



SAN FRANCISCO PLANNING DEPARTMENT

Major Permit to Alter Case Report

HEARING DATE: NOVEMBER 1, 2017

Filing Date: March 22, 2017
Case No.: **2017-003492PTA**
Project Address: **235-281 Geary Street**
Category: Category V (Unrated)
Zoning: C-3-R (Downtown-Retail)
80-130-F Height and Bulk District
Block/Lot: 0314/013, 013A, 014, 015
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PROPERTY DESCRIPTION

235-281 GEARY STREET is located on the south side of Geary Street between Stockton Street and Powell Street (Assessor's Block 0314; Lots 013, 013A, 014, and 015). The subject building is a Category V (Unrated) building and locally designated under Article 11, Appendix E of the Planning Code. It is located within a C-3-R (Downtown-Retail) Zoning District with a 80-130-F Height and Bulk limit.

235-281 Geary Street was constructed in 1998, in the place of two older buildings on the site—239 Geary Street and 251-259 Geary Street—that were demolished in 1996 (the façade of adjacent 281 Geary Street was demolished but the floorplates of the building were kept, and integrated with the new building). The building's Geary Street façade has a punched shear wall set back approximately two feet from the property line, with a glass curtain wall and a recessed central bay marking the main entrance to the building at this facade.

PROJECT DESCRIPTION

The proposed project is to replace the eight existing non-historic storefront display windows that flank the main entrance to the building on Geary Street with five projecting glazed display volumes and three new entrances. Specifically, the proposal includes:

- Removal of eight (8) fixed single-lite glazed recessed aluminum display windows with granite bulkheads.
- Installation of five (5) projecting "glass box" display volumes, alternating within the existing pier openings where existing display windows are to be removed, to consist of single panes of clear

laminated glass framed with vertical front-set aluminum mullions at the corners, with a matte-finished aluminum bulkheads and caps to match the finish of the dark granite pier bases. The display volumes will project a maximum of 3 feet from the exterior face of the piers, and will be approximately 17 feet tall, with some variation due to the sloping of the site.

- Installation of three (3) recessed entrance doors within the remaining existing pier openings where existing display windows are to be removed. The entrances will consist of paired glazed entrance doors with matte-finished aluminum kickplates, framed by narrow glazed sidelights and a single-lite glazed transom, all with matte-finished metal framing to match the projecting display volume framing.

The project sponsor is also presenting an Alternate option for the entrance doors, consisting of frameless doors, sidelights, and transom. This case report does not evaluate the Alternate entrance option, as staff has determined that a frameless storefront glazing option does not appear to meet storefront and signage guidelines, is not compatible with the existing building or with the Kearny-Market-Mason-Sutter Conservation District as a whole, and would not be consistent with other approved storefront systems in this district.

- Installation of three (3) matte-finished metal marquees over the new entrance doors, to be 1'-6" tall, a maximum of 6'-6" wide, and to project approximately 2'-6" from the facade. The marquees will have back-lit white translucent push-through lettering.
- Installation of dimensional metal letter signage at each of the new display volumes.

Please see photographs and plans for details.

OTHER ACTIONS REQUIRED

The proposed project will require a Building Permit. The proposed project will also require the purchase of approximately 100 units of TDRs. The purchase of these TDRs prior to the issuance of the Building Permit is a condition of approval for this Major Permit to Alter.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

The proposed project is in compliance with all other provisions of the Planning Code.

APPLICABLE PRESERVATION STANDARDS

ARTICLE 11

Pursuant to Section 1110 of the Planning Code, unless delegated to Planning Department Preservation staff through the Minor Permit to Alter process pursuant to Section 1111.1 of the Planning Code, the Historic Preservation Commission is required to review any applications for the construction, alteration, removal, or demolition for Significant buildings, Contributory buildings, or any building within a Conservation District. In evaluating a request for a Permit to Alter, the Historic Preservation Commission must find that the proposed work is in compliance with the *Secretary of the Interior's Standards for the Treatment of Historic Properties*, Section 1111.6 of the Planning Code, as well as the

designating Ordinance and any applicable guidelines, local interpretations, bulletins, related appendices, or other policies.

SECTIONS 1111.6 AND 1111.2 OF THE PLANNING CODE

Section 1111.6 and Section 1111.2, as it relates to signage, of the Planning Code outline the specific standards and requirements the Historic Preservation Commission shall use when evaluating Permits to Alter. These standards, in relevant part(s), are listed below:

- (a) The proposed alteration shall be consistent with and appropriate for the effectuation of the purposes of this Article 11.

The proposed project is consistent with Article 11. The proposed design of the new projecting display volumes, entrances, and marquees will be compatible with the Conservation District and with the rest of the non-historic building's Geary Street facade.

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

The proposed project's new projecting displays and entrances with marquees will relate to the human scale through their massing and detailing. The projecting displays have a base and cap to horizontally frame the glass display windows, which are further framed by vertical mullions. The dark matte finish of the storefront and entrance framing will align with the building's existing dark stone base cladding. The proposed marquees and dimensional signage are simple in their design and are compatible with existing signage at the building. The proposed storefront alterations have a contemporary design with limited ornamentation and simple detailing that is compatible with the District.

ARTICLE 11 – Appendix E – Kearny-Market-Mason-Sutter Conservation District

In reviewing an application for a Permit to Alter, the Historic Preservation Commission must consider whether the proposed work would be compatible with the character of the Conservation District as described in Appendix E of Article 11 of the Planning Code and the character-defining features specifically outlined in the designating ordinance. In pertinent part, Appendix E states:

Massing and Composition. The compositions of the building facades reflect the different architectural functions of the building. For the most part, building facades in the district are two- or three-part vertical compositions consisting either of a base and a shaft, or a base, a shaft and a capital. In more elaborate designs, transitional stories create a stacked composition, but the design effect is similar.

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

Scale. The buildings are of small to medium scale. The bay width is generally from 20 feet to 30 feet. Heights generally range from four to eight stories, although a number of taller buildings exist. The wider frontages are often broken up by articulation of the facade, making the buildings appear

narrower. The base is generally delineated from the rest of the building giving the District an intimate scale at the street.

The proposed storefront alterations will not significantly affect the overall massing and composition of the existing non-historic building, which has a three-part vertical composition. The projecting display windows and new entrances, installed within the existing punched masonry openings, will maintain the building's more solid base, which is differentiated from the fully glazed middle section and the recessed top level of the building.

The project will maintain the existing bay divisions at the subject building. The depth variations between the projecting bays and the slightly recessed entrances will help to further break up the four-lot-wide frontage of the building onto Union Square. The proposed work at the base will further distinguish this part of the building from the upper floors, helping to relate the building to the pedestrian scale.

Materials and Colors. Buildings are usually clad in masonry materials over a supporting structure. The cladding materials include terra cotta, brick, stone and stucco. Wood, metal and metal panels are not facade materials, although painted wood and metal are sometimes used for window sash and ornament.

The materials are generally colored light or medium earth tones, including white, cream, buff, yellow, and brown. Individual buildings generally use a few different tones of one color.

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

The project's materials consist of clear glazing and dark, matte-finished metal framing. The large areas of transparent glazing will contribute to the activity of the public realm, and are in line with historic storefronts in the District. The proposed dark, matte-finished metal framing for the projecting bays, entrances, and marquees is compatible with the existing dark stone cladding found at the base of the subject building. While metal is not a typical façade material, the use of matte-finished metal for the bulkhead and cap of the projecting display windows will allow these elements to have a contemporary, simply detailed design while also referencing the existing masonry at the building. Although the dark finish of the proposed metal framing is not typical to the District, the finish will align with the existing color of the dark stone cladding at the base, and the limited amount of framing in the proposed work will not call undue attention to this deviation from typical colors of the District. The proposal appears to be using contemporary materials in a manner that appropriately references the District.

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

The proposed projecting display windows and entrances are contemporary in design with limited

ornamentation and simple detailing. The projecting display windows, while contemporary in design, have a traditional bulkhead and cap. The entrance doors, sidelights, and transoms have simple metal framing that aligns with the existing door and window framing found at the building and throughout the District. The simple and contemporary design of the proposed work appears compatible with the District.

THE SECRETARY OF THE INTERIOR'S STANDARDS

Rehabilitation is the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features that convey its historical, cultural, or architectural values. The Rehabilitation Standards provide, in relevant part(s):

Standard 1: A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

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

As the existing building is not historic, the proposed storefront alterations will not require physical alteration of any historic fabric of the building or surrounding District. 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 project does not propose to add conjectural features or changes that create a false sense of historical development. The new storefront infill will have a design that is contemporary and compatible with the surrounding District. Therefore, the proposed project complies with Rehabilitation Standard 3.

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

As the existing building is not historic, the proposed storefront alterations will not require physical alteration of any distinctive features, finishes, construction techniques or examples of fine craftsmanship that characterize the building or surrounding District. Therefore, the proposed project complies with Rehabilitation Standard 5.

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 work will not destroy historic materials or features that characterize the building. The proposed storefront alterations will be compatible with the materials, features, size, scale and proportion, and massing to protect the integrity of the Kearny-Market-Mason-Sutter Article 11 Conservation District. The proposed storefront alterations have a contemporary design with limited ornamentation and simple detailing that is compatible with 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.

If the proposed storefronts, entrances, and marquees were removed and replaced in the future, the form and integrity of the District would be unimpaired. Therefore, the proposed project complies with Rehabilitation Standard 10.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received no public input on the project at the date of this report.

ISSUES & OTHER CONSIDERATIONS

None.

STAFF ANALYSIS

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

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

The scale and massing of the proposed work appears compatible with the District. The proposed storefront alterations will not significantly affect the overall massing and composition of the existing non-historic building, which has a three-part vertical composition. The projecting display windows and new entrances, installed within the existing punched masonry openings, will maintain the building's more solid base, and will further distinguish this part of the building from the upper floors, helping to relate the building to the pedestrian scale.

The materials and colors of the proposed work appear compatible with the District. The project's large areas of transparent glazing will contribute to the activity of the public realm, and are in line with historic storefronts in the District. The proposed dark, matte-finished metal framing for the projecting bays, entrances, and marquees is compatible with the existing dark stone cladding found at the base of the

subject building. While metal is not a typical façade material, the use of matte-finished metal for the bulkhead and cap of the projecting display windows will allow these elements to have a contemporary, simply detailed design while also referencing the existing masonry at the building. Although the dark finish of the proposed metal framing is not typical to the District, the finish will align with the existing color of the dark stone cladding at the base, and the limited amount of framing in the proposed work will not call undue attention to this deviation from typical colors of the District.

The simple and contemporary detailing of the proposed work appears compatible with the District. The projecting display windows, while contemporary in design, have a traditional bulkhead and cap. The entrance doors, sidelights, and transoms have simple metal framing that aligns with the existing door and window framing found at the building and throughout the District.

Overall, the project appears to meet the provisions of Article 11 of the Planning Code regarding Major Alteration to a Category V (Unrated) Property.

ENVIRONMENTAL REVIEW STATUS

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

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends APPROVAL WITH CONDITIONS of the proposed project as it appears to meet the provisions of Article 11 of the Planning Code regarding Major Alteration to a Category V (Unrated) Property and the *Secretary of the Interior Standards for Rehabilitation*.

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. As part of the Building Permit, the Project Sponsor shall provide material samples of the proposed metal storefront framing to ensure that the finish will be compatible with the existing finishes at the subject property. The samples will be reviewed and approved by the Planning Department prior to the issuance of the Building Permit.
2. The proposed project will require the purchase of approximately 100 units of TDRs. The recorded purchase of these TDRs prior to the issuance of the Building Permit is a condition of approval for this Major Permit to Alter.

ATTACHMENTS

Draft Motion

Exhibits:

- Parcel Map

Project Sponsor submittal, including:

- Historic and Existing Conditions Photographs
- Reduced Plans, Elevations, Details, and Renderings



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Motion Permit to Alter MAJOR ALTERATION

HEARING DATE: NOVEMBER 1, 2017

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ADOPTING FINDINGS FOR A PERMIT TO ALTER FOR MAJOR ALTERATIONS DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 11, TO MEET THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE CATEGORY V (UNRATED) PROPERTY LOCATED ON LOTS 013, 013A, 014, AND 015 IN ASSESSOR'S BLOCK 0314. THE SUBJECT PROPERTY IS WITHIN A C-3-R (DOWNTOWN-RETAIL) ZONING DISTRICT AND A 80-130-F HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on March 22, 2017, Elisa Skaggs of Page & Turnbull ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter to replace the eight existing non-historic storefront display windows that flank the main entrance to the building on Geary Street with five projecting glazed display volumes and three new entrances. The subject building is located on Lots 013, 013A, 014, 015 in Assessor's block 0314, a Category V (Unrated) building locally designated under Article 11, Appendix E of the Planning Code. Specifically, the proposal includes:

- Removal of eight (8) fixed single-lite glazed recessed aluminum display windows with granite bulkheads.

- Installation of five (5) projecting “glass box” display volumes, alternating within the existing pier openings where existing display windows are to be removed, to consist of single panes of clear laminated glass framed with vertical front-set aluminum mullions at the corners, with a matte-finished aluminum bulkheads and caps to match the finish of the dark granite pier bases. The display volumes will project a maximum of 3 feet from the exterior face of the piers, and will be approximately 17 feet tall, with some variation due to the sloping of the site.
- Installation of three (3) recessed entrance doors within the remaining existing pier openings where existing display windows are to be removed. The entrances will consist of paired glazed entrance doors with matte-finished aluminum kickplates, framed by narrow glazed sidelights and a single-lite glazed transom, all with matte-finished metal framing to match the projecting display volume framing.

The project sponsor is also presenting an Alternate option for the entrance doors, consisting of frameless doors, sidelights, and transom. This case report does not evaluate the Alternate entrance option, as staff has determined that a frameless storefront glazing option does not appear to meet storefront and signage guidelines, is not compatible with the existing building or with the Kearny-Market-Mason-Sutter Conservation District as a whole, and would not be consistent with other approved storefront systems in this district.

- Installation of three (3) matte-finished metal marquees over the new entrance doors, to be 1’-6” tall, a maximum of 6’-6” wide, and to project approximately 2’-6” from the facade. The marquees will have back-lit white translucent push-through lettering.
- Installation of dimensional metal letter signage at each of the new display volumes.

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

WHEREAS, on November 1, 2017, the Commission conducted a duly noticed public hearing on Permit to Alter application No. 2017-003492PTA (“Project”).

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

MOVED, that the Commission hereby **APPROVES WITH CONDITIONS** the Permit to Alter, in conformance with the architectural plans dated October 18, 2017 and labeled Exhibit A on file in the docket for Case No. 2017-003492PTA based on the following findings:

CONDITIONS OF APPROVAL

1. As part of the Building Permit, the Project Sponsor shall provide material samples of the proposed metal storefront framing to ensure that the finish will be compatible with the existing

finishes at the subject property. The samples will be reviewed and approved by the Planning Department prior to the issuance of the Building Permit.

2. The proposed project will require the purchase of approximately 100 units of TDRs. The recorded purchase of these TDRs prior to the issuance of the Building Permit is a condition of approval for this Major Permit to Alter.

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 Appendix E of Article 11 of the Planning Code and the character-defining features specifically outlined in the designating ordinance:

- The proposed storefront alterations will not significantly affect the overall massing and composition of the existing non-historic building, which has a three-part vertical composition;
- The projecting display windows and new entrances, installed within the existing punched masonry openings, will maintain the building's more solid base, and will further distinguish this part of the building from the upper floors, helping to relate the building to the pedestrian scale;
- The project's large areas of transparent glazing will contribute to the activity of the public realm, and are in line with historic storefronts in the District;
- The proposed dark, matte-finished metal framing for the projecting bays, entrances, and marquees is compatible with the existing dark stone cladding found at the base of the subject building. While metal is not a typical façade material, the use of matte-finished metal for the bulkhead and cap of the projecting display windows will allow these elements to have a contemporary, simply detailed design while also referencing the existing masonry at the building. Although the dark finish of the proposed metal framing is not typical to the District, the finish will align with the existing color of the dark stone cladding at the base, and the limited amount of framing in the proposed work will not call undue attention to this deviation from typical colors of the District;
- The detailing of the projecting display windows, while simple contemporary in design, include a traditional bulkhead and cap;
- The entrance doors, sidelights, and transoms have simple metal framing that aligns with the existing door and window framing found at the building and throughout the District; 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 5.

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

Standard 9.

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

Standard 10.

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

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 regarding Major Alterations to Category V (Unrated) buildings.

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 Lots 013, 013A, 014, and 015 in Assessor's Block 0314 for proposed work in conformance with the architectural submittal dated October 18, 2017, and labeled Exhibit A on file in the docket for Case No. 2017-003492.

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 ADOPTED the foregoing Motion on November 1, 2017.

Jonas P. Ionin
Acting Commission Secretary

AYES: X

NAYS: X

RECUSED: X

ABSENT: X

ADOPTED: November 1, 2017



MACY'S UNION SQUARE
235 GEARY STREET
SAN FRANCISCO, CALIFORNIA

MAJOR PERMIT TO ALTER: PROPOSED STOREFRONT REPLACEMENT
PREPARED FOR THE SAN FRANCISCO HISTORIC PRESERVATION COMMISSION



PAGE & TURNBULL

imagining change in historic environments through design, research, and technology

MARCH 22, 2017

REVISED OCTOBER 18, 2017

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MACY'S UNION SQUARE OVERVIEW AND PROJECT SUMMARY

BUILDING HISTORY

Macy's at Union Square occupies much of the block bounded by Geary, Stockton, O'Farrell, and Powell streets. The Macy's property includes both historic and non-historic facades. The facades along Stockton and O'Farrell date from 1928 and were designed by Lewis Hobart. The portion of the building along Geary Street once accommodated three individual buildings constructed in the early 1900s and addressed 239 Geary Street, 251-259 Geary Street, and 281 Geary Street. The property has historically been used for retail.

Storefront alterations began in the 1920s and continued throughout the twentieth century. Significant changes occurred ca. 1978, when travertine facing was applied to the existing brick masonry, new first and second-story windows were installed, and the building's sheet metal cornice was removed. 251-259 Geary Street was ultimately demolished (along with the adjacent 239 Geary Street) in 1996. The demolition allowed for the 1998 construction of the portion of Macy's that faces Union Square, which today fills the footprint of the three previously existing buildings. The extended façade features a punched shear wall set about two feet back from the property line, fronted with a glass curtain wall. A central bay identifies the entrance. A seventh floor is set back so as not to create a new shadow over Union Square.

