



# SAN FRANCISCO PLANNING DEPARTMENT

## Permit to Alter Case Report Consent Calendar

HEARING DATE: October 1, 2014

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*Filing Date:* September 4, 2014  
*Case No.:* **2014.1361H**  
*Project Address:* **1355 Market Street**  
*Category:* Category I (Significant) – Western Furniture Exchange  
*Zoning:* C-3-G (Downtown General Commercial)  
120-X, 150-S & 200-S Height and Bulk District  
*Block/Lot:* 3508/001  
*Applicant:* Elisa Skaggs,  
Page & Turnbull  
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### PROPERTY DESCRIPTION

Historically known as the Western Furniture Exchange & Merchandise Mart, the subject building is Category I (Significant) Building located at 1355 Market Street (1301-1363 Market Street) in Assessor's Block 3508, Lot 001. The property is located on the south side of Market Street between 9<sup>th</sup> and 10<sup>th</sup> Streets within the C-3-G (Downtown General Commercial) Zoning District and a 120-X, 150-S & 200-S Height and Bulk District. Constructed in 1937, the subject building is designed in Art Deco-style with later additions in 1941, 1947, 1958, and 1963 based on designs by Capital Company. The existing 11-stories structure is capped by a flat roof with parapet and is of concrete frame structure clad in glazed terra cotta, granite, and metal<sup>1</sup>.

The original building was 8-stories, and the rectangular footprint stopped short of 9<sup>th</sup> Street; the 9<sup>th</sup> Street wing was added in 1947, based on designs by Capital Company, filling out the Market Street facade to 9<sup>th</sup> Street and giving the building its current shape.

The rear elevation, along Stevenson Street, has a stucco finish except for a strip of the terra cotta cladding that turns the corner from the 10<sup>th</sup> Street façade treatment. The Stevenson Street elevation does not display

<sup>1</sup> The building description is excerpted from Page & Turnbull *Supplemental Information for Environmental Evaluation for Market Square 1355 Market Street* (April 20, 2011) and Page & Turnbull *Market Square, 1355 Market Street, Historic Resource Evaluation* (revised October 14, 2011).

the decorative elements found on the primary facades, including the glazed terra cotta cladding. The Stevenson Street façade is arranged into fifteen bays featuring a regular fenestration pattern, with paired rectangular windows and louvers, referencing the fenestration pattern displayed on the primary facades. The ground floor contains centrally located double height openings that lead to the main lobby of the building. The entrances are flanked by four storefronts in each bay. The last two bays nearest to the 9<sup>th</sup> Street façade have loading area doors while the last two bays nearest to the 10<sup>th</sup> Street façade continue the paired windows and louvers from the upper floors.

## **PROJECT DESCRIPTION**

The proposal is for the installation of mechanical ducts along the Stevenson Street façade. Specifically three ducts spanning the height of the existing building will be located at three locations between existing windows on this façade and will serve three new tenant spaces at the ground floor (DBA Market on Market, Dirty Water and Cadillac Bar and Grille). The ducts closest to 10<sup>th</sup> Street will be screened to obscure their appearance and enhance their compatibility with the existing building finish. The depth of the proposed ducts have been designed to have the minimum dimension possible (12-inches) with minimum projection from the building and their overall width, including casing material, has been limited to fit within the existing rows of windows (72-inches max). The casing on the vertical portion of the mechanical ducts will consist of flush joints with a single sheet metal painted to match the stucco color of the building with seams aligned with the horizontal lines of the existing windows on the upper levels. The horizontal portion of the ducts along the second floor of the building will be screened with loggia screen similar to that previously approved for the building by the Historic Preservation Commission under Case No. 2012.0502H.

## **BACKGROUND**

The interior and exterior rehabilitation and alterations of the existing Category I (Significant) building was approved in three phases. The first phase was approved under a Minor Permit to Alter on June 10, 2011 (Case No. 2011.0428EH). Phase one addressed interior tenant improvements (replacement of partitions, finishes, and mechanical, electrical, and plumbing (MEP) systems, construction of new elevator core and ground floor lobby, installation of two cooling towers on roof, replacement of several bays of windows on rear (Stevenson Street) elevation with ventilation louvers, and seismic strengthening.

The second phase was approved by the Historic Preservation Commission (Major Permit to Alter Case No. 2011.0926H) on November 16, 2011. Phase two consisted of rehabilitation of the historic main entrance lobby, demolition of the 1941 9<sup>th</sup> floor addition on the west side of the central tower, and installation of a roof deck.

The third phase was also approved by the Historic Preservation Commission (Major Permit to Alter Case No. 2012.0502H) on August 15, 2012. Phase three comprised of changes to the primary facades including the replacement of existing storefronts with new metal-and-glass storefront system; alteration of existing granite base at storefront; removal of historic cast iron spandrel panels and 2<sup>nd</sup> floor windows at one bay of Market Street façade for new double-height lobby entrance; replace windows at the 10<sup>th</sup> and 11<sup>th</sup> floors on 9<sup>th</sup>, 10<sup>th</sup>, and Market Street façades; replace non-historic 2<sup>nd</sup> floor windows on 9<sup>th</sup>, 10<sup>th</sup>, and Market Street façades; install window washing equipment; replacement of transom windows above ground floor storefronts (at 9<sup>th</sup> and 10<sup>th</sup> Street façades); repair historic metal canopy at 10<sup>th</sup> Street facade and approve a sign program for the building. In addition, the existing recessed entrance (added in 1987) located centrally

on the Stevenson Street elevation, were approved to be replaced with new double height openings, flanked by new storefront openings (4 on each side) and bordered by a new loggia “green” screen.

## OTHER ACTIONS REQUIRED

The proposed project will require a Building Permit.

## COMPLIANCE WITH THE PLANNING CODE PROVISIONS

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

## APPLICABLE PRESERVATION STANDARDS

### ARTICLE 11

Pursuant to Section 1110 of the Planning Code, unless delegated to the Planning Department Preservation Staff through the Minor Permit to Alter process pursuant to Section 1111.1 of the Planning Code, the Historic Preservation Commission is required to review any applications for the construction, alteration, removal, or demolition for Significant buildings, Contributory buildings, or any building within a Conservation District. In evaluating a request for a Permit to Alter, the Historic Preservation Commission must find that the proposed work is in compliance with the *Secretary of the Interior’s Standards for the Treatment of Historic Properties*, Section 1111.6 of the Planning Code, as well as the designating Ordinance and any applicable guidelines, local interpretations, bulletins, related appendices, or other policies. These standards, in relevant part(s), are listed below:

- (a) The proposed alteration shall be consistent with and appropriate for the effectuation of the purposes of this Article 11.

*The proposed project is consistent with Article 11.*

- (b) For Significant Buildings/Properties - Categories I and II, and for Contributory Buildings - Categories III and IV, proposed alterations of structural elements and exterior features shall be consistent with the architectural character of the building, and shall comply with the following specific requirements:

- (1) The distinguishing original qualities or character of the building may not be damaged or destroyed. Any distinctive architectural feature which affects the overall appearance of the building shall not be removed or altered unless it is the only feasible means to protect the public safety.

*The proposal is to install mechanical ducts at three locations along the rear elevation of the building, in association with three new tenant spaces on the ground floor of the multi-tenant building. The Stevenson Street elevation, where the new mechanical ducts are proposed, is a secondary façade and is utilitarian in nature. The rear façade is clad in stucco and fenestrated with paired aluminum sash windows and louvers on the upper levels. Although the Stevenson Street elevation does not display the distinguishing qualities, such as the elaborate terra cotta cladding that are mostly concentrated on the primary (Market, 9<sup>th</sup> and 10<sup>th</sup> Streets) facades and is considered secondary façades, it has undergone enhancements and improvements that warrant sensitive design treatments. As such, the design of the new mechanical ducts has been undertaken to minimize visual change on the building exterior. The proposed “green” screen of the horizontal section of the mechanical ducts will match the previously approved screening on the ground floor. The new casing on*

*the vertical portion of the mechanical ducts will consist of flush joints with a single sheet metal painted to match the stucco color of the building with seams aligned with the horizontal lines of the existing windows on the upper levels. The mechanical ducts that are located on the rear façade of the 9<sup>th</sup> Street wing and not visible from the public right-of-way will also be painted to match the color of the building in order to minimize changes to the overall appearance, finish, and visual characteristics of the building. Additionally, none of the character-defining features of the building will be damaged, removed or obscured as a result of the current proposal.*

- (2) The integrity of distinctive stylistic features or examples of skilled craftsmanship that characterize a building shall be preserved.

*The distinctive features of the building will be retained and preserved as all work is limited to the rear and secondary façade of the building. Specifically, the new mechanical ducts will be obscured with screens that will be designed to match those previously approved for the building in scale and proportion. As such, the integrity of all distinctive stylistic features and examples of skilled craftsmanship that characterize the building and primarily found on the Market, 9<sup>th</sup> and 10<sup>th</sup> Streets facades will be preserved.*

- (3) Distinctive architectural features which are to be retained pursuant to Paragraph (1) but which are deteriorated shall be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material shall match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features shall be based on accurate duplication of features, substantiated by historic, physical or photographic evidence, if available, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures. Replacement of non-visible structural elements need not match or duplicate the material being replaced.

*The proposal does not include the repair or replacement of any distinctive architectural features.*

- (4) Contemporary design of alterations is permitted, provided that such alterations do not destroy significant exterior architectural material and that such design is compatible with the size, scale, color, material and character of the building and its surroundings.

