



# SAN FRANCISCO PLANNING DEPARTMENT

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## Certificate of Appropriateness Case Report

HEARING DATE: APRIL 6, 2011

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

Reception:  
**415.558.6378**

Fax:  
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Planning  
Information:  
**415.558.6377**

*Filing Date:* February 17, 2011  
*Case No.:* **2011.0158A**  
*Project Address:* **72 TOWNSEND STREET**  
*Historic Landmark:* South End Historic District  
*Zoning:* SB-DTR Zoning District  
105-F Height and Bulk District  
*Block/Lot:* 3789/003  
*Applicant:* Robert Sanders  
Environmental Graphic Design  
P.O. Box 1356  
Sonoma, CA 95476  
*Staff Contact* Richard Sucre - (415) 575-9108  
richard.sucre@sfgov.org  
*Reviewed By* Timothy Frye - (415) 575-6822  
tim.frye@sfgov.org

### PROPERTY DESCRIPTION

**72 TOWNSEND STREET** is located at the northwest corner of Townsend and Colin P. Kelly, Jr. Streets (Assessor's Block 3789, Lot 003). Formerly known as Hooper's South End Grain Warehouse (also addressed as 64-72 Townsend Street), this property is a one-story brick warehouse constructed in 1874. The building is clad in stucco and has aluminum-sash storefront windows between the square pilasters. The building is capped by a flat roof and features a prominent cornice and belt course. The subject property is designated as a contributing resource to the South End Historic District and is located within the SB-DTR (South Beach Downtown Residential) Zoning District with a 105-F Height and Bulk limit.

### PROJECT DESCRIPTION

The proposed scope of work consists of new signage on the exterior façade. The new signage consists of one projecting sign on the Colin P. Kelly Jr. Street facade, and one projecting sign and one door sign on the Townsend Street façade. The proposed project does not involve the alterations or additions to the existing building. Please see photographs and project information for details (see attached).

### OTHER ACTIONS REQUIRED

Proposed work requires Sign Permits.

### 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.

The proposed work shall be compatible with the character of the historic district as described in the designating ordinance; and in any exterior change, reasonable efforts shall be made to preserve, enhance or restore, and not to damage or destroy, the exterior architectural features of the subject property which are compatible with the character of the historic district.

### Article 10 – Appendix I – South End Historic District

In reviewing an application for a Certificate of Appropriateness, the Historic Preservation Commission must consider whether the proposed work would be compatible with the character of the South End Historic District as described in Appendix I of Article 10 of the Planning Code.

### 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 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.

*For the proposed project, no historic materials will be removed and there will be no alteration of features or 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 signs 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.

*New signs will be installed in a manner that avoids damage to distinctive materials. The projecting signs will be mounted with steel screw anchors to the stucco-clad brick facade.*

**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 signs are not anticipated to destroy historic materials, features, or spatial relationships that characterize the property. The proposed new features will be clearly differentiated from the old and will be compatible in materials, size, scale, and proportion with the property.*

**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 tenant signs are 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 as of the date of this report.

## ISSUES & OTHER CONSIDERATIONS

The Department has no issues with the proposed project.

## STAFF ANALYSIS

Based on the requirements of Article 10, Appendix I – South End Historic District, and the *Secretary of Interior's Standards*, staff has determined the following:

**Signage.** Staff finds that the proposed tenant signs will not detract from the historic character of the property, will not cause any significant removal or alteration of historic material, spaces or features which characterize the property, will be sufficiently distinguished from the historic building, and will be compatible with the character of the historic building and district in terms of scale, placement, detailing, and materials. Furthermore, staff finds that the essential form and integrity of the historic property and its environment would be unimpaired if the proposed tenant signs and light fixtures were removed at a future date.

As defined in Article 10, Appendix I, Section 6 (b)(3):

- (A) Principal Signs.** Only one sign will be allowed per establishment per street frontage. A flush sign with lettering intended to be read from across the street is permitted. On brick surfaces, signs should be mounted with a minimum number of penetrations of the wall, and those penetrations only in the mortar joints.

- (B) Secondary Signs.** One per establishment per street frontage. A secondary sign is intended to be viewed close-up and consists of: (a) Lettering on a door or window which contains only the name and nature of the establishment, hours of operation and other pertinent information (b) a projecting sign not exceeding two square feet in area used in conjunction with a principal flush sign.

The proposed signs are in conformance with the requirements for primary and secondary tenant signs, as outlined in Article 10 - Appendix I, Section 6. Based on these requirements and the *Secretary of Interior's Standards*, staff has determined that the proposed work will not adversely affect the subject building or surrounding historic district.

## ENVIRONMENTAL REVIEW STATUS

The Project is exempt from the California Environmental Quality Act ("CEQA") as a Class One categorical exemption (CEQA Guideline Section 15301) because the project is a minor alteration of an existing structure and meets the *Secretary of the Interior's Standards for Rehabilitation*.

## 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* and requirements of Article 10, Appendix I – South End Historic District.

## ATTACHMENTS

Draft Motion  
Photographs  
Project Information

PL: G:\Documents\2011.0158A 72 Townsend St\CofA Case Report\_72 Townsend St.doc



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Motion

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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 003 IN ASSESSOR'S BLOCK 3789, WITHIN THE SB-DTR ZONING DISTRICT, 105-F HEIGHT AND BULK DISTRICT, AND THE SOUTH END HISTORIC DISTRICT.**

### PREAMBLE

WHEREAS, on February 17, 2011, Robert Sanders of Environmental Graphic Design on behalf of 72 Townsend, LLC (Property Owner) filed an application with the San Francisco Planning Department (Department) for a Certificate of Appropriateness to install one projecting sign and one door sign on the Townsend Street façade and one projecting sign on the Colin P. Kelly Jr. façade, at the subject property located on Lot 003 in Assessor's Block 3789.

