



SAN FRANCISCO PLANNING DEPARTMENT

Certificate of Appropriateness Case Report

HEARING DATE: DECEMBER 6, 2017

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Filing Date: September 18, 2017
Case No.: 2017-011911COA
Project Address: 99 GROVE STREET
Historic Landmark: Civic Center Landmark District
Zoning: P (Public)
80-X Height and Bulk District
Block/Lot: 0812/001
Applicant: Jill Manton
San Francisco Arts Commission
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San Francisco, CA 94102
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Reviewed By: Tim Frye - (415) 575-6822
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PROPERTY DESCRIPTION

99 GROVE STREET, south side between Polk and Larkin Streets, Assessor's Block 0812, Lot 001. The subject property is a four-story, steel-frame building constructed as part of the Panama-Pacific International Exposition in 1915. Historically known as the Exposition Auditorium, the building was designed in the Beaux-Arts style by the architecture firm Howard, Meyer, Reid. A largely interior remodel was completed in 1965 by master architecture firms Wurster, Bernardi, & Emmons (WBE) and Skidmore, Owings, & Merrill (SOM). The property is within a P (Public) Zoning District and an 80-X Height and Bulk District and is contributory to the Civic Center Landmark District.

PROJECT DESCRIPTION

The project is for the proposed installation of a neon-lit artwork spanning the brick portion of the western (Polk Street) façade and a small portion of the southern (Hayes Street) façade of the subject building. Components would include a total of forty-seven (47) transformers and related conduit and neon tubing. All transformers are proposed to be installed without a covering; attachments to the brick façade will be limited to existing mortar joints.

OTHER ACTIONS REQUIRED

No other actions are required for approval of the associated building permit application.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

The proposed project complies with all aspects 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.

ARTICLE 10 – Appendix J – Civic Center Landmark District

In reviewing an application for a Certificate of Appropriateness, the Historic Preservation Commission must consider whether the proposed work would be compatible with the character of the Civic Center Landmark District as described in Appendix J of Article 10 of the Planning Code and the character-defining features specifically outlined in the designating ordinance.

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 would retain the existing use as an auditorium. None of the building's distinctive materials, features, spaces or spatial relationships will be affected by the proposed project.

Standard 2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

The historic character of the property would be retained with no distinctive materials, architectural elements, or spaces that characterize the property being altered. Although all exterior elevations of the subject building are finished, the majority of Revival style ornamentation is located on the north (Grove Street) façade. The remaining elevations are clad with face brick and simplified water table, string coursing, frieze, and cornice detail to articulate the overall tri-partite arrangement of the subject building. Several alterations associated with the 1965 WBE and SOM renovations are also present on the side and rear elevations of the building. While the heavily ornamental, rusticated exterior of the north façade wraps slightly around to the west and east

facades, the project area is limited strictly to the largely brick portion of the subject building's west façade and a small portion of the south façade. Attachments to the brick façade will be limited to existing mortar joints in order to avoid damage to historic masonry and ensure reversibility. As the artwork will consist of pin mounted transformers and neon tubing, there will be no change to the overall size, massing, scale and proportion of the building.

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 would not create a false sense of historical development. The transformers, conduit, and neon tubing will clearly be a new feature, but designed and installed in a manner that is compatible with the character of the building. Modifications are limited to the largely brick portion of the subject building's west façade and a small portion of the brick south façade. Attachments to the brick façade will be limited to existing mortar joints in order to avoid damage to historic masonry and ensure reversibility. As can be seen in the attached renderings and photographs of a similar artwork installed in Venice, the project will be elegant and contemporary. The neon will have a light, traditional color so as to relate to the austere, regular tones of the subject building and those in the surrounding district. The sense of the massing, size, scale and proportion, as well as the visual weight of the subject building would be clearly retained while the lightness of the artwork would create a clear differentiation that achieves compatibility through its methods of attachment, illumination, and location along utilitarian portions of the exterior.

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

No distinctive materials, features, finishes, construction or craftsmanship examples that characterize the property would be altered. Although all exterior elevations of the subject building are finished, the majority of Revival style ornamentation is located on the north (Grove Street) façade. The remaining elevations are clad with face brick and simplified water table, string coursing, frieze, and cornice detail to articulate the overall tri-partite arrangement of the subject building. Several alterations associated with the 1965 WBE and SOM renovations are also present on the side and rear elevations of the building. While the heavily ornamental, rusticated exterior of the north façade wraps slightly around to the west and east facades, the project area is limited strictly to the largely brick portion of the subject building's west façade and a small portion of the south façade. Attachments to the brick façade will be limited to existing mortar joints in order to avoid damage to historic masonry and ensure reversibility.

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 exterior alterations will not destroy historic materials, features, and spatial relationships that characterize the property. Although all exterior elevations of the subject building are finished, the

majority of Revival style ornamentation is located on the north (Grove Street) façade. The remaining elevations are clad with face brick and simplified water table, string coursing, frieze, and cornice detail to articulate the overall tri-partite arrangement of the subject building. Several alterations associated with the 1965 WBE and SOM renovations are also present on the side and rear elevations of the building. While the heavily ornamental, rusticated exterior of the north façade wraps slightly around to the west and east facades, the project area is limited strictly to the largely brick portion of the subject building's west façade and a small portion of the south façade. Attachments to the brick façade will be limited to existing mortar joints in order to avoid damage to historic masonry and ensure reversibility. As can be seen in the attached renderings and photographs of a similar artwork installed in Venice, the project will be visually elegant and contemporary. The neon will have a light, traditional color so as to relate to the austere, regular tones of the subject building and those in the surrounding district. The sense of the massing, size, scale and proportion, as well as the visual weight of the subject building would be clearly retained while the lightness of the artwork would create a clear differentiation that achieves compatibility through its methods of attachment, illumination, and location along the less-articulated, brick portions of the exterior.

Standard 10. New additions and adjacent or related new construction will 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.

Given the proposed method of installation, all project elements could be removed in the future without harming the essential form and historic integrity of the building and the surrounding district. Modifications are limited to the largely brick portion of the subject building's west façade and a small portion of the south façade. Attachments to the brick façade will be limited to existing mortar joints in order to avoid damage to historic masonry and ensure reversibility.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received one (1) letter in support of this project from the property owner, the City and County of San Francisco Real Estate Division. No opposition to this project has been received at the date of this report.

STAFF ANALYSIS

Based on the requirements of Article 10 and the Secretary of Interior's Standards, staff has determined that the proposed work is compatible with the character-defining features of the subject property and the Civic Center Landmark District.

In describing the significance of buildings within the Civic Center Landmark District, the Landmark Ordinance (Appendix J to Article 10 of the Planning Code) states that:

The historic Civic Center buildings are unified in the Beaux Arts classical design. They are organized into horizontal bands of vertically proportioned elements, with the grand order of the façade displayed on two or three floors above a usually rusticated base of one or two ground and partially sub-ground floors. Civic Center Historic District

contains standard features such as overall form, massing, scale, proportion, orientation, depth of face, fenestration and ornamentation, materials, color, texture, architectural detailing, façade line continuity, decorative and sculptural features, street furniture, granite curbing and grille work.

None of these character-defining features of the district, nor those specific to the individual building, would be diminished by the project. Although all exterior elevations of the subject building are finished, the majority of Revival style ornamentation is located on the north (Grove Street) façade. The remaining elevations are clad with face brick and simplified water table, string coursing, frieze, and cornice detail to articulate the overall tri-partite arrangement of the subject building. Several alterations associated with the 1965 WBE and SOM renovations are also present on the side and rear elevations of the building. While the heavily ornamental, rusticated exterior of the north façade wraps slightly around to the west and east facades, the project area is limited strictly to the largely brick portion of the subject building's west façade and a small portion of the south façade. Therefore, all elements of the grand order of the façade will remain unaltered. As attachments are limited to mortar joints, there will be no damage to the brick cladding and stone coursing of the western and southern elevations. No changes are proposed to the fenestration, ornamentation, architectural detailing, or decorative and sculptural features of the building. The artwork itself will be visually elegant and contemporary, set slightly off the exterior of the building and illuminated with a light, traditional color so as to relate to the austere, regular tones of the subject building and those in the surrounding district. The sense of the massing, size, scale and proportion, as well as the visual weight of the subject building would be clearly retained while the lightness of the artwork would create a clear differentiation that achieves compatibility through its methods of attachment, illumination, and location along the less-articulated, brick portions of the exterior. As the project entails an artwork installed onto an existing building exterior, there will be no changes to the formal composition, plantings, street embellishments, and plazas that typify the broader Civic Center area and are reflective of the landmark district's place in the "City Beautiful" movement of the late 1800s and early 1900s.

