



# SAN FRANCISCO PLANNING DEPARTMENT

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## Certificate of Appropriateness Case Report Consent Calendar

HEARING DATE: APRIL 7, 2010

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

Reception:  
**415.558.6378**

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*Hearing Date:* April 7, 2010  
*Filing Date:* March 4, 2010  
*Case No.:* **2010.0146A**  
*Project Address:* **1 South Park Avenue**  
*Historic District:* South End Historic District  
*Zoning:* SSO (Service/Secondary Office)  
65-X Height and Bulk District  
*Block/Lot:* 3775/181  
*Applicant:* Isaac Ewing  
30 Twin Creek Court  
Novato, CA 94947  
*Staff Contact* Pilar LaValley - (415) 575-9084  
pilar.lavalley@sfgov.org  
*Reviewed By* Tina Tam - (415) 558-6325  
tina.tam@sfgov.org

### PROPERTY DESCRIPTION

**1 SOUTH PARK AVENUE**, southwest corner of South Park Avenue and 2<sup>nd</sup> Street, Assessor's Block 3775, Lot 181. The former Tobacco Company of California Building is a three-story, masonry structure designed by architect William H. Crim, Jr. and constructed in 1913. The building's primary architectural elements include double height, arched openings at ground floor, a simple intermediate cornice, projecting cornice, and large opening for former RR spur. The subject property is designated as a contributing resource to the South End Historic District and is located within an SSO (Service/Secondary Office) District with a 65-X Height and Bulk limit.

### PROJECT DESCRIPTION

The proposed project involves installation of signs on the 2<sup>nd</sup> Street façade for a new tenant (dba The American Grilled Cheese Kitchen). Proposed work includes installing one flush-mounted primary sign with gooseneck light fixtures and installing one projecting secondary sign. Proposed work is described in renderings and architectural sketches prepared by Ewingcraft.

### 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.

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.

### Appendix I, South End Historic District

In reviewing an application for a Certificate of Appropriateness, the Historic Preservation Commission must consider whether the proposed work would be compatible with the character of the South End Historic District as described in Appendix I of Article 10 of the Planning Code.

### 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.

*For the proposed project, no historic materials will be removed and there will be no alteration of features or spaces that characterize 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 signs 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.

*New signs and light fixtures will be installed in a manner that avoids damage to distinctive materials. The aluminum signs will be mounted with steel pins to the undecorated, painted concrete wall.*

**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 signs and light fixtures are not anticipated to destroy historic materials, features, or spatial relationships that characterize the property. The proposed new features will be clearly differentiated from the old and will be compatible in materials, size, scale, and proportion with the property.*

**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 tenant signs and associated light fixtures 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 ANALYSIS

Based on the requirements of Article 10 and the Secretary of Interior's Standards, staff has determined that the proposed work will not adversely affect the subject building or the historic district.

Staff finds that the proposed tenant signs and associated light fixtures 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 and district 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 tenant signs and light fixtures were removed at a future date. The proposed signs are in conformance with the requirements for primary and secondary tenant signs outlined in Article 10 - Appendix I.

## ENVIRONMENTAL REVIEW STATUS

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

## PLANNING DEPARTMENT RECOMMENDATION

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

## BASIS FOR RECOMMENDATION

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

- That the proposed indirectly-illuminated tenant signs and associated light fixtures are reversible and are compatible with the subject property and district in terms of size, scale, color, material, and character.
- That the proposed signs will not impact historic fabric or the character of the subject building or district.
- That the essential form and integrity of the historic property and its environment would be unimpaired if the signs were removed at a future date.
- That the proposal respects the character-defining features within the South End Historic District.
- The proposed project meets the *Secretary of the Interior's Standards for Rehabilitation* and requirements of Article 10.

