



# SAN FRANCISCO PLANNING DEPARTMENT

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## Certificate of Appropriateness Case Report HEARING DATE: JANUARY 16, 2019

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San Francisco,  
CA 94103-2479

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*Filing Date:* July 12, 2017  
*Case No.:* 2017-008875COA  
*Project Address:* 920 NORTH POINT STREET  
*Historic Landmark:* No. 30 – Ghirardelli Square  
*Zoning:* C-2 (Community Business)  
40-X Height and Bulk District  
*Block/Lot:* 0452 / 002  
*Applicant:* Elisa Skaggs  
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### PROPERTY DESCRIPTION

920 NORTH POINT STREET is located on the north side of North Point Street between Polk Street and Larkin Street, on Assessor's Block 0452, Lot 002. The subject property is part of the larger site historically known as Ghirardelli Square, San Francisco Landmark No. 30. The work proposed for this project consists of replacing the Ghirardelli sign that spans the roofs of two adjacent contributing buildings in Ghirardelli Square: the Cocoa Building and the Mustard Building. The rooftop Ghirardelli sign was constructed in 1915, and restored in 1964 as part of the adaptive reuse of the property by architects Wurster, Bernardi, & Emmons and landscape architect Lawrence Halprin.

### PROJECT DESCRIPTION

The proposed project involves replacing the existing 19-foot-tall illuminated, painted sheet-metal sign with a new illuminated, painted metal sign matching the dimensions, appearance, and illumination of the existing sign. The new sign will be installed on the existing structural steel armature.

Please see photographs and plans for details.

### OTHER ACTIONS REQUIRED

The proposed project requires a Conditional Use Authorization from the Planning Commission to designate the sign as a Vintage Sign under Section 608.14 of the Planning Code, as the existing sign does not meet Section 607 of the Planning Code because it is a roof sign. The proposed project also will require a Building Permit from the Department of Building Inspection (DBI).

## COMPLIANCE WITH THE PLANNING CODE PROVISIONS

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

## APPLICABLE PRESERVATION STANDARDS

### ARTICLE 10

Pursuant to Section 1006.2 of the Planning Code, unless exempt from the Certificate of Appropriateness requirements or delegated to Planning Department Preservation staff through the Administrative Certificate Appropriateness process, the Historic Preservation Commission is required to review any applications for the construction, alteration, removal, or demolition of any designated Landmark for which a City permit is required. Section 1006.6 states that in evaluating a request for a Certificate of Appropriateness for an individual landmark or a contributing building within a historic district, 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*, as well as the designating Ordinance and any applicable guidelines, local interpretations, bulletins, related appendices, or other policies.

### 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 shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

*The proposed project does not involve a change in use of the property. 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.

*While the proposed project involves the replacement of the character-defining Ghirardelli rooftop sign, the conditions assessment reports prepared for the existing sign indicate that the individual letters of the sign have received numerous repairs of varying types over the years, and that further repair of the sign would only temporarily prolong its service life. The replacement sign would use extensive documentation of the existing sign to allow the new sign to match the overall dimensions, materials, and appearance of the existing sign. 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 architectural elements from other buildings, shall not be undertaken.

*The proposed project does not include the addition of conjectural elements or architectural features from other buildings. Therefore, the proposed project complies with Rehabilitation Standard 3.*

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

*The proposed project does not involve alterations to changes to the property that have acquired significance in their own right. Therefore, the proposed project complies with Rehabilitation Standard 4.*

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

*While the proposed project involves the replacement of the character-defining Ghirardelli rooftop sign, the physical materials and construction techniques of the rooftop sign proposed to be replaced in kind—consisting of painted, galvanized sheet metal letters anchored to painted steel angles—do not present examples of fine craftsmanship, and have been heavily modified over multiple repair campaigns. Because the construction methods used for the historic sign are not especially distinctive, it will be possible for the new sign to be fabricated in a way that closely approximates the appearance of the existing sign. Therefore, the proposed project complies with Rehabilitation Standard 5.*

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

*The proposed project calls for the in-kind replacement of the historic, character-defining rooftop Ghirardelli sign. The conditions assessment reports prepared for the existing sign indicate that the individual letters of the sign are deteriorated and have received numerous repairs of varying types over the years. The reports have also determined that repair of the existing letters would only temporarily extend their service life, and that the act of preparing the existing letters for repairs may damage them beyond repair. The existing sign will be replaced with a new sign matching the historic sign in terms of its material, dimensions, and overall appearance. The project does not include the replacement of any missing features at the building. Therefore, the proposed project complies with Rehabilitation Standard 6.*

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

*The proposed project does not involve chemical or physical treatments that will affect the building's historic materials. Therefore, the proposed project complies with Rehabilitation Standard 7.*

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

*The proposed project does not involve any excavation work. Therefore, the proposed project complies with Rehabilitation Standard 8.*

**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.

*The proposed work consists solely of replacing the existing rooftop sign in kind, and does not involve any new additions or alterations that would destroy historic materials, features, and spatial relationships that characterize the property. The most notable difference between the existing sign and the replacement sign is that the replacement sign will have LED lighting with a slightly different bulb shape than the existing sign, with the ability to change the illumination color. Although the proposed bulb type is slightly different than the existing method of illumination, the overall character of the sign and its illumination will be maintained. Therefore, the proposed project complies with Rehabilitation Standard 9.*

**Standard 10:** New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

*The proposed project would not affect the essential form and integrity of the landmark site, as the only alterations to historic fabric at the subject property will be the in-kind replacement of the rooftop Ghirardelli sign. Therefore, the proposed project complies with Rehabilitation Standard 10.*

**Summary:** The Department finds that the overall project is consistent with the *Secretary of the Interior Standards for Rehabilitation*.

## **PUBLIC/NEIGHBORHOOD INPUT**

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

## ISSUES & OTHER CONSIDERATIONS

None.

## STAFF ANALYSIS

Included as an exhibit are architectural drawings of the existing property and the proposed project. Based on the requirements of Article 10 and the *Secretary of Interior's Standards*, Department staff has determined the following:

The proposed project does not involve a change in use of the property. While the proposed project involves the replacement of the character-defining Ghirardelli rooftop sign, the conditions assessment reports prepared for the existing sign indicate that the individual letters of the sign have received numerous repairs of varying types over the years, and that further repair of the sign would only temporarily prolong its service life. The physical materials and construction techniques of the rooftop sign—consisting of painted, galvanized sheet metal letters anchored to painted steel angles—do not present examples of fine craftsmanship. Because the construction methods used for the historic sign are not especially distinctive, it will be possible for the new sign to be fabricated in a way that closely approximates the appearance of the existing sign.

The replacement sign would use extensive documentation of the existing sign to allow the new sign to match the overall dimensions, materials, and appearance of the existing sign. The most notable difference between the existing sign and the replacement sign is that the replacement sign will have LED lighting with a slightly different bulb shape than the existing sign, with the ability to change the illumination color. Although the proposed bulb type is slightly different than the existing method of illumination, the overall character of the sign and its illumination will be maintained. To ensure that the new sign closely matches the appearance of the existing sign, Planning Staff has requested two conditions of approval to require Staff review and approval of sufficient documentation of the existing sign before it is removed as well as a mock-up of the proposed illumination method to compare to the existing sign's illumination.

Department staff finds that the proposed work will be in conformance with the Secretary's Standards and requirements of Article 10, and that the proposed work is compatible with the character-defining features of the landmark site.

## 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 *Secretary of the Interior's Standards for Rehabilitation*.

## CONDITIONS OF APPROVAL

To ensure that the proposed work is undertaken in conformance with this Certificate of Appropriateness, staff recommends the following conditions:

1. As part of the Building Permit, the project sponsor will provide Planning staff with a thorough documentation package for the existing sign, to include photo documentation and additional documentation of the three-dimensional scan prepared by the project team.
2. As part of the Building Permit, the project sponsor will prepare a mock-up of the proposed signage illumination, for comparison against the existing signage illumination.

## ATTACHMENTS

Draft Motion

Project Sponsor submittal, including:

- Historic and Existing Conditions Photographs
- Site Plan
- Reduced Drawings and Renderings
- Combined Conditions Assessment Report from Page & Turnbull and Arrow Sign Company



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Motion

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**ADOPTING FINDINGS FOR A CERTIFICATE OF APPROPRIATENESS FOR PROPOSED WORK DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 10, TO MEET THE STANDARDS OF ARTICLE 10 AND TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE PROPERTY LOCATED ON LOT 002 IN ASSESSOR'S BLOCK 0452, WITHIN A C-2 (COMMUNITY BUSINESS) ZONING DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.**

### PREAMBLE

WHEREAS, on July 12, 2017, Elisa Skaggs of Page & Turnbull (Project Sponsor) filed an application with the San Francisco Planning Department (hereinafter "Department") for a Certificate of Appropriateness for work at the subject property located on lot 002 in Assessor's Block 0452. Specifically, the proposal called for replacing the existing 19-foot-tall illuminated, painted sheet-metal sign with a new illuminated metal sign matching the dimensions and appearance of the existing sign. The new sign will be installed on the existing structural steel armature.

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 January 16, 2019, the Commission conducted a duly noticed public hearing on the current project, Case No. 2017-008875COA ("Project") for its appropriateness.

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 grants the Certificate of Appropriateness, in conformance with the architectural plans dated September 8, 2018, and labeled Exhibit A on file in the docket for Case No. 2017-008875COA based on the following findings:

### **CONDITIONS OF APPROVAL**

1. As part of the Building Permit, the project sponsor will provide Planning staff with a thorough documentation package for the existing sign, to include photo documentation and additional documentation of the three-dimensional scan prepared by the project team.
2. As part of the Building Permit, the project sponsor will prepare a mock-up of the proposed signage illumination, for comparison against the existing signage illumination.

### **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 10:

The Historical Preservation Commission has determined that the proposed work is compatible with the character of the landmark as described in the designation report dated April 8, 1970.

- The proposed project is compatible with Ghirardelli Square, Landmark Number 30, since the project does not negatively affect the mass and form of the landmark site.
- While the proposed project involves the replacement of the character-defining Ghirardelli rooftop sign, the conditions assessment reports prepared for the existing sign indicate that the individual letters of the sign have received numerous repairs of varying types over the years, and that further repair of the sign would only temporarily prolong its service life.
- The physical materials and construction techniques of the rooftop sign—consisting of painted, galvanized sheet metal letters anchored to painted steel angles—do not present examples of fine craftsmanship. Because the construction methods used for the historic sign are not especially distinctive, it will be possible for the new sign to be fabricated in a way that closely approximates the appearance of the existing sign.
- The proposed project would use extensive documentation of the existing sign to allow the new sign to match the overall dimensions, materials, and appearance of the existing sign.
- The proposed work consists solely of replacing the existing rooftop sign in kind, and does not involve any new additions or alterations that would destroy historic materials, features,



and spatial relationships that characterize the property. The most notable difference between the existing sign and the replacement sign is that the replacement sign will have LED lighting with a slightly different bulb shape than the existing sign, with the ability to change the illumination color. Although the proposed bulb type is slightly different than the existing method of illumination, the overall character of the sign and its illumination will be maintained.

- The proposed project meets the requirements of Article 10.
- The proposed project meets the following Secretary of the Interior's Standards for Rehabilitation:

**Standard 1.**

*A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

**Standard 2.**

*The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

**Standard 3.**

*Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.*

**Standard 4.**

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

**Standard 5.**

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

**Standard 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 Certificate of Appropriateness 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 Certificate of Appropriateness 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 Certificate of Appropriateness and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the landmark site 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 any 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 landmark 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 reduce the affordable housing supply as the use of the property is non-residential.*

- 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 and service sector jobs.*

- F) The City will achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

*Preparedness against injury and loss of life in an earthquake is improved by the proposed work. The work will eliminate unsafe conditions at the site and 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 10 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, is appropriate for and consistent with the purposes of Article 10, meets the standards of Article 10, and the Secretary of Interior's Standards for Rehabilitation, General Plan and Prop M findings of the Planning Code.

**DECISION**

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES a Certificate of Appropriateness** for the property located at Lot 002 in Assessor's Block 0452 for proposed work in conformance with the renderings and architectural sketches dated September 8, 2017, and labeled Exhibit A on file in the docket for Case No. 2017-008875COA.

**APPEAL AND EFFECTIVE DATE OF MOTION:** The Commission's decision on a Certificate of Appropriateness shall be final unless appealed within thirty (30) days. 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).

**Duration of this Certificate of Appropriateness:** This Certificate of Appropriateness is issued pursuant to Article 10 of the Planning Code and is valid for a period of three (3) years from the effective date of approval by the Historic Preservation Commission. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor.

**THIS IS NOT A PERMIT TO COMMENCE ANY WORK OR CHANGE OF OCCUPANCY UNLESS NO BUILDING PERMIT IS REQUIRED. PERMITS FROM THE DEPARTMENT OF BUILDING INSPECTION (and any other appropriate agencies) MUST BE SECURED BEFORE WORK IS STARTED OR OCCUPANCY IS CHANGED.**

I hereby certify that the Historical Preservation Commission APPROVES the foregoing Motion on January 16, 2019.

Jonas P. Ionin  
Commission Secretary

AYES: X

NAYS: X

ABSENT: X

ADOPTED: January 16, 2019



**GHIRARDELLI SQUARE**  
SAN FRANCISCO, CALIFORNIA

CERTIFICATE OF APPROPRIATENESS: APPENDIX  
RECONSTRUCTION OF THE GHIRARDELLI SIGN



**PAGE & TURNBULL**

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

JULY 10, 2017  
(UPDATED SEPTEMBER 8, 2017)

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## GHIRARDELLI SQUARE OVERVIEW AND PROJECT SUMMARY

### SITE HISTORY

Ghirardelli Square is one of San Francisco's most prominent cultural, historical and architecturally significant landmarks. Its significance dates from 1858 when the Woolen Mill, one of the first factories in California, was constructed. Between 1893 and 1919, when the D. Ghirardelli Company developed the site with several new buildings, the complex became notable for the distinctive buildings designed by William S. Mooser, Sr. for industrial uses. The period between 1962 and 1968 includes a third significant phase for the site when the property was developed by William M. Roth and his mother, Mrs. William P. Roth. The property was adaptively reused as a festival marketplace and rebranded as Ghirardelli Square. Architects Wurster, Bernardi, & Emmons along with landscape architect Lawrence Halprin were the designers of the Square. Their work was notable for the rehabilitation of the existing buildings and the design of new buildings and landscape that are compatible with the existing. The landscape plan successfully integrated new and old while addressing the slope in the topography with informally located terraces.

### HISTORIC STATUS

Ghirardelli Square was landmarked in 1970, a mere two years after Phase II of the rehabilitation was completed, and is San Francisco landmark #30. The site is also listed on the California and National registers.

Character-Defining Features for the buildings constructed between 1868 and 1920 include:

- Red brick
- Crenelated parapets
- White-painted cast concrete quoins, string courses, lintels, and voussoirs
- Regular fenestration pattern
- Steel windows – of types that include double hung, pivot, casement, and multi-lite industrial
- Electric Rooftop Sign

Character-Defining Features for the 1960s buildings and site:

- Red sand mold brick
- Simple, metal-framed storefronts
- Board-formed concrete retaining walls
- Mermaid Fountain

### PROJECT SUMMARY

The Ghirardelli sign on the roof of the Mustard Building at Ghirardelli Square was constructed in 1912 and restored in 1964. The sign was originally double-sided; however, when the sign was restored, the letters facing the City were removed. The original lights have also been replaced.

Two separate conditions assessments of the sign were conducted, both revealing that the sheet steel letters exhibit severe corrosion while the steel frame that supports the letters is in fair condition. The proposed project includes the reconstruction of the letters and repair of the steel frame that supports the letters.



