



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Motion No. 0101

Hearing Date: February 2, 2011
Filing Date: December 8, 2010
Case No.: **2010.1084H**
Project Address: **237 Post Street**
Conservation District: Kearny-Market-Mason-Sutter Conservation District
Category: Category V – Unrated
Zoning: C-3-R (Downtown Retail)
80-130-F Height and Bulk District
Block/Lot: 0309/ 025
Applicant: Graff Holdings, Inc.
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ADOPTING FINDINGS FOR A MAJOR PERMIT TO ALTER FOR ALTERATIONS TO A CATEGORY V (UNRATED) BUILDING, INCLUDING THE REPLACEMENT OF THE FRONT FAÇADE AND TENANT SIGNAGE FOR THE PROPERTY LOCATED ON LOT 025 IN ASSESSOR'S BLOCK 0309. THE SUBJECT BUILDING IS WITHIN A C-3-R (DOWNTOWN RETAIL) ZONING DISTRICT, THE KEARNY-MARKET-MASON-SUTTER CONSERVATION DISTRICT, AND AN 80-130-F HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on December 8, 2010, Graff Holdings, Inc. (Project Sponsor) filed with the City and County of San Francisco Planning Department (Department) Major Permit to Alter Application No. 2010.1084H to replace the front façade of the subject building and to install tenant signage at 237 Post Street, a Category V Building within the Kearny-Market-Mason-Sutter Conservation District.

WHEREAS, the Project was determined by the Department to be categorically exempt from environmental review pursuant to CEQA Guideline Section 15301 (Class One-Maintenance and Repair of Existing Facility)

WHEREAS, on February 2, 2011, the Commission conducted a duly noticed public hearing on the project, Case No. 2010.1084H (Project) for a Major Permit to Alter.

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

MOVED, that the Commission hereby grants the Major Permit to Alter, WITH CONDITIONS, and in conformance with the architectural plans dated January 14, 2011, and labeled Exhibit A on file in the docket for Case No. 2010.1084H based on the following conditions:

Conditions:

1. Before approval of the building permit application by the Planning Department, Planning Department Preservation Staff shall review physical samples of all finish materials and glazing.
2. Bronze spandrel materials shall have a weathered patina and shall have a non-reflective surface.
3. Wall signs shall be limited to four in number and shall be limited to the follow areas: the spandrel area located above the entry, the spandrel areas located above the easterly and westerly ground-floor windows and the parapet.
4. Only proposed wall signage located above the entry and at the parapet shall be allowed to be illuminated and shall be illuminated by indirect means of illumination.

FINDINGS

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

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

The Historical Preservation Commission has determined that the proposed work is compatible with the character of the Kearny-Market-Mason-Sutter Conservation District as described in Appendix E of Article 11 of the Planning Code in respect to the following considerations:

- Scale and Massing;
 - Materials and Color;
 - Detailing and Ornamentation; and
 - Signage
3. The approval of the proposed decorative metal screens in select glazed areas of the façade as proposed by the Project would not be a precedent-setting standard in the Kearny-Market-Mason-Sutter Conservation District.

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*.

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 KMMS Conservation District for the future enjoyment and education of San Francisco residents and visitors.

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

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

The proposed project is not neighborhood-serving; however, its continued use maintains and strengthens the surrounding retail uses, many of them are locally-owned, by bringing visitors to the area.

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

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

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

The proposed project will have no adverse effect on the City's supply of affordable housing.

- 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 Project proposes no office use. The project would establish a retail use, which is expected to provide resident employment.

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

Preparedness against injury and loss of life in an earthquake is unaffected by the proposed project. Any construction or alteration associated would be executed in compliance with all applicable

construction and safety measures.

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

The proposed project in conformance with Appendix E of 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 Permit to Alter will not impact the City's parks and open space.

4. For these reasons, the proposal overall, meets the provisions of Article 11 of the Planning Code regarding Major Alterations in the Kearny-Market-Mason-Sutter Conservation District.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS WITH CONDITIONS Major Permit to Alter Application 2010.1084H** attached hereto as "EXHIBIT A" which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Motion to the Board of Appeals within fifteen (15) days after the effective date of this Motion No. 0101. The effective date of this Motion shall be the date of this Motion. For further information, please contact the Board of Appeals in person at 1650 Mission Street, Room 304 or call 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 February 2, 2011.

Linda D. Avery
Commission Secretary

AYES: Chase, Damkroger, Hasz, Johns, Martinez, Matsuda, Wolfram

NAYS:

ABSENT:

ADOPTED: February 2, 2011