



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: December 7, 2011
TO: Historic Preservation Commission
FROM: Rich Sucre, Historic Preservation Technical Specialist, (415) 575-9108
REVIEWED BY: Tim Frye, Preservation Coordinator, (415) 575-6822
RE: **Review and Comment**
180 Townsend Street
Case No. 2011.0841C

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BACKGROUND

The Planning Department seeks the advice of the Historic Preservation Commission on the proposed project at 180 Townsend Street. As described in detail below, the proposed project entails a change in use from retail to office on the ground floor, pursuant to Planning Code Section 803.9(a), which states:

- (a) Preservation of Landmark Buildings, Significant or Contributory Buildings Within the Extended Preservation District and/or Contributory Buildings Within Designated Historic Districts within the South of Market Mixed Use Districts. Within the South of Market Mixed Use District, any use which is permitted as a principal or conditional use within the SSO District, excluding nighttime entertainment use, may be permitted as a conditional use in
- (a) a landmark building located outside a designated historic district,
 - (b) a contributory building which is proposed for conversion to office use of an aggregate gross square footage of 25,000 or more per building and which is located outside the SSO District yet within a designated historic district, or
 - (c) a building designated as significant or contributory pursuant to Article 11 of this Code and located within the Extended Preservation District.

For all such buildings the following conditions shall apply:

- (1) the provisions of Sections 316 through 318 of this Code must be met;
- (2) in addition to the conditional use criteria set out in Sections 303(c)(6) and 316 through 316.8, it must be determined that allowing the use will enhance the feasibility of preserving the landmark, significant or contributory building; and
- (3) the landmark, significant or contributory building will be made to conform with the San Francisco Building Code standards for seismic loads and forces which are in effect at the time of the application for conversion of use.

A contributory building which is in a designated historic district outside the SSO District may be converted to any use which is a principal use within the SSO District provided that:

- (1) such use does not exceed an aggregate square footage of 25,000 per building; and
- (2) prior to the issuance of any necessary permits the Zoning Administrator
 - (a) determines that allowing the use will enhance the feasibility of preserving the contributory building; and
 - (b) the contributory building will be made to conform with the San Francisco Building Code standards for seismic loads and forces which are in effect at the time of the application for conversion of use.

The proposed project qualifies for use of this Planning Code section, since the subject building at 180 Townsend Street is a contributing building located in a designated historic district (South End Historic District) outside the SSO (Service/Secondary Office) Zoning District. Further, the subject building currently possesses 24,999 sf of office use (d.b.a. Say Media); therefore, the subject building would possess an aggregate gross square footage in excess of 25,000.

PROPERTY DESCRIPTION

Constructed between 1903 and 1905, 180 Townsend Street is a three-story brick masonry warehouse building designed for the California Wine Association (CALWA) by noted architects, Frederick H. Meyer and Smith O'Brien. The building features a concrete foundation, brick masonry walls, arched window openings with wood-sash windows, a prominent cornice between the second and third floors, and a stepped parapet. In 1921, a third story was added to the building, which has become significant to the overall property. In 2000, the subject building underwent a seismic retrofit, which upgraded the existing building's structural system.

PROPOSED PROJECT DESCRIPTION

The proposed project entails a change in use of 15,001 sf of retail use to office use (d.b.a. Say Media). Currently, the building possesses office use on the second and third floors, which constitute approximately 24,999 sf. The proposed project would convert the remaining square footage into office use. To further support the preservation of the subject building, the Project Sponsor has also submitted a Historic Building Maintenance Plan, which outlines a program for regular maintenance and repair of the roof, skylight, windows, brick exterior, exterior fascia (lower level), exterior ledges, and Clarence Place façade.

STAFF ANALYSIS

The Department would like the HPC to consider the following information:

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.

