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DATE: October 4, 2017

TO: Architectural Review Committee of the Historic Preservation Commission

FROM: Jørgen G. Cleemann, Preservation Planner, (415) 575-8763
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REVIEWED BY: Pilar LaValley, Acting Senior Preservation Planner, (415) 575-9084

RE: **Review and Comment for 10 South Van Ness**
Preservation Alternatives for Draft EIR
Case No. 2015-004568ENV

The Planning Department ("Department") and the Project Sponsor ("Sponsor") are requesting review and comment before the Architectural Review Committee (ARC) regarding the proposed Preservation Alternatives for the project at 10 South Van Ness Avenue ("the Project").

On March 18, 2015, the Historic Preservation Commission adopted Resolution No. 0746 (attached) to clarify expectations for the evaluation of significant impacts to historical resource and the preparation of preservation alternatives in Environmental Impact Reports. Although the resolution does not specify ARC review of proposed preservation alternatives, the HPC, in their discussions during preparation of the resolution, expressed a desire to provide feedback earlier in the environmental review process – prior to publication of the Draft EIR – particularly for large projects. In response to the resolution, the subject Project is being brought to the ARC for feedback as the Department and Project Sponsor develop preservation alternatives to address the anticipated significant impact to the individual historical resource at 10 South Van Ness Avenue.

The Planning Department is in the process of preparing an Initial Study and Environmental Impact Report (EIR) to evaluate the related physical environmental effects of the proposed project. The proposed Preservation Alternatives are being brought to the ARC for comment prior to inclusion in the Draft EIR. The Draft EIR will be released for public review in early 2018. A hearing to receive the HPC's comments on the Draft EIR will occur in the spring of 2018.

BUILDINGS AND PROPERTY DESCRIPTION

10 South Van Ness Avenue is a two- and three-story, stucco-clad, reinforced concrete building occupying a roughly triangular 48,199 sq. ft. lot bounded by Market Street to the north, South

Van Ness Avenue to the east, and 12th Street to the south and west. This lot is located within the portion of the Market and Octavia Area Plan that the Planning Department is studying in the Market Street Hub Project (a.k.a. "the Hub"), which seeks to capitalize on current opportunities and analyze the potential for zoning and policy refinements that will better ensure that the area's growth supports the City's goals for housing, transportation, the public realm, and the arts.[1] The subject property is located within the Downtown General Commercial District and is split between a 120-R-2 Height and Bulk District (closer to Market Street) and a 120/400-R-2 Height and Bulk District (to the south). The entire building is currently occupied by a car dealership and maintenance center.

The subject building has an irregular plan shape and comprises two distinct sections that correspond to its historical phases of construction (see below). The northern section is two stories in height with a rectangular third-story penthouse closer to the northwest corner of the lot. The southern section is also two stories, but shorter overall than the northern section due to the slope of the street and lower floor-to-ceiling heights. A rigid armature supporting opaque mesh screens and business signage has been installed over the second-story bays for the entirety of the building's Market Street and South Van Ness Avenue facades, and most of the northern section along 12th Street.

Northern Section

At the ground story, the northern section features large storefront bays set between stucco-clad piers. All bays have been infilled with modern metal-and-glass storefront systems, although a number of historic transom windows remain behind the mesh screens and signage overhanging from the second story. The primary entrance to the dealership section of the business is located at the chamfered northeast corner. A historic entry on Market Street has been infilled with plywood. The ground-story bays on 12th Street contain a variety of storefronts, vehicular and pedestrian openings, and sections of blank wall. Behind the mesh screens and signage, the second story contains one multi-light casement window in each bay. The third-story penthouse has plain stucco walls with window openings near the base. Fragments of the original Spanish Colonial Revival-style ornamentation are visible in the form of a profiled beltcourse separating the first and second stories, a profiled cornice at the second story, applied ornament on the faces of the piers below the beltcourse and the cornice, and a curved gable over the historic Market Street entry. The second-story has a flat roof, and the third-story has a slightly bowed roof.

On the interior, the first floor of the northern section is divided into three major spaces: the auto showroom to the north, an automotive servicing area to the south, an enclosed stair hall leading to the second floor (corresponding to the area on the exterior under the curved gable on Market Street). The automotive showroom has an open plan interspersed with structural columns. The minimal fixtures and finishes are modern, consisting of areas of carpet and imitation hardwood flooring, light fixtures, and partitions. The automotive servicing area is similarly minimal, but features concrete floors for vehicle parking and maneuvering. The enclosed stair hall—corresponding to the entry vestibule and ticketing area for the historic second-floor event space (see "Site History," below)—has been partitioned to include an office

[1] "The Hub" is a historical nickname for this neighborhood that likely derives from the convergence of streetcar lines carrying people from outlying neighborhoods to downtown San Francisco.

space. Toward the rear (south), there is a prominent doubled-back stair with stone treads (covered with a runner) and a decorative metal bannister.

The stair leads to a second-floor landing containing two doors. One of these doors leads to a modern office space, and the other leads to an automobile servicing area. The servicing area—the former ballroom/event space (see "Site History," below)—consists of a large, open area surrounded by decorative arch openings. On three sides, there are decorative vents over the arches that admit light and air. The servicing area is mostly a double-height space; this extra height accounts for the apparent third-story visible from the exterior. Utilitarian fluorescent lights and large pieces of automotive servicing equipment have been installed throughout the space. A decorative fixture hangs from the center of the ceiling.

Southern Section

The southern section of the building is similar to the northern section, with a regular rhythm of bays separated by protruding pilasters. In contrast to the northern section, however, the first-story bays of the southern section contain a variety of different types of infill, including sections of wall with punched window openings and pedestrian doors and full-width vehicular openings with roll-down gates. The surviving windows are industrial-style steel multi-light sash. In many places, the windows have been blocked or painted over. At the second story, each bay contains three such windows. The second-story openings are covered by the mesh and signage armature on the Van Ness elevation and the short, chamfered southern elevation, but are exposed on the 12th Street elevation. The ornamentation of the southern section is somewhat less elaborate than the northern section, consisting of profiled bases on the pilasters, a simple band course between the first and second stories, and a simple cornice at the top of the wall.

On the interior, the southern section is strictly utilitarian, consisting entirely of vehicle parking and servicing areas interspersed with structural columns. The roof is also used for auto parking. A ramp connects all floors, and wall openings facilitate circulation with the northern section.

Additional description of the existing building can be found in the attached Historic Resources Evaluation, Part 1, prepared by SWCA Environmental Consultants/Turnstone.

Site History

The northern section of 10 South Van Ness was constructed in 1926/27 to the designs of Clarence C. Tantau. On the original building permit application, owners B.F. Schlesinger and Herbert and Mortimer Fleishhacker stated that the building would house "stores and a dancehall." A month later, Schlesinger filed a permit for the southern section, which would house a garage. The southern section was designed by architect Perseo Righetti.

As originally designed and built, the northern section of the building featured a prominent canopy and marquee over the original Market Street entry. This entry led to the "El Patio" ballroom, which occupied the current automobile servicing area on the second floor. El Patio remained in the space until the early 1960s, when it became the Carousel Ballroom. In 1968, prominent San Francisco music promoter Bill Graham assumed control of the ballroom and renamed it the "Fillmore West." Under this moniker, the former ballroom became a popular venue for rock, jazz, blues, and soul concerts. The Fillmore West closed in 1971.

The ground-floor portions of the northern section, originally partitioned into as many as eight separate stores, were gradually combined into a single automobile showroom. The southern section of the building has always been a garage.

The building has undergone numerous alterations since it was first constructed. The most significant of these was the addition of the southern section. Otherwise, one of the most common sorts of alterations was the addition and removal of signs. There have also been a large number of interior alterations. These alterations are detailed in the appended Historic Resource Evaluation (dated September 2016).

CEQA HISTORICAL RESOURCE(S) EVALUATION

The subject property is considered a Known Historic Resource, having been evaluated a Historic Resource Evaluation (HRE) prepared by SWCA Environmental Consultants/Turnstone, and dated September 2016. This HRE found the building at 10 South Van Ness Avenue to be eligible for individual listing in the California Register of Historical Resources under Criterion 1 (Events) for its association with the Fillmore West concert venue, and under Criterion 2 (Persons) for its association with prominent San Francisco music promoter Bill Graham. The period of significance for the subject property extends from 1968-1971. The planning department concurred with these findings in a Preservation Team Review (PTR) Form dated November 16, 2016.

Following the issuance of the PTR form in November 2016, the Planning Department clarified that only the northern section of the building, containing the historic ballroom, is significant. Since there is no evidence that the music venue extended into or related to the southern portion of the building in any way during the period of significance (1968-1971), and since the southern portion of the building represents a separate phase of construction that is visually distinct from the main building volume and has not acquired significance over time, the Department determined that the southern section of the building does not contribute to the building's significance.

INTEGRITY

The Department concurs with SWCA's finding that, although the subject building has been modified, it does retain sufficient integrity to convey its association with the historic concert venue and music promoter. Specifically, it retains integrity of location, design, setting, and association.

See the attached Historic Resource Evaluation Report for further details regarding building integrity.

CHARACTER-DEFINING FEATURES

Character-defining features of 10 South Van Ness Avenue are listed below:

Exterior

- Reinforced concrete construction
- Corner siting and orientation, facing intersection of Market Street and South Van Ness Avenue, with no landscape setbacks
- Irregularly shaped building plan
- Spanish Colonial Revival-influenced ornament and detailing

- Decorative pilasters dividing bays
- Symmetrical design composition
- Varied massing, primarily two stories, with a third-story penthouse on the west
- Repeating, rhythmic bays, separated by attached piers with ornamental detailing
- Metal grouped, and multi-light windows, casements, and transoms.

Interior Features

- Interior circulation from downstairs to ballroom entrance (original)
- Open plan of the former ballroom
- Concrete floors
- Doubled-back stairway
- Decorative metal bannister leading upstairs to the former ballroom
- Elaborate, decorative arch motif encircling the former ballroom
- Office spaces, accessed off stairwell via single wooden doors

The Department concurs with the character-defining features identified by SWCA Environmental Consultants/Turnstone, and adds the clarification regarding the exclusion of the southern portion of the building.

PROJECT AND PROJECT VARIANT DESCRIPTION

Due to a potential increase in the allowable height on the subject parcel, this document contains descriptions of preservation alternatives for both the project and project variant. Should the height increase be approved, the consideration of a variant in this and other documents related to the Environmental Impact Report will allow the sponsor to pursue the taller proposal without having to restart the environmental review process.

Project Description

The proposed project at 10 South Van Ness would demolish the existing 91,088 square feet, two- to three-story building and construct two new mixed-use residential buildings encompassing a combined total of 1,071,095 square feet, divided into 935,745 square feet of residential space (984 units), 30,350 square feet of retail and/or commercial space, and 102,000 square feet of parking. The two separate structures would fill the current parcel, but would be divided by a new east-west mid-block passage to provide access between South Van Ness Avenue and 12th Street. The new buildings would both be 41 stories tall and 400 feet in height (420 feet total, inclusive of roof screens and elevator penthouses).

For additional information about the proposed project, please see the attached project plans.

Project Variant Description

The proposed Project Variant (also known as the single tower project variant) would demolish the existing building and construct one new mixed-use building encompassing 1,072,989 square feet, divided into 935,250 square feet of residential space (984 units), 30,450 square feet of retail and/or commercial space, and 101,992 square feet of parking. The building would fill the entire lot, but would be divided at the ground and second floors by a new north-south mid-block passage to provide access between Market Street and 12th Street. The building would be 55 stories tall and 590 feet in height (610 feet total, inclusive of elevator penthouses).

For additional information about the proposed project, please see the attached project plans.

PROJECT AND PROJECT VARIANT IMPACTS

Because they will result in the complete demolition of the existing building, which has been determined individually eligible for listing in the CRHR, the project and project variant will result in a significant impact to an identified historic resource.

PRESERVATION ALTERNATIVES - PROJECT

As the proposed project is anticipated to result in a significant impact on a historical resource due to demolition, the EIR will consider alternatives to the project. Alternatives considered under CEQA do not need to meet all project objectives; however, they should fully preserve the features of the resource that convey its significance while still meeting most of the basic objectives of the project. The project objectives are attached.

Department staff and the project team have identified the following preservation alternatives: No Project Alternative, Full Preservation Alternative, and Partial Preservation Alternative. The Full and Partial Preservation Alternatives are depicted in the attached plan and massing studies.

No Project Alternative

The no project alternative would not include new construction or any demolition. The building at 10 South Van Ness Avenue would remain; it is currently still occupied by a car dealership. This no project alternative would not result in a significant impact to historic resources.

Full Preservation Alternative

The full preservation alternative would retain the entire historic northern section of the subject building in its entirety, and would thereby retain all exterior and interior character-defining features. The southern section would be demolished and a new 41-story, 400-feet-tall building would be constructed in its place. A mid-block alley would separate the new building from the historic building. The new building would include 435,400 gross square feet of residential space (434 units) and 47,900 gross square feet of below-grade parking (239 spaces).

The existing historic northern section of the building would be rehabilitated in conformance with the Secretary of the Interior's Standards. The second-floor ballroom/concert venue would be retained in its current, open configuration. Because it is not suitable for residential conversion, the entire building would be devoted to commercial use. This, combined with the ground-floor commercial space in the new building, would create a combined total of 64,900 square feet of commercial space.

This Full Preservation Alternative meets or partially meets some of the objectives of the project.

Partial Preservation Alternative

The partial preservation alternative for the project would demolish the entire non-contributing southern section of the building and the interior structure of the contributing northern section of the building. The only historic elements that would be retained would be the three historic

facades of the contributing northern section. Two new buildings would be constructed on the site. In the northern section of the site, the new building would be set back between twenty and sixty feet before rising from behind the fragments of historic façade. Both buildings would be 41-stories and approximately 400-feet-tall. A partially bridged mid-block alley would separate the two buildings. The two buildings would have a combined total of 707,600 gross square feet of residential space (713 units), 31,400 square feet of commercial space, and 73,500 square feet of below-grade parking (367 spaces).

Under this Partial Preservation Alternative, all of the subject building's character-defining interior features would be removed, including the ballroom/concert space. The retained facades would be restored to the extent possible.

This Partial Preservation Alternative meets or partially meets many of the objectives of the project.

PRESERVATION ALTERNATIVES – PROJECT VARIANT

As the proposed project variant is anticipated to result in a significant impact on a historical resource due to demolition, the EIR will consider alternatives to the project. Alternatives considered under CEQA do not need to meet all project objectives; however, they should fully preserve the features of the resource that convey its significance while still meeting most of the basic objectives of the project. The project objectives are attached.

Department staff and the project team have identified the following preservation alternatives: No Project Alternative, Full Preservation Alternative, and Partial Preservation Alternative. The Full and Partial Preservation Alternatives are depicted in the attached plan and massing studies.

No Project Alternative

The no project alternative would not include new construction or any demolition. The building at 10 South Van Ness Avenue would remain; it is currently still occupied by a car dealership. This no project alternative would not result in a significant impact to historic resources.

Full Preservation Alternative

The full preservation alternative would retain the entire historic northern section of the subject building in its entirety, and would thereby retain all exterior and interior character-defining features. The southern section would be demolished and a new 55-story, 590-feet-tall building would be constructed in its place. A mid-block alley would separate the new building from the historic building. The new building would include 619,900 gross square feet of residential space (605 units) and 65,000 gross square feet of below-grade parking (325 spaces).

The existing historic northern section of the building would be rehabilitated in conformance with the Secretary of the Interior's Standards. The second-floor ballroom/concert venue would be retained in its current, open configuration. Because it is not suitable for residential conversion, the entire building would be devoted to commercial use. This, combined with the ground-floor commercial space in the new building, would create a combined total of 64,400 square feet of commercial space.

This Full Preservation Alternative meets or partially meets some of the objectives of the project.

Partial Preservation Alternative
The partial preservation alternative for the project would demolish the entire non-contributing southern section of the building and the interior structure of the contributing northern section of the building. The only historic elements that would be retained would be the three historic facades of the contributing northern section. Two new buildings would be constructed on the site. In the northern section of the site, the new building would be set back between twenty and seventy-five feet before rising 120 feet from behind the fragments of historic façade. The southern building would be 55-stories and approximately 590-feet-tall. A partially bridged mid-block alley would separate the two buildings. The two buildings would have a combined total of 770,300 gross square feet of residential space (765 units), 28,100 square feet of commercial space, and 78,400 square feet of below-grade parking (392 spaces).

Under this Partial Preservation Alternative, all of the subject building's character-defining interior features would be removed, including the ballroom/concert space. The retained facades would be restored to the extent possible.

This Partial Preservation Alternative meets or partially meets many of the objectives of the project.

REQUESTED ACTION
Specifically, the Department seeks comments on the adequacy of the proposed Preservation Alternatives.

ATTACHMENTS
- HPC Resolution No. 0746
- Historic Resource Evaluation – Part 1, prepared by SWCA Environmental Consultants/Turnstone (dated September 2016)
- Preservation Team Review Form (dated November 16, 2016), prepared by the San Francisco Planning Department
- 10 South Van Ness Project Objectives
- 10 South Van Ness Avenue Preservation Alternatives Report (dated September 19, 2017), prepared by Page & Turnbull
- Comparison of Preservation Alternatives and Graphics Package, prepared by Sitelab Architecture + Design
- Notice of Preparation of an Environmental Impact Report and Public Scoping Meeting

SAN FRANCISCO
PLANNING DEPARTMENT

Historic Preservation Commission
Resolution No. 0746

HEARING DATE: MARCH 18, 2015

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ADOPTION OF A POLICY STATEMENT TO CLARIFY HISTORIC PRESERVATION COMMISSION EXPECTATIONS FOR THE DEVELOPMENT AND EVALUATION OF PRESERVATION ALTERNATIVES IN ENVIRONMENTAL IMPACT REPORTS FOR THE PURPOSES OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.

WHEREAS, the loss of historical resources through demolition or adverse impacts from alteration should be avoided whenever possible and historic preservation should be used as a key strategy in achieving the City's environmental sustainability goals through the restoration, rehabilitation, and adaptive reuse of historic buildings; and

WHEREAS, an environmental impact report (EIR) is required under the California Environmental Quality Act (CEQA) when proposed projects would cause a significant impact to historical resources that cannot feasibly be mitigated to a less-than-significant level; and

WHEREAS, an EIR is integral to providing the public and decision-makers with an in-depth review of a project's environmental impacts, feasible mitigation measures, and alternatives that would reduce or eliminate those impacts; and

WHEREAS, the requirement of CEQA to consider alternatives to projects that would entail significant impacts to historical resources, either through demolition or other alterations, is an opportunity for analysis and consideration of the potential feasibility of accomplishing a project while reducing significant environmental impacts to historic resources; and

WHEREAS, the EIR process is an opportunity for members of the public to participate in the development and consideration of alternatives to demolition and project proposals that would result in significant impacts to historical resources; and

WHEREAS, CEQA requires that an EIR describe a range of reasonable alternatives to the project that would feasibly attain most of the basic objectives of the project; would avoid or substantially lessen any of the significant effects of the project; and evaluate the comparative merits of the alternatives; and

WHEREAS, when an EIR studies a potentially feasible alternative to demolition of an historical resource, the lead agency and the public have the opportunity to discuss and consider changes or alternatives to the project that would reduce or eliminate its impact to historical resources; and

WHEREAS, the Historic Preservation Commission (HPC) supports the Planning Department's efforts to provide a robust consideration of preservation alternatives in EIRs to satisfy the requirements of CEQA; and

WHEREAS, the Planning Department, acting as the CEQA lead agency for projects in the City and County of San Francisco, distributes draft EIRs for public review generally for a period of 45 days; and

WHEREAS, the Planning Commission conducts public hearings on draft EIRs during the public review period to solicit public comment on the adequacy and accuracy of information presented in the draft EIRs; and

WHEREAS, the HPC has the authority to review and provide comments to the Planning Department on draft EIRs for projects that may result in a significant impact on historical resources; and

WHEREAS, the HPC conducts public hearings on such draft EIRs during the public review period for the purpose of formulating the HPC's written comments, if any, to be submitted to the Planning Department for response in Responses to Comments documents;

WHEREAS, the Planning Department prepares Responses to Comments documents in order to respond in writing to comments on environmental issues provided orally and in writing during the draft EIR public review period; and

Now therefore be it RESOLVED that the Commission hereby ADOPTS the following policy to clarify its expectations for the evaluation of significant impacts to historical resources under CEQA in EIRs under its purview as identified in Section 4.135 of the City Charter:

1. **Preservation Alternatives**. If a proposed project would result in a significant impact on historical resources due to demolition or alteration of an historical resource, the EIR should consider an alternative to the proposed project. Alternatives considered under CEQA do not need to meet all project objectives; however, they should fully preserve the features of the resource that convey its historic significance while still meeting most of the basic objectives of the project.

   The analysis of historical resources impacts in the EIR should clearly distinguish between impacts to individually significant resources (which should be reviewed for their impact to the resource itself) and impacts to contributory resources within a historic district (which should be reviewed for their impacts to the historic district as a whole).

2. **Partial Preservation Alternatives**. The HPC recognizes that preservation options for some project sites and programs may be limited. For this reason, it may be appropriate for the EIR to include analysis of a Partial Preservation Alternative that would preserve as many features of the resource that convey its historic significance as possible while taking into account the potential feasibility of the proposed alternative and the project objectives.

   In many cases, retention of a historic facade alone may not eliminate or sufficiently reduce a significant impact for CEQA purposes. Therefore, facade retention alone generally is not an appropriate Partial Preservation Alternative. However, depending on the particular project, and in combination with other proposed features, retaining a facade facing the public right-of-way and incorporating setbacks to allow for an understanding of the overall height and massing of the historic resource may be a useful

feature of a Partial Preservation Alternative on a case-by-case basis as part of the preparation of the Draft EIR.

3. **Labeling of Alternatives.** An alternative should be labeled a "Preservation Alternative" only if it would avoid a significant impact to the historical resource. An alternative that would result in a reduced, but still significant, impact to the historical resource is more appropriately labeled a "Partial Preservation Alternative."

4. **Graphic Materials and Analysis Included in the EIR.** The detailed description of all preservation alternatives should include graphic representations sufficient to illustrate adequately the features of the alternative(s), especially design elements that would avoid or lessen the significant impact to the historical resource. The graphic representations may include legible plans, elevations, sections determined sufficient to adequately depict the scope of the alternatives, and renderings.

5. **Written Analysis Included in the EIR**. The EIR should include a detailed explanation of how the preservation alternative(s) were formulated, as well as other preservation alternatives that were considered but rejected.

6. **Distribution of Documents to the HPC**. The HPC requests that the Planning Department distribute draft EIRs for projects that would result in a significant impact to historical resources to the HPC at the start of the public review period. In addition, the HPC requests that the Planning Department distribute background studies pertaining to the EIR's evaluation of historical resources, such as historic resources evaluations, historic resource evaluation responses, and preservation alternatives memoranda, to the HPC at the same time as the draft EIR distribution.