*The proposed loggia "green" screen is of a contemporary material in keeping with what has been previously approved for the building. The new casing on the vertical portion of the mechanical ducts will consist of flush joints with a single sheet metal painted to match the stucco color of the building with seams aligned with the horizontal lines of the existing windows on the upper levels. As such, the new mechanical ducts, casing and screening materials will be compatible with the size, scale, color, material and character of the building and its surroundings.*

#### **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 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.

*The proposed project will provide mechanical ducts in association with new ground floor tenant spaces while retaining the historic commercial use of the building. The new mechanical ducts along the Stevenson Street facade of the building will not result in changes to the commercial use of the building and will not require changes to the building's distinctive qualities.*

**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.

*The proposal will retain and preserve the historic character of the property. No historic materials or features will be altered on the existing building. The proposed project will not detract from the historic character of the subject building in that the new mechanical duct system will be comprised of contemporary yet compatible materials and finishes.*

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

*The proposed project will not affect any original distinctive materials, features, finishes, and construction techniques that characterize the subject building and will not damage any distinctive features of the Category I (Significant) building. All work is proposed on Stevenson Street façade, which is a secondary façade.*

**Standard 9:** New additions, exterior alterations, or related new construction will not destroy historic materials and features that characterize the building. 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 new loggia "green" screen will match the previously approved non-historic but compatible screen on the Stevenson Street façade of the building. The new single sheet metal casing covering the mechanical ducts and the exposed mechanical ducts on the rear of the 9th Street wing will be painted to match the color of the stucco finish on the building. The design of the casing will ensure the rhythm of the window openings on the upper floors of the rear façade is continued by aligning the seams with the top and bottom lines of the existing windows. Furthermore, the vertical portion of the proposed mechanical duct and casing width is designed to fit between the rows of windows as to not obscure the window openings or any character-defining features of the building. As such, the proposed alterations will not destroy historic materials and will be compatible with the character of the building. Both screening and casing materials designed to read as contemporary and compatible additions yet sufficiently differentiated from the historic features of the existing building. The overall size and design of the mechanical duct and screening also relate to existing ground-floor screening found on the subject building in terms of materiality, configuration, and proportion.*

**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 essential form and integrity of the building would be unimpaired if the proposed work was removed at a future date.*

## 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 11, Department has determined the following:

The Stevenson alley elevation of the subject building is clad in stucco, and while visible along a public right-of-way, it does not exhibit the ornate detailing and ornamentation displayed on the primary facades except for where a strip of the terra cotta cladding turns the corner from 10<sup>th</sup> Street. The fenestration pattern on the upper floors of the rear facade is arranged in pairs of aluminum sash windows, depicting the fenestration pattern on the primary facades in a simplified manner. Although the Stevenson Street (rear) elevation is designed to read and function as utilitarian in nature, improvements to the alley and to the Stevenson Street elevation, including installation of new double height openings flanked by new storefront openings at the ground floor have been recently completed.

As part of the current proposal, new mechanical ducts will be added at the Stevenson Street facade. Preservation staff has worked closely with the project sponsor in making revisions to the original proposal, thereby ensuring the final design and attachment details for the proposed ducts are well designed to minimize their visibility and configuration that's away from 10<sup>th</sup> Street corner to minimize visibility from 10<sup>th</sup> Street. The ducts have been grouped to the extent possible to limit the number of mounting location on the building. The ducts will span the height of the building, from the ground floor level to the roof, and will serve three different tenant spaces at the ground floor (DBA Market on Market, Dirty Water, and Cadillac Bar and Grille). The ducts closest to 10<sup>th</sup> Street will be screened to obscure their appearance and enhance their compatibility with the existing building finish. Specifically, the ducts have been reduced in depth to the minimum dimension possible (12-inches) to have minimal projection from the building and their overall width, including casing material, has been limited to fit within the existing rows of windows (72-inches max). No changes are proposed to the existing duct along the rear façade of the 9th Street wing.

Although the proposal will result in the removal of some wall material to create the new openings for the mechanical duct penetration and attachment, it appears to be in conformance with the *Secretary's Standards* as the Stevenson Street elevation is a secondary façade. Specifically, the proposal will result in the removal of limited historic fabric, however, it will not result in the removal of any character-defining features, in that the new ducts and loggia "green" screening closest the building's corner will be setback from the 10<sup>th</sup> Street terra cotta return. Additionally, the proposed mechanical ducts as well as casing and screening materials are designed to be compatible with the existing building. Both screening and casing materials will be contemporary and differentiated but compatible with the existing building. As such, the Department believes that the proposed mechanical ducts along the Stevenson Street elevation are

integrated into the design of recently completed, compatible treatments for the rear façade and are appropriate. The mechanical ducts are proposed on a secondary elevation that is utilitarian in nature, will not remove significant historic fabric, and will be unobtrusive to the primary facades of the building in conformance with the *Secretary's Standards*.

## ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that the proposed project is exempt from environmental review; pursuant to CEQA Guideline Section 15301 (Class 1 - Maintenance and Repair 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 CONDITION of the proposed project as it appears to meet the provisions of Article 11 of the Planning Code regarding Major Alteration to a Category I (Significant) Property and the *Secretary of the Interior Standards for Rehabilitation*.

1. The Project Sponsor shall contact Department Preservation Staff to review an installation muck-up after issuance of Building Permit and prior to commencement of full installation of mechanical ducts and screening.

## ATTACHMENTS

- A. Draft Motion
- B. Parcel Map
- C. Sanborn Map
- D. Aerial Photo
- E. Zoning Map
- F. Site Photos
- G. Major Permit to Alter Application Packet submitted by Project Sponsor

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**Historic Preservation Commission  
Motion No. xxxx  
Permit to Alter  
MAJOR ALTERATION**

HEARING DATE: OCTOBER 1, 2014

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**ADOPTING FINDINGS FOR A PERMIT TO ALTER FOR MAJOR ALTERATIONS DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 11, TO MEET THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE CATEGORY I (SIGNIFICANT) PROPERTY LOCATED ON LOT 001 IN ASSESSOR'S BLOCK 3508. THE SUBJECT PROPERTY IS WITHIN A C-3-G (DOWNTON GENERAL COMMERCIAL) ZONING DISTRICT AND A 120-X, 150-S & 200-S HEIGHT AND BULK DISTRICT.**

**PREAMBLE**

WHEREAS, on September 4, 2014, Elisa Skaggs, of Page & Turnbull ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter for an exterior alteration. The subject building is located on Lot 001 in Assessor's Block 3508, a Category I (Significant) building historically known as the Western Furniture Exchange and locally designated under Article 11, Appendix A of the Planning Code. Specifically, the proposal is for the installation of mechanical ducts along the Stevenson Street façade. The ducts have been grouped to the extent



possible to limit the number of mounting location on the building. The ducts will span the height of the building, from the ground floor level to the roof, and will serve three different tenant spaces at the ground floor (DBA Market on Market, Dirty Water, and Cadillac Bar and Grille). The ducts closest to 10<sup>th</sup> Street will be screened to obscure their appearance and enhance their compatibility with the existing building finish. The depth of the proposed ducts have been designed to have the minimum dimension possible (12-inches) with minimum projection from the building and their overall width, including casing material, has been limited to fit within the existing rows of windows (72-inches max). The casing on the vertical portion of the mechanical ducts will consist of flush joints with a single sheet metal painted to match the stucco color of the building with seams aligned with the horizontal lines of the existing windows on the upper levels. The horizontal portion of the ducts along the second floor of the building will be screened with loggia screen similar to that previously approved for the building by the Historic Preservation Commission under Case No. 2012.0502H.

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 October 1, 2014, the Commission conducted a duly noticed public hearing on Permit to Alter application No. 2014.1361H ("Project").

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, and 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 CONDITION the Permit to Alter, in conformance with the architectural plans dated September 2014 and labeled Exhibit A on file in the docket for Case No. 2014.1361H based on the following findings:

1. The Project Sponsor shall contact Department Preservation Staff to review an installation muck-up after issuance of Building Permit and prior to commencement of full installation of mechanical ducts and screening.

## **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 11:

The Commission has determined that the proposed work is compatible with the exterior character-defining features of the subject property and meets the requirements of Article 11 of the Planning

Code:

- That the proposed work is limited to the installation of mechanical ducts at three locations along the rear (Stevenson Street) façade;
- That although the rear facade is considered a secondary elevation, utilitarian in nature and without any distinguishing qualities and character of the building, the new mechanical ducts are well designed to better relate with Stevenson façade, an elevation visible along a public right-of-way;
- That the new mechanical ducts are designed to have minimal projection from the building façade (12-inches x 72-inches) and fit between the existing rows of windows on the rear façade;
- That the new single sheet metal casing obscuring the mechanical ducts and all exposed mechanical ducts will be painted to match the color of the existing stucco finish;
- That the seams on the single sheet metal casing are aligned with the top and bottom of the existing windows as to not disrupt the existing rhythm on the rear façade;
- That the horizontal portions of the mechanical ducts that are closest to and visible from the public right-of-way are screened with the extension of the previously approved loggia “green” screen, which is a contemporary alteration yet compatible with the existing building;
- That the proposal respects the character-defining features of the subject building;
- That the architectural character of the subject building will be maintained;
- That the integrity of distinctive stylistic features and examples of skilled craftsmanship that characterize the building shall be preserved; and,
- That the proposed project meets the following *Secretary of the Interior’s Standards for Rehabilitation*:

**Standard 1:** 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 5:** Distinctive features, finishes, and construction techniques or examples of fine craftsmanship that characterize a property will be preserved.

**Standard 9:** New additions, exterior alterations, or related new construction will not destroy historic materials and features that characterize the building. 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.

For these reasons, the proposal overall, is appropriate for and consistent with the purposes of Article 11, meets the standards of Article 1111.6 of the Planning Code and complies with the *Secretary of the Interior’s Standards for Rehabilitation*.

3. **General Plan Compliance.** The proposed Permit to Alter 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 Permit to Alter 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 Permit to Alter and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the subject property 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 will not have an impact on neighborhood serving retail uses.*

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

*The proposed project will strengthen neighborhood character by respecting the character-defining features of the building 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 affect the City's 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 project is located on Market Street and will not have a direct impact on the displacement of industrial and service sectors.*

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

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

5. For these reasons, the proposal overall, appears to meet the *Secretary of the Interior's Standards* and the provisions of Article 11 of the Planning Code regarding Major Alterations to Category II (Significant)

buildings.

## 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 Permit to Alter** for the property located at Lot 001 in Assessor's Block 3508 for proposed work in conformance with the architectural submittal dated September 2014 and labeled Exhibit A on file in the docket for Case No. 2014.1361H.

**APPEAL AND EFFECTIVE DATE OF MOTION:** The Commission's decision on a Permit to Alter shall be final unless appealed within thirty (30) days after the date of this Motion No. xxxx. 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). For further information, please contact the Board of Appeals in person at 1650 Mission Street, (Room 304) or call (415) 575-6880.

