



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** March 9, 2016

**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 1 Stockton Street  
Case No. 2015-014090PTA

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 1973 based on design by Skidmore, Owings, and Merrill, LLP (SOM) for a Great Western Bank. The building has been substantially altered for subsequent retail tenants, including Sephora and Apple.

## BACKGROUND

The subject building is located at 1 Stockton Street in Accessor's Block 0327, Lot 025 on the northwest corner of Stockton and Ellis Streets. The subject building is currently occupied by Apple. Constructed in 1973, 1 Stockton Street is an oversize two-story building with flat roof. An entry to the Powell MUNI/BART station is located at the southeast corner of the building. Frameless butt-glazed storefront partially encloses the MUNI/BART station entry along the Ellis Street façade of the building.

The building was substantially altered by Apple in the early 2000s to its current configuration with stainless steel panels cladding the solid upper level and a recessed frameless storefront system that extends along the Stockton Street façade and wraps around a portion of the Ellis Street façade. The remaining portion of the ground floor at Ellis Street is concrete panels. The oversized two-story scale, contemporary cladding, and cube-like appearance of the existing building stands out adjacent to the taller buildings on neighboring parcels, but the building's scale relates to several other former bank buildings that are similarly located (on corners just off Market Street) within the Conservation District.

1 Stockton Street 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. The project will require a Major Permit to Alter. The project will also require administrative review under Section 309 of the Planning Code.

## PROJECT DESCRIPTION

The proposed project involves exterior alterations to the façade for a new retail tenant (d.b.a. T-Mobile). The scope of work includes removal of the existing façade and construction of a new façade clad in smooth and dimensional terra cotta rainscreen with aluminum frame windows and storefront. Large

Memo

window bays will be setback from the building wall and will have minimal frames and butt-glazing. The two-story façade will have a two-part horizontal composition and vertical bays defined by masonry-clad piers on a masonry-clad base. The bay configuration will be irregular to accommodate the existing glazed MTA entry and an egress stair that is located at the southwest corner of the building. The terra cotta will transition from dimensional texture at the base of the building to flat at the cornice. Metal-clad projecting cornices will define the second floor window sill and top of the building. Internally illuminated channel letter wall signs will be mounted on the spandrel between the first and second floors and at the solid wall at Ellis Street.

## 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.

**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 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.

*The existing structure is devoid of structural or detailing articulation. The current proposal will introduce new materials and fenestration patterns at the façade. The new fenestration and cladding will introduce a two-part vertical composition with masonry- and terra cotta-clad base and spandrel breaking up the lower and upper portions of the building. The top of the building will be capped by a simple projecting cornice. The new vertical piers will articulate the façade and provide a sense of scale. Given the low height of the building, a two-part composition*

*appears appropriate. While the vertical bays are somewhat irregular, they appropriately break up the building wall and relate to the fenestration patterns and composition of buildings in the District.*

*The project sponsor has provided two versions of the façade for discussion: in Option A, the horizontal spandrel between floor levels is continuous, breaking the vertical piers into two parts; in Option B, the vertical piers extend the height of the building, breaking the horizontal spandrel into segments.*

*Both options address issues of compatibility with the District. Option A, with the continuous spandrel, emphasizes the two-part vertical composition and more clearly delineates the building base, but it also diminishes the vertical expression of the façade bays, which is also an important characteristic of the District, particularly on a building of this size. Option B, with the continuous vertical piers, creates a fenestration pattern consistent with the District and reinforces the vertical expression of the façade, but deemphasizes the horizontal spandrel and two-part composition. Although the horizontal break is important, the vertical expression provided by Option B appears to be most compatible with the massing and composition of buildings in the District. Further, the continuous vertical piers anchor the base of the building.*

**Recommendation:**

- *The Department would like the ARC to provide guidance regarding the two options for the façade design. Both options offer approaches to address compatibility with massing and composition of buildings within the District. The Department believes that Option B, which maintains the continuous vertical piers, is more consistent with the District, as it provides vertical expression on an otherwise low-slung building.*

**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 Project Sponsor proposes to remove the existing non-historic façade materials and clad the façade with smooth and textured terra cotta rainscreen. The terra cotta will have a more textured or dimensioned finish at the lower portion of the building and transition to a smooth finish at the upper portion of the building. The vertical piers and base will be clad with dark-colored masonry. Window and storefront systems would be aluminum with a powder coated dark matte finish. The cornice and second floor window sills would be metal-clad with powder-coated aluminum with dark matte finish. The use of terra cotta rainscreen and masonry at piers and base is consistent with the character of the District. The white terra cotta, dark gray masonry, and dark powder-coated metal provide a color palette that is compatible with 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 proposed design responds to this materiality with the use of dimensional terra cotta, articulated piers, and deep-set storefront and window bays. The proposed design also incorporates a masonry sill at the storefront, a projecting sill at the second floor windows, and a projecting cornice. The proposal appears to be using contemporary materials in a manner that appropriately references the District.*

**Recommendation:**

- *The proposed materials and color palette appear to be compatible 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 proposed building façade is contemporary in design with limited ornamentation and simple detailing. The dimensional terra cotta, deep-set windows, projecting second floor window sill, and projecting cornice highlight the window bays and cap the building.*

**Recommendation:**

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

**REQUESTED ACTION**

Specifically, the Department seeks comments on:

- The project recommendations of staff:
  - The Department would like the ARC to provide guidance regarding the two options for the façade design. Both options offer approaches to address compatibility with massing and composition of buildings within the District. The Department believes that Option B, which maintains the continuous vertical piers, is more consistent with the District, as it provides vertical expression on an otherwise low-slung building.
  - The proposed materials and color palette appear to be compatible with the District.
  - The simple and contemporary design of the façade appears compatible with the District.
- The compatibility of the project with the Secretary of the Interior's Standards and Article 11.

