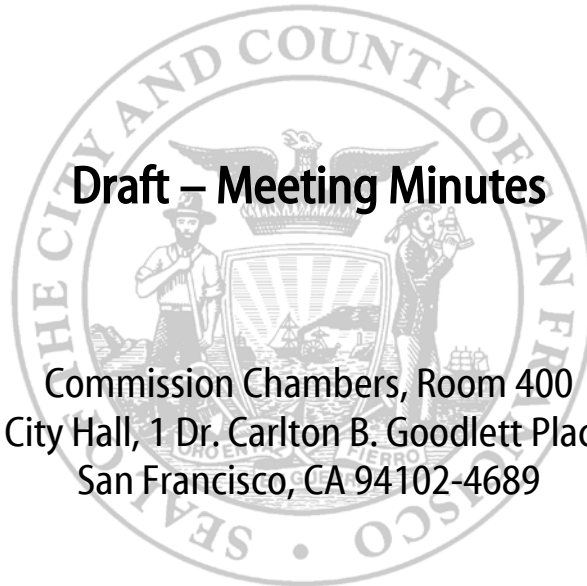


SAN FRANCISCO HISTORIC PRESERVATION COMMISSION



Draft – Meeting Minutes

Commission Chambers, Room 400
City Hall, 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Wednesday, November 2, 2016
11:30 a.m.
Architectural Review Committee
Meeting

COMMISSIONERS PRESENT: Hasz, Pearlman, Hyland

THE MEETING WAS CALLED TO ORDER BY COMMISSIONER PEARLMAN AT 11:34 AM

STAFF IN ATTENDANCE: Elizabeth Gordon-Jonckheer, Tim Frye – Historic Preservation Officer, Jonas Ionin – Commission Secretary

SPEAKER KEY:

- + indicates a speaker in support of an item;
- indicates a speaker in opposition to an item; and
- = indicates a neutral speaker or a speaker who did not indicate support or opposition

1. [2015-002825ENV](#) (E. GORDON-JONCKHEER: (415) 575-8728)
1965 MARKET STREET – southwest corner of Market Street and Duboce Avenue; Assessor's Block 3534, Lots 58, 59, 61 and 62 (District 8) - Request for **Review and Comment** by the Architectural Review Committee regarding the proposal to construct a new 85-foot mixed-use building with ground-floor retail, below grade parking, and 96 residential units at the subject property. The existing structure is a National Register-eligible and California Register-eligible historic resource identified through the Inner Mission North Historic Resource Survey. The subject property is located in a NCT-3 (Moderate Neighborhood Commercial Transit) Zoning District and 40-X (at rear) and 85-X Height and Bulk District along Market Street, and a RTO (Residential Transit Oriented) Zoning District and 50-X

Height and Bulk District along Duboce Avenue. The site is also within the Market and Octavia Plan Area.

Preliminary Recommendation: Review and Comment

SPEAKER: = Elizabeth Gordon-Jonchkheer – Staff report
+ David Baker – Design presentation

ACTION: Reviewed and Commented

1. Spatial Relationships

Setback, Massing and Height

- The Commissioners recognized that the 2- to 3-story massing and profile of the extant historic building is an important character-defining feature of the building and one that reflects the scale and character of the resource, as well as those of neighboring residential properties along Duboce Avenue, and similar commercial properties of the era along Market Street.
- Commissioner Hasz, found that the new structures proposed, both in proportion, mass and height, achieved an appropriate relationship to the resource. The Commissioner felt that the addition to the resource was compatible with the architecture and features of the existing building.
- Commissioner Hyland felt that the proposal diminished the massing of the existing resource and did not respect the building's original design qualities. The Commissioner suggested that there not be an addition over the resource or an addition of minimal height -- limited to one story -- over the towers along the Market Street elevation. Related to Commissioner Hyland's comments there was a general discussion regarding whether this proposal would set a precedent for the scale of development on lots with buildings of historic value along Market Street, and whether this project represented façadism as currently proposed. The Commissioner recommended that the Project Sponsor consider modifying the design to move massing to the adjacent parking lot parcel by utilizing the legislative amendment process.
- Commissioner Pearlman found the mass over the existing building to be overwhelming and looming over the resource, stating that the project did not respect the context of the resource or the Victorian buildings on Duboce Avenue. The Commissioner noted that the existing building is significantly modulated and that the new construction should reference this and reflect the existing composition. He felt that the project requires greater articulation in deference to the resource, and reduced massing and setbacks, which would break up the new construction. Commissioner Pearlman recommended that the proposed height should be reduced – a three story limit -- and include additional stepping back on Market Street and Duboce Avenue.

Separation

- Commissioners Hyland and Pearlman supported greater separation between the resource and the proposed addition along Duboce Avenue. Both Commissioners indicated that creating a compatible transition would be easier because the existing adjacent parking lot

parcel was part of the project -- affording the design more room for separation and articulation.

2. Materials and Details

Fenestration

- Commissioner Pearlman asked the Project Sponsor to rethink the proposed wall to window relationship of the new construction so that it is more consistent with that of the existing building, indicating that the window proportions were too large and inconsistent with existing pattern of the resource.

Materials and Colors

- The Commissioners generally agreed that proposed color scheme should be more referential to the resource. Commissioner Haez recommended that the Project Sponsor rethink the use of faux red brick adjacent to the original building.

- 3. Interior.** The Commissioners recommended that the project retain the overall configuration of the significant 2-story interior space entered off of the Market Street entrance.

- 4. General.** Commissioners Hyland and Pearlman asked the Project Sponsor to reconsider the Preliminary Project Assessment (PPA) recommendation by the Planning Department where there would be a redistribution of some the project's height and massing to an equivalent portion at the adjacent parking lot parcel. There was also general discussion of façadism and similar projects throughout the city.

LETTER: 0070

ADJOURNMENT – 12:20 PM