Certificate of Appropriateness Case Report Consent Calendar

HEARING DATE: APRIL 7, 2010

Hearing Date: April 7, 2010
Filing Date: February 4, 2010
Case No.: 2010.0077A

Project Address: 601 Townsend Street (aka 700-768 7th Street)

Historic Landmark: No. 193: Baker and Hamilton Building

Zoning: UMU (Urban Mixed Use)

68-X Height and Bulk District

Block/Lot: 3799/001

Applicant: Jennifer Gibson

Weidner Architectural Signage

5001 24th Street

Sacramento, CA 95822

Staff Contact Pilar LaValley - (415) 575-9084

pilar.lavalley@sfgov.org

Reviewed By Tina Tam – (415) 558-6325

tina.tam@sfgov.org

PROPERTY DESCRIPTION

601 TOWNSEND STREET, is located on the southwest corner of Townsend and 7th Streets, in Assessor's Block 3799, Lot 001. Located within an UMU (Urban Mixed Use) District with a 68-X Height and Bulk limit, the subject property, formerly known as the Baker & Hamilton Building, is City Landmark #193. The building is a three-story, brick masonry structure designed by the architectural firm of Albert Sutton and Charles Peter Weeks in 1904-5 for the Pacific Hardware and Steel Company. The Pacific Hardware and Steel Company, founded in 1850 in Sacramento, merged with Baker & Hamilton, manufacturers of plows and farm implements, in 1918, with the subject property providing offices and warehouse space for the expanded enterprise. The subject property, which was undamaged in the 1906 earthquake and fire, spurred the development of the surrounding neighborhood as an important manufacturing warehouse district important in San Francisco. The designating ordinance describes the building as follows:

Typical of American industrial building design of the late nineteenth/early twentieth centuries, the exterior treatment of the Baker & Hamilton Building amalgamates a classical tripartite office block oriented toward 7th Street. The 7th Street façade is symmetrically composed with a central arched entrance accessed by granite steps, framed by brick voussoirs and a carved sandstone surround, scrolled keystone, and lintel with the building's address. The entrance is illuminated by a transom window. The first floor is characterized by banded brick work punctuated by six multi-paned arched windows terminated by flat-headed windows at the corners. The second and third stories are grouped under segmental arches; recessed herringbone brick pattern spandrels separate the stories. The attic is articulated by a diagonal brick pattern with small diamond-shaped windows above each bay. A consistent wall treatment extends through the eastern six bays of the Townsend and King

1650 Mission St.

CA 94103-2479

Suite 400 San Francisco,

Reception:

Planning Information: 415.558.6377 Street elevations. The roofscape accommodates large-scale distinctive signage on the southeast corner identifying the building.

PROJECT DESCRIPTION

The proposed project is for removal of two attic vents and installation of two internally-illuminated wall signs for the building tenant. Proposed work is described in architectural plans, dated February 26, 2010, prepared by Weidner Architectural Signage.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

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

OTHER ACTIONS REQUIRED

The project will require a Sign Permit.

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.

For applications pertaining to landmark sites, the proposed work shall preserve, enhance or restore, and shall not damage or destroy, the exterior architectural features of the landmark and, where specified in the designating ordinance pursuant to Section 1004(c), its major interior architectural features. The proposed work shall not adversely affect the special character or special historical, architectural, or aesthetic interest or value of the landmark and its site, as viewed both in themselves and in their setting, nor of the historic district in applicable cases.

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.

> The proposed work involves removal of wood louvers in two diamond-shaped attic vents and installation of internally-illuminated signs mounted on a painted steel support structure that will

be affixed on the interior wall of the building. The vent opening will be blocked with a diamond-shaped steel plate as part of the new sign support structure. The other existing attic vents that extend along the Townsend and 7th Street elevations will be retained. Proposed work will not impact the historic character of the property.

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 work will be compatible with the subject building but will be clearly contemporary to avoid creating a false sense of historical development.

Standard 5:

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

The proposed project requires minimal removal of existing fabric (wood louvers) in existing attic vents. The size of the signs and method of attachment avoids impacts to distinctive features and finishes of the building. Overall, character-defining features of the landmark will 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.

The proposed work is not anticipated to destroy historic materials, features, or spatial relationships that characterize the property. The new signs will be mounted on a painted steel support structure that will affix to the interior face of the wall in a manner that will avoid damage to exterior brick finishes and features. New signs will be clearly differentiated from the old and will be compatible in materials, finishes, size, scale, and proportion. The configuration and design of the new signs will avoid significant features.

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 new signs are reversible as removal in the future will not impair the essential form or fabric of the historic building.

PUBLIC/NEIGHBORHOOD INPUT

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

ISSUES & OTHER CONSIDERATIONS

None.

STAFF ANAYLSIS

Based on the requirements of Article 10 and the *Secretary of Interior's Standards for Rehabilitation*, staff has determined that the proposed work will not adversely affect the historic landmark.

Staff finds that the two proposed internally-illuminated tenant signs will not detract from the historic character of the property, will not cause any significant removal or alteration of historic material, spaces or features which characterize the property, will be sufficiently distinguished from the historic building, and will be compatible with the character of the historic building in terms of scale, placement, detailing, and materials. Furthermore, staff finds that the essential form and integrity of the historic property and its environment would be unimpaired if the proposed signs were removed at a future date. The method of attachment from the interior avoids penetrations in the exterior face of the brick and the sign design allows character-defining features of the brick façade, including corbelled cornice and flat arch over third floor windows, to continue to read through the new feature. The overall size and scale of the new signs appear appropriate in the context of the building.

