



# SAN FRANCISCO PLANNING DEPARTMENT

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## Major Permit to Alter Case Report

HEARING DATE: MARCH 20, 2019

*Filing Date:* June 27, 2017  
*Case No.:* 2016-007303PTA  
*Project Address:* 5 Third Street  
*Category:* Category I (Significant Building, No Alterations)  
*Zoning:* C-3-O (Downtown-Office)  
120-X Height and Bulk District  
*Block/Lot:* 3707/057  
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### PROPERTY DESCRIPTION

**5 THIRD STREET** is located on the southeast corner of Market Street and Third Street (Assessor's Block 3707, Lot 057). The project site is occupied by two buildings: (1) a 13-story building (5 Third Street), which includes an eight-story annex (aka 190 Stevenson Street), located on the corner of Third and Market streets; and (2) a three-story building (17-29 Third Street), located at the corner of Third and Stevenson streets, which shares an internal connection with the adjacent 5 Third Street. Collectively, the two structures comprise the Hearst Building. The site includes approximately 98 feet of frontage on Stevenson Street, 60 feet of frontage on Market Street, and 160 feet of frontage on Third Street. Both buildings are categorized as Category I (Significant Building, No Alterations) and are locally designated under Article 11, Appendix F of the Planning Code. The property is located within a C-3-O (Downtown-Office) Zoning District with a 120-X Height and Bulk limit.

5 Third Street, historically known as the Hearst Building, was designed by architects Kirby, Petit & Green and constructed between 1909 and 1911 to house the offices and printing facilities for William Randolph Hearst's *San Francisco Examiner* newspaper operation. The building was altered by architect Julia Morgan in 1938. These alterations included modifications to the main entrance to the building, a redesign of the main lobby, modifications to the rooftop cornice, and construction of a small one-story penthouse addition. 17-29 Third Street was designed by architect Arthur T. Ehrenpfort and constructed between 1907 and 1910, and was purchased by the Hearst Corporation in 1947. The New Montgomery-Mission-2<sup>nd</sup> Street Conservation District was designated in 1985 and expanded in 2012.

## PROJECT DESCRIPTION

The proposed project would convert the existing Hearst Building from mixed-use office to a mixed-use hotel, including modifications to the rooftops of both buildings on the lot to include new event space and rooftop bar and patios. The proposed project would result in an approximately 131,550 gross square foot building, with up to 170 hotel rooms, approximately 5,920 square feet of office space, approximately 11,393 square feet of retail space, including approximately 422 square feet of general retail, and approximately 4,005 square feet of restaurant/bar uses. Specifically, the proposal includes:

- Alterations to the existing thirteenth-floor main rooftop at 5 Third Street, including the removal of the existing water tower, elevator/stair house enclosure, conference penthouse, and portions of the existing event space/bocce court penthouse structure and construction of new mechanical and elevator penthouses and a rooftop bar/event space: Of the rooftop elements proposed to be removed, none are considered character-defining features of the building other than the one-story conference penthouse, which was designed by Julia Morgan as part of her 1938 alterations to the property. The new rooftop additions will be minimally visible from a public right-of-way at a distance. None of the proposed rooftop additions will be visible over the primary facades of the building.
- Construction of a new mechanical enclosure and rooftop terrace on the ninth-floor roof of 5 Third Street's annex, 190 Stevenson Street: The terrace and new mechanical enclosure would be accessed via an existing window opening at the visible south secondary elevation of 5 Third Street, which would have its sills dropped to serve as a door. The new mechanical enclosure will not be visible from a public right-of-way. Adjacent to the new mechanical enclosure, new window openings are proposed at an existing two-story-tall windowless connector element between 5 Third Street and 190 Stevenson Street at the seventh and eighth floors.
- Construction of a new rooftop terrace and mechanical enclosure at 17-29 Third Street, at the southwest corner of the lot: This rooftop terrace would be accessed via three existing window openings at the visible south secondary elevation of 5 Third Street and visible west secondary elevation of 190 Stevenson Street, which would have their sills dropped to serve as doors. Due to the difference in floor height from 5 Third Street to 17-29 Third Street, the proposed roof deck would need to be elevated on an approximately 6-foot-tall platform. As proposed, the new deck's railing would be visible from a public right-of-way at certain vantage points.
- Rehabilitation and repair of ground-floor storefronts at 5 Third Street and 17-29 Third Street: At 5 Third Street, this work would include the repair and retention of historic cast-iron storefront framing at the Market Street, Third Street, and Stevenson Street facades, the replacement of non-historic aluminum storefront framing with new aluminum storefront framing, the removal of one existing non-historic storefront entrance each at the Market Street and Third Street façades, and the removal of non-historic awnings flanking the main entrance to the building. At 17-29 Third Street, the proposed storefront work would include removal of the existing non-historic storefront systems and signage at the Third Street and Stevenson Street facades, and installation of new storefront openings at both facades with aluminum framing to include paneled bulkheads and transoms, with two sets of recessed paired entrance doors at the Third Street façade and one set of recessed paired entrance doors at the Stevenson Street facade. Canvas awnings are proposed within the new storefront openings at 17-29 Third Street.
- Façade and window restoration and repairs at 5 Third Street and 17-29 Third Street: At both buildings, this work would include cleaning of graffiti and surface dirt; crack, spall, and glaze



repairs at the historic brick and terra cotta; repointing of deteriorated mortar joints; sheet-metal repairs; and repainting of select windows. In addition, non-historic cement plaster, wood paneling, and ceramic tile cladding at the base of 17-29 Third Street would be removed, and new brick cladding that more closely matches the historic brick found at the upper floors of the building would be installed at both facades at the base of the building. The metal fire escape would be removed from the Stevenson Street façade of 17-29 Third Street, and anchor points would be patched.

- Interior alterations at all floors of the existing buildings at 5 Third Street, 190 Stevenson, and 17-29 Third Street: The majority of this work will not affect any publicly accessible interior spaces of the building. The publicly accessible historic lobby, part of Julia Morgan's 1938 alterations to the building, would be retained and slightly modified to create two doorway openings in the existing niches adjacent to the elevator banks, connecting the adjacent reception and restaurant spaces. The publicly accessible historic corridors throughout the building will largely be retained, including the historic corridor doors, marble wall cladding, and flooring. The project would include seismic and structural building system upgrades.

Please see photographs and plans for details.

## **OTHER ACTIONS REQUIRED**

The proposed project would require issuance of a building permit by the Department of Building Inspection. Per Planning Code Section 303, a Conditional Use Authorization would be required from the Planning Commission for the proposed hotel uses. Per Planning Code Section 309, a Downtown Project Authorization would be required from the Planning Commission for substantial alterations to the building. This project will also be required to demonstrate compliance with the Planning Department's Transportation Demand Management (TDM) Program by submitting and receiving approval for a TDM Plan Application prior to issuance of the building permit.

## **COMPLIANCE WITH THE PLANNING CODE PROVISIONS**

A legislative amendment approving revised text to Planning Code Section 188 would be required to be adopted by the Board of Supervisors and signed by the Mayor to allow for alterations and enlargements to existing noncomplying rooftop structures on the project site. 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.

#### SECTION 1111.6 OF THE PLANNING CODE

Section 1111.6 of the Planning Code outlines 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.*

- (c) For Significant Buildings - 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.

*The proposed modifications at the project site are consistent with the architectural character of the building and the district. Although the removal of the rooftop penthouse would remove a character-defining feature of the building, the penthouse is not visible from a public right-of-way, and the historic character of the property as viewed from public rights-of-way will not be altered by the removal of the penthouse.*

#### ARTICLE 11 – Appendix F – New Montgomery-Mission-Second Street 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 F of Article 11 of the Planning Code and the character-defining features specifically outlined in the designating ordinance. In pertinent part, Appendix F states:

1. **Massing and Composition.** Almost without exception, the buildings in the New Montgomery-Mission-Second Conservation District are built to the front property line and occupy the entire site. Most buildings are either square or rectangular in plan, some with interior light courts to allow sunlight and air into the interiors of buildings. Nearly all cover their entire parcels, and their primary facades face the street. Building massings along New Montgomery and Second Streets have different directional orientations. For the most part, the large buildings on New Montgomery Street are horizontally oriented, since they are built on relatively large lots, often occupying an entire blockface. Their horizontal width often exceeds their height. The buildings on Second Street are built on much smaller lots, and hence have a vertical orientation. An exception on New Montgomery is the tower of the Pacific Telephone and Telegraph Building, whose soaring verticality is unique for that street.

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

Despite their differing orientation, almost all buildings share a two or three-part compositional arrangement. In addition, buildings are often divided into bays which establish a steady rhythm along the streets of the District. The rhythm is the result of fenestration, structural articulation or other detailing which breaks the facade into discrete segments. A common compositional device in the District is the emphasis placed upon either the end bays or the central bay.

*The work is compatible with the overall massing and composition of the historic building. The new rooftop additions at 5 Third Street will be less prominent than existing rooftop additions at the roof, will be simple and understated in their massing and composition, and will be only minimally visible from a public right-of-way. The proposed work will not modify or detract from the building's historic three-part compositional arrangement at its primary facades. The proposed roof deck at 17-29 Third Street will be minimally visible from the street, but will be set back from the existing roof parapet and will be constructed and detailed to avoid attracting undue attention to the portions of the roof deck that will be visible from a public right-of-way.*

2. **Scale.** More than two-thirds of the contributing buildings are three-to-eight story brick or concrete commercial loft buildings constructed during the five years after the 1906 Earthquake and Fire. The scale of the District varies from the small buildings on Howard, Mission, Natoma, and Second Streets, such as the Phoenix Desk Company Building at 666 Mission Street, the Burdette Building at 90 Second Street, and the Emerson Flag Company Building at 161 Natoma Street; to medium-scaled structures on Mission and New Montgomery Streets, such as the Veronica Building at 647 Mission Street, and the Standard Building at 111 New Montgomery Street; to large-scale buildings on New Montgomery Street, such as the Pacific Telephone and Telegraph Building at 140 New Montgomery. On New Montgomery Street, the large facades are not commonly divided into smaller bays, establishing a medium scale when combined with the five- to eight-story height of the buildings. Similarly, the use of elaborate ornament on many of the buildings breaks their large facades into smaller sections and accordingly reduces their scale. Second Street is characterized by much smaller buildings with more frequent use of vertical piers whose scale is very intimate for the South of Market area.

*The proposed rooftop additions at 5 Third Street are compatible with the scale of the historic building, since they are limited to one story in height and are less prominent than some of the existing non-historic rooftop additions found at the roof of 5 Third Street. Portions of the new additions will be visible from a distance over the secondary south and east elevations of the building, and will not be visible from the primary Market Street and Third Street facades. The proposed roof deck at 17-29 Third Street is compatible with the scale of the historic building, as it will be set back from the historic parapet, will be only minimally visible, and will be designed and finished in a manner that does not detract from the historic features of the building.*

3. **Materials and Colors.** Various forms of masonry are the predominant building materials in the district. A number of buildings on the northern end of New Montgomery use brown or buff brick. Terra cotta is also used as a facing material, and is frequently glazed to resemble granite or other stones. On Second and Mission Streets, several buildings are faced in stucco. To express the mass and weight of the structure, masonry materials are often rusticated at the ground and second story to increase the textural variation and sense of depth. Several buildings along Howard Street are noteworthy because they are clad in brick in warm earth tones, exhibit fine masonry craftsmanship, and remain unpainted.

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.

*The portions of the project that will be highly visible from a public right-of-way are limited to repairs to the historic buildings' cladding and windows, minor modifications to the historic lobby and corridors at*

*5 Third Street, and storefront alterations and replacement at both 5 Third Street and 17-29 Third Street. All of this proposed work will employ materials and colors that are compatible with the historic buildings and surrounding district. The increased areas of transparent glazing in the new and rehabilitated storefronts will contribute to the activity of the public realm, and are in line with historic storefronts in the District. Cladding for the new rooftop additions and roof deck will consist of contemporary materials that are compatible with the surrounding historic materials in a manner that appropriately references the District.*

- 4. Detailing and Ornamentation.** Buildings range from industrial brick and stucco office/warehouses to ornately decorated office buildings. The details on the latter buildings are generally of Classical/Renaissance derivation and include projecting cornices and belt courses, rustication, columns and colonnades, and arches. Industrial commercial buildings are noted by their utilitarian nature, with limited areas or ornament applied at the cornice entablature and around windows.

*The proposed work at the property's storefronts will not remove or destroy any historic materials, features, or spatial relationships that characterize the property. The work will remove non-historic storefront infill and awnings that are incompatible with the property and the District. The proposed storefront infill at portions of 5 Third Street where missing portions of the historic cast-iron storefronts will be replicated will match the historic materials in terms of its materials, details, and finish.*

#### **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 proposed project involves a change in use of the property, from mixed-use office to a mixed-use hotel. The historic property's distinctive lobby, high-ceilinged ground-floor commercial spaces, and upper-floor pattern of small office spaces accessed via long corridors are already well suited for conversion to a hotel, and will not require any major changes to the publicly accessible and visible character-defining features of the building or the surrounding landmark district. Therefore, the proposed project complies with Rehabilitation Standard 1.*

- 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 project will not involve the removal or alteration of any historic character-defining features at the subject property, beyond the removal of the one-story conference penthouse and minor alterations to portions of the main lobby at 5 Third Street, both of which are part of the alterations made to the building by master architect Julia Morgan. The conference penthouse, which was not historically or currently open to the public, has simple massing and materials overall, although the west façade retains historic decorative details including patterned tile paneling, a wood birdhouse,*

*and steel multilite windows. The interior of the penthouse has been heavily altered. Although the removal of the penthouse would remove a character-defining feature of the building, the penthouse is not visible from a public right-of-way, and the historic character of the property as viewed from public rights-of-way will not be altered by the removal of the penthouse. At the main lobby, alterations are limited to the insertion of new door openings in plain marble paneling at two recessed niches adjacent to the historic elevators. This work will not alter or obscure any decorative historic finishes in the lobby, is recessed from view, and will have a minimal impact on the spatial experience of the lobby. The fire escape proposed to be removed from 17-29 Third Street is utilitarian in character, and is not a character-defining feature of the building. Therefore, the proposed project complies with Rehabilitation Standard 2.*

**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 proposed project does not include the addition of conjectural elements or architectural features from other buildings. Although the design of the new storefronts at 17-29 Third Street are not based on any remaining physical remnants of historic storefront systems and no historic photographs have been located to guide the design of the new storefronts, their simple detailing and traditional configuration with paneled bulkheads and transoms will allow the new storefronts to be compatible with the historic building and district without creating a false sense of historical development. Therefore, the proposed project complies with Rehabilitation Standard 3.*

**Standard 4:** Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

*The proposed project does not involve alterations to the property that have acquired significance in their own right, beyond the alterations to elements of Julia Morgan's 1938 modifications to 5 Third Street. The majority of the Julia Morgan alterations to 5 Third Street, including the main entrance modifications, lobby modifications, and rooftop cornice, will remain almost entirely unchanged as part of the proposed work. Therefore, the proposed project complies with Rehabilitation Standard 4.*

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

*The proposed project does not call for changes to or removal of any of the subject property's distinctive finishes and character-defining features that are publicly accessible or visible from a public right-of-way. The storefront systems proposed to be replaced at 5 Third Street and 17-29 Third Street are not historic, and will be replaced with new storefront systems that are more compatible with the historic features of the buildings and the district. The project includes the rehabilitation and repair, rather than replacement, of the historic façade cladding, cast-iron storefront surrounds, and windows elements at 5 Third Street, and repairs to the historic façade cladding and window elements at 17-29 Third Street. Therefore, the proposed project complies with Rehabilitation Standard 5.*

**Standard 6:** Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacements of a distinctive feature, the new feature will match the old in design, color, texture and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

*The proposed project does not call for the replacement of any deteriorated historic features, only repairs. Therefore, the proposed project complies with Rehabilitation Standard 6.*

**Standard 7:** Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

*The proposed project will involve limited surfaced cleaning and repairs of the façade cladding at both 5 Third Street and 17-29 Third Street. The cleaning and repair work will be done with the guidance of Planning Staff, and will be undertaken using the gentlest and most limited means possible so as not to cause damage to historic materials. Therefore, the proposed project complies with Rehabilitation Standard 7.*

**Standard 8:** Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures will be undertaken.

*The proposed project could potentially disturb significant archaeological resources and thus would be required to implement Standard Archeological Mitigation Measure III (testing) as a mitigation measure in order to protect and preserve these resources. Therefore, the proposed project complies with Rehabilitation Standard 8.*

**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 project includes exterior alterations to the subject property, including demolition of existing rooftop additions and construction of new rooftop additions and mechanical enclosures at the main thirteenth-floor roof of 5 Third Street and the ninth-floor roof of that building's annex at 190 Stevenson Street, a new roof deck and mechanical enclosure on the roof of 17-29 Third Street, and modifications to storefront infill at the base of both 5 Third Street and 17-29 Third Street.*

*The proposed work at the thirteenth-floor roof of 5 Third Street will not remove or destroy any historic materials, features, or spatial relationships that characterize the property, beyond the removal of the one-story conference penthouse, which is among the alterations made to the building by master architect Julia Morgan in 1938. Although the removal of the penthouse would remove a character-defining feature of the building, the penthouse is not visible from a public right-of-way, and the historic character of the property as viewed from public rights-of-way will not be altered by the removal of the penthouse. The new rooftop additions at 5 Third Street will be less prominent than existing rooftop additions at the roof, and will be simple and understated in their massing and*

*composition. Cladding for the new rooftop additions will consist of contemporary materials that are compatible with the surrounding historic materials in a manner that appropriately references the District. Portions of the new additions will be minimally visible from a distance over the secondary south and east elevations of the building, and will not be visible from a public right-of-way over the primary Market Street and Third Street facades.*

*The proposed work at the ninth-floor roof of the Hearst Building Annex, 190 Stevenson Street, will not be visible from a public right of way, and will not remove or destroy any historic materials, features, or spatial relationships that characterize the property.*

*The proposed work at the fourth-floor roof of the 17-29 Third Street will not remove or destroy any historic materials, features, or spatial relationships that characterize the property. The proposed roof deck will be only minimally visible from the street, and will be set back from the existing roof parapet and constructed and detailed to avoid attracting undue attention to the visible portions of the roof deck.*

*The proposed work at the property's storefronts will not remove or destroy any historic materials, features, or spatial relationships that characterize the property. The work will remove non-historic storefront infill and awnings that are incompatible with the property and the District. The proposed new aluminum storefront infill at both 5 Third Street and 17-29 Third Street, while contemporary in design, will be compatible with the historic storefront elements found at the building and throughout the District. The increased areas of transparent glazing in the new and rehabilitated storefronts will contribute to the activity of the public realm, and are in line with historic storefronts in the District.*

*Therefore, the proposed project complies with Rehabilitation Standard 9.*

**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.

*The proposed project would not affect the essential form and integrity of the building. The proposed rooftop additions and decks at both 5 Third Street and 17-29 Third Street will be minimally visible from a public right-of-way, and could be removed in the future without affecting the form and integrity of the buildings. The alterations to the storefront infill at both buildings could be removed in the future without impacting the essential form and integrity of the landmark. Therefore, the proposed project complies with Rehabilitation Standard 10.*

## **PUBLIC/NEIGHBORHOOD INPUT**

The Planning Department published a Draft Initial Study/Mitigated Negative Declaration (IS/MND) on August 22, 2018. On September 11, 2018, two separate appellants, Rachel Mansfield-Howlett of Provencher & Flatt, LLP, on behalf of Friends of Hearst Building, and Yasin Salma, filed letters appealing the determination to issue a MND. Both appellants provided supplemental appeal letters. The supplemental letter and material from Friends of Hearst Building was received November 15, 2018. Accordingly, the

Department requested a continuance in order to assess the information and prepare a supplemental response, which the Planning Commission granted.

The appeal letters allege that the Draft IS/MND fails to adequately address the following concerns:

1. Impacts to Historic Resources: The project would alter or destroy character-defining features of a historic resource, which may constitute a significant impact under CEQA.
2. Land Use Entitlements: Potentially significant impacts may occur in relation to each discretionary project approval.
3. Hazardous Materials: The project site is identified as the site of a former leaking underground storage tank, and toxic underground contamination would be exacerbated by excavation.
4. Displacement of Non-Profit Businesses: The displacement of non-profit businesses from the historic office building may be a potentially significant impact.
5. BART Tunnel Impacts: Construction adjacent to the BART tunnel under Market Street may be a potentially significant impact.
6. Site-specific and Cumulative Significant Impacts: A full range of environmental resource impacts, both site-specific and cumulative, may result from the proposed project.
7. Preparation of an EIR: The Initial Study contains substantial evidence supporting a fair argument that the project may have significant environmental effects, and an EIR should be prepared to study potential project impacts and feasible alternatives and mitigation.
8. Addressing State Historic Preservation Office's (SHPO's) Review of Application: The proposed project should be revised to meet the Secretary of Interior's Standards.
9. Historic Preservation Commission (HPC) Process-Related Concerns: The HPC should review the project prior to the issuance of a CEQA determination by the Planning Department.
10. Input from San Francisco Heritage: The proposed project should be reviewed by San Francisco Heritage, a non-profit historic preservation organization.
11. Change of Use from Retail to Valet Parking for the Hearst Hotel: The proposed project would change the use of the first floor from retail to valet parking use.
12. Inclusion of Public Art/Green Walls for Hearst Garage: The proposed project should install public art or a green wall to beautify the Hearst Garage.
13. Analysis of Parking, Noise, and Pollution: The report for the proposed project should analyze parking, noise, and pollution.

No other comments (nor appeals of the PMND) were received during the public comment period for the PMND. The proposed project was modified after the appeals were filed, and additional historic resource analysis of the modified project was prepared. The Planning Department further amended the PMND to reflect these changes, although the overall conclusions of the PMND remained unchanged. On February 14, 2019, the Planning Commission adopted a motion to uphold the PMND.

On September 19, 2018, the Department received a letter of opposition to the project from a member of the public via email. On March 8, 2019, the Department received a request via email to include a newspaper article about Julia Morgan in the packet for the hearing. Copies of both emails are included in Exhibit F: Public Comment.



The Department has received no further 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 Section 1111.6 and Appendix F of the Planning Code and the *Secretary of Interior's Standards for Rehabilitation*. Proposed work will not damage or destroy distinguishing original qualities or character of the subject properties.

The proposed work is compatible with the character of the Conservation District as described in Appendix F of Article 11 of the Planning Code and the character-defining features specifically outlined in the designating ordinance.

The proposed project involves a change in use of the property, from mixed-use office to a mixed-use hotel. The historic property's distinctive lobby, high-ceilinged ground-floor commercial spaces, and upper-floor pattern of small office spaces accessed via long corridors are already well suited for conversion to a hotel, and will not require any major changes to the publicly accessible and visible character-defining features of the building or the surrounding landmark district.

### Modifications to the Thirteenth-Floor Main Rooftop of 5 Third Street

The proposed work at the thirteenth-floor roof of 5 Third Street will not remove or destroy any historic materials, features, or spatial relationships that characterize the property, beyond the removal of the one-story conference penthouse, which is among the alterations made to the building by master architect Julia Morgan in 1938. The conference penthouse, which was not historically or currently open to the public, has simple massing and materials overall, although the west façade retains historic decorative details including patterned tile paneling, a wood birdhouse, and steel multilite windows. The interior of the penthouse has been heavily altered. Although the removal of the penthouse would remove a character-defining feature of the building, the penthouse is not visible from a public right-of-way, and the historic character of the property as viewed from public rights-of-way will not be altered by the removal of the penthouse. The remaining majority of the Julia Morgan alterations to 5 Third Street, including all features available to the public such as the main entrance, lobby, and rooftop cornice, will remain as part of the proposed project. Where minimal alterations occur, the work will comply with the Secretary of the Interior's Standards.

The new rooftop additions at 5 Third Street will be less prominent than existing rooftop additions at the roof, and will be simple and understated in their massing and composition. Cladding for the new rooftop additions will consist of contemporary materials that are compatible with the surrounding historic materials in a manner that appropriately references the District. Portions of the new additions will be minimally visible from a distance over the secondary south and east elevations of the building, and will not be visible from a public right-of-way over the primary Market Street and Third Street facades.

To address the removal of the character-defining conference penthouse designed by Julia Morgan as well as the project as a whole, Planning Staff has requested that the HPC adopt Cultural Resources Improvement Measure "I-CR-A: Historic Resource Documentation" from the project's MMRP (attached to this case report

as Exhibit C) as a condition of approval for the project. This improvement measure requires that, prior to the issuance of demolition or site permits, the project sponsor should undertake Historic American Building Survey (HABS) documentation of the subject property.

To ensure that the cladding of the new rooftop additions is compatible with the historic materials found at the subject property and the District, Planning Staff has requested a condition of approval to require Staff review and approval of material samples of any proposed cladding.

#### **Modifications to the Ninth-Floor Rooftop of 190 Stevenson Street**

The proposed work at the ninth-floor roof of the Hearst Building Annex, 190 Stevenson Street, will not be visible from a public right of way, and will not remove or destroy any historic materials, features, or spatial relationships that characterize the property.

#### **Modifications to the Fourth-Floor Rooftop of 17-29 Third Street**

The Staff conducted a site visit to review different placements of story poles representing the proposed roof deck at the subject property. Based on this site visit and modifications made to the placement of the roof deck based on this site visit, it was determined that the proposed work at the fourth-floor roof of 17-29 Third Street will not remove or destroy any historic materials, features, or spatial relationships that characterize the property. The proposed roof deck will be only minimally visible from the street, and will be set back from the existing roof parapet and constructed and detailed to avoid attracting undue attention to the visible portions of the roof deck.

To ensure that the visible portions of the new roof deck do not detract from the historic elements of the building, Planning Staff has requested a condition of approval to require Staff review and approval of final materials and detailing of the roof deck, including updated drawings and material samples.

#### **Modifications to Storefront Infill**

The proposed work at the property's storefronts will not remove or destroy any historic materials, features, or spatial relationships that characterize the property. The work will remove non-historic storefront infill and awnings that are incompatible with the property and the District. The proposed storefront infill at portions of 5 Third Street where missing portions of the historic cast-iron storefronts will be replicated will match the historic materials in terms of its materials, details, and finish.

Although the proposed design of the new storefronts at 17-29 Third Street are not based on any remaining physical remnants of historic storefront systems and no historic photographs have been located to guide the design of the new storefronts, their simple detailing and traditional configuration with paneled bulkheads and transoms will allow the new storefronts to be compatible with the historic building and district without creating a false sense of historical development.

The proposed new aluminum storefront infill at both 5 Third Street and 17-29 Third Street, while contemporary in design, will be compatible with the historic storefront elements found at the building and throughout the District. The increased areas of transparent glazing in the new and rehabilitated storefronts will contribute to the activity of the public realm, and are in line with historic storefronts in the District.

To ensure that the new infill storefront elements at 5 Third Street that are replicating missing portions of the extant historic cast-iron storefront elements at the subject property closely match all exterior profiles,

dimensions, and detailing of the historic features, Planning Staff has requested a condition of approval to require Staff review and approval of shop drawings of the areas where the historic cast-iron is being replicated, as well as a mock-up of this replicated storefront infill at an area where this infill will directly interact with the historic storefront fabric.

To ensure that the final materials, details, and finish of the new storefront infill at 5 Third Street and its annex that will not replicate the historic cast iron storefront elements but will be installed within and adjacent to this historic fabric is compatible with the historic storefront features, Planning Staff has requested a condition of approval to require Staff review and approval of shop drawings of this new infill, as well as a mock-up of this new storefront infill at an area where this infill will directly interact with the historic storefront fabric.

To ensure that the new storefront infill at 17-29 Third Street is compatible with the historic features of the building, Planning Staff has requested a condition of approval to require that the Project Sponsor submit documentation to Planning Staff of existing conditions observed at the property after the removal of any non-historic fabric at the base of the building to determine whether any historic storefront elements remain extant at the base of the building. If extant, these features shall be retained if they are in fair or repairable condition, and shall inform the final design of the new storefront infill.

To ensure that the final materials, details, and finish of the new storefront infill at 17-29 Third Street is compatible with the historic storefront features, Planning Staff has requested a condition of approval to require Staff review and approval of shop drawings and finish samples for this new infill.

### **Façade Restoration**

The project includes the rehabilitation and repair, rather than replacement, of the historic façade cladding, cast-iron storefront surrounds, and windows elements at 5 Third Street, and repairs to the historic façade cladding and window elements at 17-29 Third Street. The cleaning and repair work will be done with the guidance of Planning Staff, and will be undertaken using the gentlest and most limited means possible so as not to cause damage to historic materials. The fire escape proposed to be removed from 17-29 Third Street is utilitarian in character, and is not a character-defining feature of the building.

### **Interior Alterations**

The proposed interior alterations will not involve the removal or alteration of any historic character-defining features at the subject property, beyond minor alterations to portions of the main lobby at 5 Third Street, which is part of the alterations made to the building by master architect Julia Morgan in 1938. Alterations at the lobby are limited to the insertion of new door openings in plain marble paneling at two recessed niches adjacent to the historic elevators. This work will not alter or obscure any decorative historic finishes in the lobby, and will have a minimal impact on the spatial experience of the lobby.

Overall, the project appears to meet the provisions of Article 11 of the Planning Code.

## **ENVIRONMENTAL REVIEW STATUS**

The Department prepared a Draft Initial Study/Mitigated Negative Declaration (IS/MND) for the proposed project. The IS/MND was prepared and published for public review on August 22, 2018. On September 11,

2018, two separate appellants, Rachel Mansfield-Howlett of Provencher & Flatt, LLP, on behalf of Friends of Hearst Building, and Yasin Salma, filed letters appealing the determination to issue a MND. On February 14, 2019, the Planning Commission adopted a motion to uphold the IS/MND, finding that the project could not have a significant effect on the environment, and determined that the IS/MND was considered final, or FMND. On March 5, 2019, the Planning Department reviewed and considered the Final Mitigated Negative Declaration (FMND) and found that the contents of said report and the procedures through which the FMND was prepared, publicized, and reviewed complied with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.) (CEQA), 14 California Code of Regulations Sections 15000 et seq. (the “CEQA Guidelines”) and Chapter 31 of the San Francisco Administrative Code (“Chapter 31”). The Planning Department found the FMND was adequate, accurate and objective, reflected the independent analysis and judgment of the Department of City Planning, and approved the FMND for the Project in compliance with CEQA, the CEQA Guidelines and Chapter 31. The Planning Department prepared a Mitigation Monitoring and Reporting program (MMRP), which material was made available to the public and this Commission for this Commission’s review, consideration and action. The HPC has reviewed and considered the IS/MND and the record as a whole, and finds that the FMND is adequate for its use as the decision-making body for the proposed project, and that there is no substantial evidence that the proposed project will have a significant effect on the environment with the adoption of the mitigation measures contained in the MMRP to avoid potentially significant environmental effects associated with the proposed project.

## 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 and the *Secretary of the Interior Standards for Rehabilitation*.

## CONDITIONS OF APPROVAL

To ensure that the proposed work is undertaken in conformance with this Major Permit to Alter, staff recommends the following conditions:

1. Prior to the issuance of demolition or site permits, the Project Sponsor shall undertake Historic American Building Survey (HABS) documentation of the subject property, as noted in Cultural Resources Improvement Measure “I-CR-A: Historic Resource Documentation” from the project’s MMRP (attached to this case report as Exhibit C) as a condition of approval for the project.
2. As part of the site permit, planning staff shall review and approve material samples of the proposed exterior cladding for the thirteenth-floor rooftop additions at 5 Third Street.
3. As part of the site permit, planning staff shall review and approve materials and detailing of the proposed roof deck at 17-29 Third Street, including updated drawings and material samples.
4. As part of the site permit, planning staff shall review and approve shop drawings of the areas where the historic cast-iron at 5 Third Street is being replicated, as well as a mock-up of the replicated storefront infill at an area where this infill will directly interact with the historic storefront fabric.
5. As part of the site permit, planning staff shall review and approve shop drawings of new storefront infill at 5 Third Street and its annex that will not replicate the historic cast iron storefront elements but will be installed within and adjacent to this historic fabric, as well as a mock-up of this new storefront infill at an area where this infill will directly interact with the historic storefront fabric.

6. As part of the site permit, planning staff shall review documentation provided by the Project Sponsor of existing conditions observed at 17-29 Third Street after the removal of any non-historic fabric at the base of the building to determine whether any historic storefront elements remain extant at the base of the building. If extant, these features shall be retained if they are in fair or repairable condition, and shall inform the final design of the new storefront infill.
7. As part of the site permit, planning staff shall review and approve shop drawings and finish samples of the new storefront infill at 17-29 Third Street.
8. As part of the site permit, the Project Sponsor shall incorporate into construction specifications for the proposed project a requirement that the construction contractor(s) use all feasible means to avoid damage to the historic masonry and terra cotta cladding at 5 Third Street and 190 Stevenson Street as well as the brick and terra cotta cladding at 17-29 Third Street, as noted in Cultural Resources Improvement Measure "I-CR-B: Construction Best Practices for Historic Resources" from the project's MMRP (attached to this case report as Exhibit C) as a condition of approval for the project.
9. As part of the site permit, the Project Sponsor shall provide specifications prepared by a qualified conservator for all proposed cleaning and repair work at the building's exterior.
10. As part of the site permit, the Project Sponsor shall provide mock-ups for all proposed cleaning and repair methods at the building's exterior.
11. As part of the site permit, planning staff shall review documentation provided by the Project Sponsor of existing conditions observed at 17-29 Third Street after the removal of any non-historic fabric at the base of the building to determine whether any underlying historic cladding materials are extant. If extant and in repairable condition, this cladding shall be repaired and left exposed with guidance from Planning Staff.
12. As part of the site permit, the Project Sponsor shall provide material samples and on-site mock-ups for any proposed new façade cladding materials at 17-29 Third Street.

## ATTACHMENTS

Draft Motion

Exhibit A: Property Maps, including:

- Parcel Map
- New Montgomery-Mission-2<sup>nd</sup> Street Conservation District Map
- Sanborn Maps

Exhibit B: Final Initial Study/Mitigated Negative Declaration, dated March 5, 2019

Exhibit C: Mitigation Monitoring and Reporting program (MMRP), dated February 7, 2019

Exhibit D: Comments on the project prepared by the California State Historic Preservation Officer (SHPO), dated November 9, 2018, and December 18, 2018

Exhibit E: Project Sponsor submittal, including:

- Historic Structure Report, prepared by Knapp Architects, dated September 20, 2019
- Hearing Packet, prepared by Knapp Architects, Forge, and Bespoke Hospitality, dated March 20, 2019

Exhibit F: Public Comment



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Motion Permit to Alter MAJOR ALTERATION

HEARING DATE: MARCH 20, 2019

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Case No.:* **2016-007303PTA**  
*Project Address:* **5 Third Street**  
*Category:* Category I (Significant Building, No Alterations)  
*Zoning:* C-3-O (Downtown-Office)  
120-X Height and Bulk District  
*Block/Lot:* 3707/057  
*Applicant:* Caroline Guibert Chase  
Coblentz Patch Duffy & Bass LLP  
1 Montgomery Street, Suite 3000  
San Francisco, CA 94104  
*Staff Contact* Rebecca Salgado - (415) 575-9101  
[rebecca.salgado@sfgov.org](mailto:rebecca.salgado@sfgov.org)  
*Reviewed By* Tim Frye - (415) 558-6625  
[tim.frye@sfgov.org](mailto: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 I (SIGNIFICANT) PROPERTY LOCATED ON LOT 057 IN ASSESSOR'S BLOCK 3707. THE SUBJECT PROPERTY IS WITHIN A C-3-O (DOWNTOWN-OFFICE) ZONING DISTRICT AND A 120-X HEIGHT AND BULK DISTRICT.**

### **PREAMBLE**

WHEREAS, on June 27, 2017, Caroline Guibert Chase of Coblentz Patch Duffy & Bass LLP ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter for work at the subject property. The subject building is located on Lot 057 in Assessor's block 3707, a Category I (Significant) property locally designated under Article 11, Appendix F of the Planning Code.

Specifically, the proposal would convert the existing Hearst Building from mixed-use office to a mixed-use hotel, including modifications to the rooftops of both buildings on the lot to include new event space and rooftop bar and patios. The proposed project would result in an approximately 131,550 gross square foot building, with up to 170 hotel rooms, approximately 5,920 square feet of office space, approximately 11,393 square feet of retail space, including approximately 422 square feet of general retail, and approximately 4,005 square feet of restaurant/bar uses. Specifically, the proposal includes:

- Alterations to the existing thirteenth-floor main rooftop at 5 Third Street, including the removal of the existing water tower, elevator/stair house enclosure, conference penthouse, and portions of the existing event space/bocce court penthouse structure and construction of new mechanical and elevator penthouses and a rooftop bar/event space: Of the rooftop elements proposed to be removed, none would be considered character-defining features of the building other than the one-story conference penthouse, which was designed by Julia Morgan as part of her 1938 alterations to the property. The new rooftop additions will be minimally visible from a public right-of-way at a distance. None of the proposed rooftop additions will be visible over the primary facades of the building.
- Construction of a new mechanical enclosure and rooftop terrace on the ninth-floor roof of 5 Third Street's annex, 190 Stevenson Street: The terrace and new mechanical enclosure would be accessed via an existing window opening at the visible south secondary elevation of 5 Third Street, which would have its sills dropped to serve as a door. The new mechanical enclosure will not be visible from a public right-of-way. Adjacent to the new mechanical enclosure, new window openings are proposed at an existing two-story-tall windowless connector element between 5 Third Street and 190 Stevenson Street at the seventh and eighth floors.
- Construction of a new rooftop terrace and mechanical enclosure at 17-29 Third Street, at the southwest corner of the lot: This rooftop terrace would be accessed via three existing window openings at the visible south secondary elevation of 5 Third Street and visible west secondary elevation of 190 Stevenson Street, which would have their sills dropped to serve as doors. Due to the difference in floor height from 5 Third Street to 17-29 Third Street, the proposed roof deck would need to be elevated on an approximately 6-foot-tall platform. As proposed, the new deck's railing would be visible from a public right-of-way at certain vantage points.
- Rehabilitation and repair of ground-floor storefronts at 5 Third Street and 17-29 Third Street: At 5 Third Street, this work would include the repair and retention of historic cast-iron storefront framing at the Market Street, Third Street, and Stevenson Street facades, the replacement of non-historic aluminum storefront framing with new aluminum storefront framing, the removal of one existing non-historic storefront entrance each at the Market Street and Third Street façades, and the removal of non-historic awnings flanking the main entrance to the building. At 17-29 Third Street, the proposed storefront work would include removal of the existing non-historic storefront systems and signage at the Third Street and Stevenson Street facades, and installation of new storefront openings at both facades with aluminum framing to include paneled bulkheads and transoms, with two sets of recessed paired entrance doors at the Third Street façade and one set of recessed paired entrance doors at the Stevenson Street facade. Canvas awnings are proposed within the new storefront openings at 17-29 Third Street.
- Façade and window restoration and repairs at 5 Third Street and 17-29 Third Street: At both buildings, this work would include cleaning of graffiti and surface dirt; crack, spall, and glaze repairs at the historic brick and terra cotta; repointing of deteriorated mortar joints; sheet-metal repairs; and repainting of select windows. In addition, non-historic cement plaster, wood paneling, and ceramic tile cladding at the base of 17-29 Third Street would be removed, and new brick cladding that more closely matches the historic brick found at the upper floors of the building would be installed at both facades at the base of the building. The metal fire escape would be removed from the Stevenson Street façade of 17-29 Third Street, and anchor points would be patched.
- Interior alterations at all floors of the existing buildings at 5 Third Street, 190 Stevenson, and 17-29 Third Street: The majority of this work will not affect any publicly accessible interior spaces of the

building. The publicly accessible historic lobby, part of Julia Morgan's 1938 alterations to the building, would be retained and slightly modified to create two doorway openings in the existing niches adjacent to the elevator banks, connecting the adjacent reception and restaurant spaces. The publicly accessible historic corridors throughout the building will largely be retained, including the historic corridor doors, marble wall cladding, and flooring. The project would include seismic and structural building system upgrades.

WHEREAS, a Draft Initial Study/Mitigated Negative Declaration (IS/MND) for the Project was prepared and published for public review on August 22, 2018; and

WHEREAS, the Draft IS/MND was available for public comment until September 11, 2018; and

WHEREAS, on September 11, 2018, two separate appellants, Rachel Mansfield-Howlett of Provencher & Flatt, LLP, on behalf of Friends of Hearst Building, and Yasin Salma, filed letters appealing the determination to issue a MND. Both appellants provided supplemental appeal letters. The supplemental letter and material from friends of Hearst Building was received November 15, 2018. Accordingly, the Department requested a continuance in order to assess the information and prepare a supplemental response, which the Planning Commission granted; and

WHEREAS, on February 14, 2019, the Planning Commission reviewed and considered the issues on appeal, and, finding that the project could have no impact on the environment, affirmed the Negative Declaration, which at that time was considered final, or a Final Mitigated Negative Declaration (FMND). The Planning Commission also found that the contents of said report and the procedures through which the FMND was prepared, publicized, and reviewed complied with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.) (CEQA), 14 California Code of Regulations Sections 15000 et seq. (the "CEQA Guidelines") and Chapter 31 of the San Francisco Administrative Code ("Chapter 31"); and

WHEREAS, the Planning Commission found the FMND was adequate, accurate and objective, reflected the independent analysis and judgment of the Department of City Planning, and that the summary of comments and responses contained no significant revisions to the Draft IS/MND, and approved the FMND for the Project in compliance with CEQA, the CEQA Guidelines and Chapter 31; and

WHEREAS, the Planning Department, Jonas Ionin, is the custodian of records, located in File No. 2016-007303, at 1650 Mission Street, Fourth Floor, San Francisco, California; and

WHEREAS, the Planning Department prepared a Mitigation Monitoring and Reporting program (MMRP), which material was made available to the public and this Commission for this Commission's review, consideration and action; now therefore, be it

WHEREAS, on March 20, 2019, the Historic Preservation Commission ("HPC") conducted a duly noticed public hearing on Permit to Alter application No. 2016-007303PTA ("Project").

WHEREAS, in reviewing the application, the HPC 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.

WHEREAS, the HPC has reviewed and considered the IS/FMND and the record as a whole, finds that the FMND is adequate for its use as the decision-making body for the Project, that there is no substantial evidence that the Project will have a significant effect on the environment with the adoption of the mitigation measures contained in the MMRP to avoid potentially significant environmental effects associated with the Project, and hereby adopts the FMND.

WHEREAS, the HPC hereby adopts the MMRP attached hereto as Exhibit C and incorporated herein as part of this Motion by this reference thereto and commits to all required mitigation measures identified in the IS/MND and contained in the MMRP.

**MOVED**, that the Commission hereby APPROVES the Permit to Alter, in conformance with the architectural plans dated March 20, 2019, and labeled Exhibit A on file in the docket for Case No. 2016-007303PTA based on the following findings:

### **CONDITIONS OF APPROVAL**

To ensure that the proposed work is undertaken in conformance with this Major Permit to Alter, staff recommends the following conditions:

1. Prior to the issuance of demolition or site permits, the Project Sponsor shall undertake Historic American Building Survey (HABS) documentation of the subject property, as noted in Cultural Resources Improvement Measure "I-CR-A: Historic Resource Documentation" from the project's MMRP (attached to this case report as Exhibit C) as a condition of approval for the project.
2. As part of the site permit, planning staff shall review and approve material samples of the proposed exterior cladding for the thirteenth-floor rooftop additions at 5 Third Street.
3. As part of the site permit, planning staff shall review and approve materials and detailing of the proposed roof deck at 17-29 Third Street, including updated drawings and material samples.
4. As part of the site permit, planning staff shall review and approve shop drawings of the areas where the historic cast-iron at 5 Third Street is being replicated, as well as a mock-up of the replicated storefront infill at an area where this infill will directly interact with the historic storefront fabric.
5. As part of the site permit, planning staff shall review and approve shop drawings of new storefront infill at 5 Third Street and its annex that will not replicate the historic cast iron storefront elements but will be installed within and adjacent to this historic fabric, as well as a mock-up of this new storefront infill at an area where this infill will directly interact with the historic storefront fabric.
6. As part of the site permit, planning staff shall review documentation provided by the Project Sponsor of existing conditions observed at 17-29 Third Street after the removal of any non-historic fabric at the base of the building to determine whether any historic storefront elements remain extant at the base of the building. If extant, these features shall be retained if they are in fair or repairable condition, and shall inform the final design of the new storefront infill.
7. As part of the site permit, planning staff shall review and approve shop drawings and finish samples of the new storefront infill at 17-29 Third Street.

8. As part of the site permit, the Project Sponsor shall incorporate into construction specifications for the proposed project a requirement that the construction contractor(s) use all feasible means to avoid damage to the historic masonry and terra cotta cladding at 5 Third Street and 190 Stevenson Street as well as the brick and terra cotta cladding at 17-29 Third Street, as noted in Cultural Resources Improvement Measure "I-CR-B: Construction Best Practices for Historic Resources" from the project's MMRP (attached to this case report as Exhibit C) as a condition of approval for the project.
9. As part of the site permit, the Project Sponsor shall provide specifications prepared by a qualified conservator for all proposed cleaning and repair work at the building's exterior.
10. As part of the site permit, the Project Sponsor shall provide mock-ups for all proposed cleaning and repair methods at the building's exterior.
11. As part of the site permit, planning staff shall review documentation provided by the Project Sponsor of existing conditions observed at 17-29 Third Street after the removal of any non-historic fabric at the base of the building to determine whether any underlying historic cladding materials are extant. If extant and in repairable condition, this cladding shall be repaired and left exposed with guidance from Planning Staff.
12. As part of the site permit, the Project Sponsor shall provide material samples and on-site mock-ups for any proposed new façade cladding materials at 17-29 Third Street.

## 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 of the Conservation District as described in Section 1111.6 and Appendix F of Article 11 of the Planning Code and the character-defining features specifically outlined in the designating ordinance:

- Although the proposed project involves a change in use of the property, from mixed-use office to a mixed-use hotel, the historic property's distinctive lobby, high-ceilinged ground-floor commercial spaces, and upper-floor pattern of small office spaces accessed via long corridors are already well suited for conversion to a hotel, and will not require any major changes to the publicly accessible and visible character-defining features of the building or the surrounding landmark district;
- The proposed work at the thirteenth-floor roof of 5 Third Street will not remove or destroy any historic materials, features, or spatial relationships that characterize the property, beyond the removal of the one-story conference penthouse, which is among the alterations made to the building by master architect Julia Morgan in 1938. The conference penthouse, which was not historically or currently open to the public, has simple massing and materials overall, although the west façade retains historic decorative details including patterned tile paneling, a wood birdhouse, and steel multilite windows. The interior of the

penthouse has been heavily altered. Although the removal of the penthouse would remove a character-defining feature of the building, the penthouse is not visible from a public right-of-way, and the historic character of the property as viewed from public rights-of-way will not be altered by the removal of the penthouse. The remaining majority of the Julia Morgan alterations to 5 Third Street, including all features available to the public such as the main entrance, lobby, and rooftop cornice, will remain as part of the proposed project. Where minimal alterations occur, the work will comply with the Secretary of the Interior's Standards;

- The proposed thirteenth-floor rooftop additions at 5 Third Street will be less prominent than existing rooftop additions at the roof, and will be simple and understated in their massing and composition. Cladding for the new rooftop additions will consist of contemporary materials that are compatible with the surrounding historic materials in a manner that appropriately references the District. Portions of the new additions will be minimally visible from a distance over the secondary south and east elevations of the building, and will not be visible from a public right-of-way over the primary Market Street and Third Street facades;
- The proposed work at the ninth-floor roof of the Hearst Building Annex, 190 Stevenson Street, will not be visible from a public right of way, and will not remove or destroy any historic materials, features, or spatial relationships that characterize the property;
- The proposed work at the fourth-floor roof of 17-29 Third Street will not remove or destroy any historic materials, features, or spatial relationships that characterize the property. The proposed roof deck will be only minimally visible from the street, and will be set back from the existing roof parapet and constructed and detailed to avoid attracting undue attention to the visible portions of the roof deck.;
- The proposed work at the property's storefronts will not remove or destroy any historic materials, features, or spatial relationships that characterize the property. The work will remove non-historic storefront infill and awnings that are incompatible with the property and the District. The proposed storefront infill at portions of 5 Third Street where missing portions of the historic cast-iron storefronts will be replicated will match the historic materials in terms of its materials, details, and finish;
- Although the proposed design of the new storefronts at 17-29 Third Street are not based on any remaining physical remnants of historic storefront systems and no historic photographs have been located to guide the design of the new storefronts, their simple detailing and traditional configuration with paneled bulkheads and transoms will allow the new storefronts to be compatible with the historic building and district without creating a false sense of historical development;
- The proposed new aluminum storefront infill at both 5 Third Street and 17-29 Third Street, while contemporary in design, will be compatible with the historic storefront elements found at the building and throughout the District. The increased areas of transparent glazing in the new and rehabilitated storefronts will contribute to the activity of the public realm, and are in line with historic storefronts in the District; and,
- The proposed cleaning and repair work at all building on the property will be done with the guidance of Planning Staff, and will be undertaken using the gentlest and most limited means possible so as not to cause damage to historic materials.

- The fire escape proposed to be removed from 17-29 Third Street is utilitarian in character, and is not a character-defining feature of the building;
- The proposed interior alterations will not involve the removal or alteration of any historic character-defining features at the subject property, beyond minor alterations to portions of the main lobby at 5 Third Street, which is part of the alterations made to the building by master architect Julia Morgan in 1938. Alterations at the lobby are limited to the insertion of new door openings in plain marble paneling at two recessed niches adjacent to the historic elevators. This work will not alter or obscure any decorative historic finishes in the lobby, and will have a minimal impact on the spatial experience of the lobby; and
- 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 4.**

*Changes to a property that have acquired historic significance in their own right will be retained and preserved.*

**Standard 5.**

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

**Standard 6.**

*Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacements of a distinctive feature, the new feature will match the old in design, color, texture and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.*

**Standard 7.**

*Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

**Standard 8.**

*Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures will be undertaken.*

**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.*

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.*

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 will not have an impact 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 and the 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 project 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.

### 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 **APPROVES a Permit to Alter** for the property located at Lot 057 in Assessor's Block 3707 for proposed work in conformance with the architectural submittal dated March 20, 2019, and labeled Exhibit A on file in the docket for Case No. 2016-007303PTA.

**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.

**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 APPROVES the foregoing Motion on March 20, 2019.

Jonas P. Ionin  
Commission Secretary

AYES: X

NAYS: X

RECUSED: X

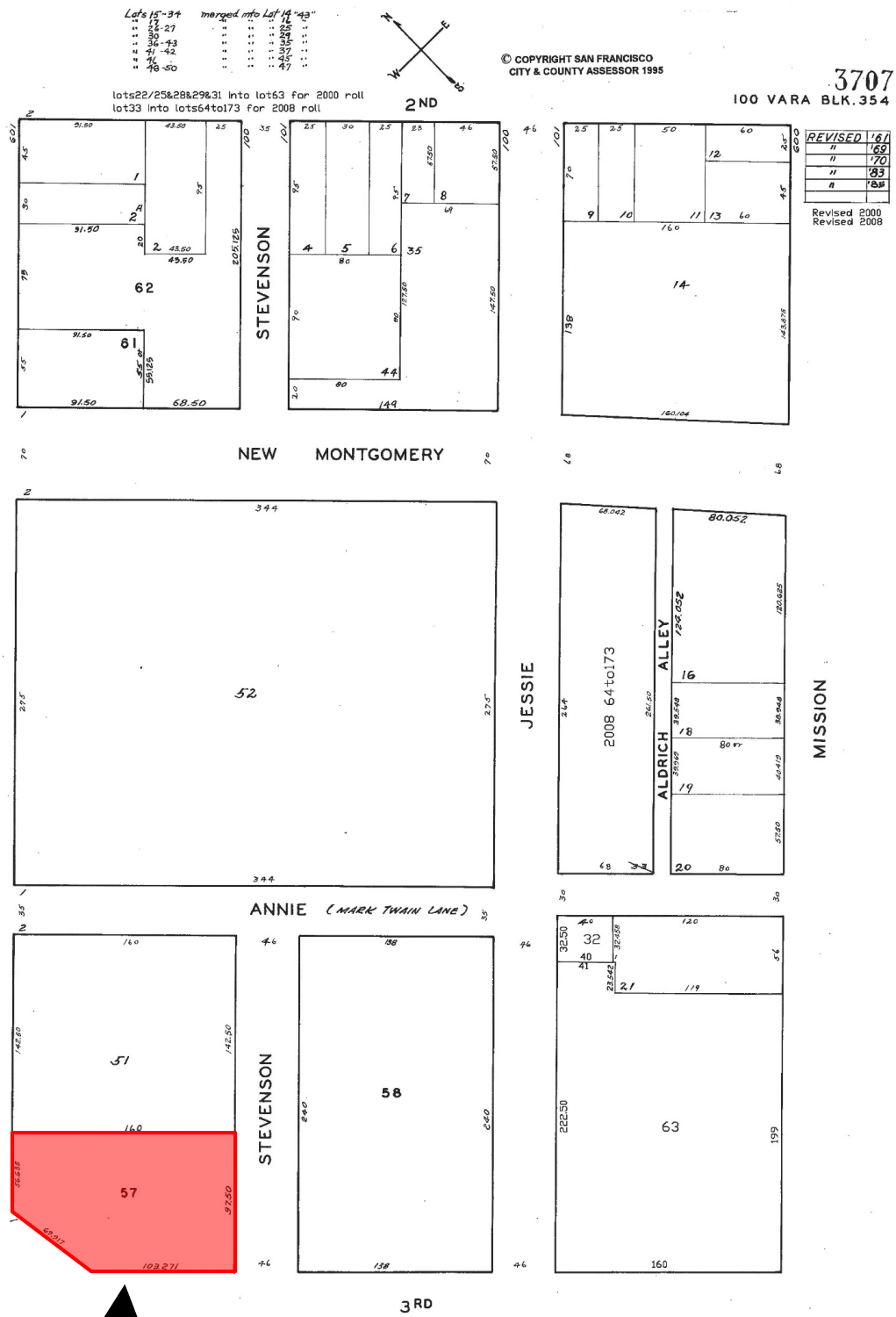
ABSENT: X

ADOPTED: March 20, 2019



# EXHIBIT A

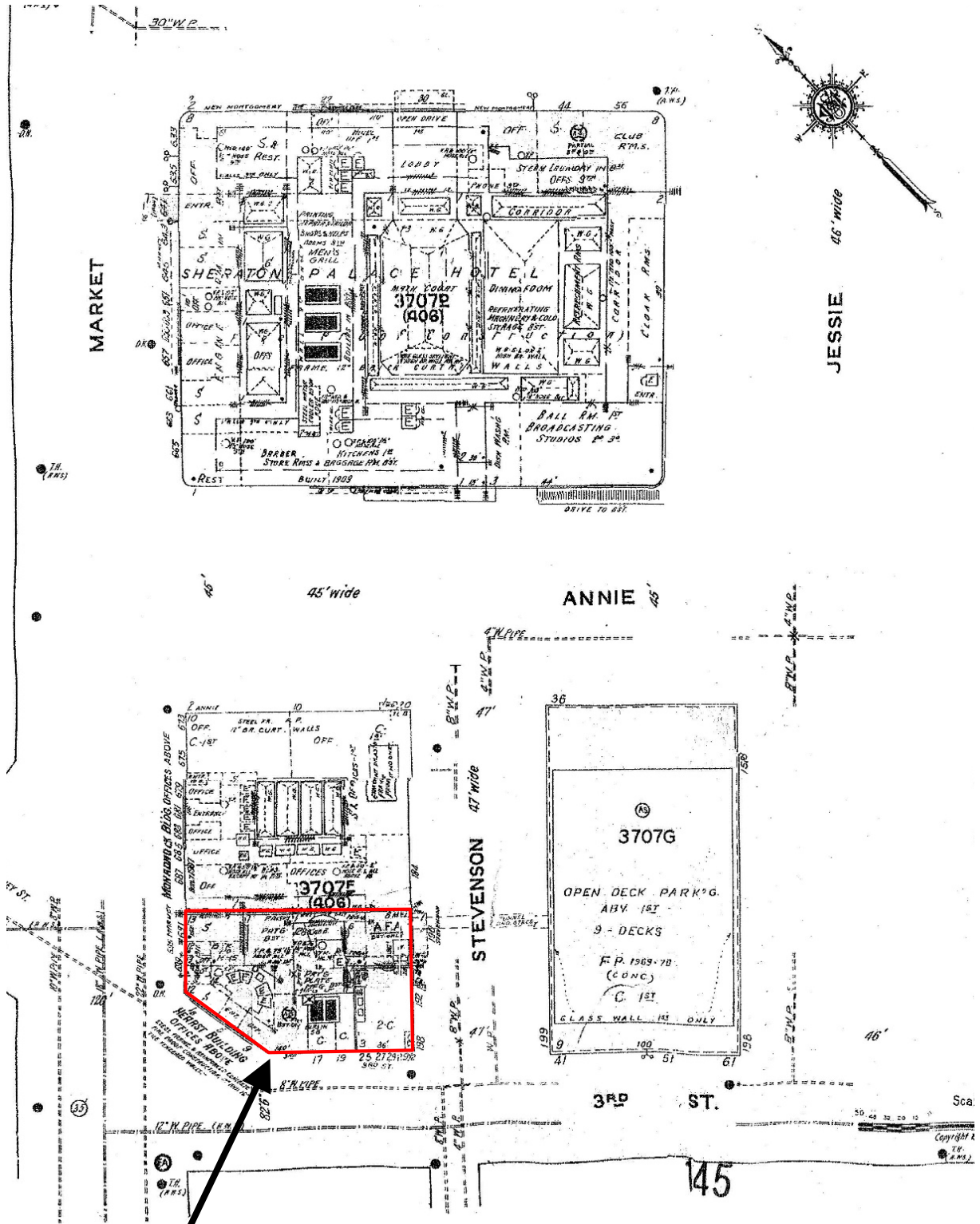
# Parcel Map



**SUBJECT PROPERTY**

Major Permit to Alter  
 Case Number 2016-007303PTA  
 5 Third Street  
 The Hearst Building

# Sanborn Map

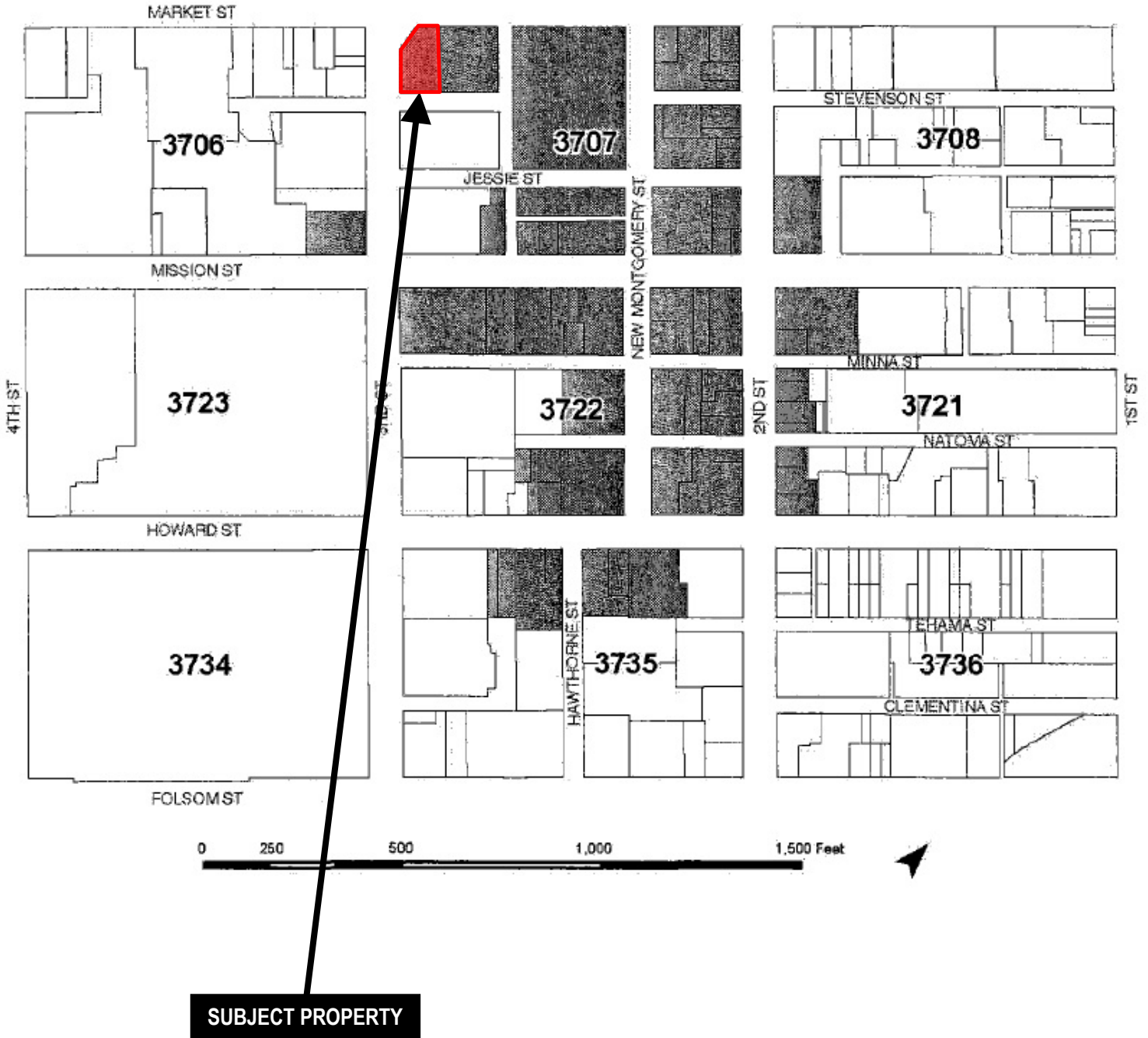


**SUBJECT PROPERTY**

Major Permit to Alter  
 Case Number 2016-007303PTA  
 5 Third Street  
 The Hearst Building

# District Map

## New Montgomery-Mission-Second Street Conservation District



Major Permit to Alter  
Case Number 2016-007303PTA  
5 Third Street  
The Hearst Building

# EXHIBIT B

Exhibit B: Final Mitigated Negative Declaration for 5 Third Street (2016-007303ENV), dated March 5, 2019

Available online at: [http://sfmea.sfplanning.org/5\\_Third\\_St\\_FMND\\_030519.pdf](http://sfmea.sfplanning.org/5_Third_St_FMND_030519.pdf)



# SAN FRANCISCO PLANNING DEPARTMENT

## Mitigated Negative Declaration

*Date of Issuance  
of PMND:*

August 22, 2018; revised on March 5, 2019 (amendments to the Initial Study/ Preliminary Mitigated Negative Declaration are shown as deletions in ~~strike through~~ and additions in double underline)

*Case No.:*

**2016-007303ENV**

*Project Title:*

**5 Third Street**

*Zoning:*

C-3-O (Downtown Office) Use District  
120-X Height and Bulk District

*Block/Lot:*

3707/057

*Lot Size:*

14,441 square feet

*Project Sponsor*

Caroline Guibert Chase, Coblenz, Patch, Duffy & Bass  
(415) 772-5793

*Lead Agency:*

San Francisco Planning Department

*Staff Contact:*

Josh Pollak – (415) 575-8766  
[josh.pollak@sfgov.org](mailto:josh.pollak@sfgov.org)

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**415.558.6378**

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Planning  
Information:  
**415.558.6377**

### PROJECT DESCRIPTION:

The project site is located on the southeast corner of Market and Third streets, and is occupied by two buildings with an internal connection: 5 Third Street, a 13-story building with street frontage on Market and Third, and 17-29 Third Street, a three-story building on Third and Stevenson Streets (collectively, the Hearst Building). The Hearst Building is an approximately 131,650-gross-square-foot, 13-story, ~~187~~ 189-foot-tall building, which currently houses a bar/nightclub within the basement level, ground floor retail uses, commercial office space on floors 2 through ~~12~~ 13, and a roof on the 13<sup>th</sup> floor with a penthouse and mechanical equipment. The Hearst Building is designated as Category I under Article 11 of the Planning Code, which means the building is judged to be individually important and have excellent or very good architectural design for historic preservation purposes.

The proposed project would convert the existing Hearst Building from mixed-use office to a mixed-use hotel, including modifications to the rooftop to include new event space, a mixed-use rooftop bar and patio. In the basement, new structural walls would be added as part of a seismic retrofit that would reconfigure existing tenant space by shifting the location of existing storage space and restrooms. The new mixed-use hotel would include ground level retail, restaurant/bar, and hotel lobby space. Levels 2 and 3 would include a mix of commercial office space, hotel rooms, and event space. Levels 4 through 12 would be occupied by hotel rooms. Level 4 would have an outdoor terrace event space overlooking Stevenson Street, and level 13 will be used as an indoor/outdoor event space with a kitchen, rooftop bar and patio overlooking the adjacent Monadnock building to the east. The proposed project would result in an approximately 131,550 gross square foot building, with up to 170 hotel rooms, 5,920 square feet of office space and 11,393 square feet of retail space, including 422 square feet of general retail, and 4,005 square feet of restaurant/bar uses.



The project would include seismic and structural building system upgrades, and would also meet Leadership in Energy and Environmental Design (LEED) Gold building efficiency standards.

No off-street vehicle parking is proposed; however, eight Class I bicycle spaces would be provided in a bicycle storage room in the basement and 10 Class II bicycle parking racks would be installed on the sidewalks surrounding the project site, in addition to the five existing bicycle parking racks located on the Stevenson Street and Third Street sidewalks. The proposed project would include three new street trees along the building's Third Street frontage and four new street trees along the buildings Stevenson Street frontage.

**FINDING:**

This project could not have a significant effect on the environment. This finding is based upon the criteria of the Guidelines of the State Secretary for Resources, Sections 15064 (Determining Significant Effect), 15065 (Mandatory Findings of Significance), and 15070 (Decision to prepare a Negative Declaration), and the following reasons as documented in the Initial Evaluation (Initial Study) for the project, which is attached.

Mitigation measures are included in this project to avoid potentially significant effects. See Section F, page 119.



\_\_\_\_\_  
Lisa Gibson  
Environmental Review Officer



\_\_\_\_\_  
Date of Issuance of Final Mitigated  
Negative Declaration

cc: Caroline Guibert Chase, Coblenz, Patch, Duffy & Bass (Project Sponsor)  
Rebecca Salgado, San Francisco Planning Department (Preservation Planner)  
Seema Adina, San Francisco Planning Department (Current Planner)

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<sup>1</sup> Figures 2 through 8 and Figures 15 through 20 have been updated to reflect the modified project, which includes relocation of the lobby doors to the existing niches adjacent to the elevator banks; adjusting the position of doors from the 4<sup>th</sup> floor upwards to retain existing marble wall cladding; and reducing the height of the proposed elevator machine room, such that the proposed final height of the building would be about 5 feet less than the existing height.



# Initial Study

## 5 Third Street Project

### Planning Department Case No. 2016-007303ENV

#### A. PROJECT DESCRIPTION

##### Project Location

The 14,441-square-foot (0.33-acre) project site (Assessor's Block 3707, Lot 057) is located on the southeast corner of Market and Third streets within San Francisco's Financial District neighborhood. The project site is bounded by Market Street to the north, Monadnock Building (685 Market Street) to the east, Stevenson Street to the south, and Third Street to the west (see Figure 1, Project Location in Section J).<sup>2</sup> The project site is occupied by two buildings: (1) a 13-story building (5 Third Street), which includes an eight-story annex, located on the corner of Third and Market streets, which was constructed between 1909 and 1911 to house the offices and printing facilities for William Randolph Hearst's *San Francisco Examiner* newspaper operation; and (2) a three-story building (17-29 Third Street), located at the corner of Third and Stevenson streets, which was constructed between 1907 and 1910, shares an internal connection with the adjacent 5 Third Street, and was purchased by the Hearst Corporation in 1947 (collectively, the two structures comprise the Hearst Building).

The Hearst Building is an approximately 131,650-gross-square-foot, 13-story,<sup>3</sup> ~~187~~189-foot-tall building,<sup>4</sup> which currently houses a bar/nightclub within the basement level, ground floor retail uses, and commercial office space on floors 2 through ~~12~~13. The project site is considered to be a "Category A" property (historic resource present) for the purposes of the Planning Department's California Environmental Quality Act (CEQA) review purposes.

The site includes approximately 98 feet of frontage on Stevenson Street, 60 feet of frontage on Market Street, and 160 feet of frontage on Third Street. There are no vehicle curb cuts currently located along the project frontage that provide direct vehicular ingress/egress to the existing property. There are seven designated on-street freight/delivery loading spaces directly adjacent to

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<sup>2</sup> All figures are in Section J of this document. Plans for the project are dated November 20, 2018.

<sup>3</sup> The 13<sup>th</sup> floor is the penthouse level, and includes mechanical equipment and a rooftop penthouse used as a conference room.

<sup>4</sup> The existing building is measured as taller than the previously noted height in the MND issued August 22, 2018. This is because Third Street is used as base point for measuring the height rather than Market Street, per Planning Code Section 260.

the project site and extending east along the north side of Stevenson Street, totaling 140 feet in length, between Third and Annie streets. There is a bus/taxi-only lane along the Third Street project frontage.

### **Project Characteristics**

The proposed project would convert the existing Hearst Building from mixed-use office to a mixed-use hotel, including modifications to the rooftop to include new event space and rooftop bar and patio. In the basement, new structural walls would be added as part of a seismic retrofit that would reconfigure existing tenant space by shifting the location of existing storage space and restrooms. The new mixed-use hotel would include ground level retail, restaurant/bar, and hotel lobby space. Levels 2 and 3 would include a mix of commercial office space, hotel rooms, and event space. Levels 4 through 12 would be occupied by hotel rooms. Level 4 would have a terrace event space overlooking Stevenson Street, and level 13 would be used as event space with a rooftop bar and patio adjacent to overlooking Third Street. The proposed project would result in an approximately 131,550 gross square foot building, with up to 170 hotel rooms, approximately 5,920 square feet of office space, approximately 11,393 square feet of retail space, including approximately 422 square feet of general retail, and approximately 4,005 square feet of restaurant/bar uses (see Table 1 below for a summary of existing and proposed uses, and Figures 3 through 21 for the streetscape, ground floor, building massing, axonometric view of rooftop, floor plans, elevations, and a section). The project would include seismic and structural building system upgrades, and would also meet LEED Gold building efficiency standards. A legislative amendment approving revised text to Planning Code Section 188 would be required to allow for project alterations and enlargements to existing noncomplying rooftop structures on the project site.

Implementation of the proposed project would require interior alterations to convert the upper floors of the existing buildings at 5 Third Street, 190 Stevenson and 17-29 Third Street from office to hotel use. A portion of the existing office space on the 2<sup>nd</sup> floor would be retained. The ground floor street-facing elevations would be used for retail, dining, lounge and lobby areas. The historic lobby would be retained and slightly modified to create two doorway openings along the side walls into in the existing niches adjacent to the elevator banks, connecting the adjacent reception and restaurant spaces. Kitchen, loading and service areas would be located away from the primary elevations, along the east property line. The existing rooftop at 5 Third Street would be altered as follows: the water tower, elevator/stair house enclosure, the conference penthouse, towers and portions of the existing event space/bocce court penthouse structure would be removed, and new mechanical and elevator penthouses and a rooftop bar/event space would be added. A rooftop terrace at 17-29 Third Street, at the southwest corner of the lot, would be provided and would be accessible to hotel guests. As part of the adaptive reuse project, the building would undergo exterior cladding and fenestration repairs, and ground floor storefront rehabilitation.

No off-street vehicle parking is proposed; however, eight Class I bicycle spaces would be provided in a bicycle storage room in the basement and 10 Class II bicycle parking racks would be installed on the sidewalks surrounding the project site, in addition to the five existing bicycle parking racks

located on the Stevenson Street and Third Street sidewalks.<sup>5</sup> The proposed project would include three new street trees along the building’s Third Street frontage and four new street trees along the buildings Stevenson Street frontage.

The project sponsor would also request SFMTA to install a 60-foot long (3 spaces) on-street passenger loading zone along the project frontage on the north side of Stevenson Street. The passenger loading zone would require that the two existing metered parallel on-street parking spaces and one metered commercial loading space adjacent to the project site’s secondary entrance be converted to accommodate the proposed 60-foot passenger loading zone. The project sponsor would provide valet service for all building guests through a contracted third-party valet service. The third-party valet company would be responsible for securing parking contracts with local parking garages to accommodate the daily valet parking demand. The valet stand would be located at the eastern end of the proposed 60-foot on-street passenger loading zone, approximately 70 feet east of the intersection of Third and Stevenson streets. These features are shown in Figure 2, Project Site Plan.

**Table 1: Summary of Existing and Proposed Uses**

	Existing	Proposed
<b>Building</b>		
<i>Height</i>	<u>189187</u> feet*	<u>184185</u> feet*
<i>Floor Area</i>	131,650 square feet	131,550 square feet
<b>Uses</b>		
<i>Office</i>	121,145 square feet	5,920 square feet
<i>Hotel</i>	n/a	Up to 170 rooms
<i>Retail (includes restaurant/bar)</i>	10,505 square feet	11,393 square feet
<b>Bike Parking</b>		
<i>Class I</i>	0	7
<i>Class II</i>	4	14

\*Existing height includes 13-story building and a water tower, the proposed height includes 13-story building and an elevator machine room. The proposed height of the building is slightly lower than indicated in the PMND published in August 2018, as the height of the elevator machine room was subsequently decreased in response to preservation-related comments.

### Project Construction

Construction of the proposed project would last approximately 20 months, and would consist of the following phases: 1) interior/exterior demolition, 2) structural work, 3) interior renovations, and 4) exterior work. The proposed interior alterations, rooftop/terrace construction, and seismic retrofit would require foundation reinforcements consisting of micropiles to transfer new structural loads. Approximately 50 micropiles would be used, each of which would be about 8 inches in diameter. The micropiles would be drilled, and would not use impact or vibratory driving techniques. The micropile installation would require soil disturbance to a depth of approximately

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<sup>5</sup> Class I bicycle parking spaces are spaces in secure, weather-protected facilities intended for use as long-term, overnight, and work-day bicycle storage. Class II bicycle parking spaces are spaces located in a publicly accessible, highly visible location intended for transient or short-term use.

50 feet below ground surface at the locations where the micropiles would be installed, which would require excavation and removal of up to 40 cubic yards of soil from the site. Due to the proximity of the project site to the BART tunnel that is located underneath Market Street, portions of this work may be within the BART Zone of Influence,<sup>6</sup> which may require a construction permit from BART as discussed below under “Project Approvals.”

Construction activities would be staged primarily along the Stevenson Street frontage of the project site and within the nearby Hearst Garage located across Stevenson Street (across from the project site). During the interior work, some trucks would be parked outside the building to transport materials to the project site. It is also expected that some temporary partial sidewalk closures primarily along the project frontage on Market, Third, and Stevenson streets would likely be required for various durations during the entire construction period. There would be no travel lane closures that would disrupt or substantially delay vehicles and bicycles traveling on Market, Third, and Stevenson streets.

### ***Project Approvals***

The proposed 5 Third Street project would require the following approvals:

#### **Actions by the Historic Preservation Commission**

- **Major Permit to Alter.** In accordance with Article 11 of the Planning Code, the proposed project would require approval of a Major Permit to Alter from the Historic Preservation Commission to alter the existing building.

#### **Actions by the Planning Commission**

- **Conditional Use Authorization.** Per Planning Code Section 303, a Conditional Use Authorization would be required from the Planning Commission for the proposed hotel uses.
- **Downtown Project Authorization.** Per Planning Code Section 309, a Downtown Project Authorization would be required from the Planning Commission for substantial alterations to the building.

#### **Actions by the Board of Supervisors and Mayor**

- **Legislative Amendment.** A legislative amendment approving revised text to Planning Code Section 188 would be required to be adopted by the Board of Supervisors and signed by the Mayor to allow for alterations and enlargements to existing noncomplying rooftop structures on the project site.

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<sup>6</sup> The BART Zone of Influence is defined as the area above a line of influence, which is a line from the critical point of BART structures at a slope of 1 ½ horizontal to 1 vertical (as a line sloping towards ground level).

### **Actions by other City Departments**

- **Building Permit.** The proposed project would require issuance of a building permit by the Department of Building Inspection.
- **Street Space Permit.** If sidewalk(s) are used for construction staging and temporary pedestrian walkways would be implemented in the curb lane(s), approval of a street space permit from the Bureau of Street Use and Mapping (San Francisco Public Works) would be required.
- **Tree ~~Removal and~~ Planting Permits.** Approval of a permit ~~permits to remove an existing street tree,~~ plant three new street trees along Third Street,<sup>7</sup> and plant four new street trees along Stevenson Street from San Francisco Public Works.
- **Color Curb Program.** Approval of conversion of one metered yellow commercial loading zone and two metered parallel parking spaces to a 60-foot long passenger loading zone (white zone) from the San Francisco Municipal Transit Agency Board of Directors.

### **Required Approvals by Other Agencies**

The following permits and approvals would be required:

#### **Bay Area Rapid Transit (BART)**

- Portions of the project site are within the BART Zone of Influence, as it is adjacent to the BART subway facility below Market Street. An application for a construction permit must be sent to BART, and if BART determines that inspection or monitoring would be needed for the project, a permit would be required.

#### **Approval Action Under CEQA**

The Downtown Project Authorization is the approval action for purposes of CEQA that would establish the start of the 30-day appeal period for appeal of the final mitigated negative declaration to the Board of Supervisors pursuant to section 31.04(h) of the San Francisco Administrative Code.

## **B. PROJECT SETTING**

The project site is on a block bound by Market Street to the north, Third Street to the west, Stevenson Street to the south, and Annie Street to the east. The topography of the project site and the project vicinity is mostly flat. Existing development around the project site includes the 24-story Ritz-Carlton Residences (690 Market Street) across Market Street to the north, the 9-story Monadnock Building to the east (adjacent to the project site), the Hearst Parking Garage (45 Third Street) across Stevenson Street to the south, the 21-story Central Tower building (703 Market Street)

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<sup>7</sup> No trees would be removed as part of the proposed project.

and a low-rise office building (34 Third Street) across Third Street to the west, the 10-story mixed-use One Kearny building (1 Kearny Street) across Market street on the northwest corner of the intersection of Market and Kearny streets.

The project site is within the New Montgomery-Mission-2nd Street Historic District, as identified in Article 11 of the Planning Code. The historic district is highly cohesive with respect to scale, building typology, materials, and architectural style; more than two-thirds of the contributing buildings are three- to seven-story brick or concrete buildings constructed during the five years after the 1906 earthquake. The project site is also within the Filipino Cultural Heritage District, established by Board of Supervisors Resolution No. 119-16 in 2016.

The nearest residential use in proximity to the site is located at 690 Market Street (approximately 150 feet north of the project site, across the Market Street), and consists of the 24-story Ritz-Carlton Residences building. The closest school to the project site is Notre Dame Des Victoires School, located on Pine Street between Stockton Street and Grant Avenue, which is approximately a third of a mile from the project site. The public open spaces and neighborhood park closest to the project site (within 0.2 mile) are Annie Street Plaza, McKesson Plaza, One Montgomery Terrace, Crocker Galleria Terrace, Trinity Plaza, Maiden Lane, Jessie Square, and Yerba Buena Gardens (a neighborhood park).

The project site is located in a Downtown-Office (C-3-O) zoning district and a 120-X height and bulk district. Other surrounding zoning districts include: Downtown-Retail (C-3-R), Downtown-Office, Special Development (C-3-O(SD)), and Downtown-Support (C-3-S). Height and bulk designations also vary in the project vicinity, and include 285-S, 250-S, 150-S, 300-S, 600-S-2, 500-I, and 400-I.

The project site is well-served by local and regional public transit. There are 42 Muni bus and rail routes within a quarter-mile vicinity of the project area, including all Muni rail routes (F-Market (surface rail), J- Church, K-Ingleside, L-Taraval, M-Ocean View, N-Judah, and T-Third Street in the subway), as well as multiple bus routes operating on Market Street and the 14 and 14R Mission/Mission Rapid on Mission Street. Regional transit service is provided by the Bay Area Rapid Transit District (BART) via the Montgomery Street Station, located approximately 500 feet northeast of the project site. In addition, the Muni routes serving the project area provide connections to other regional transit providers, including AC Transit, Caltrain, SamTrans, Golden Gate Transit, and the Golden Gate Ferry Terminal in the Ferry Building.

### ***Cumulative Setting***

Cumulative development in the project vicinity (within a 0.25-mile radius of the project site) includes the following projects that are either under construction or for which the Planning Department has an Environmental Evaluation Application on file:

- 146 Geary Street (2018-001071PRJ): The project would demolish and replace ground floor storefront, and would refurbish the upper floors of the building façade on a four-story building.

- 706 Mission Street (2008.1084X\_5): The project would partially demolish and rehabilitate the 10-story, 144-foot tall Aronson Mercantile Building and add an adjacent high-rise tower resulting in a new 42-story, 500-foot high building containing 185 residences, retail, and the 36,560 sf Mexican Museum. The proposed project would also include the purchase of the adjacent Jessie Square Garage and approximately 260 of its parking spaces. This project is currently under construction.
- 120 Stockton Street/50 O'Farrell Street (2016-016161ENV): The existing seven-story, 242,730-square-foot building (formerly the Macy's Men's Building), constructed in 1974, consists of approximately 163,000 square feet of retail use and 54,000 square feet of accessory office use. The project would convert the existing single-tenant building into a multi-tenant building consisting of retail, restaurant, and office uses. Floors 1-3 and the basement level would continue as retail use, but would be reconfigured to provide multiple tenant spaces with storefronts and public access along Stockton and O'Farrell streets. Existing retail use would also be reconfigured on floors 4-6 to provide for multiple tenants. The project would include a change of use of 49,999 square feet of retail use into office use on floors 6-7. A new roof top addition of approximately 10,800 square feet is proposed for restaurant use. It would increase the building's total height from about 104 feet to 120 feet. The gross square footage for the proposed reconfigured building would be approximately 246,800 square feet. This project has been approved.
- 220 Post Street (2017-014849PRJ): The project would involve a change of use for approximately 12,500 square feet of retail to office uses on the 4<sup>th</sup> and 5<sup>th</sup> floors of a 5-story building.
- 33 Kearny Street (2018-001324PRJ): The project would involve a change of use from retail to the restaurant on the ground floor, and would result in a change to the storefront in a 5-story historic building constructed in 1909.
- 1 Montgomery Street (2016-004810ENV): The project would include an addition to an existing 45-foot-tall office building, resulting in a 33-story, 500-foot-tall building containing a mixture of up to 52 residential units, and up to 234 hotel rooms.
- 300 Grant Avenue (2015-000878CUA): The project would demolish two existing non-historic buildings at 272 Sutter and 290 Sutter, and construct a new 6-story, mixed-use building with a basement, retail on the 1<sup>st</sup> and 2<sup>nd</sup> floors, and office uses on the 3<sup>rd</sup> through 6<sup>th</sup> floors adjacent to the existing 300 Grant Avenue. The project would create publicly-accessible open space on Harlan Place. This project has been approved.
- 79 New Montgomery Street (2016-011833PRJ): The project would consist of a change of use for the existing Academy of Art University building from office uses to office/post-secondary educational institutional uses. No building expansion would occur.

The following cumulative transportation-related projects would occur within a quarter-mile of the project site:

- Folsom-Howard Streetscape Project: The Folsom-Howard Streetscape Project would redesign the Folsom Street and Howard Street corridors through the SoMa neighborhood. The project would improve safety for all users of the corridors. Near-term projects include a parking protected bikeway, additional zones on Folsom Street, new boarding islands, daylighting<sup>8</sup>, and parking changes. Near-term projects are anticipated to be installed in 2018. The other improvements are currently being analyzed with construction anticipated to occur between 2020 and 2022.
- Second Street Improvement Project (2007.0347E): The Second Street Improvement Project extends from Market Street in the Financial District to King Street in the SoMa neighborhood and is intended to improve safety and access for pedestrians, bicyclists and transit as well as drivers.<sup>9</sup> Safety measures will include re-paving the entire length of 2nd Street, adding cycletracks,<sup>10</sup> bus boarding islands, raised crosswalks across alleys, signal changes, and widening sidewalks south of Harrison Street. Construction began November 27, 2017 and is anticipated to continue through October 2019.
- Transit Center District Plan (2007.0558E and 2008.0789E): Adopted in 2012, the Transit Center District Plan is a re-envisioning of downtown San Francisco with the focal point being the new Transbay Transit Center that runs from Beale Street to Second Street, mid-block between Mission and Howard streets. The boundaries of the plan are generally bounded by Market Street to the north, Steuart Street to the east, Folsom Street to the south, and mid-block between Third and New Montgomery streets to the west. The plan would allow an additional 3.52 million gross square feet of developed space over existing zoning requirements within the plan area. Generally, through the TCDP, district wide streetscape and pedestrian improvements include sidewalk widening, transit shelters, landscaping, pedestrian amenities (e.g. benches), security bollards, kiosks, bicycle parking, road re-striping. The plan outlines new mid-block pedestrian crosswalks along Natoma Street at the intersections of New Montgomery and Second streets, within the study area.<sup>11</sup>
- Muni Forward (2011.0558E): The San Francisco Municipal Transportation Agency (SFMTA) is in the process of implementing Muni Forward, formerly known as the Transit Effectiveness Project (TEP). Muni Forward components include new routes and route extensions, more service on busy routes, and elimination or consolidation of certain routes or route segments with low ridership. Muni Forward includes Service Improvements,

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<sup>8</sup> Daylighting refers to implementing curbside red, no parking zones at intersection approaches in order to improve sight lines and safety.

<sup>9</sup> SFMTA. *SFMTA Projects* (published April 10, 2014; reviewed online April 2018). Online: <https://www.sfmta.com/projects-planning/projects/second-street-improvement-project>.

<sup>10</sup> Cycletracks are a Class IV bikeway providing physical separation from motor vehicle traffic.

<sup>11</sup> SF Planning Department, Transit Center District Plan, November 2009. Available online: [http://www.sf-planning.org/ftp/CDG/docs/transit\\_center/Transit\\_Center\\_District\\_Plan\\_Public\\_Draft\\_WEB\\_PT1.pdf](http://www.sf-planning.org/ftp/CDG/docs/transit_center/Transit_Center_District_Plan_Public_Draft_WEB_PT1.pdf). Accessed: April 2018.



Service- Related Capital Improvements, and Transit Travel Time Reduction Proposals. Muni Forward proposes several changes to transit lines within and in close proximity to the study area, mostly related to service.

- **Better Market Street Plan (2014.0012E):** The Better Market Street Plan is in planning stages with environmental review currently taking place, design and review set to take place between 2017 and 2021, and construction is anticipated to begin sometime in 2022. The project proposes to restrict private vehicles on Market Street between 10th and Spear streets. Buses, taxis, commercial vehicles, and paratransit would be exempt from these restrictions. The plan aims to improve safety, comfort, and mobility for active transportation users such as pedestrians, bicyclists, and those using transit. The project envisions adding new public plazas with greenspace, public art displays, dedicated bicycle facilities, and improve the reliability and speed of transit services along Market Street. Under the Better Market Street Plan, the commercial freight loading zone along the south side of Market Street, approximately 300 feet east of the project site, would be permanently removed.
- **Geary Bus Rapid Transit (BRT) Project<sup>12</sup>:** The Geary BRT Project is a transit infrastructure project intended to improve safety and transit service along the Geary corridor. The project would create bus-only lanes and rapid transit service for Muni’s 38 and 38R Geary Routes. Safety improvements along the corridor include sidewalk extensions and pedestrian bus bulbs, ADA-compliant curb ramps, bus boarding islands, new bike signals, green-backed sharrows for cyclists, leading pedestrian intervals, protected left turns, more consistent traffic lanes that reduce speeding, and signal optimization for transit to improve transit travel times and reliability. The Locally Preferred Alternative Design proposes a bus only lane and sidewalk improvements, including a BRT bus bulb, for a Local and BRT bus stop located at Geary and Kearny streets (located less than 500 feet north of the site).

For analysis of potential cumulative effects, each environmental topic herein briefly identifies the cumulative context relevant to that topic. For example, for shadow the context would be nearby projects which would generate shadow that could combine with new shadow from the proposed project. In other cases, such as air quality, the context would be citywide or regional growth projects.

**C. COMPATIBILITY WITH EXISTING ZONING AND PLANS**

	<i>Applicable</i>	<i>Not Applicable</i>
Discuss any variances, special authorizations, or changes proposed to the Planning Code or Zoning Map, if applicable.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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<sup>12</sup> Information regarding the Geary BRT Project and its’ environmental review may be viewed online at <https://www.sfcta.org/geary-corridor-bus-rapid-transit-home>, accessed August2018.

Discuss any conflicts with any adopted plans and goals of the City or Region, if applicable.

Discuss any approvals and/or permits from City departments other than the Planning Department or the Department of Building Inspection, or from Regional, State, or Federal Agencies.

### ***San Francisco Planning Code and Zoning Maps***

The Planning Code, which incorporates by reference the City's zoning maps, governs permitted uses, densities, and the configuration of buildings within San Francisco. Permits to construct new buildings (or to alter or demolish existing ones) may not be issued unless: (1) the proposed project complies with the Planning Code, (2) an allowable exception or variance is granted, or (3) legislative amendments to the Planning Code are included and adopted as part of the proposed project.

The proposed project would require approval of a legislative amendment to Section 188 of the Planning Code by the Board of Supervisors and a signature by the Mayor. The legislative amendment would allow for alterations and enlargements to existing noncomplying rooftop structures for the project site. The physical environmental effects of the proposed legislative amendment would be identical to those of the proposed project; therefore, the environmental review of the legislative amendment is analyzed in this Initial Study.

### **Land Use**

The project site is located with the Downtown-Office (C-3-O) zoning district. According to Planning Code Section 210.2, the C-3-O zoning district is intended to have the greatest intensity of building development in the City, serve as an employment center for the region, and consist primarily of high-quality office development. The district is served by City and regional transit reaching its central portions and by automobile parking at peripheral locations. Intensity and compactness permit face-to-face business contacts to be made conveniently by travel on foot. Office development is supported by some related retail and service uses within the area, with inappropriate uses excluded in order to conserve the supply of land in the core and its expansion areas for further development of major office buildings. The proposed hotel use is conditional in the C-3-O district, pursuant to Planning Code Table 210.2.

### **Height and Bulk**

The project site is located in a 120-X height and bulk district. The Hearst building, with a height of ~~187-189~~ feet (including rooftop mechanical equipment and elevator penthouse), currently exceeds the height limit for the parcel. The proposed project would result in a slight reduction in overall building height, to a total of 184 feet, also including rooftop mechanical equipment and elevator penthouse. As noted above, the proposed project would need a legislative amendment approving revised text to Planning Code Section 188, which would be required to be adopted by the Board of Supervisors and signed by the Mayor to allow for alterations and enlargements to existing noncomplying rooftop structures.

## **Floor Area Ratio**

Floor area ration (FAR) is the ratio of the gross floor area of a building to the area of the lot it occupies. Pursuant to Planning Code Section 210.2, the basic FAR for the C-3-O shall be 9.0 to 1. The current FAR at the project site is 9.16, which is an existing nonconforming condition. The proposed project would reduce the FAR to 9.15, which would be a reduction in the nonconformity for the project site.

## **Major Permit to Alter**

Pursuant to Article 11 of the Planning Code, a Major Permit to Alter is required for projects that would alter a Category I (Significant) building in a conservation district. The proposed project would alter a Category I building that is a contributor to the New Montgomery-Mission-2<sup>nd</sup> Street Conservation District. The proposed project would require approval of a Major Permit to Alter from the Historic Preservation Commission.

## **Plans and Policies**

### **San Francisco General Plan**

The *San Francisco General Plan* (General Plan) establishes objectives and policies to guide land use decisions related to the physical development of San Francisco. It is comprised of ten elements, each of which addresses a particular topic that applies citywide: Air Quality; Arts; Commerce and Industry; Community Facilities; Community Safety; Environmental Protection; Housing; Recreation and Open Space; Transportation; and Urban Design. Any conflict between the proposed project and polices that relate to physical environmental issues are discussed in Section E, Evaluation of Environmental Effects. The compatibility of the proposed project with general plan policies that do not relate to physical environmental issues will be considered by decision-makers as part of their decision whether to approve or disapprove the proposed project.

### **Proposition M**

In November 1986, the voters of San Francisco approved Proposition M, the Accountable Planning Initiative, which added Section 101.1 to the Planning Code and established eight Priority Policies. These policies, and the topics in Section E, Evaluation of Environmental Effects, that address the environmental issues associated with these policies, are: (1) preservation and enhancement of neighborhood-serving retail uses; (2) protection of neighborhood character; (3) preservation and enhancement of affordable housing (Topic E.2(b), Population and Housing, regarding housing supply and displacement issues); (4) discouragement of commuter automobiles (Topics E.4(a), E.4(b), and E.4(f), Transportation and Circulation); (5) protection of industrial and service land uses from commercial office development and enhancement of resident employment and business ownership; (6) maximization of earthquake preparedness (Topics E.13(a) through E.13(d), Geology and Soils); (7) landmark and historic building preservation (Topic E.3(a), Cultural Resources); and (8) protection of open space (Topics E.8(a) and E.8(b), Wind and Shadow, and Topics E.9(a) and E.9(c), Recreation). Prior to issuing a permit for any project that requires an Initial Study under CEQA, and prior to issuing a permit for any demolition, conversion, or change of use, and prior to

taking any action that requires a finding of consistency with the General Plan, the City is required to find that the proposed project or legislation would be consistent with the Priority Policies.

As noted above, the compatibility of the proposed project with General Plan objectives and policies that do not relate to physical environmental issues will be considered by decision-makers as part of their decision whether to approve or disapprove the proposed project. Any potential conflicts identified as part of that process would not alter the physical environmental effects of the proposed project.

**Regional Plans and Policies**

The four principal regional planning agencies and their overarching policies and plans (noted in parentheses) that guide planning in the nine-county bay area include the Bay Area Air Quality Management District (*2017 Bay Area Clean Air Plan*), the Metropolitan Transportation Commission (*Plan Bay Area 2040*), the San Francisco Regional Water Quality Control Board (*San Francisco Basin Plan*), and the San Francisco Bay Conservation and Development Commission (*San Francisco Bay Plan*). Due to the location, size, and nature of the proposed project, no anticipated conflicts with regional plans and policies would occur.

**D. SUMMARY OF ENVIRONMENTAL EFFECTS**

The proposed project could potentially affect the environmental factors checked below. The following pages present a more detailed checklist and discussion of each environmental factor.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Land Use/Planning              | <input type="checkbox"/> Greenhouse Gas Emissions   | <input type="checkbox"/> Geology and Soils                  |
| <input type="checkbox"/> Population and Housing         | <input type="checkbox"/> Wind and Shadow            | <input type="checkbox"/> Hydrology and Water Quality        |
| <input checked="" type="checkbox"/> Cultural Resources  | <input type="checkbox"/> Recreation                 | <input type="checkbox"/> Hazards and Hazardous Materials    |
| <input type="checkbox"/> Transportation and Circulation | <input type="checkbox"/> Utilities /Service Systems | <input type="checkbox"/> Mineral and Energy Resources       |
| <input checked="" type="checkbox"/> Noise               | <input type="checkbox"/> Public Services            | <input type="checkbox"/> Agriculture and Forestry Resources |
| <input checked="" type="checkbox"/> Air Quality         | <input type="checkbox"/> Biological Resources       | <input type="checkbox"/> Mandatory Findings of Significance |

This Initial Study examines the proposed project to identify potential effects on the environment. For each item on the Initial Study checklist, the evaluation has considered the impacts of the proposed project both individually and cumulatively. All items on the Initial Study Checklist that have been checked “Less than Significant with Mitigation Incorporated,” “Less than Significant Impact,” “No Impact” or “Not Applicable” indicate that, upon evaluation, staff has determined that the proposed project could not have a significant adverse environmental effect relating to that

topic. A discussion is included for those issues checked “Less than Significant with Mitigation Incorporated” and “Less than Significant Impact” and for most items checked with “No Impact” or “Not Applicable.” For all of the items checked “Not Applicable” or “No Impact” without discussion, the conclusions regarding potential significant adverse environmental effects are based upon field observation, staff experience and expertise on similar projects, and/or standard reference material available within the Planning Department, such as the Department’s Transportation Impact Analysis Guidelines for Environmental Review, or the California Natural Diversity Data Base and maps, published by the California Department of Fish and Wildlife. For each checklist item, the evaluation has considered the impacts of the proposed project both individually and cumulatively. The items checked above have been determined to be “Less than Significant with Mitigation Incorporated.”

*Public Resources Code Section 21099*

**Aesthetics and Parking**

In accordance with California Public Resources Code Section 21099, Modernization of Transportation Analysis for Transit Oriented Projects, aesthetics and parking shall not be considered in determining if a project has the potential to result in significant environmental effects, provided the project meets all of the following three criteria:

1. The project is in a transit priority area; and
2. The project is on an infill site; and
3. The project is residential, mixed-use residential, or an employment center.

The proposed project meets each of the above criteria; therefore, this Initial Study does not consider aesthetics and the adequacy of parking in determining the significance of project impacts under CEQA.<sup>13</sup>

**Automobile Delay and Vehicle Miles Traveled**

Public Resources Code Section 21099(b)(1) requires that the State Office of Planning and Research (OPR) develop revisions to the CEQA Guidelines establishing criteria for determining the significance of transportation impacts of projects that promote the “reduction of greenhouse gas emissions, the development of multimodal transportation networks, and a diversity of land uses.” Section 21099(b)(2) states that upon certification of the revised CEQA Guidelines for determining transportation impacts pursuant to Section 21099(b)(1), automobile delay, as described solely by level of service (LOS) or similar measures of vehicular capacity or traffic congestion, shall not be considered a significant impact on the environment under CEQA.

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<sup>13</sup> San Francisco Planning Department, *Eligibility Checklist: CEQA Section 21099 – Modernization of Transportation Analysis*, 5 Third Street, 2016-007307ENV, June 2018. This document is available for public review at the Planning Department, 1650 Mission Street, Suite 400. This document is on file and available for public review at the San Francisco Planning Department as part of Case File 2016-007307.

In January 2016, OPR published for public review and comment a *Revised Proposal on Updates to the CEQA Guidelines on Evaluating Transportation Impacts in CEQA* (proposed transportation impact guidelines) recommending that transportation impacts for projects be measured using a vehicle miles traveled (VMT) metric.<sup>14</sup> VMT measures the amount and distance that a project might cause people to drive, accounting for the number of passengers within a vehicle.

OPR's proposed transportation impact guidelines provide substantial evidence that VMT is an appropriate standard to use in analyzing transportation impacts to protect environmental quality and a better indicator of greenhouse gas, air quality, and energy impacts than automobile delay. Acknowledging this, San Francisco Planning Commission Resolution 19579, adopted on March 3, 2016:

- Found that automobile delay, as described solely by LOS or similar measures of vehicular capacity or traffic congestion, shall no longer be considered a significant impact on the environment pursuant to CEQA, because it does not measure environmental impacts and therefore it does not protect environmental quality.
- Directed the Environmental Review Officer to remove automobile delay as a factor in determining significant impacts pursuant to CEQA for all guidelines, criteria, and list of exemptions, and to update the Transportation Impact Analysis Guidelines for Environmental Review and Categorical Exemptions from CEQA to reflect this change.
- Directed the Environmental Planning Division and Environmental Review Officer to replace automobile delay with VMT criteria which promote the reduction of greenhouse gas emissions, the development of multimodal transportation networks, and a diversity of land uses; and consistent with proposed and forthcoming changes to the CEQA Guidelines by OPR.

Planning Commission Resolution 19579 became effective immediately for all projects that have not received a CEQA determination and all projects that have previously received CEQA determinations, but require additional environmental analysis.

Accordingly, this Initial Study does not contain a discussion of automobile delay impacts. Instead, a VMT and induced automobile travel impact analysis is provided in Section E.4, Transportation and Circulation. Nonetheless, automobile delay may be considered by decision-makers, independent of the environmental review process, as part of their decision to approve, modify, or disapprove the proposed project.

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<sup>14</sup> This document is available online at: [https://www.opr.ca.gov/s\\_sb743.php](https://www.opr.ca.gov/s_sb743.php).

## E. EVALUATION OF ENVIRONMENTAL EFFECTS

<i>Topics:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
<b>1. LAND USE AND PLANNING. Would the project:</b>					
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Impact LU-1: The proposed project would not physically divide an established community. (Less than Significant)**

The division of an established community would involve the construction of a physical barrier to neighborhood access, such as a new freeway, or the removal of a means of access, such as a bridge or a roadway. Implementation of the proposed project would not result in the construction of a physical barrier to neighborhood access or the removal of an existing means of access; the project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses, and would include a 60-foot long passenger loading zone on Stevenson Street. The proposed uses are similar to the existing mix of uses in the project vicinity.

The proposed project would not alter the established street grid or permanently close any streets or sidewalks. Although there would be temporary partial sidewalk closures along the frontages on Market, Third, and Stevenson streets during project construction, these closures would be temporary in nature, and pedestrian travel would be accommodated via a covered walkway. Therefore, the proposed project would not physically divide an established community. This impact would be less than significant, and no mitigation measures are necessary.

**Impact LU-2: The proposed project would not conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to, the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect. (Less than Significant)**

Land use impacts would be considered significant if the proposed project would conflict with any plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect. Environmental plans and policies are those, like BAAQMD's 2017 Clean Air Plan, which directly address environmental issues and/or contain targets or standards that must be met in order to preserve or improve characteristics of the City's physical environment. The proposed project would not obviously conflict with any applicable land use plan, policy, or regulation such that an adverse physical change would result (see Section C, Compatibility with Existing Zoning and Plans).

The proposed project would not conflict with any such adopted environmental plan or policy, including the *2017 Clean Air Plan*, the *Strategies to Address Greenhouse Gas Emissions* (GHG Reduction Strategy), and the City’s Urban Forestry Ordinance, as discussed in Section E.6, Air Quality, E.7, Greenhouse Gas Emissions, and Section E.12, Biological Resources. Therefore, the proposed project would have a less-than-significant impact with regard to conflicts with land use plans, policies, or regulations.

**Impact C-LU-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in a cumulative land use impact. (Less than Significant)**

Cumulative development in the project vicinity, or within a quarter-mile radius of the project site, includes projects that are either under construction or for which the Planning Department has an Environmental Application on file. Cumulative development projects for this project site are identified above under “Cumulative Setting” on pages 6 through 9.

There are no other known future or pipeline development projects within a quarter-mile of the project site. These nearby cumulative development projects would not physically divide an established community by constructing a physical barrier to neighborhood access or removing a means of access. None of the nearby cumulative development projects would obviously or substantially conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect. The nearby cumulative development projects would introduce new residential, retail, office, restaurant, institutional, and hotel uses to the project vicinity. All of these uses currently exist in the project vicinity. The proposed project, as well as nearby cumulative development projects, would not introduce any incompatible uses, such as industrial uses. For these reasons, the proposed project would not combine with past, present, and reasonably foreseeable future projects to create a significant cumulative land use impact.

<i>Topics:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
<b>2. POPULATION AND HOUSING. Would the project:</b>					
a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Displace substantial numbers of existing housing units, necessitating the construction of replacement housing?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



<u>Topics:</u>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Impact PH-1: The proposed project would not directly or indirectly induce substantial population growth in an area. (Less than Significant)**

In general, a project would be considered growth inducing if its implementation were to result in a substantial population increase or new development that might not occur without the project. The proposed project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses, and a new event space and rooftop bar and patio. The proposed project would result in a net decrease in employment at the project site, as the current office uses accommodate about 326 employees,<sup>15</sup> and the proposed hotel, office, retail and restaurant/bar uses would result in about 186 employees at the project site.<sup>16</sup> However, the proposed project could contribute to the anticipated population growth in both the neighborhood and citywide context through associated commercial activity from additional visitors.

The 2010 U.S. Census reported a population of 805,235 persons in the City and County of San Francisco and a population of 11,502 persons in Census Tract 615, which includes the project site and its immediate vicinity.<sup>17</sup> The proposed project would not include any new dwelling units on-site, thus the project would not increase the population at the project site. Further, implementation of the proposed project would not directly induce substantial population growth in the project vicinity that would cause a substantial adverse physical change to the environment. The proposed project would not indirectly induce substantial population growth in the project vicinity, because it would not involve any changes to roads, utilities, or other infrastructure.

The proposed project would introduce commercial/hotel activity and about 186 employees to the project site, which would result in a net decrease in employment on the project site, due to the reduction in on-site office space. San Francisco’s overall employment is projected to increase by

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<sup>15</sup> San Francisco Planning Department, *Transportation Impact Analysis Guidelines for Environmental Review*, October 2002, Appendix C, Table C-1. Based on 90,000 occupied square feet of existing office use to be converted to hotel use (115,000 square feet including common areas, such as corridors), there are currently about 326 employees.

<sup>16</sup> San Francisco Planning Department, *Transportation Impact Analysis Guidelines for Environmental Review*, October 2002, Appendix C, Table C-1. Based on 170 hotel rooms, there would be about 149 employees. Based on 4,005 gsf of restaurant space, there would be about 12 employees. Based on 422 gsf of retail, there would be about 1 employee. Based on 6,466 gsf of office, there would be about 24 employees.

<sup>17</sup> U.S. Census Bureau, American FactFinder, Profile of General Population and Housing Characteristics: 2010, 2010 Demographic Profile Data. Available online at <http://factfinder2.census.gov/faces/nav/jsf/pages/index.html>, accessed March 2018.

approximately 190,780, from about 568,720 employees in 2010 to approximately 759,500 in 2040.<sup>18</sup> Even if all of the 186 employees associated with the proposed project were conservatively assumed to be new to San Francisco and all of the existing employees associated with the current office use who lived in San Francisco were conservatively assumed to remain in San Francisco, the project-related employment growth would represent considerably less than 1 percent (less than 0.1 percent) of the City's estimated employment growth between the years 2010 and 2040. For these reasons, implementation of the proposed project would not induce substantial growth or concentration of employment that would cause a substantial adverse physical change to the environment.

In summary, any potential project-related population increases would be less than significant in relation to the existing number of residents and employees in the project vicinity and to the expected increases in the residential and employment populations of San Francisco. The proposed project would not directly or indirectly induce substantial population growth or concentration of employment in the project vicinity or citywide such that an adverse physical change to the environment would occur. This impact would be less than significant, and no mitigation measures are necessary.

**Impact PH-2: The proposed project would not displace substantial numbers of existing housing units or people and would not create demand for additional housing, necessitating the construction of replacement housing. (Less than Significant)**

The proposed project would not displace any residents or housing units, since no residential uses or housing units currently exist on the project site. As noted above, the proposed project would convert approximately the project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses, and would not include new housing units. An estimated 186 jobs would be created with the uses under the proposed project. The hotel and restaurant/bar/lounge employment in the proposed project would not likely attract a substantial number of new employees that would move to San Francisco. Therefore, it can be anticipated that most of the employees would live in San Francisco (or nearby communities), and that the project would thus not generate demand for new housing for the potential retail employees.

Further, the conversion of the existing office use to hotel and decrease in employees from 326 to 186 employees would not displace a substantial number of employees, as many of the employees may not currently live in San Francisco, and it would be speculative to determine where the office space may be relocated. Also, the project would not create a substantial demand for new housing elsewhere, because the project would not create a substantial number of new jobs related to the proposed uses on the project site. Therefore, the proposed project would have a less-than-

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<sup>18</sup> Association of Bay Area Governments (ABAG), *Projections 2013*, pg. 75.

significant impact related to the displacement of housing, displacement of people, or the creation of a demand for additional housing elsewhere, and no mitigation measures are necessary.

**Impact C-PH-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in a cumulative land use impact. (Less than Significant)**

Cumulative development in the project vicinity would result in an intensification of land uses and cumulative increases in the residential and employment populations at the neighborhood, citywide, and regional levels. However, this cumulative growth is consistent with regional projections presented in *Plan Bay Area* and *Projections 2013*. As discussed under Impacts PH-1 and PH-2, the proposed project’s contribution to this cumulative growth would not be substantial. The proposed project would not combine with past, present, and reasonably foreseeable future projects to create a significant cumulative impact related to population and housing.

<u>Topics:</u>	<u>Potentially Significant Impact</u>	<u>Less Than Significant with Mitigation Incorporated</u>	<u>Less Than Significant Impact</u>	<u>No Impact</u>	<u>Not Applicable</u>
<b>3. CULTURAL RESOURCES. Would the project:</b>					
a) Cause a substantial adverse change in the significance of a historical resource as defined in §15064.5, including those resources listed in Article 10 or Article 11 of the San Francisco Planning Code? <sup>19</sup>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Cause a substantial adverse change in the significance of a tribal cultural resource as defined in Public Resources Code §21074?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Impact CR-1: The proposed project would not cause a substantial adverse change in the significance of a historical resource as defined in Section 15064.5, including those resources listed in Article 10 or Article 11 of the San Francisco Planning Code. (Less than Significant)**

Pursuant to CEQA Guidelines Sections 15064.5(a)(1) and 15064.5(a)(2), historical resources are buildings or structures that are listed, or are eligible for listing, in the California Register of

<sup>19</sup> In the Initial Study published August 22, 2018, the “Less than Significant with Mitigation Incorporated” box was checked in error. In this revised Initial Study, the checkbox has been updated to show the “Less than Significant Impact” to reflect the analysis in this section.

Historical Resources (CRHR) or are identified in a local register of historical resources, such as Articles 10 and 11 of the San Francisco Planning Code. The significance of a historical resource is materially impaired when a project “demolishes or materially alters in an adverse manner those physical characteristics of a historical resource that convey its historical significance.”

In evaluating whether the proposed project would cause a substantial adverse change in the significance of a historical resource, the Planning Department must first determine whether the existing buildings on the project site are historical resources. A property may be considered a historical resource if it meets any of the CRHR criteria related to (1) events, (2) persons, (3) architecture, or (4) information potential, that make it eligible for listing in the California register, or if it is considered a contributor to a potential historic district.

The project site was designated under Article 11 of the San Francisco Planning Code as a Category I: Significant Building in 1985. In addition, expansion of the Article 11-designated New Montgomery-Mission-Second Street Conservation District in 2012 included the project site within the expanded boundaries.<sup>20</sup>

The Hearst property’s main building, identified under the addresses 5 Third Street and 190 Stevenson Street, was constructed between 1909-1911. The other on-site building at 17-29 Third Street was constructed between 1907-1910 for a separate owner, but was later acquired by the Hearst Corporation. All three building addresses are associated with the same block and lot number. In 1985, the project site was identified in Article 11, Section 1102(a) of the San Francisco Planning Code under the designation of Category I: Significant Building, which applies to properties that:

- (1) Are at least 40 years old; and
- (2) Are judged to be Buildings of Individual Importance; and
- (3) Are rated Excellent in Architectural Design or are rated Very Good in both Architectural Design and Relationship to the Environment.

The following sections summarize historic architectural resources within and directly adjacent to the project site based on Department records and reports completed for the analysis of potential environmental impacts to the proposed project. These reports include the Historic Resource Evaluation (HRE) report Part 2 prepared by Page & Turnbull, Inc.<sup>21</sup> and the Historic Preservation

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<sup>20</sup> Prior to 2012, the New Montgomery-Mission-Second Street conservation district northwestern-most boundary was at the intersection of Market and Annie streets. The boundary expansion included, among other additions, the block containing the proposed project (Ordinance No. 95-12, File No. 12031).

<sup>21</sup> Page & Turnbull, Inc. ~~July 31, 2018~~ January 24, 2019. The Hearst Building and 17-29 3<sup>rd</sup> Street Historic Resource Evaluation, Part 2.

Team Review Form<sup>22</sup> ~~Historic Resource Evaluation Response (HREER)~~ prepared by the San Francisco Planning Department. Information in those reports is summarized herein.

### ***Hearst Building – Project Site***

The Hearst Building Project site is on the south side of Market Street, bounded by Market, Third, and Stevenson Street. The project site is currently occupied by two buildings: the main building at 5 Third Street and its annex at 190 Stevenson Street, plus a smaller corner building at 17-29 Third Street. The following paragraphs contain brief descriptions of each building on the project site. Each of the buildings on the project site (the historic Hearst Building and 17-29 Third Street) is designated as an historic resource under Article 11 of the San Francisco Planning Code and are historic resources for the purposes of CEQA review.

### ***5 Third Street and 190 Stevenson – Main Building***

The thirteen-story building massing at 5 Third Street and nine-story south wing at 190 Stevenson Street were originally designed by architects Kirby, Petit & Green, whose firm was based out of New York City. Constructed following the 1906 earthquake and fire, the Kirby, Petit and Green design replaced the previous offices of the *San Francisco Examiner* newspaper that had been destroyed on the same site. The terra cotta-clad office tower was later redesigned by the local architect Julia Morgan. Morgan, who graduated from the University of California at Berkeley's architecture program, was frequently commissioned by the Hearst family to design their commercial and residential building projects.

Evaluation of significance for 5 Third Street and 190 Stevenson Street found the main building to be eligible for the CRHR under Criteria 1, 2 and 3. The construction of the existing main building was in response to the destruction of the newspaper's prior offices as a result of the 1906 earthquake and fire. Therefore, the building was found to be eligible for listing in the California register under Criterion 1: Events. The site is owned by the Hearst Corporation and served as offices for the *San Francisco Examiner* newspaper from the time of the current building's completion in 1911 until 1965. William Randolph Hearst and his family are significant figures in the history of San Francisco. Therefore, the building is eligible for listing in the California register under Criterion 2: Persons. The main building at 5 Third Street and 190 Stevenson is characteristic of the Renaissance Revival style of architecture, and of early 20<sup>th</sup> century skyscraper design. Alterations designed by Julia Morgan in 1938 refreshed certain elements of the building's exterior and lobby area and have gained significance of their own over time. Therefore, the building appears to be eligible for listing in the CRHR under Criterion 3: Architecture.

The building is not an example of rare construction materials or methods that influenced local building development. Therefore, the building is not eligible for listing in the CRHR under Criterion 4: Information Potential.

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<sup>22</sup> San Francisco Planning Department. January 24, 2019. Preservation Team Review Form, Hearst Building.

### ***17-29 Third Street***

The three-story brick corner building at 17-29 Third Street was designed by architect Arthur ~~Ehrenfort~~ Ehrenpfort and constructed beginning in 1907 for the property owner, Herman Levy.

The building was constructed immediately following the widespread destruction caused by the 1906 earthquake and fire. Although built for a separate owner, since the late-1940s the building at 17-29 Third Street has been owned and operated as part of the larger Hearst Corporation and shared the lot with the *San Francisco Examiner* offices and printing facility. Completed in 1910, the property exemplifies the small-scale commercial and light industrial building types constructed in the post-earthquake reconstruction period.

Similar to the evaluation of 5 Third Street and 190 Stevenson Street above, 17-29 Third Street would likely meet the Criterion 1, as it was also constructed following the 1906 earthquake, but would not likely meet Criterion 2, as its association with the Hearst Corporation occurred in the late-1940s.

As discussed in the HRE Part 2, eEvaluation of significance for 17-29 Third Street over the years has found the building to be eligible for the National Register under Criterion C as an example of a newspaper bar,<sup>23</sup> with a period of significance of 1907-1919 and 1931-1975, which were the years the building housed a popular San Francisco “newspaper bar” on its ground floor. The building was also found to be a contributor to the New Montgomery-Mission-Second Street Conservation District. The district is both an Article 11-designated district as well as a California Register-eligible district. Based on the designating ordinance for the conservation district, the building is eligible for listing in the CRHR under Criterion 3: Architecture. The HRE Part 2 identified a period of significance of 1907-1911, the original period of the building’s construction.

The building is not an example of rare construction materials or methods that influenced local building development. Therefore, the building is not eligible for listing in the CRHR under Criterion 4: Information Potential.

### ***Historic District – New Montgomery-Mission-Second Street Conservation District***

The proposed project is located within the New Montgomery-Mission-Second Street (NMMS) Conservation District. The NMMS district is characterized by a cohesive district of two-to-eight story masonry buildings of similar scale, massing, setback, materials, fenestration pattern, style, and architectural detailing. All of the buildings on the project site are located within the boundaries of the designated Article 11 Conservation District, and are contributing resources based on their construction during the district’s 1906-1933 period of significance and the character-defining features outlined in the district’s designating ordinance.

### ***Monadnock Building (673-687 Market Street)***

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<sup>23</sup> Criterion C of the National Register corresponds to Criterion 3 of the CRHR.

The Monadnock Building is adjacent to the project site and occupies the east half of the block containing the project site and is directly adjacent to the project site. It is also included within the boundaries of the New Montgomery-Mission-Second Street Conservation District. Designed by architects Frederick Meyer and Smith O'Brien, the Monadnock building is a ten-story Beaux Arts-style office building constructed in 1906-1907. The Monadnock Building was designated as a Category I Significant Building under Article 11 of the San Francisco Planning Code in 1985.

***Impact Analysis: Project-Specific and Cumulative***<sup>24</sup>

The department concurs with the Page & Turnbull HRE Part 2,<sup>25</sup> which finds that the project complies with the *Secretary of the Interior's Standards for Rehabilitation* and would therefore have a less than significant impact on the historic resource for the purposes of CEQA, as outlined below.<sup>26</sup>

**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.*

The proposed project would include hotel, office, and retail uses. This is a change from both buildings' historic uses of office over retail. Although the proposed project involves extensive interior renovations to convert existing office spaces into hotel rooms, with the exception of the Hearst Building's historic lobby, the majority of the buildings' distinctive features are limited to exterior facades. Exterior facades, for the most part, would be retained and preserved. Changes to the exterior of the Hearst Building are relatively minimal. All existing non-historic storefront systems would be replaced; the character-defining bulkheads and ferrous metal storefront surrounds would be retained and restored. A recessed, non-historic secondary entrance on Third Street (currently associated with the Subway eatery) would be replaced with flush glazing to match the remainder of the storefront system. The primary façade of the annex at 190 Stevenson Street would be minimally altered at the first story-and-a-half. The proposed project would infill one non-historic single pedestrian door, and would replace two existing non-historic paired pedestrian doors with two single pedestrian service entrances in similar locations.

The ~~previously altered~~, non-historic first-story façades of 17-29 Third Street would be replaced in full; however, the distinctive brick cladding, fenestration, and cornice of the upper stories would be retained and preserved. The footprints and massing of both buildings would largely remain the same. Spatial relationships between the subject buildings and surrounding buildings would remain the same. Therefore, the proposed project would be in compliance with Rehabilitation Standard 1.

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<sup>24</sup> Page & Turnbull, Inc. ~~July 31, 2018~~ January 24, 2019. The Hearst Building and 17-29 3<sup>rd</sup> Street Historic Resource Evaluation, Part 2, Pages 13-23.

<sup>25</sup> San Francisco Planning Department, January 24, 2019. Preservation Team Review Form, Hearst Building.

<sup>26</sup> CEQA Guidelines, Article 20, subsection 15355.

**Rehabilitation Standard 2:** *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features, spaces, and spatial relationships that characterize the property will be avoided.*

As proposed, the project would not remove distinctive materials and character-defining features of the Hearst Building's exterior facades. Exterior alterations would occur at portions of storefront systems that are not character-defining. At the rooftop of 5 Third Street, the ~~The~~ proposed project would demolish the ~~gable/flat-roofed~~ gable and flat-roofed conference penthouse suite added designed by Julia Morgan ca.1938. The Julia Morgan-designed penthouse ~~which~~ is considered a character-defining feature as it dates to the building's period of significance and ~~possesses high artistic value~~ is associated with Morgan, a master architect. However, the penthouse is not visible from the public right-of-way and is not publicly accessible (nor was it historically). The spatial relationships between 5 Third Street and neighboring buildings would not change. At the interior of 5 Third Street, ~~the~~ proposed project would remove a portion of the ~~distinctive non-gilded marble-clad walls and eight gold leaf panels~~ distinctive non-gilded marble-clad walls and eight gold leaf panels within the historic lobby to accommodate two new door openings, each with a single sidelight. The gold leaf panels new door openings would be located perpendicular to two existing doors at the north and south niches of the lobby's semi-circular area salvaged and re-used in the building's upstairs public areas. The lobby and the exterior of the Hearst Building would retain all other character-defining features and would continue to be able to convey its historic significance.

The previously altered, non-historic first-story façades of 17-29 Third Street would be replaced in full. However, the first story does not contain the building's most distinctive features, which include brick cladding, fenestration patterns, jack arch and quoin detailing, and a denticulated cornice. ~~The spatial relationships between the subject buildings and neighboring buildings would not change, as the project does not include any additions~~. Existing bay widths would be respected, and the new first-story design would incorporate vertical brick piers and similarly-colored brick. The brick piers would convey mass and weight in a manner similar to the building's original design. The spatial relationships between 17-29 Third Street and neighboring buildings would not change. The proposed roof deck, small garden/terrace, and mechanical enclosure atop 17-29 Third Street would be set back from the Third Street and Stevenson Street facades. Portions of the roof deck and garden/terrace would be minimally visible from the public right-of-way and the mechanical enclosure would not be visible from the public right-of-way. Overall, 17-29 Third Street would retain all of its character-defining features and would continue to convey its historic character. Overall, the proposed project would be in compliance with Rehabilitation Standard 2.

**Rehabilitation Standard 3:** *Each property shall 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 historical properties, shall not be undertaken.*

The proposed project would not replace historic features. The proposed project strives to design new features in a clearly modern manner, to be differentiated from the historic buildings. (See Standard 9 for more information.) No changes would be made to the Hearst Building or 17-29 Third



Street that create a false sense of historical development or add conjectural features. Therefore, the proposed project would be in compliance with Rehabilitation Standard 3.

**Rehabilitation Standard 4:** *Changes to a property that have acquired significance in their own right shall be retained and preserved.*

The Hearst Building's period of significance is from its construction, which began in 1909, to when Julia Morgan altered the building in 1938. The period of significance for 17-29 Third Street is its period of original construction in 1907-10. Neither building appears to contain features that post-date the period of significance but have acquired significance in their own right. Therefore, the proposed project would be in compliance with Rehabilitation Standard 4.

**Rehabilitation Standard 5:** *Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize a property shall be preserved.*

As described under Standard 2 and Standard 4, the project would remove a relatively small amount of original marble wall materials from alcoves in the historic Hearst Building lobby. ~~Despite the removal of these materials~~ However, the lobby as a whole would continue to convey its historic significance. The distinctive materials, features and finishes of the Hearst Building exterior would be retained, with the exception of the gable/flat roofed penthouse, which is not visible from the public right-of-way and is not publicly accessible (nor was historically). Three bays fronting Stevenson Street would feature a pedestrian entrance set within full-height glazing with transoms and awnings, a second bay of full-height glazing with transoms and awnings, and a third bay featuring a solid brick wall that is ornamented with a trellis and low planter. The building's tripartite composition would be retained and character-defining features of the upper stories would be preserved.

The non-historic first-story façades of 17-29 Third Street would be replaced in full. The proposed project features brick-clad vertical piers and two bays of glazing (recessed behind planters) with transoms and awnings fronting Third Street. Therefore, the proposed project would be in compliance with Rehabilitation Standard 5.

**Rehabilitation Standard 6:** *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and, where possible, materials. Replacement of missing features shall be substantiated by documentary and physical evidence.*

~~As designed,~~ At 5 Third Street, non-original existing storefront systems would be replaced; historic bulkheads and ferrous metal storefront surrounds would be retained and restored. The non-historic T-Mobile pedestrian entrance within the center bay of the Market Street storefront (project north) would be removed and replaced with new reproduction bulkhead and glazing to match the original condition at adjacent bays. The replacement is substantiated by documentary and physical evidence. The the proposed project does not involve the repair or replacement of missing features at ~~either the Hearst Building or~~ 17-29 Third Street. The proposed project has not identified deteriorated historic features that would need to be replaced; if features are later identified then

repair would be prioritized over replacement. Any necessary repairs would be carried out based on the Secretary of the Interior's Guidelines for the Treatment of Historic Properties. Therefore, the proposed project would be in compliance with Rehabilitation Standard 6.

**Rehabilitation Standard 7:** *Chemical or physical treatments, if appropriate, shall be undertaken using the gentlest means possible. Treatments that cause damage to historic materials shall not be used.*

As designed, the proposed project plans do not specify physical or chemical treatments. However, the project sponsor has confirmed that any physical treatments (such as selective re-pointing or material cleaning) would be undertaken using the gentlest means possible so as not to cause damage to historic materials. The project sponsor has outlined treatment plans for the repair or cleaning of stone, terra cotta, brick, cast iron, flagpole, sheet metal, gold panels, and lobby fixtures. These treatment plans are detailed within the Historic Structure Report<sup>27</sup> and are based on the recommendations within the following Preservation Briefs: Cleaning and Water-Repellant Treatments for Historic Masonry Buildings; Repointing Mortar Joints in Historic Masonry Buildings; The Preservation of Historic Glazed Architectural Terra-Cotta; The Repair of Historic Wooden Windows; Rehabilitating Historic Storefronts; and The Maintenance and Repair of Architectural Cast Iron. Should masonry deterioration necessitate repair, units would be patched instead of replaced. The terra cotta and granite have not been coated with materials that damage them or change their appearance inappropriately. Thus, intensive~~Intensive~~ measures such as removal of inappropriate non-historic coatings, application of stabilizing chemicals, or epoxy infill do not appear necessary, and are not part of the proposed treatment. No chemical treatments are expected. Therefore, the proposed project would be in compliance with Rehabilitation Standard 7.

**Rehabilitation Standard 8:** *Archeological resources shall be protected and preserved in place. If such resources must be disturbed, mitigation measure would be undertaken.*

~~Archeological resources are discussed below and archeological mitigation measures are required, see Mitigation Measure M-CR-2 below.~~ An archeological testing program is required for this project, which will ensure that archeological resources are identified, preserved in place if possible, or appropriately treated. Therefore, the proposed project would be in compliance with Rehabilitation Standard 8.

**Rehabilitation Standard 9:** *New additions, exterior alterations, or related new construction shall not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall 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 environment.*

~~The proposed project does not include new additions.~~ As discussed under Standard 1 and Standard 2, the proposed project would not remove distinctive materials or features of the Hearst Building's exterior facades. At 5 Third Street, all existing non-historic storefront systems would be replaced;

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<sup>27</sup> Knapp Architects. August 2018. Historic Structure Report: The Hearst Building and 17-29 Third Street.

the bulkheads and ferrous metal storefront surrounds would be retained and restored. Non-historic canvas awnings would be removed, and a recessed secondary entrance on Third Street would be extended and replaced with glazing flush with the rest of the historic façade. The proposed project includes new additions, exterior alterations, and related new construction at the rooftop of 5 Third Street. The proposed project would demolish the water tower, would result in the demolition of the gable/flat roofed Julia Morgan-designed conference penthouse suite and the south elevator machine room/stair. The location of the existing Julia Morgan-designed conference penthouse and the south elevator machine room/stair would be repurposed to accommodate a new roof deck and exit stair/elevator enclosure. Cementitious panel siding would clad the new exit stair/elevator enclosure, which would be minimally visible from the street. Also from the street, the proposed exit stair/elevator enclosure would appear similar in profile to the existing elevator machine room/stair.

The existing event space penthouse (bocce court) on the roof at 5 Third Street would be re-roofed and expanded to accommodate an event space. Similar to the proposed exit stair/elevator enclosure, the proposed event space would be minimally visible from the public right-of-way. As a result of this improvement, the existing north elevator machine room would increase in height approximately 4 feet above the existing parapet to facilitate elevator access the roof; the vertical metal siding would match the existing. The proposed increase in height would not be visible from the adjacent public right-of-way. Of these rooftop structures and spaces, only the Morgan-designed penthouse was determined to be a character-defining feature.

The proposed project also involves the removal of some of the interior marble wall cladding at the lobby and upper floors to accommodate new door openings; however, 90.4 percent of the marble would remain unaltered. New doors to be installed at the upper levels would match the appearance of the existing doors, and would be installed in a mix of existing and new openings to the hotel rooms. Select existing doors would be retained as 'dummy' doors with door knobs removed, while other existing doors would be retained at non-occupied spaces. ~~construction of a roof terrace atop 5 Third Street. Glazed gold leaf panels in the lobby of 5 Third Street would be relocated in order to insert new circulation openings from the lobby to ancillary spaces. Each new circulation opening requires the removal of four panels, thus, the two new openings would require the removal of eight total panels.~~ The primary façade of the annex at 190 Stevenson Street would be minimally altered at the first story-and-a-half. The proposed project would infill one non-historic single pedestrian door, and would replace two existing non-historic paired pedestrian doors with two single pedestrian service entrances in similar locations. These changes would not affect the overall historic character of the Hearst Building.

The non-historic first-story façades of 17-29 Third Street would be replaced in full. As the existing first story facades of 17-29 Third Street have been previously altered and do not contain historic features and materials, their demolition would not affect the overall historic character of the building as a contributor to the New Montgomery-Mission-Second Street Conservation District. The newly designed first story would use brick cladding but avoids the use of stucco jack arch window lintels and brick quoining as featured on the upper levels. Therefore, the~~The~~ new first

story would be compatible with the use of brick cladding yet differentiated through its use of a modern design vocabulary clearly differentiated from the old. The large proportion of glazing (full-height and multi-light) and the insertion of a modern primary entrance would assist in differentiating the new design from the rest of the building. The ~~new proposed roof deck and garden/terrace~~ would be set back from the building's Third Street and Stevenson Street facades and would be minimally visible from the public right-of-way. The proposed rooftop mechanical enclosure would not be visible from the public right-of-way. The proposed project would be in compliance with Rehabilitation Standard 9.

**Rehabilitation 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.*

At 5 Third Street, all existing storefront systems would be replaced; the bulkheads and ferrous metal storefront surrounds would be retained and restored. Two new door openings would be inserted at the historic Hearst Building lobby interior. The insertion of the new door openings would require the removal of marble-clad wall material within alcoves in the semi-circular lobby area ~~and eight panels of embossed gold leaf covered in glass and framed in bronze.~~ Although ~~marble clad wall material would be removed,~~ a large portion would be retained elsewhere throughout the lobby. ~~The project sponsor intends to relocate the gold leaf panels to a public location elsewhere in the building. The existing rooftop at 17-29 Third Street is not accessible from 5 Third Street or 190 Stevenson Street; the proposed project includes the conversion of two existing window openings to become terrace access doors.~~ In the event that the proposed alterations should be removed in the future, the lobby marble wall cladding gold leaf panels could be reinserted in the lobby, though ~~marble wall cladding~~ would need to be replaced. Overall, though, the building would not lose historic character or context than it currently possesses. The building's essential form and integrity would be retained.

The non-historic first-story façades of 17-29 Third Street would be replaced in full. The new roof deck, terrace, and new access doors to the roof terrace mechanical enclosure would not impact the building's character-defining features and are minimally visible or not visible from the public right-of-way. In the event that the proposed alterations should be removed in the future, the building would not lose any additional character or context than it currently possesses. ~~The building's essential form and integrity would be retained remain intact.~~ This is due to the fact that the building's historic materiality and character-defining features of the American Commercial style, featured at the building's ~~the~~ upper levels, would be retained and preserved. The building would continue to communicate its architectural style within the context of the New Montgomery-Mission-Second Street Conservation District. ~~In the event that the proposed alterations should be removed in the future, the building would not lose any additional character or context than it currently possesses. The building's essential form and integrity would be retained.~~ Therefore, the proposed project would be in compliance with Rehabilitation Standard 10.

### ***Compatibility of the Proposed Project with the New Montgomery-Mission-Second Street Conservation District***

The proposed project at the Hearst Building (5 Third Street and 190 Stevenson Street) and 17-29 Third Street would be compatible with the characteristics of the New Montgomery-Mission-Second Street Conservation District, including overall rectangular form and continuity with other buildings, three- to seven- story height, and materiality. All aspects of the proposed project, including the first-story alterations at 5 Third Street and the new design and fenestration pattern at the first story of 17-29 Third Street, would be compatible with the characteristics of the district.

With the exception of the proposed demolition of the gable/flat roofed penthouse, the proposed project at the Hearst Building would not remove any exterior character-defining features from this individual resource or other contributing buildings. Exterior changes to the Hearst Building are limited to the removal and replacement of storefront systems within historic frames and bulkheads, the removal of non-historic awnings, the removal of the T-Mobile pedestrian entrance within the center bay of the Market Street storefront, to be replaced with glazing, and the infill of the recessed Subway eatery entrance, to be replaced with glazing. Rooftop alterations would be minimally visible from the public right of way. The Hearst Building would retain its tripartite composition and Renaissance Revival features. All of the proposed exterior changes to the Hearst Building would be compatible with the New Montgomery-Mission-Second Street Conservation District.

The proposed project at 17-29 Third Street would not remove any character-defining features from this contributing resource or others, and the design is compatible in a number of ways. The proposed project at 17-29 Third Street would be in keeping with the primary building material in the Conservation District, which is concrete or brick. The heights and massing of 17-29 Third Street would remain the same, and rooftop alterations would be minimally visible from the public right of way. The primary facades of the building would remain street-facing, representative features of the American Commercial style would be retained, and existing bay widths would be respected. The new first-story design would incorporate vertical brick piers, similarly-colored brick, and would maintain the prevailing district pattern of two- and three-part vertical compositions. The brick piers would convey mass and weight in a manner that is compatible with the district.

Both buildings would retain their characteristic massing, composition, scale, color, detailing and ornamentation. While storefront materials would be replaced on both buildings, the new storefronts would be compatible with materials found in the Conservation District. The proposed project at the Hearst Building and 17-29 Third Street would not be a significant impact to the surrounding district such that the integrity of the district would be affected or to the extent that the district would no longer be able to convey its historic significance.

### ***Analysis of Project-Specific Impacts Under CEQA***

As the above analysis demonstrates, the project as currently designed would be in compliance with the *Secretary of the Interior's Standards for Rehabilitation*, and would not affect the ability of the subject buildings' eligibility for listing in the California Register. According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Standards, the project's impact "will

generally be considered mitigated below a level of significance and thus is not significant.” Because the proposed project at the Hearst Building (5 Third Street and 190 Stevenson Street) and 17-29 Third Street complies with the Standards, it would not cause ~~an~~ a significant impact under CEQA.

### *Project Improvement Measures*

While the project was deemed to have a less-than-significant impact as defined by CEQA, the rehabilitation project does call for alteration and selective demolition of ~~select a~~ character-defining features at the 5 Third Street location. Specifically, ~~two one~~ features from the 1938 building remodel designed by architect Julia Morgan ~~is are~~ proposed for removal: the gable-roofed penthouse on the 13<sup>th</sup> floor ~~and portions of the historic lobby walls featuring decorative gold finishes~~. Improvement Measure I-CR-1a: HABS Documentation, would memorialize the pre-project condition of the building and its character-defining architectural features. Additionally, Improvement Measure I-CR-1b: Construction Best Practices for Historic Resources, would put in place procedures to ensure the masonry and terra cotta cladding ~~character-defining features~~ are protected throughout the selective demolition, construction and rehabilitation work.

**Improvement Measure I-CR-A: Historic Resource Documentation.** Prior to the issuance of demolition or site permits, the project sponsor should undertake Historic American Building Survey (HABS) documentation of the subject property, structures, objects, materials, and surrounding context. The project sponsor should retain a professional who meets the Secretary of the Interior’s Professional Qualifications Standards for Architectural History, as set forth by the Secretary of the Interior’s Professional Qualification Standards (36 CFR, Part 61), to prepare written and photographic documentation of the Hearst Building. The documentation should consist of the following:

- *Measured Drawings:* A set of measured drawings that depict the existing size, scale, and dimension of the subject property. Planning Department Preservation staff will accept the original architectural drawings or an as-built set of architectural drawings (plan, section, elevation, etc.). Planning Department Preservation staff will assist the consultant in determining the appropriate level of measured drawings;
- *HABS-Level Photographs:* Either HABS standard large format or digital photography should be used. The scope of the digital photographs should be reviewed by Planning Department Preservation staff for concurrence, and all digital photography shall be conducted according to the latest National Park Service Standards. The photography should be undertaken by a qualified professional with demonstrated experience in HABS photography. Photograph views for the dataset shall include (a) contextual views; (b) views of each side of the building and interior views, where possible; (c) oblique views of the building; and (d) detail views of character-defining features, including features on the

interior. All views shall be referenced on a photographic key. This photographic key shall be on a map of the property and shall show the photograph number with an arrow to indicate the direction of the view. Historic photographs shall also be collected, reproduced, and included in the dataset; and

- *HABS Historical Report*: A written historical narrative and report, per HABS Historical Report Guidelines.
- A Print On Demand softcover book should be produced that includes the content of the HABS historical report, historical photos, HABS-level photography, measured drawings and field notes.

The project sponsor should transmit such documentation, in both printed and electronic form, to the History Room of the San Francisco Public Library, San Francisco Architectural Heritage, and the Northwest Information Center of the California Historical Information Resource System. All documentation will be reviewed and approved by the San Francisco Planning Department's Preservation Coordinator prior to granting any demolition or site permit.

#### **Improvement Measure I-CR-B: Construction Best Practices for Historic Resources**

The Project Sponsor should incorporate into construction specifications for the proposed project a requirement that the construction contractor(s) use all feasible means to avoid damage to the historic masonry and terra cotta cladding at 5 Third Street and 190 Stevenson Street as well as the brick and terra cotta cladding at 17-29 Third Street. This should include: staging of equipment and materials as far as possible from the historic buildings to limit damage; using techniques in the selective demolition and all construction activity that creates the minimum feasible vibration; maintaining a buffer zone when possible between heavy equipment and historic resource(s); enclosing construction scaffolding to avoid damage from falling objects or debris; and ensuring appropriate security to minimize risks of vandalism and fire. These construction specifications should be submitted to the Planning Department for review and approval by Preservation staff along with the -Site Permit Application.

In conclusion, the existing buildings on the project site are locally designated historic resources under Article 11 of the San Francisco Planning Code and are contributors to a local historic district. Thus, all buildings on the project site are considered historical resources under CEQA. Analysis of the proposed project as discussed above demonstrates that the proposed project would not cause a substantial adverse change in the significance of a historical resource.

Implementation of Improvement Measures I-CR-A, Historic Resource Documentation, and I-CR-B, Construction Best Practices for Historic Resources, would further reduce the project's less-than-significant effects on historic resources.

**Impact CR-2: Construction of the proposed project would not result in physical damage to offsite historical resources. (Less than Significant)**

The Hearst Building is located immediately adjacent to the Monadnock Building (685 Market Street), which was built in 1906, and is a historical resource (Category I building in Article 11 of the Planning Code, which is an individual resource and within the New Montgomery-Mission-2nd Street Historic District). The Monadnock Building is supported by a steel frame with reinforced concrete floors. The Monadnock Building could be susceptible to damage from ground-borne vibration associated with project-related construction activities that could potentially result in structural or cosmetic damage.

Construction vibration impacts are assessed based on the Federal Transit Administration (FTA) standards. FTA guidelines define a vibration impact as significant if it exceeds the peak particle velocity (PPV) criteria, measured in inches per second, associated with the identified receptor building's type, or category (see Table 2). Since the building is composed of a steel frame, it would be subject to the 0.5 PPV criterion.

**Table 2: Construction Vibration Damage Criteria**

Building Category	PPV (inches/second)	Approximate Vibration Decibels (VdB) (micro-inch/second)
I. Reinforced-concrete, steel or timber (no plaster)	0.5	102
II. Engineered concrete and masonry (no plaster)	0.3	98
III. Non-engineered timber and masonry buildings (no plaster)	0.2	94
IV. Buildings extremely susceptible to vibration damage	0.12	90

Source: Federal Transit Administration, Transit Noise and Vibration Impact assessment, Chapter 12, Noise and Vibration during Construction, [https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/FTA\\_Noise\\_and\\_Vibration\\_Manual.pdf](https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/FTA_Noise_and_Vibration_Manual.pdf), accessed July 11, 2018.

The proposed project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses, and would alter and enlarge the existing rooftop. A new foundation system consisting of micropiles would also be constructed to support the increased load of the modified building. The micropiles would be installed using a drill rig, which would produce vibration levels of approximately 0.089 PPV.<sup>28</sup> Therefore, drilling activities associated with the installation of the new foundation system would not exceed the 0.5 PPV vibration significance criteria described above. Moreover, the proposed project would not require the use of any heavy construction equipment that would exceed the

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<sup>28</sup> Federal Transit Administration, Transit Noise and Vibration Impact assessment, Chapter 12, Noise and Vibration during Construction, Table 12.2 [https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/FTA\\_Noise\\_and\\_Vibration\\_Manual.pdf](https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/FTA_Noise_and_Vibration_Manual.pdf), accessed July 11, 2018. (PPV value for "caisson drilling" was used).



vibration significance criteria since construction activities would be confined to the roof, interior, and front and rear façades of the existing building.

For these reasons, the proposed project would not result in physical damage to offsite resources including the adjacent historical resource, and therefore, its construction-related impact on historical resources would be less than significant.

**Impact CR-3: The proposed project would potentially cause a substantial adverse change in the significance of an archeological resource and potentially disturb human remains, including those interred outside of formal cemeteries. (Less than Significant with Mitigation)**

Determining the potential for encountering archeological resources requires reviewing relevant factors such as the location, depth, and amount of excavation proposed as well as any recorded information on known resources in the area. Installation of the proposed micropile foundation would require soil disturbance to a depth of approximately 50 feet below ground surface, which would require excavation and removal of up to 40 cubic yards of soil. Due to the depth of the proposed soil disturbance, the Planning Department conducted a Preliminary Archeological Review.<sup>29</sup> There are no known archaeological sites within the project footprint, and the existing on-site basement reduces the possibility for survival of any pre-earthquake historic features. However, numerous prehistoric sites have been encountered under buildings within one block of the project site and the project site has been determined sensitive for prehistoric archeological resources. The proposed project, therefore, has the potential to cause a substantial adverse change to subsurface archaeological resources by adversely affecting the significance of these resources. The partial or total destruction of archaeological resources by the project would impair the ability of such resources to convey important scientific and historical information. Implementation of **Mitigation Measure M-CR-2, Archeological Testing**, would reduce the potential impact to a less-than-significant level.

**Mitigation Measure M-CR-2: Archeological Testing**

Based on a reasonable presumption that archeological resources may be present within the project site, the following measures shall be undertaken to avoid any potentially significant adverse effect from the proposed project on buried or submerged historical resources. The project sponsor shall retain the services of an archaeological consultant from the rotational Department Qualified Archaeological Consultants List (QACL) maintained by the Planning Department archaeologist. The project sponsor shall contact the Department archaeologist to obtain the names and contact information for the next three archeological consultants on the QACL. The archeological consultant shall undertake an archeological testing program as specified herein. In addition, the consultant shall be available to conduct an archeological monitoring and/or data recovery program if required pursuant to this measure. The

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<sup>29</sup> San Francisco Planning Department, *Environmental Planning Preliminary Archeological Review: 5 Third Street, San Francisco, California*, September 20, 2017.

archeological consultant's work shall be conducted in accordance with this measure at the direction of the Environmental Review Officer (ERO). All plans and reports prepared by the consultant as specified herein shall be submitted first and directly to the ERO for review and comment, and shall be considered draft reports subject to revision until final approval by the ERO. Archeological monitoring and/or data recovery programs required by this measure could suspend construction of the project for up to a maximum of four weeks. At the direction of the ERO, the suspension of construction can be extended beyond four weeks only if such a suspension is the only feasible means to reduce to a less than significant level potential effects on a significant archeological resource as defined in CEQA Guidelines Sect. 15064.5 (a) and (c).

