



SAN FRANCISCO PLANNING DEPARTMENT

Certificate of Appropriateness Case Report Consent Calendar

HEARING DATE: MARCH 2, 2010

Filing Date: January 19, 2011
Case No.: **2011.0043A**
Project Address: **1 GRANT AVENUE**
Historic Landmark: No. 132 – Savings Union Branch of Security Pacific National Bank
Zoning: C-3-R (Downtown Retail)
80-130-F Height and Bulk District
Block/Lot: 0313 / 008
Applicant: Peter Birkholz
Page & Turnbull
1000 Sansome Street, #200
San Francisco, CA 94111
Staff Contact Pilar LaValley - (415) 575-9084
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PROPERTY DESCRIPTION

1 GRANT AVENUE, northwest corner of Grant Avenue and O'Farrell Street, Assessor's Block 0313, Lot 008. The Beaux-Arts style, two-story, former bank building was constructed in 1910 based on a design by architects Bliss and Faville. The steel frame building is clad in granite and surmounted by a reinforced concrete dome. The main Grant Avenue façade is formed by a pedimented Ionic Temple front with a bas relief of Liberty by Haig Pattigan. It is located in a C-3-R (Downtown Retail) Zoning District, 80-130-F Height and Bulk District, and the Kearny-Market-Mason-Sutter Conservation District. The property was designated as San Francisco Landmark #132 in 1981 and has been evaluated as appearing individually eligible for listing on the National Register in previous surveys.

PROJECT DESCRIPTION

The proposed scope of work is for alterations to existing signs associated with a commercial tenant. Proposed work includes replacement of existing banner signs on existing anchorage brackets, replacement of existing backlit signs over Grant and O'Farrell entrances, replacement cladding on metal signboxes at windows on Grant and O'Farrell façades, and repainting of the historic windows frames.

OTHER ACTIONS REQUIRED

Proposed work requires a Sign 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 10

A Certificate of Appropriateness is required for any construction, alteration, removal, or demolition of a designated Landmark for which a City permit is required. In appraising a proposal for a Certificate of Appropriateness, the Historic Preservation Commission should consider the factors of architectural style, design, arrangement, texture, materials, color, and other pertinent factors. Section 1006.7 of the Planning Code provides in relevant part as follows:

The proposed work shall be appropriate for and consistent with the effectuation of the purposes of Article 10.

For applications pertaining to landmark sites, the proposed work shall preserve, enhance or restore, and shall not damage or destroy, the exterior architectural features of the landmark and, where specified in the designating ordinance pursuant to Section 1004(c), its major interior architectural features. The proposed work shall not adversely affect the special character or special historical, architectural, or aesthetic interest or value of the landmark and its site, as viewed both in themselves and in their setting, nor of the historic district in applicable cases.

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 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 project proposes to maintain the building in its historic commercial use with no changes to the defining characteristics of the building, its site, or the 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.

The scope of proposed work involves removal and in-kind replacement of non-historic signs on the building. There will be no removal of historic materials or alteration of features and spaces that characterize the property.

Standard 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.

The proposed work will be compatible with the subject building but will be clearly contemporary

to avoid creating a false sense of historical development.

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

The proposed project will preserve distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize the property. The replacement signs will use existing attachment mechanisms and will not cover or physically impact distinctive features and finishes of the building.

Standard 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 will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

The proposed work is not anticipated to destroy historic materials, features, or spatial relationships that characterize the property. The new signs will be differentiated from the old and are compatible with the historic materials, finishes, size, scale, and proportion of the 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 proposed work is reversible as removal in the future will not impair the essential form or fabric of the historic building.

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 10 and the *Secretary of Interior's Standards for Rehabilitation*, staff has determined that the proposed work will not adversely affect the subject landmark site.

Staff finds that the historic character of the property will be retained and preserved by the replacement of existing contemporary signs with new compatible signs that reuse, or replicate, existing attachment and illumination mechanisms. While clearly differentiated as contemporary features, the proposed signs are compatible with the character of the historic landmark in terms of scale, placement, detailing, and materials and will not impact character-defining features of the building. Furthermore, staff finds that the essential form and integrity of the historic district would be unimpaired if the proposed rooftop alterations were removed at a future date.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that the proposed project is exempt/excluded from environmental review, pursuant to CEQA Guideline Section 15301 (Class One-Minor Alteration 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 *Secretary of the Interior Standards for Rehabilitation*.

ATTACHMENTS

Draft Motion
Photographs
Plans

PL: G:\DOCUMENTS\1 Grant Avenue\Certificate of Appropriateness Case Report.doc



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Motion

HEARING DATE: MARCH 2, 2010

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ADOPTING FINDINGS FOR A CERTIFICATE OF APPROPRIATENESS FOR PROPOSED WORK DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 10, TO MEET THE STANDARDS OF ARTICLE 10 AND TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE PROPERTY LOCATED ON LOT 008 IN ASSESSOR'S BLOCK 0313, WITHIN A C-3-R (DOWNTOWN RETAIL) ZONING DISTRICT AND A 80-130-F HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on January 19, 2011, Peter Birkholz of Page & Turnbull ("Project Sponsor") filed an application with the San Francisco Planning Department ("Department") for a Certificate of Appropriateness to replace existing contemporary signs at the subject landmark building located on Lot 008 in Assessor's Block 0313.

WHEREAS, the Project was determined by the Department to be categorically exempt from environmental review. The Historic Preservation Commission ("Commission") has reviewed and concurs with said determination.

WHEREAS, on March 2, 2011, the Commission conducted a duly noticed public hearing on the current project, Case No. 2011.0043A ("Project") for its appropriateness.

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 Certificate of Appropriateness, in conformance with the architectural plans dated February 9, 2011 and labeled Exhibit A on file in the docket for Case No. 2011.0043A 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 10:

The Historical Preservation Commission has determined that the proposed work is compatible with the character of the landmark.

- That the proposed in-kind replacement tenant signs are reversible and are compatible with the landmark property in terms of size, scale, color, material, and character.
- That the proposed replacement signs will not impact historic fabric or the character of the landmark building.
- That the proposal shall preserve, and shall not damage or destroy those exterior features that characterize the landmark building.
- That the essential form and integrity of the historic property and its environment would be unimpaired if the signs were removed at a future date.
- That the proposal respects the character-defining features within the Kearny-Market-Mason-Sutter Conservation District.
- That the proposal is in conformance the *Secretary of the Interior's Standards for Rehabilitation* and requirements of Article 10.
- That the proposal
- That the proposal respects the character-defining features within the
- The proposed project meets the following *Secretary of the Interior's Standards for Rehabilitation*:

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.

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 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.

Standard 5.

Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

Standard 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 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.

3. **General Plan Compliance.** The proposed Certificate of Appropriateness 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 Certificate of Appropriateness 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 Certificate of Appropriateness, and, therefore, furthers these policies and objectives by maintaining and preserving the character-defining features of the subject property, which is a designated City Landmark.

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 is for in-kind replacement of business signs for an existing retail tenant and will not have any 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 landmark building in conformance with the Secretary of the Interior's Standards for Rehabilitation.

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

The project will have no impact to 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 will not have any impact on industrial and service sector jobs.

- 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 work. Any construction or alteration associated with the project will be executed in compliance with all applicable construction and safety measures.

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

The project as proposed is in conformance with Article 10 of the Planning Code and the Secretary of the Interior's Standards for Rehabilitation.

- 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 is appropriate for and consistent with the purposes of Article 10, meets the standards of Article 10, and the Secretary of Interior's Standards for Rehabilitation, General Plan and Prop M findings of the Planning Code.

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 Certificate of Appropriateness** for the property located at Lot 008 in Assessor's Block 0313 for proposed work in conformance with the architectural plans dated February 9, 2011 and labeled Exhibit A on file in the docket for Case No. 2011.0043A.

APPEAL AND EFFECTIVE DATE OF MOTION: The Commission's decision on a Certificate of Appropriateness shall be final unless appealed within thirty (30) days. 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).

Duration of this Certificate of Appropriateness: This Certificate of Appropriateness is issued pursuant to Article 10 of the Planning Code and is valid for a period of three (3) years from the effective date of approval by the Historic Preservation Commission. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor.

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 March 2, 2011.