**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 October 1, 2014.

Jonas P. Ionin  
Commission Secretary

AYES:

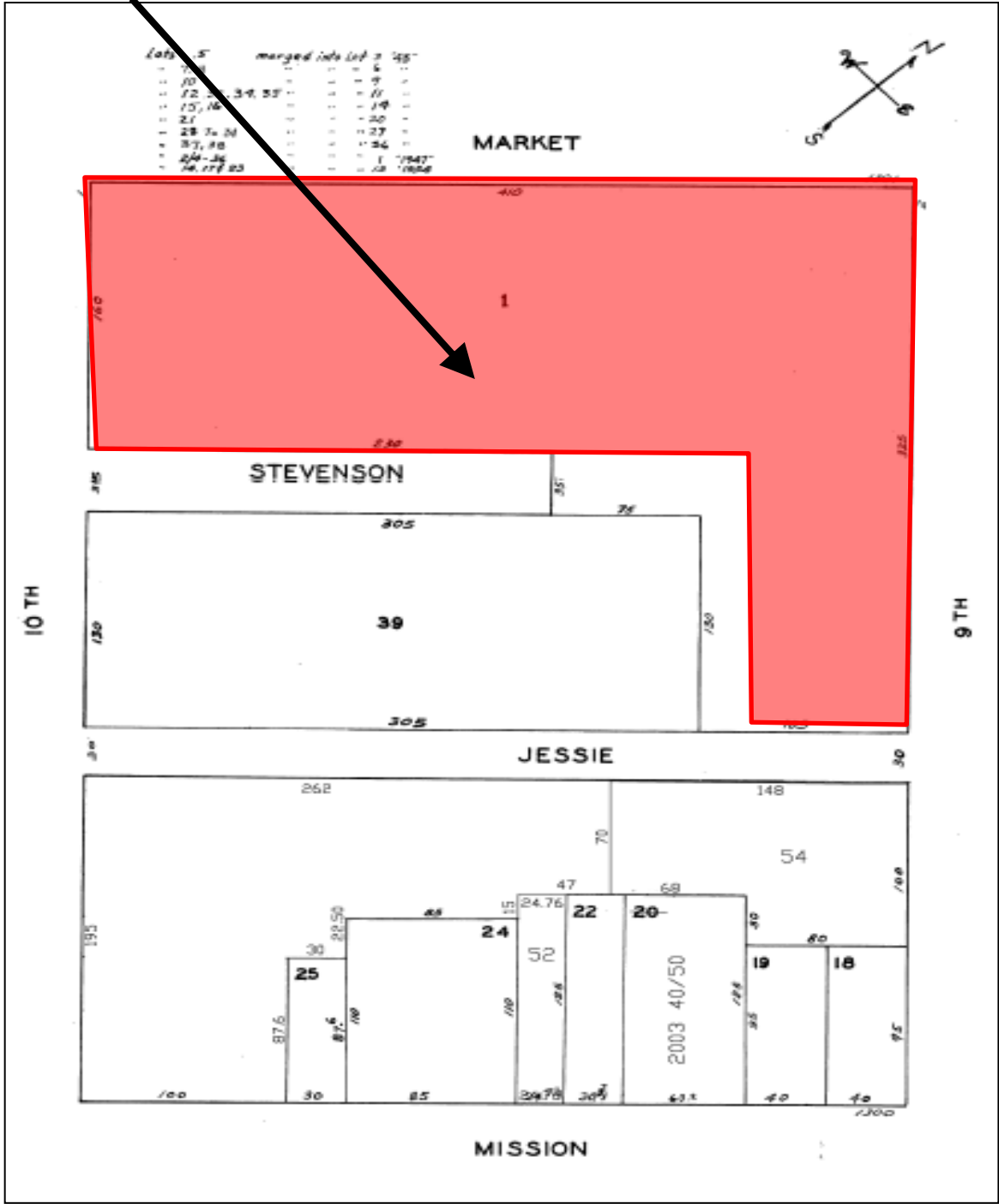
NAYS:

ABSENT:

ADOPTED:           October 1, 2014

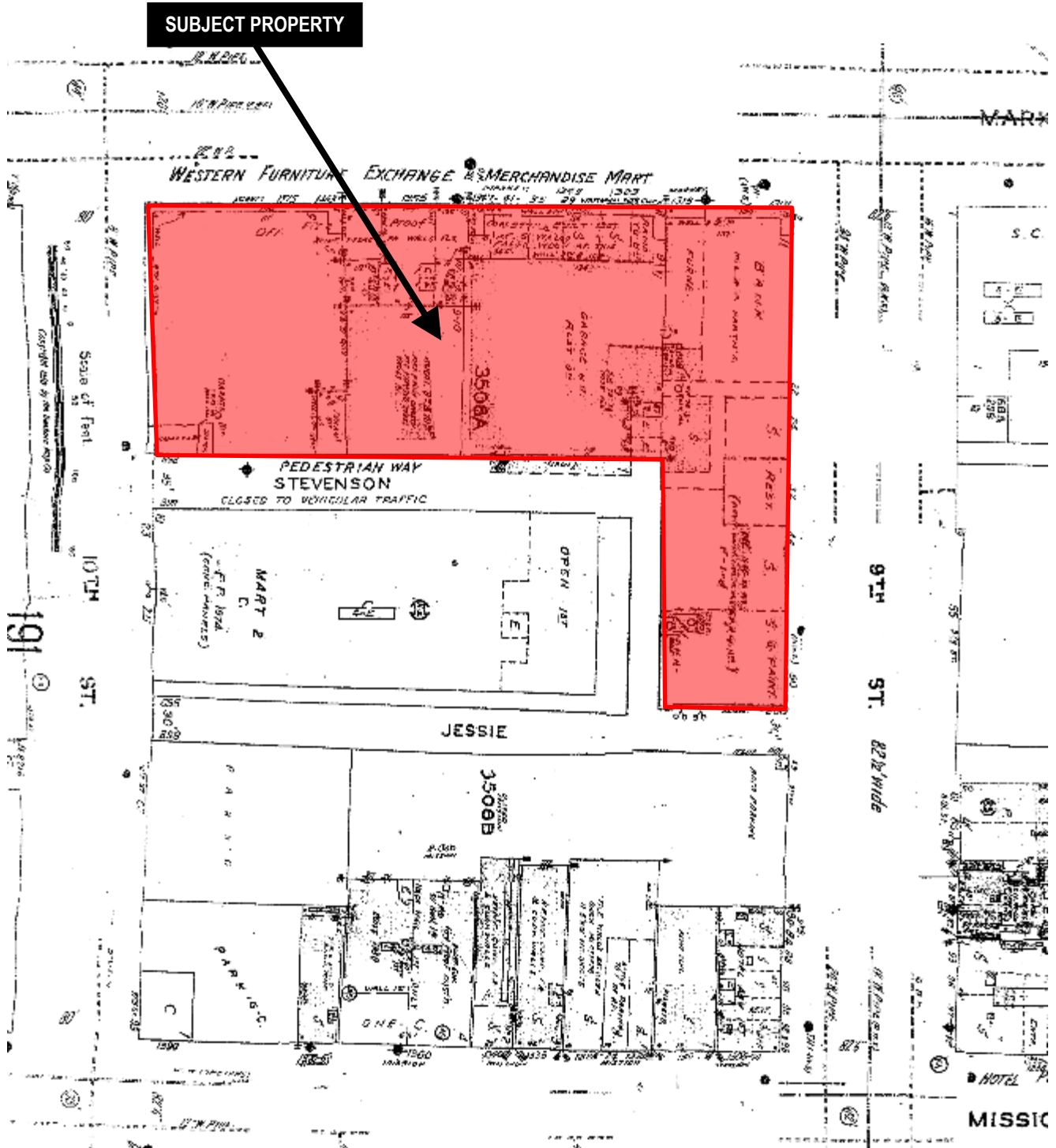
# Parcel Map

**SUBJECT PROPERTY**



Major Permit to Alter Hearing  
 Case Number 2014.1361H  
 1355 Market Street

# Sanborn Map\*



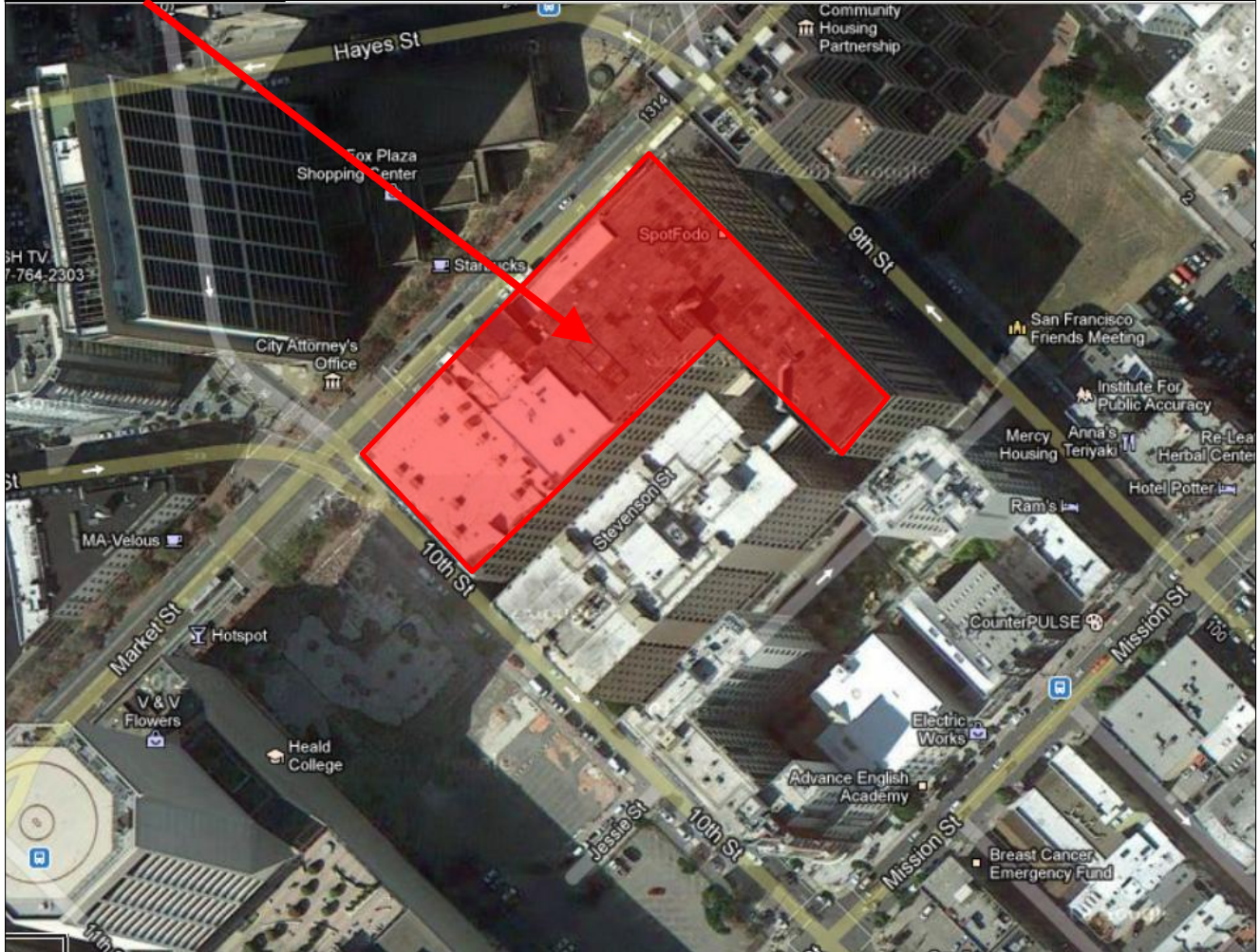
\*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