## ATTACHMENTS

Draft Motion  
Map  
Plans  
Photographs

PL G:\DOCUMENTS\11 South Park\Certificate of Appropriateness Case Report.doc



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Motion

HEARING DATE: APRIL 7, 2010

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**ADOPTING FINDINGS FOR A CERTIFICATE OF APPROPRIATENESS FOR PROPOSED WORK DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 10, TO MEET THE STANDARDS OF ARTICLE 10 AND TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE PROPERTY LOCATED ON LOT 181 IN ASSESSOR'S BLOCK 3775, WITHIN AN SSO (SERVICE/SECONDARY OFFICE) ZONING DISTRICT, THE SOUTH END HISTORIC DISTRICT, AND A 65-X HEIGHT AND BULK DISTRICT.**

### PREAMBLE

WHEREAS, on March 4, 2010, Isaac Ewing on behalf of the new tenant (hereinafter "Project Sponsor") filed an application with the San Francisco Planning Department (hereinafter "Department") for a Certificate of Appropriateness for installation of two indirectly-illuminated tenant signs at the subject building located on lot 181 in Assessor's Block 3775 within the South End Historic District.

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 April 7, 2010 the Commission conducted a duly noticed public hearing on the current project, Case No. 2010.0146A ("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 sketches and renderings labeled Exhibit A on file in the docket for Case No. 2010.0146A based on the following findings:

## **FINDINGS**

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