*Consultation with Descendant Communities:* On discovery of an archeological site<sup>30</sup> associated with descendant Native Americans, the Overseas Chinese, or other potentially interested descendant group an appropriate representative<sup>31</sup> of the descendant group and the ERO shall be contacted. The representative of the descendant group shall be given the opportunity to monitor archeological field investigations of the site and to offer recommendations to the ERO regarding appropriate archeological treatment of the site, of recovered data from the site, and, if applicable, any interpretative treatment of the associated archeological site. A copy of the Final Archaeological Resources Report shall be provided to the representative of the descendant group.

*Archeological Testing Program.* The archeological consultant shall prepare and submit to the ERO for review and approval an archeological testing plan (ATP). The archeological testing program shall be conducted in accordance with the approved ATP. The ATP shall identify the property types of the expected archeological resource(s) that potentially could be adversely affected by the proposed project, the testing method to be used, and the locations recommended for testing. The purpose of the archeological testing program will be to determine to the extent possible the presence or absence of archeological resources and to identify and to evaluate whether any archeological resource encountered on the site constitutes an historical resource under CEQA.

At the completion of the archeological testing program, the archeological consultant shall submit a written report of the findings to the ERO. If based on the archeological testing program the archeological consultant finds that significant archeological resources may be present, the ERO in consultation with the archeological consultant shall determine if

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<sup>30</sup> By the term "archeological site" is intended here to minimally include any archeological deposit, feature, burial, or evidence of burial.

<sup>31</sup> An "appropriate representative" of the descendant group is here defined to mean, in the case of Native Americans, any individual listed in the current Native American Contact List for the City and County of San Francisco maintained by the California Native American Heritage Commission and in the case of the Overseas Chinese, the Chinese Historical Society of America. An appropriate representative of other descendant groups should be determined in consultation with the Department archeologist.

additional measures are warranted. Additional measures that may be undertaken include additional archeological testing, archeological monitoring, and/or an archeological data recovery program. No archeological data recovery shall be undertaken without the prior approval of the ERO or the Planning Department archeologist. If the ERO determines that a significant archeological resource is present and that the resource could be adversely affected by the proposed project, at the discretion of the project sponsor either:

- A) The proposed project shall be re-designed so as to avoid any adverse effect on the significant archeological resource; or
- B) A data recovery program shall be implemented, unless the ERO determines that the archeological resource is of greater interpretive than research significance and that interpretive use of the resource is feasible.

*Archeological Monitoring Program.* If the ERO in consultation with the archeological consultant determines that an archeological monitoring program shall be implemented the archeological monitoring program shall minimally include the following provisions:

- The archeological consultant, project sponsor, and ERO shall meet and consult on the scope of the AMP reasonably prior to any project-related soils disturbing activities commencing. The ERO in consultation with the archeological consultant shall determine what project activities shall be archeologically monitored. In most cases, any soils- disturbing activities, such as demolition, foundation removal, excavation, grading, utilities installation, foundation work, driving of piles (foundation, shoring, etc.), site remediation, etc., shall require archeological monitoring because of the risk these activities pose to potential archaeological resources and to their depositional context;
- The archeological consultant shall advise all project contractors to be on the alert for evidence of the presence of the expected resource(s), of how to identify the evidence of the expected resource(s), and of the appropriate protocol in the event of apparent discovery of an archeological resource;
- The archeological monitor(s) shall be present on the project site according to a schedule agreed upon by the archeological consultant and the ERO until the ERO has, in consultation with project archeological consultant, determined that project construction activities could have no effects on significant archeological deposits;
- The archeological monitor shall record and be authorized to collect soil samples and artifactual/ecofactual material as warranted for analysis;
- If an intact archeological deposit is encountered, all soils-disturbing activities in the vicinity of the deposit shall cease. The archeological monitor shall be empowered to temporarily redirect demolition/excavation/pile driving/construction activities and equipment until the deposit is evaluated. If in the case of pile driving or deep foundation activities (foundation, shoring, etc.), the archeological monitor has cause

to believe that the pile driving or deep foundation activities may affect an archeological resource, the pile driving or deep foundation activities shall be terminated until an appropriate evaluation of the resource has been made in consultation with the ERO. The archeological consultant shall immediately notify the ERO of the encountered archeological deposit. The archeological consultant shall make a reasonable effort to assess the identity, integrity, and significance of the encountered archeological deposit, and present the findings of this assessment to the ERO.

Whether or not significant archeological resources are encountered, the archeological consultant shall submit a written report of the findings of the monitoring program to the ERO.

*Archeological Data Recovery Program.* The archeological data recovery program shall be conducted in accord with an archeological data recovery plan (ADRP). The archeological consultant, project sponsor, and ERO shall meet and consult on the scope of the ADRP prior to preparation of a draft ADRP. The archeological consultant shall submit a draft ADRP to the ERO. The ADRP shall identify how the proposed data recovery program will preserve the significant information the archeological resource is expected to contain. That is, the ADRP will identify what scientific/historical research questions are applicable to the expected resource, what data classes the resource is expected to possess, and how the expected data classes would address the applicable research questions. Data recovery, in general, should be limited to the portions of the historical property that could be adversely affected by the proposed project. Destructive data recovery methods shall not be applied to portions of the archeological resources if nondestructive methods are practical.

The scope of the ADRP shall include the following elements:

- *Field Methods and Procedures.* Descriptions of proposed field strategies, procedures, and operations.
- *Cataloguing and Laboratory Analysis.* Description of selected cataloguing system and artifact analysis procedures.
- *Discard and Deaccession Policy.* Description of and rationale for field and post-field discard and deaccession policies.
- *Interpretive Program.* Consideration of an on-site/off-site public interpretive program during the course of the archeological data recovery program.
- *Security Measures.* Recommended security measures to protect the archeological resource from vandalism, looting, and non-intentionally damaging activities.
- *Final Report.* Description of proposed report format and distribution of results.

- *Curation.* Description of the procedures and recommendations for the curation of any recovered data having potential research value, identification of appropriate curation facilities, and a summary of the accession policies of the curation facilities.

*Human Remains, Associated or Unassociated Funerary Objects.* The treatment of human remains and of associated or unassociated funerary objects discovered during any soils disturbing activity shall comply with applicable State and Federal Laws, including immediate notification of the Coroner of the City and County of San Francisco and in the event of the Coroner's determination that the human remains are Native American remains, notification of the California State Native American Heritage Commission (NAHC) who shall appoint a Most Likely Descendant (MLD) (Pub. Res. Code Sec. 5097.98). The ERO shall also be immediately notified upon discovery of human remains. The archeological consultant, project sponsor, ERO, and MLD shall have up to but not beyond six days after the discovery to make all reasonable efforts to develop an agreement for the treatment of human remains and associated or unassociated funerary objects with appropriate dignity (CEQA Guidelines. Sec. 15064.5(d)). The agreement should take into consideration the appropriate excavation, removal, recordation, analysis, curation, possession, and final disposition of the human remains and associated or unassociated funerary objects. Nothing in existing State regulations or in this mitigation measure compels the project sponsor and the ERO to accept recommendations of an MLD. The archeological consultant shall retain possession of any Native American human remains and associated or unassociated burial objects until completion of any scientific analyses of the human remains or objects as specified in the treatment agreement if such as agreement has been made or, otherwise, as determined by the archeological consultant and the ERO. If no agreement is reached State regulations shall be followed including the reinternment of the human remains and associated burial objects with appropriate dignity on the property in a location not subject to further subsurface disturbance (Pub. Res. Code Sec. 5097.98).

*Final Archeological Resources Report.* The archeological consultant shall submit a Draft Final Archeological Resources Report (FARR) to the ERO that evaluates the historical significance of any discovered archeological resource and describes the archeological and historical research methods employed in the archeological testing/monitoring/data recovery program(s) undertaken. Information that may put at risk any archeological resource shall be provided in a separate removable insert within the final report.

Once approved by the ERO, copies of the FARR shall be distributed as follows: California Archaeological Site Survey Northwest Information Center (NWIC) shall receive one (1) copy and the ERO shall receive a copy of the transmittal of the FARR to the NWIC. The Environmental Planning division of the Planning Department shall receive one bound, one unbound and one unlocked, searchable PDF copy on CD of the FARR along with copies of any formal site recordation forms (CA DPR 523 series) and/or documentation for nomination to the National Register of Historic Places/California Register of Historical Resources. In instances of high public interest in or the high interpretive value of the

resource, the ERO may require a different final report content, format, and distribution than that presented above.

**Impact CR-3: The proposed project would cause a substantial adverse change in the significance of a tribal cultural resource. (Less than Significant with Mitigation)**

Tribal cultural resources are those resources that meet the definitions in Public Resources Code Section 21074. Tribal cultural resources are defined as sites, features, places, cultural landscapes, sacred places, and objects with cultural value to a California Native American tribe that are also either (a) included or determined to be eligible for inclusion in the California Register of Historical Resources or (b) included in a local register of historical resources as defined in Public Resources Code Section 5020.1(k). Based on discussions with Native American tribal representatives, in San Francisco, prehistoric archeological resources are presumed to be potential tribal cultural resources. A tribal cultural resource is adversely affected when a project impacts its significance.

Pursuant to Assembly Bill 52, lead agencies are required to contact the Native American tribes that are culturally or traditionally affiliated with the geographic area in which the project is located. Notified tribes have 30 days to request consultation with the lead agency to discuss potential impacts on tribal cultural resources and measures for addressing those impacts.

On June 27, 2018, the Planning Department mailed a “Tribal Notification Regarding Tribal Cultural Resources and CEQA” to the appropriate Native American tribal representatives who have requested notification. During the 30-day comment period, no Native American tribal representatives contacted the Planning Department to request consultation.

As noted under Impact CR-2, the proposed project would result in a significant impact to archeological resources without mitigation, which would be mitigated to less-than-significant with M-CR-2. In the event that prehistoric archeological resources are damaged, the proposed project would have a significant impact on tribal cultural resources. However, with implementation of **Mitigation Measure M-CR-3, Tribal Cultural Resources Interpretive Program**, as (described below), developed in discussions with local Native American tribal representatives, and Mitigation Measure M-CR-2 described above, the proposed project would have a less than significant effect on tribal cultural resource. For these reasons, the proposed project would not cause a substantial adverse change in the significance of a tribal cultural resource, and this impact would be less than significant.

**Mitigation Measure M-CR-3: Tribal Cultural Resources Interpretive Program**

If the ERO determines that a significant archeological resource is present, and if in consultation with the affiliated Native American tribal representatives, the ERO determines that the resource constitutes a tribal cultural resource (TCR) and that the resource could be adversely affected by the proposed project, the proposed project shall be redesigned so as to avoid any adverse effect on the significant tribal cultural resource, if feasible.

If the ERO determines that preservation-in-place of the TCR is both feasible and effective, then the archeological consultant shall prepare an archeological resource preservation plan

(ARPP). Implementation of the approved ARPP by the archeological consultant shall be required when feasible.

If the ERO, in consultation with the affiliated Native American tribal representatives and the project sponsor, determines that preservation-in-place of the tribal cultural resources is not a sufficient or feasible option, the project sponsor shall implement an interpretive program of the TCR in consultation with affiliated tribal representatives. An interpretive plan produced in consultation with the ERO and affiliated tribal representatives, at a minimum, and approved by the ERO would be required to guide the interpretive program. The plan shall identify, as appropriate, proposed locations for installations or displays, the proposed content and materials of those displays or installation, the producers or artists of the displays or installation, and a long- term maintenance program. The interpretive program may include artist installations, preferably by local Native American artists, oral histories with local Native Americans, artifacts displays and interpretation, and educational panels or other informational displays.

**Impact C-CR-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in cumulative impacts on cultural resources. (Less than Significant)**

A number of permits are pending within the New Montgomery-Mission-Second Street Conservation District (associated with buildings that are not adjacent to the subject property). Most of these permits involve cell equipment installation or removal, signage, or interior tenant improvements. At 156 Second Street, a new storefront and entry is proposed; however, the existing storefront does not appear historic. Exterior work is proposed at 619 Market Street; however, "all historic items will be retained." An exterior lobby renovation is proposed at 33 New Montgomery Street; however, the building was constructed in 1986 and is not a historic resource.

The effect of these cumulative projects on historic architectural resources is negligible, and the proposed project at the Hearst Building and 17-29 Third Street would not contribute to any significant cumulative historic resource impacts as defined by CEQA.

Project-related impacts on archeological resources, tribal cultural resources, and human remains are site-specific and generally limited to the project's construction area. There are no other projects that have the potential to affect the same resources as the project. For these reasons, the proposed project, in combination with other past, present, and reasonably foreseeable future projects, would not result in a cumulatively considerable impact on archeological resources, tribal cultural resources, or human remains.

<i>Topics:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
<b>4. TRANSPORTATION AND CIRCULATION— Would the project:</b>					
a) Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable congestion management program, including but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The proposed project would not interfere with air traffic patterns because the project site is not located within an airport land use plan area, or in the vicinity of a private airstrip. Therefore, Topic E.4(c) is not applicable. The following discussion is based on the information provided in the transportation impact study prepared for the proposed project in accordance with the San Francisco Planning Department’s Transportation Impact Analysis Guidelines for Environmental Review.<sup>32</sup>

### Setting

The roadway network surrounding the project site is generally an east-west and north-south grid, and several streets in proximity to the project site are one-way. Vehicle and pedestrian access to the project site is currently along Market Street, Annie Street, Stevenson Street, and Third Street. Annie Street terminates near the project site. Local access is provided by arterial and local

<sup>32</sup> CHS Consulting, *5 Third Street Hearst Hotel Transportation Impact Study*, San Francisco, CA, July 2018.



roadways in proximity to the project site. According to the General Plan, Third Street is a major north-south arterial that operates one-way within the vicinity of the project site, with three northbound vehicle traffic lanes and one northbound Bus/Taxi Only lane between Market and Mission streets. On-street parallel parking is intermittently provided along the west side of Third Street, near the project site. Third Street is also classified as part of the Vision Zero High Injury Network and a Transit Important Preferential Street.<sup>33,34</sup> Market Street runs in an east-west direction and is a major arterial with two travel traffic lanes in each direction, one of which is designated as transit only. Passenger and freight loading areas are dispersed on both sides of the street and there is no available on-street parking. Class I and class II bicycle facilities run along Market Street in both directions. Market Street is also classified as part of the Vision Zero High Injury Network and a Transit Preferential Street. Stevenson Street is an east-west city street roadway providing midblock access from Third Street between Market and Jessie streets. The roadway runs one-way with one eastbound travel lane and metered on-street parallel parking on the north side of the street between Third and Annie streets. There are no Muni facilities or bicycle facilities located along Stevenson Street. Annie Street, identified as an alley, runs in a north-south direction between Mission and Stevenson Streets. The roadway operates one-way with one travel lane in the southbound direction.

The project site is well-served by local public transit service, Muni. There are 42 Muni bus routes and light rail lines within a quarter-mile vicinity of the project area. The closest surface transit stop is located at Market and Kearny streets, approximately 200 feet west of the project site, which serves the F-Market, 5-Fulton, 5R-Fulton Rapid, 6-Haight-Parnassus, 7-Haight-Noriega, 7X-Noriega Express, 9-San Bruno, 9R-San Bruno Rapid, 21-Hayes, 31-Balboa, 38-Geary, and 38R-Geary Rapid routes. Additionally, local Muni light rail lines K-Ingleside, T-Third Street, J-Church, L-Taraval, M-Oceanview and N-Judah can be accessed from the Montgomery Street Station located approximately 500 feet northeast of the project site. Regional service is provided by the Bay Area Rapid Transit District (BART) via the Montgomery Street Station. Furthermore, the Muni routes serving the project area provide connections to other regional transit providers, including AC Transit, Caltrain, SamTrans, Golden Gate Transit, and the Golden Gate Ferry Terminal in the Ferry Building.

### ***Vehicle Miles Traveled in San Francisco and Bay Area***

Many factors affect travel behavior. These factors include density, diversity of land uses, design of the transportation network, access to regional destinations, distance to high-quality transit, development scale, demographics, and transportation demand management. Typically, low-

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<sup>33</sup> San Francisco Department of Public Health, Vision Zero High Injury Network: 2017, <http://sfgov.maps.arcgis.com/apps/webappviewer/index.html?id=fa37f1274b4446f1bdddd7bdf9e708ff>, accessed January 22, 2018.

<sup>34</sup> According to the Transportation Element of the San Francisco General Plan (Table 4: Transit Preferential Street Classification System), a transit important street meets one of three criteria: high transit ridership, or; high frequency of service, or; surface rail.

density development at great distance from other land uses, located in areas with poor access to non-private vehicular modes of travel, generate more automobile travel compared to development located in urban areas, where a higher density, mix of land uses, and travel options other than private vehicles are available.

Given these travel behavior factors, San Francisco has a lower average daily vehicle miles traveled (VMT) ratio than the nine-county San Francisco Bay Area region. In addition, some areas of the City have lower VMT ratios than other areas of the City. These areas of the City can be expressed geographically through transportation analysis zones. Transportation analysis zones are used in transportation planning models for transportation analysis and other planning purposes. The zones vary in size from single city blocks in the downtown core, multiple blocks in outer neighborhoods, to even larger zones in historically industrial areas like the Hunters Point Shipyard.

The San Francisco County Transportation Authority (Transportation Authority) uses the San Francisco Chained Activity Model Process (SF-CHAMP) to estimate VMT by private automobiles and taxis for different land use types. Travel behavior in SF-CHAMP is calibrated based on observed behavior from the California Household Travel Survey 2010-2012, Census data regarding automobile ownership rates and county-to-county worker flows, and observed vehicle counts and transit boardings. SF-CHAMP uses a synthetic population, which is a set of individual actors that represents the Bay Area's actual population, who make simulated travel decisions for a complete day. The Transportation Authority uses tour-based analysis for residential uses, which examines the entire chain of trips over the course of a day, not just trips to and from a project. For retail uses, the Transportation Authority uses trip-based analysis, which counts VMT from individual trips to and from the project (as opposed to entire chain of trips). A trip-based approach, as opposed to a tour-based approach, is necessary for retail projects because a tour is likely to consist of trips stopping in multiple locations, and the summarizing of tour VMT to each location would over-estimate VMT.<sup>35,36</sup>

For residential development (used as a proxy for the hotel use), the existing regional average daily VMT per capita is 17.2. For office development, existing regional average daily work-related VMT per employee is 19.1. For retail development, existing regional average daily work-related VMT per employee is 14.9.

San Francisco 2040 cumulative conditions were projected using a SF-CHAMP model run, applying the same methodology as outlined above for existing conditions, but also incorporated residential

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<sup>35</sup> To state another way: a tour-based assessment of VMT at a retail site would consider the VMT for all trips in the tour, for any tour with a stop at the retail site. If a single tour stops at two retail locations, for example, a coffee shop on the way to work and a restaurant on the way back home, both retail locations would be allotted the total tour VMT. A trip-based approach allows us to apportion all retail-related VMT to retail sites without double-counting.

<sup>36</sup> San Francisco Planning Department, Executive Summary: Resolution Modifying Transportation Impact Analysis, Appendix F, Attachment A, March 3, 2016.

and job growth estimates and reasonably foreseeable transportation investments through 2040. For residential development (used as a proxy for the hotel use), the projected 2040 regional average daily VMT per capita is 16.1. For office development, the projected 2040 regional average daily VMT per employee is 17.0. For retail development, the projected 2040 regional average daily VMT per employee is 14.6. Table 3, Daily Vehicle Miles Traveled, summarizes existing and cumulative VMT for the region and for the transportation analysis zone (TAZ) in which the project site is located, TAZ 742.

**Table 3: Daily Vehicle Miles Traveled**

Land Use	Existing			Cumulative 2040		
	Bay Area Regional Average	Bay Area Regional Average minus 15% (threshold)	TAZ 742	Bay Area Regional Average	Bay Area Regional Average minus 15% (threshold)	TAZ 742
Households (Hotel/ Residential)	17.2	14.6	2.0	16.1	13.7	1.8
Employment (Office)	19.1	16.2	7.7	17.0	14.5	6.1
Employment (Retail)	14.9	12.6	8.6	14.6	12.4	8.0

Source: San Francisco Planning Department

### VEHICLE MILES TRAVELED IMPACT ANALYSIS METHODOLOGY

Land use projects may cause substantial additional VMT. The following discussion identifies thresholds of significance and screening criteria used to determine if a land use project would result in significant impacts under the VMT metric.

#### *Residential Projects*

Trips associated with hotel projects typically function similar to residential projects. Therefore, for the purposes of VMT analysis, hotel land uses are treated as residential for screening and analysis.<sup>37</sup> For residential projects, a project would generate substantial additional VMT if it exceeds the regional household VMT per capita minus 15 percent.<sup>38</sup> As documented in the OPR's Revised Proposal on Updates to the CEQA Guidelines on Evaluating Transportation Impacts in

<sup>37</sup> The proposed 170 Hotel rooms qualifies as a residential use for the purpose of VMT analysis as defined under the "other land use projects" described in Appendix A of the *Eligibility Checklist: CEQA Section 21099 – Modernization of Transportation Analysis for 5 Third Street*.

<sup>38</sup> OPR's proposed transportation impact guidelines states a project would cause substantial additional VMT if it exceeds both the existing City household VMT per capita minus 15 percent and existing regional household VMT per capita minus 15 percent. In San Francisco, the City's average VMT per capita is lower (8.4) than the regional average (17.2). Therefore, the City average is irrelevant for the purposes of the analysis.

CEQA (“Proposed Transportation Impact Guidelines”), a 15 percent threshold below existing development is “both reasonably ambitious and generally achievable.”<sup>39</sup>

#### *Office and Retail Projects*

For office and retail projects, a project would generate substantial additional VMT if it exceeds regional VMT per (office or retail) employee minus 15 percent.<sup>40</sup> As documented in the California State Office of Planning and Research (OPR) *Revised Proposal on Updates to the CEQA Guidelines on Evaluating Transportation Impacts in CEQA* (“Proposed Transportation Impact Guidelines”), a 15 percent threshold below existing development is “both reasonably ambitious and generally achievable.”<sup>41</sup> This approach is consistent with CEQA Section 21099 and the thresholds of significance for other land uses recommended in OPR’s Proposed Transportation Impact Guidelines. For mixed-use projects, each proposed land use is evaluated independently, per the significance criteria described above.

OPR’s Proposed Transportation Impact Guidelines provides screening criteria to identify types, characteristics, or locations of land use projects that would not exceed these VMT thresholds of significance. OPR recommends that if a project or land use proposed as part of the project meets any of the screening criteria, then VMT impacts are presumed to be less than significant for that land use and a detailed VMT analysis is not required. The screening criteria applicable to the proposed project and their implementation in San Francisco are described below:

- **Map-Based Screening for Office and Retail Projects.** OPR recommends mapping areas where VMT falls below the applicable land use threshold. Accordingly, the Transportation Authority has developed maps depicting existing VMT levels in San Francisco for office and retail land uses based on the SF-CHAMP 2012 base-year model run. The Planning Department uses these maps and associated data to determine whether a proposed project is located in an area of the City that is below the applicable VMT threshold(s).
- **Proximity to Transit Stations.** OPR recommends that residential, retail, and office projects, as well projects that are a mix of these uses, proposed within one half-mile of an existing major transit stop (as defined by CEQA Section 21064.3) or an existing stop along a high-quality transit corridor (as defined by CEQA 21155) would not result in a substantial increase in VMT. However, this presumption would not apply if the project would: (1) have a floor area ratio of less than 0.75; (2) include more parking for use by residents, customers, or employees of the project than required or allowed, without a conditional use

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<sup>39</sup> Office of Planning and Research, *Revised Proposal on Updates to the CEQA Guidelines on Evaluating Transportation Impacts in CEQA*, <http://www.opr.ca.gov/ceqa/updates/sb-743/>, accessed December 19, 2017. See page III: 20.

<sup>40</sup> *Ibid.*

<sup>41</sup> *Ibid.*

authorization; or (3) be inconsistent with the applicable Sustainable Communities Strategy.<sup>42</sup>

- Small Projects Screening Criterion. OPR recommends that lead agencies may generally assume that a project would not have significant VMT impacts if the project would either: (1) generate fewer trips than the level for studying consistency with the applicable congestion management program or (2) where the applicable congestion management program does not provide such a level, fewer than 100 vehicle trips per day. The Transportation Authority's Congestion Management Program, December 2015, does not include a trip threshold for studying consistency. Therefore, the Planning Department uses a screening criterion of 100 vehicle trips per day, whereby a project that would generate vehicle trips equal to or below this threshold would not generate a substantial increase in VMT.

### ***Induced Automobile Travel Analysis***

Transportation projects may substantially induce additional automobile travel. The following identifies thresholds of significance and screening criteria used to determine if transportation projects would result in significant impacts by inducing substantial additional automobile travel.

Pursuant to OPR's Proposed Transportation Impact Guidelines, a transportation project would substantially induce automobile travel if it would generate more than 2,075,220 VMT per year. This threshold is based on the fair share VMT allocated to transportation projects required to achieve California's long-term greenhouse gas emissions reduction goal of 40 percent below 1990 levels by 2030.

OPR's Proposed Transportation Impact Guidelines includes a list of transportation project types that would not likely lead to a substantial or measureable increase in VMT. If a project fits within the general types of projects (including combinations of types) described in the Transportation Impact Guidelines, then it is presumed that VMT impacts would be less than significant and a detailed VMT analysis is not required. The following types of transportation projects included in the Transportation Impact Guidelines are applicable to the subject project's proposed modifications to the Third Street and Stevenson Street sidewalks, which include introduction of seven new street trees and 10 *class 2* bicycle parking racks on the sidewalk, and the removal of one metered yellow commercial loading space and two metered parallel parking spaces along the north side of Stevenson Street with a 60-foot long white passenger loading zone for hotel valet use:

- Active Transportation, Rightsizing (aka Road Diet), and Transit Projects:
  - Infrastructure projects, including safety and accessibility improvements, for people walking or bicycling

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<sup>42</sup> A project is considered to be inconsistent with the Sustainable Communities Strategy if development is located outside of areas contemplated for development in the Sustainable Communities Strategy.

- Other Minor Transportation Projects:
  - Adoption, removal, or modification of on-street parking or loading restrictions (including meters, time limits, accessible spaces, and preferential/reserved parking permit programs)

## TRAVEL DEMAND

Localized trip generation of the proposed project was calculated using a trip-based analysis and information included in the 2002 *Transportation Impact Analysis Guidelines for Environmental Review* (SF Guidelines) developed by the San Francisco Planning Department.<sup>43,44</sup> The proposed project would generate an estimated 2,143 person trips (inbound and outbound) on a weekday daily basis, consisting of 694 person trips by auto (417 vehicle trips accounting for vehicle occupancy data for this census tract), 570 transit trips, 717 walk trips and 162 trips by other modes, which include bicycle, taxi, and motorcycle trips. During the p.m. peak hour, the proposed project would generate an estimated 240 daily person trips, consisting of 74 person trips by auto (51 vehicle trips accounting for vehicle occupancy data), 79 transit trips, 70 walk trips and 18 trips by other modes.

### **Impact TR-1: The proposed project would not cause substantial additional VMT or substantially induce automobile travel. (Less than Significant)**

As shown in Table 3, the existing average daily residential (used as a proxy for the hotel use) VMT per capita is 2.0 for TAZ 742, which is 88 percent below the existing regional average daily residential VMT per capita of 17.2. The existing average daily VMT per office employee is 7.7 for TAZ 742, which is 60 percent below the regional average VMT per office employee of 19.1. In addition, the existing average daily VMT per retail employee, at 8.6 for TAZ 742, is 42 percent below the existing regional average VMT per retail employee of 14.9. Given that the project site is located in an area where existing residential, office, and retail VMT is more than 15 percent below the existing region average, the proposed project would meet the Map-Based Screening criteria for residential, office and retail uses. The project site also meets the Proximity to Transit Stations screening criterion.<sup>45</sup> Since the proposed project would meet one or more of the screening criteria it would not result in a substantial increase in VMT and as a result, its impacts would be less than significant.

### ***Induced Automobile Travel Analysis***

A project would have a significant effect on the environment if it would substantially induce additional automobile travel by increasing physical roadway capacity in congested areas (i.e., by adding new mixed-flow lanes) or by adding new roadways to the network. OPR's Proposed

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<sup>43</sup> CHS Consulting, 5 Third Street Hearst Hotel Transportation Impact Study, San Francisco, CA, July 2018.

<sup>44</sup> Trip calculations are conservative (overestimates) because they do not subtract trips associated with existing uses from proposed new construction and changes in uses.

<sup>45</sup> San Francisco Planning Department, *Eligibility Checklist: CEQA Section 21099 – Modernization of Transportation Analysis for 5 Third Street*, July, 2018.

Transportation Impact Guidelines includes a list of transportation project types that would not likely lead to a substantial or measureable increase in VMT. If a project fits within the general types of projects (including combinations of types), then it is presumed that VMT impacts would be less than significant and a detailed VMT analysis is not required.

The proposed project is not a transportation project. However, the proposed project would include features such as street trees, bike racks, and a loading space within the public right-of-way. Specifically, the proposed project would introduce seven new street trees and 10 *class 2* bicycle parking racks on the sidewalk. In addition, the project would remove one metered yellow commercial loading space (approximately 20-foot-long) and two metered parallel parking spaces along the north side of Stevenson Street and replace these with a 60-foot long white passenger loading zone for hotel valet use. ~~However, these~~ These minor alterations to the transportation network fit within the general types of projects that would not substantially induce automobile travel.<sup>46</sup> Thus, the proposed project would not result in a significant impact with respect to induced automobile travel.

**Impact TR-2: The proposed project would not substantially increase traffic hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses. (Less than Significant)**

The proposed project, which consists of converting the existing Hearst Building from office use (with ground floor and basement retail uses) to a mixed-use hotel, including modifications to the rooftop to include new event space and rooftop bar and patio, would generally be built within the existing building envelope. It would not include any design features that would substantially increase traffic-related hazards (e.g., a new sharp curve or dangerous intersections) or include any incompatible uses, as discussed under Section E.1, Land Use and Land Use Planning. Additionally, the proposed project would add seven new street trees, which would be installed pursuant to the Urban Forestry ordinance and would comply with ADA accessibility requirements for effective width of the sidewalk.

The proposed project does not propose changes to the roadway network that could cause major traffic hazards. The proposed project would not provide any on-site parking, and the project site currently has no driveway curb cuts providing vehicular access to the project site. However, the proposed project would provide valet service to be operated by a third party valet company within the proposed 60-foot passenger loading zone along the north side of Stevenson Street for all visitors to the site. Stevenson Street is only accessible via a right-turn from northbound Third Street and all traffic that enters Stevenson Street, including users of the passenger loading zone, must exit the site vicinity via a right-turn onto Annie Street to Jessie Street or Mission Street. The width of Stevenson Street (26 feet) provides a parking lane (8 feet wide) and a single one-way travel lane (18 feet wide), yielding adequate space for traffic to operate without conflict from activities within the passenger loading zone. The proposed 60-foot passenger loading zone would accommodate the

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<sup>46</sup> *Ibid.*

peak passenger loading demand generated by the proposed project. Therefore, vehicle queues related to passenger loading and valet service are not anticipated to create conflicts with transit vehicles or operations or substantially interfere with bicycle or pedestrian access, and would not create potentially hazardous conditions. Therefore, traffic hazard impacts due to a design feature or incompatible uses from the proposed project would be less than significant.

**Impact TR-3: The proposed project would not result in inadequate emergency access. (Less than Significant)**

Emergency vehicle access is currently provided along Market and Third streets adjacent to the project site frontages. Emergency access to the site would remain unchanged from existing conditions. During project operation, project-generated vehicle traffic (417 daily and 51 p.m. peak hour vehicle-trips) would be dispersed among multiple streets within the project vicinity and therefore, would not be expected to result in substantial delay in the project vicinity. The proposed project would not close off any existing streets or entrances to public uses. Therefore, the proposed project would have a less-than-significant impact on emergency access.

**Impact TR-4: The proposed project would not conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities. (Less than Significant)**

***Transit Facilities***

As stated above, the project site is well served by local and regional public transit service. There are numerous public transit options available on Market Street adjacent to the project site or accessed from the Montgomery Street Station located approximately 500 feet northeast of the site. The proposed project would generate 570 daily transit trips, including 79 during the p.m. peak hour. These transit trips would be distributed among the multiple transit lines serving the project vicinity. Given the availability of nearby transit, the addition of 79 p.m. peak-hour transit trips would be accommodated by existing capacity. For these reasons, the proposed project would not result in unacceptable levels of transit service or cause a substantial increase in delays or operating costs such that significant adverse impacts in transit service could result. Thus, the proposed project's impact on transit service would be less than significant.

***Bicycle Facilities***

The proposed project would add approximately 162 person-trips by "other" modes, which includes trips made by bicycle. In proximity to the project site, there are class III bike routes along Market, Post, Sutter, Second, and Fifth streets and class II bike lanes along Second and Howard streets. During a field visit to the project site, the bicycle activities in the project area were observed to be relatively light to moderate with abundant capacity with higher bicycle volumes along Market Street.<sup>47</sup> Implementation of the proposed project would not alter the existing street grid or

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<sup>47</sup> Field observations were made at the subject property, 5 Third Street, and the project vicinity on September 21, 2017, between 4:00 p.m. and 6:00 p.m..



result in other physical changes that would affect these bicycle routes and lanes. In addition, the proposed project would include eight *class 1* bicycle parking spaces in a designated bicycle storage room located in the basement of the proposed building and 10 additional *class 2* bicycle parking racks to the five existing *class 2* bicycle parking racks for a total of 15 *class 2* bicycle parking racks on the sidewalks surrounding the project site, which would have the capacity to store up to 30 bicycles (two bikes per rack). Six of the new *class 2* bicycle parking racks would be located alongside the five existing *class 2* bicycle parking racks at the proposed project's Third Street frontage. The four remaining new *class 2* bicycle parking racks would be located along the south side of Stevenson Street. For these reasons, project-generated bicycle trips would not have a significant impact on existing bicycle facilities.

The proposed project would also generate an estimated 417 daily and 51 p.m. peak-hour vehicle trips. While the project would increase the amount of vehicle traffic in the project vicinity, the expected magnitude of this increase on any one street would not be substantial enough to result in conflicts with cyclists or affect overall bicycle circulation or the operations of bicycle facilities. Therefore, impacts related to bicycle travel would be less than significant.

### ***Pedestrian Facilities***

Trips generated by the proposed project would include walk trips to and from the proposed hotel, office and retail uses, plus walk trips to and from transit stops. The proposed project would generate about 717 daily pedestrian trips to and from the project site, including 70 pedestrian trips during the weekday p.m. peak hour. Sidewalks along the existing project frontages are generally between 10 and 32 feet wide. The existing sidewalk width along Third Street varies between 12 and 17 feet. The existing sidewalk width along Market Street is about 34 feet. The existing sidewalk width along Stevenson Street is about 8 feet. In addition, there are pedestrian curb ramps, crosswalks, and pedestrian crossing signal heads provided at the nearest intersections (Market Street/Third Street and Stevenson Street/Third Street) to facilitate pedestrian crossing where allowed. Based on field observations, the highest concentration of pedestrian activity was observed along Market Street between Third Street and New Montgomery Street. While not all curb ramps included ADA-compliant yellow truncated domes, no indications of sidewalk overcrowding or pedestrian hazards were observed within the study area.<sup>48</sup> As a result, the existing sidewalks at the site and within the project vicinity would be able to accommodate the additional project-generated pedestrian trips without becoming substantially overcrowded or unsafe.

Project-generated vehicle traffic (417 daily and 51 p.m. peak hour vehicle-trips) would be dispersed among multiple streets within the project vicinity and therefore, would not be expected to result in substantial conflicts with pedestrians on Market Street, Third Street, or Stevenson Street or other streets in the project vicinity. As a result, project-related impacts on pedestrian facilities would be less than significant.

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<sup>48</sup> *Ibid.*

**Impact TR-5: The proposed project would not result in a loading demand during the peak hour of loading activities that could not be accommodated within proposed on-site loading facilities or within convenient on-street loading zones, and if it would create potentially hazardous traffic conditions or significant delays affecting traffic, transit, bicycles or pedestrians. (Less than Significant)**

In proximity to the project site, there are seven designated on-street freight/delivery loading spaces directly adjacent to and extending east along the north side of Stevenson Street from the project site, totaling 140 feet in length, between Third and Annie streets. During field observations, there were no instances of double parking observed or other impedances to the general traffic flow on Stevenson Street.<sup>49</sup> The proposed project also fronts Third Street, along which there is a bus/taxi-only lane adjacent to the project site and stopping or loading is prohibited. Market Street provides a designated on-street freight/delivery loading zone along the south side of Market Street approximately 300 feet east of the project site, between Third and New Montgomery streets, totaling approximately 100 feet in length. During field observations, the Market Street loading zone experienced no instances of double parking or other impedances to the general flow of traffic along Market Street.<sup>50</sup>

The proposed project would convert one of the seven existing freight loading spaces directly adjacent to the project site along the north side of Stevenson Street to a passenger loading space. The six remaining freight loading spaces (totaling approximately 120 feet in length) along the north side of Stevenson Street would be used for commercial freight deliveries by the proposed project and other nearby uses, including the Monadnock Building (685 Market Street). The six remaining freight loading spaces would be located adjacent to the project site's southeast corner along Stevenson Street and extending further east to the intersection of Stevenson Street and Annie Street. The furthest freight loading space along Stevenson Street would be approximately 110 feet east of the proposed project's service door, which is within a reasonable distance to serve the project site.

The retained office use would generate approximately two truck freight and service vehicle trips per day, including up to one loading vehicle during both the peak hour and average hour of loading activities. The new hotel use would generate approximately 11 truck freight and service vehicle trips per day, including up to one loading vehicle during both the peak hour and average hour of loading activities. The retail use would generate up to one truck freight and service vehicle trip per day, inclusive of the peak hour and average hour of loading activities. The restaurant uses would generate approximately 15 truck freight and service vehicle trips per day, including up to one loading vehicle during the peak hour and average hour of loading activities. The proposed project would generate approximately 26.27 daily truck trips, which corresponds to a loading demand for up to 2 spaces during an average hour and the peak loading period. The six on-street

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<sup>49</sup> *Ibid.*

<sup>50</sup> *Ibid.*

loading spaces within 110 feet of the project site along Stevenson would meet the proposed project's peak loading demand of up to two delivery vehicles and for access and maneuvering of vehicles associated with project deliveries and garbage operations. The deliveries and garbage operations would not result in significant conflicts with other moving and/or parked vehicles, nor conflict with other vehicles attempting to enter or exit the on-street loading zone. Therefore, the proposed project with six off-street freight loading spaces would meet the proposed project's loading demand and impacts would be less than significant.

While the proposed project would meet its projected freight loading demand through the provision of six on-street loading spaces within 110 feet of the project site along Stevenson, specific improvement measures are recommended to reduce any potential traffic-related impacts and conflicts between delivery operations and pedestrians walking along adjacent streets. These instances are not anticipated to occur frequently as the vehicles could use the proposed the available on-street yellow zones on Stevenson and Market streets, and overall loading impacts would remain less-than-significant. Implementation of **Improvement Measure I-TR-A: Coordination of Large Deliveries and Trash Pick-up**, to which the project sponsor has agreed, would further reduce these less-than-significant loading impacts.

#### **Improvement Measure I-TR-A: Coordination of Large Deliveries and Trash Pick-up**

The project's building management should coordinate with building tenants and delivery services to minimize deliveries and moving activities of truck with lengths exceeding 40 feet during peak passenger loading periods and to use the existing metered curbside commercial loading spaces along the Stevenson Street project frontage, thereby reducing activity during the peak hour for loading and reducing the potential for double parking of delivery or trash vehicles within the travel lane adjacent to the project site on Stevenson Street (in the event that the existing or proposed on-street loading spaces are occupied), which will result in minimum conflict with other loading activity, traffic, bus circulation, or pedestrians walking in the immediate vicinity of the project.

Although many deliveries cannot be limited to specific hours, the building management should work with tenants to find opportunities to consolidate deliveries and reduce the need for peak-period deliveries, wherever possible.

#### Passenger Loading

There are currently no designated passenger loading zones fronting the project site. There are currently two metered parallel parking spaces located immediately to the east of an existing 20-foot long yellow commercial loading space on the north side of the Stevenson Street along the project's Stevenson frontage. The Project sponsor would apply to the SFMTA Color Curb Program to convert one metered yellow commercial loading space and two metered parallel parking spaces to a 60-foot long passenger loading zone (white zone) which would accommodate up to three passenger vehicles.

The retained office use would generate a demand of less than one passenger loading spaces during the p.m. peak period. The proposed hotel use would generate a demand of up to two passenger loading spaces during the p.m. peak period. The retail use would generate a demand of less than one passenger loading spaces during the p.m. peak period. The restaurant uses would generate a demand of less than one passenger loading spaces during the p.m. peak period. Overall, the proposed project would generate a demand of up to 3 passenger loading spaces during the time of highest demand in the afternoon peak period.

The proposed 60-foot passenger loading zone (3 spaces) along the north side of Stevenson Street would provide adequate capacity to meet the peak hour demand of up to three passenger loading spaces. The on-street passenger loading zone would also provide adequate capacity for access and maneuvering of vehicles associated with passenger loading and unloading activities. Passenger loading operations would not result in significant conflicts with other moving and/or parked vehicles, including other vehicles attempting to enter or exit the on-street passenger loading zone. Additionally, active passenger loading management would be conducted by a third-party valet company under the direction of the building owner during the peak travel periods. In summary, because the proposed project's passenger loading activities would be accommodated within the proposed on-street passenger loading/unloading zones on Stevenson Street and would not create potentially hazardous traffic conditions or significant delays affecting traffic, transit, bicycles or pedestrians, the proposed project impacts related to passenger loading would be less than significant.

**Impact TR-6: In consideration of the project site location and other relevant project characteristics, the proposed project's temporary construction activities' duration and magnitude would not result in substantial interference with pedestrian, bicycle, or vehicle circulation and accessibility to adjoining areas thereby resulting in potentially hazardous conditions. (Less than Significant)**

Construction is anticipated to occur over approximately 20 months in four phases. Though significant overlap of the four construction phases is not anticipated, there is potential for minimal overlap between the end of one phase and the start of another phase. Construction activities would be staged primarily along the Stevenson Street frontage of the project site and within the Hearst Garage across Stevenson Street from the project site. It is also expected that some temporary partial sidewalk closures primarily along the project frontage on Market, Third, and Stevenson streets would likely be required for various durations during the entire construction period.

During the construction period, there would be a flow of construction-related trucks to and from the project site, which could result in a temporary lessening of the capacities of local streets due to the slower movement and larger turning radii of trucks, which may affect traffic operations. In general, trucks and construction workers would utilize Third Street, Market Street, Stevenson Street, Annie Street, Mission Street, Second Street, and Fourth Street to gain access to and from U.S. 101 and I-80. Construction activities would generate construction worker trips to and from the project site and temporary demand for parking and public transit. However, the temporary demand for public transit would not be expected to exceed the capacity of local or regional transit

service. Temporary traffic lane closures would also be coordinated with the City to minimize the impacts on local traffic. In general, lane and sidewalk closures are subject to review and approval by San Francisco Public Works (Public Works) and the City's Transportation Advisory Staff Committee (TASC), which consists of representatives from the City's fire, police, public works and public health departments as well as the San Francisco Municipal Transportation Agency and Port of San Francisco.

Overall, the proposed project would maintain pedestrian circulation via detours, and it is anticipated there would be no travel lane closures that would disrupt or substantially delay vehicles and bicycles traveling on Market, Third, and Stevenson streets. Furthermore, construction activities would be required to meet City rules and guidance (i.e., the Blue Book and public works requirements) so that work can be done safely and with the least possible interference with people walking, bicycling, or taking transit and/or transit operations, and with other vehicles, and would therefore not result in potentially hazardous conditions. Due to the temporary nature of the construction activities, the construction-related impacts on transportation and circulation would be less than significant.

No mitigation measures are necessary, but the project sponsor has agreed to implement **Improvement Measure I-TR-B: Construction Truck Deliveries During Off-Peak Periods** and **Improvement Measure I-TR-C: Construction Updates** in order to minimize construction-related traffic congestion as much as possible and minimize construction impacts on nearby businesses; and provide construction updates to neighbors and interested parties. Implementation of these improvement measures would not have any additional transportation-related impacts.

**Improvement Measure I-TR-B: Construction Truck Deliveries During Off-Peak Periods.**

The project sponsor and their construction contractor(s) should limit construction truck deliveries to the hours between 9:00 a.m. and 3:30 p.m. weekdays (or other times) as provided for in the conditions of Special Traffic Permits, thereby minimizing disruption of the general traffic flow on adjacent streets during the weekday a.m. and p.m. peak periods. If required by the SFMTA, the use of flaggers at the intersection of Third and Stevenson streets should be used to manage pedestrian traffic when construction vehicles are present, in order to expedite their entry onto Stevenson Street and prevent construction vehicles from queueing along Third Street.

As part of the city review of the construction logistics plan a designated staging area will be identified, if needed, for any construction vehicles waiting to enter the construction site on Stevenson Street, in order to prevent any conflicts with transit vehicles on Third Street.

**Improvement Measure I-TR-C: Construction Updates for Nearby Residents and Businesses.**

To minimize construction impacts on access to nearby residents and businesses, the project sponsor and their construction contractor(s) should provide regularly-updated

information (typically in the form of website, email and/or list-serve, and on-site postings) regarding project construction activities and schedule (e.g., sidewalk and travel lane closures), as well as including contact information for specific construction inquiries or concerns. This notification will be coordinated with other notification required for construction activities, ex noisy construction activities or night noise permits.

**Impact C-TR-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in a considerable contribution to cumulative regional VMT. (Less than Significant)**

VMT by its nature is a cumulative impact. The amount of driving induced by past, present and future projects contributes to cumulative environmental impacts associated with VMT. While no single project would be sufficient in size to prevent the region or state from meeting its VMT reduction goals, a project's individual VMT would contribute to cumulative VMT impacts. Project-level VMT and induced automobile travel screening thresholds are based on levels at which new projects are not anticipated to conflict with state and regional long-term greenhouse gas emission reduction targets and statewide VMT per capita reduction targets set for 2020.

The proposed project would not exceed the cumulative-level projected 2040 thresholds for VMT. As shown in Table 3, projected 2040 average daily residential VMT per capita (used as a proxy for the hotel use) is 1.8, which is approximately 89 percent below the projected 2040 regional average daily VMT per capita of 16.1. The projected 2040 average daily VMT per office employee is 6.1 and the projected 2040 average daily retail VMT per capita is 8.0 for TAZ 742. This is approximately 58 and 45 percent below the projected 2040 regional average daily VMT per capita of 17.0 and 14.6 for office and retail uses, respectively. Therefore, the proposed project would not be considered to result in a cumulatively considerable contribution in VMT.

**Impact C-TR-2: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not have a cumulative impact on transportation. (Less than Significant)**

Construction of the proposed project could overlap with construction of nearby cumulative development projects. For the purposes of transportation analysis, the cumulative setting includes the development and streetscape or public realm improvement projects presented in above in Section B, Project Setting.

***Cumulative Traffic Hazard Impacts***

The future land use developments and proposed transportation network changes described above are not anticipated to result in substantial changes to traffic circulation that could lead to traffic hazards. Furthermore, future land use developments or changes to the transportation network associated with other plans or projects would be evaluated to ensure that any associated design features or activities would not result in significant traffic hazard impacts. The Proposed Project would generate an estimated 51 new-vehicle trips during the weekday p.m. peak hour (12 inbound

to the site and 39 outbound). These vehicle trips are included in cumulative (2040) traffic volumes at the study intersections. Increases in vehicles, including those to and from the proposed project, could result in the potential for increased vehicle-vehicle conflicts, but the increased potential for conflicts would not be considered new or substantial worsening of a traffic hazard, and would not result in significant cumulative traffic hazard impacts. Therefore, the proposed project in combination with past, present and reasonably foreseeable developments in San Francisco, would result in less-than-significant cumulative traffic hazards.

### *Cumulative Construction Impacts*

The construction of the proposed project may overlap with the construction of other development projects, including the land use developments at 706 Mission Street and 79 New Montgomery Street that are both within a one-block radius of the project site. As a result, construction activities associated with this project could affect access, traffic, and pedestrians on streets used as access routes to and from the project sites (e.g., Third Street, Market Street, Stevenson Street, Mission Street, Second Street, New Montgomery Street, Annie Street, and Jessie Street, etc.). The cumulative construction-related transportation impacts of multiple nearby construction projects would not be considerable, as the construction activities of the proposed project and other spatially proximate projects would be temporary and of limited duration and therefore would not result in permanent impacts related to transportation and circulation. In addition, all construction-related temporary traffic lane closures would be coordinated with the City to minimize the impacts on local traffic. As stated above, lane and sidewalk closures are subject to review and approval by San Francisco Public Works (Public Works) and the City's Transportation Advisory Staff Committee (TASC), which consists of representatives from the City's fire, police, public works and public health departments as well as the San Francisco Municipal Transportation Agency and Port of San Francisco. The cumulative addition of construction worker-related vehicle or transit trips would also not substantially affect transportation conditions, due to their temporary and limited nature. Therefore, the proposed project, in combination with past, present and reasonably foreseeable development in San Francisco, would result in less-than-significant cumulative construction-related transportation impacts.

### *Cumulative Transit Impacts*

By 2040, ridership levels on Muni lines are projected to generally grow faster than increases in capacity, and overall p.m. peak hour ridership, as a percentage of overall capacity, would increase from existing conditions which may cause significant cumulative impacts on local and regional transit. However, the proposed project would generate a total of 79 outbound PM peak transit trips out of a total cumulative demand of 31,282 trips, or 0.25% of total cumulative growth.<sup>51</sup> Under 2040 cumulative conditions, the BART line to the East Bay would have a capacity utilization of 112

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<sup>51</sup> San Francisco Planning Department, Memorandum: Transit Data for Transportation Impact Studies, May 15, 2015.

percent during the weekday p.m. peak hour<sup>52</sup>, and would therefore operate above the regional standard utilization standard of 100 percent. This is a significant cumulative transit impact. However, the proposed project transit trips would not contribute considerably to BART capacity utilization exceeding the 100 percent standard, in part because the 79 PM peak transit trips added represent a small percentage increase and would likely be distributed among various transit lines. Therefore, the proposed project would not contribute considerably to cumulative impacts on regional transit. Therefore, the proposed project's addition of 79 pm peak transit trips would be less than cumulatively considerable to significant cumulative transit impacts.

### *Cumulative Pedestrian Impacts*

Pedestrian circulation impacts by their nature are site-specific and generally do not contribute to impacts from other development projects. Pedestrian trips may increase between the completion of the proposed project and future conditions due to increasing effectiveness of planned pedestrian improvements in the vicinity of the project site. As described above, the proposed project would not result in overcrowding of sidewalks or create new potentially hazardous conditions for pedestrians under project conditions and therefore would not create such conditions in the cumulative setting. The Project's 70 p.m. peak hour pedestrian trips, together with the pedestrian trips associated with these additional cumulative projects, would not combine to create a significant cumulative impact. Based on these findings, the proposed project, in combination with past, present and reasonably foreseeable developments in San Francisco, would result in less-than-significant cumulative pedestrian impacts.

### *Cumulative Bicycle Impacts*

The proposed project would not substantially contribute to cumulative bicycle circulation or conditions in the project area. Bicycle trips in the area may increase between the completion of the project and the cumulative scenario due to general growth in the area. In particular, the proposed project would be designed to provide adequate points of access to bicycle parking, and would be designed to reduce any potential conflicts with private vehicles and delivery/freight vehicles accessing the on-street loading spaces. Additionally, the proposed project would not reduce access to the existing bicycle routes along Market, Post, Sutter, Second, and Fifth streets in the project vicinity.

As described above, under cumulative conditions, there is a projected increase in vehicles at intersections in the vicinity of the proposed project, which may result in an increase in vehicle-bicycle conflicts at intersections in the study area. While there would be a general increase in vehicle traffic that is expected through the future 2040 cumulative conditions, this increase, in combination with increased bicycle use, is not anticipated to create potentially hazardous conditions for bicycles, or otherwise interfere with bicycle accessibility to the site and adjoining areas, and would not result in significant cumulative bicycle impacts. Therefore, for the above

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<sup>52</sup> San Francisco Planning Department, Memorandum: Updated BART Regional Screenlines – Revised, October 2016.



reasons, the proposed project, in combination with past, present, and reasonably foreseeable development in San Francisco, would result in less-than-significant cumulative impacts on bicyclists.

***Cumulative Loading Impacts***

The Better Market Street plan would result in the removal of the commercial freight loading zone along the south side of Market Street. However, the proposed project would not result in a freight loading demand during the peak hour of loading activities that could not be accommodated within the six existing on-street commercial loading spaces along the north side of Stevenson Street under cumulative conditions, and would not create potentially hazardous traffic conditions or significant delays affecting traffic, public transit, bicycles, or pedestrians under cumulative conditions. Additionally, the on-street freight loading spaces used by the project and nearby existing uses, including the Monadnock Building (685 Market Street) would not be utilized by existing and any reasonably foreseeable developments in the project study area, under cumulative conditions. As such, the proposed project would not result in any cumulative commercial loading impacts, as the estimated loading demand would be met within the existing on-street loading spaces along Stevenson Street and appropriate improvement measures (see Improvement Measure I-TR-A) have been recommended to further reduce any potential on-street loading impacts.

The proposed project’s conversion of three spaces to passenger loading use would be expected to satisfy the project’s demand. No cumulative development projects or transportation network changes in the project vicinity have been identified that would contribute to additional demand at the proposed passenger loading zone along Stevenson Street.

Therefore, the proposed project, in combination with past, present and reasonably foreseeable developments in San Francisco, would result in less-than-significant cumulative freight and passenger loading impacts.

<b>Topics:</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant with Mitigation Incorporated</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>	<b>Not Applicable</b>
<b>5. NOISE- Would the project result in:</b>					
a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Topics:</u>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) For a project located within an airport land use plan area, or, where such a plan has not been adopted, in an area within two miles of a public airport or public use airport, would the project expose people residing or working in the area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) For a project located in the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The project site is not within an airport land use plan area, nor is it in the vicinity of a private airstrip. Therefore, Topics E.5(e) and E.5(f) are not applicable.

For a discussion of vibration impacts to offsite historic resources, including the adjacent historic building, refer to Topic E.3(a), above.

**Impact NO-1: The proposed project would result in a substantial permanent increase in ambient noise levels in the project vicinity that could expose people to noise levels in excess of standards established in the local general noise ordinance, or result in a substantial temporary or periodic increase in ambient noise levels. (Less than Significant with Mitigation)**

**Substantial Permanent Increase in Ambient Noise Levels**

Ambient noise levels in the vicinity of the project site are typical of noise levels in neighborhoods in San Francisco, which are dominated by vehicular traffic, including trucks, cars, Muni buses and light rail vehicles, emergency vehicles, and land use activities, such as commercial businesses and periodic temporary construction-related noise from nearby development, or street maintenance. An approximate doubling in traffic volumes in the area would be necessary to produce an increase in ambient noise levels that would be barely perceptible to most people (3 decibel (dB) increase).<sup>53</sup> The proposed project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses. The proposed project would generate 417 daily vehicle trips on roadways with volumes that would not be doubled by the proposed project’s vehicle trips.

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<sup>53</sup> A decibel is a unit of measurement describing the amplitude of sound, equal to 20 times the logarithm to the base 10 of the ratio of the pressure of the sound measured to the reference pressure, which is 20 micropascals.

Noises generated by hotel uses are common and generally accepted in urban areas, including in the vicinity of the proposed project. A noise study<sup>54</sup> was prepared for the proposed project that measured ambient noise, and evaluated construction and operational noise, for both fixed sources and outdoor events. Regarding operational noise from fixed sources, the proposed project would include new heating, ventilation and air conditioning units (HVAC) on the rooftop that would produce operational noise. Table 4 provides a list of the proposed project's outdoor noise generating equipment and the estimated sound levels. These noise sources would be subject to the San Francisco Noise Ordinance (Article 29 of the Police Code). In addition, section 2909(d) establishes maximum noise levels for these fixed noise sources of 55 dBA<sup>55</sup> (from 7:00 a.m. to 10:00 p.m.) and 45 dBA (from 10:00 p.m. to 7:00 a.m.) inside any sleeping or living room in any dwelling unit located on residential property to prevent sleep disturbance.

**Table 4: Outdoor Noise-Generating Equipment**

Equipment Type (Size)	Roof Location	Number used*	Maximum Sound Power Level* (dBA)
Supply/Make Up Air (1,750 to 40,100 cubic ft/min)	Upper (14 <sup>th</sup> )	5	90
Rooftop Exhaust Fans (200-5,000 cubic ft/min)	Upper	5	85
Rooftop Exhaust Fans (8,000-9,000 cubic ft/min)	Upper	1	89
Air cooled condensers	Lower (13 <sup>th</sup> ), semi-enclosed	4	85
Air cooled condensers	Upper, 4 <sup>th</sup> and 9 <sup>th</sup> floor terraces	12-30 (fewer large units/more small units)	≤85
Emergency Generator	Lower	1	93 SPL <sup>56</sup>
Source: Wilson Ihrig, <i>Five Third Street, Hearst Hotel, Environmental Noise Technical Memo, WI Project 17-058</i> , July 2018.			

For the purposes of the noise analysis, the study assumed that all HVAC equipment would operate continuously and at maximum capacity during the daytime. At the 13<sup>th</sup> floor, the equipment would be housed in a mechanical well, with the generator open to the air at the north east corner of the project (see Figure 5 for an axonometric view of the rooftop, and Figure 14 for roof layout). Figure 15 shows the roof of the 13<sup>th</sup> floor, which shows the distribution of equipment on the top of the building. Based on the current design, the HVAC equipment on the upper roof would be as close as 5 feet from the boundaries of the property line. Towards the east, the neighboring building is a 9-story commercial office building. At the project property line, with the current layout, equipment and estimated equipment sound power levels, the worst-case daily noise from fixed outdoor equipment could be as high as 79 dBA at the property line for daytime conditions, which would exceed the 2909(b) site-specific 68 dBA daytime noise limit. During the nighttime, it is reasonable to assume that the HVAC equipment would operate at a lower capacity due to the

<sup>54</sup> Wilson Ihrig, *Five Third Street, Hearst Hotel, Environmental Noise Technical Memo, WI Project 17-058*, July 2018.

<sup>55</sup> The dBA, or A-weighted decibel, refers to a scale of noise measurement that approximates the range of sensitivity of the human ear to sounds of different frequencies. On this scale, the normal range of human hearing extends from about 0 dBA to about 140 dBA. A 10-dBA increase in the level of a continuous noise represents a perceived doubling of loudness.

<sup>56</sup> *Ibid.*

cooler temperatures, and with all equipment operating at 50 percent capacity, the maximum expected noise from fixed outdoor equipment could be as high as 64 dBA at the property line, just barely exceeding the 2909(b) threshold 63 dBA for nighttime hours. Thus, a noise reduction of up to 11 dBA would be required during daytime operations, which would also benefit nighttime operations.

The nearest noise-sensitive neighbor with line of sight to the upper roof is the Park Central Hotel (50 Third Street), which has over 30 floors. With the current proposed layout and estimated equipment sound power levels, the project-generated noise level at the nearest noise sensitive receptor (Park Central) would be 50 dBA without any shielding, which complies with the 2909(d) 60 dBA noise limit. Thus, no acoustic shielding would be required to comply with the 2909(d) noise ordinance limit for receptors with line of sight to the roof. The closest receptors (Ritz Carlton) would be shielded from this equipment by the Project roof parapet, and this noise would be less than 60 dBA.

The project's emergency generator would typically be tested for about an hour during daytime hours once per month. At the nearest project property line, the generator would be 99 dBA with the equipment assumptions listed above in Table 4, which would exceed 2909(b) requirements for daytime operation (68 dBA). At the nearest noise-sensitive receptor (Ritz Carlton) the project-generated noise level would be 65 dBA with a shielded line of sight, which would not exceed the 2909(d) 70 dBA noise limit for daytime testing. Thus, as noted above, a combination of equipment selection, equipment location, acoustic mufflers and/or acoustic enclosure would be required to reduce the generator noise by 31 dBA to comply with the 2909(d) noise ordinance limit at the nearest property line. "Quiet" standby generators with enclosures would be used, which generate noise levels of 73 to 76 dBA, almost 20 dBA less than the 93 dBA value assumed in Table 4 above; other measures such as equipment sizing, and location on the roof or within a structure would need to be considered during design development. Without any reduction in outdoor noise-generating equipment use, the proposed project would have a significant impact on ambient noise levels. However, with the implementation of **Mitigation Measure M-NO-1a, Outdoor Fixed Noise Minimization**, the proposed project would not result in a substantial permanent increase in ambient noise levels in the vicinity of the project site, and it would have a less-than-significant stationary noise impact with mitigation.

#### **Mitigation Measure M-NO-1a: Outdoor Fixed Noise Minimization**

In order to meet the requirements of the Noise Ordinance, a reduction of up to 11 dBA would be required during operation of outdoor noise generating equipment for HVAC equipment, and up to 31 dBA would be required for emergency generator use. The project sponsor shall ensure that a combination of the following noise-reducing measures shall be used to meet the requirements:

- Equipment can be selected with lower noise emission levels. There can be 10 dBA variability among models and manufacturers for equipment achieving the same function and performance;
- Equipment can be located away from the property line where feasible; moving equipment to 50 feet instead of 20 feet from the property line could reduce the noise by 8 dBA;
- Internal acoustic mufflers can be used to lower exhaust noise emission levels by 3 to 5 dBA;
- An acoustic enclosure can be used to reduce the noise by 5 to 20 dBA.

The project sponsor shall provide documentation demonstrating the combination of measures chosen to achieve the required noise reduction to the Planning Department prior to the issuance of the certificate of occupancy.

**Expose Person to Noise Levels in Excess of Standards or Result in a Temporary Increase in Ambient Noise Levels**

An ambient noise survey was performed in the project area at five locations along Market, Third and Stevenson streets, and found that ambient noise levels varied from 55 to 68 dBA, which are typical background noise levels from an urban setting in a downtown area.<sup>57</sup>

The proposed project would be subject to and required to comply with San Francisco Noise Ordinance (Article 29 of the Police Code). Specifically, Section 2909(b) prohibits any machine or device located on a commercial property from producing music or entertainment-related noise levels in excess of 8 dBA above ambient noise levels. Furthermore, California’s Building Standards Code (Title 24 of the California Code of Regulations, which at the local level is enforced by the Department of Building Inspection), contains noise insulation standards that are required for new hotel buildings. Hotel room occupants are considered noise-sensitive receptors.

The proposed project would have a two outdoor decks—a 4<sup>th</sup> floor terrace, along Stevenson Street, which would be used by hotel guests and for private events, and a rooftop deck on the 13<sup>th</sup> floor, which would be used by hotel guests and visitors and for private events, and public events. Both decks would generate outdoor noises during events. These outdoor events would occur occasionally, and could start as early as 10 am and continue into evening and nighttime hours until 2 am.

For the 4<sup>th</sup> floor terrace, the nearest noise sensitive receptors would be at the Park Central hotel (175 feet) or the Palace Hotel (220 feet at 2 New Montgomery Street). Amplified music on the terrace

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<sup>57</sup> *Ibid.*

could reach maximum noise levels of 67 dBA or 82 dBC<sup>58</sup> for background music, 82 dBA or 97 dBC for a dance/concert event, or 92 dBA or 97 dBC for heavy bass/dance club music. If the loudspeakers were placed inside the terrace room, not near the doors, the noise levels would be 15 dB lower. With indoor loudspeakers, the music would be within the Section 2909(b) noise limits for background music, but other music types would require further controls to comply. With outdoor loudspeakers and some minor control of the bass (which affects the dBC level), only the background music (noise levels of 67 dBA or 82 dBC) would comply, depending on the speaker configuration. Similarly, with outdoor loudspeakers music of any kind played at the low “background music” levels with control of the bass level would comply. Outdoor subwoofers would tend to generate a higher level of low frequency sound, which increases the dBC sound level, and would not be encouraged.

The specific loudspeaker equipment and placement of the loudspeakers on the outdoor decks have not yet been determined, and they could be placed close to the roof parapet wall, towards the center of the terrace space or close to the exterior wall of the terrace room. With distance alone, the sound from amplified speakers is expected to be about 5 dBA less than that measured at the roof parapet/property plane. The Hearst Garage would further shield some of the sound at the outdoor terrace from the Park Central Hotel; the project building would further shield some of the sound from the Palace Hotel. If speakers were placed closer to the parapet wall, the parapet wall would shield the line of sight to the loudspeakers placed on the terrace deck from noise sensitive receptors at the same 4th floor or lower elevation, but sensitive receptors at higher elevations would tend to experience little or no visual shielding. Loudspeakers on tripods are used to cast the sound further into the crowd, but they would elevate of the sound source above the parapet wall. Blocking the line of sight would tend to reduce amplified sounds by about 5 dBA, but low frequency sounds, such as those generated with a subwoofer, would not be reduced by the parapet wall. General purpose loudspeakers tend to be directional, as sound primarily travels away from the front of the loudspeaker, but subwoofers tend to be omnidirectional, since the sound travels equally in all directions.

As the loudspeaker equipment, placement and input sound levels would vary from event to event, the amplified music on the 4<sup>th</sup> floor roof could exceed Section 2909(b) limits at the property plane. However, with the implementation of **Mitigation Measure M-NO-1b, 4<sup>th</sup> Floor Terrace Noise Minimization**, which sets a cap on maximum noise levels from amplified music at the 4<sup>th</sup> floor terrace, the proposed project would not result in a substantial permanent increase in ambient noise levels in the vicinity of the project site, and this would be a less-than-significant noise impact with mitigation.

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<sup>58</sup> The dBC, or C-weighted decibel, refers to a scale of noise measurement that is suited for lower frequency sounds.

### **Mitigation Measure M-NO-1b: 4<sup>th</sup> Floor Terrace Noise Minimization**

In order to reduce potential noise impacts from hotel guests, visitors, and events held on the 4<sup>th</sup> floor terrace, the project sponsor shall ensure that all amplified sound shall be limited to no louder than 69 dBA and 80 dBC at the roof parapet line, irrespective of loudspeaker equipment or configuration.

For the 13<sup>th</sup> floor rooftop deck, the nearest noise sensitive receptors would also be at the Park Central Hotel or the Palace Hotel.

With four loudspeakers, the sound at the outdoor roof event space could reach maximum noise levels of 70 dBA or 85 dBC for background music, 85 dBA or 100 dBC for a dance/concert event, or 95 dBA or 100 dBC for heavy bass/dance club music. If the loudspeakers were placed inside the event space, not near the doors, the levels would be 15 dBA lower. With indoor loudspeakers, the music would be within the Section 2909(b) noise limits for background music types without further control. With outdoor loudspeakers, only the background music (with noise levels of 70 dBA or 85 dBC) would meet the noise limits. The 13th floor level has structures (stair access and mechanical rooms) that could serve to block the line of sight between the noise sensitive receptors and the loudspeakers. Similar to what was discussed for the 4th floor terrace above, with outdoor loudspeakers, music of any kind played just below the low “background music” levels would comply, and outdoor subwoofers would not be encouraged. If subwoofers were placed on the rooftop deck in the semi-enclosed space between the 13th floor structures, it could cause low frequency resonance.

As the loudspeaker equipment, placement and input sound levels would vary from event to event, the amplified music on the rooftop deck could exceed Section 2909(b) limits at the property plane. However, with the implementation of **Mitigation Measure M-NO-1c, Rooftop Deck Noise Minimization**, which sets a cap on maximum noise levels from amplified music on the rooftop deck, the proposed project would not result in a substantial permanent increase in ambient noise levels in the vicinity of the project site, and there would be a less-than-significant noise impact with mitigation.

### **Mitigation Measure M-NO-1c: Rooftop Deck Noise Minimization**

In order to reduce potential noise impacts from hotel guests, visitors, and events held on the rooftop deck, the project sponsor shall ensure that all amplified sound shall be limited to no louder than 69 dBA and 80 dBC at the east property line just beyond the roof parapet, irrespective of loudspeaker equipment or configuration.

**Impact NO-2: During construction, the proposed project would not result in a significant temporary or periodic increase in ambient noise levels and vibration in the project vicinity above levels existing without the project. (Less than Significant)**

The construction period for the proposed project would last approximately 20 months, and would consist of the following phases: 1) interior/exterior demolition, 2) structural work, 3) interior renovations, and 4) exterior work. The proposed interior alterations, rooftop/terrace construction, and seismic retrofit would require foundation reinforcements consisting of micropiles. Approximately 50 micropiles would be used, each of which are about 8 inches in diameter. The micropiles would be drilled, and would not use impact or vibratory driving techniques. Construction equipment and activities could generate noise and possibly vibrations that could be considered an annoyance by occupants of nearby properties. Construction noise levels would fluctuate depending on construction phase, equipment type and duration of use, distance between noise source and affected receptor, and the presence or absence of barriers. Impacts would generally be limited to periods during which excavation occurs, micropiles are installed, and exterior structural elements are altered. Interior construction noise would be substantially reduced by exterior walls.

Construction noise is regulated by the San Francisco Noise Ordinance (Article 29 of the Police Code). The ordinance requires that noise levels from individual pieces of construction equipment, other than impact tools, not exceed 80 dBA at a distance of 100 feet from the source. For reference, Table 5 provides typical noise levels produced by various types of construction equipment. Impact tools (e.g., jackhammers, hoe rams, impact wrenches) must have manufacturer recommended and City-approved mufflers for both intake and exhaust. Section 2908 of the Noise Ordinance prohibits construction work between 8:00 p.m. and 7:00 a.m., if noise would exceed the ambient noise level by 5 dBA at the project property line, unless a special permit is authorized by the Director of the Department of Public Works or the Director of Building Inspection. No nighttime construction would occur for the proposed project. The project would be required to comply with regulations set forth in the Noise Ordinance.

**Table 5: Typical Construction Equipment and Source Noise Levels**

Noise Sources	Noise Level (dBA) at 50 feet Distance	Typical Usage Factor (%)	Noise Level (dBA) at 100 feet Distance
<i>Mobile</i>			
<i>Excavators</i>	81	40	75
<i>Jackhammers (interior)</i>	79	20	73
<i>Concrete Pump Truck</i>	81	20	75
<i>Drum Mixer</i>	80	50	74
<i>Delivery and Haul trucks</i>	77	40	71
<i>Stationary</i>			
<i>Air compressors</i>	78	40	72
<i>Crane</i>	81	16	75
<i>Drill rig</i>	79	20	73
Note: Exterior noise levels reduced by 10 dBA to account for shielding with some structural radiation of the vibration Source: Federal Highway Administration, <i>Construction Noise Handbook, FHWA-HEP-06-015</i> , August 2006. Available: <a href="https://www.fhwa.dot.gov/Environment/noise/construction_noise/handbook/">https://www.fhwa.dot.gov/Environment/noise/construction_noise/handbook/</a> , Accessed: June 2018.			



The area around the project site is zoned as Downtown-Office or Downtown-Retail. Nearby noise-sensitive locations include: Ritz-Carlton Club (690 Market Street, 145 feet from the project site), Palace Hotel (2 New Montgomery Street, 195 feet from the project site), Graystone Hotel (66 Geary Boulevard, 350 feet from the project site), and Park Central Hotel (50 Third Street, 180 feet from the project site). Estimated construction noise levels at the receiving property lines are presented in Table 6 below. The calculations indicate that all non-impact equipment would be expected to comply with the 80 dBA noise limit at a distance of 100 feet. Construction noise would be within the 75 dBA evaluation threshold at both the Park Central and Ritz-Carlton Club receptors.

**Table 6: Estimated Construction Equipment Noise Levels**

Noise Sources	Noise Level at Park Central	Noise Level at Ritz-Carlton Club
Noisiest three in combination: Excavator, Jackhammer, Drum Mixer	73 dBA	75 dBA
Average/Typical	65 dBA	68 dBA
Source: Wilson Ihrig, <i>Five Third Street, Hearst Hotel, Environmental Noise Technical Memo, WI Project 17-058</i> , July 2018.		

Older buildings, particularly masonry buildings, can be damaged by excessive vibration associated with construction activities. However, as described in Section E.3, Cultural Resources, construction of the proposed project would not generate excessive vibration that could damage any potential masonry or other sensitive buildings in the vicinity. In addition, the Department of Building Inspection is responsible for reviewing the building permit application to ensure that the proposed construction activities comply with all applicable procedures and requirements and would not materially impair adjacent or nearby buildings.

Therefore, project-related construction activities would not expose individuals to temporary increases in noise or vibration levels substantially greater than ambient levels.

**Impact C-NO-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would result in less-than-significant cumulative impacts to noise. (Less than Significant)**

Project-related construction noise would not substantially increase ambient noise levels at locations greater than a few hundred feet from the project site, and of the cumulative projects, the closest which may result in any cumulative construction noise impact would be the project at 706 Mission Street, which began construction in 2016, and is currently under construction. While it is not certain if construction of the project at 706 Mission Street would overlap with the proposed project, the project at 706 Mission Street has completed its foundation work, and may be near the final stages of construction if the proposed project were to occur simultaneously with it. As such, construction noise effects associated with the proposed project are not anticipated to combine with those associated with other proposed and ongoing projects located near the project site. Therefore, cumulative construction-related noise impacts would be less than significant.

The proposed project, along with other cumulative projects in the vicinity, would not result in a doubling of traffic volumes along nearby streets. The proposed project would add approximately

51 vehicle trips during the p.m. peak hour. Cumulative vehicle trips would be distributed along local roadways. In combination with reasonably foreseeable cumulative projects, the project would not result in significant cumulative traffic noise impacts. Moreover, the proposed project's mechanical equipment and mechanical equipment from reasonably foreseeable cumulative projects would be required to comply with the Noise Ordinance, similar to the proposed project.

For these reasons, the proposed project, in combination with other past, present, and reasonably foreseeable future projects, would not result in a cumulatively considerable noise impact.

<i>Topics:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
<b>6. AIR QUALITY. Would the project:</b>					
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal, state, or regional ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Setting

### Overview

The Bay Area Air Quality Management District (or air district) is the regional agency with jurisdiction over the nine-county San Francisco Bay Area Air Basin (air basin), which includes San Francisco, Alameda, Contra Costa, Marin, San Mateo, Santa Clara, and Napa Counties and portions of Sonoma and Solano Counties. The air district is responsible for attaining and maintaining air quality in the air basin within federal and state air quality standards, as established by the federal Clean Air Act and the California Clean Air Act, respectively. Specifically, the air district has the responsibility to monitor ambient air pollutant levels throughout the air basin and to develop and implement strategies to attain the applicable federal and state standards. The federal and state Clean Air Acts require plans to be developed for areas that do not meet air quality standards, generally. The most recent air quality plan, the *2017 Clean Air Plan*, was adopted by the air district on April 19, 2017. The *2017 Clean Air Plan* updates the most recent Bay Area ozone plan, the *2010*

*Clean Air Plan*, in accordance with the requirements of the state Clean Air Act to implement all feasible measures to reduce ozone; provide a control strategy to reduce ozone, particulate matter, air toxics, and greenhouse gases in a single, integrated plan; and establish emission control measures to be adopted or implemented. The *2017 Clean Air Plan* contains the following primary goals:

- Protect air quality and health at the regional and local scale: Attain all state and national air quality standards, and eliminate disparities among Bay Area communities in cancer health risk from toxic air contaminants; and
- Protect the climate: Reduce Bay Area greenhouse gas emissions to 40% below 1990 levels by 2030 and 80% below 1990 levels by 2050.

The *2017 Clean Air Plan* represents the most current applicable air quality plan for the air basin. Consistency with this plan is the basis for determining whether the proposed project would conflict with or obstruct implementation of air quality plans.

### **Criteria Air Pollutants**

In accordance with the state and federal Clean Air Acts, air pollutant standards are identified for the following six criteria air pollutants: ozone, carbon monoxide (CO), particulate matter (PM), nitrogen dioxide (NO<sub>2</sub>), sulfur dioxide (SO<sub>2</sub>), and lead. These air pollutants are termed criteria air pollutants because they are regulated by developing specific public health- and welfare-based criteria as the basis for setting permissible levels. In general, the air basin experiences low concentrations of most pollutants when compared to federal or state standards. The air basin is designated as either in attainment<sup>59</sup> or unclassified for most criteria pollutants with the exception of ozone, PM<sub>2.5</sub>, and PM<sub>10</sub>, for which these pollutants are designated as non-attainment for either the state or federal standards. By its very nature, regional air pollution is largely a cumulative impact in that no single project is sufficient in size to, by itself, result in non-attainment of air quality standards. Instead, a project's individual emissions contribute to existing cumulative air quality impacts. If a project's contribution to cumulative air quality impacts is considerable, then the project's impact on air quality would be considered significant.<sup>60</sup>

Land use projects may contribute to regional criteria air pollutants during the construction and operational phases of a project. Table 7 identifies air quality significance thresholds followed by a discussion of each threshold. Projects that would result in criteria air pollutant emissions below these significance thresholds would not violate an air quality standard, contribute substantially to

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<sup>59</sup> "Attainment" status refers to those regions that are meeting federal and/or state standards for a specified criteria pollutant. "Non-attainment" refers to regions that do not meet federal and/or state standards for a specified criteria pollutant. "Unclassified" refers to regions where there is not enough data to determine the region's attainment status for a specified criteria air pollutant.

<sup>60</sup> Bay Area Air Quality Management District (BAAQMD), *California Environmental Quality Act Air Quality Guidelines*, May 2017, page 2-1.

an air quality violation, or result in a cumulatively considerable net increase in criteria air pollutants within the air basin.

**Table 7: Criteria Air Pollutant Significance Thresholds<sup>61</sup>**

Pollutant	Construction Thresholds	Operational Thresholds	
	Average Daily Emissions (lbs./day)	Average Daily Emissions (lbs./day)	Maximum Annual Emissions (tons/year)
ROG	54	54	10
NO <sub>x</sub>	54	54	10
PM <sub>10</sub>	82 (exhaust)	82	15
PM <sub>2.5</sub>	54 (exhaust)	54	10
Fugitive Dust	Construction Dust Ordinance or other Best Management Practices	Not Applicable	

*Ozone Precursors.* As discussed previously, the air basin is currently designated as non-attainment for ozone and particulate matter. Ozone is a secondary air pollutant produced in the atmosphere through a complex series of photochemical reactions involving reactive organic gases (ROG) and oxides of nitrogen (NO<sub>x</sub>). The potential for a project to result in a cumulatively considerable net increase in criteria air pollutants, which may contribute to an existing or projected air quality violation, are based on the state and federal Clean Air Acts emissions limits for stationary sources. To ensure that new stationary sources do not cause or contribute to a violation of an air quality standard, air district regulation 2, rule 2 requires that any new source that emits criteria air pollutants above a specified emissions limit must offset those emissions. For ozone precursors ROG and NO<sub>x</sub>, the offset emissions level is an annual average of 10 tons per year (or 54 pounds (lbs.) per day).<sup>62</sup> These levels represent emissions below which new sources are not anticipated to contribute to an air quality violation or result in a considerable net increase in criteria air pollutants.

Although this regulation applies to new or modified stationary sources, land use development projects result in ROG and NO<sub>x</sub> emissions as a result of increases in vehicle trips, architectural coating and construction activities. Therefore, the above thresholds can be applied to the construction and operational phases of land use projects and those projects that result in emissions below these thresholds would not be considered to contribute to an existing or projected air quality violation or result in a considerable net increase in ROG and NO<sub>x</sub> emissions. Due to the temporary nature of construction activities, only the average daily thresholds are applicable to construction phase emissions.

<sup>61</sup> *Ibid.* Page 2-2.

<sup>62</sup> BAAQMD, *Revised Draft Options and Justification Report, California Environmental Quality Act Thresholds of Significance*, October 2009, page 17.

*Particulate Matter (PM<sub>10</sub> and PM<sub>2.5</sub>).*<sup>63</sup> The air district has not established an offset limit for PM<sub>2.5</sub>. However, the emissions limit in the federal New Source Review for stationary sources in nonattainment areas is an appropriate significance threshold. For PM<sub>10</sub> and PM<sub>2.5</sub>, the emissions limit under New Source Review is 15 tons per year (82 lbs. per day) and 10 tons per year (54 lbs. per day), respectively. These emissions limits represent levels below which a source is not expected to have an impact on air quality.<sup>64</sup> Similar to ozone precursor thresholds identified above, land use development projects typically result in particulate matter emissions as a result of increases in vehicle trips, space heating and natural gas combustion, landscape maintenance, and construction activities. Therefore, the above thresholds can be applied to the construction and operational phases of a land use project. Again, because construction activities are temporary in nature, only the average daily thresholds are applicable to construction-phase emissions.

*Fugitive Dust.* Fugitive dust emissions are typically generated during construction phases. Studies have shown that the application of best management practices at construction sites significantly control fugitive dust<sup>65</sup> and individual measures have been shown to reduce fugitive dust by anywhere from 30 to 90 percent.<sup>66</sup> The air district has identified a number of best management practices to control fugitive dust emissions from construction activities.<sup>67</sup> The City's Construction Dust Control Ordinance (ordinance 176-08, effective July 30, 2008) requires a number of measures to control fugitive dust and the best management practices employed in compliance with the City's Construction Dust Control Ordinance are an effective strategy for controlling construction-related fugitive dust.

*Other Criteria Pollutants.* Regional concentrations of CO in the Bay Area have not exceeded the state standards in the past 11 years and SO<sub>2</sub> concentrations have never exceeded the standards. The primary source of CO emissions from development projects is vehicle traffic. Construction-related SO<sub>2</sub> emissions represent a negligible portion of the total basin-wide emissions and construction-related CO emissions represent less than five percent of the Bay Area total basin-wide CO emissions. As discussed previously, the Bay Area is in attainment for both CO and SO<sub>2</sub>. Furthermore, the air district has demonstrated, based on modeling, that in order to exceed the California ambient air quality standard of 9.0 ppm (8-hour average) or 20.0 ppm (1-hour average) for CO, project traffic in addition to existing traffic would need to exceed 44,000 vehicles per hour

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<sup>63</sup> PM<sub>10</sub> is often termed "coarse" particulate matter and is made of particulates that are 10 microns in diameter or smaller. PM<sub>2.5</sub>, termed "fine" particulate matter, is composed of particles that are 2.5 microns or less in diameter.

<sup>64</sup> BAAQMD, *Revised Draft Options and Justification Report, California Environmental Quality Act Thresholds of Significance*, October 2009, page 16.

<sup>65</sup> Western Regional Air Partnership. 2006. *WRAP Fugitive Dust Handbook*. September 7, 2006. This document is available online at [http://www.wrapair.org/forums/dejffdh/content/FDHandbook\\_Rev\\_06.pdf](http://www.wrapair.org/forums/dejffdh/content/FDHandbook_Rev_06.pdf), accessed February 16, 2012.

<sup>66</sup> BAAQMD, *CEQA Air Quality Guidelines*, May 2017, page D-47.

<sup>67</sup> *Ibid.*

at affected intersections (or 24,000 vehicles per hour where vertical and/or horizontal mixing is limited). Therefore, given the Bay Area's attainment status and the limited CO and SO<sub>2</sub> emissions that could result from development projects, development projects would not result in a cumulatively considerable net increase in CO or SO<sub>2</sub> emissions, and quantitative analysis is not required.

### **Local Health Risks and Hazards**

In addition to criteria air pollutants, individual projects may emit toxic air contaminants (TACs). TACs collectively refer to a diverse group of air pollutants that are capable of causing chronic (i.e., of long-duration) and acute (i.e., severe but short-term) adverse effects to human health, including carcinogenic effects. Human health effects of TACs include birth defects, neurological damage, cancer, and mortality. There are hundreds of different types of TACs with varying degrees of toxicity. Individual TACs vary greatly in the health risk they present; at a given level of exposure, one TAC may pose a hazard that is many times greater than another.

Unlike criteria air pollutants, TACs do not have ambient air quality standards but are regulated by the air district using a risk-based approach to determine which sources and pollutants to control as well as the degree of control. A health risk assessment is an analysis in which human health exposure to toxic substances is estimated and considered together with information regarding the toxic potency of the substances, to provide quantitative estimates of health risks.<sup>68</sup>

Air pollution does not affect every individual in the population in the same way, and some groups are more sensitive to adverse health effects than others. Land uses such as residences, schools, children's day care centers, hospitals, and nursing and convalescent homes are considered to be the most sensitive to poor air quality because the population groups associated with these uses have increased susceptibility to respiratory distress or, as in the case of residential receptors, their exposure time is greater than that for other land uses. Therefore, these groups are referred to as sensitive receptors. Exposure assessment guidance typically assumes that residences would be exposed to air pollution 24 hours per day, 7 days a week, for 30 years.<sup>69</sup> Therefore, assessments of air pollutant exposure to residents typically result in the greatest adverse health outcomes of all population groups.

Exposures to fine particulate matter (PM<sub>2.5</sub>) are strongly associated with mortality, respiratory diseases, and lung development in children, and other endpoints such as hospitalization for

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<sup>68</sup> In general, a health risk assessment is required if the air district concludes that projected emissions of a specific air toxic compound from a proposed new or modified source suggest a potential public health risk. The applicant is then subject to a health risk assessment for the source in question. Such an assessment generally evaluates chronic, long-term effects, estimating the increased risk of cancer as a result of exposure to one or more TACs.

<sup>69</sup> California Office of Environmental Health Hazard Assessment, *Air Toxics Hot Spot Program Risk Assessment Guidelines*, February, 2015. Pg. 4-44, 8-6

cardiopulmonary disease.<sup>70</sup> In addition to PM<sub>2.5</sub>, diesel particulate matter (DPM) is also of concern. The California Air Resources Board (California air board) identified DPM as a toxic air contaminant in 1998, primarily based on evidence demonstrating cancer effects in humans.<sup>71</sup> The estimated cancer risk from exposure to diesel exhaust is much higher than the risk associated with any other TAC routinely measured in the region.

In an effort to identify areas of San Francisco most adversely affected by sources of TACs, San Francisco partnered with the air district to conduct a citywide health risk assessment based on an inventory and assessment of air pollution and exposures from mobile, stationary, and area sources within San Francisco. Areas with poor air quality, termed the “Air Pollutant Exposure Zone,” were identified based on health-protective criteria that consider estimated cancer risk, exposures to fine particulate matter, proximity to freeways, and locations with particularly vulnerable populations. The project site is located within the Air Pollutant Exposure Zone. Each of the Air Pollutant Exposure Zone criteria is discussed below.

*Excess Cancer Risk.* The Air Pollution Exposure Zone includes areas where modeled cancer risk exceeds 100 incidents per million persons exposed. This criterion is based on United States Environmental Protection Agency (EPA) guidance for conducting air toxic analyses and making risk management decisions at the facility and community-scale level.<sup>72</sup> As described by the air district, the EPA considers a cancer risk of 100 per million to be within the “acceptable” range of cancer risk. Furthermore, in the 1989 preamble to the benzene National Emissions Standards for Hazardous Air Pollutants rulemaking,<sup>73</sup> the EPA states that it “...strives to provide maximum feasible protection against risks to health from hazardous air pollutants by (1) protecting the greatest number of persons possible to an individual lifetime risk level no higher than approximately one in one million and (2) limiting to no higher than approximately one in ten thousand [100 in one million] the estimated risk that a person living near a plant would have if he or she were exposed to the maximum pollutant concentrations for 70 years.” The 100 per one million excess cancer cases is also consistent with the ambient cancer risk in the most pristine portions of the Bay Area based on air district regional modeling.<sup>74</sup>

*Fine Particulate Matter.* In April 2011, the EPA published *Policy Assessment for the Particulate Matter Review of the National Ambient Air Quality Standards*, “Particulate Matter Policy Assessment.” In this document, EPA staff concludes that the then current federal annual PM<sub>2.5</sub> standard of 15 µg/m<sup>3</sup>

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<sup>70</sup> SFDPH, *Assessment and Mitigation of Air Pollutant Health Effects from Intra-Urban Roadways: Guidance for Land Use Planning and Environmental Review*, May 2008.

<sup>71</sup> California Air Resources Board (ARB), Fact Sheet, “The Toxic Air Contaminant Identification Process: Toxic Air Contaminant Emissions from Diesel-fueled Engines,” October 1998.

<sup>72</sup> BAAQMD, *Revised Draft Options and Justification Report, California Environmental Quality Act Thresholds of Significance*, October 2009, page 67.

<sup>73</sup> 54 Federal Register 38044, September 14, 1989.

<sup>74</sup> BAAQMD, *Clean Air Plan*, May 2017, page D-43.

should be revised to a level within the range of 13 to 11  $\mu\text{g}/\text{m}^3$ , with evidence strongly supporting a standard within the range of 12 to 11  $\mu\text{g}/\text{m}^3$ . The Air Pollutant Exposure Zone for San Francisco is based on the health protective  $\text{PM}_{2.5}$  standard of 11  $\mu\text{g}/\text{m}^3$ , as supported by the EPA's Particulate Matter Policy Assessment, although lowered to 10  $\mu\text{g}/\text{m}^3$  to account for uncertainty in accurately predicting air pollutant concentrations using emissions modeling programs.

*Proximity to Freeways.* According to the California air board, studies have shown an association between the proximity of sensitive land uses to freeways and a variety of respiratory symptoms, asthma exacerbations, and decreases in lung function in children. Siting sensitive uses in close proximity to freeways increases both exposure to air pollution and the potential for adverse health effects. As evidence shows that sensitive uses in an area within a 500-foot buffer of any freeway are at an increased health risk from air pollution,<sup>75</sup> parcels that are within 500 feet of freeways are included in the Air Pollutant Exposure Zone.

*Health Vulnerable Locations.* Based on the air district's evaluation of health vulnerability in the Bay Area, those zip codes (94102, 94103, 94105, 94124, and 94130) in the worst quintile of Bay Area health vulnerability scores as a result of air pollution-related causes were afforded additional protection by lowering the standards for identifying parcels in the Air Pollutant Exposure Zone to: (1) an excess cancer risk greater than 90 per one million persons exposed, and/or (2)  $\text{PM}_{2.5}$  concentrations in excess of 9  $\mu\text{g}/\text{m}^3$ .<sup>76</sup>

The above citywide health risk modeling was also used as the basis in approving amendments to the San Francisco Building and Health Codes, referred to as the Enhanced Ventilation Required for Urban Infill Sensitive Use Developments or Health Code, article 38 (ordinance 224-14, effective December 8, 2014) (article 38). The purpose of article 38 is to protect the public health and welfare by establishing an Air Pollutant Exposure Zone and imposing an enhanced ventilation requirement for all urban infill sensitive use development within the Air Pollutant Exposure Zone. In addition, projects within the Air Pollutant Exposure Zone require special consideration to determine whether the project's activities would add a substantial amount of emissions to areas already adversely affected by poor air quality.

### **Construction Air Quality Impacts**

Project-related air quality impacts fall into two categories: short-term impacts from construction and long-term impacts from project operation. The following addresses construction-related air quality impacts resulting from the proposed project.

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<sup>75</sup> California Air Resources Board, *Air Quality and Land Use Handbook: A Community Health Perspective*. April 2005. Available online at: <http://www.arb.ca.gov/ch/landuse.htm>.

<sup>76</sup> San Francisco Planning Department and San Francisco Department of Public Health, *2014 Air Pollutant Exposure Zone Map (Memo and Map)*, April 9, 2014. These documents are part of San Francisco Board of Supervisors File No. 14806, Ordinance No. 224-14; Amendment to Health Code Article 38.



**Impact AQ-1: The proposed project's construction activities would generate fugitive dust and criteria air pollutants, but would not violate an air quality standard, contribute substantially to an existing or projected air quality violation, or result in a cumulatively considerable net increase in criteria air pollutants. (Less than Significant)**

Construction activities (short-term) typically result in emissions of ozone precursors and fine particulate matter in the form of dust (fugitive dust) and exhaust (e.g., vehicle tailpipe emissions). Emissions of ozone precursors and fine particulate matter are primarily a result of the combustion of fuel from on-road and off-road vehicles. However, ROGs are also emitted from activities that involve painting, other types of architectural coatings, or asphalt paving. The proposed project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses. During the project's approximately 20-month construction period, construction activities would have the potential to result in emissions of ozone precursors and fine particulate matter, as discussed below.

**Fugitive Dust**

Project-related demolition, excavation, grading, and other construction activities may cause wind-blown dust that could contribute particulate matter into the local atmosphere. Depending on exposure, adverse health effects can occur due to this particulate matter in general and also due to specific contaminants such as lead or asbestos that may be constituents of soil. Although there are federal standards for air pollutants and implementation of state and regional air quality control plans, air pollutants continue to have impacts on human health throughout the country. California has found that particulate matter exposure can cause health effects at lower levels than national standards. The current health burden of particulate matter demands that, where possible, public agencies take feasible available actions to reduce sources of particulate matter exposure. According to the California air board, reducing PM<sub>2.5</sub> concentrations to state and federal standards of 12 µg/m<sup>3</sup> in the San Francisco Bay Area would prevent between 200 and 1,300 premature deaths.<sup>77</sup>

In response, the San Francisco Board of Supervisors approved the Construction Dust Control Ordinance (Ordinance 176-08, effective July 30, 2008) with the intent of reducing the quantity of dust generated during site preparation, demolition and construction work in order to protect the health of the general public and of onsite workers, minimize public nuisance complaints, and to avoid orders to stop work by the Department of Building Inspection.

The Construction Dust Control Ordinance requires that all site preparation work, demolition, or other construction activities within San Francisco that have the potential to create dust or to expose or disturb more than 10 cubic yards or 500 square feet of soil comply with specified dust control measures whether or not the activity requires a permit from the Department of Building Inspection.

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<sup>77</sup> ARB, *Methodology for Estimating Premature Deaths Associated with Long-term Exposure to Fine Airborne Particulate Matter in California*, Staff Report, Table 4c, October 24, 2008.

The Director of the Department of Building Inspection may waive this requirement for activities on sites less than one half-acre that are unlikely to result in any visible wind-blown dust.

In compliance with the Construction Dust Control Ordinance, the project sponsor and the contractor responsible for construction activities at the project site would be required to use the following practices to control construction dust on the site or other practices that result in equivalent dust control that are acceptable to the director. Dust suppression activities may include watering all active construction areas sufficiently to prevent dust from becoming airborne; increased watering frequency may be necessary whenever wind speeds exceed 15 miles per hour. During excavation and dirt-moving activities, contractors shall wet sweep or vacuum the streets, sidewalks, paths, and intersections where work is in progress at the end of the workday. Inactive stockpiles (where no disturbance occurs for more than seven days) greater than 10 cubic yards or 500 square feet of excavated material, backfill material, import material, gravel, sand, road base, and soil shall be covered with a 10 mil (0.01 inch) polyethylene plastic (or equivalent) tarp, braced down, or use other equivalent soil stabilization techniques. San Francisco ordinance 175-91 restricts the use of potable water for soil compaction and dust control activities undertaken in conjunction with any construction or demolition project occurring within the boundaries of San Francisco, unless permission is obtained from the San Francisco Public Utilities Commission. Non-potable water must be used for soil compaction and dust control activities during project construction and demolition. The San Francisco Public Utilities Commission operates a recycled water truck-fill station at the Southeast Water Pollution Control Plant that provides recycled water for these activities at no charge.

Compliance with the regulations and procedures set forth by the Dust Control Ordinance would ensure that potential dust-related air quality impacts would be reduced to a less-than-significant level, and no mitigation measures are necessary.

### **Criteria Air Pollutants**

As discussed above, construction activities would result in emissions of criteria air pollutants from the use of off- and on-road vehicles and equipment. To assist lead agencies in determining whether short-term construction-related air pollutant emissions require further analysis as to whether the project may exceed the criteria air pollutant significance thresholds shown in Table 7 above, the air district, in its *CEQA Air Quality Guidelines* (May 2017), developed screening criteria. If a proposed project meets the screening criteria, then construction of the project would result in less-than-significant criteria air pollutant impacts. A project that exceeds the screening criteria may require a detailed air quality assessment to determine whether criteria air pollutant emissions would exceed significance thresholds. The *CEQA Air Quality Guidelines* note that the screening levels are generally representative of new development on greenfield<sup>78</sup> sites without any form of mitigation

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<sup>78</sup> A greenfield site refers to agricultural or forest land or an undeveloped site earmarked for commercial, residential, or industrial projects.

measures taken into consideration. In addition, the screening criteria do not account for project design features, attributes, or local development requirements that could also result in lower emissions.

The proposed project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses. The size of proposed construction activities would be below the criteria air pollutant screening sizes for hotel uses (554 rooms) identified in the BAAQMD's *CEQA Air Quality Guidelines*. Thus, quantification of construction-related criteria air pollutant emissions is not required and the proposed project's construction activities would result in a less-than-significant criteria air pollutant impact, and no mitigation measures are necessary.

**Impact AQ-2: The proposed project's construction activities would generate toxic air contaminants, including diesel particulate matter, which would expose sensitive receptors to substantial pollutant concentrations. (Less than Significant with Mitigation)**

The project site is located within the Air Pollutant Exposure Zone as described above. Nearby sensitive land uses include the Ritz-Carlton Residences at 690 Market Street, the Paramount Building at Third Street and Jessie Street, The Montgomery at 74 New Montgomery Street, and condominiums at 765 Market Street.

With regards to construction emissions, off-road equipment (which includes construction-related equipment) is a large contributor to diesel particulate matter emissions in California, although since 2007, the California air board has found the emissions to be substantially lower than previously expected.<sup>79</sup>

Newer and more refined emission inventories have substantially lowered the estimates of DPM emissions from off-road equipment such that off-road equipment is now considered the sixth largest source of diesel particulate matter emissions in California.<sup>80</sup> For example, revised PM emission estimates for the year 2010, which diesel particulate matter is a major component of total PM, have decreased by 83 percent from previous 2010 emissions estimates for the air basin.<sup>81</sup> Approximately half of the reduction in emissions can be attributed to the economic recession and half to updated methodologies used to better assess construction emissions.<sup>82</sup>

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<sup>79</sup> ARB, *Staff Report: Initial Statement of Reasons for Proposed Rulemaking, Proposed Amendments to the Regulation for In-Use Off-Road Diesel-Fueled Fleets and the Off-Road Large Spark-Ignition Fleet Requirements*, p.1 and p. 13 (Figure 4), October 2010.

<sup>80</sup> ARB, *Staff Report: Initial Statement of Reasons for Proposed Rulemaking, Proposed Amendments to the Regulation for In-Use Off-Road Diesel-Fueled Fleets and the Off-Road Large Spark-Ignition Fleet Requirements*, October 2010.

<sup>81</sup> ARB, "In-Use Off-Road Equipment, 2011 Inventory Model," Query accessed online, April 2, 2012, [http://www.arb.ca.gov/msei/categories.htm#inuse\\_or\\_category](http://www.arb.ca.gov/msei/categories.htm#inuse_or_category).

<sup>82</sup> ARB, *Staff Report: Initial Statement of Reasons for Proposed Rulemaking, Proposed Amendments to the Regulation for In-Use Off-Road Diesel-Fueled Fleets and the Off-Road Large Spark-Ignition Fleet Requirements*, October 2010.

Additionally, a number of federal and state regulations are requiring cleaner off-road equipment. Specifically, both the EPA and California air board have set emissions standards for new off-road equipment engines, ranging from Tier 1 to Tier 4. Tier 1 emission standards were phased in between 1996 and 2000 and Tier 4 Interim and Final emission standards for all new engines were phased in between 2008 and 2015. To meet the Tier 4 emission standards, engine manufacturers will be required to produce new engines with advanced emission-control technologies. Although the full benefits of these regulations will not be realized for several years, the EPA estimates that by implementing the federal Tier 4 standards, NO<sub>x</sub> and PM emissions will be reduced by more than 90 percent.<sup>83</sup>

In addition, construction activities do not lend themselves to analysis of long-term health risks because of their temporary and variable nature. As explained in the air district's *CEQA Air Quality Guidelines*:

"Due to the variable nature of construction activity, the generation of TAC emissions in most cases would be temporary, especially considering the short amount of time such equipment is typically within an influential distance that would result in the exposure of sensitive receptors to substantial concentrations. Concentrations of mobile-source diesel PM emissions are typically reduced by 70 percent at a distance of approximately 500 feet (ARB 2005). In addition, current models and methodologies for conducting health risk assessments are associated with longer-term exposure periods of 9, 40, and 70 years, which do not correlate well with the temporary and highly variable nature of construction activities. This results in difficulties with producing accurate estimates of health risk."<sup>84</sup>

Therefore, project-level analyses of construction activities have a tendency to produce overestimated assessments of long-term health risks. However, within the Air Pollutant Exposure Zone, as discussed above, additional construction activity may adversely affect populations that are already at a higher risk for adverse long-term health risks from existing sources of air pollution.

The proposed project would require construction activities for the approximate 20-month construction period. Project construction activities would result in short-term emissions of DPM and other TACs. The project site is located in an area that already experiences poor air quality and project construction activities would generate additional air pollution, affecting nearby sensitive receptors and resulting in a significant impact. Implementation of Mitigation Measure M-AQ-2, Construction Air Quality, would reduce the magnitude of this impact to a less-than-significant level. While emission reductions from limiting idling, educating workers and the public and properly maintaining equipment are difficult to quantify, other measures, specifically the requirement for equipment with Tier 2 engines and Level 3 Verified Diesel Emission Control Strategy (VDECS) can reduce construction emissions by 89 to 94 percent compared to equipment

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<sup>83</sup> USEPA, "Clean Air Nonroad Diesel Rule: Fact Sheet," May 2004.

<sup>84</sup> BAAQMD, *CEQA Air Quality Guidelines*, May 2017, page 8-7.

with engines meeting no emission standards and without a VDECS.<sup>85</sup> Emissions reductions from the combination of Tier 2 equipment with level 3 VDECS is almost equivalent to requiring only equipment with Tier 4 Final engines. Therefore, implementation of **Mitigation Measure M-AQ-2, Construction Air Quality**, would reduce construction emissions impacts on nearby sensitive receptors to a less-than-significant level.

#### **Mitigation Measure M-AQ-2: Construction Air Quality**

The project sponsor or the project sponsor's Contractor shall comply with the following:

A. *Engine Requirements.*

1. All off-road equipment greater than 25 hp and operating for more than 20 total hours over the entire duration of construction activities shall have engines that meet or exceed either U.S. Environmental Protection Agency (USEPA) or California Air Resources Board (ARB) Tier 2 off-road emission standards, and have been retrofitted with an ARB Level 3 Verified Diesel Emissions Control Strategy. Equipment with engines meeting Tier 4 Interim or Tier 4 Final off-road emission standards automatically meet this requirement.
2. Where access to alternative sources of power are available, portable diesel engines shall be prohibited.
3. Diesel engines, whether for off-road or on-road equipment, shall not be left idling for more than two minutes, at any location, except as provided in exceptions to the applicable state regulations regarding idling for off-road and on-road equipment

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<sup>85</sup> PM emissions benefits are estimated by comparing off-road PM emission standards for Tier 2 with Tier 1 and 0. Tier 0 off-road engines do not have PM emission standards, but the United States Environmental Protection Agency's *Exhaust and Crankcase Emissions Factors for Nonroad Engine Modeling – Compression Ignition* has estimated Tier 0 engines between 50 hp and 100 hp to have a PM emission factor of 0.72 g/hp-hr and greater than 100 hp to have a PM emission factor of 0.40 g/hp-hr. Therefore, requiring off-road equipment to have at least a Tier 2 engine would result in between a 25 percent and 63 percent reduction in PM emissions, as compared to off-road equipment with Tier 0 or Tier 1 engines. The 25 percent reduction comes from comparing the PM emission standards for off-road engines between 25 hp and 50 hp for Tier 2 (0.45 g/bhp-hr) and Tier 1 (0.60 g/bhp-hr). The 63 percent reduction comes from comparing the PM emission standards for off-road engines above 175 hp for Tier 2 (0.15 g/bhp-hr) and Tier 0 (0.40 g/bhp-hr). In addition to the Tier 2 requirement, ARB Level 3 VDECSs are required and would reduce PM by an additional 85 percent. Therefore, the mitigation measure would result in between an 89 percent (0.0675 g/bhp-hr) and 94 percent (0.0225 g/bhp-hr) reduction in PM emissions, as compared to equipment with Tier 1 (0.60 g/bhp-hr) or Tier 0 engines (0.40 g/bhp-hr).

(e.g., traffic conditions, safe operating conditions). The Contractor shall post legible and visible signs in English, Spanish, and Chinese, in designated queuing areas and at the construction site to remind operators of the two minute idling limit.

4. The Contractor shall instruct construction workers and equipment operators on the maintenance and tuning of construction equipment, and require that such workers and operators properly maintain and tune equipment in accordance with manufacturer specifications.

B. *Waivers.*

1. The Planning Department’s Environmental Review Officer or designee (ERO) may waive the alternative source of power requirement of Subsection (A)(2) if an alternative source of power is limited or infeasible at the project site. If the ERO grants the waiver, the Contractor must submit documentation that the equipment used for onsite power generation meets the requirements of Subsection (A)(1).
2. The ERO may waive the equipment requirements of Subsection (A)(1) if: a particular piece of off-road equipment with an ARB Level 3 VDECS is technically not feasible; the equipment would not produce desired emissions reduction due to expected operating modes; installation of the equipment would create a safety hazard or impaired visibility for the operator; or, there is a compelling emergency need to use off-road equipment that is not retrofitted with an ARB Level 3 VDECS. If the ERO grants the waiver, the Contractor must use the next cleanest piece of off-road equipment, according to Table A below.

Table A – Off-Road Equipment Compliance Step-down Schedule

Compliance Alternative	Engine Emission Standard	Emissions Control
1	Tier 2	ARB Level 2 VDECS
2	Tier 2	ARB Level 1 VDECS
3	Tier 2	Alternative Fuel*

How to use the table: If the ERO determines that the equipment requirements cannot be met, then the project sponsor would need to meet Compliance Alternative 1. If the ERO determines that the Contractor cannot supply off-road equipment meeting Compliance Alternative 1, then the Contractor must meet

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Compliance Alternative 2. If the ERO determines that the Contractor cannot supply off-road equipment meeting Compliance Alternative 2, then the Contractor must meet Compliance Alternative 3.

\*\* Alternative fuels are not a VDECS.

- C. *Construction Emissions Minimization Plan.* Before starting on-site construction activities, the Contractor shall submit a Construction Emissions Minimization Plan (Plan) to the ERO for review and approval. The Plan shall state, in reasonable detail, how the Contractor will meet the requirements of Section A.
1. The Plan shall include estimates of the construction timeline by phase, with a description of each piece of off-road equipment required for every construction phase. The description may include, but is not limited to: equipment type, equipment manufacturer, equipment identification number, engine model year, engine certification (Tier rating), horsepower, engine serial number, and expected fuel usage and hours of operation. For VDECS installed, the description may include: technology type, serial number, make, model, manufacturer, ARB verification number level, and installation date and hour meter reading on installation date. For off-road equipment using alternative fuels, the description shall also specify the type of alternative fuel being used.
  2. The project sponsor shall ensure that all applicable requirements of the Plan have been incorporated into the contract specifications. The Plan shall include a certification statement that the Contractor agrees to comply fully with the Plan.
  3. The Contractor shall make the Plan available to the public for review on-site during working hours. The Contractor shall post at the construction site a legible and visible sign summarizing the Plan. The sign shall also state that the public may ask to inspect the Plan for the project at any time during working hours and shall explain how to request to inspect the Plan. The Contractor shall post at least one copy of the sign in a visible location on each side of the construction site facing a public right-of-way.
- D. *Monitoring.* After start of Construction Activities, the Contractor shall submit quarterly reports to the ERO documenting compliance with the Plan. After completion of construction activities and prior to receiving a final certificate of occupancy, the project sponsor shall submit to the ERO a final report summarizing construction activities, including the start and end dates and duration of each construction phase, and the specific information required in the Plan.

### **Operational Air Quality Impacts**

Land use projects typically result in emissions of criteria air pollutants and toxic air contaminants primarily from an increase in motor vehicle trips. However, land use projects may also result in criteria air pollutants and toxic air contaminants from combustion of natural gas, landscape

maintenance, use of consumer products, and architectural coating. The following addresses air quality impacts resulting from operation of the proposed project.

**Impact AQ-3: During project operations, the proposed project would result in emissions of criteria air pollutants, but not at levels that would violate an air quality standard, contribute to an existing or projected air quality violation, or result in a cumulatively considerable net increase in criteria air pollutants. (Less than Significant)**

As discussed above in Impact AQ-1, the air district, in its *CEQA Air Quality Guidelines* (May 2017), has developed screening criteria to determine whether a project requires an analysis of project-generated criteria air pollutants. If all the screening criteria are met by a proposed project, then the lead agency or applicant does not need to perform a detailed air quality assessment.

The proposed project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses, and would generate an estimated 417 daily vehicle trips.<sup>86</sup> The proposed project would be below the criteria air pollutant screening sizes for hotel uses (489 rooms) identified in the air district's *CEQA Air Quality Guidelines*. Thus, quantification of project-generated criteria air pollutant emissions is not required, and the proposed project would not exceed any of the significance thresholds for criteria air pollutants. Therefore, there would be a less than significant impact with respect to criteria air pollutants, and no mitigation measures are necessary.

**Siting Sensitive Land Uses**

**Impact AQ-4: The proposed project would generate toxic air contaminants, including diesel particulate matter, exposing sensitive receptors to substantial air pollutant concentrations. (Less than Significant with Mitigation)**

The project site is located within the Air Pollutant Exposure Zone as described above. Nearby sensitive land uses include the Ritz-Carlton Residences at 690 Market Street, the Paramount Building at Third Street and Jessie Street, The Montgomery at 74 New Montgomery Street, and condominiums at 765 Market Street. The proposed project would include a 750 kW emergency back-up generator on the building rooftop. Although the project site is within the APEZ, the proposed project does not contain any sensitive uses for air quality analysis (residences, schools, children's day care centers, hospitals, and nursing and convalescent homes), as the proposed project would contain hotel, office, retail, and restaurant/bar uses. Therefore, it would not be subject to article 38.

**Sources of Toxic Air Contaminants**

Individual projects result in emissions of toxic air contaminants primarily as a result of an increase in vehicle trips. The air district considers roads with less than 10,000 vehicles per day "minor, low-impact" sources that do not pose a significant health impact even in combination with other nearby

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<sup>86</sup> Vehicle trip increases are conservative (overestimates) because they do not subtract trips associated with existing uses from proposed new construction and changes in uses.



sources and recommends that these sources be excluded from the environmental analysis. The proposed project's 417 daily vehicle trips would be well below this level and would be distributed among the local roadway network, therefore an assessment of project-generated toxic air contaminants resulting from vehicle trips is not required and the proposed project would not generate a substantial amount of toxic air contaminant emissions that could affect nearby sensitive receptors.

The proposed project would also include a backup emergency generator. Emergency generators are regulated by the air district through their New Source Review (Regulation 2, Rule 5) permitting process. The project applicant would be required to obtain applicable permits to operate an emergency generator from the air district. Although emergency generators are intended only to be used in periods of power outages, monthly testing of the generator would be required. The air district limits testing to no more than 50 hours per year. Additionally, as part of the permitting process, the air district would limit the excess cancer risk from any facility to no more than ten per one million population and requires any source that would result in an excess cancer risk greater than one per one million population to install Best Available Control Technology for Toxics. However, because the project site is located in an area that already experiences poor air quality, the proposed emergency back-up generator has the potential to expose sensitive receptors to substantial concentrations of diesel emissions, a known toxic air contaminant, resulting in a significant air quality impact. Implementation of **Mitigation Measure M-AQ-4, Best Available Control Technology for Diesel Generators**, would reduce the magnitude of this impact to a less-than-significant level by reducing emissions by 89 to 94 percent compared to equipment with engines that do not meet any emission standards and without a VDECS. Therefore, although the proposed project would add a new source of toxic air contaminants within an area that already experiences poor air quality, implementation of M-AQ-4 would reduce this impact to a less-than-significant level.

**Mitigation Measure M-AQ-4: Best Available Control Technology for Diesel Generators**

The project sponsor shall ensure that the backup diesel generator meet or exceed one of the following emission standards for particulate matter: (1) Tier 4 certified engine, or (2) Tier 2 or Tier 3 certified engine that is equipped with a California Air Resources Board (ARB) Level 3 Verified Diesel Emissions Control Strategy (VDECS). A non-verified diesel emission control strategy may be used if the filter has the same particulate matter reduction as the identical ARB verified model and if the Bay Area Air Quality Management District (BAAQMD) approves of its use. The project sponsor shall submit documentation of compliance with the BAAQMD New Source Review permitting process (Regulation 2, Rule 2, and Regulation 2, Rule 5) and the emission standard requirement of this mitigation measure to the Planning Department for review and approval prior to issuance of a permit for a backup diesel generator from any City agency.

**Impact AQ-5: The proposed project would not conflict with, or obstruct implementation of, the 2017 Clean Air Plan. (Less than Significant)**

The most recently adopted air quality plan for the air basin is the *2017 Clean Air Plan*. The *2017 Clean Air Plan* is a road map that demonstrates how the San Francisco Bay Area will achieve compliance with the state ozone standards as expeditiously as practicable and how the region will reduce the transport of ozone and ozone precursors to neighboring air basins. In determining consistency with the *2017 Clean Air Plan*, this analysis considers whether the project would: (1) support the primary goals of the *2017 Clean Air Plan*, (2) include applicable control measures from the *2017 Clean Air Plan*, and (3) avoid disrupting or hindering implementation of control measures identified in the *2017 Clean Air Plan*.

The primary goals of the *2017 Clean Air Plan* are to: (1) Protect air quality and health at the regional and local scale; (2) eliminate disparities among Bay Area communities in cancer health risk from toxic air contaminants; and (3) protect the climate by reducing greenhouse gas emissions. To meet the primary goals, the *2017 Clean Air Plan* recommends specific control measures and actions. These control measures are grouped into various categories and include stationary and area source measures, mobile source measures, transportation control measures, land use measures, and energy and climate measures. The *2017 Clean Air Plan* recognizes that to a great extent, community design dictates individual travel mode, and that a key long-term control strategy to reduce emissions of criteria pollutants, air toxics, and greenhouse gases from motor vehicles is to channel future Bay Area growth into vibrant urban communities where goods and services are close at hand, and people have a range of viable transportation options. To this end, the *2017 Clean Air Plan* includes 85 control measures aimed at reducing air pollution in the air basin.

The measures most applicable to the proposed project are transportation control measures and energy and climate control measures. The proposed project's impacts with respect to GHGs are discussed in Section E.7, Greenhouse Gas Emissions, which demonstrates that the proposed project would comply with the applicable provisions of the city's Greenhouse Gas Reduction Strategy.

The compact development of the proposed project and high availability of viable transportation options ensure that residents could bicycle, walk, and ride transit to and from the project site instead of taking trips via private automobile. These features ensure that the project would avoid substantial growth in automobile trips and vehicle miles traveled. The proposed project's anticipated 417 vehicle trips would result in a negligible increase in air pollutant emissions. Furthermore, the proposed project would be generally consistent with the *San Francisco General Plan*, as discussed in section C. Transportation control measures that are identified in the *2017 Clean Air Plan* are implemented by the *San Francisco General Plan* and the *Planning Code*, for example, through the city's Transit First Policy, bicycle parking requirements, and transit impact development fees. Compliance with these requirements would ensure the project includes relevant transportation control measures specified in the *2017 Clean Air Plan*. Therefore, the proposed project would include applicable control measures identified in the *2017 Clean Air Plan* to meet the *2017 Clean Air Plan's* primary goals.

Examples of a project that could cause the disruption or delay of *2017 Clean Air Plan* control measures are projects that would preclude the extension of a transit line or bike path, or projects

that propose excessive parking beyond parking requirements. The proposed project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses in a dense, walkable urban area near a concentration of regional and local transit service. It would not preclude the extension of a transit line or a bike path or any other transit improvement, and thus would not disrupt or hinder implementation of control measures identified in the *2017 Clean Air Plan*.

For the reasons described above, the proposed project would not interfere with implementation of the *2017 Clean Air Plan*, and because the proposed project would be consistent with the applicable air quality plan that demonstrates how the region will improve ambient air quality and achieve the state and federal ambient air quality standards, this impact would be less than significant, and no mitigation measures are necessary.

**Impact AQ-6: The proposed project would not create objectionable odors that would affect a substantial number of people. (Less than Significant)**

Typical odor sources of concern include wastewater treatment plants, sanitary landfills, transfer stations, composting facilities, petroleum refineries, asphalt batch plants, chemical manufacturing facilities, fiberglass manufacturing facilities, auto body shops, rendering plants, and coffee roasting facilities. During construction, diesel exhaust from construction equipment would generate some odors. However, construction-related odors would be temporary and would not persist upon project completion. Observation indicates that the project site is not substantially affected by sources of odors<sup>87</sup>. Additionally, the proposed project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses, and would therefore not create significant sources of new odors. Therefore, odor impacts would be less than significant, and no mitigation measures are necessary.

**Impact C-AQ-1: The proposed project, in combination with past, present, and reasonably foreseeable future development in the project area would contribute to cumulative air quality impacts. (Less than Significant with Mitigation)**

As discussed above, regional air pollution is by its very nature largely a cumulative impact. Emissions from past, present, and future projects contribute to the region's adverse air quality on a cumulative basis. No single project by itself would be sufficient in size to result in regional nonattainment of ambient air quality standards. Instead, a project's individual emissions contribute to existing cumulative adverse air quality impacts.<sup>88</sup> The project-level thresholds for criteria air pollutants are based on levels by which new sources are not anticipated to contribute to an air quality violation or result in a considerable net increase in criteria air pollutants. Therefore, because the proposed project's construction (Impact AQ-1) and operational (Impact AQ-3)

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<sup>87</sup> Field observation in April 2018.

<sup>88</sup> BAAQMD, *CEQA Air Quality Guidelines*, May 2017, page 2-1.

emissions would not exceed the project-level thresholds for criteria air pollutants, the proposed project would not be considered to result in a cumulatively considerable contribution to regional air quality impacts.

As discussed above, the project site is located in an area that already experiences poor air quality. The project would add a rooftop back-up generator and additional vehicle trips within an area already adversely affected by air quality, resulting in a considerable contribution to cumulative health risk impacts on nearby sensitive receptors. This would be a significant cumulative impact. The proposed project would be required to implement Mitigation Measure M-AQ-2, Construction Air Quality, which could reduce construction period emissions by as much as 94 percent and Mitigation Measure M-AQ-4, Best Available Control Technology for Diesel Generators, which requires best available control technology to limit emissions from the project’s emergency back-up generator. Implementation of these mitigation measures would reduce the project’s contribution to cumulative air quality impacts to a less-than-significant level.

<i>Topics:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
<b>7. GREENHOUSE GAS EMISSIONS. Would the project:</b>					
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Conflict with any applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Greenhouse gas (GHG) emissions and global climate change represent cumulative impacts. GHG emissions cumulatively contribute to the significant adverse environmental impacts of global climate change. No single project could generate enough GHG emissions to noticeably change the global average temperature; instead, the combination of GHG emissions from past, present, and future projects have contributed and will continue to contribute to global climate change and its associated environmental impacts.

The Bay Area Air Quality Management District (air district) has prepared guidelines and methodologies for analyzing GHGs. These guidelines are consistent with CEQA Guidelines sections 15064.4 and 15183.5, which address the analysis and determination of significant impacts from a proposed project’s GHG emissions. CEQA Guidelines section 15064.4 allows lead agencies to rely on a qualitative analysis to describe GHG emissions resulting from a project. CEQA Guidelines section 15183.5 allows for public agencies to analyze and mitigate GHG emissions as

part of a larger plan for the reduction of GHGs and describes the required contents of such a plan. Accordingly, San Francisco has prepared Strategies to Address Greenhouse Gas Emissions<sup>89</sup> which presents a comprehensive assessment of policies, programs, and ordinances that collectively represent San Francisco's qualified GHG reduction strategy in compliance with the CEQA guidelines. These GHG reduction actions have resulted in a 29 percent reduction in GHG emissions in 2016 compared to 1990 levels,<sup>90</sup> exceeding the year 2020 reduction goals outlined in the air district's 2017 Clean Air Plan, Executive Order S-3-05, and Assembly Bill 32 (also known as the Global Warming Solutions Act).<sup>91</sup>

Given that the City has met the state and region's 2020 GHG reduction targets and San Francisco's GHG reduction goals are consistent with, or more aggressive than, the long-term goals established under order S-3-05<sup>92</sup>, order B-30-15,<sup>93,94</sup> and Senate Bill 32<sup>95,96</sup> the City's GHG reduction goals are consistent with order S-3-05, order B-30-15, Assembly Bill 32, Senate Bill 32 and the 2017 Clean Air Plan. Therefore, proposed projects that are consistent with the City's GHG reduction strategy would be consistent with the aforementioned GHG reduction goals, would not conflict with these

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<sup>89</sup> San Francisco Planning Department, *Strategies to Address Greenhouse Gas Emissions in San Francisco*, July 2017. This document is available online at: <http://sf-planning.org/strategies-address-greenhouse-gas-emissions>.

<sup>90</sup> San Francisco Department of the Environment, *San Francisco's Carbon Footprint*. Available at <https://sfenvironment.org/carbon-footprint>, accessed July 3, 2018.

<sup>91</sup> Executive Order S-3-05, Assembly Bill 32, and the air district's 2017 Clean Air Plan (continuing the trajectory set in the 2010 Clean Air Plan) set a target of reducing GHG emissions to below 1990 levels by year 2020.

<sup>92</sup> Office of the Governor, Executive Order S-3-05, June 1, 2005. Available at [http://static1.squarespace.com/static/549885d4e4b0ba0bff5dc695/t/54d7f1e0e4b0f0798cee3010/1423438304744/California+Executive+Order+S-3-05+\(June+2005\).pdf](http://static1.squarespace.com/static/549885d4e4b0ba0bff5dc695/t/54d7f1e0e4b0f0798cee3010/1423438304744/California+Executive+Order+S-3-05+(June+2005).pdf). Executive Order S-3-05 sets forth a series of target dates by which statewide emissions of GHGs need to be progressively reduced, as follows: by 2010, reduce GHG emissions to 2000 levels (approximately 457 million metric tons of carbon dioxide equivalents (MTCO<sub>2</sub>E)); by 2020, reduce emissions to 1990 levels (approximately 427 million MTCO<sub>2</sub>E); and by 2050 reduce emissions to 80 percent below 1990 levels (approximately 85 million MTCO<sub>2</sub>E). Because of the differential heat absorption potential of various GHGs, GHG emissions are frequently measured in "carbon dioxide-equivalents," which present a weighted average based on each gas's heat absorption (or "global warming") potential.

<sup>93</sup> Office of the Governor, *Executive Order B-30-15*, April 29, 2015. Available at: <https://www.gov.ca.gov/news.php?id=18938>, accessed March 3, 2016. Executive Order B-30-15, issued on April 29, 2015, sets forth a target of reducing GHG emissions to 40 percent below 1990 levels by 2030 (estimated at 2.9 million MTCO<sub>2</sub>E).

<sup>94</sup> San Francisco's GHG reduction goals are codified in Section 902 of the Environment Code and include: (i) by 2008, determine City GHG emissions for year 1990; (ii) by 2017, reduce GHG emissions by 25 percent below 1990 levels; (iii) by 2025, reduce GHG emissions by 40 percent below 1990 levels; and by 2050, reduce GHG emissions by 80 percent below 1990 levels.

<sup>95</sup> Senate Bill 32 amends California Health and Safety Code Division 25.5 (also known as the California Global Warming Solutions Act of 2006) by adding Section 38566, which directs that statewide greenhouse gas emissions to be reduced by 40 percent below 1990 levels by 2030.

<sup>96</sup> Senate Bill 32 was paired with Assembly Bill 197, which would modify the structure of the State Air Resources Board; institute requirements for the disclosure of greenhouse gas emissions criteria pollutants, and toxic air contaminants; and establish requirements for the review and adoption of rules, regulations, and measures for the reduction of greenhouse gas emissions.

plans or result in significant GHG emissions, and would therefore not exceed San Francisco's applicable GHG threshold of significance.

The following analysis of the proposed project's impact on climate change focuses on the project's contribution to cumulatively significant GHG emissions. Because no individual project could emit GHGs at a level that could result in a significant impact on the global climate, this analysis is in a cumulative context, and this section does not include an individual project-specific impact statement.

**Impact C-GG-1: The proposed project would generate greenhouse gas emissions, but not at levels that would result in a significant impact on the environment or conflict with any policy, plan, or regulation adopted for the purpose of reducing greenhouse gas emissions. (Less than Significant)**

Individual projects contribute to the cumulative effects of climate change by directly or indirectly emitting GHGs during construction and operational phases. Direct operational emissions include GHG emissions from new vehicle trips and area sources (natural gas combustion). Indirect emissions include emissions from electricity providers; energy required to pump, treat, and convey water; and emissions associated with waste removal, disposal, and landfill operations.

The proposed project would increase the intensity of use of the site by converting approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses. Therefore, the proposed project may contribute to annual long-term increases in GHGs as a result of increased vehicle trips (mobile sources) and commercial operations that result in an increase in energy use, water use, wastewater treatment, and solid waste disposal. Construction activities would also result in temporary increases in GHG emissions.

The proposed project would be subject to regulations adopted to reduce GHG emissions as identified in the GHG reduction strategy. As discussed below, compliance with the applicable regulations would reduce the project's GHG emissions related to transportation, energy use, waste disposal, and use of refrigerants.

Compliance with the City's Commuter Benefits Ordinance, Transportation Sustainability Program, Jobs-Housing Linkage Program, and bicycle parking requirements would reduce the proposed project's transportation-related emissions. These regulations reduce GHG emissions from single-occupancy vehicles by promoting the use of alternative transportation modes with zero or lower GHG emissions on a per capita basis.

The proposed project would be required to comply with the energy efficiency requirements of the City's Green Building Code, Water Efficient Irrigation Ordinance, Commercial Water Conservation

Ordinance, which would promote energy and water efficiency, thereby reducing the proposed project's energy-related GHG emissions.<sup>97</sup>

The proposed project's waste-related emissions would be reduced through compliance with the City's Recycling and Compositing Ordinance, Construction and Demolition Debris Recovery Ordinance, and Green Building Code requirements. These regulations reduce the amount of materials sent to a landfill, reducing GHGs emitted by landfill operations. These regulations also promote reuse of materials, conserving their embodied energy<sup>98</sup> and reducing the energy required to produce new materials.

Compliance with the City's street tree planting requirements would serve to increase carbon sequestration. Other regulations, including those limiting refrigerant emissions and the air district's wood-burning regulations would reduce emissions of GHGs and black carbon, respectively. Regulations requiring low-emitting finishes would reduce *volatile organic compounds*.<sup>99</sup> Thus, the proposed project was determined to be consistent with San Francisco's GHG reduction strategy.<sup>100</sup>

The project sponsor is required to comply with these regulations, which have proven effective as San Francisco's GHG emissions have measurably decreased when compared to 1990 emissions levels, demonstrating that the City has met and exceeded Executive Order S-3-05, Assembly Bill 32, and the 2017 Clean Air Plan GHG reduction goals for the year 2020. Furthermore, the city has met its 2017 GHG reduction goal of reducing GHG emissions to 25% below 1990 levels by 2017. Other existing regulations, such as those implemented through Assembly Bill 32, will continue to reduce a proposed project's contribution to climate change. In addition, San Francisco's local GHG reduction targets are consistent with the long-term GHG reduction goals of Executive Order S-3-05, Executive Order B-30-15, Assembly Bill 32, Senate Bill 32 and the 2017 Clean Air Plan. Therefore, because the proposed project is consistent with the City's GHG reduction strategy, it is also consistent with the GHG reduction goals of Executive Order S-3-05, Executive Order B-30-15, Assembly Bill 32, Senate Bill 32 and the 2017 Clean Air Plan, would not conflict with these plans, and would therefore not exceed San Francisco's applicable GHG threshold of significance. As such, the proposed project would result in a less-than-significant impact with respect to GHG emissions. No mitigation measures are necessary.

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<sup>97</sup> Compliance with water conservation measures reduce the energy (and GHG emissions) required to convey, pump and treat water required for the project.

<sup>98</sup> Embodied energy is the total energy required for the extraction, processing, manufacture and delivery of building materials to the building site.

<sup>99</sup> While not a GHG, volatile organic compounds are precursor pollutants that form ground level ozone. Increased ground level ozone is an anticipated effect of future global warming that would result in added health effects locally. Reducing volatile organic compound emissions would reduce the anticipated local effects of global warming.

<sup>100</sup> San Francisco Planning Department, *Greenhouse Gas Analysis: Compliance Checklist for 5 Third Street*, May 21, 2018.

Furthermore, the proposed project would also meet LEED Gold standards, which would also reduce the project's GHG emissions.

<i>Topics:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
<b>8. WIND AND SHADOW. Would the project:</b>					
a) Alter wind in a manner that substantially affects public areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Create new shadow in a manner that substantially affects outdoor recreation facilities or other public areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Impact WS-1: The proposed project would not alter wind in a manner that substantially affects public areas. (Less than Significant)**

Average wind speeds in San Francisco are the highest in the summer and lowest in winter. However, the strongest peak winds occur in winter. Throughout the year, the highest wind speeds occur in midafternoon and the lowest in the early morning. West-northwest, west, northwest, and west-southwest are the most frequent and strongest of primary wind directions during all seasons (referred to as prevailing winds).

Tall buildings and exposed structures can strongly affect the wind environment for pedestrians. A building that stands alone or is much taller than the surrounding buildings can intercept and redirect winds that might otherwise flow overhead and bring them down the vertical face of the building to ground level, where they create ground-level wind and turbulence. These redirected winds can be relatively strong, turbulent, and incompatible with the intended uses of nearby ground-level spaces. A building with a height that is similar to the heights of surrounding buildings typically would cause little or no additional ground level wind acceleration and turbulence. Thus, wind impacts are generally caused by large building masses extending substantially above their surroundings, and by buildings oriented such that a large wall catches a prevailing wind, particularly if such a wall includes little or no articulation. In general, new buildings less than approximately 80 feet in height are unlikely to result in substantial adverse effects on ground level winds such that pedestrians would be uncomfortable. Such winds may exist under existing conditions, but shorter buildings typically do not cause substantial changes in ground-level winds. The Planning Code sets criteria for comfort and hazards. For the purposes of evaluating impacts under CEQA, the analysis uses the hazard criterion to determine whether the proposed project would alter wind in a manner that substantially affects public areas.



The Planning Code pedestrian comfort criterion of 11 miles per hour (mph) is based on wind speeds measured and averaged over a period of 1 minute. In contrast, the Planning Code wind hazard criterion of 26 mph is defined by a wind speed that is measured and averaged over a period of 1 hour. When stated on the same time basis as the comfort criterion wind speed, the hazard criterion wind speed (26 mph averaged over 1 hour) is equivalent to a 1-minute average of 36 mph, which is a speed where wind gusts can blow people over, and therefore, are hazardous.

The project site is located in the C-3 District. San Francisco Planning Code Section 148 requires buildings to be shaped so as not to cause ground-level wind speeds to exceed comfort and hazard criteria in the C-3 District. The proposed project would remove water towers and an existing penthouse structure, while adding new mechanical and elevator penthouses, and a roof deck and bar on the 13<sup>th</sup> floor. A terrace would also be constructed on the 4<sup>th</sup> floor for use by hotel guests, and would also be used as an events space. As a result of the rooftop construction, the overall height of the building would decrease from approximately ~~189~~ 187 feet to approximately ~~184~~ 185 feet.

A screening-level wind analysis was prepared for the proposed project.<sup>101</sup> The following discussion relies on the information provided in that report. The report was based on a review of long-term meteorological data for the San Francisco area, proposed project design drawings, extensive wind-tunnel studies undertaken for the nearby 706 Mission Street development, use of software to assess wind conditions around building forms, and engineering judgment and expertise. The report found the winds from the west-northwest, west, northwest, and west-southwest have the greatest frequency of occurrence and make up the majority of the strong winds that occur at the project location. The assessment of existing wind conditions was based on the results of the wind tunnel test conducted for the 706 Mission Street development and engineering judgement, and found that existing winds speeds around the project site, including the sidewalks of Market, Third, Stevenson, Kearney, and Annie streets are expected to be high. The 11 mph wind comfort criterion is expected to be exceeded at most locations along these sidewalks. Wind speeds are expected to meet the 35 mph wind hazard criterion at most locations along these sidewalks, with the exception of the intersection of Market and Third streets, where the hazard criterion is expected to be exceeded on both the east and west sides of Third Street. These existing conditions are due to downwashing of the westerly and northwesterly winds off the tall facades of the Hearst building (the project site) and the existing buildings across Third Street, acceleration of winds around the building corners, and channeling of winds between the two buildings along Third Street.

The report found that the proposed modifications to the building rooftop and terrace would not be substantial enough to increase the downwashing effects to a degree that would result in an increase

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<sup>101</sup> RWDI, *Screening-Level Wind Analysis, Hearst Hotel, San Francisco, CA, Project #1702854*, April, 2018.

in ground-level wind speeds at the base of the building and at the surrounding sidewalks. The existing high wind speeds along the sidewalks of Market, Third, Stevenson, Kearney, and Annie streets are expected to remain unchanged, while the locations where the exceedance of the hazard criterion are prediction under existing conditions are expected to remain the same with project development. The proposed retrofit to the existing building was found to be minor compared to the size of the existing building, and would not have any substantial effect on the existing wind conditions around the building and at the surrounding sidewalks. As the proposed retrofit would not affect the wind conditions around the project site and surrounding areas, the proposed project would have a less-than-significant wind impact.

**Impact WS-2: The proposed project would not create new shadow in a manner that substantially affects outdoor recreation facilities or other public areas. (Less than Significant)**

In 1984, San Francisco voters approved an initiative known as “Proposition K, The Sunlight Ordinance,” which was codified as Planning Code Section 295 in 1985. Planning Code Section 295 generally prohibits new structures above 40 feet in height that would cast additional shadows on open space that is under the jurisdiction of the San Francisco Recreation and Park Commission between one hour after sunrise and one hour before sunset, at any time of the year, unless that shadow would not result in a significant adverse effect on the use of the open space. Public open spaces that are not under the jurisdiction of the Recreation and Park Commission as well as private open spaces are not subject to Planning Code Section 295. In addition, Planning Code Section 147 requires that new buildings and additions to buildings in C-3 Districts (which the proposed project is located in) shall be shaped to reduce substantial shadow impacts on public plazas and other ~~publically~~ publicly accessible open space other than those protected under Section 295.

The proposed project would result in a ~~185~~184-foot-tall building (as compared to the existing ~~187~~189-foot-tall building); therefore, the Planning Department prepared a preliminary shadow fan to determine whether the project would have the potential to cast new shadow on nearby parks.<sup>102</sup> The shadow fan indicated the proposed project would not cast a shadow on any new park or open space protect under Planning Code Section 295, but that the project may cast new show on Maiden Lane and Annie Street Plaza (see Figure 21 in Section J below). Therefore, a detailed shadow analysis was prepared to determine if the project would create new shadow that results in an adverse impact on Maiden Lane and Annie Street Plaza.<sup>103</sup>

The shadow analysis examined three shading scenarios—existing, existing plus project, and the project plus the cumulative scenario, which included all approved and cumulative surrounding buildings. The shadow analysis included a set of shadow diagrams and calculations to evaluate net new shadows created by the proposed project and cumulative building scenarios and found that no net new shadow would be cast by the proposed project on Maiden Lane and Annie Street

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<sup>102</sup> San Francisco Planning Department, *Preliminary Shadow Fan Analysis: 5 Third Street*, September 2016.

<sup>103</sup> RWDI, *5 Third Street Hearst Hotel Shadow Analysis*, December 2017.

Plaza. Therefore, the proposed project would not contribute any new shadow to either Maiden Lane or Annie Street Plaza.

The proposed project would shade portions of streets, sidewalks, and private properties in the project vicinity at various times of the day throughout the year. Shadows on streets and sidewalks would not exceed levels commonly expected in urban areas and would be considered a less-than-significant effect under CEQA. Although occupants of nearby properties may regard the increase in shadow as undesirable, the limited increase in shading of private properties as a result of the proposed project would not be considered a significant impact under CEQA.

For these reasons, the proposed project would not create new shadow in a manner that substantially affects outdoor recreation facilities or other public areas, and this impact would be less than significant.

**Impact C-WS-1: The proposed project, in combination with past, present, and reasonably foreseeable future project, would not result in a cumulative wind impact. (Less than Significant)**

The screening-level wind analysis prepared for the proposed project also analyzed the proposed project in the context of other projects. The report found that the modifications to the building rooftop and terrace would not be substantial enough to increase the downwashing effects to a degree that would result in an increase in ground-level wind speeds at the base of the building and at the surrounding sidewalks. The existing high wind speeds along the sidewalks of Market, Third, Stevenson, Kearney, and Annie streets are expected to remain unchanged, while the locations where the exceedance of the hazard criterion are prediction under existing conditions are expected to remain the same. Under cumulative conditions, there would be no new exceedances due to the proposed project. For these reasons, the proposed project would not combine with past, present, and reasonably foreseeable future projects in the project vicinity to create a significant cumulative wind impact.

**Impact C-WS-2: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in a cumulative shadow impact. (Less than Significant)**

As discussed above, the proposed project would not create any net new shadow on any nearby parks or open spaces. Therefore, the proposed project would not contribute to any potential cumulative shadow impact on parks and open spaces.

The sidewalks in the project vicinity are already shaded for periods of the day by the densely developed, multi-story buildings. Although implementation of the proposed project and nearby cumulative development project may add net new shadow to the sidewalks in the project vicinity, these shadows would be transitory in nature, would not substantially affect the use of the sidewalks, and would not increase shadow above levels that are common and generally expected in a densely developed urban environment.

For these reasons, the proposed project would not combine with past, present, and reasonably foreseeable future project in the project vicinity to create a significant cumulative shadow impact.

<u>Topics:</u>	<u>Potentially Significant Impact</u>	<u>Less Than Significant with Mitigation Incorporated</u>	<u>Less Than Significant Impact</u>	<u>No Impact</u>	<u>Not Applicable</u>
<b>9. RECREATION.</b>					
a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facilities would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Impact RE-1: The proposed project would not increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facilities would occur or be accelerated. (Less than Significant)**

The proposed project would be served by the San Francisco Recreation and Parks Department (park department), which administers more than 220 parks, playgrounds, and open spaces throughout the City, as well as recreational facilities including recreation centers, swimming pools, golf courses, and athletic fields, tennis courts, and basketball courts. The project site is located within an intensely developed urban neighborhood, and does not contain large regional park facilities, but includes a number of neighborhood parks and open spaces, as well as other recreational facilities. The 2014 Recreation and Open Space of the San Francisco General Plan identified areas of “high-need,” which are given highest priority for the construction of new parks and recreation improvements.<sup>104</sup> The project site is located within proximate distance to some medium- and higher-need areas, but is currently served by existing park department facilities.

The neighborhood parks or other recreational facilities closest to the project site (within 0.2 mile) are Annie Street Plaza, McKesson Plaza, One Montgomery Terrace, Crocker Galleria Terrace, Trinity Plaza, Maiden Lane, Jessie Square, and Yerba Buena Gardens. While the proposed project would not include an increase in the residential population on the project site, the project would include the addition of hotel guest and 186 employees on-site (a net reduction in employees). This increase in population would not substantially increase the demand for recreational facilities. The proposed project would partially offset the demand for recreational facilities by providing a terrace on the 4<sup>th</sup> floor, as well as a rooftop lounge/event space. Although the proposed hotel guests and on-site employees may use parks, open spaces, and other recreational facilities in the project

<sup>104</sup> San Francisco Planning Department, San Francisco General Plan, Recreation and Open Space Element, April 2014. Available online at: <http://openspace.sfplanning.org/>, accessed June 2018.

vicinity, the additional use of these recreational facilities is expected to be modest based on the size of the projected population increase.

On a citywide/regional basis, the increased demand on recreational facilities from hotel guests and 186 employees would be negligible considering the number of people living and working in San Francisco and the region as well as the number of existing and planned recreational facilities. For these reasons, implementation of the proposed project would not increase the use of existing recreational facilities such that substantial physical deterioration of the facilities would occur or be accelerated. This impact would be less than significant, and no mitigation measures are necessary.

**Impact RE-2: The proposed project would not include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment. (Less than Significant)**

The proposed project would provide a terrace on the 4<sup>th</sup> floor, as well as a rooftop lounge/event space for hotel guests. This open space would partially offset the demand for recreational facilities. In addition, the project site is within walking distance to a number of parks or other recreational facilities, as discussed above. It is anticipated that these existing recreational facilities would be able to accommodate the increase in demand for recreational resources generated by the project. For these reasons, the construction of new or the expansion of existing recreational facilities, both of which might have an adverse physical effect on the environment, would not be required. This impact would be less than significant, and no mitigation measures are necessary.

**Impact C-RE-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in a cumulative impact on recreational facilities or resources. (Less than Significant)**

Cumulative development in the project vicinity would result in an intensification of land uses and a cumulative increase in the demand for recreational facilities and resources. The City has accounted for such growth as part of the Recreation and Open Space Element of the *General Plan*. In addition, San Francisco voters passed two bond measures, in 2008 and 2012, to fund the acquisition, planning, and renovation of the City's network of recreational resources. As discussed above, there are numerous neighborhood parks located within several blocks of the project site. It is expected that these existing recreational facilities would be able to accommodate the increase in demand for recreational resources generated by nearby cumulative development projects. For these reasons, the proposed project would not combine with past, present, and reasonably foreseeable future projects in the project vicinity to create a significant cumulative impact on recreational facilities or resources.

<u>Topics:</u>	<u>Potentially Significant Impact</u>	<u>Less Than Significant with Mitigation Incorporated</u>	<u>Less Than Significant Impact</u>	<u>No Impact</u>	<u>Not Applicable</u>
<b>10. UTILITIES AND SERVICE SYSTEMS.</b>					
<b>Would the project:</b>					
a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Have sufficient water supply available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has inadequate capacity to serve the project's projected demand in addition to the provider's existing commitments?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Comply with federal, state, and local statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Impact UT-1: Implementation of the proposed project would not exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board, would not exceed the capacity of the wastewater treatment provider that would serve the project, and would not require the construction of new or expansion of existing wastewater treatment or stormwater drainage facilities. (Less than Significant)**

Project-related wastewater and stormwater would flow to the City's combined stormwater/sewer system and would be treated to standards contained in the City's National Pollutant Discharge Elimination System (NPDES) Permit for the Southeast Water Pollution Control Plant prior to discharge into San Francisco Bay. The NPDES standards are set and regulated by the San Francisco Bay Area Regional Water Quality Control Board (RWQCB). Therefore, the proposed project would not conflict with RWQCB requirements.