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 for Rehabilitation*.

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends approval of the proposed project as it appears to meet the *Secretary of the Interior's Standards for Rehabilitation* and requirements of Article 10.

BASIS FOR RECOMMENDATION

The Department recommends approval of this project for the following reasons:

- That the proposed signs are compatible with the historic building in terms of size, scale, location, material, and design.
- That proposed work will not impact historic materials or features that characterize the building.
- That the essential form and integrity of the historic property and its environment would be unimpaired if the proposed signs were removed at a future date.
- The proposed project meets the *Secretary of the Interior's Standards for Rehabilitation* and requirements of Article 10.

ATTACHMENTS

Draft Motion Plans and Photographs

PL: G:\DOCUMENTS\601 Townsend\Certificate of Appropriateness Case Report.doc

Historic Preservation Commission Draft Motion

HEARING DATE: APRIL 7, 2010

1650 Mission St. Suite 400 San Francisco, CA 94103-2479

Reception:

415.558.6378

Fax:

415.558.6409

Planning Information: 415.558.6377

Hearing Date: April 7, 2010

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Case No.: **2010.0077A**

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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 LOT 001 IN ASSESSOR'S BLOCK 3799, WITHIN AN UMU (URBAN MIXED USE) ZONING DISTRICT AND A 68-X HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on February 4, 2010, Jennifer Gibson of Weidner Architectural Signage on behalf of property owner (hereinafter "Project Sponsor") filed a Certificate of Appropriateness Application (hereinafter "Application") with the San Francisco Planning Department (hereinafter "Department") for a Certificate of Appropriateness for removal of two attic vents and installation of two internally-illuminated wall signs for the building tenant, at the subject building located on lot 001 in Assessor's Block 3799, City Landmark #193.

WHEREAS, the Project was determined by the Department to be categorically exempt from environmental review. The Project is exempt from the California Environmental Quality Act ("CEQA") as a Class 1 categorical exemption under CEQA. The Historic Preservation Commission (hereinafter "Commission") has reviewed and concurs with said determination.

WHEREAS, on April 7, 2010, the Commission conducted a duly noticed public hearing on the current project, Case No. 2010.0077A (hereinafter "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 February 26, 2010 and labeled Exhibit A on file in the docket for Case No. 2010.0077A.

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 February 1, 1989.

- That the proposed signs are compatible with the historic building in terms of size, scale, location, material, and design.
- That proposed work will not impact historic materials or features that characterize the building.
- That the essential form and integrity of the historic property and its environment would be unimpaired if the proposed signs were removed at a future date.
- The proposed project meets the requirements of Article 10.
- The proposed project meets the following Secretary of the 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 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 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,

Motion XXXXXX Hearing Date: April 7, 2010 CASE NO 2010.0077A 601 Townsend Street (aka 700-768 7th Street)

therefore, furthers these policies and objectives by maintaining and preserving the character-defining features of the subject property, which is a designated City Landmark.

- 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 project will 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 the landmark building in conformance with the Secretary of the Interior's Standards for Rehabilitation.

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

The project will have no impact to 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.

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 work. Any construction or alteration associated with the project will be executed in compliance with all applicable construction and safety measures.

G) That landmark and historic buildings will be preserved:

The project as proposed 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 parks and open space.

5. For these reasons, the proposal 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 Lot 001 in Assessor's Block 3799, City Landmark #193, for proposed work in conformance with the architectural plans dated February 26, 2010 and labeled Exhibit A on file in the docket for Case No. 2010.0077A.

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.

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 April 7, 2010.

AYES:
NAYS:
ABSENT:

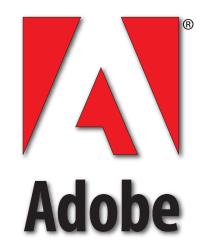
April 7, 2010

Linda D. Avery

ADOPTED:

