



SAN FRANCISCO PLANNING DEPARTMENT

Major Permit to Alter Case Report

HEARING DATE: DECEMBER 16, 2015

Filing Date: August 12, 2015
Case No.: 2015-008484PTA
Project Address: 856 MARKET STREET
Conservation District: Kearny-Market-Mason-Sutter
Building Category: Category V (Unrated)
Zoning: C-3-R (Downtown Retail) District
80-130-F Height and Bulk District
Block/Lot: 0329 / 004
Applicant: Chuck Bloszies
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PROPERTY DESCRIPTION

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 Market Street Special Sign 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 6 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.

An internally illuminated blade sign, approximately 12' 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. Pin-mounted metal address numbers will be installed at the base of the western building pier.

BACKGROUND

On December 2, 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 design of the new façade massing, composition, and scale, materials, and detailing and ornamentation with Kearny-Market-Mason-Sutter Conservation District as well as its general consistency with the Secretary of the Interior's Standards (Standards). A copy of the ARC letter (L-052) is attached.

OTHER ACTIONS REQUIRED

Proposed work will require Building Permit(s).

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 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.

SECTIONS 1111.6 AND 1111.2 OF THE PLANNING CODE

Section 1111.6 and Section 1111.2, as it relates to signage, of the Planning Code outline the specific standards and requirements the Historic Preservation Commission shall use when evaluating Permits to Alter. 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.

- (d) Within Conservation Districts, all major exterior alterations, of Category V Buildings, shall be compatible in scale and design with the District.

Proposed 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 base of the piers and the top of the building wall will be differentiated through use of cement board panels with textured surface and slightly darker color. Window openings will be setback at least 6 inches from the façade to provide additional façade articulation. The proposed façade has a contemporary design with limited ornamentation and simple detailing that is compatible with the District.

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.

Proposed 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. Given the rather small height of the building, a two-part vertical composition appears appropriate and consistent with the character of some of the smaller buildings within the District.

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.

The recessed storefront and scale of the proposed building base provides an intimate scale at the street that appears appropriate.

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.

The façade is proposed to be clad with cement board panel rainscreen system with hidden fasteners and dry joints. Panels would be arranged with a horizontal orientation and larger panels would be used on the upper portion of the façade. The proposed cladding material, while clearly contemporary, has a cementitious expression that is consistent with the masonry materials typical of the District. The returns of the recessed storefront and windows will be clad with aluminum panels - finished to match storefront and windows - that will overlap the cement board panels to create a solid corner detail. The orientation of the panels, use of concealed fasteners, joints, and solid corners at returns allows the contemporary material to be expressed in a manner that gives it greater mass and texture, which is consistent with the materiality of the District. The base of the piers and the top of the building wall will be differentiated from the rest of the cement board panel façade cladding (Façade field – Swiss Pearl ‘Carat’ Crystal 7010) through use of panels with textured surface and slightly darker finish color (Base and Cornice area – Swiss Pearl ‘Sandblasted’ Grey 8760; Window header bands – Swiss Pearl ‘Sandblasted’ Light Grey 8710). The proposed color palette is consistent with the District.

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.

The simple and contemporary design of the façade appears compatible with the District. Window openings will be setback at least 6 inches from the façade to provide additional façade articulation. Window and storefront systems will be aluminum with a powder coated (Light Gray) matte finish. The ground floor entry is recessed and will be highlighted with a painted red metal surround.

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 will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

The project will facilitate continued retail use of the non-historic building. No distinctive materials, features, spaces, or spatial relationships of the surrounding District will be affected by the proposed project.

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.

As the existing building is not individually historic, the proposed façade replacement will not require physical alteration of any historic fabric of the building or surrounding District.

Standard 3: Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

The project does not propose to add conjectural features or changes that create a false sense of historical development. The new façade will have a design that contemporary but compatible with the surrounding District.

Standard 5: Distinctive features, finishes, and construction techniques or examples of fine craftsmanship that characterize a property will be preserved.

As the existing building is not individually historic, the proposed façade replacement will not require physical alteration of any distinctive features, finishes, construction techniques or examples of fine craftsmanship that characterize the building or surrounding District.

Standard 9: New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

The proposed project will not destroy historic materials, features, or spatial relationships that characterize the District. The proposed new façade has a contemporary design with limited ornamentation and simple detailing that is compatible with the District. New fenestration and cladding will introduce a two-part vertical composition consistent with size of the building and with the massing and composition characteristic of the District. The base of the piers and the top of the building wall will be differentiated from the rest of the cement board panel façade cladding (Façade field – Swiss Pearl ‘Carat’ Crystal 7010) through use of panels with textured surface and slightly darker finish color (Base and Cornice area – Swiss Pearl ‘Sandblasted’ Grey 8760; Window header bands – Swiss Pearl ‘Sandblasted’ Light Grey 8710). Window openings will be setback at least 6 inches from the façade to provide additional façade articulation. Window and

storefront systems would be aluminum with a powder coated (Light Gray) matte finish. The ground floor entry is recessed and will be highlighted with a painted red metal surround. New signs will have opaque backgrounds and halo or push-through illumination.

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.

If the proposed façade cladding, fenestration, and signs were removed and replaced in the future, the form and integrity of the 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

Staff has determined that the proposed work will be in conformance with the requirements of Article 11 and the *Secretary of Interior's Standards for Rehabilitation*. Proposed work will not damage or destroy distinguishing original qualities or character of the District. Staff finds that the historic character of the District will be retained and preserved.

The existing non-historic façade will be removed and replaced. The building piers and wall will be clad with a cement board panel rainscreen system with hidden fasteners and dry joints. Panels would be arranged with a horizontal orientation and larger panels would be used on the upper portion of the façade. In response to ARC recommendations, the returns of the recessed storefront and windows will be clad with aluminum panels - finished to match storefront and windows - that will overlap the cement board panels to create a solid corner detail.

The ARC also recommended addition of a projecting bevel, or similar slightly projecting footing element, at the base of the building piers to add to the sense of weight and permanence at the building base as well as provide additional façade articulation. The project architect has indicated that this change in plane is not possible. The base of the piers, top of the building wall, and headers at window openings will be differentiated from the rest of the facade (Façade field – Swiss Pearl ‘Carat’ Crystal 7010) through use of panels with textured surface and slightly darker finish color (Base and Cornice area – Swiss Pearl ‘Sandblasted’ Grey 8760; Window header bands – Swiss Pearl ‘Sandblasted’ Light Grey 8710).

The proposed color palette is consistent with the District. The proposed cladding material, while clearly contemporary, has a cementitious quality that is consistent with the masonry materials typical of the District. The orientation of the panels, use of concealed fasteners, joints, and solid corners at window and storefront returns allows the contemporary material to be expressed in a manner that gives it greater mass and texture, which is consistent with the materiality of the District. Therefore, the proposed cladding material appears to be compatible with the character of the District in conformance with the

Secretary's Standards and with Article 11. In order to ensure consistency of the cladding installation with this approval, staff recommends the following condition:

Condition of Approval:

1. *That a mock-up of the cement board panel cladding will be installed for Preservation staff review and approval. The mock-up should be off sufficient size to demonstrate the installation mechanism, typical joints, and corner detail at storefront recess.*

New fenestration will consist of two large, centered window openings; the lower opening includes a recessed storefront entry. Window and storefront systems will be aluminum with a powder coated (Light Gray) matte finish. Proposed material and finish of windows and storefront is compatible with the District. In response to the ARC recommendation, window openings have been recessed at least 6 inches from the façade to provide greater articulation of the façade. As proposed, the fenestration appears compatible with the District in conformance with the *Secretary's Standards* and with Article 11.

The project proposes two tenant signs: a thin projecting blade sign adjacent to the upper level window and a wall sign behind the glazing of the lower level window. The blade sign will be painted aluminum, will be approximately 12 feet tall, and will project approximately 2.5 feet from the façade. 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, where such signs are fairly common, the Department is generally comfortable with the location and size of the projecting sign. As the new blade sign is consistent in terms of material, illumination and method of attachment, size and location with the Department's Sign Guidelines (draft) it appears to be appropriate.

The wall sign is proposed to be installed 6 inches behind the window glazing in the center panel of the lower window. The sign would consist of internally illuminated channel letters and would be mounted to a perforated painted metal screen. The location and size of the proposed sign is appropriate, however, it should have halo-type illumination, or similar, for consistency with the Department's Sign Guidelines (draft). Therefore, staff recommends the following condition of approval:

Condition of Approval:

2. *That the wall sign have a method of illumination that is consistent with the Department's Sign Guidelines (draft). This detail will be addressed during Preservation staff review and approval of the associated Sign Permit.*

A perforated red metal screen is proposed to be installed behind the center window, spanning the height of the window openings. This screen would be set approximately 12 inches behind the window glazing; the proposed wall sign will be mounted to the face of the screen. As this screen has not yet been fully designed, we recommend the following condition of approval to ensure that this installation meets transparency requirements for the District:

Condition of Approval:

3. *That shop drawings and/or material sample of the proposed perforated metal screen be provided to Preservation staff for review and approval prior to approval of the Building Permit or Architectural Addendum.*

ENVIRONMENTAL REVIEW STATUS

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

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends APPROVAL 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 V (Unrated) Property and the *Secretary of the Interior Standards for Rehabilitation*.

ATTACHMENTS

Draft Motion
Parcel Map
Sanborn Map
Aerial Photo
Site Photo
ARC Comment Memorandum (L-052)
Sponsor Packet (plans and renderings)

PL: G:\DOCUMENTS\856 Market Street\Certificate of Appropriateness Case Report.docx



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Motion Permit to Alter MAJOR ALTERATION

HEARING DATE: DECEMBER 16, 2015

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Project Address: **856 MARKET STREET**
Conservation District: Kearny-Market-Mason-Sutter
Building Category: Category V (Unrated)
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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 V (UNRATED) BUILDING LOCATED ON LOT 004 IN ASSESSOR'S BLOCK 0329. THE SUBJECT PROPERTY IS WITHIN A C-3-R (DOWNTOWN RETAIL) ZONING DISTRICT, AN 80-130-F HEIGHT AND BULK DISTRICT, THE MARKET STREET SPECIAL SIGN DISTRICT, AND THE KEARNY-MARKET-MASON-SUTTER CONSERVATION DISTRICT.

