



# SAN FRANCISCO PLANNING DEPARTMENT

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## Certificate of Appropriateness Case Report

HEARING DATE: NOVEMBER 5, 2014

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San Francisco,  
CA 94103-2479

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Planning  
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*Filing Date:* September 10, 2014  
*Case No.:* **2014.1384A**  
*Project Address:* **FERRY BUILDING (THE EMBARCADERO)**  
*Historic Landmark:* No. 90 – Ferry Building  
*Zoning:* C-2 (Community Business) District  
84-J Height and Bulk District  
Waterfront Special Use District, subarea #1  
*Block/Lot:* 9900 / 274, 275  
*Applicant:* Andrew Wolfram  
TEF  
1420 Sutter Street  
San Francisco, CA 94109  
*Staff Contact* Pilar LaValley - (415) 575-9084  
pilar.lavalley@sfgov.org  
*Reviewed By* Tim Frye – (415) 575-6822  
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### PROPERTY DESCRIPTION

The **FERRY BUILDING** is located on the east side of The Embarcadero across from Justin Herman Plaza and the east end of Market Street (Assessor's Block 9900, Lots 274 and 275). The building is designated as San Francisco Landmark #90 and is also a contributing resource to the National Register-listed Embarcadero Historic District. It is located in a C-2 (Community Business) Zoning District, Waterfront Special Use District, subarea #1, and an 84-J Height and Bulk District.

The Ferry Building, designed by architect A. Page Brown, opened to the public in 1898. It served as the primary transportation hub for the city from its opening until the 1950s. In the 1950s, the upper floor of the building was converted from passenger waiting areas to office use. In the early 2000s, the building was rehabilitated with the ground floor for retail tenants and the upper floor for office uses.

### PROJECT DESCRIPTION

The proposed project is for alterations to the north arcade of the building, which faces The Embarcadero. Specifically, the proposal includes:

- Removal of the existing non-historic steel storage enclosures that are utilized by Center for Urban Education about Sustainable Agriculture (CUESA) in the north arcade. CUESA materials will be relocated to the storage enclosure located in the south arcade.
- Installation of partial-height, painted steel modular structure with bonded bronze and glass infill panels to provide five retail kiosks within the Ferry Building north arcade. Each kiosk will have an open area for display and seating, and an enclosed area to serve kiosk tenant's needs for food

preparation, storage or other requirements. Tenant signage, lighting fixtures, and radiant heaters associated with the retail kiosks are also integrated into kiosk design and construction.

- Infill of non-historic windows in the east wall of the Ferry Building north arcade where the new retail kiosks will be constructed.
- Installation of up to five new pedestrian door openings in the east wall of the Ferry Building north arcade associated with the new retail kiosks.

Please see photographs and plans for details.

#### 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 structure 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.

##### THE SECRETARY OF THE INTERIOR'S STANDARDS

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

**Standard 1:** A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

*The arcade was historically used to access passenger ticketing windows and circulation, a public-serving use similar to the proposed retail use. The new retail kiosks will not fill the entire height or*

*depth of the arcade in order to maintain the distinctive space and spatial relationships of the arcade.*

**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.

*No historic materials will be removed or altered with this proposal. No attachment will be made to the arches or columns that frame the arcade. The kiosks will be installed along the east wall of the arcade, which was a wall (with windows) constructed in the 2002 renovation. The kiosks will be partial height structures, and a 10 foot wide corridor will be maintained along the length of the arcade, in order to provide continuity with the historic circulation pattern and to maintain a sense of openness within the arcade space.*

**Standard 3:** Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

*The project does not propose to add conjectural features or changes that create a false sense of historical development. The new kiosks will be simple in design and constructed of metal and glass materials in order to be clearly contemporary and differentiated from the historic building while being compatible.*

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

*The distinctive finishes and features of the original building will be retained and preserved. The proposal is limited to the construction of kiosks attached to non-historic walls and floors. The proposed project will preserve the craftsmanship that characterizes the building and property.*

**Standard 9:** New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

*The kiosks will not destroy historic materials, features, or spatial relationships. The full width and open feeling of the arcade will be visible at more locations than with the existing CUESA storage structure, and a 10 foot wide corridor will be maintained the length of the arcade to provide continuity with the historic circulation pattern. The new kiosks will have a simple design utilizing painted metal and glass in a manner that relates to the character of the Ferry Building. The new kiosks will be differentiated from the old yet compatible with the scale, massing, bay spacing, materials and finishes of the arcade and the building.*

**Standard 10:** New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

*The proposed kiosks will be installed in a manner that is readily reversible, and if removed in the future, the form and integrity of the historic arcade of the Ferry Building would be unimpaired.*

## PUBLIC/NEIGHBORHOOD INPUT

To date, the Department has received one letter and one email regarding the project. The letter, from SF Heritage, indicates that Heritage's Issues Committee reviewed the proposed project and is in strong support. The email, from an existing retail tenant in the Ferry Building, noted that he is excited about the project but has concerns about the additional pressures that the project will put on the building's plumbing system.

## ISSUES & OTHER CONSIDERATIONS

None.

## STAFF ANALYSIS

Staff has determined that the proposed work will be in conformance with the requirements of Article 10 and the *Secretary of Interior's Standards for Rehabilitation*. Proposed work is compatible with the historic structure while being clearly differentiated. The new retail kiosks will attach to non-historic material and have been configured to maintain the arches, columns, openness, and spatial relationships that characterize the north arcade of the Ferry Building. The original east wall of the arcade, which contained passenger ticketing windows, was altered when the arcade was infilled in the 1950s, and the existing wall was constructed during the building rehabilitation in the early 2000s. Installation of the new retail kiosks will allow the full width and open feeling of the arcade to be more visible than with the existing CUESA storage structure, and a 10 foot wide corridor will be maintained the length of the arcade to provide continuity with the historic circulation pattern. The proposed design utilizes materials (painted steel, bonded bronze panels, and glass) that are characteristic of the building and employs a design aesthetic that is clearly contemporary but that does not compete with the architectural expression of the arcade or the Embarcadero façade of the Ferry Building. Staff finds that the historic character of the landmark building will be retained and preserved and the project will not result in the removal of historic fabric.

In order to ensure that details of the new retail kiosks are consistent with the character and visual qualities of the landmark building, the Department recommends the following conditions of approval:

Upon completion of construction drawings, the following shall be submitted to Planning Department Preservation Staff for review and approval:

1. Attachment details for the modular kiosk structure, and any tenant improvements (case work, seating, signage, etc.), to east wall of Ferry Building arcade.
2. Construction and finish details for the new pedestrian door openings in the east wall of Ferry Building arcade.
3. Materials board with finish samples for the bonded bronze panels, painted steel, casework, and new pedestrian doors.

## 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 WITH CONDITIONS of the proposed project as it appears to meet the *Secretary of the Interior Standards for Rehabilitation*. Staff recommends the following conditions of approval:

Upon completion of construction drawings, the following shall be submitted to Planning Department Preservation Staff for review and approval:

1. Attachment details for the modular kiosk structure, and any tenant improvements (case work, seating, signage, etc.), to east wall of Ferry Building arcade.
2. Construction and finish details for the new pedestrian door openings in the east wall of Ferry Building arcade.
3. Materials board with finish samples for the bonded bronze panels, painted steel, casework, and new pedestrian doors.

## ATTACHMENTS

Draft Motion  
Parcel Map  
Sanborn Map  
Aerial Photos  
Site Photos  
Public comment  
Sponsor Packet and drawings

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# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Draft Motion

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Suite 400  
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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 274 AND 275 IN ASSESSOR’S BLOCK 9900, WITHIN AN C-2 (COMMUNITY BUSINESS) ZONING DISTRICT, WATERFRONT SPECIAL USE DISTRICT, SUBAREA #1, AND AN 84-J HEIGHT AND BULK DISTRICT.**

### PREAMBLE

WHEREAS, on September 10, 2014, Andrew Wolfram of TEF (“Project Sponsor”) filed an application with the San Francisco Planning Department (“Department”) for a Certificate of Appropriateness to remove the non-historic steel storage structures in north arcade of the Ferry Building and install five modular painted steel retail kiosks, on the subject property located on Lots 274 and 275 in Assessor’s Block 9900.

