



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: June 8, 2016
TO: Historic Preservation Commission
FROM: Marcelle Boudreaux, Preservation/Current Planner
Marcelle.boudreaux@sfgov.org 415-575-9140
REVIEWED BY: Tim Frye, Historic Preservation Officer
tim.frye@sfgov.org 415-575-6822
Tina Tam, Senior Preservation Planner
tina.tam@sfgov.org 415- 558-6325
RE: **Review and Comment**
Oceanwide Center/ 50 1st Street Interpretive Display
Case No. 2006.1523E

1650 Mission St.
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CA 94103-2479

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BACKGROUND

As part of the Community Plan Exemption published for the proposed 50 1st St/ Oceanwide Center project (Case No. 2006.1523E), Mitigation Measure #2. *Public Interpretive Displays (Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b)* stated:

Prior to demolition or substantial adverse alteration of historical resource(s) that are significant due to event(s) that occurred in the building at the development site, the project sponsor of a development project in the Plan area shall develop, in consultation with Planning Department preservation staff, a permanent interpretative program/and or display that would commemorate such event(s). The program/display would be installed at a publicly accessible location, either at or near the project site or in another appropriate location (such as a library or other depository). The content and location of the display shall be presented to the Historic Preservation Commission for review and comment.

This mitigation measure requires review and comment from the Historic Preservation Commission (HPC) and needs to occur prior to the demolition of existing structures on the project site. This project has not received prior HPC review. This Project received a Community Plan Exemption under the Transit Center District Plan Final EIR, which analyzed demolition of historic resources.

PROJECT DESCRIPTION

Overall Project Scope

On May 5, 2016, the San Francisco Planning Commission made several approval actions for the project at 40, 50, 62, 76-78, 88 First Street; 512, 516, 526 Mission Street, collectively known as the 50 1st Street/Oceanwide Center project (Case No. 2006.1523E). The proposed project includes full demolition of one known historical resource (62 First Street) and partial demolition, and rehabilitation, of one known historical resource (78 First Street), the rehabilitation of an historical resource (88 First Street), the demolition of three non-historic commercial buildings, and the new construction of two towers, measuring a maximum occupied height of 605 feet (Mission Street Tower) and 850 feet (First Street Tower), sharing a four-story basement, for a project containing 265 residential units, a 169 room tourist

hotel, approximately 1.08 million gross square feet of office space, and 5,000 square feet of retail space, on eight lots plus vacation of portions of Jessie Street and Elim Alley. The base of the First Street Tower is proposed with a 68-foot-tall Urban Room, or indoor park, which would create a signature public space in the Transit Center District, also fulfilling a substantial portion of the Project's total on-site public open space requirement.

Interpretive Display Program Scope

As noted in the project description, 62 First Street is proposed for demolition and a portion of the rear of 78 First Street is proposed for demolition. To address impacts on historical resources, the environmental document outlined mitigation measures for historical resources, including documentation per Historic American Building Survey (HABS) recordation, salvage and relocation measures, and creation of an on-site interpretative display. Currently, the Project Sponsor is working towards completion of the HABS documentation mitigation measure of 62 First Street and 78 First Street, and has completed requirements for the salvage and relocation mitigation measure.

These buildings and their neighbors form a small grouping of historic commercial buildings constructed in similar styles during a relatively short time period after the 1906 earthquake and fire. Several were constructed by members of San Francisco's German-Jewish business community. As part of the Transit Center Plan Survey, 78 First Street was determined a contributor to the California-register eligible First and Mission Historic District, and 62 First Street was found to be individually eligible for the California Register, and determined a contributor to the California-register eligible First and Mission Historic District.

As designed by Foster & Partners, Page & Turnbull, Heller Manus, the interpretative display currently includes text, photographs, ephemera and illustrations. The location of the display is within the Urban Room, a 22,000 square foot public open space at the base of the project's proposed First Street Tower. Specifically, the display will be located within a pedestrian passage close to the historic 78 First Street building. This information would be presented in a linear glazed three-part display, set on top of a waist-height plinth approximately 10' long by 2' deep, inclined for ease of viewing, and made of steel or bronze. In addition to the photographs and illustrations, the glazed display would include a video screen with changing content and an induction loop for the visually impaired.

In terms of content, the exterior interpretative display contains the images and text on the following:

- *Post-1906 earthquake architecture (First and Mission District)*
- *Early German/Jewish business community*
- *62 First Street – Neustadter Building – Clothing Manufacturers*
- *78 First Street – Marwedel Building – Tool Manufacturers*

STAFF ANALYSIS

The Department finds the location of the interpretative display situated within the Urban Room within a pedestrian passage to be adequate and accessible to the public. The location of the exhibit allows for public dissemination of the area's history as well as a prominent view of the interpretative display. The content is generally adequate and reflective of the project site and neighborhood's former commercial

history and associations with manufacturing in the first half of the 20th century. In addition, the content of the interpretative display accurately reflects the history of the project site and its association with the post-1906 earthquake development in this area. Staff recommends more research into the early German/Jewish business community to provide more context of the demographics of people who worked there, business owners and architects with early involvement, at minimum with 62 and 78 First Street.

Staff will continue to work with the consultant and sponsor to finalize the interpretive display content and design, including text, images and materials, prior to final approval. Final approval of the interpretive display shall occur before Planning Department approval of Addendum No. 2 (First Street Tower). Completion of this mitigation measure is upon installation of the interpretive display.

REQUESTED ACTION

The Department is requesting that the Historic Preservation Commission find the adequacy, proposed general outline and content, and location of the interpretative display for the Oceanwide Center project in fulfillment of Mitigation Measure #2. Public Interpretative Displays (*Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b*). In addition, Department is requesting that the Historic Preservation Commission provide comment on the design as well as any additional content to be included, and direct Staff and Project Sponsor to work towards final approval of the interpretive display, with final approval of the interpretive display to be made by Staff.

ATTACHMENTS

- Exhibits, including standard Parcel Map, c1998 Sanborn Map, Aerial Photographs
- Interpretative Display and Floor Plan - Foster and Partners, Page & Turnbull, Heller Manus
- Interpretive Plan (narrative) - Page & Turnbull
- Oceanwide Center Selected images from Exhibit B, Case 2006.1523DNX: project site plan, project renderings, renderings of Urban Room

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SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE: JUNE 15, 2016

Date: June 8, 2016
Case No.: **2006.1523E**
Project Address: **Oceanwide Center/ 50 1st Street**
Zoning: C-3-O (SD) (Downtown, Office: Special Development)
550-S and 850-S-2 Height and Bulk Districts
Transit Center C-3-O (SD) Commercial Special Use District
Transit Center District and Downtown Plan Areas
Block/Lot: 3708/003, 006, 007, 009, 010, 011, 012 and 055
Project Sponsor: Foster and Partners, Page and Turnbull, Heller Manus
Staff Contact: Marcelle Boudreaux – (415) 575-9140
Marcelle.boudreaux@sfgov.org
Reviewed By: Tim Frye, Historic Preservation Officer
tim.frye@sfgov.org
Tina Tam, Senior Preservation Planner
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ADOPTING FINDINGS RELATED TO HISTORICAL RESOURCES MITIGATION MEASURE MITIGATION MEASURE #2 PUBLIC INTERPRETATIVE DISPLAYS (IMPLEMENTING TRANSIT CENTER DISTRICT PLAN PEIR MITIGATION MEASURE M-CP-3B) FOR THE PROPOSED DEMOLITION AND NEW CONSTRUCTION AT THE OCEANWIDE CENTER/ 50 1ST STREET PROJECT (LOTS 003, 006, 007, 009, 010, 011, 012, AND 055 IN ASSESSOR'S BLOCK 3708), WITHIN THE 550-S AND 850-S-2 HEIGHT AND BULK DISTRICTS, THE C-3-O (SD) (DOWNTOWN OFFICE – SPECIAL DEVELOPMENT) ZONING DISTRICT, THE TRANSIT CENTER C-3-O (SD) COMMERCIAL SPECIAL USE DISTRICT, AND THE TRANSIT CENTER DISTRICT PLAN AND DOWNTOWN PLAN AREA.

PREAMBLE

1. On April 1, 2016 the Planning Department published a Community Plan Exemption (CPE) certificate that determined that the project did not require further review under Section 15183 of the CEQA Guidelines and Public Resources Code Section 21083.3. The Project is consistent with the adopted zoning controls in the Transit Center District Plan and was encompassed within the analysis contained in the Transit Center District Plan Final EIR.
2. On May 5, 2016, the San Francisco Planning Commission approved the Project, and also affirmed the accuracy and adequacy of the CPE (2006.1523E) authorizing the proposal. The proposed project includes full demolition of one known historical resource (62 First Street) and partial demolition, and rehabilitation, of one known historical resource (78 First Street), the rehabilitation of an historical resource (88 First Street), the demolition of three non-historic commercial buildings, and the new

construction of two towers, measuring a maximum occupied height of 605 feet (Mission Street Tower) and 850 feet (First Street Tower), sharing a four-story basement, for a project containing 265 residential units, a 169 room tourist hotel, approximately 1.08 million gross square feet of office space, and 5,000 square feet of retail space, on eight lots plus vacation of portions of Jessie Street and Elim Alley. The base of the First Street Tower is proposed with a 68-foot-tall Urban Room, or indoor park, which would create a signature public space in the Transit Center District, also fulfilling a substantial portion of the Project's total on-site public open space requirement.

3. As part of the Community Plan Exemption published for 50 1st St/ Oceanwide Center (Case No. 2006.1523E), Mitigation Measure #2. Public Interpretative Displays (*Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b*) stated that the Project Sponsor (Oceanwide Center LLC) would:

Prior to demolition or substantial adverse alteration of historical resource(s) that are significant due to event(s) that occurred in the building at the development site, the project sponsor of a development project in the Plan area shall develop, in consultation with Planning Department preservation staff, a permanent interpretative program/and or display that would commemorate such event(s). The program/display would be installed at a publicly accessible location, either at or near the project site or in another appropriate location (such as a library or other depository). The content and location of the display shall be presented to the Historic Preservation Commission for review and comment.

This mitigation measure requires review and comment from the Historic Preservation Commission and needs to occur prior to demolition.

4. On June 15, 2016, the Department presented the proposed interpretative display to the Historic Preservation Commission for review and approval. The Commission's comments on the adequacy, proposed general outline and content, and location of the interpretative display would be forwarded to the Environmental Review Officer for confirmation of compliance with Mitigation Measure #2. *Public Interpretative Displays (Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b)* of the 50 1st St Street (2006.1523E) Community Plan Exemption under the Transit Center EIR. The Commission requests Staff to work with the Project Sponsor on final approval of the interpretive display content and design, including text images and materials, prior to final approval, which shall occur before Planning Department approval of Addendum No. 2 of the First Street Tower.

THEREFORE BE IT RESOLVED that the Historic Preservation Commission has reviewed the proposed interpretative display for the Oceanwide Center/ 50 1st Street project, on Lot 003, 006, 007, 009, 010, 011, 012 and 055 in Assessor's Block 3708, and this Commission finds the interpretative display is in general fulfillment of Mitigation Measure #2. Public Interpretative Displays (*Implementing Transit Center District Plan PEIR Mitigation Measure M-CP-3b*), directs Staff to work with the Project Sponsor on final approval of the interpretive display content and design, including text images and materials, prior to final approval, which shall occur before Planning Department approval of Addendum No. 2 of the First Street Tower, and has provided the following comments:

■

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Recording Secretary to transmit this Resolution, and other pertinent materials in the Case File No. 2006.1523E to the Environmental Review Officer (ERO).

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission at its regularly scheduled meeting on June 15, 2016.

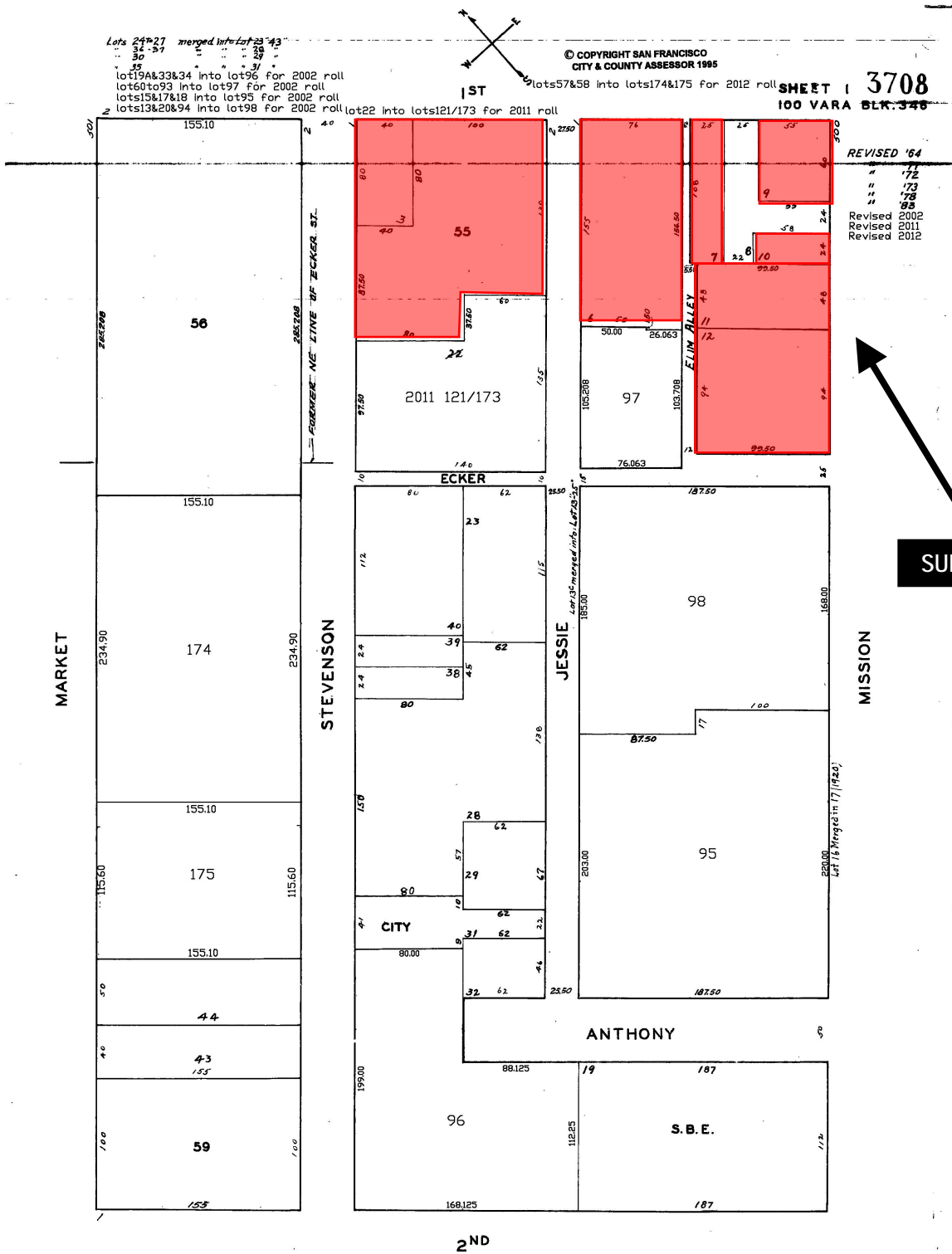
Jonas P. Ionin
Commission Secretary

PRESENT:

