



SAN FRANCISCO PLANNING DEPARTMENT

Certificate of Appropriateness Case Report Consent Calendar

Hearing Date: February 3, 2010
Filing Date: December 8, 2009
Case No.: **2009.1122A**
Project Address: **900 North Point Street (a.k.a. 851 Beach Street)**
Historic Landmark: No. 30: Ghirardelli Square
Zoning: C-2 (Commercial)
Northern Waterfront Special Use District No. 2
40-X Height and Bulk District
Block/Lot: 0452/ 001-058
Applicant: David Ford
124 Allimore Court
Roseville, CA 95747
Staff Contact Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By Tina Tam - (415) 558-6325
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PROPERTY DESCRIPTION

900 NORTH POINT STREET (A.K.A. 851 BEACH STREET), GHIRARDELLI SQUARE, on block bound by Beach, North Point, Larkin, and Polk Streets. Assessor's Block 0086, Lots 001-058. Ghirardelli Square is designated San Francisco Landmark No. 30 and is listed on the National and California Registers of Historic Places, the *Here Today* survey (pages 40-43), and the 1976 Architectural Survey with a rating of '4'. The site is zoned C-2 (Commercial) District and is in a 40-X Height and Bulk District, and is also within the Northern Waterfront Special Use District No. 2.

The property is a Romanesque Revival-style complex consisting of a collection of brick industrial buildings ranging in height from one to five stories. Construction of the existing buildings began in 1864 with the Woolen Mill building designed by William A. Mooser. Additions and alterations were made to the site in 1900 (Cocoa Building), 1911 (Chocolate and Mustard Buildings), 1915 (Power House), 1916 (Clock Tower and Apartment Building), 1919 (upper story of Chocolate Building), and 1923 (upper two stories of Cocoa Building) by William A. Mooser, II. The site was converted to retail use in 1962-68 and the rehabilitation was designed by Wurster, Bernardi & Emmons. The landscape architect for the conversion was Lawrence Halprin. All three phases of development and the accompanying structures have been recognized as contributing to the architectural and historical significance of the block.

PROJECT DESCRIPTION

The proposal is to replace the Bank of America signage at the south façade of the Woolen Mill Building located at the western side of the complex. The work includes replacing the former canopy style

projecting sign with a blade sign. The sign will be centered directly above the existing ATM. The sign will be attached with a steel plate bolted through existing mortar joints. The bracket will be black finished metal. The sign will be approximately 32" wide by 18" tall and will be finished in red and blue vinyl. The sign will be indirectly illuminated by two lights mounted on brackets perpendicular to the sign.

OTHER ACTIONS REQUIRED

None.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

The proposed project is in compliance with all other provisions of the Planning Code.

APPLICABLE PRESERVATION STANDARDS

ARTICLE 10

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

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

The proposed work shall be compatible with the historic site in terms of design, materials, form, scale, and location. The proposed project will not detract from the site's architectural character as described in the designating ordinance. For all of the exterior and interior work proposed, reasonable efforts have been made to preserve, enhance or restore, and not to damage or destroy, the exterior architectural features of the subject property which contribute to its significance. Furthermore, the proposal is in keeping with the *Ghirardelli Square Criteria for Minor Tenant Improvements Requiring Landmarks Preservation Advisory Board Approval*, dated November 8, 1989.

THE SECRETARY OF THE INTERIOR'S STANDARDS

Rehabilitation is the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features that convey its historical, cultural, or architectural values. The Rehabilitation Standards provide, in relevant part(s):

Standard 2.

The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

Standard 3.

Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

Standard 5.

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

Standard 9.

New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

Standard 10.

New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received no public input on the project at the date of this report.

ISSUES & OTHER CONSIDERATIONS

None.

STAFF ANALYSIS

Based on the requirements of Article 10, and the Secretary of Interior's Standards, staff has determined that the proposed work will have no adverse impact to the landmark complex.

- That the proposed signage is in keeping with the scale, proportions, materials, and character of the landmark site and with the *Ghirardelli Square Criteria for Minor Tenant Improvements Requiring Landmarks Preservation Advisory Board Approval*, dated November 8, 1989;
- That the proposed installation will not cause the removal or destruction of any significant historic material; and
- That the proposed installation will be undertaken in such a manner that future removal of the signage would cause no impairment to the significance of the resource.

For these reasons, the proposal shall preserve, and shall not damage or destroy the exterior features of the landmark;

For these reasons, the proposal shall not adversely affect the special character or special historical, architectural or aesthetic interest or value of the structure and site, as viewed both in themselves and in the setting; and,

For these reasons, the proposal overall, is appropriate for and consistent with the purposes of Article 10, meets the standards of Article 10, and the Secretary of Interior's Standards for Rehabilitation.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that the proposed project is exempt/excluded from environmental review, pursuant to CEQA Guideline Section 15301 (Class One-Minor Alteration of Existing facility) because the project is a minor alteration of an existing structure and meets the *Secretary of the Interior's Standards*.

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends approval of the proposed project as it appears to meet the Secretary of the Interior Standards for Rehabilitation.