Specifically, the proposal includes:

- Removal of the existing non-historic steel storage enclosures that are utilized by Center for Urban Education about Sustainable Agriculture (CUESA) in the north arcade. CUESA materials will be relocated to the storage enclosure located in the south arcade.

- Installation of partial-height, painted steel modular structure with bonded bronze and glass infill panels to provide five retail kiosks within the Ferry Building north arcade. Each kiosk will have an open area for display and seating, and an enclosed area to serve kiosk tenant's needs for food preparation, storage or other requirements. Tenant signage, lighting fixtures, and radiant heaters associated with the retail kiosks are also integrated into kiosk design and construction.
- Infill of non-historic windows in the east wall of the Ferry Building north arcade where the new retail kiosks will be constructed.
- Installation of up to five new pedestrian door openings in the east wall of the Ferry Building north arcade associated with the new retail kiosks.

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 November 5, 2014, the Commission conducted a duly noticed public hearing on the current project, Case No. 2014.1384A ("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 **APPROVES WITH CONDITIONS** the Certificate of Appropriateness, in conformance with the conceptual architectural plans dated October 16, 2014 and labeled Exhibit A on file in the docket for Case No. 2014.1384A based on the conditions and findings listed below.

### **CONDITIONS OF APPROVAL**

Upon completion of construction drawings, the following shall be submitted to Planning Department Preservation Staff for review and approval:

1. Attachment details for the modular kiosk structure, and any tenant improvements (case work, seating, signage, etc.), to east wall of Ferry Building arcade.
2. Construction and finish details for the new pedestrian door openings in the east wall of Ferry Building arcade.
3. Materials board with finish samples for the bonded bronze panels, painted steel, casework, and new pedestrian doors.

### **FINDINGS**

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

1. The above recitals are accurate and also constitute findings of the Commission.

2. Findings pursuant to Article 10:

The Historical Preservation Commission has determined that the proposed work is compatible with the character of the landmark as described in the designation report dated December 15, 1976.

- The proposal is compatible with, and respects, the character-defining features of the landmark building.
- The proposed work will not damage or destroy distinguishing original qualities or character of the landmark building.
- The proposed project will not remove distinctive materials nor irreversibly alter features, spaces, or spatial relationships of the arcade that characterizes the property.
- That proposed retail kiosks will have a contemporary design that is compatible with the character of the landmark building.
- If the proposed addition is removed in the future, the essential form and integrity of the landmark building will remain intact.
- The proposed project meets the following *Secretary of the Interior's Standards for Rehabilitation*:

**Standard 1.**

*A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

**Standard 2.**

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

**Standard 3.**

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

**Standard 5.**

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

**Standard 9.**

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

**Standard 10.**

*New additions and adjacent or related new construction shall be undertaken in such a manner that if*



*removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

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

I. URBAN DESIGN ELEMENT

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

GOALS

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

OBJECTIVE 1

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

POLICY 1.3

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

OBJECTIVE 2

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

POLICY 2.4

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

POLICY 2.5

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

POLICY 2.7

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

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

*The proposed project qualifies for a Certificate of Appropriateness and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the Ferry Building 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:

*Retail uses will be enhanced by the addition of neighborhood serving retail adjacent to the Embarcadero in a space currently used for storage.*

- 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 have no effect on housing and will strengthen neighborhood character by respecting the character-defining features of the landmark in conformance with the Secretary of the Interior's Standards.*

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

*The project will not impact the affordable housing supply.*

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

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

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

*The proposed will not have any impact on industrial and service sector jobs. No office development is proposed as part of the project.*

- 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 improved by the proposed work. All construction will 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 Article 10 of the Planning Code and the Secretary of the Interior's Standards for Rehabilitation.*

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

*The proposed project will not impact the access to sunlight or vistas for the parks and open space.*

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

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS a Certificate of Appropriateness** for the property located at Lots 274 and 275 in Assessor's Block 9900 for proposed work in conformance with the conceptual architectural plans dated October 16, 2014 and labeled Exhibit A on file in the docket for Case No. 2014.1384A.

**APPEAL AND EFFECTIVE DATE OF MOTION:** The Commission's decision on a Certificate of Appropriateness shall be final unless appealed within thirty (30) days. Any appeal shall be made to the Board of Appeals, unless the proposed project requires Board of Supervisors approval or is appealed to the Board of Supervisors as a conditional use, in which case any appeal shall be made to the Board of Supervisors (see Charter Section 4.135).

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

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

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on November 5, 2014.