HISTORIC STATUS

- The portions of the Macy's property along Stockton and O'Farrell streets have been designated as a Category I under Article 11 in the San Francisco Planning Code. However, the portion of the property constructed in 1998 that faces Union Square has been designated as Category V (unrated). The entire property is in the Kearny-Market-Mason-Sutter Conservation District. The portions of the Macy's property constructed in 1928 that face Stockton and O'Farrell streets are contributors to the Conservation District.
- The 1998 construction does not contribute to the Conservation District.
- According to Article 11, all major alterations within the Conservation District should be compatible with the District with respect to composition and massing, scale, materials and colors, and detailing and ornamentation. Article 11 further states that compatibility should focus on those buildings in the immediate vicinity in which altered building is located.

PROJECT SUMMARY

The scope of work will occur on the north façade of the Macy's Union Square store. This façade was constructed in 1998 and is not historic. No historic features will be removed as part of this project.

The ground level spaces on the east and west side of the Union Square entrance will be leased out to new tenants. The proposed project will be limited to the replacement of the existing 1998 storefronts on the east and west sides of the main entrance. On the east side, the three existing storefronts will be replaced with a double door entry and two new storefronts that project from the face of the building. On the west side the five existing storefronts will be replaced with two new entries and three new storefronts that project from the face of the building. The glass box storefronts will have a simple design that is compatible with the overall design of the Union Square façade.



HISTORIC IMAGES



1. View looking at Macy's from across Union Square, 1930s (San Francisco Public Library)



3. View along Geary Street, 1960s (San Francisco Public Library)



5. Union Square Looking East, Macy's location shown in red, 1972 (SF Public Library)



2. Dohrmann's, no date (San Francisco Public Library)



4. View of Union Square looking south, 1960s (ReelSF)



6. View of Union Square and Macy's, 2013 (ReelSF)

EXISTING CONDITION IMAGES



7. View of Macy's store looking west along Geary Street



9. View of Macy's storefront looking west along Geary Street



11. View of Macy's storefront looking east along Geary Street



8. View of Macy's storefront looking west along Geary Street



10. View of Macy's storefront looking west along Geary Street



★ Macy's Department Store

IMAGES & LOCATION
PLAN

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LOCATION PLAN



IMAGES & LOCATION
PLAN

 Macy's Department Store

UNION SQUARE CONTEXT - GEARY STREET



1946, V-UNRATED BUILDING
NON-CONTRIBUTOR TO THE DISTRICT

NON-HISTORIC

ALTERED



UNION SQUARE CONTEXT - POWELL STREET



ORIGINAL AND NON-ORIGINAL STOREFRONTS



UNION SQUARE
CONTEXT

UNION SQUARE CONTEXT - STOCKTON STREET



ALTERED

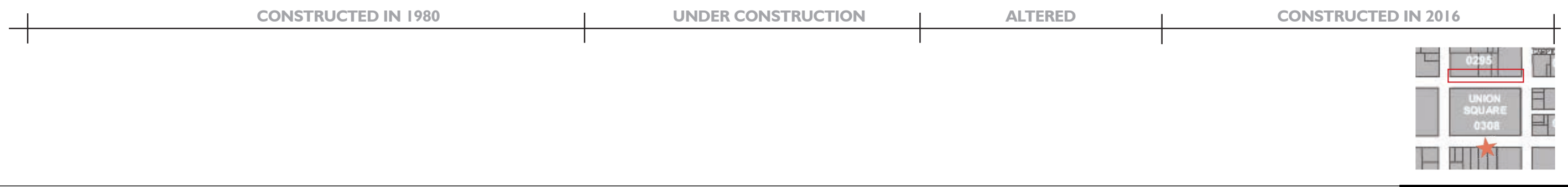
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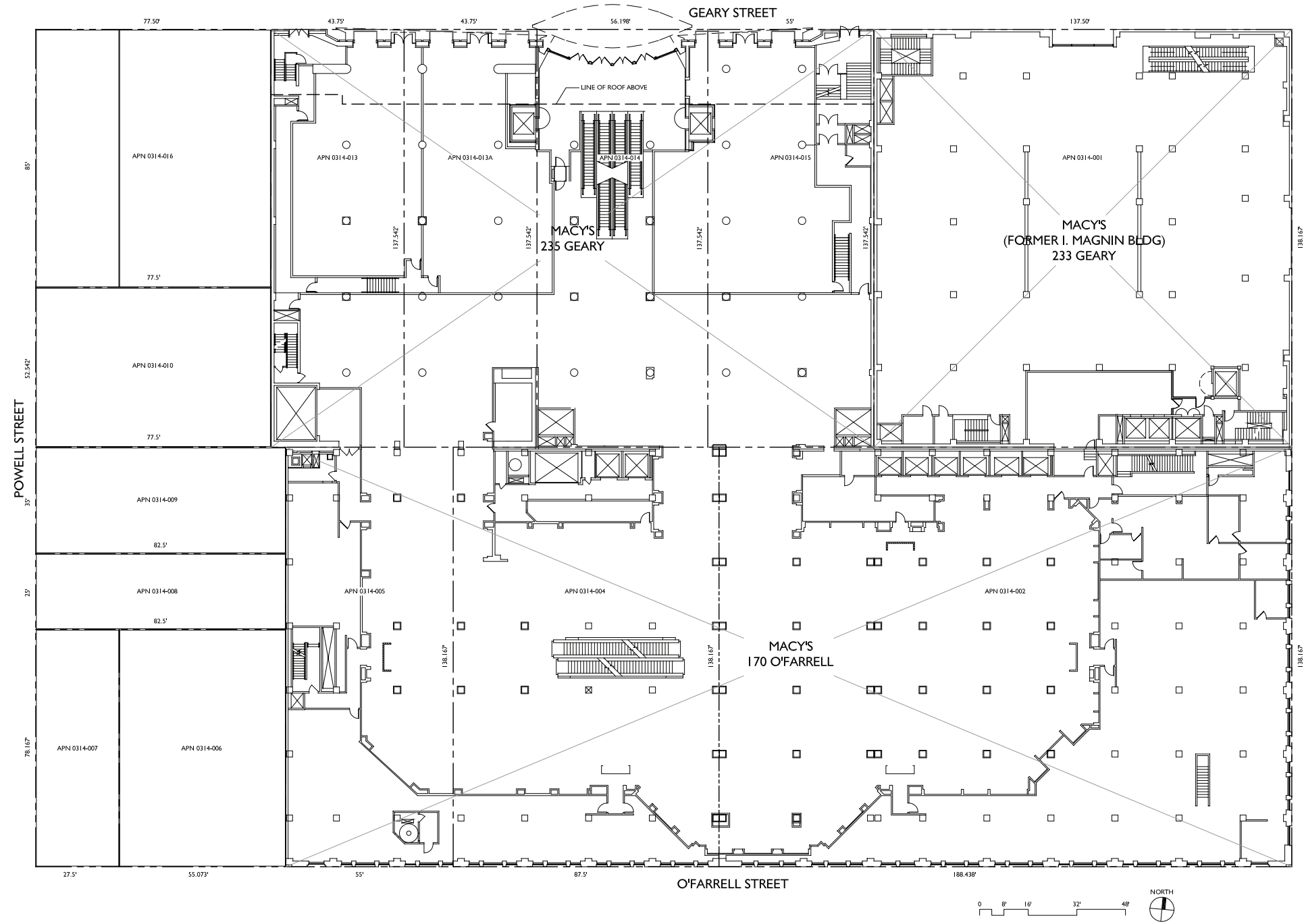
UNION SQUARE CONTEXT - POST STREET



UNION SQUARE
CONTEXT



PROPOSED SITE PLAN



PROPOSED STOREFRONT REPLACEMENT



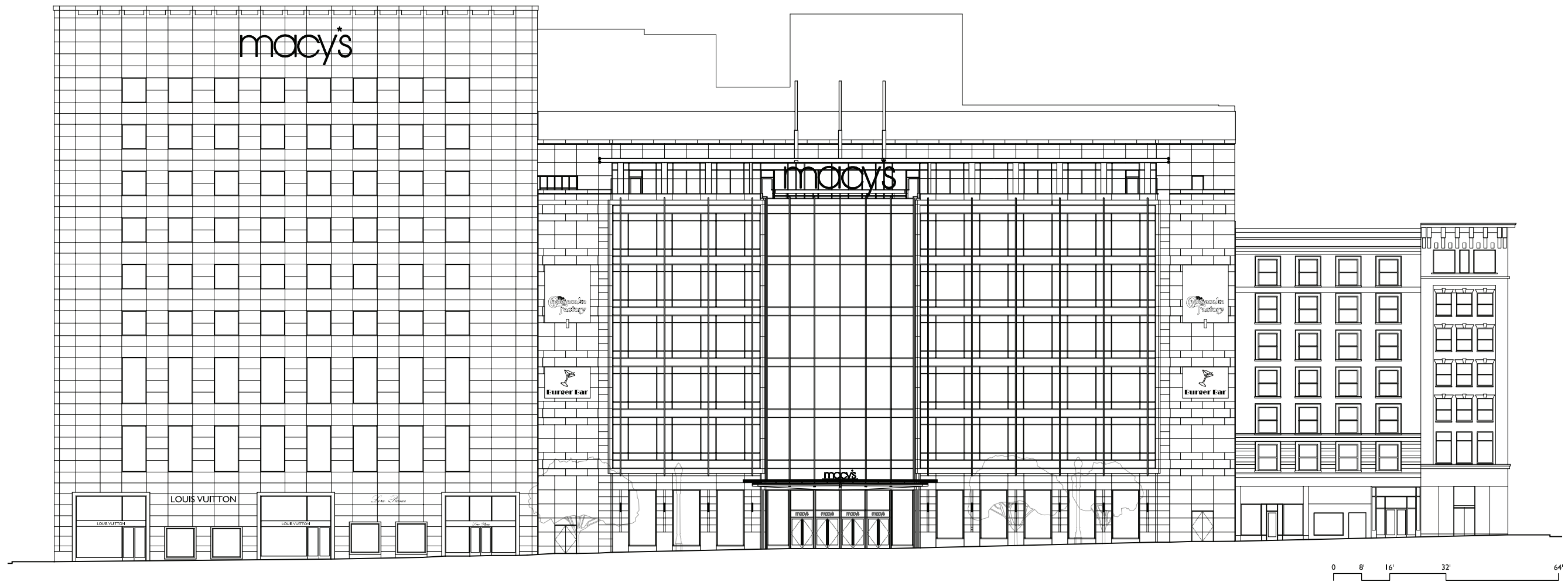
PROJECT DESCRIPTION

The ground level spaces on the east and west side of the Macy's Union Square entrance will be leased out to new tenants. In response to these changes, the storefronts on either side of the Macy's main entry along Geary Street are proposed to be replaced. This portion of the building was constructed in 1998 and is neither historic nor does it contribute to the Kearny-Market-Mason-Sutter Conservation District. On the east side of the main entry, the three existing storefronts will be replaced with a double door entry and two new storefronts while on the west side the five existing storefronts will be replaced with two new entries and three new storefronts.

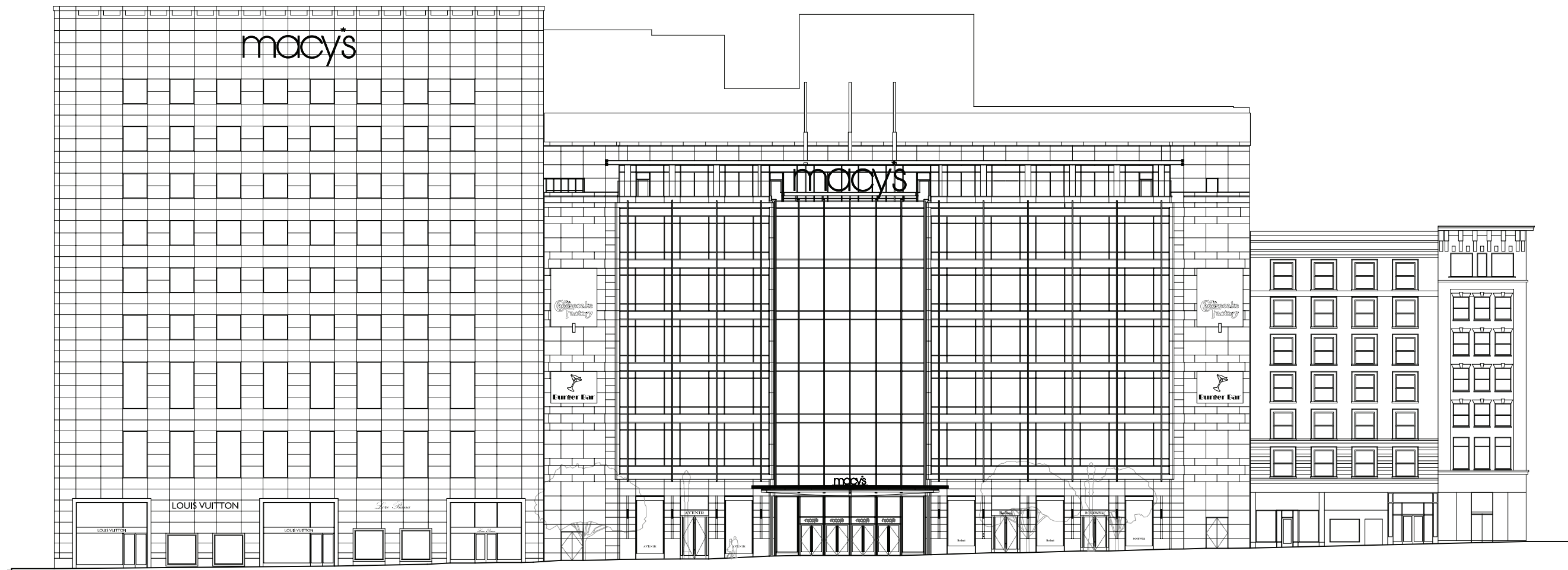
The storefronts will be replaced with glass box storefronts that project beyond the face of the building. They will have a simple design that is compatible with the overall design of the Union Square Façade. The glass boxes will be largely transparent with a simple aluminum base and cap. The glass boxes will emphasize transparency. The entry doors will have metal canopies that can accommodate tenant signage.

PROPOSED STOREFRONT
REPLACEMENT

EXISTING OVERALL GEARY STREET ELEVATION

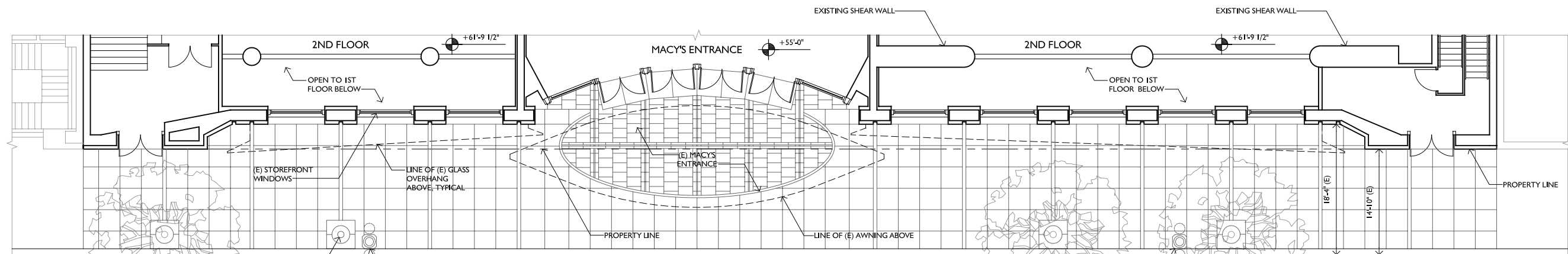
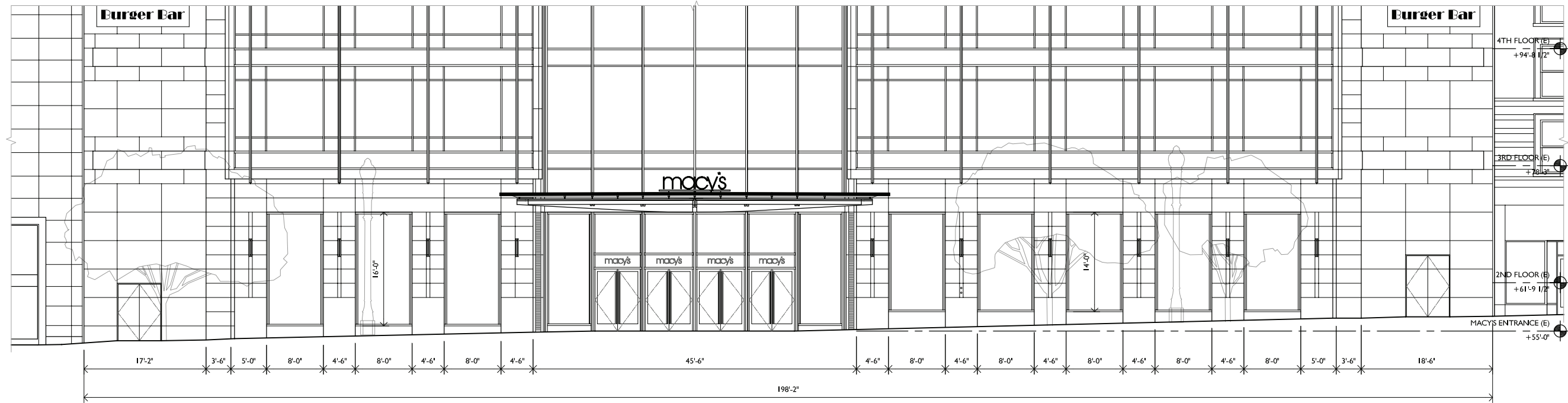


