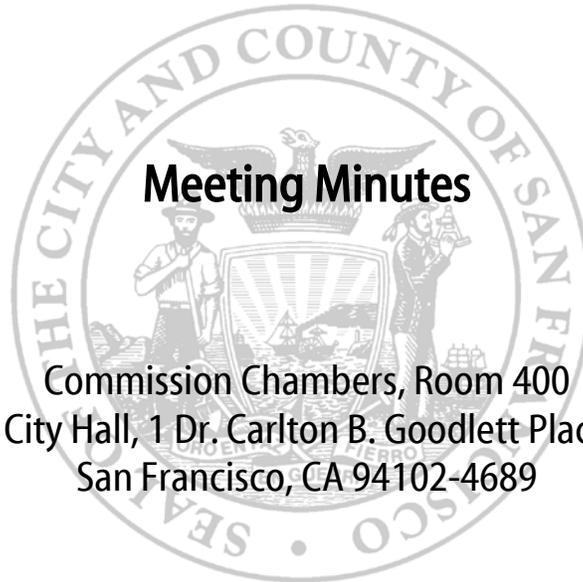


SAN FRANCISCO HISTORIC PRESERVATION COMMISSION



Meeting Minutes

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

Wednesday, March 7, 2018

1:00 p.m.

Architectural Review Committee Meeting

COMMISSIONERS PRESENT: Wolfram, Pearlman, Johnck
COMMISSIONERS ABSENT: Hyland

THE MEETING WAS CALLED TO ORDER BY COMMISSIONER PEARLMAN AT 1:17 PM

STAFF IN ATTENDANCE: Eiliesh Tuffy, Tim Frye – Preservation Officer, Jonas P. Ionin – Commission Secretary

SPEAKER KEY:

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

A. COMMITTEE MATTERS

1. Committee Comments & Questions

Commissioner Pearlman:

We welcome Commissioner Johnck for her first committee meeting today. We figured she's jumping in for a deep and challenging project.

B. REGULAR

2. [2016-016161PTA](#) (E. TUFFY: (415) 575-9191)
120 STOCKTON STREET – located on the east side of Stockton Street, between O’Farrell and Geary streets (District 3). **Review and Comment** by the Architectural Review Committee regarding the proposed façade remodel and 1-story vertical addition to a Category V building in the Kearny-Market-Mason-Sutter Conservation District. The existing, seven-story building was constructed in 1974 as a single-tenant department store. A preliminary historic resource evaluation report identifies the building as a structure under 50 years in age that is not individually eligible for listing on the California Register of Historical Resources. The project would convert the existing building for multi-tenant uses including: Retail, Restaurant, and Office. The exterior alterations are to be reviewed for compatibility with the features of the Conservation District. The corner lot has 137.5 feet of frontage on Stockton Street, 220 feet of frontage on O’Farrell Street, and 42.5 feet of frontage along Security Pacific Place (a narrow dead-end street measuring 34 feet in width). The lot is zoned C-3-R (Downtown Retail) with 80-130-F Height and Bulk District.

Preliminary Recommendation: Review and Comment

SPEAKERS: = Eiliesh Tuffy – Staff report
 + Dan Blatteis – Project presentation
 + Bob Perry – Design presentation
 + Speaker – Destination retail

ACTION: Reviewed and Commented

DEPARTMENT RECOMMENDATIONS AND ARC COMMENTS**1. Massing and Composition**

Recommendation #1: The Department recommends that the project team explore additional articulation of the façade, with two options presented below, to help create stronger vertical and horizontal breaks in its overall composition.

a) Due to the overall length of the O’Farrell Street elevation, which measures 220 feet, the addition of clearer vertical breaks along that expanse in particular would create discreet segments in greater conformance with the character-defining features of the district. A literal interpretation of staff’s recommendation would be to carry some of the relief of pronounced vertical breaks down to the building base in a manner that emphasizes either the building’s central bay(s) or end bays.

ARC Comments:

The Committee did not feel that additional vertical breaks were needed in the overall design of the façade, citing other historic buildings with lengthy street frontages that presented a uniform and regularized façade design.

b) The two- or three-part vertical composition could be further enhanced by creating more pronounced horizontal breaks at the termination of the building base and again at the building’s parapet wall. Sheet 11 of the ARC packet includes an image of the historic Macy’s building’s lower cornice. Rather than an open railing at the 3rd floor, perhaps an extension of the terra cotta cladding material could be explored to help add heft to the visual termination of the building base. Similarly, the top edge of the roofline parapet,

which has an angled return to the window glazing below, could be modified to create a more pronounced shadow line in greater conformance with historic upper-cornice building terminations. The storefront glazing systems could also be installed with a greater setback to create a deeper return at the ground floor piers to help visually anchor the building.