PREAMBLE

WHEREAS, on August 12, 2015, Chuck Bloszies, FAIA ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter to replace the façade on the subject building. The subject building is located on Lot 004 in Assessor's block 0329, a Category V (Unrated) building located within the Kearny-Market-Mason-Sutter Conservation District.

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

WHEREAS, on December 16, 2015, the Commission conducted a duly noticed public hearing on Permit to Alter application No. 2015-008484PTA (“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. 2015-008484PTA based on the following findings:

CONDITIONS OF APPROVAL

1. That a mock-up of the cement board panel cladding will be installed for Preservation staff review and approval. The mock-up should be off sufficient size to demonstrate the installation mechanism, typical joints, and corner detail at storefront recess.
2. That the wall sign have a method of illumination that is consistent with the Department's Sign Guidelines (draft). This detail will be addressed during Preservation staff review and approval of the associated Sign Permit.
3. That shop drawings and/or material sample of the proposed perforated metal screen be provided to Preservation staff for review and approval prior to approval of the Building Permit or Architectural Addendum.

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 character-defining features of the Kearny-Market-Mason-Sutter Conservation District and meets the requirements of Article 11 of the Planning Code:

- That the proposal is compatible in scale and design with the District.
- That the proposed façade is compatible with the massing and composition, scale, materials and colors, and detailing and ornamentation characteristics of the District.
- The proposed project meets the following *Secretary of the Interior's Standards for Rehabilitation*:

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.

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 3.

Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

Standard 5.

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

Standard 9.

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

Standard 10.

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

3. **General Plan Compliance.** The proposed 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.

OBJECTIVE 1

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

POLICY 1.3

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

OBJECTIVE 2

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

POLICY 2.4

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

POLICY 2.5

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

POLICY 2.7

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

The goal of a 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 is for a new retail tenant replacing a former retail tenant.

- 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 Conservation District in conformance with the Secretary of the Interior's Standards.

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

The project 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.

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

The proposed will not have any effect on industrial and service sector jobs. No office development is proposed as part of the project.

- 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 affect the access to sunlight or vistas for parks and open space.

5. 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, General Plan and Prop M findings of the Planning Code.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS WITH CONDITIONS a Permit to Alter** for the property located at Lot 004 in Assessor's Block 0329 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. 2015-008484PTA.

APPEAL AND EFFECTIVE DATE OF MOTION: The Commission's decision on a Permit to Alter shall be final unless appealed within thirty (30) days. 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.

Duration of this Permit to Alter: This Permit to Alter is issued pursuant to Article 11 of the Planning Code and is valid for a period of three (3) years from the effective date of approval by the Historic Preservation Commission. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor.

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

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on December 16, 2015.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

RECUSED:

ABSENT:

ADOPTED: December 16, 2015



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: December 8, 2015

TO: Chuck Bloszies, Project Architect

CC: Historic Preservation Commission

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
December 2 ARC-HPC Hearing for 856 Market Street**

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At the request of the Planning Department and Project Sponsor, the proposed replacement of the façade of 856 Market Street, a Category V building in the Kearny-Market-Mason-Sutter Conservation District, 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 concurred with staff that the configuration of the new fenestration and cladding would introduce a two-part vertical composition of the façade that appears compatible with the surrounding District and in conformance with Article 11. However, the Commissioners also noted that the façade design was too flat and recommended increasing the setback of the windows to a minimum of 6 inches with the solid horizontal band remaining in plane with the solid wall.
- 2. Material and Color:** All three Commissioners felt that no storefront base (bulkhead) was necessary and that the proposed storefront framing provided an adequate curb that was in proportion to the size of the storefront. They also felt that the storefront design was consistent with the storefronts on surrounding buildings, including the Flood Building and Westfield Shopping Center. There were no comments regarding the storefront and window systems or metal frame at entry, which staff felt were appropriate and compatible with the District.

The Commissioners were comfortable with use of the proposed Swiss Pearl cement board panels but noted that the following modifications to the design were necessary for the material to be installed and detailed in a manner that appropriately references cladding materials typical of the District:

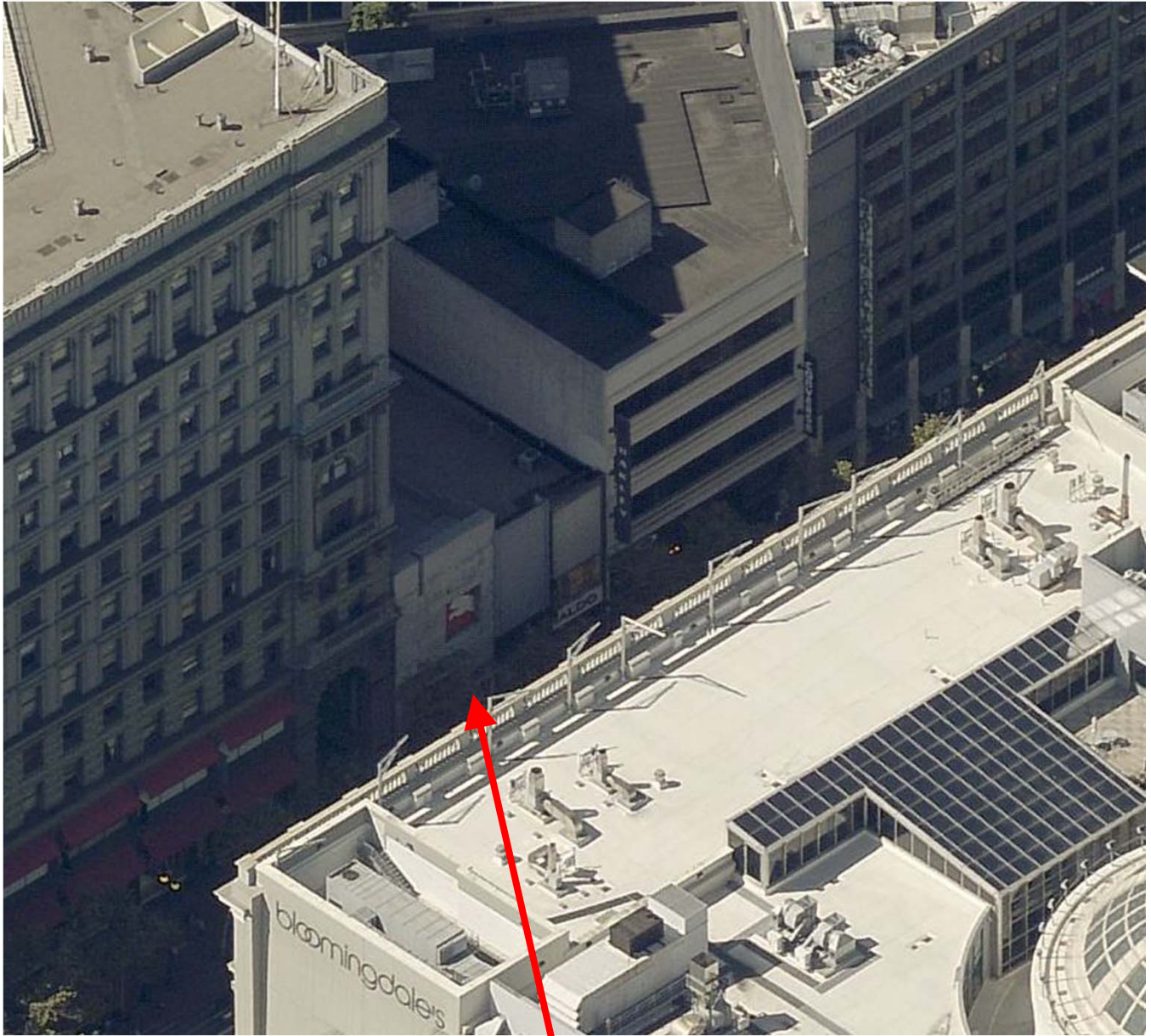
- The cement board panel cladding system should be installed on concealed fasteners.
 - The project sponsor should provide staff with examples of the Swiss Pearl installed in various locations and information about the material's overall performance in the field.
 - The cement board panel cladding system should not return at the storefront or window insets as it is important to have a solid corner. Instead there should be a projecting steel (or similar) frame around the openings that the cement panel system relates to in order to create a sense of weight and mass. The Commissioners were concerned that the cladding materials not look too thin.
 - The Commissioners recommended introducing a bevel, or similar slightly projecting footing element, at the transition between the textured and smooth panels at the lower portion of the building piers. This would add to the sense of weight and permanence at the building base as well as provide an additional change in plane on the façade.
3. **Detailing and Ornamentation:** The Commissioners concurred with staff that the simple and contemporary design of the façade appears compatible with the District. Commissioner Pearlman noted, and Commissioner Wolfram agreed that the change in color/texture at the top of the façade was too wide and made the building seem top-heavy; the proportions of the façade should be balanced.
4. **Sign:** No comment as staff recommended revisions were made prior to the ARC review.

Parcel Map



Major Permit to Alter
Case Number 2015-008484PTA
856 Market Street

Aerial Photo



SUBJECT PROPERTY



Major Permit to Alter
Case Number 2015-008484PTA
856 Market Street

Site Photo



SUBJECT PROPERTY



Major Permit to Alter
Case Number 2015-008484PTA
856 Market Street

856 MARKET

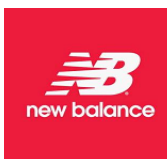
SAN FRANCISCO, CA

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.