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

WHEREAS, on April 6, 2011, the Commission conducted a duly noticed public hearing on the current project, Case No. 2011.0158A (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 with conditions the Certificate of Appropriateness, in conformance with the project information dated March 28, 2011 and labeled Exhibit A on file in the docket for Case No. 2011.0158A 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 South End Historic District as described in Appendix I of Article 10 of the Planning Code.

- That the proposed tenant signs are reversible and are compatible with the subject property and district in terms of size, scale, color, material, and character.
- That the proposed signs will not impact historic fabric or the character of the subject building or district.
- 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 South End Historic District.
- The proposed project meets the requirements of Article 10 – Appendix I.
- The proposed project meets the following *Secretary of the Interior's Standards for Rehabilitation*:

### **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 72 Townsend Street, a contributing resource to the South End Historic District, for the future enjoyment and education of San Francisco residents and visitors.*

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

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

*The project 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 contributing building and historic district 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 overall, 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 003 in Assessor's Block 3789 for proposed work in conformance with the project information dated February 15, 2011, labeled Exhibit A on file in the docket for Case No. 2011.0158A.

**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 April 6, 2011.

Linda D. Avery  
Commission Secretary

AYES:

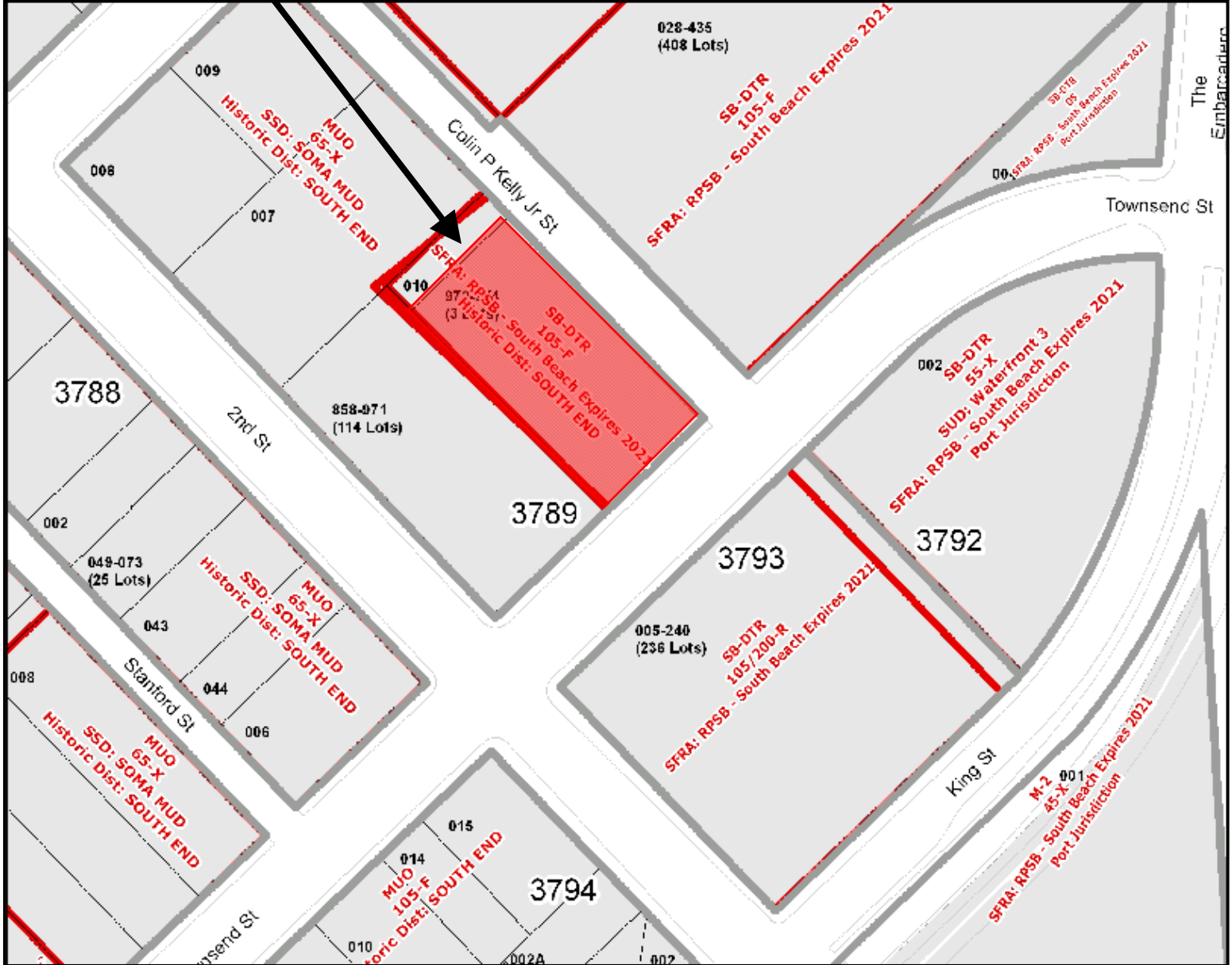
NAYS:

ABSENT:

