

MEMO

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Planning Information: **415.558.6377**

DATE: September 8, 2010

TO: Architectural Review Committee, Historic Preservation

Commission

FROM: Shelley Caltagirone, Preservation Staff, tel. (415) 558-6625

REVIEWED BY: Tina Tam, Preservation Coordinator

RE: 2055 Union Street, Metro Theater

Case No. 2010.0613A

The attached Certificate of Appropriateness application and supporting materials were submitted to the Planning Department by the Project Sponsor, Architect Charles Kahn, for review and comment by the Architectural Review Committee (ARC) of the Historic Preservation Commission (HPC). The Sponsor is seeking comments from the ARC on the design in order to help refine their final proposal before submitting the project for environmental review by the Planning Department under the California Environmental Quality Act (CEQA). The project will also require Conditional Use authorization by the Planning Commission.

BACKGROUND

On December 4, 2007, the Board of Supervisors (BOS) adopted Resolution No. 672-07 initiating the designation of the Metro Theater as a Landmark pursuant to Section 1004.1 of the San Francisco Planning Code.

On December 17, 2008, the proposed landmark designation was heard by the Landmarks Preservation Advisory Board (LPAB) and voted 5-2 to recommend approval of the landmark designation.

On March 18, 2009, the HPC conducted a second designation hearing to comply with the new requirements of Proposition "J" (effective January 1, 2009). The HPC failed to pass a resolution regarding the proposed landmark designation. A motion to approve landmark designation of the auditorium wall murals and the building exterior failed on a vote of (+3 -1) with Commissioner Damkroger voting against. Commissioner Damkroger supported designating a more comprehensive list of character-defining features at the interior, including the plan and volume of the interior spaces and additional decorative finishes. Under Section 1004.3 of the Planning Code, failure to pass a resolution constitutes a procedural approval of the proposed designation so the landmark designation went before the BOS without recommendation by the Commission.

On July 14, 2009, the BOS approved the designation of the Metro Theater (see attached Designating Ordinance No. 175-09) and listed the following exterior features of the building as character-defining features of the landmark.

- The multi-story form and massing;
- The projecting marquee with neon lighting;
- The vertical blade sign with neon lighting; and,
- The Spanish Colonial Revival and Art Deco period façade elements, including the pilasters, parapet, and plaster ornamentation.

Additionally, the BOS found the Heinsbergen Design Company murals, the Ionic columns, the grilles, and the urns located inside the auditorium to be important features of the theater which the property owner is committed to retaining but did not designate the features under Article 10 of the Planning Code. The ordinance states:

Although these features are not part of this landmark designation and are not hereby designated under Article 10 of the Planning Code, the Board understands that the property owner has represented to the community and to this Board that they are committed to making the protection of the murals and other interior features a condition of any future conditional use permit granted for the property.

PROPERTY DESCRIPTION

The Metro Theater is located on the south side of Union Street, between Webster and Buchanan Streets, on Assessor's Block 0541, Lot 018. The theatre closed operations in 2006 and is currently vacant. The property is zoned Union Street NCD (Neighborhood Commercial District) within a 40-X height and bulk district. The subject lot measures approximately 40' in width and 100' in depth.

The subject property is a motion picture theater, designed and constructed in 1924 by the Reid Brothers, a San Francisco architecture firm, in the Spanish Colonial Revival style. The building was extensively remodeled in the Art Deco style in 1941 by architect Otto A. Deichmann and underwent a second major renovation in 1998.¹ The building is a three-story reinforced concrete theatre with ground floor retail space. The building is clad in smooth stucco and is capped by a flat roof. The primary (north) façade is three bays wide with a central recessed entry. A vertical blade sign reading "Metro Theatre" in neon letters hangs in the center of the façade with a rectangular-shaped neon marquee below. In 1941, the theatre was remodeled in the Art Deco style. At this time the façade was largely stripped of the Spanish Colonial Revival-style ornamentation, the blade sign and marquee were replaced, the storefronts were altered, and the name of the theatre was shortened to "Metro." In 1998 the building was remodeled for the last time. At this time the entry vestibule was enclosed and the eastern storefront was altered.

PROJECT DESCRIPTION

The proposed project involves converting the existing theater to a health/fitness center. At the exterior, the work includes altering the front façade by replacing the storefronts and creating new window

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¹ The identity of the 1941 remodel has been questioned by some parties as the work has been popularly attributed to Timothy Pflueger; however, no documentary evidence linking Pflueger to the remodel project has been presented.

openings. At the interior, the work includes reconfiguring and dividing the existing spaces to create three full floor levels and one partial floor level. The proposal would preserve the murals within the auditorium intact by pulling the new floors away from the side walls. It would also uncover and preserve the Ionic columns, grilles, and urns located inside the auditorium. The work would eliminate the sloped auditorium floor and the remaining finishes of the interior. Please refer to the attachments for a more comprehensive project description.

REQUESTED ACTION

Staff is seeking comments on the appropriateness of the proposed project, including recommendations for possible revisions that would lessen impacts to the character-defining features of the historic resource. As described above, the exterior features of the building are subject to Article 10 of the Planning Code and alterations to these features require a Certificate of Appropriateness. Additionally, interior features of the building have also been identified in previous Department evaluations as historically significant and impacts to these features are subject to review under the Department's CEQA review process. Any ARC comments pertaining to those interior features that are not subject to Article 10 of the Planning Code will be taken under consideration by Department staff during the CEQA review for the project.

ATTACHMENTS

Certificate of Appropriateness Application Architectural Drawings Photographs Excerpted from Designation Reports Designating Ordinance No. 175-09

Determination:

A. OWNER/PROJECT SPONSOR INFORMATION Property Owner's Name: EHRMAN PROPERTIES, LLC CO STEPHANE DE BORD Address: 2509 SLOTT STREET, SF CA 94115 Telephone: (415) 225-5456 Applicant's Name: KAHN DESIGN ASSOCIATES Address: 1810 GTH GTREET, BERKELEY (A94710Telephone: (510) 841-3555 Primary Contact for Project Information: SERSSTYEN JACKOVICS Address: OI NELLEN AVE , SUITE 250 Telephone: (416) 385 -1561 CORTE MADERA, CA 94925 File Date:______ Fax Number:____ Email: SJACKOVICE @, AOL. COM B. PROJECT INFORMATION Address of Project: 2055 UNION STREET, SF CA 94/23 Cross Streets: BUCHANAN & WERSTER Complete if applicable: Building Permit Application (BPA) No.:______ BPA File Date: _____ C. APPLICANT'S AFFIDAVIT Under penalty of perjury, I, the applicant, declare that I am the owner or authorized agent of the owner(s) of this property, and that the information presented is true and correct to the best of my knowledge. Signed: Date: D. ENVIRONMENTAL DETERMINATION (To be filled out by Preservation Technical Specialist during application intake)

Assessor's Block/Lot: 054 018		
Zoning District: UNION 5 HEIGHBORHOOD		
Landmark No. and Name		
Article 11 Category:	Conservation District:	
1976 AS Survey Rating:	Here Today Page:	
Heritage Rating:	Other Surveys:	
F. PROJECT DESCRIPTION		
	□ New Construction	□ Demolition
Other:		
Present/Previous Use:		
Describe proposed scope of work: SE	Proposed Use:	
Describe proposed scope of work: 으로	E ATTACHED.	

F. PROJECT DESCRIPTION

Describe proposed scope of work:

The scope of the project is a seismic retrofit and adaptive re-use of the former Metro Theater located at 2055 Union Street, near the center of the Union Street commercial district. The Metro Theater was constructed in 1924, and closed in 2006. The building has been shuttered for many years as the owners have been unable to find a viable theater operator.

Based upon an evaluation conducted by Zander Sivyer of Holmes Culley, the building requires seismic retrofitting to adhere to current seismic code standards. The seismic retrofit scheme currently planned for the existing building includes interstitial floors to brace the tall perimeter walls in the un-braced "out of plane" direction.

The former Metro Theater will be adapted to a new use as an health/fitness center. Two existing retail spaces at the front of the building will remain. The existing, non-original storefront systems will be replaced with new storefronts and the entrances brought up to meet current ADA code. The interior of the theater will be converted into a gymnasium use and will be subdivided to include restrooms, offices, and lockers.

The proposed project will retain and preserve those character-defining exterior elements identified by the Board of Supervisors. The proposed project will introduce long vertical windows on the main façade to support and complement the linear character of the distinctive vertical blade sign. The introduction of these vertical windows will require the removal of a small unadorned portion of the main facade. Additionally, new windows will be added on the east and west facades and a new skylight will be installed on the roof.

Describe existing features and materials to be removed:

On June 29, 2009, the City of San Francisco Board of Supervisors (BOS) designated the Metro Theater at 2055 Union Street as a Landmark under Article 10 of the San Francisco Planning Code (Ordinance No. 175-09). The existing feature identified in the BOS Resolution include: the multi-story form and massing, the projecting marquee with neon lighting, vertical blade sign with neon lighting, and the Spanish Colonial Revival and Art Deco period façade elements, including the pilasters, parapet, and plaster ornamentation. None of these existing exterior features will be removed.

As part of the adaptive reuse, all non-designated interior features will be removed. However, the Heinsbergen murals will be preserved in place, while the decorative columns on either side of the stage will be rehabilitated and reinstalled in the gymnasium.