Jonas P. Ionin  
Commission Secretary

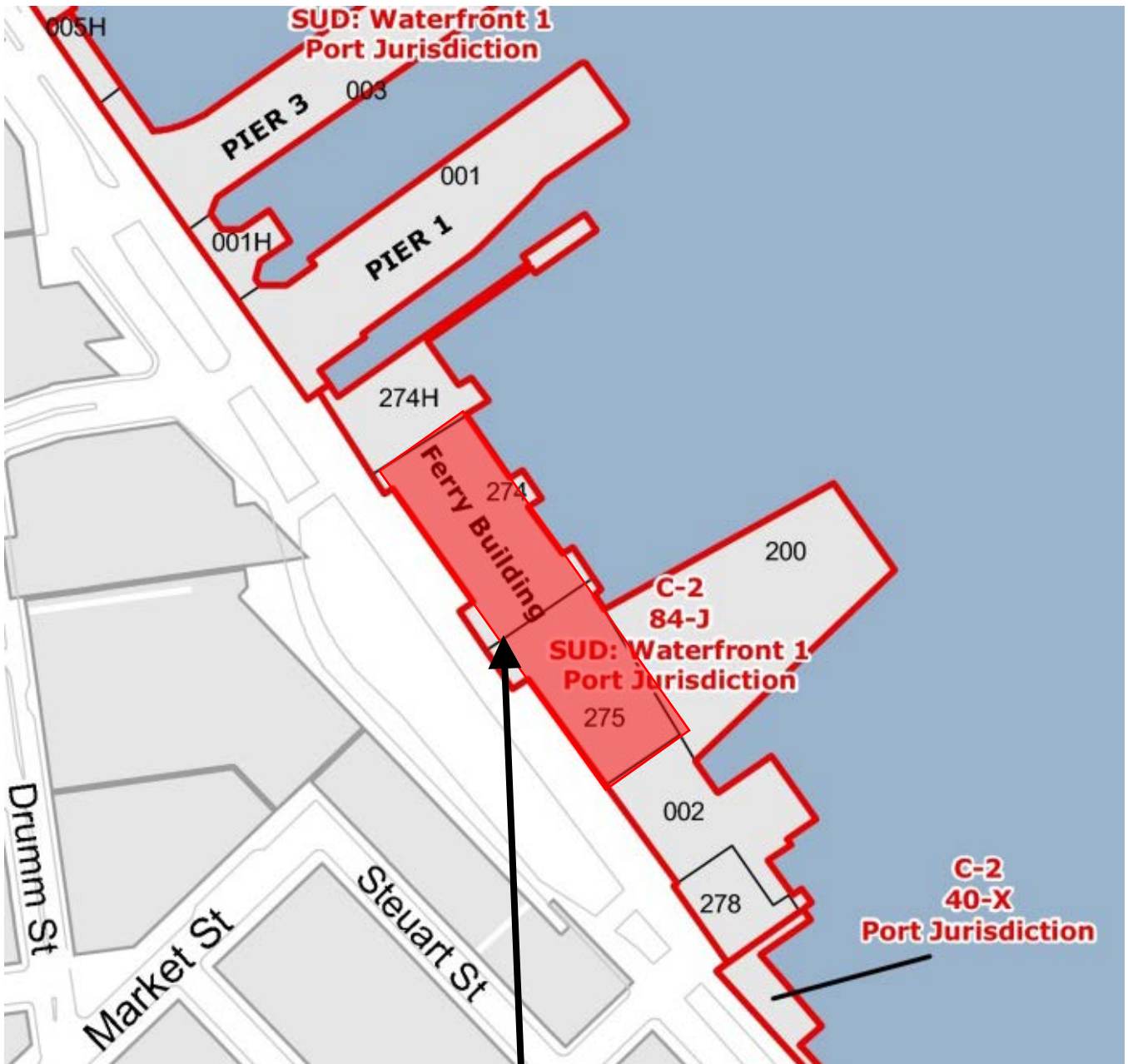
AYES: X

NAYS: X

ABSENT: X

ADOPTED: November 5, 2014

# Parcel Map

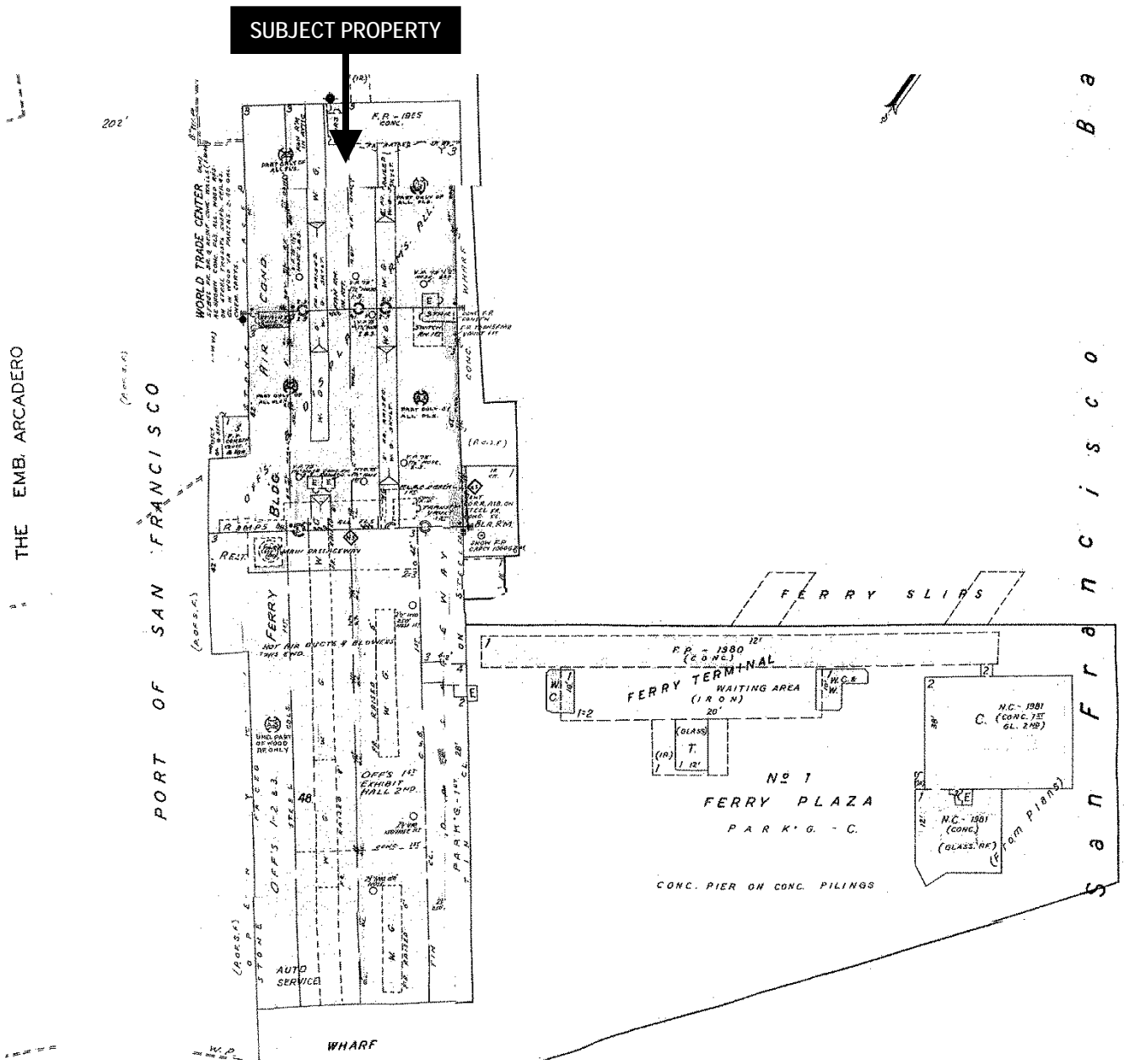


**SUBJECT PROPERTY**



Certificate of Appropriateness  
Case Number 2014.1384A  
Ferry Building

# Sanborn Map\*



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



Certificate of Appropriateness  
 Case Number 2014.1384A  
 Ferry Building

# Aerial Photo



SUBJECT PROPERTY



Certificate of Appropriateness  
Case Number 2014.1384A  
Ferry Building





October 10, 2014

Submitted by email

Andrew Wolfram

TEF

1420 Sutter Street, 2<sup>nd</sup> Floor

San Francisco, CA 94109

[Andrew@tefarch.com](mailto:Andrew@tefarch.com)

RE: North Arcade, Ferry Building

Dear Mr. Wolfram,

On behalf of San Francisco Heritage (Heritage), thank you for your presentation to Heritage's Issues Committee on September 16, 2014 and for the opportunity to comment on the proposed project involving the north arcade of the San Francisco Ferry Building. The project includes the construction of five retail kiosks within the north arcade, intended to enliven the Embarcadero sidewalk by bringing retail activity to a very prominent location.

Heritage is in strong support of the proposed project. The project design is not only sensitive to the character-defining features in the north arcade, but provides a model for possible future replication in the south arcade. Materials should be carefully selected to differentiate new from old, in adherence with Secretary of the Interior's Standard #9. The Issues Committee further recommends that the final design minimally incorporate interpretive content to help convey the historic appearance and use of the arcade, such as the historic photographs currently on display in the main entrance to the Ferry Building.

Thank you again for the opportunity to comment on the proposed project for the north arcade of the Ferry Building. Should you have questions or concerns, please do not hesitate to contact Desiree Smith, preservation project manager, at [dsmith@sfheritage.org](mailto:dsmith@sfheritage.org) or 415/441-3000 x11.

Sincerely,



Mike Buhler  
Executive Director

**From:** [Gregory Hinds](#)  
**To:** [andrew@tefarch.com](mailto:andrew@tefarch.com)  
**Cc:** [LaValley, Pilar \(CPC\)](#); [John Finger](#); [Terry Sawyer](#); [Jodi Stevens](#)  
**Subject:** Proposed Ferry Building Project #2014.1384A  
**Date:** Friday, October 17, 2014 1:29:37 PM

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Good Afternoon, My name is Greg Hinds. I am the General Manager of Hog Island Oyster Company here in The Ferry Building. I am very excited about the proposed work to the North arcade of the Ferry Building. I have concerns regarding the existing plumbing for the main lines. There are four 4 mains that run underneath my existing restaurant. As we have recently expanded, our plumbing contractors noted a 75% blockage in these mains and extremely deteriorated pipes. I can only assume the blockage stems from from the current building tenants to the west of us(2 large tenants and 3 smaller). As we are at the end of the line before the sump pumps, we experience frequent back ups. With the addition of 5 new kiosks that will be plumbed for food preparation (3 compartment sink, grease interceptors, etc) I am concerned that the additional load on these already compromised lines will only lead to further drain issues for my self, but also a potential environmental hazard for our bay. Keep in mind these lines have been in place for over 11 years. They are in dire need of replacement. I look forward to seeing the proposed plans and how my concerns will be addressed. Have a good afternoon, Greg Hinds

--

**Greg Hinds**

Hog Island Oyster Co.  
1 Ferry Building, #11A  
The Embarcadero  
San Francisco, CA 94111  
[greg@hogislandoysters.com](mailto:greg@hogislandoysters.com)  
fax: (415) 391-7118  
phone: (415) 391-7117  
Hog Island is a registered trademark of the Hog Island Oyster Co., Inc.