ADOPTED: April 6, 2011

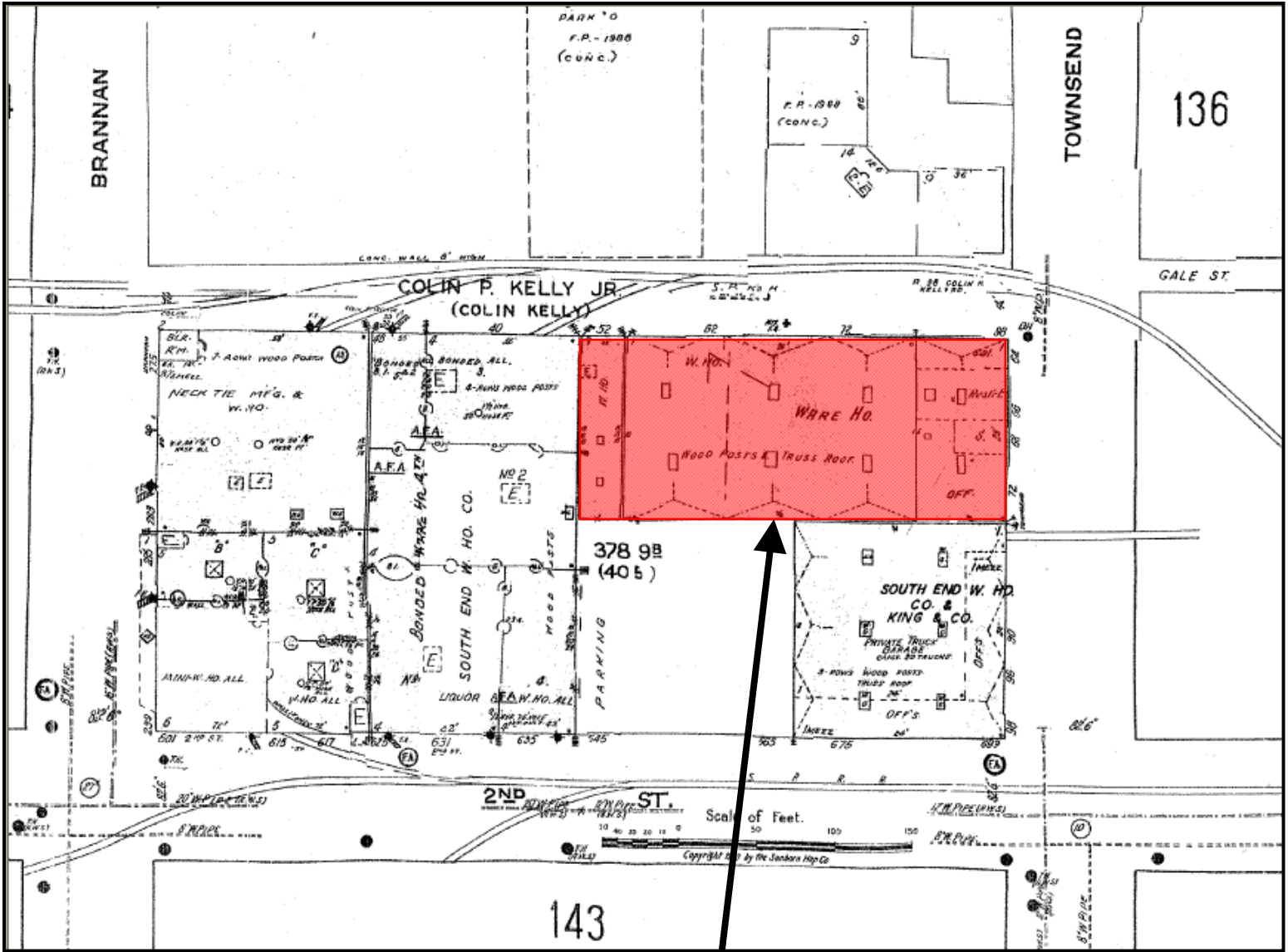
# Parcel Map

SUBJECT PROPERTY



Certificate of Appropriateness Hearing  
Case Number 2011.0158A  
72 Townsend Street

# Sanborn Map\*



**SUBJECT PROPERTY**

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



Certificate of Appropriateness Hearing  
 Case Number 2011.0158A  
 72 Townsend Street