**HISTORIC IMAGES**



1. North Point facade, 1919 (Calisphere)



2. View along North Point, 1919 (Online Archive of California)



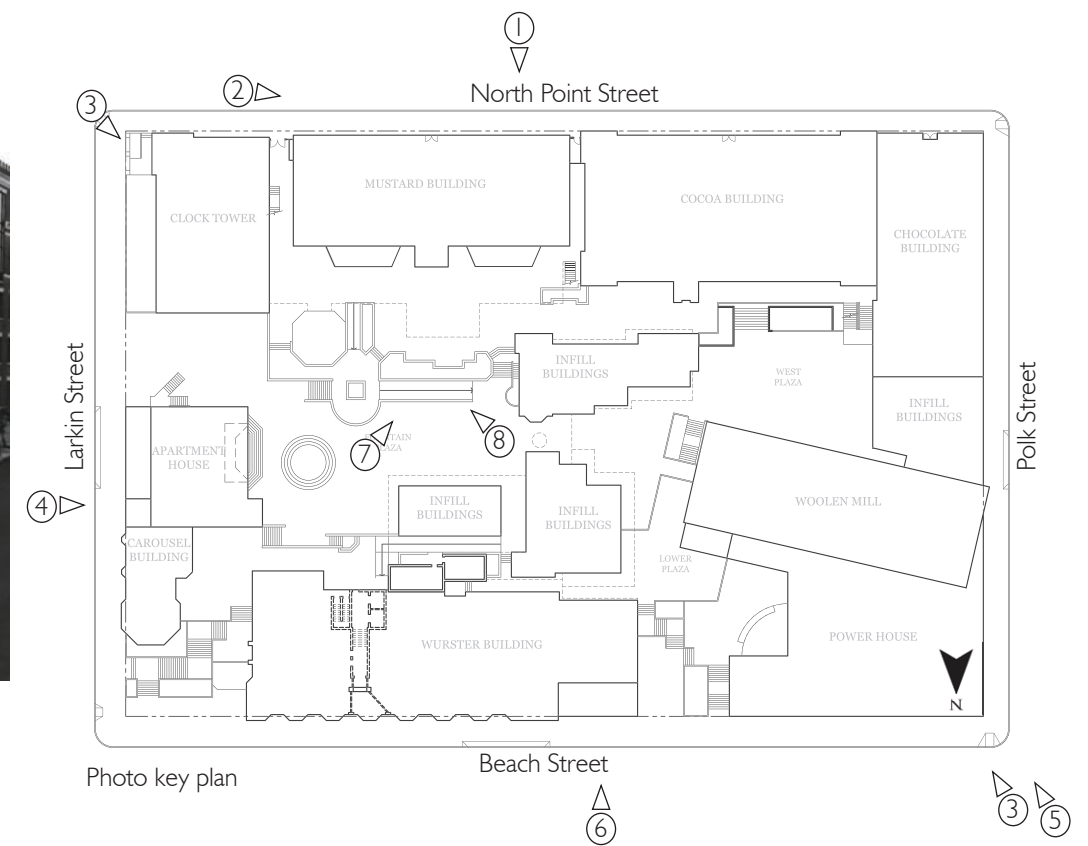
3. View from San Francisco Bay looking southeast, circa 1920 (Ghirardelli Square archives)



4. View on Larkin Street looking west into courtyard of factory complex, circa 1920 (Ghirardelli Square archives)



5. View of Beach Street and Polk Street facades, looking northwest, circa 1975 (Ghirardelli Square archives)



CURRENT IMAGES



6. View of Ghirardelli Square from Aquatic Pier, looking south (JMA Ventures)

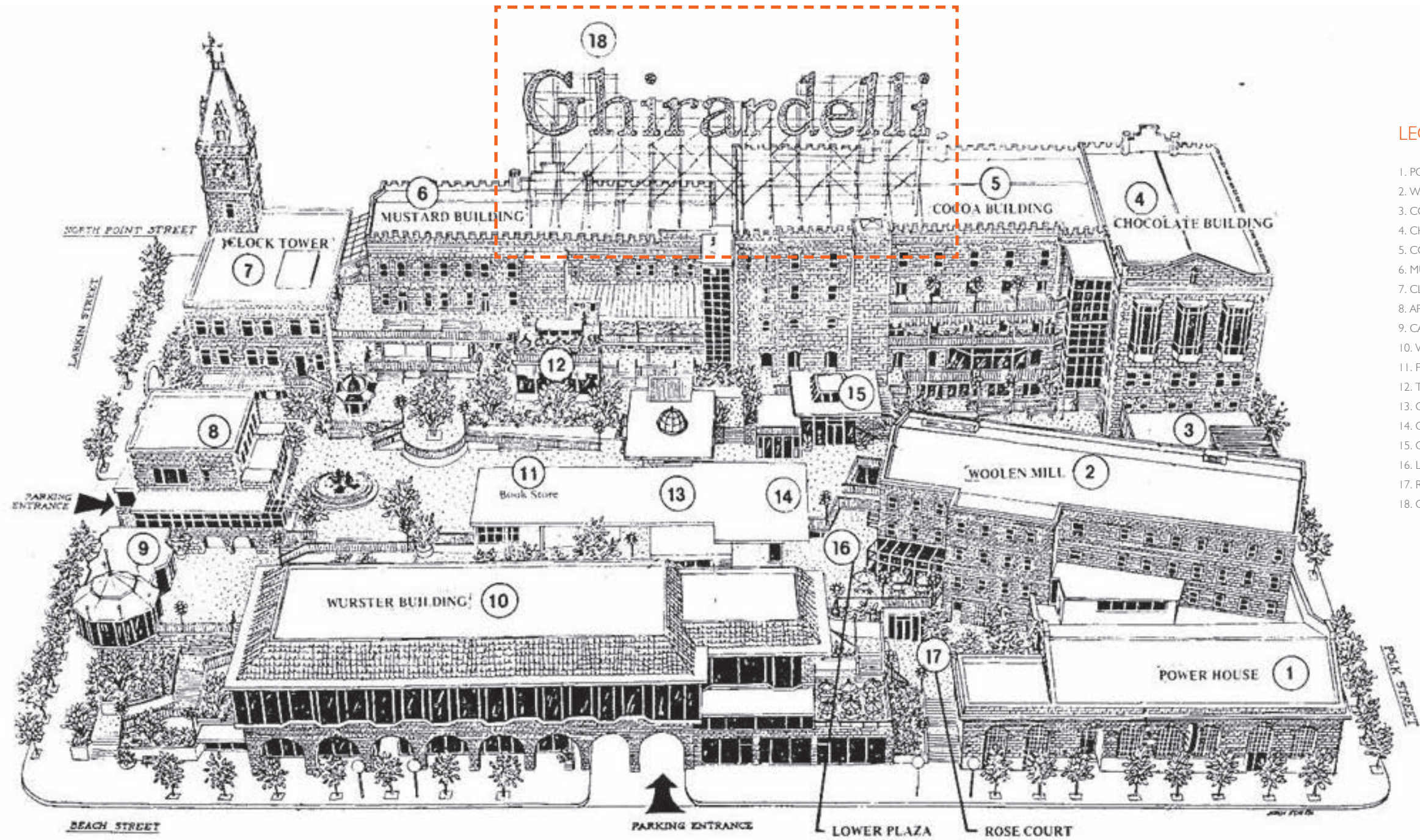


7. View of Ghirardelli Square facade along Polk Street, from the southwest corner of Polk and North Point Streets.



8. View of Ghirardelli Square facade along Polk Street from southeast corner of Polk and Beach Streets, looking south.

SITE PLAN

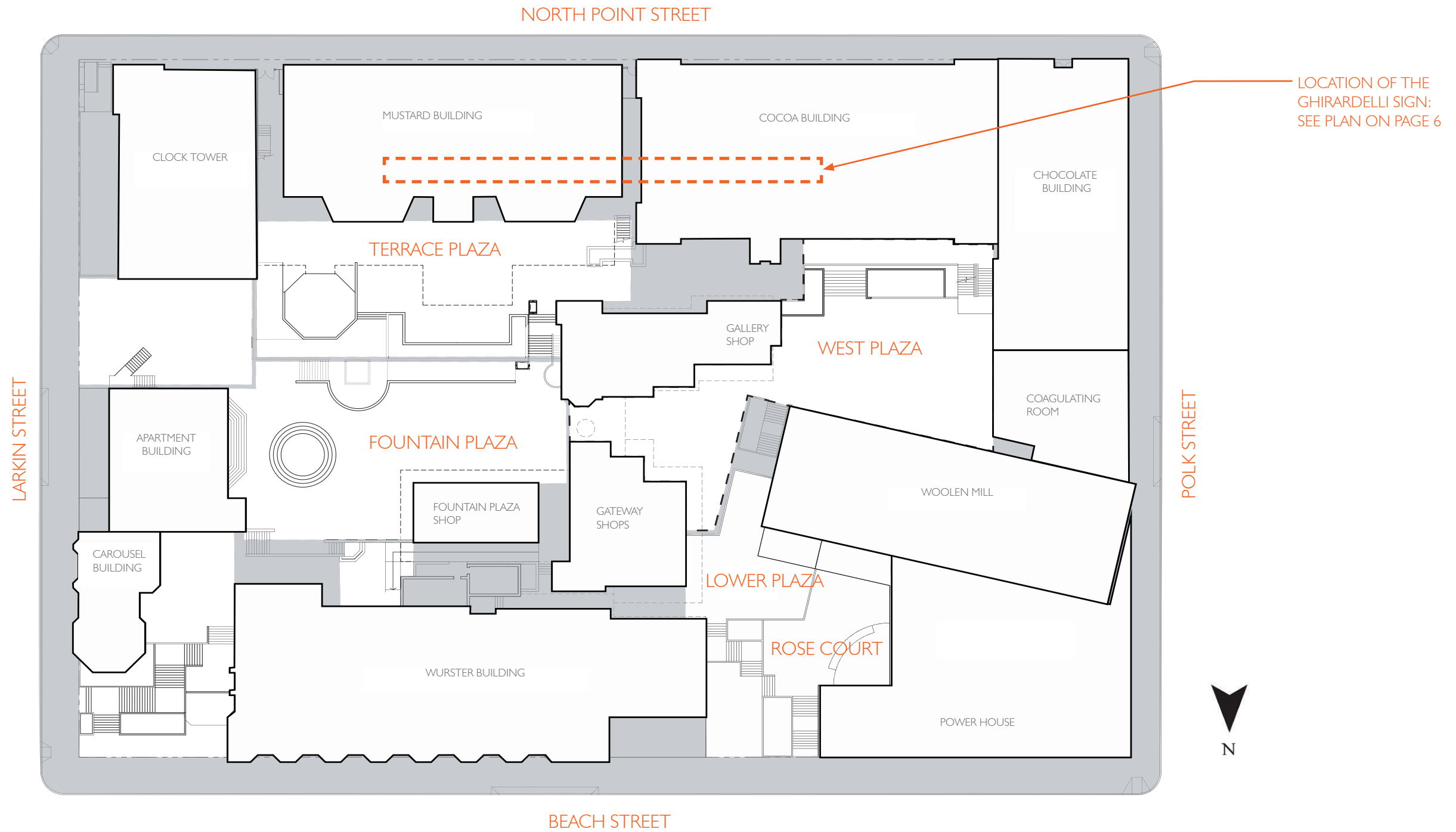


LEGEND

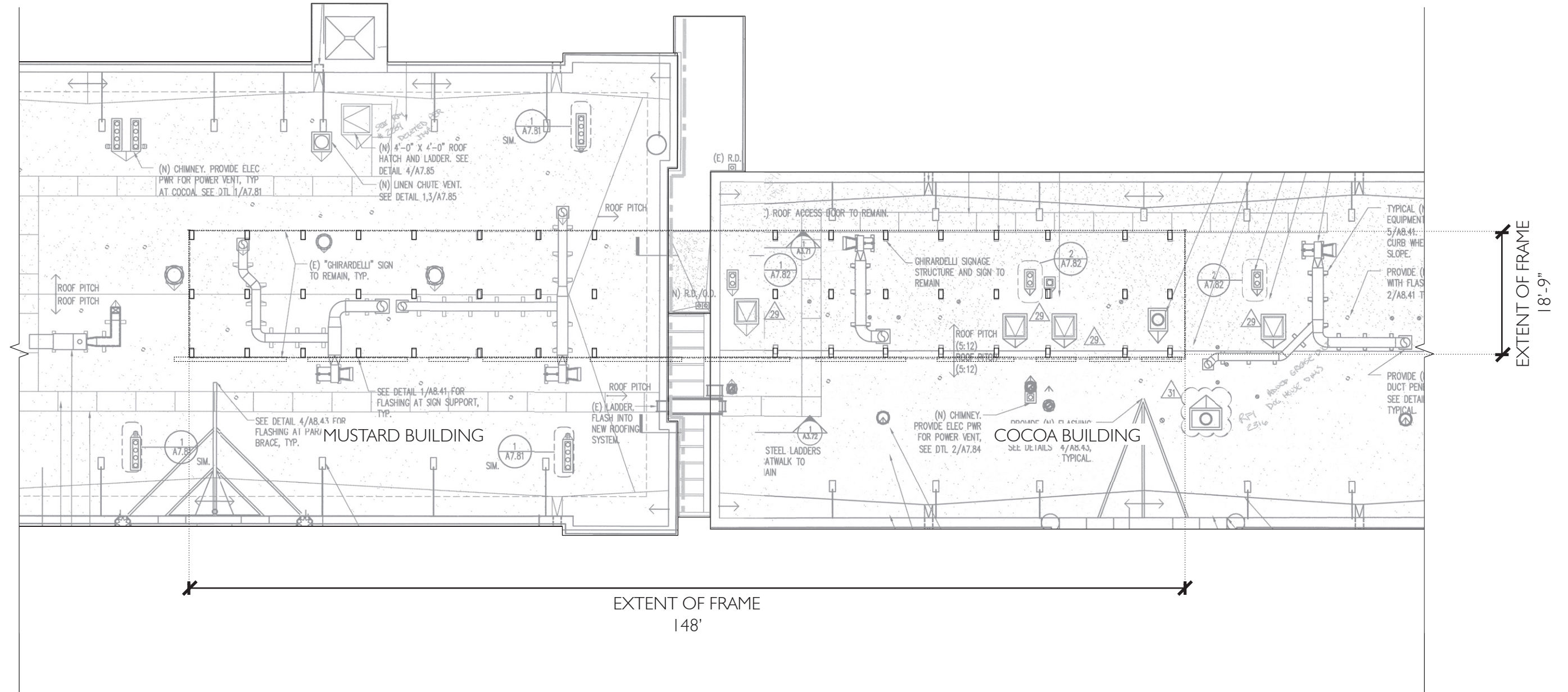
1. POWER HOUSE
2. WOOLEN MILL
3. COAGULATING ROOM
4. CHOCOLATE BUILDING
5. COCOA BUILDING
6. MUSTARD BUILDING
7. CLOCK TOWER
8. APARTMENT BUILDING
9. CAROUSEL BUILDING
10. WURSTER BUILDING
11. FOUNTAIN PLAZA SHOP
12. TERRACE PLAZA
13. GATEWAY SHOPS
14. GATEWAY SHOPS
15. GALLERY SHOP
16. LOWER PLAZA
17. ROSE COURT
18. GHIRARDELLI SIGN

1960s Rendering of Ghirardelli Square

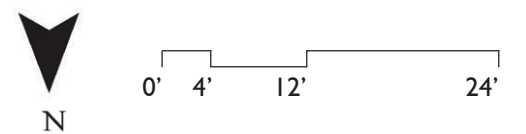
SITE PLAN



PLAN



Roof Plan of Mustard and Cocoa Buildings (Scale: 1/16" = 1'-0")



## GHIRARDELLI SIGN

### PROPOSED PROJECT

The Ghirardelli sign that sits above the Mustard and Cocoa buildings at Ghirardelli Square was constructed of sheet steel and installed in 1915. It consists of letters that spell out Ghirardelli and was originally double-sided with letters that faced both the bay and the City. The sign can be seen as one approaches San Francisco from the bay and has become the primary identification marker for Ghirardelli Square.

The sign has been repaired numerous times to address corrosion likely caused by the marine environment. A restoration completed in 1964 included the removal of the letters that faced the city. The original lights around the perimeter of the letters were replaced with more efficient LED lights. The frame that supports the letters has also been repaired and repainted over time.

The condition of the letters and frame was recently assessed. While the frame appears to be in fair condition, the letters exhibit varying degrees of deterioration. Most letters have areas that are deteriorated beyond repair. All letters exhibit patches from previous repairs and from when the original lights were replaced.

All the letters on the Ghirardelli have patch repairs and a couple of them exhibit an excessive amount of patching. While portions of the letters appear to be in fair condition, each letter has portions that require repair. Two approaches that address deterioration of the letters have been considered.

One approach would include removal of the letters to conduct repairs in a workshop where the letters can be properly examined. This approach includes risks to the letters involving the removal, transportation of the letters to and from a repair workshop, and reinstallation. This approach will include cutting and splicing of the letters as well as more patching. The approach will also require a rigorous maintenance plan.

A second approach is to replace the letters in kind. This approach is consistent with the Secretary of the interior's Standards for Rehabilitation, Standard 6:

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

Because of the potential risks involved in the repair approach and the possibility of an inferior result (more patches), an in-kind replacement of the letters appears to be the superior and more practical option. The Ghirardelli sign is a significant feature not only to Ghirardelli Square but also to the San Francisco skyline. This approach extends the life of the sign, meets the Standards, and provides a superior product. The replacement option should be accompanied by a maintenance plan, which would outline appropriate measures intended to prevent deferred maintenance and minimize deterioration in the future.



View of Ghirardelli sign, looking southeast



View of Ghirardelli sign, looking southwest

### PRECEDENT

The "HOLLYWOOD" sign underwent a similar successful replacement. It was replaced in 1978 and repaired and repainted in 2005 and 2013.



View of Hollywood sign (Frederic J. Brown/AFP/Getty Images, via LA Times)



## GHIRARDELLI SIGN

### DETAIL PHOTOGRAPHS OF EXISTING CONDITION



Back side of the letter 'h' showing corrosion at the bottom of the letter and numerous patches.



Close up of back side of letter showing corrosion at the bottom of the letter



Close up of front side of letter showing corrosion and missing glass bulbs



Photo of back side of the letter "i" showing corrosion at back face of letter.



Photo of corrosion at bottom of the letter, at the front and back, and missing glass bulbs



View of Ghirardelli sign, looking west



View of letter "i" mounted to steel truss frame, with scaffolding



Photo of typical connection in the steel truss frame, showing corrosion and loss of paint



Photo of typical connections and members in the steel truss frame, showing corrosion and loss of paint

## DOCUMENTATION OF EXISTING SIGN

A photogrammetric survey of the existing sign was carried out by EpicScan during December 2016. The resulting 3D point cloud will be used to ensure that the dimensions of the proposed replacement letters exactly match the existing letters.



View of photogrammetric 3D point cloud created by Epic Scan



View of photogrammetric 3D point cloud created by Epic Scan



View of photogrammetric 3D point cloud created by Epic Scan

## PROPOSED PROJECT

The letters of the Ghirardelli sign are proposed to be replaced. The letters have been laser scanned to obtain accurate measurements. The letters will be reconstructed out of aluminum and will match the existing height, width, depth, and shape. New lights will be installed and the bulb quantity and location will match the existing sign. A paint color analysis was conducted and the letters will be painted with a high-performance paint that matches the original color of the letters.

The existing steel frame will be retained and repaired. The frame will be reused to support the new letters.