As proposed, all transformers would be installed without a covering. After review and consideration of mock-ups both with and without a rectangular raceway channel, Department staff and the project sponsor concurred that the raceway added additional, unnecessary bulk and visibility to the transformers without any benefit to appropriateness or compatibility. It was also agreed that the unpainted color of the transformer (seen in the attached mock-up photos) allowed it to best match the appearance of the existing brick—this was particularly true in sunny conditions. A painted finish may achieve comparable compatibility under some light conditions, but then appears overly distinct and visible in other light conditions. Having said that, Department staff does believe that the project would also comply with the Secretary's Standards if a continuous rectangular raceway channel were installed over all transformers located along the lower stone course; such an approach would create additional massing and visibility of the new components, but would result in a consistent, uniform treatment along the regular, horizontal stone course.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that the proposed project is exempt/excluded from environmental review, pursuant to CEQA Guideline Sections 15301 (Class One – Minor Alteration)

because the project includes a minor alteration of an existing structure that 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 Standards for Rehabilitation.

- As part of the Building Permit, the Project Sponsor shall provide final material samples to Planning Department preservation staff for review and approval.
- As part of the Building Permit, the Project Sponsor shall contact Planning Department preservation staff for review and approval of an on-site mock-up of the installed transformer, conduit, and illuminated neon tubing.

ATTACHMENTS

Draft Motion

Parcel Map

1998 Sanborn Map

Civic Center Landmark District Map

Aerial Photograph

Zoning Map

Site Photographs

Project Sponsor Submittal

- Applicant's COA Project Summary and Analysis
- Artist Application to Arts Commission
- Attachment Details
- Photos of Transformer and Raceway Mock-ups
- Photos of Similar Artwork Installed in Venice, Italy
- Plans and Drawings
- Day and Nighttime Renderings

Public Correspondence



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Historic Preservation Commission Motion No.

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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, TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE PROPERTY LOCATED ON LOT 001 IN ASSESSOR'S BLOCK 0812, WITHIN A P (PUBLIC) ZONING DISTRICT, A 80-X HEIGHT AND BULK DISTRICT, AND THE CIVIC CENTER LANDMARK DISTRICT.

PREAMBLE

WHEREAS, on June 18, 2017 Jill Manton ("Project Sponsor") filed an application with the San Francisco Planning Department (hereinafter "Department") for a Certificate of Appropriateness for the installation of a neon-lit artwork spanning the brick portion of the western façade and small portion of the southern façade of the subject property. Components of the artwork would include transformers, conduit, and neon tubing.

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

WHEREAS, on December 6, 2017, the Commission conducted a duly noticed public hearing on the current project, Case No. 2017-011911COA ("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 labeled Exhibit A on file in the docket for Case 2017-011911COA based on the following conditions and findings:

CONDITIONS

- As part of the Building Permit, the Project Sponsor shall provide final material samples to Planning Department preservation staff for review and approval.
- As part of the Building Permit, the Project Sponsor shall contact Planning Department preservation staff for review and approval of an on-site mock-up of the installed transformer, conduit, and illuminated neon tubing.

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 Historic Preservation Commission has determined that the proposed work is compatible with the character of the landmark as described in the designation report.

- The project will retain the existing use and historic character of the building and landmark district.
- Changes are limited to the brick portion of the western façade and a small portion of the southern façade and will not alter any of the building's Revival style ornamentation (largely found at the north elevation) or its massing, scale, proportion, orientation, depth of face, fenestration, materials, color, detailing, façade line continuity, and decorative and sculptural features.
- Attachments will be limited to existing mortar joints in order to avoid damage to historic masonry and ensure reversibility.
- Exterior conduit will be obscured and hidden from view by the ample lettering and linear neon tubing spanning the sets of lettering.

- Given the attachment method and location along the exterior of the building, the project is fully reversible.
- The proposed project meets the requirements of Article 10, Appendix J of the Planning Code.
- The proposed project meets the following *Secretary of 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.

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 contributory property and landmark district 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 have no effect on existing 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 site and landmark 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 reduce the affordable housing supply as the existing units will be retained.

- 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 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.

The project will have no effect on preparedness against injury and loss of life in an earthquake. The work 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 **GRANTS a Certificate of Appropriateness** for the property located at Lot 001 in Assessor's Block 0812 for proposed work in conformance with the renderings and architectural sketches labeled Exhibit A on file in the docket for Case No. 2017-011911COA.

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 ADOPTED the foregoing Motion on December 6, 2017.

Jonas P. Ionin
Commission Secretary

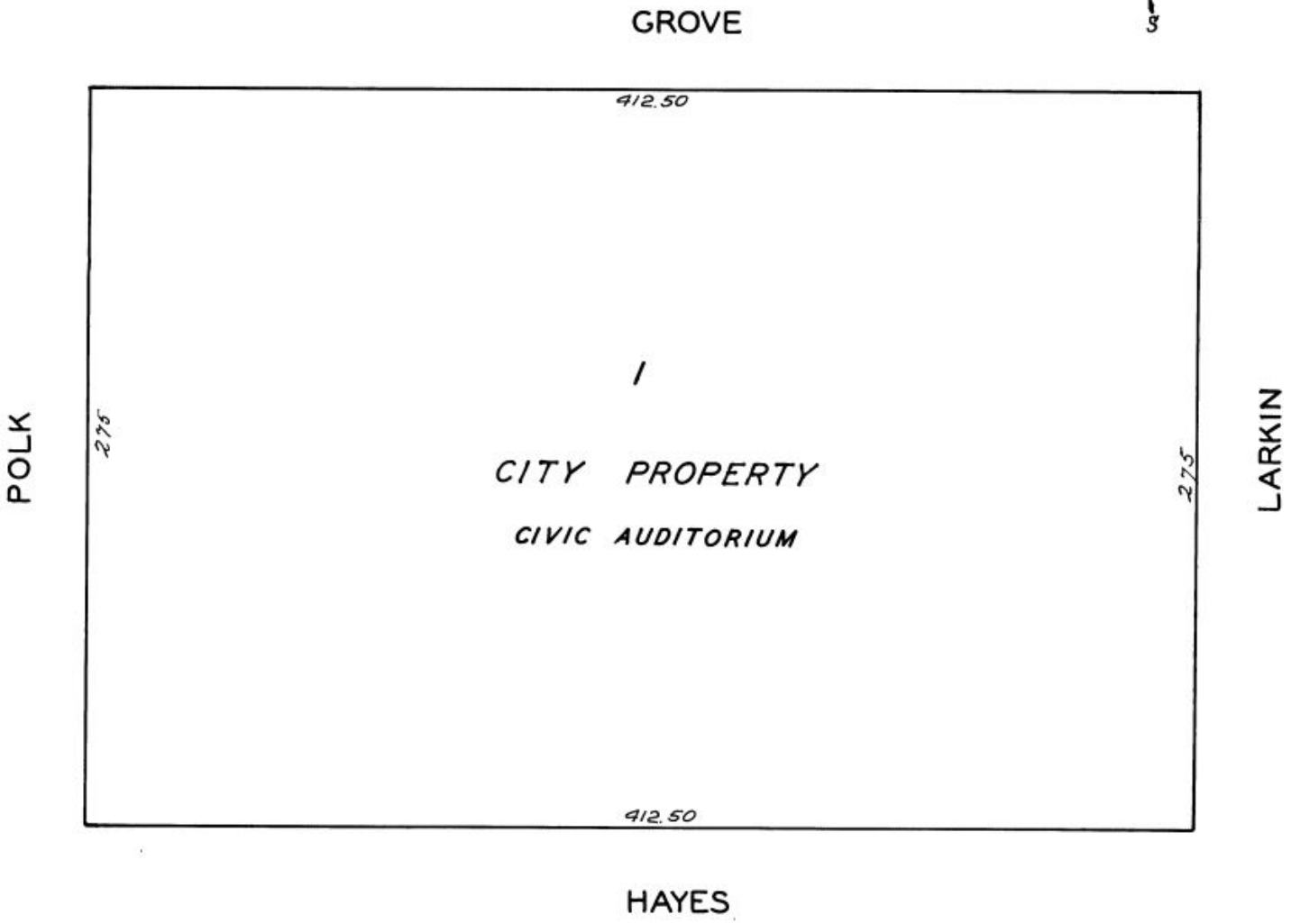
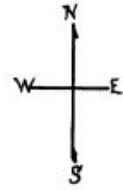
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NAYS: X