# NORTH ARCADE FERRY BUILDING

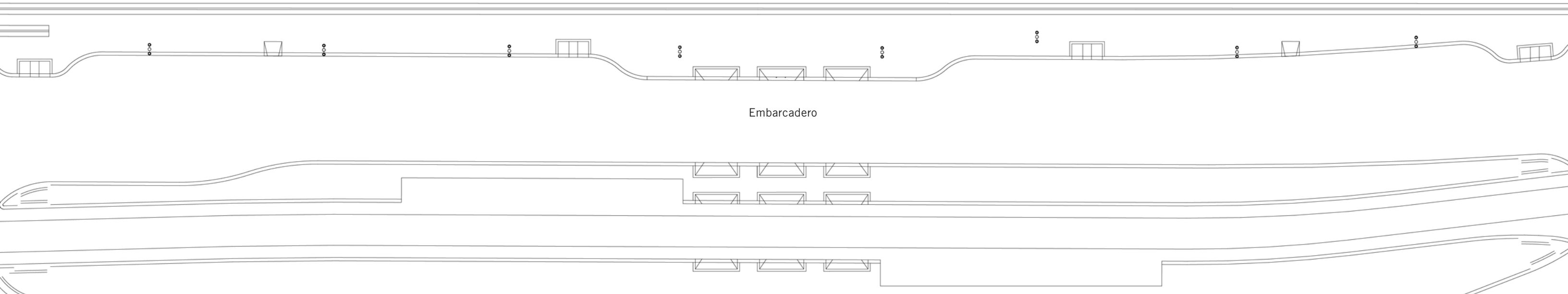
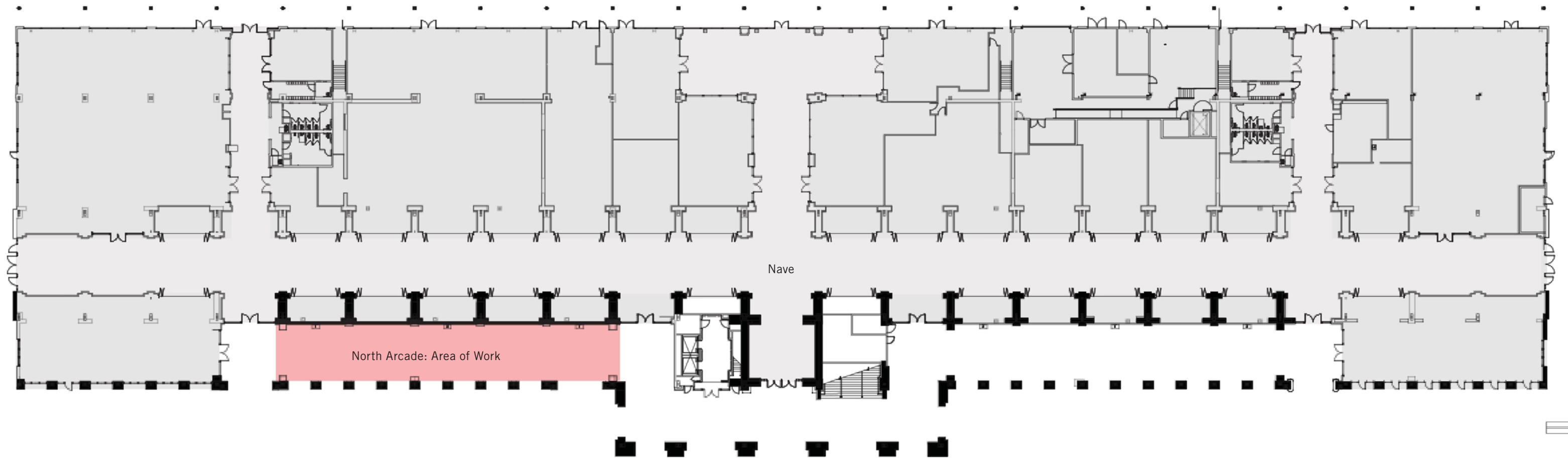
Certificate of Appropriateness