Shape of letter and bulb quantity and location will be replicated from existing sign

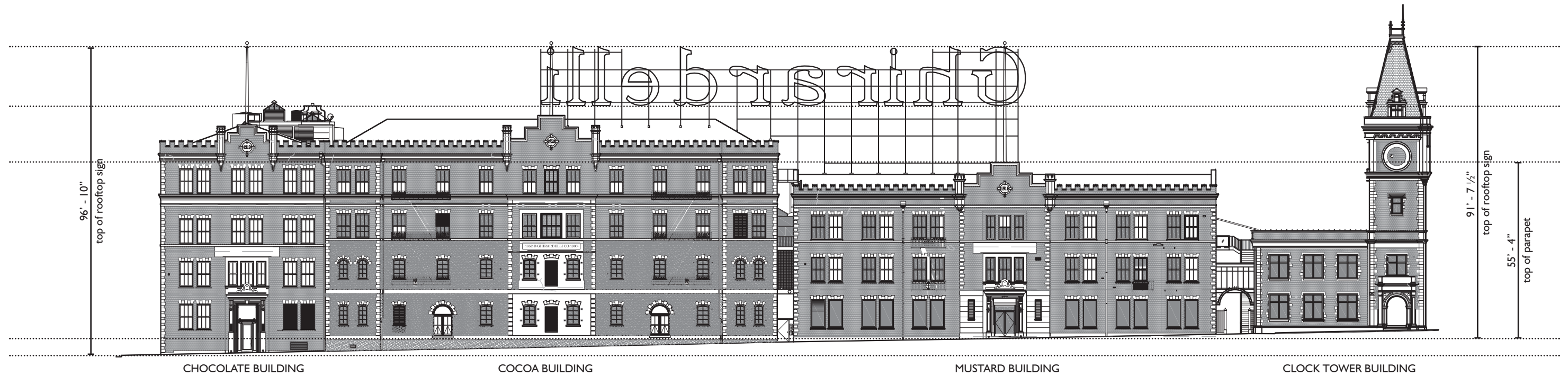
Ghirardelli



A SIGN ELEVATION

SCALE: 1/16" = 1'-0"

ELEVATION



SOUTH ELEVATION [NORTH POINT STREET]  
 SCALE: 1/32" = 1' - 0"

Height from North Point Street to Top of Ghirardelli Sign: 96'-10"  
 \*the above measurement is taken from the lowest point of Ghirardelli Square on North Point Street (the west corner of the Chocolate Building)

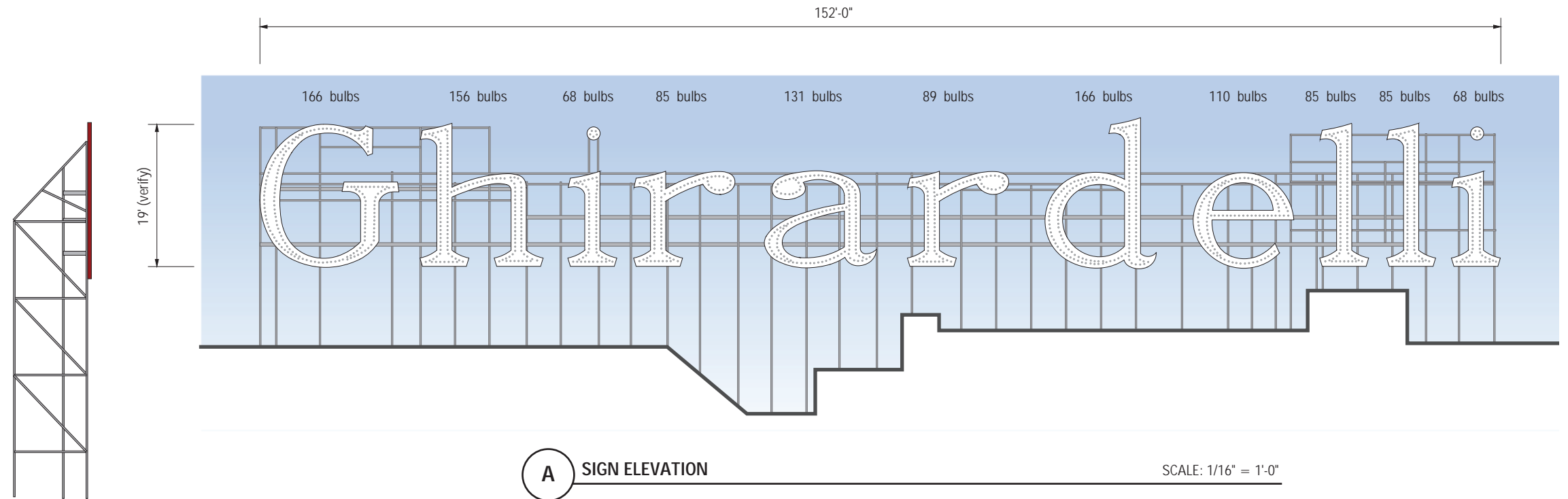
Overall Height of Mustard Building, to Top of Parapet: 55'-4"  
 Overall Height of Mustard Building, to Top of Ghirardelli Sign: 91'-7 1/2"  
 \*the above measurements are taken from the sidewalk at the midpoint of the front entry of the Mustard Building



RENDERING

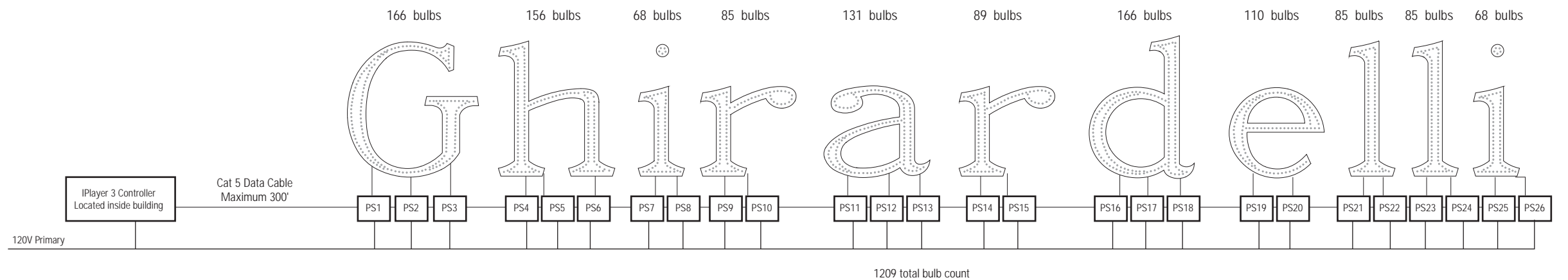


**SPECIFICATIONS**

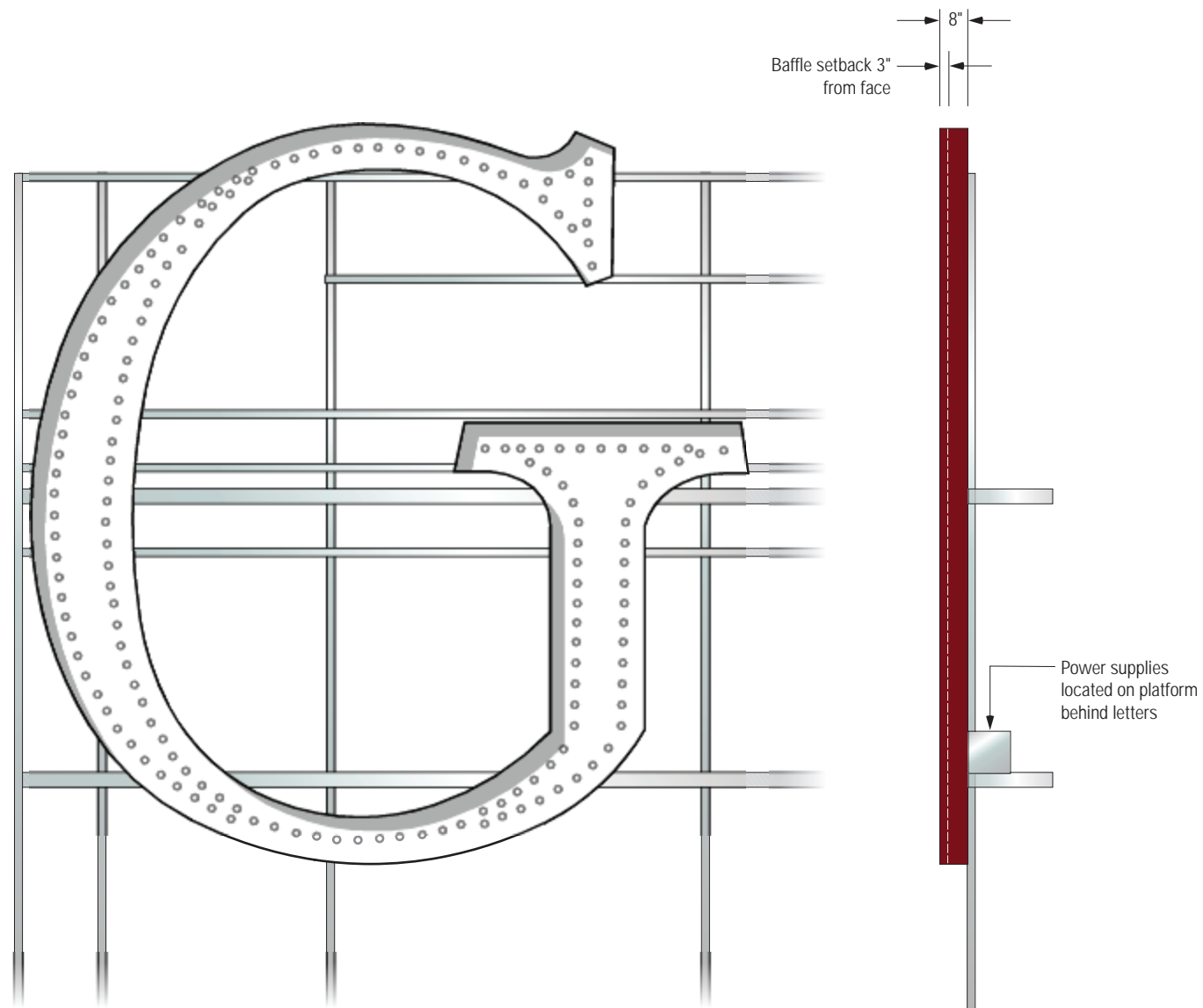


Manufacture and install new letters with exposed LED modules as shown

ITEM	DESCRIPTION	VENDOR	SPECIFICATION
Letters	Aluminum	Matthews	Outside of returns painted dark red, color to be determined. Inside face painted white #282-202, satin
Illumination	LED	Color Kinetics	iColor Flex LMX gen2, with semi transparent marquee lens

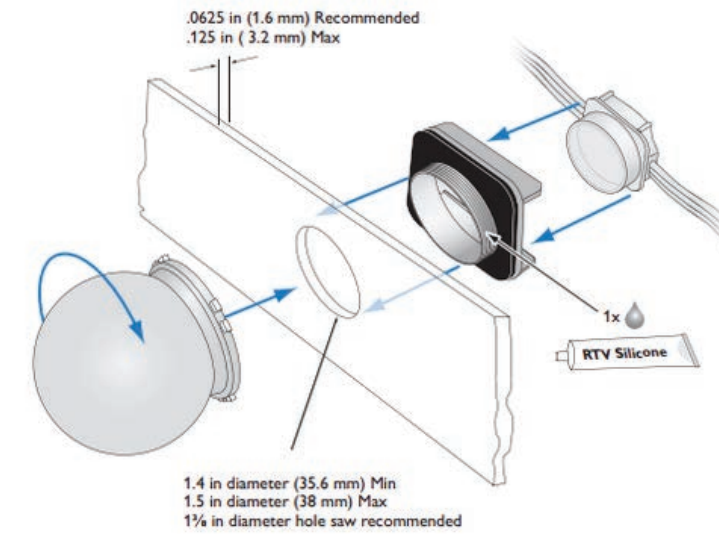


DETAILS



A LETTER DETAIL

SCALE: 1/4" = 1'-0"



NODE DETAIL

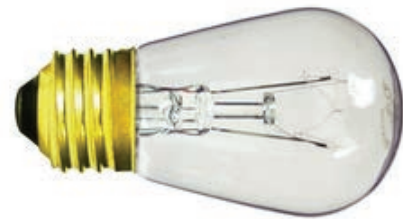


SEMI FROSTED MARQUEE LENS ACCESSORY



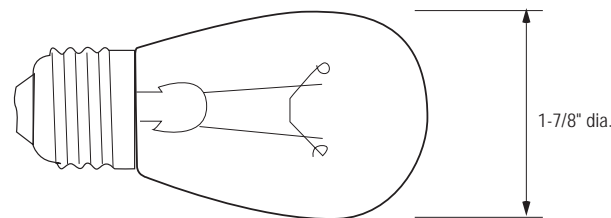
**LIGHTING**

**Original Lighting**



**Incandescent clear S14 lamps**

Original bulbs were traditional incandescent clear S14 lamps. Incandescent bulbs lose their efficiency to heat requiring 11 watts and have a short lamp life of 5,000 hours requiring frequent maintenance.



**Power Consumption**

1,209 bulbs x 11 watts each = 13,299 watts  
12 hours per day, 352 days per year  
13,299 watts x .15kph (estimate of power rate)

Annual Cost for power = \$8,713

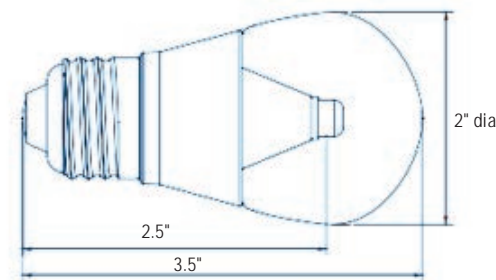
**Existing Lighting**



**Socket Base LED Bulbs - CAO Lighting**

Original bulbs were replaced with socket based LED bulbs installed in existing letters and wiring. Socket based LED lamps incorporate LED driver inside each bulb. Bulbs are changed manually to achieve a different color.

Existing bulbs have failed as epoxy coating at base of bulb has deteriorated allowing glass lens to separate and detach from lamp base



**Power Consumption**

1,209 bulbs x 2.6 watts each = 3,143 watts  
12 hours per day, 352 days per year  
3,143 watts x .15kph (estimate of power rate)

Annual Cost for power = \$2,059

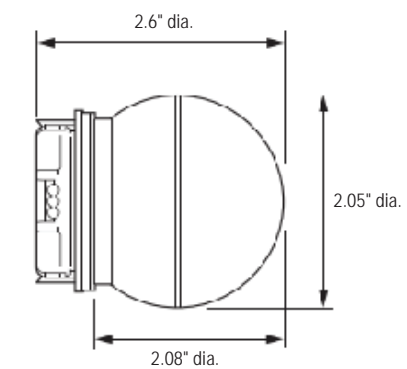
**Proposed Lighting**



**Color Kinetics iColor Flex LMX gen2  
24 Volt LED RGB Lighting**

iColor Flex LMX gen2 are flexible strands of large, high-intensity, full-color LED nodes designed for extraordinary effects and expansive installations. Each power supply powers up to 50 LED nodes providing a much more reliable long term service. Lights have full color changing capability from a remote controller.

Color Kinetics / Phillips is the leader in the color changing LED industry and has been specified for many large scale lighting applications including "Lights of the Bay"



**Power Consumption**

1,209 bulbs x 1 watt each = 1,209 watts  
12 hours per day, 352 days per year  
1,209 watts x .15kph (estimate of power rate)

Annual Cost for power = \$792

---

**APPENDICES:**  
**CONDITIONS ASSESSMENTS AND RECOMMENDATIONS**

- A. CONDITIONS ASSESSMENT BY PAGE & TURNBULL
- B. CONDITIONS ASSESSMENT BY ARROW SIGN COMPANY
- C. PAGE & TURNBULL MEMORANDUM DATED MARCH 3, 2017
- D. PAINT COLOR ANALYSIS BY JABLONSKI

ARCHITECTURE  
PLANNING & RESEARCH  
BUILDING TECHNOLOGY

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GHIRARDELLI SQUARE  
COMPILATION OF THE "GHIRARDELLI" SIGN  
CONDITIONS ASSESSMENTS  
BY PAGE & TURNBULL AND ARROW SIGN COMPANY  
SAN FRANCISCO, CALIFORNIA  
[13232]

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**PAGE & TURNBULL**

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

DECEMBER 2018

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## I. EXECUTIVE SUMMARY

### PURPOSE

As part of the Vision Plan for Ghirardelli Square, Jamestown Premier GHRSQ, L.P., the owner, plans to address the deterioration of the Ghirardelli sign and upgrade the existing lights on the sign. The Vision Plan, which included a plan to replace the sign in-kind, was submitted to the Planning Department February 2016 for review and comment. In response, the Planning Department requested that a conditions assessment of the sign be conducted and submitted to the Planning Department to determine if the sign is deteriorated beyond repair. Page & Turnbull prepared a conditions assessment of the “Ghirardelli” sign for Jamestown in September 2016, and Arrow Sign Company prepared a second conditions assessment in December 2016. (Arrow Sign Company was founded in 1952 as Arrow Neon Sign Company. While they progressed into other areas within the industry, they continued maintaining and servicing their commercial signage. They have restored several iconic Bay Area signs throughout the years.) The conditions assessments prepared by both were submitted to the Planning Department for their review. The Planning Department has requested a combined assessment document for presentation to the Historic Preservation Commission. While both reports remain valid, this report distills the two into a single report as requested.

Conceptual drawings of the Ghirardelli sign were provided to Jamestown (and made available to Page & Turnbull) that include new lighting equipment for the sign. These lights were selected because their size and light output is similar to the original. This analysis includes a section on the lighting upgrade.

*Figure 1 - Sign, from the northwest*





### Summary

The investigation found large areas of the letters that are in fair and potentially repairable condition, however, other areas were noted where severe corrosion has resulted in either a complete or partial loss of sheet metal. All letters exhibit both conditions, and the back side of the letters exhibit numerous patches. The extant lights are not original and are in poor condition, with many lights that no longer function properly and several lights that are broken or missing. The lighting uses outdated technology and is not energy efficient. Review of repair logistics further shed light on the feasibility and practicality of repairing the sign, including requirement to saw cut the letters from the frame in order to repair the letters in the shop. Removal of the letters for repair includes its own potential for damage during cutting, as well as the potential for buckling (stress wrinkling) during removal, hoisting, transportation, and reinstallation. There is also potential for damage when the metal seams are unrolled for repair, as well as during removal of spot welds and rivets.