Implementation of the proposed project would incrementally increase wastewater flows from the project site due to the introduction of hotel guest in 170 rooms and about 186 employees. The proposed project would incorporate water-efficient fixtures, as required by Title 24 of the California Code of Regulations and the San Francisco Green Building Ordinance. Compliance with

these regulations would reduce wastewater flows and the amount of potable water used for building functions. The San Francisco Public Utilities Commission's (SFPUC's) infrastructure capacity plans account for projected population and employment growth. The incorporation of water-efficient fixtures into new development is also accounted for by the SFPUC, because widespread adoption can lead to more efficient use of existing capacity. For these reasons, the population increase associated with the proposed project would not require the construction of new or expansion of existing wastewater treatment facilities.

The project site has been developed since 1898, and the proposed building footprint would cover the entire project site. Implementation of the proposed project would not result in an increase in impervious surfaces. The City's Stormwater Management Ordinance (Ordinance No. 83-10, effective May 22, 2010) requires the proposed project to maintain, reduce, or eliminate the existing volume and rate of stormwater runoff discharged from the project site. To achieve this objective, the proposed project would implement and install appropriate stormwater management systems that retain runoff on site, promote stormwater reuse, and limit (or eliminate altogether) site discharges from entering the City's combined stormwater/sewer system. This, in turn, would limit the incremental demand on both the collection system and wastewater facilities resulting from stormwater discharges and would minimize the potential for constructing new or expanding existing stormwater drainage facilities.

For these reasons, the proposed project would not substantially increase the demand for wastewater or stormwater treatment. This impact would be less than significant, and no mitigation measures are necessary.

**Impact UT-2: The SFPUC has sufficient water supply available to serve the proposed project from existing entitlements and resources and would not require new or expanded water supply resources or entitlements. (Less than Significant)**

The proposed project would convert approximately 119,237 square feet of office, retail and restaurant/bar uses to a 170-room hotel with office, retail, and restaurant/bar uses and add about 186 employees to the project site, which would increase water demand, but not in excess of amounts provided and planned for in the project area. The SFPUC provides water to both retail and wholesale customers. Approximately two-thirds of the SFPUC's water supply is delivered to wholesale customers; the remaining one-third is delivered to retail customers. Retail customers include the residents, businesses, and industries located within city limits, referred to as the in-city retail service area. Wholesale customers include other municipalities in California.

On June 14, 2016, the SFPUC adopted the 2015 Urban Water Management Plan (UWMP) for the City and County of San Francisco.<sup>105</sup> The 2015 UWMP presents water demand and supply

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<sup>105</sup> San Francisco Public Utilities Commission, 2015 Urban Water Management Plan for the City and County of San Francisco, June 2016, <https://sfwater.org/modules/showdocument.aspx?documentid=9300>, accessed June, 2018.

projections through 2040, water supplies available to meet existing and future demands under a range of conditions, water shortage contingency plans, and demand management measures to reduce long-term water demand.

The 2015 UWMP estimates that current and projected water supplies will be sufficient to meet future retail demand through 2035 under normal year, single dry year and multiple dry years conditions; however, if a multiple dry year event occurs, the SFPUC would experience a shortfall of 1.1 million gallons per day of water (1.2 per cent of demand) in 2040 for the City and County of San Francisco during the second and third year of a multiple dry year. Under a shortfall scenario, the SFPUC would respond by implementing water use and supply reductions via a drought response plan and a corresponding retail water shortage allocation plan.

Retail demand projections presented in the 2015 UWMP are based on demographic data and growth forecasts prepared by the California Department of Finance, the Association of Bay Area Governments (ABAG), and the San Francisco Planning Department for the in-City retail service area. Through these projections, the 2015 UWMP has accounted for the increase in water demand that would be generated by the proposed project. In addition, the proposed project would incorporate water-efficient fixtures as required by Title 24 of the California Code of Regulations and the City's Green Building Ordinance.

Since the additional project-generated water demand could be accommodated by existing and planned water supplies anticipated under the 2015 UWMP, the proposed project would not result in a substantial increase in water use, would be served from existing water supply entitlements and resources and would not require the expansion or construction of new water supply or treatment facilities. Therefore, this impact would be less than significant, and no mitigation measures are necessary.

**Impact UT-3: The proposed project would be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs, and would follow all applicable statutes and regulations related to solid waste. (Less than Significant)**

In September 2015, the City approved an Agreement with Recology, Inc. for the transport and disposal of the City's municipal solid waste at the Recology Hay Road Landfill in Solano County. The City began disposing its municipal solid waste at Recology Hay Road Landfill in January 2016, and that practice is anticipated to continue for approximately nine years, with an option to renew the agreement thereafter for an additional six years. San Francisco set a goal of 75 percent solid waste diversion by 2010, which it exceeded at 80 percent diversion, and currently has a goal of 100 percent solid waste diversion or "zero waste" to landfill or incineration by 2020. San Francisco Ordinance No. 27-06 requires mixed construction and demolition debris to be transported by a Registered Transporter and taken to a Registered Facility that must recover for reuse or recycling and divert from landfill at least 65 percent of all received construction and demolition debris. San



San Francisco’s Mandatory Recycling and Composting Ordinance No. 100-09 requires all properties and persons in the City to separate their recyclables, compostables, and landfill trash.

The proposed project would incrementally increase total City waste generation; however, the proposed project would be required to comply with San Francisco ordinance numbers 27-06 and 100- 09. Due to the existing and anticipated increase of solid waste recycling in the City and the agreement with Recology for diversion of solid waste to the Hay Road Landfill, any increase in solid waste resulting from the proposed project would be accommodated by the existing landfill. Thus, the proposed project would have less-than-significant impacts related to solid waste.

**Impact C-UT-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in a cumulative impact on utilities and service systems. (Less than Significant)**

The proposed project would not substantially impact utility supply or service. Nearby development would not contribute to a cumulatively substantial effect on the utility infrastructure within the project area. Furthermore, existing service management plans address anticipated growth in the surrounding area and the region. For these reasons, the proposed project would not combine with past, present, and reasonably foreseeable future projects in the project vicinity to create a significant cumulative impact on utilities and service systems.

<i>Topics:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
<b>11. PUBLIC SERVICES.</b>					
a) Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for any of the public services such as fire protection, police protection, schools, parks, or other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For a discussion of impacts on parks and recreation facilities, refer to Section E.9, Recreation.

**Impact PS-1: The proposed project would increase demand for police protection, fire protection, and other government services, but not to an extent that would require new or physically altered governmental facilities, the construction of which could cause significant environmental impacts. (Less than Significant)**

The project site receives fire protection and emergency medical services from the San Francisco Fire Department’s Fire Station No. 1 at 935 Folsom Street, approximately 0.7 mile southwest of the

project site.<sup>106</sup> The project site receives police protection services from the San Francisco Police Department's Central Police Station at 766 Vallejo Street, approximately 1.0 mile north of the project site.<sup>107</sup> Implementation of the proposed project would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses, which may increase the demand for fire protection, emergency medical, and police protection services. This increase in demand would not be substantial given the overall demand for such services on a citywide basis. Fire protection, emergency medical, and police protection resources are regularly redeployed based on need in order to maintain acceptable service ratios. Moreover, the proximity of the project site to Fire Station No. 1 and the Central Police Station would help minimize Fire Department and Police Department response times should incidents occur at the project site. The proposed project may also incrementally increase the demand for other governmental services and facilities, such as libraries. The San Francisco Public Library operates 27 branches throughout San Francisco,<sup>108</sup> and the Main Library at 100 Larkin Street, approximately 1.0 mile southwest of the project site, would accommodate any very minor increase in demand for library services generated by the proposed project. Therefore, impacts on police, fire, and other governmental services would be less than significant.

**Impact PS-2: The proposed project would not substantially increase the population of school-aged children and would not require new or physically altered school facilities. (Less than Significant)**

Implementation of the proposed project would result in the conversion of approximately 119,237 square feet of office, retail and restaurant/bar uses to a 170-room hotel with office, retail, and restaurant/bar uses, which would add a minimum of 170 hotel guests and 186 employees on the project site (a net reduction in employees). No new permanent residents would be added, thus no new demand for schools operated by the San Francisco Unified School District (school district), or private schools in the vicinity, would occur. There would also be fewer employees at the project site than under existing conditions. For these reasons, implementation of the proposed project would not result in a substantial unmet demand for school facilities and would not require the construction of new or alteration of existing school facilities. This impact would be less than significant.

**Impact PS-3: The project would not increase demand for government services, and there would be a less than significant impact on government facilities. (Less than Significant)**

Similar to Impacts PS-1 and PS-2, employees and guests of the project would most likely use existing government services, including libraries, but this increase in demand would be small compared with demand from the existing population and overall service capacity. The proposed

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<sup>106</sup> San Francisco Fire Department website, <http://www.sf-fire.org/index.aspx?page=176#divisions>, accessed March 25, 2018.

<sup>107</sup> San Francisco Police Department website, <http://sanfranciscopolice.org/index.aspx?page=796>, accessed March 25, 2018.

<sup>108</sup> San Francisco Public Library website, <http://sfpl.org/pdf/libraries/sfpl421.pdf>, accessed March 25, 2018.

project would not be of such a magnitude that the demand could not be reasonably accommodated by existing facilities. Therefore, the project would not affect government services to the extent that new or physically altered government facilities would be required. This impact would be less than significant.

**Impact C-PS-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in a cumulative impact on public services. (Less than Significant)**

Cumulative development in the project vicinity would result in an intensification of land uses and a cumulative increase in the demand for fire protection, police protection, school services, and other public services. The fire department, the police department, the school district, and other city agencies have accounted for such growth in providing public services to the residents of San Francisco. For these reasons, the proposed project would not combine with past, present, and reasonably foreseeable future projects in the project vicinity to create a significant cumulative impact on public services, and this impact would be less than significant.

<u>Topics:</u>	<u>Potentially Significant Impact</u>	<u>Less Than Significant with Mitigation Incorporated</u>	<u>Less Than Significant Impact</u>	<u>No Impact</u>	<u>Not Applicable</u>
<b>12. BIOLOGICAL RESOURCES:</b>					
<b>Would the project:</b>					
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special-status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Topics:</u>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The project area does not include riparian habitat or other sensitive natural communities, as defined by the California Department of Fish and Wildlife and the U.S. Fish and Wildlife Service. The project area does not contain any wetlands, as defined by Section 404 of the Clean Water Act. The project site is not located within the jurisdiction of an adopted habitat conservation plan, natural community conservation plan, or other approved local, regional, or state habitat conservation plan. Therefore, Topics E.12(b), E.12(c) and E.12(f) will not be discussed further in this section.

**Impact BI-1: The project would not have a substantial adverse effect, either directly or through habitat modifications, on any special-status species. (No Impact)**

The project site is located in a dense urban environment with high levels of human activity. Only common bird species are likely to nest in the area. The project site is currently used as an office building with ground-level retail, and is completely covered by buildings or paved with impervious surfaces. Therefore, the project site does not support, or provide habitat for, any special-status plant or animal species.

The proposed project would include three new street trees along the building’s Third Street frontage and four new street trees along the Stevenson Street frontage. The existing trees along the building’s Market Street frontage would be retained and protected during construction of the proposed project. No special-status species are known to occur at the project site. The project would therefore have no impacts on special-status species.

**Impact BI-2: The project would not interfere with the movement of native resident or wildlife species or with established native resident or migratory wildlife corridors. (Less than Significant)**

Structures in an urban setting may present risks for birds as they traverse their migratory paths due to building location and/or features. The City has adopted guidelines to address this issue and provided regulations for bird-safe design within the City.<sup>109</sup> The regulations establish bird-safe standards for new building construction, additions to existing buildings, and replacement façades to reduce bird mortality from circumstances that are known to pose a high risk to birds and are considered to be “bird hazards.” The two circumstances regulated are 1) location-related hazards

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<sup>109</sup> San Francisco Planning Department. 2011. Standards for Bird Safe Buildings. Available: <http://sf-planning.org/standards-bird-safe-buildings>. Accessed: March 25, 2018.

where the siting of a structure (defined as inside or within 300 feet of an Urban Bird Refuge (open spaces that are 2 acres and larger and dominated by vegetation or open water) creates an increased risk to birds, and 2) feature-related hazards, which may increase risks to birds regardless of where the structure is located. For new building construction where the location-related standard would apply, the façade requirements include no more than 10 percent untreated glazing and minimal lighting. Any lighting that is used must be shielded and prevented from resulting in any uplighting. Feature-related hazards include free-standing glass walls, wind barriers, skywalks, balconies, and greenhouses on rooftops that have unbroken glazed segments 24 square feet or larger in size. Any structure that contains these elements must treat 100 percent of the glazing.

The project site is not located within 300 feet of an Urban Bird Refuge. The standards for location-related hazards would therefore not apply. The project would not include features on rooftops that would have unbroken glazed segments 24 square feet or larger in size, nor would the project include bird hazards related to building features.

The project would also be required to comply with the California Fish and Game Code and the Migratory Bird Treaty Act (MBTA), which protect special-status bird species. Existing street trees could support native nesting birds that are protected under the California Fish and Game Code or the MBTA. Although the existing tree on Market Street would not be directly affected by construction activities, the activities could occur during the breeding season. However, compliance with the requirements of the Fish and Game Code and the MBTA would ensure that there would be no loss of active nests or bird mortality. The requirements include one or more of the following for construction that takes place during the bird nesting season (January 15–August 15):

- Preconstruction surveys will be conducted by a qualified biologist no more than 15 days prior to the start of work during the nesting season to determine if any birds are nesting in or in the vicinity of any vegetation that is to be removed for the construction to be undertaken.
- Any nests that are identified will be avoided, and the qualified biologist will establish a construction-free buffer zone, which is to be maintained until the nestlings have fledged.

Because the project would be subject to and would comply with City-adopted regulations for bird-safe buildings and federal and State migratory and nesting bird regulations, the project would not interfere with the movement of native resident or wildlife species or with established native resident or migratory wildlife corridors. The impacts would be less than significant.

**Impact BI-3: The proposed project would not conflict with the City's local tree ordinance. (Less than Significant)**

The City's Urban Forestry Ordinance, *Public Works Code* Sections 801 et. seq., requires a permit from Public Works to remove any protected trees. Protected trees include landmark trees, significant trees, or street trees located on private or public property anywhere within the territorial limits of the City and County of San Francisco.

The proposed project does not involve the removal of an existing tree. The proposed project would retain the existing street tree in front of the project site and would plant three new street trees along the building's Third Street frontage and four new street trees along the Stevenson Street frontage. Because the proposed project would not conflict with the City's local tree ordinance, this impact would be less than significant.

<i>Topics:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
<b>13. GEOLOGY AND SOILS. Would the project:</b>					
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:					
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ii) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii) Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Be located on geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of waste water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The proposed project would connect to San Francisco's sewer and stormwater collection and treatment system. It would not use a septic water disposal system. Therefore, Topic E.13(e) is not applicable to the project.

The proposed project would use 50 micropiles to supplement the existing foundation, which would require soil disturbance to a depth of 50 feet below ground surface, and would require excavation and removal of up to 40 cubic yards of soil. In the basement, new structural walls would be added as part of a seismic retrofit that would reconfigure existing tenant space by shifting the location of existing storage space and restrooms.

CEQA does not require lead agencies to consider how existing hazards or conditions might impact a project's users or residents, except for specified projects or where the project would significantly exacerbate an existing environmental hazard. Accordingly, hazards resulting from a project that places development in an existing or future seismic hazard area or an area with unstable soils are not considered impacts under CEQA unless the project would significantly exacerbate the seismic hazard or unstable soil conditions. Thus, the analysis below evaluates whether the proposed project would exacerbate future seismic hazards or unstable soils at the project site and result in a substantial risk of loss, injury, or death. The impact is considered significant if the proposed project would exacerbate existing or future seismic hazards or unstable soils by increasing the severity of these hazards that would occur or be present without the project.

This section describes the geology, soils, and seismicity characteristics of the project area as they relate to the proposed project, and relies on the information and findings provided in a geotechnical investigation that was conducted for the project site and proposed project.<sup>110</sup> The geotechnical investigation included a site visit, a review of available geologic and geotechnical data for the site vicinity, an excavation of a test pit to evaluate foundation stiffness, an engineering analysis of the proposed project in the context of geologic and geotechnical site conditions, and project-specific design and construction recommendations.

The project site is anticipated to be underlain by about 15 feet of sandy fill. The fill is likely underlain by sand over a marsh deposit, which is between 3 to 15 feet thick. The marsh deposit is underlain by medium dense to very dense sand bedrock is on the order of 200 feet below ground surface. Groundwater was previously observed in the site vicinity at depths between 20 and 30 feet below ground surface, and is expected to fluctuate seasonally.

The existing building is supported by a column foundation, on shallow spread footing bearing on steel beam grillage in sand. Any new loads provided by the seismic retrofit of the existing building as part of the proposed project may need to be supplemented by additional foundations. The report noted the micropiles were being considered to supplement the foundation, and provided recommendations on micropile spacing, and also recommended that micropiles be double corrosion protected. The report also noted that the project site is within the BART zone of influence, as it is adjacent to BART infrastructure underlying Market Street, which will require review of the project plans by BART staff. BART requires engineering evaluation of the potential impacts that

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<sup>110</sup> Langan Engineering and Environmental Services, Inc., *Geotechnical Engineering Services, Heart Building Seismic Retrofit, 5 Third Street, San Francisco, California, Project No. 731682301, March 2017.*

any changes to the existing load conditions within the BART zone of influence may have on BART facilities. Micropiles are typically 6- to 12-inches in diameter. It is anticipated the proposed project would utilize micropiles approximated 8-inches in diameter to a depth of 50 feet below ground surface. The actual width and depth of the micropiles would be determined in the filed by the geotechnical engineer during micropile installation. As described below, the project sponsor would be required to comply with the San Francisco Building Code. As part of the building permit review process, project plans would be reviewed for conformance with the geotechnical investigation recommendations for the proposed project. In addition, the building department would not issue the permit without confirmation from BART either that a construction permit has been issued or that a construction permit would not be required, since construction activities would occur within the BART Zone of Influence.

**Impact C-GE-1: The proposed project would not expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault, strong seismic ground shaking, seismic-related ground failure, or landslides, and would not be located on unstable soil that could result in lateral spreading, subsidence, liquefaction, or collapse. (Less than Significant)**

#### **Fault Rupture**

There are no known active faults intersecting the project site and the site is not within an Earthquake Fault Zone. Therefore, the potential of surface rupture occurring at the site is very low. As such, the proposed project would not exacerbate the potential for surface rupture and therefore would have no impact on fault ruptures.

#### **Strong Seismic Ground Shaking**

The San Francisco Bay Area is a seismically active region. The project site is located approximately 9.5 miles northeast of the San Andreas Fault. According to the U.S. Geological Survey, the overall probability of a magnitude 6.7 or greater earthquake to occur in the San Francisco Bay Area during the next thirty years is 72 percent.<sup>111</sup> Therefore, it is probable that a strong to very strong earthquake would affect the proposed project during its lifetime. The severity of the event would depend on a number of conditions, including distance to the epicenter, depth of movement, length of shaking, and the properties of underlying materials. However, the proposed project would be required to comply with the California Building Code (state building code, California Code of Regulations, Title 24) and the San Francisco Building Code, described in more detail below, which ensure the safety of all new construction in the State and City, respectively. Therefore, the proposed project would not have the potential to exacerbate seismic-related ground shaking, and as a result, would have a less-than-significant impact on strong seismic ground shaking.

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<sup>111</sup> U.S. Geological Survey, *What is the Probability that an Earthquake will Occur in the Los Angeles Area? In the San Francisco Bay Area?* Available: [https://www.usgs.gov/faqs/what-probability-earthquake-will-occur-los-angeles-area-san-francisco-bay-area?qt-news\\_science\\_products=0#qt-news\\_science\\_products](https://www.usgs.gov/faqs/what-probability-earthquake-will-occur-los-angeles-area-san-francisco-bay-area?qt-news_science_products=0#qt-news_science_products), Accessed: June, 2018.



## Liquefaction and Lateral Spreading

Liquefaction and lateral spreading of soils can occur when ground shaking causes saturated soils to lose strength due to an increase in pore pressure. According to the California Geological Survey, the project site is within a designated liquefaction hazard zone.<sup>112</sup> As a result, site design and construction must comply with the Seismic Hazards Mapping Act (seismic hazard act),<sup>113</sup> its implementing regulations, and the California Department of Conservation's guidelines for evaluating and mitigating seismic hazards. The seismic hazard act, enacted in 1990, protects public safety from the effects of strong ground shaking, liquefaction, landslides, or other ground failures or hazards caused by earthquakes. In addition to the seismic hazard act, adequate investigation and mitigation of failure-prone soils is also required by the mandatory provisions of the California Building Code. The San Francisco Building Code has adopted the state building code with certain local amendments. The regulations implementing the seismic hazard act include criteria for approval of projects within seismic hazard zones that require that a project be approved only when the nature and severity of the seismic hazards at the site have been evaluated in a geotechnical report and appropriate mitigation measures have been proposed and incorporated into the project, as applicable.

The proposed project is required to conform to the local building code, which ensures the safety of all new construction in the City. In particular, Chapter 18 of state building code, Soils and Foundations, provides the parameters for geotechnical investigations and structural considerations in the selection, design and installation of foundation systems to support the loads from the structure above. Section 1803 sets forth the basis and scope of geotechnical investigations conducted. Section 1804 specifies considerations for excavation, grading and fill to protect adjacent structures and prevent destabilization of slopes due to erosion and/or drainage. In particular, Section 1804.1, which addresses excavation near foundations, requires that adjacent foundations be protected against a reduction in lateral support as a result of project excavation. This is typically accomplished by underpinning or protecting said adjacent foundations from detrimental lateral or vertical movement, or both. Section 1807 specifies requirements for foundation walls, retaining walls, and embedded posts and poles to ensure stability against overturning, sliding, and excessive pressure, and water lift including seismic considerations. Sections 1808 (foundations) and 1810 (deep foundations) specify requirements for foundation systems such that the allowable bearing capacity of the soil is not exceeded and differential settlement is minimized based on the most unfavorable loads specified in Chapter 16, Structural, for the structure's seismic design category and soil classification at the project site.

The Department of Building Inspection (DBI) would review the project-specific geotechnical report during its review of the building permit for the project. In addition, DBI may require additional

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<sup>112</sup> California Geological Survey, *State of California Seismic Hazard Zones, City and County of San Francisco (Map Scale 1:24,000)*, November 17, 2000.

<sup>113</sup> The Seismic Hazards Mapping Act is found in Public Resources Code 2690, *et seq.*

site specific soils report(s) through the building permit application process, as needed. The DBI requirement for a geotechnical report and review of the building permit for conformance with recommendations in the geotechnical report(s) pursuant to DBI's implementation of the Building Code, local implementing procedures, and state laws, regulations and guidelines would ensure that the proposed project would not exacerbate the potential for seismic-related ground failure. Therefore, impacts would be less than significant.

### **Landslides**

According to the California Geological Survey, the project site is not within a designated earthquake-induced landslide hazard zone.<sup>114</sup> Nonetheless, as previously discussed, the proposed project would be required to comply with the California Building Code and the San Francisco Building Code, which would ensure that the proposed project would not exacerbate the potential for landslide hazards. Therefore, impacts would be less than significant.

### **Impact GE-2: The proposed project would not result in substantial soil erosion or the loss of topsoil. (Less than Significant)**

The project site is fully developed and entirely occupied by the Hearst Building. For these reasons, the proposed project would not result in the loss of topsoil. Excavation activities for micropile installation would disturb soil to a depth of 50 feet below ground surface, which could create the potential for windborne and waterborne soil erosion. Sloping terrain is more susceptible to soil erosion than flat terrain. Since the project site is flat, construction activities would not result in substantial soil erosion. In addition, the construction contractor would be required to implement best management practices to prevent erosion and discharge of sediment into construction site stormwater runoff (see Section E.14, Hydrology and Water Quality). This impact would be less than significant, and no mitigation measures are necessary.

### **Impact GE-3: The proposed project site would not be located on a geologic unit or soil that is unstable, or that could become unstable as a result of the project. (Less than Significant)**

The project site and adjacent sites do not include hills or cut slopes that are likely to be subject to landslide. However, as discussed above in under Impact GE-1, the project site is within a state-designated liquefaction hazard zone and, as a result, the proposed project would be required to comply with the Seismic Hazards Mapping Act, as well as the mandatory provisions of the California Building Code and San Francisco Building Code. Adherence to these requirements would ensure that the project sponsor adequately addresses any potential impacts related to unstable soils as part of the design-level geotechnical investigation prepared for the proposed project. Therefore, any potential impacts related to unstable soils would be less than significant, and no mitigation measures are necessary.

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<sup>114</sup> California Geological Survey, *State of California Seismic Hazard Zones, City and County of San Francisco (Map Scale 1:24,000)*, November 17, 2000.

**Impact GE-4: The proposed project would not create substantial risks to life or property as a result of being located on expansive soil. (Less than Significant)**

Expansive soils expand and contract in response to changes in soil moisture, most notably when nearby surface soils change from saturated to a low-moisture content condition and back again. The expansion potential of the project site soil, as measured by its plasticity index, has not yet been determined. Nonetheless, the San Francisco Building Code would require an analysis of the project site's potential for soil expansion impacts and, if applicable, implementation of measures to address them as part of the design-level geotechnical investigation prepared for the proposed project. Therefore, potential impacts related to expansive soils would be less than significant, and no mitigation measures are necessary.

**Impact GE-5: The proposed project would not substantially change the topography or any unique geologic or physical features of the site. (No Impact)**

The project site is relatively flat and currently developed with the Hearst Building that covers the entire site; there are no unique geologic or physical features at the project site. Therefore, the proposed project, which would convert approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses, would have no impact on the general topography or any unique geologic or physical features of the site.

**Impact GE-6: The proposed project would not directly or indirectly destroy a unique paleontological resource or site. (No Impact)**

Paleontological resources include fossilized remains or traces of mammals, plants, and invertebrates, as well as their imprints. Such fossil remains, as well as the geological formations that contain them, are also considered a paleontological resource. Together, they represent a limited, non-renewable scientific and educational resource. The potential to affect fossils varies with the depth of disturbance, construction activities and previous disturbance.

The proposed project would include soil disturbance to a depth of up to 50 feet below ground surface to install 50 micropiles. Up to 40 cubic yards of soil would be excavated. All excavation would occur within the existing building envelope.

The bedrock that underlies the project site may be fossiliferous. However, the proposed project does not include substantial ground disturbance at these levels. Accordingly, impacts to paleontological resources during ground-disturbing activities would be less than significant, and no mitigation measures are necessary.

**Impact C-GE-1: The proposed project, in combination with the past, present, and reasonably foreseeable future projects in the vicinity of the project site, would not result in a cumulative impacts related to geology and soils. (Less than Significant)**

Geology and soils impacts are generally site-specific and localized. Past, present, and foreseeable cumulative projects could require various levels of excavation or cut-and-fill, which could affect local geologic conditions. As noted above, the San Francisco Building Code regulates construction in the City and County of San Francisco, and all development projects would be required to comply

with its requirements to ensure maximum feasible seismic safety and minimize geologic impacts. Site-specific measures would also be implemented, as site conditions warrant, to reduce any potential impacts from unstable soils, ground shaking, liquefaction, or lateral spreading. The cumulative development projects identified in the “Cumulative Setting” section above would be subject to the same seismic safety standards and design review procedures applicable to the proposed project, and are not located adjacent to the project site. Therefore, the proposed project would not combine with cumulative development projects to create or contribute to a cumulative impact related to geology and soils and cumulative impacts would be less than significant, and no mitigation measures are necessary.

<u>Topics:</u>	<u>Potentially Significant Impact</u>	<u>Less Than Significant with Mitigation Incorporated</u>	<u>Less Than Significant Impact</u>	<u>No Impact</u>	<u>Not Applicable</u>
<b>14. HYDROLOGY AND WATER QUALITY. Would the project:</b>					
a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner that would result in substantial erosion or siltation on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner that would result in flooding on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other authoritative flood hazard delineation map?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Topics:</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant with Mitigation Incorporated</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>	<b>Not Applicable</b>
h) Place within a 100-year flood hazard area structures that would impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Expose people or structures to a significant risk of loss, injury or death involving inundation by seiche, tsunami, or mudflow?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Impact HY-1: The proposed project would not violate any water quality standards or waste discharge requirements or otherwise substantially degrade water quality. (Less than Significant)**

Project-related wastewater and stormwater would flow to the City’s combined stormwater/sewer system and would be treated to standards contained in the City’s NPDES Permit for the Southeast Water Pollution Control Plant prior to discharge into San Francisco Bay. The NPDES standards are set and regulated by the RWQCB. Therefore, the proposed project would not conflict with RWQCB requirements.

As discussed under Section E.13, Geology and Soils, groundwater is approximately 20 to 30 feet below ground surface and would be encountered at the planned excavation depth of 50 feet. However, micropile installation can occur without dewatering, and dewatering for the proposed project is unlikely be necessary during construction. Nevertheless, if, any groundwater is encountered during construction, it would be discharged into the combined stormwater/sewer system subject to the requirements of the San Francisco Sewer Use Ordinance (Ordinance No. 19-92, amended by Ordinance No. 116-97), as supplemented by Department of Public Works Order No. 158170. These regulations require a permit from the Wastewater Enterprise Collection System Division of the San Francisco Public Utilities Commission (SFPUC). A permit may be issued only if an effective pretreatment system is maintained and operated. Each permit for such discharge shall contain specified water quality standards and may require the project sponsor to install and maintain meters to measure the volume of the discharge to the combined sewer system.

Construction activities such as excavation would expose soil and could result in erosion and excess sediments being carried in stormwater runoff to the combined stormwater/sewer system. In addition, stormwater runoff from temporary on-site use and storage of vehicles, fuels, waste, and other hazardous materials could carry pollutants to the combined stormwater/sewer system if proper handling methods are not employed. Runoff from the project site would drain into the City’s combined stormwater/sewer system, ensuring that such runoff is properly treated at the Southeast Treatment Plant before being discharged into San Francisco Bay.

For these reasons, the proposed project would not violate any water quality standards or waste discharge requirements or otherwise substantially degrade water quality. This impact would be less than significant, and no mitigation measures are necessary.

**Impact HY-2: The proposed project would not substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level. (Less than Significant)**

As discussed under Section E.13, Geology and Soils, groundwater is approximately 20 to 30 feet below ground surface and may be encountered at the planned micropile excavation depth of 50 feet; thus, dewatering for the proposed project is unlikely to be necessary during construction. However, if groundwater were encountered during onsite excavation, dewatering activities would be necessary. Construction dewatering, if necessary, would represent a temporary condition on the underlying groundwater table. The project would not require long-term dewatering, and does not propose to extract any underlying groundwater supplies. In addition, the project site is located in the Downtown San Francisco Groundwater Basin. This basin is not used as a drinking water supply and there are no plans for development of this basin for groundwater production. For these reasons, the proposed project would not deplete groundwater supplies or substantially interfere with groundwater recharge. This impact would be less than significant, and no mitigation measures are necessary.

**Impact HY-3: The proposed project would not substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, would not substantially increase the rate or amount of surface runoff in a manner that would result in substantial erosion, siltation, or flooding on- or off-site, and would not create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff. (Less than Significant)**

The project site is completely covered by impervious surfaces, with the exception of a street tree on Market Street along the building frontage. The project site is fully developed and entirely occupied by the Hearst Building. The proposed project, which would result in the conversion of approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses, would not affect the amount of impervious surfaces, aside from planting three new street trees along the building's Third Street frontage and four new street trees along the Stevenson Street frontage, which would slightly reduce impervious surfaces. Implementation of the proposed project would not alter drainage patterns in a manner that would result in substantial erosion, siltation, or flooding. Runoff from the project site would continue to drain into the City's combined stormwater/sewer system. Compliance with the City's Stormwater Management Ordinance would ensure that the proposed project would not create or contribute runoff water that would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff. This impact would be less than significant, and no mitigation measures are necessary.

**Impact HY-4: The proposed project would not place housing within a 100-year flood hazard area and would not place structures that would impede or redirect flood flows within a 100-year flood hazard area. (No Impact)**

The proposed project would not place housing within a 100-year flood hazard area and would not place structures that would impede or redirect flood flows within a 100-year flood hazard area. The project site is outside of areas identified by the SFPUC as prone to flooding during storms when storm flows exceed the capacity of the combined sewer system.<sup>115</sup> Therefore, there would be no impact, and no mitigation measures are necessary.

**Impact HY-5: The proposed project would not expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam, or involving inundation by seiche, tsunami, or mudflow. (Less than Significant)**

A seiche is a periodic oscillation (rise and fall) of the surface of an enclosed or semi-enclosed body of water that can be caused by atmospheric or seismic disturbances. Tidal records for San Francisco Bay show that the 1906 earthquake caused a seiche of approximately four inches. A temporary four-inch rise in the water level of San Francisco Bay would not reach the project site, which is approximately three-quarters of a mile southwest of the nearest shoreline. For these reasons, the proposed project would not be at risk of inundation by seiche. As shown on Map 5, Tsunami Hazard Zones, San Francisco, 2012, in the Community Safety Element of the *General Plan*, the project site is not in a tsunami hazard zone, so the proposed project would not be at risk of inundation by tsunami.<sup>116</sup> The project site is not in a landslide zone, so the proposed project would not be at risk of inundation by mudflow.<sup>117</sup> Therefore, Topic E.14j is not applicable to the proposed project.

**Impact C-HY-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in a cumulative impact related to hydrology and water quality. (Less than Significant)**

Cumulative development in the project vicinity would result in an intensification of land uses, a cumulative increase in water consumption, and a cumulative increase in wastewater generation. The SFPUC has accounted for such growth in its service projections. Nearby cumulative development projects would be subject to the same water conservation, stormwater management, and wastewater discharge ordinances applicable to the proposed project. For these reasons, the proposed project would not combine with past, present, and reasonably foreseeable future projects

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<sup>115</sup> San Francisco Planning Department, Planning Director Bulletin No. 4: Review of Projects in Areas Prone to Flooding, April 2007. Available online at [http://www.sf-planning.org/ftp/files/publications\\_reports/DB\\_04\\_Flood\\_Zones.pdf](http://www.sf-planning.org/ftp/files/publications_reports/DB_04_Flood_Zones.pdf), accessed January 2018.

<sup>116</sup> San Francisco Planning Department, San Francisco General Plan, Community Safety Element, p. 15. Available online at [http://www.sf-planning.org/ftp/General\\_Plan/Community\\_Safety\\_Element\\_2012.pdf](http://www.sf-planning.org/ftp/General_Plan/Community_Safety_Element_2012.pdf), accessed January 2018.

<sup>117</sup> San Francisco Planning Department, GIS database geology layer, accessed January 2018.

in the project vicinity to create a significant cumulative impact related to hydrology and water quality.

<i>Topics:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Not Applicable</i>
<b>15. HAZARDS AND HAZARDOUS MATERIALS.</b>					
<b>Would the project:</b>					
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The project site is not located within an airport land use plan area or in the vicinity of a private airstrip. Therefore, Topics E.15(e) and E.15(f) are not applicable.

**Impact HZ-1: The proposed project would not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials. (Less than Significant)**



The proposed project's hotel, office, retail and restaurant/bar uses would involve the use of relatively small quantities of hazardous materials such as cleaners and disinfectants for routine purposes. These products are labeled to inform users of potential risks and to instruct them in appropriate handling procedures. Most of these materials are consumed through use, resulting in relatively little waste. For these reasons, the proposed project would not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials. This impact would be less than significant, and no mitigation measures are necessary.

**Impact HZ-2: The project site is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5; however, the proposed project would not create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment. (Less than Significant)**

The project site is on a list of hazardous materials sites compiled by the California Department of Toxic Substance Control pursuant to Government Code Section 65962.5. According to the State Water Resource Control Board, the site was listed as containing a leaking underground storage tank in 1996, but the case was abated in 1999.<sup>118</sup> In addition, the project site is located in a Maher Area, meaning that it is known or suspected to contain contaminated soil and/or groundwater.<sup>119</sup> If the proposed project were to disturb at least 50 cubic yards of soil, and the site history indicated that hazardous substances may be present, the proposed project would be required to enroll in the Maher program.

The foundation reinforcement for the proposed project would require approximately 50 micropiles, which would be about 8 inches in diameter. The micropile installation would require excavation to a depth of approximately 50 feet in depth, which would require excavation and removal of up to 40 cubic yards of soil.<sup>120</sup> As the proposed project would remove less than 50 cubic yards of soil and the project does not propose sensitive land uses, it would not be subject to Health Code Article 22A (also known as the Maher Ordinance), which is administered and overseen by the Department of Public Health (public health department). For the reasons described above, this impact would be less than significant, and no mitigation measures are necessary.

**Impact HZ-3: The proposed project would not emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school. (No Impact)**

The closest school to the project site is Notre Dame Des Victoires School, located on Pine Street between Stockton Street and Grant Avenue, which is approximately a third of a mile from the project

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<sup>118</sup> State Water Resource Control Board, Leaking Underground Tank Sites, Geotracker, , The Hearst Corporation (T0607501172), 38-1287 (Regional Board), 11164 (Local Agency). Added to list: May 23, 1996. Case Closed: October 8, 1999. Available online at: <https://geotracker.waterboards.ca.gov>, accessed July 31, 2018

<sup>119</sup> San Francisco Planning Department, *Expanded Maher Area Map*, March 2015. Available online at [http://www.sfplanning.org/ftp/files/publications\\_reports/library\\_of\\_cartography/Maher%20Map.pdf](http://www.sfplanning.org/ftp/files/publications_reports/library_of_cartography/Maher%20Map.pdf), accessed June 15, 2018.

<sup>120</sup> Conservatively assuming the micropiles remove the full volume of the soil they replace.

site. No schools are currently planned within a one-quarter mile of the project site. As there are no existing or proposed schools within one-quarter mile of the project site, there would be no impact.

**Impact HZ-4: The proposed project would not impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan and would not expose people or structures to a significant risk of loss, injury, or death involving fires. (Less than Significant)**

San Francisco ensures fire safety primarily through provisions of the Building and Fire Codes. Final building plans would be reviewed and approved by the San Francisco Fire Department (as well as the Department of Building Inspection), to ensure conformance with these provisions. In this way, potential fire hazards, including those associated with hydrant water pressures and emergency access would be mitigated during the permit review process. Compliance with fire safety regulations would ensure that the proposed project would not impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan or expose people or structures to a significant risk of loss, injury, or death involving fires.

Implementation of the proposed project could add incrementally to transportation conditions in the immediate area in the event of an emergency evacuation. As discussed in Section E.4 above, the proposed project would have a contribution to traffic conditions that would not be substantial within the context of the dense urban setting of the project site, and it is expected that project-related traffic would be dispersed within the existing street grid, such that there would be no significant adverse impacts on transportation conditions. Therefore, the proposed project would not impair implementation of, or physically interfere with, an adopted emergency response plan or emergency evacuation plan. This impact would be less than significant, and no mitigation measures are necessary.

**Impact C-HZ-1: The proposed project, in combination with past, present, and reasonably foreseeable future projects, would not result in a cumulative impact related to hazards and hazardous materials. (Less than Significant)**

Environmental impacts related to hazards and hazardous materials are generally site-specific. Nearby cumulative development projects would be subject to the same fire safety and hazardous materials cleanup ordinances applicable to the proposed project. For these reasons, the proposed project would not combine with past, present, and reasonably foreseeable future projects in the project vicinity to create a significant cumulative impact related to hazards and hazardous materials.

<u>Topics:</u>	<u>Potentially Significant Impact</u>	<u>Less Than Significant with Mitigation Incorporated</u>	<u>Less Than Significant Impact</u>	<u>No Impact</u>	<u>Not Applicable</u>
<b>16. MINERAL AND ENERGY RESOURCES. Would the project:</b>					
a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Encourage activities which result in the use of large amounts of fuel, water, or energy, or use these in a wasteful manner?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All land in San Francisco, including the project site, is designated Mineral Resource Zone 4 (MRZ-4) by the California Division of Mines and Geology (CDMG) under the Surface Mining and Reclamation Act of 1975.<sup>121</sup> This designation indicates that there is inadequate information available for assignment to any other MRZ, and thus, the project site is not a designated area of significant mineral deposits. Further, according to the General Plan, no significant mineral resources exist in San Francisco. No operational mineral resource recovery sites exist in the project area. Therefore, Topics E.16(a) and E.16(b) are not applicable to the project.

**Impact ME-1: The project would not encourage activities that would result in the use of large amounts of fuel, water, or energy or use these resources in a wasteful manner. (Less than Significant)**

The proposed project would result in the conversion of approximately 119,237 square feet of office and retail space to a 170 room hotel with office and retail, including new restaurant/bar uses. Electricity would be required during excavation and construction activities to operate necessary machinery and equipment. Construction vehicles and equipment would use primarily diesel fuel, and construction workers' vehicles would primarily use gasoline and diesel to commute. Construction activities would not result in a demand for electricity or fuels that would be greater than that of any other similar project in the region. Construction-related energy use would not be large or wasteful relative to similar projects or energy use in the region as a whole. Therefore, the construction-related impacts of the project related to fuel, water, or energy use would be less than significant.

Operation of the proposed hotel building would not result in wasteful use of fuel, water, or energy. The GHG analysis includes a description of the energy-conservation measures that would be implemented under the project. The project would use energy produced in regional power plants

<sup>121</sup> California Division of Mines and Geology. 1996. Open File Report 96 03 and Special Report 146, Parts I and II. Available: <http://www.conservation.ca.gov/cgs/minerals/mlc/Pages/index.aspx>.

from hydropower, natural gas, coal, and nuclear fuels and would not use substantial quantities of other nonrenewable natural resources. The project would meet or exceed current state and local energy conservation standards, including the City's Green Building Code and Title 24 of the California Code of Regulations, which is enforced by the San Francisco Department of Building Inspection (building department). Although the project would increase demand for energy, the project-generated demand would be typical for a project of this size and negligible in the context of the overall consumer demand in San Francisco and the state. As such, operations-related energy use would not be large or wasteful. Operations-related impacts of the project related to fuel, water, or energy use would be less than significant, and no mitigation measures are necessary.

**Impact-C-ME-1: The project, in combination with past, present, and reasonably foreseeable future projects in the vicinity of the project site, would increase the use of fuel, water resources, and energy, but not in a wasteful manner. (Less than Significant)**

The project-generated demand for electricity would be negligible in the context of overall demand within San Francisco, the greater Bay Area, and the state and would not in and of itself require any expansion of power facilities. The City plans to reduce GHG emissions to 25 percent below 1990 levels by 2017 and ultimately reduce GHG emission to 80 percent below 1990 levels by 2050, which would be achieved through a number of different strategies, including energy efficiency. While several other projects in the vicinity would require energy and resources, compliance with the existing plans and conservation ordinances would ensure that a significant cumulative impact would not occur. Because San Francisco is substantially built out, development in the city's urban core focuses on densification, which effectively reduces per capita use of energy and fuel by concentrating utilities and services in locations where they can be used efficiently. Similarly, the City and County of San Francisco recognizes the need for water conservation and has instituted programs and policies to maximize water conservation. San Francisco has one of the lowest per capita water use rates in the state<sup>122</sup> and routinely implements water conservation measures through code requirements and policy. Therefore, the proposed project would not contribute considerably to a significant cumulative energy impact.

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<sup>122</sup> San Francisco Public Utilities Commission, Annual Water Report, 2015-2016 Available at <https://view.joomag.com/water-resources-division-annual-report-fy-2015%202016/0871482001480967586?shor>. Accessed August 10, 2018.

<b>Topics:</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant with Mitigation Incorporated</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>	<b>Not Applicable</b>
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**17. AGRICULTURE AND FORESTRY RESOURCES:**

In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Dept. of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state’s inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project; and forest carbon measurement methodology provided in Forest Protocols adopted by the California Air Resources Board.

**Would the project:**

a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code Section 12220(g)), timberland (as defined by Public Resources Code Section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in the loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland to non-agricultural use or forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The proposed project is within an urbanized area in the City and County of San Francisco that does not contain any Prime Farmland, Unique Farmland, or Farmland of Statewide Importance; designated forest land or timberland; or land under Williamson Act contract. The area is not zoned for any agricultural uses. Therefore, Topics E.17(a), E.17(b), E.17(c), E.17(d), and E.17(e) are not applicable to the proposed project.

<u>Topics:</u>	<u>Potentially Significant Impact</u>	<u>Less Than Significant with Mitigation Incorporated</u>	<u>Less Than Significant Impact</u>	<u>No Impact</u>	<u>Not Applicable</u>
<b>18. MANDATORY FINDINGS OF SIGNIFICANCE—</b>					
a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Does the project have impacts that are individually limited, but cumulatively considerable? (“Cumulatively considerable” means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

As discussed in Sections E.1 through E.17, impacts resulting from the proposed project are anticipated to be less than significant or less than significant with mitigation, in the case of cultural resources, noise, and air quality.

As described in Section E.3, Cultural Resources, the proposed project could result in a substantial adverse change on archeological resources, including tribal cultural resources. In addition, the proposed project could disturb human remains. However, implementation of Mitigation Measure M-CR-3, Archeological Testing, would reduce the impact to a less-than-significant level. Therefore, the proposed project would not result in a significant impact through the elimination of important examples of major periods of California history or prehistory.

As described in Section E.5, Noise, the proposed project could result in substantial temporary or permanent increase in ambient noise levels. However, with the implementation of Mitigation Measures M-NO-1a (Outdoor Fixed Noise Minimization), M-NO-1b (4<sup>th</sup> Floor Terrace Noise Minimization), and M-NO-1c (Rooftop Deck Noise Minimization), the proposed project would reduce the project’s impact to both temporary and permanent ambient noise to a less-than-significant level.

As discussed in Section E.6, Air Quality, the proposed project is located in an area that already experiences poor air quality. Project construction would add new sources of toxic air contaminants within an area already adversely affected by poor air quality, and would add a new backup generator, both of which would result in a considerable contribution to cumulative health risk impacts on nearby sensitive receptors, which would cause substantial adverse effects on human

beings. However, implementation of Mitigation Measures M-AQ-2 and M-AQ-4 would reduce the project's contribution to cumulative air quality impacts to a less-than-significant level.

In summary, both short-term and long-term project-level and cumulative environmental effects, including substantial adverse effects on human beings, associated with the proposed project would be less than significant or less than significant with mitigation, as discussed under each environmental topic.

Note: Authority cited: Sections 21083 and 21083.05, 21083.09 Public Resources Code. Reference: Section 65088.4, Gov. Code; Sections 21073, 21074 21080(c), 21080.1, 21080.3, 21083, 21083.05, 21083.3, 21080.3.1, 21080.3.2, 21082.3, 21084.2, 21084.3, 21093, 21094, 21095, and 21151, Public Resources Code; Sundstrom v. County of Mendocino, (1988) 202 Cal.App.3d 296; Leonoff v. Monterey Board of Supervisors, (1990) 222 Cal.App.3d 1337; Eureka Citizens for Responsible Govt. v. City of Eureka (2007) 147 Cal.App.4th 357; Protect the Historic Amador Waterways v. Amador Water Agency (2004) 116 Cal.App.4th at 1109; San Franciscans Upholding the Downtown Plan v. City and County of San Francisco (2002) 102 Cal.App.4th 656.

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## F. MITIGATION MEASURES AND IMPROVEMENT MEASURES

### Mitigation Measures:

The following mitigation measures have been identified to reduce potentially significant environmental impacts resulting from the proposed project to less-than-significant levels.

#### **Mitigation Measure M-CR-2: Archeological Testing**

Based on a reasonable presumption that archeological resources may be present within the project site, the following measures shall be undertaken to avoid any potentially significant adverse effect from the proposed project on buried or submerged historical resources. The project sponsor shall retain the services of an archaeological consultant from the rotational Department Qualified Archaeological Consultants List (QACL) maintained by the Planning Department archaeologist. The project sponsor shall contact the Department archeologist to obtain the names and contact information for the next three archeological consultants on the QACL. The archeological consultant shall undertake an archeological testing program as specified herein. In addition, the consultant shall be available to conduct an archeological monitoring and/or data recovery program if required pursuant to this measure. The archeological consultant's work shall be conducted in accordance with this measure at the direction of the Environmental Review Officer (ERO). All plans and reports prepared by the consultant as specified herein shall be submitted first and directly to the ERO for review and comment, and shall be considered draft reports subject to revision until final approval by the ERO. Archeological monitoring and/or data recovery programs required by this measure could suspend construction of the project for up to a maximum of four weeks. At the direction of the ERO, the suspension of construction can be extended beyond four weeks only if such a suspension is the only feasible means to reduce to a less than significant level potential effects on a significant archeological resource as defined in CEQA Guidelines Sect. 15064.5 (a) and (c).

*Consultation with Descendant Communities:* On discovery of an archeological site<sup>123</sup> associated with descendant Native Americans, the Overseas Chinese, or other potentially interested descendant group an appropriate representative<sup>124</sup> of the descendant group and the ERO shall be contacted. The representative of the descendant group shall be given the opportunity to monitor archeological field investigations of the site and to offer recommendations to the ERO regarding appropriate archeological treatment of the site, of recovered data from the site, and, if applicable, any interpretative treatment of the associated archeological site. A copy of the Final Archaeological Resources Report shall be provided to the representative of the descendant group.

*Archeological Testing Program.* The archeological consultant shall prepare and submit to the ERO for review and approval an archeological testing plan (ATP). The archeological testing program shall be conducted in accordance with the approved ATP. The ATP shall identify the property types of the expected archeological resource(s) that potentially could be adversely affected by the proposed project, the testing method to be used, and the locations recommended for testing. The purpose of the archeological testing program will be to determine to the extent possible the presence or absence of archeological resources and to identify and to evaluate whether any archeological resource encountered on the site constitutes an historical resource under CEQA.

At the completion of the archeological testing program, the archeological consultant shall submit a written report of the findings to the ERO. If based on the archeological testing program the archeological consultant finds that significant archeological resources may be present, the ERO in consultation with the archeological consultant shall determine if additional measures are warranted. Additional measures that may be undertaken include additional archeological testing, archeological monitoring, and/or an archeological data recovery program. No archeological data recovery shall be undertaken without the prior approval of the ERO or the Planning Department archeologist. If the ERO determines that a significant archeological resource is present and that the resource could be adversely affected by the proposed project, at the discretion of the project sponsor either:

- C) The proposed project shall be re-designed so as to avoid any adverse effect on the significant archeological resource; or

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<sup>123</sup> By the term "archeological site" is intended here to minimally include any archeological deposit, feature, burial, or evidence of burial.

<sup>124</sup> An "appropriate representative" of the descendant group is here defined to mean, in the case of Native Americans, any individual listed in the current Native American Contact List for the City and County of San Francisco maintained by the California Native American Heritage Commission and in the case of the Overseas Chinese, the Chinese Historical Society of America. An appropriate representative of other descendant groups should be determined in consultation with the Department archeologist.



- D) A data recovery program shall be implemented, unless the ERO determines that the archeological resource is of greater interpretive than research significance and that interpretive use of the resource is feasible.

*Archeological Monitoring Program.* If the ERO in consultation with the archeological consultant determines that an archeological monitoring program shall be implemented the archeological monitoring program shall minimally include the following provisions:

- The archeological consultant, project sponsor, and ERO shall meet and consult on the scope of the AMP reasonably prior to any project-related soils disturbing activities commencing. The ERO in consultation with the archeological consultant shall determine what project activities shall be archeologically monitored. In most cases, any soils- disturbing activities, such as demolition, foundation removal, excavation, grading, utilities installation, foundation work, driving of piles (foundation, shoring, etc.), site remediation, etc., shall require archeological monitoring because of the risk these activities pose to potential archaeological resources and to their depositional context;
- The archeological consultant shall advise all project contractors to be on the alert for evidence of the presence of the expected resource(s), of how to identify the evidence of the expected resource(s), and of the appropriate protocol in the event of apparent discovery of an archeological resource;
- The archeological monitor(s) shall be present on the project site according to a schedule agreed upon by the archeological consultant and the ERO until the ERO has, in consultation with project archeological consultant, determined that project construction activities could have no effects on significant archeological deposits;
- The archeological monitor shall record and be authorized to collect soil samples and artifactual/ecofactual material as warranted for analysis;
- If an intact archeological deposit is encountered, all soils-disturbing activities in the vicinity of the deposit shall cease. The archeological monitor shall be empowered to temporarily redirect demolition/excavation/pile driving/construction activities and equipment until the deposit is evaluated. If in the case of pile driving or deep foundation activities (foundation, shoring, etc.), the archeological monitor has cause to believe that the pile driving or deep foundation activities may affect an archeological resource, the pile driving or deep foundation activities shall be terminated until an appropriate evaluation of the resource has been made in consultation with the ERO. The archeological consultant shall immediately notify the ERO of the encountered archeological deposit. The archeological consultant shall make a reasonable effort to assess the identity, integrity, and significance of the encountered archeological deposit, and present the findings of this assessment to the ERO.

Whether or not significant archeological resources are encountered, the archeological consultant shall submit a written report of the findings of the monitoring program to the ERO.

*Archeological Data Recovery Program.* The archeological data recovery program shall be conducted in accord with an archeological data recovery plan (ADRP). The archeological consultant, project sponsor, and ERO shall meet and consult on the scope of the ADRP prior to preparation of a draft ADRP. The archeological consultant shall submit a draft ADRP to the ERO. The ADRP shall identify how the proposed data recovery program will preserve the significant information the archeological resource is expected to contain. That is, the ADRP will identify what scientific/historical research questions are applicable to the expected resource, what data classes the resource is expected to possess, and how the expected data classes would address the applicable research questions. Data recovery, in general, should be limited to the portions of the historical property that could be adversely affected by the proposed project. Destructive data recovery methods shall not be applied to portions of the archeological resources if nondestructive methods are practical.

The scope of the ADRP shall include the following elements:

- *Field Methods and Procedures.* Descriptions of proposed field strategies, procedures, and operations.
- *Cataloguing and Laboratory Analysis.* Description of selected cataloguing system and artifact analysis procedures.
- *Discard and Deaccession Policy.* Description of and rationale for field and post-field discard and deaccession policies.
- *Interpretive Program.* Consideration of an on-site/off-site public interpretive program during the course of the archeological data recovery program.
- *Security Measures.* Recommended security measures to protect the archeological resource from vandalism, looting, and non-intentionally damaging activities.
- *Final Report.* Description of proposed report format and distribution of results.
- *Curation.* Description of the procedures and recommendations for the curation of any recovered data having potential research value, identification of appropriate curation facilities, and a summary of the accession policies of the curation facilities.

*Human Remains, Associated or Unassociated Funerary Objects.* The treatment of human remains and of associated or unassociated funerary objects discovered during any soils disturbing activity shall comply with applicable State and Federal Laws, including immediate notification of the Coroner of the City and County of San Francisco and in the event of the Coroner's determination that the human remains are Native American remains, notification of the California State Native American Heritage Commission (NAHC) who shall appoint a Most Likely Descendant (MLD) (Pub. Res. Code Sec. 5097.98). The ERO shall also be

immediately notified upon discovery of human remains. The archeological consultant, project sponsor, ERO, and MLD shall have up to but not beyond six days after the discovery to make all reasonable efforts to develop an agreement for the treatment of human remains and associated or unassociated funerary objects with appropriate dignity (CEQA Guidelines, Sec. 15064.5(d)). The agreement should take into consideration the appropriate excavation, removal, recordation, analysis, curation, possession, and final disposition of the human remains and associated or unassociated funerary objects. Nothing in existing State regulations or in this mitigation measure compels the project sponsor and the ERO to accept recommendations of an MLD. The archeological consultant shall retain possession of any Native American human remains and associated or unassociated burial objects until completion of any scientific analyses of the human remains or objects as specified in the treatment agreement if such an agreement has been made or, otherwise, as determined by the archeological consultant and the ERO. If no agreement is reached State regulations shall be followed including the reinterment of the human remains and associated burial objects with appropriate dignity on the property in a location not subject to further subsurface disturbance (Pub. Res. Code Sec. 5097.98).

*Final Archeological Resources Report.* The archeological consultant shall submit a Draft Final Archeological Resources Report (FARR) to the ERO that evaluates the historical significance of any discovered archeological resource and describes the archeological and historical research methods employed in the archeological testing/monitoring/data recovery program(s) undertaken. Information that may put at risk any archeological resource shall be provided in a separate removable insert within the final report.

Once approved by the ERO, copies of the FARR shall be distributed as follows: California Archaeological Site Survey Northwest Information Center (NWIC) shall receive one (1) copy and the ERO shall receive a copy of the transmittal of the FARR to the NWIC. The Environmental Planning division of the Planning Department shall receive one bound, one unbound and one unlocked, searchable PDF copy on CD of the FARR along with copies of any formal site recordation forms (CA DPR 523 series) and/or documentation for nomination to the National Register of Historic Places/California Register of Historical Resources. In instances of high public interest in or the high interpretive value of the resource, the ERO may require a different final report content, format, and distribution than that presented above.

### **Mitigation Measure M-CR-3: Tribal Cultural Resources Interpretive Program**

If the ERO determines that a significant archeological resource is present, and if in consultation with the affiliated Native American tribal representatives, the ERO determines that the resource constitutes a tribal cultural resource (TCR) and that the resource could be adversely affected by the proposed project, the proposed project shall be redesigned so as to avoid any adverse effect on the significant tribal cultural resource, if feasible.

If the ERO determines that preservation-in-place of the TCR is both feasible and effective, then the archeological consultant shall prepare an archeological resource preservation plan (ARPP). Implementation of the approved ARPP by the archeological consultant shall be required when feasible.

If the ERO, in consultation with the affiliated Native American tribal representatives and the project sponsor, determines that preservation-in-place of the tribal cultural resources is not a sufficient or feasible option, the project sponsor shall implement an interpretive program of the TCR in consultation with affiliated tribal representatives. An interpretive plan produced in consultation with the ERO and affiliated tribal representatives, at a minimum, and approved by the ERO would be required to guide the interpretive program. The plan shall identify, as appropriate, proposed locations for installations or displays, the proposed content and materials of those displays or installation, the producers or artists of the displays or installation, and a long- term maintenance program. The interpretive program may include artist installations, preferably by local Native American artists, oral histories with local Native Americans, artifacts displays and interpretation, and educational panels or other informational displays.

#### **Mitigation Measure M-NO-1a: Outdoor Fixed Noise Minimization**

In order to meet the requirements of the Noise Ordinance, a reduction of up to 11 dBA would be required during operation of outdoor noise generating equipment for HVAC equipment, and up to 31 dBA would be required for emergency generator use. The project sponsor shall ensure that a combination of the following noise-reducing measures shall be used to meet the requirements:

- Equipment can be selected with lower noise emission levels. There can be 10 dBA variability among models and manufacturers for equipment achieving the same function and performance;
- Equipment can be located away from the property line where feasible; moving equipment to 50 feet instead of 20 feet from the property line could reduce the noise by 8 dBA;
- Internal acoustic mufflers can be used to lower exhaust noise emission levels by 3 to 5 dBA;
- An acoustic enclosure can be used to reduce the noise by 5 to 20 dBA.

The project sponsor shall provide documentation demonstrating the combination of measures chosen to achieve the required noise reduction to the Planning Department prior to the issuance of the certificate of occupancy.

#### **Mitigation Measure M-NO-1b: 4<sup>th</sup> Floor Terrace Noise Minimization**

In order to reduce potential noise impacts from hotel guests, visitors, and events held on the 4<sup>th</sup> floor terrace, the project sponsor shall ensure that all amplified sound shall be limited to no louder than 69 dBA and 80 dBC at the roof parapet line, irrespective of loudspeaker equipment or configuration.

#### **Mitigation Measure M-NO-1c: Rooftop Deck Noise Minimization**

In order to reduce potential noise impacts from hotel guests, visitors, and events held on the rooftop deck, the project sponsor shall ensure that all amplified sound shall be limited to no louder than 69 dBA and 80 dBC at the east property line just beyond the roof parapet, irrespective of loudspeaker equipment or configuration.

#### **Mitigation Measure M-AQ-2: Construction Air Quality**

The project sponsor or the project sponsor's Contractor shall comply with the following:

A. *Engine Requirements.*

1. All off-road equipment greater than 25 hp and operating for more than 20 total hours over the entire duration of construction activities shall have engines that meet or exceed either U.S. Environmental Protection Agency (USEPA) or California Air Resources Board (ARB) Tier 2 off-road emission standards, and have been retrofitted with an ARB Level 3 Verified Diesel Emissions Control Strategy. Equipment with engines meeting Tier 4 Interim or Tier 4 Final off-road emission standards automatically meet this requirement.
2. Where access to alternative sources of power are available, portable diesel engines shall be prohibited.
3. Diesel engines, whether for off-road or on-road equipment, shall not be left idling for more than two minutes, at any location, except as provided in exceptions to the applicable state regulations regarding idling for off-road and on-road equipment (e.g., traffic conditions, safe operating conditions). The Contractor shall post legible and visible signs in English, Spanish, and Chinese, in designated queuing areas and at the construction site to remind operators of the two minute idling limit.
4. The Contractor shall instruct construction workers and equipment operators on the maintenance and tuning of construction equipment, and require that such workers and operators properly maintain and tune equipment in accordance with manufacturer specifications.

B. *Waivers.*

1. The Planning Department’s Environmental Review Officer or designee (ERO) may waive the alternative source of power requirement of Subsection (A)(2) if an alternative source of power is limited or infeasible at the project site. If the ERO grants the waiver, the Contractor must submit documentation that the equipment used for onsite power generation meets the requirements of Subsection (A)(1).
2. The ERO may waive the equipment requirements of Subsection (A)(1) if: a particular piece of off-road equipment with an ARB Level 3 VDECS is technically not feasible; the equipment would not produce desired emissions reduction due to expected operating modes; installation of the equipment would create a safety hazard or impaired visibility for the operator; or, there is a compelling emergency need to use off-road equipment that is not retrofitted with an ARB Level 3 VDECS. If the ERO grants the waiver, the Contractor must use the next cleanest piece of off-road equipment, according to Table A below.

Table A – Off-Road Equipment Compliance Step-down Schedule

Compliance Alternative	Engine Emission Standard	Emissions Control
1	Tier 2	ARB Level 2 VDECS
2	Tier 2	ARB Level 1 VDECS
3	Tier 2	Alternative Fuel*

How to use the table: If the ERO determines that the equipment requirements cannot be met, then the project sponsor would need to meet Compliance Alternative 1. If the ERO determines that the Contractor cannot supply off-road equipment meeting Compliance Alternative 1, then the Contractor must meet Compliance Alternative 2. If the ERO determines that the Contractor cannot supply off-road equipment meeting Compliance Alternative 2, then the Contractor must meet Compliance Alternative 3.

\*\* Alternative fuels are not a VDECS.

- C. *Construction Emissions Minimization Plan.* Before starting on-site construction activities, the Contractor shall submit a Construction Emissions Minimization Plan (Plan) to the ERO for review and approval. The Plan shall state, in reasonable detail, how the Contractor will meet the requirements of Section A.

1. The Plan shall include estimates of the construction timeline by phase, with a description of each piece of off-road equipment required for every construction phase. The description may include, but is not limited to: equipment type, equipment manufacturer, equipment identification number, engine model year, engine certification (Tier rating), horsepower, engine serial number, and expected fuel usage and hours of operation. For VDECS installed, the description may include: technology type, serial number, make, model, manufacturer, ARB verification number level, and installation date and hour meter reading on installation date. For off-road equipment using alternative fuels, the description shall also specify the type of alternative fuel being used.
  2. The project sponsor shall ensure that all applicable requirements of the Plan have been incorporated into the contract specifications. The Plan shall include a certification statement that the Contractor agrees to comply fully with the Plan.
  3. The Contractor shall make the Plan available to the public for review on-site during working hours. The Contractor shall post at the construction site a legible and visible sign summarizing the Plan. The sign shall also state that the public may ask to inspect the Plan for the project at any time during working hours and shall explain how to request to inspect the Plan. The Contractor shall post at least one copy of the sign in a visible location on each side of the construction site facing a public right-of-way.
- D. *Monitoring.* After start of Construction Activities, the Contractor shall submit quarterly reports to the ERO documenting compliance with the Plan. After completion of construction activities and prior to receiving a final certificate of occupancy, the project sponsor shall submit to the ERO a final report summarizing construction activities, including the start and end dates and duration of each construction phase, and the specific information required in the Plan.

**Mitigation Measure M-AQ-4: Best Available Control Technology for Diesel Generators**

The project sponsor shall ensure that the backup diesel generator meet or exceed one of the following emission standards for particulate matter: (1) Tier 4 certified engine, or (2) Tier 2 or Tier 3 certified engine that is equipped with a California Air Resources Board (ARB) Level 3 Verified Diesel Emissions Control Strategy (VDECS). A non-verified diesel emission control strategy may be used if the filter has the same particulate matter reduction as the identical ARB verified model and if the Bay Area Air Quality Management District (BAAQMD) approves of its use. The project sponsor shall submit documentation of compliance with the BAAQMD New Source Review permitting process (Regulation 2, Rule 2, and Regulation 2, Rule 5) and the emission standard requirement of this mitigation measure to the Planning Department for review and approval prior to issuance of a permit for a backup diesel generator from any City agency.

### Improvement Measures:

The following improvement measures have been identified to further reduce less-than-significant environmental impacts resulting from the proposed project with respect to historic resources and transportation and circulation.

#### **Improvement Measure I-CR-A: Historic Resource Documentation**

Prior to the issuance of demolition or site permits, the project sponsor should undertake Historic American Building Survey (HABS) documentation of the subject property, structures, objects, materials, and surrounding context. The project sponsor should retain a professional who meets the Secretary of the Interior's Professional Qualifications Standards for Architectural History, as set forth by the Secretary of the Interior's Professional Qualification Standards (36 CFR, Part 61), to prepare written and photographic documentation of the Hearst Building. The documentation should consist of the following:

- *Measured Drawings:* A set of measured drawings that depict the existing size, scale, and dimension of the subject property. Planning Department Preservation staff will accept the original architectural drawings or an as-built set of architectural drawings (plan, section, elevation, etc.). Planning Department Preservation staff will assist the consultant in determining the appropriate level of measured drawings;
- *HABS-Level Photographs:* Either HABS standard large format or digital photography should be used. The scope of the digital photographs should be reviewed by Planning Department Preservation staff for concurrence, and all digital photography shall be conducted according to the latest National Park Service Standards. The photography should be undertaken by a qualified professional with demonstrated experience in HABS photography. Photograph views for the dataset shall include (a) contextual views; (b) views of each side of the building and interior views, where possible; (c) oblique views of the building; and (d) detail views of character-defining features, including features on the interior. All views shall be referenced on a photographic key. This photographic key shall be on a map of the property and shall show the photograph number with an arrow to indicate the direction of the view. Historic photographs shall also be collected, reproduced, and included in the dataset; and
- *HABS Historical Report:* A written historical narrative and report, per HABS Historical Report Guidelines.
- A Print On Demand softcover book should be produced that includes the content of the HABS historical report, historical photos, HABS-level photography, measured drawings and field notes.



The project sponsor should transmit such documentation, in both printed and electronic form, to the History Room of the San Francisco Public Library, San Francisco Architectural Heritage, and the Northwest Information Center of the California Historical Information Resource System. All documentation will be reviewed and approved by the San Francisco Planning Department's Preservation Coordinator prior to granting any demolition or site permit.

**Improvement Measure I-CR-B: Construction Best Practices for Historic Resources**

The Project Sponsor should incorporate into construction specifications for the proposed project a requirement that the construction contractor(s) use all feasible means to avoid damage to the historic masonry and terra cotta cladding at 5 Third Street and 190 Stevenson Street as well as the brick and terra cotta cladding at 17-29 Third Street. This should include: staging of equipment and materials as far as possible from the historic buildings to limit damage; using techniques in the selective demolition and all construction activity that creates the minimum feasible vibration; maintaining a buffer zone when possible between heavy equipment and historic resource(s); enclosing construction scaffolding to avoid damage from falling objects or debris; and ensuring appropriate security to minimize risks of vandalism and fire. These construction specifications should be submitted to the Planning Department for review and approval by Preservation staff along with the Site Permit Application.

**Improvement Measure I-TR-A: Coordination of Large Deliveries and Trash Pick-up**

The project's building management should coordinate with building tenants and delivery services to minimize deliveries and moving activities of truck with lengths exceeding 40 feet during peak passenger loading periods and to use the existing metered curbside commercial loading spaces along the Stevenson Street project frontage, thereby reducing activity during the peak hour for loading and reducing the potential for double parking of delivery or trash vehicles within the travel lane adjacent to the project site on Stevenson Street (in the event that the existing or proposed on-street loading spaces are occupied), which will result in minimum conflict with other loading activity, traffic, bus circulation, or pedestrians walking in the immediate vicinity of the project.

Although many deliveries cannot be limited to specific hours, the building management should work with tenants to find opportunities to consolidate deliveries and reduce the need for peak-period deliveries, wherever possible.

**Improvement Measure I-TR-B: Construction Truck Deliveries During Off-Peak Periods.**

The project sponsor and their construction contractor(s) should limit construction truck deliveries to the hours between 9:00 a.m. and 3:30 p.m. weekdays (or other times as provided for in the conditions of Special Traffic Permits), thereby minimizing disruption of the general traffic flow on adjacent streets during the weekday a.m. and p.m. peak periods. If required by the SFMTA, the use of flaggers at the intersection of Third and

Stevenson streets should be used to manage pedestrian traffic when construction vehicles are present, in order to expedite their entry onto Stevenson Street and prevent construction vehicles from queueing along Third Street.

As part of the city review of the construction logistics plan a designated staging area will be identified, if needed, for any construction vehicles waiting to enter the construction site on Stevenson Street, in order to prevent any conflicts with transit vehicles on Third Street.

**Improvement Measure I-TR-C: Construction Updates for Nearby Residents and Businesses.**

To minimize construction impacts on nearby residents and businesses, the project sponsor and their construction contractor(s) should provide regularly-updated information (typically in the form of website, email and/or list-serve, and on-site postings) regarding project construction activities and schedule (e.g., sidewalk closures), as well as will include contact information for specific construction inquiries or concerns. This notification will be coordinated with other notification required for construction activities, for example, noisy construction activities or night noise permits.

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## G. PUBLIC NOTICE AND COMMENT

On September 26, 2017, the Planning Department mailed a Notification of Project Receiving Environmental Review to owners of properties within 300 feet of the project site, adjacent occupants, and neighborhood groups. Two comments were received in response to the notification, both of which requested copies of all notices and documents produced by the Planning Department for this project. No other comments were received.

On August 22, 2018, the Planning Department issued a “Notice of Availability of and Intent to Adopt a Negative Declaration” to owners and residents of properties within 300 feet of the project site and neighborhood groups.

In response to the Notice of Availability of and Intent to Adopt a Mitigated Negative Declaration, on September 11, 2018, two separate appellants, Rachel Mansfield-Howlett of Provencher & Flatt, LLP, on behalf of Friends of Hearst Building, and Yasin Salma, filed letters appealing the determination to issue a MND. Both appellants provided supplemental information in subsequent letters. The appeal letters and supplemental information allege that the MND fails to adequately address the following concerns:

- Impacts to Historic Resources: The project would alter or destroy character-defining features of a historic resource, which may constitute a significant impact under CEQA.
- Land Use Entitlements: Potentially significant impacts may occur in relation to each discretionary project approval.
- Hazardous Materials: The project site is identified as the site of a former leaking underground storage tank, and toxic underground contamination would be exacerbated by excavation.
- Displacement of Non-Profit Businesses: The displacement of non-profit businesses from the historic office building may be a potentially significant impact.
- BART Tunnel Impacts: Construction adjacent to the BART tunnel under Market Street may be a potentially significant impact.
- Site-specific Cumulative Significant Impacts: A full range of environmental resource impacts, both site-specific and cumulative, may result from the proposed project.
- Preparation of an EIR: The Initial Study contains substantial evidence supporting a fair argument that the project may have significant environmental effects, and an EIR should be prepared to study potential project impacts and feasible alternatives and mitigation.
- Addressing the State Historic Preservation Officer’s (SHPO’s) Review of Application: The proposed project should be revised to meet the Secretary of Interior’s Standards.

- Historic Preservation Commission Process-Related Concerns: The Historic Preservation Commission should review the project prior to the issue of a CEQA determination by the Planning Department.
- Input from San Francisco Heritage: The proposed project should be reviewed by San Francisco Heritage, a non-profit historical preservation organization.
- Change of Use from Retail to Valet Parking for the Hearst Hotel: The proposed project would change the use of the first floor from retail to valet parking use.
- Inclusion of Public Art/Green Walls for Hearst Garage: The proposed project should install public art or a green wall to beautify the Hearst Garage.
- Analysis of Parking, Noise, and Pollution: The report for the proposed project should analyze parking, noise, and pollution.

No other comments (or appeals of the PMND) were received during the public comment period for the PMND.

On November 15, 2018 Appellant Friends of the Hearst Building submitted an additional letter enclosing comments from the State Historic Preservation Officer (SHPO) indicating that the project as proposed did not meet the Secretary of Interior's Standards. The appeal hearing scheduled for that date was continued in order for the Planning Department and project sponsor to consider the SHPO Comments.

Following receipt of comments from the SHPO, the project sponsor revised the project in order to address the SHPO's concerns regarding the project's consistency with the Secretary of Interior's Standards, with regards to the location of lobby door cuts, as well as other revisions described above. The analysis of the revised project is reflected in this amended MND. These concerns were evaluated and responded to in an appeal response<sup>125</sup> prepared by the Planning Department and distributed to the Planning Commission and appellants on February 7, 2019 for the scheduled appeal hearing on February 14, 2019.

Following the Planning Department's updated its appeal response, both appellants submitted supplemental emails. The one submitted on February 12, 2019 by Yasin Salma articulated the his same concerns. The second email was submitted on February 13, 2019 on behalf of the Friends of the Hearst Building, which asserted that the proposed project would alter or destroy a character-defining feature of the Hearst Building, namely the Julie Morgan-designed penthouse conference room on the roof, and that this change may be a significant impact under CEQA. The Planning

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<sup>125</sup> See "Exhibit A to Draft Motion: Planning Department Revised Response to Appeal of Preliminary Mitigated Negative Declaration," Available: <http://commissions.sfplanning.org/cpcpackets/2016-007303ENVc1.pdf>.

Department responded verbally at the February 14, 2019 appeal hearing to the supplemental letters received.

At the conclusion of the appeal hearing, the Planning Commission adopted motion 20385, which affirmed the decision to issue a Mitigated Negative Declaration for the proposed project.

The Planning Department's responses to the appellants' concerns both in the appeal response and verbally at the appeal hearing do not change the less-than-significant impact findings of the MND, or the determination in the MND that impacts to cultural resources (archeology and tribal cultural resources), noise, and air quality would be less than significant with mitigation.

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*Continued on the next page.*

**H. DETERMINATION**

On the basis of this Initial Study:

- I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.
- I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.
- I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.
- I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.
- I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, no further environmental documentation is required.

March 5, 2019

DATE

Lisa Gibson

Lisa Gibson  
Environmental Review Officer

for

John Rahaim  
Director of Planning

## I. Initial Study Preparers

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# Section J: Figures



**SAN FRANCISCO  
PLANNING DEPARTMENT**

## 5 Third Street Project Location Map



Figure 1: Location Map



5 Third Street Hearst Hotel Transportation Impact Study



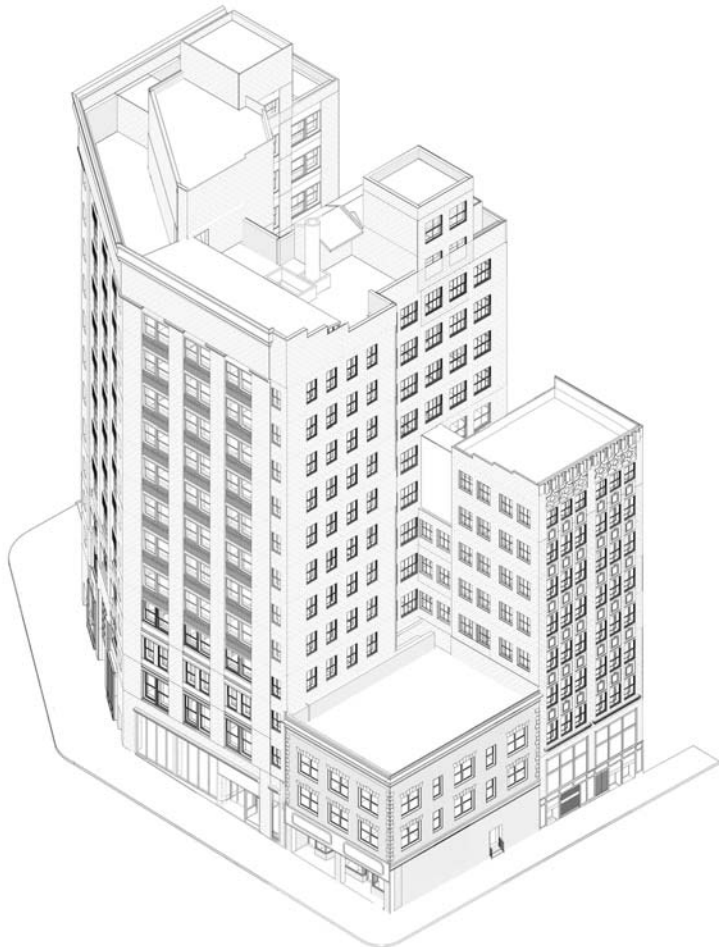
Figure 2  
Proposed Project Site (Revised)



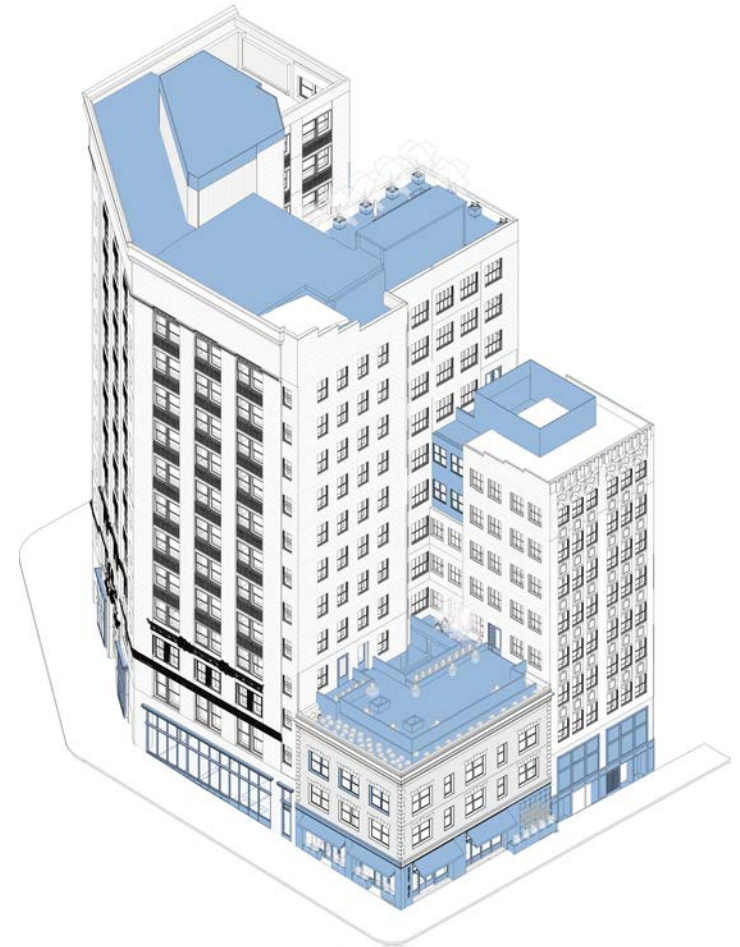
5 Third Street Hearst Hotel Transportation Impact Study



Figure 3  
Project Site Plan - Ground Floor and Streetscape (Revised)



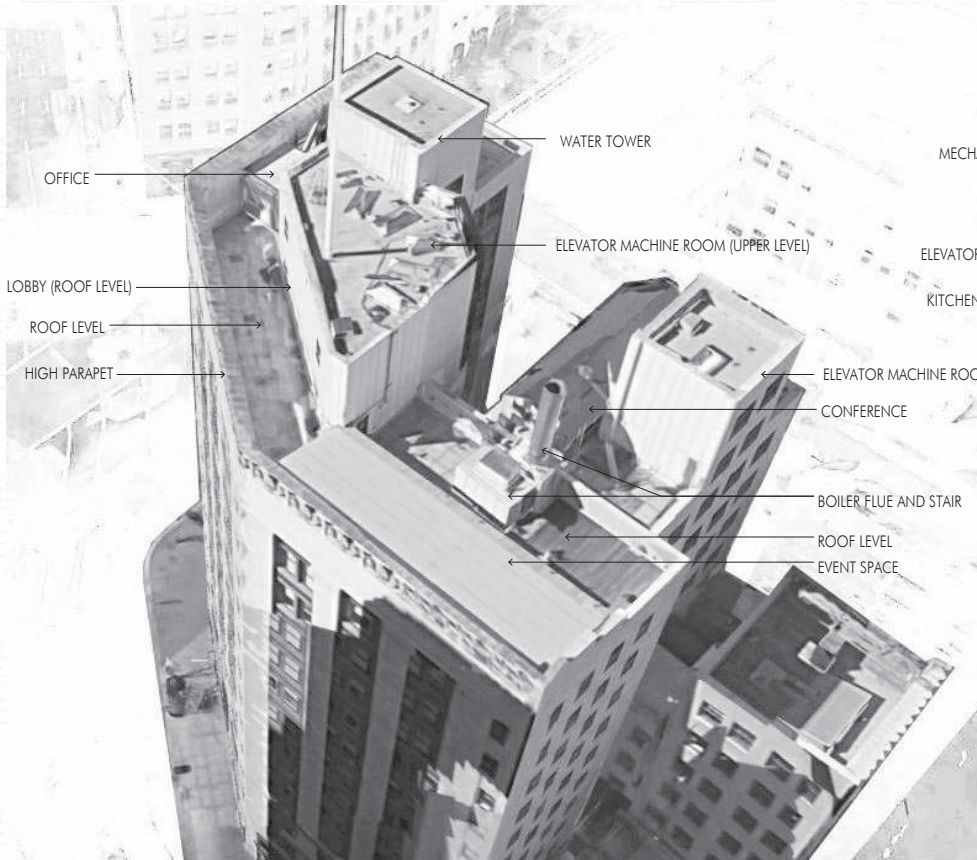
① EXISTING HEARST BUILDING



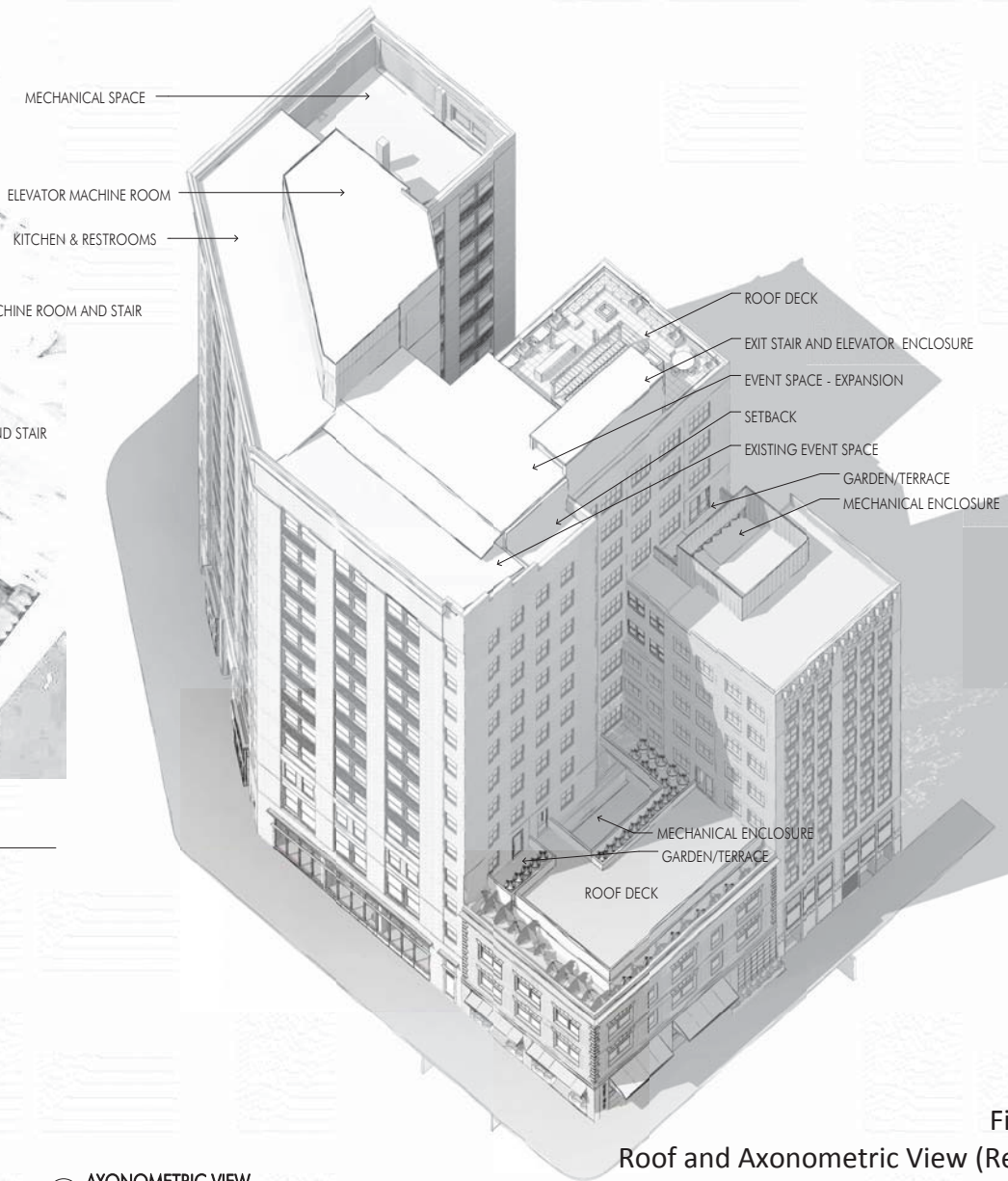
② PROPOSED HEARST BUILDING

Figure 4  
Axonometric View (Revised)



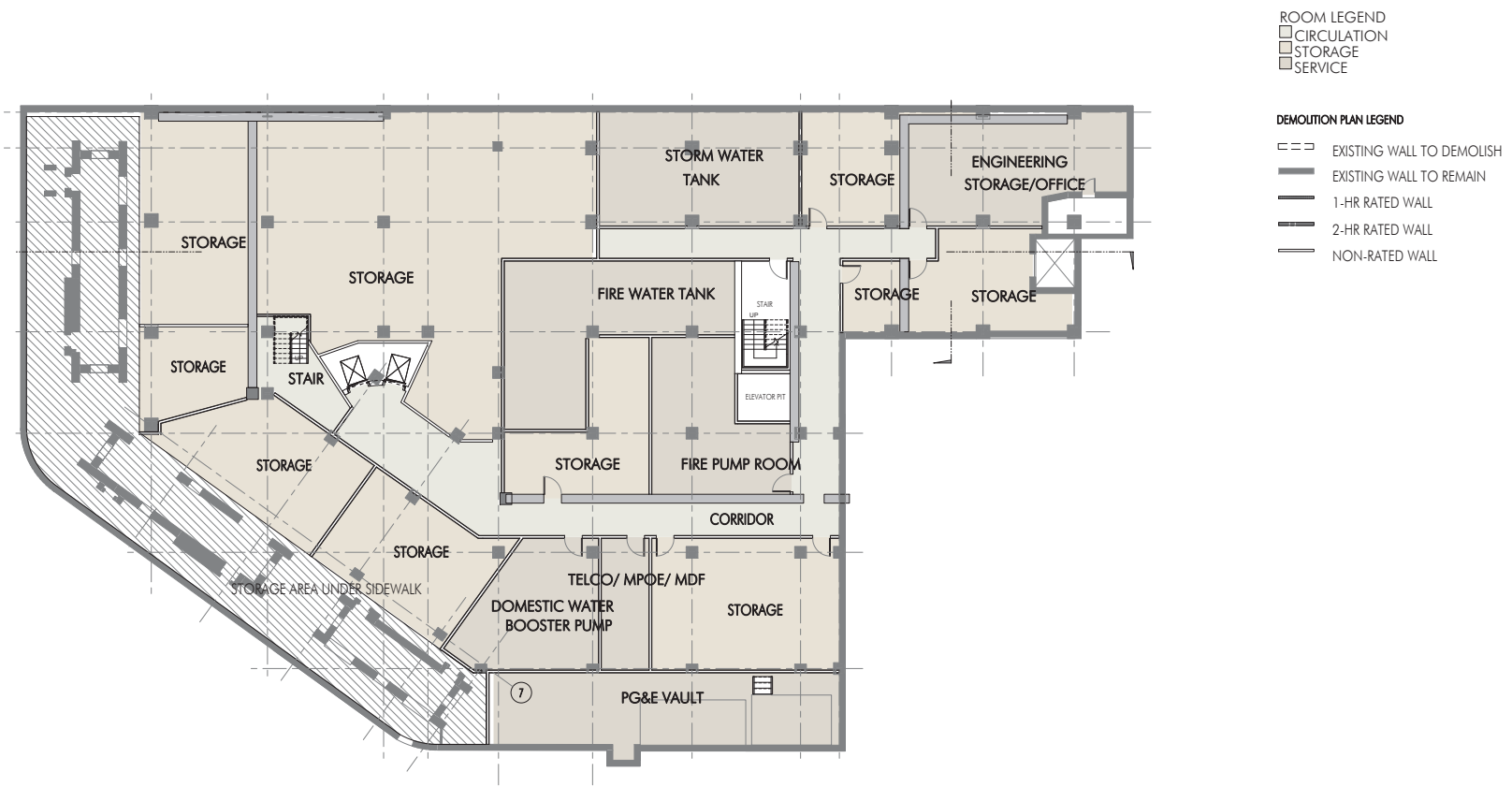


2 AERIAL VIEW OF EXISTING ROOF



1 AXONOMETRIC VIEW

Figure 5  
Roof and Axonometric View (Revised)

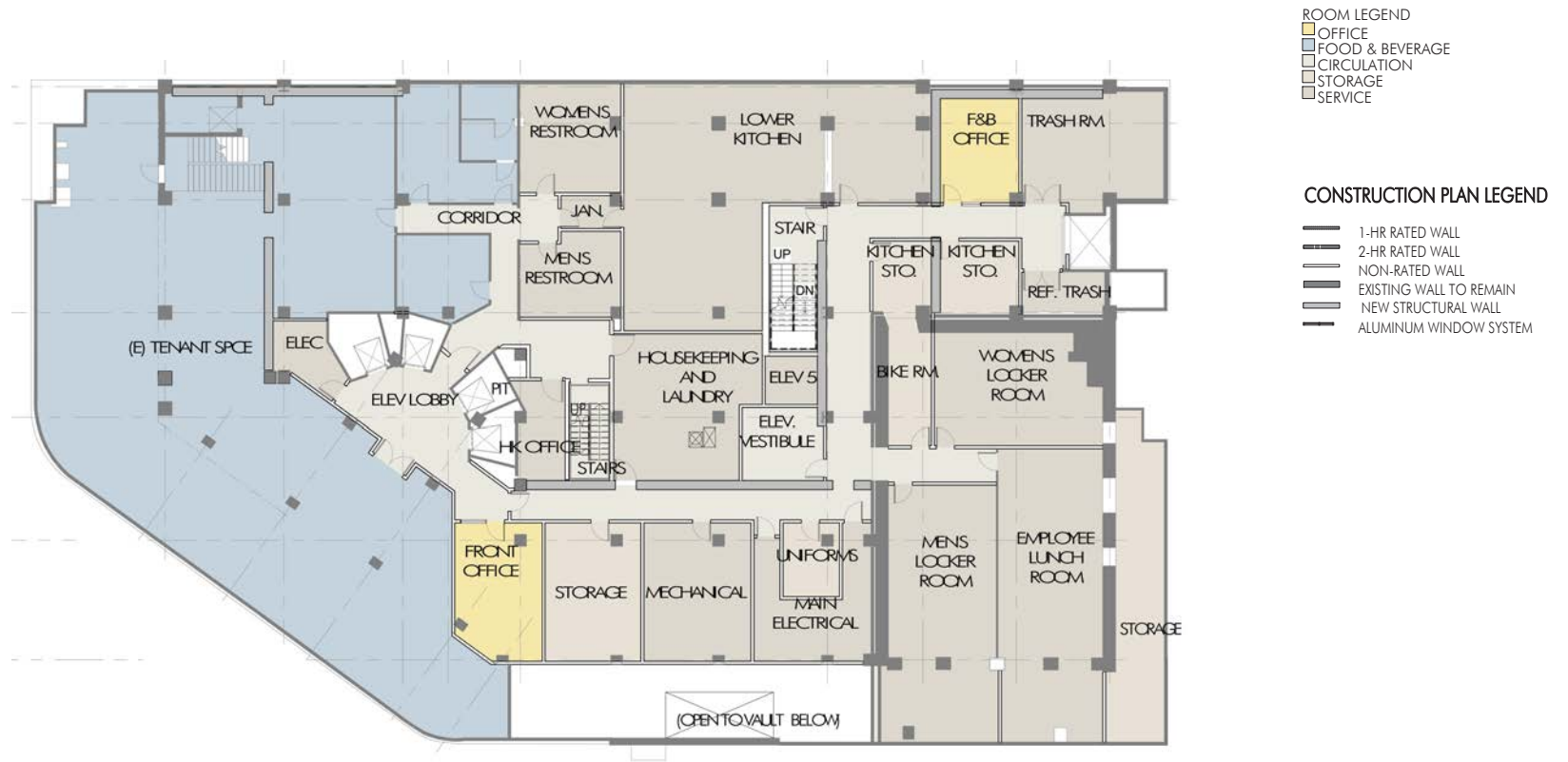


ROOM LEGEND  
 □ CIRCULATION  
 □ STORAGE  
 □ SERVICE

DEMOLITION PLAN LEGEND  
 - - - EXISTING WALL TO DEMOLISH  
 ——— EXISTING WALL TO REMAIN  
 ——— 1-HR RATED WALL  
 ——— 2-HR RATED WALL  
 ——— NON-RATED WALL

① SUB-BASEMENT PLAN

Figure 6  
 Sub-basement Plan (Revised)



1 BASEMENT PLAN

Figure 7  
Basement Plan (Revised)

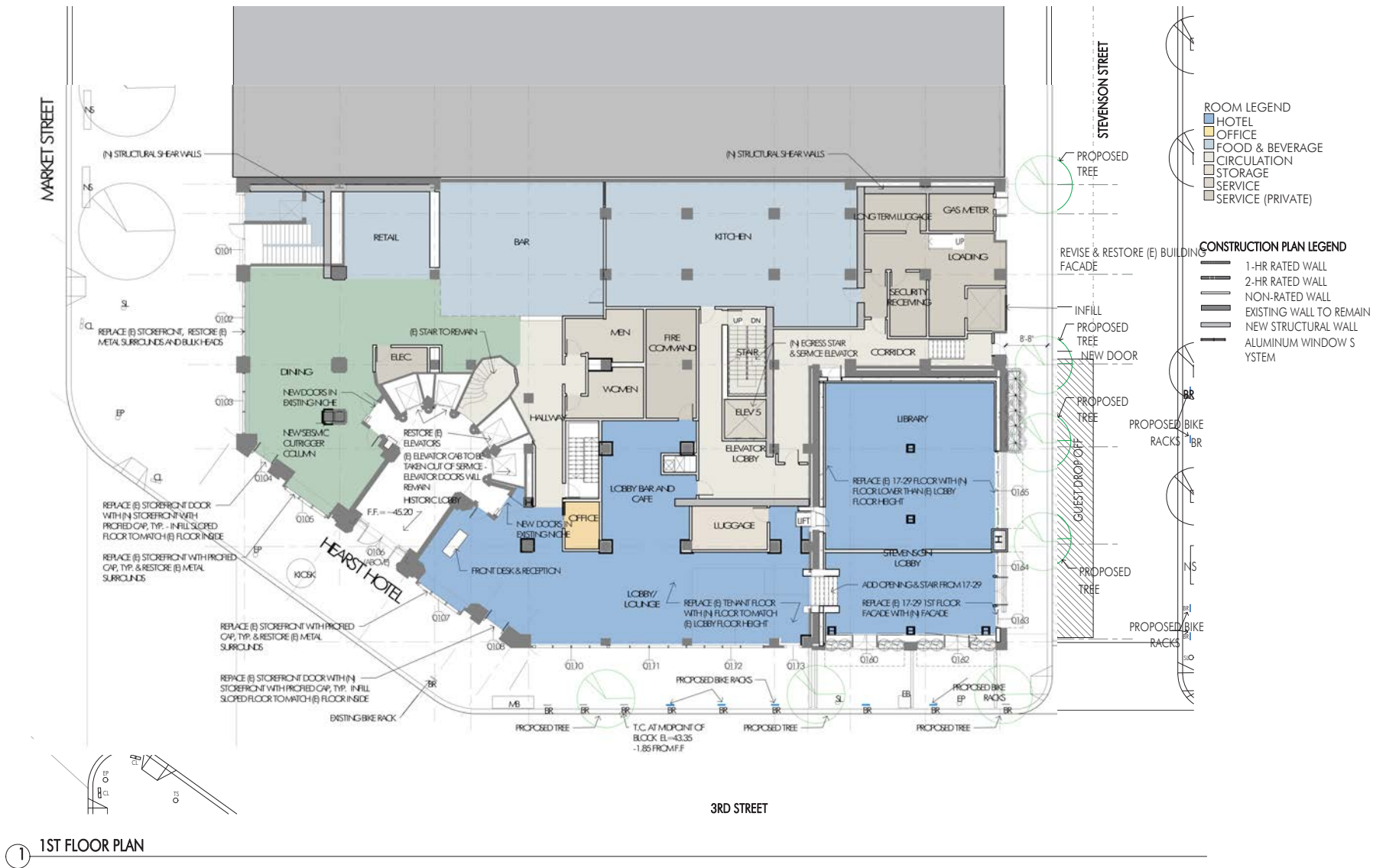
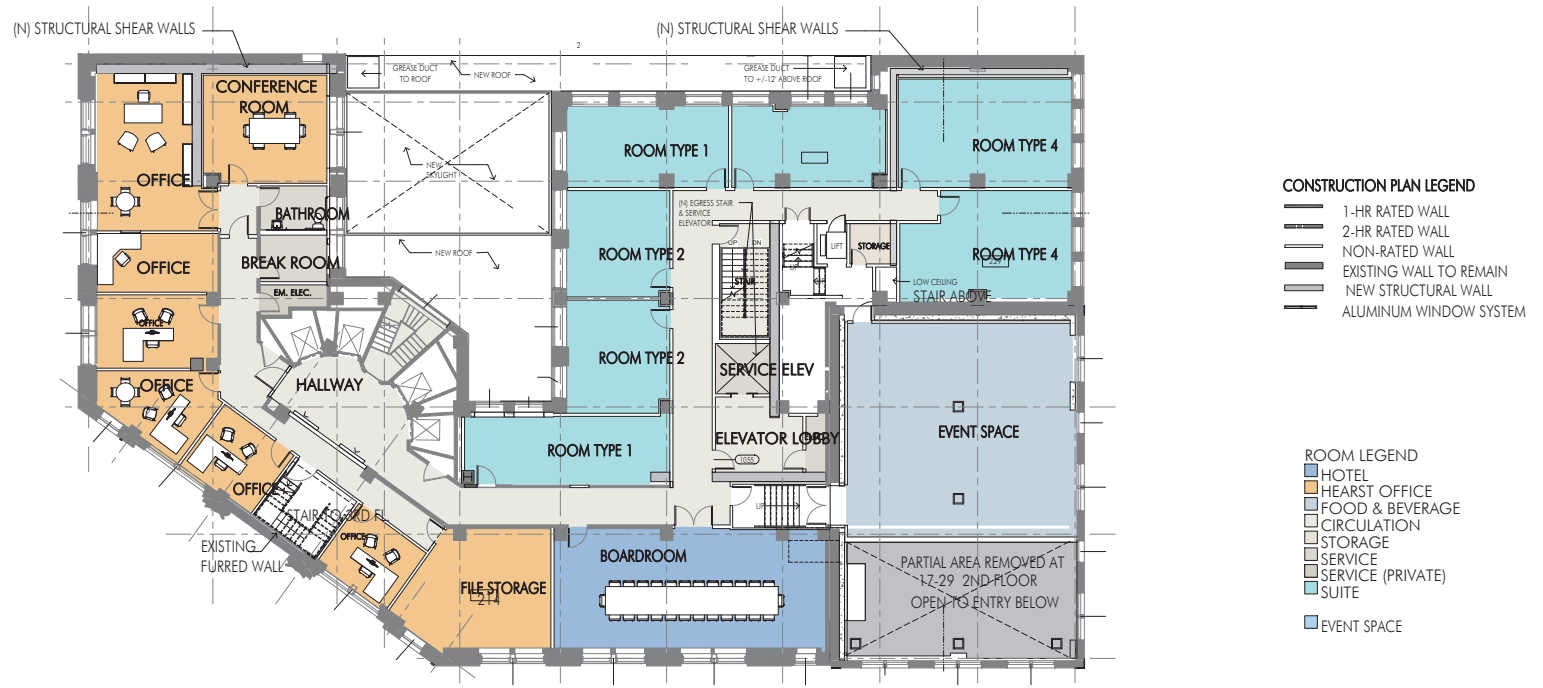


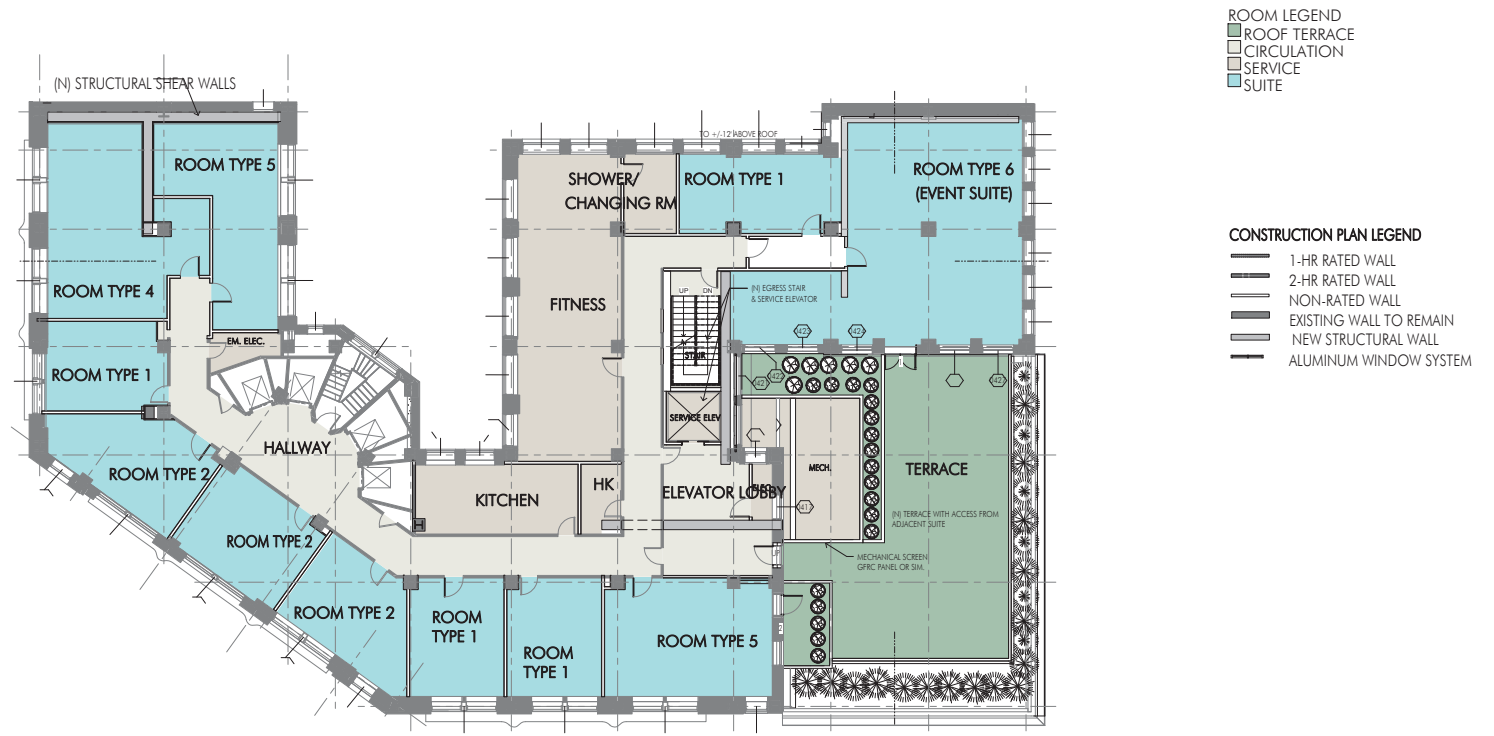
Figure 8  
First Floor Plan (Revised)





2 2ND FLOOR PLAN

Figure 9  
Second Floor Plan



① 4TH FLOOR PLAN

Figure 10  
Fourth Floor Plan



① 5TH - 6TH FLOOR PLAN, TYP.

Figure 11  
Fifth-Sixth Floor Plan



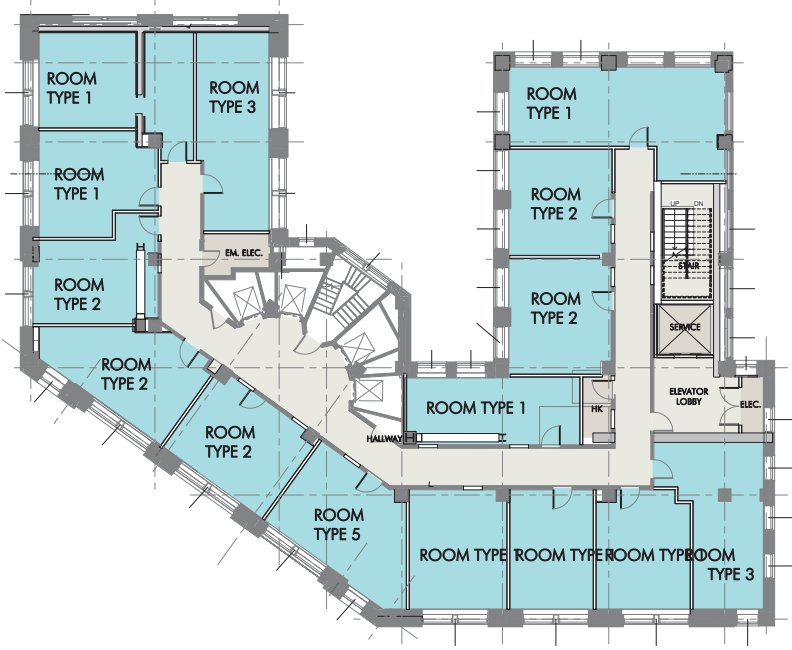
**ROOM LEGEND**  
 ◻ CIRCULATION  
 ◻ SERVICE  
 ◻ SUITE

**CONSTRUCTION PLAN LEGEND**  
 — 1-HR RATED WALL  
 — 2-HR RATED WALL  
 — NON-RATED WALL  
 — EXISTING WALL TO REMAIN  
 — NEW STRUCTURAL WALL  
 — ALUMINUM WINDOW SYSTEM

① 9TH FLOOR

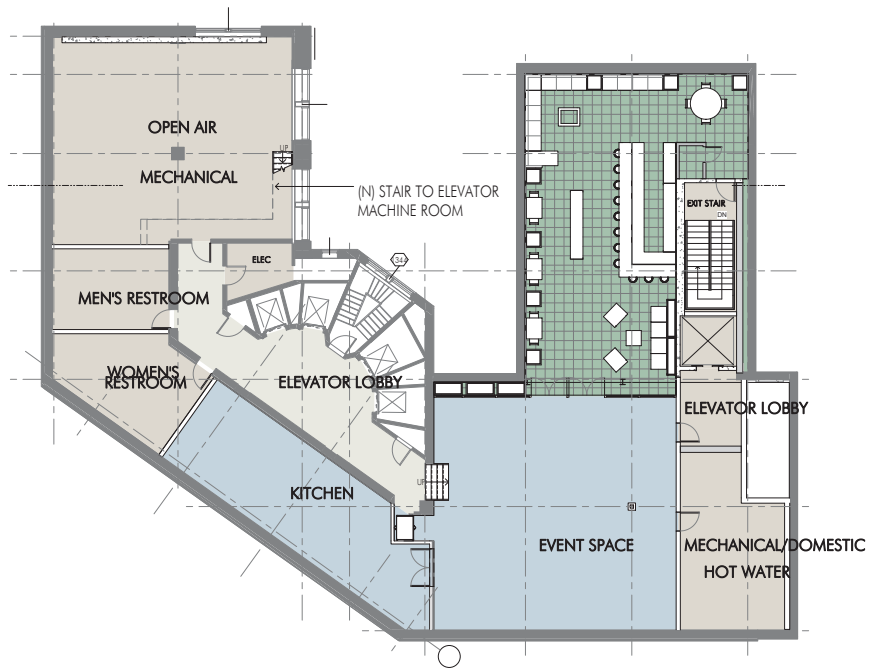
Figure 12  
 Ninth Floor Plan

ROOM LEGEND  
 ◻ CIRCULATION  
 ◻ SERVICE  
 ◻ SUITE



① 12TH FLOOR PLAN (10 & 11 SIM.)

Figure 13  
 Twelfth Floor Plan

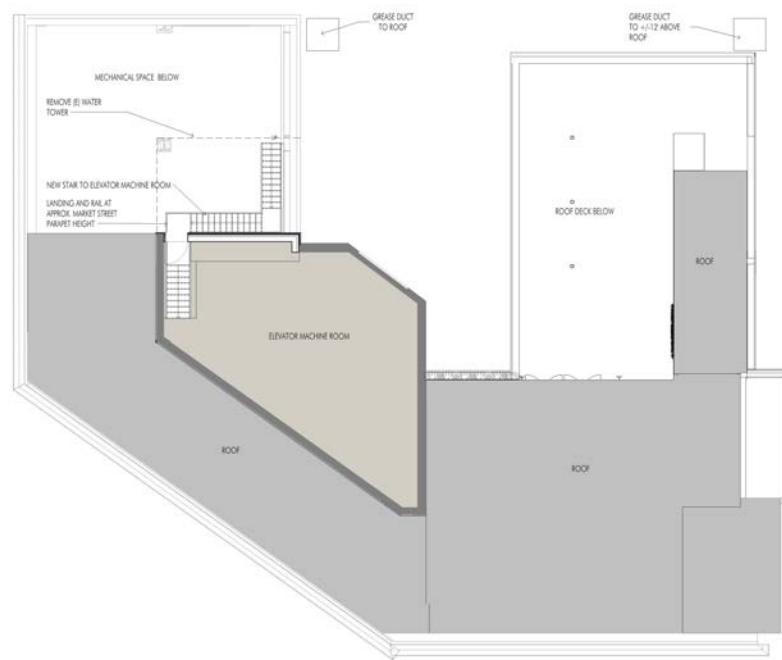


- ROOM LEGEND**
- FOOD & BEVERAGE
  - ROOF TERRACE
  - CIRCULATION
  - SERVICE

- CONSTRUCTION PLAN LEGEND**
- 1-HR RATED WALL
  - 2-HR RATED WALL
  - NON-RATED WALL
  - EXISTING WALL TO REMAIN
  - NEW STRUCTURAL WALL
  - ALUMINUM WINDOW SYSTEM

① 13TH FLOOR PLAN

Figure 14  
Thirteenth Floor Plan



**ROOM LEGEND**  
 ■ SERVICE  
 ■ SERVICE (PRIVATE)

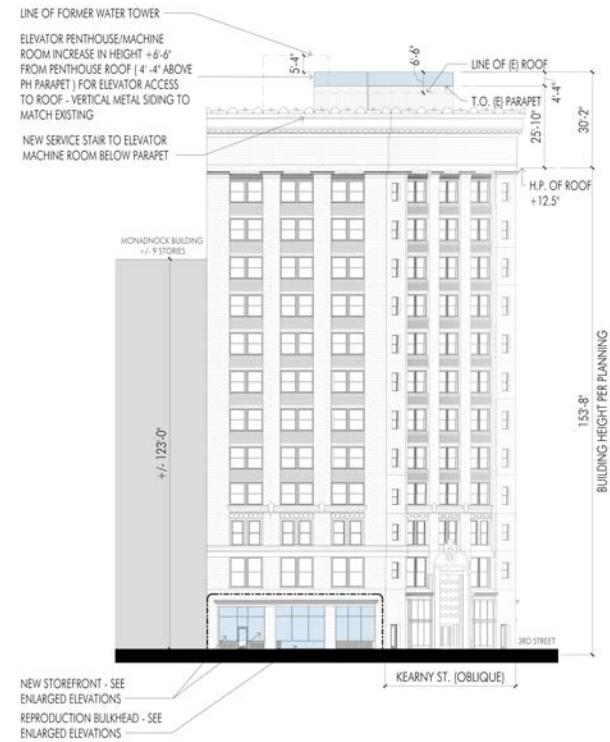
**CONSTRUCTION PLAN LEGEND**  
 — 1-HR RATED WALL  
 — 2-HR RATED WALL  
 — NON-RATED WALL  
 — EXISTING WALL TO REMAIN  
 — NEW STRUCTURAL WALL  
 — ALUMINUM WINDOW SYSTEM

① UPPER ROOF PLAN

Figure 15  
 Upper Roof Plan (Edited)



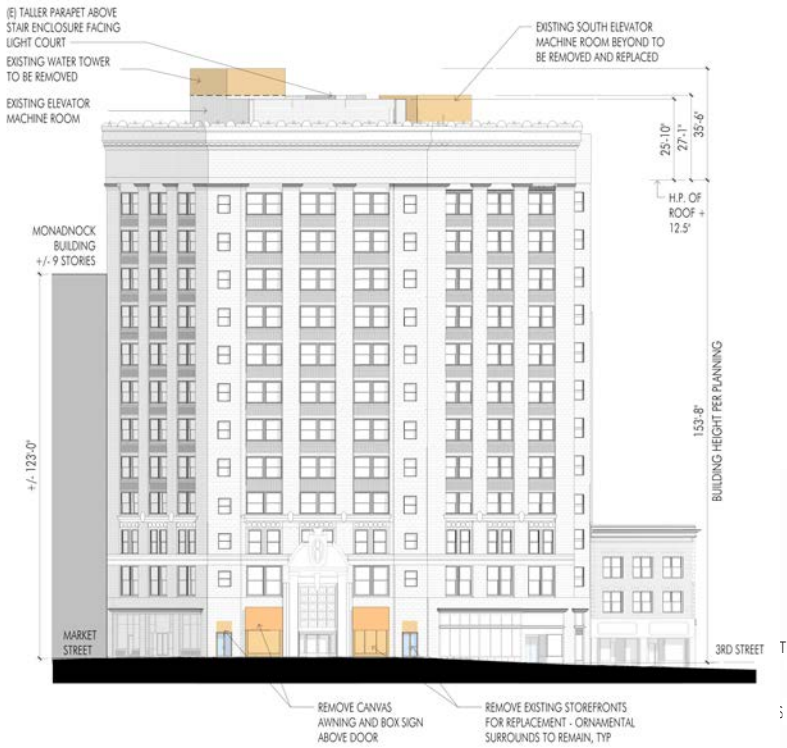
① EXISTING MARKET STREET ELEVATION



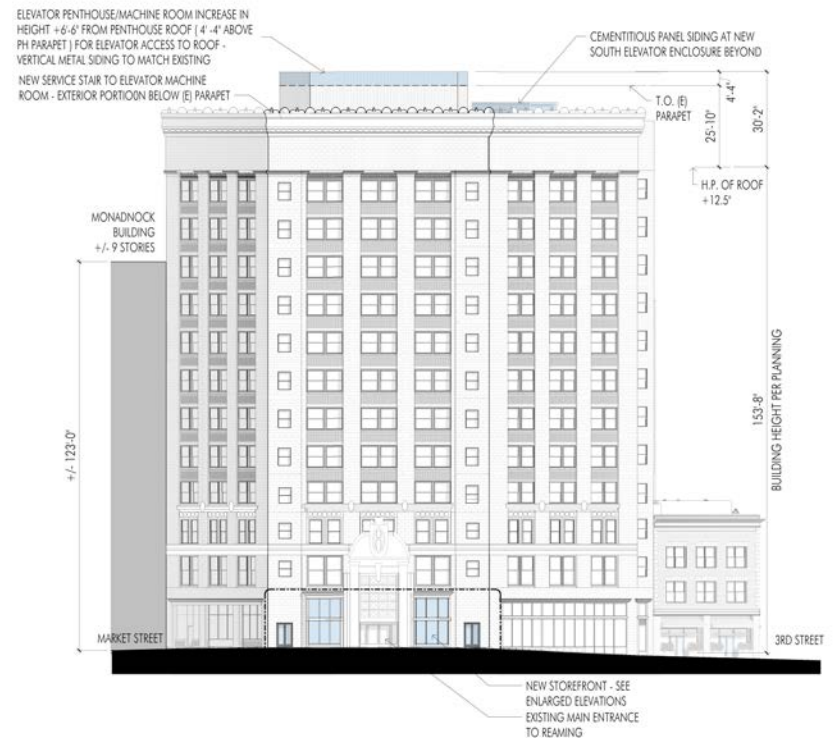
② PROPOSED MARKET STREET ELEVATION

Figure 16  
Market Street Elevation (Revised)



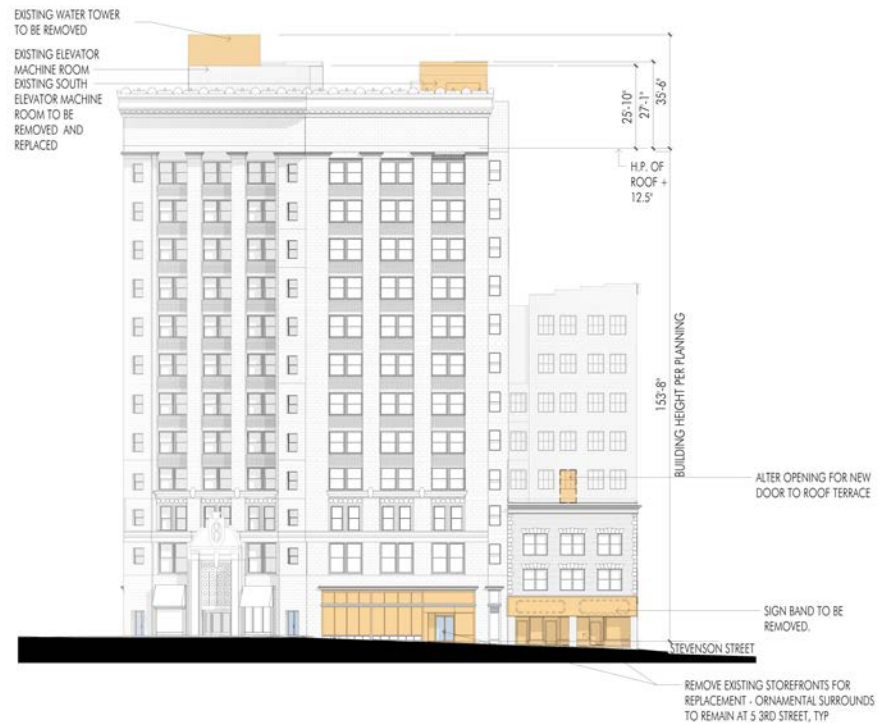


① EXISTING KEARNY STREET ELEVATION

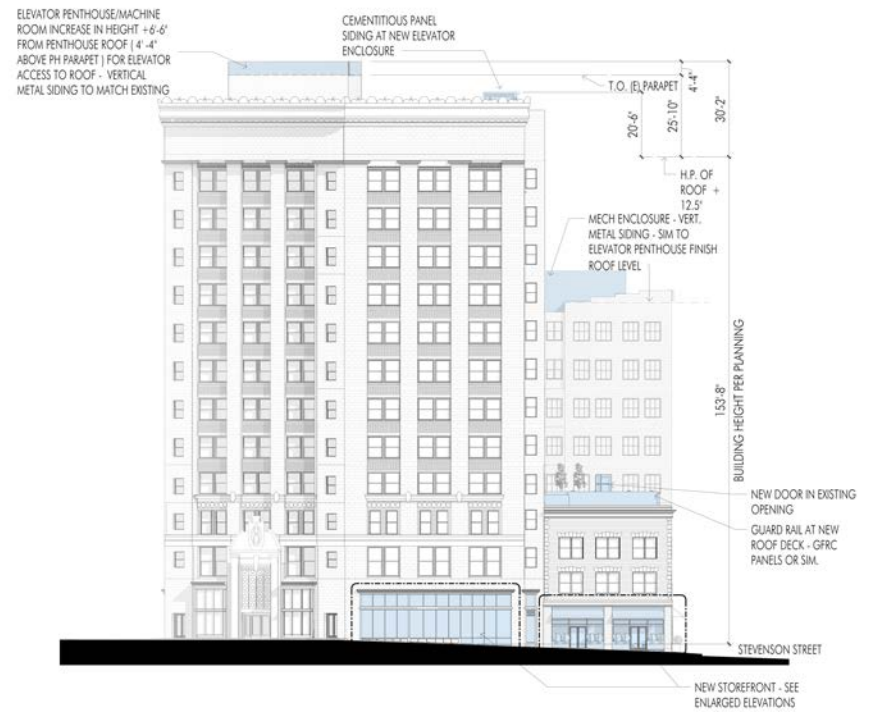


② PROPOSED KEARNY STREET ELEVATION

Figure 17  
Kearny Street Elevation (Revised)

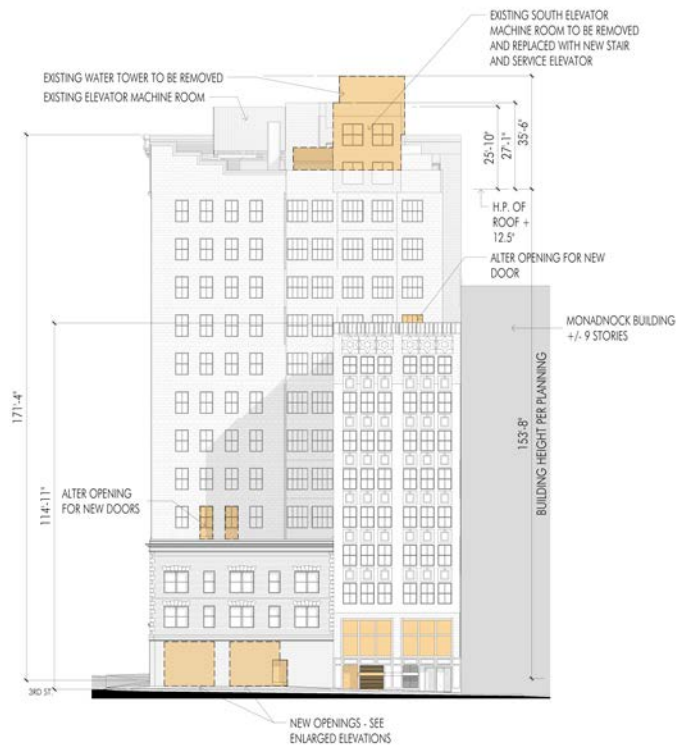


① EXISTING 3RD STREET ELEVATION

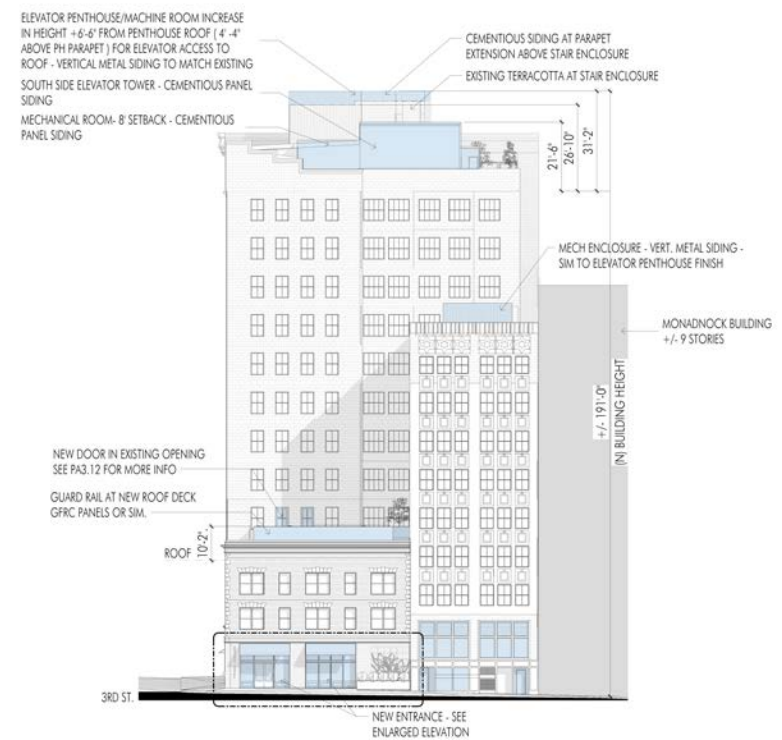


② PROPOSED 3RD STREET ELEVATION

Figure 18  
Third Street Elevation (Revised)



① EXISTING STEVENSON STREET ELEVATION



② PROPOSED STEVENSON STREET ELEVATION

Figure 19  
Stevenson Street Elevation (Revised)



Figure 20  
North-South Section (Revised)



- OPEN SPACES
- PROPOSED PROJECT
- EXISTING BUILDINGS
- CUMULATIVE BUILDINGS
- SHADOW FAN

Cumulative Buildings:  
 C1: 524 Howard  
 C2: Parcel F  
 C3: 555 Howard  
 C4: 706 Mission

Shadow Fan, No Net New Shadow

RWDI Project # 1702854  
 December 14, 2017

Figure 21  
 Shadow Fan



# EXHIBIT C

File No. 2016-0070300ENV  
 5 Third Street Hearst Hotel Project  
 Motion No. \_\_\_\_\_

MITIGATION MONITORING AND REPORTING PROGRAM FOR 5 THIRD STREET HEARST HOTEL PROJECT			
MEASURES ADOPTED AS CONDITIONS OF APPROVAL	Implementation Responsibility	Mitigation Schedule	Monitoring/Reporting Responsibility Monitoring Schedule
<b>MITIGATION MEASURES FOR THE 5 THIRD STREET HEARST HOTEL PROJECT</b>			
<b><i>Cultural Resource Mitigation Measures</i></b>			
<p><b>Mitigation Measure M-CR-2: Archeological Testing</b>            Based on a reasonable presumption that archeological resources may be present within the project site, the following measures shall be undertaken to avoid any potentially significant adverse effect from the proposed project on buried historical resources. The project sponsor shall retain the services of an archeological consultant from the rotational Department Qualified Archaeological Consultants List (QACL) maintained by the Planning Department archaeologist. The project sponsor shall contact the Department archeologist to obtain the names and contact information for the next three archeological consultants on the QACL. The archeological consultant shall undertake an archeological testing program as specified herein. In addition, the consultant shall be available to conduct an archeological monitoring and/or data recovery program if required pursuant to this measure. The archeological consultant's work shall be conducted in accordance with this measure at the direction of the Environmental Review Officer (ERO). All plans and reports prepared by the consultant as specified herein shall be submitted first and directly to the ERO for review and comment, and shall be considered draft reports subject to revision until final approval by the ERO. Archeological monitoring and/or data recovery programs required by this measure could suspend construction of the project for up to a maximum of four weeks. At the direction of the ERO, the suspension of construction can be extended beyond four weeks only if such a suspension is the only feasible means to reduce to a less than significant level potential effects on a significant archeological resource as defined in CEQA Guidelines Sect. 15064.5 (a) and (c).</p> <p><i>Consultation with Descendant Communities:</i> On discovery of an archeological site associated with descendant Native Americans, the Overseas Chinese, or other</p>	<p>Project sponsor/archeological consultant at the direction of the Environmental Review Officer (ERO).</p>	<p>During ground-disturbing activities on project site.</p>	<p>Project sponsor to retain a qualified archeological consultant who shall report to the ERO.</p> <p>Date signed affidavit provided to ERO: _____</p> <p><i>If archeological resources encountered:</i></p> <p>Date archeological consultant retained: _____</p> <p>Date ERO consulted: _____</p>

<sup>1</sup> By the term "archeological site" is intended here to minimally include any archeological deposit, feature, burial, or evidence of burial.

**MITIGATION MONITORING AND REPORTING PROGRAM FOR  
 5 THIRD STREET HEARST HOTEL PROJECT**

**NOTE: Each mitigation or improvement measure in this document applies to the proposed project, all variants and all alternatives, unless noted otherwise.**

MEASURES ADOPTED AS CONDITIONS OF APPROVAL	Implementation Responsibility	Mitigation Schedule	Monitoring/Reporting Responsibility	Monitoring Schedule
<p>potentially interested descendant group an appropriate representative<sup>2</sup> of the descendant group and the ERO shall be contacted. The representative of the descendant group shall be given the opportunity to monitor archeological field investigations of the site and to offer recommendations to the ERO regarding appropriate archeological treatment of the site, of recovered data from the site, and, if applicable, any interpretative treatment of the associated archeological site. A copy of the Final Archaeological Resources Report shall be provided to the representative of the descendant group.</p> <p><i>Archeological Testing Program.</i> The archeological consultant shall prepare and submit to the ERO for review and approval an archeological testing plan (ATP). The archeological testing program shall be conducted in accordance with the approved ATP. The ATP shall identify the property types of the expected archeological resource(s) that potentially could be adversely affected by the proposed project, the testing method to be used, and the locations recommended for testing. The purpose of the archeological testing program will be to determine to the extent possible the presence or absence of archeological resources and to identify and to evaluate whether any archeological resource encountered on the site constitutes an historical resource under CEQA.</p> <p>At the completion of the archeological testing program, the archeological consultant shall submit a written report of the findings to the ERO. If based on the archeological testing program the archeological consultant finds that significant archeological resources may be present, the ERO in consultation with the archeological consultant shall determine if additional measures are warranted. Additional measures that may be undertaken include additional archeological testing, archeological monitoring, and/or an archeological data recovery program. No archeological data recovery shall be undertaken without the prior approval of the ERO or the Planning Department archeologist. If the ERO determines that a significant archeological resource is present</p>				<p>_____</p> <p>Date FARR approved by ERO: _____</p>

<sup>2</sup> An “appropriate representative” of the descendant group is here defined to mean, in the case of Native Americans, any individual listed in the current Native American Contact List for the City and County of San Francisco maintained by the California Native American Heritage Commission and in the case of the Overseas Chinese, the Chinese Historical Society of America. An appropriate representative of other descendant groups should be determined in consultation with the Department archeologist.

**MITIGATION MONITORING AND REPORTING PROGRAM FOR  
 5 THIRD STREET HEARST HOTEL PROJECT**

**NOTE: Each mitigation or improvement measure in this document applies to the proposed project, all variants and all alternatives, unless noted otherwise.**

MEASURES ADOPTED AS CONDITIONS OF APPROVAL	Implementation Responsibility	Mitigation Schedule	Monitoring/Reporting Responsibility	Monitoring Schedule
<p>and that the resource could be adversely affected by the proposed project, at the discretion of the project sponsor either:</p> <ul style="list-style-type: none"> <li>A) The proposed project shall be re-designed so as to avoid any adverse effect on the significant archeological resource; or</li> <li>B) A data recovery program shall be implemented, unless the ERO determines that the archeological resource is of greater interpretive than research significance and that interpretive use of the resource is feasible.</li> </ul> <p><i>Archeological Monitoring Program.</i> If the ERO in consultation with the archeological consultant determines that an archeological monitoring program shall be implemented the archeological monitoring program shall minimally include the following provisions:</p> <ul style="list-style-type: none"> <li>▪ The archeological consultant, project sponsor, and ERO shall meet and consult on the scope of the AMP reasonably prior to any project-related soils disturbing activities commencing. The ERO in consultation with the archeological consultant shall determine what project activities shall be archeologically monitored. In most cases, any soils- disturbing activities, such as demolition, foundation removal, excavation, grading, utilities installation, foundation work, driving of piles (foundation, shoring, etc.), site remediation, etc., shall require archeological monitoring because of the risk these activities pose to potential archaeological resources and to their depositional context;</li> <li>▪ The archeological consultant shall advise all project contractors to be on the alert for evidence of the presence of the expected resource(s), of how to identify the evidence of the expected resource(s), and of the appropriate protocol in the event of apparent discovery of an archeological resource;</li> <li>▪ The archeological monitor(s) shall be present on the project site according to a schedule agreed upon by the archeological consultant and the ERO until the ERO has, in consultation with project archeological consultant, determined that project</li> </ul>				



**MITIGATION MONITORING AND REPORTING PROGRAM FOR  
 5 THIRD STREET HEARST HOTEL PROJECT**

**NOTE: Each mitigation or improvement measure in this document applies to the proposed project, all variants and all alternatives, unless noted otherwise.**

MEASURES ADOPTED AS CONDITIONS OF APPROVAL	Implementation Responsibility	Mitigation Schedule	Monitoring/Reporting Responsibility	Monitoring Schedule
<p>construction activities could have no effects on significant archeological deposits;</p> <ul style="list-style-type: none"> <li>▪ The archeological monitor shall record and be authorized to collect soil samples and artifactual/ecofactual material as warranted for analysis;</li> <li>▪ If an intact archeological deposit is encountered, all soils-disturbing activities in the vicinity of the deposit shall cease. The archeological monitor shall be empowered to temporarily redirect demolition/excavation/pile driving/construction activities and equipment until the deposit is evaluated. If in the case of pile driving or deep foundation activities (foundation, shoring, etc.), the archeological monitor has cause to believe that the pile driving or deep foundation activities may affect an archeological resource, the pile driving or deep foundation activities shall be terminated until an appropriate evaluation of the resource has been made in consultation with the ERO. The archeological consultant shall immediately notify the ERO of the encountered archeological deposit. The archeological consultant shall make a reasonable effort to assess the identity, integrity, and significance of the encountered archeological deposit, and present the findings of this assessment to the ERO.</li> </ul> <p>Whether or not significant archeological resources are encountered, the archeological consultant shall submit a written report of the findings of the monitoring program to the ERO.</p> <p><i>Archeological Data Recovery Program.</i> The archeological data recovery program shall be conducted in accord with an archeological data recovery plan (ADRP). The archeological consultant, project sponsor, and ERO shall meet and consult on the scope of the ADRP prior to preparation of a draft ADRP. The archeological consultant shall submit a draft ADRP to the ERO. The ADRP shall identify how the proposed data recovery program will preserve the significant information the archeological resource is expected to contain. That is, the ADRP will identify what scientific/historical research questions are applicable to the expected resource, what data classes the</p>				

**MITIGATION MONITORING AND REPORTING PROGRAM FOR  
 5 THIRD STREET HEARST HOTEL PROJECT**

**NOTE: Each mitigation or improvement measure in this document applies to the proposed project, all variants and all alternatives, unless noted otherwise.**

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<p>resource is expected to possess, and how the expected data classes would address the applicable research questions. Data recovery, in general, should be limited to the portions of the historical property that could be adversely affected by the proposed project. Destructive data recovery methods shall not be applied to portions of the archeological resources if nondestructive methods are practical.</p> <p>The scope of the ADRP shall include the following elements:</p> <ul style="list-style-type: none"> <li>▪ <i>Field Methods and Procedures.</i> Descriptions of proposed field strategies, procedures, and operations.</li> <li>▪ <i>Cataloguing and Laboratory Analysis.</i> Description of selected cataloguing system and artifact analysis procedures.</li> <li>▪ <i>Discard and Deaccession Policy.</i> Description of and rationale for field and post-field discard and deaccession policies.</li> <li>▪ <i>Interpretive Program.</i> Consideration of an on-site/off-site public interpretive program during the course of the archeological data recovery program.</li> <li>▪ <i>Security Measures.</i> Recommended security measures to protect the archeological resource from vandalism, looting, and non-intentionally damaging activities.</li> <li>▪ <i>Final Report.</i> Description of proposed report format and distribution of results.</li> <li>▪ <i>Curation.</i> Description of the procedures and recommendations for the curation of any recovered data having potential research value, identification of appropriate curation facilities, and a summary of the accession policies of the curation facilities.</li> </ul> <p><i>Human Remains, Associated or Unassociated Funerary Objects.</i> The treatment of human remains and of associated or unassociated funerary objects discovered during any soils disturbing activity shall comply with applicable State and Federal Laws, including immediate notification of the Coroner of the City and County of San Francisco and in the event of the Coroner's determination that the human remains are Native American remains, notification of the California State Native American Heritage Commission (NAHC) who shall appoint a Most Likely Descendant (MLD)</p>				

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<p>(Pub. Res. Code Sec. 5097.98). The ERO shall also be immediately notified upon discovery of human remains. The archeological consultant, project sponsor, ERO, and MLD shall have up to but not beyond six days after the discovery to make all reasonable efforts to develop an agreement for the treatment of human remains and associated or unassociated funerary objects with appropriate dignity (CEQA Guidelines. Sec. 15064.5(d)). The agreement should take into consideration the appropriate excavation, removal, recordation, analysis, curation, possession, and final disposition of the human remains and associated or unassociated funerary objects. Nothing in existing State regulations or in this mitigation measure compels the project sponsor and the ERO to accept recommendations of an MLD. The archeological consultant shall retain possession of any Native American human remains and associated or unassociated burial objects until completion of any scientific analyses of the human remains or objects as specified in the treatment agreement if such as agreement has been made or, otherwise, as determined by the archeological consultant and the ERO. If no agreement is reached State regulations shall be followed including the reinterment of the human remains and associated burial objects with appropriate dignity on the property in a location not subject to further subsurface disturbance (Pub. Res. Code Sec. 5097.98).</p> <p><i>Final Archeological Resources Report.</i> The archeological consultant shall submit a Draft Final Archeological Resources Report (FARR) to the ERO that evaluates the historical significance of any discovered archeological resource and describes the archeological and historical research methods employed in the archeological testing/monitoring/data recovery program(s) undertaken. Information that may put at risk any archeological resource shall be provided in a separate removable insert within the final report.</p> <p>Once approved by the ERO, copies of the FARR shall be distributed as follows: California Archaeological Site Survey Northwest Information Center (NWIC) shall receive one (1) copy and the ERO shall receive a copy of the transmittal of the FARR to the NWIC. The Environmental Planning division of the Planning Department shall receive one bound, one unbound and one unlocked, searchable PDF copy on CD of the FARR along with copies of any formal site recordation forms (CA DPR 523 series) and/or documentation for nomination to the National Register of Historic Places/California Register of Historical Resources. In instances of high public interest</p>				

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<p>in or the high interpretive value of the resource, the ERO may require a different final report content, format, and distribution than that presented above.</p>				
<p><b>M-CR-3: Tribal Cultural Resources Interpretive Program</b>                      If the ERO determines that a significant archeological resource is present, and if in consultation with the affiliated Native American tribal representatives, the ERO determines that the resource constitutes a tribal cultural resource (TCR) and that the resource could be adversely affected by the proposed project, the proposed project shall be redesigned so as to avoid any adverse effect on the significant tribal cultural resource, if feasible.                      If the Environmental Review Officer (ERO) determines that preservation-in-place of the TCR is both feasible and effective, then the archeological consultant shall prepare an archeological resource preservation plan (ARPP). Implementation of the approved ARPP by the archeological consultant shall be required when feasible.                      If the ERO, in consultation with the affiliated Native American tribal representatives and the project sponsor, determines that preservation-in-place of the tribal cultural resources is not a sufficient or feasible option, the project sponsor shall implement an interpretive program of the TCR in consultation with affiliated tribal representatives. An interpretive plan produced in consultation with the ERO and affiliated tribal representatives, at a minimum, and approved by the ERO would be required to guide the interpretive program. The plan shall identify, as appropriate, proposed locations for installations or displays, the proposed content and materials of those displays or installation, the producers or artists of the displays or installation, and a long-term maintenance program. The interpretive program may include artist installations, preferably by local Native American artists, oral histories with local Native Americans, artifacts displays and interpretation, and educational panels or other informational displays.</p>	<p>Project sponsor/archeological consultant at the direction of the ERO.</p>	<p>During ground-disturbing activities on project site.</p>	<p>Project sponsor to retain a qualified archeological consultant who shall report to the ERO.</p>	<p><i>If tribal cultural resources encountered:</i>                       Date ERO consulted: _____                       Date ARPP approved by ERO: _____</p>
<p align="center"><b>Noise Mitigation Measures</b></p>				
<p><b>M-NO-1a: Outdoor Fixed Noise Minimization.</b>                      In order to meet the requirements of the Noise Ordinance, a reduction of up to 11 dBA</p>	<p>Project sponsor/building management.</p>	<p>Provide documentation of compliance prior to issuance</p>	<p>Project sponsor, Planning Department.</p>	<p>On-going during project</p>

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<p>would be required during operation of outdoor noise generating equipment for HVAC equipment, and up to 31 dBA would be required for emergency generator use. The project sponsor shall ensure that a combination of the following noise-reducing measures shall be used to meet the requirements:</p> <ul style="list-style-type: none"> <li>• Equipment can be selected with lower noise emission levels. There can be 10 dBA variability among models and manufacturers for equipment achieving the same function and performance;</li> <li>• Equipment can be located away from the property line where feasible; moving equipment to 50 feet instead of 20 feet from the property line could reduce the noise by 8 dBA;</li> <li>• Internal acoustic mufflers can be used to lower exhaust noise emission levels by 3 to 5 dBA;</li> <li>• An acoustic enclosure can be used to reduce the noise by 5 to 20 dBA.</li> </ul> <p>The project sponsor shall provide documentation demonstrating the combination of measures chosen to achieve the required noise reduction to the Planning Department prior to the issuance of the certificate of occupancy.</p>		of certificate of occupancy.		operations.
<p><b>M-NO-1b: 4<sup>th</sup> Floor Terrace Noise Minimization.</b>                      In order to reduce potential noise impacts from hotel guests, visitors, and events held on the 4<sup>th</sup> floor terrace, the project sponsor shall ensure all amplified sound shall be limited to no louder than 69 dBA and 80 dBC at the roof parapet line, irrespective of loudspeaker equipment or configuration.</p>	Project sponsor/building management.	Ongoing after issuance of certificate of occupancy.	Project sponsor, Planning Department.	On-going during project operations.
<p><b>M-NO-1c: Rooftop Deck Noise Minimization.</b>                      In order to reduce potential noise impacts from hotel guests, visitors, and events held on the rooftop deck, the project sponsor shall ensure all amplified sound shall be limited to no louder than 69 dBA and 80 dBC at the east property line just beyond the roof parapet, irrespective of loudspeaker equipment or configuration.</p>	Project sponsor/building management.	Ongoing after issuance of certificate of occupancy.	Project sponsor, Planning Department.	On-going during project operations.