ABSENT:

ADOPTED: June 15, 2016

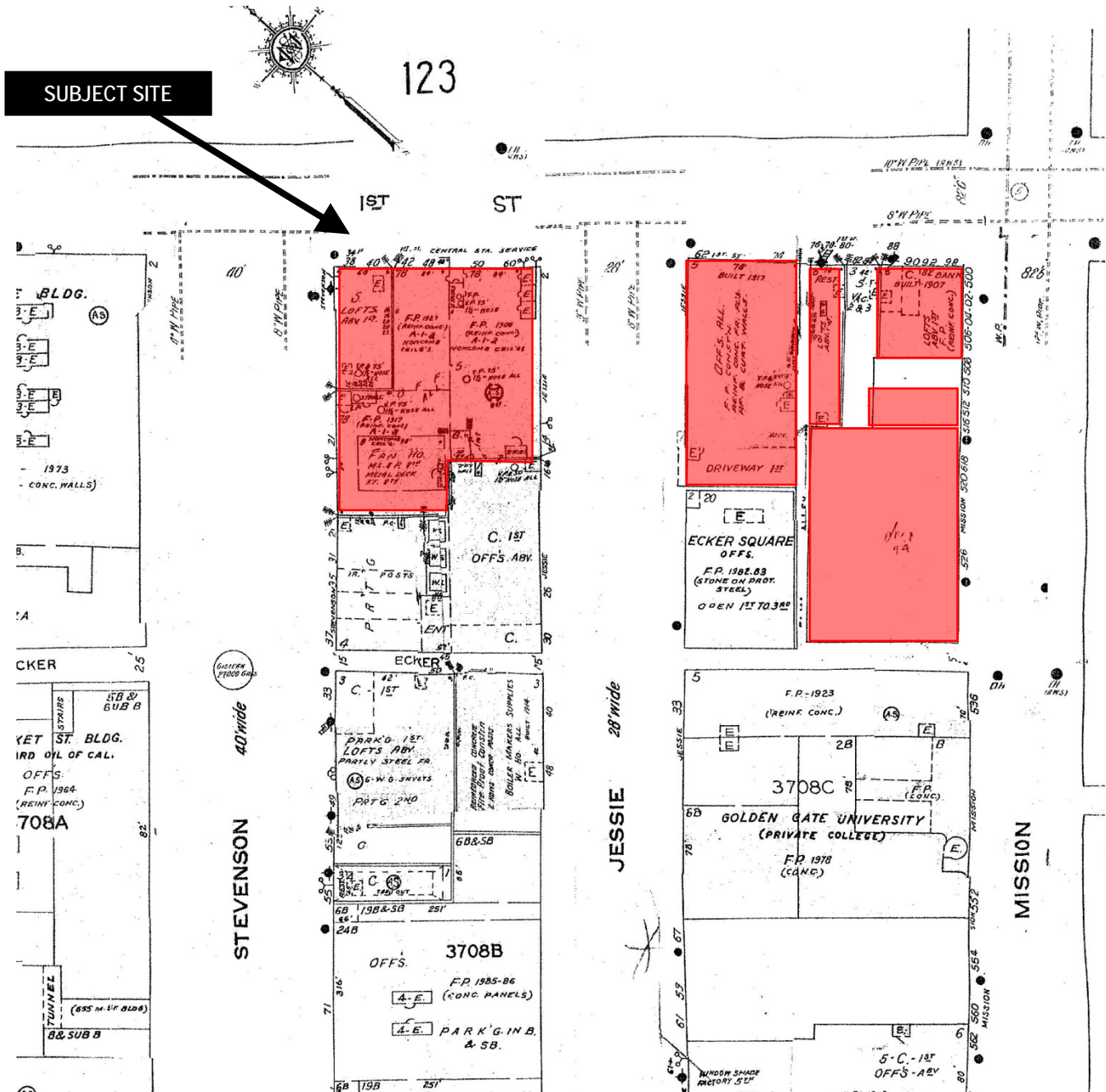
Parcel Map



Interpretive Display – Review & Comment
 2006.1523E
 Oceanwide Center/Multiple Addresses
 Hearing Date June 15, 2016



Sanborn Map*



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

Interpretive Display – Review & Comment
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 Oceanwide Center/Multiple Addresses
 Hearing Date June 15, 2016



Zoning Map



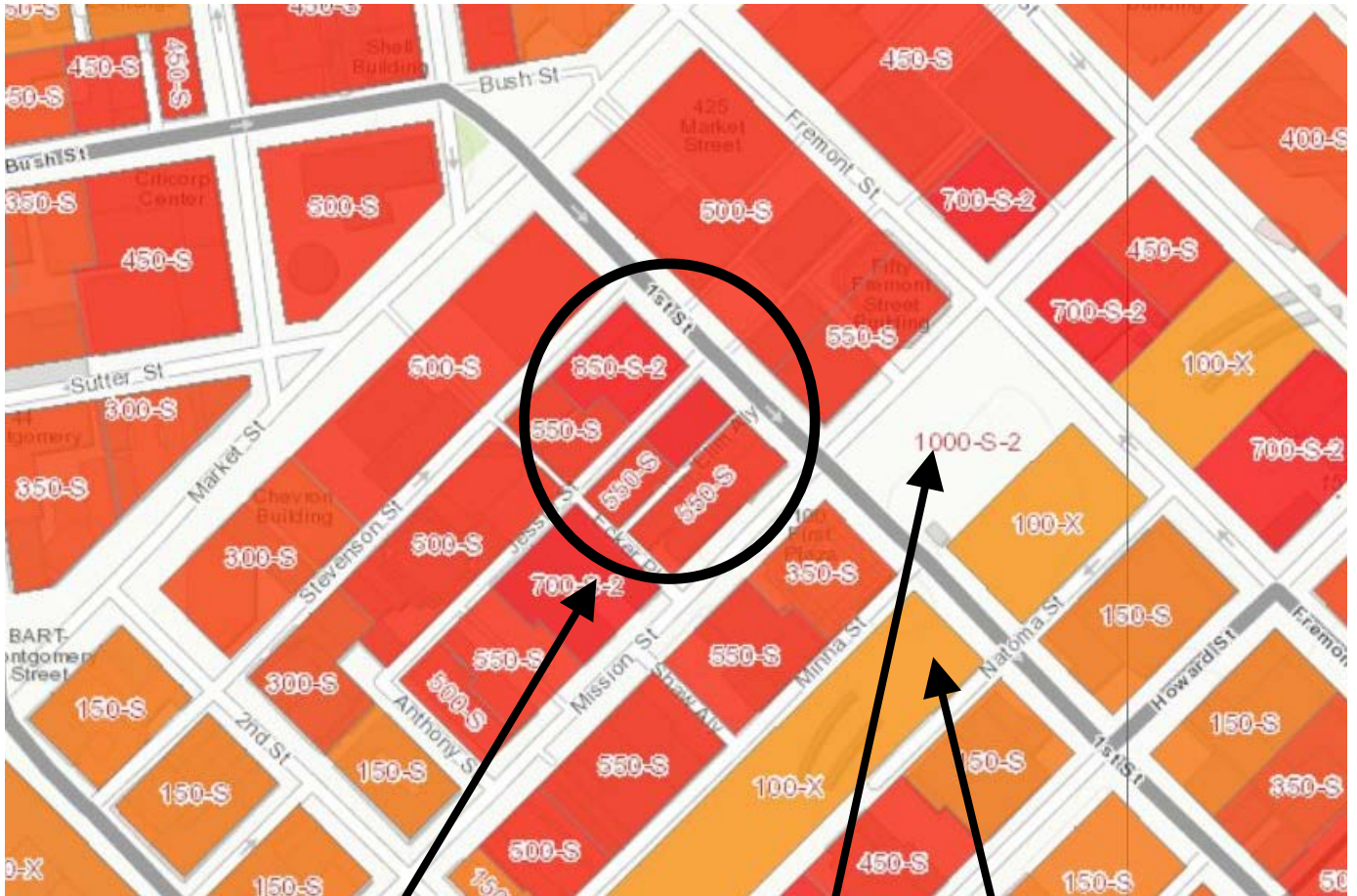
SUBJECT SITE

**SALESFORCE
TOWER (UNDER
CONSTRUCTION)**

**TRANSIT CENTER
(UNDER
CONSTRUCTION)**



Height Map



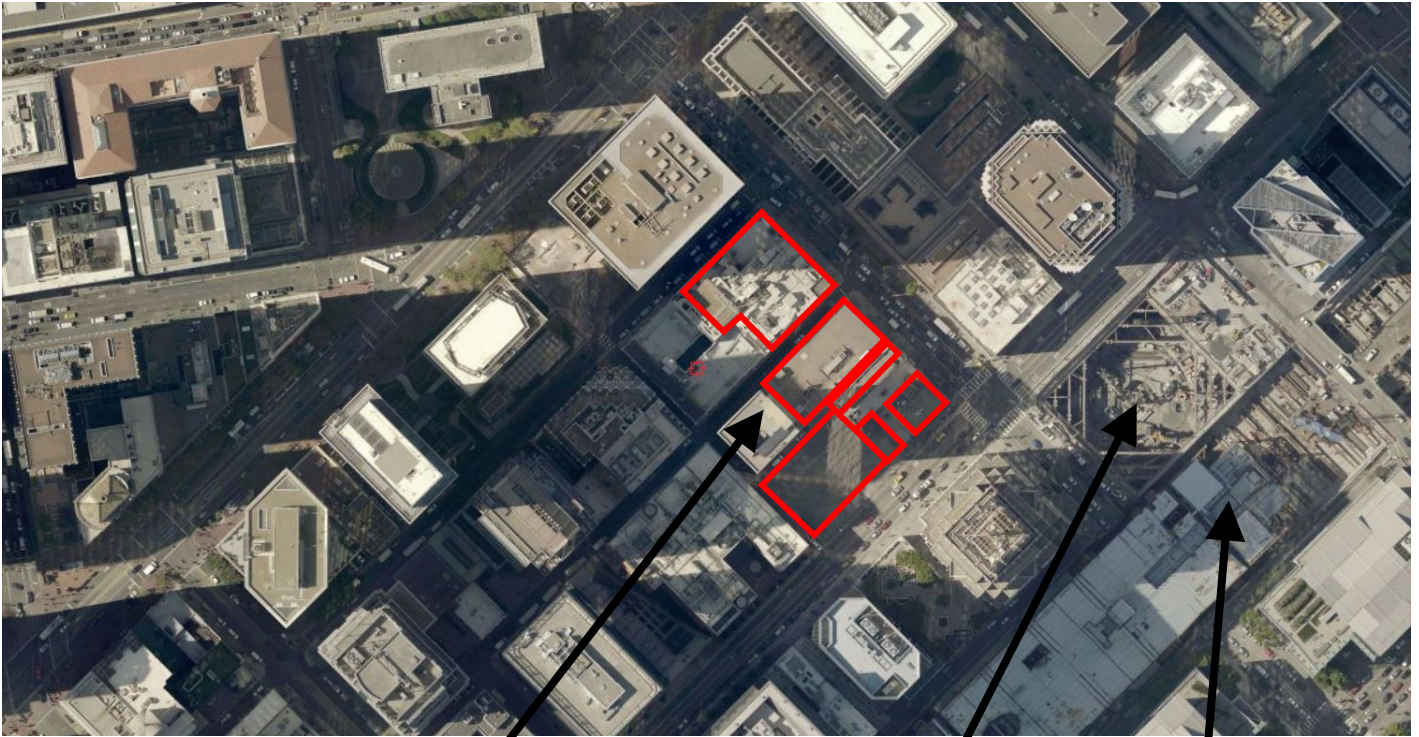
SUBJECT SITE

**SALESFORCE
TOWER (UNDER
CONSTRUCTION)**

**TRANSIT CENTER
(UNDER
CONSTRUCTION)**



Aerial Photo



SUBJECT SITE (IN RED)

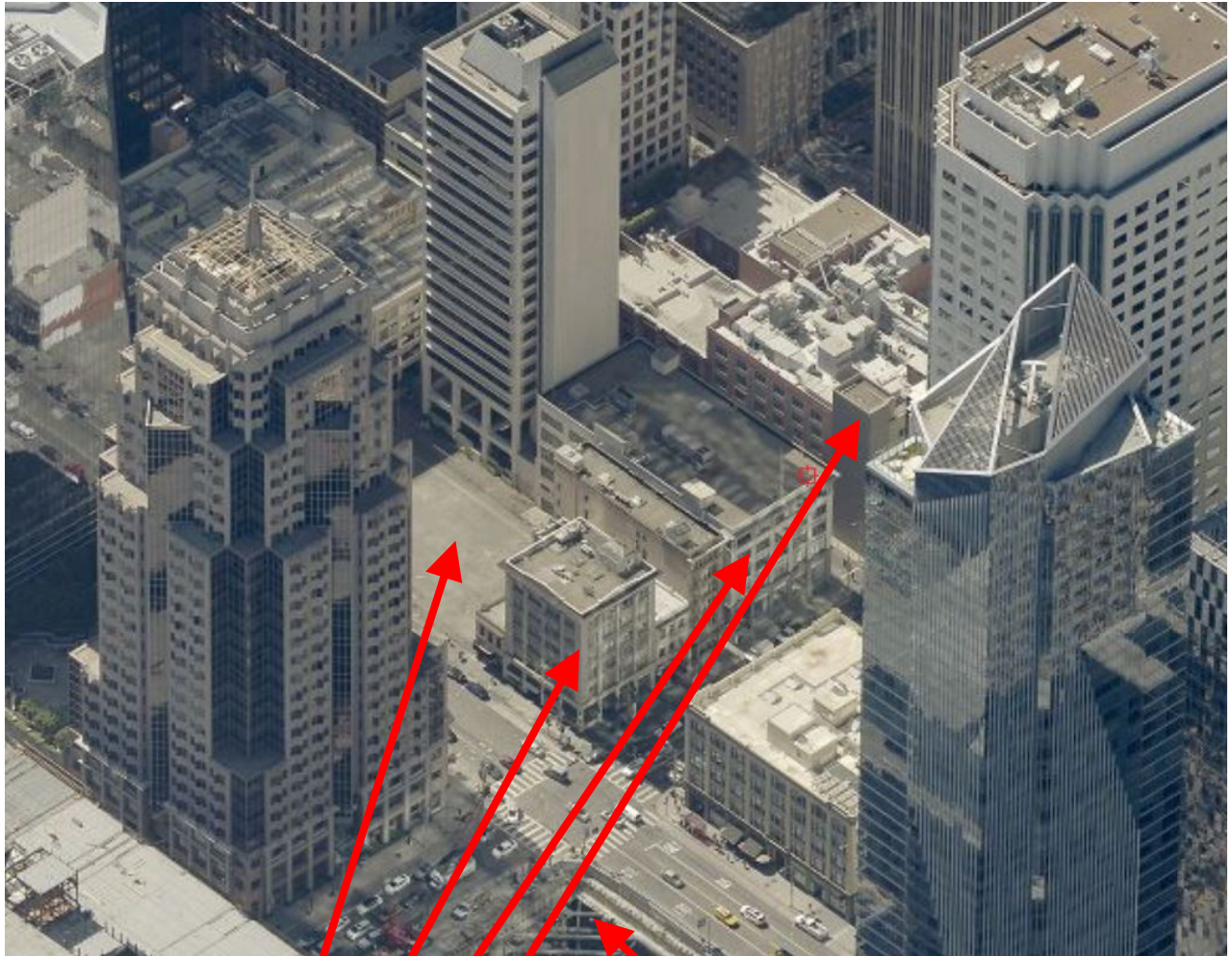
SALESFORCE TOWER (UNDER CONSTRUCTION)