ABSENT: X

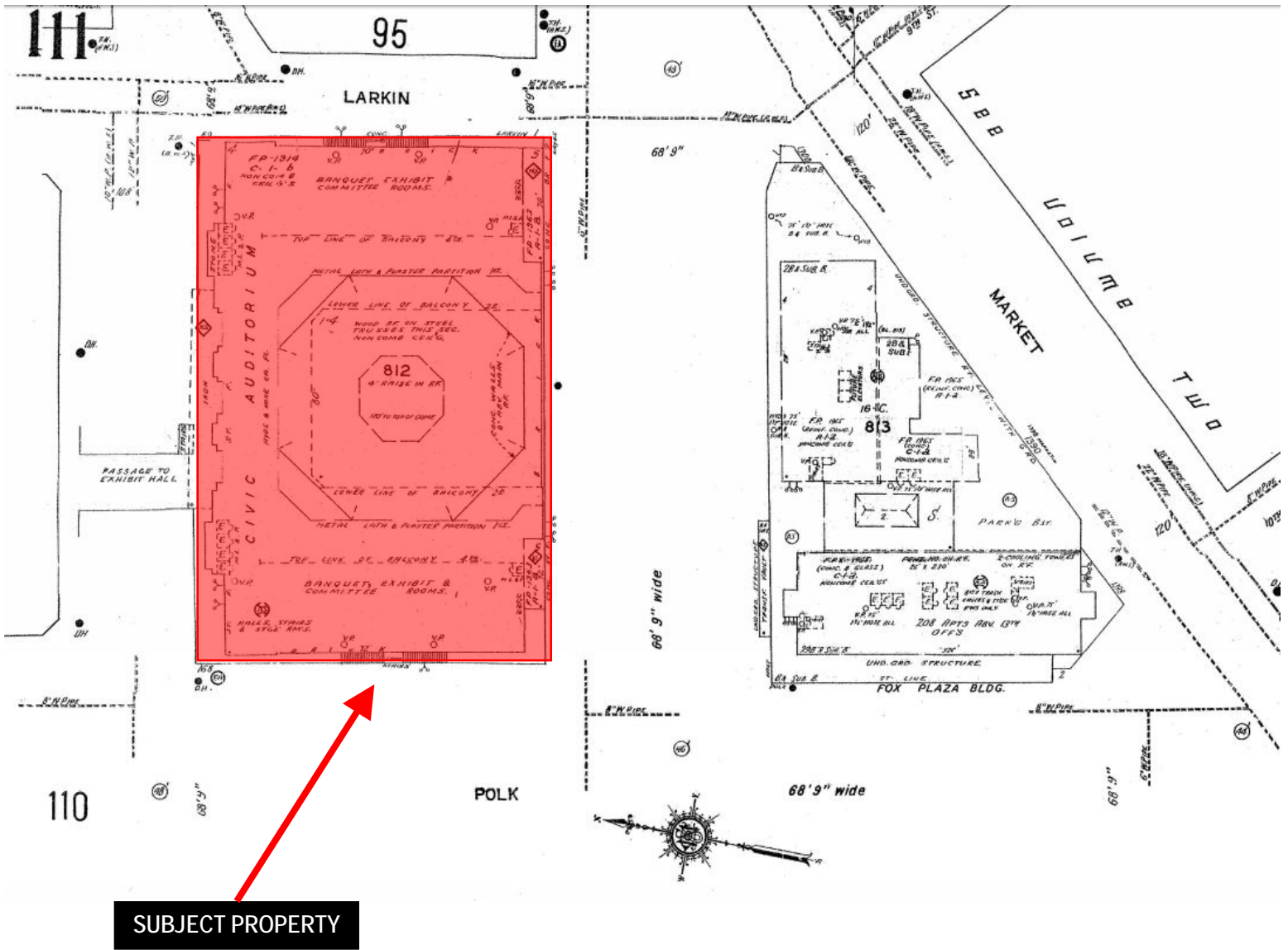
ADOPTED: December 6, 2017

Parcel Map



Certificate of Appropriateness
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99 Grove Street