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<p><b><i>Air Quality Mitigation Measure</i></b></p> <p><b>Mitigation Measure M-AQ-2: Construction Air Quality</b></p> <p>The project sponsor or the project sponsor's Contractor shall comply with the following:</p> <p>A. <i>Engine Requirements.</i></p> <ol style="list-style-type: none"> <li>All off-road equipment greater than 25 hp and operating for more than 20 total hours over the entire duration of construction activities shall have engines that meet or exceed either U.S. Environmental Protection Agency (USEPA) or California Air Resources Board (ARB) Tier 2 off-road emission standards, and have been retrofitted with an ARB Level 3 Verified Diesel Emissions Control Strategy. Equipment with engines meeting Tier 4 Interim or Tier 4 Final off-road emission standards automatically meet this requirement.</li> <li>Where access to alternative sources of power are available, portable diesel engines shall be prohibited.</li> <li>Diesel engines, whether for off-road or on-road equipment, shall not be left idling for more than two minutes, at any location, except as provided in exceptions to the applicable state regulations regarding idling for off-road and on-road equipment (e.g., traffic conditions, safe operating conditions). The Contractor shall post legible and visible signs in English, Spanish, and Chinese, in designated queuing areas and at the construction site to remind operators of the two minute idling limit.</li> <li>The Contractor shall instruct construction workers and equipment operators on the maintenance and tuning of construction equipment, and require that such workers and operators properly maintain and tune</li> </ol>	<p>Project sponsor and construction contractor(s)</p>	<p>Construction Emissions Minimization Plan development to occur prior to issuance of a demolition, grading, or building permit. Monitoring to occur during project construction.</p>	<p>Project sponsor to submit a Construction Emissions Minimization Plan for approval by the ERO and Environmental Planning. Planning Department to review and approve plan. Project sponsor to submit quarterly reports to Planning Department during construction, and final report six months after construction.</p>	<p>As specified in Construction Emissions Minimization Plan.</p>

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<p>equipment in accordance with manufacturer specifications.</p> <p><i>B. Waivers.</i></p> <p>1. The Planning Department’s Environmental Review Officer or designee (ERO) may waive the alternative source of power requirement of Subsection (A)(2) if an alternative source of power is limited or infeasible at the project site. If the ERO grants the waiver, the Contractor must submit documentation that the equipment used for onsite power generation meets the requirements of Subsection (A)(1).</p> <p>2. The ERO may waive the equipment requirements of Subsection (A)(1) if: a particular piece of off-road equipment with an ARB Level 3 VDECS is technically not feasible; the equipment would not produce desired emissions reduction due to expected operating modes; installation of the equipment would create a safety hazard or impaired visibility for the operator; or, there is a compelling emergency need to use off-road equipment that is not retrofitted with an ARB Level 3 VDECS. If the ERO grants the waiver, the Contractor must use the next cleanest piece of off-road equipment, according to Table A below.</p> <p align="center">Table A – Off-Road Equipment Compliance Step-down Schedule</p> <table border="1" data-bbox="1063 1339 1291 1858"> <thead> <tr> <th>Compliance Alternative</th> <th>Engine Emission Standard</th> <th>Emissions Control</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Tier 2</td> <td>ARB Level 2 VDECS</td> </tr> <tr> <td>2</td> <td>Tier 2</td> <td>ARB Level 1 VDECS</td> </tr> <tr> <td>3</td> <td>Tier 2</td> <td>Alternative Fuel*</td> </tr> </tbody> </table> <p><small>How to use the table: If the ERO determines that the equipment requirements cannot be met, then the project sponsor would need to meet Compliance Alternative 1. If the ERO determines that the</small></p>	Compliance Alternative	Engine Emission Standard	Emissions Control	1	Tier 2	ARB Level 2 VDECS	2	Tier 2	ARB Level 1 VDECS	3	Tier 2	Alternative Fuel*				
Compliance Alternative	Engine Emission Standard	Emissions Control														
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<p>Contractor cannot supply off-road equipment meeting Compliance Alternative 1, then the Contractor must meet Compliance Alternative 2. If the ERO determines that the Contractor cannot supply off-road equipment meeting Compliance Alternative 2, then the Contractor must meet Compliance Alternative 3.                      ** Alternative fuels are not a VDECS.</p> <p>C. <i>Construction Emissions Minimization Plan.</i> Before starting on-site construction activities, the Contractor shall submit a Construction Emissions Minimization Plan (Plan) to the ERO for review and approval. The Plan shall state, in reasonable detail, how the Contractor will meet the requirements of Section A.</p> <p>1. The Plan shall include estimates of the construction timeline by phase, with a description of each piece of off-road equipment required for every construction phase. The description may include, but is not limited to: equipment type, equipment manufacturer, equipment identification number, engine model year, engine certification (Tier rating), horsepower, engine serial number, and expected fuel usage and hours of operation. For VDECS installed, the description may include: technology type, serial number, make, model, manufacturer, ARB verification number level, and installation date and hour meter reading on installation date. For off-road equipment using alternative fuels, the description shall also specify the type of alternative fuel being used.</p> <p>2. The project sponsor shall ensure that all applicable requirements of the Plan have been incorporated into the contract specifications. The Plan shall include a certification statement that the Contractor agrees to comply fully with the Plan.</p> <p>3. The Contractor shall make the Plan available to the public for review on-site during working hours. The Contractor shall post at the construction site a legible and visible sign summarizing the Plan. The sign shall also state that the public may ask to inspect the Plan for the</p>				



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<p>project at any time during working hours and shall explain how to request to inspect the Plan. The Contractor shall post at least one copy of the sign in a visible location on each side of the construction site facing a public right-of-way.</p> <p>D. <i>Monitoring.</i> After start of Construction Activities, the Contractor shall submit quarterly reports to the ERO documenting compliance with the Plan. After completion of construction activities and prior to receiving a final certificate of occupancy, the project sponsor shall submit to the ERO a final report summarizing construction activities, including the start and end dates and duration of each construction phase, and the specific information required in the Plan.</p>				
<p><b>M-AQ-4: Best Available Control Technology for Diesel Generators.</b>                      The project sponsor shall ensure that that backup diesel generator meet or exceed one of the following emission standards for particulate matter: (1) Tier 4 certified engine, or (2) Tier 2 or Tier 3 certified engine that is equipped with a California Air Resources Board (ARB) Level 3 Verified Diesel Emissions Control Strategy (VDECS). A non-verified diesel emission control strategy may be used if the filter has the same particulate matter reduction as the identical ARB verified model and if the Bay Area Air Quality Management District (BAAQMD) approves of its use. The project sponsor shall submit documentation of compliance with the BAAQMD New Source Review permitting process (Regulation 2, Rule 2, and Regulation 2, Rule 5) and the emission standard requirement of this mitigation measure to the Planning Department for review and approval prior to issuance of a permit for a backup diesel generator from any City agency.</p>	Project sponsor.	Prior to issuance of a permit for a backup diesel generator.	Project sponsor shall submit documentation to the Planning Department verifying best available control technology for all installed diesel generators on the project site.	Considered complete upon submittal of documentation to the Planning Department.

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<b>IMPROVEMENT MEASURES FOR THE 5 THIRD STREET HEARST HOTEL PROJECT</b>				
<b>Cultural Resources Improvement Measures</b>				
<p><b>I-CR-A: Historic Resource Documentation.</b>                      Prior to the issuance of demolition or site permits, the project sponsor should undertake Historic American Building Survey (HABS) documentation of the subject property, structures, objects, materials, and surrounding context. The project sponsor should retain a professional who meets the Secretary of the Interior’s Professional Qualifications Standards for Architectural History, as set forth by the Secretary of the Interior’s Professional Qualification Standards (36 CFR, Part 61), to prepare written and photographic documentation of the Hearst Building. The documentation should consist of the following:</p> <ul style="list-style-type: none"> <li>• <i>Measured Drawings:</i> A set of measured drawings that depict the existing size, scale, and dimension of the subject property. Planning Department Preservation staff will accept the original architectural drawings or an as-built set of architectural drawings (plan, section, elevation, etc.). Planning Department Preservation staff will assist the consultant in determining the appropriate level of measured drawings;</li> <li>• <i>HABS-Level Photographs:</i> Either HABS standard large format or digital photography should be used. The scope of the digital photographs should be reviewed by Planning Department Preservation staff for concurrence, and all digital photography shall be conducted according to the latest National Park Service Standards. The photography should be undertaken by a qualified professional with demonstrated experience in HABS photography. Photograph views for the dataset shall include (a) contextual views; (b) views of each side of the building and interior views, where possible; (c) oblique views of the building; and (d) detail views of character-defining features, including features on the interior. All views shall be referenced on a photographic key. This photographic key shall be on a map of the property and shall show the photograph number with an arrow to indicate the direction</li> </ul>	Project sponsor/Planning Department Preservation Staff	Prior to issuance of demolition or site permits.	Project sponsor, Planning Department.	Considered complete once documentation approved prior to granting any demolition or site permit.

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<p>of the view. Historic photographs shall also be collected, reproduced, and included in the dataset; and</p> <ul style="list-style-type: none"> <li>• <i>HABS Historical Report</i>: A written historical narrative and report, per HABS Historical Report Guidelines.</li> <li>• A Print On Demand softcover book should be produced that includes the content of the HABS historical report, historical photos, HABS-level photography, measured drawings and field notes.</li> </ul> <p>The project sponsor should transmit such documentation, in both printed and electronic form, to the History Room of the San Francisco Public Library, San Francisco Architectural Heritage, and the Northwest Information Center of the California Historical Information Resource System. All documentation will be reviewed and approved by the San Francisco Planning Department's Preservation Coordinator prior to granting any demolition or site permit.</p>				
<p><b>I-CR-B: Construction Best Practices for Historic Resources.</b></p> <p>The Project Sponsor should incorporate into construction specifications for the proposed project a requirement that the construction contractor(s) use all feasible means to avoid damage to the historic masonry and terra cotta cladding at 5 Third Street and 190 Stevenson Street as well as the brick and terra cotta cladding at 17-29 Third Street. This should include: staging of equipment and materials as far as possible from the historic buildings to limit damage; using techniques in the selective demolition and all construction activity that creates the minimum feasible vibration; maintaining a buffer zone when possible between heavy equipment and historic resource(s); enclosing construction scaffolding to avoid damage from falling objects or debris; and ensuring appropriate security to minimize risks of vandalism and fire. These construction specifications should be submitted to the Planning Department for review and approval by Preservation staff along with the Site Permit Application.</p>	Project sponsor/Planning Department Preservation Staff	Submitted to Planning Department along with Site Permit Application.	Project sponsor/Planning Department.	Submitted to Planning Department for review and approval by Preservation Staff along with site permit.
<b>Transportation and Circulation Improvement Measures</b>				
<p><b>I-TR-A: Coordination of Large Deliveries and Trash Pick-up.</b></p> <p>The project's building management will coordinate with building tenants and delivery</p>	Project sponsor/building management	Ongoing after issuance of certificate of occupancy.	Project sponsor, Planning Department.	On-going during project

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<p>services to minimize deliveries and moving activities of truck with lengths exceeding 40 feet during peak passenger loading periods and to use the existing metered curbside commercial loading spaces along the Stevenson Street project frontage, thereby reducing activity during the peak hour for loading and reducing the potential for double parking of delivery or trash vehicles within the travel lane adjacent to the project site on Stevenson Street (in the event that the existing or proposed on-street loading spaces are occupied), which will result in minimum conflict with other loading activity, traffic, bus circulation, or pedestrians walking in the immediate vicinity of the project. Although many deliveries cannot be limited to specific hours, the building management will work with tenants to find opportunities to consolidate deliveries and reduce the need for peak-period deliveries, wherever possible.</p>				operations.
<p><b>I-TR-B: Construction Truck Deliveries During Off-Peak Periods.</b>                      The project sponsor and their construction contractor(s) will limit construction truck deliveries to the hours between 9:00 a.m. and 3:30 p.m. weekdays (or other times) as provided for in the conditions of Special Traffic Permits, thereby minimizing disruption of the general traffic flow on adjacent streets during the weekday a.m. and p.m. peak periods. If required by the SFMTA, the use of flaggers at the intersection of Third and Stevenson Streets will be used to manage pedestrian traffic when construction vehicles are present, in order to expedite their entry onto Stevenson Street and prevent construction vehicles from queuing along Third Street.                      As part of the city review of the construction logistics plan a designated staging area will be identified, if needed, for any construction vehicles waiting to enter the construction site on Stevenson Street, in order to prevent any conflicts with transit vehicles on Third Street.</p>	Project sponsor and construction contractor(s).	Prior to the issuance of a grading, excavation, or building permit and ongoing during project construction.	Project sponsor and construction contractor(s) to submit construction logistics plan for construction to the SFMTA for review and approval.	On-going during project construction.
<p><b>I-TR-C: Construction Updates for Nearby Residents and Businesses.</b>                      To minimize construction impacts on access to nearby residents and businesses, the project sponsor and their construction contractor(s) will provide regularly-updated information (typically in the form of website, email and/or list-serve, and on-site postings) regarding project construction activities and schedule (e.g., travel lane closures), as well as including contact information for specific construction inquiries or concerns. This notification will be coordinated with other notification required for</p>	Project sponsor and construction contractor(s).	Ongoing during project construction.	Addition of the Planning Department's Development Performance Coordinator to the e-mail list for construction updates is considered verification that the requirement for regular	On-going during project construction.

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construction activities for example, noisy construction activities or night noise permits.			e-mail notice to neighbors is being met.	

# EXHIBIT D

Form 10-168f  
New

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

## CONDITIONS SHEET

Historic Preservation Certification Application

Part 2

Property Name: Hearst Building

Project Number: 35701

OHP Ref. # 537.9-38-0246

Property Address: 5 Third Street, San Francisco, CA 94103

The rehabilitation of this property as described in the Historic Certification Application will meet the Secretary of the Interior's Standards for Rehabilitation provided that the following condition(s) is/are met:

### Historic Lobby

Original glass side walls must remain intact. If physical connections are required between the historic lobby and the rest of the ground floor areas, the openings must be provided in locations that have the least impact on the main lobby (e.g. walls within the niches flanking the elevators). Submit revised plans for review and approval.

### Corridors

Existing door locations must remain in place per the 9/27/18 response drawings. Decommissioned door locations (further than 5'-0" away from any existing or new door locations) must remain in place as blank doors). Submit revised plans for review and approval.

### Main Elevator Penthouse Height

A definitive height for the main elevator penthouse must be provide for review and approval, along with line-of-site views to determine the visibility of the height increase. The new stair and access door to elevator machine room must not be visible from the public right of way (including views towards the building from Market and Kearny).


### Undeveloped and Future Work

This review does not extend to work not submitted or fully described or detailed, including but not limited to: all Hearst Building and 17-29 Third St. rooftop and related landscape work, overall interior improvements (including ground floor and typical upper floors), interconnected stairway between the second and third floors, systems and services, signage, lighting, and any future work not yet contemplated as part of the project, details of which have not been submitted for review and approval to the State Historic Preservation Office and the National Park Service (NPS).

Federal regulations governing this program require evaluation of the entire project. This approval may be superseded if it is found that the overall rehabilitation does not meet the Secretary's Standards. Submit drawings and project descriptions as the project is further developed and information regarding any additional work for review as soon as available to ensure conformance of the overall project with the Secretary's Standards.

11/9/2018

Date

  
Julianne Polanco, CA SHPO

Timothy Brandt, Architectural Review Unit (916-445-7049)

State Contact Telephone Number

The National Park Service has determined that this project will meet the Secretary of the Interior Standards for Rehabilitation if the condition(s) listed in the box above are met.

Date

National Park Service Signature

<b>NUMBER</b> <b>3</b>	<b>ISSUES:</b>	
<input checked="" type="checkbox"/>	Additions, including rooftop <b>New rooftop development and height increases</b>	<input type="checkbox"/> Alteration of significant exterior features or surfaces
<input checked="" type="checkbox"/>	Alteration, removal, or covering of significant interior finishes or features <b>Historic lobby alterations; upper floor corridor impacts</b>	<input type="checkbox"/> Adjacent new construction, extensive site work, or demolition of adjacent structures
<input type="checkbox"/>	Changes to significant interior spaces or plan features (including circulation patterns).	<input type="checkbox"/> Window replacements on any major elevation that do not match historic configuration, material, and profiles
<input type="checkbox"/>	Damaging or inadequately specified masonry treatments	<input checked="" type="checkbox"/> Other (Explain) <b>Not all work fully described or detailed</b>

**NUMBER 4** Basis for Recommendation. Focus on how the issues checked in NUMBER 3 are being addressed. Where denial is recommended, explain fully. Comment on noteworthy aspects of the project, including any technical or design innovations, or creative solutions.

**STATE EVALUATION OF PROJECT & CONCERNS:**

This project involves the rehabilitation and adaptive reuse of the Hearst Building constructed in 1910 and an interconnected adjacent non-historic building, 17-29 Third Street constructed in 1911. The buildings will be converted from office and retail use into hotel and retail use. Although the original historic lobby in the Hearst Building will remain operable, the new main hotel entrance will be at the alley (south) elevation of 17-29 Third Street.

Work will consist of: overall rehabilitation work, including exterior cleaning; selective demolition to accommodate the new uses; storefront and window work (including the installation of new interior acoustical sash and replacement of wire glazing with clear glass); roof work, including installation of a roof terrace on the roof of 17-29 (connected to 4th floor level of Hearst Building), activation of the Hearst rooftop level, and increasing the height of the existing main elevator penthouse and construction of new penthouses; infill of a non-visible lightwell with two floors of new construction; a seismic retrofit, including new shear walls that block selective windows (most notably on the recessed Stevenson Street side elevation); new systems and services; lighting; accessibility, and; extensive interior improvements.

Of primary concern is the proposed non-compliant work at the historic lobby, as well as work involving the typical upper floor corridors, rooftops, and the extent of work not yet developed and/or submitted for review.

It appears that the overall project may be deemed to meet the Standards if the enclosed recommendations and conditions are successfully incorporated into the project and the work is further developed and detailed in accordance with the Standards.

**See Continuation and Conditions Sheets.**

INNOVATIVE SOLUTIONS/NOTEWORTHY ASPECTS:  
 new technical process       creative design solution       noteworthy project

See attachments:     plans     specifications     photographs     other:    **Exhibits**

Items sent separately:     plans     specifications     photographs     other:

Other documentation on file in State:

**NPS COMMENTS:**

Number 4	Basis for recommendation: Continued: <b><u>STATE EVALUATION OF PROJECT AND CONCERNS:</u></b>
-------------	---

**Review Notes**

An initial Part 2 received on 12/27/17 was not complete enough to commence review and was placed on hold (1/19/18) pending a more sufficiently developed application. A more complete Part 2 application received on 7/13/18 superseded the original submittal. Based on the review of this second submittal, an RFI was issued on 8/2/18 outlining project concerns. A response to this RFI was received on 10/11/18 (with revised drawings dated 9/27/18). Therefore this review is based both on the second submittal and work described in that submittal as well as revisions to certain scopes of work as described in the response submittal.

Of primary concern are the proposed new openings in the historic lobby which do not meet the Standards. There are also concerns over the impacts of the new use on the upper floor corridors, and the rooftop scopes of work. Additional concerns exist over the amount of work not sufficiently described or detailed in the application and the impact of that work on the historic character of the building and in the context of the overall project.

**Primary concern**

- Historic lobby.

**Secondary concerns**

- Upper floor corridors.
- Hearst building rooftop.
- 17-29 Third Street rooftop (4<sup>th</sup> floor terrace).

**Additional concerns**

- Incomplete information
  - Interior improvements.
  - Lighting.
  - Signage.

**Primary concern**Historic lobby

The proposed new openings on each of the historic lobby's front section side walls do not meet the Standards. To bring this work into compliance, any connections required by the new use must be located and designed to have minimal impact on the lobby (e.g. in one of the walls within the niches flanking the elevators). New or enlarged openings in the niche walls are possible as long as the openings are designed to be compatible with the historic character of the lobby, and have a cased opening appearance.

***See Condition.***



Number 4
-------------

Basis for recommendation: Continued:

**STATE EVALUATION OF PROJECT AND CONCERNS:****Secondary concerns****Upper floor corridors**

Of concern with the originally proposed corridor work was the relocation of doors on floors six through twelve to fit the new program layout, and the impact of that relocation on the existing marble wainscot (e.g. removal, cutting and resizing, etc.). The original proposal also removed all door locations that were not needed by the new use and infilled them with marble (instead of leaving the openings and installing blank doors).

**Notes**

- The response to the RFI package provided a more compatible solution by retaining most of the doorways in their original location (albeit with new doors). This would preserve more of the marble in its original location (and prevent it from being resized to accommodate the new door locations and reduce the need to infill areas where the doors are being removed).
- It would appear that many of the door locations that are no longer needed to facilitate the new use could remain in place as fixed in place blank doors to further reduce the need for marble infill.

***See Condition.*****Hearst building rooftop**

Of concern is the visibility of the height increase and added stairway and door to the main elevator penthouse.

The build-out of the rooftop for active use involves: the demolition of several penthouses, including a gabled historic office suite structure; construction of new penthouses, increasing the height of the existing main elevator penthouse and installation of a new access stair and door; interior and exterior tenant improvements, and; landscaping.

**Notes**

- The historic office suite is not visible from the street and although it has some extant character defining features, the structure as a whole does not appear to retain enough integrity that its removal would be cause to deny the overall project.
- While the existing stair penthouse (to be demolished) is visible from certain views of the building, this penthouse will be demolished as part of the project. The existing main elevator penthouse will be increased to accommodate elevator access to the roof or 13<sup>th</sup> floor (the elevators currently only go to the 12<sup>th</sup> floor). The consultant has stated that the new elevator penthouse height will be 2'-0" feet below the height of the existing stair penthouse, however an exact dimension has not been provided.

Number 4
-------------

Basis for recommendation: Continued:

**STATE EVALUATION OF PROJECT AND CONCERNS:****Hearst building rooftop, continued****Concern**

- The drawings are not definitive on the height of the added construction (dimensions range from +5 feet to +6.5 feet). Concern exists over the visibility of the added height if the new height of the main elevator penthouse is approximate to the existing stair penthouse height.

**See Condition.****17-29 Third Street rooftop (4<sup>th</sup> floor terrace)**

Of concern is the approach to the window to door conversion on the south elevation (Stevenson St. elevation) of the Hearst Building at the new 4<sup>th</sup> floor terrace, and the final detailing of the proposed hardscape and landscape features.

**Strong Recommendation**

- Retaining the original (two) window openings (heights and widths) and designing the two new door assemblies to better take advantage of the existing openings would appear more compatible than the proposed infilling of the openings to accommodate new narrower doors and patching the terra cotta. However it does appear that these two locations are not visible from the street.

**Condition**

- Submit more developed plans and specifications for review and approval to ensure compatibility of the final hardscape and landscape scopes of work.

**Incomplete information**

A determination of the following work cannot be made based on the information and level of drawings submitted.

**Interior improvements**

All tenant improvements must be submitted for review and approval.

**Concerns**

- Of particular concern are all ground floor improvements including but not limited to all interior finishes, ceiling work, the new openings between the two buildings and the related interconnecting stair and lift must be described and detailed.
- The design of the interconnecting stair between the 2<sup>nd</sup> and 3<sup>rd</sup> floor office areas does not meet the Standards as indicated on the submitted drawings. The plans indicate what appears to be a full height wall intersecting a window on the primary corner elevation. The stair design must be revised to be compatible and drawings submitted reflecting that change.

Number 4
-------------

Basis for recommendation: Continued:

**STATE EVALUATION OF PROJECT AND CONCERNS:****Incomplete information, continued**Lighting

Provide a description and specifications for all light fixtures. Cut sheets must be provided for all exterior fixtures, as well as any interior light fixtures in a public space.

Signage

A full description and drawings for all proposed signage must be submitted for review and approval.

***See Conditions (for all incomplete, undeveloped, and future work).***

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

Historic Preservation Certification Application

State Historic Preservation Office Review & Recommendation Sheet

Rehabilitation - - Part 2/Part 3

Project Number: 35701

NUMBER <b>1</b>	<b>Hearst Building</b>	OHP Ref. # 537.9-38-0246
--------------------	------------------------	--------------------------

5 Third Street

(Property)  
San Francisco, San Francisco County, CA 94103

Certified Historic Structure?  yes  pending

**Part 1 approved 12/29/17**

Type of Request:  Part 2  
 Part 3 (Part 2 previously reviewed)  
 Part 3 (Part 2 not previously reviewed)  
 **ONE** Amendment

Date application received by State 12/5/2018

Date(s) additional information requested by State \_\_\_\_\_, 12/6/2018

Complete information received by State 12/7/2018

Date transmitted to NPS 12/18/2018

Property visited by State staff?  yes\*\* \_\_\_\_\_ rehab.  
(before) (during) (after)

Preliminary done  
 Non-standard billing

**SHPO REVIEW SUMMARY**

Fully reviewed by SHPO

No outstanding concerns  
**(on this Amendment)**

Owner informed of SHPO recommendation

In-depth NPS review requested  
**(along with previously submitted Part 2)**

**\*\*Site visit on 9/11/18**

NUMBER <b>2</b>	STATE RECOMMENDATION: <u>Timothy J. Brandt</u> , who meets the Secretary of the Interior's Professional Qualification Standards, has reviewed this application.
--------------------	--

The Project  meets the Standards. **\*\*\*for work as revised and described in this Amendment.**

meets the Standards\* *only* if the attached conditions are met.

does not meet **currently** Standard number(s) \_\_\_\_\_ for the reasons listed on reverse.

warrants denial for lack of information.

This application is being forwarded without recommendation.

For completed work previously reviewed, check as appropriate:  
 completed rehabilitation conforms to work previously approved.

completed rehabilitation differs substantively from work previously approved (describe divergences from Part 2 application on reverse)

12/18/18

Date Julianne Polanco, California State Historic Preservation Officer

<b>NUMBER</b> 3	<b>ISSUES:</b>	<b>Amendment 1</b>
<input type="checkbox"/>	Additions, including rooftop	<input type="checkbox"/> Alteration of significant exterior features or surfaces
<input type="checkbox"/>	Alteration, removal, or covering of significant interior finishes or features	<input type="checkbox"/> Adjacent new construction, extensive site work, or demolition of adjacent structures
<input type="checkbox"/>	Changes to significant interior spaces or plan features (including circulation patterns).	<input type="checkbox"/> Window replacements on any major elevation that do not match historic configuration, material, and profiles
<input type="checkbox"/>	Damaging or inadequately specified masonry treatments	<input checked="" type="checkbox"/> Other (Explain) <b>Response to Part 2 SHPO Conditions Page</b>

<b>NUMBER</b> 4	Basis for Recommendation. Focus on how the issues checked in NUMBER 3 are being addressed. Where denial is recommended, explain fully. Comment on noteworthy aspects of the project, including any technical or design innovations, or creative solutions.
<b>STATE EVALUATION OF PROJECT &amp; CONCERNS:</b>	

This amendment responds to the Part 2 SHPO review sent to the NPS on 11/9/18. This submittal provides additional information and revised scopes of work in response to the Conditions listed in the SHPO review.

Based on the submitted information, the following work meets the Standards and successfully meets the Part 2 SHPO conditions outlined on that work: historic lobby, corridors, main elevator penthouse height, rooftop and related landscape work, and the interconnected stairway between the second and third floors.

It should be noted that scopes of work not yet been developed to the extent that their impact can be determined (listed on the Part 2 SHPO conditions page under "Undeveloped and Future Work") remain conditioned.

Based on the information contained in this Amendment (and with the successful resolution of the remaining Part 2 conditions not addressed by this Amendment), the overall project may be deemed to meet the Standards.

---

**INNOVATIVE SOLUTIONS/NOTEWORTHY ASPECTS:**

new technical process       creative design solution       noteworthy project

---

See attachments:     plans     specifications     photographs     other:

Items sent separately:     plans     specifications     photographs     other:

Other documentation on file in State:

**NPS COMMENTS:**



**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

NPS Project Number  
35701

**Instructions:** This page must bear the applicant's original signature and must be dated.

1. **Property name** Hearst Building  
**Property address** 5 Third Street San Francisco San Francisco County, CA 94103

2. **This form**  includes additional information requested by NPS for an application currently on hold.  
 updates applicant or contact information.  
 amends a previously submitted  Part 1  Part 2  Part 3 application.  
 requests an advisory determination that phase \_\_\_\_\_ of \_\_\_\_\_ phases of this rehabilitation project meets the Secretary of the Interior's Standards for Rehabilitation. Phase completion date \_\_\_\_\_  
Estimated rehabilitation costs of phase (QRE) \_\_\_\_\_

Summarize information here; continue on following page if necessary.

This amendment submits revised designs for the historic lobby, roof terraces, new doors in existing window openings providing access to roof terraces, treatment of doors in upper floor corridors, and partitions in altered office spaces on upper floors. It resolves conflicts in previously submitted drawings about the height of the proposed extension of the rooftop elevator machine room. The following Part 2 application blocks are revised: Block 3 Stevenson Street Elevations; Block 12 Annex Roof, Block 13 Rooftop Alterations and Additions; Block 14 Historic Lobby; Block 18 Upper Floor Corridors, and Block 19 Office Spaces.

3. **Project Contact** (if different from applicant)  
Name Frederic Knapp Company Knapp Architects  
Street 99 Mississippi Street City San Francisco State CA  
Zip 94107-2521 Telephone (415) 986-2327 Email Address frederic@knapp-architect.com

4. **Applicant**  
I hereby attest that the information I have provided is, to the best of my knowledge, correct. I further attest that [check one or both boxes, as applicable] (1)  I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011), and/or (2)  if I am not the fee simple owner of the above-described property, the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which (i) either is attached to this application form and incorporated herein, or has been previously submitted, and (ii) meets the requirements of 36 CFR § 67.3(a)(1) (2011). For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 8 years.

Name Jamie Robertson Signature \_\_\_\_\_ Date \_\_\_\_\_  
Applicant Entity Bespoke Hospitality, LLC c/o JMA Ventures, LLC SSN \_\_\_\_\_ or TIN 16-1795765  
Street 460 Bush Street City San Francisco State CA  
Zip 94108-3736 Telephone (650) 690-0345 Email Address jrobertson@jmaventuresllc.com  
 Applicant, SSN, or TIN has changed since previously submitted application.

**NPS Official Use Only**

The National Park Service has reviewed this amendment to the Historic Preservation Certification Application and has determined that the amendment:

- meets the Secretary of the Interior's Standards for Rehabilitation.
- will meet the Secretary of the Interior's Standard for Rehabilitation if the attached conditions are met.
- does not meet the Secretary of the Interior's Standards for Rehabilitation.
- updates the information on file and does not affect the certification.

Advisory Determinations:

- The National Park Service has determined that the work completed in this phase is consistent with the Secretary of the Interior's Standards for Rehabilitation. This determination is advisory only. A formal certification of rehabilitation can be issued only after all rehabilitation work and any associated site work or new construction have been completed. This approval could be superseded if it is found that the overall rehabilitation does not meet the Secretary's Standards. A copy of this form will be provided to the Internal Revenue Service.

Date \_\_\_\_\_ National Park Service Authorized Signature \_\_\_\_\_

NPS conditions or comments attached

**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

Property name Hearst Building NPS Project Number 35701

Property address 5 Third Street San Francisco San Francisco County, CA 94103

---

**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

Property name The Hearst Building NPS Project Number 35701

Property address 5 Third Street San Francisco, San Francisco County CA 94103

**Block 3      Stevenson Street Elevations**

Describe work and impact on feature

Retaining the original window openings and designing the new door assemblies to better take advantage of the existing openings, there will be three door openings to the rooftop terrace of 17-29 Third Street from the fourth floor of the Hearst Building. The original window openings (heights and widths) will be extended to the floor. The existing window frames and sash will be replaced by new painted, metal-clad, wood doors and frames in the openings. The lights of the glazed door leaves will be configured to be visually consonant with the light configuration of the existing windows. Where the existing opening exceeds 48" in width, there will be a 36" door and a fixed side light in order to comply with the building code maximum door width of 48". While the new door at the 9<sup>th</sup> floor terrace will generally not be visible from the right-of-way, the same approach will be taken there to maximize compatibility and reversibility.

Photo numbers N/A

Drawing Nos. PA2.04, PA2.09, PA3.03-4, PA3.10, PA4.04, PH3.04-5



**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

Property name The Hearst Building NPS Project Number 35701

Property address 5 Third Street San Francisco, San Francisco County CA 94103

**Block 12 Roof of the Annex**

Describe work and impact on feature

The drawings have been revised to provide more information about the rooftop terrace at the ninth-floor level, which will be accessed from a new door in the southeast elevation (in the location of an existing window). The roof terrace will have cementitious paving and a row of three glass-fiber-reinforced concrete (GFRC) planters along the railing on its southeast side. The revised drawing shows the location and height of these features and the proposed plant material selections. The new features, including plant materials at full mature height, will not be visible from grade in adjacent blocks.

Photo numbers PA10.24-5

Drawing Numbers PA2.12, PA3.03, PA3.04, PA3.12, PA2.20

**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

Property name The Hearst Building NPS Project Number 35701

Property address 5 Third Street San Francisco, San Francisco County CA 94103

### Block 13 Rooftop Alterations and Additions

Describe work and impact on feature

The elevator machine room will be raised in order to extend the public passenger elevators to the 13<sup>th</sup> floor. (The elevators currently serve floors 1-12; the 13<sup>th</sup> floor can be reached only by stair.) The existing water tower will be removed, as the tank is no longer used. The new height of the elevator machine room will be 4'-4" greater than the existing elevator machine room, or 5'-4" lower than the existing water tower. The access stair to the new machine room—which is required by code—will not be visible from the public right of way in adjacent blocks (including Market and Kearny Streets).

The drawings have been revised to provide more information about the rooftop terrace. The roof terrace, have cementitious paving, a built-in bar approximately X'-Y" high, shrubs and small trees in freestanding planters, and a fire pit. There will be a metal pergola on the northwest side of the new stair/elevator enclosure. The revised drawing shows the location and height of these features and the proposed plant material selections. The new features, including plant materials at full mature height, will not be visible from grade in adjacent blocks.

Photo numbers PA10.24-5

Drawing Nos. PA2.13, PA2.15, PA2.20, PA3.01-5, PA3.10-2, PA3.14

**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

Property name The Hearst Building NPS Project Number 35701

Property address 5 Third Street San Francisco, San Francisco County CA 94103

**Block 14 Historic Lobby**

Describe work and impact on feature

The lobby will be rehabilitated with cleaning and, where the condition of historic features provides the opportunity for rehabilitation, selected repairs. The original glass side walls and gold leaf panels will remain intact. In order to create a physical connection between the lobby and the rest of the ground floor, new openings will be made in the rear walls of the recessed niches which flank the elevator doors. There will be bronze-clad doors and frames in the new openings; the marble threshold will be similar in color to the existing marble flooring in the lobby, though slightly differentiated to convey its non-original status. The glazed doors will have a solid panel at the bottom which matches the height of the adjacent wainscot in the lobby; the doors will have a rubbed bronze finish compatible with the medallions over the elevator doors. There will be a glazed sidelight adjacent to each door.

The security guard's desk, fire alarm annunciator, and other non-original devices and features will be removed. The historic finishes, mail chutes, and chandeliers will be rehabilitated and cleaned. The roll-down door at the main stair will be removed and the jambs and head of the opening patched as needed.

The new stair from the basement to the ground floor and the private office serving the front desk will be built south of the historic lobby. The location of these new features has been adjusted in the revised scheme.

Photo numbers 43 a&b, 44 a&b

Drawing Numbers PA1.01, PA2.01, PA4.04

**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

Property name The Hearst Building NPS Project Number 35701

Property address 5 Third Street San Francisco, San Francisco County CA 94103

**Block 18 Upper Floor Corridors**

Describe work and impact on feature

New door openings will be added on floors 2 to 12 where needed for the new guest room layout. Where existing doors located 5'-0" or more from the nearest door on either side are no longer needed, the historic door leaf will be left in place but fixed shut, with a solid wall infilled behind it. The door knob will be removed, and other alterations will be made as required by the fire marshal in order to make it clear to first responders that the door is not operable. Where an existing door that is no longer needed is less than 5'-0" from another door that is part of the new partition layout, the door leaf will be removed and the opening infilled. The marble wainscot panels will be moved or infilled to close the opening. On floors 6 to 12 where the marble wainscot or flooring are missing, salvaged material will be installed to increase the integrity of the corridor finishes.

The finishes in the corridors on floors 2 to 5 were installed in the 1960s or later; these will be replaced with finishes more compatible with the original corridors on floors 6 to 12. The walls will have a wainscot of painted wood the same height as the marble wainscot on floors 6 to 12, with vertical panel joints at spacing similar to that seen in the original marble wainscot on floors 6 to 12. The base and the border of the floor will be porcelain tile that is compatible with the corresponding stone on floors 6 to 12. The carpet runner will match the new runner at the historic corridors. (The non-historic extensions of the corridors on floors 6 to 12 will have the same new finishes.)

Photo numbers N/A

Drawing Numbers PA2.02-12, PA20.2a-b

**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

Property name The Hearst Building NPS Project Number 35701

Property address 5 Third Street San Francisco, San Francisco County CA 94103

## Block 19 Office Spaces

Describe work and impact on feature

The new partitions on floors 2 to 13 will not intersect with existing windows. Partitions perpendicular to exterior walls will be configured so that they are far enough from the windows to allow interior trim and finishes to be completed. The interconnecting stair between the 2<sup>nd</sup> and 3<sup>rd</sup> floor office areas will be located so that its walls do not intersect with any windows on the 2<sup>nd</sup> or 3<sup>rd</sup> floors. Partitions have been also been adjusted on floors 4 to 12 so that the wall at the electrical room adjacent to the service elevator lobby will not intersect with the east-facing window.

The drawings have been revised to show full partition layouts on all levels.

Photo numbers N/A

Drawing Numbers PA2.02-12

**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

Property name The Hearst Building NPS Project Number 35701

Property address 5 Third Street San Francisco, San Francisco County CA 94103

**Block 26 17-29 Third Street**

Describe work and impact on feature

The drawings have been revised to provide more information about the rooftop terrace and the balcony adjoining the fourth-floor guest room at the south corner of the Hearst Building. The main roof terrace, accessed from the fourth floor of the Hearst Building on its northeast side, will have cementitious paving, built-in benches approximately 1'-6" high, shrubs and small trees in freestanding planters, and two fire pits. The revised drawing shows the location and height of these features and the proposed plant material selections. The new features, including plant materials at full mature height, will not be visible from grade in adjacent blocks.

Photo numbers PA10.24-5

Drawing Numbers PA2.03, PA2.20



**HEARST BUILDING**

**Image # 43a**  
**Niche on north side of lobby.**

**Photograph by Knapp Architects, 2018**



**HEARST BUILDING**  
**Image #43b**  
**Detail of north niche.**

**Photograph by Knapp Architects, 2018**





**HEARST BUILDING**

**Image #44a**

**Niche on south side of lobby. Existing door from niche partially visible at right is roughly 30" wide.**

**Photograph by Knapp Architects, 2018**



**HEARST BUILDING**

**Image 44b**

**Detail of south niche. Annunciator panel and light fixture are not original.**

**Photograph by Knapp Architects, 2018**

# EXHIBIT E

## HISTORIC STRUCTURE REPORT



# The Hearst Building and 17-29 Third Street

September 2018

Knapp Architects

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## I. INTRODUCTION

The Hearst Building, also historically known as the Examiner Building, was constructed between 1909-1911, following the destruction of the original Hearst Building that occupied the site in the 1906 earthquake and fire. Home to the San Francisco Examiner, the flagship publication of the Hearst Corporation and beginning of William Randolph Hearst's publishing career. As seen today this building represents the combined efforts of the New York architecture firm Kirby, Petit and Green and architect Julia Morgan. The Hearst Building is significant for its association with the reconstruction of San Francisco after the 1906 earthquake and fire, with the life and career of William Randolph Hearst, and with Julia Morgan as a work of a master; it is also a significant representative of an office building designed in the Renaissance Revival style. The adjoining building, 17-29 Third Street was not found to be individually eligible to the California Register, although it has been determined to be a contributing property in a historic district eligible to the California Register. Because it was on the same parcel as the Hearst Building by the time the Downtown Plan and Article 11 of the Planning Code were adopted and under common ownership since the 1940s, 17-29 Third Street is also covered by the Category I designation in Article 11 and is therefore individually significant for the purposes of the Planning Code.

### Summary

The property contains two buildings, now connected for use as one, which remain largely in their original use: retail at the ground floor and office on the upper floors. (The *San Francisco Examiner*, which originally occupied more than half of the Hearst Building, moved out more than 50 years ago.) Though the interiors of both buildings have been heavily altered, as has the ground floor exterior of 17-29 Third Street, the exteriors retain a high degree of historical integrity. The most heavily altered exterior feature is the storefront; at the Hearst Building its historical integrity could be increased by removing incompatible alterations and reversing inappropriate modifications. The ground floor exterior of 17-29 Third Street is not well enough documented historically to allow for an effort to re-create its



Construction of the Hearst Building, ca. 1909. Note framing for original sheet metal cornice. Courtesy the Hearst Corporation.



historical appearance. Removal of the existing, largely inappropriate, ground floor exterior would allow construction of more compatible features. While there are many conditions where historically significant features and materials are deteriorated, damaged, or soiled the character-defining features of the property have been maintained regularly with appropriate materials and methods, so that rehabilitation can focus primarily on cleaning and localized repairs.

### Purpose

The subject of this report is the Hearst Building property on Lot 57 in Block 3707 at Third and Market Streets in San Francisco. Knapp Architects prepared this historic structure report (HSR) for Bespoke Hospitality, LLC as requested by the San Francisco Planning Department as a supplement to the Historic Resource evaluation completed by Page & Turnbull, and to inform and assist future development of the building. The HSR has been compiled with excerpts from previous studies and additional information to supplement those findings. This study addresses the exterior and interior of the building, including an abbreviated description of service and storage spaces along with the longer discussion of public and programmatic spaces.



The Hearst Building, 2016, looking southeast. (Knapp Architects photograph.)

An HSR is commonly prepared to evaluate the existing conditions and historic status of a potential historic resource prior to the commencement of any major rehabilitation, restoration, or any other work that may affect the resource. According to the National Park Service's cultural management guidelines:

A Historic Structure Report (HSR) is prepared whenever there is to be a major intervention into historic structures or where activities are programmed that affect the qualities and characteristics that make the property eligible for inclusion in the *National Register*. The report consists of the collection, presentation, and evaluation of anthropological/archeological, historical and architectural/engineering research findings on a historic or pre-historic structure, and their setting...It analyzes and records all periods of construction (not just significant periods), modifications, source materials, building techniques, other evidence of use, and setting.<sup>1</sup>

<sup>1</sup> "NPS-28: Cultural Resource Management Guideline." UC Berkeley 2020 LRDP EIR Continuing Best Practice CUL-2-a states in part: "If a project could cause a substantial adverse change in features that convey the significance of a primary or secondary resource, an Historic Structures



Annex (190 Stevenson Street), looking northeast, 2017. (Knapp Architects photograph.)

This study describes the context and building history; physical description and a list of character-defining features of the buildings; evaluation of significance and integrity to determine eligibility to the California Register of Historical Resources; description of existing conditions; and recommendations for treatment of historic fabric.

This HSR includes three parts: Introduction, Developmental History, and Treatment and Work Recommendations; the appendix contains additional information and documents. Following the Introduction is the Developmental History, which provides historical background on the design and construction of the Hearst Building and 17-29 Third Street. This section also includes thumbnail sketches of William Randolph Hearst and Herman Levy, and architects Petit & Green and Arthur Ehrenfort. The Physical Description follows, covering the Hearst

Building and 17-29 Third Street separately. The following section, Evaluation of Significance, evaluates the eligibility of the two buildings for listing in the California Register of Historical Resources. Significance diagrams are presented in the appendix. The third part of the report, Treatment and Work Recommendations, begins with a Conditions Assessment, which contains a concise description of the condition of the primary historically important features and materials of each building. The final section, Treatment and Work Recommendations, discusses how to clean, repair, and rehabilitate important features and materials in order to retain the most significant aspects of the Hearst Building, as well as general maintenance information. Original drawings and historic photographs are included in the appendix.

### **Recommendations for Treatment and Use**

The great majority of the exterior has not been altered; it would be problematic to make major changes to the exterior, especially the facades on Market and Third Streets. Except for the historic lobby and the private upper floor corridors of the Hearst Building, most of the interior of both buildings has been heavily modified, in many cases multiple remodeling projects have occurred. Future alterations of these non-original spaces will

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Assessment (HSA) would be prepared.” University of California, Berkeley 2020 LRDP EIR, Volume 1, 4.4-54.



not detract from the ability of the property to convey its significance if the new design is compatible with the character of the original design.

In general, significant features and materials are in Fair condition or better. It is not necessary in most cases to use harsh materials and techniques to clean them. It does not appear that wholesale replacement of features



Typical upper floor elevator lobby, Hearst Building.  
(Knapp Architects photograph.)

such as window sash, terra cotta units, stone (interior or exterior) will be necessary to a substantial extent if at all. All these materials can be repaired where localized damage and deterioration exist using well-proven materials and techniques without altering their appearance or jeopardizing their long-term stability. Industry-standard practices would include treatment of historic fabric in accordance with methods adopted by the National Park Service. Specifically, work shall be guided by *Preservation Brief* publications applicable to the various materials and conditions found on site.

Among the specific areas and features proposed for alteration are:

- The gable-roofed conference suite on the 13<sup>th</sup> floor attributed to Julia Morgan and apparently added in 1938 when she redesigned the entry portal and other parts of the façade. This space is not visible from any street and is not highly conspicuous even from higher levels of nearby buildings.
- The storefronts, where non-historic alterations are targeted for rehabilitation to make the storefront more compatible with the building. Historic storefront features, such as the iron surrounds and cornices, are proposed for retention and rehabilitation.
- Three roof-top levels, where terraces are proposed for two of the three existing roofs on the site. These rooftop alterations would either not be visible or would have minimal public visibility from the street.
- The ground floor interior, which would be remodeled extensively to become the hotel lobby and food-and-beverage spaces. The existing main lobby, the three passenger elevators now in daily use, and the stair behind the historic lobby elevators would remain in use as the primary means for building users to access the upper floors. The fourth elevator cab would be fixed permanently at the lobby level.
- Two new openings would be made in the main lobby by relocating a total of eight panels of the embossed gold wall finish. The panels would be relocated to the

second floor corridor. The new openings in the lobby would connect through to the expanded ground floor areas of the hotel and restaurant.

- The upper floor office spaces would be extensively reconfigured as hotel guest rooms (and meeting and service spaces).

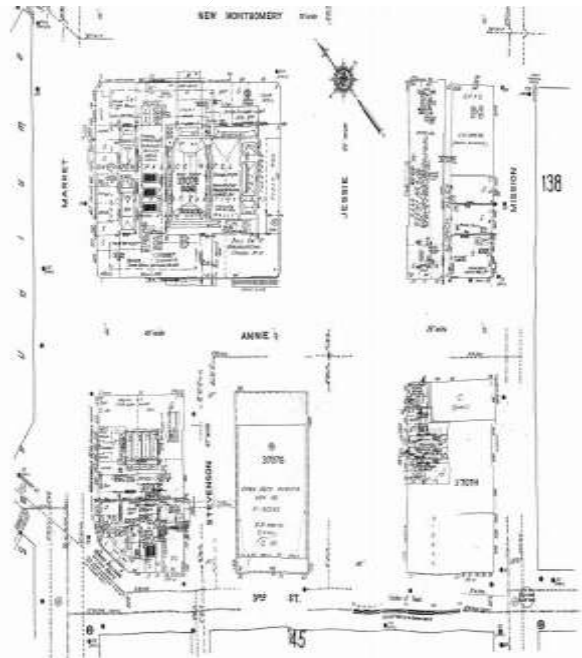
The proposed changes would improve the condition of many historically significant features and materials, and would allow the buildings to retain their historic character overall, although they would result in a significant change of use and removal of some historic fabric.

### Project Data

This Historic Structures Report (HSR) was prepared for Bespoke Hospitality, LLC for submittal to the San Francisco Planning Department and as a tool for design of the proposed rehabilitation and future maintenance of the building.

### Location

The property is located on the southeast corner of the intersection of Market and Third Streets; along Third Street it extends to Stevenson Street. The lot, Assessor's parcel 3707-057 has a chamfered corner at its northwest edge where the final stretch of Third Street turns to align with Kearny Street and the north-of-Market street grid. The property was originally two different buildings built for two separate owners, but in 1947 the Hearst Corporation acquired the smaller building at 17-29 Third Street and connected its upper floors to the interior of the Hearst Building; the separate parcels of the two buildings were merged between 1960 and 1968 (Assessor records do not contain the precise year).



Historic Sanborn map, mid 1990s; subject property is at lower left. Market Street is on left side of map. (San Francisco Property Information Map.)

### Project Information

Bespoke Hospitality, in partnership with the Hearst Corporation, is developing a project to rehabilitate the property and convert it to hotel use. Since the original construction, there has not been an overall or partial structural upgrade, nor a system-wide replacement of the heating, plumbing, electrical, or telecommunications systems. The proposed project would include a seismic upgrade and all-new building systems.

### Current Historical Status

This section recaps the national, state, and local listings and designations of the property.

### California Status Codes

The State of California's Office of Historic Preservation ("SHPO") in Sacramento created



Top floor of the Annex (190 Stevenson Street), south elevation. (Knapp Architects photograph.)

the status codes more than 40 years ago to provide a shorthand tool indicating the historical designation or significance applied to properties statewide through the many listings, surveys, and designations performed by local, state, and national agencies as well as private groups and individuals. The current version of the codes was devised in 2003 to reflect contemporary historical resources practice and the creation of the California Register of Historical Resources.

### Existing Ratings

Individual Significance: Hearst Building (5 3<sup>rd</sup> St. and 190 Stevenson St.)

#### Existing Ratings

Article 11 Preservation Designation:

- Located within the New Montgomery-Mission- Second Street Conservation District.
- Under Article 11 of the San Francisco Planning Code, it is designated as a Category I - Significant Building. This means the building is at least 40 years old, judged to be individually important and has excellent or very good architectural design.

#### Previous Evaluations

1976 DCP Survey

- Rating: 3
- Rating scale ranges from -2 (not significant) to 5 (very significant)

1978 Foundation for San Francisco Architectural Heritage

- B- Major Importance
  - Four categories, A-D
  - A being the highest importance to D with minor or no importance.

2008 DPR Form

- Significant under Criterion 1 for association with reconstruction after the 1906 earthquake and fire; Criterion 2 for association with the life and career of William Randolph Hearst; and Criterion 3 as an excellent example of Renaissance Revival style architecture and the work of a master, Julia Morgan.

#### 2012 Transit Center District Historic Resource Survey Update

- Rating 3S, 3CD
  - 3S: Appears eligible for the National Register of Historic Places (NR) as an individual property through survey evaluation
  - 3CD: Appears eligible for the California Register of Historical Resources (CR) as a contributor to a CR-eligible district through a survey evaluation

#### 2012 National Register

- Rating:
  - 3S: Appears eligible for NR as an individual property through survey evaluation

Individual Significance: 17-29 Third Street

#### Existing Ratings

This building does not have separate ratings in many surveys. However, Carey & Co. specifically evaluated 17-23 3<sup>rd</sup> Street in 2010, as it was combined with the Hearst Building into a single assessor's parcel before ratings were applied.

#### Previous Evaluations

##### 1997 DPR form (Michael Corbett)

- States: "The building appears to be eligible for the NRHP under Criterion C at the local level...This is the last building known to survive which housed a newspaper bar."

##### 2010 DPR form (Carey & Co.)

- Not significant under Criteria A and B. Needs more research to document the history of newspaper bars and the prevalence in the city. 3DC: Appears eligible for the CR as a contributor to a CR-eligible district through a survey evaluation
- The DPR form states that the building is not individually eligible for the National Register of Historic Places, but does appear to be eligible as a contributor to a proposed historic district. This survey also found the Hearst Building eligible as a district contributor.

### Historic Districts

The property is located in the New Montgomery-Mission-Second Street Conservation District listed in Article 11 of the San Francisco Planning Code. It is classified as a Category I-Significant building, but is also a contributor to the conservation district. The Planning Department has confirmed that Article 11 designation applies both to the Hearst Building and to 17-29 Third Street.

The 17-29 Third Street building was assessed by Carey & Co. in 2010 as a contributor to a potential historic district eligible for listing in the California Register (but not individually eligible). Similarly, Tim Kelley of Kelley & VerPlanck concluded in the 2008 Transit Center District Plan Historic Resource Survey that the building was eligible as a contributor to a historic district.





Light court, looking west. Windows in the main stair are visible at center. (Knapp Architects photograph.)

While this report includes information which would be useful in devising a maintenance program, it is not a maintenance plan.

The research included primary and secondary documents. The references cited in this report are not exhaustive; future study and design may require the use of specialized information not consulted or not available for this report.

This study generally uses the National Register of Historic Places Criteria. The National Register is the official federal roster of historic properties worthy of preservation; the Keeper of the Register and the National Park Service (NPS) prepares the criteria under which potential resources are evaluated for inclusion in the Register. The NPS, state agencies, and other government and professionals in private practice have relied on the National Register Criteria for decades to determine whether properties are historically significant, and to identify the level of significance, area(s) of significance, and historical context(s) of eligible properties. The criteria provide invaluable guidance and authoritative consistency in determining whether resources retain their historical integrity and what their character-defining features are. The National Register Criteria underlie

### **Methodology**

The information contained in this report was compiled from site observations conducted by the primary preparers, background documents, and previous studies. The study team observed the building, recording conditions in digital images and survey files. The survey did not include physical testing or use sensing instruments. Where recommendations are offered for rehabilitation or further study, they are based on general experience in architecture, and do not replace a conservation report, which may be needed for particular features and conditions.

The study team did not perform research about the condition and modes of deterioration of the materials. Testing, structural evaluations, and conservation assessments where recommended in this study would provide the information needed to identify specific causes of damage and materials and methods for correcting it.



the hierarchy of significance and the assessment of condition used in this HSR for components and elements.

When evaluating the significance and condition of buildings, architectural historians typically use a rating scale to rank the relative architectural and historic value of components of a building – its rooms or spaces as well as individual features. The typical rating scale employs four categories: "Very Significant," "Significant," "Contributing," and "Non-Contributing." The use of the terms "Very Significant" or "Significant" here does not necessarily equate to the same meaning for those words as they are used in the context of the California Environmental Quality Act (CEQA). The fact a space or feature is called "Very Significant" or "Significant" in the Historic Structure Report does not of necessity mean that the alteration or removal of that space or the entire structure would meet the CEQA criteria for what is called a "Significant impact on the environment." For this HSR, the four categories are defined as follows:



Main stair, typical upper run with cast iron pans. (Knapp Architects photograph.)

Very Significant (VS)

- The element was built during the period of significance.
- It is architecturally significant.
- It contributes significantly to the overall character.
- It remains intact or with only minor alterations.
- It is in good condition.
- VS elements are highly sensitive to change.

Significant (S)

- The element was built during the period of significance, but
  - It is of secondary importance,
  - It has been altered, and/or
  - It is in fair or poor condition, or
- The element was not built during the period of significance, but is architecturally significant.
- S elements are sensitive to change.

Contributing (C)

- The element was built during the period of significance, but is not architecturally significant, or
- The element was not built during the period of significance, but is architecturally compatible with the original.

Non-Contributing (NC)

- The element was not built during the period of significance, or
- It has been subjected to major additions or incompatible alterations, or
- It is incompatible in style, material, scale, character or use with the original building, or
- It is in poor condition.
- NC elements are not particularly sensitive to change.

Condition

A visual appraisal of the current condition of building elements:

Excellent (E)

- The element is in near original condition.

Good (G)

- The element is mostly intact.

Fair (F)

- The element is showing signs of wear or deterioration.

Poor (P)

- The element is badly damaged, missing, or not functioning.

Unknown (U)

- The element is not accessible for inspection.

**PART II DEVELOPMENTAL HISTORY**

**Historical Context**

(Per guidance from the Planning Department, this HSR does not include the historical development from the establishment of Native American cultures through the early development of San Francisco.)

*New Montgomery, Mission and Second Street Conservation District*

The following excerpt is from the Department of Parks and Recreation (DPR) 523 District (D) form, completed by Kelley & VerPlanck Historical Resources Consulting in 2008 (please note, the period of significance was updated in 2012 by the Planning Department to be 1906-1933).



*Although the recovery of the greater South of Market Area to prequake levels took more than a decade following 1906, the proposed New Montgomery, Mission and Second Street Historic District—which had functioned as a southerly extension of the central business district since the 1870s—recovered quite rapidly. Before reconstruction could begin, wrecked buildings had to be demolished and the ruins carted away, insurance claims settled, title questions resolved, land resurveyed, building permits acquired, and materials and contractors secured. Owners of buildings that had been damaged but not entirely destroyed had to decide whether to salvage the remaining structure or build anew.*

*Reconstruction of the proposed historic district began with an initial flurry of building activity between 1906 and 1913, with more construction occurring after the First World War between 1918 and 1920, and culminating with a major real estate boom in the mid-1920s. The 1913-15 Sanborn maps covering the proposed district illustrate substantial changes in*

*comparison with the 1899 maps. West of 1st Street along Mission and Howard and the intersecting numbered streets, the 1913-15 Sanborn maps illustrate many substantial new and reconstructed steel and heavy timber-frame loft buildings housing light manufacturing, paper companies, printers and binderies, and wholesale warehouses. Some were pre-quake survivors such as the Wells Fargo Building at 71-85 2nd Street, which was restored in 1907. By 1908, the Aronson Building, which still stands at 700 Mission Street, was outfitted with a new interior. The Sharon Estate, owners of the Palace Hotel at Market and New Montgomery, decided to demolish the shell of the original 1873 hotel and replace it with an entirely new modern structure designed by the New York firm of Trowbridge & Livingston in 1909. In contrast, the owners of the more heavily damaged Rialto Building, constructed in 1902 according to plans drawn up by Meyer & O'Brien, decided to repair their fire-gutted building. Many more*



Original Hearst Building at Third and Market Streets, before 1906 earthquake. (Digital image provided by Brennan Zerbe, building manager, as taken from Hearst Corporation Archives.)

*buildings within the historic district were newly constructed between 1906 and 1910. The vast majority were designed in the American Commercial style with spare Renaissance-Baroque ornamentation. Substantial concentrations of these buildings, most ranging between three and seven stories and of steel or heavy timber frame construction, went up in rapid succession along 2nd, Howard, and Mission Streets. Although built on a budget, most were architect-designed and of high-quality if mass-produced materials. Examples include the Kentfield & Esser Building at 48 2nd Street (1907), the Drexler Estate Building at 121 2nd Street (1907), the Mercedes Building at 531 Howard Street (1906), and the Veronica Building at 647 Mission Street (1947).*

*As before the earthquake, the most valuable real estate in the district included the parcels along Market and New Montgomery Streets. Much of the land in this area remained in the hands of wealthy investors, family estates, and realty companies such as the Sharon Estate Company. Formed in 1885 by Francis G. Newlands after the death of Nevada Senator William Sharon (former business partner of William C. Ralston), the Sharon Estate rebuilt the Palace Hotel in 1909, the Sharon Building in 1912, and many of the more significant buildings along New Montgomery*



Looking south on Third Street from Market Street, with Hearst Building at left. Note original 1910 entry portal and storefront. (Digital image provided by Brennan Zerbe as taken from Hearst Corporation Archives.)

*Street. The Palace and the Sharon Building still stand, as do most of the post-quake buildings along New Montgomery Street. The continued integration of the South of Market Area into the central business district between 1906 and 1929 is reflected in several skyscrapers built along both Mission and Market Streets between 1906 and 1910, including the Metropolitan Trust and Savings Bank at 625 Market Street (1907), the Hearst Building at 691 Market Street (1909), and the Spreckels Building at 703 Market Street (1898, rebuilt 1907). The intersection of Third and Mission evolved into another important locus of building activity in the district, eventually bracketed on three corners by important early skyscrapers, including the rebuilt Aronson Building on the northwest corner of Third and Mission (1903, rebuilt 1907) and the Williams Building on the opposite corner (1907).*

*The initial flurry of post-quake reconstruction was followed by a brief recession. By the end of the First World War, construction had picked up again, with several substantial new office buildings and hotels constructed in the district. Notable examples include the new Call Building at 74 New Montgomery Street (1914) and the Santa Fe Building at 601 Market Street (1917). After subsiding for several more*



New Montgomery-Market-Second Street Conservation District Boundaries. (San Francisco Planning Code.)

*years, the market picked up again in the early 1920s. By the 1920s, concrete construction had become the predominant building material due to its strength and durability, resistance to earthquake and fire damage, and ability to provide large and open unobstructed workspaces. Several notable concrete commercial loft and industrial buildings were erected on the few remaining empty lots toward the southern edge of the historic district, the most notable of which is the Philips Van Orden Building at 234 1st Street. Concrete was also well-adapted to the architectural styles popular during the 1920s, including the Spanish Colonial Revival and Art Deco styles. In addition to the Philips Van Orden Building, the Volker Building at 625 Howard (1929) is the most important example of Art Deco design in the district. It is also the last contributor built within the district, its first component completed right before the Stock Market Crash of that*

*year. The ensuing Depression and Second World War essentially put a stop to new construction in the proposed district until the late 1950s.<sup>2</sup>*

*“Newspaper Angle”*

*Northwest of the subject building is the intersection of 3rd, Kearny, and Market streets, once known as “Newspaper Angle” in the late nineteenth and early twentieth centuries. The intersection was home to the showplace headquarters of three major newspapers: the San Francisco Examiner at 5 3rd Street (built 1898 by A.C. Schweinfurth), the San Francisco Call at 703 Market Street (built 1898 by the Reid brothers), and the San Francisco Chronicle at 690 Market Street (built 1889 by Burnham & Root, rebuilt in 1909 to a new design by the firm Kirby, Petit & Green). The chamfered corner of the Examiner building at 5 3rd Street (today known as the Hearst Building) also lent to the moniker, “Newspaper Angle.” The location was ideal; Market Street was the main boulevard of the city, Kearny Street was the main retail shopping street, and 3rd Street was the main traffic artery leading into the city from the Peninsula. The intersection’s central location facilitated the rapid distribution of newspapers throughout the city. It was also a prime business address; buildings featured rentable office space.<sup>3</sup>*

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<sup>2</sup> Kelley & VerPlanck, pgs. 7-8.

<sup>3</sup> Rand Richards, “Historic Walks in San Francisco: 18 Trails Through the City’s Past,” Heritage House Publishers (2002), pg. 221.

*The three buildings all suffered heavy damage in the 1906 earthquake and fires. The Call and Chronicle buildings were rehabilitated (and later remodeled), while the Examiner building was rebuilt to a new Spanish*



West façade of 17-29 Third Street, with a portion of the Hearst Building at left. The current iteration of the bar in 17-29 Third Street is called the Lark. (Knapp Architects photograph.)

*Revival design. In 1937 master architect Julia Morgan remodeled the Examiner building in a Renaissance Revival style. Morgan remodeled the façade, lobby, and entranceway, and built a penthouse apartment at the twelfth floor and a rooftop apartment.<sup>4</sup> Newspaper operations continued at the intersection of Market, Kearny, and 3rd streets for much of the early twentieth century. Ultimately, the Call moved its offices in the 1920s, the Chronicle moved in 1924, and the Examiner moved in 1965.*

*Newspaper Bars*

*In a 1997 DPR 523B (Building) form, Michael Corbett suggested that 17-29 3rd Street is eligible for the National Register under Criterion C as “the last building known to survive which housed a newspaper bar, a legendary type of establishment in San*



The Local Edition bar in the basement of the Hearst Building. (Knapp Architects photograph.)

<sup>4</sup> Please see the section “Rooftop Penthouse Apartment and Former Lunchroom.” There was no apartment on the 12<sup>th</sup> floor.

Francisco.”<sup>5</sup> Corbett did not provide substantiating evidence or sources on newspaper bars.

*The newspaper bar was understood as a hangout for reporters, editors and production workers that attracted a melting pot of clientele. The San Francisco Chronicle references “newspaper bar” 25 times between the years 1936 and 2015; however, none of the bars appear to have been located at 17-29 3rd Street. The city’s most commonly referenced newspaper bars were: the M&M, Jerry and Johnny, Hanno’s, Breen’s and the Tempest.<sup>6</sup> The M&M was located at 5th and Howard, Jerry and Johnny was located at 3rd and Mission and Hanno’s was located at 5th and Mission. These bars were popular hangouts for newspaper men (and women) from approximately the 1930s to the 1960s.<sup>7</sup> The relocation of printing presses away from the SoMa neighborhood removed the clientele of newspaper bars and contributed to their decline. Additionally, there has been a shift away from workplace/post-work drinking culture. Resulting financial struggles have led the former bars to be fully renovated or repurposed altogether.*

There is a bar in the basement, Local Edition, which recalls the building’s history as the home of the *Examiner*. Although it has a variety of historic artefacts, such as typewriters and front pages from historic dates, the bar is in an altered space which never served as a bar when the *Examiner* was in the building. The space has been extensively altered, with a new floor plate at the basement level inserted into what was originally a double-height space at the sub-basement level, and does not retain features from its use as a press room.

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<sup>5</sup> Michael Corbett, “Department of Parks and Recreation (DPR) 523B (Building) form,” (31 October 1997).

<sup>6</sup> Breen’s was located at 71 Third Street (<https://www.sfgate.com/bayarea/article/Breen-s-on-Third-Street-comes-under-auctioneer-s-2746535.php>) and the Tempest is at 431 Natoma Street.

<sup>7</sup> Scott Ostler, “Requiem for a Joint,” San Francisco Chronicle (30 October 2000).



## Building History

### The Hearst Building

#### Owner/Developer

At the time that William Randolph Hearst took over the Examiner, the newspaper was operating in a building located on Sacramento Street. After observing the prominent corner at Third and Market Street, William Randolph Hearst purchased the Nucleus Hotel which had occupied the lot since its construction in 1873. In 1898, Hearst tore the Nucleus Hotel down and began construction on the seven-story Hearst Building. This building was designed in the Mission Revival style by New York architect A. C. Schweinfurth.<sup>8</sup>



Portrait of William Randolph Hearst at Hearst Castle, San Simeon. (Knapp Architects photograph.)

In 1906, the first Examiner Building on the subject site was destroyed by the earthquake and fire that devastated nearly two-thirds of the city. In anticipation of a new building, Hearst relocated the Examiner to the Oakland Tribune Building across the bay and telegraphed secretary of War, William Howard Taft for permission to begin clearing away the rubble.<sup>9</sup>

At the time, William Randolph Hearst was on the East Coast serving as a Democratic member of the United States House of Representatives. Hearst remained on the East Coast to rally funding for earthquake victims and for the construction of new public buildings. Hearst introduced joint resolutions to Congress, requesting aid for earthquake and fire sufferers and funding to rebuild the city. Outside of Congress, he raised additional money in New York by organizing benefits at the Academy of Music, Casino, and the Hippodrome. In May, Hearst traveled to San Francisco with his wife to survey the damage in

<sup>8</sup> "The Hearst Building History," *The Hearst Building: A San Francisco Landmark*, Access February 15, 2016, <http://www.hearstbuildingsf.com/history/>.

<sup>9</sup> As Secretary of War, William Howard Taft was responsible for the disaster area.

person. The Hearst family stayed in California for the summer, returning to New York in the fall to campaign for governor.<sup>10 11</sup>

Phoebe Apperson Hearst hired the New York architecture firm, Kirby, Petit and Green to design the new Hearst Building. The new building was to be erected on the site of the old building. Designs for the new building began in 1908. Additional land was acquired for the new building; the lot measured 160 feet by 98 feet.<sup>12</sup> The city-wide destruction caused by the earthquake and fire heavily influenced the designs. The initial designs revealed a concern about seismic disturbances and fire resistance. An article in the *American Architect and Building News* from 1908 summarizes the precautions that were integrated into the design from the foundation type to the choice of cladding. According to the article, the building was to be constructed on steel grillage foundation that would provide stability against seismic forces. The structure of the building consisted of a steel frame, with the belief it would provide some flexibility, and not fail under circumstances similar to the recent earthquake. The selection of exterior cladding was driven by the material's natural fire-resistant qualities.<sup>13</sup>

The full extent of the designs was never fully realized. In the aftermath of the earthquake, the city implemented a height restriction along Market Street and declared the Hearst Building could not be more than 12 stories above the ground. The original design was 18 stories tall with an elaborate 5 story tower and lantern.<sup>14</sup>

In 1938, portions of the building were remodeled based on designs by Julia Morgan. These alterations included redesigning the prominent entryway, elaborate belt courses and detailing of the parapet wall, as well as extensive remodeling of the lobby.<sup>15</sup> Drawings and images were not found indicating what the building looked like prior to Julia Morgan's alterations. Drawings published in the *American Architect and Building News*, February 1908, indicate the intentions to have a prominent entry door with belt courses wrapping the entire way from the Market Street to Third Street façade. Due to the quality of the image, a deeper comparison of design is unable to be completed.

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<sup>10</sup> David Nasaw, *The Chief: The Life of William Randolph Hearst* (New York: Houghton Mifflin Company, 2000), 529.

<sup>11</sup> Ibid. 202-205.

<sup>12</sup> Charles H. Nichols, *The American Architect and Building News*, Vol. 93, No. 1673 (Boston, MA: James R. Osgood & Co., January 1908), 21.

<sup>13</sup> Charles H. Nichols, *The American Architect and Building News*, Vol. 93, No. 1673 (Boston, MA: James R. Osgood & Co., January 1908), 19-23.

<sup>14</sup> Charles H. Nichols, *The American Architect and Building News*, Vol. 93, No. 1673 (Boston, MA: James R. Osgood & Co., January 1908), 19.

<sup>15</sup> "The Hearst Building History," *The Hearst Building: A San Francisco Landmark*, Access February 15, 2016, <http://www.hearstbuildingsf.com/history/>.



Floor plans indicate the Examiner's printing press was originally located in the basement and subbasement stories of the Hearst Building.<sup>16</sup> However, documents found in the Julia Morgan Papers at the Kennedy Library at California Polytechnic University document a printing press located at the site of the parking garage at 45 Third Street. Based on correspondence between Julia Morgan and Engineer, Walter L. Huber it appears that the printing press moved from the Hearst Building



Remnants of printing in sub-basement of the Hearst Building: At left, portion of concrete pedestals where two-story-high press room was located on the north side of the sub-basement and basement. Note underside of corrugated steel decking inserted when the basement floor plate was extended through the former press room; Local Edition bar occupies the northern half of the basement level. Below left, door at south end of sub-basement in the Annex (190 Stevenson Street), which opened into a tunnel under the street, connected to the printing plant where the Hearst Parking Center at 45 Third Street is now located. (Knapp Architects photographs.)



basement to this location in the 1920s.<sup>17</sup> The building was steel frame construction with a basement and two stories above ground. Drawings also indicate a tunnel connecting the printing press with 5 Third Street under Stevenson Street. The entry to a tunnel is still visible in the basement of the Hearst Building.<sup>18</sup>

<sup>16</sup> Kirby, Petit, and Green, "Hearst Building Floor Plans," (Vellum Floor Plans, Hearst Building Archives, 1910).

<sup>17</sup> *Julia Morgan Papers*, on file in the Robert E. Kennedy Library at California Polytechnic University, San Luis Obispo.

<sup>18</sup> *Julia Morgan Papers*, on file in the Robert E. Kennedy Library at California Polytechnic University, San Luis Obispo

**Timeline**

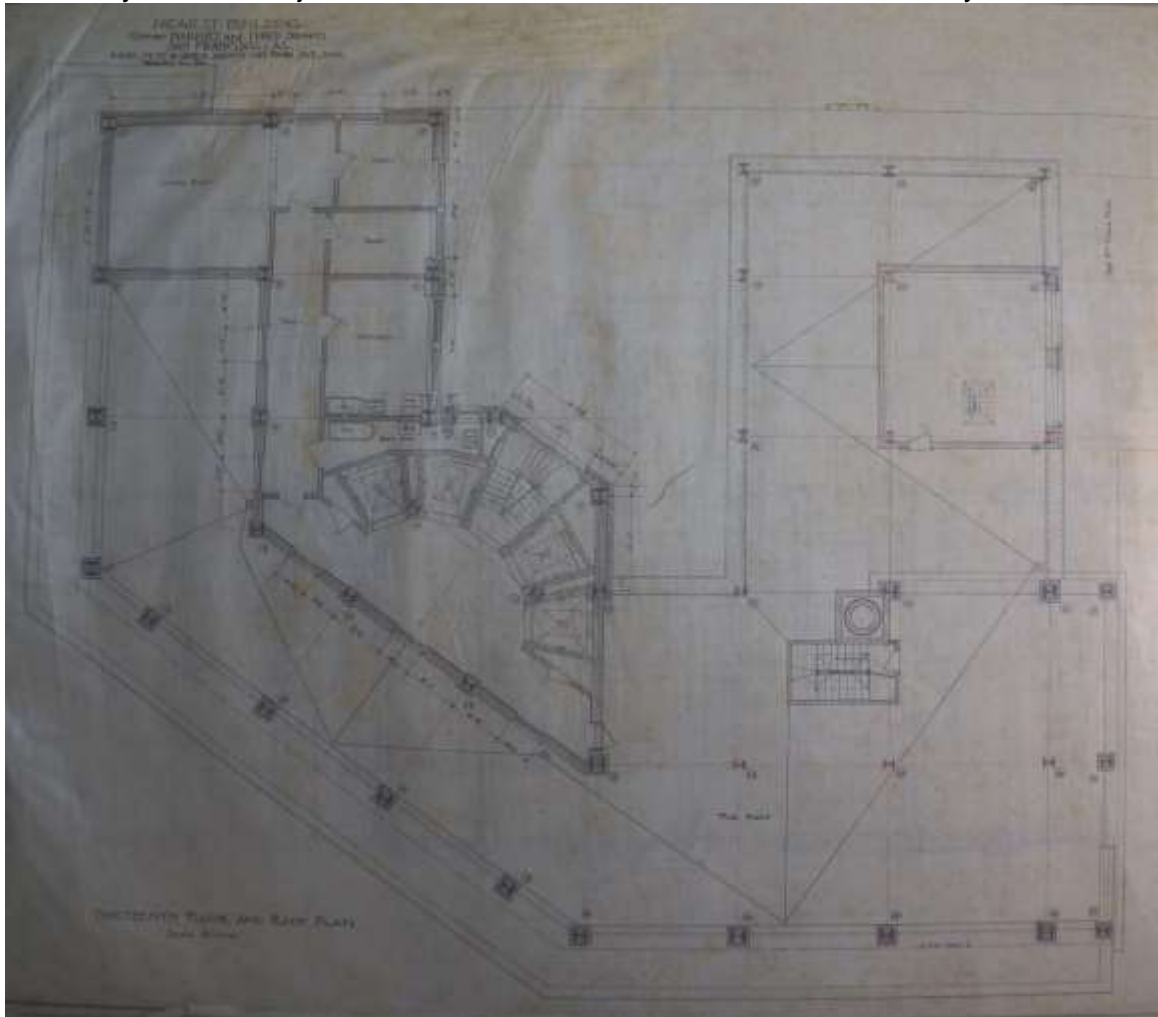
- 1850s George Hearst makes his fortune in mining.
- 1865 The Examiner Newspaper established.
- 1880 George Hearst purchases the small *San Francisco Examiner* as a vehicle of political propaganda.
- 1886 William Randolph Hearst leaves Harvard.
- 1887 George Hearst is persuaded to allow William Randolph Hearst run the San Francisco Examiner, and becomes the “Proprietor.”
- 1889 William Randolph Hearst purchases a lot on the corner of Market and Third Street. The Nucleus Hotel, on the lot, is torn down to build the 7-story Hearst Building, and the San Francisco Examiner moves from building on Sacramento— between Montgomery and Leidesdorff Streets.
- 1895 William Randolph Hearst purchases a second, morning journal, The New York Journal.  
Hearst Moves to New York City.
- 1898 Circulation war between Joseph Pulitzer’s *New York World* and William Randolph Hearst’s *New York Journal* creates the Spanish-American War.
- 1903 Hearst Corporation launches its first magazine, *Motor*.
- 1903-1907 William Randolph Hearst serves two terms in Congress
- 1906 7-story Hearst Building destroyed by the earthquake and fire of 1906.
- 1909 Phoebe Apperson Hearst commissions Kirby, Petit & Green—New York Architecture firm—to design the new building.
- Sept. 1911 The *Examiner* moves into the newly-completed building.
- 1938 Julia Morgan is commissioned to complete a remodel of the Hearst Building’s exterior entryway, lobby, updated elevator interiors, roof parapet wall, belt courses, 13<sup>th</sup> floor lunchroom.
- 1943 Assessor’s lots 47, 48 and 50 (Hearst Building) merged to become lot 47.

- 1947 Hearst purchases the building at 17-29 Third Street.
- 1951 William Randolph Hearst dies.
- 1960 Assessor's parcel maps continue to show separate lots for 5 Third Street (lot 47) and 17-29 Third Street (lot 49)
- 1965 After decades of competition, The *San Francisco Examiner* and the *Chronicle* form a joint operating agreement. The *San Francisco Examiner* relocates to 5<sup>th</sup> and Mission Street, where the *Chronicle* is already housed.
- 1965 Art Gensler Architects are retained to update office layouts and electrical systems at the Hearst Building at 5 Third Street. After the completion, the former newspaper offices are leased to commercial tenants.
- 1966 Contractor Fred Schell removes revolving door at lobby, installs new Herculite entrance doors, permit no. 331728
- 1968 Lots 47 and 49 shown merged as lot 57 on Assessor's maps.
- 1984 Parapet strengthening, Melvyn Green, engineer, permit no. 525153.
- 2004 New interior for T Mobile store, permit no. 1032527.
- 2005 New interior for Starbucks Coffee, permit no. 1075059.
- 2005-2008 Giampolini-Courtney performs masonry rehabilitation of all exterior elevations of the Hearst Building
- 2013 Giampolini-Courtney makes glaze repairs at the exterior terra cotta.

### **Rooftop Penthouse Apartment, Former Lunchroom, Bocce Ball Court**

There are three separate and distinct spaces on the 13<sup>th</sup> floor which were not originally offices. A suite at the northeast corner built in 1911 was reportedly the penthouse apartment of Phoebe Apperson Hearst. A separate suite on the south side of the light court was formerly the lunchroom of the *Examiner* and is now used as conference suite. A room beside the parapet of the Third Street façade, formerly used for storage, is now an indoor bocce ball court. The suite on the south light of the light court and the bocce ball court are not shown on the drawings obtained for this HSR. The suite which was formerly the newspaper's lunchroom has been attributed to Julia Morgan's 1938 project, and the space that is now a bocce ball court is apparently visible in an aerial photograph from 1938.

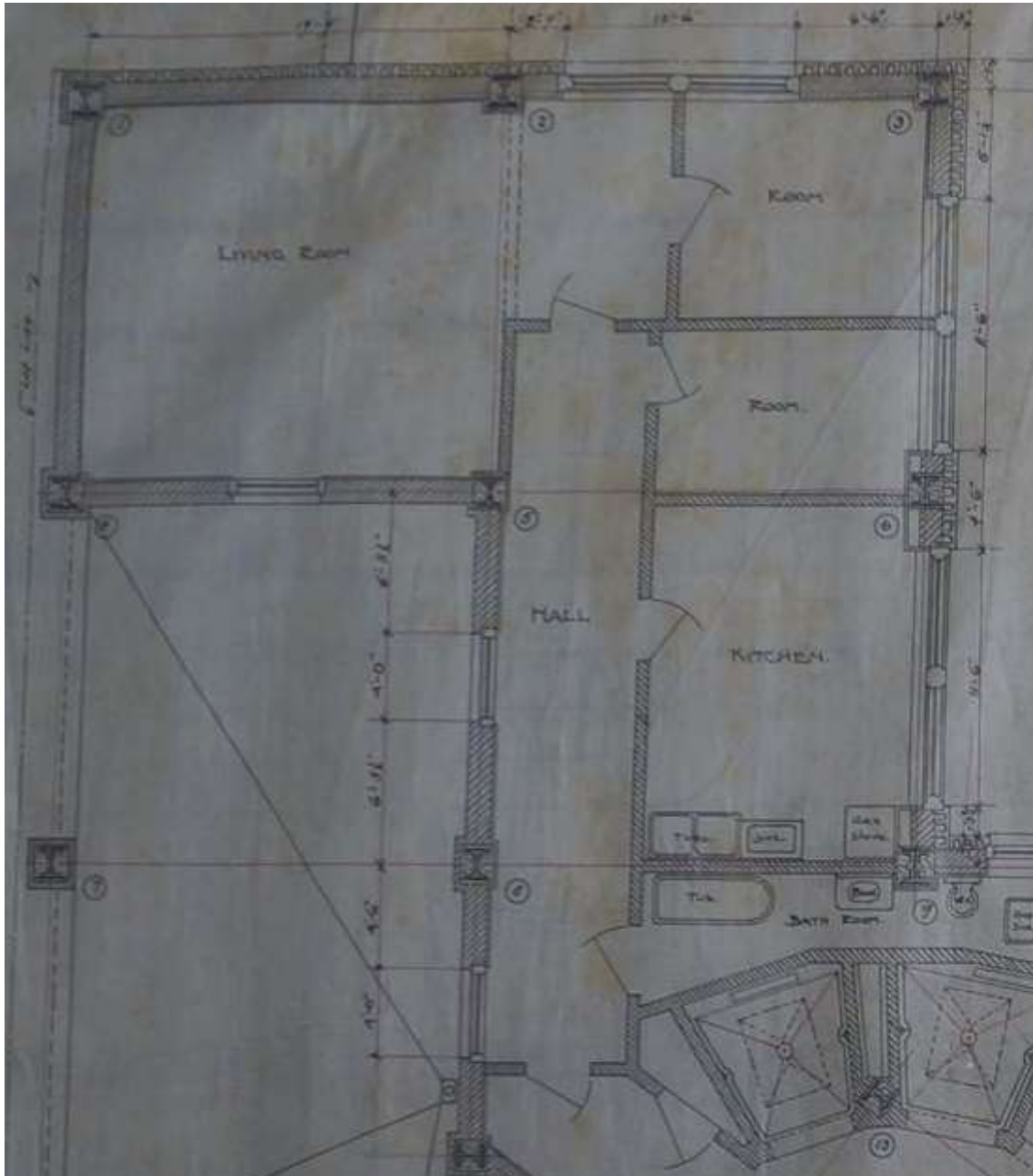
An initial configuration of the 13<sup>th</sup> floor appears on the original 1911 drawings by the architectural firm Kirby, Petit & Green (see drawing below). The configuration included the elevator and stair lobby common to the lower floors with a door to the penthouse at the north and door to the exposed roof area at the south. The penthouse suite at the northeast corner of the building along Market Street included a hallway from the lobby with two windows at the north side and access to a bathroom, kitchen, and two bedrooms at the south side. At the end of the hall, a door opened into a vestibule for the large living room at the north. The roof area to the south was mostly open except for a secondary stair and adjacent stack/chase to the roof and an enclosed utility area with a



Kirby, Petit & Green Architects, Original Vellum Drawing of Thirteenth Floor and Roof Plan, c 1911. See detail below, showing original room labels for apartment at upper left.

skylight above an elevator, flanking offices and a portion of the corridor below. An image of the building in 1911 shows the penthouse structure enclosing the lobby and living unit rising above the original sheet metal cornice. According to Zerbe, this residential suite was used by Phoebe Apperson Hearst. It has been remodeled and is now comprised of two office suites, without any features indicating it was once an apartment.

In 1937 and 1938, Julia Morgan prepared drawings for remodeling the exterior of the Hearst Building (Figures 3-5). The remodeling included replacement of the sheet metal



Detail of 1911 plan for 13<sup>th</sup> floor, showing apartment.

cornice with a taller terra cotta parapet with decorative cornice and revised terra cotta details at the entry and lower stories. The extant drawings do not reflect exactly the built condition but provide a general design. As the primary manufacturer in the area for highly decorative terra cotta, the Gladding McBean Company may have manufactured the terra cotta for the Hearst Building at the time of Julia Morgan's work, but research to date has not yielded Gladding McBean's terra cotta detail drawings.<sup>19</sup> As far as the

<sup>19</sup> Julia Larson, Reference Archivist for the Architecture and Design Collection at the Art, Design & Architecture Museum at the University of California, Santa Barbara, confirmed that their collection does not include any work by Gladding McBean in San Francisco. (Knapp Architects

penthouse development, an aerial view of the Hearst Building in 1938 shows the penthouse structures similar in shape to the 1968 leasing plan including the original 1911 residential unit and lobby, with the freight elevator machine room south of the light court wrapped by a new set of structures/spaces. Although research has not yielded drawings, the added 13<sup>th</sup> floor spaces may have been built at the time of Julia Morgan's intervention. Although the current state of the structures does not wholeheartedly reflect special detailing, some elements such as the west façade of the addition with its wooden element at the roof peak and ceramic tile panel at the base appear consistent with Julia Morgan's work although they may not be readily attributed to her without further documentation. The newer suite attributed to Julia Morgan as part of the 1938 project she designed is entirely separate from the spaces at the northeast corner of the building on the same level which were part of the original construction and are said to have been the apartment of Phoebe Apperson Hearst. The newer space, which is reached from the 13<sup>th</sup> floor lobby by crossing an open roof area, served as the lunchroom for the *Examiner*, according to Zerbe, but is now a conference suite. It was later occupied by an architect, Paul Finwall, and was used little after his departure, according to Zerbe. After its condition deteriorated, the space was renovated in the early 2000s.



Post-earthquake San Francisco Examiner Building, circa 1911. (Digital image provided by Brennan Zerbe as taken from originals in the Hearst Corporation Archives.)

There is a third space on the 13<sup>th</sup> floor that appears to be visible in a 1938 aerial photograph which is now used as an indoor bocce ball court. This space, a single room with a gently-sloped shed roof, is located next to the high parapet of the Third Street façade. Like the 1938 Julia Morgan conference suite, it is accessed from the 13<sup>th</sup> floor lobby via open roof. The existing bocce ball court—a mostly utilitarian interior with artificial turf flooring—was installed in 2005, according to Zerbe. Before that, the space was used for storage.

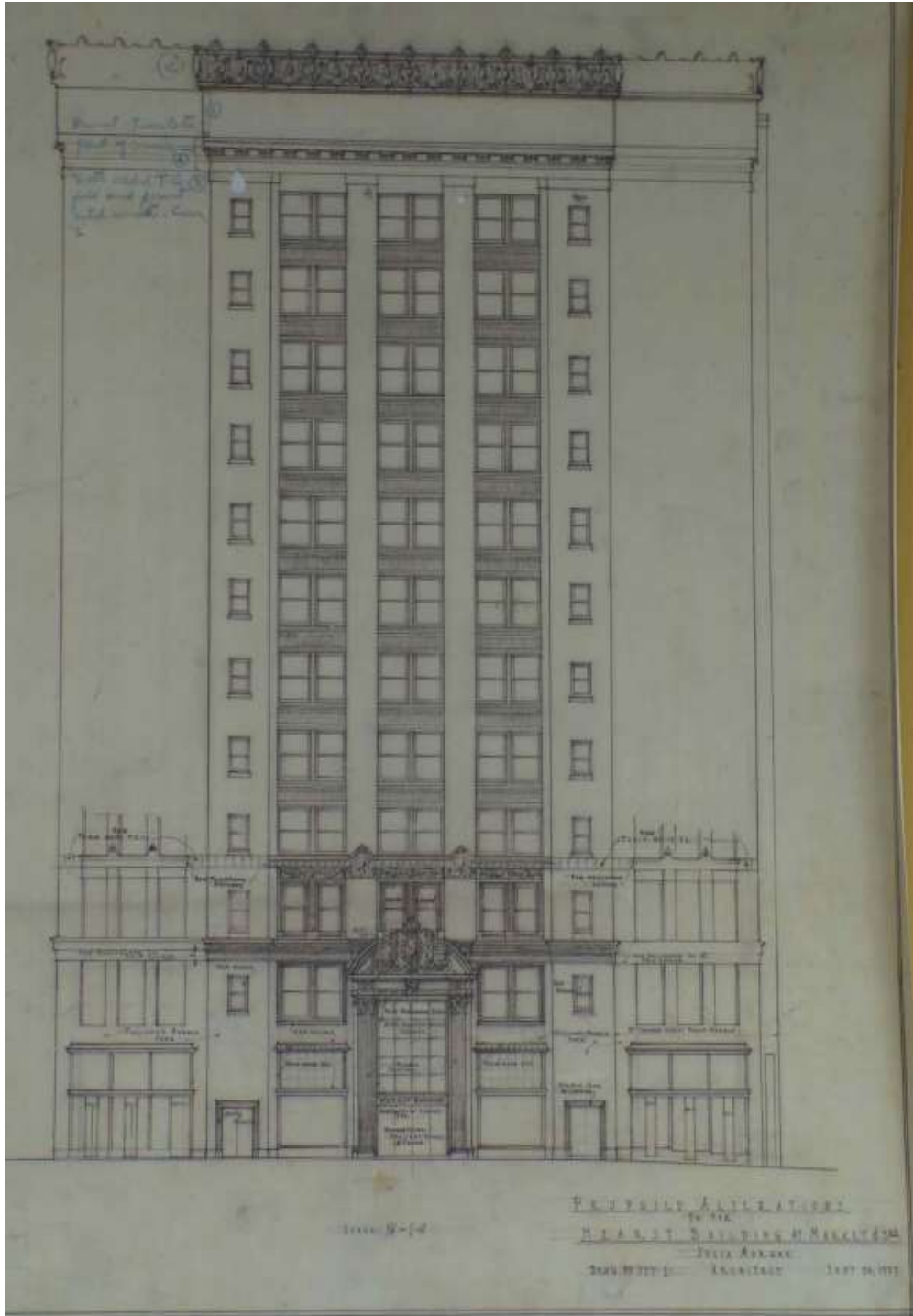
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email correspondence with Julia Larson, 7/2/2018). Additional research by Elena Smith, staff librarian at the California State Library indicated that there were no drawings and only internal memos of the project in their manuscript collection for Gladding McBean. (Knapp email correspondence with Elena Smith, 7/3/2018)





San Francisco Examiner Building, c 1938. (Julia Morgan archives, California Polytechnic University, San Luis Obispo.)



Julia Morgan terra cotta elevation drawing for 1938 alterations. (Digital images provided by Brennan Zerbe as taken from originals in the Hearst Corporation Archives.)



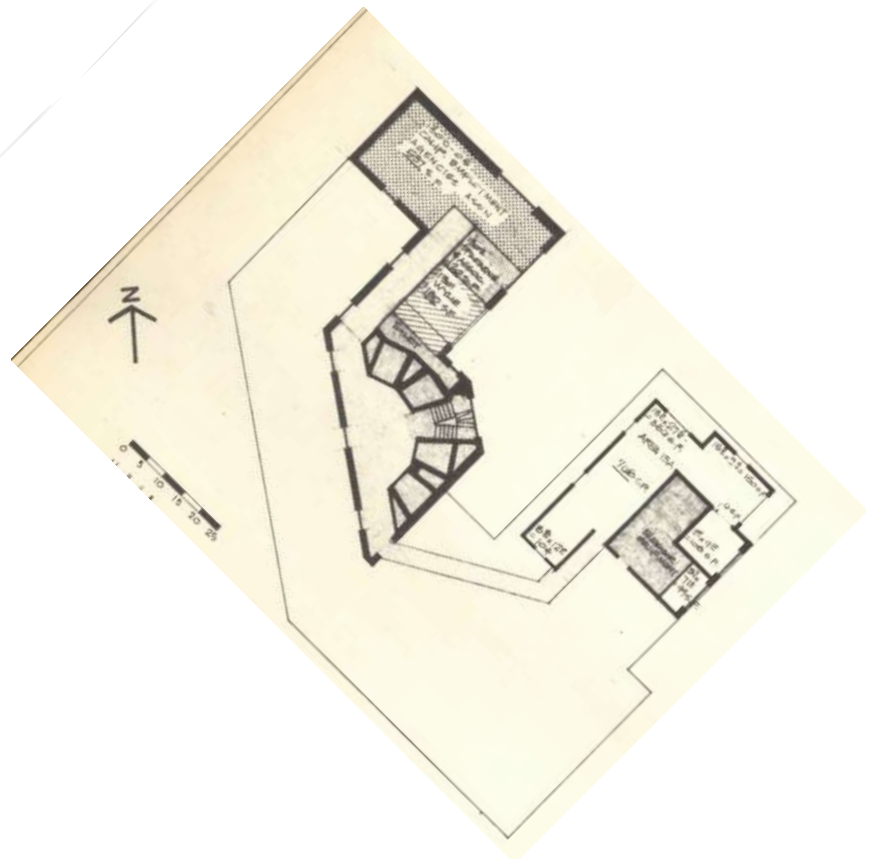


Julia Morgan drawings for 1938 alterations. (Digital images provided by Brennan Zerbe as taken from originals in the Hearst Corporation Archives.)





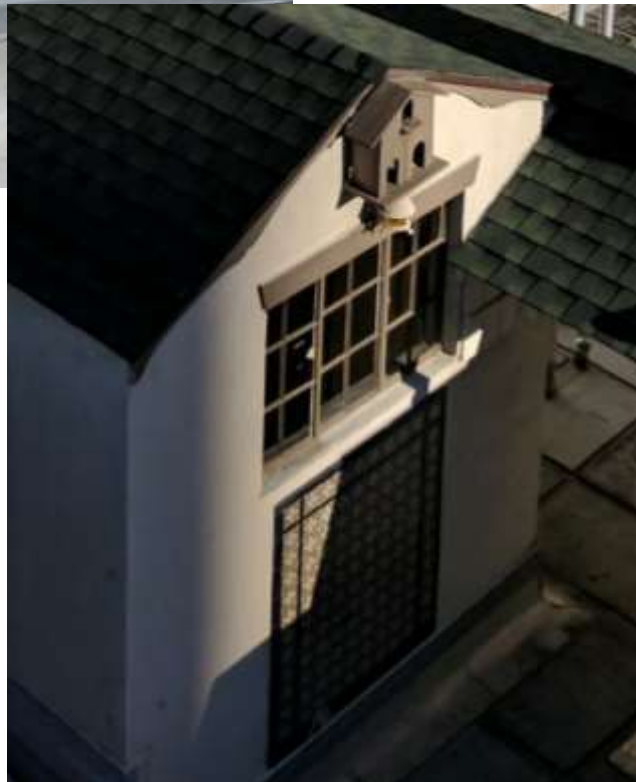
Left: Aerial view of the Hearst Building in 1938 shows the penthouse structures similar in shape to the 1968 leasing plan including the original 1911 residential unit, lobby and elevator machine room wrapped by a new set of structures/spaces. (David Rumsey Map Collection, San Francisco Aerial Views, Harrison Ryker, 1938.)



Right: Leasing Plans from 1968. Drawing has been rotated here to match the orientation of the photo. (Digital images provided by Brennan Zerbe as taken from originals in



Addition wrapping the original freight elevator machine room retains some elements that could be attributed to Julia Morgan such as the west façade of the addition with its wooden element at the roof peak. (Knapp Architects photos.)



Above: Detail of west elevation of penthouse/former lunch room showing ceramic tile panel; right elevation detail. (Knapp Architects photographs.)

### **Building Tenants**

Leasing plans from 1910, with undated notes, indicate that the second through sixth stories were entirely occupied by the *Examiner*, as well as a portion of the first, and seventh through tenth stories. On the first story, three individual stores opened onto Market Street, and two onto Third Street. In 1965, when the *Examiner* entered a joint operating agreement with the *Chronicle*, the *Examiner* offices moved to Fifth and Mission Streets. That same year Art Gensler was hired to remodel the Hearst Building's office layouts and electrical system. Upon completion of this work, spaces previously occupied by the *Examiner* were leased as commercial offices. Based on a comparison of the 1910 and 1968 Leasing Books, spatial changes were limited to the offices on the upper stories lining the corridor. Interior walls were demolished linking individual offices, creating large offices for multiple occupants. With the exception of the *Examiner*, research did not reveal any significant occupants.

### **Architects**

Kirby, Petit, and Green was formed by a partnership among Henry P. Kirby, John J. Petit, and James C. Green. The firm was active during the first decade of the twentieth century. Within its body of work are designs of two office buildings in New York. One was for the Bush Terminal Company (c. 1904-1906), which is no longer extant, and the other was an office for the American Bank Note Company at 70 Broadway, New York City (1907-1908). In addition to the office building, Kirby, Petit and Green also designed a printing plant in the Bronx for the American Bank Note Company. It appears, based on the construction date that the firm was simultaneously working on designs for the American Bank Note Company printing plant and the *Examiner* Building, which also held a printing plant in the basement. In addition, the firm also designed alterations to a Hearst-owned building near Columbus Circle in Manhattan.





American Bank Note Building (70 Broad St., New York City; completed in 1908)

Henry P. Kirby (1853-1915) was the senior partner of the firm. He was the son of an architect and trained under Thomas U. Walter in Philadelphia. Kirby worked for over twenty years as a chief designer for George B. Post and is attributed with having a major role in the design of several major buildings in New York, including the New York Times Building (1888-1889) and the Union Trust Building (1889-1890).

John J. Petit (1870-1923) established a practice in the early 1890s. He is best known for his work in what is now the Prospect Park South Historic District. The neighborhood was developed on 60 acres of land previously used for farming, in Brooklyn, New York. John J. Petit was hired as the official architect to design houses for the development.

James C. Green (1867-1927) attended the University of Missouri and the Ecole des Beaux-Arts in Paris. From 1899-1901 he worked as the head draftsman in the office of National Clark Mellen. In 1901 he joined Henry P. Kirby and John J. Petit to form the practice of Kirby, Petit, and Green until 1909. He continued to practice architecture through the early 1920s.

Julia Morgan was born in San Francisco in 1872. She attended the University of California, Berkeley and graduated with a degree in Civil Engineering. During her time at Berkeley, she studied under Bernard Maybeck, who encouraged her to continue her education in architecture at the Ecole des Beaux Arts. In 1896, she traveled to Paris to complete the entrance exams. Although she was initially refused admission because she was a woman, in 1898 she was admitted into the school



Shield with initial H over main entry portal designed by Julia Morgan. (Hearst Corporation photograph.)

and became the first woman to receive a certificate in architecture.

Upon graduation, she returned to San Francisco and worked under John Galen Howard. During this time Morgan assisted Howard in designing portions of UC Berkeley's campus including the Hearst Greek Theatre.

In 1904, she set out on her own and established herself as a residential architect. Julia Morgan's residential style reflected her interest in the Bay Region Tradition. Her residential designs in Piedmont, Claremont, and Berkeley illustrated the principles of this California movement. Her designs were characterized by harmony with the landscape, emphasis on craftsmanship through exposed beams, and local materials such as redwood.

Julia Morgan's lasting professional relationship with William Randolph Hearst began in 1919 when he commissioned her to design the main building and guest houses for his grandiose estate in San Simeon, California. Over the next three decades, Morgan designed and supervised every aspect of Hearst Castle. During this time she was also commissioned by Hearst to design buildings for other properties such as their rural Northern California estate "Wyntoon", the Los Angeles Examiner Building, and the Phoebe Apperson Hearst Memorial Gymnasium at UC Berkeley. In the late 1930s, Morgan was commissioned by Hearst to complete alterations to the Hearst Building in San Francisco.

### **17-29 Third Street**

The building at 17-29 Third Street was constructed in 1907-1910 for Herman Levy, based on designs by Arthur T. Ehrenfort. A drawing in the 1907 *Modern San Francisco* magazine revealed that the original design intention was a five-story, brick building. Based on comparison with the extant building, it appears that other than being executed two stories shorter, the details in the fenestration and ornamentation were unaltered. Building permits reveal the interior and first story storefront have been altered multiple times since its construction. One of the earliest building permits found, from 1908 indicates "alter front of store." To make two show windows with one entrance." A later permit from 1922 indicates additional changes to the interior, "divide store at # 17 with 4" tile partition, plastered both sides, move entrance door at 19 Third Street 4' south." A building permit from 1968 states "first



View of 17-29 Third Street, looking northeast. (Knapp Architects photograph.)

floor demo.” The extent of this demolition is unknown but suggests the entire floor was remodeled.

#### Owner/Developer

Herman Levy was the owner of the building located at 17-29 Third Street at the time of the 1906 earthquake and fire. He hired Arthur Ehrenfort after the earthquake to design the building that currently occupies the site. City directories listed several different Herman Levys but available documents tie none specifically to the subject building. A “capitalist” lived at 962 Eddy Street and died at age 86 in 1915, leaving a will amounting to \$150,930.<sup>20</sup>

#### Architect

17-29 Third Street was designed by local architect Arthur T. Ehrenfort. Ehrenfort was born in San Francisco in 1876. During his career he worked for Kenitzer & Barth, beginning in 1893, before striking out on his own in 1905. Ehrenfort designed and supervised the construction of numerous residential and commercial buildings in the San Francisco Bay Area. Among these buildings were residences at 2636 Fulton Street (1925) and 636 4<sup>th</sup> Avenue (1909); and an apartment/retail building at 759 Larkin Street (1913, 1927); all three are still extant according to the San Francisco Property Information Map. From 1911 through at least 1923 his office was located in the Russ Building on Montgomery Street.

#### Tenants

17-29 Third Street was constructed as a mixed-use building with stores on the first story and office spaces on the second and third stories. Through the years the first story stores have been occupied by a variety of occupants including a restaurant, a jewelry store, a cigar store, and various bars. In 1947 the building was sold to Hearst Publications, Inc.; some time after this conveyance, the building was internally linked by the upper floors to the Hearst Building. Research did not reveal any historically important occupants with significant associations with the building. The architecture firm Gensler, then called Gensler & Associates, was located in the building in the late 1960s. It was the firm’s second location and the upper floors were too small to accommodate the firm’s growth within two-and-a-half years of its moving in. The firm had six to eight people in its previous location on Clay Street and about 15 people when it was in 17-29 Third Street.<sup>21</sup> In 2016, Gensler was the largest architecture firm in the country, with revenue of more than \$1 billion.<sup>22</sup>

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<sup>20</sup> Ancestry.com

<sup>21</sup> [http://digitalassets.lib.berkeley.edu/roho/ucb/text/gensler\\_arthur\\_2015.pdf](http://digitalassets.lib.berkeley.edu/roho/ucb/text/gensler_arthur_2015.pdf).

<sup>22</sup> <https://www.architecturalrecord.com/Top300/2017-Top-300-Architecture-Firms-1>



## Physical Description

### *Main Building*

#### Exterior

The Hearst Building is located at the corner of Market and Third Streets in downtown San Francisco. The Market Street Façade faces northwest, the Third Street Façade faces southwest, and the façade on the Stevenson Street alley faces southeast; the northeast façade is obscured by the neighboring Monadnock Building. The building is comprised of the Main Building and a wing fronting on Stevenson Street (the Annex, 190 Stevenson Street). Occupying the corner of Third and Stevenson Streets, is a separate building known as 17-29 Third Street.

Entry portal of Hearst Building. (Knapp Architects photograph.)



Although the two components of the Hearst Building were constructed at the same time, according to floor plans, they are distinguishable by differences in height and ornamentation. The 13-story Main Building's footprint is rectangular with a chamfered corner at the intersection of Market and Third Street. An interior light court opens on to the northeast property line creating a U-shaped floorplate on the second through twelfth stories. The eight-story Annex was constructed facing Stevenson Street, but adjacent to the U-shaped Main Building. The Hearst Building was constructed around an existing building at the intersection of Third and Stevenson Streets identified as 17-29 Third Street.

Designed in the Renaissance Revival style, the steel-frame building features a three-part vertical block design on its primary facades—Market Street, Third Street, and the chamfered corner that was designed as the location of the building's main entrance. The primary facades are horizontally divided into three distinct zones, similar to a classical column. The zones are distinguished by a combination of fenestration, cladding material, and ornament placement.

The base of the building (comprised of the first two stories) is clad in gray granite and white marble. On the first story, the base features three-bays of retail storefronts on each of the Market and Third Street facades.

Centered on the chamfered corner is the prominent double-height lobby entrance, which is flanked by single-bay storefronts and recessed entries leading to individual retail spaces. On the second story, the three primary facades are each divided into three equal bays with paired, one-over-one double-hung wood windows—except for the Third Street façade windows, all of which were replaced during the 1980s with one-over-one double-hung aluminum windows. A column of single, one-over-one double-hung wood windows is located on both ends of the chamfered corner façade, and on the southern edge of the Third Street façade.

The retail storefront windows on each of these facades feature a bulkhead and cast iron surround. The Market Street surround retains the original cast iron bulkhead with an elongated guilloche and a band of egg and dart motifs. The bulkheads at the single-bay storefronts on the chamfered corner and on Third Street were replaced between 1950-2000 with anodized aluminum rectangular frames. The historic cast iron surrounds are comprised of a frame with a guilloche motif—with an



Market Street storefront, easternmost bay (at Local Edition bar). Note original cast iron bulkhead and storefront surround. (Knapp Architects photograph.)



Entrance to T-Mobile store on Third Street, at corner of Market Street. Note non-original sheet metal surround and sign panel over door; original door surround and transom are believed to exist underneath. (Knapp Architects photograph.)

alternating circular and elongated pattern—topped by a band of egg and dart motif, and a projecting cornice. The cornice consists of a concave curve on the underside decorated with acanthus leaves topped with a series of chimeras. The single-bay and Third Street storefront surrounds also feature an intermediate, unadorned concave curved spandrel separating the storefronts into an upper and lower zone. The upper zone of the single-bay storefronts—which historically featured windows—is infilled with plaster.

A variety of architectural ornament adorns the façade, the most prominent being the 1938 Julia Morgan lobby entry door surround. This entry consists of fluted engaged columns with composite-inspired capitals, a carved entablature with a centered bracket and carved

eagle, and a broken pediment with a cartouche. The cartouche is inscribed with a capital letter “H.” The storefront doors and side lights at ground level are framed in bright brass and were installed in the 1980s, according to Building Manager Brennan Zerbe. Their brass finish is much brighter than the more patinated historic bronze surround in which they are set. Above the front entrance doors is a very high transom zone made up of a grid of square lights with bronze screens on their exterior face; the grid is four columns wide and five rows in height. Each light has a central roundel, with four stylized acanthus leaves between it and the corner of the square and a small rosette on the middle of each side of the square. The roundels feature tigers, rams, elks, and lions; there are two sequences of these animals, which alternate from row to row.

Between the second and third floors is a polychrome terra cotta belt course—separating the base and shaft zones—that extends from the Market Street façade to the Third Street façade. The belt course consists of a fluted frieze and cornice with a Vitruvian scroll motif. A second polychrome terra cotta belt course is located between the third

and fourth stories but is not continuous across the main facades. This belt course is centered below the three sets of paired windows on the Market Street, chamfered corner and Third Street facades. This belt course features a more elaborate frieze with an



Three cornices on Third Street façade: cast iron cornice of storefront (above Subway sign) and terra cotta cornices atop second and third floors. (Knapp Architects photograph.)

alternating pattern consisting of swags, shields, and cabochons. The windows located between the belt courses are framed in polychrome terra cotta spiraled ribbons with rosettes.

The center portion or "shaft" of the facade composition consists of the third through twelfth stories, which are clad in white terra cotta tile. Each of the Main Building's three façades is divided into three equal bays with paired, one-over-one double-hung wood windows—except for the Third Street façade windows, all of which were replaced with one-over-one double-hung aluminum windows. The second-floor offices have secondary, interior sashes for acoustic isolation, but they are minimally visible from the exterior. On the upper floors of the building, the windows are separated by fluted cast iron spandrel panels, topped by a band of egg and dart detailing. There is a vertical column of simple punched openings with one-over-one double-hung wood windows on both ends of the chamfered corner façade. This fenestration type is repeated at the southern edge of the Third Street façade.

The "capital" or upper-most zone of the facade consists of a parapet wall with a decorative terra cotta cornice designed by Julia Morgan as part of the 1938 alterations. The cornice is composed of three bands. The lowest band is comprised of egg and dart





Southernmost storefront surround on Third Street. Note that transom at southernmost bay (Subway) has been entirely covered by a solid panel. (Knapp Architects photograph.)

motif and the middle band is a single row of white terra cotta tile. The top band is the most elaborate, comprised of an alternating pattern of anthemion, cornucopia and spiral-striped columns on a rectangular pedestal topped by a ball finial.

The northeast façade of the main building, which is not visible from the public right-of-way, abuts the Monadnock Building at 685 Market Street. A portion of the northeast façade is recessed to create an interior light court on the second through twelfth stories. The portion of the northeast façade north of the light court is concealed by the Monadnock Building on the first through ninth stories. Two bays of paired double-hung windows are visible above the Monadnock Building's roof at the tenth and eleventh stories. The twelfth story has one bay of paired double-hung windows located in line with the southern bay of the tenth and eleventh stories. Beginning on the second floor and continuing through the twelfth story, the portion of the northeast façade south of the light court is set back from the eastern property line, with six bays of double-hung windows; it is concealed from view at street level by the Monadnock Building.

The elevations of the light court are clad in white terra cotta tile like the main facades but lack their adornment. The light court is generally U-shaped with an octagonal projection at the rear side of the main stairwell and elevator shafts. While the muntin patterns vary



East side of light court, looking south from Monadnock Building (above) and base of light court at second floor level (below). (Knapp Architects photographs.)

from one wall to another, all of the windows facing the interior light court are sheet metal double-hung windows. The northwest-facing light court façade features five bays of four-over-four double-hung sheet metal windows. The northeast-facing light court façade features two bays of three-over-three double-hung sheet metal windows. The southeast façade of the main stairwell features a single bay of two-over-two double-hung sheet metal windows. The northeast façade of the elevator shaft features a single bay of one-over-one double-hung sheet metal windows.



The southeast façade of the elevator shaft does not feature any windows. The south-facing light court façade features two bays of paired three-over-three double-hung sheet metal windows separated by fluted cast iron spandrel panels as seen on the main facades.

The southeast façade of the main building (at the notch in the building’s footprint at the intersection of Third and Stevenson Streets) is divided into two sections. The western portion of the façade projects slightly with four bays of four-over-four double-hung sheet metal windows on each story. The eastern portion of the façade is slightly recessed with a total of five bays of four-over-over double-hung sheet metal windows, of which only two bays are visible on the fourth through eighth stories; all of the bays are visible on the ninth through twelfth stories.

## Interior

## First Floor

The first floor is comprised of retail tenant spaces and the main lobby designed by Julia Morgan. The full expression of the Renaissance Revival Style is captured in the monumental scale, symmetry and ornamentation of the two-story lobby. Upon entering from the street, the lobby begins as a rectangular space, opening into a semicircular space where the elevators are located. The two spaces are separated by a set of large flanking pilasters where the perimeter walls of the spaces connect. The pilasters feature a capital comprised of a winged cherub head and swag fastened by rosettes above. The side walls of the rectangular portion are clad in marble and divided by a grid four panels wide by four panels tall of embossed gold panels covered in glass and framed in bronze. The semi-circular rear wall is divided vertically into four distinct zones. The lowest zone is punctuated by seven openings.



Lobby, looking toward entry, above, (Knapp Architects photograph) and toward elevators, below (Hearst Corporation photograph).



The center opening leads to the main staircase. This opening is flanked on each side by two elevators. An additional opening leading to a recessed alcove is located next to each of the outer elevators. Each opening is separated from the others by an elaborately carved engaged column extending the full height of the lobby. In the second zone, above each door opening are carved marble frames with a circular center piece. Above the center stair opening is a gold clock; above the four elevators are bas-relief bronze coins depicting the seals of the states of California, Oregon, and Washington and the territory of Alaska. The frames above the outer alcove openings are the same as those above the elevators, but the circular center is left blank. The third zone has a carved marble band comprised of segments of scalloped shell motif flanked by swag separated by the Corinthian capitals of the columns. The fourth and highest zone of the semi-circular



Interior of elevator cab remodeled in 2000. (Knapp Architects photograph.)

space features a band of alternating motifs, consisting of large cartouches and cherub figures. The cherubs are located directly above the Corinthian capitals and are posed as if holding up the ceiling. The coffered lobby ceiling is divided into two distinct areas reflecting the rectangular versus semicircular portions of the lobby floor plan. The two sections of the ceiling are separated by a rectangular coffer aligned with the pilasters. The coffers are created by a series of diagonals expanding from the star-shaped canopy of the two chandeliers, one in each portion of the lobby.

#### Elevator Cabs

The lobby features four elevators serving the first through twelfth stories. The southernmost cab retains finishes and manual controls installed in 1938, according to staff of the Hearst Corporation. Its walls are steel with a dark green metallic paint finish. The painted steel ceiling has an indirect lighting cove around the perimeter. There is a bright brass

#### Main Stair

The lower half of the first stair run has an elliptical shape, stone steps, and carved stone balustrade and railings. The stair continues from the first landing (roughly at mezzanine



height) to the penthouse level in a repeating trapezoidal shape with landings at each floor and at two intermediate landings between stories. The staircase has marble treads; cast iron pans, stringers, and balustrade; and wood handrails.

#### Second-Twelfth Floors

The upper levels (floors 2-12) of the Main Building are a “U” shaped floor plate centered on the elevator lobby, with the Annex extending southeast from the south leg of the “U” up to the eighth floor. Each floor generally features a double-loaded corridor with offices on both sides. The penthouse level (13th story) features the former lunchroom (now a conference suite), the former residential apartment (now an office suite), and an enclosed bocce ball court.



Brass medallion in elevator cab.  
(Knapp Architects photograph.)

The corridors of the second through fifth floors were altered in the 1960s and now feature carpet flooring, wood panel and plaster walls, and plaster ceilings. Doors leading to individual offices are black flush wood doors. The sixth through twelfth floors retain the original corridor finishes of plaster walls with a marble wainscot, black-painted steel picture rail, and plaster ceilings with few modifications, except that the end walls of the corridors have non-original wood paneling. Doors leading to individual offices are black single-leaf kalamein panel doors, which are metal-clad wood doors most commonly used for fire-rating larger buildings. On all floors, the same doors are used leading to storage and mechanical spaces; doors leading to the secondary staircase are black single-leaf kalamein doors with panes of wired glass that have been obscured by paint.

#### *The Annex (190 Stevenson Street)*

##### Exterior

The lower floors of the southwest façade of the Annex (which faces the notch in the building’s footprint at the intersection of Third and Stevenson Streets) are obscured by the three-story brick building at 17-29 Third Street; only floors four through eight are visible. This façade is divided into five bays, the northernmost bay is slightly recessed. Each bay features a three-over-three double-hung sheet metal window.

The southeast façade of the Annex on Stevenson Street is comprised of two bays with three equal-sized openings at each story. The lowest story consists of the exposed

upper portion of the basement, which has louvers, service entry doors, and a freight elevator door. The first story openings are framed by an ornamental metal storefront surround similar to those seen on the other ground floor commercial retail storefronts. The ground floor openings on Stevenson Street were infilled with brick and plastered over. The remaining (second through eighth) stories feature two-over-two double-hung sheet metal windows. The windows are separated by relief detailing in the terra cotta in the form of spandrel panels consisting of a square frame with a raised central panel topped by a rosette. This façade also features a tall frieze consisting of a six-pointed star above each window, which is topped by a modified crenelated cornice. The cornice is composed of a band of 14 projecting vertical half-cylinders. The cylinders taper in diameter across eight stepped horizontal bands that stretch unbroken, the full width of the cornice. The northeast elevation of the Annex is entirely concealed by the adjoining Monadnock Building; there is no northwest elevation because the Annex is a wing extending from the Main Building, though the light court of the Main Building wraps to the south, creating a gap between it and the Annex at the seventh and eighth floors.

#### Interior

The ground and second floors of the Annex consist of circulation spaces and back-of-house areas for the Hearst Corporation (mostly small rooms used for storage). A three-stop freight elevator which facilitated transport of newspaper printing materials within the facilities, serves the sub-basement, basement, and street level opening directly onto Stevenson Street. The third through eighth

Photoshop montage of southeast elevation of the Annex (190 Stevenson Street). (Knapp Architects photographs.)



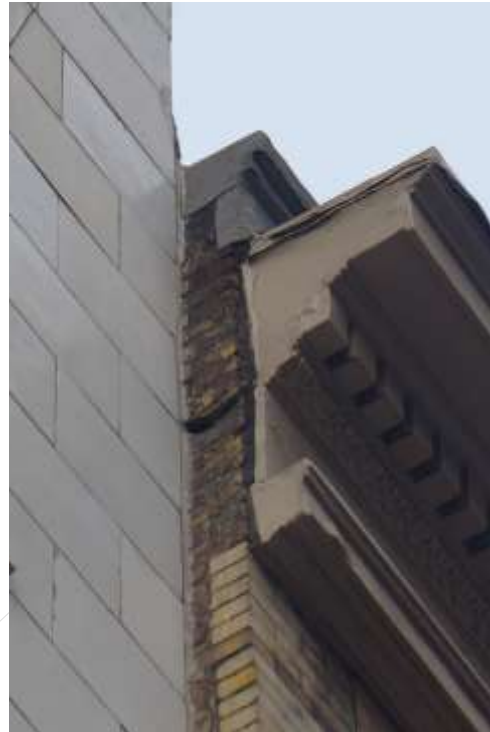
floors of the Annex consist of office spaces accessed from the corridors in the Main Building. A stair at the north end of the Annex runs from the sub-basement to the sixth floor. A door at the west end of the Annex façade on Stevenson Street opens to an exit passageway that leads to this stair and a corridor to the main lobby.

### *17-29 Third Street*

#### Exterior

The building at 17-29 Third Street is located at the intersection of Third and Stevenson Streets, at the southwest corner of the Hearst Building. This building directly abuts the Hearst Building on its northwest and northeast sides, which are obscured from public view. The building's primary (southwest) façade faces Third Street and the secondary (southeast) facade is on Stevenson Street. This three-story building was constructed as a separate building but was internally connected with the Hearst Building after 17-29 Third Street was acquired by the Hearst Corporation in 1947. Although there is one door on Third Street for an egress stair, 17-29 Third Street no longer has its own street entry for the upper floors.

The 17-29 Third Street building is rectangular in plan. The building features a tripartite (base, shaft, capital) design. The building is clad in common bond brick—as revealed at the second and third stories—with lighter brick quoins at the corners. The building has symmetrical fenestration and a denticulated decorative sheet metal cornice. The ground floor of the south façade was furred and clad with a dark brown ceramic tile in 1974.



Though seemingly inconspicuous, the construction detail of the sheet metal parapet of 17-29 Third Street is visible where it abuts the Hearst Building on Third Street. (Knapp Architects photograph.)





Below, left: Interior of the Lark bar, ground floor at 29 Third Street. (Knapp Architects photograph.)

Above: Southeast façade of 17-29 Third Street. (Knapp Architects photograph.)



As viewed from the interior (right), the window frames at the upper floors of 17-29 Third Street protrude from the face of the brick wall. This and what appear to be remnants of plaster indicate the original interior finish was plaster, which has been removed. (Knapp Architects photograph.)

The ground floor of the primary (southwest) façade features two recessed storefronts separated by piers beneath a tall spandrel with large signs for the first-floor tenants. The existing storefronts date to 1967, according to permits in the Part 1 HRE by Page & Turnbull. The second and third stories feature three sets of paired, one-over-one double-hung aluminum windows with brick sills and terra cotta jack arches.

On the secondary (southeast) façade, a recessed entry at the east end of the building is accessed by three concrete steps. The entry door consists of a double-leaf wood door flanked by sidelights. The first and second stories are separated by a sheet metal belt course. The second and third stories feature a symmetrical and alternating fenestration, consisting of three pairs of one-over-one double-hung aluminum windows and two one-over-one double-hung aluminum windows. The building's existing aluminum windows are compatible with the design and operation of the building's historic fenestration type.

### Interior

The interior of the building consists of a basement, two ground floor retail tenant spaces, and second- and third-floor office spaces; an interior stair on the north side of the building leads from a blank door at street level on Third Street to the third floor. The basement consists of cement clad brick walls, arches, piers and a vault under the Third Street sidewalk. The interiors of the first through third floors have been significantly remodeled since original construction. The first story consists of two relatively equal sized retail tenant spaces with entrances on Third Street. The interior is



Although its floor plates do not align with those of the Hearst Building, the internal stair of 17-29 Third Street has a landing that connects to the second floor of the Hearst Building. (Knapp Architects photograph.)

Interior of the Cask liquor store at 17 Third Street, ground level, looking east. (Knapp Architects photograph.)



finished with exposed brick, gypsum board/plaster walls, wood paneling and wood floors. The second and third stories are divided into offices that are concentrated along the perimeter walls with a short central corridor connected to the stair. The spaces on the second and third floors are internally connected with the Hearst Building, but the floor plates are offset from those in the Hearst Building by several steps. The second and third story interior is finished with carpet flooring, exposed brick, support columns, and drywall partition walls and ceilings.

### **Character-Defining Features**

Character defining features are those elements of a property that convey its distinctive character. Character can be created by visual aspects, special arrangements, and physical features of the property. If these elements are changed, they could significantly alter the character or appearance of the building. "Character-defining elements include the overall shape of the building, its materials, craftsmanship, decorative details, interior spaces, and features, as well as various aspects of its site and environment," According to a National Park Service publication on this topic (see next paragraph). These features can contribute to the significance of the building, and should be given careful consideration to maximize their preservation.

Preservation Brief #17: Architectural Character defines a three-step process to identifying character-defining features. The evaluation of the Hearst Building was conducted based on this system, with the addition of a fourth category for elements known to have been designed by Julia Morgan.

The following is excerpted from the Hearst Building and 17-29 3<sup>rd</sup> Street Historic Resource Evaluation – Part 2 completed by Page & Turnbull.

*Hearst Building: 5 3rd Street and 190 Stevenson Street*

*Tim Kelley of Kelley & VerPlanck Historical Resources Consulting described the Hearst Building in a DPR 523A (Primary Record) form completed on November 8, 2007 as part of the Transit Center District EIR. Page & Turnbull referenced the DPR 523A form as well as the building's National Park Service (NPS) Historic Preservation Certificate Application Part 1 to compile a list of the building's character-defining features.<sup>23</sup> The NPS Application lists a period of significance from the building's construction in 1910 to the Julia Morgan alterations in 1938.<sup>24</sup> Character-defining exterior and publicly accessible features include:*

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<sup>23</sup> "Historic Preservation Certification Application Part 1- Evaluation of Significance" National Park Service, OMB Approved, No. 1024-0009

<sup>24</sup> A period of significance is not indicated on the Primary Record form, but a period of significance is indicated on the Building, Structure and Object Record form as 1906-1930. Page & Turnbull has identified a construction date of 1909-11, which is referenced throughout this report.

- *13-story main building at 5 3rd Street (rectangular footprint with chamfered corner at the north end of the southwest 3rd Street façade)*
- *Steel-frame reinforced concrete construction*
- *Tripartite base-shaft-capital façade composition*
- *Two-story gray granite base*
- *Monumental entrance at chamfered 3rd Street façade featuring: fluted engaged white marble columns with Composite Corinthian capitals; a carved terra cotta entablature with a centered bracket with a carved eagle; a metal grille; and a broken terra cotta pediment featuring a large cartouche with letter “H”*
- *Market Street retail storefront system featuring original ferrous metal bulkheads with fluted ferrous metal panels and a cornice consisting of a horizontal elongated guilloche motif – in an alternating circular and elongated pattern – topped by a band of egg and dart motif, a projecting band of acanthus leaves, and a series of chimeras*
- *3rd Street storefront system openings, including the non-chamfered 3rd Street storefront that features an intermediate, unadorned concave-curved spandrel separating the storefronts into upper and lower zones<sup>25</sup>*
- *Continuous polychrome belt course between the second and third stories – separating the base and shaft zones – that extends from the Market Street façade to the 3rd Street façade and consists of a fluted frieze and cornice with a Vitruvian scroll motif*
- *Non-continuous polychrome belt course between the third and fourth stories – centered below the three sets of paired windows on the Market and 3rd Street facades – featuring an elaborate frieze with an alternating pattern of swags, shields, and cabochons*
- *Windows located between the belt courses framed in a spiraled ribbon with rosettes*
- *Building shaft of third through twelfth stories, clad in terra cotta and divided into three bays on each of the main building’s three facades*
- *Massive Tuscan piers demarcating bays*
- *Columns of punched one-over-one windows at corner on both ends of the chamfered 3rd Street façade, and the southern edge of the 3rd Street façade.*
- *One-over-one double-hung wood windows within the three equal bays of each façade, divided by fluted ferrous metal spandrel panels topped by a band of egg and dart<sup>26</sup>*

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<sup>25</sup> Although the openings appear original, the blank, rectangular storefront bulkheads at the 3rd Street façades (chamfered and un-chamfered) are anodized aluminum replacements from ca.1950-2000. The upper zone of the single-bay storefronts flanking the primary entrance at the chamfered 3rd Street façade – which historically featured windows – are infilled with plaster.

<sup>26</sup> The 3rd Street façade windows were replaced ca.1980s with one-over-one double-hung aluminum windows. The second story offices on 3rd Street have secondary, interior sash windows for acoustic isolation.

- *Parapet wall with a decorative terra cotta polychrome cornice composed of three bands. The lowest band is comprised of egg and dart motif, and the middle is a single row of white terra cotta tile. The top band is the most elaborate, comprised of an alternating pattern of anthemion antefixes, cornucopia and spiral-striped column on a regular pedestal topped by a ball finial. surmounted by antefixes*
- *Multi-level roof*
- *Interior light court extending from the center of the building to the northeast property line creating a U-shaped floorplate on the second through thirteenth stories*
- *Ca. 1938 Julia Morgan-designed thirteenth-story gable-roofed penthouse featuring: an exterior chimney; a ceramic-tiled decorative panel; partial bargeboard trim; a birdhouse at the gable peak; a shed/gable extended roof section with wood rafter tails; a multi-lite, wood-frame fixed/casement window with an exterior wood lintel; four multi-lite, wired glass steel-frame double casement windows; two wood-frame fixed windows; and a large multi-lite, wired glass single-hung window<sup>27</sup>*
- *Historic Julia Morgan-designed two-story Renaissance Revival lobby dating to 1938. Character-defining features of the lobby include but are not limited to:*
  - *Rectangular entrance hall opening into a semi-circular space*
  - *Side walls clad in marble with grid of four rows of four panels each of embossed gold covered in glass and framed in bronze*
  - *Semi-circular rear wall featuring elaborately carved engaged columns and carved marble opening frames*
  - *Large flanking pilasters with capitals comprised of a winged cherub head and swag fastened by rosettes above*
  - *Gold clock*
  - *Coffered ceiling in the design of star-shaped canopy, centered around two chandeliers (one in each portion of the lobby)*
  - *Elevators topped with bas-relief bronze coins depicting the seals of the states of California, Oregon, Washington and the territory of Alaska; a marble band comprised of segments of scalloped shell motif flanked by swag; a band of large cartouches and cherub figures<sup>28</sup>*
  - *Recessed marble winder staircase*
    - *The lower half of the first stair run has an elliptical shape, marble steps, and carved marble balustrade and railings. The*

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<sup>27</sup> The casement windows are steel-frame and all other penthouse windows are wood-frame.

<sup>28</sup> The right-most elevator retains original finishes, cage, and manual controls. The other three elevator cabs were converted to automatic controls and refinished ca. 1960s with dark green fabric walls with brass base boards, railings, picture rail and a cove light ceiling. The original cabs were clad in metal painted dark green.



*stair continues from the first landing (roughly at mezzanine height) to the penthouse level with a trapezoidal shape with landings at each floor and at two intermediate landings between stories. The stair has marble treads, cast iron pans, stringers, and balustrade; topped with a wood handrail*

- *Eight-story annex at 190 Stevenson Street, extending southeast from the eastern portion of the southeast side of the main building. The primary façade fronting Stevenson street is comprised of two bays with three equal-sized openings at each story. Character-defining features of the annex include but are not limited to:*
  - *Storefront surrounds*
  - *Two-over-two double-hung ferrous windows separated by spandrel panels consisting of a square frame with a raised central panel topped by a rosette*
  - *A tall frieze consisting of a six-pointed star above each window, topped by a crenellated cornice*
  - *Cornice composed of a band of 14 projecting vertical half-cylinders that taper in diameter across eight stepped horizontal bands that stretch unbroken across the full width of the cornice.*

#### *17-29 3rd Street*

*Page & Turnbull has identified a period of significance of 1907-11, which reflects the building's period of original construction. Character-defining features of the building's exterior include:<sup>29</sup>*

- *Three-story building*
- *Brick construction (brick cladding at second and third stories)*
- *Commercial loft building*
- *Rectangular massing*
- *Zero-lot-line building*
- *Primary façade faces 3rd Street*
- *American Commercial style*
- *Renaissance-Baroque ornamentation: stucco jack arch window lintels; brick window sills; brick quoining; sheet metal denticulated cornice*
- *Tripartite arrangement*

### **Evaluation of Historical Significance**

The National Register of Historic Places is the nation's primary listing of historically-significant properties; it is maintained by the National Park Service and its Criteria are widely recognized as the guideposts for determining whether a property is important to American history and is worthy of public recognition and preservation.

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<sup>29</sup> Page & Turnbull, "17-29 3rd Street HRE Part 1" (February 21, 2017) 43.

### California Register of Historical Resources

The California Register of Historical Resources, established in 1998, is the state-level corollary of the National Register. Its Criteria are modeled on those of the National Register, though they are not identical. The California Environmental Quality Act (CEQA) uses California Register eligibility (or official designation) as the benchmark for identifying historical resources which must be evaluated for impacts as part of the environmental review process.

To be listed in the California Register of Historical Resources a property must be determined significant within one of four categories. These categories are:

- Criterion 1: The building is “associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.”
- Criterion 2: The building is “associated with the lives of persons important to local, California or national history.”
- Criterion 3: The building “embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.”
- Criterion 4: The site “has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.”

### Evaluation of Individual Significance: Hearst Building

The Hearst Building is significant under California Register Criteria 1, 2, and 3. The Hearst Building is significant under Criterion 1 for its association with the post-earthquake reconstruction of San Francisco. The building was constructed 1909-1911 following the 1906 earthquake and fire. Under Criterion 2 the building is significant for its association with William Randolph Hearst, a media tycoon and founder of the Hearst Corporation.

The Hearst Building is significant under Criterion 3 as the work of a master for its high artistic value. The building was designed by Kirby, Petit, and Green with later alterations by Julia Morgan. The period of significance reflects the two construction campaigns, 1909-1911 for the original design by Kirby Petit and Green, and 1938 for the alterations by Julia Morgan.

The Hearst Building was constructed along the Market Street corridor shortly after the city-wide destruction of the 1906 earthquake and fire. While William Randolph Hearst was in New York at the time of the earthquake, records show that he utilized his position in Congress to advocate for assistance in the reconstruction of the city. The Hearst Building is a physical illustration of these efforts to rebuild.

Articles written about the early designs of the building reveal an increased awareness of design challenges to address seismic disturbances and improved fireproofing. This gives the building an important association with the rebuilding after the 1906 earthquake and fire.

William Randolph Hearst has frequently been documented as an important figure in United States History. His influence stretched from journalism to politics to real estate. The *Examiner* was the first public forum where he showcased his knack for journalism and business. This local newspaper was also the first acquisition of the Hearst Corporation which would become one of the leading media empires under William Randolph Hearst's ownership.

Architects Kirby, Petit and Green were accomplished commercial designers in the first two decades of the 20<sup>th</sup> century, credited with the American Bank Note Co. Building at 70 Broadway in Manhattan New York and a printing plant in the Bronx with the same company. Senior partner Henry Kirby previously worked for George B. Post, with a major role in the design of the New York Times Building of 1889.

Julia Morgan was one of the most prominent California architects in the first half of the 20th century and a recognized master. Julia Morgan is known for a variety of commissions by William Randolph Hearst, most notably Hearst Castle in San Simeon, CA. Her alterations to the Hearst Building included the prominent entry door; parapet, and the lobby. The alterations are representative of her work for Hearst in San Francisco. While she designed only part of the Hearst Building, it is probably the most widely viewed part, located in a highly trafficked location.

The Hearst Building is an excellent example of the application of the Renaissance Revival style to a commercial building. Its clear use of tripartite base-shaft-capital façade composition and classical motifs in ornamentation place the building firmly in the tradition of designs that harken back to Renaissance and Classical antecedents, while its highly regular bay and fenestration pattern, relatively planar wall articulation, and prominent bays with large paired double-hung windows divided by floor-to-floor by spandrel panels give the building a purposeful, efficient appearance befitting an office building.

Julia Morgan was a major California architect, one of the state's pioneers in attending the highly influential Ecole des Beaux-Arts in Paris and bringing its highly important design influences directly to the state in the period when there was a growing sense of the importance of California in its own right, rather than being an outpost in territory new to the United States. Morgan is also important to California because, in addition to buildings which illustrate the beaux-arts training she received in Paris, her body of work also includes many buildings which express design principles that are American—or Californian—rather than Classical or Beaux-Arts. Morgan's most notable clients were the Hearst family, for

whom she designed the San Simeon castle, the Hacienda Milpitas, several buildings in the Wyntoon enclave in Oregon, a ranch in Mexico, and the Los Angeles Examiner Building, among others. Morgan's alterations of the Hearst Building are the most prominent example in San Francisco of her work for the family—and are particularly notable because the Examiner was the first publication in William Randolph Hearst's publishing empire. The chamfered façade of the Hearst building—its most prominent exterior feature—and the lobby are examples of Morgan's skill in using beaux-arts principles and imagery. The property is eligible as the work of a master because it represents a nexus of Morgan's work as a designer and her association with Hearst.

Therefore, this building is significant under Criterion 3 as a representative example of the Renaissance Revival style.

#### Evaluation of Individual Significance: 17-29 Third Street

The three-story commercial building at 17-29 Third Street was constructed 1907-10 and is located in the notch created by 5 Third Street. The building was built for Herman Levy, based on designs by Arthur T. Ehrenfort. A drawing in the 1907 *Modern San Francisco* magazine revealed that the original design intention was a five-story, brick building. Based on comparison with the extant building, it appears that other than being executed two stories short, the details in the fenestration and ornamentation were unaltered. Building permits reveal the interior and first story storefront have been altered multiple times since its construction.

The building at 17-29 Third Street was constructed as a mixed-use building with stores on the first story and office spaces on the second and third stories. Through the years, the first story retail spaces have been occupied by a variety of occupants, including a restaurant, a jewelry store, a cigar store, and various bars. Several of the restaurants and bars which occupied the building were favorites of employees of the Examiner and other newspapers. In 1947 the building was sold to Hearst Publications, Inc.; some time after this conveyance, the building was internally linked by the upper floors to the Hearst Building.

Architect Arthur T. Ehrenfort was born in San Francisco in 1876. During his career he worked for Kenitzer & Barth, beginning in 1893, before striking out on his own in 1905. Ehrenfort designed and supervised the construction of numerous residential and commercial buildings in the San Francisco Bay Area. Among these buildings were residences at 2636 Fulton Street (1925); 636 4th Avenue (1909); and 759 Larkin Street (1913, 1927). From 1911 through at least 1923 his office was located in the Russ Building on Montgomery Street.

Although it has been owned by the Hearst Corporation for years and is now internally connected to the Hearst Building, 17-29 Third Street is quite different in design, size, historical development, and public identity--in addition to having been designed by a

different architect. The building has no association with William Randolph Hearst or Julia Morgan and was not owned by the Hearst Corporation during the period of significance (1909-1938) of the Hearst Building. The building is not significant under any National Register Criterion.

The Planning Department has confirmed that 17-29 Third Street and the Hearst Building are considered a single property because they are part of one parcel that is designated as at a Category I building in Article 11 of the San Francisco Planning Code. Based on this, the HRE Part 2 was authored by Page & Turnbull with the understanding that 17-29 3<sup>rd</sup> Street is considered part of the larger parcel's Article 11, Category 1 designation.

The New Montgomery-Mission-Second Street Conservation District incorporates buildings that were found to have "special architectural, historical, and aesthetic value." The building at 17-29 Third Street was designed in the Renaissance Revival style and embodies the characteristic features of buildings constructed during the district's period of significance (1906-1933). Despite alterations to the ground floor, overall the subject building exhibits a high level of integrity. Therefore, the building at 17-29 Third Street is a contributory resource to the New Montgomery-Mission-Second Street District.

The building at 17-29 Third Street is not individually significant under Criteria 1, 2, or 3. While the building was constructed shortly after the 1906 earthquake and fire, this does not automatically qualify the building as significant. This building was a small-scale commercial building and does not appear to contribute to the broad patterns of history. This building does not appear to be associated with a significant individual. This building does not stand out as a significant example of an important style, nor is it representative of a work of a master. While a previous survey form from 1980 rates the building as significant under Criterion C as a newspaper bar, a "legendary type of establishment in San Francisco," further research did not confirm this statement. Resources were not found identifying newspaper bars as an important type of establishment in San Francisco.<sup>30</sup> Furthermore, serial alterations have almost certainly changed the physical features of the bar space so much that even if it were significant decades ago, it would no longer convey that significance.

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<sup>30</sup> In its DPR 523A and B Continuation Sheet dated March 18, 2010 specifically addressing the individual eligibility of 17-29 Third Street, Carey & Co. stated it did not agree with the assertion that the building was eligible to the National Register as a newspaper bar. In its 2018 HRE, Page & Turnbull reached the same conclusion as Carey & Co. A search for newspaper articles and books to support the case for the building's significance as a newspaper bar by Knapp Architects was unable to locate such materials.

## Integrity

National Register Bulletin No.15 defines integrity as "the ability of a property to convey its significance. To be listed in the National Register of Historic Places, a property must not only be shown to be significant under the National Register criteria, but it must have integrity."<sup>31</sup> The National Register criteria have codified seven qualities a property must retain, in various combinations, to possess integrity. These qualities or aspects of integrity are:

- **Location:** Location is the place where the historic property was constructed or the place where the historic event occurred. Location is important to an understanding of why the property was created or why a historic event occurred, critical to imparting a sense of a historic property's time and place.
- **Setting:** Setting refers to the physical environment of a historic property, in contrast to location which refers to the specific place a property was built or an event occurred. Setting refers to the character of the place during the property's period(s) of significance. Setting often takes into account the physical conditions under which a property was built and the functions it was intended to serve. The relationship of the historic resource to its surroundings, whether natural or manmade, constitute its setting and include such elements as topographic features, vegetation, manmade site features and relationships between buildings, site features and open space.
- **Design:** Design is the combination of elements that create a property's form, plan, space, structure, and style.
- **Materials:** Materials are the physical elements used to create a historic resource and reveal the information about design intent and period materials and technologies.
- **Workmanship:** Workmanship refers to evidence of craftsmanship indicative of period technological practices and aesthetic principles.
- **Feeling:** Feeling is a property's expression of the aesthetic or historic sense of a particular period in time. Feeling is a critical concentration of physical features that collectively convey the property's historic character.
- **Association:** Association is the intellectual link between an important historic event or person and a historic property. A property retains the integrity of association if it is the place where a historically significant event or activity occurred and it remains sufficiently intact to convey that relationship.

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<sup>31</sup> National Register of Historic Places. *Bulletin No. 15: How to Apply the National Register Criteria for Evaluation*. Washington, D.C.: U.S. Dept. of the Interior, National Park Service, Cultural Resources, 1997, p. 44.

### The Hearst Building

The Hearst Building remains in its historic location, in an urban setting; therefore, it retains a high level of integrity of location and setting. Since its construction in 1909-1911, the exterior of this building underwent a significant remodeling of the main facades and interior lobby in 1938.

These alterations were completed based on designs by Julia Morgan nearly eighty years ago, and contribute to the significance of the building. Most of the exterior materials are original or were replacements that matched very closely to the original. Therefore, the exterior of the building retains a high level of integrity of design, materials, and workmanship. Most of the interior of the building has been remodeled—typically partition walls—to serve the needs of various tenants, but the general layout and placement of circulation and corridors have been retained. The entry lobby, elevator doors, and main stair, which have always been the most publicly accessible portions of the interior are virtually unaltered since the 1938 remodeling. While the press room in the basement has been altered beyond recognition, it was never seen by the public and would play a small role in conveying the building's association with the *Examiner*. The building retains a high level of integrity of feeling and association. Overall, this building retains a high level of integrity.

### 17-29 Third Street

17-29 Third Street remains in its historic location, in an urban setting; therefore, it retains a high level of integrity of location and setting. Since its construction 1907-10, there have been several alterations and remodels of this building. According to building permits, these alterations have focused on the first-story storefront and the interior of the building. It appears that the windows on the second and third story have also been replaced, but retain the original openings. From building permits, it appears that the interior and storefront have been completely redesigned since their construction. Interior alterations frequently occur to suit changing tenant needs. Likewise, alterations to ground floor commercial retail spaces are common over the lifetime of older buildings, and are often a focus of later rehabilitation efforts with the aid of historic documentation where such resources exist. Therefore, given the existing conditions of the three-story brick building as a whole, it retains a moderate to high level of integrity of design, materials, and workmanship. The integrity of feeling and association as a mixed-use retail and office building since the date of its original construction remains high, despite alterations to interior spaces and first-story storefronts. Overall, this building retains a moderate to high level of integrity.

## Summary of Significance and Recommendations

### Hearst Building

Overall, this building retains a high level of significance and integrity. Therefore, in general, changes should be avoided that would remove or damage character-defining features.

Individual spaces were evaluated based on a hierarchy of significance, Very Significant being the highest and Non-Contributing being the lowest. This is documented in the significance diagrams provided in the Appendix B. Alterations should be compatible with the level of significance of the space. For areas that have been determined Very Significant, alterations should be avoided. In areas that have been determined Significant, alterations should be avoided unless required for the basic feasibility of rehabilitation. For areas determined to be Contributing, alterations are acceptable where needed for code conformance, but should be compatible with the character of the space. Non-Contributing areas allow for the most alterations, but the new work should be compatible with the character-defining features of the building.

On the interior, the lobby (Very Significant) should be altered as little as possible. The elevators and main stair should similarly be preserved as much as possible. The double-loaded corridors on upper floors—and their marble wainscot—should be retained as an architectural feature, though some alterations can be appropriate where required.

### 17-29 Third Street

Overall this building retains a moderate to high level of significance and integrity. The second and third floors of the exterior, which retain a high level of integrity, should not be altered unless those alterations are restorative in nature. The ground floor on Third Street and Stevenson Street, which has been stripped of historic fabric, may be altered or restored, as long as the new work is compatible with the building.

## Conditions Assessment

### Methodology

The information contained in this report was compiled from site observations conducted by Frederic Knapp, Ruchira Nageswaran, Charles Bucher, and Leigh Schoberth of Knapp Architects. Observations were made from inside the building, from roof surfaces, from upper levels of nearby buildings, and from grade; distant views used binoculars. The study team observed the building, recording conditions in digital images and digital and paper survey files.