TRANSIT CENTER (UNDER CONSTRUCTION)



Interpretive Display – Review & Comment
2006.1523E
Oceanwide Center/Multiple Addresses
Hearing Date June 15 ,2016

Site Photo



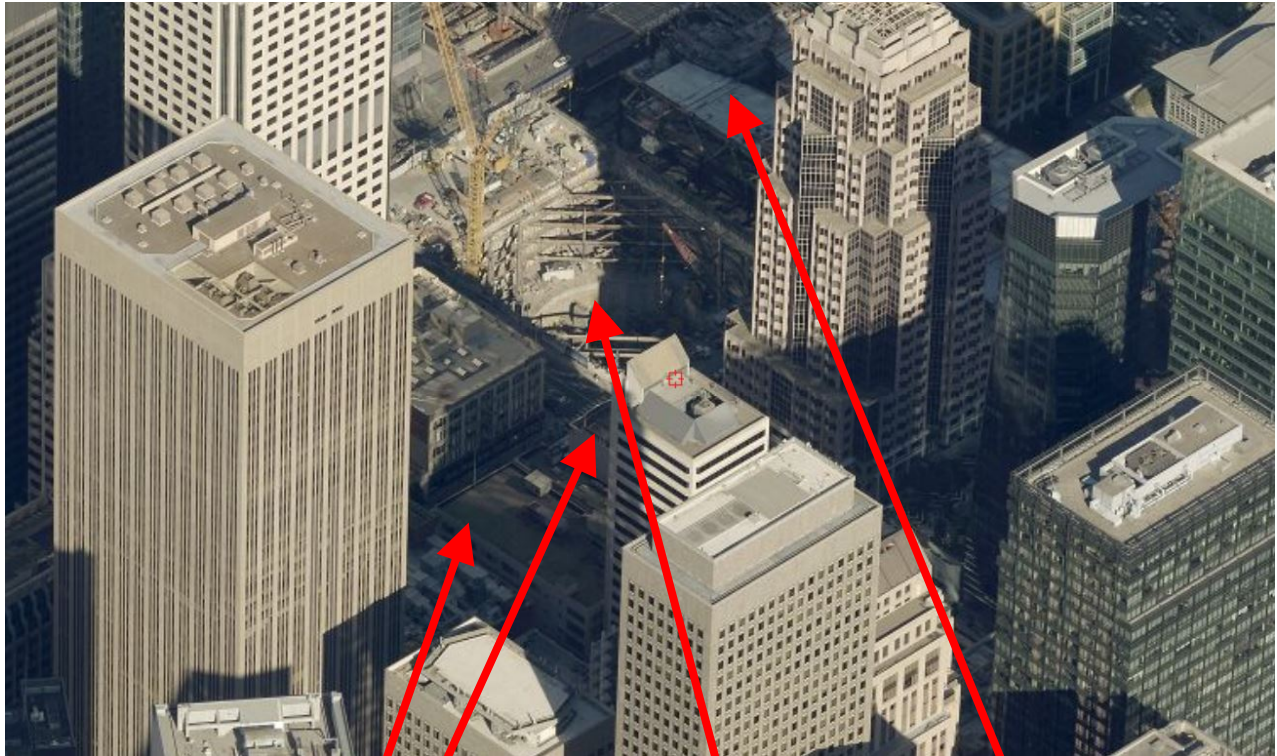
SUBJECT SITE

SALESFORCE
TOWER (UNDER
CONSTRUCTION)



Interpretive Display – Review & Comment
2006.1523E
Oceanwide Center/Multiple Addresses
Hearing Date June 15 ,2016

Site Photo



SUBJECT SITE

SALESFORCE
TOWER (UNDER
CONSTRUCTION)

TRANSIT CENTER
(UNDER
CONSTRUCTION)



Interpretive Display – Review & Comment
2006.1523E
Oceanwide Center/Multiple Addresses
Hearing Date June 15 ,2016

Site Photo

62 First Street



Interpretive Display – Review & Comment
2006.1523E
Oceanwide Center/Multiple Addresses
Hearing Date June 15 ,2016

Site Photo

78 First Street (retain front portion)



Interpretive Display – Review & Comment
2006.1523E
Oceanwide Center/Multiple Addresses
Hearing Date June 15 ,2016

MEMORANDUM

DATE	June 3, 2016	PROJECT NO.	14134
TO	Marcelle Boudreaux, Preservation Planner	PROJECT	Oceanwide Center 50 First Street (62 and 78 First Street) Mitigation
OF	San Francisco Planning Department	FROM	Christina Dikas, Architectural Historian Page & Turnbull
CC	Bassem Fawwaz, Foster + Partners; Brooke Heshui, Oceanwide LLC	VIA	Email

REGARDING Oceanwide Center 50 First Street (62 and 78 First Street)
Interpretive Plan- REVISED

INTRODUCTION

This Interpretive Plan for the Oceanwide Center 50 First Street project is the first step in satisfying the Transit Center District Plan EIR **Mitigation Measure M-CP-3b: Public Interpretive Displays**, required because 62 First Street and the rear portion of 78 First Street, both identified historic resources, are to be demolished as part of a larger new development. This Interpretive Plan provides the narrative text for the permanent interpretive display on site. The text was based on the content of existing Department of Parks and Recreation 523A and 523B forms, prepared by Kelley & VerPlanck Historical Consulting and Michael Corbett, and the HABS-style reports drafted by Page & Turnbull to satisfy **Mitigation Measure M-CP-3a: Historic American Building Survey (HABS) Documentation**.

This content document is accompanied by a document that shows the graphic design of the displays and renderings of the displays within their future setting.

This Interpretive Plan is submitted per the language in the **Mitigation Measure M-CP-3b: Interpretation**, which states:

Prior to demolition or substantial adverse alteration of historical resource(s) that are significant due to event(s) that occurred in the building at the development site, the project sponsor of a development project in the Plan area shall develop, in consultation with Planning Department preservation staff, a permanent interpretative program/and or

display that would commemorate such event(s). The program/display would be installed at a publicly accessible location, either at or near the project site or in another appropriate location (such as a library or other depository). The content and location of the display shall be presented to the Historic Preservation Commission for review and comment

Page & Turnbull is working with Foster + Partners and others on the project team to design the display.

While the Transit Center District Plan EIR mitigation measure states that M-CP-3b will not be considered complete until installation of the display, Oceanwide Center LLC requests that this be revised since the permanent display must be installed following completion of the construction project at the site. Instead, Oceanwide Center LLC requests for the mitigation measure to be approved by the Planning Department upon approval of the Interpretive Plan and final design of the display. The display will be installed when the project is completed, estimated to take place in 2020.

Per the Mitigation schedule, the final format design, location, and content of the interpretive display will be submitted prior to issuance of structural demolition permits for 62 and 78 First Street.

INTERPRETIVE DISPLAY CONTENT

1. "FIRST AND MISSION DISTRICT" TEXT

When Americans first arrived in large numbers to San Francisco, their main settlement developed around the old Mexican plaza now called Portsmouth Square. The South of Market (SoMa) remained a sprawling expanse of sand dunes, scrub oak, swamps, and streams. In 1847, surveyor Jasper O'Farrell defined its future character by laying out SoMa's blocks to be four times larger than blocks north of Market Street.

During the latter part of the nineteenth century, the South of Market area evolved into a mixed-use district composed of brick factories, machine shops, and warehouses on the major arterial boulevards, with dense rows of wood-frame lodging houses and workers' cottages lining the back streets. Several factors made the area ideal for industry, including the district's large blocks and its proximity to railroad heads and waterfront piers. The South of Market area gained a reputation during the nineteenth century as a working-class area that was populated primarily by immigrant laborers and their families.

The 1906 earthquake and fire had a dramatic effect upon the SoMa district. Physical damage was more severe there than anywhere else in San Francisco as a result of unstable fill underlying the neighborhood, combined with its many flammable wood-frame residences. The firestorm that followed the earthquake destroyed almost every building in SoMa. The hulks of some commercial and industrial structures survived, but with few exceptions the South of Market had to be completely reconstructed after 1906.

Unlike much of San Francisco, which was mostly rebuilt along the lines of what preceded it, the 1906 earthquake and fire changed land use patterns and social characteristics in SoMa. Before 1906, housing and industry were intertwined. After the disaster, concerns about safety and commercial efficacy caused landowners to exclude residential uses and reconstruct the district for industrial and commercial uses exclusively.

The post-quake reconstruction of SoMa was completed within a relatively short time of 15 to 20 years. This rapid pace, combined with the fact that many of the buildings were designed by a handful of architects, resulted in a remarkably uniform building stock. Although there were churches, schools and government buildings, the majority of the buildings took the form of two- to five-story, reinforced brick and concrete loft structures with multi-light steel industrial windows and minimal ornamentation. Most of the architects who worked in the area between 1907 and the 1925 adhered to a stripped down Classical Revival aesthetic. Smaller residential enclaves of Edwardian-era flats were built on the interior streets of the large blocks.

A cluster of seven early twentieth-century masonry loft buildings existed not long ago on both sides of First Street between Stevenson and Mission streets. Identified as the “First and Mission Historic District,” the buildings had similar uses and building typologies and were part of a wholesale district in SoMa. All were used for light manufacturing, office, and general commercial uses. Four were constructed shortly after the 1906 earthquake, two during the First World War, and one at the beginning of SoMa’s 1920s-era building boom. All were masonry commercial loft buildings designed in the American Commercial style with varying amounts of Renaissance or Classical Revival style ornamentation. The only exception is 440 Mission Street, extant at the northeast corner of the First and Mission Street intersection, which features Gothic-inspired detailing.

A 1918 *San Francisco Chronicle* article discussed the wholesale district:

Buckbee, Thorne & Co. report two leases of importance in the south of Market street wholesale district, one of which involves the erection of a new building over a large lot.

For Mrs. Charles T. Crocker and Mrs. J. E. Whitney, they have leased the entire five story and basement class A store and loft building on the southeast corner of First and Mission streets. This building has been taken by Keyston Bros., wholesale dealers in leather goods, shoe findings, saddles and harness, for offices, salesroom and factory purposes. [...] The premises which they have taken were formerly occupied by Neustadter Bros., who recently vacated and moved into the still larger building which was constructed for them on First Street, between Market and Mission streets. [...]

At least two of the buildings in the First and Mission Historic District, the Neustadter Building at 62 First Street and the Brandenstein Building at 88 First Street, were constructed for members of San Francisco's influential German-Jewish community. During the Gold Rush, Jewish "49ers" realized they could be successful selling equipment and supplies to the miners; thus, the Levis, Fleishhackers, Lilienthals, Magnins, Sutros, Zellerbachs, Neustadters, Brandensteins, and other pioneering Jewish families prospered through the nineteenth century. Several set up shop in SoMa's wholesale district to sell their wares.

Today, existing buildings from this early twentieth-century era of the South of Market's history include 76-78 First Street, 82-84 First Street/510 Mission Street, 88 First Street, and 440 Mission Street.

2. "62 FIRST STREET" TEXT

Neustadter Bros. Building

62 First Street, formerly in the location of the First Street Tower at Oceanwide Center, was historically known as the Neustadter Bros. Building. In 1917, the building was commissioned by the owners of one of the largest clothing manufacturers in San Francisco. Neustadter Bros. was originally founded by Louis and Henry Neustadter during the Gold Rush and specialized in men's work clothing. The growing population of gold miners and other male laborers coming to San Francisco provided a profitable customer base. The company became famous for their "Boss of the Road" overalls and the "Standard" work shirt, brand names that are still known to denim collectors today.

Jacob and David Neustadter and Joseph Rosenbaum ran the company during the early decades of the twentieth century and constructed 62 First Street for office use with a showroom on the ground floor. The Neustadter Bros. factory was located at Gough and Grove streets, and a retail shop was located at Sansome and Pine streets. They also maintained a headquarters in Portland, Oregon. 62 First Street served as retail space and offices from 1917 through 1932, when the company moved to Market Street.

Neustadter Bros. competed directly with the Levi Strauss Company, its contemporary rival for dominance in the workmen's clothing market. While Neustadter Bros. eventually declared bankruptcy, at the turn of the

twentieth century the company was one of the largest and best known men's furnishings distributors on the West Coast.

Architect

The original architect of 62 First Street was Sylvain Schnaittacher (1874-1926), a prominent San Francisco architect in the early decades of the twentieth century. Schnaittacher started his own practice in 1901. He was among the major figures in the rebuilding of San Francisco's downtown after the earthquake and fires of 1906. One of Schnaittacher's best known works is Temple Emanu-El (1924-26), which he designed in association with Bakewell & Brown, with consultation from Albert Lansburgh and Bernard Maybeck.

3. "76-78 FIRST STREET" TEXT

The Marwedel Building

The front portion of 76-78 First Street stands [to the left of this display] and has been rehabilitated, though the building, once long and narrow, has been shortened by removal of the rear half. Originally called the Marwedel Building, 76-78 First Street was constructed in 1908 by Charles F. Marwedel, who established a tools supply business on the same site ca. 1870. Manufacturing equipment, especially small tools and items for small shop owners, mostly had to be ordered and shipped from the East Coast. Seeing an untapped market in San Francisco, Marwedel opened a distribution shop for items like wrenches, screw drivers, and brass and copper sheeting. Marwedel shop sold tools and supplies to machine shops, foundries and mills, and electricians. The slogan for the company was "Everything for the Shop." The business was active into the family's second generation under Marwedel's son and remained in this location on First Street until the late 1930s.

