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DATE:	June 13, 2013
TO:	Architectural Review Committee of the Historic Preservation Commission
FROM:	Rich Sucré, Historic Preservation Technical Specialist, (415) 575-9108
REVIEWED BY:	Tim Frye, Preservation Coordinator, (415) 575-6822
RE:	**Review and Comment: 270 Brannan Street** **Case No. 2012.0799ABX**

BACKGROUND

The Planning Department (Department) has requested review and comment before the Architectural Review Committee (ARC) regarding the proposal to demolish the existing one-story non-contributing office building and parking lot, and construct a new seven-story with basement office building within the South End Landmark District, which is listed in Appendix I of Article 10 of the San Francisco Planning Code.

PROPERTY DESCRIPTION

270 Brannan Street is located on a rectangular lot (measuring approximately 137.5 ft x 275 ft) on the north side of Brannan Street between Delancey and 2nd Streets. The project site has additional frontage onto De Boom Street via a public right-of-way. Currently, the project site contains a one-story, non-historic, non-contributing office building (measuring approximately 17,350 sq ft) and a non-historic parking lot. The project site is located within the boundaries of the South End Landmark District, adjacent to two contributing resources: 274 Brannan Street and 230-250 Brannan Street. The existing office building and parking lot are non-contributing resources within the South End Landmark District. The project site is located within MUO (Mixed Use Office) Zoning District with a 65-X Height and Bulk Limit.

PROJECT DESCRIPTION

The proposed project entails the demolition of the existing one-story office building and parking lot, and the new construction of a new, seven-story with basement office building (approximately 171,650 sq ft). The proposed project would construct approximately 171,650 sq ft of new office space, approximately 5,000 sq ft of private open space via an internal atrium, twelve (12) new off-street parking spaces, four (4) new van stalls (off-street loading spaces), and thirty-three (33) new bicycle parking spaces with showers and lockers.

The proposed project requires review and approval by the Historic Preservation Commission and Planning Commission. The Historic Preservation Commission shall review the proposed project as part of a Certificate of Appropriateness (Planning Code Section 1006), since the project includes

new construction within the South End Landmark District. The Planning Commission shall review the proposed project as part of an Office Allocation Authorization (Planning Code Section 321) and Large Project Authorization (Planning Code Section 329), since the project includes the new construction of office space in excess of 25,000 gross square ft within the Eastern Neighborhoods Area Plan.

ENVIRONMENTAL REVIEW

The proposed project is currently undergoing environmental review as part of a Community Plan Exemption (CPE).

APPENDIX I OF ARTICLE 10

The South End Landmark District is locally designated in Appendix I of Article 10 of the San Francisco Planning Code (Appendix I). The South End Landmark District is significant under events and design/construction for its strong collection of late nineteenth-century and early twentieth century masonry warehouses, which are representative of San Francisco's maritime, labor, industrial and railroad activities for the period of significance between 1867 and 1935. This district is also significant for the collection of well-known architects and businesses that arose along the southern waterfront, and for the intact collection of brick and reinforced concrete industrial warehouses.

Per Section 6 of Appendix I, the South End Landmark District is characterized by the following character-defining features:

1. *Overall Form and Continuity- Building height is generally within a six-story range, and many of the oldest structures are one or two stories in height.*
2. *Scale and Proportion - The buildings are of typical warehouse design, large in bulk, often with large arches and openings originally designed for easy vehicular access. There is a regularity of overall form. The earlier brick structures blend easily with the scaled-down Beaux Arts forms of the turn of the century and the plain reinforced concrete structures characteristic of twentieth-century industrial architecture.*
3. *Fenestration - The earliest structures have few windows, expressing their warehouse function. They are varied in size, rhythmically spaced, deeply recessed, produce a strong shadow line, and relate in shape and proportion to those in nearby buildings. Larger industrial sash windows began to be incorporated in structures built from the 1920s and onward. Door openings are often massive to facilitate easy access of bulk materials.*
4. *Materials - Standard brick masonry is predominant for the oldest buildings in the district, with reinforced concrete introduced after the 1906 fire, although its widespread use did not occur until the 1920s. Brick and stone paving treatments on Federal and First and De Boom Streets respectively are extant as well as Beltline Railroad Tracks which run throughout the District.*

5. *Color - Red brick is typical, with some yellow and painted brick. Muted earth tones predominate in shades of red, brown, green, gray and blue.*
6. *Texture - Typical facing materials give a rough textured appearance. The overall texture of the facades is rough grained.*
7. *Detail - Arches are common at the ground floor, and are frequently repeated on upper floors. Flattened arches for window treatment are typical. Cornices are simple and generally tend to be abstract versions of the more elaborate cornices found in downtown commercial structures from the nineteenth century. Most of the surfaces of the later buildings are plain and simple reflecting their function. Some of the earlier brick work contains suggestions of pilasters, again highly abstracted. Where detail occurs, it is often found surrounding entryways.*

In addition to the aforementioned features, Section 6 of Appendix I also includes the following standards for new construction and alterations within the South End Landmark District:

> *1. Facade Line Continuity – Facade line continuity is historically appropriate. Therefore, setbacks at lower floors and arcades, not generally being features of the South End Historic District, are generally not acceptable.*
>
> *2. Fenestration and Design Elements for New Construction – In areas with a concentration of buildings characterized by a high proportion of mass to void and deeply recessed openings, vertical orientation and limited fenestration, the design of new construction should relate to those elements. In areas characterized by buildings with industrial style fenestration, new construction should relate to those design elements.*
>
> *3. Signs.*
>
> *(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.*

As noted within Section 7 of Appendix I, "new construction on vacant sites should conform to the general profile of the District, especially as to scale, sculptural qualities of facade and entrance detailing, fenestration patterns and materials described in Section 6 of this ordinance."

Appendix I also includes additional standards for infill construction in Section 10, which read:

Additions to existing buildings and new infill construction proposed within the South End Historic District must reflect an understanding of the relationship of the proposal with the contributing buildings within the district. Additions shall be reviewed for compatibility with the historic building and the district while infill construction shall be reviewed for compatibility with the overall district. Neither should directly imitate nor replicate existing features. For additions, every effort should be made to minimize the visibility of the new structure within the district. Infill construction should reflect the character of the district, including the prevailing heights of contributing buildings without creating a false sense of history. Property owners should consult early in the process with a Planning Department Historic Preservation Technical Specialist when developing a proposal.

Additions will be reviewed on a case-by-case basis and any proposed addition should be located in an inconspicuous location and not result in a radical change to the form or character of the historic building. A vertical addition may be approved, depending on how the addition impacts the building and its relative visibility from the surrounding public rights-of-way within the district. The Planning Department evaluates all proposals for properties identified under Article 10 of the Planning Code for compliance with the Secretary of the Interior's Standards (36 C.F.R. § 67.7 (2001)). Based on these Standards, Department staff uses the following criteria when reviewing proposals for vertical additions:

The structure respects the general size, shape, and scale of the features associated with the property and the district and the structure is connected to the property in a manner that does not alter, change, obscure, damage, or destroy any of the character-defining features of the property and the district.

The design respects the general historic and architectural characteristics associated with the property and the district without replicating historic styles or elements that will result in creating a false sense of history.

The materials are compatible with the property or district in general character, color and texture.

As part of the Planning Department review process, the project sponsor shall conduct and submit an analysis that illustrates the relative visibility of a proposed vertical addition from within the district. As part of this analysis, sightline cross-sections and perspective drawings illustrating the proportionality and scale, as well as the visible extent of the addition from prescribed locations should be submitted.

When a district provides an opportunity for new construction through existing vacant parcels or by replacing non-contributing buildings, a sensitive design is of critical importance. Historic buildings within the district should be utilized and referenced for

design context. Contemporary design that respects the District's existing character-defining features without replicating historic designs is encouraged. The Department uses the following criteria when reviewing proposals for infill construction:

The structure respects the general size, shape, and scale of the character-defining features associated with the district and its relationship to the character-defining features of the immediate neighbors and the district.

The site plan respects the general site characteristics associated with the district.

The design respects the general character-defining features associated with the district

The materials are compatible with the district in general character, color, and texture.

STAFF ANALYSIS

The Department seeks the advice of the ARC regarding the compatibility of the new construction with the adjacent historic district as defined by Secretary of the Interior's Standards for Rehabilitation (Secretary's Standards) and Article 10 of the San Francisco Planning Code. The Department would like the ARC to consider the following information:

Demolition
The existing one-story office building and parking lot are non-contributing resources within the South End Landmark District, and are not considered historic resources in their own right. Department staff has determined that the demolition of the existing building and parking lot would not impact any character-defining features of the South End Landmark District, since there are no contributing resources located on the project site.

Secretary of the Interior's Standards for Rehabilitation
The proposed project would not destroy or damage any contributing elements to the South End Landmark District. The proposed project has been designed to be compatible with several elements of the historic district, including the district's massing, form, scale, materials and features, yet is differentiated by the nature of the project's construction, use and detailing.

The overall form of the proposed project is organized into two distinct masses, which accommodates for the site's steep upslope so that the building rises to 65-ft along Brannan Street and 65-ft along De Boom Street. A private atrium (approximately 52-ft wide) separates the two masses. As is similar among the surrounding warehouses, the proposed project incorporates a tri-partite facade organization with a base, shaft and cornice, which is illustrated by the project's double-height glazed ground floor, three-story mass detailed with alternating vertical bays of terracotta tile cladding and aluminum-sash windows, and a simple slightly projecting painted metal angle, which functions as a cornice. Along Brannan Street, the proposed project provides a regularized façade pattern with alternating vertical bays of terracotta tile and aluminum-sash fenestration. This façade pattern is reflective of and compatible with the fenestration and façade

pattern of the district's contributing resources, which are typically defined by deeply recessed fenestration organized into a regularized or grid pattern. The proposed project provides a similar recessed fenestration pattern as evidenced by the seven-inch setback from the terracotta tile to the aluminum-sash fenestration. The proposed project incorporates a terracotta tile cladding and sunscreen, which provides for a compatible relationship to the brick masonry materials of the surrounding warehouses. The terracotta tile will feature variations in color, tone and hue, as is consistent with the variations in tone and hue found within the surrounding district's brick masonry, albeit in a contemporary material and finish.

Along Brannan Street, the proposed project includes a double-height ground floor and a four-story mass (approximately 65-ft), which provides an appropriate scale and massing relative to the adjacent six-story and three-story contributing resources at 274 and 230-250 Brannan Streets, respectively. The double-height ground floor strongly relates to the adjacent ground floor heights at 274 Brannan Street, as well as the overall district's taller ground floor heights, which were originally constructed to accommodate for loading and industrial uses on the ground floor level.

Along De Boom Street, the proposed project offers a more contemporary facade expression, as opposed to Brannan Street facade, which is more referential to the characteristics found within the district. However, the De Boom Street façade does incorporate characteristics, which draw from the surrounding district, including the use of the terracotta tile cladding, vertical bay modulation, deeply recessed fenestration, and modulations in scale and form, as evidenced by the shift in materials between the bottom three floors and the upper two floors. Ultimately, the De Boom Street façade achieves compatibility with the district, but is differentiated in overall design and form.

Overall, the proposed project appears to comply with Rehabilitation Standard #9, and offers a contemporary infill project within a designated historic district that appropriately draws from historic references in a contemporary manner. Department staff has determined that the new construction appears to be compatible with the South End Landmark District, and appears to be in compliance with the Secretary of the Interior's Standards for Rehabilitation.

Appendix I of Article 10
The proposed project appears to be compatible and in general conformity with the historic character and character-defining features of the South End Landmark District, as outlined within Appendix I of Article 10 of the San Francisco Planning Code.

Bulk, Height and Form
270 Brannan Street appears to be consistent and compatible with the overall scale, height, bulk, form and proportion of the South End Landmark District with its large rectangular bulk and form, vertical bay articulation and sense of regularity. Like other contributing resources, the proposed project has full lot coverage. The proposed project is further articulated into two distinct masses separated by a private atrium, which accommodates for the change in grade between Brannan and De Boom Streets. The proposed project is four stories tall along the Brannan and De Boom Street facades (though the project rises to seven stories tall across the project site), thus relating to the district's typical building heights, which range from one- to six-stories tall. The

proposed project does not include massing setbacks or arcades and provides for façade line continuity along Brannan Street, thus relating to the adjacent contributing resources, which both front directly onto Brannan Street.

Fenestration
270 Brannan Street appears to be consistent and compatible with the district's fenestration pattern and door openings, as evidenced by the project's deeply recessed windows, which are rhythmically-spaced on the Brannan and De Boom Street facades. These windows and the surrounding sills create strong shadow lines along the street facades, and align to the fenestration on the adjacent contributing resources. At the ground floor level of the Brannan Street façade, the main entry doors are setback from the street edge and echo the large-scale door openings found within the district's warehouses, albeit in a more contemporary architectural vocabulary. The De Boom Street façade offers a similar fenestration pattern, though the upper two stories offer a more contemporary and extensively glazed architectural character.

Materials
270 Brannan Street appears to be consistent and compatible with the district's masonry material palette through the incorporation of reinforced concrete elements and a terracotta tile cladding, which is also a masonry material. On the Brannan Street façade, the proposed project expresses the reinforced concrete frame and terracotta tile, which appears as cladding on the upper stories and on a rain screen along the ground floor level. The usage of a compatible (yet differentiated) material allows for the proposed project's contemporary expression within the South End Landmark. The proposed project is consistent with the district's color palette through the terracotta tile cladding and rain screen, which incorporates varying shades of red, orange and yellow. The proposed project features a smooth terracotta tile, which contrasts with the district's rough grain texture and material appearance. The proposed project's contrast in face materials allows for a differentiation between new construction and the existing historic buildings, while still providing for a compatible material and texture.

Façade & Details
270 Brannan Street is located in a mixed character area of the landmark district with examples of older brick warehouses with deeply recessed openings and newer reinforced concrete warehouses with steel-sash windows. The proposed project addresses this mixed character area by directly referencing the adjacent historic resources, and by incorporating similar design elements, including a high proportion of mass to void, recessed fenestration, and a vertical façade orientation. Along Brannan Street, the façade is organized to emphasis the vertical orientation as evidenced by the alternating bays of terracotta tile and fenestration and the reinforced concrete columns on the ground floor. In addition, this street façade provides for a seven-inch setback between aluminum-sash windows and the terracotta cladding, thus providing for a deep shadow line along the street façade.

The proposed project is consistent and compatible with the district's details, as evidenced by the proposed project's façade organization and cornice articulation, which reference characteristics found within the South End Landmark District. The proposed project draws from the district's typical warehouse façade design, as evidenced by the façade composition of base, shaft and

cornice (Beaux-Arts organization/form) and larger-scale vehicular opening. To reinforce the regularized tri-partite composition, the Brannan Street façade includes a tall ground floor level with a heavy reinforced concrete belt course and three stories of alternating vertical bays of fenestration and terracotta tile capped by the simple painted metal angle cornice. The painted metal angle provides a contemporary and compatible interpretation of the district's simple cornice lines. This façade organization references the organizational scheme of the later warehouses within the district, while still evoking the pilaster elements found within some of the district's earlier brick warehouses. As is common within larger district, the entryways feature additional detailing, including brick surrounds, smaller canopies and signage. The proposed project references the entryway details by providing for a simple projecting canopy, which denotes the project's main entryway along Brannan Street.

Signage
As noted by the Project Sponsor, the proposed project features a preliminary signage scheme and is subject to revisions. Department staff will consult with the Project Sponsor to develop a signage package that conforms to the requirements of Article 10.

Summary
Ultimately, the proposed project appears to respect the general size, shape, scale and historic character of the character-defining features and contributing resources within the South End Landmark District. The proposed project provides a contemporary expression that appropriately references important elements and characteristics of the district. Therefore, the proposed project appears to comply with the standards for infill new construction, as outlined in Appendix I of Article 10 of the San Francisco Planning Code.

RECOMMENDATIONS
Although the proposed project appears to be largely compatible with the historic character and form of the South End Landmark District, Department staff has identified two areas of refinement, which should be addressed by the Architectural Review Committee:

Window/Jamb Details:
Currently, the proposed project is offering three details for the terracotta tile return surrounding the proposed fenestration on the second, third and fourth floors of the Brannan Street façade. Option A includes an extended aluminum cap, which projects past the face of the tile. Option B includes the same detail with a painted finish to match the terracotta tile cladding. And, Option C includes a chamfered terracotta tile return, which would allow the terracotta tile to wrap the corner within the vertical bays.

> Recommendation:
>
> Department staff recommends incorporating Option C. This option allows for a reading of the terracotta tile cladding within the vertical bays, and is similar to the typical window condition found within the South End Landmark District.

Ground Floor Storefront and Garage Opening:

On the Brannan Street facade, the proposed project includes a tall garage door (approximately 24'-2" tall) and a glazed ground floor storefront set within a reinforced concrete frame. The size of the garage door accommodates garbage trucks, which will load/unload from this opening.

Recommendation:

Department staff recommends refinement of the garage door and the bulkhead of the glazed ground floor storefront. To better fit within the character of the district, the garage door opening could be angled to reference a typical rail spur opening--a detail commonly found within the district's older warehouses. Historically, rail spur openings were designed at an angle to accommodate the loading/unloading of trains within these warehouses. To strengthen the base of the Brannan Street façade, the Department recommends a taller bulkhead (between twelve to eighteen inches in height at its shortest point) on the ground floor storefront, which would provide for a more solid base and composition. Heavily glazed ground floors are not common within the warehouse properties in the district. In combination with the rain screen, strengthen the bulkhead would allow for a more solid reading of the base.

REQUESTED ACTION

Specifically, the Department seeks comments on:

- Compatibility of the new construction with the South End Landmark District;
- Recommendations for window details; and,
- Recommendations for ground floor storefronts and garage openings.

ATTACHMENTS

- Proposed Project Architectural Drawings by Pfau-Long Architecture (June 3, 2013);
- Page & Turnbull, *270 Brannan Street Historic Resource Evaluation* (March 4, 2013, prepared for SKS Investments).

270 BRANNAN STREET

SAN FRANCISCO, CA

HISTORIC RESOURCE EVALUATION

[12210]

Prepared for

SKS Investments

PAGE & TURNBULL

imagining change in historic environments through design, research, and technology

MARCH 4, 2013

FINAL

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I. INTRODUCTION

This Historic Resource Evaluation (Part 2) has been prepared at the request of SKS Investments for a proposed project at 270 Brannan Street (APN 3774-026) in San Francisco's South of Market neighborhood. The property consists of a paved surface parking lot and a building that was constructed in 1963 of CMU (concrete masonry units). The property is not considered a historic resource, but is a non-contributing property within the South End Historic District.

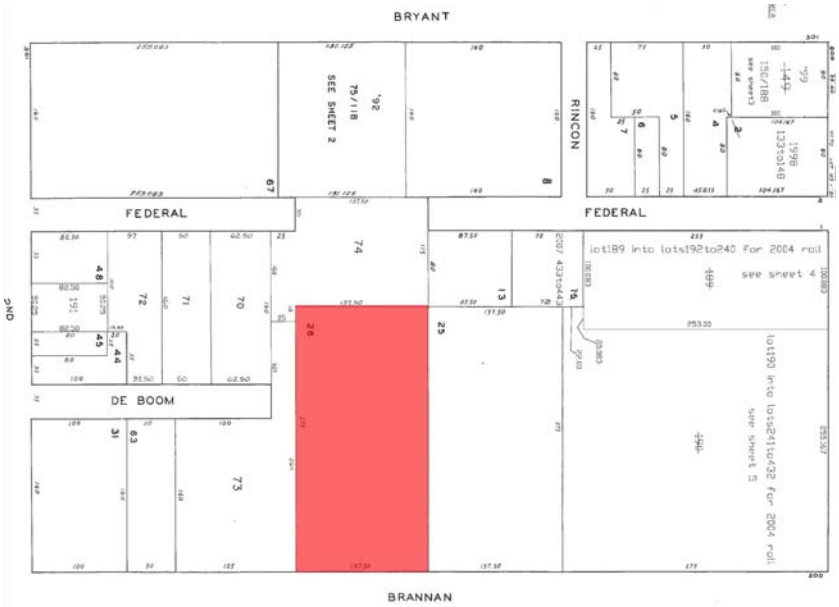

Figure 1. Assessor's Parcel Map of Block 3774, showing 270 Brannan Street in red. Source: San Francisco Property Information Map; edited by author.