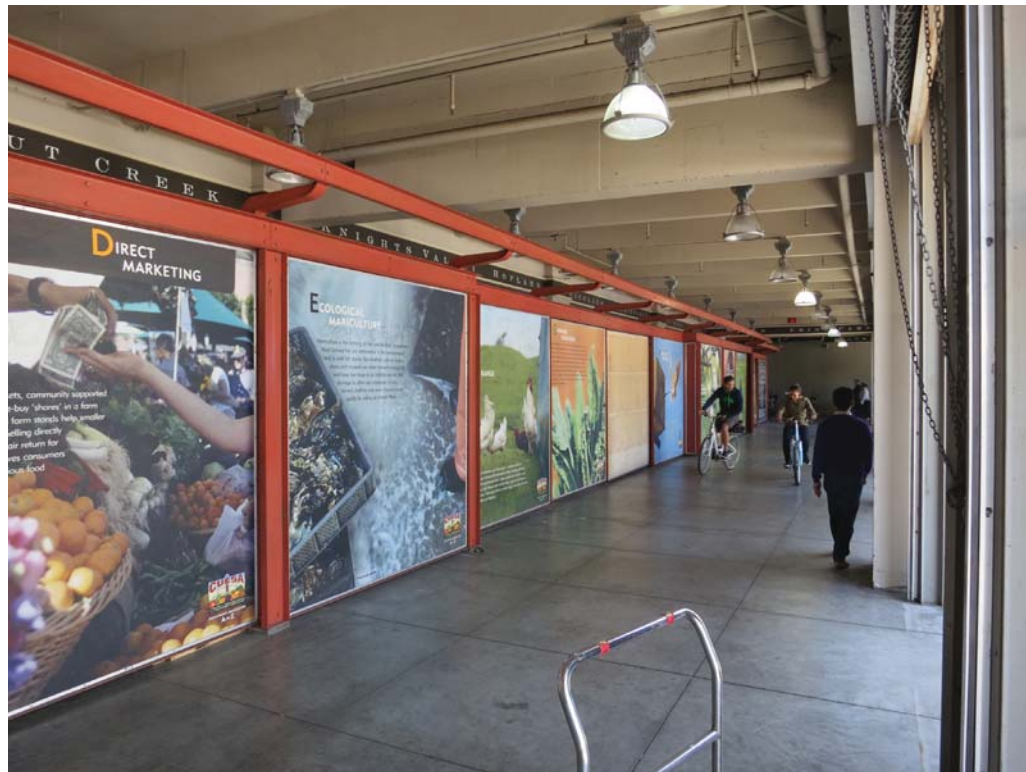
October 16, 2014



TEF







## EXISTING CONDITIONS: NORTH ARCADE



View of the north arcade in the 1940s



View of the north arcade after it was infilled in the 1950s

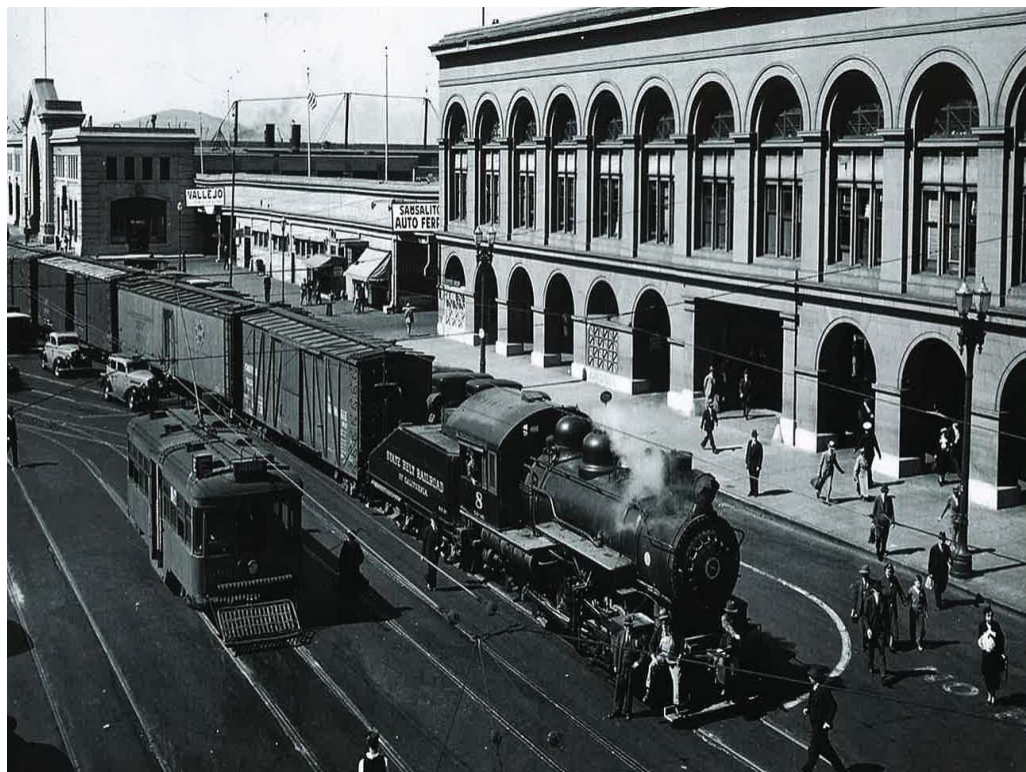


Longshoremen lined up in the north arcade to collect retroactive pay increases, 1946

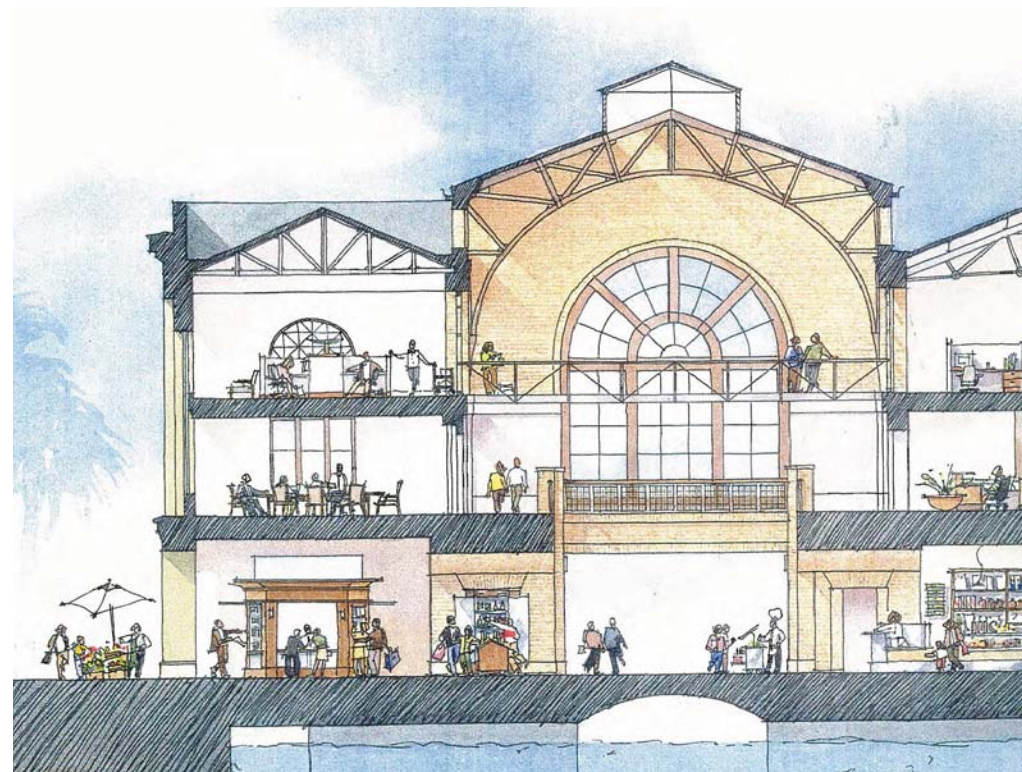
#### FERRY BUILDING AND NORTH ARCADE BACKGROUND

The Ferry Building was completed in 1898 to the design of architect A. Page Brown. It is San Francisco Landmark # 90 and is also listed on the National Register. The building is owned by the Port of San Francisco and leased by Equity Office Properties. A renovation of the building that utilized Historic Tax Credits was completed in 2002. The north and south arcades were historically open air spaces used for passenger ticketing. In the 1950s the north arcade was infilled with storefront. In the 2002 renovation, the storefront was removed and the arcade was once again made an open-air space. At that time, the developer intended to install free standing retail kiosks within the arcades. The design of these kiosks were approved by the State Historic Preservation Office and the National Park Service as part of the Historic Tax Credit part 2 application, but the kiosks were never installed. The current CUESA storage structure was subsequently submitted as an amendment to the tax credit application and was approved and installed.

The new kiosk design will maintain the open-air nature of the north arcade, but allow for retail uses to provide activity. From the Embarcadero, the historic appearance of the arcade, with arched openings with deep shadows and an open-air space within the arcades will be maintained.



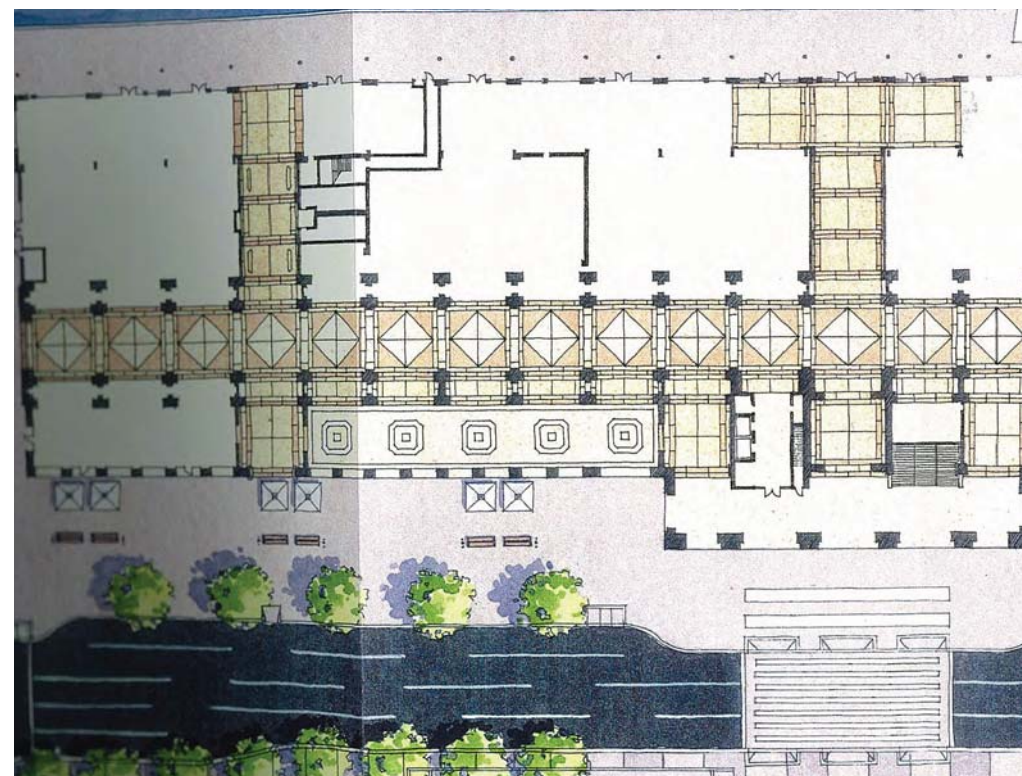
View of the north arcade, 1913



Historic Tax Credit Submittal approved by SHPO: cross section showing kiosks in the arcade



View of the south arcade when it was used for ticketing, c. 1904



Historic Tax Credit Submittal approved by SHPO: plan showing kiosks in the arcade

## PROJECT SCOPE

The project will be built completely within the existing north arcade, which is an existing space permitted for retail uses. The project includes the removal of the current CUESA storage structure which is composed of a steel structure with sliding doors which extends the entire length of the arcade. The proposal would relocate CUESA storage to the existing storage structure in the south arcade. The kiosks in the north arcade and would be sufficiently separated from CUESA use of the Ferry Building Plaza and Embarcadero Promenade on Farmer's market days to avoid potential usage or circulation conflicts.

