



SAN FRANCISCO PLANNING DEPARTMENT

Permit to Alter Case Report

HEARING DATE: JUNE 7, 2017

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: March 15, 2017
Case No.: **2017-003134PTA**
Project Address: **72 ELLIS STREET**
Conservation District: Kearny-Mason-Market-Sutter Conservation District
Zoning: C-3-R (Downtown Retail) District
80-130-F Height and Bulk District
Block/Lot: 0327/011
Owner : OSIB 72 Ellis Street Properties, LLC
citizenM Hotels
79 Madison Avenue, 2nd Floor
New York, NY 10016
Project Contact: Daniel Frattin, Reuben Junius & Rose, LLP
One Bush Street, Suite 600
San Francisco, CA 94104
Staff Contact: Marcelle Boudreaux - (415) 575-9140
Marcelle.boudreaux@sfgov.org
Reviewed By Tina Tam – (558) -6325
Tina.tam@sfgov.org

PROPERTY DESCRIPTION

The proposed 8,420-square-foot subject site area, Lot 011 of Assessor's Block 0327, is currently a surface parking lot used for commercial parking located within the Kearny-Market-Mason-Sutter (KMMS) Conservation District and the C-3-R (Downtown Retail) Zoning and the 80-130-F Height and Bulk Districts.

PROJECT DESCRIPTION

The proposed project involves construction of a 192-room hotel in approximately 130-foot tall building with 11 stories over a basement-level gym and approximately 8,420 square feet of retail space on the first floor and mezzanine level. The building footprint will occupy a majority of the project site, with setbacks at upper levels at the rear of the building, for hotel room light and air. The Ellis Street façade is the primary visible façade; there are visible side (secondary) elevations due to short height of adjacent structures. The building is proposed to be constructed to the property line.

Specifically, the new construction will include:

- The proposed hotel building will replicate the prevailing three-part vertical compositions found throughout the District, with a height of approximately 130 feet. Its primary façade will be divided into three vertical bays, defined by a rhythmic fenestration pattern organized by vertical

piers of limestone-clad rainscreen system enhanced by aluminum extrusion casing projecting approximately seven inches from the face of the glazing at the shaft level, and reinforced by a storefront glazing system at the base.

- The “base” consists of the ground-floor and mezzanine level commercial space, approximately 22 feet 8 inches tall, and will be expressed through storefront glazing systems within the three bay module. The primary hotel entrance of glazed double doors will be located in the eastern-most bay. The commercial retail entrance of glazed double doors will be located in the western-most bay, with additional storefront glazing for the commercial space in the center module. A demountable awning, clad in the light grey metal panel and projecting approximately 3 feet 10 inches from the property line, is proposed within each of the bays created by the vertical piers.
- The building’s “shaft” will feature a rhythmic fenestration pattern created through the repetitive use of clear insulated glazing and glass spandrel panel, accented by light grey metal panels projecting approximately 2 inches from the glazing in both vertical and horizontal bands. Every three floors, at the base of levels six and nine, the horizontal metal band projects an additional 2 inches from the face of glazing and is emphasized with the darker grey metal panel.
- The “capital” consists of a contemporary, open cornice element approximately 15 feet 8 inches, framed by the limestone-clad rainscreen system. The vertical piers extend up through this level, continuing the three bay module created at the base and shaft. Privately-owned public open space is provided on the roof at the Ellis Street elevation, and at this elevation the POPOS is defined by a glazed guardrail. A 3-foot thick horizontal band terminates the building.

OTHER ACTIONS REQUIRED

On July 13, 2017, the Planning Commission will hear a request to extend the performance period of the Project (Case No. 2017-003434DNX/CUA) at a regularly scheduled meeting. In addition, the proposed project will require a Building Permit.

BACKGROUND

On November 15, 2001, the Planning Commission approved a project (Case No. 2000.383CX) to demolish an existing surface parking lot and construct an 11-story, 125-foot hotel consisting of approximately 156 rooms, a lobby, accessory meeting rooms, and a restaurant, located at 72 Ellis Street (“Project Site”), within the C-3-R Zoning District, the 80-130-F Height and Bulk District, and for new construction within the Kearny-Market-Mason-Sutter Conservation District. The Project was previously granted a Conditional Use Authorization, as well as a Downtown Project Authorization and Requests for Exceptions under Planning Code Section 309, including a height exception in the 80-130-F Height and Bulk District, a bulk exception, and a height extension for a vertical extension.

On December 9, 2004, the Commission conducted a duly noticed public hearing at a regularly scheduled meeting on Application No. 2004.1047CX, a request to extend the performance period of the Project for three years. The Commission reviewed and discussed the findings for approval prepared for its review by Department staff, and approved the extension of the performance period for three years (Motions 16919 and 16920), subject to the conditions of the original approval of the Project. This extension expired on December 9, 2007.

On March 25, 2010, the Commission conducted a duly noticed public hearing at a regularly scheduled meeting on Application No. 2009.1105CX, a request to extend the performance period of the Project for

three years. The Commission reviewed and discussed the findings for approval prepared for its review by Department staff, and approved the extension of the performance period for three years (Motions 18503 and 18504), subject to the conditions of the original approval of the Project. This extension expired on March 25, 2013.

On August 15, 2013, the Commission conducted a duly noticed public hearing at a regularly scheduled meeting on Case No 2013.0180CX, a request to extend the performance period of the Project for three years. The Commission reviewed and discussed the findings for approval prepared for its review by Department staff, and approved the extension of the performance period for two years (Motions 18954 and 18955), subject to the conditions of the original approval of the Project. One of the conditions of approval required final design review by the Architectural Review Committee (ARC) as part of the Planning Department's review of the project; the project was reviewed by ARC on July 8, 2015. This extension expired on August 15, 2015.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

The proposed project is in general 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 the 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 for a replacement structure in the Conservation District, the Historic Preservation Commission must find that the proposed work is in compliance with the *Secretary of the Interior's Standards for Rehabilitation*, Section 1113 of the Planning Code, as well as the designating Ordinance and any applicable guidelines, local interpretations, bulletins, related appendices, or other policies.

SECTION 1113 OF THE PLANNING CODE

Section 1113 of the Planning Code outlines the specific standards and requirements the Historic Preservation Commission shall use when evaluating Permits to Alter for new and replacement structures in Conservation Districts. These standards, in relevant part(s), are listed below:

- (a) Within Conservation Districts, new or replacement structure is compatible in scale and design with the District as set forth in Sections 6 and 7 of the Appendix that describes the District.

The applicable provisions are outlined in Sections 6 and 7 of Appendix E of Article 11 for the Kearny-Market-Mason-Sutter Conservation District. Specifically, these sections outline the Composition and Massing, Scale, Materials and Colors, and Detailing and Ornamentation that characterize the District and should be reflected in projects proposing new construction within the District.

Massing and Composition. The compositions of the building facades reflect the different architectural functions of the building. For the most part, building facades in the district are two- or three-part

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

The vertical tripartite design as proposed is consistent with the surrounding buildings that are composed of well-defined components of a base, shaft and capital. The delineation of the interior building function is expressed through the treatment of the façade. At each floor level, the use of horizontal metal panel banding breaks the façade plane into smaller, regular parts. Lighter grey metal panels are proposed as horizontal bands and vertical bands in aggregate which create regular, discrete façade segments creating uniform upper stories. At every third floor, a protruding band, emphasized by the darker grey panel, introduces an intermediate horizontal band consistent with buildings in the District. The use of a distinct base, tower and contemporary cornice element are in keeping with three-part vertical compositions found throughout the district.

Overall, the proposed building is consistent with the Massing and Composition characteristic of buildings in the District, and as proposed appears to be in conformance with the requirements of Article 11.

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

With the exception of the recessed hotel entrance, the building is designed to extend out to the front property line to meet the prevailing block face and in compatibility with other commercial storefronts in the district. Located directly across from the 11-story Flood Building, the scale relates to the higher density department store and hotel buildings in the district, and is in keeping with the 1:2 width-to-height massing ratio in the district.

Overall, the façade is broken into smaller parts through bay modules and through a rhythmic fenestration pattern. The façade of the proposed building will be divided into three bays, characteristic of the District, demarcated by vertical piers that extend from grade to termination. At the street level, each bay module is defined by a coated aluminum storefront glazed system. The continuous vertical piers are expressed through the limestone clad columns at the base, and extends as limestone clad building face flanked by aluminum extrusion casing which defines each bay module. At the level of the capital, the vertical pier is expressed as again as limestone clad column.

Overall, the proposed building is consistent with the Scale characteristic of buildings in the District, and as proposed appears to be in conformance with the requirements of Article 11.

Materials and Colors. Buildings are usually clad in masonry materials over a supporting structure.

The cladding materials include terra cotta, brick, stone and stucco. Wood, metal and metal panels are not facade materials, although painted wood and metal are sometimes used for window sash and ornament. The materials are generally colored light or medium earth tones, including white, cream, buff, yellow, and brown. Individual buildings generally use a few different tones of one color.

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

A limestone rainscreen system in a buff color is proposed as the exterior cladding at the frame. Metal architectural panels in light grey and dark grey are proposed to define the subordinate vertical lines and horizontal beltcourses at the shaft. The metals are proposed with non-reflective finishes. Each module is defined with clear insulated glazing and a glass spandrel panel at the bottom of the module. At the visible side elevations, level five and above, at the front portion of the lot, a through-colored fibre-cement Equitone panel is proposed in a light buff color equivalent to the stone panel.

Overall, the proposed building is consistent with the Materials and Colors characteristic of buildings in the District, and as proposed appears to be in conformance with the requirements of Article 11.

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

The new construction proposes to respond to the Detailing and Ornamentation characteristic in the District in a contemporary manner through utilization of contemporary and traditional materials. The shaft is defined by regularly-sized glazed modules, generally defined by light grey metal panels between floors; the light grey metal panel clads the intermediate vertical lines which also divides the hotel rooms. A protruding horizontal band is expressed every third floor and emphasized by darker grey metal panels creating an intermediate horizontal definition. A rainscreen-system clad in limestone frames the entire structure from base to capital and defines the primary vertical piers. An aluminum extrusion casing defines each of the three modules at the shaft level with a 7-inch projecting frame. At the base, a projecting awning is proposed within each of the bays created by the vertical piers, or columns as they reach the ground; the awnings create an intermediate horizontal band and are expressed as an integrated design elements, not as a continuous element that interrupts vertical expression. Overall, the interplay of the metal and stone provides texture and depth, a detail which is compatible with the prevailing architectural style of the surrounding buildings and the District. As proposed, the Detailing and Ornamentation appear generally consistent with the requirements of Article 11.

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 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.

In compliance with Rehabilitation Standard 9, the proposed design exhibits a contemporary design vocabulary that distinguishes it from the contributing buildings in the KMMS Conservation District. Its contemporary use of materials such as metal panels interlaced with a more traditional limestone cladding allows it to be recognized as a building from its own time. The proposal is compatible with the size, scale and proportion, and massing of the adjacent contributing properties within the District.

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.

Should any of the proposed work be removed in the future, the essential form and integrity of the building and conservation district would be unimpaired, in compliance with Rehabilitation Standard 10.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received no objection or support from the public.

STAFF ANALYSIS

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

On July 8, 2015, a similar contemporary replacement structure proposing a hotel use was reviewed by the Architectural Review Committee (Case No. 2000.0383CX). Department staff utilized input from that ARC review to guide the current proposal, which takes cues from the previous proposal in terms of Composition and Massing, Scale, Materials and Colors, and Detailing and Ornamentation. (See attached ARC Meeting Notes and elevation of previous proposal).

The proposed ground floor base is a double-height commercial space approximately 19 feet in height, defined by storefront display glazing system and awnings, which are compatible with the District defined as a retail destination. The larger glazing at the base is indicative of commercial storefronts in the historic retail sector. The entrances for the two separate building uses are separated and distinct to

identify the uses; the entry area to the hotel use is slightly recessed to allow for more gracious entry sequence whereas the commercial storefront systems are pulled to the outer bays, both arrangements in keeping with the placement of ground floor entrances throughout the district.

The building's fenestration at the upper floors both draws upon the vertically oriented massing identified as an important characteristic of the district and provides a uniform treatment of the upper stories. Strong vertical piers are creating layers of depth, referencing design language in the

The open-frame structure, which incorporates a band of negative space at the top of each vertical bay, is a design approach that references historic cornices in the district while maintaining transparency at the rooftop viewing terrace. Although the glazed guardrail is compatible with the building design, the primary vertical piers should be incorporated into the guardrail design to further enhance the verticality.

- (1) The final design shall incorporate vertical piers (clad in limestone rainscreen) that continue up and terminate at the top of the 42" guardrail.

Although, the limestone panel rainscreen is generally compatible with the District, the details of the panel sizes and the panel variation are still to be fully reviewed.

- (2) The Project Sponsor shall continue to work with the Planning Department on building design. The final design, including but not limited to the final color, size of stone panels, finishes, textures, glazing details and storefront display and entry details, shall be reviewed and approved by the Planning Department prior to the issuance of architectural addenda.

ENVIRONMENTAL REVIEW STATUS

On October 31, 2001, the Draft Initial Study/Mitigated Negative Declaration for the Project was prepared and published for public review. On November 15, 2001, the Planning Commission 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 Commission found the FMND was adequate, accurate and objective, reflected the independent analysis and judgment of the Department and the Commission, and approved the FMND for the Project in compliance with CEQA, the CEQA Guidelines and Chapter 31. Department staff prepared a Mitigation Monitoring and Reporting Program, which was made available to the public and the Commission for the Commission's review, consideration, and action.

Since the MND was finalized, there have been no substantial project changes and no substantial changes in project circumstances that would require major revisions to the MND due to the involvement of new significant environmental effects or an increase in the severity of previously identified significant impacts, and there is no new information of substantial importance that would change the conclusions set forth in the MND.

The Planning Department is the custodian of records, for case no. 2017-003134PTA, located in the File at 1650 Mission Street, Fourth Floor, San Francisco, California.

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends APPROVAL WITH CONDITIONS of the proposed project as it appears to meet the provisions of Article 11 of the Planning Code regarding Replacement Structures and the *Secretary of the Interior Standards for Rehabilitation*.

1. **Guardrail.** The final design shall incorporate vertical piers (clad in limestone rainscreen) that continue up and terminate at the top of the 42" guardrail.
2. **Final Materials.** The Project Sponsor shall continue to work with the Planning Department on building design. The final design, including but not limited to the final color, size of stone panels, finishes, textures, glazing details and storefront display and entry details, shall be reviewed and approved by the Planning Department prior to the issuance of architectural addenda.
3. **Signs.** The Project Sponsor shall submit an exterior signage plan to the Planning Department. The proposed signage plan shall be reviewed by the Planning Department as a Minor Permit to Alter pursuant to delegation for such review outlined by the Historic Preservation Commission in Motion No. 0289, unless the scope exceeds parameters of said delegation.

ATTACHMENTS

- A. Draft Motion
- B. Sections 6 and 7 of Appendix E of Article 11
- C. Parcel Map
- D. Sanborn Map
- E. Aerial Photo
- F. Zoning Map
- G. Site Photos
- H. For Reference Only: **Prior Proposal:** ARC Meeting Notes; Elevation of Version 2
- I. Project Sponsor submittal
 - a. Sponsor Letter
 - b. Plans
 - c. Renderings
 - d. Alternative Elevation Options A & B



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Motion Permit to Alter

NEW CONSTRUCTION

HEARING DATE: JUNE 7, 2017

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ADOPTING FINDINGS FOR A PERMIT TO ALTER FOR NEW CONSTRUCTION DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 11, TO MEET THE STANDARDS OF APPENDIX E IN ARTICLE 11 AND TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE NEW BUILDING LOCATED ON LOT 011 IN ASSESSOR'S BLOCK 0327, THE SUBJECT SITE IS WITHIN A C-3-R (COMMERCIAL-RETAIL) ZONING DISTRICT, AN 80-130-F HEIGHT AND BULK DISTRICT AND KEARNY-MASON-MARKET-SUTTER CONSERVATION DISTRICT.

PREAMBLE

WHEREAS, on March 15, 2017, Daniel Frattin, Reuben Junius Rose LLP ("Applicant") filed an application on behalf of the Owner with the San Francisco Planning Department (hereinafter "Department") for a Permit to Alter for new construction of one new building, on the subject property located on Lot 011 in Assessor's Block 0327.

WHEREAS, on November 15, 2001, the San Francisco Planning Commission (Planning Commission) adopted the 72 Ellis Mitigated Negative Declaration, Case No. 2000.383E, (FMND); and

WHEREAS, Since the MND was finalized, there have been no substantial project changes and no substantial changes in project circumstances that would require major revisions to the MND due to the involvement of new significant environmental effects or an increase in the severity of previously identified significant impacts, and there is no new information of substantial importance that would change the conclusions set forth in the MND.

The Planning Department is the custodian of records, located in the File for Case No. 2017-003134PTA at 1650 Mission Street, Fourth Floor, San Francisco, California;

The Historic Preservation Commission (hereinafter "Commission") has reviewed and concurs with said determination.

WHEREAS, on June 7, 2017, the Commission conducted a duly noticed public hearing on Permit to Alter application no. 2017-003134PTA ("Project").

WHEREAS, in reviewing the Application, the Commission has had available for its review and consideration case reports, plans, and other materials pertaining to the Project contained in the Department's case files, has reviewed and heard testimony and received materials from interested parties during the public hearing on the Project.

MOVED, that the Commission hereby **APPROVES WITH CONDITIONS** the Permit to Alter, in conformance with the architectural plans dated June 7, 2017, and labeled Exhibit A on file in the docket for Case No. 2017-003134PTA based on the following findings:

CONDITIONS OF APPROVAL

1. **Guardrail.** The final design shall incorporate vertical piers (clad in limestone rainscreen) that continue up and terminate at the top of the 42" guardrail.
2. **Final Materials.** The Project Sponsor shall continue to work with the Planning Department on building design. The final design, including but not limited to the final color, size of stone panels, finishes, textures, glazing details and storefront display and entry details, shall be reviewed and approved by the Planning Department prior to the issuance of architectural addenda.
3. **Signs.** The proposed signage shall be reviewed by the Planning Department as a Minor Permit to Alter pursuant to delegation for such review outlined by the Historic Preservation Commission in Motion No. 0289, unless the scope exceeds parameters of said delegation.

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 exterior character-defining features of the Conservation District and meets the requirements of Article 11 of the Planning Code:

- The project proposes construction of one new Replacement Building which respects the character-defining features of and is generally in conformance with the Conservation District;
- That the proposed project meets the following Secretary of the Interior's Standards for Rehabilitation:

Standard 9.

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

Standard 10.

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

3. **General Plan Compliance.** The proposed Permit to Alter is, on balance, consistent with the following Objectives and Policies of the General Plan:

I. URBAN DESIGN ELEMENT

THE URBAN DESIGN ELEMENT CONCERNS THE PHYSICAL CHARACTER AND ORDER OF THE CITY, AND THE RELATIONSHIP BETWEEN PEOPLE AND THEIR ENVIRONMENT.

GOALS

The Urban Design Element is concerned both with development and with preservation. It is a concerted effort to recognize the positive attributes of the city, to enhance and conserve those attributes, and to improve the living environment where it is less than satisfactory. The Plan is a definition of quality, a definition based upon human needs.

OBJECTIVE 1

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

POLICY 1.3

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

OBJECTIVE 2

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

POLICY 2.4

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

POLICY 2.5

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

POLICY 2.7

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

The goal of a Permit to Alter is to provide additional oversight for buildings and districts that are architecturally or culturally significant to the City in order to protect the qualities that are associated with that significance.

The proposed project qualifies for a Permit to Alter and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the subject property for the future enjoyment and education of San Francisco residents and visitors.

4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:

- A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

The proposed project will not have an impact on neighborhood serving uses. The new hotel use may provide employment opportunities for surrounding residents.

- 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 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 does not have impact on housing as the site is an existing surface parking lot.

- D) The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:

The proposed project will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.

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

The proposed will not have any impact on industrial sector jobs as there are none on the site. A large retail use and hotel use is proposed, therefore providing opportunities in the service sector.

- 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 pursuant to requirements of Department of Building Inspection.

- 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 *Secretary of Interior's Standards* and the provisions of Article 11 of the Planning Code regarding new construction of a replacement structure(s) within the Kearny-Market-Mason-Sutter Conservation District.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS WITH CONDITIONS a Permit to Alter** for the property located at Lot 011 in Assessor's Block 0327 for proposed work in conformance with the renderings and architectural sketches dated June 7, 2017, and labeled Exhibit A on file in the docket for Case No. 2017-003134PTA.

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 Historic Preservation Commission ADOPTED the foregoing Motion on June 7, 2017.