Linda D. Avery
Commission Secretary

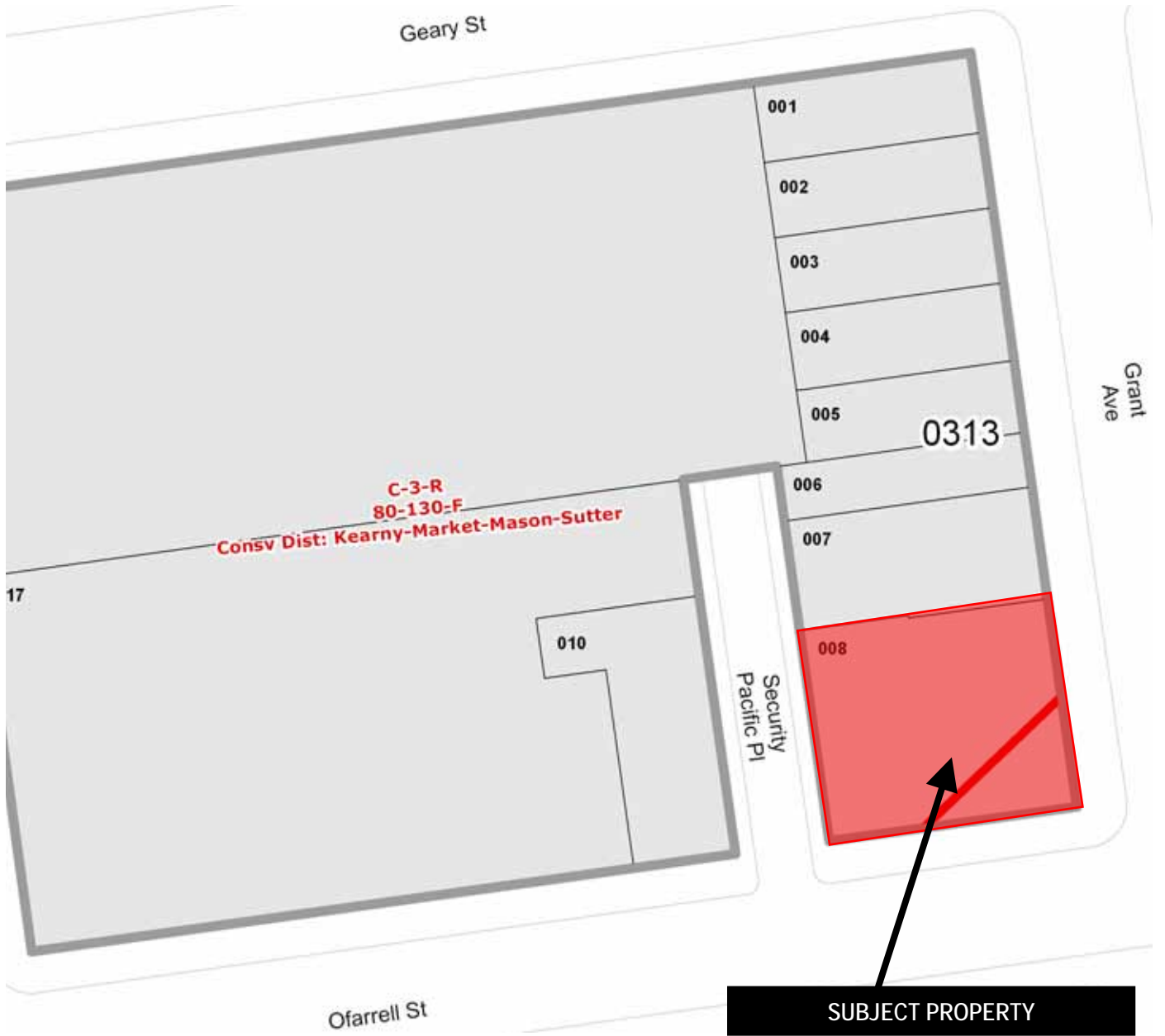
AYES:

NAYS:

ABSENT:

