



# SAN FRANCISCO PLANNING DEPARTMENT

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DATE: November 2, 2016

TO: **Architectural Review Committee (ARC) of the Historic Preservation Commission**

FROM: Elizabeth Gordon-Jonckheer, Preservation Planner (415) 575-8728

REVIEWED BY: Tim Frye, Historic Preservation Officer

RE: Review and Comment for 1965 Market Street - Case No. 2015-002825ENV

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

The Planning Department (Department) and the Project Sponsor (Sponsor) are requesting review and comment before the Architectural Review Committee (ARC) regarding the addition of an 85-foot mixed-use building with ground-floor retail, below grade parking, and 96 residential units at 1965 Market Street. The existing structure is a National Register-eligible and California Register-eligible historic resource identified through the Inner Mission North Historic Resource Survey. The project is currently undergoing environmental review per the California Environmental Quality Act (CEQA) by the Planning Department (Case No. 2015-002825ENV).

Although not a property designated in Articles 10 or 11 of the Planning Code, a Preliminary Project Assessment found the subject property to be significant due the high artistic value of its architectural design and its prominent location as a visual landmark at the corners of Market and Duboce Streets. Given the Historic Preservation Commission's interest in similar projects and its recent hearings to discuss façadism in San Francisco, the Department seeks the advice of the ARC regarding the proposed demolition, new construction and alterations proposed for the historic resource.

## **BACKGROUND**

### **Gantner Brothers' Funeral Home**

1965 Market Street was designed in 1924 by San Francisco architect Walter C. Falch, and served as the Gantner Brothers' Funeral Home (and subsequently the Gantner-Felder-Kenny Funeral Parlor) from 1924 through the 1970s. The property was designed in the Spanish Colonial/Mission Revival style, and with a proximity to Mission Dolores, the site provided a convenient location for mass following funeral services. The Gantner brothers commissioned Falch to build the site as a "2-story undertaking parlor", with a custom-built funerary chapel and two adjacent residential units. The funeral home was the first improvement to occupy Market Street at that time.

## Survey Documentation

The existing structure is an eligible historic resource under Criteria A/1 (for its association with commercial development in San Francisco, during the 1906-1929 Reconstruction era and Criteria C/3 (for the quality of its distinctive Spanish Colonial/Mission Revival architectural style.

### *1976 Survey*

Originally documented as part of the 1976 Department of City Planning Architectural Quality Survey (please see attached), the site was given a survey rating of 3 (on a scale of 0-5, with 5 representing the highest rating for architecture). The surveyor noted the building's imagery of three buildings in one: "Baroque" Mission Church façade turns to arcade from Mission courtyard, which leads to vernacular random elements composing the works picturesquely." Based on historic photographs, from the exterior the property has changed relatively little since it was first surveyed in 1976.

### *Inner Mission North Historic Resource Survey*

The property was also evaluated as part of the adopted Inner Mission North Historic Resource Survey in 2002/2003 and was found individually eligible under Criteria C/3, for the National Register/California Register, for the quality of its distinctive Spanish Colonial/Mission Revival architectural style, a relatively uncommon style within the Inner Mission North neighborhood, representing just 9% of the building stock in the survey area. The subject property was also found individually eligible under Criteria A/1 for the National/California Register for its association with Reconstruction-era commercial development in the Inner Mission North neighborhood and the Market and Octavia Plan Area (please see DPR and survey forms attached).

### *Citywide Historic Context Statement for LGBTQ History in San Francisco*

According to the recently-adopted *Citywide Historic Context Statement for LGBTQ History in San Francisco*, 1967 Market Street (the subject property's westernmost address) served as the home of the "first financial institution established by a partnership of gays and lesbians in the United States." (Please see attached excerpt.) The institution was Atlas Savings & Loan Association, which operated at 1967 Market Street between 1981 and 1985. In terms of the LGBTQ context, the property fits within at least three applicable themes of significance identified in the Citywide Historic Context Statement for LGBTQ History in San Francisco: (1) Building LGBTQ Communities, 1960s to 1990, (2) Gay Liberation, Pride, and Politics, 1960s to 1990s, and (3) Evolution of LGBTQ Enclaves and Development of New Neighborhoods, 1960s to 1980s. While the bank existed for a short period of time, given the strength of this association and the scarcity of comparable LGBTQ-related resources identified and designated in San Francisco, 1965-1967 Market Street appears eligible for the California Register under Criterion 1 for its association with Atlas Savings & Loan. The building's distinctive Spanish Colonial/Mission Revival architectural style and presence on Market Street figured prominently in the building's logo, and its proximity to the growing LGBTQ enclave in the Castro District made it an ideal location to serve the community. With the façade intact and

exhibiting few alterations since Atlas Savings & Loan occupied the property; 1965-1967 Market Street continues to convey the reasons for its significance under the LGBTQ context.

#### *Nearby Historical Resources*

The subject property is also located near several known historical resources, including the National Register-eligible Guerrero Street Fire Line Historic District located to the east/southeast and the California Register-eligible 1975 Market Street (Golden Nugget Sweets Candy Factory) to the west. The Upper Market Street Historic District is located to the north of the site in the 2000 block of Market Street.

## **PROPERTY DESCRIPTION**

### **Location**

The site is located at southwest corner of Market Street and Duboce Avenue, encompasses four Assessor's Blocks (Block 3534, Lots 58, 59, 61 and 62) and is within the Market and Octavia Plan Area. The corner portion of the site at 1965 Market Street is zoned NCT-3 (Moderate Neighborhood Commercial Transit) Zoning District and is located within a 40-X (at rear) and 85-X Height and Bulk District. The surface parking lot along Duboce Avenue is zoned RTO (Residential Transit Oriented) Zoning District and is located within a 50-X Height and Bulk District.

### **Integrity**

The subject property consists of a two- to three- story smooth stucco-clad building occupying an irregularly shaped lot. Along the primary elevation, which faces Duboce Avenue and Market Street, massing consists of three distinct but unified segments. Taken together, the varied but cohesive ornamental program, massing, and design composition give the property a distinctive presence at this highly visible juncture of Market Street, and Duboce Avenue.

1965 Market Street exhibits some exterior alterations, but overall the property is highly intact. Over the decades, and in particular since a major remodel in 1980, when the property changed from a funeral home to office/commercial space, the most significant changes have occurred on the interior. Exterior alterations have included changes to the overall site configuration, with the demolition of an earlier residential building adjacent to the east, the installation of non-original aluminum-frame windows and horizontal wood siding, and an altered wall opening on the eastern elevation.

Along the façade, visible alterations include the removal of original planter boxes and a semi-circular entrance awning as well as the installation of non-original wrought-iron railing and steel-frame doors on the central segment; and the removal of the entrance awning and original doors on the northern segment. As shown in the building permits, the addition of a third story to the building took place in 1933. However, this change, was designed by the original architect of the building, and fits with the general scale of the building and has acquired significance in its own right. Overall, 1965 Market Street retains integrity of location, design, setting, workmanship, feeling, association, and materials and meets the integrity thresholds as noted previously for properties qualifying under Criteria A/1 (for its association

with commercial development in San Francisco, during the 1906-1929 Reconstruction era (as well as under Criteria C/3).

### **Character-Defining Features**

A majority of the physical features, spaces, and materials of the principal façade of 1965 Market Street are character-defining. The east elevation exhibits some alterations and is considered to be of secondary character-defining importance. The following lists character-defining elements and features, as well as visible and known alterations:

- Relationship to the street (set at the sidewalk)
- Two- to three-story massing
- Asymmetrical but balanced design composition
- Tripartite design, with three distinct building segments
- Flat and shed roof elements, capped with red clay tile, with shallow or no eaves
- Use of decorative eave brackets and exposed rafter tails and purlins (on ground story)
- Smooth stucco cladding and plaster ornament
- Varied but unified ornamental program
- Use of projecting bays and balconettes, with applied ornament and fenestration
- Multi-light windows, in a variety of configurations, with molded wood frames and decorative quoining
- Use of arched window and wall openings
- Locations and sizes of window and walls openings
- Wing-wall and double-arched entrance porch, resting on columns (Eastern Segment)
- Entrance porch resting on five twisted columns (Center Segment)
- Gently sloped, tile-clad shed roof with shallow eaves (Center Segment)
- Symmetrical design composition, with concentration of ornament surrounding the entrance (Western Segment)
- Centered arched entrance, framed by attached square pilasters (Western Segment)
- Twisted, rope-like accents frame the arch (Western Segment)
- Deeply recessed, arched front entrance (Western Segment)
- Two towers, capped with tile-clad hipped roofs, flanking a center front gable detail (Western Segment)
- Horizontal wood siding (Eastern Elevation)
- Relatively ornament free (Eastern Elevation)
- Roughly U-shaped building footprint (Eastern Elevation)
- Double-height ceiling in former funerary chapel (interior)

Alterations/Non-Character-Defining Features:

- Non-original steel-frame doors with single-light transoms (Center Segment)
- Non-original wrought-iron railing fronts the entrance porch; historic photographs and building permits indicate that planter boxes originally lined the porch, between the columns (Center



- Segment)
- Removal of semicircular entrance awning (Center and Western Segments)
- Removal and replacement of original entrance (Western Segment)
- Series of non-original aluminum-frame windows (Eastern Elevation)
- In-filled openings at the ground story (Eastern Elevation)
- Removal of original chapel features (interior)
- Non-original wall boards and drop ceilings (interior)
- Noncontributing central staircase (interior)

## **PROJECT DESCRIPTION**

### **Proposal**

The project site is 18,865 square feet and is currently composed of one existing commercial building, with retail and commercial office uses, and a surface parking lot. The existing surface parking contains 24 off-street parking spaces. The proposed project would include the merger of the four lots, partial demolition, addition and renovation to the existing building, demolition of the existing surface parking lot and construction of two new 7-story and 8-story mixed-use buildings with 4,023 square feet of ground-floor retail space, below grade parking, and 96 residential units. The existing façade of the subject property, along with certain interior portions of the existing building core and lobby would be maintained and integrated into the new building; however the project requires demolition of a majority of the existing building. The total square footage for the proposed project is approximately 99,410 square feet. The total project footprint is 16,778 square feet.

### **Entitlements**

The proposed project will require approval of a Conditional Use Authorizations for Large Lot Development and Dwelling Unit density within the RTO Zoning District, and the approval of a site permit, demolition, grading, and building permits. The proposed project utilizes the State Affordable Housing Bonus Program to take advantage of specific incentives: an increased density and up to two additional stories, over the 55 foot height limit on that portion of the site in the RTO Zoning District.

### **Height and Setbacks**

Along Market Street the proposed project would rise to a total height of 85 feet in 8 levels, with setbacks of 30 feet at levels 3 through 5 at the furthest western portion of the Market street elevation. The setback decreases to 15.5 and 18 feet on levels 6 through 8. Immediately to the east of the existing historic building, on the site of the existing parking lot on Duboce Avenue, new construction will rise to a total height of 75 feet in 7 levels, with residential stoops at the property line. This 100-foot wide elevation is divided into three vertical forms—distinguished with color and materials differentiation, bay structure, and fenestration. A planted roof deck is planned at top.

## **Materials**

Materials currently proposed for the new construction include fiber cement rain screens in off-white, tan and black, anodized and dark aluminum windows and perforated anodized aluminum sunshades (at rear). Please see the attached proposed plans provided by the project sponsor.

## **STAFF ANALYSIS**

There are several components of the proposed project that the Department seeks the advice of the ARC. The Department would like the ARC to consider the following information:

### **Concurrence with Draft Historic Resource Evaluation (HRE)**

The Department has reviewed the project proposal and largely concurs with the Secretary of the Interior's Standards for Rehabilitation analysis included in the administrative draft Historic Resource Evaluation (HRE) Parts I and II prepared by SWCA Environmental Consultants/Turnstone, dated September 2016. The HRE found that given the building's distinctive character and quality of the Spanish Colonial/Mission Revival, the style of and its relative scarcity within the Inner Mission North neighborhood, and the diminishing number of 1920s-era commercial properties along the Upper Market Street corridor, the historical resource would lose historic integrity and the reasons for its National and California Register eligibility due to the proposed project, which would result in a significant adverse impact and material impairment.

### **Spatial Relationships -- Setbacks and Massing**

Although the proposed project would retain the distinctive ornamental features and materials of the Spanish Colonial/Mission Revival-style façade, the project would alter the spatial relationships that define the property and the resource.

Stepping back from the exterior wall plane of the façade, an approximate 23-foot setback would be provided up to 5th floor level – the setback is 30 feet at the furthest western portion of the Market street elevation. The setback decreases to 15.5 and 18 feet on levels 6 through 8. The project would demolish significant portions of the building core – just 15 feet of the existing roofline and roof features would be retained – and demolish the 1933 third-floor addition to the property's eastern segment that has acquired significance in its own right.

The Department believes that proposed demolition of significant portions of the building and the construction of the new multi-story buildings/additions could not be considered a minimal change to the historic building's massing and volume. The 2- to 3-story massing/profile of the extant historic building is an important character-defining feature of the building and one that reflects the scale and character of the resource, as well as those of neighboring residential properties and similar commercial properties of the era along Market Street. The proposed addition to the historic resource at 1965 Market Street overpowers the scale, massing, spatial relationships and character of the resource. Moreover, the building's relationship to the street, an important character-defining feature, is significantly compromised

by the addition. In terms of the 7-story addition planned for the parking lot area, while the slightly lower height and stepping of the façade may allow the volume and existing building footprint to be discernible, the transition between the existing historic building and the addition along Duboce Avenue while differentiated is abrupt.

*Recommendation:*

1. The historic resource should be preserved with dignity. Distinctive features, spaces and spatial relationships that characterize the property should be maintained so that the original mass and volume of the historic building should continue to be discernible. The Department seeks the input of the ARC regarding the massing and the appropriate amount of setback and type of separation needed between the existing resource and the new construction.
  - a. The Department recommends an increase in the setback of new construction -- establishing a 30-35 feet minimum setback so that original mass and volume of the historic building is evident.
  - b. The Department recommends a distinct separation between the existing building and the new construction. Specifically, the transition between the existing building and the Duboce Avenue development is awkward. The Duboce Avenue massing should establish a relationship with the existing prevailing heights of the neighborhood and provide a relationship/context to the historic resource.

## **Height**

Given the existing spatial relationships and features, and the 2- to 3-story massing of the historic resource, the Department believes that the new 8-story addition along Market Street would not adequately preserve this significant feature. The Department seeks the input of the ARC regarding height of the new construction.

*Recommendation:*

1. Decrease the overall height of new construction/addition. The Department suggests that the overall height of new construction above the towers at the corner of 1965 Market Street be reduced to 6 stories total (3 stories above the resource).
2. Explore options for shifting additional stories/square footage to adjacent new construction on parking lot.

## **Articulation of the façade**

The Department is concerned that the new construction appears monolithic in character and disconnected to the surrounding historic forms and features of the building. The new additions should be read as background structures, reflecting a relationship to the resource through proportions, setback and materials. The Department believes that a simplified interpretation in substitute materials is appropriate, and is consistent with the Department's interpretation of the Secretary of the Interior Standards. The

Department believes that the overall vertical composition and fenestration systems should take stronger cues from the subject and neighboring buildings and the façade should highlight a more horizontal orientation. The Department seeks the input of the ARC regarding articulation of the façade.

*Recommendation:*

1. The new construction should provide greater horizontal modulation. The new buildings should incorporate horizontal layers or banding to break up the massing. The vertical articulation in the current design is prevailing and inconsistent with the context.
2. The cadence of the openings and solid to void ratios should reference the historic resource and neighboring structures. Window proportions should reference the historic structure. (Within the guidelines of the Secretary of the Interior Standards for Rehabilitation please provide a greater relationship between the old and new.)
3. Explore options for articulating the façade treatment in such a way that the tripartite design composition is reflected and continues to be expressed/read. This could include a design component in which wall openings reflect and mirror the pattern and configuration of wall openings of the historic property.
4. Street frontage for the new construction along the Duboce Avenue ground floor level should provide a minimum 14 foot ground floor ceiling height and provide greater articulation -- punched openings and porches.