METHODOLOGY

This report follows the general outline provided by the San Francisco Planning Department for Historic Resource Evaluation Reports. Because the property itself has previously been determined not to be a historic resource, Page & Turnbull received direction from San Francisco Planning Department Preservation staff to produce the second part of a Historic Resource Evaluation and analyze any potential impacts of the proposed project upon the surrounding South End Historic District. Consequently, this Historic Resource Evaluation does not include a building description, historic context statement, or evaluation of the property's significance. The proposed project shall be evaluated using guidelines provided in Article 10 of the San Francisco Planning Code within the framework of the *Secretary of the Interior's Standards for the Treatment of Historic Properties: Standards of Rehabilitation*.

Page & Turnbull conducted a site visit on January 22, 2013, but did not perform additional research on the history of this property.

II. SUMMARY OF HISTORIC STATUS

270 Brannan Street was included in the City of San Francisco's SoMa Historic Resource Survey, which was conducted in 2007-2008 and adopted in 2010. The building was not age-eligible (under 45 years of age) at the time of survey. Consequently, California Department of Parks & Recreation (DPR) 523A (Primary Record) and 523B (Building, Structure, or Object Record) forms were not written for the property. The San Francisco Property Information Map explains, "This building or vacant lot does not meet the minimum age requirements to be assessed for the California or National Registers." 270 Brannan Street was assigned a California Historic Resource Status Code of "6Z", which means that it was found ineligible for the National Register, California Register, or local designation through survey evaluation. The Preliminary Project Assessment (PPA) written by San Francisco Environmental Planner Rachel A. Schuett (dated 19 August 2012) confirmed the adopted survey finding. In addition, Rich Sucre, San Francisco Preservation Technical Specialist, has concurred with the adopted survey finding both verbally and in writing to the project sponsor and Page & Turnbull.

270 Brannan Street is also a non-contributing resource within the boundaries of the South End Historic District, which is a designated historic district under Article 10 of the San Francisco Planning Code and a National Register Historic District.

Figure 2. 270 Brannan Street, looking northwest.
Source: Page & Turnbull, January 2013.

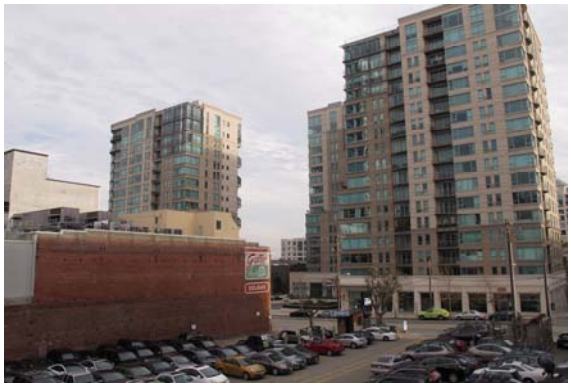

Figure 3. Looking southeast over property.
Source: Page & Turnbull, January 2013

Figure 4. Looking east over property.
Source: Page & Turnbull, January 2013

IV. CONTEXT & RELATIONSHIP

270 Brannan Street is located on the north side of Brannan Street between 2nd and Delancey streets. The building is set back at the north end of the property, and is fronted by a large surface parking lot. Three- to six-story brick and concrete buildings rise on all sides. The other buildings on the block were constructed between 1907 and 2006. Concentrations of development occurred during the 1910s, 1920s, 1950s, and 2000s. Today, the subject block contains primarily commercial/office uses in older buildings, and condominiums in the newer buildings.

Figure 5. 230-250 Brannan Street to the east of the subject property, looking north.
(Source: Page & Turnbull, January 2013)

Figure 6. 274 Brannan Street to the west of the subject property, looking west.
(Source: Page & Turnbull, January 2013)

Figure 7. South side of Brannan Street, looking southwest from 270 Brannan.
(Source: Page & Turnbull, January 2013)

Figure 8. South side of Brannan Street, looking east from 270 Brannan.
(Source: Page & Turnbull, January 2013)

The subject property is visible from the adjacent buildings on the same block of Brannan Street and also from De Boom Street and Federal Street, dead-end alleys to the west. The building at 270 Brannan Street abuts the end of De Boom Street. The street is at a higher elevation than Brannan Street, so it abuts the second story of the building. The property is not visible from the east leg of Federal Street off Delancey Street because other multi-story buildings block the view. However, the property would be visible from their rear windows. Most of the buildings surrounding 270 Brannan Street are contributing resources to the South End Historic District. The district's significance, character-defining features, and recommendations for new construction are described in the section below.

Figure 9. Street view of Brannan Street from 2nd Street, looking northeast. 270 Brannan is between the tall white building (274 Brannan) and the brick building beyond.
(Source: Page & Turnbull, January 2013)

Figure 10. 75 Federal Street from De Boom Street, looking northeast.
(Source: Page & Turnbull, January 2013)

Figure 11. Unnamed alley between De Boom Street and Federal Street, with the wall of 270 Brannan abutting the street on the right, looking northwest. 58-60 Federal Street (Academy of Art) visible behind the subject property.
(Source: Page & Turnbull, January 2013)

Figure 12. Unnamed alley between De Boom Street and Federal Street, with the wall of 270 Brannan abutting the street on the left, looking southeast. The back of 274 Brannan visible at the end of the street.
(Source: Page & Turnbull, January 2013)

Figure 13. The east leg of Federal Street, looking southwest from Delancey Street.
(Source: Page & Turnbull, January 2013)

Figure 13. The east leg of Federal Street, looking southwest. The subject property is located behind the buildings on the left (41 and 51 Federal Street)
(Source: Page & Turnbull, January 2013)

SOUTH END HISTORIC DISTRICT

The South End Historic District was designated as a local historic district by the Board of Supervisors of the City and County of San Francisco in March 1990. It was listed in the National Register of Historic Places in November 2008 under Criterion A (Events) and Criterion C (Design & Construction). For both registers, the historic district is significant for the same reasons, with a period of significance spanning the years 1867-1935.

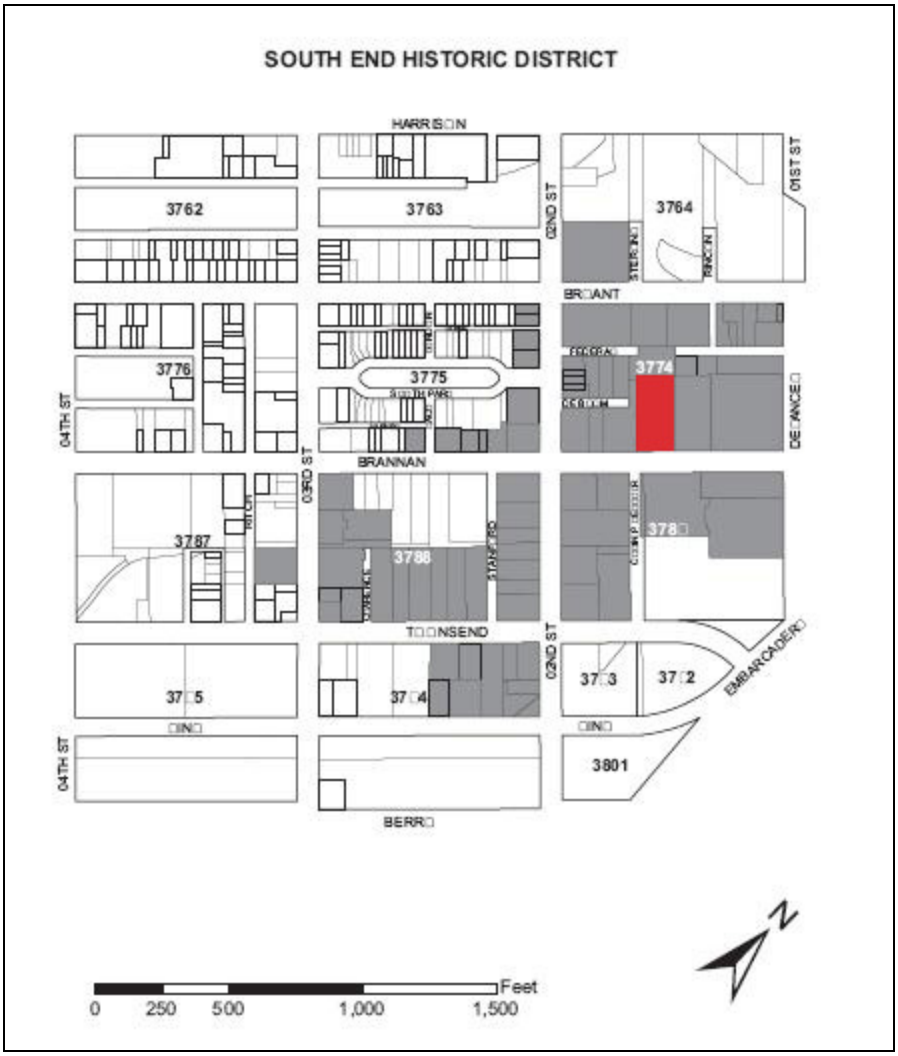

Figure 1. South End District (shaded in gray). 270 Brannan Street is in red. Source: Article 10, Appendix I (1990); edited by author.

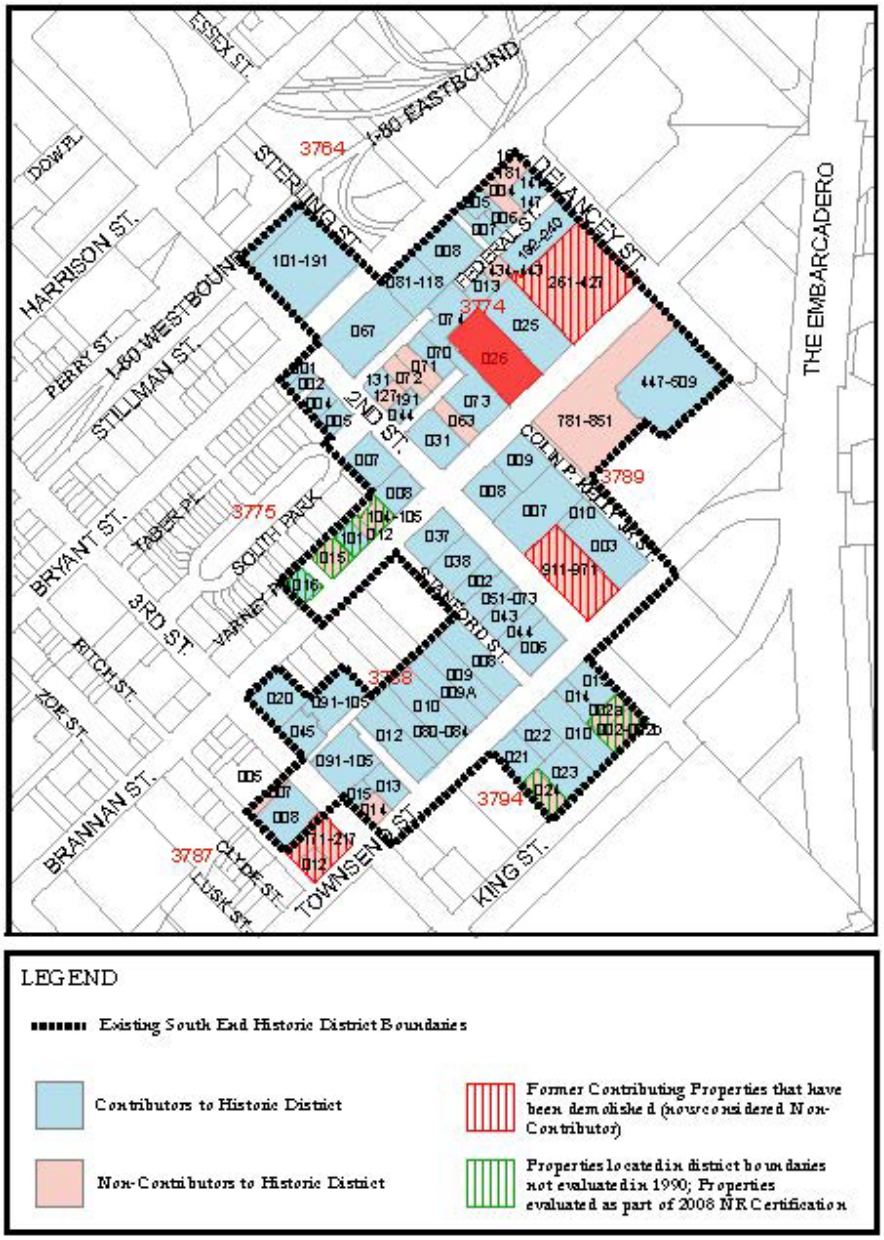

Figure 2. National Register Certification Update (2008) to South End Historic District Case Report (1990). 270 Brannan Street is in red.
Source: Page & Turnbull, National Register Certification: South End Historic District (26 June 2008); edited by author.

The Statement of Significance in Article 10 of the San Francisco Planning Code reads:

> History of the area: For decades after the 1849 Gold Rush, San Francisco was the principal seaport and connection with the outside world for California and the West Coast. San Francisco's expansion and transformation into one of the most important cities in North America is attributable to the eminence of its port which, because of its sheltered location and deep water, became one of the best-suited on the Pacific Ocean.

The development of warehouses over a 120-year period along the southern waterfront provides a benchmark from which to view architectural and technological responses to the rapid changes of growing industrial nation state and city. The interdependence of architecture and history can be seen from a look at the evolution of warehouse forms along the southern waterfront. Unlike most other areas of the San Francisco waterfront, the South End District contains an extraordinary concentration of buildings from almost every period of San Francisco's maritime history. Several street fronts - such as Second, Third and Townsend - are characterized by solid walls of brick and reinforced concrete warehouses. With this harmony of scale and materials, the South End Historic District is clearly a visually recognizable place.

One-story warehouses were common in the nineteenth century but rare in the early twentieth due to the increasing cost of land. Two of the oldest warehouses in the historic district are one story in height: Hooper's Warehouse (1874) and the California Warehouse (1882). Their horizontal orientation is accentuated through the use of strong cornice lines with decorative brick patterns.

Multi-story buildings have been more common along the southern waterfront since the turn of the century. After 1906, almost all new warehouses were constructed to be at least three stories in height, and several warehouses on Second and Townsend Streets reached six stories. The invention of the forklift in the 1930s eliminated advantages which multi-story buildings enjoyed over single-story structures. Since 1945, almost all warehouses constructed in the United States have been one story in height. Many multi-story warehouses and industrial buildings have been converted to other uses or are vacant because they have become obsolete for most warehouse or industrial functions.

South End's period of historical significance, 1867 to 1935, comprises the era during which the waterfront became a vital part of the City's and nation's maritime commerce. The buildings of the South End Historic District represent a rich and varied cross-section of the prominent local architects and builders of the period. Four buildings remain from the nineteenth century; another four were constructed in the six-year interval preceding the 1906 earthquake. The majority of the buildings were erected between 1906 and 1929, a period during which trade along the waterfront increased dramatically.

Several events shaped this part of San Francisco. The building of Long Bridge in 1865 on the line of Fourth Street south to Point San Quentin or the Potrero district, opened up opportunities for new industrial development in the southern part of the city. The Second Street cut of 1869, through fashionable Rincon Hill, allowed access from downtown to the southern waterfront. The completion of the transcontinental railroad in 1869 (and the eventual extension of railway lines into the area) was the single most important event to impact the district. The fire of 1906 and the opening of the Panama Canal in 1914 were further impetuses to warehouse construction in this area, as were the seawall and the Belt Line Railway.

Prominent figures in San Francisco history have been associated with the district. William Ralston, founder of the Bank of California, builder of the Palace Hotel, and financier of San Francisco and the West, owned property in the district and was a major force in politically engineering the Second Street cut

in 1869. William Sharon, a U.S. Senator from Nevada in 1875 - 1881, acquired much of Ralston's estate and also co-owned and built the California Warehouse on the corner of Second and Townsend for Haslett and Bailey in 1882.

William P. Aspinwall founded the internationally important Oriental Warehouse (Pacific Mail Steamship Company) in this district during the Gold Rush. John Hooper built Hooper's South End Grain Warehouse at Japan and Townsend Streets in 1874 for California's lucrative grain trade. Hooper was a member of a family known particularly for its lumber trade, with large land holdings just south of the South End Historic District.

The leading warehouse firms in San Francisco were those of the Haslett and Lamb families. Samuel Haslett, a native of Ireland, came to San Francisco in the 1870s and became a partner with J.W. Cox at the Humboldt Warehouse on Rincon Point. Haslett's sons continued the business after his death, and Samuel Haslett IV is now president of the firm. Once nationally known in warehousing, the Hasletts built or are associated with seven warehouses in the district. George Lamb founded the South End Warehouse Company in 1905, and later co-founded the drayage and hauling firm of King and Company. South End operated six warehouses in the area at various times.

Charles Lee Tilden (1857 - 1950) built 111 - 113 Townsend, a Haslett warehouse, and the Overland warehouse at Third and Townsend Streets. Tilden, a highly successful business entrepreneur, also founded the East Bay Regional Park system in 1934. Charles Norton Felton (1828 - 1914), Senator, Congressman, and early developer of oil in California, is associated with warehouses at 275 Brannan Street and 601 Second Street.

The proposed historic district is an important visual landmark for the City as a whole. The large number of intact masonry warehouses which remain to this day are reminders of the maritime and rail activities which helped to make San Francisco a great Turn-of-the-Century Port City. The warehouse district, because of its distinct building forms, is identifiable from many parts of San Francisco and the greater Bay Area. Additional historical information may be found in the South End Historic District Case Report No. 89.065L.[1]

The character-defining features of the South End Historic District and guidelines for new construction are described in Article 10, Appendix I, Section 6 as the following:

Features of Existing Buildings

1. Overall Form and Continuity. Building height is generally within a six-story range, and many of the oldest structures are one or two stories in height.

2. Scale and Proportion. The buildings are of typical warehouse design, large in bulk, often with large arches and openings originally designed for easy vehicular access. There is a regularity of overall form. The earlier brick structures blend easily with the scaled-down Beaux Arts forms of the turn

[1] San Francisco Planning Code, Article 10, Appendix I, Sec. 5. Statement of Significance. Website accessed 21 January 2013 from: http://www.amlegal.com/nxt/gateway.dll/California/planning/article10preservationofhistoricalarchite?f=templates$fn=default.htm$3.0$vid=amlegal:sanfrancisco_ca$sync=1.

of the century and the plain reinforced concrete structures characteristic of twentieth-century industrial architecture.

3. Fenestration. The earliest structures have few windows, expressing their warehouse function. They are varied in size, rhythmically spaced, deeply recessed, produce a strong shadow line, and relate in shape and proportion to those in nearby buildings. Larger industrial sash windows began to be incorporated in structures built from the 1920s and onward. Door openings are often massive to facilitate easy access of bulk materials.

4. Materials. Standard brick masonry is predominant for the oldest buildings in the district, with reinforced concrete introduced after the 1906 fire, although its widespread use did not occur until the 1920s. Brick and stone paving treatments on Federal and First and De Boom Streets respectively are extant as well as Beltline Railroad Tracks which run throughout the District.

5. Color. Red brick is typical, with some yellow and painted brick. Muted earth tones predominate in shades of red, brown, green, gray and blue.

6. Texture. Typical facing materials give a rough textured appearance. The overall texture of the facades is rough grained.

7. Detail. Arches are common at the ground floor, and are frequently repeated on upper floors. Flattened arches for window treatment are typical. Cornices are simple and generally tend to be abstract versions of the more elaborate cornices found in downtown commercial structures from the nineteenth century. Most of the surfaces of the later buildings are plain and simple reflecting their function. Some of the earlier brick work contains suggestions of pilasters, again highly abstracted. Where detail occurs, it is often found surrounding entryways.

The National Register Certification Form adds to this list the following: "arched entries on many buildings, a preponderance of steel, multi-lite industrial sash windows, unfinished board-formed concrete walls on later warehouses, integral rail slips, exterior wall-mounted fire escapes, and distinctive parapet detailing."[2]

Standards for New Construction and Alterations

1. Facade Line Continuity. Facade line continuity is historically appropriate. Therefore, setbacks at lower floors and arcades, not generally being features of the South End Historic District, are generally not acceptable.