SAN FRANCISCO
PLANNING DEPARTMENT

6



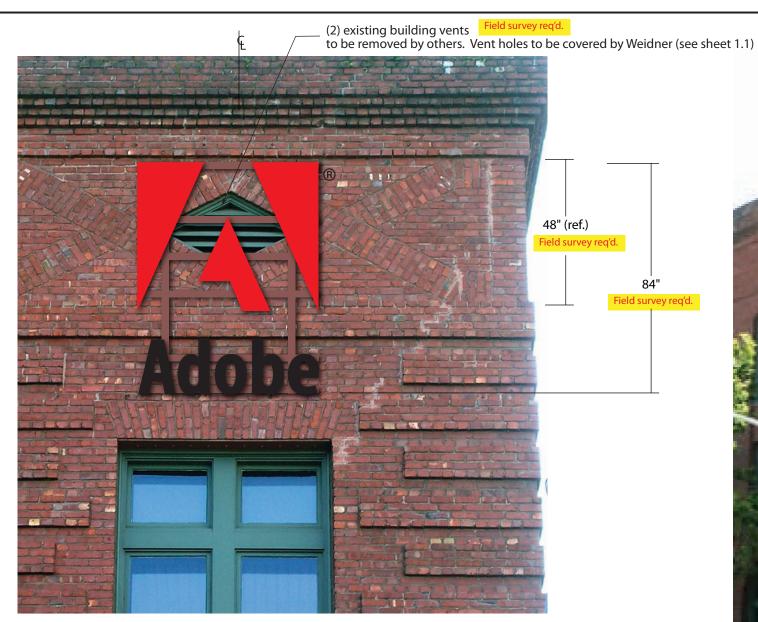
601 Townsend Street San Francisco, CA

Sign Type BID
Submittal Package

01-19-10 JR Revisions 02-26-10 JR

Work Order 32790

Weidner Architectural Signage



EAST ELEVATION



NOTE

DIGITAL RENDERING PROVIDED FOR ILLUSTRATIVE PURPOSES ONLY. ACTUAL SIGNS WILL CONFORM TO SCALE DIMENSIONS AS SHOWN ON DRAWING.

EAST & NORTH ELEVATION

QUANTITY MATERIALS COLORS / FINISHES TYPEFACES INSTALLATION PRODUCTION APPROVAL 2 sets (as shown). See sheet 1.1. See sheet 1.1. Artwork as supplied by client. See sheet 1.2. Sheet No.

ARCHITECTURAL SIGNAG

5001 24th Street Sacramento CA 95822

916.452.8000

Fax 916.452.3331 CA Lic. #559090 NV Lic. #0040109

Design Firm

Project

Adobe Systems, Inc. 601 Townsend Street

San Francisco, CA

Company

Work Order Drawn By 32790 JR

01-19-10 Submittal

No. Date Phase
1 02-26-10 Revision

JR

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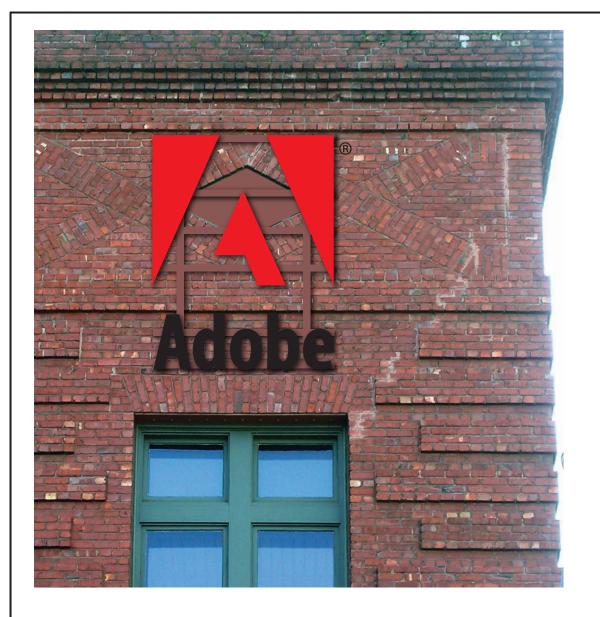
Sign Type Description

Building ID

(overview)

Sign Type Code

BID-1



FRONT VIEW - Painted support structure SCALE: N.T.S.

61" R 53 13/16" 84"

3" thick fabricated channel letters w/ face lit LED illumination. White acrylic

face w/ Poppy Red #3630-143

translucent vinyl. Returns painted to match face.

1/8" thick aluminum disk

w/ vinyl 'R' mark.

See sheet 1.1 for details. Fabricated steel

support structure see sheets 1.3 & 1.4

3" thick fabricated channel letters w/ face lit LED illumination. White acrylic face w/ 3M Dual-Color Black perforated vinyl film. Returns painted to match face. See sheet 1.1 for details.

35.6 sq. ft. per sign

ARCHITECTURAL SIGNAGE

5001 24th Street Sacramento CA 95822

916.452.8000

Fax 916.452.3331 CA Lic. #559090 NV Lic. #0040109

Design Firm

Project

Adobe Systems, Inc.

601 Townsend Street San Francisco, CA

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Sign Type Description

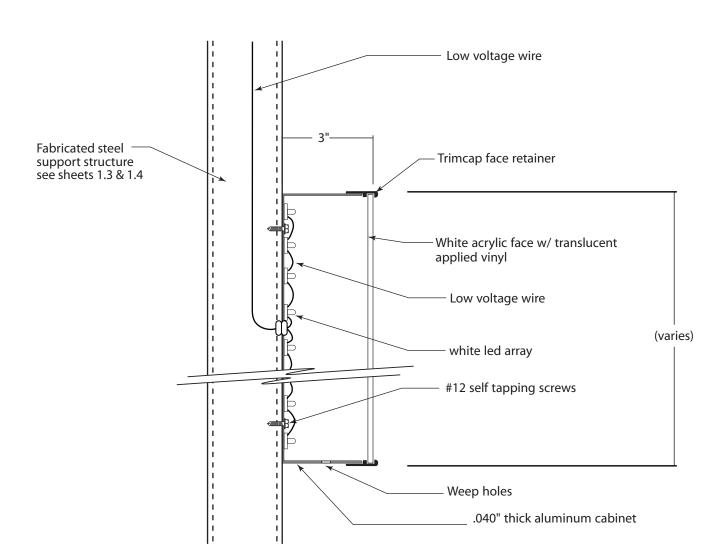
Building ID

(construction details)



FRONT VIEW SCALE: 1/2" = 1'-0"

QUANTITY MATERIALS COLORS / FINISHES **TYPEFACES** INSTALLATION PRODUCTION APPROVAL Sign Type Code 2 sets (as shown). See above. See above. Artwork as supplied by client. See sheet 1.2, 1.3 & 1.4. BID-1 Sheet No.



