



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: November 25, 2015

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

FROM: Pilar LaValley, Preservation Planner, (415) 575-9084

REVIEWED BY: Tim Frye, Preservation Coordinator

RE: Review and Comment for 856 Market Street
Case No. 2015-008484PTA

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

The Planning Department (Department) and the Project Sponsor (Sponsor) are requesting review and comment before the Architectural Review Committee (ARC) regarding the proposal to make exterior alterations to an existing Category V (Unrated) building within the Kearny-Market-Mason-Sutter Conservation District. The subject building was originally constructed in 1915 but has been substantially altered with the most recent alteration occurring in 2000.

BACKGROUND

The subject building is located at 856 Market Street in Accessor's Block 0329, Lot 004 on the north side of the street between Ellis Street and Hallidie Plaza. It is a Category V (Unrated) Building located within the Kearny-Market-Mason Conservation District, the C-3-R (Downtown Retail) Zoning District, and 80-130-F Height and Bulk District.

Constructed in 1915, 856 Market Street is a three-story building with flat roof. The façade was substantially altered in 2000 to its current configuration with multi-level storefront canopy, punched asymmetrical window opening at upper floor, and painted concrete finish. The three-story scale and narrow footprint of the existing building stands out adjacent to the larger buildings along Market Street but relates to several other small scale buildings that are immediately adjacent (these smaller buildings are all Category V (Unrated)).

Samuels Clock, San Francisco Landmark #77, is located on the sidewalk in front of the subject property. The clock is within the public right-of-way and is not part of the proposed project.

PROJECT DESCRIPTION

The proposed project involves exterior alterations to the façade for a new retail tenant (d.b.a. New Balance). The scope of work includes removal of the existing façade and construction of a new façade clad in cement board panels with aluminum frame windows and storefront. The new façade will have a two-part composition and two large window openings. The piers and lintels are proposed to be clad with smooth and textured cement board panels with the textured panels highlighting the base of the piers, the horizontal bands above the window bays, and the top of the building wall. The storefront is deeply recessed and the centered entry is highlighted by a projecting red metal frame. The 2nd and 3rd floor windows are recessed 3 ½ inches from the building wall and have a three-part configuration with horizontal and vertical structural members clad with powder coated brake metal to match the window

frames. Behind the glazing in the center window will be a perforated red metal panel that spans the height of the window openings. An internally illuminated channel letter sign will be mounted to the face of the perforated metal panel at the 2nd floor.

A new internally illuminated blade sign, approximately 14.5' L x 2' W, is proposed to be installed adjacent to the upper level window opening. The blade sign will be comprised of painted aluminum panel with internally illuminated push through letters for the tenant name and logo.

OTHER ACTIONS REQUIRED

The proposed project is being brought to the ARC for comment prior to review by the HPC of a request for a Major Permit to Alter for alterations to a Category V (Unrated) Building located within a Conservation District designated pursuant to Article 11 of the Planning Code.

STAFF ANALYSIS

The Department seeks the advice of the ARC regarding compatibility of the proposed design with the Kearny-Market-Mason-Sutter Conservation District as well as its compatibility with the *Secretary of the Interior's Standards for Rehabilitation* (Secretary's Standards). The Department would like the ARC to consider the following information:

ARTICLE 11 – Appendix E – Kearny-Market-Mason-Sutter Conservation District

In reviewing an application for a Permit to Alter, the Historic Preservation Commission must consider whether the proposed work would be compatible with the character of the Conservation District as described in Appendix E of Article 11 of the Planning Code and the character-defining features specifically outlined in the designating ordinance. In pertinent part, Appendix E states:

Massing and Composition. The compositions of the building facades reflect the different architectural functions of the building. For the most part, building facades in the district are two- or three-part vertical compositions consisting either of a base and a shaft, or a base, a shaft and a capital. In more elaborate designs, transitional stories create a stacked composition, but the design effect is similar.

In addition, the facade of a building is often divided into bays expressing the structure (commonly steel and reinforced concrete) beneath the façade. This was accomplished through fenestration, structural articulation or other detailing that serves to break the facade into discrete segments. A common compositional device in the District is an emphasis placed upon either the end bays or the central bay.

Scale. The buildings are of small to medium scale. The bay width is generally from 20 feet to 30 feet. Heights generally range from four to eight stories, although a number of taller buildings exist. The wider frontages are often broken up by articulation of the facade, making the buildings appear narrower. The base is generally delineated from the rest of the building giving the District an intimate scale at the street.

Materials and Colors. Buildings are usually clad in masonry materials over a supporting structure. The cladding materials include terra cotta, brick, stone and stucco. Wood, metal and metal panels are not facade materials, although painted wood and metal are sometimes used for window sash and ornament.

The materials are generally colored light or medium earth tones, including white, cream, buff, yellow, and brown. Individual buildings generally use a few different tones of one color.

To express the mass and weight of the structure, masonry materials are used on multidimensional wall surfaces with texture and depth, which simulates the qualities necessary to support the weight of a load-bearing wall.

Detailing and Ornamentation. Buildings use the expression of texture and depth on masonry material (e.g., rustication, deep window reveals) to simulate the appearance of load-bearing walls. The buildings are not constructed in a single style, but with ornament drawn from a variety of historical sources, primarily Classical and Renaissance. Gothic detailing is also well represented. Popular details include arches, columns, pilasters, projecting bracketed cornices, multiple belt-courses, elaborate lintels and pediments, and decorated spandrels. Details were used to relate buildings to their neighbors by repeating and varying the ornament used in the surrounding structures.

PROPOSED PROJECT

Massing and Composition and Scale

The existing small scale structure is relatively devoid of structural or detailing articulation except for the punched window and multiple projecting awnings at the lower portion of the façade. The current proposal will introduce new materials and fenestration to the façade.

The new fenestration and cladding will introduce a two-part vertical composition with the horizontal band that separates the two window bays breaking up the lower and upper portions of the building. The horizontal band between the windows relates to the interior floor levels although the upper floors do not extend to the façade.

Question:

1. Does the proposed massing and composition and scale appear compatible with the character of the surrounding buildings on Market Street and with the District?

Recommendation:

- *Given the rather small height of the building, a two-part vertical composition appears appropriate.*
- *The recessed storefront provides an intimate scale at the street that appears appropriate.*

Material and Color

The Project Sponsor proposes to remove the existing façade materials and clad the façade with smooth and textured cement board panels (Swiss Pearl: Carat Crystal, Light Gray Sandblasted, and Gray Sandblasted) on a concealed fastener system with 3/8" joints. Panels would be arranged with a horizontal orientation and larger panels would be used on the upper portion of the façade. Window and storefront

systems would be aluminum with a powder coated (Light Gray) matte finish. The ground floor entry is proposed to have a painted red metal surround.

The use of light and dark tones of gray for the cladding material is consistent with the color of other cladding materials prevalent within the District. The use of different tones of one color is also appropriate as evidenced on individual buildings within the District.

Structures in the District display cladding materials that are often rusticated at the ground and second story to express the mass and weight of structures, and have textural variation and a sense of depth. The Department is concerned that the proposed cladding material lacks the textural qualities in both finish and installation to relate to the District. While the plan and rendering views depict numerous joints, these are dry joints (3/8") without sufficient depth to add texture to the façade. Further, the size and shape of the panels, which make sense at the base of the building, become less ideal at the upper portion of the façade. There are also concerns about how the material will be detailed where it returns at the window jambs and recessed storefront and its durability at such a high traffic section of Market Street. The Department believes that further construction details for the proposed cladding system need to be provided and that these details need to demonstrate the material's ability to appropriately reference the qualities of cladding materials characteristic of the District. If the proposed material cannot demonstrate these qualities, then an alternative cladding material should be proposed.