## **Materials**

On the exterior, the proposed project would retain most of the overall distinctive materials, features, finishes, and examples of craftsmanship that characterize the façade and its distinctive, intact Spanish Colonial/Mission Revival style. The wall and window openings would also be retained.

The Department believes the proposed materials for new additions should be high quality given the nature of the resource and visibility of the site. Materials currently proposed for the new construction include fiber cement rain screens in off-white, tan and black, anodized and dark aluminum windows and perforated anodized aluminum sunshades (at rear). The Department seeks the input of the ARC regarding the appropriateness of the proposed materials.

*Recommendation:*

1. More information is required to assess the proposed color palette and materials selections, nonetheless all materials should be of high quality and, while differentiated should complement those found on the resource.
2. Contemporary design elements may be differentiated through the use of surface treatment, color, and/or materials.

## **Interior**

Where extant, the project proposes to retain historic features/spaces of the interior (including the double height of the former chapel area) and identify and retain any historic features or fabric currently obscured by noncontributing alterations (such as drop-ceilings and/or wall boards). However, as noted above, the materials and features currently comprising the core of the building would be demolished rather than replaced in-kind. The Department seeks the input of the ARC regarding the retention of the historic features/spaces of the interior.

### *Recommendation:*

1. The Department recommends that the restoration and treatment of historic features should be accomplished in accordance with the Secretary's Standards. Deteriorated historic features should be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature should match the old in design, color, texture, and, where possible, materials. Replacement of missing features should be substantiated by documentary and physical evidence.

## **REQUESTED ACTION**

Specifically, the Department seeks comments from the ARC on:

- The project concerns raised by staff; and,
- The project recommendations proposed by staff.

## **ATTACHMENTS**

- Project Sponsor architectural plans, elevations, renderings and photographs.
- 1976 Architectural Survey Form
- DPR 523A & B Forms
- Inner Mission North Resources Survey Form
- Comparison to Sullivan's Funeral Home
- Market and Octavia Area Plan Objectives and Policies





## 1965 Market Street Narrative

### Summary of Significance

As described in the HRE, Part 1, the subject property was originally built as a funeral home and is eligible under Criteria C/3 for the NRHP and CRHR for the quality of its distinctive Spanish colonial/Mission Revival architectural style. In addition, the property is eligible under Criteria A/1 for the NRHP and CRHR for its association with Reconstruction-era commercial development in the Inner Mission North neighborhood and Market & Octavia Plan Area. The building is not an Article 10 landmark or located in an historic district. It is currently occupied by a ground floor retail tenant (FedEx) and upper floor offices.

The existing historic property consists of a two- to three-story structure clad in smooth stucco, occupying an irregularly shaped, 7, 778-square-foot lot. The property includes an adjacent surface parking lot on Duboce Avenue. The proposed new design highlights and “frames” this distinctive elevation, creating a signature new building along the developing Market Street Corridor.

### I. Proposed Project

#### OVERVIEW

The project site was rezoned NCT-3 (higher density residential above ground-floor commercial uses) as part of the Market & Octavia Plan, and has a height limit of 85 feet along Market Street. Proposed for 1965 Market Street, this adaptive-reuse and adjacent new construction design for a new mixed-use building comprises ground-floor retail, below-grade parking, and 96 residential units. The proposed 85-foot structure comprises approximately 99,410 square feet on two lots (the current 1965 Market Street site and the adjacent parking lot) totaling 16,778 square feet.

#### HISTORIC PRESERVATION

The proposed project will preserve and rehabilitate 1965 Market Street ‘s historically significant façade and much of its stylistically distinct volume, materials, features, roof line, wall openings, and significant interior spaces and will integrate this historic fabric into the new construction.

The proposed plan includes the alteration and demolition of a portion of the existing lobby and interior core of the building. Within the retained façade and preserved interior, the Project Sponsor additionally intends to remove—where possible—any non-original, incompatible alterations presently obscuring the building’s character-defining features. (See Appendix B for conceptual drawings and sketches.)

#### ZONING

The proposed project is located in two height and zoning districts. Along Market Street, the



proposed design will rise to a total height of 85 feet in 8 levels, with maximum setbacks of 30 feet at levels 3 through 5, and setbacks between 15.5 and 30 feet on levels 6 through 8. Deeper setbacks would render it infeasible to construct a residential structure on the remainder of the lot.

Immediately to the east of the existing historic building, on the site of a 9,000 square foot parking lot on Duboce, new construction will rise to a total height of 75 feet in 7 levels, with residential stoops at the property line.

While the proposed design has the appearance of two separate, if complementary buildings, the proposed new construction encompasses one interconnected structure.

#### ACTIVE GROUND LEVEL

The elevation with the historic façade along Market Street and Duboce Avenue will serve as the main point of entry for the building and will include the residential entrance and lobby on Duboce Avenue and corner-anchoring neighborhood retail spaces along Market and Duboce. The new extended portion of the building, eastward along Duboce Avenue, will further activate the street edge with plantings and residential stoops connecting directly with the sidewalk.

#### CONTEXTUAL DESIGN

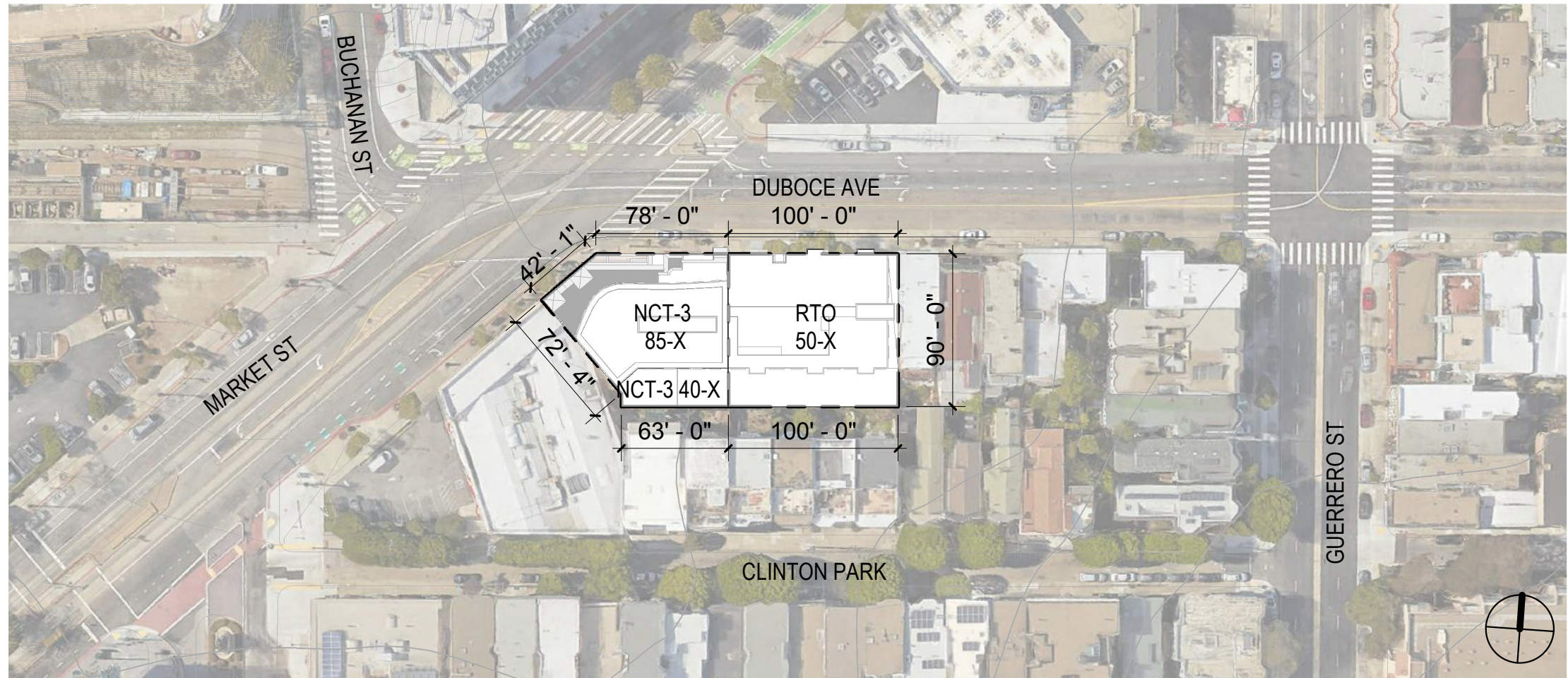
Above this featured historic volume, a new residential building will rise. Levels 3 to 5 are recessed in a dark-toned, undulating band, creating a backdrop and frame to set off the historic features. This waved building face creates an opportunity for generous planted patios overlooking Duboce Avenue for level 3 and 4 residences. Above, three additional levels float out and above, maximizing residential density.

On the eastern side of the proposed project, on the existing parking lot, a 100-foot wide elevation is divided into three vertical forms—distinguished with color and materials differentiation, bay structure, and fenestration—to read as complementary narrow buildings in keeping with the smaller footprint of neighboring structures stepping down Duboce toward the Mission District. This lower element is topped with a planted roof deck.

The proposed design's stepped three-part volume offers a unique and balanced asymmetrical building that honors the past and looks to the future at the highly visible juncture of Market Street and Duboce Avenue at Dolores Street.

Unit Mix				
Level	Studio	1-BR	2-BR	Total
1	0	4	4	8
2	0	6	7	13
3	1	8	5	14
4	1	9	4	14
5	1	9	4	14
6	1	7	6	14
7	1	7	6	14
8	1	1	3	5
<b>TOTAL</b>	<b>6</b>	<b>51</b>	<b>39</b>	<b>96</b>
	<b>6%</b>	<b>53%</b>	<b>41%</b>	

Gross Floor Area	
SERVICE	4178 SF
CIRCULATION	6747 SF
GARAGE	13633 SF
RESIDENTIAL	65431 SF
RETAIL	4023 SF
STAIRS/ELEVATORS	5399 SF
	99410 SF



① Site Plan  
1" = 80'-0"

**SITE INFORMATION**

Address	Duboce Ave	1965 Market Street
Zoning	RTO	NCT-3
Height	50-X	85-X, 40-X
FAR	NA	3.6 to 1
Current use	Parking lot	Commercial
Lot area	9,000 SF	7,778 SF

**PROJECT REQUIREMENTS**

	Duboce Ave (RTO)	1965 Market (NCT-3)
Open space		
Required	4,900 SF (100 SF / DU)	3,900 SF (100 SF / DU)
Provided	<b>8,800 SF</b>	<b>To be shared across bldg</b>
Rear yard	2,285 SF	
Roof deck	(TBD) SF	
Parking		
Required	Max. 25 (P up to .50)	Max. 29 (P up to .75)
Provided	<b>25 spaces (.50)</b>	<b>22 spaces (.75)</b>

**PROJECT DIRECTORY**

Owner:  
Keller Grover Properties, LLC  
1965 Market Street  
San Francisco, CA 94103

Architect:  
David Baker Architects  
461 2nd Street, Loft C-127  
San Francisco, CA 94107  
t. 415.896.6700  
www.dbarchitect.com



Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**PROJECT DATA**

21506  
scale: As indicated  
date: 2016.09.30

**G.00**





Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**AERIAL VIEW**

scale: 21506  
date: 2016.09.30

**G.01**





Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**AERIAL ALONG MARKET STREET**