Each kiosk will have an open area for display and seating, and an enclosed area to serve kiosk tenant's needs for food preparation, storage or other requirements. The enclosed parts of the kiosks are intended to be simple partial-height pavilion like structures designed so that the open feeling of the arcade remains legible.

### Kiosk Architectural Details

- The kiosks will be painted steel modular structures, with steel and glass infill panels. The inner retail kiosk open display or seating areas would be enclosed with sliding metal gates that would open and close with the adjacent retail kiosk use.
- The two end (corner) kiosks will have an open display and seating area so that the full width of the arcade is maintained. This open area would have no gate enclosure and could function as circulation or seating areas that would be open to the public from 6 am to 10pm when the Ferry Building is open, even if the adjacent retail kiosk is closed.
- Doors may be installed within the enclosed kiosks in the future along the eastern wall to connect the kiosk to individual Nave shops.
- Existing non-historic window openings located along the eastern wall will be infilled to match the existing painted plaster wall surface.
- The back wall of each kiosk's open display area will accommodate shelving or casework
- Tenant signage guidelines will be developed and provided at a future date. Signage will consist of a blade sign at each kiosk, and potentially some signage along the back wall of the open display area.

### Kiosk Functional Details

- Each enclosed kiosk will be provided with a three-compartment sink, and a hand-washing sink and counters and casework for tenant storage. All plumbing piping and venting will be concealed from view.
- There will be no cooking that requires exhaust hoods within the enclosed kiosks.
- Radiant heaters and lighting will be suspended in the open display areas.
- Low profile mechanical equipment serving the enclosed kiosk will be located behind the parapet wall on each kiosk and will not be visible from the arcade.

## COMPLIANCE WITH THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

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

### Standard 1:

A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

*The arcade was historically used to access passenger ticketing windows and circulation, a public-serving use similar to the proposed retail use proposed.*

### 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.

*No historic materials will be removed or altered with this proposal. No attachment will be made to the front arches and columns. The kiosks will be installed along the east wall of the arcade, which was a wall (with windows) constructed in the 2002 renovation. The kiosks will be partial height structures, and though the open-air character of the arcade will be modified by the installation of the kiosks, a 10 foot wide corridor will be maintained along the length of the arcade in order to provide continuity with the historic circulation use.*

### Standard 3:

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

*The proposed project does not propose to add conjectural features or changes that create a false sense of historical development. The new kiosks will be simple in design and constructed of metal and glass materials in order to be clearly contemporary.*

### Standard 4:

Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

*The kiosks do not impact or remove any relevant historic features.*

### Standard 5:

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

*The distinctive finishes and features of the original building will be retained and preserved. The proposal is limited to the construction of kiosks attached to non-historic walls and floors. The proposed project will preserve the craftsmanship that characterizes the building and property.*

### 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 physical evidence.

*The project does not propose to replace or repair any historic elements.*

### Standard 9:

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

*The kiosks will not destroy historic materials, features, or spatial relationships. The full width and open feeling of the open arcade will be visible at more locations than with the existing CUESA storage structure, and a 10 foot wide corridor will be maintained the length of the arcade to provide continuity with the historic circulation use. The new kiosk will be differentiated from the old yet compatible with the scale, massing, bay spacing, materials and finishes of the arcade and the building.*

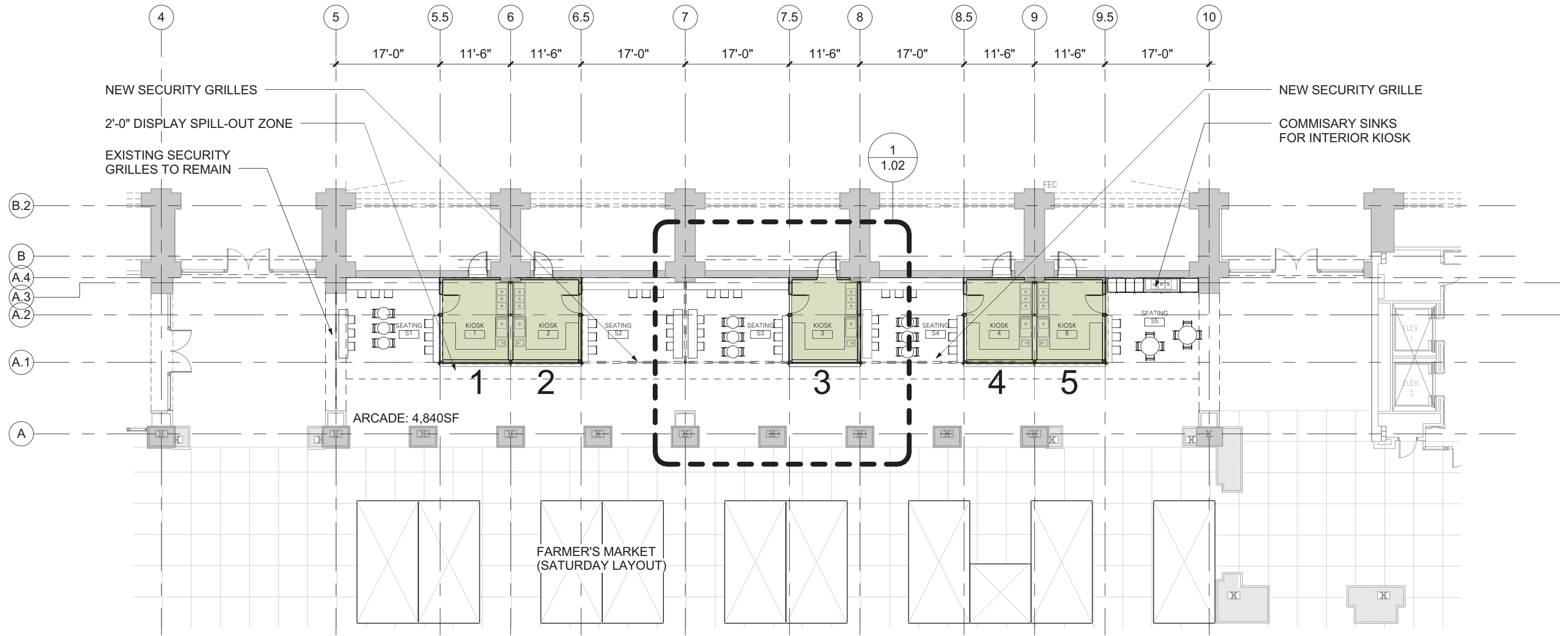
### Standard 10:

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

*The proposed kiosks will be installed in a manner that is readily reversible, and if removed in the future, the form and integrity of the historic arcade property would be unimpaired.*







Plan shows conceptual layouts. Plan Details to be finalized based on future leasing.