The Department's *Draft Design Standards for Storefronts in Article 11 Districts (Storefront Standards)* calls for bulkheads (storefront base) to be clad in natural stone or tiles and to be 18"-24" in height. As such, the Department recommends that the proposed bulkhead be clad in masonry or tile and be increased in height.

Question:

2. Are the proposed cement board panels (Swiss Pearl), powder coated aluminum window and storefront frames, and painted metal surround at the entry appropriate for and compatible with the KMMS District?

Recommendation:

- *The proposed cement board panel system needs to demonstrate that it can be installed and detailed in a manner that appropriately references cladding materials typical of the District. If this cannot be demonstrated, then an alternative cladding system should be proposed. The choice of cladding material is particularly important at the base of the building where its appearance and durability will be most tested on this high traffic stretch of Market Street.*
- *The cladding material should have characteristics, such as rustication, band coursing, profiles, and texture that are typical of such materials within the District. Typical cladding materials within the District include terra cotta, stone, brick, and stucco.*
- *The bulkhead (storefront base) should be clad with stone or tiles and be increased in height to comply with the Department's Draft Design Standards for Storefronts in Article 11 Districts (Storefront Standards).*
- *The aluminum window and storefront systems and metal storefront surround are appropriate.*

Detailing and Ornamentation

The proposed building façade is contemporary in design with limited ornamentation and simple

detailing. The alternating bands of smooth and textured cement board panels highlight the window bays and cap the building. The painted metal surround provides additional detailing at the entry.

Question:

3. Does the simple and contemporary detailing and ornamentation of the proposed new facade appear compatible with the KMMS District?

Recommendation:

- *The simple and contemporary design of the façade appears compatible with the District.*

Sign

The project proposes to introduce a thin blade sign, above the ground floor level. The new blade sign will be of aluminum material and will be approximately 14.5' in height. While the new blade sign is consistent in terms of material, illumination and method of attachment, it is not consistent with the Department's Sign Guidelines in terms of size and location. Specifically, the guidelines call for projecting signs to relate to the pedestrian scale and not be located at a height above the lintel of the corresponding storefront. In this particular case, as the building is fully occupied with a single tenant and is situated on this high traffic stretch of Market Street, the Department is generally comfortable with the location of the sign although we think that it should be reduced in size to a maximum of 12' in height. In order to provide a pedestrian-scaled sign, the Department believes that an additional small blade sign should be placed lower on the façade at the storefront level.

Recommendation:

- *That the proposed large blade sign be reduced in size to a maximum of 12' in height to better relate to the adjacent window opening.*
- *That an additional small blade sign be placed at the storefront level.*

REQUESTED ACTION

Specifically, the Department seeks comments on:

- The project recommendations proposed by staff.
- The questions raised by staff; and,
- The compatibility of the project with the Secretary of the Interior's Standards.

ATTACHMENTS

Project sponsor plans, elevations, and photographs

856 MARKET

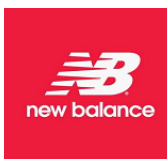
SAN FRANCISCO, CA

Project Description

The building at 856 Market Street was originally constructed in 1915. The building was completely renovated in 2001 for the athletic apparel company, Puma, including a new Market Street façade. This proposal is for construction of a replacement façade in conjunction with a full building renovation for New Balance Athletic Shoe, Incorporated. The interior renovation will be constructed under a separate building permit.

This proposal includes removal of the existing façade and construction of a new façade consisting of cement board panels, aluminum windows, and storefront. The site is in the Kearny-Market-Mason-Sutter building conservation district, and the façade has been conceived following design guidelines in Article 11 of the San Francisco planning code for new buildings in this district.

Samuels Clock, San Francisco Landmark #77, is located on the sidewalk in front of 856 Market Street. The clock will be protected, if necessary, during construction and will not be affected by this project.



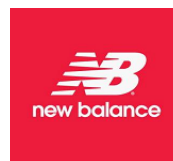
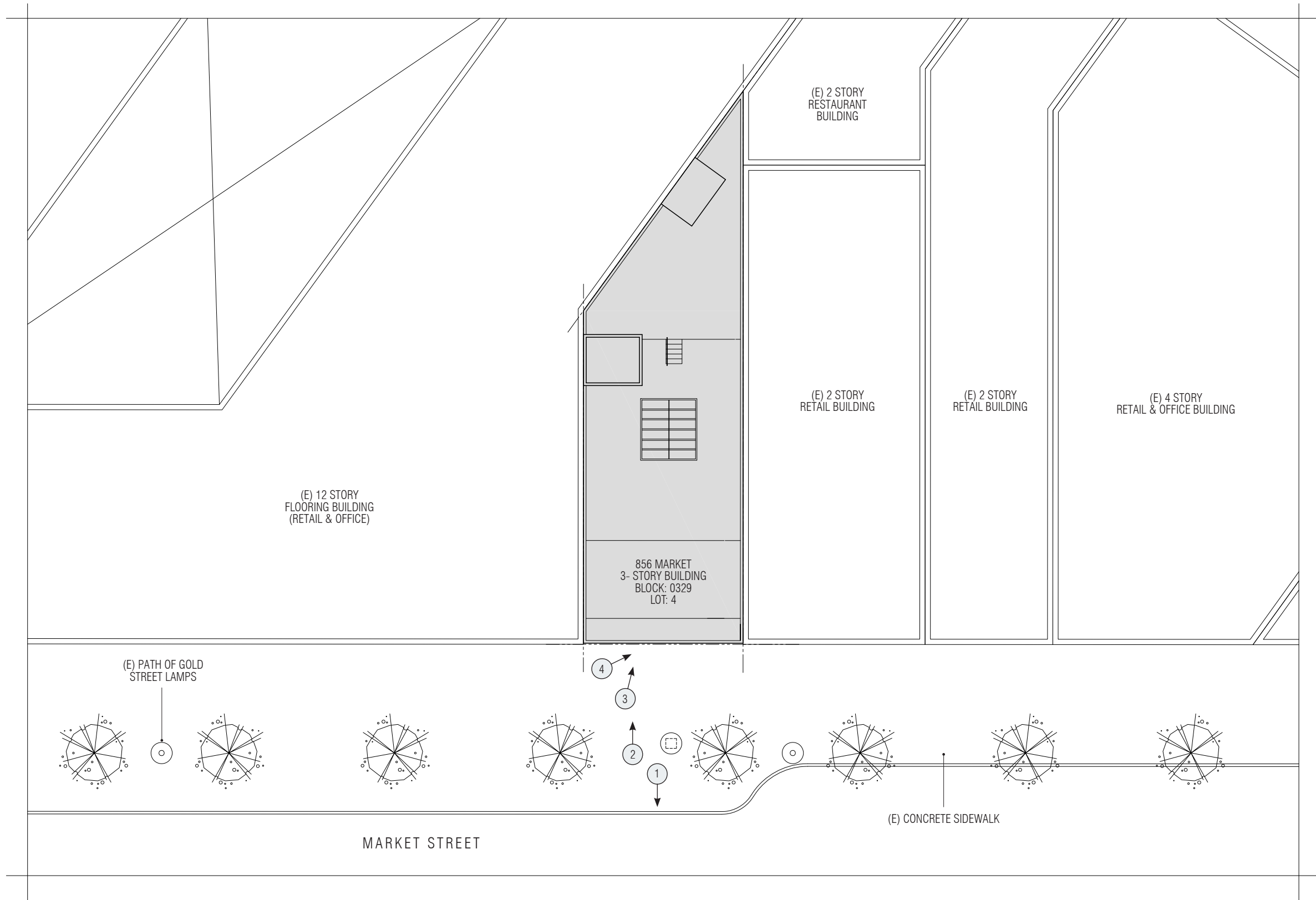
ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15

