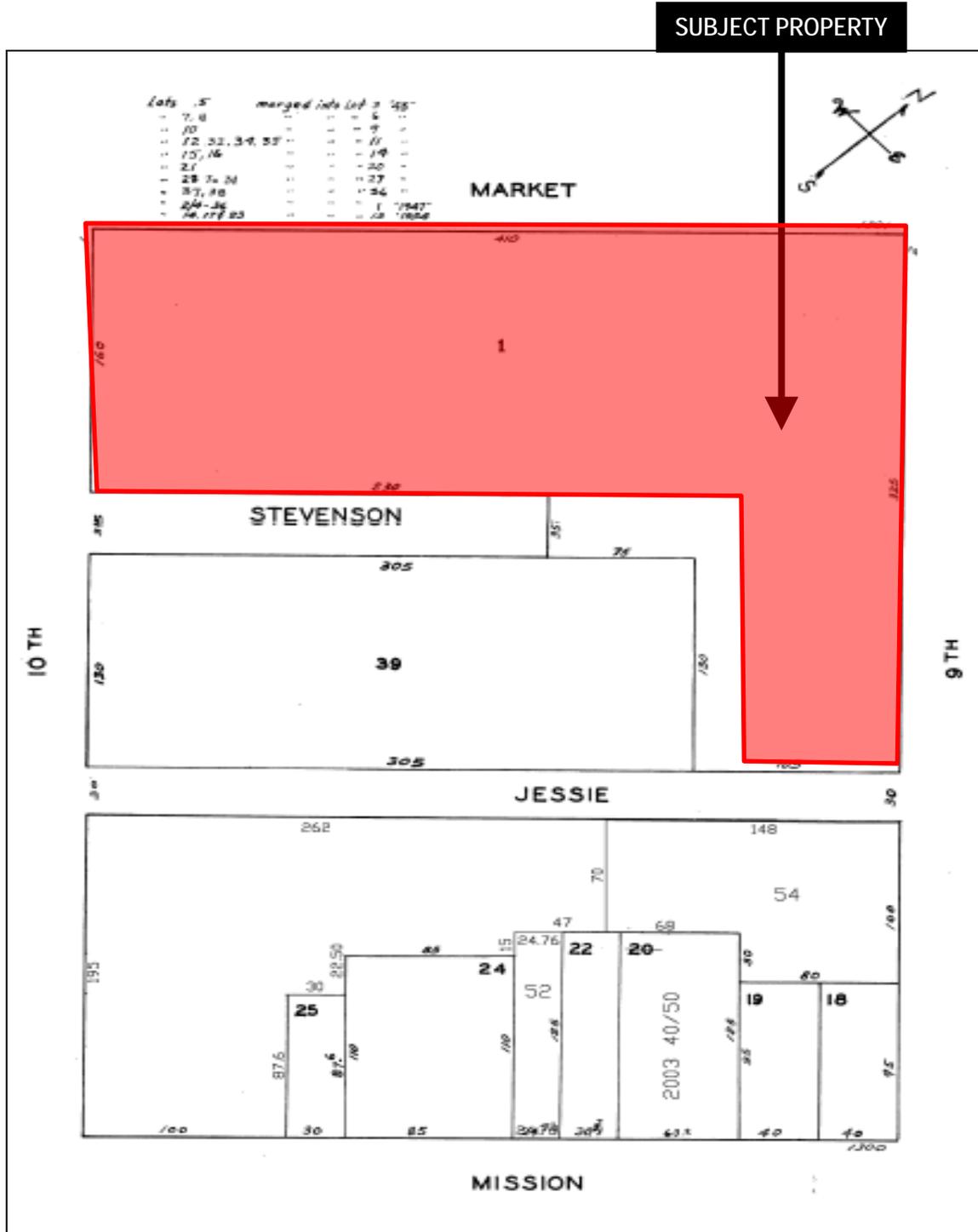
AYES:

NAYS:

ABSENT:

ADOPTED: December 4, 2013

Parcel Map

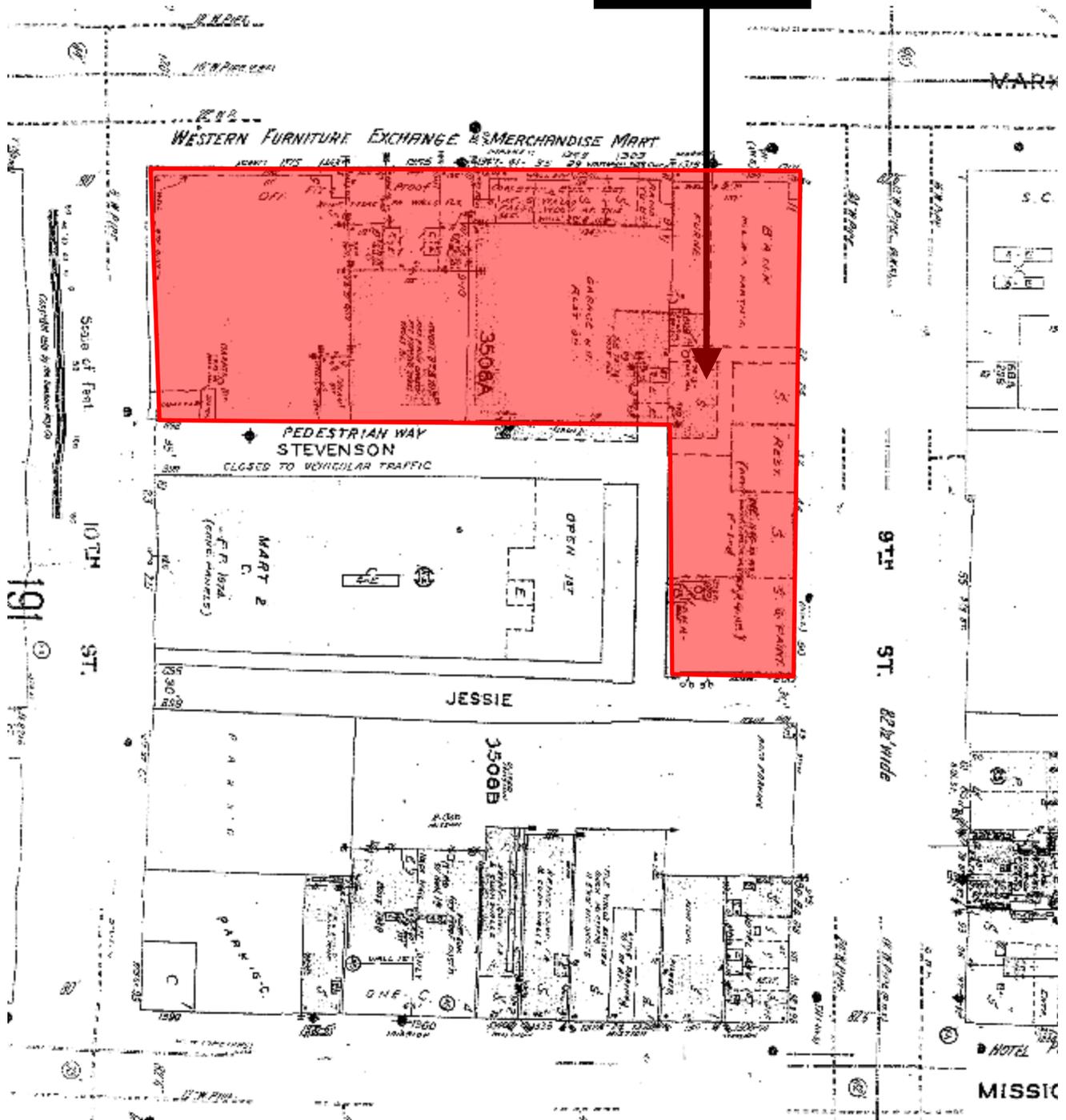


Major Permit to Alter Hearing
 Case Number 2013.1629H
 1355 Market Street



Sanborn Map*

SUBJECT PROPERTY



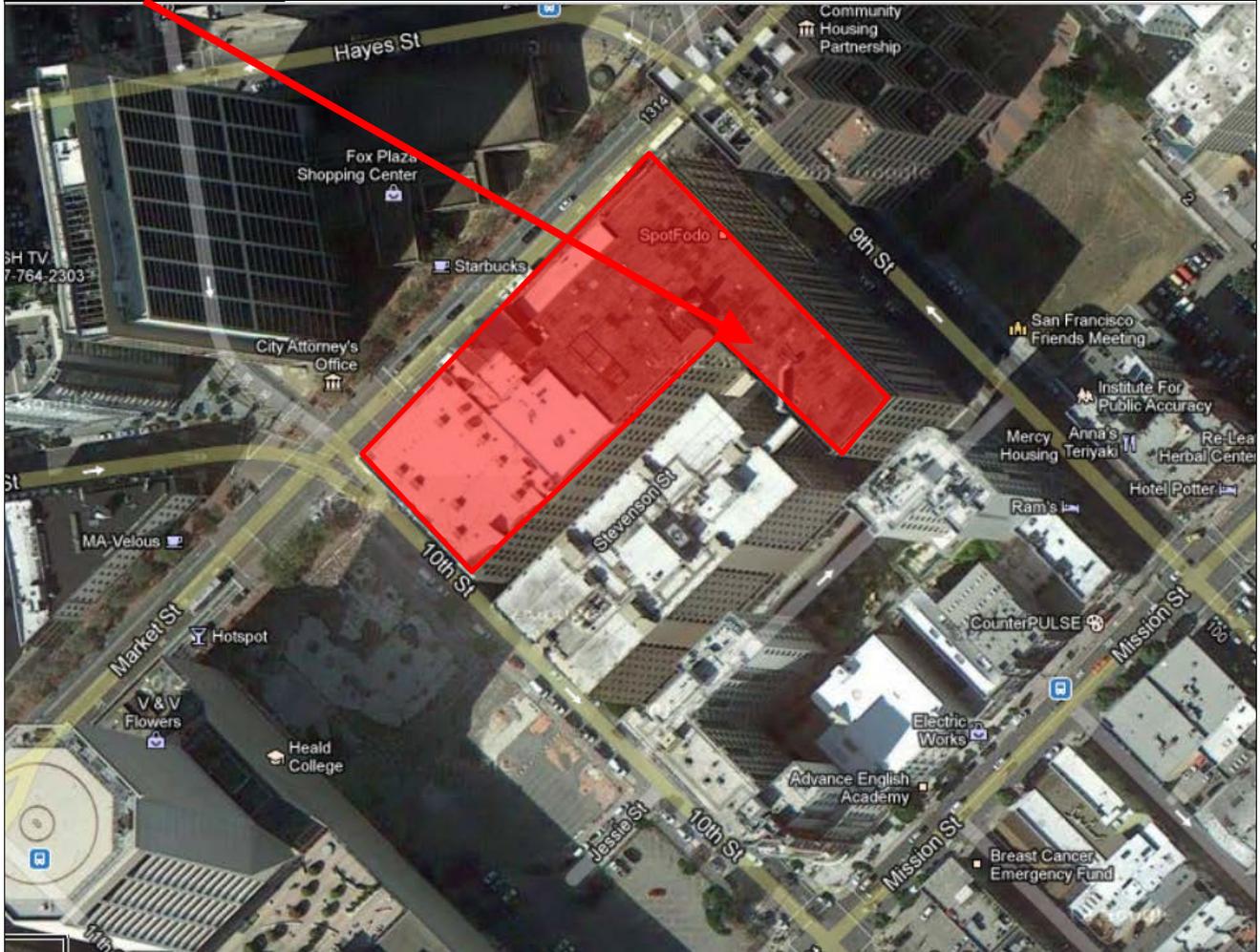
*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Major Permit to Alter Hearing
Case Number 2013.1629H
1355 Market Street