Note: See sheet 1.5 for transformer details.

QUANTITY MATERIALS COLORS / FINISHES TYPEFACES INSTALLATION PRODUCTION APPROVAL

2 sets (as shown). See above. See above. Artwork as supplied by client. See sheet 1.2, 1.3 & 1.4.

WEIDNER
ARCHITECTURAL
SIGNAGE

5001 24th Street Sacramento CA 95822

916.452.8000

Fax 916.452.3331 CA Lic. #559090 NV Lic. #0040109

Design Firm

Project

Adobe Systems, Inc.

601 Townsend Street San Francisco, CA

Company

Work Order **32790**

Date Phase 01-19-10 Submi

01-19-10 Submittal

Drawn By

JR

Revision

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Sign Type Description

Building ID

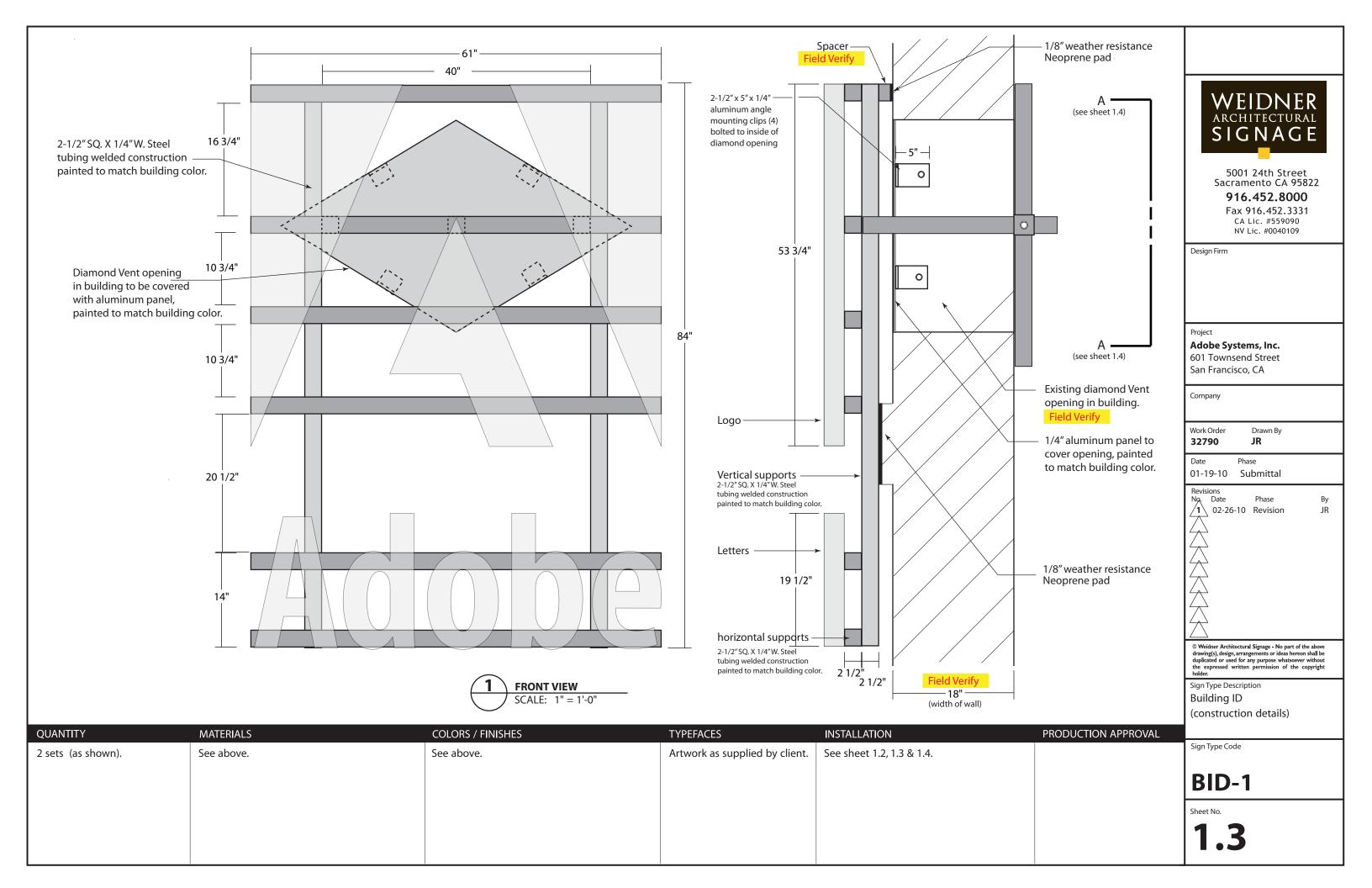
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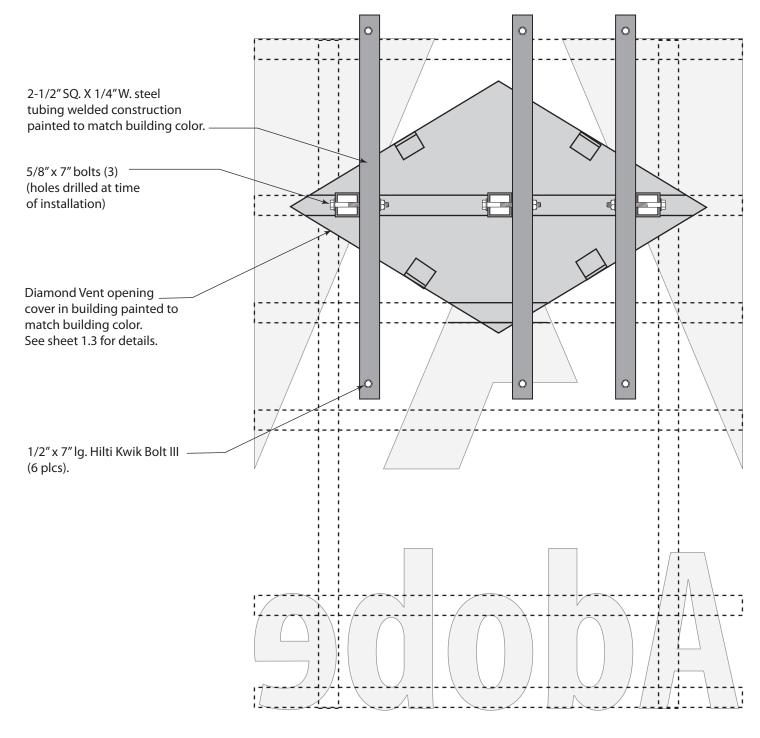
Sign Type Code