856 MARKET

SITE PLAN



ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15

856 MARKET
SITE PHOTOS



FLOOD BUILDING

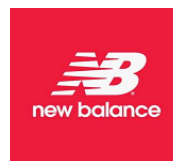
PROJECT SITE
856 MARKET

2



WESTFIELD
CENTRE

1



ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15

3

856 MARKET

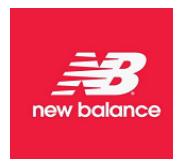
SITE PHOTOS



4



3



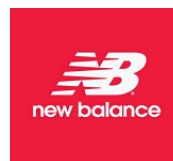
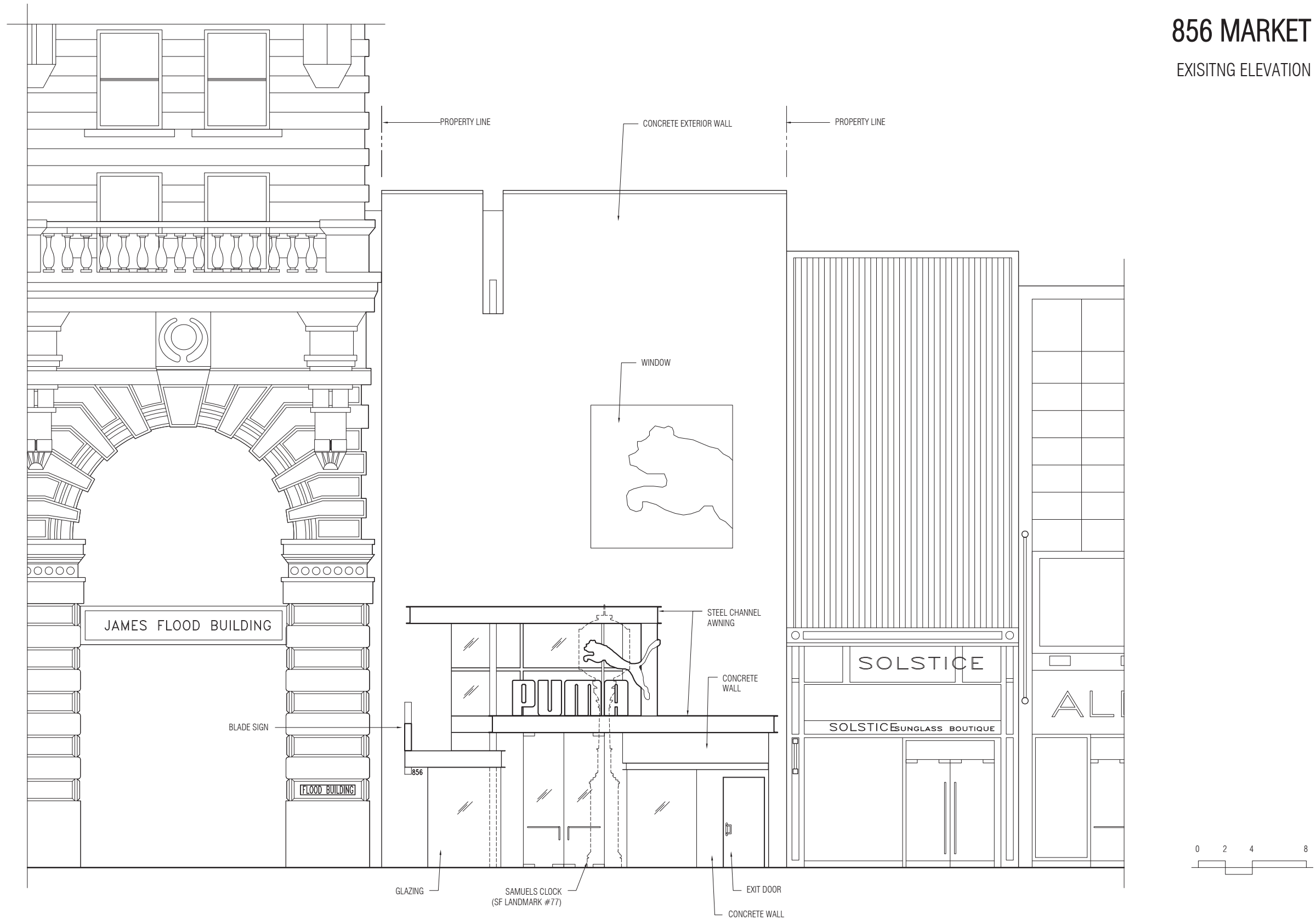
ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15

4

856 MARKET
EXISTING ELEVATION

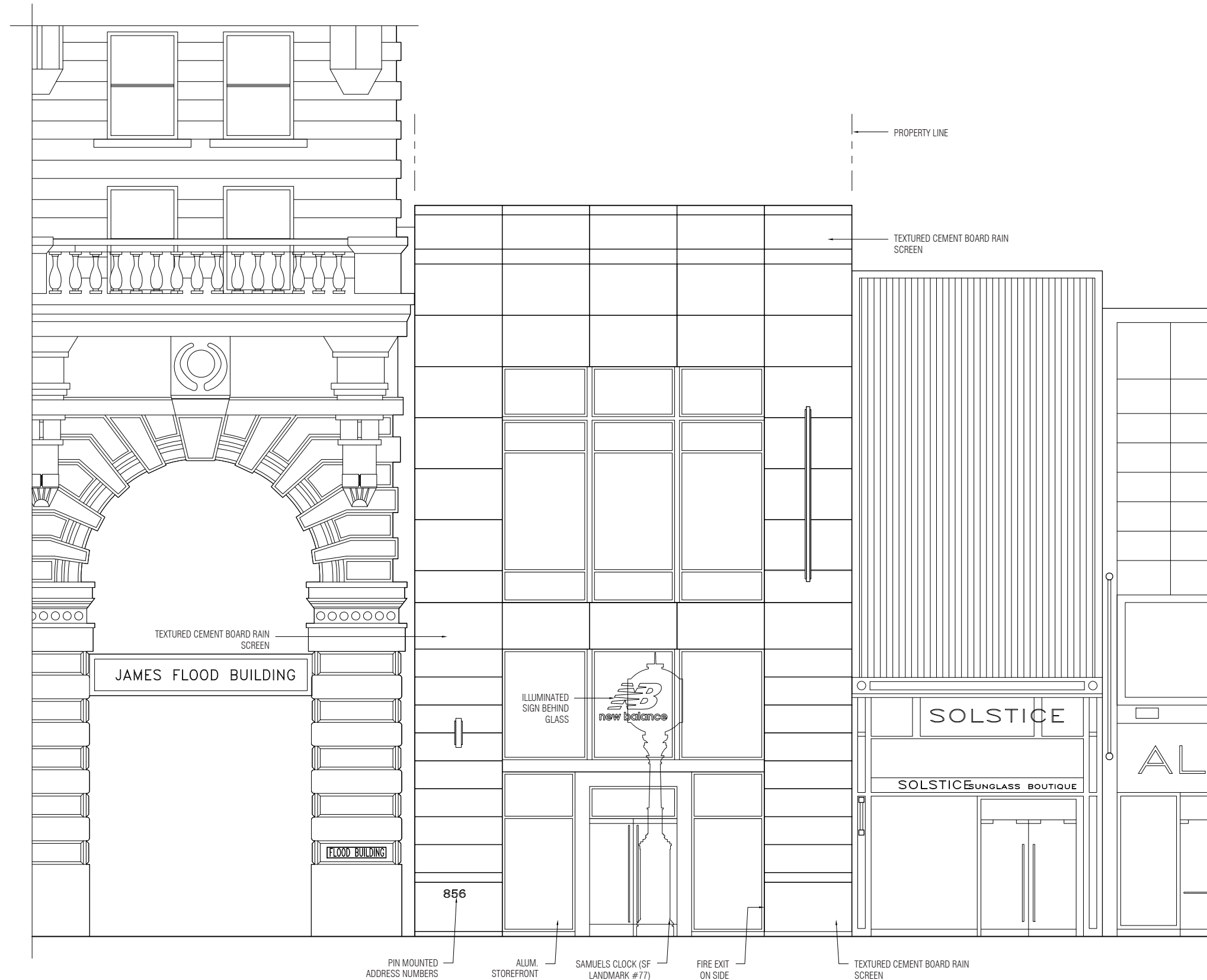


ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15

856 MARKET
PROPOSED ELEVATION



JAMES FLOOD BUILDING

TEXTURED CEMENT BOARD RAIN SCREEN

856

ILLUMINATED SIGN BEHIND GLASS



SOLSTICE

SOLSTICE SUNGLASS BOUTIQUE

PIN MOUNTED ADDRESS NUMBERS

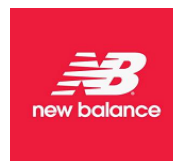
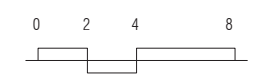
ALUM. STOREFRONT

