



SAN FRANCISCO PLANNING DEPARTMENT

Certificate of Appropriateness Case Report Consent Calendar

HEARING DATE: JULY 7, 2010

Filing Date: June 10, 2010
Case No.: **2010.0441A**
Project Address: **463 Pacific Avenue**
Historic District: Jackson Square Historic District
Zoning: C-2 (Community Business)
Washington/Broadway Special Use District #2
Jackson Square Special Use District
65-A Height and Bulk District
Block/Lot: 0175 / 025
Applicant: Michael Lewis
160 Brannan Street, Suite 208
San Francisco, CA 94107
Staff Contact Aaron Hollister - (415) 575-9078
aaron.hollister@sfgov.org
Reviewed By Tim Frye – (415) 575-6822
tim.frye@sfgov.org

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

Reception:
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Fax:
415.558.6409

Planning
Information:
415.558.6377

PROPERTY DESCRIPTION

463 PACIFIC AVENUE, south side between Sansome and Montgomery Streets. Assessor's Block 0175, Lot 025. The subject property is a non-contributory structure in the Jackson Square Historic District that has been altered throughout its history including the removal of the original front façade. It is located within a C-2 (Community Business) Use District, the Jackson Square Special Use District and the Washington-Broadway Special Use District #2 with a 65-A Height and Bulk limit.

PROJECT DESCRIPTION

The proposed work includes installing a new tenant sign.

OTHER ACTIONS REQUIRED

None.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

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

APPLICABLE PRESERVATION STANDARDS

ARTICLE 10

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

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

ARTICLE 10 – Appendix B – The Jackson Square 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 Jackson Square Historic District as described in Appendix B of Article 10 of the Planning Code (attached) and the character-defining features specifically outlined in the designating ordinance as an individual landmark. In pertinent part, Appendix B states:

Decorative Features. Characteristic signs and awnings are modest in size, restrained in design, do not obscure building features, and are integrated into the facade. Sign lettering is generally tasteful.

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 5.

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

The proposed sign will be directly mounted on the completely altered front façade of the building. Any of the distinctive features or finishes that may have been present on the building have been long-removed.

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 sign is compatible with the size, scale, and materials of the Jackson Square District. The sign will not obscure, damage, or destroy any of the character-defining features associated with the District.

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 sign would be installed in such a fashion that would minimize any intrusions into the façade and could be removed without impairment to the character of the District.

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 the following:

The Department believes that the proposed shape, scale, and material, of the proposed sign are compatible with the district and proposal meets the Secretary of the Interior's Standards for installing a sign within a historic district.

While Appendix B mentions "tasteful" sign lettering as a requirement of the district, the Secretary of the Interior's Standards make no such judgment other than the lettering on new signs should be "reserved." Staff believes that the size and design of the typeface are of a reserved character and are in conformance with the Secretary of the Interior's Standards.

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 is appropriate for and consistent with the purposed of Article 10, meets the standards of Article 10 and the *Secretary of Interior's Standards for Rehabilitation*.

ATTACHMENTS

Draft Motion

Photographs

Plans

Appendix B: The Jackson Square Historic District

AJH: G:\DOCUMENTS\Projects\C of A\463 Pacific Avenue Case Report.doc



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Motion

HEARING DATE: JULY 7, 2010

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Applicant: Michael Lewis
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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 025 IN ASSESSOR'S BLOCK 0175, WITHIN AN C-2 (COMMUNITY BUSINESS), JACKSON SQUARE SPECIAL USE DISTRICT, THE WASHINGTON-BROADWAY SPECIAL USE DISTRICT #2 AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, June 10, 2010, Michael Lewis (Project Sponsor), filed an application with the San Francisco Planning Department (hereinafter "Department") for a Certificate of Appropriateness for the installation of a new tenant sign at the subject building located on lot 025 in Assessor's Block 0175 within the Jackson Square 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 July 7, 2010, the Commission conducted a duly noticed public hearing on the current project, Case No. 2010.0441A ("Project") for its appropriateness.

WHEREAS, in reviewing the Application, the Commission has had available for its review and consideration case reports, plans, and other materials pertaining to the Project contained in the Department's case files, has reviewed and heard testimony and received materials from interested parties during the public hearing on the Project.