21506  
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date: 2016.09.30

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1965 MARKET STREET

VIEW LOOKING SOUTHWEST ON MARKET STREET

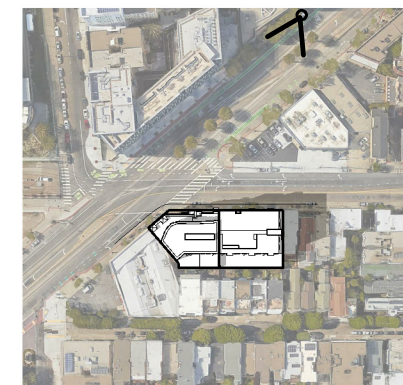




1965 MARKET STREET

VIEW LOOKING NORTHEAST ON MARKET





Keller Grover  
Properties, LLC

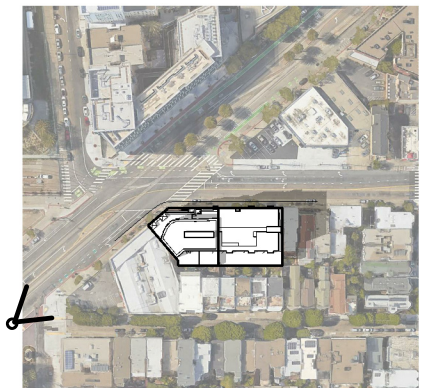
**1965 MARKET STREET**

**SOUTHWEST ON MARKET STREET**

21506  
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date: 2016.09.30

**G.03**





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**1965 MARKET STREET**

**VIEW FROM DOLORES STREET**

21506  
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date: 2016.09.30

**G.04**





A - View west on Duboce



B - View south towards site



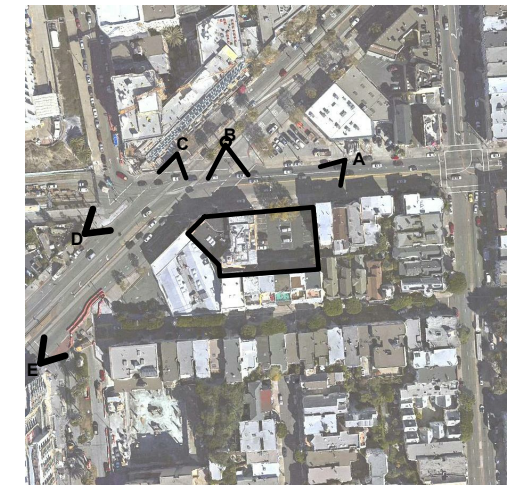
C - View southwest on Market



D - View northeast on Market



E - View northeast across Dolores Street



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Properties, LLC

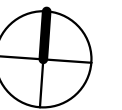
**1965 MARKET STREET**

**SITE PHOTOS**

21506  
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date: 2016.09.30

**G.10**





Keller Grover  
Properties, LLC

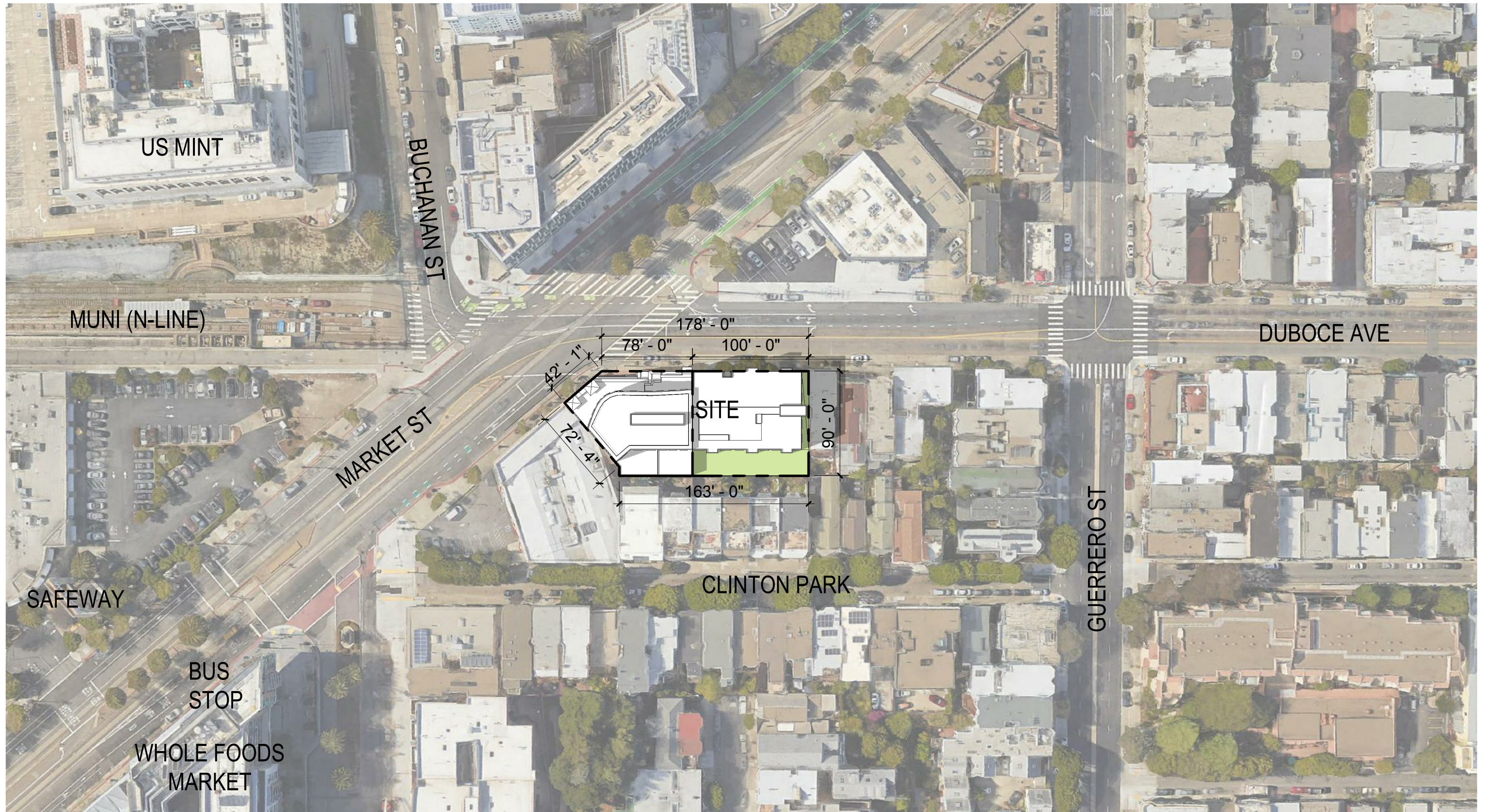
**1965 MARKET STREET**

**SITE PLAN EXISTING**

21506  
scale: 1" = 80'-0"  
date: 2016.09.30

**A.00**



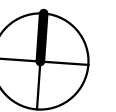


Keller Grover  
Properties, LLC

**1965 MARKET STREET**

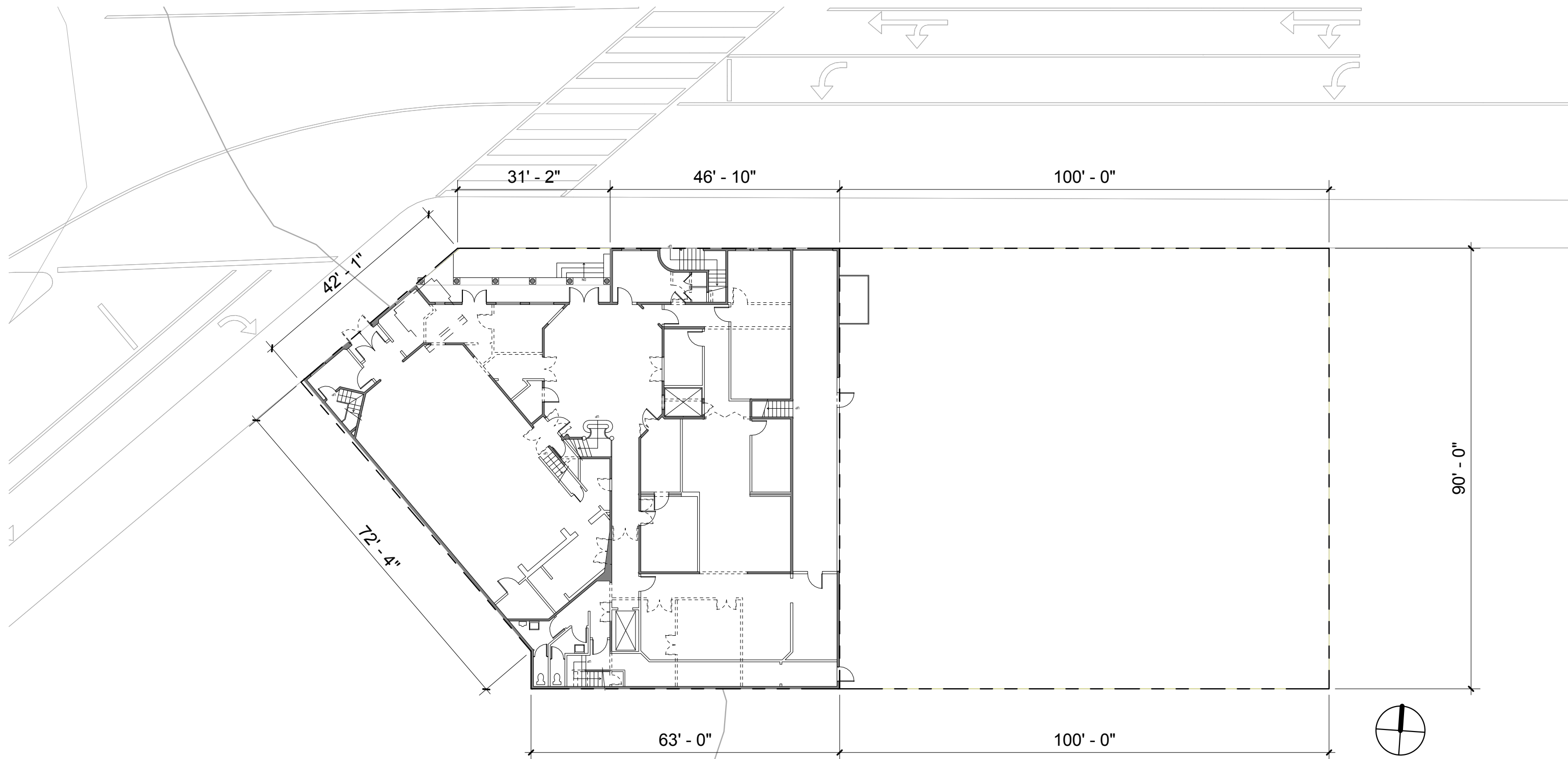
**SITE PLAN PROPOSED**

21506  
scale: 1" = 80'-0"  
date: 2016.09.30



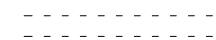
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① Level 1  
1" = 20'-0"

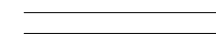
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ORIGINAL REMOVED



ORIGINAL FRAMING REMAINING



MODIFIED (1979-2012)



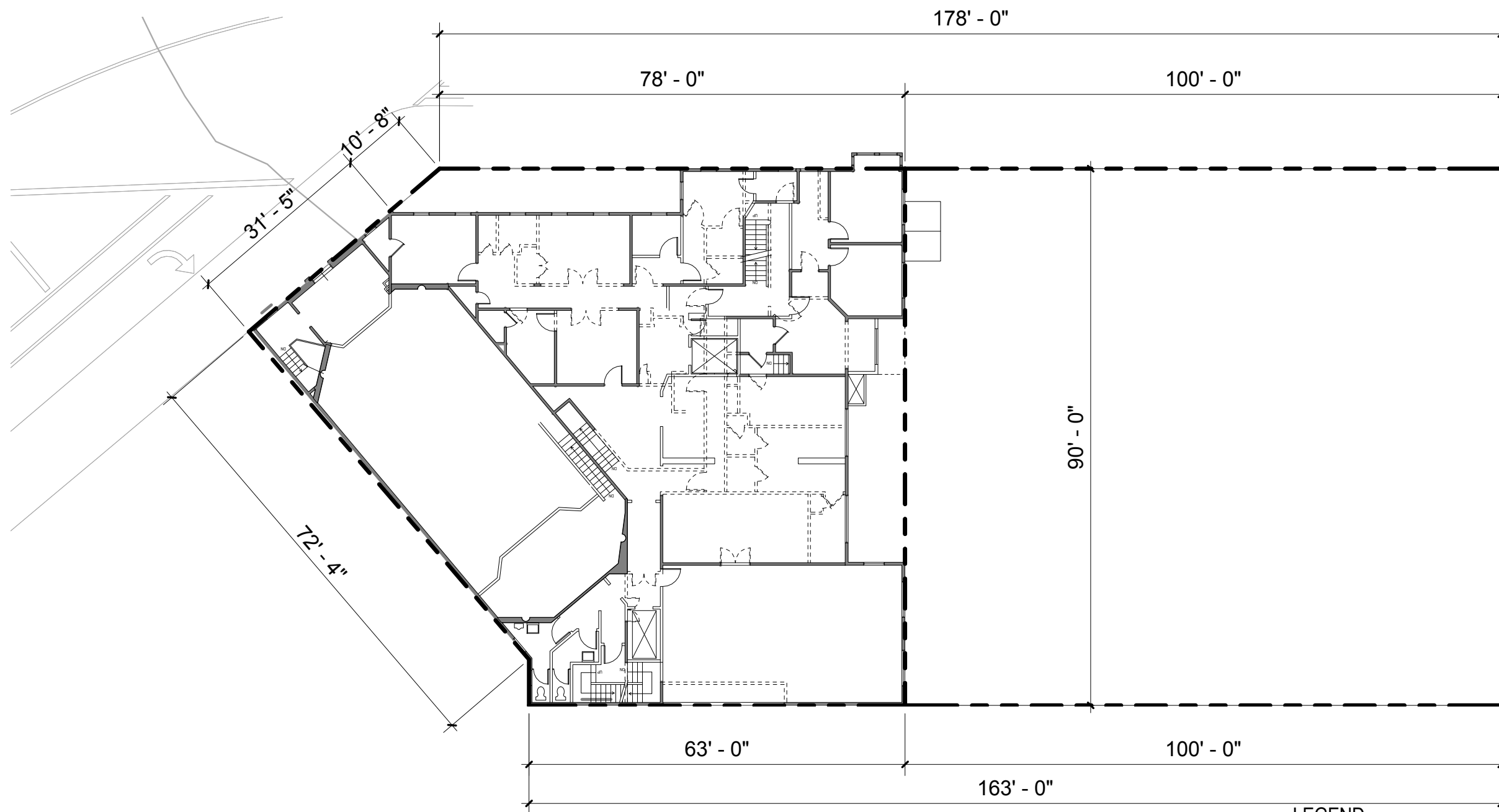
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**LEVEL 1 (EXISTING)**

21506  
scale: As indicated  
date: 2016.09.30

**A.02**



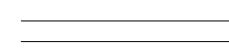
LEGEND



ORIGINAL REMOVED



ORIGINAL FRAMING REMAINING



MODIFIED (1979-2012)

① Level 2 Existing  
1" = 20'-0"



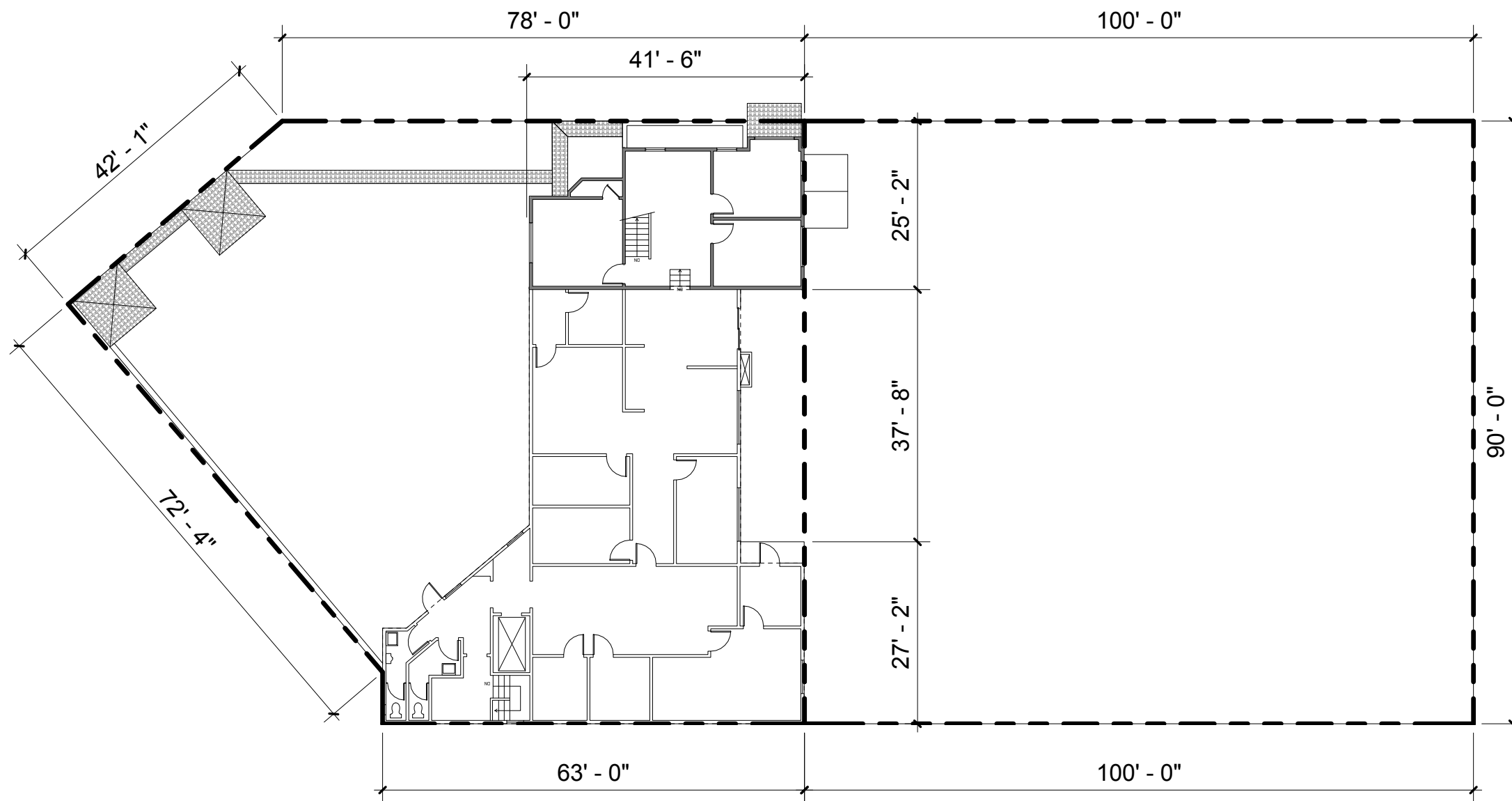
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**LEVEL 2 (EXISTING)**

21506  
scale: As indicated  
date: 2016.09.30

**A.03**



LEGEND



ORIGINAL REMOVED



ORIGINAL FRAMING REMAINING



MODIFIED (1979-2012)

① Level 3  
1" = 20'-0"