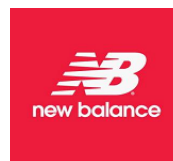
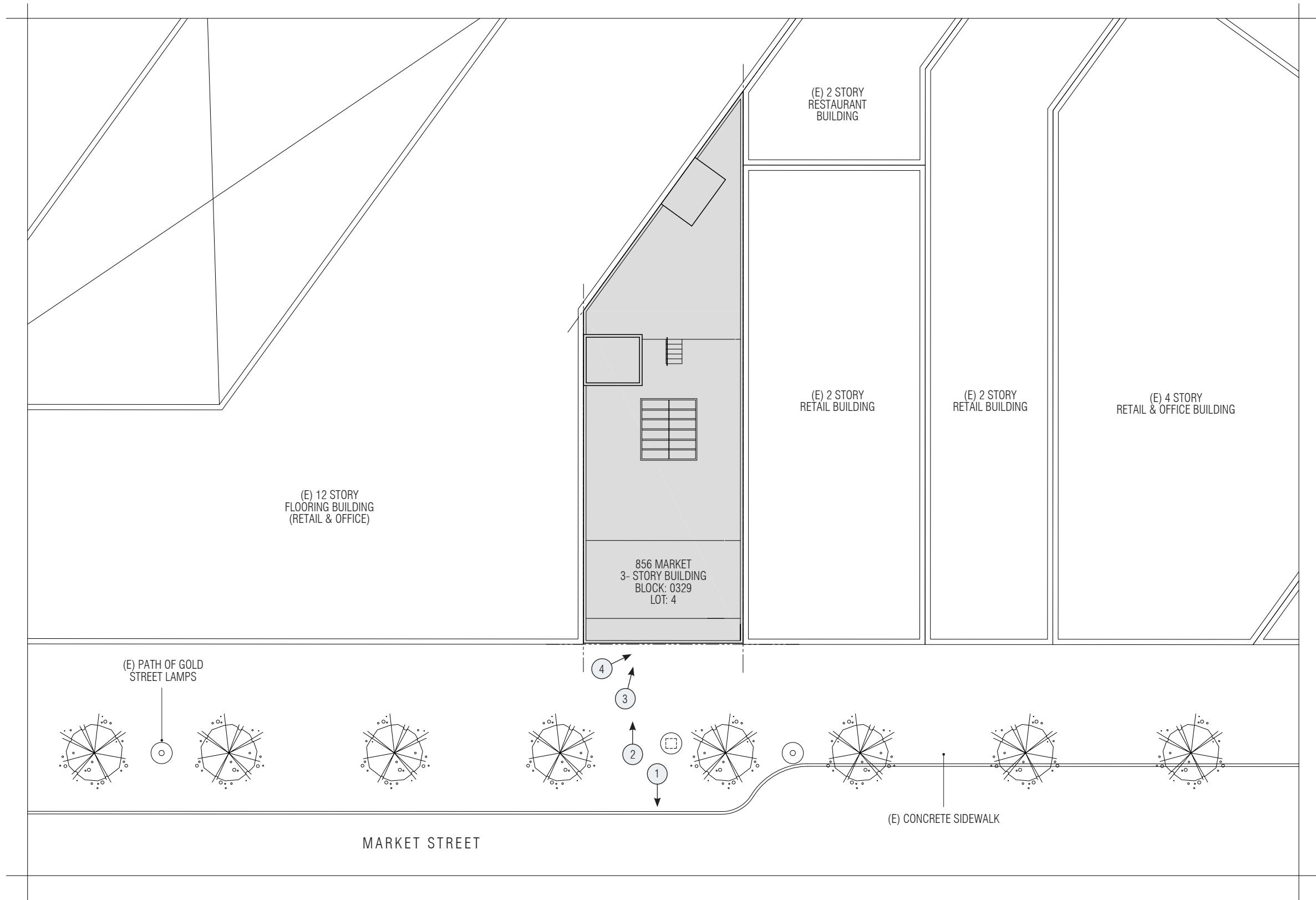
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ARCHITECTS
BOSTON

OFFICE OF CHARLES F. BLOSZIES, FAIA

12.16.15

856 MARKET

SITE PLAN



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856 MARKET
SITE PHOTOS



FLOOD BUILDING

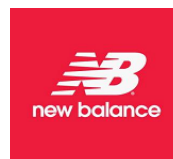
PROJECT SITE
856 MARKET

2



WESTFIELD
CENTRE

1



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3

856 MARKET

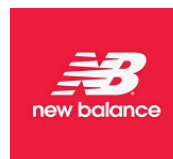
SITE PHOTOS



4



3



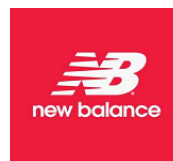
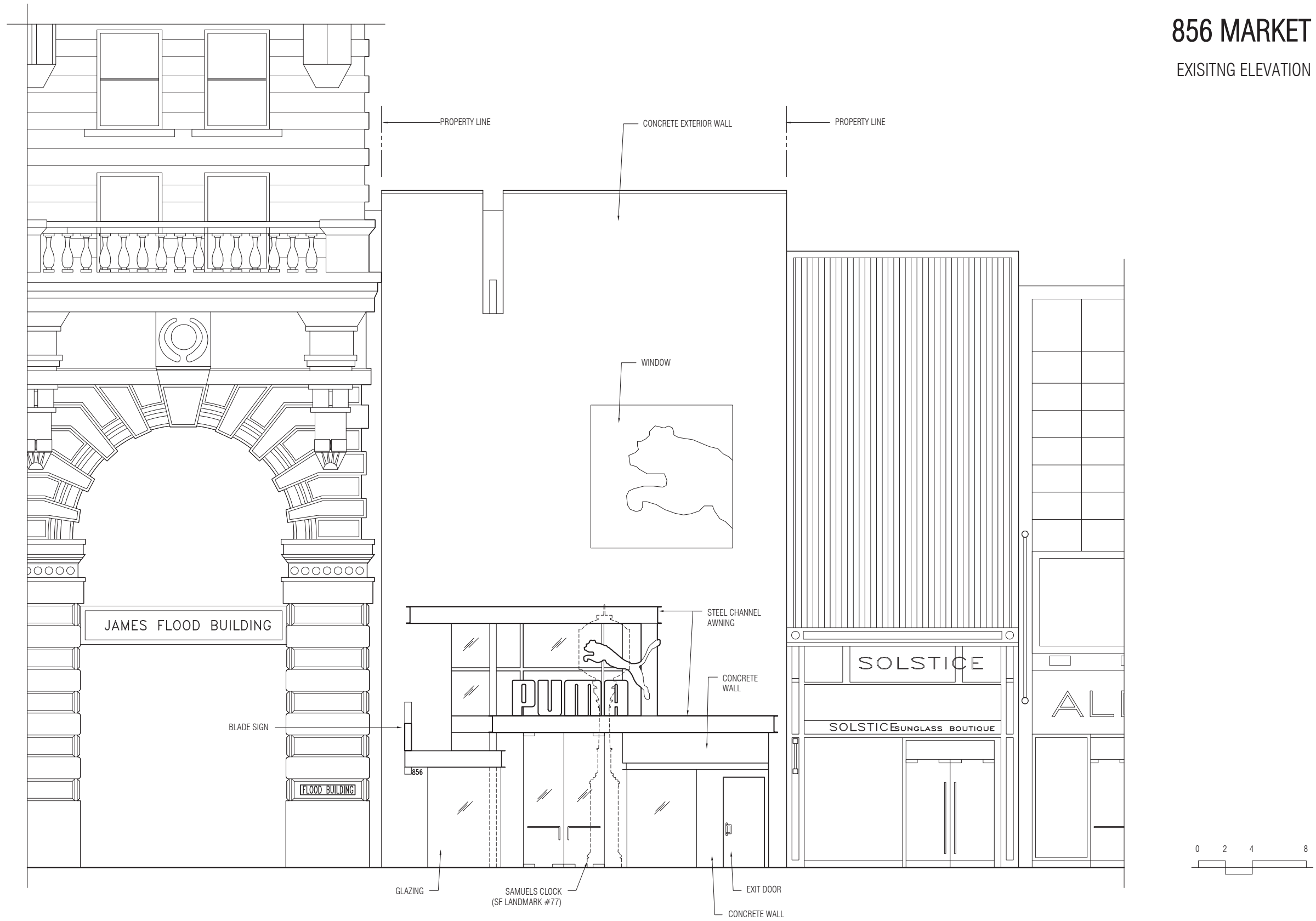
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4

856 MARKET
EXISTING ELEVATION

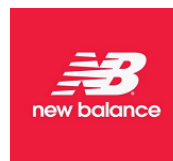
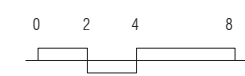
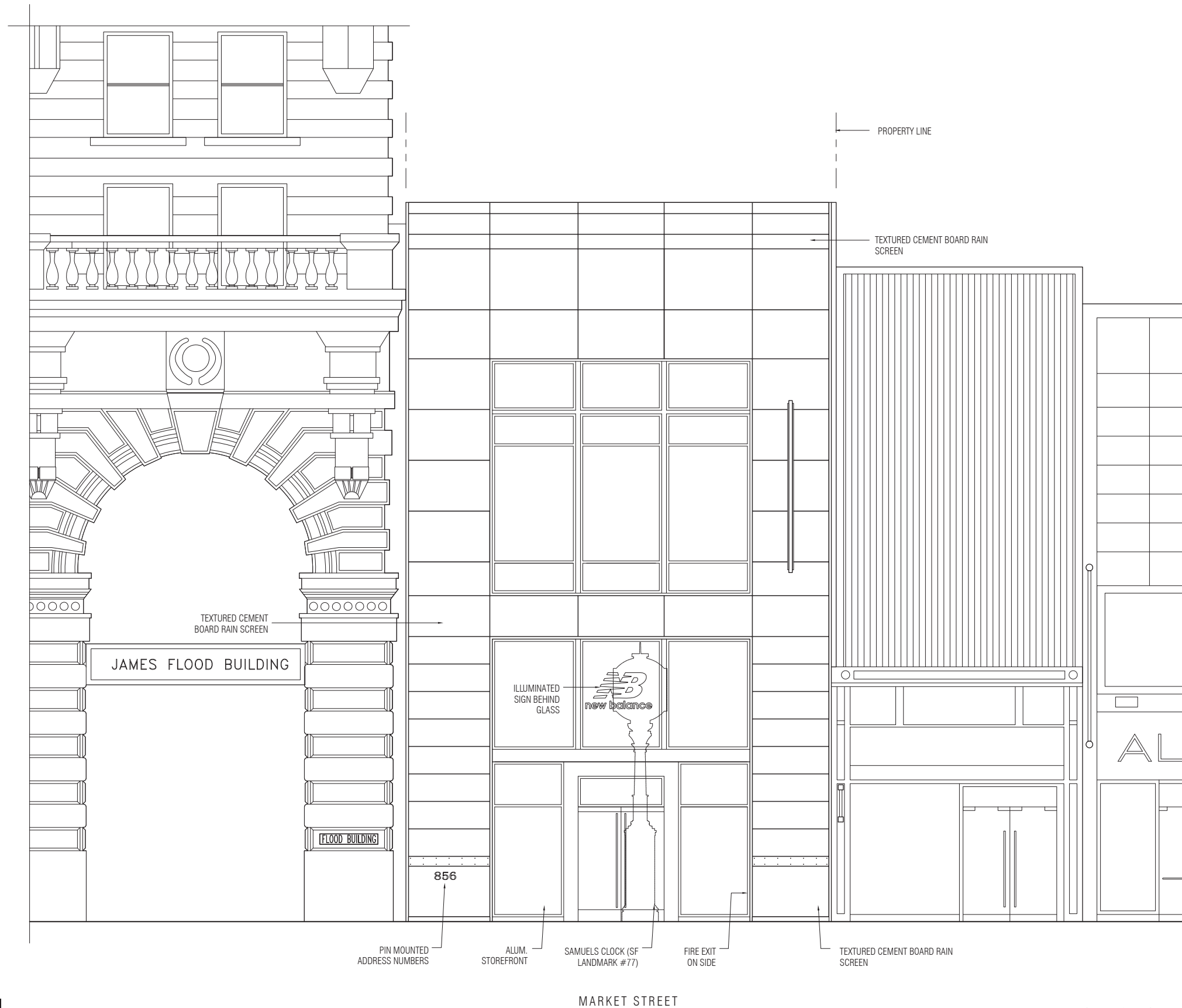