PROPOSED OVERALL GEARY STREET ELEVATION

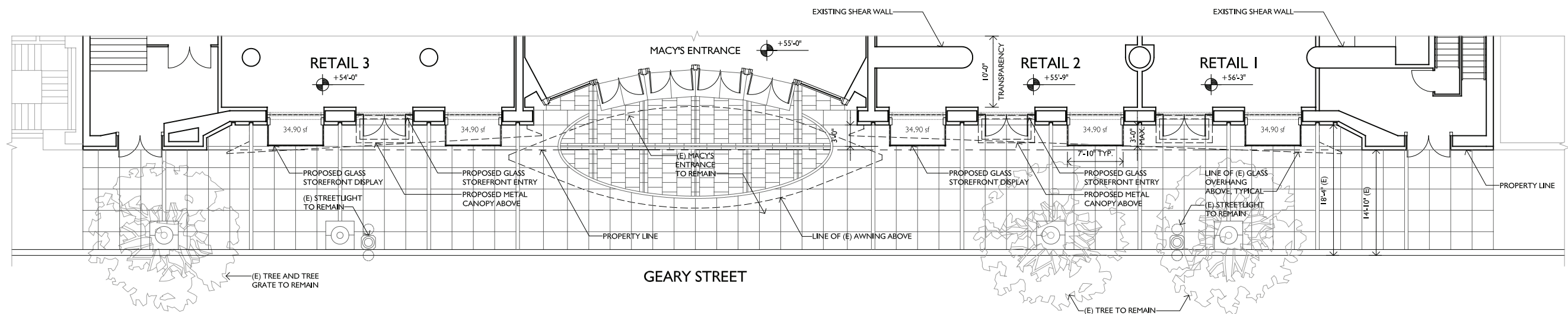
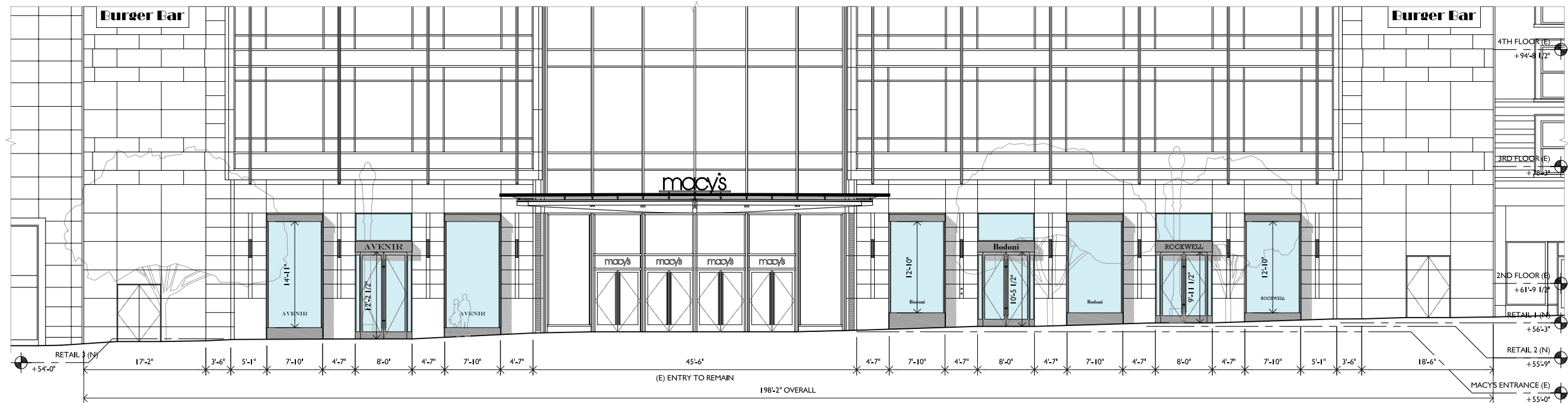