G. COMPLIANCE WITH APPLICABLE PLANNING CODE PRESERVATION STANDARDS

In reviewing the applications for Certificates of Appropriateness, the Landmarks Board will consider whether the proposed work would be appropriate for and consistent with the purpose of Article 10 of the Planning code. Please describe below how the proposed work would preserve, enhance, or restore, or not damage or destroy, the buildings exterior architectural features:

As previously mentioned, all elements identified in BOS Ordinance 175-09 will be preserved in place and rehabilitated, including the projecting marquee, vertical blade sign, and Spanish Colonial and Art Deco period façade elements. Currently, the building is in need of seismic retrofit work. The proposed project will seismically retrofit the existing building and preserve the identified character-defining elements.

Question for work proposed in historic districts:

Not Applicable.

H. COMPLIANCE WITH THE SECRETARY OF THE INTERIORS STANDARDS FOR THE REHABILITATION OF HISTORIC PROPERTIES

Please describe how the proposed project meets the following 10 rehabilitation standards. Please respond to each statement as completely as possible (ie. Give reasons as to how and why the project meets the Standards rather than merely concluding it does so.)

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:

The property is a former single screen movie theater that has been shuttered for several years. Its new use as a health/fitness center will revive the building's active presence in the community and fund the seismic work that is needed to preserve the building mass and distinctive historical features. As mentioned above, all of the features noted in the landmark designation will be maintained.

Changes to the interior to accommodate the new use will be minimal and reversible. While the new program and seismic upgrade requires changes to interior walls (most notably the addition of interstitial floors and removal of the sloped seating) these changes were carefully planned to maintain a large theater-like volume at the core of the building and to avoid covering and, if possible, engaging with the Heinsbergen Design Company murals of 1941. (Though not Landmarked, the murals have been identified as "important" features by the Board of Supervisors. They will be maintained through the commitment of the building owner and a condition of any future use permit.)

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationship that characterize the property will be avoided.

The building will continue to have a dramatic, character-giving presence on the street. The historic character of the property has been defined as those character-defining elements defined by the BOS Ordinance 175-09. None of the distinctive and historical features will be removed or altered remain. In support of the historic character, the proposed project will maintain a central recessed entry, as well as the marquee, vertical blade sign, plaster pilasters, parapet and historical ornamentation.

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.

All new features, such as the interior modifications, and in particular, the windows and remodeled storefronts in the façade, will be handled in a contemporary manner to clearly illustrate that they are not part of the original building materials. The new architectural elements will be designed in a fashion to complement and support the existing significant materials, in terms of their mass, proportion, scale and quality of materials.

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

BOS Ordinance 175-09 identifies those features, which were determined to be character-defining to historic character of the Metro Theater. The proposed project will retain and preserve these features. Furthermore, as stated by the Board of Supervisors "...the Heinsbergen Design Company murals, the Ionic columns, the grilles, and the urns located inside the auditoriums are important interior features of the theater, which the property owner is committed to retaining. Although these features are not part of this landmark designation and are not hereby designated under Article 10 of the Planning Code, the Board understands that the property owner has represented to the community and to this Board that they are committed to making the protection of the murals and other interior features a condition of any future conditional use permit granted for the property."

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

All of the character-defining features of the exterior will be preserved. The building also contains several features that have been deemed important by the Board of Supervisors. These features include the Heinsbergen Design Company murals (1941) inside the auditorium, urns, and ionic columns and organ grilles behind the existing screen. These features will be maintained.

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 substantially by documentary and physical evidence.

The interior grilles, which are severely damaged, will be repaired as part of this work. As there are sufficient materials to clearly determine their original character, the new repaired features will match the old in design, color, texture, and material. No historic materials need be replaced as there is complete evidence of their original character extant.

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.

The project sponsor will consult with a trained historic architect or material conservator (who meets the Secretary of the Interior's Professional Qualification Standards in Historic Architecture or Conservation) on the restoration of all elements requiring repair to assure that appropriate materials are used at all times to clean and maintain preserved features.

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

While it is unlikely that the planned excavation of 3 -4 feet (for the foundation/seismic upgrade) will reveal any archeological resources, should any be discovered the excavation will be stopped until a licensed archeological consultant can be brought to the site to insure their proper care, protection and handling.

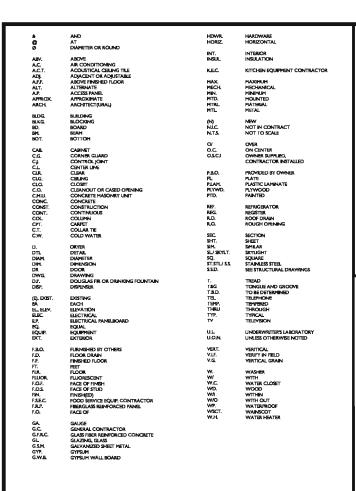
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and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

As described earlier, the installation of new windows on the main façade and the west and east facades will not destroy historic materials, features, or spatial relationship that characterized the property, as they are located on an unadorned portion of the façade (notably not identified as either a Landmarked element or an element of "importance" in the designation). The new fenestration will be contemporary in character to clearly distinguish it from the original materials, but will be scaled, sized and proportioned to complement the most the character defining features outlined in the BOS ordinance. In addition, the new windows will be located between the existing pilasters and below the existing parapet.

In a similar fashion, the new storefront windows, replacing non-original prior retrofit windows, will be handled in a contemporary manner to clearly distinguish them from original building material, while cementing the original functional character of this portion of the building. Again, the proportions, scale, size, etc. will complement the character defining features outlined in the BOS Ordinance.

10. New addition 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 introduction of exterior windows is easily reversible. They could be removed and the unadorned wall could be restored. Consequently, as this new construction of the exterior wall is reversible, the integrity of the property (as described in BOS Ordinance 175-09) will be unimpaired.



ADAPTIVE REUSE FOR

THE NEW METRO

2055 UNION STREET SAN FRANCISCO, CA, 94123

CERTIFICATE OF APPROPRIATENESS JULY 19, 2010



THE PROPOSED PROJECT INVOLVES...

PROJECT DESCRIPTION

UNION PROJECT SITE GREEN 2A PARCEL MAP ARCHITECTURAL HISTORICAL & EXISTING PHOTOGRAPHS EXISTING GROUND FLOOR PLAN DEMOLITION FIRST FLOOR PLAN PROPOSED FIRST FLOOR FLAN PROPOSED SECOND FLOOR FLAN PROPOSED THIRD FLOOR FLAN PROPOSED FOURTH FLOOR FLAN PROPOSED ROOF FLAN

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BUILDIN

METRO

COVER SHEET

AS NOTED

SCALE:

DRAWN BY: JOB NO: SJM01

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018)

8 ABBREVIATIONS SEE LEGEND ON DRAWINGS FOR EXPLANATION OF EACH NOTE. DATUM REFERENCE: ELEVATION, WORK OR CONTROL DOOR SYMBOL: DOOR MARK OR SEQUENCE NUMBER WINDOW SYMBOL: WINDOW MARK OR WALL TYPE REFERENCE M-I MATERIAL/FINISH NOTE REFERENCE (P-I) APPLIANCE SYMBOL/ REFERENCE

A-I

3'-0"

3'-0"

FFZ CHANGE IN FINISH FLOOR MATERIALS

NORTH ARROW

GRAPHIC SYMBOLS



5 PROJECT TEAM

THE SCOPE OF THE PROJECT IS A SEISMIC RETROFIT AND ADAPTIVE RE-USE OF A 1924 SINGLE SCREEN THEATER BUILDING NEAR THE CENTER OF THE UNION STREET COMMERCIAL DISTRICT. THE BUILDING HAS BEEN SHUTTERED FOR MANY YEARS AS THE OWNERS HAVE BEEN UNABLE TO RIND A VABLE THEATER OPERATOR AND THE BUILDING IS BADLY IN NEED OF SEISMIC RETROFITTING. THE SEISMIC RETROFIT OF THE EXISTING STRUCTURE WILL INCLUDE INTERSTITIAL FLOORS TO BRACE THE TALL PERIMETER WALLS IN THE UN-BRACED YOUT OF FLANE" DIRECTION. TWO EXISTING RETAIL SPACES AT THE FRONT OF THE BUILDING WILL REMAIN. THE EXISTING, NON-ORIGINAL STOREFRONT SYSTEMS WILL BE REPLACED WITH NEW STOREFRONTS AND THE ENTRANCES BROUGHT UP TO MEET CURRENT ADA CODE EXISTING EXTERIOR ELEVATIONS & SECTIONS PROPOSED BUILDING SECTIONS PROPOSED EXTERIOR ELEVATIONS & STUDIES TABLE OF CONTENTS

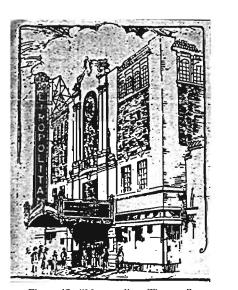


Figure 12. "Metropolitan Theatre,"
Reid Brothers drawing.
Source: San Francisco Chronicle (23 April 1924).

1924



1925

Figure 27. Metropolitan Theatre, circa 1925. Source: Tillmany, San Francisco Theatres, 97.



Figure 9. Metro Theatre, circa 1945. Source: San Francisco Public Library Historical Photograph Collection, #AAA-8924.

1945



Figure 13. Metro Theatre, 1964. Note alterations to entrance. Source: San Francisco Public Library Historical Photograph Collection, #AAA-8923.