BID-1

Sheet No.

1.2











916.452.8000

Fax 916.452.3331 CA Lic. #559090 NV Lic. #0040109

Design Firm

Project

Adobe Systems, Inc.

601 Townsend Street San Francisco, CA

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Work Order Drawn By 32790 JR

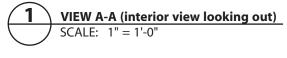
Phase 01-19-10 Submittal

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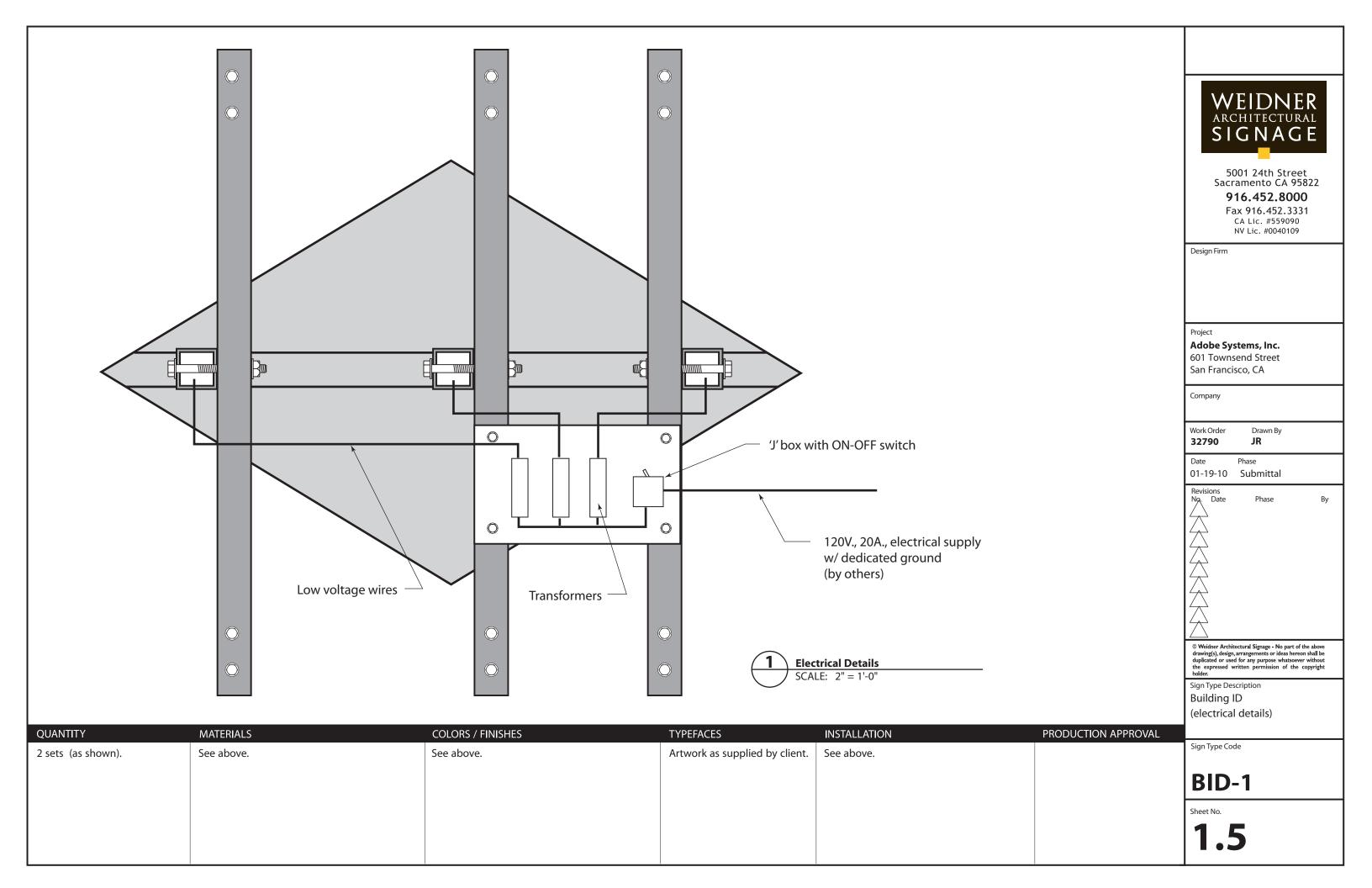
Sign Type Description