Major Permit to Alter Hearing  
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# Aerial Photo

**SUBJECT PROPERTY**



Major Permit to Alter Hearing  
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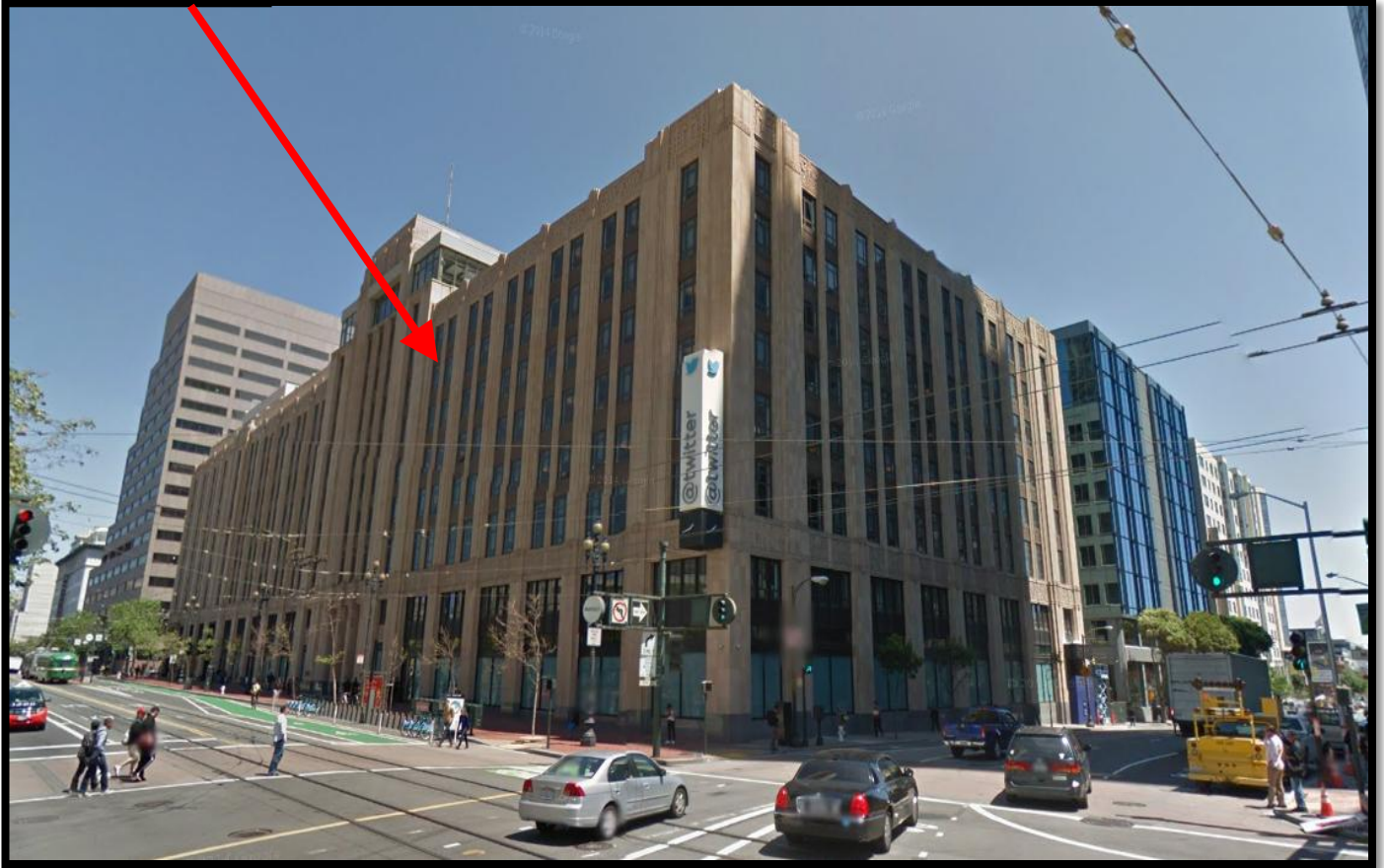
# Zoning Map



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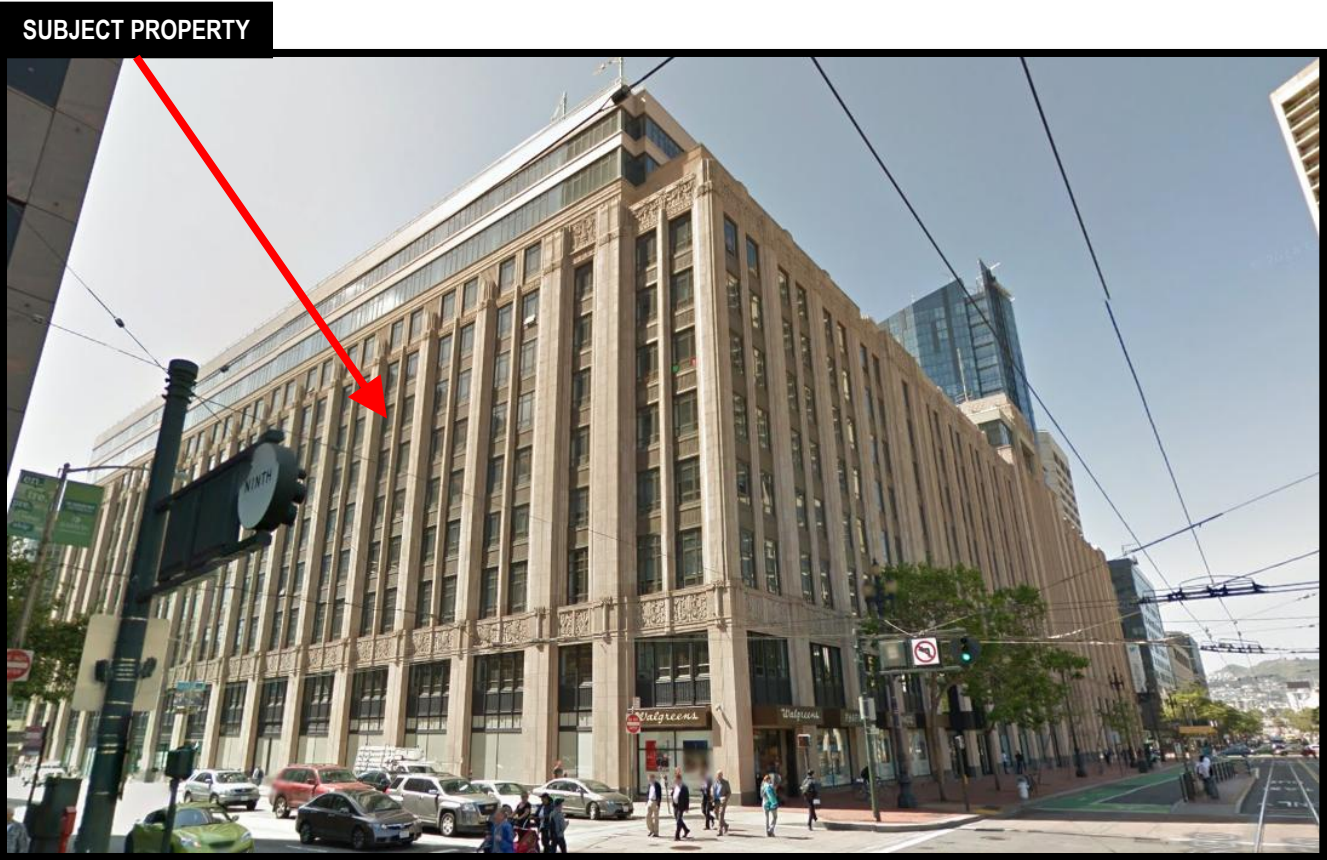
# Site Photos

SUBJECT PROPERTY



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# Site Photos



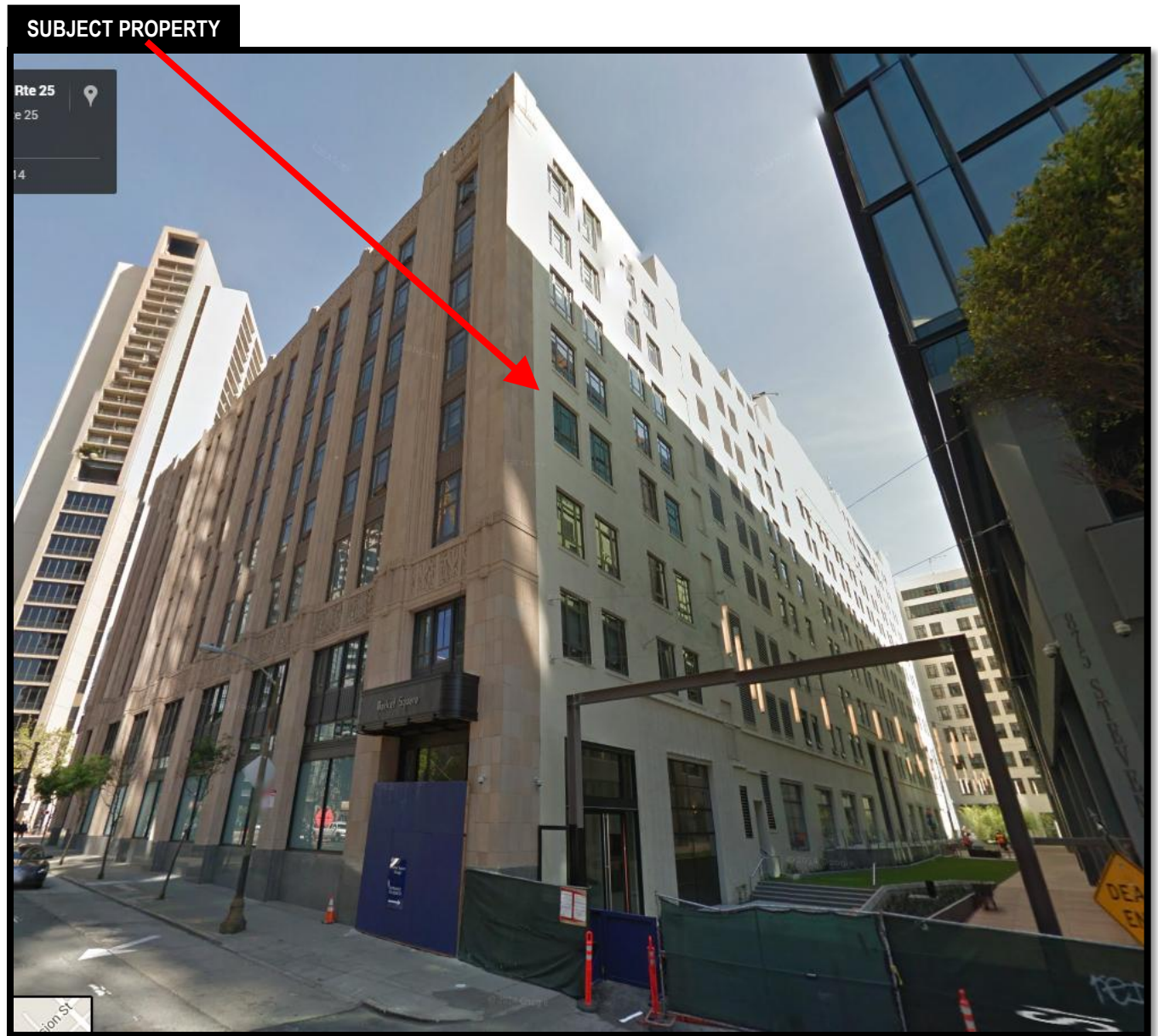
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# Site Photos