1964

2 HISTORICAL DOCUMENTATION SOURCE: PAGE & TURNBULL REPORT, 2007



ARCHITECTURE
kahn design associates
1810 isth street, beteley, c. 9710
phone. S104/12255 fere; S104/1225
kahn designassociates com

(# 0541 018)

PROPOSED ADAPTIVE REUSE

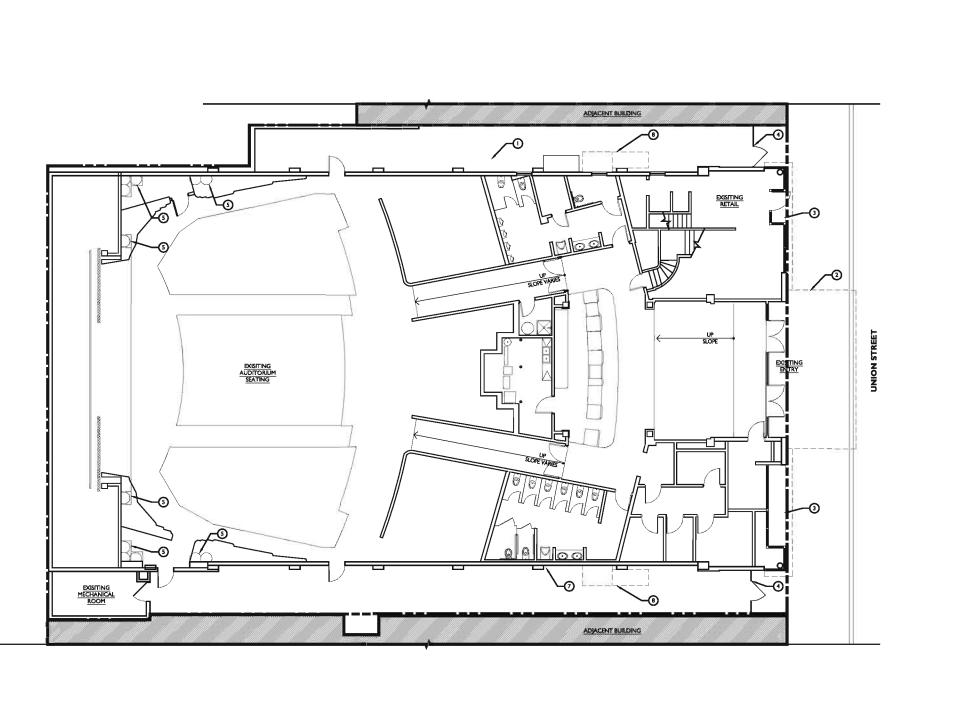
THE NEW METRO BUILDING
2055 UNION ST.
SAN FRANCISCO, CA 94123

(3)

EXISTING SITE PHOTOS

SCALE: NO SCALE DRAWN BY: DA

JOB NO: SJM01



KEY NOTES:

(E) ELECTRICAL SERVICE PANEL

2 EXISTING THEATER MARQUEE ABOVE TO REMAIN

EXISTING TRANSOMS AND ARCHITECTURAL DETAIL ABOVE STOREFRONTS TO REMAIN

EXISTING GATE TO REMAIN

DECORATIVE COLUMNS TO BE REMOVED, RESTORED AND REINSTALLED DURING THE RENOVATION PROCESS
 DECORATIVE COLUMNS TO BE REMOVED, RESTORED AND REINSTALLED DURING THE RENOVATION PROCESS

7 EXISTING WATER AND GAS UTILITIES, V.I.F.

EXISTING EXTERIOR STEEL STAIRS TO BE REMOVED.

GENERAL CONSTRUCTION NOTES

ALL STE MEASUREMENTS, LOCATIONS AND OBSERVATIONS WERE DONE WITHOUT INVESTIGATIVE DEMOLITION, ACCURACY OF DRAWINGS TO BE VEHIRED UPON PURITHER INVESTIGATION, MEASUREMENTS TO BE ACCURATE WITHIN 8 TO BINCHES, HOWEVER DISTING RIRRED WALLS AND DECORATIVE CONDITIONS CONCEAL COMMON STRUCTURAL LINES, GRIDS AND DATUMS.

PLANNING SUBMITTAL

REVISION:

kahn design associates
tato inth arrest, betteley, ca. 94710
kda khin designassociates.

0541 018)

BUILDING CA 94123

THE NEW METRO B 2055 UNION ST. SAN FRANCISCO, CA 94123

EXISTING FIRST FLOOR PLAN

SCALE: 1/8" = 1'-0"

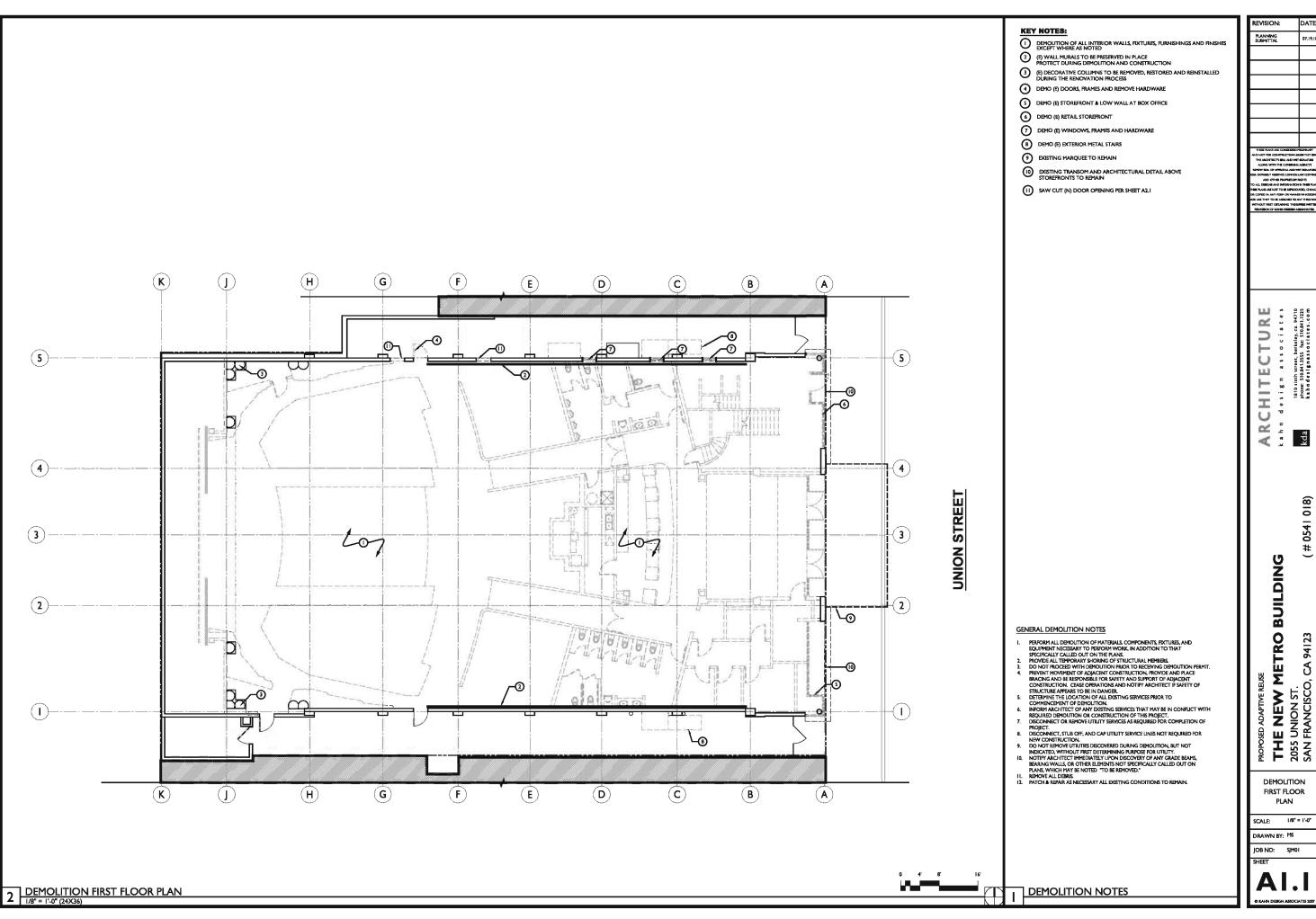
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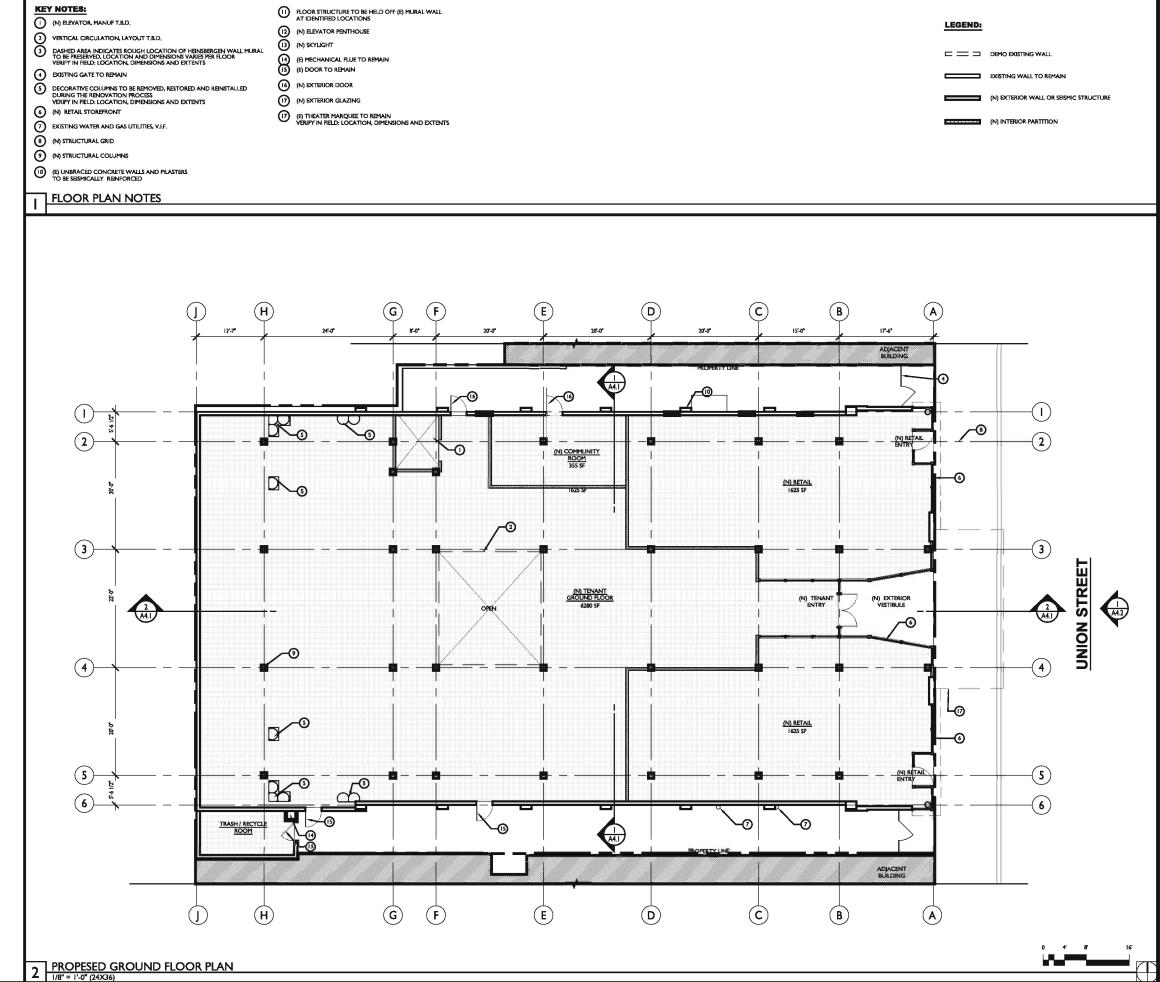
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2 EXISITING FIRST FLOOR PLAN