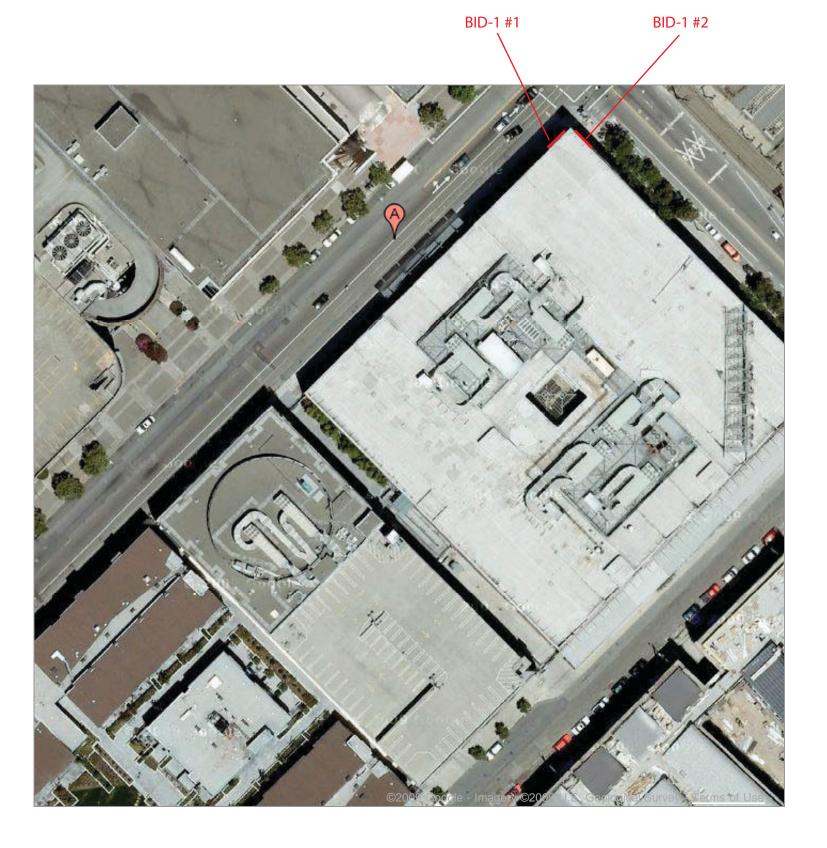
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	PRODUCTION APPROVAL	INSTALLATION	TYPEFACES	COLORS / FINISHES	MATERIALS	QUANTITY
Sign Type Co		See sheet 1.2, 1.3 & 1.4.	Artwork as supplied by client.	See above.	See above.	2 sets (as shown).
BID.						
Sheet No.						
1.4						





601 Townsend Street San Francisco, CA



916.452.8000

Fax 916.452.3331 CA Lic. #559090 NV Lic. #0040109

Design Firm

Adobe Systems, Inc.