7. **Presentation before the HPC.** During the HPC's hearing to formulate written comments, if any, on the draft EIR, the HPC requests a presentation highlighting information contained within the draft EIR regarding the analysis of historical resources. Planning Department staff should lead the presentation and ensure that it outlines the following information:

    a. The eligibility and integrity of those resources identified and under study within the EIR;
    b. A summary of the potential impacts to the historical resources identified in the EIR; and,
    c. An explanation of the formulation of the preservation alternative(s) and the potential feasibility of the proposed alternative(s) relative to the project objectives.

    Should the HPC identify the need for substantial clarification, elaboration, or correction of information contained within the draft EIR, the HPC will provide comments in writing to the Planning Department for response in the Responses to Comments document; the Planning Department generally will not respond at the HPC hearing.

The HPC will remind the public of the Planning Commission hearing dates and public review periods for draft EIRs brought before the HPC and will clarify public comments at HPC hearings will not be considered as official comments on draft EIRs, nor will they be responded to in Responses to Comments documents.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on March 18, 2015.

Jonas P. Ionin

Commission Secretary

AYES: K. Hasz, A. Wolfram, A. Hyland, J. Pearlman, D. Matsuda, R. Johns

NAYS:

ABSENT: E. Jonck

ADOPTED: March 18, 2015

Part I Historic Resources Evaluation
Final Version

10 South Van Ness Avenue
(2015-004568ENV)
City and County of San Francisco, California

Prepared for:

10 SVN, LLC, San Francisco, California

Prepared by:

SWCA Environmental Consultants/Turnstone

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September 2016

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APPENDICES

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EXECUTIVE SUMMARY

This historic resources evaluation was commissioned by 10 SVN, LLC, for the property located at 10 South Van Ness Avenue (subject property), at the southwest corner of Market Street and South Van Ness Avenue. Located within the Market and Octavia Neighborhood Area Plan, the property spans the addresses 10-50 South Van Ness Avenue and 1535-1599 Market Street. The existing two- and three-story property occupies a large, triangular-shaped parcel and spans 91,088 square feet of office and retail space. Current uses include retail automobile sales offices with accessory office uses. The proposed project envisions demolishing this building and constructing a new multi-story (up to 40 stories high) mixed-use residential building. The proposed new building would include dwelling units, parking spaces, and commercial space along Market Street and South Van Ness Avenue.

In the past decade, the subject property has been evaluated on two occasions: (1) in 2006/2007, as part of the Market and Octavia Area Plan Historic Resource Survey; and, (2) in 2009/2010 as part of the *Van Ness Auto Row Support Structures Historic Resources Survey*. Previous evaluations and findings are summarized in Section I of this report.

Per the guidance provided by the San Francisco Planning Department, the current evaluation weighs potential significance under CRHR Criteria 1 and 2, with a focus on the property's history as a dancehall and music venue. In particular, the evaluation focuses on the property's potential eligibility for the California Register of Historical Resources (CRHR), as the location of the Fillmore West music hall and rock venue.

Based on the research and analysis carried out for this study, 10 South Van Ness Avenue appears eligible for the CRHR under Criterion 1, for its association with the internationally celebrated and iconic Fillmore West. In San Francisco and throughout the United States, the counterculture art and spirit of 1960s-era San Francisco was embodied in the Fillmore West.

While Bill Graham's earlier Fillmore Auditorium is extant in the Western Addition, the history of the Fillmore West and its importance in San Francisco's sociocultural history, as well as American rock music and culture, are singular.[1] The period of significance is 1968 to 1971.

The property also appears eligible under Criterion 2 for its direct association with music promoter, impresario, and Fillmore West founder Bill Graham. The period of significance is 1968 to 1971. The complete evaluation is presented below.

In accordance with the integrity thresholds for CRHR eligibility, the property retains integrity of location, design, setting, and association and continues to convey the reasons for its significance. This finding is based on a consideration of the rareness of the resource and its sociocultural (rather than architectural) significance, as the location of the Fillmore West and as the creation of San Francisco music promoter and impresario Bill Graham. The retention of integrity is also based on the presence of extant (though currently covered) character-defining features on the exterior and interior, and the reversibility of a number of alterations (such as the auto-lifts in the interior ballroom space).

[1] A separate evaluation of the Fillmore Auditorium is beyond the scope of the present study. Any subsequent study should consider Bill Graham's early tenure in the Fillmore Auditorium, as well as the venue's years as the Elite Club, an early, well-known punk rock club in San Francisco, and as a later venue for Bill Graham Presents, among others.

Therefore, the Fillmore West retains integrity such that it meets the eligibility criteria for the CRHR, under Criteria 1 and 2. The property therefore qualifies as an historical resource under the California Environmental Quality Act (CEQA).

METHODOLOGY

Following pre-field research and literature review, an intensive-level survey of the subject property was conducted by SWCA Senior Architectural Historian Debi Howell-Ardila, MHP. Follow up site inspections were conducted by SWCA Architectural Historian Natalie Loukianoff. The property and its setting and surroundings were photographed and documented in field notes describing primary and secondary character-defining features, materials, and alterations. Follow up research was conducted by Ms. Howell-Ardila and Ms. Loukianoff at the San Francisco Department of Building Inspection, San Francisco Public Library, and San Francisco Heritage, and numerous other online and archival repositories. Past surveys and historic context statements were reviewed to analyze and characterize the historic resource status of the subject property and adjacent properties. Following an analysis of site inspections and research, the evaluation was completed.

STAFF QUALIFICATIONS

This report was prepared by SWCA Senior Architectural Historian Debi Howell-Ardila. Ms. Howell-Ardila is a historic preservation professional with over 11 years of project-level experience in resource identification, building- and site-specific investigations and survey, documentation, and registration. She has extensive experience in researching and writing about California's architectural history as well as in applying the regulatory framework of its diverse cities to the built environment.

Over the past decade, she has participated in evaluations of hundreds of properties throughout California, both as part of citywide survey efforts and individual evaluations. Ms. Howell-Ardila's recent project experience in the San Francisco Bay Area includes Historic Resources Evaluations and *Secretary's Standards* project analyses for 26 properties in downtown San Francisco and South of Market.

Ms. Howell-Ardila is a former long-time resident of San Francisco and a graduate of the University of California, Berkeley. She completed her Master of Historic Preservation at the University of Southern California. Her publications have included two chapters to a book about the USC School of Architecture as well as one chapter to the volume, *Outside In: The Architecture of Smith and Williams*, published by Getty Publications in association with the Art, Design + Architecture Museum of UCSB.

Other recent project experience includes historic resource evaluations and studies for the Los Angeles Unified School District (LAUSD). The project included preparation of a districtwide Historic Context Statement, a 55-campus survey, and preparation of the *LAUSD Design Guidelines and Treatment Approaches for Historic Schools*. Ms. Howell-Ardila served as lead architectural historian, author, and project manager for each phase. In September 2014 and March 2015, her study, *Los Angeles Unified School District Historic Context Statement*, won preservation design awards from the California Preservation Foundation and Los Angeles Conservancy, respectively. For the final phase, Ms. Howell-Ardila developed and led design guidelines training sessions with LAUSD facilities architects and staff. The focus of the design guidelines was applying the *Secretary's Standards* to typical school upgrade projects, as well as offering a primer in CEQA's provisions for historical resources.

In terms of historic preservation policy, Ms. Howell-Ardila is leading efforts to update the historic preservation ordinance for the City of San Gabriel and drafting a historic preservation ordinance for the City of Manhattan Beach. Since February 2012, Ms. Howell-Ardila has served on the City of South Pasadena Cultural Heritage Commission, where her responsibilities include reviewing proposed project

work to ensure compliance with the Secretary's Standards and City Design Guidelines and Zoning Code. She is currently Vice-Chair of the South Pasadena Cultural Heritage Commission.

Research assistance was provided by Natalie Loukianoff. With a Master of Science in Historic Preservation, Ms. Loukianoff draws on over 8 years of experience in historic preservation, historic resource analysis and documentation, and environmental compliance projects. Ms. Loukianoff is based in SWCA/Turnstone's San Francisco and Half Moon Bay offices. She has conducted field surveys, primary- and secondary-source research, and prepared technical reports for compliance with Section 106 of the National Historic Preservation Act, the California Environmental Quality Act, the National Environmental Policy Act, and numerous local ordinances.

SWCA Architectural Historian Steven Treffers participated in the evaluation, analysis of integrity, and in QA/QC of the report. Mr. Treffers has more than 6 years of experience in cultural resources services, and currently works as an architectural historian and project manager for SWCA's California cultural resources program. A native of the San Francisco Bay Area, Mr. Treffers' interest in historic preservation and the historic built environment was cultivated while living in San Francisco over a period of five years. These experiences ultimately led him to pursue a Master's degree in historic preservation at the University of Southern California, School of Architecture.

Since this time, Mr. Treffers has conducted numerous field surveys, historic research, and prepared technical reports for compliance with Section 106 of the National Historic Preservation Act (NHPA), CEQA, the National Environmental Policy Act (NEPA), and numerous local ordinances. Both professionally and as a former commissioner on the South Pasadena Cultural Heritage Commission, he has performed design review for a variety of projects to ensure compliance with the Secretary of the Interior's Standards for the Treatment of Historic Properties and local design guidelines.

I. INTRODUCTION

This historic resources evaluation was commissioned by 10 SVN, LLC, for the property located at 10 South Van Ness Avenue, at the southwest corner of Market Street and South Van Ness Avenue. The property spans the addresses 10-50 South Van Ness Avenue and 1535-1599 Market Street. The existing two- and three-story property occupies a large, triangular-shaped parcel and spans 91,088 square feet of office and retail space. Current uses include retail automobile sales offices with accessory office uses. The building has a rooftop parking lot that is open to the sky.

The proposed project envisions demolishing this building and constructing a new multi-story (up to 40 stories high) mixed-use residential building. The proposed new building would include dwelling units, parking spaces, and commercial space along Market Street and South Van Ness Avenue.

The following lists the project site addresses, current use, zoning districts, and Assessor's Parcel Numbers:

1. Project Addresses: Property spans 10-50 South Van Ness Avenue and 1535-1599 Market Street
2. Block/Lot Number: 3506/004, 3506/003A
3. Case Number (if assigned): PPA Case No. 2015-004568PPA
4. Current Use: Commercial and office spaces
5. Zoning District: C-3-G (Downtown General) District; Van Ness and Market Downtown Residential SUD; 120-R-2 and 120/400-R-2 Height and Bulk District
6. Area Plan: Market and Octavia Area Plan
7. Current Planning Department Historic Resource Status: Category C (not eligible)

PREVIOUS HISTORIC RESOURCE SURVEYS AND EVALUATIONS

1976 Department of City Planning Architectural Quality Survey

The 1976 Department of City Planning Architectural Quality Survey (1976 DCP Survey) was a citywide reconnaissance or "windshield" survey. The survey identified and rated properties deemed to be architecturally significant. The survey did not include contextual or building-specific research. Given the 1976 DCP Survey's limited scope and date of completion, it has not been officially recognized by the San Francisco Planning Department as a valid local register of historic resources for the purposes of CEQA. The survey documented 10 South Van Ness Avenue; it was not rated as significant at that time.

1978 San Francisco Architectural Heritage Survey

This survey, led by San Francisco Architectural Heritage in 1977-1978, considered properties throughout the downtown area, assigning status codes ranging from "A" (highest importance) to "D" (minor or no importance). In 1984, the survey area was expanded from downtown to include the South of Market area.

10 South Van Ness Avenue was documented as part of the 1978 survey; the property was found to be of contextual significance and given a status code of "C."

Market and Octavia Area Plan Historic Resource Survey Evaluation, 2006/2007

In 2006/2007, as part of the Market and Octavia Area Plan Historic Resource Survey, it was found that the subject property appeared eligible at the local level under Criteria A, under the theme of significance of commercial development. The period of significance was 1927 to 1971. In terms of eligibility under the commercial context, the 2006/2007 evaluation concluded that

> the continuous use of the building by businesses within the same industry and the building's role as an anchor at the prominent intersection of Market Street and South Van Ness Avenue may make it eligible for local listing.[2]

As with the current evaluation, the 2006/2007 evaluation noted the presence of character-defining features obscured by easily reversible awnings and screens: "The awnings are superficial and do not affect the structure or exterior fabric of the building and, if removed, would greatly improve the building's integrity of feeling."[3]

The evaluation also concluded that the property "should also be considered" locally significant for its long-term use as a dance hall and for its association with Bill Graham's Fillmore West:

> The building's role as Bill Graham's Fillmore West, which played a leading role in San Francisco's psychedelic music scene of the last 1960s, should also be considered locally significant. It must be noted, however, that the building's use as the Fillmore West occurred less than 50 years ago, which is normally considered the minimum amount of time that must pass before a building, or an event associated with a building, can be considered historically significant. However, both the National and California Registers do make exceptions for properties less than 50 years in age if they are of exceptional importance.[4]

As a minor clarification, the enabling legislation for the CRHR (Public Resources Code Section 5024.1) does not, in fact, include an age threshold. In implementation guidance provided by the State Office of Historic Preservation, however, it is generally understood that a resource fewer than 50 years of age should possess exceptional significance in order to qualify for the CRHR.[5]

For this reason, in terms of potential state-level significance for the Fillmore West, the 2006/2007 evaluation was inconclusive, given the relatively recent period of significance for the Fillmore West:

[2] Page & Turnbull, Inc., 11 August 2006, 12 South Van Ness Avenue, Department of Parks and Recreation Primary Record, Series 523A Form. Page & Turnbull, Inc., March 2007, 12 South Van Ness Avenue, Department of Parks and Recreation Building, Structure, and Object Record, Series 523B Form. On file with City and County of San Francisco Planning Department.

[3] Ibid.

[4] Ibid.

[5] State of California, Office of Historic Preservation, 2011, "California Office of Historic Preservation, Technical Assistance Series #6, California Register and National Register: A Comparison (for purposes of determining eligibility for the California Register). Sacramento, CA.

> The status code of 5S3 assigned to this property means that it appears eligible for local listing or designation. However, with the passage of time the building should be reevaluated for listing on the California Register.[6]

In the intervening decade since this evaluation occurred, it is evident that there are few, if any, other remnants of 1960s-era San Francisco that better embody and convey the significance of this era than the Fillmore West. The Fillmore West possesses exceptional importance in San Francisco's sociocultural history. This additional perspective and information have been considered in this updated evaluation.

Automotive Support Structures Historic Resource Survey, 2009/2010

In 2009/2010, a historic resources survey and context statement were completed to identify significant themes and properties related to Van Ness Avenue's remarkable concentration of auto-related properties. As part of the survey, over 100 properties were considered by William Kostura for the San Francisco Planning Department, with findings presented in *Van Ness Auto Row Support Structures – A Survey of Automobile-Related Buildings along the Van Ness Avenue Corridor*.

10 South Van Ness Avenue was evaluated in 2010 as part of the Van Ness Auto Row Support Structures survey. The property, a former auto showroom constructed in 1927, was assigned a California Historic Resources Status Code of "6Z" and found ineligible for national, state, or local listing, either individually or as part of a district. The finding was that alterations had rendered the property ineligible.

As part of the Automotive Support Structures historic context statement and survey, the subject property was evaluated under CRHR Criterion 3. The focus was the property's potential eligibility as a long-time automobile-related property on Auto Row. Given the themes of significance and registration requirements defined in *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings*, the property was found ineligible due to a lack of integrity through alterations.[7] However, the reasons for the lack of integrity related not as much to the absence of extant character-defining features but rather to their obstruction by easily reversible screens and awnings, as well as the removal of ornament and other detailing:

> Architecturally, the building's lines have been obscured by screens, and most of its ornament has been similarly obscured or removed; and thus it does not appear to be eligible for the California Register under Criterion 3, for its design.[8]

At the time, the property's history as a former ballroom/concert hall, as El Patio (1926-1963 ca.), Carousel Ballroom (1963-1968), and Fillmore West (1968-1971) was not weighed. The report stated that:

> A study of this building's history as a place of entertainment is beyond the scope of this report, and so no formal evaluation of the building under this aspect of its history is being made here. The

[6] Page & Turnbull, Inc., 11 August 2006, 12 South Van Ness Avenue, Department of Parks and Recreation Primary Record, Series 523A Form. Page & Turnbull, Inc., March 2007, 12 South Van Ness Avenue, Department of Parks and Recreation Building, Structure, and Object Record, Series 523B Form. On file with City and County of San Francisco Planning Department.

[7] Kostura, William. 2010. *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings*, p. 4. Prepared for the City of San Francisco Planning Department.

[8] Kostura, William. 2010. *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings*, p. 4. Prepared for the City of San Francisco Planning Department.

likelihood that it might be eligible for the California Register under Criteria 1 or 2 for this history seems low, however, due to loss of integrity.[9]

As noted previously, the finding of a lack of integrity is based on easily reversible alterations; the evaluation acknowledged the presence of character-defining features that were obscured but extant. Therefore, given the lower integrity threshold that applies to a property eligible for its social significance—and given the singular significance of the Fillmore West—the current evaluation reaches a different conclusion, as described below.

ADJACENT HISTORIC RESOURCES

The subject property is adjacent to an Article 10 historic district (the Market Street Masonry Historic District, adopted in April 2013) as well as several other properties that are eligible for the California Register of Historical Resources (CRHR) and considered historical resources under the California Environmental Quality Act (CEQA). The table below provides the current California Historic Resources Status Code and San Francisco Planning Department code, as well as details on all eligible properties.

TABLE 1 HISTORICAL RESOURCES ADJACENT TO PROJECT SITE

ADDRESS	CALIFORNIA HISTORIC RESOURCES STATUS CODE | SAN FRANCISCO PLANNING CODE
1525 Market Street	6Z (not eligible) | Category C
1484-1496 Market Street/30 S. Van Ness	6Z (not eligible) | Category C
1500 Market Street	6Z (not eligible) | Category C
1540 Market Street	6Z (not eligible) | Category C
1546-1550 Market Street	6L (of interest to local planning) | Category B
1576 Market Street	3CS | Category A
1580-1598 Market Street	5S1 (One of eight contributors to the Market Street Masonry Historic District) | Category A
1601 Market Street	3CS ("Extremely well-preserved" single-occupancy residence hotel) | Category A
40 Twelfth Street	3CD (Contributor to eligible South Van Ness Art Deco Moderne Historic District) | Category A
42 Twelfth Street	3CS (Eligible under Auto Row context) | Category A
68 Twelfth Street	3CS (Eligible under Auto Row context) | Category A

[9] Kostura, William. 2010. *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings*, p. 4. Prepared for the City of San Francisco Planning Department.

II. BUILDING AND PROPERTY DESCRIPTION

Located in the Market and Octavia Neighborhood Plan Area, 10 South Van Ness Avenue occupies a slightly sloped, triangular lot bounded by Market Street (north), South Van Ness (east) and Twelfth Street (west). The property measures 227 feet along Market Street, 344 feet along South Van Ness Avenue, and 315 feet along Twelfth Street. Irregularly shaped in plan, the property is primarily two stories in height, with a one-story addition on the southernmost end. Along the west elevation, facing Twelfth Street, the building rises three stories. The upper floor is the former location of the El Patio Ballroom, Carousel Ballroom, and Fillmore West.

The primary elevation of the building fronts Market Street. As the only building on the block, 10 South Van Ness has visible elevations on the north, east, south, and west.

Figure 1. 10 South Van Ness Avenue.

This stucco-clad, reinforced concrete building exhibits remnants of Spanish Colonial Revival detailing, evident behind metal screens attached to the façade in circa 1985. Set flush with the sidewalk, the building is capped with a flat-roof, trimmed with a shallow cornice line and shallow parapet.

Situated toward at the intersection of Market Street and Van Ness Avenue, the principal entrance consists of paired, steel-framed glass doors, surrounded by single-pane sidelights and a transom window. Above the entrance, the second story exhibits a large, curved screen mounted to the building's exterior. This screen covers original transom window openings on the first story as well as the original window opening on the second story. Although the original windows openings are still extant, all the windows appear to have been in filled.

Figure 2. 10 South Van Ness Avenue, northeast perspective of the main entry at the corner of Van Ness Avenue and Market Street.

Figure 3. Detail of intact, overpainted fenestration behind the 10 South Van Ness Avenue entrance.

Along Market Street, a progression of piers spans the façade, with Spanish Colonial Revival style ornamentation accenting the second story and cornice line. The piers divide this long elevation into eleven bays. All but four bays on the first story display large multi-light windows. The third bay from the northern corner of the elevation, the center bay, and the southernmost bay exhibit paired steel-framed doors with sidelights and transom windows. The fourth bay, the original main entry to the upper story, has been in-filled and covered with stucco. Above the bay, along the roof line, is a curvilinear Spanish Colonial Revival style parapet; this marks the former entrance of the El Patio Ballroom/Carousel Ballroom/Fillmore West. Although the majority of the detail has been removed, some of the detail is still visible.

The features and materials of the second story are dominated by a series of large screens, one in each bay, which are attached to the building and cover the original transom windows on the first story and the original multi-light casement windows and decorative railings on the second story. The recessed third-story is visible along this elevation. It has a plain stucco wall, with a flat roof and a shallow coping along the eave line.

Figure 4. 10 South Van Ness Avenue, southern perspective of the north elevation.

Figure 5. Former entrance to El Patio Ballroom/Fillmore West, which originally consisted of a entry portico, with recessed doors set beneath a marquee. It is unknown if original features of the former entrance are extant behind the concrete slabs walls.

Figure 6. Detail, remnant of ornamental, curved parapet, above the former principal entrance to Fillmore West.

Figure 7. 10 South Van Ness Avenue, close up of the Spanish Colonial Revival details on the piers.

Figure 8. 10 South Van Ness Avenue, close up of the original transom windows under the awnings.

The east elevation along Van Ness Avenue is almost identical to the primary elevation along the original two-story portion. Composed of seven bays, all but one displays the same large, multi-light windows. The one distinct bay has a large garage door opening to allow for customer parking. To the south, a one-story addition replicates the original bays with unadorned, simplified piers. On the first story of each bay are various configurations of in filled windows, single personnel doors, multi-light casement windows, and large garage door openings. The use of large screens covering the second story continues along the addition. Behind the screen is a set of three multi-light casement windows in each bay.

Figure 9. 10 South Van Ness Avenue, northwest perspective of the east elevation.

Figure 10. 10 South Van Ness Avenue, close up part of the first story on the east elevation.

The south elevation faces the corner of Van Ness Avenue and Twelfth Street. The elevation is divided into three bays by simple, attached piers. First story bays are sheathed in smooth stucco. The upper floor displays two multi-light casement windows in each bay. A single, rectangular screen attached to the wall covers the upper story of all three bays.

Figure 11. 10 South Van Ness Avenue, northern perspective of the south elevation.

Figure 12. 10 South Van Ness Avenue, close up of original casement windows under the awning.