SAMUELS CLOCK (SF LANDMARK #77)

FIRE EXIT ON SIDE

TEXTURED CEMENT BOARD RAIN SCREEN

MARKET STREET
MARKET STREET



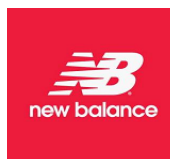
ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15

856 MARKET

PROPOSED DESIGN



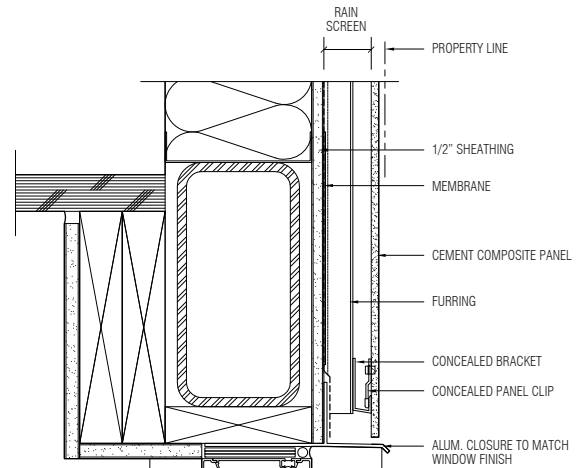
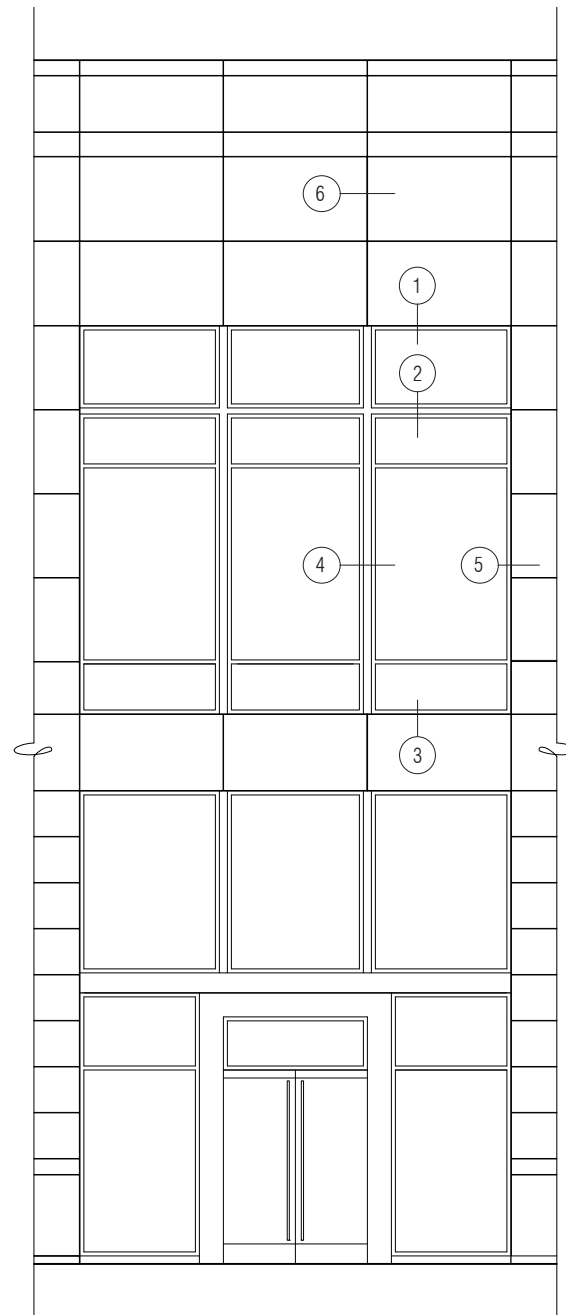
ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