2. Fenestration and Design Elements for New Construction. In areas with a concentration of buildings characterized by a high proportion of mass to void and deeply recessed openings, vertical orientation and limited fenestration, the design of new construction should relate to those elements. In areas characterized by buildings with industrial style fenestration, new construction should relate to those design elements.[3]

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[2] Page & Turnbull, National Register Certification: South End Historic District (26 June 2008) 9.

[3] San Francisco Planning Code, Article 10, Appendix I, Sec. 6. Features.

Further guidance related to the development of new projects within the South End Historic District state that "New construction on vacant sites should conform to the general profile of the District, especially as to scale, sculptural qualities of façade and entrance detailing, fenestration patterns and materials described in Section 6 of this ordinance.[4] Article 10, Appendix I, Section 10 explains,

> Infill construction should reflect the character of the district, including the prevailing heights of contributing buildings without creating a false sense of history […]
>
> When a district provides an opportunity for new construction through existing vacant parcels or by replacing non-contributing buildings, a sensitive design is of critical importance. Historic buildings within the district should be utilized and referenced for design context. Contemporary design that respects the District's existing character-defining features without replicating historic designs is encouraged. The Department uses the following criteria when reviewing proposals for infill construction:
>
> The structure respects the general size, shape, and scale of the character-defining features associated with the district and its relationship to the character-defining features of the immediate neighbors and the district.
>
> The site plan respects the general site characteristics associated with the district.
>
> The design respects the general character-defining features associated with the district.
>
> The materials are compatible with the district in general character, color, and texture.[5]

[4] San Francisco Planning Code, Article 10, Appendix I, Sec. 7(b) and Sec. 10.
[5] San Francisco Planning Code, Article 10, Appendix I, Sec. 10.

V. PROJECT IMPACTS

This section analyzes the project-specific impacts of the proposed project at 270 Brannan Street on the environment, as required by the California Environmental Quality Act (CEQA). Article 10 of the San Francisco Planning Code outlines character-defining features and standards for new construction within the South End Historic District. The property is a non-contributing resource within a historic district, and is not considered a historic resource. Consequently, the analysis will focus on potential impacts to the surrounding historic district, which is considered the historic resource.

CALIFORNIA ENVIRONMENT QUALITY ACT (CEQA)

The California Environment Quality Act (CEQA) is state legislation (Pub. Res. Code §21000 et seq.), which provides for the development and maintenance of a high quality environment for the present-day and future through the identification of significant environmental effects.[6] CEQA applies to "projects" proposed to be undertaken or requiring approval from state or local government agencies. "Projects" are defined as "…activities which have the potential to have a physical impact on the environment and may include the enactment of zoning ordinances, the issuance of conditional use permits and the approval of tentative subdivision maps."[7] Historic and cultural resources are considered to be part of the environment. In general, the lead agency must complete the environmental review process as required by CEQA. In the case of the proposed project at 270 Brannan Street, the City of San Francisco will act as the lead agency.

According to CEQA, a "project with an effect that may cause a substantial adverse change in the significance of an historic resource is a project that may have a significant effect on the environment."[8] Substantial adverse change is defined as: "physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historic resource would be materially impaired."[9] The significance of an historical resource is materially impaired when a project "demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance" and that justify or account for its inclusion in, or eligibility for inclusion in, the California Register.[10] Thus, a project may cause a substantial change in a historic resource but still not have a significant adverse effect on the environment as defined by CEQA as long as the impact of the change on the historic resource is determined to be less-than-significant, negligible, neutral or even beneficial.

CITY AND COUNTY OF SAN FRANCISCO PLANNING DEPARTMENT CEQA REVIEW PROCEDURES FOR HISTORIC RESOURCES

As a certified local government and the lead agency in CEQA determinations, the City and County of San Francisco has instituted guidelines for initiating CEQA review of historic resources. The San Francisco Planning Department's "CEQA Review Procedures for Historical Resources" incorporates the State's CEQA Guidelines into the City's existing regulatory framework.[11] To facilitate the review process, the Planning Department has established the following categories to establish the baseline

[6] State of California, California Environmental Quality Act, http://ceres.ca.gov/topic/env_law/ceqa/summary.html, accessed 31 August 2007.
[7] Ibid.
[8] CEQA Guidelines subsection 15064.5(b).
[9] CEQA Guidelines subsection 15064.5(b)(1).
[10] CEQA Guidelines subsection 15064.5(b)(2).
[11] San Francisco Planning Department, *San Francisco Preservation Bulletin No. 16: City and County of San Francisco Planning Department CEQA Review Procedures for Historic Resources* (October 8, 2004).

significance of historic properties based on their inclusion within cultural resource surveys and/or historic districts:

- **Category A – Historical Resources is divided into two sub-categories:**

  - **Category A.1 – Resources listed on or formally determined to be eligible for the California Register**. These properties will be evaluated as historical resources for purposes of CEQA. Only the removal of the property's status as listed in or determined to be eligible for listing in the California Register of Historic Resources by the California Historic Resources Commission will preclude evaluation of the property as an historical resource under CEQA.

  - **Category A.2 – Adopted local registers, and properties that have been determined to appear or may become eligible, for the California Register.** These properties will be evaluated as historical resources for purposes of CEQA. Only a preponderance of the evidence demonstrating that the resource is not historically or culturally significant will preclude evaluation of the property as an historical resource. In the case of Category A.2 resources included in an adopted survey or local register, generally the "preponderance of the evidence" must consist of evidence that the appropriate decision-maker has determined that the resource should no longer be included in the adopted survey or register. Where there is substantiated and uncontroverted evidence of an error in professional judgment, of a clear mistake or that the property has been destroyed, this may also be considered a "preponderance of the evidence that the property is not an historical resource."

- **Category B - Properties Requiring Further Consultation and Review.** Properties that do not meet the criteria for listing in Categories A.1 or A.2, but for which the City has information indicating that further consultation and review will be required for evaluation whether a property is an historical resource for the purposes of CEQA.

- **Category C - Properties Determined Not To Be Historical Resources or Properties For Which The City Has No Information indicating that the Property is an Historical Resource.** Properties that have been affirmatively determined not to be historical resources, properties less than 50 years of age, and properties for which the City has no information.[12]

270 Brannan Street was designated a California Historic Resource Code of 6Z by the San Francisco Planning Department during the SoMa Historic Resource Survey. Consequently, 270 Brannan Street is classified under **Category C – Properties Determined Not To Be Historical Resources or Properties For Which The City Has No Information indicating that the Property is an Historical Resource.** It is therefore <u>not</u> considered by the City and County of San Francisco to be a historic resource under CEQA.

[12] San Francisco Planning Department, "San Francisco Preservation Bulletin No. 16 – CEQA and Historical Resources" (May 5, 2004) 3-4.

PROPOSED PROJECT DESCRIPTION

The following description of the proposed project is based on 50% SD architectural drawings assembled by Pfau Long and dated November 2, 2012, as well as supplemental diagrams and renderings (no date) provided by Pfau Long on February 2, 2013. The proposal intends to demolish the existing non-historic two-story building and construct a new five-story building that occupies the entire site. The building will be constructed of reinforced concrete.

Site Plan

The front portion of the building on Brannan Street will be five stories-over-basement in height. Where the adjacent topography rises toward the rear of the property, the building will be seven stories, though two will be below the elevation of De Boom Street. There will be a stair shaft enclosure above the roofline at the west end of the five-story portion, and stair and elevator shafts on the seven-story portion. A large outdoor court will separate the two sections at center-east. Two setbacks of 10 feet, one at each portion of the building, will exist at the upper floors of the east facade, creating balconies. The second through seventh floors at the rear of the building will be set back 15 feet from the north edge of the property and the neighboring building at 58-60 Federal Street.

Landscape Design

The landscape is designed by Meyer + Silberberg Land Architects. The street frontage will feature five street trees (species unidentified) with decomposed granite at the base of the trees, cobblestone paving along the immediate street frontage between the trees, and concrete paving set back between the cobblestone and building façade.

The courtyard will feature stone paving with six planters and two Ipe wood seating platforms to the south. A diagonal furnishing spine of Ipe wood decking will feature seating platforms and tables, some of which project southward. The north edge of the courtyard will feature a seatwall enclosing a bioswale planter. A precast concrete cistern will be located at the northeast corner, and a green screen will stand at the eastern edge of the courtyard to block the view of the adjacent building's brick wall. A glass atrium roof will slant down from west to east, and will channel rainwater to the cistern at the northeast corner.

Exterior

The primary façade will face south on Brannan Street. It will be clad in terracotta brick veneer in a palette of brick and earth tones in red, orange, cream, and gray hues (specific color combination to be decided). It will contain a roll-up metal garage door at the east end and a pedestrian entrance with fully glazed double doors under a flat canopy at the west end. The first and second floors will be fully glazed, as per Planning Code which requires designs to activate the street. Horizontal ceramic baguettes in earth tones will span the glass and partially screen the second floor level. The lower two levels will create a plinth upon which the terra-cotta clad upper portion of the facade will rest. The third and fourth floors will feature nine aluminum-sash windows (including three clusters of two), and the fifth floor will feature nine windows that are placed at irregular intervals, with two clusters of two. The windows will have operable casements.

The east façade will abut 230-50 Brannan to the fourth floor. Above that, it will feature concrete walls with the two 10-foot setbacks. Staggered balconies will project inside the setbacks on the fifth through seventh floors.

The north façade will feature pre-cast concrete panels in staggered textures.

The west façade of the seven-story portion will be about as tall as the adjacent building at 274 Brannan. The two lower floors will be below grade at De Boom Street, and the building will be accessible from De Boom Street at the third floor level. It will be clad in the same terracotta brick as the primary façade. It will feature a pair of fully glazed doors to the south, under a series of decorative horizontal ceramic baguettes. A secondary stair exit will be located at the north end, and there will be six rows of windows on the third through fifth floors. The sixth and seventh floors will be fully glazed, but rustication will still be expressed in a pattern of projected and recessed portions of the windows, as well as horizontal metal baguettes.

The walls surrounding the courtyard will feature pre-cast concrete panels and vertical columns of rectangular windows on the north and south walls. The glass atrium roof will not touch the building's walls, but will be suspended by cables.

The roof of the five-story portion will be flat and will feature a roof deck made of pavers or another lighter color material (not wood). The roof of the rear seven-story portion will have a flat roof.

Interior

A basement garage will be located under the front five-story section. Automobile access will be provided from an entrance at the east end of the primary façade on Brannan Street. The basement will contain 16 parking spaces, which will include two ADA accessible spaces, four van spaces, and 10 standard parking spaces. The basement will also contain storage rooms, a trash room, 33 bicycle parking spaces in two locations, men's and women's locker rooms, mechanical and electrical rooms, and an elevator lobby.

The ground floor will contain a lobby to the west with adjacent circulation, lounge, and restroom. The lobby will lead to the outdoor court. Open office space will exist through the remainder of the building.

The second through fifth floors will contain circulation (elevators and stairs) and restrooms at the center-west side of the building, and secondary egress stairs near the northwest and southwest corners. A portion of the front (south) end of the second floor will be open to the office space on the ground floor. The remainder of the floor space on all four floors will be occupied by office space.

At the sixth floor, a roof deck will be located above the five-story front section of the building. It will be accessible from the center-west circulation core. Open office space will occupy the rear portion of the building. The seventh floor will contain circulation at the same center-west location and office space in the rear portion. Staggered balconies will project into the east light well on both floors.

SECRETARY OF THE INTERIOR'S STANDARDS FOR THE TREATMENT OF HISTORIC PROPERTIES

The *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (*Secretary's Standards*) provide guidance for working with historic properties. The *Secretary's Standards* are used by Federal agencies and local government bodies across the country (including the San Francisco Historic Preservation Commission) to evaluate proposed rehabilitative work on historic properties. The *Secretary's Standards* are a useful analytic tool for understanding and describing the potential impacts of substantial changes to historic resources. Compliance with the *Secretary's Standards* does not determine whether a project would cause a substantial adverse change in the significance of an historic resource. Rather, projects that comply with the *Secretary's Standards* benefit from a regulatory presumption under CEQA that they would have a less-than-significant adverse impact on an historic resource. Projects

that do not comply with the *Secretary's Standards* may or may not cause a substantial adverse change in the significance of an historic resource.

The *Secretary's Standards* offers four sets of standards to guide the treatment of historic properties: Preservation, Rehabilitation, Restoration, and Reconstruction. The four distinct treatments are defined as follows:

> **Preservation**: The *Standards for Preservation* "require retention of the greatest amount of historic fabric, along with the building's historic form, features, and detailing as they have evolved over time."
>
> **Rehabilitation**: The *Standards for Rehabilitation* "acknowledge the need to alter or add to a historic building to meet continuing new uses while retaining the building's historic character."
>
> **Restoration**: The *Standards for Restoration* "allow for the depiction of a building at a particular time in its history by preserving materials from the period of significance and removing materials from other periods."
>
> **Reconstruction**: The *Standards for Reconstruction* "establish a limited framework for re-creating a vanished or non-surviving building with new materials, primarily for interpretive purposes."[13]

Typically, one set of standards is chosen for a project based on the project scope. In this case, the proposed project scope includes the new construction within a designated historic district. With the historic resource being considered the district as a single entity, the *Standards for Rehabilitation* will be applied.

Standards for Rehabilitation

The following analysis applies each of the *Standards for Rehabilitation* to the proposed project at 270 Brannan Street. This analysis is based upon design documents dated November 2, 2012, as well as supplemental diagrams and renderings (no date) provided by Pfau Long on February 2, 2013, which are included as an attachment to this report **(See Appendix).**

Rehabilitation 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 existing use on the site is commercial. The proposed project would construct an office building, and commercial offices are a predominant use throughout the South End Historic District.

Distinctive materials and features of the contributing resources within the historic district will not be altered by the new construction because the development will not touch the adjacent buildings. Spaces and spatial relationships will change, but the largely open lot of 270 Brannan is not indicated to be a character-defining feature of the South End Historic District. Its subsequent infill by a building that occupies the full lot will therefore not affect character-defining spaces and spatial relationships. Furthermore, the massing and scale of the new building will respond to surrounding topography and building heights—particularly 274 Brannan to the west and 58-60 Federal Street to

[13] Kay D. Weeks and Anne E. Grimmer, *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings* (Washington, D.C.: U.S. Department of the Interior, 1995), 2.

the north. Because the scale is comparable to buildings within the historic district, the proposed project will reinforce spaces and spatial relationships that characterize the historic uses of the district.

As designed, the proposed project will be in compliance with Rehabilitation Standard 1.

Rehabilitation Standard 2: *The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize the property will be avoided.*

As proposed, the project will retain the historic character of the South End Historic District. The contributing resources within the historic district will not be altered. Thus, there will not be a loss of existing distinctive materials or alteration of features that characterize the district.

Based on the character-defining features outlined in Article 10 (see section above), the proposed new construction will be compatible with the materials and features of surrounding contributing buildings. It will maintain overall form and continuity by building within the average six-story range (note: the adjacent topography rises toward the back of the lot, making the rear seven-story section only five stories from street level at De Boom Street). The project will be compatible with scale and proportion by building to the lot lines as one large bulk and using large openings at the ground floor level. The tripartite division of the primary façade will reduce the visual sense of height, as well. The project will be compatible with typical fenestration throughout the district by varying the size and rhythmic spacing between windows. The windows will be marginally recessed and will relate in shape and proportion to the multi-light rectangular windows in other buildings within the district. The design will maintain the materials palette by using concrete, ceramic baguettes, and terracotta veneer, as well as stone paving treatment as part of the street front landscape design. The terracotta will maintain a modularity of cladding, similar to the brick found throughout the historic district. It will maintain the characteristic colors in the district by referencing red brick in the façade veneers on Brannan and De Boom Streets. Texture will be addressed through the brick-like textures of the veneer and use of ceramic baguettes and rhythmic projections to break up smooth glazed areas. Details will be simple, in keeping with the industrial buildings of later periods that reflected their function in a straight-forward manner.

Regarding the Standards for New Construction and Alterations that are outlined in Article 10 (see section above), the proposed project at 270 Brannan Street will maintain a façade line continuity that is historically appropriate, since it meets the street frontage like the adjacent buildings at 274 and 230-50 Brannan Street. There will be no great setbacks at the ground floor; only a minor one at the west end for the entrance. 270 Brannan Street is surrounded by buildings with a higher proportion of void to mass since many are concrete buildings from the 1920s and 1950s and feature large industrial windows. Thus, the amount of fenestration, which is primarily in the appearance of punched openings on the upper floors, coincides with the aesthetic of the surrounding contributing buildings within the district.

In conclusion, the proposed design reflects the character of the district by meeting the prevailing height of contributing buildings; respecting the general size, shape, and scale of the character-defining features associated with the district; and using materials that are compatible with the district in general character, color, and texture.

As designed, the proposed project will be in compliance with Rehabilitation Standard 2.

Rehabilitation 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 historical properties, will not be undertaken.*

The proposed project will not create a false sense of history. While using a materials palette that is consistent with the surrounding buildings in the South End Historic District, the new construction will be built using modern materials and will be recognized as a physical record of its time, place, and use. The changes will not create a false sense of historical development within the South End Historic District.

As designed, the proposed project will be in compliance with Rehabilitation Standard 3.

Rehabilitation Standard 4: *Changes to a property that have acquired significance in their own right will be retained and preserved.*

Because the proposed project at 270 Brannan Street is not an individual historic resource and is a non-contributing resource within the South End Historic District, the project does not affect any properties within the district that may have acquired significance in their own right.

As designed, the proposed project will be in compliance with Rehabilitation Standard 4.

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

The proposed project will not affect distinctive materials, features, finishes, and construction techniques that characterize the South End Historic District. This is primarily because construction of the proposed project on a non-contributing site will not affect any nearby contributing resources to the historic district such that their materials, features, finishes, and construction techniques would be impacted.

As described under Standards 1 and 2, the complex will maintain an aesthetic relationship to the industrial and commercial character of the district. Most notably, the scale is consistent with the adjacent buildings, particularly to the west and north, and the concrete and brick cladding and muted earth-tone colors are consistent with buildings throughout the district. As described in Standard 2, the building features punched fenestration appearance on the upper floors of the primary façade and floors three through five of the west facade, which is compatible with the punched openings of windows in the historic district, as well as similar textures and simple details. All of these features will reinforce the characteristic materiality that represents industrial/commercial buildings in the district.

As designed, the proposed project will be in compliance with Rehabilitation Standard 5.

Rehabilitation Standard 6: *Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.*

The proposed project does not involve the replacement of deteriorated or missing features on any resources within the South End Historic District.

As designed, the proposed project will be in compliance with Rehabilitation Standard 6.

Rehabilitation Standard 7: *Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.*

The proposed project does not entail the cleaning or repair of historic materials.

As designed, the proposed project will be in compliance with Rehabilitation Standard 7.

Rehabilitation Standard 8: *Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measure will be undertaken.*

The proposed project includes excavation work to build a subterranean auto garage in the front portion of the lot. If any archaeological material should be encountered during this project, construction should be halted and proper mitigation undertaken.

As designed, the proposed project will comply with Rehabilitation Standard 8.

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

The proposed project includes the demolition of the existing non-historic building and the construction of a new building on the site. As described in Standards 1, 2, and 5, the project will be compatible with the historic materials, features, size, scale, proportion, and massing of the surrounding contributing resources in the South End Historic District. The new work will be differentiated from the historic buildings in the South End Historic District through the use of modern materials and new construction methods.

As designed, the proposed project will be in compliance with Rehabilitation Standard 9.

Rehabilitation Standard 10: *New additions and adjacent or related new construction will 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 project includes the demolition of an existing non-historic and non-contributing building and new construction within the South End Historic District. Because it is not a contributing resource, whether the new building is retained or removed in the future, neither condition would impair the essential form and integrity of the surrounding South End Historic District.

As designed, the proposed project will be in compliance with Rehabilitation Standard 10.

ANALYSIS OF PROJECT-SPECIFIC IMPACTS

As the above analysis demonstrates, the project as currently designed is in compliance with the *Secretary of the Interior's Standards for Rehabilitation* with regard to compatibility with the adjacent South End Historic District. The proposed project would not cause an effect on the eligibility of surrounding historic resources.