# Aerial Photo

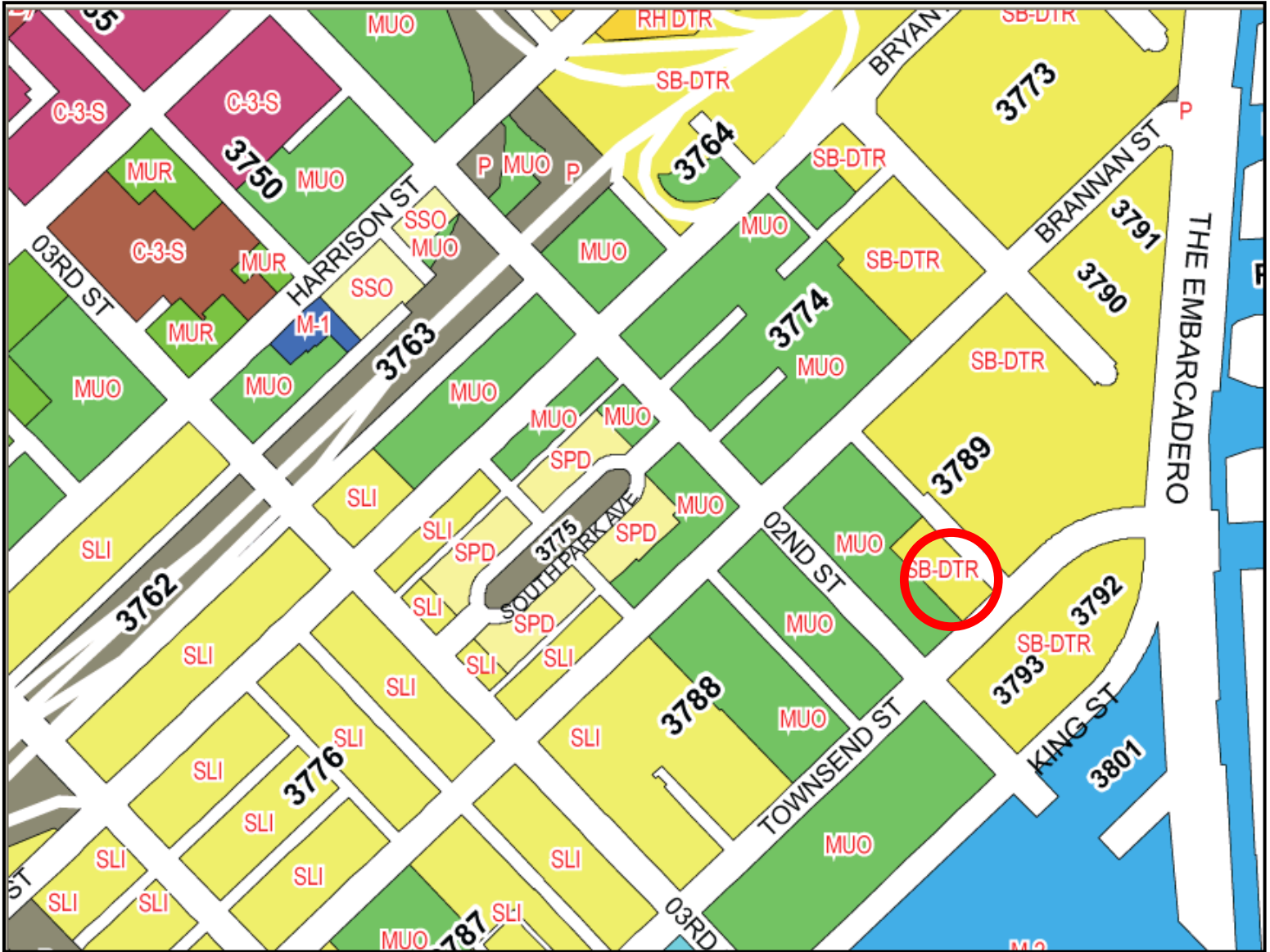


SUBJECT PROPERTY



Certificate of Appropriateness Hearing  
Case Number 2011.0158A  
72 Townsend Street

# Zoning Map



Certificate of Appropriateness Hearing  
Case Number 2011.0158A  
72 Townsend Street

# Site Photo

SUBJECT PROPERTY



72 Townsend Street

Certificate of Appropriateness Hearing  
Case Number 2011.0158A  
72 Townsend Street

# Site Photo



72 Townsend Street, Area of Work (Door Sign)

Certificate of Appropriateness Hearing  
Case Number 2011.0158A  
72 Townsend Street



# Site Photo



72 Townsend Street, Area of Work on Colin P. Kelly Jr. Street façade (Site of Projecting Sign)

Certificate of Appropriateness Hearing  
Case Number 2011.0158A  
72 Townsend Street

# Site Photo



72 Townsend Street, Area of Work on Townsend Street facade  
(Site of Projecting Sign)

Certificate of Appropriateness Hearing  
Case Number 2011.0158A  
72 Townsend Street

# Signage Program for Federated Media Building

## 72 Townsend, San Francisco



### Client

Federated Media Publishing  
2 Harrison St., 7 the Floor  
San Francisco, CA 94105

### Contact:

Sarah A. Koch-Schiller  
Executive Assistant to John Battelle  
(P) 415.230.4900  
(F) 415.230.5535

### Project Consultants

#### Signage Design/consulting

Robert Sanders & Co.  
signage/design/fabrication  
19615 Eighth St., East Sonoma, Ca  
Mailing Address: P.O. Box 1356  
707-996-3532  
fax: 996-2937



Prepared by  
**Robert Sanders & Co.**

robert sanders & co.

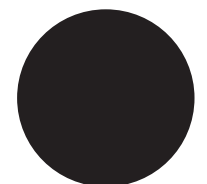
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info@robertsanders.com

PROJECT

**Signage Program for  
Federated Media  
Building**

DATE

Mar. 28, 2011



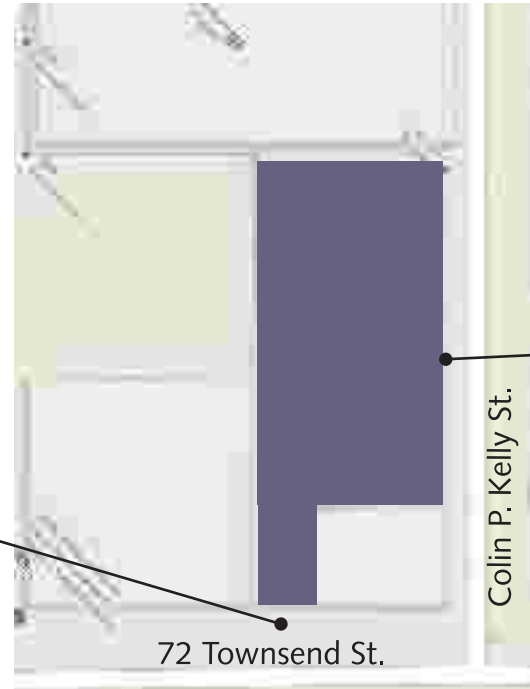
# Signage Program for Federated Media Building

## 72 Townsend, San Francisco

Site Survey/Location



Federated Media Publishing  
72 Townsend St. Secondary Entrance



Colin P. Kelly St. Main Entrance

### Description of Project

Federated Media Publishing is proposing one door sign on glass and 2 projecting 2 sq. ft signs on building fascia adjacent to entrances as allowed by code 609.10 and as shown on drawings.

robert sanders&co.