601 Townsend Street San Francisco, CA

Company

Work Order Drawn By 32790

06-29-09 Submittal

Revisions
No. Date Phase

1 01-19-10 Revision JR

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Sign Type Description

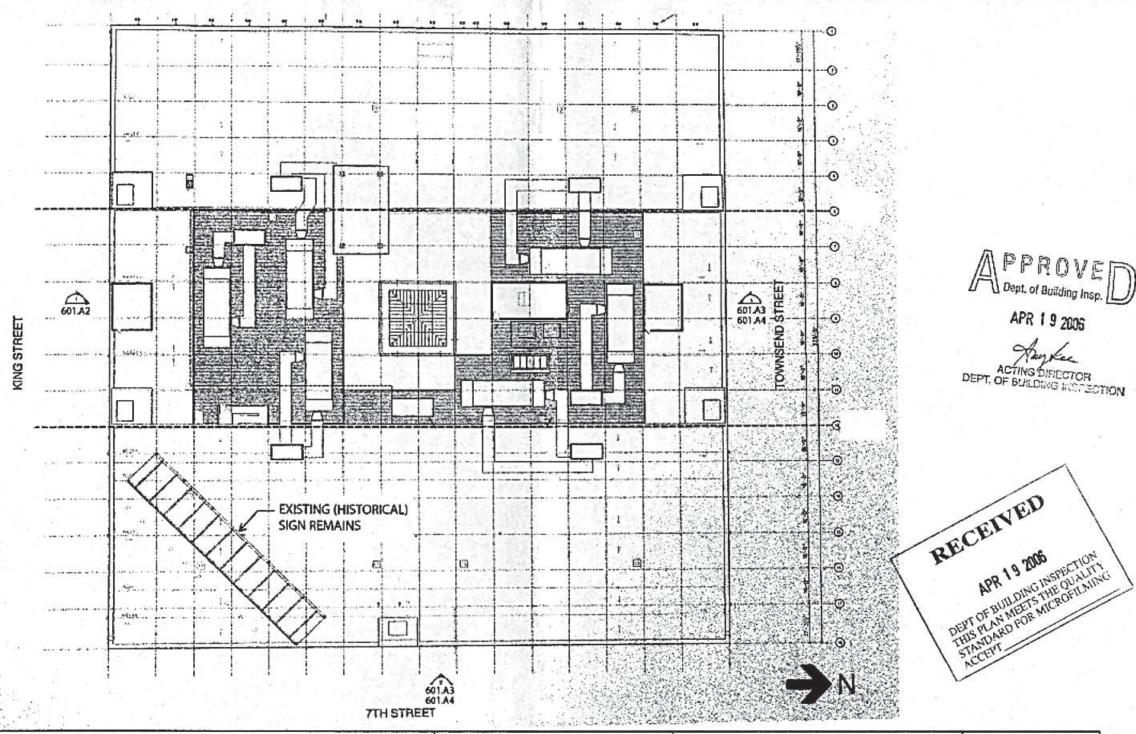
Building ID

(locations)

Sign Type Code

BID-1

Sheet No.





5001 24TH STREET Sacramento CA 95822 916.452.8000 Fax 916.452.3331 CA Lic. 4559090 NY Lic. #50040109 **ADOBE SYSTEMS**

601 TOWNSEND STREET SAN FRANCISCO, CA

EXTERIOR MAPROVEMENTS POWIT SET WEST & SOUTH BUILDING ELEVATIONS

DATE: 02-02-06

SCALE: N.T.S

601.A1



5001 24th Street Sacramento CA 95822

916.452.8000

Fax 916.452.3331 CA Lic. #559090 NV Lic. #0040109

Design Firm

Project

Adobe Systems, Inc. 601 Townsend Street San Francisco, CA

Company

Work Order Drawn By **32790** JR

Date Phase 06-29-09 Submittal

Revisions
No. Date Phase B
1 01-19-10 Revision JR

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Sign Type Description

Building ID

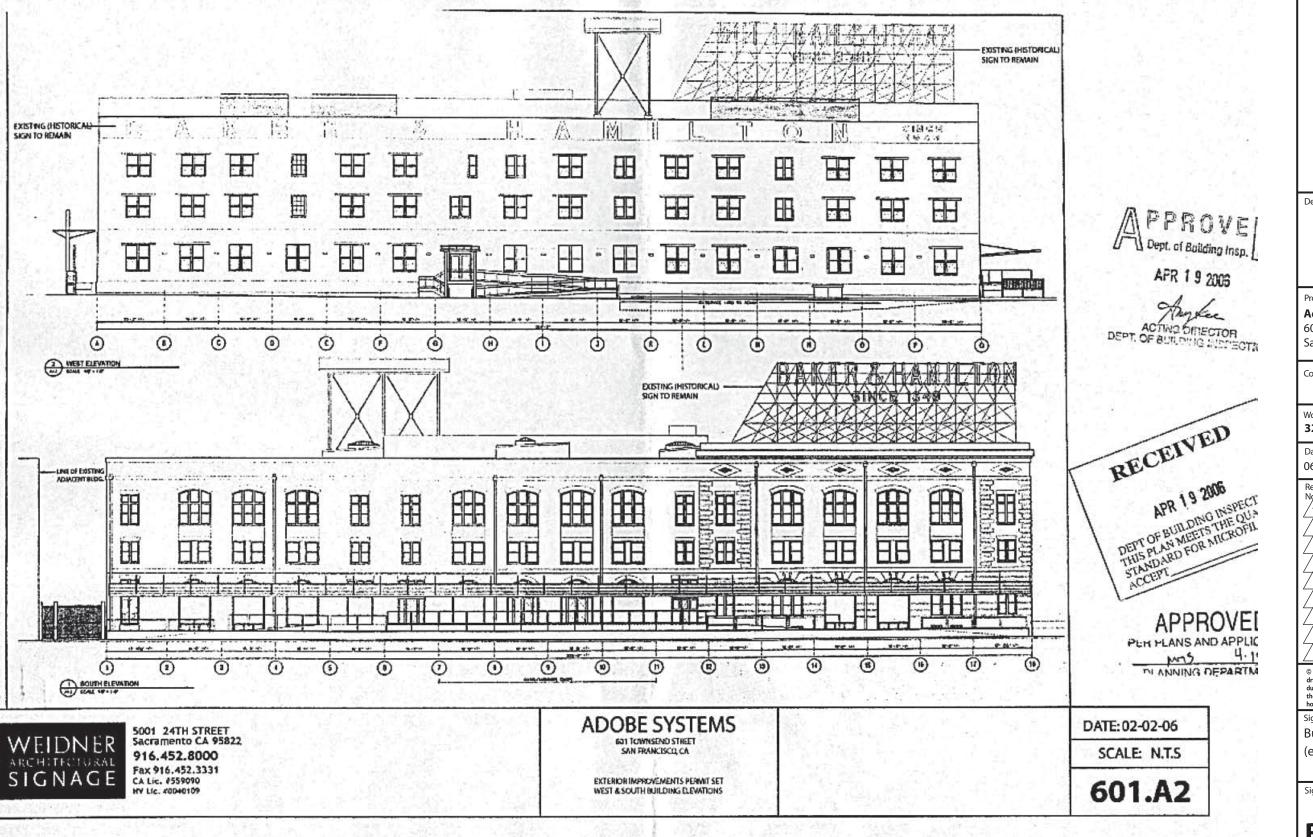
(plan view)

Sign Type Code

BID-1

Sheet No.