ANALYSIS OF CUMULATIVE IMPACTS

CEQA defines cumulative impacts as follows:

> "Cumulative impacts" refers to two or more individual effects which, when considered together, are considerable or which compound or increase other environmental impacts. The individual effects may be changes resulting from a single project or a number of separate projects. The cumulative impact from several projects is the change in the environment which results from the incremental impact of the project when added to other closely related past, present, and reasonably foreseeable probable future projects. Cumulative impacts can result from individually minor but collectively significant projects taking place over a period of time.[14]

The proposed project at 270 Brannan Street does not cause any cumulative impacts. No contributing resources to the historic district will be altered or demolished as a result of this project. No other known current projects or potential projects in or near the South End Historic District involve contemporary construction that would add to a cumulative impact.

[14] CEQA Guidelines, Article 20, subsection 15355.

VI. CONCLUSION

Originally designed in 1963, the building at 270 Brannan Street has been found through previous documentation not to be a historical resource. However, as a non-contributing property within the boundaries of the South End Historic District, the proposed project is subject to review by the San Francisco Planning Department.

The proposed project at 270 Brannan Street includes the demolition of the existing building and construction of a new office building on the site. The project complies with *Secretary of the Interior's Standards for Rehabilitation* with regard to any impacts on the adjacent South End Historic District because the new project is compatible with the character of the historic district. Therefore, the significance of the historic district will not be impaired by the proposed project.

VII. REFERENCES CITED

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PUBLIC RECORDS

Sanborn Fire Insurance Company maps

San Francisco Planning Code, Article 10, Appendix I: South End Historic District.

INTERNET SOURCES

State of California. *California Environmental Quality Act.* Web site accessed 31 August 2007 from: http://ceres.ca.gov/topic/env_law/ceqa/summary.html.

VIII. APPENDIX

DRAWINGS OF PROPOSED PROJECT

Please refer to the attached 50% SD drawing set assembled by Pfau Long and dated November 2, 2012, as well as supplemental diagrams and renderings (no date) provided by Pfau Long on February 2, 2013.

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417 S. Hill Street, Suite 211
Los Angeles, California 90013
213.221.1200 / 213.221.1209 fax

SHEET INDEX

*bold text indicates drawings updated since 05.20.2013 Planning Meeting

270 BRANNAN STREET

SAN FRANCISCO, CALIFORNIA 94107

LARGE PROJECT AUTHORIZATION 12.20.2012

RESPONSE TO 05.20.2013 PLANNING MEETING 06.03.2013

PFAU LONG ARCHITECTURE

SKS Responsible Innovative Development

NOT TO SCALE

270 BRANNAN STREET

LARGE PROJECT AUTHORIZATION DECEMBER 21, 2012

SKS

Responsible Innovative Development

PFAU LONG ARCHITECTURE

HAWLEY BLDG. | 270 BRANNAN | GALLO BLDG.

270 BRANNAN STREET
LARGE PROJECT AUTHORIZATION DECEMBER 21, 2012

SKS
Responsible Innovative Development

PFAU LONG
ARCHITECTURE

1 HAWLEY BUILDING

2 270 BRANNAN ST.

3 GALLO BUILDING

4 LOOKING WEST ON BRANNAN ST.

5 LOOKING EAST ON BRANNAN ST.

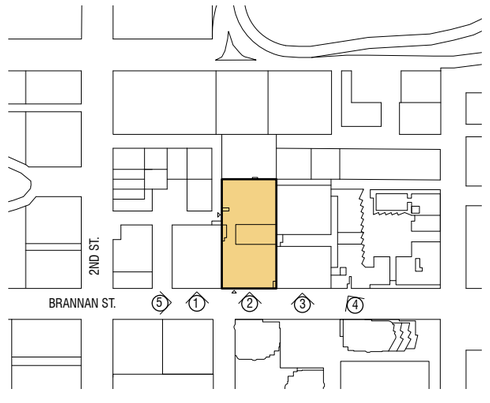

PHOTO KEY

270 BRANNAN STREET
LARGE PROJECT AUTHORIZATION DECEMBER 21, 2012

SKS
Responsible Innovative Development

PFAU LONG
ARCHITECTURE

1 DE BOOM LOOKING NORTHEAST

2 DE BOOM LOOKING NORTHEAST

3 EASEMENT LOOKING NORTHWEST

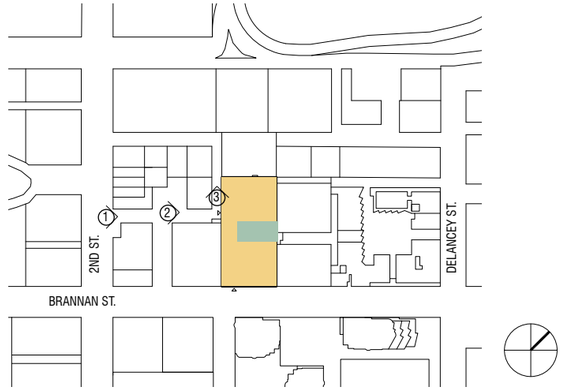

PHOTO KEY

270 BRANNAN STREET

LARGE PROJECT AUTHORIZATION DECEMBER 21, 2012

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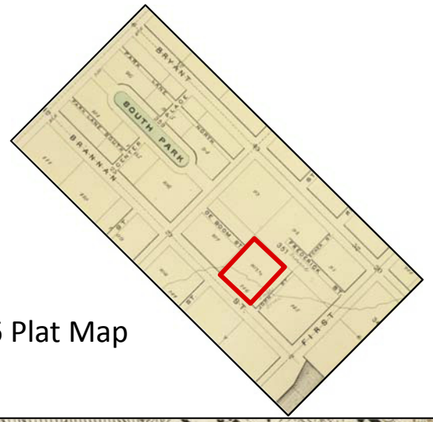
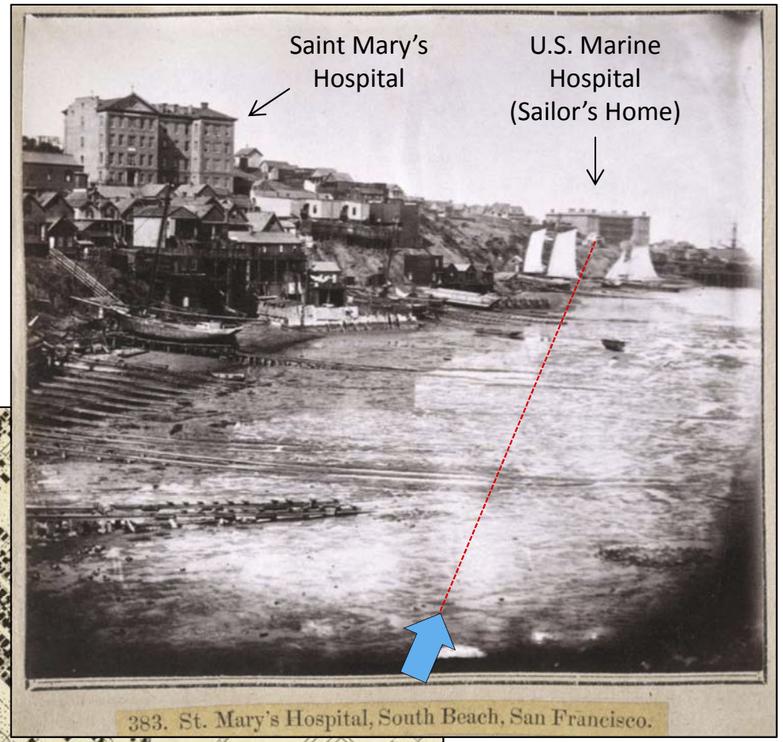
PFAU LONG ARCHITECTURE



1876 Plat Map



Photograph
(early 1860's)

1859 Coast Survey Map

A3GEO

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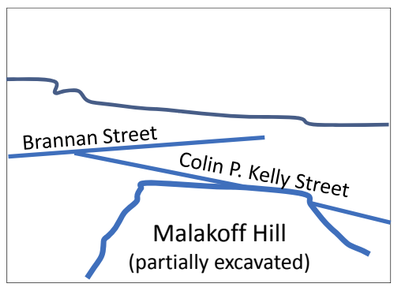
PFAU LONG ARCHITECTURE

270 BRANNAN STREET
LARGE PROJECT AUTHORIZATION DECEMBER 21, 2012

A3GEO

Source: University of California Bancroft Library



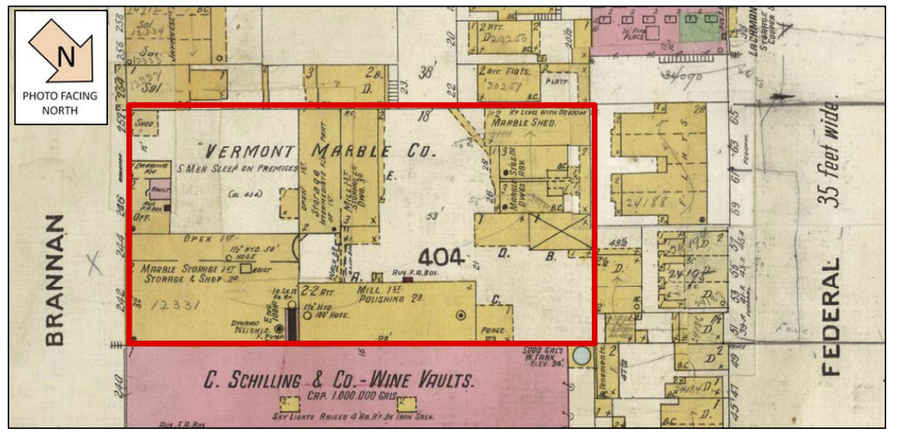
270 BRANNAN STREET
SAN FRANCISCO

Plate 9
Historical Photograph c. 1889

A3GEO

Source: California Historical Society

Source: Sanborn (1905)



270 BRANNAN STREET
SAN FRANCISCO

Plate 10
1906 photo & 1905 Insurance Map

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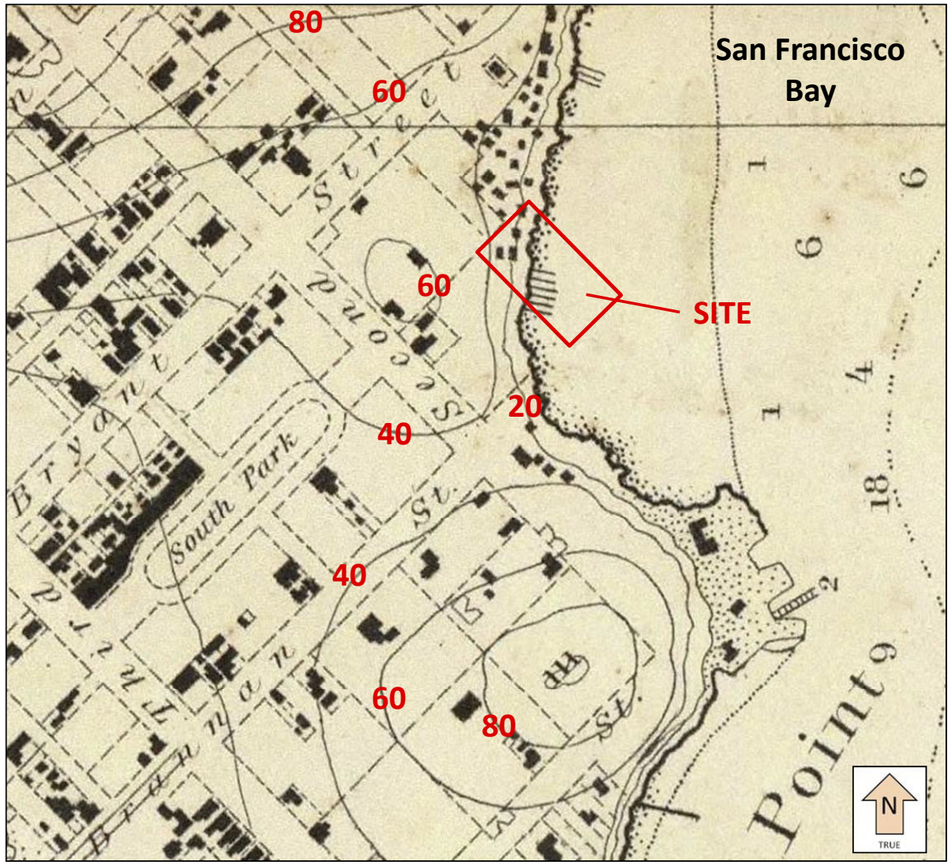
PFAU LONG ARCHITECTURE

Source: Bache, 1859 (U. S. Coast Survey)



NOTES:

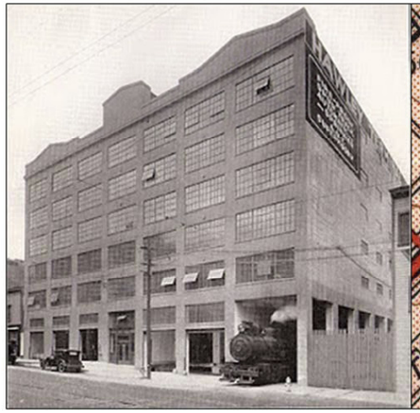
Elevation contours and soundings in feet relative to mean low water (MLW) datum. Shoreline shown is at Elevation 0 feet, MLW datum.

Subtract 10 feet from numbers shown for elevations relative to approximate City datum. Shoreline shown is at approximately Elevation *minus* 10 feet , City datum.

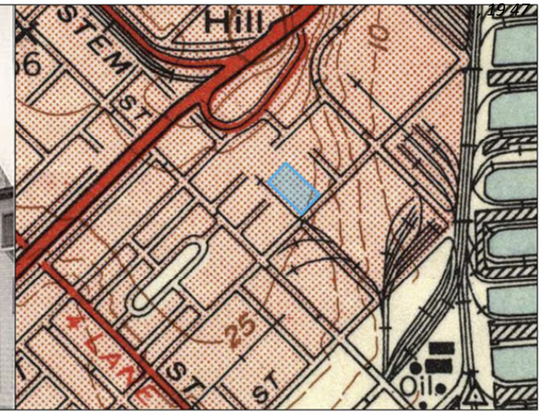
270 BRANNAN STREET
SAN FRANCISCO, CALIFORNIA

Plate 11
1859 Topography

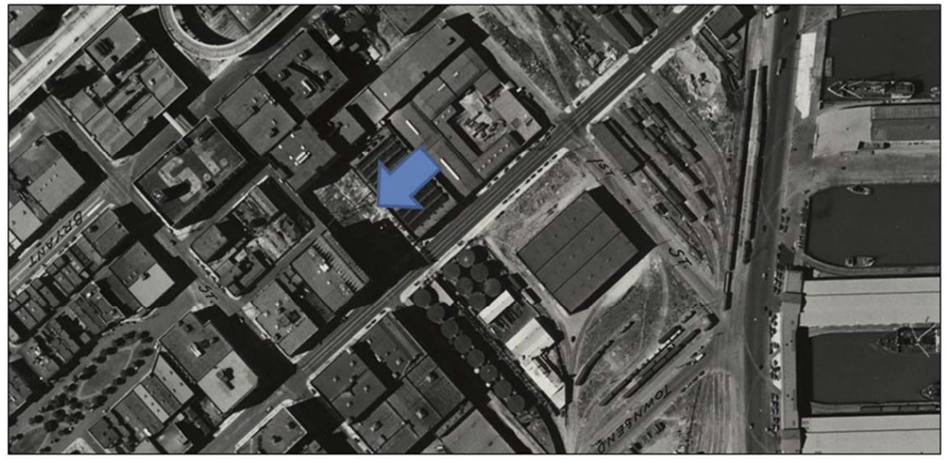
Hawley Terminal Building (undated)



1947 USGS Quadrangle Map (site location indicated)



1938 Aerial Photograph (site location indicated)



270 BRANNAN STREET
SAN FRANCISCO, CALIFORNIA

Plate 12
Post-1906 Development

270 BRANNAN STREET
LARGE PROJECT AUTHORIZATION DECEMBER 21, 2012

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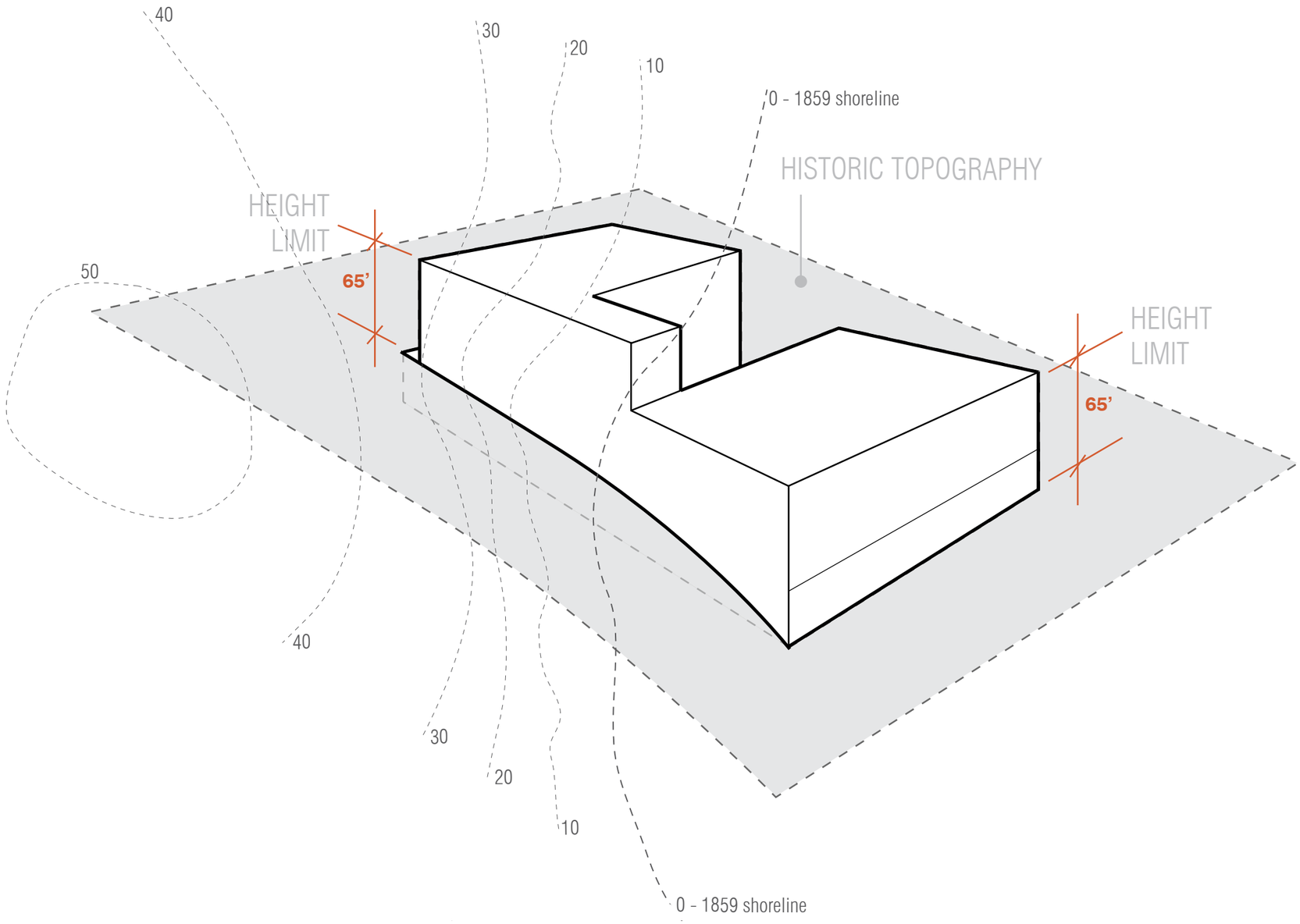
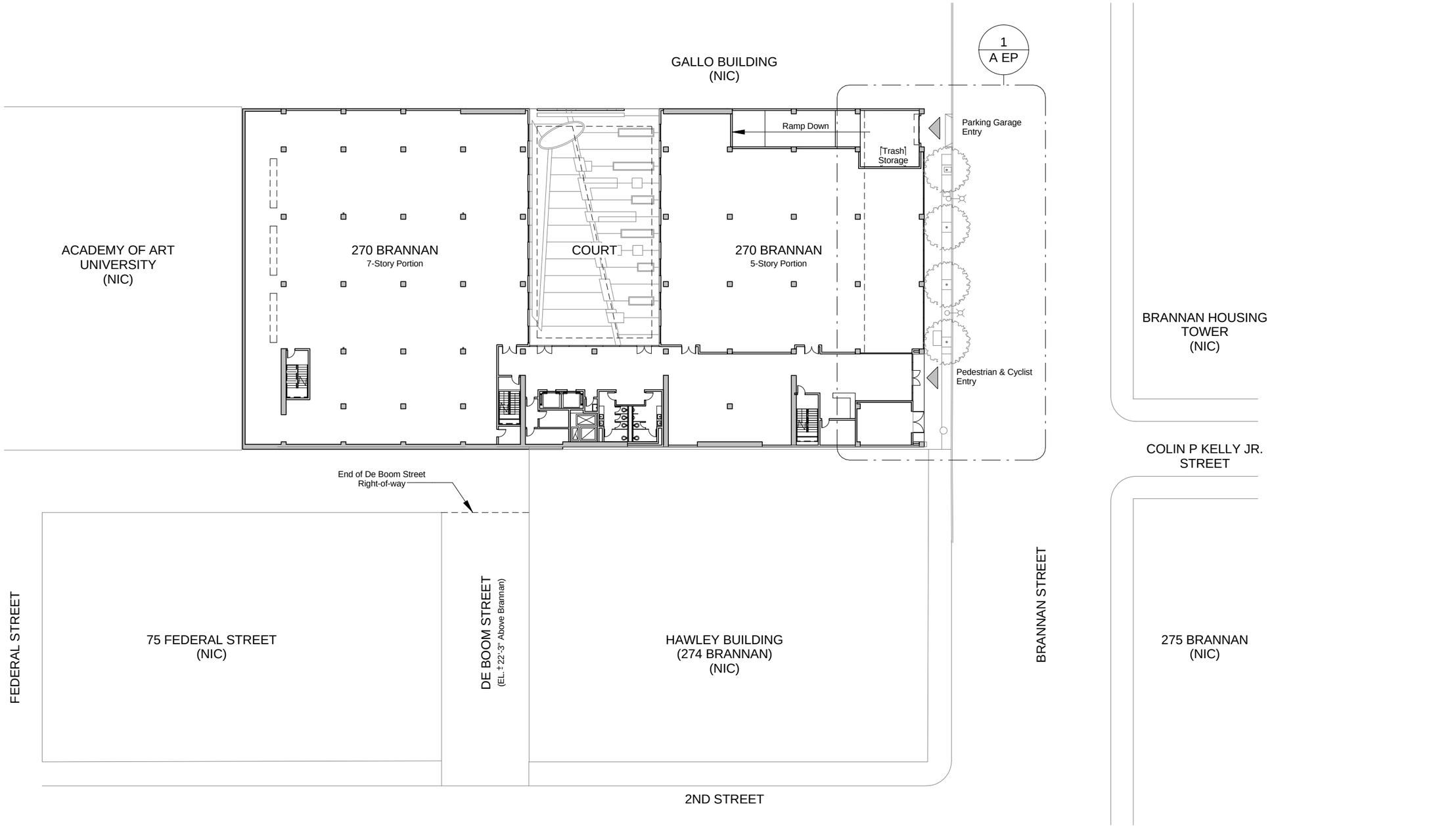
PFAU LONG ARCHITECTURE