Based upon a review of the proposed project per the Secretary of the Interior's Standards for Rehabilitation (Rehabilitation Standards), the change in use from retail to office would be

considered a compatible use with the former brick masonry warehouse. As noted in 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." This new use requires minimal change to the defining characteristics of 180 Townsend Street, and the property would maintain its status as a contributor to the South End Historic District. Further, the Historic Building Maintenance Plan proposed by the Project Sponsor appropriately addresses a cyclical maintenance program for 180 Townsend Street, and seeks to proactively correct any material deficiencies with existing windows, brick exterior and roof.

RECOMMENDATIONS

The Department finds the proposed project to be in compliance with the Secretary of the Interior's Standards for Rehabilitation. Further, the Department finds that the proposed project would enhance the feasibility of preserving the building by providing for a compatible new use and a cyclical maintenance program. This maintenance plan would improve the viability of preserving the subject building. In addition, the building's new use would maintain and not impact the building's historic integrity and historic status.

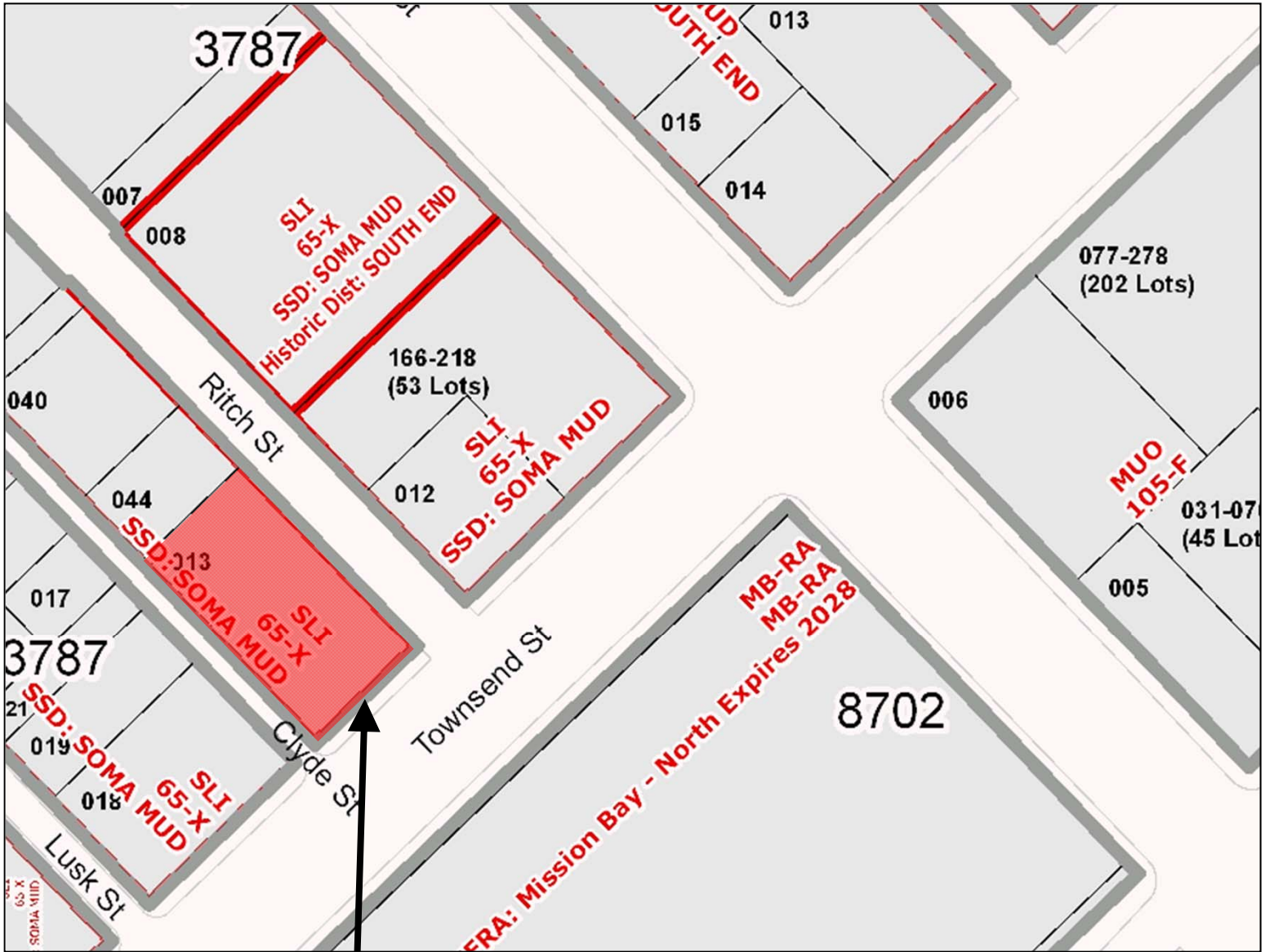
REQUESTED ACTION

The Department is requesting adoption of a resolution from the Historic Preservation Commission regarding the proposed project and its ability to enhance the feasibility of preserving the historic building, in order to assist the determination by the Planning Commission pursuant to Planning Code Section 803.9(a). In addition, the Department seeks confirmation on the project's compliance with the Secretary of the Interior's Standards for Rehabilitation.

ATTACHMENTS

- Exhibits, including Parcel Map, 1998 Sanborn Fire Insurance Map, Zoning Map, Aerial Photograph, and Site Photos
- Draft Resolution
- Maintenance Plan