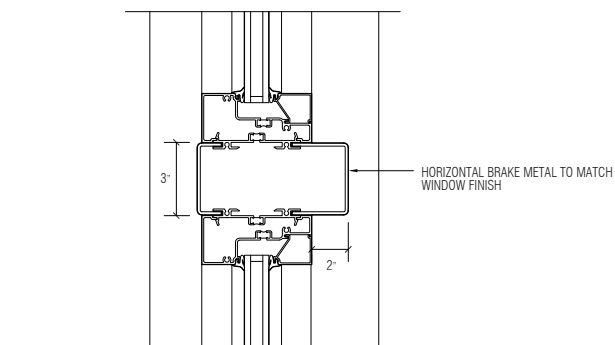
11.25.15

856 MARKET

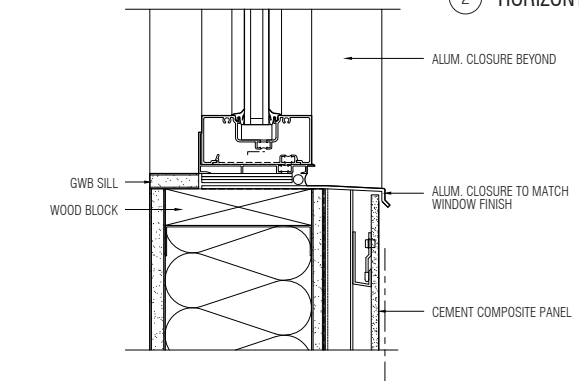
DETAILS



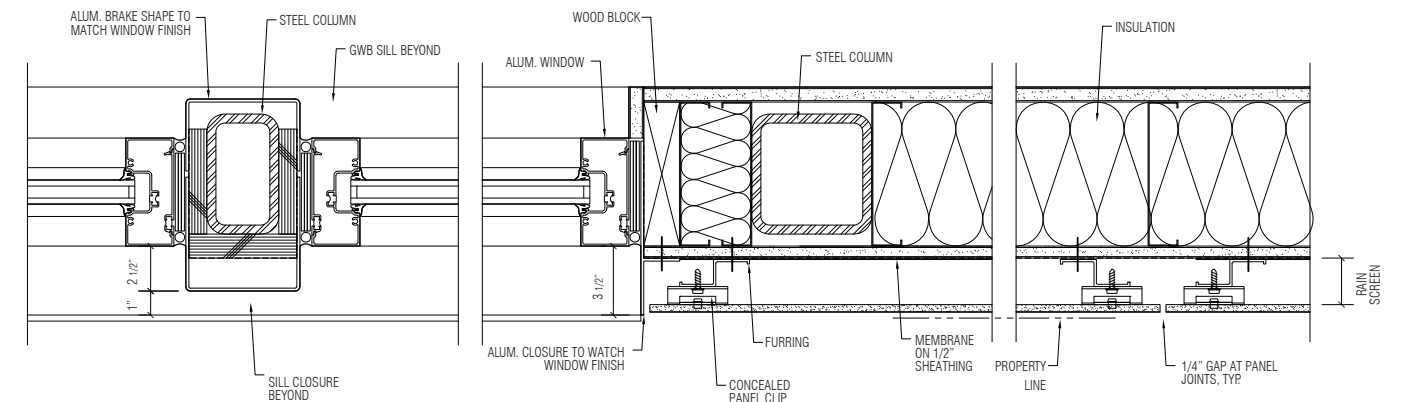
1 HEAD



2 HORIZONTAL MULLION



3 SILL



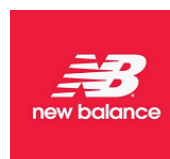
4 VERTICAL MULLION

5 JAMB

6 PANEL JOINT



SWISS PEARL CEMENT BOARD



ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15

856 MARKET

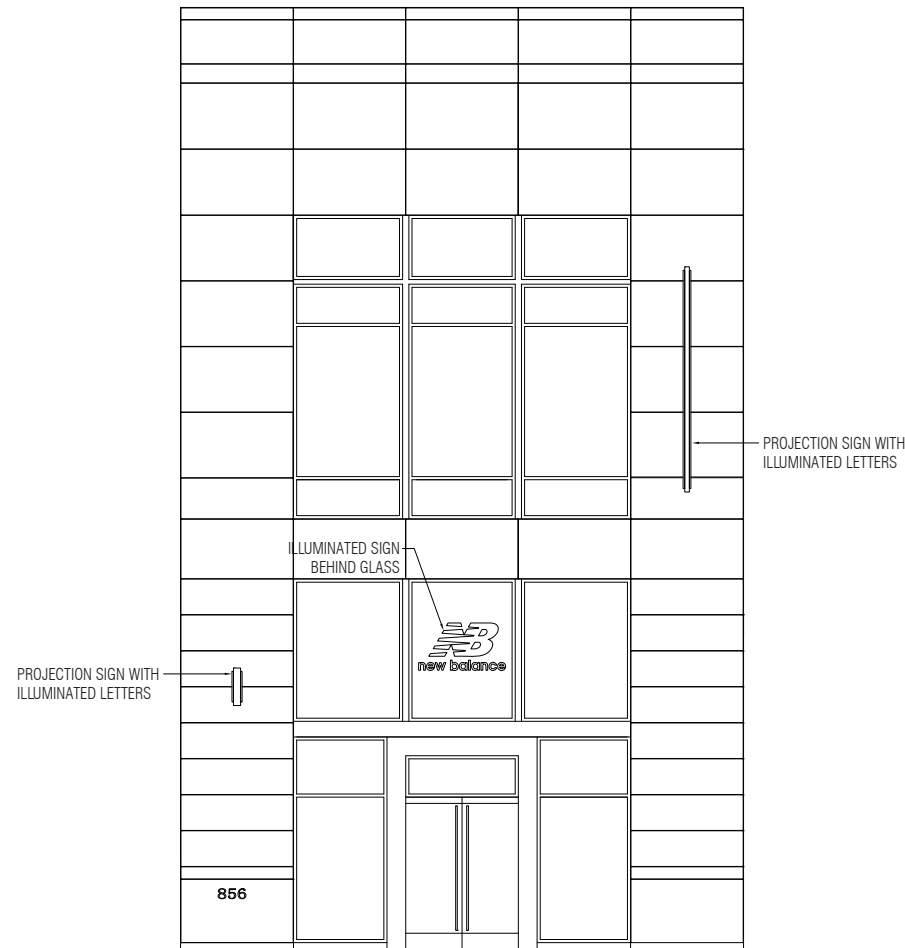
SIGNS



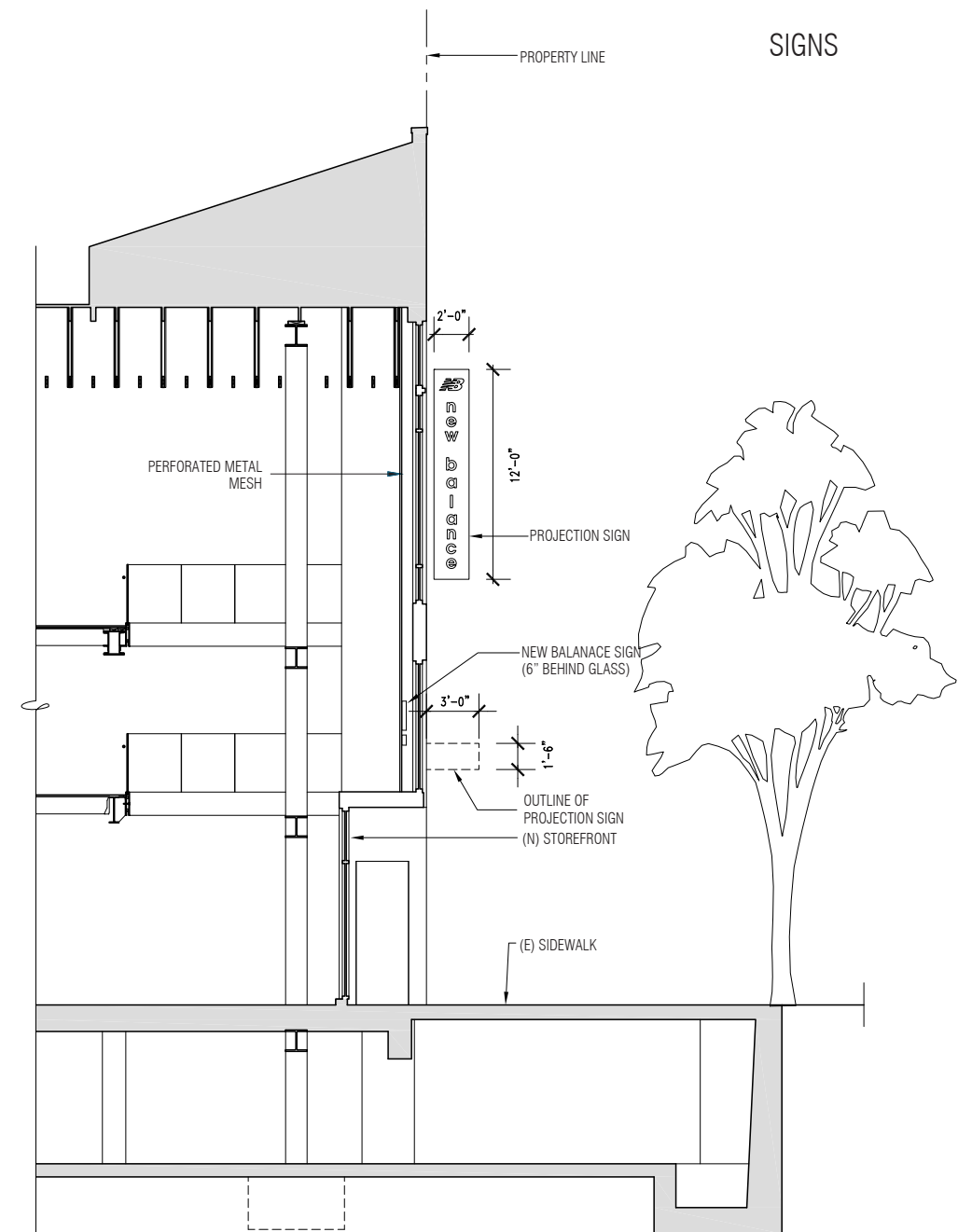
1 INTERNALLY ILLUMINATED PUSH THROUGH LETTERS ON OPAQUE BACKGROUND



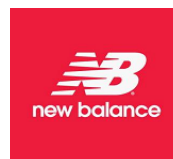
2 INTERNALLY ILLUMINATED CHANNEL LETTER MOUNTED ON PERFORATED METAL MESH BEHIND GLASS