ATTACHMENTS

Draft Motion and Exhibit A: Certificate of Appropriateness
Plans
Photos of Existing Signage at Ghirardelli Square
Landmark Designation Ordinance and Report

SC: G:\DOCUMENTS\Cases\COFA\Case Reports\900 North Point_Case Report_2.3.10.doc

ATTACHMENT



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Motion

HEARING DATE: FEBRUARY 3, 2010

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ADOPTING FINDINGS FOR A CERTIFICATE OF APPROPRIATENESS FOR PROPOSED WORK DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 10, TO MEET THE STANDARDS OF ARTICLE 10 AND TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE PROPERTY LOCATED ON LOTS 001-058 IN ASSESSOR'S BLOCK 0452, WITHIN AN C-2 (COMMERCIAL) ZONING DISTRICT, NORTHERN WATERFRONT SPECIAL USE DISTRICT NO. 2, AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on December 8, 2009, David Ford (Project Sponsor) filed an application with the San Francisco Planning Department (hereinafter "Department") for a Certificate of Appropriateness to replace the Bank of America signage at the south façade of the Woolen Mill Building.

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

WHEREAS, on February 3 2010, the Commission conducted a duly noticed public hearing on the current project, Case No. 2009.1122A ("Project") for its appropriateness.

WHEREAS, in reviewing the Application, the Commission has had available for its review and consideration case reports, plans, and other materials pertaining to the Project contained in the

Department's case files, has reviewed and heard testimony and received materials from interested parties during the public hearing on the Project.

MOVED, that the Commission hereby grants the Certificate of Appropriateness, in conformance with the architectural plans dated received January 27, 2010 and labeled Exhibit B on file in the docket for Case No. 2009.1122A based on the following findings:

FINDINGS

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

1. The above recitals are accurate and also constitute findings of the Commission.
2. Findings pursuant to Article 10:

The Historical Preservation Commission has determined that the proposed work is compatible with the character of the Alamo Square Historic District as described in Appendix E of Article 10 of the Planning Code.

- That the proposed signage is in keeping with the scale, proportions, materials, and character of the landmark site and with the *Ghirardelli Square Criteria for Minor Tenant Improvements Requiring Landmarks Preservation Advisory Board Approval*, dated November 8, 1989;
- That the proposed installation will not cause the removal or destruction of any significant historic material; and
- That the proposed installation will be undertaken in such a manner that future removal of the signage would cause no impairment to the significance of the resource.
- That the proposal meets the following Secretary of Interior's Standards for Rehabilitation:

Standard 2.

The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

Standard 3.

Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

Standard 5.

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

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New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

Standard 10.

New additions and adjacent or related new construction 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.

3. **General Plan Compliance.** The proposed Certificate of Appropriateness is, on balance, consistent with the following Objectives and Policies of the General Plan:

I. URBAN DESIGN ELEMENT

THE URBAN DESIGN ELEMENT CONCERNS THE PHYSICAL CHARACTER AND ORDER OF THE CITY, AND THE RELATIONSHIP BETWEEN PEOPLE AND THEIR ENVIRONMENT.

GOALS

The Urban Design Element is concerned both with development and with preservation. It is a concerted effort to recognize the positive attributes of the city, to enhance and conserve those attributes, and to improve the living environment where it is less than satisfactory. The Plan is a definition of quality, a definition based upon human needs.

OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.3

Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

POLICY 2.5

Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings.

POLICY 2.7

Recognize and protect outstanding and unique areas that contribute in an extraordinary degree to San Francisco's visual form and character.

The goal of a Certificate of Appropriateness is to provide additional oversight for buildings and districts that are architecturally or culturally significant to the City in order to protect the qualities that are associated with that significance.

The proposed project qualifies for a Certificate of Appropriateness and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of Ghirardelli Square for the future enjoyment and education of San Francisco residents and visitors.

4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:
 - A) *The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:*

The proposed project is for a tourist hotel building located within a residential restrict; the proposed project would not have any impact on neighborhood serving retail uses.

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

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

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

The subject building is a commercial building; the proposed project will have no adverse effect on the City's supply of affordable housing.

- D) *The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:*

The proposed project will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.

- E) *A diverse economic base will be maintained by protecting our industrial and service sectors from displacement due to commercial office development. And future opportunities for resident employment and ownership in these sectors will be enhanced:*

The proposed project is for an existing commercial building and would not have any impact on industrial and service sector jobs.

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

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

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

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

- H) *Parks and open space and their access to sunlight and vistas will be protected from development:*

The proposed project would not impact the City's parks and open space.

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

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS Certificate of Appropriateness No. 2009.1122A** attached hereto as "EXHIBIT A" which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: APPEAL: Any aggrieved person may appeal this Motion to the Board of Appeals within fifteen (15) days after the date of this Motion No. XXXXX. The effective date of this Motion shall be the date of this Motion. For further information, please contact the Board of Appeals in person at 1650 Mission Street, (Room 304) or call 575-6880.

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on December 16, 2009.

Linda D. Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: February 3, 2010

EXHIBIT A

Certificate of Appropriateness

Case No: 2009.1122A

Assessor's Block: Lot: 0452/001-058

Address of Property: 900 North Point Street (a.k.a. 851 Beach Street)

Date Application Filed: December 8, 2009

Historic Landmark: No. 30: Ghirardelli Square

Description of Work Proposed:

The proposal is to replace the Bank of America signage at the south façade of the Woolen Mill Building.. The work will be in conformity with the drawings stamped Exhibit B, on file in the docket for Case No. 2009.1122A, dated received January 27, 2010.