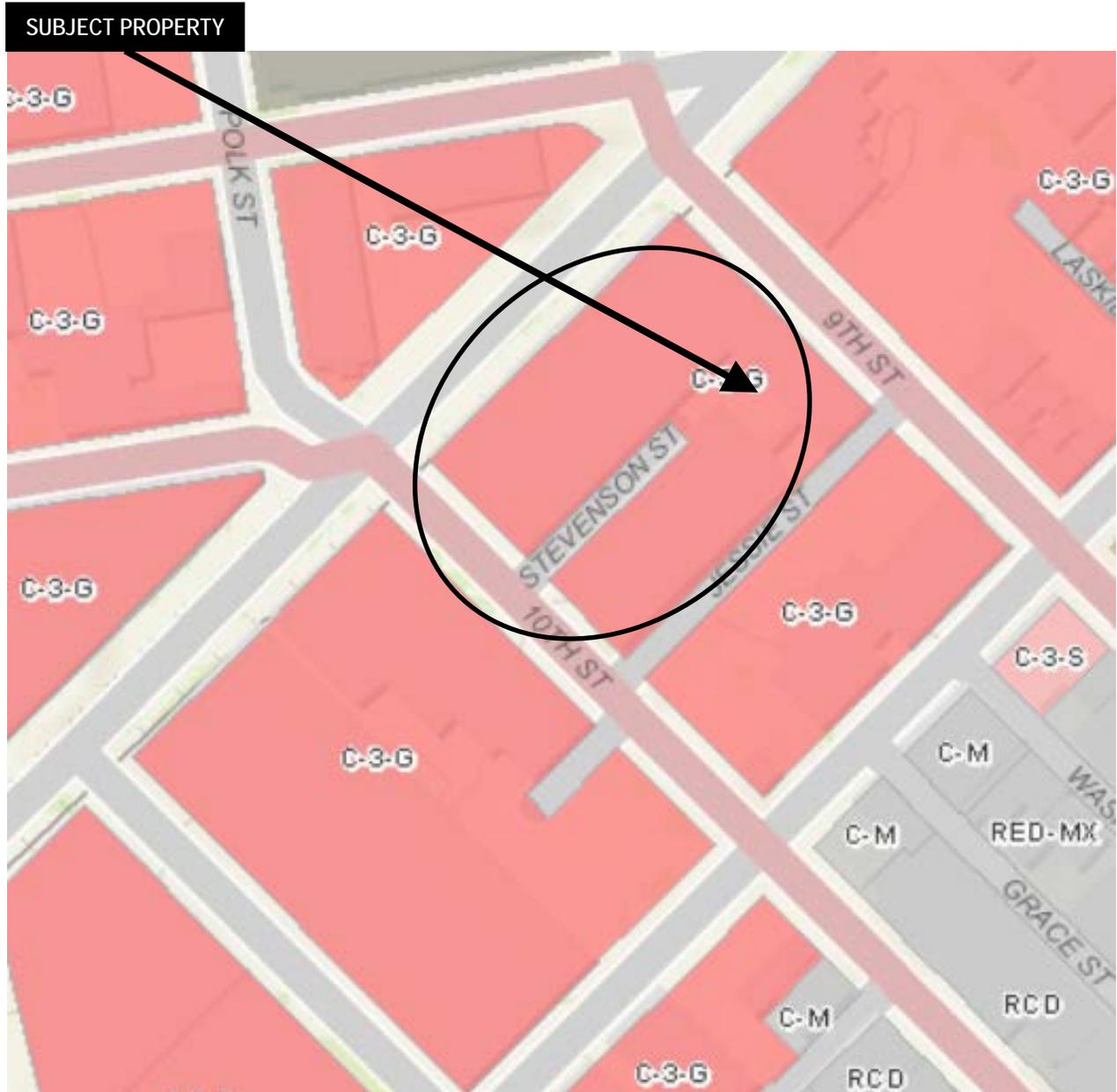
Aerial Photo

SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.1629H
1355 Market Street

Zoning Map



Major Permit to Alter Hearing
Case Number 2013.1629H
1355 Market Street

Site Photos

SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.1629H
1355 Market Street

Site Photos

SUBJECT PROPERTY



Major Permit to Alter Hearing
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1355 Market Street

Site Photos

SUBJECT PROPERTY



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Site Photos

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Case Number 2013.1629H
1355 Market Street

Site Photos

SUBJECT PROPERTY



Major Permit to Alter Hearing
Case Number 2013.1629H
1355 Market Street



SAN FRANCISCO
PLANNING
DEPARTMENT

APPLICATION PACKET FOR

Major Permit to Alter

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

T: 415.558.6378
F: 415.558.6409

Section 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 recollection 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

- 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.

- 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.

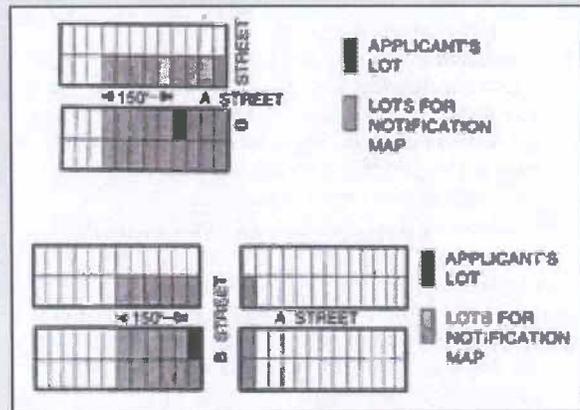
The latest Citywide tax roll is available at the Office of the Treasurer and Tax Collector, City Hall Room 140, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102, for the preparation of this list. The labels will be used to mail notice of the time and place of the public hearing required.

EXAMPLE OF MAILING LABEL

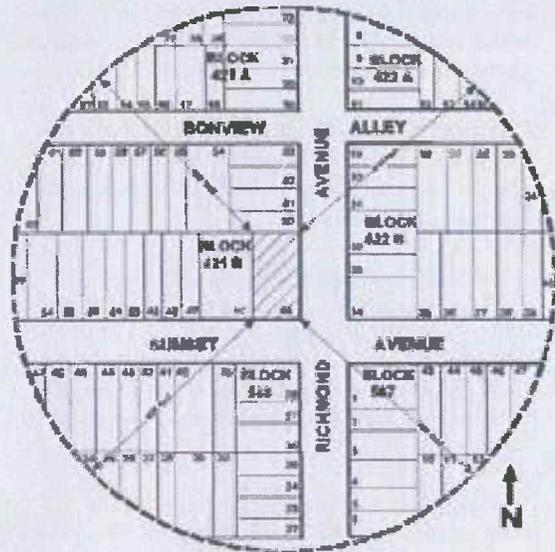
Block # / Lot #	#9331 / #07
Name	JOHN DOE
Address	123 South Street #2 San Francisco, CA 94100

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

APPLICATION FOR Major Permit to Alter

1. Owner/Applicant Information

PROPERTY OWNER'S NAME: SRI Nine Market Square LLC	
PROPERTY OWNER'S ADDRESS: 235 Montgomery Street San Francisco, CA 94104	TELEPHONE: (415) 352 - 7210
	EMAIL: jrainer@shorenstein.com

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

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

2. Location and Classification

STREET ADDRESS OF PROJECT: 1355 Market Street	ZIP CODE: 94103
CROSS STREETS: 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: Category 1 Building			CONSERVATION DISTRICT: None	

3. Project Description

Proposed alterations for 1355 Market include alterations of existing openings along west facing facade between Stevenson and Jesse streets (between column lines A and G). Three existing windows and one pair of doors will be removed to allow for new entries. One back-of-house entry door will be removed and infilled.

Building Permit Application No. _____

Date Filed: 11/6/2013 _____

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 west facade of 1355 Market is a secondary facade that has traditionally been used for back-of-house activities. In order to accommodate the reuse of the building, new opening along this elevation will be required. All alterations will occur along the first floor. Alterations included in this application will occur between column line A and G:

1. One window between column lines A and B will be removed and replaced with a new storefront door. The new storefront entry will be designed to fit within the existing opening.
2. A window and double door will be removed between column lines B and C. A Renlita glass overhead door will replace the window and door. The opening for the Renlita door will match the existing height of the door and window and its width will not extend beyond these two openings.
3. The existing door between column lines D and E will be removed and infilled. The infill will be finished with stucco to match the adjacent finish.
4. The removal of the two windows between column lines F and G. These windows will be replaced with two storefront entries. The new storefronts will be designed to fit within the existing openings.

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. Alterations proposed are along the west-facing facade between Stevenson and Jesse streets and include removal and replacement of existing doors and windows with new storefronts and an overhead door. Proposed alterations will not result in change to the building's distinctive materials, features, spaces, and spatial relationships.
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;

Proposed alterations will occur at a secondary, west-facing facade, between Stevenson and Jessie streets. Alterations include replacing existing windows and doors with new storefronts and one overhead door. Alterations will be restricted to the size of the existing openings and will not impact the historic character of the property. One opening will be infilled and finished to match adjacent finishes. No distinctive materials or alteration of features, spaces, and spatial relationships will be removed. The project complies with Standard 2.
3. Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken;

Alterations proposed are along a secondary, west-facing facade (between column lines A and G) and include removal and replacement of existing doors and windows with new storefronts and an overhead door. The new storefronts and the overhead door will be contemporary, will be distinguished from the historic architectural character of the building, and will not create a false sense of historical development. 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; Proposed work is along a secondary, west-facing facade (between column lines A and G) between Stevenson and Jessie streets. The storefronts and overhead door by Renita 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 proposed alterations will not destroy historic materials, features, or spatial relationships that characterize the property. The new storefront entries 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 overhead door 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 10.