Several other manufacturing-related companies also had offices at 78 First Street. After the Marwedel Company moved out circa 1937, the building contained offices for other wholesale and manufacturing companies, as well as financial and engineering companies. In 1945, the ground floor retail area was converted to a restaurant.

Architect

The architect of the Marwedel Building was Julius Krafft and Sons. Krafft (1855-1937) was a German born architect who is best known for designing St. Paul's Lutheran Church at Eddy and Gough streets, which was destroyed by fire in 1995. Krafft's design was published in a 1908 *San Francisco Bulletin* article, wherein the building was described as being "thoroughly fireproofed with wire-glass windows, metal frames, metal doors, rolling steel shutters and other guards against fire."

San Francisco

Oceanwide Center

3 June 2016

Historic Interpretive Display

To the San Francisco Planning Department
Historic Preservation Commission

Oceanwide Center LLC

Foster + Partners

Page & Turnbull

Heller Manus Architects



70 FIRST STREET
CIVIL RIGHTS

Historical map and text panels on a white stand.

San Francisco
Oceanwide Center

3 June 2016
Historic Interpretive Display

To the San Francisco Planning Department
Historic Preservation Commission

1	Display Location	Pages 0 – 0
2	Perspectives	Pages 0 – 0
3	Display Overall Design	Pages 0 – 0
4	Display Layouts	Pages 0 – 0
5	Appendix	Pages 0 – 0

N.b. The view on the opposite page is a sketch; the materials and vegetation are approximate.

1 Display Location

Oceanwide Center Ground and Third Floor Plan

Public Spaces

- 1 New Path of Jessie Street
- 2 Improved Ecker Street
- 3 Widened Elim Alley
- 4 Widened Sidewalks
- 5 Urban Room Terraces
- 6 Pocket Park, Juice Kiosk
- 7 Bicycle Elevators, Café Kiosk
- Historic Interpretive Display

68 First St Tower

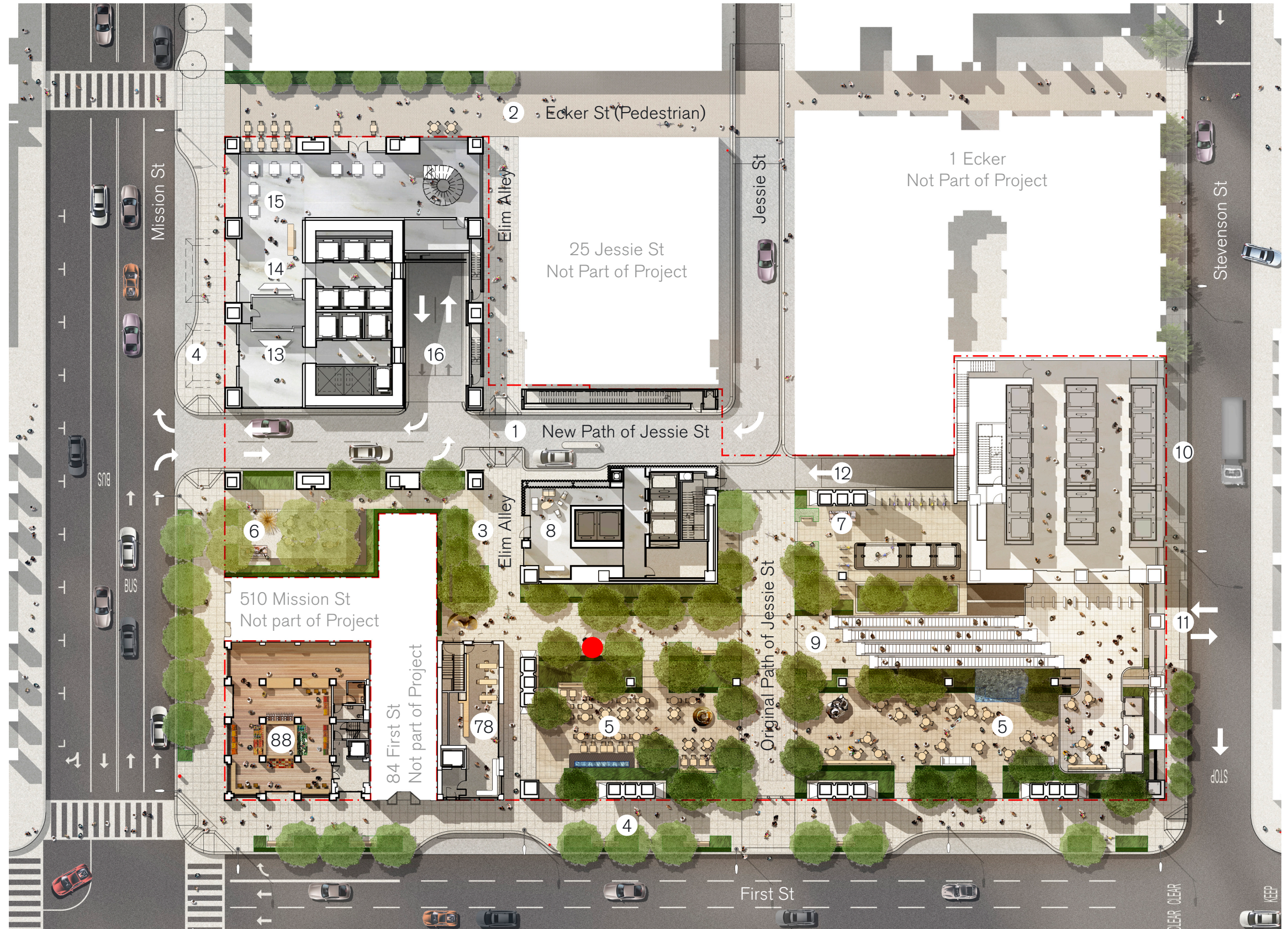
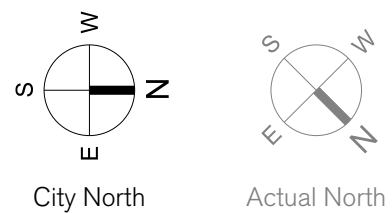
- 8 Residential Entrance
- 9 Office Entrance Escalators
- 10 Loading Bay Entrance
- 11 Parking Entrance and Exit
- 12 Parking Exit Ramp

518 Mission St Tower

- 13 Residential Entrance
- 14 Hotel Entrance
- 15 Restaurant
- 16 Parking Entrance and Exit

Restored Historic Buildings

- 78 78 First Street, Café
- 88 88 First Street, Retail

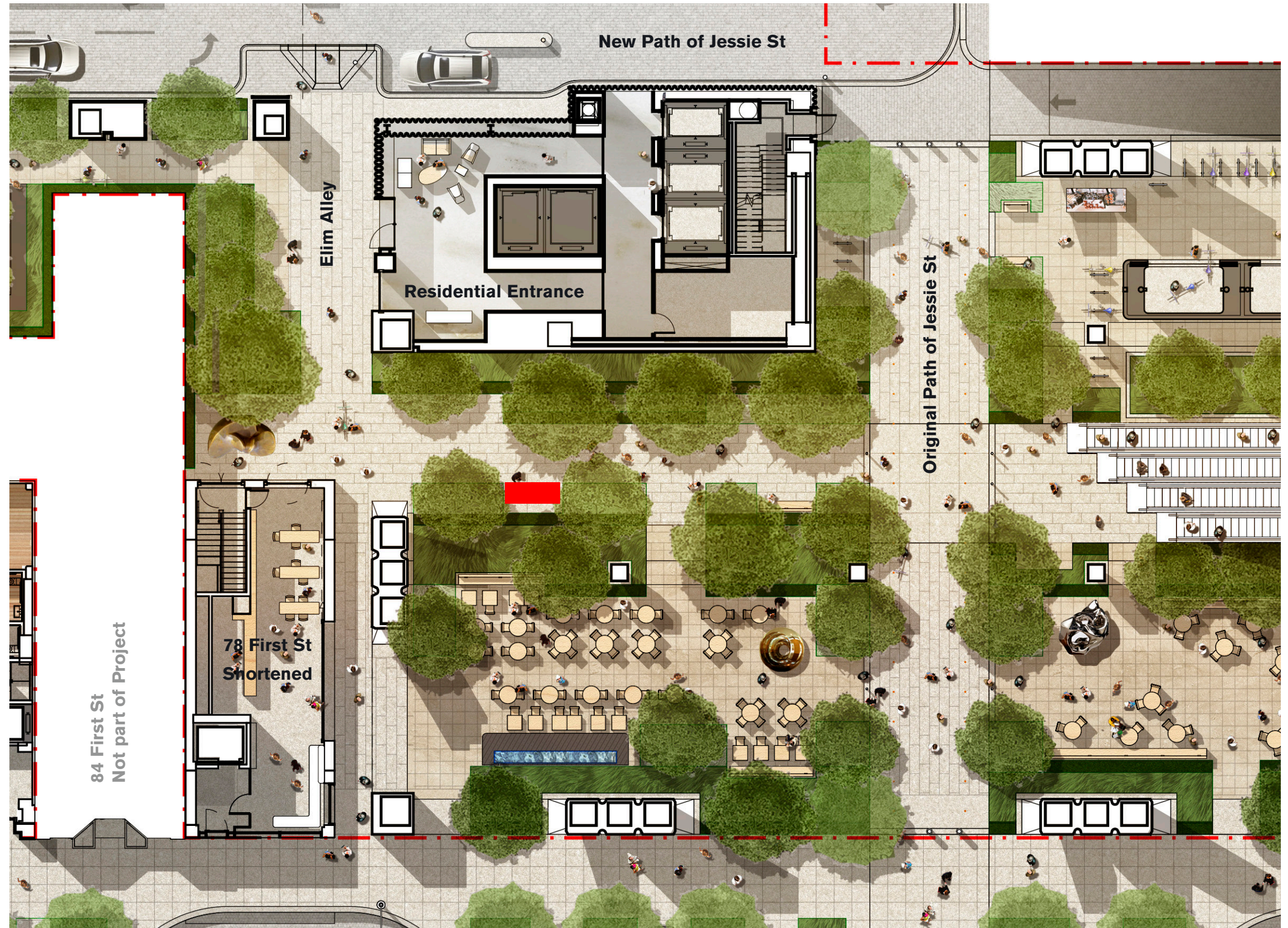


1 Display Location

Display Vicinity Plan

Display Location

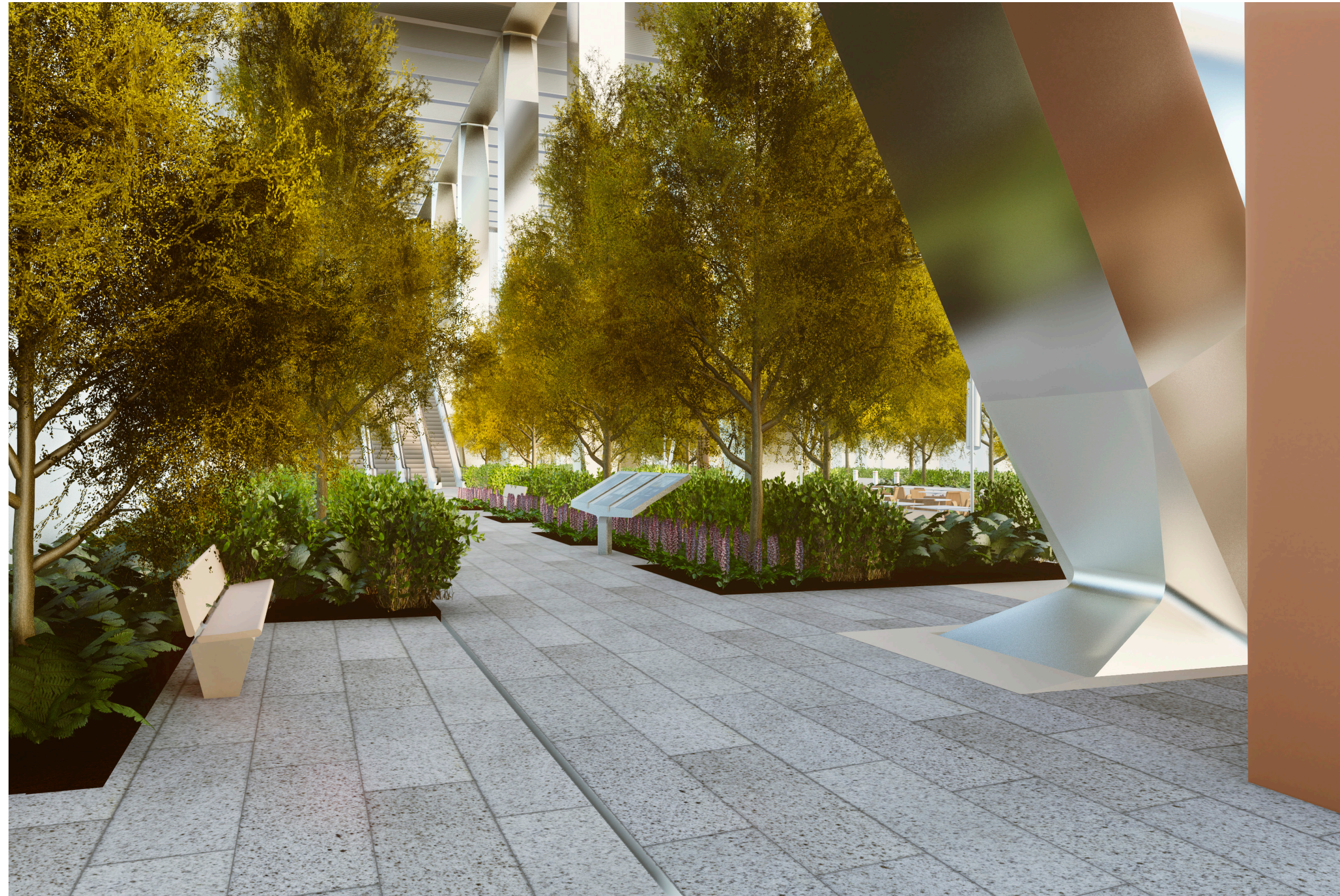
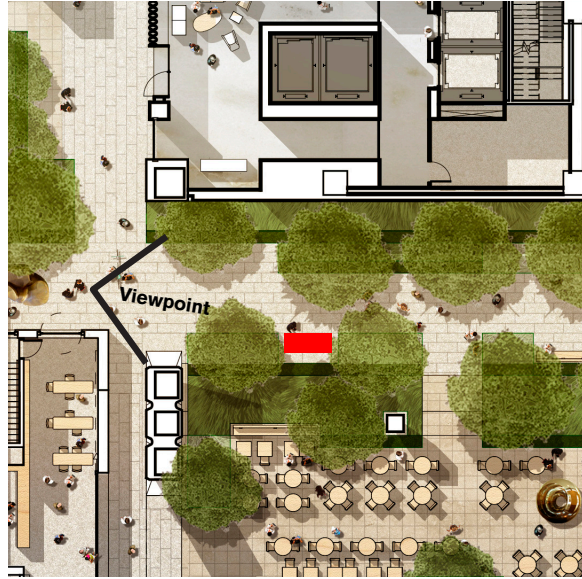
The display is located along the promenade linking Elim Alley to the former location of Jessie St and the four escalators leading up to the 68 First St tower offices.