1.7





916.452.8000

Fax 916.452.3331 CA Lic. #559090 NV Lic. #0040109

Design Firm

Project

Adobe Systems, Inc. 601 Townsend Street San Francisco, CA

Company

Work Order **32790**

Date Phase 06-29-09 Submittal

Revisions
No. Date Phase

1 01-19-10 Revision

7 7 7

Drawn By

Ву

JR

JR

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Sign Type Description

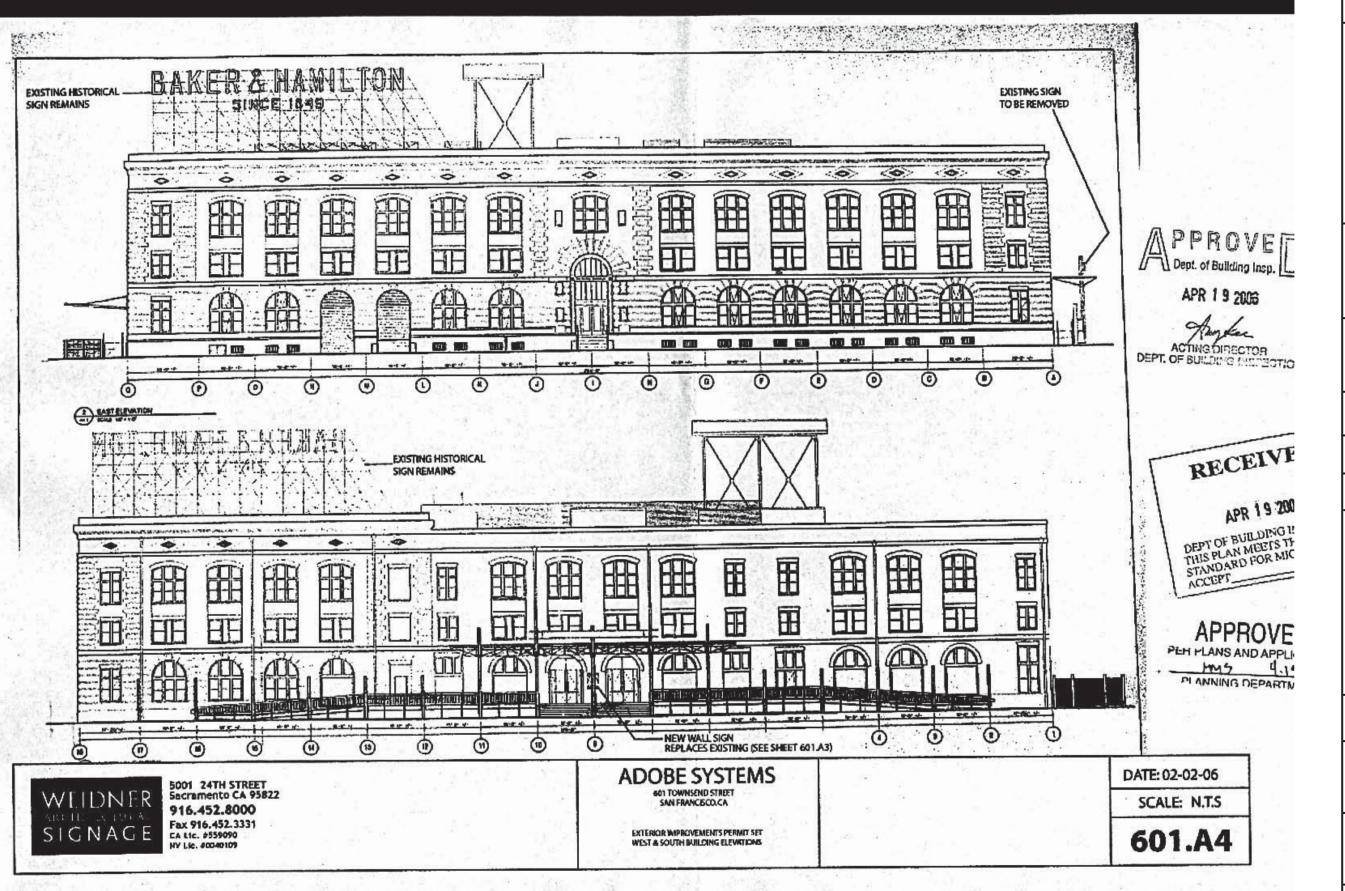
Building ID (elevation)

Sign Type Code

BID-1

Sheet No.

1.8





916.452.8000

Fax 916.452.3331 CA Lic. #559090 NV Lic. #0040109

Design Firm

Project

Adobe Systems, Inc. 601 Townsend Street San Francisco, CA

Company

Work Order 32790

Phase

06-29-09 Submittal

Revisions Date

Phase

JR

Drawn By

JR

1 01-19-10 Revision

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Sign Type Description

Building ID (elevation)

Sign Type Code

BID-1

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