Jonas P. Ionin
Commission Secretary

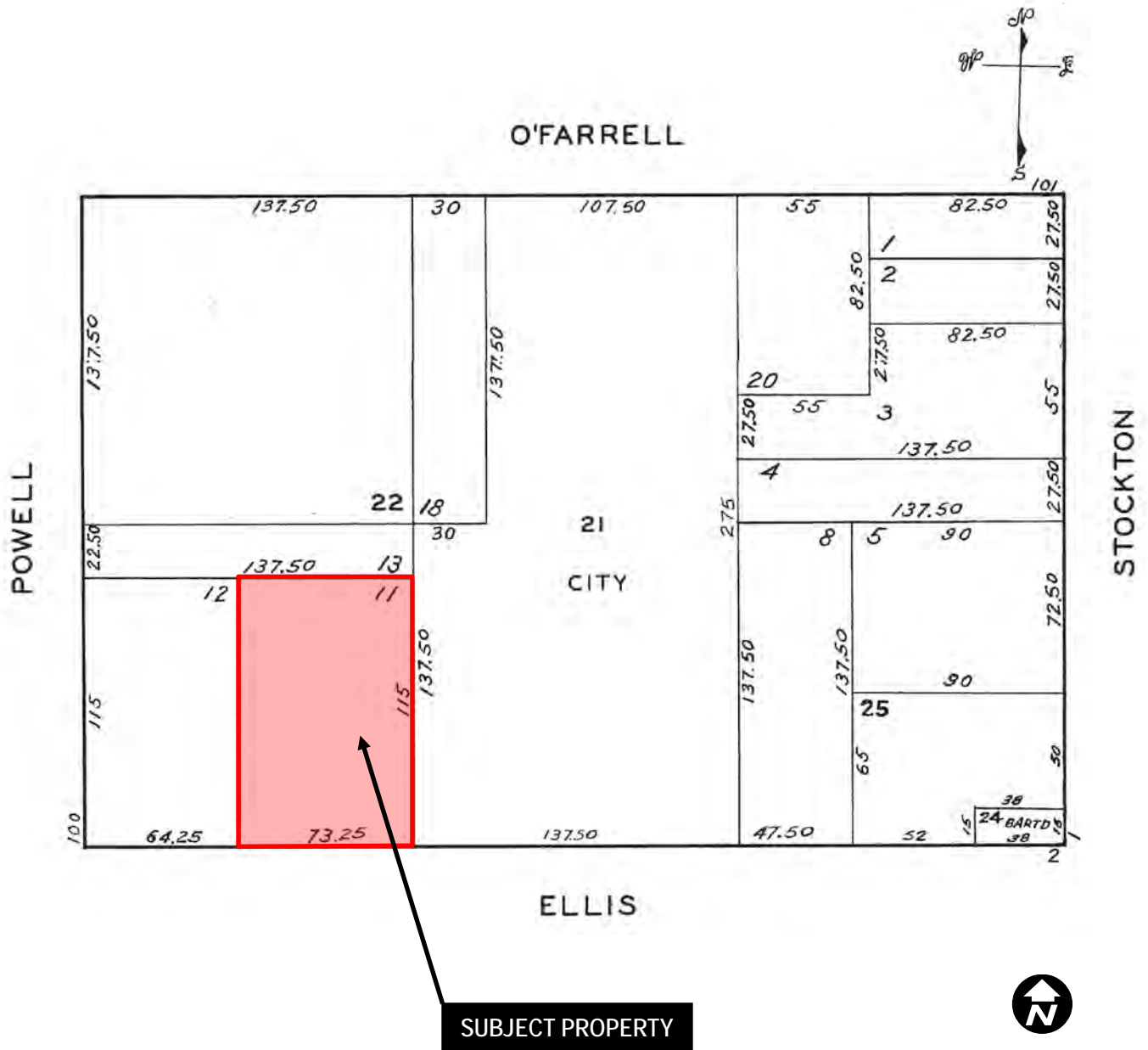
AYES: X

NAYS: X

ABSENT: X

ADOPTED: June 7, 2017

Parcel Map



Case Number
72 Ellis Street

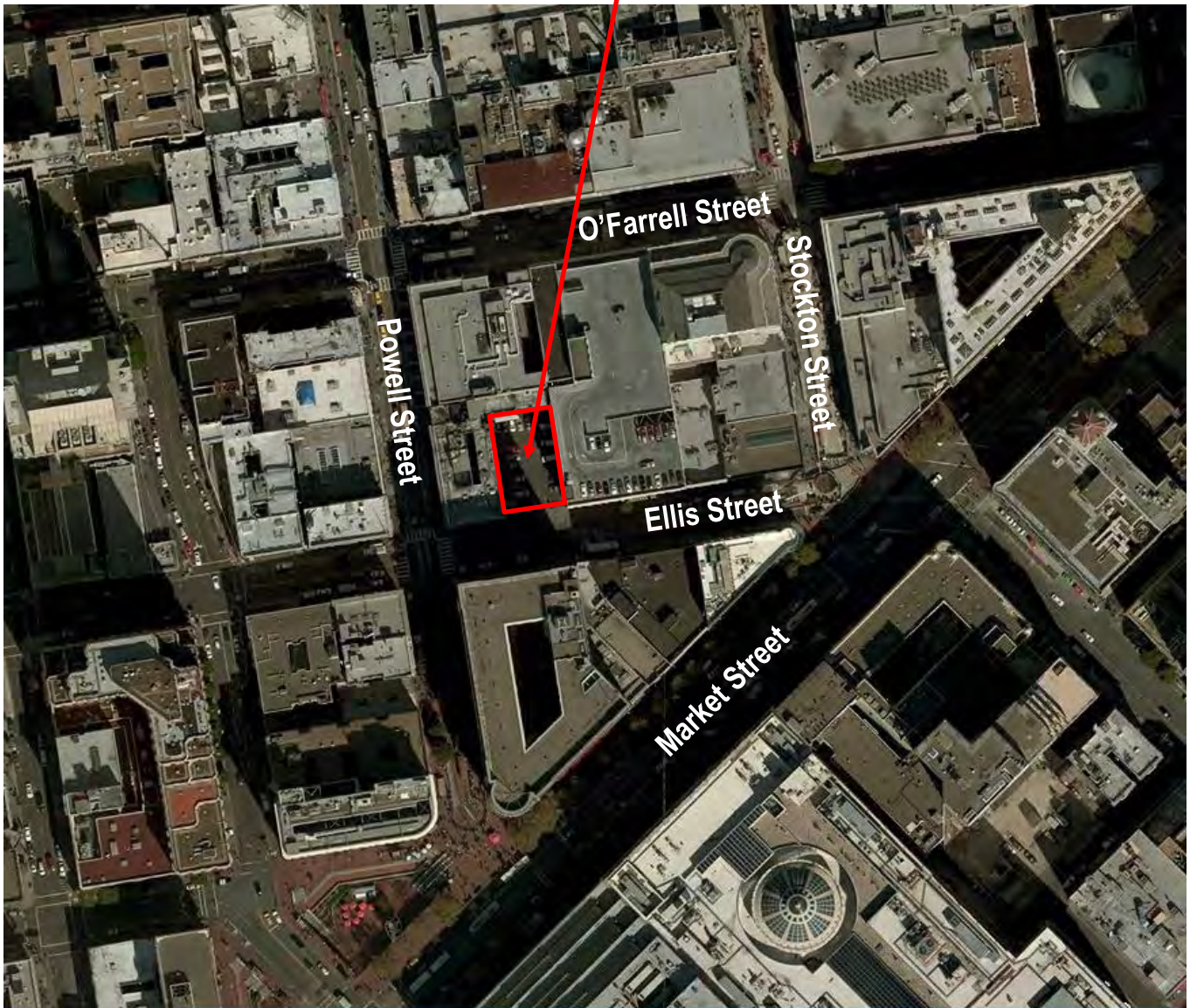
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Aerial Photo

SUBJECT PROPERTY

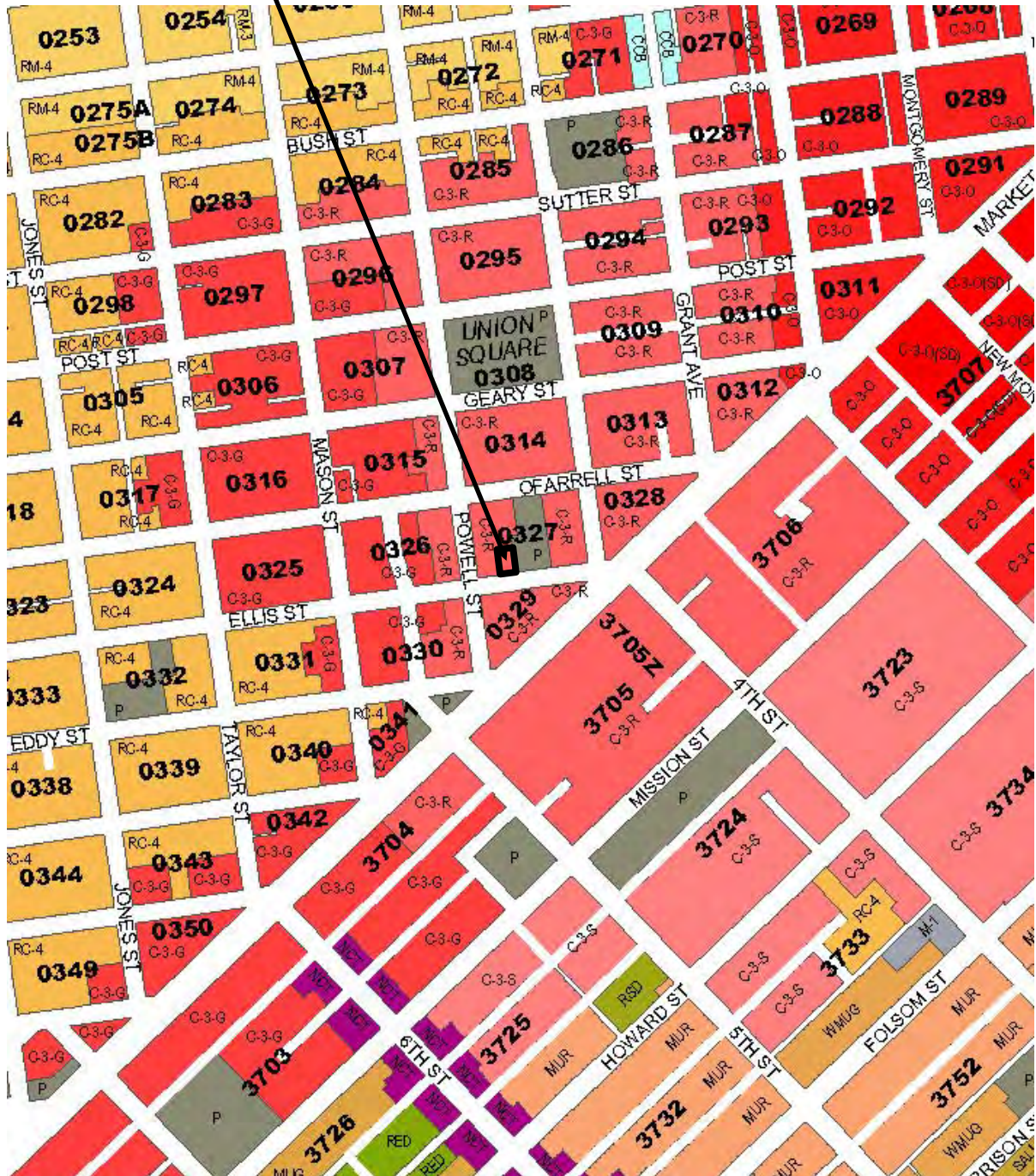


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Case Number
72 Ellis Street

#

Zoning Map

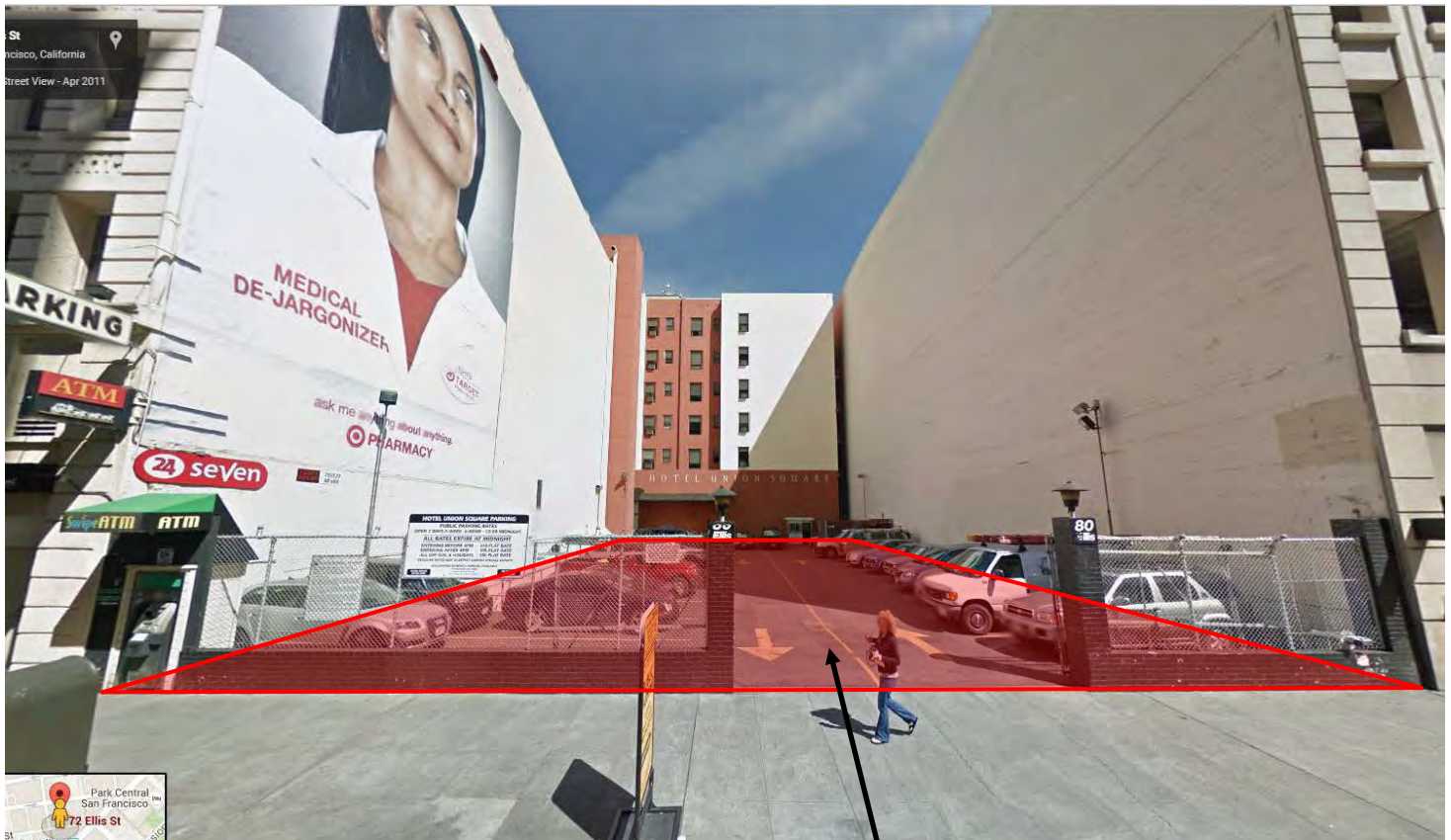
SUBJECT PROPERTY



0327
Case Number
72 Ellis Street

0327

Site Photo



SUBJECT PROPERTY

Street View of 72 Ellis Street (view from Ellis Street)

Permit to Alter
Case Number 2017-003134PTA
72 Ellis Street



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: July 16, 2015
TO: Tuija Catalano, Reuben, Junius & Rose, LLP, Project Sponsor
FROM: Eiliesh Tuffy, Preservation Planner, (415) 575-9191
REVIEWED BY: Architectural Review Committee of the
Historic Preservation Commission
RE: **Meeting Notes from the Review and Comment at the
July 15, 2015 Hearing for 72 Ellis Street**

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Planning Department Preservation Staff has drafted a summary of the key points from the July 15, 2015 Architectural Review Committee (ARC) meeting. At that hearing, the Department requested review and comments regarding the compatibility of the proposed project (submitted as "Revision – Version 2") with the Secretary of the Interior Standards and with the Kearny-Market-Mason-Sutter Conservation District Standards and Guidelines for New Construction. Specifically, the department requested review and comments regarding the revised building design's Massing, Composition and Scale; Storefront Design; Materials Palette; and the recommendations proposed by staff.

ARC RECOMMENDATIONS

Massing, Composition and Scale:

1. The ARC concurred with staff's recommendation that the overall massing, composition and scale were compatible with the district.

Storefront Design:

2. The ARC concurred with staff's recommendation that the revised, two-story unified treatment of the building base was a successful, contemporary approach to a traditional tripartite historic building form. The Committee did not, however, have a strong preference for the treatment of the base panels where the storefront glazing meets sidewalk grade, wanting to allow for maximum display area and flexible merchandising ability by the future ground floor tenants. They took no issue with the storefront as submitted in Revision- Version 2.

Material and Color:

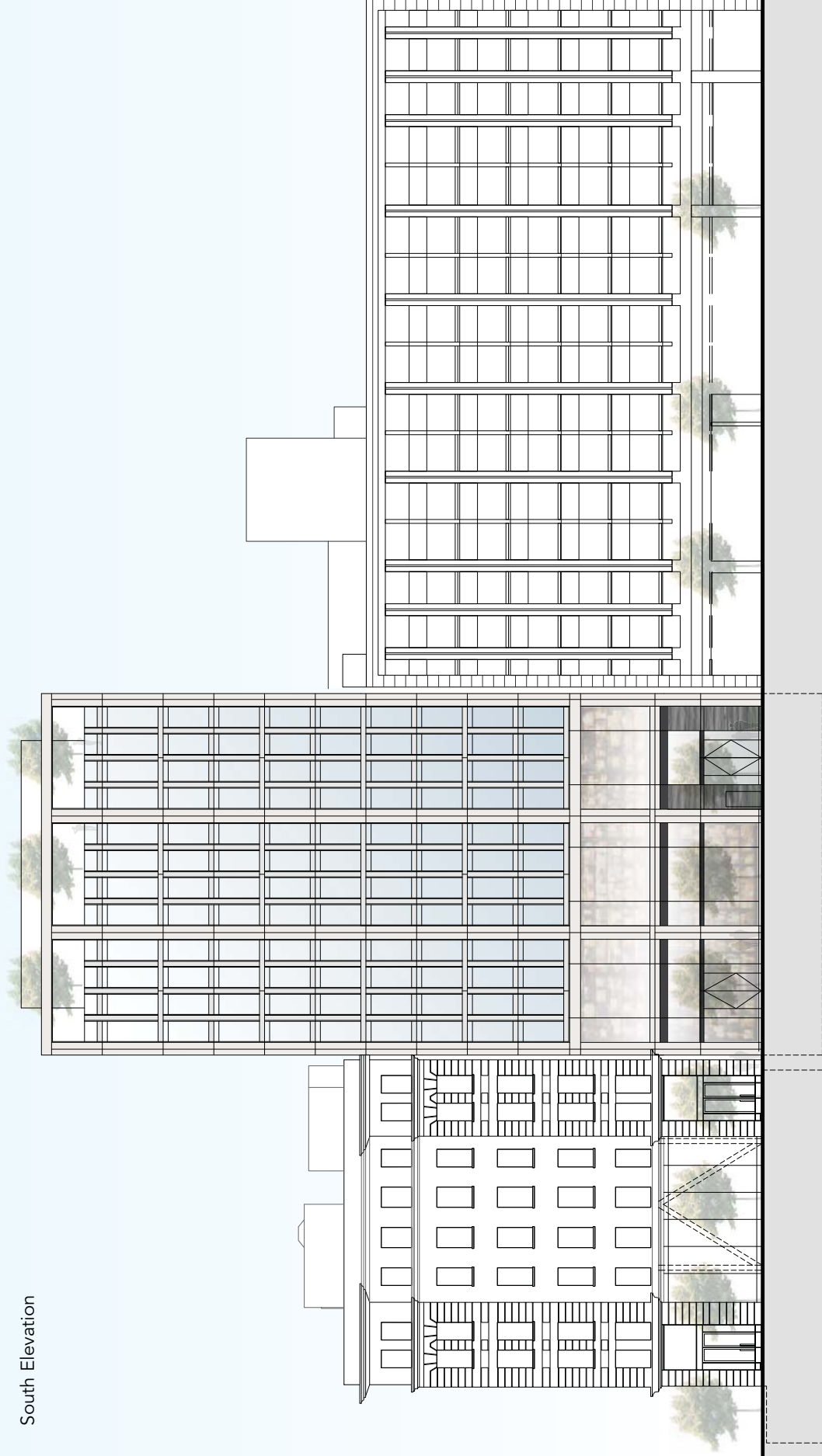
3. The ARC commented that:
 - a. The proposed material palette is compatible with the district.
 - b. The chosen materials of a limestone tile rainscreen for the overall exterior with contrasting, dark tile at the hotel entrance surround and metal detailing at the upper structural bays and window mullions were described as “handsome” and “elegant.”

Additional Comments by the ARC:

4. The ARC commented that they were pleased with the overall building exterior as revised in Version 2 and with the Planning Commission’s decision to require ARC review of the final design as a condition of approval.
5. The ARC also inquired whether the sponsor had preliminary ideas about the Signage for both the hotel and retail tenants, to which the sponsor responded that the boutique hotel was intended to have more discreet signage on the dark tile lining the recessed hotel entrance and the commercial retail tenant signage was meant to be the more prominent branding on the site.

REVISED DESIGN - Version 2

South Elevation



REUBEN, JUNIUS & ROSE, LLP

May 30, 2017

Andrew Wolfram, President
Historic Preservation Commission
1650 Mission Street, 4th Floor
San Francisco, California 94103

Re: 72 Ellis Street – citizenM Hotels
Planning Department Case No. 2017-003134
Hearing Date: June 7, 2017
Our File No.: 10344.01

Dear President Wolfram and Commissioners:

This office represents citizenM Hotels, the Project Sponsor of the proposed hotel (the “Project”) at 72 Ellis Street (0327/011) (the “Property”) in Union Square. The Property is a surface parking lot with a below-grade level located on the north side of Ellis Street, between Powell Street and Stockton Street, in the C-3-R zoning district and the Kearny-Market-Mason-Sutter Conservation District. CitizenM purchased the Property in August 2016, and has been working towards building the hotel project that was first entitled for the site in 2001. Though not required at the time of the initial entitlement, a Permit to Alter is now required for development of vacant sites in the Conservation District. To that end, the Project Sponsor seeks a Permit to Alter from the Historic Preservation Commission.

A. Background and Project Description

A Conditional Use Authorization and Section 309 Approval were first granted in 2001 (Motion Nos. 16283 and 16284), and subsequently extended in 2004 (Motion Nos. 16920 and 16919), 2010 (Motion Nos. 18053 and 18054) and most recently in 2013 (Motion Nos. 18954 and 18955) (together, the “Existing Entitlements”). The Existing Entitlements permit the construction of an 11-story hotel with 156 guest rooms on a surface parking lot.

CitizenM now seeks a Permit to Alter from the HPC, as part of its efforts to extend and modify the Existing Entitlements in order to construct the long-contemplated hotel at the Property. CitizenM proposes a 192 room hotel in a 130-foot-tall-building with 11 stories over a basement, a retail mezzanine level, and public open space on a roof deck. The Project would include 8,390 square feet of retail space on the first floor and mezzanine level. The second floor would be open to both hotel guests and the general public and would include a large living room

James A. Reuben | Andrew J. Junius | Kevin H. Rose | Daniel A. Frattin | John Kevlin
Tuija I. Catalano | Jay F. Drake | Matthew D. Visick | Lindsay M. Petrone | Sheryl Reuben¹
Thomas Tunny | David Silverman | Melinda A. Sarjapur | Mark H. Loper | Jody Knight
Chloe V. Angelis | Corie A. Edwards | Coryn E. Millslagle | Jared Eigerman^{2,3} | John McInerney III²

1. Also admitted in New York 2. Of Counsel 3. Also admitted in Massachusetts

San Francisco Office
One Bush Street, Suite 600, San Francisco, CA 94104
tel: 415-567-9000 | fax: 415-399-9480

Oakland Office
827 Broadway, Suite 205, Oakland, CA 94607
tel: 510-257-5589

www.reubenlaw.com

lounge area, guest check-in kiosks, a bar area, prep kitchen for limited food service, and an outdoor terrace. A roof level terrace would provide an additional 1,332 square feet of public open space. Three meeting rooms and eight Class 1 and 11 Class 2 bicycle parking spaces would also be provided.

Modifications to the previously approved Project include a five-foot height increase¹ and a 23% increase in room count, to 192 rooms. CitizenM is able to incorporate the additional rooms into roughly the same building envelope as contemplated in 2001. The modified Project would not include a restaurant, but instead would provide locally catered grab-and-go food items and limited preparation breakfast service in a bakery and bar area on the second floor. Accessory meeting rooms and retail space would be relocated, but remain aspects of the Project.

B. Project Benefits

CitizenM is a fully integrated hotel developer and operator centered on bringing affordable luxury to the modern traveler. The company's focus is building and operating hotels with a strong sense of design and comfort, but without unnecessary or hidden costs. Rather than traditional lobbies, citizenM hotels provide stylishly designed public spaces with the look and feel of a living room rather than a commercial space—the goal is to create common spaces so inviting, that guests are enticed to spend more time out of their rooms than in them. Accordingly, the rooms are small but high quality: each has a large window, a king size bed, a rain showerhead, free wifi and free movies. This model has resulted in a network of affordable luxury hotels on prime locations in metropolitan cities all over the world.

Approval of the Project would bring the following benefits:

- CitizenM is a hotel operator, not a real estate developer. The approvals requested would pave the way for citizenM to actually build the hotel that was first approved in 2001.
- The Project will make productive use of an underutilized surface parking lot to provide a desirable use that is compatible with the neighborhood and the Conservation District.
- The Project will provide well-appointed affordable accommodations a block from the Powell Street BART and MUNI station, a block from the Powell Street Cable Car turnaround, and within a short walking distance to the 38, 38R, 27, 2, 3, 45, 30, 8, 8BX,

¹The building as proposed would be just under 130 feet tall, and 145 feet, 6 inches tall including the rooftop features. The project approved in 2001, and subsequently extended in 2004, 2010, and 2013, contemplated a building that was 146 feet tall including the rooftop features. Thus, there is no perceptible height increase between the current Project and the previously-approved version.

8AX, and 31 bus lines, as well as the F Market Streetcar and all the bus routes that run along Market Street in the downtown and Union Square area.

- Given its Union Square location and proximity to SoMa and the Financial District, an affordable luxury hotel at this site will be positioned to serve both tourists and business travelers. San Francisco continues to have a strong lodging market, and the Project will help meet some of the growing demand for hotel rooms in the City.

C. Conclusion

Since citizenM purchased the Property in August 2016, it has been diligently working with the Planning Department and Department of Building Inspection toward site permit issuance. The requested Permit to Alter is a necessary first step to extension and modification of the Existing Entitlements and construction of the Project that was first approved in 2001.