MOVED, that the Commission hereby grants the Certificate of Appropriateness, in conformance with the architectural plans dated received June 10, 2010 and labeled Exhibit A on file in the docket for Case No. 2010.0441A 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 Jackson Square Historic District as described in Appendix B of Article 10 of the Planning Code:

- That the proposal respects the character-defining features within the Jackson Square Historic District;
- That the shape, scale, placement, materials, and sign lettering are compatible with the Jackson Square Historic district;
- That the essential form and integrity of the historic property and its environment would be unimpaired if the proposed improvements were removed at a future date.
- That the proposal complies with the *Secretary of the Interiors' Standards*.

Standard 5.

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

Standard 9.

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

Standard 10.

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

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

I. URBAN DESIGN ELEMENT

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

GOALS

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

OBJECTIVE 1

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

POLICY 1.3

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

OBJECTIVE 2

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

POLICY 2.4

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

POLICY 2.5

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

POLICY 2.7

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

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

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

4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:

- A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

The proposed project is for the installation of tenant signage for a neighborhood-serving retail use that is expected to provide resident employment opportunities.

- 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 district 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 is for the installation of tenant sign for a retail business and 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 have a negative impact on MUNI transit service and will not overburden 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.

The Project will conform to the structural and seismic safety requirements of the Building Code.

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

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

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

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

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

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS a Certificate of Appropriateness** for the property located at Lot 025 in Assessor's Block 0175 for proposed work in conformance with the renderings and architectural sketches dated June 10, 2010, and labeled Exhibit A on file in the docket for Case No. 2010.0441A.

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 July 7, 2010.

Linda D. Avery
Commission Secretary

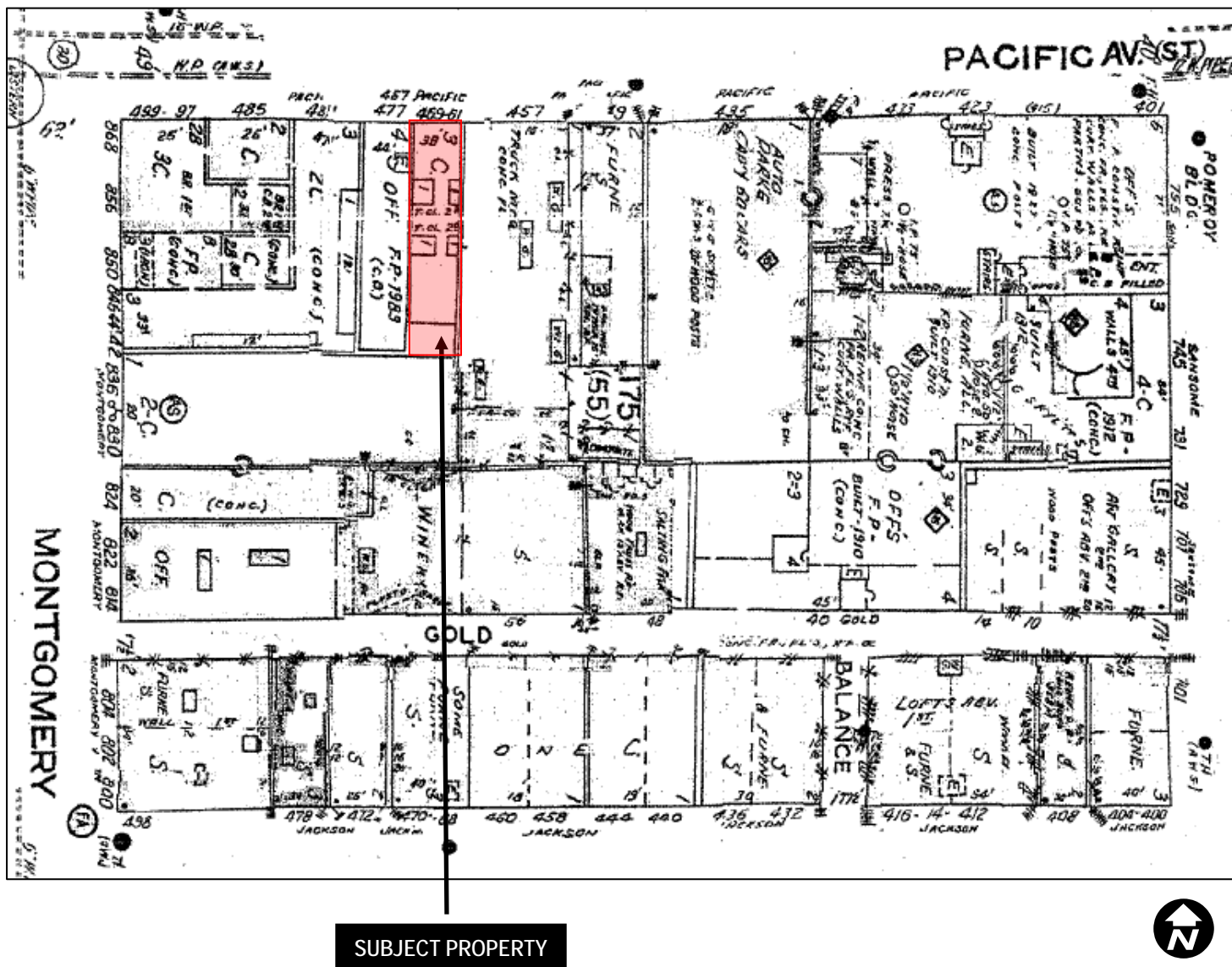
AYES:

NAYS:

ABSENT:

ADOPTED: July 7, 2010

Sanborn Map*



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

Certificate of Appropriateness Request
Case Number 2010.0441A
 Jackson Square Historic District
 463 Pacific Avenue

Aerial Photo



SUBJECT PROPERTY



Certificate of Appropriateness Request
Case Number 2010.0441A
Jackson Square Historic District
463 Pacific Avenue

Exterior Photo



SUBJECT PROPERTY

Certificate of Appropriateness Request
Case Number 2010.0441A
Jackson Square Historic District
463 Pacific Avenue



Tim Frye
San Francisco Planning Department
1660 Mission Street
San Francisco, CA

Wednesday, June 23, 2010

Support Documents for Propose Sign at 463 Pacific Ave

May 24 2010 09:47 AM Maveron 2062691777

1/1

510.451.7292

A. OWNER/PROJECT SPONSOR INFORMATION

Property Owner's Name: NOEL M. LAWRENCE
Address: 1170 SUMMIT HILLS ROAD Telephone: (510) 451-7222
OAKLAND, CA 94610
Applicant's Name: MAVERON LLC (OPS MGR ANDREA HALL)
TECHNICAL ahall@maveron.com
Address: 463 PACIFIC AVENUE Telephone: (415) 208-1722
SAN FRANCISCO, CA 94133
Primary Contact for Project Information: MICHAEL LEWIS, VIVA ANTS
Address: 160 BRANNAN ST. SUITE 208 Telephone: (415) 828-6960
Fax Number: 415-270-9473 File Date: _____
Email: VIVAMICHAEL@COMCAST.NET

B. PROJECT INFORMATION

Address of Project: 463 PACIFIC AVENUE SAN FRANCISCO CA 94133
Cross Streets: BETWEEN MONTGOMERY & ~~SEASIDE~~ S ANSONE
Complete if applicable:
Building Permit Application (BPA) No.: _____
BPA File Date: _____