On the west elevation, the pattern established on the primary elevation of bays continues. Only the two northernmost bays have full length piers; the rest extend from the second story to the roof cornice. The northernmost bay continues the use of large multi-light windows on the first story. The other bays feature openings in a variety of configurations, including large garage door openings, a set of three in-filled window openings, a metal personnel door, and two wood-framed double-doors with transoms. The second story is covered by large screens, which cover original multi-light casement windows (except in the southernmost bay, where the window has been replaced by a vent). The addition on the south continues the simplified pier pattern of the west elevation, with six bays total. On the first floor, two bays consist of large garage door openings, two display sets of three multi-light casement windows, and two bays have sets of three window openings which have been in filled. A molded course separates the first and second floors. In terms of fenestration, on the west, each bay displays a tripartite multi-light casement windows, exhibiting a symmetrical regular design.

Figure 13. 10 South Van Ness Avenue, northern perspective of the west elevation.

Figure 14. 10 South Van Ness Avenue, close up of the first story on the original portion of the building on the west elevation.

Figure 15. 10 South Van Ness Avenue, close up of the original windows on the west elevation.

The first floor of the original portion of the building is currently a car showroom with an open plan, structural columns, and minimal walls. In terms of the El Patio Ballroom/Fillmore West space, the former main entrance at Market Street has been converted into a staff room. The ticket sales window in the room appears extant, though it has been in-filled with fixed glass. Just beyond the former main entrance is a large arched opening leading to the wide staircase, fronted by a decorative metal banister. The stone-clad steps are covered with a carpet runner.

Figure 16. 10 South Van Ness Avenue, first story showroom.

Figure 17. 10 South Van Ness Avenue, interior.

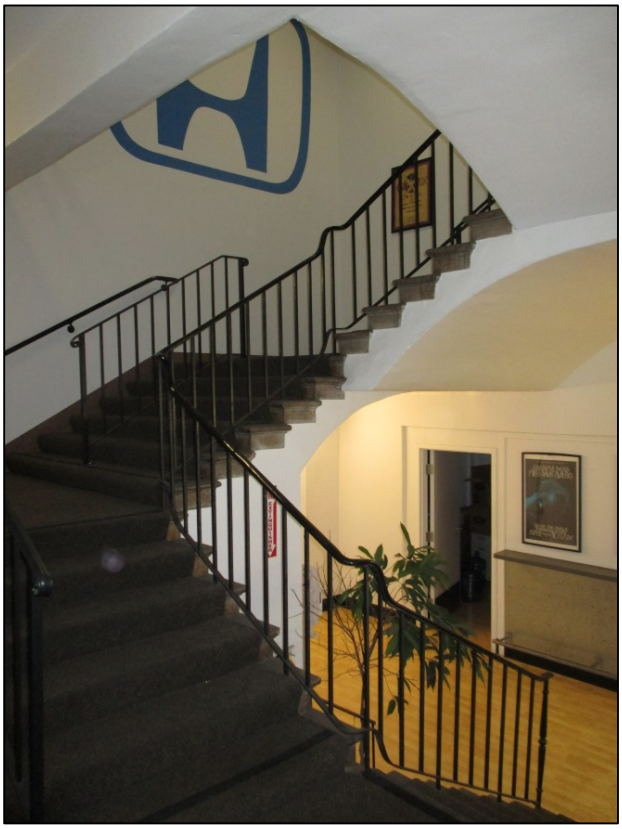

Figure 18. 10 South Van Ness Avenue, the staircase with a view of the arched opening and the door to the former entrance and ticket office of the El Patio Ballroom/Fillmore West.

At the top of the stairs is a large landing with two doors, one leading to offices and the other leading to the current service department. The offices have new finishes, including carpet, paint, and light fixtures. The automobile service department, formerly the El Patio Ballroom/Fillmore West dance and concert hall, consists of a large, open area, with decorative arched openings and a concrete floor. Along three of the walls there are decorative vents above the arches. The stage area appears to have been removed, and the light fixtures replaced with fluorescent lights. Automobile service equipment, including two-post lifts and various jacks, have been installed throughout the space along with additional mechanical vents.

Figure 19. 10 South Van Ness Avenue, second story offices.

Figure 20. 10 South Van Ness Avenue, view of the former Fillmore West space facing the former stage area.

Figure 21. 10 South Van Ness Avenue, close up of the decorative arch details used throughout the former Fillmore West space.

Figure 22. 10 South Van Ness Avenue, close up of the decorative arches and grills above.

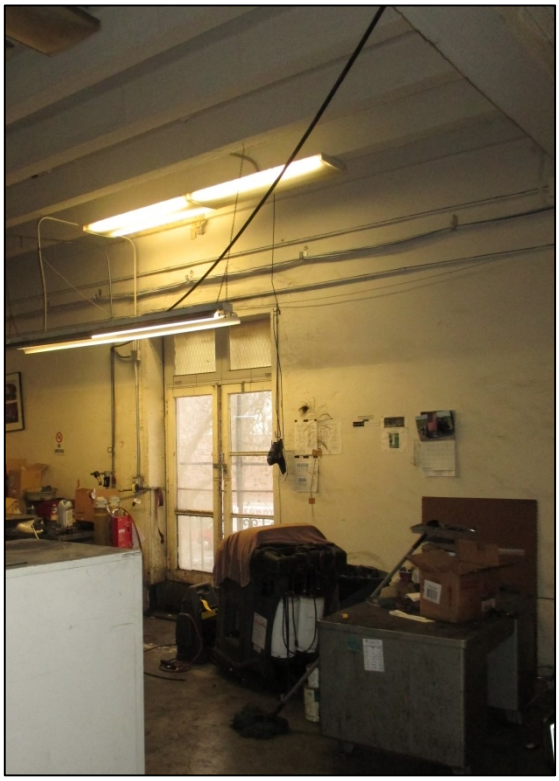

Figure 23. 10 South Van Ness Avenue, close up of the original windows on the second story.

The southern addition, originally constructed as a parking garage, currently houses more of the service department, the ramp to the second story, and additional storage of parts.

Figure 24. 10 South Van Ness Avenue, interior of the southern addition.

III. FOCUSED NEIGHBORHOOD CONTEXT

Market and Octavia Neighborhood Plan Area

The subject property is located in the Market and Octavia Neighborhood Plan Area, "the heart of San Francisco, a place where downtown San Francisco encounters the industrial South of Market and the Gilded Age streetcar suburbs"[10] The intersection of Market Street and South Van Ness reflects this meeting point particularly well: it is the well-traveled crossroads between the Market Street corridor and Hayes Valley and the Civic Center on the one side, and South of Market on the other. To the southwest are the Mission District's residential and low-rise commercial uses, and further east along Market Street, the corridor gives way to higher and denser commercial and office uses.

The 2007 *Market & Octavia Area Plan Historic Context Statement* acknowledges and describes this transitional area along Market Street:

> The Plan Area is not a historically defined neighborhood, but rather a conglomeration of sections of several distinct neighborhoods, including Duboce Triangle, the Lower Haight, Hayes Valley, the Western Addition, Civic Center, South of Market, Inner Mission, Eureka Valley, and the Market Street Corridor. Due to its large size and diversity of building types, the architectural and historical significance of the Market and Octavia Neighborhood Plan Area is difficult to neatly summarize.[11]

The mid-Market Street/Van Ness corridors surrounding the subject property fit this description, of an eclectic use, scale, and development history. However, given its historic role as a crossroads, these one common, shared catalyst for development in the neighborhood has long been transportation. This began as early as the 1886 establishment of a streetcar line along Market Street, which facilitated new residential and commercial settlement on Upper Market Street and in the Castro. The area continued to be shaped by evolving technology and methods for transportation, both for automobiles as well as for mass transit:

> At the center of the city, [the neighborhood plan area] sits at a remarkable confluence of city and regional transportation.… The Market and Octavia neighborhood sits at the junction of three of the city's grid systems. The north of Market, south of Market, and Mission grids meet at Market Street, creating a distinct pattern of irregular blocks and intersections, and bringing traffic from these grids to Market Street. The surrounding topography of the Western Addition, Nob Hill, Cathedral Hill, and Twin Peaks flattens out in this area, creating a geography that makes the Market and Octavia neighborhood a nature point of entry to the downtown from the rest of the city. As a result of its central location, it has long been both a crossroads—a place that is passed through—as well as a distinctive part of the city in its own right. [12]

[10] Page & Turnbull, December 2007, *Historic Context Statement, Market & Octavia Area Plan Historic Resource Survey*, p. 2. Prepared for San Francisco Planning Department.

[11] Page & Turnbull, p. 2.

[12] Page & Turnbull, pp. 3-4.

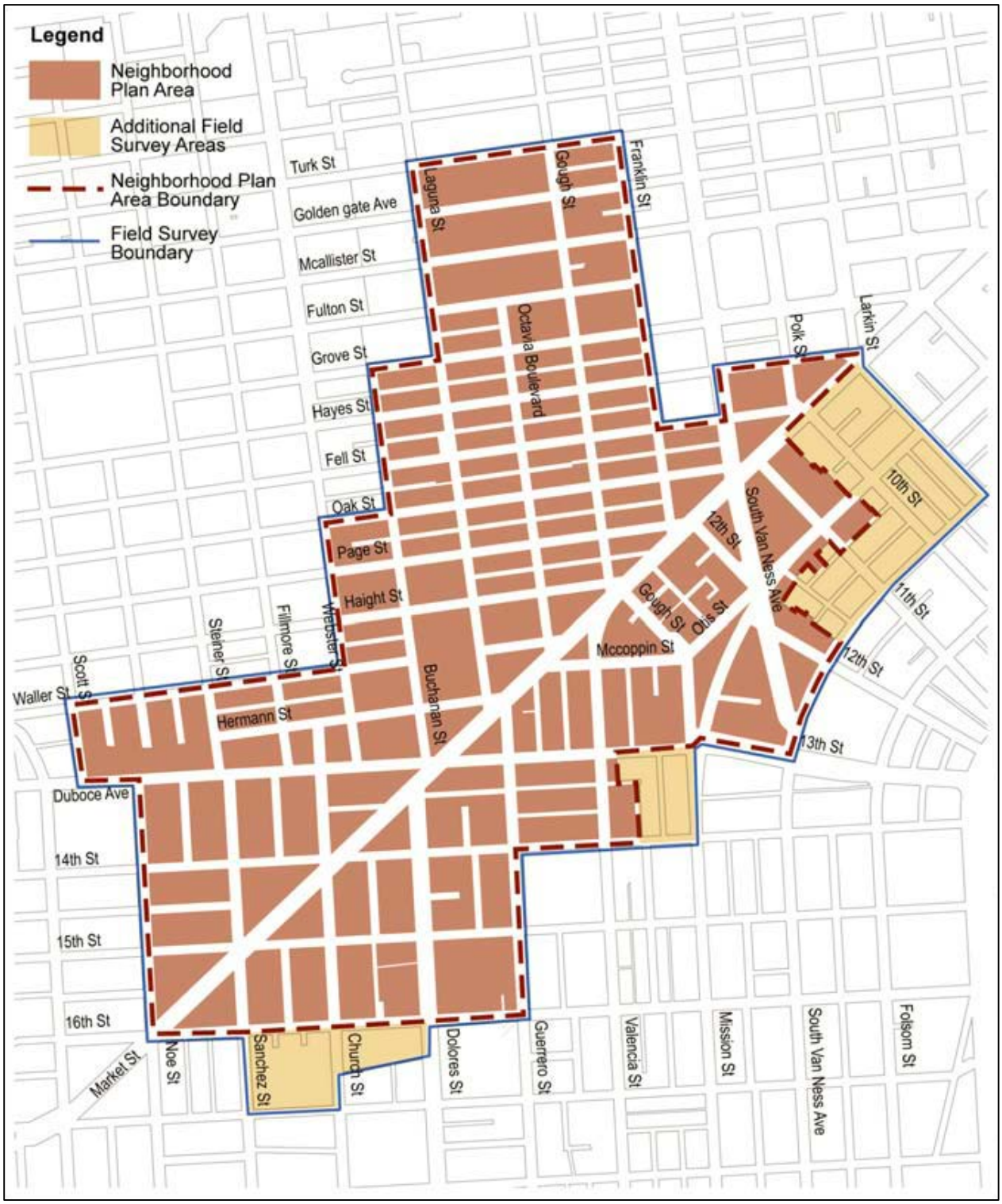

Figure 25. Market and Octavia Neighborhood Plan Area Boundaries. (Source: Page & Turnbull, Market and Octavia Neighborhood Plan Area Historic Context Statement, 2007, p. 4.)

The primary elevation faces Market Street, one of San Francisco's most iconic historic thoroughfares. As stated in the 2007 *Market & Octavia Area Plan Historic Context Statement*, the Market Street Corridor

> was laid out in 1847 by Jasper O'Farrell, although the western half of the street was not completed until the later nineteenth century. Overlapping the boundaries of several neighborhoods and occupying the odd-shaped corner gore lots and interior lots on both sides of Market Street, between Noe and Ninth streets, the Market Street Corridor encompasses a varied assortment of commercial buildings, apartment buildings, lowscale postwar auto-related businesses, civic uses, and many surface parking lots.[13]

One of the earliest improvements to spur development along the mid-Market area, and adjacent areas, occurred in 1886, with the establishment of the Market & Castro Street Cable Car line. This ease of access helped open new areas within walking distance from Market Street to residential settlement.[14] During the roaring 1920s, as post-1906 earthquake and fire recovery was still underway, Market Street experienced a development boom, spurred by transportation improvements and increasing reliance on automobile travel.

As upper Market Street became more accessible and connected to downtown, the area around the subject property, at Market and Van Ness, became a critical crossroads:

> The most influential trend, which sparked the initial development period in the Upper Market area, was the advent of public transportation routes into the area, providing a connection with the city's downtown core and encouraging residential development in the outlying neighborhoods such as Duboce Triangle and Eureka Valley. This, in turn, influenced the establishment of businesses along Upper Market Street, which echoed the commercial development further east on Market Street, and served the surrounding residential neighborhoods.[15]

The project area fell within the post-1906 earthquake fire area; during reconstruction, through the 1920s, development accelerated through the Market Street corridor, spurred not only by infrastructure improvements but also concerted efforts to increase settlement and development:

> After the 1906 Earthquake and resultant fire, rebuilding proceeded at varying paces throughout the city. The Eureka Valley/Castro area, which had been largely spared by earthquake damage and completed spared by the fire, experienced a sharp upturn in building activity between 1906 and 1914. Taking a cue from the Mission Promotion Association, the Eureka Valley Improvement Association formed in 1905 and, during the post-quake era, lobbied for improvements such as improved streetcar service, better lighting, and public school construction in the Upper Market area. In addition, the association lobbied owners of large tracts of vacant land to sell to residential property developers to fill out the district.[16]

Taken as a whole, as the Market Street thoroughfare recovered in the post-fire era, initiatives and improvements to spur settlement throughout the corridor had an effect on the mid-Market area. By the time the original owners of 10 South Van Ness Avenue developed the lot as an investment property in the 1920s,

[13] Page & Turnbull, December 2007, *Historic Context Statement, Market & Octavia Area Plan Historic Resource Survey*, p. 6. Prepared for San Francisco Planning Department.

[14] Page & Turnbull, December 2007, p. 49.

[15] Harvey, Caitlin, June 2007, Department of Parks and Recreation Forms, Upper Market Street Historic District, prepared for the San Francisco Planning Department.

[16] Kelley, Tim, and Christopher VerPlanck. 1 May 2010. Department of Parks and Recreation Forms, 1975 Market Street, San Francisco, California, p. 2. On file with City and County of San Francisco Planning Department.

the mid-Market Street area had become a vital crossroads and viable location for the shops, automobile dealerships, and ballroom dance venue at 10 South Van Ness Avenue.

Auto Row and the Development of Van Ness Avenue

Concomitant with transportation improvements, the rise of the automobile was also significant in the development history of the project area and neighborhood. This was particularly true for Van Ness Avenue, which was known as "Auto Row" from the 1910s through the 1980s.[17]

Van Ness Avenue had originally been platted in 1858, as part of the Van Ness Ordinance. Although original plans envisioned a prestigious residential boulevard, development was slow to take hold, given the (at the time) relatively remote location. By the 1870s, the lower portion of Van Ness Avenue had developed into a modest residential area, with duplexes and small single-family homes. Up the hill, development was more upscale, with mansions and a number of nonresidential buildings, such as churches, hotels, and institutional buildings, designed to serve new residents.

Following the 1906 earthquake and fire, the character of Van Ness Avenue changed markedly. As the fire burned, the wide thoroughfare of Van Ness provided an opportunity to slow the fire. Firefighters dynamited all properties on the east side of Van Ness, from Filbert to Market Streets. This strategy was successful. As a result, the Western Addition neighborhood was mostly spared and development began anew on this stretch of Van Ness, just as the era of the automobile was taking center stage:

> Van Ness Avenue, from its beginning at Market Street to just north of Pacific Avenue, was the premier auto showroom district in San Francisco from shortly after the earthquake and fire of 1906 until the 1980s. Although only a few active auto dealerships remain on the avenue, many buildings that were built as auto showrooms and that have undergone adaptive reuse survive to the present day. In addition, many early garages, auto repair shops, and other automotive support buildings still stand within a two-block radius of Van Ness. This corridor, about 22 blocks in length and slightly over three blocks in width, contains by far the largest concentration of auto-related buildings in San Francisco.[18]

This history is borne out in the subject property, which has served as an auto salesroom and shop for nearly a century. In addition, several adjacent properties on Twelfth Street, just west of the subject property, were identified in the *Van Ness Auto Row Support Structures* as significant for their association with Auto Row.

The selection of this site also appears to have been timed to coincide with or follow a major road improvement project to Van Ness Avenue and extension of Van Ness through Market Street. Prior to the extension of Van Ness Avenue through Market Street, the land occupied by the subject property consisted of a large rectilinear parcel fronting Market Street and spanning current-day South Van Ness Avenue. At the time, the site of 10 South Van Ness Avenue was improved with what appears to have been a long, two-story block, lined with narrow storefronts. According to Sanborn Fire Insurance Maps from 1889 and 1899, the symmetrical, narrow storefronts varied in offerings, with a number of stores, cleaners, and restaurants among the merchants housed in the building in the late nineteenth century. With this parcel falling within the 1906 fire area, the improvement is likely to have been destroyed in the fire. By 1913, the Sanborn Fire

[17] Kostura, William. 2010. *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings*, p. 4. Prepared for the City of San Francisco Planning Department.

[18] Kostura, p. 11.

Insurance Map shows the former office block gone; the site of 10 South Van Ness Avenue was empty. In its place, the only improvement on the parcel at that time was Symon Brothers Wrecking Company, which took up half the lot, with work areas and storage for old lumber. The lot size itself remained rectilinear, and South Van Ness Avenue did not yet extend through Market Street.

As early as 1918, plans were already in place (and citizen support secured) to extend Van Ness Avenue through Market Street, as far south as Mission Street.[19] Schlesinger and the Fleishhacker brothers are likely to have recognized the prime real estate that would soon be created by the new Market Street-Van Ness thoroughfare. They appear to have commissioned the shops and dancehall of 10 South Van Ness Avenue shortly after the lot was created. The building's corner-oriented design and entrance reflects its location at the intersection of Market Street and South Van Ness. Although the extension of South Van Ness Avenue was not complete until the early 1930s, these plans and likely the initial lot division and road construction would have already been underway, to allow for the distinctive design and massing of the building. The *Market and Octavia Neighborhood Plan Area Historic Context Statement* thus describes the need for extending Van Ness through Market Street:

> Prior to that time, vehicular traffic had been impaired by the lack of a direct route across Market Street—a result of Jasper O'Farrell's 1847 survey which divided either side of Market Street into vastly different grids. The need to resolve this logjam acquired urgency with the routing of U.S. 101 along Van Ness Avenue in 1933. As a solution, the Department of Public Works condemned dozens of properties in a swath through the Plan Area, demolished or truncated several buildings, and extended Van Ness Avenue south to Howard Street, which was renamed South Van Ness Avenue in 1933.[20]

By 1931, the Sanborn Fire Insurance Map shows 10 South Van Ness Avenue extended through Market Street, framed on the west by Twelfth Street, one of the few remaining pre-1906 remnants of the street grid adjacent to the subject property. At this point, South Van Ness Avenue only extended as far as Mission Street. By 1938, the South Van Ness Avenue extension to Howard Street was complete.

[19] Technical Publishing Company, San Francisco. "New Electrical Developments, Pacific Central District," 1 April 1918. *The Journal of Electricity*, vol. 40, p. 374. See also: San Francisco Chamber of Commerce. 8 July 1921. "San Francisco Program Advancing to Realization," *San Francisco Business*, vol. 3, p. 13.

[20] Page & Turnbull, p. 67-68.

Figure 26. Van Ness Avenue improvements, as of 1931 (looking north, toward City Hall). (Source: San Francisco Public Library, cited in *Market and Octavia Neighborhood Area Plan Historic Context Statement*, p. 68.)

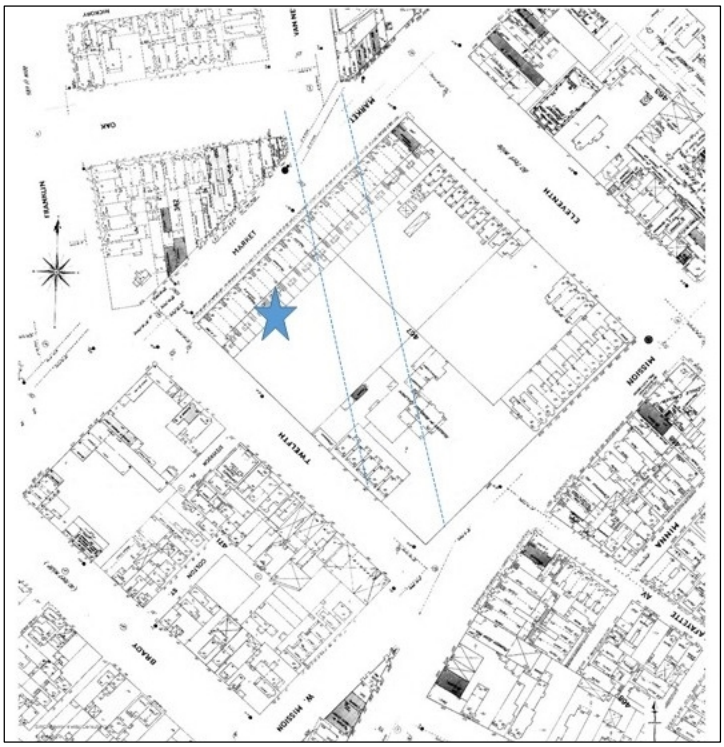

Figure 27. Project area and surroundings, 1899. The approximate location of 10 South Van Ness Avenue is indicated by a blue star, the future path of South Van Ness is marked in blue. (Source: Environmental Data Resources, 2015.)