Building Height Diagram added per 05.20.2013 Meeting with Planning



SITE PLAN
1" = 40'-0"

1

Project Name
270 BRANNAN STREET

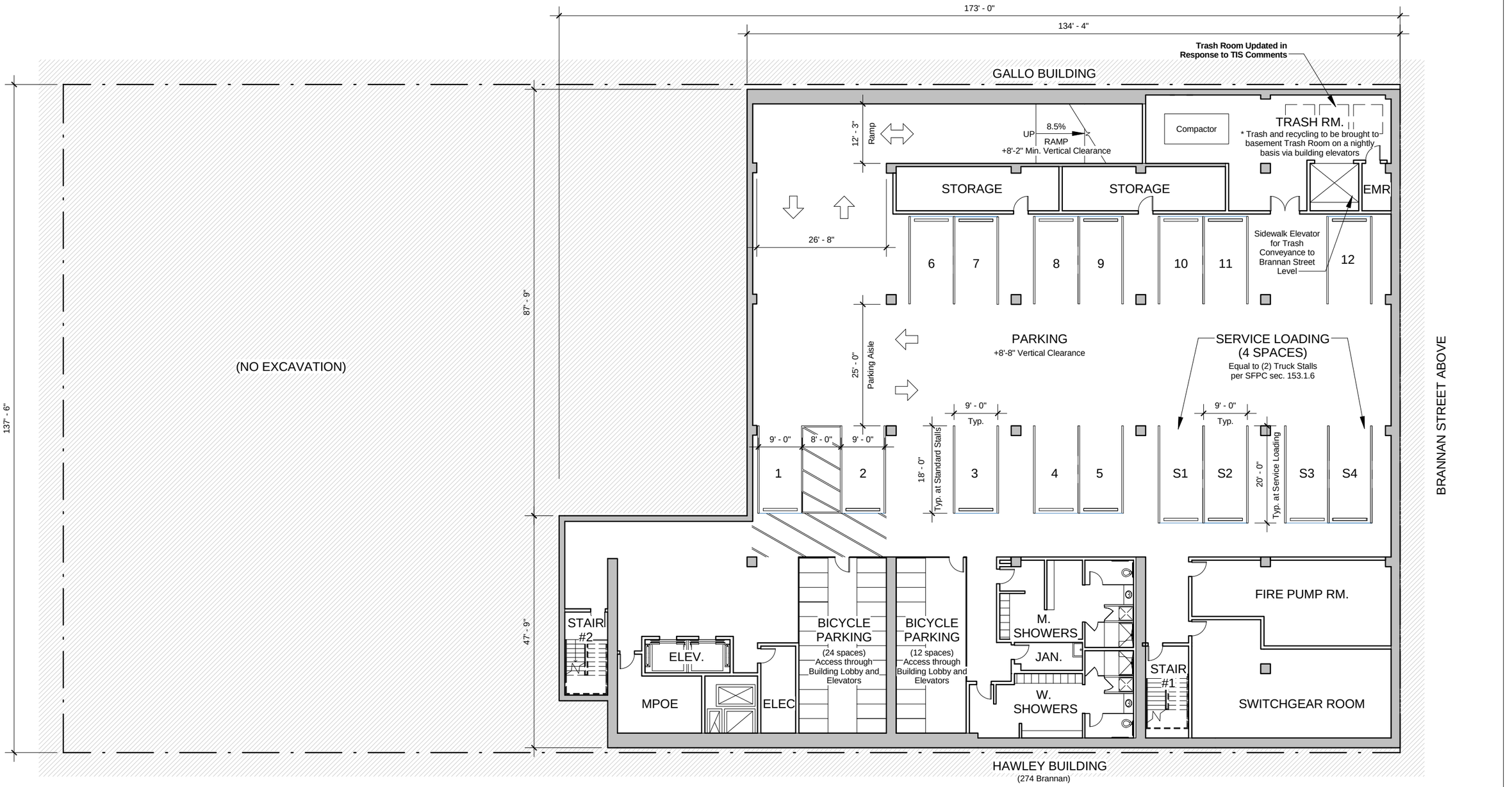
Project Number
22009

Sheet Name
SITE PLAN

A

Date
05/13/13

PFAU LONG ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com



VEHICLE & BICYCLE PARKING TABLE

	Code Ref. Section	*Required*	*Provided*
Parking Area	SFPC sec. 151.1	13,230 sf (max)	10,000 sf
Accessible Parking	SFPC sec. 155.i; CBC 1129B	1	1
Accessible Van Parking	SFPC sec. 155.i; CBC 1129B	1	1
Service Loading	SFPC sec. 153.1.6	4	4
Bicycle Parking	SFPC sec. 155.4.e.3	12	36
Showers	SFPC sec. 155.3.c.3	4	4
Lockers	SFPC sec. 155.3.c.3	8	15

BASEMENT FLOOR PLAN
1" = 20'-0"

1

Project Name
270 BRANNAN STREET

Project Number
22009

Sheet Name
BASEMENT FLOOR PLAN

A 00

Date
05/13/2013

PFAU LONG ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
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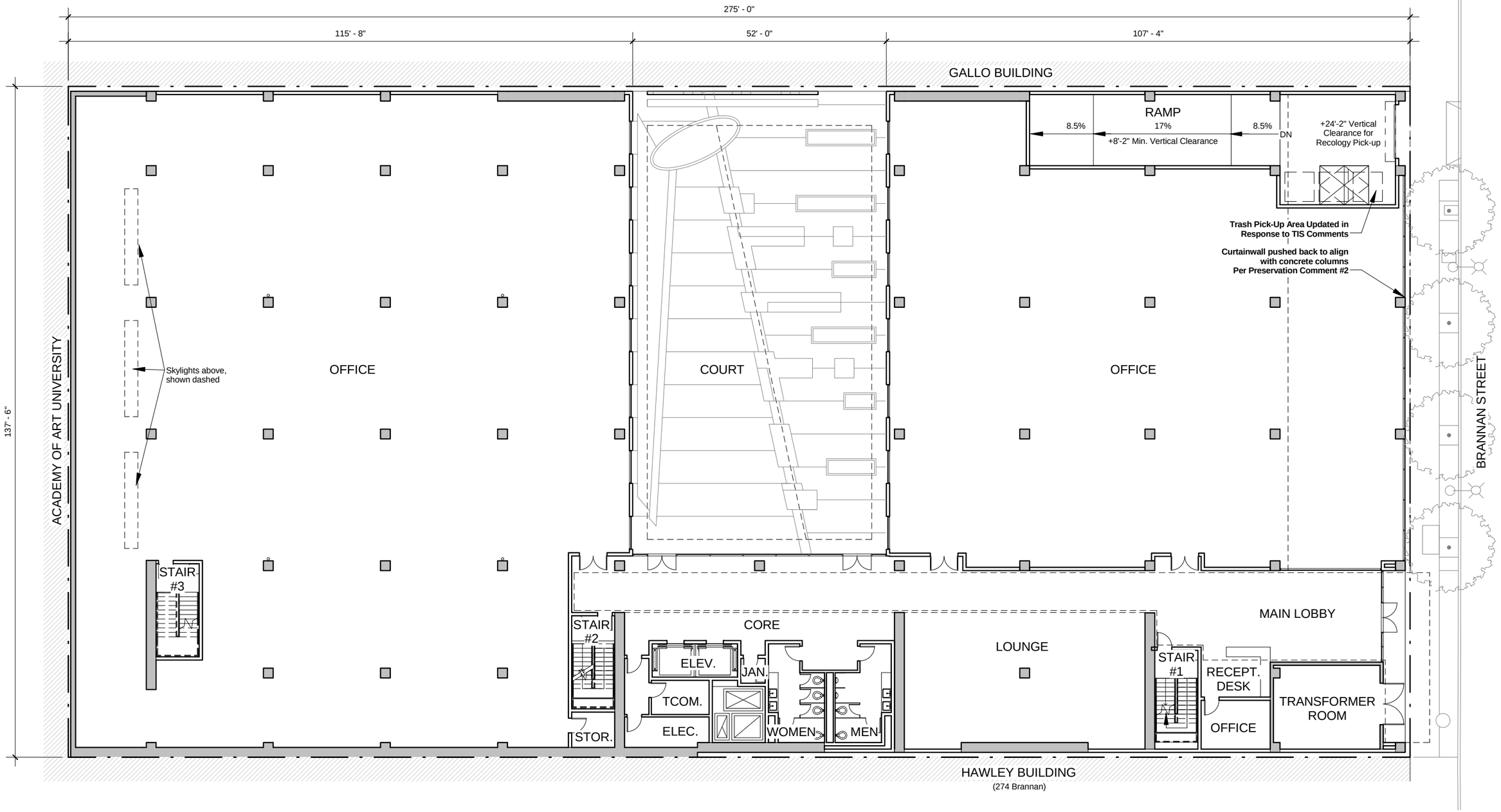

FIRST FLOOR PLAN
1" = 20'-0"

1

Project Name
270 BRANNAN STREET

Project Number
22009

Sheet Name
FIRST FLOOR PLAN

A 01

Date
05/13/2013

PFAU LONG ARCHITECTURE
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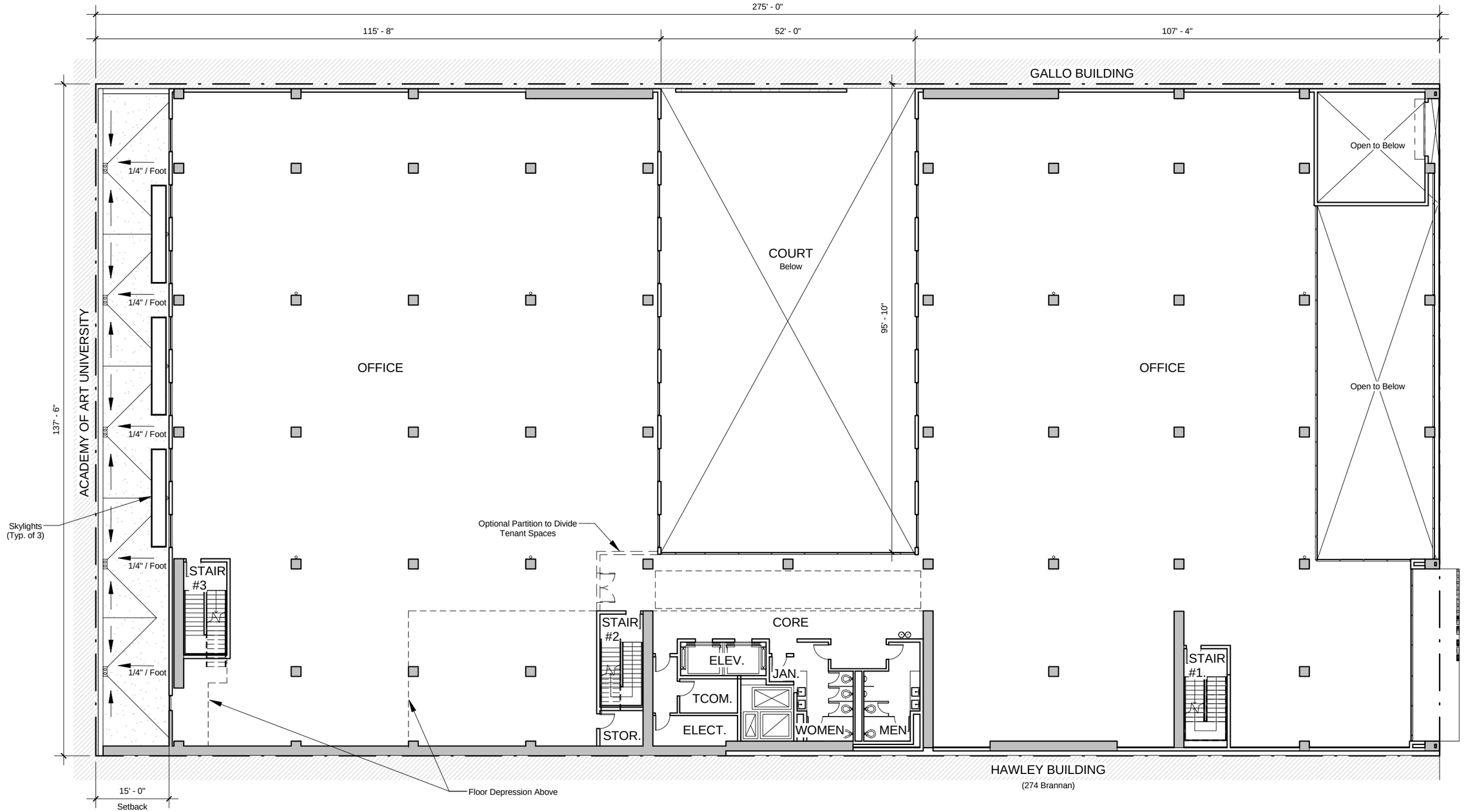
415 908 6408 pfaulong.com

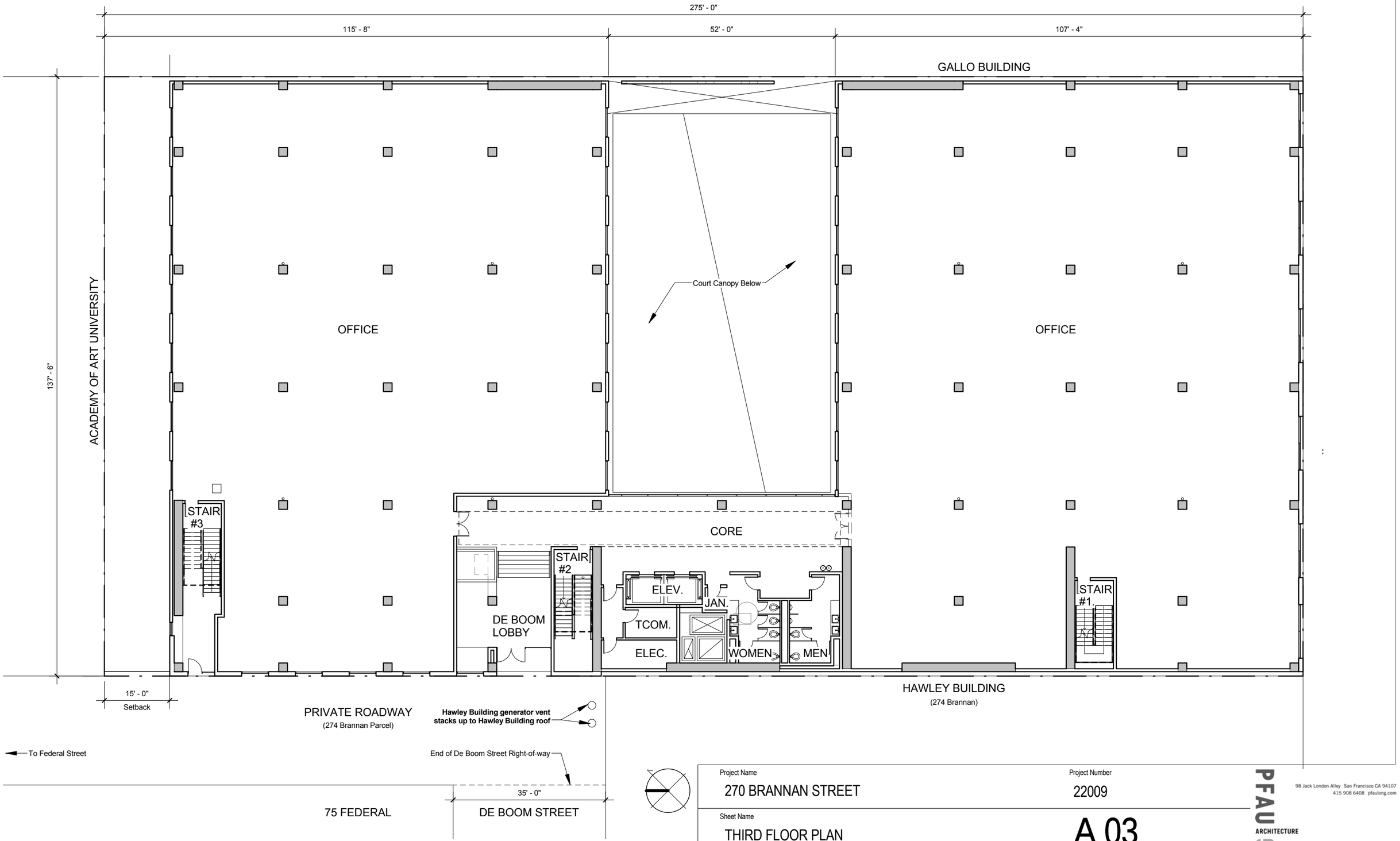


SECOND FLOOR PLAN
1" = 20'-0"

1

Project Name: 270 BRANNAN STREET	Project Number: 22009
Sheet Name: SECOND FLOOR PLAN	A 02
Date: 05/10/2013	

PFAU LONG ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com



THIRD FLOOR PLAN
1" = 20'-0"