Final Action by the Historic Preservation Commission on December 16, 2009:

The Commission has reviewed the proposed work and has determined that the work would not have a significant impact upon and would not be potentially detrimental to the Alamo Square Historic District. A motion to APPROVE the work was passed X-X by the Historic Preservation Commission in conformance with the drawings stamped Exhibit B, on file in the docket for **Case No. 2009.1122A**, based upon the following findings:

Findings of the Historic Preservation Commission:

- That the proposed signage is in keeping with the scale, proportions, materials, and character of the landmark site and with the *Ghirardelli Square Criteria for Minor Tenant Improvements Requiring Landmarks Preservation Advisory Board Approval*, dated November 8, 1989;
- That the proposed installation will not cause the removal or destruction of any significant historic material; and
- That the proposed installation will be undertaken in such a manner that future removal of the signage would cause no impairment to the significance of the resource.
- That the proposal meets the following Secretary of Interior's Standards for Rehabilitation:

Standard 2.

The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

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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.

For these reasons, the proposal overall, is appropriate for and consistent with the purposes of Article 10, meets the standards of Article 10, and the Secretary of Interior's Standards for Rehabilitation, the General Plan and Prop M Findings of the Planning Code.

Duration of this Certificate of Appropriateness: This Certificate of Appropriateness is issued pursuant to Article 10 of the Planning Code and is valid for a period of three (3) years from the effective date of approval by the Historic Preservation Commission. Implementation of this Certificate of Appropriateness is accomplished by completion of construction work (verified through a job card signed by a District Building Inspector) after issuance of an appropriate Building Permit.

APPEAL: Any aggrieved person may appeal the action on this Certificate of Appropriateness by appeal of the issuance of the Building Permit required to implement the proposed work. Contact the Board of Appeals (575-6880) for instructions on filing a permit appeal.

THIS IS NOT A PERMIT TO COMMENCE ANY WORK OR CHANGE OF OCCUPANCY UNLESS NO BUILDING PERMIT IS REQUIRED. PERMITS FROM THE DEPARTMENT OF BUILDING INSPECTION (and any other appropriate agencies) MUST BE SECURED BEFORE WORK IS STARTED OR OCCUPANCY IS CHANGED.

ATTACHMENT

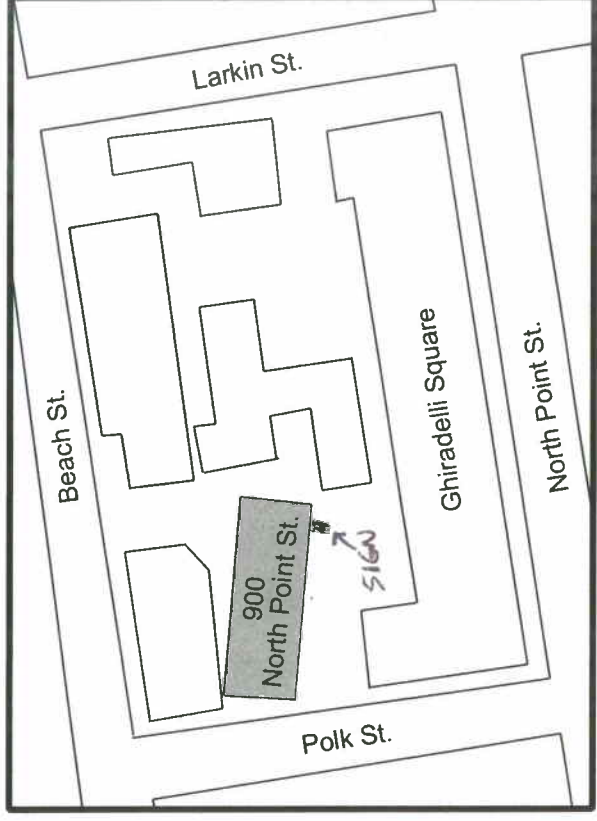
Bank of America (ATM) - 900 North Point St.

SCOPE OF WORK:

Install (1) externally illuminated blade sign on wall for "Bank of America".

TABLE OF CONTENTS:

- Cover - Vicinity map and site plan
- Page 1 - Photo elevation of blade sign
- Page 2 - Detail of blade sign
- Page 3 - Title 24 page 1
- Page 4 - Title 24 page 2



EXISTING PHOTO- SIGN A



CUSTOM BLADE SIGN →

PHOTO ENHANCEMENT- SIGN A



COAST SIGN
 INCORPORATED
 1908 West Redwood St., Anaheim, CA, 92802
 (714) 249-1100 Fax: (714) 249-1877