PARTIAL ELEVATION



SECTION

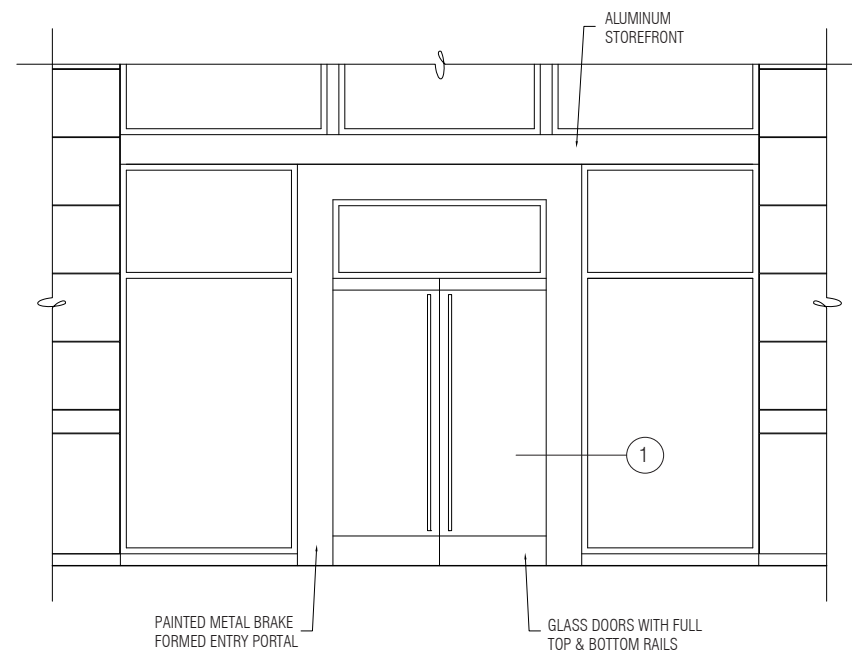


ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15

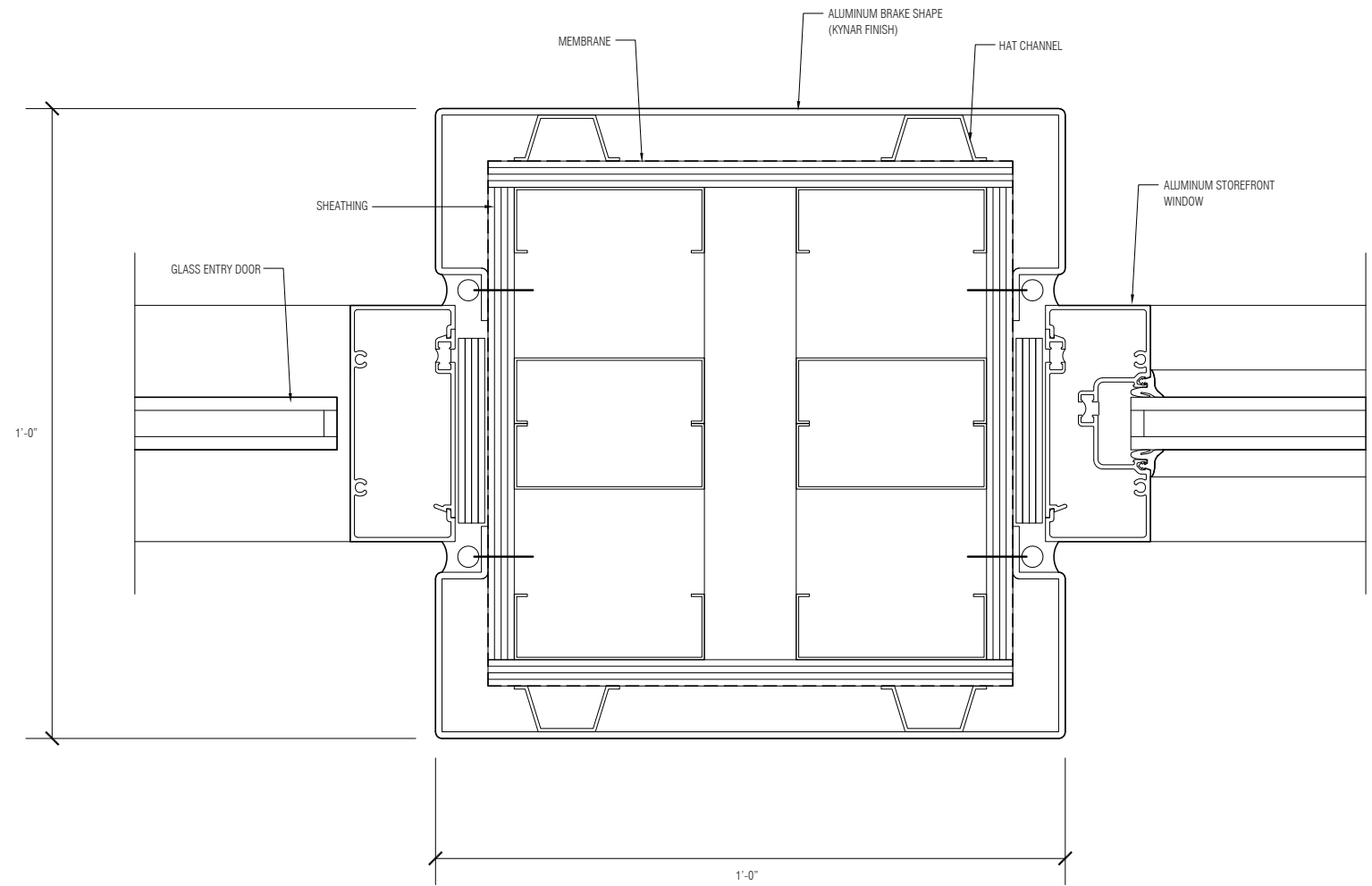
856 MARKET
ENTRY PORTAL



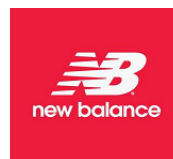
1 PARTIAL ELEVATION



2 METAL BRAKE FORMED ENTRY PORTAL



1 PORTAL DETAIL



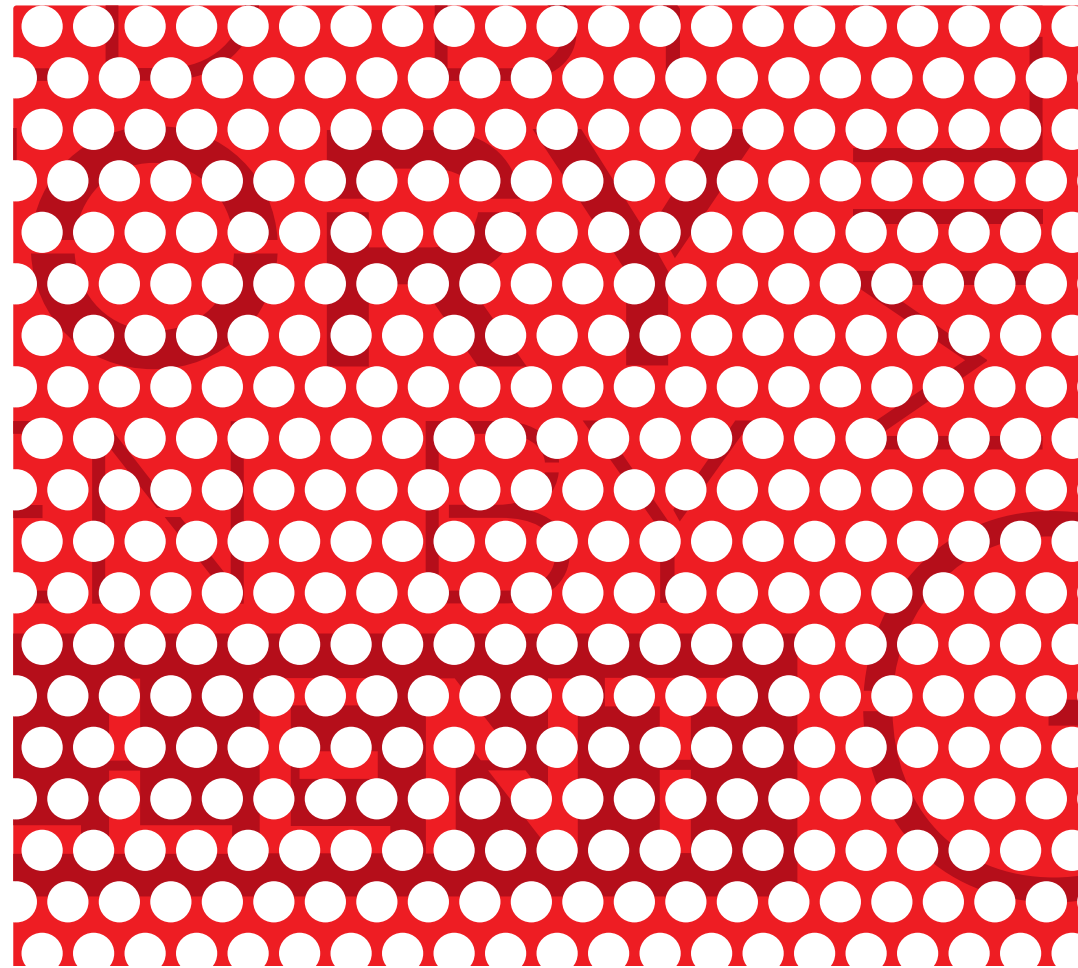
ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15