GENERAL NOTES



018)



REVISION: PLANNING SUBMITTAL

kahn design associates

1310 sixth street, berkeley, cz. 94710

1642 phomes 510.841.8355 faz. 510.841.1135

Rda

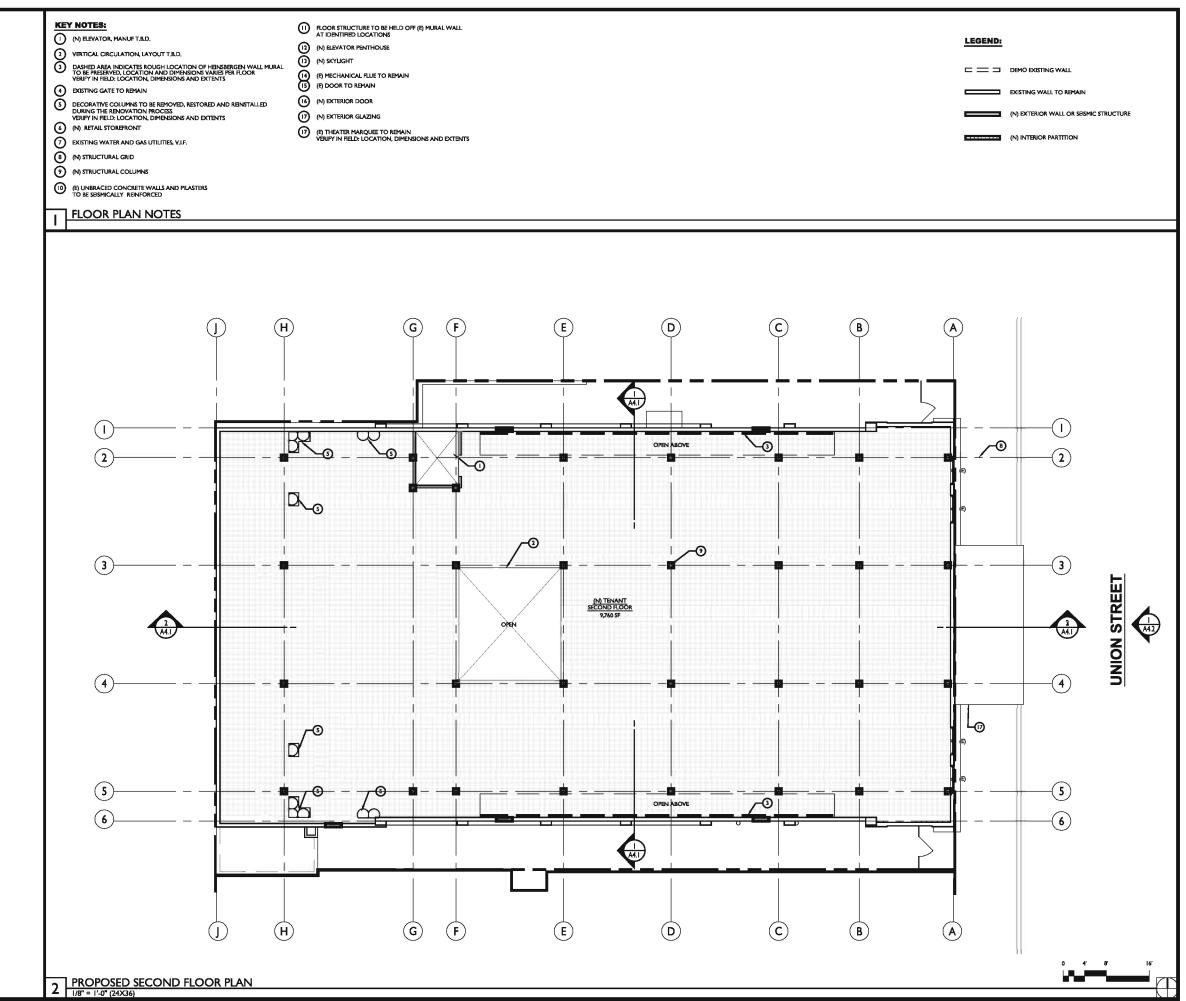
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METRO BUILDING ð THE NEW M 2055 UNION ST. SAN FRANCISCO, C

PROPOSED GROUND FLOOR PLAN

SCALE: 1/8" = 1'-0"

DRAWN BY: DA JOB NO: SIMOI



REVISION: PLANNING SUBMITTAL

kahn design associates

1310 sixth street, berkeley, cz. 94710

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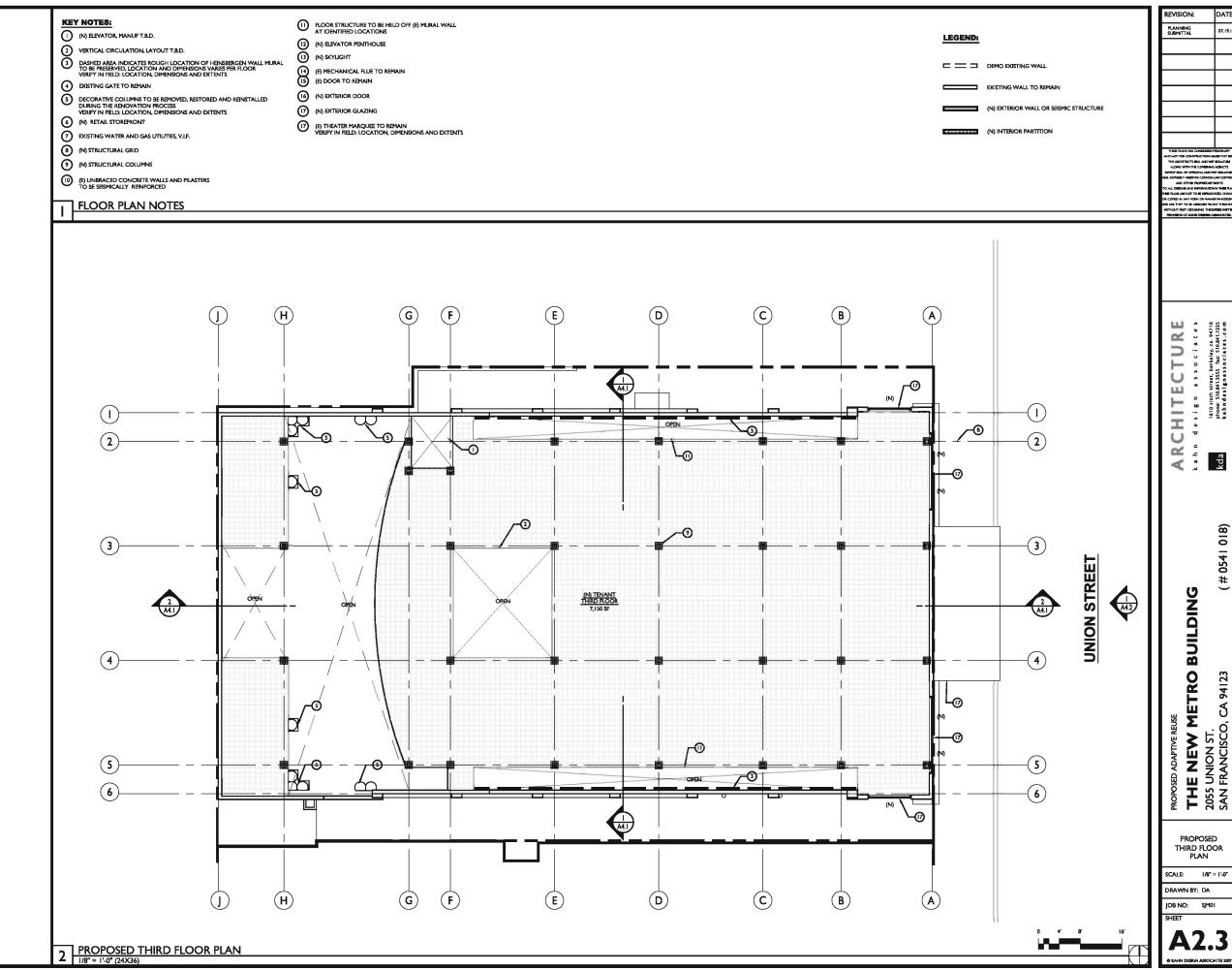
BUILDING