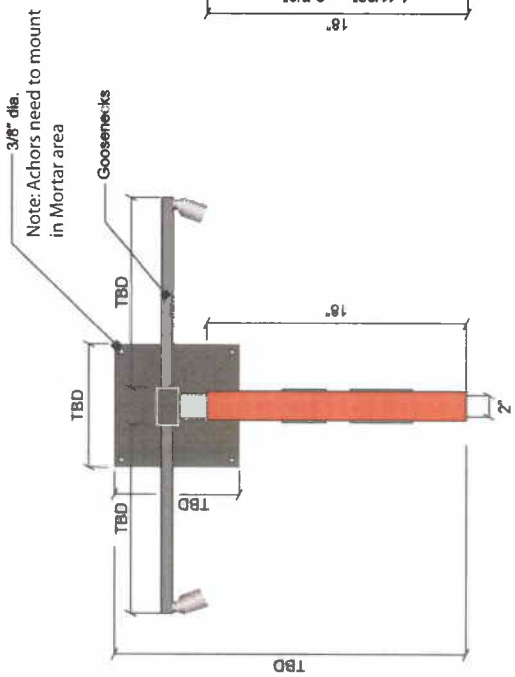
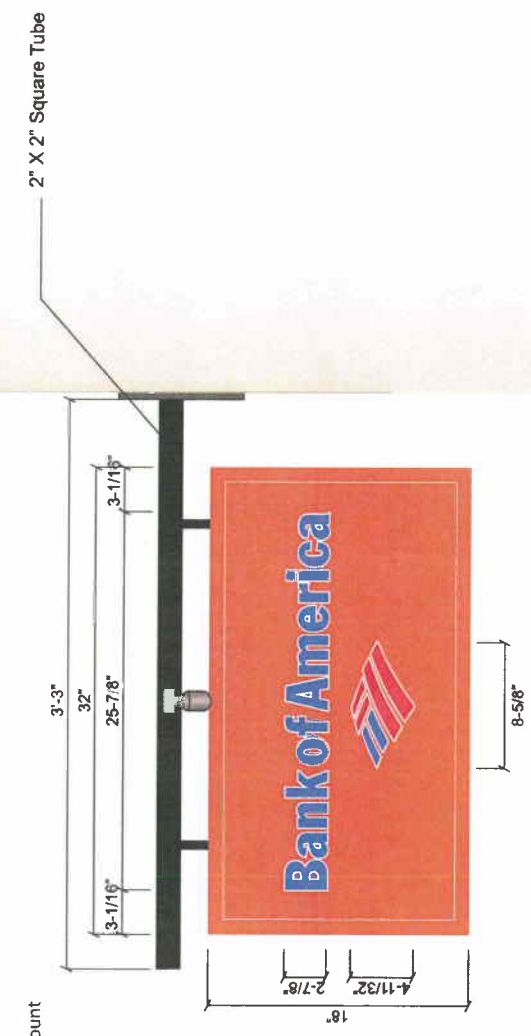
Date: 08-17-09
 Scale: as noted
 Drawing: 1-A
 Requested by: [Redacted]
 Project Name: BANK OF AMERICA 2
 Address: 900 N Point
 City / State: CA
 Client Approval: [Redacted]
 Date: [Redacted]

This is an edited, unpublished, drawing created by Coast Sign, Inc. It is submitted for your personal use in conjunction with a project being planned for you by Coast Sign, Inc., and shall not be reproduced, copied, or used in any other manner without written permission.

No.	Designer	Date
1		
2		
3		
4		
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Revision Notes

DESIGN DRAWING 1 of 2
 Request Number: **DEV-BOA2-00235**
 File Location: W:\Bank of America 2\AutoDrawings\



FRONT VIEW @ NON-ILLUMINATED CUSTOM BLADE SIGN
 Scale: 1-1/2"=1'-0"