Thank you.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP



Daniel A. Frattin

Enclosure

cc: Aaron Jon Hyland, Commission Vice-President
Karl Hasz, Commissioner
Ellen Johnck, Commissioner
Richard S.E. Johns, Commissioner
Diane Matsuda, Commissioner
Jonathan Pearlman, Commissioner
Nick Foster, Project Planner
Marcelle Boudreaux, Project Planner

REUBEN, JUNIUS & ROSE, LLP

San Francisco Office
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tel: 415-567-9000 | fax: 415-399-9480

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PROJECT INFORMATION

FLOOR	GFA (PER PLANNING CODE SEC 102.9)					PARKING			OPEN SPACE	
	HOTEL				RETAIL	TOTAL	CAR PARKING	BIKE SPACE		COMMON
	GUEST ROOMS	NET	COMMON	GROSS HOTEL				CLASS 1	CLASS 2	AREA
12		1,709		1,709		1,709				1,332
11	23	6,023		6,023		6,023				
10	23	6,023		6,023		6,023				
9	23	6,023		6,023		6,023				
8	23	6,023		6,023		6,023				
7	23	6,023		6,023		6,023				
6	23	6,023		6,023		6,023				
5	23	6,023		6,023		6,023				
4	23	6,023		6,023		6,023				
3	8	1,869	3,218	5,087		5,087				551
2			6,675	6,675		6,675				386
1M			1,165	1,165	3,705	4,870				
1			1,789	1,789	4,685	6,474			12	
B1			3,300	3,300		3,300		9		
TOTAL	192	67,909			8,390	76,299	0			2,269

PROJECT ADDRESS:
72 ELLIS STREET,
SAN FRANCISCO, CA 94102

PLANNING CASE NO.:
20130180CX

ZONING:
C-3-R (DOWNTOWN, RETAIL)
ZONING DISTRICT

CURRENT USE: SURFACE &
BELOW GRADE PARKING

PROPOSED USE: HOTEL &
COMMERICAL

TYPE OF CONSTRUCTION:
TYPE 1-A, SPRINKLERED HIGH-
RISE

NUMBER OF STORIES:
12 STORIES ABOVE GRADE +
ROOF PENTHOUSE

BUILDING HEIGHT:
129' - 10"

PROJECT DESCRIPTION:
GROUND & MEZZANINE
FLOOR COMMERCIAL WITH 10
HOTEL LEVELS (2 COMMON+8
GUESTROOM LEVELS) ABOVE

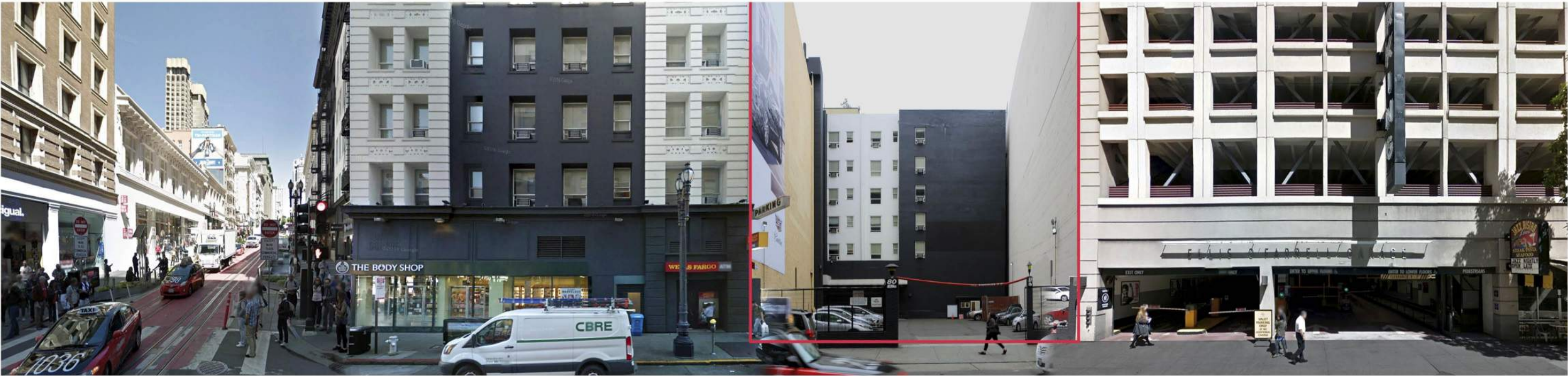
PROJECT SITE

PROJECT ADDRESS:
72 ELLIS STREET,
SAN FRANCISCO, CA 94102



EXISTING SITE CONTEXT

ELLIS STREET NORTH ELEVATION | 1



ELLIS STREET SOUTH ELEVATION | 2



EXISTING SITE CONTEXT



KMMS DISTRICT
ELEVATION STUDY

301 GEARY STREET | 1



164 GEARY STREET | 2



140 GEARY STREET | 3



207 POWELL STREET | 4



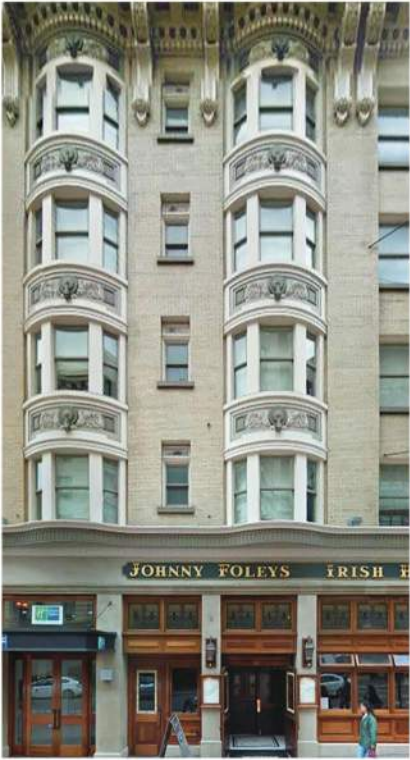
165 O'FARRELL | 5



120 ELLIS STREET | 6



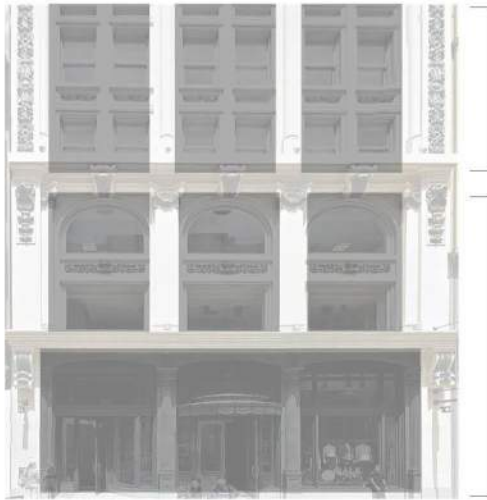
243 O'FARRELL | 7



CONTEXT ANALYSIS



KMMS DISTRICT
ELEVATION STUDY



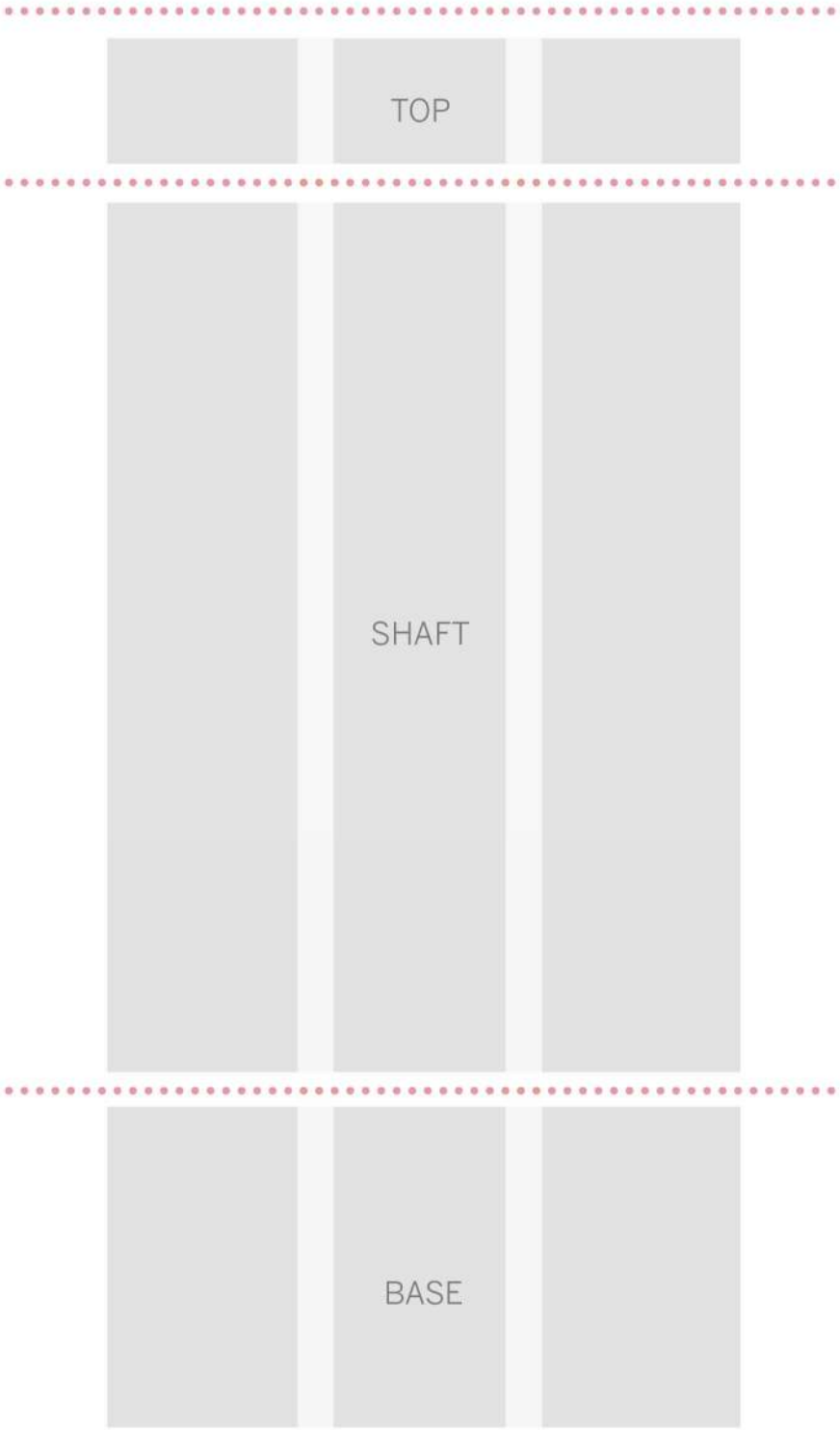
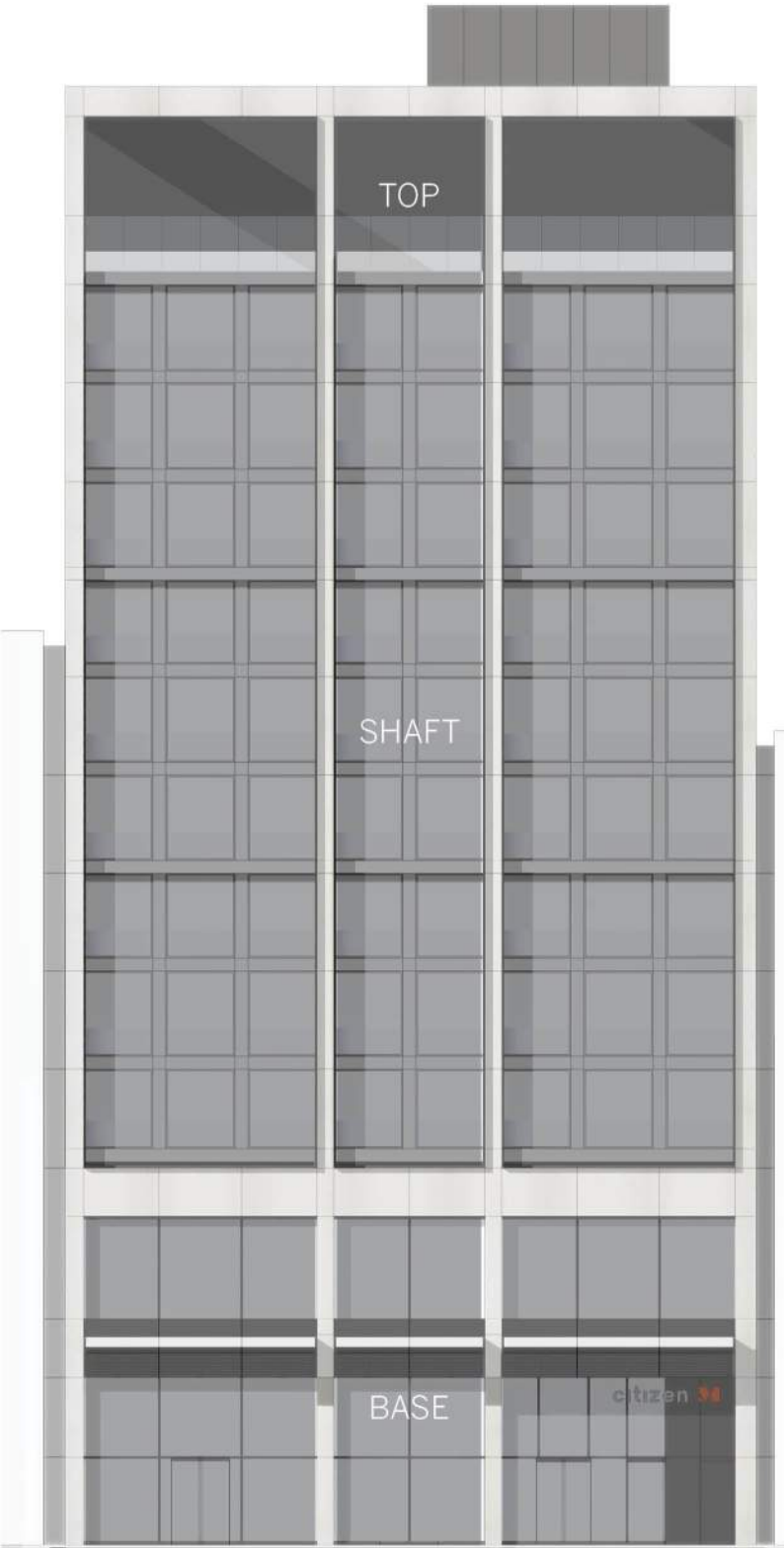
301 GEARY STREET