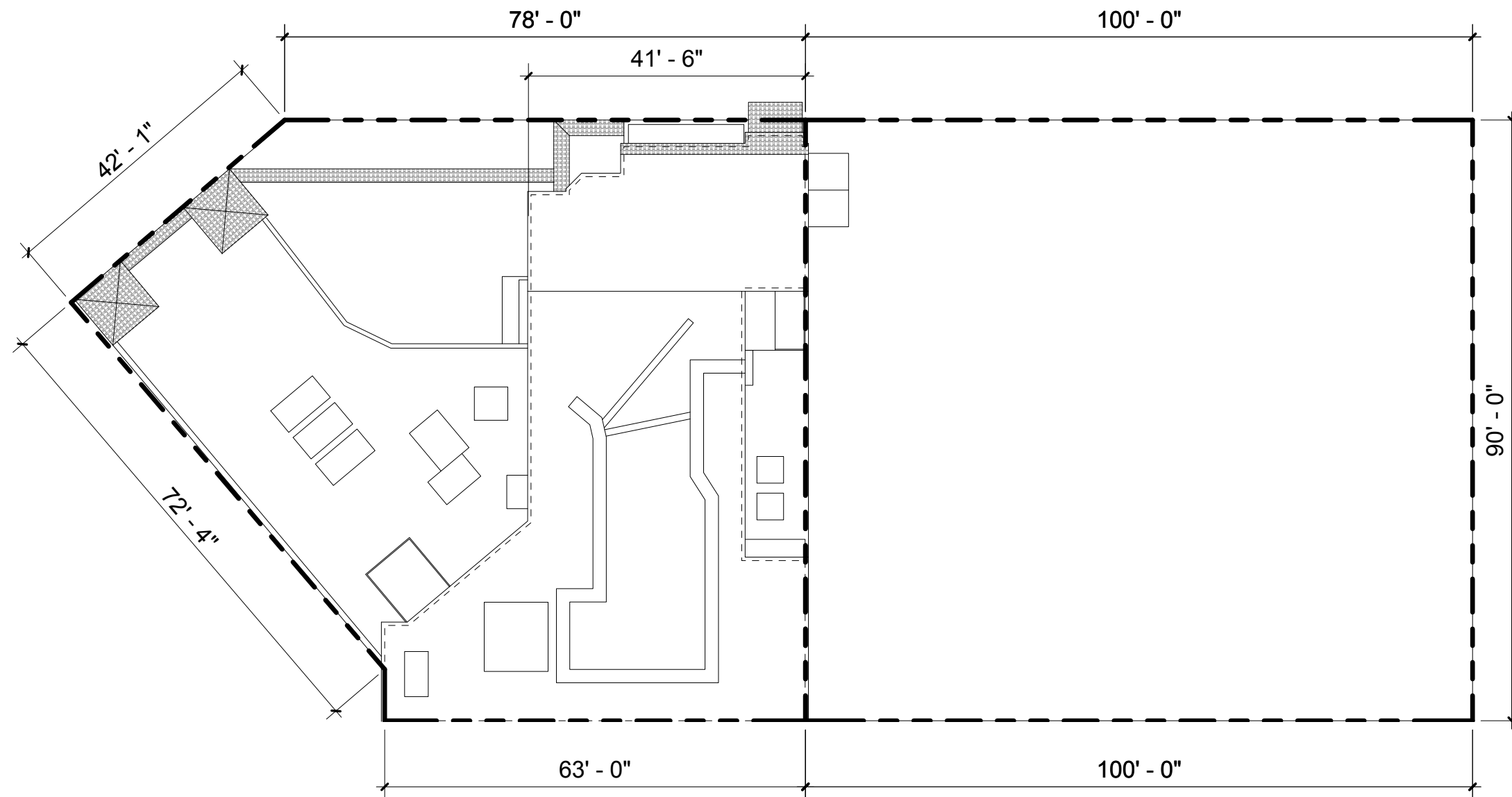
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**LEVEL 3 (EXISTING)**

21506  
scale: As indicated  
date: 2016.09.30

**A.04**



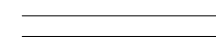
LEGEND



ORIGINAL REMOVED



ORIGINAL FRAMING REMAINING



MODIFIED (1979-2012)

① Roof  
1" = 20'-0"



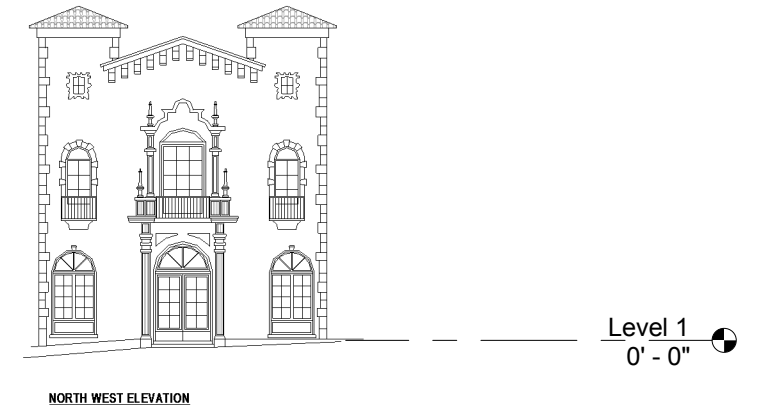
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**ROOF (EXISTING)**

21506  
scale: As indicated  
date: 2016.09.30

**A.05**



① Existing Elevations  
1" = 20'-0"



Keller Grover  
Properties, LLC

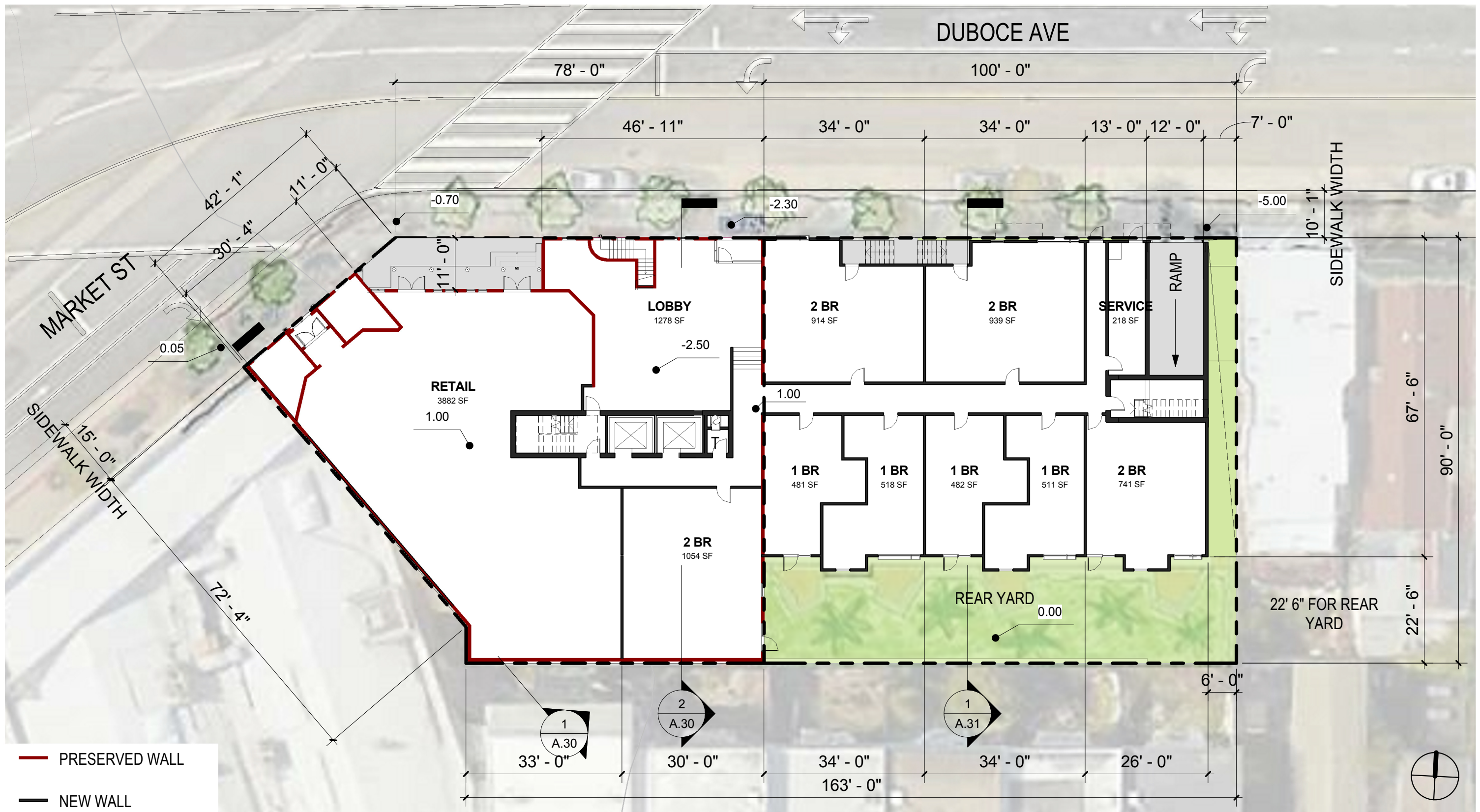
**1965 MARKET STREET**

**ELEVATIONS (EXISTING)**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.06**





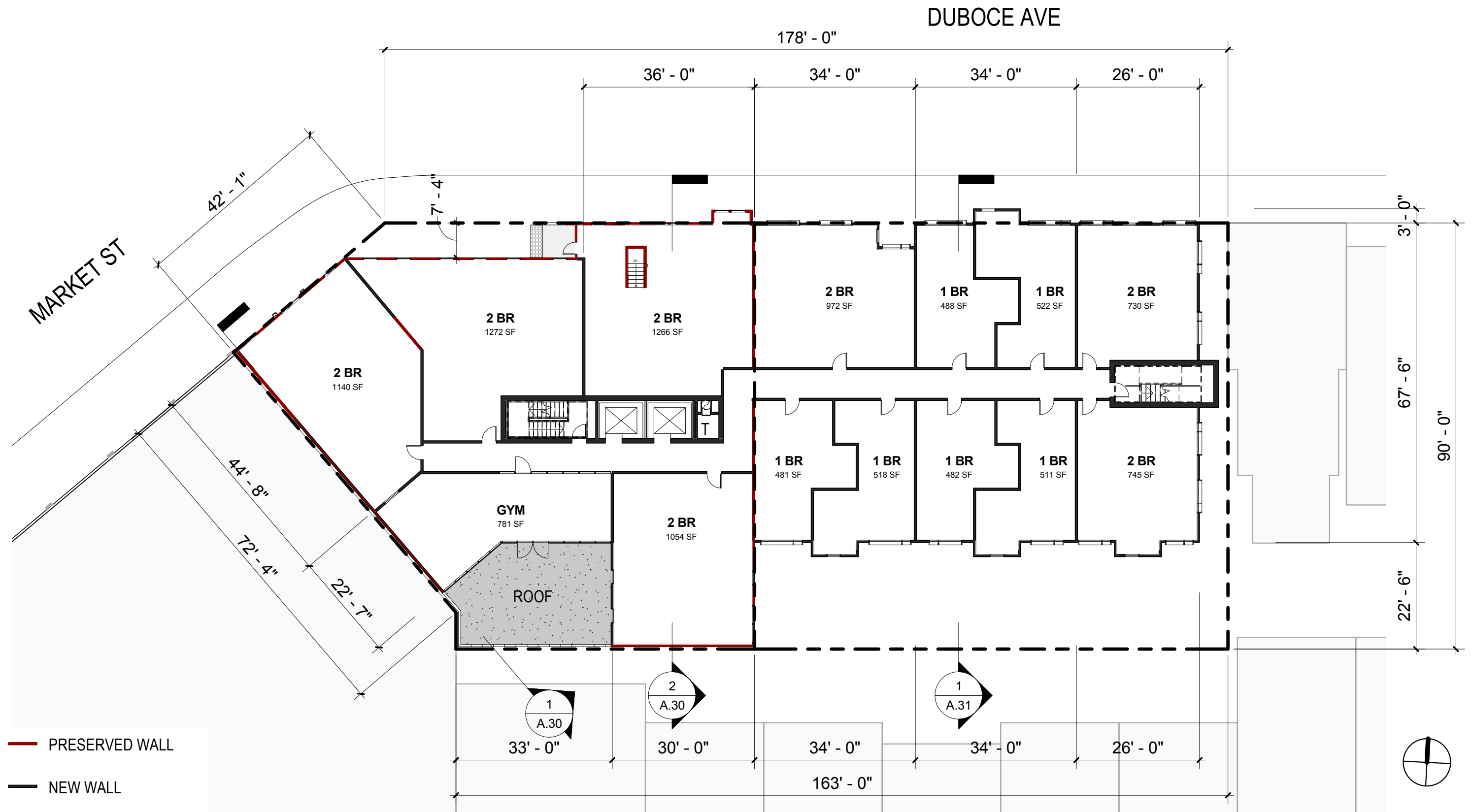
Keller Grover Properties, LLC

1965 MARKET STREET

FLOOR PLAN - LEVEL 1

21506  
 scale: 1" = 20'-0"  
 date: 2016.09.30

A.11



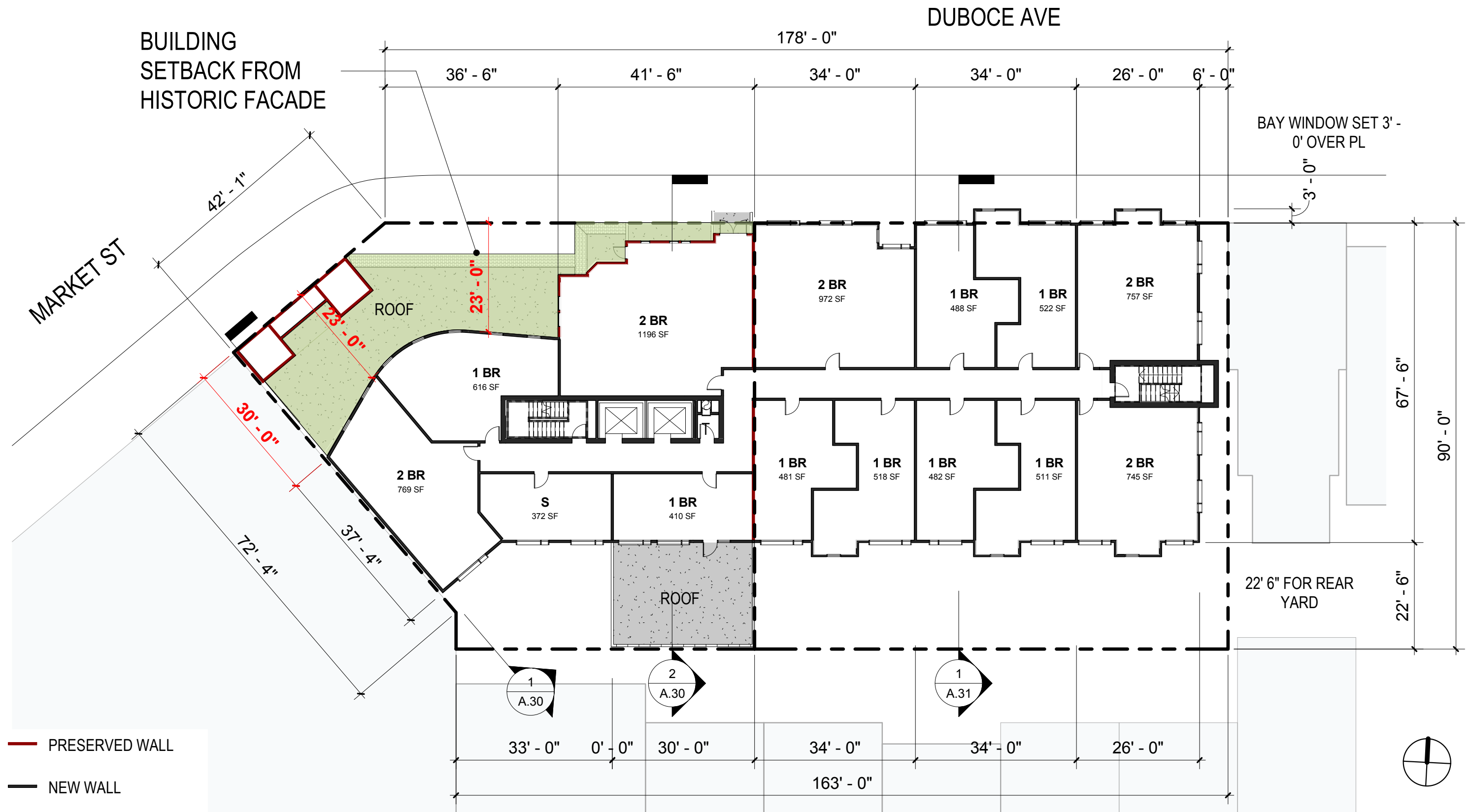
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**FLOOR PLAN - LEVEL 2**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.12**