2 Perspectives

View from Elim Alley, Behind the Shortened 78 First St

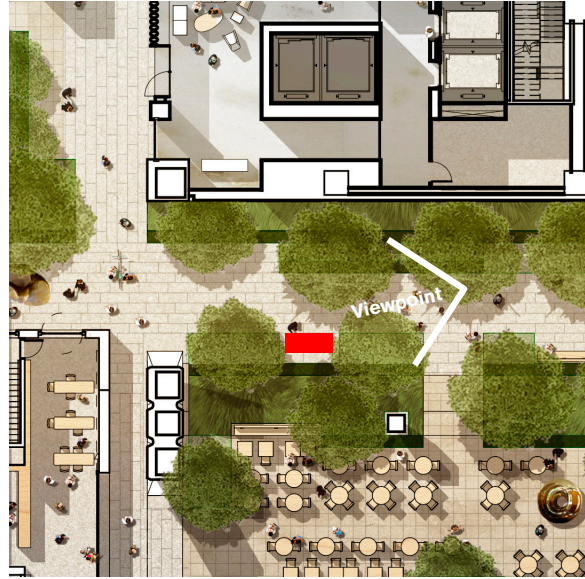
N.b. This view is a sketch; the materials and vegetation are approximate.



2 Perspectives

View Looking South towards 78 First St and Elim Alley

N.b. This view is a sketch; the materials and vegetation are approximate.



3 Display Overall Design

View of the Display

N.b. This view is a sketch; the materials and vegetation are approximate.



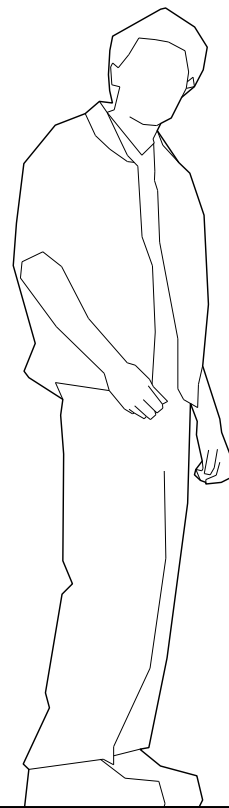
3 Display Overall Design

Plan and Elevations

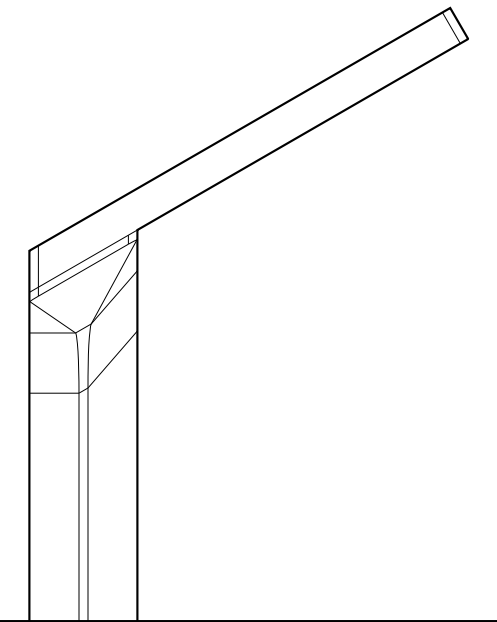
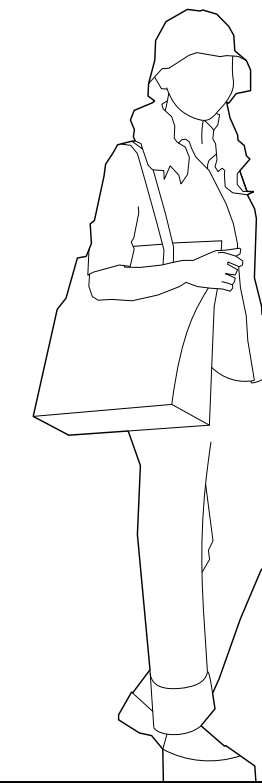


Plan

The displays are foreshortened since they are inclined.
Dimensions and angles are not given since the design is being reviewed for ADA compliance.



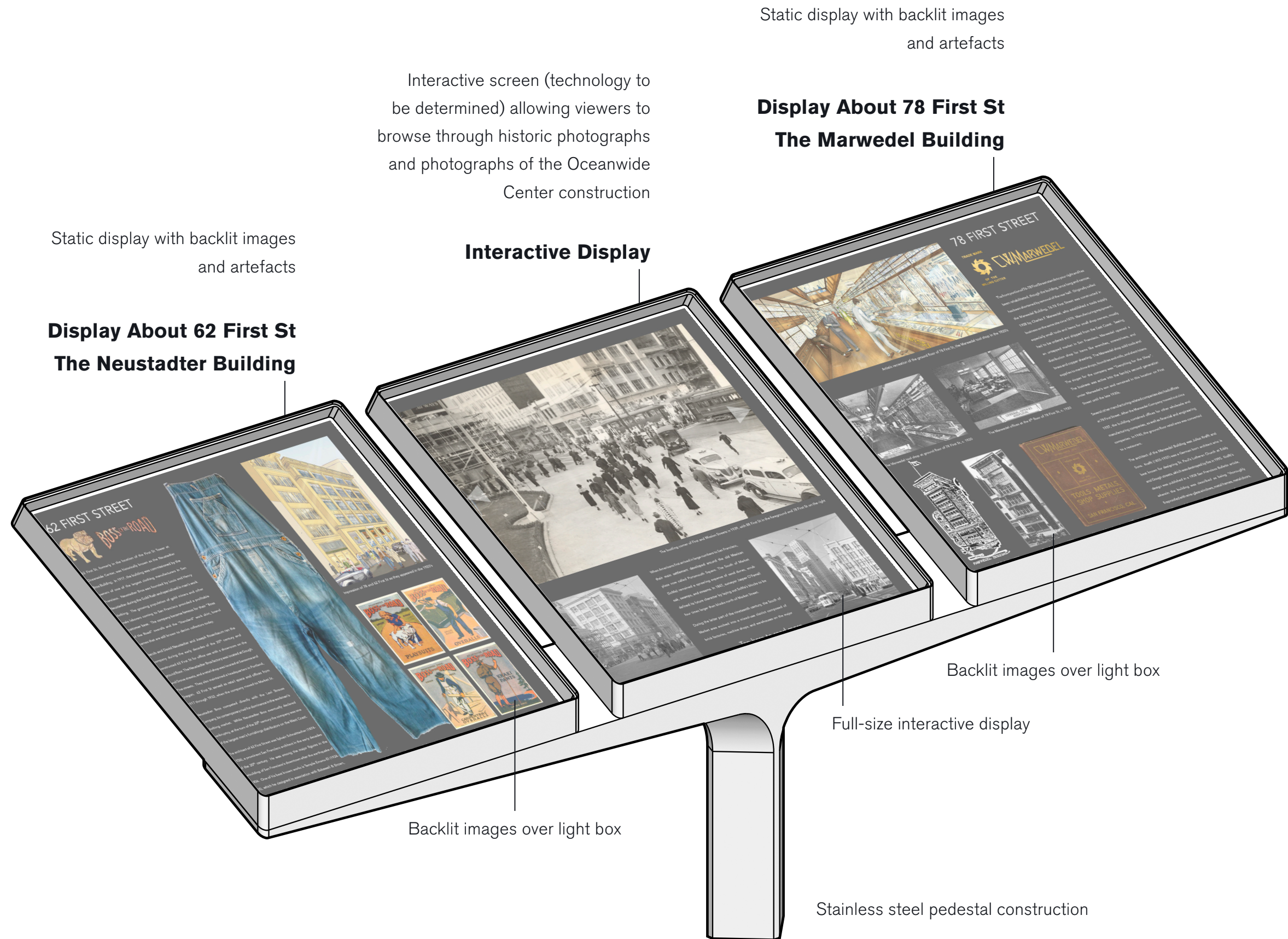
Front Elevation



Side Elevation

3 Display Overall Design

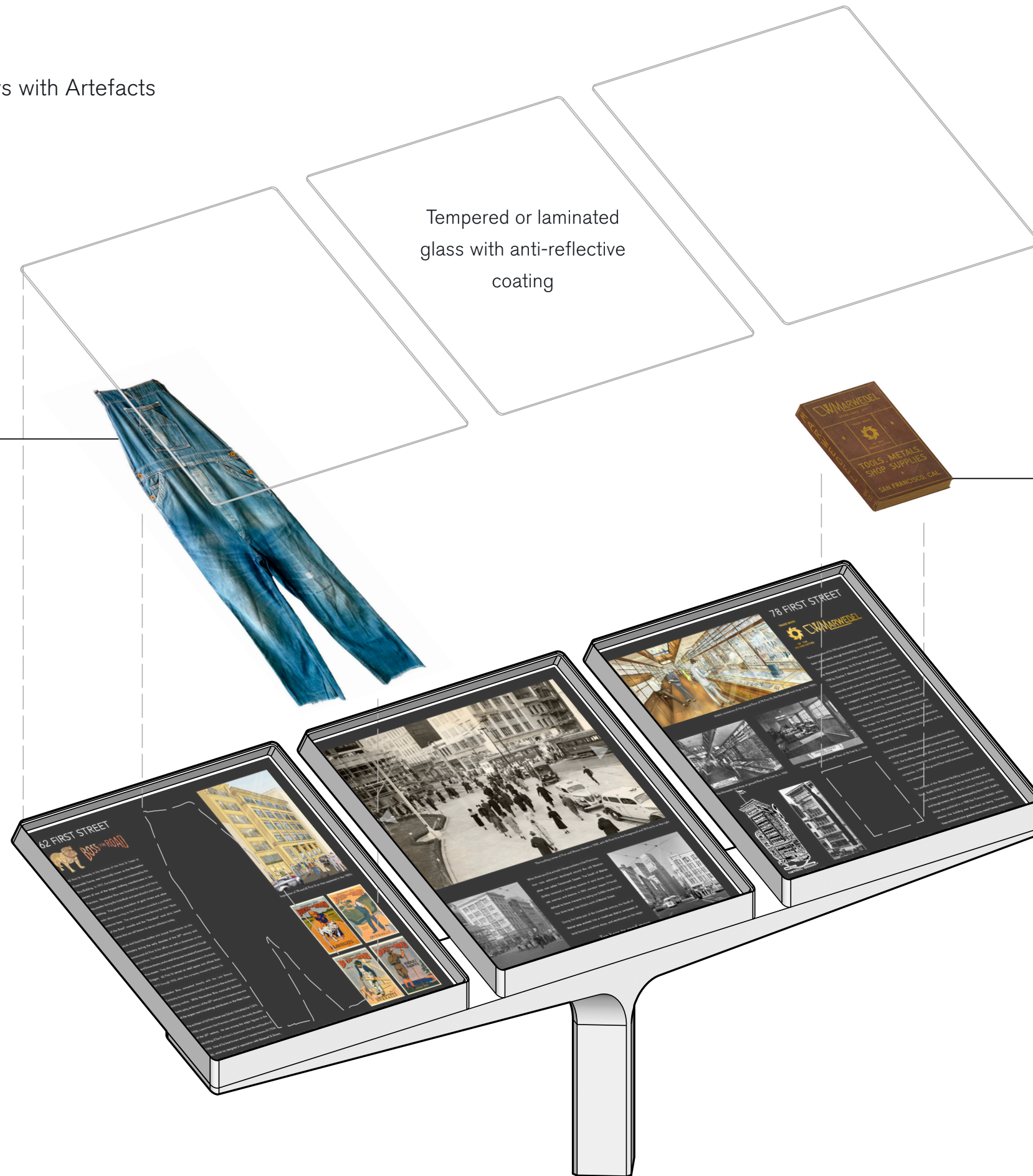
Three Separate Displays on a Stainless Steel Pedestal



3 Display Overall Design

Layering of Backlit Displays with Artefacts

Authentic pair of "Boss of the Road" overalls from the 1920's, to be purchased



Authentic Marwedel tool catalogue, 12th edition from c. 1929, already acquired by Foster + Partners

62 FIRST STREET



62 First St, formerly in the location of the First St Tower at Oceanwide Center, was historically known as the Neustadter Bros Building. In 1917, the building was commissioned by the owners of one of the largest clothing manufacturers in San Francisco. Neustadter Bros was founded by Louis and Henry Neustadter during the Gold Rush and specialized in men's work clothing. The growing population of gold miners and other male laborers coming to San Francisco provided a profitable customer base. The company became famous for their "Boss of the Road" overalls and the "Standard" work shirt, brand names that are still known to denim collectors today.

Jacob and David Neustadter and Joseph Rosenbaum ran the company during the early decades of the 20th century and constructed 62 First St for office use with a showroom on the ground floor. The Neustadter Bros factory was located at Gough and Grove streets, and a retail shop was located at Sansome and Pine streets. They also maintained a headquarters in Portland, Oregon. 62 First St served as retail space and offices from 1917 through 1932, when the company moved to Market St.

Neustadter Bros competed directly with the Levi Strauss Company, its contemporary rival for dominance in the workmen's clothing market. While Neustadter Bros eventually declared bankruptcy, at the turn of the 20th century the company was one of the largest men's furnishings distributors on the West Coast.

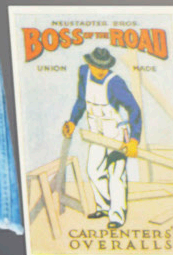
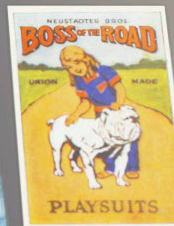
The architect of 62 First Street was Sylvain Schnaittacher (1874-1926), a prominent San Francisco architect in the early decades of the 20th century. He was among the major figures in the rebuilding of San Francisco's downtown after the earthquake of 1906. One of his best known works is Temple Emanu-El (1924-26), which he designed in association with Bakewell & Brown, with consultation from Albert Lansburgh and Bernard Maybeck.



Authentic pair of "Boss of the Road" overalls from the 1920's



Impression of 78 and 62 First St as they appeared in the 1920's



Stamps of the Neustadter "Boss of the Road" brand, c. 1920



The bustling corner of First and Mission Street



When Americans first arrived in large numbers to San Francisco, their main settlement developed around the old plaza now called Portsmouth Square. The South of Market (SoMa) remained a sprawling expanse of sand dunes, oak, swamps, and streams. In 1847, surveyor James W. W. Gwin defined its future character by laying out SoMa blocks four times larger than blocks north of Market Street.