164 GEARY STREET

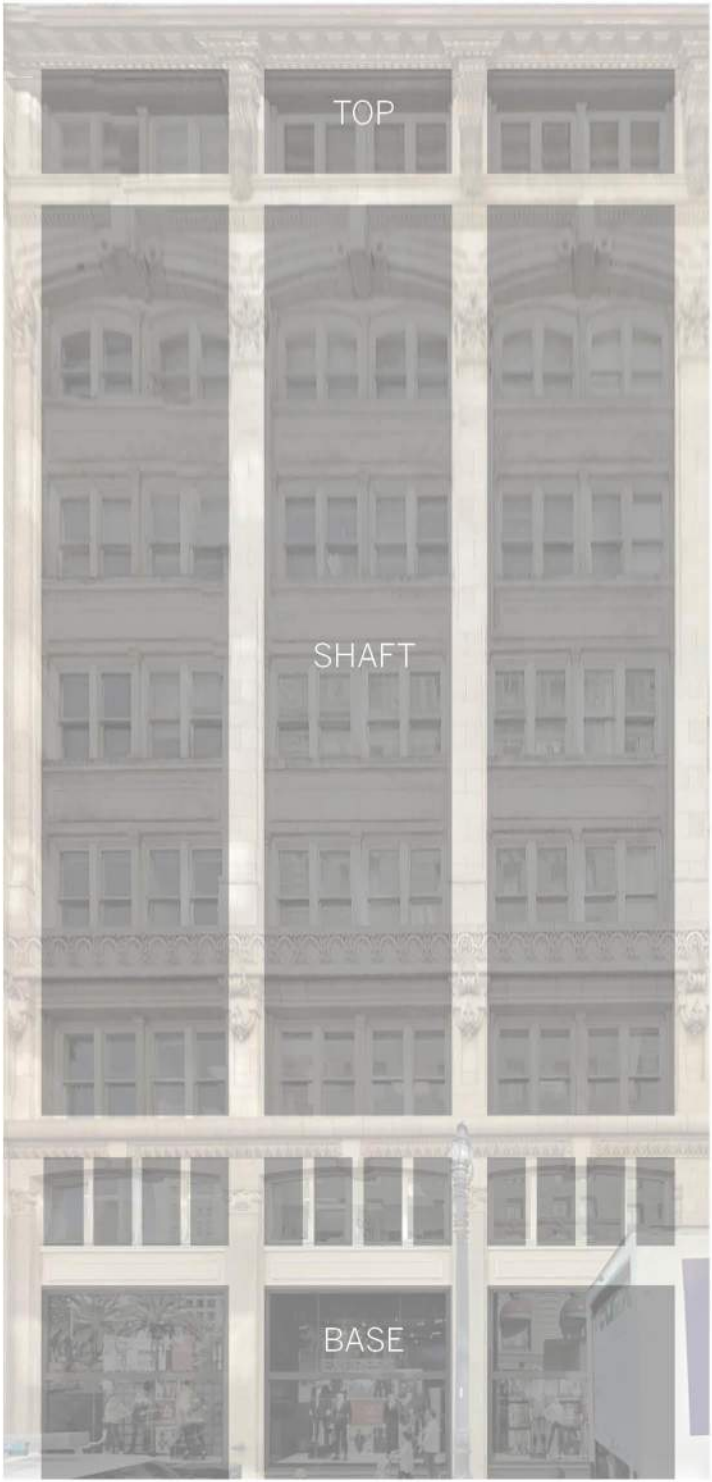
140 GEARY STREET

207 POWELL STREET

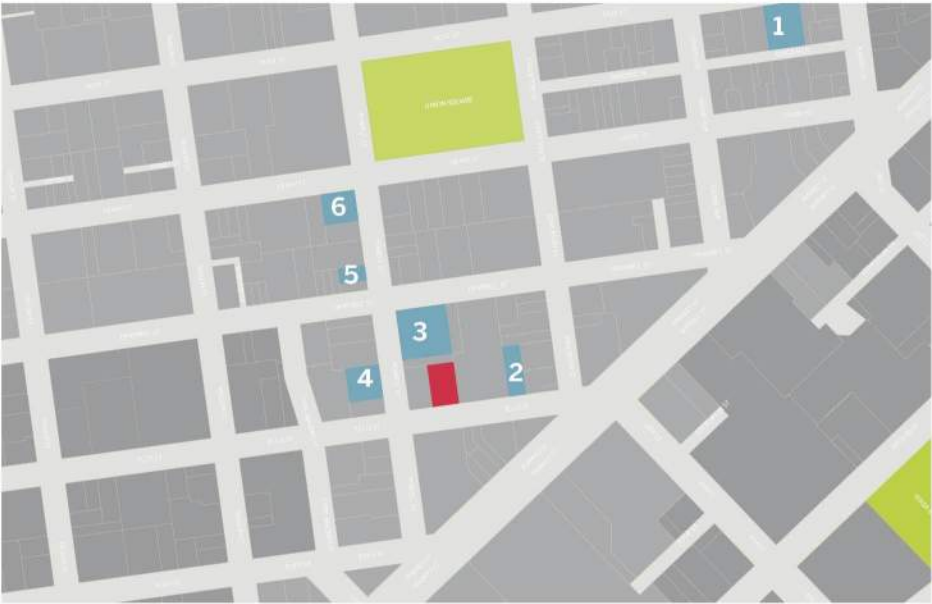
ELEVATION COMPOSITION



301 GEARY STREET

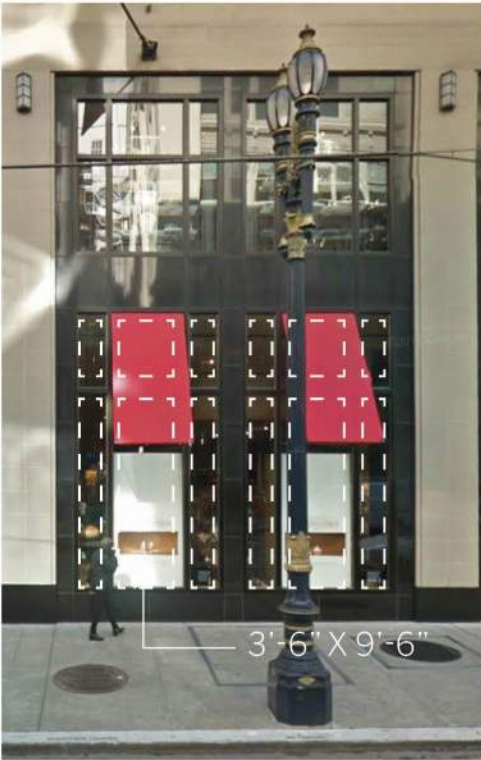


CONTEXT ANALYSIS



KMMS DISTRICT
STOREFRONT STUDY

135 POST STREET | 1



34 ELLIS STREET | 2



150 POWELL STREET | 3



111 POWELL STREET | 4



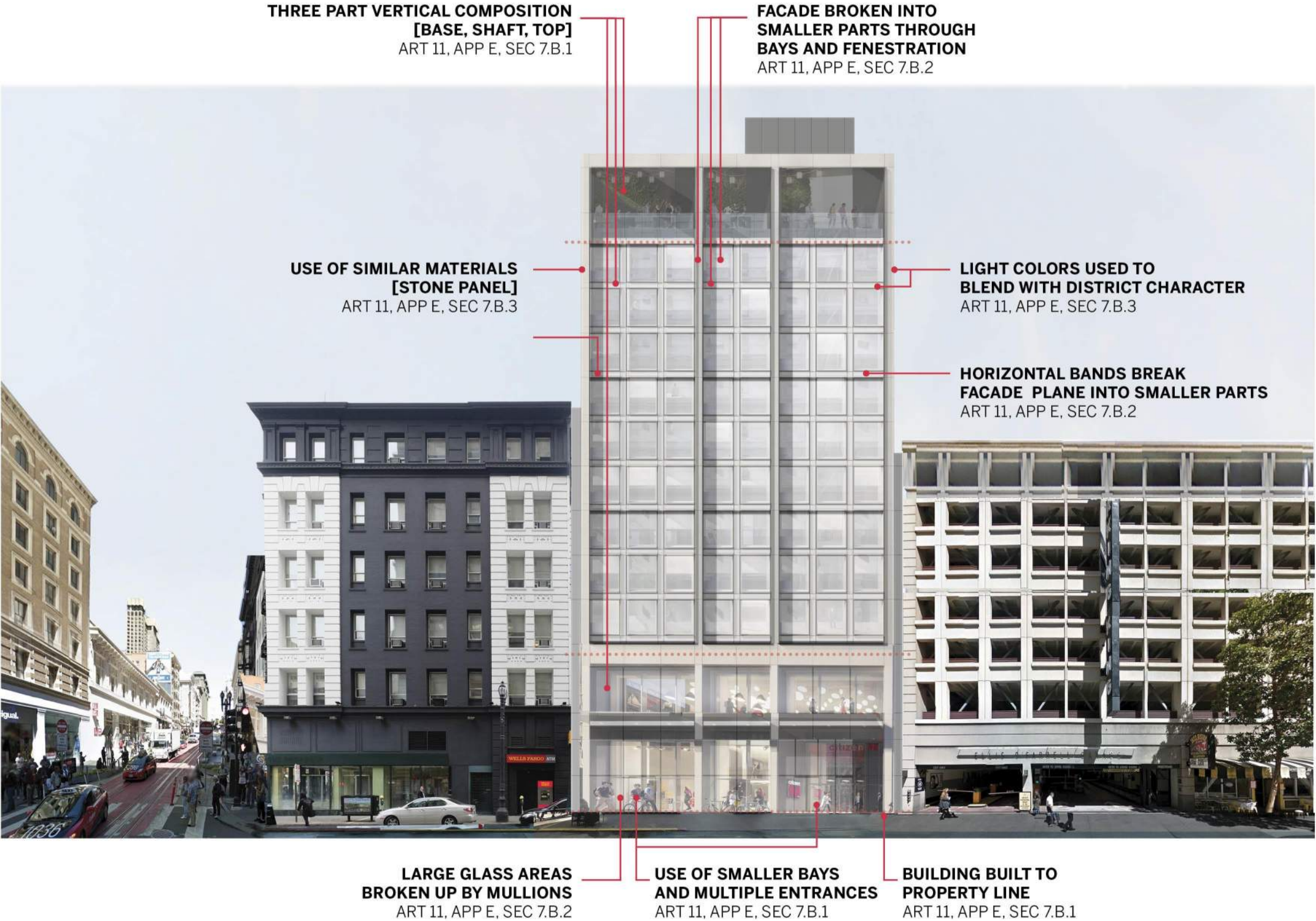
207 POWELL STREET | 5



301 GEARY STREET | 6



CONTEXT ANALYSIS



KMMS DISTRICT
COMPATIBILITY

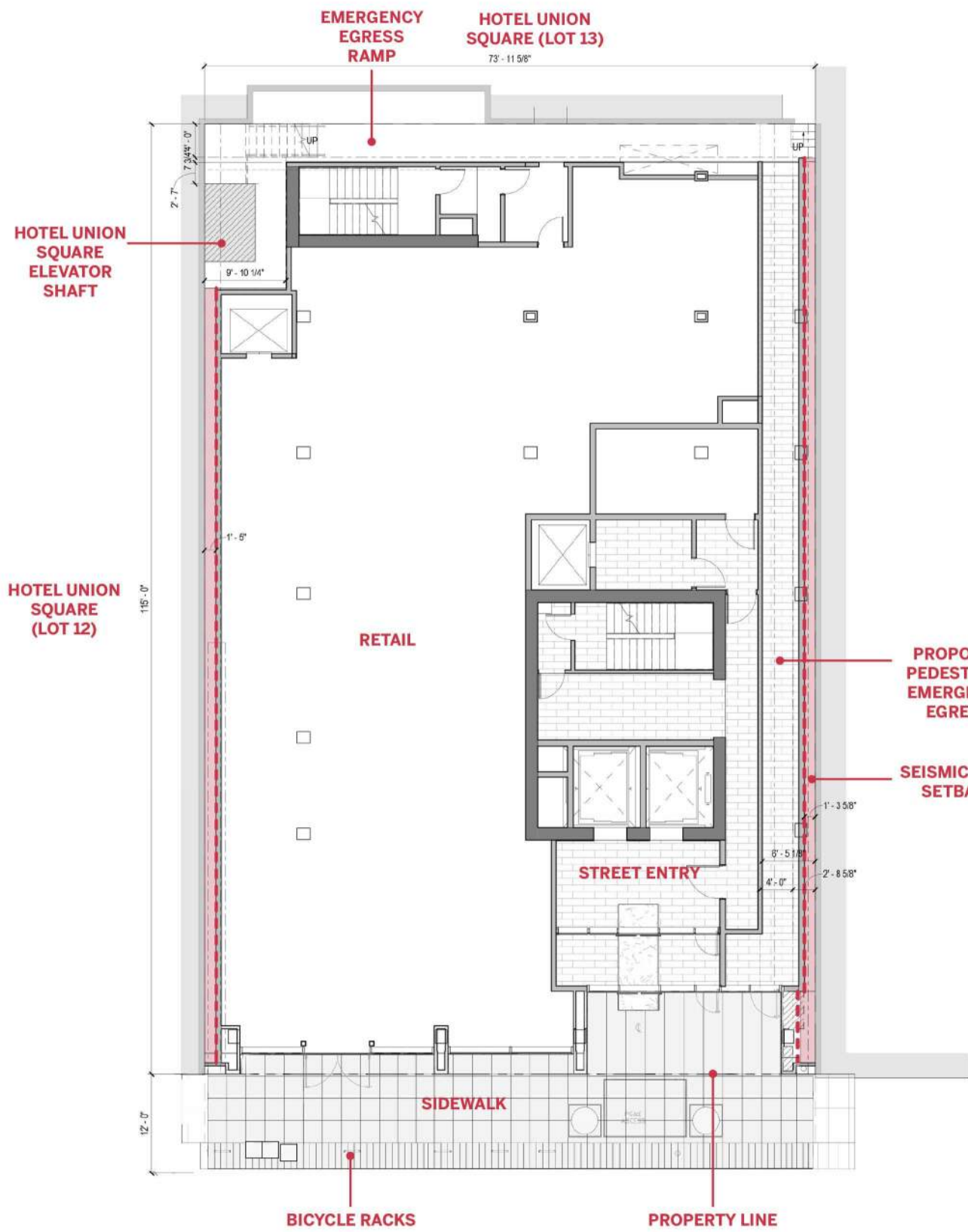
CITIZENM PRECEDENT



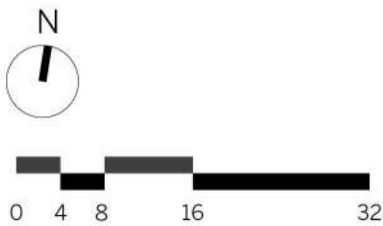
CASE STUDY
TOWER OF LONDON

LOCATED NEXT TO THE TOWER
OF LONDON AND TOWER
BRIDGE THE BUILDING SERVES
AS A COMPLEMENTARY
COUNTERPART TO ITS
HISTORICAL CONTEXT

SITE PLAN

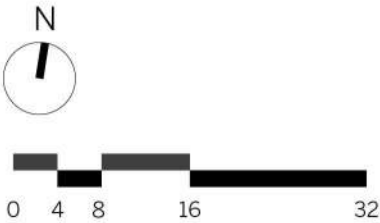
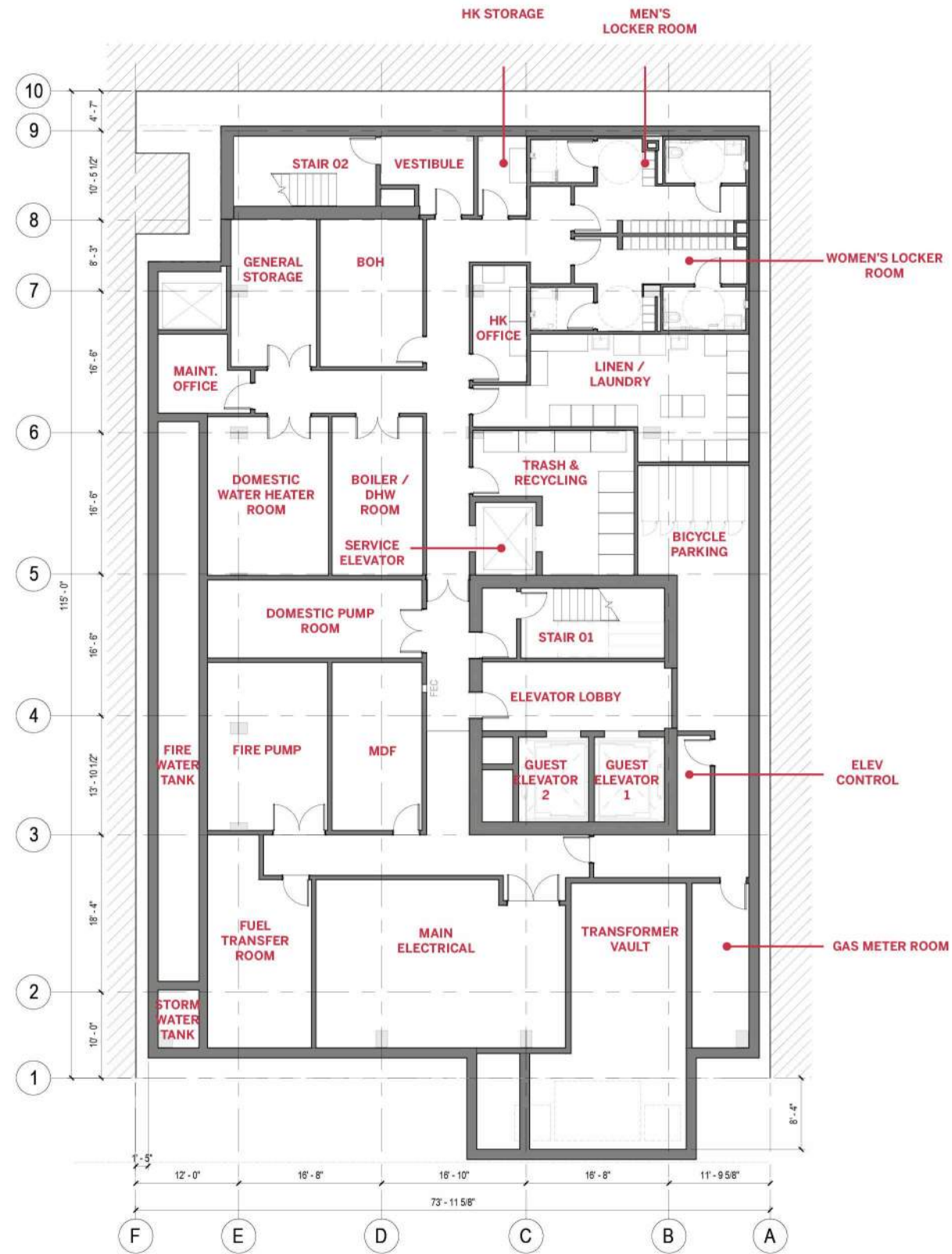


SITE PLAN
CONTEXT

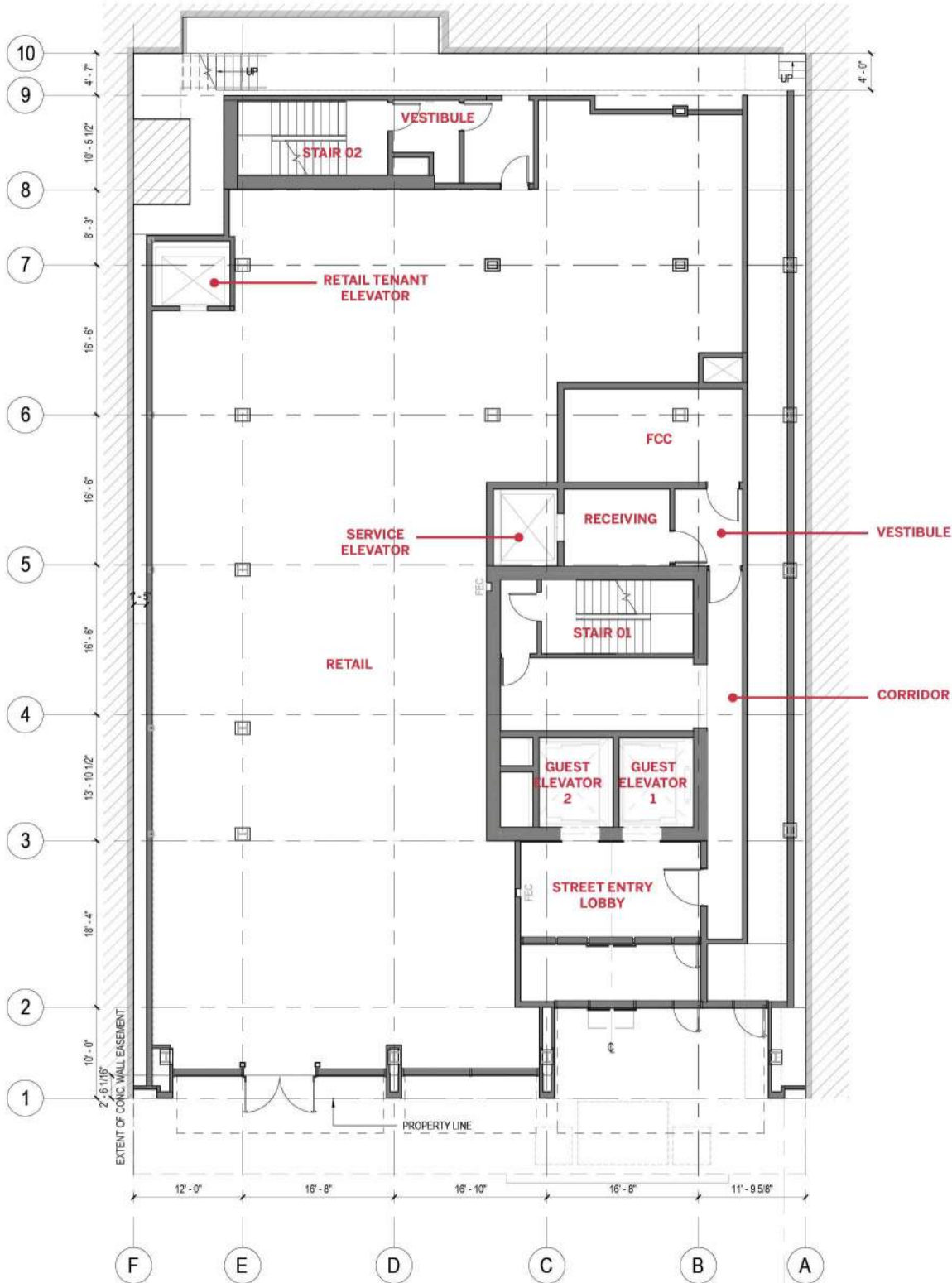
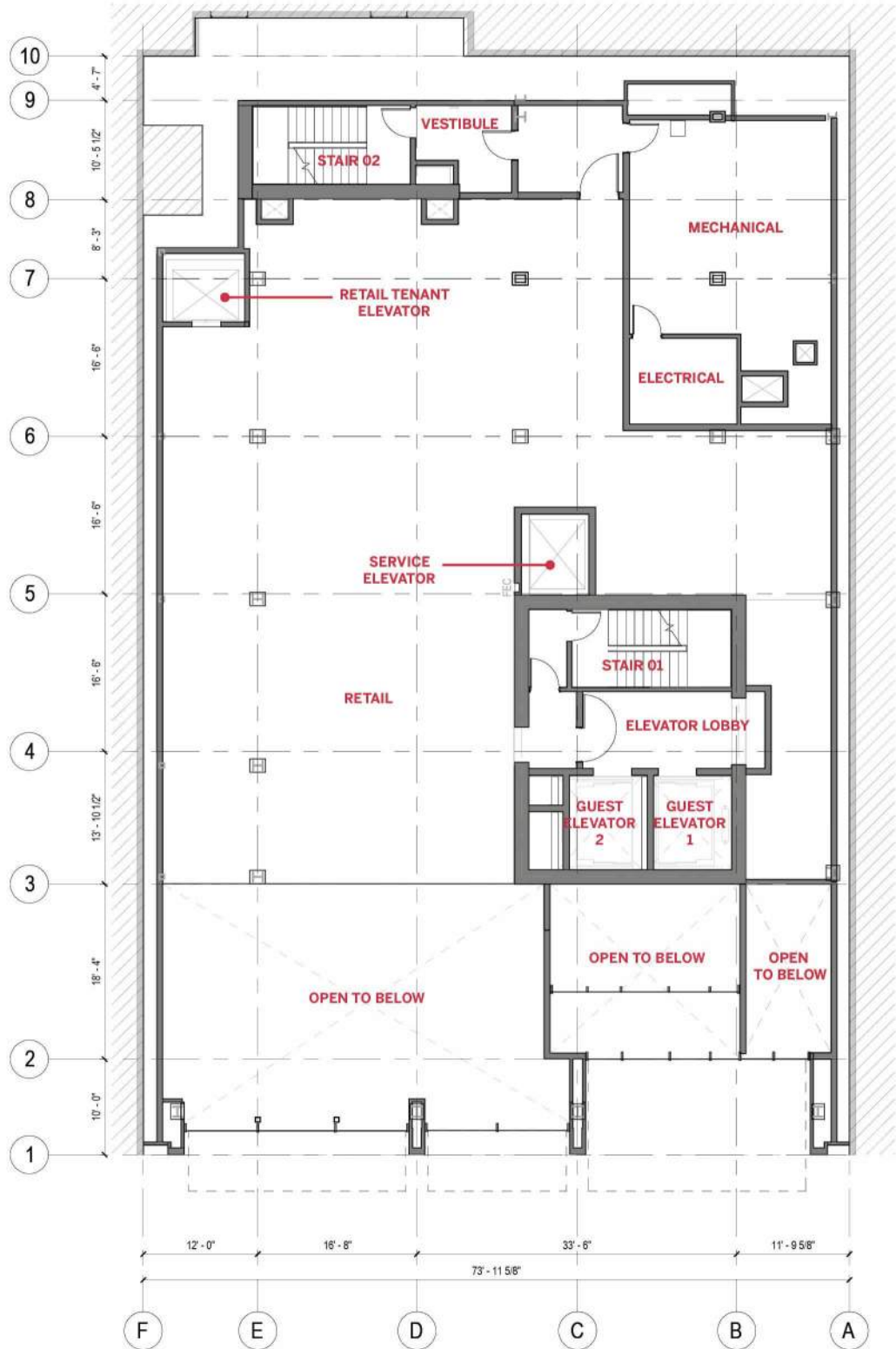


FLOOR PLANS

LEVEL B1
BACK OF HOUSE

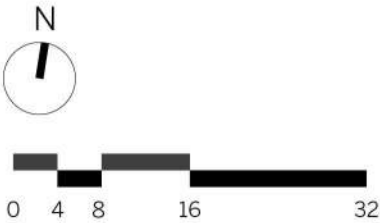


FLOOR PLANS

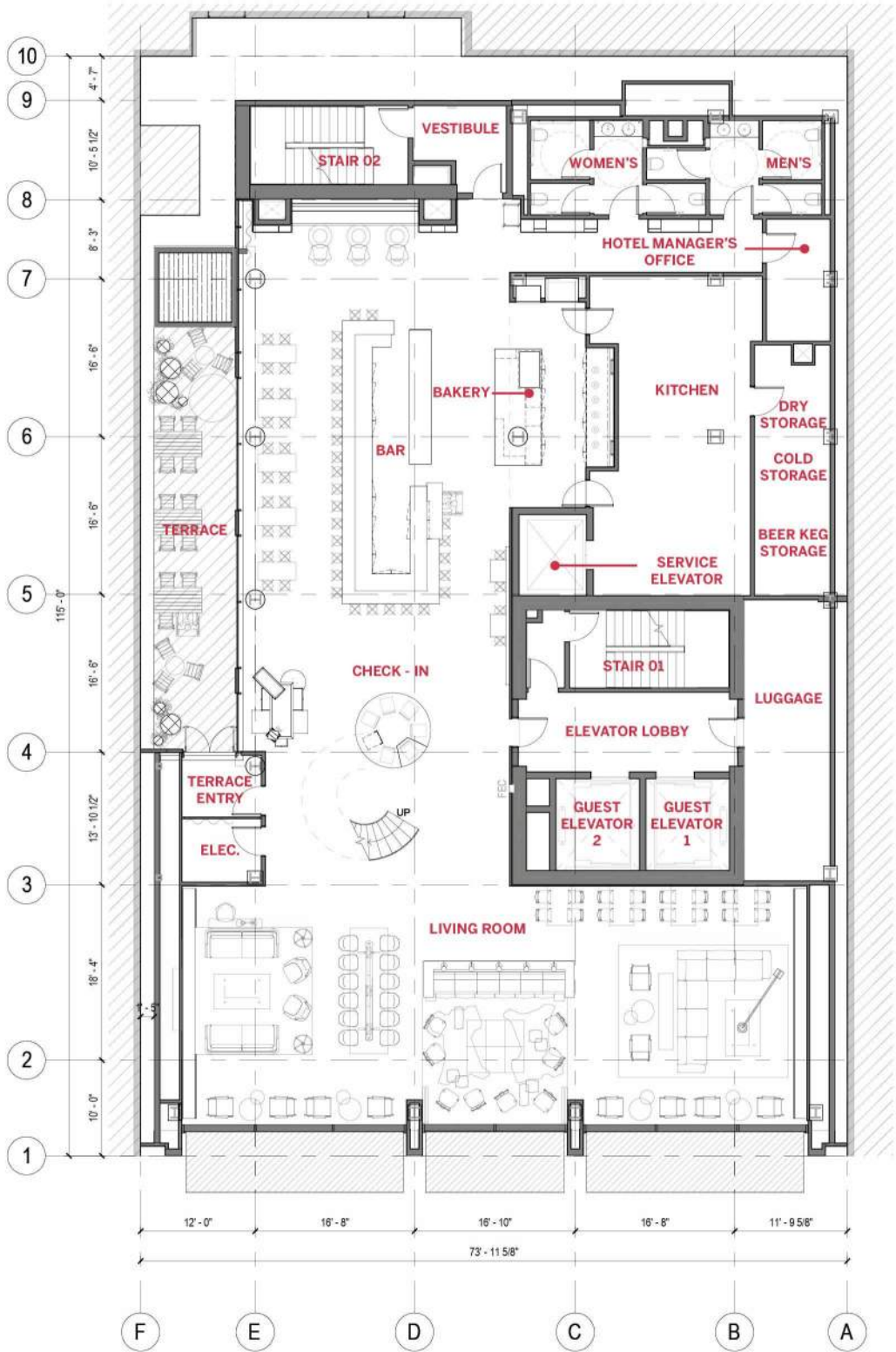
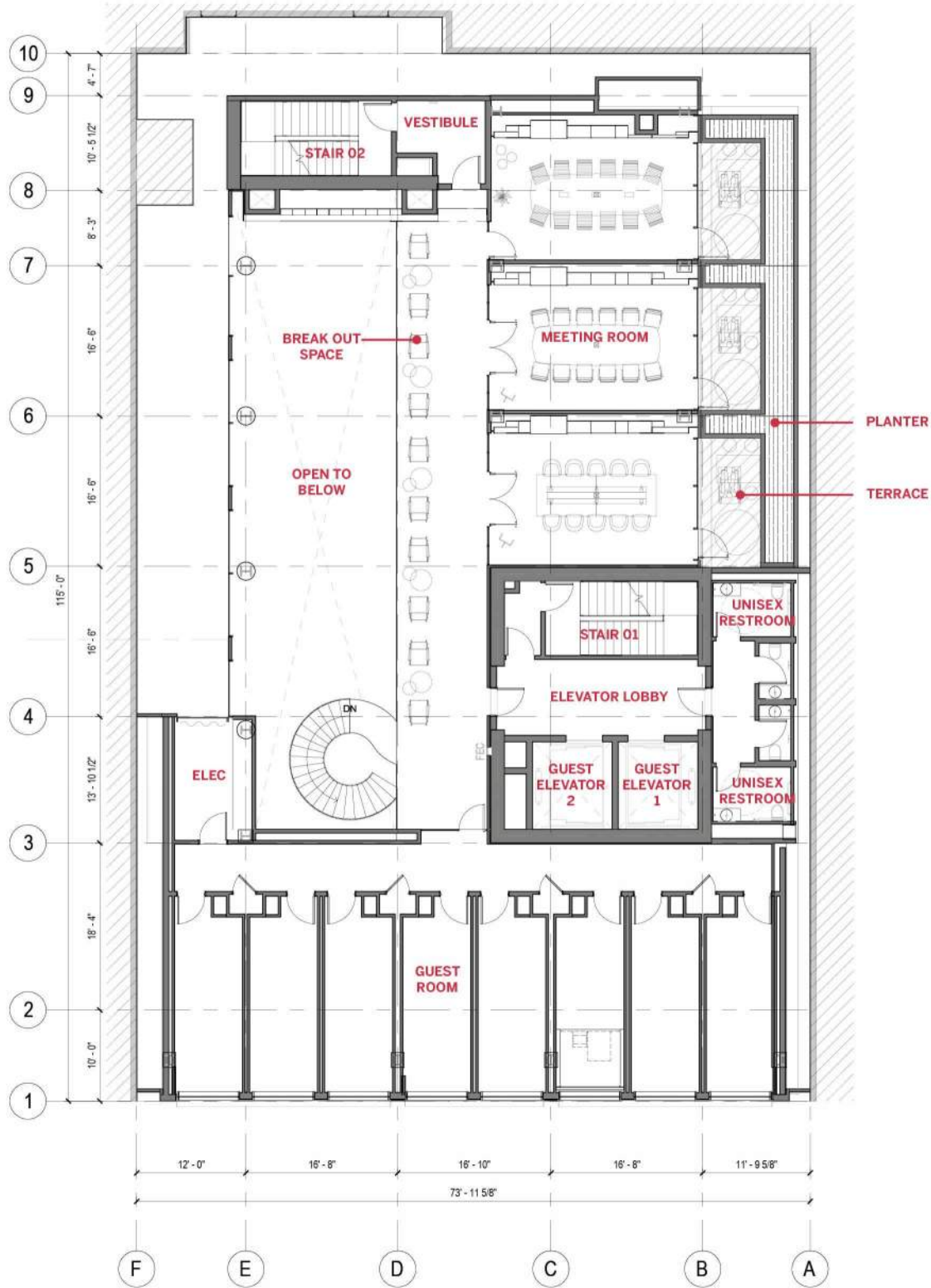