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856 MARKET
PROPOSED ELEVATION

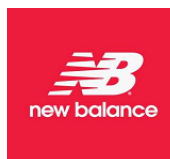
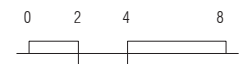
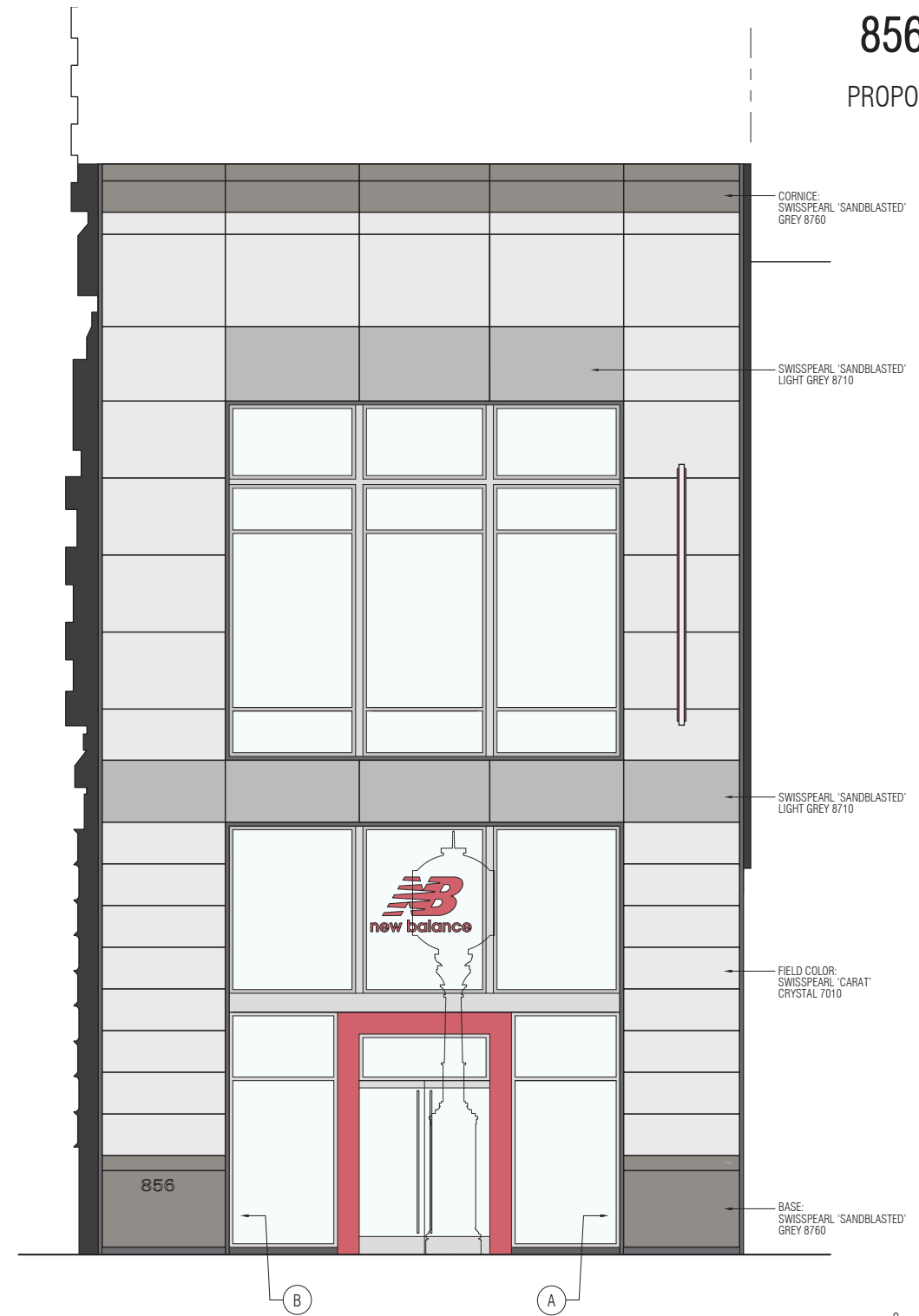
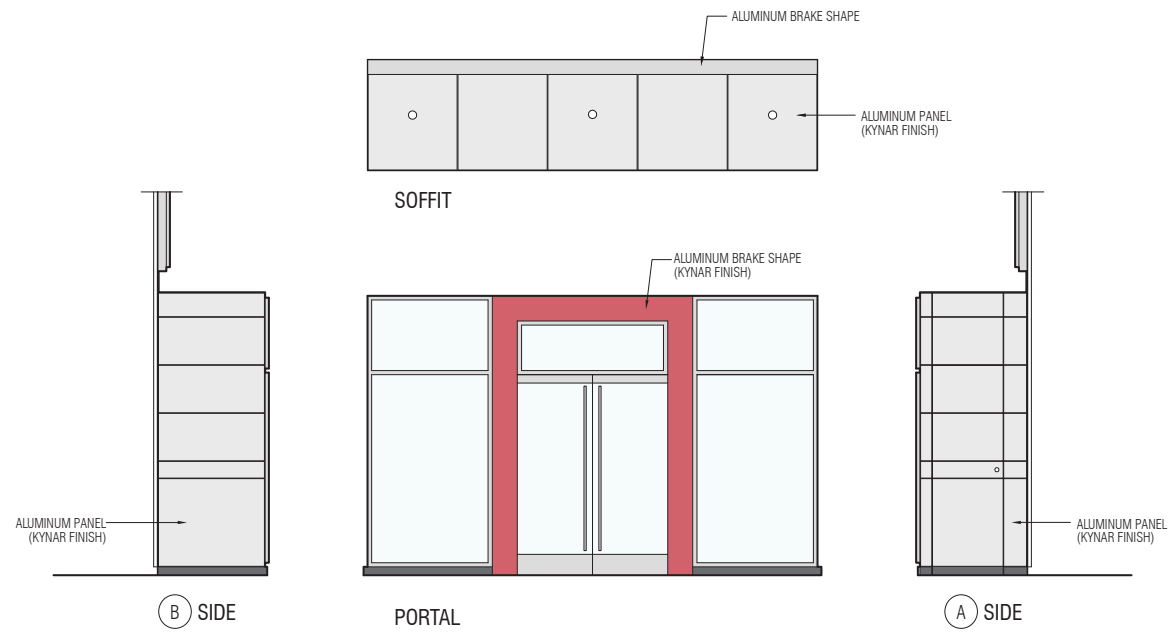