During the latter part of the nineteenth century, the Market area evolved into a mixed-use district with brick factories, machine shops, and...

... Tap here

4 Display Layouts

First Display about 62 First St
The Neustadter Building

The first display is a light box with backlit images and an authentic pair of "Boss of the Road" denim overalls from the 1920s, manufactured by the Neustadter Bros company and possibly sold in 62 First St, at the time when it was the company's store in San Francisco.

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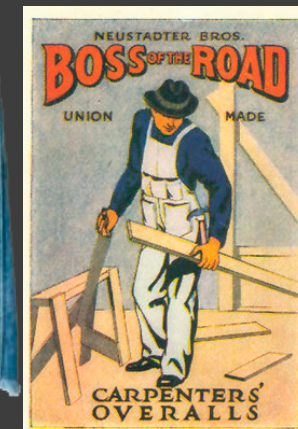
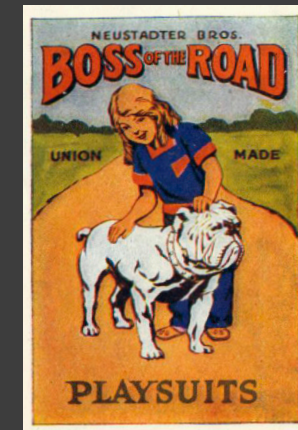
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Authentic pair of "Boss of the Road" overalls from the 1920's



Impression of 78 and 62 First St as they appeared in the 1920's



Stamps of the Neustadter "Boss of the Road" brand, c. 1920

2 FIRST STREET

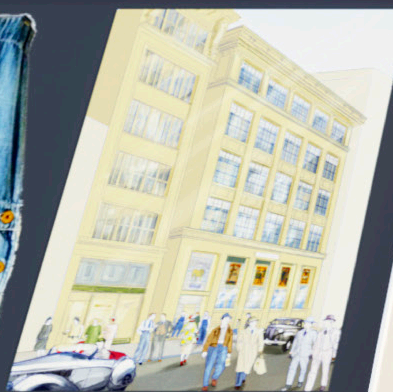


...ly in the location of the First St Tower at
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... 7, the building was commissioned by the
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... os was founded by Louis and Henry
... Rush and specialized in men's work
... tion of gold miners and other
... ancisco provided a profitable
... came famous for their "Boss
... and" work shirt, brand
... ctors today.

... Rosenbaum ran the
... 20th century and
... showroom on the
... cated at Gough
... Sansome and
... in Portland,
... ces from
... et St.

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... pair of "Boss of the Road" overalls from the 1920's



Impression of 78 and 62 First St as they appeared in the 1920's



Stamps of the Neustadter "Boss of the Road" brand, c. 1920



The bustling corner of First and Mission Streets in 1939, with 88 First St in the foreground and 78 First St on the right



When Americans first arrived in large numbers to San Francisco, their main settlement developed around the old Mexican plaza now called Portsmouth Square. The South of Market (SoMa) remained a sprawling expanse of sand dunes, scrub oak, swamps, and streams. In 1847, surveyor Jasper O'Ferrell defined its future character by laying out SoMa's blocks to be four times larger than blocks north of Market Street.

During the latter part of the nineteenth century, the South of Market area evolved into a mixed-use district composed of brick factories, machine shops, and warehouses on the major

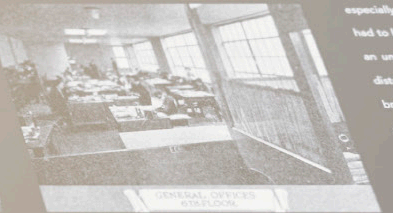
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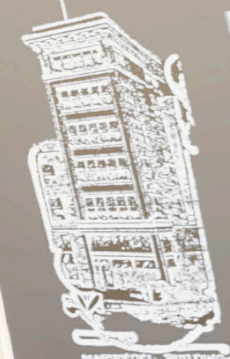
Artistic recreation of the ground floor of 78 First St, the Marwedel tool shop in the 1920's



The Marwedel tool shop at ground floor of 78 First St, c. 1920



The Marwedel offices at the 6th floor of 78 First St, c. 1920



Advertisement in SF Bulletin, 1908



First St façade, c. 1920



Marwedel tool catalogue 12th e

78 FIRST STREET



The front portion of 76-78 First Street has been rehabilitated, though the building has been shortened by removal of the Marwedel Building, 76-78 First Street, built in 1908 by Charles F. Marwedel. The business on the same site consisted of especially small tools and had to be ordered and an untapped market distribution shop for brass and copper supplies to meet the slogan for the business under Marwedel Street

Seven

at

4 Display Layouts

Second Display

Interactive Display about the Historic Context

The second display is a full-size interactive screen. The technology will be determined in a year or two, when the design of the display is more advanced. The interactive screen will enable viewers to browse through historic photographs of the neighborhood and construction photographs of the Oceanwide Center project.



The bustling corner of First and Mission Streets in 1939, with 88 First St in the foreground and 78 First St on the right



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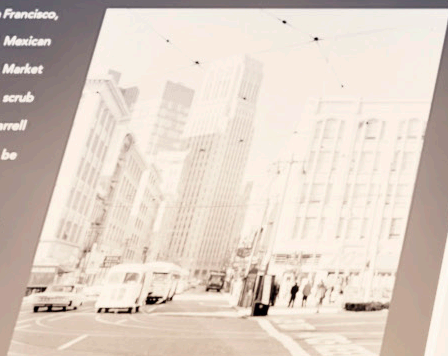
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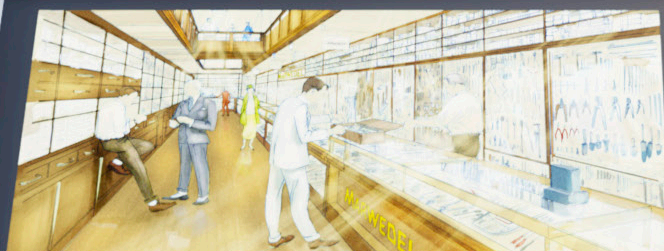
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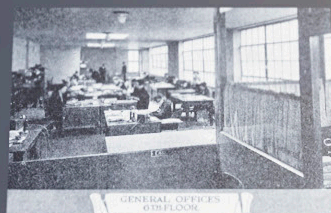
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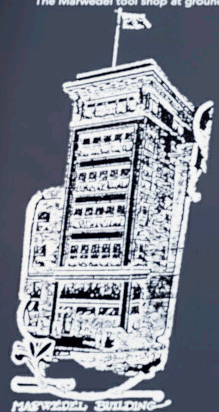
Artistic recreation of the ground floor of 78 First St, the Marwedel tool shop in the 1920's



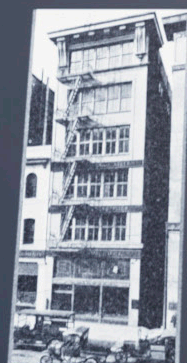
The Marwedel tool shop at ground floor of 78 First St, c. 1920



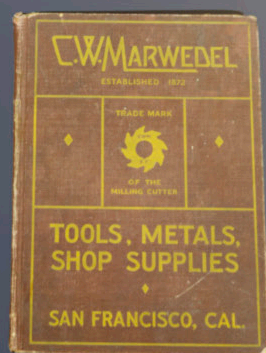
The Marwedel offices at the 6th floor of 78 First St, c. 1920



Advertisement in SF Bulletin, 1908



First St façade, c. 1920



Marwedel tool catalogue 12th ed., c. 1928

78 FIRST STREET

TRADE MARK



The front portion of 76-78 First Street stands to your right and has been rehabilitated, though the building, once long and narrow, has been shortened by removal of the rear half. Originally called the Marwedel Building, 76-78 First Street was constructed in 1908 by Charles F. Marwedel, who established a tools supply business on the same site circa 1870. Manufacturing equipment, especially small tools and items for small shop owners, mostly had to be ordered and shipped from the East Coast. Seeing an untapped market in San Francisco, Marwedel opened a distribution shop for items like wrenches, screwdrivers, and brass and copper sheeting. The Marwedel shop sold tools and supplies to machine shops, foundries and mills, and electricians. The slogan for the company was "Everything for the Shop". The business was active into the family's second generation under Marwedel's son and remained in this location on First Street until the late 1930s.

Several other manufacturing-related companies also had offices at 78 First Street. After the Marwedel Company moved out circa 1937, the building contained offices for other wholesale and manufacturing companies, as well as financial and engineering companies. In 1945, the ground floor retail area was converted to a restaurant.

The architect of the Marwedel Building was Julius Krafft and Sons. Krafft (1855-1937) was a German born architect who is best known for designing St. Paul's Lutheran Church at Eddy and Gough streets, which was destroyed by fire in 1995. Krafft's design was published in a 1908 San Francisco Bulletin article, wherein the building was described as being "thoroughly fireproofed with wire-glass windows, metal frames, metal doors, rolling steel shutters and other guards against fire."

4 Display Layouts

Third Display about 78 First St
The Marwedel Building

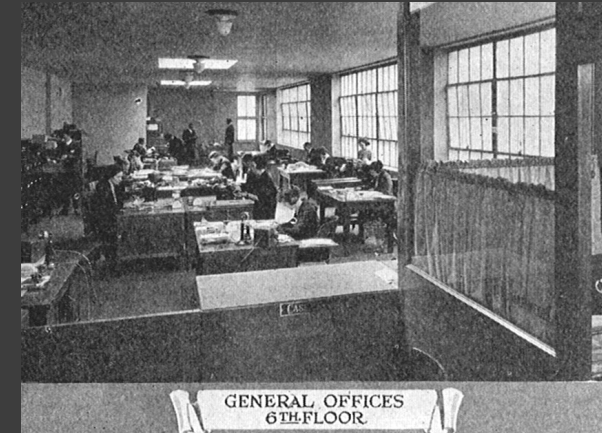
The third display is a light box with backlit images and at least one tool catalogue published by the Marwedel company during the time that it occupied all floors of 78 First Street.



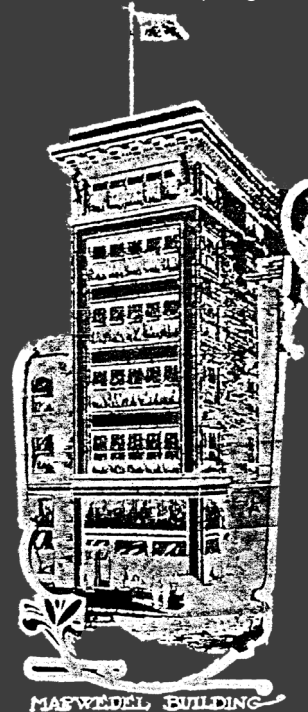
Artistic recreation of the ground floor of 78 First St, the Marwedel tool shop in the 1920's



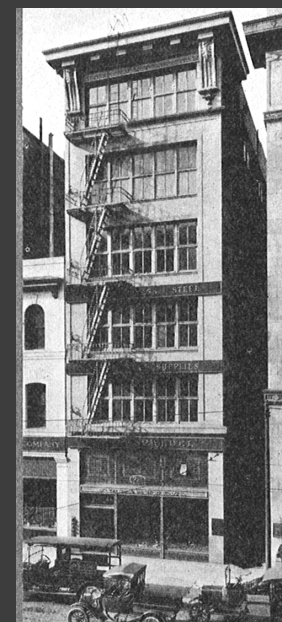
The Marwedel tool shop at ground floor of 78 First St, c. 1920