LEVEL 01
ENTRY LOBBY
RETAIL

LEVEL 1M
RETAIL
MECHANICAL

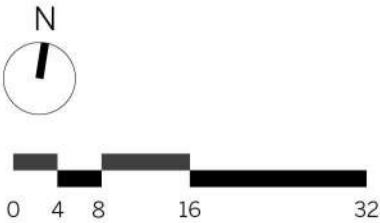


FLOOR PLANS

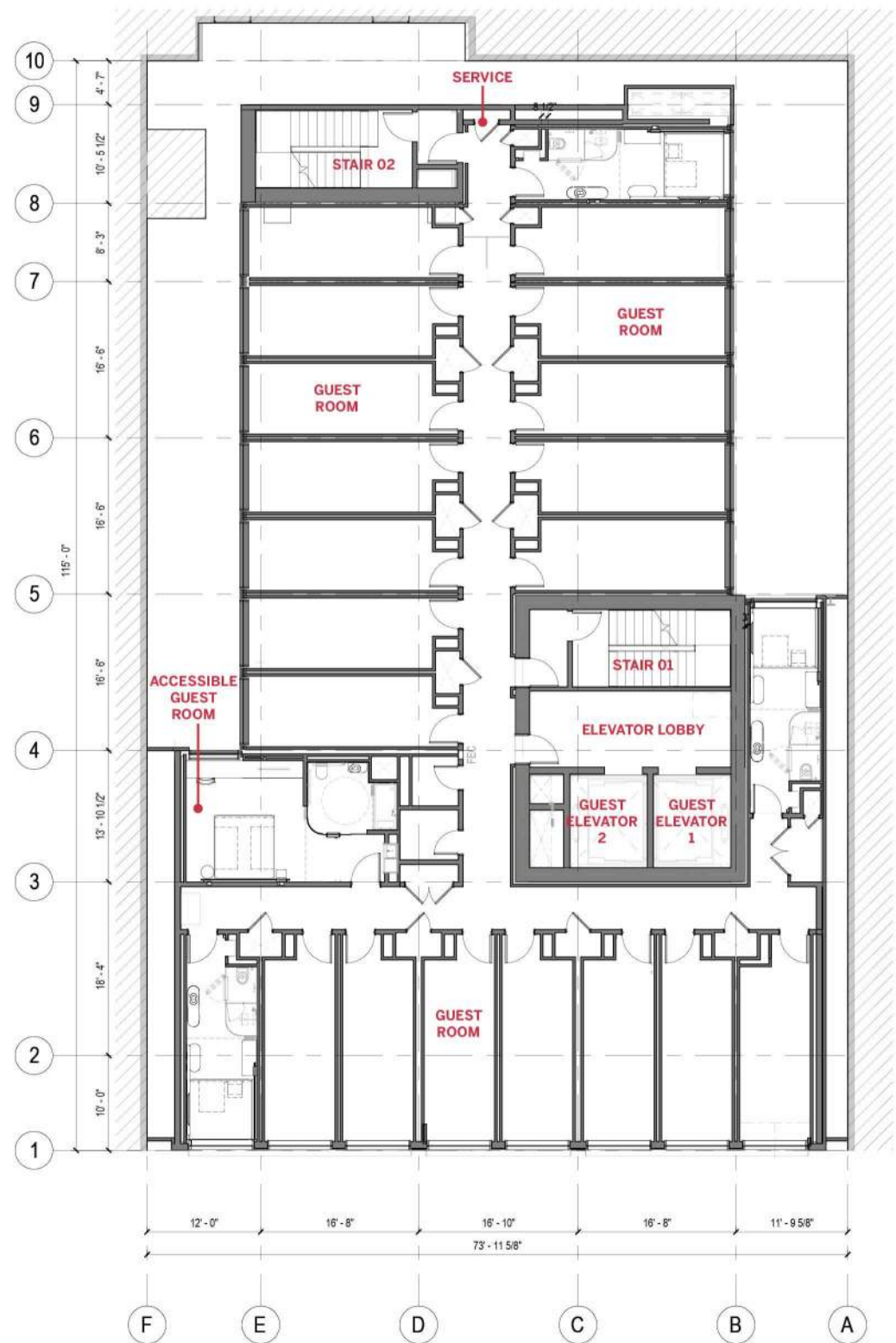
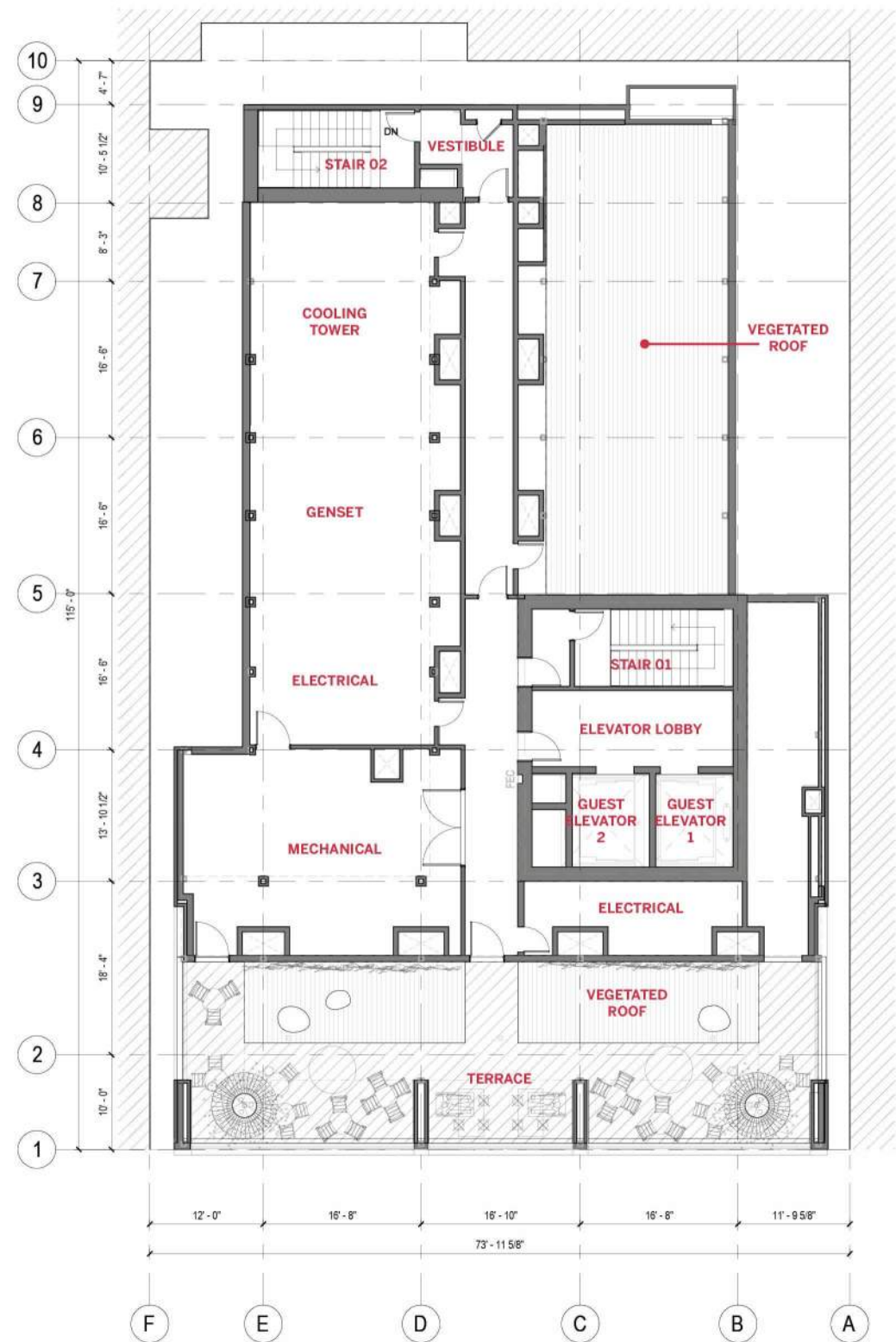


LEVEL 02
CHECK - IN
BAR / KITCHEN
TERRACE
LIVING ROOM

LEVEL 03
MEETING ROOMS
GUEST ROOMS

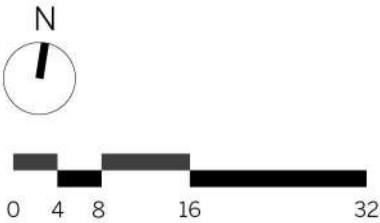


FLOOR PLANS

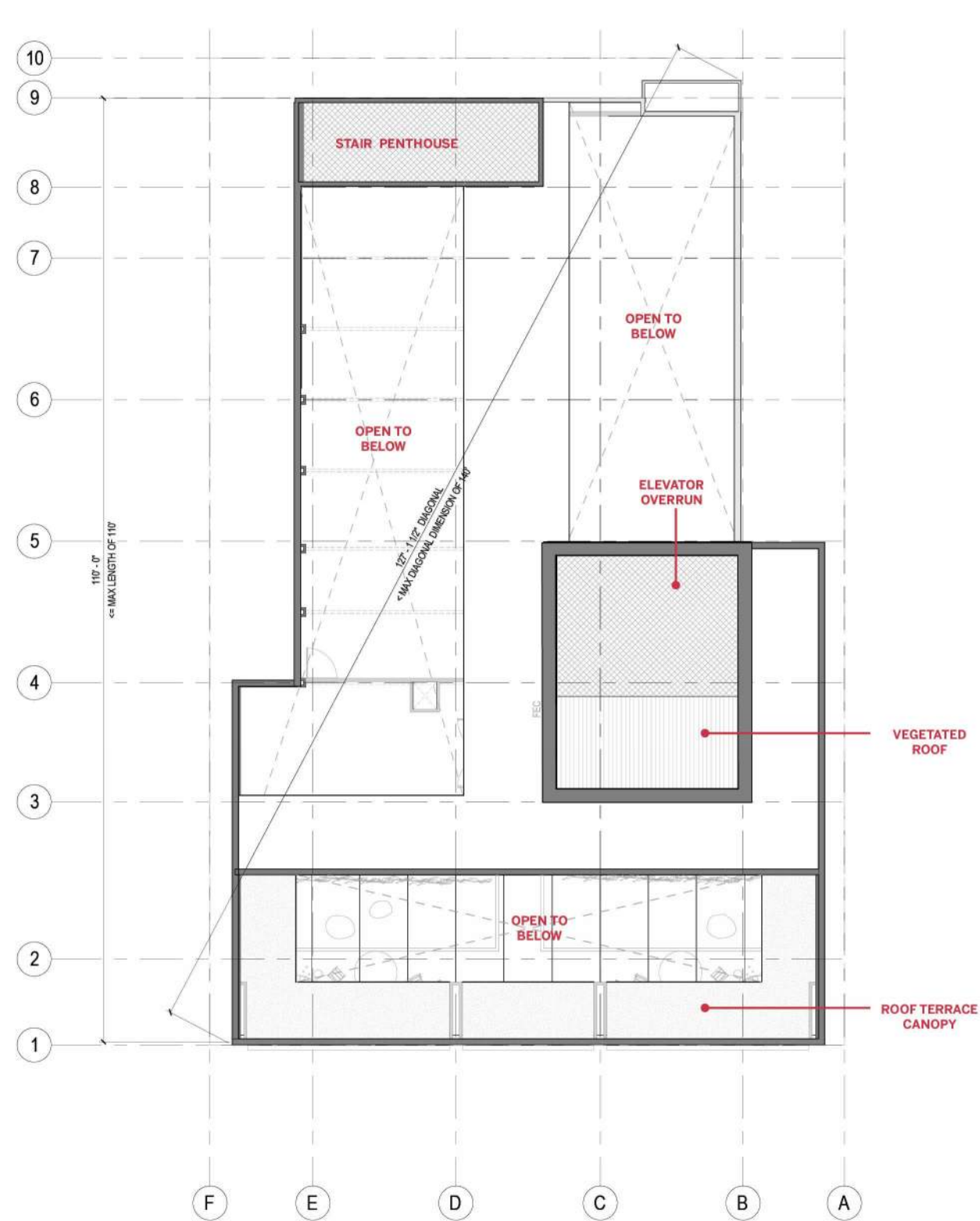


LEVELS 04-11
GUEST ROOMS

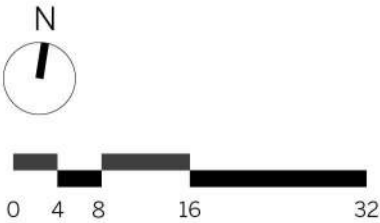
ROOF LEVEL
PUBLIC OPEN SPACE
MECHANICAL



FLOOR PLANS

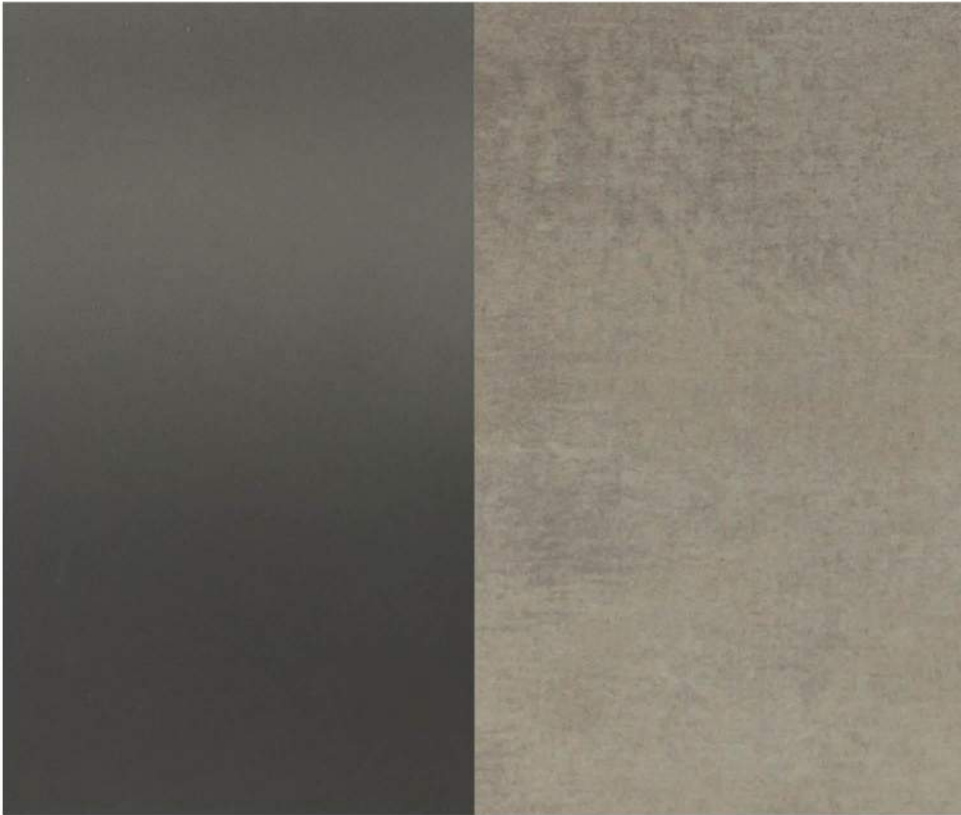


ROOF PENTHOUSE LEVEL
VEGETATED ROOF



MATERIAL PALETTE

EXTERIOR MATERIALS
CITIZENM HOTEL,
SAN FRANCISCO, CA



Metal Panel

Alucobond | Dusty Charcoal [MP-1]
Pure + Freeform | Vintage Nickel [MP-2]



Rainscreen Panel

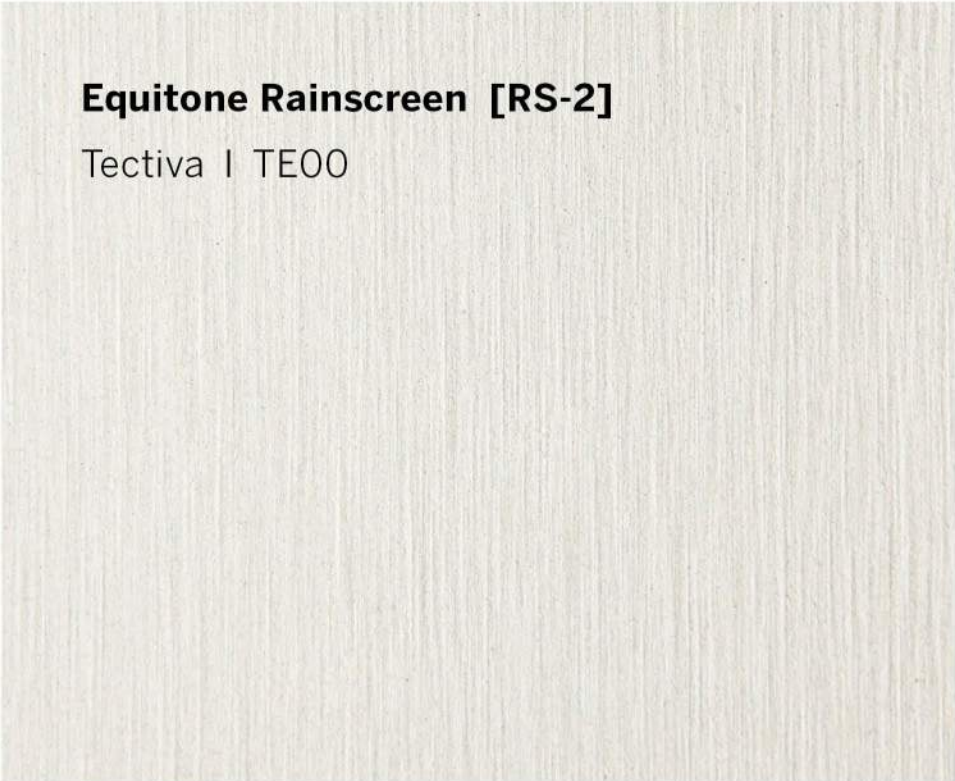
Stone Panel | Valders Buff [RS-1]
Equitone Tectiva | TE00 [RS-2]



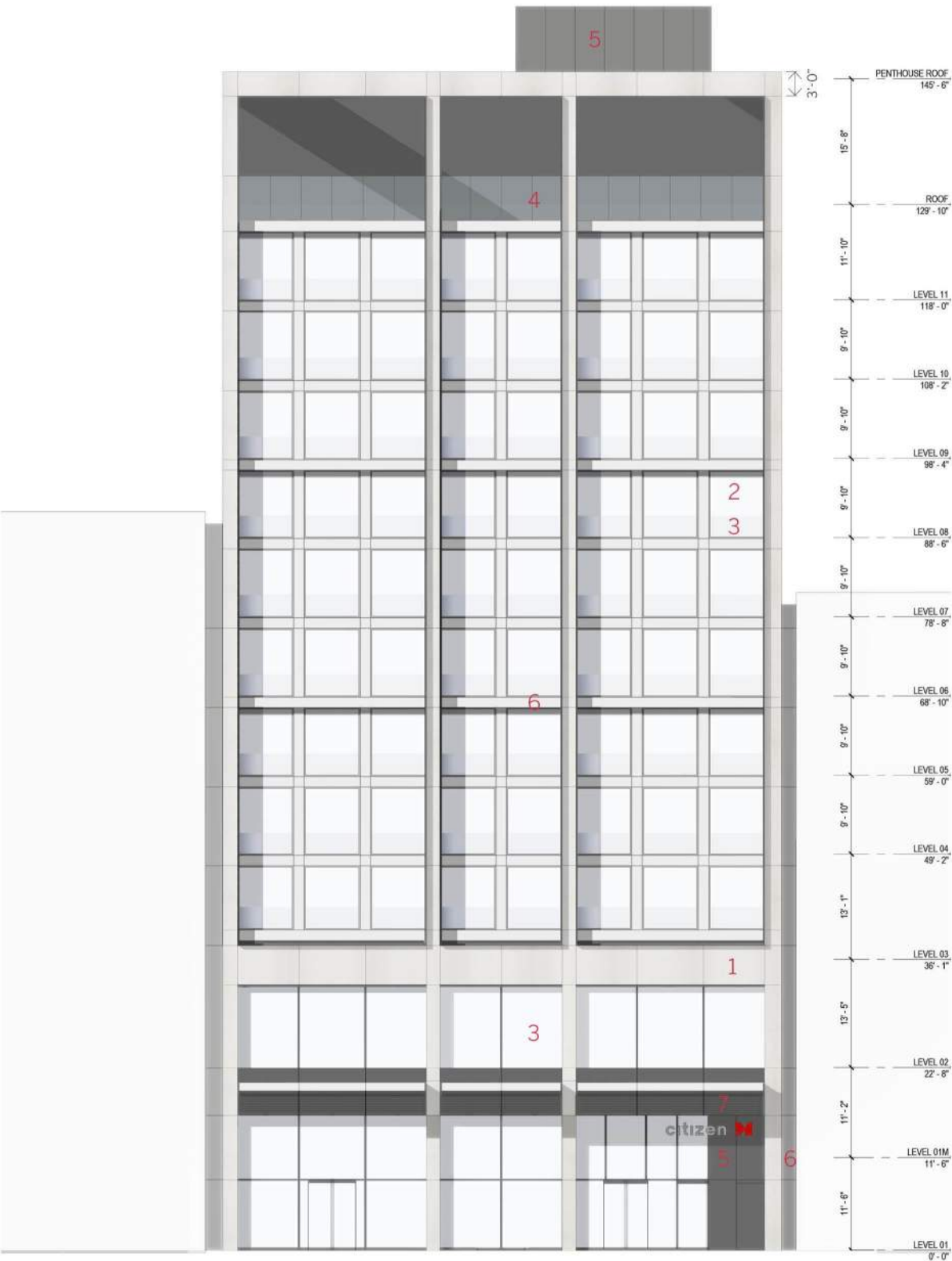
Glazing

IGU [GL-1] | Spandrel IGU [GL-2]
Laminated Glass [GL-3]

MATERIAL PALETTE



ELEVATIONS

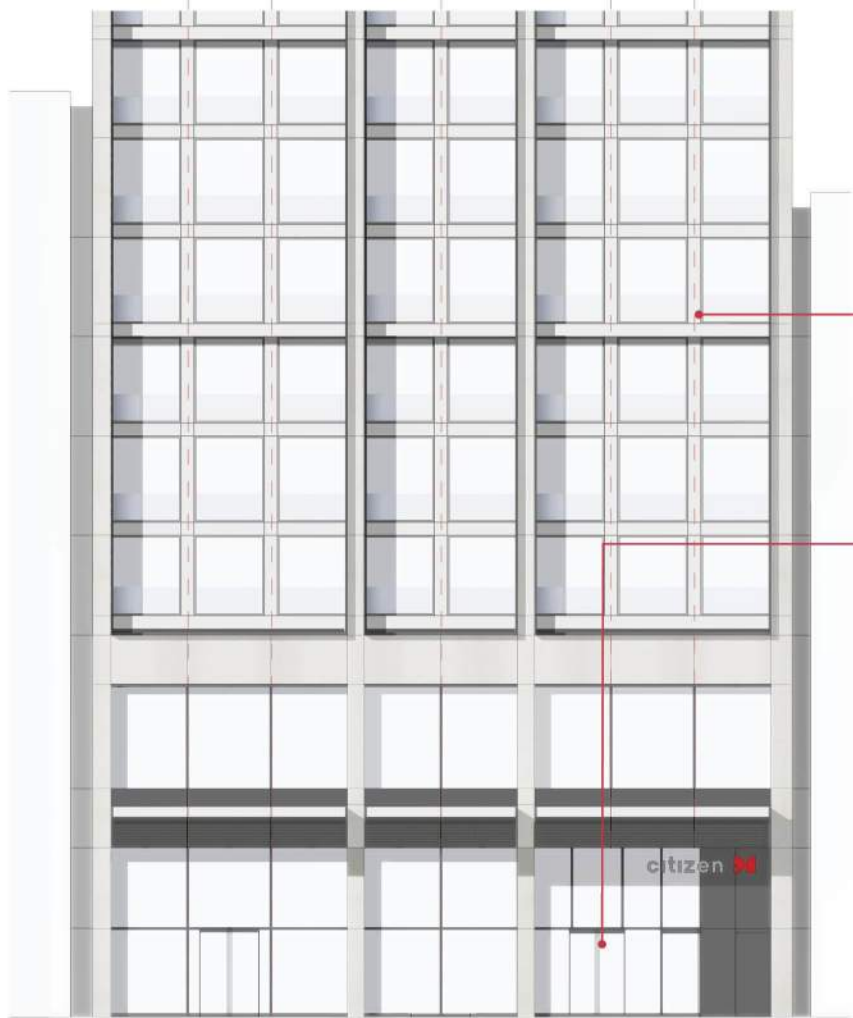
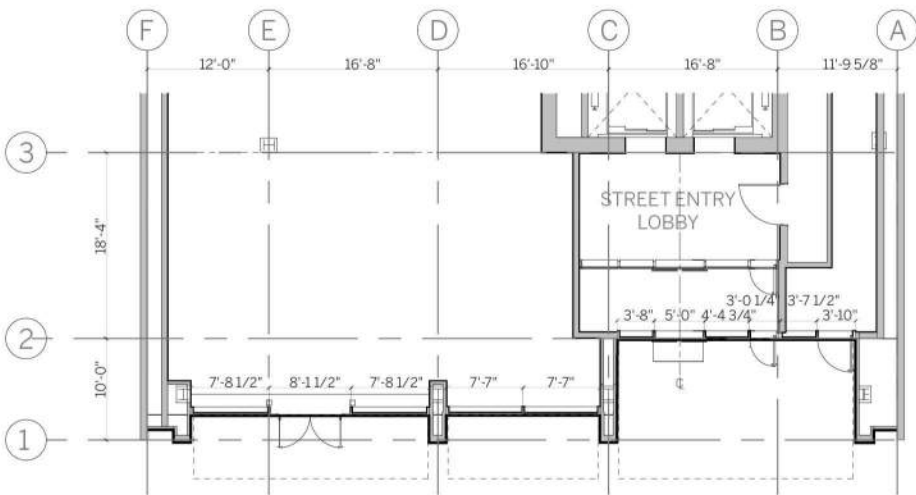


- 1 STONE RAINSCREEN PANEL [RS-1]
- 2 INSULATED GLAZING UNIT [GL-1]
- 3 INSULATED GLAZING UNIT | SPANDREL PANEL [GL-2]
- 4 LAMINATED GLASS [GL-3]
- 5 METAL PANEL | DARK GRAY [MP-1]
- 6 METAL PANEL | LIGHT GRAY [MP-2]
- 7 PERFORATED METAL PANEL | DARK GRAY [MP-1]

SOUTH ELEVATION
ELLIS STREET

THE CURRENT DESIGN INCORPORATES A THREE PART VERTICAL COMPOSITION OF BASE, SHAFT AND TOP IN ADDITION TO THREE VERTICAL BAYS. WITHIN THE SHAFT PROTRUDING HORIZONTAL BANDS ARE INTRODUCED AT EVERY THREE LEVELS TO FURTHER SUBDIVIDE THE MASSING.