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PROJECT

# Signage Program for Federated Media Building

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**Signage Program for Federated Media Building**  
**72 Townsend, San Francisco**



72 Townsend St. Secondary Entrance



72 Townsend St. Corner-Future Space



72 Townsend St. Corner-across Street  
at Colin P. Kelly St.



72 Townsend St. Corner-across Street



Colin P. Kelly St. Main Entrance



Colin P. Kelly St. Rear of Building

robert sanders&co.

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PROJECT

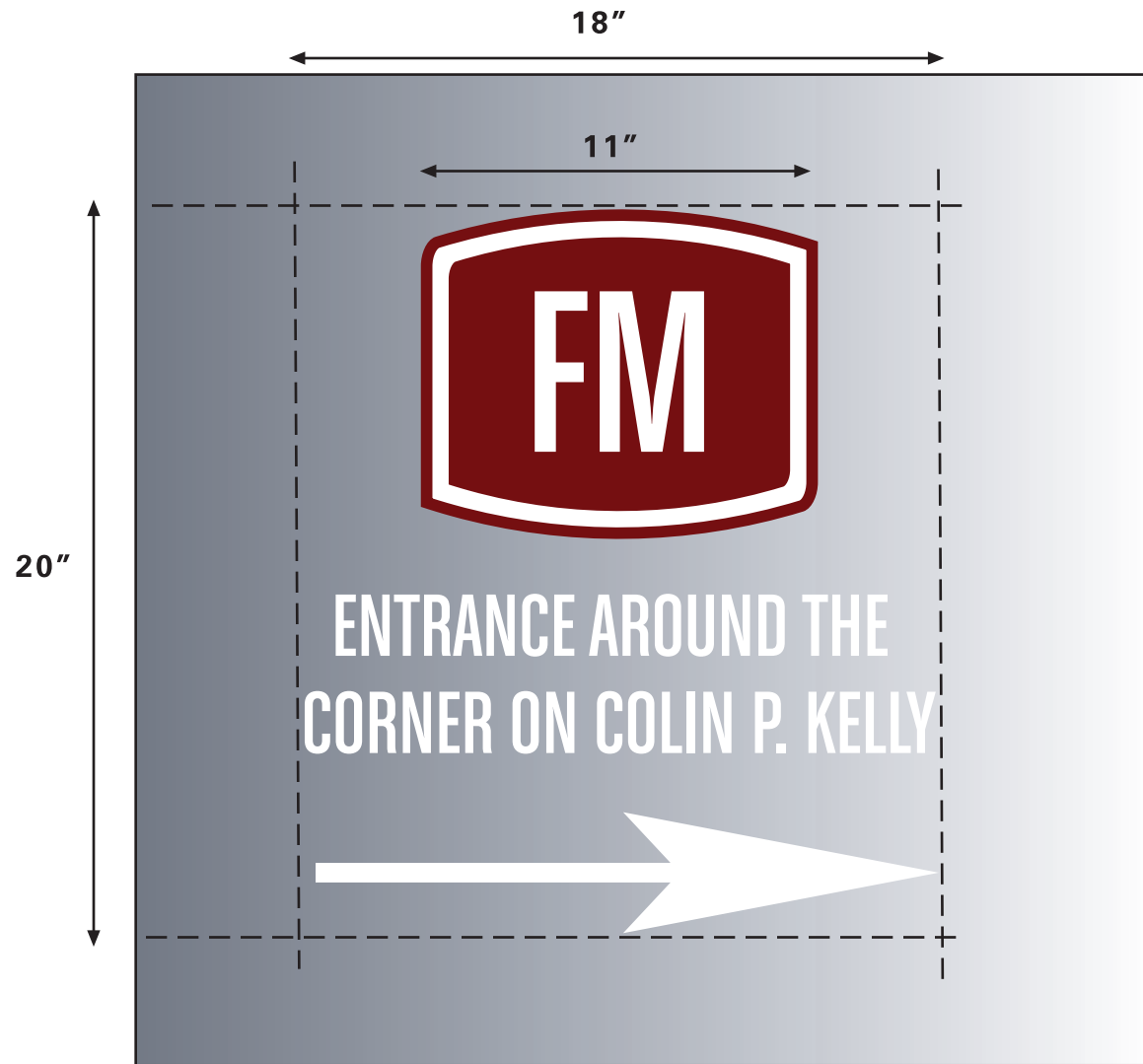
**Signage Program for  
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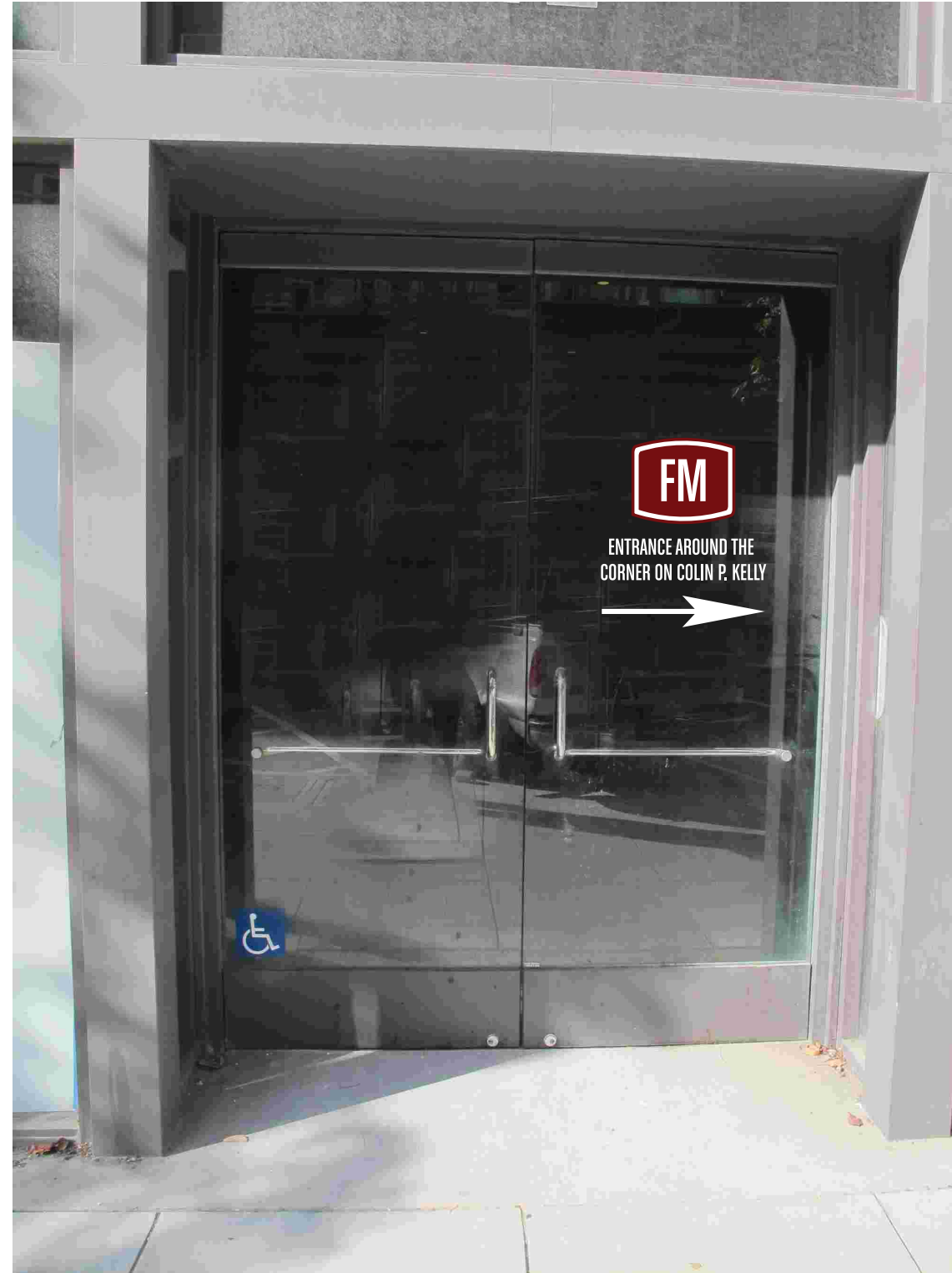
**Signage Program for Federated Media Building**  
**72 Townsend, San Francisco**