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

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

- That the proposed indirectly-illuminated tenant signs and associated light fixtures are reversible and are compatible with the subject property and district in terms of size, scale, color, material, and character.
- That the proposed signs will not impact historic fabric or the character of the subject building or district.
- That the essential form and integrity of the historic property and its environment would be unimpaired if the signs were removed at a future date.
- That the proposal respects the character-defining features within the South End Historic District.
- The proposed project meets the requirements of Article 10 – Appendix I.
- 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,*

*therefore, furthers these policies and objectives by maintaining and preserving the character-defining features of the subject property, which is a contributing resource in the South End Historic District.*

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 contributing building and historic district 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 in 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 181 in Assessor's Block 3775 for proposed work in conformance with the renderings and architectural sketches labeled Exhibit A on file in the docket for Case No. 2010.0146A.

**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.

Linda D. Avery  
Commission Secretary

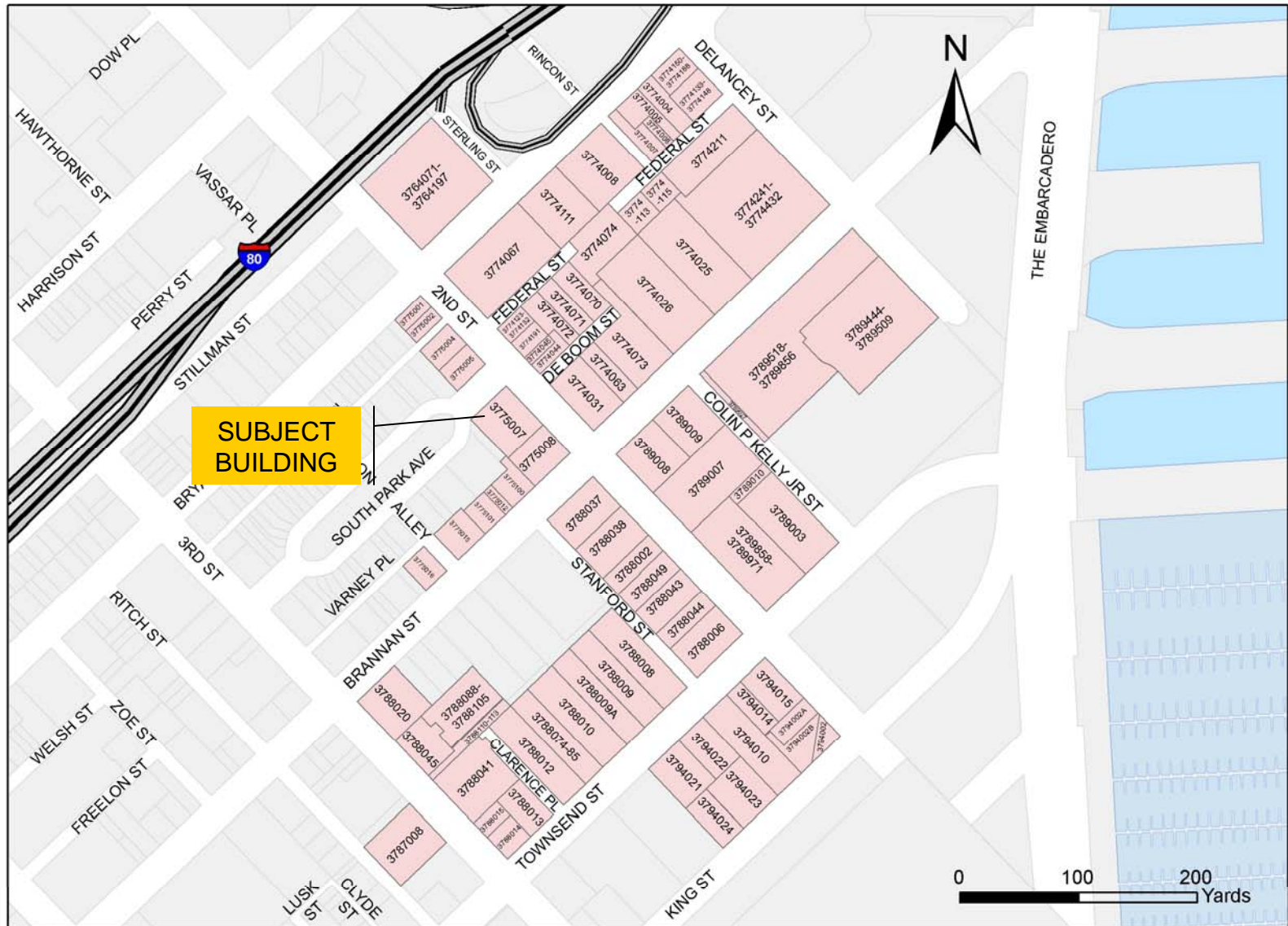
AYES:

NAYS:

ABSENT:

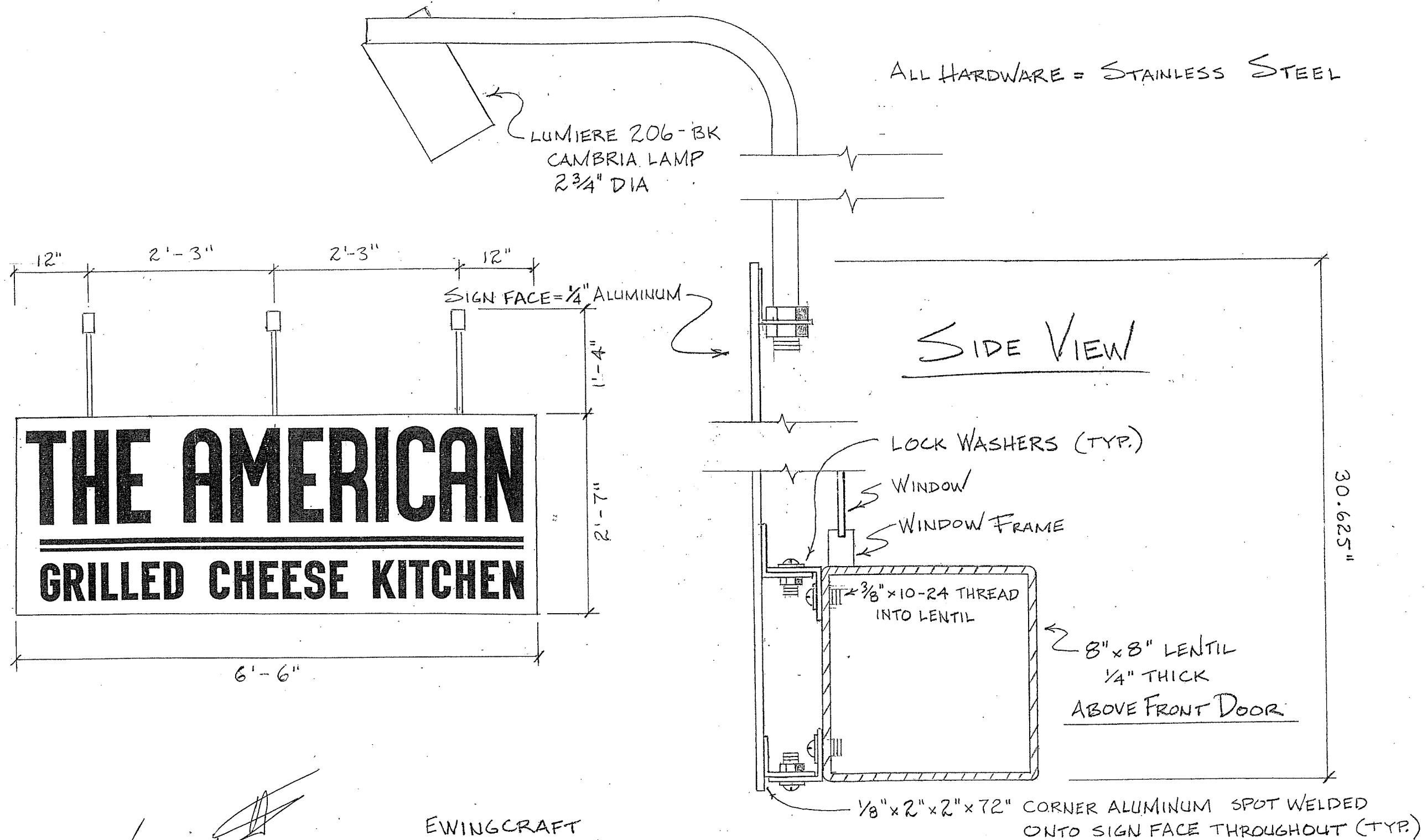
ADOPTED: April 7, 2010

# SOUTH END HISTORIC DISTRICT - Article 10 Appendix I



# THE AMERICAN GRILLED CHEESE KITCHEN

## MOUNTING METHOD



*Ewing*

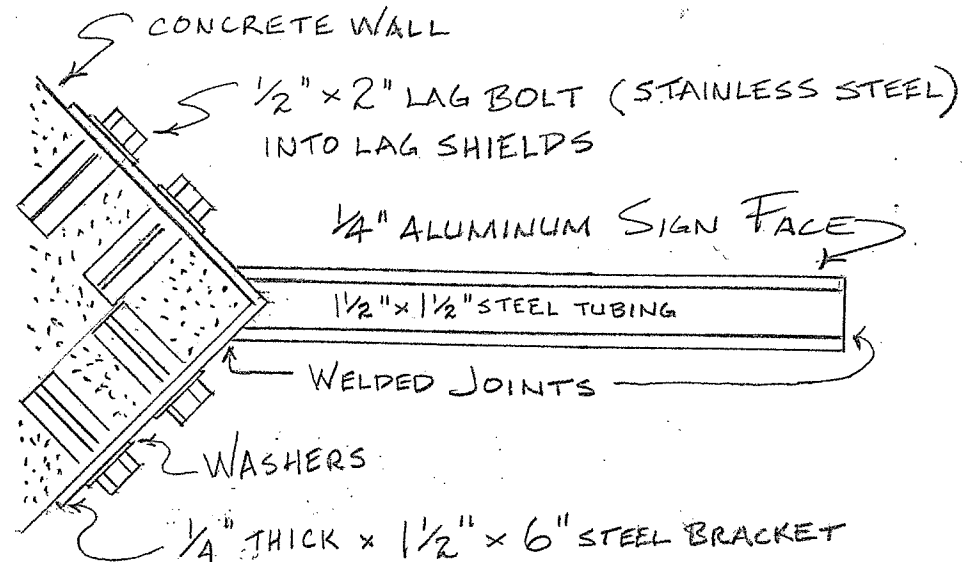
EWINGCRAFT  
LIC 545538  
415-724-2660  
SCALE: 3" = 1'-0"

# THE AMERICAN GRILLED CHEESE KITCHEN

TOP VIEW

SCALE: 3" = 1'-0"