PLEASE NOTE: For all applications pertaining to buildings located within Conservation Districts, the proposed work must comply with all applicable standards and guidelines set forth in Section 6 and 7 of the Appendix which describes the District, in addition to the applicable standards and requirements set forth in Section 1111.6. 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;

Proposed alterations will occur at a secondary, west-facing facade, between Stevenson and Jessie streets (between column lines A and G). Alterations include replacing existing windows and doors with new storefronts and one overhead door and 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.;

Proposed alteration will occur on a secondary elevation with no decorative features. Alterations consist of the replacement of existing windows and doors with new storefront entries and one overhead door which will not destroy the integrity of distinctive stylistic features or examples of craftsmanship that characterize the property. 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.;

The proposed work consists of the replacement of existing doors and windows with new storefront entries and a new overhead door - none of which will come in contact with distinctive features. The facade where the work will occur consists of a simple reinforced concrete wall with no ornamentation or 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 new storefront and overhead door entries will not destroy significant exterior architectural material. The storefront design is similar to the storefronts that were approved in 2012. The overhead 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;

Proposed work will occur at a secondary facade with no ornamentation. The new storefronts and overhead door 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:	
Building Permit	
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:
Approximately 466 GSF of the west facing facade between Stevenson and Jessie Street	Commercial office & retail
ESTIMATED CONSTRUCTION COST:	
\$47,000.00	
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: November 6, 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 type="checkbox"/>
Site Plan	<input type="checkbox"/>
Floor Plan	<input type="checkbox"/>
Elevations	<input type="checkbox"/>
Section 303 Requirements	<input checked="" type="checkbox"/>
Prop. M Findings	<input checked="" type="checkbox"/>
Historic photographs (if possible), and current photographs	<input type="checkbox"/>
Check payable to Planning Dept.	<input type="checkbox"/>
Original Application signed by owner or agent	<input type="checkbox"/>
Letter of authorization for agent	<input type="checkbox"/>
Other: Section Plan, Detail drawings (ie. windows, door entries, trim), Specifications (for cleaning, repair, etc.) and/or Product cut sheets for new elements (ie. windows, doors)	<input type="checkbox"/>

NOTES:

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

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

For Department Use Only

Application received by Planning Department:

By: _____

Date: _____



SAN FRANCISCO
PLANNING
DEPARTMENT

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

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

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

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

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



MARKET SQUARE
1355 Market Street
San Francisco, CA



MAJOR PERMIT TO ALTER :: APPENDIX

Prepared for the
Historic Preservation Commission



PAGE & TURNBULL

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

NOVEMBER 2013



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BUILDING OVERVIEW AND PROJECT SUMMARY

BUILDING HISTORY

Market Square was constructed in 1937 as the Western Merchandise Mart & Furniture Exchange. Located at 1355 Market Street, the eleven-story, 500,000 square-foot, reinforced concrete building was designed in the Art Deco style by Capital Company architects and Cahill Brothers general contractors, and was clad in terracotta by Gladding McBean Co. The cost of construction was estimated at \$2,500,000. Market Square was constructed as a furniture showroom, and has received several major additions since its original construction: two additions were added to the ninth floor in 1941; a nine-story wing was added along Ninth Street in 1947 that matches the massing and detailing of the original building; the tenth floor was added and the central Market Street tower was altered in 1958; the eleventh floor was added in 1963; the ground floor storefronts were replaced in the 1980s; and the windows on floors three through nine were replaced in 2002 with new aluminum sash windows that are compatible to the original windows. In early 2012, the ninth floor addition west of the central tower was removed. The building has also undergone numerous interior renovations and tenant improvements. The floor area of the building and additions is approximately 835,000 square feet.



HISTORIC STATUS

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

Character-defining features of the building include:

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



PROJECT SUMMARY

The west facade of 1355 Market is a secondary facade that has traditionally been used for back-of-house activities. In order to accommodate the reuse of the building, new openings along this elevation will be required. All alterations will occur along the first floor. Alterations included in this application will occur between column line A and G:

1. One window between column lines A and B will be removed and replaced with a new storefront door. The new storefront entry will be designed to fit within the existing opening.
2. A window and double door will be removed between column lines B and C. A Renlita glass overhead door will replace the window and door. The opening for the Renlita door will match the existing height of the door and window and its width will not extend beyond these two openings.
3. The existing door between column lines D and E will be removed and infilled. The infill will be finished with stucco to match the adjacent finish.
4. Two windows between column lines F and G will be removed. These windows will be replaced with two storefront entries. The new storefronts will be designed to fit within the existing openings.



HISTORIC IMAGES

EXTERIOR



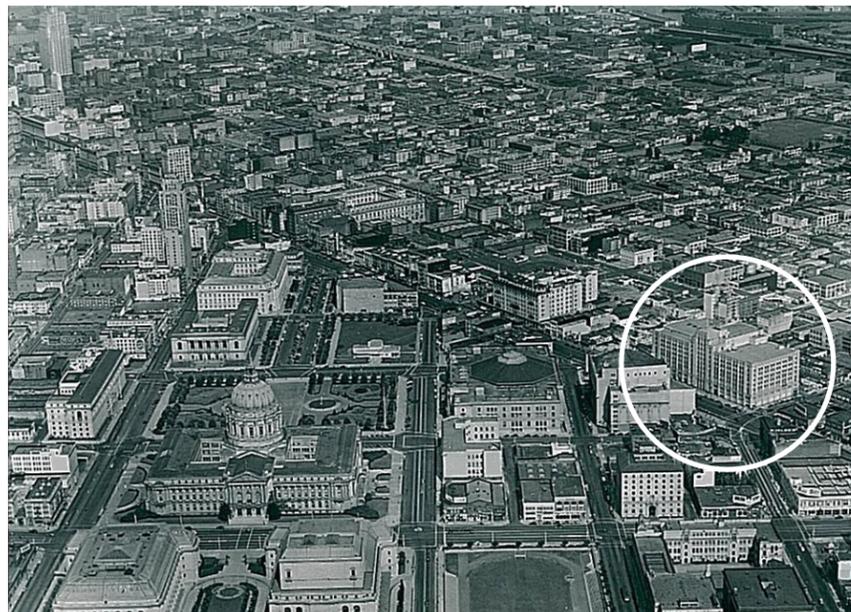
View southeast from corner of Tenth and Market Streets, 1937
(San Francisco Public Library Historical Photograph Collection (SFPL), #AAC-5020)



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



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



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



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



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

HISTORIC IMAGES

EXISTING CONDITIONS IMAGES

VICINITY



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



Ninth Street, looking south from Market Street



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

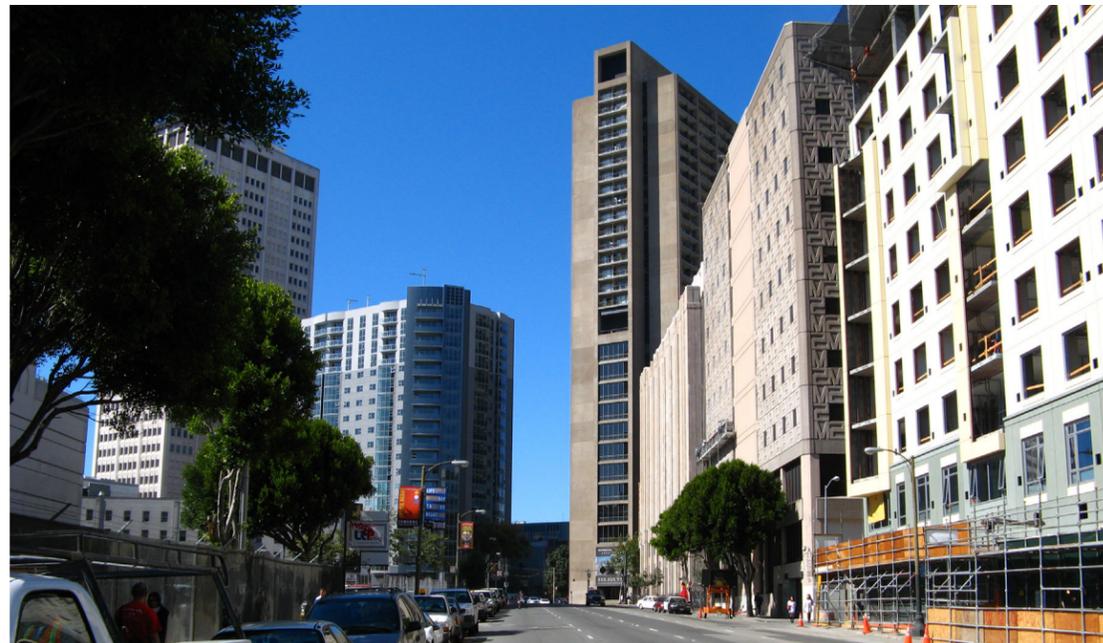
Market Square is located on the south side of Market Street between Ninth and Tenth streets in the Mid-Market area near San Francisco’s Civic Center National Register Historic District and the Market Street Theatre and Loft Historic District. This area has historically been associated with a variety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

Today, the neighborhood immediately surrounding Market Square is characterized by a mixture of commercial, residential, office, government, and entertainment uses. Buildings in the neighborhood date from a variety of eras, feature large footprints and massing, and range from four to thirty stories in height. The Mid-Market area is set to experience significant change with the proposed addition of 4,400 new or planned high-end residential unit development.

Market Square fits within the historic context of the area’s commercial development. The proposed project at Market Square does not include any additions or major exterior alterations that would affect the building’s relationship to the surrounding neighborhood, or the significance of the nearby historic districts.



View northeast from Tenth and Jessie streets



Tenth Street, looking north from Mission Street

EXISTING CONDITIONS IMAGES

BUILDING EXTERIOR



View of Market Street facade from Ninth Street



View of Stevenson Street from Tenth Street



Typical storefront on Market Street

The exterior of 1355 Market Street is generally in good condition. Two recent Major Permit to Applications were approved, in 2011 and 2012. With these approvals, a significant rehabilitation is underway and is addressing both deferred maintenance issues as well as attracting new tenants.

Recent alterations include:

- Seismic and structural improvements;
- The removal of the non-historic 9th floor addition, west of the tower;
- New ninth floor entry and reconstruction of existing historic canopy;
- Renovation of the historic lobby;
- Interior tenant improvements;
- Repair and reconstruction of the 10th Street canopy;
- Improvements to the Stevenson Street Façade.