Sanborn Map*



*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

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 99 Grove Street

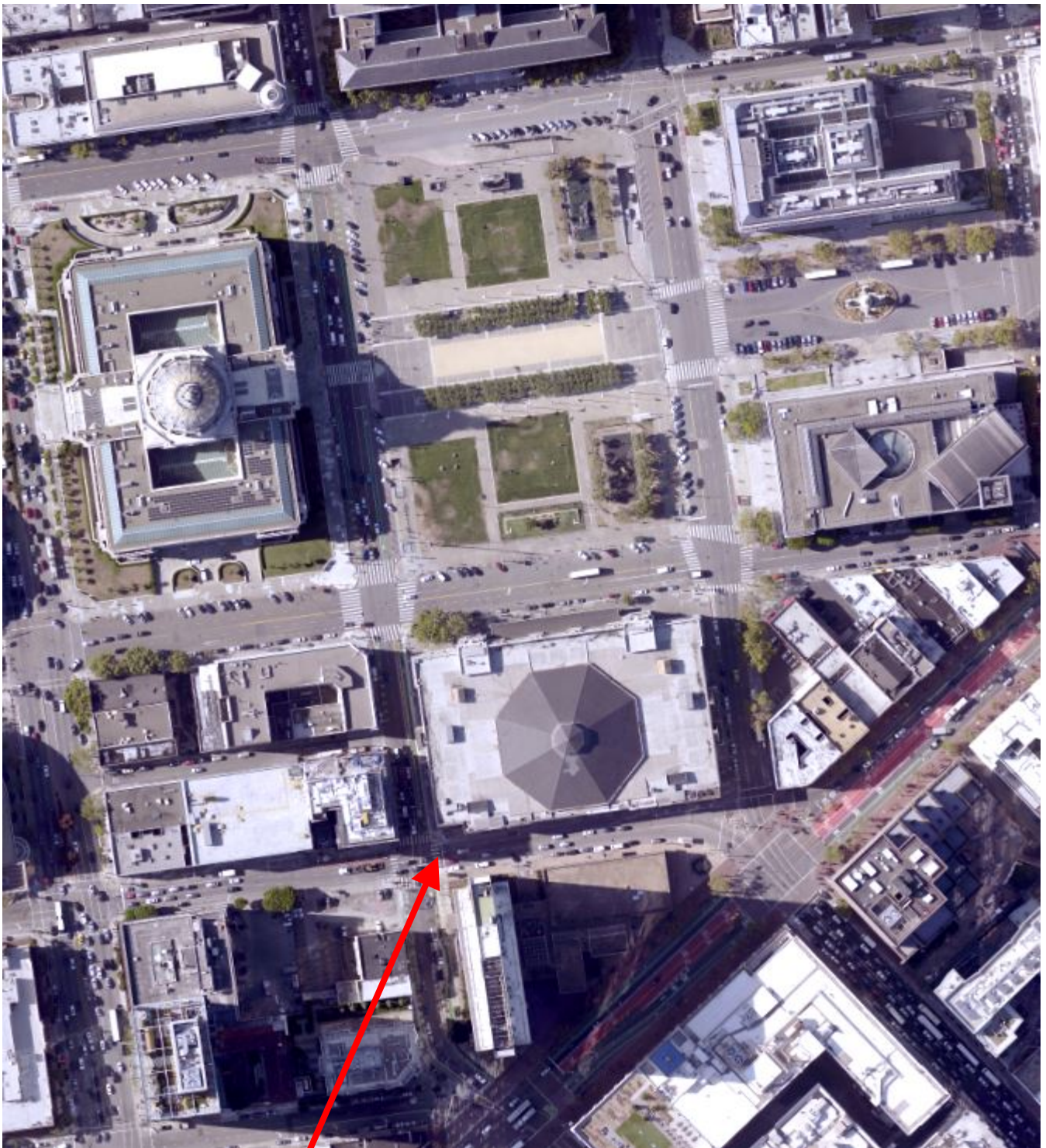


Civic Center Landmark District

CIVIC CENTER HISTORIC DISTRICT



Aerial Photograph

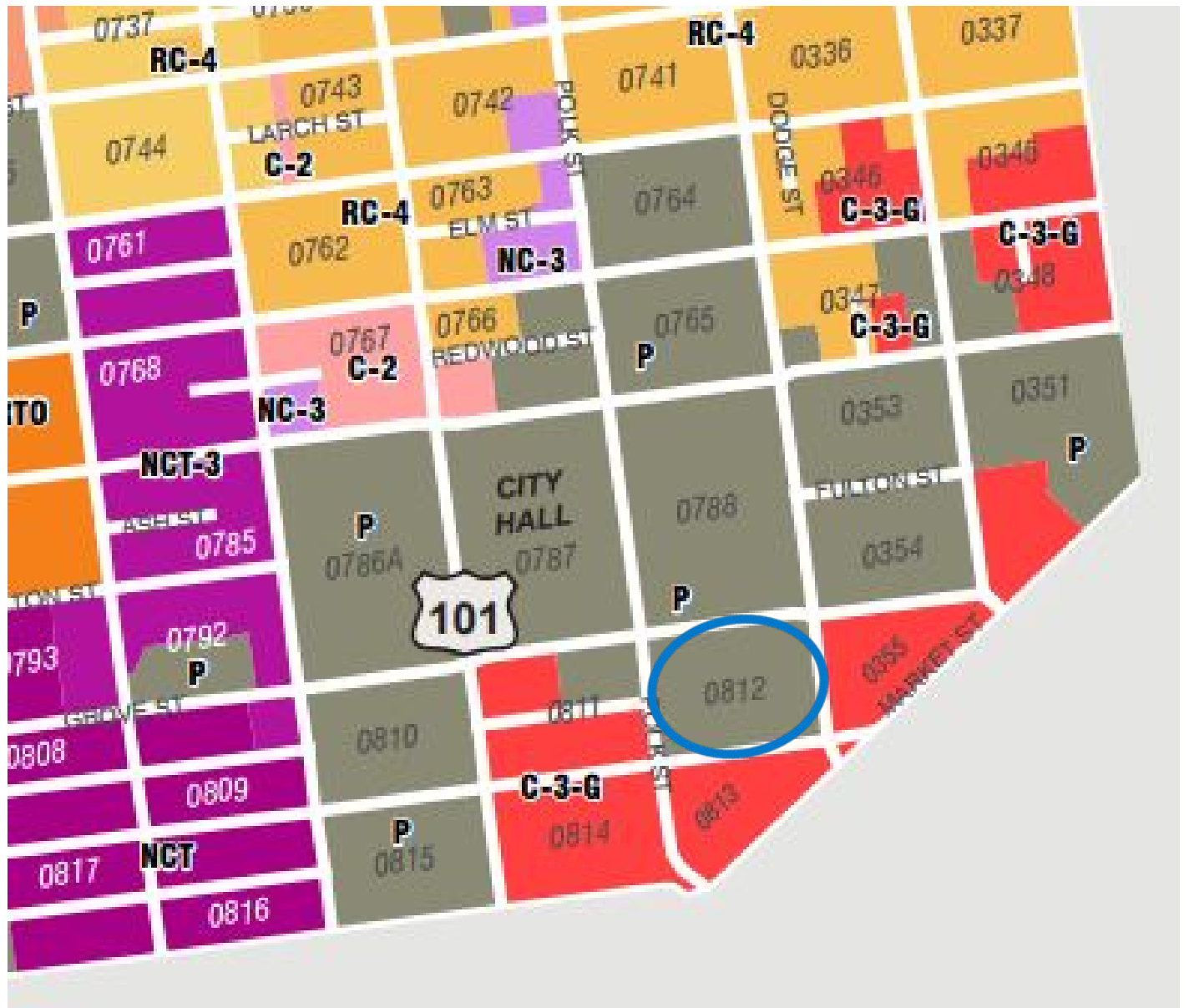


SUBJECT PROPERTY



Certificate of Appropriateness
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99 Grove Street

Zoning Map



Site Photo*



*No work will occur on the depicted Grove Street façade. .

Certificate of Appropriateness
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99 Grove Street

Site Photo*



**Area of work is limited to the depicted brick portion of the western façade.*

Certificate of Appropriateness
Case Number 2017-011911COA
99 Grove Street

Site Photo*



**Work on the depicted Hayes Street façade is limited to the far western (left-most) corner of the façade.*

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Case Number 2017-011911COA
99 Grove Street

Project Summary Table (page 7)

4. N/A. The use of this building is a public government building. There will be no new additions and the project totals in regards to the size of the property.

Findings of Compliance with General Preservation Standards (page 9-11)

Questions:

- 1. The 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 Bill Graham Civic Auditorium will be used as it has been historically. The addition of a text based neon artwork on the western façades on Polk Street and Hayes Street and a small portion of the south facing façade on the west side of the building will not affect its function, purpose, nor its distinctive materials, features, spaces and spatial relationships. The neon artwork will be attached to the building through the mortar in between the historic brick cladding. The Artist is working closely with electricians to place the electrical components needed to power the work in a way that will have the least visual impact on the building exterior. As such, there will be minimal disruption and change to the buildings features, spaces, and spatial relationships.

- 2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize the property will be avoided;**

The historic character of the Bill Graham Civic Auditorium will be preserved and retained. The art project will not require the removal of distinctive materials or the alteration of features, spaces and the spatial relationships that characterize the building. The historical features of the façade will not be affected by the artwork, but retained, preserved, and visible. No major alterations will be made to the architectural features of the building, its spaces, and the spatial relationships that characterize the property. The neon light artwork will be closely mounted upon the building façade through the non-historic mortar in between the bricks that clad the building. The overall design itself is not dense and solid and will not obscure the visibility of the building façade, its features, spaces and spatial relationships in any way.

- 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 neon art project proposed for the Bill Graham Civic Auditorium will not give a false sense of historical development. It will not add conjectural features or elements from other historic properties.

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

The fire escape stairway additions on the western façade of the Bill Graham Civic Auditorium will not be impacted by the proposed artwork. To the extent that the stairway have historic significance, it will be retained and preserved. The artwork will not be mounted upon the stairways, or the concrete wall to which they are attached. They will remain as they are.

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

The proposed artwork will not in any way alter the distinctive materials, features, finishes, and construction techniques or examples of fine craftsmanship that characterize the western façade of the Bill Graham Civic Auditorium. The building's distinctive materials, features, finishes, and construction techniques or examples of fine craftsmanship will all be preserved as they are.

- 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 is not applicable to the proposed art project. It will not replace or repair any historic features.

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

This is not applicable to the proposed art project. The project does not include chemical or physical treatment of the historic materials.

- 8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken;**

This does not apply to the proposed artwork.

- 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 shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment;**

The proposed neon artwork will not in any way destroy historic materials, features, and spatial relationships that characterize the property. The proposed art work will introduce neon lighting as a new material that will stand out and shall be differentiated from the old. The calligraphic, text based artwork is light and elegant, not solid, heavy and massive which respects and is compatible with the building's historic materials, features, size, scale and proportion, and its massing. The integrity of the property and its environment shall be protected and not disturbed by the new artwork.