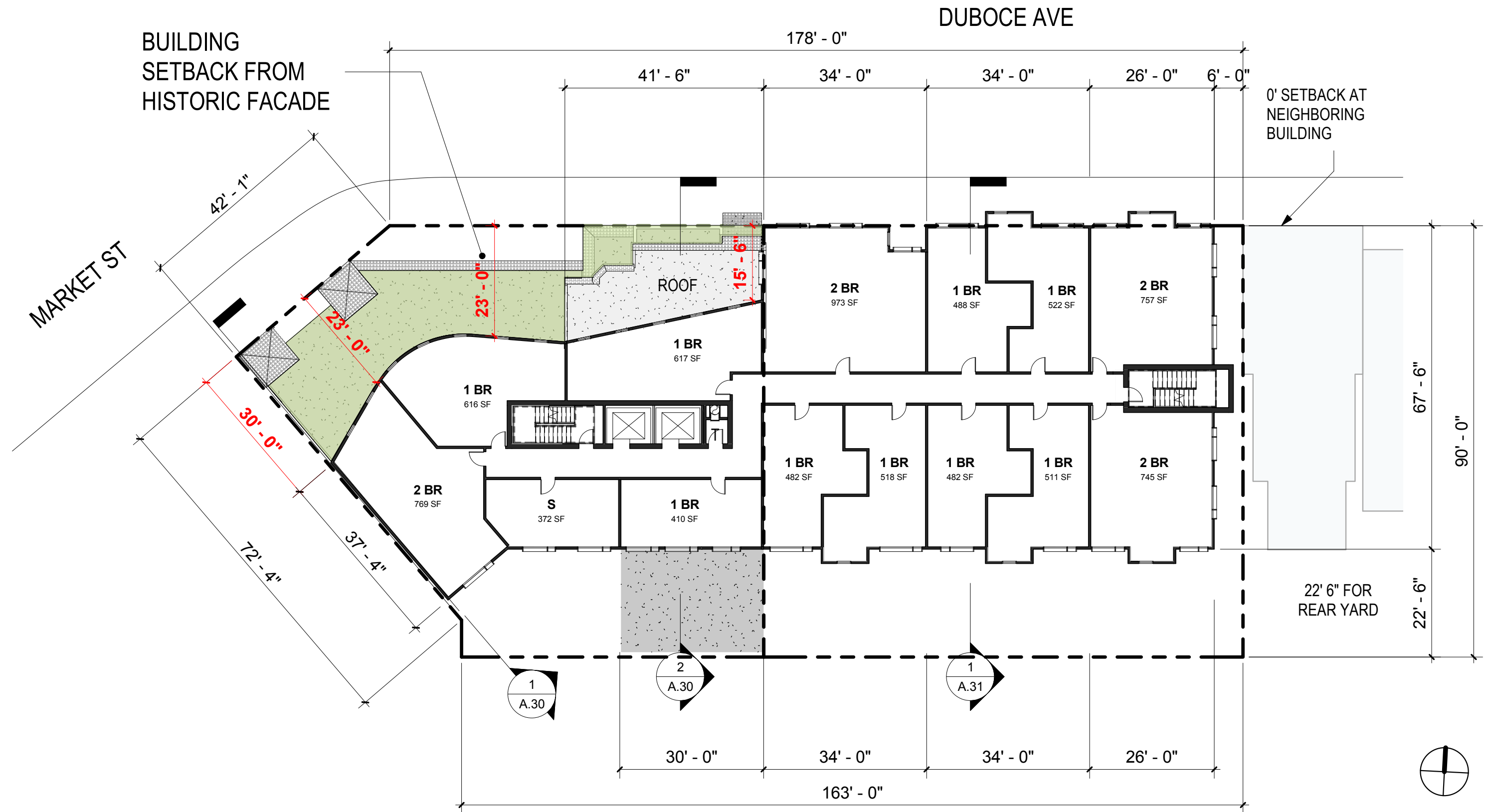
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**FLOOR PLAN - LEVEL 3**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.13**



Keller Grover Properties, LLC

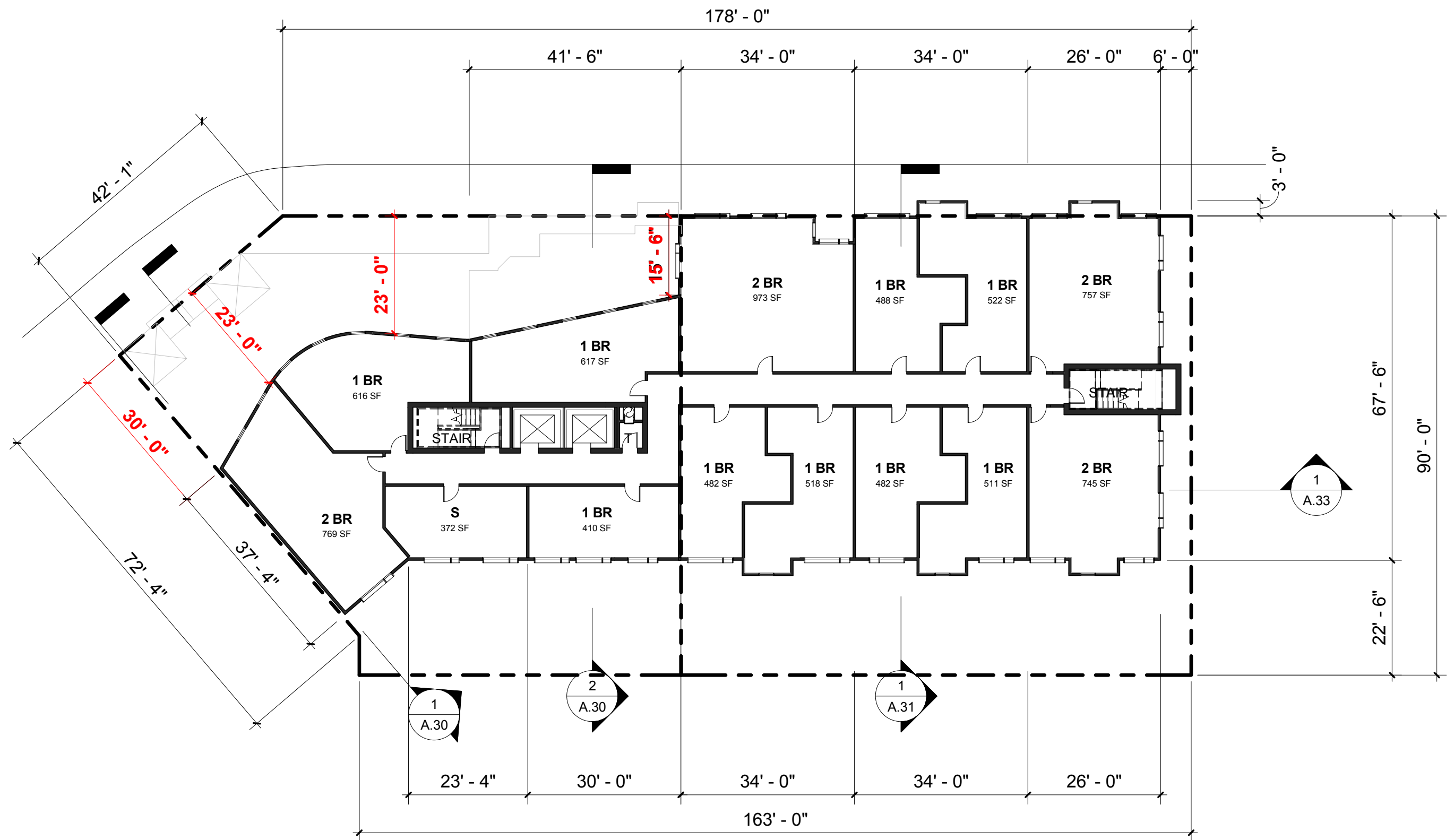
**1965 MARKET STREET**

**FLOOR PLAN - LEVEL 4**

21506  
 scale: 1" = 20'-0"  
 date: 2016.09.30

**A.14**





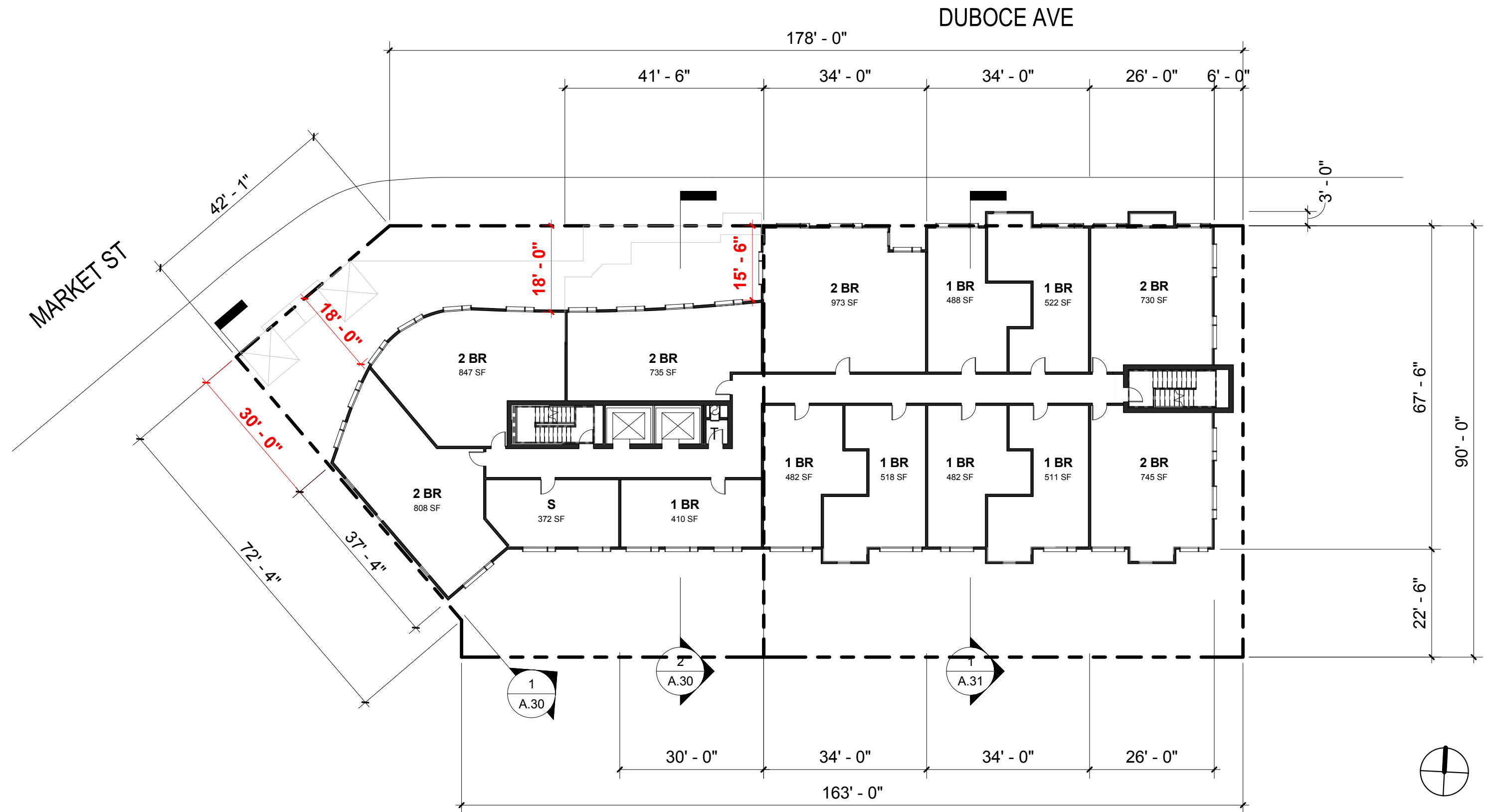
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**FLOOR PLAN - LEVEL 5**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.15**



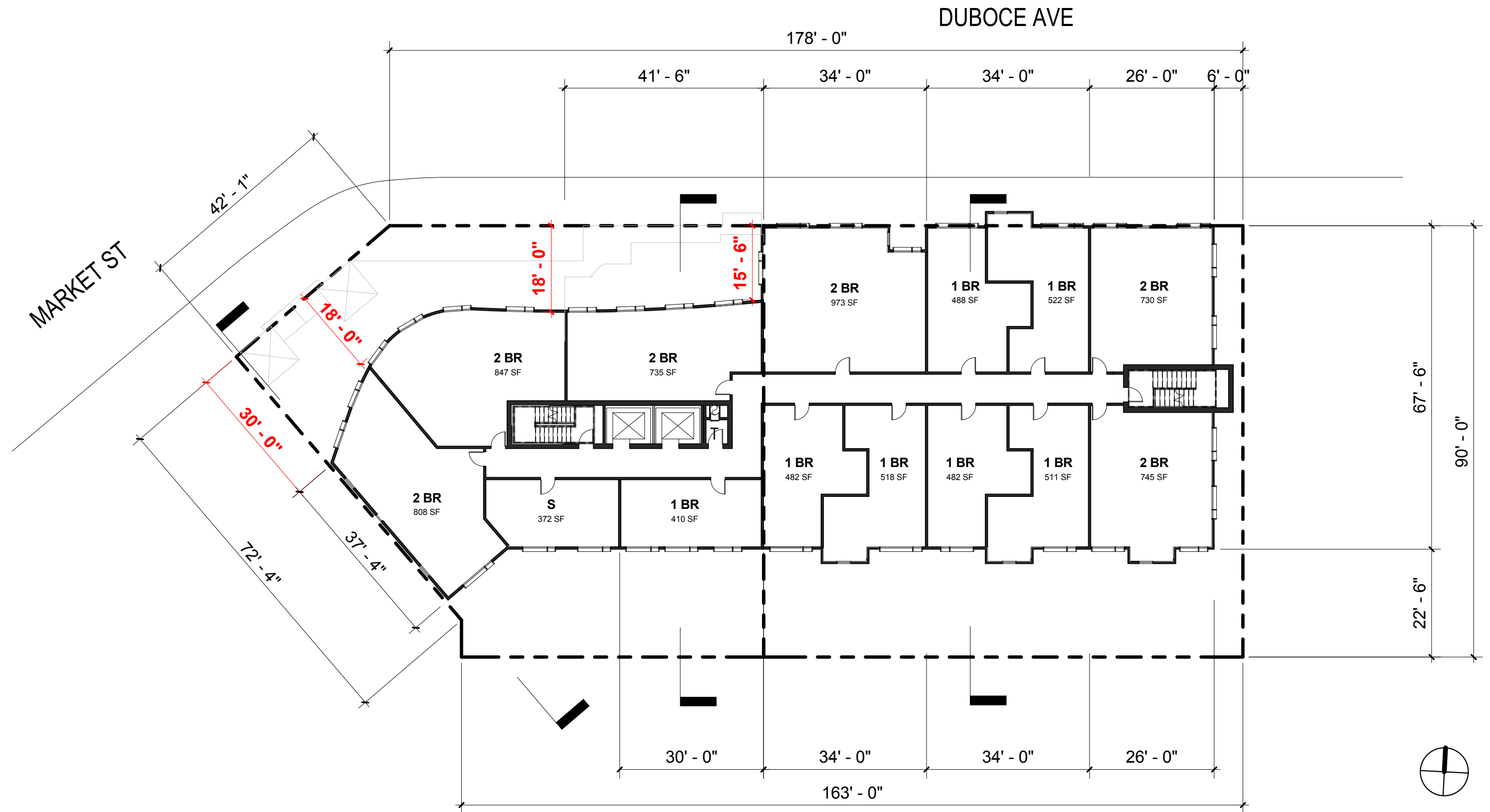
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**FLOOR PLAN - LEVEL 6**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.16**