The Marwedel offices at the 6th floor of 78 First St, c. 1920



Advertisement in SF Bulletin, 1908



First St façade, c. 1920



Marwedel tool catalogue 12th ed., c. 1928

78 FIRST STREET

TRADE MARK



OF THE
MILLING CUTTER

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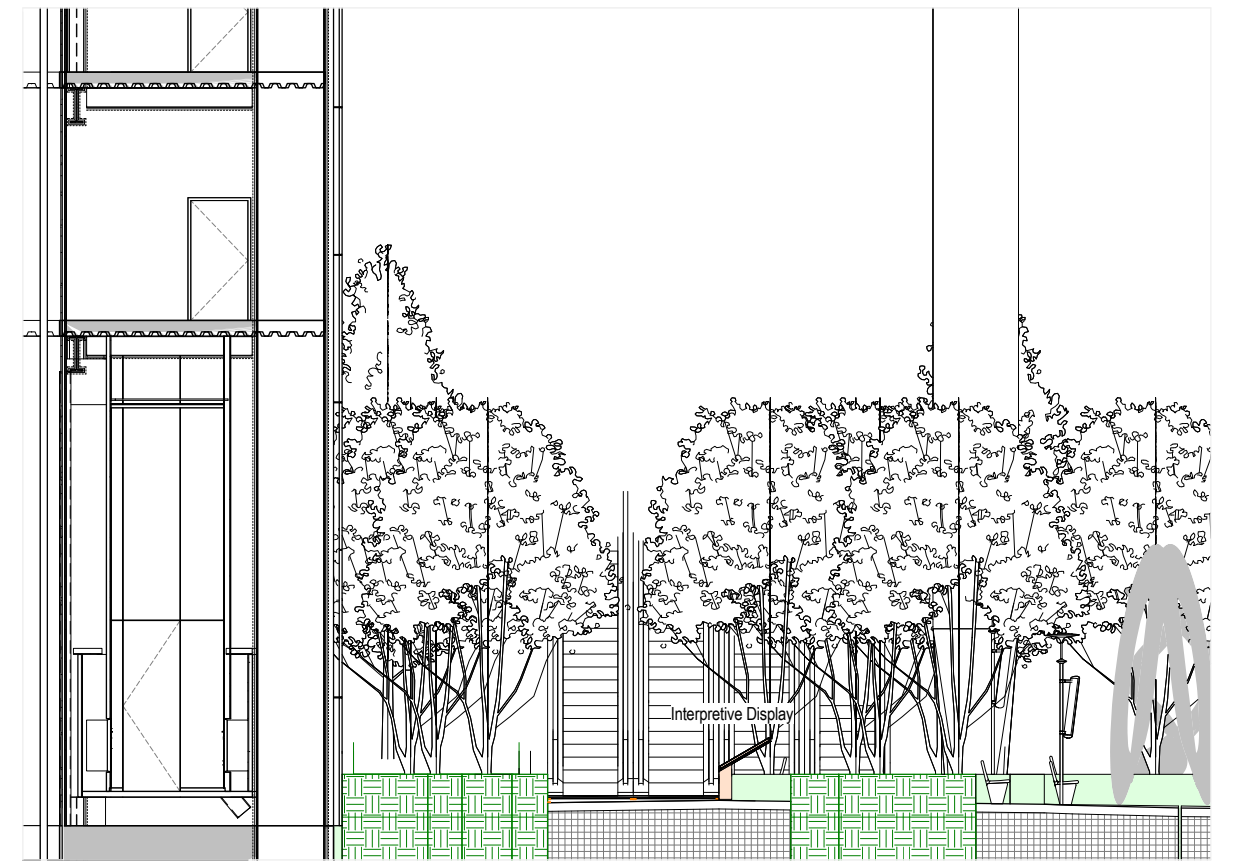
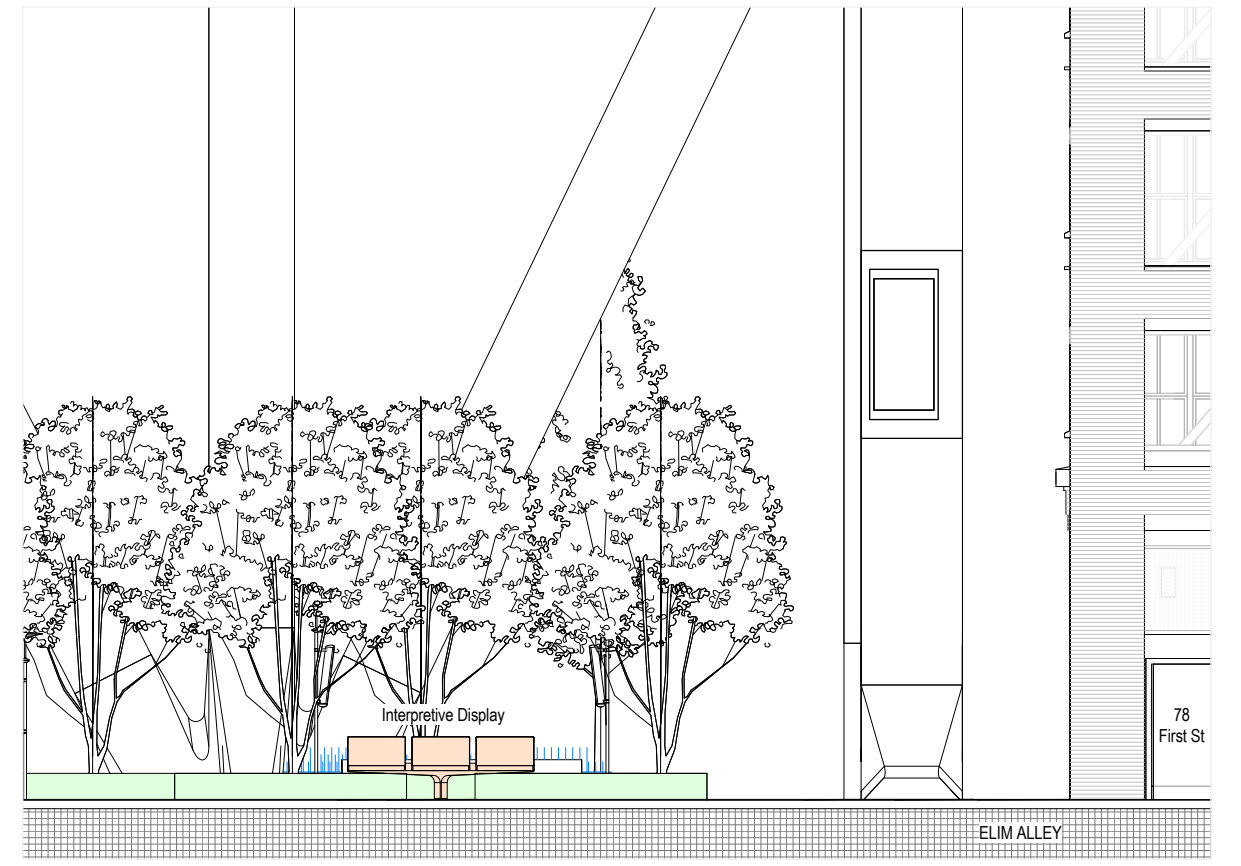
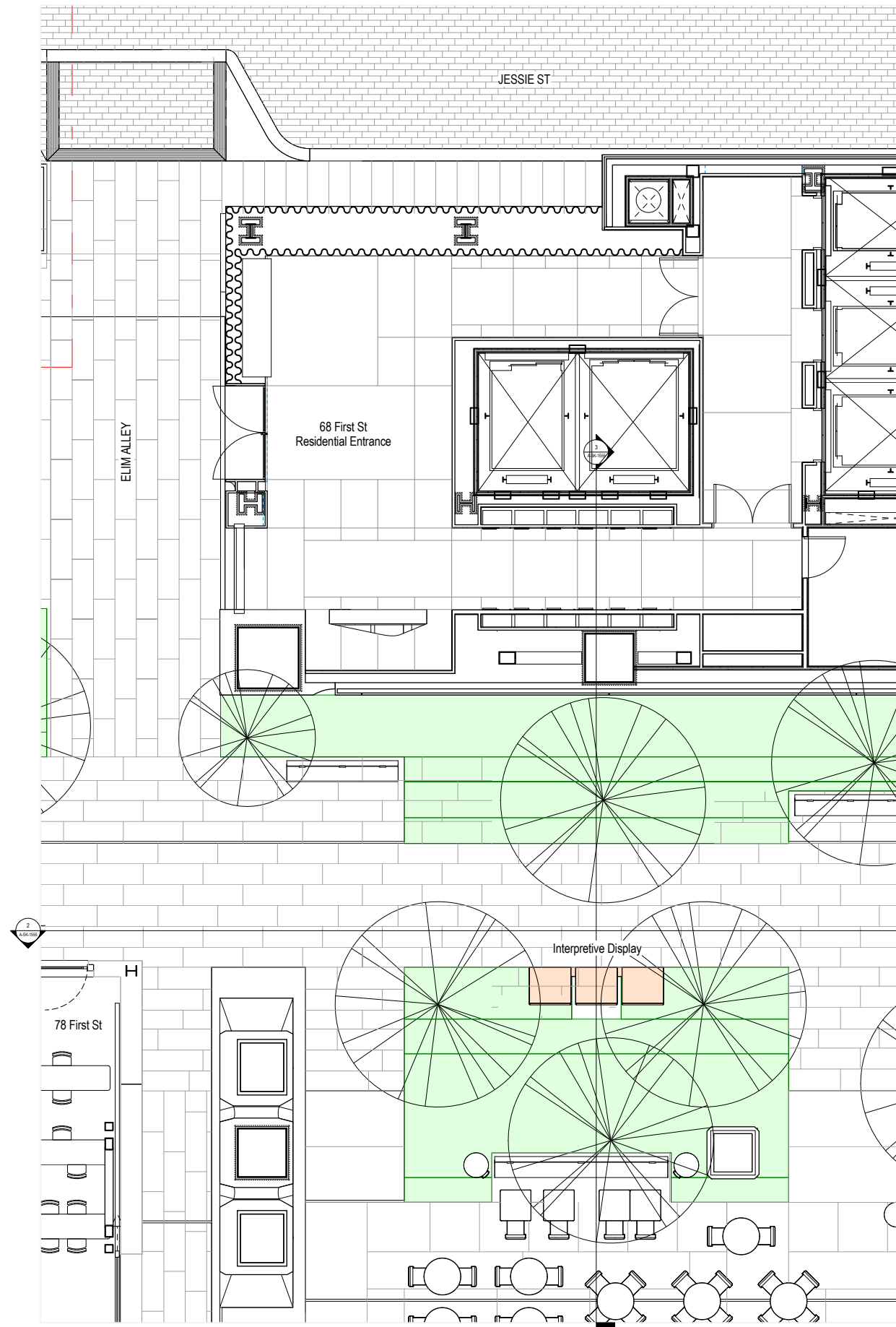
Oceanwide Center San Francisco
Historic Interpretive Display

Appendix

5

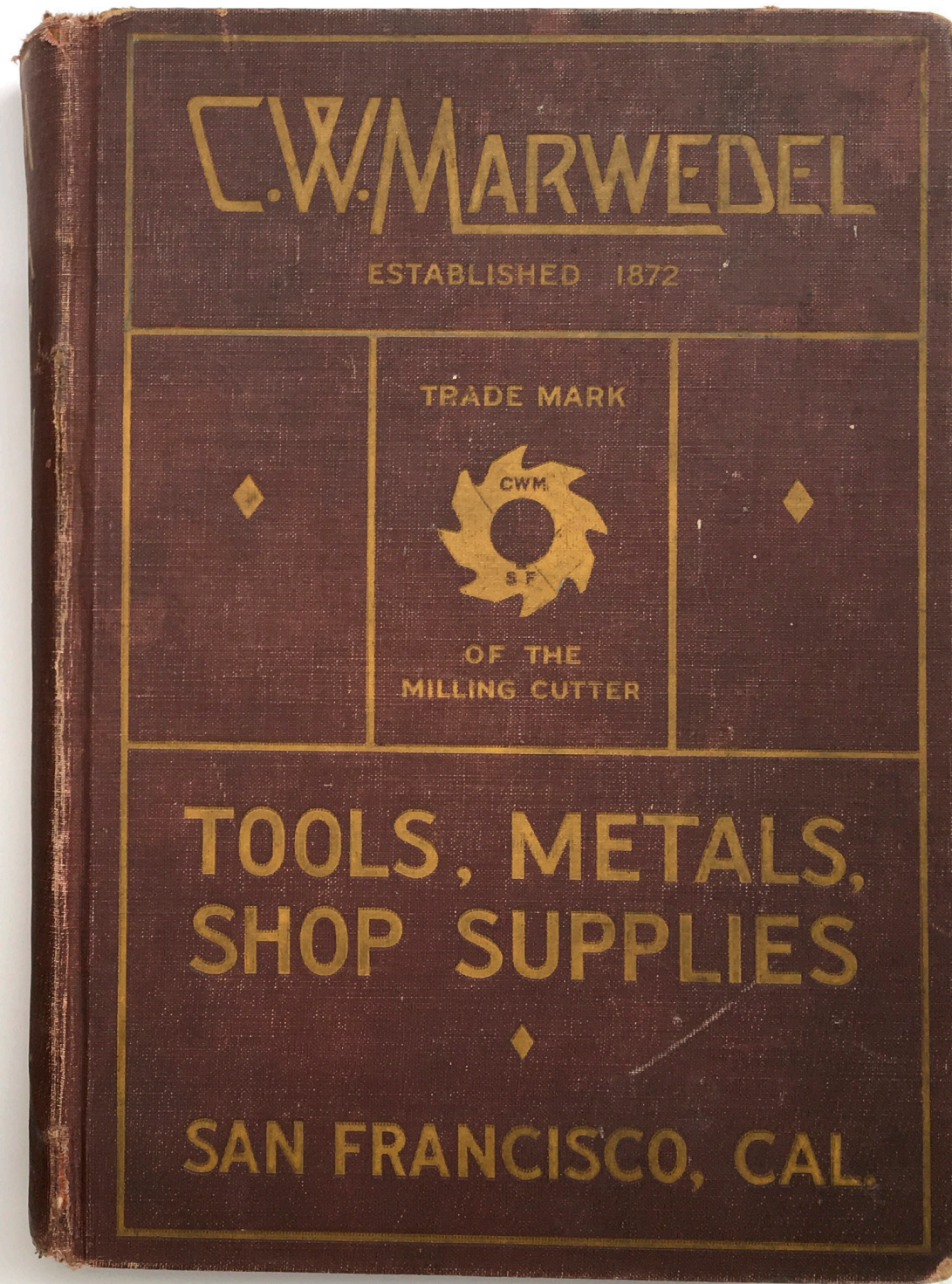
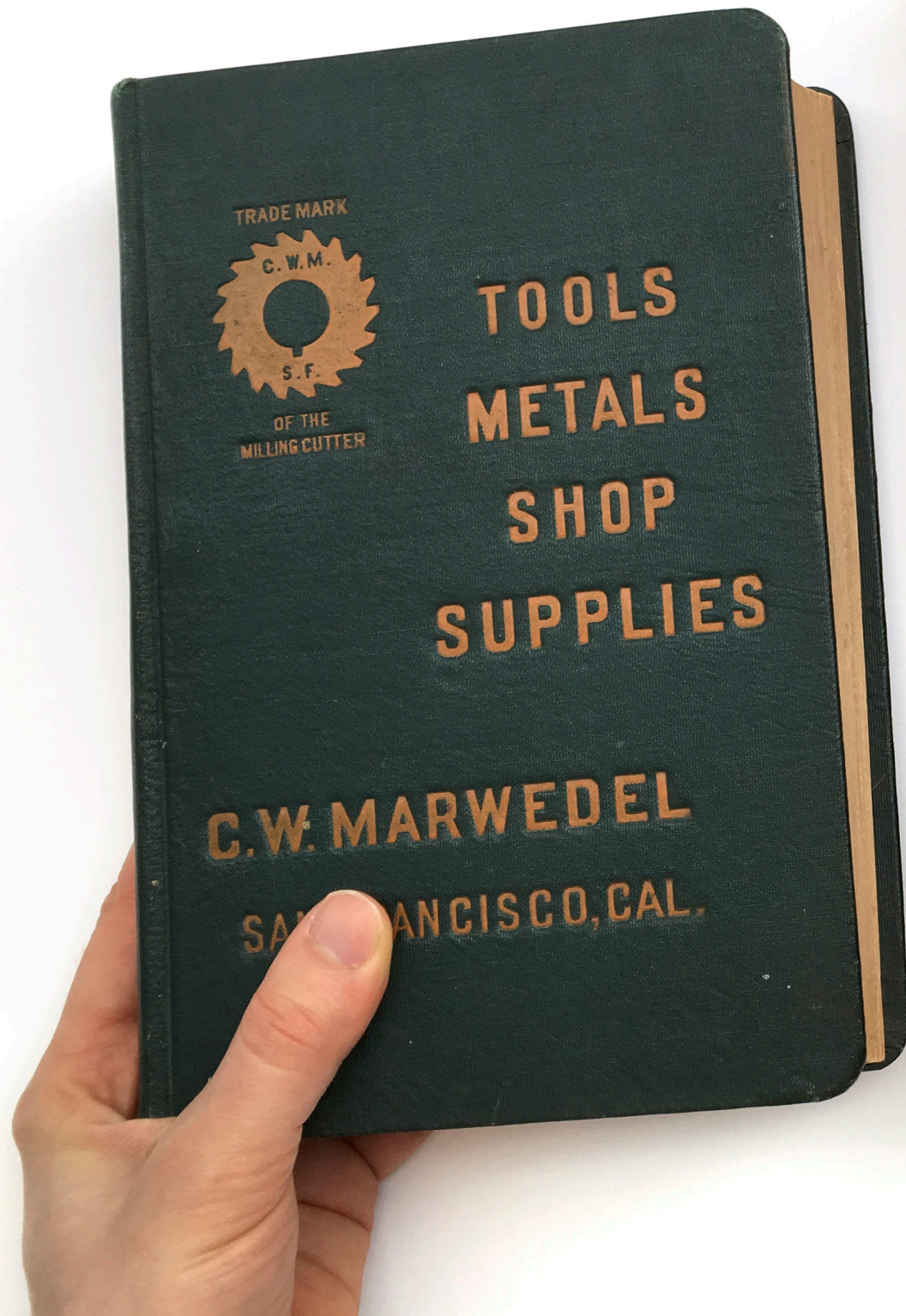
5 Technical Drawings

Plan and Sections



5 **Marwedel Tool Catalogues**

11th and 12th Editions, circa 1922 and 1928, Acquired by Foster + Partners



5 Marwedel Tool Catalogues

11th and 12th Editions, circa 1922 and 1928, Acquired by Foster + Partners

276

B & D PORTABLE ELECTRIC DRILLS

THE DRILL "WITH THE PISTOL GRIP AND TRIGGER SWITCH"

These drills are of the highest quality throughout. The motor used have been designed to accommodate their speed to the size of drill being used. They do not take heavy starting current and have the faculty of starting easily under a heavy load. The Drill Can Be Operated From Any Electric Lamp Socket On Either Direct or Alternating Current of 25, 40 or 60 Cycles.