- 10. New additions and adjacent or related new construction will 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 not be impaired;**

The proposed neon artwork and its electrical components such as transformers and conduit, are attached to the building through the mortar in between the brick cladding. It is entirely

removable without any damage to the historic brick cladding. In the event of its removal, the essential form and integrity of the historic property and its environment will not be impaired in any way.

a) Proposal Narrative/Bill Graham Civic Auditorium, San Francisco

Architecture is the most psychological of the arts. It defines the approach to work and frames your response to the kinds of meanings you find in it. The appropriation of architecture as part of my work in general derives from its formative dynamic in constructing the meaning of cultural production; in this case, the work addresses the façade of a distinguished public building—repurposed as a concert venue and civic space housing spectacles ranging from political gatherings to sports to cultural events; in short, the auditorium has functioned over the past century as a beloved and democratic arena used by the citizens of San Francisco. Our experience of art begins with a series of relations to interpret, whether we are viewing the façade of a former bunker, or an ancient castle, or a massive ex-industrial space, or a new building by Frank Gehry, or the Louvre, or the façade of this auditorium. The meaning of the work is formed by the differences in the social history of any building's prior use (which is why that building takes the form it takes, and constructs the kind of ambient environment that it does) as well as the cultural meaning that goes with it. Either an artist takes this collective complexity into account critically or these relations are formed for them uncritically. These issues and relations, that is, the full context of art, seemed quite relevant to me as an artist already in the 1960s and determined the kind of work I made.

During the research phase of this project, it became quite evident that it would be a challenge to capture the encyclopedic nature of the uses of this significant building from its inauguration in 1915 as part of the Panama–Pacific International Exposition to the present. The San Francisco Civic Center, where the Bill Graham Civic Auditorium is situated, near City Hall, the State Office Complex and the San Francisco Public Library represent a shared history where politics and culture intersect. The essence of this building along with the historic plaza of which it is part is what I have tried to address in the public artwork I am proposing. The basis of this project is language itself. It is a work that is both a reflection on its own construction as well as on the history and culture of its own location. The structure of this installation has two parts: the etymology of the two words 'Civic' and 'Auditorium' in white neon on the western façade. The work reflects the cultural and social history of the evolution of language itself, how the history of a word demonstrates its relationship to cultures and to social realities quite distinct and disconnected. The word 'Civic' is intricately connected to ideas and ideals of the social, and to the long history of civil rights activism that has taken place (and continues to take place) in the plaza—from the Gay Rights movement to the contemporary activist movement Black Lives Matter. The word 'Auditorium,' on the other hand, is more specific to the building itself, referring to the collective audience assembled by Bill Graham, who found a way, as a concert promoter to not only promote concerts but also community. It is only in the present when a word is used, as it is with a work of art being experienced, that all which comprises the present finds its location in the process of making meaning. Here, in this work, language becomes both an allegory and an actual result of all of which it would want to speak.

b) Maintenance:

Please see attached letter from James Rizzo. NeonLauro is in agreement with this assessment of maintenance requirements.

c) Subcontractors:

Fabrication, crating, and shipping:

NeonLauro 1956
Di Raimondo Piaia
Via Raffaello, 57
C. f. PIARND71C29C957N
P. IVA IT04267250266
T +39 0438 400053/401053
F +39 0438 400185
Email: raimondo@neonlauro.it

Installation:

Neon Works
James Rizzo
967 Grace Avenue
Oakland, CA 94608
T: 510 652 5900
F: 510 652 5903
Email: jrizzo@neonworks.com

Electrical:

TBD

d) Design and Fabrication Schedule:

Fabrication:

Delivery of neon to San Francisco can occur 8 weeks from the date of the first payment of no less than 50% of the total fabrication cost to NeonLauro.

Installation:

3 weeks (15 days total)

Tecnolux coloured diameter 12 mm, cold cathodes neon tubes in crystal glass, hand moulded and shaped following the project received from Studio Kosuth New York. Providing you with the necessary electrodes, UL silicone insulating caps for electrodes, UL High Tension cables, EGL glass supports for neon.
Neon transformers in metallic case patented for outdoor application type IP44 (IMQ marks) 110V Neon transformers: C UL US marks.

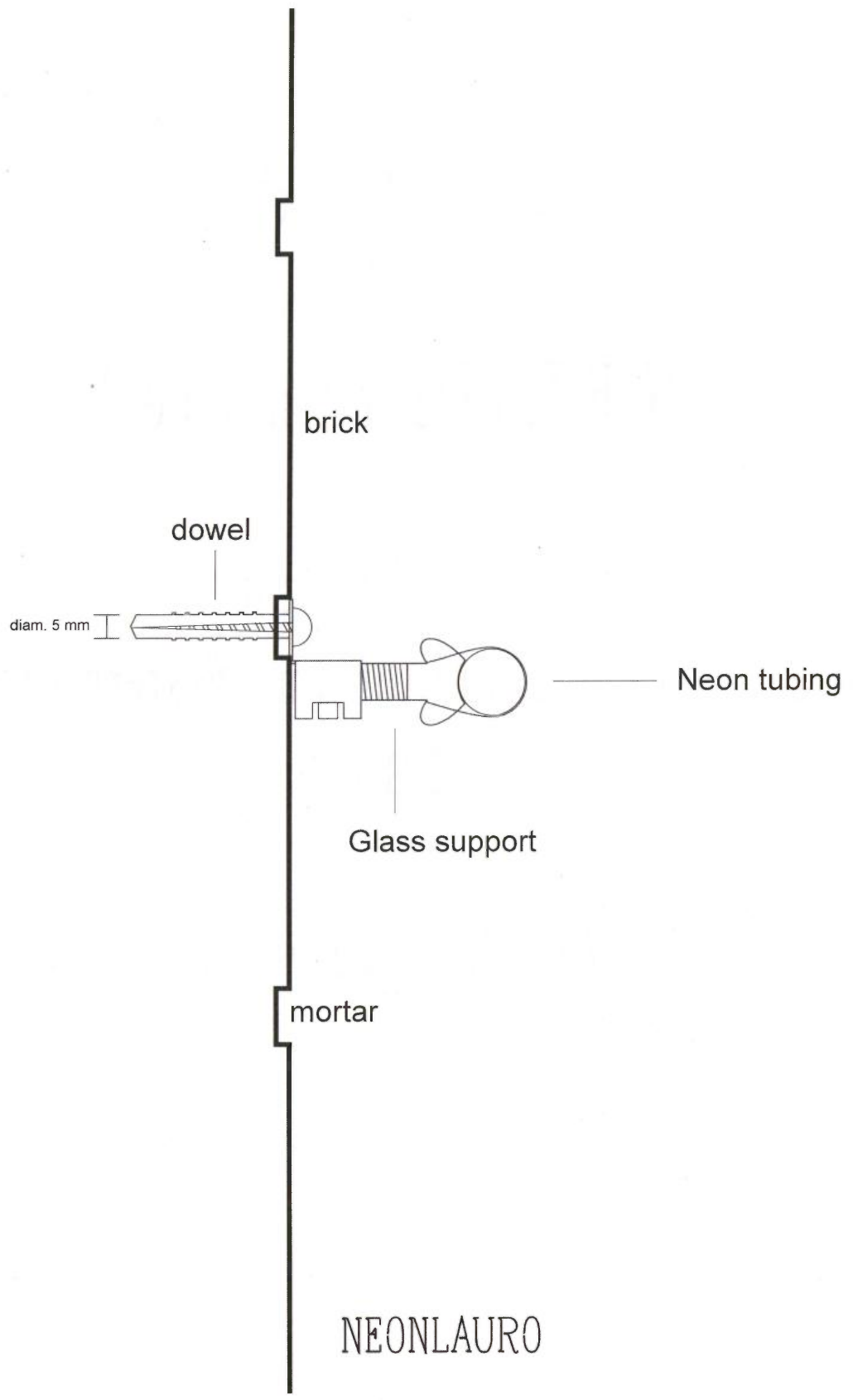
Joseph Kosuth

‘W.F.T. (San Francisco)’