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PROPOSED ELEVATION



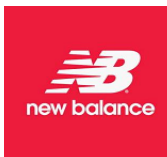
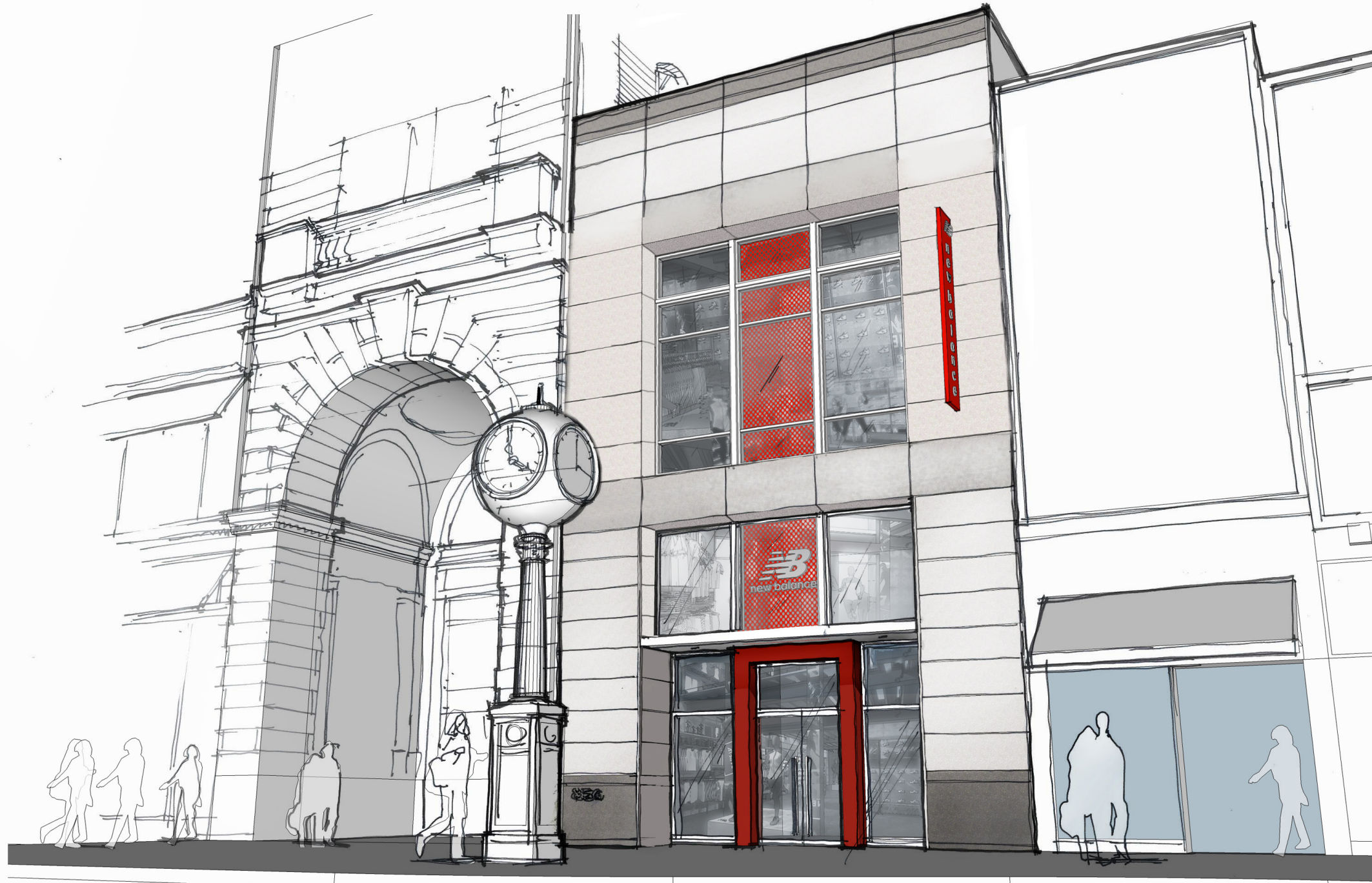
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856 MARKET

PROPOSED DESIGN



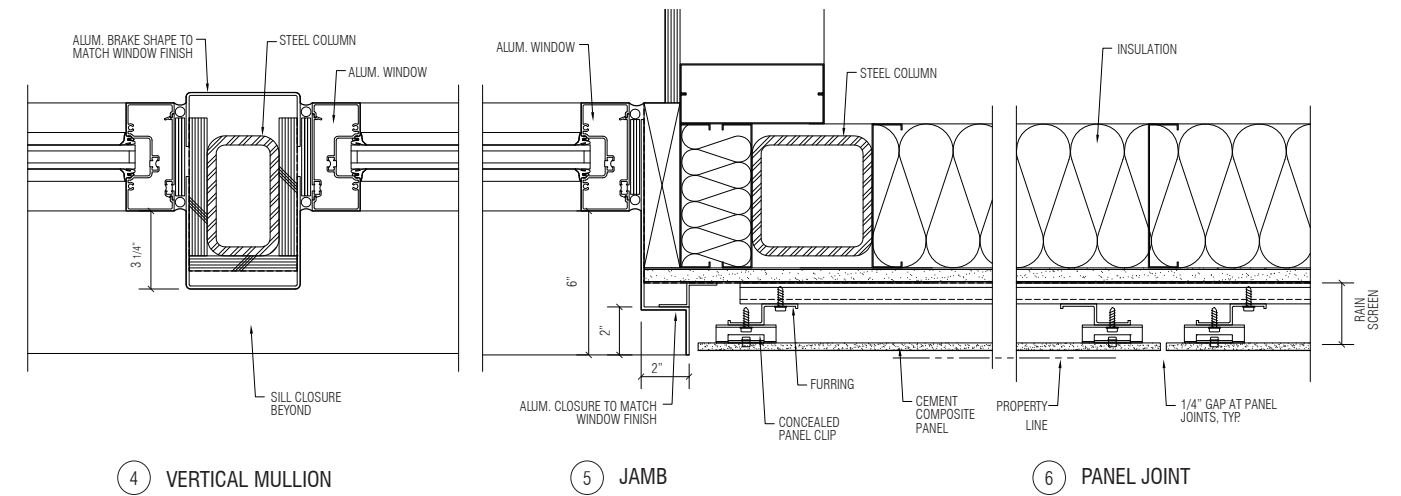
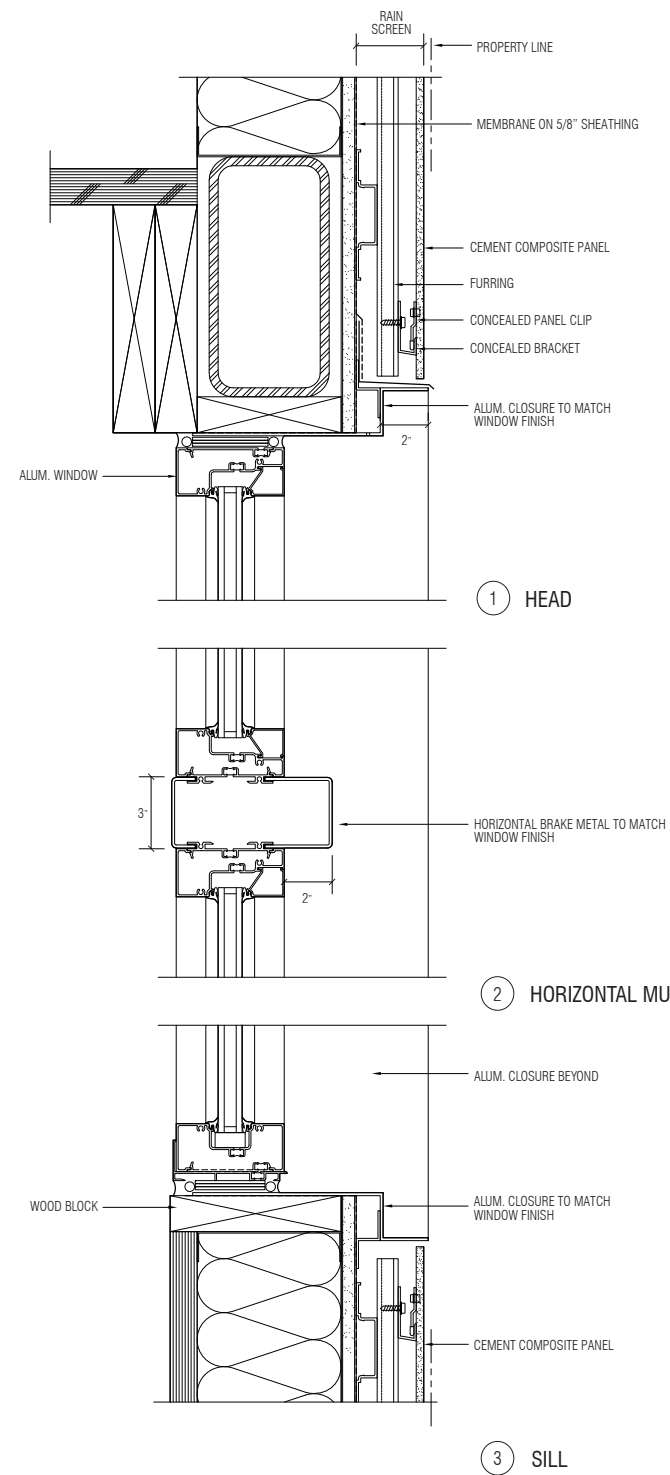
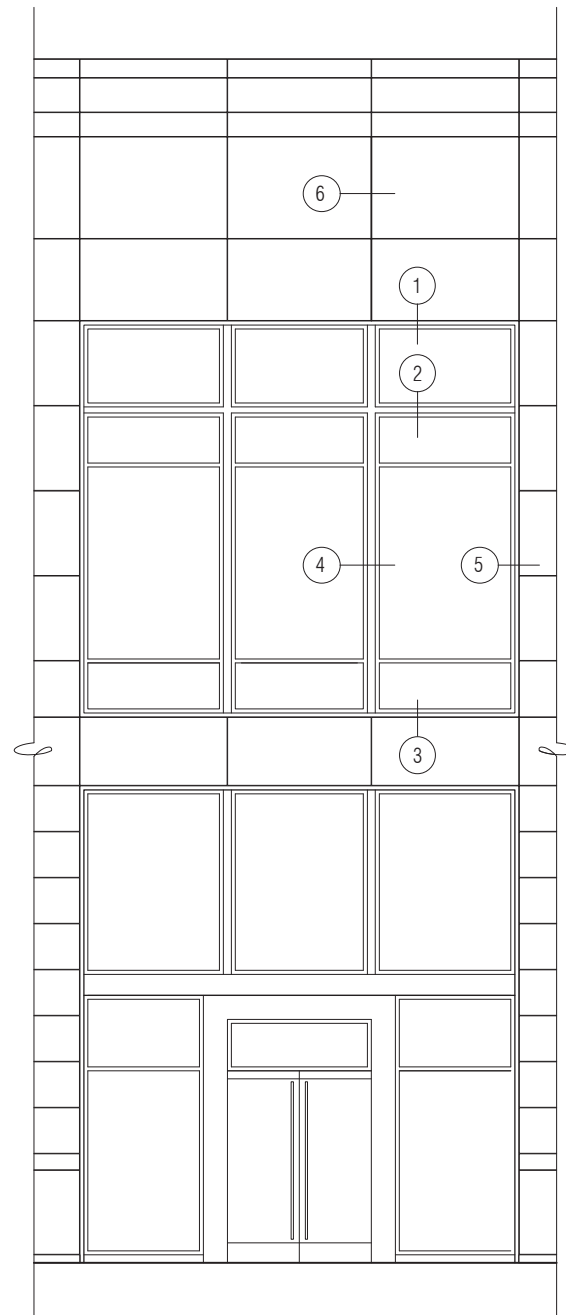
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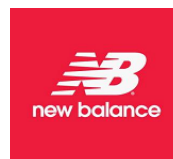
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DETAILS