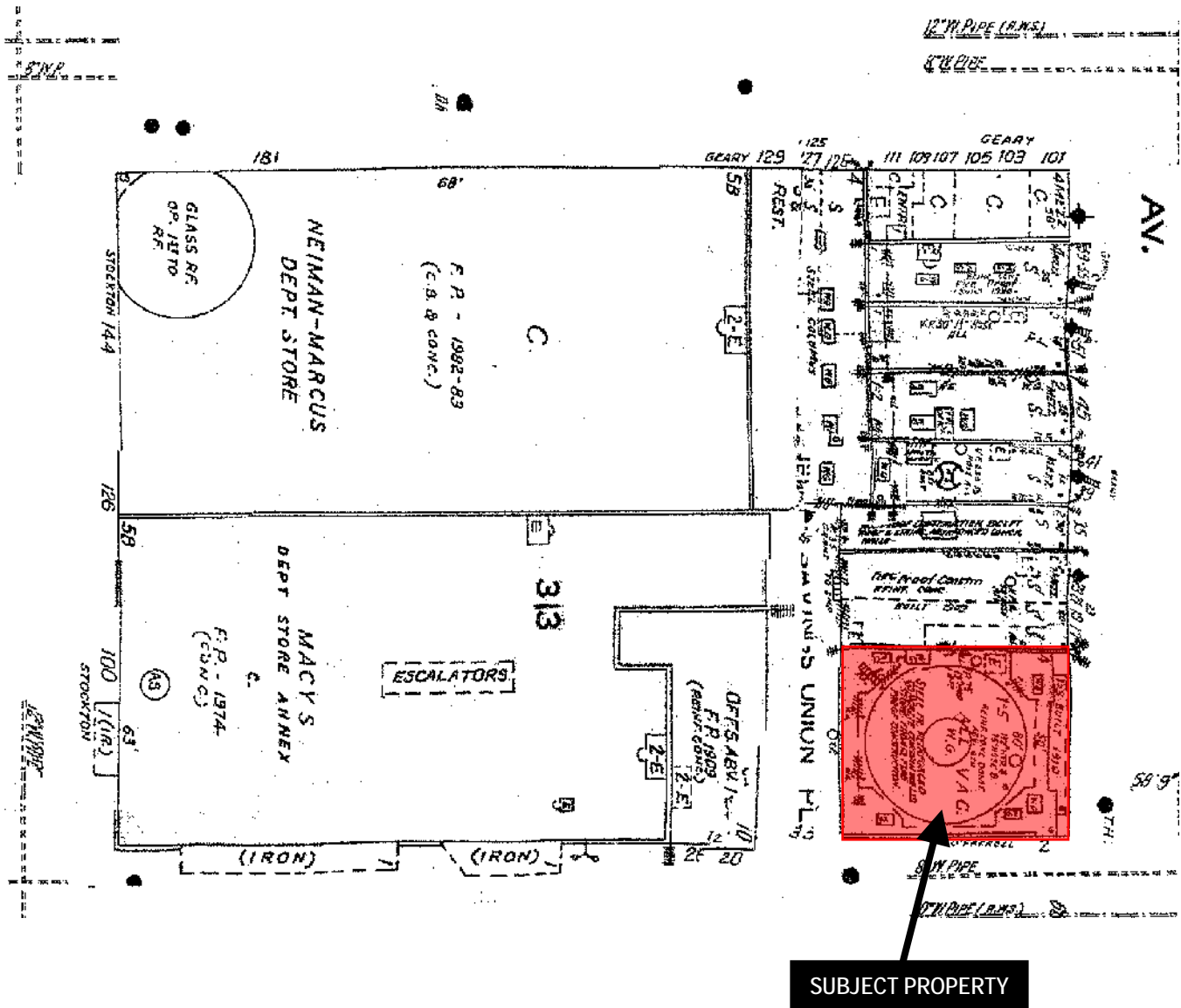
ADOPTED: March 2, 2011

Parcel Map



Certificate of Appropriateness Hearing
Case Number 2011.0043A
1 Grant Avenue

Sanborn Map*

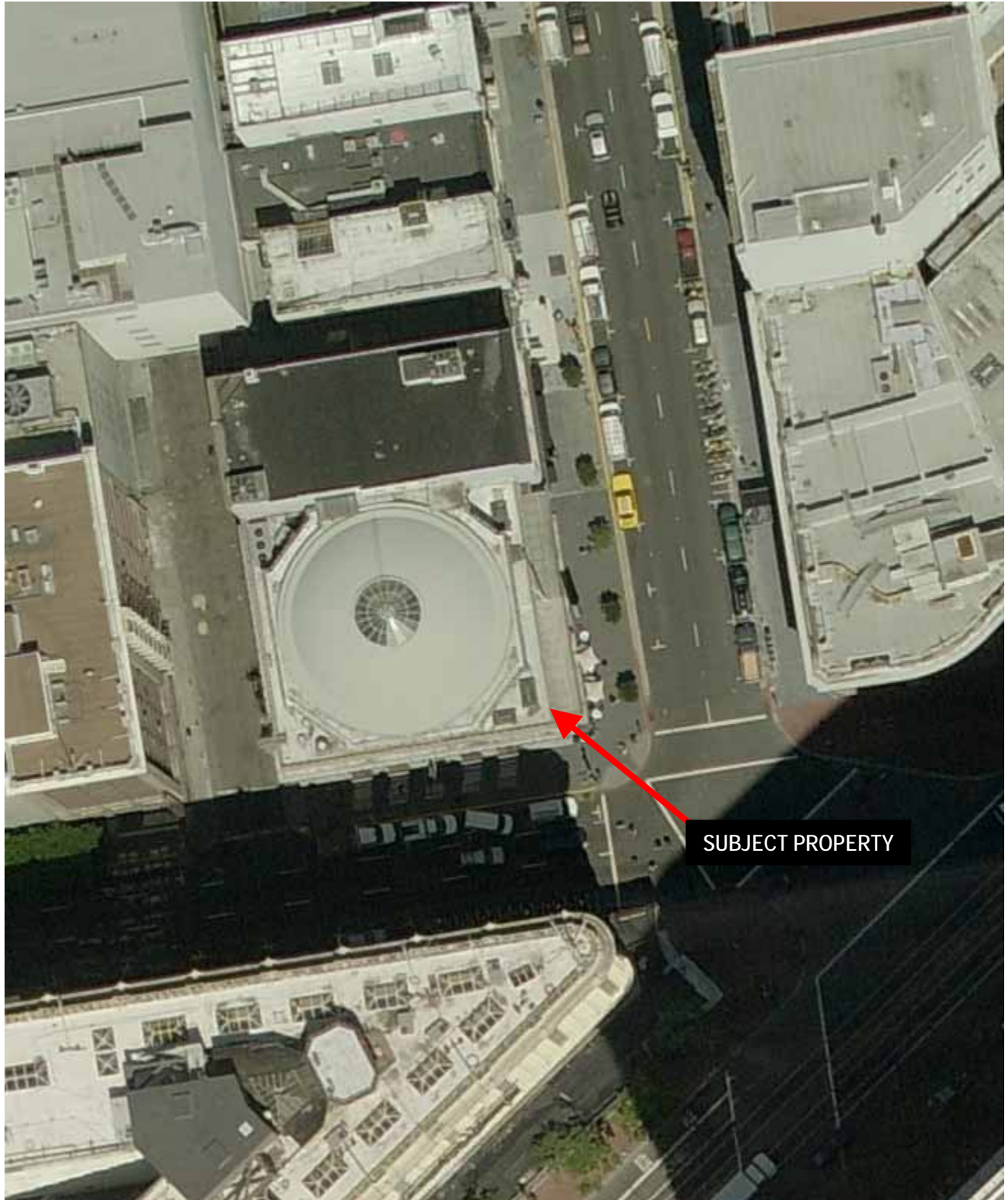


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Certificate of Appropriateness Hearing
 Case Number 2011.0043A
 1 Grant Avenue

Aerial Photo



SUBJECT PROPERTY



Certificate of Appropriateness Hearing
Case Number 2011.0043A
1 Grant Avenue

Aerial Photo



SUBJECT PROPERTY



Certificate of Appropriateness Hearing
Case Number 2011.0043A
1 Grant Avenue



SAN FRANCISCO PLANNING DEPARTMENT

Historical Resource Review Form

Address of Project: 1 GRANT AVENUE
 Cross Streets: _____ Block/Lot: 0313/008
 Case No. 2011.0043A Permit No. _____

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STEP 1: EXEMPTION CLASS

If neither class applies, an *Environmental Exemption Application* is required.

- Class 1 – Existing Facilities:** Operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of this determination.
- Class 3 – New Construction or Conversion of Small Structures:** Construction and location of limited numbers of new, small facilities or structures; installation of small new equipment and facilities in small structures; and the conversion of existing small structures from one use to another where only minor modifications are made in the exterior of the structure.

STEP 2: HISTORICAL RESOURCE STATUS (Refer to *Preservation Bulletin 16*.)

- Category A: Known Historical Resource** Proceed to Step 3.
 Preservation Technical Specialist Review
- Category B: Potential Historical Resource** Proceed to Step 3.
- Category C: Not a Historical Resource** Proceed to Step 4.
 No Further Historical Resource Review Required.

STEP 3: APPROVED WORK CHECKLIST.

Per plans dated: 2/9/11

- Project falls within the scope of work described below. **Proceed to Step 4.** No Further Historical Resource Review Required.
- Project does not fall within the scope of work described below. **Proceed to Step 4.** Further Historical Resource Review Required.
- If 4 or more boxes are initialed, Preservation Technical Specialist review is required.

Planner's Initials	Work Description
	1. Interior alterations. Publicly-accessible spaces (i.e. lobby, auditorium, or sanctuary) require Preservation Technical Specialist review.
	2. Regular maintenance or restorative work that is based upon documentation of the building's historic appearance (i.e., photographs, physical evidence, historic drawings or documents, or matching buildings).
	3. In-kind window replacement at visible facades. (The size, configuration, operation, material, and exterior profiles of the <i>historic</i> windows must be matched.)

	4. Window replacement or installation of new openings at non-visible facades.
	5. Construction of deck or terrace that is not visible from any immediately adjacent public right-of-way.
	6. Installation of mechanical equipment at the roof which is not visible from any immediately adjacent public right-of-way.
	7. Installation of dormers that meet the requirements for exemption from public notification under <i>Zoning Administrator Bulletin: Dormer-Windows, No. 96.2.</i>
	8. Installation of garage opening that meets the requirements of the <i>Guidelines for Adding Garages and Curb Cuts</i>
	9. Horizontal addition that is not visible from the adjacent public right-of-way for 150' in each direction; does not extend vertically beyond the floor level of the top story of the structure; and does not have a footprint that is more than 50% larger than that of the original building.
	10. Vertical addition that is not visible from the adjacent public right-of-way for 150' in each direction; is only a single story in height; and does not cause the removal of architectural significant roofing features such as ornate dormers, towers, or slate shingles.

Preservation Technical Specialist Review Required for work listed below:

	11. Window replacement at visible facades that is not in-kind but meets the <i>Secretary of the Interior Standards for the Treatment of Historic Properties.</i>
MPL	12. Sign installation at Category A properties.
	13. Façade alterations that do not cause the removal or alteration of any significant architectural features (i.e. storefront replacement, new openings, or new elements).
	14. Raising the building.
	15. Horizontal or vertical additions, including mechanical equipment, that are minimally visible from a public right-of-way and that meet the <i>Secretary of the Interior Standards for the Treatment of Historic Properties.</i>
	16. Misc.

STEP 4: RECOMMENDATION

- No Further Historical Resource Review Required.
- Further Historical Resource Review Required: File *Environmental Exemption Application.*

Notes: _____

Planner Name: _____

Signature: _____ Date: _____

Preservation Technical Specialist Name: M. PILAR LAVALLEY

Signature: [Signature] Date: 2/27/11

Save to [I:\Building Permit Applications or I:\Cases].

If "Category A," save to [I:\MEA\Historical Resources\Category A Admin Catex].



