Major Permit to Alter Case Report

HEARING DATE: January 6, 2016

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

Reception: 415.558.6378

Fax: 415.558.6409

Planning Information: 415.558.6377

Filing Date: April 1, 2015

Case No.: 2015-004086PTA

Project Address: 69 Maiden Lane

Conservation District: Kearny-Market-Mason-Sutter Conservation District

Category: Category IV (Contributory) Building
Zoning: C-3-R (Downtown Retail) Zoning District

80-130-F Height and Bulk District

Block/Lot: 0310/013A

Applicant: David K. Plotkin, AIA, LEED AP, NCARB

Commercial Practice Manager

William Duff Architects 1531 Mission Street San Francisco, CA 94103

Staff Contact: Lily Yegazu - (415) 575-9076

lily.yegazu@sfgo.org

Reviewed By: Tim Frye - (415) 558-6625

tim.frye@sfgov.org

PROPERTY DESCRIPTION

The subject building is located at 69 Maiden Lane in Accessor's Block 0310, Lot 013A on the south side of Maiden Lane between Grant Avenue and Kearny Street. It is a Category IV (Contributory) Building that is located within the Kearny-Market-Mason-Sutter Conservation District, the C-3-R (Downtown Retail) Zoning District, and 80-130-F Height and Bulk District.

Constructed in 1920, the structure at 69 Maiden Lane is a two-story, unreinforced masonry building. The exterior was substantially altered in 1969 and it currently has a stucco finish. The primary façade facing Maiden Lane is characterized with a narrow display window adjacent to a recessed single entry door at the ground floor and a centrally located French window on the second floor with a small square fixed window to one side. The two-story scale of the existing building stands out adjacent to the six- and seven-story buildings but relates to other small scale buildings along Maiden Lane.

PROJECT DESCRIPTION

The proposed project involves exterior alterations to the primary façade along Maiden Lane. The scope of work includes removal of the existing brick wall with stucco finish, including metal windows on the ground and second floors, main entry door on the ground floor, fire escape and flag pole and replacement with a new façade. The new façade will consist primarily of butt joined clear glazing spanning the full

height of the building supported with painted, non-reflective curtain wall hardware. The glazed façade will be bordered with a surround comprised of light colored stone cladding. An angled parapet wall that extends above the top portion of the stone surround and new concrete firewalls along the side property lines will be finished with stucco, painted dark grey. The ground floor level is delineated with a painted metal horizontal element and 8" high painted metal bulkhead.

A new internally illuminated blade sign, approximately 15 SF (2.6' D x 6.0' L) is proposed to be installed approximately 9' 8" above grade to fit within the middle section of the new façade. The blade sign will be approximately 2 $\frac{1}{4}$ " thick and will be bolted to the framing underneath the new stone cladding material. The blade sign will be comprised of painted aluminum panel with the tenant name and logo laser cut out and backed with translucent acrylic.

BACKGROUND

On November 4, 2015, the proposed Major Permit to Alter was presented to the Architectural Review Committee (ARC) of the Historic Preservation Commission seeking the ARC's comments and recommendations regarding the compatibility of the proposed project with the Secretary of Interior's Standards and Appendix E of Article 11. Specifically, guidance was requested on the overall Massing and Composition; Material and Color; Detailing and Ornamentation; as well as on the proposed sign location. A copy of the ARC letter is attached.

OTHER ACTIONS REQUIRED

The proposed project will require a Downtown Project Authorization under Section 309 of the Planning Code and issuance of a Building Permit.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

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

APPLICABLE PRESERVATION STANDARDS

ARTICLE 11

Pursuant to Section 1110 of the Planning Code, unless delegated to the Planning Department Preservation Staff through the Minor Permit to Alter process pursuant to Section 1111.1 of the Planning Code, the Historic Preservation Commission is required to review any applications for the construction, alteration, removal, or demolition for Significant buildings, Contributory buildings, or any building within a Conservation District. In evaluating a request for a Permit to Alter, the Historic Preservation Commission must find that the proposed work is in compliance with the Secretary of the Interior's Standards for the Treatment of Historic Properties, Section 1111.6 of the Planning Code, as well as the designating Ordinance and any applicable guidelines, local interpretations, bulletins, related appendices, or other policies. These standards, in relevant part(s), are listed below:

(a) The proposed alteration shall be consistent with and appropriate for the effectuation of the purposes of this Article 11.

The proposed project is consistent with Article 11.

(b) For Significant Buildings/Properties - Categories I and II, and for Contributory Buildings -

Categories III and IV, proposed alterations of structural elements and exterior features shall be consistent with the architectural character of the building, and shall comply with the following specific requirements:

(1) The distinguishing original qualities or character of the building may not be damaged or destroyed. Any distinctive architectural feature which affects the overall appearance of the building shall not be removed or altered unless it is the only feasible means to protect the public safety.

The existing building does not possess any distinctive architectural features that will be damaged or destroyed as part of this proposal. The existing façade has been significantly altered throughout the years. Replacement of the existing façade with new stone cladding surround, painted metal clad horizontal element, and clear glazing will ensure that the façade finishes are compatible with the age of building and District. In compliance with Article 11, and with the Secretary's Standards, Standards 2 and 5, the proposed work will retain distinguishing historic qualities and character of the District and will avoid alteration of spaces, features, and spatial relationships that characterize the District.

(2) The integrity of distinctive stylistic features or examples of skilled craftsmanship that characterize a building shall be preserved.

The proposed exterior work will take place on the previously altered façade that does not possess any distinctive features or examples of skilled craftsmanship. Although the new façade treatment will require physical alteration of historic fabric such as the removal of the entire front façade, this facade was substantially altered in 1969 by replacing the historic masonry façade. As such, the proposed project is in compliance with Article 11 and Standard 5 of the Secretary's Standards for Rehabilitation, in that no distinctive features or examples of skilled craftsmanship that characterize the building will be destroyed.

(3) Distinctive architectural features which are to be retained pursuant to Paragraph (1) but which are deteriorated shall be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material shall match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features shall be based on accurate duplication of features, substantiated by historic, physical or photographic evidence, if available, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures. Replacement of non-visible structural elements need not match or duplicate the material being replaced.

No repair or alterations of any distinctive architectural features are proposed as part of this application.

(4) Contemporary design of alterations is permitted, provided that such alterations do not destroy significant exterior architectural material and that such design is compatible with the size, scale, color, material and character of the building and its surroundings.

The proposed façade alterations occur on a building where the exterior has been previously altered from its original appearance. The proposed façade will introduce a two-part configuration, in keeping with traditional configurations found on contributory buildings within the District. The facade materials

proposed include light colored stone cladding, clear glazing and painted metal cladding. The design of the façade does not require the removal or relocation of any significant exterior architectural materials.

The storefront level also relates to the traditional configuration of storefront systems found within the Conservation District as it provides glazed main bays and referencing a bulkhead element using a painted metal base, as well as providing a centrally located primary entryway. Additionally, the proposed horizontal metal clad element helps the storefront level to relate in scale to adjacent storefronts. As such, the proposed storefront is consistent in location, configuration, material, finish, and size with the Department's Storefront Standards (draft).

In addition, to ensure transparency into the interior of the commercial space, the storefront and upper level glazing will not be obstructed with an applique or with permanent fixtures located within the tenant space.

The painted aluminum material of the sign is a finish that is compatible with the overall building scale and District. The sign is appropriately located on the new stone surround, aligned with the horizontal element delineating the ground floor from upper level. As such, the proposed signage is consistent in location, material, finish, and size with the Department's Sign Guidelines.

The proposed façade treatment and signs will be compatible with the character of the surrounding District while still being clearly differentiated to avoid creating a false sense of history in conformance with Rehabilitation Standard 9 of the Secretary's Standards. The façade treatment and signs will be undertaken in a manner that, if removed in the future, the essential form and integrity of the surrounding District will be preserved in conformance with Standard 10 of the Secretary's Standards. Based on this assessment, it appears that the proposed work is compatible with the size, scale, material, and character of the surrounding District.

THE SECRETARY OF THE INTERIOR'S STANDARDS

Rehabilitation is the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features that convey its historical, cultural, or architectural values. The Rehabilitation Standards provide, in relevant part(s):

Standard 1: A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

The proposed project will not alter the historic purpose of the building and will retain the historic commercial use. The proposed project is limited to exterior alteration including new storefront and signage on a building façade that has been previously altered. As such the proposal will not cause changes to character-defining features of the Conservation District where the subject building is located.

Standard 2: The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be

avoided.

The existing structure is a Category IV — Contributory building within the Kearny-Market-Mason-Sutter Conservation District. The proposed façade alterations will bring the previously altered building closer to conformity with the District by utilizing finish materials that are compatible with those prevalent in the District. The proposed light colored stone cladding in conjunction with the dark painted metal finish on the horizontal band delineating the storefront level from the upper level, will provide some articulation on the façade. Furthermore, the additional glazing on the ground floor is consistent with traditional storefronts found in the Conservation District and other historic buildings. As such, the façade alteration is in keeping with the existing character of the Conservation District.

Standard 5:

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

The existing building does not display any distinctive features or examples of fine craftsmanship that characterize it that may result in being removed or destroyed by the current proposal.

Standard 9:

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

The proposed facade alteration, including new finish materials, glazing, and modified signage will not destroy historic materials and features of the District. The stone cladding material will have a cream color finish in keeping with the light colored finishes found in the District. The dark painted metal cladding on the horizontal band will help the building be more compatible with the District by creating a two-part composition. As such, the proposal incorporates a design, scale, and materials that are compatible with the Conservation District.

Standard 10:

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

Should any of the proposed work be removed in the future, the essential form and integrity of the Conservation District would be unimpaired.

PUBLIC/NEIGHBORHOOD INPUT

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

ISSUES & OTHER CONSIDERATIONS

None.

STAFF ANALYSIS

Based on the provisions of Appendix E of Article 11 of the Planning Code and the Secretary of the Interior's Standards, the Department believes the proposed exterior alteration will not detrimentally change or alter character-defining features of the District. The palette of finish colors and materials for the

new façade are compatible with yet differentiated from the features, materials, and design of the historic buildings within the Conservation District.

The existing small scale structure is devoid of structural or detailing articulation except for the storefront level that displays a recessed entry door. As fully detailed in the attached letter, the ARC provided comments and recommendations on the massing and composition of the proposed project. Specifically, the ARC noted that with the revisions recommended below the proposed massing and composition of the new façade appears compatible with the surrounding District and Article 11.