Directional Door Sign



(2.5 sq. ft. sign area)

Corporate logo and directional copy applied vinyl to window



72 Townsend St. Secondary Entrance

robert sanders&co.

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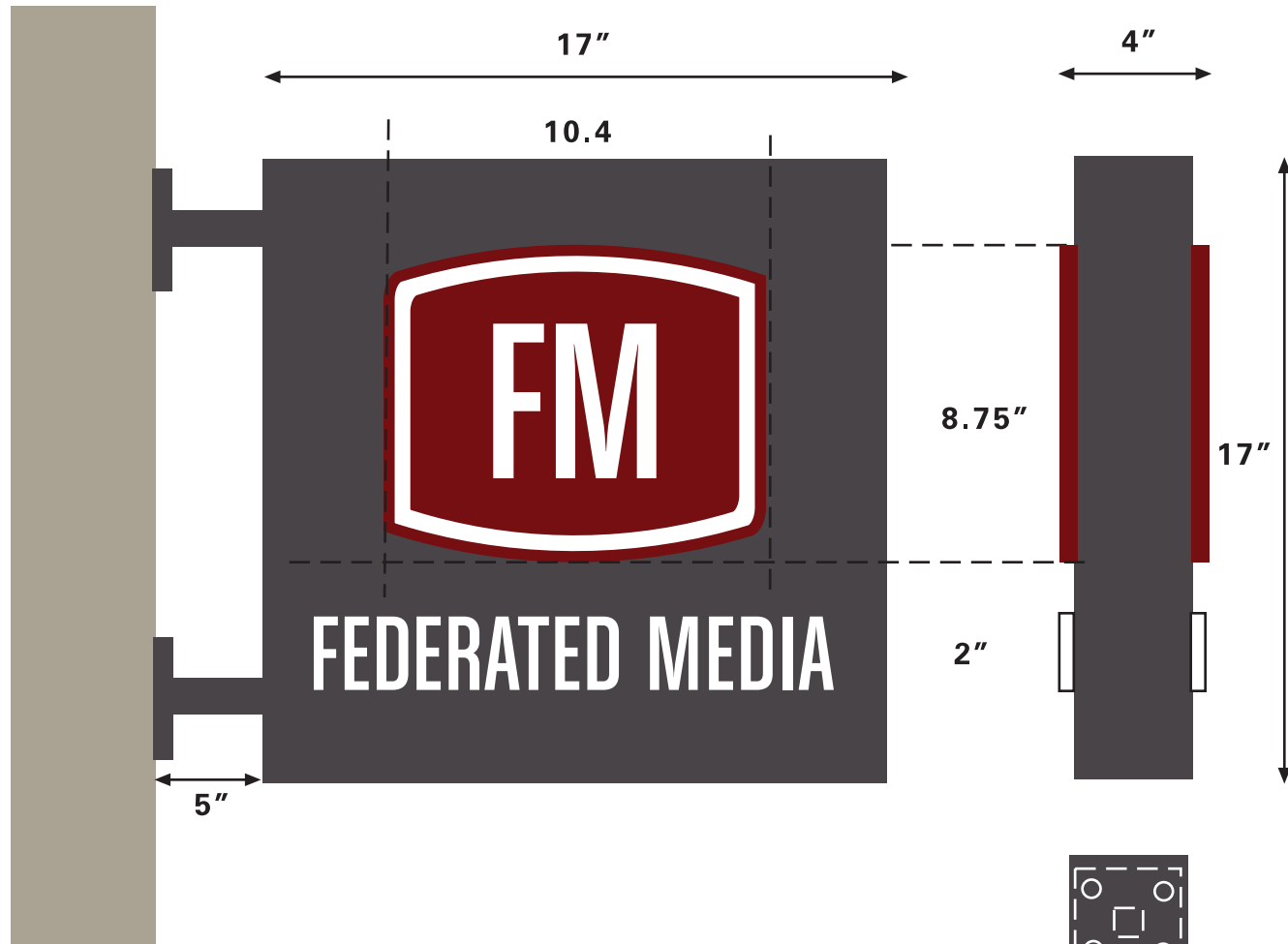
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**Signage Program for Federated Media Building**  
**72 Townsend, San Francisco**

**Projecting Signs**



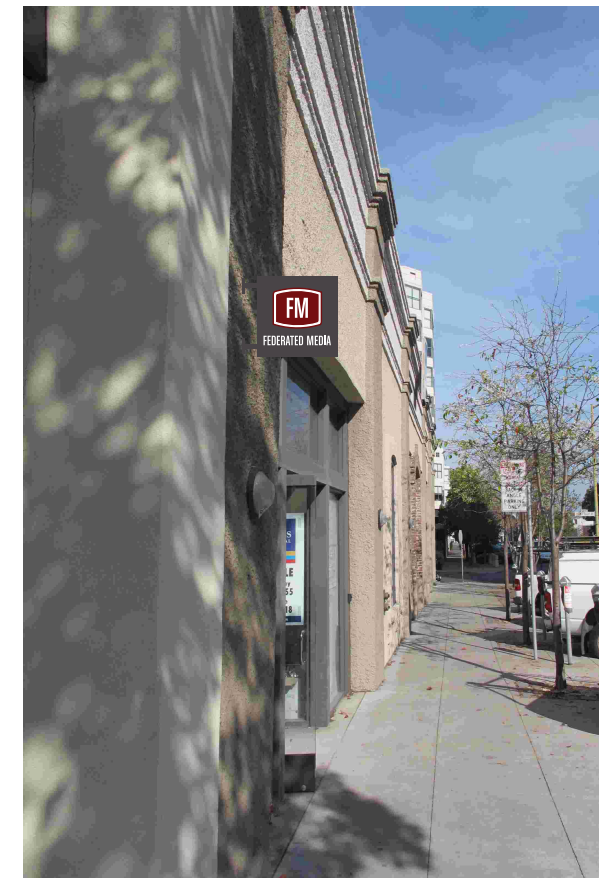
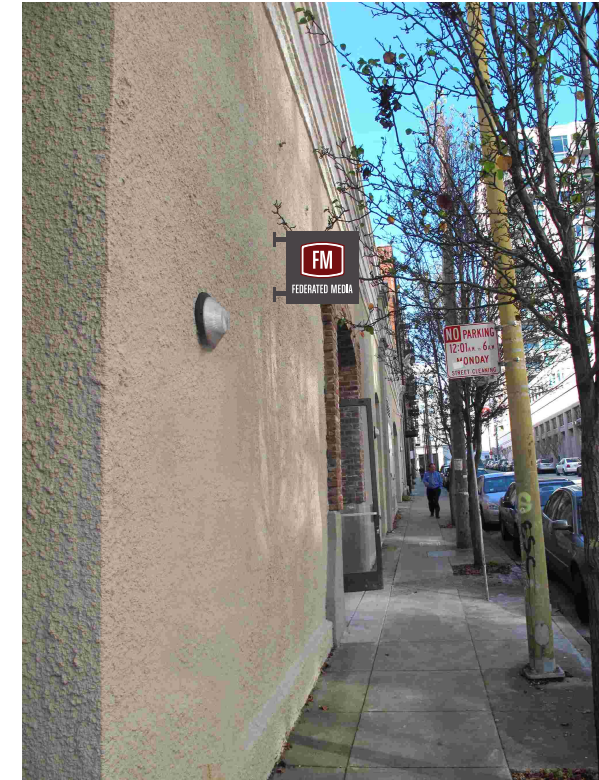
**(2 sq. ft. sign area)**

Aluminum fabricated projecting sign (double-faced) with raised 1/2" thick water jet cut logo and letters applied to background supported by metal struts, bolted on to building fascia  
 Height Bottom 9' from sidewalk grade

Note: Aluminum sign structure, surfaces, letters and design elements painted in high grade architectural quality paints.