Due to the level of deferred maintenance and required means, methods, and risks for repair, as well as the potential for an inferior result (more required patching in the future), Page & Turnbull recommends an in-kind replacement of the letters, which appears to be the superior and more practical solution. The in-kind replacement is consistent with the Secretary of the Interior's Standards for Rehabilitation, Standard 6.

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

This approach extends the life of the sign and provides a superior product. The replacement option should be accompanied by a maintenance plan, which would outline appropriate measures intended to prevent deferred maintenance and minimize deterioration in the future.

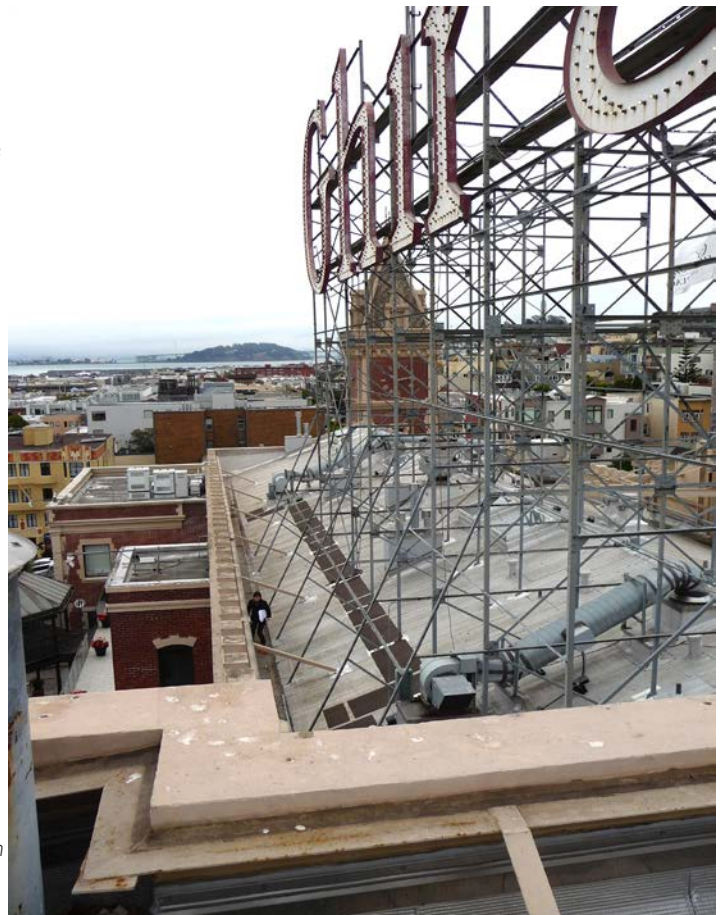
## GENERAL DESCRIPTION AND CONDITION

The Ghirardelli sign dates from 1915 and was restored in 1964. The letters are approximately 19 feet in height, as per conceptual drawings provided by Arrow Sign Company, and originally had letters that faced both the bay and the city. The sign spans from the Mustard Building to the Cocoa Building. The letters facing the city were removed in 1964 when the property was rehabilitated.

Today the sign houses retrofit LED lights in small glass globes. Many of the lights are missing, not functioning properly, or have globes that are missing, broken, or filled with condensation.

The condition of the letters varies. Large portions of the letters are in fair condition; however, all letters exhibit areas that are rusted through, with a complete or partial loss of section. Paint is exfoliating from many surfaces. Areas of pitting or surface corrosion were noted where lights are located. Rust staining at the face of the letters was also observed at the holes where the lights are located. Evidence of past patching is visible.

*Figure 2 - The eastern half of the sign is much higher above the adjacent rooftop than the western half. Close-range access to this half of the roof was not possible for Page & Turnbull, and visual survey was conducted from afar and from zoomed high resolution photography. Arrow's photographs and close-range survey supplement for this area.*



## METHODOLOGY

### Page & Turnbull Methodology

Page & Turnbull staff visited the sign on August 22, 2016 to evaluate the condition. Measurements were recorded using tape measures and laser rulers (a “disto”). Conditions were noted using pen and paper and translated to digital CAD drawings. Images were taken on digital cameras that utilize 10x optical zoom. Visual access from below the letters was available from the roof level on both sides of the sign. At the west end of the sign, where the roof line is much closer to the letters, close range assessment was possible from the catwalks installed behind the letters. Boatswain chairs or other rope access were not used for survey, and access to the top surfaces of the letters was not possible.

Paint samples were taken using an X-acto blade through all layers down to the base galvanized steel. Samples were sent to Jablonski Building Conservation, Inc. where they were set in resin, cut, polished, and all paint layers identified. See the Paint Analysis section for additional information.

Page & Turnbull has reviewed the drawings provided by Arrow, a sign fabricator, whose drawings call for complete replacement of the letters and new lighting. An evaluation of the potential adaptation of the existing letters to accommodate new lights is also enclosed. This evaluation was used to inform the rehabilitation considerations.

## LIMITATIONS

Access to the sign was limited, and the survey was primarily visual. The findings are based upon professional judgment and on the observations from this limited access.

### Arrow Methodology

Arrow physically inspected each of the letters by climbing the framework and inspecting the sign elements at close-range. Personnel also opened service doors and took photos into the interior of the letters.

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## II. CONDITIONS ASSESSMENT

The letters and the armature of the Ghirardelli sign were assessed for their condition. Marked-up drawings with specific notes for each letter are available in the Appendix.

### LETTERS

The letters consist of localized areas with severe deterioration mixed in with large areas that are in fair to good condition. Similar typical conditions were noted, with two particular letters, the "h" and the last "i", the poorest condition.

All letters appear well anchored to the armature frame, as far as could be determined from the available access.

The paint on the letters is flaking in many locations. Some letters have large areas of paint loss, exposing the galvanized steel substrate. Paint loss is typically associated with areas where the steel is corroding or pitting. The loss is less on the south (back) side of the sign that faces toward the city.

Corrosion varies across the surfaces of the letters. Pitting and surface corrosion is concentrated near the edges of the sheet metal or near holes. Major damage such as pack rust (rust exfoliation that causes rust jacking/deformation) or tears and rust-through occurs where there are horizontal surfaces in the letters, typically near the base of the letter. All letters have or had small holes in the base of the letter to allow water that may have entered the letter to escape. On some letters, these holes have widened or the base piece of the letter is heavily corroded or missing.

Previous patches or access doors/panels appear on the south (back) side of some but not all of the letters. All letters exhibit a small, patched opening at the base, presumably where electrical issues were addressed, lighting was serviced, or where the current iteration was installed. These areas will require new material with properly installed and sealed access doors, as they provide the potential for water intrusion.

Birds use the letters as perches. Birds were noted perching on the topside of the letters and upper armature during this survey. The presence of guano, however, does not appear to have dramatically deteriorated the letters; locations where birds were seen do not have excessive holes or rust (no more so than in other locations at the letters).

#### Lights

The lights on the letters are in fair, operable condition. All of the electrical components however, including internal wiring, sockets, and exterior junctions, are not compliant with the current code. There are multiple areas where the internal electrical components are exposed to the elements due to the large rust holes, requiring replacement of 100% of the electrical wiring and components. Many lights have lost the glass globes over the light source, have broken globes that are still attached, or are missing completely.

Typical conditions are illustrated below and on the following pages.

*Figure 3 - (left) Large areas of paint loss are evident, however few areas like this exist. Notably, the galvanized sheet steel behind is in good condition, suggesting these areas have not been exposed long.*



*Figure 4 - (right) Typical paint loss: exfoliation of layers due to corrosion or pitting of the sheet steel behind.*





Figure 5 - Weep holes are drilled into the base of the letters. They exist in various conditions as shown in the three images below.



Figure 6 - Still operable weep hole with little deterioration



Figure 7 - Moderate deterioration at this weep hole in the form of corrosion with associated paint deterioration.



Figure 8 - Extensive deterioration at the base of a letter due to water intrusion and/or ponding. The base here has sheared away at its edges.



Figure 9 - Corrosion at the front face of this letter has resulted in the front piece of sheet steel pushing out. Note the various states of the lights: condensation within the globes, missing globes, or missing lights/lamps.



Figure 10 - Birds use the tops of the letters as perches



Figure 11 - The pieces of sheet steel that comprise the letters are separating or pulling away from each other at various joints, most typically where the face steel is pulling away from the sides or backing. Here the perimeter wall pieces become separated from where they previously have overlapped slightly.



Figure 12 - Patches are visible at the back of the letters. The "h" letter exhibits the most patching, including open or edges of the patches which are open to the inside of the letter.

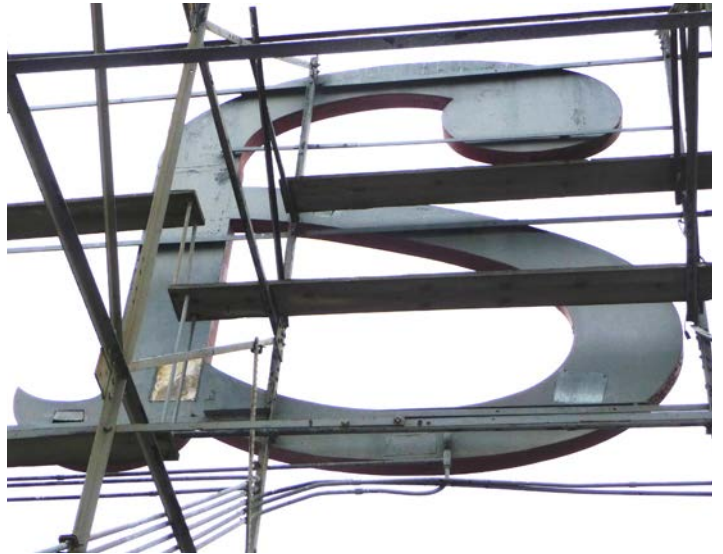
All letters have a small patch at the center of the back of the letter, presumably to cover a previous opening for electrical component access.

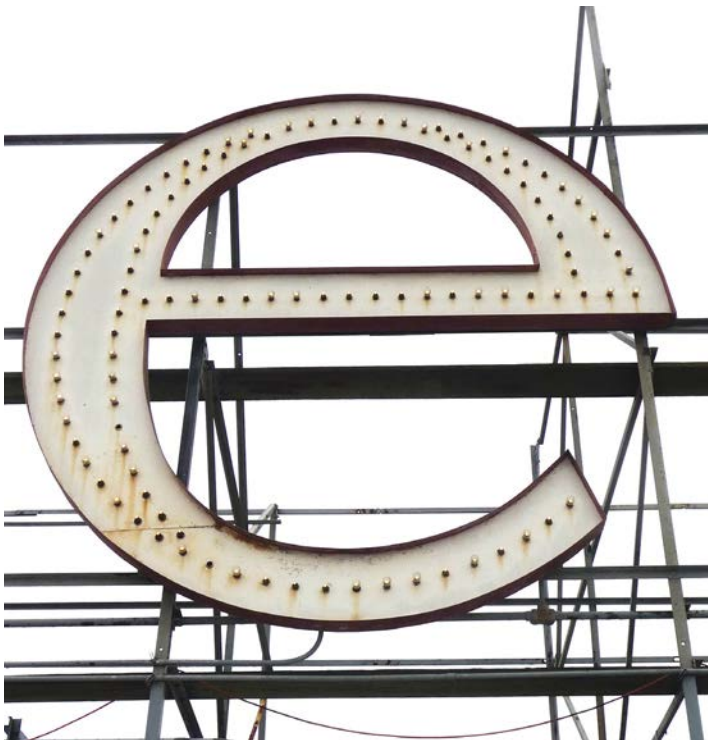
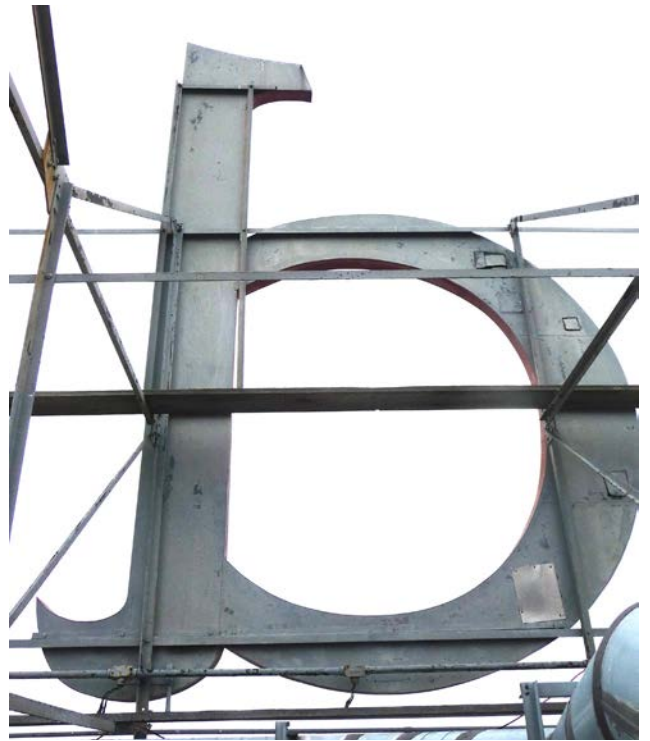
DOCUMENTATION OF ALL LETTERS

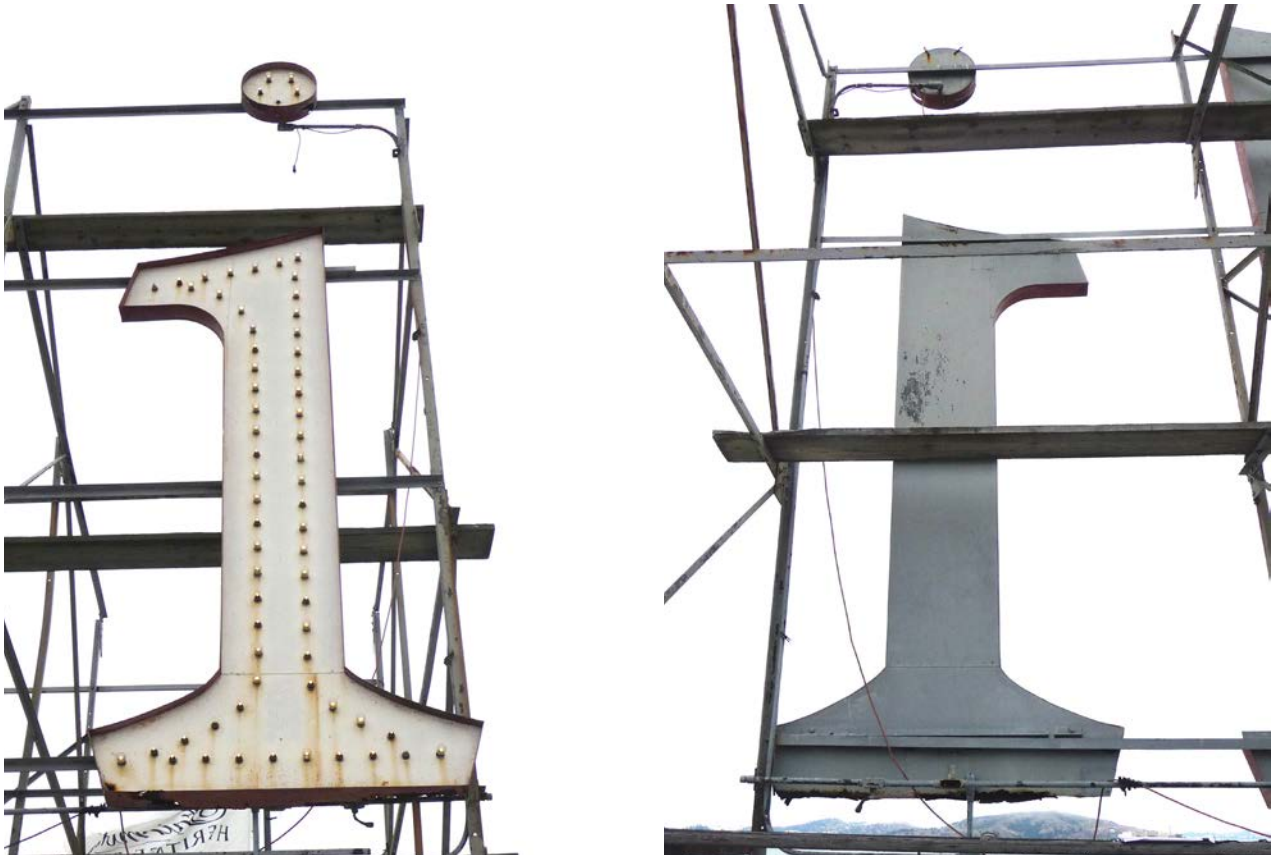








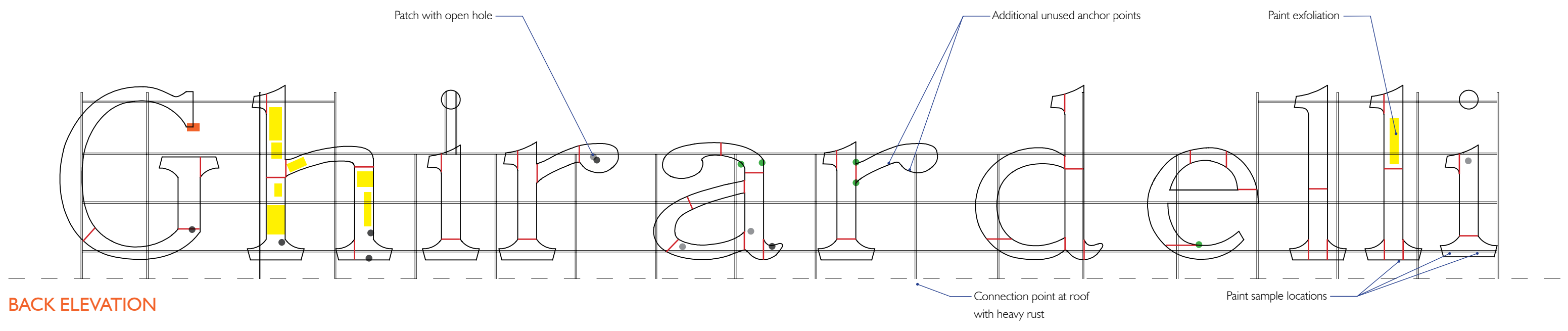
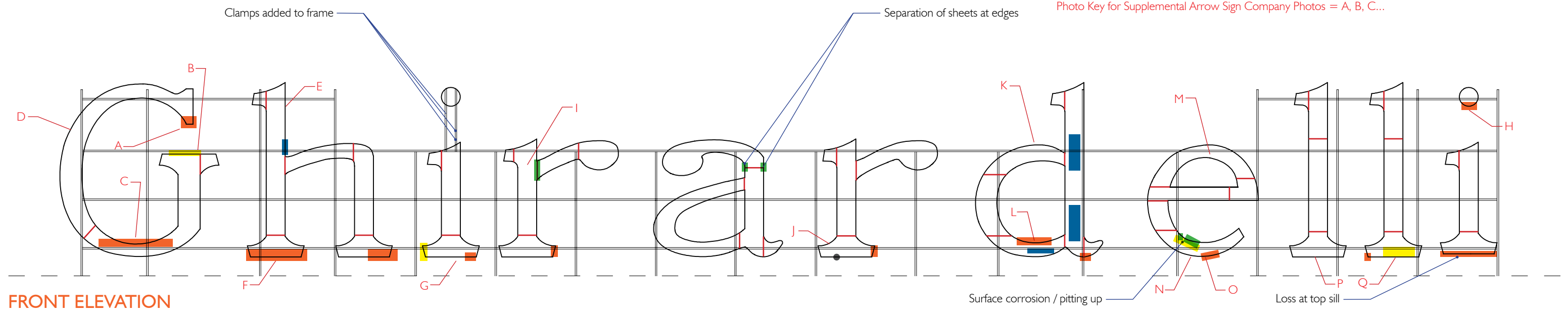