Massing and Composition

The revised plans incorporate the ARC's recommendation in terms of Massing and Composition. Specifically, the light colored stone cladding has been revised to have a flat surface and be consistent across the façade. The vertical elements of the previously proposed painted metal surround at the ground floor have been eliminated from the proposal, leaving only the horizontal band to delineate the ground floor from the upper level. Additionally, the height of the horizontal element has been increased from 7' 6" to 9' to better relate with similar features on the adjacent buildings. The horizontal element is proposed to be approximately 10" in depth (on both the inside and outside) and be setback approximately 8" from the face of the stone surround. The Department recommends that the horizontal element should align with the face of the stone surround in order to break up the massing. A condition of approval has been added as such.

Material and Color

In response to the ARC comments, the previously proposed stainless steel hardware, supporting the upper level glazing, has been replaced with painted metal hardware. However, the revised plans display that the number of joints on the proposed stone clad surround have been reduced from six to three to further reduce rustication of the cladding material. The stone surround continues down to grade level with no added rustication. Additionally, the painted metal base previously proposed at the storefront level has been reduced in height from 10" to 8". The Department recommends that both the number of joints on the stone surround and overall size of each stone cladding material should not be altered from what was presented to the ARC. Furthermore, the height of the painted metal base should also be kept at the previously proposed height of 10". As such, a condition of approval has been added that the above two elements be kept as presented to the ARC, and that attachment as well as joint details be submitted for review and approval by Preservation Staff before issuance of a site permit. The Department also recommends that the Project Sponsor continue to work with Preservation Staff in finalizing the details of the design.

Detailing and Ornamentation

The ARC concurred with staff that the simple and contemporary detailing and ornamentation of the proposed design was compatible with the District and Article 11. As such, no changes are made to the previously proposed detailing and ornamentation.

Signs

After some discussion, the ARC agreed with the staff recommendation that the proposed blade sign be placed lower on the façade in a manner that better related to the horizontal feature, size of the façade, and ground floor.

The proposed sign has been reduced in height from 8′ 6″ to 6′ to fit within the middle joint lines of the stone surround and to better relate to the horizontal feature, overall size of the façade, and ground floor.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that the proposed project is exempt from environmental review; pursuant to CEQA Guideline Section 15301 (Class 1 - Maintenance and Repair of Existing facility) because the project is a minor alteration of an existing structure and meets the *Secretary of the Interior's Standards*.

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends APPROVAL WITH CONDITIONS of the proposed project as it appears to meet the provisions of Article 11 of the Planning Code regarding Major Alteration to a Category IV (Contributory) Building and the Secretary of the Interior Standards for Rehabilitation.

- 1. The horizontal element proposed between the ground floor and upper level shall be pulled forward to align with the face of the stone surround.
- 2. The size and number of joints on the proposed stone surround shall be kept as originally proposed (minimum of 6) and as presented to the ARC.
- 3. The height of the painted metal base shall be kept at 10" consistent with the plans presented to the ARC.
- 4. The Project Sponsor shall continue to work with Department Preservation Staff on the building design. Final materials, glazing, color, texture, and joint / attachment detailing shall be subject to Department Preservation Staff review and approval. The architectural addenda shall be reviewed and approved by the Planning Department prior to issuance.

ATTACHMENTS

- Draft Motion
- Parcel Map
- Sanborn Map
- Aerial Photo
- Zoning Map
- Kearny-Market-Mason-Sutter Conservation Street Boundary
- Site Photos
- ARC Letter (L-051)
- Major Permit to Alter Application Packet submitted by Project Sponsor

LY: G:\Documents\PTA\69 Maiden Lane\2015-004086PTA.docx

MEMO

Historic Preservation Commission Motion No. XXXX Permit to Alter

MAJOR ALTERATION

HEARING DATE: JANUARY 6, 2016

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

Reception: 415.558.6378

Fax:

415.558.6409

Planning Information: 415.558.6377

Filing Date: April 1, 2015
Case No.: 2015-004086PTA
Project Address: 69 Maiden Lane

Conservation District: Kearny-Market-Mason-Sutter Conservation District

Category: Category IV (Contributory) Building
Zoning: C-3-R (Downtown Retail) Zoning District

80-130-F Height and Bulk District

Block/Lot: 0310/013A

Applicant: David K. Plotkin, AIA, LEED AP, NCARB

Commercial Practice Manager

William Duff Architects 1531 Mission Street San Francisco, CA 94103

Staff Contact: Lily Yegazu - (415) 575-9076

lily.yegazu@sfgo.org

Reviewed By: Tim Frye - (415) 558-6625

tim.frye@sfgov.org

ADOPTING FINDINGS FOR A PERMIT TO ALTER FOR MAJOR ALTERATIONS DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 11, TO MEET THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE CATEGORY IV (CONTRIBUTORY) PROPERTY LOCATED ON LOT 013A IN ASSESSOR'S BLOCK 0310. THE SUBJECT PROPERTY IS WITHIN A C-3-R (DOWNTOWN RETAIL) ZONING DISTRICT AND AN 80-130-F HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on April 1, 2015, David K. Plotkin, William Duff Architects ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter for a façade alteration. The subject building is located on Lot 013A in Assessor's Block 0310, a Category IV (Contributory) building and located within the Kearny-Market-Mason-Sutter Conservation District

CASE NO 2015-004086PTA 69 Maiden Lane

Motion No. XXXX Hearing Date: January 6, 2016

designated under Article 11, Appendix E of the Planning Code. Specifically, the proposal is replace the primary façade with new materials including clear glazing, stone and painted metal cladding material, and provide new signage.

WHEREAS, the Project was determined by the Department to be categorically exempt from environmental review. The Historic Preservation Commission (hereinafter "Commission") has reviewed and concurs with said determination.

WHEREAS, on January 6, 2016, the Commission conducted a duly noticed public hearing on Permit to Alter application No. 2015-004086PTA ("Project").

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

MOVED, that the Commission hereby APPROVES WITH CONDITIONS the Permit to Alter, in conformance with the architectural plans dated December 16, 2015 and labeled Exhibit A on file in the docket for Case No. 2015-004086PTA, based on the following findings:

CONDITIONS OF APPROVAL

- 1. The horizontal element proposed between the ground floor and upper level shall be pulled forward to align with the face of the stone surround.
- 2. The size and number of joints on the proposed stone surround shall be kept as originally proposed (minimum of 6) and as presented to the ARC.
- 3. The height of the painted metal base shall be kept at 10" consistent with the plans presented to the ARC.
- 4. The Project Sponsor shall continue to work with Department Preservation Staff on the building design. Final materials, glazing, color, texture, and joint / attachment detailing shall be subject to Department Preservation Staff review and approval. The architectural addenda shall be reviewed and approved by the Planning Department prior to issuance.

FINDINGS

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

- 1. The above recitals are accurate and also constitute findings of the Commission.
- 2. Findings pursuant to Article 11:

The Commission has determined that the proposed work is compatible with the exterior character-

defining features of the conservation district and meets the requirements of Article 11 of the Planning Code:

- The proposed project is limited to exterior alteration including cladding materials, finishes and signage on a building façade that has been previously altered;
- The proposed façade alterations will bring the previously altered building closer to conformity
 with the District by utilizing finish materials that are compatible with those prevalent in the
 District:
- The proposed light colored stone cladding in conjunction with the dark painted metal finish on the horizontal element will help articulate the rather small building façade that is devoid of any articulation;
- That the proposed facade alteration, including new finish materials, glazing, and signage will not destroy historic features of the District.
- That the proposal respects the character-defining features of the District;
- That the integrity of distinctive stylistic features and examples of skilled craftsmanship that characterize the District shall be preserved; and,
- That the proposed project meets the following *Secretary of the Interior's Standards for Rehabilitation*:
 - **Standard 1:** property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
 - **Standard 2:** The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
 - **Standard 5:** Distinctive features, finishes, and construction techniques or examples of fine craftsmanship that characterize a property will be preserved.
 - **Standard 9:** New additions, exterior alterations, or related new construction will not destroy historic materials and features that characterize the building. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment
 - **Standard 10:** New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

For these reasons, the proposal overall, is appropriate for and consistent with the purposes of Article 11, meets the standards of Article 1111.6 of the Planning Code and complies with the *Secretary of the Interior's Standards for Rehabilitation*.

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

I. URBAN DESIGN ELEMENT

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

GOALS

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

OBIECTIVE 1

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

POLICY 1.3

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

OBJECTIVE 2

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

POLICY 2.4

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

POLICY 2.5

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

POLICY 2.7

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

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

The proposed project qualifies for a Permit to Alter and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the subject property for the future enjoyment and education of San Francisco residents and visitors.

- 4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:
 - A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

The proposed project will not have an effect on neighborhood serving retail uses.

B) The existing housing and neighborhood character will be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods:

The proposed project will strengthen neighborhood character by respecting the character-defining features of the building in conformance with the Secretary of the Interior's Standards

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

The project will not affect the City's affordable housing supply.

D) The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:

The proposed project will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking. It will provide sufficient off-street parking for the proposed units.

E) A diverse economic base will be maintained by protecting our industrial and service sectors from displacement due to commercial office development. And future opportunities for resident employment and ownership in these sectors will be enhanced:

The proposed project is located on Sutter Street and will not have a direct impact on the displacement of industrial and service sectors.

F) The City will achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

All construction will be executed in compliance with all applicable construction and safety measures.

G) That landmark and historic buildings will be preserved:

The proposed project is in conformance with Article 11 of the Planning Code and the Secretary of the Interior's Standards.

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

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

5. For these reasons, the proposal overall, appears to meet the *Secretary of the Interior's Standards* and the provisions of Article 11 of the Planning Code regarding Major Alterations to Category IV (Contributory) buildings.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS WITH CONDITIONS a Permit to Alter** for the property located at Lot 013A in Assessor's Block 0310 for proposed work in conformance with the architectural submittal dated December 16, 2015 and labeled Exhibit A on file in the docket for Case No. 2015-004086PTA.

APPEAL AND EFFECTIVE DATE OF MOTION: The Commission's decision on a Permit to Alter shall be final unless appealed within thirty (30) days after the date of this Motion No. XXXX. Any appeal shall be made to the Board of Appeals, unless the proposed project requires Board of Supervisors approval or is appealed to the Board of Supervisors as a conditional use, in which case any appeal shall be made to the Board of Supervisors (see Charter Section 4.135). For further information, please contact the Board of Appeals in person at 1650 Mission Street, (Room 304) or call (415) 575-6880.

THIS IS NOT A PERMIT TO COMMENCE ANY WORK OR CHANGE OF OCCUPANCY UNLESS NO BUILDING PERMIT IS REQUIRED. PERMITS FROM THE DEPARTMENT OF BUILDING INSPECTION (and any other appropriate agencies) MUST BE SECURED BEFORE WORK IS STARTED OR OCCUPANCY IS CHANGED.