ELEVATIONS



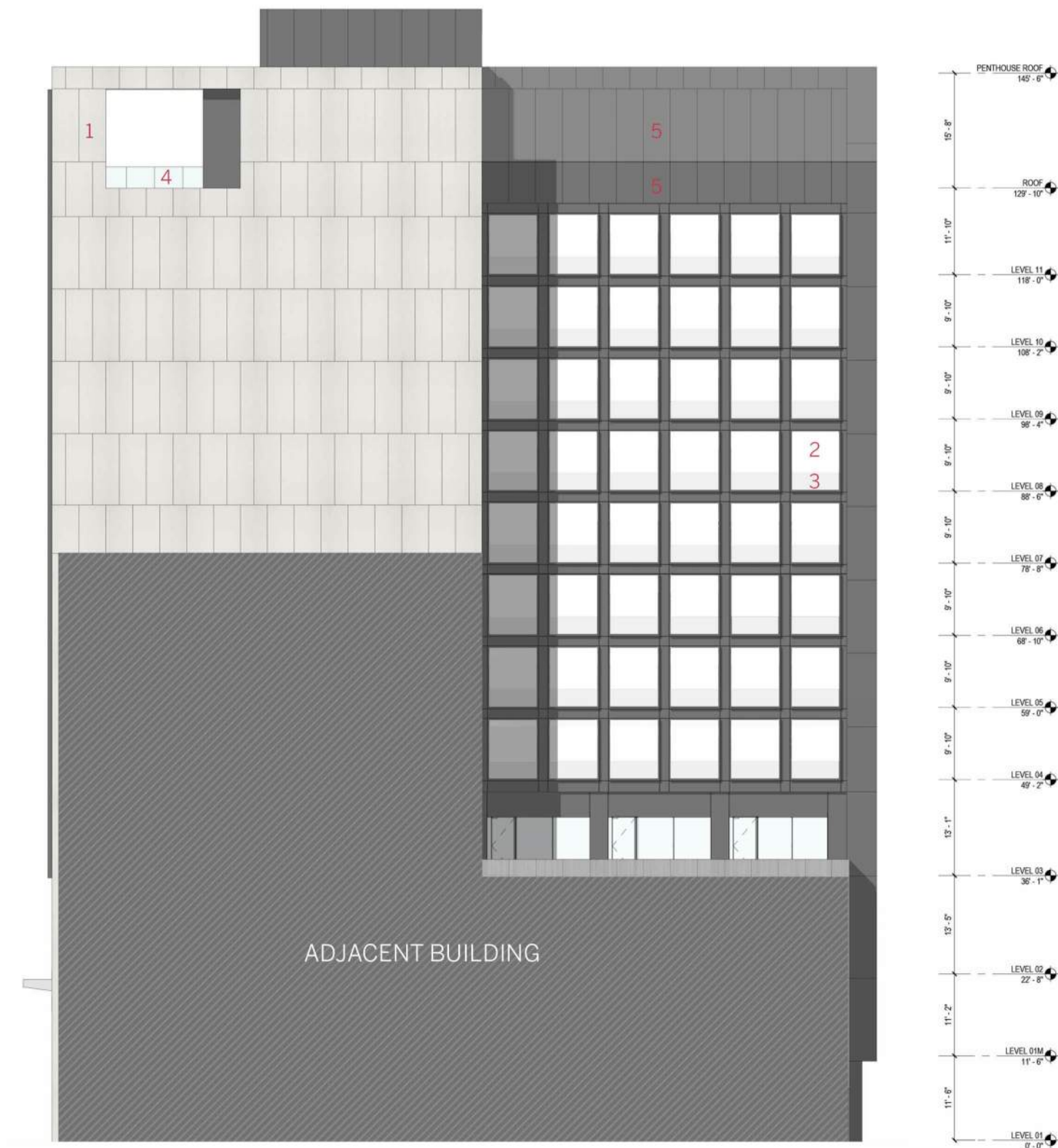
ALIGNMENT
BETWEEN SUBDIVISION OF
GLAZING AT BUILDING BASE
AND SHAFT

HOTEL DOOR
CENTERED IN ENTRY LOBBY

SOUTH ELEVATION
BUILDING BASE

THE CURRENT DESIGN INCORPORATES LARGER PANES OF GLAZING AT THE BUILDING BASE WHILE STILL PRESERVING THE ALIGNMENT WITH THE LEVELS ABOVE. THE EAST BAY STOREFRONT AT L1 & L1M IS CONSTRAINED BY THE THREE POINTS OF ENTRY. THESE DOORS DICTATE BOTH THE SIZE AND LOCATION OF THE GLAZING IN THIS BAY.

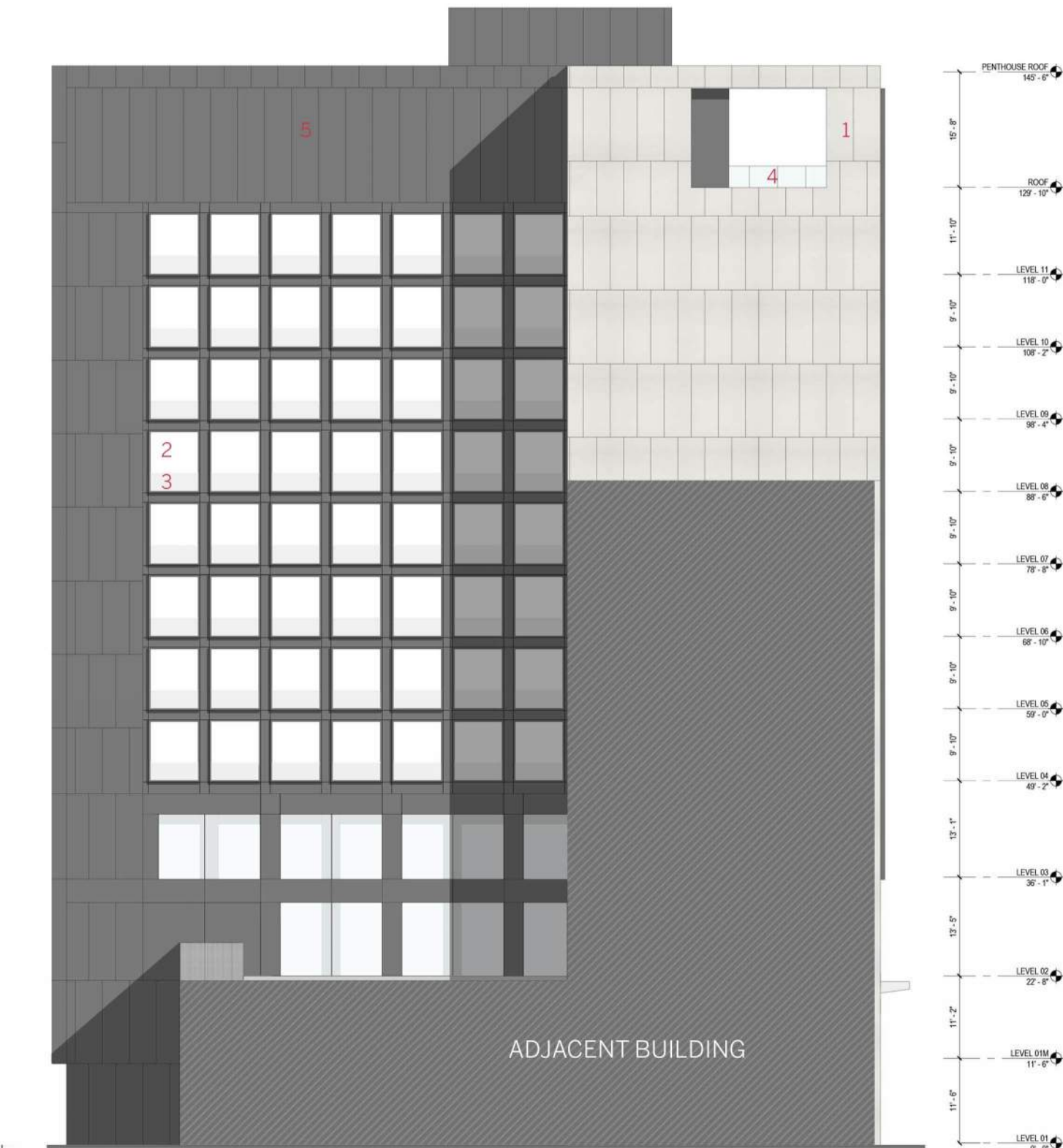
ELEVATIONS



EAST ELEVATION

- 1 **EQUITONE RAINSCREEN PANEL** [RS-2]
- 2 **INSULATED GLAZING UNIT** [GL-1]
- 3 **INSULATED GLAZING UNIT** | SPANDREL PANEL [GL-2]
- 4 **LAMINATED GLASS** [GL-3]
- 5 **METAL PANEL** | DARK GRAY [MP-1]

ELEVATIONS



WEST ELEVATION

- 1 EQUITONE RAINSCREEN PANEL [RS-2]
- 2 INSULATED GLAZING UNIT [GL-1]
- 3 INSULATED GLAZING UNIT | SPANDREL PANEL [GL-2]
- 4 LAMINATED GLASS [GL-3]
- 5 METAL PANEL | DARK GRAY [MP-1]

VIEW FROM ABOVE



VIEW FROM STREET LEVEL



BUILDING ENVELOPE



SENSIBILITIES
JOINT ARTICULATION
GLAZING TYPES

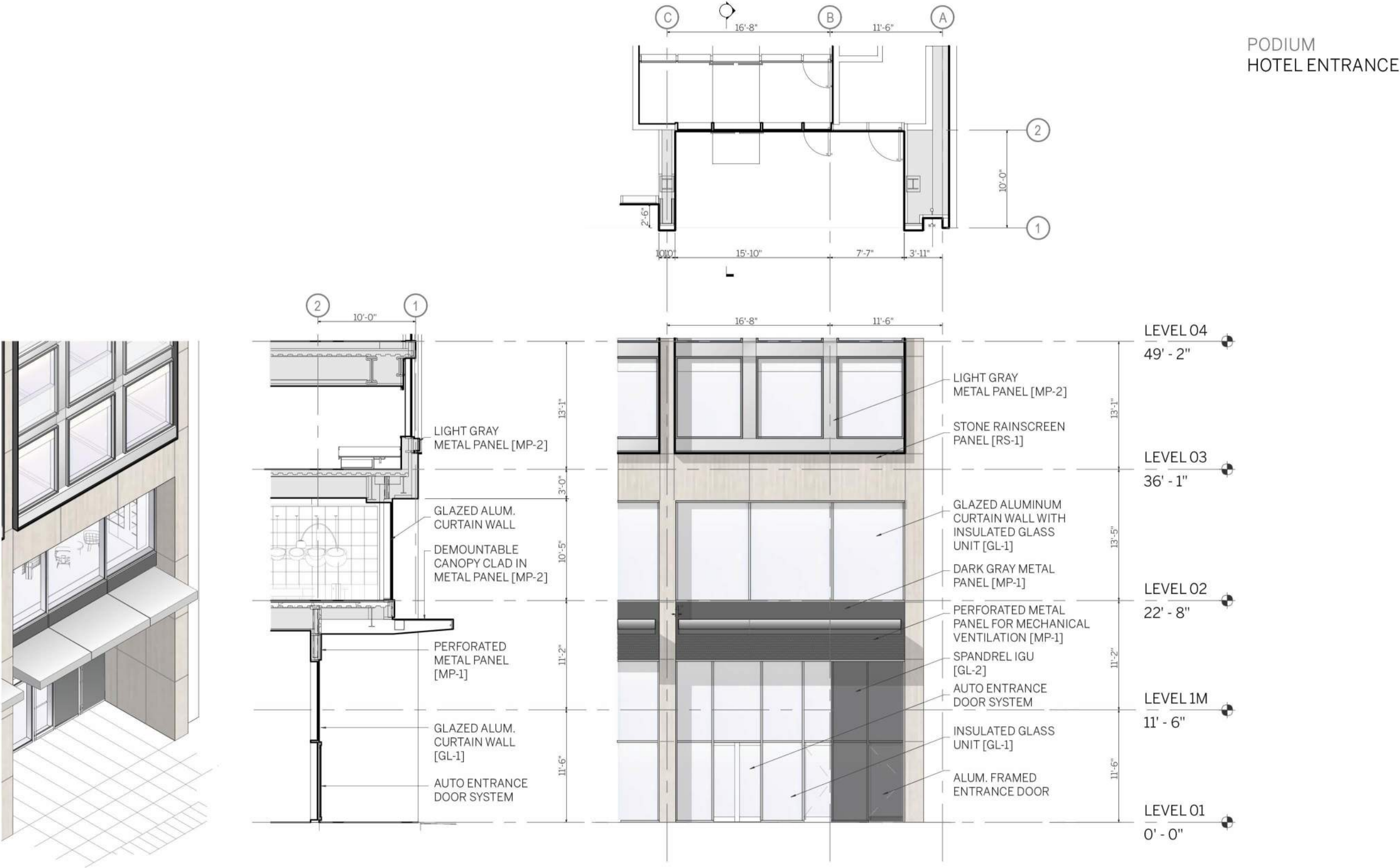


CITIZENM GLASGOW

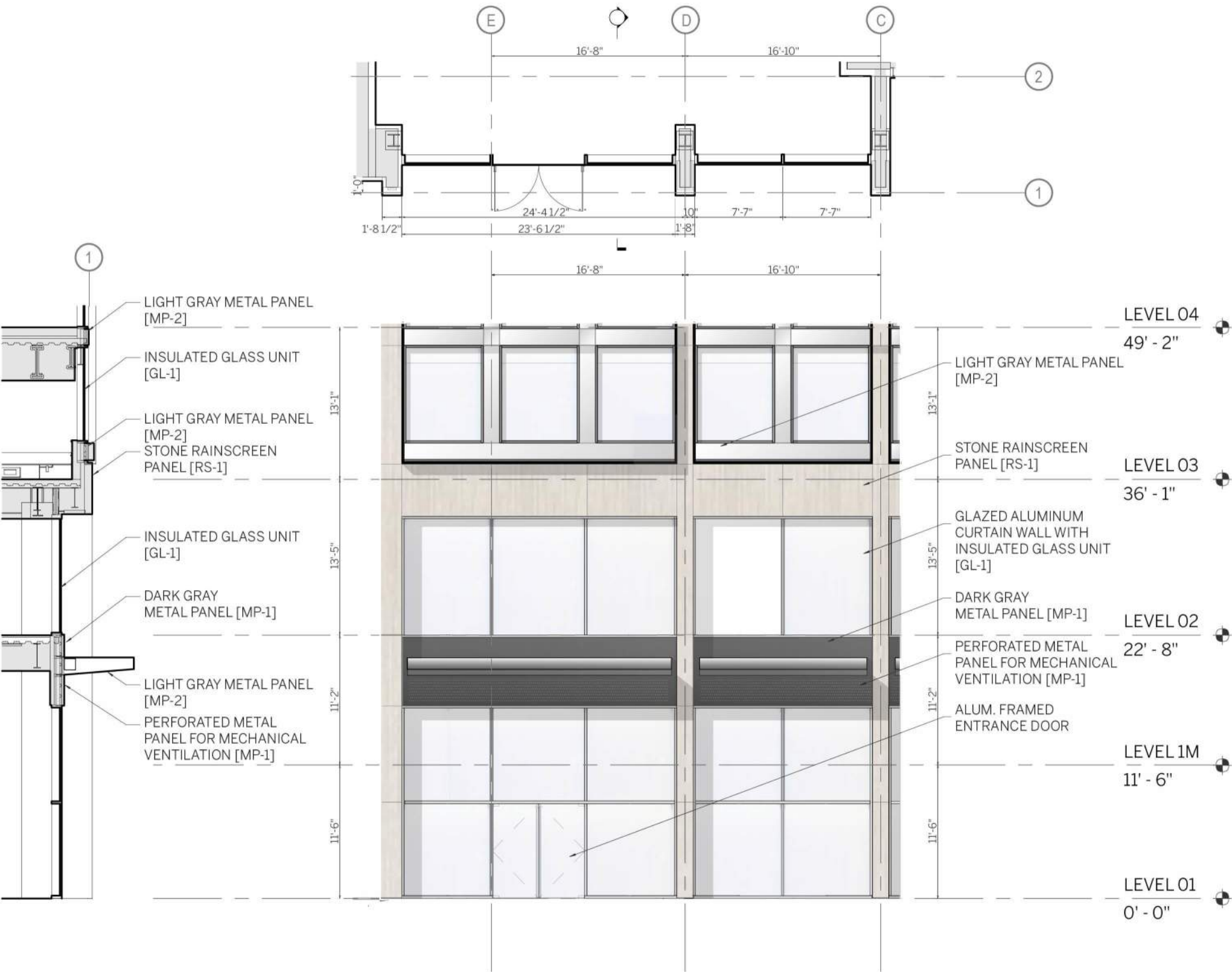
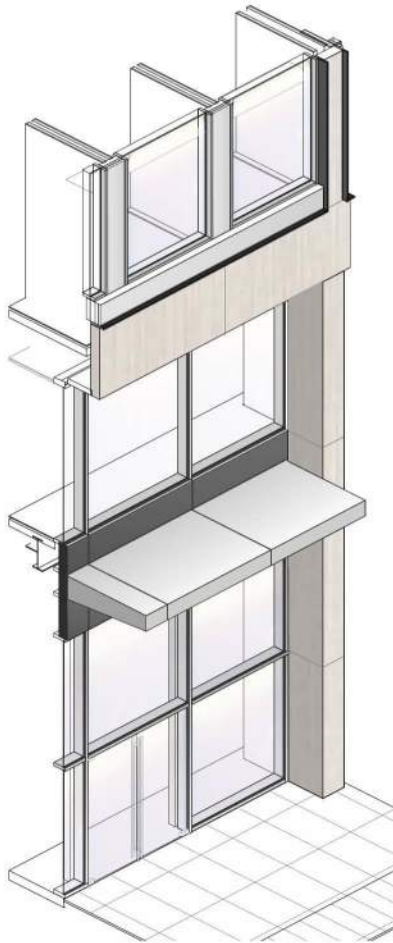