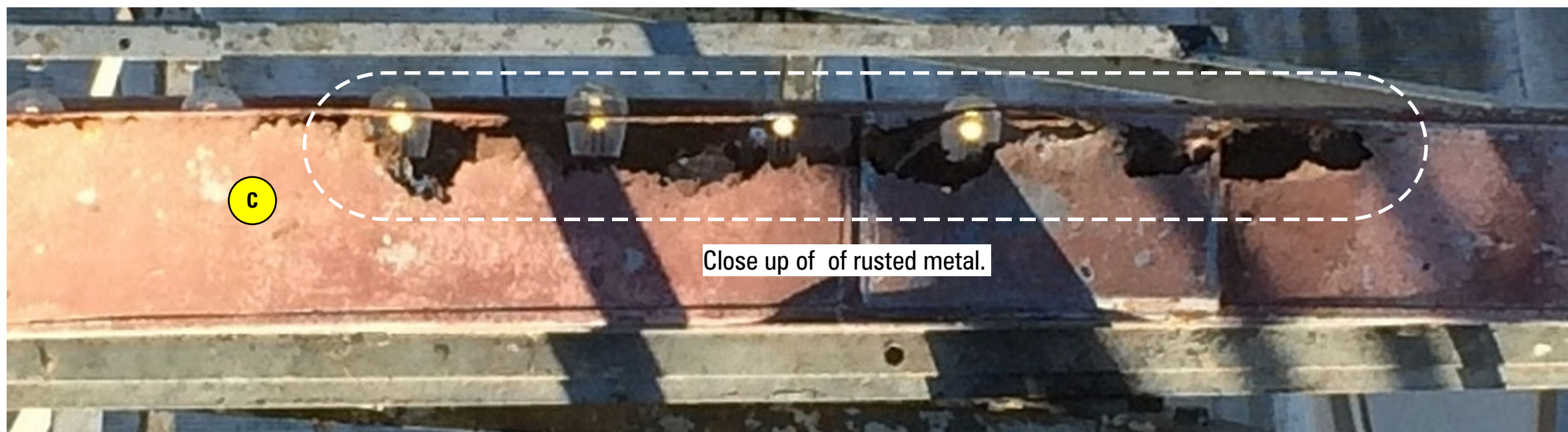
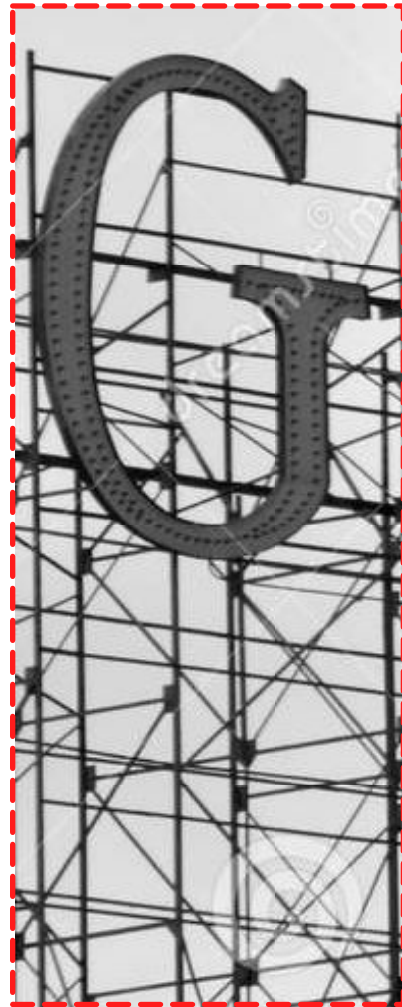
“GHIRARDELLI” SIGN CONDITIONS ASSESSMENT DRAWING

Note: For the purposes of this report which combines Page & Turnbull’s assessment with Arrow Sign Company’s assessment, the original Page & Turnbull condition drawing below has been updated to incorporate information from Arrow’s closer-access survey. Photo keys below (letters) indicate additional photos within the body of this report from Arrow’s close-range survey.

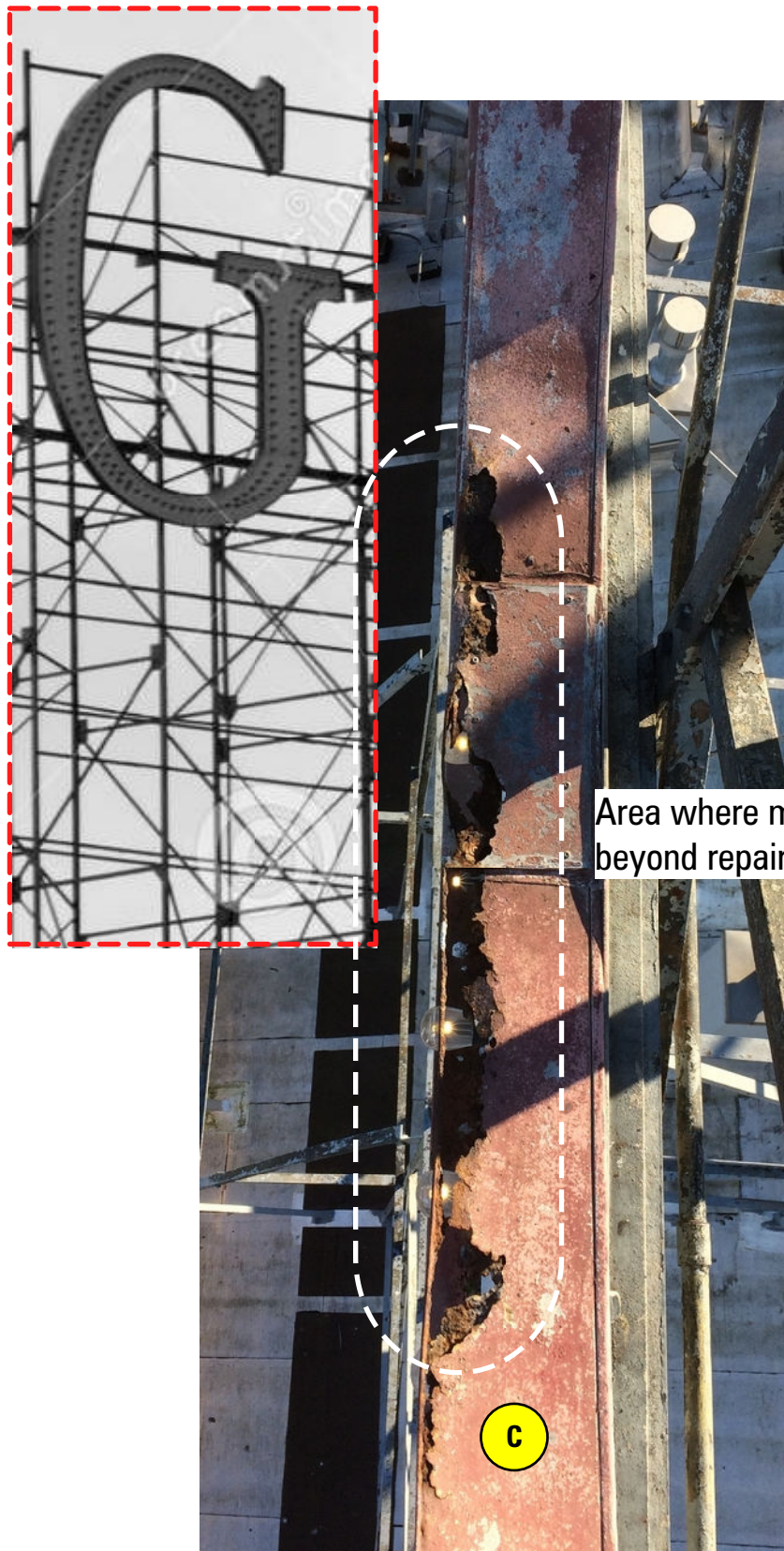
LEGEND		
— Sheet metal breakpoints / where riveted	■ Large, flaking paint loss	● Open hole
	■ Rust: major / loss of section	● Patch
	■ Rust: minor / surface	■ Pulling up of edge



PHOTOS FROM ARROW'S CLOSER-RANGE SURVEY  
SEE PHOTO KEY ON CONDITIONS ASSESSMENT DRAWING



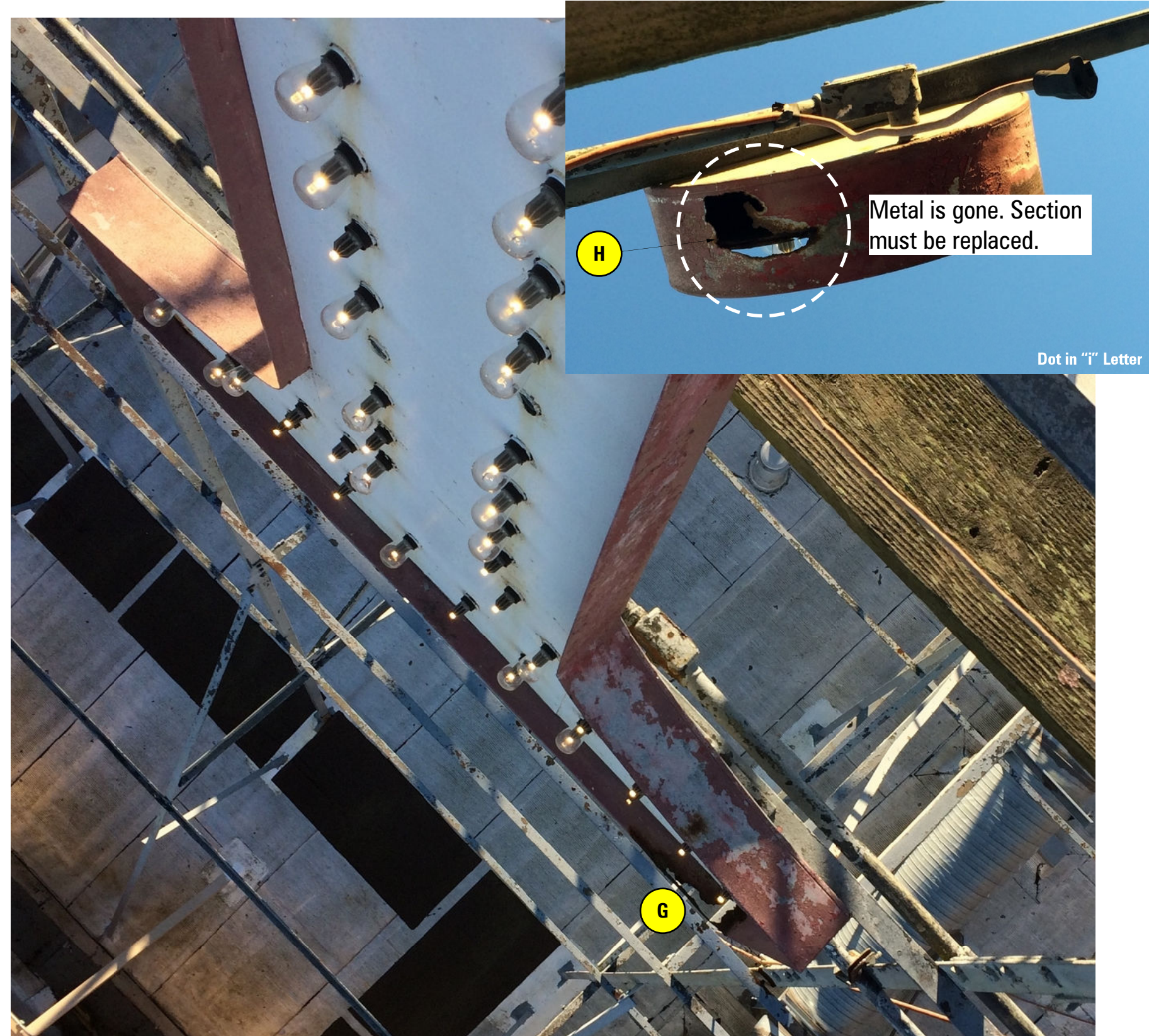
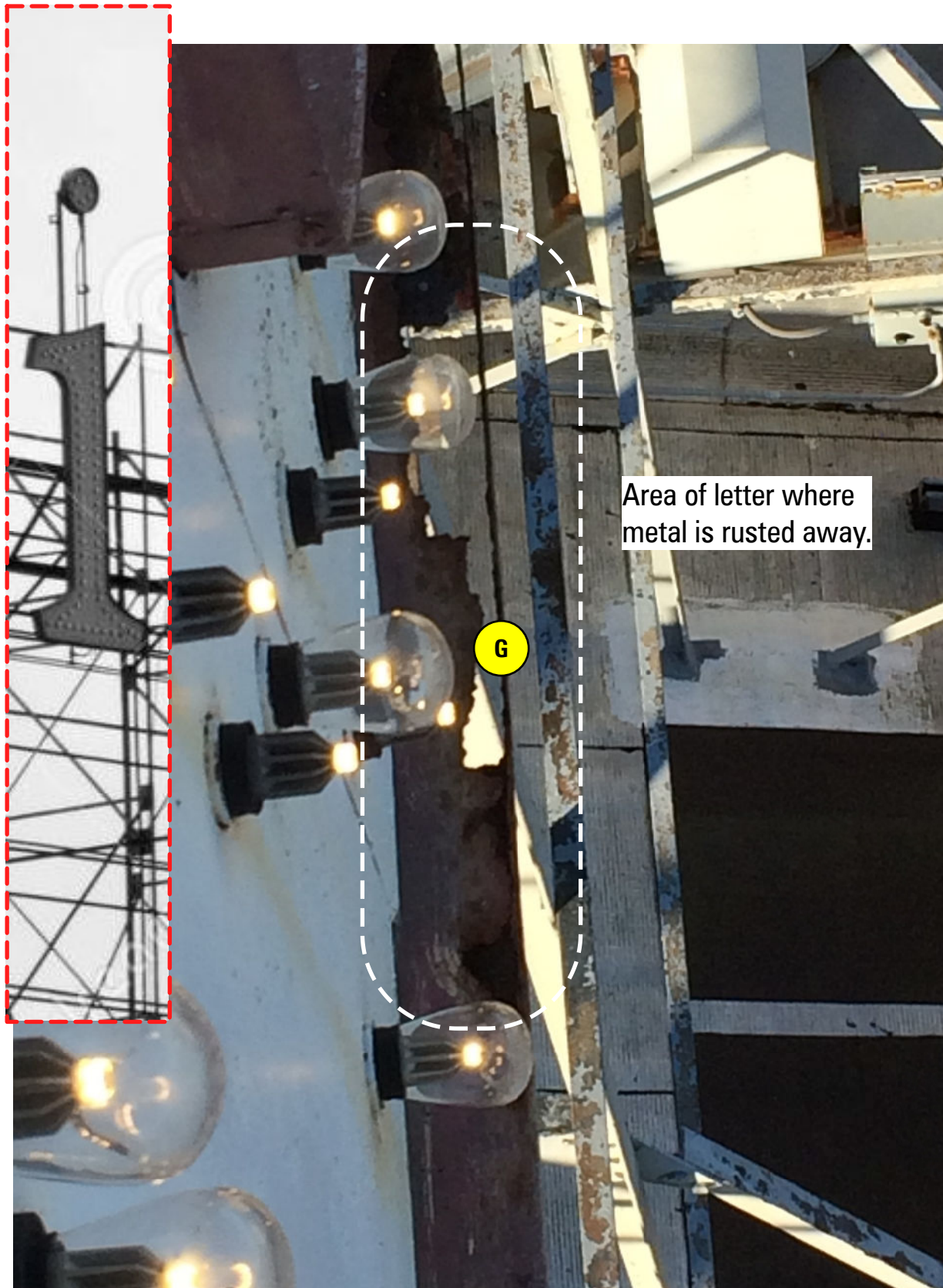
PHOTOS FROM ARROW'S CLOSER-RANGE SURVEY  
SEE PHOTO KEY ON CONDITIONS ASSESSMENT DRAWING