VERIFY DIMENSION PRIOR TO FABRICATION

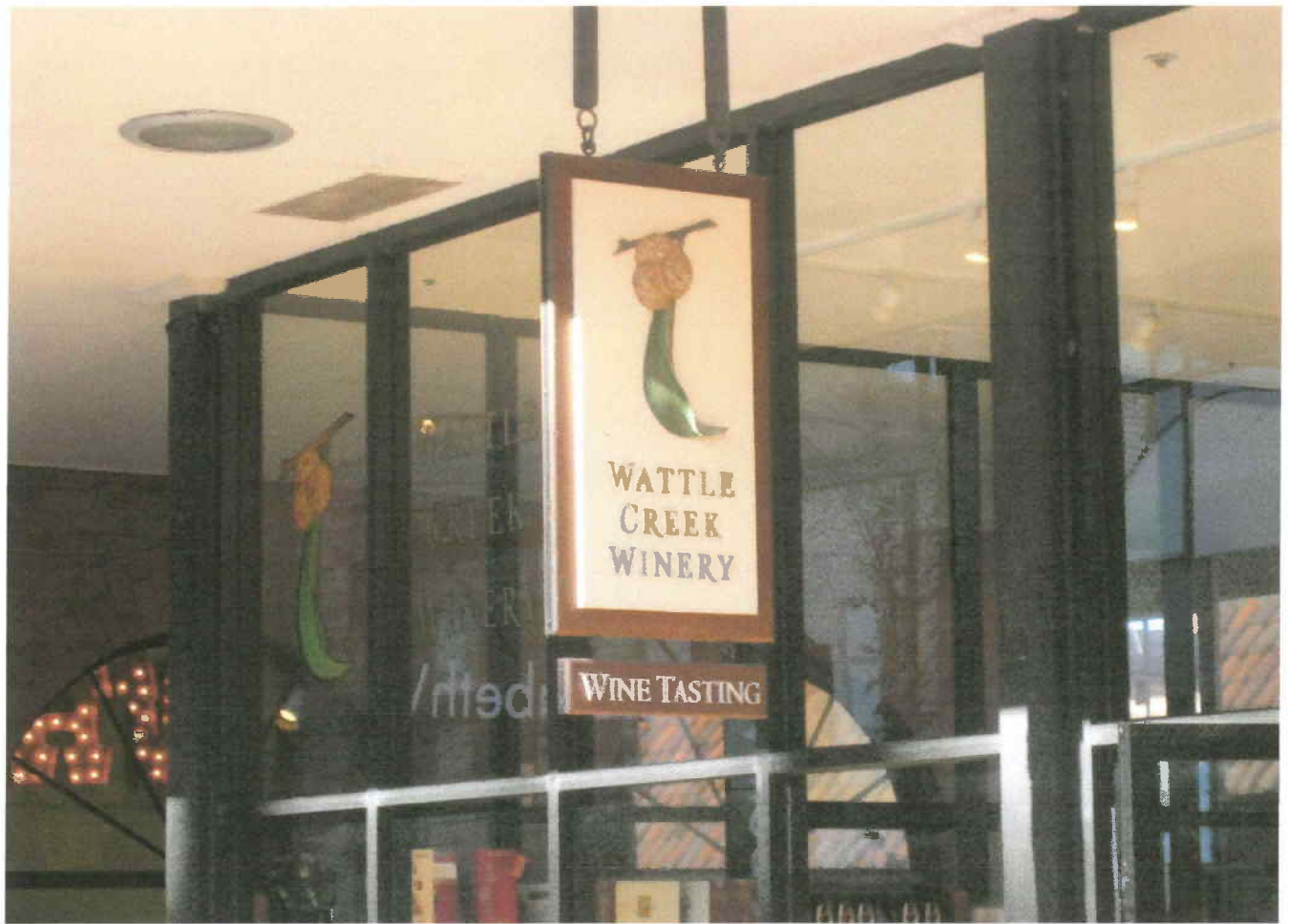
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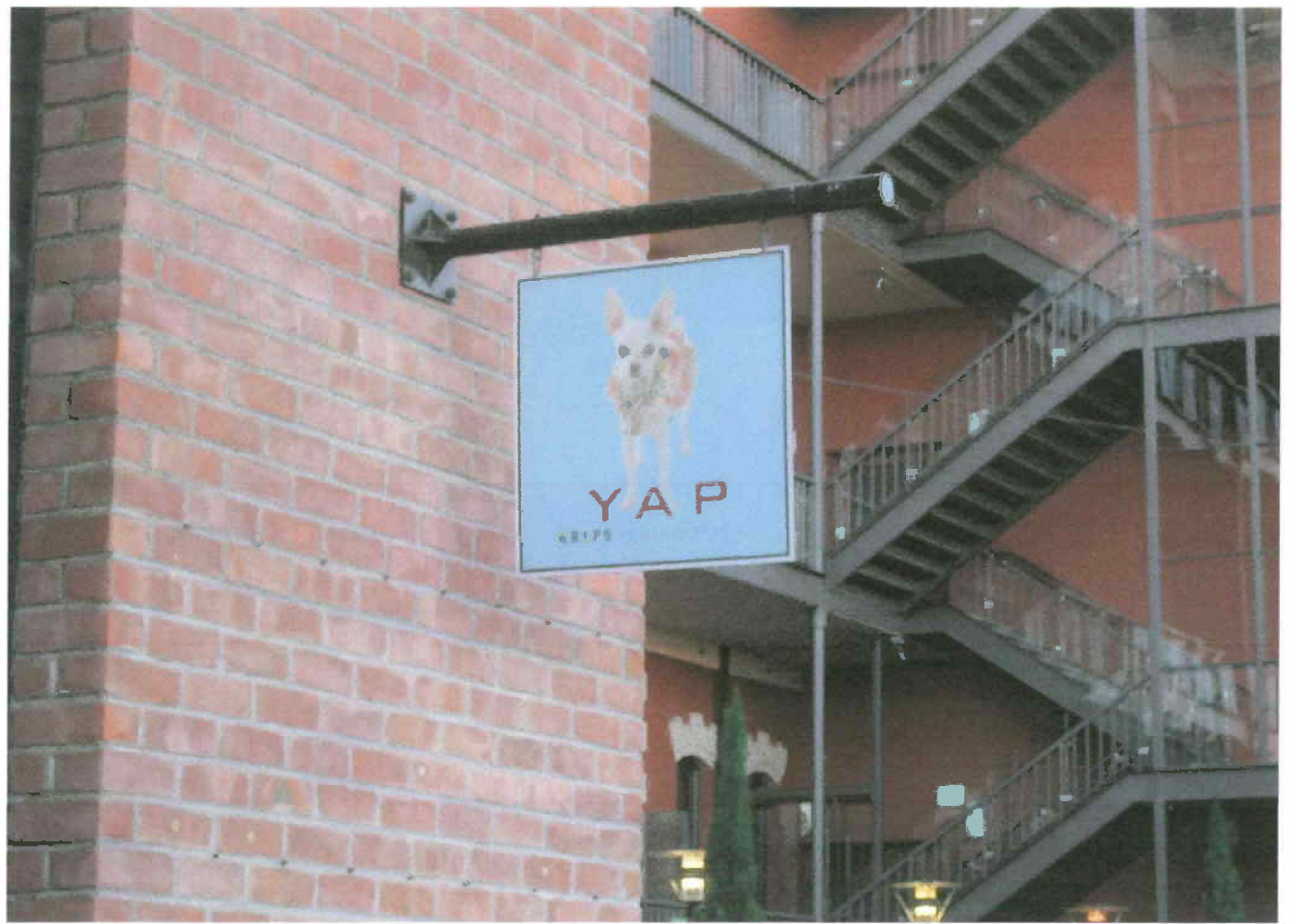
- 3M VINYL #9632-8222 BANK OF AMERICA BLUE
- 3M VINYL #3632-2472 BANK OF AMERICA RED
- PAINT- BOA RED MP#49696 W/ SEMI GLOSS FINISH
- PAINT- MATTHEWS BLACK
- SP W/ SEMI GLOSS FINISH