PROPOSED STOREFRONT
REPLACEMENT

EXISTING ELEVATION AND PLAN

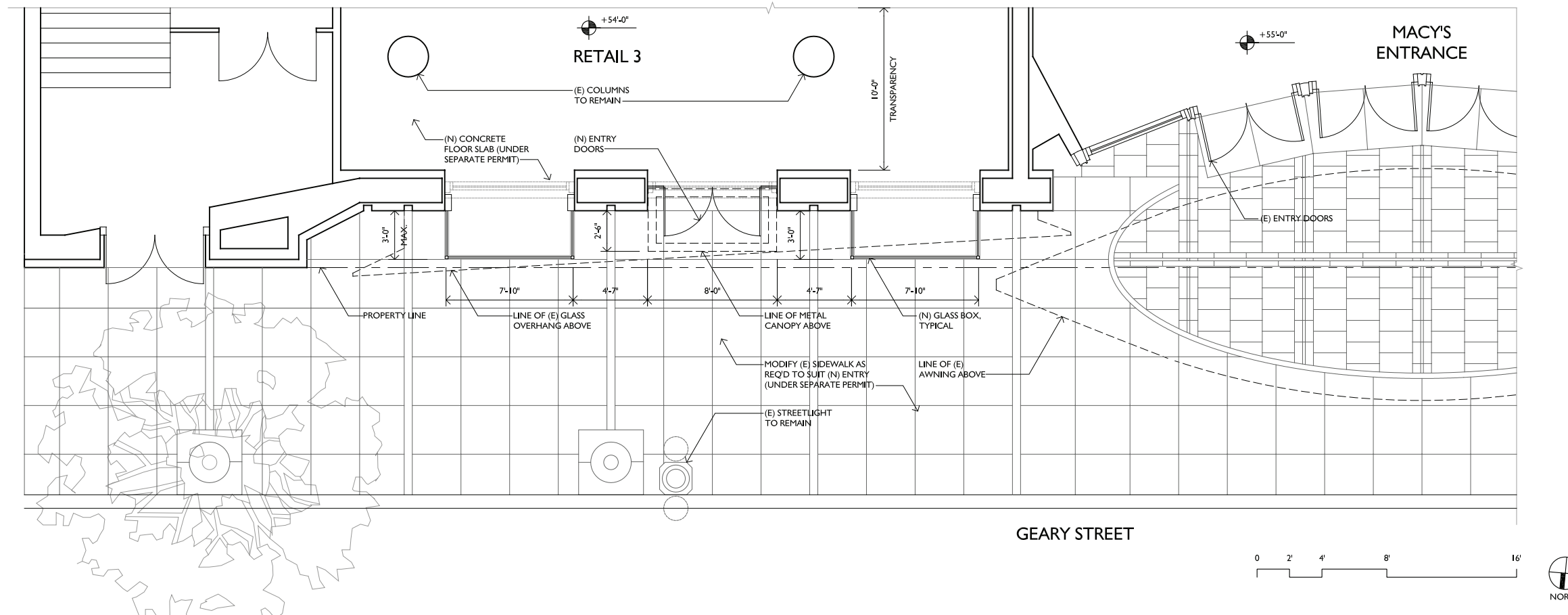


PROPOSED ELEVATION AND PLAN

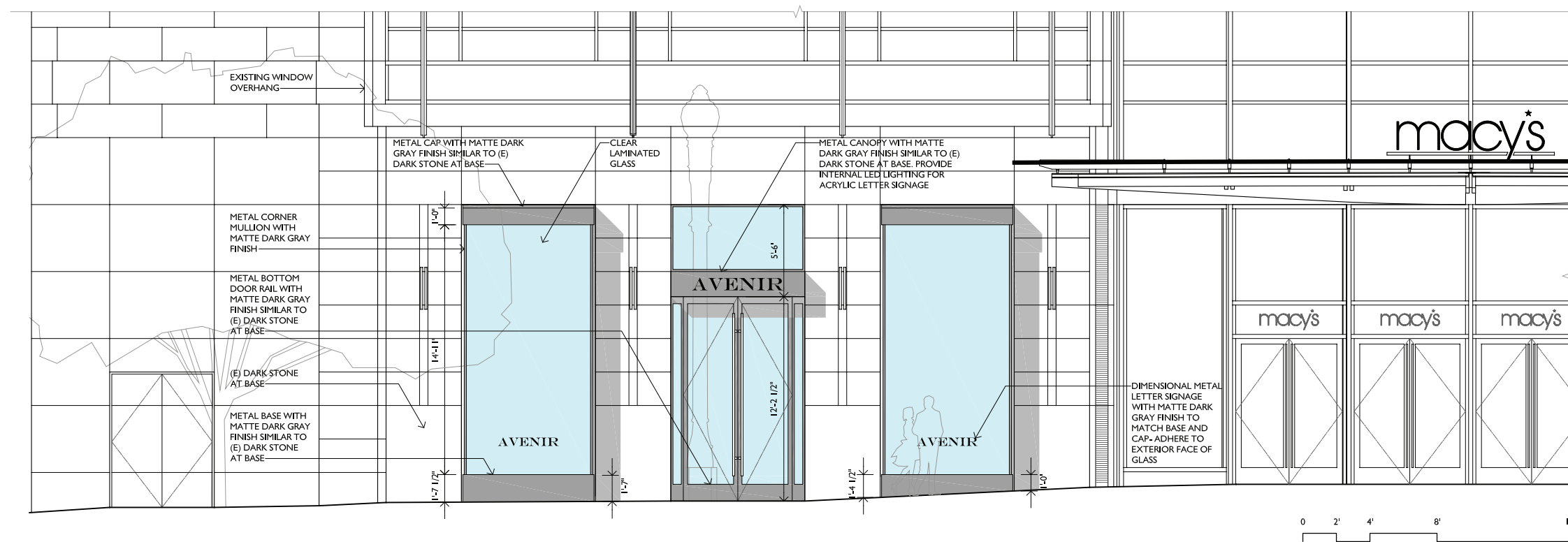


PROPOSED STOREFRONT REPLACEMENT

PROPOSED ENLARGED PLAN

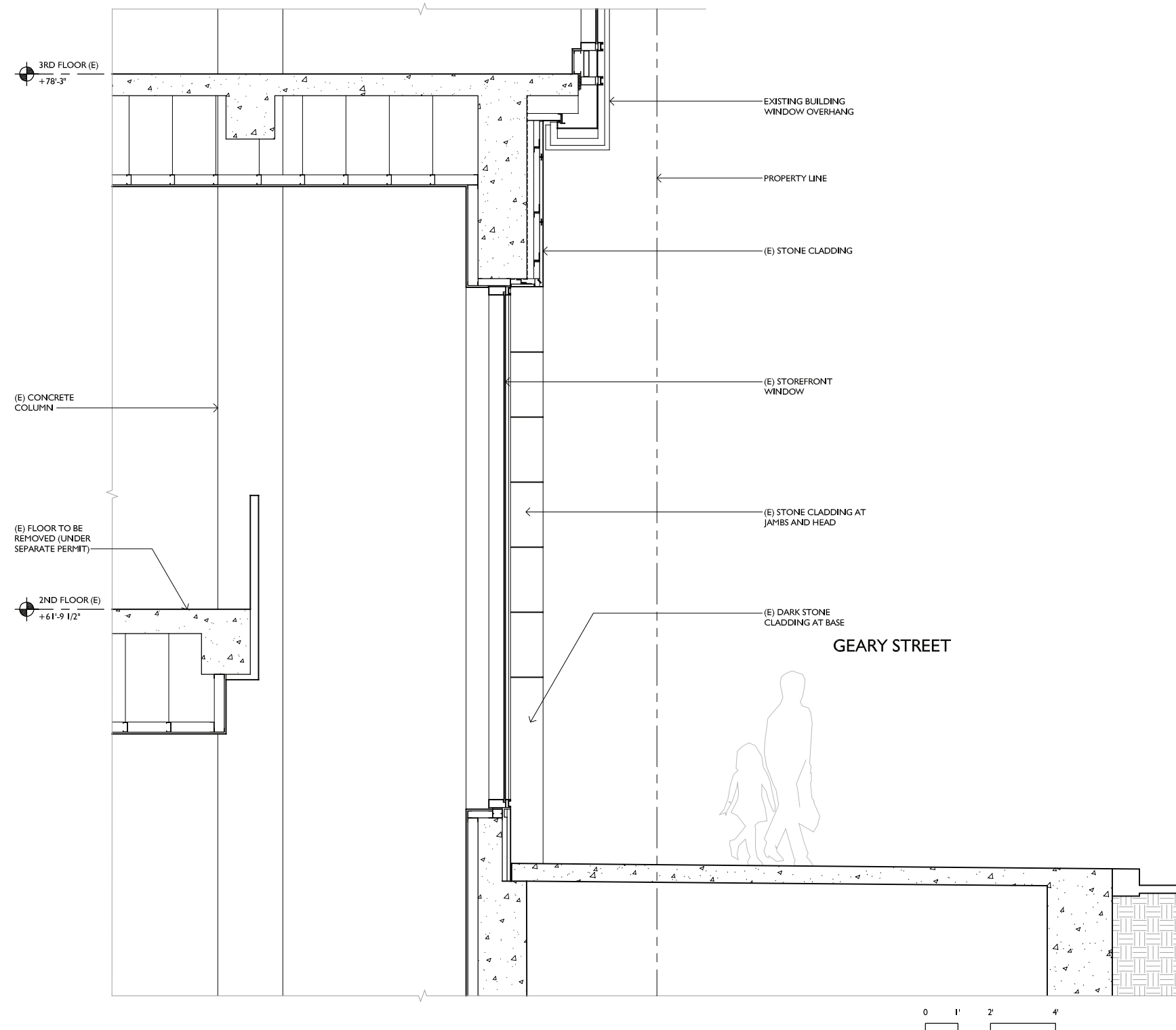


PROPOSED ENLARGED ELEVATION

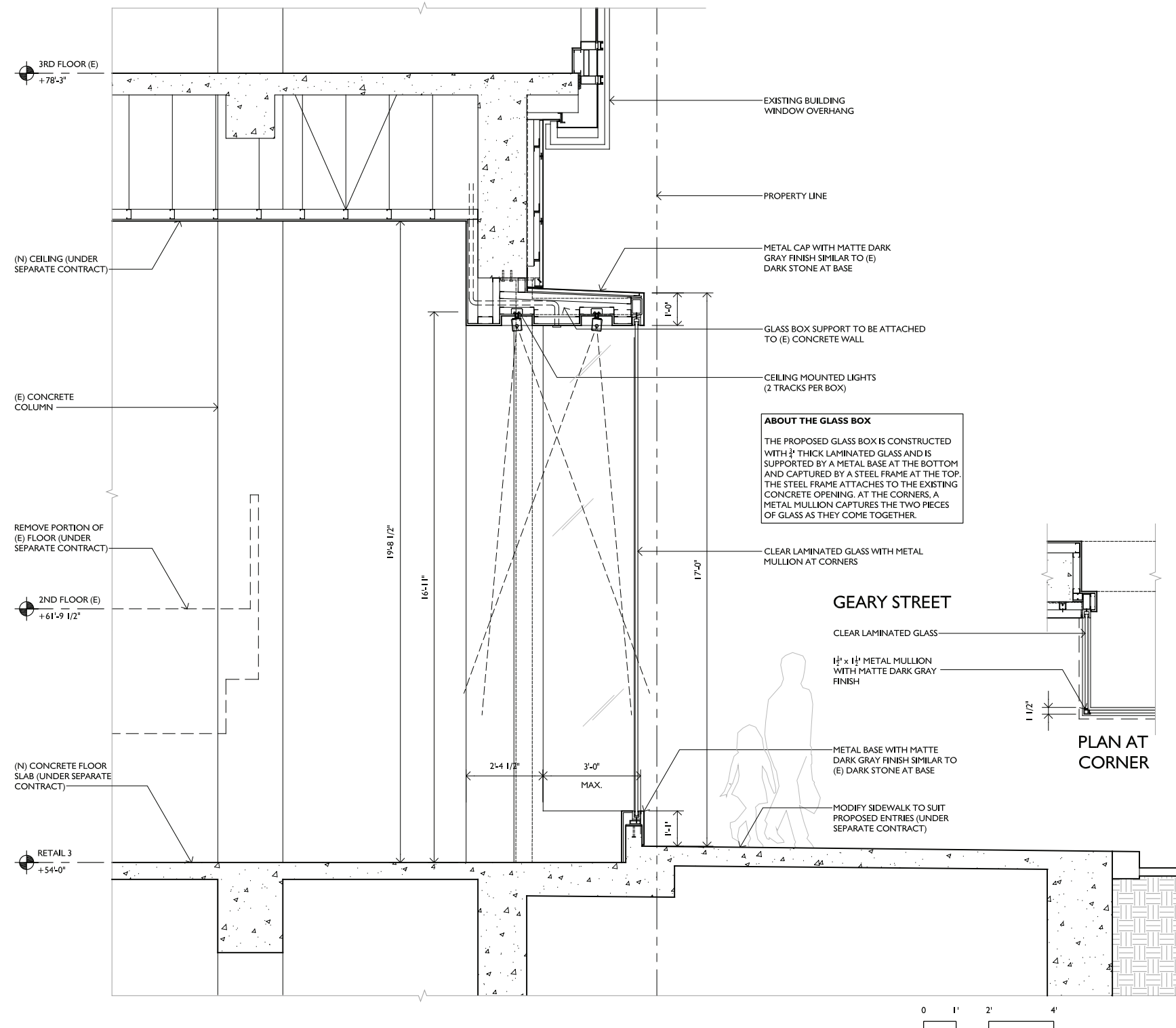


PROPOSED STOREFRONT REPLACEMENT

SECTION THROUGH EXISTING STOREFRONT

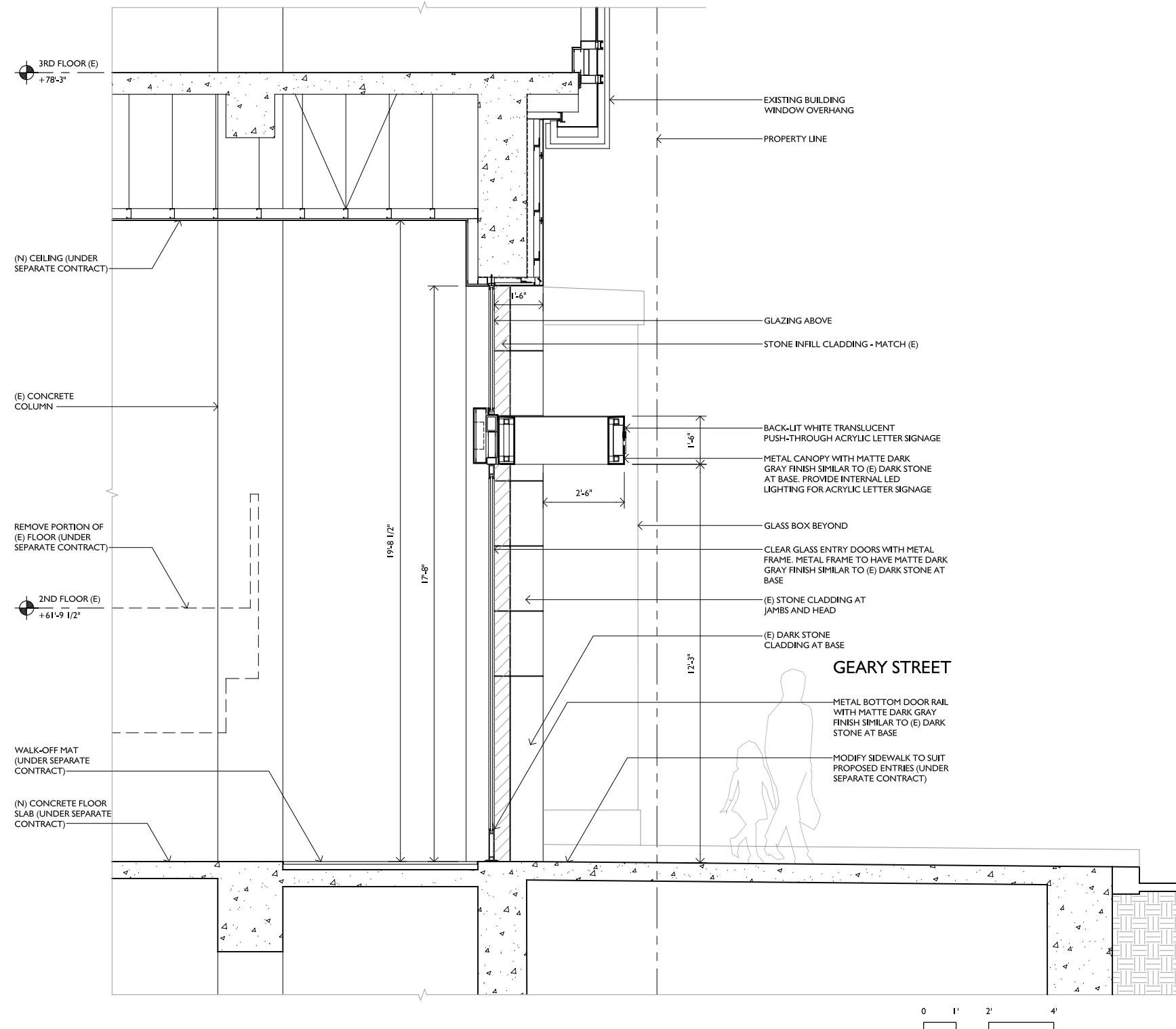


SECTION THROUGH PROPOSED STOREFRONT

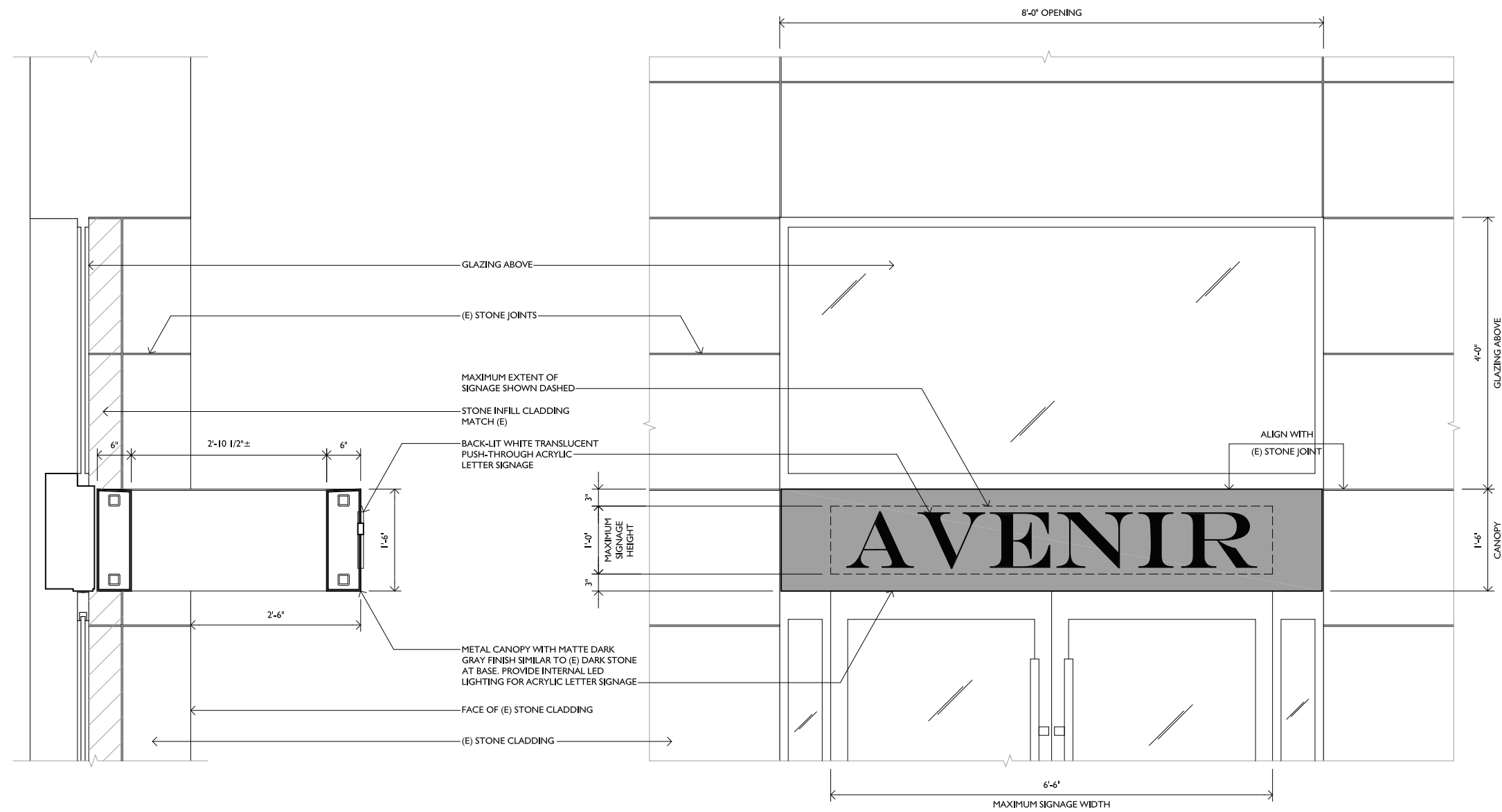


PROPOSED STOREFRONT REPLACEMENT

SECTION THROUGH PROPOSED ENTRY DOORS



PROPOSED AWNING AND SIGNAGE



PROPOSED AWNING & SIGNAGE

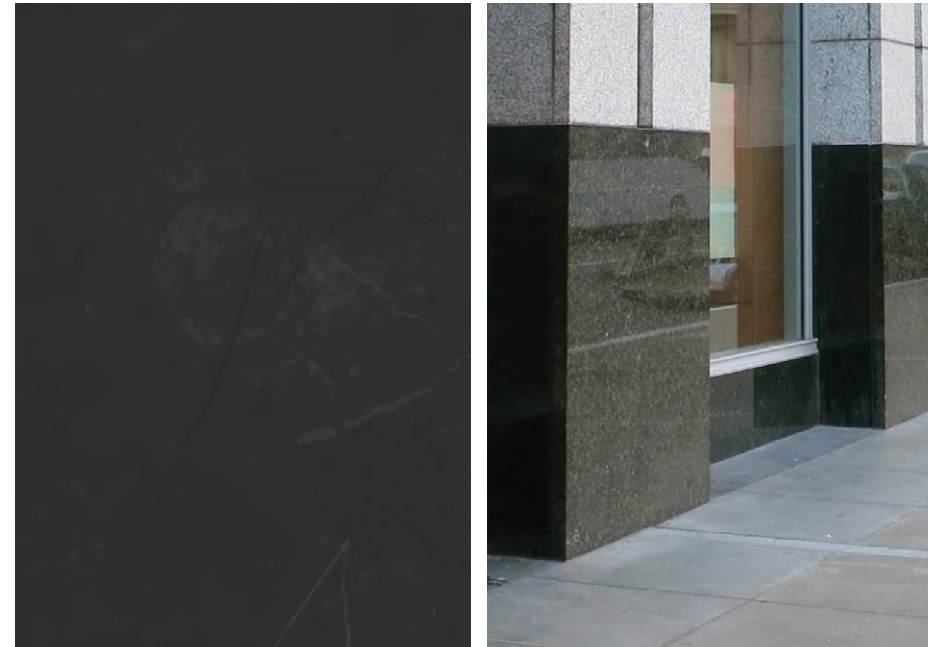
RENDERING OF PROPOSED STOREFRONTS



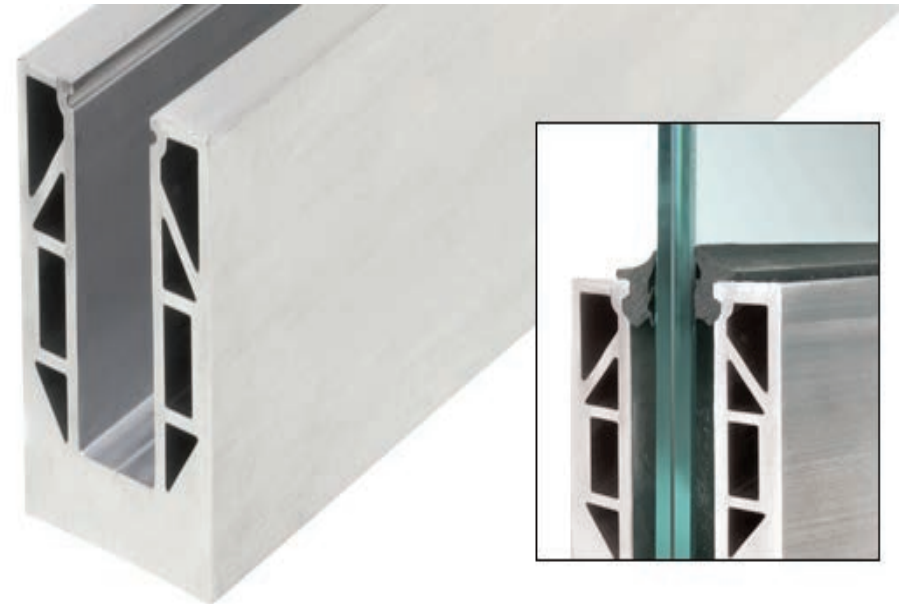
PROPOSED MATERIALS



Metal canopy with matte dark gray finish similar to existing dark stone base; back-lit white transparent push-through acrylic letters



Metal with matte dark gray finish at cap, base, door frame (left) similar to existing dark stone base (right)



Glazing shoe at base of glass box. Note: Finish to match matte dark gray finish of metal canopy and cap



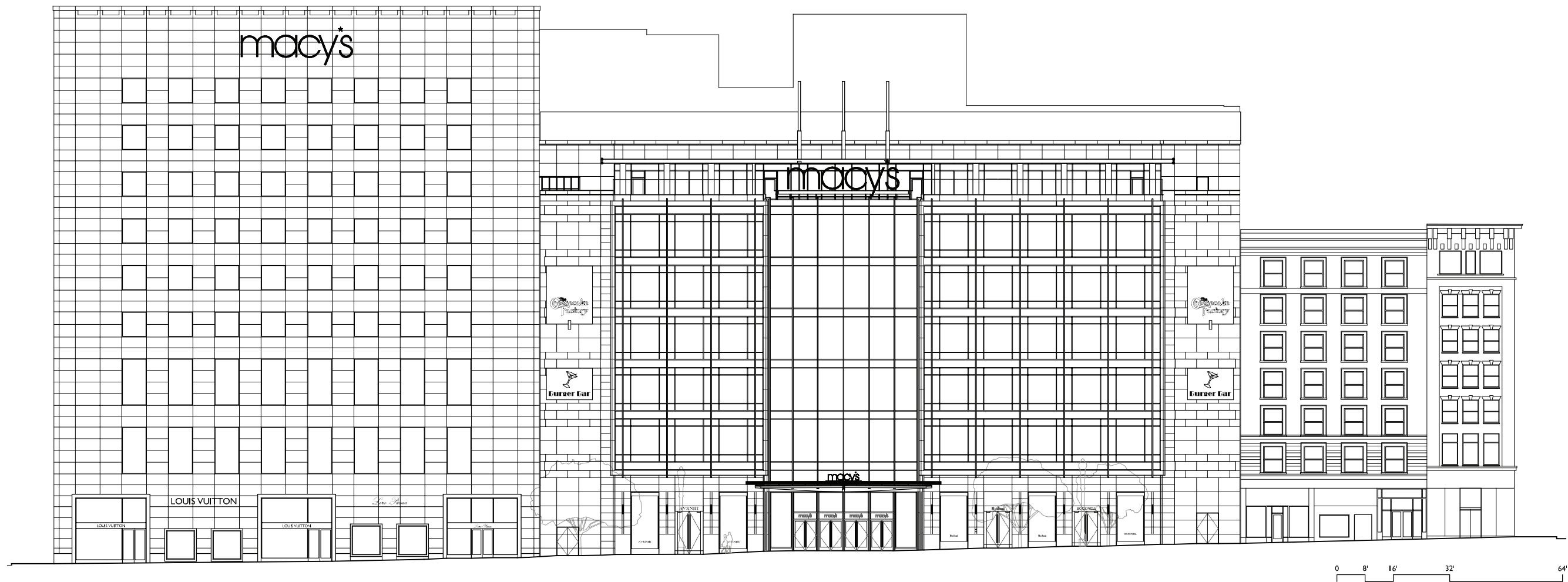
Clear laminated glass and metal corner mullion with matte dark gray finish



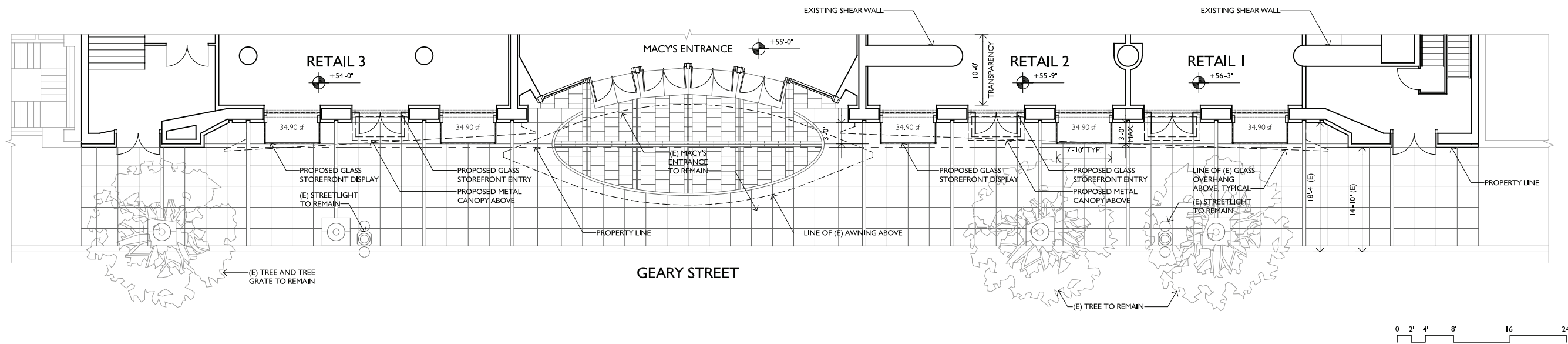
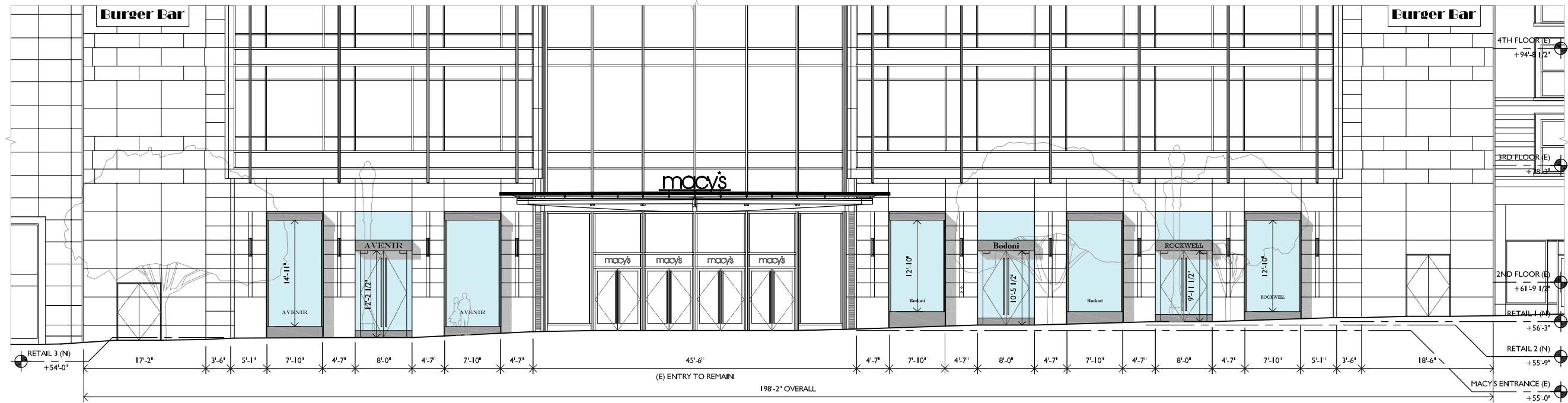
Example of metal framed storefront entrance

PROPOSED OVERALL GEARY STREET ELEVATION (ALTERNATE ENTRANCE DESIGN)

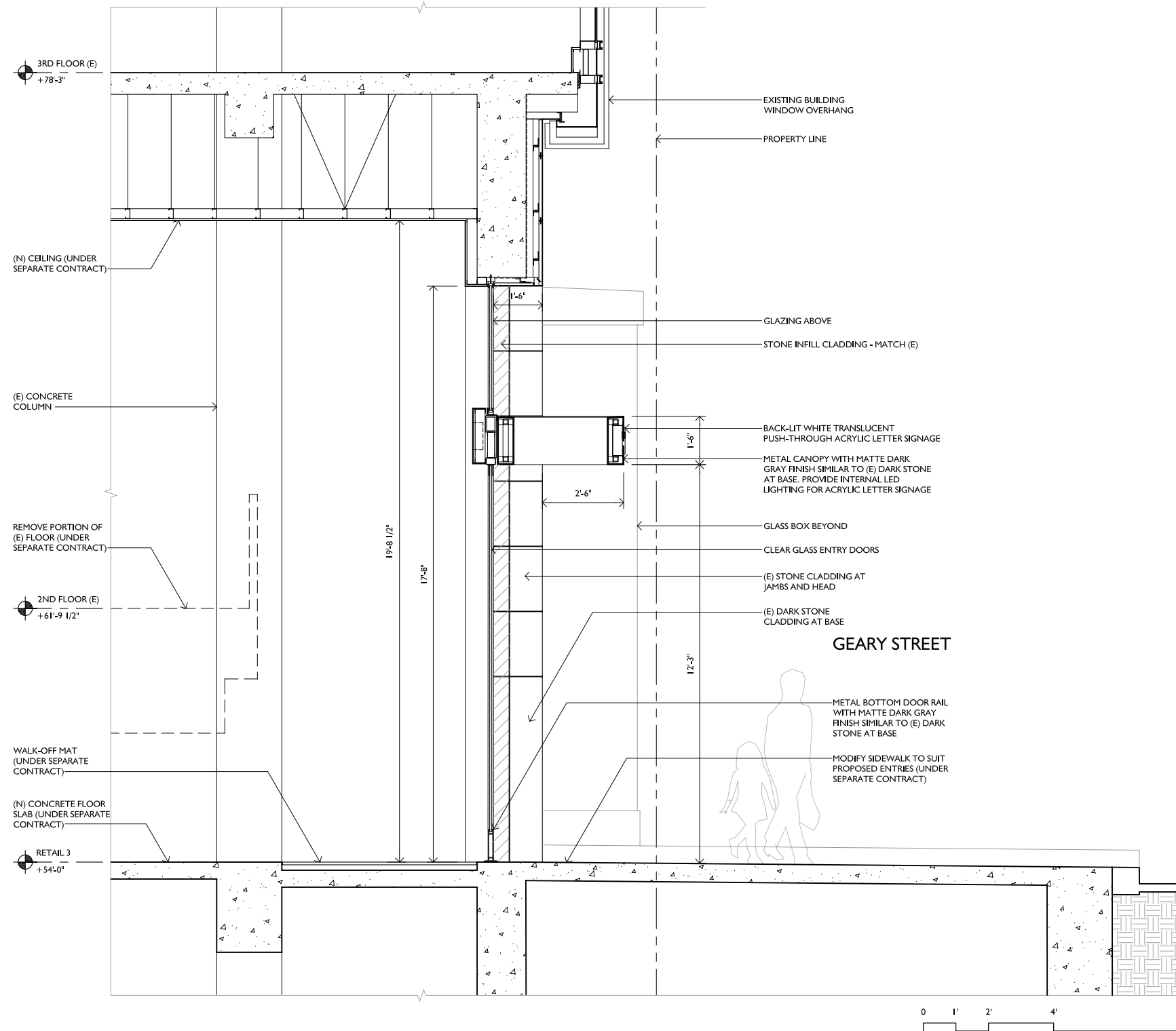
The following pages present another design option for the entrances that consists of frameless glass doors and sidelites with a 12" high bottom rail. The frameless doors will complement the glassy and contemporary design of the facade while allowing the doors to be distinct from the doors at the Macy's entrance.