SWISS PEARL CEMENT BOARD



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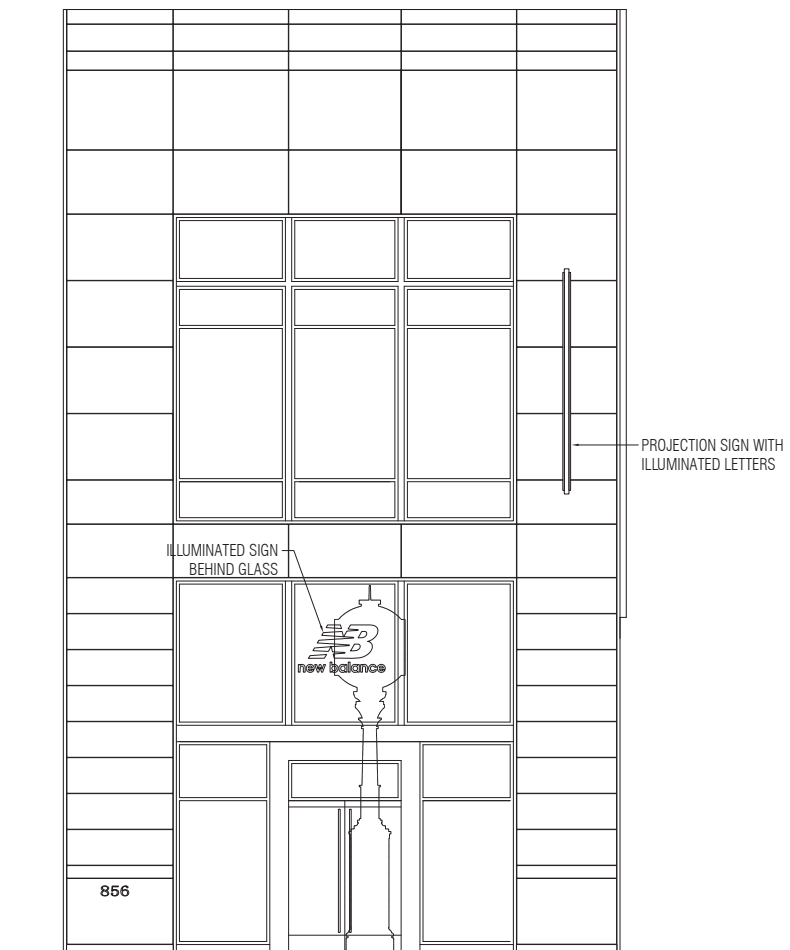
SIGNS



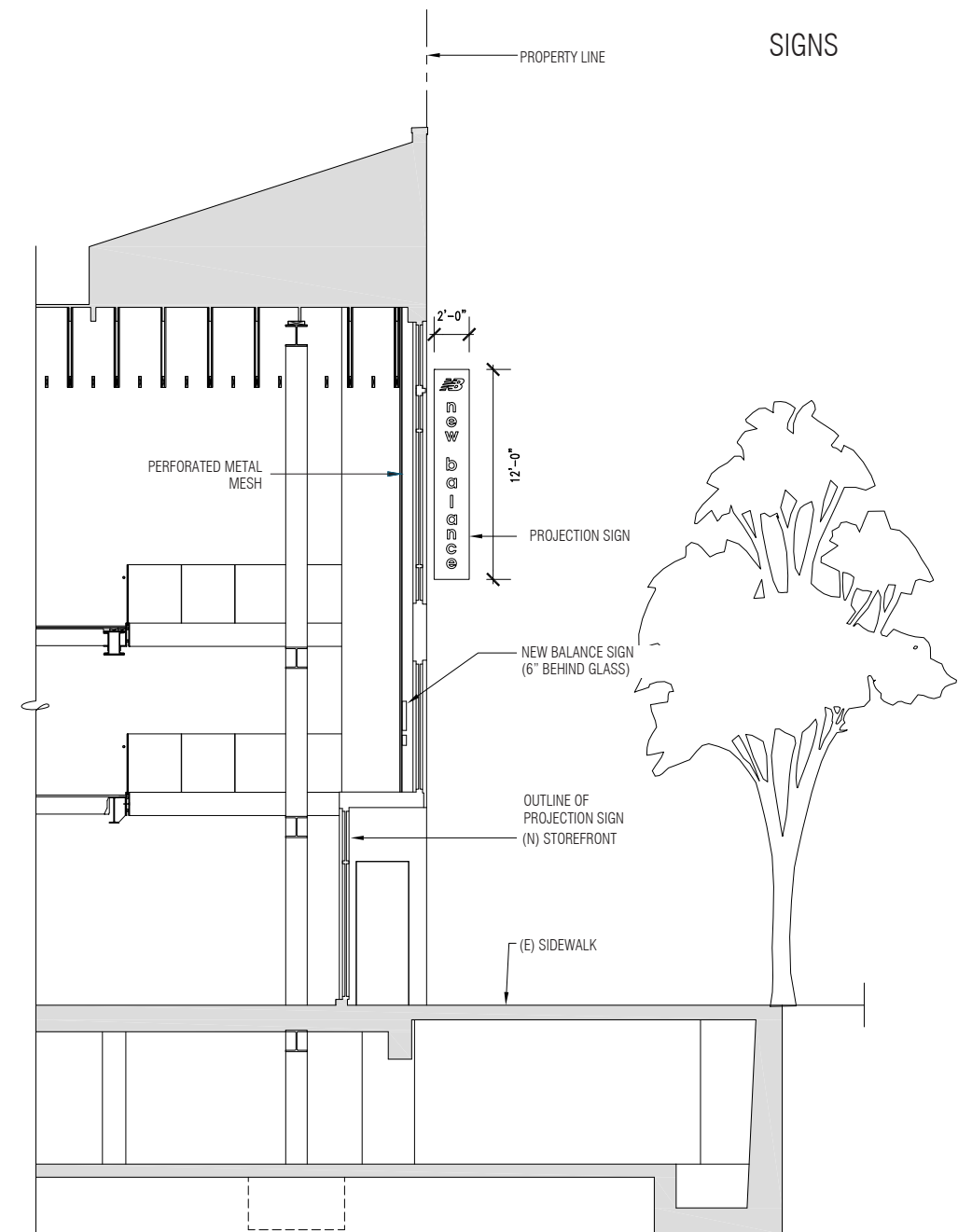
1 INTERNALLY ILLUMINATED PUSH THROUGH LETTERS ON OPAQUE BACKGROUND



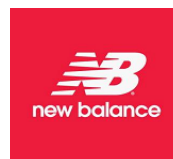
2 INTERNALLY ILLUMINATED CHANNEL LETTER MOUNTED ON PERFORATED METAL MESH BEHIND GLASS