An automatic fan and cooling system keeps the motor windings cool and prevents overheating under heavy load and hard usage.

Bearings are of special high duty aluminum alloy. Gears are cut from special steel, heat treated to make them tough and are constantly lubricated in non-drip grease, in a pressure-tight compartment entirely separate from the motor windings.

The drill handles are offset for close corner drilling. They are hardened and ground and run in high speed bronze reversible bearings, the end thrust being taken care of by a ball thrust bearing. All bearings are provided with automatic lubrication.

When the drill goes through the work the operator instinctively tightens his grip on the automatic "pistol grip and trigger switch," thus relieving control and stopping the drill without breaking the bit. This perfect control means better and faster work.

B. & D. ELECTRIC VALVE GRINDER

This valve grinder is equipped with spindle having the same movement as when grinding by hand. Universal motor operates from either direct or alternating current. Prices—110 Volt . . . 61.60; 220 Volt . . . 71.40. Complete with 15 feet of electric plug and detachable screw type bits. Blank bits which can be filed valves. Net weight, 8 lbs.

THE HOLE SHOOTER

Compact electric drill weighing but 3 1/2 lbs. For drilling wood or metal. Never get overheated. Motor interchangeable. Universal type motor, running on either direct or alternating current. 1/2 inch hole, in wood, 1/4 inch hole in metal. 40.00

THE ONE-HAND-Y ELECTRIC DRILL

The lightest and smallest electric drill. Length 8 inches, weight 3 pounds. Metal or wood up to 1/4 inch holes. 110 volts, direct or alternating current by switch always under thumb. Price, with 3-jaw chuck . . . 24.00. Price, with high speed wrenchless chuck . . . 28.00. Complete with 6 feet of cord with plug.

Type	No.	1B	2B	3B	4D	5D	6D
Price, 110-Volt		67.00	67.00	94.40	112.50	125.70	143.80
Price, 220 or 32 Volt		71.40	71.40	98.80	116.90	130.10	148.20
Capacity in steel	in	3/8	1/2	3/4	1	1 1/4	1 3/4
Net weight	lb	6 1/2	6 1/2	13 1/2	21 1/2	23	24

490 C. W. MARWEDEL, SAN FRANCISCO

Johnson Friction Clutches

These clutches have but few parts and are very compact. A body fastened to the shaft carries a split ring in which are inserted a pair of levers. A curve shaped wedge, which is made part of a slipper sleeve forces levers apart, expanding the ring, bringing its outer surfaces into frictional contact with the inner surface of the friction cup, the hub of which is made to suit requirements.

Single Clutch

The lever is so compounded that it requires but little pressure to operate the clutch. One adjusting screw which moves two taper adjusting blocks, set into the base of the levers, adjusts the contact of the ring and cup to the proper pressure.

Double Clutch

The lever is so compounded that it requires but little pressure to operate the clutch. One adjusting screw which moves two taper adjusting blocks, set into the base of the levers, adjusts the contact of the ring and cup to the proper pressure.

Johnson Friction Clutches Continued

The proper method of lubrication is determined by conditions of speed and load. Johnson Clutches are supplied with spiral groove through the bore of the clutch hub, for low speeds, of 100 to 250 r.p.m. or with any of the special bearings listed below, for higher speeds. Clutches running 500 r.p.m. or more should run in oil.

Bronze cups and hubs recommended on clutches running 500 r.p.m. or more, and fitted with Alemite connections, if possible, if they cannot run in oil.

Bronze can be furnished instead of cast iron at an extra price. A shifter is supplied where standard type will meet the conditions.

A driving collar can be furnished with the single clutch, where it is not desirable to splines the shaft.

Standard Single Clutches without Pulleys

Clutch Size No.	Price, Each	With Shifter	Without Shifter	Driving Collar	Cast Iron Housing	Plain Bearings	Brass Bearings	High Speed Bearings
0	\$22.00	\$21.00	\$4.00	\$4.00	\$5.00	\$12.40	\$12.40	\$12.40
2	25.00	24.00	4.80	4.80	5.00	14.40	14.40	14.40
4	28.50	27.50	6.00	6.00	7.80	18.00	18.00	18.00
5	32.50	31.50	6.60	6.60	9.00	20.40	20.40	20.40
6	36.25	35.00	7.20	7.20	10.20	22.80	22.80	22.80
8	45.25	45.00	8.40	8.40	10.80	24.00	24.00	24.00
10	57.25	55.00	10.40	10.40	11.70	28.10	28.10	28.10
11	76.25	73.00	12.40	12.40	12.70	28.10	28.10	28.10
13	105.25	100.00	16.40	16.40	15.20	32.80	32.80	32.80

*Made to use oil (medium speeds) or grease (high speeds). Prices for bearings cover one bearing, the length of a standard clutch hub. Prices including any style pulley on application. If drop of hanger in shifter is more than 12 inches, built down from ceiling to shifter base. Can be 16 inches in dia. 10, 11 and 13.

Standard Double Clutches without Pulleys

Clutch Size No.	Price, Each	With Shifter	Without Shifter	Driving Collar	Cast Iron Housing	Plain Bearings	Brass Bearings	High Speed Bearings
0	\$37.00	\$36.50	\$8.00	\$10.00	\$24.80	\$48.00	\$48.00	\$48.00
2	40.00	39.00	9.60	12.00	28.80	48.00	48.00	48.00
4	43.50	42.50	12.00	15.00	30.00	48.00	48.00	48.00
5	50.00	49.00	13.20	18.00	40.00	48.00	48.00	48.00
6	56.25	55.00	14.40	20.40	45.00	48.00	48.00	48.00
8	68.25	67.00	16.80	21.60	48.00	48.00	48.00	48.00
10	79.25	77.00	20.80	23.40	55.00	48.00	48.00	48.00
11	98.25	95.00	24.80	25.40	55.00	48.00	48.00	48.00
13	122.25	117.00	32.80	30.40	65.00	48.00	48.00	48.00

*Made to use oil (medium speeds) or grease (high speeds). Prices for bearings cover two bearings, the length of a standard clutch hub. Prices including any style pulleys, on application.

Directions for Ordering

Give exact diameter of shaft (necessary to determine size of clutch required). Is single or double clutch required? (If not run (necessary to determine whether self-lubricating bearings are required). Approximate horse-power (necessary to determine size of clutch required). Shifter required? Drop of hanger. How to ship.

TOOLS, METALS, SHOP SUPPLIES 491

Johnson Friction Clutches Continued

Standard Clutches—Dimensions

Plate Type C Edgmont Cut-Off Clutch Couplings

This cut-off coupling was designed to meet the demand for a clutch that would stand hard use, by throwing in and out continuously, or remaining idle a great part of the time. The bearing end of the shaft runs in a bronze bushing that is greased with grease cup at back of bowl. Price includes shifter.

Clutch Size	H. P. at 100 R.P.M.	Maximum Horse Power	Space on Shaft Between Bushes	Price Each
18C	5	25 1/2	14	\$42.00
18C	10	25 1/2	15 1/2	47.50
18C	15	25 1/2	16 1/2	65.00
14C	20	3	18 1/2	85.00
16C	25	3	19 1/2	100.00

Horse-power Rating of Clutches as Listed Above

The horse-power that any clutch will transmit at 800 r.p.m. or less equals the speed multiplied by the horse-power rating per 100 r.p.m. which will give approximate maximum horse-power each clutch will transmit when running in light lubricating oil.

If not running in oil, the maximum horse-power rating obtained by the above method automatically drops 50 per cent. Clutches for speeds of 500 r.p.m. or more are not guaranteed unless the recommendations of factory engineering department are accepted after full data has been submitted to them.

Standard Clutch Hub Diameters

See Dimensions H Above For Solid Iron, Steel or Wood Spitt Pulleys

Clutch Size No.	1 1/4"	1 1/2"	1 3/4"	2"	2 1/4"	2 1/2"	2 3/4"	3"	3 1/2"	4"	4 1/2"	5"	5 1/2"	6"	6 1/2"	7"	7 1/2"	8"	8 1/2"	9"	9 1/2"	10"	10 1/2"	11"	11 1/2"	12"	12 1/2"	13"	13 1/2"	14"	14 1/2"	15"	15 1/2"	16"	16 1/2"	17"	17 1/2"	18"	18 1/2"	19"	19 1/2"	20"
0	1 1/4"	1 1/2"	1 3/4"	2"	2 1/4"	2 1/2"	2 3/4"	3"	3 1/2"	4"	4 1/2"	5"	5 1/2"	6"	6 1/2"	7"	7 1/2"	8"	8 1/2"	9"	9 1/2"	10"	10 1/2"	11"	11 1/2"	12"	12 1/2"	13"	13 1/2"	14"	14 1/2"	15"	15 1/2"	16"	16 1/2"	17"	17 1/2"	18"	18 1/2"	19"	19 1/2"	20"

Type B Edgmont Friction Clutch Expanding Type

This cut-off coupling was designed to fill the want of a cheaper clutch coupling to operate at moderate speeds. The friction mechanism is simple, has no springs or other delicate parts to get out of order and has ample adjustment for wear.

Clutch Size	H. P. at 100 R.P.M.	Maximum Horse Power	Price Each
5B	1 1/2	11 1/2	\$17.50
7B	3	11 1/2	21.00
7BB	3	2	22.00
8B	4	2	24.00
8BB	4	2 1/2	25.00
10B	6	2	29.00
10BB	6	2 1/2	31.00
12B	9	2 1/2	36.00
12BB	9	3	38.50
14B	11	2 1/2	43.50
14BB	11	3	47.50
16B	15	3	52.50
16BB	15	3 1/2	57.00
18B	20	3 1/2	65.00

Add 10 per cent to list for reducing cut-off coupling.

Oceanwide Center

San Francisco

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Riverside, 22 Hester Road

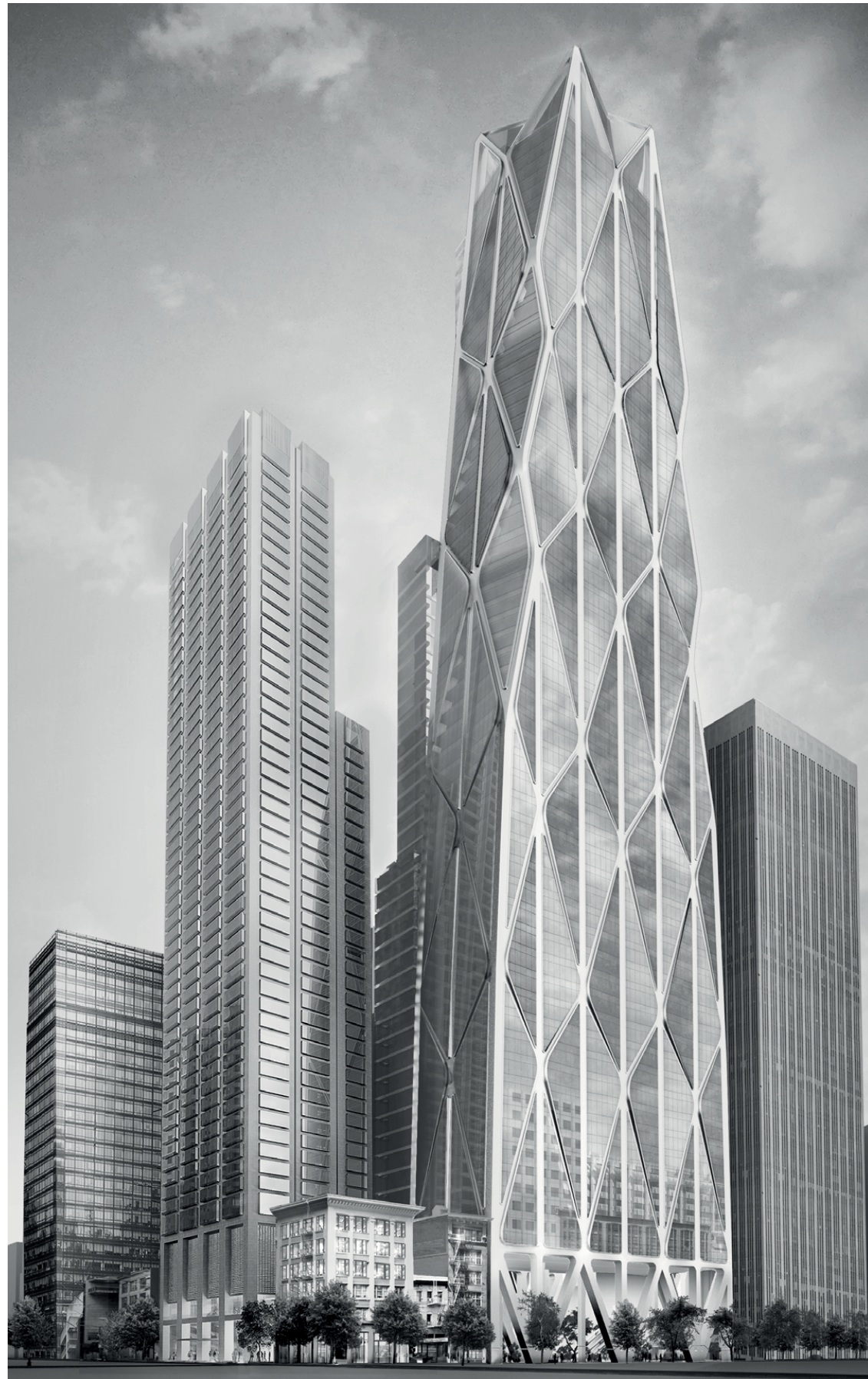
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Selected pages from Exhibit B: 2006.1523DNX
Section 309 Downtown Project Authorization
For the Oceanwide Center/ 50 1st Street project





Entering the urban room, a new public square, from First Street.



The urban room from the public viewing terrace.



78 First Street Café Terrace