Parcel Map



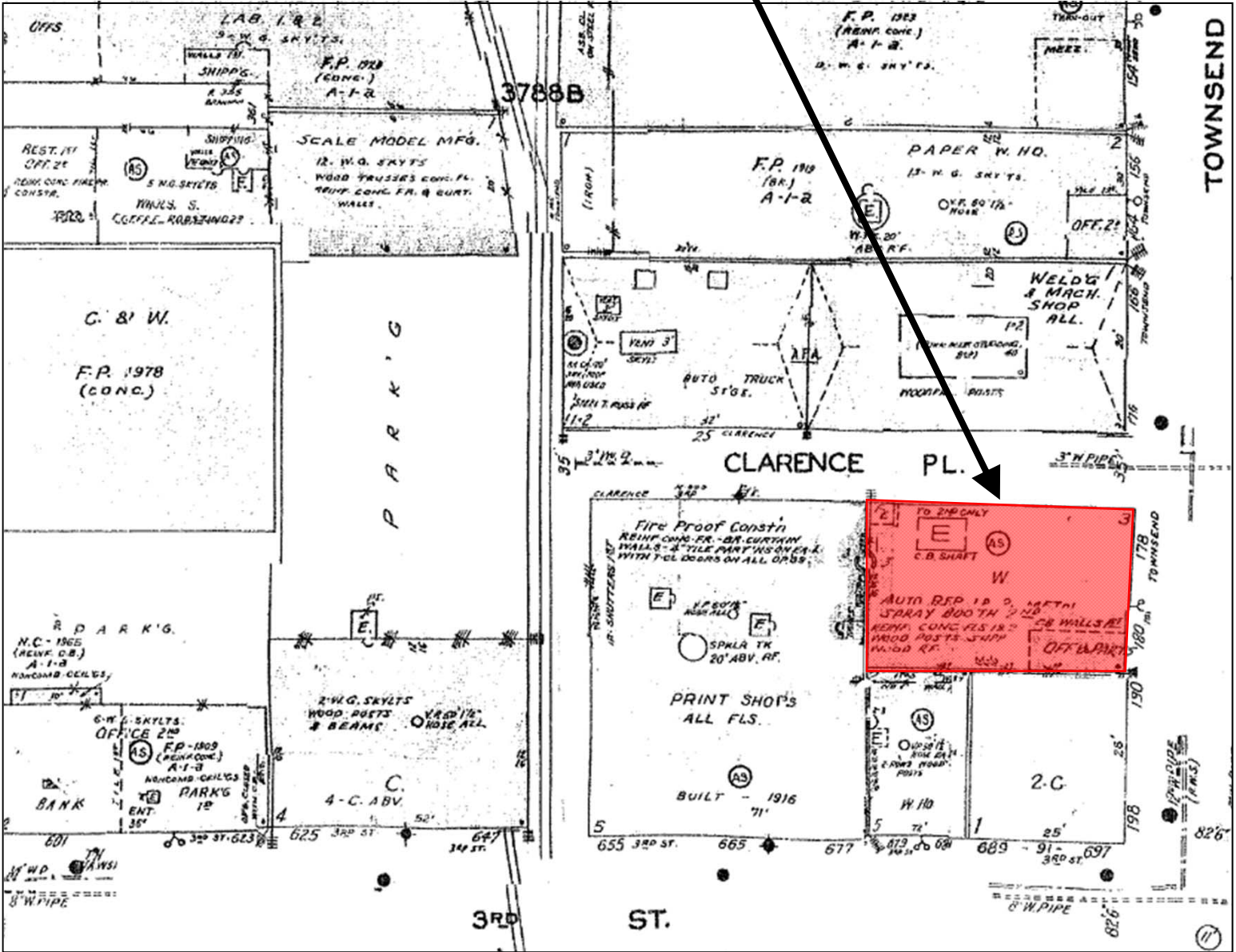
SUBJECT PROPERTY



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180 Townsend Street

Sanborn Map*

SUBJECT PROPERTY

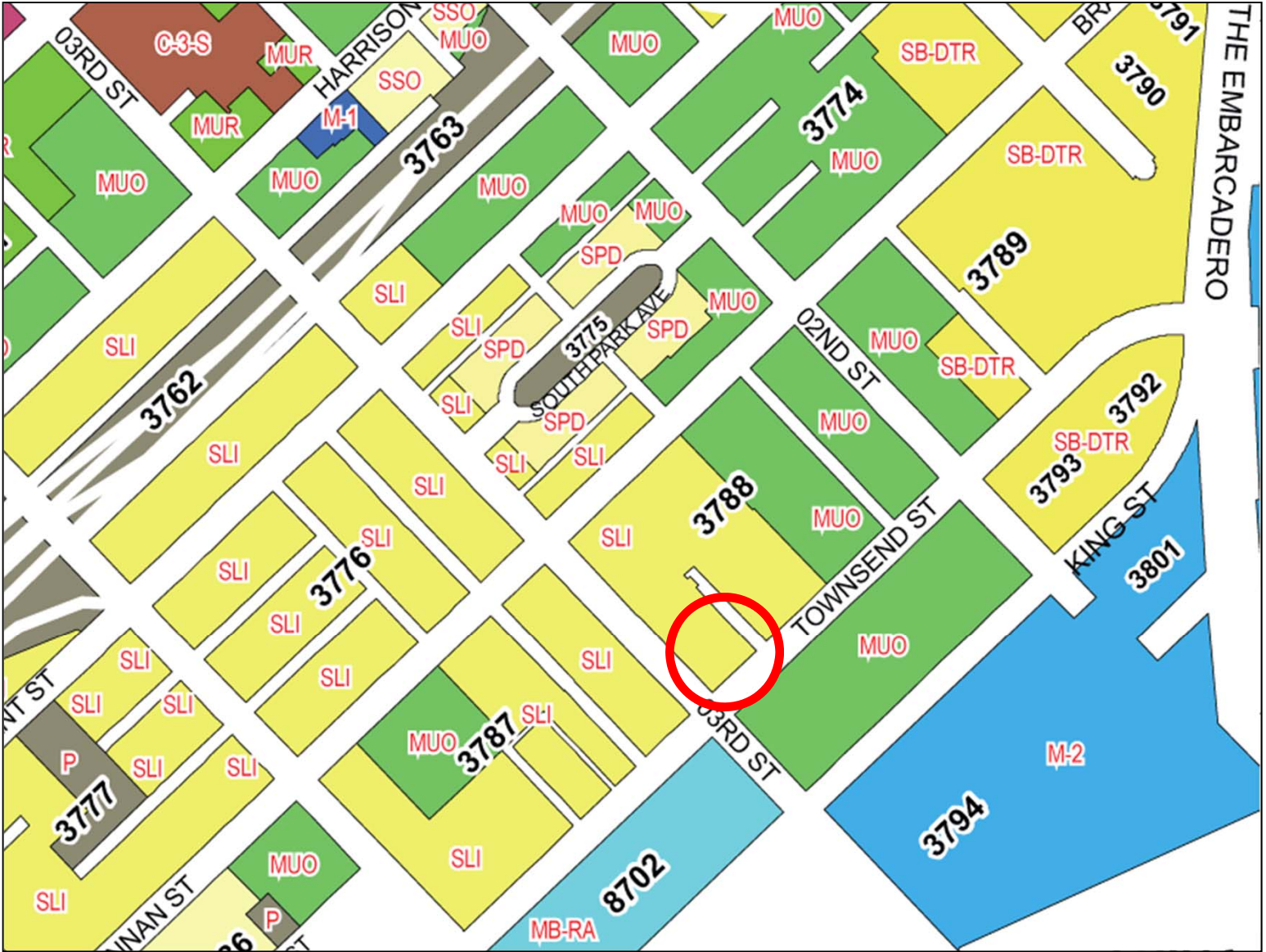


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

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 180 Townsend Street

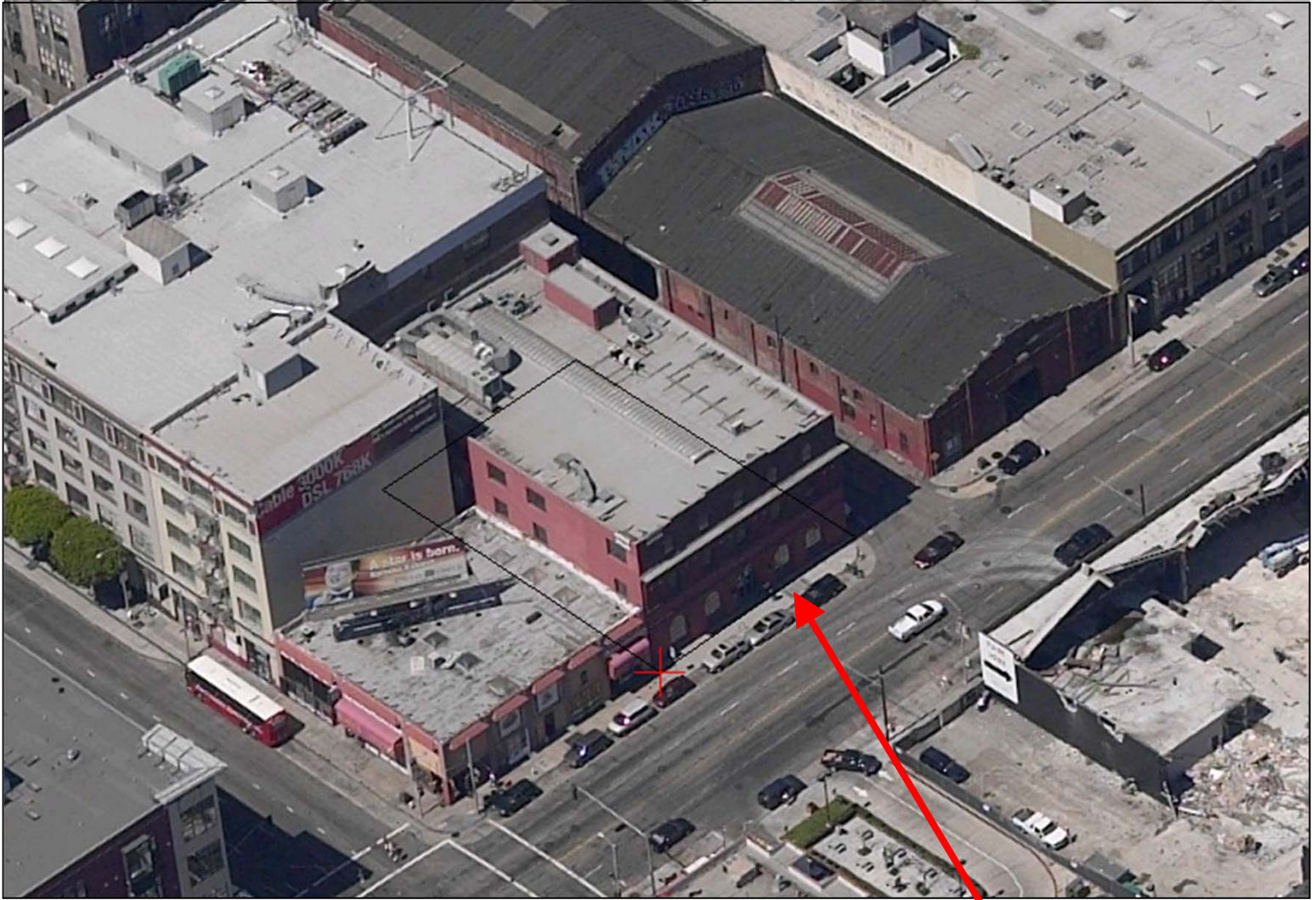


Zoning Map



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180 Townsend Street

Aerial Photo

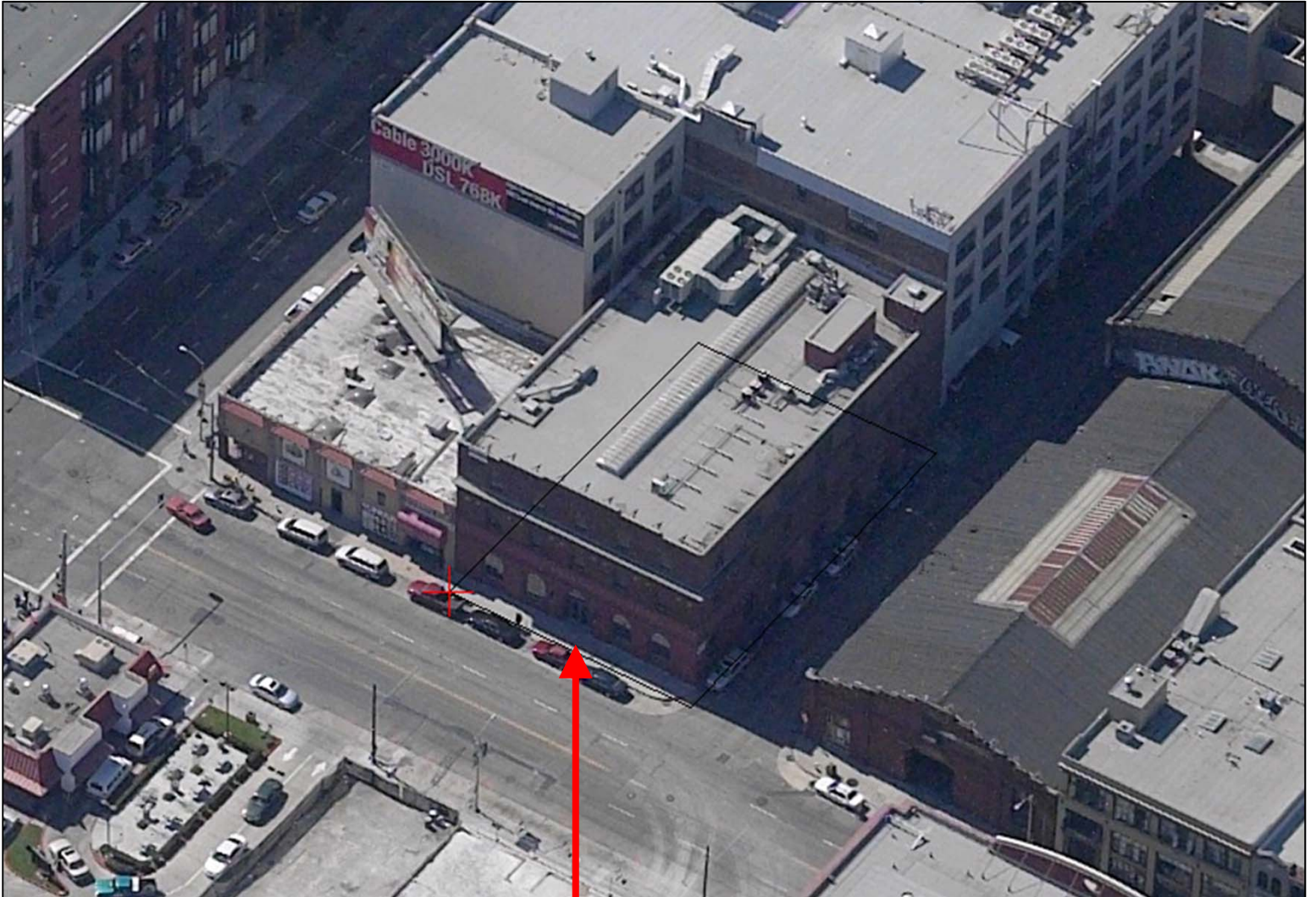


180 TOWNSEND ST