**ATTACHMENTS**

Project sponsor plans, elevations, and photographs

*hello*

**FRCH** |

prepared for: **T-Mobile**  
**San Francisco Store Signature**  
**Exterior Design**  
March 4, 2016



EXTERIOR: Day Rendering



Dimensional illuminated sign centered on textured wall bay

Metal cornice detail at top of building

Stone architectural vertical bays with edge detail to accentuate verticality and architectural rhythm

White terracotta facade

New clear glazing system for visibility into upper level

White terracotta facade with dimensional texture and secondary cornice to accentuate lower portion of building

Terracotta modules: 2"H x 1'-6"W (.75" depth for texture)

Dimensional Halo-lit sign at pedestrian height, centered over entry doors.

New clear glazing system and 24" H stone base

Dimensional Halo-lit sign

Glazing at MTA entry

New window to sales display



EXTERIOR: Night Rendering



Dimensional Illuminated sign centered on textured wall bay

Metal cornice detail at top of building

Stone architectural vertical bays with edge detail to accentuate verticality and architectural rhythm

White terracotta facade

New clear glazing system for visibility into upper level

White terracotta facade with dimensional texture and secondary cornice to accentuate lower portion of building

Terracotta modules:  
2"H x 1'-6"W  
(.75" depth for texture)

Dimensional Halo-lit sign at pedestrian height, centered over entry doors.