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on January 6, 2016.

Acting Commission Secretary

AYES:

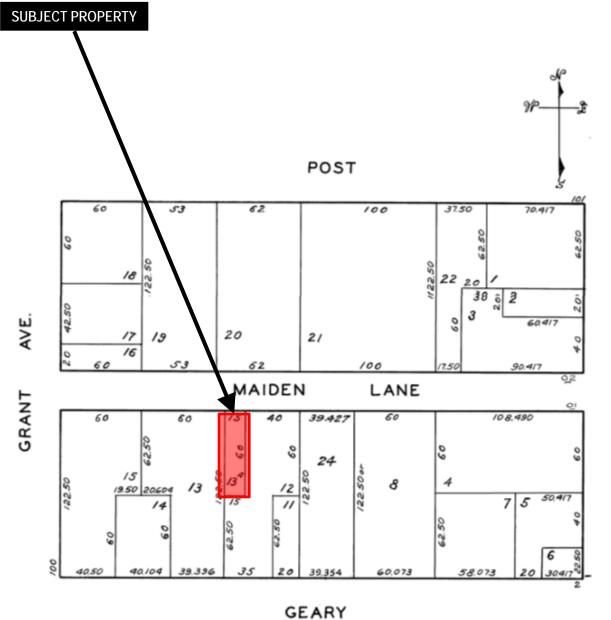
NAYS:

ABSENT:

Jonas P. Ionin

ADOPTED: January 6, 2016

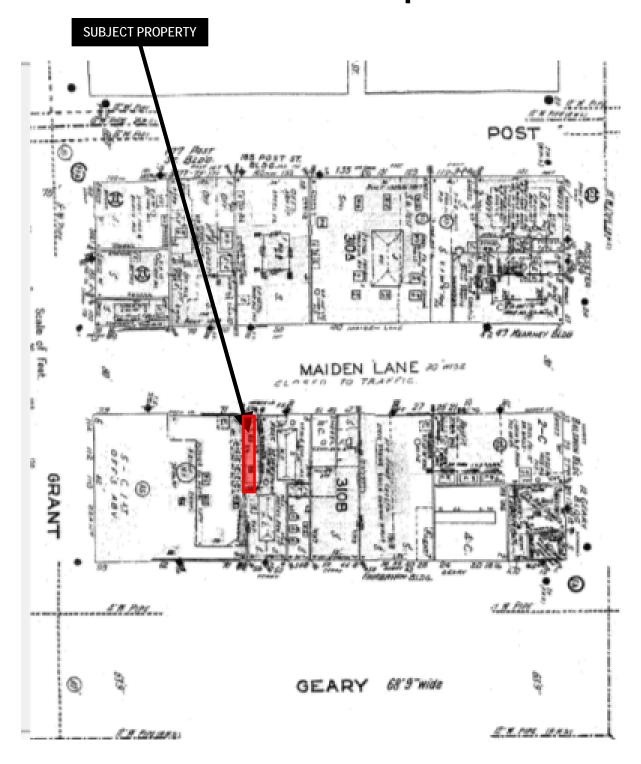
Parcel Map



3

Major Permit to Alter Hearing Case Number 2015-004086PTA 69 Maiden Lane

Sanborn Map*



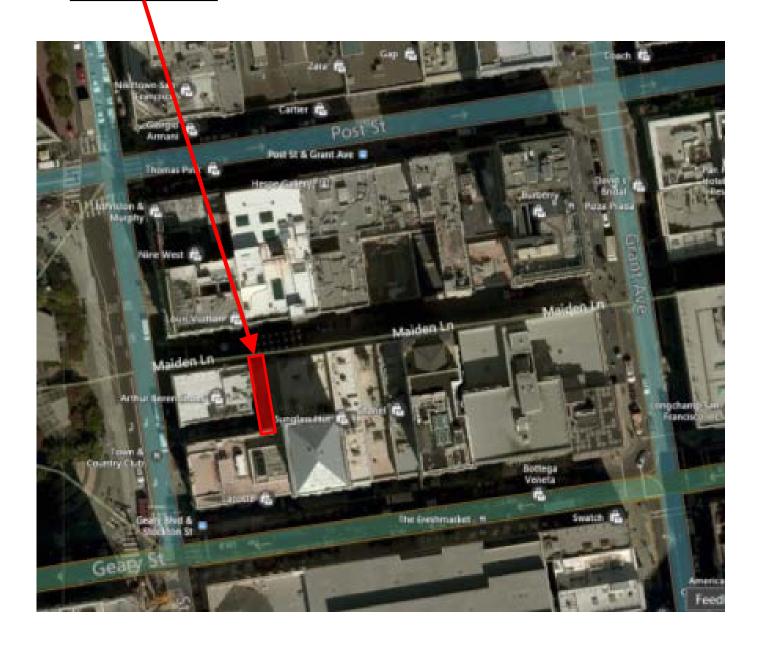
*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Major Permit to Alter Hearing Case Number 2015-004086PTA 69 Maiden Lane

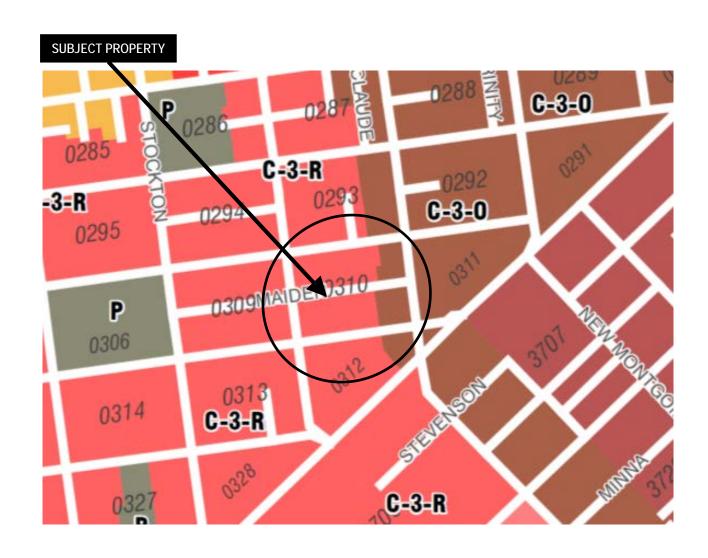
Aerial Photo

SUBJECT PROPERTY



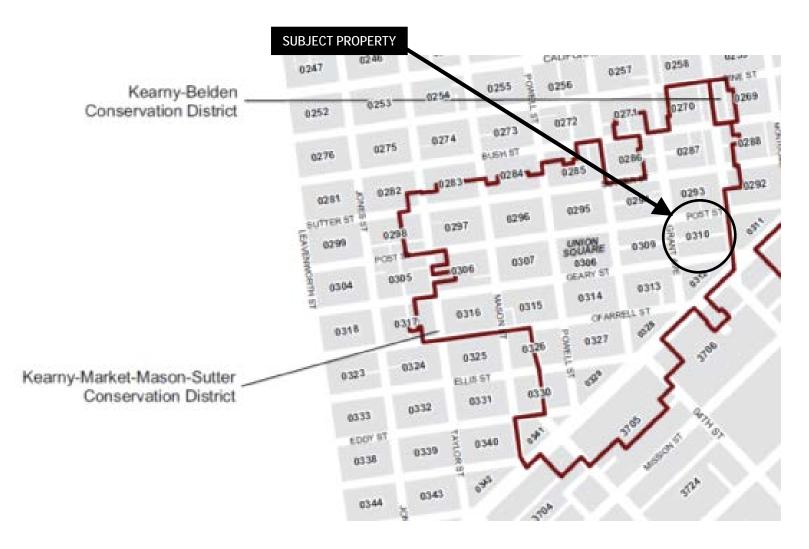


Zoning Map





Kearny-Market-Mason-Sutter Conservation District Boundary Map





Site Photos

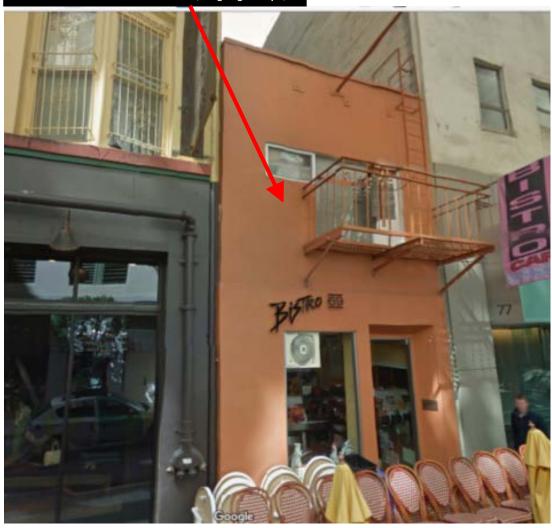




Major Permit to Alter Hearing Case Number 2015-004086PTA 69 Maiden Lane

Site Photos

SUBJECT PROPERTY circa 2011 (via google maps)



Major Permit to Alter Hearing Case Number 2015-004086PTA 69 Maiden Lane



MEMO

1650 Mission St.

CA 94103-2479

415.558.6409

415.558.6377

Suite 400 San Francisco,

Reception: 415.558.6378

Fax:

Planning Information:

DATE: November 17, 2015

TO: David Plotkin, Project Architect

CC: Historic Preservation Commission

Lily Yegazu, Current Planner & Preservation Technical Specialist

FROM: Pilar LaValley, Preservation Technical Specialist

(415) 575-9084

REVIEWED BY: Architectural Review Committee of the

Historic Preservation Commission

RE: Meeting Notes from Review and Comment at the

November 4 ARC-HPC Hearing for 69 Maiden Lane

At the request of the Planning Department and Project Sponsor, the proposed replacement of the façade of 69 Maiden Lane was brought before the Architectural Review Committee (ARC) for review and comment.

At the ARC meeting, the Planning Department requested review and comment regarding conformance of the proposed design with the *Secretary of the Interior's Standards* and with Article 11, Appendix E, Section 7 (Additional Standards and Guidelines for Review of New Construction and Certain Alterations). Specifically, the Planning Department sought comments on the composition and massing, materials and colors, and design and ornamentation of the proposed new façade.

Planning Department Preservation Staff has prepared a summary of the ARC comments from that meeting.