Available historic drawings do not indicate construction details, and in many cases do not state what materials were to be used. This report did not include destructive investigation to confirm installation methods. Background documents and information about previous repair projects were provided by the Hearst Corporation, supplemented by selected archival research. Building Manager Brennan Zerbe and the building's engineering and maintenance staff provided oral accounts of deterioration, repairs, alteration, and replacement of many features.

The survey did not include physical testing or use of sensing instruments. No research, testing, or observations were performed to identify hazardous materials such as lead and asbestos or problematic environmental conditions such as mold.

#### Condition

This report contains visual observations only. The conditions of features and materials are classified as follows:

- Excellent (E) - The feature or material is in near-original condition.
- Good (G) - The feature or material is mostly intact.
- Fair (F) - The feature or material is showing signs of wear or deterioration.
- Poor (P) - The feature or material is badly damaged, missing, or not functioning.
- Unknown (U) - The feature or material is not accessible for inspection.

#### Summary of Existing Conditions

The exterior of the Hearst Building has been consistently maintained in recent years and is Good. Masonry units are generally in Good condition, and only limited re-pointing of mortar is required. The historic cast iron storefronts and non-original aluminum storefront systems are also in Good condition, though some of the alterations are in Fair condition. The steel and wood windows at the upper floors are in Good condition, and the aluminum upper-floor windows on the Third Street elevation similarly are in Good condition. The roofs, though they were not observed in detail and are not visible except from upper floors of other buildings, appear to be well-maintained. This is supported by maintenance records included in Appendix C and as outlined in the Timeline on pages 20-21 of this report.

The historic lobby is in Good to Excellent condition; its stone, metal, and glass features show little wear, damage, or even soiling. The upper floor corridors are in Fair or Good condition; there are scuffs and some scratches and spalls on the marble wainscot found on floors 6 to 13.

The building at 17-29 Third Street is in Good condition overall, exterior and interior. The many non-original features which do not contribute to its historical significance were not observed in detail. It appears likely the interior walls were originally finished in plaster, but the exposed brick walls provide evidence that this has been removed in most spaces.



Granite base course and marble cladding above are visible at center; cast iron jamb of storefront surround and bulkhead are visible at right. (Knapp Architects photograph.)

Exterior

Stone (Character-defining feature)

The first and second stories of the street facades of the Hearst Building (except the Annex at 190 Stevenson Street) are faced in white marble with a gray granite base. The running bond ashlar pattern has blocks of similar width in alternating tall and short courses. The marble cladding terminates at a slightly projecting terra cotta water table that forms a podium. This podium increases in height along the grade which falls gently

to the south along Third Street. The narrow mortar joints are tooled flush. At Market Street, the ground floor is divided into three storefronts separated by two scored cement plaster pilasters.

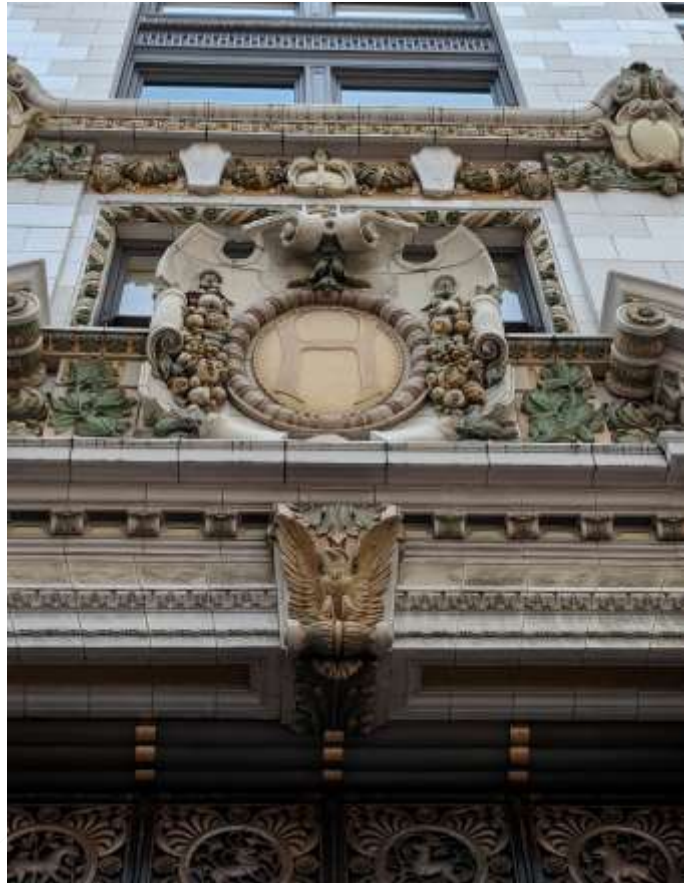


Forms of deterioration observed in the stone are limited to small previously patched holes and areas of residue. Mild to moderate soiling and ghosts of previously removed graffiti are visible in some places. Stains are visible in some places. (See description of recent façade repairs below.)

At the time of the July 2018 visual inspection, the stone on both buildings is in Good to Excellent condition. The primary issue with the

Although the terra cotta exhibits almost no glaze failure, very few cracks, and virtually no spalls, its apparent good condition is attributable to past repairs. Viewed obliquely under certain lighting, units that have been repaired look darker or less glossy than original units. (Knapp Architects photograph.)

stone appears to be soiling, especially near ground level at the Hearst Building, where it is vulnerable to sidewalk traffic and graffiti.



Terra Cotta (Character-defining feature)

The third through 13<sup>th</sup> floors of the Main Building, the second through 13<sup>th</sup> floors of its interior light court, and the second through eighth floors of the Annex at 190

Stevenson Street are faced in

terra cotta. The flat-faced blocks are finished with a fired white glaze and are laid up in a uniform running bond pattern. Although the facades are composed of vertical and horizontal zones separated by small reveals, the terra cotta wall surfaces are otherwise monolithic. The narrow mortar joints are tooled flush.

Soiling is apparent at the entablature, shield, and pediment over the main entry portal, where the heavy relief and carving have apparently resulted in differential runoff patterns of rain water that do not affect the flat face of the ashlar terra cotta surfaces of the typical building walls. (Knapp Architects photographs.)

In addition to flat blocks, the terra cotta includes high-relief blocks in a polychrome glazed finish at cornices atop the second, third, and 13<sup>th</sup> floors. Yellow capitals appear at the top of the facades' "shaft" segment at the 12<sup>th</sup> floor. The composite capitals flanking the main entry and the pediment over them, along with the ornament around the second-floor windows, are also polychrome terra cotta. The Annex at 190 Stevenson Street has

terra cotta blocks accented with terra cotta paneled moldings at the spandrels between windows and a decorative parapet, all in the same white glazed finish as the flat blocks.

At 17-29 Third Street, the jack arch voussoir blocks are terra cotta with a buff colored glaze.

The terra cotta is in Good to Excellent condition. There are sparsely distributed glaze spalls and very few minor cracks at terra cotta blocks. The mortar joints are intact. Photographs of conditions before the repair program which started in 2005 show similar damage was prevalent to a far greater degree. Although terra cotta is typically much more durable than wood, gradual deterioration of the glaze, bisque, and mortar is nearly inevitable over time, even in a sound exterior without manufacturing or construction defects. The uniform distribution of deterioration, the lack of rust staining (which would suggest corrosion of steel anchors) or efflorescence (which would suggest problematic migration of water through the masonry), and the absence of interior water intrusion are signs that there are no unusual modes of damage.

#### Hearst Corporation Repair Program 2005-2013

From 2005 to 2008, the exterior masonry was the subject of a phased rehabilitation project by Giampolini Courtney, a San Francisco firm that specializes in façade repairs. The Hearst Corporation's records of the project include proposals, budgets, (limited) construction-phase photographs, invoices, schedules, and product data. Although photographs show the existing defects and correspondence describes the proposed work, the records do not include original drawings (which have not been located for this report, either), extensive testing data, or a full explanation of the modes of deterioration encountered. Correspondence describes the primary conditions that were corrected as typical for masonry buildings of the same age, and says the purpose of the project is to protect the integrity of the masonry for 20 years or more.

A letter from Mike Courtney to Sarah Scott of Hearst dated 25 July 2003 says close-up inspection from a swing stage in the courtyard and visual observation of other elevations from nearby streets and rooftops identified problems "typical for buildings clad with terra cotta and of similar vintage." Problems include: glaze spalling, bisque spalling, open mortar joints, failure of previous repairs (including coatings chalking and flaking and "plugs at anchors cracking and spalling"). "Generally the building looks to be in good condition" with no out-of-plane blocks or spalling caused by rust jacking, according to the letter, which says the repairs recommended "are consistent with methods recommended" in Preservation Brief #7 The Preservation of Historic Glazed Architectural Terra-Cotta.

The work consisted mostly of repairs to the terra cotta. This focused on removal of loose glaze and application of new "glaze" (apparently an acrylic coating formulated for masonry—true glaze can be applied to clay products only at very high temperatures in kilns); repair of spalls in the bisque (body) of the terra cotta blocks; installation of metal

anchors where sounding (tapping) indicated that the exterior face of a terra cotta block had cracked loose internally from the perpendicular web, leaving the face vulnerable to cracking and disintegration; outright replacement of blocks that were too damaged to repair; and re-pointing the mortar where it was missing or deteriorated at the joints between the blocks. Other work included repairs to the parapet and installation of a lead cap there, wholesale re-pointing of the mortar at the granite and marble on the first and second floors, repainting windows (including rusted frames and sills), and repair and replacement where failed roof drainage had exposed the terra cotta to damaging water intrusion.

Email correspondence between Mike Courtney of Giampolini Courtney and Maurice Lafayette of Architectural Facades Unlimited (Gilroy) discusses molds for fabrication of precast blocks to replace damaged original ashlar terra cotta blocks. There was one mold for a corner block and another for a flat block. Architectural Facades Unlimited, a pre-cast manufacturer, also worked on the masonry restoration of the Chronicle Building across Market Street, according to a 2011 article in *Masonry Magazine*.

The records in the Hearst offices show Edison Coatings products were widely used in the work. The Connecticut firm makes and sells an extensive line of repair and waterproofing products, including a number of masonry products specifically geared to historic buildings. The Edison products submitted for the Hearst Building are:

- Custom System 45 Portland cement mortar
- Spec Joint 46 Type O blend of hydrated lime & Portland cement mortar
- Flexi Seal 510 epoxy
- System 49 CPBA Part B cement-based coating/primer
- PUMP-X 53i polymer-modified cement-based grout
- System 45 acrylic copolymer emulsion

In areas of missing or failed terra cotta glazing, Sherwin Williams Loxon exterior acrylic masonry primer and coating are the products that were used.

The work was performed in five phases from 2005 to 2008. A contract dated 26 July 2005 for Phases 1 and 2 includes this scope:

- Rake out & re-point damaged mortar joints
- Sound all terra cotta blocks and re-anchor blocks not previously anchored
- Pressure-wash to remove dirt
- Remove “damaged sections” of TC blocks, patch, and “reglaze”

A subcontractor bid form for Giampolini/Courtney dated 22 July 2005 provides for the following quantity of work in Phases 1 and 2:

Terra cotta bisque spall repairs (locations)	1,259
Terra cotta glaze repairs (locations)	2,518
Mortar joint re-pointing (linear feet)	5,665
Crack repair (linear feet)	700

Terra cotta anchors (locations)

225

Billing in April 2006 shows the quantities for Phase 2 of that work came in about one-fifth greater than anticipated.

On 9 December 2005, David Charlebois of California Restoration & Waterproofing proposed repairs to the top course of “damaged” terra cotta blocks on the parapet on the Market and Third Street facades. This work included repairing bisque spalls and failing glaze, inspection and re-pointing of mortar joints, application of a final coat of glaze at repairs in colors “approximately matching existing glazes,” inspection and spot repairs at “adjacent sealants at parapet,” and inspection of copper flashing and sealing splits, holes, or open joints. Field Instructions dated 10 November 2005 note time spent to “install lead caps on parapit” and a subsequent invoice shows additional work the next month.

Mark Kellogg of Scientific Construction Laboratories of Lafayette wrote to Courtney on 5 January 2006, reporting that four tests of terra cotta anchors on the east elevation at the 10<sup>th</sup> floor using a calibrated electronic load cell (compression type) and a reaction bridge determined that all four anchors accommodated a 100 lb. Tensile proof load, with no discernible movement.<sup>32</sup>

Similar work was performed on the Annex in 2006. A memo describing the need for it stated that in addition to the terra cotta work done on other parts of the building, “rusting metal window frames and sills, and deteriorated or missing caulking between the building stones and the metal frame construction” needed to be addressed “in order for the completed work to maintain its integrity for another 20

California Restoration & Waterproofing 661 Boca Canyon Rd., Suite 3 Walnut, CA 91789 (909)195-1234 Fax (909)195-1444						
INVOICE #:	5153			JOB #:	#05025	
	The Hearst Corporation 85 Third Street, Suite 220 San Francisco, CA 94103			DATE:	5/23/2006	
	Attn: Mr. Shervan Zerkle, Jr			JOB ADDRESS:	The Hearst Corporation 85 Third Street, San Francisco, CA	
SUPPLEMENTAL BILLING DETAIL						
	Original Contract Value	Approved Increase/Decrease	Revised Contract Value	Work Complete		
				Quantity	Unit Price	Amount
General Requirements	62,000		62,000	N/A	L.S.	62,000
Clean Facade	31,538		31,538	23,790	1.25	29,738
Terra Cotta Spall Repair	178,282	25,901	204,183	1,061	212.00	224,932
Terra Cotta Glaze Spall Repair	126,180	168,427	294,607	3,854	75.00	274,060
Misc. Repointing	47,300	(28,271)	19,029	2,866	12.50	33,335
Crack Repair	48,000	(34,580)	13,420	88	36.00	8,448
Terra Cotta Supplemental Epoxy Anchors	18,300	(10,953)	7,347	42	126.00	5,292
General Contractor/Project Manager/Engineering	71,726	16,873	88,599	L.S.	L.S.	88,290
<b>Total Contract Value</b>	<b>683,885</b>	<b>137,387</b>	<b>721,282</b>	<b>Total Work Complete</b>		<b>727,075</b>
				<b>Adjustment - Not to Exceed Contract Maximum:</b>		<b>(5,793)</b>
				<b>Adjusted Work Complete</b>		<b>721,282</b>
				<b>Amount Previously Billed</b>		<b>(674,462)</b>
				<b>Current Amount Billed</b>		<b>46,820</b>

<sup>32</sup> Melvin Green, preservation engineer on the project, confirmed these loads were correct on 14 August 2018 in a telephone conversation with Frederic Knapp.

or more years.” A proposal for window repairs from Giampolini Courtney dated 17 April 2006 says the work includes removal of existing “sealant joints at window frame perimeter-to-masonry joints and window sill frame-to-metal spandrel joints” and installation of new urethane sealant; painting metal spandrel panels, and preparing and painting windows.

Phase 3 work is documented in a 2007 e-mail from Mike Courtney to Hearst Building Manager Brennan Zerbe. It says work on Third Street included 10 pieces of precast, replacements for failed masonry blocks that could not be repaired. The Third Street façade and the adjacent south façade of the main building made up Phase 3, as shown by a Phase Plan in 2007.





Giampolini Courtney took scores of photographs of terra cotta failure and deterioration, and the steps of repair. The exterior was divided into vertical segments or drops, and the work moved around the building in a generally clockwise direction. At least once each year, the contractor adjusted the phasing plan. (All photographs and drawing by Giampolini Courtney.)



The work continued in 2008. A diagram dated 10 March 2008 shows Phases 4 and 5 consisted of most of the chamfered façade, the Market Street façade, and the east façade of the north wing of the main building. A budget for Phases 4 and 5 dated 21 August 2007 projected the following quantities of work:

Terra cotta bisque spall repairs (locations)	794
Terra cotta glaze repairs (locations)	2,627
Mortar joint re-pointing (linear feet)	1,984
Crack repair (linear feet)	69
Terra cotta anchors (locations)	37

In 2008, Giampolini Courtney also performed two other masonry tasks: repointing all the mortar joints in the stone on the first two stories of the Market and Third Street facades, and repairing damage “at upper terra cotta surfaces, at rear middle elevation south-east corner, related to internal roof drain plumbing.” The first item was recommended because of decades of serial replacement of portions of the mortar at the stone (including mortar that was too hard, risking damage to the stone) and the second item was anticipated to include replacement of three terra cotta blocks. (Later in 2008, a separate authorization covered another instance of damage to terra cotta caused by failure in the roof drainage.) This project also included repainting the ground floor storefront.

A proposal dated 23 October 2013 details glaze repairs on the south elevation of the main building and the Annex at 190 Stevenson Street. Another document the same day authorizes “one drop at tower west wall-south end” and adds mortar re-pointing.

**Brick (Character-defining feature)**

The exterior of the upper floors of 17-29 Third Street is brick. It is laid up in running bond, with raked mortar joints. Although no records of re-pointing were obtained, it can be assumed the masonry has been re-pointed in the more than 100 years since construction because only a small percentage of joints currently appear to require re-pointing. The masonry shows no signs of serious deterioration, with only various holes to be repaired where previous attachments were abandoned. The brick is in Good condition.

**Cast Iron (Character-defining feature)**

On the Main Building, the original storefront surrounds, cornices and bulkheads are cast iron. All are painted the same matte, dark grey color as the upper floor windows.



Typical spandrel panel in cast iron at upper floors. (Knapp Architects photograph.)

The bays of paired windows at the fourth to twelfth floors on Market and Third Streets and on the second to fourteenth floors on the

north side of the central light court have iron spandrels between floors. These are painted a matte, dark grey color to match the window frames and sash.

At the Annex at 190 Stevenson, the ground floor cladding and doors along with the transom window surrounds above are cast iron painted in a matte grey finish.

Although some segments of the original storefronts have been covered or removed, the remaining storefronts and other iron features do not display corrosion, cracking, displacement, or other forms of deterioration. They are in Good to Excellent condition.



Entry portal detail showing bronze screen. (Knapp Architects photograph.)

#### Lobby Exterior (Character-defining feature)

This entry designed by Julia Morgan in 1938 includes engaged columns of marble with polychrome terra cotta capitals, entablature, and a pediment. There is soiling at various parts of the terra cotta; this is far more pronounced than the soiling on the flat ashlar terra cotta blocks, perhaps because the flat blocks allow uniform flow of rainwater while the profile of the heavily carved terra cotta at the entry portal creates uneven water flow. There is minor cracking and glaze loss at the terra cotta column capitals. The masonry elements are in Good condition. The storefront at ground level, which is framed in bright brass, is in Excellent condition. The bronze screens of the high transom above the storefront show no signs of damage or deterioration, although their patination is heavier at the top than at the bottom, perhaps reflecting the ease of access for cleaning and polishing at the lower panels of the screen. Overall, the screen is in Excellent condition.

#### Rooftop Flagpole

Mounted on the roof at the 13<sup>th</sup> floor level and centered on the chamfered façade at the north end of Third Street is the building's three-story-tall wood flagpole. Though the shaft appears to be in good condition, its paint is peeling. The flag is raised and lowered routinely, with the lanyard and tackle operating correctly. The flagpole is customarily repainted, and its rigging replaced every three years or so, according to Zerbe. It is in Good condition.

Sheet Metal  
(Character-defining  
feature)

The roofline cornice at 17-29 Third Street is sheet metal, painted a uniform buff color. The lower cornice, between the first and second floors on the Stevenson Street elevation, is also sheet metal but is currently painted black.



17-29 Third Street, elevation detail showing cornice. (Knapp Architects photograph.)

The two cornices are bent and dented in limited locations, though not severely. There are no substantial signs of rust or failure of the concealed framing and attachment to the building. The sheet metal cornices are in Good condition.



The embossed gold panels are mounted on glass, which is held in place by stops in the bronze grid in which the panels lie. Screws secure the stops. (Knapp Architects photograph.)

## Interior

### Lobby

#### Gold Panels (Character-defining feature)

Embossed gold panels line both sides of the rectangular lobby space located just beyond the main entrance doors. These panels are covered in glass and set in a grid of ornamental bronze muntins. One glass panel is cracked in one corner, and there are small dark marks on the surface of the gold on a few panels. The gold is damaged in a small area of one panel. Otherwise, the bronze muntins, the glass, and the gold panels are intact and clean. This feature is in Good to Excellent condition.

#### Stone (Character-defining feature)

The lobby is primarily pink-gray Tennessee marble, which was used for the flooring, wainscoting, wall panels, and decorative columns, capitals, and shields. The shields have brass lettering. The marble is generally devoid of cracks, spalls, and other damage. Although there is minor soiling in some locations, the marble (and brass lettering) is generally clean. This material is in Excellent condition.

#### Ceiling (Character-defining feature)

The lobby ceiling of coffered, polychrome plaster displays no cracks, peeling surfaces, or superficial damage such as spalls and scratches. It appears not to be soiled. The ceiling is in Excellent condition.

### Lighting

The lobby has two large, circular bronze fixtures hanging on four metal chains from star-shaped ceiling rosettes. A ring of exposed lamps projecting below each fixture and an indirect light is incorporated at the top to illuminate the ceiling. Both are in Excellent condition cosmetically. Their electrical components were not evaluated. However, the fixtures have been rewired, according to the building manager. The light fixtures originally had glass bowls at the bottom, he said; these were removed by the 1980s.

### Mailboxes and Directory

The lobby has two ornate bronze mailboxes with relief decoration. One, on the north side, is the receptor for the mail chute that serves the upper floors. The other, on the south side of the lobby, is a standalone mail drop that is incorporated into the wall at a projection in the marble base molding; its original padlock is missing. There is a bronze-framed building directory with an elaborate broken pediment on the north wall. It has eight glass doors, with grooved felt panels behind them into which letters are inserted for the names and locations of tenants. The mailboxes and directory are in Excellent condition.

### Elevators (Character-defining feature)

The four elevators have brass telescoping doors with bas-relief griffons in their deep lintels. Three of the cars were modified in 2000 and the elevators were upgraded with automatic controls. Each has a bas-relief decorative wall panel in brass, with brass trim

on fabric-covered walls and carpeted floors. The southernmost car is original to 1938, with a manual control lever and painted metal walls, along with the same decorative wall panel that remains in the other three cabs. Although the carpet is worn, the cabs are generally free of substantial damage and deterioration; they are in Good condition.

### PART III TREATMENT AND WORK RECOMMENDATIONS

In the United States, the Secretary of the Interior's Standards for the Treatment of Historic Properties (Secretary's Standards) is the most widely cited and adopted document for regulations and projects that seek to preserve historically valuable properties. The CEQA Guidelines (Section 15064.5) specifically provide a "safe harbor" finding of less than significant impact on historic properties for projects which conform to the Secretary's Standards. The San Francisco Landmarks Advisory Board first adopted the Secretary's Standards in 1985 for review of Permit to Alter application under review for this project.<sup>33</sup>

The Secretary's Standards lay out four approaches for the treatment of historic properties: preservation, rehabilitation, restoration, and reconstruction. The National Park Service describes the four approaches this way:

**Preservation** is defined as the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a preservation project. However, new exterior additions are not within the scope of this treatment. The Standards for Preservation require retention of the greatest amount of historic fabric along with the building's historic form.

**Rehabilitation** is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. The Rehabilitation Standards acknowledge the need to alter or add to a historic building to meet continuing or new uses while retaining the building's historic character.

**Restoration** is defined as the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project. The Restoration Standards allow for the depiction of a building at a particular time in its history by preserving materials, features,

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<sup>33</sup> [http://default.sfplanning.org/Preservation/bulletins/HistPres\\_Bulletin\\_01.PDF](http://default.sfplanning.org/Preservation/bulletins/HistPres_Bulletin_01.PDF)



finishes, and spaces from its period of significance and removing those from other periods.

**Reconstruction** is defined as the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location. The Reconstruction Standards establish a limited framework for recreating a vanished or non-surviving building with new materials, primarily for interpretive purposes.<sup>34</sup>

### Recommended Treatment

For the Hearst Building, Rehabilitation and Restoration should be used; for 17-29 Third Street, Rehabilitation would apply. The period of significance for each building should be used in selecting treatments; for the Hearst Building (including the Annex at 190 Stevenson Street) it is 1909-1938; for 17-29 3rd Street, the Conservation District period of significance is 1906-1933 (post-earthquake reconstruction period).

Because the building has been well maintained, rehabilitation of the Hearst Building is expected to consist of retention and preservation of historically significant features and materials, restrained repairs limited to conditions where there is damage or deterioration, and cleaning. Observations conducted for this project have not revealed conditions requiring more intensive measures sometimes appropriate for rehabilitation projects, such as removal of inappropriate non-historic coatings that mask original finishes, application of stabilizing chemicals or materials such as stone consolidants to unstable surfaces and substrates, and partial replacement or infill using methods such as epoxy patching and dutchmen replacements for decayed wood. Repairs of the conditions which were visible are shown in the drawings for the proposed project, supplemented by technical specifications. In conducting the repairs that are proposed, additional conditions may come to light which would trigger the need for further review to identify materials and procedures that are appropriate under the Secretary's Standards.<sup>35</sup> In addition, the building does not have known exotic or unusual features and materials, other than the gold panels in the lobby, which should facilitate the repair and select replacement in-kind of historic fabric where needed.

The repairs to terra cotta, stone, and windows on the exterior of the Hearst Building include patching cracks and spalls with mortar designed for the historic substrate, applying a vapor-permeable acrylic coating at glaze spalls, and repainting the windows. These treatments conform to the Secretary's Standards for Restoration as follows:

#### Standard 1

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<sup>34</sup> <https://www.nps.gov/tps/standards/treatment-guidelines-2017.pdf>. Pages 12-13.

<sup>35</sup> (In some cases, similar treatments have been used in the past, but they do not appear necessary in any significant quantity now.)

*A property will be used as it was historically or be given a new use that interprets the property and its restoration period.*

The proposed use will allow these features to retain in full their appearance from the period of significance.

#### Standard 2

*Materials and features from the restoration period will be retained and preserved. The removal of materials or alteration of features, spaces and spatial relationships that characterize the period will not be undertaken.*

Materials from the period of significance will be retained and preserved, not removed.

#### Standard 3

*Each property will be recognized as a physical record of its time, place and use. Work needed to stabilize, consolidate and conserve materials and features from the restoration period will be physically and visually compatible, identifiable upon close inspection and properly documented for future research.*

Crack and spall patches will use materials compatible with the original stone and terra cotta; upon close inspection such patches will be identifiable although there will be an effort to restore the original, undamaged appearance of the masonry from a distance. Although the paint at windows, iron, and other painted surfaces will not specifically look “identifiable” as a repair, close inspection will reveal there are no chips, cracks, or peeling in the paint—which will suggest that the coating is not original from 1911.

#### Standard 4

*Materials, features, spaces and finishes that characterize other historical periods will be documented prior to their alteration or removal.*

The period of significance is 1909-1938 for the Hearst Building and 1906-1933 for the New Montgomery-Mission-Second Street Conservation District. No materials or features from other historical periods will be removed.

#### Standard 5

*Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize the restoration period will be preserved.*

The stone, terra cotta, and windows will be preserved.



## Standard 6

*Deteriorated features from the restoration period will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture and, where possible, materials.*

Observations to date indicate that the historic stone, terra cotta, and windows can be retained and repaired. If additional damage is discovered during construction, the first effort will be to determine how the damage can be repaired without loss of historic features. If damage that makes it impossible to repair historic features is discovered, only those specific features which are so damaged they cannot be repaired will be removed; they will be replaced with new ones that match the old in design, color, texture and materials.

## Standard 7

*Replacement of missing features from the restoration period will be substantiated by documentary and physical evidence. A false sense of history will not be created by adding conjectural features, features from other properties, or by combining features that never existed together historically.*

At this point, no information has come to light about missing features which need to be replaced as part of the restoration treatment. Conjectural features will not be added.

## Standard 8

*Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.*

The proposed project will not include use of abrasive methods, except for limited sanding as preparation for new coatings in specific locations where paint or glaze is cracked, chipped or peeling. The only chemicals which may be used will be mild detergents or preservation cleaners for masonry. The treatments will not cause damage to the historic materials.

## Standard 9

*Archeological resources affected by a project will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.*

The restoration aspects of the proposed project will occur above grade and will not have the potential to affect archeological resources.

#### Standard 10

*Designs that were never executed historically will not be constructed.*

The proposed project does not include execution of designs or portions of the historic design of the property.

The treatment of the storefronts will include infill of the cast iron bulkhead where it was removed after the period of significance to allow installation of new doors, replacement of non-historic and generic aluminum storefront glazing systems installed after the period of significance, removal of incompatible awnings and trim installed after the period of significance, and reconstruction of transoms where the original transom glazing was replaced with incompatible plaster panels and signage after the period of significance. On the interior of the main lobby on the chamfered façade, treatments will include cleaning and spot repairs to stone and bronze elements, relocation of four embossed gold panels from the bronze-framed grid on each side of the rectangular entry space, and rewiring the historic light fixtures. Treatment of the rooftop will include retention and repair of finishes at the existing lobby, removal of the conference suite that was formerly a lunchroom for the *Examiner* along with the adjoining freight elevator override and stair tower, conversion of the offices in the northeast corner to unroofed mechanical spaces, and construction of a new roof deck for a public bar and restaurant. These treatments, which will occur in the context of conversion of the building to a hotel with retention of the double-loaded corridors on the 2<sup>nd</sup> through 12<sup>th</sup> floors, will conform to the Secretary of the Interior's Standards for Rehabilitation. The major aspects of rehabilitation will conform to the 10 Standards as follows:

#### 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 use allows the storefronts to be rehabilitated with reversal of non-historic, incompatible alterations such as the awning and metal trim overlaid on the T Mobile storefront on the chamfered façade and the opaque panel and signage at the Subway space on Third Street. The rehabilitated storefronts, including transoms in all bays and an aluminum glazing system with a curved profile that is compatible with the character of the building, will retain the storefronts' transparency and visual connection between interior and street activity. The only substantive change in the lobby will be relocation of one-quarter (four out of 16) of the bronze-framed embossed gold panels on each side to allow the elevator lobby to connect to the hotel lobby. The panels will be moved to the

public corridor on the second floor. The roof, which has served a variety of functions with interior and open spaces, will be altered for use as a food and beverage outlet. The 1938 conference suite which will be removed has already been altered and is not visible from the public way.

#### 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 great majority of features and public spaces which characterize the property will be retained.

#### Standard 3

*Each property shall 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 architectural elements from other buildings, shall not be undertaken.*

The changes to the storefronts, lobby, and roof will be subtly differentiated from the original building fabric; new features and interior design in public spaces and guest rooms will not appear to be from the period of significance, although they will be compatible with it.

#### Standard 4

*Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.*

The monumental entry and lobby interior on the chamfered façade from 1938 designed by Julia Morgan will be retained. Only the portions of the 1938 rooftop addition described above will be altered or removed.

#### Standard 5

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

The stone, cast iron, polychrome plaster, bronze, embossed gold panels, and light fixtures will be retained, and cleaned and repaired only as needed.

#### Standard 6

*Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.*

Observations to date indicate that cleaning and repairs will be adequate for the historic components of the storefronts, lobby, and rooftop features that are being retained. If during construction concealed deterioration is discovered that is so severe that it necessitates replacement, only specific features or portions that are damaged will be replaced; the new features or portions will match the original in design, color, texture, and materials.

#### Standard 7

*Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

Sandblasting will not be used. (There is almost no deterioration—even of the paint—at the cast iron, so even for this relatively hard material, sandblasting and other abrasive treatments are not being considered.) Observations indicate that neither abrasive treatments nor harsh chemicals are required for cleaning or repair. The bronze patina will not be chemically stripped.

#### Standard 8

*Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.*

The proposed work at the storefronts, lobby, and rooftop do not have the potential to affect archeological resources. The proposed seismic upgrade involves limited work at the footings below the sub-basement; most of the foundation and slab will remain undisturbed. If archeological resources are encountered during construction, work will stop so that required observations and protection measures can be performed by qualified archeologists.

#### Standard 9

*New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale,*

*and architectural features to protect the historic integrity of the property and its environment.*

The new portions of the storefronts will replace only non-historic components installed after the period of significance. The only new work in the lobby will be simple, flat trim around the new openings to the public spaces of the hotel. The new work on the roof will replace features which are not visible from the public way. All the new work will be compatible with the character of the historic building.

#### 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.<sup>36</sup>*

The modification of the storefronts will return them closer to their essential historic form, but they could be removed if desired. The embossed gold panels which will be removed from the lobby could be returned to their original location in the future, which would leave the essential lobby as it is now. The alterations on the rooftop would not change the essential form and integrity of the property as a whole, although they would not be reversible.

The current project has applied for a Federal Historic Preservation Tax Incentive and the National Park Service's Standards for the Treatment of Historic Properties are the benchmark for review of projects seeking a federal tax credit. Rehabilitation is one of the accepted treatments, with its own distinct standards for review of that type of work.

The tax credit program encourages substantial investment in historic buildings, and allows the 20% federal tax deduction to be taken on expenses such as replacing the mechanical, electrical, plumbing, fire sprinkler, and communications systems in a building so that the building can function effectively under contemporary use and code requirements. Both the project goal of the developer and owner, and the core intent of the Standards for Rehabilitation, is to retain and repair features and materials which convey the significance of the building, while also accommodating historically compatible and differentiated changes that allow a new use. The configuration of the upper floors, with double-loaded corridors, is well suited to hotel use but has fallen out of favor in the Class A office market; the Standards for Rehabilitation will retain the character of the upper floors and their double-loaded corridor layout while allowing for a new use that is better suited to it than contemporary office space planning is.

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<sup>36</sup> <https://www.nps.gov/tps/standards/rehabilitation.htm>

## Requirements for Work

Alterations to any building are subject to City permit requirements and the San Francisco Building Code. In addition, because the building is a “qualified historic building” due to its designation as a Category I building, California Building Code Part 8 (the State Historical Building Code) applies. The CHBC is intended to provide solutions for the preservation of qualified historical buildings or properties, to promote sustainability, to provide access for persons with disabilities, to provide a cost-effective approach to preservation, and to provide for reasonable safety of the occupants or users. The CHBC requires enforcing agencies to accept solutions that are reasonably equivalent to the regular code (as defined in Chapter 8-2) when dealing with qualified historical buildings or properties. Other applicable ordinances include the 1969 San Francisco parapet ordinance and the Façade Ordinance #67-16 adopted in 2016.

Alterations to Historic Resources designated under Article 11 of the Planning Code require review by the Historic Preservation Commission. The Commission and Planning Department staff refer to the Secretary’s Standards in reviewing Major Permit to Alter applications. The project would alter an Article 11-designated building and is also seeking a Federal Tax Credit. Likewise, the Office of Historic Preservation and the National Park Service apply the Secretary’s Standards in acting on a Part 2 Historic Preservation Certification Application. Conforming to the Secretary’s Standards for Rehabilitation is therefore a regulatory requirement for the project.

## Treatment and Work Recommendations

This section begins with a capsule discussion of general recommendations from the National Park Service for conforming with the Secretary’s Standards for Rehabilitation and then discusses the proposed treatment of the primary historic features and materials described above.

The Standards are intentionally broad and general in order to be adaptable to a given historic resource’s site-specific conditions and the programmatic needs of the larger rehabilitation effort. To help those devising and reviewing proposed treatments, the National Park Service has created a longer document called the *Guidelines for Rehabilitating Historic Buildings*.<sup>37</sup> The guidelines are available on the NPS website, as well as an expanded document in digital .pdf file format that includes case study examples illustrated through diagrams and photographs.<sup>38</sup> The *Guidelines* offer recommendations for many of the important historic features of the Hearst Building described in this report.

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<sup>37</sup> <https://www.nps.gov/tps/standards/rehabilitation/rehabilitation-guidelines.pdf>

<sup>38</sup> <https://www.nps.gov/tps/standards/rehabilitation/rehab/index.htm>

In addition to the Secretary's Standards and the *Guidelines*, the National Park Service publishes detailed guidance on the treatment of specific historic materials (and types of properties or their components). These *Preservation Briefs* are carefully researched and vetted by specialists in the Park Service staff. The *Briefs* relevant to the proposed materials and features are listed with them below.

### Masonry<sup>39</sup>

The *Guidelines* recommend "Identifying, retaining, and preserving masonry features that are important in defining the overall historic character of the building." Cleaning should be performed "with the gentlest method possible, such as low-pressure water and detergents, using natural bristle brushes." Mortar joints should be re-pointed "where there is evidence of deterioration such as disintegrating mortar, cracks in mortar joints, loose bricks, damp walls, or damaged plasterwork."

Fine cracks will be repaired by epoxy injection, or for wider cracks, grinding a groove wide enough for mortar patching. Small spalls will be repaired with mortar, or in the case of larger spalls, installation of a dutchman that matches the original stone. For terra cotta, if a large portion of a unit is damaged, it may be necessary to have replacement terra cotta units fabricated to match the original. In the repair program that began in 2005, stainless steel anchors were installed in some blocks; during the project the units will be sounded with a mallet to identify locations where the web and face have separated since the prior repair program. This will likely require the installation of additional stainless steel anchors. It is anticipated that mild detergents will be adequate for cleaning terra cotta and all stone surfaces except for a small number of limited conditions such as stubborn scuffs. All mortar will be color-matched to the existing stone or mortar and will be softer than the stone.

### *Technical Documents:*

#### *Preservation Briefs*

1. Cleaning and Water-Repellent Treatments for Historic Masonry Buildings
2. Repointing Mortar Joints in Historic Masonry Buildings
7. The Preservation of Historic Glazed Architectural Terra-Cotta

Julia Morgan drawings for 1938 alterations

### Windows<sup>40</sup>

"Identifying, retaining, and preserving windows--and their functional and decorative features--that are important in defining the overall historic character of the building" is the starting point recommended in the *Guidelines*; this can be accomplished by "Conducting an in-depth survey of the conditions of existing windows early in rehabilitation planning so that repair and upgrading methods and possible replacement options can be fully

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<sup>39</sup> <https://www.nps.gov/tps/standards/rehabilitation/rehab/masonry01.htm>; Page 1 in 1997 version.

<sup>40</sup> <https://www.nps.gov/tps/standards/rehabilitation/rehab/windows01.htm>; Page 29 in 1997 version.

explored.” Repairing and maintaining windows includes “Protecting and maintaining the wood and architectural metal which comprise the window frame, sash, muntins, and surrounds through appropriate surface treatments such as cleaning, rust removal, limited paint removal, and re-application of protective coating systems. Making windows weathertight by re-caulking and replacing or installing weatherstripping. These actions also improve thermal efficiency.” The *Guidelines* discourage “Failing to provide adequate protection of materials on a cyclical basis so that deterioration of the window results. Retrofitting or replacing windows rather than maintaining the sash, frame, and glazing.”

The windows appear to need little work other than preparation and re-painting. If during construction it is discovered that there are specific forms of deterioration such as wood decay or separation at the corner joints of the sash, repairs will emphasize retaining existing fabric and components to the greatest feasible degree; for example, small amounts of wood decay will be repaired using epoxy consolidant and separated sash members will be re-glued.

*Technical Documents:*

*Preservation Briefs*

9. The Repair of Historic Wooden Windows

Storefronts<sup>41</sup>

The *Guidelines* lean somewhat to commercial buildings in the approach to storefronts, making it helpful to note the admonishment that “Planning should always consider the entire building; window patterns on the upper floors, cornice elements, and other decorative features should be carefully retained, in addition to the storefront itself.” The *Guidelines* describe the changing tendencies in storefront design over the decades and take note of the possibility that treatment of storefronts in a historic building will include decisions about what to do with previous alterations, with the recommendations of:

“Identifying, retaining, and preserving storefronts--and their functional and decorative features--that are important in defining the overall historic character of the building such as display windows, signs, doors, transoms, kick plates, corner posts, and entablatures.

“The removal of inappropriate, non-historic cladding, false mansard roofs, and other later alterations can help reveal the historic character of a storefront.”

Although the *Guidelines* do not specifically address in detail how to treat a storefront which appears to be mostly original, but has clearly been altered in places, the following recommendation may be helpful: “Designing and constructing a new storefront when the historic storefront is completely missing. It may be an accurate restoration using historical, pictorial, and physical documentation; or be a new design that is compatible with the size, scale, material, and color of the historic building.” In addition, the “not

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<sup>41</sup> <https://www.nps.gov/tps/standards/rehabilitation/rehab/store01.htm>. Page 41 in 1997 version.



recommended” approach can be considered in devising an appropriate treatment for the Hearst Building storefronts which are partially altered and the entirely non-historic storefronts of 17-29 Third Street. The *Guidelines* advise against

“Creating a false historical appearance because the replaced storefront is based on insufficient historical, pictorial, and physical documentation.

“Introducing a new design that is incompatible in size, scale, material, and color.

“Using inappropriately scaled signs and logos or other types of signs that obscure, damage, or destroy remaining character-defining features of the historic building.”

New components such as the bulkhead panels on Third Street and the aluminum storefront glazing system, will be subtly differentiated from the original. Infill components, such as the bulkhead on Market Street, will replicate form, profile, and material of the original storefront in order to restore its integrity. Like the windows, the historic storefront components do not appear to need repairs other than preparation and re-painting. (See also Metals, below.)

*Technical Documents:*

*Preservation Briefs:*

11. Rehabilitating Historic Storefronts

San Francisco Planning Department’s *Storefront Design Guidelines for Article 11 Conservation Districts*

Metals<sup>42</sup>

The *Guidelines* include provisions that are relevant to the treatment of the iron storefronts and spandrel panels and steel (sheet metal) windows (secondary elevations) of the Hearst Building and the sheet metal cornice of 17-29 Third Street. They recommend “Identifying, retaining, and preserving architectural metal features such as columns, capitals, window hoods, or stairways that are important in defining the overall historic character of the building; and their finishes and colors. Identification is also critical to differentiate between metals prior to work. Each metal has unique properties and thus requires different treatments.” The proposed project would not remove or re-design metals, but it would entail repainting and limited repairs at specific areas of existing damage. The *Guidelines* recommend

“Cleaning architectural metals, when appropriate, to remove corrosion prior to repainting or applying other appropriate protective coatings.

“Identifying the particular type of metal prior to any cleaning procedure and then testing to assure that the gentlest cleaning method possible is selected or determining that cleaning is inappropriate for the particular metal.

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<sup>42</sup> <https://www.nps.gov/tps/standards/rehabilitation/rehab/metals01.htm>.

"Cleaning soft metals such as lead, tin, copper, terneplate, and zinc with appropriate chemical methods because their finishes can be easily abraded by blasting methods.

"Applying appropriate paint or other coating systems after cleaning in order to decrease the corrosion rate of metals or alloys.

"Repairing architectural metal features by patching, splicing, or otherwise reinforcing the metal following recognized preservation methods.

"Repairs may also include the limited replacement in kind--or with a compatible substitute material--of those extensively deteriorated or missing parts of features when there are surviving prototypes such as porch balusters, column capitals or bases; or porch cresting."

As mentioned above for storefronts, metals appear to have few forms of deterioration or damage. Unpainted copper alloys such as bronze and brass will be cleaned with mild detergent; the patina will not be removed. Cast iron and sheet metal will be re-painted after preparation to remove loose and peeling paint. Where the sheet metal cornice at 17-29 Third Street is bent or misaligned, it will be straightened as much as possible without requiring disassembly or potential distortion elsewhere. It is not required that every dent or imperfection be removed from the sheet metal cornice.

*Technical Documents:*

*Preservation Briefs*

27. The Maintenance and Repair of Architectural Cast Iron

## **General Approach**

### **Alteration of Exterior Portions and Interior Spaces**

The most important elements of the exterior of the building should not be modified, except to correct deterioration and damage, to reverse inappropriate modifications made since the period of significance, or to correct code problems that cannot otherwise be remedied. This means that the facades on Market and Kearny Streets, especially the storefronts and main entrance, should not be modified. Non-original conditions which detract from the integrity of these portions of the building, such as window air-conditioners and incompatible awnings and storefront alterations, should be returned to the original condition or one that is compatible with the character of the building.

Exterior areas of secondary historical importance which are visible from the street should be altered as little as practical, with changes necessary for ongoing use located in the least obtrusive place that is practical. Changes should be compatible with the character of the building, they should not remove historic fabric fundamental to its basic character and form, and they should be identifiable as alterations, not original features. Thus, changes to the Stevenson Street elevation of the Annex at 190 Stevenson Street to

accommodate deliveries for the new use and ventilation should be unobtrusive and should leave the basic composition of the basement and first floor intact.

Exterior areas which are not visible from the public way, including roofs and the light court, should be altered only to the degree truly necessary for the new use, code requirements, and correction of defects. The changes should not attempt to introduce a new design theme or to “update” the building. Rooftop interventions should not be visible from the street in the vicinity of the property.

#### Restoration and Rehabilitation of Features and Materials

The treatment of historically significant features and materials should take advantage of the fact that the important historic features and materials are of high-quality, durable materials and construction and are in good condition both on the exterior and the interior. Cleaning, using the gentlest means possible, should be performed where soiling has altered the appearance of historic materials and features. Painted surfaces should be repainted in the existing or historic color, or a compatible one. In the limited number of conditions where damage and deterioration have occurred, they should be repaired to protect historic fabric and ensure that it conveys its significance. This should be done using materials and methods that do not change other historic fabric or create an irreversible change to the qualities and composition of the feature or material that is damaged. Repairs should be limited to the scope of the deterioration or damage wherever feasible, such as patching a masonry unit instead of replacing it entirely.

#### Exterior Recommendations

##### *Recommended Treatment: Stone*

Overall, the stone is in Good to Excellent condition, so the treatment should take a light touch, cleaning with restraint and correcting damage and deterioration only where they are truly a problem. Although there is soiling and scuffing at traffic areas along the sidewalks, aggressive cleaning to remove all traces could be excessive for conditions at the second floor—and using two different methods (or products) could introduce a differential appearance. It is better to err on the side of cleaning less, even if some discoloration remains as a result. Where there is paint on the stone, testing should begin with the mildest paint remover recommended for the stone (marble and granite call for different products in the case of most manufacturers). Paint



Perhaps the most conspicuous “stone” defect is the pilaster finish at the T-Mobile store—which is cement plaster. It should be re-coated. (Knapp Architects photograph.)

removers which could damage the stone should not be used. Where previous stone patches and dutchmen at abandoned penetrations disrupt the appearance of the stone, they should be coated to diminish their obtrusiveness or should be replaced with a better match if this can be done without damaging the adjacent, original stone.

*Recommended Treatment: Terra Cotta*

Like the stone, the terra cotta is in Good to Excellent condition. The major repair program completed a decade ago appears to be holding up well in most cases. When repairs are executed at those conditions which are visible now, close examination from scaffolding or a swing stage will allow for observation of the soundness of mortar, presence of fine cracks, and areas of incipient failure of the glaze (or repair coating). The upcoming project should emphasize prevention of conditions which can damage the terra cotta—such as failing roof drainage and rusting windows. Where the existing glaze is missing or peeling, glaze (or previous coating) that is not well adhered should be removed, the substrate should be cleaned if necessary to allow adhesion, and a new acrylic coating compatible with the bisque and permeable to entrapped moisture should be applied to match the original color and sheen. Abandoned and inappropriate devices and attachments should be removed wherever this can be accomplished without damaging the surrounding terra cotta. Where there are spalls or holes in the terra cotta, they should be patched with a mortar specifically designed for terra cotta (with stainless steel anchors for patches which exceed the size recommended by the patching material manufacturer for unreinforced patches). The surface of the patches should match the profile and texture of the surrounding terra cotta, and coated to match the adjacent color and sheen. For minor cracks under 1/8" wide, a cementitious crack filler should be injected. Cracks larger than 1/8" should be ground out to create a void wide enough to allow application of patching mortar. The mortar should be tooled to match the original surface of the terra cotta. Repairs should be coated to match the color and sheen of the original terra cotta glaze. Where the mortar is missing or is cracked or otherwise deteriorated, it should be raked out of the joint to at least 2-1/2 times the width of the joint. Mortar should be installed, matching the color of the existing mortar and tooled to match the joint profile.

*Recommended Treatment: Brick*

The brick at the upper stories of 17-29 Third Street needs to have mortar joints re-pointed. Although it is in Good condition overall, the brick has specific areas where the mortar joints are mismatched, requiring full removal of mortar to allow the joints to be reinstalled matching the original condition. A few bricks need to be replaced where there are holes, cracks, or spalls. Replacement brick is to match the size, color, sheen, and strength of the existing brick. Where there is a hole in an existing brick which is less than 1/3 the height of the brick, it should be patched with mortar matching the color and sheen of the brick. The existing mortar will be analyzed chemically and the color of the binder and aggregate identified. The repointing mortar will match the existing mortar and will not be harder than it.

There is extensive non-original signage on 17-29 Third Street, especially on the Third Street elevation. It will be removed, and some of the original brick it covers will be exposed as it was historically. (The non-original signage also covers the historic sheet metal cornice between the first and second floors; the brick in this zone will be covered by the reconstructed cornice.) When the signage is removed, damage its installation has caused to the original brick should be repaired using the same methods described above for holes, missing or irreparably damaged bricks, and mortar deterioration. The covered brick may need cleaning or stain removal; if needed, this measure should employ the gentlest products and procedures which are sufficient to return the brick to its original appearance.

Note: The brick tile at the first floor on the south (Stevenson Street) elevation of 17-29 Stevenson Street is not original and is not compatible with the character of the building. It should be removed and should be replaced with brick that is compatible, but differentiated so that the new construction does not create a false appearance of being original.



Some cast iron storefront elements are covered with inappropriate alterations, but have not been destroyed. Behind the rigid awnings at the openings flanking the main entry portal, the original storefront still exists. It should be retained and repaired. (Knapp Architects photograph.)

*Recommended Treatment: Cast Iron*

There is little evidence of deterioration of the exterior cast iron elements. All are painted, and the coating has evidently protected this material from corrosion. In areas where localized corrosion does exist, the corrosion and surrounding paint should be removed with a wire brush, using hand tools only. A rust-inhibiting primer should be applied. Similar preparation, with less wire-brushing required, should be used where the paint is cracked or peeling but there is no evidence of corrosion. Areas of such preparation should be “feathered” with sanding or repeat priming to provide a smooth substrate to which the top coat can adhere. A top coat of paint matching the existing color should be applied.

*Recommended Treatment: Entry Portal*

The masonry elements should be cleaned and repaired as described above for stone and terra cotta. The heavy soiling may require additional repetitions of cleaning—and it

may not be possible to remove all traces of soiling. Use of harsh products and techniques should be avoided, even if some residual soiling cannot be removed with mild methods. If possible, the patination of the bronze screen at the transom should be made more uniform, but this should not be accomplished by removal of patina at the top of the screen or chemical patination at the bottom.

*Recommended Treatment: Flagpole*

The flagpole needs to be repainted. Paint that is cracking or peeling should be scraped off, and areas of bare wood should be sanded to provide a suitable surface for adhesion of primer. When the preparation is being performed, the wood should be inspected visually and probed with a sharp tool to identify any areas of decay or excess weathering. Isolated areas should be treated with epoxy consolidant if they exist. Areas where paint was missing or scraped should be feathered to adjacent sound paint to provide a smooth surface and primer should be applied. Then at least two top coats of paint matching the existing color should be applied.

*Recommended Treatment: Sheet Metal*

The upper cornice of 17-29 Third Street should be inspected close-up during paint preparation, and sounded lightly with a rubber mallet, to see whether there is hidden deterioration. At the isolated areas of limited corrosion, the corrosion and surrounding paint should be removed with a wire brush, using hand tools only. A rust-inhibiting primer should be applied. Similar preparation, with less wire-brushing required, should be used where the paint is cracked or peeling but there is no evidence of corrosion. Areas of such preparation should be “feathered” with sanding or repeat priming to provide a smooth substrate to which the top coat can adhere. A top coat of paint matching the existing color should be applied.



While there are some dents and open joints in the sheet metal cornice of 17-29 Third Street, it appears to be sound overall. It is not necessary to make it perfect, as sheet metal cornices typically exhibit some imperfections over time. (Knapp Architects photograph.)

On the Third Street elevation, extensive signage covering the cornice between the first and second floors of 17-29 Third Street will be removed. It is possible the original sheet

metal cornice, or portions large enough to retain, still exist under the signage (though it appears they do not—in which case the original cornice should be replicated based on the portion that remains on the Stevenson Street elevation). If the original cornice is still in place beneath the sign, its removal should be executed so that fasteners, framing, and other hardware attached to the original sheet metal cornice are removed without damaging the cornice.

### **Interior Recommendations**

#### *Recommended Treatment: Lobby Gold Panels*

The gold panels in the historic lobby exhibit very little deterioration. The majority of the panels which will remain in place should be protected during construction and cleaned. The potential for damaging the gold panels outweighs the small benefit that could be achieved by disassembling them all in order to correct very small areas of deterioration and damage that are apparent only on detailed inspection.

Selected panels are proposed for relocation, in order to allow new openings from the historic lobby into adjacent public spaces of the hotel. (Without such openings, the historic lobby would not function as the primary elevator lobby for the hotel, and would therefore become a low-traffic, ancillary space few building users and visitors would enter.) There are fasteners on the face of these panels. Once the building is vacated and demolition begins, the existing construction should be carefully investigated from the back of the wall, using tools and techniques such as a pachometer which do not require touching or disturbing the panels themselves, to determine how the panels are assembled and installed. If this examination shows that the panels can be disassembled without damage by removing the fasteners, the work will proceed that way. Before the panels are removed from the existing location, the framework at the new location will be complete and the components for the full installation will be ready for assembly. A heavy plywood carriage with a padded cradle and supports for the panels will be used to transport them.

#### *Recommended Treatment: Lobby Stone*

The stone should be protected during construction and cleaned. Only mild detergents and soft brushes will be necessary to clean it. Small areas of grout replacement will be necessary. The existing grout will be tested and the new grout formulated to match it.

#### *Recommended Treatment: Lobby Ceiling*

The lobby ceiling should be cleaned. If soft bristle brushes and vacuuming do not remove enough soiling, it should be sufficient to wipe with damp, soft cloth, rinsing the cloth frequently while ensuring the cloth is not saturated.

#### *Recommended Treatment: Lobby Lighting*

The fixtures may need to be rewired. If this is necessary, it should be executed without changing the exterior appearance of the fixtures. If they are re-lamped, the new lamps should match the existing ones in appearance.

The brass should be cleaned with water and a mild anionic detergent. If necessary, an equal mixture of methyl hydrate and water may be used. Clean and rinse with a soft cloth. A coating of microcrystalline paste wax softened with white mineral spirits may be applied and polished with a soft cloth.

*Recommended Treatment: Lobby Mailboxes and Directory*

The padlock should be replaced; if it has been retained but is broken, it should be repaired. The mailboxes should be cleaned as described for the lighting fixtures.

*Recommended Treatment: Elevators*

The interior of the original cab should be cleaned using mild detergent and water on the painted surfaces. The brass and bronze in all the cabs should be cleaned as described for the lighting fixtures.



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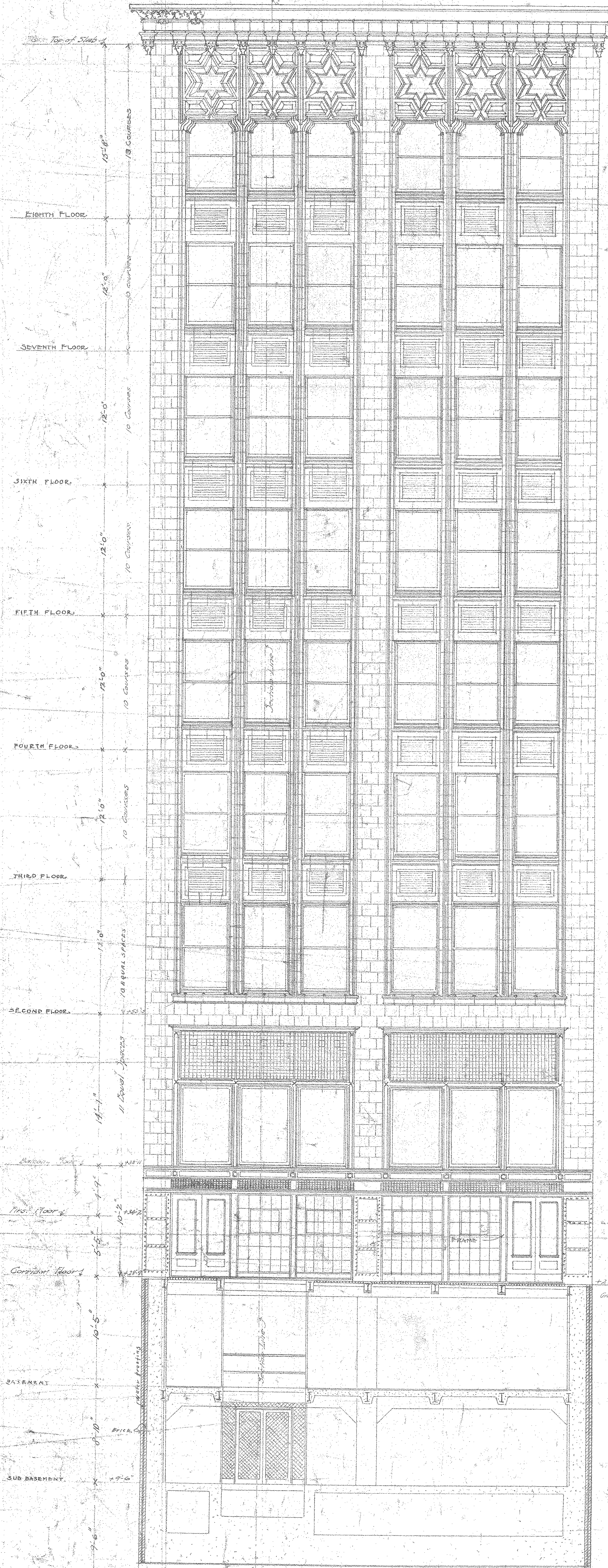
San Francisco Heritage Archive

San Francisco Public Library, San Francisco History Center

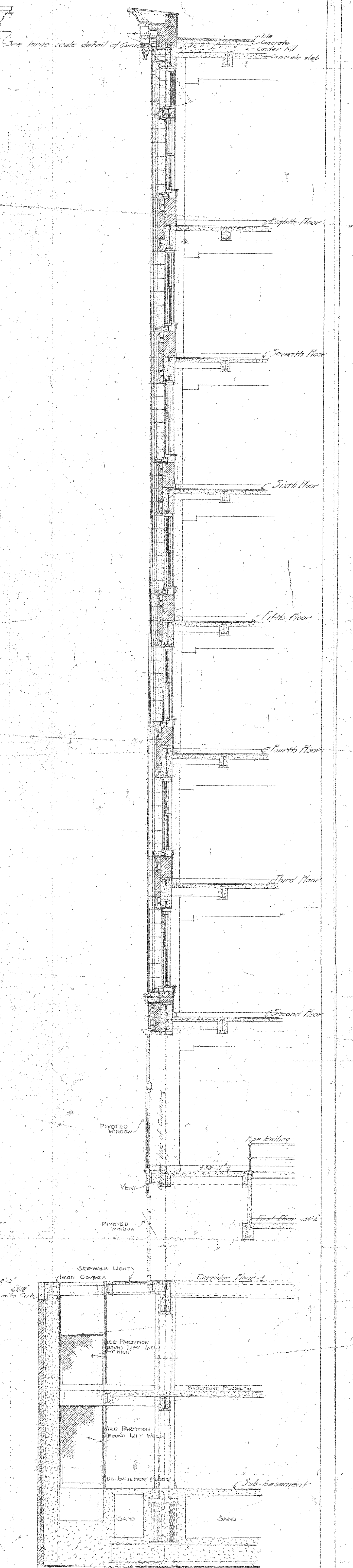
Appendix A  
Historic Drawings



HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETIT & GREEN ARCHTS - 103 PARK AVE. N.Y.C.  
 DRAWING NO. 15  
 Dec. 9<sup>th</sup> 1909



STEVENSON ST. ELEVATION

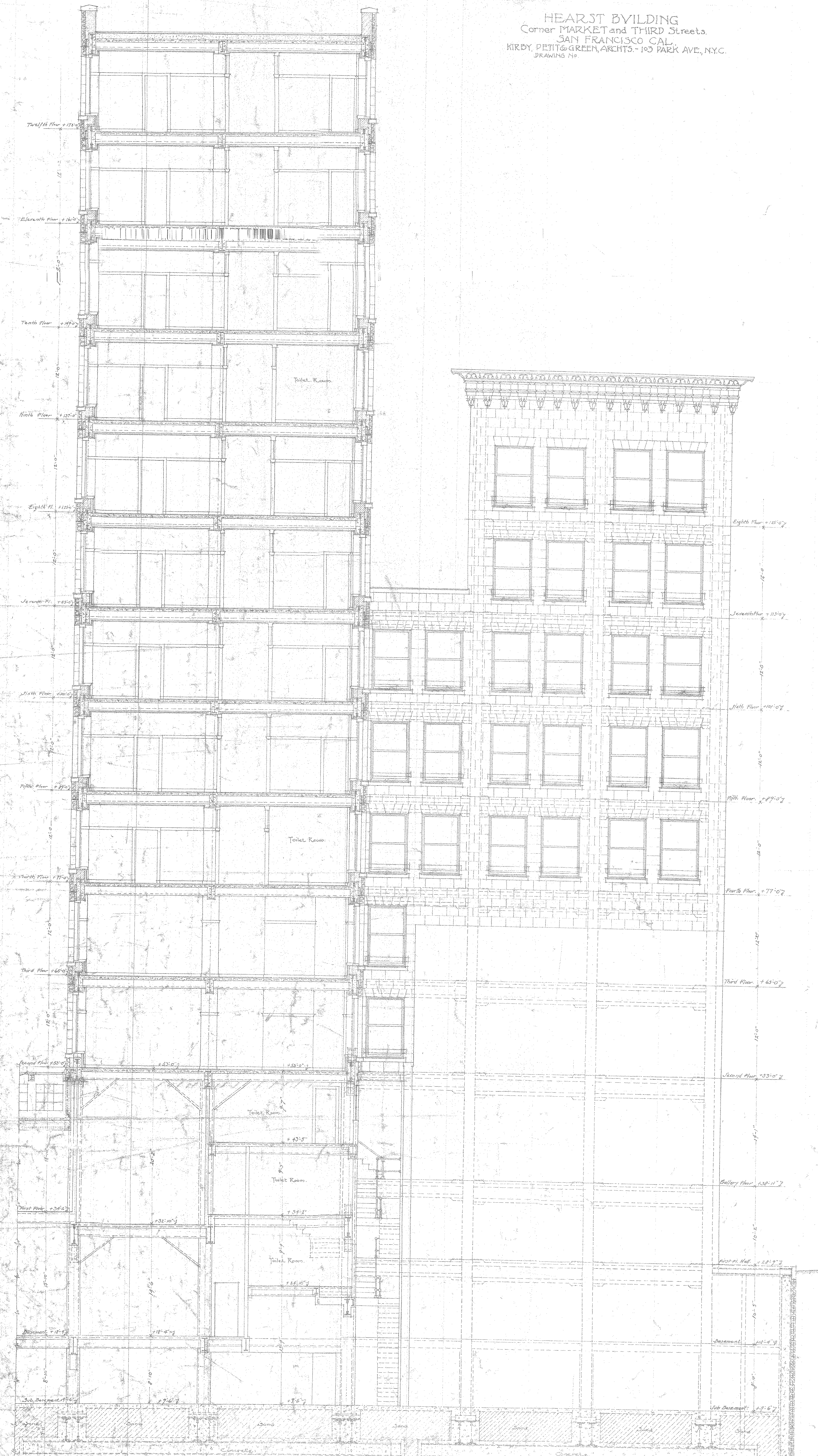


SECTION

DEC. 8, 1909



HEARST BUILDING  
 Corner MARKET and THIRD Streets.  
 SAN FRANCISCO CAL.  
 KIRBY, PETTIT & GREEN, ARCHTS. - 103 PARK AVE., N.Y.C.  
 DRAWING No.



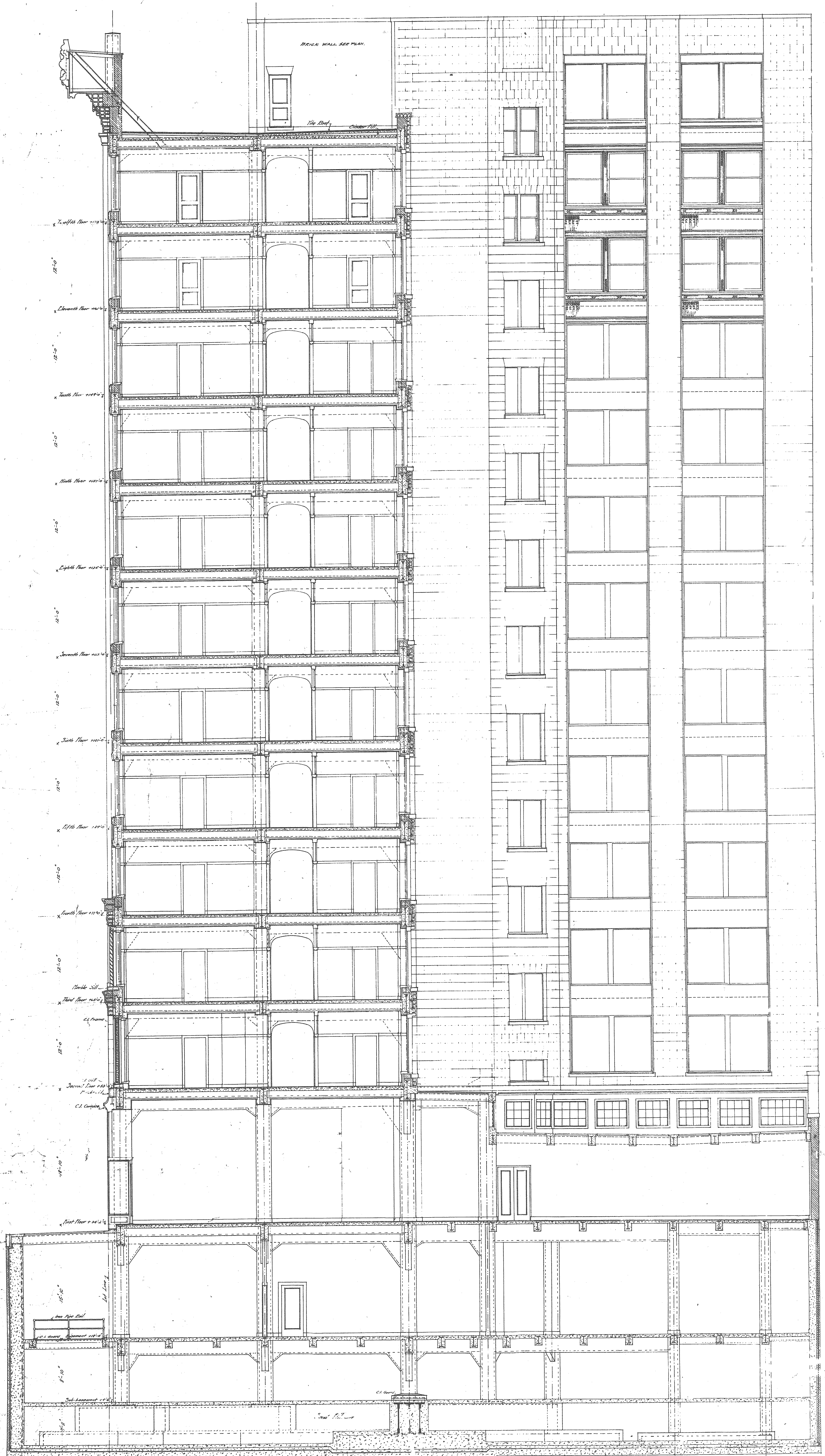
SECTION THRO' A-B.  
 Scale 1/8" = 1'-0"

DATE  
 DIS. P. 1197  
 REVISIONS

DRAWING No.



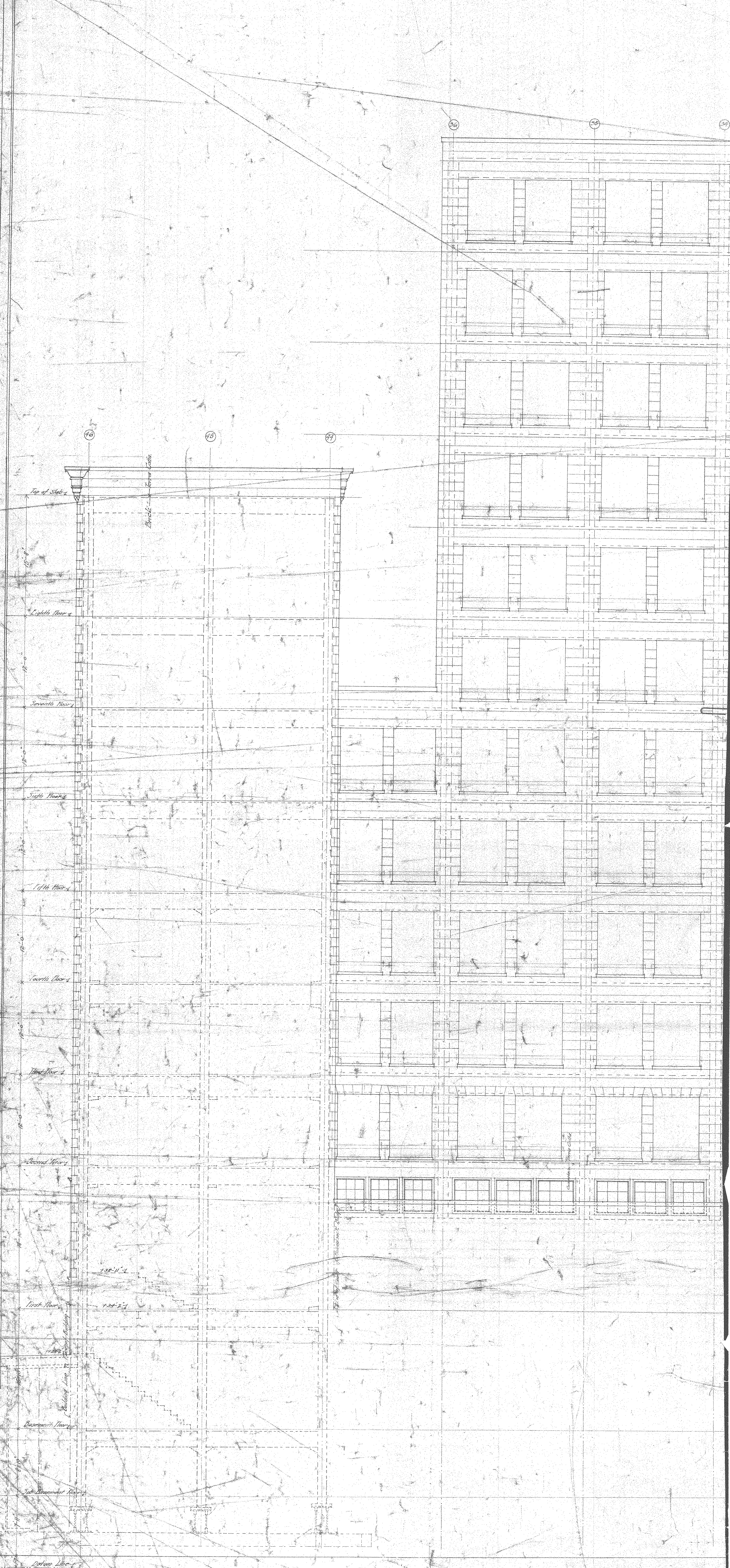
HEARST BUILDING  
Corner MARKET and THIRD Streets  
SAN FRANCISCO, CAL.  
KIRBY, PETIT & GREEN, ARCHTS. 105 PARK AVE, N.Y.C.  
DRAWING No.



SECTION THRO 'C-D'  
Scale 3/4" = 1'-0"

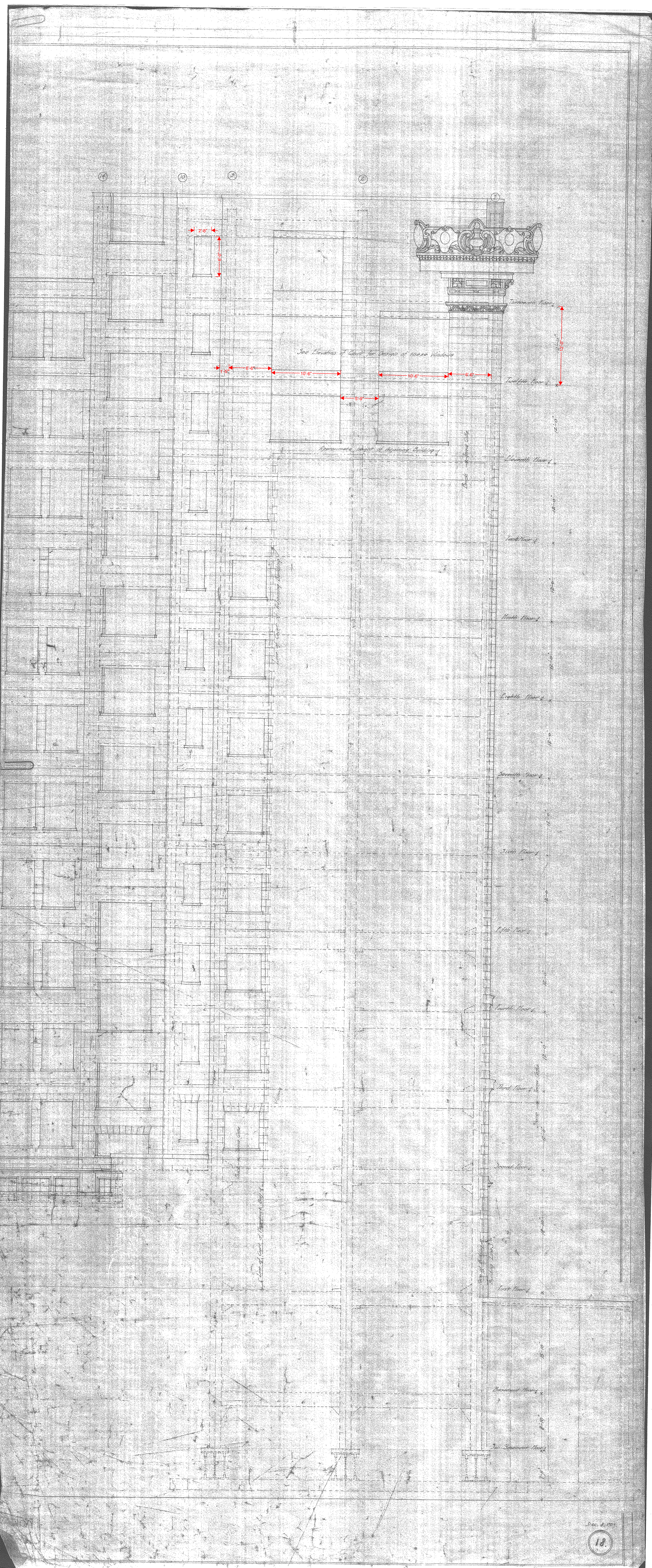


HEARST BUILDING  
Corner MARKET and THIRD Streets  
SAN FRANCISCO, CAL.  
KIRBY, PETTIT & GREEN, ARCHTS - 103 PARK AVE., N.Y.C.  
DRAWING NO.



REAR ELEVATION  
SCALE







HEARST BUILDING  
Corner MARKET and THIRD Streets  
SAN FRANCISCO, CALIF.  
KIRBY, PETIT & GREEN, ARCHTS., 163 PARK AVE. N.Y.C.  
DRAWING NO. 12

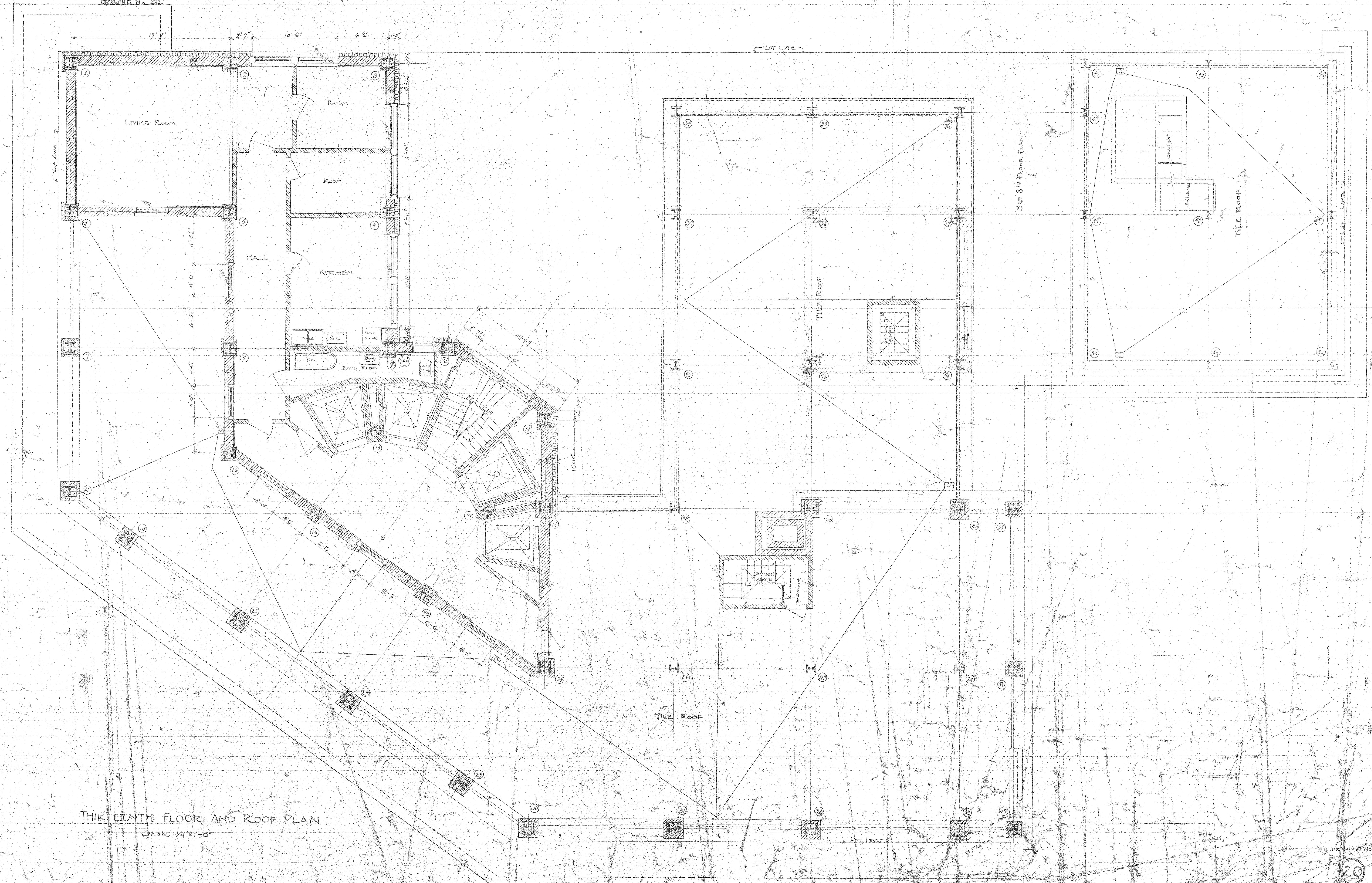


ELEVATION & SECTION E.F.  
SCALE 1/4" = 1'-0"

NO. 12  
REVISED



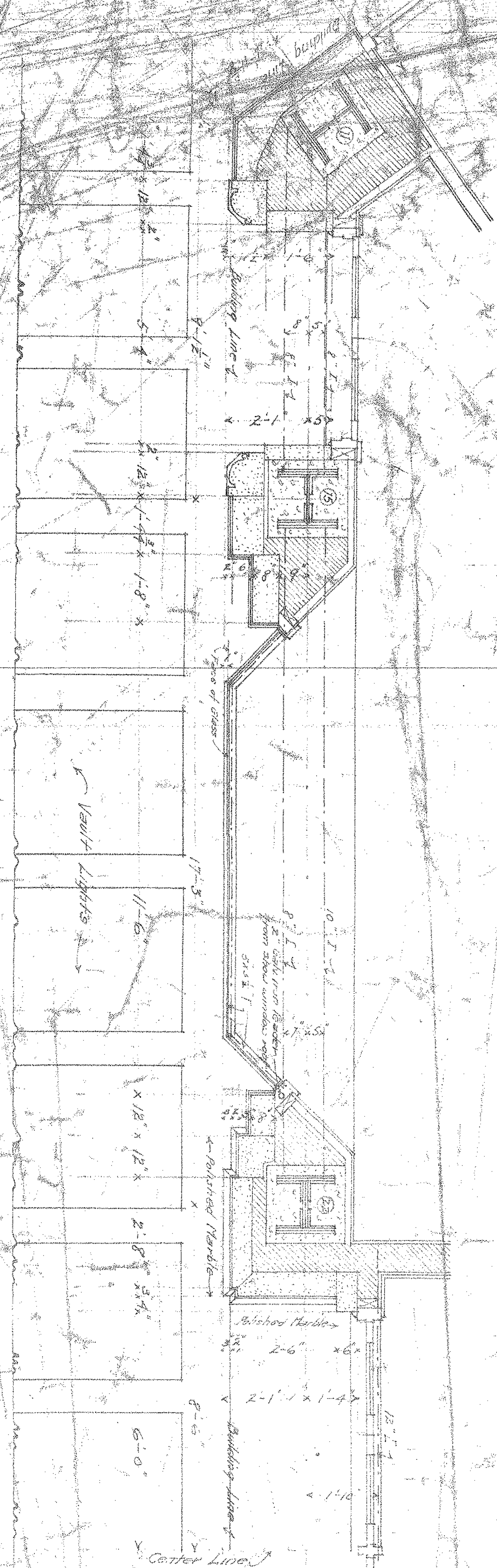
HEARST BUILDING  
Corner MARKET and THIRD Streets  
SAN FRANCISCO, CAL.  
KIRBY, PETT & GREEN, ARCHTS.-105 PARK AVE., N.Y.C.  
DRAWING No. 20.



THIRTEENTH FLOOR AND ROOF PLAN  
Scale 1/4"=1'-0"



ANALYTICAL SCENE DETAIL OF FIRST FLOOR STORES OF KIRBY ST



ELEVATION

SECTION THRO CENTER

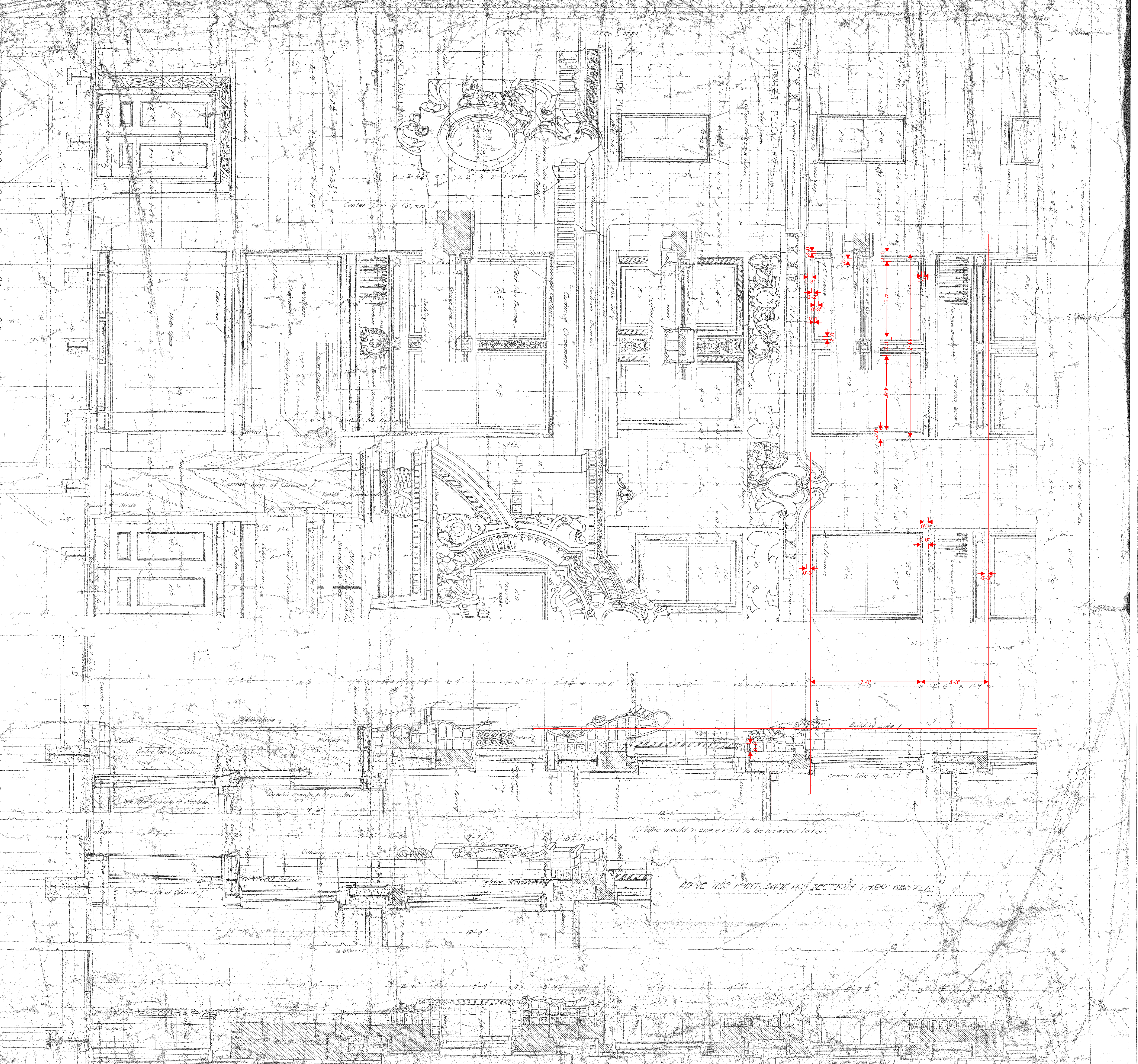
SECTION A-B

SECTION C-D

TRAD ST. BUILDING

4 COR MARKET & THIRD STS

KIRBY · PETTIT & GREEN ARCHITECTS 193 PARK AVE. NYC

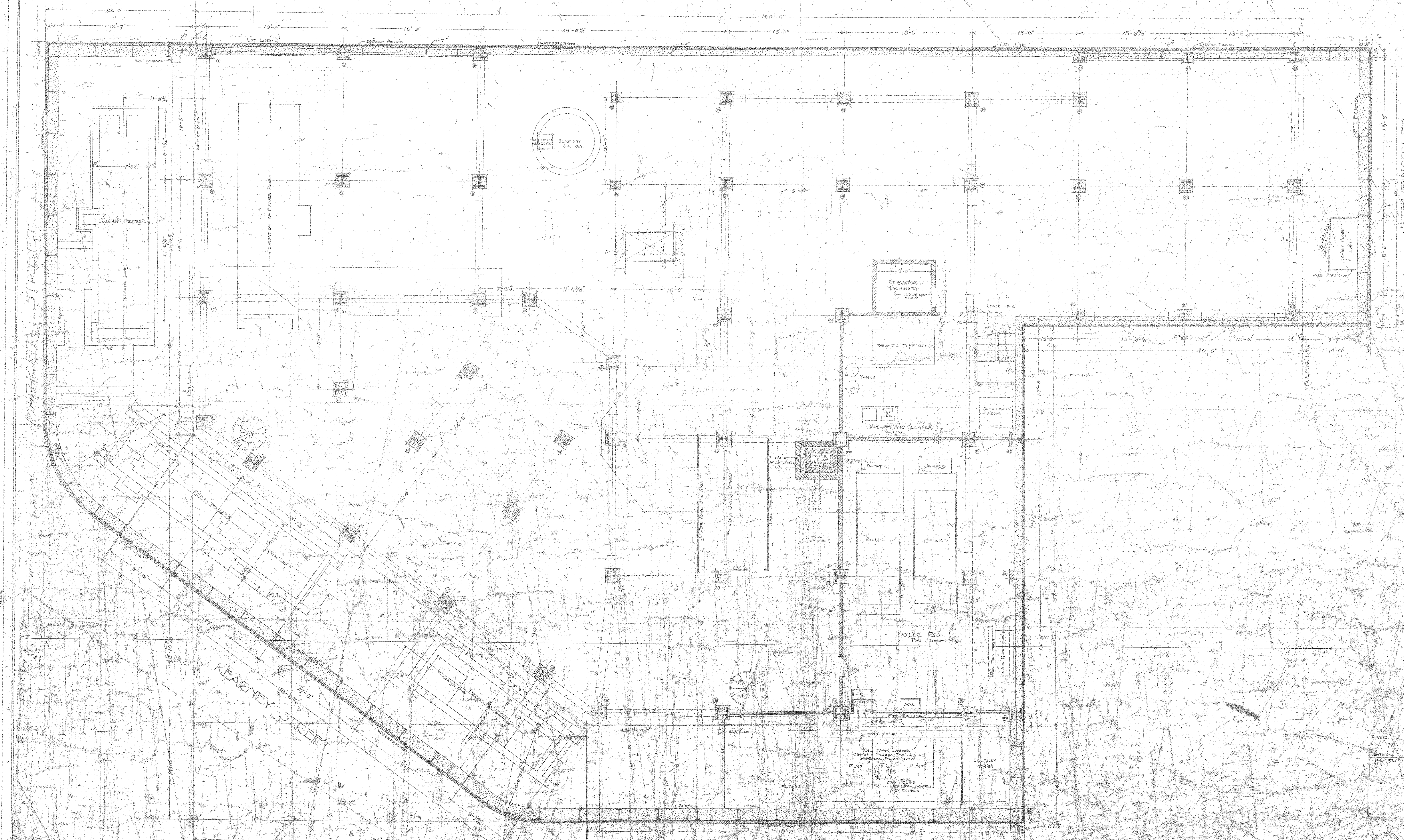


ABOVE THIS POINT HAVE NO SECTION THRO CENTER

The window and transom details are indicated in pencil. The masonry is shown in grey. The window and transom details are indicated in pencil. The masonry is shown in grey. The window and transom details are indicated in pencil. The masonry is shown in grey.



HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETIT & GREEN, ARCHTS., 103 PARK AVE., N.Y.C.  
 DRAWING No. 1. Nov. 1909.



MARKET STREET

STEVENSON ST.

KEARNEY STREET

THIRD STREET

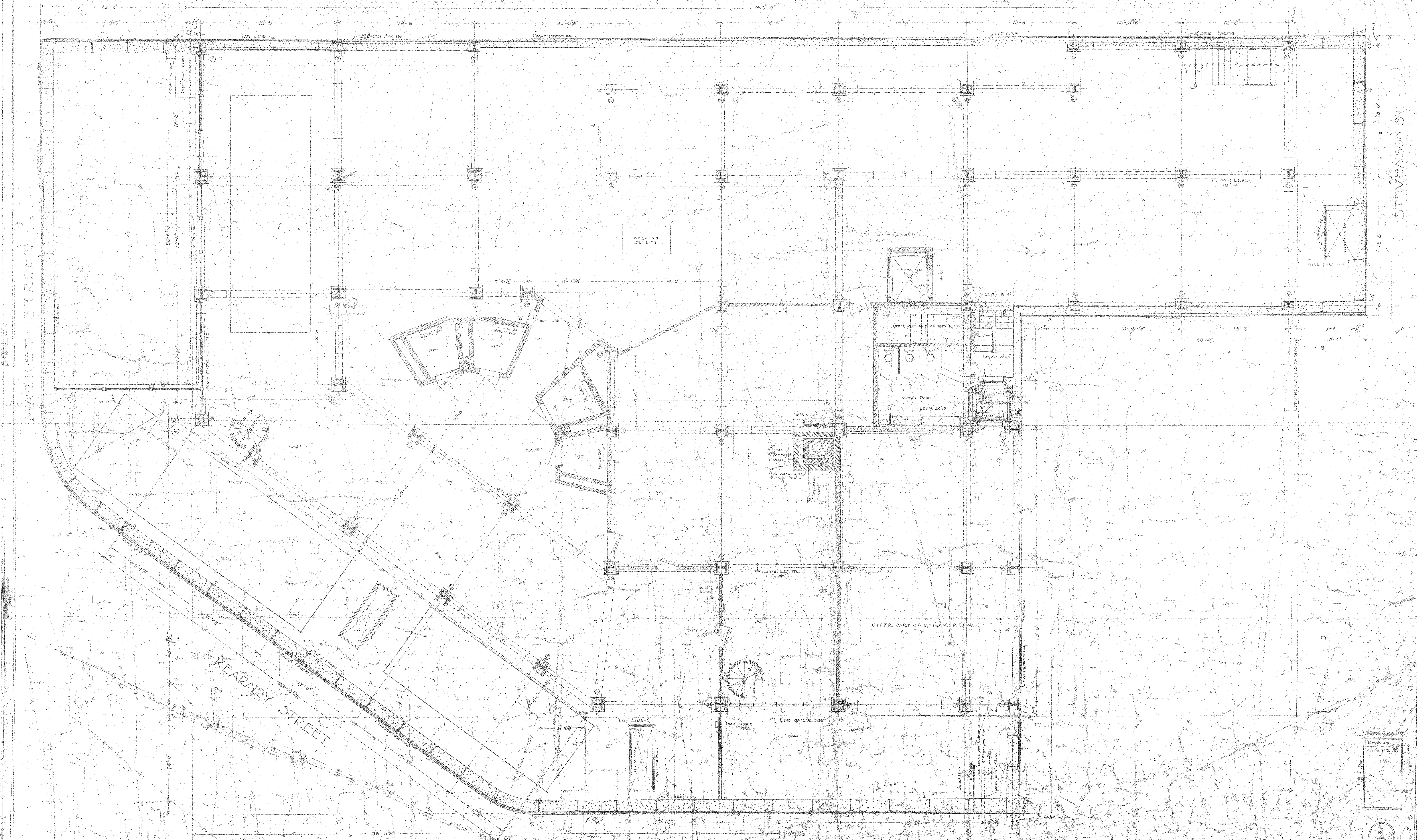
S.V.B. BASEMENT PLAN  
 SCALE 1/4" = 1'-0"

DATE:  
 Nov. 1909  
 REVISIONS:  
 Nov. 15, 1909

1



HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETIT & GREEN, ARCHTS. 103 PARK AVE. N.Y.C.  
 DRAWING No. 2. Nov. 1909.

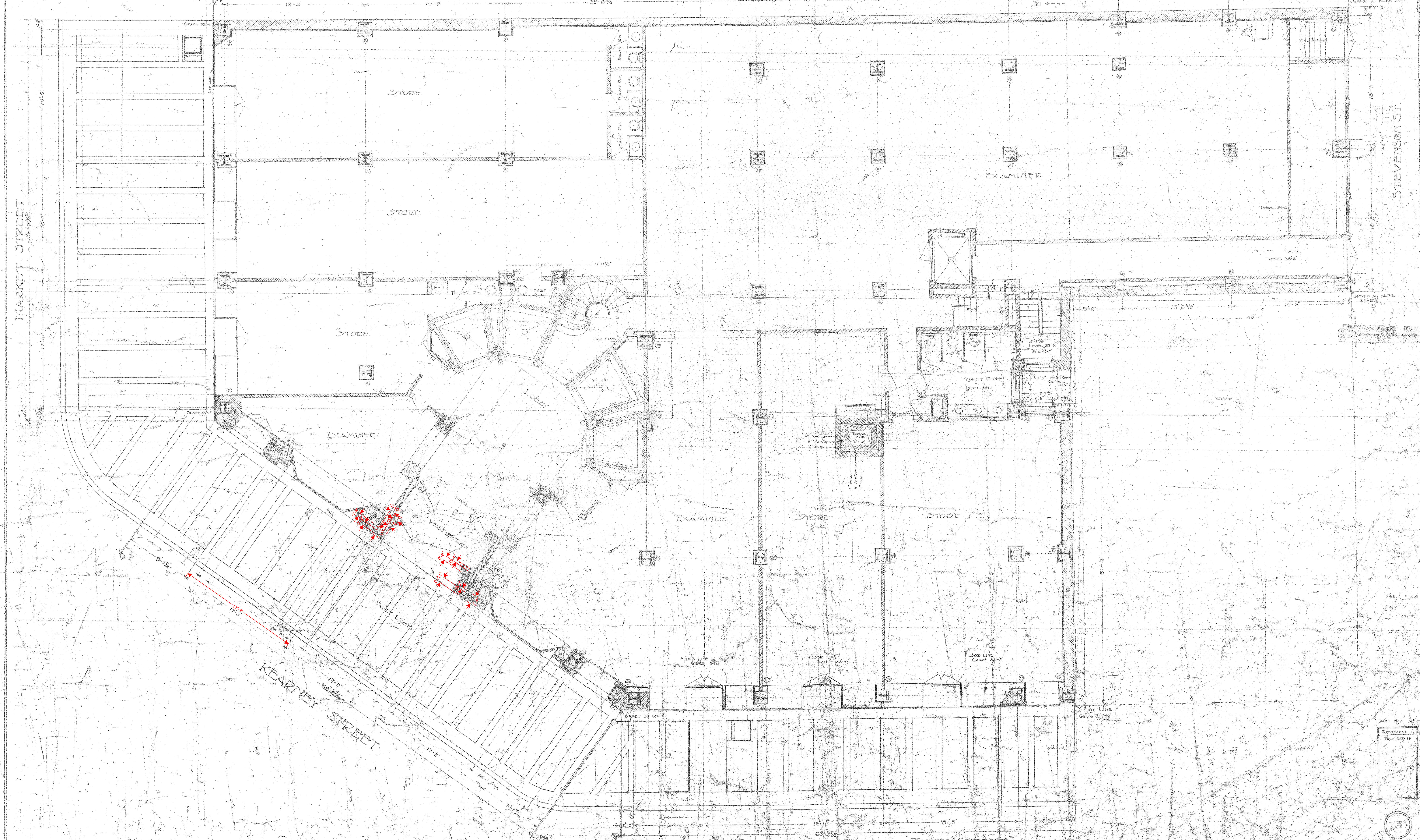


BASEMENT PLAN  
 Scale 7/16" = 1'-0"

Revisions  
 Nov. 15 to 1909



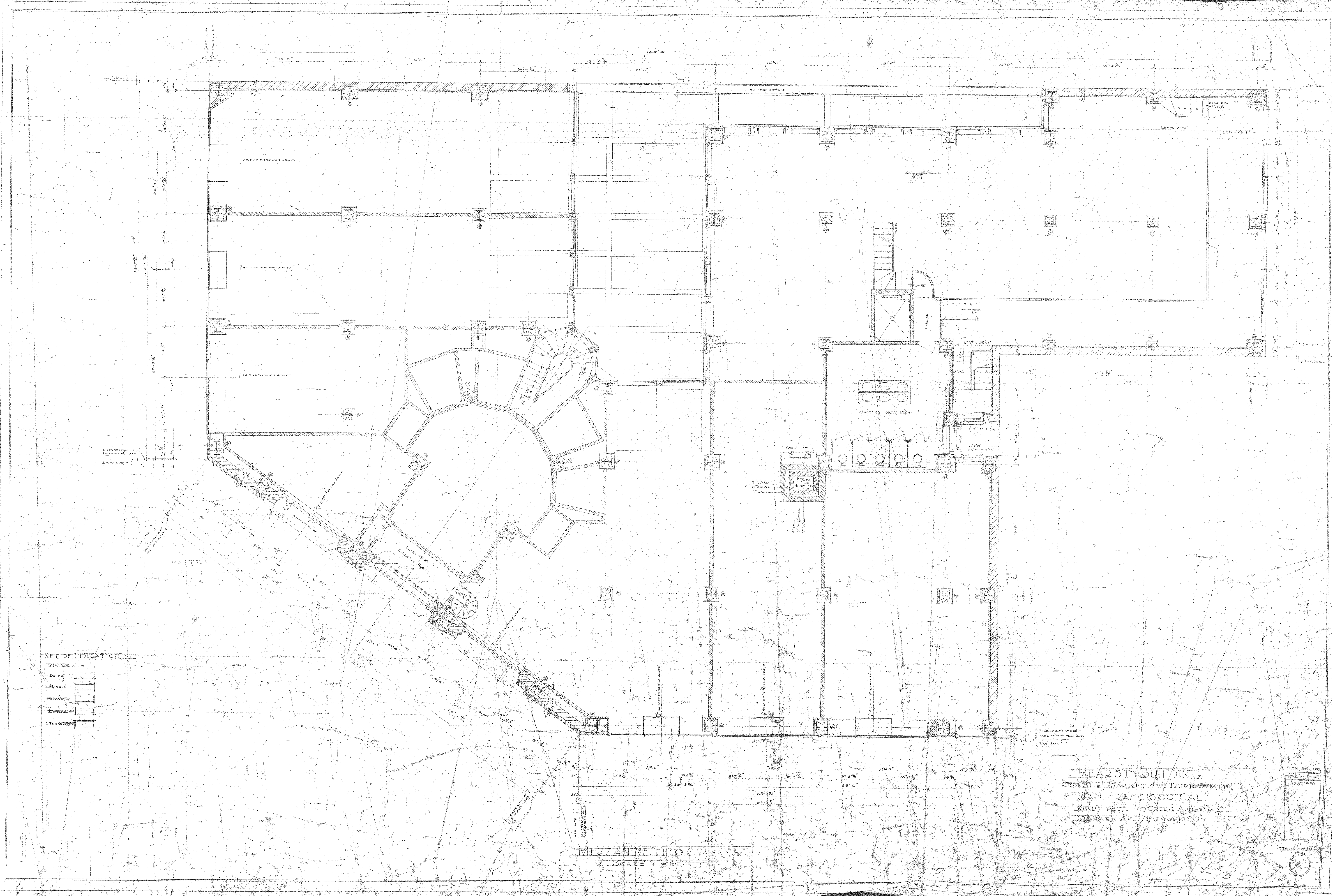
HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETIT & GREEN, ARCHTS., 103 PARK AVE., N.Y.C.  
 Drawing No. 3



FIRST FLOOR PLAN Scale 1/4" = 1'-0"

Date Rev. 11/10/10  
 Revisions 11/10/10 to 11/10/10





KEY OF INDICATION

- MATERIALS
- BRICK
  - MASONRY
  - CONCRETE
  - TRUSS

MEZZANINE FLOOR PLAN  
SCALE 1/8" = 1'-0"

HEARST BUILDING  
CORNER MARKET AND THIRD STREETS  
SAN FRANCISCO CAL.  
KIRBY DEITZ ARCHT.  
105 PARK AVE. NEW YORK CITY

DATE: JULY 1911  
DRAWN BY: [Signature]  
NOTED BY: [Signature]



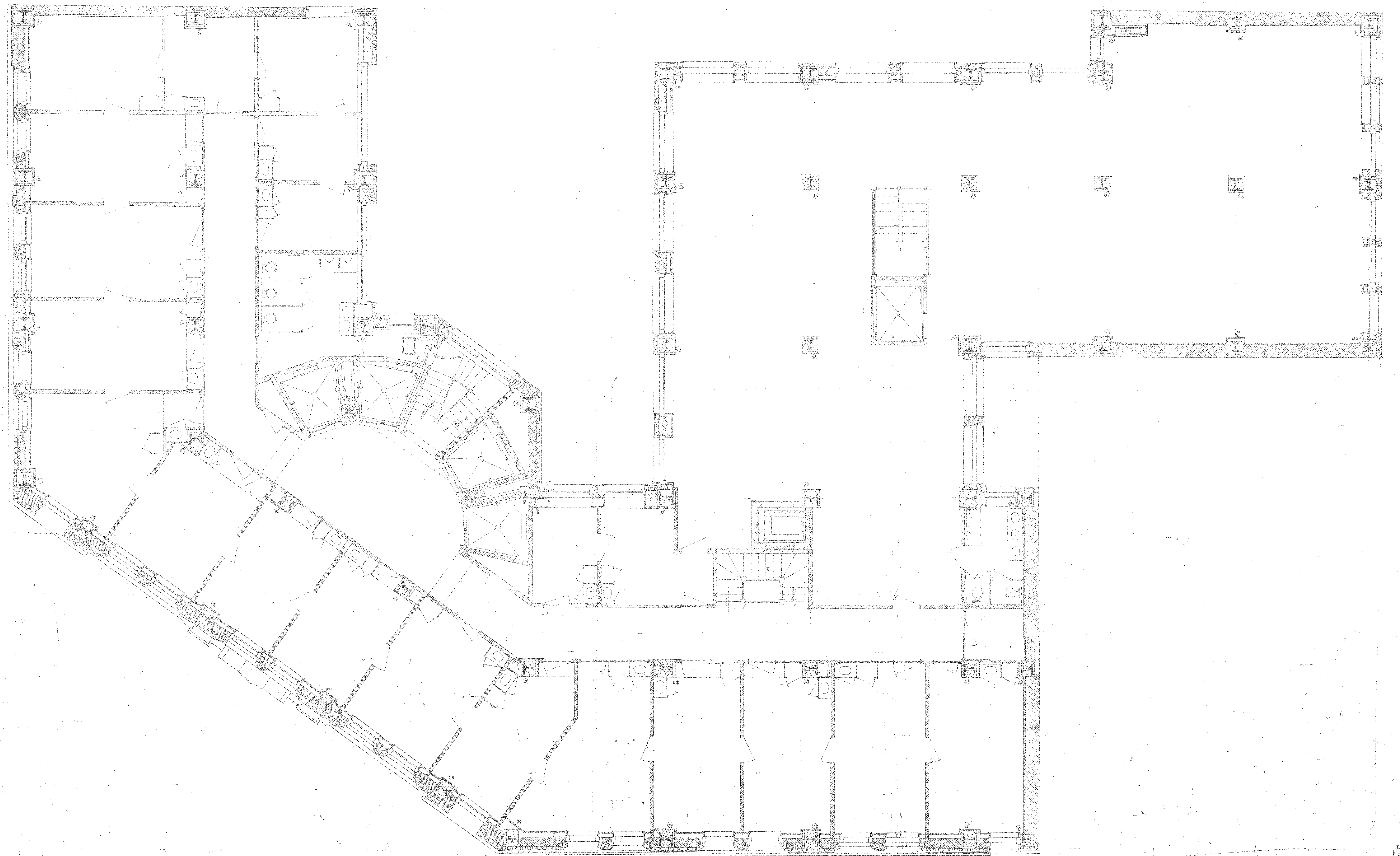
HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETT & GREEN, ARCHTS. 103 PARK AVE., N.Y.C.  
 DRAWING No. 5



SECOND FLOOR PLAN  
 Scale 1/4" = 1'-0"



HEARST BUILDING  
Corner MARKET and THIRD Streets  
SAN FRANCISCO, CAL.  
KIRBY, PETIT & GREEN, ARCHTS. - 103 PARK AVE., NYC.  
DRAWING No. 6



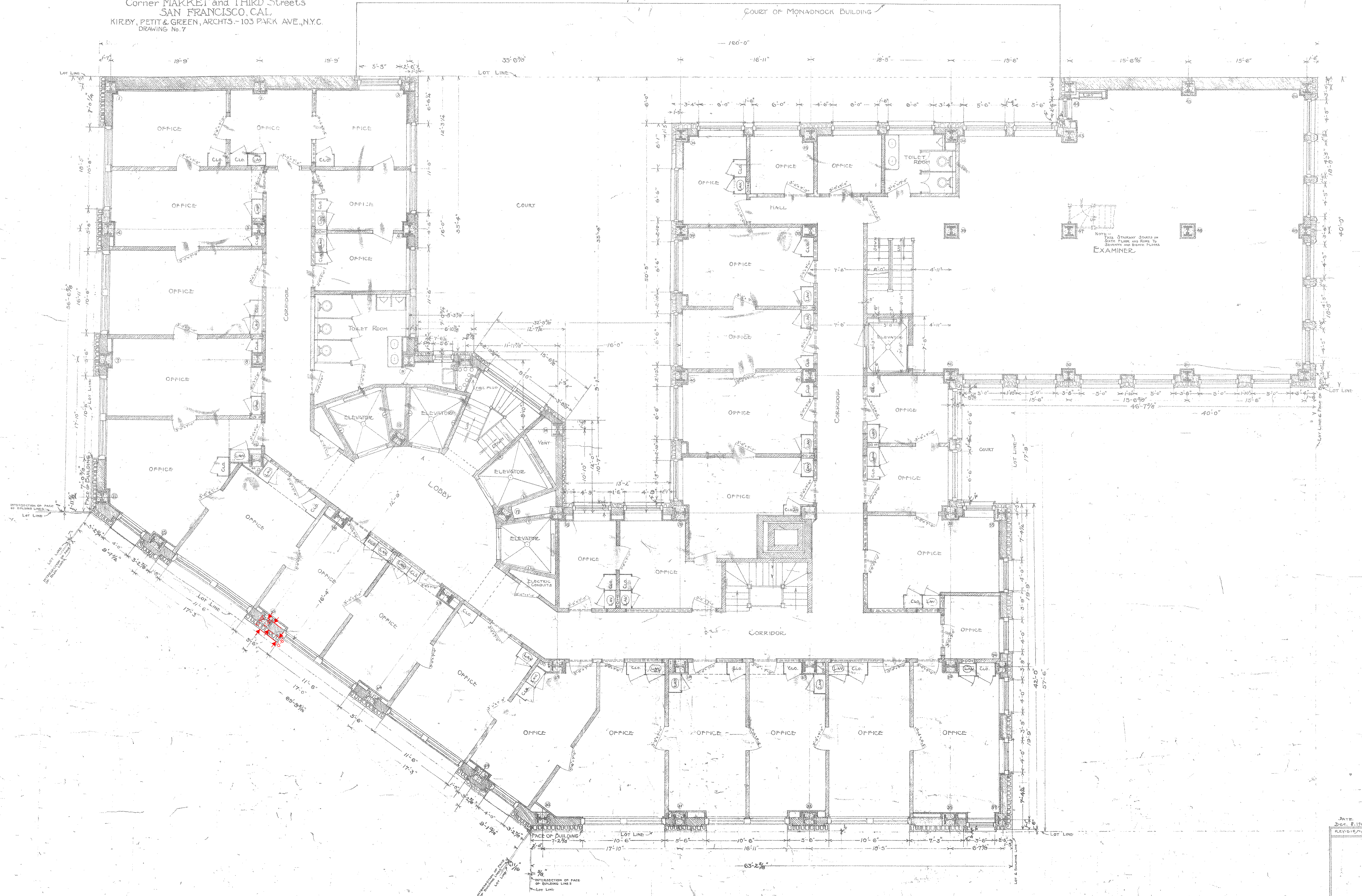
THIRD FLOOR PLAN  
Scale 1/4"=1'-0"

DATE	REVISIONS
DEC. 3, 1907	

DRAWING No. 6



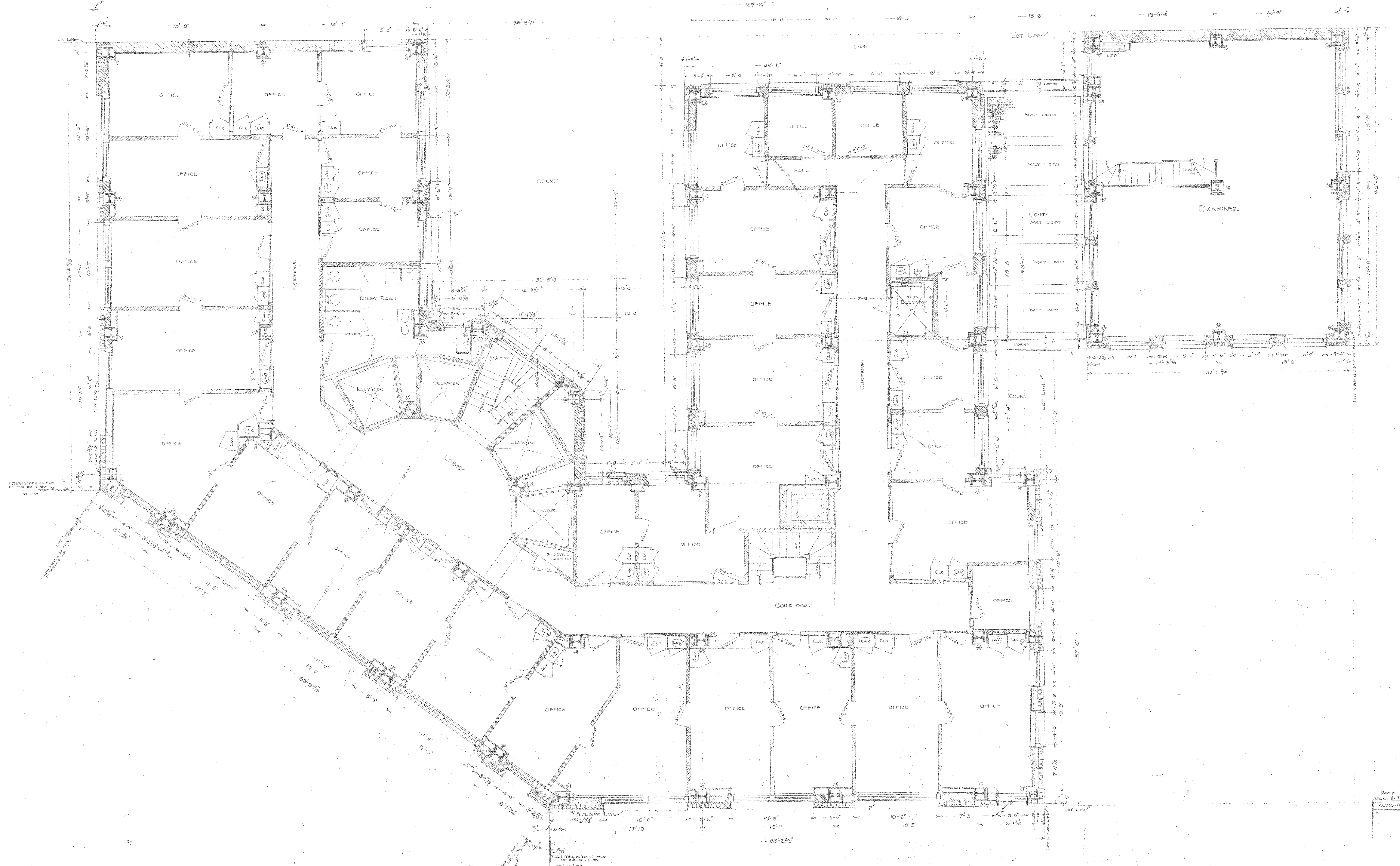
HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETT & GREEN, ARCHTS. - 103 PARK AVE., N.Y.C.  
 DRAWING No. 7



FOURTH, FIFTH & SIXTH FLOOR PLAN  
 Scale 1/4" = 1'-0"



HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETIT & GREEN, ARCHTS. - 103 PARK AVE., N.Y.C.  
 DRAWING No. 6

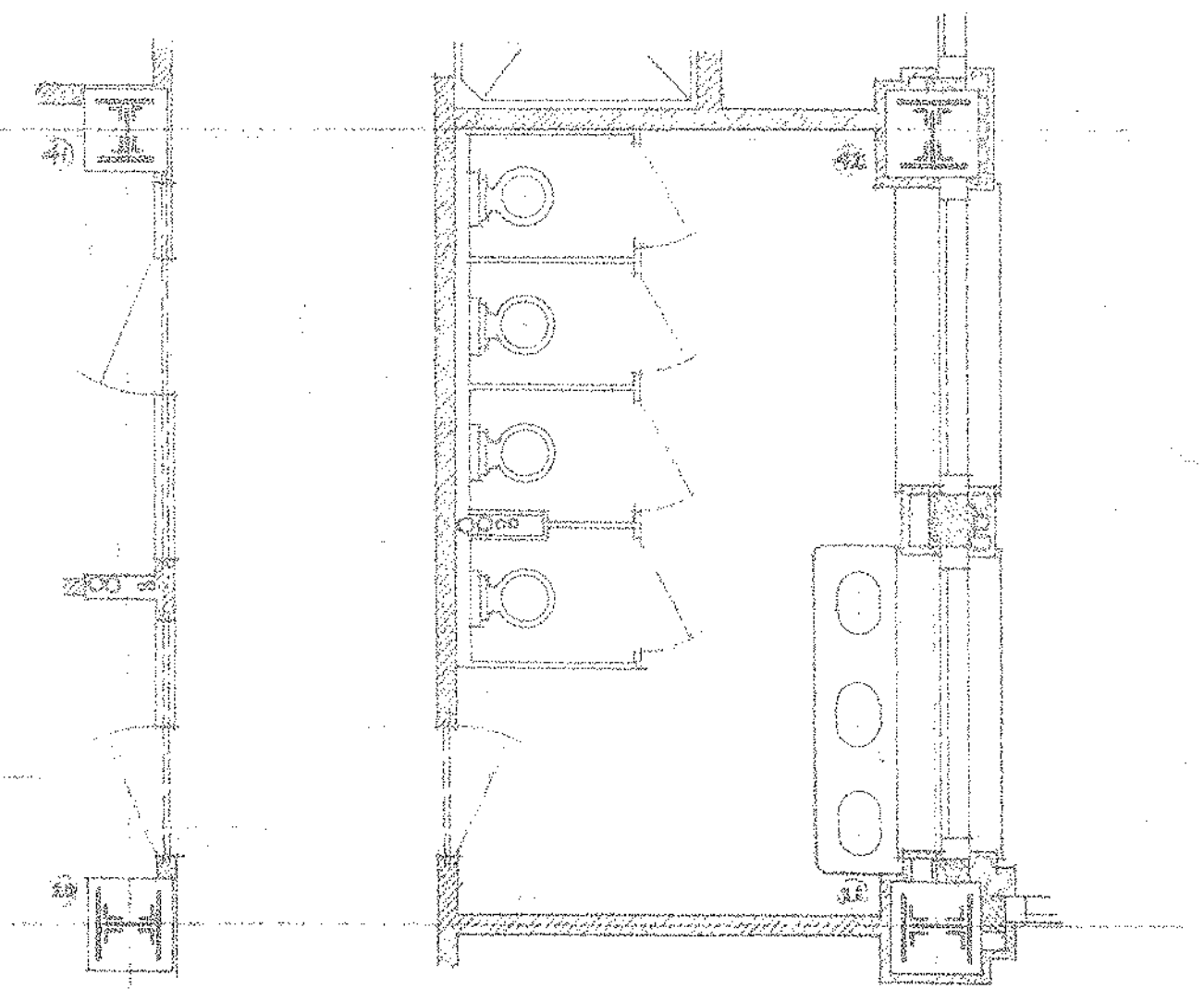
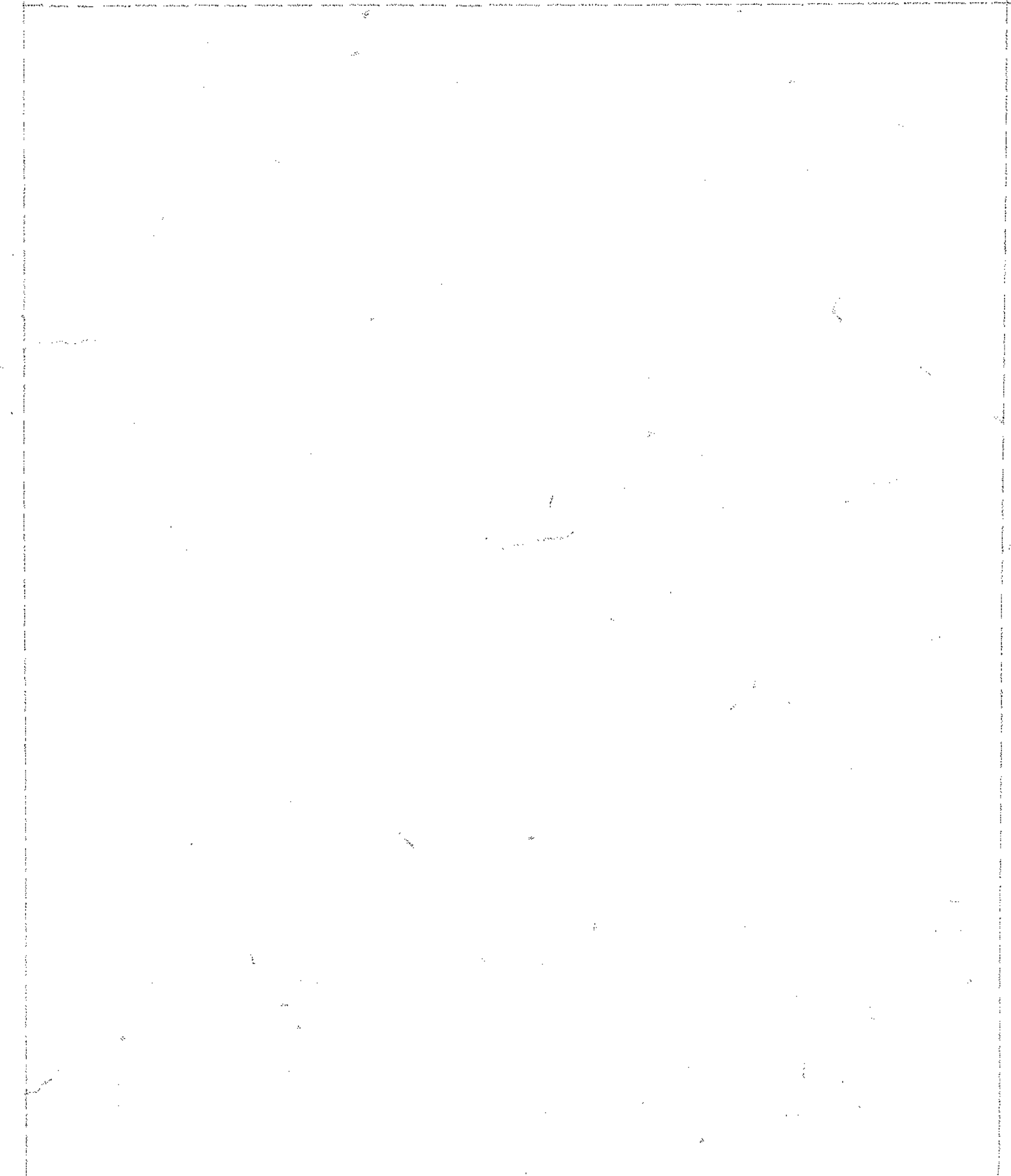
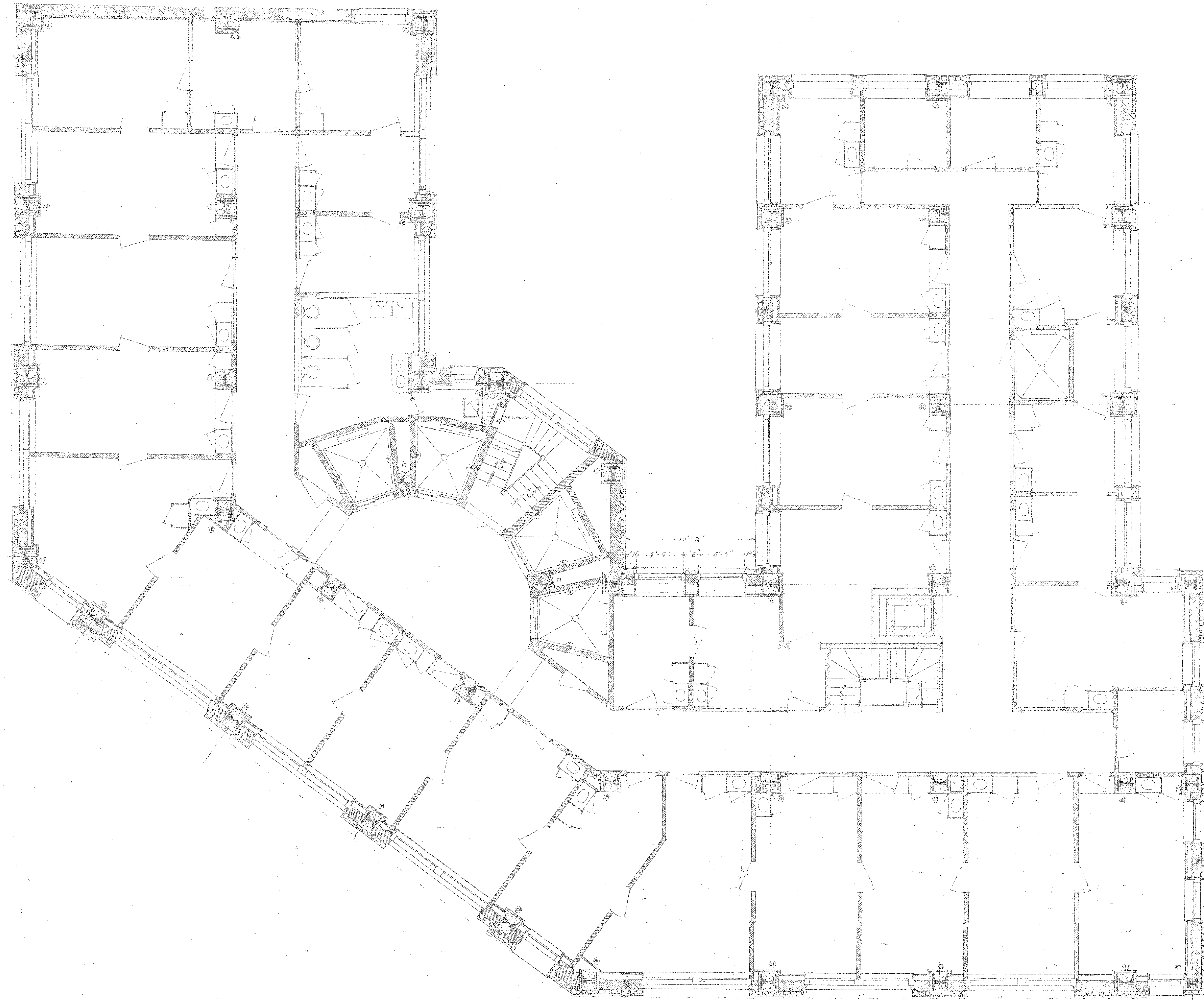


SEVENTH & EIGHTH FLOOR PLAN  
 Scale 1/4"=1'-0"

DATE: Dec. 1, 1911  
 REVISIONS:  
 DRAWING NO. 6  
 8



HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETT & GREEN, ARCHTS. - 103 PARK AVE. N.Y.C.  
 DRAWING NO. 8

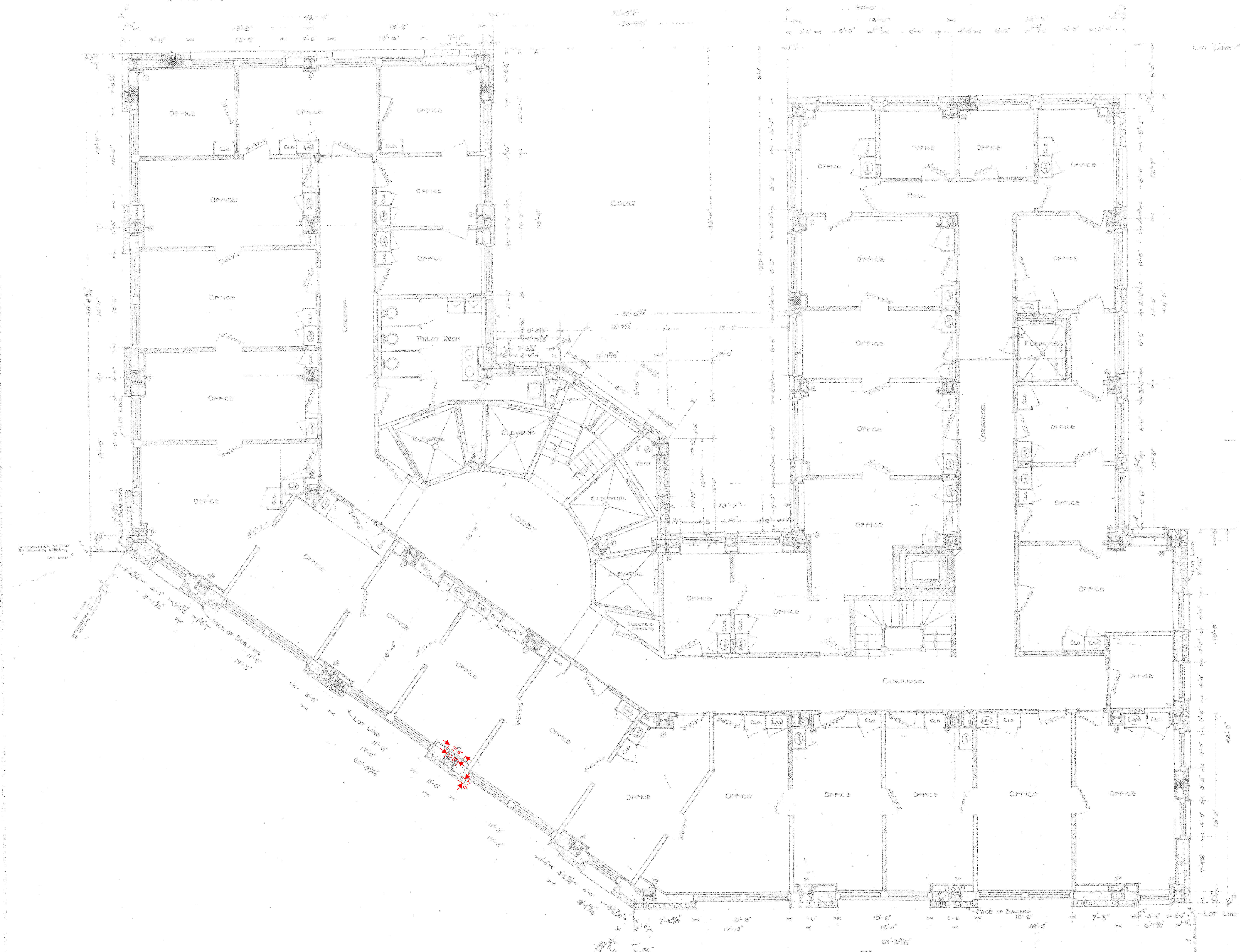


NOTE -  
 THIS DRAWING ILLUSTRATES WORKING TABLE  
 THAT APPEARS ON TENTH AND ELEVENTH FLOORS  
 IN PLACE OF DESKS BETWEEN COLS. 20, 21, 22, 23, 24.

NINTH, TENTH & ELEVENTH FLOOR PLAN  
 Scale 1/4" = 1'-0"



HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETIT & GREEN, ARCHTS., 101 PARK AVE., N.Y.C.  
 DRAWING NO. 12



TWELFTH FLOOR PLAN  
 Scale 1/4" = 1'-0"



HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY, PETTIT & GREEN, ARCHTS., 103 PARK AVE., N.Y.C.  
 DRAWING No. 11

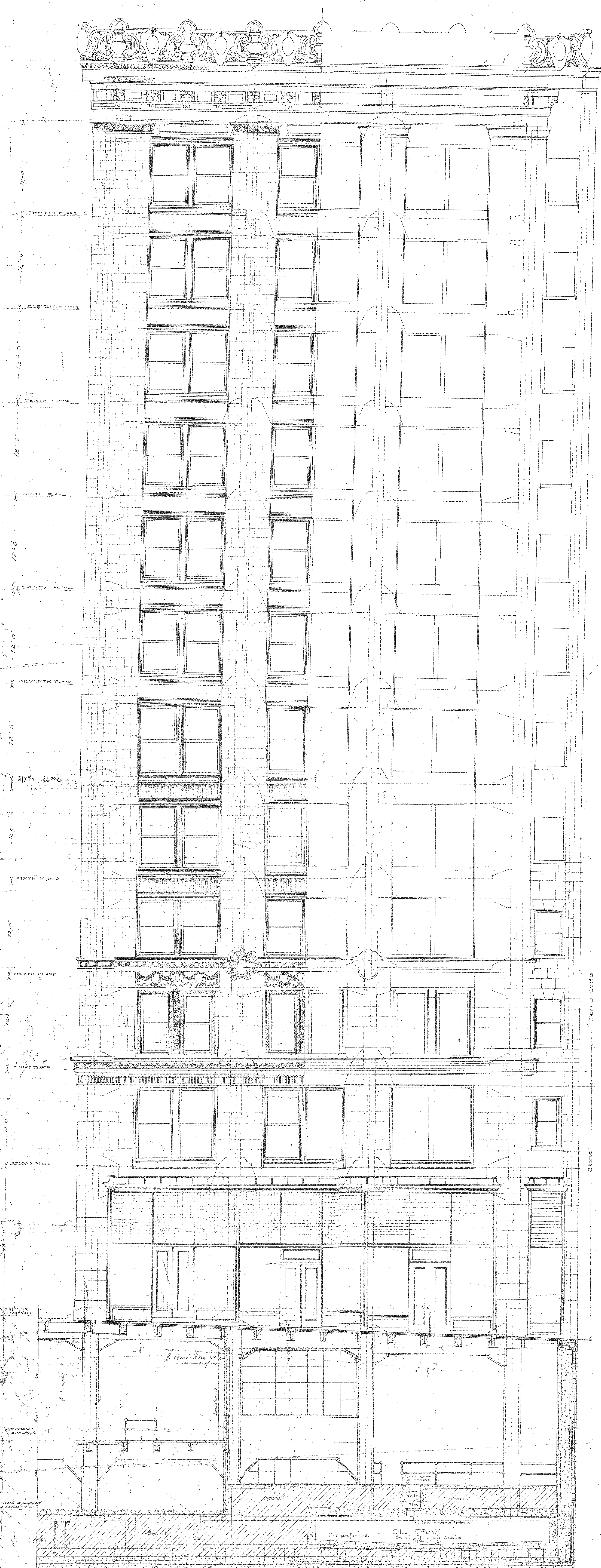


MARKET STREET ELEVATION  
 Scale 1/4" = 1'-0"

Copyright  
 1914 Kirby, Pettit & Green



HEARST BUILDING  
 Corner MARKET and THIRD Streets.  
 SAN FRANCISCO CAL.  
 KIRBY, PETTIGRETT & GREEN, ARCHTS. - 193 PARK AVE., N.Y.C.  
 DRAWING NO. 12.



THIRD STREET ELEVATION

Scale 1/4" = 1'-0"

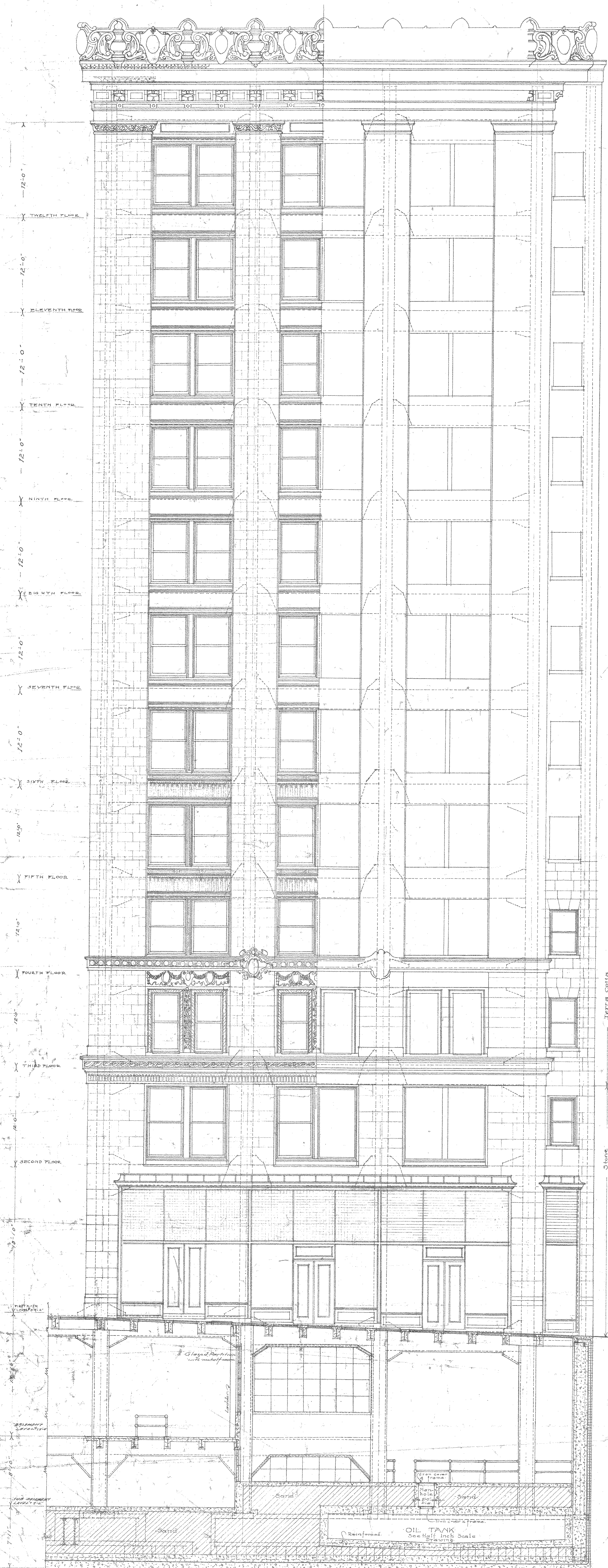
DATE  
 DES. E. P. P.  
 REVISING

DRAWING NO.

12



HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO CAL.  
 KIRBY, PETTIT & GREEN, ARCHTS. - 103 PARK AVE., N.Y.C.  
 DRAWING No. 12.



THIRD STREET ELEVATION  
 Scale 1/4" = 1'-0"

DATE  
 DES. E. J. P. J.  
 REVISIONS  
 DRAWING NO.  
 12



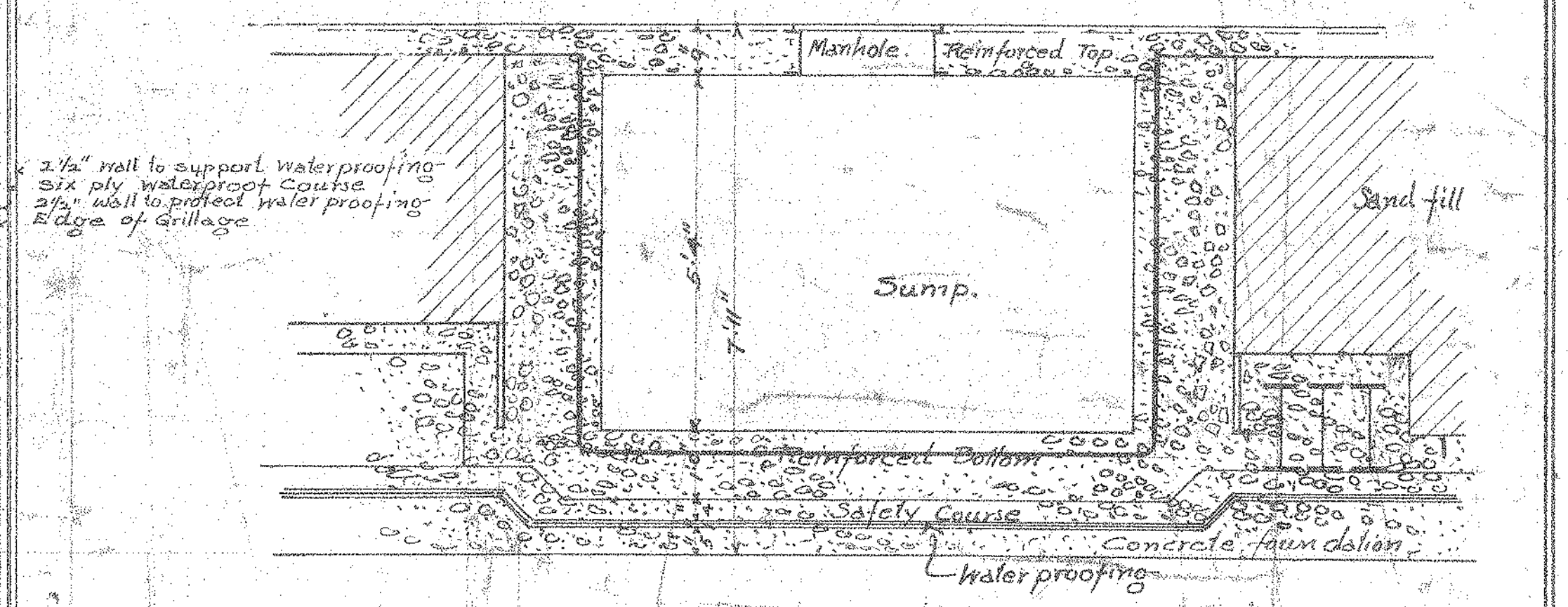
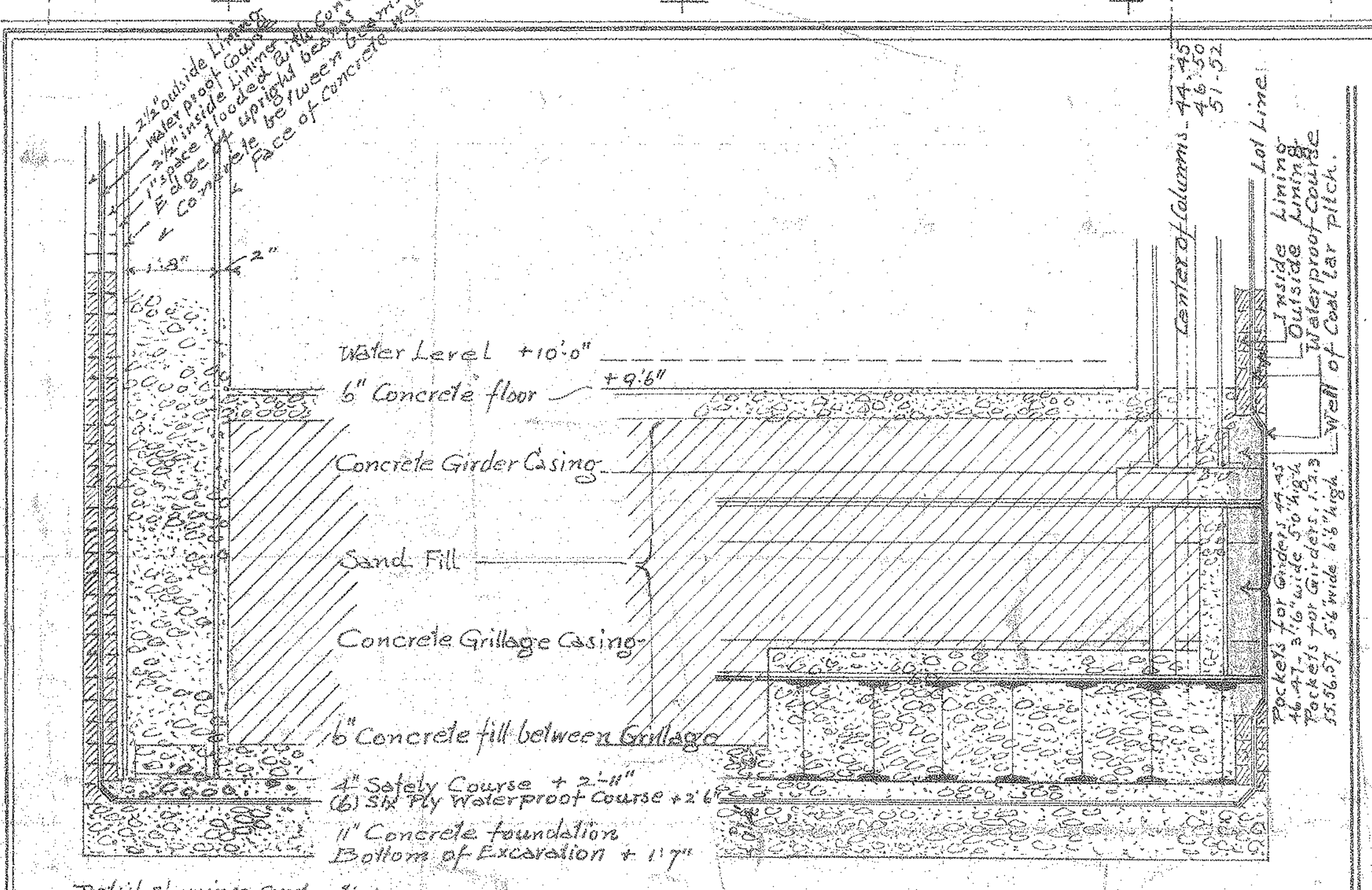
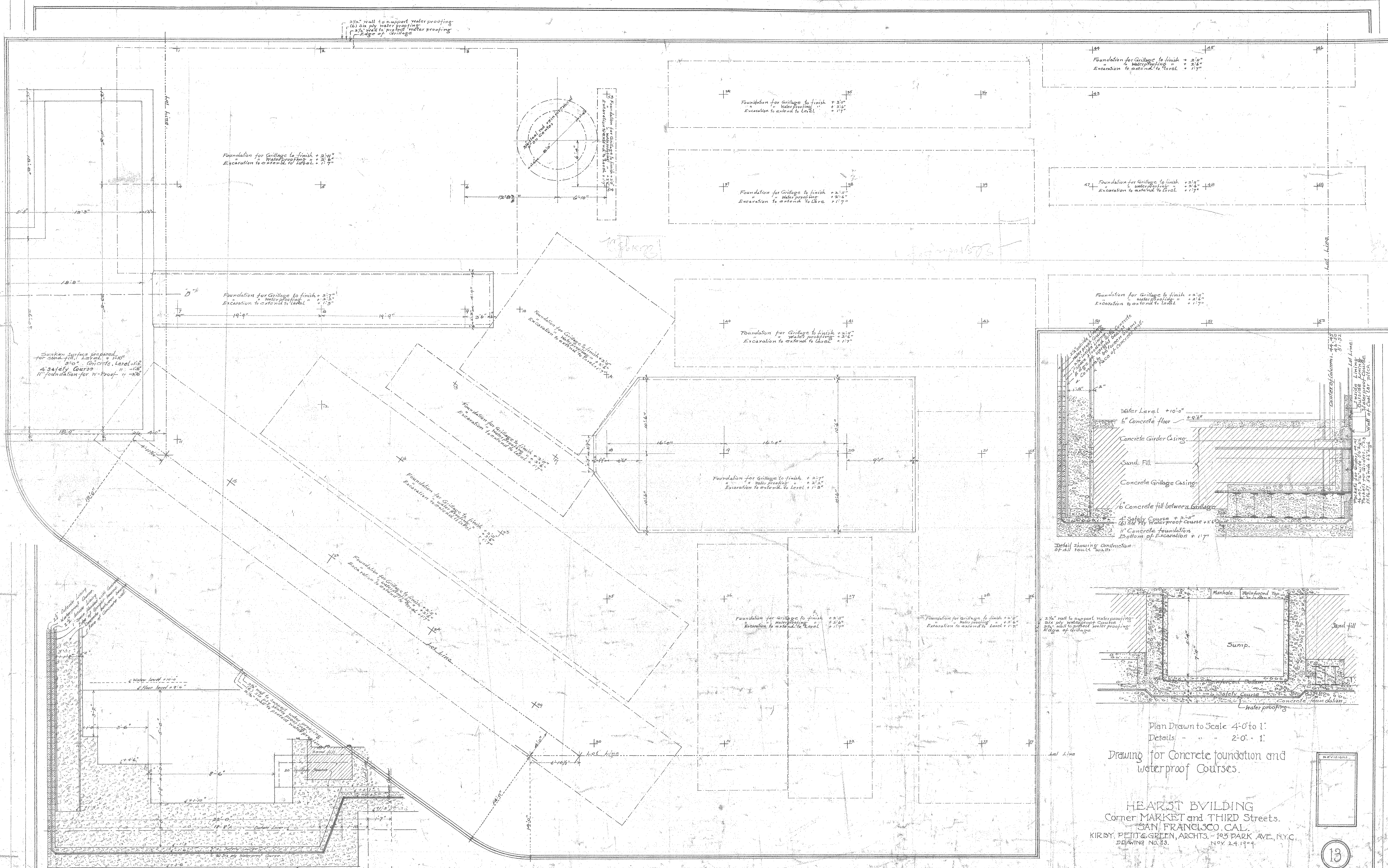
HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO CAL.  
 KIRBY, PETIT & GREEN, ARCHTS. - 103 PARK AVE., N.Y.C.  
 DRAWING No. 12.