PHOTOS FROM ARROW'S CLOSER-RANGE SURVEY  
SEE PHOTO KEY ON CONDITIONS ASSESSMENT DRAWING

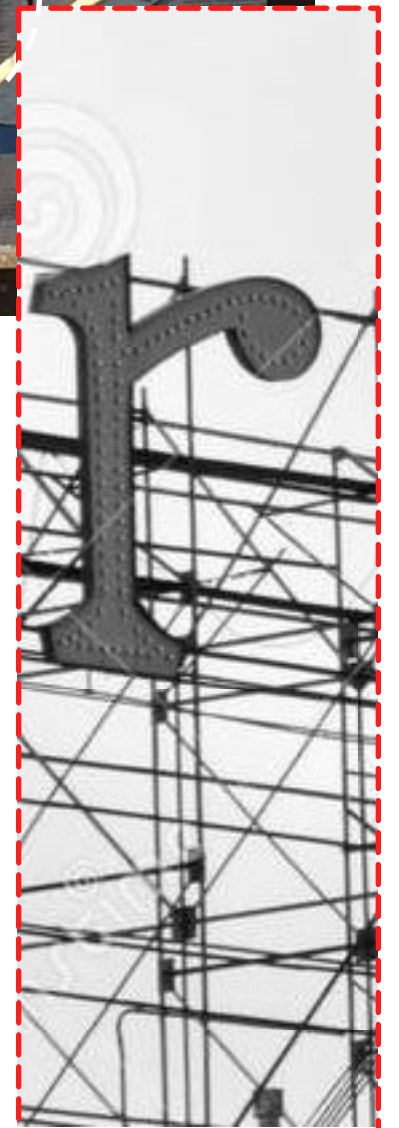


PHOTOS FROM ARROW'S CLOSER-RANGE SURVEY  
SEE PHOTO KEY ON CONDITIONS ASSESSMENT DRAWING

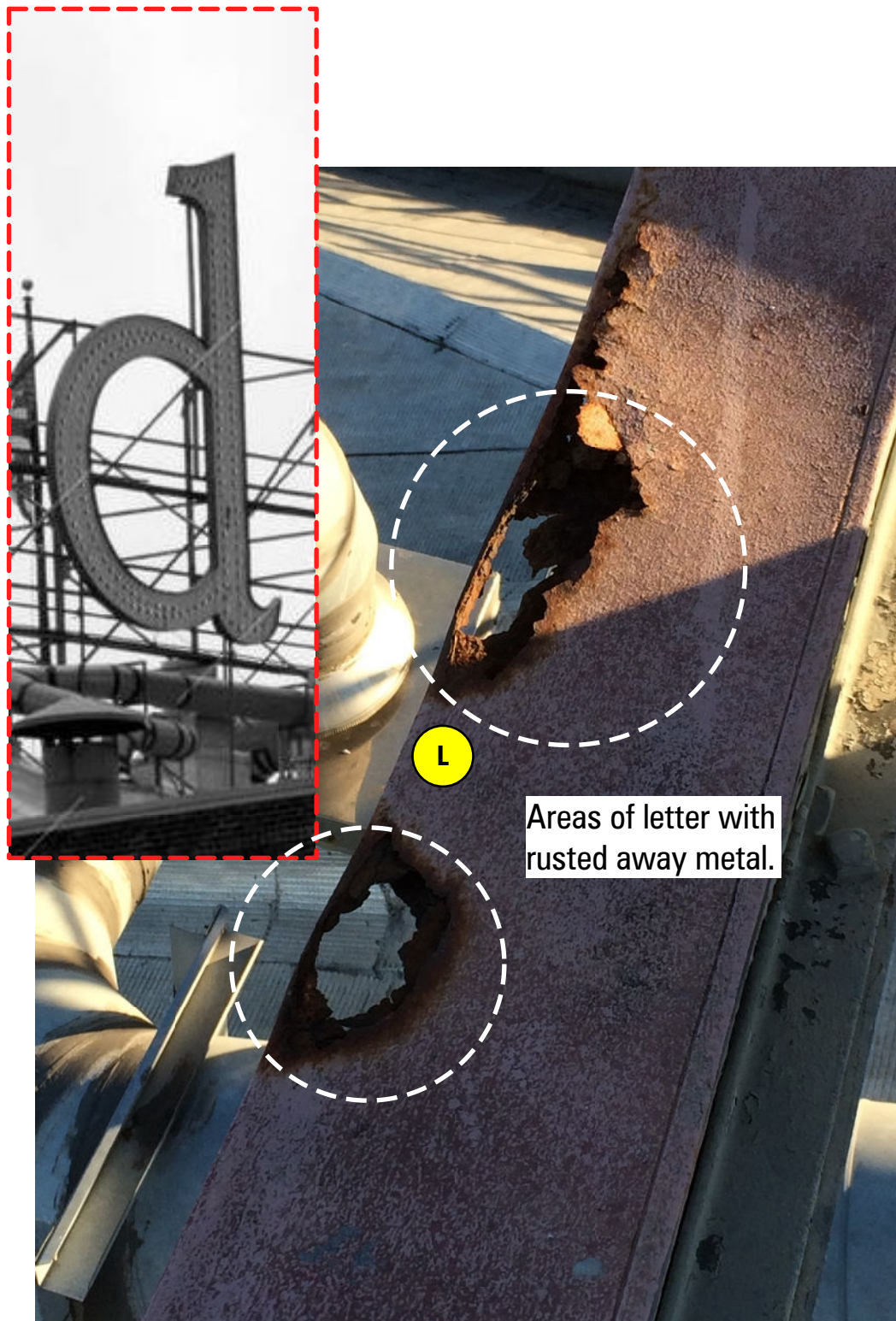




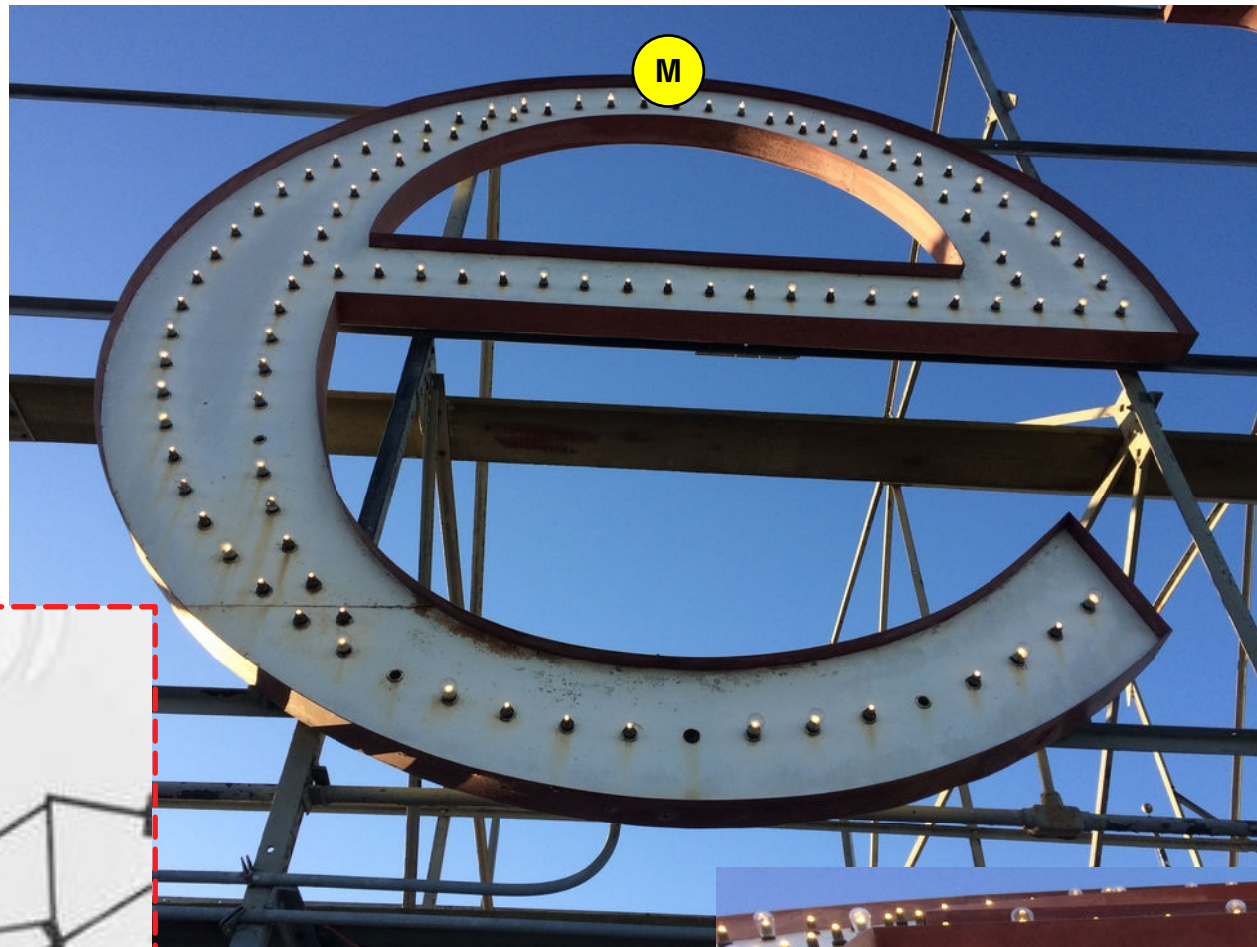
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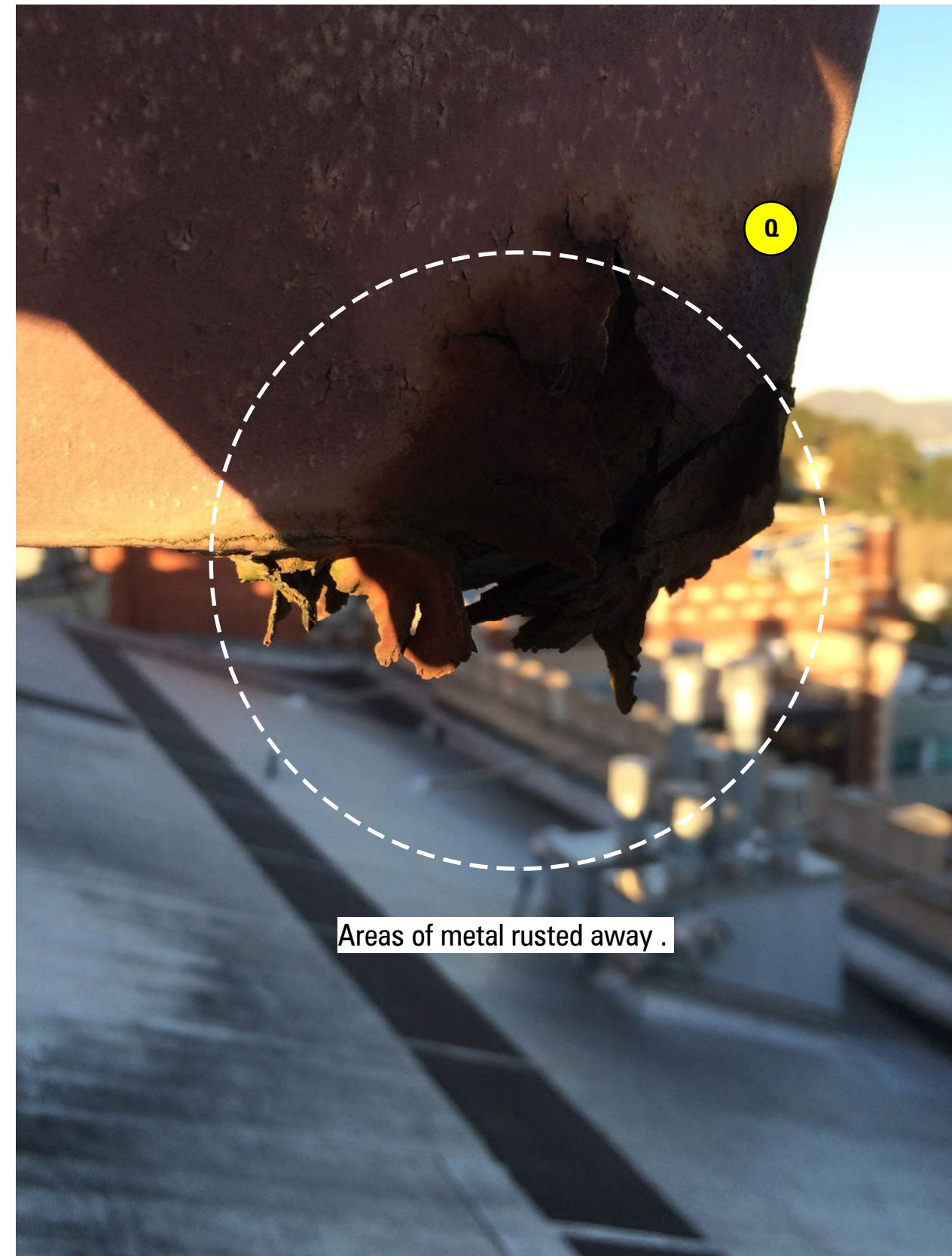
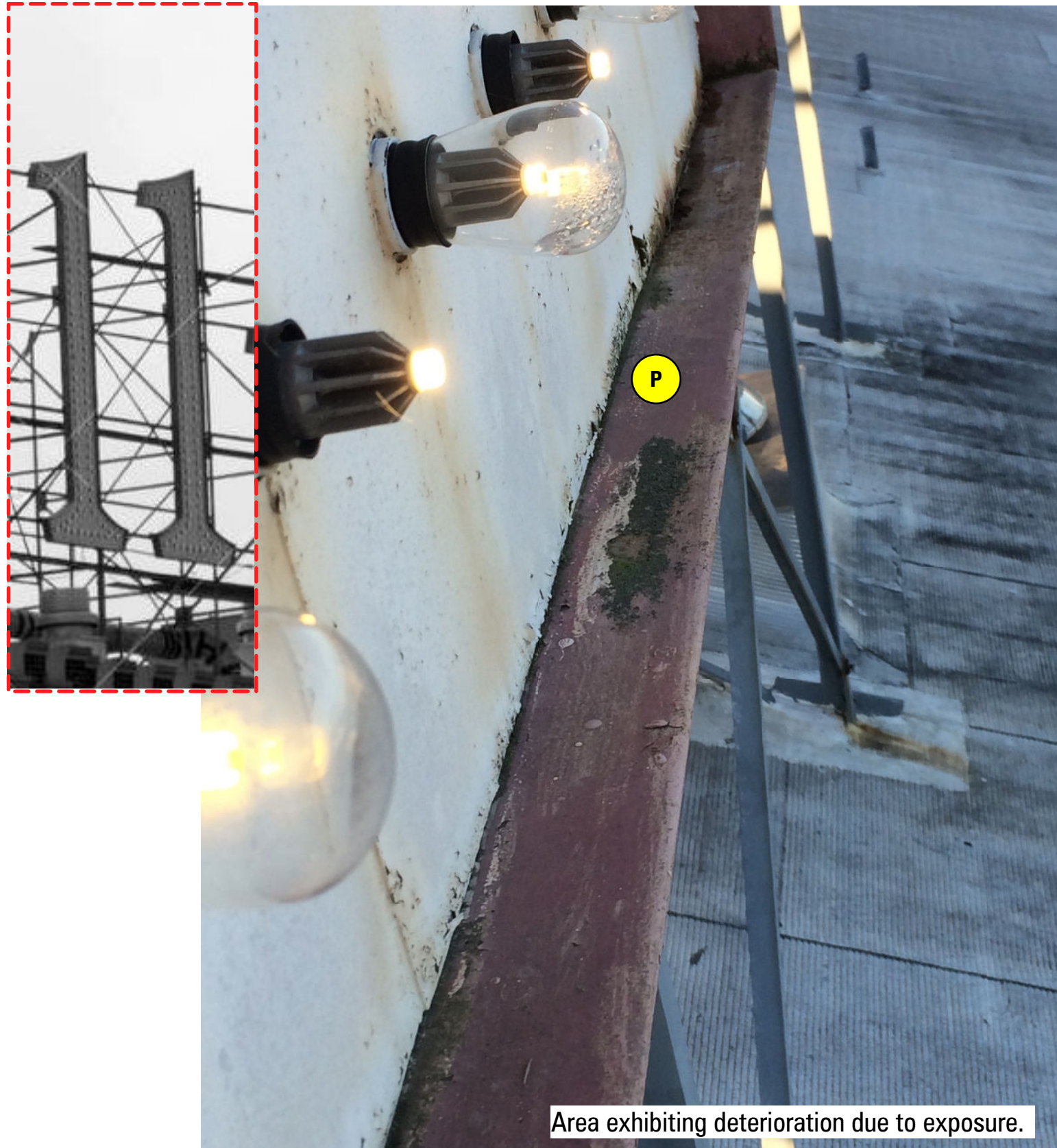
PHOTOS FROM ARROW'S CLOSER-RANGE SURVEY  
SEE PHOTO KEY ON CONDITIONS ASSESSMENT DRAWING



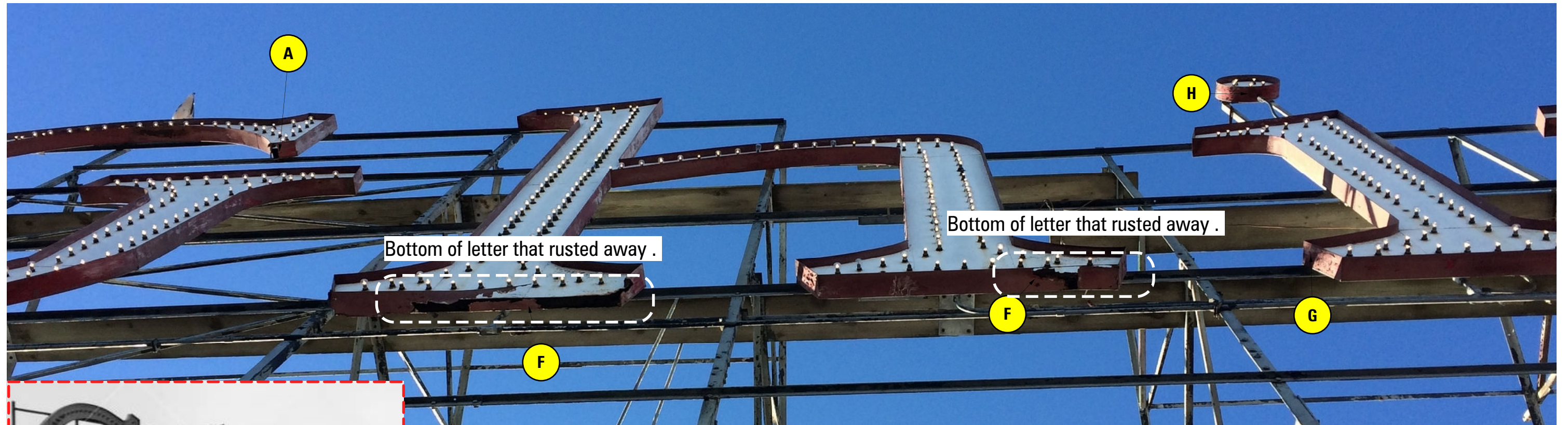
PHOTOS FROM ARROW'S CLOSER-RANGE SURVEY  
SEE PHOTO KEY ON CONDITIONS ASSESSMENT DRAWING



PHOTOS FROM ARROW'S CLOSER-RANGE SURVEY  
SEE PHOTO KEY ON CONDITIONS ASSESSMENT DRAWING



PHOTOS FROM ARROW'S CLOSER-RANGE SURVEY  
SEE PHOTO KEY ON CONDITIONS ASSESSMENT DRAWING



PHOTOS FROM ARROW'S CLOSER-RANGE SURVEY  
SEE PHOTO KEY ON CONDITIONS ASSESSMENT DRAWING

Example of internal seams and connections that will need to be disassembled in order to inspect for rust.