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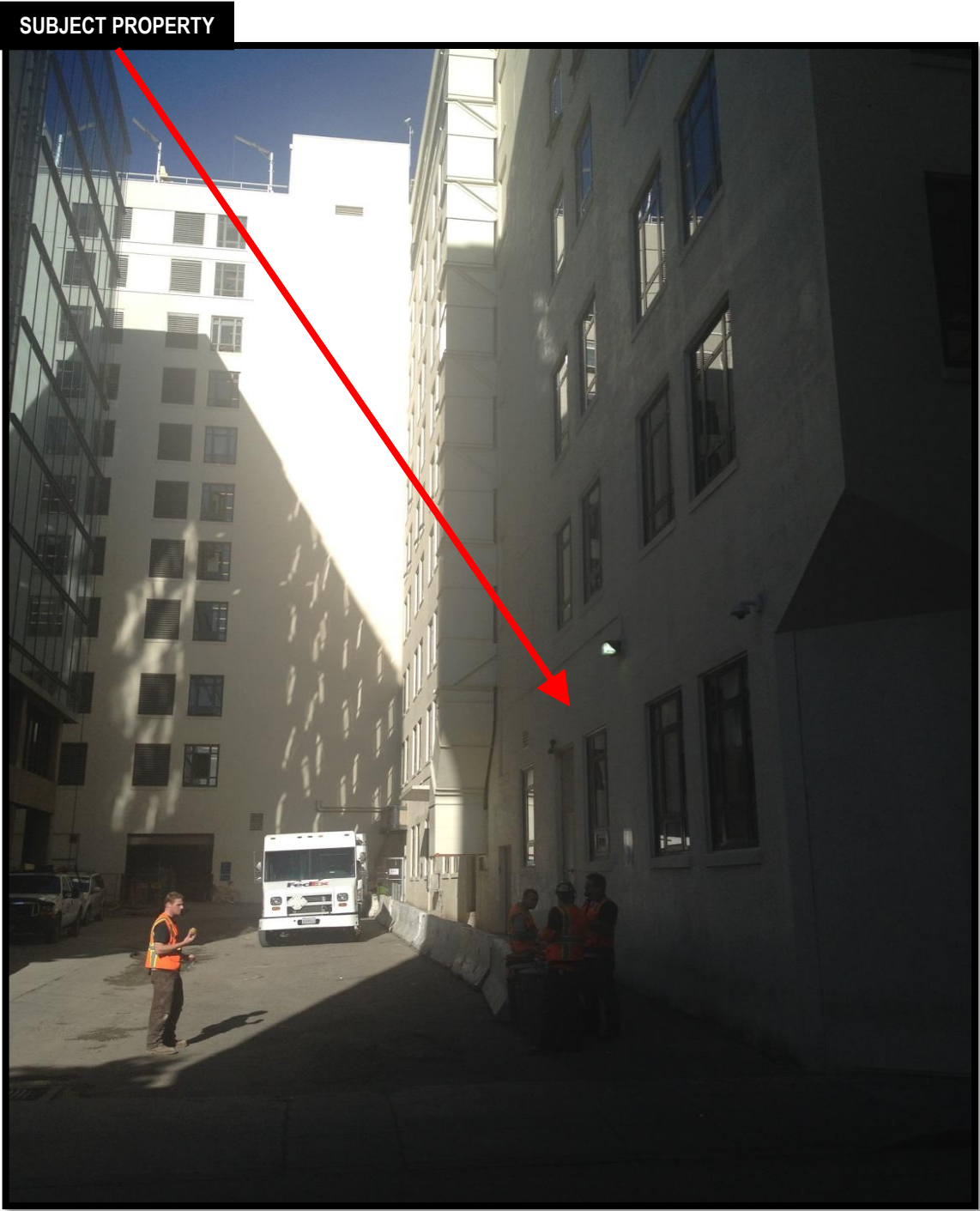
# Site Photos

SUBJECT PROPERTY



Major Permit to Alter Hearing  
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# Site Photos



Major Permit to Alter Hearing  
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1355 Market Street

# Site Photos



Major Permit to Alter Hearing  
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1355 Market Street





MARKET SQUARE  
1355 Market Street  
San Francisco, CA



## MAJOR PERMIT TO ALTER :: APPENDIX

Prepared for the  
Historic Preservation Commission



PAGE & TURNBULL

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

SEPTEMBER 2014





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## BUILDING OVERVIEW AND PROJECT SUMMARY

### BUILDING HISTORY

Market Square was constructed in 1937 as the Western Merchandise Mart & Furniture Exchange. Located at 1355 Market Street, the eleven-story, 500,000 square-foot, reinforced concrete building was designed in the Art Deco style by Capital Company architects and Cahill Brothers general contractors, and was clad in terracotta by Gladding McBean Co. The cost of construction was estimated at \$2,500,000. Market Square was constructed as a furniture showroom, and has received several major additions since its original construction: two additions were added to the ninth floor in 1941; a nine-story wing was added along Ninth Street in 1947 that matches the massing and detailing of the original building; the tenth floor was added and the central Market Street tower was altered in 1958; the eleventh floor was added in 1963; the ground floor storefronts were replaced in the 1980s; and the windows on floors three through nine were replaced in 2002 with new aluminum sash windows that are compatible to the original windows. In early 2012, the ninth floor addition west of the central tower was removed. The building has also undergone numerous interior renovations and tenant improvements. The floor area of the building and additions is approximately 835,000 square feet.



### HISTORIC STATUS

Market Square is listed as a Category I building in Article 11 of the San Francisco Planning Code, and has been determined through previous survey efforts as a building that “appears eligible for listing in the National Register as an individual property.” Market Square is significant as an example of the Art Deco style in San Francisco, and as a large commercial building on this portion of Market Street. Its size, scale, and design create an important street presence rivaled by few other San Francisco buildings and allow it to serve as a major commercial anchor for this area.

Character-defining features of the building include:

- Vertical piers along Market, Ninth and Tenth Streets
- Decorative terra cotta with Mayan-influenced detailing at the entrance and cornice
- Fenestration pattern
- Decorative cast iron spandrels
- Array of the massive concrete column structure
- Decorative plaster ceiling in the historic lobby
- Marble wall panels and decorative metal in the historic lobby
- Mural in the historic lobby



### PROJECT SUMMARY

New restaurants will occupy space at the ground level of 1355 Market and will require exhaust ventilation. Exterior exhaust ducts are proposed to be located on the south façade and the east façade facing along the alley between Stevenson Street and Jesse Street. An existing exhaust is currently installed on the east facade. Both facades are secondary elevations with a stucco finish and no ornamentation. The facades feature a regular fenestration pattern which will not be impacted when the new ducts are installed.

Stevenson Street was recently converted from a back-of-house loading area to an outdoor commons serving the tenants of 1355 Market and 875 Stevenson. The Commons includes paved hardscape, greenscape, seating areas, and outdoor lighting.

Ducts proposed to be located at the south façade will be installed so that the horizontal runs are hidden behind a green screen. Vertical runs will be located between windows and will have minimal joints that align with the adjacent windows. They will be painted to match the stucco and have been sized to minimize their depth.

The alley along the east façade between the Commons and Jesse Street remains a back-of-house area. Ducts proposed to be located at this façade will be exposed. Vertical runs will be installed between windows and have joints that align with the windows. The ducts on the east façade will also be painted to match the stucco wall.