DESIGN DRAWING 2 of 2																						
Request Number: DEV-BOA2-00235	File Location: W:\Bank of America 2\AndDrawings\																					
<p>COAST SIGN INCORPORATED 1719 2nd Street, Suite 214 (714) 824-2477</p>	<p>Date: 06-17-09 Scale: as noted Drawn: HA Represented by: [Signature] Client Approval: [Signature] Date: []</p>																					
<p>Project Name: BANK OF AMERICA 2 Address: 900 N Point City / State: CA Worksheet: []</p>	<p>Revision Notes</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>No.</th> <th>Designer</th> <th>Date</th> </tr> </thead> <tbody> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> <tr><td>6</td><td></td><td></td></tr> </tbody> </table>	No.	Designer	Date	1			2			3			4			5			6		
No.	Designer	Date																				
1																						
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ATTACHMENT







ATTACHMENT

NOTICE OF FINAL PASSAGE
FILE NO. 90-70-9 ORD. NO. 102-70
DESIGNATING GHIRARDELLI
SQUARE AS A LANDMARK PUR-
SUANT TO ARTICLE 10 OF THE CITY
PLANNING CODE.

I hereby certify that the foregoing ordinance was read for the second time and finally passed by the Board of Supervisors of the City and County of San Francisco at its meeting of March 30, 1970.

ROBERT J. DOLAN, Clerk
Approved: April 2, 1970
JOSEPH L. ALIOTO, Mayor
April 8, 1970—lt

FILE NO. 90-70-9 ORD. NO. _____
DESIGNATING GHIRARDELLI
SQUARE AS A LANDMARK PUR-
SUANT TO ARTICLE 10 OF THE CITY
PLANNING CODE.

Be it ordained by the people of the City and County of San Francisco:

Section 1. The Board of Supervisors hereby finds that Ghirardelli Square has a special character and special historical, architectural and aesthetic interest and value and that its designation as a landmark will be in furtherance of and in conformance with the purposes of Article 10 of the City Planning Code and the standards set forth therein.

(a) **Designation.** Pursuant to Section 1004 of the City Planning Code, Chapter II, Part II of the San Francisco Municipal Code, Ghirardelli Square is hereby designated as a Landmark, this designation having been duly approved by resolution of the City Planning Commission.

(b) **Location and Boundaries.** Pursuant to Section 1004 of the City Planning Code, Chapter II, Part II of the San Francisco Municipal Code, a landmark site is hereby designated for the said Landmark, located and bounded as follows:

The entire block bounded by North Point, Poik, Beach, and Larkin Streets, being Assessor's Block 452.

(c) **Justification.** The special character and special historical, architectural and aesthetic interest and value of the said Landmark justifying its designation are as follows:

A complex of industrial buildings of brick construction, including a building built in 1862 as part of the Pioneer Woolen Mills, in which blankets and other woolen goods were made for the Union Army. The majority of the buildings on this complete city block were constructed between 1894 and 1922. These buildings housed the Ghirardelli Chocolate Factory from 1894 to 1962, and were designed by William Mooser, Senior and Junior, famous early San Francisco architects.

Since 1962 the total complex of buildings has been renovated and expanded for conversion to shops, restaurants, theater, and other businesses in a manner which has retained the early architectural character. This conversion, designed by Wurster, Bernardi and Emmons, received the Collaborative Achievement in Architecture Award in 1966 from the American Institute of Architects, an award extended only once before. This complex of buildings is the only example of this period of industrial building along the San Francisco waterfront, and the Clock Tower Building at the southeast corner of the complex serves as a major focal point in this area of the city.

(c) **Features.** The said Landmark should be preserved generally in all of its particular exterior features as existing on the date hereof and as described and depicted in the photographs, case report and other material on file in the Department of City Planning in Docket No. LM68.29; the summary description being as follows:

Complex of buildings, ranging from one to five stories high, constructed of brick, around a central courtyard. Major feature, a Clock Tower building at the corner of Larkin and North Point Streets. Gothic architecture influenced by French Renaissance. Red brick structures with contrasting white stone trim. Battlemented parapets on the principal buildings on North Point Street. Tile roofs on the remodeled and new buildings. Windows vary: round-arched and rectangular.

I hereby certify that the foregoing ordinance was passed for second reading by the Board of Supervisors of the City and County of San Francisco at its meeting of March 23, 1970.

ROBERT J. DOLAN, Clerk
March 28, 1970—lt

CITY PLANNING COMMISSION

RESOLUTION NO. 5394

WHEREAS, A proposal to designate Ghirardelli Square as a Landmark pursuant to the provisions of Article 10 of the City Planning Code was initiated by the Landmarks Preservation Advisory Board on January 22, 1969, and said Advisory Board, after due consideration, has recommended approval of this proposal;

WHEREAS, The City Planning Commission, after due notice given, held a public hearing on June 26, 1969, to consider the proposed designation and the report of said Advisory Board; and

WHEREAS, The Commission believes that the proposed Landmark has a special character and special historical, architectural and aesthetic interest and value; and that the proposed designation would be in furtherance of and in conformance with the purposes and standards of the said Article 10;

NOW THEREFORE BE IT RESOLVED, First, That the proposal to designate Chirardelli Square as a Landmark pursuant to Article 10 of the City Planning Code is hereby approved, the location and boundaries of the landmark site being as follows:

The entire block bounded by North Point, Polk, Beach, and Larkin Streets: being Assessor's Block 452.