Proposal for the
Bill Graham Civic Auditorium (Western Façade),
2016

Installation Details

Installation Schematic



Glass Support

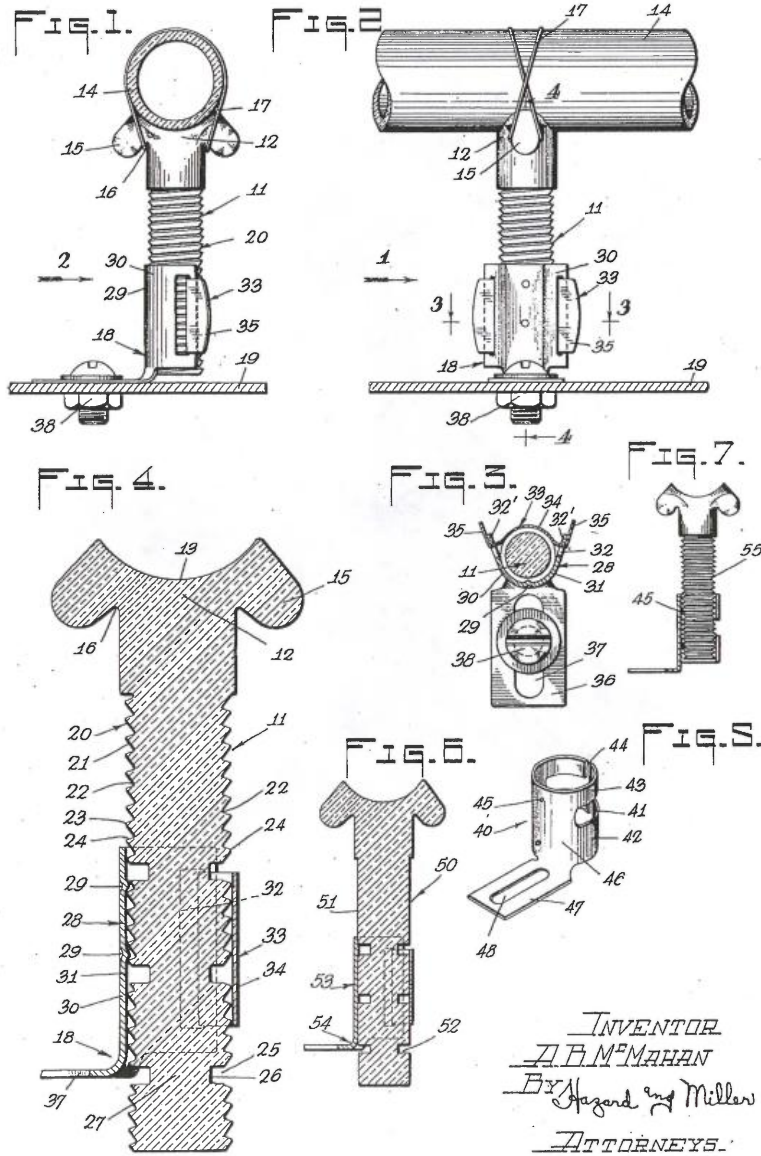


US Patent for the Glass Support from 1936

Jan. 7, 1936.

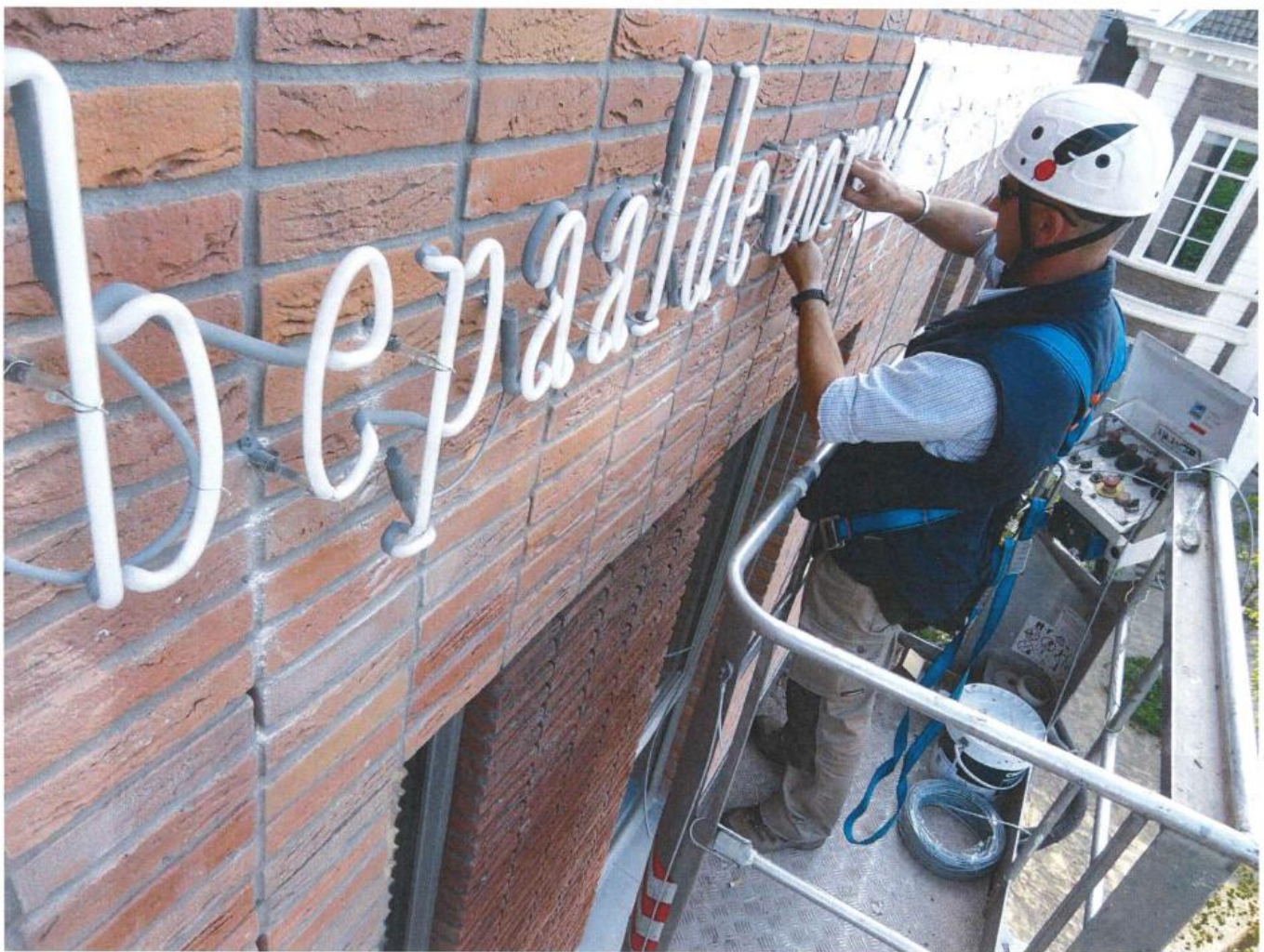
A. B. McMAHAN
NEON TUBE SUPPORT
Filed Feb. 14, 1934

2,026,949

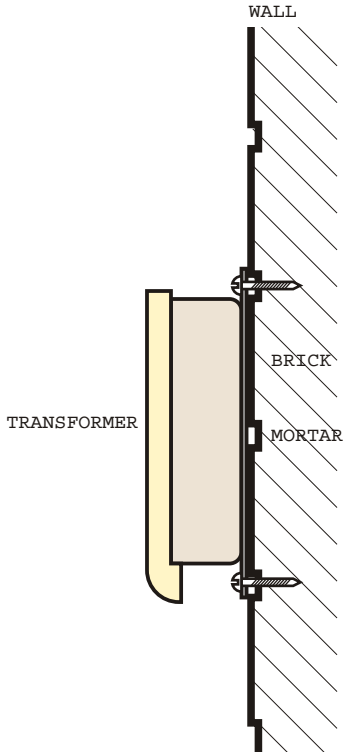


INVENTOR
A. B. McMAHAN
By Hazard and Miller
ATTORNEYS.