## HISTORIC IMAGES

### EXTERIOR



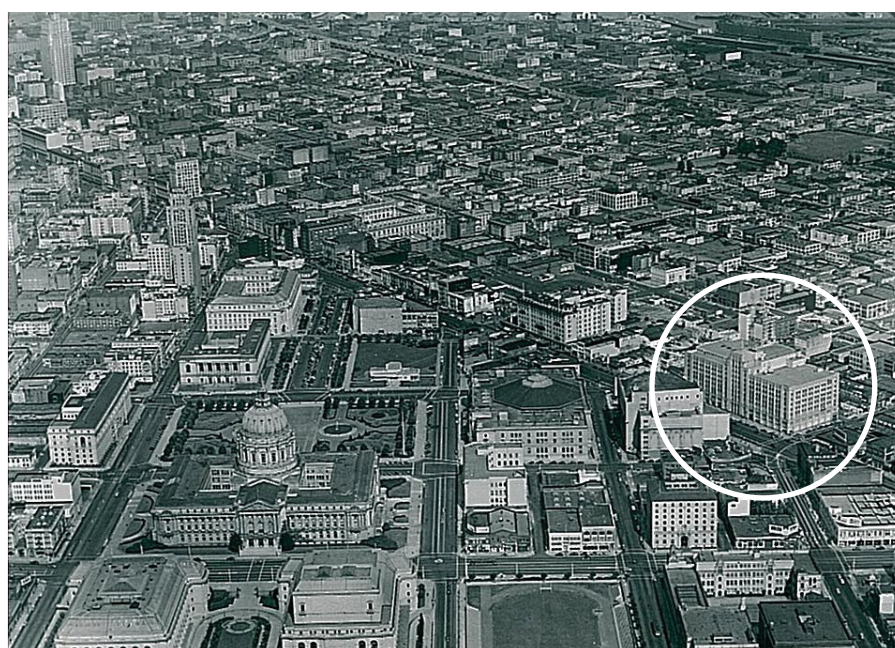
View southeast from corner of Tenth and Market Streets, 1937  
(San Francisco Public Library Historical Photograph Collection (SFPL), #AAC-5020)



View southwest from corner of Ninth and Market Streets, 1955  
[Note completed Ninth Street wing (1947), and wood-frame ninth floor additions (1941)] (SFPL, #AAC-5016)



View southwest from corner of Ninth and Market Streets, 1965  
[Note eleventh floor addition (1963)] (SFPL, #AAC-5017)



Aerial photograph, circa 1937  
[Note original configuration of ninth floor] (Market Square Archives)



View southwest from corner of Ninth and Market Streets, 1961  
[Note tenth floor addition and tower alterations (1958)] (SFPL, #AAC-5012)



Demolition in preparation for Mart 2 construction with view of Stevenson Street facade, 1973 (Market Square Archives)

EXISTING CONTEXT

VICINITY



View west along Market Street from Eighth Street [Note Market Square in the distance]



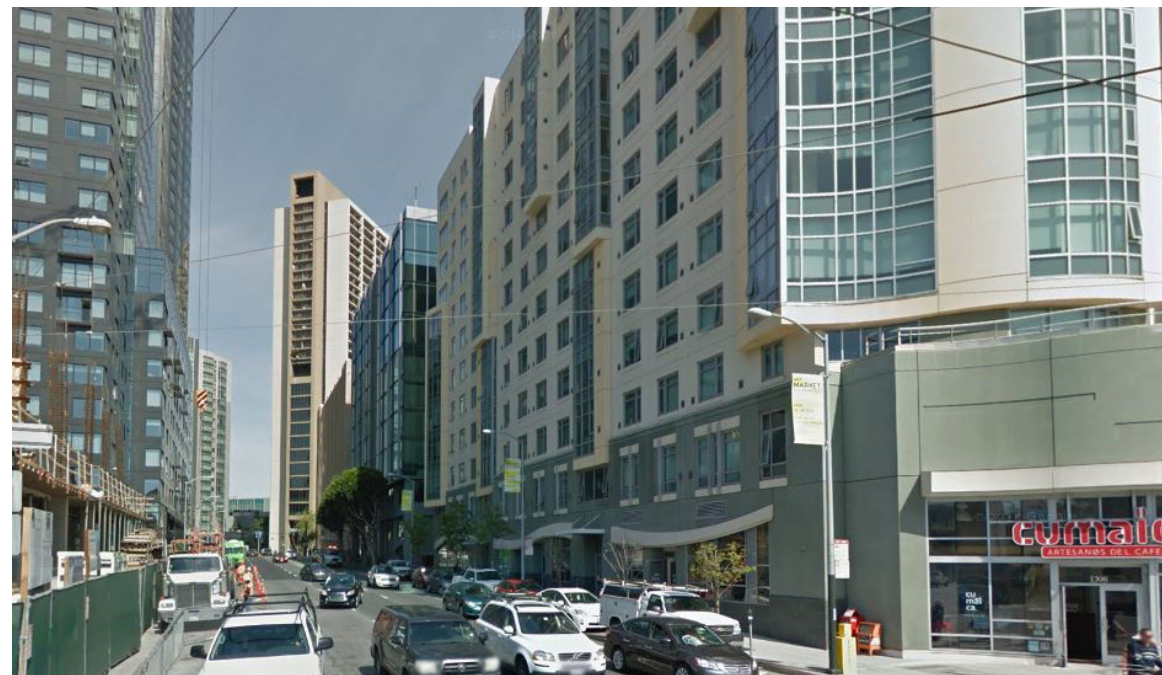
Ninth Street, looking south from Market Street



View of City Hall, looking north from roof of Market Square



View northeast from Tenth and Jessie streets



Tenth Street, looking north from Mission Street (Google Maps, September 2014)

Market Square is located on the south side of Market Street between Ninth and Tenth streets in the Mid-Market area near San Francisco’s Civic Center National Register Historic District and the Market Street Theatre and Loft Historic District. This area has historically been associated with a variety of commercial and light industrial uses, with theatres, shops, factories, and office uses found in the area.

Today, the neighborhood immediately surrounding Market Square is characterized by a mixture of commercial, residential, office, government, and entertainment uses. Buildings in the neighborhood date from a variety of eras, feature large footprints and massing, and range from four to thirty stories in height. The Mid-Market area is set to experience significant change with the proposed addition of 4,400 new or planned high-end residential unit development.

Market Square fits within the historic context of the area’s commercial development. The proposed project at Market Square does not include any additions or major exterior alterations that would affect the building’s relationship to the surrounding neighborhood, or the significance of the nearby historic districts.

HISTORIC IMAGES & EXISTING IMAGES



EXISTING CONDITIONS IMAGES

BUILDING EXTERIOR



View of building at Market Street and Tenth Street, 2014



View of Commons looking west, between 1355 Market (right) and 875 Stevenson (left), 2014



View of Market Street facade from Ninth Street, 2011

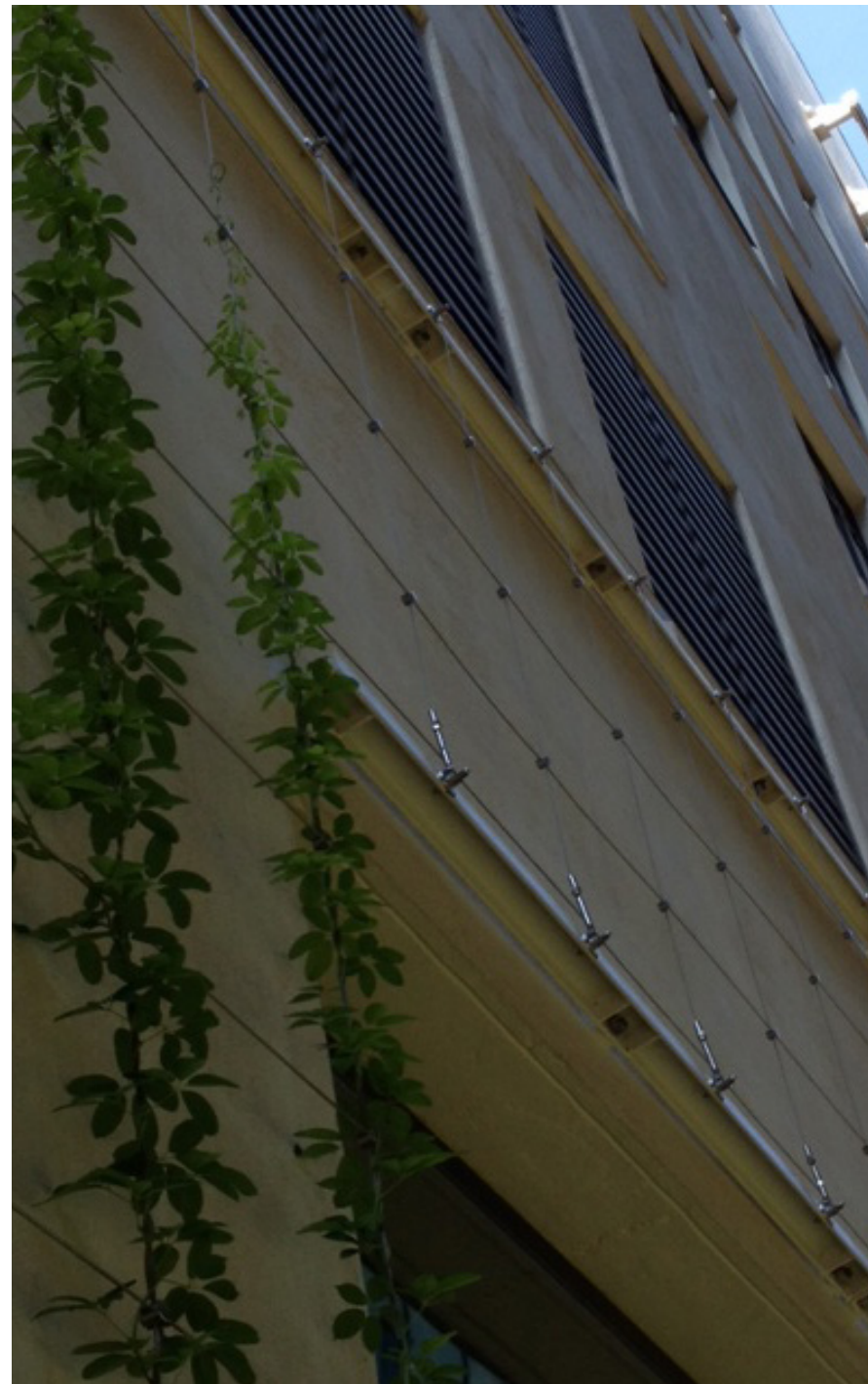


## EXISTING CONDITIONS IMAGES

### GREENSCREEN



View of Commons looking east, between 1355 Market Street (left) and 875 Stevenson Street (right), 2014



Close up view of greenscreen, 2014

The exterior of 1355 Market Street is generally in good condition. Two recent Major Permit to Applications were approved, in 2011 and 2012. With these approvals, a significant rehabilitation is underway and is addressing both deferred maintenance issues as well as attracting new tenants.

Recent alterations include:

- Seismic and structural improvements;
- The removal of the non-historic western 9th floor addition;
- New ninth floor entry and reconstruction of the historic canopy;
- Renovation of the historic lobby;
- Interior tenant improvements;
- Improvements to the Stevenson Street Façade, including greenscreen;
- Construction of a commons area between 875 Stevenson Street and 1355 Market Street.