View of building at Market Street and Tenth Street



Main entry

1355 MARKET SQUARE

MAJOR PERMIT TO ALTER

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PROJECT NORTH

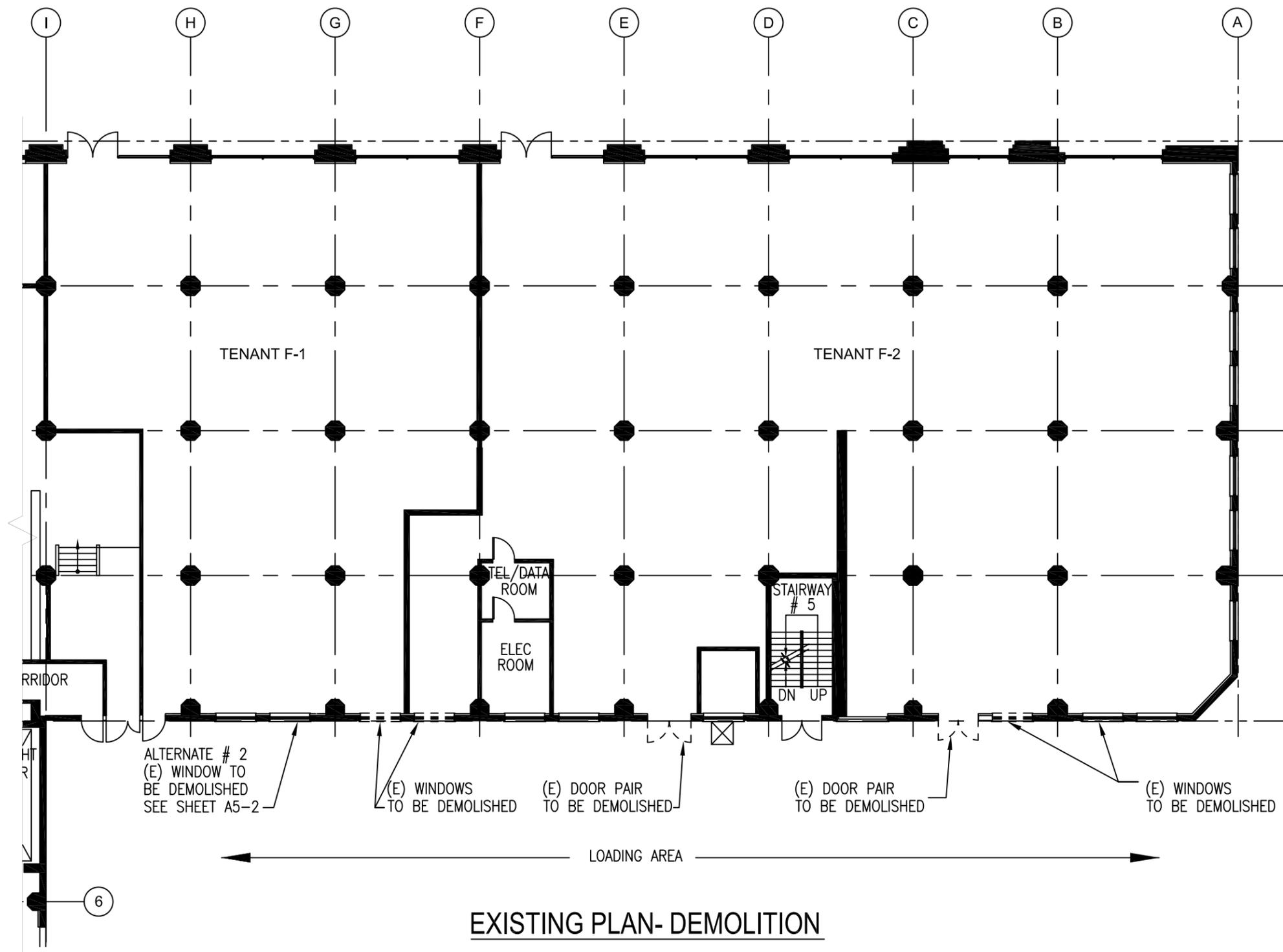
GENERAL PLAN

PROJECT 1355 MARKET SQUARE

SCALE :NTS

PROJECT #: 11008

DATE: 11/06/13

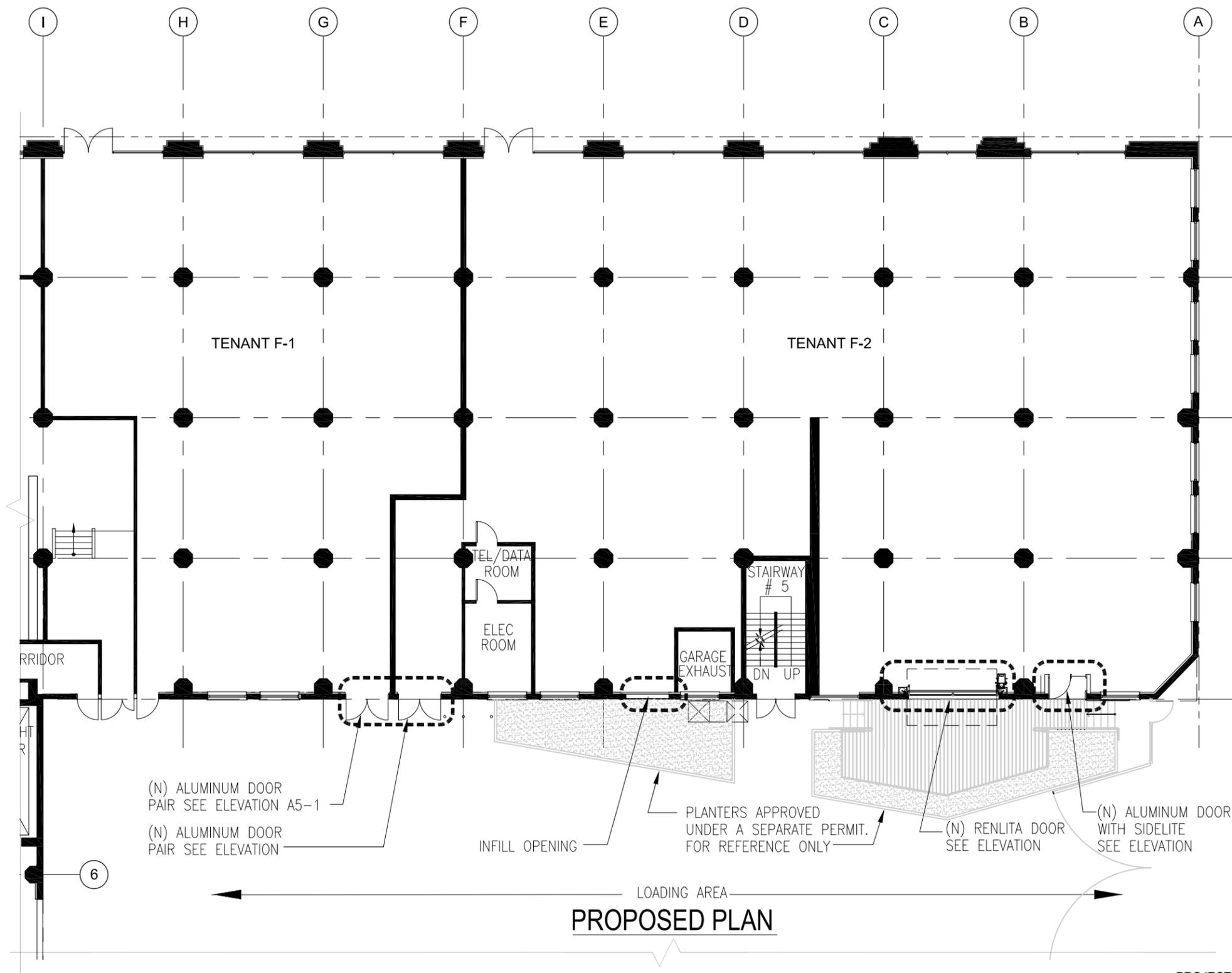


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PROJECT NORTH



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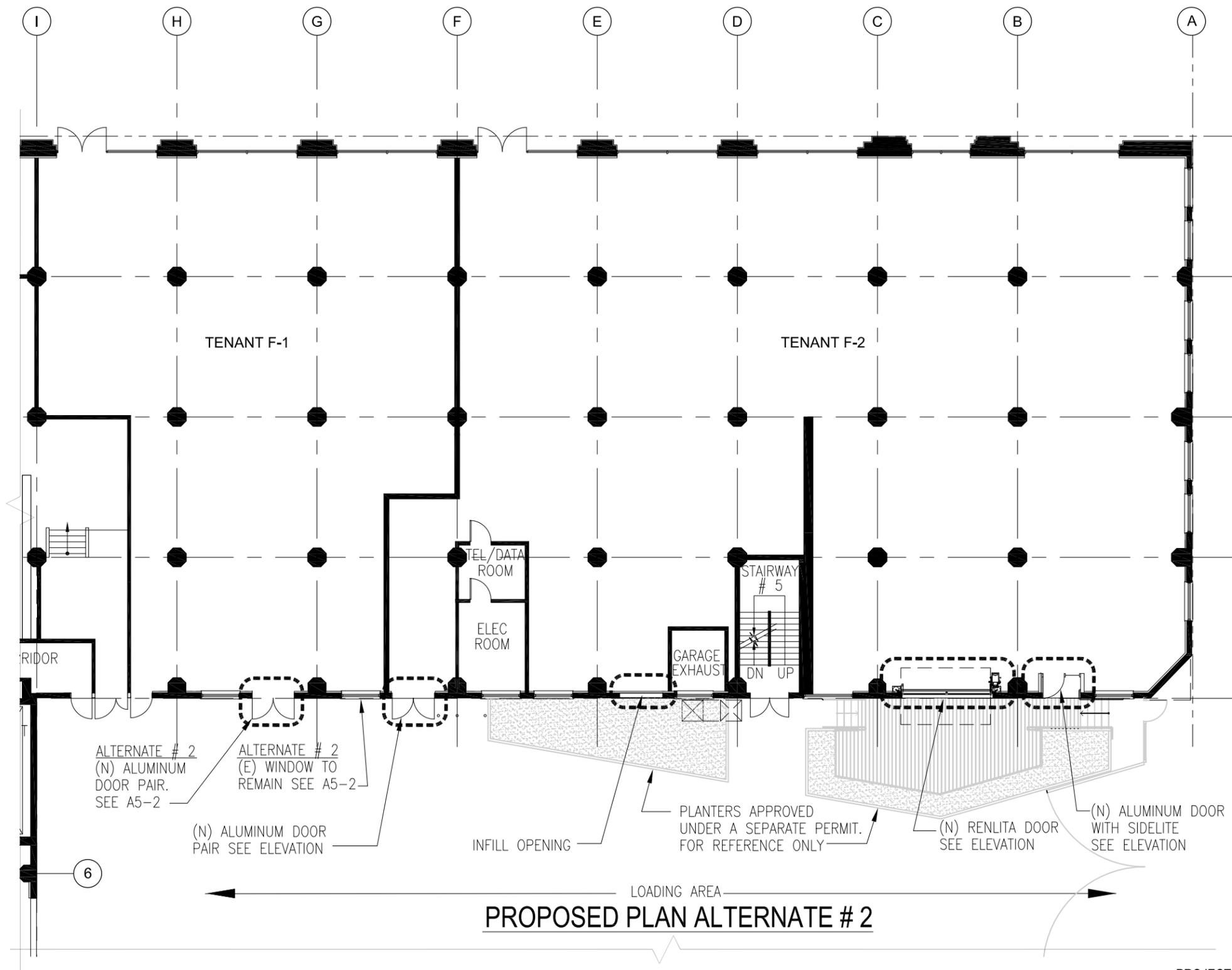
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PROJECT NORTH