Certificate of Appropriateness
Appendix

I Grant Avenue Renovation
San Francisco, California

February 9, 2011

Prepared for
Armani Corporation

Prepared by
PAGE & TURNBULL, INC.
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415.362.5154/ www.page-turnbull.com

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CONTEXT

PHOTOGRAPHS

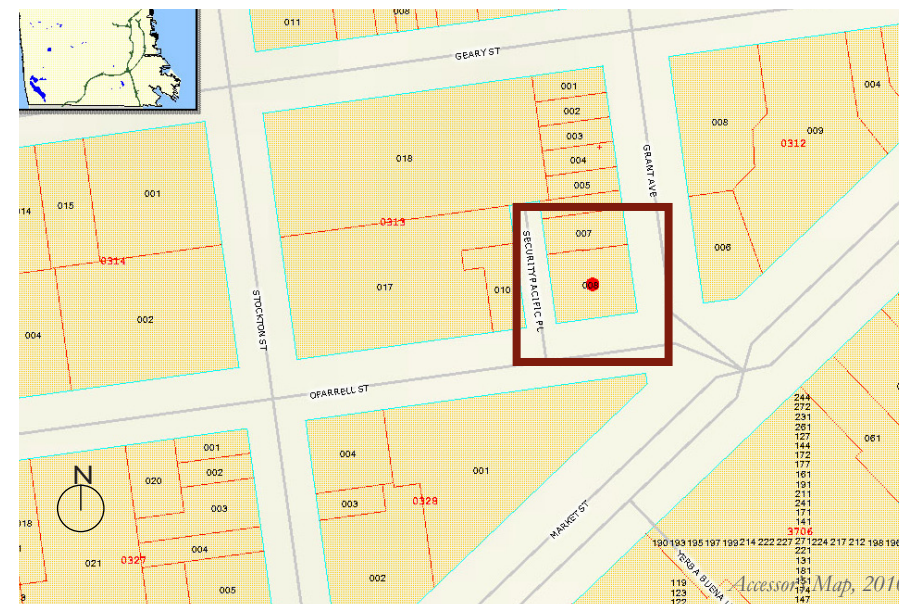
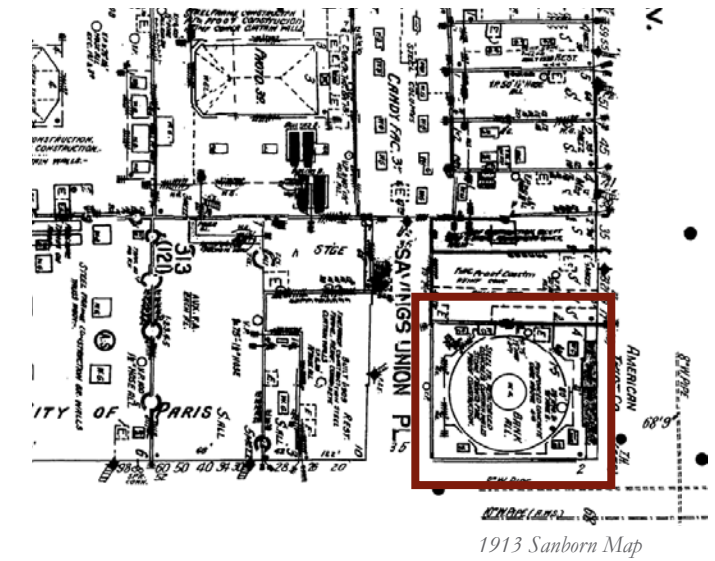
ELEVATIONS & SECTIONS

PLANS & DETAILS

SITE CONTEXT

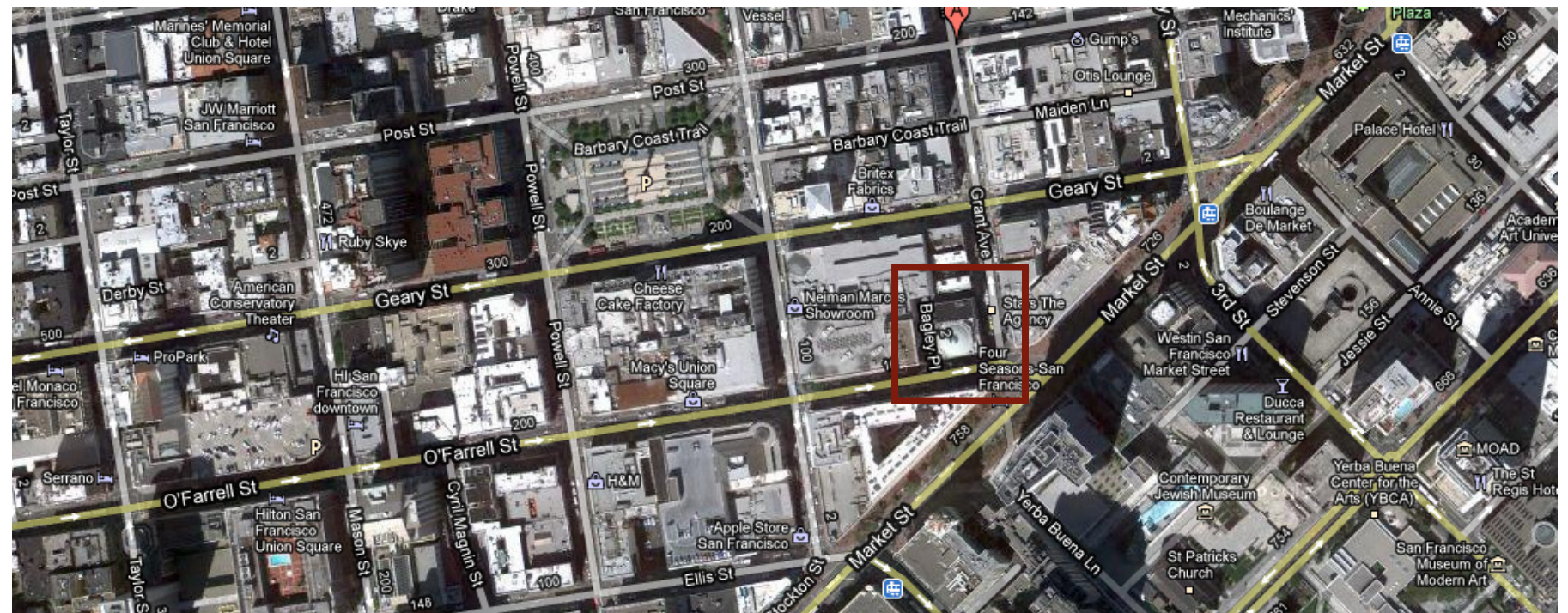
The Emporio Armani Store is located at 1 Grant Avenue, the corner of Grant and O'farrell Streets. The building is historically known as the Savings Union Bank and isa contributing structure to the Kearny-Market-Mason-Sutter Conservation District.

1 Grant Avenue is located on the northwest corner of Grant Avenue and O'Farrell Street, and Market Street is located immediately to the southeast of the property. The building at 1 Grant Avenue occupies the entire lot. The rear façade faces Security Pacific Place, a service alley. In combination with the Wells Fargo Bank across the street, the building creates a gateway to Grant Avenue. The ten-story flatiron Phelan Building lies to the south across O'Farrell Street. This block of Grant Avenue consists of two- to five-story commercial buildings.



ACCESSOR'S INFORMATION:

Block: 0313
 Lot: 008
 Address: 1 Grant Avenue
 San Francisco, CA 94108
 Zoning Code: C3R
 Year Built: 1910 (Historic Bank)



Aerial, 2010. Source: Google Earth

BUILDING CONTEXT

HISTORIC CONTEXT

1 Grant Avenue is a three-story over basement, steel-frame building with granite cladding and a reinforced concrete dome. It was designed by Bliss and Faville in 1910 in the Beaux-Arts style. The building is currently in use as a retail store.

1 Grant Avenue is San Francisco Landmark #132 and is a contributor to the Kearny-Market-Mason Sutter Conservation District. It was assigned a 3S rating in the California Historical Resource Information System (CHRIS) database, signifying that it appears eligible for the National Register as an individual property through survey evaluation. 1 Grant Avenue received a 4 rating in the 1976 Architectural Survey, on a scale from -2 (low level of importance) to 5 (high level of importance). The San Francisco Heritage Survey assigned 1 Grant Avenue an A rating, on a scale from A (highest importance) to D (minor importance).

1 Grant Avenue became San Francisco Landmark #132 in 1981. The case report from the Landmarks Preservation Advisory Board noted the building's prominent location in the gateway to Grant Avenue, "a suitably grand entrance to a street which comes closer than any other to embodying the ideals of the City Beautiful Movement." The building was also cited as an example of a banking temple, a building type strongly associated with the City Beautiful Movement and reflective of San Francisco's early role as a financial and commercial nexus.

EXISTING CONDITIONS

1 Grant Avenue is a two-story steel-frame building with granite cladding and a reinforced concrete dome. The triple-height ground floor is topped by a slightly projecting denticulated cornice. Low walls above and behind the cornice are divided by pilasters and crowned by a simple cornice and anthenium cresting. Set back above this is a wall with a cornice and a concrete dome above.