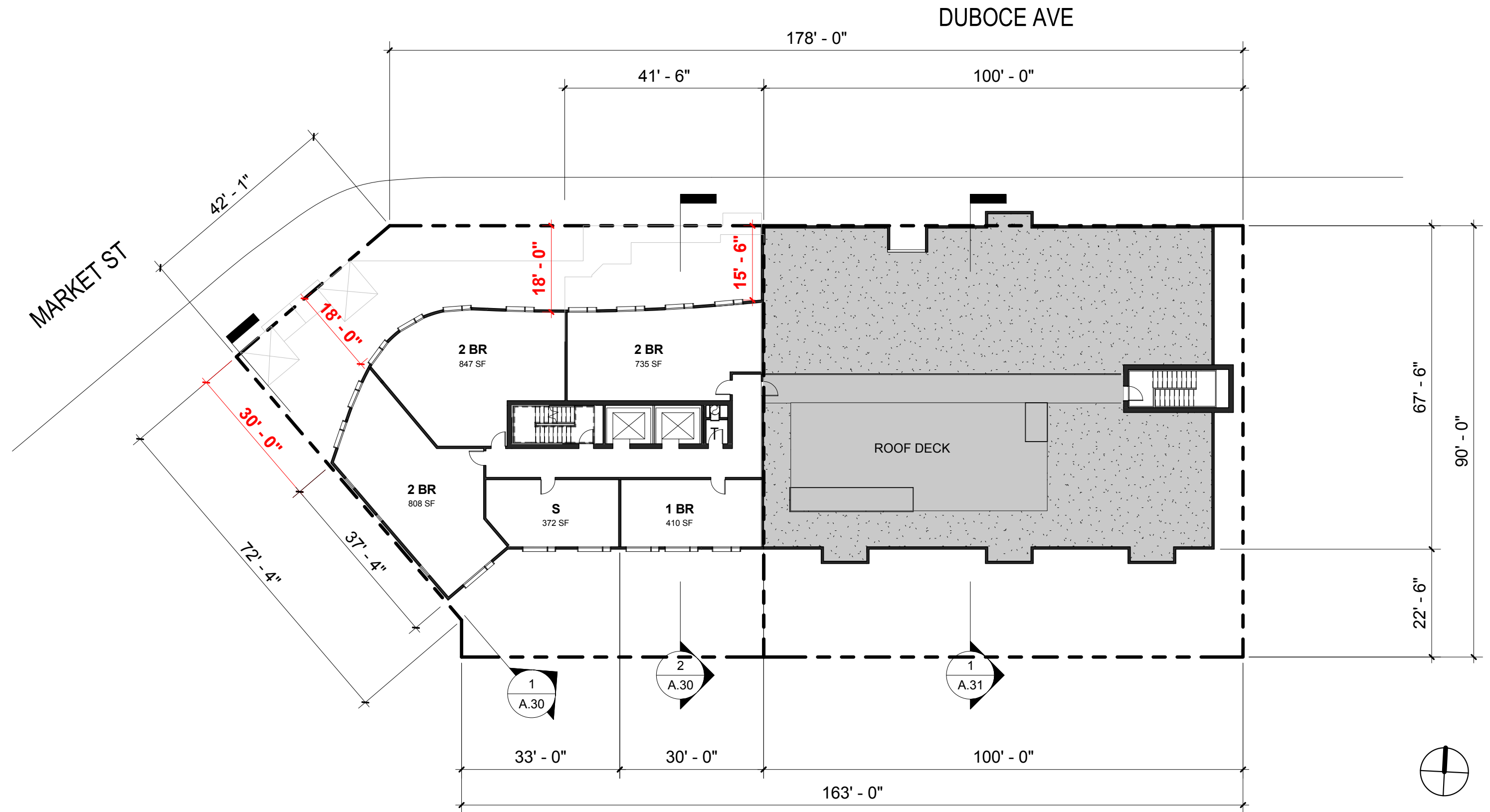
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**FLOOR PLAN - LEVEL 7**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.17**



Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**FLOOR PLAN - LEVEL 8**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.18**





Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**NORTH ELEVATION**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.20**



- |   |  |
|---|--|
| ① EXISTING HISTORIC BUILDING PLASTER CEMENT | ⑥ EXISTING SPANISH TILE ROOF             |
| ② FIBER CEMENT RAINSCREEN PANEL COLOR 1     | ⑦ ANODIZED ALUMINUM WINDOWS              |
| ③ FIBER CEMENT RAINSCREEN PANEL COLOR 2     | ⑧ DARK ALUMINUM WINDOWS                  |
| ④ FIBER CEMENT RAINSCREEN PANEL COLOR 3     | ⑨ ALUMINUM STOREFRONT                    |
| ⑤ CONCRETE                                  | ⑩ PERFORATED ANODIZED ALUMINUM SUNSHADES |



Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**NORTH ELEVATION - MATERIALS**

21506  
scale:  
date: 2016.09.30

**A.21**





Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**SOUTH ELEVATION**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.22**



- |   |  |
|---|--|
| ① EXISTING HISTORIC BUILDING PLASTER CEMENT | ⑥ EXISTING SPANISH TILE ROOF                       |
| ② FIBER CEMENT RAINSCREEN PANEL COLOR 1     | ⑦ ANODIZED ALUMINUM WINDOWS                        |
| ③ FIBER CEMENT RAINSCREEN PANEL COLOR 2     | ⑧ DARK ALUMINUM WINDOWS                            |
| ④ FIBER CEMENT RAINSCREEN PANEL COLOR 3     | ⑨ ALUMINUM STOREFRONT                              |
| ⑤ CONCRETE                                  | ⑩ PERFORATED ANODIZED ALUMINUM SUNSHADES/BALCONIES |



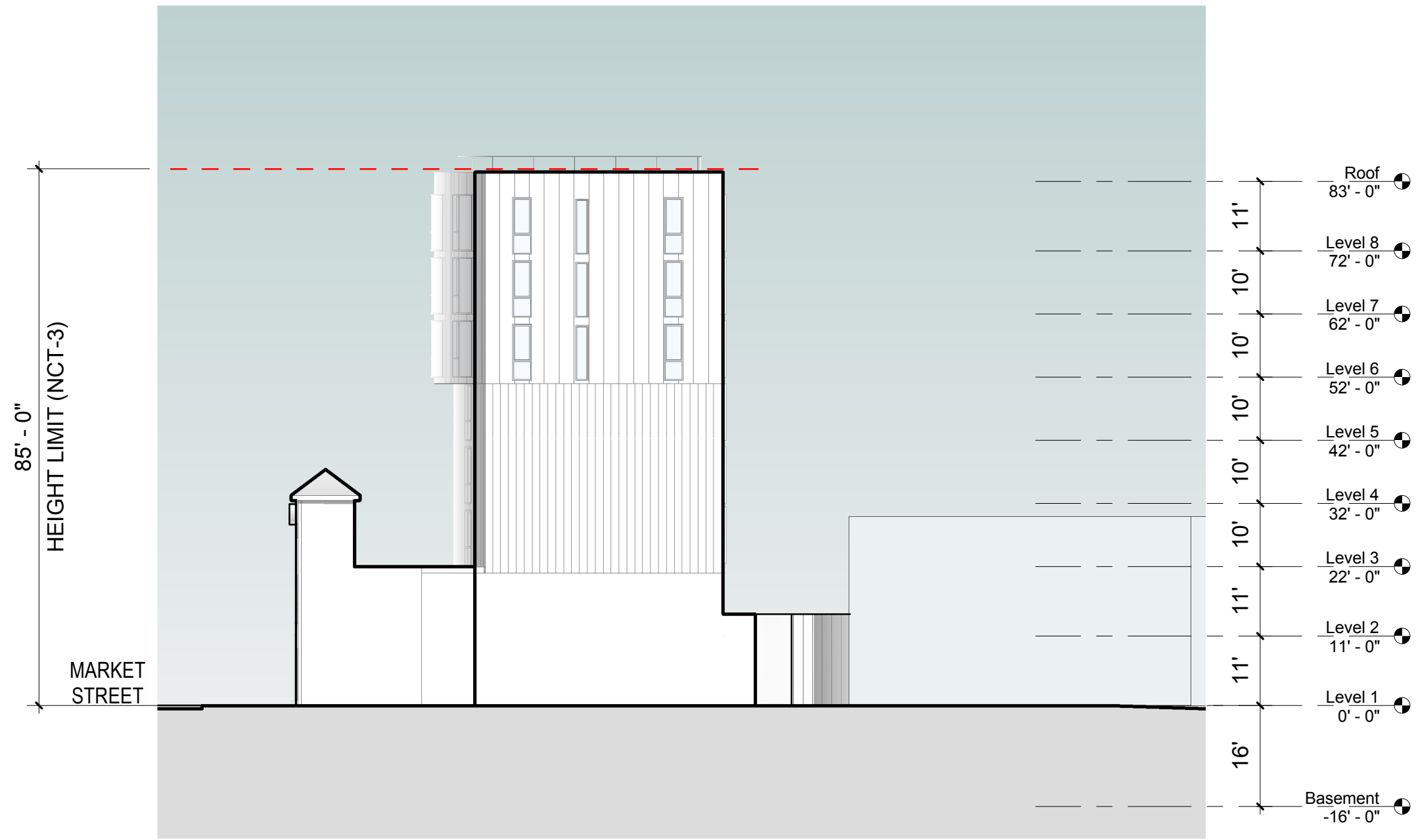
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**SOUTH ELEVATION - MATERIALS**

21506  
scale:  
date: 2016.09.30

**A.23**



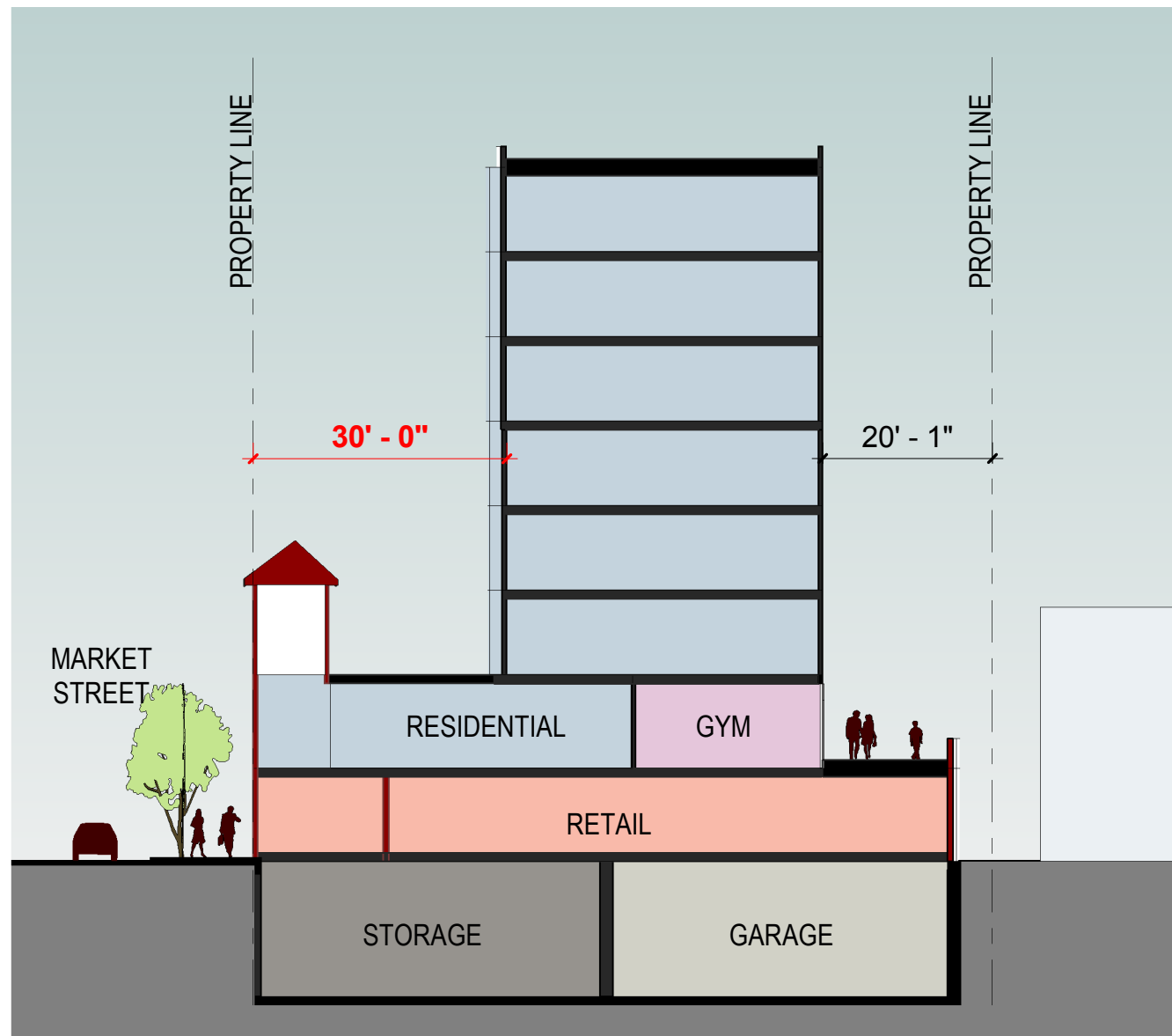
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

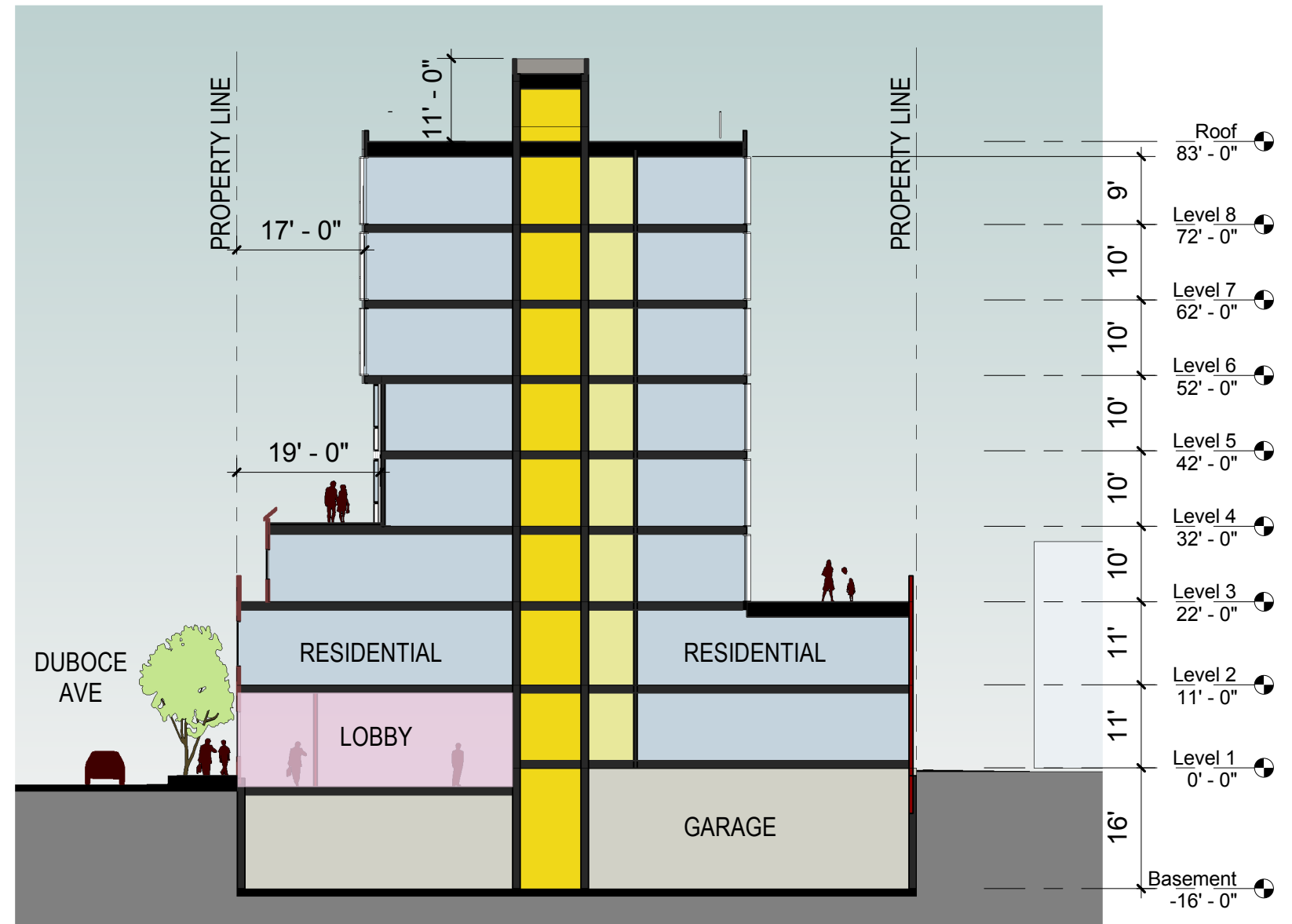
**WEST ELEVATION**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.24**