New clear glazing system and 24" H stone base

Dimensional Halo-lit sign

Glazing at MTA entry

New window to sales display

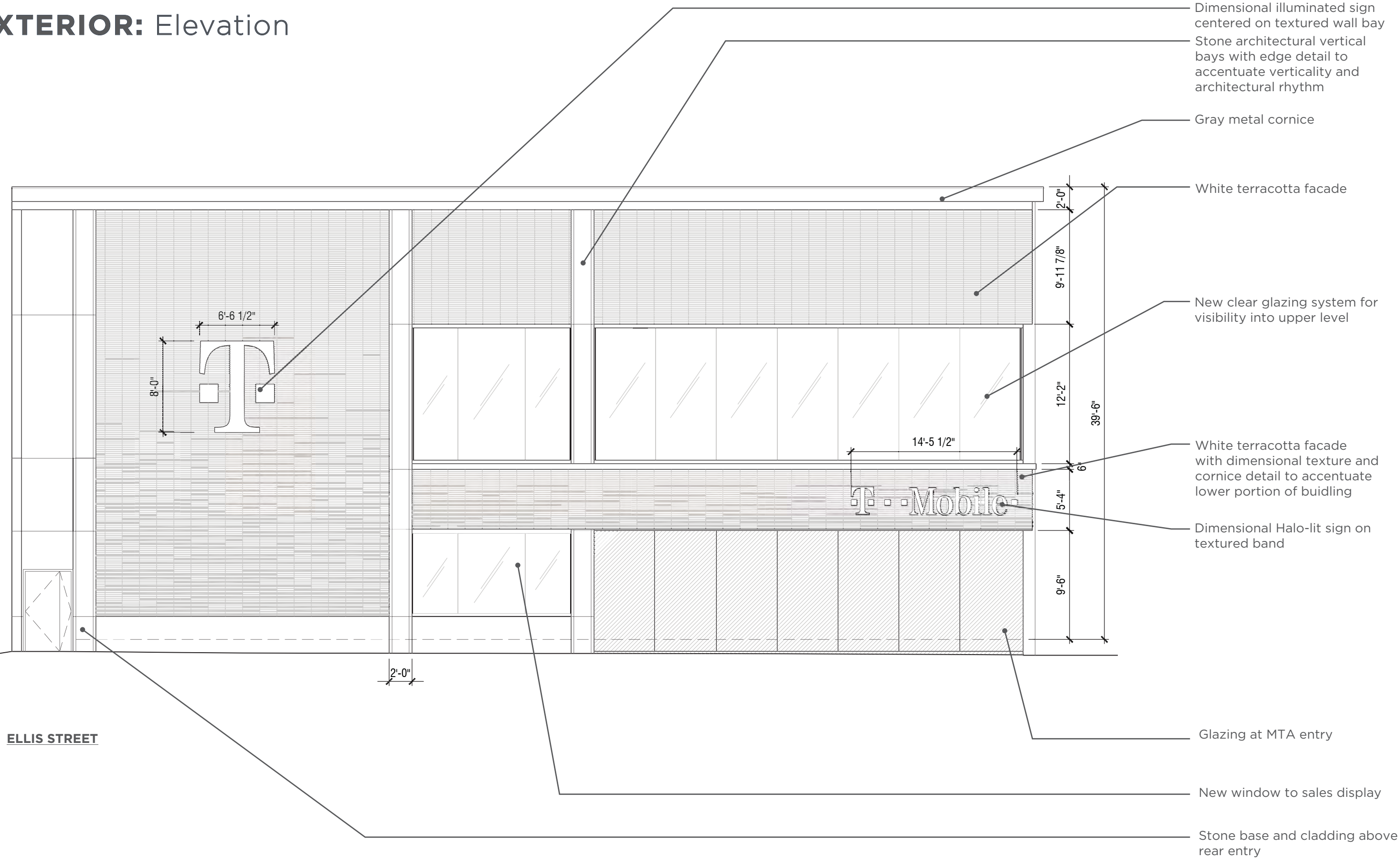


EXTERIOR: MTA Entry

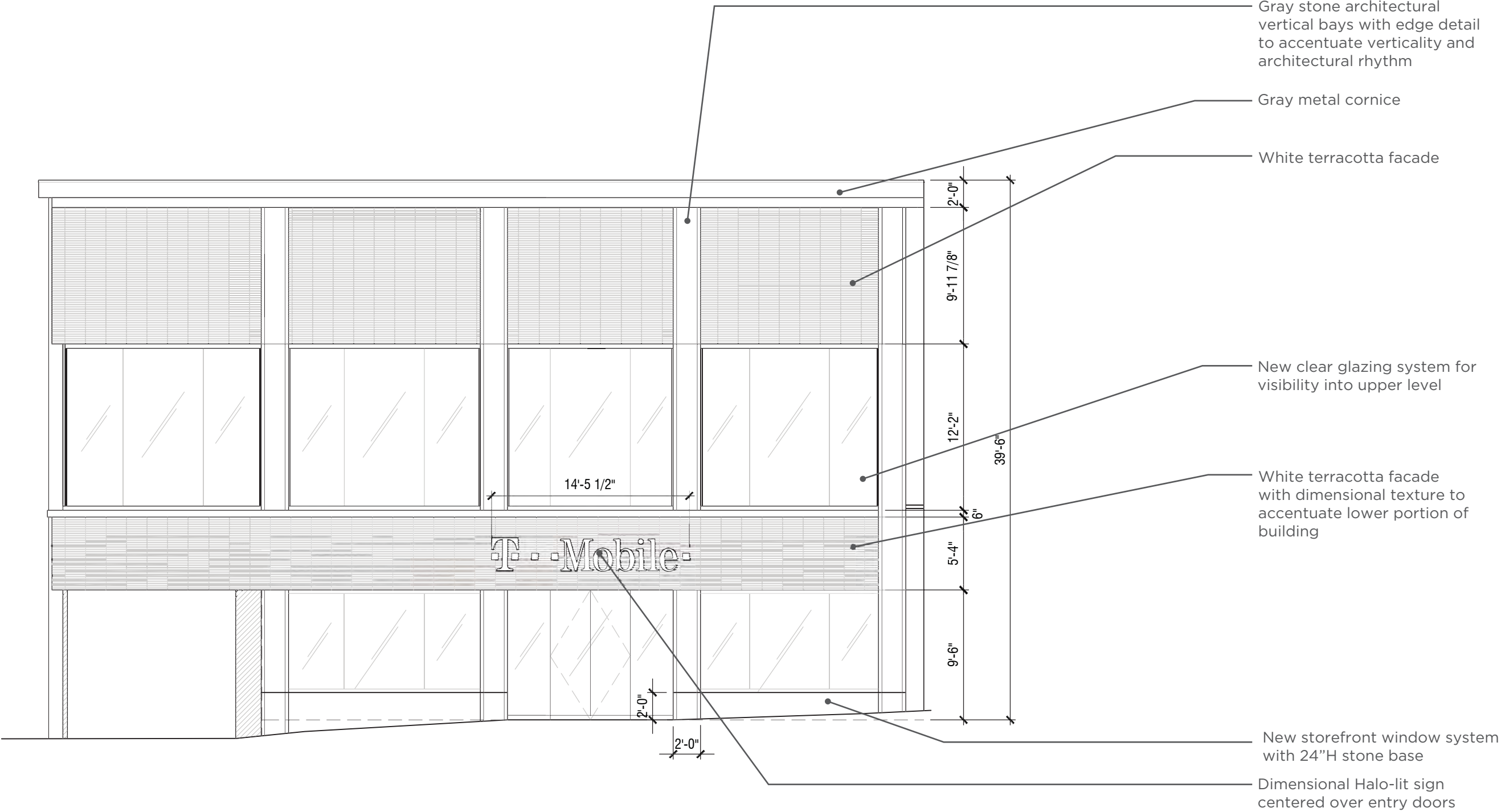




EXTERIOR: Elevation



EXTERIOR: Elevation



STOCKTON STREET



EXTERIOR - Alternate: Day Rendering



Dimensional illuminated sign centered on textured wall bay

Metal cornice detail at top of building

Stone architectural vertical bays with edge detail to accentuate verticality and architectural rhythm

White terracotta facade

New clear glazing system for visibility into upper level

White terracotta facade with dimensional texture and secondary cornice to accentuate lower portion of building

Terracotta modules: 2"H x 1'-6"W (.75" depth for texture)

Dimensional Halo-lit sign at pedestrian height, centered over entry doors.