THIRD STREET ELEVATION  
 Scale 1/4" = 1'-0"

DATE	BY	REVISION





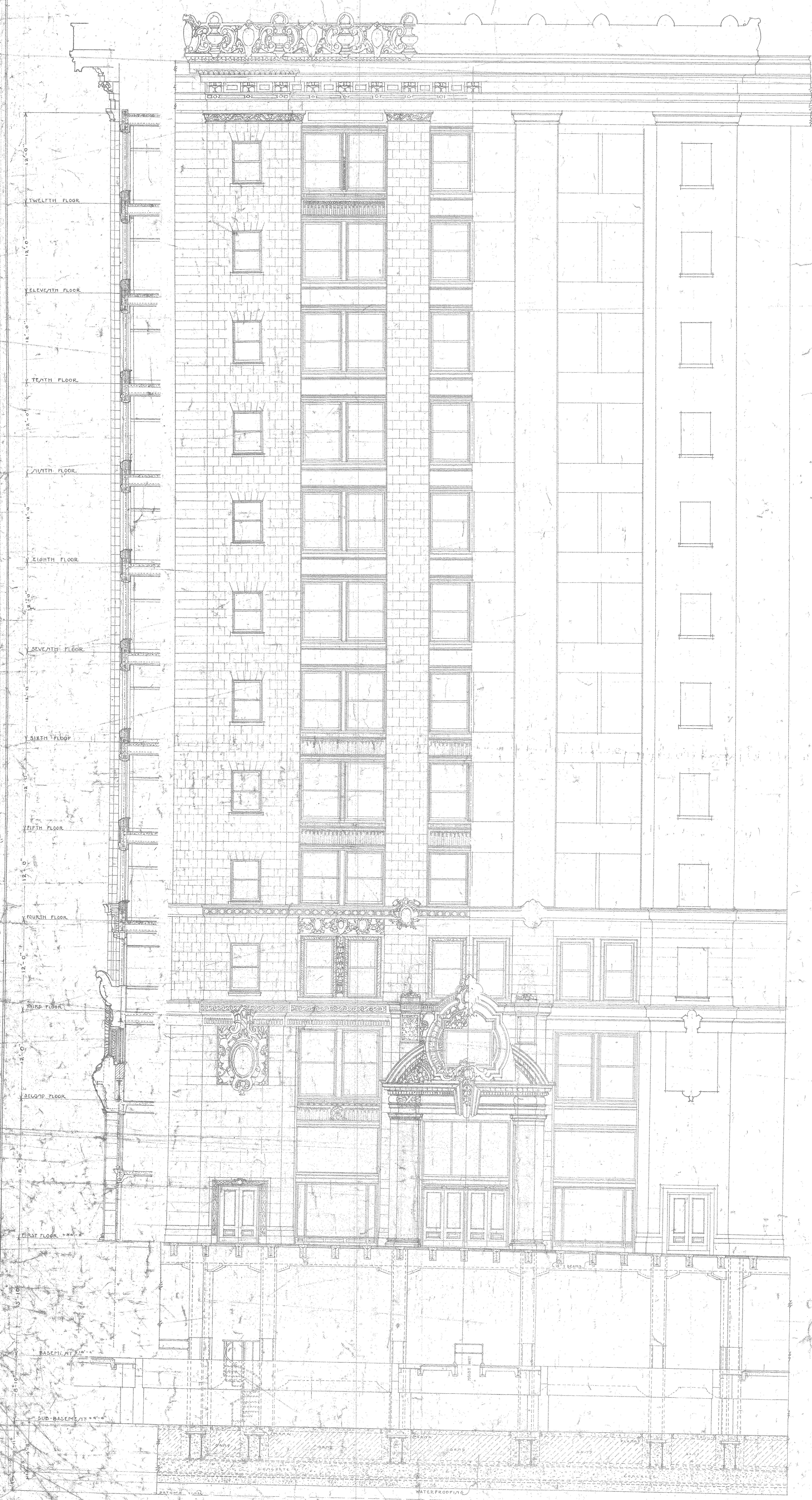
Plan Drawn to Scale 4'-0\"/>

HEARST BUILDING  
 Corner MARKET and THIRD Streets.  
 SAN FRANCISCO CAL.  
 KIRBY, PEITZ & GREEN, ARCHTS. - 193 PARK AVE., N.Y.C.  
 DRAWING NO. 13. NOV. 24, 1914.

REVISIONS



HEARST BUILDING  
 Corner MARKET and THIRD Streets  
 SAN FRANCISCO, CAL.  
 KIRBY PETTIT & GREEN ARCHTS - 103 PARK AVE., N.Y.C.  
 DRAWING NO. 14 Dec. 9-1909



TWELFTH FLOOR 12'-0"  
 ELEVENTH FLOOR 12'-0"  
 TENTH FLOOR 12'-0"  
 NINTH FLOOR 12'-0"  
 EIGHTH FLOOR 12'-0"  
 SEVENTH FLOOR 12'-0"  
 SIXTH FLOOR 12'-0"  
 FIFTH FLOOR 12'-0"  
 FOURTH FLOOR 12'-0"  
 THIRD FLOOR 12'-0"  
 SECOND FLOOR 12'-0"  
 FIRST FLOOR 12'-0"  
 BASEMENT 12'-0"  
 SUB-BASEMENT 12'-0"

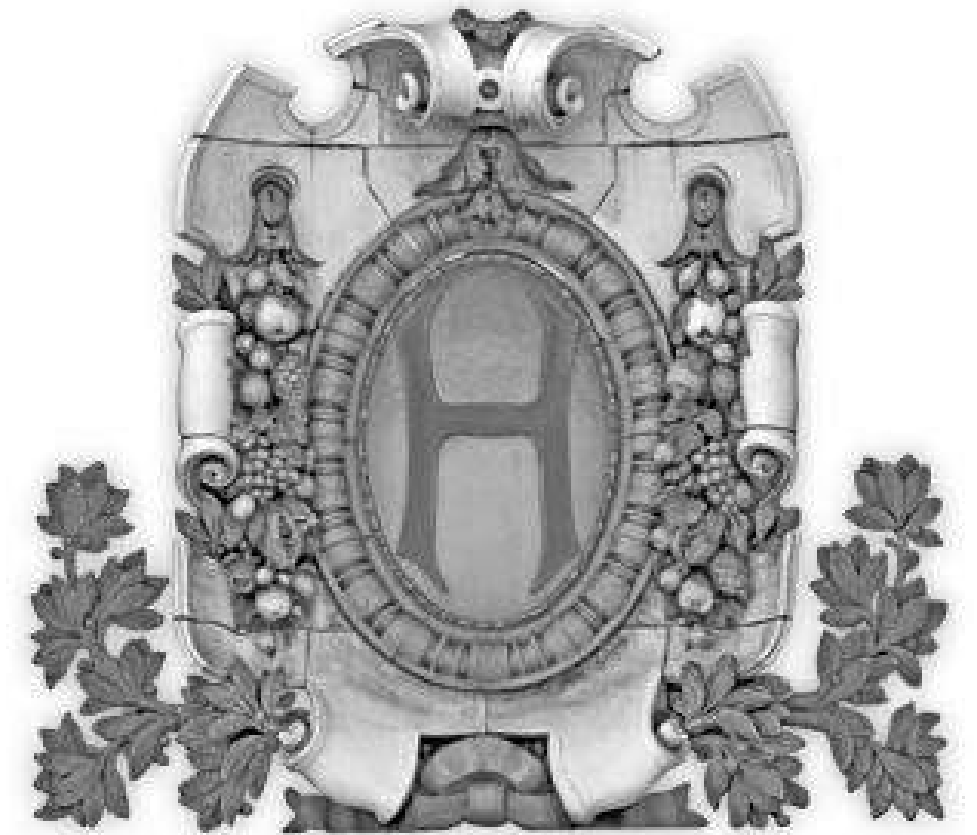
11 15 20 24 28 30

KEARNEY STREET ELEVATION  
 Scale 1/4" = 1'-0"

REVISIONS  
 14



**The Hearst Hotel Project  
5-29 Third Street  
San Francisco**



**Major Permit to Alter  
Case No. 2016.007303ENV  
Prepared for the Historic Preservation  
Commission  
MARCH 20, 2019  
FINAL**



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	Roof Coverage Analysis
	Demolition Calculation Summary

## 1 Building Overview

### Building History

**The Hearst Building** William Randolph Hearst constructed the first San Francisco Examiner Building in 1898. The seven-story building designed in the Mission Revival style by New York architect A. C. Schweinfurth was destroyed by the 1906 Earthquake and Fire. Phoebe Apperson Hearst commissioned New York based Kirby, Petit and Green to design the second Examiner Building, a twelve-story structure which exists today with some subsequent alterations. This building, constructed of a steel frame, was clad with granite base and marble podium at the lower stories and terra cotta at the upper stories capped by a sheet metal cornice. In 1938, Julia Morgan revised the exterior main entry with decorative terra cotta and monogrammed shield over the entry; modified the top of the building with a new taller terra cotta parapet wall and new cornice; and remodeled the lobby interior. In its current state, exterior of the Hearst Building is substantially intact with limited exterior modifications: non-historic aluminum storefronts and rooftop changes.

**17-29 Third Street** This commercial office/retail building was constructed in 1907 for Herman Levy, based on designs by Arthur T. Ehrenfort, a San Francisco-born architect. In 1947, the building was sold to Hearst Publications, Inc. and was internally linked at the upper floors to the Hearst Building. The storefront level has been modified with a non-historic storefront on Third Street and ceramic tile facing at Stevenson Street.



Looking south on Third Street, The Hearst Building at the left at the end of construction, 1911

### Historical Status

The Hearst Building is a Category I – Significant Building under Article 11 of the San Francisco Planning Code. The Hearst Building and 17-29 Third Street are contributors to the New Montgomery-Mission-Second Street Conservation District. The Hearst Building is individually significant within the district and to the National Register and California Register. The building at 17-29 is eligible to the registers as part of the district.

### Period of Significance / Exterior Character-Defining Features

**The Hearst Building (1909-1938)** 13-story building with chamfered corner; monumental entrance; cast iron storefront surrounds; two-story marble and granite base; terra cotta entrance; upper story terra cotta Tuscan piers, polychrome belt courses, tall parapet wall, and polychrome cornice; bays of punched window openings with double-hung windows, cast iron spandrel panels; and multi-level roof with a gable-roofed penthouse. The Annex is 8-story terra cotta building of two bays with three openings with cast iron storefronts; double-hung steel windows; spandrel panels; and tall frieze consisting of a six-pointed star topped by a crenellated cornice. **17-29 Third Street (1906-1933 as a contributor to the Conservation District)** is a 3-story brick building with stucco jack arch window lintels; brick window sills; brick quoins; and sheet metal cornice.



Hearst Building Entry at chamfered corner, c1938 (Julia Morgan Collection. Special Collections & Archives. Cal Poly, San Luis Obispo)

### Project Summary

The proposed project to convert the existing retail/office building to a new hotel will involve primarily interior work: a ground floor restaurant/bar, lobby, retail shop, fitness center, event space, office/meeting space(s), and upper story guest rooms.

The minimal exterior changes include:

- New compatible storefronts within original cast iron surrounds at Market, Kearny and Third Street at the Hearst Building and 17-29 Third Street
- New openings and compatible storefronts at Stevenson Street for a new entry at 17-29 Third Street building where non-historic ceramic tile facing will be removed.
- New roof terrace at 17-29 Third Street
- New upper story doorways at the 4th & 9th Floors
- New roof enclosures for mechanical at the 9<sup>th</sup> floor and elevator towers roof of the Hearst Building.
- New roof terrace at 17-29 Third Street

The exterior rehabilitation will include:

- Maintenance of the exterior stone, terra cotta, and brick cladding following a substantial rehabilitation in the last 10 years
- Preservation of main lobby finishes;
- Retention of existing windows, augmentation with new acoustical glazing or interior sash and repainting



Hearst (Examiner) Building and 17-29 Third Street visible at the right from Third Street, October 1946 (California Historical Society)



## 2 Historic Images



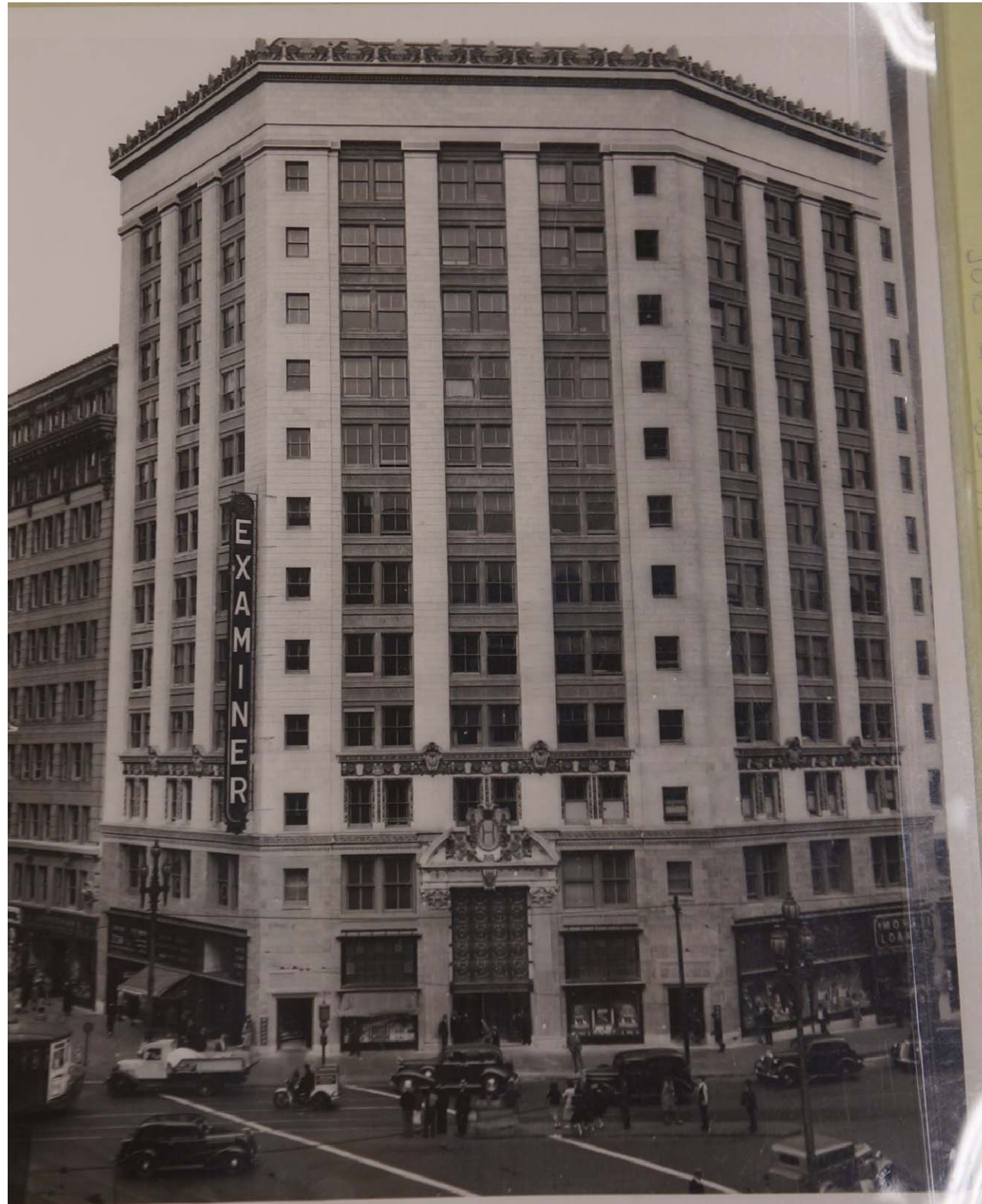
Market Street, pre-1906  
(Hearst Corporation Archives)



End of Construction, c1911  
(Hearst Corporation Archives)



2 Historic Images



Market Street, Completed, 1938 (Julia Morgan Collection.  
Special Collections & Archives. Cal Poly, San Luis Obispo)

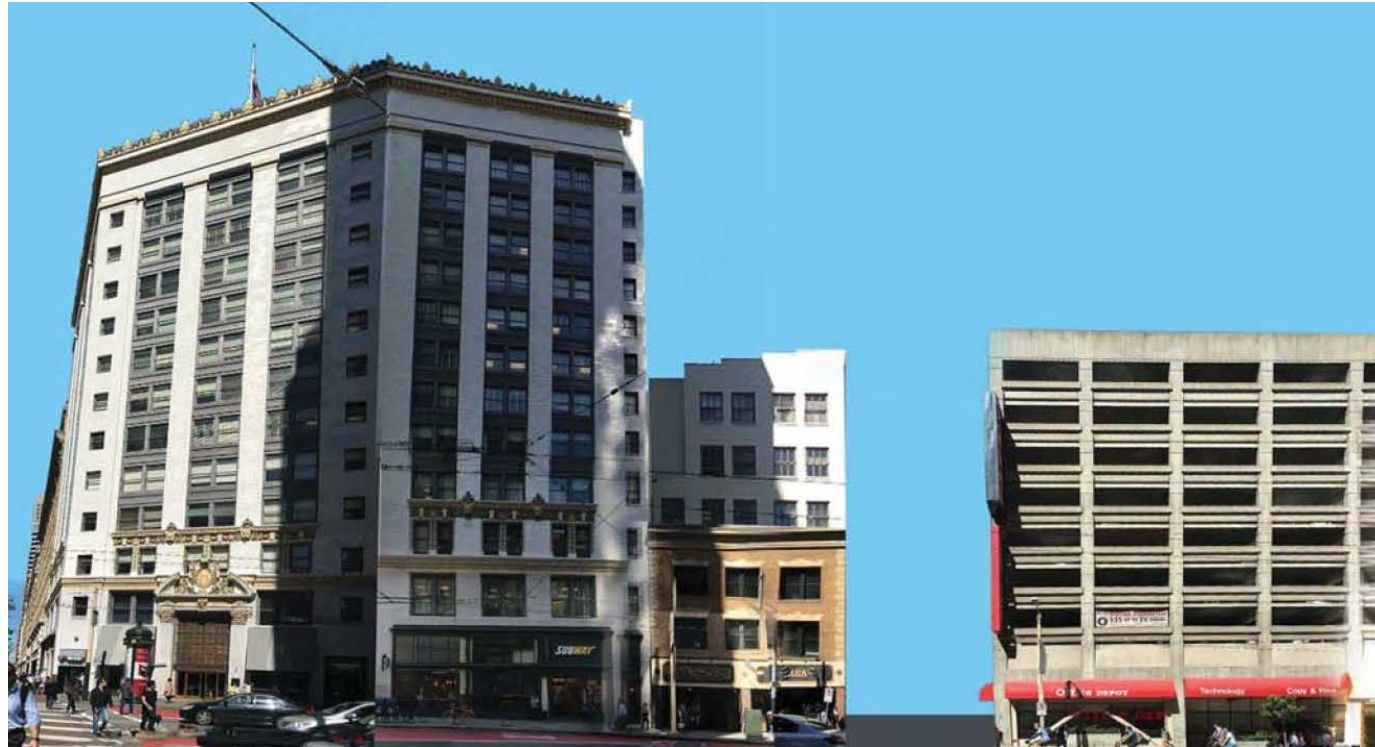


Market Street, c1950s  
(Hearst Corporation Archives)



### 3 Existing Conditions Images

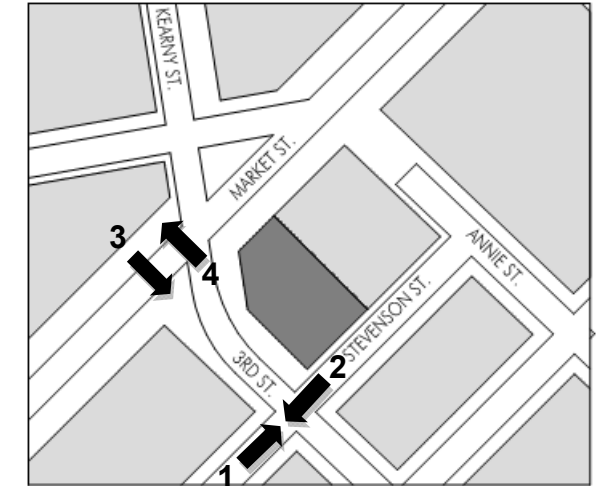
#### Context



**Context Image 1.** Third Street, looking east. The Hearst Building to the left next to the building at 17-29 Third Street with the Hearst Annex visible above its roof. The Hearst Garage is as the right across the Steven Street



**Context Image 2.** Third Street, looking west. The building at 50 Third Street at the left across Stevenson Street alleyway from 22-32 Third Street at the center, and the Call/Claus Spreckels Building at the right.



**Context Image 3.** Market Street, looking south. The Monadnock Building to the left, the Hearst Building is visible at the center, and the Call/Claus Spreckels Building across the 3<sup>rd</sup> Street from the subject building. (FORGE)  
BESPOKE HOSPITALITY | FORGE | KNAPP ARCHITECTS

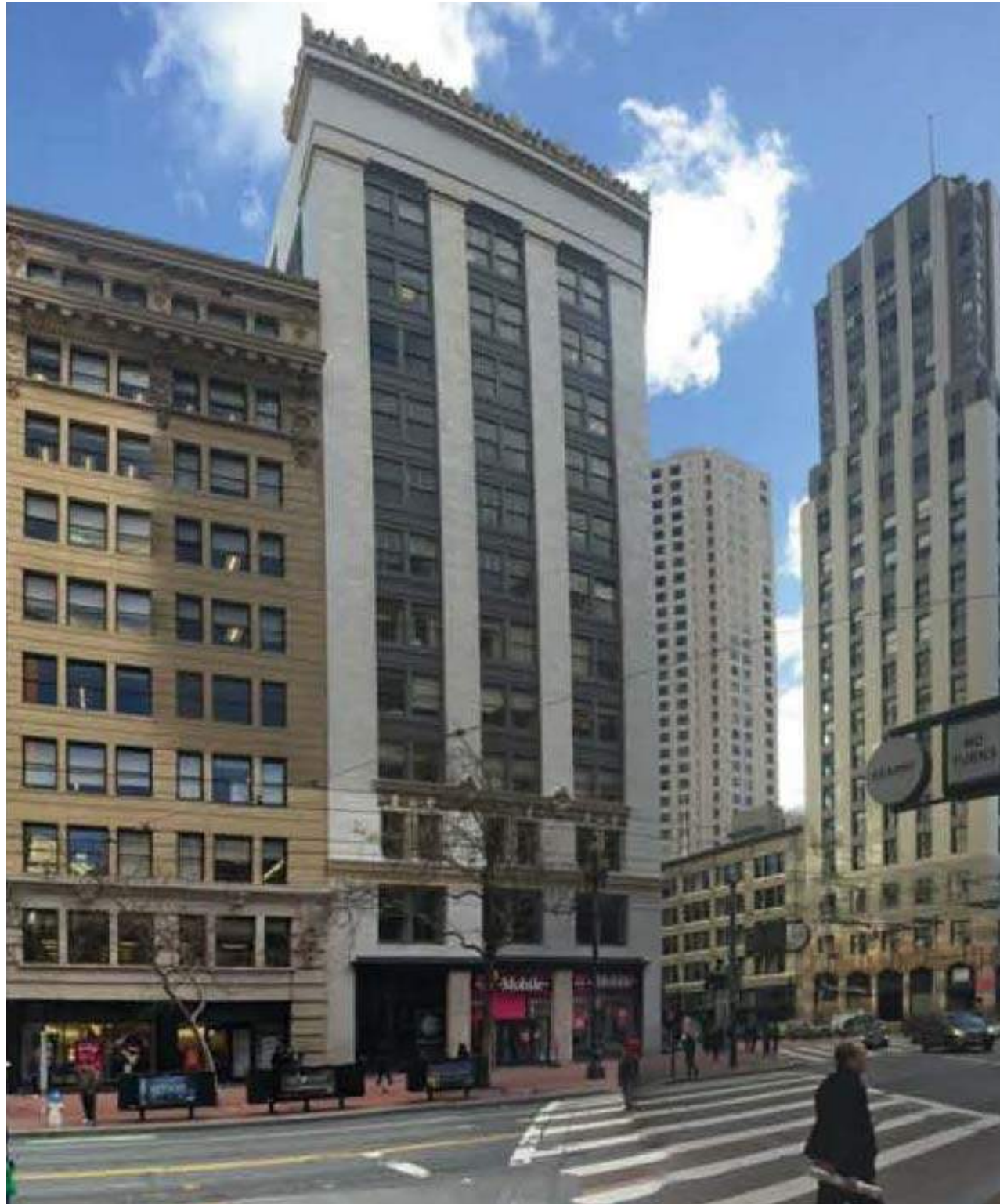


**Context Image 4.** Market Street, looking north. The Magee Building to the left, the Chronicle Building across Kearny Street at the center, and the building at 660 Market Street to the right. (FORGE)



### 3 Existing Conditions Images

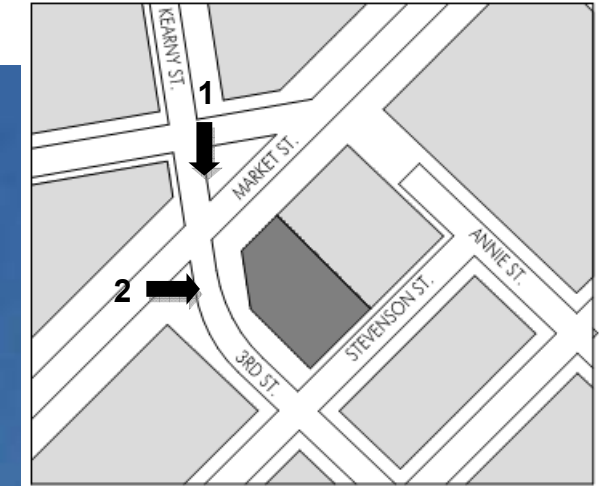
#### Building Exterior



**Building Image 1.** The Hearst Building north façade.



**Building Image 2.** The Hearst Building northwest chamfered corner façade.



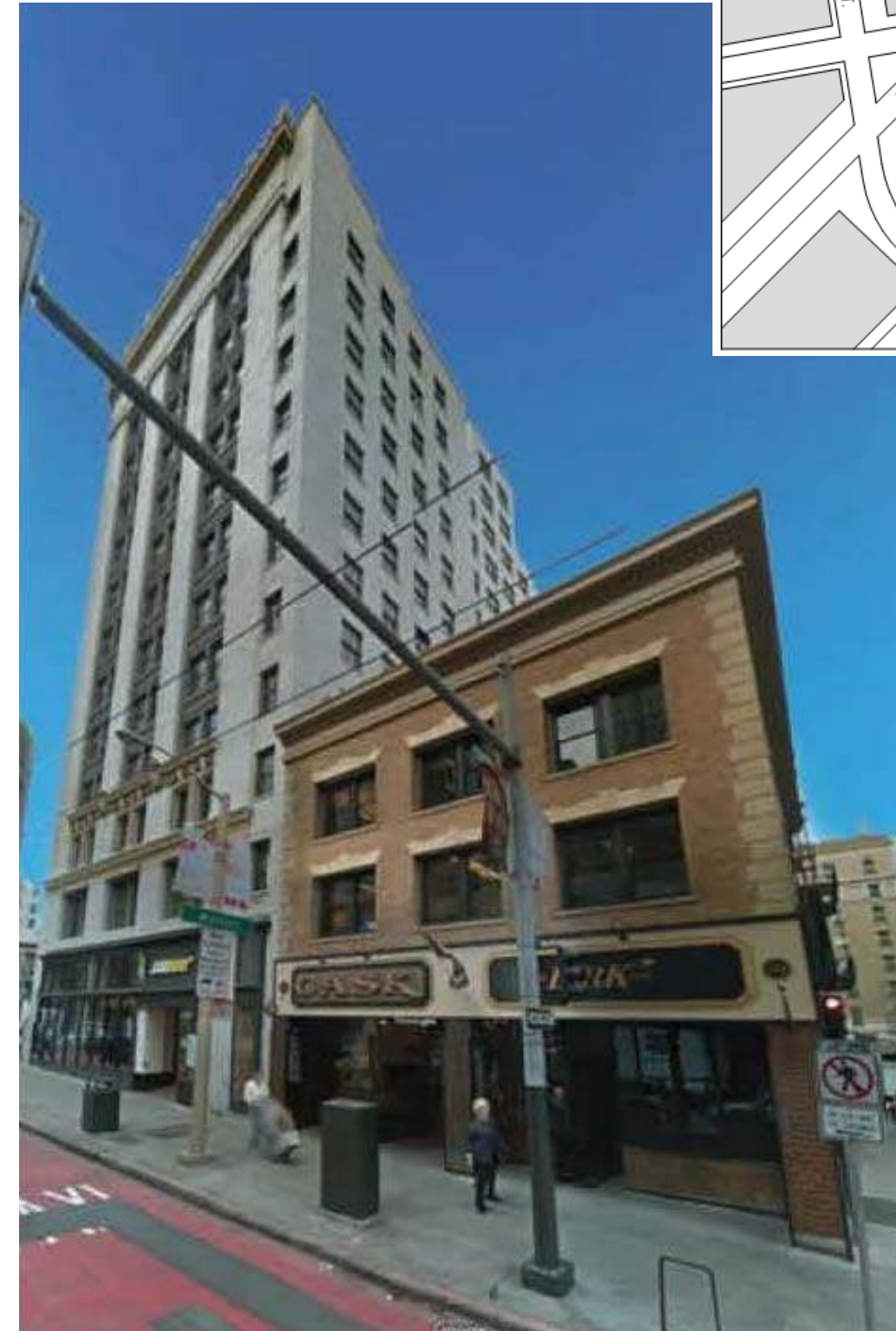


### 3 Existing Conditions Images

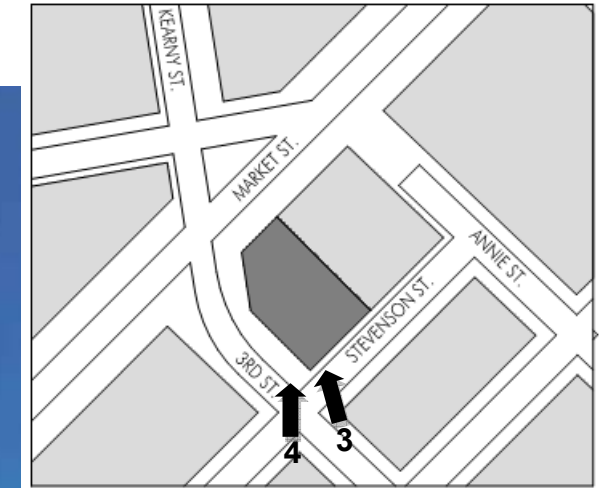
#### Building Exterior



**Building Image 3.** The building at 17-29 Third Street, south façade.  
BESPOKE HOSPITALITY | FORGE | KNAPP ARCHITECTS



**Building Image 4.** The Hearst Building and building at 17-29 Third Street, west façade.





#### 4 Project Description

Based on the drawings by Forge, Bespoke Hospitality & Knapp Architects dated Nov 20, 2018 the proposed project entails a change of use for the Hearst Building and the building at 17-29 3rd Street from retail/office to hotel/office.

The building currently houses office uses on the second through thirteenth floor; ground floor retail uses; and a basement bar/nightclub (“Local Edition”). The remaining portions of the basement and sub-basement contain building operations, storage, and maintenance facilities.

The proposed project for a new hotel includes new guest rooms and amenities: ground floor restaurant/bar, lobby, retail shop, fitness center, event space, office/meeting space(s), and a rooftop lounge/restaurant bar. Upgrades to comply with code for the change of use include: seismic system, mechanical, electrical, plumbing and vertical transportation.

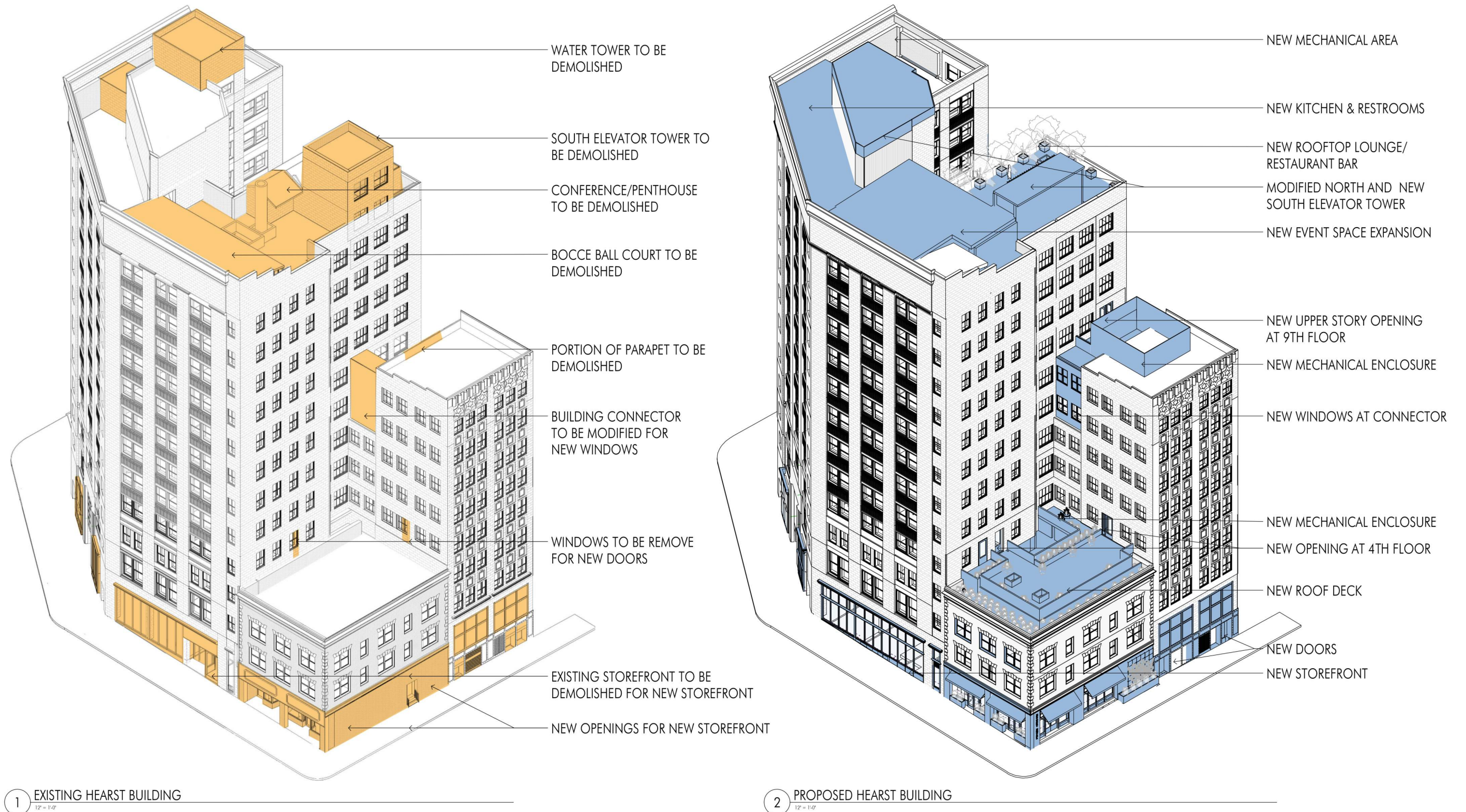
In addition to the interior renovations, the proposed project includes the rehabilitation of the original historic fabric including exterior stone, terra cotta, and brick cladding; preservation of main lobby finishes; repainting of existing windows; new interior acoustical sash; new storefronts at Market and Third Streets; new openings and storefronts at Stevenson Street for a new entry; and new roof additions including a roof terrace at 17-29 Third Street and mechanical enclosure and elevator towers at the Hearst Building.

The proposed project will increase the gross enclosed area of the Hearst Building and 17-29 3rd Street from 157,769 square feet to 158,939 square feet.



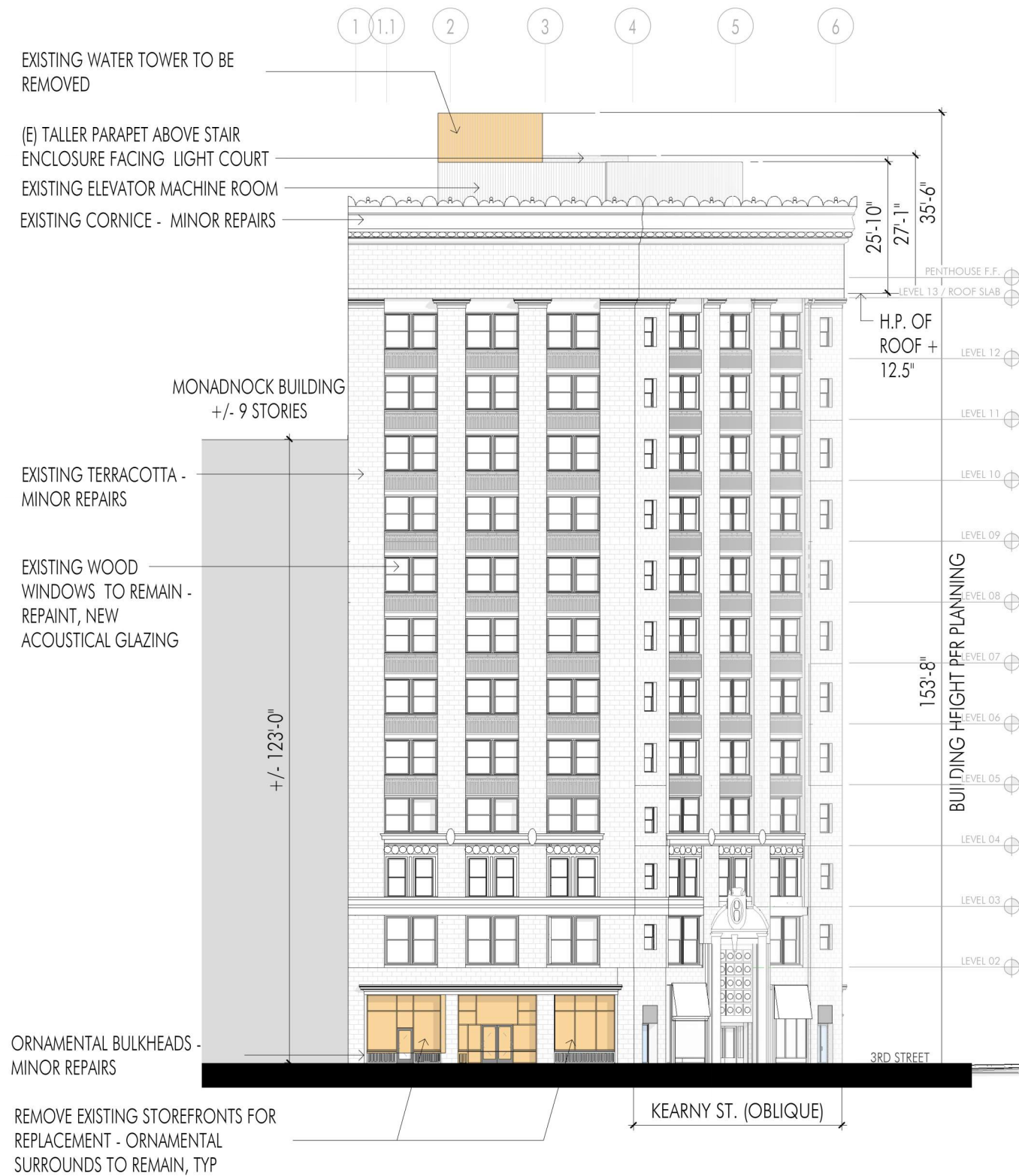


**4 Project Description**





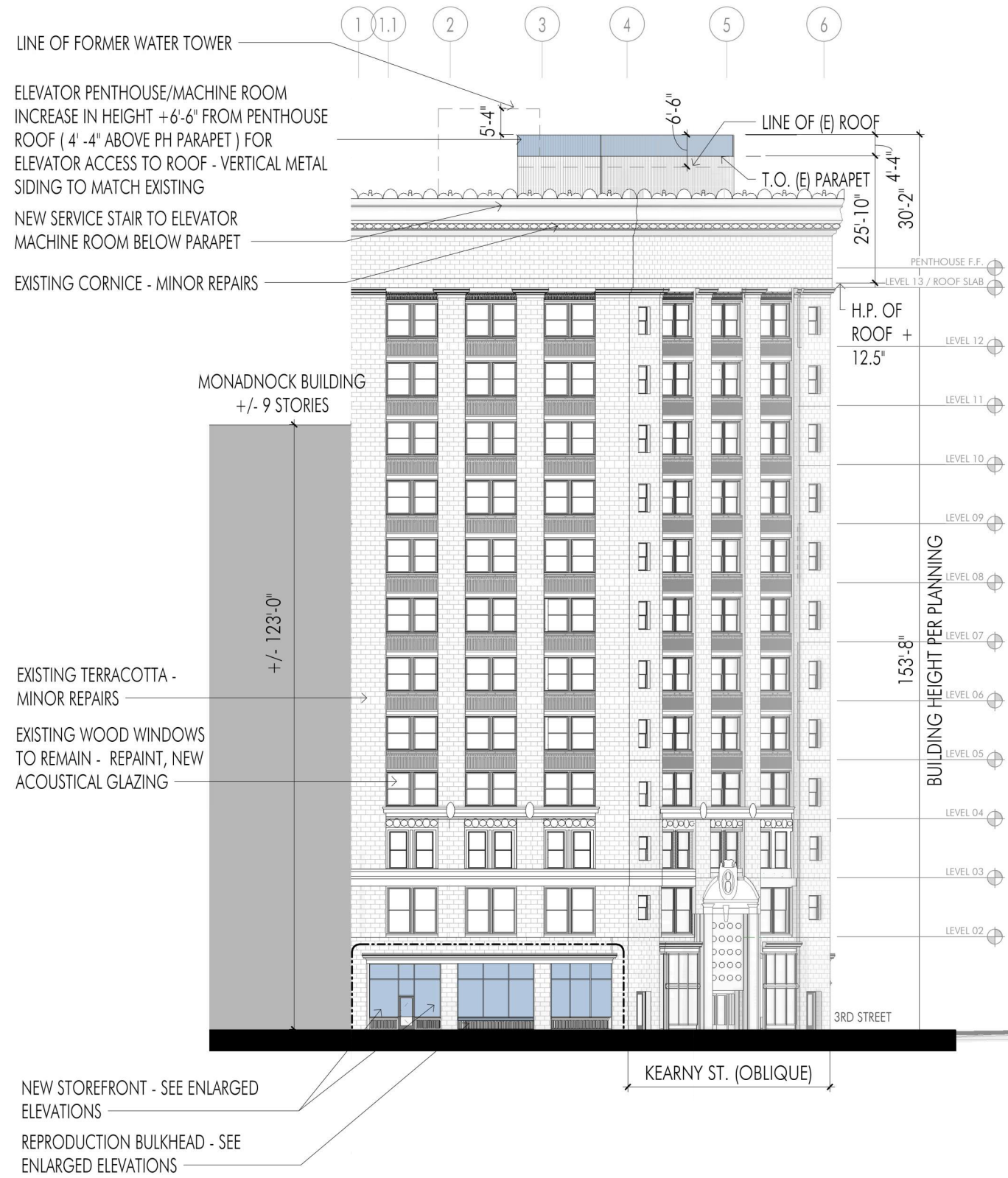
**5 Elevations**



**EXISTING MARKET STREET ELEVATION**

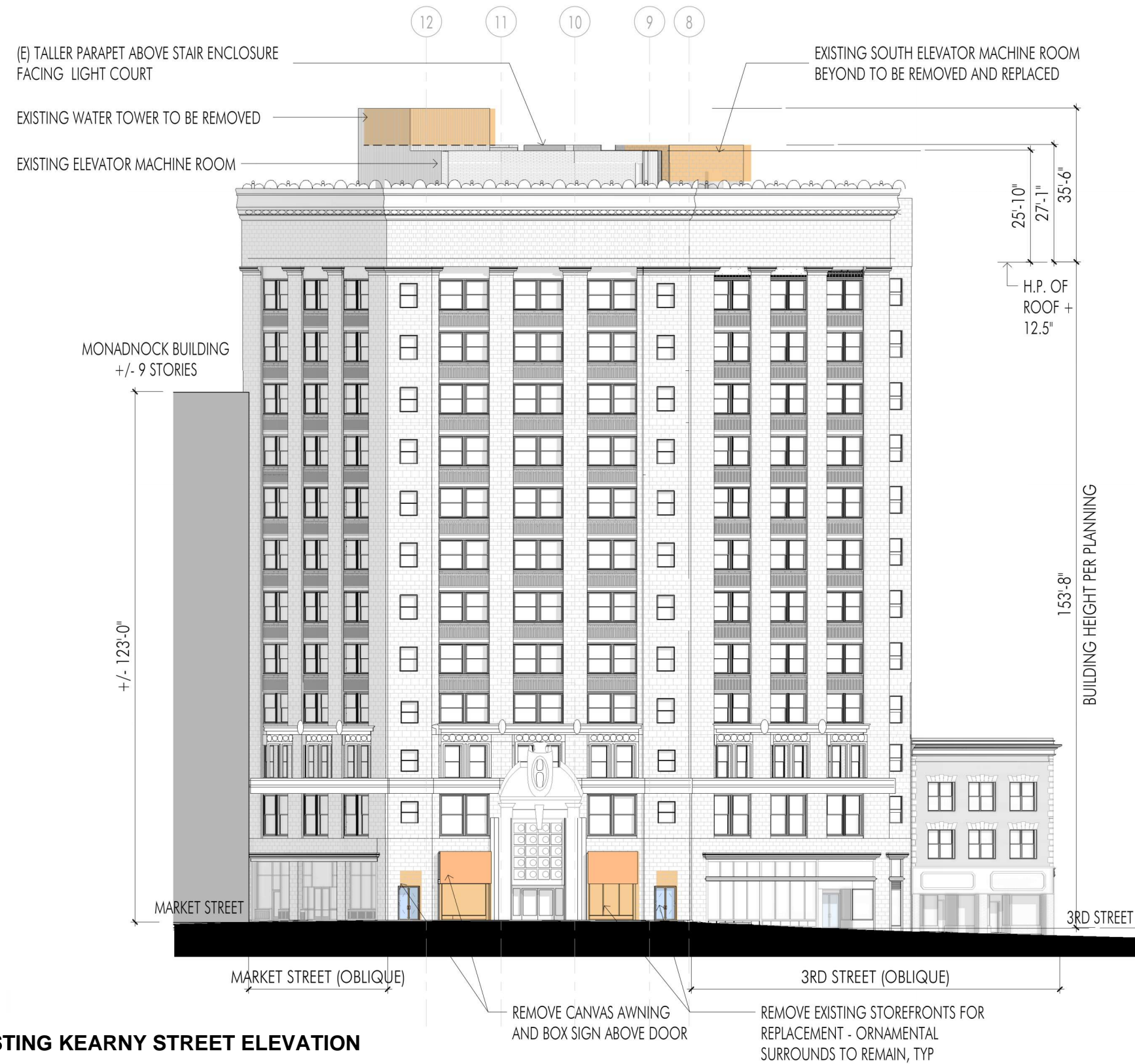


**5 Elevations**



**PROPOSED MARKET STREET ELEVATION**

## 5 Elevations



**EXISTING KEARNY STREET ELEVATION**



**5 Elevations**

ELEVATOR PENTHOUSE/MACHINE ROOM INCREASE IN HEIGHT +6'-6" FROM PENTHOUSE ROOF ( 4' -4" ABOVE PH PARAPET ) FOR ELEVATOR ACCESS TO ROOF - VERTICAL METAL SIDING TO MATCH EXISTING

NEW SERVICE STAIR TO ELEVATOR MACHINE ROOM - EXTERIOR PORTIOON BELOW (E) PARAPET

EXISTING CORNICE - MINOR REPAIRS

CEMENTITIOUS PANEL SIDING AT NEW SOUTH ELEVATOR ENCLOSURE BEYOND

T.O. (E) PARAPET

25'-10"  
 4'-4"  
 30'-2"

H.P. OF ROOF +12.5'

MONADNOCK BUILDING +/- 9 STORIES

+/- 123'-0"

EXISTING TERRACOTTA - MINOR REPAIRS

EXISTING WOOD WINDOWS TO REMAIN - REPAINT, NEW ACOUSTICAL GLAZING

153'-8"  
 BUILDING HEIGHT PER PLANNING

MARKET STREET

3RD STREET

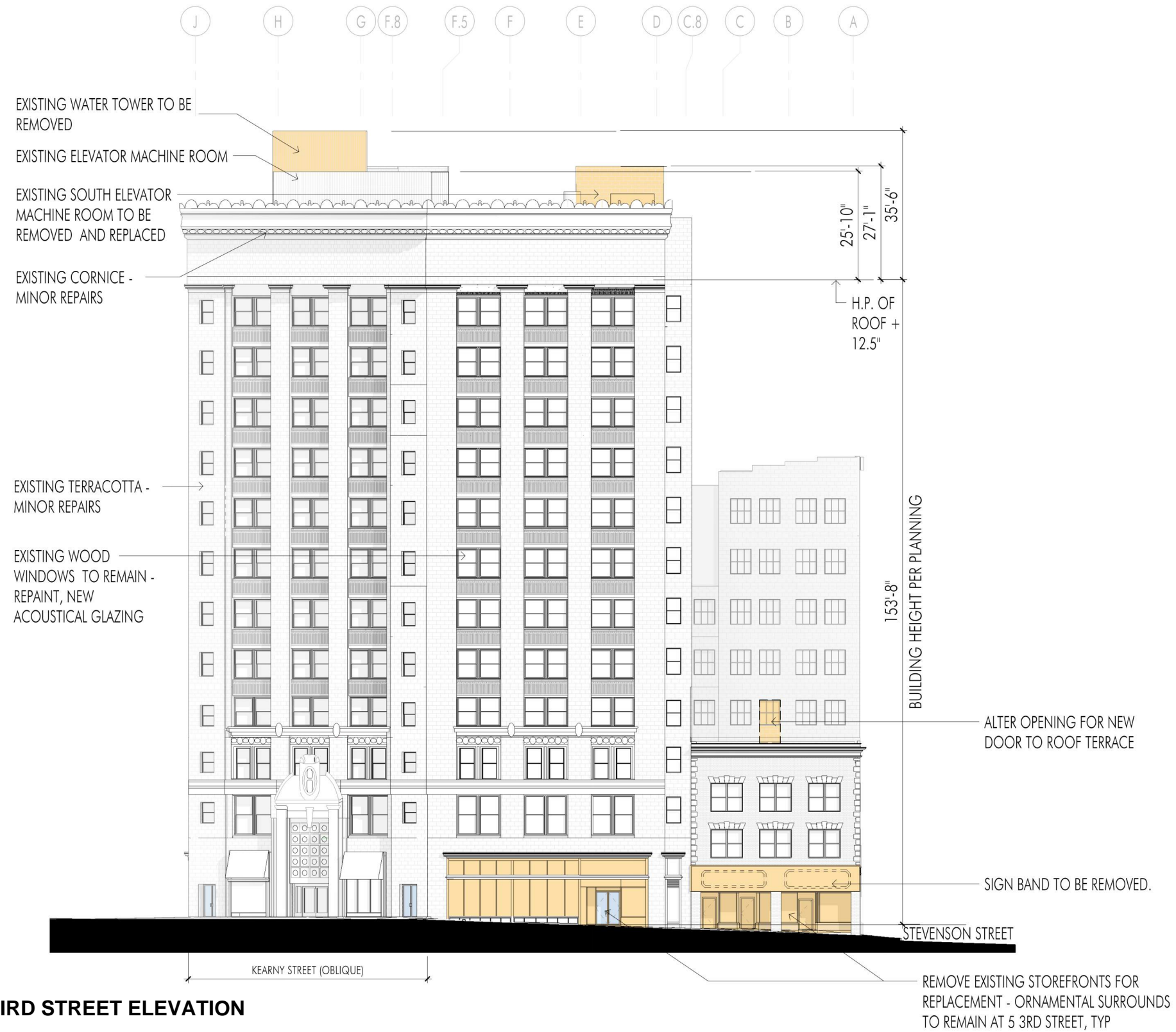
MARKET STREET (OBLIQUE)

3RD STREET (OBLIQUE)

NEW STOREFRONT - SEE ENLARGED ELEVATIONS  
 EXISTING MAIN ENTRANCE TO REAMING

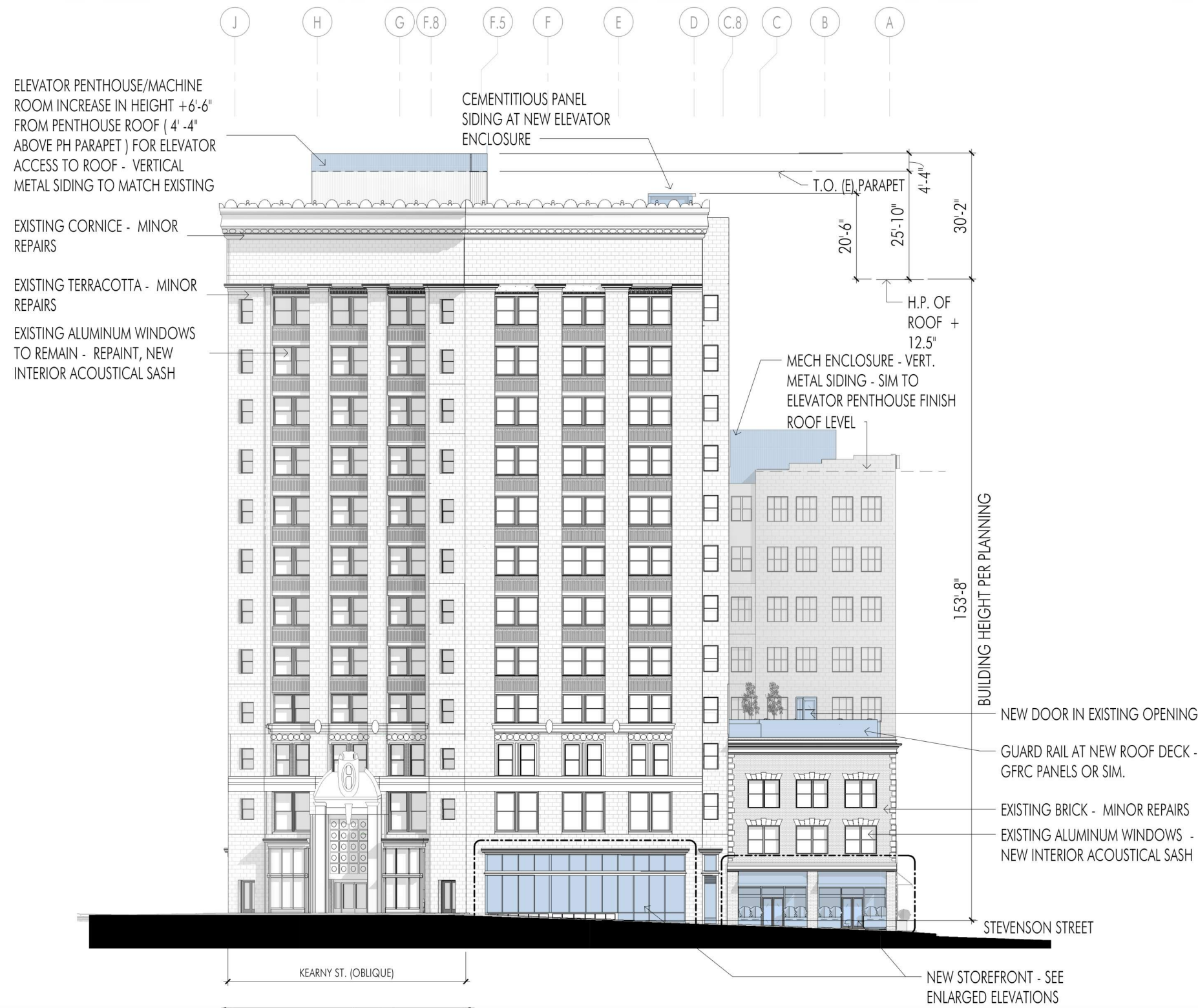
**PROPOSED KEARNY STREET ELEVATION**

**5 Elevations**

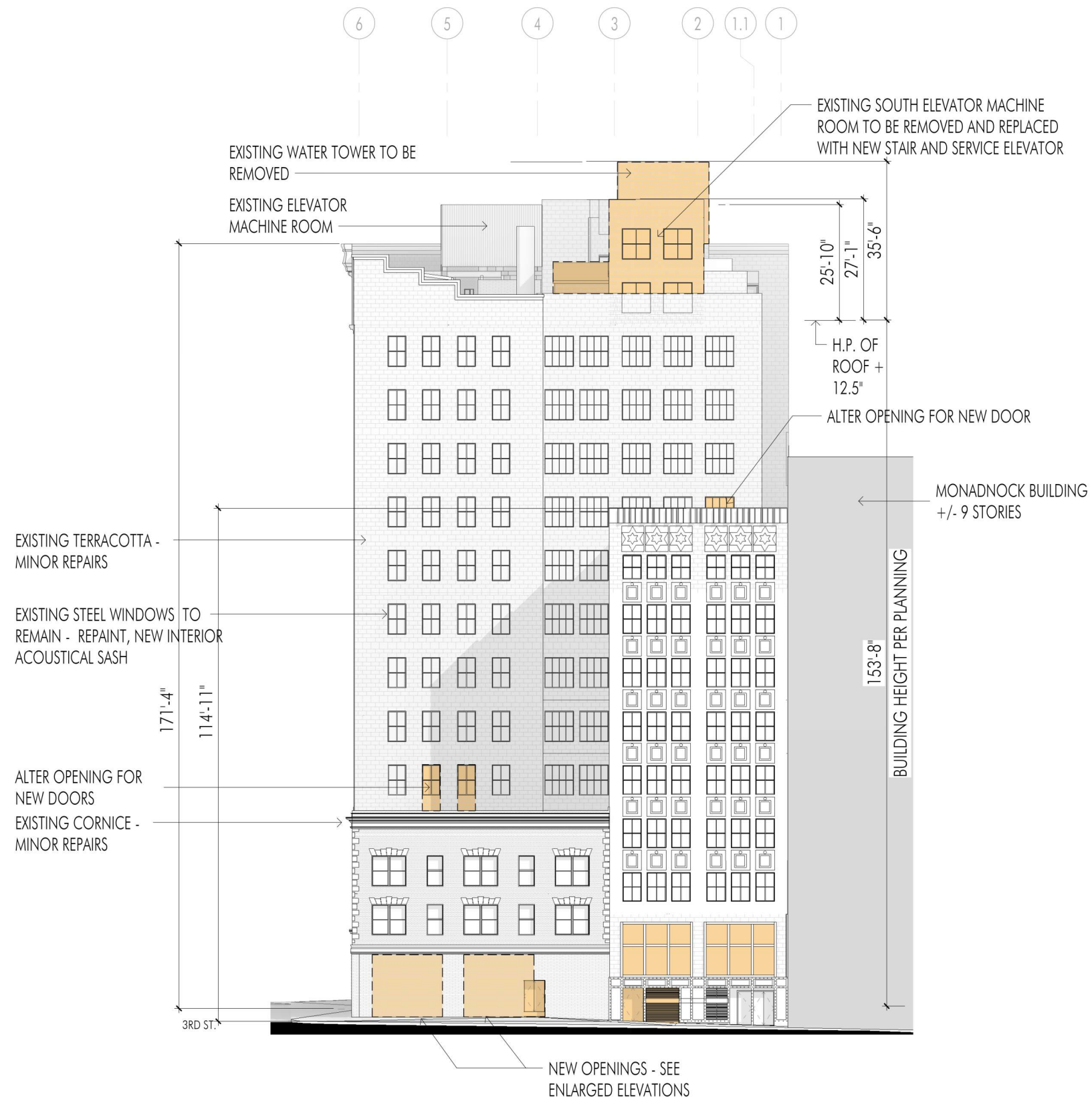




**5 Elevations**



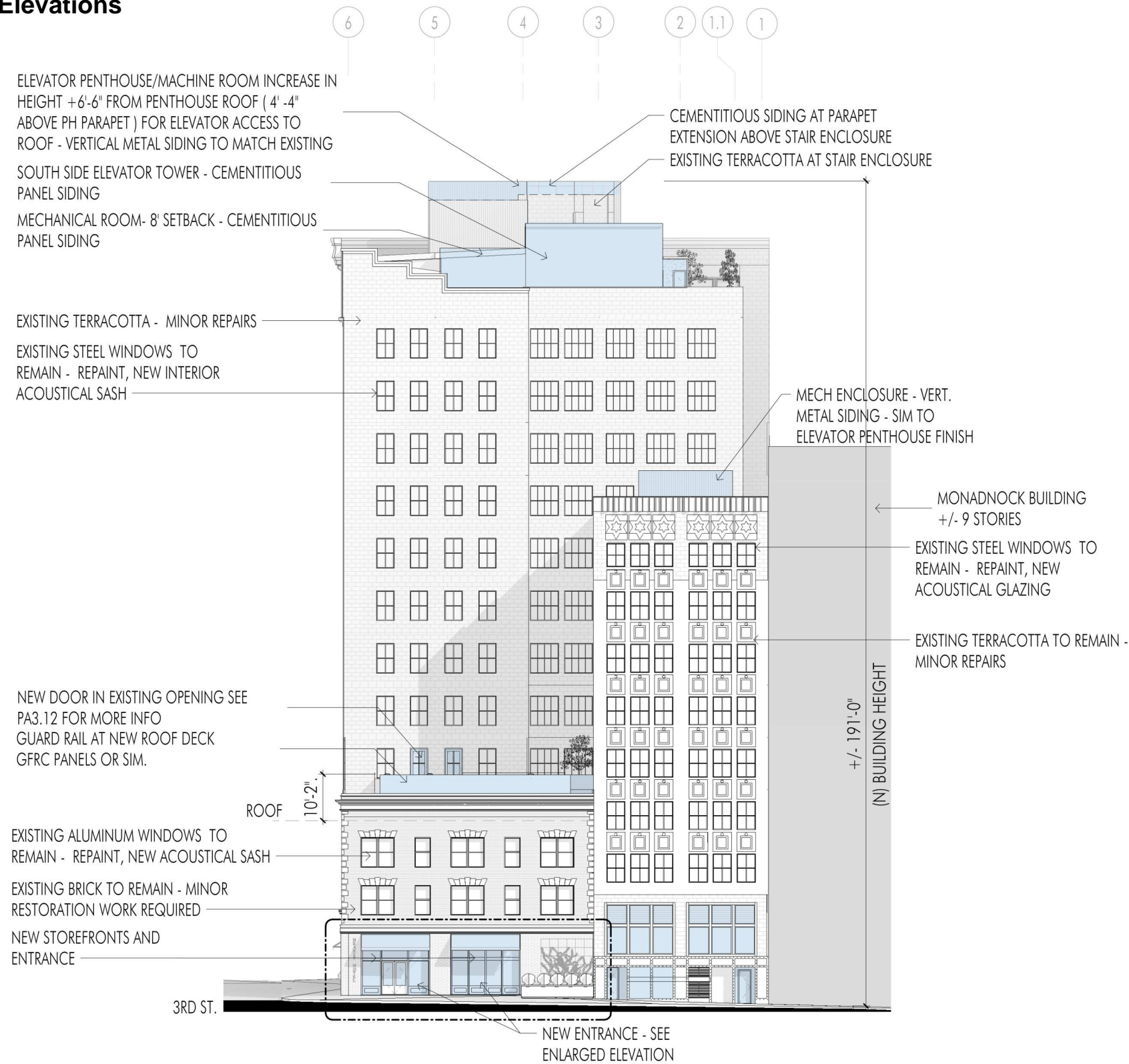
**PROPOSED THIRD STREET ELEVATION**



**EXISTING STEVENSON STREET ELEVATION**



**5 Elevations**



**PROPOSED STEVENSON STREET ELEVATION**

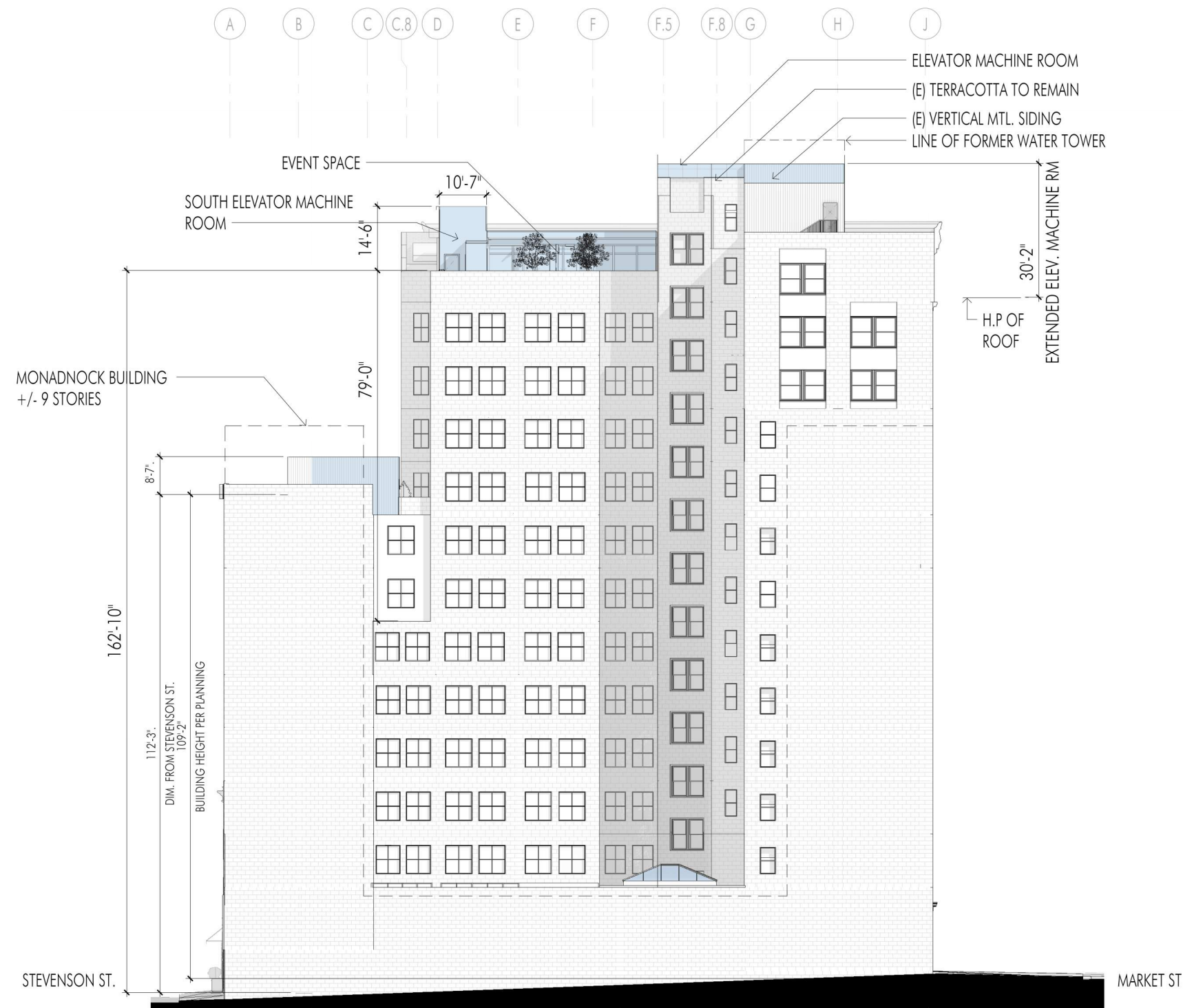
### 5 Elevations



**EXISTING COURTYARD ELEVATION**

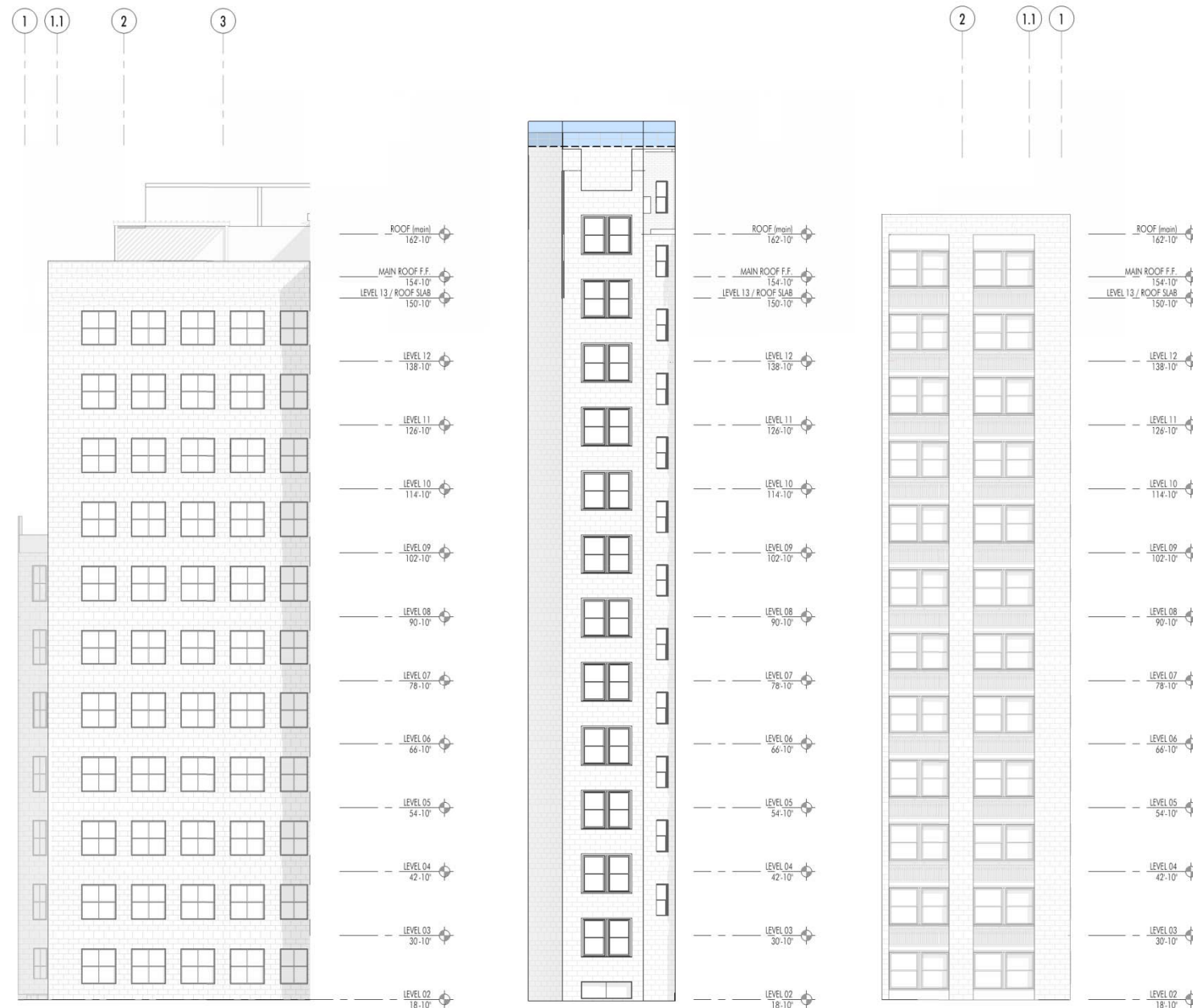


**5 Elevations**



**PROPOSED COURTYARD ELEVATION**

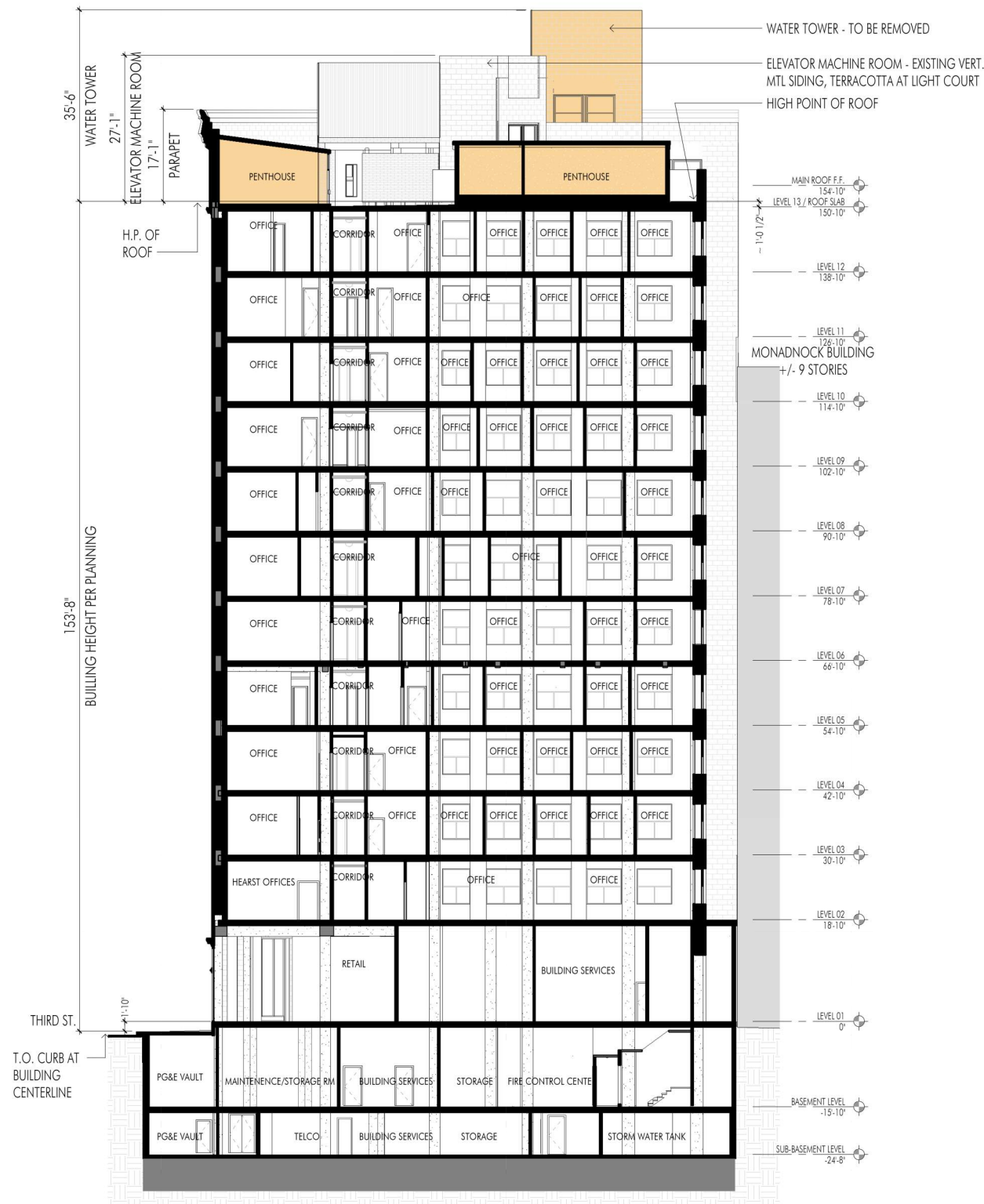
## 5 Elevations



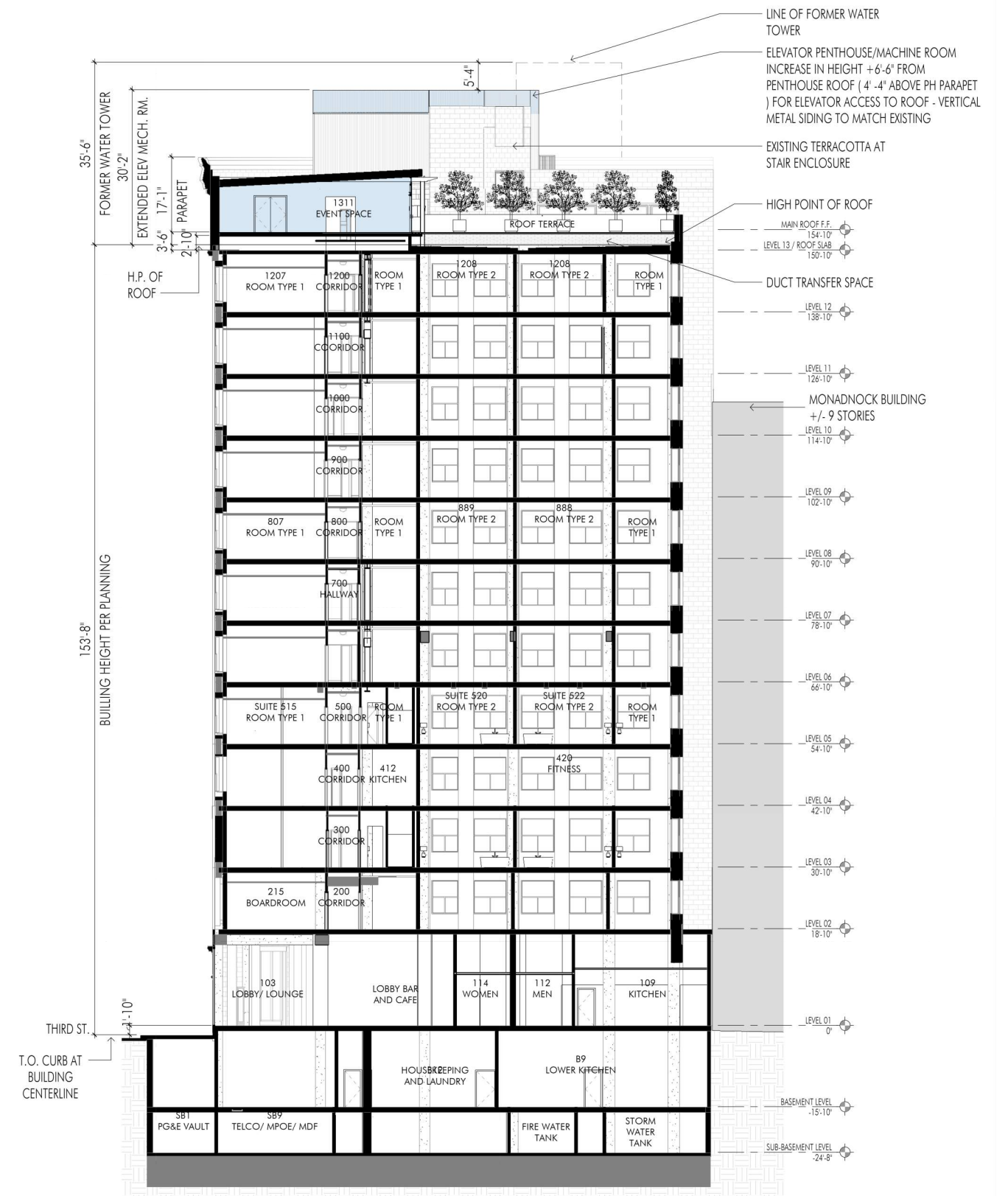
### EXISTING COURTYARD – SOUTH, NORTHWEST & NORTH ELEVATIONS



6 Sections

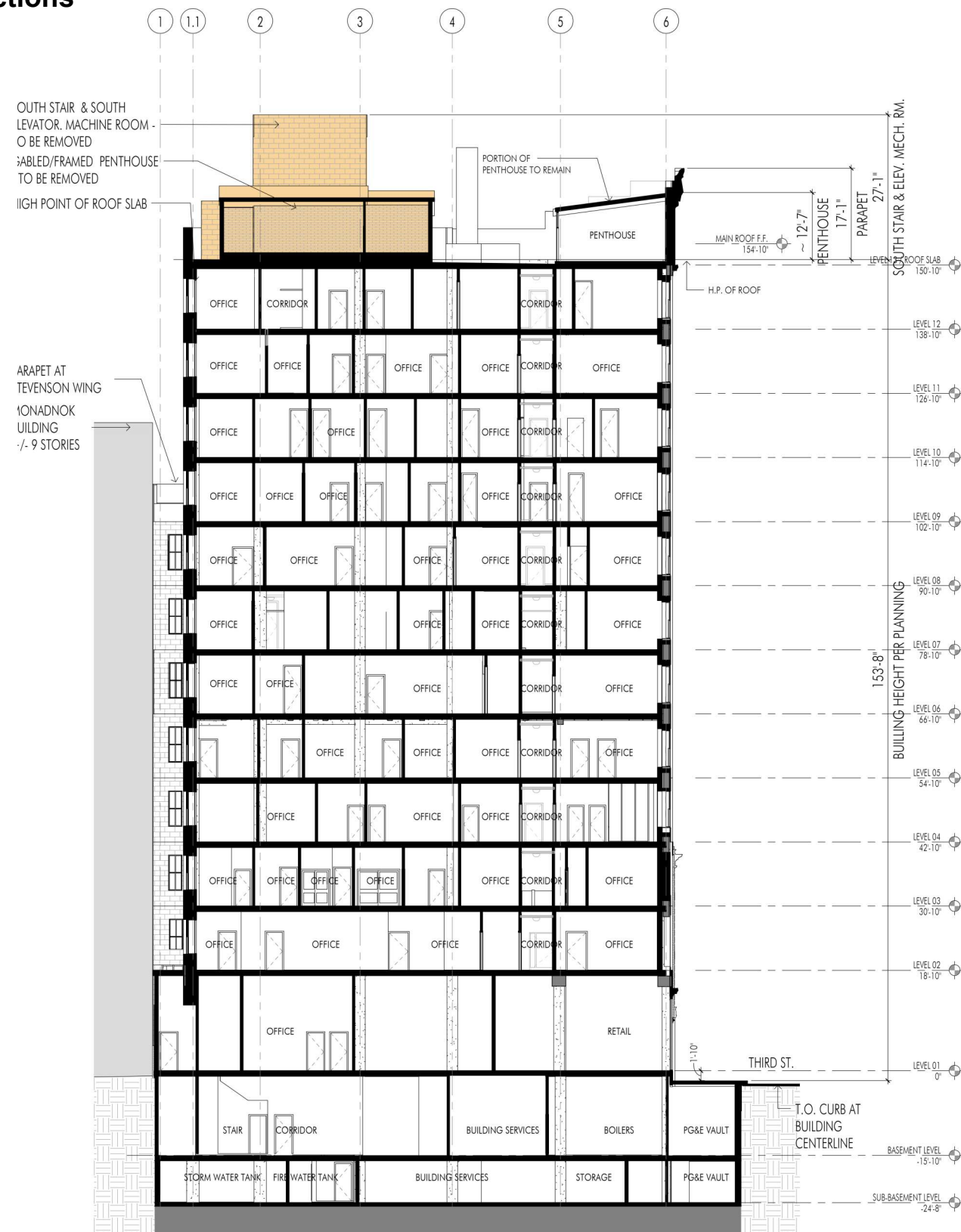


EXISTING SECTION AT CENTERLINE OF 3<sup>RD</sup> STREET looking NORTH

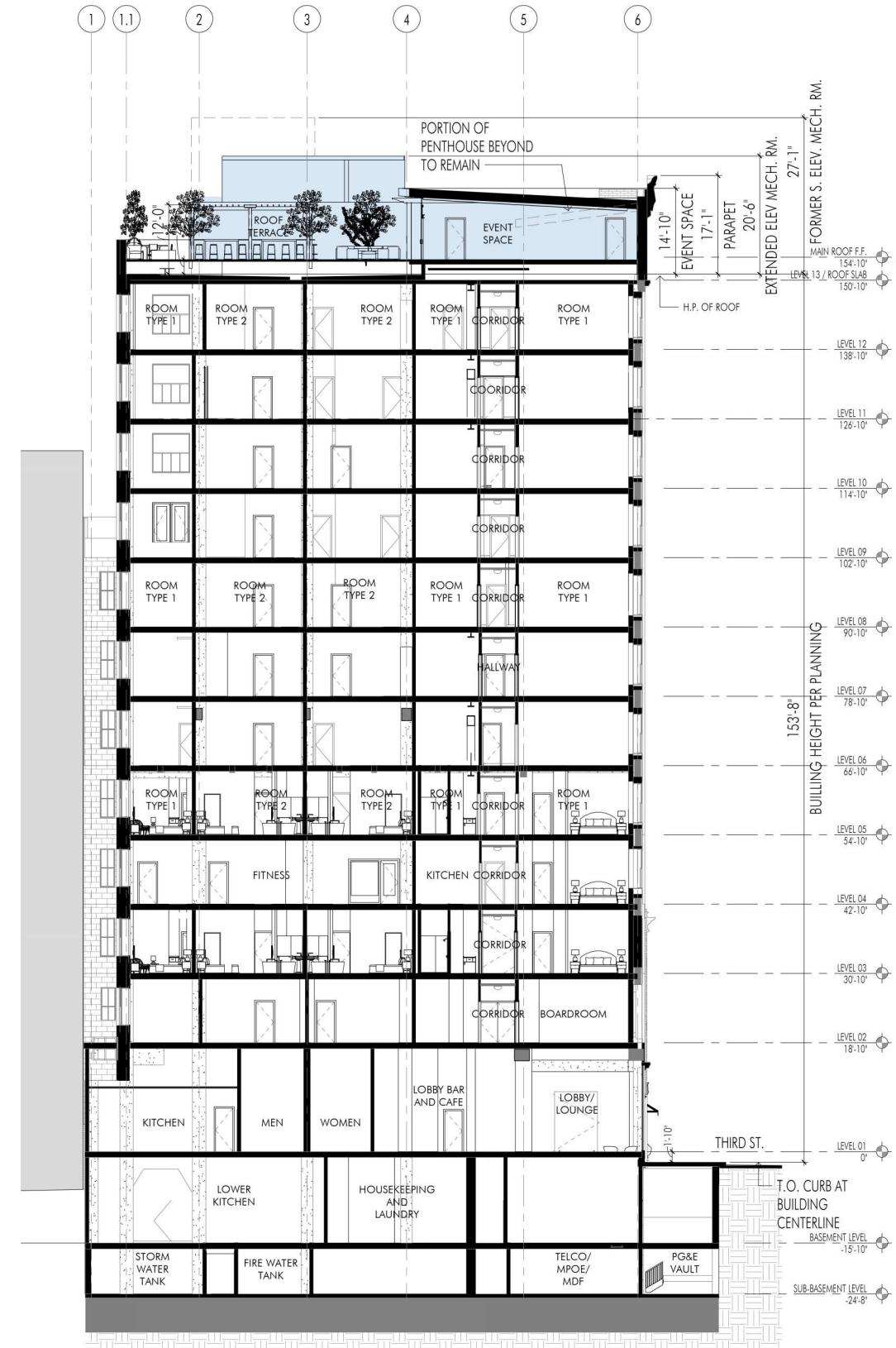


PROPOSED SECTION AT CENTERLINE OF 3<sup>RD</sup> STREET looking NORTH

6 Sections



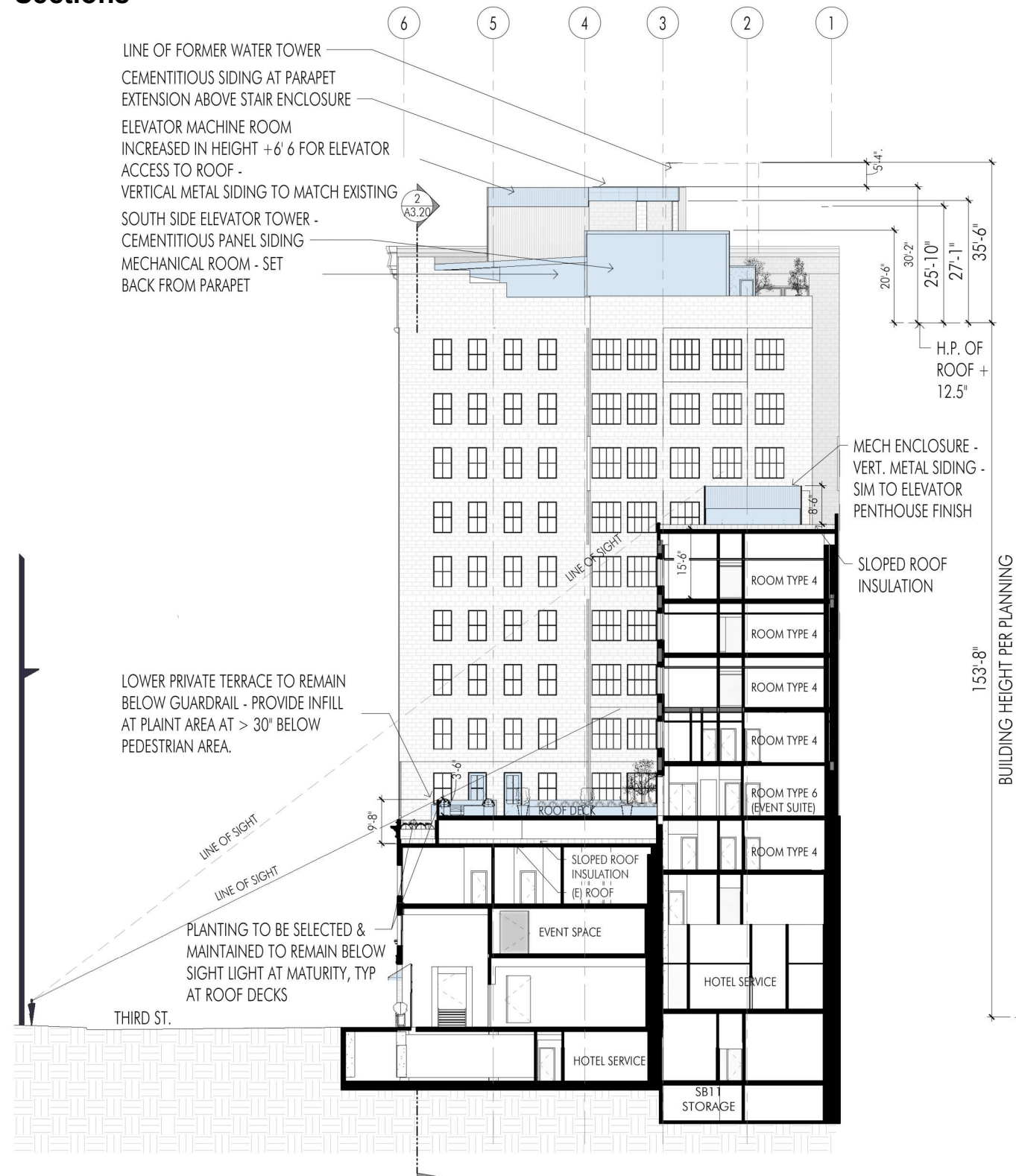
EXISTING SECTION AT CENTERLINE OF 3<sup>RD</sup> STREET looking SOUTH



PROPOSED SECTION AT CENTERLINE OF 3<sup>RD</sup> STREET looking SOUTH

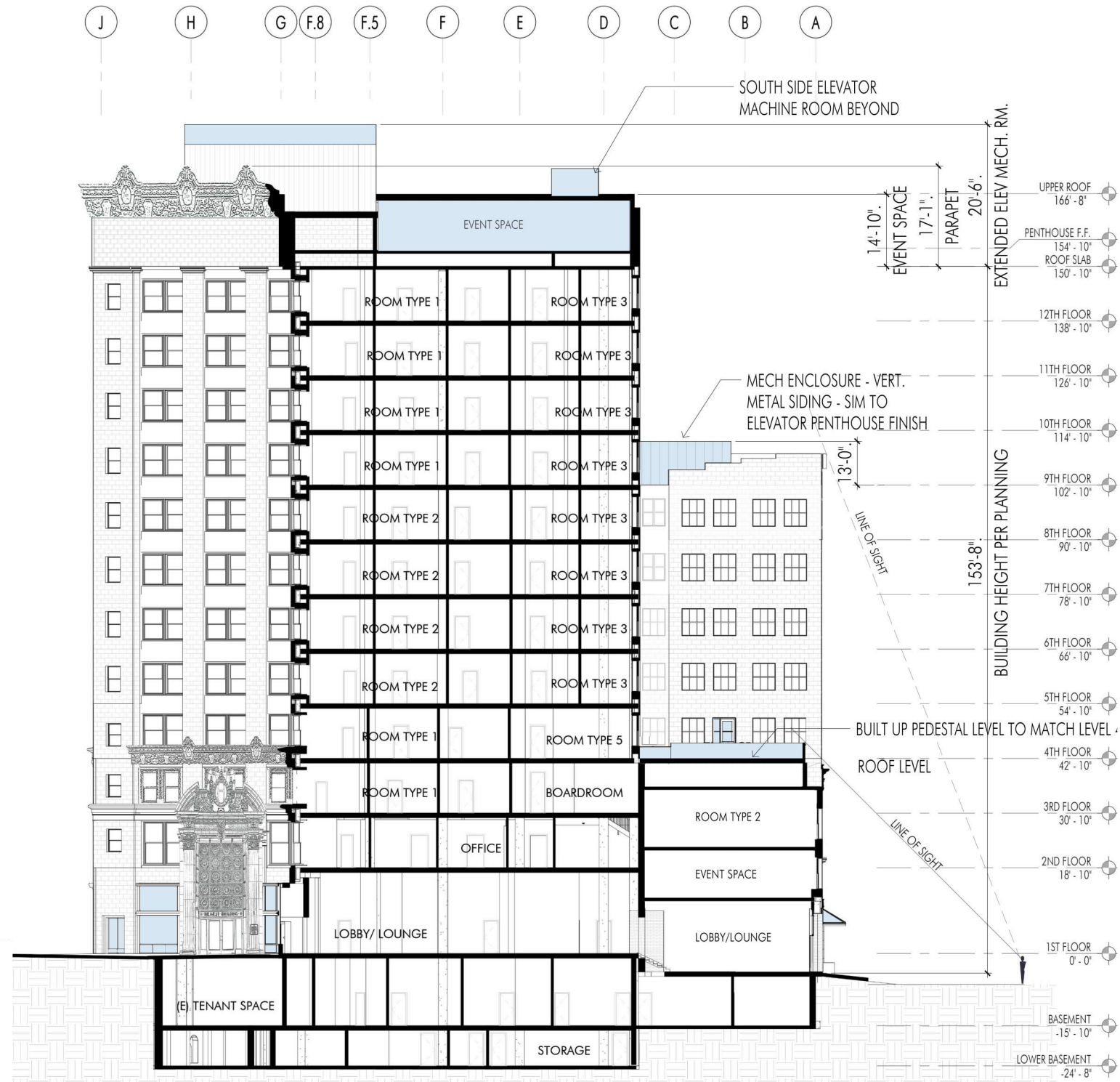


**6 Sections**



**PROPOSED EAST-WEST SECTION AT GRIDLINE B**

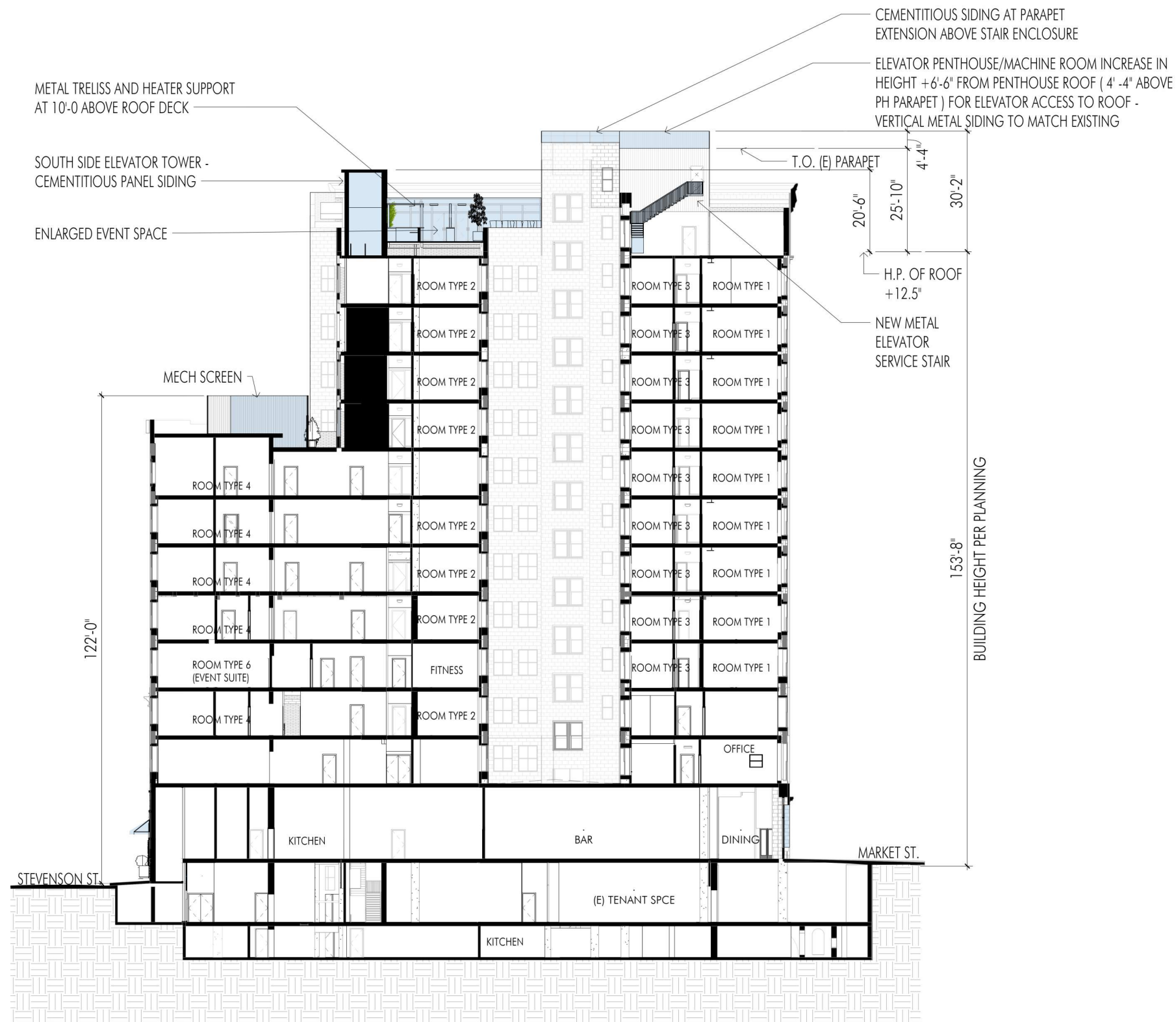
**6 Sections**



**PROPOSED EAST-WEST SECTION AT GRIDLINE F**



**6 Sections**



**PROPOSED NORTH-SOUTH SECTION**

## 7 Storefronts

### Historic Storefronts and Early Modifications

In the initial construction of the Hearst Building in 1911, a series of storefronts was constructed along Market Street, the Kearny chamfered corner, and Third Street. The storefront openings were outlined with decorative cast iron surrounds with low cast iron bulkheads at the base of the storefront and a cornice as a cap. At the Kearny chamfer and Third Street, transoms were set over the storefronts. The transom glazing was divided light and the storefront glazing was large plate glass panes. Storefronts likely existed at the base of building at 17-29 Third Street but no historic drawings or photographs were found to indicate their design or configuration.

The storefronts at the Hearst Building were modified in subsequent years. By the 1950s, signage can be seen covering transoms along with a variety of canopies at the storefronts.

### Current Storefront Condition & Rehabilitation

At the Hearst Building, the storefronts that exist today retain the cast iron surrounds of the storefront and transoms. The bulkheads are extant at Market Street but have been replaced at the chamfered corner and at Third Street with aluminum storefront frame and panels. The storefront glazing was replaced with an aluminum storefront system within the cast iron surround. The transoms at the chamfered corner were infilled with a flat panel and covered with a canvas canopy. The transom glazing on Third Street was replaced with an aluminum storefront system within the cast iron surround.

The base level of the building at 17-29 Third Street was modified with a large cement plaster sign with metal surround and wood paneled columns with recessed storefront and entries along Third Street. The first level of this building along Stevenson Street was re-clad with ceramic tile in a brick pattern. The decorative sheet metal cornice along Stevenson Street indicates that this cornice existed on Third Street also, before the non-historic signage panel was introduced.

The rehabilitation of the Hearst Building will include the cleaning and repair of the original cast iron elements and replacement of the existing aluminum storefront system with a new aluminum storefront system with a more consistent mullion pattern. The rehabilitation of the building at 17-29 Third Street will include the removal of the non-historic cement plaster sign, wood paneling and ceramic tile facing. The base of the building will be reconstructed with brick piers; a new cornice on Third Street; repair of the existing cornice on Stevenson Street; a compatible aluminum storefront system shaded by canvas awnings. In their pattern and material as well as their compatibility with the individual character of each building, the new storefronts will be compatible and reinstate a more consistent appearance than the existing.

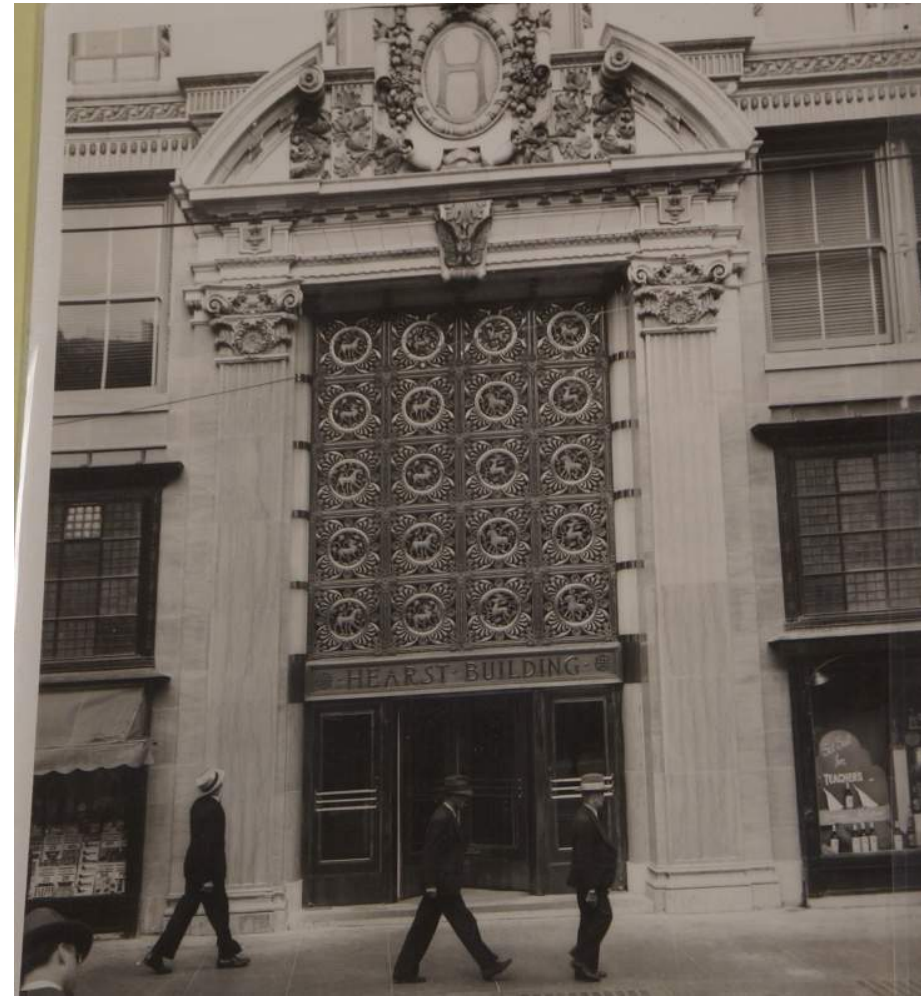


## 7 Storefronts

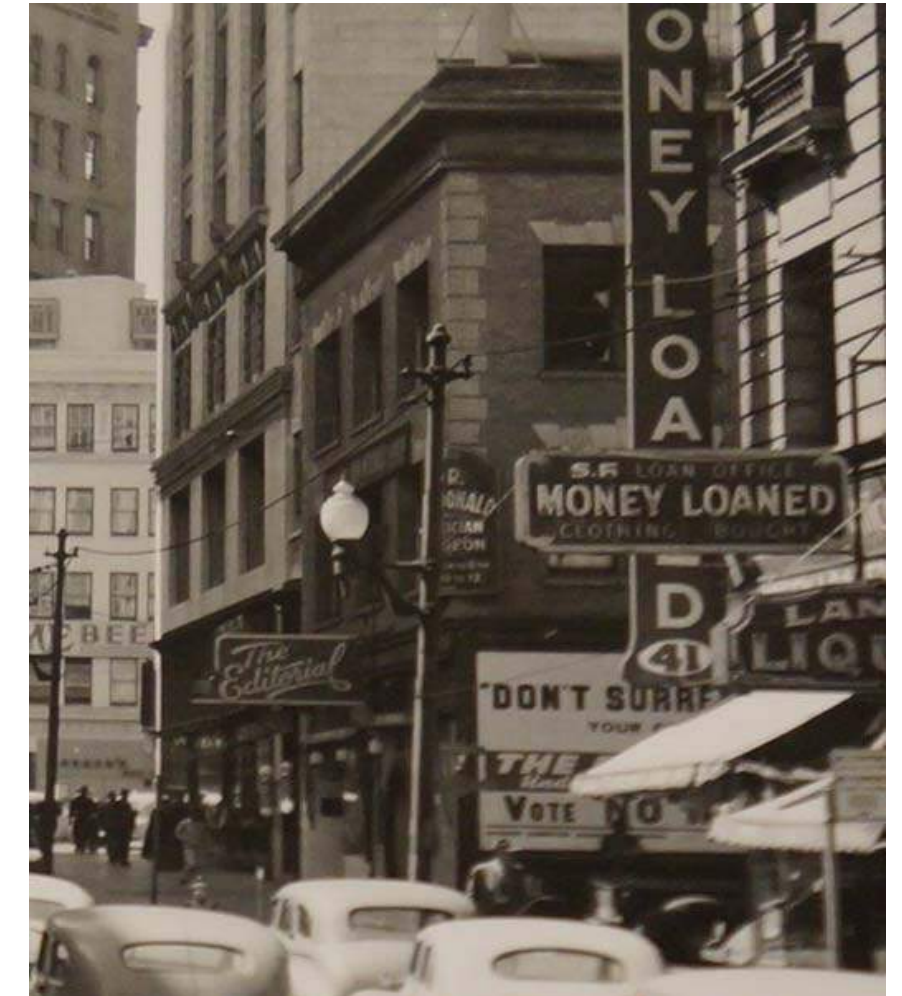
### Historic Storefronts and Early Modifications



End of Construction, c1911



Entry at Kearny Street, c1938



Storefronts at Third Street, October 1946

## 7 Storefronts

### Historic Storefronts and Early Modifications



1911 - End of Construction



## 7 Storefronts

### Historic Storefronts and Early Modifications



1938 after Julia Morgan Modifications

## 7 Storefronts

### Historic Storefronts and Early Modifications



Circa 1950s



## 7 Storefronts

### Current Storefront Condition



2018



## 7 Storefronts

### Proposed Rehabilitation





## 7 Storefronts

### Current Storefront Condition & Rehabilitation



Current Condition 2018



Proposed Rehabilitation



## 7 Storefronts

### Hearst Building - Market Street Storefronts



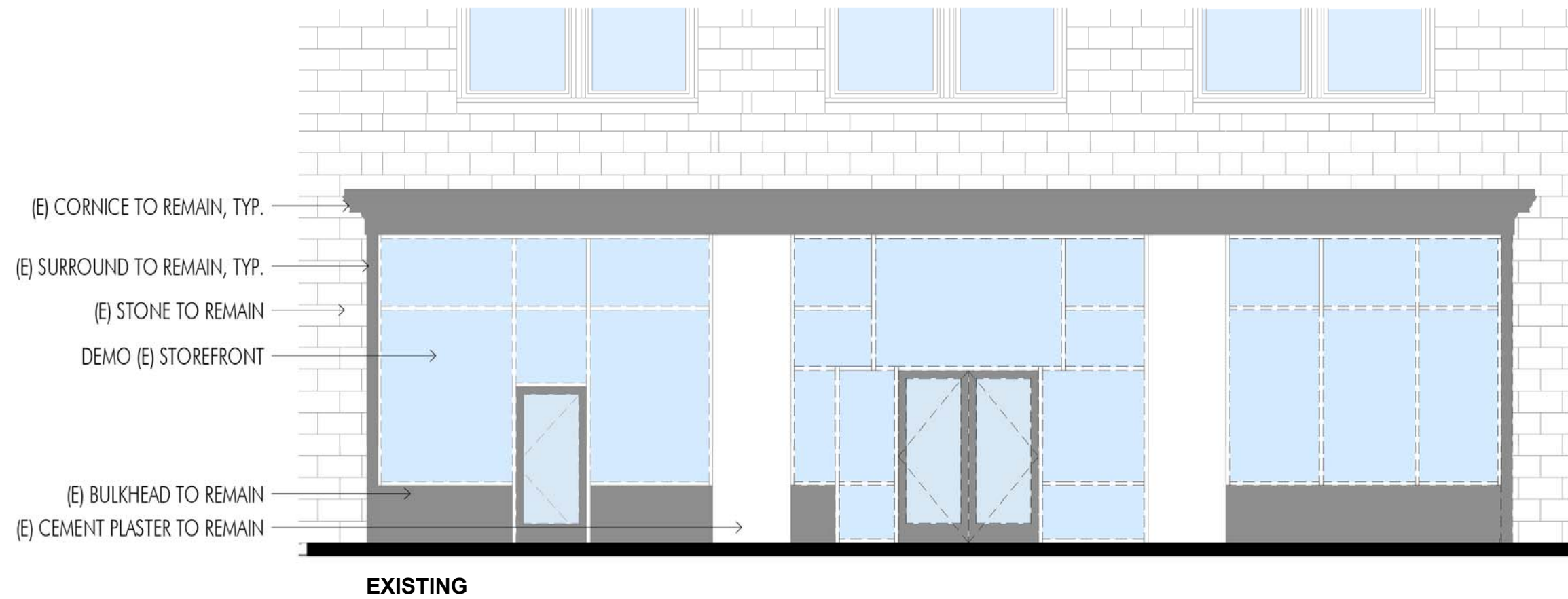
#### **EXISTING CONDITION & REHABILITATION**

At Market Street, the original cast iron surround and remaining portion of the bulkhead will be cleaned and repaired. The existing aluminum storefront system will be replaced with a new aluminum storefront system and the bulkhead profile will be replicated at the center bay where it is missing.



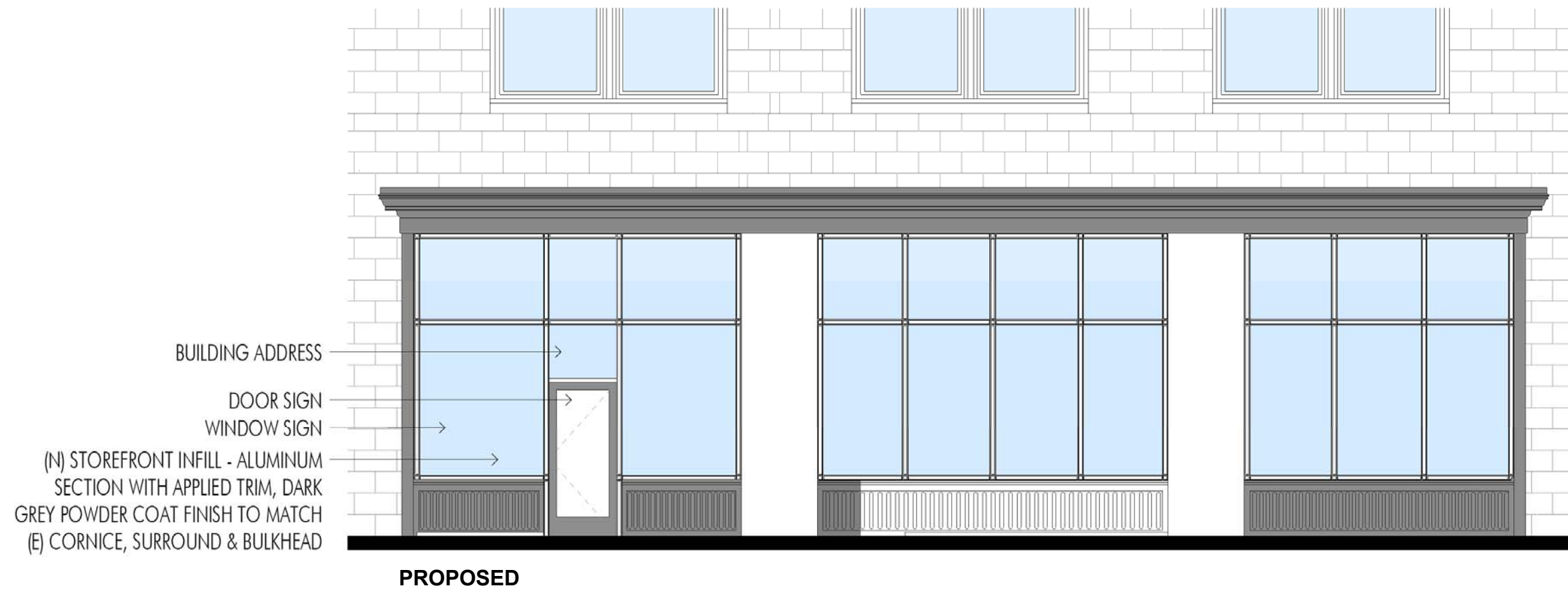
## 7 Storefronts

### Hearst Building - Market Street Storefronts



## 7 Storefronts

### Hearst Building - Market Street Storefronts





## 7 Storefronts

### Hearst Building - Kearny Street Storefronts



#### EXISTING CONDITION & REHABILITATION

At the chamfered Kearny Street corner, the non-historic aluminum storefront side entries will be replaced with a new smaller entry with new aluminum doors and surround; the marble wall will be patched above the doors. The canvas canopies will be removed at the storefront transoms flanking the main central entry and an aluminum storefront system will restate glazing at the transoms. The original cast iron surrounds will be cleaned and repaired. At the street level, the existing aluminum storefront system will be replaced with a new aluminum system. The historic central entry with its non-historic aluminum doors, historic metal clathri screen at the transom, and lighted surround will remain.



## 7 Storefronts

### Hearst Building - Kearny Street Storefronts





## 7 Storefronts

### Hearst Building - Kearny Street Storefronts



## 7 Storefronts

### Hearst Building - Third Street Storefronts



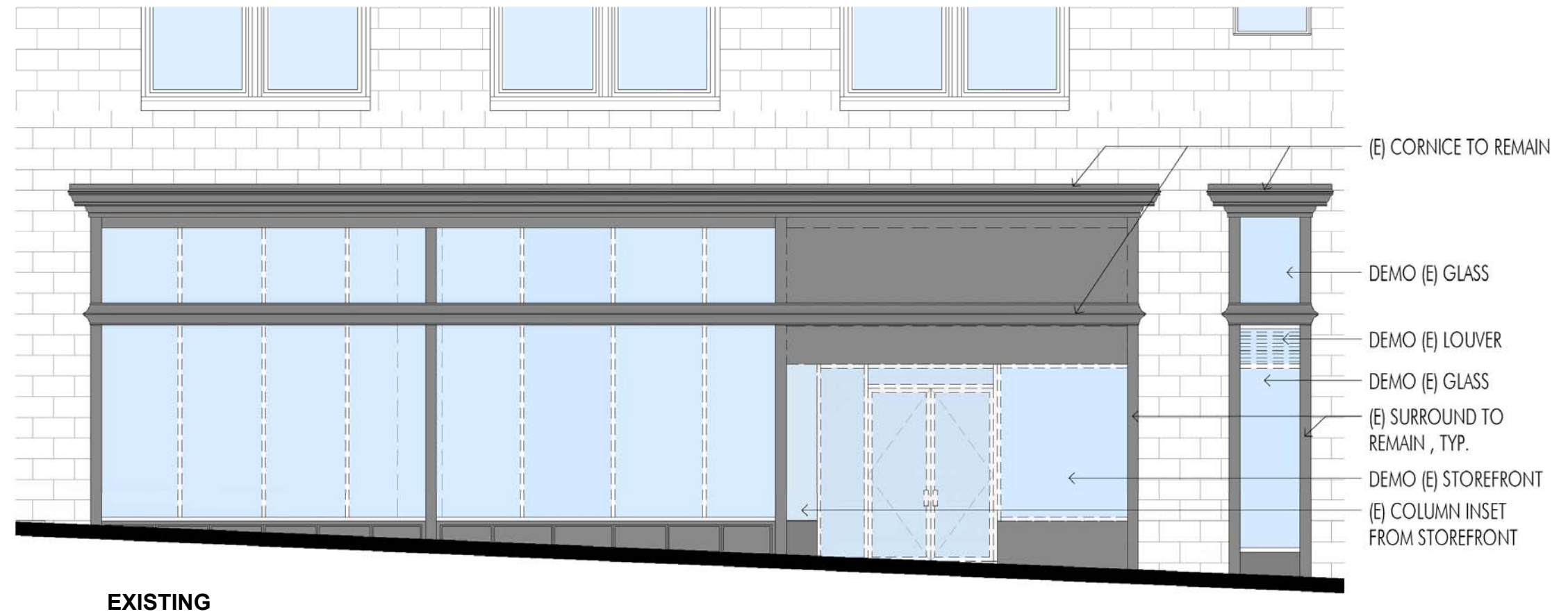
#### EXISTING CONDITION & REHABILITATION

At the larger storefront bay at Third Street, the storefront and entryway will be replaced with a new storefront system with new sections of aluminum panels at the bulkhead where it is missing. The smaller storefront bay to the south will be reglazed and a new aluminum bulkhead will replace the existing



## 7 Storefronts

### Hearst Building - Third Street Storefronts



## 7 Storefronts

### Hearst Building - Third Street Storefronts





## 7 Storefronts

### Building at 17-29 Third Street - Third Street Storefronts

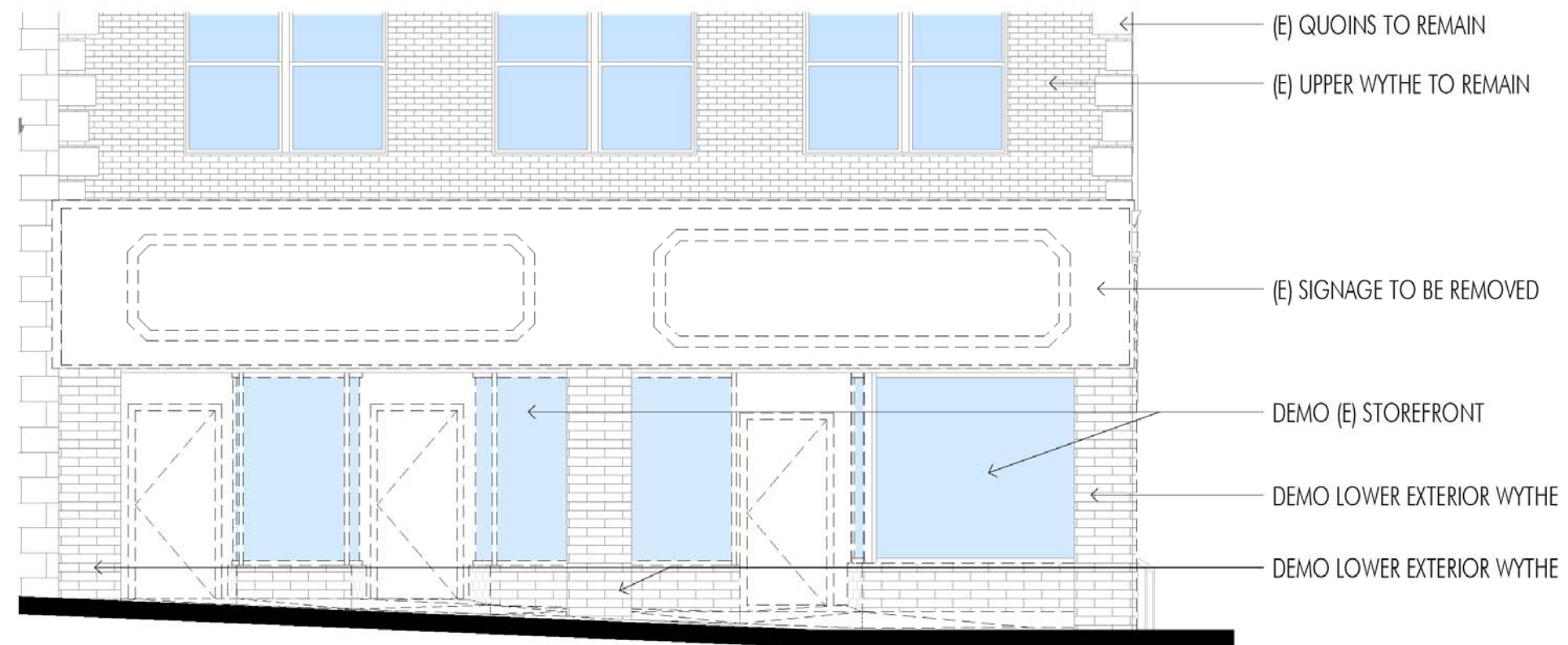


#### EXISTING CONDITION & REHABILITATION

At the building at 17-29 Third Street, the rehabilitation will include the removal of the non-historic signage panel, storefronts, wood paneling, and ceramic tile. The lower façade at Third and Stevenson Streets will be reconstructed with new compatible brick. At Third Street a new sheet metal cornice will be reconstructed to match the extant one on Stevenson Street and two bays of storefront with paired doors will be introduced. At Stevenson Street, two new openings will be created within the new brick façade for a new main hotel entry with paired doors at one bay and storefront window at the second bay. The new aluminum storefronts will align with the brick façade and be shaded by new canvas awnings. The Stevenson Street cornice will be repaired and repainted.

## 7 Storefronts

### Building at 17-29 Third Street - Third Street Storefronts



**EXISTING**



**7 Storefronts**

**Building at 17-29 Third Street - Third Street Storefronts**



**2** 17-29 STOREFRONT ON THIRD ST. - PROPOSED  
 1/4" = 1'-0"



**1** 17-29 STOREFRONT ON THIRD ST. - PROPOSED  
 1/4" = 1'-0"

## 7 Storefronts

### Building at 17-29 Third Street - Stevenson Street Storefronts



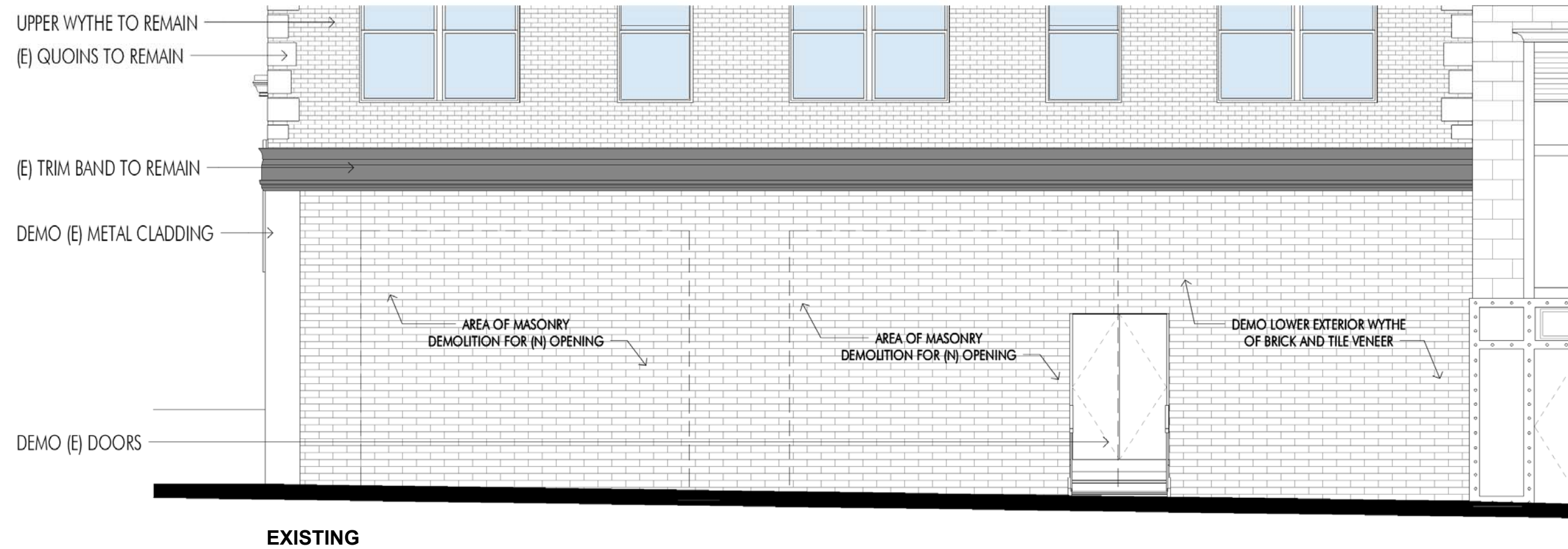
#### EXISTING CONDITION & REHABILITATION

At the building at 17-29 Third Street on Stevenson Street, the rehabilitation will include the removal of the non-historic ceramic tile at the lower façade. This area will be reconstructed with new compatible brick and two openings will be created for a new main hotel entry with paired doors at one bay and storefront window at a second bay. The new aluminum storefronts will be shaded by new canvas awnings. The Stevenson Street first level cornice will be repaired and repainted.



## 7 Storefronts

### Building at 17-29 Third Street - Stevenson Street Storefronts

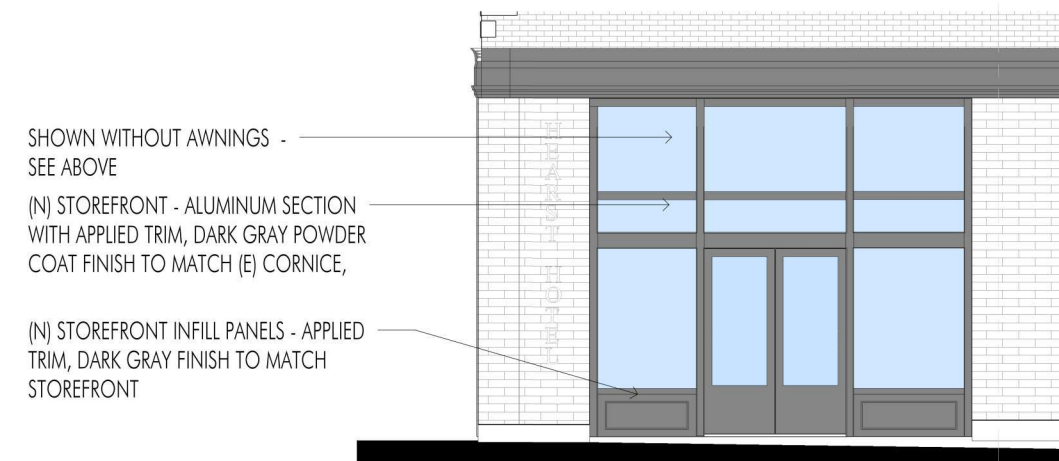


**7 Storefronts**

**Building at 17-29 Third Street - Stevenson Street Storefronts**



**2** PROPOSED STEVENSON STREET ELEVATION  
 1/4" = 1'-0"



**1** PROPOSED STEVENSON STREET ELEVATION  
 1/4" = 1'-0"



## 7 Storefronts

### Annex at 190 Stevenson Street - Storefronts

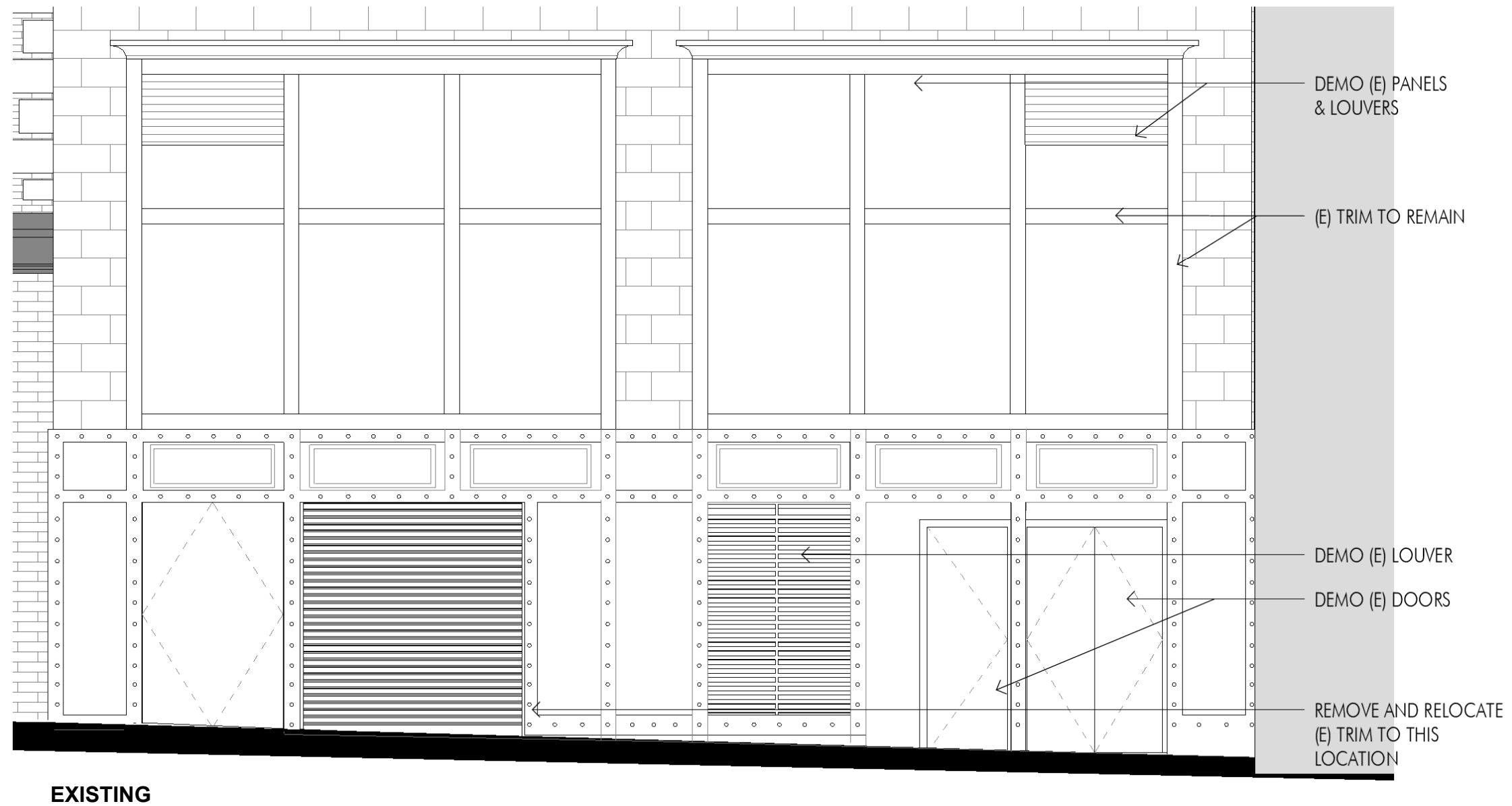


#### **EXISTING CONDITION & REHABILITATION**

At the Hearst Building Annex at 190 Stevenson Street, The original cast iron storefront and transom surrounds will remain and existing entryways, louvers, and infill panels will be removed. Two small entry doors will be introduced at either end of the façade; the cast iron mullions will be rearranged to a regular pattern with new painted metal panels at the base level. New louvers over spandrel glass panels will be set within the cast iron surrounds at the transom level.