ARC COMMENTS

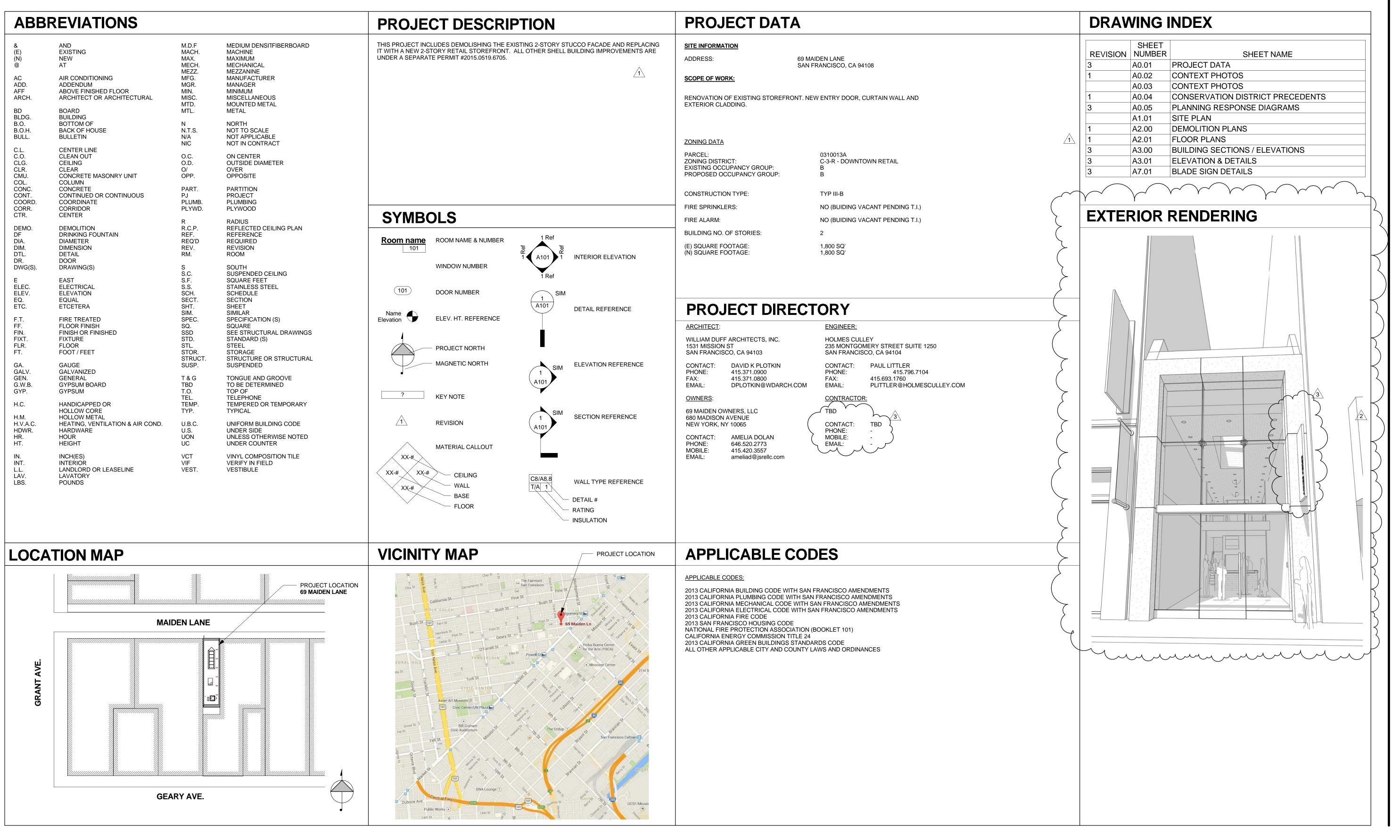
- **1. Composition and Massing:** The Commissioners noted that with the revisions recommended below the proposed massing and composition of the new façade appears compatible with the surrounding District and Article 11.
 - Stone surround: All three Commissioners agreed with the staff recommendation that the stone surround should have a flat rather than angled face. The Commissioners felt that this feature should be consistent across the façade.
 - Metal surround: All three Commissioners agreed with the staff recommendation to remove the vertical elements of the surround and to increase the height and thickness of the horizontal element. Further, the Commissioners recommended aligning the horizontal element with similar features on the adjacent buildings, particularly the Alexander McQueen storefront east of the subject property. The Commissioners disagreed with staff regarding extending the horizontal element to the building edges and expressed that the stone clad piers should extend to grade uninterrupted. In response to a question from the Project architect, the Commissioners felt that there was flexibility in the depth of the horizontal element although Commissioner Hyland noted

that the horizontal feature should align, or be close to aligning, with the face of the stone surround in order to break up the massing as recommended.

- 2. Materials and Colors: All three Commissioners disagreed with staff recommendations regarding rustication of the stone surround at base, use of stone cladding at bulkhead, and use of framed door. The Commissioners were comfortable with the design of these features as proposed. Commissioner Wolfram agreed with staff recommendation that the stainless steel spider connectors have a powder-coated or painted non-reflective finish. With this minor revision, the Commissioners noted that the proposed materials were appropriate for and compatible with the District and Article 11.
- **3. Detailing and Ornamentation:** All three Commissioners agreed that the simple and contemporary detailing and ornamentation of the proposed design was compatible with the District and Article 11. Commissioner Wolfram added that the design was appropriate given the simple, more utilitarian character of existing façades on Maiden Lane.
- 4. **Sign:** After some discussion, the Commissioners agreed with the staff recommendation that the proposed blade sign be placed lower on the façade in a manner that better related to the horizontal feature, size of the façade, and ground floor.

MAJOR PERMIT TO ALTER 69 MAIDEN LANE

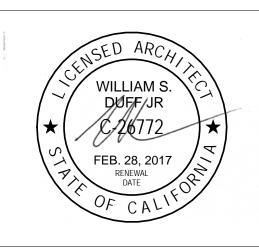
69 MAIDEN LANE, SAN FRANCISO CA 94108





ff Architects. Inc.

William Duff Architects, Inc.
T 415 371 0900 F 415 371 0800
1531 Mission Street, San Francisco, CA 94103



 Revision No.
 Date

 1
 NOPDR #1
 2015.10.15

 2
 ARC-HPC RESPONSE
 2015.11.30

 3
 ARC-HPC RESPONSE REVISION
 2015.12.16

Written dimensions on these drawings shall have precedence over scaled dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings. Shop details must be submitted to this office for approval before proceeding with fabrications. The drawings and their design content are the sole property of William Duff Architects, Inc. and may not be reused or reproduced in any manner without our express written consent.

Job Title 69 MAIDEN LANE

Job Address 69 MAIDEN LANE SAN FRANCISCO, CA 94108

Date

12/01/2015 Issued For

MAJOR PERMIT TO ALTER Job No. 15005

Drawn By: Checked By:

Sheet Title

PROJECT DATA

Scale
As indicated

Sheet No.

A0.01





6 STORY

3 STORY

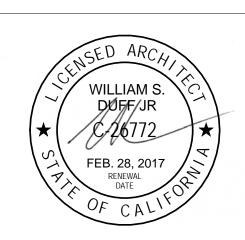
WILLIAM DUFF**ARCHITECTS**

wdarch.com

2015.10.15

William Duff Architects, Inc. T 415 371 0900 F 415 371 0800

1531 Mission Street, San Francisco, CA 94103



Revision No.

NOPDR #1

Written dimensions on these drawings shall have precedence over scaled dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings. Shop details must be submitted to this office for approval before proceeding with fabrications. The drawings and their design content are the sole property of William Duff Architects, Inc. and may not be reused or reproduced in any manner without our express written consent.

Job Title 69 MAIDEN LANE

Job Address 69 MAIDEN LANE SAN FRANCISCO, CA 94108

Date 12/01/2015

Issued For MAJOR PERMIT TO

Job No. 15005

Drawn By: Checked By: DKP

Sheet Title

CONTEXT PHOTOS

1/8" = 1'-0"

Sheet No.

OPPOSITE SIDE OF STREET SURROUNDING CONTEXT



69 MAIDEN LANE

MAIDEN LANE NORTH ELEVATION



MAIDEN LANE SOUTH ELEVATION (OPPOSITE SIDE OF STREET)



wdarch.com

William Duff Architects, Inc. T 415 371 0900 F 415 371 0800 1531 Mission Street, San Francisco, CA 94103



_

Revision No.

Written dimensions on these drawings shall have precedence over scaled dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings. Shop details must be submitted to this office for approval before proceeding with fabrications. The drawings and their design content are the sole property of William Duff Architects, Inc. and may not be reused or reproduced in any manner without our express written consent.

Job Title 69 MAIDEN LANE

Job Address 69 MAIDEN LANE SAN FRANCISCO, CA 94108

Date

12/01/2015 Issued For

MAJOR PERMIT TO ALTER Job No.

15005

Drawn By: Checked

Drawn By: Checked By: JH DKP

Sheet Title
CONTEXT PHOTOS

CONTEXTINO

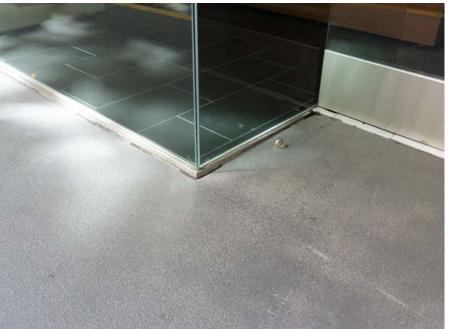
Scale

Sheet No.