New clear glazing system and 24" H stone base

Dimensional Halo-lit sign

Glazing at MTA entry

New window to sales display



EXTERIOR - Alternate: Night Rendering



Dimensional illuminated sign centered on textured wall bay

Metal cornice detail at top of building

Stone architectural vertical bays with edge detail to accentuate verticality and architectural rhythm

White terracotta facade

New clear glazing system for visibility into upper level

White terracotta facade with dimensional texture and secondary cornice to accentuate lower portion of building

Terracotta modules:  
2"H x 1'-6"W  
(.75" depth for texture)

Dimensional Halo-lit sign at pedestrian height, centered over entry doors.

New clear glazing system and 24" H stone base

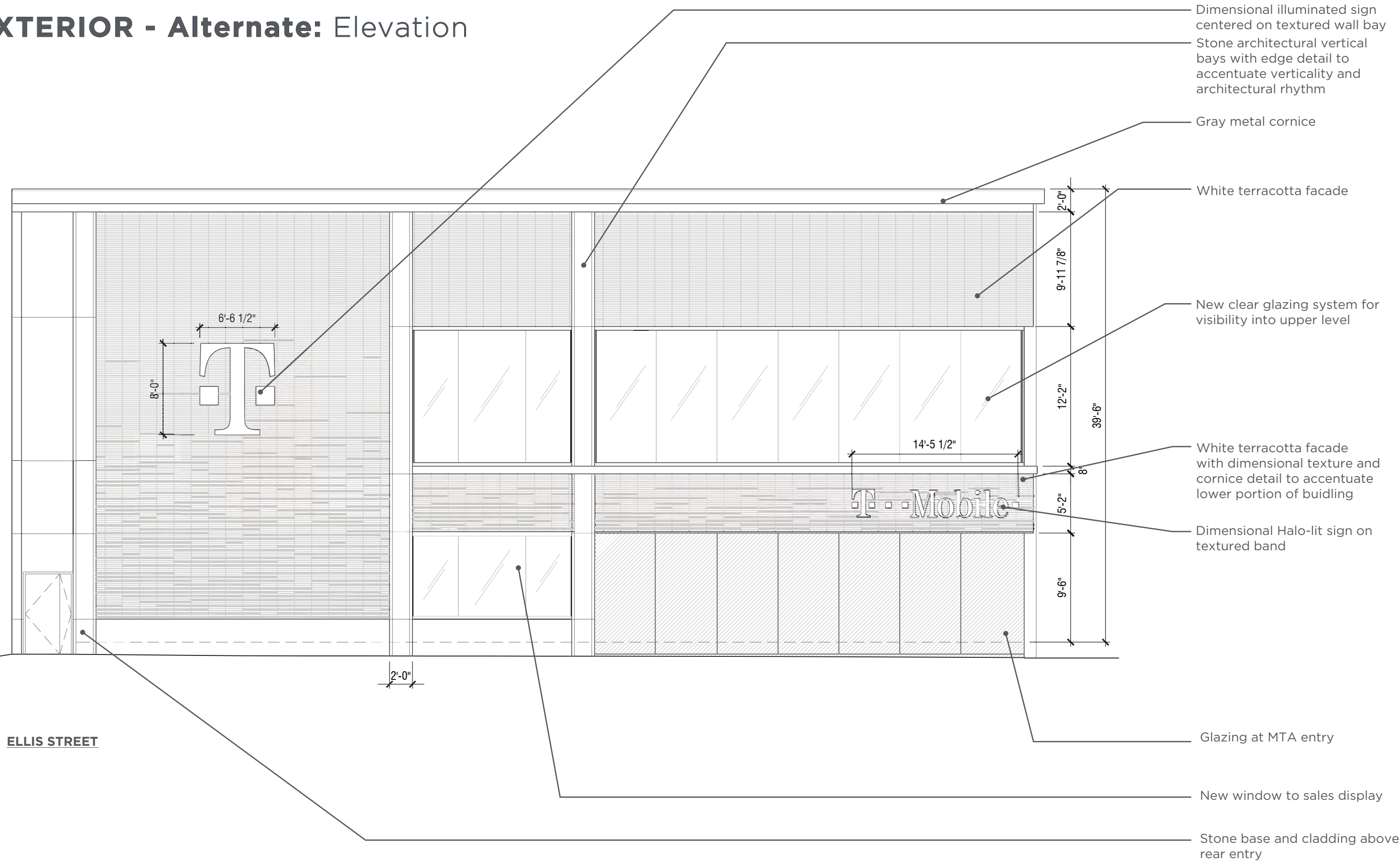
Dimensional Halo-lit sign

Glazing at MTA entry

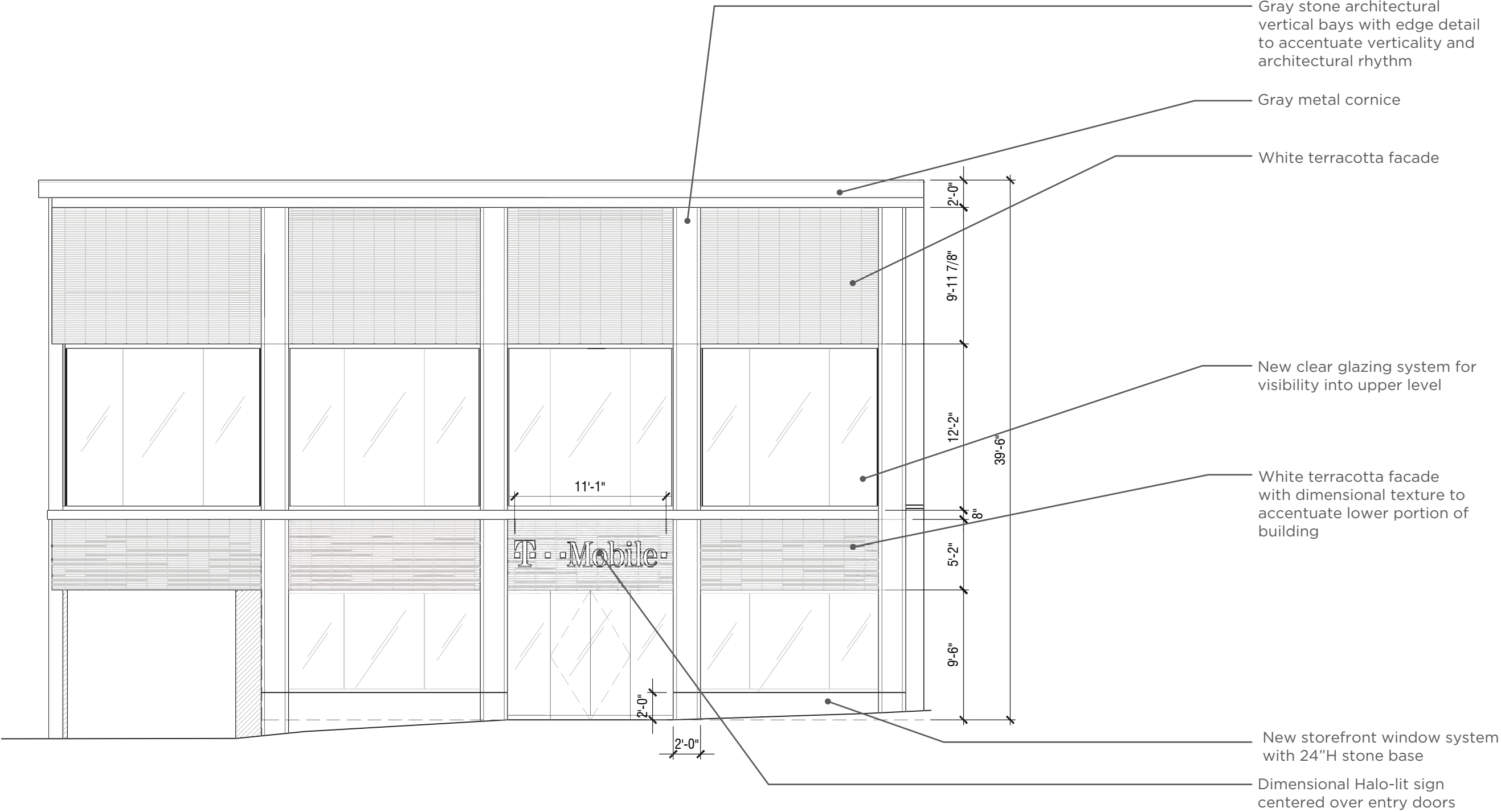
New window to sales display