## 7 Storefronts

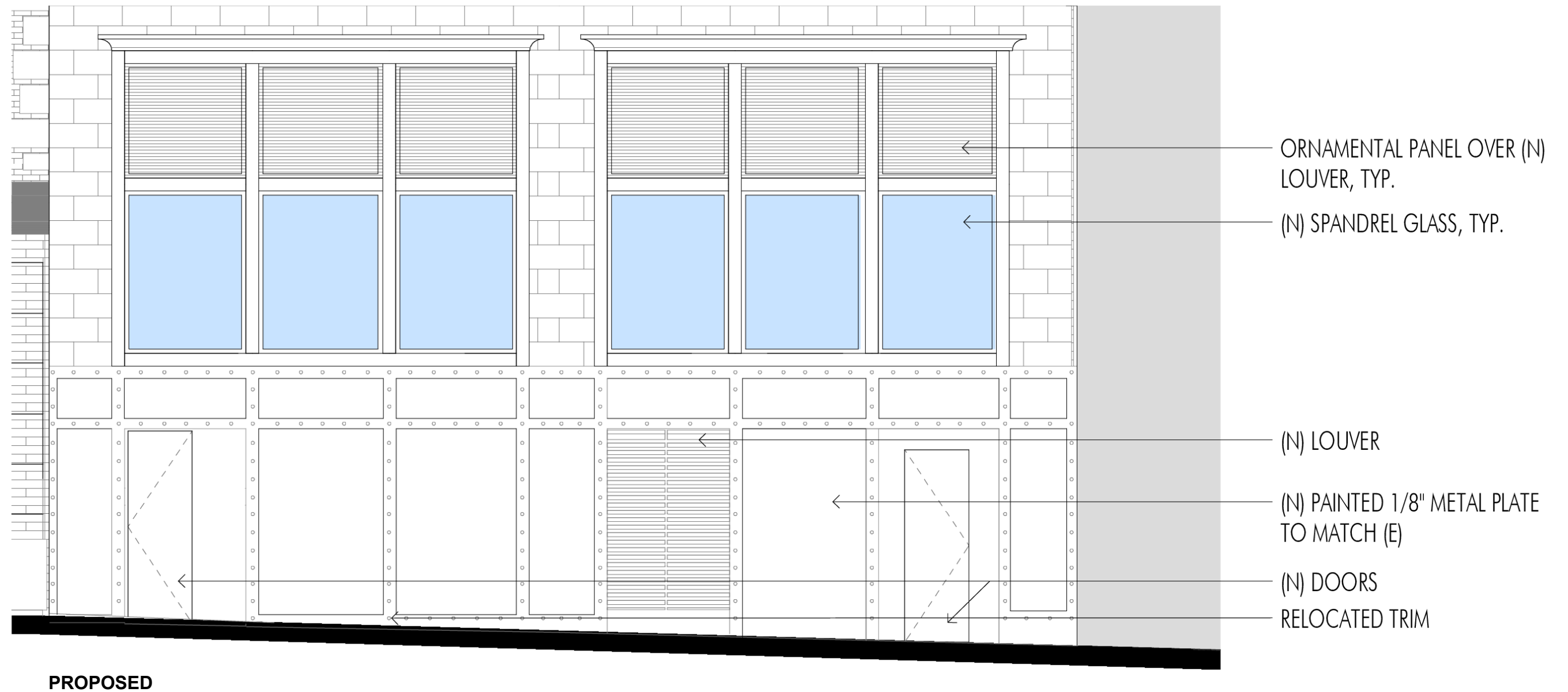
### Annex at 190 Stevenson Street - Storefronts





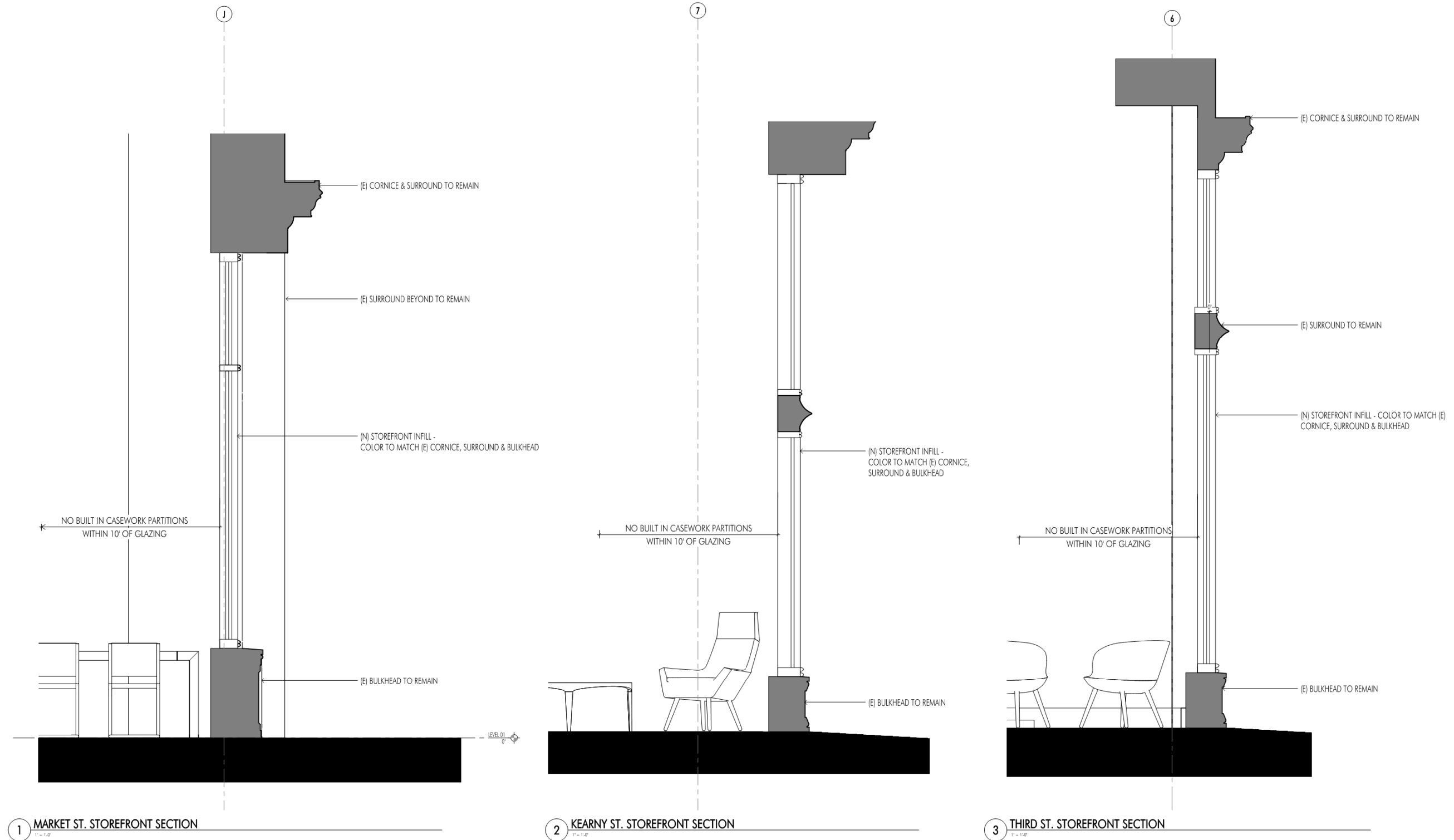
## 7 Storefronts

### Annex at 190 Stevenson Street - Storefronts



## 7 Storefronts

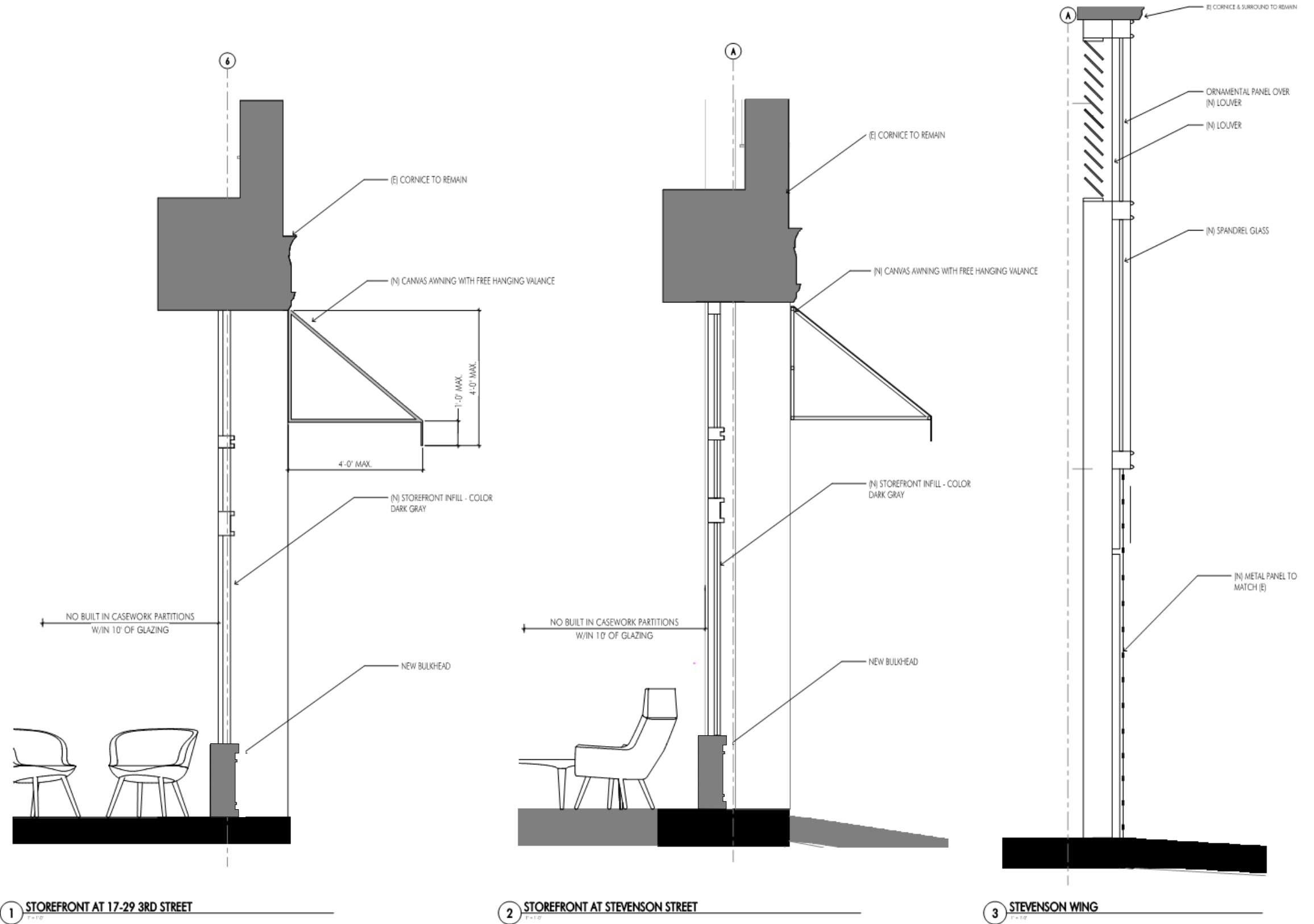
### Hearst Building Proposed Storefront Sections





## 7 Storefronts

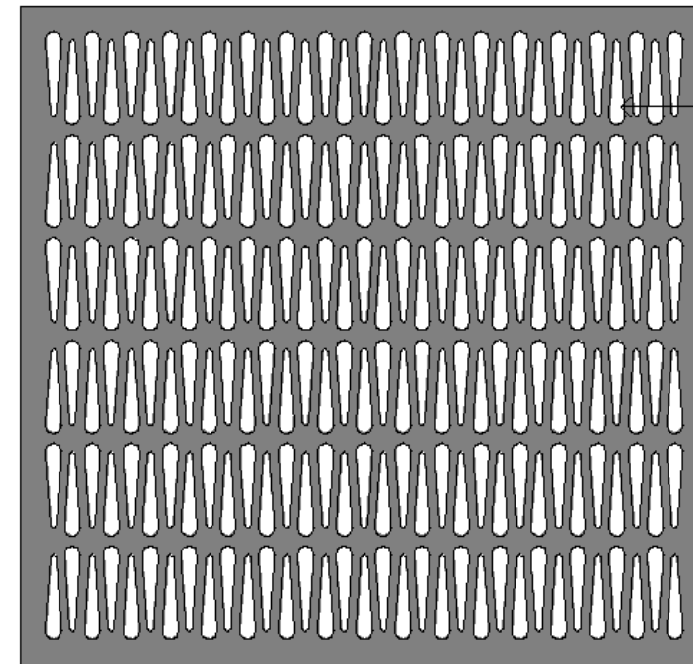
### 17-29 Third Street & 190 Stevenson Annex Proposed Storefront Sections



## 7 Storefronts

### Proposed Storefront Details – Concept Images

#### Spandrel Glass and Ornamental Grille



1/8" THICK PAINTED/POWDER  
COATED METAL GRILLE

8"  
~

B: CUT PANEL METAL GRILLE



A: FABRICATED METAL GRILLE



## 7 Storefronts

### Proposed Storefront Details



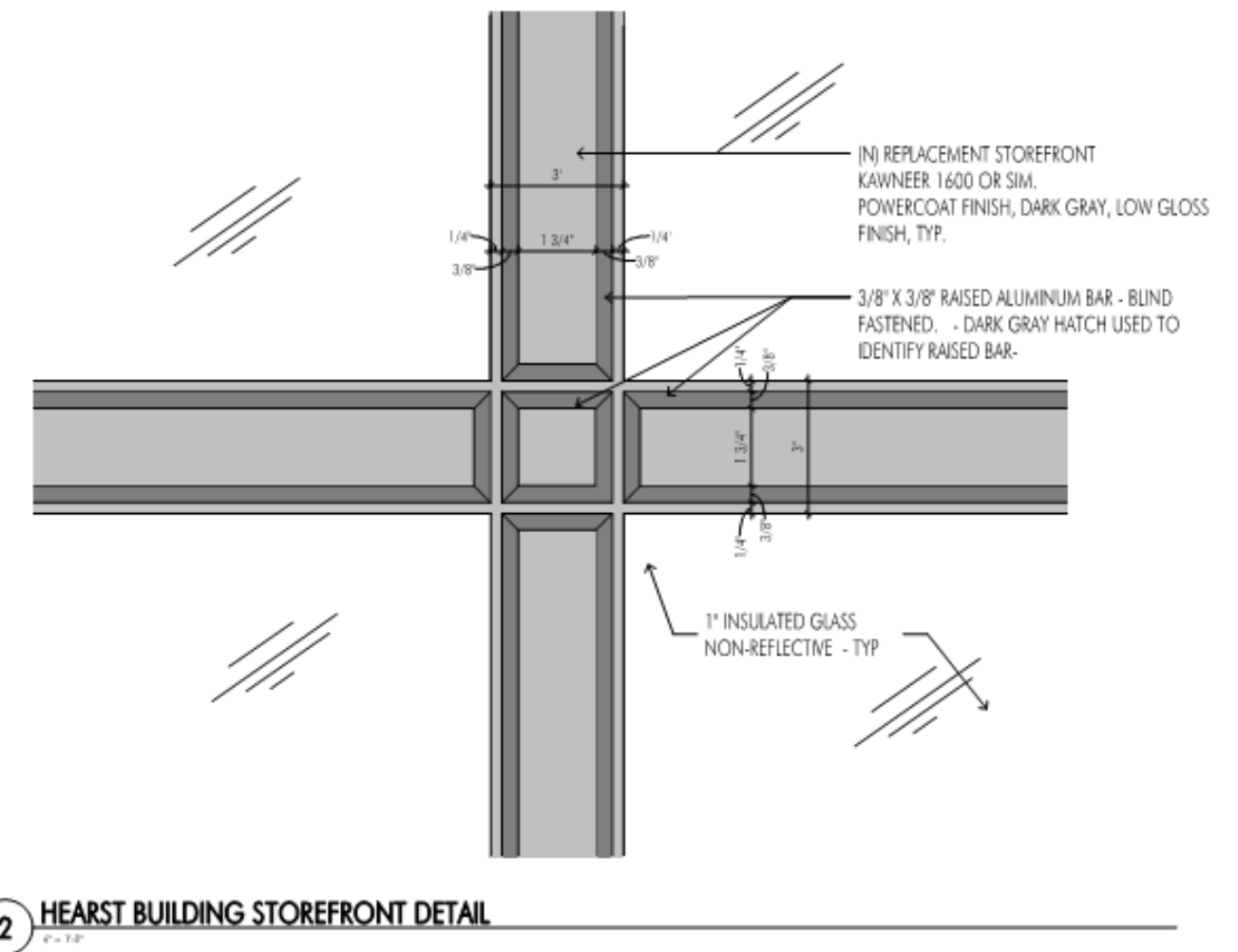
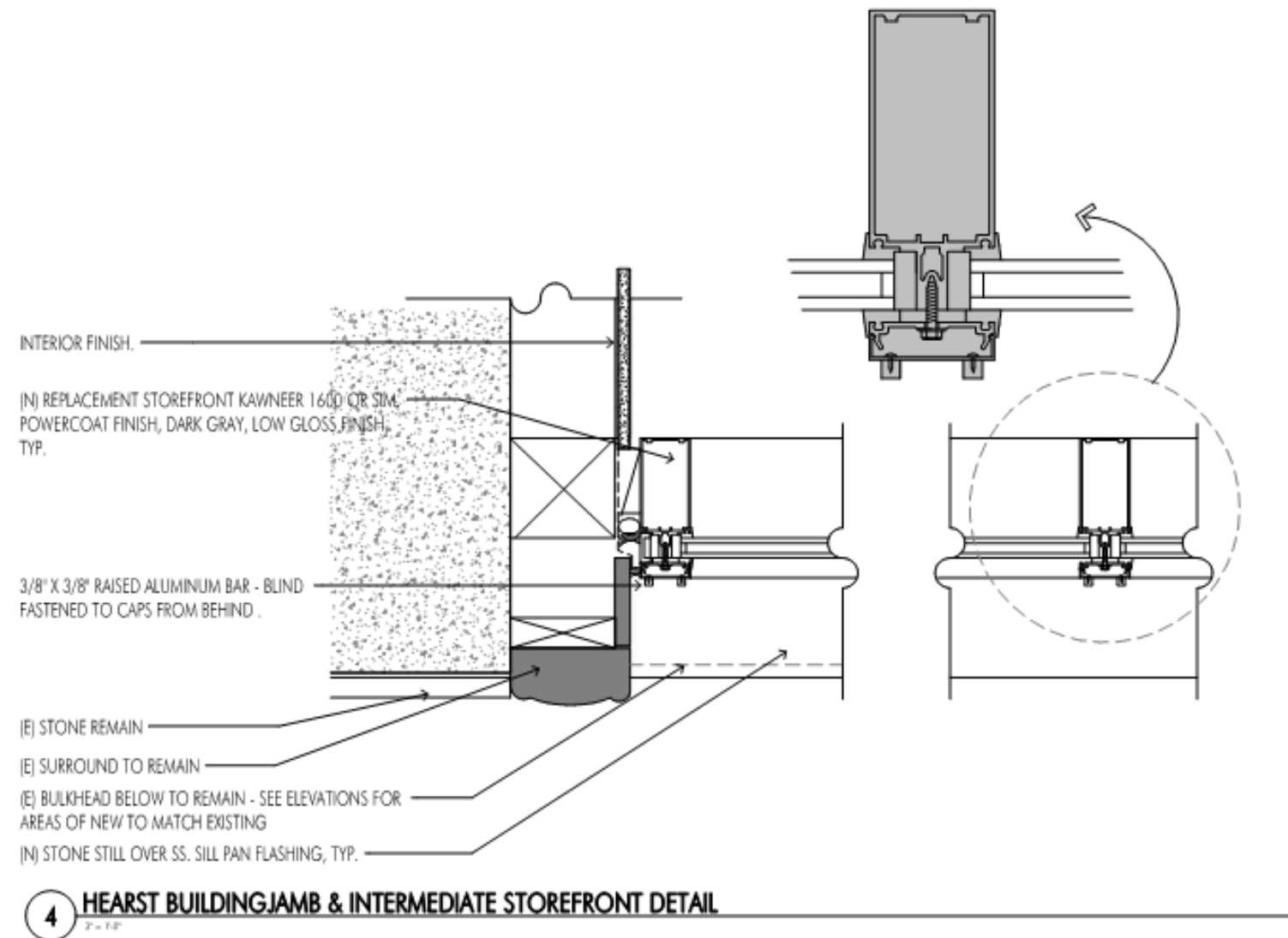
STOREFRONT CONCEPT IMAGE: CLEAN AND LOW PROFILE  
TO NOT COMPETE WITH EXISTING ORNAMENTAL  
SURROUNDS



EXISTING ORNAMENTAL SURROUND

## 7 Storefronts

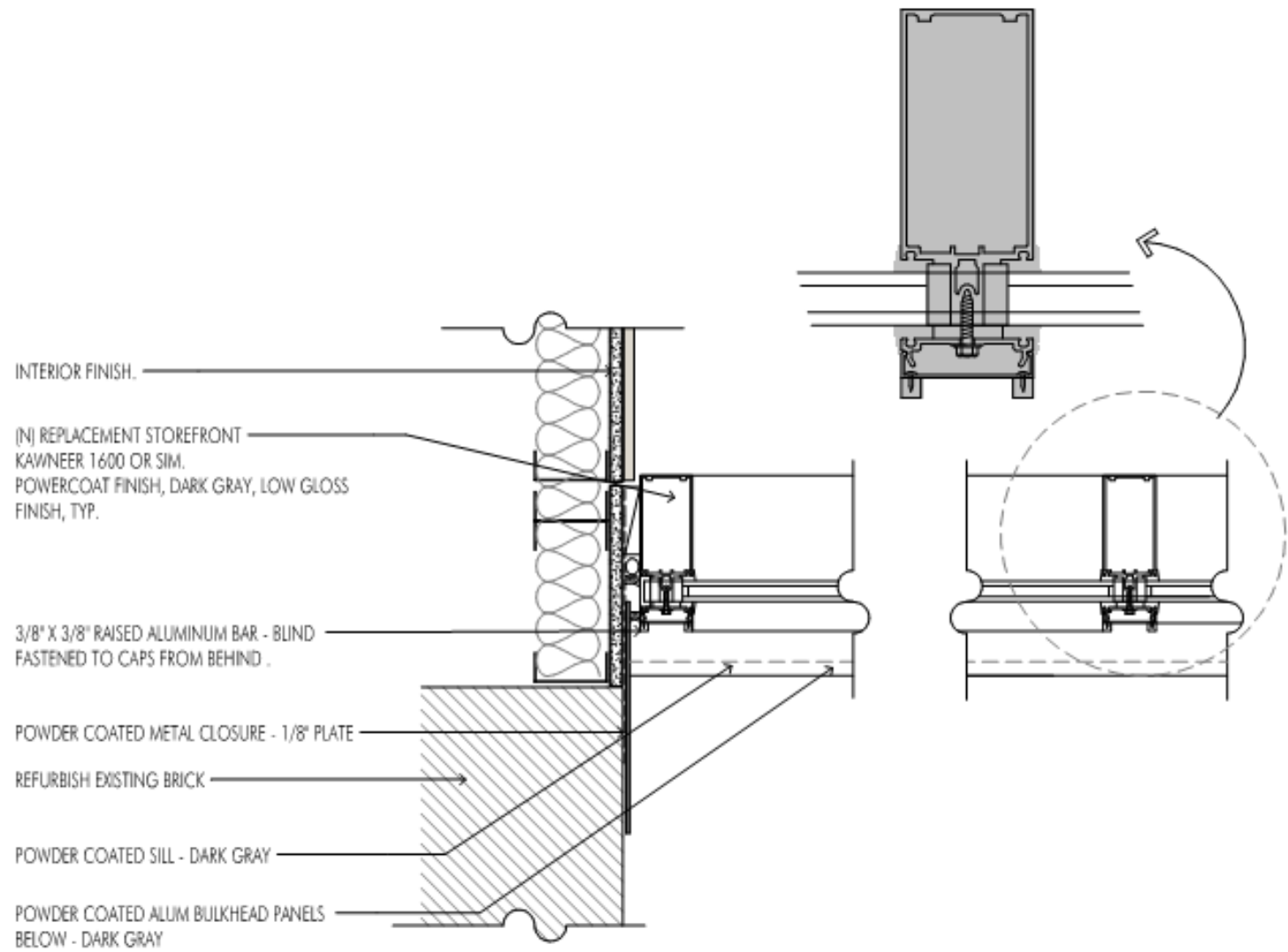
### Proposed Storefront Details – Hearst Building



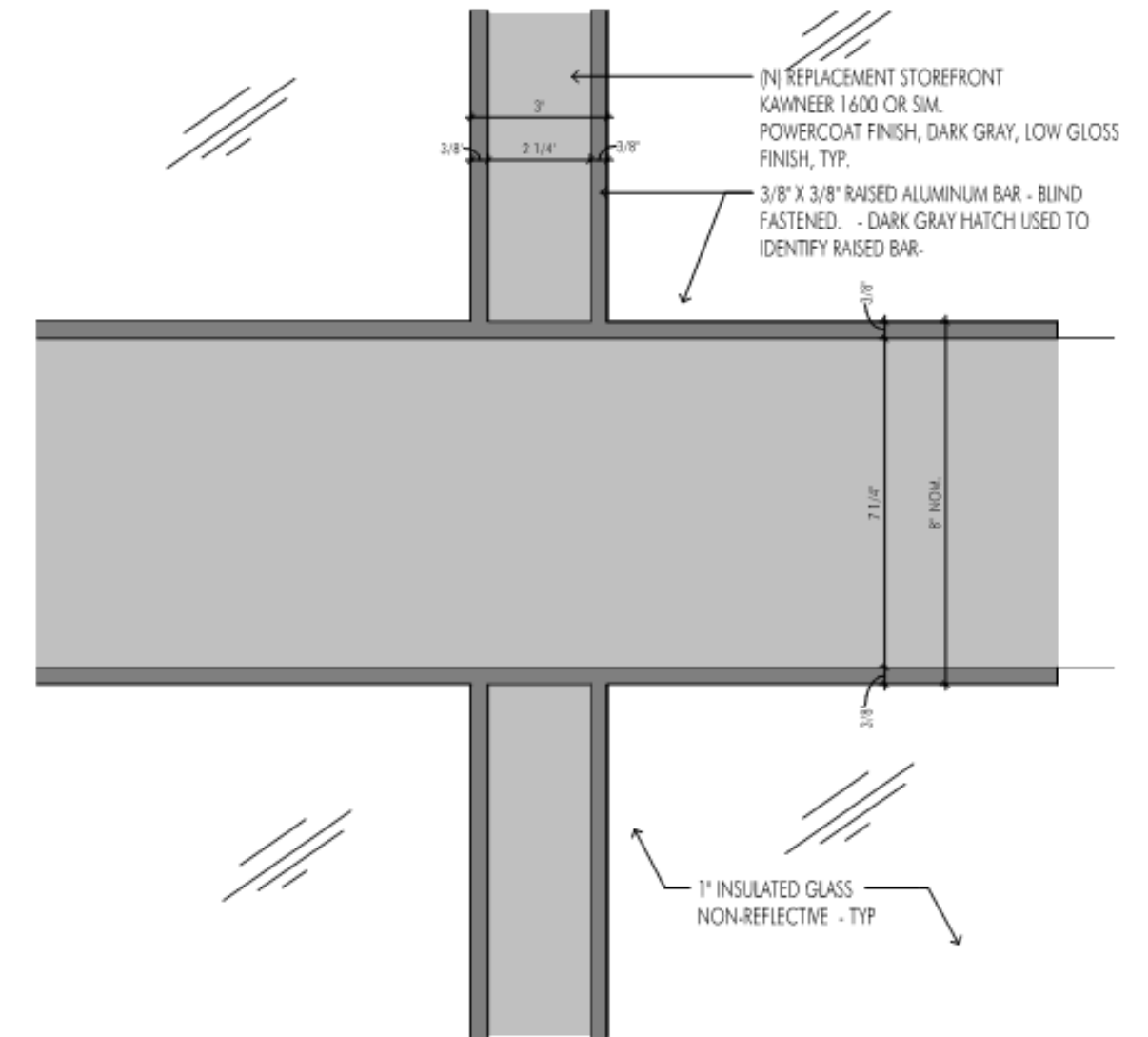


**7 Storefronts**

**Proposed Storefront Details – 17-29 Third Street**



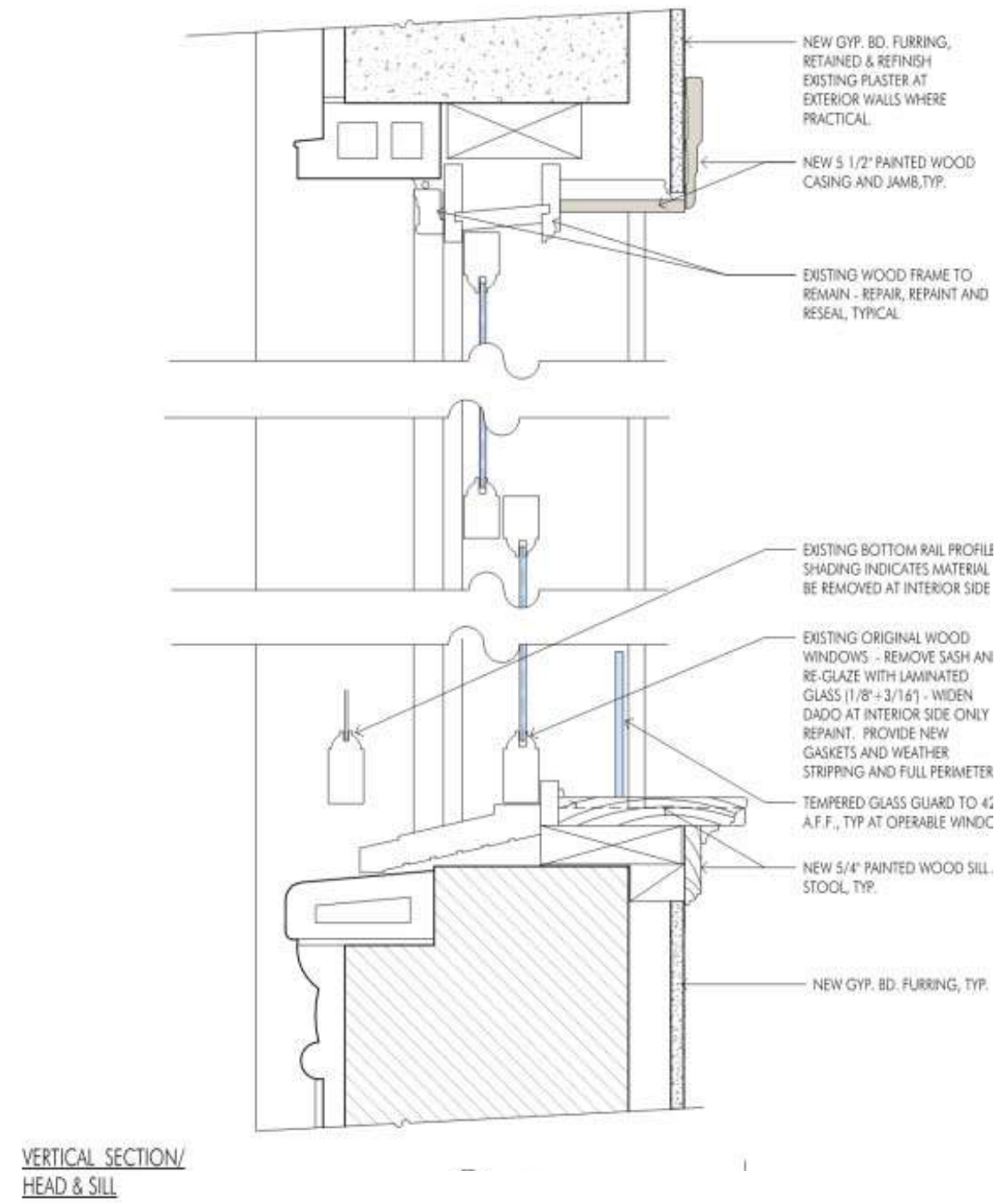
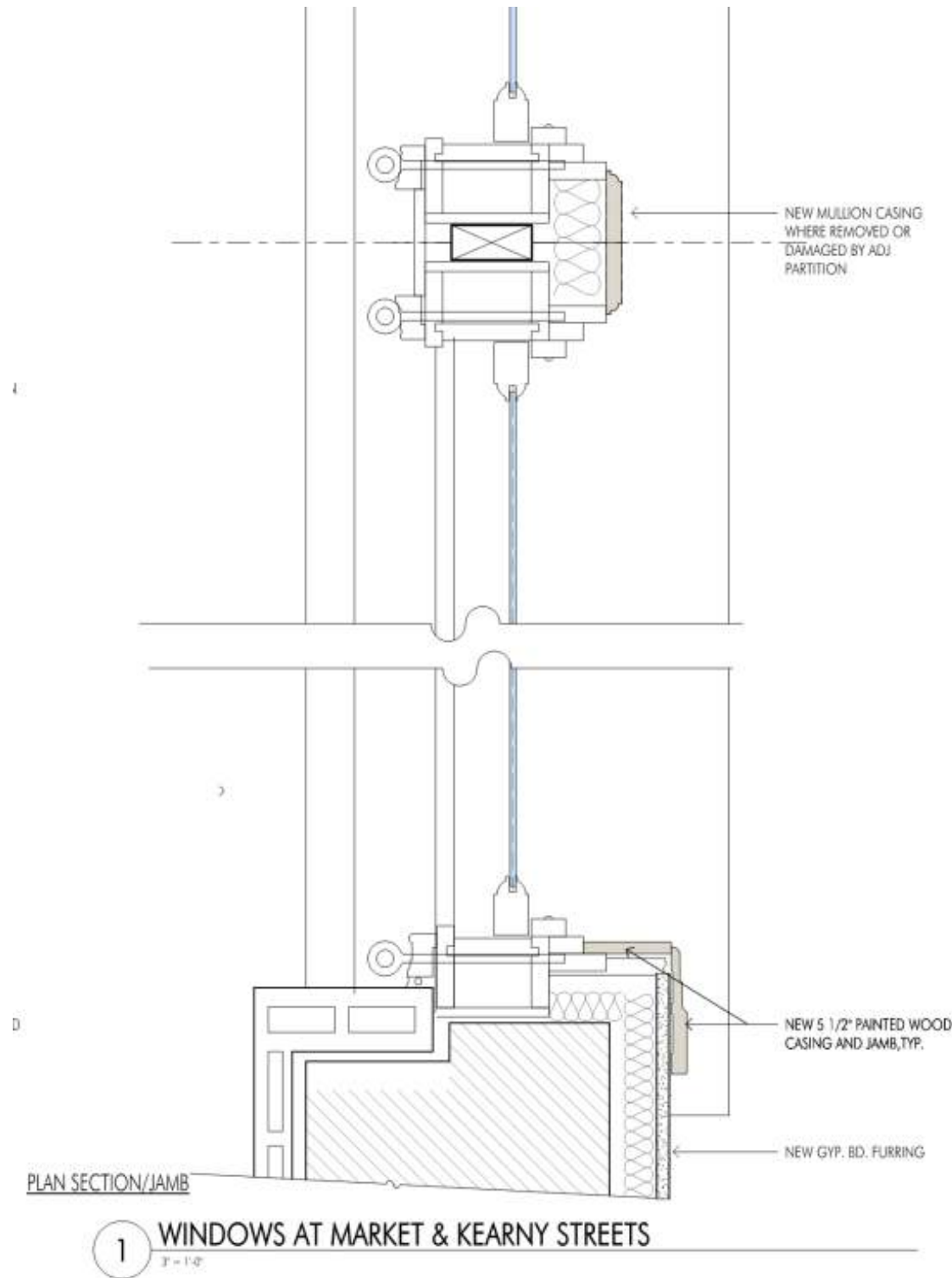
**3 17-29 BUILDING JAMB & INTERMEDIATE STOREFRONT DETAIL**  
8'-11"



**1 17-29 BUILDING STOREFRONT DETAIL**  
8'-11"

## 8 Windows

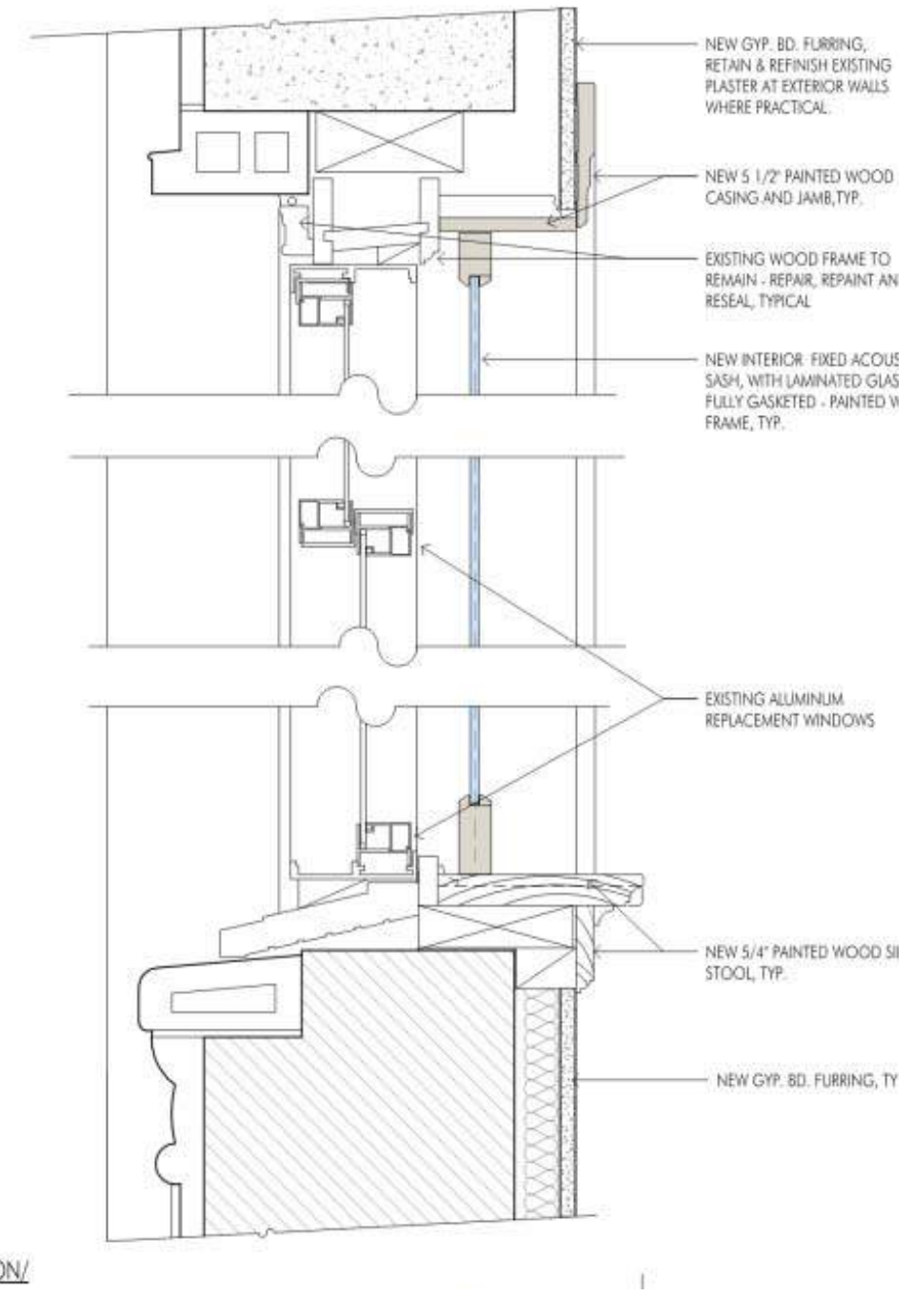
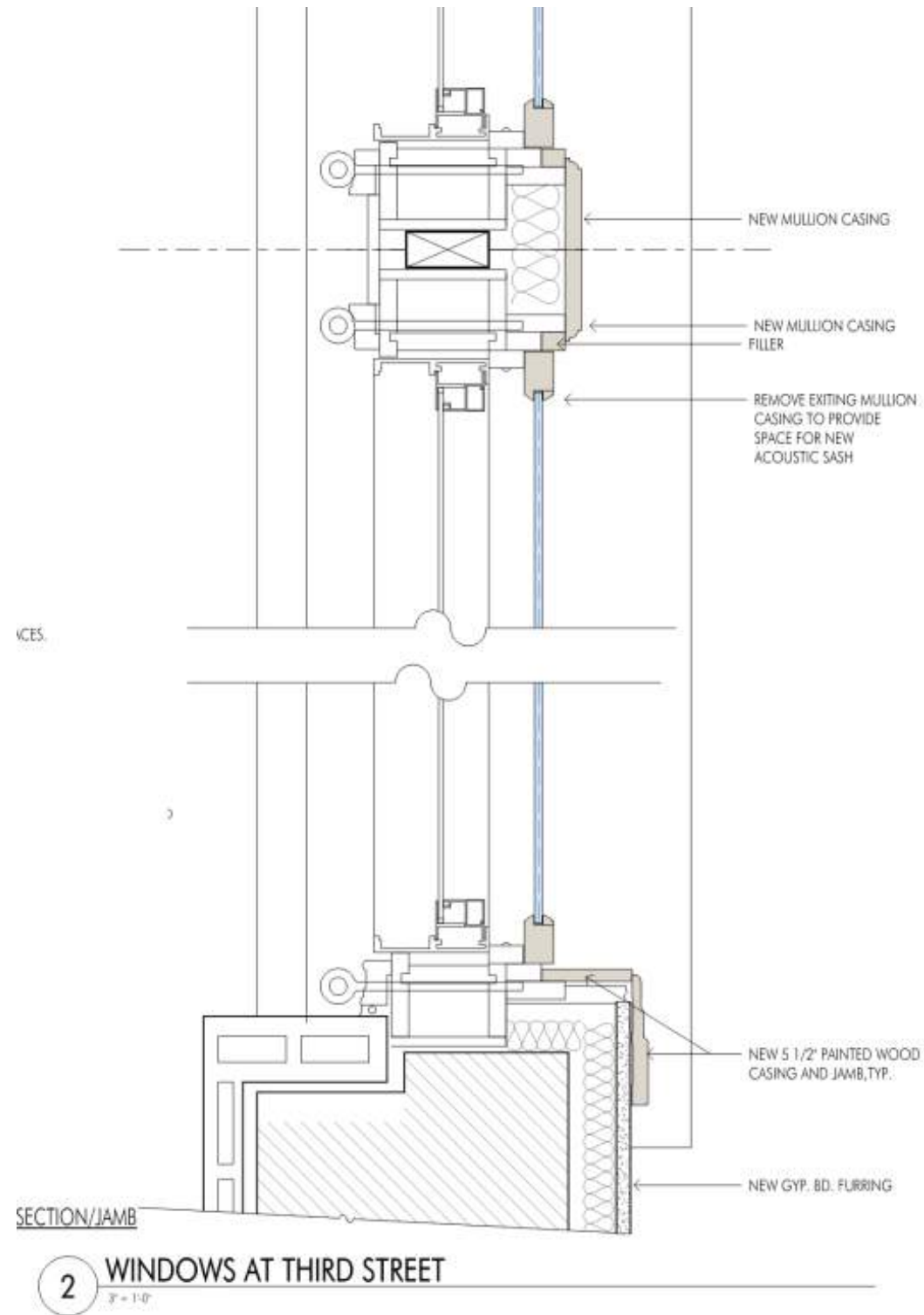
**Existing Wood Windows at Market & Kearny Streets -**  
 Reglaze with acoustical laminated glass, augment sash at interior





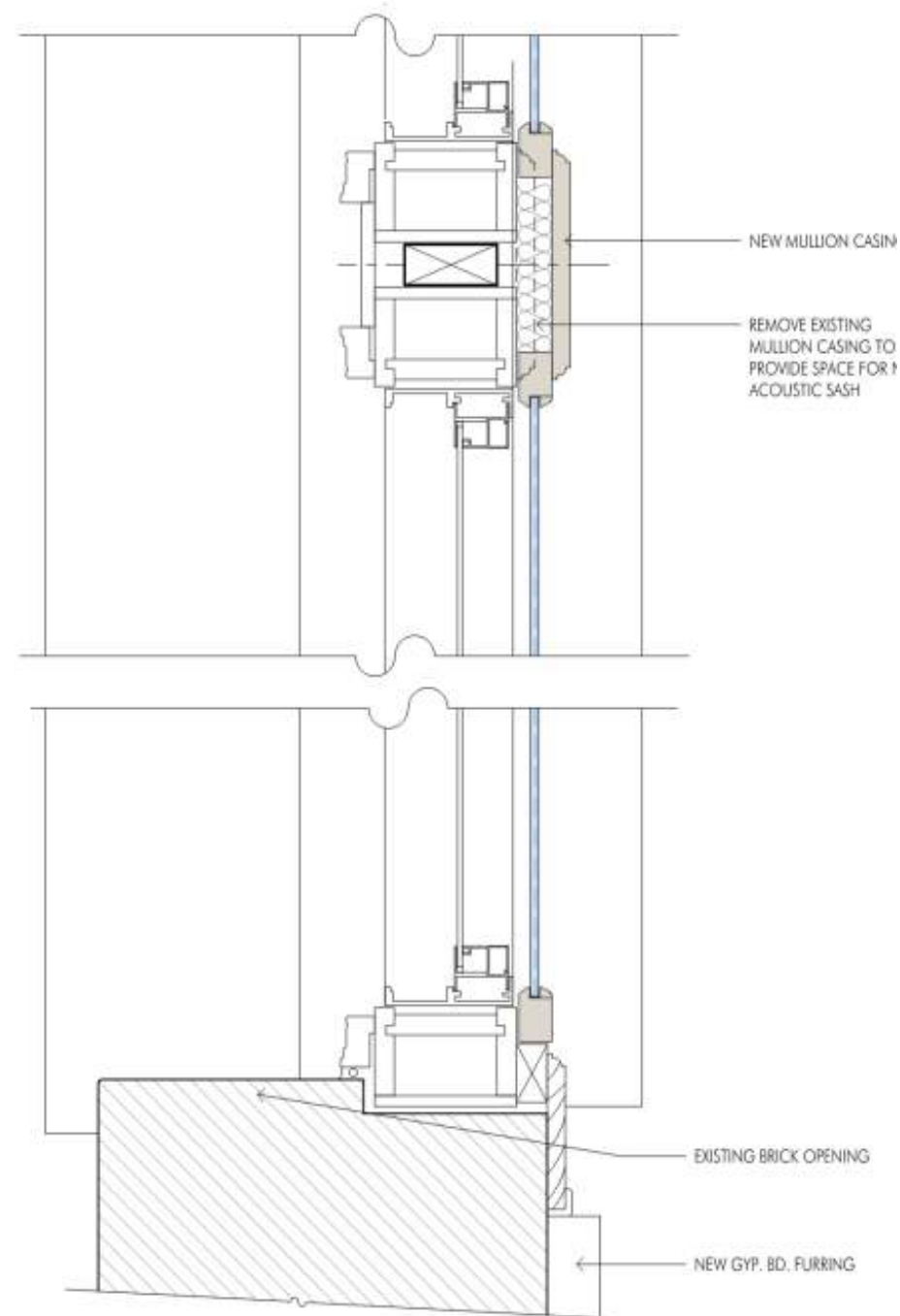
## 8 Windows

**Existing Aluminum Windows at Third Street** - Add new interior fixed acoustic sash with laminated glass, fully gasketed



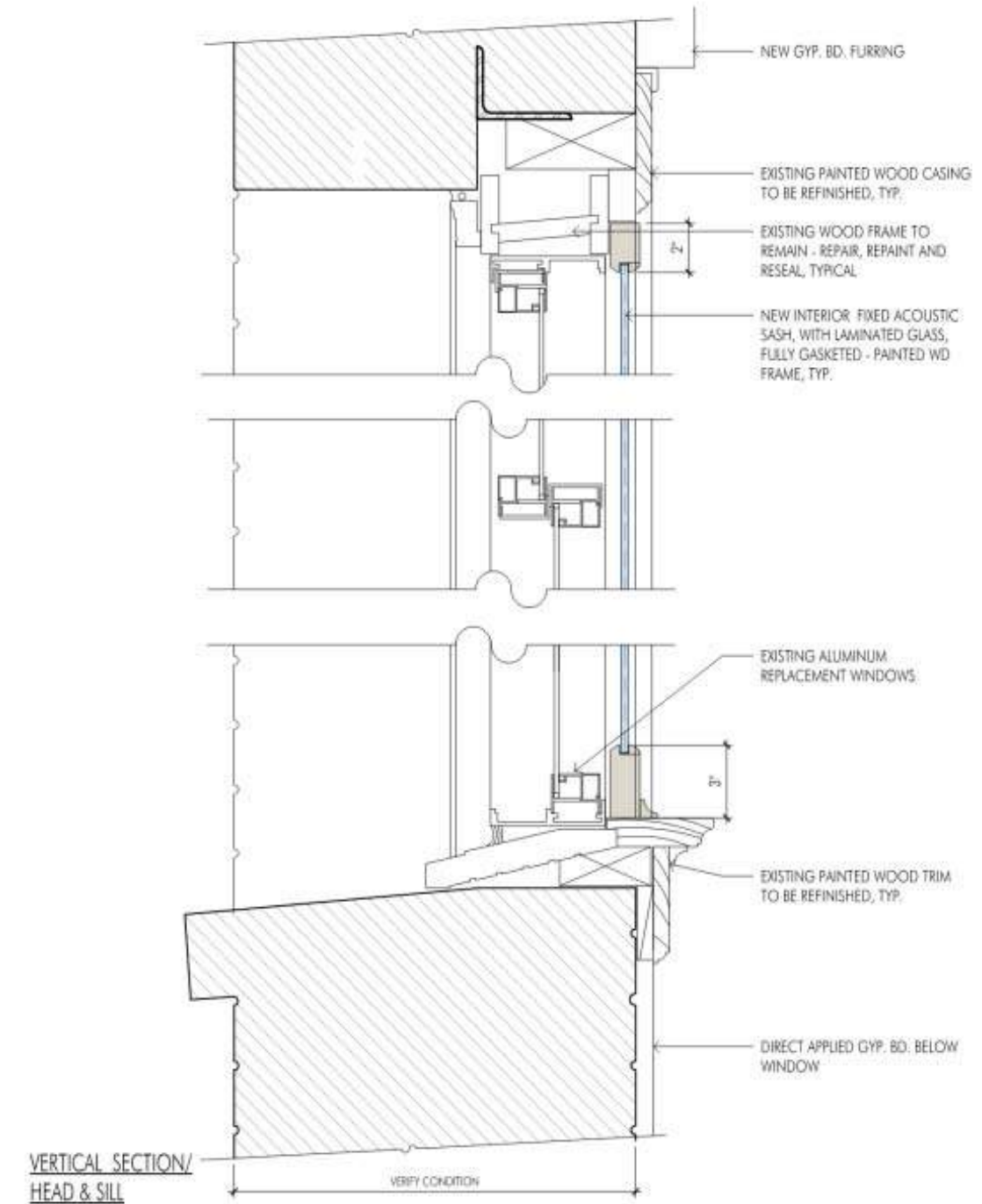
## 8 Windows

**Existing Aluminum Windows at 17-29 Third Street** - Add new interior fixed acoustic sash with laminated glass, fully gasketed



PLAN SECTION/JAMB

4 WINDOWS AT 17-29 BUILDING, TYP.  
3" = 1'-0"

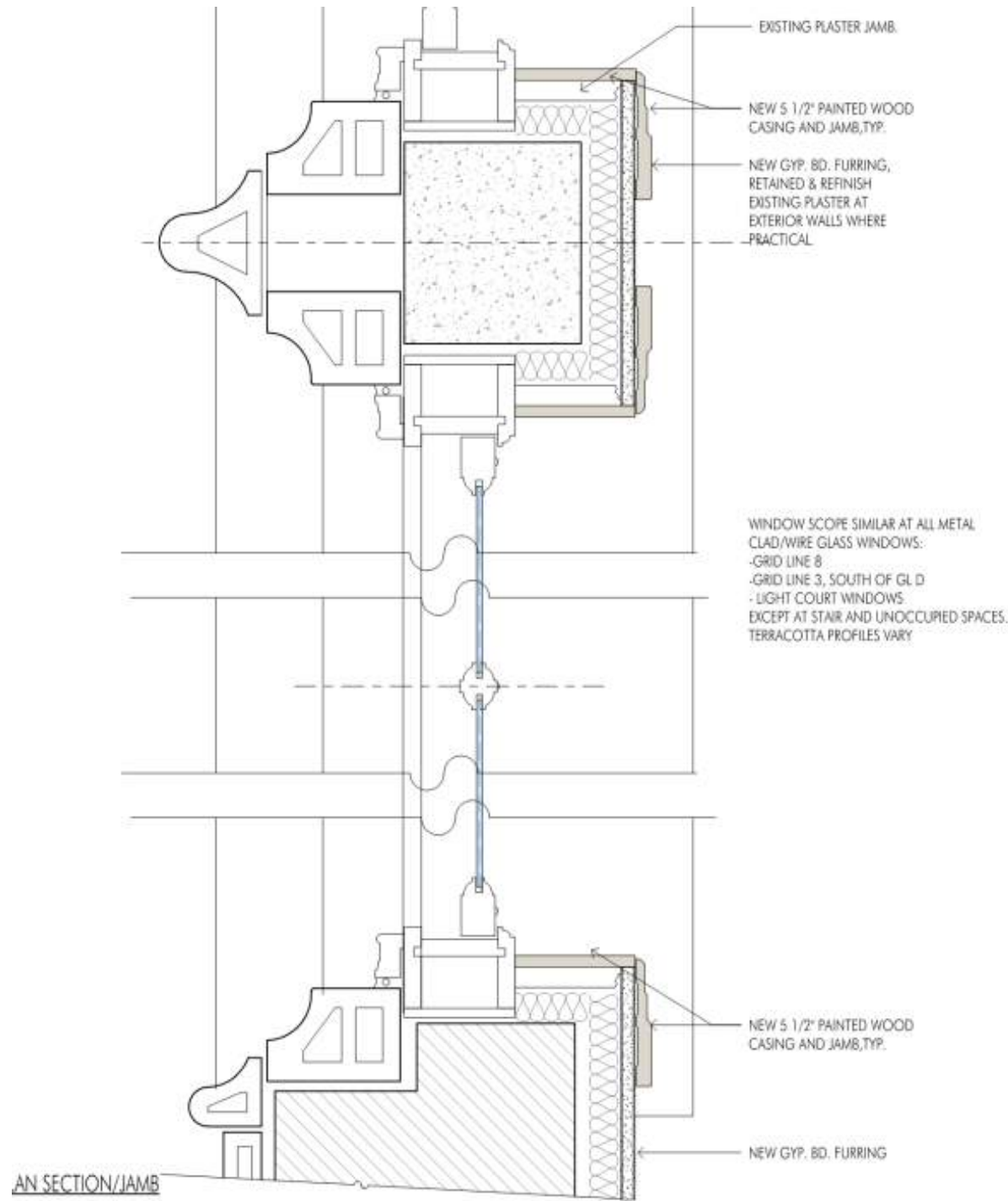


VERTICAL SECTION/  
HEAD & SILL

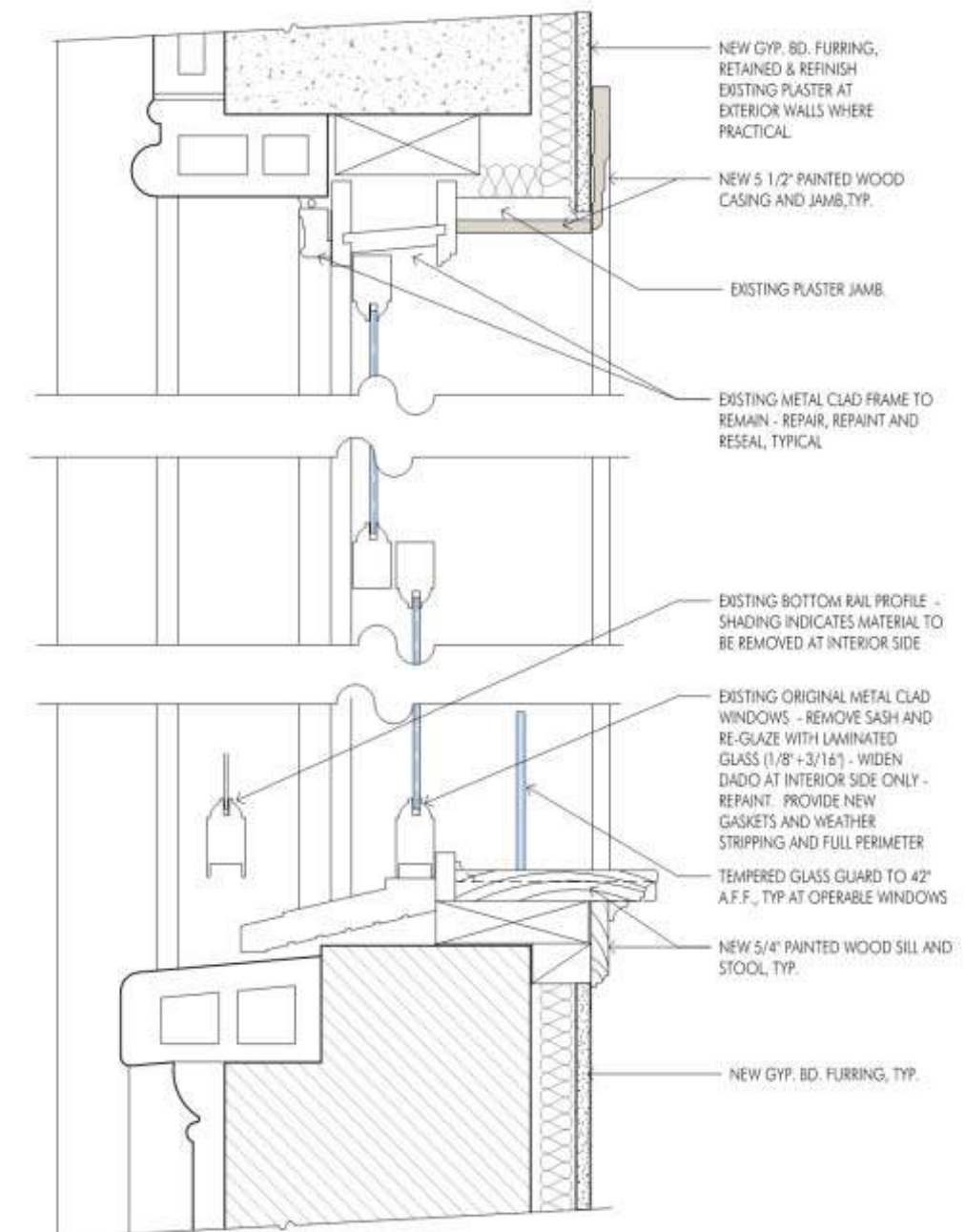


## 8 Windows

**Existing Steel Windows at Stevenson** - Reglaze with acoustical laminated glass, augment sash at interior



3 WINDOWS AT STEVENSON ST.  
 2'-10"



VERTICAL SECTION/  
 HEAD & SILL

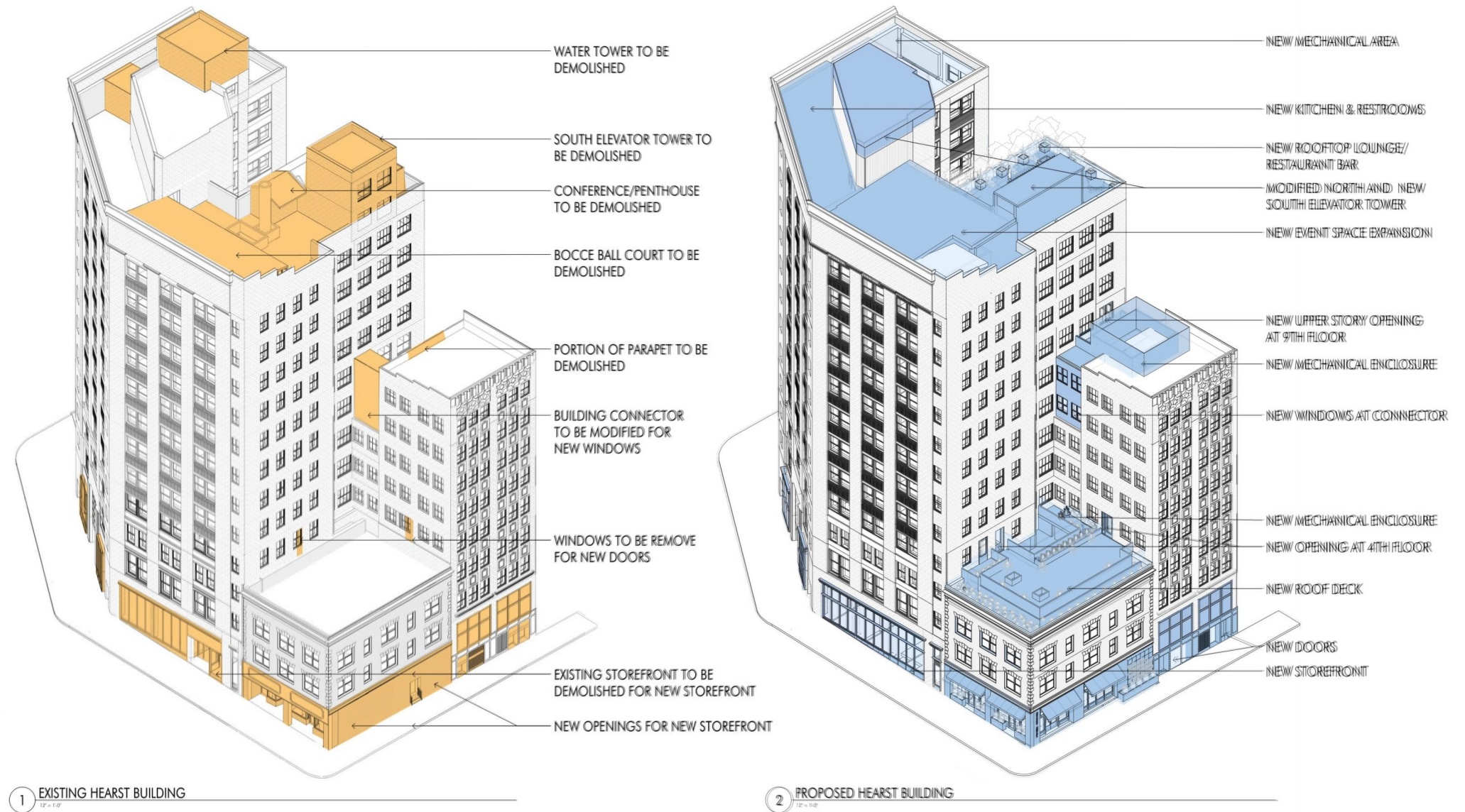


## 9 Roof Structures & Upper Story Openings

In addition to the storefront improvements, the proposed project includes various roof modifications and additions:

- New Deck/Terrace at 17-29 Third Street Roof
- New Upper Story Openings at 4th & 9th Floors
- New Mechanical Enclosure
- Modified North and South Elevator Towers
- New Low Roof Structures for Events, Kitchen Restrooms, and Mechanical Area
- New Rooftop Lounge/Restaurant Bar

The modifications reduce the mass and profile of the existing roof structures and also tuck new spaces behind the existing tall parapet wall. The modifications are low profile and not highly visible from the street.





## 9 Roof Structures & Upper Story Openings

While the street face is improved with new storefronts and rehabilitated historic materials, the upper story and roof modifications are low profile and not visible from Market Street.



**EXISTING** view looking southwest from Market Street



**PROPOSED** view looking southwest from Market Street



**9 Roof Structures & Upper Story Openings**



**EXISTING** view looking southeast from Market Street



**PROPOSED** view looking southeast from Market Street



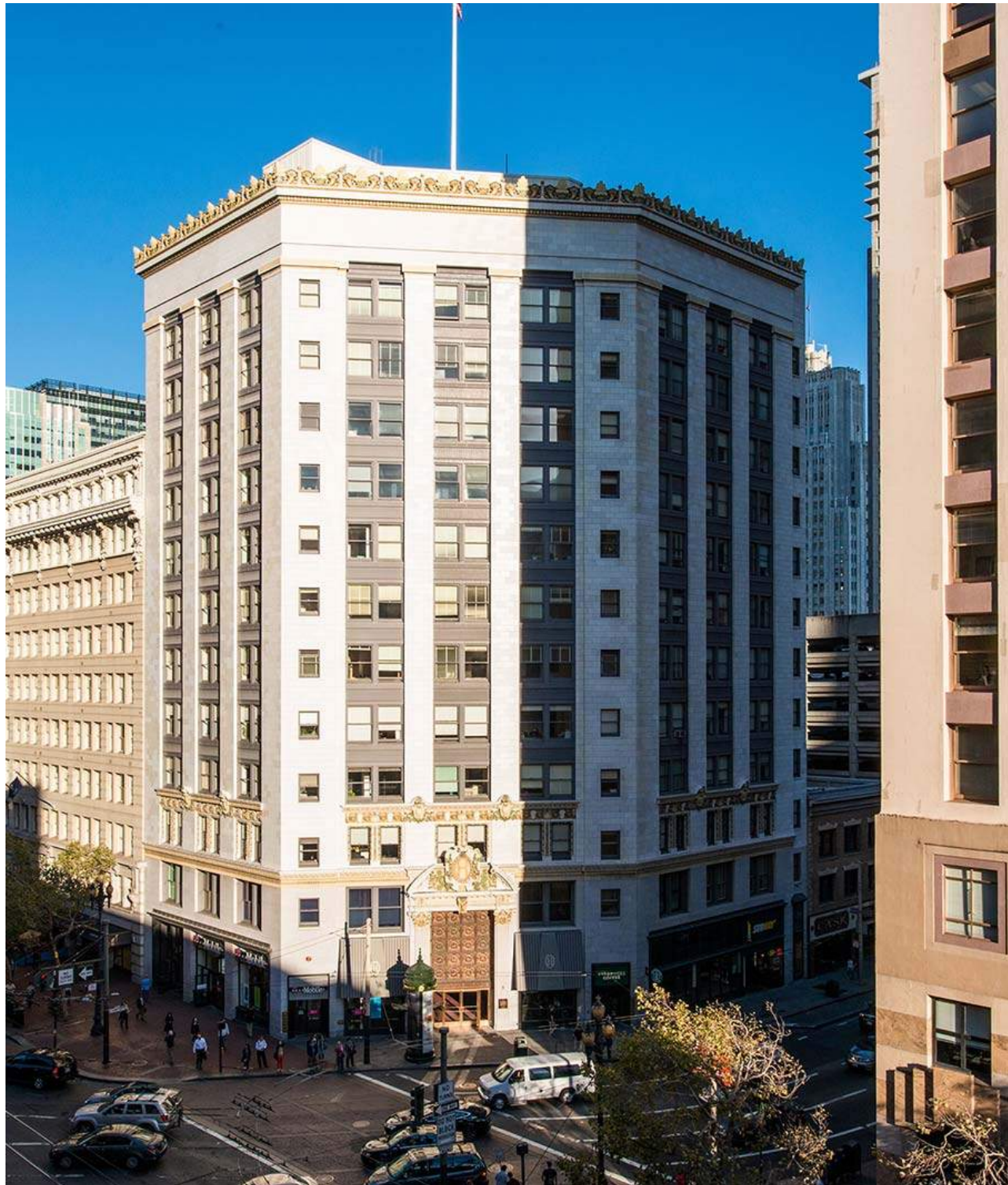
## 9 Roof Structures & Upper Story Openings

From street level at Market and Kearny Streets, the proposed roof modifications will not be visible. The building roofline will appear the same as the existing condition maintaining its historic character. As viewed from upper stories of other buildings, the low profile modifications will be set back and its simple outline will recede from the original building.

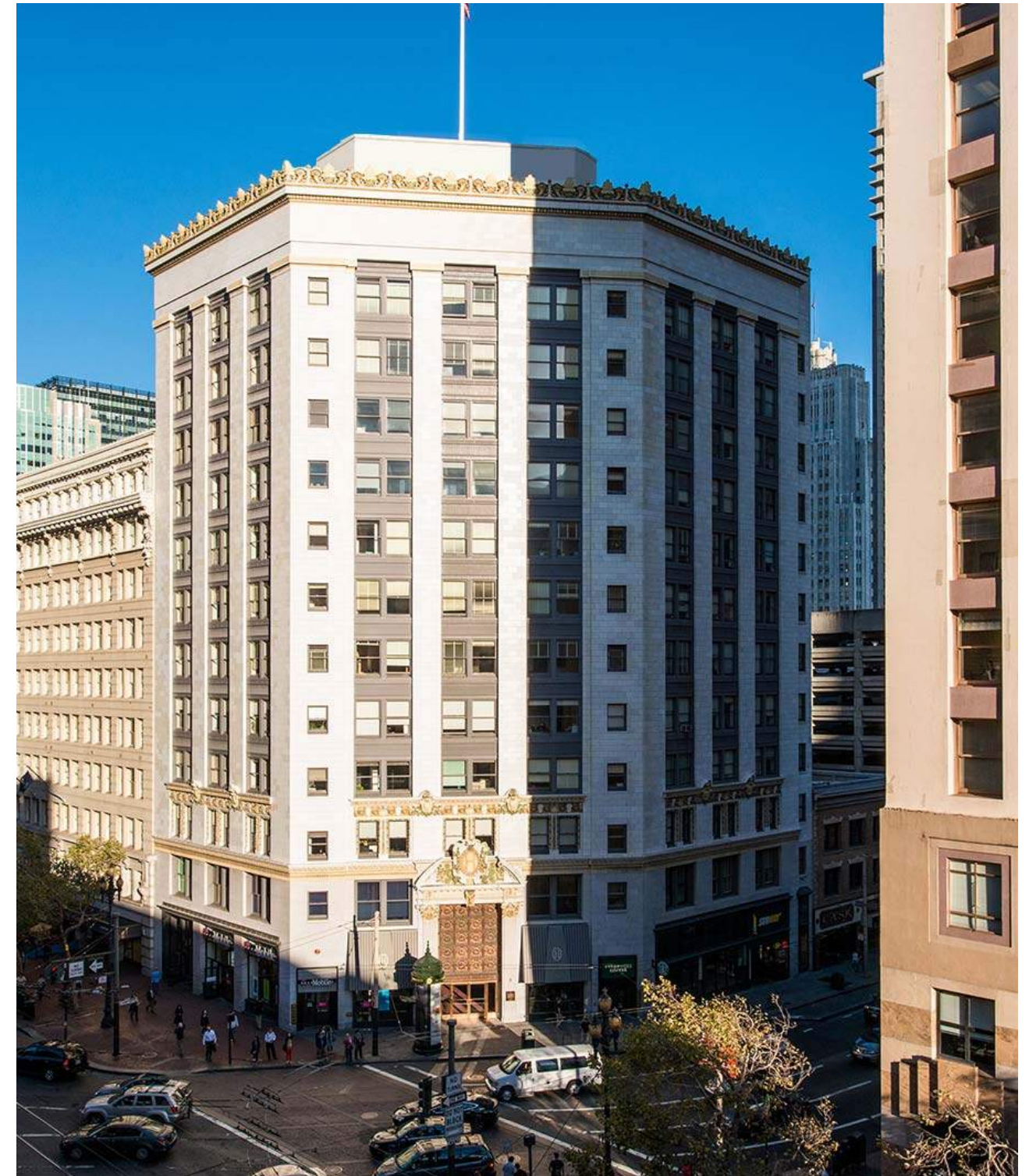




**9 Roof Structures & Upper Story Openings**



**EXISTING** eye-to-eye view looking southeast at Third & Market Street corner.



**PROPOSED** eye-to-eye view looking southeast at Third & Market Street corner.



## 9 Roof Structures & Upper Story Openings

Roof improvements are not highly visible as seen from Third Street looking toward Stevenson Street. The roof massing at the rear secondary facade changes somewhat from a distance. Overall, the new roof improvements do not distract from the historic character of the Hearst Building, its Annex at 190 Stevenson Street and the Building at 17-29 Third Street.



**EXISTING** view looking east from Third Street at Stevenson Street



**PROPOSED** view looking east from Third Street at Stevenson Street



**9 Roof Structures & Upper Story Openings**



**EXISTING view looking northeast from Third Street**

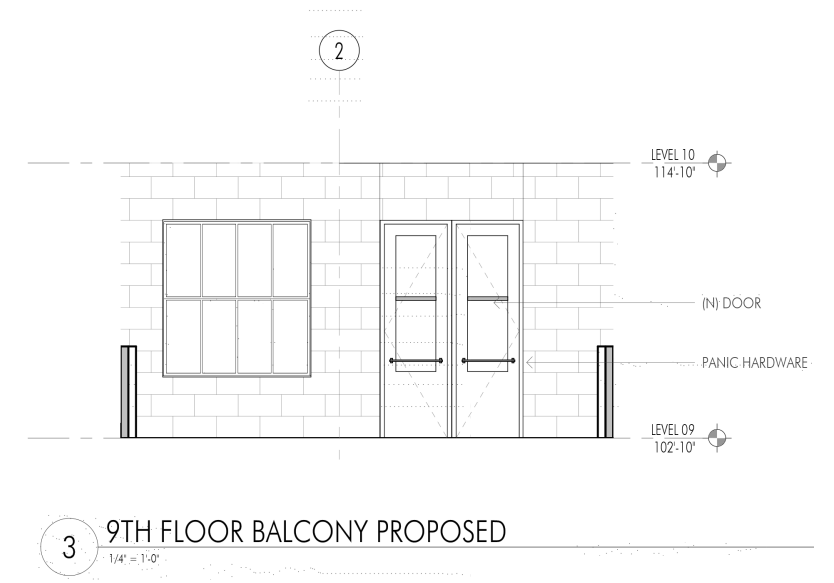
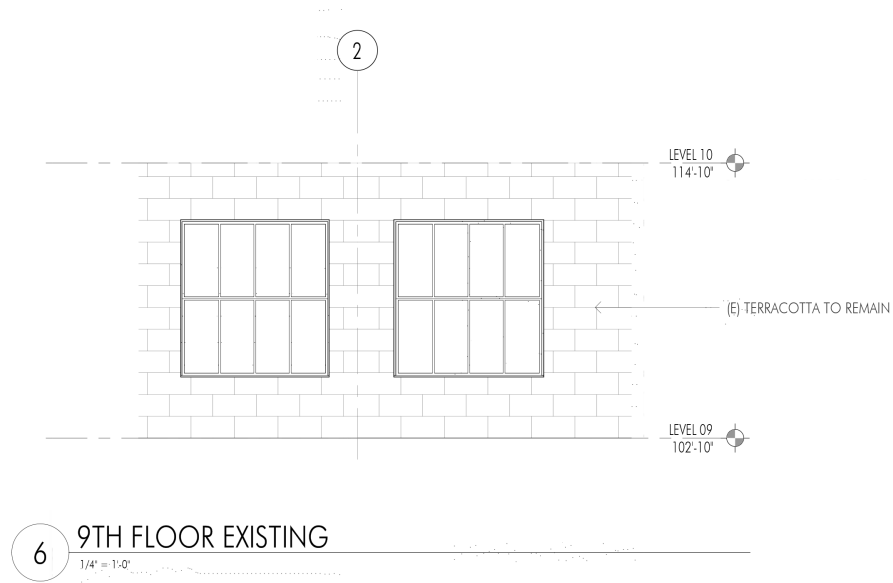
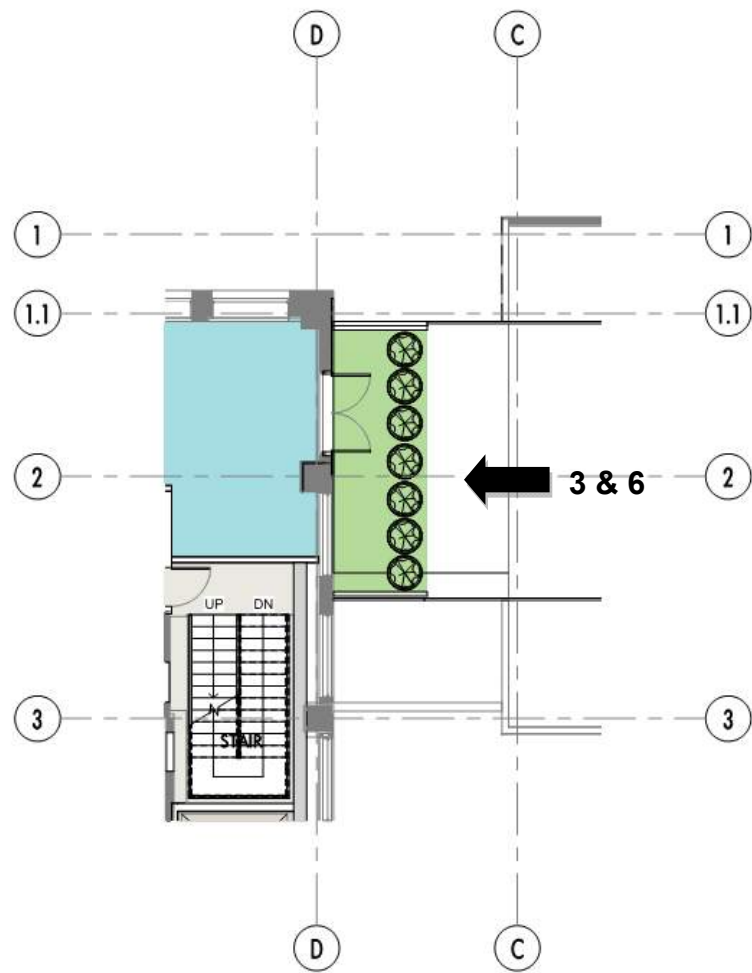


**PROPOSED view looking northeast from Third Street**



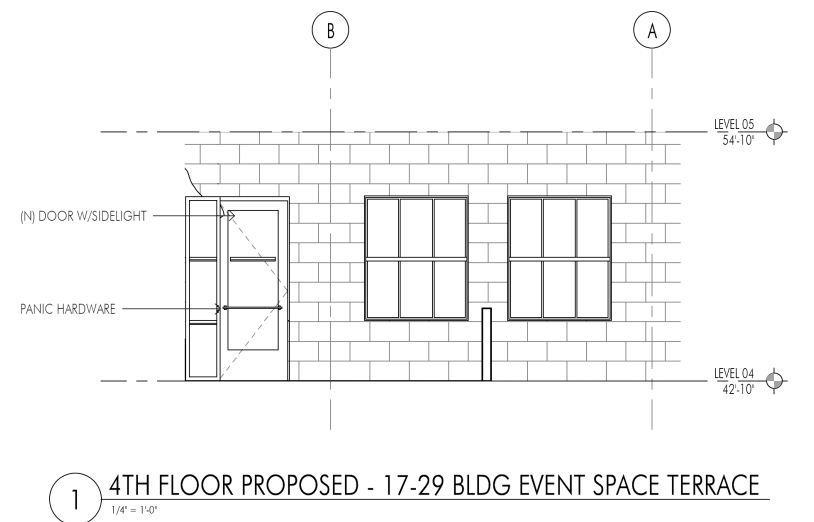
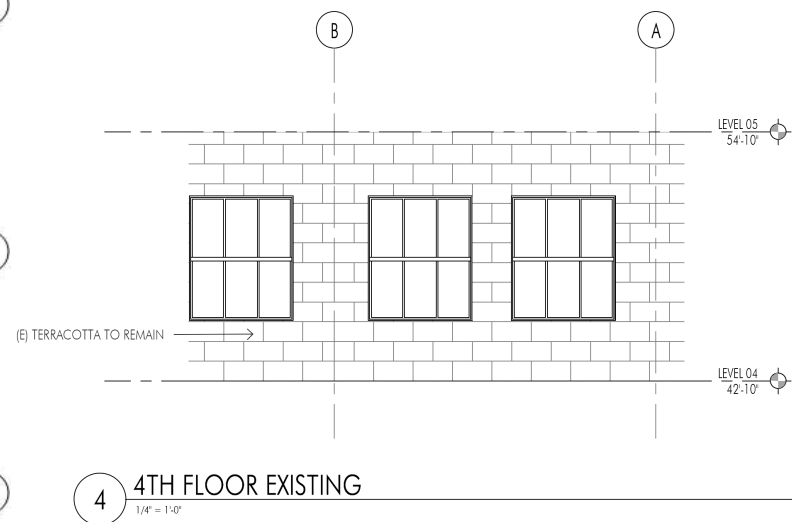
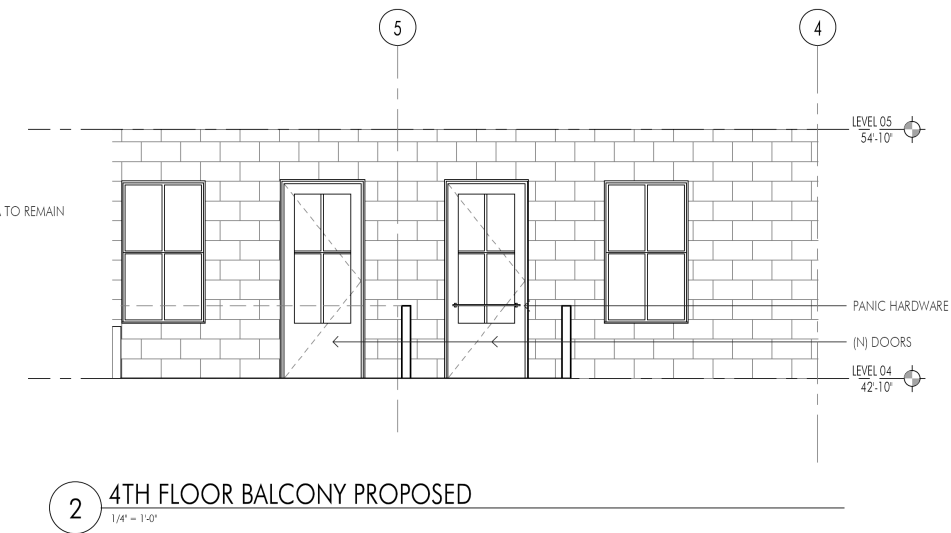
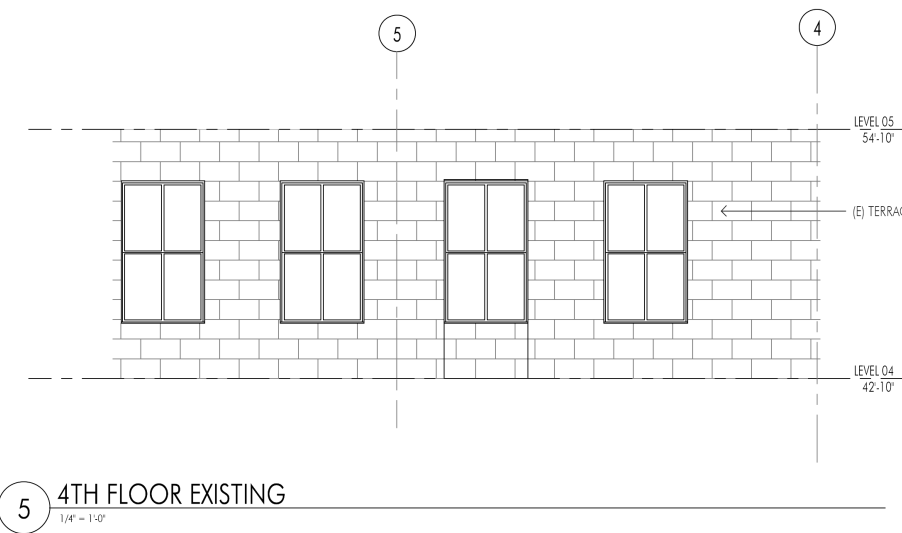
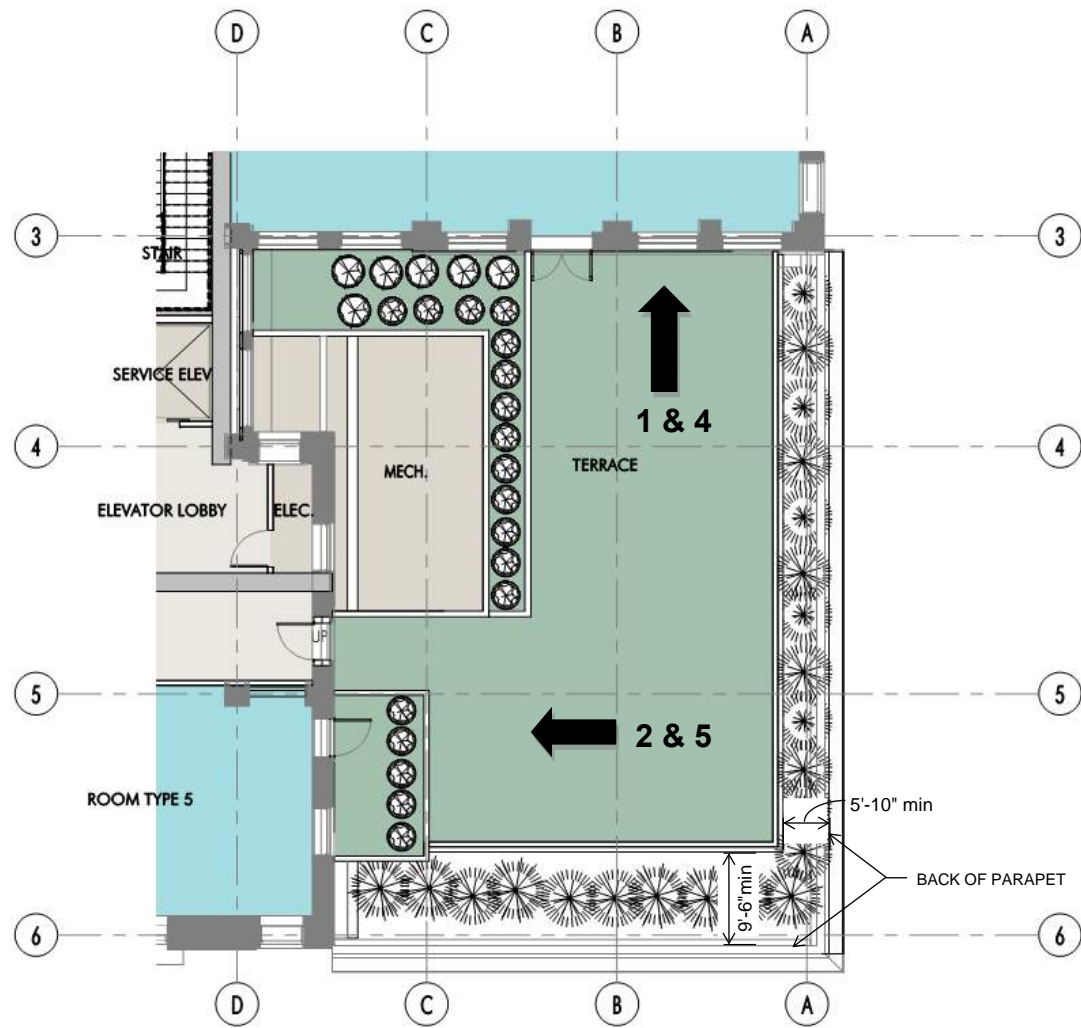
### 9 Roof Structures & Upper Story Openings

New 4th story openings at the rear façade of the Hearst Building access the new roof deck of 17-29 Third Street. The new door openings utilize existing window openings, expanding them to the roof deck level. The existing terra cotta in these areas will be patched and new pieces formed to complete the opening. The new aluminum door assemblies will have a simple single panel leaf.



### 9 Roof Structures & Upper Story Openings

New 9th story openings at the rear façade of the Hearst Building access a new mechanical enclosure at the Annex at 190 Stevenson Street. The new door openings utilize existing window openings, expanding them to the roof deck level. The existing terra cotta in these areas will be patched and new pieces formed to complete the opening. The new aluminum door assemblies will have a simple single panel leaf.





## 10 Exterior Repairs

### Recent Repairs

From **2005 to 2008**, a **phased exterior rehabilitation** project by specialty contractor Giampolini Courtney, **focused on extensive terra cotta repairs with other related exterior repairs**:

- Removal of loose glaze and application of new compatible coating
- Repair of bisque spalls
- Pinning of terra cotta where tapping indicated the face had cracked loose internally from the internal web, leaving the face vulnerable to cracking and spalling
- Replacement of blocks that were too damaged to repair
- Repointing of mortar joints where missing or deteriorated.
- Repairs to the parapet including the installation of cap flashing
- Repointing of mortar of first and second story granite and marble
- Repainting of windows
- Repair and replacement of roof drainage systems.



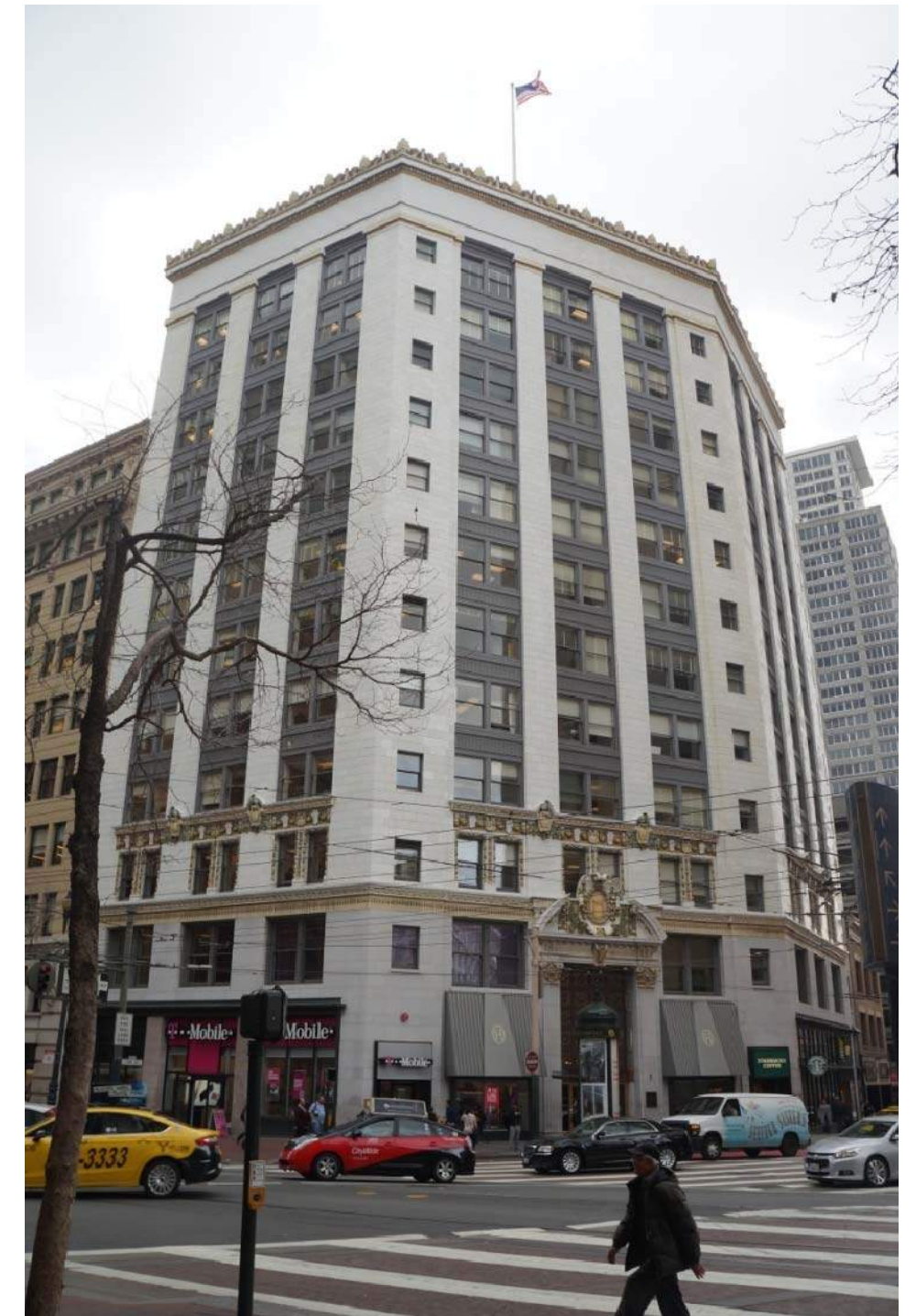
### Continuous Maintenance and Current Existing Condition

The **exterior finishes** of the Hearst Building have been consistently maintained and is in **good condition with minor conditions for repair**.

At the Hearst Building, the existing marble podium with granite base is intact with minor and fine cracks, limited locations of residue and graffiti, and previous patches; mortar joints are intact. The Market Street façade has cement plaster pilasters at the storefront level that exhibit fine cracking and graffiti. The existing terra cotta at the corner entry and upper stories are in good condition with minor glaze spalls and cracks in limited locations; mortar joints are intact. The upper story wood windows at the Market and Kearny chamfer, and aluminum windows on the Third Street, and steel windows at the rear elevations are in good condition.

The exterior of building at 17-29 Third Street is in good condition. The base of the building is clad in non-historic cement plaster, wood paneling and ceramic tile. The upper story brickwork has various holes from previously removed signs and equipment; some mismatched mortar in one limited area; and minor spalls. The terra cotta voussoirs at the window heads are intact with minor cracks. The aluminum windows are in good condition. The sheet metal cornice at the top of the building is intact with minor dents and the lower first floor cornice is missing on Third Street.

Rehabilitation will include repair of conditions that are structurally unstable or would cause water intrusion. Stone and cement plaster will be cleaned of graffiti and residue to the greatest extent possible so as not to damage the surface. Cracks at stone, terra cotta, and cement plaster will be evaluated to determine if pinning and/or patch repair are necessary for stabilization or waterproofing. Terra cotta glaze spalls and previous patches will be treated with a compatible coating to blend with the original terra cotta glaze; cracks and previous holes and deeper spalls will be patched and coated to blend with the existing terra cotta glaze. Brick holes and larger spalls will be repaired. Repointing will be done at areas of deterioration and mismatched mortar so that the new mortar matches the existing clean mortar. Sheet metal cornices will be repaired of dents and restored where missing to match extant elements. Windows will be repainted.





**10 Exterior Repairs**



Hearst Building - Loose glazing and glaze spalls in limited



Hearst Building – Minor previously patched holes mismatched with surrounding terra cotta glaze



Hearst Building – Minor residue at marble podium



17-29 Third Street - Holes with old attachments, cracked brick and mortar joints.



17-29 Third Street - Minor hairline crack at terra cotta

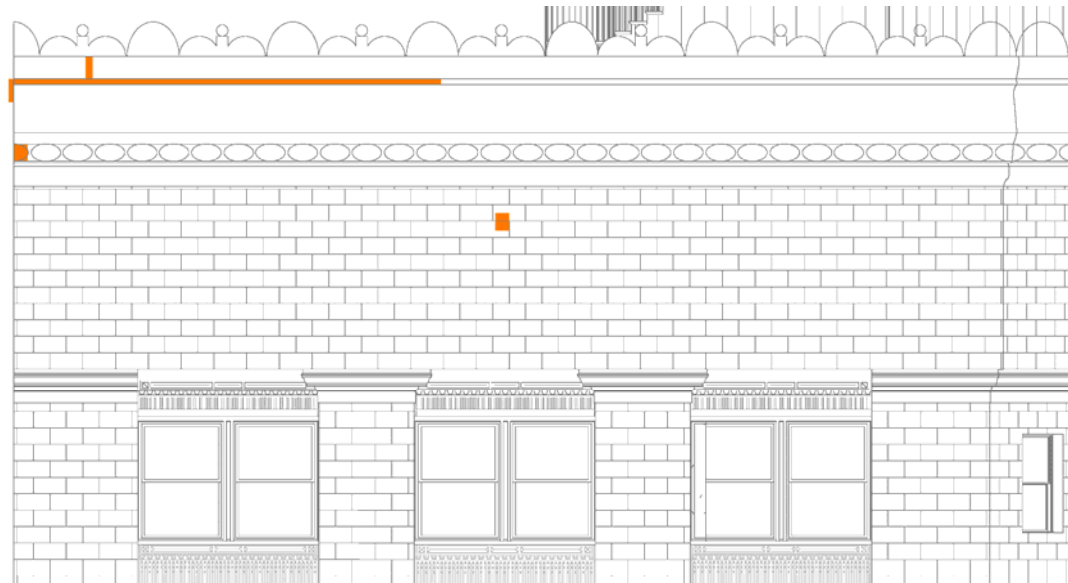
17-29 Third Street - Holes at brick and non-historic cement plaster signage where original sheet metal cornice is missing



17-29 Third Street - Limited locations of mismatched mortar



**10 Exterior Repairs**



**5 THIRD ST - MARKET ST ELEVATION UPPER PORTION**



**5 THIRD ST - MARKET ST ELEVATION LOWER PORTION**

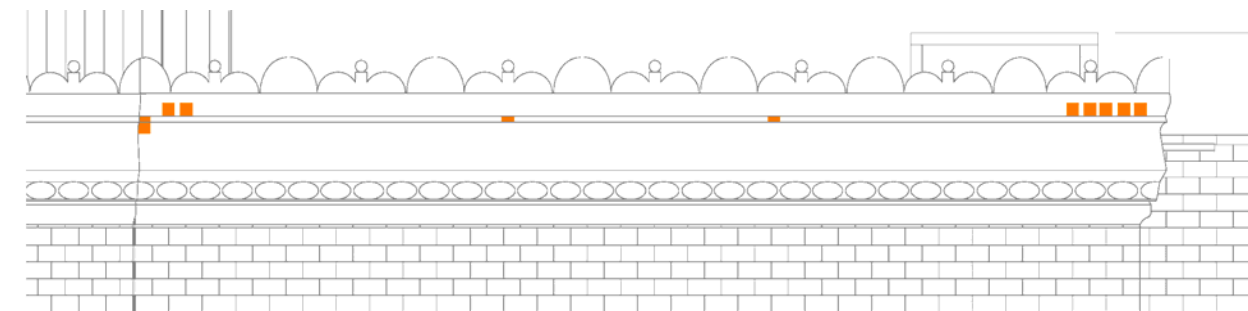
Terra  
Cotta



Stone



**5 THIRD ST - KEARNY ST ELEVATION UPPER PORTION**



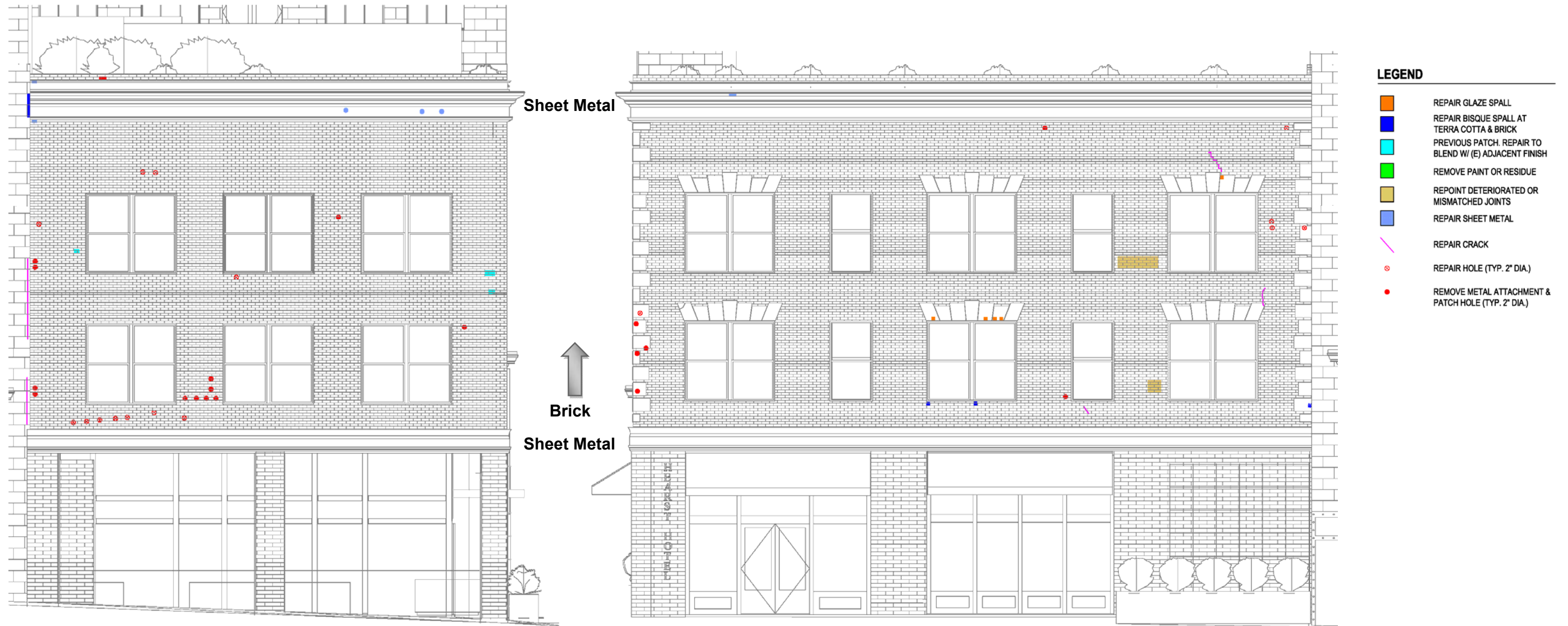
**5 THIRD ST - THIRD ST ELEVATION UPPER PORTION**

**LEGEND**

- REPAIR GLAZE SPALL
- REPAIR BISQUE SPALL AT TERRA COTTA & BRICK
- PREVIOUS PATCH. REPAIR TO BLEND W/ (E) ADJACENT FINISH
- REMOVE PAINT OR RESIDUE
- REPOINT DETERIORATED OR MISMATCHED JOINTS
- REPAIR SHEET METAL
- REPAIR CRACK
- ⊗ REPAIR HOLE (TYP. 2" DIA.)
- REMOVE METAL ATTACHMENT & PATCH HOLE (TYP. 2" DIA.)

**Exterior Repairs:**  
The vast majority of the exterior materials are intact and in good condition due to recent repair work and regular maintenance. The areas shown are a sampling of the most concentrated areas.

**10 Exterior Repairs**



**17-29 THIRD ST - WEST ELEVATION**

**17-29 THIRD ST - SOUTH ELEVATION**



**10 Exterior Repairs**



**5 THIRD ST – SOUTH ELEVATION  
 LOWER PORTION ABOVE BRICK BUILDING**

Terra  
 Cotta  
 ↑



**5 THIRD ST – SOUTH ELEVATION  
 UPPER PORTION ABOVE BRICK BUILDING**

**LEGEND**

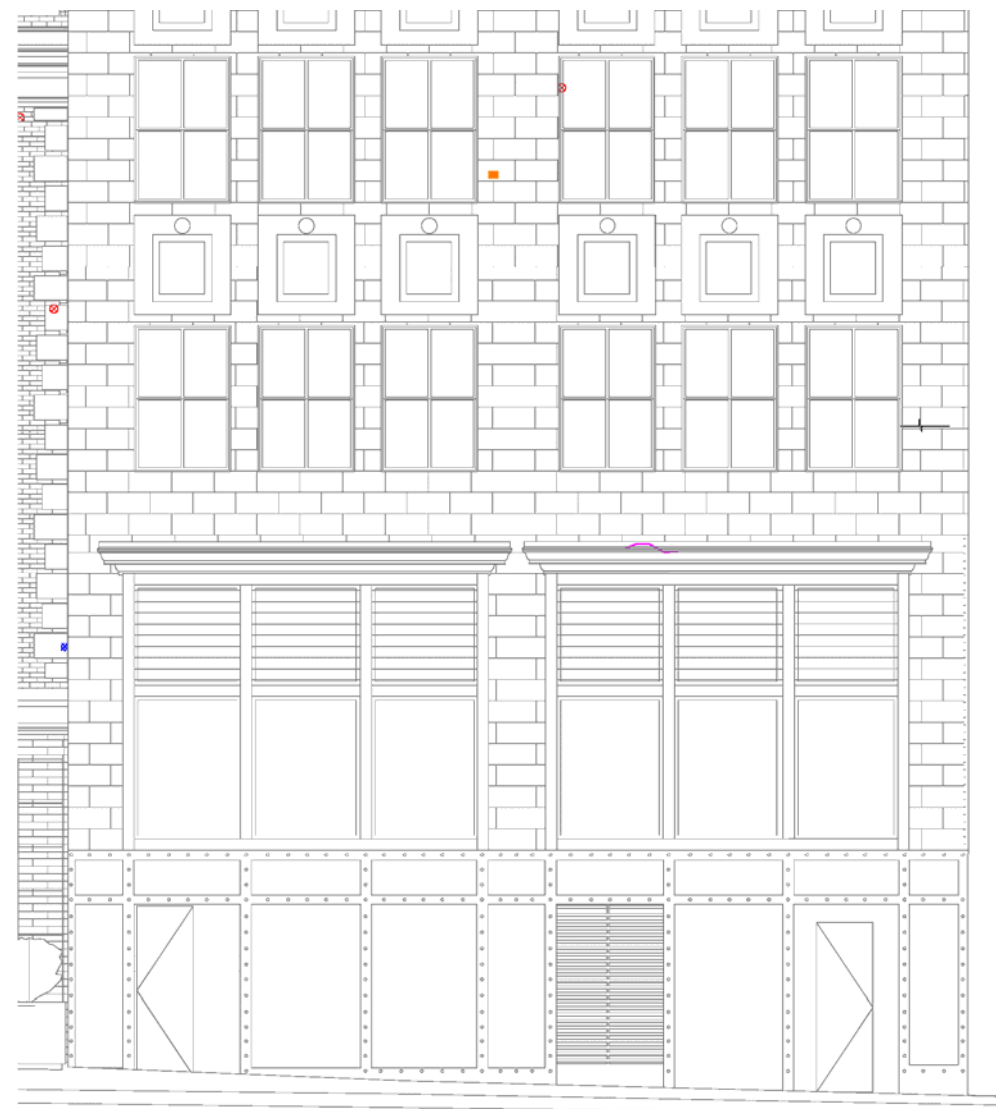
- REPAIR GLAZE SPALL
- REPAIR BISQUE SPALL AT  
TERRA COTTA & BRICK
- PREVIOUS PATCH. REPAIR TO  
BLEND W/ (E) ADJACENT FINISH
- REMOVE PAINT OR RESIDUE
- REPOINT DETERIORATED OR  
MISMATCHED JOINTS
- REPAIR SHEET METAL
- REPAIR CRACK
- ⊙ REPAIR HOLE (TYP. 2" DIA.)
- REMOVE METAL ATTACHMENT &  
PATCH HOLE (TYP. 2" DIA.)

**10 Exterior Repairs**



Terra  
Cotta  
↑

**5 THIRD ST ANNEX – WEST ELEVATION  
 UPPER PORTION ABOVE BRICK BUILDING**



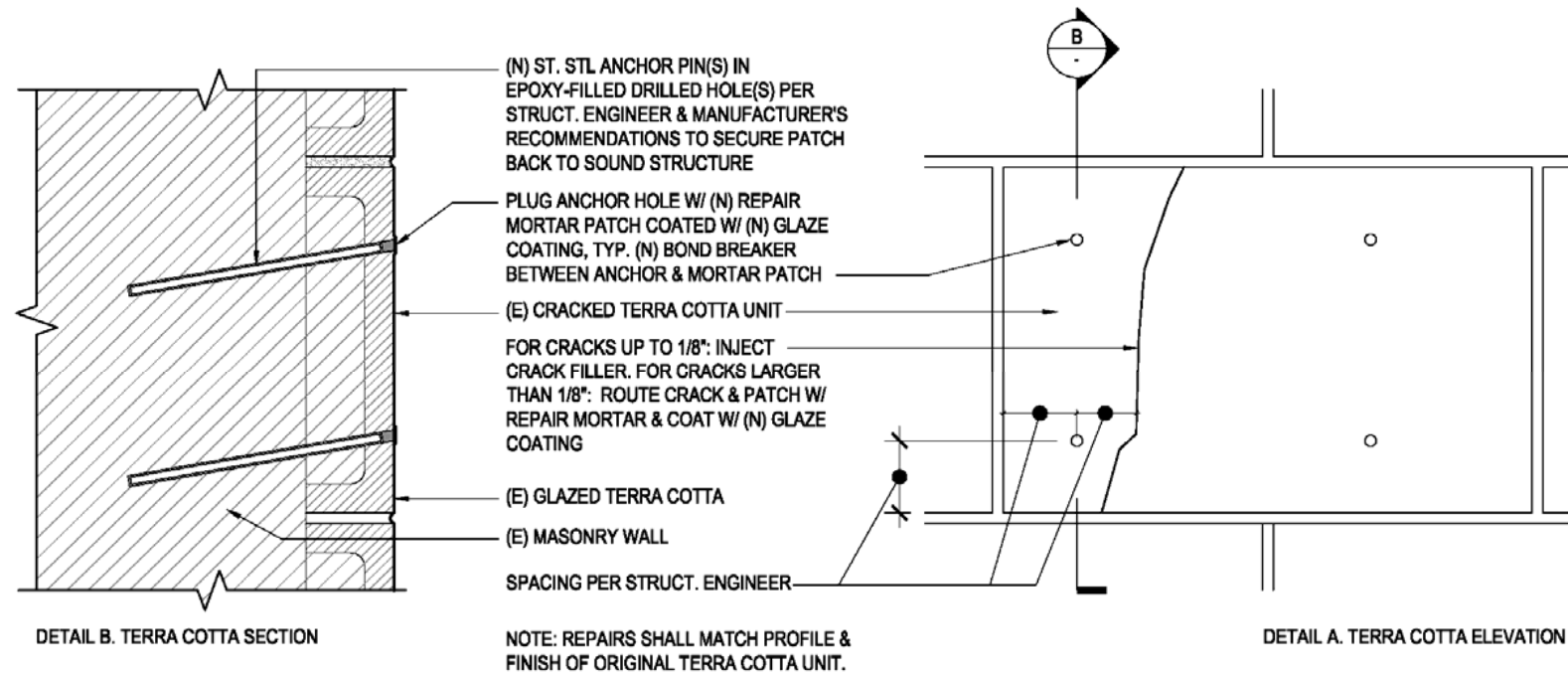
**LEGEND**

- REPAIR GLAZE SPALL
- REPAIR BISQUE SPALL AT  
TERRA COTTA & BRICK
- PREVIOUS PATCH. REPAIR TO  
BLEND W/ (E) ADJACENT FINISH
- REMOVE PAINT OR RESIDUE
- REPOINT DETERIORATED OR  
MISMATCHED JOINTS
- REPAIR SHEET METAL
- REPAIR CRACK
- ⊗ REPAIR HOLE (TYP. 2" DIA.)
- REMOVE METAL ATTACHMENT &  
PATCH HOLE (TYP. 2" DIA.)

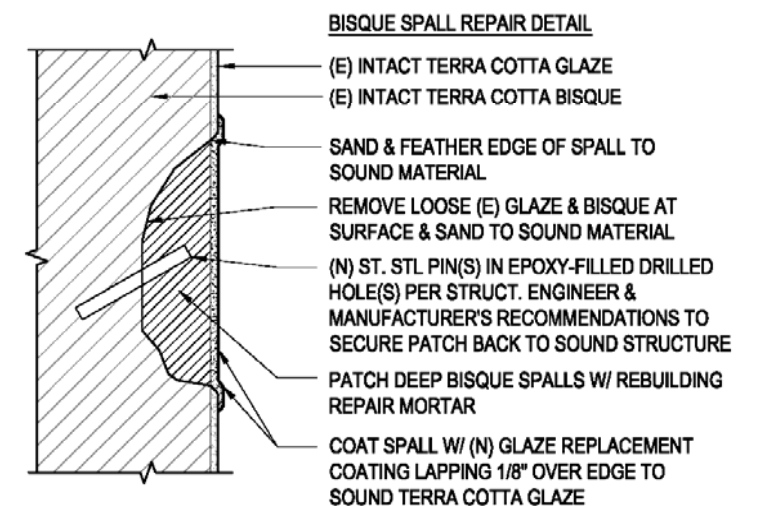
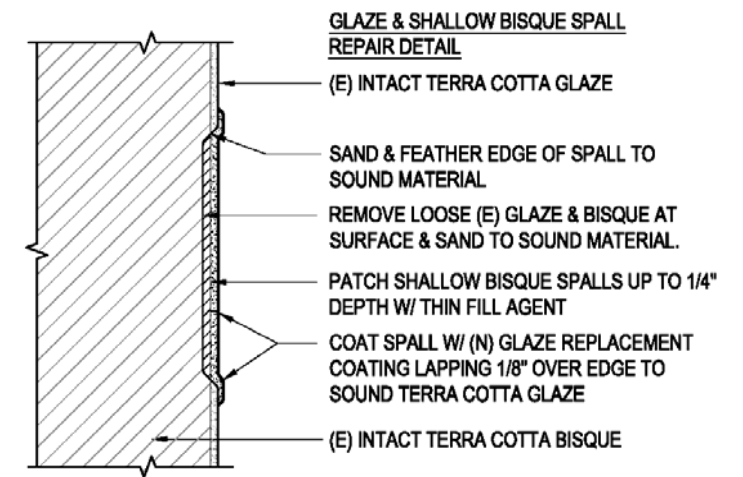
**5 THIRD ST ANNEX – SOUTH ELEVATION LOWER PORTION**



10 Exterior Repairs

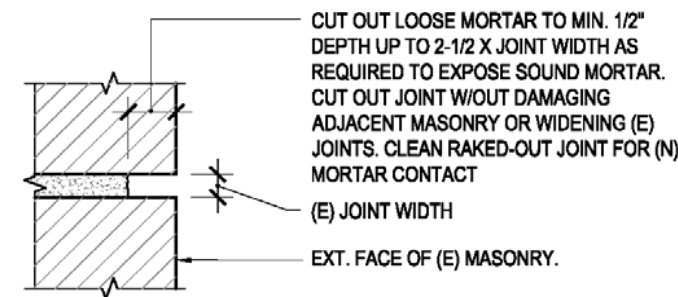


1 TERRA COTTA CRACK REPAIR DETAIL  
Scale: 3" = 1'-0"

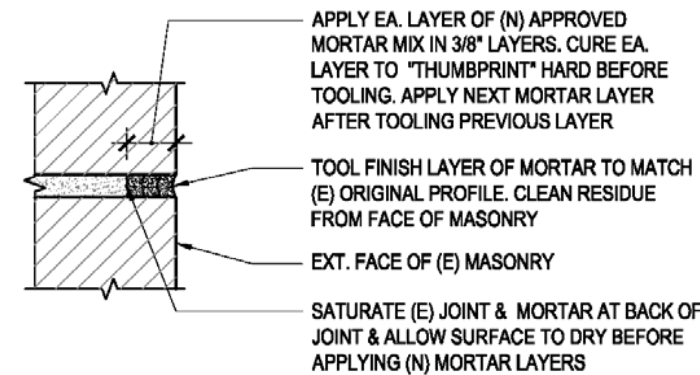


NOTE: REPAIRS SHALL MATCH PROFILE & FINISH OF ORIGINAL TERRA COTTA UNIT.

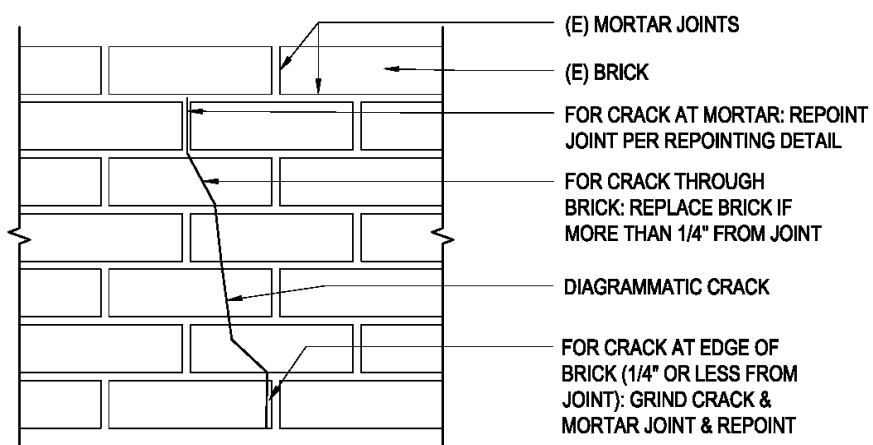
4 TERRA COTTA SPALL REPAIR DETAILS  
Scale: 1" = 1"



2. REPOINT JOINT

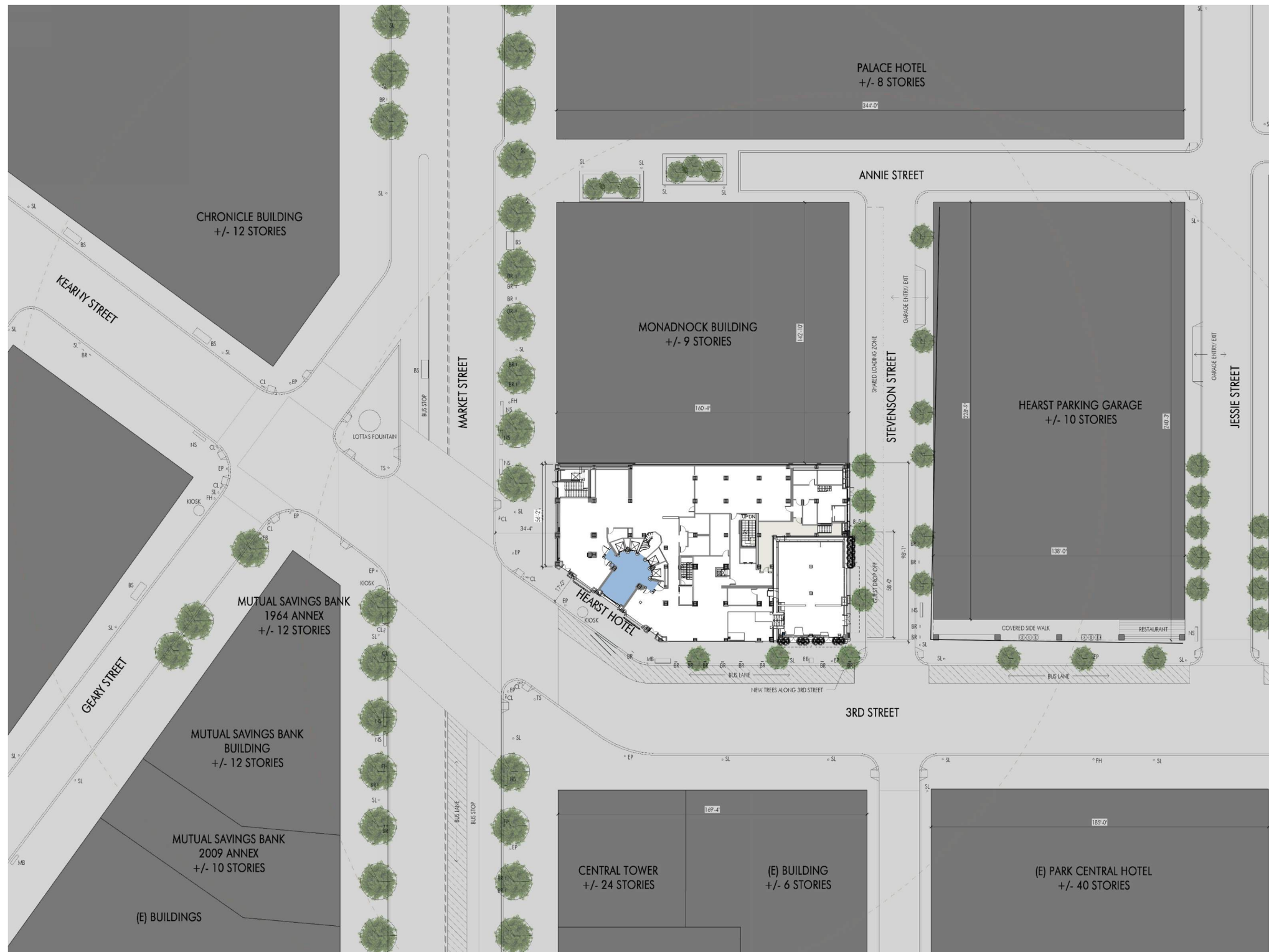


3 MASONRY REPOINTING DETAIL  
Scale: 6" = 1'-0"



2 BRICK CRACK REPAIR DETAIL  
Scale: 1-1/2" = 1'-0"

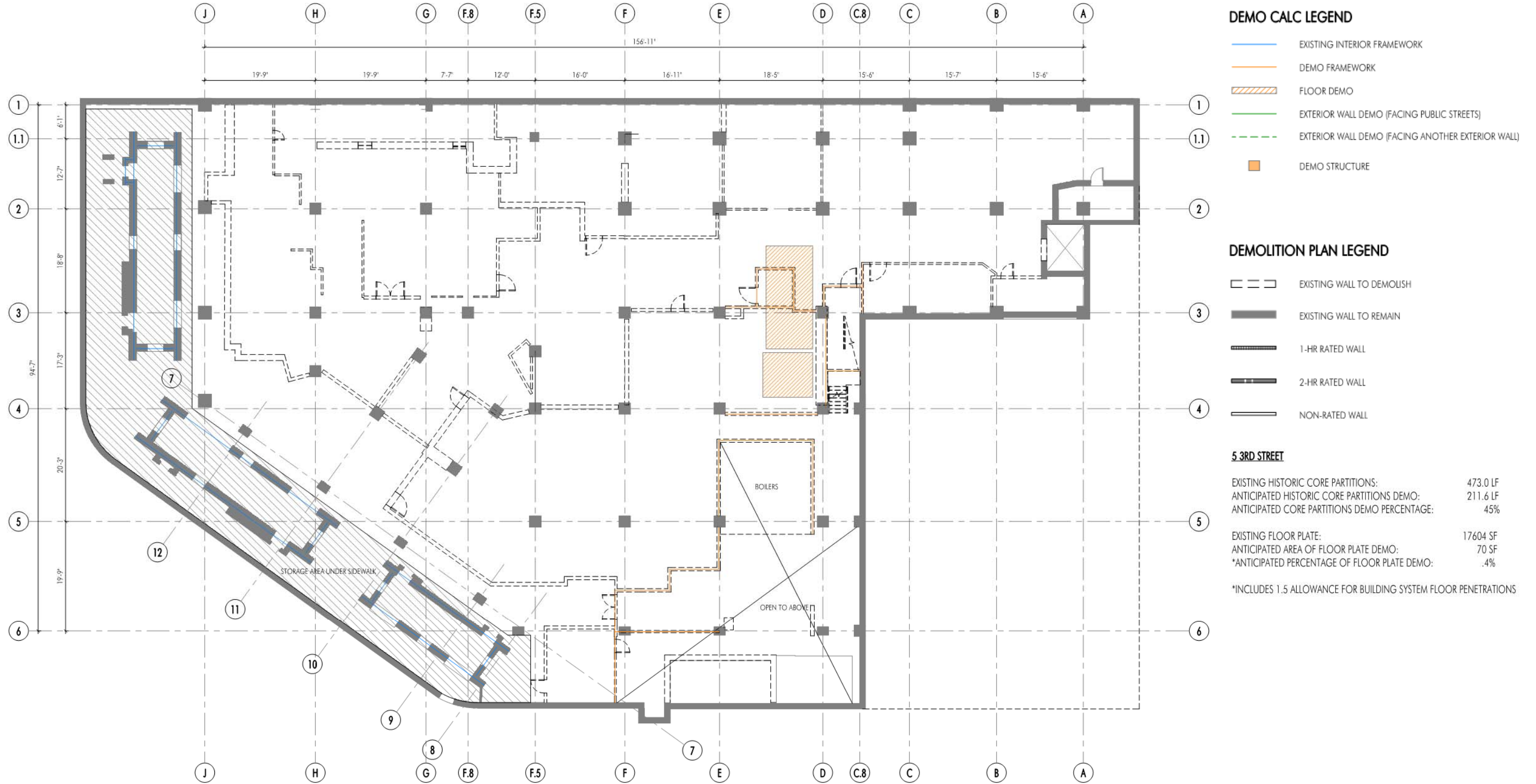
## 11 Plans



VICINITY / SITE PLAN

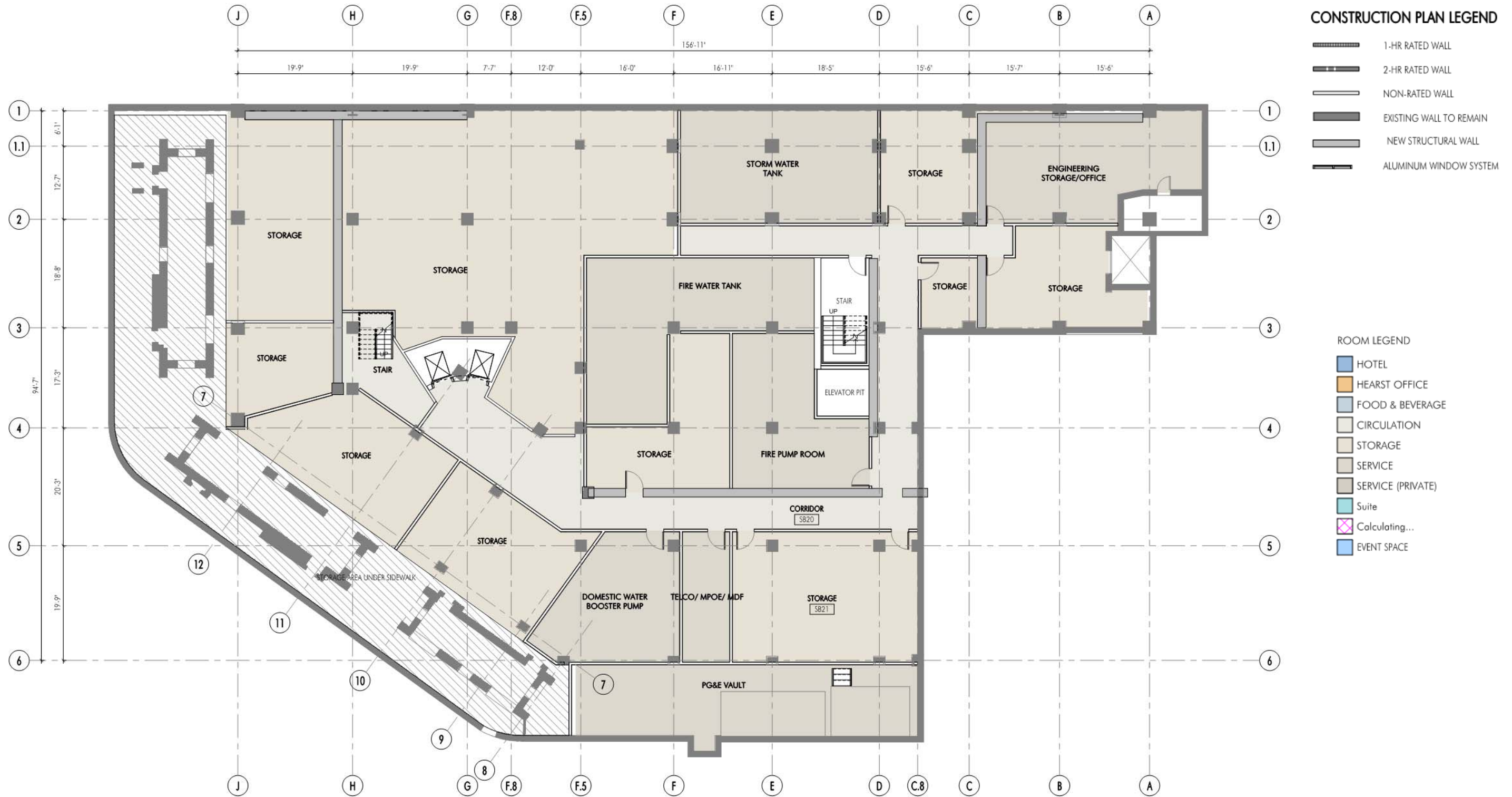


11 Plans



SUB-BASEMENT DEMOLITION PLAN

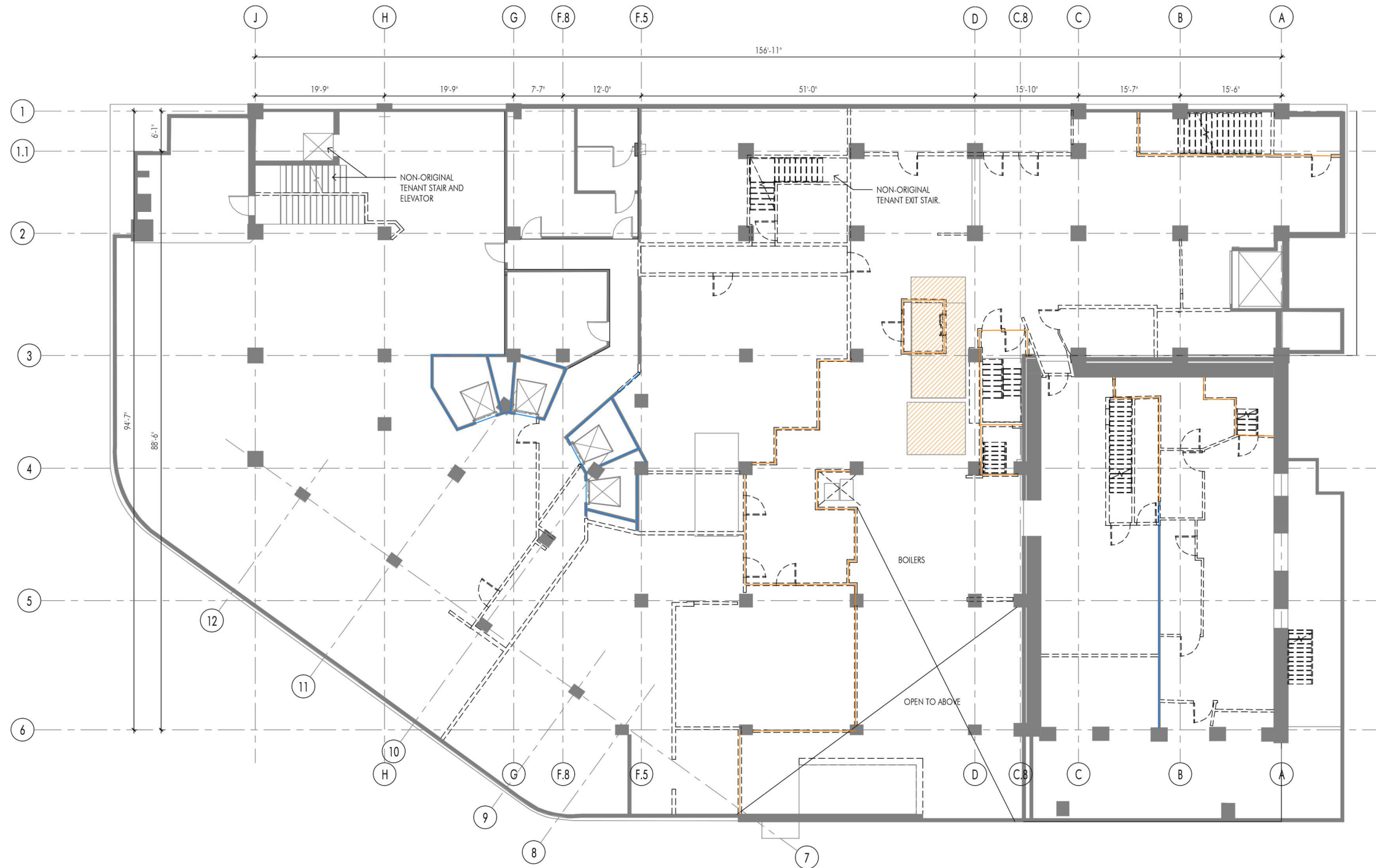
11 Plans



**SUB-BASEMENT PROPOSED PLAN**



11 Plans



DEMO CALC LEGEND

- EXISTING INTERIOR FRAMEWORK
- DEMO FRAMEWORK
- FLOOR DEMO
- EXTERIOR WALL DEMO (FACING PUBLIC STREETS)
- EXTERIOR WALL DEMO (FACING ANOTHER EXTERIOR WALL)
- DEMO STRUCTURE

DEMOLITION PLAN LEGEND

- EXISTING WALL TO REMOVE
- EXISTING WALL TO REMAIN
- 1-HR RATED WALL
- 2-HR RATED WALL
- NON-RATED WALL

5 3RD STREET

EXISTING HISTORIC CORE PARTITIONS:	380.5 LF
ANTICIPATED HISTORIC CORE PARTITIONS DEMO:	254.9 LF
**ANTICIPATED CORE PARTITIONS DEMO PERCENTAGE:	67%

EXISTING FLOOR PLATE:	15319 SF
ANTICIPATED AREA OF FLOOR PLATE DEMO:	291 SF
*ANTICIPATED PERCENTAGE OF FLOOR PLATE DEMO:	1.9%

17 & 29 3RD STREET

EXISTING HISTORIC CORE PARTITIONS:	76.1 LF
ANTICIPATED HISTORIC CORE PARTITIONS DEMO:	42.1 LF
**ANTICIPATED CORE PARTITIONS DEMO PERCENTAGE:	55%

EXISTING FLOOR PLATE:	2049.52 SF
ANTICIPATED AREA OF FLOOR PLATE DEMO:	0 SF
ANTICIPATED PERCENTAGE OF FLOOR PLATE DEMO:	0%

\*INCLUDES 1.5 ALLOWANCE FOR BUILDING SYSTEM FLOOR PENETRATIONS

\*\*INFORMATIONAL - NOT A PART OF SF PLANNING CODE SEC. 1005F

**BASEMENT DEMOLITION PLAN**

**11 Plans**



**CONSTRUCTION PLAN LEGEND**

- 1-HR RATED WALL
- 2-HR RATED WALL
- NON-RATED WALL
- EXISTING WALL TO REMAIN
- NEW STRUCTURAL WALL
- ALUMINUM WINDOW SYSTEM

**ROOM LEGEND**

- HOTEL
- HEARST OFFICE
- FOOD & BEVERAGE
- CIRCULATION
- STORAGE
- SERVICE
- SERVICE (PRIVATE)
- Suite
- EVENT SPACE

**BASEMENT PROPOSED PLAN**

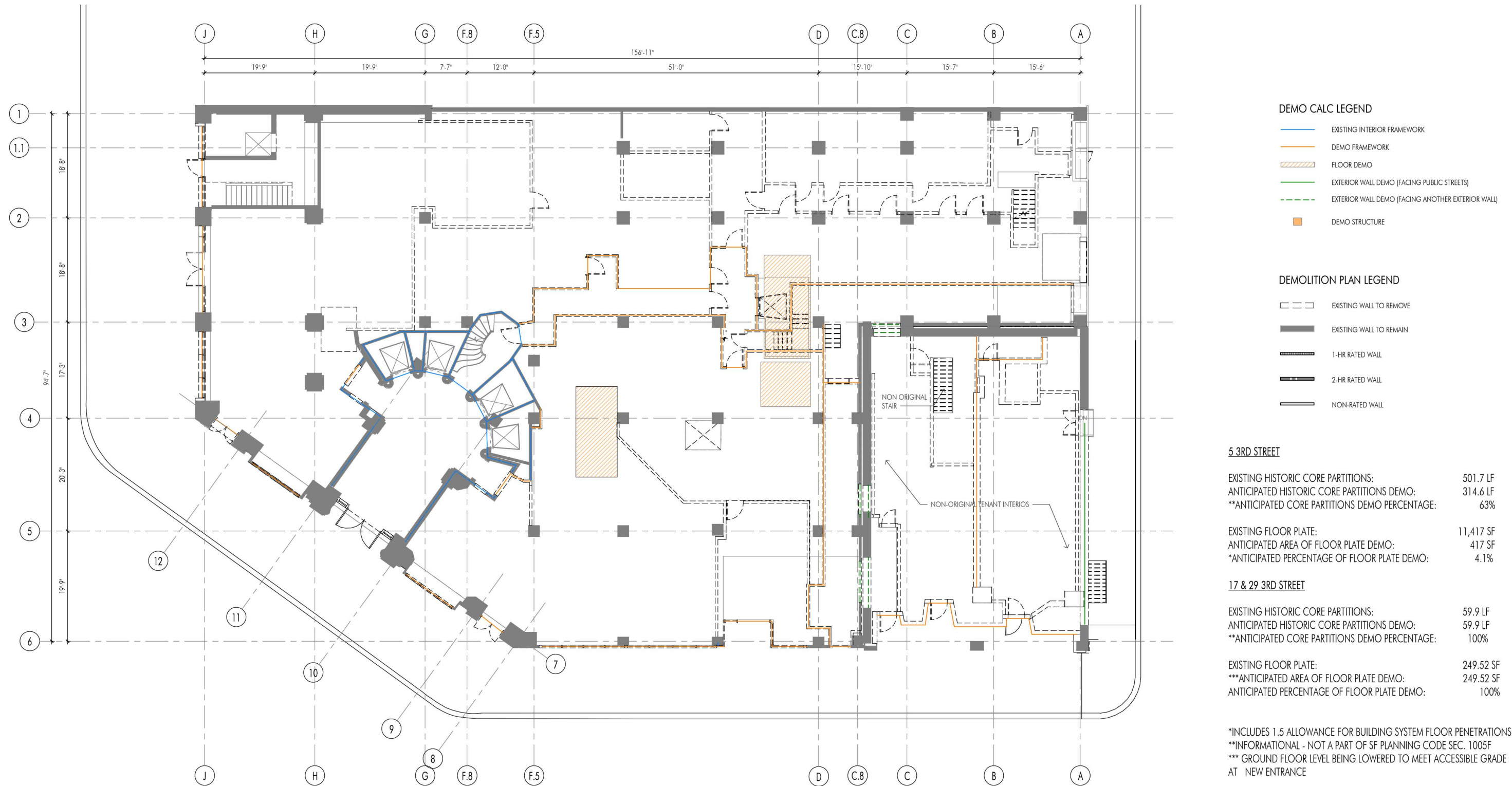


11 Plans



1<sup>ST</sup> FLOOR SIGNIFICANCE DIAGRAM

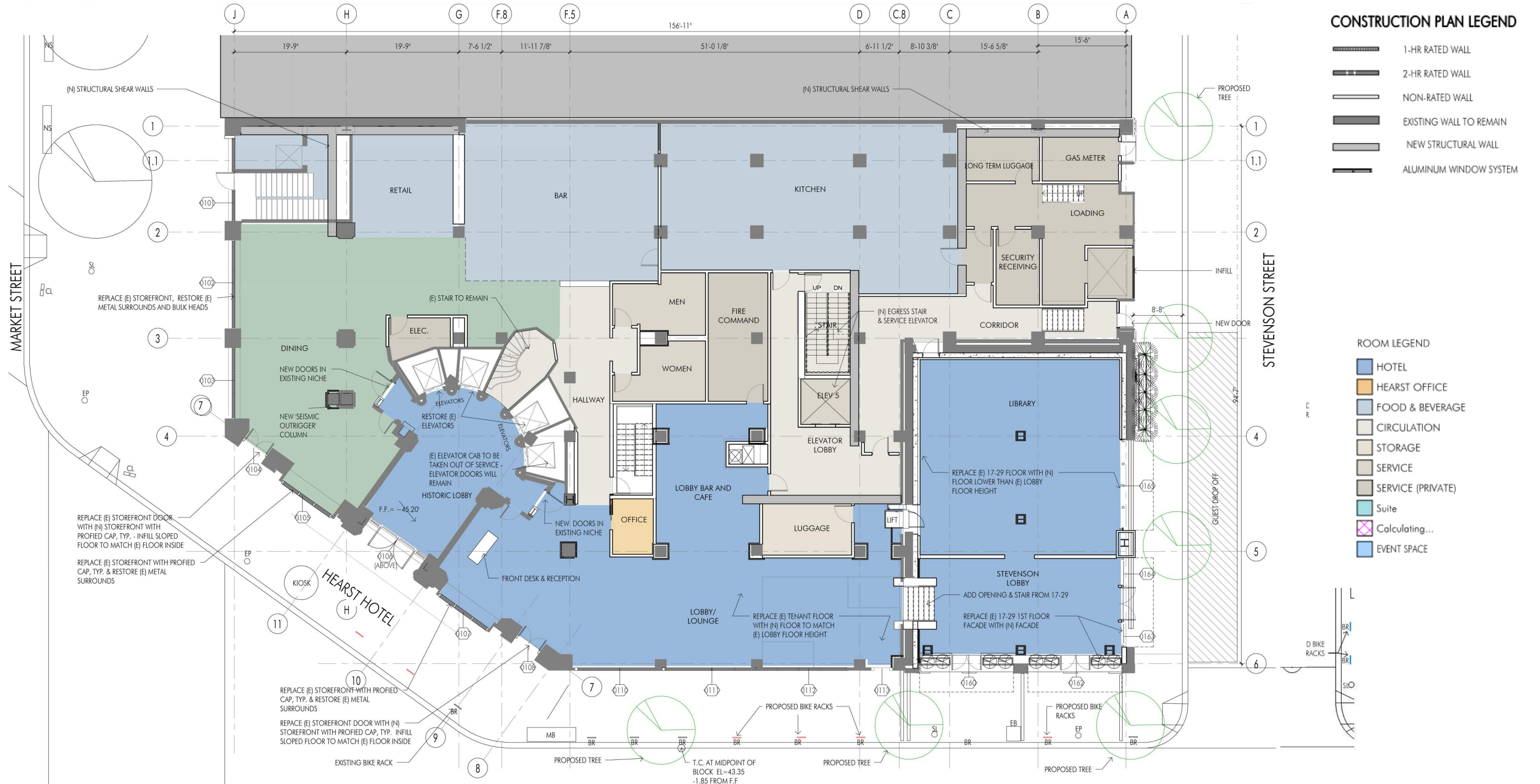
11 Plans



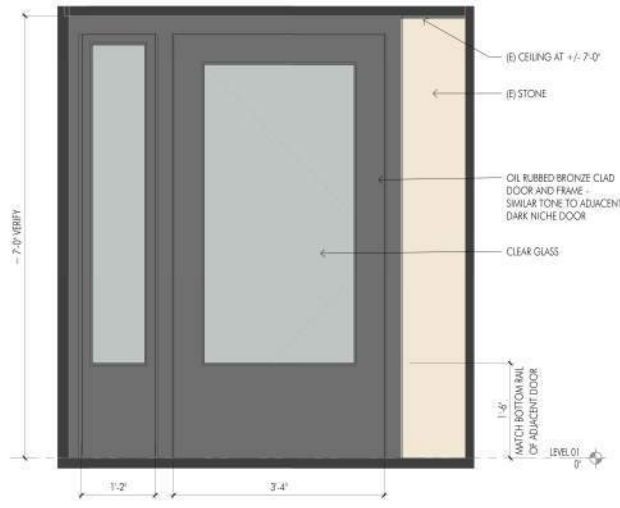
1<sup>ST</sup> FLOOR DEMOLITION PLAN



11 Plans

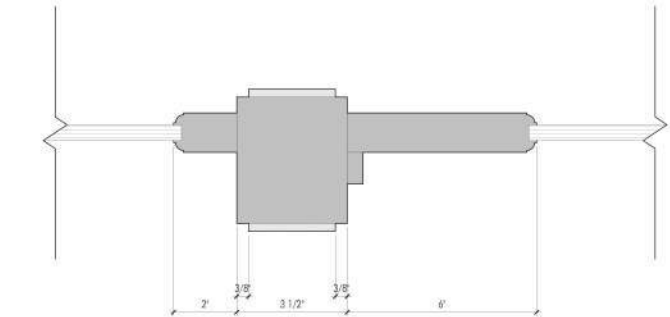


1<sup>ST</sup> FLOOR PROPOSED PLAN

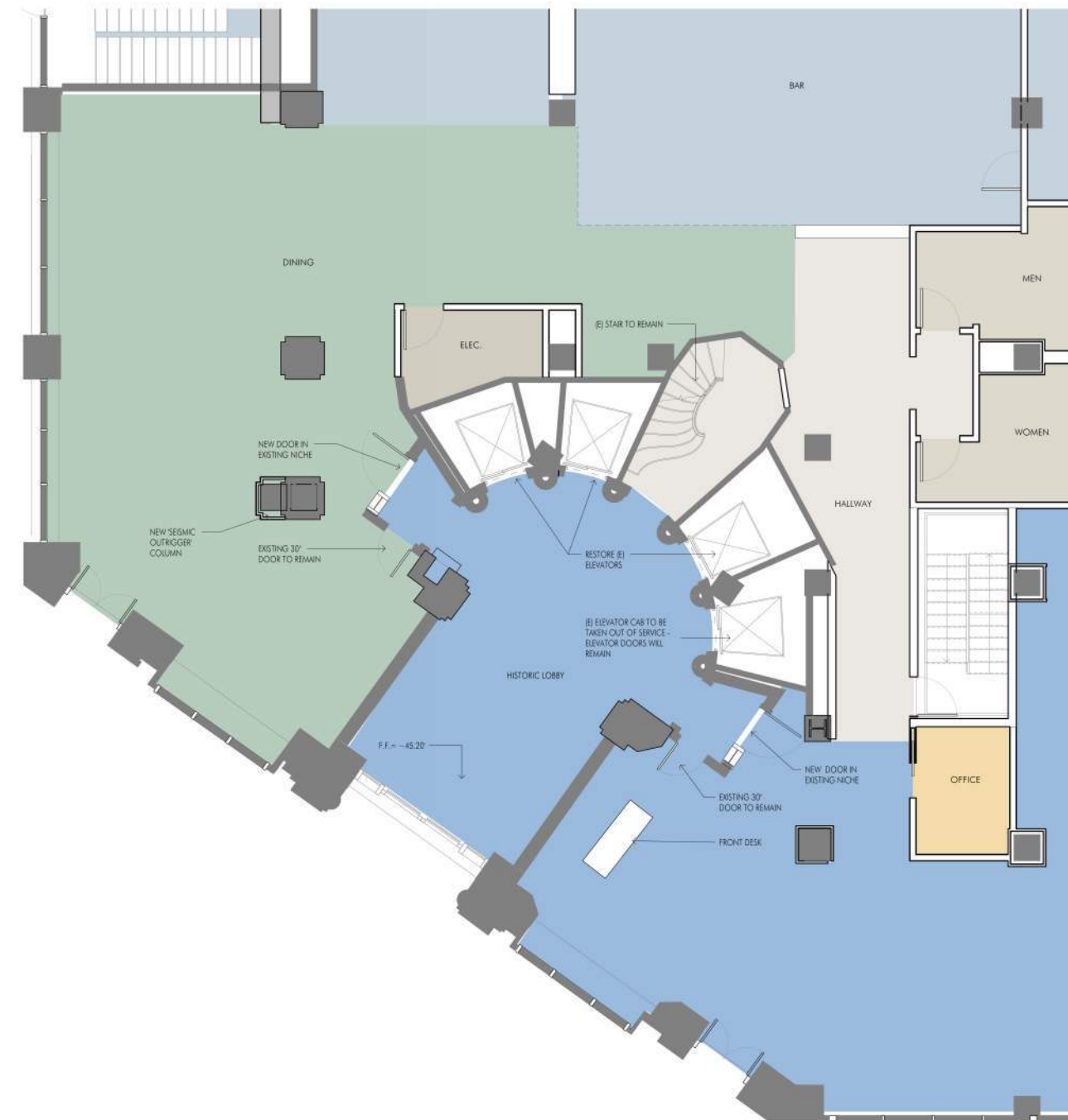


2 PROPOSED ELEVATION LOBBY SIDE DOORS  
 1\"/>

PHOTOMONTAGE OF PROPOSED NICHE DOOR



3 PROPOSED LOBBY DOOR TO SIDELITE JAMB  
 6\"/>

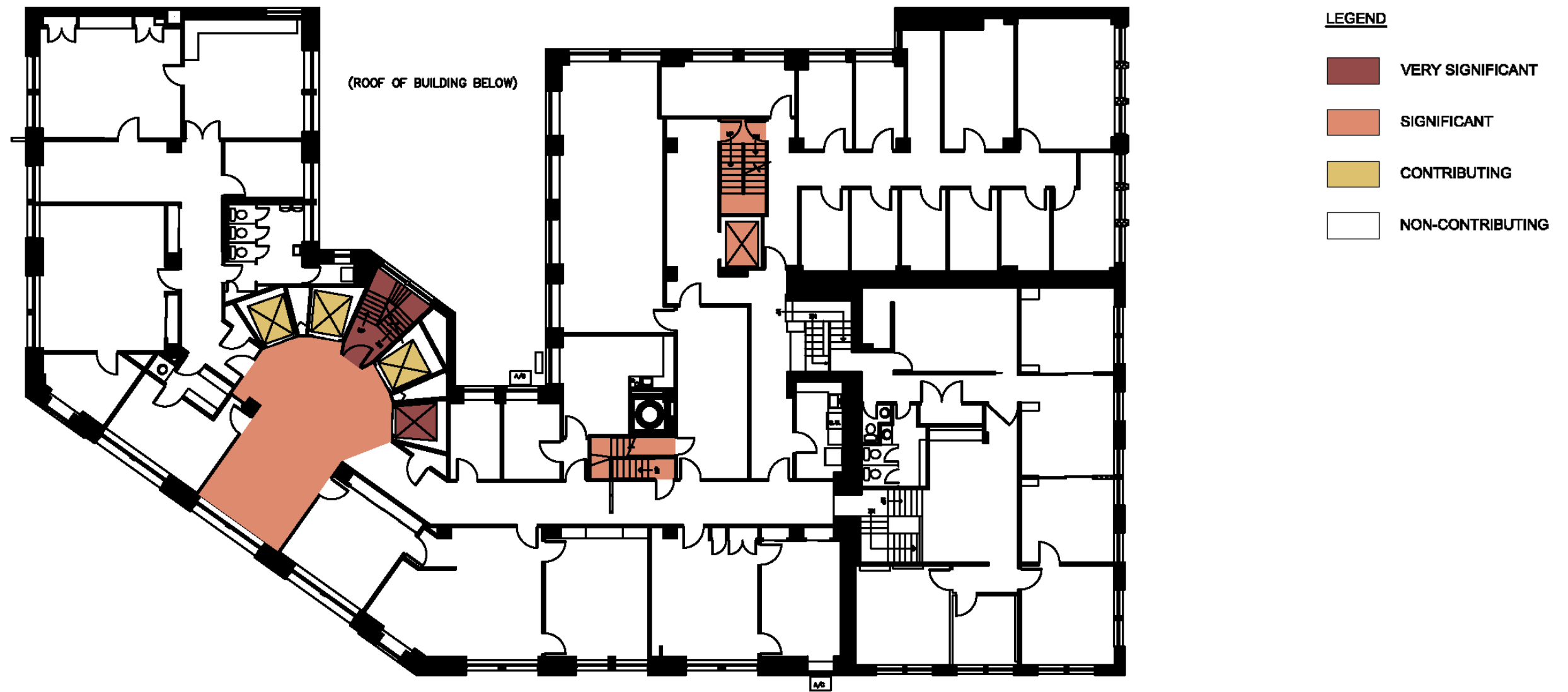


1 ENLARGED LOBBY PLAN  
 1/4\"/>

1<sup>ST</sup> FLOOR SIGNIFICANCE DIAGRAM

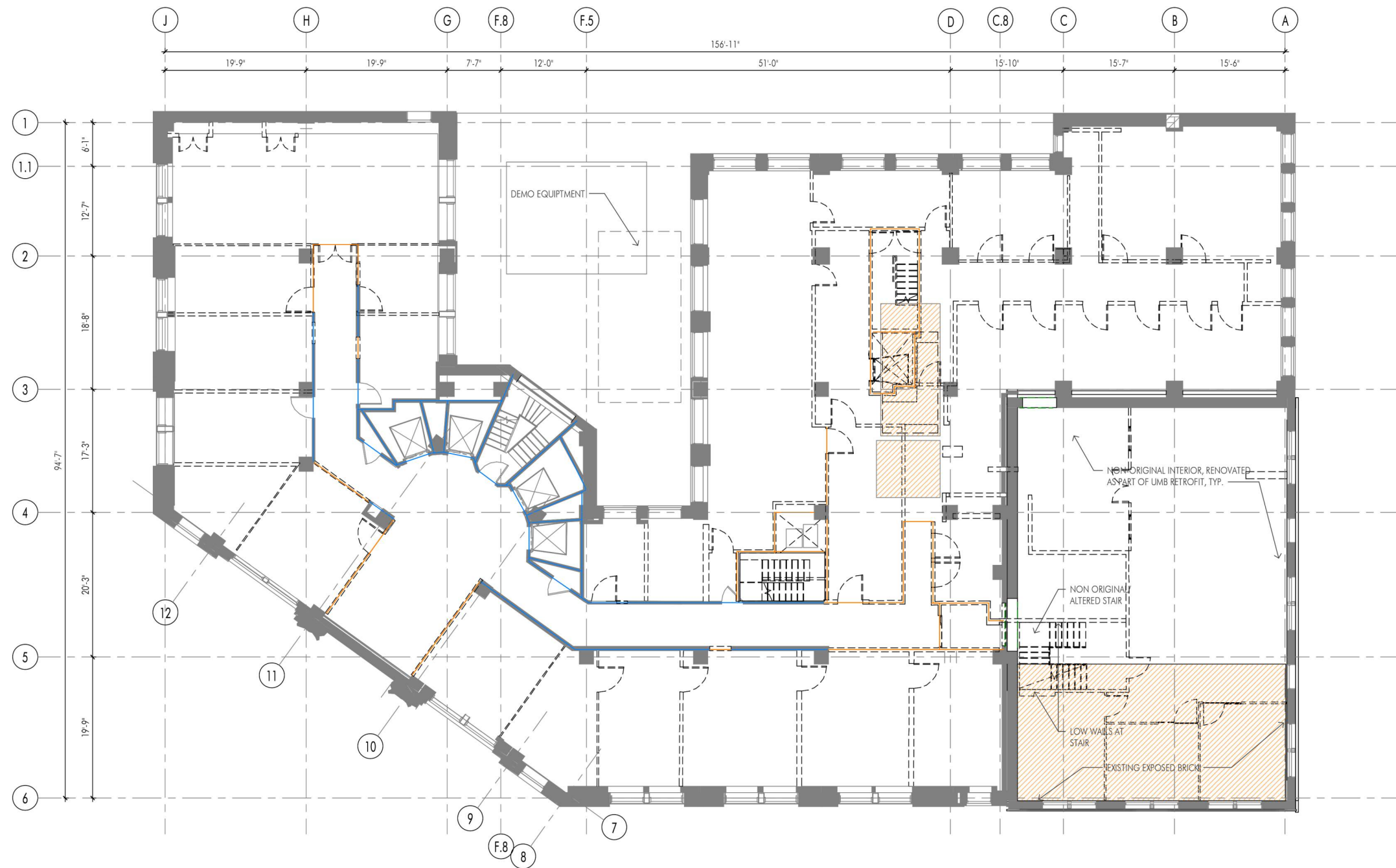


11 Plans



2<sup>ND</sup> FLOOR SIGNIFICANCE DIAGRAM

11 Plans



- DEMO CALC LEGEND**
- EXISTING INTERIOR FRAMEWORK
  - DEMO FRAMEWORK
  - ▨ FLOOR DEMO
  - EXTERIOR WALL DEMO (FACING PUBLIC STREETS)
  - - - EXTERIOR WALL DEMO (FACING ANOTHER EXTERIOR WALL)
  - DEMO STRUCTURE