The primary façade faces east onto Grant Avenue and includes five structural bays separated by fluted Ionic columns with egg-and-dart molding at the capitals. A granite water table supports the columns, which are capped by an architrave, unadorned frieze, and pediment with a denticulated raked cornice and a bas relief of Liberty and two flying eagles decorating the tympanum. The primary entrance is located in the central structural bay and features a molded surround and paired sculpted bronze doors designed by Arthur Mathews that depict "the historical succession of the races in the State." The doors are surmounted by a solid granite transom panel with metal letters reading "Emporio Armani" and a bracketed door hood with dentils, egg-and-dart molding, modillions, soffited rosettes, and a cornice. An intermediate cornice runs above the double-height windows set in the structural bays, and inset panels are located above the cornice in each structural bay. At the building wall, square pilasters behind each column divide the structural bays.

The other primary façade faces south onto O'Farrell Street. It includes seven structural bays separated by pilasters. The entrance is located in the central bay and features paired sculpted bronze doors with a glazed transom and molded bronze surround (Figure 4). The doors cover a round vestibule entrance with a glazed door inside. The entrance is surmounted by metal letters reading "Emporio Armani." A granite water table runs along the base of the façade and is interrupted at the west end by a small granite-framed display case with a glazed front that appears to be a later addition. An intermediate cornice runs above the double-height windows set in the structural bays, and inset `` are located above the cornice in each bay.

Fenestration consists of four vertical three-light fixed steel-sash windows on both the Grant Avenue and O'Farrell Street facades. Metal signboxes supported by diagonal metal arms project from the lower sash of each window; these feature illuminated logos in the center (Figure 5). Signage includes the metal letters above the entrances and projecting vertical banners that read "Emporio Armani," these are connected to the building with metal pipes and plates screwed into the wall and below the cornice. Additional details on the Grant Avenue façade include metal Xs mounted atop the plinths and a metal bar running atop the water table behind the columns. The cornice soffit is scored between the columns.

The secondary façade faces west onto Security Pacific Place. It includes five structural bays. An entrance at the north end includes a partially-glazed metal door. Fenestration consists of vertical three-light fixed steel-sash windows, double-hung steel-sash windows covered by metal security grilles, and vented openings at the top level. Windows have granite keystones or granite window surrounds. A large window opening south of the door has been infilled and covered by a metal security grille. Architectural details include a granite water table, a lamp in an ornamental metal holder, a projecting cornice above the first double-height story, a simple corbelled cornice above the second story, a metal fire escape at the south end, and three modern security lights below the projecting cornice.

PROPOSED PROJECT

The proposed project consistt of minor alterations to non-historic elements that were added to the building in a renovation in the late 1980's. Selective repainting to the non-historic stainless steel elements are proposed and the existing historic window frames are to be repainted in gloss black. No change to the existing occupancy is proposed.

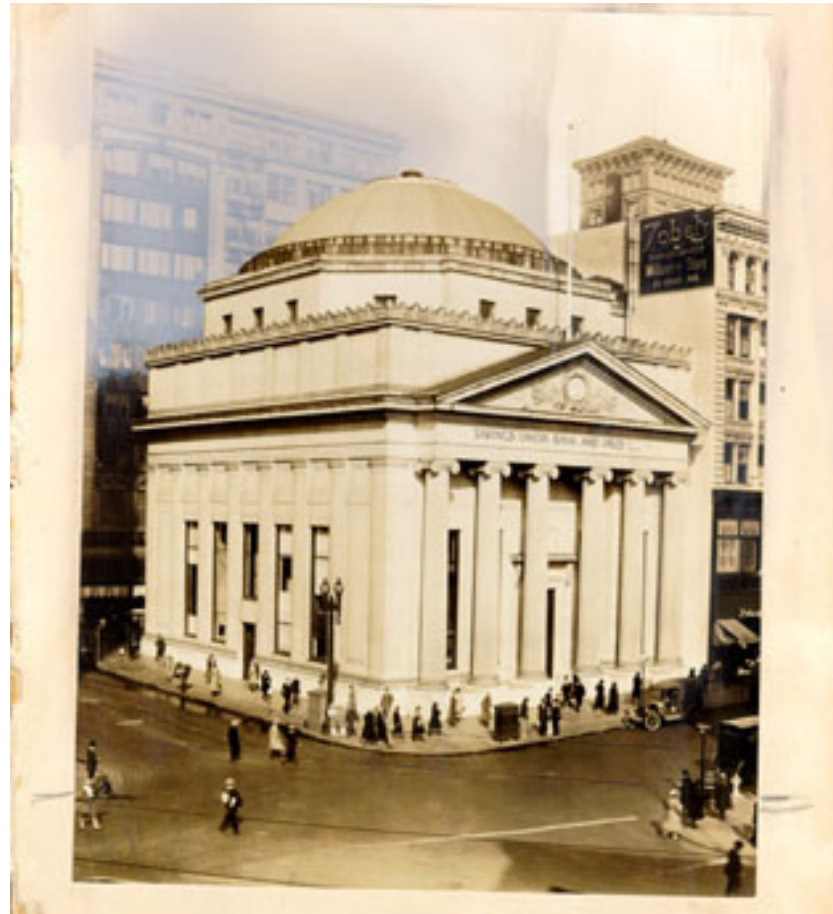
Proposed modifications include:

1. Replacement of Banner Signs. The existing anchorage poles will be retained and painted black. No new holes will be drilled to install the new banners.
2. The existing signage over the Grant and O'Farrell entrances will be replaced with a new signs that are similar in size and detail to the existing. The new sign will be painted black, the existing channel that is attached to the building is to remain in place as are the existing attachments. The new sign will re-use the existing back-lighting.
3. The existing signage attached to the non-historic window elements on the Grant and O'Farrell facades will be replaced with new signs that are similar in size to the existing. The new signs will be painted black and installed over the existing anchorages. The non-historic stainless steel window elements will be painted black.
4. The existing painted historic window frames will be repainted in gloss black.
5. Existing windows flanking the historic Grant Avenue main entry will recieve new translucent window fillm to replace the existing and new lighting will be intalled behind.

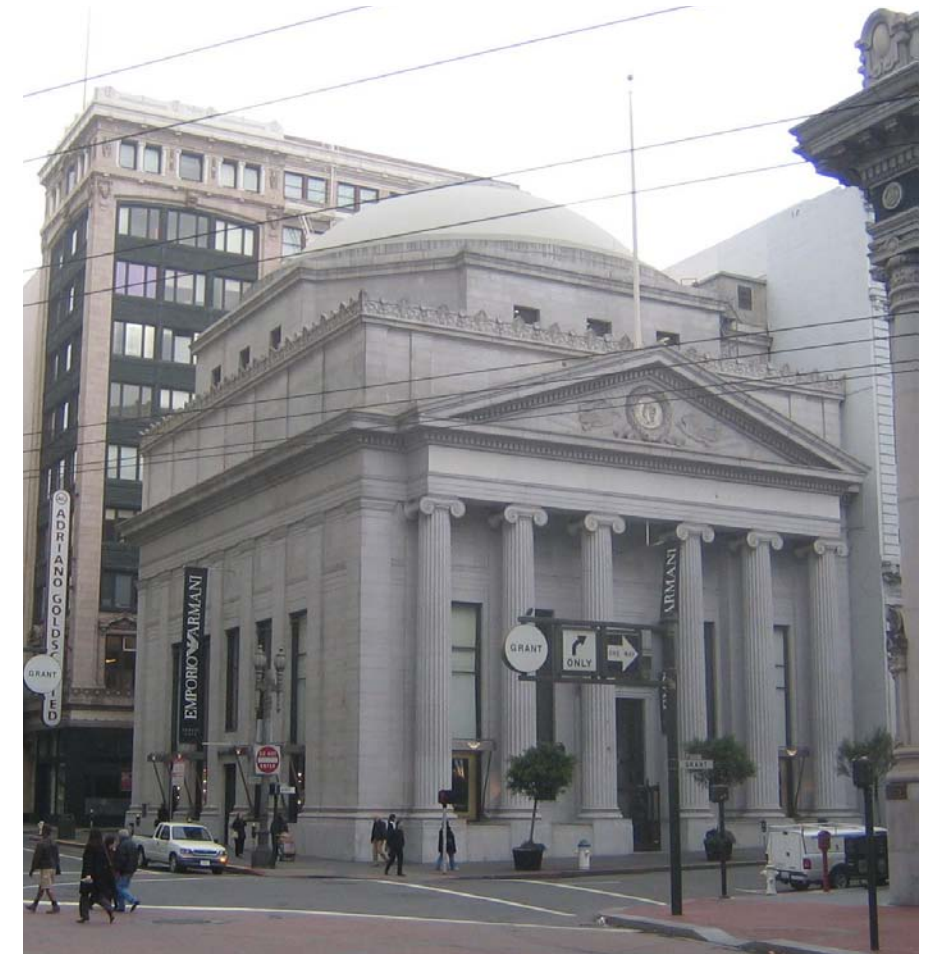
PHOTOS



1 Grant Ave at O'Farrell, 1930. Source: SFPL



1 Grant Ave at O'Farrell, n.d. Source: SFPL



1 Grant Ave at O'Farrell, 2009. Source: Page & Turnbull

PHOTOGRAPHS

EXISTING ELEMENTS WITH DESCRIPTION OF PROPOSED CHANGES



Existing window with film to receive new film. Dark window frame to be repainted, stainless steel elements to be repainted in gloss black.
Source: Page & Turnbull