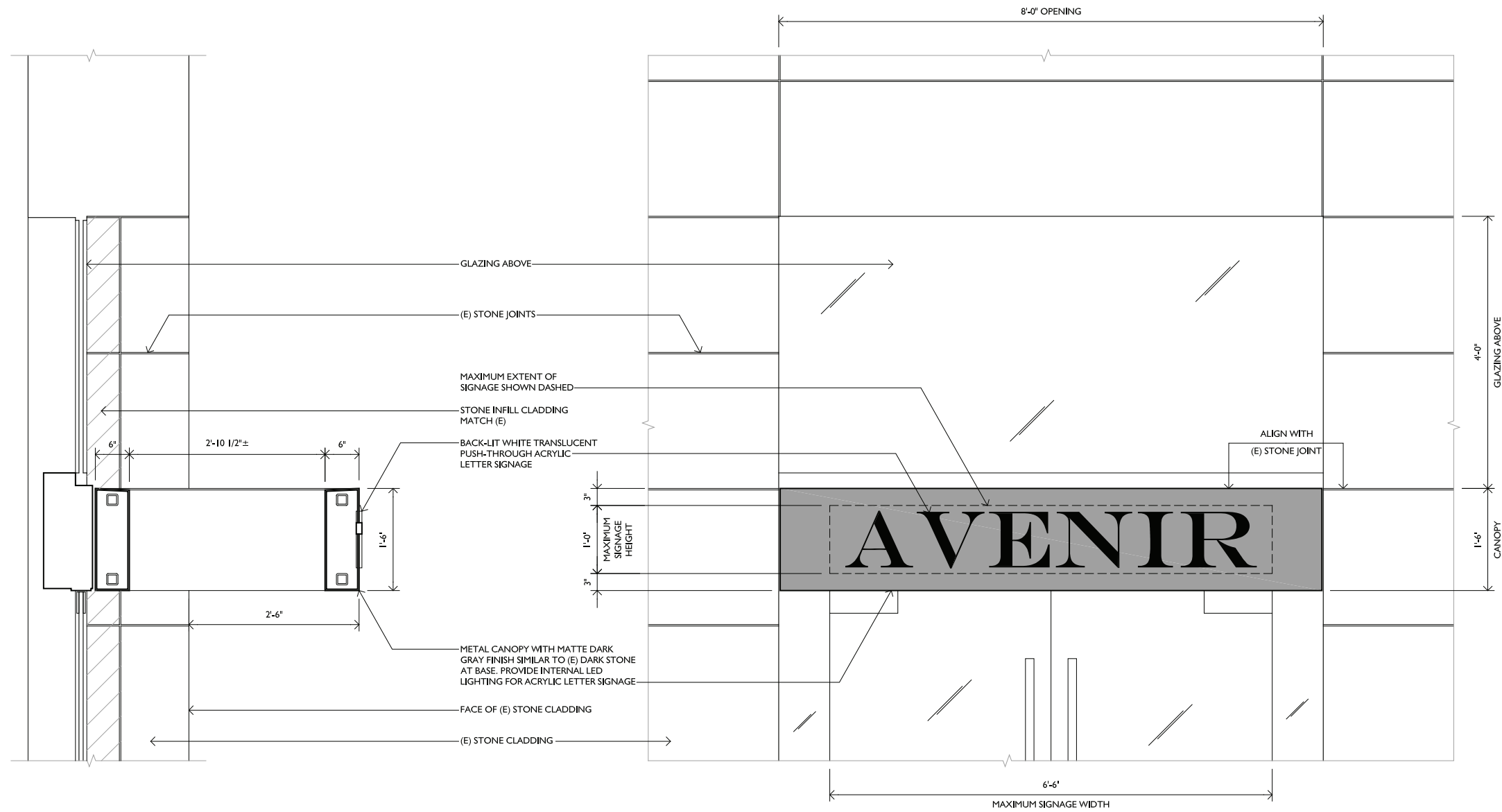
PROPOSED ELEVATION AND PLAN (ALTERNATE ENTRANCE DESIGN)



SECTION THROUGH PROPOSED ENTRY DOORS (ALTERNATE ENTRANCE DESIGN)



PROPOSED AWNING AND SIGNAGE (ALTERNATE ENTRANCE DESIGN)



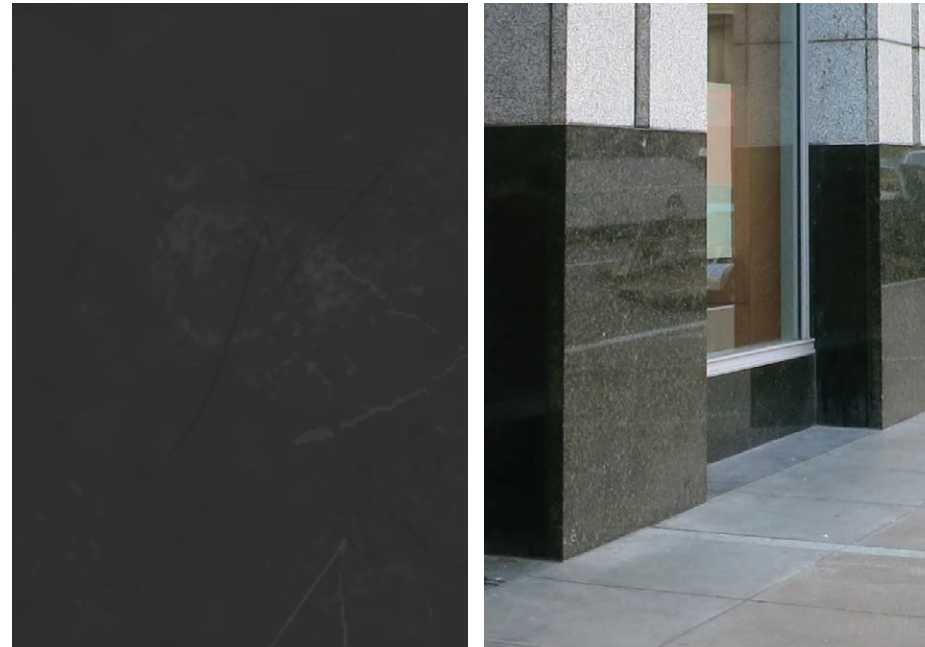
RENDERING OF PROPOSED STOREFRONTS (ALTERNATE ENTRANCE DESIGN)



PROPOSED MATERIALS (ALTERNATE ENTRANCE DESIGN)



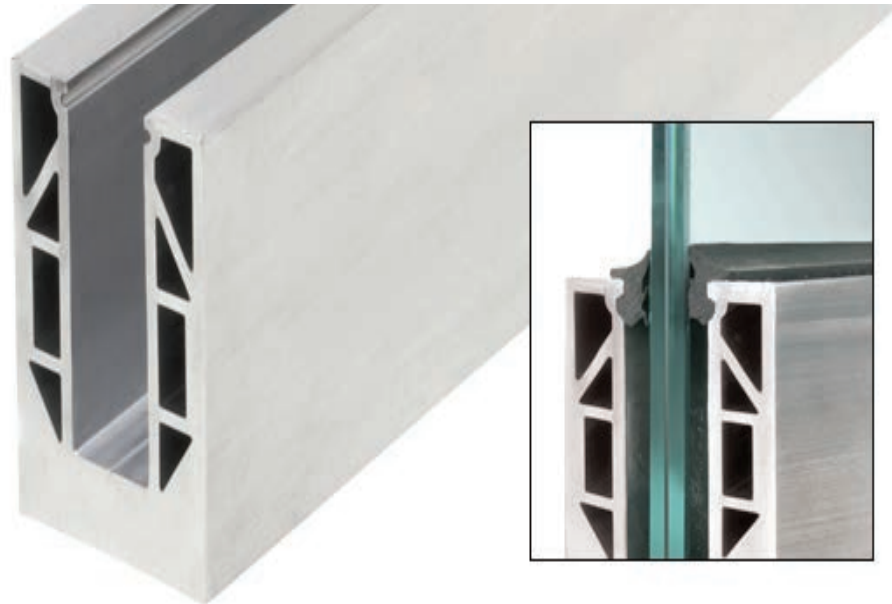
Metal canopy with matte dark gray finish similar to existing dark stone base; back-lit white transparent push-through acrylic letters



Metal with matte dark gray finish at cap, base, bottom door rail, and patch fittings (left) similar to existing dark stone base (right)



Patch fittings at top of proposed doors. Finish to match matte dark gray finish of metal canopy and cap



Glazing shoe at base of glass box. Note: Finish to match matte dark gray finish of metal canopy and cap



Clear laminated glass and metal corner mullion with matte dark gray finish



Brushed stainless steel door handle. Bottom door rail finish to match matte dark gray finish of metal canopy and cap

APPENDIX

PAGE & TURNBULL DRAWING SET

PROJECT

MACY'S UNION SQUARE STOREFRONT

235 GEARY STREET
SAN FRANCISCO, CALIFORNIA

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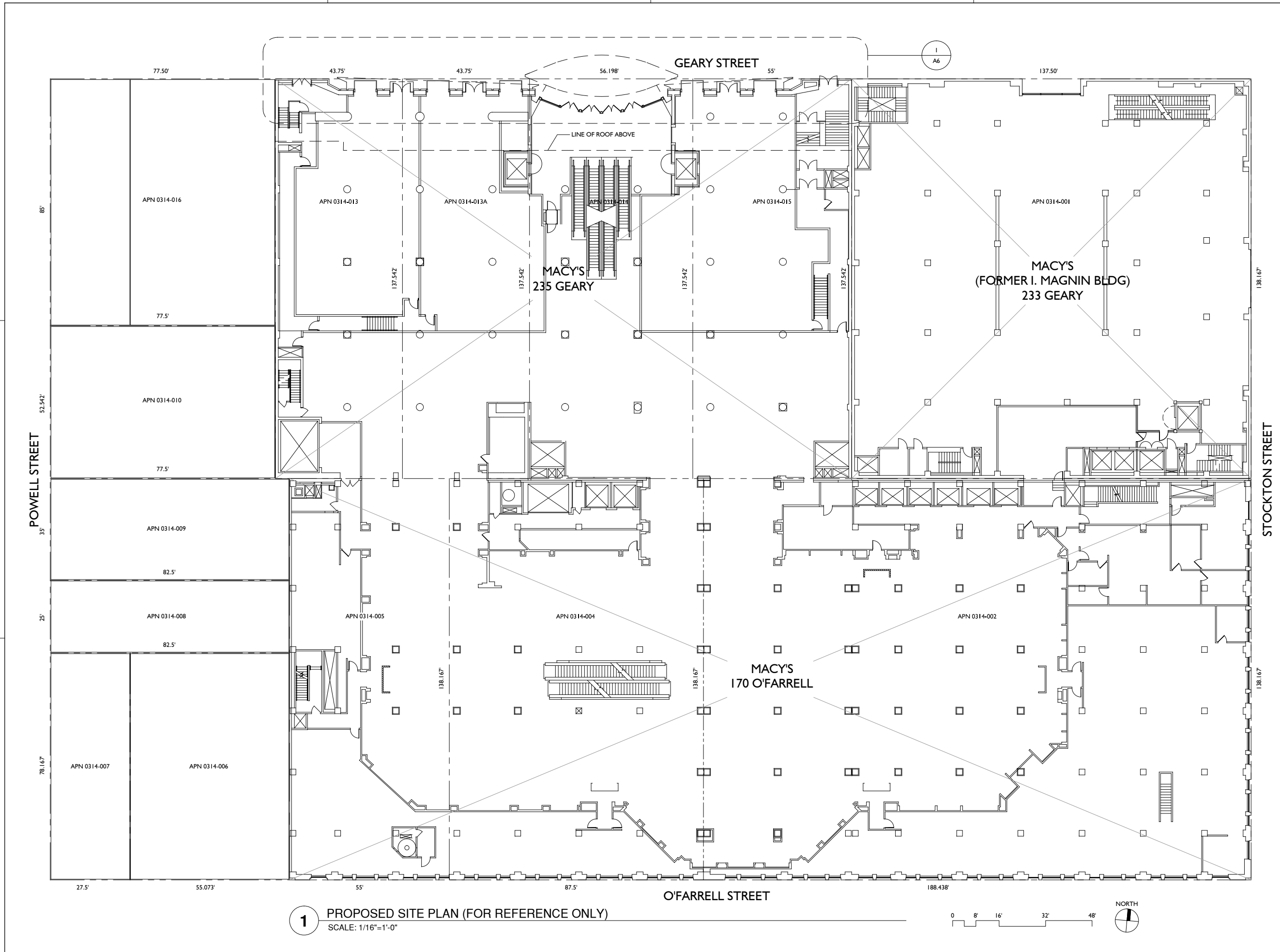
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SITE PLAN

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1 PROPOSED SITE PLAN (FOR REFERENCE ONLY)
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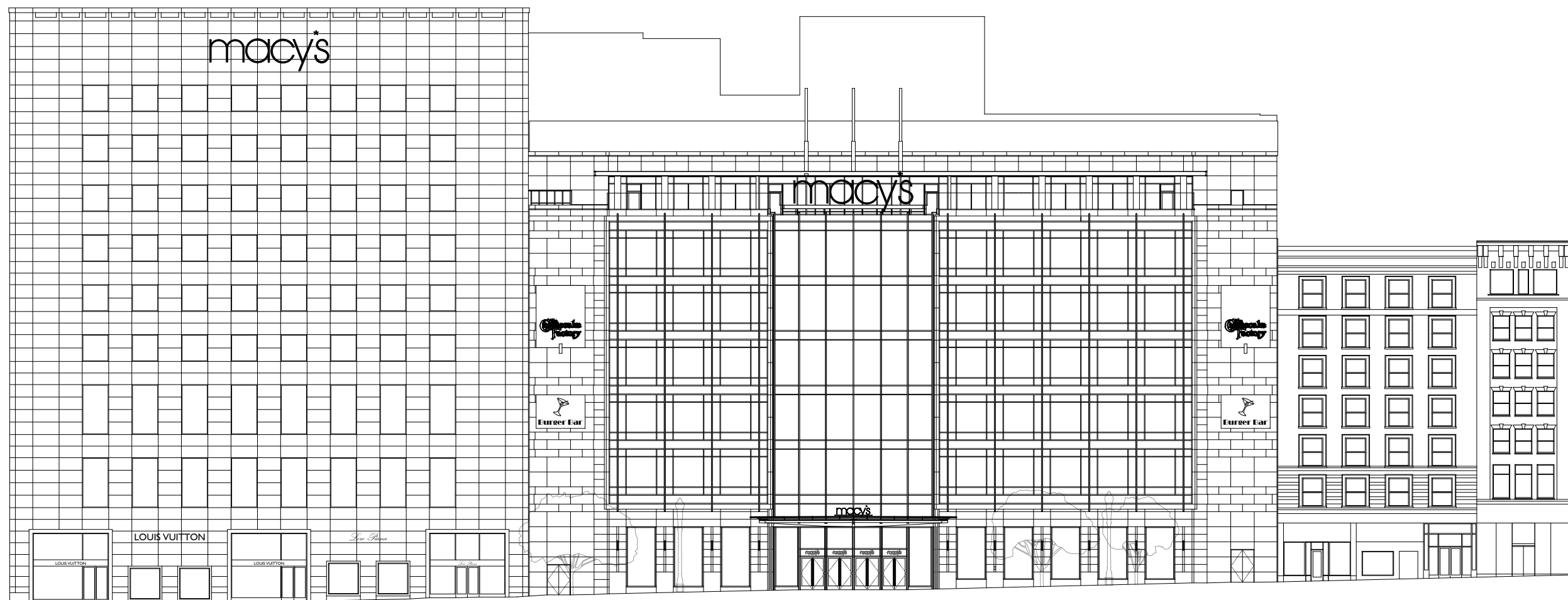
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EXISTING OVERALL ELEVATION - GEARY STREET

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A B C D E F G H J



1 EXISTING OVERALL ELEVATION - GEARY STREET
SCALE: 1/16"=1'-0"

0 8' 16' 32' 64'