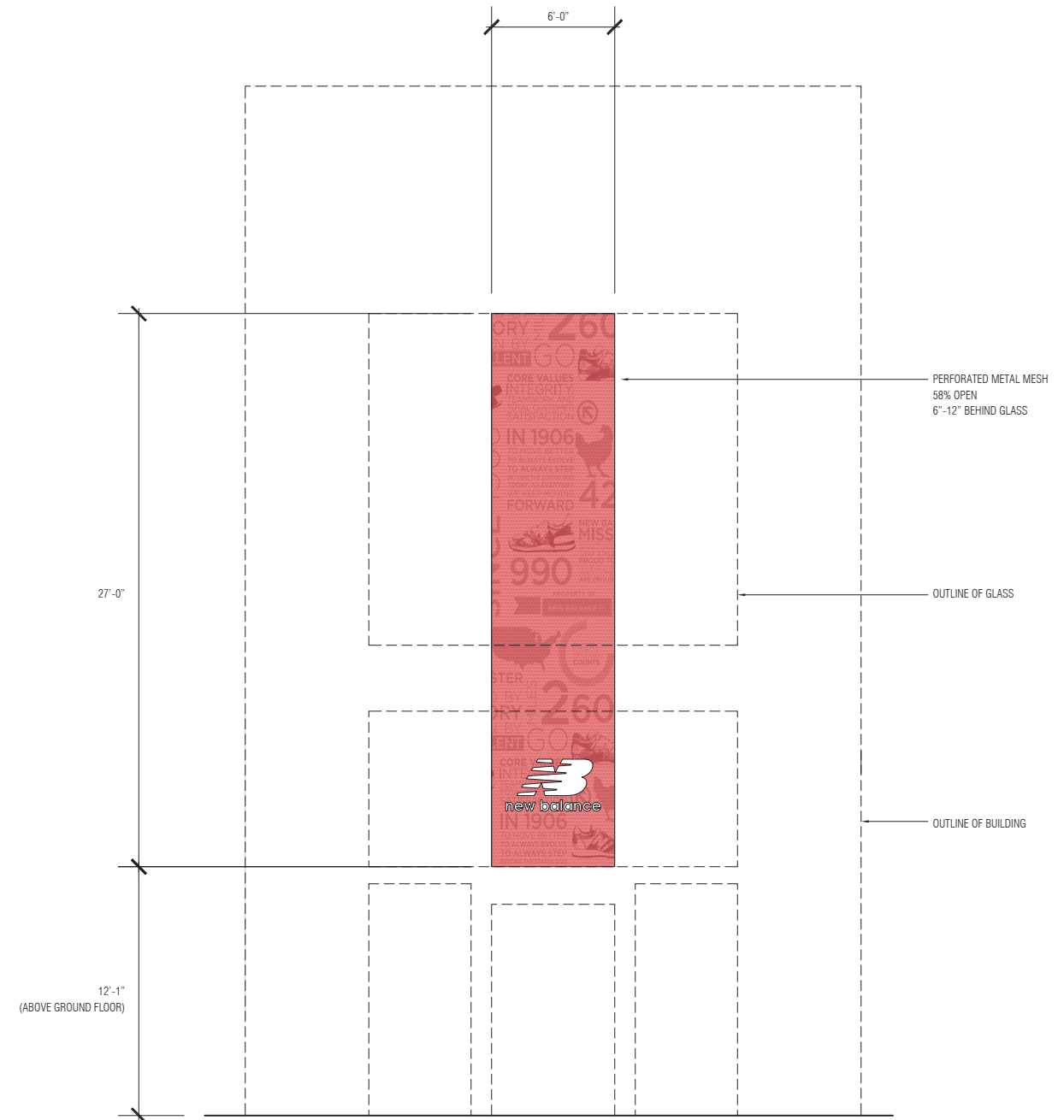
856 MARKET

PERFORATED METAL MESH DETAILS

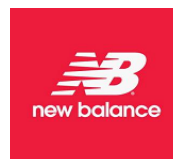


MCNICHOLS PERFORATED METAL
1" HOLES ON 1-1/4" STAGGERED CENTERS
58% OPEN

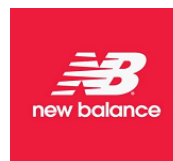
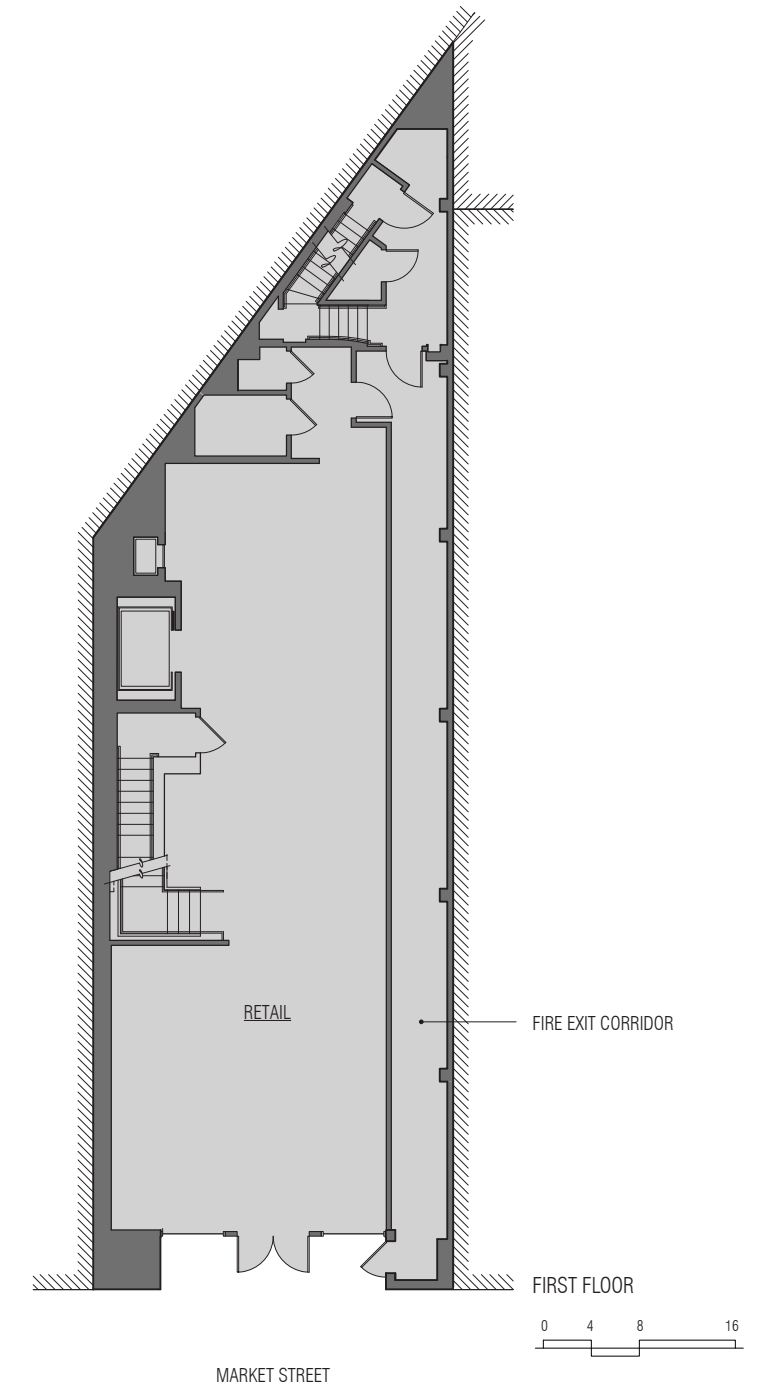