A0.03











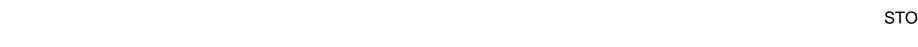
SCOTCH & SODA - AREA C



THE NORTH FACE - AREA E

BULKHEAD PRECEDENTS

STOREFRONT TERMINATING DOWN TO STREET LEVEL WITHOUT BULKHEAD







CALDWELL J SNYDER - AREA F



77 MAIDEN LN - AREA B







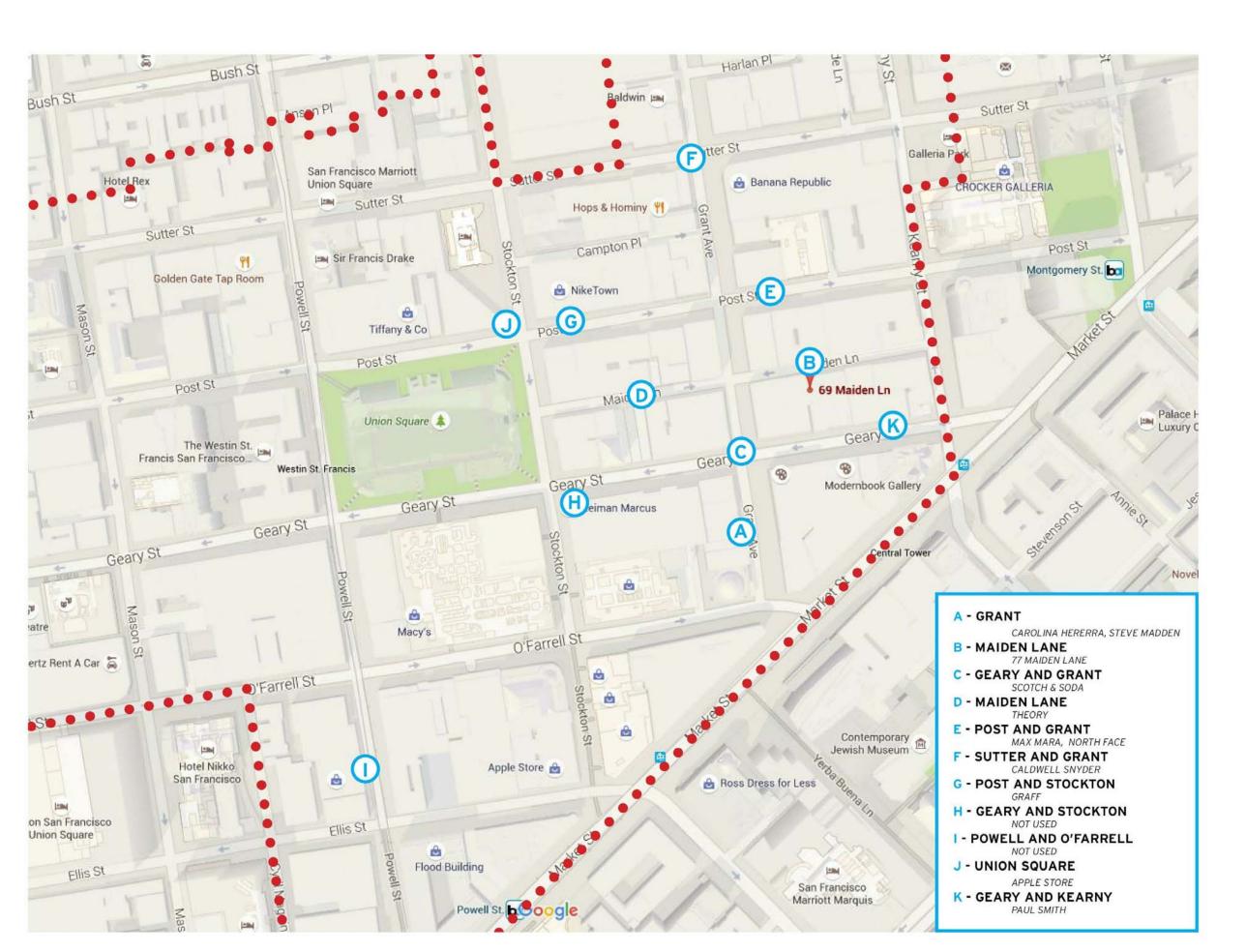


STEVE MADDEN - AREA A

Written dimensions on these drawings shall have precedence over scaled dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings.

VERTICAL COMPOSITION PRECEDENTS

BUILDING HEIGHT ARTICULATING "BASE" WITHOUT "SHAFT", APPROPRIATELY RELATIVE TO ITS SCALE WITHIN ITS CONTEXT



KEARNY-MARKET-MASON-SUTTER CONSERVATION DISTRICT KEY MAP



Shop details must be submitted to this office for approval before proceeding with fabrications. The drawings and their design content are the sole property of William Duff Architects, Inc. and may not be reused or

reproduced in any manner without our express written consent.

WILLIAM DUFF**ARCHITECTS**

William Duff Architects, Inc. T 415 371 0900 F 415 371 0800

Revision No.

NOPDR #1

1531 Mission Street, San Francisco, CA 94103

wdarch.com

2015.10.15

Job Title

69 MAIDEN LANE

Job Address 69 MAIDEN LANE SAN FRANCISCO, CA 94108

Date 12/01/2015

Issued For MAJOR PERMIT TO

ALTER Job No. 15005

Drawn By: Checked By: DKP

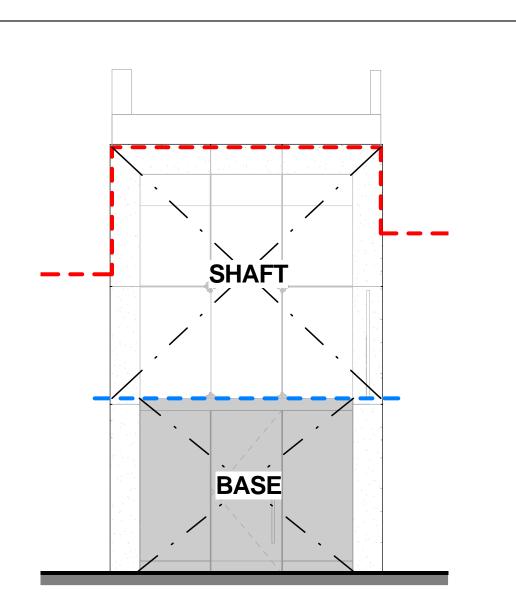
Sheet Title

CONSERVATION DISTRICT PRECEDENTS

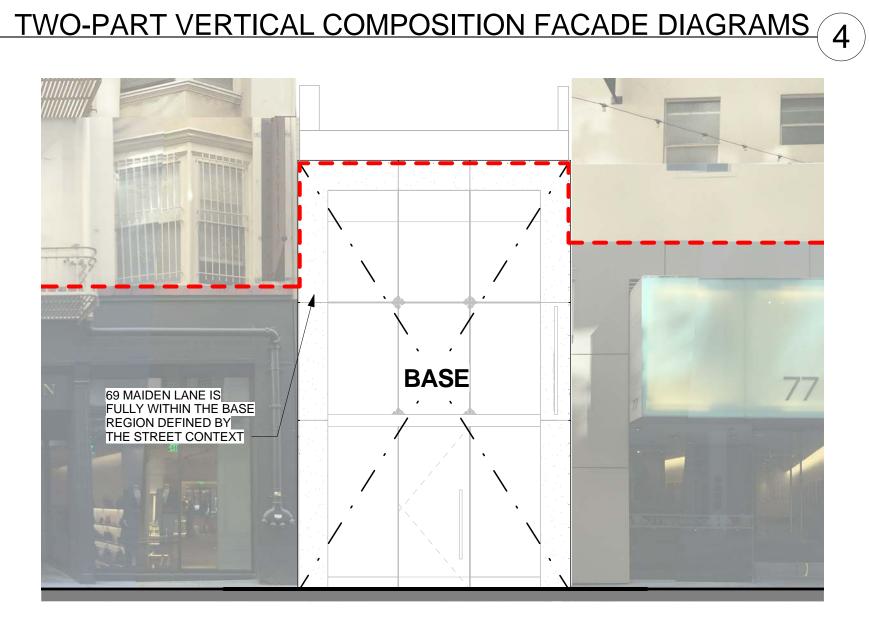


TWO DART VERTICAL COMPOCITION FACARE DIACRAMS

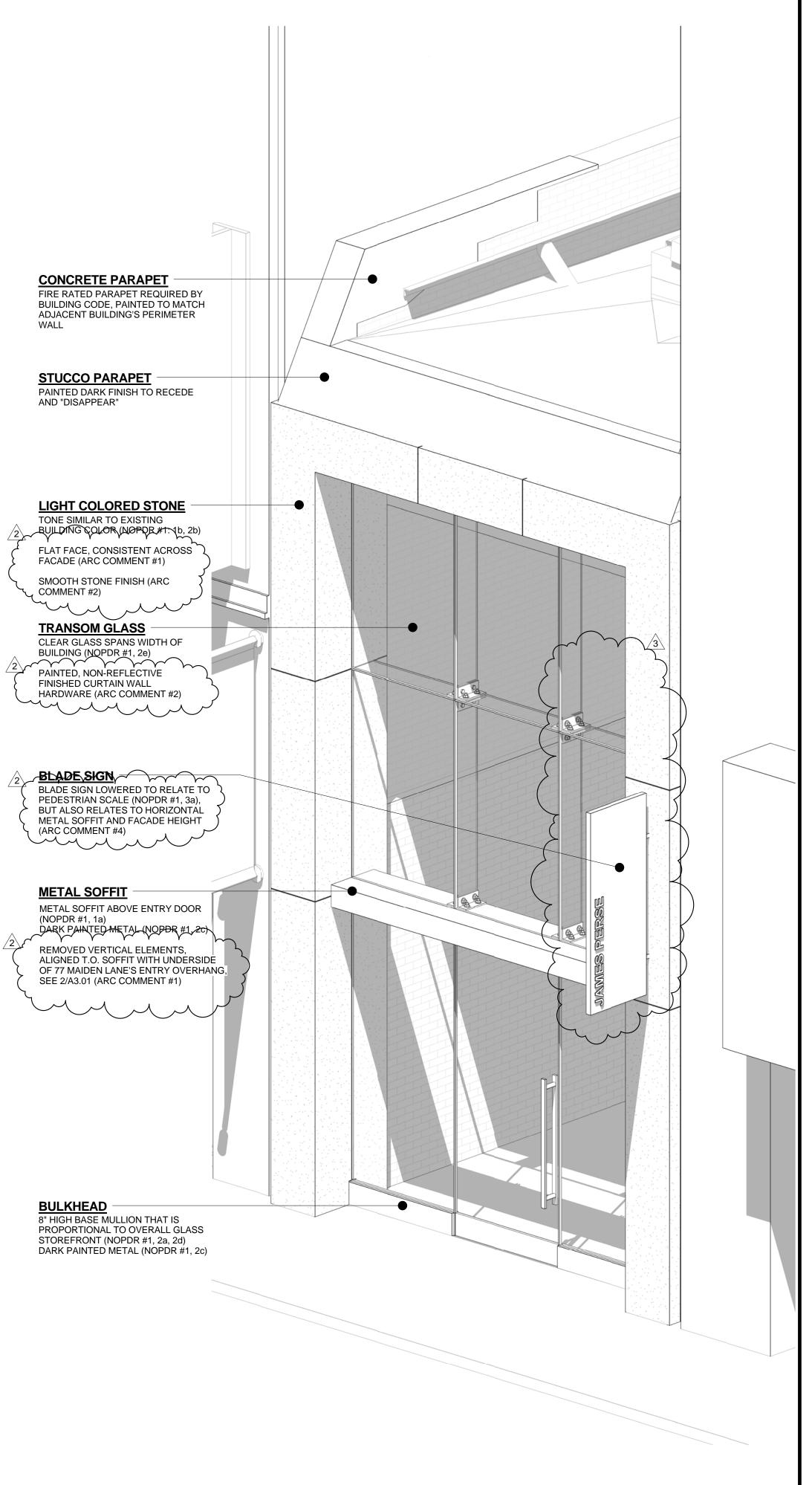
EXISTING
STREET ELEVATION OPPOSITE 69 MAIDEN LANE



LINE SEPARATING BASE AND SHAFT



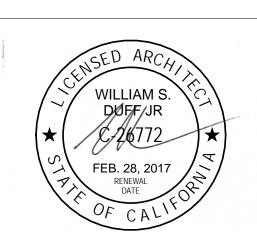
MACRO RESPONSE - RELATIVE TO STREET CONTEXT (2)





wdarch.com

William Duff Architects, Inc. T 415 371 0900 F 415 371 0800 1531 Mission Street, San Francisco, CA 94103



 Revision No.
 Date

 1
 NOPDR #1
 2015.10.15

 2
 ARC-HPC RESPONSE
 2015.11.30

 3
 ARC-HPC RESPONSE REVISION
 2015.12.16

Written dimensions on these drawings shall have precedence over scaled dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings. Shop details must be submitted to this office for approval before proceeding with fabrications. The drawings and their design content are the sole property of William Duff Architects, Inc. and may not be reused or reproduced in any manner without our express written consent.