CITIZENM BANKSIDE

ENLARGED VIEWS

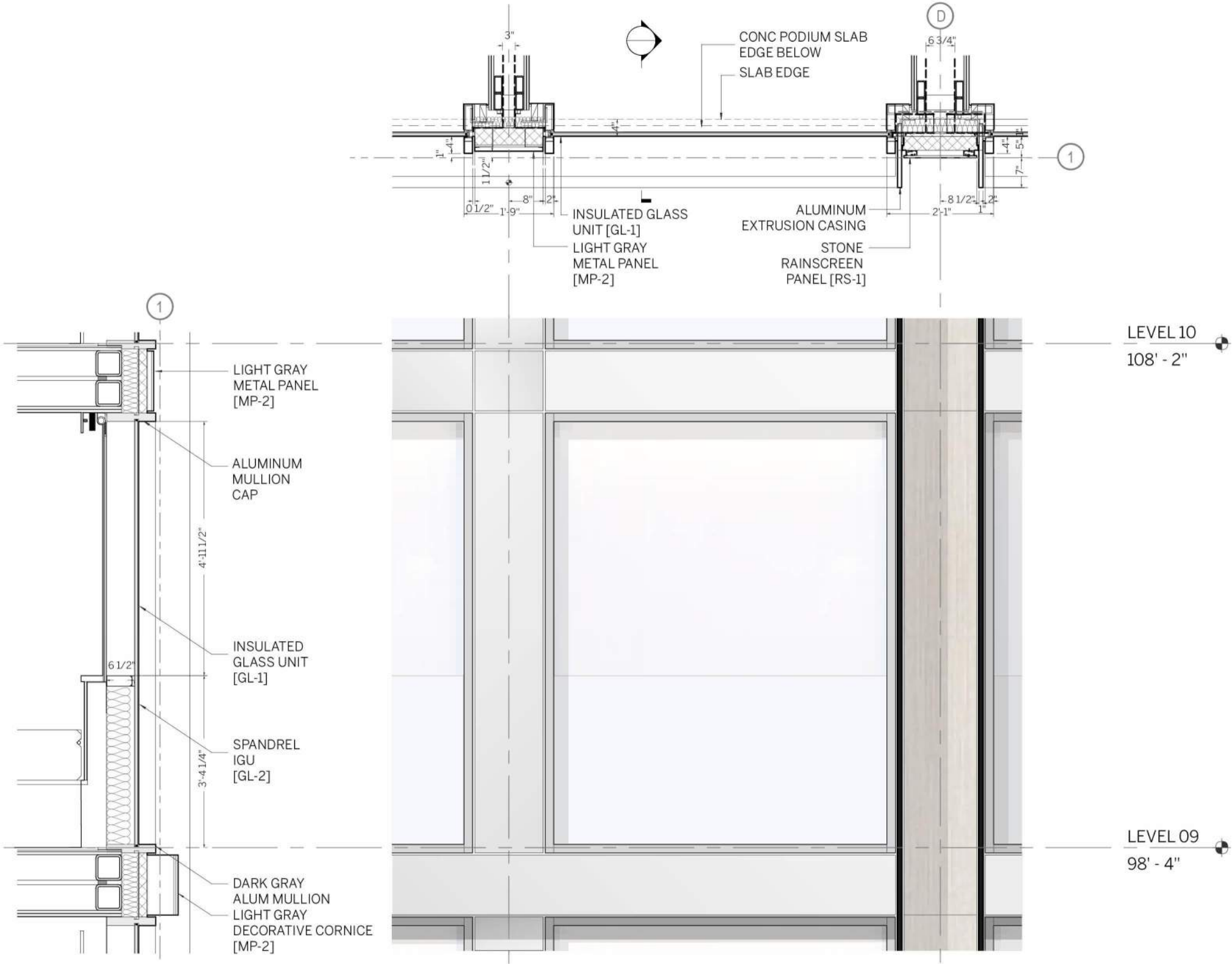


ENLARGED VIEWS



PODIUM
RETAIL ENTRANCE

ENLARGED VIEWS



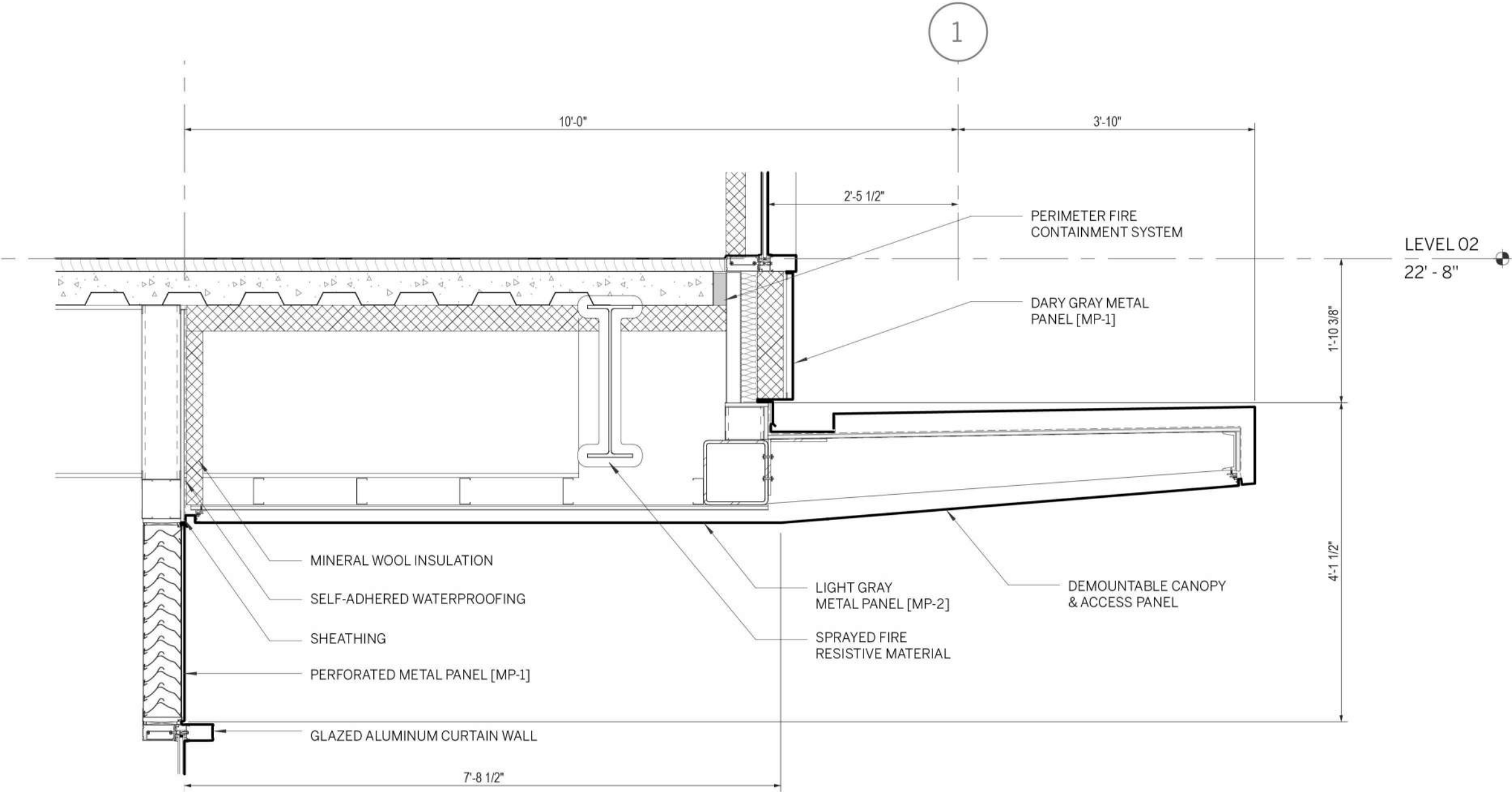
TYPICAL FLOOR
GUEST ROOMS

ENLARGED VIEWS

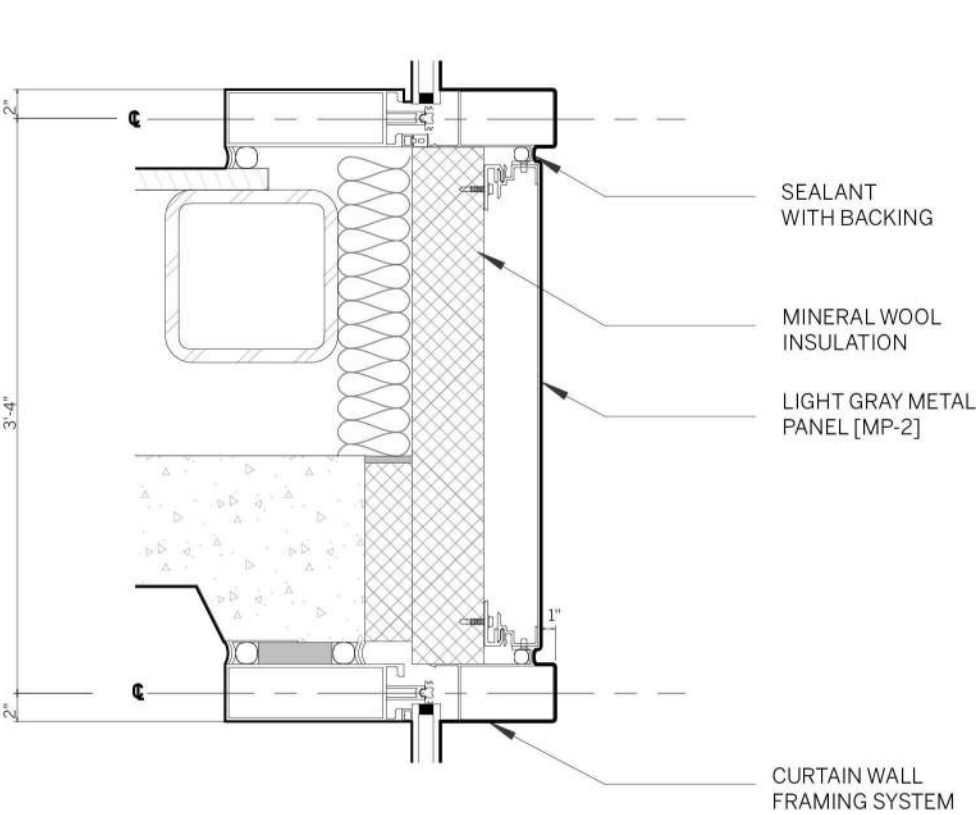
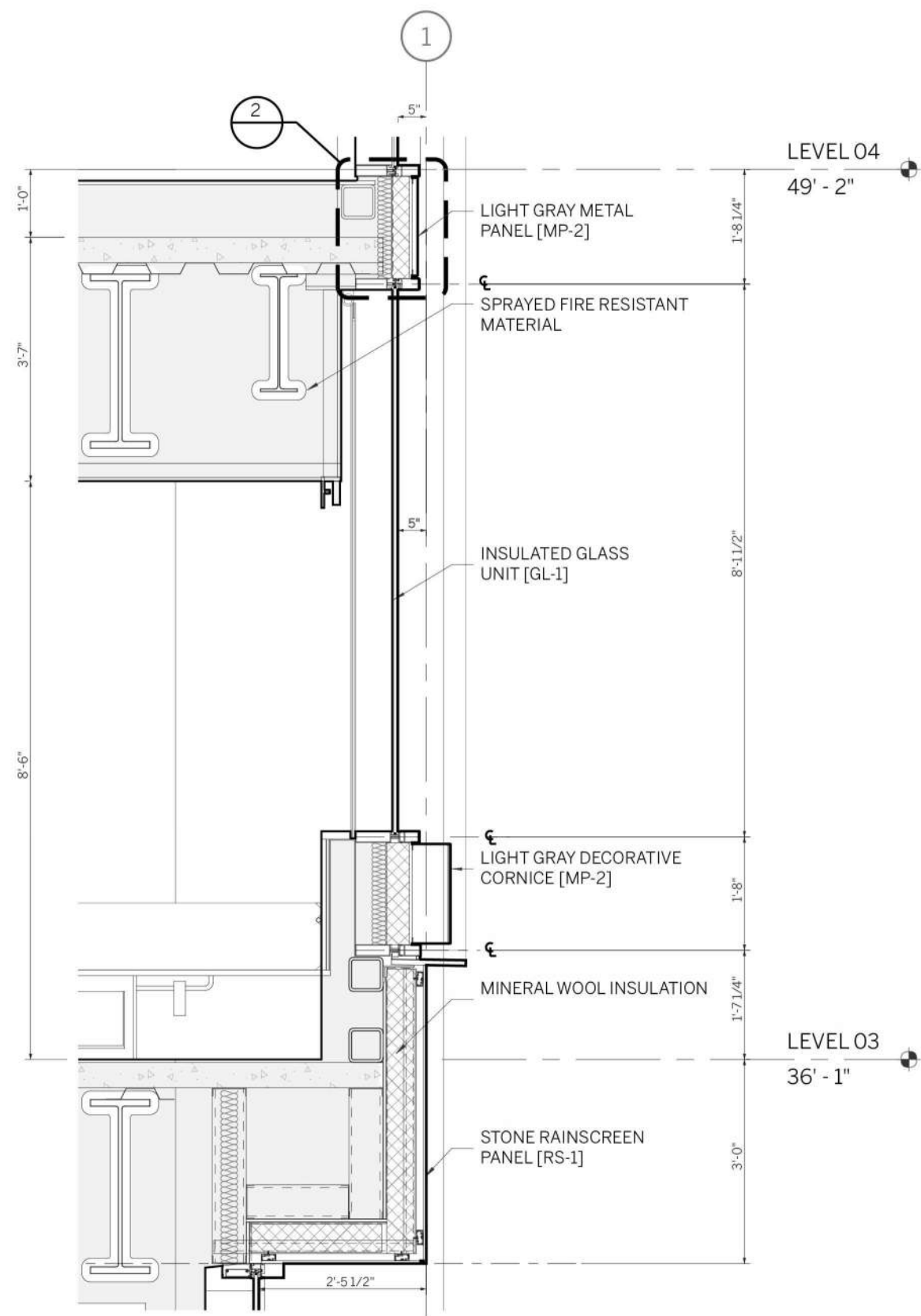


DETAILS

STREET LEVEL
CANOPY



DETAILS



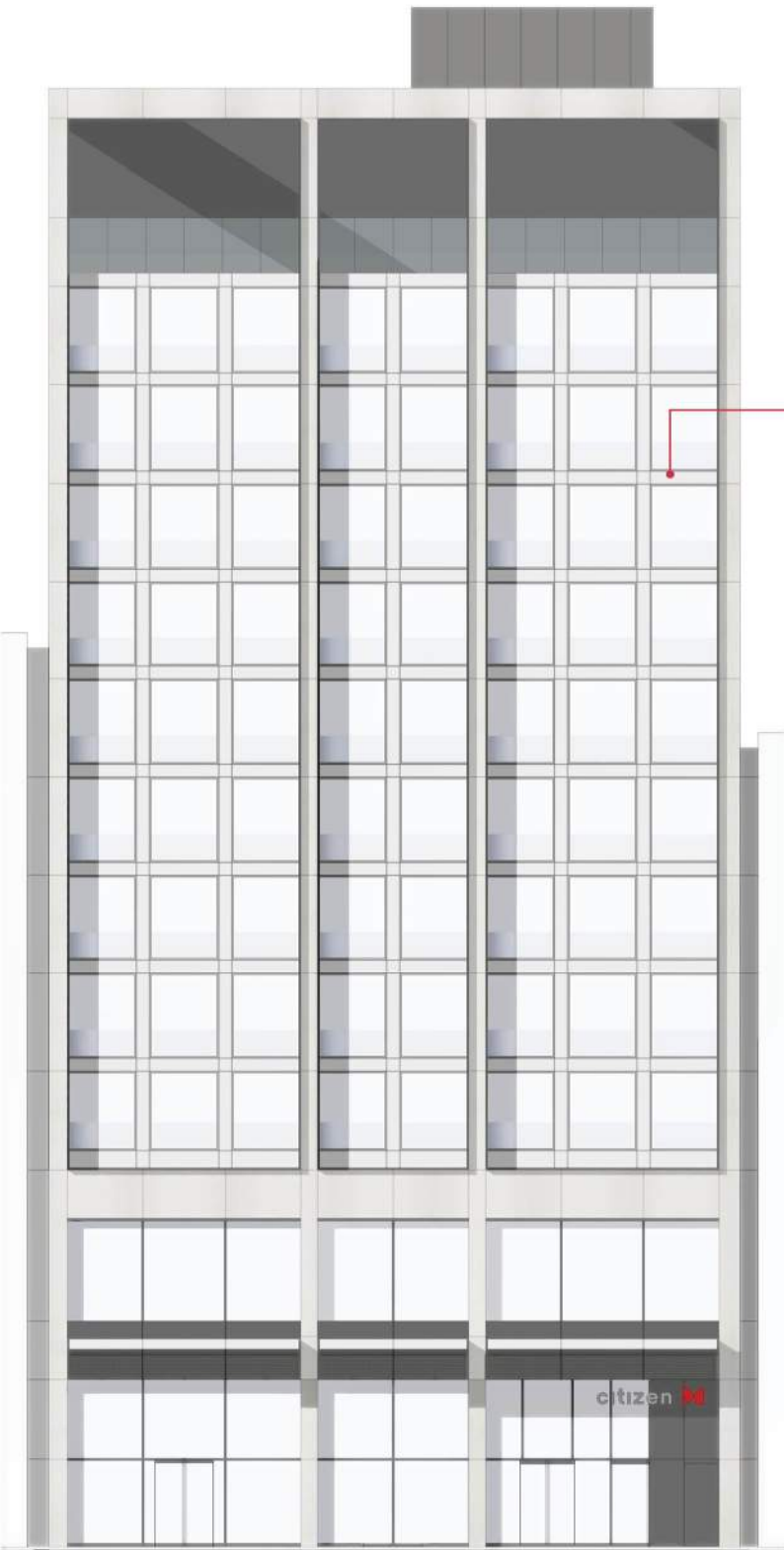
DETAIL 2

LEVEL 04
DETAIL AT SILL SPANDREL

DETAIL 1

LEVEL 03
SECTION THROUGH S FACADE

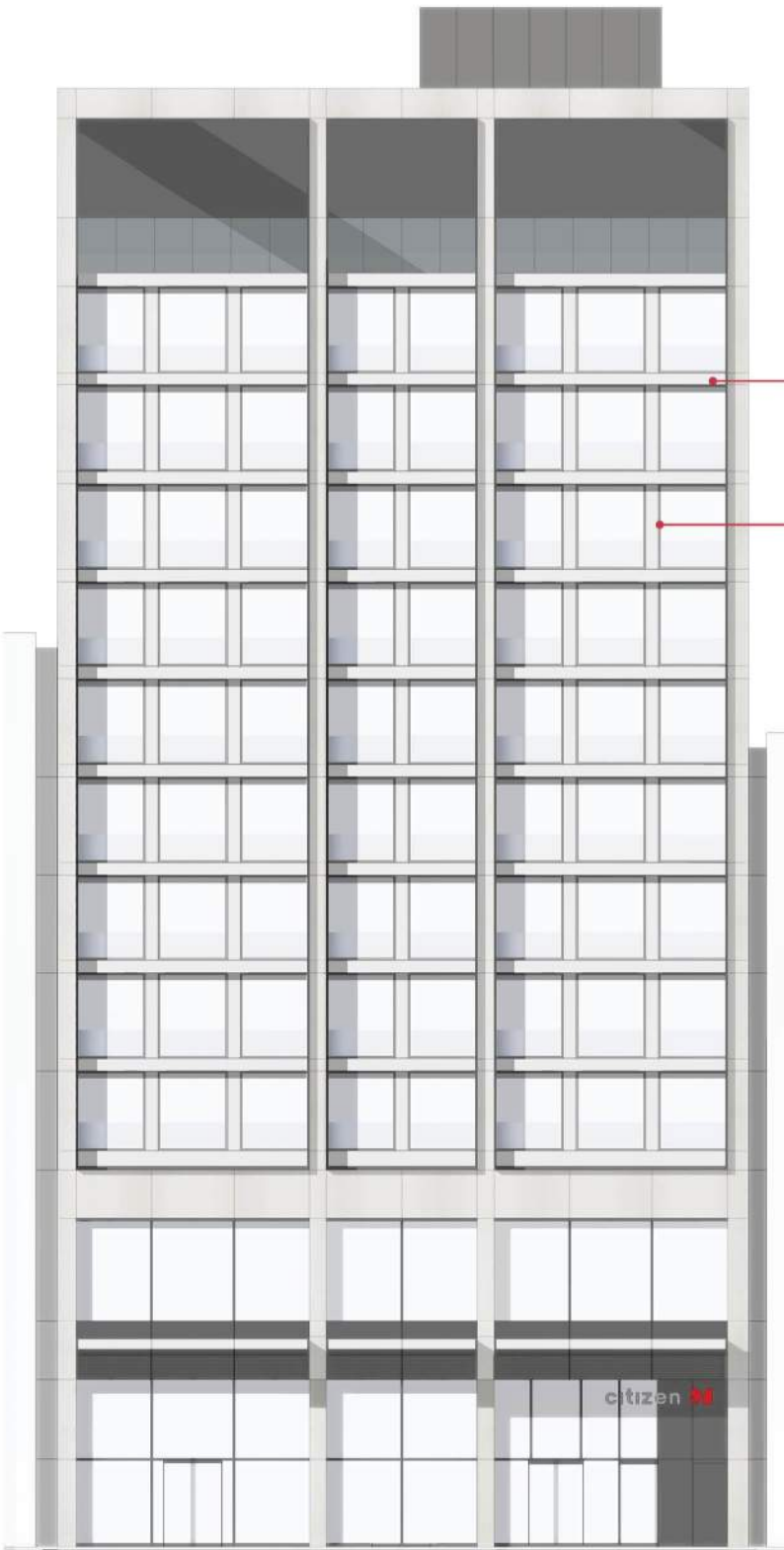
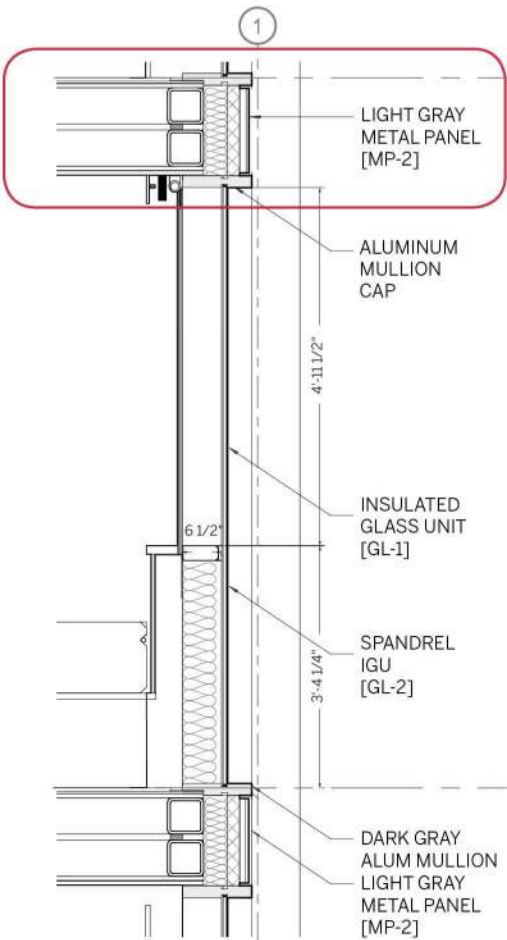
ELEVATION ALTERNATIVES



ALTERNATE A
GUEST ROOM MODULE

ALT A IS DIVIDED INTO THREE LARGER BAYS HIGHLIGHTING THE VERTICAL COMPOSITION OF THE MASSING WHILE ALSO EMPHASIZING EACH ROOM MODULE WITHIN THE SHAFT

METAL PANEL
LIGHT GRAY [MP-2]

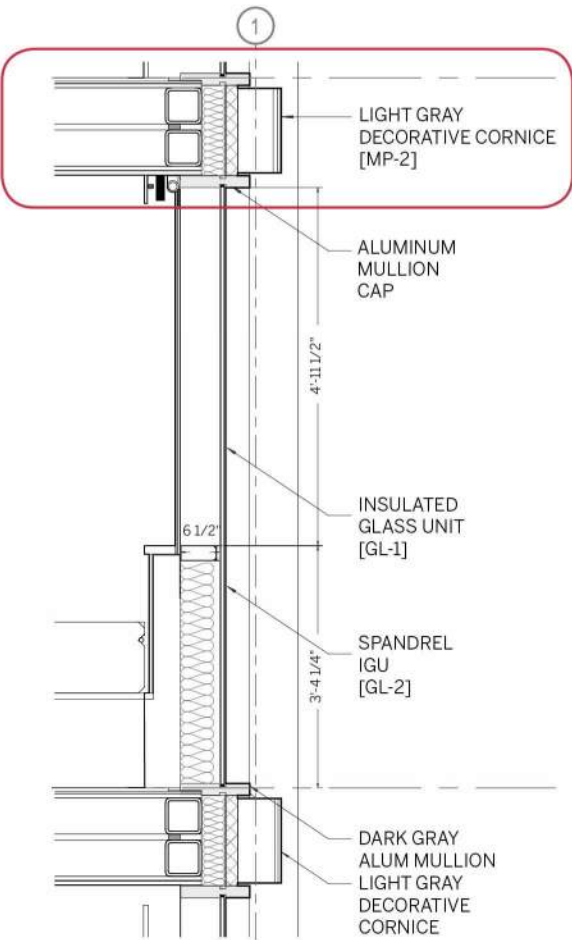


ALTERNATE B
PROTRUDING BANDS

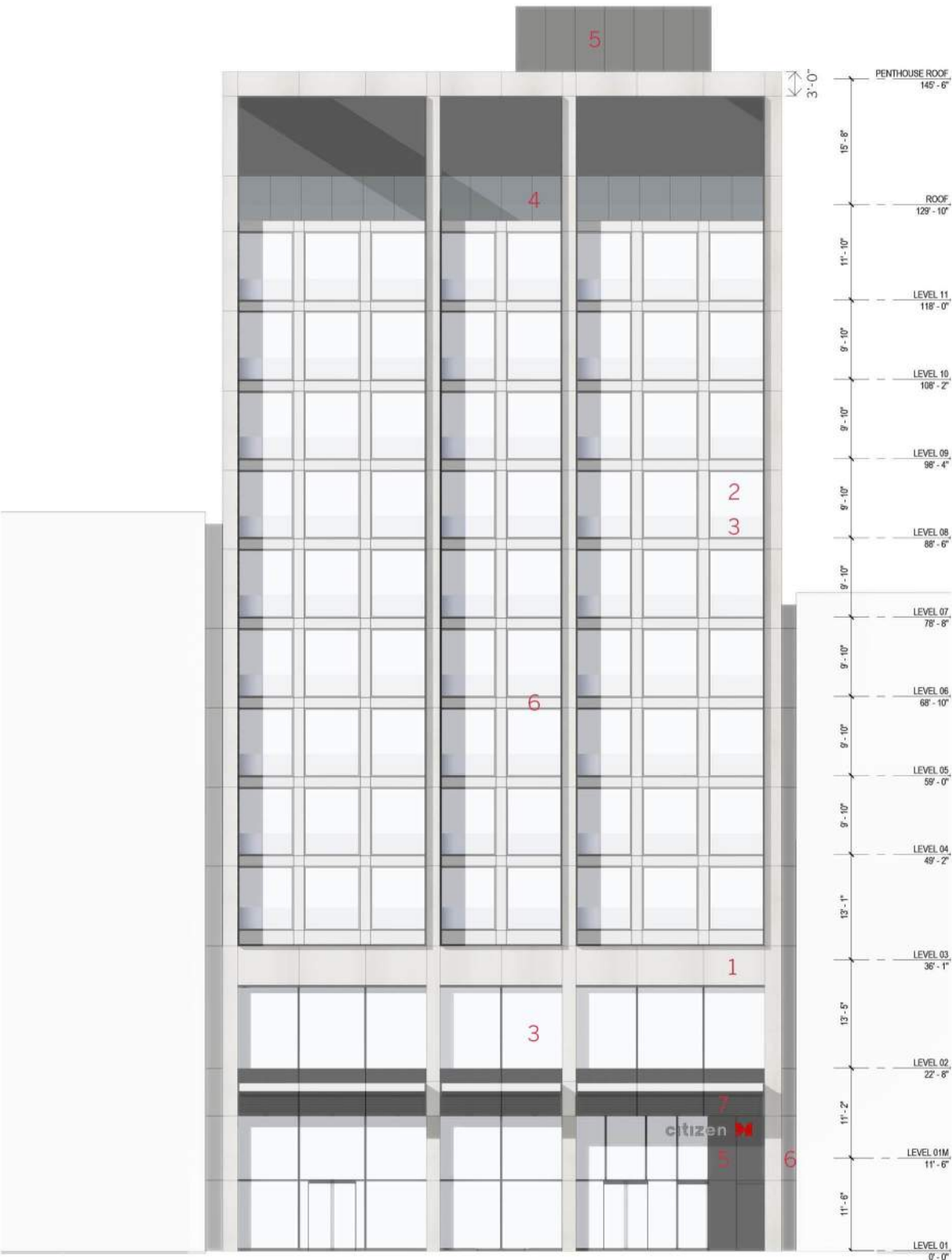
B INCORPORATES PROTRUDING METAL PANELS AT EACH LEVEL. THIS BREAKS THE SHAFT INTO SMALLER REGIONS WHILE MAINTAINING THE INTEGRITY OF THE VERTICAL BAYS