RETAIL SPACE 1 & 5: No gate enclosure around open kiosk area

RETAIL SPACE 2 - 4 : Curtain gate to secure open kiosk area

# PLAN





Bonded Bronze Panel



Menu / Signage Area

Pass Through Window



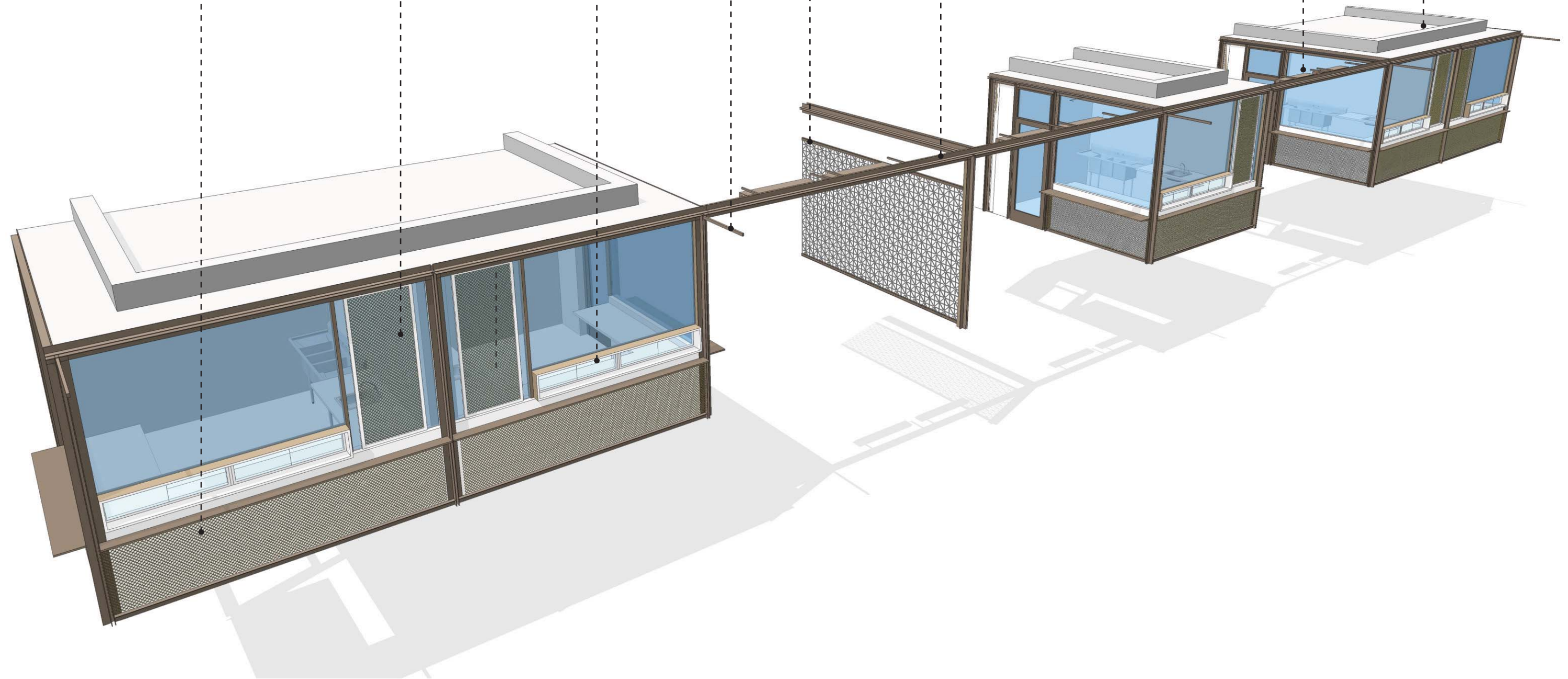
Blade Sign

Dividing Wall

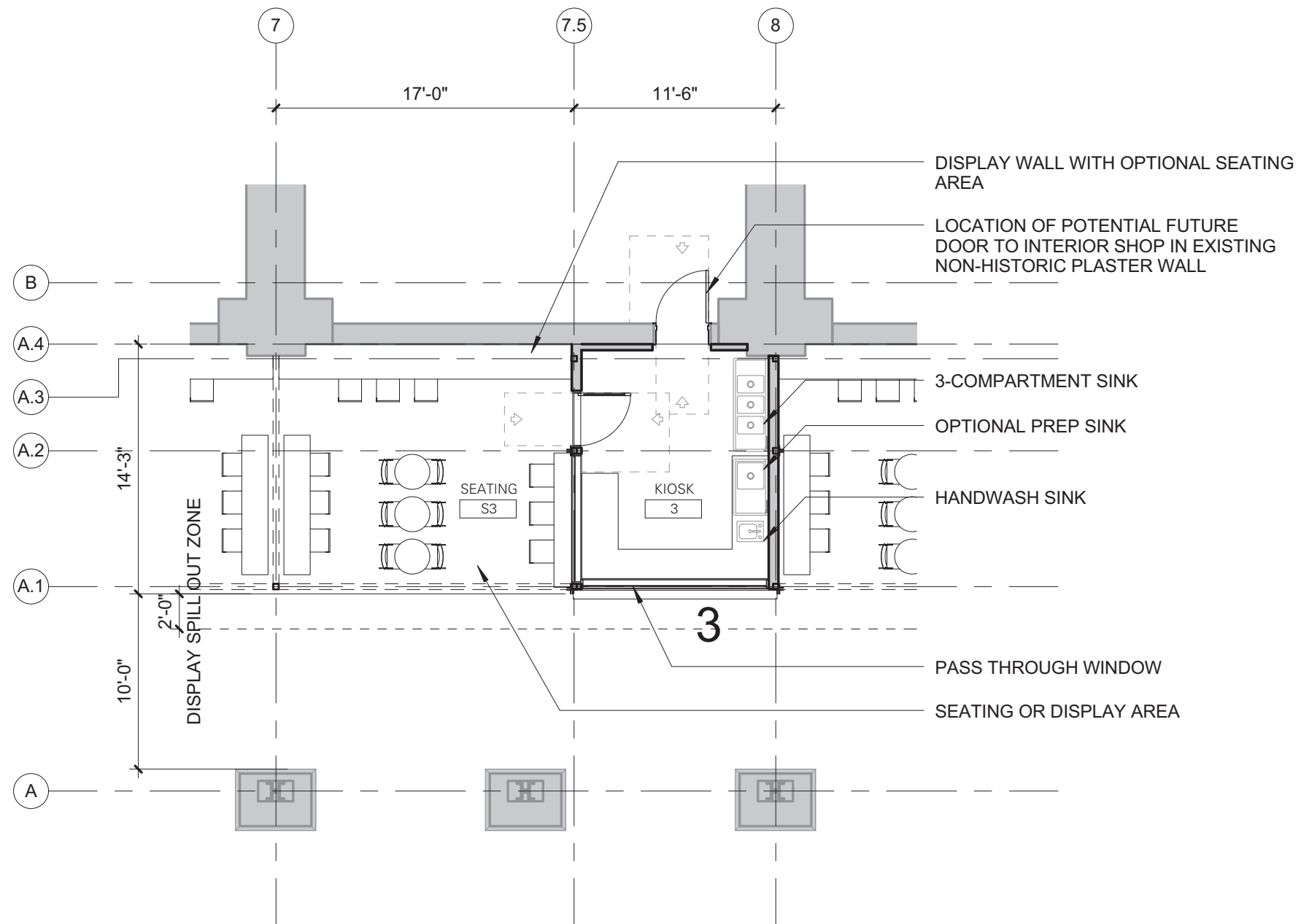
Support Frame:  
HSS 6x4x1/4" Beam, Typ  
HSS 4X4X3/8" Post, Typ