Job Title 69 MAIDEN LANE

Job Address 69 MAIDEN LANE SAN FRANCISCO, CA 94108

Date

12/01/2015 Issued For

MAJOR PERMIT TO ALTER Job No.

15005

Drawn By: Checked By:

Drawn By: Checked By:

JH DKP

Sheet Title

PLANNING RESPONSE DIAGRAMS

Scale

As indicated

Sheet No.

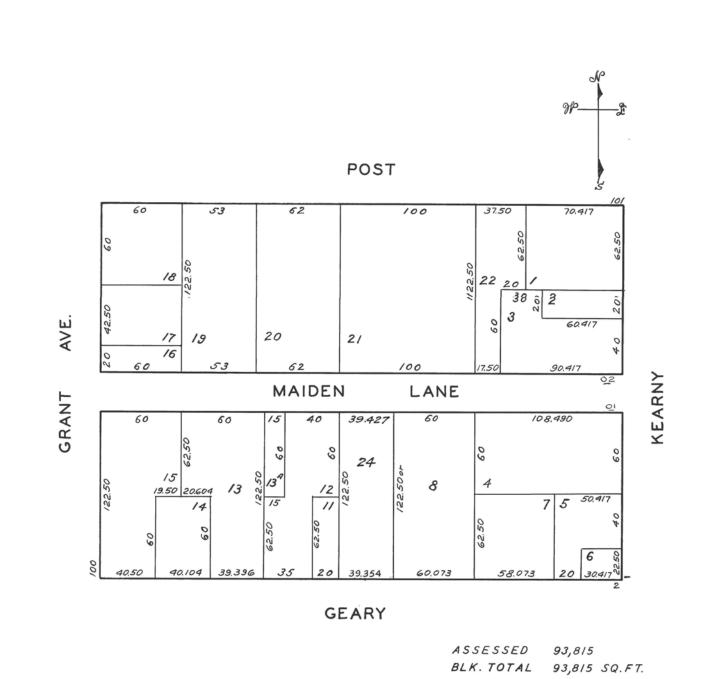
AXO DIAGRAM 1

A0.05

POST ST.

SUBJECT PROPERTY 69 MAIDEN LANE

GEARY



PLOT PLAN 2

GRANT

SITE PLAN
1" = 20'-0"

WDA WILLIAM DUFF**ARCHITECTS** William Duff Architects, Inc. T 415 371 0900 F 415 371 0800 1531 Mission Street, San Francisco, CA 94103

Revision No.

Written dimensions on these drawings shall have precedence over scaled dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings. Shop details must be submitted to this office for approval before proceeding with fabrications. The drawings and their design content are the sole property of William Duff Architects, Inc. and may not be reused or reproduced in any manner without our express written consent.

Job Title 69 MAIDEN LANE

Job Address 69 MAIDEN LANE SAN FRANCISCO, CA 94108

Date 12/01/2015

Issued For MAJOR PERMIT TO ALTER Job No.

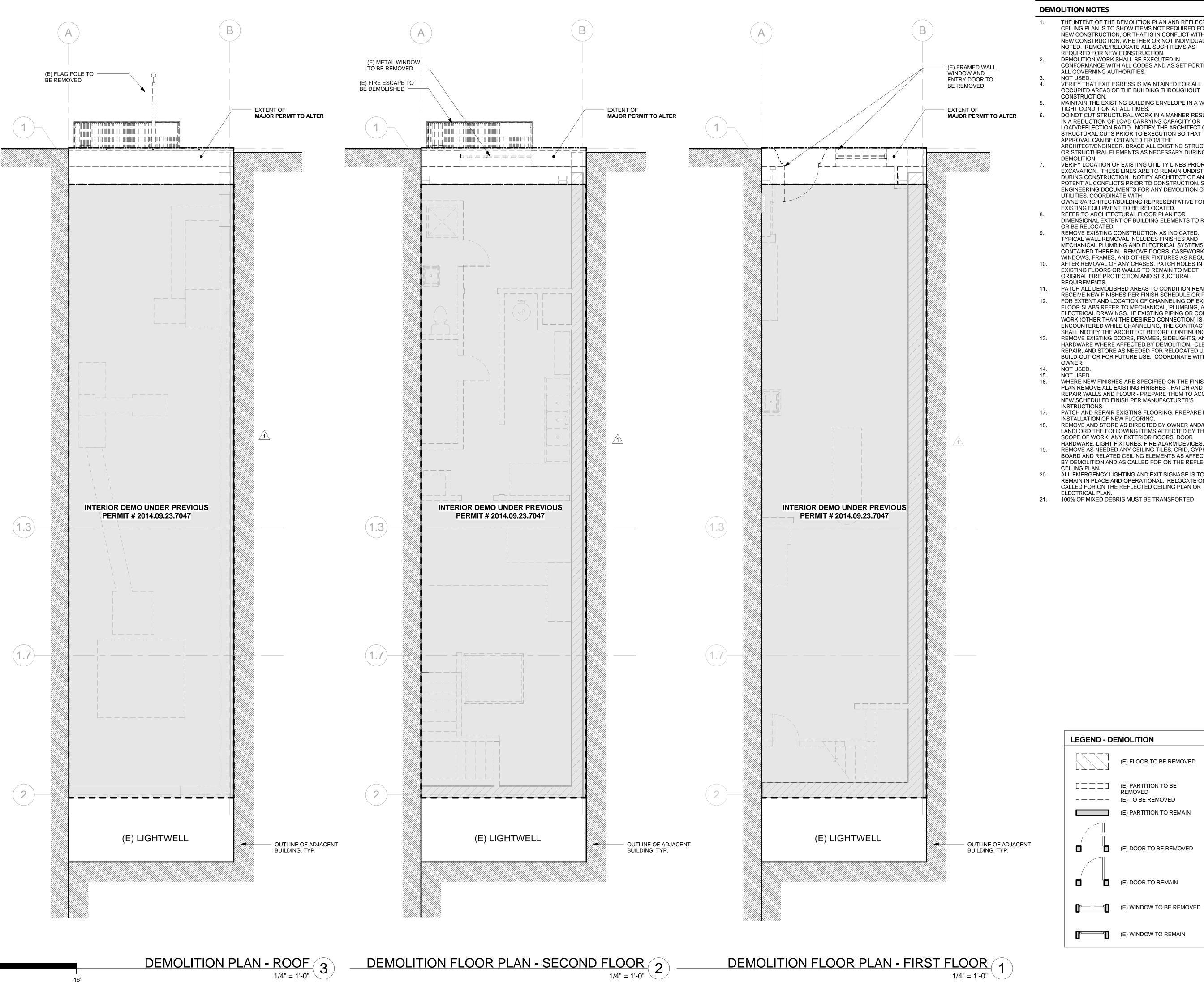
15005

Checked By: DKP

Sheet Title SITE PLAN

Scale

As indicated



DEMOLITION NOTES

THE INTENT OF THE DEMOLITION PLAN AND REFLECTED CEILING PLAN IS TO SHOW ITEMS NOT REQUIRED FOR THE NEW CONSTRUCTION; OR THAT IS IN CONFLICT WITH THE NEW CONSTRUCTION, WHETHER OR NOT INDIVIDUALLY NOTED. REMOVE/RELOCATE ALL SUCH ITEMS AS REQUIRED FOR NEW CONSTRUCTION.

DEMOLITION WORK SHALL BE EXECUTED IN CONFORMANCE WITH ALL CODES AND AS SET FORTH BY ALL GOVERNING AUTHORITIES.

NOT USED. VERIFY THAT EXIT EGRESS IS MAINTAINED FOR ALL OCCUPIED AREAS OF THE BUILDING THROUGHOUT CONSTRUCTION.

MAINTAIN THE EXISTING BUILDING ENVELOPE IN A WATER TIGHT CONDITION AT ALL TIMES. DO NOT CUT STRUCTURAL WORK IN A MANNER RESULTING IN A REDUCTION OF LOAD CARRYING CAPACITY OR LOAD/DEFLECTION RATIO. NOTIFY THE ARCHITECT OF ALL STRUCTURAL CUTS PRIOR TO EXECUTION SO THAT APPROVAL CAN BE OBTAINED FROM THE ARCHITECT/ENGINEER. BRACE ALL EXISTING STRUCTURES OR STRUCTURAL ELEMENTS AS NECESSARY DURING

VERIFY LOCATION OF EXISTING UTILITY LINES PRIOR TO EXCAVATION. THESE LINES ARE TO REMAIN UNDISTURBED DURING CONSTRUCTION. NOTIFY ARCHITECT OF ANY POTENTIAL CONFLICTS PRIOR TO CONSTRUCTION. SEE ENGINEERING DOCUMENTS FOR ANY DEMOLITION OF UTILITIES. COORDINATE WITH OWNER/ARCHITECT/BUILDING REPRESENTATIVE FOR

EXISTING EQUIPMENT TO BE RELOCATED. REFER TO ARCHITECTURAL FLOOR PLAN FOR DIMENSIONAL EXTENT OF BUILDING ELEMENTS TO REMAIN

REMOVE EXISTING CONSTRUCTION AS INDICATED. TYPICAL WALL REMOVAL INCLUDES FINISHES AND MECHANICAL PLUMBING AND ELECTRICAL SYSTEMS CONTAINED THEREIN. REMOVE DOORS, CASEWORK, WINDOWS, FRAMES, AND OTHER FIXTURES AS REQUIRED. AFTER REMOVAL OF ANY CHASES, PATCH HOLES IN EXISTING FLOORS OR WALLS TO REMAIN TO MEET ORIGINAL FIRE PROTECTION AND STRUCTURAL

REQUIREMENTS. PATCH ALL DEMOLISHED AREAS TO CONDITION READY TO RECEIVE NEW FINISHES PER FINISH SCHEDULE OR PLANS. FOR EXTENT AND LOCATION OF CHANNELING OF EXISTING FLOOR SLABS REFER TO MECHANICAL, PLUMBING, AND ELECTRICAL DRAWINGS. IF EXISTING PIPING OR CONDUIT WORK (OTHER THAN THE DESIRED CONNECTION) IS ENCOUNTERED WHILE CHANNELING, THE CONTRACTOR SHALL NOTIFY THE ARCHITECT BEFORE CONTINUING. REMOVE EXISTING DOORS, FRAMES, SIDELIGHTS, AND HARDWARE WHERE AFFECTED BY DEMOLITION. CLEAN, REPAIR, AND STORE AS NEEDED FOR RELOCATED USE IN BUILD-OUT OR FOR FUTURE USE. COORDINATE WITH OWNER.