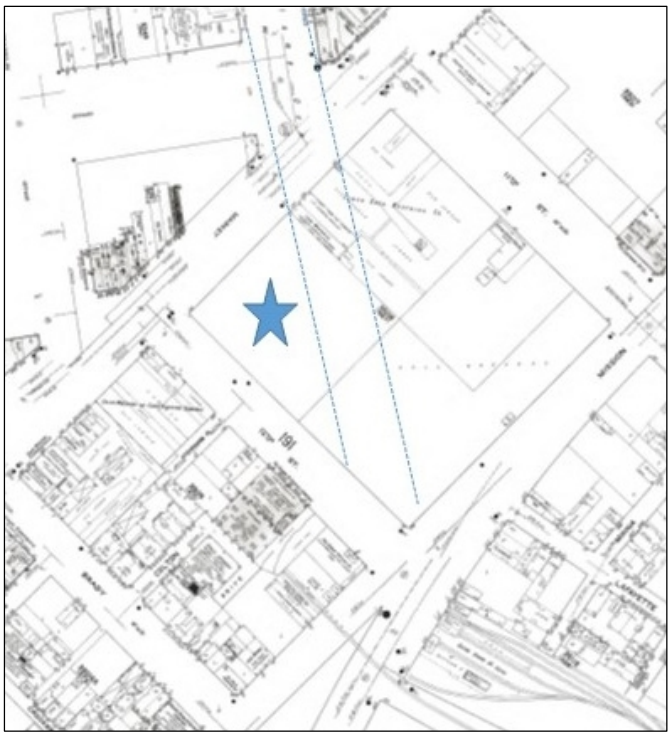

Figure 28. Project area and surroundings, 1913. Following the 1906 fire, the lot was occupied by Symon Brothers Wrecking Company (the current-day location of Bank of America). By 1918, plans were in place to extend Van Ness through Market Street. (Source: Environmental Data Resources, 2015.)

Figure 29. Historic aerial photograph, 1931, showing the partial extension of South Van Ness Avenue through Market Street as far as Mission Street. (Source: Environmental Data Resources, 2015.)

Figure 30. By 1938, South Van Ness extended through the Market Street and the South of Market neighborhood, as far as Howard Street. (Source: Environmental Data Resources, 2015.)

Figure 31. 1944 view of mid-Market Street at South Van Ness Avenue, looking east toward the Embarcadero. (Source: San Francisco Public Library)

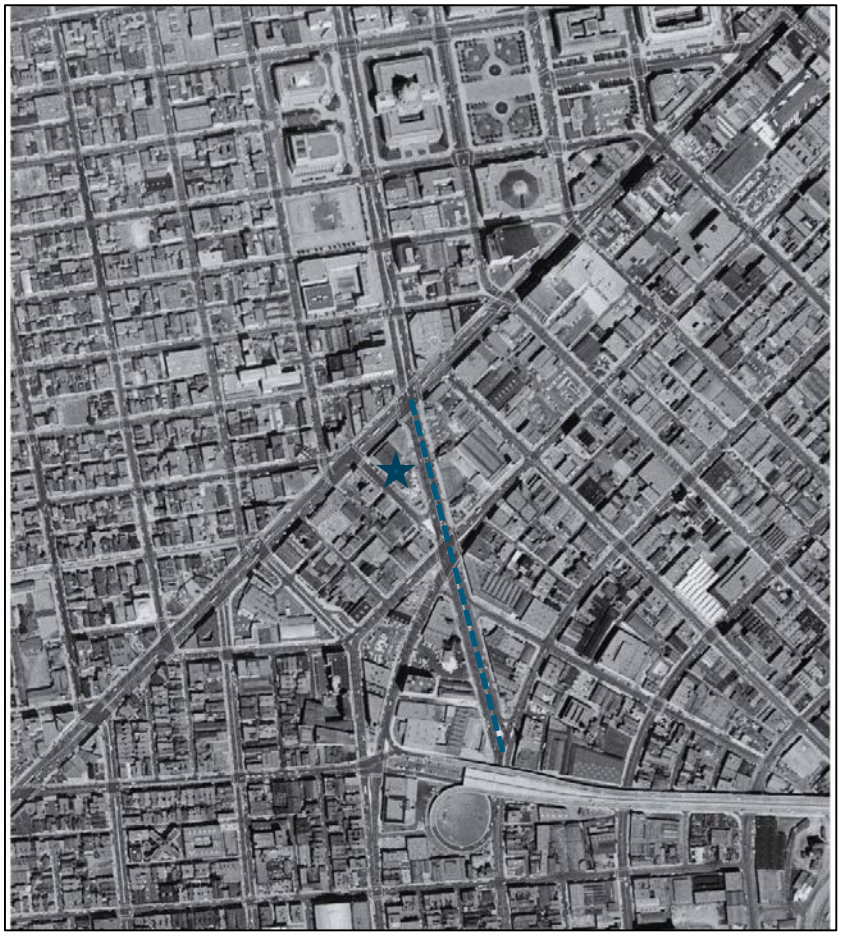

Figure 32. By 1956, another transportation-related project changed the character of the surrounding area: Highway 101 had started its westward progression, just below the South Van Ness extension. (Source: Environmental Data Resources, 2015.)

Figure 33. Historic aerial the year of the opening of the Fillmore West, 1968, with Highway 101 completed. (Source: Environmental Data Resources, 2015.)

IV. SITE HISTORY

Designed by San Francisco architect Clarence C. Tantau, the original portion of 10 South Van Ness Avenue was constructed in 1926/1927 for a total estimated cost of $250,000. The original 1926 building permit called for a two-story concrete building for "stores and a dancehall."[21] The property was commissioned by B.F. Schlesinger and Herbert and Mortimer Fleishhacker (described in more detail below).[22] The new property was thus described by the *San Francisco Chronicle*, on 11 November 1926:

> Accommodations for eight stores are planned for the Market Street frontage, three others will face Van Ness and one will face Twelfth Street. A large additional area at the rear will be planned to accommodate a garage or some similar enterprise. Samuels has already closed a lease with out-of-town capital known as the Van Ness Amusement Company for a ten-year lease on the entire upper floor of the building, which will have a ceiling elevation of twenty-one feet and will contain approximately 30,000 square feet of floor space. Exceptional attention has been given to the design of this floor, which will have a dance area of 100 feet square surrounded by a wide promenade, lounging rooms and other conveniences of the modern dance hall type.[23]

Within a month of issuance of the original permit, a second permit filed by B.F. Schlesinger and the Fleishhacker brothers approved an addition on the south elevation, to house a two-story concrete garage. This addition was carried out for an estimated cost of $50,000 and designed by San Francisco architect Perseo Righetti.[24]

Building permits, as presented in Appendix A, show a number of exterior and interior alterations over the years. Many exterior and interior changes reflected the facility's continuing use, for almost 90 years, as an automobile showroom. The most visible among these changes include the installation of metal screens along the north, east, and south elevations (though a number of original features appear extant behind the screens). Although no permit has specifically identified the date for the additions of the metal screens, research and historic photographs suggest a date of circa 1985.

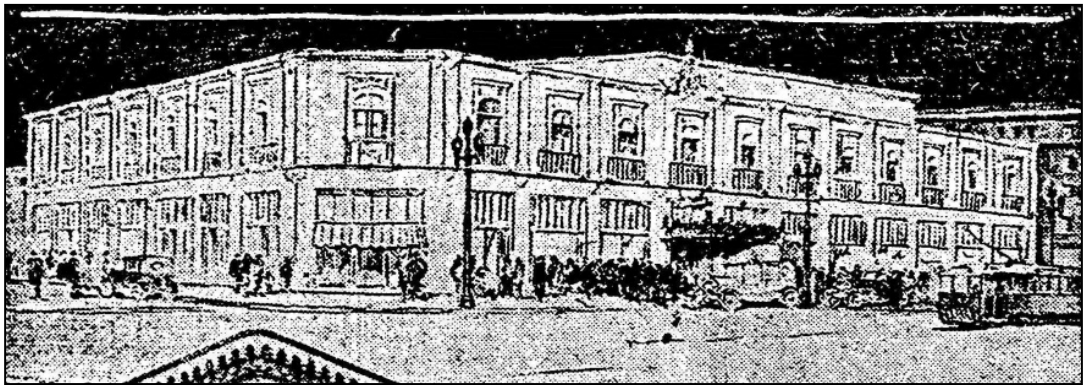

Figure 34. 1926 sketch, 10 South Van Ness Avenue. (Source: *San Francisco Chronicle*, November 1926)

[21] City of San Francisco Department of Building Inspection, December 26, 1931, Permit Number 157215.

[22] Building Permit 157215.

[23] "Contract Let for $250,000 Building in Upper Market Street," *San Francisco Chronicle*, 20 November 1926.

[24] Building Permit 158501.

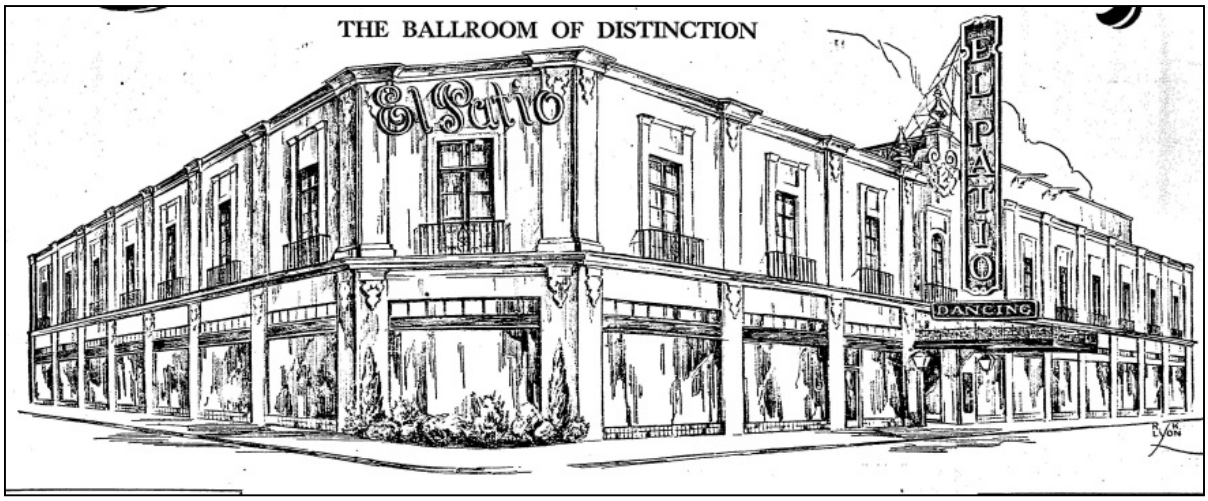

Figure 35. 1929 sketch, El Patio, "The Ballroom of Distinction." (Source: *San Francisco Chronicle*, May 1929)

Figure 36. 1933 photograph, 10 South Van Ness Avenue, with blade sign on Market Street and facing Van Ness for "El Patio Dancing." (Source: San Francisco Architectural Heritage)

Figure 37. 1964 photograph, 10 South Van Ness Avenue. (Source: San Francisco Public Library History Center)

Figure 38. 1969 photograph, Fillmore West, "Carousel Ballroom," 10 South Van Ness Avenue. (Source: San Francisco Heritage.)

Figure 39. 1976 photograph, 10 South Van Ness Avenue. (Source: San Francisco Architectural Heritage Survey)

Figure 40. 10 South Van Ness Avenue, circa 1985. (Source: San Francisco Architectural Heritage)

SUMMARY OF ALTERATIONS

As the historic photographs show, one of the most visible alterations over time to the exterior of the property has been the addition and removal/updating of signage and storefronts. The following highlights alterations to the property since its construction in 1927, according to visual observations and building permits on file with the City of San Francisco. Complete building permit records are presented in Appendix A.

1920s-1930s: Since its construction in 1927, the storefronts, spaces, and offices comprising the subject property have undergone a variety of typical upgrades and alterations. Several months after the property's construction, a two-story concrete garage was added to the southern elevation. Additions and alterations through the 1930s included the installation of neon signs in 1931, 1934, and 1937, storefront remodeling to one of the Market Street retail spaces, and interior remodeling consisting of the removal of partitions, new tile and plaster work, and other systems upgrades.

1940s: During the 1940s, a small store room was constructed over the Twelfth Street entrance stairway (1943) and two concrete walls were removed in the ballroom space of El Patio to accommodate a hat check room. In 1943, a new exit and entrance were installed for El Patio on Market Street. In 1948, a new masonry storefront was constructed along Market Street. That same year, along Twelfth Street, the curb was lowered and a portion of the walls was removed to accommodate a new steel, rolling fire door. A mezzanine storage room was constructed in 1949 for Les Vogel.

1950s: In 1958, changes to the interior included installation of a new partition dividing the cloak room, with the partition extending from floor to ceiling, and the removal of several non-load-bearing walls. Fire safety upgrades in 1958 included new code-compliant exit doors.

1960s: Changes through the 1960s included installation of new horizontal signage (1963) on the exterior as well as interior remodeling changes to the ballroom space of El Patio. These included the installation of new partitions enlarging the women's powder room, relocation of the bandstand, and life/safety upgrades to meet code requirements. In 1963, a billboard was installed on the roof at the corner of South Van Ness Avenue and Market Street.

1970s: In 1970, Bill Graham pulled a permit to alter signage on the property. The most extensive changes appear to have happened after the Fillmore West had ceased operations on the site. In 1973, a $5,000 permit was pulled to build a wall along the property line to "close off sub-sidewalk space," which is assumed to be the recessed theater entrance to the former Fillmore West (see Appendix A for building permit information). It is unknown whether the permit also included removing the original features of the entrance, which might be extant behind the wall specified in the permit. In 1979, an estimated $200,000 project included the installation of office partitions, new bathrooms, showroom, and service area lighting, as well as new storefronts.

1980s: In 1986, three years prior to the 1989 Loma Prieta Earthquake, the property underwent $93,000 in seismic safety upgrades and stabilization, with the addition of four steel A-braces and 18 concrete shear bays between columns, among other upgrades. In 1988, two cloth-covering awnings were installed on the car dealership portion of the property.

1990s: Alterations in the 1990s included an interior remodel in 1998 of approximately $250,000, including seismic and accessibility upgrades. A new roof was installed in 1995.

2000s-present: Changes included the removal and replacement of awnings and signage, additional seismic upgrades and remodeling in the car showroom portion of the property, construction of a new fence, door, and garden area. In 2012, upgrades included interior tenant remodeling and renovation of the showrooms and service areas, including a new accessible restroom, new partitions, and new flooring.

V. OWNER/OCCUPANT HISTORY

B.F. SCHLESINGER AND THE FLEISHHACKER BROTHERS

According to building permits on record with the City, the property at 10 S. Van Ness/1545 Market Street was commissioned by B.F. Schlesinger and Herbert and Mortimer Fleishhacker.[25] Schlesinger, a native of the Midwest, hailed from a long line of department store owners; when he arrived in San Francisco, shortly after the 1906 earthquake, he became the assistant general manager of the Emporium department store.[26] By 1923, Schlesinger had become the store's general manager;[27] subsequently, he established B.F. Schlesinger and Sons, Inc., based in Union Square.[28]

Similarly, the Fleishhacker brothers belonged to a prominent family of business and civic leaders in San Francisco, as well as a pioneering family of Jewish-American merchants. Herbert and Mortimer were the sons of Aaron Fleishhacker, a native of Germany who arrived in San Francisco in 1853, where he helped found Temple Emanu-El. Aaron Fleishhacker was actively "affiliated with almost every Jewish philanthropic organization" in San Francisco and was known as "Honest Fleishhacker," a name "given to him through his reputation of always keeping his word."[29] His son Mortimer Fleishhacker, Sr. (1866-1953) was a banker and entrepreneur who participated in many philanthropic institutions and activities throughout the Bay Area. He was a founder of the precursor of United Way (originally called "Community Chest") and served as a University of California trustee for a number of years.[30] Until 1970, the building at 10 S. Van Ness continued to be owned by the Fleishhacker Foundation, which used rent revenues to invest in causes of interest to the foundation (primarily arts-related).[31]

Herbert Fleishhacker, Sr. (1872-1957), the younger brother, was also an entrepreneur and civic leader best known for his many philanthropic investments and projects throughout San Francisco. Among the most famous was the 1924/1925 establishment of Fleishhacker Pool, near the Pacific Ocean and the San Francisco Zoo (originally called Fleishhacker Zoo). When it opened, Fleishhacker Pool became the largest outdoor salt-water pool in the United States. High maintenance costs, declining use, and finally storm-related damage to the pool lead to its closing in 1971. Fleishhacker's endeavors over the years included serving as president of the San Francisco Parks Commission and of Anglo California National Bank (which became Crocker First National Bank in 1955). As of the late 1930s, according to a contemporaneous *Time Magazine* article, Herbert was "generally regarded as the West Coast's No. 2 financier," but legal troubles (including "shady dealings") were said to have damaged his career in banking.[32]

[25] Building Permit 157215.

[26] Bloomfield, Anne. *Gables and Fables: A Portrait of San Francisco's Pacific Heights*. Berkeley: Heyday Books, 2007.

[27] Polk's Crocker-Langley San Francisco City Directory 1923.

[28] Polk's Crocker-Langley San Francisco City Directory 1932.

[29] Jewish Museum of the American West. N.d. "Aaron Fleishhacker & Sons, Mortimer & Herbert, Jewish Pioneer Merchants, Manufactures, Bankers and Philanthropists of San Francisco." Available at: www.jmaw.org/fleishhacker-jewish-san-francisco.

[30] Fleishhacker Foundation, "History of the Fleishhacker Foundation." 2016. Available at: http://www.fleishhackerfoundation.org/about.

[31] Jewish Museum of the American West. N.d. "Aaron Fleishhacker & Sons, Mortimer & Herbert, Jewish Pioneer Merchants, Manufactures, Bankers and Philanthropists of San Francisco." Available at: www.jmaw.org/fleishhacker-jewish-san-francisco.

[32] "Finished Fleishhacker," 7 November 1938, *Time Magazine*.

Figure 41. The subject property was commissioned by B.F. Schlesinger and the Fleishhacker brothers: Herbert (left, 1956 photo) and Mortimer (right, 1950 photo). (Source: San Francisco Public Library)

TENANTS

With an original configuration of twelve storefront spaces along Market Street and nearly a century of continuous use, this property has housed a variety of businesses and office spaces through the years. The automobile and ballroom uses were part of the original design. Overall, most of the commercial spaces along the Market Street storefronts have housed automobile-related businesses, including repair shops, parts distributors, and the dealership at the property's most prominent corner, South Van Ness Avenue and Market Street (which has housed Les Vogel Chevrolet, Waters Buick, and Boas International Motors).[33]

Apart from the automobile and ballroom related uses, the varied ground-story tenants over the years reflect the shifts and changes along mid-Market Street and in San Francisco more generally. According to available city directories, these businesses have ranged from a furniture store (Lachman Brothers Home Furnishings, 1931-1933) to restaurant uses, including Van Ness Coffee and Lunch House (10 S. Van Ness Avenue, 1935) and the Dharma Coffee House, Inc. (1550 Market Street, 1977).

The ground-floor tenants along Market Street have varied and evolved along with broader technological and economic shifts. 1550 Market Street housed a gas and electric heater company (Hoffman Gas & Electric, 1935), clothing cleaners shop (1944), Christian Supply Center, Bibles, Books, Sunday School Supplies (1949), court reporting service (1958), wine importing company (1966), coffee house and restaurant (1977), fitness studio (2006), and medical publications (2008). Similarly, companies occupying 50 S. Van Ness Avenue have included a speedometer service company (1930), auto repair (1935), insurance company (1966), an early data processing insurance company (1971-1985), and an interior design shop (1990-1993). Complete results of city directory research are presented in Appendix B, following this report.

[33] Page & Turnbull, March 2007, Department of Parks and Recreation Series 523 Forms, 12 South Van Ness Avenue. On file with San Francisco Planning Department.

EL PATIO BALLROOM, "AMERICA'S FINEST BALLROOM"

10 South Van Ness Avenue was custom-built to house stores and shops on the ground stories and a spacious, open-plan dancehall on the top story. (However, a court case between the owner of the dance hall and the neighboring competitor, Balconnades dance hall, is said to have stalled the opening of El Patio until 1929.[34]) Initially listed as the El Patio Dancing Academy, the El Patio Ballroom was open for business by 1930.[35] Billing itself as "America's Finest Ballroom," El Patio was "one of the better-known clubs" in San Francisco.[36] Under the direction of John L. Wolohan, the house orchestra played both current music and the waltzes of prior years for patrons.[37]

Figure 42. John Wolohan and His Orchestra at El Patio Ballroom, "America's Finest Ballroom." (Source: JohnWolohan.BandCamp.com)

Figure 43. 1933 photograph, 10 South Van Ness Avenue, with blade sign on Market Street and facing Van Ness for "El Patio Dancing." (Source: San Francisco Architectural Heritage)

[34] "Seal Broken, Hall Emptied," *San Francisco Chronicle*, 3 September 1928.

[35] Polk's Crocker-Langley San Francisco City Directory 1930 and 1931.

[36] Ad, *San Francisco Chronicle*, 27, September 1929. Also, "Downtown Dancing, San Francisco, California," KQED; available at http://www.kqed.org/w/bigband/halls/downtown.html.

[37] Pimsleur, J.L., 23 March 1995, "Maurie F. Wolohan, Obituary," *San Francisco Chronicle*.

Figure 44. 1933 photograph, 10 South Van Ness Avenue. (Source: San Francisco Architectural Heritage)

Although San Francisco averaged four ballrooms during the 1930s, that number dipped to just one by 1941, with El Patio appearing to have been the lone survivor in San Francisco during World War II.[38] After the war years, dancehalls and ballrooms saw a renaissance and reached their height of popularity in 1951, with 11 total in San Francisco through the decade.[39] Their popularity began to decline into the 1960s. By 1963, El Patio had become the Carousel Ballroom, which operated under the Civic Center Ballrooms of California Inc.[40] and City Center Ballroom.[41] The Carousel Ballroom continued to carry on the ballroom tradition of music and dancing until 1968.

The bottom floor of the building has housed a wide variety of shops, automobile dealerships, and offices since its construction in the 1920s. As of 1929, Harry J. Lee sold Durant automobiles from the property. In 1930, El Patio Golf Greens took out an ad to announce its grand opening.[42] From 1931 until 1933, Gus and Edward Lachman filled the ground floor with Lachman Bros. Home Furnishings.[43] Additional tenants have included the Fur Doctor in 1935,[44] Lindy's Café in 1937,[45] and Gilbert Finance Co. in 1939.[46]

In 1935, Les Vogel Chevrolet Co. established a showroom at 10 South Van Ness Avenue that continued to operate until at least the mid-1960s.[47] In the 1960s, Waters Buick also operated in the space.[48] Car dealerships to have operated from the property also included Honda, which occupied the building from the

[38] Polk's Crocker-Langley San Francisco City Directory 1941.

[39] Polk's Crocker-Langley San Francisco City Directory 1951.

[40] Building Permit 259043.

[41] Building Permit 260148.

[42] Ad, *San Francisco Chronicle*, 25, September 1929.

[43] Polk's Crocker-Langley San Francisco City Directory 1931, 1932 and 1933; Building Permit 1489581.

[44] Building Permit 16704.

[45] Building Permit 25635.

[46] Building Permit 45243.

[47] Polk's Crocker-Langley San Francisco City Directory, 1935; Polk's San Francisco City Directory, 1961.