Review and Comment
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180 Townsend Street

Aerial Photo



180 TOWNSEND ST



Review and Comment
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Site Photo



180 Townsend Street, View of Townsend Street Facade

Review and Comment
Case Number 2011.0841C
180 Townsend Street



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. XXXX

HEARING DATE: December 7, 2011

Date: December 7, 2011
Case No.: **2011.0841C**
Project Address: **180 Townsend Street**
Zoning: SLI (Service/Light Industrial) Zoning District
Block/Lot: 3788/013
Project Sponsor: David Silverman, Rueben & Junius
Staff Contact: Richard Sucre – (415) 575-9108
richard.sucre@sfgov.org
Reviewed By: Tim Frye, Preservation Coordinator
tim.frye@sfgov.org

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ADOPTING FINDINGS FOR THE PROPOSED PROJECT AT 180 TOWNSEND STREET (ASSESSOR'S BLOCK 3788, LOT 013), LOCATED WITHIN SLI (SERVICE/LIGHT INDUSTRIAL) ZONING DISTRICT.

PREAMBLE

1. WHEREAS, on August 4, 2011, the Project Sponsor (Rueben & Junius) filed a Conditional Use Application with the San Francisco Planning Department for 180 Townsend Street (Block 3780, Lots 006, 007, 007A, and 072).
2. WHEREAS, the proposed project intends to utilize Planning Code Section 803.9(a) to allow approximately 15,001 sf of office use in the ground floor level of 180 Townsend Street. Pursuant to Planning Code Section 803.9(a), the following provision is intended to support the economic viability of buildings of historic importance within a South of Market Mixed Use District:
 - (a) Preservation of Landmark Buildings, Significant or Contributory Buildings Within the Extended Preservation District and/or Contributory Buildings Within Designated Historic Districts within the South of Market Mixed Use Districts. Within the South of Market Mixed Use District, any use which is permitted as a principal or conditional use within the SSO District, excluding nighttime entertainment use, may be permitted as a conditional use in
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 - (c) a building designated as significant or contributory pursuant to [Article 11](#) of this Code and located within the Extended Preservation District.