PROPOSED PLAN

PROJECT #: 11008

DATE: 11/06/13

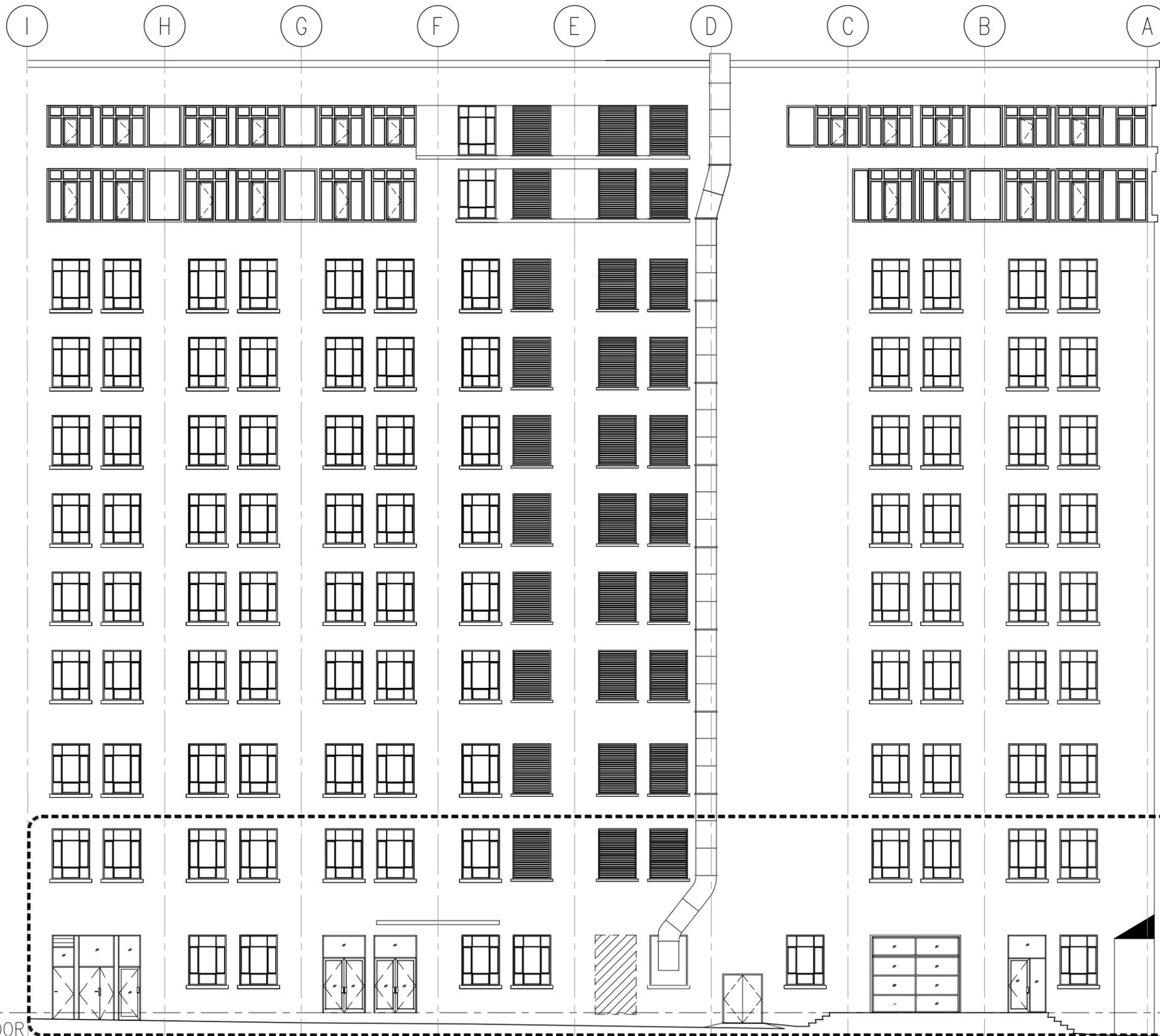


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PROPOSED ELEVATION

SEE 2/A6

+0'-0"
GROUND FLOOR

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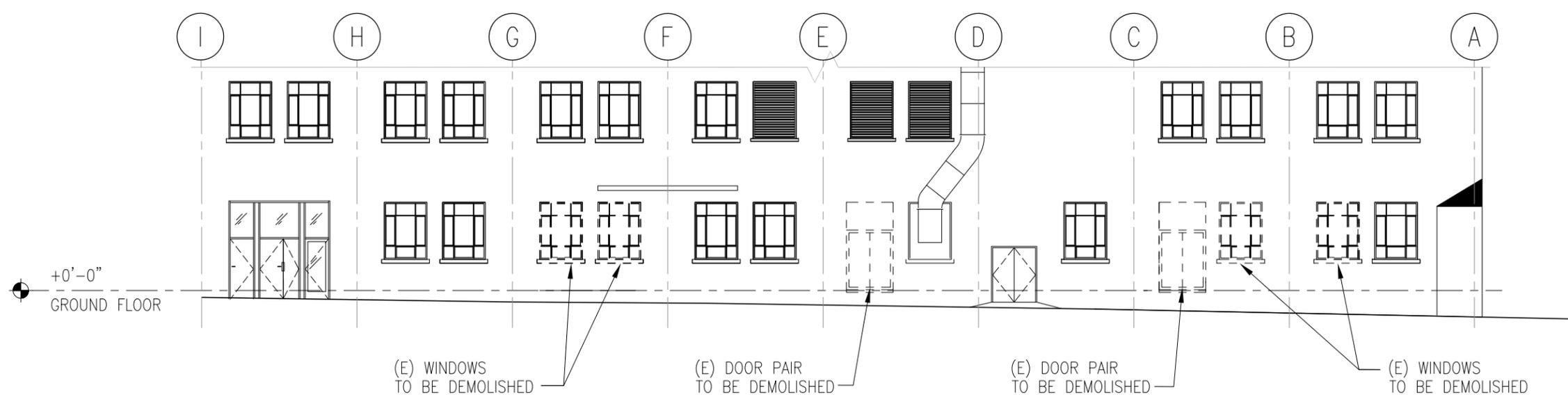
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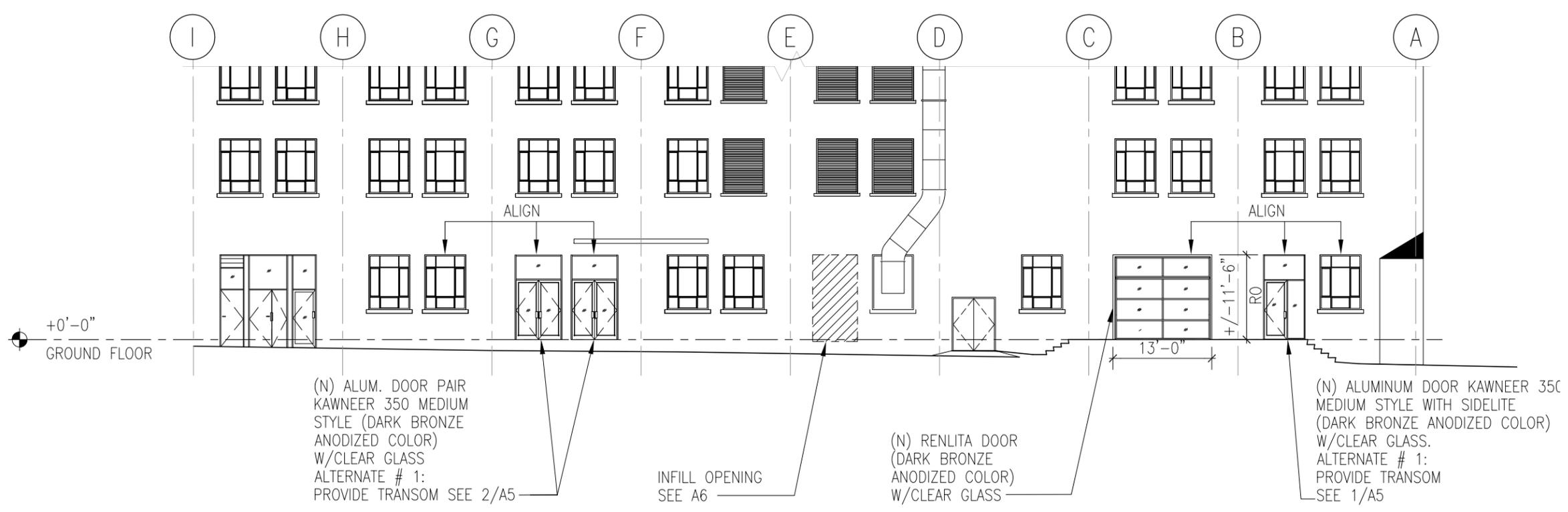
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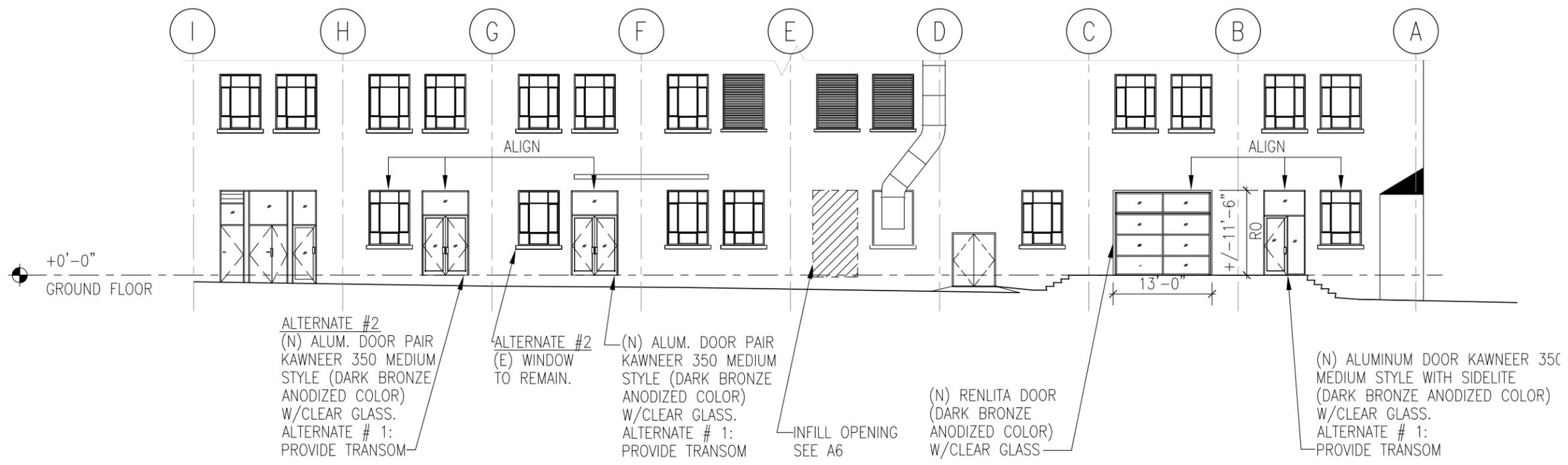
1 EXISTING CONDITIONS - DEMOLITION