ARC Comments:

The Committee supported staff's recommendation, with the following commentary:

Base

Commissioner Wolfram referred to the Barney's store immediately south of the project site (shown on Page 11 of the sponsor's packet), noting that the adjacent historic building has a strong base, and that in comparison the design of the base in the project proposal felt flimsy. The narrow corner was thought to contribute to that feeling. While the base reads as flush to the property line, the upper floors exhibit more push & pull. More articulation of the solid elements of the base was felt to be needed.

Commissioner Johnck spoke in favor of the overall approach to redesign because a new design would be a vast improvement over the existing structure, but noted that the current design felt top-heavy.

Commissioner Pearlman's following comment was that he believed the 1st floor needed more relief, which would also help counter the "spindly-ness" of the base. Having more three-dimensional piers would help. The corner was mentioned as needing to be more massive, since typically you see double-columns at historic building corners.

Terrace Railing

Commissioner Wolfram agreed with staff's recommendation, observing that the 3rd floor railing perhaps could serve as a belt course. The option of a perforated railing was looked upon favorably.

Commissioner Pearlman did not feel the comparison of the recessed corner to the height of neighboring blade signs was a compelling argument, and commented on the arbitrariness of the cut. He suggested making the guardrail three-dimensional and perhaps pushing it out like a cornice.

Page 11 of the sponsor's ARC packet was referred to, as it showed the strong horizontal break created by the lower cornice on the Barney's building next door.

Elevating the parapet of the base above the terrace level was discussed, with a comment that the top edge should be heavier. Right now the parapet and railing relationship was felt to be a hybrid.

Vertical Building Termination

Commissioner Pearlman noted that photos included in the sponsor's visual compatibility study left off the tops of historic buildings in the district, and that currently the design goes off into space.

How the building is capped was felt to need more work. It was suggested that, because the building currently has no cap – which is a standard feature of the district – the roof parapet could be of the same material and depth but with a slightly different height. The existing sloping sides could perhaps come further forward in a cantilever. The treatment could be subtle, but the top finish of the building needs some recognition.

Recommendation #2. The Department recommends additional massing studies be provided to determine if the vertical addition creates visible rooftop features that are incompatible with the district. As proposed, the project would amount to 51.7% roof coverage through enclosed vertical massing. The remaining 48.3% of open area cited in the packet would be partially covered by pergola structures adjacent to the rooftop restaurant. The proposed setbacks for the rooftop restaurant along the Stockton Street elevation are 20' to the pergola and 27'-5" to the new building wall. Along the O'Farrell Street elevation, the proposed setbacks are 12' to the pergola and 20'-7 1/4" to the new building wall.

ARC Comments:

The Committee did not find issue with the massing of the rooftop addition. The narrowness of the streets in relation to the building scale was felt to make it highly unlikely that the vertical addition would be visible. Commissioner Pearlman notes that, even if a small portion of the rooftop addition could be seen it would read as very distinct.

2. Scale

Recommendation. The Department recommends a reduction of scale at the building's pedestrian-facing ground floor level. Refinement of the storefront system's human-scale details will need to be further developed in advance of the project's review by the Historic Preservation Commission. The packet's inclusion of the framed storefront portals within the ground floor display windows at Barney's – while approved prior to the district's current design guidelines – is successful in its creation of a horizontal datum line set lower down in the structural bay, achieving that human scale.

ARC Comments:

Barney's (77 O'Farrell St.), as illustrated on Page 11 of the sponsor's packet, was again cited by the Committee members in discussions about the scale of ground floor elements. The storefronts of the new façade design require more scalable elements, rather than unobstructed glass up through the 2nd floor. The 2nd-level mullions were felt to lend verticality to the fenestration at the base. A visible edge to the storefront frame was desired in the detailing of how the storefront system holds the glass.

Awnings were discussed as one of the potential means of adding refinements of a human scale, which could also serve as a signage attachment point.

3. Materials and Colors

ARC Comments:

The proposed use of clear glass and a light-colored terra cotta cladding for the new façade is compatible with the character-defining materials and colors found throughout the district.

4. Detailing and Ornamentation.

Recommendation. The Department recommends further study of the intermediate horizontal breaks in the building base. The 3rd floor railing should be better integrated into the design of the terra cotta cladding at that location and the storefront systems should incorporate a lower horizontal datum point, such as a break between the main display area and a transom level to help achieve a more human-scaled design at the pedestrian level.

ARC Comments:

Some of the comments regarding architectural details were addressed in the Committee's discussion about the building base and 3rd floor railing. Please refer to those sections for comment.

The storefronts of the new façade design require more scalable elements, rather than unobstructed glass up through the 2nd floor.

5. Signage.

While not part of this review, tenant branding and signage will be reviewed at the staff level for design and transparency requirements as part of the creation of a comprehensive signage program for the building.

ADJOURNMENT - 2:21 PM

ADOPTED APRIL 18, 2018