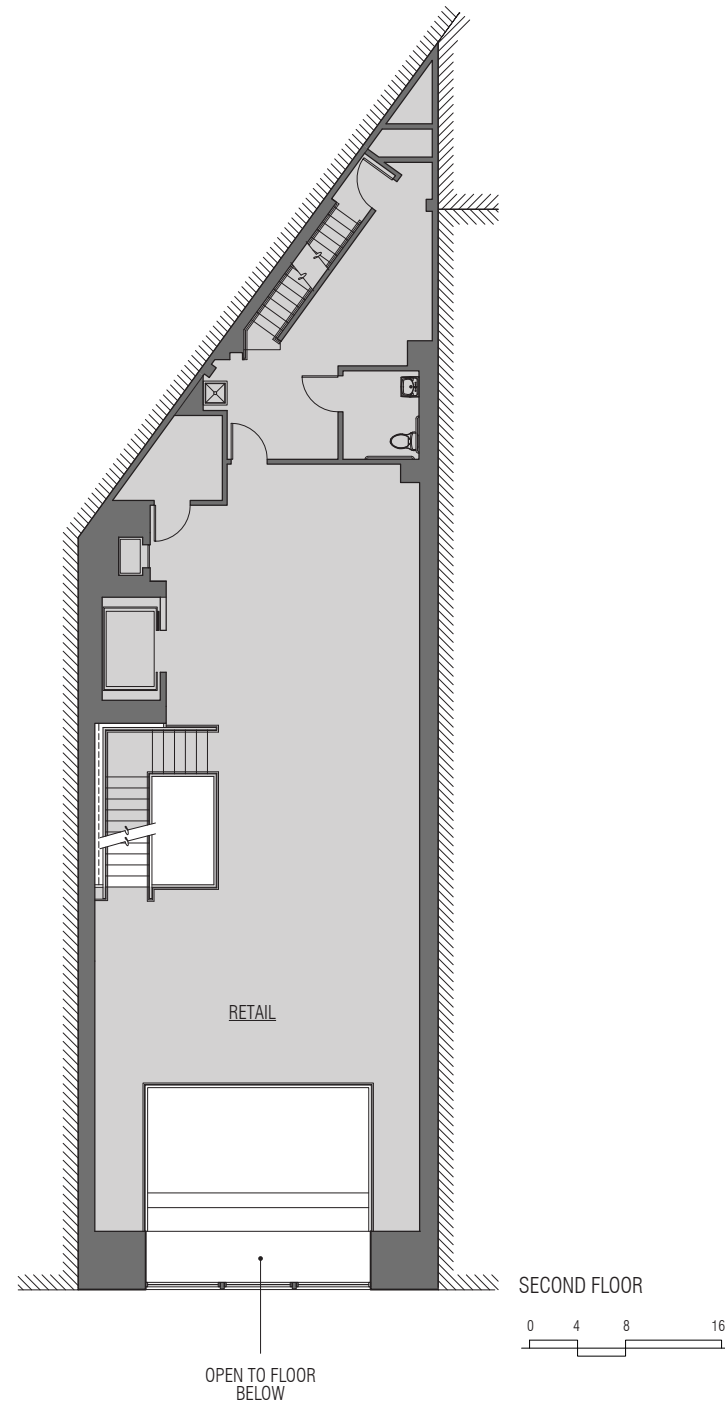
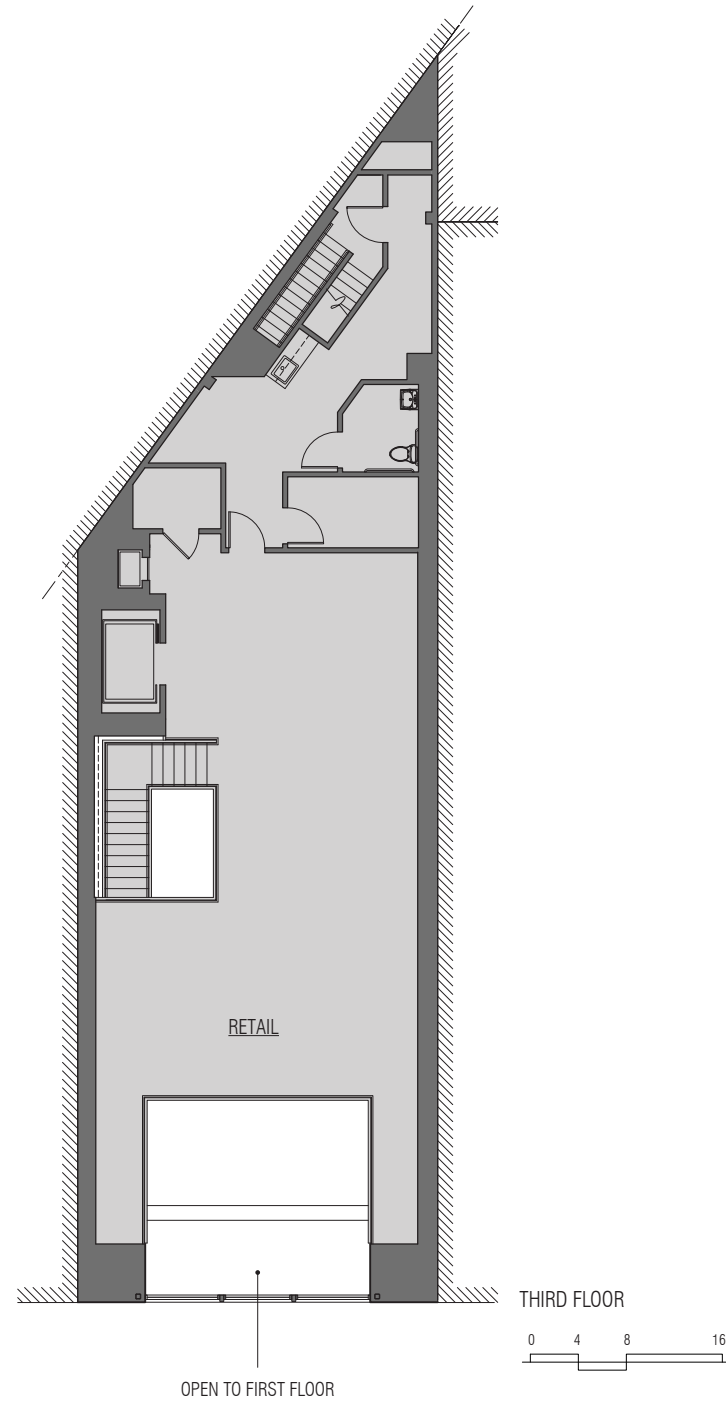
2. PERFORATED METAL MESH DETAIL
(NOT TO SCALE)



1. PERFORATED METAL MESH ELEVATION



856 MARKET
FLOOR PLANS



ELKUS | MANFREDI
ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

11.25.15