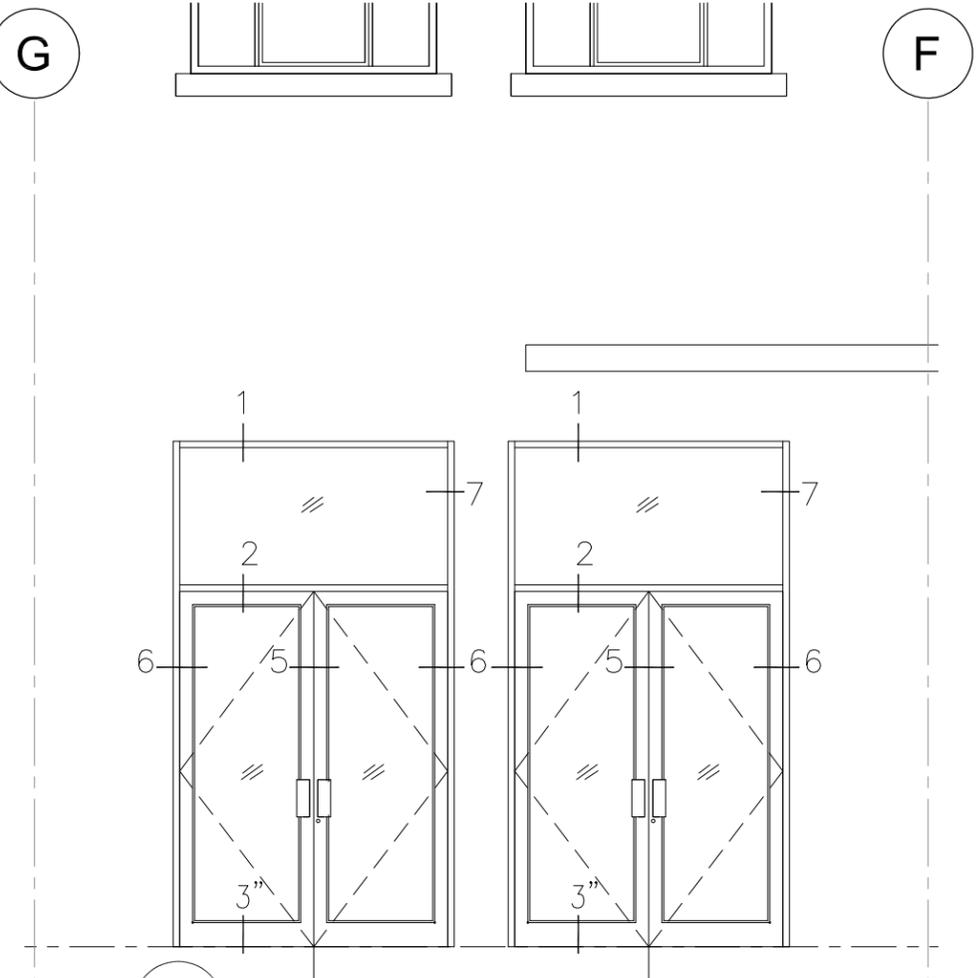
2 PROPOSED ELEVATION

PROJECT #: 11008

DATE: 11/06/13



1 PROPOSED ELEVATION- ALTERNATE # 2

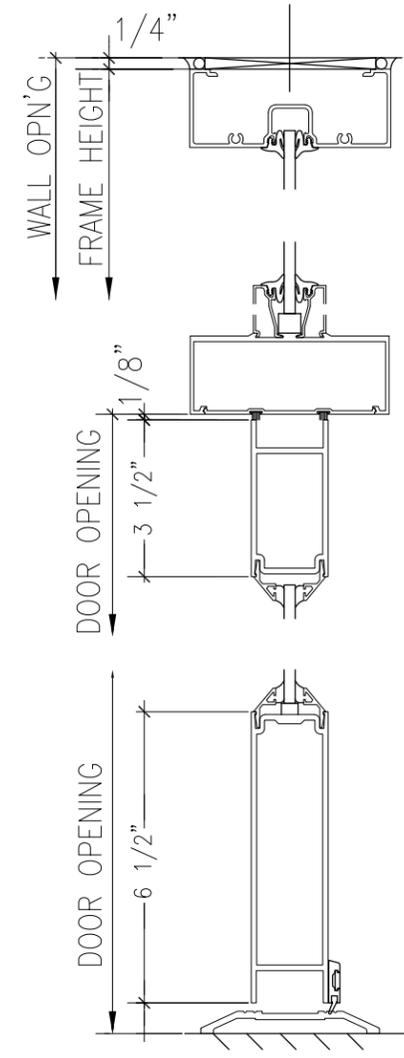


2 SCALE: 1/4"=1'-0"

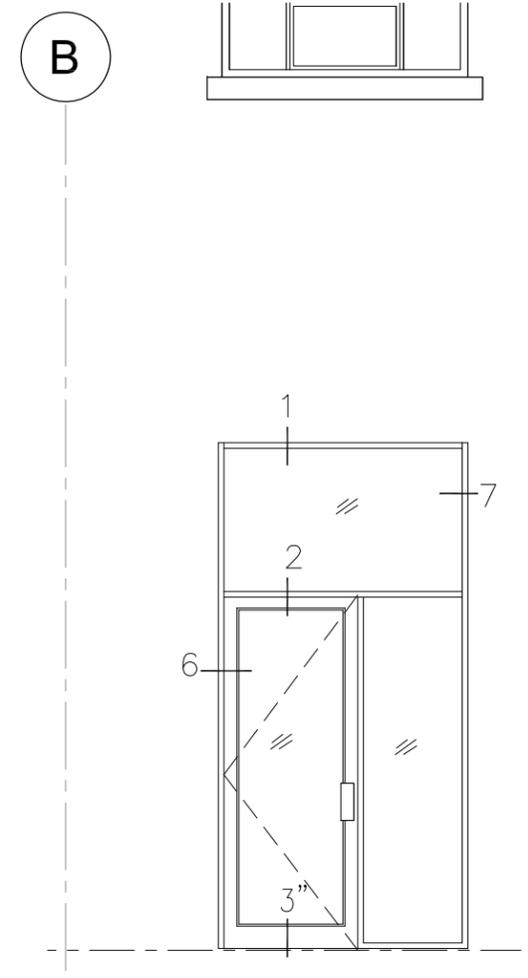
1
TRANSOM
HEAD

2
TOP RAIL

3
BOTTOM
RAIL



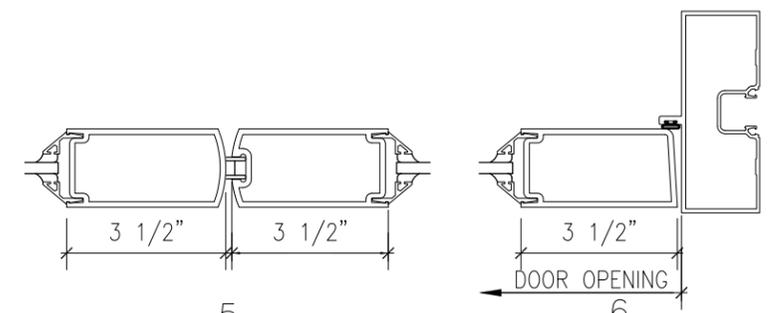
SCALE: 3"=1'-0"



1 SCALE: 1/4"=1'-0"



7
POCKET INSERT
AT TRANSOM



5 MEETING STILES
6 BUTT HINGE STILE

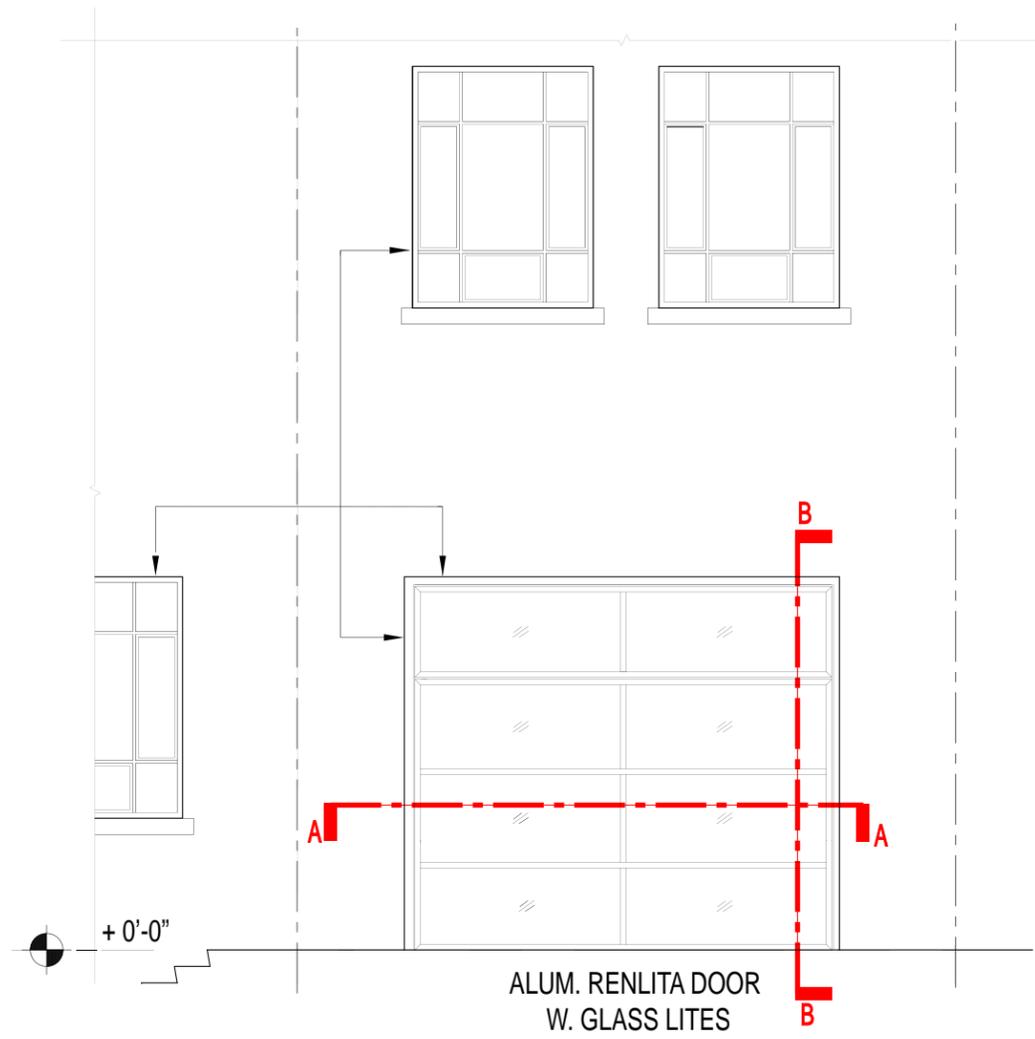
SCALE: 3"=1'-0"

ALUMINUM DOORS AND DETAILS

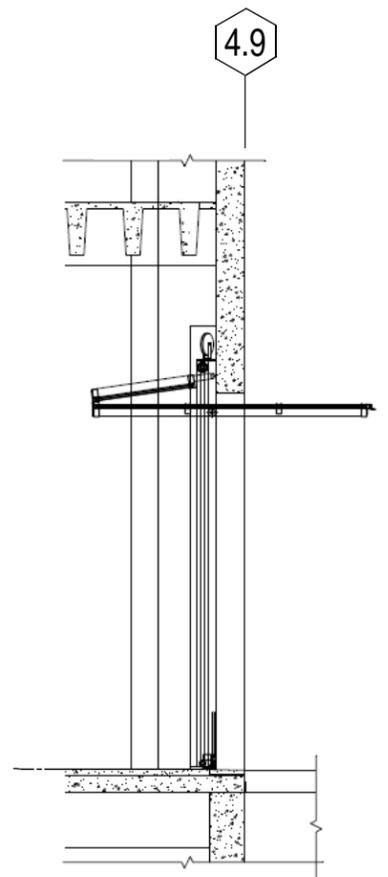
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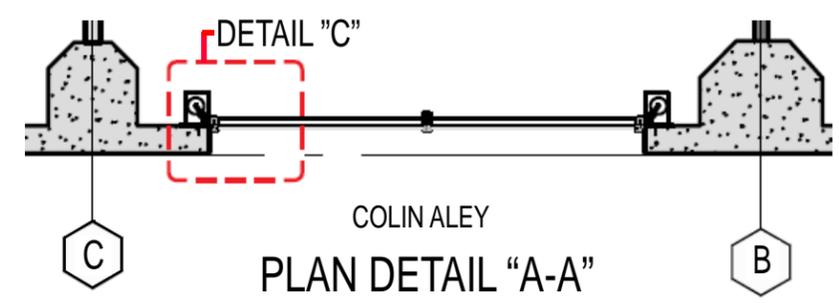
MS
MARKET SQUARE