PROJECT

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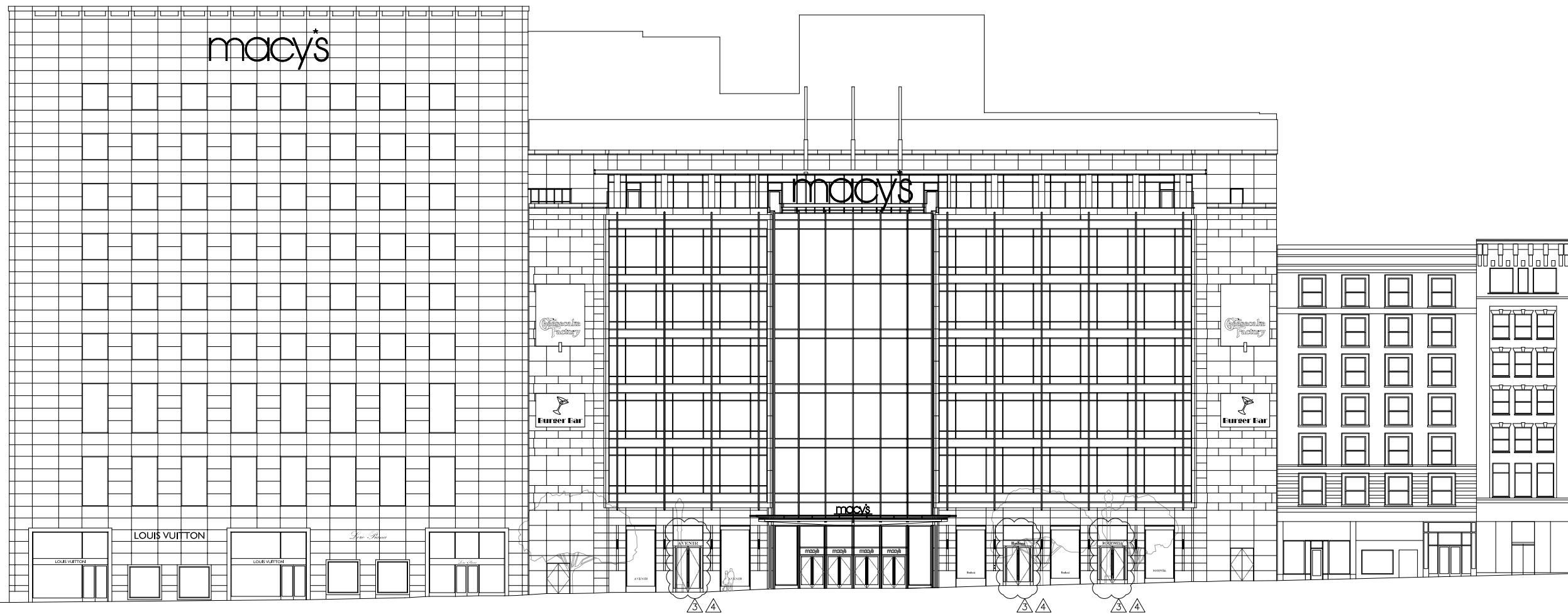
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1 PROPOSED OVERALL ELEVATION - GEARY STREET - PRIMARY
SCALE: 1/16"=1'-0"

0 8' 16' 32' 64'

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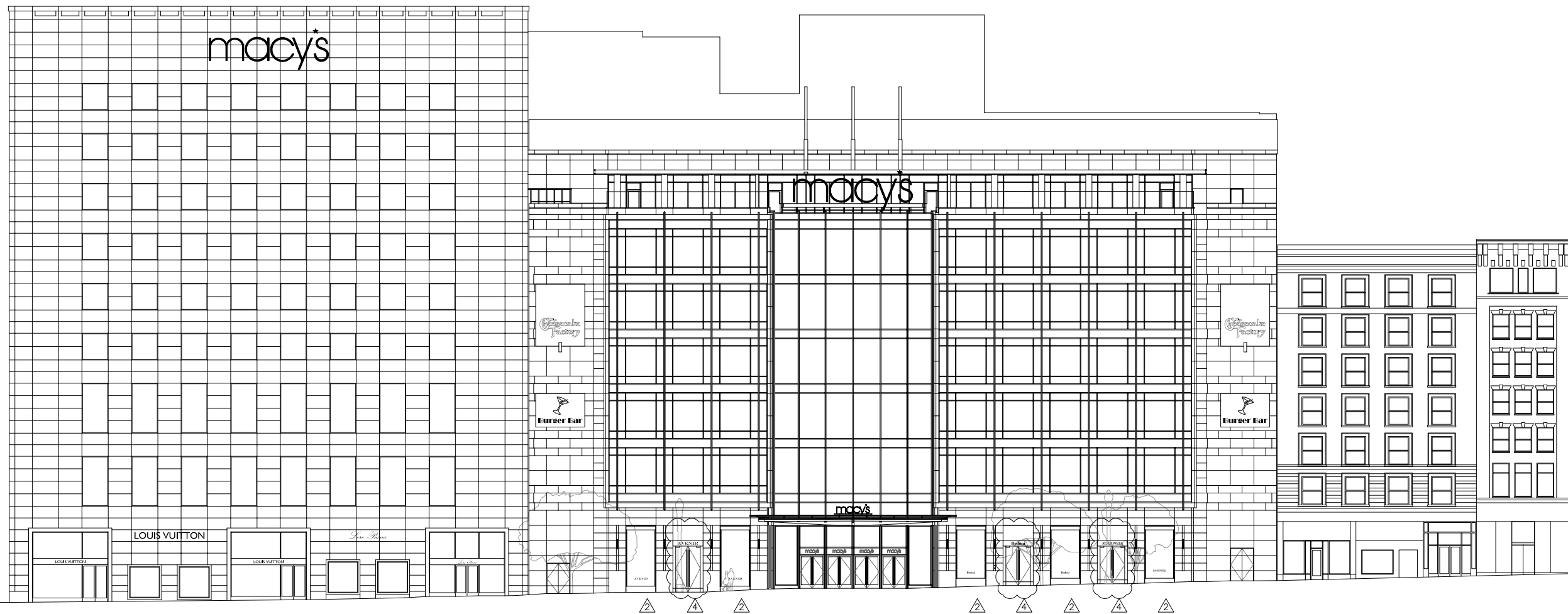
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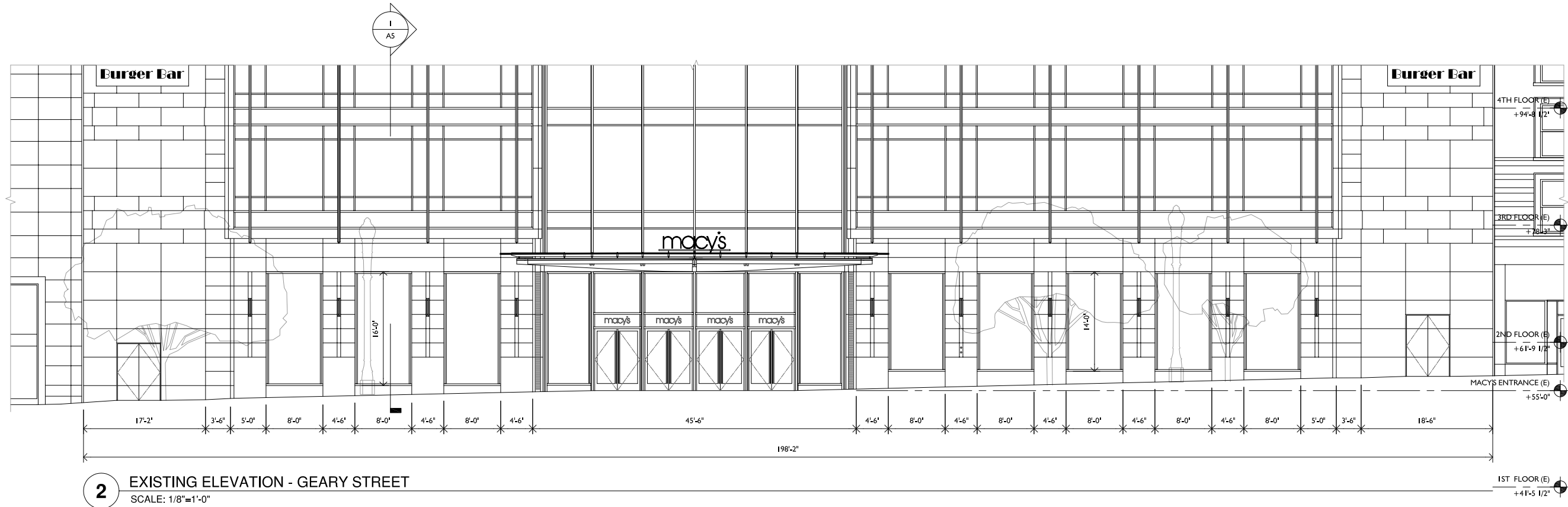
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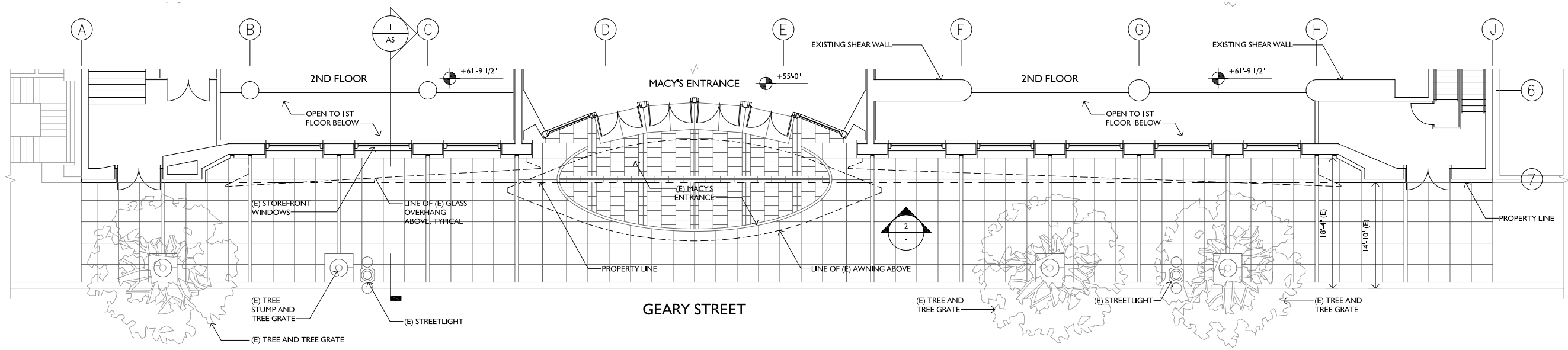
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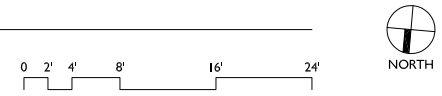
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2 EXISTING ELEVATION - GEARY STREET
 SCALE: 1/8"=1'-0"



1 EXISTING PLAN - GEARY STREET
 SCALE: 1/8"=1'-0"



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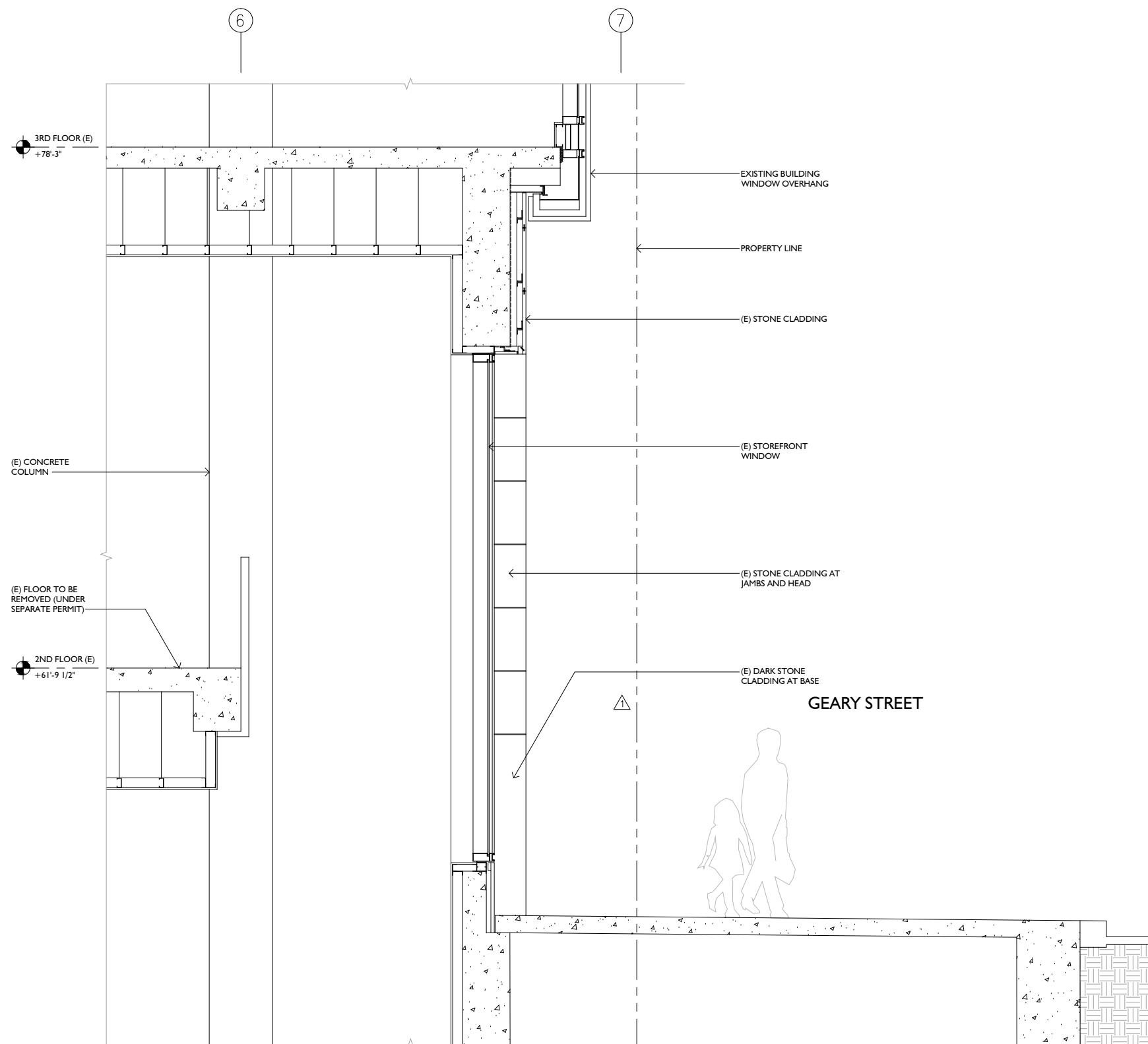
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SECTION THROUGH EXISTING STOREFRONT

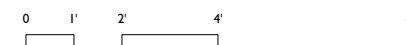
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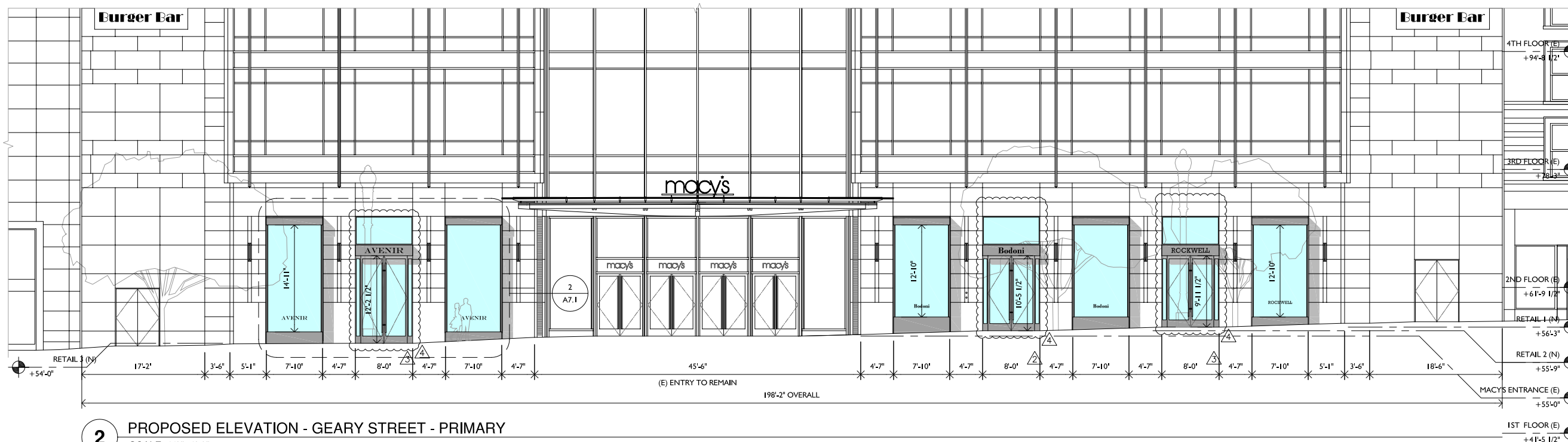
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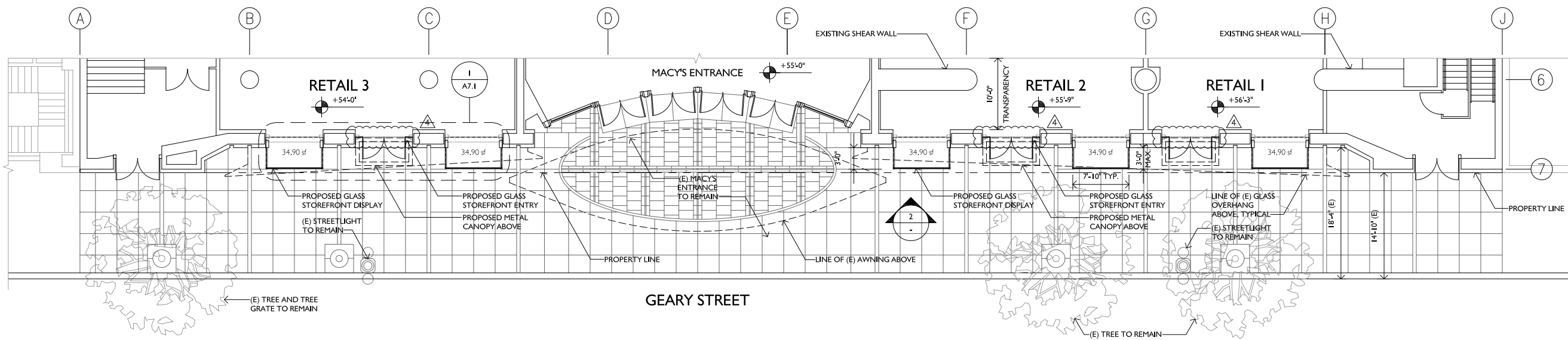
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2 PROPOSED ELEVATION - GEARY STREET - PRIMARY
 SCALE: 1/8"=1'-0"