1

Project Name
270 BRANNAN STREET

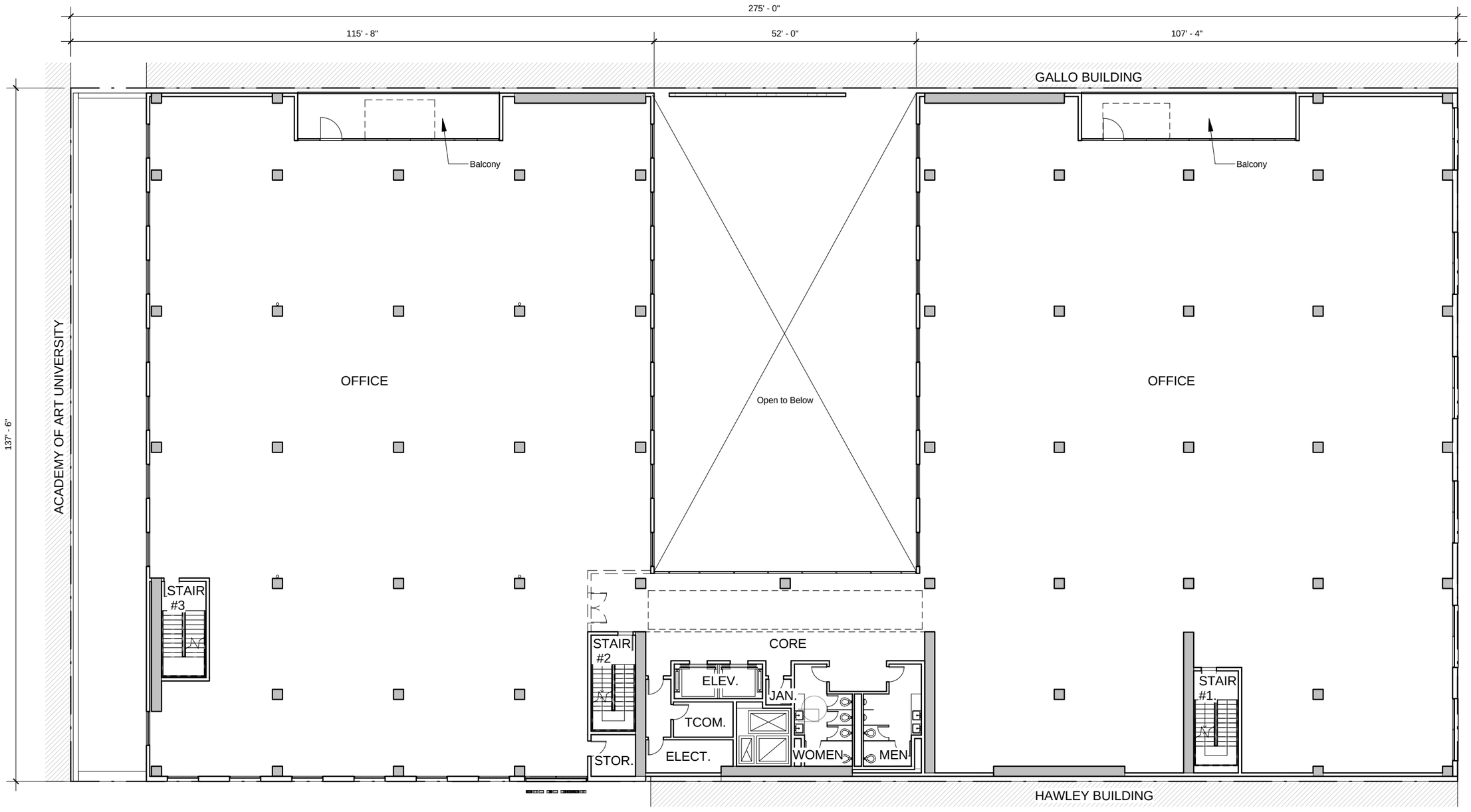
Project Number
22009

Sheet Name
THIRD FLOOR PLAN

A 03

Date
06/03/2013

PFAU LONG ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com



FOURTH FLOOR PLAN
1" = 20'-0"

1

Project Name
270 BRANNAN STREET

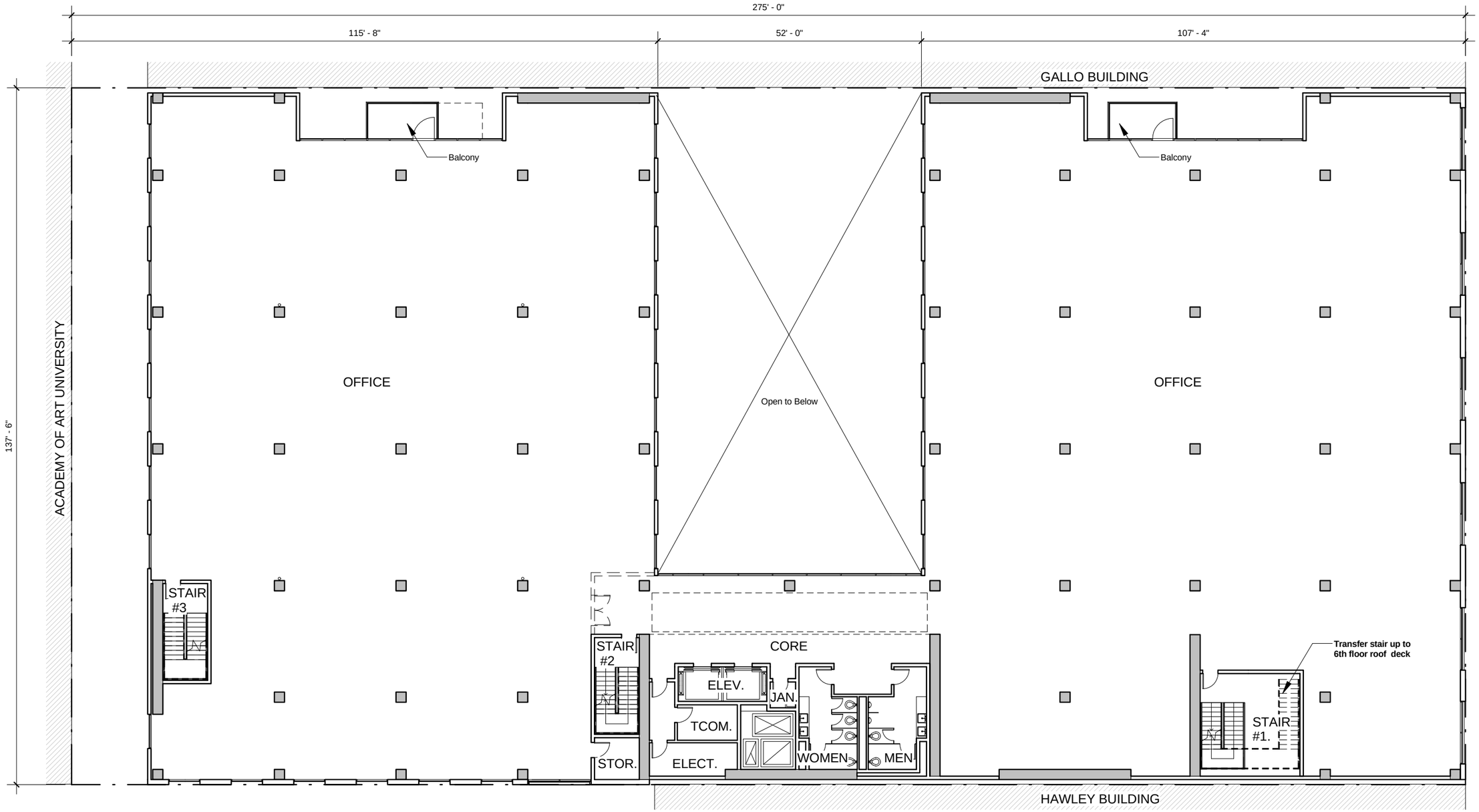
Project Number
22009

Sheet Name
FOURTH FLOOR PLAN

A 04

Date
12/20/2012

PFAU LONGNOT ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com



FIFTH FLOOR PLAN
1" = 20'-0"

1

Project Name
270 BRANNAN STREET

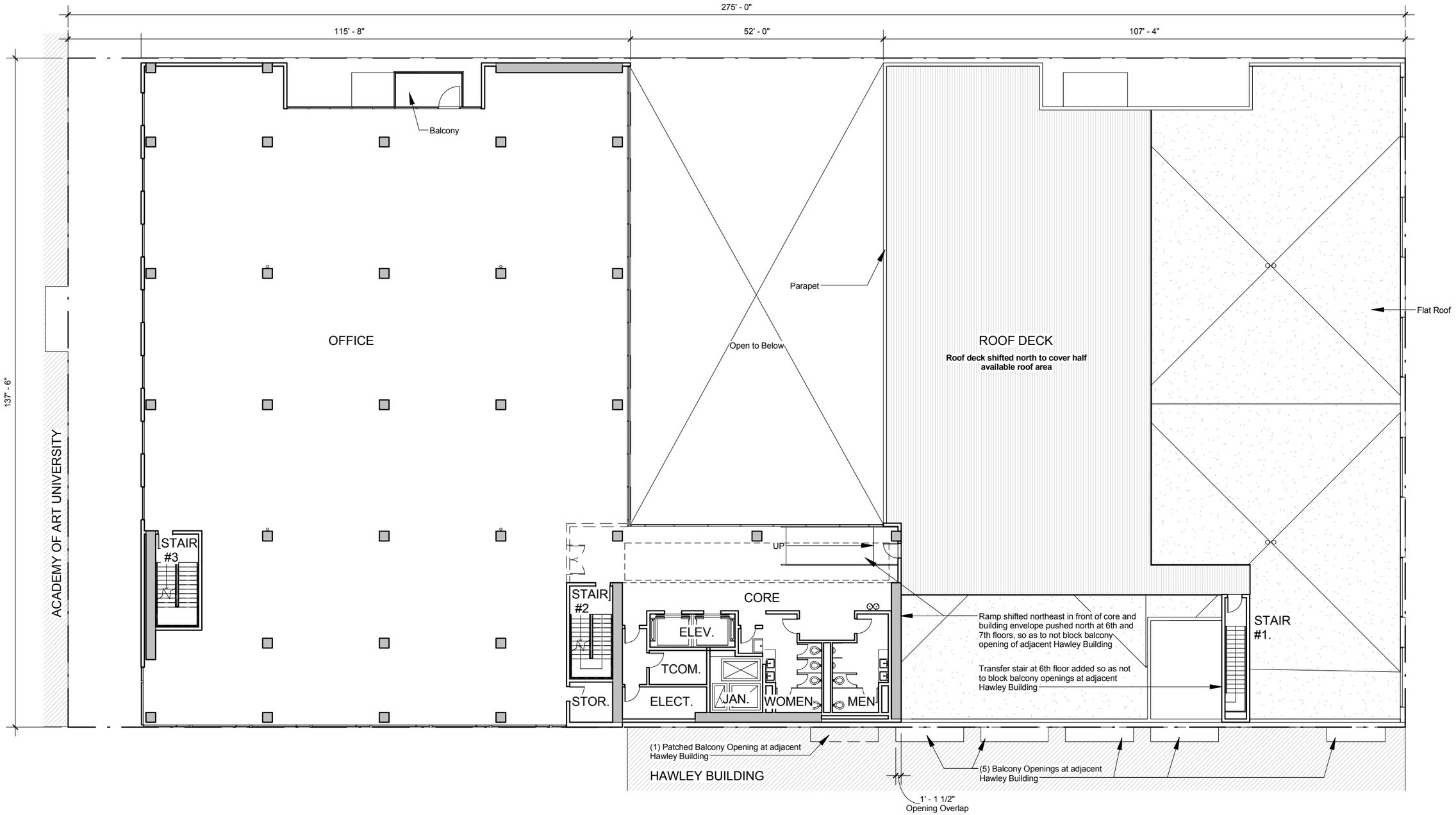
Project Number
22009

Sheet Name
FIFTH FLOOR PLAN

A 05

Date
05/13/2013

PFAU LONGNOT ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com

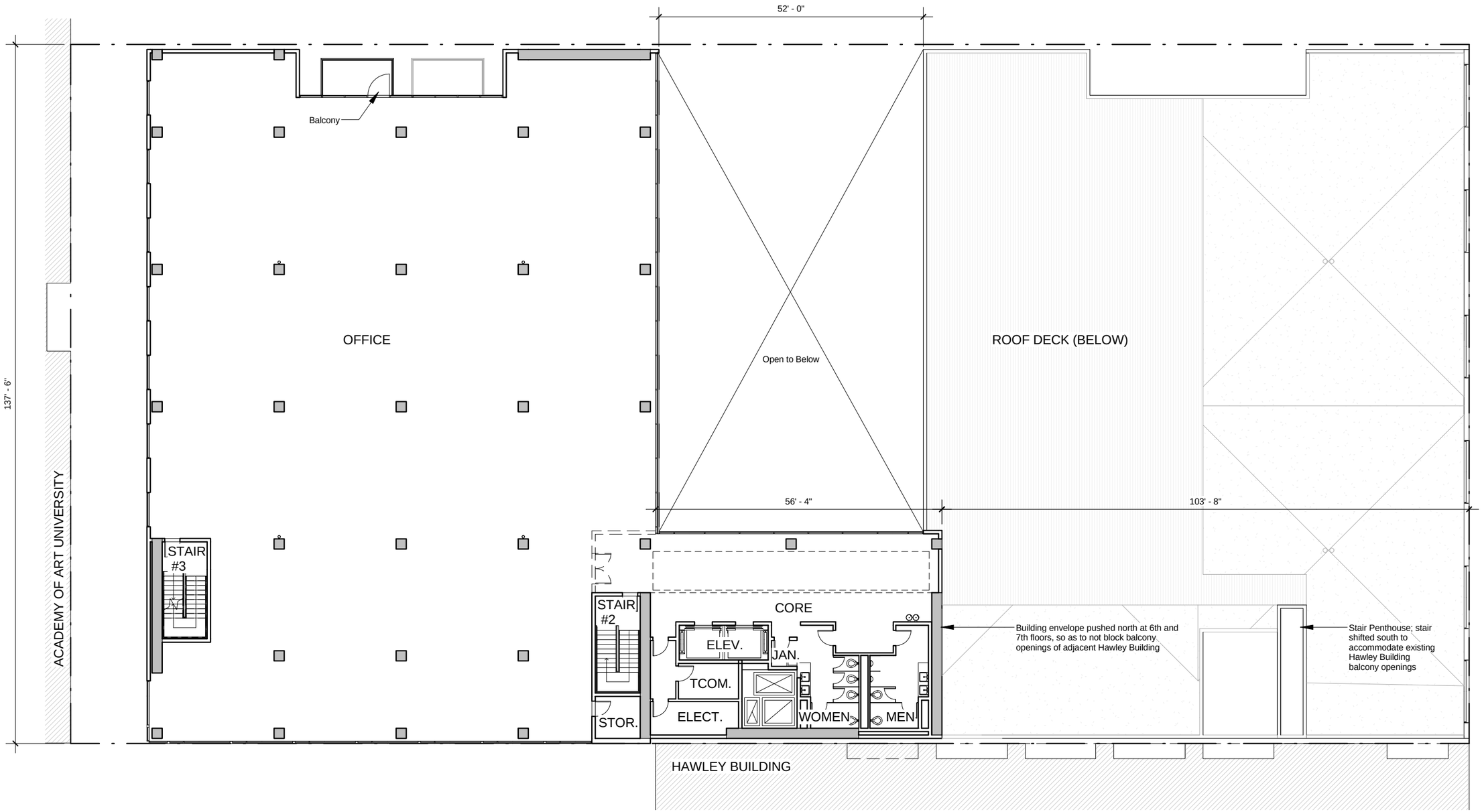


SIXTH FLOOR PLAN
1" = 20'-0"

1

Project Name: 270 BRANNAN STREET	Project Number: 22009
Sheet Name: SIXTH FLOOR PLAN	A 06
Date: 06/03/2013	

PFAU LONG ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com



SEVENTH FLOOR PLAN
1" = 20'-0"

1

Project Name
270 BRANNAN STREET

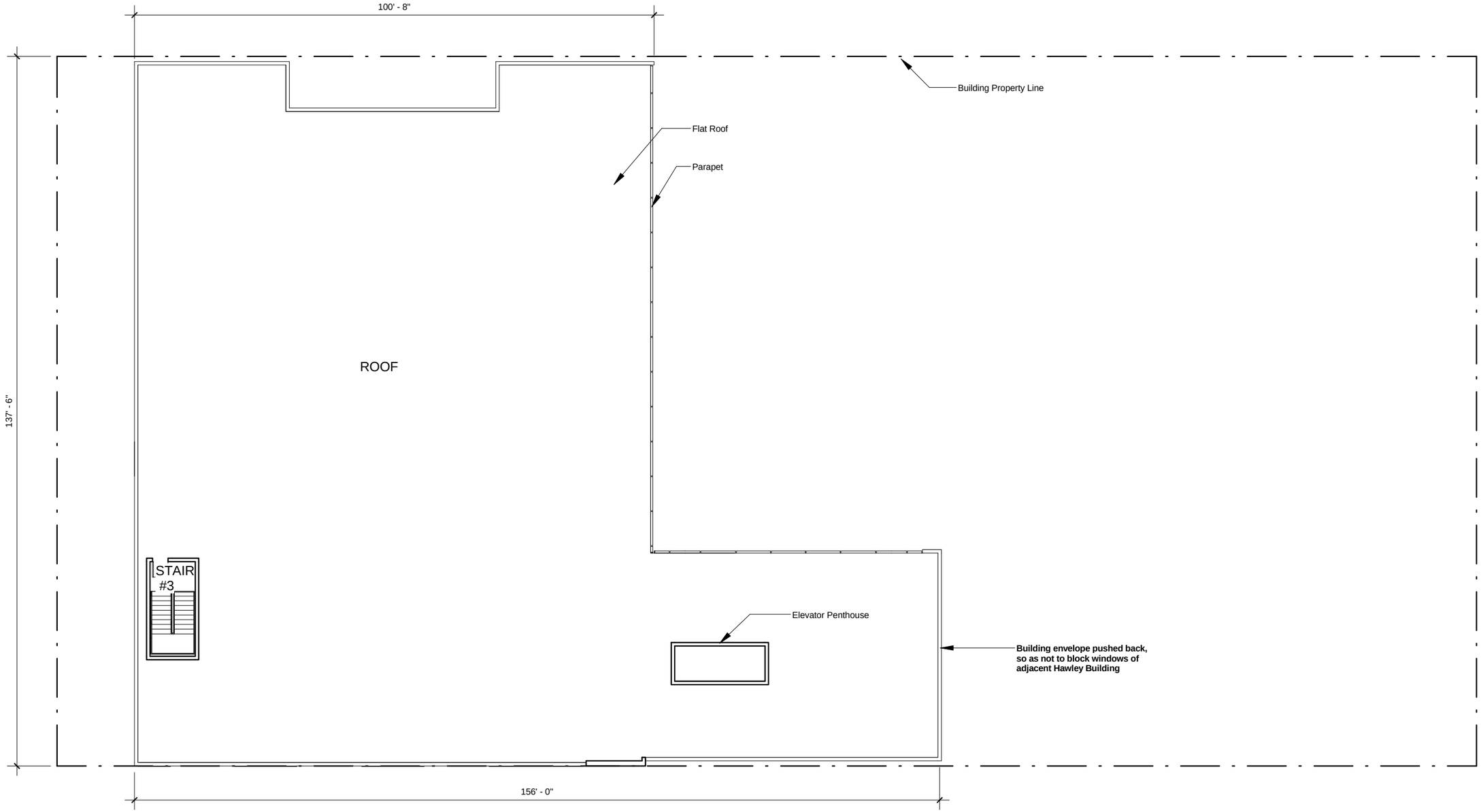
Project Number
22009

Sheet Name
SEVENTH FLOOR PLAN

A 07

Date
06/03/2013

PFAU LONG ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com



ROOF PLAN
1" = 20'-0"