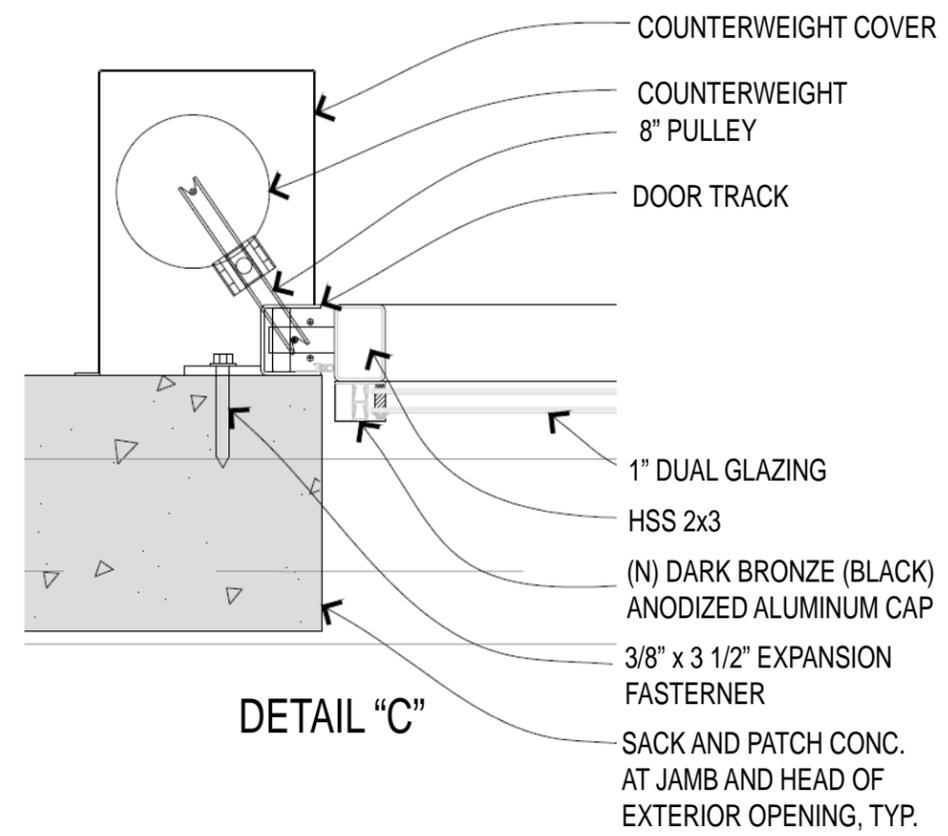
ALUM. RENLITA DOOR
W. GLASS LITES
ELEVATION DETAIL



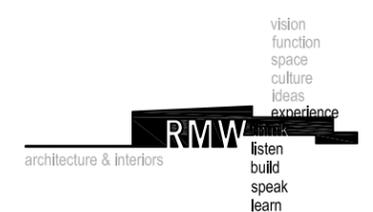
ALUM. RENLITA DOOR
W. GLASS LITES
SECTION DETAIL "B-B"



COLIN ALEY
PLAN DETAIL "A-A"



DETAIL "C"





Existing conditions grid
"H" & "F"



Existing conditions grid
"G" & "F"

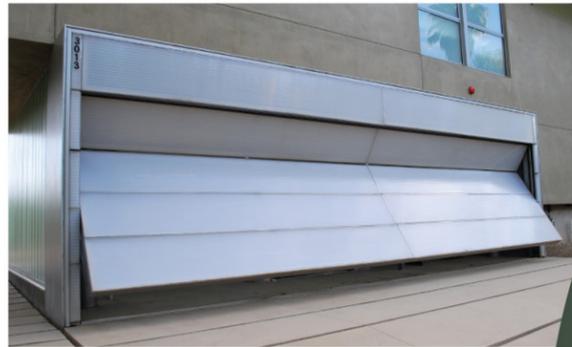


Existing conditions grid
"E" & "D"



Existing conditions
grid "C" & "B"

Renlita Doors



RENLITA S-2000 HINGEWAY DOORS

Renlita S-2000 Counterweight Balanced Door is a custom design concept offering a wide variety of architectural features and performance.

Designed for residential / industrial and commercial applications where minimum internal projection is desired, this door requires little headroom.

Allowing natural light in or bringing the outside in, the Renlita S-2000 door design will compliment the architecture of your custom project.

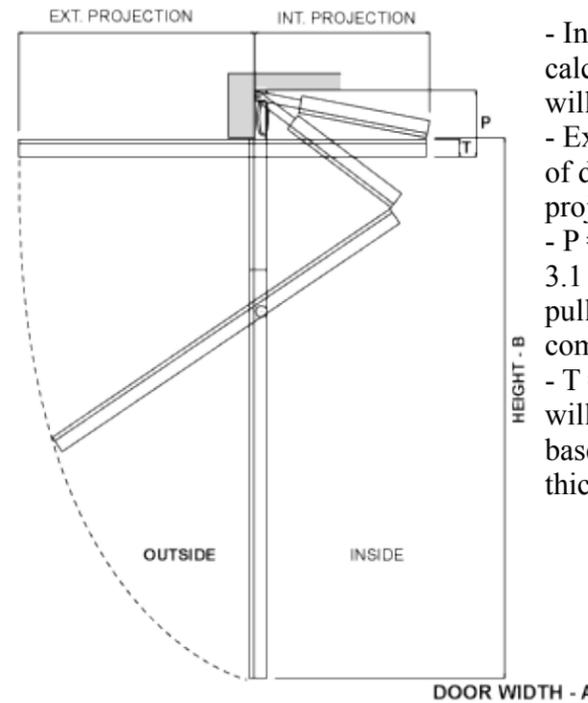


www.renlitadoors.com sales@renlitadoors.com • 903.583.7500

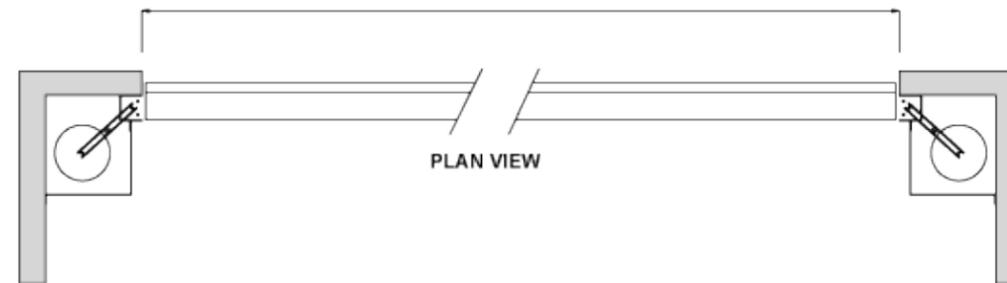
HINGEWAY DOORS
S-2000

Renlita Doors

S-2000 Hingeway Doors - Opening Design Guide



- Int Projection - Refer to Chart 2.1 for calculation of amount of door panel that will project interior to the opening
- Ext - Refer to Chart 2.1 for calculation of distance that the door panel will project exterior of the opening
- P = Pulley Headroom - Refer to chart 3.1 for amount of headroom needed for pulleys and operating channel components
- T = Door Thickness - Panel thickness will be determined on a per project basis based upon wind loading, cladding thickness/weight, and other variables.



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RENLITA DOOR CUT SHEETS

PROJECT 1355 MARKET SQUARE- WEST ELEVATION - LOADING DOCK

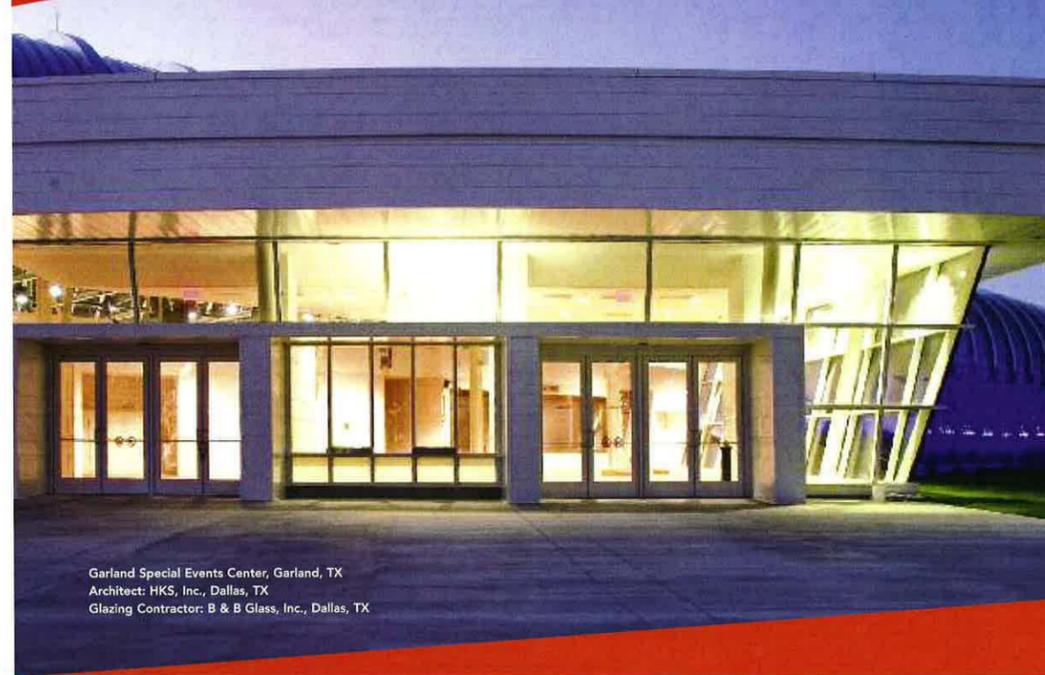
PROJECT #: 11008

DATE: 11/06/13

A9

190, 350 and 500 Standard Entrances

Single Source Packages
Generate Versatile First Impressions

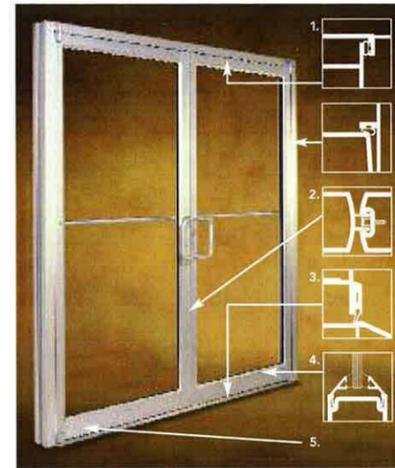


Garland Special Events Center, Garland, TX
Architect: HKS, Inc., Dallas, TX
Glazing Contractor: B & B Glass, Inc., Dallas, TX

Tough yet attractive, the clean lines of Kawneer's Standard Entrances are designed as a single-source package of door, door frame and hardware that is easily adaptable to custom requirements. Designed to complement new or remodel construction, modern or traditional architecture, they are engineered, constructed and tested to make good first impressions while withstanding the rigors of constant use by occupants and visitors.

Performance

To resist both lever arm and torsion forces that constantly act on any door, all three entrances feature welded corner construction with Sigma deep penetration and fillet welds plus mechanical fastenings at each corner – a total of 16 welds per door. Each door corner comes with a Limited Lifetime Warranty, good for the life of the door under normal use operation. It is transferable from building owner to owner and is in addition to the standard two-year warranty covering material and workmanship of each Kawneer Door.



1. Thermoplastic elastomer weatherstrip in blade-stop of frame jambs, header or transom bar.
2. Integral polymeric fin is attached to adjustable astragal creating an air barrier between pairs of doors.
3. Optional surface-applied bottom weatherstrip with flexible blade gasket. Extruded raised lip on threshold to provide a continuous contact surface for bottom weatherstrip.
4. Standard 1/4" beveled glass stops sheet water and dirt off without leaving residue.
5. Available in all finishes offered by Kawneer.