Existing Grant Ave. entry. Signage above door to be replaced.
Source: Page & Turnbull



Dark window frame to be repainted, stainless steel elements to be repainted in gloss black. Banner to be replaced, banner support elements to be repainted in gloss black.
Source: Page & Turnbull



Existing signage at Grant Avenue entrance to be replaced, with similar signage except text and metal to be gloss black colored.
Source: Page & Turnbull



Existing signage at O'Farrell Street entrance to be replaced, with similar signage except text and metal to be gloss black colored.
Source: Page & Turnbull

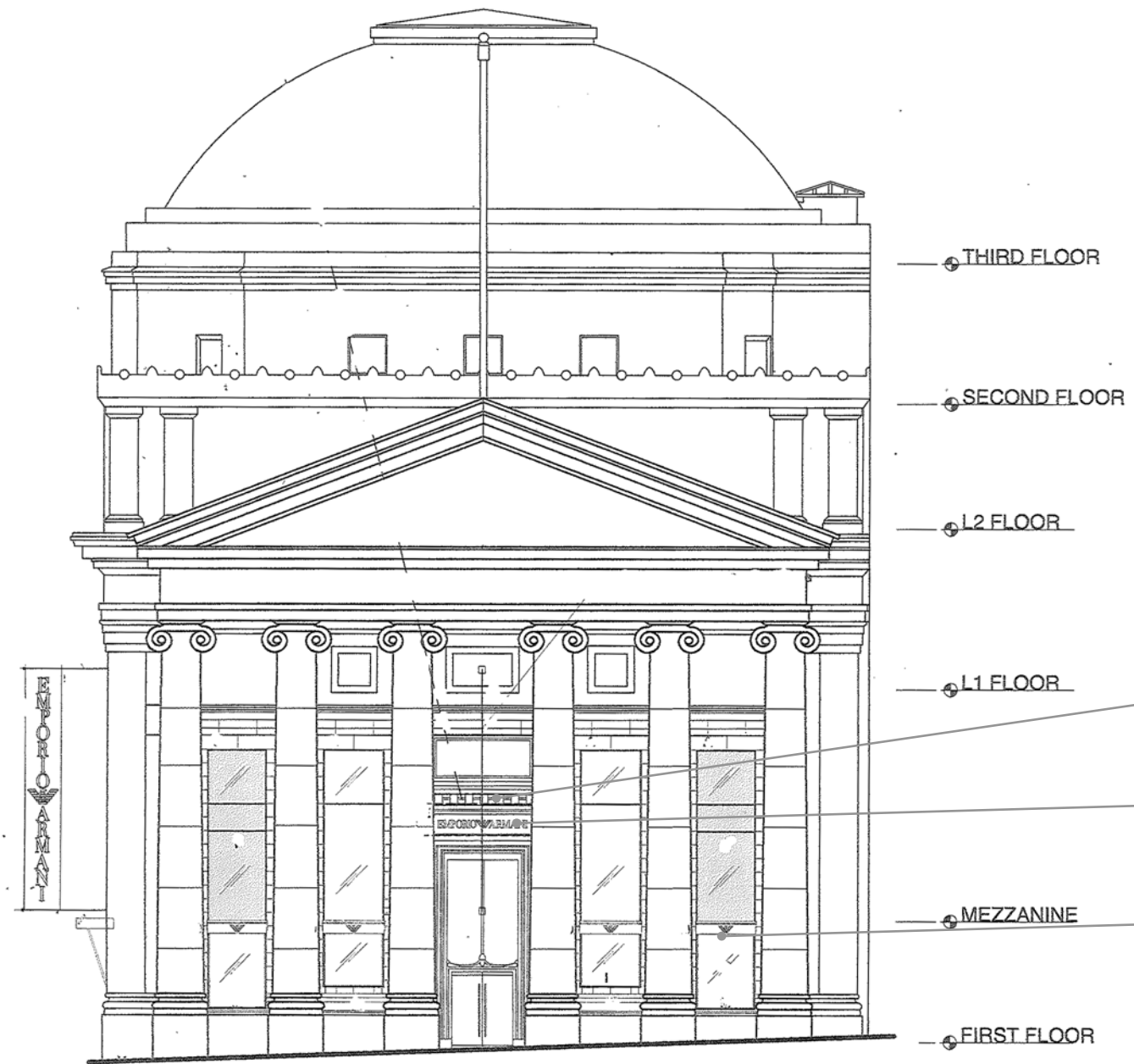


Existing banner at O'Farrell St. to be replaced. Source: Page & Turnbull

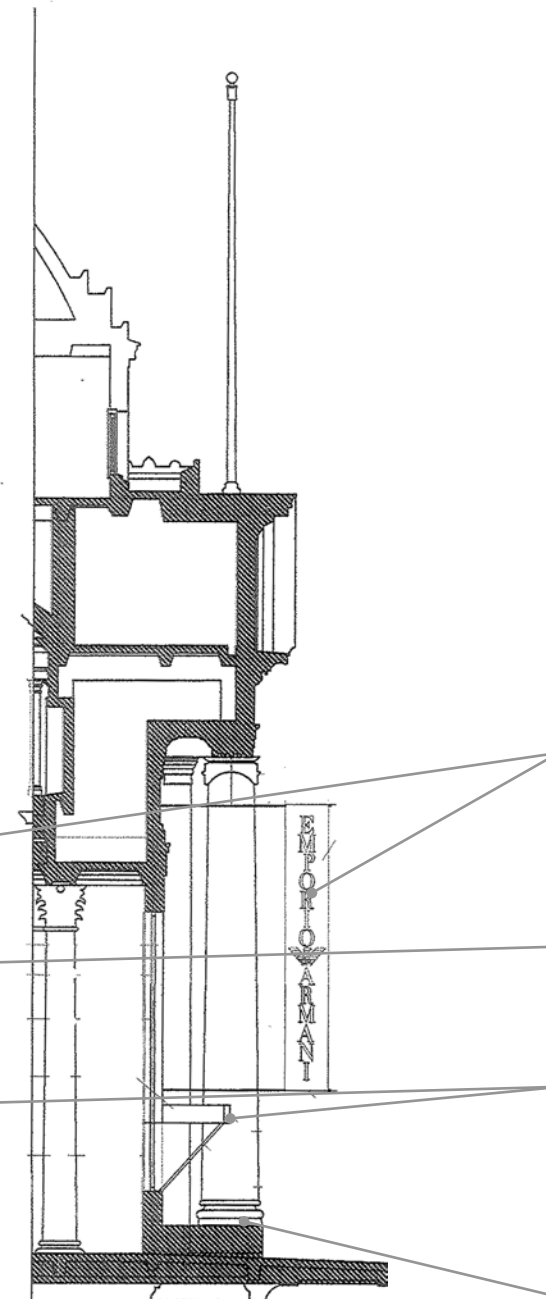


Existing banner at Grant Ave to be replaced. Source: Page & Turnbull

BUILDING ELEVATION AND SECTION



GRANT STREET ELEVATION
SCALE: 1/16" = 1'-0"



SECTION THRU GRANT ELEVATION
SCALE: 1/16" = 1'-0"