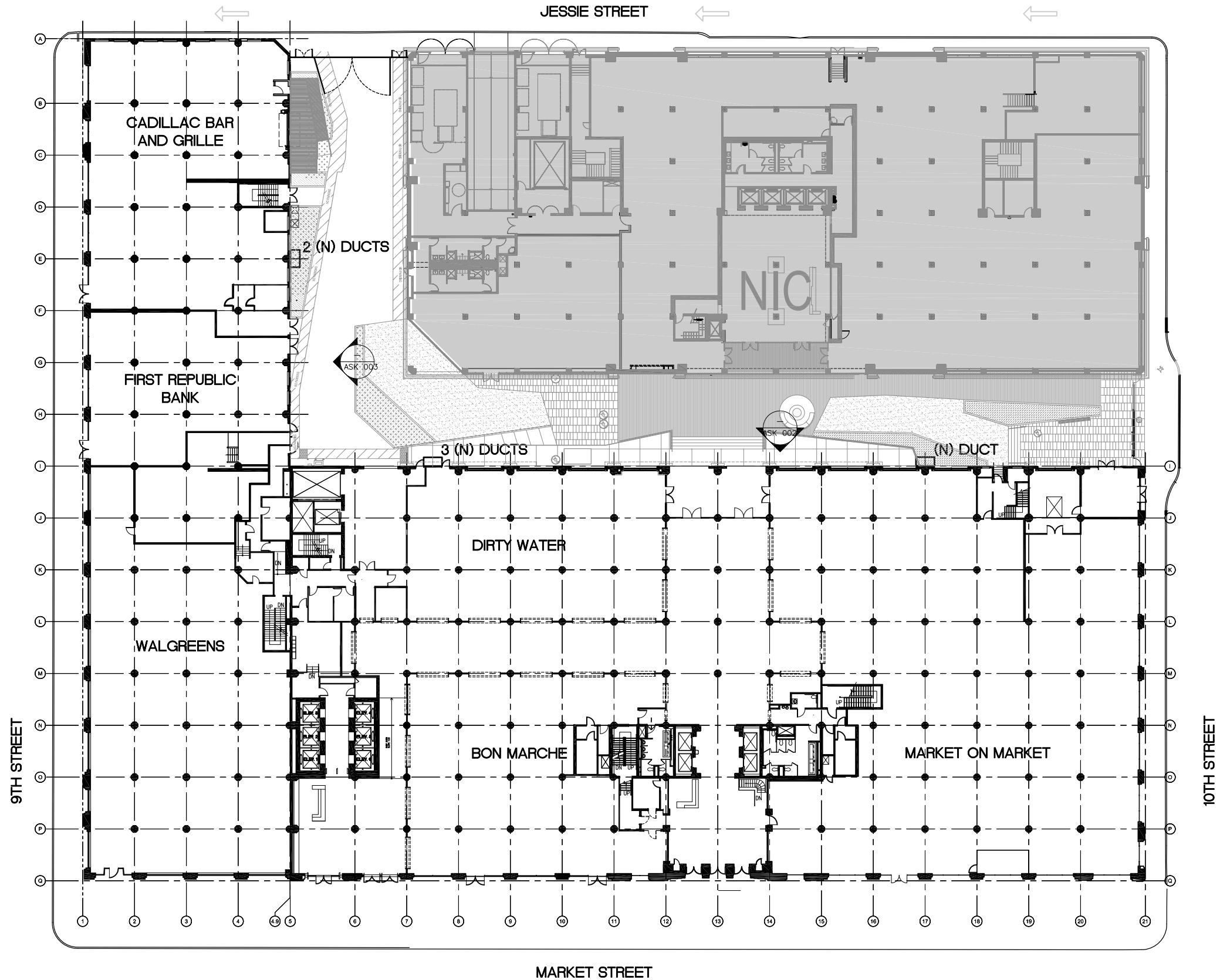


Close up view of greenscreen 2014



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**1355 MARKET, SITE/FLOOR PLAN**

SCALE: NTS

14047.00\DRAWINGS (4)



**1355 MARKET, STEVENSON ALLEY ELEVATION**

SCALE: NTS

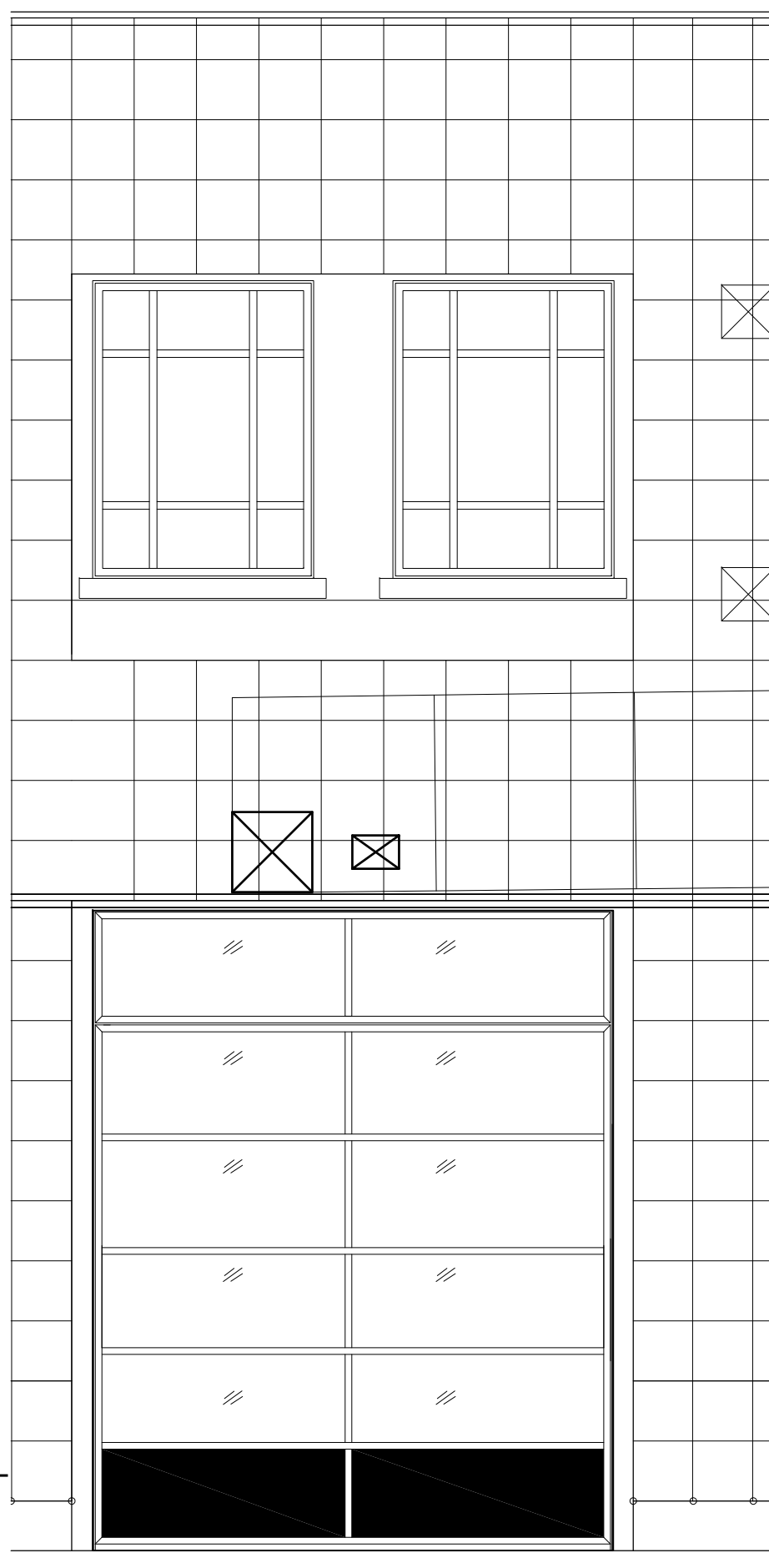
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**1355 MARKET, JESSIE ALLEY ELEVATION**