Radiant Heaters

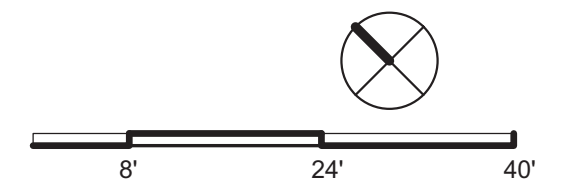
Retail Module



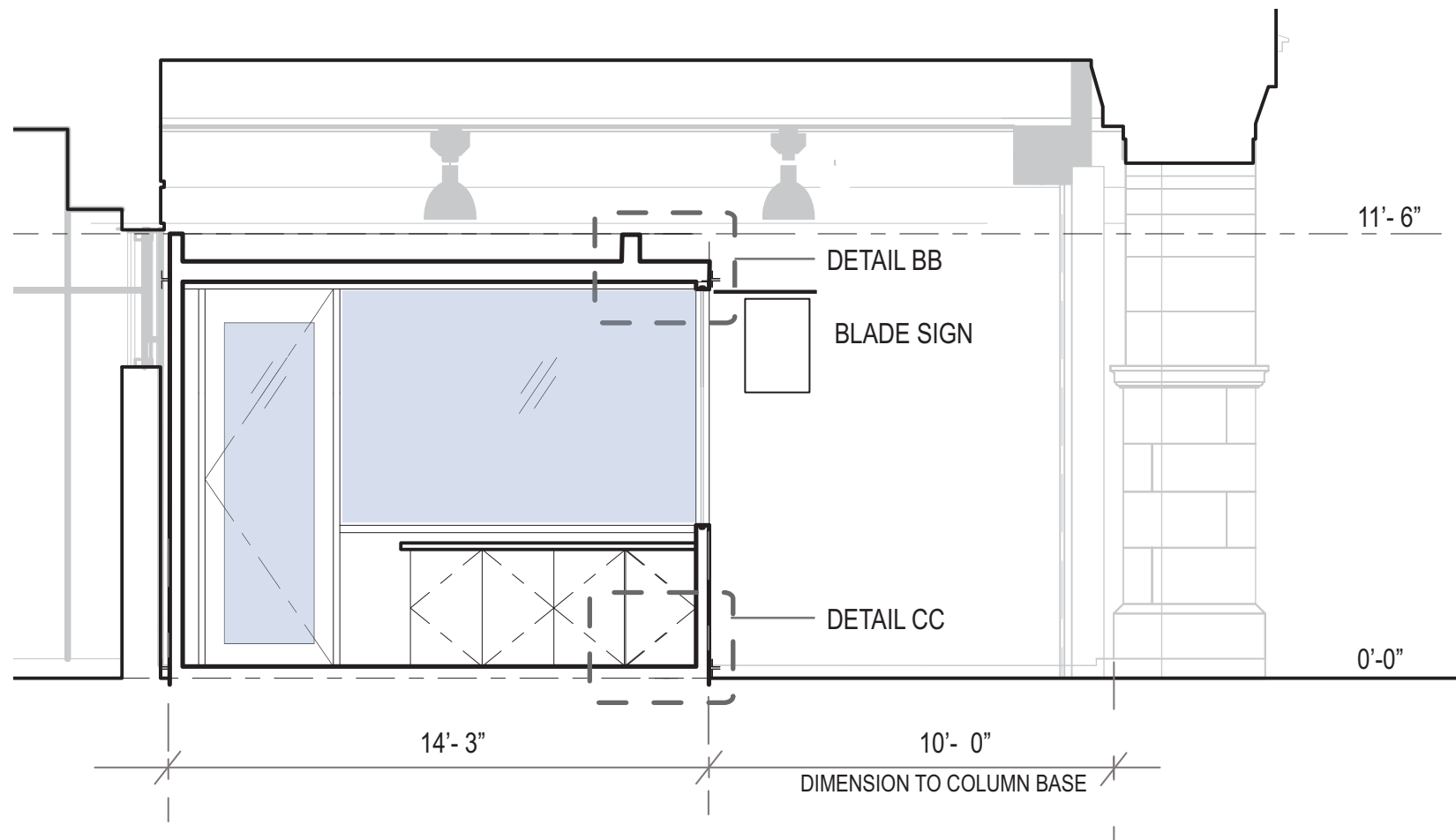
# MODULAR CONCEPT: RETAIL MODULES



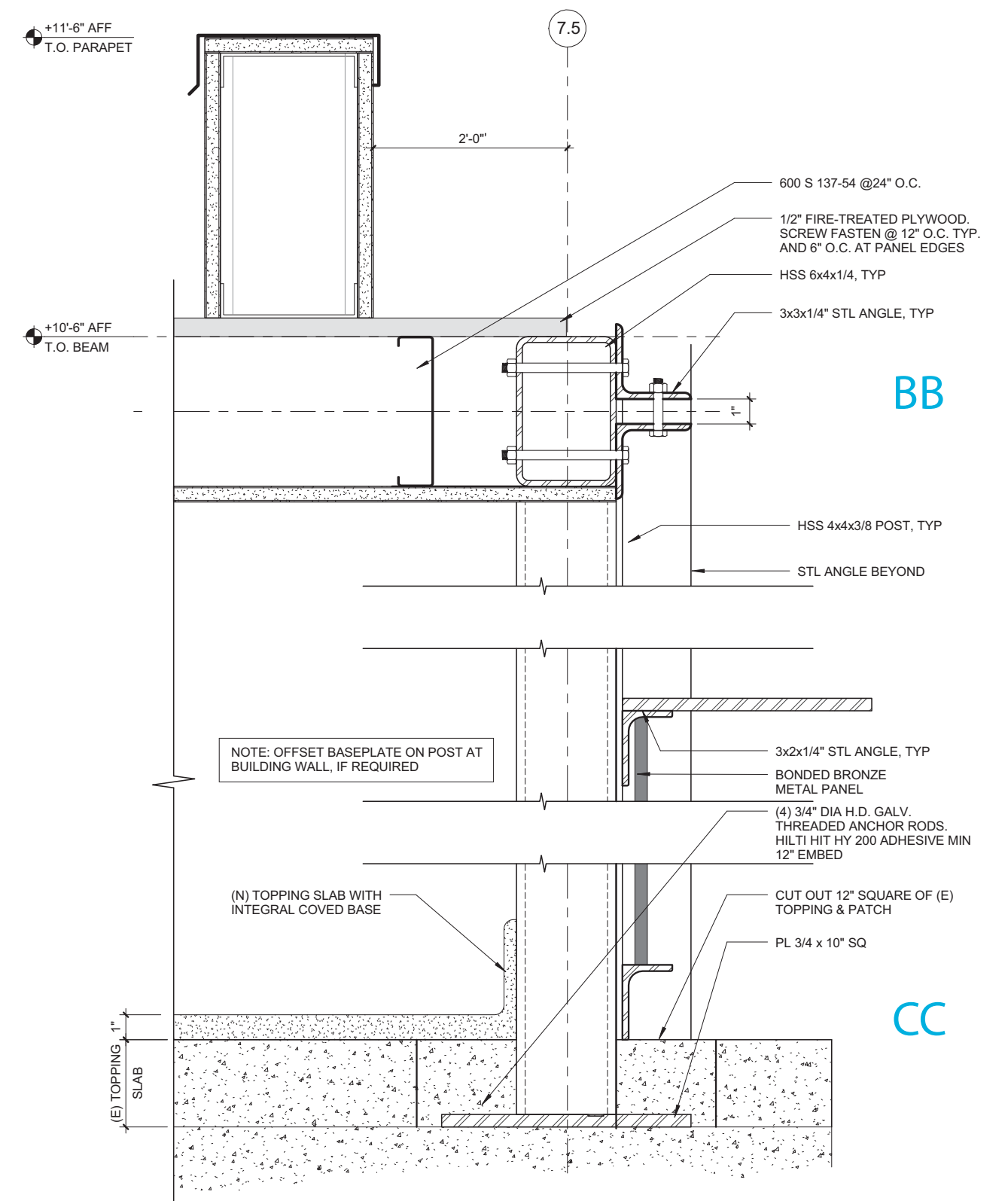
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ENLARGED PLAN



SECTION AA



SECTION AT POST





MODULAR CONCEPT: ELEVATION



ELEVATION