Colin P. Kelly St. Main Entrance



72 Townsend St. Secondary Entrance

robert sanders&co.

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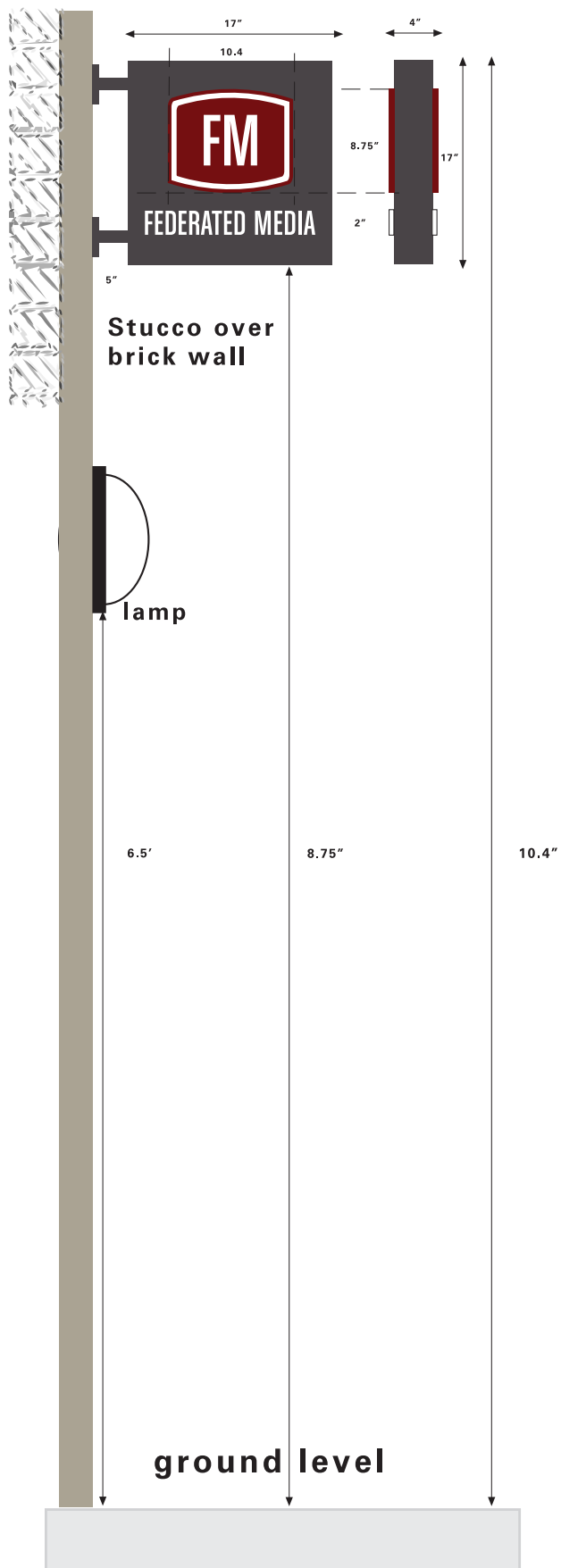
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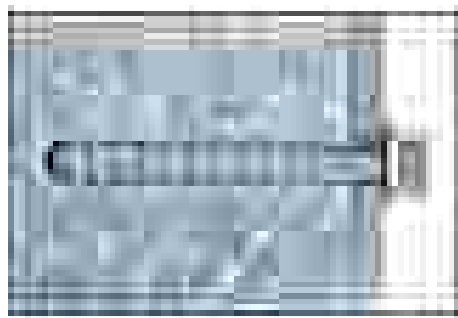
DATE

Mar. 28, 2011

**Detail Side/Front View**



**TITEN HD<sub>g</sub> Heavy Duty Screw Anchor for Concrete and Masonry**



Size (in.)	Model No.	Drill Bit Dia. (in.)	Wrench Size (in.)	Quantity	
				Box	Carton
3/8 x 4	THD37400H	3/8	9/16	50	200

The Titen HD<sub>g</sub> anchor is a patented, high-strength screw anchor for concrete and masonry. It is designed for optimum performance in both cracked and uncracked concrete; a requirement that the 2006 IBC places on post-installed anchors. The high strength, easy to install Titen HD anchor has been tested and shown to provide outstanding performance in cracked and uncracked concrete under both static and seismic loading conditions. The self-undercutting, non-expansion characteristics of the Titen HD anchor make it ideal for structural applications, even at reduced edge distances and spacings. Recommended for permanent dry, interior non-corrosive environments or temporary outdoor applications.

**INSTALLATION**

- Serrated teeth on the tip of the Titen HD screw facilitate cutting and reduce installation torque.
- No special drill bit needed: Designed to install using standard sized ANSI tolerance drill bits.
  - Installs with 50% less torque: Testing shows that when compared to competitors, the Titen HD requires 50% less torque to be installed in concrete.
  - Hex-washer head: Requires no separate washer and provides a clean installed appearance.\*
  - Removeable: Ideal for temporary anchoring (e.g. formwork, bracing) or applications where fixtures may need to be moved. Re-use of the anchor to achieve listed load values is not recommended. See



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