METRO ð THE NEW M 2055 UNION ST. SAN FRANCISCO, (

PROPOSED SECOND FLOOR PLAN

SCALE: 1/8" = 1'-0"

DRAWN BY: DA JOB NO: SIMOI



REVISION: PLANNING SUBMITTAL

kahn design associates

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BUILDING

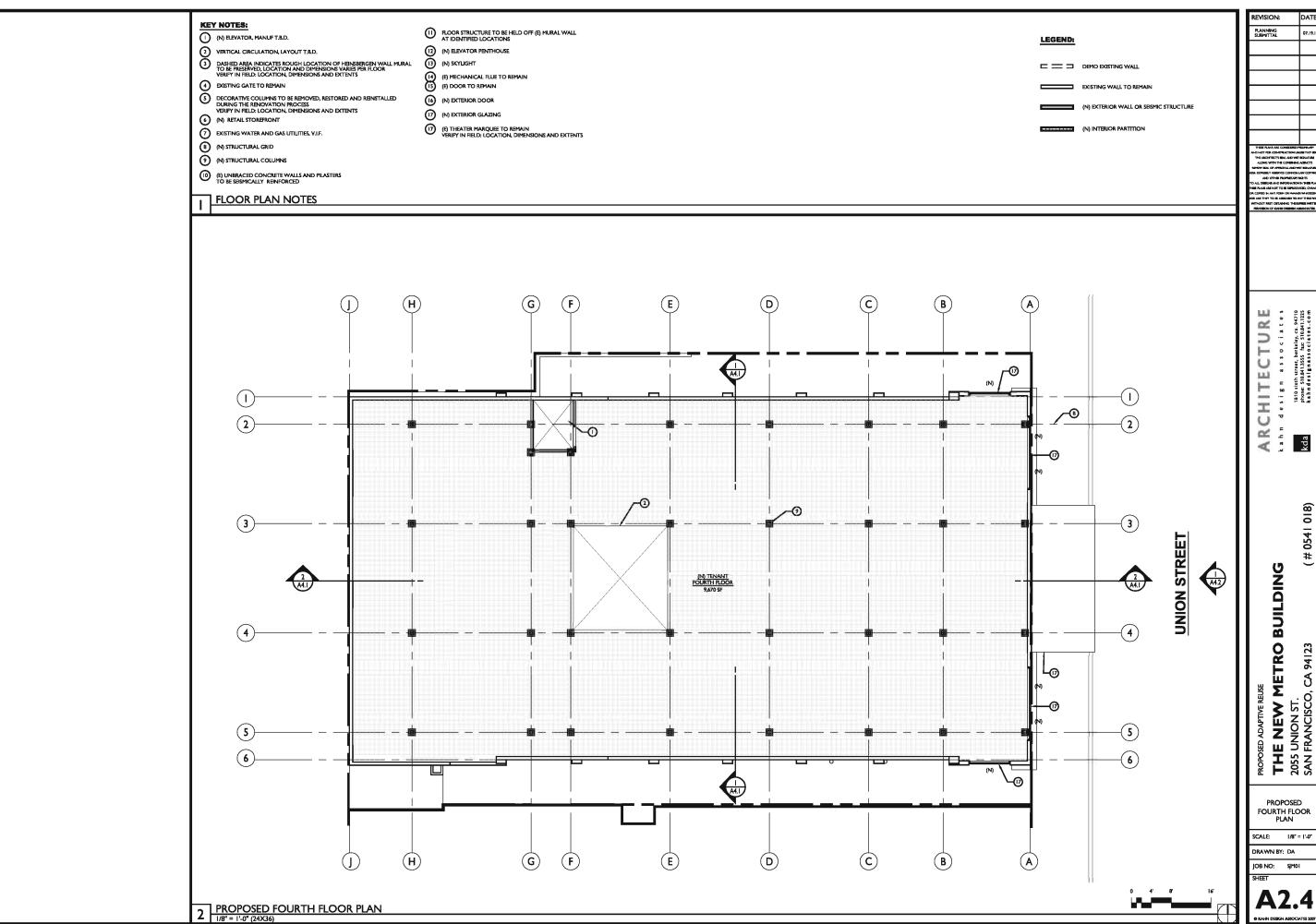
METRO

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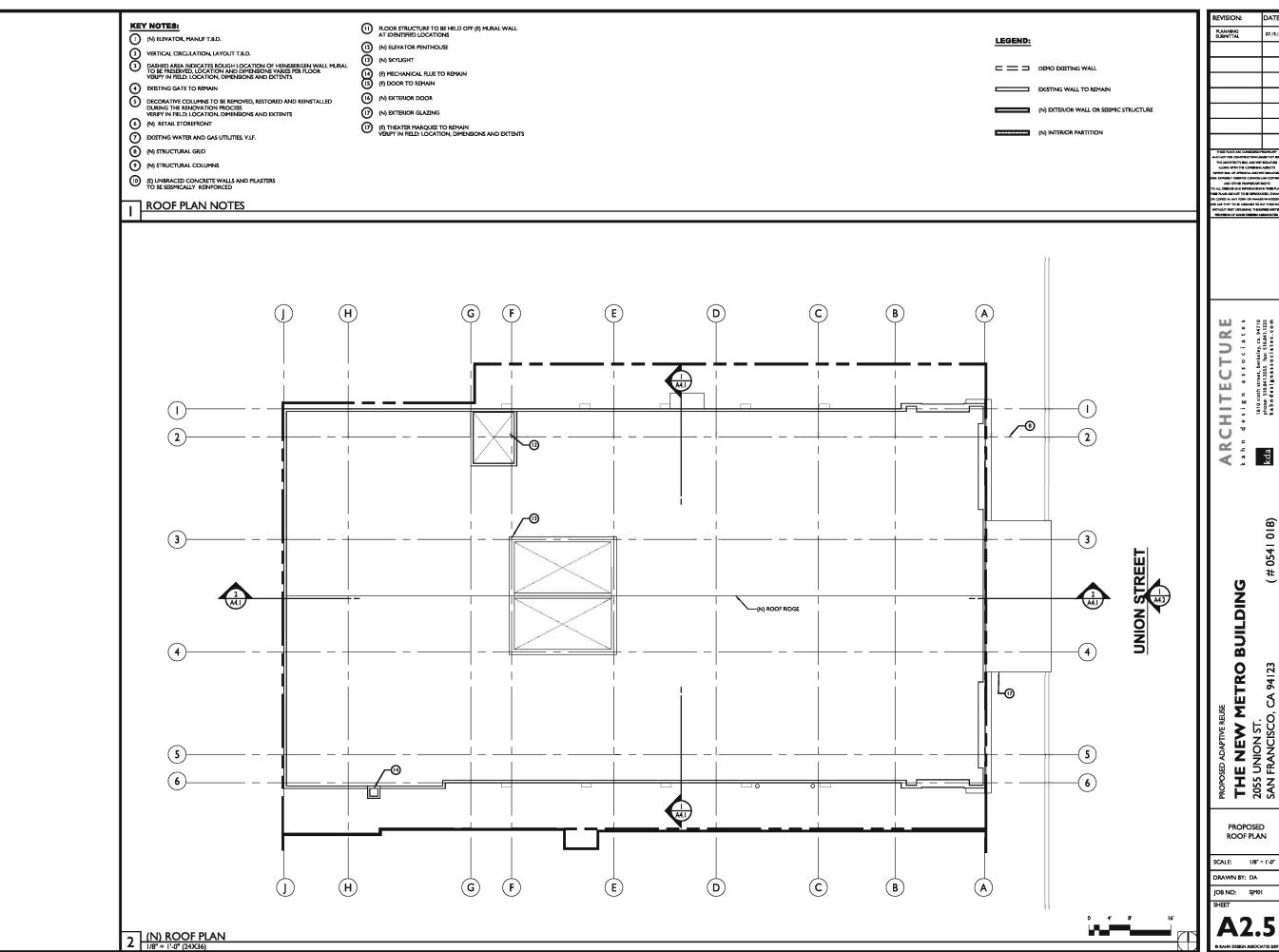
PROPOSED THIRD FLOOR PLAN