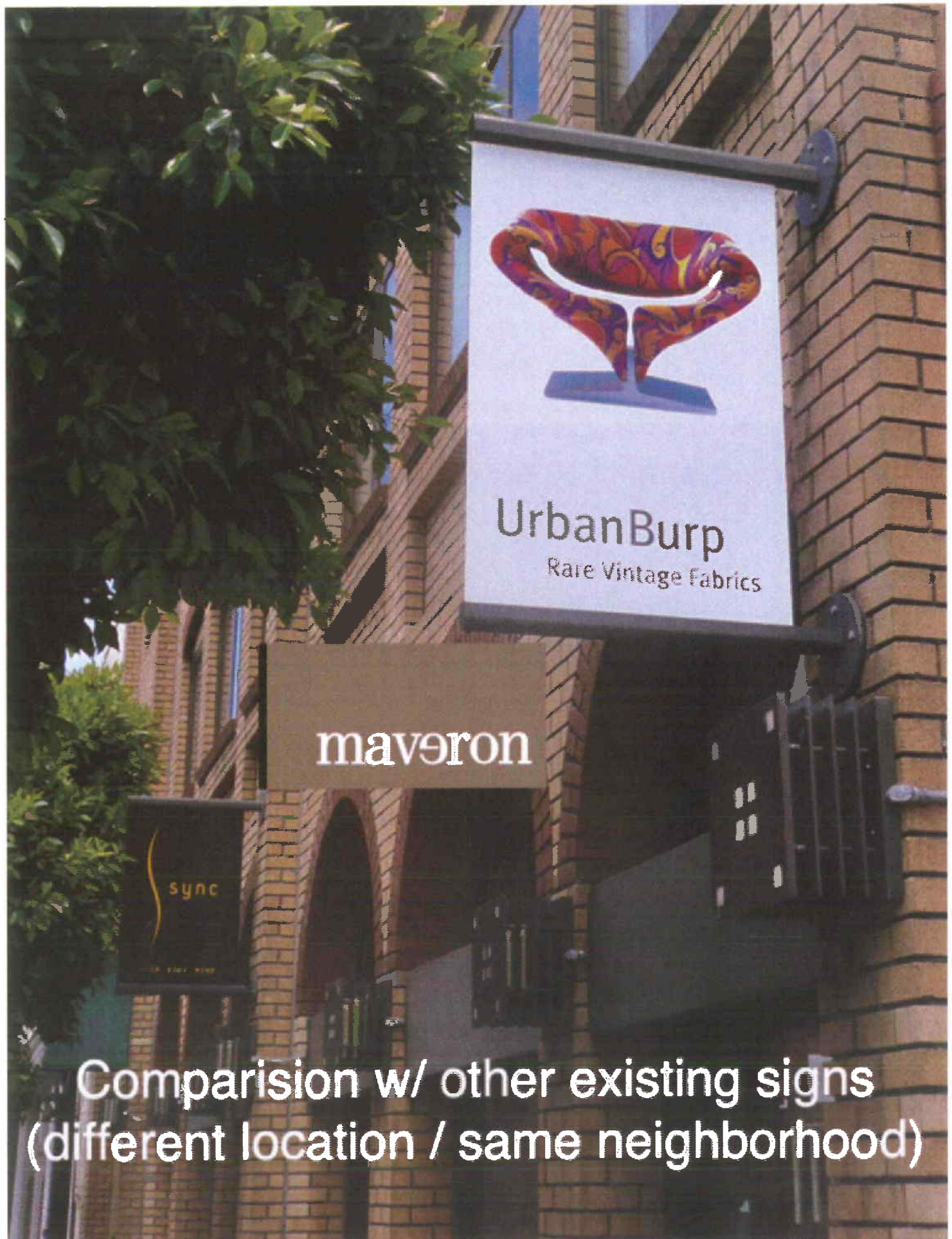
C. APPLICANT'S AFFIDAVIT

Under penalty of perjury, I, the applicant, declare that I am the owner or authorized agent of the owner(s) of this property, and that the information presented is true and correct to the best of my knowledge.