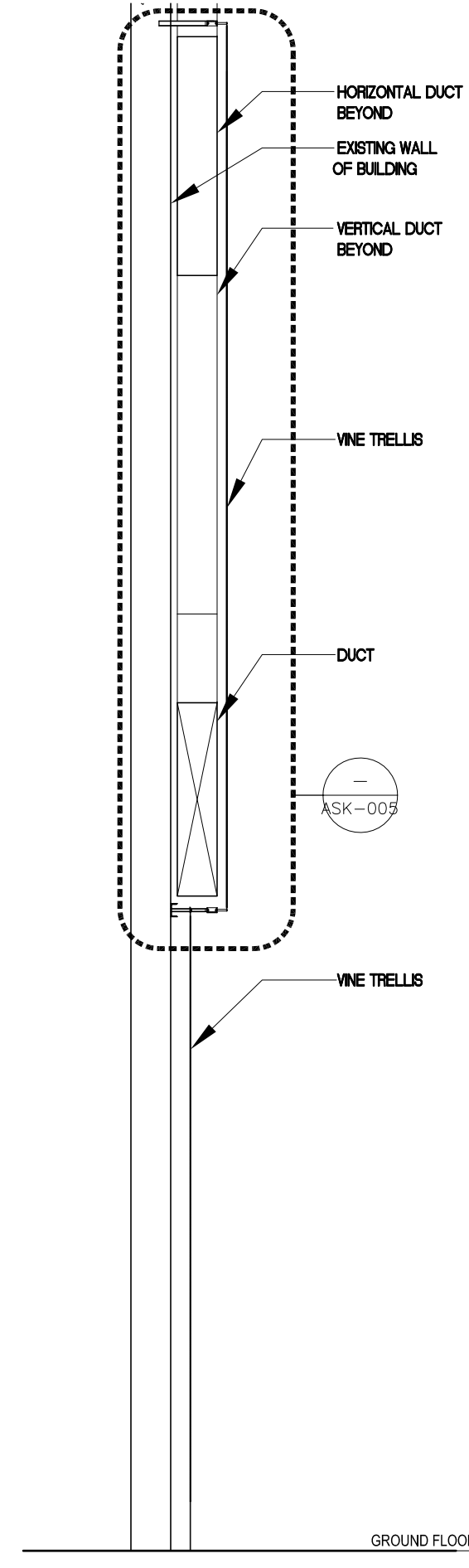
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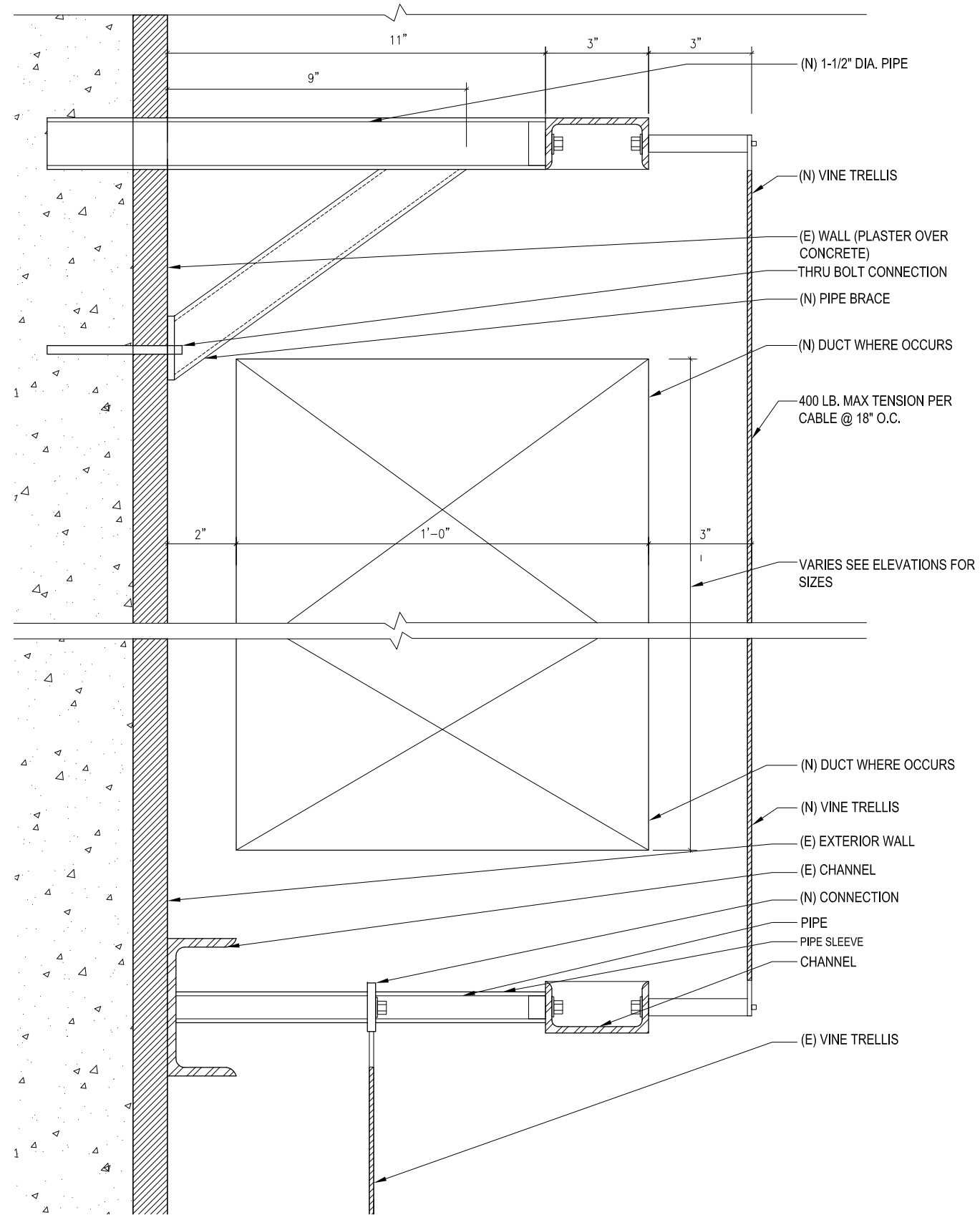
**1355 MARKET, WALL SECTION THROUGH TRELLIS**

SCALE: NTS



GROUND FLOOR

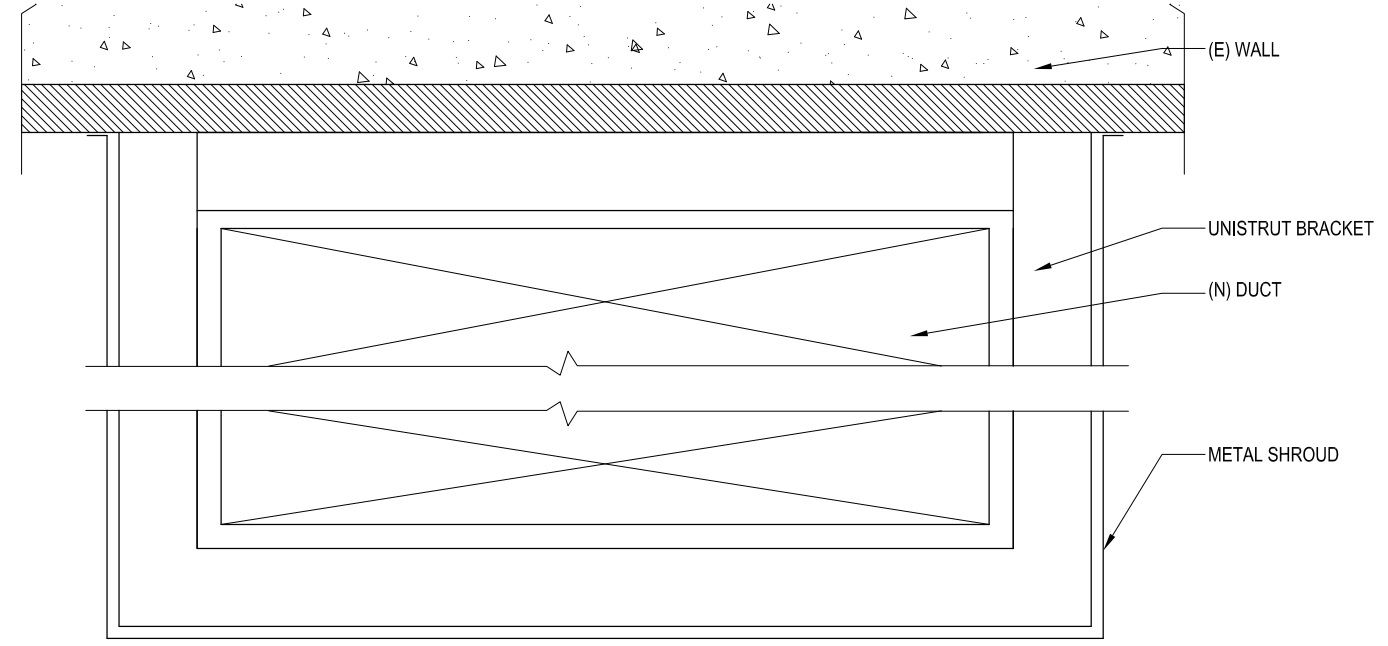
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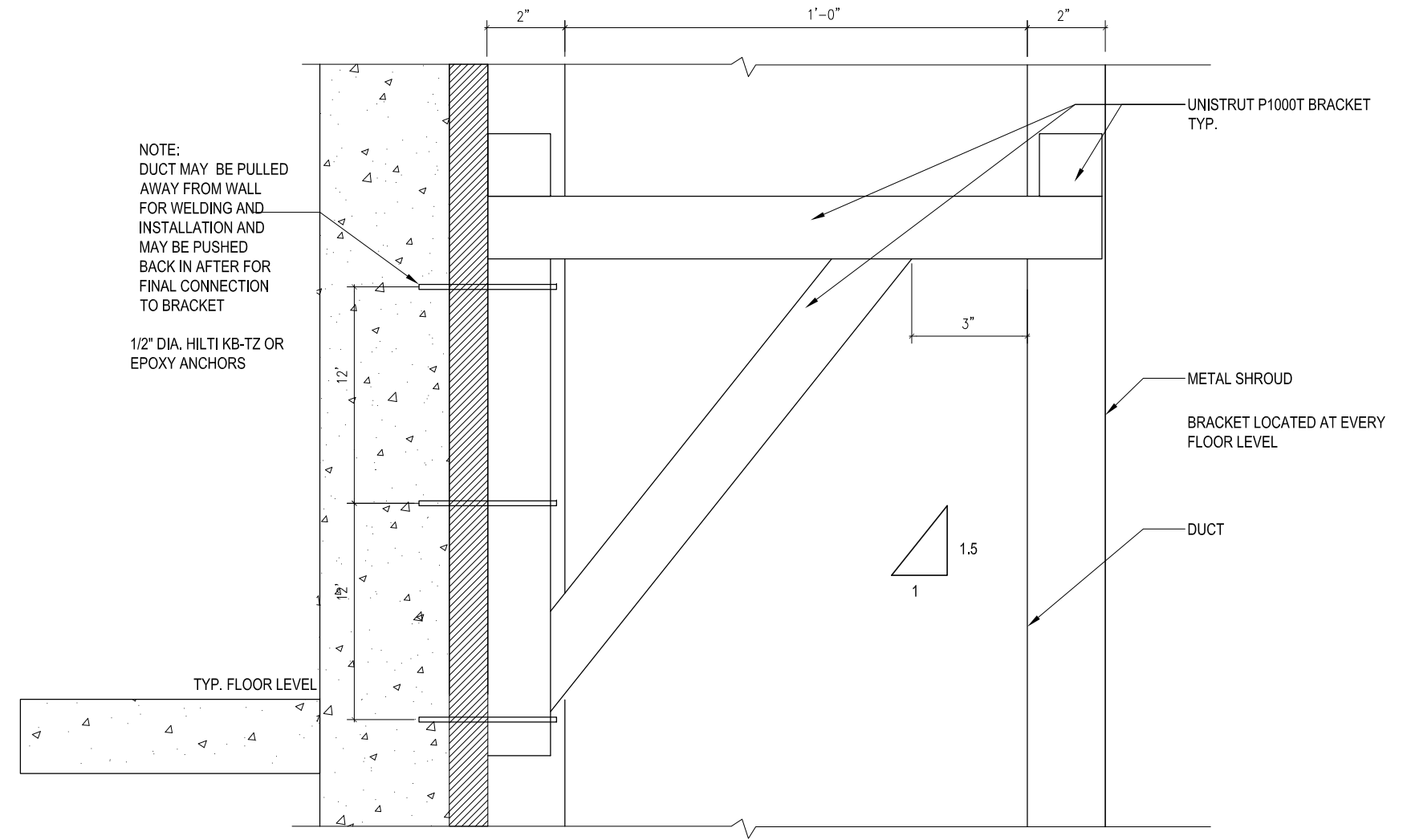
**1355 MARKET, SECTION THROUGH TRELLIS AND DUCT**

SCALE: NTS

14047.00\DRAWINGS (4)



PLAN DETAIL



**1355 MARKET, DUCT DETAILS**

SCALE: NTS

14047.00\DRAWINGS (4)