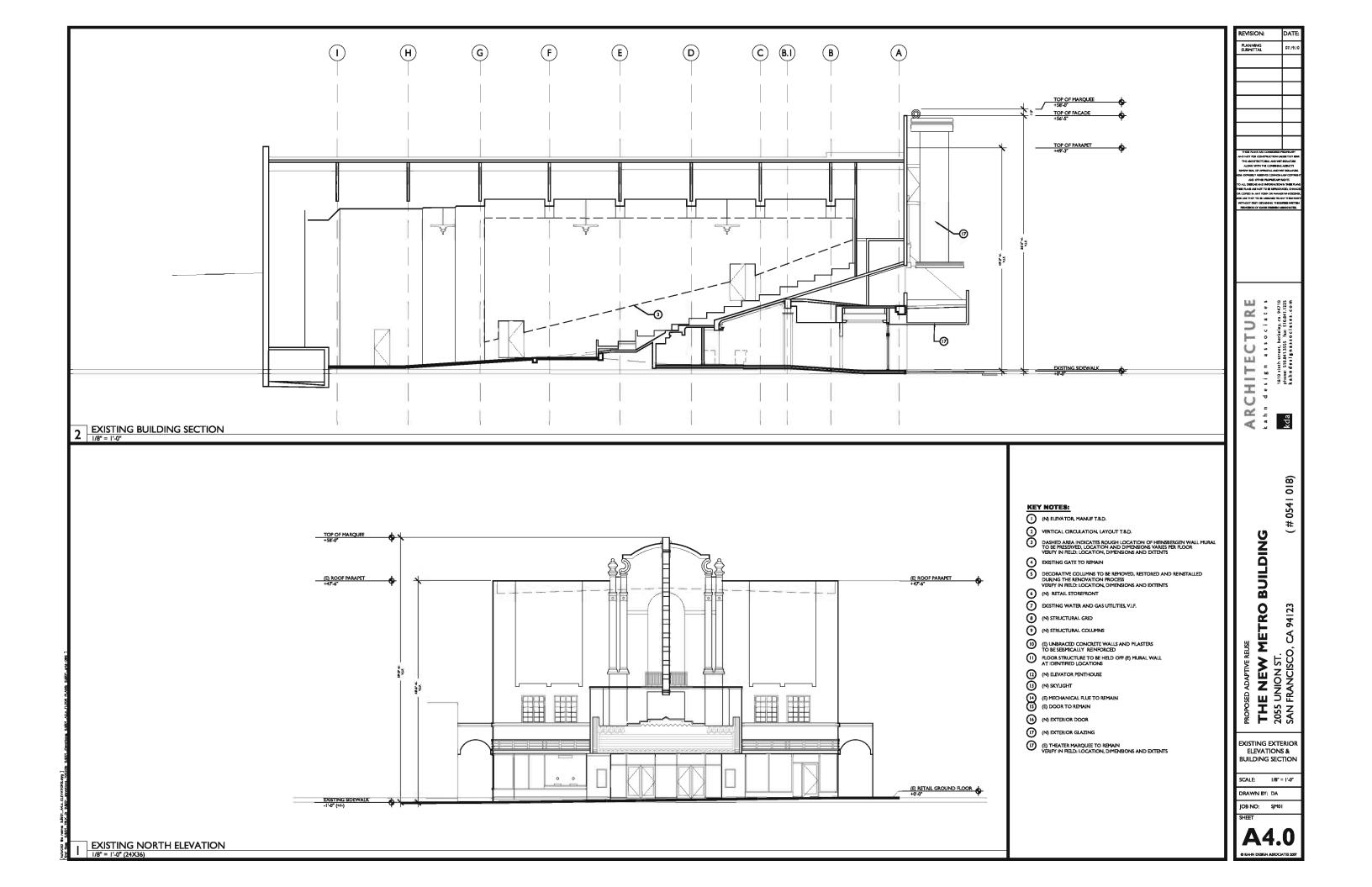
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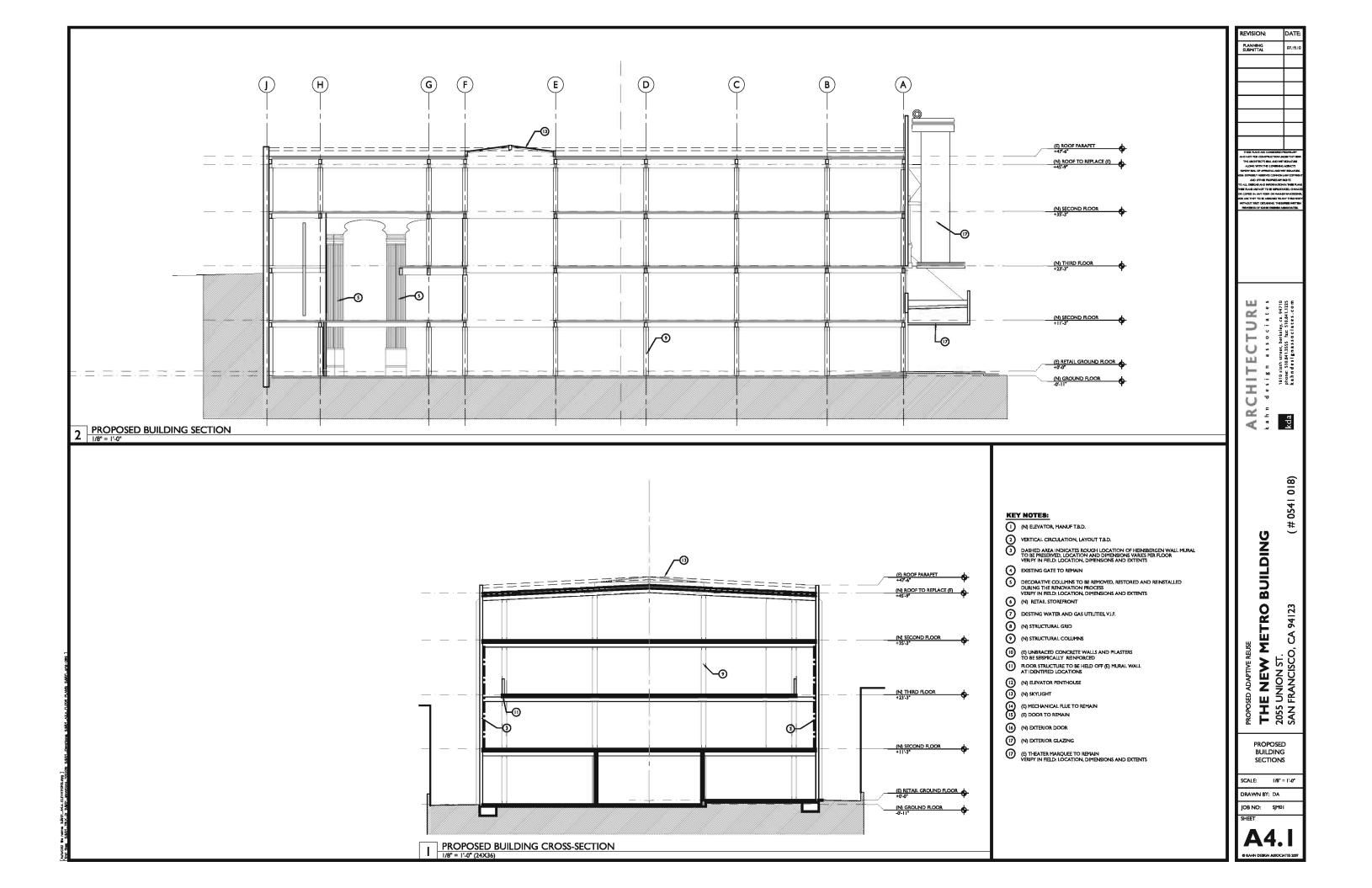
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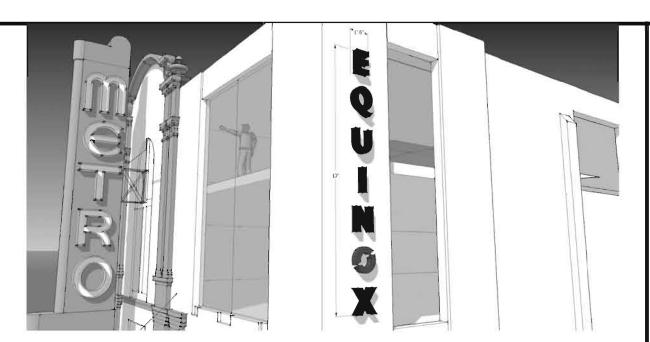


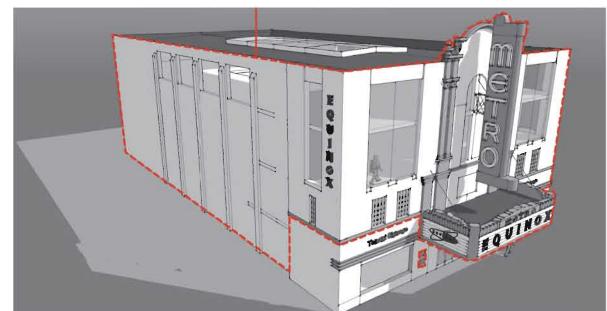
PROPOSED

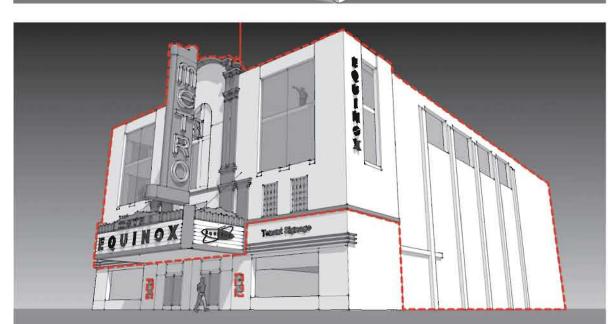












PROPOSED FENESTRATION & SIGNAGE STUDIES SCALE: N.T.S.