## ARMATURE

The letters are attached to a structural frame built from steel angle iron. Steel angles are bolted to the back of the letters. These angles are then bolted to an angle that is part of the steel frame. Spacers are used to shim the letters into their aligned position. The steel angles are connected using a bolt and square nut or a welded connection. The steel angle frame/armature is in good to fair condition. The frame is painted, however, there are some angles where the paint is delaminating. More recent paint layers are evident on the frame at the connections to the roof.

Rust is bleeding through the paint in some locations, typically at bolts. The frame is bolted to the roof parapet where the sign crosses over from one building to the other. At this location, the angle anchored to the parapet is in a more rusted state with some pack rust exfoliating and bleed-through at the paint.

Arrow Sign Company noted that due to rusted bolts and paint build-up, removal of the letters for shop work or replacement will require a torch or saw and will likely cause some damage to the letters. Although great care would be taken during removal, they believe additional damage to the letters is almost certain during the removal for hoisting, loading, transport, and unloading due to their age and condition.

The existing electrical conduits on the armature near the letters are no longer in service. Presumably, this conduit fed electricity to a former iteration of lighting in the letters.

*Figure 13 - Example of good condition connections at the roof, which have been waterproofed and painted more recently. These are common on the lower roof below the eastern half of "Ghirardelli"*



*Figure 14 - The connection point to the roof parapet at the higher roof (Cocoa Building) where the worst of the conditions at the armature occur.*

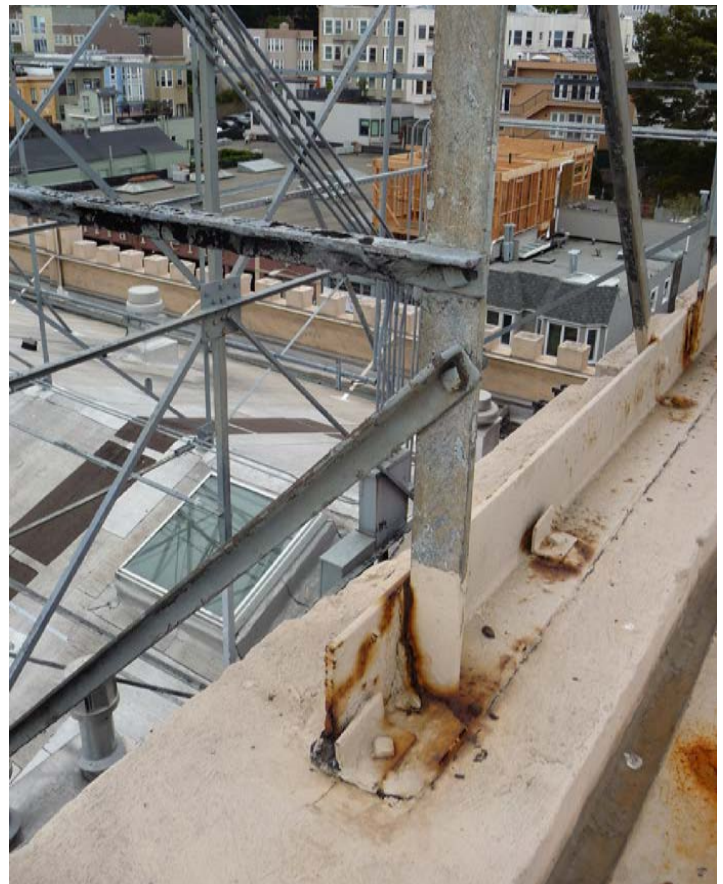




Figure 15 - A typical "good" condition connection of the armature, on the lower roof (Mustard Building), within easy arm's reach



Figure 16 - A typical "fair" condition connection of the armature, on the lower roof (Mustard Building), above arm's reach



### III. SIGN CONSTRUCTION

#### CONSTRUCTION ANALYSIS

The Ghirardelli sign consists of painted, galvanized sheet steel letters anchored to painted steel angles, which are then bolted to a steel armature, also constructed of bolted, painted steel angles.

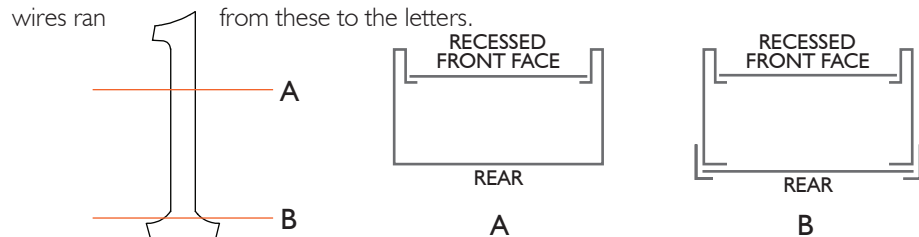
#### LETTER CONSTRUCTION

The letters were not manufactured with an internal frame, however strips of folded galvanized sheet metal stiffeners attached to the interior of the sheet metal faces provide for additional stability of the letters. The construction is a combination of interlocking rolled seams and a notched and tabbed method with a series of spot welds and pop rivets. The white, front faces of the letters are constructed of sheet steel sections that slightly overlap each other and are recessed within the perimeter of the letters. This front face is riveted at the edges where it overlaps the front ledge of the perimeter wall. Seams in the sheet metal are visible on both the front and back of the letters, and a diagram (Figure 17) of the lapping sheet metal construction accompanies the condition drawings in the Conditions Assessment section.

Straight sections of the letters appear to have a slightly different construction detail than the curved part of the letters. At the straight sections, the face ledge, perimeter, and rear wall, and perimeter walls are a continuous single piece of sheet metal. At curved sections, multiple sheets of galvanized steel are used and joined at the edges, where the perimeter wall meets the rear face.

The current lights project through holes cut into the sheet steel face of the letters. Electrical wiring is completely contained within the letters. The means by which each letter is powered was not evident during this survey. Previous conduit runs were present, but no wires ran from these to the letters.

Figure 17 - Two cross-sectional diagrams illustrate the construction of the letters: Diagram A illustrates the construction along a typical straight section, and B illustrates the condition at a typical bent/curved section.



### IV. TREATMENT OPTIONS

There are two potential treatment options that were considered that would meet the Secretary of the Interior's Standards: Rehabilitation and Replacement in-kind.

#### REHABILITATION MEANS AND METHODS

Jamestown initially requested a conditions assessment from Page & Turnbull with a followup request to Arrow in order to have more insight from an experienced contractor with signage restoration experience about means and methods as well as feasibility of repair versus replacement from the contractor's perspective. The following discussion is broken down by firm as included in each firm's report findings. As contractor, Arrow Sign Company's discussion of means and methods issues reflects their experience construction means and methods issues.

##### Page & Turnbull

The following describes steps that would likely be part of a rehabilitation after the wiring/lighting is upgraded. The letters would need to be removed, dismantled, and salvaged from the armature prior to any upgrade work.



Figure 18 - Detail photo of a rivet that anchors the face sheet steel to the rest of the letter.

Given that the front face of the letters appears to fit into the side walls of the letter and is attached with rivets, the faces of each letter would need to be removed to allow access into the existing letters for rewiring and the introduction of new lights. This removal would expose the interior structure of each letter, which could be cleaned, replaced, reinforced, or patched as needed. Ideally, the faces would be cleaned of corrosion and reused for the new lights. If, however, removal damages the face too dramatically, replacing the material in kind would be acceptable to accommodate the larger light casing proposed by Arrow.

#### Arrow Sign Company

Arrow's discussion of a potential refurbishment process is as follows:

- After saw cutting or torching the rusted bolt connections, the letters will need to be hoisted over the top of the frame, across the roof and down to street level. During this transition, the letters may twist causing additional damage to occur. Because the existing letters do not have an internal structure, a lifting brace would need to be built and installed on portions of the letters that cannot be disassembled into manageable pieces. These braces will reduce the risk of the letters folding or crumpling when in motion. This will protect the crew, ensure public safety and protect against property damage.
- Due to the condition of the letters, there is some risk for additional damage during the transportation to our production facility in Stockton, CA. A rack system will need to be fabricated to support the letters.
- The interlocking seam would need to be rolled back. The spot welds and rivets will need to be drilled out where accessible or cut with an air chisel. Great care will be taken, however the letters were not designed to be taken apart, and the disassembly process will result in some additional damage. The seamed areas may not be salvageable in all locations. Additional rust areas will likely be exposed after disassembly. When the light sockets are removed there is a chance for additional damage to occur. It is possible that certain letters will be found to not be reasonably salvageable at which point a replacement process will need to be undertaken.
- Each metal piece would then be evaluated. Sections that are rusted and no longer viable will be cut away and replaced with new material. Letter sections deemed salvageable will be sanded and prepared for new paint. Fabrication of replacement sections will be done with the same material as existing – galvanized sheet steel.
- Now that we have had an opportunity to evaluate the current condition and potential removal challenges, we feel the total duration (including removal and installation) will be 35 – 40 weeks.
- The sign will be off of the building significantly longer during refurbishment process compared to replacement. Duration of downtime during refurbishment: 25 – 30 weeks. It is difficult to determine the additional lifespan that refurbishment will provide.

## REPLACEMENT CONSIDERATION

#### Page & Turnbull

Replacement of the sign due to its severity of deterioration should also be considered. The replacement option would need to follow Standard 6 of the Secretary of the Interior's Standards, where the replacement sign should match the historic in design, color, texture, appearance, profiles, location/placement, and where possible, materials.

#### Arrow Sign Company

Arrow's discussion of a potential replacement process is as follows:

- In the event the conditions assessment justifies replacement due to safety concerns and deterioration, the new letters will be authentic with respect to each of the following: Height, width, depth, section and lamp placement.
- The shape of each letter and the letter spacing will be true to the existing sign as confirmed by the laser scan data provided by Epic Scan LTD. The paint colors will be per color authentication performed by Page & Turnbull.
- Field work impacts to the site and surrounding neighborhood will be reduced considerably. This will benefit the local street and school traffic. Phase One will include the removal of the existing Ghirardelli Letters completely. Any unforeseen structural support / painting will immediately follow the removal. Once the structure work is complete, the installation of the new sign will begin.
- The anticipated time line is one week for the removal, one week for any repairs, and two weeks of installation of the new letters.
- The lifespan of the new sign is estimated to be 20 years without maintenance (other than lighting maintenance) and with regular maintenance program that ownership has committed to, it could remain in service indefinitely.

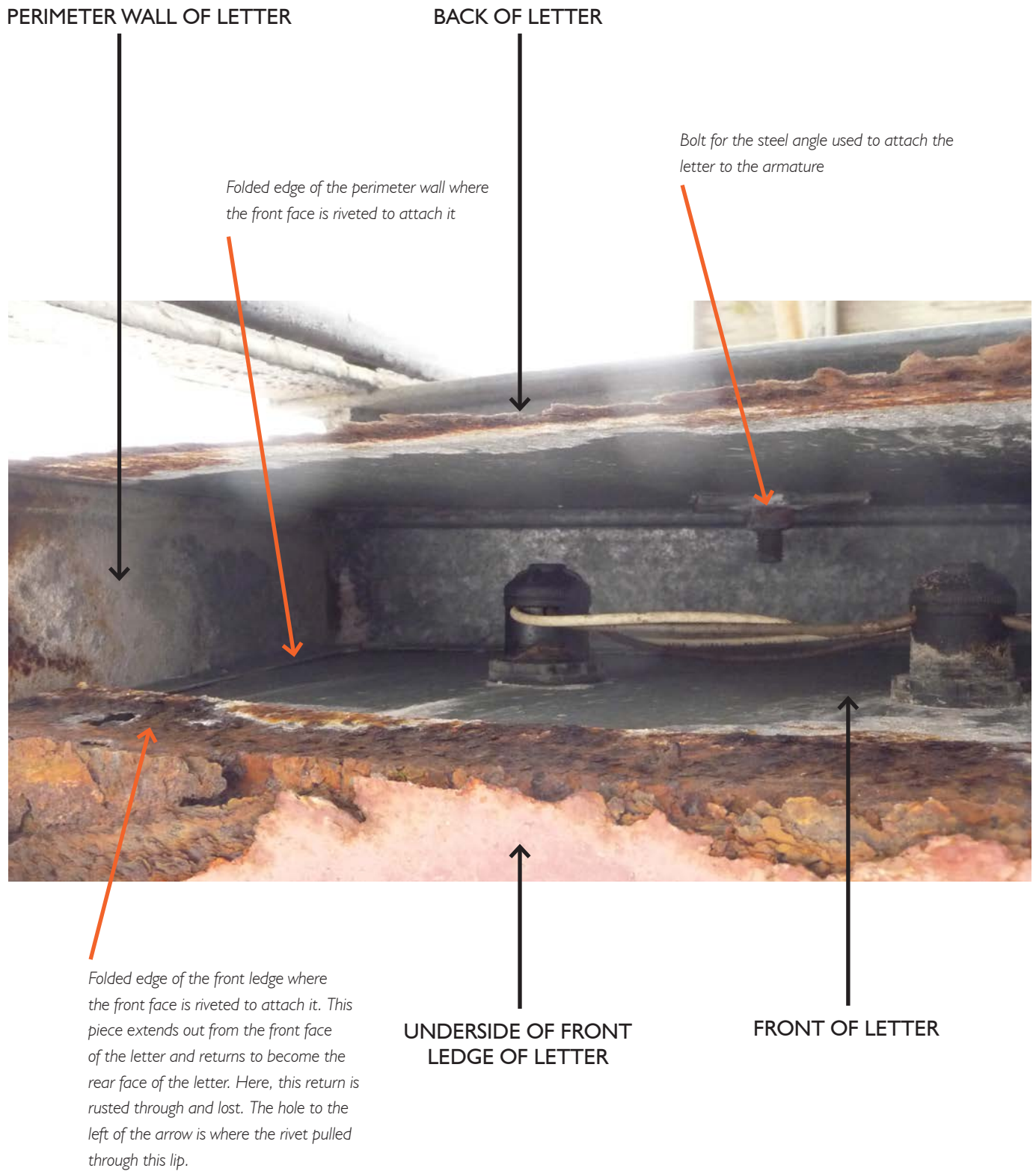


Figure 19 - The deterioration of the base of the last "i" in Ghirardelli afforded a view into the interior and the construction of the letter.



Figure 20 - A steel angle is bolted into the rear of each letter. This angle is then bolted to another steel angle which is bolted to the armature.



Figure 21 - Spacers are used between the angle to shim the letters into a level position.



Figure 22 - Interior supports installed for stability are evident on the front face of the letter.

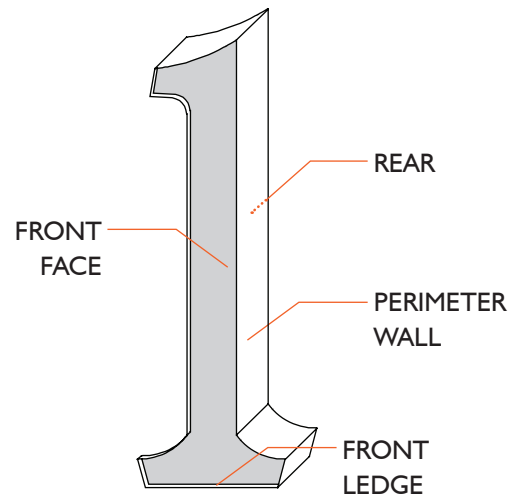


Figure 23 - Key diagram

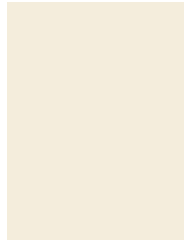
## V. PAINT ANALYSIS

Paint analysis was conducted for three faces of the letters: the front face (white today), the side wall (red), and the back face (grey). A full stratigraphy for the paint samples is available in the Appendix. Sample locations are photographed on the next page.