- DEMOLITION PLAN LEGEND**
- EXISTING WALL TO REMOVE
  - EXISTING WALL TO REMAIN
  - 1-HR RATED WALL
  - 2-HR RATED WALL
  - NON-RATED WALL

**5 3RD STREET**

EXISTING HISTORIC CORE PARTITIONS:	575.4 LF
ANTICIPATED HISTORIC CORE PARTITIONS DEMO:	287.3 LF
**ANTICIPATED CORE PARTITIONS DEMO PERCENTAGE:	50%

EXISTING FLOOR PLATE:	8597 SF
ANTICIPATED AREA OF FLOOR PLATE DEMO:	381 SF
**ANTICIPATED PERCENTAGE OF FLOOR PLATE DEMO:	4.4%

**17 & 29 3RD STREET**

EXISTING HISTORIC CORE PARTITIONS:	0 LF
ANTICIPATED HISTORIC CORE PARTITIONS DEMO:	0 LF
**ANTICIPATED CORE PARTITIONS DEMO PERCENTAGE:	-%

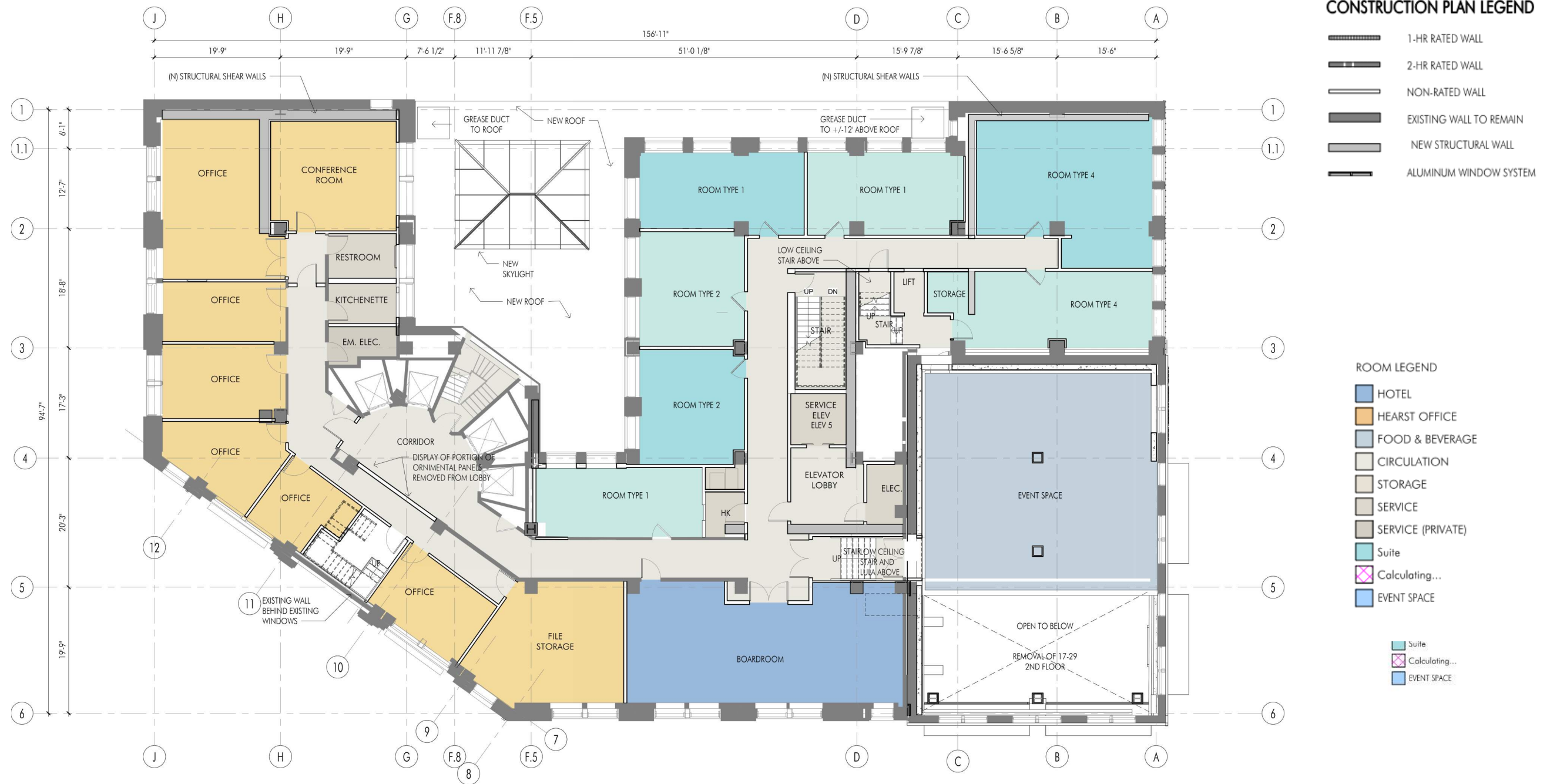
EXISTING FLOOR PLATE:	2049.5 SF
ANTICIPATED AREA OF FLOOR PLATE DEMO:	640 SF
ANTICIPATED PERCENTAGE OF FLOOR PLATE DEMO:	31.2%

\*\*INCLUDES 1.5 ALLOWANCE FOR BUILDING SYSTEM FLOOR PENETRATIONS  
\*\*INFORMATIONAL - NOT A PART OF SF PLANNING CODE SEC. 1005F

2<sup>ND</sup> FLOOR DEMOLITION PLAN

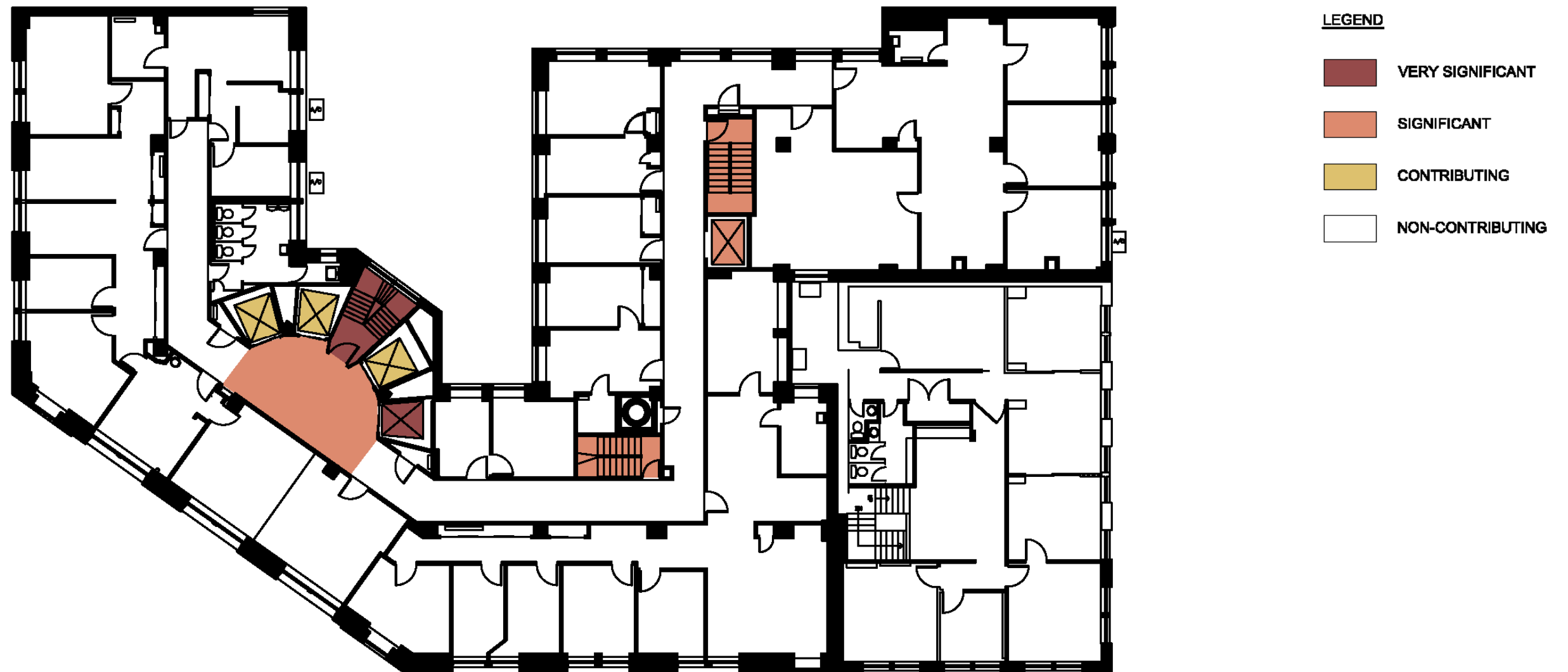


11 Plans



2<sup>ND</sup> FLOOR PROPOSED PLAN

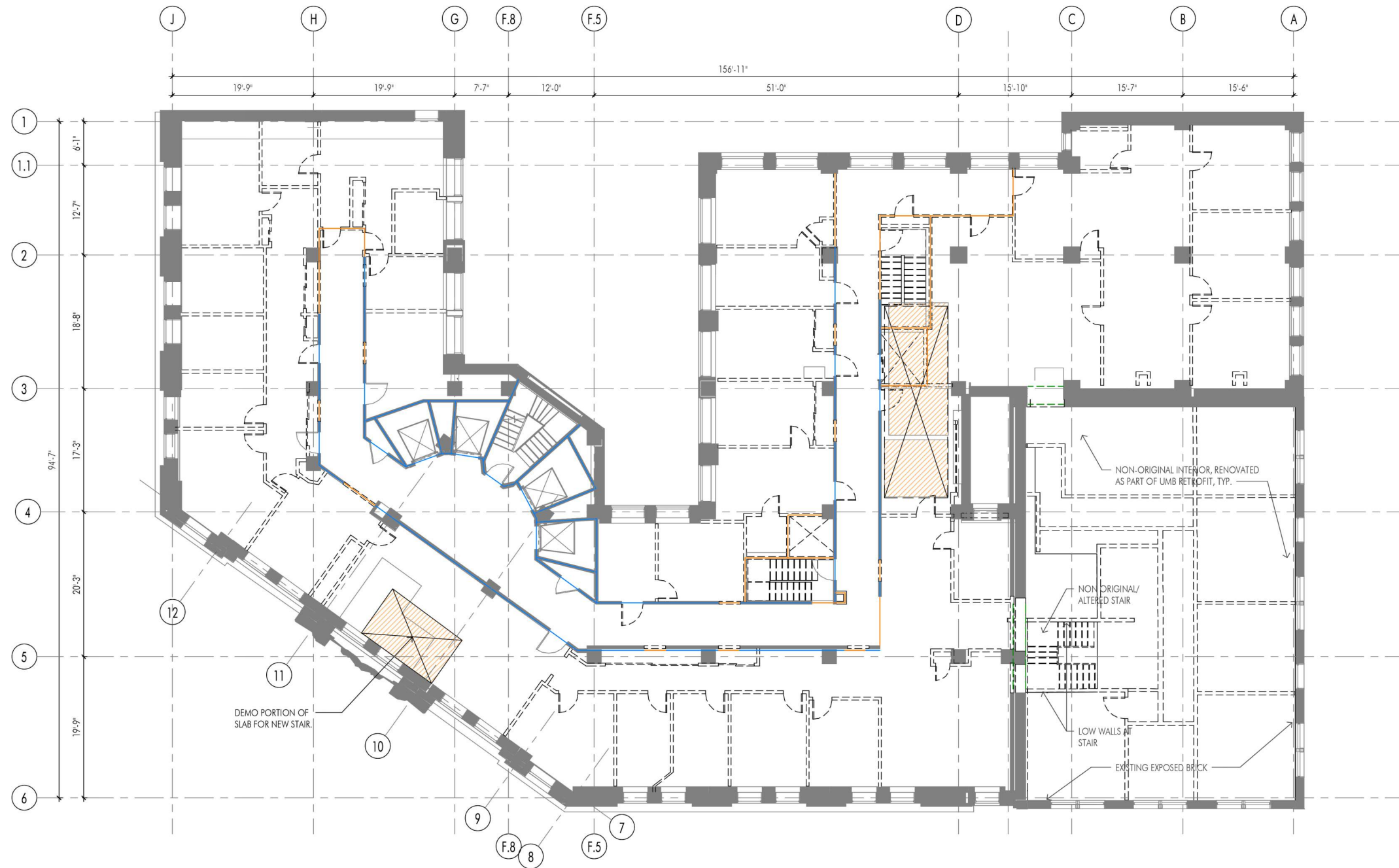
11 Plans



3<sup>RD</sup> FLOOR SIGNIFICANCE DIAGRAM



11 Plans



DEMO CALC LEGEND

- EXISTING INTERIOR FRAMEWORK
- DEMO FRAMEWORK
- FLOOR DEMO
- EXTERIOR WALL DEMO (FACING PUBLIC STREETS)
- EXTERIOR WALL DEMO (FACING ANOTHER EXTERIOR WALL)
- DEMO STRUCTURE

DEMOLITION PLAN LEGEND

- EXISTING WALL TO REMOVE
- EXISTING WALL TO REMAIN
- 1-HR RATED WALL
- 2-HR RATED WALL
- NON-RATED WALL

5 3RD STREET

EXISTING HISTORIC CORE PARTITIONS:	582.7 LF
ANTICIPATED HISTORIC CORE PARTITIONS DEMO:	181.0 LF
**ANTICIPATED CORE PARTITIONS DEMO PERCENTAGE:	33%

EXISTING FLOOR PLATE:	8597 SF
ANTICIPATED AREA OF FLOOR PLATE DEMO:	315 SF
*ANTICIPATED PERCENTAGE OF FLOOR PLATE DEMO:	3.7%

17 & 29 3RD STREET

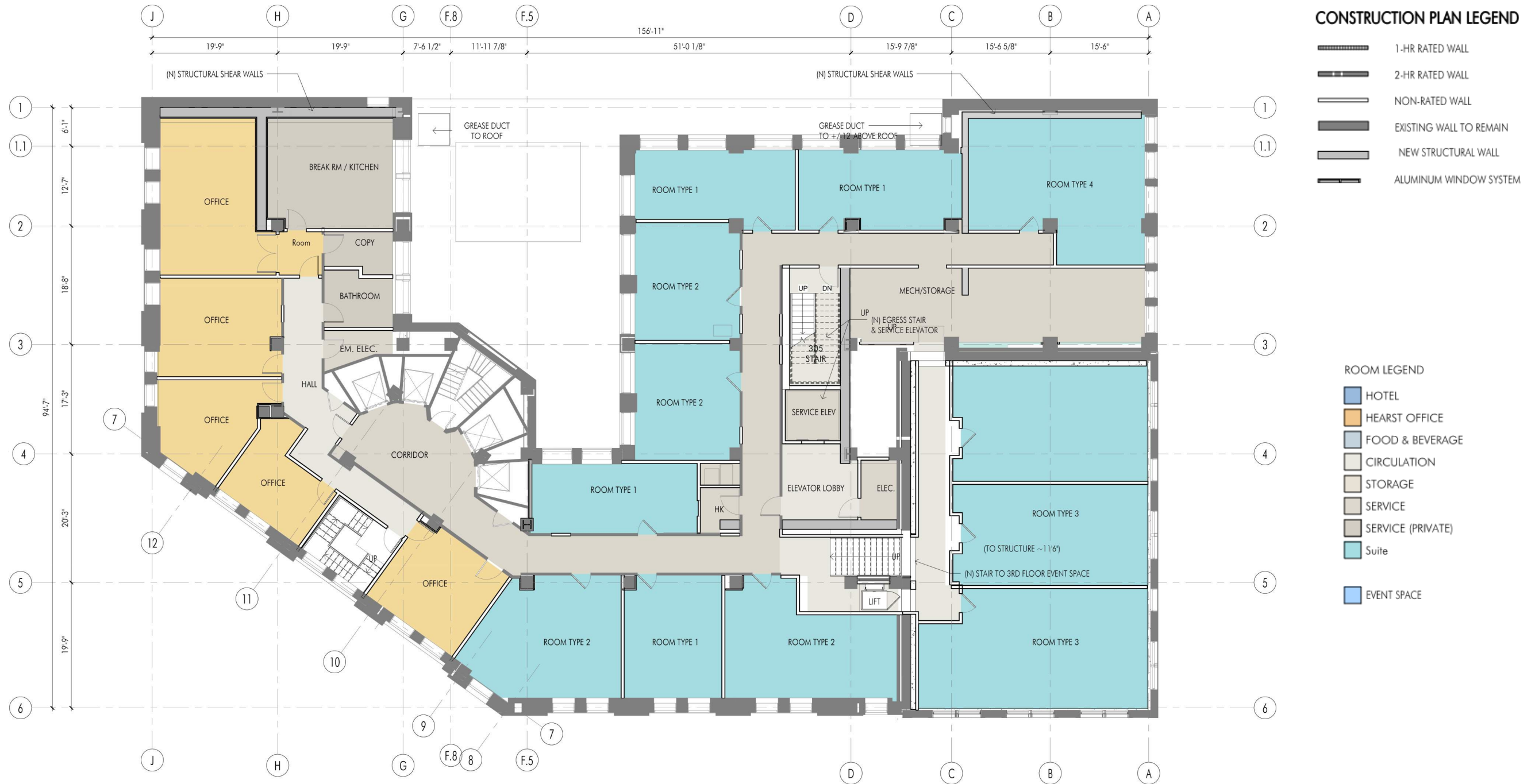
EXISTING HISTORIC CORE PARTITIONS:	0 LF
ANTICIPATED HISTORIC CORE PARTITIONS DEMO:	0 LF
**ANTICIPATED CORE PARTITIONS DEMO PERCENTAGE:	-%

EXISTING FLOOR PLATE:	2049.5 SF
ANTICIPATED AREA OF FLOOR PLATE DEMO:	0 SF
ANTICIPATED PERCENTAGE OF FLOOR PLATE DEMO:	0%

\*INCLUDES 1.5 ALLOWANCE FOR BUILDING SYSTEM FLOOR PENETRATIONS  
 \*\*INFORMATIONAL - NOT A PART OF SF PLANNING CODE SEC. 1005F

3<sup>RD</sup> FLOOR DEMOLITION PLAN

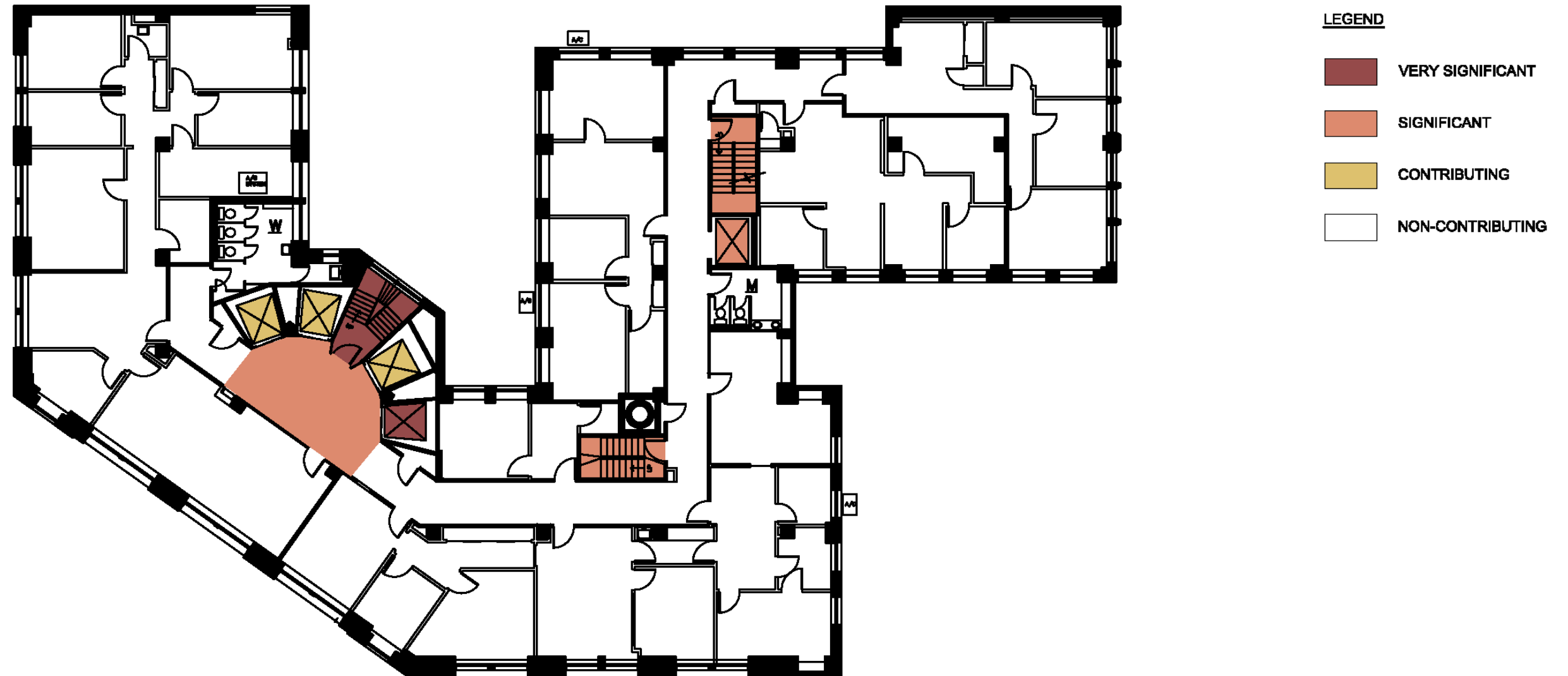
11 Plans



3<sup>RD</sup> FLOOR PROPOSED PLAN

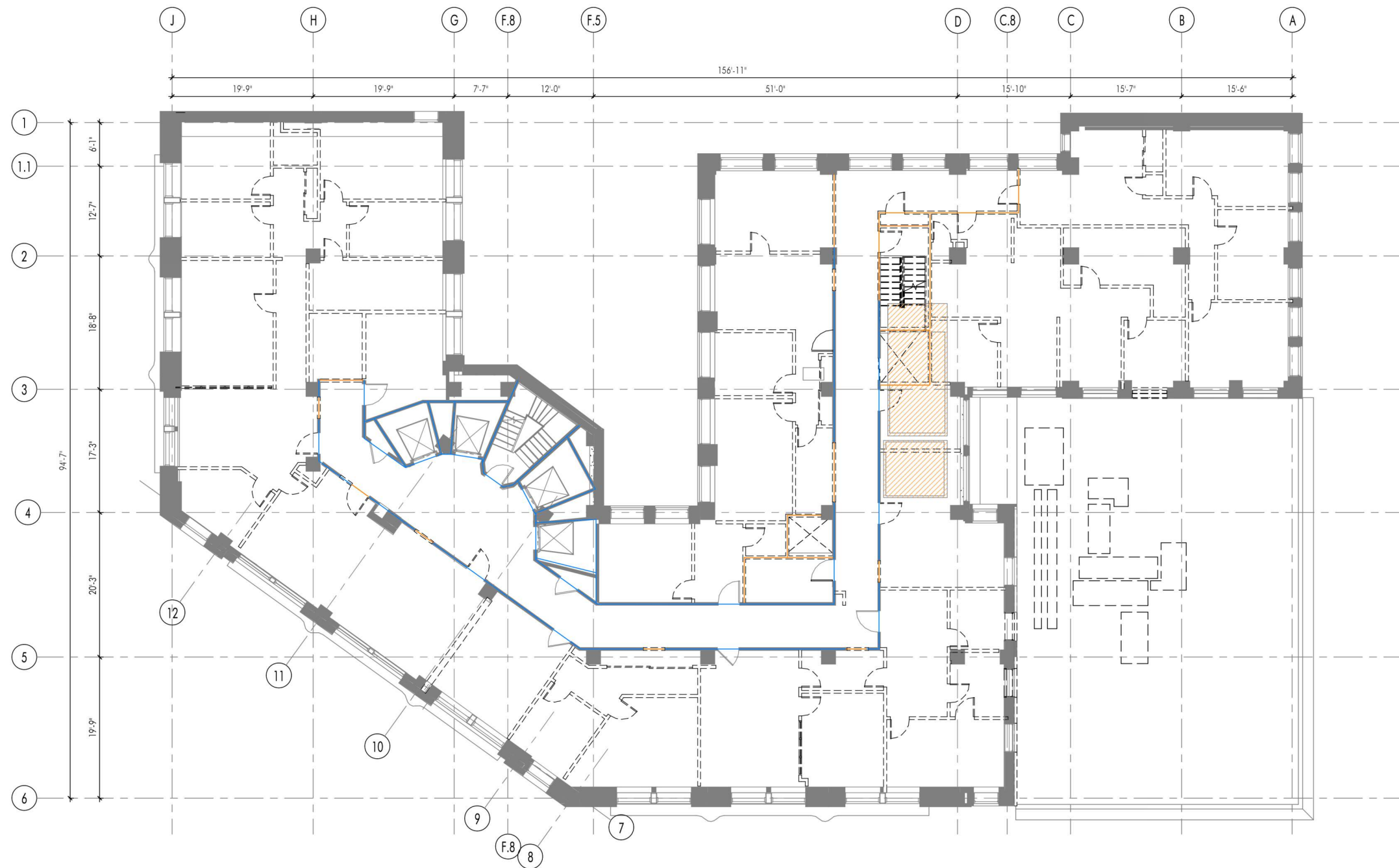


11 Plans



4<sup>TH</sup> FLOOR SIGNIFICANCE DIAGRAM (5<sup>TH</sup> & 6<sup>TH</sup> SIMILAR)

11 Plans



DEMO CALC LEGEND

- EXISTING INTERIOR FRAMEWORK
- - - DEMO FRAMEWORK
- FLOOR DEMO
- EXTERIOR WALL DEMO (FACING PUBLIC STREETS)
- - - EXTERIOR WALL DEMO (FACING ANOTHER EXTERIOR WALL)
- DEMO STRUCTURE

DEMOLITION PLAN LEGEND

- EXISTING WALL TO REMOVE
- EXISTING WALL TO REMAIN
- 1-HR RATED WALL
- 2-HR RATED WALL
- NON-RATED WALL

5 3RD STREET

EXISTING HISTORIC CORE PARTITIONS: 539.5 LF  
 ANTICIPATED HISTORIC CORE PARTITIONS DEMO: 145.5 LF  
 \*\*ANTICIPATED CORE PARTITIONS DEMO PERCENTAGE: 29%

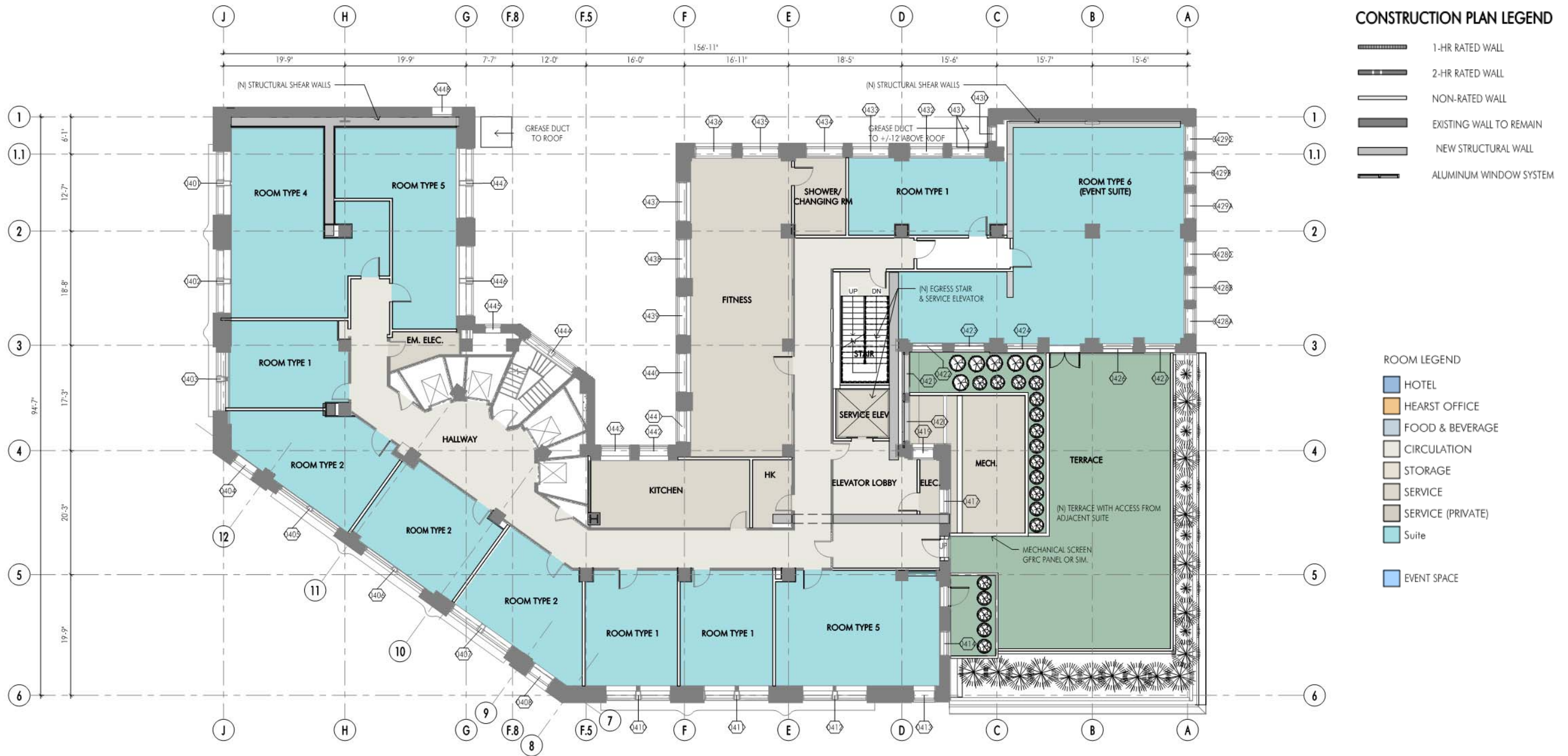
EXISTING FLOOR PLATE: 8597 SF  
 ANTICIPATED AREA OF FLOOR PLATE DEMO: 315 SF  
 \*ANTICIPATED PERCENTAGE OF FLOOR PLATE DEMO: 3.7%

\*INCLUDES 1.5 ALLOWANCE FOR BUILDING SYSTEM FLOOR PENETRATIONS  
 \*\*INFORMATIONAL - NOT A PART OF SF PLANNING CODE SEC. 1005F

4<sup>TH</sup> FLOOR DEMOLITION PLAN

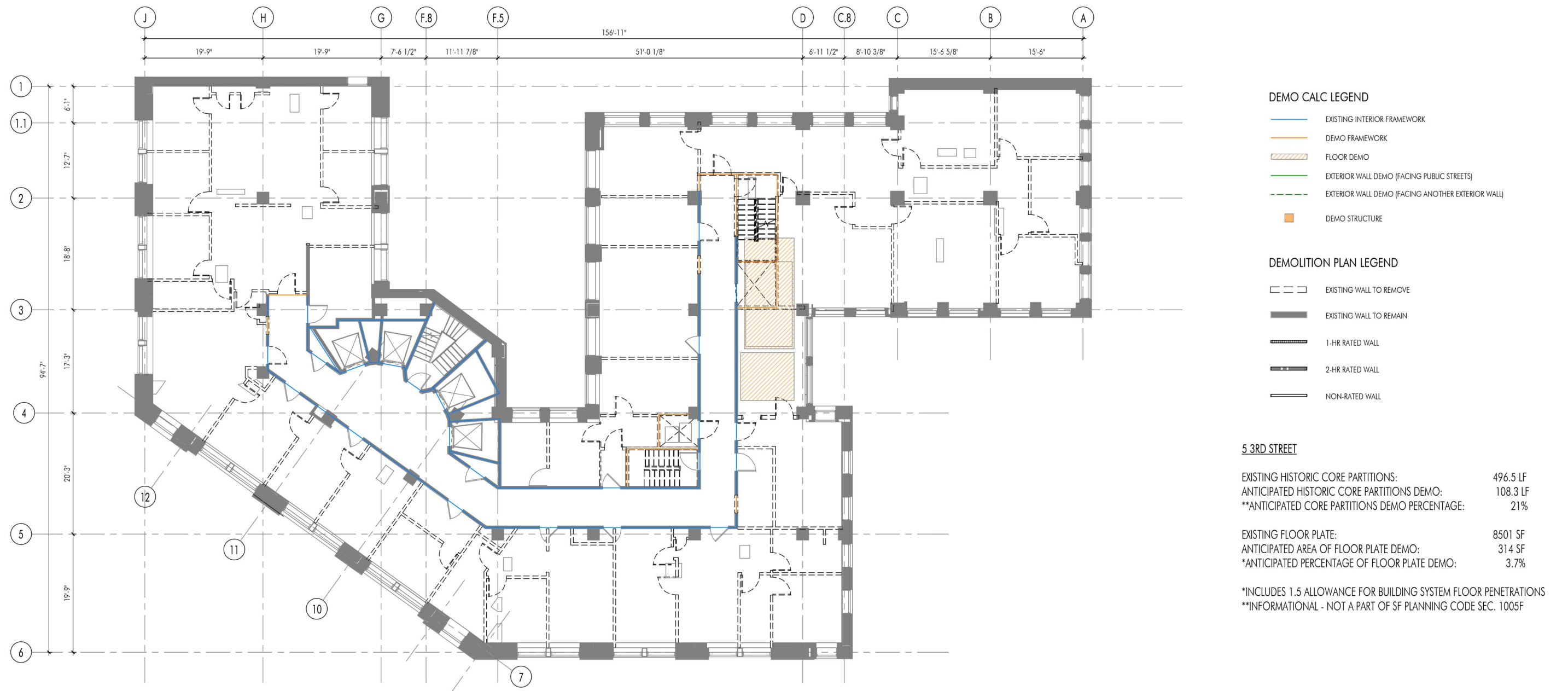


11 Plans



4<sup>TH</sup> FLOOR PROPOSED PLAN

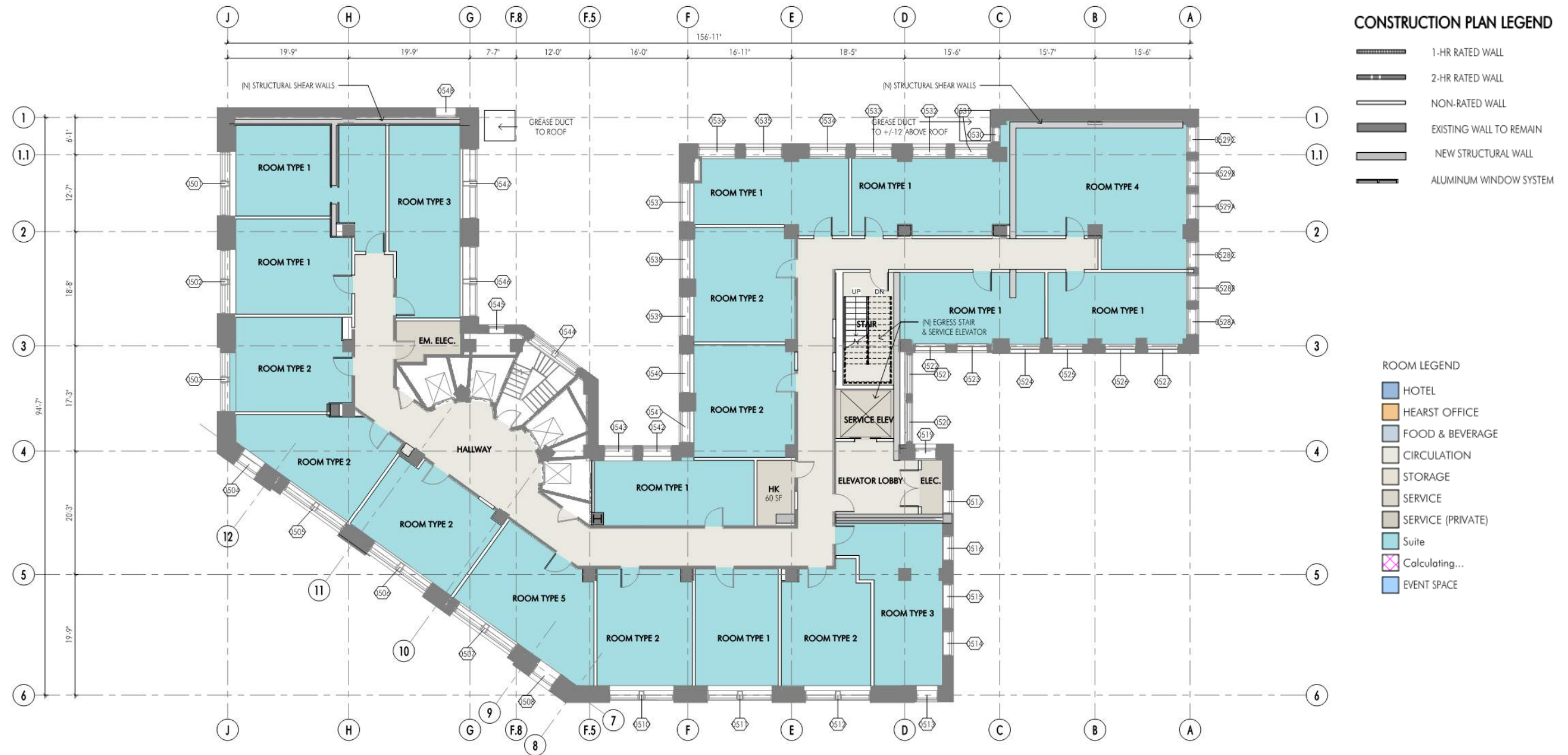
11 Plans



5<sup>TH</sup> FLOOR DEMOLITION PLAN  
 (6<sup>TH</sup> FLOOR SIM.)

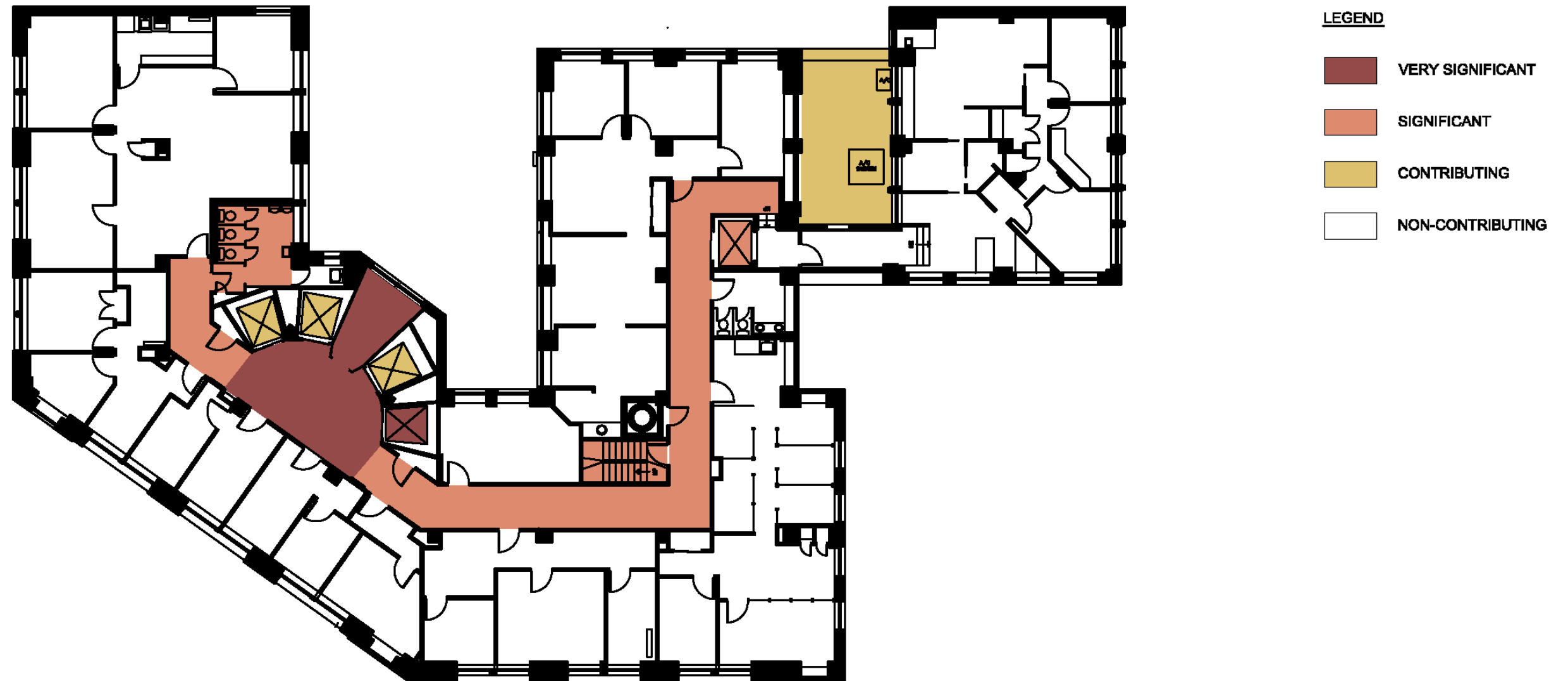


11 Plans



5<sup>TH</sup> FLOOR PROPOSED PLAN  
 (6<sup>TH</sup> FLOOR SIM.)

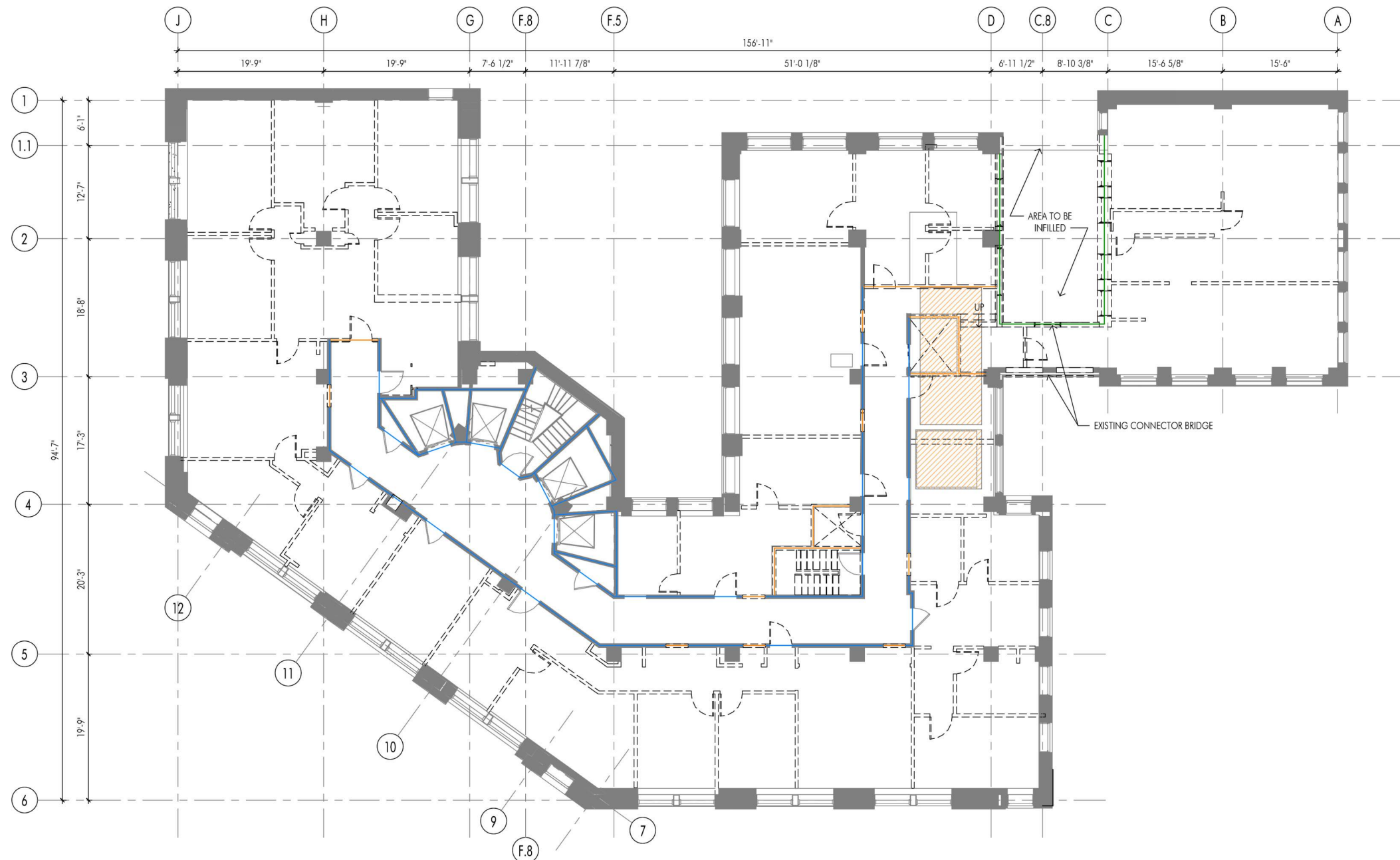
11 Plans



7<sup>TH</sup> FLOOR SIGNIFICANCE DIAGRAM (8<sup>TH</sup> SIMILAR)



11 Plans



DEMO CALC LEGEND

- EXISTING INTERIOR FRAMEWORK
- DEMO FRAMEWORK
- FLOOR DEMO
- EXTERIOR WALL DEMO (FACING PUBLIC STREETS)
- EXTERIOR WALL DEMO (FACING ANOTHER EXTERIOR WALL)
- DEMO STRUCTURE

DEMOLITION PLAN LEGEND

- EXISTING WALL TO DEMOLISH
- EXISTING WALL TO REMAIN
- 1-HR RATED WALL
- 2-HR RATED WALL
- NON-RATED WALL
- NOT IN SCOPE

5 3RD STREET

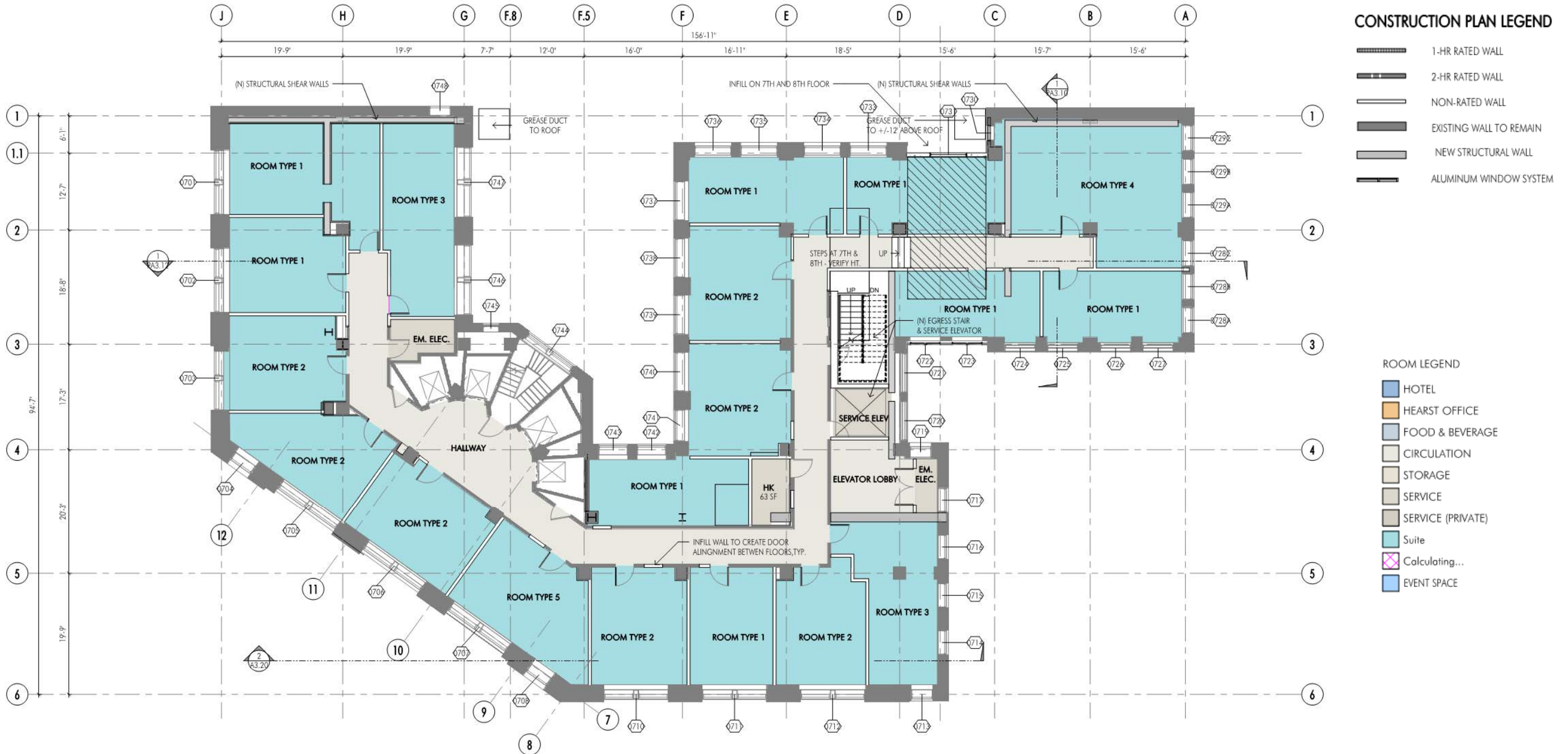
EXISTING HISTORIC CORE PARTITIONS: 475.3 LF  
 ANTICIPATED HISTORIC CORE PARTITIONS DEMO: 82.7 LF  
 \*\*ANTICIPATED CORE PARTITIONS DEMO PERCENTAGE: 20%

EXISTING FLOOR PLATE: 8189 SF  
 ANTICIPATED AREA OF FLOOR PLATE DEMO: 309 SF  
 \*ANTICIPATED PERCENTAGE OF FLOOR PLATE DEMO: 3.8%

\*INCLUDES 1.5 ALLOWANCE FOR BUILDING SYSTEM FLOOR PENETRATIONS  
 \*\*INFORMATIONAL - NOT A PART OF SF PLANNING CODE SEC. 1005F

7<sup>TH</sup> FLOOR DEMOLITION PLAN  
 (8<sup>TH</sup> FLOOR SIM.)

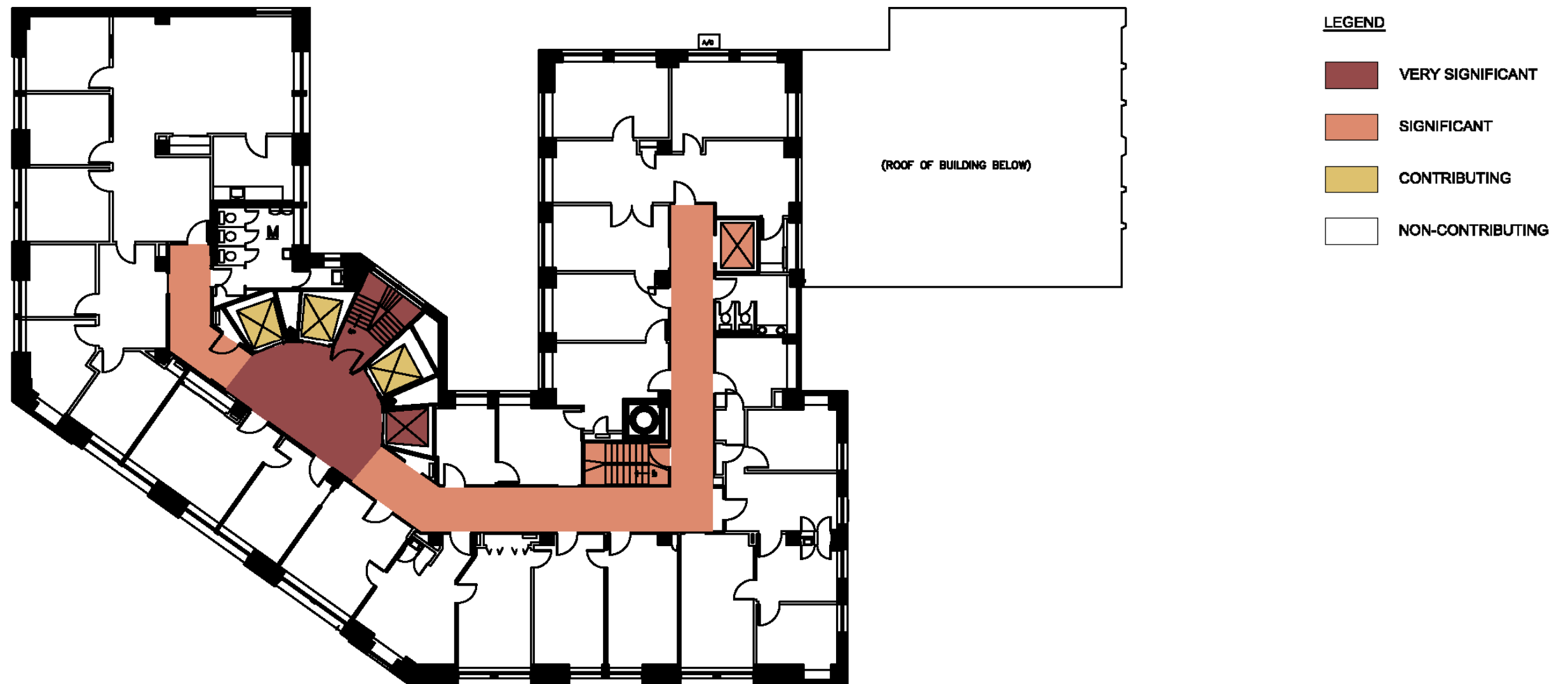
11 Plans



**7<sup>TH</sup> FLOOR PROPOSED PLAN  
 (8<sup>TH</sup> FLOOR SIM.)**

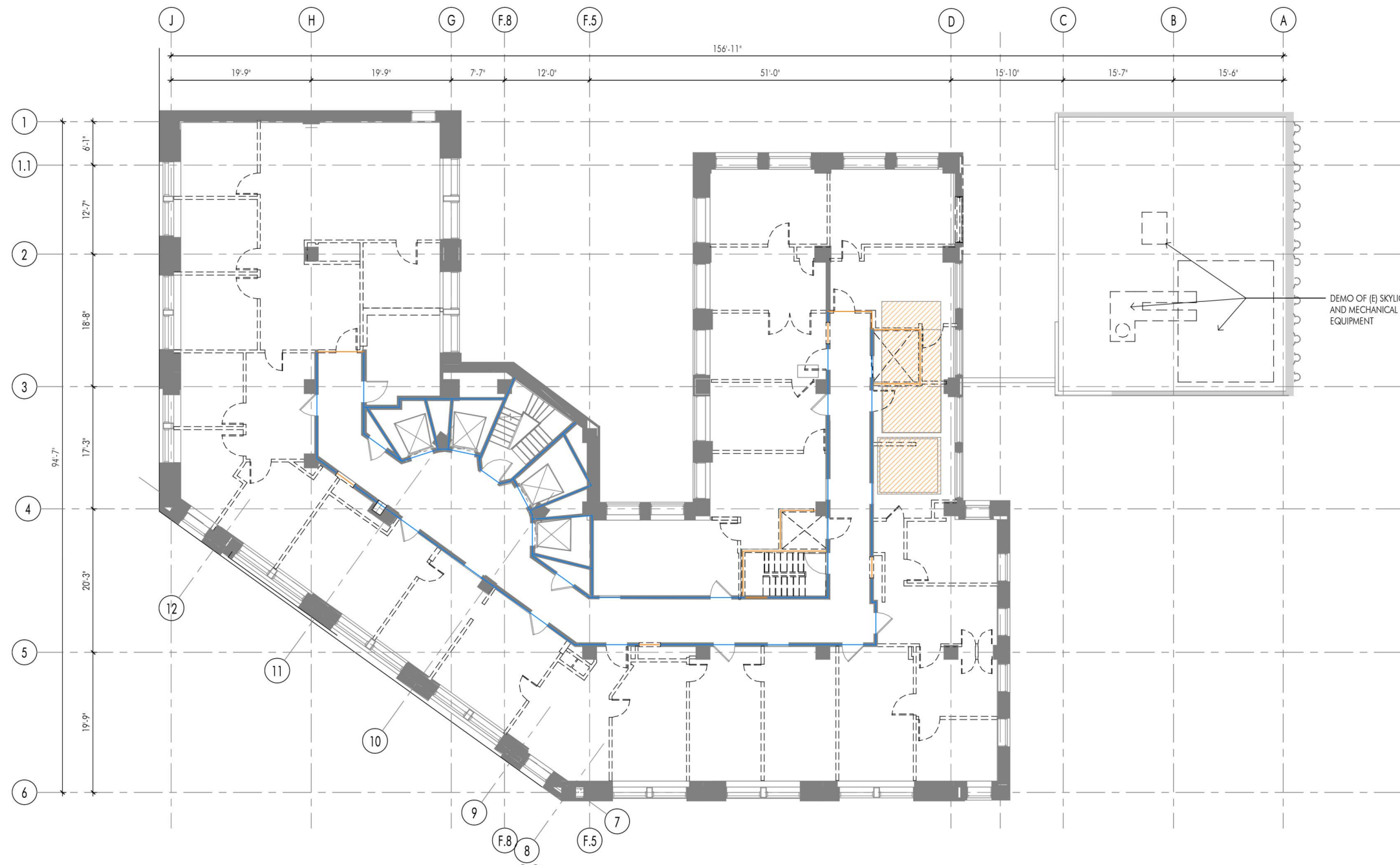


**11 Plans**



**9<sup>TH</sup> FLOOR SIGNIFICANCE DIAGRAM (10<sup>TH</sup> - 12<sup>TH</sup> SIMILAR)**

11 Plans



- DEMO CALC LEGEND**
- EXISTING INTERIOR FRAMEWORK
  - DEMO FRAMEWORK
  - FLOOR DEMO
  - EXTERIOR WALL DEMO (FACING PUBLIC STREETS)
  - - - EXTERIOR WALL DEMO (FACING ANOTHER EXTERIOR WALL)
  - DEMO STRUCTURE

- DEMOLITION PLAN LEGEND**
- EXISTING WALL TO REMOVE
  - EXISTING WALL TO REMAIN
  - 1-HR RATED WALL
  - 2-HR RATED WALL
  - NON-RATED WALL

**5 3RD STREET**

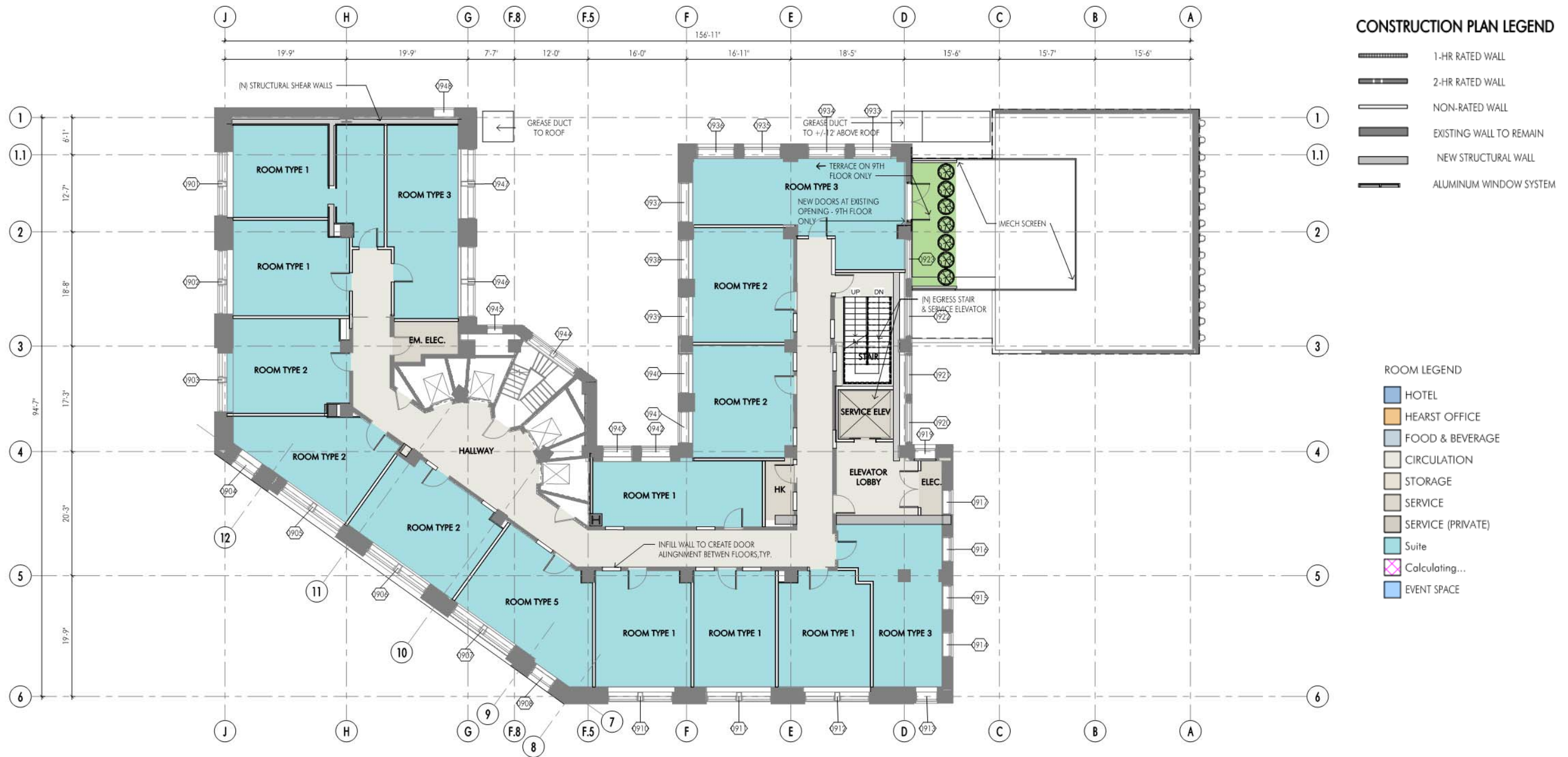
EXISTING HISTORIC CORE PARTITIONS:	463.7 LF
ANTICIPATED HISTORIC CORE PARTITIONS DEMO:	89.4 LF
**ANTICIPATED CORE PARTITIONS DEMO PERCENTAGE:	18%
EXISTING FLOOR PLATE:	6983 SF
ANTICIPATED AREA OF FLOOR PLATE DEMO:	291 SF
*ANTICIPATED PERCENTAGE OF FLOOR PLATE DEMO:	4.2%

\*INCLUDES 1.5 ALLOWANCE FOR BUILDING SYSTEM FLOOR PENETRATIONS  
 \*\*INFORMATIONAL - NOT A PART OF SF PLANNING CODE SEC. 1005F

9<sup>TH</sup> FLOOR DEMOLITION PLAN

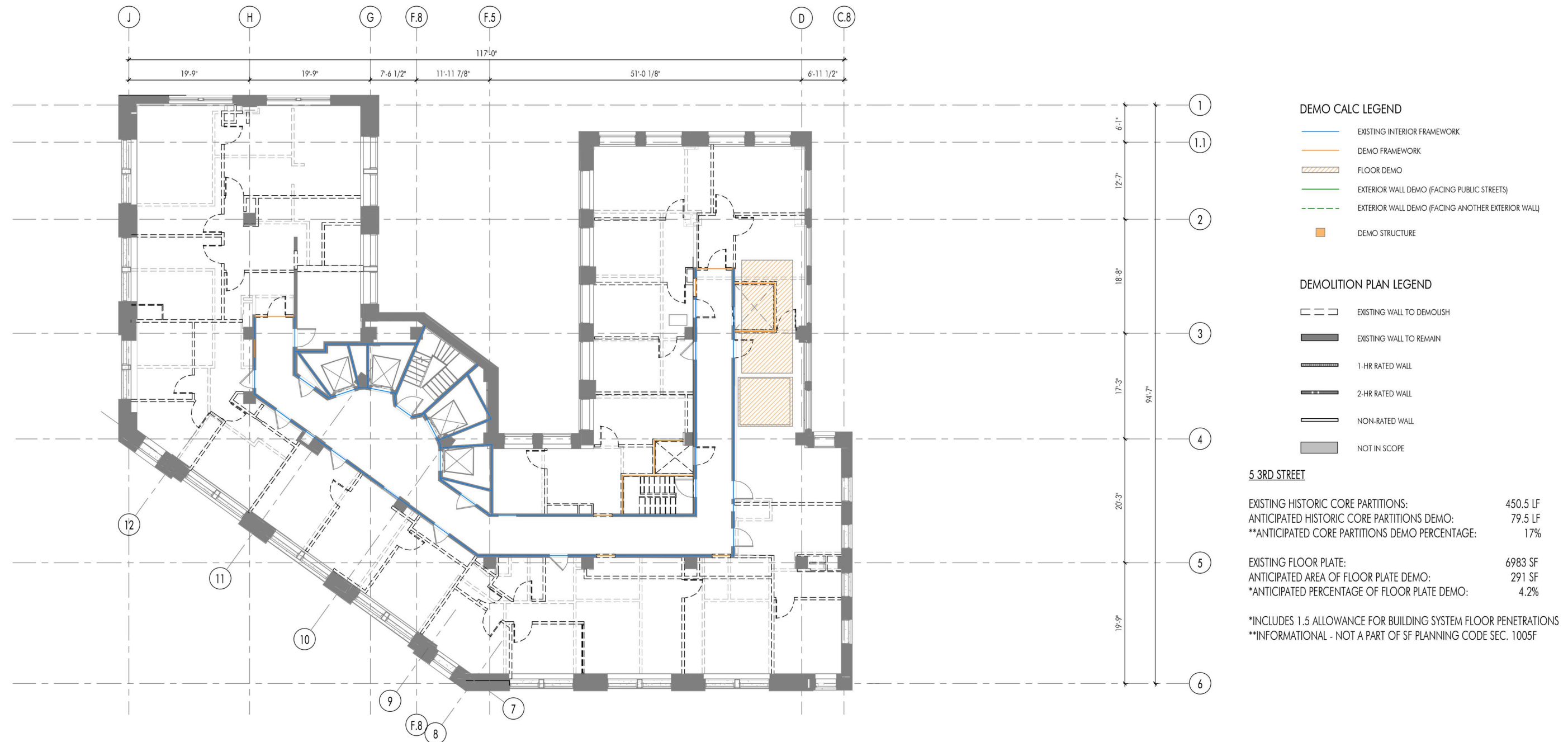


11 Plans



9<sup>TH</sup> FLOOR PROPOSED PLAN

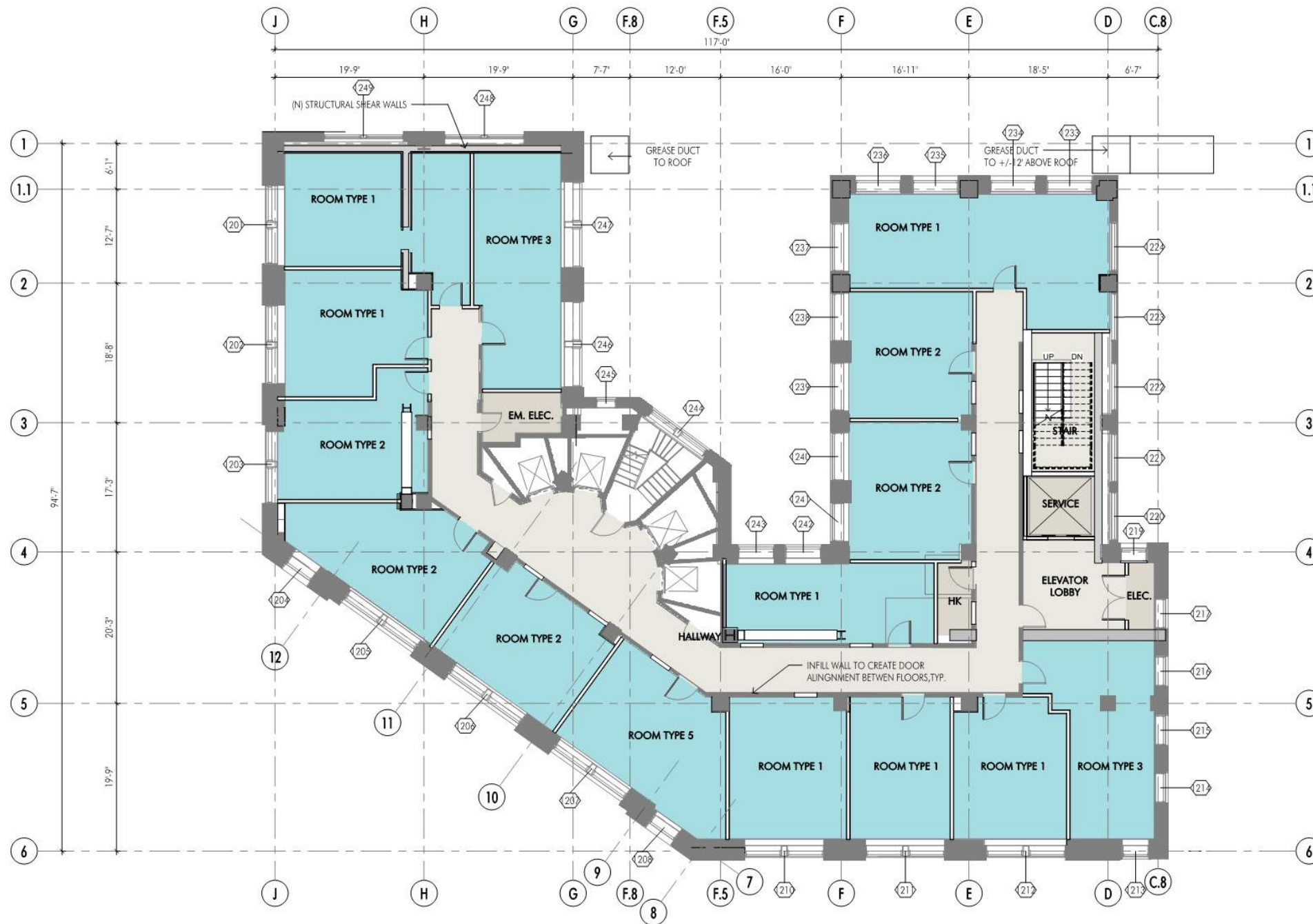
11 Plans



12<sup>TH</sup> FLOOR DEMOLITION PLAN  
 (10<sup>TH</sup> & 11<sup>TH</sup> FLOOR SIM.)



**11 Plans**



**CONSTRUCTION PLAN LEGEND**

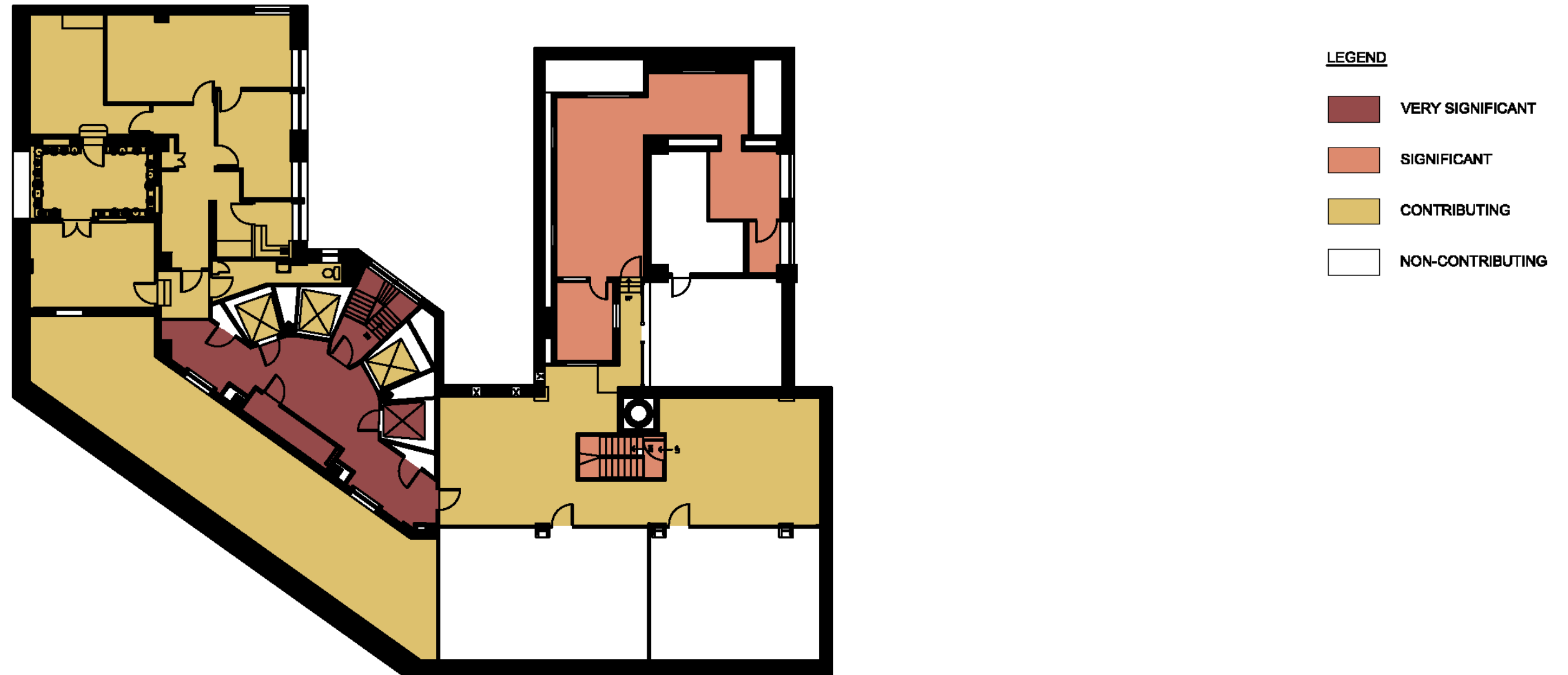
- 1-HR RATED WALL
- 2-HR RATED WALL
- NON-RATED WALL
- EXISTING WALL TO REMAIN
- NEW STRUCTURAL WALL
- ALUMINUM WINDOW SYSTEM

**ROOM LEGEND**

- HOTEL
- HEARST OFFICE
- FOOD & BEVERAGE
- CIRCULATION
- STORAGE
- SERVICE
- SERVICE (PRIVATE)
- Suite
- Calculating...
- EVENT SPACE

**12<sup>TH</sup> FLOOR PROPOSED PLAN  
 (10<sup>TH</sup> & 11<sup>TH</sup> FLOOR SIM.)**

**11 Plans**



**13<sup>TH</sup> FLOOR / MAIN ROOF PLAN SIGNIFICANCE DIAGRAM**



## 11 Plans

### Penthouse History

In 1938, Julia Morgan revised the exterior main entry with decorative terra cotta and monogrammed shield over the entry; modified the top of the building with a new taller terra cotta parapet wall and new cornice; and remodeled the lobby interior. Research on Julia Morgan at the San Francisco Building Department, Hearst Archives, and inquiries to the Cal Poly Archives, UC Santa Barbara Archives, and California State Library, Gladding McBean did not reveal drawings or documentation showing the penthouse.

### Penthouse Description

The penthouse exterior has a gable roof with asphalt shingles, stucco or painted concrete walls with a chimney on the north façade, six- and eight-light steel sash windows. The west façade is the most distinctive with curvilinear wood eave trim, a small wooden bird house under the peak of the gable roof over a window with three six-light sash and one wood plank shutter, and a large panel of Spanish tile at the base of the façade. The interior has been remodeled with what could be original window and door flat wood casings and small crown molding at limited locations.

### Significance and Impact of Demolition

Julia Morgan designed the existing lobby, its entry portal, and the upper cornice. These exhibit her use of Classical, Renaissance, and Beaux-Arts architectural devices and ornamental motifs. They fit the definition of “work of a master” in the National Register Criteria because they tie the Hearst Building to the body of work which makes her an important architect. The penthouse is a small rooftop feature, distinguished by the chimney, birdhouse, trim, and tile panel. The birdhouse and tile panel are decorative features, but not architectural elements. These features are not distinctive enough to make the penthouse a “work of a master” within the context of Julia Morgan’s career. Furthermore, the penthouse has been serially altered since its completion in 1938. The kitchen is contemporary, the old-looking bathroom is not old, and the recessed lighting and carpeting in the conference room give it the character of a typical office building conference room. The penthouse is a character-defining feature because it was built during the period of significance and is presumed to retain its original exterior form, but preservation of the character of the building does not hinge on retention of the penthouse.

The Project as a whole, including the proposed removal of the penthouse, is consistent with the provisions of Article 11, including conformance with the Secretary of the Interior’s Standards for Rehabilitation. The Secretary’s Standards do not include a blanket prohibition on the removal of a character-defining feature. The Standards do preclude demolition that would affect the overall appearance of the building, which is an integral part of the image of the building that users and visitors experience, or which has its own association with events or persons that make the building important. The penthouse does not fit any of these categories; it is a small feature tucked out of most building users’ sight and reached only across an open roof that is shielded from view at the primary facades by parapet walls 14 feet tall. It is not a part of a principal façade. The penthouse occupies about one percent of the square footage of the building and cannot be seen from the street. Of the 30 character-defining features listed in the HRE, the penthouse is the only one proposed for removal.

Rehabilitation projects of tall historic buildings often include changes to rooftop features that are not visible from below—along with extensive changes to interior areas (such as offices, hotel rooms, and apartments) that were never public. These projects strictly limit changes to the primary exterior facades and important public areas on the interior, as well as the major interior circulation (historic stairs, elevators, and corridors). The penthouse fits into the category of features and spaces which are often altered in this type of project; its removal will not make any change to the primary exterior facades (or portions of secondary elevations visible from the street), public spaces inside the building, or circulation armature and interior configuration. Removal of the penthouse will not meaningfully change the character of the building, but will make it possible to activate the roof for the first time as part of the new use.



11 Plans



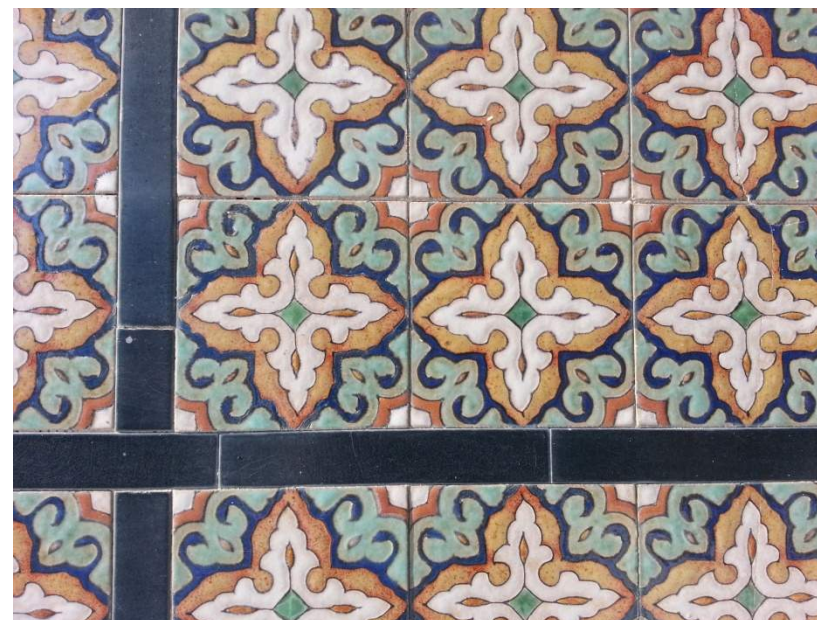
The penthouse as viewed from the upper roof looking southeast.



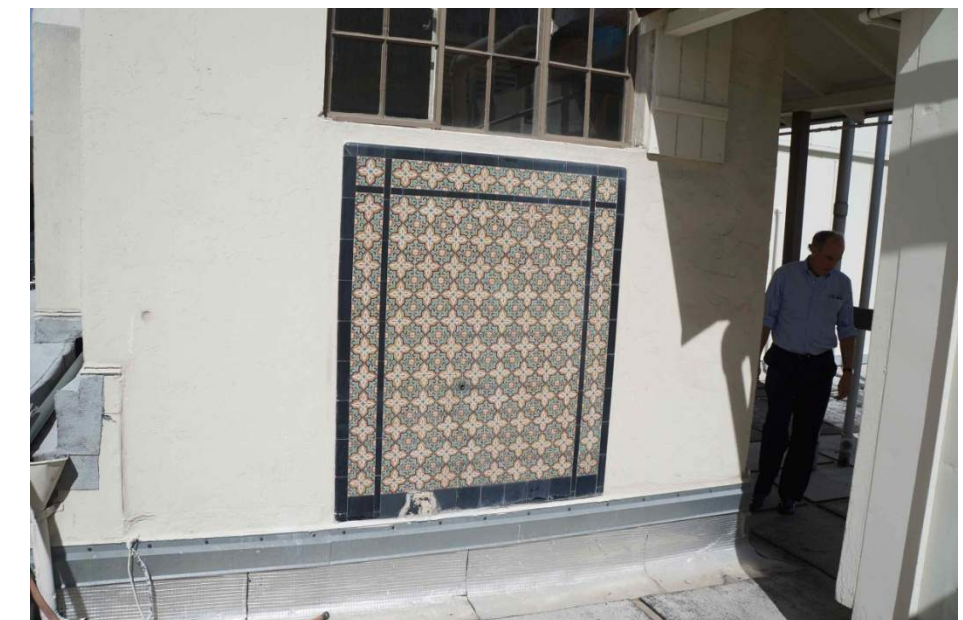
The penthouse looking southeast, detail showing chimney, birdhouse, and tile panel.



The penthouse south façade, entry is at the right.



The penthouse west façade tile panel detail.



The penthouse west façade tile panel below steel sash windows.



## 11 Plans



The upper image (Hearst Corporation Archives) shows the lunch room at the penthouse.

The lower image is the same view with the Sheraton Palace Sign visible just outside the window.

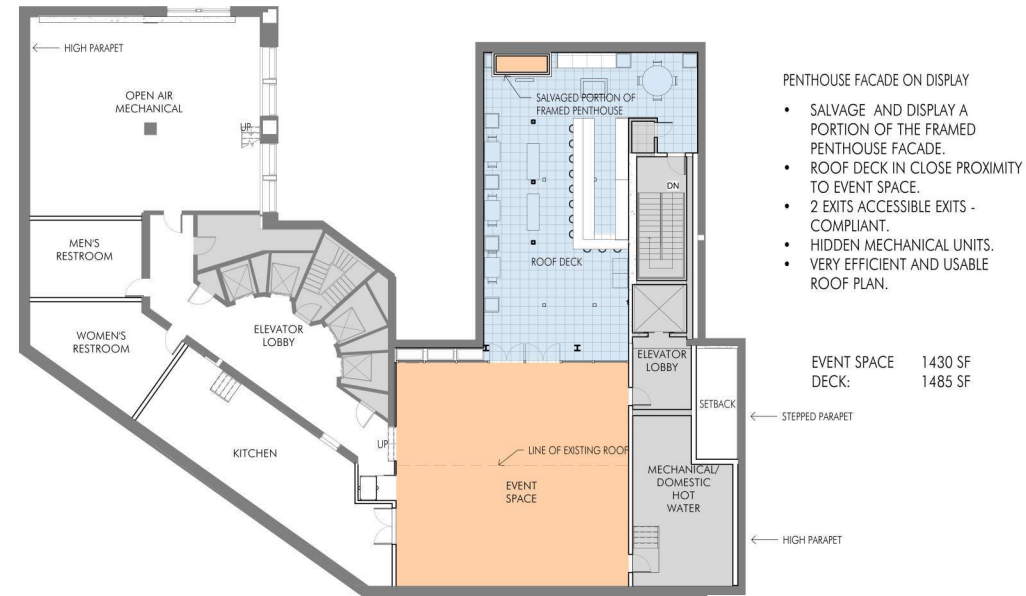
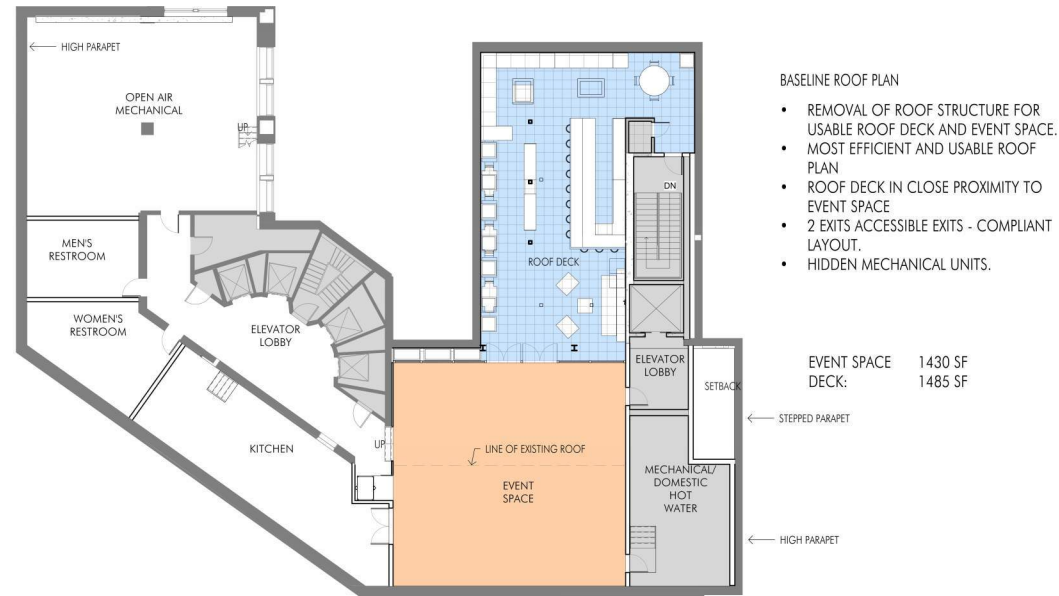
The upper image shows the kitchen at the west end of the penthouse. Note that there is no sign of a fireplace on the right hand wall where the chimney is visible outside.

The lower image shows the main conference room, looking west toward the entry door and kitchen.

The upper image shows a historically inspired bathroom; it was constructed under the direction of the current building manager.

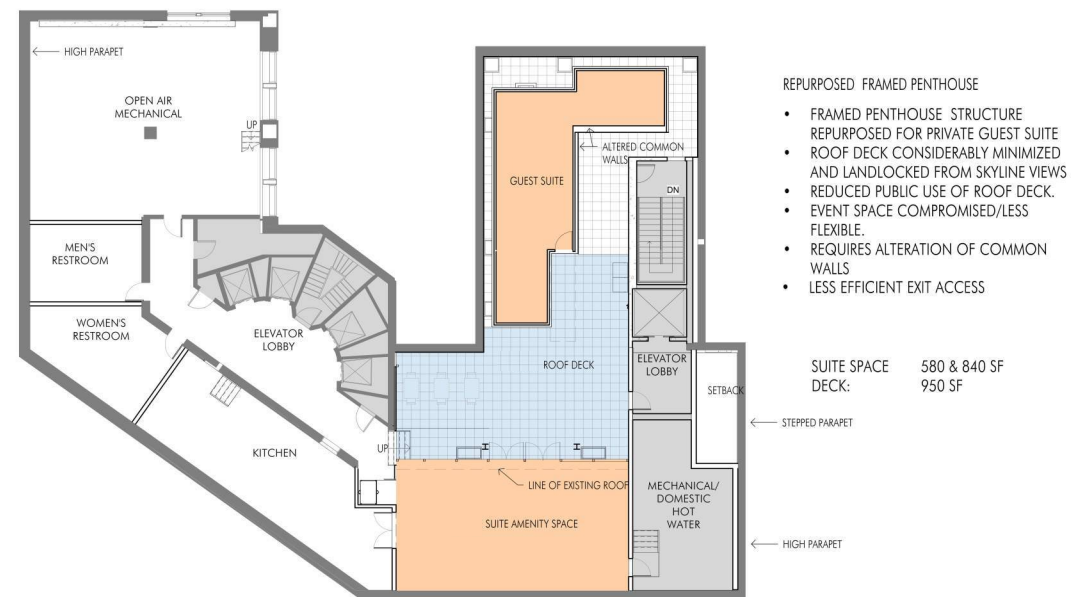
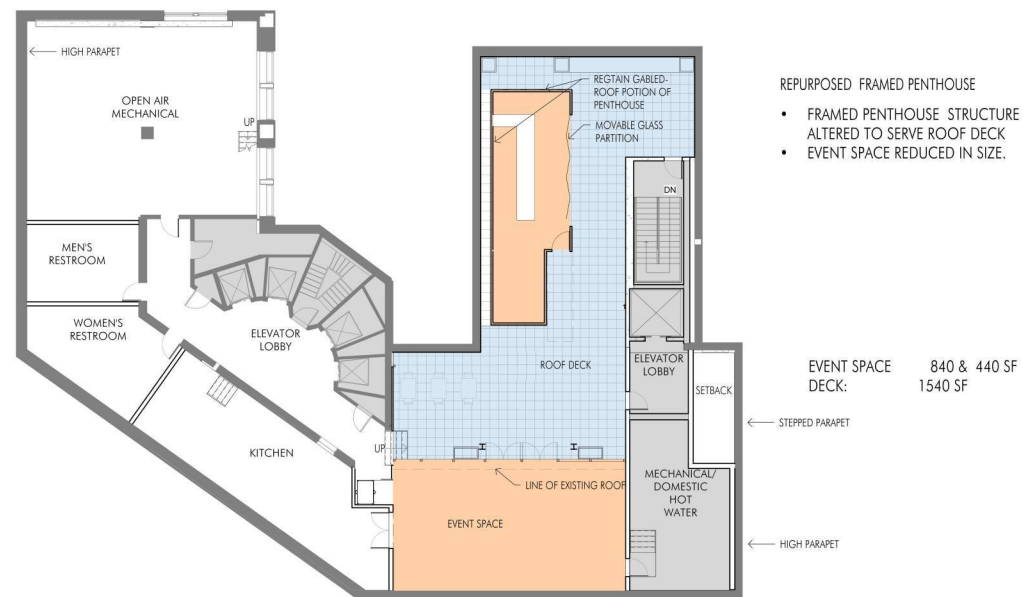
The lower image shows a small room that opens off the south side of the main conference room.

11 Plans



1 ROOF DECK OPTION 1 - PREFERRED SCHEME 1  
3/32" = 1'-0"

2 ROOF DECK OPTION 2 - SALVAGED ORNAMENTAL ELEMENTS FROM PENTHOUSE  
3/32" = 1'-0"

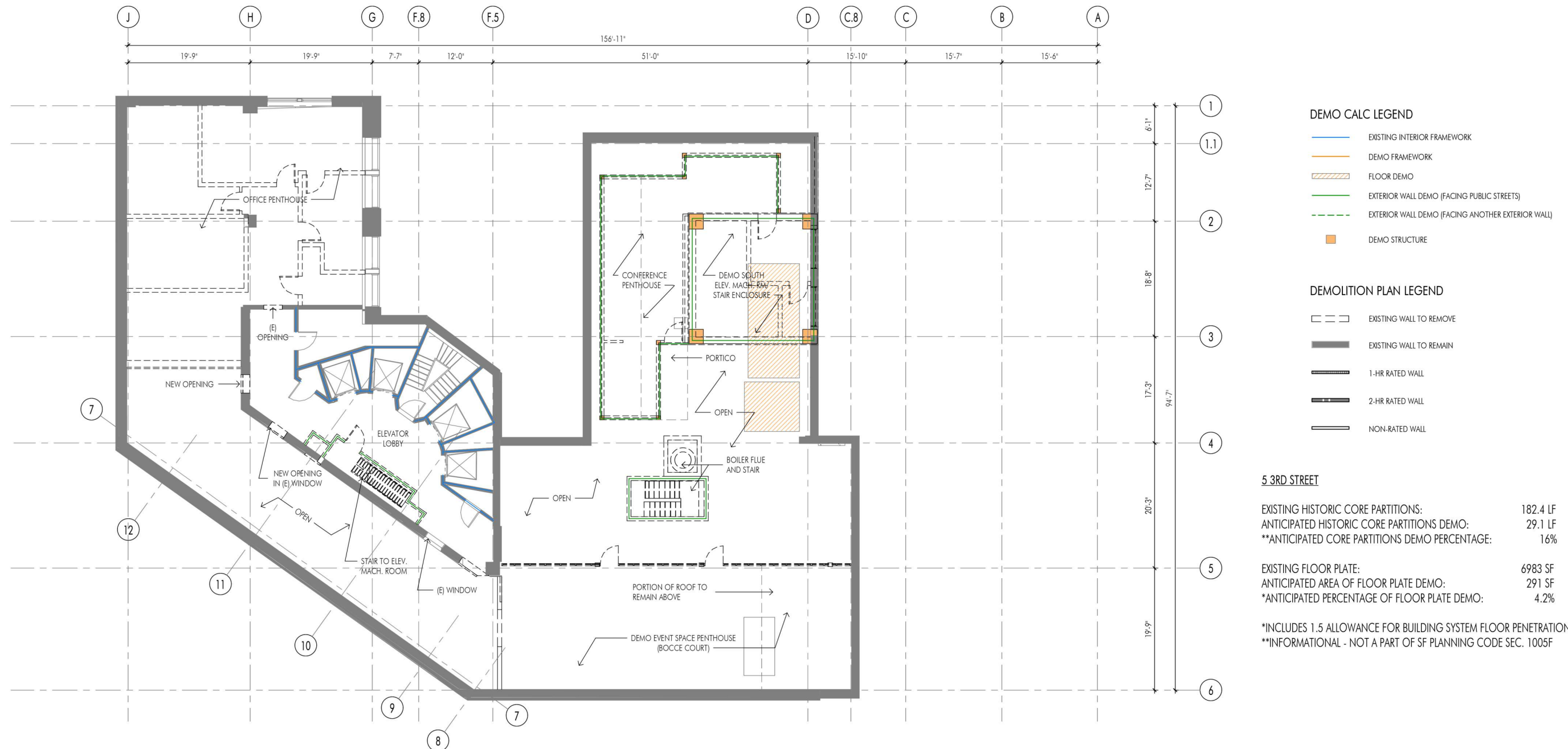


3 ROOF DECK OPTION 3 - SALVAGED IN PLACE PORTION OF PENTHOUSE  
3/32" = 1'-0"

4 ROOF DECK OPTION 4 - SALVAGED PENTHOUSE / REDUCED PUBLIC ACCESS  
3/32" = 1'-0"

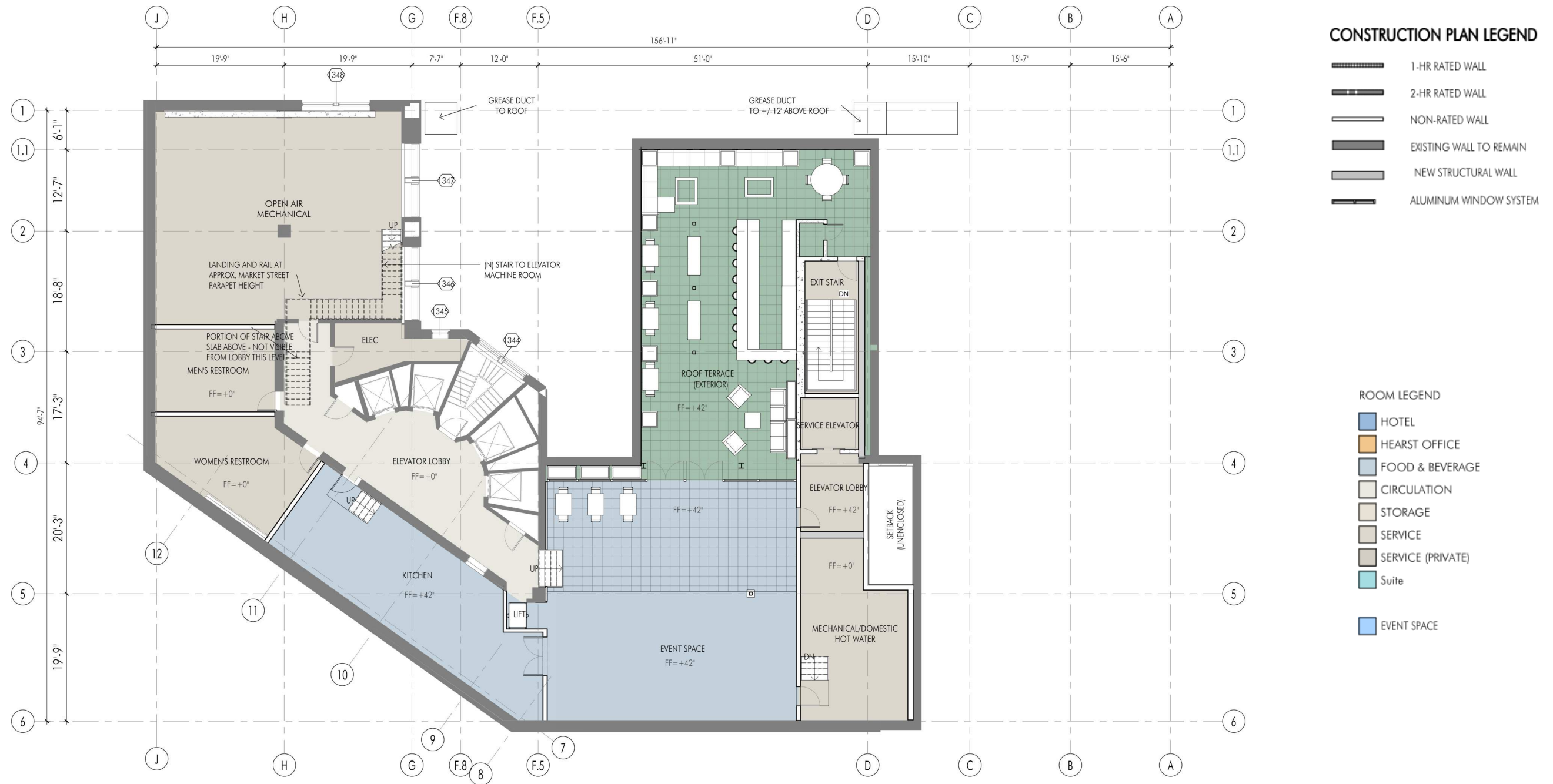


11 Plans



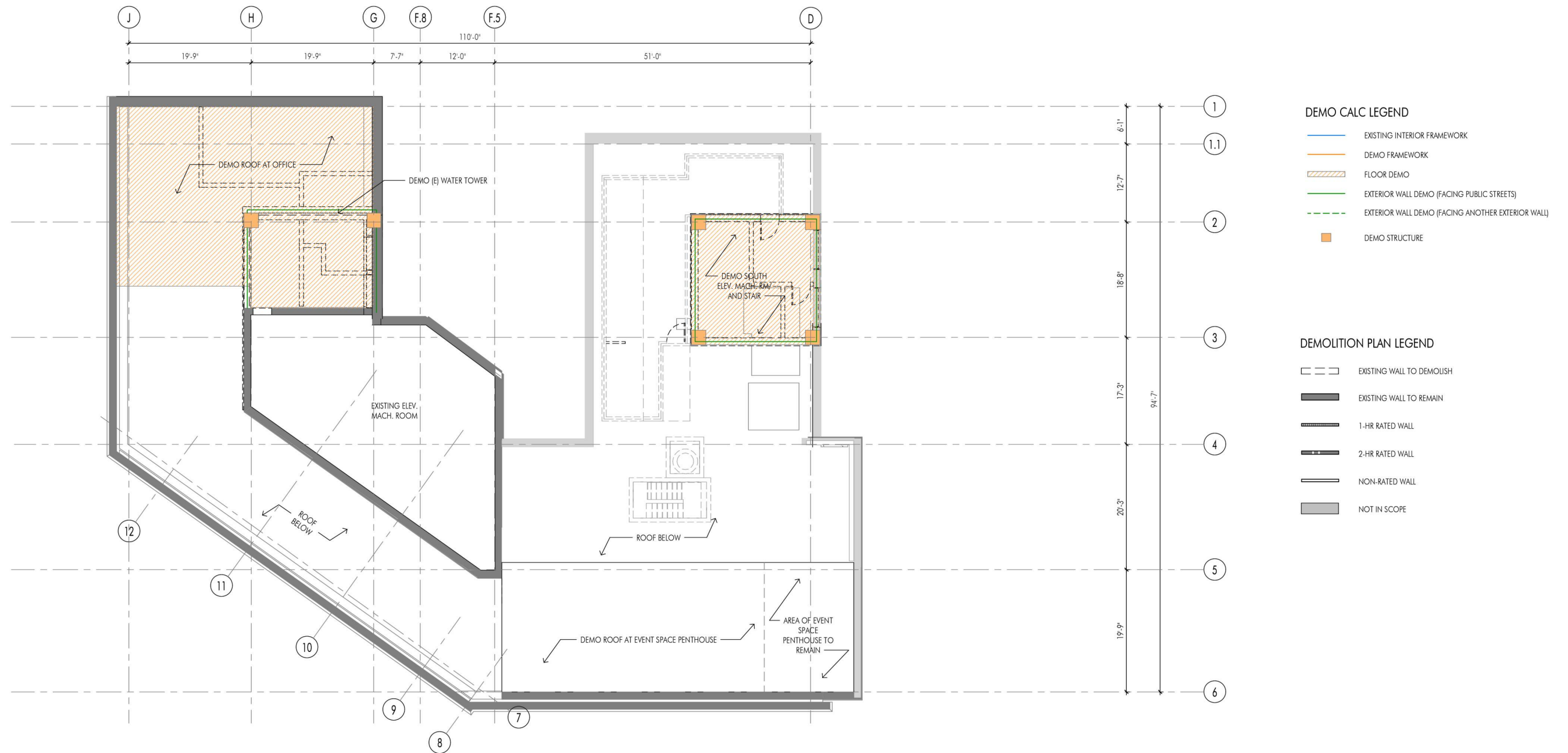
13<sup>TH</sup> FLOOR / MAIN ROOF PLAN DEMOLITION PLAN

11 Plans



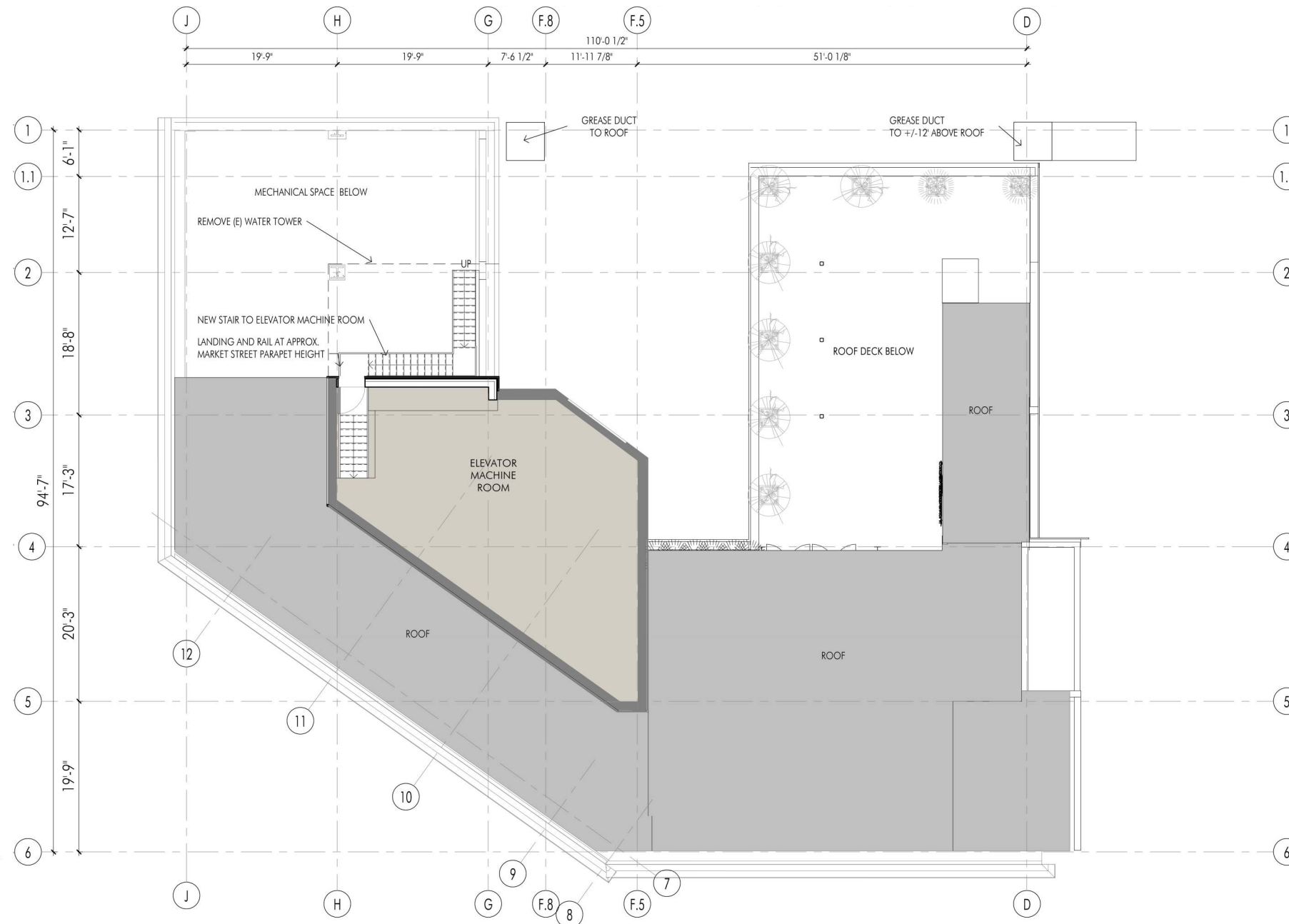


11 Plans









UPPER ROOF DEMOLITION PLAN

11 Plans



CONSTRUCTION PLAN LEGEND

-  1-HR RATED WALL
-  2-HR RATED WALL
-  NON-RATED WALL
-  EXISTING WALL TO REMAIN
-  NEW STRUCTURAL WALL
-  ALUMINUM WINDOW SYSTEM

ROOM LEGEND

-  HOTEL
-  HEARST OFFICE
-  FOOD & BEVERAGE
-  CIRCULATION
-  STORAGE
-  SERVICE
-  SERVICE (PRIVATE)
-  Suite
-  Calculating...
-  EVENT SPACE

UPPER ROOF PROPOSED PLAN



## 12 Building Chronology

The Building Chronology describes the milestones of the Hearst Building and the Building at 17-29 Third Streets and its alterations.

### Hearst Building

1889 William Randolph Hearst purchases a lot on the corner of Market and Third Street. The Nucleus Hotel, on the lot, is torn down to build the 7-story Hearst Building, and the San Francisco Examiner moves from building on Sacramento— between Montgomery and Leidesdorff Streets.

1906 7-story Hearst Building destroyed by the earthquake and fire of 1906.

1909 Phoebe Apperson Hearst commissions Kirby, Petit & Green—New York Architecture firm—to design the new building.

1911 Construction begins.

Sept. 1911 The Examiner moves into the newly-completed building.

1938 Julia Morgan is commissioned to complete a remodel of the Hearst Building’s exterior entryway, lobby, updated elevator interiors and roof parapet wall.

1951 William Randolph Hearst dies.

1965 After decades of competition, The San Francisco Examiner and the Chronicle form a joint operating agreement. The San Francisco Examiner relocates to 5th and Mission Street, where the Chronicle is already housed.

1965 Art Gensler Architects are retained to update office layouts and electrical systems at the Hearst Building at 5 Third Street. After the completion, the building is leased to commercial tenants.

### Building at 17-29 Third Street

The following Building Chronology for the building at 17-29 Third Street is excerpted from the 17-29 3rd Street Historic Evaluation – Part 1 Draft dated January 25, 2017 by Page & Turnbull.

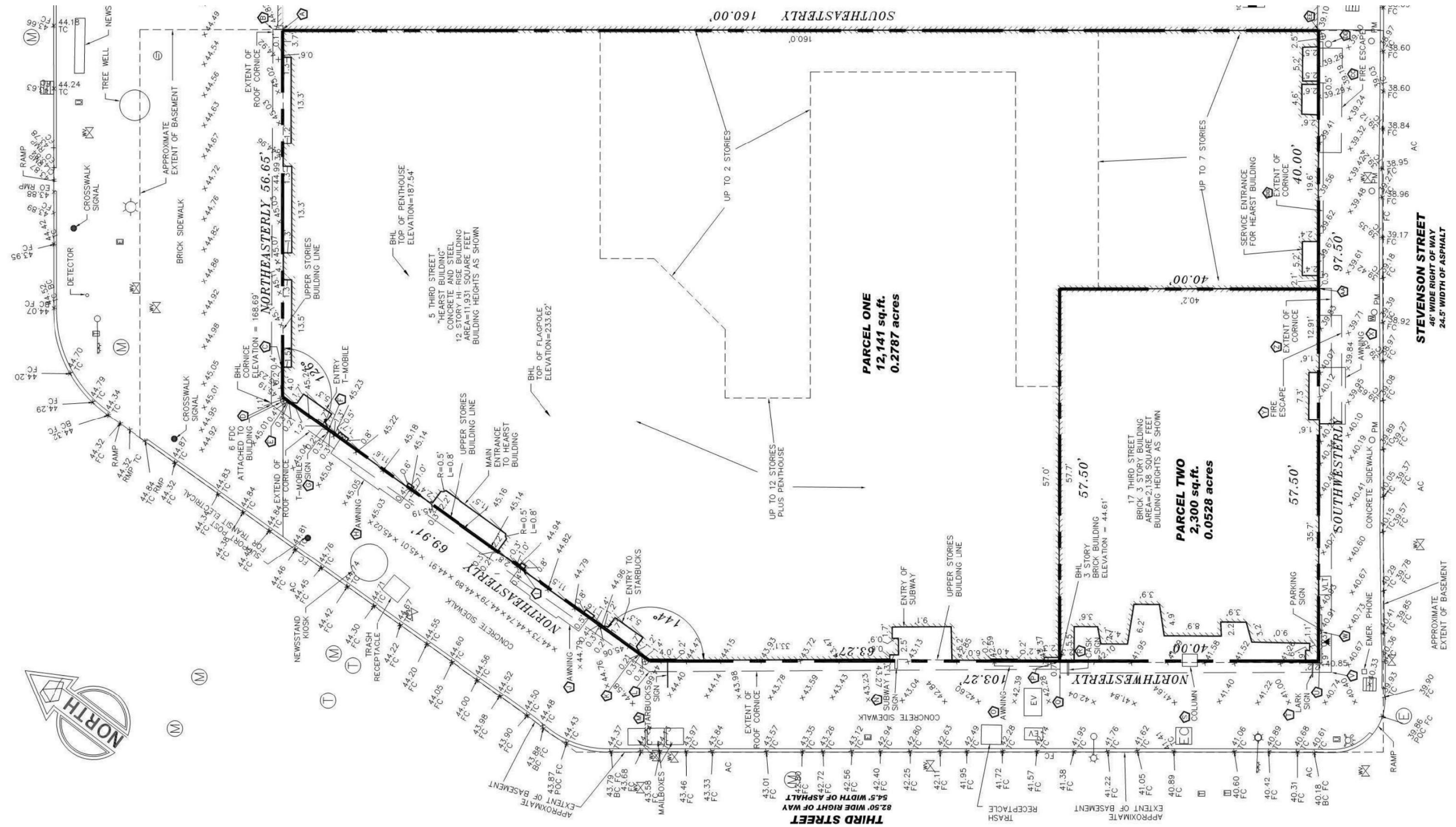
*The following provides a timeline of construction activities at 17-29 3rd Street, based on plans and building permit applications on file with the San Francisco Department of Building Inspection. Minor permits (plumbing work, fire alarms, etc.) are not included in the table. Available building permit applications are attached as an appendix.*

Filing Date	Application No.[Permit No.]	Address No.	Description of Work			
1.13.1922	103909	17		17	103909	Divide store at #17 with 4” tile partition, plastered both sides. Move entrance door at #19 3rd 4’ south
6.23.1922	108268	29		29	108268	Remove the glass lenses and cement from the present sidewalk lights, and fill the sidewalk light frames solid with concrete along the Stevenson street sidewalk of the above building
11.7.1924	132865	29		29	132865	Take out window
12.19.1928	175749	29		29	175749	Alteration to front
1.4.1929	175863	29		29	175863	Remove upper three stories of building # 10 3rd Street making one story building of same. Remove north wall of corner building and install steel frame metal windows, rearrange plumbing, remove center light shaft, general alterations, new fire escape. Architect: Leo A. Applegarth. Owner: Boyd Estate.
7.6.1908	17949	27	Show window to be enlarged and brick part on south side of entrance to be moved and iron post put in its place to make entrance larger	27	17949	
8.6.1908	185370	29	To alter front of store. To make two show windows with one entrance	29	185370	
3.18.1910	28708	29	Taking out plate glass front fittings. Change stairs to basement	29	28708	
5.27.1912	42884	27	Altering show window	27	42884	
8.5.1914	57239	29	Remove plate glass and partition of jewelry store and install cigar store	29	57239	
8.1.1916	71134	29	Remodel storefront entrance on Stevenson Street. Put second stairway in building	29	71134	
1920	91610	29	Remove present storefront and install new	29	91610	
6.26.1930	186857	29		29	186857	Erect wood and glass office partitions at second floor, railings, install additional electric wiring for floor and base plugs for office use, repair defective wood flooring and minor general repairs
9.15.1931	195134	17		17	195134	Reset to new location, also rebuild bulk heads and present plate glass
1.16.1935	12349	27		27	12349	Remodeling front, plate glass windows
5.31.1967	343823	27		27	343823	Alterations to front elevation. Removal of existing tile and storefront. New glass and aluminum store front. New plaster soffit. Electric lighting. Steam clean brick work. Paint trim and new work

6.3.1967	344088	29	Toilet and sink. Lower ceiling partitions. Tile floor
1968	3587179	17	First floor demolition
2.20.1968	317112	17	Alterations to 1st floor. Toilet, corridor per plans. Architect: M. Arthur Gensler Jr.
5.16.1968	357086	29	Panel walls inside of bar and lower ceiling
6.10.1970	0385107	17	Provide stairway from 1st floor to basement
5.17.1973	422068	29	New fire door. New plumbing. New wall paneling
8.2.1974	437615 [391203]	17	Street level-Stevenson Street. Fur reveals in exterior wall to line of property line wall- lower soffit at entry. Wall furring 52'x15. Using metal lath and plaster. Apply ceramic tile to furring
6.25.1980	1868517 [144603]	29	Second floor: Erect wood and glass office partitions, railings, install additions, electrical wiring for floor and base plugs for office use, repair wood flooring and minor general repairs
10.6.1998	09820280	17	Seismic strengthening of URM building. Special procedure.
11.15.2005	200511158 161	17	Interior T.I. for new sandwich shop, including partitions, fixtures, finishes, lighting, equipment (expired)
10.12.2007	200710125 30	17	Minor exploratory demolition, removal of floor tiles and carpet



13 Building Data: Land Title Survey



### 13 Building Data: Floor Area Ratio

Hearst Hotel | Floor Area Ratio Calculations

9/4/

**PROPOSED: WITHOUT VERTICAL ADDITION**

Floor	Enclosed Building Area	F.A.R. Areas		NOTES:
		Planning Gross	Excluded	
SB	15,368 s.f.	1,815 s.f.	13,553 s.f.	
B	18,532 s.f.	15,692 s.f.	2,840 s.f.	1039 infill at former boiler room
1	14,013 s.f.	4,861 s.f.	9,152 s.f.	
2	11,536 s.f.	11,440 s.f.	96 s.f.	-715 portion of floor demolished in 17-29 3rd St Bldg
3	12,251 s.f.	11,900 s.f.	351 s.f.	-322 Hearst Office stair
4	9,880 s.f.	9,784 s.f.	96 s.f.	
5	9,880 s.f.	9,784 s.f.	96 s.f.	
6	9,880 s.f.	9,784 s.f.	96 s.f.	
7	9,880 s.f.	9,772 s.f.	96 s.f.	320 infill at Stevenson Wing
8	9,880 s.f.	9,772 s.f.	96 s.f.	320 infill at Stevenson Wing
9	8,126 s.f.	8,030 s.f.	96 s.f.	
10	8,126 s.f.	8,030 s.f.	96 s.f.	
11	8,126 s.f.	8,030 s.f.	96 s.f.	
12	8,126 s.f.	8,030 s.f.	96 s.f.	
13	5,335 s.f.	4,826 s.f.	509 s.f.	Event space + restrooms + kitchen + mechanical room
<b>TOTALS</b>	<b>158,939 s.f.</b>	<b>131,550 s.f.</b>	<b>27,365 s.f.</b>	

**FAR CALCULATION (w/out Vert. Add.)**

Incl. Floor Area	131,550 s.f.
Site Area	14,373 s.f.
<b>Proposed F.A.R.</b>	<b>9.15</b>

**EXISTING**

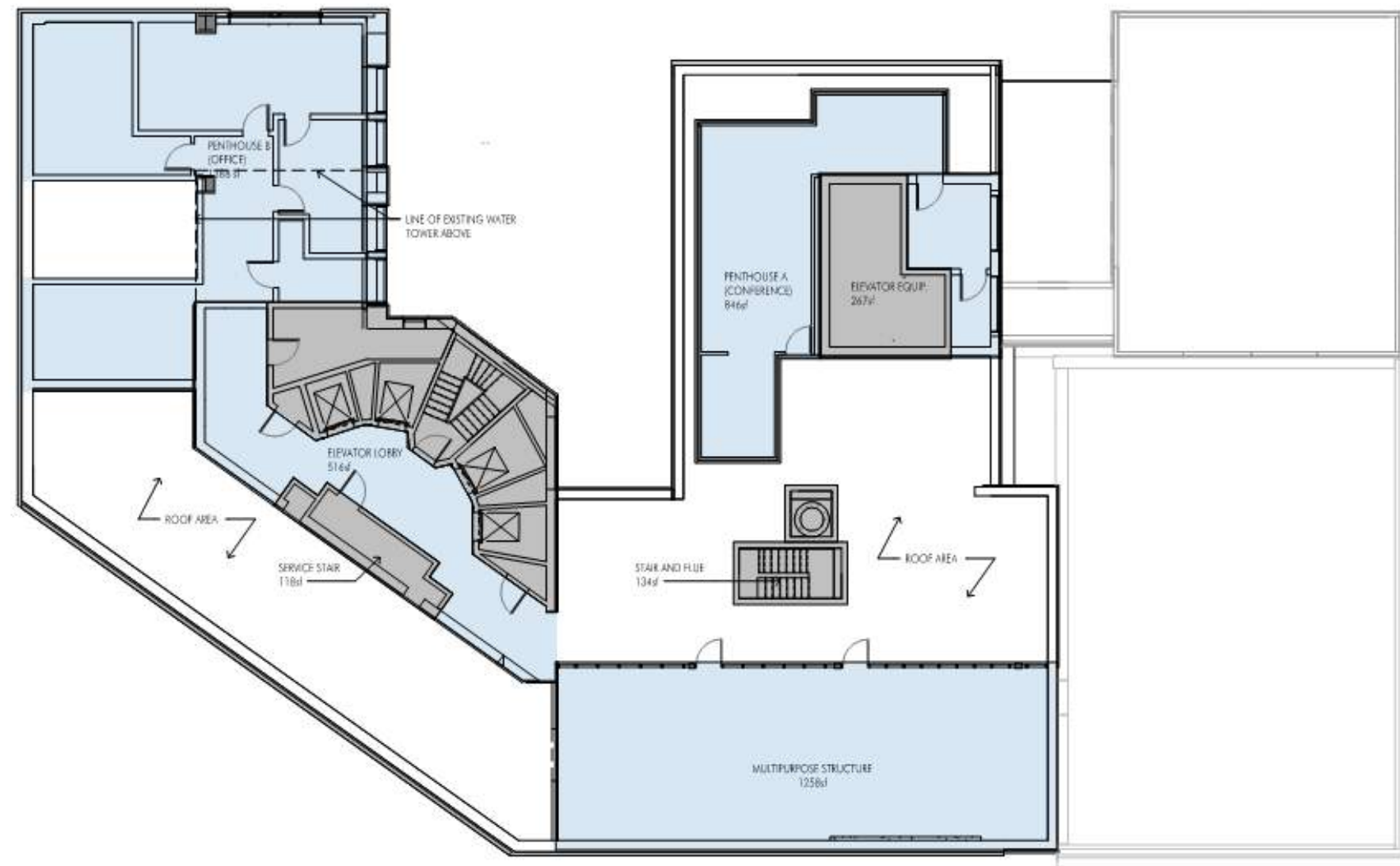
Floor	Enclosed Building Area	F.A.R. Areas		NOTES:
		Planning Gross	Excluded	
SB	15,368 s.f.	943 s.f.	14,425 s.f.	
B	17,493 s.f.	15,704 s.f.	1,789 s.f.	
1	14,013 s.f.	4,456 s.f.	9,557 s.f.	
2	12,251 s.f.	12,222 s.f.	29 s.f.	
3	12,251 s.f.	12,222 s.f.	29 s.f.	
4	9,880 s.f.	9,851 s.f.	29 s.f.	
5	9,880 s.f.	9,851 s.f.	29 s.f.	
6	9,880 s.f.	9,851 s.f.	29 s.f.	
7	9,560 s.f.	9,531 s.f.	29 s.f.	
8	9,560 s.f.	9,531 s.f.	29 s.f.	
9	8,126 s.f.	8,097 s.f.	29 s.f.	
10	8,126 s.f.	8,097 s.f.	29 s.f.	
11	8,126 s.f.	8,097 s.f.	29 s.f.	
12	8,126 s.f.	8,097 s.f.	29 s.f.	
13	5,129 s.f.	5,100 s.f.	29 s.f.	bocce court + conference space/office wings
<b>TOTALS</b>	<b>157,769 s.f.</b>	<b>131,650 s.f.</b>	<b>26,119 s.f.</b>	

**FAR CALCULATION**

Incl. Floor Area	131,650 s.f.
Site Area	14,373 s.f.
<b>Existing F.A.R.</b>	<b>9.16</b>

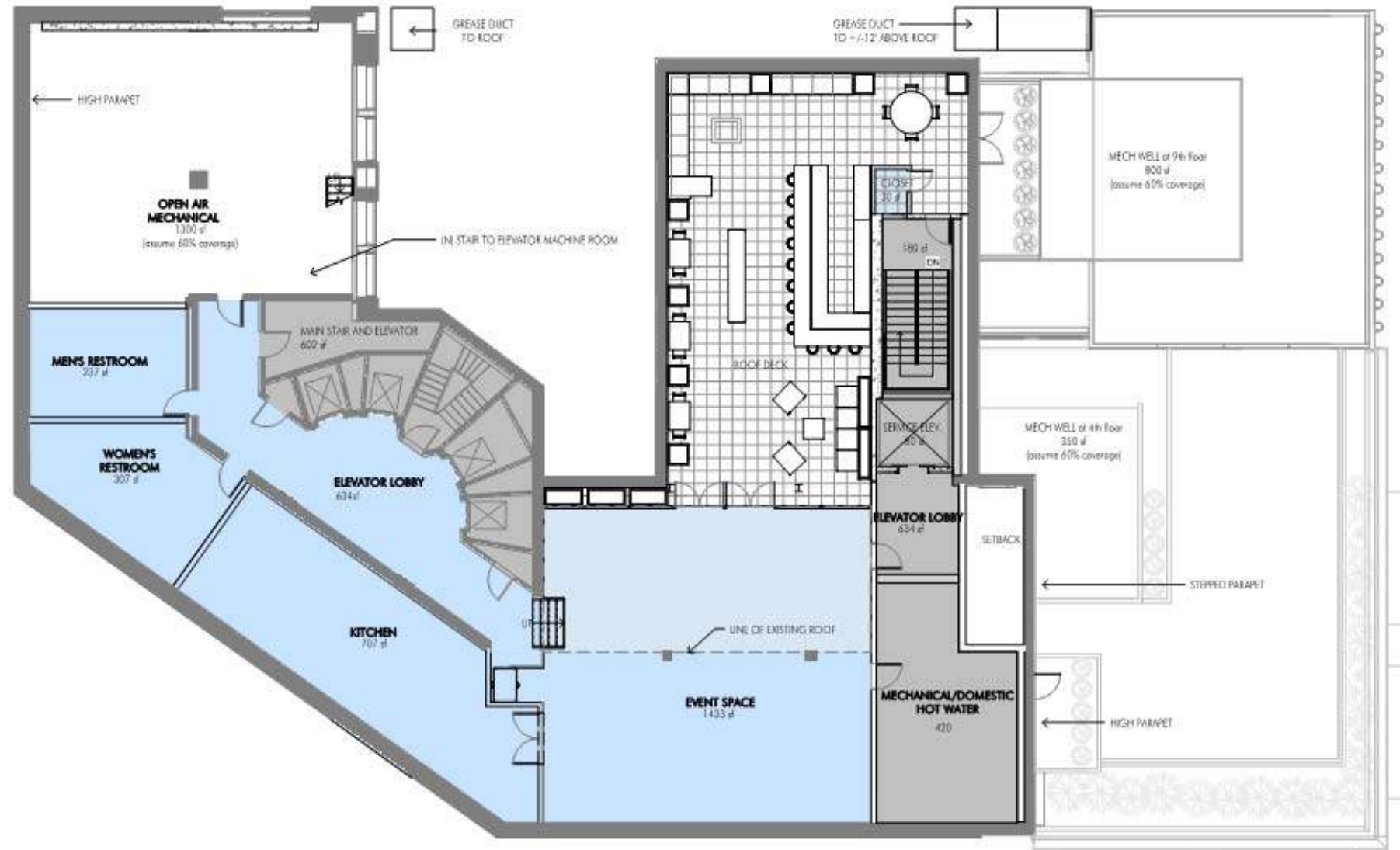


**13 Building Data: Roof Coverage Analysis**



**13<sup>th</sup> FLOOR/ MAIN ROOF - EXISTING COVERAGE DIAGRAM**

**13 Building Data: Roof Coverage Analysis**



**13<sup>th</sup> FLOOR/ MAIN ROOF - PROPOSED COVERAGE DIAGRAM**



### 13 Building Data: Roof Coverage Analysis

EXISTING			
Room Name	Area (sf) Occupiable	Area (sf) Service/Support	Proposed Status
Elevator Lobby	516		retain
Main Stair and Elevator		602	retain
Service Stair		118	demo
Elevator Equip. rm.		267	demo
Penthouse A (Conference)	846		demo
Penthouse B (Office)*	1388		demo
Multipurpose Room	1258		alter/expand
Stair and Flue		134	demo
Misc. Mech Equip, upper roof		50	estimated foot print, misc equipment
Misc. Mech Equip, Stevenson roof		250	estimated foot print
<b>Subtotal Occupiable</b>	<b>4008</b>		
<b>Subtotal Service/Support</b>		<b>1421</b>	
<b>Total Enclosed (includes exterior mech equipment)</b>		<b>5429</b>	

PROPOSED			
Room Name	Area (sf) Occupiable	Area (sf) Service/Support	Proposed Status
Elevator Lobby	634		retained - area increase due to service stair removal
Main Stair and Elevator		602	retained
Kitchen	707		new infill
Women's RR	307		new infill
Men's RR	237		new infill
Electrical		80	new infill
Event Space	1433		retained /expanded
Mechanical/ Dom hot water		413	new
Service Elevator lobby		116	new
Service Elevator (accessible)		80	new
Closet		30	new
Exit Stair		180	new
Mech Well - Main Roof		780	new, open, 60%** equipment coverage of 1300sf
Mech Well - Stevenson Roof		480	new, open, 60%** equipment coverage of 800sf
Miscs Mech		350	allowance for TBD equipment/fans
<b>Subtotal Occupiable</b>	<b>3318</b>		
<b>Subtotal Service/Support</b>		<b>3111</b>	
<b>Total Enclosed (includes exterior mech equipment)</b>		<b>6429</b>	

\* Area value differs in FAR calc due to inclusion of open court per sf planning gross area rules.

\*\* Calculated equipment area coverage equals ~30% coverage; use 60% coverage

Existing roof Coverage - 5 3rd street		
	Area (sf)	percent of floor plate
Existing Roof Area*	9,560	
Existing mechanical	1421	14.9%
Existing Coverage (mech + occupier)	5429	56.8%

Existing roof Coverage - 17-29 Third Street		
	Area (sf)	percent of floor plate
Existing Roof Area	2,300	
Existing mechanical	215	9.3%
Existing Coverage (mech + occupier)	215	9.3%

Proposed Roof Coverage - 5 3rd street		
	Area (sf)	percent of floor plate
Existing floor plate*	9,560	
Proposed mechanical	3111	32.5%
Proposed Coverage (mech + occup)	6429	67.2%

Proposed Roof Coverage - 17-29 Third Street		
	Area (sf)	percent of floor plate
Existing floor plate	2,300	
**Proposed mechanical	300	13.0%
Proposed Coverage (mech + occup)	300	13.0%

\*Combined roof area of 13th floor (12th floor roof) and Stevenson Wing roof at level 9

\*\*Estimated at 60% coverage of 500 sf

### Combined Roof Coverage of 5 Third and 17-29 Third Streets 56.7%

**13 Building Data:  
Demolition Calculation Summary**

Hearst Building, 5 Third Street

Demolition Calculations Table per sec 1005f

Removal of Elements	Section 1005 Limits	Proposed Project	Proposed Project Total	Meets Planning Code?
1) Vertical Envelope Facing Public Street s. Ground level storefront and openings	25 % or more (external walls facing a public street(s)) OR	10.3% 2,211 sf	10.3%	Yes
2) Vertical Envelope Elements <i>Wall Demo/Cover</i> a Opening in South wall adj to 17-29 b Infill at 7th & 8th floor, Stevenson Wing c 2nd floor doors d 3rd floor doors e 4th floor doors/sills f 9th floor doors/sills s. Ground level storefront and openings <i>Roof top elements</i> g Demo Water Tower h Demo Penthouse (conference) i Demo Stair/flue j Demo of South Elevator/Stair PH	50% or more (function as external walls) OR	11.2% 8975 sf	11.2%	Yes
3) External walls <i>Wall Demo/Cover</i> a Opening in South wall adj to 17-29 c 2nd floor doors d 3rd floor doors e 4th floor doors/sills f 9th floor doors/sills s. Ground level storefront and openings <i>Roof top elements</i> g Demo Water Tower h Demo Penthouse (conference) i Demo Stair/flue j Demo of South Elevator/Stair PH	25% or more OR	9.2% 7344 sf	9.2%	Yes
Internal Structural Framework 4a) Structural E South stair/elevator PH columns F Penthouse (conference) columns H Water Tower columns 4b) Horizontal Elements <sup>5</sup> [roof area, floor plates except at/below grade] <i>Floor openings/slabs</i> k New Exit Stair m New Fire Service Elevator n New exit stairs basement to 1st p New internal 2nd -3rd stair q elevator penthouse roof r water tower slab	75% or more (combined internal structural framework or floor plates)	3.1% 300 sf 2.3% 3130	Combined total % 2.7%	Yes

**NOTE:** If removal and replacement of additional building elements considered beyond repair is required during construction, contact the Planning Department immediately for review and approval. This includes floor framing, sidewalls and other structural members not visible from the public right-of-way. Removal of elements beyond percentages submitted above is considered a violation. If removal is beyond percentages outlined in Planning Code Section 1005, further environmental review by the Planning Department is required.

The following is not a part of Sf Planning Code section 1005f, but included as informational.

Cumulative area of interior partition walls proposed to be removed that are integral to the building's original/historic structure, interior partition walls that are stacked on top of one another up through successive floors of the building, walls that run perpendicular to and are tied in to the exterior building walls, and walls supporting interior staircases. construction methods and interior layout beyond 4 exterior walls

Interior non-core walls that have been altered or are non-historic need not be considered.

Total Core (LF)	7042
Total Core Demo (LF)	2160.4
Percentage Demo	30.7%
Percent Retained	69.3%

17-29 Third Street

Demolition Calculations Table per sec 1005f

Removal of Elements	Section 1005 Limits	Proposed Project	Proposed Project Total	Meets Planning Code?
1) Vertical Envelope Facing Public Street <i>Wall Demo/Cover</i> b Openings in Stevenson Wall	25 % or more (external walls facing a public street(s)) OR	22.9% 818 sf	22.9%	Yes
2) Vertical Envelope Elements <i>Wall Demo/Cover</i> a Opening in North wall adj to 5, 3rd b Openings in Stevenson Wall c 2nd floor doors d 3rd floor doors	50% or more (function as external walls) OR	13.1% 1068 sf	13.1%	Yes
3) External walls <i>Wall Demo/Cover</i> a Opening in North wall adj to 5, 3rd b Openings in Stevenson Wall c 2nd floor doors d 3rd floor doors	25% or more OR	13.1% 1086 sf	13.1%	Yes
4a) Internal Structural Framework No columns are proposed to be removed	75% or more (combined internal structural framework or floor plates)	0% 144 lf	Combined total % 17.4%	Yes
4b) Horizontal Elements <sup>5</sup> [roof area, floor plates except at/below grade] <i>Floor openings/slabs</i> k New Exit Stair m New Fire Service Elevator n New exit stairs basement to 1st p New internal 2nd -3rd stair q elevator penthouse roof r water tower slab		32.8% 2690 sf		

**NOTE:** If removal and replacement of additional building elements considered beyond repair is required during construction, contact the Planning Department immediately for review and approval. This includes floor framing, sidewalls and other structural members not visible from the public right-of-way. Removal of elements beyond percentages submitted above is considered a violation. If removal is beyond percentages outlined in Planning Code Section 1005, further environmental review by the Planning Department is required.

The following is not a part of Sf Planning Code section 1005f but included as informational.

Cumulative area of interior partition walls proposed to be removed that are integral to the building's original/historic structure, interior partition walls that are stacked on top of one another up through successive floors of the building (core), walls that run perpendicular to and are tied in to the exterior building walls, and walls supporting interior staircases. construction methods and interior layout beyond 4 exterior walls.

Interior non-core walls that have been altered or are non-historic need not be considered.

Total Core (LF)	136
Total Core Demo (LF)	102
Percentage Demo	25%
Percent Retained	75%

EXHIBIT F: PUBLIC COMMENT  
- OPPOSITION

Tuffy, Eiliesh (CPC)

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**From:** Adam Geller <ageller@gmail.com>  
**Sent:** Wednesday, September 19, 2018 7:15 PM  
**To:** MandelmanStaff, [BOS]; Tuffy, Eiliesh (CPC)  
**Subject:** Re: comment for today's (9/19/2018) permit hearing -- case 2016-007303PTA/PCA

First message was not delivered?

On Wed, Sep 19, 2018, 8:40 AM Adam Geller <ageller@gmail.com> wrote:

Hi Eiliesh,

I'm writing to you in hopes that you can offer my viewpoint to the committee reviewing this matter. I am both a San Francisco resident in D8 as well as a small business owner that employs 6 people.

I'm gravely concerned about the impact of the proposed modification at 5 3rd Street from "office" into "hotel" classified space.

Let me first say that I know our city has both a shortage of work space for office workers as well as a shortage of hotel rooms. I think we need more of both types of spaces and should be approving /new/ buildings in both categories (as well as housing). I also understand the good economics of running a hotel in San Francisco -- there is more than enough demand to fill another hotel.

But the same is true about office space -- there is high demand and not enough supply. For a building already in used as office space, I think we need to consider the very real and negative impact that taking so much square footage off the market as office space.

**When we take away office space, we are driving companies outside the city** -- both directly and indirectly:

- (a) from the direct perspective, there is less available space to be rented, rehabbed, and occupied
- (b) from the indirect perspective, other office space will raise in price due to decreased supply in the market.

I am genuinely worried about how my business will continue to afford office space in San Francisco as rents continue to rise at untenable rates for commercial space. A decision to turn existing office space into a hotel will only make this problem worse for me as well as other San Francisco-based businesses.

Thank you for sharing my comment with committee.

Adam Geller



## Salgado, Rebecca (CPC)

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**From:** Ionin, Jonas (CPC)  
**Sent:** Monday, March 11, 2019 9:55 AM  
**To:** Aaron Jon Hyland - HPC; Andrew Wolfram (andrew@tefarch.com); Black, Kate (CPC); Diane Matsuda; Ellen Johnck - HPC; Jonathan Pearlman; Richard S. E. Johns  
**Cc:** Feliciano, Josephine (CPC); Salgado, Rebecca (CPC)  
**Subject:** FW: Overlooked No More: Julia Morgan, Pioneering Female Architect - The New York Times

Jonas P. Ionin,  
Director of Commission Affairs

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Direct: 415-558-6309 | Fax: 415-558-6409

[jonas.ionin@sfgov.org](mailto:jonas.ionin@sfgov.org)  
[www.sfplanning.org](http://www.sfplanning.org)

**From:** SchuT <schuttishtr@sbcglobal.net>  
**Sent:** Friday, March 08, 2019 4:09 PM  
**To:** Ionin, Jonas (CPC) <jonas.ionin@sfgov.org>  
**Subject:** Overlooked No More: Julia Morgan, Pioneering Female Architect - The New York Times

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

*Dear Mr. Ionin,*  
*If possible could you please include this NYT obit in the packet for the HPC hearing on March 20th for the Hearst Building project on 3rd & Market. Thank you.*  
*Have a nice weekend.*  
*Sincerely,*  
*Georgia Schuttish*  
<https://www.nytimes.com/2019/03/06/obituaries/julia-morgan-overlooked.html>

Sent from my iPad