**METAL PANEL
PULLED FORWARD**
LIGHT GRAY [MP-2]

METAL PANEL
LIGHT GRAY [MP-2]



ELEVATIONS - ALTERNATE A



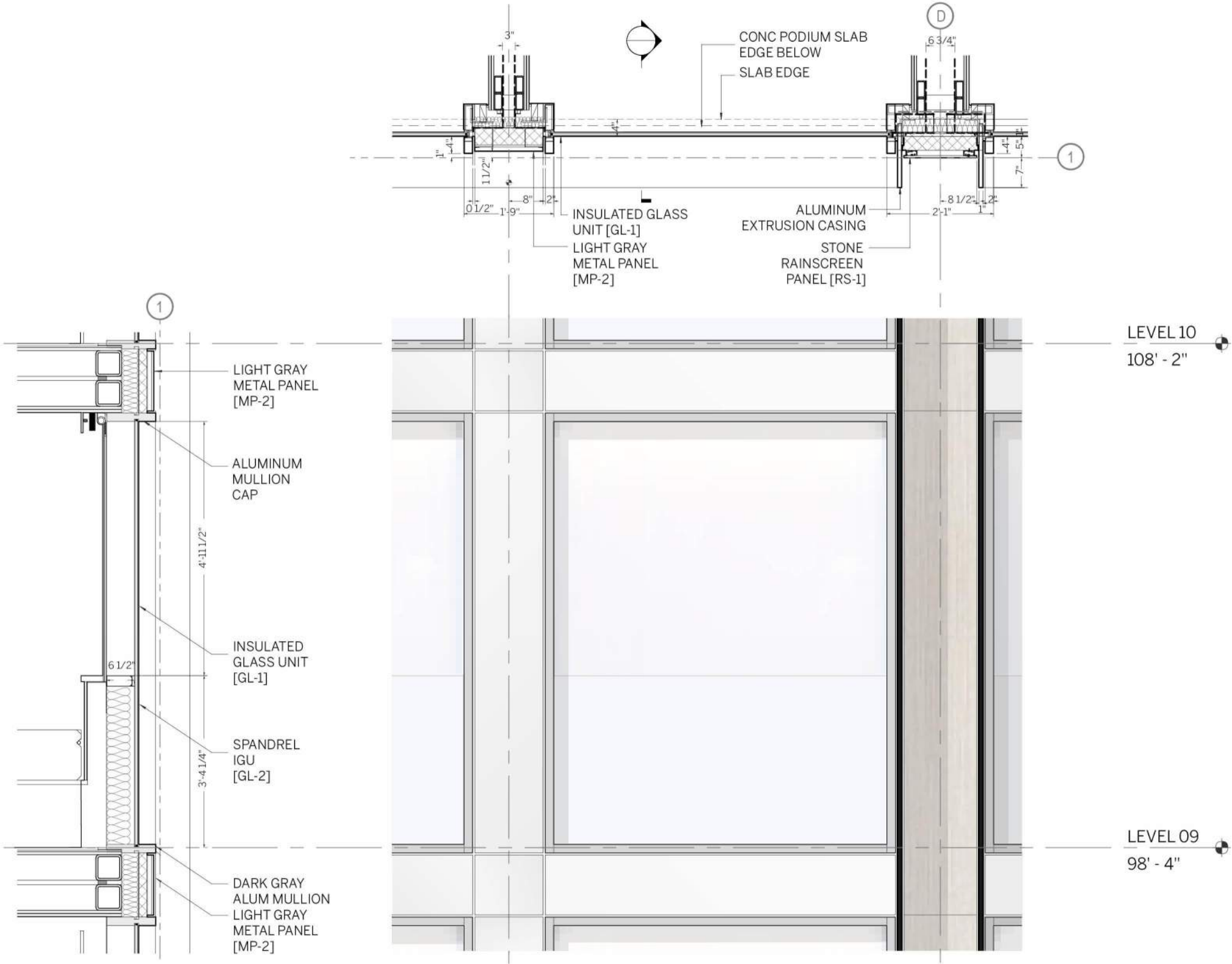
- 1 STONE RAINSCREEN PANEL [RS-1]
- 2 INSULATED GLAZING UNIT [GL-1]
- 3 INSULATED GLAZING UNIT | SPANDREL PANEL [GL-2]
- 4 LAMINATED GLASS [GL-3]
- 5 METAL PANEL | DARK GRAY [MP-1]
- 6 METAL PANEL | LIGHT GRAY [MP-2]
- 7 PERFORATED METAL PANEL | DARK GRAY [MP-1]

- CLEAR HEIRARCHY BETWEEN FACADE ELEMENTS
- STRONG THREE PART VERTICAL COMPOSITION
ART 11, APP E, SEC 7.B.1
- STRONG VERTICAL BAYS MAKE APPEARANCE NARROWER
ART 11, APP E, SEC 6.B
- UNIFORM TREATMENT OF UPPER STORIES [EMPHAZIZING ROOM MODULE]
ART 11, APP E, SEC 7.B.1

SOUTH ELEVATION
ELLIS STREET

ALTERNATE A MAINTAINS THE DIVISION OF THE SHAFT INTO THREE VERTICAL BAYS EMPHASIZING THE NARROWNESS OF THE BUILDING. THE FACADE RETAINS A DISTINCT HEIRARCHY: THE VERTICAL BAYS SPAN FROM THE TOP TO BASE WHILE THE SHAFT IS SUBDIVIDED WITH A SERIES OF METAL PANELS THAT HIGHLIGHT THE ROOM MODULE.

ENLARGED VIEWS - ALTERNATE A



TYPICAL FLOOR
GUEST ROOMS

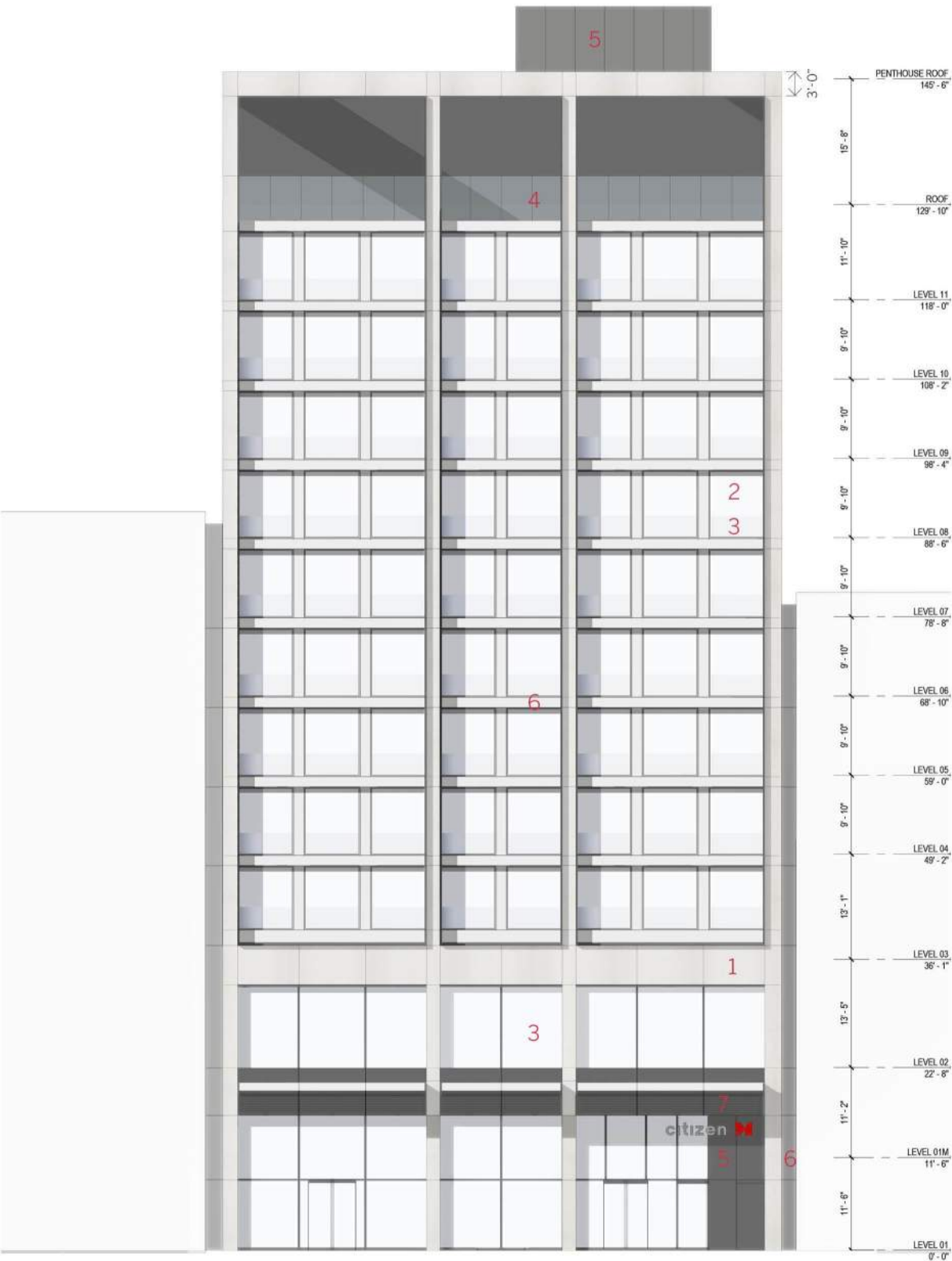
VIEW FROM ABOVE _ ALTERNATE A



VIEW FROM STREET LEVEL _ ALTERNATE A



ELEVATIONS - ALTERNATE B



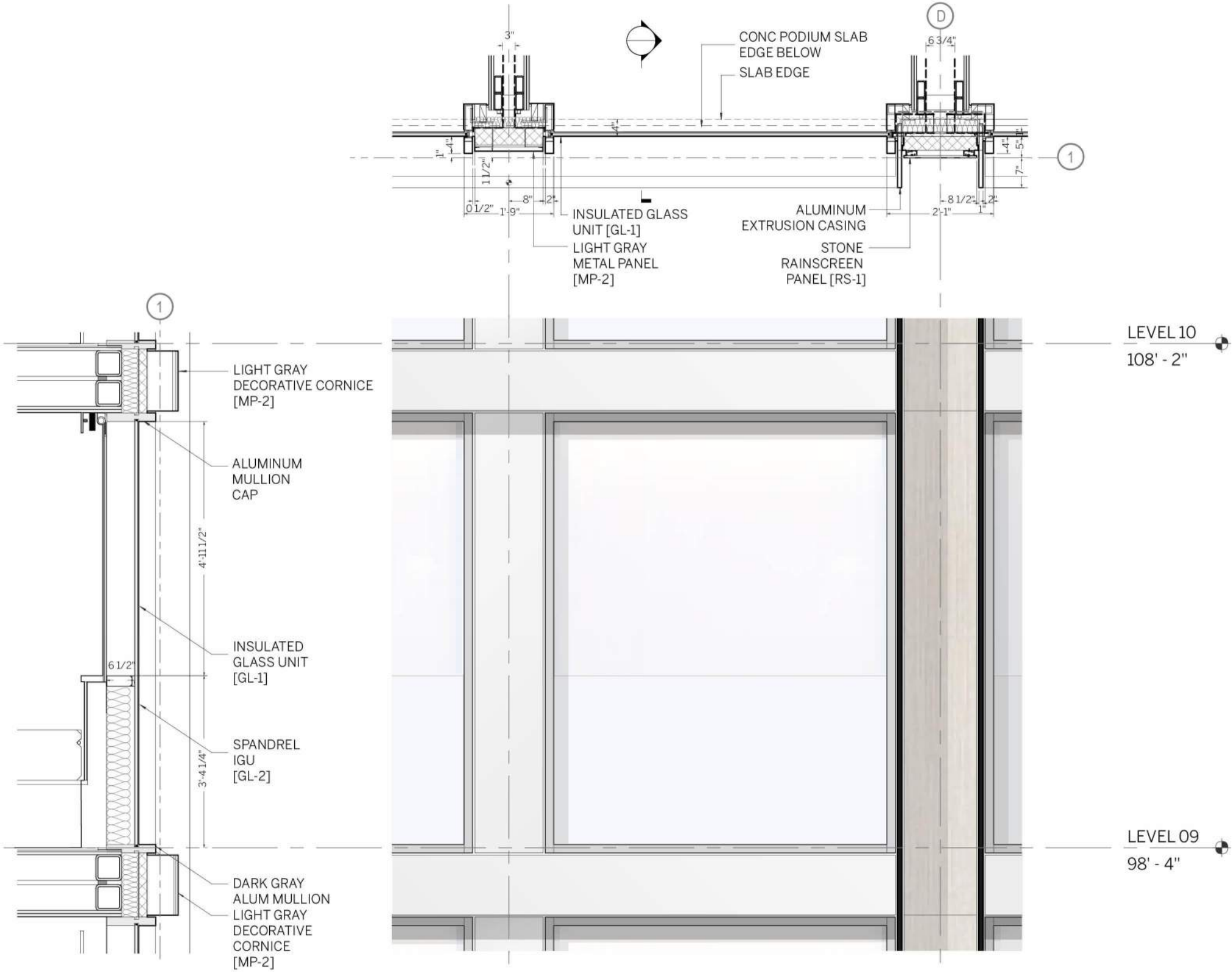
- 1 STONE RAINSCREEN PANEL [RS-1]
- 2 INSULATED GLAZING UNIT [GL-1]
- 3 INSULATED GLAZING UNIT | SPANDREL PANEL [GL-2]
- 4 LAMINATED GLASS [GL-3]
- 5 METAL PANEL | DARK GRAY [MP-1]
- 6 METAL PANEL | LIGHT GRAY [MP-2]
- 7 PERFORATED METAL PANEL | DARK GRAY [MP-1]

- HEIRARCHY BETWEEN FACADE ELEMENTS
- STRONG THREE PART VERTICAL COMPOSITION
ART 11, APP E, SEC 7.B.1
- UNIFORM TREATMENT OF UPPER STORIES
[WITH HORIZONTAL BANDS]
ART 11, APP E, SEC 7.B.1

SOUTH ELEVATION
ELLIS STREET

THE ALTERNATE DESIGN MAINTAINS THE DIVISION OF THE SHAFT INTO THREE VERTICAL BAYS. THE SHAFT INCORPORATES PROTRUDING METAL PANELS AT EACH LEVEL WHICH BREAK THE SHAFT INTO SMALLER REGIONS WHILE MAINTAINING THE INTEGRITY OF THE VERTICAL BAYS.

ENLARGED VIEWS - ALTERNATE B



TYPICAL FLOOR
GUEST ROOMS

VIEW FROM ABOVE _ ALTERNATE B



VIEW FROM STREET LEVEL _ ALTERNATE B





SAN FRANCISCO PLANNING DEPARTMENT

MEMO

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

DATE: May 25, 2017
TO: File
FROM: Rick Cooper, Senior Environmental Planner
RE: 72 Ellis Street (Case Nos. 2000.383E and 2017-003134ENV)

This memorandum documents the prior environmental review and approvals granted for a proposed hotel use at 72 Ellis Street (Assessor Block 0327, lot 011) in downtown San Francisco. It describes the findings of the environmental review conducted for the previously approved project (Mitigated Negative Declaration, Case No. 2000.383E, adopted November 15, 2001) and describes how the current modifications addressed in the Section 309 (Case No. 2017-003134DNX), Conditional Use Authorization (Case No. 2017-003134 CUA) and Permit to Alter (Case No. 2017-003134PTA) and building permit application no. 201508033157 differ from the previously approved project. It then explains, for the reasons set forth herein, why the modifications sought under the above referenced permit applications do not warrant subsequent environmental review.

SETTING

The project site is a single parcel located at 72 Ellis Street, on the north side of Ellis Street between Powell Street to the west, Stockton Street to the east and O'Farrell Street to the north. The project site has an approximately 73-foot frontage along Ellis Street and an area of about 8,420 square feet. It is currently occupied by a surface parking lot with an additional below-grade parking level. To the west of the site is a six-story commercial building with ground-floor retail use. To the east is the 7-story Ellis-O'Farrell parking garage, also with ground-floor commercial use. Across Ellis Street to the site's south is the historic Flood Building (870 Market Street) consisting of 12 stories of office use. The 72 Ellis Street site is located within the Downtown Retail (C-3-R) Zoning District, an 80-130-F Height and Bulk District, and the Kearny-Market-Mason-Sutter Conservation District (KMMS Conservation District) within San Francisco's downtown core.

DESCRIPTION OF APPROVED PROJECT AND APPROVAL EXTENSIONS

The previously approved hotel use was granted authorization under Planning Code Section 309

in 2001 (Planning Commission Motion No. 16284), and was subsequently extended in 2004 (Motion No. 16919), in 2010 (Motion No. 18054), and again in 2013 (Motion No. 18955).

The approved project consists of construction of a 75,810-gross-square-foot, 11-story structure that would accommodate tourist hotel uses. The building would be 130 feet tall, up to 146 feet above ground level with semi-enclosed roof features, and would comply with the Planning Code's 9:1 floor-area-ratio (FAR) for the site. The tourist hotel would include 156 rooms as well as a lobby, retail space, accessory meeting rooms, and a restaurant. A combination of 18 Class I and II bicycle parking spaces would be provided at the site and loading would occur along the north side of Ellis Street in a white zone that would be established as part of the project.

In 2013, the Planning Commission authorized a Conditional Use permit, as well as granted a Downtown Project Authorization and Requests for Exceptions under Planning Code Section 309, including a height exception in the 80-130-F Height and Bulk District, a bulk exception, and a height extension for a vertical extension.¹ No substantial modifications were proposed to the design or intensity of the project as originally approved. The 2013 Section 309 authorization was subject to a performance condition requiring issuance of a building permit to construct the project within two years of the approval, by August 15, 2015. (Motion No. 18955.) The current application addresses Motion No. 18955 and seeks to construct the previously approved project, as modified.

Modified Project

Proposed modifications to the project include a five-foot height increase and a 23% increase in room count, from 156 to 192 rooms. Due to a more efficient layout and with room sizes ranging from 226-293 square feet, the project sponsor has incorporated the additional rooms into roughly the same building envelope as the project approved in 2013. The project sponsor seeks exceptions for building height and bulk similar to those granted for the previously approved project. The modified Project would not include a restaurant, but instead would provide a bakery and bar area on the second floor. Accessory meeting rooms and retail space would be relocated, but remain elements of the Project.

ENVIRONMENTAL EFFECTS

Prior Environmental Review

On October 13, 2001, the Planning Department published a Draft Initial Study/Preliminary

¹ When the project was initially approved in 2001, exceptions were granted pursuant to Planning Code Section 309 from (1) Planning Code Section 263.8 to allow a structure greater than 80 feet tall within the 80-130-F Height and Bulk District; and from (2) Planning Code Section 272 to allow a minor exception to the applicable bulk limitation, which limits building length to 110 feet above 80 feet in height—the approved project proposed a length of 110 feet, 7 inches above 80 feet in height.

Mitigated Negative Declaration for the Project for public review. On November 5, 2001, the Planning Commission (“Commission”) reviewed and considered the Final Mitigated Negative Declaration (“FMND”) and its content and procedures through which the FMND was prepared, publicized, and reviewed complied with the California Environmental Quality Act (CEQA) and Chapter 31 of the San Francisco Administrative Code (“Chapter 31”). In so doing the Commission adopted the MND and approved the project.

In 2010, the Planning Commission approved an extension to the performance conditions and included two mitigation measures deemed necessary to mitigate potential impacts to less-than-significant levels. These measures include **Mitigation Measure 1, Construction Air Quality**,² which requires construction contractors to (1) to reduce airborne particulate matter during earth-moving and grading activities by wetting down affected surfaces with non-potable water as a means of minimizing dust; and (2) to maintain and operate construction equipment so as to minimize exhaust emissions of particulates and other pollutants, by prohibiting idling motors when equipment is not in use or when trucks are waiting in queues and to develop similar programs during the construction period.

Mitigation Measure 2, Archeological Resources addresses reducing potential damage to archeological resources associated with earth-moving and soils-disturbing activities during construction. The measure requires the Project Sponsor to notify the Environmental Review Officer (ERO) of evidence of archaeological resources found during ground-disturbance and to select an archaeologist to assist the Environmental Planning group in determining the significance of the find. If applicable, steps that could minimize damage to the find should be implemented, such as a site security program, additional on-site investigations by the archaeologist, and/or documentation, preservation, and recovery of cultural materials. The March 25, 2010 Planning Commission approval included the adoption of the MND and the Mitigation Monitoring and Reporting Program noted above.

In terms of historical resources, the MND for the original proposal in 2001 found no significant adverse environmental effects related to the compatibility of the proposed new construction with the character-defining features of the Kearny-Market-Mason-Sutter (KMMS) Conservation District. Similarly, as detailed in the staff report prepared for the Permit to Alter (ref. Case No.

² Subsequent the adoption of the MND in 2001, the San Francisco Board of Supervisors approved the Construction Dust Control Ordinance (No. 176-08, effective July 30, 2008) with the intent of reducing the quantity of dust generated during site preparation, demolition, and construction work and 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 (DBI). Pursuant to the Construction Dust Ordinance, the MND’s Mitigation Measure 1 is superseded, and the proposed project would be required to comply with applicable dust control requirements outlined in the ordinance.

2017-003134PTA), the modified project is deemed to be in general conformity with the character of the KMMS Conservation District, meaning its design (massing, composition, scale, materials, colors, details and ornamentation) would not result in significant adverse environmental impacts to the KMMS Conservation District. The modified project would have the same less-than-significant impact on historic resources as the previously approved project studied in the 2001 MND.

CONCLUSION

San Francisco Administrative Code Section 31.19(c)(1) states that a modified project must be reevaluated and that “If, on the basis of such reevaluation, the Environmental Review Officer determines, based on the requirements of CEQA, that no additional environmental review is necessary, this determination and the reasons therefore shall be noted in writing in the case record, and no further evaluation shall be required by this Chapter.” For the reasons articulated above, this memorandum provides sufficient documentation that no further environmental review is required for the modified project.

In the extension approvals, the Planning Commission has expressly found, each time, that “there have been no substantial project changes and no substantial changes in project circumstances that would require major revisions to the MND due to the involvement of new significant environmental effects or an increase in the severity of previously identified significant impacts, and there is no new information of substantial importance that would change the conclusions set forth in the MND.” The finding is cited from the Planning Commission’s motion in 2013 granting an extension of the project’s Downtown Project authorization. The Commission has made similar environmental findings in its extension motions, in 2004, 2010 and 2013. No substantial changes have occurred since the prior review of the proposal that would indicate that the project, as modified and presented in Motion No. 18955 may result in potentially adverse environmental impacts not already considered by the FMND adopted for this project. Therefore, no subsequent environmental review for this project is required.