Second, That the special character and special historical, architectural and aesthetic interest and value of the said Landmark justifying its designation are as follows:

A complex of industrial buildings of brick construction, including a building built in 1862 as part of the Pioneer Woolen Mills, in which blankets and other woolen goods were made for the Union Army. The majority of the buildings on this complete city block were constructed between 1894 and 1922. These buildings housed the Ghirardelli Chocolate Factory from 1894 to 1962, and were designed by William Mooser, Senior and Junior, famous early San Francisco architects.

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This complex of buildings is the only example of this period of industrial building along the San Francisco waterfront, and the Clock Tower Building at the southeast corner of the complex serves as a major focal point in this area of the city.

Third, That the said Landmark should be preserved generally in all of its particular exterior features as existing on the date hereof and as described and depicted in the photographs, case report and other material on file in the Department of City Planning in Docket No. LM68.29; the summary description being as follows:

Complex of buildings, ranging from one to five stories high, constructed of brick, around a central courtyard. Major feature, a clock Tower building at the corner of Larkin and North Point Streets. Gothic architecture influenced by French Renaissance. Red brick structures with contrasting white stone trim. Battlemented parapets on the principal buildings on North Point Street. Tile roofs on the remodelled and new buildings. Windows vary: round-arched and rectangular.

AND BE IT FURTHER RESOLVED, That the Commission hereby directs its Secretary to transmit the proposal for designation, with a copy of this Resolution, to the Board of Supervisors for appropriate action.

I hereby certify that the foregoing Resolution was ADOPTED by the City Planning Commission at its regular meeting of June 26, 1969.

Lynn E. Pio
Secretary

AYES: Commissioners Brinton, Carr, Fleishhacker, Kearney, Mellon, Newman,
Porter
NOES: None
ABSENT: None
PASSED: June 26, 1969

LANDMARKS PRESERVATION ADVISORY BOARD

GHIRARDELLI SQUARE

Final Case Report for

October 9, 1968 Meeting

Revised December 18, 1968

OWNERS

Lurline and William Matson Roth

LOCATION AND
BOUNDARY OF
SITEEntire block bounded by North Point Street, Polk Street,
Larkin Street and Beach Street: being Lot 1 in Assessor's
Block 452.

HISTORY

The buildings in the square have varying dates and origins; they have been constructed over a period of more than a century. The oldest building, located on Polk Street, a little south (uphill) from Beach Street, was built for the Pioneer Woolen Mills, a firm organized in 1859 under the impetus of William Chapman Ralston, incorporated 1862, one of a group of firms organized by Ralston, who was one of the first captains of industry on the Pacific Coast. The building, erected about 1859-1860, housed the manufactory of uniforms for Union troops during the Civil War.

The major buildings on the block were erected after the Ghirardelli Company took over the property in 1894, and most were built between 1900 and 1922. They were designed by William Mooser, senior, whose father had designed the Woolen Mill. They replaced wooden dwellings and stables, along North Point, where the men and horses of the Woolen Mill had been housed. A wooden Box Factory, built on North Point and moved to Beach Street, stood until recently demolished and replaced by the present Wurster Building, 1966. Of the buildings built by the Ghirardellis, the most significant, architecturally, is the Clock Tower, erected in 1915. Others erected in this period were the Cocoa and Chocolate Building, the Mustard Building and the Apartment Building, where workmen and their families lived, continuing the tradition set in the 1860's. There was a Power House also.

In April 1962, when the Ghirardelli firm had been sold to a large food products company, and the property was no longer to be used for the production of chocolate and related products, the historic block and its buildings were saved from probable destruction through the efforts of persons who interested Mrs. Roth and her son, William Matson Roth, in the idea of a shopping area combined with tourist attractions

The design of the Square and its new buildings was done by Wurster, Bernardi and Emmons, and the landscaping on the project was done by Lawrence Halprin.

Today a pleasant open courtyard, with a view of the bay and its maritime trade and pleasure vessels, is surrounded by retail shops, restaurants, theatre and other consumer-oriented businesses. This court, once secluded and private, now is attractively landscaped and inviting to the public: the steps from Beach Street; the gateway from Larkin Street, the tunnel entrance from North Point, between the clock tower and the Mustard Building, all lead into and afford views to and from the courtyard, which add old world charm to a once utilitarian American workplace.

ARCHITECTURE AND
DESIGN

A group of buildings, ranging in age from over a century to a few years old, located on an entire square block, and surrounding an irregular courtyard. The group displays architectural unity, despite varying styles, created by the use of exposed red brick, concrete, and exterior cast iron.

The structures range in height from one to five stories, and in size from around one hundred square feet in ground area to over ten thousand. They range in original use from factory and storage buildings to power house and dwelling; in present use from shop to manager's offices and manufactory, from restaurant to theatre.

The oldest building now standing in the square is the Pioneer Woolen Mill building, designed and built in 1859-1860 by the father of William Mooser senior (later architect for the major buildings in the Square) for the Pioneer Woolen Mills. It is now a four story building with rear on Polk Street, and placed at an acute angle to that street. It is constructed of old red brick, has broad plank floors, supported by or resting upon exposed wood columns: the old floors are now overlaid with hardwood. It is marked by exposed anchor bolts and iron shutter rings around the windows; the windows are rectangular, with flat brick arches and inner wooden lintels; the whole building now faces upon a small courtyard, and in front has an iron stairway with iron railings, with the entrance paved with brick. Brick walls at the ends continue upward as gables; and the roof, originally of corrugated iron, is now tiled.

