



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

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

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

ARC RECOMMENDATIONS

Massing and Composition:

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

Material and Color:

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

Detailing and Ornamentation:

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

Awnings and Signs:

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