The 190 Narrow Stile Entrance

- Is engineered for moderate traffic in applications such as stores, offices and apartment buildings
- Vertical stile measures 2-1/8"; top rail 2-1/4" and bottom rail 3-7/8"
- Results in a slim look that meets virtually all construction requirements

The 350 Medium Stile Entrance

- Provides extra strength for applications such as schools, institutions and other high traffic applications
- Vertical stiles and top rails measure 3-1/2"
- Bottom rail measures 6-1/2" for extra durability

The 500 Wide Stile Entrance

- Creates a monumental visual statement for applications such as banks, libraries and public buildings
- Vertical stiles and top rail are 5"; bottom rail measures 6-1/2"
- Results in superior strength for buildings experiencing heavy traffic conditions

Economy

Kawneer's Sealair² bulb neoprene weatherstripping forms a positive seal around the door frame and provides a substantial reduction in air infiltration, resulting in improved comfort and economies in heating and cooling costs. The system is wear and temperature-resistant and replaces conventional weathering. Bottom weatherstrip at the interior contains a flexible blade gasket to meet and contact the threshold, enhancing the air and water infiltration performance characteristics.

For the Finishing Touch

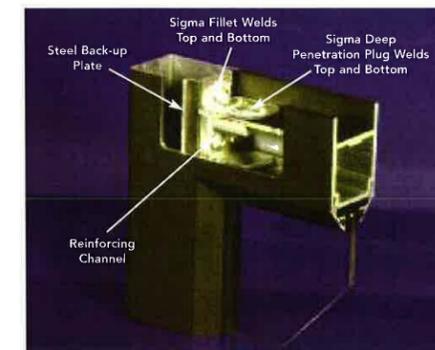
Permanodic² Anodized finishes are available in Class I and Class II in seven different colors.

Painted Finishes, including fluoropolymer that meet or exceed AAMA 2605, are offered in many standard choices and an unlimited number of specially-designed colors.

Solvent-free powder coatings add the "green" element with high performance, durability and scratch resistance that meet the standards of AAMA 2604.

General

- Heights vary to 10'; widths range from approximately 3' to 4'
- Door frame face widths range to a maximum of 4", while depths range to 6"
- Door operation is single or double-acting with maximum security locks or Touch Bar Panics standard
- Architect's Classic one inch round, bent bar push/pull hardware is available in various finishes and sizes
- Infills range from under 1/4" to more than 1"



Kawneer Company, Inc. | kawneer.com
Technology Park / Atlanta | 770.449.5555
555 Guthridge Court
Norcross, GA 30092

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KAWNEER CUT SHEETS

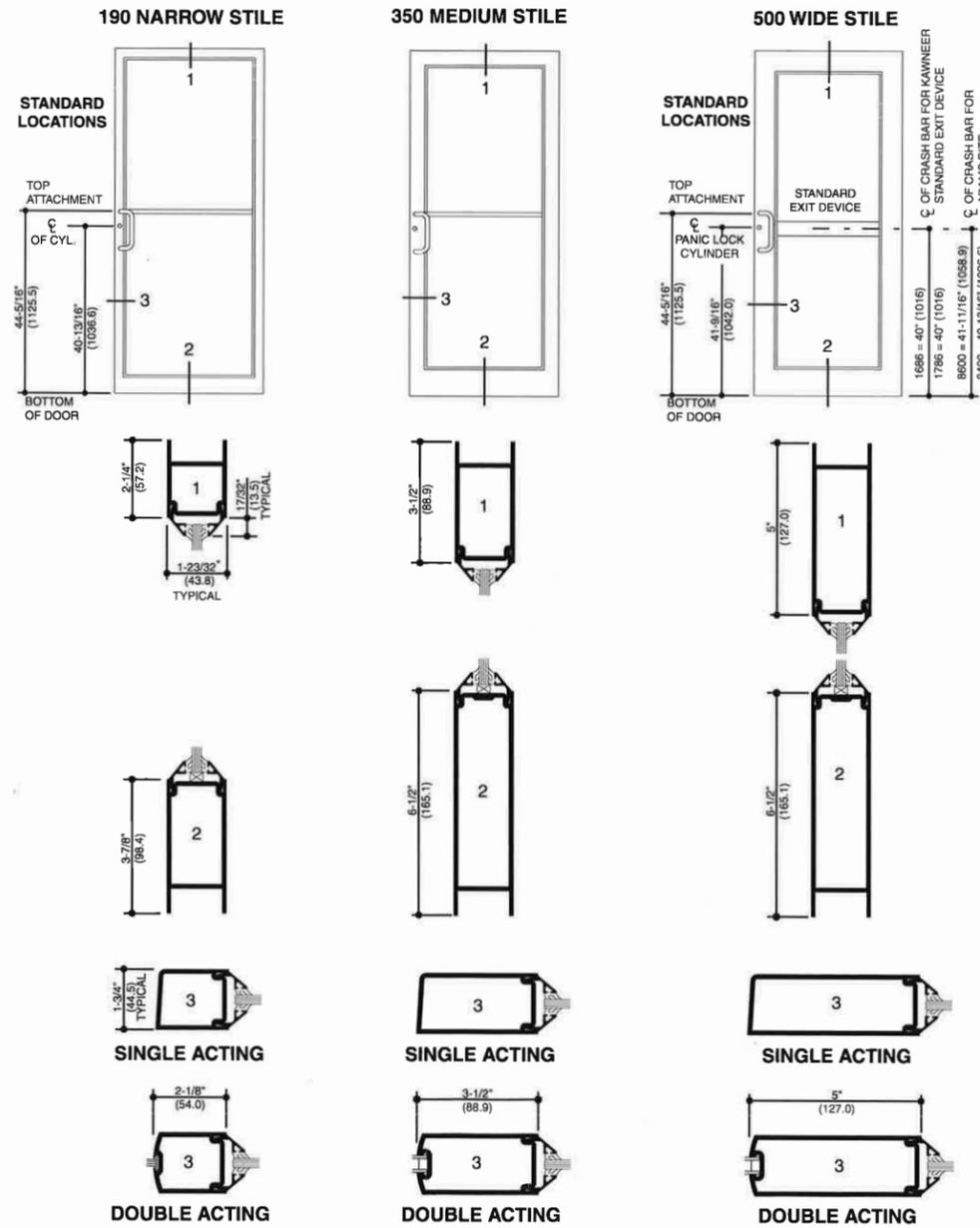
PROJECT 1355 MARKET SQUARE- WEST ELEVATION - LOADING DOCK

PROJECT #: 11008

DATE: 11/06/13

A10

SCALE 3" = 1' 0"



kawneer.com

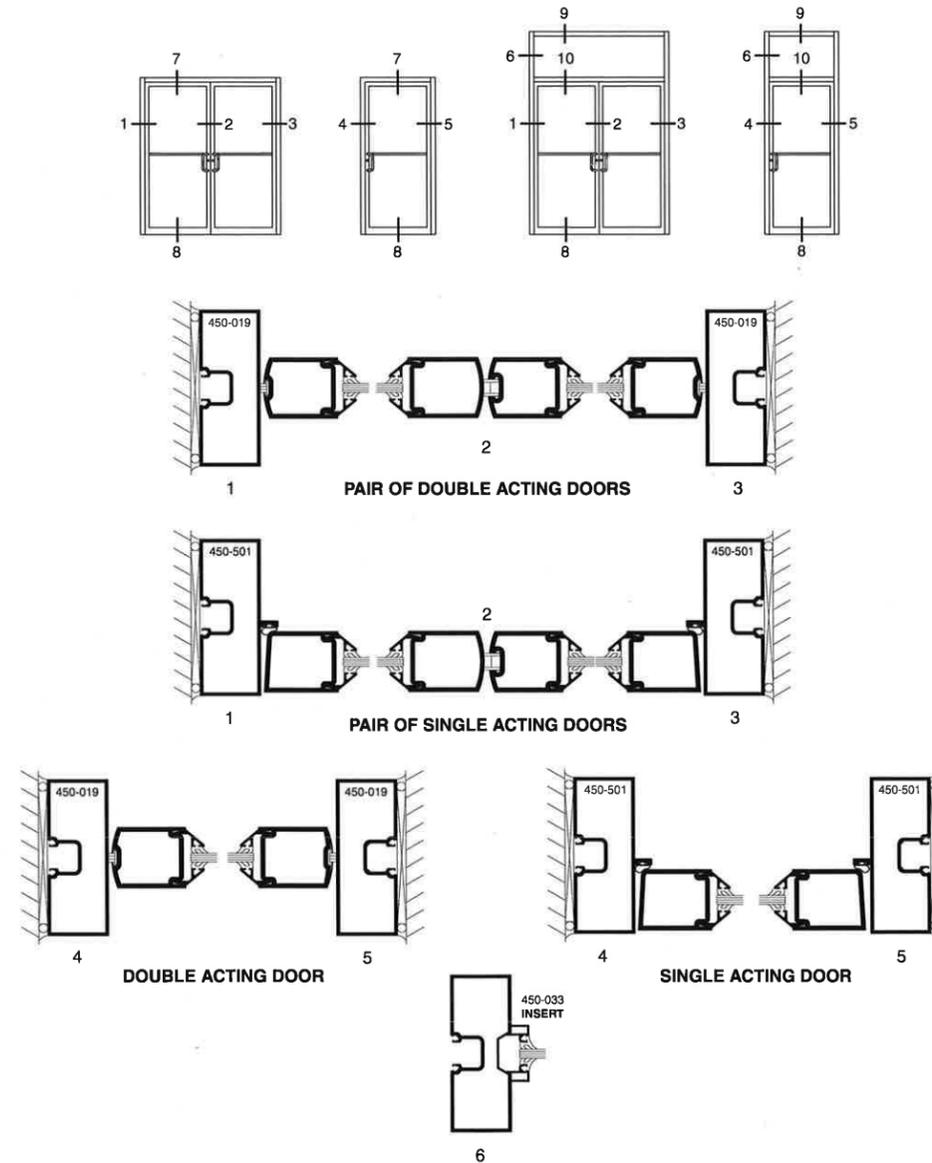
Laws and building and safety codes governing the design and use of glazed entrance, window, and curtain wall products vary widely. Kawneer does not control the selection of product configurations, operating hardware, or glazing materials, and assumes no responsibility therefor.

Kawneer reserves the right to change configuration without prior notice when deemed necessary for product improvement.
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SCALE 3" = 1' 0"

NOTE:

- 1. SERIES 190 NARROW STILE DOORS ARE DETAILED, MEDIUM STILE 350 DOORS AND WIDE STILE 500 DOORS ALSO MAY BE USED.
- 2. TRIFAB® VG 450 CENTER, 1-3/4" X 4-1/2" (44.5 X 114.3) FRAMING IS DETAILED WITH THE DOORS FOR REFERENCE. OTHER KAWNEER FRAMING SERIES OR CURTAIN WALL SYSTEMS MAY BE USED. REFER TO THE CATALOG INDEX FOR THE APPROPRIATE DETAIL SECTION.



Laws and building and safety codes governing the design and use of glazed entrance, window, and curtain wall products vary widely. Kawneer does not control the selection of product configurations, operating hardware, or glazing materials, and assumes no responsibility therefor.

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