[48] Polk's San Francisco City Directory 1964-1965.

mid-1980s. Although numerous tenants operated from the building, it continued to remain in the hands of Mortimer Fleishhacker's family foundation until 1970. A complete list of tenants, as drawn from available city directories, is presented in tabular format below.

Figure 45. 1964 photograph, 10 South Van Ness Avenue. (Source: San Francisco Public Library History Center)

CAROUSEL BALLROOM AND THE FILLMORE WEST

By 1963, the El Patio Ballroom atop 10 South Van Ness Avenue had become the Carousel Ballroom, operated by City Center Ballroom. By March 1968, the venue's ballroom days had ended when a consortium of San Francisco musicians, including members of the Grateful Dead and Jefferson Airplane, took over the lease and began staging rock concerts in the hall.[49] Within six months, however, the new operators of the venue had accumulated a significant debt and went out of business.

At that point, infamous San Francisco music promoter and impresario Bill Graham had already been looking for an alternative site for his Fillmore Auditorium (located on Fillmore Street and Geary Boulevard in the Western Addition since 1966). Graham took over management of the Carousel Ballroom and rechristening it "Fillmore West" (though the name Carousel Ballroom remained on the building's exterior and continued to appear in concert posters for the Fillmore West).

[49] "The Monterey Police and Pops Festival," *San Francisco Chronicle*, 13 March 1968.

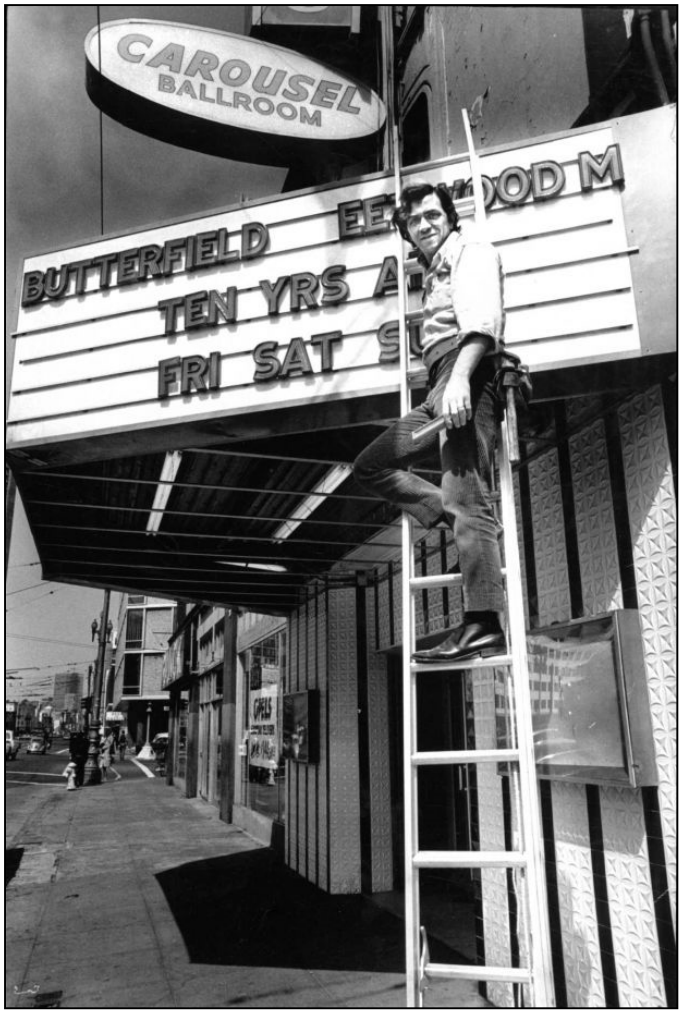

Figure 46. July 1968, Bill Graham at Market Street entrance to the Fillmore West. At the time, the entrance walls appear to have been sheathed with stamped tile, in vertical patterns of white and a darker color. (Source: *San Francisco Chronicle*, July 2015)

Figure 47. 1969 photograph, Fillmore West, "Carousel Ballroom," 10 South Van Ness Avenue. (Source: San Francisco Heritage.)

Figure 48. Screen shot from the 1972 documentary, "Last Days at the Fillmore." The film begins with Bill Graham walking the periphery of 10 South Van Ness Avenue, which is lined by concertgoers waiting to enter the venue.

Figure 49. Screen shot from the 1972 documentary, "Last Days at the Fillmore."

Figure 50. Screen shot from the 1972 documentary, "Last Days at the Fillmore."

Figure 51. Screen shots from the 1972 documentary, "Last Days at the Fillmore." Shows the interior of the venue, during Tuesday's basketball nights. Shows the characteristic decorative arches around the periphery of the building.

Although the Fillmore West occupied 10 South Van Ness Avenue for just under four years, the venue, through Graham's work, made a significant contribution to San Francisco arts and culture and American rock. Graham helped popularize an approach for staging music that remains the norm, by dispensing with seating and providing a more participatory experience, similar to the atmosphere of outdoor venues. As a

young Belva Davis reported on CBS's San Francisco affiliate, KPIX, on 28 January 1969, "It's almost impossible to describe the feeling of being in a rock dance. Maybe that's why so many young people flock here every weekend to see what Bill Graham and Fillmore West is all about."[50] Graham had begun his career as one of the first paid employees of the San Francisco Mime Troupe; the Fillmore West re-created this experiential, festival-like atmosphere. In this way, El Patio's open-plan ballroom, as well as its prime location on Market Street and Van Ness Avenue, proved ideal.

Through the Fillmore West, Graham exposed concertgoers not only to rock's new sound but also to its roots. In his estimation, without pioneering jazz, blues, and soul musicians, rock would not have existed. In this way, Graham was as much tastemaker as he was promoter. Already well into his thirties by the time the Fillmore West opened, he understood the appetite of young audiences for the new "San Francisco sound" but also the relevance of a wide range of musicians. In 1968, Michael Lydon noted in the *New York Times* that,

> While rock is the staple of the Fillmore diet and the money spinner, it is not all… [Graham] has gone out of his way to present blues men, not only B.B. and Albert King, but Albert Collins, John Lee Hooker, Freddy King, James Cotton, Magic Sam and Jimmy Reed; to experiment with unknowns like H.P. Lovecraft and countless San Francisco groups; even to put New Orleans's Preservation Hall Band on a bill with the Grateful Dead.[51]

Graham explained the approach: "we could prepare a bill like a well-rounded meal. Along with the rock headliner, we'd put a side order of blues or jazz on the menu—a B.B. King or Roland Kirk or Howlin' Wolf. Or we'd co-bill the Grateful Dead with Miles Davis. It was a righteous thing to do."[52] The line-ups at the Fillmore West were masterful and eclectic, with performers including Count Basie, Cannonball Adderly, Lenny Bruce, Afro-Haitian dancers, and many others. As music writer Ralph Gleason observed, "'Bill has given San Francisco and America a crash course in the history of American popular music.'"[53]

[50] KPIX Eyewitness News. 28 January 1969. News report by Belva Davis on Fillmore West and Bill Graham. (Source: San Francisco Bay Area Television Archive, San Francisco State University; available at: https://diva.sfsu.edu/collections/sfbatv/bundles/218472)

[51] Lydon, Michael. "The Producer of the New Rock, Bill Graham." *The New York Times*, 15 December 1968.

[52] Zimmerman, Nadya. 2008. *Counterculture Kaleidoscope: Musical and Cultural Perspectives on Late Sixties San Francisco*, Chapter 1, "Refusing to Play, Pluralism, and Anything Goes: Defining the Counterculture" (Ann Arbor, MI: University of Michigan Press), p. 13.

[53] Lydon, Michael. "The Producer of the New Rock, Bill Graham." *The New York Times*, 15 December 1968.

Figure 52. "Bill Graham Presents" Fillmore West poster for Grateful Dead and Miles Davis Quintet (left) and Iron Butterfly and Sir Douglas Quintet (right).

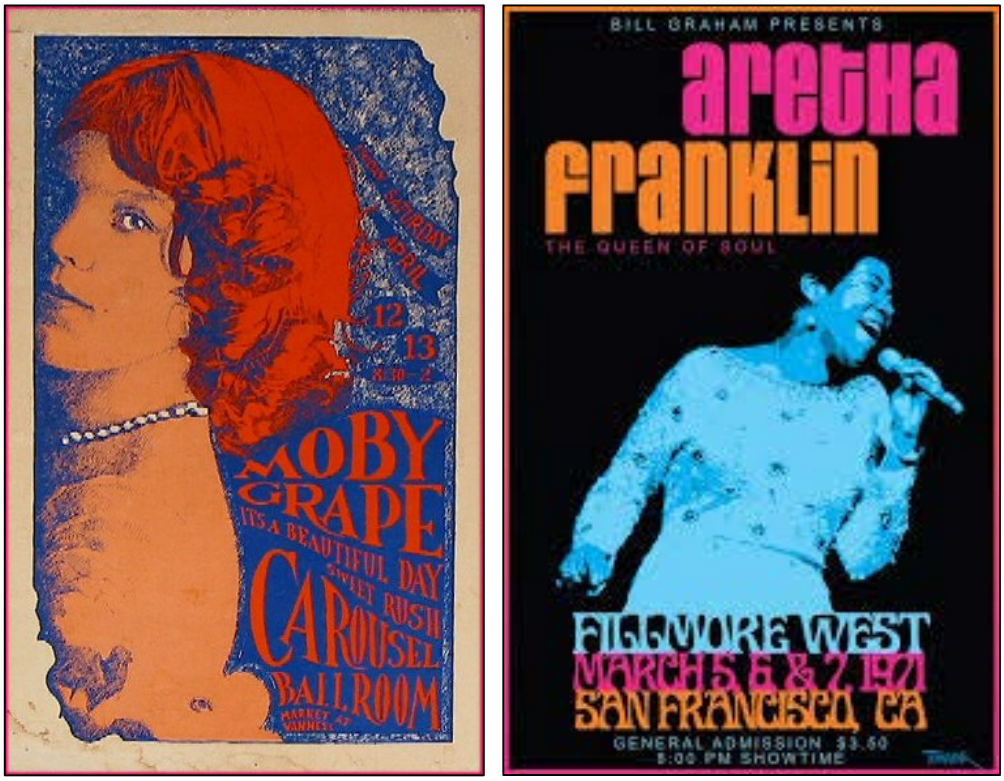

Figure 53. Fillmore West/Carousel Ballroom poster for Moby Grape and It's a Beautiful Day (left) and "Bill Graham Presents" Aretha Franklin, Queen of Soul (right).

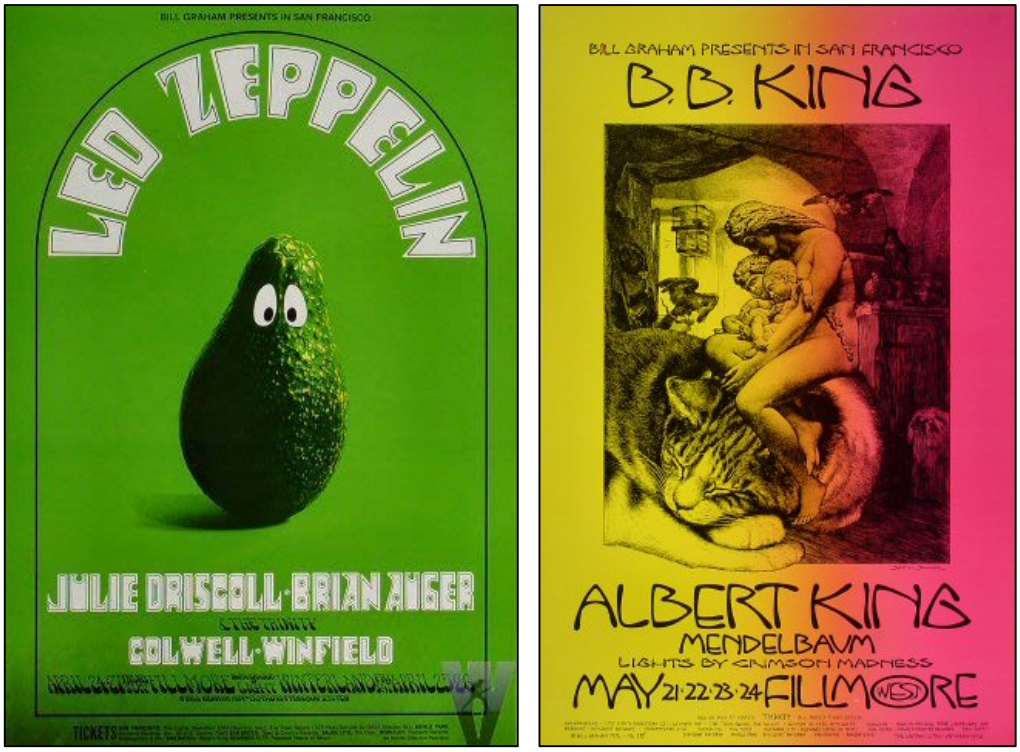

Figure 54. "Bill Graham Presents," Fillmore West posters for Led Zeppelin (left) and B.B. King and Albert King (right).

In addition, for many of the artists, performances at the Fillmore West exposed them to a new audience, primarily young, primarily Anglo-American. For example, in 1968 when B.B. King played at Fillmore West "for the first time, he found himself playing for a large white audience, a sellout crowd of flower-children." King recalled his introduction to the Fillmore West stage by Graham:

> Bill Graham gave me a straight-to-the-point introduction. 'Ladies and gentlemen,'" he said, 'the Chairman of the Board, B.B. King.' By the time I strapped on Lucille, every single person in the place was standing up and cheering like crazy. For the first time in my career I got a standing ovation before I played. Couldn't help but cry. With tears streaming down, I thought to myself, These kids love me before I've hit a note. How can I repay them for this love? The answer came in my music. I played that night like I've never played before. [I] played all my stuff with all my heart while they stayed on their feet, screaming and stomping for nearly three hours. It was hard for me to believe that this was happening, that the communication between me and the flower children was so tight and right. But it was true, it was probably the best performance of my life.[54]

Through the years, King continued to view his Fillmore West performance as a turning point in his career.[55] The Fillmore, Fillmore West, and Fillmore East, though, were also renowned for showcasing pioneering "San Francisco sound" bands and artists, such as the Grateful Dead, Jefferson Airplane, and Janis Joplin, among countless others.

[54] Gussow, Adam. "'W here Is the Love?': Racial Violence, Racial Healing, and Blues Communities." *Southern Cultures*, vol. 12, no. 4 (winter 2006): p. 50.

[55] Weiner, Tim. "B.B. King, Defining Bluesman for Generations, Dies at 89," The New York Times, 15 May 2015.

Figure 55. Screen shot from 28 January 1969 KPIX Eyewitness News report by Belva Davis on Fillmore West and Bill Graham. (Source: San Francisco Bay Area Television Archive, San Francisco State University; available at: https://diva.sfsu.edu/collections/sfbatv/bundles/218472)

Even a partial list of Fillmore West performances in 1968 reads like a who's-who of the annals of American rock, jazz, soul, and blues. Performers included Buddy Guy, Blue Cheer, Ike & Tina Turner, Freddie King Lights, Big Brother and the Holding Company, Sly and the Family Stone, Jeff Beck Group, Moby Grape, Santana, Iron Butterfly, Canned Heat, Ornette Coleman, Eric Burdon and the Animals, Blood Sweat and Tears, Who, Credence Clearwater Revival, Grateful Dead, Staple Singers, Preservation Jazz Band, Chuck Berry, Steve Miller, Albert King, Gordon Lightfoot, Jefferson Airplane, Ballet Afro-Haiti, Procol Harum, Quicksilver, Sun Ra Lights, Moody Blues, It's a Beautiful Day, Deep Purple, Country Joe and the Fish.

The Fillmore West also became as much a community center as it was a performance venue. An avid fan of basketball, Graham staged weekly games on the dance floor of the Fillmore West (with the team wearing Fillmore West basketball jerseys). In addition, Tuesday night "audition nights" provided opportunities to new local bands at the Fillmore West. For $1, concertgoers could hear relatively unknown artists and bands; through the experience, the bands gained exposure and the possibility for booking shows at the Fillmore West. In keeping with Graham's history with the San Francisco Mime Troupe and the tradition of outdoor theater and performances, the Fillmore West also sponsored free performances in Golden Gate Park.

In addition to the "Live at the Fillmore West" recordings, the venue's continuing influence is reflected in its iconic concert posters, which have been the topic of retrospective books, exhibits, and scholarly studies. Graham realized "a steady though relatively small income from the Fillmore posters, the beautifully illegible dance advertisements that started the craze for psychedelic posters."[56] Graham also started a booking agency and two record labels, Fillmore Records and San Francisco Records, to produce recordings from the Fillmore West and East. The office for Graham's recording labels was across the street from

[56] Lydon, 15 December 1968.

Fillmore West, at 1550 Market Street. Through hundreds of concerts, between 1968 and July 1971, the Fillmore West became one of the United States' most iconic rock concert halls, as well as an emblem of San Francisco music and culture in the late 1960s. Upon the venue's closing in July 1971, the *San Francisco Chronicle* observed that the Fillmore West had

> spawned the development of a dancing generation and a roster of musicians that has given San Francisco a name in contemporary pop music similar to the one New Orleans and Kansas City and Chicago had in the evolution of jazz.[57]

The movement that inspired the "San Francisco sound" was of course devotedly anti-establishment. As this movement's art and music became increasingly popularized, criticism began that the movement had been compromised. According to Graham, this critique ultimately played a role in his decision in 1971 to close the Fillmore West and East. Among other reasons, Graham cited the loss of the esprit de corps that had originally attracted him to San Francisco's counterculture movement. Although he continued to work in the music industry, Graham closed both Fillmore venues with a month of each other in June and July of 1971.

Final performances in the months leading up to the Fillmore West's closing included Aretha Franklin, who played three consecutive nights. The performances "were a milestone in Aretha's career, resulting in the classic album Aretha Live at Fillmore West." Of the performance, Boston Globe writer Ernie Santusuosso had written, "Earlier, during the closing bars of her opener, 'Respect,' she had promised: 'Relax, loan yourselves to us for a few minutes…just feel good. I promise you when you leave here you will have enjoyed this show as much as any you have had an occasion to see. All right?' Aretha Franklin was true to her word and, happily, this performance has been preserved as a remarkable memento of both the artist and the Fillmore."[58]

Figure 56. On stage at the Fillmore West: Aretha Franklin and Ray Charles (left, 1971); Bo Diddley (right, 1970).

[57] "Closing of the Fillmore West," *San Francisco Chronicle*, 4 July 1971.

[58] Glatt, p. 336.

As with B.B. King, Aretha Franklin's performances at the Fillmore West "also exposed her to a new white audience for the first time, turning her into a superstar. A beaming Bill Graham walked onstage to introduce her, saying: 'For all of us here at the Fillmore West, it's a long-awaited privilege and a great pleasure to bring out the number-one-lady, Miss Aretha Franklin. On the final night, Ray Charles joined Aretha onstage, giving Bill Graham a career highlight. 'It was one of the magnificent moments of my life,' he later said."[59] The next morning, *San Francisco Chronicle* columnist John L. Wasserman

> applauded Bill Graham for "hustling, haranguing, conning and cajoling" Aretha to record her live album at the Fillmore West. "After five years of enjoying the best rock music available anywhere…we tend to take Fillmore West for granted. On the basis of the quality and quantity of acts, the unequalled production of Bill Graham, attendance and ticket prices, Fillmore West is simply the world's greatest rock and roll music hall.[60]

By the time Fillmore West closed in July 1971, the venue had hosted, according to Graham, upwards of 1,200 shows attended by four million customers.[61] Newspapers throughout the United States (and beyond) reported on the closing of the Fillmore West, with the *Los Angeles Times* calling the venue "rock's most famous concert hall."[62] Since 1966, "Bill Graham, the rock impresario, had presented popular rock performances" at the Fillmore West and East, which had become "centers of the American rock scene. Mr. Graham, in closing the Fillmores, said he was disillusioned with a rock scene that had bred mass commercialization, greedy performers and drug abuse."[63] When the Fillmore East and West closed in 1971, Jac Holzman of Elektra Records wrote: "An era has passed—our twin meccas of music will be missed."[64] In subsequent years, the 1971 closing of the Fillmore West is the oft-cited bookend to San Francisco's flower power era and heyday of the psychedelic music scene.

SAN FRANCISCO MUSIC IMPRESARIO, BILL GRAHAM

Bill Graham was one of the most influential and controversial figures in the annals of American rock. As *Rolling Stone* writer Ben Fong-Torres wrote (following Graham's 1991 death), "When in the mid-Sixties San Francisco came to represent nothing left to lose, there was a handful of identifiable pioneers that changed the face, the sound and the style of pop culture. The changers included…Bill Graham." Graham, Fong-Torres wrote, was one of a "handful of identifiable pioneers that changed the face, the sound and the style of pop culture."[65] Over 20 years later, in a March 2016, the *San Francisco Chronicle* observed that "For a quarter of a century, Graham was rock'n'roll's greatest live music impresario. Between his inconspicuous start with a benefit concert for the San Francisco Mime Troupe at the original Fillmore Auditorium in 1965 to his death at age 60 in a helicopter crash in 1991, the Bay Area mogul fundamentally changed the live music business."[66]

[59] Glatt, p. 336.

[60] Glatt, p. 337.

[61] Glatt, p. 350.

[62] *Los Angeles Times*, 6 July 1971, "Concert Marks End of Fillmore West."

[63] *New York Times*, 6 July 1971, "Fillmore West Rolls into Rock Age Past."

[64] Glatt, p. 354.

[65] Fong-Torres, Ben. "Land of the Dead: San Francisco, Where It All Began," *Rolling Stone*, 21 September 1995.

[66] Vaziri, Aidin. 10 March 2016. "Bill Graham's Legacy Celebrated at Contemporary Jewish Museum," *San Francisco Chronicle*.

Figure 57. Bill Graham, on left, with his family in circa 1938; on right, with Roy, Alfred, and Pearl Ehrenreich, his adopted family, 1943, Bronx, New York. Source: San Francisco Chronicle, 10 March 2016.

Figure 58. Screen shot from 28 January 1969 KPIX Eyewitness News report by Belva Davis on Fillmore West and Bill Graham. (Source: https://diva.sfsu.edu/collections/sfbatv/bundles/218472)

The son of Russian-Jewish immigrants in Germany, Graham was born Wulf Wolodia Grajonca in Berlin on January 8, 1931. In the late 1930s, after the Nazis had seized power in Germany, Graham escaped to France on a *kindertransport*. He eventually made his way to New York in 1941, where he was adopted by a Jewish family from the Bronx; his mother and sister died in a German concentration camp. Graham served in the Korean War, during which time, in a sign of things to come, he "was both court-martialed and decorated."[67]

After attending New York City College, where he studied business administration, Graham made a visit to San Francisco just as flower child/hippie movement was emerging. During that visit, Graham later recounted having seen a performance of the San Francisco Mime Troupe in Lafayette Park. The performance was broken up by the police for alleged obscenity. Graham was hooked. He later spoke of an esprit de corps and "a community that wanted to exchange that feeling of 'let's have a good time.'"[68] With this, Graham felt, he "finally was in the right place at the right time."[69]

Once in San Francisco, after holding a number of jobs, Graham worked as the regional office manager for Allis-Chalmers. This was short lived, however, when Graham quit to become the business manager for the San Francisco Mime Troupe. While the relationship with the San Francisco Mime Troupe was short-lived, it paved the way for Graham to begin producing music and live events, under the "Bill Graham Presents" label that remained his brand throughout his career.