① MARKET STREET SECTION  
1" = 20'-0"



② Duboce Ave Section  
1" = 20'-0"



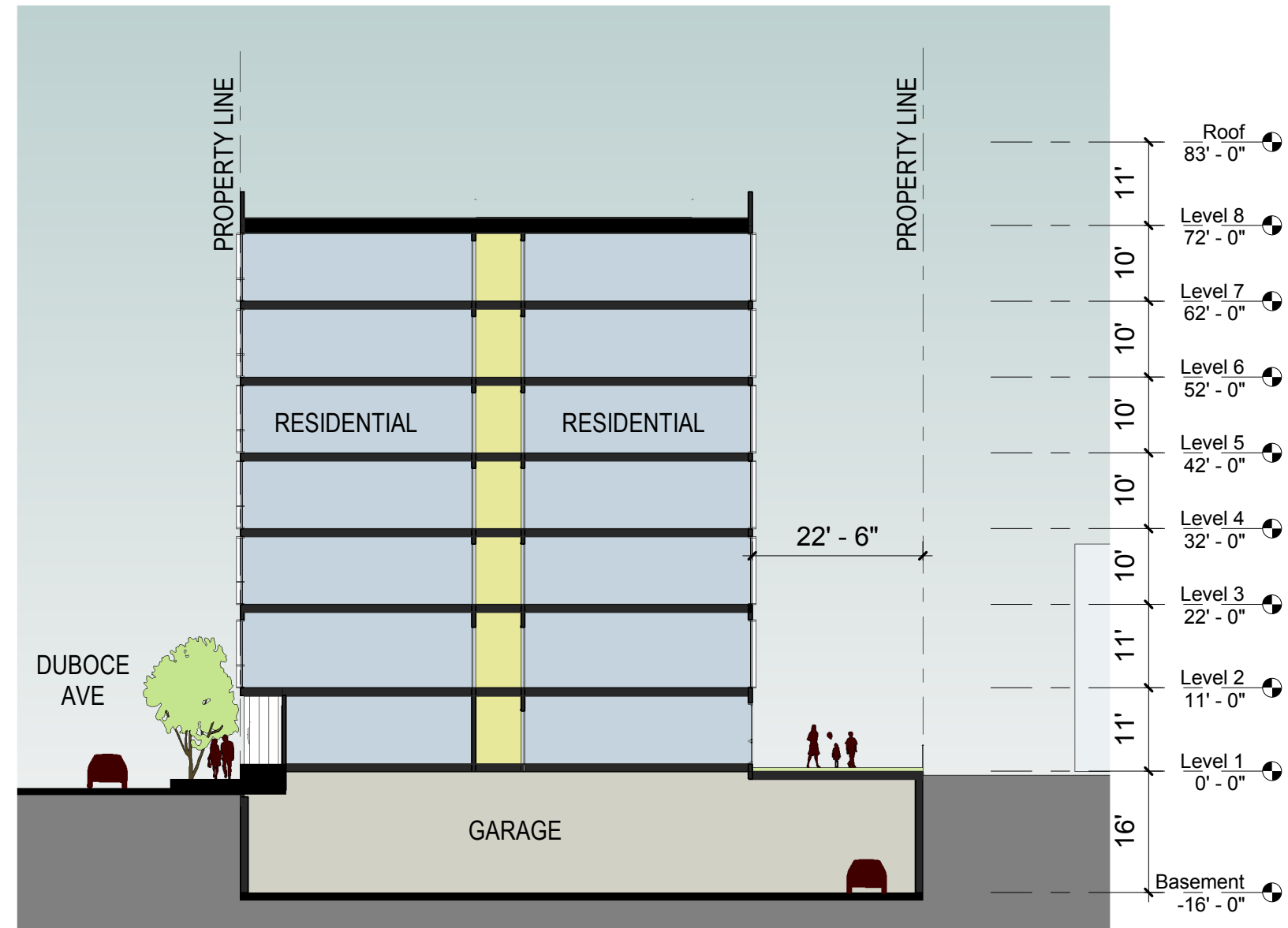
Keller Grover  
Properties, LLC

**1965 MARKET STREET**

**HISTORIC BUILDING SECTIONS**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.30**



Keller Grover  
Properties, LLC

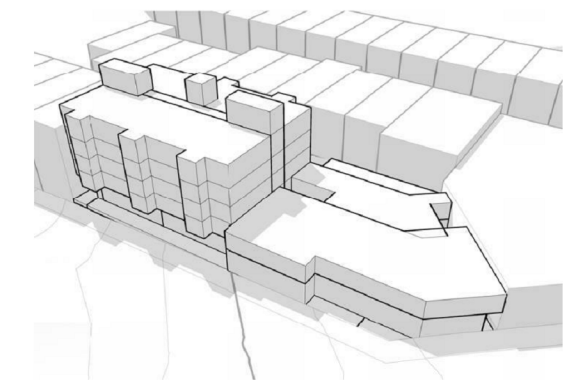
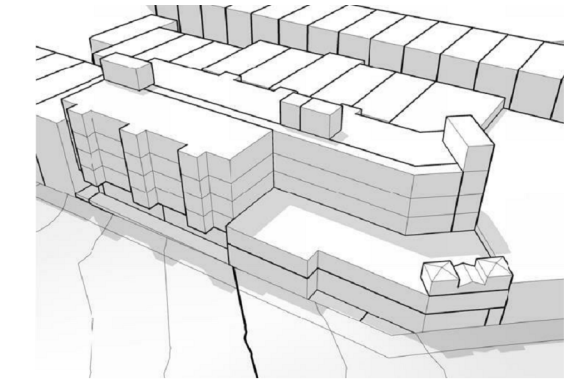
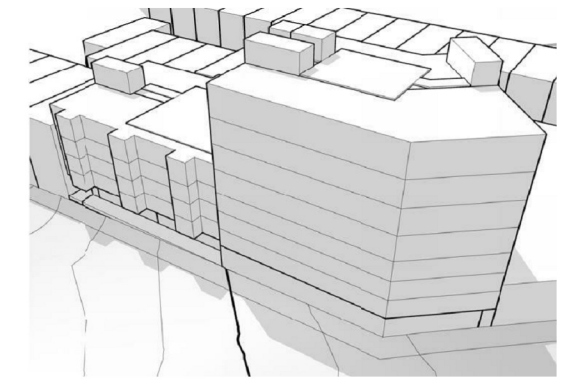

**1965 MARKET STREET**

**DUBOCE AVE SECTION**

21506  
scale: 1" = 20'-0"  
date: 2016.09.30

**A.31**



	SCENARIO	UNITS	SF
	PRESERVATION	40 UNITS 15 2/3 BRs	26,183 RES. SF 54,805 TOTAL SF
	PPA LETTER	52 UNITS 21 2/3 BRs	37,212 RES. SF 69,661 TOTAL SF
	FULL BUILD OUT	95 UNITS 40 2/3 BRs	67,131 RES. SF 101,862 TOTAL SF
	PROPOSAL 9/29/2016	96 UNITS 39 2/3 BRs	65,431 RES. SF 99,410 TOTAL SF





1969 Market St. <sup>255-9</sup> DuBoce Ave 3534 58 3

street address block number lot number summary  
 building type/use/number of floors landmark number

Funeral Parlor / 293

RELATIONSHIP WITH SURROUNDING BUILDINGS

Relationship of setting to building -2 -1 0 1 2 3 4 5  
 Importance as contribution to a cluster/streetscape -2 -1 0 1 2 3 4 5

ARCHITECTURAL DESIGN VALUATION

Facade proportions *wild composition* -2 -1 0 1 2 3 4 5  
 Richness/Excellence of detailing/decoration -2 -1 0 1 2 3 4 5  
 Unique visual feature of interest 0 1 2 3 4 5  
 Example of a rare or unusual style or design 0 1 2 3 4 5  
 Overall architectural quality -2 -1 0 1 2 3 4 5

PROPOSED FOR FURTHER INVESTIGATION

CORNICE, PARAPET, APPENDAGE  
 Importance of cornice to building design -2 -1 0 1 2 3 4 5  
 Cornice contribution to streetscape -2 -1 0 1 2 3 4 5

FACADE CONDITION  
 Physical condition -2 -1 0 1 2 3 4 5  
 Paint/Material color -2 -1 0 1 2 3 4 5

REMODELING  
 Appropriateness of improvements *signing* -2 -1 0 1 2 3 4 5

1/27 KORAS  
 date



Field Notes

a beautifully complicated excuse for turning a broad corner. Super Imagery of 3 bldgs in one: "Baroque" Mission Church facade turns to arcade from mission courtyard, which leads to vernacular random elements composing the works picturesque.

Review Notes

Junior League Listing  
 text  index  file  
 Northern California Guide  
 Other Listing \_\_\_\_\_

photo 68-1

A4

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary # \_\_\_\_\_  
HRI# \_\_\_\_\_  
Trinomial \_\_\_\_\_  
CHR Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 3 Resource name(s) or number(assigned by recorder) **291-293 Duboce Avenue**

**P1. Other Identifier:** 1965 Market **Form Number 238**

**P2. Location:**  Not for Publication  Unrestricted **\*a. County** San Francisco

**\*b. USGS 7.5' Quad** San Francisco North **Date:** 1995

**c. Address** 291 293 Duboce AV **City** San Francisco **Zip** 94103

**e. Other Locational Data:** Assessor's Block and Lot 3534 058

**\*P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)

This is a Spanish Colonial Revival three-part two and three-story, stucco-clad, frame commercial building. The first part of the building in three stories sits at the sidewalk, while the second part in two stories is set back a number of feet. The ground story of the first part features four bays. A vehicular door with an arched surround occupies the first bay. The second bay contains a double window with a plaster surround. A recessed staircase behind a double-arched entry is located in the third bay. A single window completes the first floor. The second floor covers only the first three bays of the first floor. The first bay contains a projecting square bay with a pair of windows supported by five brackets, and a Spanish tile roof. A pair of windows occupies the second bay. A single window with semi-circular wrought iron balcony occupies the third bay. A curved profile blind wall occupies the space of the fourth bay. A Spanish tile roof covers this bay. The third story is set back from the main façade a few feet. The first bay contains a single glazed opening. The second bay, behind a solid parapet contains two openings and a small balcony between the parapet and the third-story building wall. The perimeter of the façade is lined with scored plaster quoins. There is a Spanish tile clad parapet above the third floor. The second section of the building is recessed from the street. A porch covered in Spanish tile supported on twisted baroque columns runs the length of the first story. Windows on the first story are paired with transoms. Single windows occupy the second story. A Spanish tile clad parapet is located above the second floor. The third segment is symmetrically laid out, resembling a Spanish Mission church, with a central arched entrance flanked by arch-topped windows on the ground floor. The second floor contains a centrally placed doorway with an elaborate plaster surround flanked by small windows, all having cast iron balconettes. There is a raked, tile-clad cornice and two small towers topped with tiled, hip roofs.

The windows are 6/6 wood double hung. The main roof is flat.

**\*P3b. Resources Attributes:** HP6. 1-3 Story Commercial Building **Style or Period** Mission Revival

**\*P4. Resources Present:**  Building  Structure  Object  Site  District  Element of District  Other



**P5b. Photo:** (view and date)  
View From Duboce Avenue  
looking south  
11/21/2001

**\*P6. Date Constructed/Age and Sources**

1924 / 1980  Historic  
Building Permit

**\*P7. Owner and Address:**

ACOSTA PERRY S  
  
171 KENWOOD WY  
SAN FRANCISCO CA 94127

**\*P8. Recorded by:**

Planning Department  
City & County of San Francisco  
1660 Mission, 5th Floor  
San Francisco, CA 94103

**\*P9. Date Recorded** 8/29/2002

**\*P10. Survey Type** Intensive

**\*P11. Report Citation:** (Cite survey report and other sources, or enter "none")

1976 Architectural Survey, 3.

**Attachments:**  None  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  
 Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record  
 Artifact Record  Photograph Record  Other (list)



**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 3 \*Resource name(s) or number **291-293 Duboce Avenue**

CHR Status Code **3S**

**B1. Historic Name:**

**B2. Common Name:**

**B3. Original Use:** Mortuary & Two-Family Dwelling

**B4. Present Use:** Office and retail stores

**\*B6 Construction History:**

**\*B5 Architectural Style:** Mission Revival

BPA 1924 - Erect a two story frame building on a concrete foundation 78x90 clad in rustic and cement plaster with a flat roof, for \$26,000. 1980 - substantial rehabilitation to interior and rear of building. 2001 - cellular antennae added to roof.

**\*B7. Moved?**  No

**Date:** \_\_\_\_\_ **Original Location** \_\_\_\_\_

**\*B8. Related Features:**

**B9a. Architect:** Walton & W. C. Falch

**B9b. Builder:** A. D. Colman & Co. (180 Jessie)

**\*B10. Significance:** **Theme** Early Infill Development

**Area:** San Francisco 1906 fire-zone

**Period of Significance** 1914-1930 **Property Type** Commercial

**Applicable Criteria (NR):** C

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

**HISTORY:** In 1886, the site of this building was vacant. In 1894, it was owned by N. Smith. The property was in the process of being developed for housing, but was destroyed by the earthquake and fire of 1906, at which time it was owned by the Herbert Kraft Co., who never improved the land, but maintained ownership into the 1920s. The present building was erected in 1926 for the Gartner Brothers for a mortuary and two apartments. It remained a mortuary owned and run by the Gartner Brothers to about 1980.

**CONTEXT:** Commercial buildings in the Inner Mission North survey area cover a broad range of building sizes and uses, but as a rule, do not involve a residential component. In the Inner Mission North survey area: 53% of the commercial buildings were erected in the reconstruction period, 1906-1913; 34% were constructed in the early infill period of development, 1914-1930; and 13% in the late infill period, 1931-1957. Initially used by the California railroads for stations to promote the romantic image of the California missions, the Mission revival style became popular for all types of buildings. This distinctly California style took its inspiration from the primitive adobe, red tile roofed missions of eighteenth century California. The stylistic elements, derived from mission sources, include red tile roofs, smooth stucco wall surfaces and simple, small windows and door openings, which are usually flat arched. This style represents 9% of the building stock in the Inner Mission North survey area 1850-1957. This building represents the later infill development within the area destroyed by the 1906 earthquake and fire in San Francisco, when 26% of the properties in the Inner Mission North survey were erected. This period was slower, larger, and more studied. Development occurred on larger vacant parcels, or replaced temporary buildings, which were hastily erected after the disaster. Apartment buildings were the dominant building type erected in this period.

(See Continuation Sheet)

**B11. Additional Resources Attributes:** \_\_\_\_\_

(Sketch Map with north arrow required)

**\*B12. References:**

AS 3. City Directories: 1906, 1911, 1920, 1939. Sanborn maps: 1886, 1899, 1915, 1920 (Planning Dept), 1950, 1998. WPA land use maps 1940-1965 (Planning Dept.). Block Books: 1894, 1901, 1906, 1914, 1920, 1935, 1946, 1965. Water Department Tap Records, Building Permit Applications.

**B13. Remarks:**

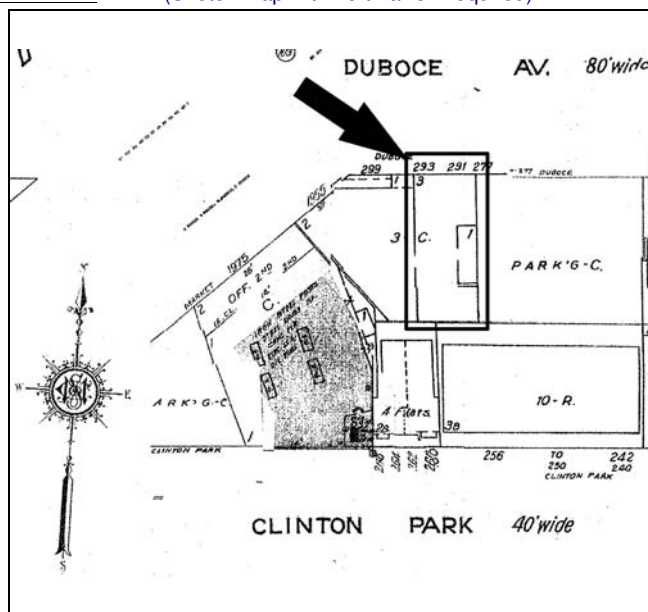
Reviewed by: the San Francisco Survey Advisory Committee: Charles Chase, Neil Hart, Tim Kelley, Bridget Maley, Mark Ryser, Jeffrey Tully, Chris VerPlanck.