EXTERIOR - Alternate: Elevation

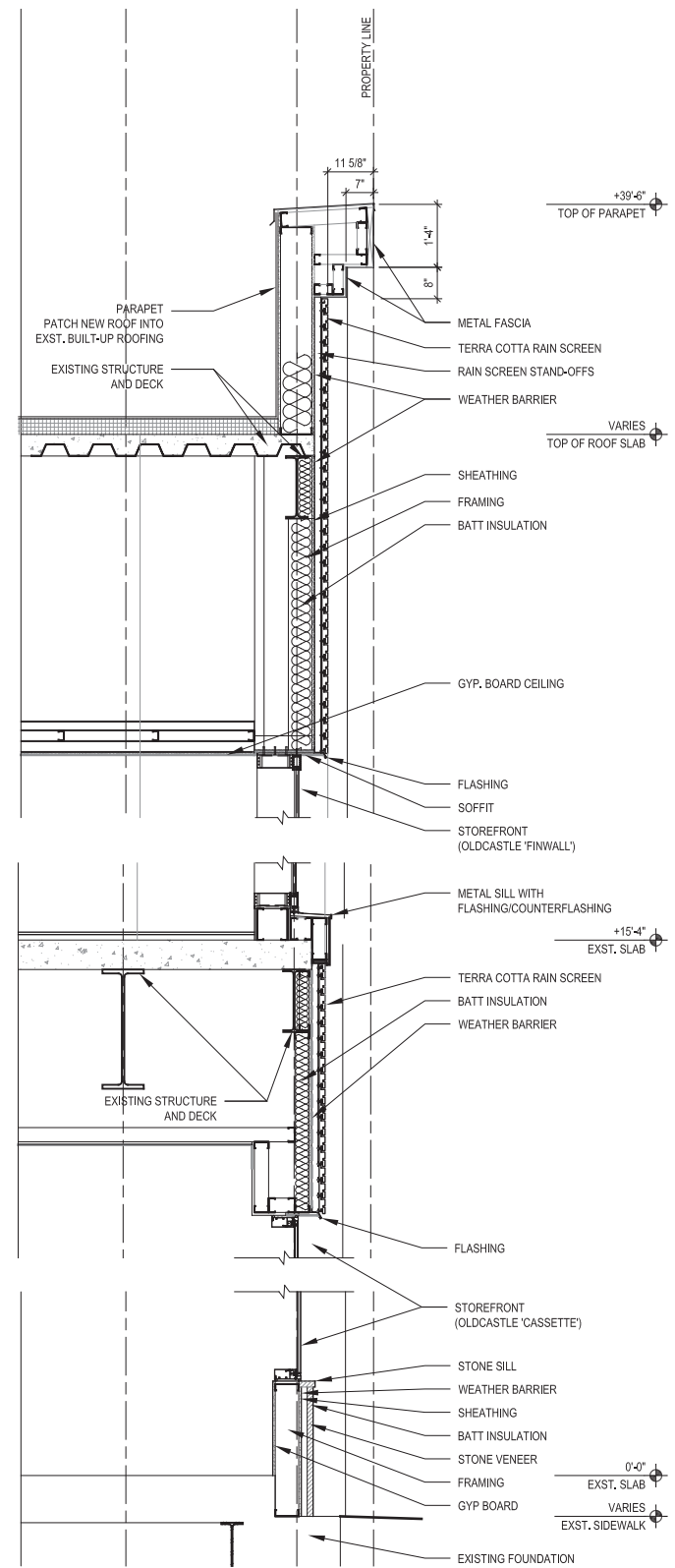


EXTERIOR- Altnernate: Elevation

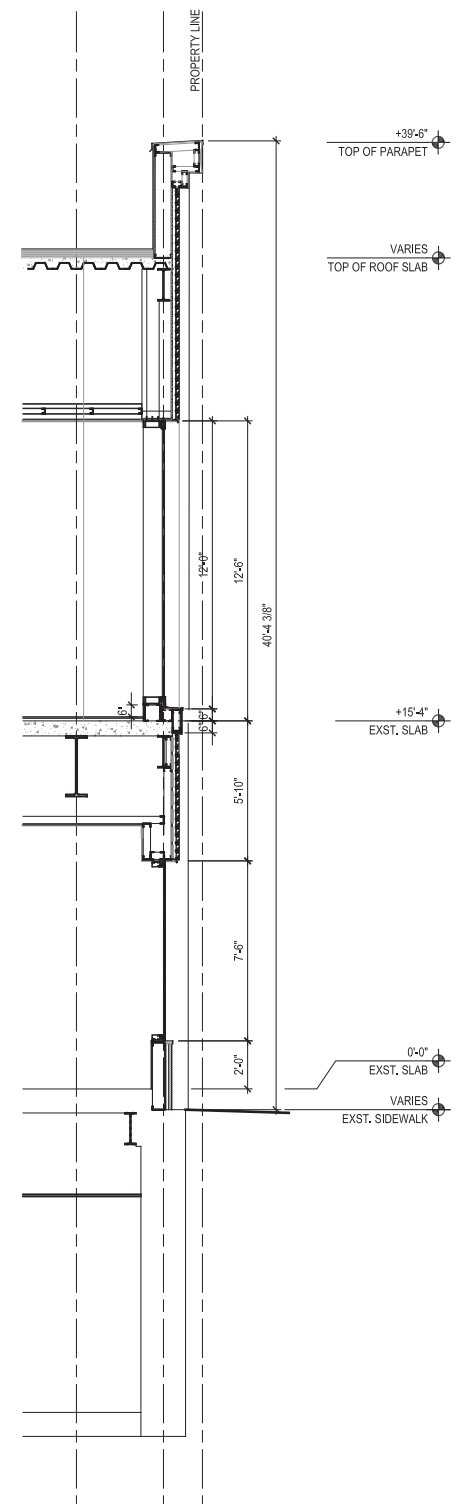




EXTERIOR: Section

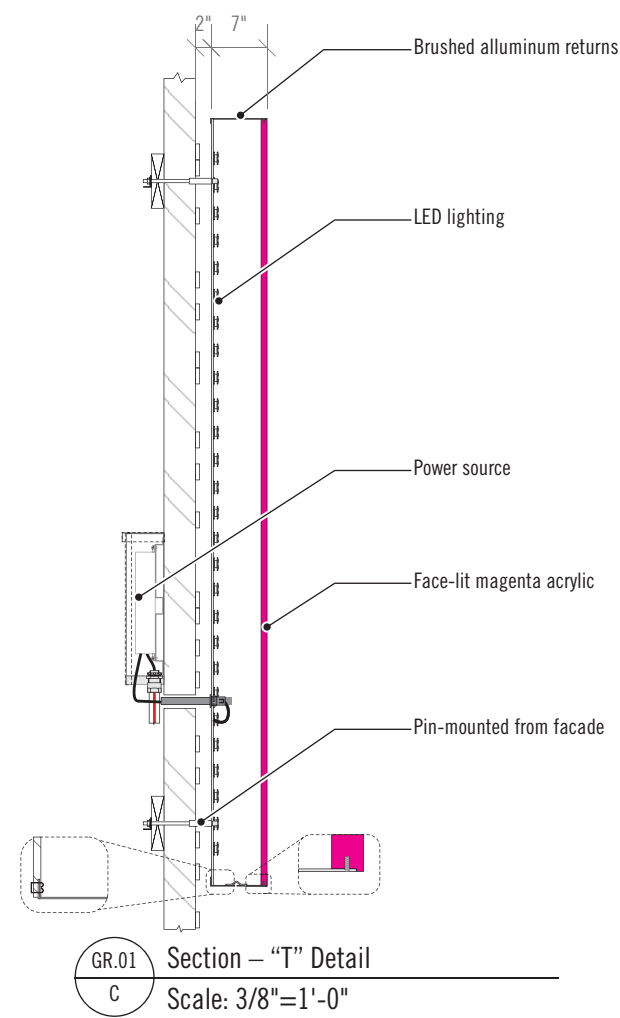
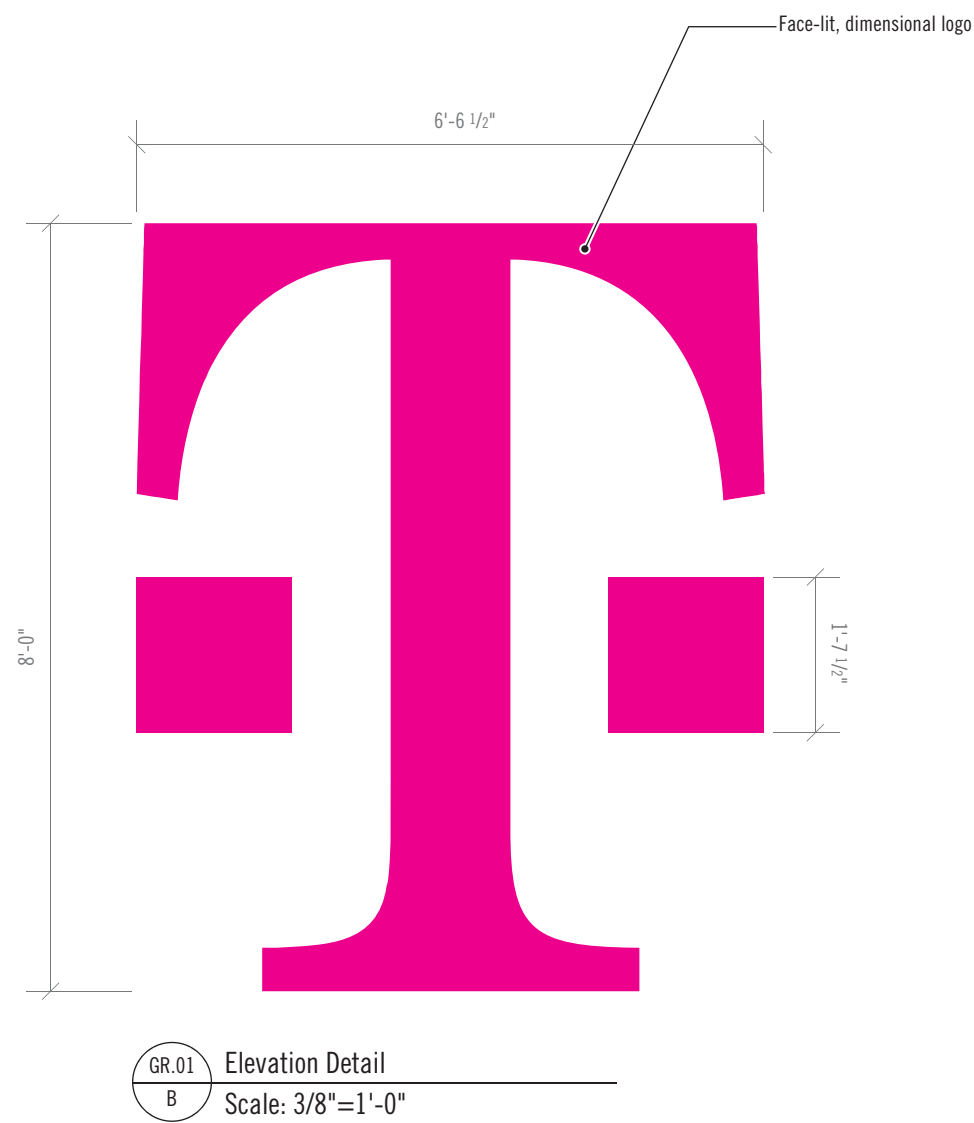


Enlarged Storefront Section  
N.T.S.