Graham staged his first rock concert in December 1965 at the Fillmore Auditorium; the venue quickly served as the launch pad for the most influential and innovative bands of the late 1960s, in particular those that invented the "San Francisco sound." Graham's Fillmore Auditorium and Fillmore West regularly staged performances by the Grateful Dead, Santana, Quicksilver Messenger Service, Boz Scaggs, Hot Tuna and its predecessor, Jefferson Airplane. Two years after opening the original Fillmore, with the popularity of the shows growing and the venue limited in size, Graham moved the Fillmore West to South Van Ness Avenue and Market Street, to a well-established dance and music hall in operation since the 1930s.

As early as 1968, within a few years of opening the Fillmore, a *New York Times* profile on Graham noted that it wasn't just the

> size, efficiency and profitability of this empire that make him a heavy. It is that he is a good producer. Rock musicians, in fact almost all entertainers, are dogged by producers who stick them on cramped stages with bad lighting and worse acoustics… Even if competent, most producers treat the entertainers and their work as low-risk quick-return commodities, neatly labeled rock, rhythm and blues, jazz or pop. Graham is an exception. Ralph Gleason, the knowledgeable critic of The San Francisco Chronicle, calls him 'the best producer since Norman Granz' (who did the 'Jazz at the Philharmonic' tours and started Verve Records).[70]

The reputation of the Fillmore grew to the point that, writing in late 1968, the *New York Times* noted that "the Fillmores are now what the Savoy, the Paramount and the Apollo used to be—great stages on which anyone who counts appears; to make it on them is to make it with the whole youth market."[71]

[67] Vaziri, 2016.

[68] Sherman, Sandra. 23 June 1972. "Rock Producer Bill Graham: 'Mother' of Fillmore West," *The Jewish Exponent.*

[69] Sherman, 1972.

[70] Lydon, 15 December 1968.

[71] Lydon, 15 December 1968.

As noted in the previous section, Graham's talent as a promoter had much to do with his interest in staging diverse groups, in order to expose new audiences to a range of performers. As Graham told San Francisco reporter Belva Davis, in a CBS interview in 1969:

> We don't just run a dancehall, I don't think we're in the ballroom business only. We're in the business of changing the taste of the public, introducing different types of acts, creating an environment… we don't just put an act on the stage. …we're very much concerned with what happens to Joe and Jane date when they come in here…what happens to them, not just in relation to the talent on the stage. But in relation to the place and the other people here and… If you walk into the lobby here, you might be worried about people watching you. You might just pick up an apple and start munching on it. Well this is usually a private thing. Subconsciously you're dropping your inhibitions, which will make it more conducive for you to listen freely and be affected freely, and you to affect others.[72]

In October 1991, 20 years after the closing of the Fillmore West, Graham died in a helicopter crash at the age of 60. Graham's memorial concert, held on the Golden Gate Park Polo Fields, was attended by over 300,000. Three months following his death, Graham was inducted into the Rock and Roll Hall of Fame. (As of March 2016, an exhibit on Graham's life is on view in San Francisco the Contemporary Jewish Museum.)

Following Graham's death, Michael Goldberg wrote in *Rolling Stone*:

> For three decades Bill Graham ruled live Rock & Roll. It wasn't simply that he was on a first name basis with just about every important rock star, he was one of the few people in the music business who could hold his own with any of them and who, in his own right, was their equal. Graham didn't simply stage thousands of rock concerts, that was business as usual for his skilled organization. He really earned his reputation by putting together extraordinary benefits and rock events on almost a yearly basis.
>
> For thirty years, Graham never stopped raising money for dozens of causes, ranging from AIDS research to the Haight Ashbury Free Medical Clinic, Amnesty International to the San Francisco Mime Troupe. Graham never seemed happier than when he was harnessing the tremendous power of rock & roll for the good of a cause. He truly seemed to delight in bringing together the biggest names in pop music to help make the world a better place, while at the same time making himself just a little bit more legendary.[73]

[72] KPIX Eyewitness News. 28 January 1969. News report by Belva Davis on Fillmore West and Bill Graham. Source: San Francisco Bay Area Television Archive, San Francisco State University; available at: https://diva.sfsu.edu/collections/sfbatv/bundles/218472.

[73] Goldberg, Michael, December 1991, "Bill Graham," *Rolling Stone Magazine*.

VI. ARCHITECT/BUILDER/DESIGNER

The original portion of the building at 10 South Van Ness was designed in 1926 by San Francisco architect Clarence C. Tantau for B.F. Schlesinger and Herbert and Mortimer Fleishhacker.[74] Approximately one month after the original building permit was issued for construction, Schlesinger and the Fleishhacker brothers commissioned Perseo Righetti to design an attached garage addition to the south of the building.[75]

CLARENCE TANTAU, ARCHITECT

Tantau (1884-1943) was a native of San Francisco and a member of the American Institute of Architects.[76] In 1917, Tantau partnered with John K. Branner, with whom he continued to work through circa 1920. Tantau became known primarily for his residential work for "the exclusive millionaire colony at Pebble Beach"[77] and the Del Monte Hotel, which he designed in tandem with Louis Hobart. According to the *Pebble Beach Historic Context Statement*, Tantau was "[l]ikely the most prolific architect in the early development of Pebble Beach. Based in San Francisco, he was best known for his Spanish style residences and commercial buildings."[78]

In addition to his active practice in Pebble Beach and San Francisco, over the course of his career Tantau completed numerous commissions throughout the extended Bay Area, including residences in Atherton, Berkeley, Burlingame, Hillsborough, Monterey, Moss Beach, Piedmont, and Santa Cruz.[79] Other notable projects include 1675 California Street (Du Broy Motor Car Company, 1917), 2090 Vallejo Street (residence, 1919), the Monterey Peninsula Country Club (1925), and the San Francisco Building at the Golden Gate International Exposition (1939).[80]

PERSEO RIGHETTI, ARCHITECT

Perseo Righetti was a local architect whose practice focused on work for members of San Francisco's Italian-American community. Righetti partnered with H.P. Kuhl prior to 1909 and with A. Headman from 1909-1914. He is most known for design of the 414 Mason Street (Native Sons of the Golden West Building #2, 1911-1912) and 1239 Main Street, Angels Camp (Calaveras County Bank, 1900).[81]

[74] Building Permit 157215.

[75] Building Permit 158501.

[76] "Clarence A. Tantau," *San Francisco Chronicle*, 21 April 1943.

[77] "Architect to Tour Europe," *San Francisco Chronicle*, 4 August 1928.

[78] Page & Turnbull, August 2013, *Pebble Beach Historic Context* Statement, Pebble Beach, Monterey County, California. Prepared for Monterey County, p. 88.

[79] Clarence A. Tantau Architect's Collection, Environmental Design Archives, UC Berkeley.

[80] San Francisco Heritage file on Clarence Tantau.

[81] Cunningham, Judith. National Register Nomination for Calaveras County Bank, 1984.

VII. EVALUATION

CRITERIA FOR SIGNIFICANCE, CALIFORNIA REGISTER OF HISTORICAL RESOURCES

Created in 1992 and implemented in 1998, the CRHR is "an authoritative guide in California to be used by state and local agencies, private groups, and citizens to identify the state's historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change."[82] Certain properties, including those listed in or formally determined eligible for listing in the NRHP and California Historical Landmarks numbered 770 and higher, are automatically included in the CRHR. According to PRC Section 5024.1(c), a resource, either an individual property or a contributor to a historic district, may be listed in the CRHR if the State Historical Resources Commission determines that it meets one or more of the following criteria, which are modeled on NRHP criteria:

Criterion 1: It is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage.

Criterion 2: It is associated with the lives of persons important in our past.

Criterion 3: It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Criterion 4: It has yielded, or may be likely to yield, information important in history or prehistory.

In addition to meeting these criteria, a property must retain historic integrity, which is defined in National Register Bulletin 15 as the ability of a property to convey the reasons for its significance. In order to assess integrity, the National Park Service recognizes seven aspects or qualities that, considered together, define historic integrity. Resources whose historic integrity does not meet NRHP criteria may still be eligible for listing in the CRHR.

To retain integrity, a property must possess several, if not all, of these seven qualities:

1. Location – the place where the historic property was constructed or the place where the historic event occurred;
2. Design – the combination of elements that create the form, plan, space, structure, and style of a property;
3. Setting – the physical environment of a historic property;
4. Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
5. Workmanship – the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory;
6. Feeling – a property's expression of the aesthetic or historic sense of a particular period of time;
7. Association – the direct link between an important historic event or person and a historic property.

[82] Public Resources Code, Sections 21083.2 and 21084.1.

EVALUATION

Per the guidance provided by the San Francisco Planning Department, the current evaluation weighs potential significance under CRHR Criteria 1 and 2, with a focus on the property's history as a dancehall and music venue.

10 South Van Ness Avenue appears eligible for the CRHR under Criterion 1, for its association with the internationally celebrated and iconic Fillmore West. In San Francisco and throughout the United States (and beyond), the counterculture art and spirit of 1960's-era San Francisco was embodied in the Fillmore West. The legacy and importance of this venue continues to be reflected in the now-iconic, psychedelic Fillmore West concert posters, which have themselves become the topic of scholarly work in sociocultural and art history studies. The Fillmore West legacy also lives on in the many "Live at the Fillmore West" recordings, which have also become highly significant in the annals of American music.

For a short time prior to opening the Fillmore West in the subject property, Bill Graham had staged performances in the Fillmore Auditorium, located in the Western Addition on Geary Boulevard and Fillmore Street. Within a year at this location, Graham was already searching for a new venue, due to space and location constraints. In 1968, Graham moved operations to the subject property, when he took over the lease of the former Carousel Ballroom from Ron Rakow, an associate of the Grateful Dead, and christened the venue the Fillmore West.[83] Graham's Fillmore East operated in New York City from 1968 to 1971, the same years he ran the Fillmore West.

While the earlier Fillmore Auditorium is extant in the Western Addition, the Fillmore West and its significance in San Francisco's sociocultural history (and the history of American rock music and culture) are singular.[84] The period of significance is 1968 to 1971.

The property also appears eligible under Criterion 2 for its direct association with music promoter, impresario, and Fillmore West founder Bill Graham. The period of significance is 1968 to 1971.

El Patio Ballroom

Prior to the establishment of the Fillmore West, the ballroom space known as El Patio from the 1920s through early 1960s, then as Carousel Ballroom until 1968. Less is known about El Patio, but through much of the first half of the twentieth century, the venue served as one of San Francisco's most successful, best-known ballrooms and concert spaces. During the Great Depression, El Patio was one of a handful of entertainment venues that survived the economic downturn of the day. As times changed, the venue survived and adapted, from the Great Depression through World War II, and through the 1950s and early 1960s.

Archival research carried out for this study did not reveal an adequate amount of information on the developmental and social history of El Patio such that a finding of significance can be made. The ballroom was a long-standing entertainment venue in San Francisco in continuous use on the site for over 40 years. Based on available data, it cannot be argued with certainty that the property meets the eligibility criteria.

[83] Page & Turnbull, Inc., March 2007, 12 South Van Ness Avenue, Department of Parks and Recreation Building, Structure, and Object Record, Series 523B Form. On file with City and County of San Francisco Planning Department.

[84] A separate evaluation of the Fillmore Auditorium is beyond the scope of the present study. Any subsequent study should consider Bill Graham's early tenure in the Fillmore Auditorium, as well as the venue's years as the Elite Club, an early, well-known punk rock club in San Francisco, and as a later venue for Bill Graham Presents, among others.

SUMMARY OF INTEGRITY THRESHOLDS FOR CRHR

This section offers a summary of the integrity thresholds of the property for the CRHR. A detailed examination of each aspect of integrity follows this section.

In accordance with the integrity thresholds for CRHR eligibility, the property retains integrity of location, design, setting, and association and continues to convey the reasons for its significance. This finding is based on a consideration of the rareness of the resource and its sociocultural (rather than architectural) significance, as the location of the Fillmore West and in direct association with San Francisco music promoter and impresario Bill Graham. The retention of integrity is also based on the presence of extant (though currently covered) character-defining features on the exterior and interior, and the reversibility of a number of alterations (such as the auto-lifts in the interior ballroom space).

Therefore, the Fillmore West retains integrity such that it meets the eligibility criteria for the CRHR, under Criteria 1 and 2. The property therefore qualifies as an historical resource under the California Environmental Quality Act (CEQA).

INTEGRITY ANALYSIS

The following section presents the integrity analysis conducted for 10 South Van Ness Avenue, according to each of the seven aspects of integrity.

1. Location: the place where the historic property was constructed/historic event occurred

   The property **retains integrity of location**. In terms of the aspects of integrity most important for conveying the sociocultural significance of the Fillmore West, the venue's prominent location at the corner of South Van Ness Avenue and Market Street is particularly critical in conveying its significance.

2. Design: combination of elements that create the form/plan/space/structure/style of a property

   Overall, based on the property's period of and reasons for significance, the property **retains integrity of design**. In terms of alterations, the property displays several visible changes in design that reflect its ongoing, evolving uses over time. These include the removal of the original Fillmore West blade side and marquee atop the Market Street entrance, as well as removal of the marquee over the 10 South Van Ness Avenue entrance. In addition, the original deeply recessed theater entrance of the Fillmore West (which appears to have been sheathed in stamped tile, with columns of white tiles interspersed with a darker border) is currently covered by concrete slabs. It was extant as of circa 1976 (according to the San Francisco Architectural Heritage survey photo). It is unknown whether any of the original features of the entrance are extant behind the concrete slabs (this alteration is potentially reversible).

   Additional extant character-defining features that express the building's design include the overall symmetrical design composition and decorative pilasters and ornament; the rhythmic bays and fenestration pattern; decorative Spanish Colonial Revival-style parapet, which marks

the entrance to the former El Patio Ballroom/Fillmore West, among other features. Some of these features are slightly obscured by metal screens on the north, east, and south elevations; if the metal screens were removed, the essential form of the building and these character-defining features remain intact. Character-defining features on the interior include the open plan, with few walls or divisions, overall spatial relationships of the open plan to the arcaded spaces along the periphery, and the incorporation of decorative arches. On the interior, a number of steel automobile lifts were bolted to the concrete floor of the ballroom. If the automobile-lifts were removed, the essential form of the ballroom (its open-plan and relationship to the arcaded spaces and decorative arches) would remain intact. In this way, the interior space appears to retain its original dimensions, as designed in 1926 to serve as an open ballroom.

Based on a 1972 documentary about the final week of the Fillmore West, which included a number of images of the concert space, the Fillmore West interior appears to have been a simple, purpose-driven space during the period of significance. It was an open-plan ballroom, a feature that remains intact (since the automobile-lifts are reversible and, if removed, would leave the essential form of the room intact). The openness of the ballroom and spatial relationships and circulation paths (including the open, switch-back staircase) of the interior in general remain intact and have not been destroyed or disrupted through the extension addition of interior walls or obstructions.

The main design motif in the ballroom is a series of decorative, elaborately curved arches. These arches appear in documentary photographs and in videos of the Fillmore West during its period of significance. Because the ballroom is otherwise simple and purpose-driven in design, and because the arches are highly distinctive, this design motif contributes to the retention of integrity of design, such that a concertgoer from 1970 would recognize the arches framing the ballroom as belonging to the Fillmore West.

By the time Bill Graham launched the Fillmore West, the elements of the building that conveyed its overall design (which includes form, plan, and space) included not just the building's ornamental detailing and style, however, but also its distinctive form and plan. The form and plan of 10 South Van Ness Avenue (which measures 227 feet along Market Street, 344 feet along South Van Ness Avenue, and 315 feet along Twelfth Street) reflect the property's unusual development history, which was created when Van Ness Avenue was extended through Market Street. The irregular, triangular-sized lot was created by the diagonal swath cut through the previous rectilinear lot by South Van Ness.

Since that time, the building has not been changed in height or width through significant additions. The building envelope, plan, and form are highly intact. Given the unusual and imposing scale of the building, its form and plan remain intact.

In addition, given the period of significance (1968 to 1971), the property had already undergone decades of updates and changes by the time the Fillmore West occupied the building. Therefore, given its social significance and eligibility under Criterion 1 and 2 (rather than 3), the property retains sufficient integrity of design.

3. Setting: the physical environment of a historic property

The property **retains integrity of setting**. Its setting at the corner of South Van Ness Avenue and Market Street, in an area of the Market and Octavia Neighborhood Plan Area known for its eclectic development history and uses, remains sufficiently intact to convey significance.

4. Materials: the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.

The property **does not retain integrity of materials**. There have been enough alterations to the ballroom exterior, entrance, and interior facilities (alterations that would have reflected its use as a concert hall) that the property does not retain integrity of materials.

The most significant changes in this respect include removal of the stage, lighting area, concessions, ticketing area on the interior, as well as the removal of all signage announcing the Fillmore West, the entrance on Market Street, and associated marquee and blade sign.

5. Workmanship: the physical evidence of the crafts of a particular culture or people

The property **does not retain integrity of workmanship**. Similarly, there have been enough alterations to the ballroom facilities overall, as a concert hall, that the property does not retain integrity of workmanship.

6. Feeling: the expression of the aesthetic or historic sense of a particular period of time

The property **does not currently retain integrity of feeling**. A 1972 documentary of the closing performances of the Fillmore West opens with Bill Graham walking the periphery of 10 South Van Ness Avenue, interspersed with images of performers on stage. The building remains highly recognizable on the Twelfth Street elevation. In addition, the interior images show the recognizable and distinctive decorative arch motif (the open plan is currently interrupted by the addition of numerous automobile-lifts, which are bolted to the concrete floors).

From the exterior, generally speaking, images shown in the documentary as Graham circles the building convey what is present today, in terms of the character of the building's massing, and exterior envelope and shape, the industrial character of the building, its symmetrical, repeating bays, divided by attached piers (many of these features are visible behind the metal screens currently mounted on the exterior).

If the nonoriginal metal screens currently spanning the façade and the auto-lifts in the interior of the ballroom were removed, the property would likely retain integrity of feeling. In addition, it is possible that the original theater entrance is intact behind the concrete slabs currently covering them. With these alterations in place, however, the property currently does not retain integrity of feeling.

7. Association – the direct link between an important historic event/person and historic property.

   The property **has integrity of association**. It was the home of the now-legendary music venue, Fillmore West, established by the nationally significant San Francisco music promoter and impresario, Bill Graham.

Summary of Historic Integrity, Fillmore West:

Although the building exhibits numerous alterations, the property retains integrity of location, design, setting, and association. This finding is based on a consideration of the rareness of the resource and its sociocultural (rather than architectural) significance, as the location of the Fillmore West, a world-famous icon of San Francisco counterculture and music in the 1960s, and as the creation of San Francisco music promoter and impresario Bill Graham. It is also based on the presence of extant character-defining features on the exterior and interior, and the reversibility of a number of alterations (including the attached metal screens on the exterior and the auto-lifts in the ballroom space). Therefore, the Fillmore West retains integrity such that it meets the criteria for CRHR eligibility under Criteria 1 and 2 and therefore qualifies as an historical resource under CEQA.

VIII. CHARACTER-DEFINING FEATURES, FILLMORE WEST

Exterior Features (Building Overall)

- Reinforced, concrete construction
- Corner siting and orientation, facing intersection of Market Street and Van Ness
- Set flush to the sidewalk
- Irregularly shaped, triangular building plan
- Spanish Colonial Revival-influenced ornament and detailing
- Decorative pilasters, dividing bays
- Symmetrical design composition
- Varied massing, primarily two stories, with a three-story pop-out on the west and a one-story block on the south
- Repeating, rhythmic bays, separated by attached piers with ornamental detailing
- Metal-framed, grouped, and multilight windows, casements, and transoms

Interior Features (Ballroom)

- Interior circulation from downstairs to ballroom entrance (original)
- Open plan of the ballroom
- Concrete floors
- Doubled-back stairway
- Decorative metal banister leading upstairs to the venue
- Elaborate, decorative arch motif encircling the ballroom
- Office spaces, accessed off stairwell via single wood doors

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Appendix A.

San Francisco City Department of Building Inspection, Building Permits, 10 South Van Ness Avenue

SAN FRANCISCO DEPARTMENT OF BUILDING INSPECTION, BUILDING PERMITS

10 SOUTH VAN NESS AVENUE

DATE	PERMIT APPLICATION #	OWNER	ARCHITECT	COST	DESCRIPTION
Dec. 31, 1926 (Jan. 28, 1927)	157215	B.F. Schlesinger & Herbert & Mortimer Fleishhacker	Clarence A. Tantau	$130,000	Application for a two-story concrete building for stores and dancehall.
Feb. 18, 1927 (Feb. 28, 1927)	158501	B.F. Schlesinger & Herbert & Mortimer Fleishhacker	Perseo Righetti	$50,000	Application for construction of a two-story concrete garage addition
Jan. 8, 1928 (Jan. 11, 1928)	134221 (176032)	Anglo Securities Co.	Home Mfg. Co. (Builder)	$975	Install storefronts (2 bays), tile base, copper molding, and plate glass with two double-door entrances. Erect terra cotta tile division wall floor to ceiling dividing stores. Build toilet partition.
Dec. 17, 1928 (Dec. 21, 1928)	133949 (175759)	Anglo California Trust Co.	Home Mfg. Co.	$485	New storefront of tile base, plate glass in copper moldings. Build toilet partition.
Mar. 10, 1931 (Mar. 13, 1931)	1489581 (191384)	Lachman Brothers		$1,450	Erect one neon electric display on roof.
Sept. 17, 1931 (Sept. 17, 1931)	152585 (195173)	Anglo California Trust Co.		$85	Close openings.
Feb. 18, 1932 (Feb. 27, 1932)	154930 (197664)	Anglo California Trust Co.		$590	Divide off space at corner, 40’ x 60’, install iron gates in entrance, build toilet partition and paint interior.
Mar. 29, 1933 (Mar. 31, 1933)	3998 (948)	Anglo California Trust Co.		$200	Remove partitions
Apr. 18, 1933 (Apr. 25, 1933)	4339 (1218)	Anglo California Trust Co.		$500	Partition and plaster doors front and glass.
Jan. 10, 1934 (Jan. 15, 1934)	7838 (5037)	Les Vogel		$50	Cloth and frame sign, 100ft.