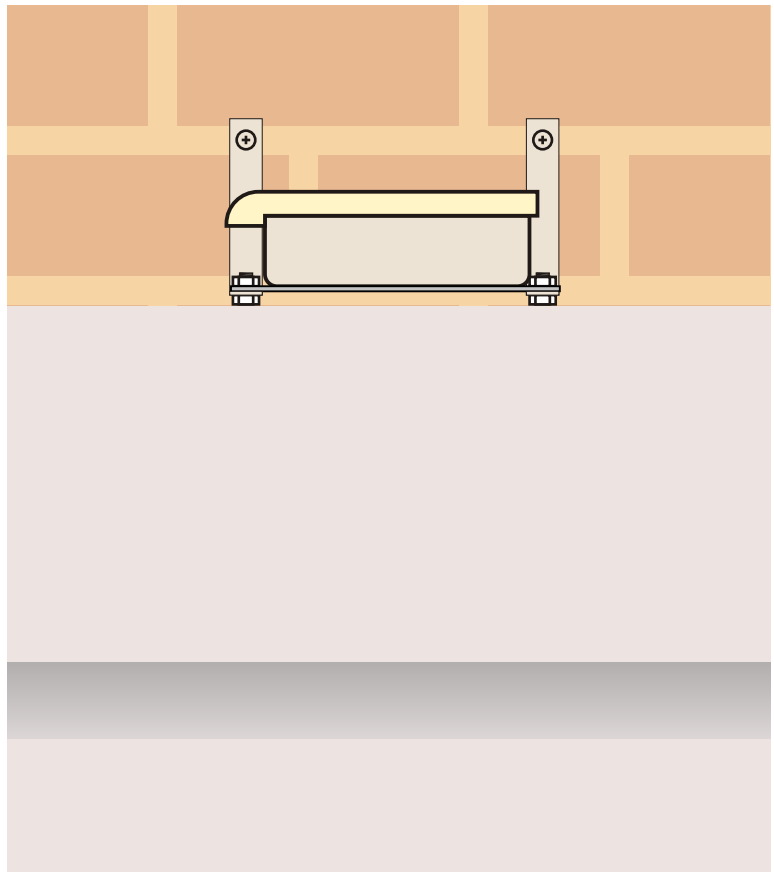
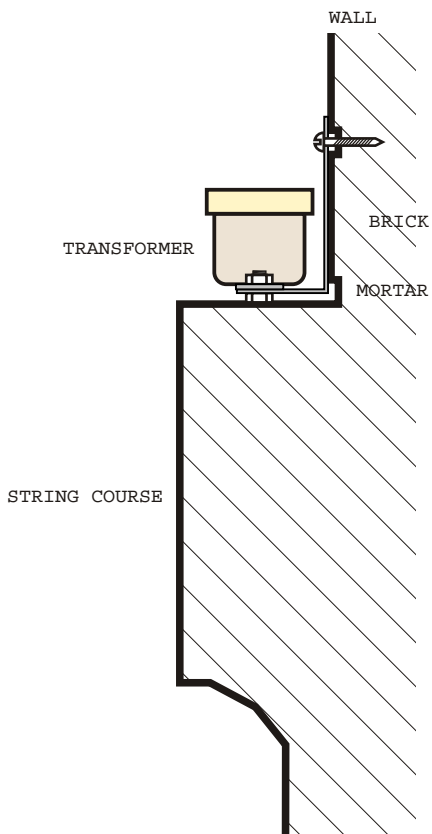
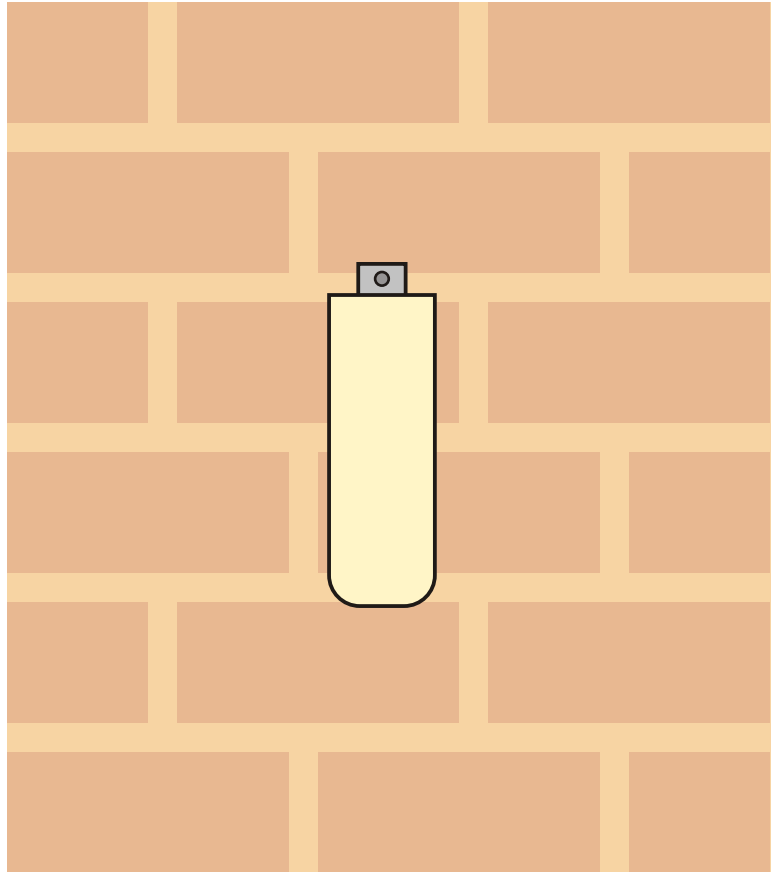
Documentation of a work by Joseph Kosuth
being installed on the façade
of a government building in
The Hague, Netherlands in 2011



SIDE VIEW



FRONT VIEW



Photos of transformer mock-ups installed on site*

*Mock-ups include raceway for transformer along horizontal stone course. After review and consideration, Department staff and project sponsor concurred that the raceway added additional, unnecessary bulk and visibility to the transformers and is not a recommended treatment. It was also agreed that the unpainted color of the transformers allowed it to best match the appearance of the brick—this was particularly true in heavy sun conditions. A painted finish may achieve comparable compatibility under some light conditions, but was then overly distinct and visible in other light conditions.