PARTIAL ELEVATION



SECTION

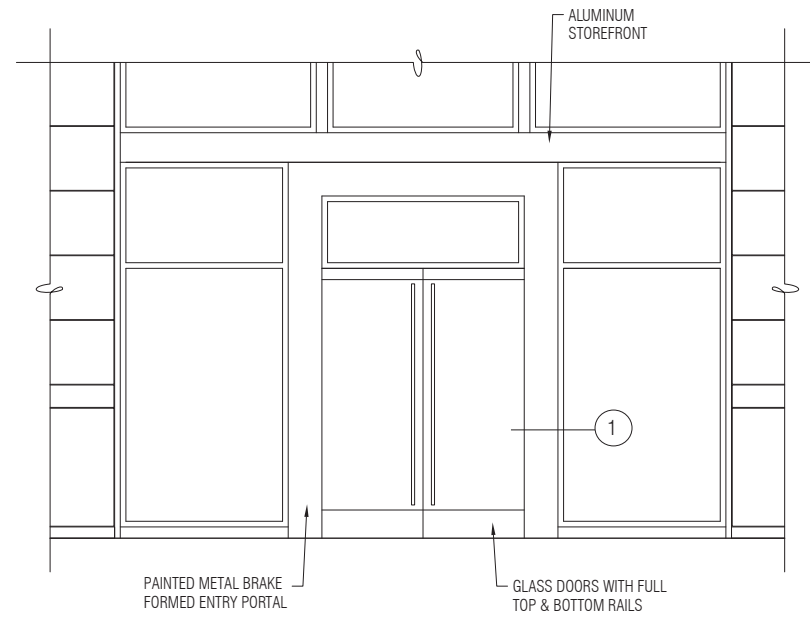


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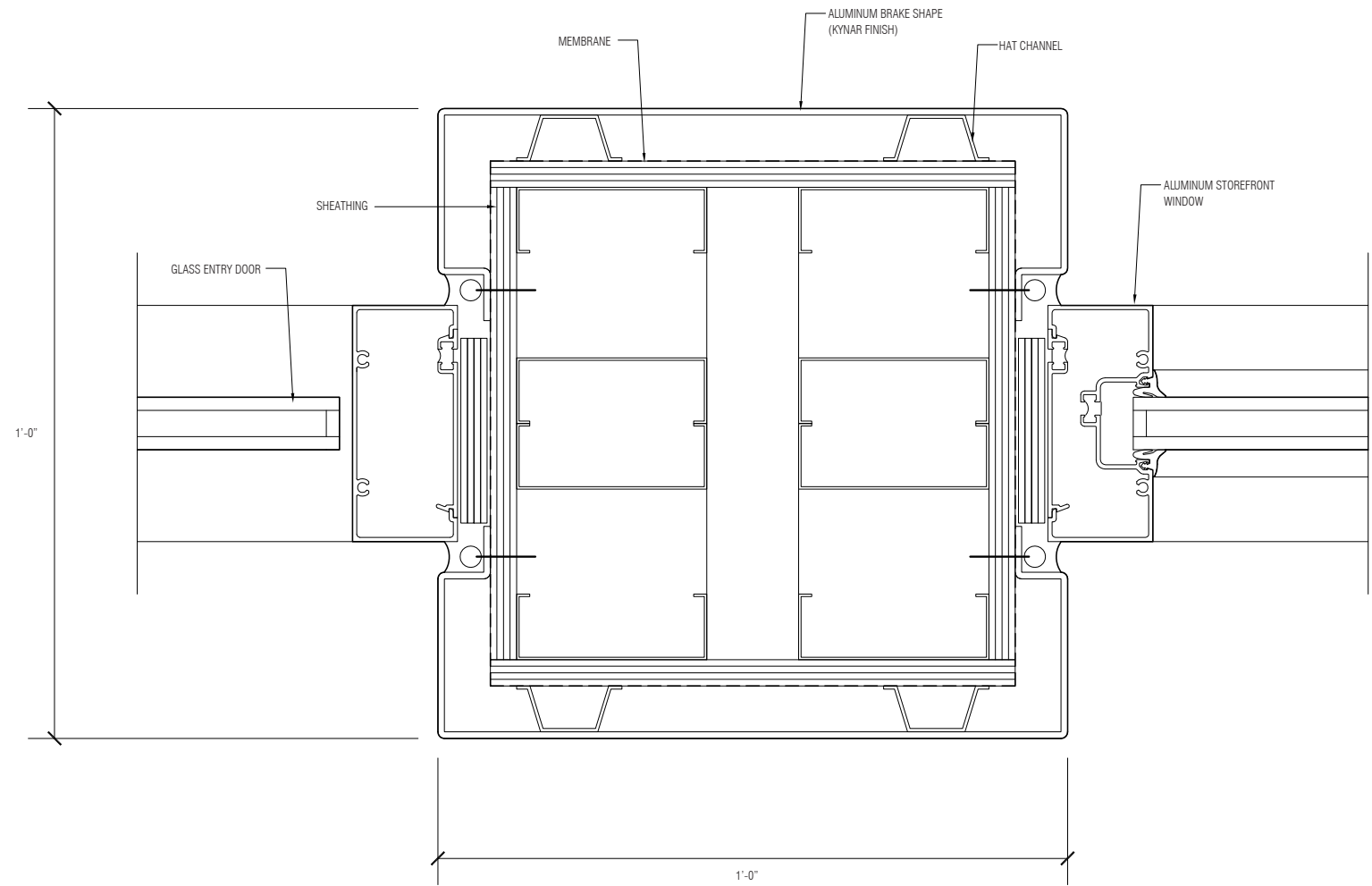
856 MARKET
ENTRY PORTAL



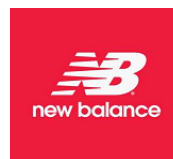
1 PARTIAL ELEVATION



2 METAL BRAKE FORMED ENTRY PORTAL



1 PORTAL DETAIL



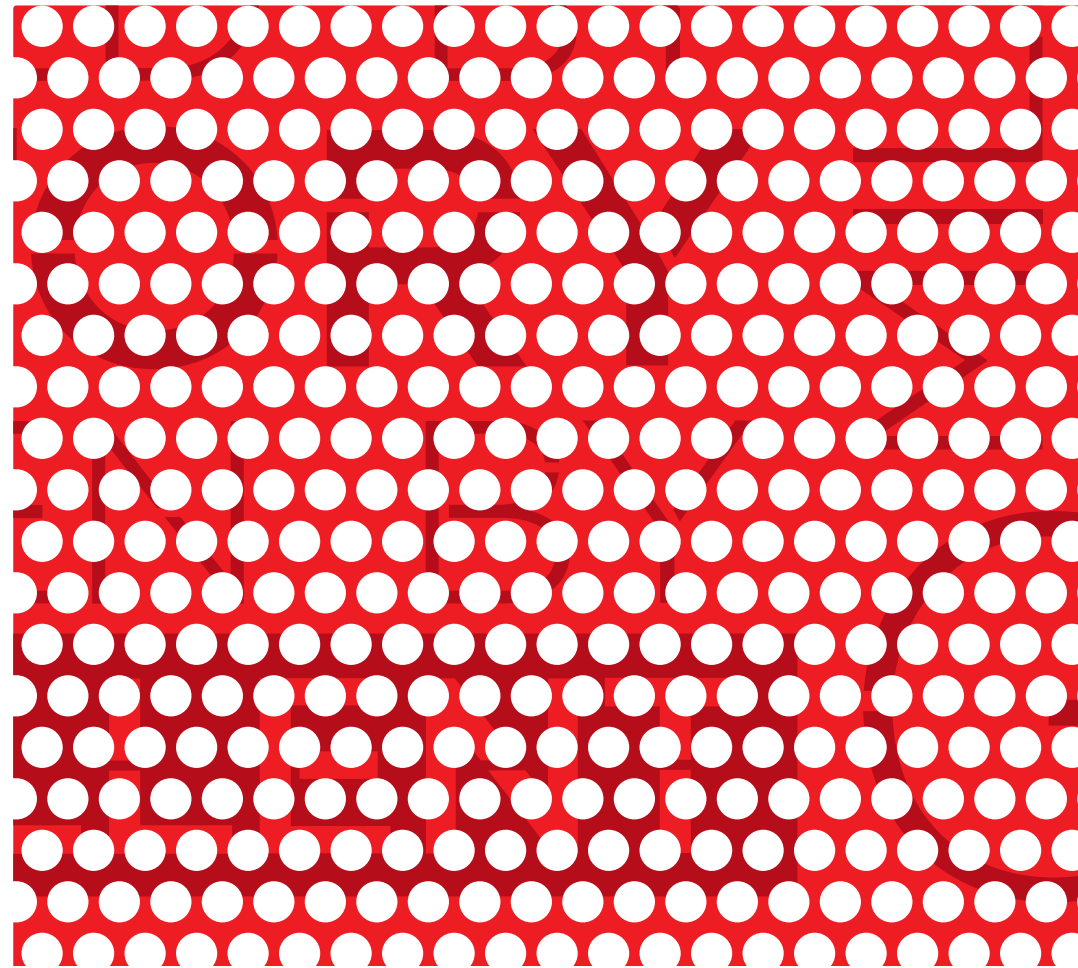
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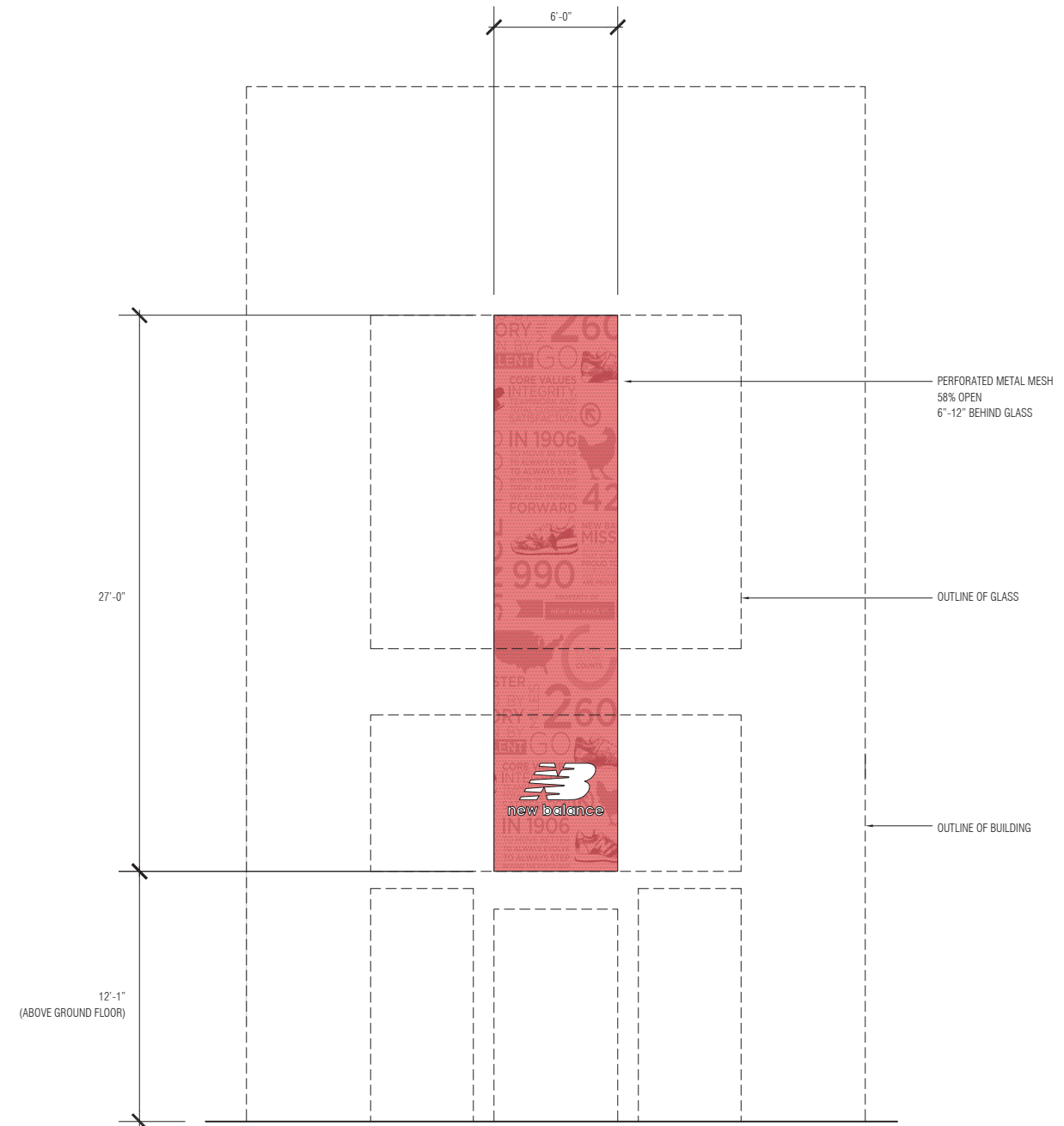
856 MARKET