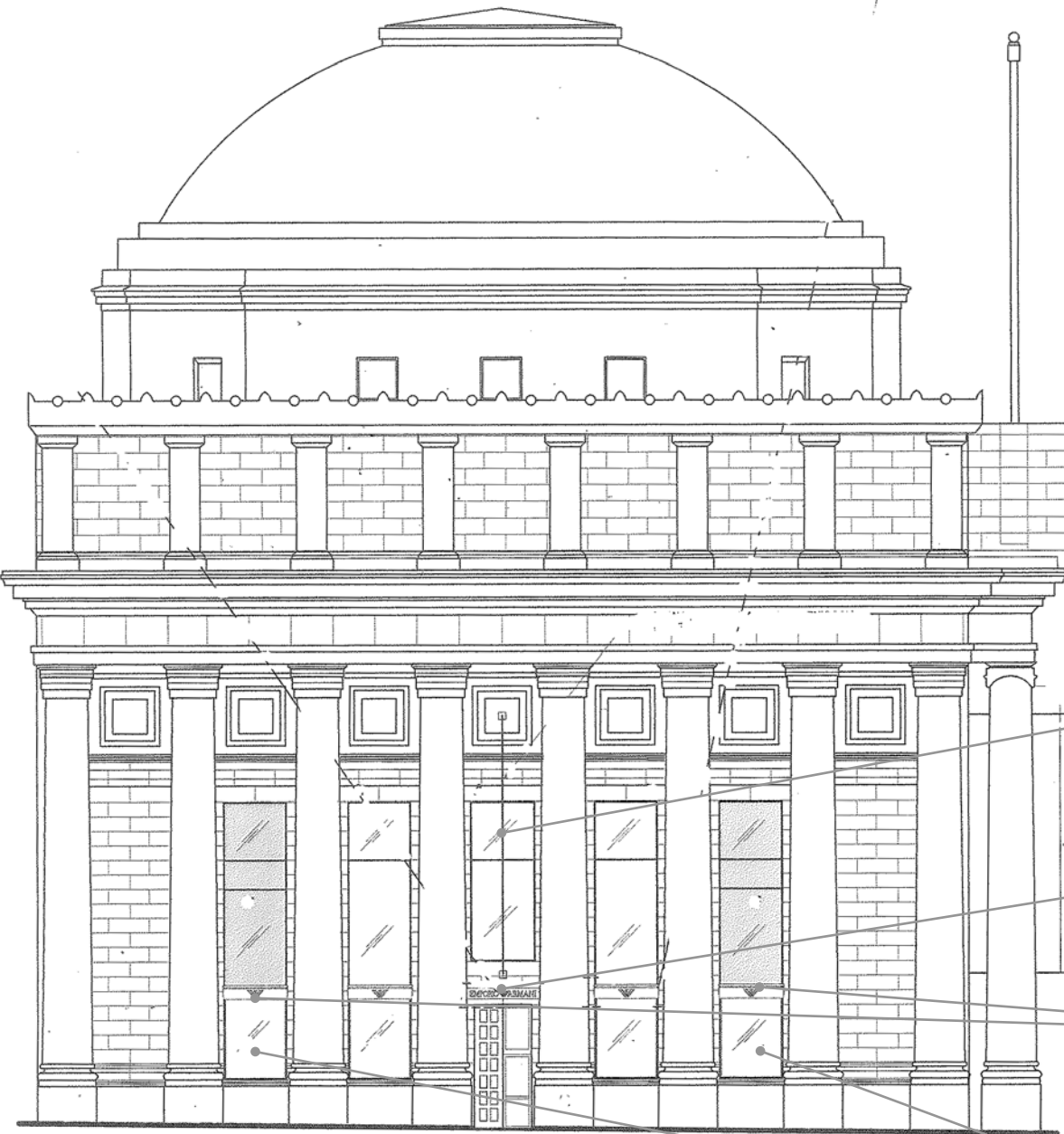
Replacement Banner on existing supports, existing supports to be painted

Signage above entry to be replaced with new black metal signage, see details page 9

Non-historic stainless steel window elements to be painted gloss black, existing backlit signage on window elements to be replaced with new, painted window frames to be painted gloss black (4 locations this elevation)

Stainless steel cross elements on horizontal surface to be painted gloss black

BUILDING ELEVATION AND SECTION



O'FARRELL STREET ELEVATION
SCALE: 1/16" = 1'-0"

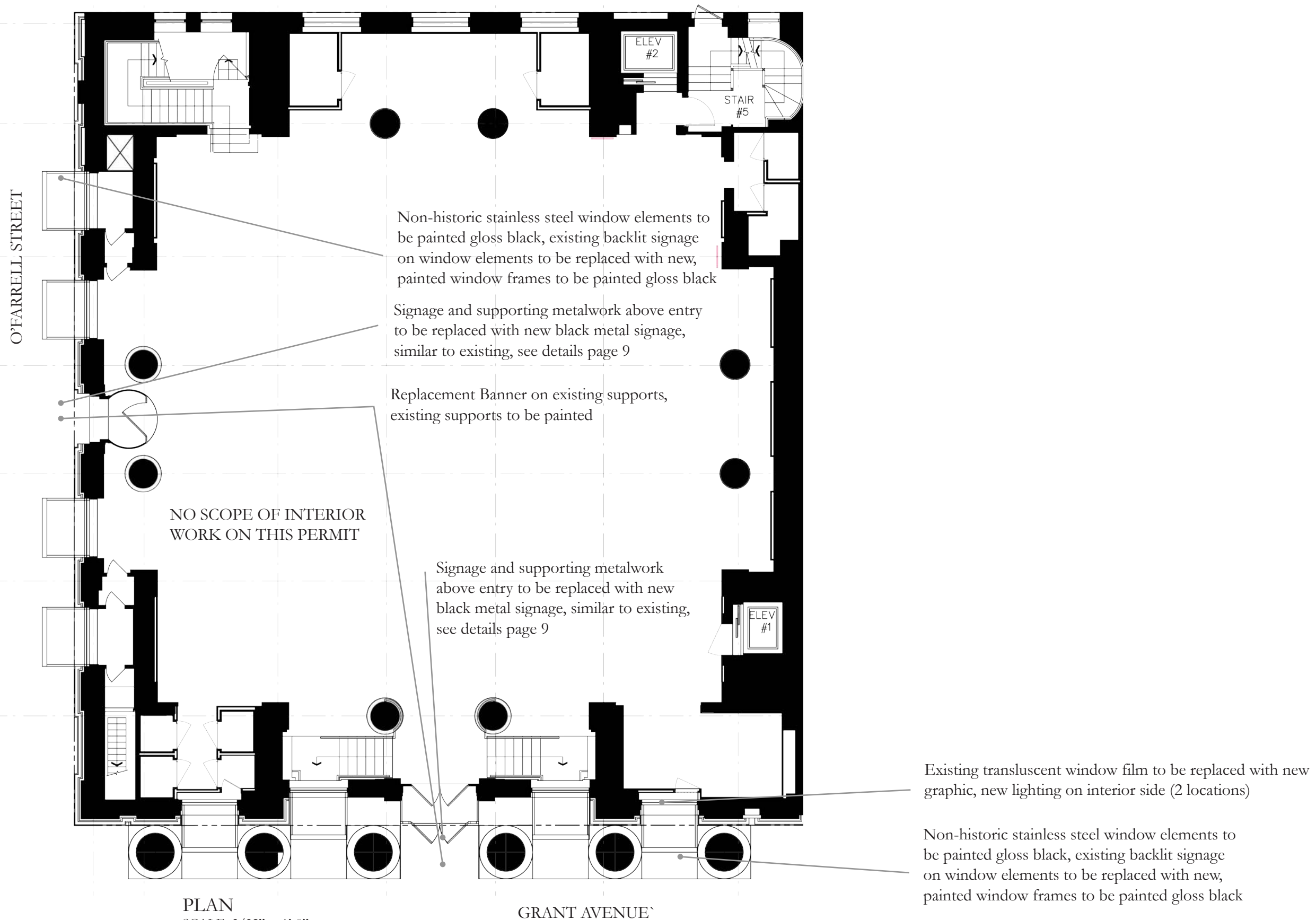
Replacement Banner on existing supports, existing supports to be painted

Signage above entry to be replaced with new black metal signage, see details page 9

Non-historic stainless steel window elements to be painted gloss black, existing backlit signage on window elements to be replaced with new, painted window frames to be painted gloss black (4 locations this elevation)