1

Project Name
270 BRANNAN STREET

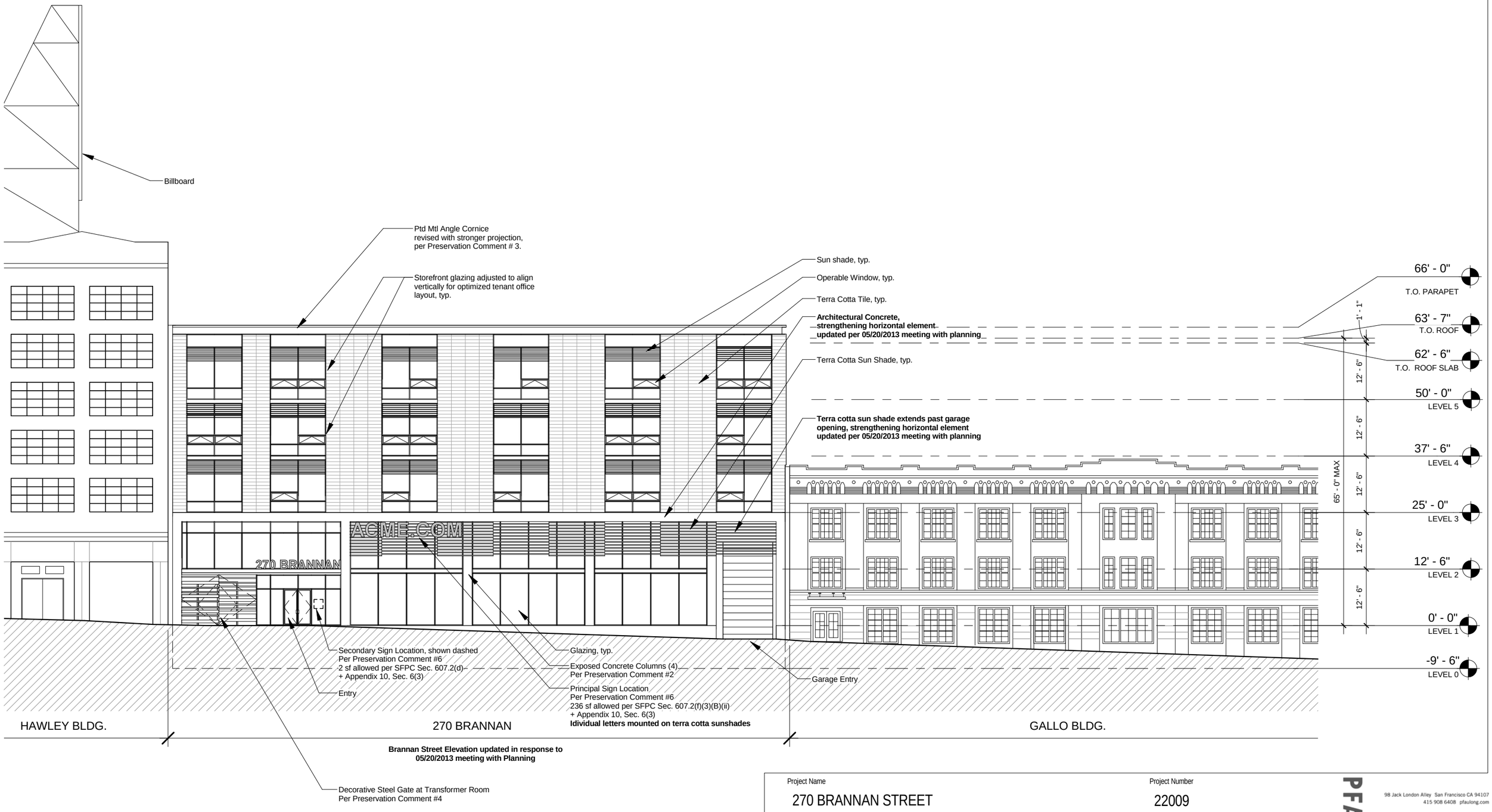
Project Number
22009

Sheet Name
ROOF PLAN

A 08

Date
05/13/2013

PFAU LONG ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com



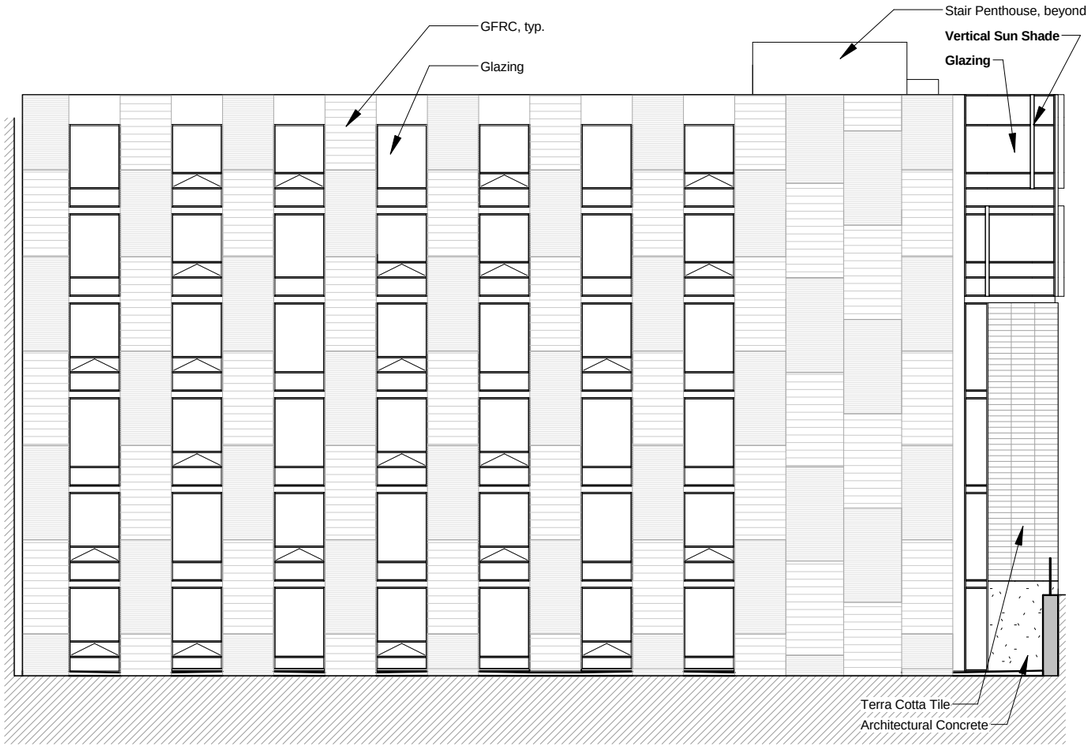
Brannan Street Elevation updated in response to 05/20/2013 meeting with Planning

BRANNAN STREET ELEVATION
1" = 20'-0"

1

Project Name: 270 BRANNAN STREET	Project Number: 22009
Sheet Name: BRANNAN STREET ELEVATION	A 09
Date: 06/03/2013	

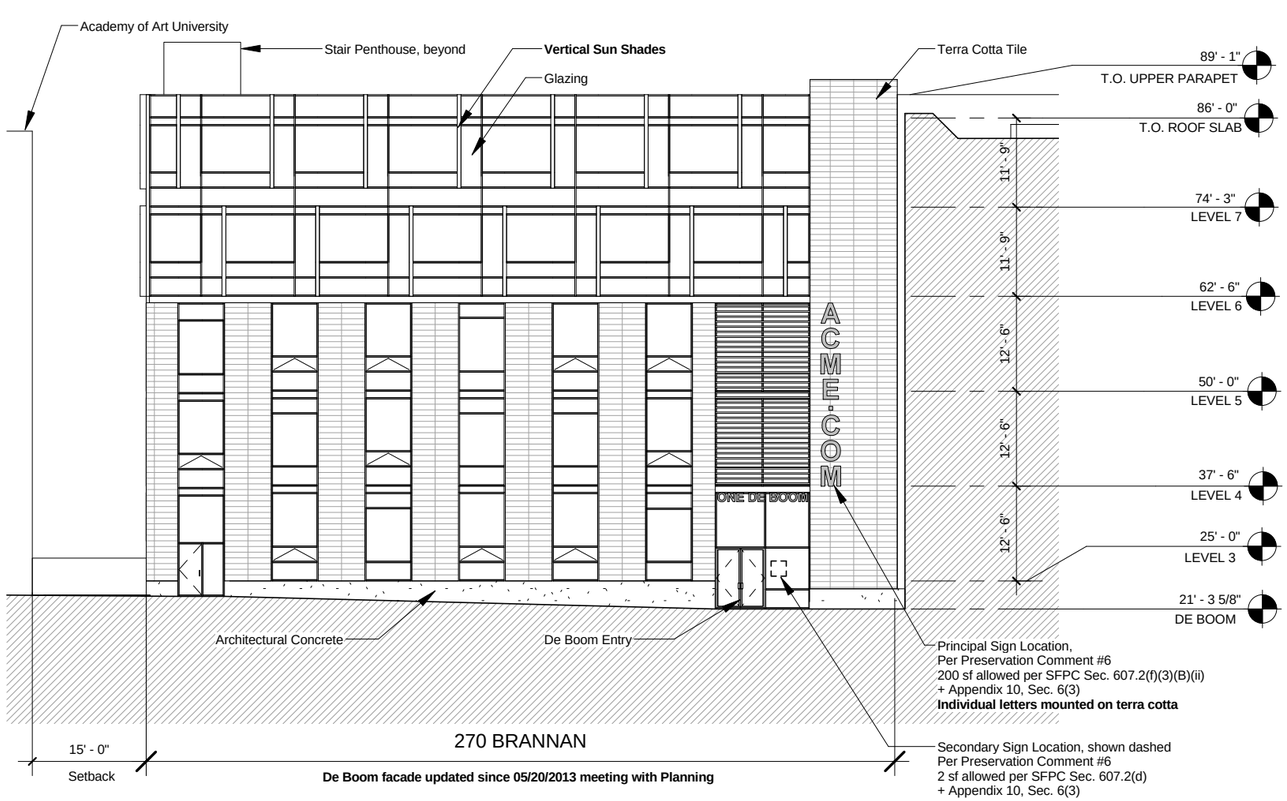
PFAU LONGNOT ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com



North Setback Elevation updated since 05/20/2013 meeting with Planning

NORTH SETBACK ELEVATION
1" = 20'-0"

2



De Boom facade updated since 05/20/2013 meeting with Planning

DE BOOM ELEVATION
1" = 20'-0"

1

Project Name
270 BRANNAN STREET

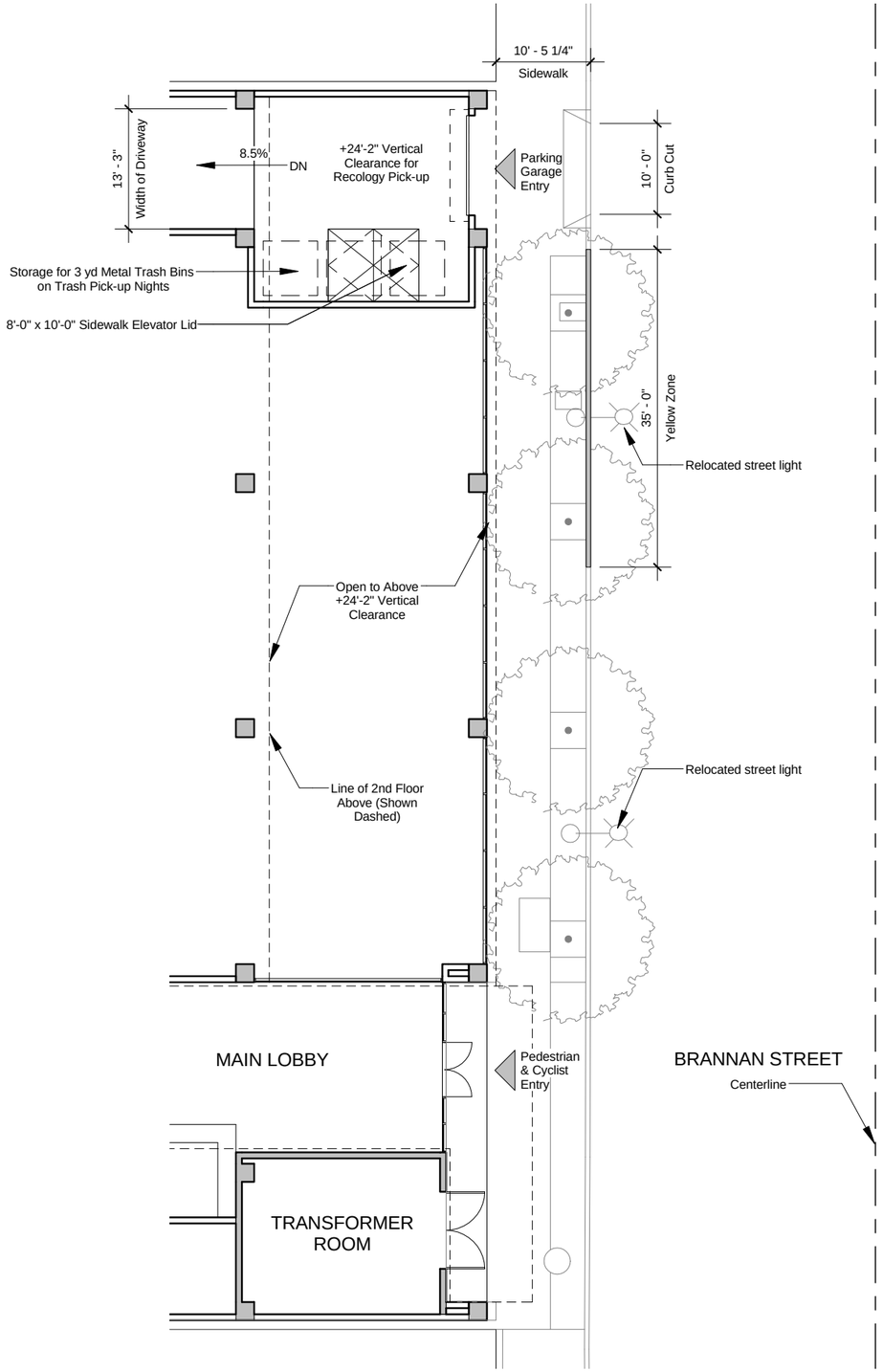
Project Number
22009

Sheet Name
DE BOOM AND NORTH SETBACK ELEVATIONS

A 10

Date
06/03/2013

PFAU LONG ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com



This sheet added in response to TIS Comments

ENLARGED PLAN AT BRANNAN
1/16" = 1'-0"

1

Project Name
270 BRANNAN STREET

Project Number
22009

Sheet Name
ENLARGED PLAN AT BRANNAN STREET

A EP

Date
05/03/2013

PFAU LONG ARCHITECTURE
98 Jack London Alley San Francisco CA 94107
415 908 6408 pfaulong.com

BRANNAN STREET EAST APPROACH

Drawing updated per 05.20.2013 Meeting with Planning

270 BRANNAN STREET

RESPONSE TO 05.20.2013 MEETING WITH PLANNING JUNE 03, 2013

SKS

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PFAU LONG ARCHITECTURE

COLIN P KELLY JR. STREET APPROACH

Drawing updated per 05.20.2013 Planning Meeting

BRANNAN ST. DETAIL APPROACH

Drawing updated per 05.20.2013 Planning Meeting

DE BOOM STREET APPROACH

Drawing updated per 05.20.2013 Planning Meeting

270 BRANNAN STREET

RESPONSE TO 05.20.2013 MEETING WITH PLANNING JUNE 03, 2013

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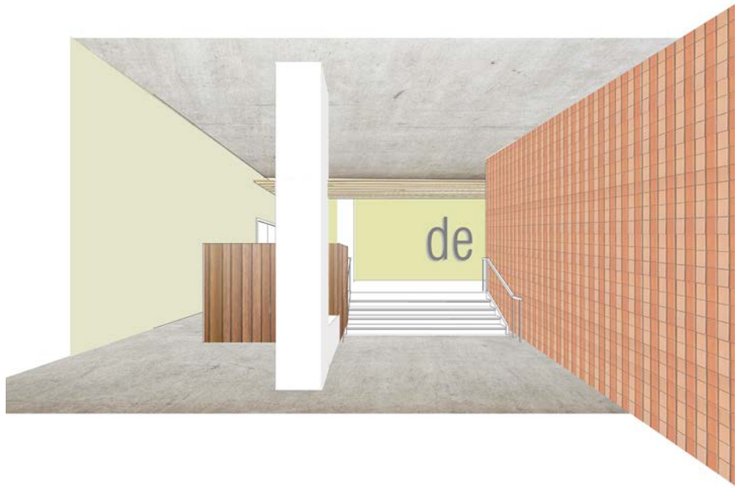
Responsible Innovative Development

PFAU LONG ARCHITECTURE

Drawing updated per 05.20.2013 Planning Meeting



DE BOOM STREET ENTRY SEQUENCE

270 BRANNAN STREET
RESPONSE TO 05.20.2013 MEETING WITH PLANNING JUNE 03, 2013

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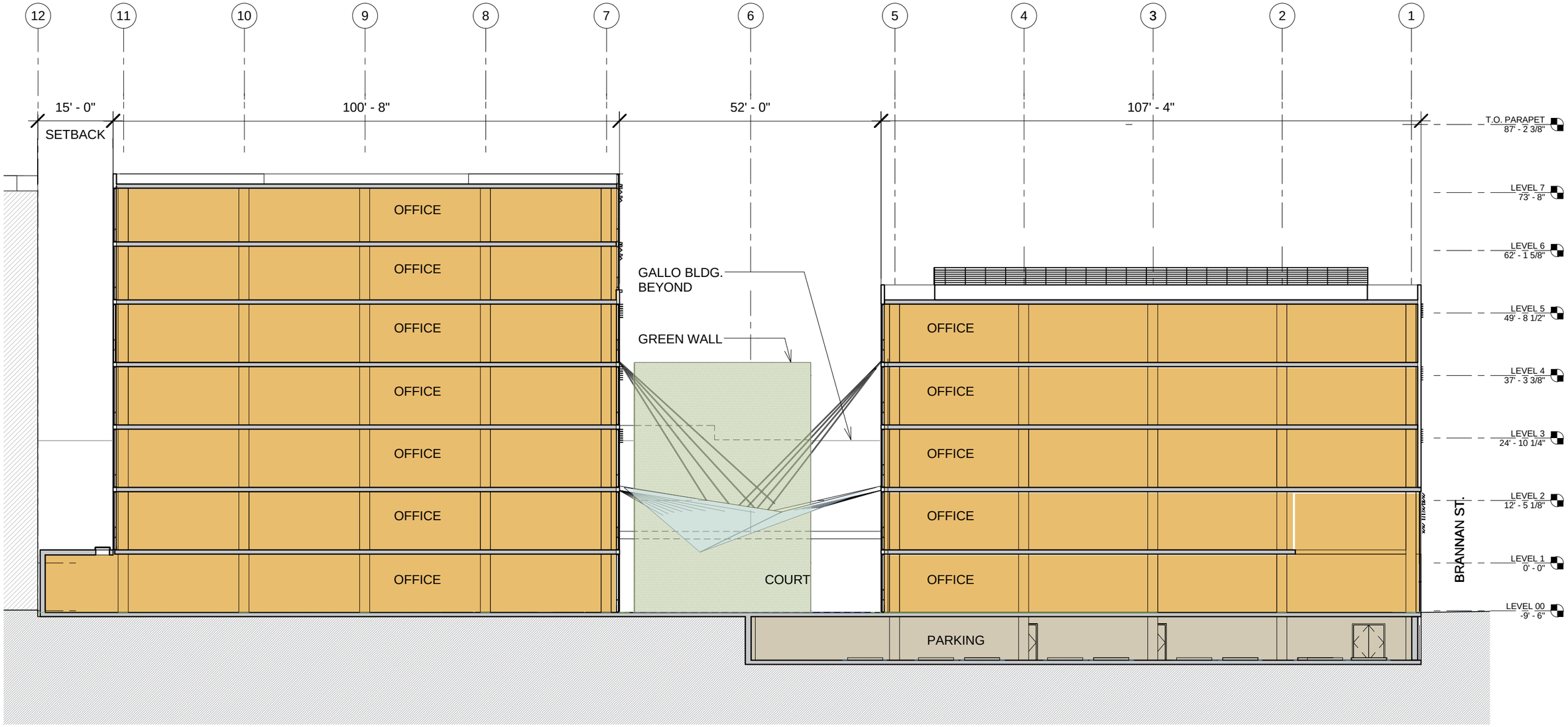
PFAU LONG
ARCHITECTURE