DATE	PERMIT APPLICATION #	OWNER	ARCHITECT	COST	DESCRIPTION
May 22, 1934 (May 25, 1934)	9463 (6913)	El Patio Ballroom		$350	Remove existing vertical sign and install one neon electric display on front face of building.
Aug. 27, 1934 (Aug. 30, 1934)	10398 (7979)	Anglo California Trust Co.		$600	Duplicate entrance of 1555 Market St., tile, front, sides. Remove partitions between vacant store & paint store. Build mezzanine in rear.
Oct. 17, 1935 (Nov. 12, 1935)	16704 (115804)	The Fur Doctor		$60	Change owner sign to new location.
Mar. 19, 1936 (Mar. 24, 1936)	18972 (17584)	El Patio Ballroom		$3,000	Remove partitions, replacing with tile, plaster, etc. Alter plumbing and electrical work, door openings.
Feb. 25, 1937 (Feb. 27, 1937)	25635 (25087)	Lindy's (Café)		$300	Install electric sign against face of building.
Sept. 6, 1937 (Sept. 14, 1937)	29829 (29851)	El Patio Ballroom		$150	Erect one neon electric horizontal face sign on Marquee face.
Sept. 14, 1937 (Sept. 14, 1937)	29830 (29850)	El Patio Ballroom		$150	Erect one neon electric horizontal face sign on Marquee face.
Mar. 1, 1943 (Mar. 3, 1943)	67817 (70962)	B. Poetz (El Patio)		$450	Build a small store room over stairway of 12th St entrance.
Mar. 25, 1943 (Mar. 26, 1943)	67865 (71070)	P.E. Poetz (El Patio)		$500	Remove two concrete walls to make room for hat check room and put in hollow tile wall.
Mar. 31, 1943 (Mar. 31, 1943)	67895 (71140)	B. Poetz (El Patio)		$150	Erect a stud wall and batten board partition for a temporary store room.
Aug. 17, 1943 (Feb. 4, 1944	70948 (72856)	B.N. Poetz (El Patio)	G.A. Berger		Construct and install new exit/entrance from Market Street as shown on plans.
Oct. 20, 1948 (Oct. 20, 1948)	102589 (112198)	Undlin Store Fixture Co.		$2,000	Erection of new masonry store front.
Jan. 4, 1949 (Jan. 18, 1949)	184181 (113908)	Les Vogel Chevrolet Co.		$1,500	Lower curb on east line of 12th Street 45 ft. south of Market Street. Remove portion of the building and

DATE	PERMIT APPLICATION #	OWNER	ARCHITECT	COST	DESCRIPTION
					install steel rolling fire door. Remove and relocate existing office sand toilet.
Mar. 24, 1949 (Apr. 22, 1949)	106343 (225804)	Les Vogel		$750	Construction of mezzanine storage room.
Feb. 8, 1957 (Mar. 14, 1957)	175146 (184627)	Mortimer Fleishhacker Foundation		$1,000	Replace burned floor in dance hall, broken glass, and painting.
Nov. 10, 1958 (Dec. 10, 1958)	195172 (217114)	John and T.J. Wolohan		$1,000	Install new partition dividing existing cloak room, partition to extend from floor to ceiling and constructed of steel studs and gypsum lath and plaster. Remove existing non-bearing partitions as shown on plan, all exit doors to swing out and equipped with panic bolts.
Aug. 13, 1963 (Aug. 20, 1963)	256099 (287069)	Waters Buick		$500	Install single face horizontal sign.
Aug. 13, 1963 (Aug. 20, 1963)	256102 (287068)	Waters Buick		$50	Move existing sign from 1355 Van Ness Ave. to new location. No changes to sign.
Aug. 13, 1963 (Aug. 20, 1963)	256103 (287065)	Waters Buick		$450	Install single face horizontal sign.
Aug. 13, 1963 (Aug. 20, 1963)	256104 (287066)	Waters Buick		$400	Install double face horizontal sign.
Sept. 13, 1963 (Oct. 23, 1963)	259043 (288791)	Civic Center Ballrooms of Calif Inc. (Carousel Ballroom)		$600	Install single face horizontal sign.
Sept. 13, 1963 (Nov. 15, 1963)	260052 (288789)	Civic Center Ballrooms of Calif Inc. (Carousel Ballroom)		$1,500	Install double face horizontal sign.

DATE	PERMIT APPLICATION #	OWNER	ARCHITECT	COST	DESCRIPTION
Sept. 18, 1963 (Sept. 18, 1963)	257349 (287871)	Civic Center Ballrooms of Calif Inc. (Carousel Ballroom)		$10,000	Renovation, erecting partitions to enlarge ladies powder room, remove entrance doors to meet local fire and building codes, relocate bandstand.
Sept. 23, 1963 (Oct. 4, 1963)	258227 (289271)	Roger Wall (Roger M. Wall Insurance)		$350	Install double face horizontal sign.
Oct. 10, 1963 (Oct. 16, 1963)	258732 (290182)	Bill Fuller		$7,900	Per plan, supply all under bar equipment, supply cooking equipment and food serving counter.
Nov. 7, 1963 (Dec. 31, 1963)	261638 (291627)	Foster and Kleiser		$1,500	Install billboard on roof at corner of S. Van Ness and Market St.
Nov. 19, 1963 (Nov. 19, 1963)	260148 (291340)	City Center Ballroom		$500	Demolition permit to strip marquee for engineering survey.
Nov. 19, 1963 (Nov. 17, 1964)	274485 (292057)	City Center Ballroom		$500	Remove 2ft. off front and weight off sides, install angle beam as shown on sides to receive signs. Separate permit applied for on signs.
Oct. 11, 1965 (Oct. 21, 1965)	286836 (321114)	Bill Fuller		$150	Install door frame and double action swing doors.
Aug. 18, 1970 (Aug. 18, 1970)	347416 (387610)	W.M. Graham		$1,000	Alter signage.
Sept. 29, 1970 (Feb. 15, 1971)	349024 (389131)	Howard Johnson		$200	Rehang electric sign.
Oct. 12, 1970 (Oct. 23, 1970	349625 (389905)	Fillmore West		$300	Reface front of building to corner.
Apr. 25, 1973 (June 4, 1973)	377684 (421188)	National Inns Ltd.	Robert Gekkin (Engineer)	$5,000	Build wall along property line and close off sub-side walk space as per letter of July 3, 1972 and per structural plans.
Dec. 14, 1978 (Feb. 2, 1979)	445675 (7813095)	Boas International	Don Knorr Assoc.	$200,000	Install office partitions, new toilet doors, showroom, and service area lighting and power distribution, unit heaters and interior painting. New storefronts.

DATE	PERMIT APPLICATION #	OWNER	ARCHITECT	COST	DESCRIPTION
Oct. 17, 1979 (Oct. 18, 1979)	455650 (7910481)	Boas International		$2,500	Install signage.
May 25, 1981 (Jun. 9, 1981)	471852 (08104727)	Boas Motors		$400	Install signage.
Mar. 18, 1982 (Mar. 29, 1982)	480104 (0820241)	Boas International		$3,000	Install signage.
Mar. 11, 1986 (Mar. 17, 1986)	545074 (08602737)	Boas International		$93,000	Seismic upgrade. Install four steel 'A' braces between columns, 18 concrete shear bays between columns, and angle iron from concrete floor to concrete grade beams.
Sept. 20, 1988 (Dec. 2, 1988)	601942 (08814147)	Boas International		$12,000	Two awnings installed as per plans according to SFUBC. Covered with approved fabric.
Oct. 4, 1988 (Nov. 27, 1988)	601101 (08815208)	Boas International		$12,000	Awning as per plan.
Sept. 28, 1989 (Nov. 20, 1989)	628523 (08918334)	Boas International		$1,000	Parapet.
Jan. 23, 1995 (May 4, 1995)	768960 (09500926)	S.F. Honda		$20,000	Relocate service lifts and install 1-hr firewall.
Dec. 7, 1995 (Dec. 7, 1995)	784116 (09520708)	Bill Boggs		$44,000	Install new modified roof system.
June 30, 1998 (Aug. 4, 1998)	856313 (09813491)	S.F. Honda		$248,500	Interior remodel, seismic upgrade, and accessibility upgrade.
Nov. 26, 1998 (Dec. 1, 1998)	866275 (09821916)	S.F. Honda		$10,000	Refurbish and relocate existing signs.
Nov. 28, 1998 (Nov. 11, 1998)	865291 (09822160)	Ryan Associates		$5,000	Fabricate and install awning.

DATE	PERMIT APPLICATION #	OWNER	ARCHITECT	COST	DESCRIPTION
Mar. 28, 2000 (Sept. 14, 2000)	921356 (200003305908)	S.F. Honda		$50,000	Construct fence, new door, and new garden area.
July 28, 2000 (July 28, 2000)	917205 (200007286425)	S.F. Honda		$1	Renewal of expired Permit #9813491 to obtain final approval.
Jan. 1, 2001 (Jan. 24, 2001)	930986 (200101240472)	S.F. Honda		$1	Revision to PA #200003305908, relocate fence gate from S. Van Ness to 12th St.
Nov. 27, 2002 (Dec. 11, 2002)	983167 (200211272440)	S.F. Honda		$40,000	Voluntary strengthening.
Apr. 24, 2004 (July 3, 2003)	999249 (200304243060)	Bill Boggs / Boas Family Inv. Co.		$95,000	Remove and replace existing awnings, add new sign-age band awning above the 1st floor, and remove one blade sign and relocate another.
Apr. 24, 2003 (July 3, 2003)	999247 (200304243063)	Bill Boggs		$95,000	New frame with new fabric awning with printed graphics.
July 24, 2006 (July 24, 2006)	1093107 (200607247404)	Boas Family Investment Co.		$1,500	Install protective wire near top of existing fence to reduce trespassing.
Aug. 13, 2010 (Aug. 13, 2010)	1218924 (201008138735)	S.F. Honda		$25,000	Re-skinning existing awning.
Mar. 26, 2012 (Mar. 26, 2012)	1260774 (201201041627)	John Boas		$535,000	Interior tenant remodel and renovation of showroom and service areas including a new accessible re-stroom, a new stair with relocated accessible lift, new partitions at service sales area, and new flooring with accessible transitions.

Appendix B.

City Directory Research, 10 South Van Ness Avenue

CITY DIRECTORY RESEARCH

10 South Van Ness Avenue

Directory Year	Resident or Business Name(s)	Source
2013-1978 ca.	Boas International Motors	Various
2013-1985 ca.	San Francisco Honda	Various
1962-1935 ca.	Les Vogel Chevrolet Co.	Various
1935	Van Ness Coffee and Lunch House, J.G. Courtis, J.N. Voulis	R.L. Polk and Company
1933-1931	Lachman Bros. Home Furnishings (Gus and Edward Lachman)	R.L. Polk and Company
1930	Voulis, Jas N. (Nell), Restaurant	R.L. Polk and Company
1925	Larsen, Lars P. (Restaurant)	R.L. Polk and Company
1915	Larsen Lars P, Margaret (restaurant)	H.S. Crocker Company

1545 Market Street

Directory Year	Resident or Business Name(s)	Source
1977	Vacant	Pacific Telephone
1971	Fillmore West Concert Hall, Carousel Ballroom	Pacific Telephone
1966	Carousel Ballroom	R.L. Polk & Company
1962	El Patio Ballroom	R.L. Polk and Company
1958	El Patio Ballroom	R.L. Polk and Company

Directory Year	Resident or Business Name(s)	Source
1953	El Patio Ballroom	R.L. Polk and Company
1949	El Patio Ballroom, John Wolohan P.B. Bertelson George H. Schomer	R.L. Polk and Company
1944	William Field, manager, El Patio Ballroom, B.N. Poetz Owner and Manager, America's Finest Ballroom	R.L. Polk and Company
1940	El Patio Ballroom, B.N. Poetz Owner and Manager, America's Finest Ballroom	R.L. Polk and Company
1935	El Patio Ballroom, B.N. Poetz Owner and Manager, America's Finest Ballroom	R.L. Polk and Company
1930	El Patio Ballroom, B.N. Poetz Owner and Manager, America's Finest Ballroom	R.L. Polk and Company

1550 Market Street

Directory Year	Resident or Business Name(s)	Source
2008	Publications Globe Medical	Cole Information Services
2006	Balanced Fitness	Haines Company, Inc.
2000	Fung James	Haines Company, Inc.
1993	Medstate Systems Inc.	Pacific Bell
1985	Zohn Artman & Associates	Pacific Bell
1977	Dharma Coffee House, Inc., restaurant	Pacific Telephone
1971	Burge Samuel	Pacific Telephone
1966	Chrissa Imports Ltd., Wines	R.L. Polk and Company
1962	Atlantic & Pacific Trading Co., exporters	R.L. Polk and Company
1958	Assoc. transcribing service, court reporting	R.L. Polk and Company
1953	Glissman Rex Co.	R.L. Polk and Company
1949	Christian Supply Center, Bibles, Books, Greeting Cards, Sunday School Supplies	R.L. Polk and Company
1944	Von Arx, Harry (Grace), clothing cleaners	R.L. Polk and Company
1935	Hoffman Gas & Electric Heater Company, Geo. H. Littlejohn, Agent	

Directory Year	Resident or Business Name(s)	Source
1925	Cummins Olcott Motorcycles	R.L. Polk and Company
1920	Deman Fred Furniture	Pacific Telephone
1915	Excelsior Motorcycles, Fred H. Bente	H.S. Crocker Company

50 S. Van Ness Avenue

Directory Year	Resident or Business Name(s)	Source
2000	No current listings	Haines and Company
1993	Next Interiors	Pacific Bell
1990	Next Interiors	Pacific Bell
1985	Data Processing & Accounting Services; Massey Data Entry Services	Pacific Bell
1977	Data Processing & Accounting Services	Pacific Telephone
1971	Data Processing & Accounting Services	Pacific Telephone
1966	Northwestern Title Company	R.L. Polk & Company
1935	Ruegg Paul G. (Gladys), auto repair	R.L. Polk & Company
1930	Speedometer Service Company (Paul Ruegg), F.C. Mansen Jr., Manager	R.L. Polk & Company
1915	Baumgardner John H. (Leona), Indian Motorcyles	H.S. Crocker Company
1910	Pacific Sales Corporation, automobile supplies	H.S. Crocker Company

PRESERVATION TEAM REVIEW FORM

Preservation Team Meeting Date:		Date of Form Completion	11/16/2016

PROJECT INFORMATION:		
Planner:	Address:	
Allison Vanderslice	10 South Van Ness Ave	
Block/Lot:	Cross Streets:	
3506/004	Market Street	
CEQA Category:	Art. 10/11:	BPA/Case No.:
B		2015-004568ENV

PURPOSE OF REVIEW:			PROJECT DESCRIPTION:	
(•) CEQA	( ) Article 10/11	( ) Preliminary/PIC	( ) Alteration	(•) Demo/New Construction

DATE OF PLANS UNDER REVIEW:	

PROJECT ISSUES:	
☒	Is the subject Property an eligible historic resource?
☒	If so, are the proposed changes a significant impact?
	Additional Notes:
	New high-rise, mixed-use construction consisting of residential units, associated amenity spaces, and retail spaces at the ground floor. Proposed project entails two 400' towers over a 120' podium building, with two levels of sub-grade parking. Project also features approximately 36,900 square feet of open space, including approximately 6,000 square feet of publicly accessible open space. Project also includes approximately 20,000 square feet of building amenity, amenity roof terraces and 255 bicycle parking stalls.

PRESERVATION TEAM REVIEW:			
Historic Resource Present	(•) Yes	( ) No *	( ) N/A

Individual	Historic District/Context
Property is individually eligible for inclusion in a California Register under one or more of the following Criteria:	Property is in an eligible California Register Historic District/Context under one or more of the following Criteria:
Criterion 1 - Event: (•) Yes ( ) No	Criterion 1 - Event: ( ) Yes ( ) No
Criterion 2 -Persons: (•) Yes ( ) No	Criterion 2 -Persons: ( ) Yes ( ) No
Criterion 3 - Architecture: ( ) Yes ( ) No	Criterion 3 - Architecture: ( ) Yes ( ) No
Criterion 4 - Info. Potential: ( ) Yes ( ) No	Criterion 4 - Info. Potential: ( ) Yes ( ) No
Period of Significance: 1968-71	Period of Significance:
	( ) Contributor ( ) Non-Contributor

Complies with the Secretary's Standards/Art 10/Art 11:	○ Yes	○ No	○ N/A
CEQA Material Impairment:	◉ Yes	○ No	
Needs More Information:	○ Yes	○ No	
Requires Design Revisions:	○ Yes	○ No	
Defer to Residential Design Team:	○ Yes	○ No	

* If No is selected for Historic Resource per CEQA, a signature from Senior Preservation Planner or Preservation Coordinator is required.

PRESERVATION TEAM COMMENTS:

The Department agrees with the Historic Resource Evaluation for 10 South Van Ness Ave prepared by SWCA/Tunstone dated September 2016, which finds the property to be an individual historical resource. The property is significant under Criterion 1, due to its association with the internationally celebrated and iconic music venue Fillmore West, and Criterion 2, for its association with music promoter and Fillmore West founder Bill Graham. The period of significance is 1968-1971. While the property has been modified it does retain enough integrity to convey its historical significance, include integrity of location, design, setting, and association.

The character-defining features for the exterior are the following: Reinforced, concrete construction; Corner siting and orientation, facing intersection of Market Street and Van Ness, with no landscape setbacks; Irregularly shaped, triangular building plan; Spanish Colonial Revival-influenced ornament and detailing; Decorative pilasters, dividing bays; Symmetrical design composition; Varied massing, primarily two stories, with a three-story pop-out on the west; Repeating, rhythmic bays, separated by attached piers with ornamental detailing; and Metal-framed, grouped, and multilight windows, casements, and transoms.

The character-defining feature for the interior the following: Interior circulation from downstairs to ballroom entrance (original); Open plan of the ballroom; Concrete floors; Doubled-back stairway; Decorative metal banister leading upstairs to the venue; Elaborate, decorative arch motif encircling the ballroom; and Office spaces, accessed off stairwell via single wood doors.

The proposed project consists of demolition of the subject property and is considered material impairment to an individual historical resource. Therefore, the Department has determined that the project will cause an unavoidable significance impact to an historical resource.

Signature of a Senior Preservation Planner / Preservation Coordinator:	Date:
	11.28.16

PROJECT SPONSOR'S OBJECTIVES

The project sponsor seeks to achieve the following objectives by undertaking the 10 South Van Ness Avenue Project:

- Redevelop a large underused site at a prominent location with a residential tower that will serve as an iconic addition to the City's skyline demarking the Market Street and Van Ness Avenue intersection including a range of residential unit types and neighborhood serving retail uses.

- Provide the maximum number of dwelling units on a site that currently has no housing, and has been designated through community planning processes for higher density due to its proximity to downtown and accessibility to local and regional transit, in order to increase the City's supply of housing, contribute to the City's General Plan Housing Element goals, and the Association of Bay Area Governments' Regional Housing Needs Allocation for San Francisco.

- Implement the objectives and policies of the Market & Octavia Area Plan and the proposed Market Street HUB Plan by activating a key site along the Van Ness Avenue and Market Street transit corridors, providing small business and employment opportunities, building housing that is affordable to a range of incomes, improving the quality and safety of the open space and streetscape, and providing other public benefits that would strengthen the mixed-use character of the neighborhood.

- Promote transit ridership by constructing the maximum number of new housing units at a major transit hub at the development density and building heights anticipated by the Market & Octavia Area Plan and the proposed Market Street HUB Plan.

- Encourage pedestrian activity and increase connectivity to the proposed Brady Park by creating a welcoming mid-block passageway that connects either South Van Ness Avenue or Market Street to 12th Street.

- Construct a project that qualifies as an Environmental Leadership Development Project to promote environmental sustainability, transportation efficiency, greenhouse gas reduction, stormwater management using green technology, and job creation.

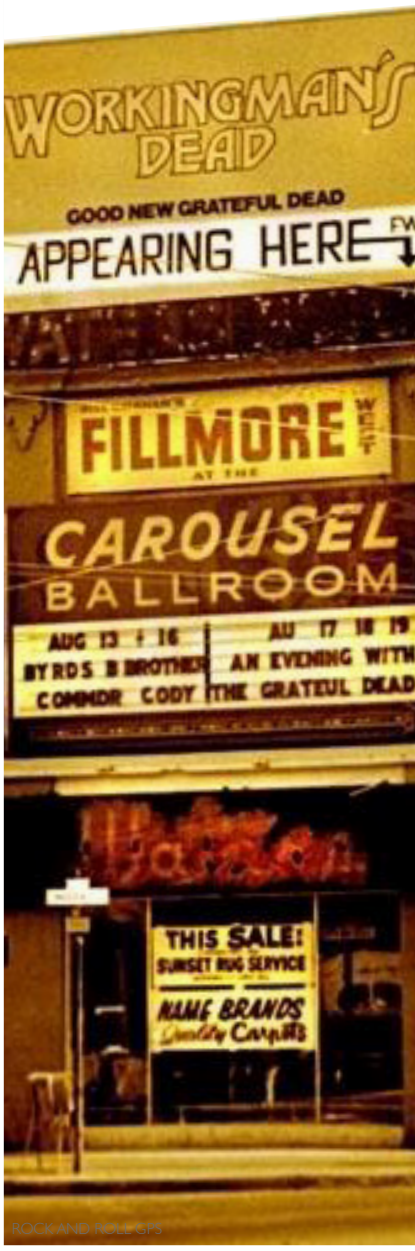
- Encourage and enliven pedestrian activity by improving 12th Street with wider sidewalks, street trees, special sidewalk paving, and bulb outs, and developing ground-floor retail and public amenity space that serves neighborhood residents and visitors and responds to future users who will be accessing the site and future Bus Rapid Transit (BRT) stations in the area.

- Improve the architectural and urban design character of the project site by replacing the existing utilitarian structures with a prominent residential tower or towers that provide a transition between two planning districts and increase building heights at the corner of Market Street and Van Ness Avenue to demarcate the significance of this intersection.

- Provide publicly accessible open space on a site that would be privately owned by the Project Sponsor.

- Provide well-designed parking, loading, and other transportation facilities and amenities with adequate access to serve the needs of the project's residents, employees, and guests, and respond to the neighborhood context and location.

- Construct a high-quality project with enough residential floor area to produce a return on investment sufficient to attract private capital and construction financing.



10 SOUTH VAN NESS AVENUE
PRESERVATION ALTERNATIVES REPORT

SAN FRANCISCO, CALIFORNIA

[16235A]

PREPARED FOR:

10 SVN, LLC

PAGE & TURNBULL

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

SEPTEMBER 19, 2017

FINAL DRAFT

TABLE OF CONTENTS

I. INTRODUCTION

This Preservation Alternatives Report has been prepared at the request of 10 SVN, LLC for the proposed Project and Project Variant at 10 South Van Ness Avenue (Assessor's Parcel Number 3506/004) **(Figure 1 and Figure 2)**. Situated at the southwest corner of South Van Ness Avenue and Market Street, the subject property contains a building with the street addresses of 10-50 South Van Ness Avenue and 1535-1599 Market Street, hereafter referenced as 10 South Van Ness Avenue. Built in 1926-1927 by architect Clarence C. Tantau, the building is two stories with a three-story pop-out, comprises 91,088 gross square feet, and currently contains commercial, office, and parking spaces.[1] 10 South Van Ness Avenue is located within the Market and Octavia Neighborhood Area Plan. The most recent significance evaluation of the building was completed in September 2016 by SWCA Environmental Consultants/Turnstone in the form of a Historic Resource Evaluation (HRE Part 1). The findings of the HRE Part 1 were reviewed and confirmed by the San Francisco Planning Department in the "Preservation Team Review Form." The building was found to be individually eligible for listing in the California Register of Historical Resources (California Register) and is thus considered a historical resource for the purposes of review under the California Environmental Quality Act (CEQA).