For all such buildings the following conditions shall apply:

- (1) the provisions of Sections [316](#) through [318](#) of this Code must be met;
- (2) in addition to the conditional use criteria set out in Sections [303\(c\)\(6\)](#) and [316](#) through 316.8, it must be determined that allowing the use will enhance the feasibility of preserving the landmark, significant or contributory building; and
- (3) the landmark, significant or contributory building will be made to conform with the San Francisco Building Code standards for seismic loads and forces which are in effect at the time of the application for conversion of use.

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- (1) such use does not exceed an aggregate square footage of 25,000 per building; and
 - (2) prior to the issuance of any necessary permits the Zoning Administrator
 - (a) determines that allowing the use will enhance the feasibility of preserving the contributory building; and
 - (b) the contributory building will be made to conform with the San Francisco Building Code standards for seismic loads and forces which are in effect at the time of the application for conversion of use.
3. WHEREAS, City Charter 4.135 established the Historic Preservation Commission. All duties and responsibilities of the Landmarks Preservation Advisory Board ("LPAB") are under the purview and responsibility of the Historic Preservation Commission.
4. WHEREAS, on December 7, 2011, the Department presented the proposed project to the Historic Preservation Commission. The Commission's comments on the compliance of the proposed project with the Secretary of the Interior's Standards for Rehabilitation and the ability of the proposed project to enhance the feasibility of the historic resource would be forwarded to the Planning Commission for consideration under Planning Code Section 803.9(a).

THEREFORE BE IT RESOLVED that the Historic Preservation Commission has reviewed the proposed project at 850-870 Brannan Street, on Lots 013 in Assessor's Block 3788, and this Commission has provided the following comments:

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BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Recording Secretary to transmit this Resolution, and other pertinent materials in the Case File No. 2011.0841C to the Planning Commission.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission at its regularly scheduled meeting on December 7, 2011.

Resolution No. XXXX
Hearing Date: December 7, 2011

CASE NO. 2011.0841C
180 Townsend Street

Linda D. Avery
Commission Secretary

PRESENT:

ABSENT:

ADOPTED: December 7, 2011

180 Townsend Street San Francisco, CA

Historic Building Maintenance Plan

This plan provides a cycle of maintenance to be performed on an annual basis as well as long term basis for maintaining the historic building in the South End Historic District. Annual inspections will be performed to assess the needs for maintenance as well as planning for larger capital needs.

ROOF

Inspected and repaired annually to preserve seals and prevent water intrusion. Replacement scheduled every 15 -20 years due to flat roof design.

SKYLIGHT

Inspected and sealed/caulked/cleaned annually to prevent water intrusion. Replacement of cracked or broken panes due to weather/acts of God/vandalism as necessary.

WINDOWS

Windows are required to maintain a wood design for historical preservation purposes. As a result, annual sealing is required for maximizing HVAC efficiency. Inspection for damage, warping, water intrusion and proper function to be done annually. Painting of the wood framing done as necessary, but not longer than every five (5) years. Replacement of cracked or broken panes due to weather/acts of God/vandalism as necessary.

BRICK EXTERIOR

Annual inspection of the integrity of the brick exterior focusing on removing graffiti and vandalism and repairing mortar to prevent damage and blight.

EXTERIOR FASCIA (LOWER LEVEL)

Removal of graffiti and vandalism as necessary. Maintain historical color scheme. Complete refinish every seven (7) years.

EXTERIOR LEDGES

Inspected and repaired annually. Cleaning and removal of bird nests done annually. Possible installation of preventative measures to control/prevent nesting issues. Replacement of roofing material on the same schedule as the roof. Refinishing on the same schedule as the ***EXTERIOR FASCIA (LOWER LEVEL)***.

CLARENCE PLACE

Inspections twice yearly for evidence of water intrusion on the east side of the building along Clarence Place. Sealing at the base of 180 Townsend as necessary to prevent water intrusion. Application of Water Intrusion product on interior of basement wall as necessary.