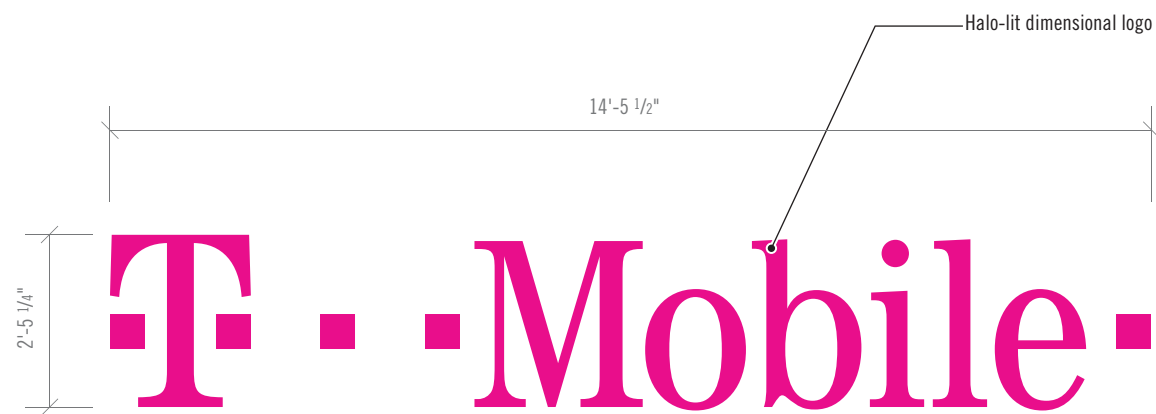
Storefront Section  
N.T.S.

EXTERIOR: Signage

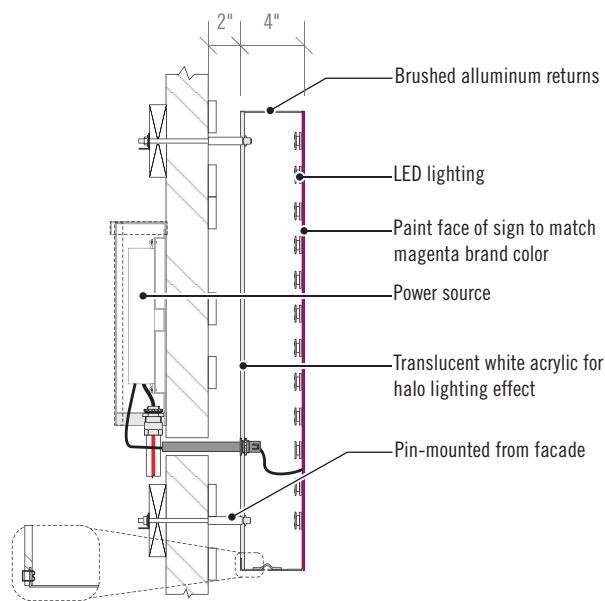




EXTERIOR: Signage



GR.02 Elevation Detail  
C Scale: 3/8"=1'-0"

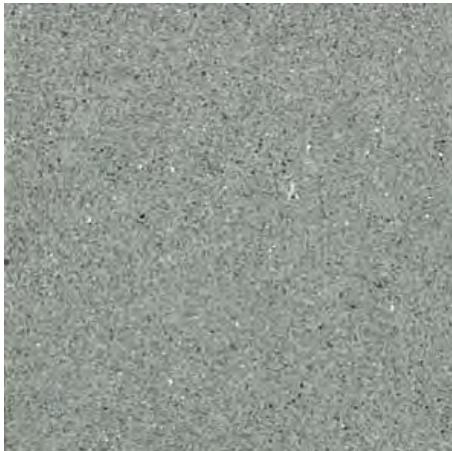


GR.02 Section  
D Scale: 1"=1'-0"

EXTERIOR: Materials



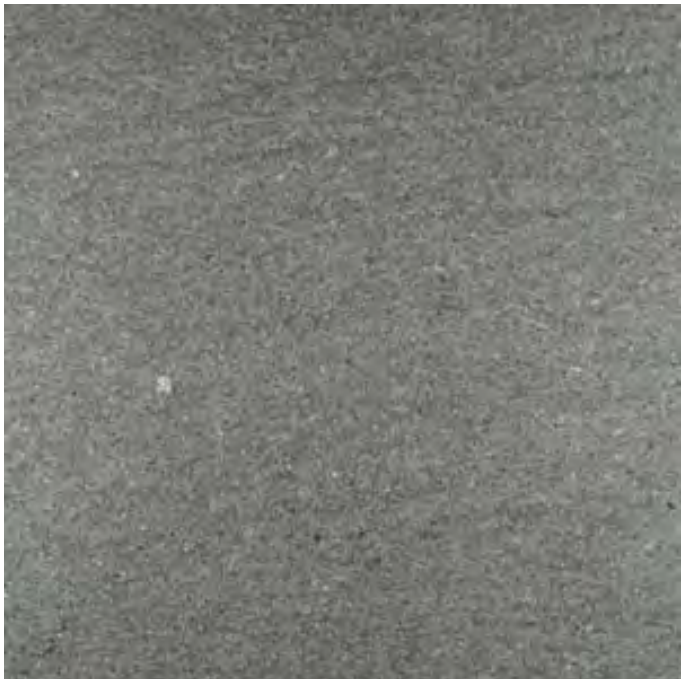
Terracotta Facade Finish and Textures



Stone Vertical Columns



Architectural Metal



Stone Base



## EXTERIOR: Site Views