NOT USED. WHERE NEW FINISHES ARE SPECIFIED ON THE FINISH PLAN REMOVE ALL EXISTING FINISHES - PATCH AND REPAIR WALLS AND FLOOR - PREPARE THEM TO ACCEPT NEW SCHEDULED FINISH PER MANUFACTURER'S INSTRUCTIONS.

PATCH AND REPAIR EXISTING FLOORING; PREPARE FOR INSTALLATION OF NEW FLOORING. REMOVE AND STORE AS DIRECTED BY OWNER AND/OR LANDLORD THE FOLLOWING ITEMS AFFECTED BY THE SCOPE OF WORK: ANY EXTERIOR DOORS, DOOR HARDWARE, LIGHT FIXTURES, FIRE ALARM DEVICES.

REMOVE AS NEEDED ANY CEILING TILES, GRID, GYPSUM BOARD AND RELATED CEILING ELEMENTS AS AFFECTED BY DEMOLITION AND AS CALLED FOR ON THE REFLECTED CEILING PLAN. ALL EMERGENCY LIGHTING AND EXIT SIGNAGE IS TO REMAIN IN PLACE AND OPERATIONAL. RELOCATE ONLY AS

ELECTRICAL PLAN. 21. 100% OF MIXED DEBRIS MUST BE TRANSPORTED

(E) FLOOR TO BE REMOVED

(E) PARTITION TO REMAIN

(E) DOOR TO BE REMOVED

(E) DOOR TO REMAIN

(E) WINDOW TO REMAIN

(E) WINDOW TO BE REMOVED

(E) PARTITION TO BE

Job Title

69 MAIDEN LANE

Job Address 69 MAIDEN LANE SAN FRANCISCO, CA 94108

Written dimensions on these drawings shall have precedence over scaled

dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings.

proceeding with fabrications. The drawings and their design content are the

sole property of William Duff Architects, Inc. and may not be reused or

Shop details must be submitted to this office for approval before

reproduced in any manner without our express written consent.

WILLIAM DUFF ARCHITECTS

FEB. 28, 2017

William Duff Architects, Inc.

Revision No.

NOPDR #1

T 415 371 0900 F 415 371 0800

1531 Mission Street, San Francisco, CA 94103

wdarch.com

2015.10.15

Date 12/01/2015

Issued For MAJOR PERMIT TO

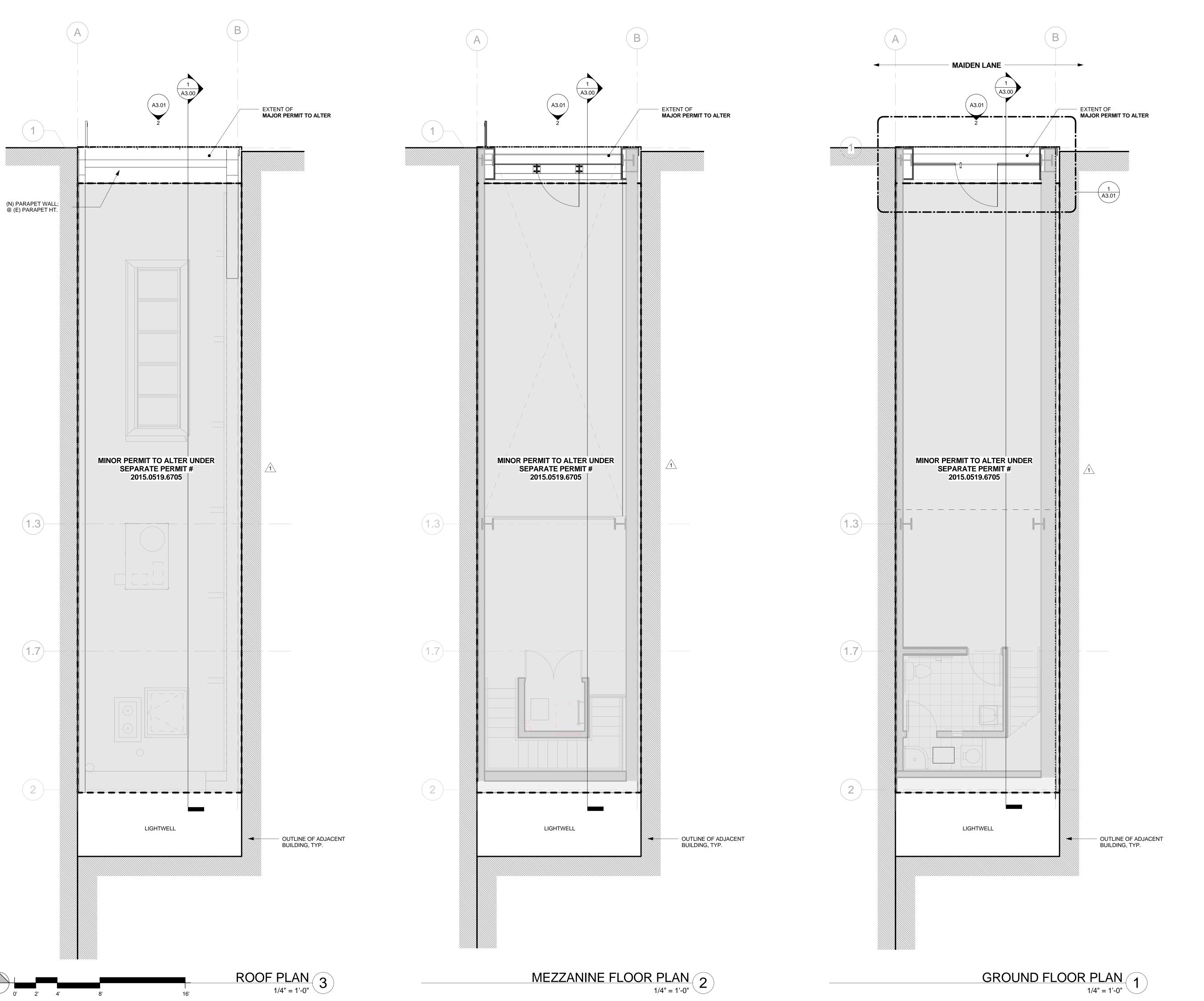
Job No. 15005

Checked By: Drawn By:

DKP

Sheet Title **DEMOLITION PLANS**

1/4" = 1'-0"



WILLIAM DUFF**ARCHITECTS** wdarch.com William Duff Architects, Inc. T 415 371 0900 F 415 371 0800 1531 Mission Street, San Francisco, CA 94103 Revision No. NOPDR #1 2015.10.15 Written dimensions on these drawings shall have precedence over scaled dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings. Shop details must be submitted to this office for approval before proceeding with fabrications. The drawings and their design content are the sole property of William Duff Architects, Inc. and may not be reused or reproduced in any manner without our express written consent. Job Title 69 MAIDEN LANE Job Address 69 MAIDEN LANE SAN FRANCISCO, CA 94108 Date 12/01/2015 Issued For MAJOR PERMIT TO ALTER Job No.

15005

Drawn By: Checked By: DKP

Sheet Title

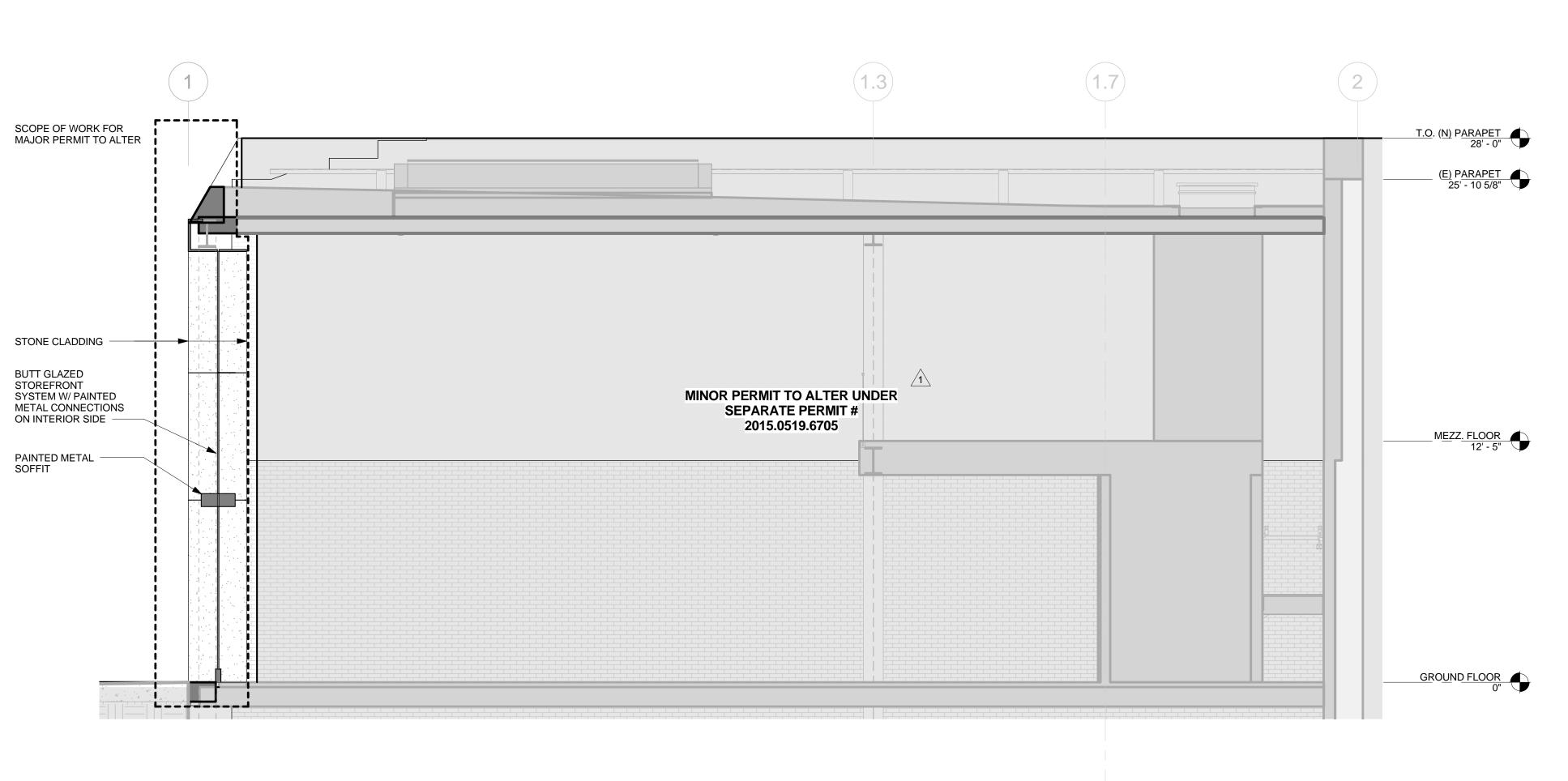
FLOOR PLANS

Scale 1/4" = 1'-0"