1 PROPOSED PLAN - GEARY STREET - PRIMARY
 SCALE: 1/8"=1'-0"



PROJECT

MACY'S UNION SQUARE STOREFRONT

235 GEARY STREET
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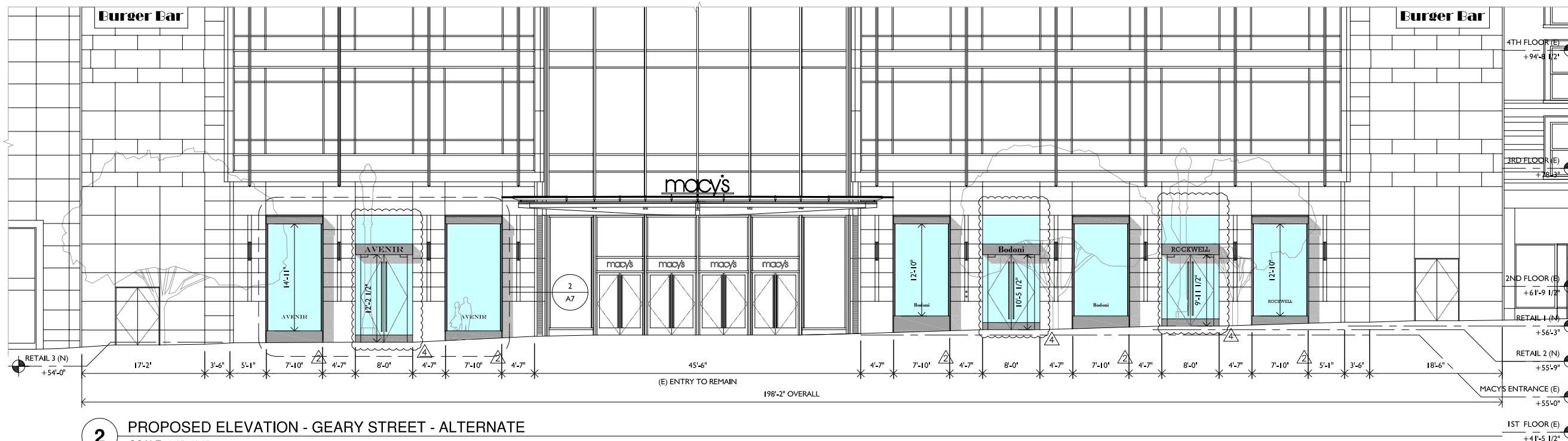
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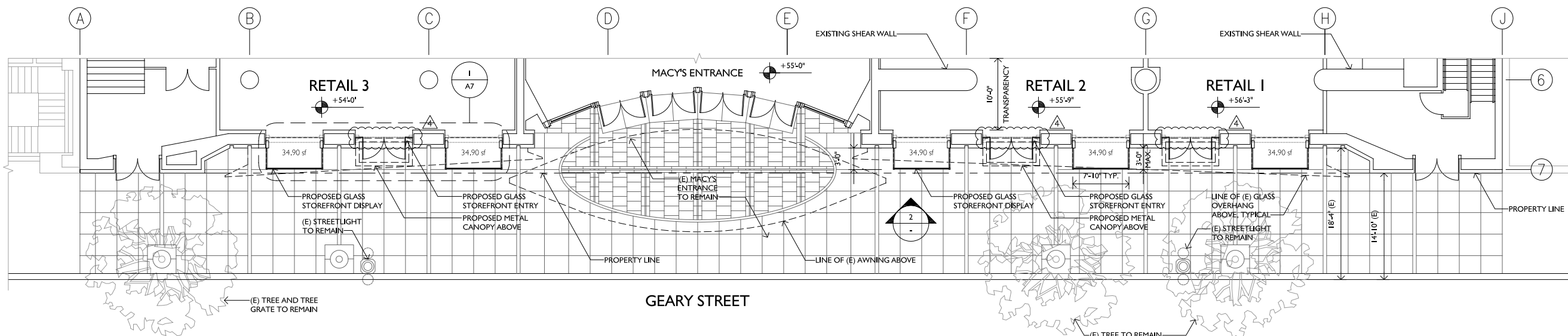
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2 PROPOSED ELEVATION - GEARY STREET - ALTERNATE
SCALE: 1/8"=1'-0"



1 PROPOSED PLAN - GEARY STREET - ALTERNATE
SCALE: 1/8"=1'-0"

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PROPOSED PLAN AND ELEVATION - GEARY STREET - ALTERNATE

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ENLARGED PARTIAL PLAN AND ELEVATION - PROPOSED - PRIMARY

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ISSUE DATE 10.18.17

SCALE 1/4"=1'-0"

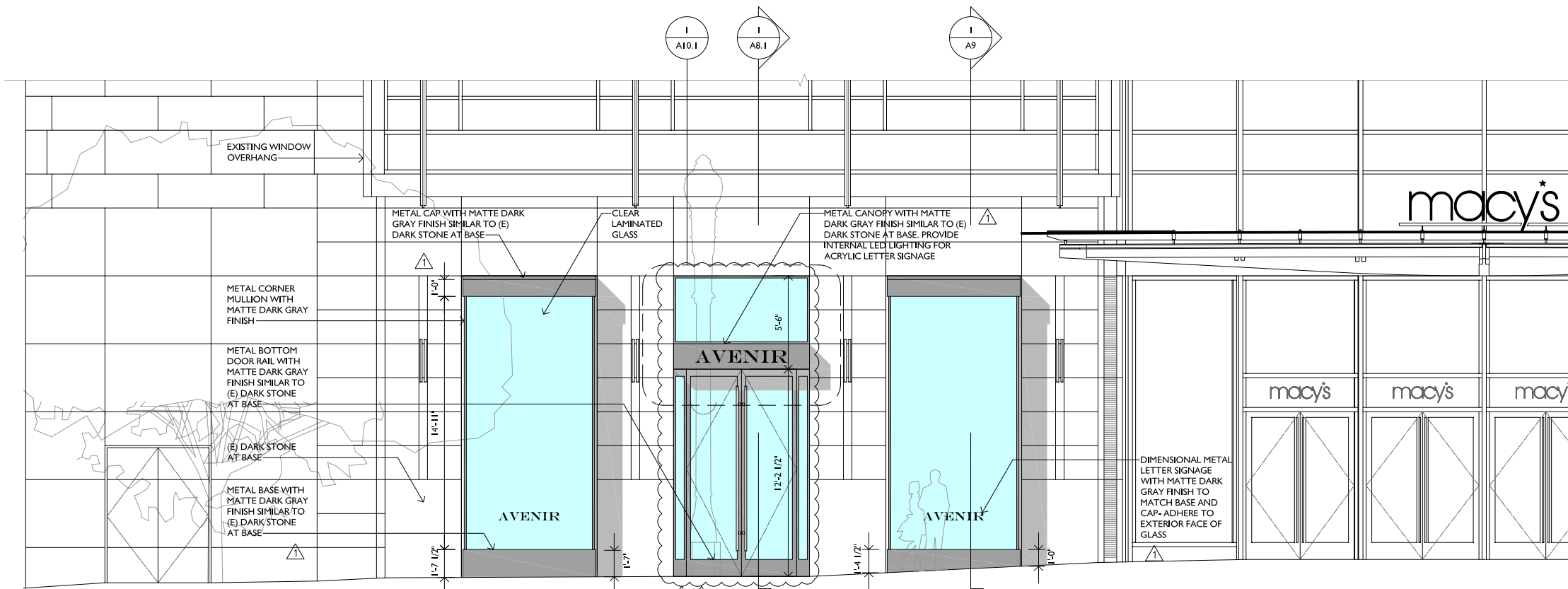
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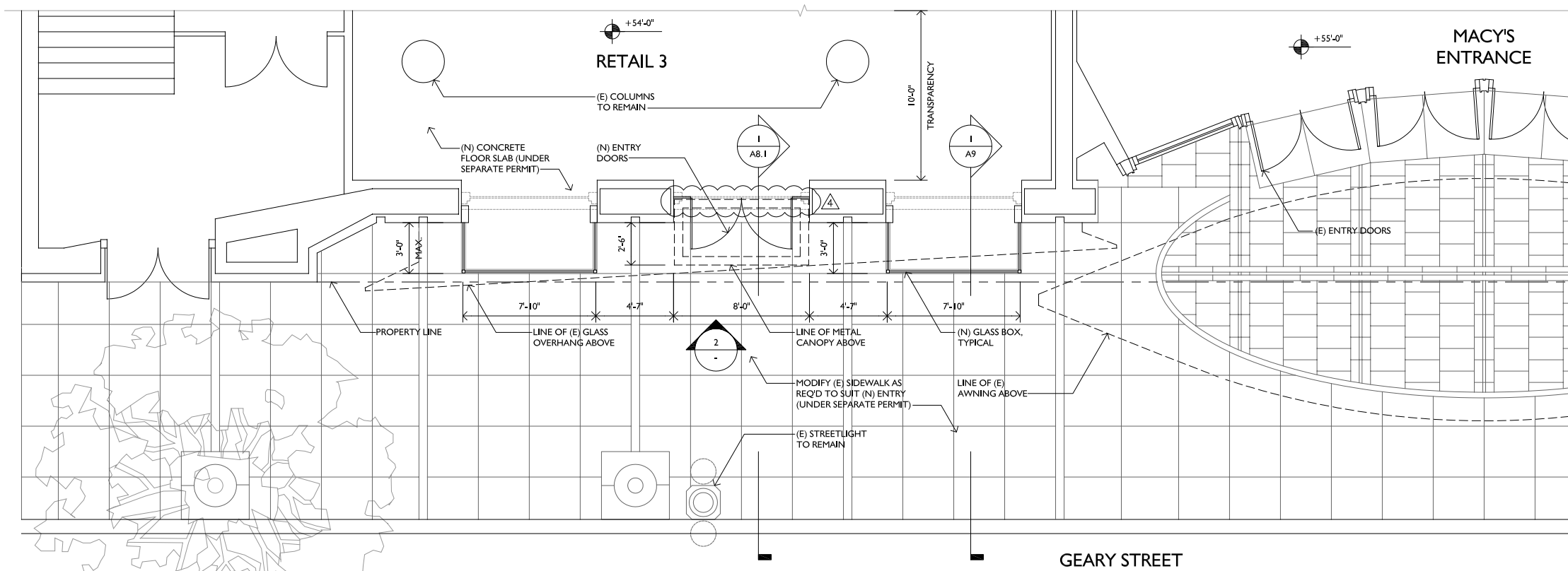
JOB NUMBER 16302

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A7



2 ENLARGED PARTIAL ELEVATION - PROPOSED - PRIMARY
SCALE: 1/4"=1'-0"



1 ENLARGED PARTIAL PLAN - PROPOSED - PRIMARY
SCALE: 1/4"=1'-0"

PROJECT
MACY'S UNION SQUARE STOREFRONT
 235 GEARY STREET
 SAN FRANCISCO, CALIFORNIA



Macy's West Stores, Inc.
 7 West Seventh Street
 Cincinnati, Ohio 45202



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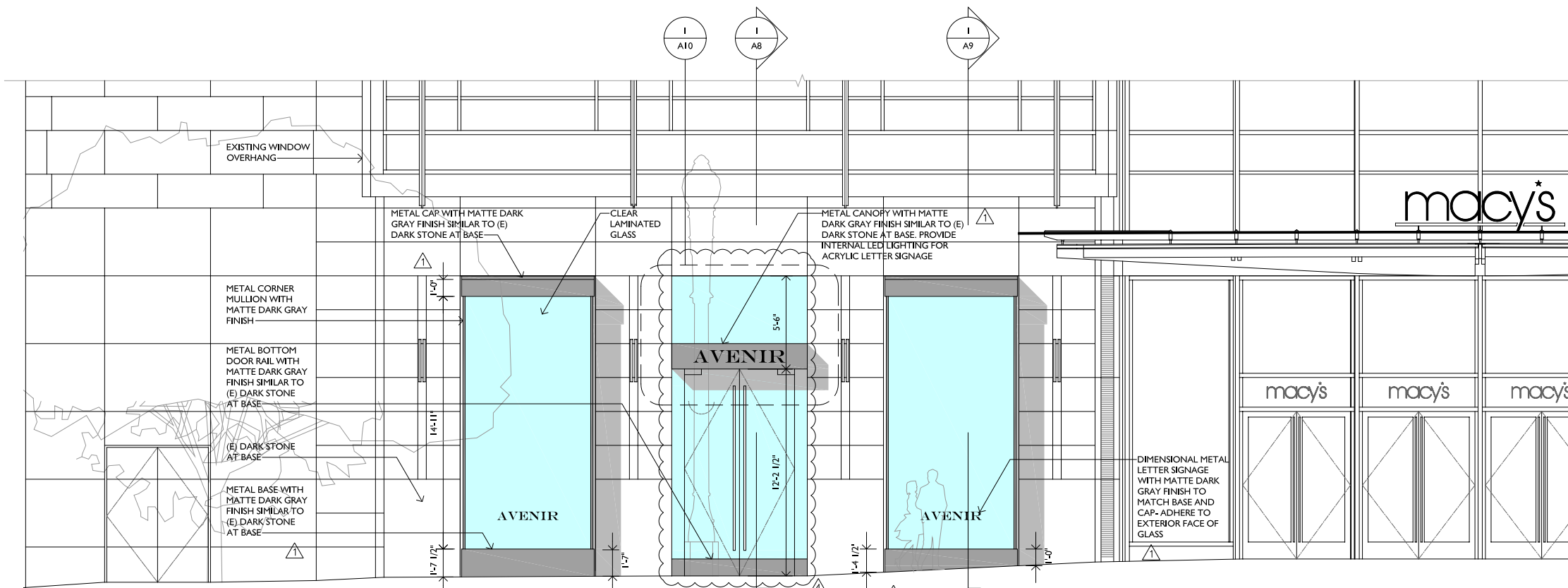
ISSUE

03.20.17	MAJOR PERMIT TO ALTER SUBMITTAL
1	06.12.17 - RESPONSE TO NOPDR NO. 1
2	07.10.17 - GLASS BOX REVISIONS
3	08.01.17 - ALTERNATE DESIGN FOR ENTRANCES
4	10.18.17 - ADJUSTMENT TO NEW ENTRY DOORS

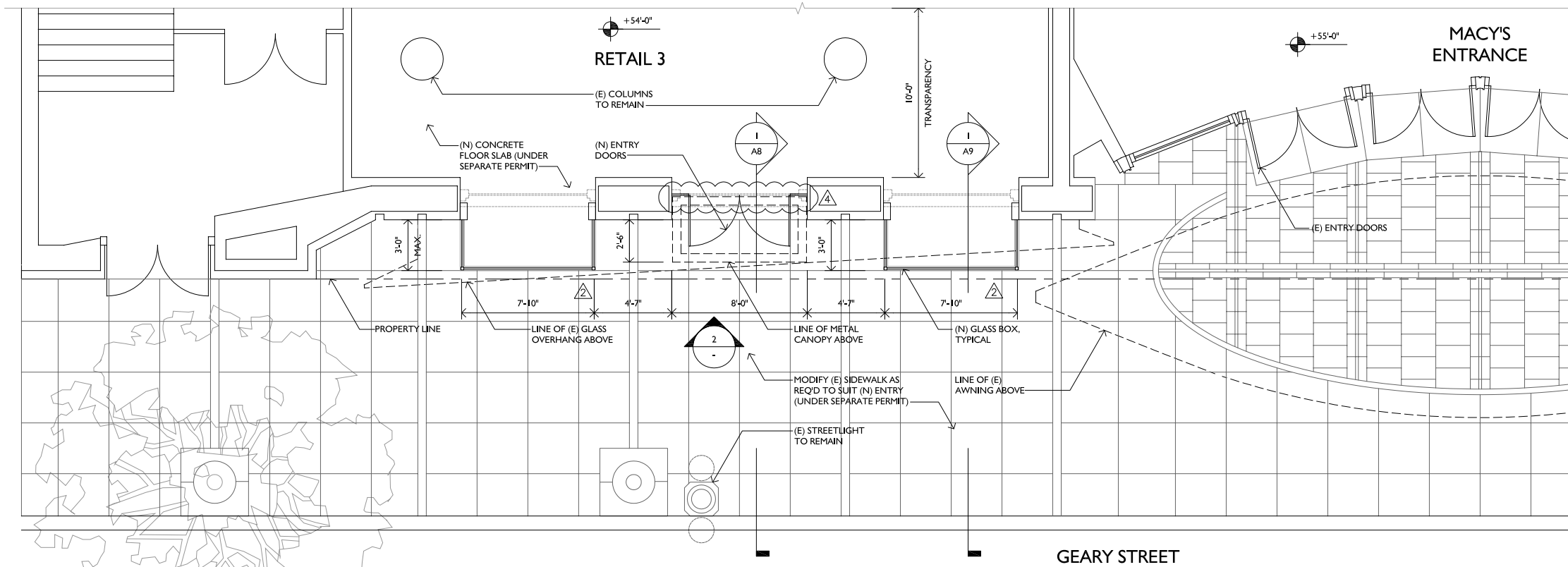
TITLE
ENLARGED PARTIAL PLAN AND ELEVATION - PROPOSED - ALTERNATE

Schematic Design
 ISSUE DATE 10.18.17
 SCALE 1/4"=1'-0"
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2 ENLARGED PARTIAL ELEVATION - PROPOSED - ALTERNATE
 SCALE: 1/4"=1'-0"