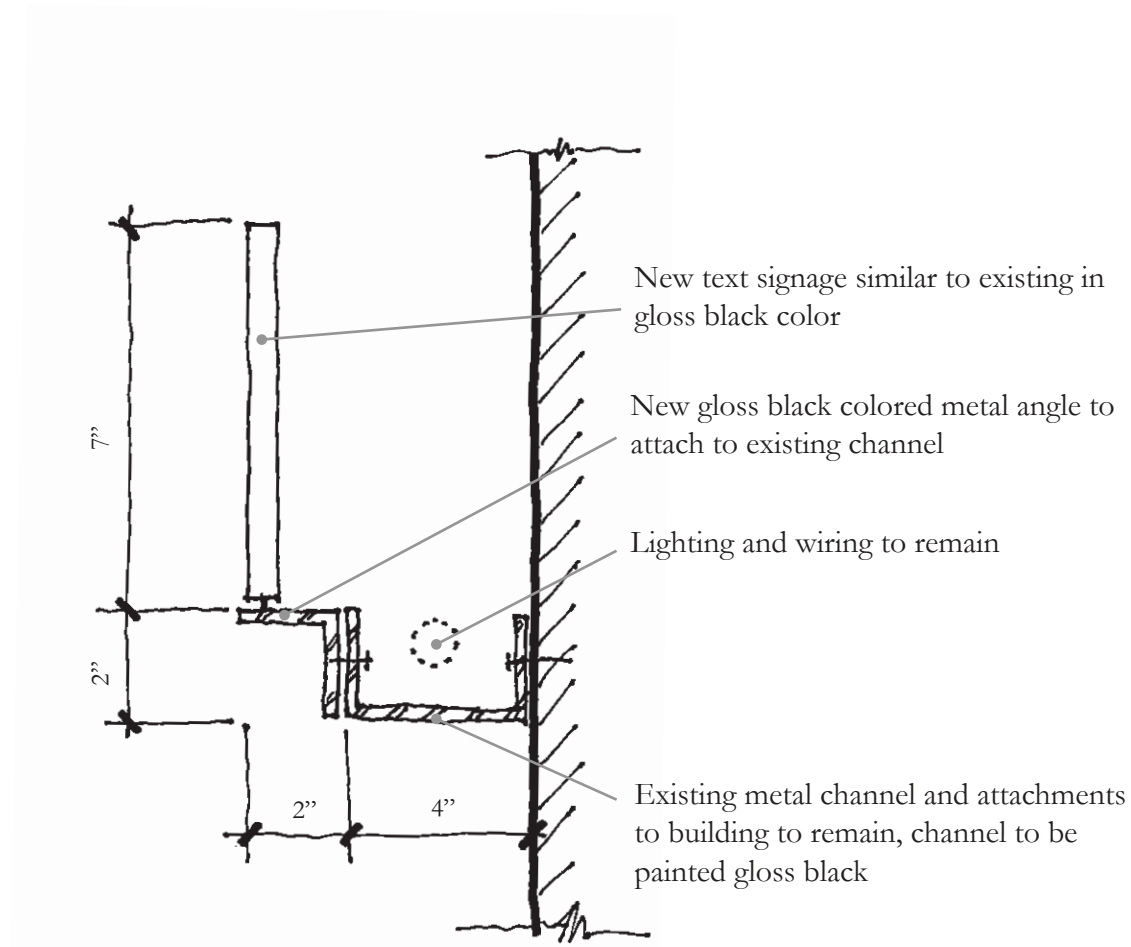
Existing translucent window film to be replaced with new graphic, new lighting on interior side (2 locations)

BUILDING PLAN

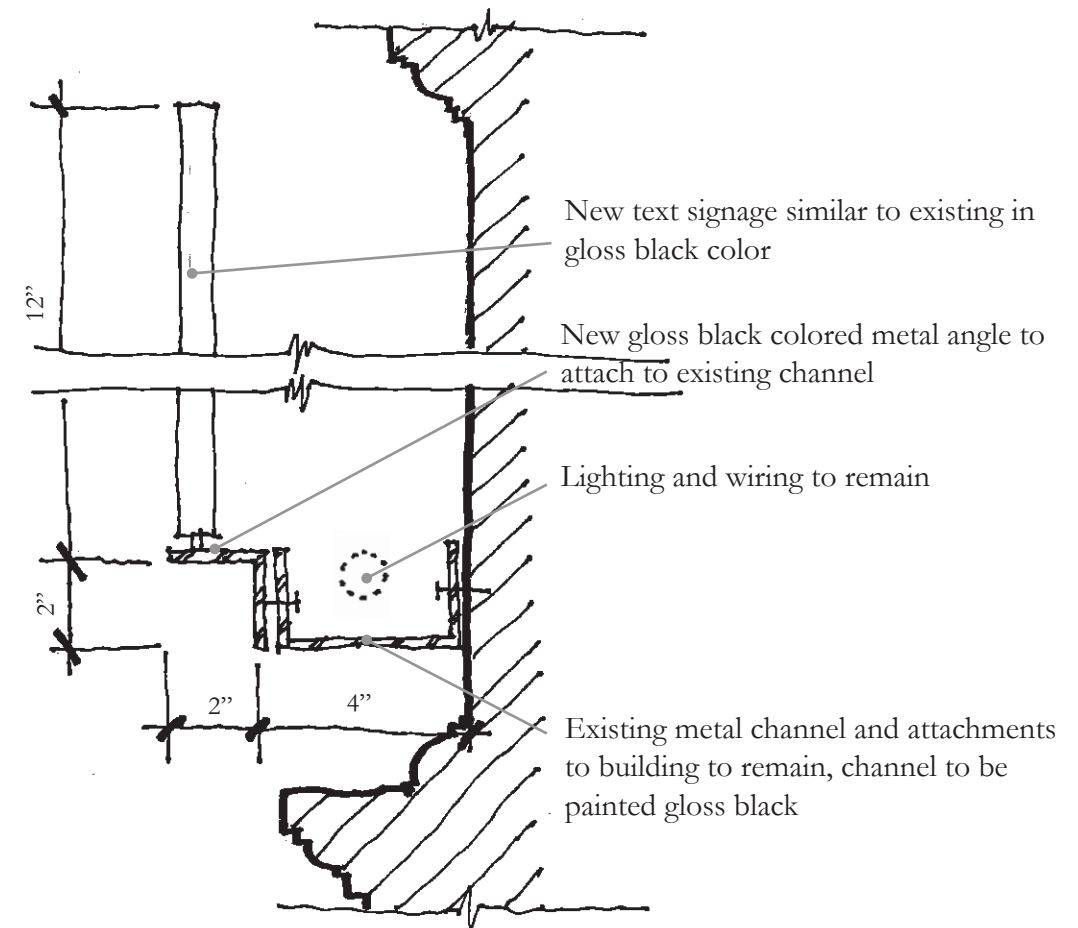


PLAN
SCALE: 3/32" = 1'-0"

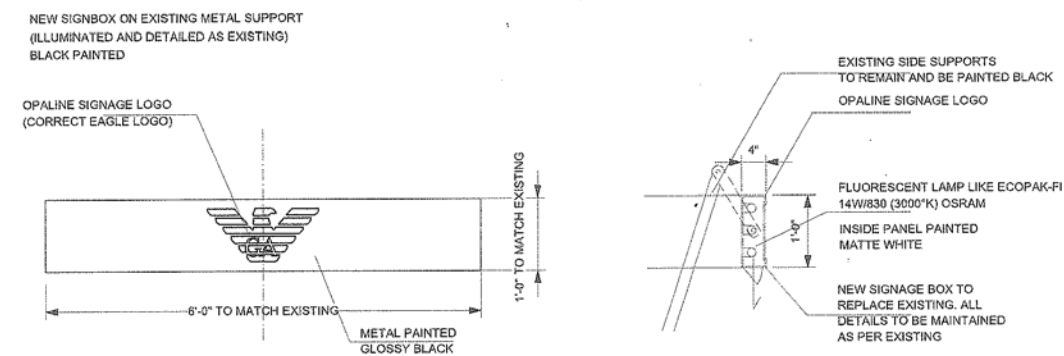
DETAILS



REPLACEMENT ENTRY SIGNAGE DETAIL: O'FARRELL STREET
scale: 3" = 1'-0"



REPLACEMENT ENTRY SIGNAGE DETAIL: GRANT AVENUE
scale: 3" = 1'-0"



REPLACEMENT WINDOW ELEMENT SIGNAGE DETAILS

FORWARD. THINKING. PRESERVATION.

PAGE & TURNBULL