**\*B14 Evaluator:**

N. Moses Corrette, SF Planning Department  
1660 Mission Street, 5th Floor San Francisco, CA, 94103

**\* Date of Evaluation:** 9/10/2003

(This space reserved for official comments)





**B10. Continued**

**ASSESSMENT:** This property does not seem to be related to any event or chain of events important in illustrating the historic context, per National Register Criterion A. Walton & Walter C. Falch architectural firm was located in the Hearst Building when this building was designed. Walter C. Falch (1883-1969) practiced in San Francisco from 1911-12, 1919-22, 1924-44 and retired in 1956. The firm specialized in upper scale residences, primarily in the Forest Hill area of San Francisco and churches. None of the persons known to have associations with this building appear to have had significant cultural contributions represented by this property, per National Register Criterion B. This property is individually eligible for the National Register, per National Register Criterion C, for possessing high artistic

values. The highly ornate and complex façade, and massing of the spaces was designed to incorporate an odd shaped lot and a programmatic need for two residences and a commercial space. This building was rehabilitated in the 1980s and the residential portions were converted to offices without a loss of integrity. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

**INTEGRITY:** The building appears to be in good structural and material condition. Materially little changed from the time it was

erected in a dense urban fabric, this property retains integrity of location, design, setting, workmanship, materials, feeling and association.

**FEATURES:** Character defining features include, but may not be limited to: siting and relationship of the building to the street; the size and location of the automobile garage entry; stucco cladding; roof configuration; building plan; open, recessed entry approach; windows and doors including transoms, surrounds and glazing; and architectural elements such as Spanish tile parapets and roof sections, shaped parapets, bracketed cornices, cast plaster ornament, metal balconettes, quoins, pilasters, columns and porch.





**San Francisco Planning Department Historic Resource Survey (Mission District)  
Property Summary Report**

*Street Address:* 291 - 293 DUBOCE AV  
*Assessor Block/Lot:* 3534/058  
*Resource Attribute (Primary):* Recorded on survey form  
*Resource Attribute (Secondary):*  
*Year Built:* 1924  
*Source(s) for Year Built:* Department of Building Inspection records  
*Architectural Style/Type:* Recorded on survey form

*Photographic Image:*



---

*California Historical Resource Status Code:* 3S  
*Resource Type:* Individual historic resource  
*Resource Eligibility:* Appears eligible for listing in California Register of Historical Resources  
*Historic District:* Not located within an identified historic district

---

*Integrity Analysis:*  
Recorded on survey form

---

*Statement of Significance:*

This mixed-use building is individually significant under California Register of Historical Resources Criterion 1 (Events), because it is associated with the broad patterns of developing the American retail economy on Market Street during the early 20th century; and Criterion 3 (Architecture/Design), because it exhibits physical designs, features, materials, and/or craftsmanship that embody the distinctive characteristics and high artistic expression of "Mission/Spanish Colonial Revival" architecture.

---

*Notes:*

## COMPARISON TO SULLIVAN'S FUNERAL HOME

Because the historic use, Market Street location, character and quality of the Spanish Colonial Revival architectural style are similar to proposed project, the Department has provided a brief description of the Sullivan's Funeral Home project at 2248-2254 Market Street/Case No. 2014.1510CUA, below.

In 2014 the Planning Commission approved a vertical and horizontal addition to, and the retention of, the Sullivan's Funeral Home at 2248-2254 Market Street as well as surface parking and new townhomes at an adjacent lot on 15th Street. The Sullivan's Funeral Home building is a two-story, wood-frame commercial building designed in the Spanish Colonial Revival style. The Sullivan's Funeral Home was evaluated in the Market and Octavia Survey and assigned California Register status of "3CD" as a contributor under Criterion 1 (Events) to the Upper Market Street Commercial Historic District. The Sullivan's Funeral Home building was found to be a contributor building associated with a known significant historical event, specifically historic commercial development along Upper Market Street during a period of significance from 1886 to 1958. Additional research and evaluation was conducted to determine individual significance of Sullivan's Funeral Home within the context of the LGBTQ history in San Francisco (Criterion 1), but Sullivan's Funeral Home was found not to be individually significant within the context of LGBTQ history, specifically during the early years of the AIDS epidemic.

The proposed project included assembling six parcels with street frontage on both Market Street and on 15th Street. These properties were the Sullivan's Funeral Home, a surface parking lot serving the funeral home (stretching from Market Street to 15th Street), and a three-unit residential building located at 2153-2155 15th Street. The proposed project included the full retention of the Sullivan's Funeral Home building for commercial and residential use. A 15-foot horizontal setback from the Funeral Home building to the new construction along Market Street was proposed along with a 25-foot deep setback from the Market Street property line to where the new construction would rise over the existing historic resource. The proposal demolished the surface parking lot and constructed a five-story horizontal addition in its place adjacent to Sullivan's Funeral residential townhome building at 15th Street.

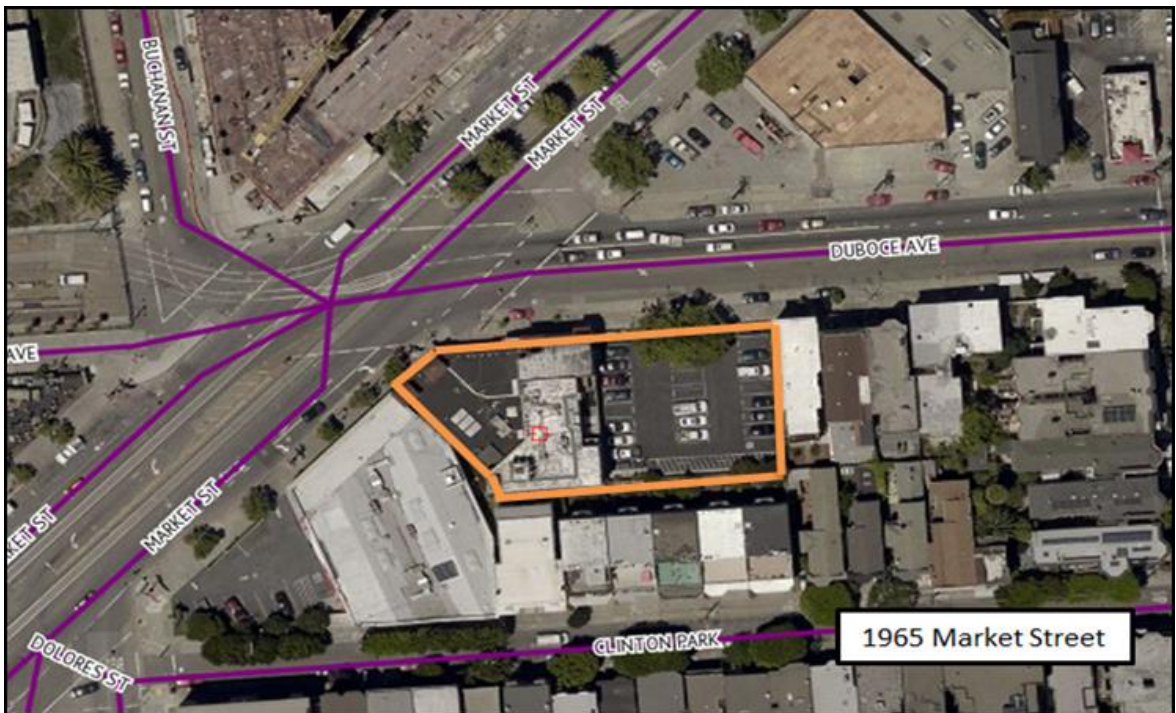
The Historic Resource Evaluation prepared by ARG found and Planning staff concurred, that the proposed additions to the Sullivan's site were in conformance with the Secretary of Interior's Standards for Rehabilitation, specifically through the retention of the character-defining features such as the front facade, and utilization of materials that would match the existing materials and design in profile. The new additions were differentiated in design yet compatible to the existing historic resource through the use of setbacks, materials, fenestration design and ground floor commercial storefront design.

There are significant differences between the project at 1965 Market Street and the Sullivan's Funeral Home project:

1. The 1965 Market Street site is a visual landmark comprising a prominent corner location at a highly visible juncture at Market and Duboce Streets with view sheds from Buchanan Street and Market



Street. The Sullivan's Funeral Home site at 2248-2254 Market Street is midblock, infill development at a lower scale. Most significantly, the location at 1965 Market Street anchors both intersection and the immediate neighborhood.



- As noted previously, 1965 Market Street is identified as a historic resource individually eligible for listing on National and California Registers under Criteria C/3, for the quality of its distinctive Spanish Colonial/Mission Revival architectural style, and under Criteria A/1 for its association with Reconstruction-era commercial development in the Inner Mission North neighborhood and Market and Octavia Plan Area. Sullivan’s Funeral Home is solely designated as a contributor to the Upper Market Street Commercial Historic District. Historic Districts are a concentration of historic buildings, structures, objects, or sites within precise boundaries that share a common historical, cultural or architectural background. Resources within an historic district may lack individual significance but be considered a contributor to the significance of the historic district.

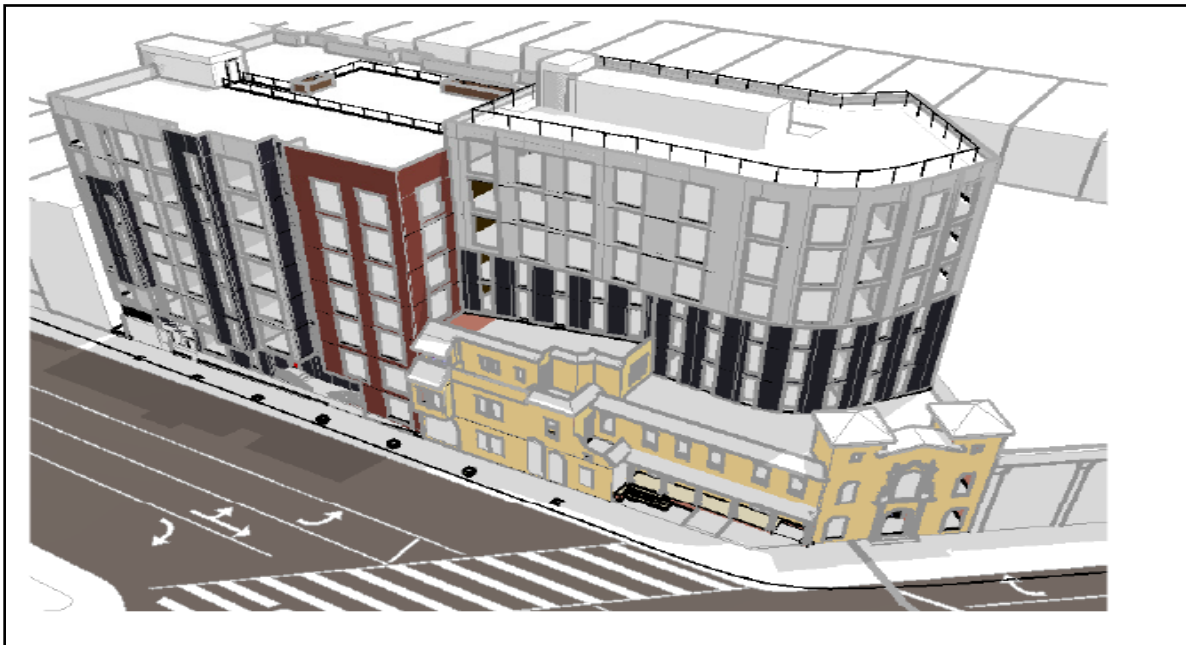
2248-2254 Market Street





- As noted in detail previously, 1965 Market is a unique intact example of Spanish Colonial Revival architecture, an uncommon style within the Inner Mission North neighborhood, representing just 9% of the building stock in that survey area. However, the DPR form for Sullivan’s Funeral Home noted that although 2248-2254 Market Street exhibits a number of the characteristics of the Spanish Colonial Revival Style on the façade, the ornamentation did not appear to meet the standard for individual eligibility

1965 Market Street



4. Although significant portions of the façade would be preserved, the proposed project at 1965 Market Street requires demolition of a majority of the existing building. Along Market Street the project would rise to eight levels, with setbacks of 30 feet at levels 3 through 5 at the furthest western portion of the Market street elevation. Thereafter, the setback decreases to 15.5 and 18 feet on levels 6 through 8. The project at 2248-2254 Market Street included full retention of the Sullivan's Funeral Home building. A 15-foot horizontal setback from the historic building to the new construction along Market Street was proposed along with a 25-foot deep setback from the Market Street property line to where the new 5-story construction would rise over the existing historic resource.



## MARKET AND OCTAVIA AREA PLAN

1965 Market Street is located in the Market and Octavia Neighborhood Plan Area. The following Objectives and Policies are applicable to project:

### OBJECTIVE 3.2

PROMOTE THE PRESERVATION OF NOTABLE HISTORIC LANDMARKS, INDIVIDUAL HISTORIC BUILDINGS, AND FEATURES THAT HELP TO PROVIDE CONTINUITY WITH THE PAST.

#### POLICY 3.2.1

Preserve landmark and other buildings of historic value as invaluable neighborhood assets. Important historic properties cannot be replaced if they are destroyed.

- Many resources within the Market & Octavia area are of architectural merit or provide important contextual links to the history of the area. Where possible these resources should be preserved in place and not degraded in quality.

#### POLICY 3.2.2

Encourage rehabilitation and adaptive reuse of historic buildings and resources. Whenever possible, historic resources should be conserved, rehabilitated or adaptively used.

- Over time, many buildings outlive the functions for which they were originally designed, and they become vacant or underused. Adaptive use proposals can result in new functions for historic buildings. Significant, character-defining architectural features and elements should be retained and incorporated into the new use, where feasible.

#### POLICY 3.2.7

Ensure that changes in the built environment respect the historic character and cultural heritage of the area, and that resource sustainability is supported.

- Historic resources are focal points of urban context and design, and contribute greatly to San Francisco's diverse neighborhoods and districts, scale, and city pattern. Alterations, additions to, and replacement of older buildings are processes by which a city grows and changes. Some changes can enhance the essential architectural and historical features of a building. Others, however, are not appropriate. Alterations and additions to a landmark or contributory building in an historic district should be compatible with the building's original design qualities. Rehabilitation and adaptive use is encouraged. For designated resources, the nationally recognized Secretary of the Interior's Standards for the Treatment of Historic Properties should be applied. For non-designated cultural resources, surveys and evaluations should be conducted to avoid inappropriate alterations or demolition.

#### POLICY 3.2.10

Apply the “Secretary of the Interior’s Standards for the Treatment of Historic Properties” for all projects that affect individually designated buildings at the local, state, or national level.

- The Secretary of the Interior’s Standards assist in the long-term preservation of historic resources through the protection of historical materials and features. Nationally, they are intended to promote responsible preservation practices that help to protect against the loss of irreplaceable cultural resources.

#### **Staff Analysis**

Increasing the density on the site in a manner that differs in scale, design, and materials impacts the historic resource at 1965 Market Street, altering the Market and Octavia Area Plan. The Market and Octavia Area Plan objectives and policies emphasize the preservation of landmarks and other buildings of historic value as an invaluable asset to the neighborhood. The Market and Octavia Plan requires that new development enhances the area’s physical fabric, especially where it is anchored by buildings of particular historic significance. New construction must be compatible with adjacent historical resources, avoid demolition and encourage re-use proposals that complement the building’s original design qualities.