Tenant Signage Tenant Signage

PROPOSED FENESTRATION & SIGNAGE STUDY SCALE: N.T.S. (N) ROOF TO REPLACE (E) +45'-9" (N) THIRD FLOOR +23'-3" (N) SECOND FLOOR +11'-3" (N) GROUND FLOOR

PROPOSED NORTH ELEVATION W/ NEW FENESTRATION

1/8" = 1'-0" (24X36)

kahn design associates

1310 inth street, berkeley, cz. 97710

1421 phones \$10.041.3355 fax. \$10.041.1325

Kda

REVISION:

(#0541018)

PROPOSED ADAPTIVE REUSE

THE NEW METRO BUILDING
2055 UNION ST.
SAN FRANCISCO, CA 94123

PROPOSED EXTERIOR ELEVATIONS

SCALE: 1/8" = 1'-0" DRAWN BY: DA

JOB NO: SJM01

A4.2



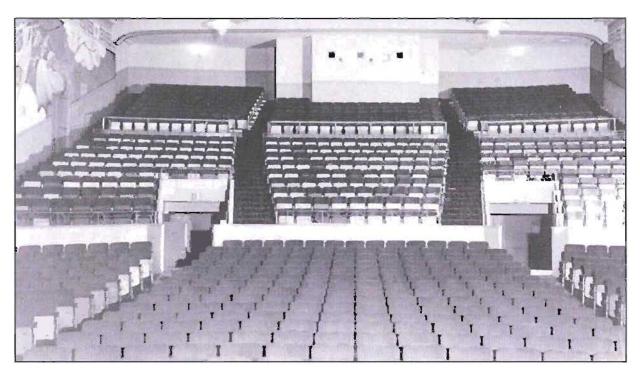
View of Metro Theatre on opening night of the 7th San Francisco International Film Festival, 31 October 1963. (Source: San Francisco Public Library History Room. Photograph Collection, #AAA-8922).



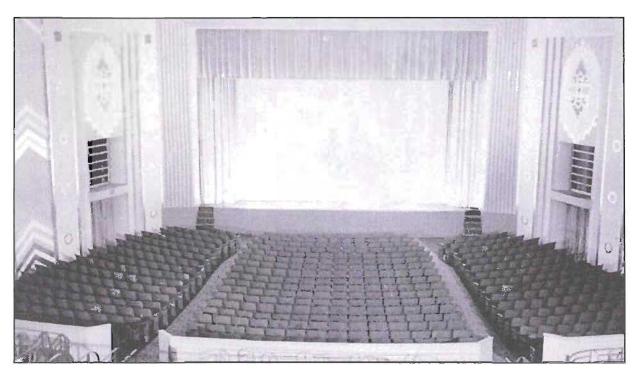
View of Metro Theatre. (Source: San Francisco Public Library History Room, Photograph Collection, #AAA-8924).



View of Metro Theatre, 1964. (Source: San Francisco Public Library History Room, Photograph Collection, #AAA-8923).



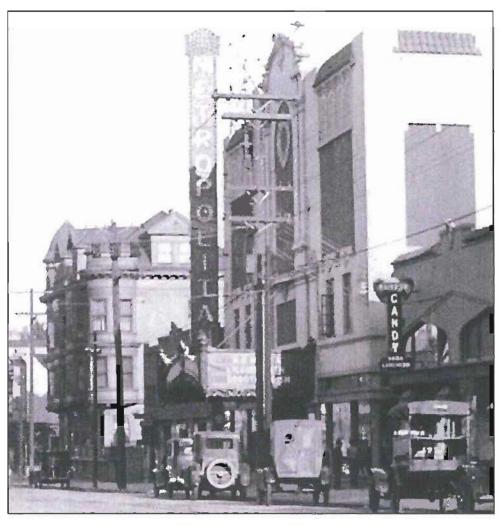
Interior view of auditorium of Metro Theatre, 1942. (Source: San Francisco Public Library History Room, Photograph Collection. #AAA-8925).



Interior view of auditorium stage of Metro Theatre, 1942. (Source: San Francisco Public Library History Room. Photograph Collection, #AAA-8926).



View of Metro Theatre, 1942. (Source: San Francisco Public Library History Room, Photograph Collection, #AAA-8927).



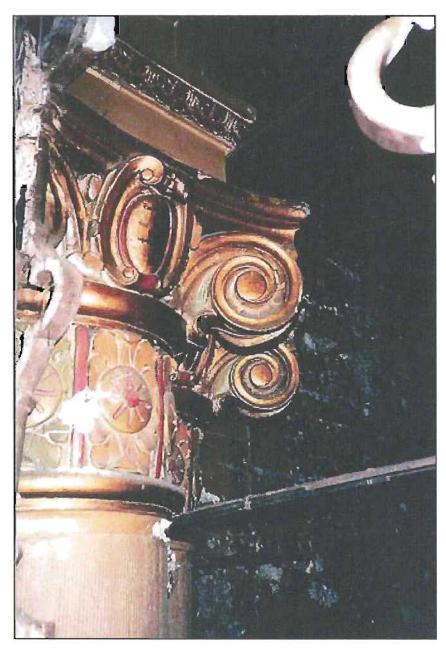
View of Metro Theatre; note original name "Metropolitan" spelled out on marquee. (Source: Jack Tillmany, Theatres of San Francisco, Charleston, Arcadia Publishing, 2005, 97).



View of Metro Theatre at opening night of the first San Francisco International Film Festival, then one of San Francisco's leading first-run venues. (Source: Jack Tillmany, Theatres of San Francisco, Charleston, Arcadia Publishing, 2005. 97).



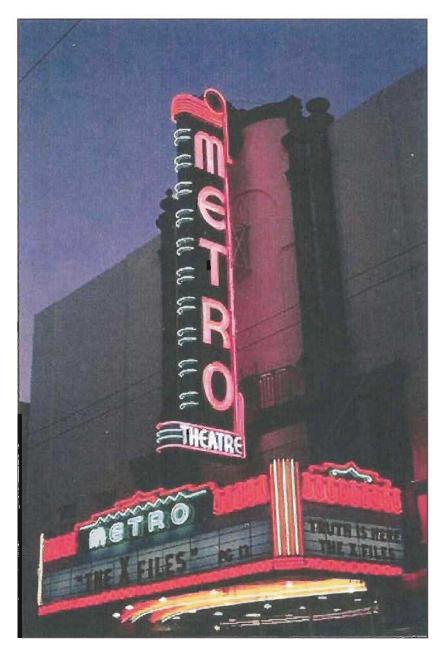
View of original 1924 Ionic columns in auditorium behind 1941 renovations prior to 1998 renovation. (Source: Gary Park, 1998, http://www.tlickr.com/photos/howardbhaas/285871917/).



Detail view of capital in auditorium prior to 1998 renovation. (Source: Gary Parks. 1998, http://www.flickr.com/photos/howardbhaas/285871917/).



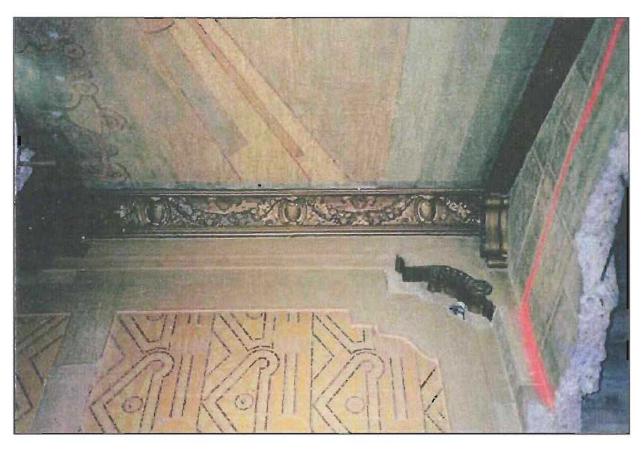
Detail view of capital in auditorium prior to 1998 renovation. (Source: Gary Parks, 1998, http://www.flickr.com/photos/howardbhaas/285871917/).



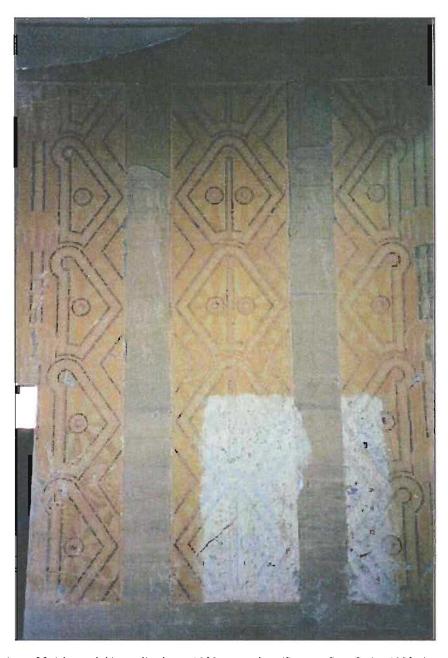
Exterior view of Metro Theatre at night prior to 1998 renovation. (Source: Martin Schmidt, date unknown. http://www.flickr.com/photos/howardbhaas/285871917/).



Detail view of finishes at ceiling of lobby prior to 1998 renovation. (Source: Gary Parks, 1998. http://www.flickr.com/photos/howardbhaas/285871917/).



Detail of finishes at ceiling and wall of lobby prior to 1998 renovation. (Source: Gary Parks, 1998, http://www.flickr.com/photos/howardbhaas/285871917/).



Detail view of finishes at lobby wall prior to 1998 renovation. (Source: Gary Parks, 1998. http://www.tlickr.com/photos/howardbhaas/285871917/).



Detail view of finishes at ceiling of mezzanine prior to 1998 renovation. (Source: Gary Parks, 1998, http://www.flickr.com/photos/howardbhaas/285871917/).