VIEW ALONG MAIDEN LANE 3



wdarch.com

William Duff Architects, Inc.
T 415 371 0900 F 415 371 0800
1531 Mission Street, San Francisco, CA 94103

WILLIAM DUFF ARCHITECTS



 Revision No.
 Date

 1 NOPDR #1
 2015.10.15

 2 ARC-HPC RESPONSE
 2015.11.30

 3 ARC-HPC RESPONSE REVISION
 2015.12.16

Written dimensions on these drawings shall have precedence over scaled dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings. Shop details must be submitted to this office for approval before proceeding with fabrications. The drawings and their design content are the sole property of William Duff Architects, Inc. and may not be reused or reproduced in any manner without our express written consent.

Job Title 69 MAIDEN LANE

Job Address 69 MAIDEN LANE SAN FRANCISCO, CA 94108

Date 12/01/2015

Issued For

MAJOR PERMIT TO ALTER Job No.

15005

Drawn By: Checked By:

JH DKP

Sheet Title

BUILDING SECTIONS /

ELEVATIONS

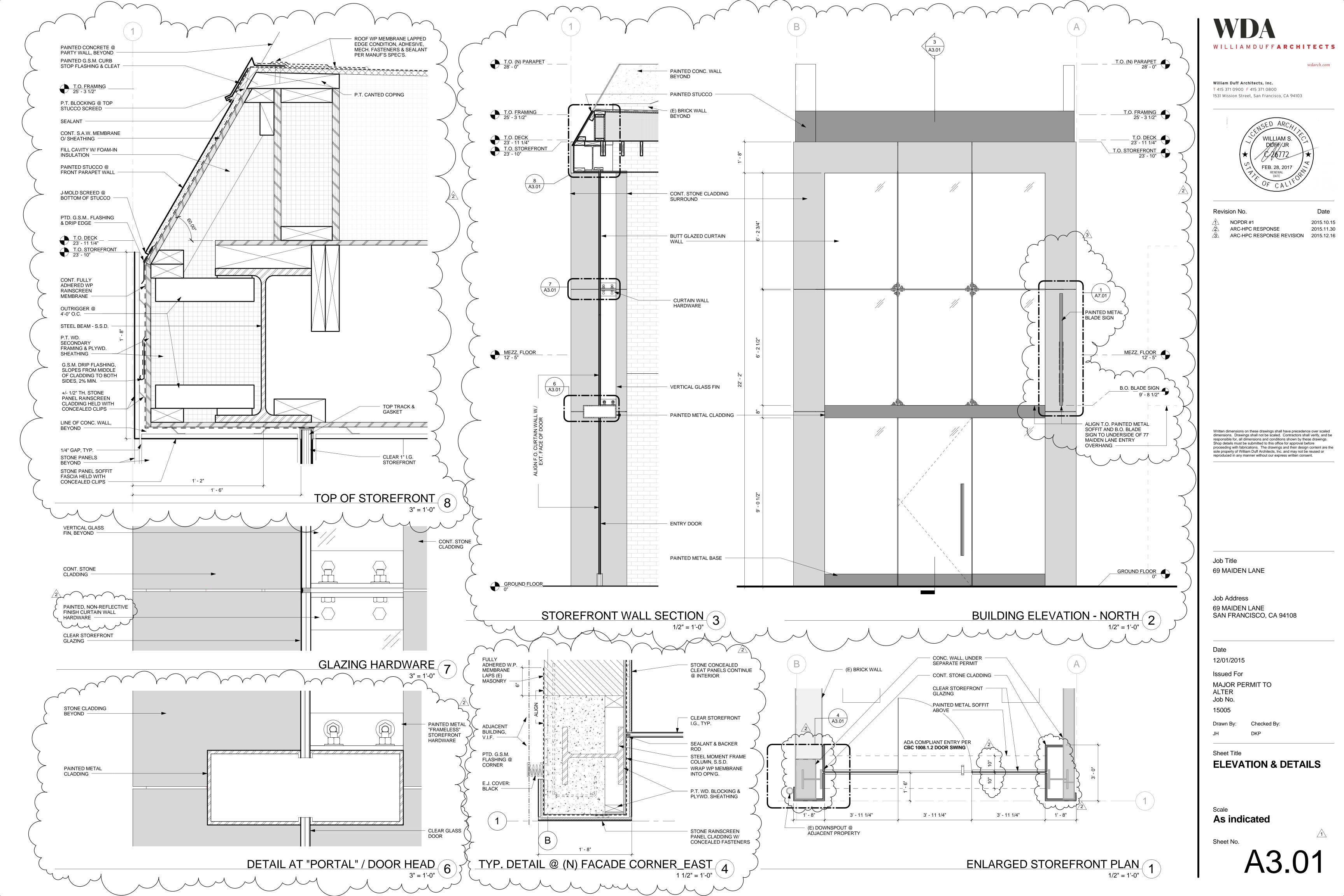
Scale **As indicated**

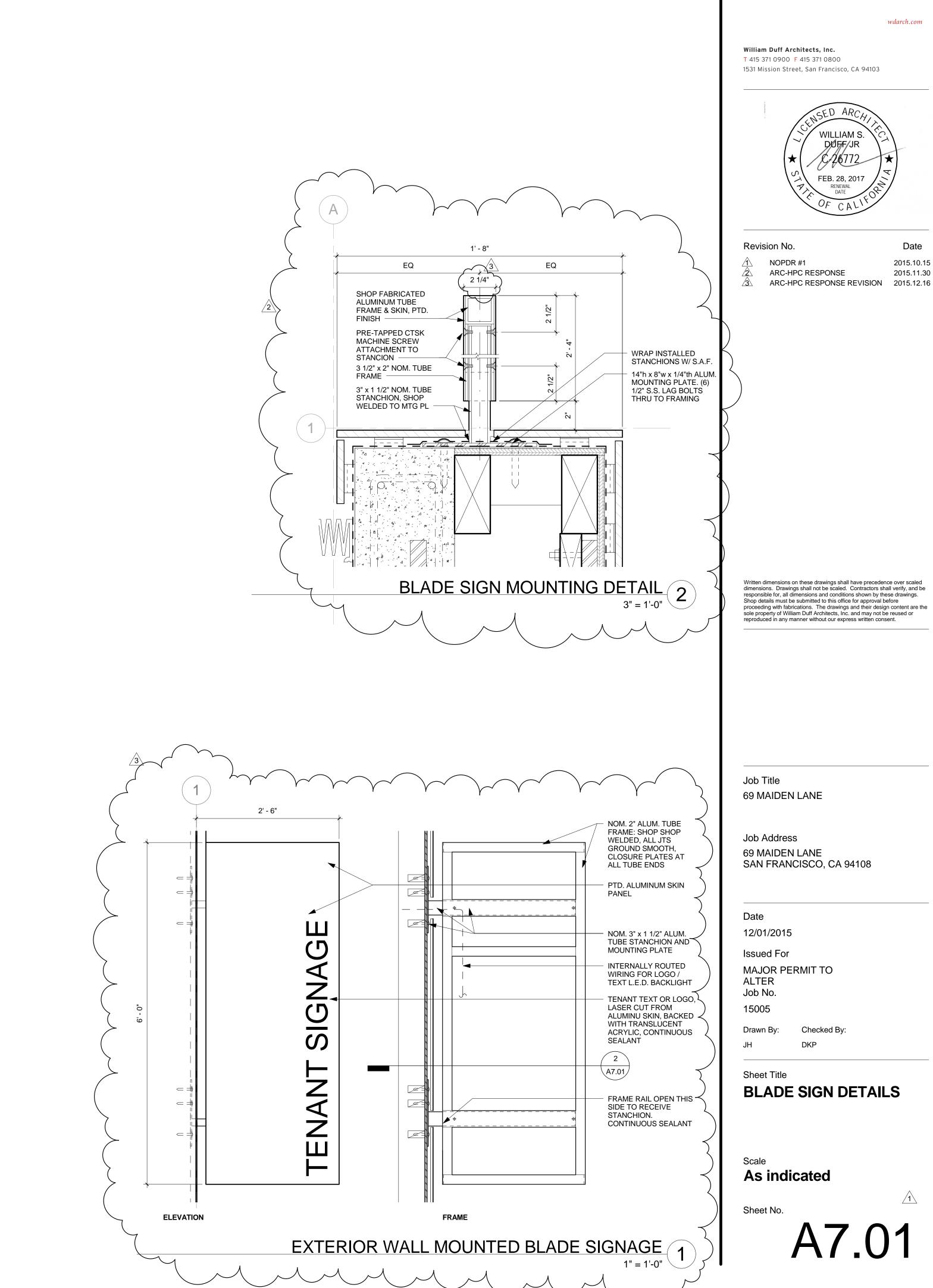
Sheet No.

BUILDING SECTION

1/4" = 1'-0"

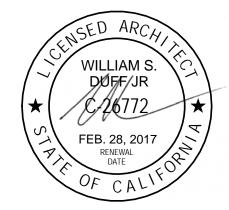
A3.00





WILLIAM DUFF**ARCHITECTS**

wdarch.com



2015.10.15 2015.11.30

Written dimensions on these drawings shall have precedence over scaled dimensions. Drawings shall not be scaled. Contractors shall verify, and be responsible for, all dimensions and conditions shown by these drawings. Shop details must be submitted to this office for approval before proceeding with fabrications. The drawings and their design content are the sole property of William Duff Architects, Inc. and may not be reused or