INTERIOR COURTYARD VIEW

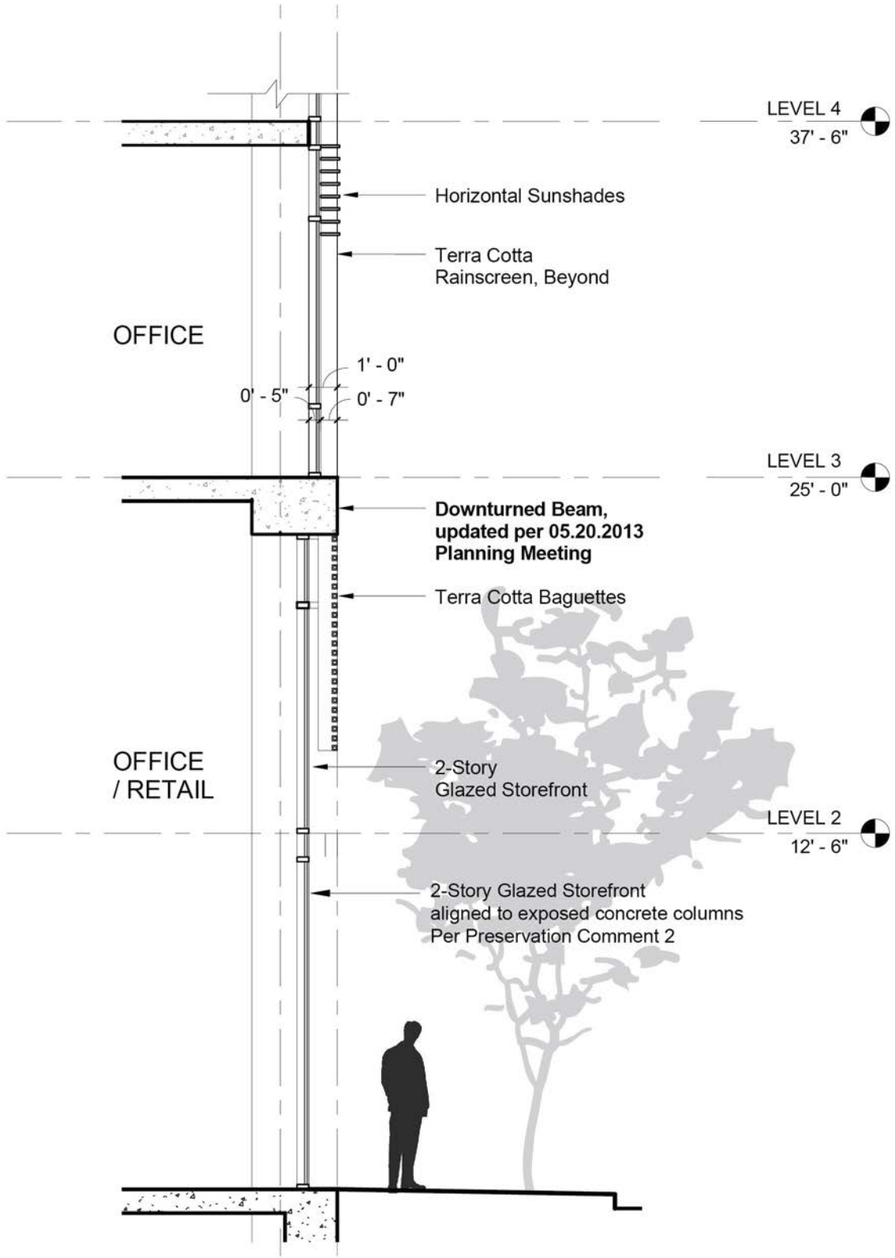


NORTH - SOUTH BUILDING SECTION

DETAIL SHOWING TILES & TRIM

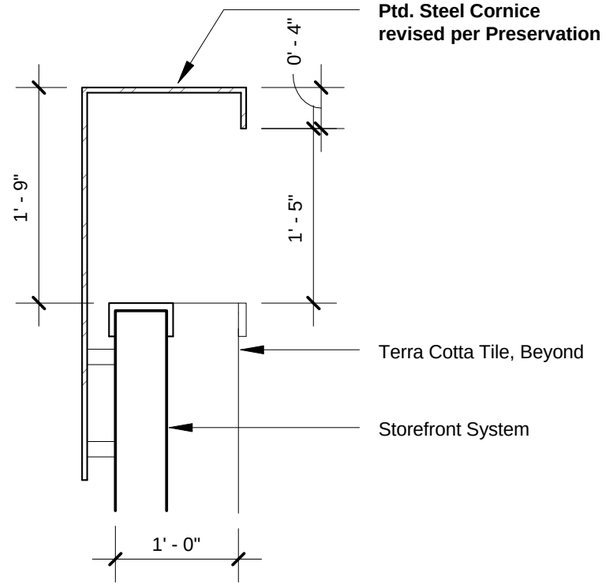
ST. PAUL'S EPISCOPAL SCHOOL, OAKLAND

TERRA COTTA SUNSCREEN DETAIL



WALL SECTION AT BRANNAN STREET (n.t.s.)

Drawing updated per 05.20.2013 Planning Meeting



New drawing per Preservation Comment #3

SECTION DETAIL AT PAINTED STEEL CORNICE ON BRANNAN STREET (n.t.s.)

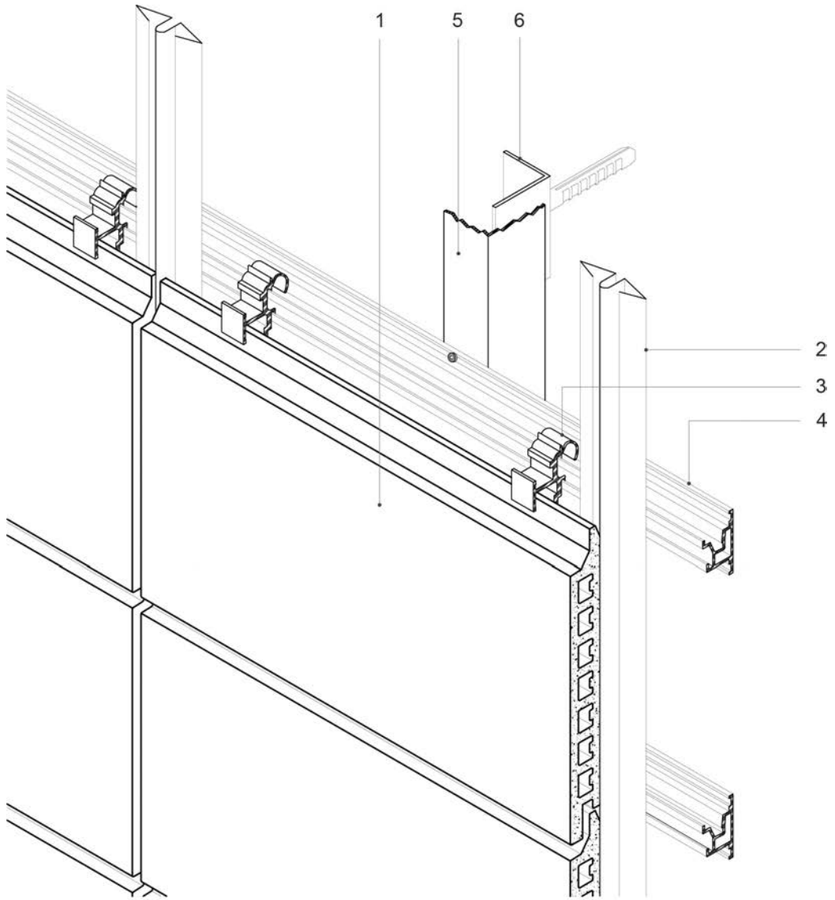
270 BRANNAN STREET

RESPONSE TO 05.20.2013 MEETING WITH PLANNING JUNE 03, 2013

SKS

Responsible Innovative Development

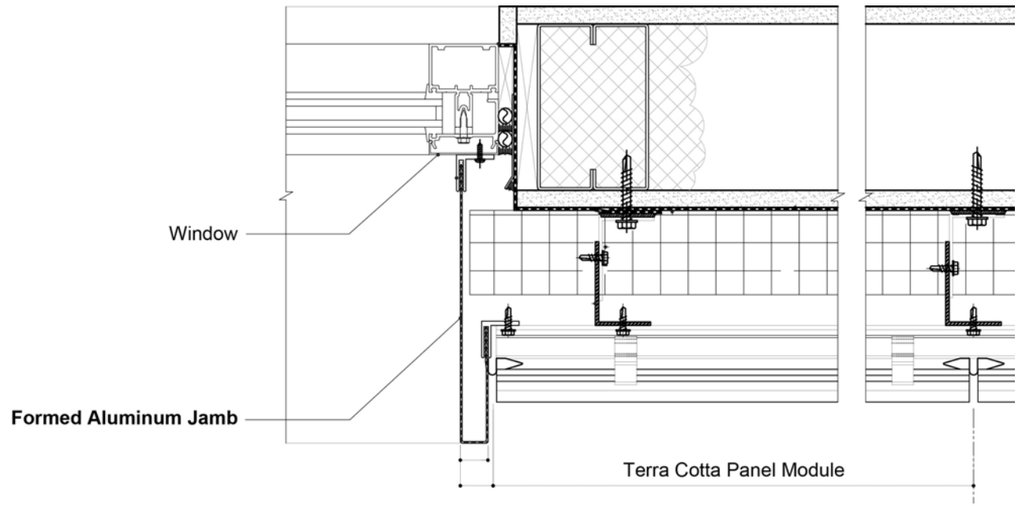
PFAU LONG ARCHITECTURE



1. Terra Cotta Panel
2. Spacer
3. Terra cotta fastening aluminum clip
4. Horizontal substructure aluminum extrusion
5. Continuous aluminum angle
6. Non-continuous aluminum angle

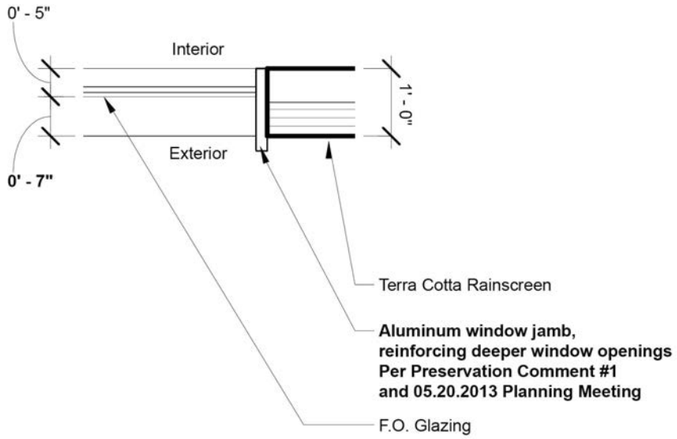
ISOMETRIC DRAWING OF TERRA COTTA SYSTEM
* PER MOEDING TERRA COTTA DETAIL

New drawing per 05.20.2013 Planning Meeting



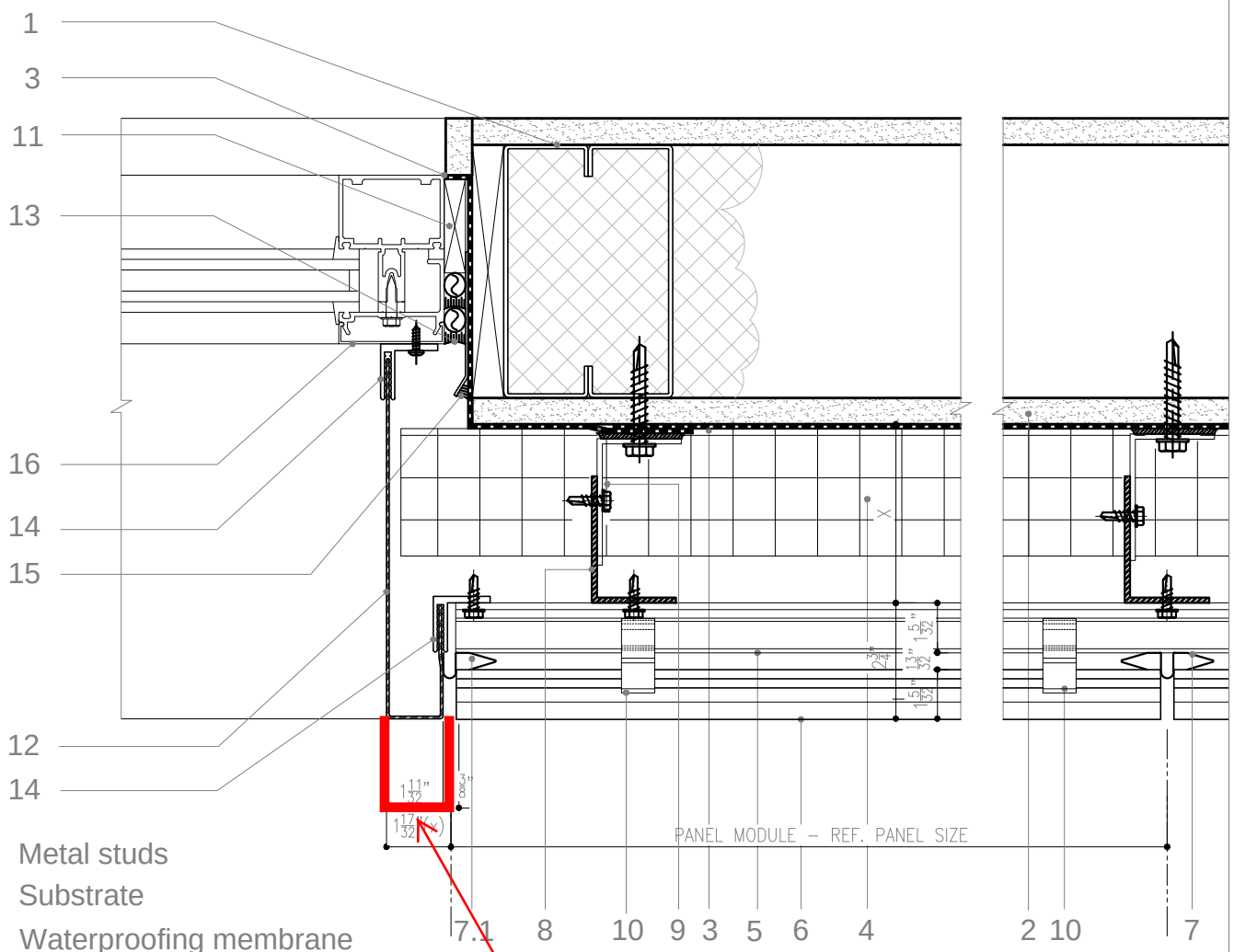
ENLARGED DETAIL AT TERRA COTTA WINDOW JAMB
* PER MOEDING TERRA COTTA DETAIL

New drawing per 05.20.2013 Planning Meeting



PLAN DETAIL AT PUNCHED GLAZING IN TERRA COTTA WALLS (n.t.s.)

New sheet per 05.20.2013 Planning Meeting



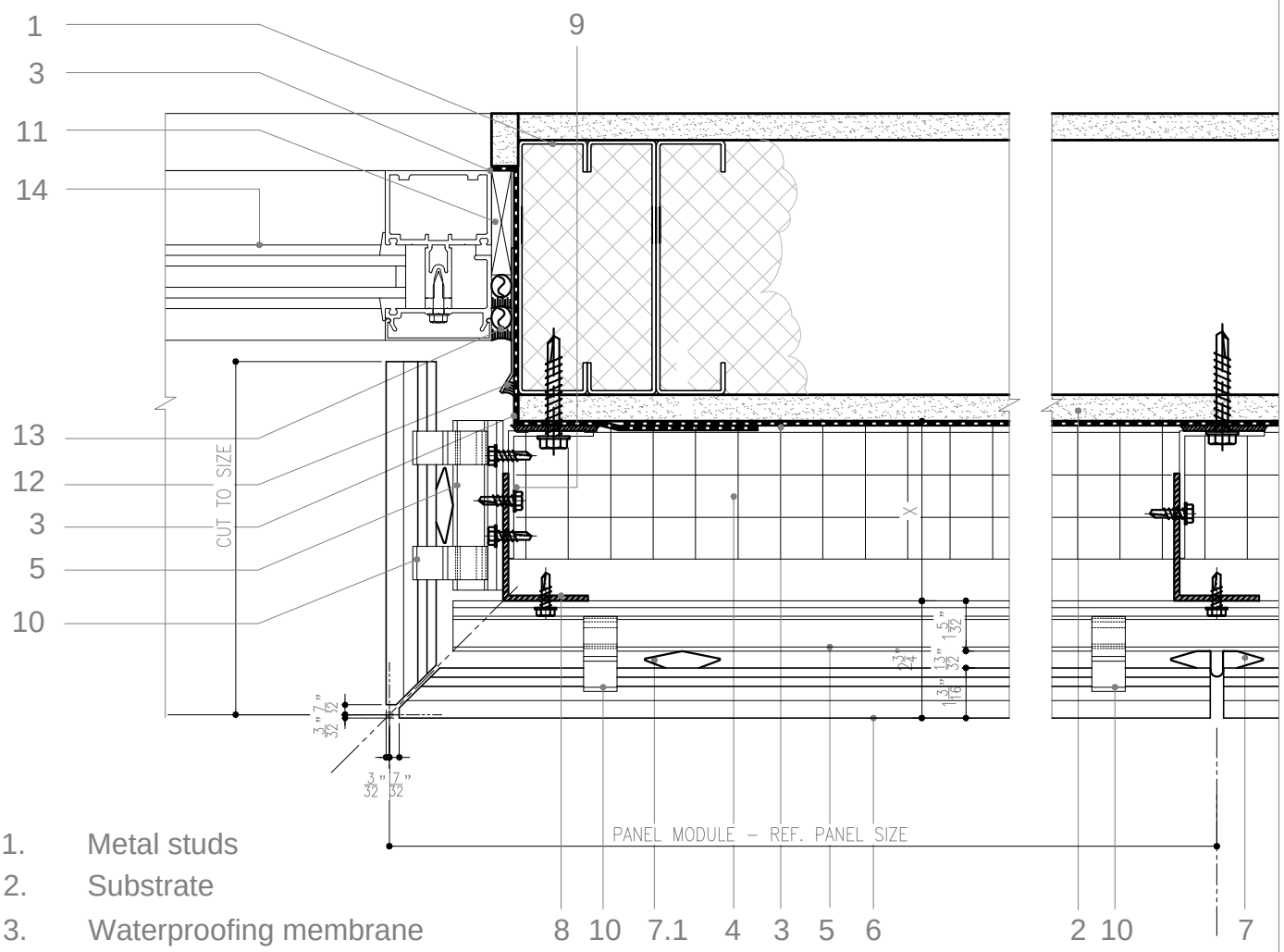
1. Metal studs
2. Substrate
3. Waterproofing membrane
4. Mineral wool type insulation (thickness per spec.)
5. Horizontal substructure aluminum extrusion receiver
6. ALPHATON GEN.06-150 ® terra cotta pan flashing trim
7. Spacer type "B"
7.1. Spacer type "C"
8. Continuous aluminum angle (32" or 48" o.c. for stud wall and 60" for CMU wall typ. pending design requirements & engineering)
9. Non-continuous alum. angle bracket (8" long)
10. Terra cotta fastening aluminum clip
11. Blocking
12. Formed aluminum closure
13. Double backer rod & sealant

(X). Per architect design

270 Brannan

Option A: mill finish aluminum closure (preferred)

Option B: painted aluminum closure to match terra cotta tile.



1. Metal studs
2. Substrate
3. Waterproofing membrane
4. Mineral wool type insulation (thickness per spec.)
5. Horizontal substructure aluminum extrusion
6. ALPHATON GEN.06-150 ® terra cotta panel
7. Spacer type "B"
7.1. Spacer type "A"
8. Continuous aluminum angle (32" or 48" o.c. for stud wall and 60" for CMU wall typ. pending design requirements & engineering)
9. Non-continuous alum. angle bracket (8" long)
10. Terra cotta fastening aluminum clip
11. Blocking
12. Formed aluminum flashing trim w/ sealant
13. Double backer rod & sealant
14. Window / Door

270 Brannan

Option C: terra cotta tile return