Interior view of auditorium and murals undergoing renovation in 1997. (Source: http://flickr.com/photos/kencta/89760221/).

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EXISTING CONDITIONS PHOTOGRAPHS

Page & Turnbull, October 2007 and July 2008.



Lobby. View north from concession stand. Source: Page & Turnbull, October 2007.



Foyer with contemporary mosaic work and original (1924) ceiling details.

Source: Page & Turnbull, October 2007.

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Art Deco mural (1924) on sloped plaster ceiling of lobby.

Source: Page & Turnbull, October 2007.

Note: this painting was covered by alterations in 1941 and uncovered during the theatre's 1998 restoration.



Concession Stand. View south from foyer. Source: Page & Turnbull, October 2007.

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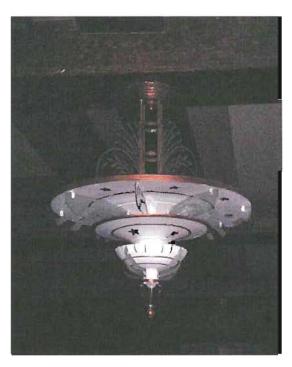


Heinsbergen mural (1941) on west wall of auditorium. Source: Page & Turnbull, July 2008.



Detail of Heinsbergen mural (1941) on east wall of auditorium. Source: Page & Turnbull, October 2007.

MEMORANDUM 11 of 14



Auditorium. Detail of overhead light fixtures (1941). Source: Page & Turnbull, October 2007.



Auditorium. Detail of ceiling (1924, with 1941 paint). Source: Page & Turnbull, October 2007.

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Backstage area. Detail of original (1924) curtain. Source: Page & Turnbull, October 2007.



Original (1924) organ grille work behind modern screen. Source: Page & Turnbull, October 2007.

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Original (1924) engaged Ionic columns behind modern screen. Source: Page & Tumbull, October 2007.



Detail of original (1924) engaged Ionic capital behind modern screen. Source: Page & Tumbull, December 2007.

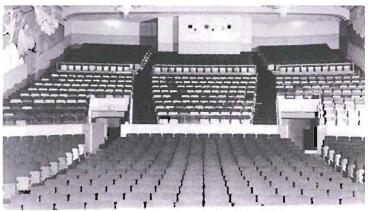
MEMORANDUM 14 of 14

HISTORIC PHOTOGRAPHS

Photographs of the Metro Theatre Interior, 1942. San Francisco Public Library Historical Photograph Collection



Auditorium, 1942. #AAA-8926



Auditorium, 1942. #AAA-8925



Remodeled lobby, 1942. #AAA-8927.

175-09

[Planning Code—Landmark Designation of 2055 Union Street (Metro Theater).]

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Supervisor Alioto-Pier
BOARD OF SUPERVISORS

Ordinance designating 2055 Union Street (Metro Theater), Assessor's Block No. 0541, Lot No. 018, as a Landmark under Article 10 of the San Francisco Planning Code; and adopting General Plan, Planning Code 101.1(b) and environmental findings.

NOTE: Additions are *single-underline italics Times New Roman*;

deletions are strike through italies Times New Roman.

Board amendment additions are double-underlined;

Board amendment deletions are strikethrough normal.

Be it ordained by the People of the City and County of San Francisco: Section 1. Findings.

- (A) A resolution initiating landmark designation of 2055 Union Street (Metro Theater), Board Resolution No. 672-07, which is on file with the Clerk of the Board in File No. 071215 and incorporated herein by reference, was passed by the Board of Supervisors on December 4, 2007 and referred to the former Landmarks Preservation Advisory Board and the Planning Commission for their recommendations on the proposed landmarking pursuant to Article 10 of the Planning Code.
- (B) Under Planning Code section 1004.3, the former Landmarks Preservation Advisory Board and the Planning Commission together had 90 days to hold public hearings and recommend approval, disapproval, or modification of the proposed landmark designation to the Board of Supervisors. Several extensions of this 90-day period were granted by the Board of Supervisors pursuant to section 1004.3. The last extension, made by Board Resolution No. 0393-08, which can be found in Board File No. 081206, expired on December 12, 2008. Under Planning Code section 1004.3(b), the Landmarks Preservation Advisory Board and Planning Commission's failure to act before the expiration of the review period constituted approval.

- (C) After the expiration of the review period, on December 17, 2008, the former Landmarks Preservation Advisory Board held a public hearing on the proposed designation and recommended approval of the proposed landmarking by Landmarks Preservation Advisory Board Resolution No. 630 which resolution is on file with the Clerk of the Board in File No. 090318.
- (D) Also after the expiration of the review period, on March 18, 2009, the Historic Preservation Commission held a public hearing on the proposed designation and was unable to obtain a majority vote to either recommend approval or disapproval of the proposed landmarking.
- (A)(E) Pursuant to Planning Code Section 302, the Board finds that the proposed landmark designation of 2055 Union Street (Metro Theater) will serve the public necessity, convenience and welfare.
- (B)(F) The Board finds that the proposed landmark designation of 2055 Union Street (Metro Theater) is consistent with the City's General Plan and with Planning Code Section 101.1(b) for the reasons set forth in the document entitled "Board of Supervisors of the City and County of San Francisco, General Plan Policies and Planning Code Section 101.1—General Plan Consistency and Implementation, 2055 Union Street (Metro Theater)," which is on file with the Clerk of the Board of Supervisors in File No. __090318______ and is incorporated herein by reference. The Board finds that the proposed landmark designation is consistent with the City's General Plan and with Planning Code Section 101.1(b) for the reasons set forth in said document.
- (C)(G) The Planning Department has determined that the actions contemplated in this Ordinance are in compliance with the California Environmental Quality Act (California Public Resources Code section 21000 et seq.). Said determination is on file with the Clerk of the Board of Supervisors in File No. _090318 _____ and is incorporated herein by reference.

(D)(H) The Board of Supervisors hereby finds that 2055 Union Street (Metro Theater) on Lot 018 in Assessor's Block 0541 has a special character and special historical, architectural, and aesthetic interest and value, and that its designation as a Landmark will further the purposes of and conform to the standards set forth in Article 10 of the San Francisco Planning Code.

(I) Additionally, the Board of Supervisors finds that the Heinsbergen Design

Company murals, the Ionic columns, the grilles, and the urns located inside the auditorium are important interior features of the theater, which the property owner is committed to retaining.

Although these features are not part of this landmark designation and are not hereby designated under Article 10 of the Planning Code, the Board understands that the property owner has represented to the community and to this Board that they are committed to making the protection of the murals and other interior features a condition of any future conditional use permit granted for the property.

Section 2: Designation. Pursuant to Section 1004 of the Planning Code, 2055 Union Street (Metro Theater), in Lot 018 of Assessor's Block 0541 is hereby designated as a San Francisco Landmark under Article 10 of the Planning Code.

Section 3. Required Data.

- (A) The description, location, and boundary of the Landmark site consists of the City parcel located at Lot 018 in Assessor's Block 0541, with the street address of 2055 Union Street (Metro Theater).
- (B) The characteristics of the Landmark that justify its designation are described and shown in the Landmark Designation Report, adopted by the Landmarks Preservation Advisory Board on December 17, 2008, and other supporting materials contained in Planning Department Case Docket No. 2007.1401L. In brief, the National Register of Historic Places

characteristics that justify the Landmark's designation are as follows: (1) under Criterion A (Event) for its association with the development of single-screen neighborhood theaters in San Francisco and for its association with the San Francisco International Film Festival; (2) under Criterion C (Design/Construction) for embodying the distinctive characteristics of the neighborhood theatre building type constructed in San Francisco during the first decades of the 20th century.

The particular exterior features that shall be preserved, or replaced in-kind as (C) determined necessary, are those generally shown in photographs and described in the Landmark Designation Report, which can be found in Planning Department Docket No. 2007.1401L and which is incorporated in this designation by reference as though fully set forth. Specifically, the following exterior features shall be preserved: the multi-story form and massing; projecting marguee with neon lighting; vertical blade sign with neon lighting; and the Spanish Colonial Revival and Art Deco period façade elements, including the pilasters, parapet, and plaster ornamentation.

Section 4. The property shall be subject to further controls and procedures pursuant to the San Francisco Planning Code and Article 10.

APPROVED AS TO FORM: DENNIS J. HERRERA, City Attorney

By:

Marlena G/. Byrne Deputy City Attorney

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City and County of San Francisco Tails

City Hall 1 Dr. Carlton B. Goodlett Place San Francisco, CA 94102-4689

Ordinance

File Number:

090318

Date Passed:

Ordinance designating 2055 Union Street (Metro Theater), Assessor's Block No. 0541, Lot No. 018, as a Landmark under Article 10 of the San Francisco Planning Code; and adopting General Plan, Planning Code 101.1(b) and environmental findings.

July 7, 2009 Board of Supervisors - PASSED, ON FIRST READING

Ayes: 11 - Alioto-Pier, Avalos, Campos, Chiu, Chu, Daly, Dufty, Elsbernd, Mar, Maxwell, Mirkarimi

July 14, 2009 Board of Supervisors — FINALLY PASSED

Ayes: 11 - Alioto-Pier, Avalos, Campos, Chiu, Chu, Daly, Dufty, Elsbernd, Mar, Maxwell, Mirkarimi

File No. 090318

I hereby certify that the foregoing Ordinance was FINALLY PASSED on July 14, 2009 by the Board of Supervisors of the City and County of San Francisco.

Jel Cal FD

Angela Calvillo Lerk of the Board

vin Newsom

1/21/2009

Date Approved