1 ENLARGED PARTIAL PLAN - PROPOSED - ALTERNATE
 SCALE: 1/4"=1'-0"

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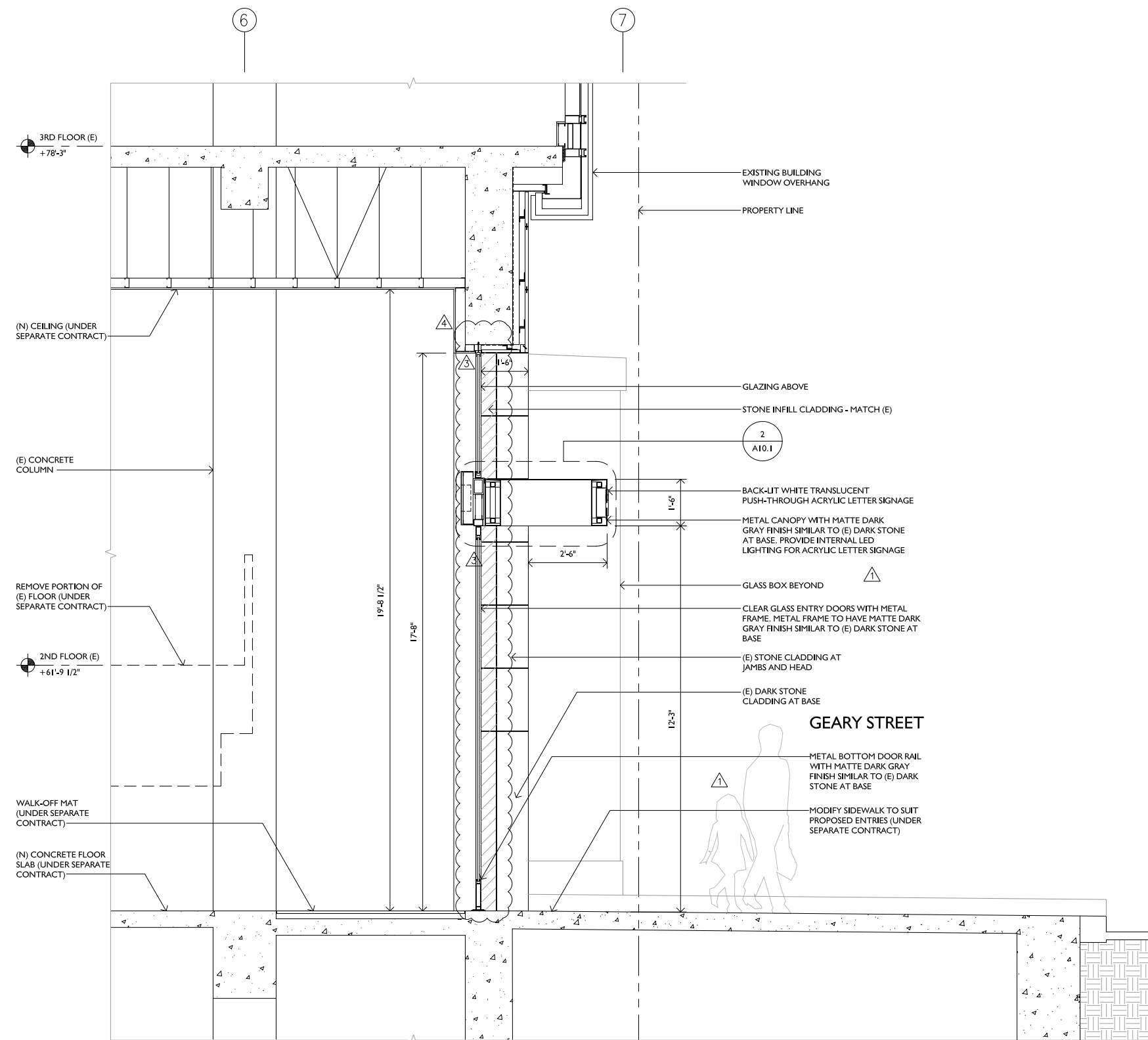
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SECTION THROUGH PROPOSED ENTRY DOORS - PRIMARY

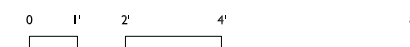
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1 SECTION THROUGH PROPOSED ENTRY DOORS - PRIMARY
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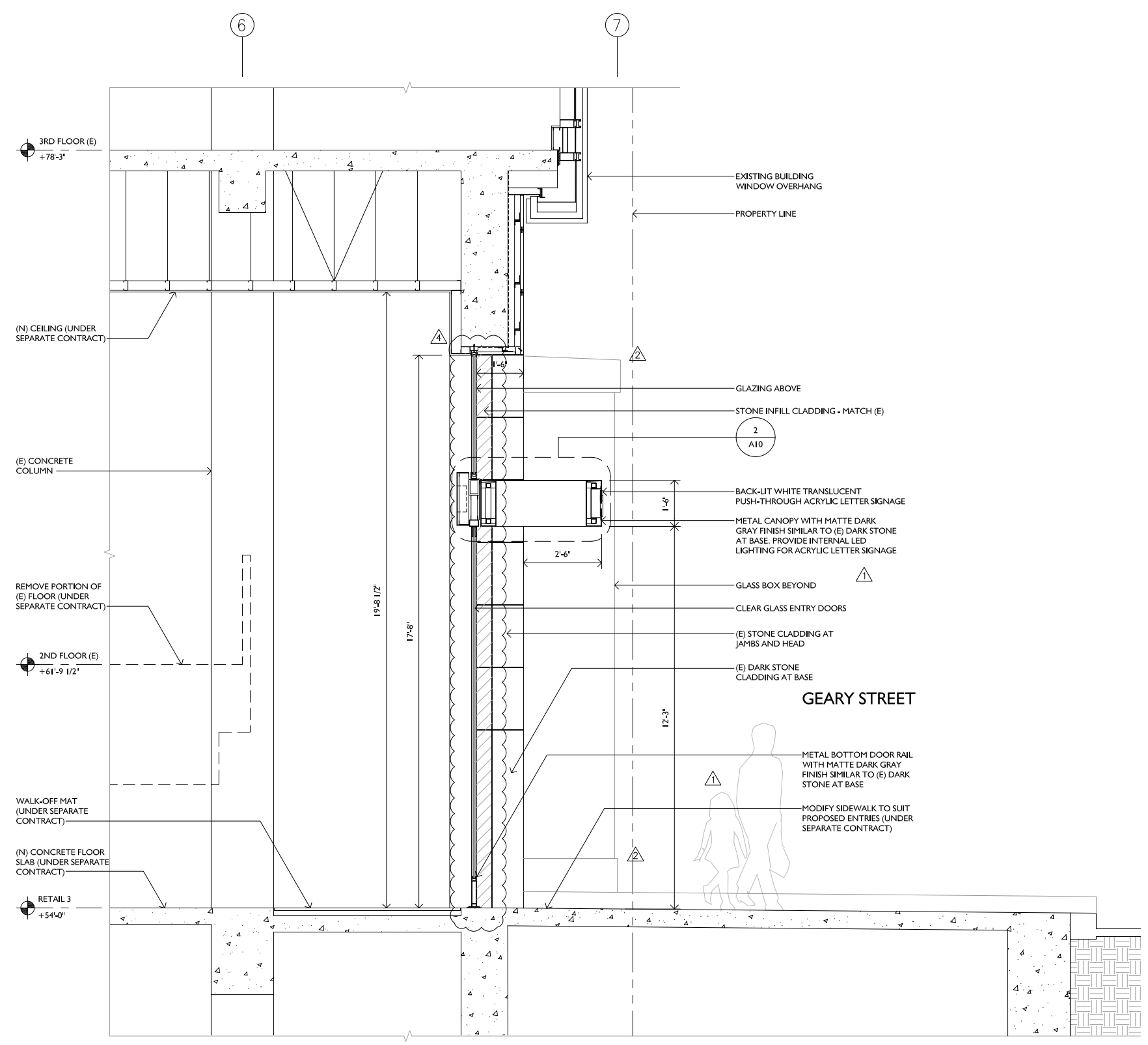
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1 SECTION THROUGH PROPOSED ENTRY DOORS - ALTERNATE
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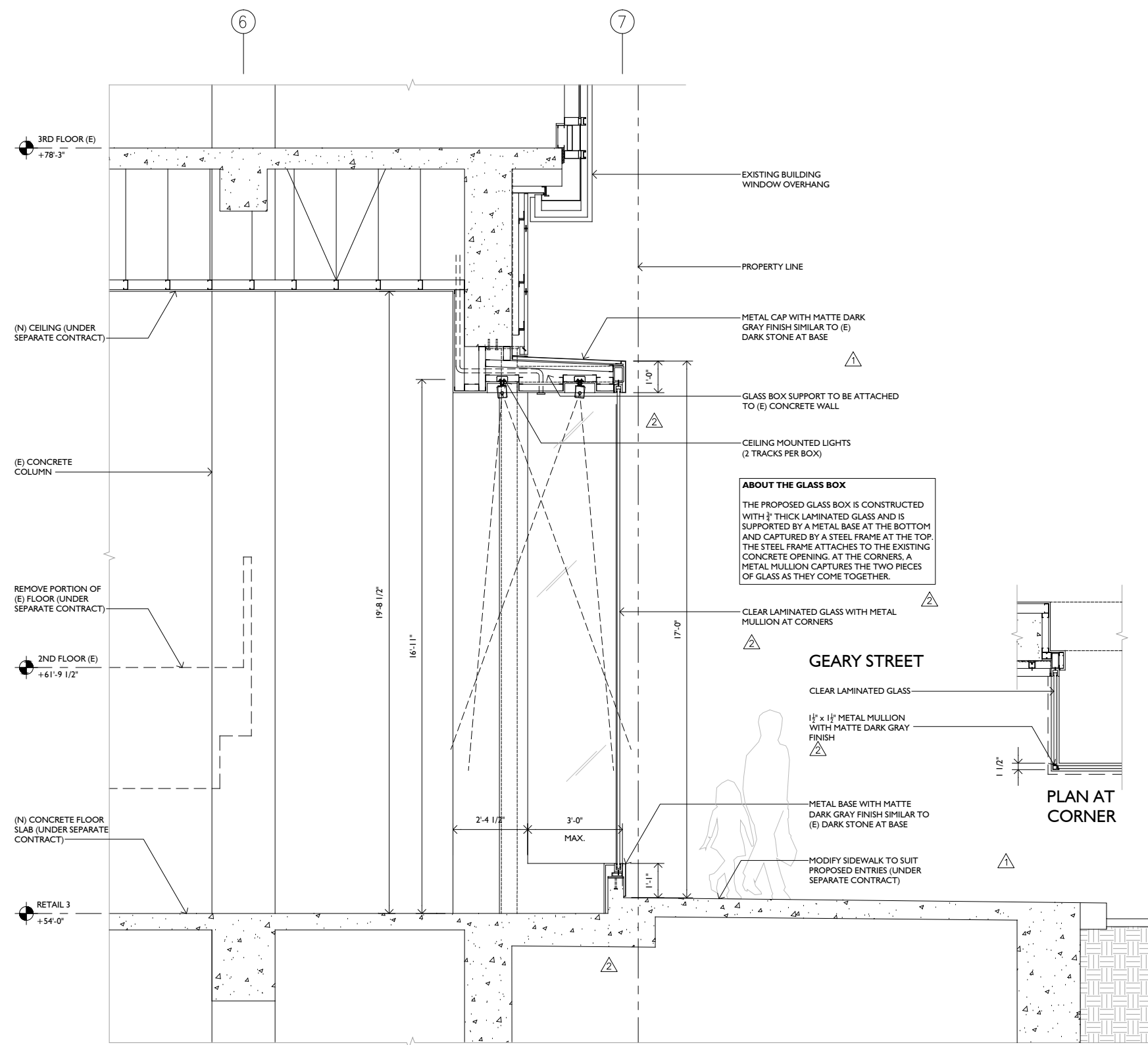


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SECTION THROUGH PROPOSED GLASS BOX

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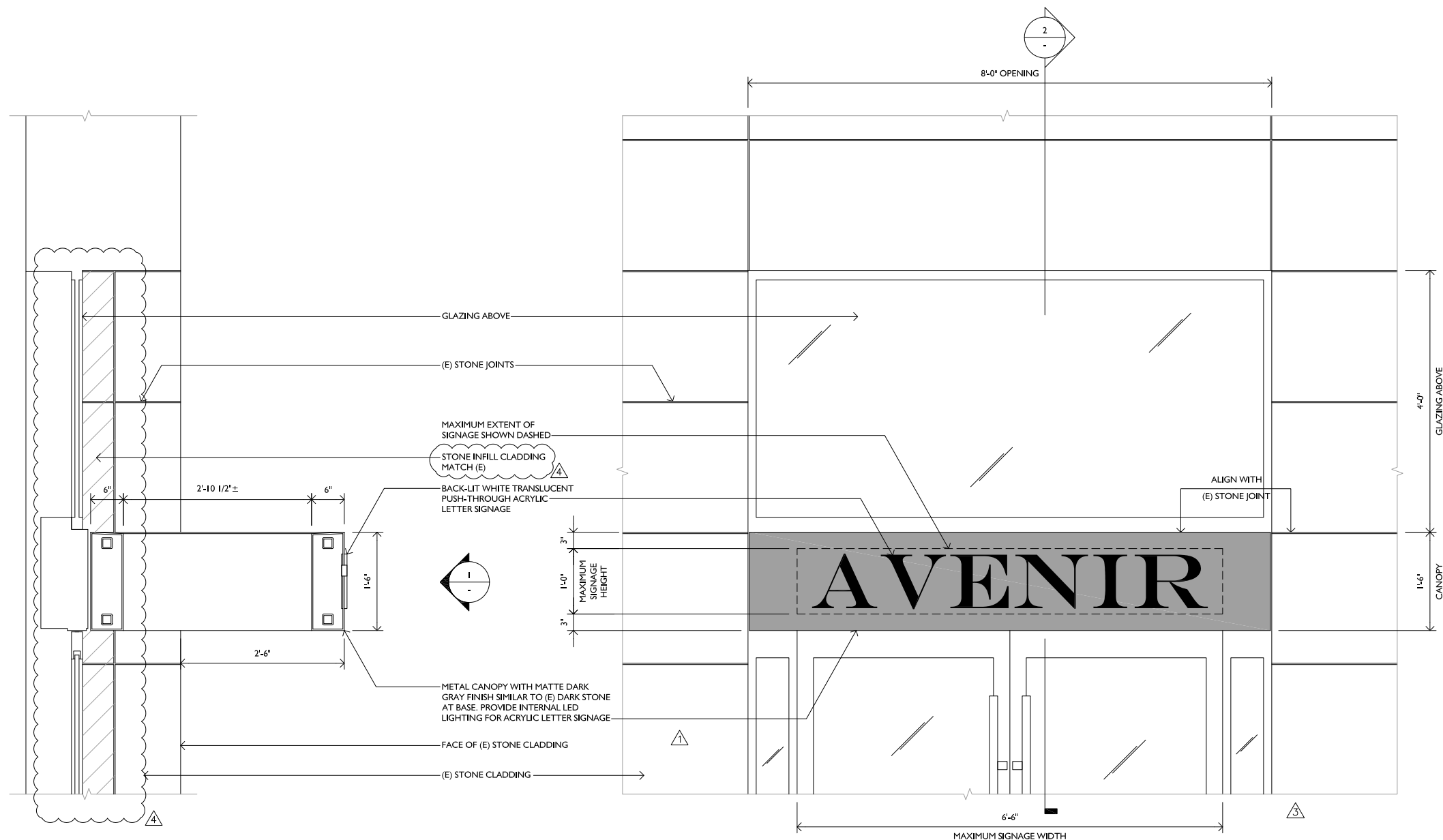


ABOUT THE GLASS BOX

THE PROPOSED GLASS BOX IS CONSTRUCTED WITH 3/4" THICK LAMINATED GLASS AND IS SUPPORTED BY A METAL BASE AT THE BOTTOM AND CAPTURED BY A STEEL FRAME AT THE TOP. THE STEEL FRAME ATTACHES TO THE EXISTING CONCRETE OPENING. AT THE CORNERS, A METAL MULLION CAPTURES THE TWO PIECES OF GLASS AS THEY COME TOGETHER.

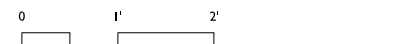
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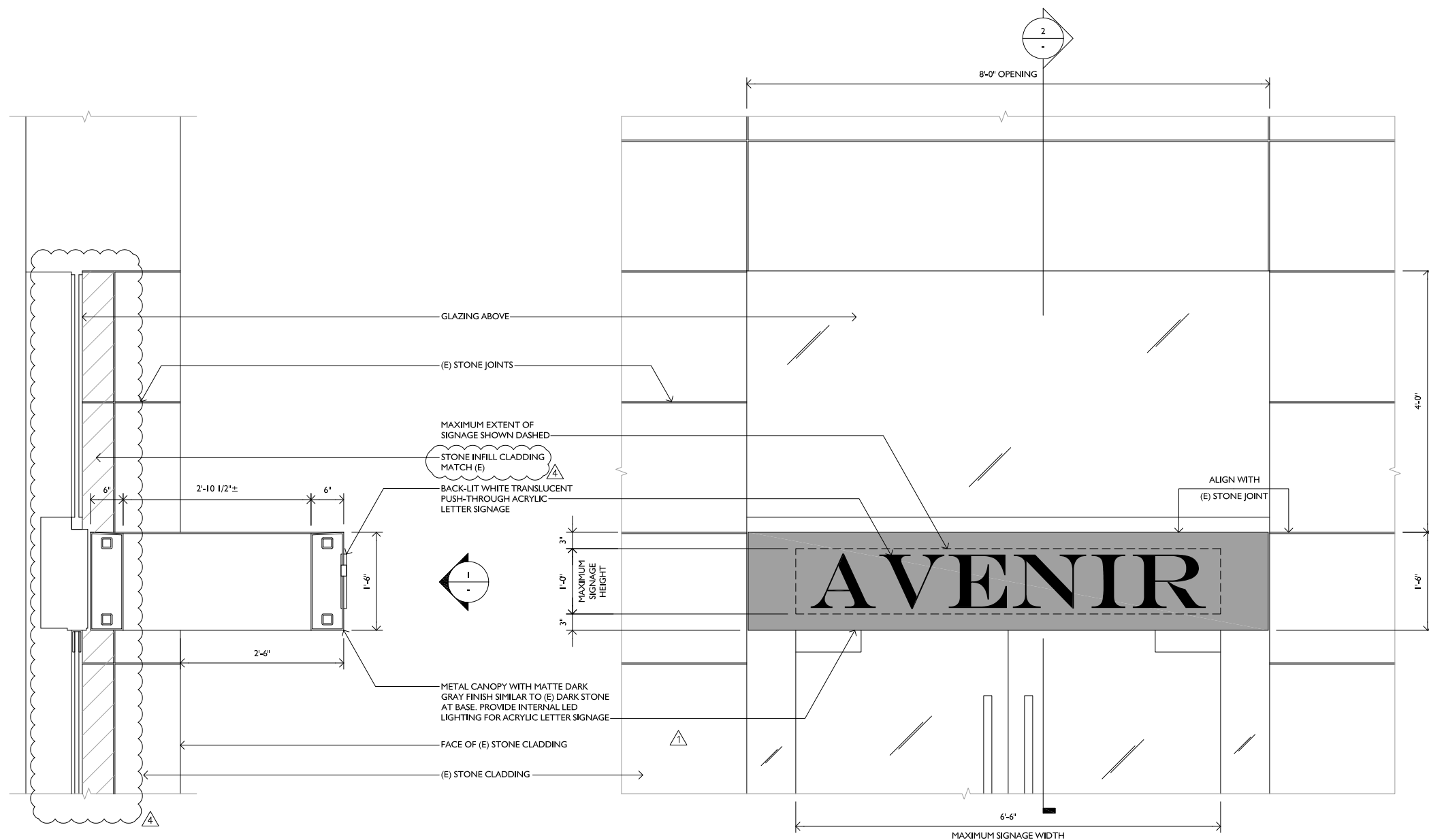


2 SIGNAGE SECTION - PRIMARY
 SCALE: 1"=1'-0"

1 SIGNAGE ELEVATION - PRIMARY
 SCALE: 1"=1'-0"

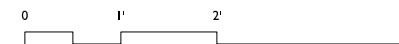


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2 SIGNAGE SECTION - ALTERNATE
 SCALE: 1"=1'-0"

1 SIGNAGE ELEVATION - ALTERNATE
 SCALE: 1"=1'-0"



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