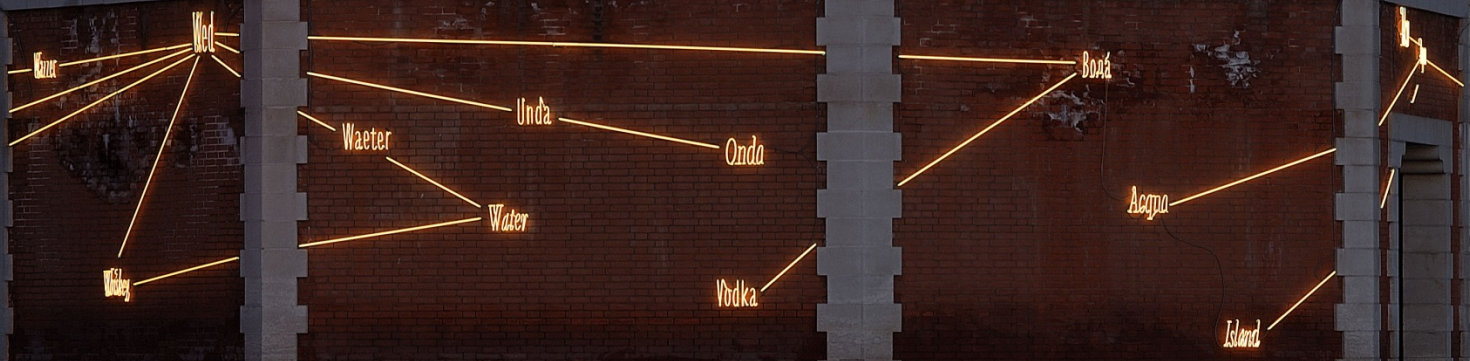






Photos of similar, installed
artwork in Venice, Italy





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s, lakes, and seas

and boils at 100° C, has a maximum density a

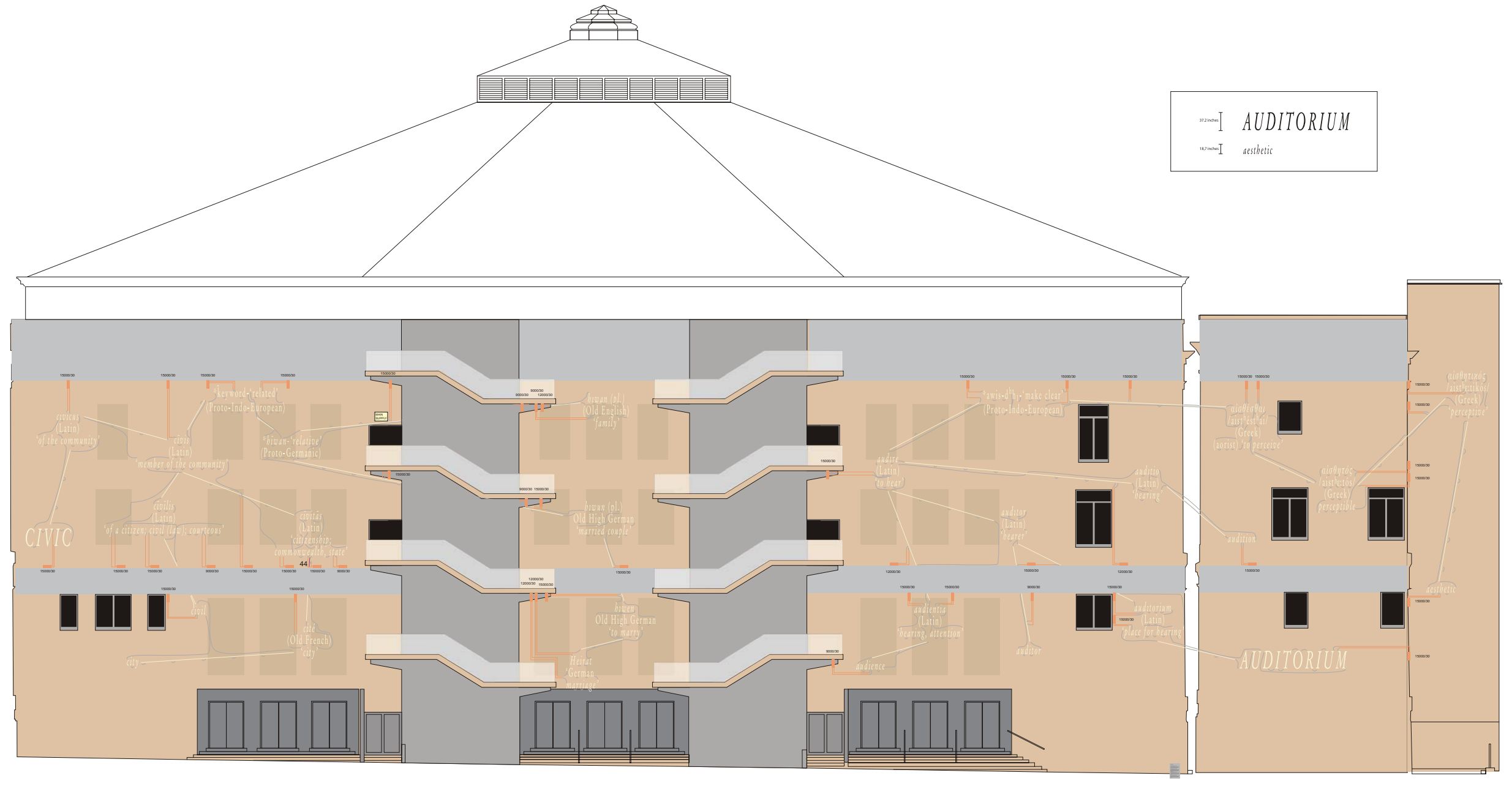


Joseph Kosuth 'W.F.T. (San Francisco)', 2016

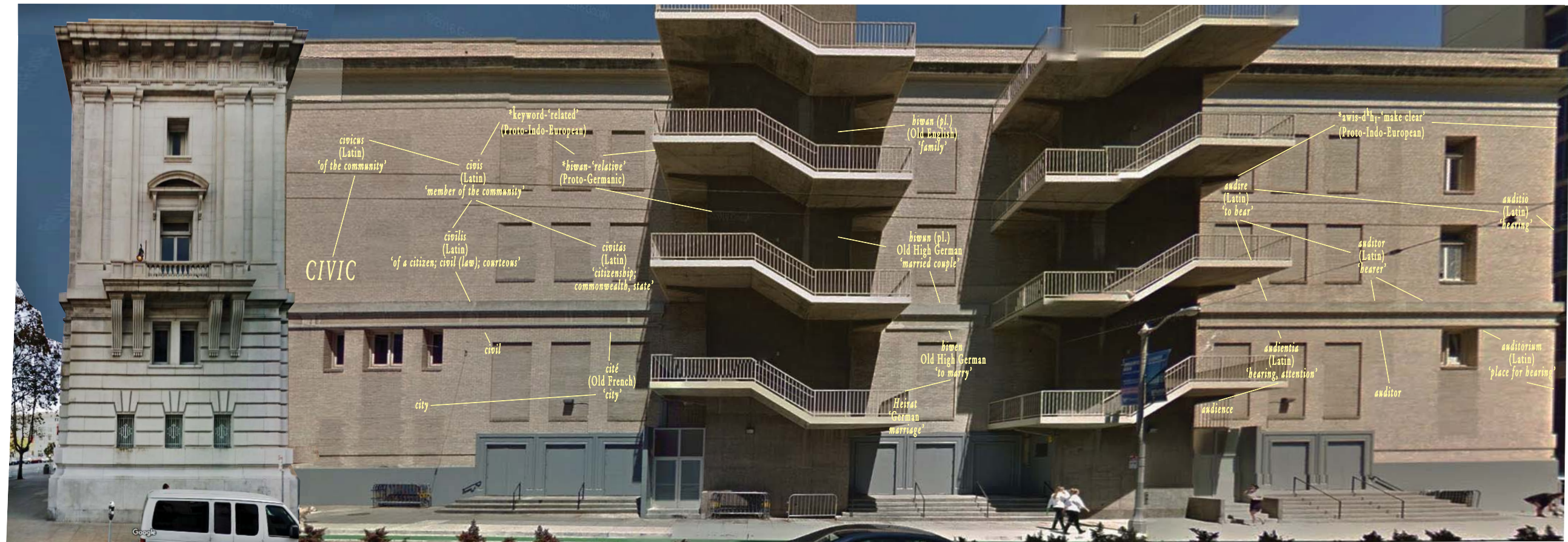
Proposal for the Bill Graham Civic Auditorium (Western Façade)

- H.T. transformer 13x4x4 "
- quantity and type:
- 07 pcs 9000/30 2.3 A 140 W
- 05 pcs 12000/30 3 A 200 W
- 35 pcs 15000/30 3.4 A 230 W
- total 47 pcs 150.1 A 10030 W
- H.T. line: ipothetic metallic or pvc conduits
- bridge: silicon cable

37.2 m [AUDITORIUM
18.7 m [aesthetic



DAY VIEW



NEONLAURO

NIGHT VIEW





Edwin M. Lee, Mayor
Naomi M. Kelly, City Administrator



John Updike
Director of Real Estate

April 26, 2017

Historic Preservation Commission
1660 Mission Street
San Francisco, CA 94103

Re: Letter of Support for a Certificate of Compliance

Dear Members of the Historic Preservation Commission:

This letter will serve to support the application for a Certificate of Compliance from the Historic Preservation Commission being submitted by the Arts Commission for a permanent neon art work to be installed on the western facing facades of the Bill Graham Civic Auditorium. The artwork is designed by world renowned artist Joseph Kosuth. The artist has created similar installations on historic structures dating back to the 15th century in Europe.

The Department of Real Estate has worked closely with the Arts Commission from the project inception. As the City department with jurisdiction over the building, we endorse the artist's design and approve of the use of the building façade for the placement of the artwork based upon our understanding that the method of attachment will not in any way harm the historic fabric of the building as documented in past work in other historical settings that have been provided by the artist.

We believe that the artwork will be a positive addition to the building, enhancing an otherwise nondescript façade through its illumination and design.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Updike".

John Updike
Director, Real Estate

cc: Jill Manton, San Francisco Arts Commission