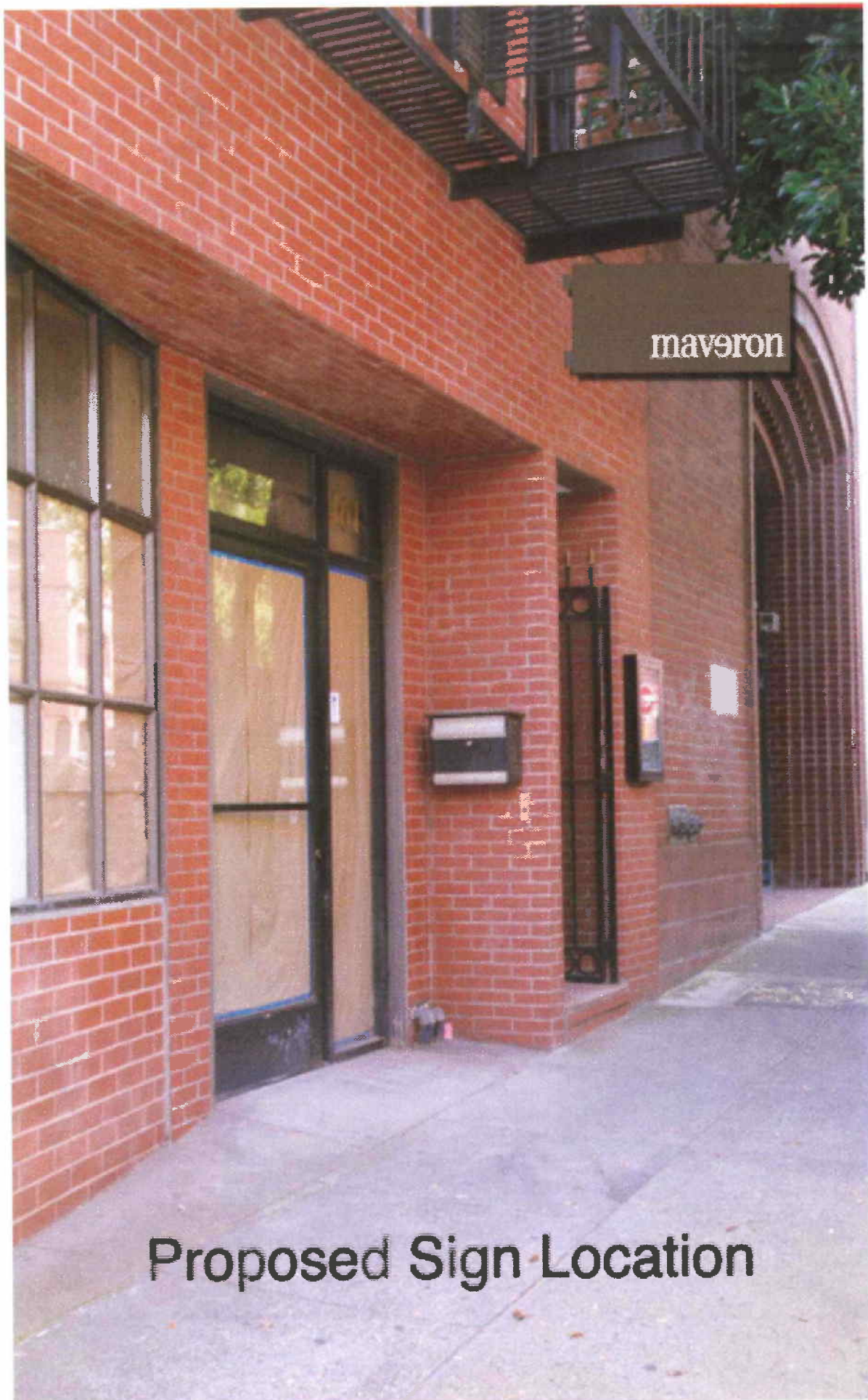
Signed: NOEL M. LAWRENCE
NOEL M. LAWRENCE
(Print Name of Applicant in Full)
Date: 05/24/10

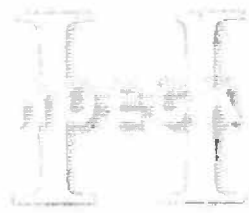
D. ENVIRONMENTAL DETERMINATION (To be filled out by Preservation Technical Specialist during application intake)

Determination: _____



Comparison w/ other existing signs
(different location / same neighborhood)





Metal Fabricators

1184 HARRISON STREET
SAN FRANCISCO, CA 94103
(415) 621-4883, FAX (415) 621-4886

ESTIMATE

05/07/10

Michael Lewis

We are pleased to quote you the following:

2 Banner poles constructed from 2" x 2" x 1/4" tube steel,
welded to 5" x 5" x 3/8" steel plate.

1 16 gage steel box with seems welded and clean.

Price pending drawing changes.

Price: \$626.00 plus tax.

Lead time: 7 – 10 business days

Please feel free to call if you should have any questions.

Steve Listug
General Manager