PERFORATED METAL MESH DETAILS

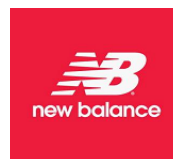


MCNICHOLS PERFORATED METAL
1" HOLES ON 1-1/4" STAGGERED CENTERS
58% OPEN

2. PERFORATED METAL MESH DETAIL
(NOT TO SCALE)



1. PERFORATED METAL MESH ELEVATION

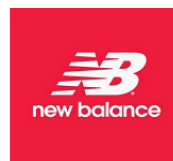
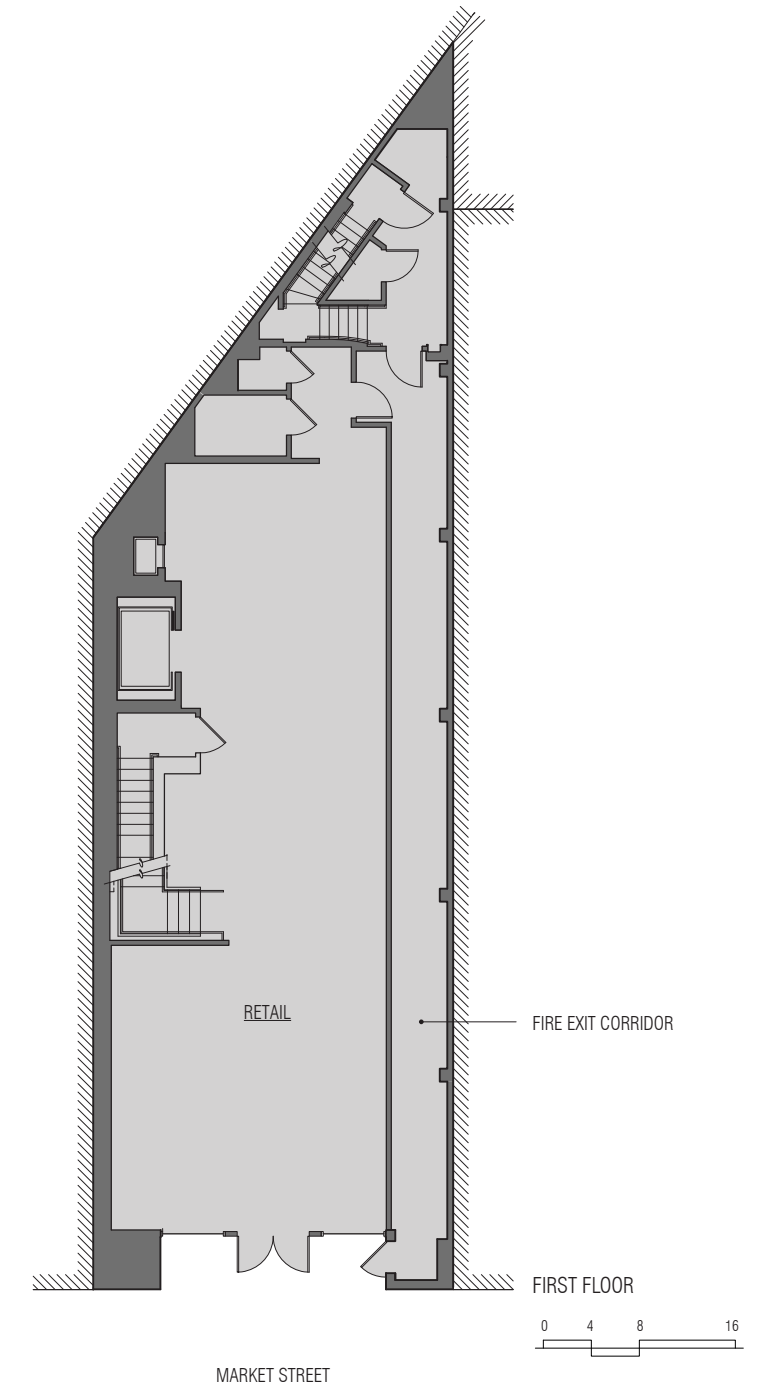
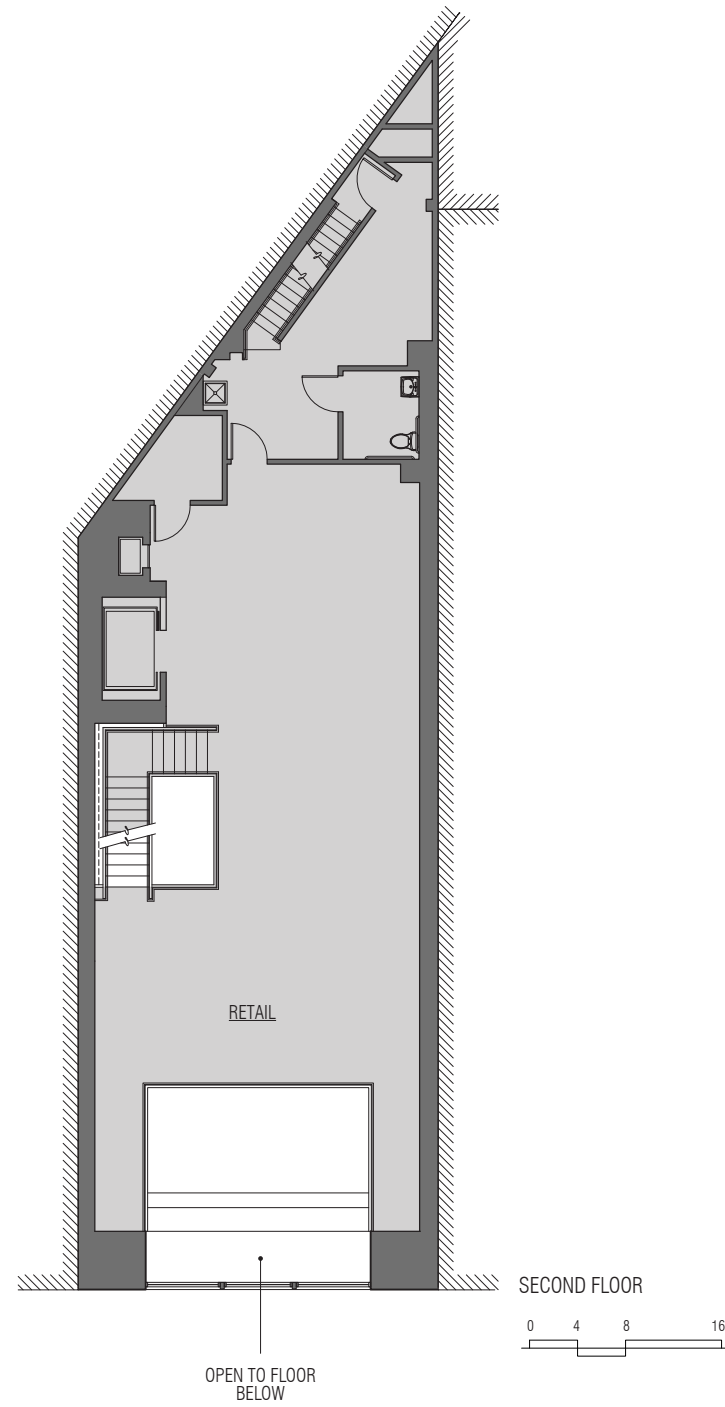
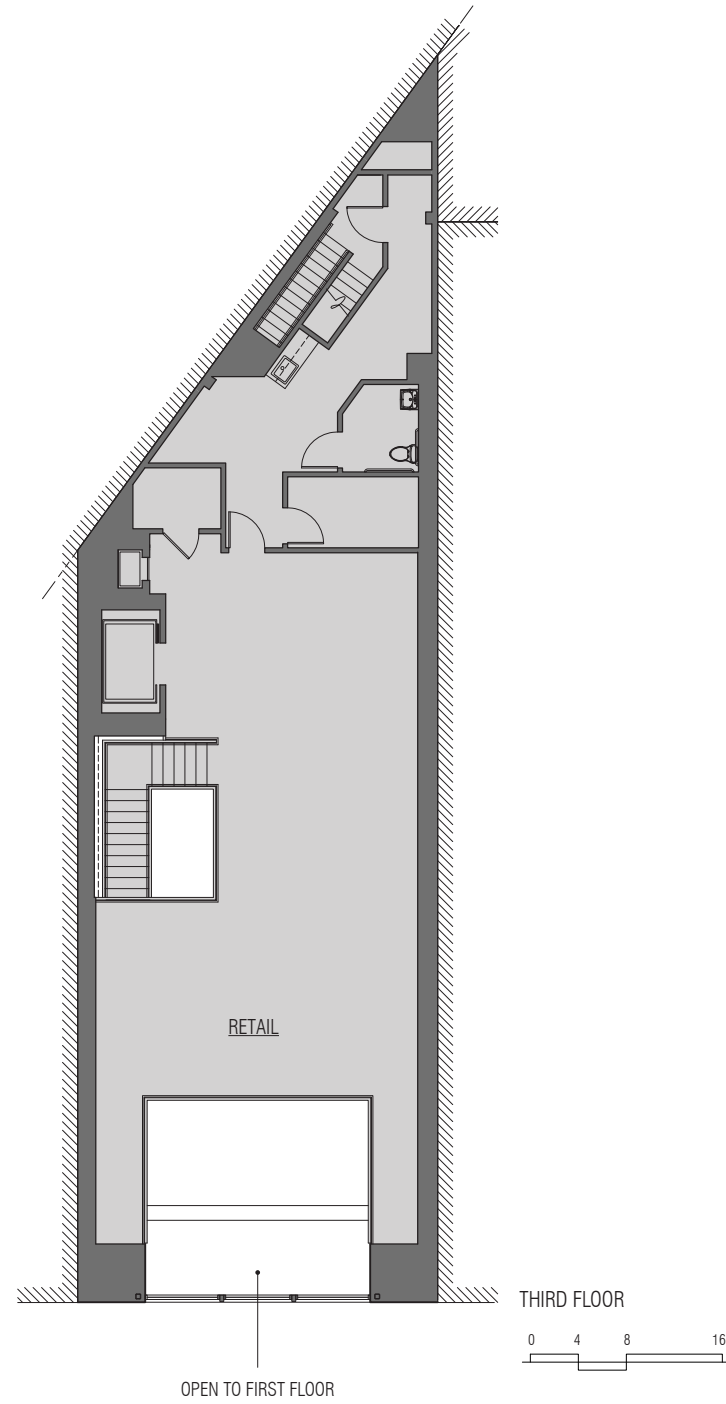


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FLOOR PLANS



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