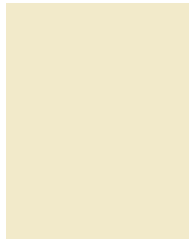
### ORIGINAL COLORS

The original color for the front face of the letters is:

Pale Yellowish White, Benjamin Moore BM OC-97



The original color for the back of the letters is one of the following (3) colors:



Light Yellow, Benjamin Moore BM OC-106

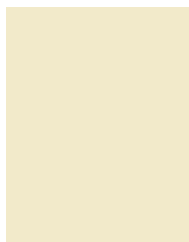


Black



Gray, Benjamin Moore I602

The original color for the side wall of the letters is one of the following (3) colors:



Light Yellow, Benjamin Moore BM OC-106



Black



Gray, Benjamin Moore I602

### OTHER COLORS

In addition to light yellow at the sides and backs, other colors including black, gray, and red are among the colors present on the letters. Due to the level of corrosion in the samples, discerning the original finish color as opposed to the primer color was difficult. While the black is listed at a paint finish, the analysis states that it is unclear if the gray or the light yellow were primers or finishes. A full detail of the matched colors is available in the Appendix.



Figure 24 - The paint sample for the face was scraped from a rivet at the base of the last "i"



Figure 25 - The paint sample for the back of the letter came from the armature connection point at the rear of the last "i"



Figure 26 - The paint sample for the perimeter walls came from the base of the last "l" in Ghirardelli.

## VI. SUMMARY AND RECOMMENDATIONS

### Page & Turnbull Assessment

As the report notes, the investigation found large areas of the letters that are in fair and potentially repairable condition. However, other areas were noted where severe corrosion has resulted in either a complete or partial loss of sheet metal section. All letters exhibit both conditions. Two letters (“h” and one of the “i’s”) were noted to exhibit a significant amount of deterioration. The Page & Turnbull assessment also noted that the backside of the letters exhibit numerous patches.

The extant lights of the sign are not the original and are in poor condition. The lights no longer function properly, and several individual lights are broken or missing. The sign lighting uses outdated technology and is not energy efficient.

### Arrow Sign Company Assessment

Arrow Sign Company conducted a second assessment that includes repair logistics that shed further light on the feasibility and practicality of repairing the sign. The Arrow assessment had closer access to the letters and found more deterioration than Page & Turnbull's. Their report recommends that if the letters are to be repaired that repairs take place in their workshop rather than in the field. Arrow outlined repair procedures which include saw cutting the letters from the frame and hoisting them over the roof to transport the letters to their workshop. Their report points out risks that may be encountered as the letters are repaired. The risks include:

- Potential damage to the sheet metal when the letters are saw cut from the frame
- Buckling (stress wrinkling) of the sheet metal during removal, transportation, and reinstallation
- Damage to the sheet metal when the seams are unrolled during the repair process
- Removal of spot welds and rivets as part of the repair process

### Recommendations

The Ghirardelli Sign suffers from deferred maintenance. Past repairs consist primarily of patching and repainting. As noted above, all the letters have patch repairs and a couple of them exhibit an excessive amount of patching. While portions of the letters appear to be in fair condition, each letter has portions that require repair. Page & Turnbull agrees that if the letters are to be properly repaired, the repairs should be conducted in a workshop where the letters can be properly examined. The Arrow assessment notes that the repair of the original letters include the risks noted above as well as cutting, splicing, and more patching. This approach will also come with a rigorous maintenance plan.

The second approach is to replace the letters in kind. This approach is consistent with the Secretary of the Interior's Standards for Rehabilitation, Standard 6:

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

Because of the potential risks involved in the repair approach and the possibility of an inferior result (more patches), an in-kind replacement of the letters appears to be the superior and more practical option. The Ghirardelli sign is a significant feature not only to Ghirardelli Square but also to the San Francisco skyline. The “HOLLYWOOD” sign in Los Angeles underwent a similar successful replacement. It was replaced in 1978 and repaired and repainted in 2005 and 2013. This approach extends the life of the sign, meets the Standards, and provides a superior product. Page & Turnbull recommends the replacement option. The replacement option should be accompanied by a maintenance plan, which would outline appropriate measures intended to prevent deferred maintenance and minimize deterioration in the future.

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## APPENDIX

### PAINT ANALYSIS REPORT

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## PAINT ANALYSIS REPORT

**SELECTIVE FINISH INVESTIGATION  
GHIRARDELLI SIGN  
900 NORTH POINT STREET  
SAN FRANCISCO, CA**



*Prepared for:*  
Page & Turnbull  
417 Montgomery Street, 8<sup>th</sup> Floor  
San Francisco, CA 94104

*Prepared by:*  
Jablonski Building Conservation  
40 West 27th Street, Suite 1201  
New York, NY 10001

September 15, 2016

## INTRODUCTION

Jablonski Building Conservation, Inc. (JBC) was retained by Page & Turnbull to perform a selective paint color investigation of the Ghirardelli sign located at Ghirardelli Square 900 North Point Street in San Francisco, CA. The purpose of this investigation was to determine the earliest known finish layers. Three paint samples from the sign were removed and provided to JBC by the client.

## METHODOLOGY

In the laboratory, the samples were broken to reveal fresh cross-sections. Each sample was mounted in a clear resin and examined in reflected light under illumination conditions that simulate daylight (fiber optic illuminator) for the purpose of color-corrected stratigraphy identification. The samples were examined microscopically during the investigation using a Motic Stereo Zoom microscope with 10X - 63X magnification and a Zeiss Axioskop 40 polarizing light microscope with ultraviolet illuminator.

All layers have been recorded using a descriptive color name rather than a standardized color notation system. This was done to document the seriation of the samples for comparative purposes prior to the identification of early layers using both a standardized universal color system (Munsell) and a commercial paint color system (Benjamin Moore, Pittsburgh Paints, Sherwin-Williams). Each paint layer was identified as a primer, base coat, glaze, or finish coat. While primers did not usually affect the color of the finish coat, they were important for the opacity and richness of the finish.

Under illumination conditions that simulate natural daylight, the original finish layers were matched to a commercially available paint system. A color designation and a representative color swatch from this system have been provided in the Summary section of this report. A chromochronology and photomicrograph of each sample is included in Appendix A of this report.

## PAINT SAMPLE LOCATIONS

<u>Sample #</u>	<u>Description</u>
GSign-01	Front of Letters
GSign-02	Back of Letters
GSign-03	Side of Letters

## BRIEF HISTORY AND DESCRIPTION

Domenico Ghirardelli, born in 1817 in Rapallo, Italy, was apprenticed to a candy maker at an early age. At the age of twenty, he sailed to Uruguay with his bride to establish himself in the South American chocolate trade. A year later, he sailed around Cape Horn to Lima where he opened a confectionery store next to a cabinet shop owned by James Lick.

In 1847, Lick left Lima to seek his fortune in San Francisco. He carried with him six hundred pounds of Ghirardelli's chocolate. Two years later, enticed by gold at Sutter's Mill, Ghirardelli sailed for California, leaving his second wife behind. He became a merchant in the Mother Lode foothills of the Sierra Nevada selling supplies and confections to miners. Soon he opened his first store in San Francisco at Broadway and Battery.

Ghirardelli's San Francisco store was burned by the 1851 fire which destroyed some fifteen hundred buildings. In 1852 he opened Ghirardelli & Girard on the corner of Kearny and Washington. A year later, he moved his successful operation to 415 Jackson Street.

The company purchased the Pioneer Woolen Mill in 1893 and moved operations to the current site of Ghirardelli Square. A year later, Domenico died in Italy while visiting Rapallo.<sup>1</sup>

The Pioneer Woolen Mill, built in 1862, was designed by Swiss-born architect William Sebastian Mooser and is one of San Francisco's oldest buildings. Uniforms for Union soldiers were manufactured here during the Civil War. The existing brick building replaced the original wood frame mill which was built in 1858 but soon destroyed by fire.<sup>2</sup>

In 1900, the company built the Cocoa Building and sold its coffee and spice business to concentrate on chocolate and mustard. All buildings survived the 1906 Earthquake and Fire undamaged and with only a few days business interruption. A decade later, three new buildings were added to the complex: the Power House, the Apartment Building, and the Clock Tower, the latter inspired by Chateau de Blois in France. In 1923, the Cocoa Building acquired two more floors and the fifteen-foot Ghirardelli sign familiar to all who sail the San Francisco Bay.

In the 1960's, the buildings were converted for use as retail stores, restaurants and offices. Manufacturing operations moved to San Leandro, California.<sup>3</sup>

## FINDINGS

### Summary

There are two possibilities for the original paint scheme for the Ghirardelli sign. The front of the letters was painted a pale yellowish white, while the sides and back of the letters were either light yellow, or dark (gray or black). The samples removed from the side and back of the letters were heavily corroded and the early layers were difficult to discern.

### Front of Letters (Sample GSign-01)

The earliest finish retained on the sample from the front of the letters is a pale yellowish white (Munsell 10YR 9/1) colored paint matching Benjamin Moore OC-97 "Cream Froth". Three additional finishes are retained on the sample including white, red, and white.



Earliest Finish  
Front of Letters

Benjamin Moore  
Color #OC-97  
Cream Froth

10YR 9/1

<sup>1</sup> "San Francisco Landmark #30, Ghirardelli Square, North Point Street at Larkin, Aquatic Park," *National Register of Historic Places in San Francisco*, <http://noehill.com/sf/landmarks/sf030.asp>. Accessed September 15, 2016.

<sup>2</sup> "National Register #82002249, Pioneer Woolen Mills and D. Ghirardelli Company, 900 North Point Street, Built 1862", *National Register of Historic Places in San Francisco*, <http://noehill.com/sf/landmarks/nat1982002249.asp> Accessed September 15, 2016.

<sup>3</sup> "San Francisco Landmark #30"

**Back of Letters (Sample GSign-02) and Side of Letters (Sample GSign-03)**

The earliest finish retained on the samples from the back and the side of the letters is difficult to discern due to the corrosion of the metal substrates and deterioration of the samples. On both samples, there is a gray, resinous coating (Munsell N4.75/) matching Benjamin Moore 1602 “Gunmetal” and a light yellow coating (Munsell 5Y 9/2) matching Benjamin Moore OC-106 “Man on the Moon” mixed in with the metal corrosion. It is unclear if these are primers or finishes. The samples are then coated with a black paint (Munsell N0.5/) matching Benjamin Moore “Black”.

The sample from the back of the letters retains two additional finishes--white and gray. Four additional finishes are retained on the sample from the side of the letters including red, white, grayish white, and red.



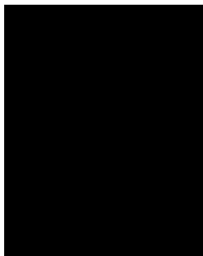
Earliest Possible Finish  
Back and Side of Letters

Benjamin Moore  
Color #1602  
Gunmetal  
N4.75/



Earliest Possible Finish  
Back and Side of Letters

Benjamin Moore  
Color #OC-106  
Man on the Moon  
5Y 9/2



Earliest Possible Finish  
Back and Side of Letters

Benjamin Moore  
Black  
N0.5/

**A p p e n d i x   A**  
**P a i n t   C h r o m o c h r o n o l o g i e s**

---

G h i r a r d e l l i   S i g n

**TYPICAL PAINT CHROMOCHRONOLOGY AND COLOR MATCH**

SAMPLE NUMBERS AND LOCATIONS                      GSign01: Front of Letters

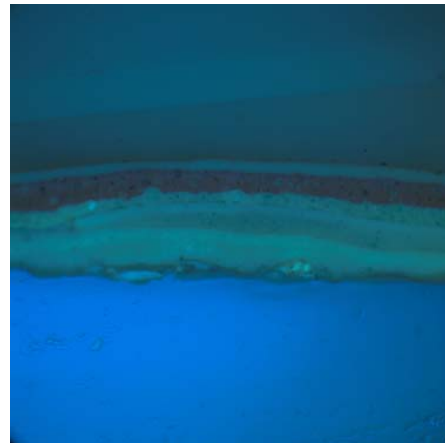
SUBSTRATE:    Steel

<b>CHROMOCHRONOLOGY</b>	<b>PRIMER/ FINISH</b>	<b>COMMERCIAL MATCH</b>	<b>MUNSELL MATCH</b>
1. Pale yellowish white	Primer		
2. Pale yellowish white	Finish	BM OC-97	10YR 9/1
3. White	Primer		
4. White	Finish		
5. White	Primer		
6. Red	Base		
7. Red	Finish		
8. White	Primer		
9. White	Finish		

Notes:  
 No substrate was included with the sample.



Sample GSign-01 Simulated Daylight



Sample GSign-01 Ultraviolet Light



### TYPICAL PAINT CHROMOCHRONOLOGY AND COLOR MATCH

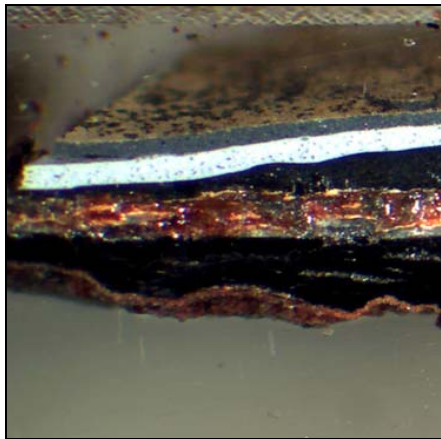
SAMPLE NUMBERS AND LOCATIONS                      GSign02: Back of Letters

SUBSTRATE:    Steel

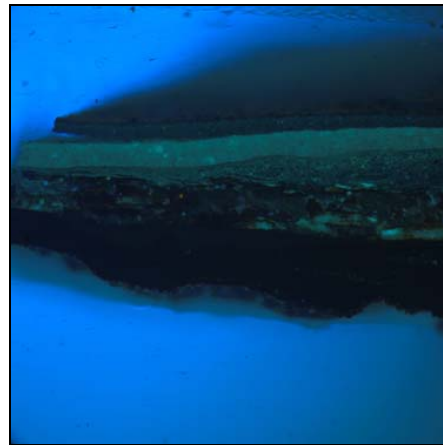
<b>CHROMOCHRONOLOGY</b>	<b>PRIMER/ FINISH</b>	<b>COMMERCIAL MATCH</b>	<b>MUNSELL MATCH</b>
1. Gray	Primer	BM 1602	N4.5/
2. Light yellow	Finish	BM OC-106	5Y 9/2
3. Black	Finish	BM Black	N0.5/
4. White	Primer		
5. White	Finish		
6. Gray	Primer		
7. Gray	Finish		

Notes:

Earliest layers are difficult to discern. Gray and pale yellowish white layers are interspersed among the corrosion product.



Sample GSign-02 Simulated Daylight



Sample GSign-02 Ultraviolet Light

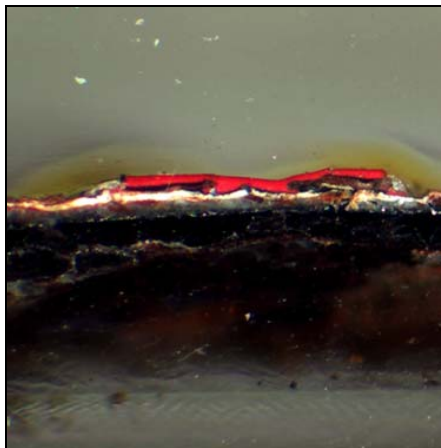
**TYPICAL PAINT CHROMOCHRONOLOGY AND COLOR MATCH**

SAMPLE NUMBERS AND LOCATIONS                      GSign03: Side of Letters

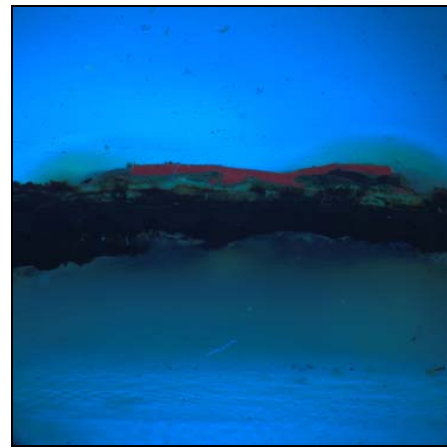
SUBSTRATE:    Steel

<b>CHROMOCHRONOLOGY</b>	<b>PRIMER/ FINISH</b>	<b>COMMERCIAL MATCH</b>	<b>MUNSELL MATCH</b>
1. Gray	Primer	BM 1602	N4.5/
2. Light yellow	Finish	BM OC-106	5Y 9/2
3. Black	Finish	BM Black	N0.5/
4. Red	Finish		
5. White	Finish		
6. Grayish white	Primer		
7. Grayish white	Finish		
8. White	Primer		
9. Red	Finish		

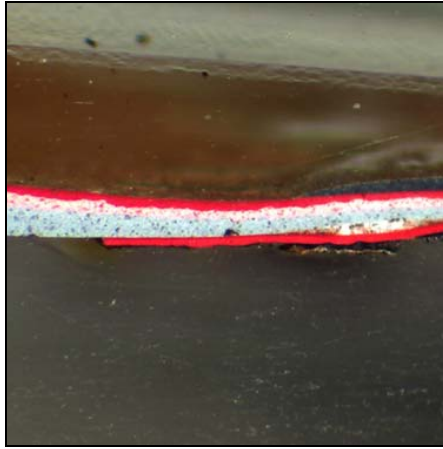
Notes:  
Earliest layers are difficult to discern.



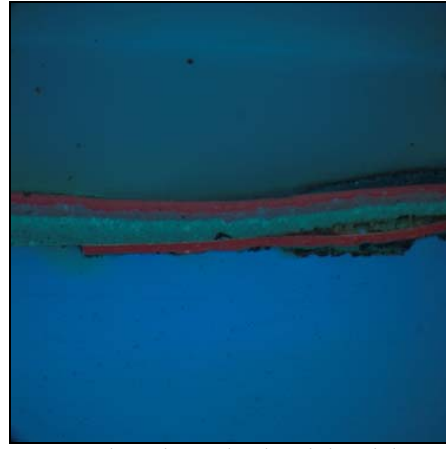
Sample GSign-03a Simulated Daylight



Sample GSign-03a Ultraviolet Light



Sample GSign-03b Simulated Daylight



Sample GSign-03b Ultraviolet Light

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