The major buildings are those facing North Point Street. Here were built, between 1900 and 1922, the principal structures forming the square today. On the extreme left as one faces the square from the south, corner of Polk Street are the Cocoa (1900) & Chocolate (1911) Buildings. Four stories high in front, with a lower floor which makes it five stories high on the lower, or courtyard side, it is likewise built of red brick, exposed and weathered. Striking white trim, contrasting sharply with the red brick, is comprised of quoins, the voussoirs of the flat arches, and the sills of the windows. These elements are of moulded concrete painted white. The roof line is battlemented (brick alone is used on Polk Street; but the North Point facade has white simulated stone capstones and sills in the embrasures on the roof). The main entrance of the building, on North Point Street, is framed in the same simulated white stone. Wide flat pilasters support scrolled brackets or consoles, which in turn support a flat pediment or cornice, projecting well beyond the wall. There is a crest, formed by a wreathed medallion, resting on the pediment or cornice; above this, the second story windows are outlined in simulated stone, and a large plaque above these bears the name "D. Ghirardelli Co.". There are cornices, increasingly prominent, at second-story, third-story and roof line; all are of poured or moulded concrete, simulating white stone. In the center of the building is a raised portion of the parapet wall, framed by white simulated stone turrets, and enclosing a roundel bearing the date "1919", added when the top floor was built.

ARCHITECTURE AND
DESIGN (continued)

This building, a portion of the Cocoa Building, and also four stories on North Point Street, immediately adjoins and forms one building with a later portion. This later eastern portion is very similar in style to the corner portion, already described, but here the first and second story windows have round arches: the name again appears at second story level, and has the dates of 1852-1900 below. There is, again, a roundel at roof line, bearing date of 1922. There is no major center entrance, as in the other portion, but there are minor entrances in the flanking wings. Small towers, or wings, project slightly beyond the main facade and are outlined by white stone quoins. The lower story windows have very pronounced arches in these wings. Utilitarian iron-balcony fire-escapes detract from the facade of this portion of the Cocoa and Chocolate Building.

The next building to the east, separated from the previously-mentioned structure and from the Clock Tower Building at the Larkin Street corner, is the Mustard Building. Three story, again constructed of red brick, this building is battlemented and has the usual white stone trim. Here the roundel bears the date of 1911.

The Clock Tower Building, at the corner of North Point and Larkin Streets, is the most distinguished of all Ghirardelli Square buildings. A four story tower with Mansard roof dominates the building which is rectangular and has a principal facade facing each street. The tower was designed as a copy of the famed tower at the Chateau de Blois, which was erected 1535-1538, by Mansard for Louis XII, and where for the first time an architect combined stone and brick in one building during the late French Renaissance.

The clock tower itself, like its original in France, is distinguished by certain characteristics of the early work of Mansard: prominent stone trim on basic brick; window mullions are cruciform; extremely ornate cornice at the base of the tower; a steeply pitched roof; elegant dormers; delicate tracery of detail on the stone rail surmounting the cornice; being a combination of late Gothic forms with early Renaissance detail. There are some differences from the original: there is no turret; no chimney; the dormers are less ornate; the quoins are more irregular; the windows are rectangular rather than arched; and the dormers are louvered rather than windowed. The fourth story windows in the original are replaced by the clock faces in the copy.

The Clock Tower Building is not battlemented, as are the other buildings on North Point Street. The entrance doorways, of white simulated stone (concrete) are round-arched; the windows are rectangular; and have the same irregular quoins as the tower itself. There is a delicate cornice at the roof-line, with a high flat parapet wall above. The tower is surmounted by a double finial, joined by an ornate rail.

ARCHITECTURE AND
DESIGN^N (continued)

The Apartment Building, lying on Larkin Street below the Clock Tower and the Main gateway to the Courtyard, is in the same style as the buildings on North Point Street; but like the Clock Tower Building, is not battlemented. With new enlarged glass windows, and doorways, the building now houses a restaurant. The building was built in 1916.

There are newer buildings in the courtyard, and on the north side of the court; these blend harmoniously with the old, using red brick as building material also. However, they are not Gothic or Renaissance but Contemporary or modern styles. The principal of these, designed by his firm, (1964) is the Wurster Building. Tile roof combines with brick walls to provide an appropriate setting for Spanish (Mexican) restaurant and shops. Other more modern structures are small information kiosks, and sales shops. Chiefly of glass and modern materials, they add to the feeling of openness in the yard, with their floor to ceiling glass walls and doors.

The old Power House, at the corner of Polk and Beach Streets, a one story brick structure with corrugated iron roof, is not one of the older buildings (1915). It lacks the strikingly handsome combination of red brick and white stone which mark the main buildings, but is distinguished in its own right.

The courtyard is characterized by terracing and the use of steps and exterior means of entrance into upper levels of the older buildings; iron galleries and stairways dominate the elevations of the south (uphill) side of the yard; occasional pieces of sculpture adorn the court: a distinguished fountain (round pool, with sculpture) graces the eastern end of the court. The sculpture, designed and executed by Ruth Asawa, includes two mermaids, an infant mermaid, giant tortoises, bearing frogs spouting water, and water lily leaves.

ZONING AND
SURROUNDING
LAND USE

Zoning is C-M(general commercial) formerly industrial. Surrounding land use is mixed: residential, commercial, industrial, and park-recreational.