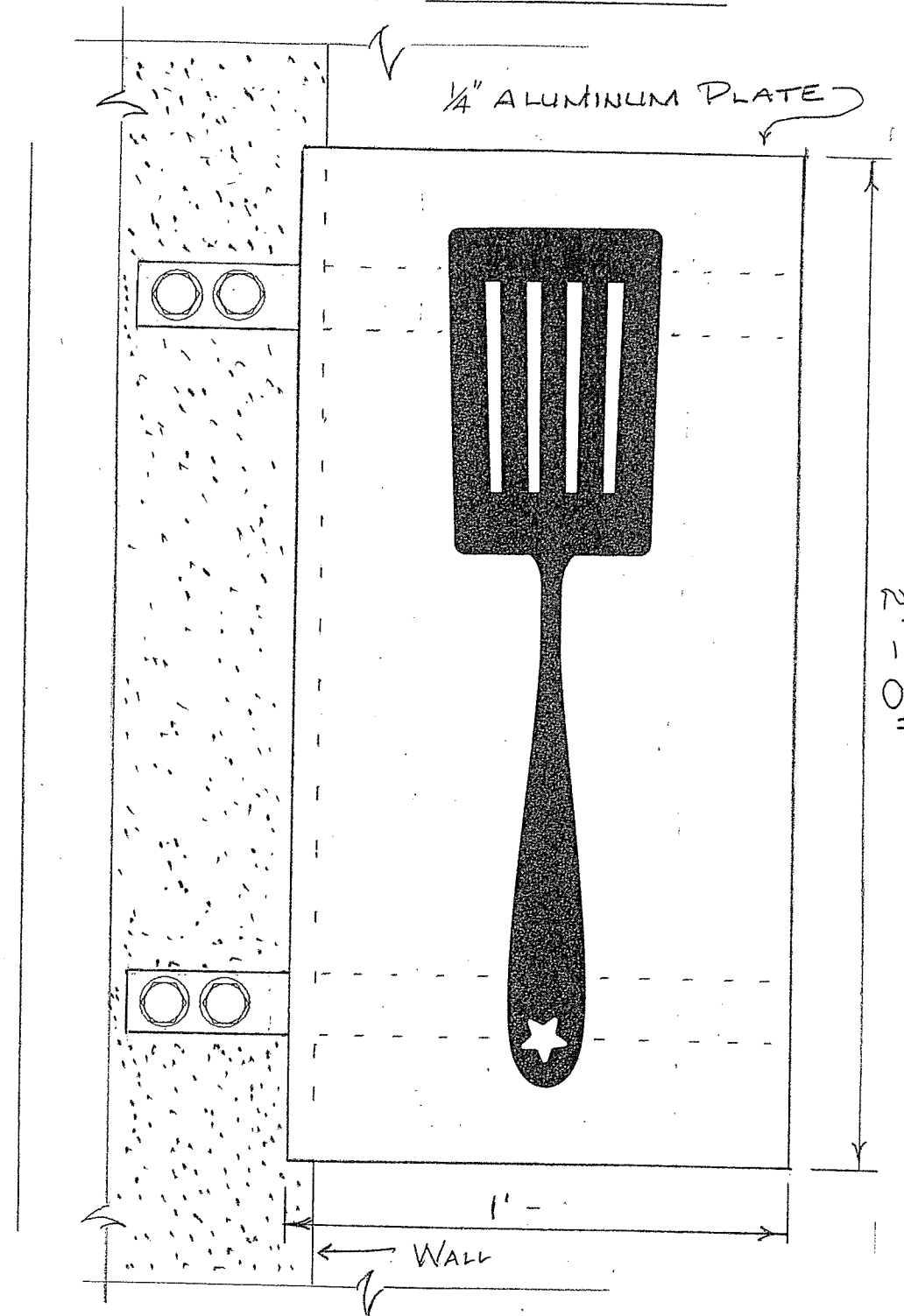
ALL HARDWARE IS STAINLESS STEEL



EWINGCRAFT  
LIC 545538  
415.724.2660

*Ewing*

FRONT VIEW

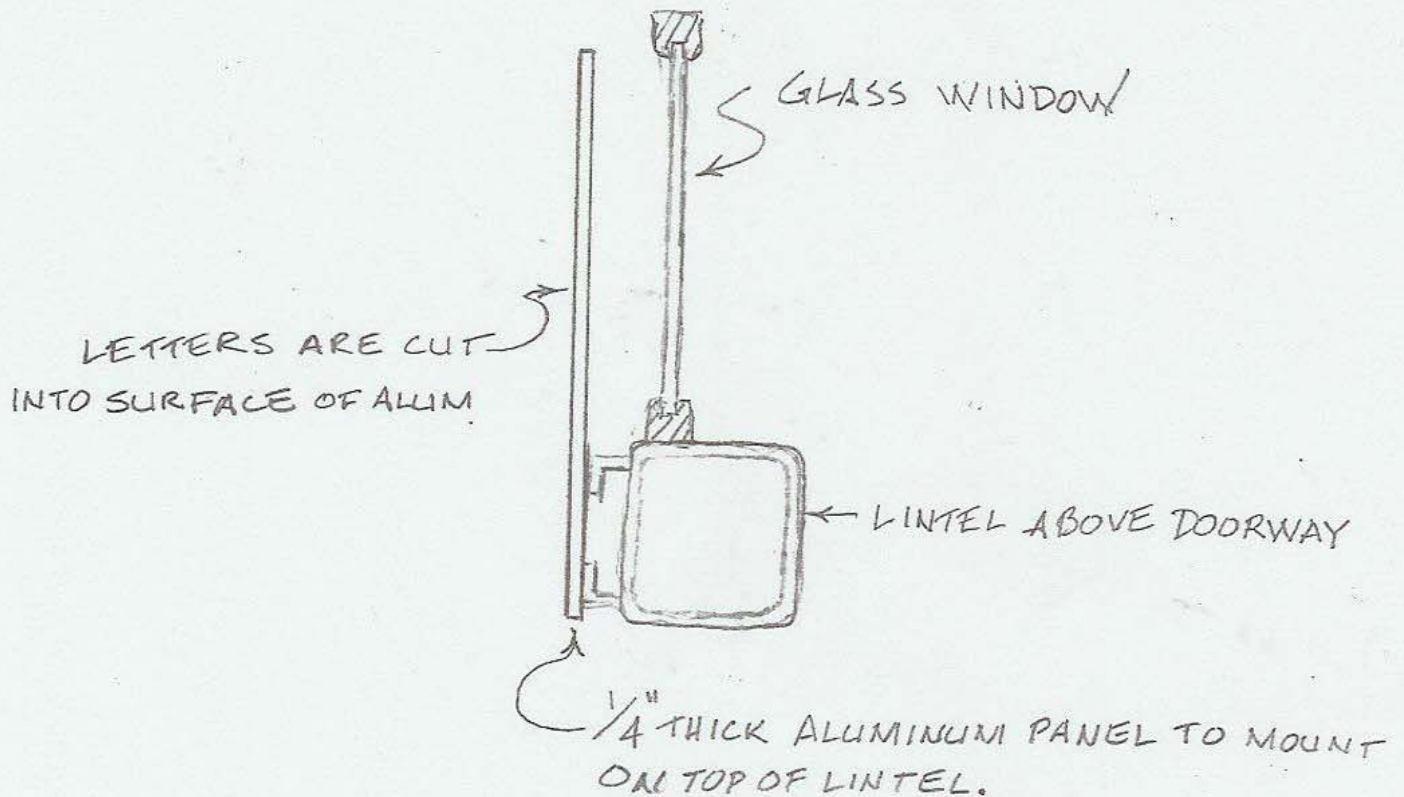


SOLID  $\frac{1}{4}$ " BACKGROUND PANEL (ALUMINUM)

LETTERS CUT INTO SOLID BACKGROUND

# THE AMERICAN

## GRILLED CHEESE KITCHEN



The image shows the exterior of a restaurant named 'The American Grilled Cheese Kitchen'. The building has a light grey wall and a large window above the entrance. The entrance consists of a set of double glass doors with dark frames and silver handles, flanked by two narrow vertical glass panels. A white sign with black text is mounted above the doors. The sign reads 'THE AMERICAN' in a large, bold, sans-serif font, followed by 'GRILLED CHEESE KITCHEN' in a smaller, bold, sans-serif font. The window above the sign is a grid of many small panes, reflecting the sky and surrounding buildings. The ground in front of the entrance is a light-colored concrete sidewalk.

**THE AMERICAN**

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**GRILLED CHEESE KITCHEN**

**THE AMERICAN**  
GRILLED CHEESE KITCHEN





NO PARKING  
12:01am - 6am  
WEDNESDAY  
STREET CLOSING

2 HOUR  
PARKING  
10am - 6pm  
Tues - Thurs  
10am - 10pm  
Fri - Sat  
10am - 4pm  
Sun - Mon

2 HOUR  
PARK AT  
90 MINS