The proposed Project and Project Variant (also known as the single tower project variant) will demolish the existing building. The Project Variant is being considered because it "is intended to reflect the potential changes to the existing height limits proposed by the Market Street Hub Project (Hub Project)."[2] The preservation alternatives analyzed in this technical report include a No Project Alternative as well as a Partial Preservation Alternative and a Full Preservation Alternative for both the Project and Project Variant.

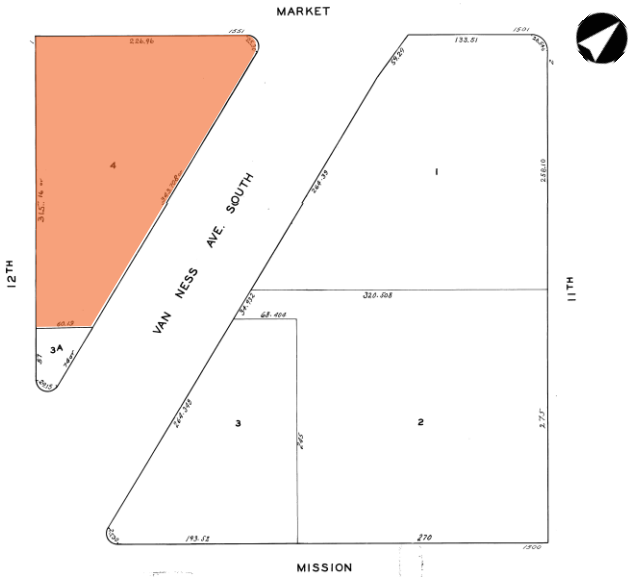


Figure 1: Assessor's map of the subject block. The subject parcel is highlighted orange. Source: San Francisco Office of the Assessor-Recorder. Edited by Page & Turnbull.

[1] SWCA Environmental Consultants/Turnstone, "Part I Historic Resource Evaluation, Final Version: 10 South Van Ness Avenue (2015-004568ENV) City and County of San Francisco, California," September 2016.
[2] Continued: "The Hub Project is expected to propose changes to existing height limits on certain parcels, including the project site, to provide greater variation in the heights of buildings proposed at the intersection of Market Street and Van Ness Avenue and to better ensure that the area's growth supports the City's goals for housing, transportation, the public realm, and the arts." [San Francisco Planning Department, "Notice of Preparation of an Environmental Impact Report and Public Scoping Meeting" (NOP), July 12, 2017, page 31.]

Figure 2: Bird's eye view of the subject property at South Van Ness Avenue and Market Street, delineated by orange outline. Source: Google Earth Pro, 2017. Edited by Page & Turnbull.

METHODOLOGY

This report follows the scope provided by the San Francisco Planning Department for preservation alternative reports, and includes a summary of the building's significance, character-defining features, and proposed Project and Project Variant descriptions. Following guidance provided by Historic Preservation Commission Resolution No. 0746, this report analyzes a Partial Preservation Alternative and Full Preservation Alternative for both the Project and the Project Variant for compliance with the Secretary of the Interior's Standards for Rehabilitation, pursuant to CEQA. Page & Turnbull primarily referred to the "Part I Historic Resource Evaluation, Final Version: 10 South Van Ness Avenue (2015-004568ENV) City and County of San Francisco, California," completed in September 2016 by SWCA Environmental Consultants/Turnstone. Page & Turnbull also consulted the San Francisco Planning Department's "Preservation Team Review Form" (November 16, 2016) for the HRE Part 1.

The descriptions of the proposed Project and Project Variant, as well as their Partial Preservation and Full Preservation Alternatives and the No Project Alternative, are derived from the "10 South Van Ness Preservation Alternatives" package prepared by SITELAB urban studio for the Project Sponsor on September 1, 2017 **(see Appendix)**, as well as the Planning Department's "Notice of Preparation of an Environmental Impact Report and Public Scoping Meeting" (NOP) from July 12, 2017.

Determination of Significant Adverse Change Under CEQA

According to CEQA, a "project with an effect that may cause a substantial adverse change in the significance of an historic resource is a project that may have a significant effect on the environment."[3] Substantial adverse change is defined as: "physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historic resource would be materially impaired."[4] The significance of an historical resource is materially impaired when a project "demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance" and that justify or account for its inclusion in, or eligibility for inclusion in a local register of historical resources pursuant to local ordinance or resolution.[5] Thus, a project may cause a change in a historic resource but still not have a significant adverse effect on the environment as defined by CEQA as long as the impact of the change on the historic resource is determined to be less-than-significant, negligible, neutral or even beneficial.

Secretary of the Interior's Standards

The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings provide standards and guidance for reviewing proposed work on historic properties.[6] The Standards for the Treatment of Historic Properties are used by federal agencies in evaluating work on historic properties. They have also been adopted by local government bodies across the country for reviewing proposed rehabilitation work on historic properties under local preservation ordinances. The Standards for the Treatment of Historic Properties are a useful analytic tool for understanding and describing the potential impacts of substantial changes to historic resources. The Secretary of the Interior offers four sets of standards to guide the treatment of historic properties: Preservation, Rehabilitation, Restoration, and Reconstruction. The four distinct treatments are defined as follows:

> **Preservation:** The Standards for Preservation "require retention of the greatest amount of historic fabric, along with the building's historic form, features, and detailing as they have evolved over time."
>
> **Rehabilitation:** The Standards for Rehabilitation "acknowledge the need to alter or add to a historic building to meet continuing or new uses while retaining the building's historic character."
>
> **Restoration:** The Standards for Restoration "allow for the depiction of a building at a particular time in its history by preserving materials from the period of significance and removing materials from other periods."
>
> **Reconstruction:** The Standards for Reconstruction "establish a limited framework for recreating a vanished or non-surviving building with new materials, primarily for interpretive purposes."[7]

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[3] CEQA Guidelines subsection 15064.5(b).
[4] CEQA Guidelines subsection 15064.5(b)(1).
[5] CEQA Guidelines subsection 15064.5(b)(2).
[6] Anne E. Grimmer, *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings* (U.S. Department of the Interior National Park Service Technical Preservation Services, Washington, D.C.: 2017), accessed July 20, 2017, https://www.nps.gov/tps/standards/treatment-guidelines-2017.pdf.
[7] National Park Service, "Introduction to Standards and Guidelines," accessed June 22, 2017, https://www.nps.gov/tps/standards/four-treatments/standguide/overview/using_standguide.htm.

Typically, one treatment (and the appropriate set of standards) is chosen for a project based on the project scope. The scopes for the Project and Project Variant's Full and Partial Preservation Alternatives are seeking to alter a historic building to meet a new use while retaining the historic building's historic character. Therefore, the Standards for Rehabilitation are most appropriate to apply.

Under CEQA, projects that comply with the Standards for Rehabilitation benefit from a regulatory presumption that they would have a less-than-significant adverse impact on a historic resource.[8] Projects that do not comply with all of the Standards for Rehabilitation may cause either a substantial or less-than-substantial adverse change in the significance of a historic resource. Thus, in some circumstances, a project may not comply with all ten Standards for Rehabilitation, but the historic resource's material integrity is retained to the extent that the property will continue to convey its historic significance and retain its eligibility for listing in the California Register.

[8] CEQA Guidelines, subsection 15064.5(b)(3).

II. SUMMARY OF SIGNIFICANCE

EVALUATION SUMMARY

In the "Part I Historic Resource Evaluation, Final Version: 10 South Van Ness Avenue (2015-004568ENV) City and County of San Francisco, California," SWCA found the building at 10 South Van Ness Avenue to be eligible for listing in the California Register under Criterion 1 (Events) for its association with the Fillmore West concert venue and Criterion 2 (Persons) for its association with prominent San Francisco music promoter Bill Graham. The property's period of significance under both criteria was determined to be 1968-1971, the years during which the Fillmore West operated within the building.[9] The HRE Part 1 determined that 10 South Van Ness Avenue, while having been altered substantially since the period of significance, retains sufficient overall integrity to convey its associations with the Fillmore West and Bill Graham. SWCA's report explains,

> Although the building exhibits numerous alterations, the property retains integrity of location, design, setting, and association. This finding is based on a consideration of the rareness of the resource and its sociocultural (rather than architectural) significance, as the location of the Fillmore West, a world-famous icon of San Francisco counterculture and music in the 1960s, and as the creation of San Francisco music promoter and impresario Bill Graham. It is also based on the presence of extant character-defining features on the exterior and interior, and the reversibility of a number of alterations (including the attached metal screens on the exterior and the auto-lifts in the ballroom space). Therefore, the Fillmore West retains integrity such that it meets the criteria for CRHR eligibility under Criteria 1 and 2 and therefore qualifies as an historical resource under CEQA.[10]

In the "Preservation Team Review Form," the San Francisco Planning Department agreed with SWCA's findings, excepting the inclusion of the southern portion of the building as a character-defining feature.[11] The Planning Department clarified,

> Since the building was determined significant under Criterion 1 for its association with the historic music venue and under Criterion 2 for its association with the founder of the music venue, since there is no evidence that the music venue extended into or related to the southern portion of the building in any way during the period of significance (1968-1971), and since the southern portion of the building represents a separate phase of construction that is visually distinct from the main building volume and has not acquired significance over time, the Department does not find that the southern portion of the building contributes to the building's significance.[12]

CHARACTER-DEFINING FEATURES

For a property to be eligible for national or state designation under criteria related to type, period, or method of construction, the essential physical features (or character-defining features) that enable the property to convey its historic identity must be evident. These distinctive character-defining features are the physical traits that commonly recur in property types and/or architectural styles. To be eligible, a property must clearly contain enough of those characteristics to be considered a true

[9] SWCA Environmental Consultants/Turnstone, "Part I Historic Resource Evaluation, Final Version: 10 South Van Ness Avenue (2015-004568ENV) City and County of San Francisco, California," September 2016; San Francisco Planning Department, "Preservation Team Review Form," November 16, 2016.
[10] SWCA Environmental Consultants/Turnstone, page 62.
[11] San Francisco Planning Department, "Preservation Team Review Form," November 16, 2016.
[12] Jorgen G. Cleemann, Preservation Planner at the San Francisco Planning Department, Email, July 18, 2017.

representative of a particular type, period, or method of construction, and these features must also retain a sufficient degree of integrity. Characteristics can be expressed in terms of form, proportion, structure, plan, style, or materials.

As outlined in the San Francisco Planning Department's "Preservation Team Review Form" for the SWCA Environmental Consultants/Turnstone's HRE Part 1, the character-defining features of 10 South Van Ness Avenue are as follows:

Exterior Features (Building Overall)

- Reinforced, concrete construction
- Corner siting and orientation, facing intersection of Market Street and Van Ness, with no landscape setbacks
- Irregularly shaped building plan[13]
- Spanish Colonial Revival-influenced ornament and detailing
- Decorative pilasters, dividing bays
- Symmetrical design composition
- Varied massing, primarily two stories, with a three-story pop-out on the west
- Repeating, rhythmic bays, separated by attached piers with ornamental detailing
- Metal-framed, grouped, and multi light windows, casements, and transoms

Interior Features (Ballroom)

- Interior circulation from downstairs to ballroom entrance (original)
- Open plan of the ballroom
- Concrete floors
- Doubled-back stairway
- Decorative metal banister leading upstairs to the venue
- Elaborate, decorative arch motif encircling the ballroom
- Office spaces, accessed off stairwell via single wood doors.[14]

Heretofore, the use of "historic" to describe a building element indicates that the element is considered a character-defining feature; alternatively, the use of "non-historic" indicates that the element is not considered a significant or character-defining feature. Additionally, the use of "historic building" solely refers to the northern portion of the existing building at 10 South Van Ness Avenue.

[13] Although the Planning Department's "Preservation Team Review Form" states this character-defining feature as "Irregularly shaped, triangular building plan," this does not align with the Planning Department's view that the southern portion of the building is not considered historic. Therefore, Page & Turnbull confirmed the revised language used above (eliminating "triangular") with the Planning Department via email on August 8, 2017. [Jorgen G. Cleemann, Preservation Planner at the San Francisco Planning Department, Email, August 8, 2017.]

[14] San Francisco Planning Department, "Preservation Team Review Form," November 16, 2016, page 2.

III. PROJECT AND VARIANT DESCRIPTIONS

10 SVN, LLC (the "Project Sponsor") is undertaking the proposed 10 South Van Ness Avenue Project ("Project") or Project Variant ("Project Variant"). The "Preservation Team Review Form" prepared for 10 South Van Ness Avenue (November 16, 2016) states that the proposed Project "will cause an unavoidable significance [sic.] impact to an historical resource" as defined in Section 15064.5.[15]

PROJECT DESCRIPTION

The proposed Project would demolish the existing historic building and construct two new mixed-use residential buildings with ground-floor retail and/or commercial space. The two separate structures would fill the current parcel, but would be divided by a new east-west mid-block passage (30 feet wide) to provide access between South Van Ness Avenue and 12th Street. They would both be 41 stories tall and 400 feet in height (420 feet total, inclusive of roof screens and elevator penthouses).

The buildings would both be comprised of a tower above a podium. The northern building would have a 114-foot-tall podium with a trapezoidal-shaped footprint and a tower with a much smaller triangular-shaped footprint that would be situated above the southeastern portion of the podium to account for the BART easement at the northwest end of the site. The southern building would have a 120-foot-tall podium with a triangular-shaped footprint and a tower with a triangular-shaped footprint situated above the southern wedge portion of the podium. The northern tower would have a 73 percent tower efficiency, and the southern tower would have a 72 percent tower efficiency.[16] The façades of the two proposed buildings would be designed with modern materials, such as steel and glazing.

The two buildings would have a total of 30,350 gross square feet of retail and/or commercial space on the ground floor with access along Market Street, South Van Ness Avenue, 12th Street, and the newly created mid-block passage. There would be 935,745 gross square feet (671,380 net square feet) of residential use across both buildings on the upper floors (also including residential lobbies on the ground floor), with a total of 984 residential units at a net unit size of 682 square feet. According to the NOP, "The residential entrances would be at the approximate center of each tower podium's frontage on South Van Ness Avenue."[17] Below grade, the buildings would be connected via a two-level parking garage/basement and there would be 102,000 gross square footage of parking with 518 parking spaces (stackers). The proposed Project would have a total of 1,071,095 gross square feet (includes parking and excludes rooftop mechanical).

The proposed Project would require excavation. According to the NOP,

> The project site would be excavated up to approximately 40 feet below grade in the northern portion and 50 feet below grade in the southern portion of the site. The deep foundation cast-in-place piers would be constructed well below 50 feet, to the appropriate design depth. Excavation in the northern portion would be to a shallower depth due to the presence of the subsurface BART easement. The project would require approximately 100,000 cubic yards of excavated soil be removed from the project site and disposed of at an appropriate facility.[18]

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[15] San Francisco Planning Department, "Preservation Team Review Form," November 16, 2016, page 2.
[16] A typical residential tower has an efficiency factor of 80-85 percent, assuming a typical residential core.
[17] San Francisco Planning Department, "Notice of Preparation of an Environmental Impact Report and Public Scoping Meeting" (NOP), July 12, 2017, page 15.
[18] San Francisco Planning Department, NOP, page 30.

PROJECT VARIANT DESCRIPTION

The proposed Project Variant (also known as the single tower project variant) would demolish the existing historic building and construct one new mixed-use residential building with ground-floor retail and/or commercial spaces. The building would fill the current parcel, but would be divided at the ground and second floors by a new north-south mid-block passage to provide access between Market Street and 12th Street. The building would reconnect at the upper floors and would be 55 stories tall and total 590 feet in height (610 feet total, inclusive of elevator penthouses).

The building would be comprised of a tower above a podium that varies in height. The northern portion of the podium would be 139 feet tall and would have a large triangular open space (similar to a lightwell) at the center of the floorplan. The northern portion would also feature the mid-block passage, where there would be a pedestrian plaza below the triangular open space. The southern portion would be 164 feet tall. Both portions would have trapezoidal-shaped floor plans due to the parcel shape. The tower would be constructed at the center of the parcel, just south of the BART easement at the northwest end of the site, and would connect the northern and southern portions of the podium. The tower would be comprised of several rectangular masses and would have a smaller footprint than that of the podium. The tower would have a 77 percent tower efficiency.[19] The building façades would be designed with modern materials, such as steel and glazing.

The building would have a total of 30,450 gross square feet of retail and/or commercial space on the ground and second floors with access along Market Street, South Van Ness Avenue, 12th Street, and the newly created mid-block passage. There would be 935,250 gross square feet (696,468 net square feet) of residential use on the upper floors of the podium and tower (also including residential lobbies on the ground floor), with a total of 984 residential units at a net unit size of 702 square feet. According to the NOP, "For the project variant, there would be two entrances to the single residential lobby provided, one off of the mid-block alley and one off of South Van Ness Avenue."[20] Below grade, the building would have a two-level parking garage/basement and there would be 101,992 gross square footage of parking with 518 parking spaces (stackers). The proposed Project Variant would have a total of 1,072,989 gross square feet (includes parking and excludes rooftop mechanical).

The proposed Project Variant likely would require excavation. According to the NOP,

> The project site would be excavated up to approximately 40 feet below grade in the northern portion and 50 feet below grade in the southern portion of the site. The deep foundation cast-in-place piers would be constructed well below 50 feet, to the appropriate design depth. Excavation in the northern portion would be to a shallower depth due to the presence of the subsurface BART easement. The project would require approximately 100,000 cubic yards of excavated soil be removed from the project site and disposed of at an appropriate facility.[21]

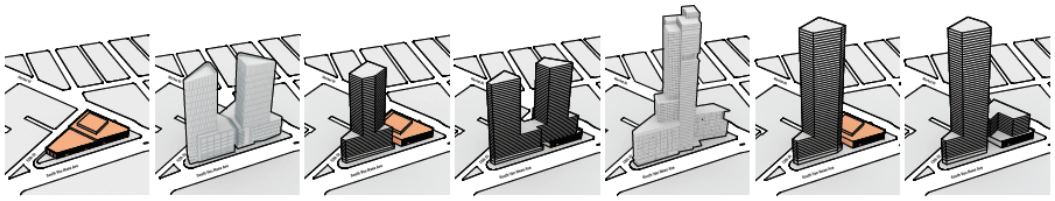
[19] A typical residential tower has an efficiency factor of 80-85 percent, assuming a typical residential core.
[20] San Francisco Planning Department, "Notice of Preparation of an Environmental Impact Report and Public Scoping Meeting" (NOP), July 12, 2017, page 15.
[21] San Francisco Planning Department, NOP, page 37.

IV. ALTERNATIVES DEVELOPMENT

The table below presents a summary of square footage and unit counts for the Project and Project Variant compared to the preservation alternatives, which are described in later sections of this report.

Table 1. Summary (SITELAB graphics package)

SUMMARY



	NO PROJECT ALTERNATIVE	PROPOSED PROJECT	FULL PRESERVATION ALT 1	PARTIAL PRESERVATION ALT 2	PROJECT VARIANT	FULL PRESERVATION ALT 3	PARTIAL PRESERVATION ALT 4
RETAIL/COMMERCIAL (GSF)	91,088	30,350	64,900	31,400	30,450	64,400	28,100
RESIDENTIAL (GSF)	-	935,745	435,700	707,600	935,250	619,900	770,300
PARKING (GSF)	-	102,000	47,900	73,500	101,992	65,000	78,400
TOTAL GSF*	91,088	1,071,095	548,500	812,500	1,072,989	749,300	876,800
RESIDENTIAL (NSF)	-	671,380	295,700	486,200	696,468	430,100	543,700
TOWER EFFICIENCY**	-	73% NORTH TOWER/ 72% SOUTH TOWER	72%	72% NORTH TOWER/ 68% SOUTH TOWER	77%	74%	73%
NET UNIT SIZE	-	682	682	682	702	702	702
DWELLING UNITS	-	984	434	713	984	605	765
PARKING SPACES (STACKERS)	-	518	239	367	518	325	392
PODIUM HEIGHT (MAX)	-	114' NORTH PODIUM/ 120' SOUTH PODIUM	120' PODIUM	120' PODIUM	139' NORTH PODIUM/ 164' SOUTH PODIUM (120' AVERAGE)	120' PODIUM	120' PODIUM
BUILDING HEIGHT	30'-45'	400'	400'	400'	590'	590'	590'
STORIES	2	41	41	41	55	55	55
EXISTING GSF RETAINED	91,088 + ALL FACADES	-	59,400 + NORTH FACADES	NORTH FACADES	-	59,400 + NORTH FACADES	NORTH FACADES
EXCAVATION REQUIRED (YD³)	-	100,000 (FULL SITE)	50,000 (PARTIAL SITE***)	70,000 (FULL SITE)	100,000 (FULL SITE)	60,000 (PARTIAL SITE***)	80,000 (FULL SITE)

* TOTAL GSF INCLUDES PARKING GSF AND EXCLUDES ROOFTOP MECHANICAL
** A TYPICAL RESIDENTIAL TOWER HAS AN EFFICIENCY FACTOR OF 70-85%, ASSUMING A TYPICAL RESIDENTIAL CORE
*** SIZE AND GEOMETRY OF BASEMENT LEVELS CREATE HIGHLY INEFFICIENT LAYOUTS AND MAY NOT BE ABLE TO ACCOMMODATE PARKING, BICYCLE PARKING, AND NECESSARY INFRASTRUCTURE

All new construction in the preservation alternatives has been designed to the greatest extent that is technically feasible and comparable to the relevant proposed project or variant. In regard to zoning, in all instances, setbacks occurring at the mid-block passage are required by code as described on page 6 of the SITELAB graphics package. For alternatives to the code-compliant Proposed Project, floor plate sizes and bulk controls strictly abide by code requirements (tower floor plate restrictions on size, diagonal, and length). For alternatives to the Project Variant, as a project that would require rezoning, these alternatives follow a commensurate application of the limits that will be established with the city in allowing the single tower variant, which would be greater than those permitted under the code. Specifically, floor plates maintain the same building height, maximum length, and diagonal dimensions as the Project Variant. While the towers in the Project Variant alternatives do not meet the same average floor plate area as the Project Variant, due to geometries of the site and required setbacks from historic elements, they are maximized given the constraints.

In preparing the preservation alternatives, a variety of concepts were considered and discarded, as discussed below.

Full and Partial Preservation Alternatives with No Mid-Block Passage

Planning Code section 270.2 requires that projects with frontages more than 300 feet in length provide a "mid-block" alleyway with a minimum width of 20 feet from building face to building face, and a minimum clearance height from grade of 15 feet at all points. In addition, a setback of not less than 10 feet above a height of 25 feet is required (Planning Code section 270.2(e)(14)). The purpose of this requirement is to "break up" large lots and building mass, and to decrease pedestrian walking times.

The Planning Code does not permit the waiver of the mid-block passageway requirement; therefore, both the project and variant include a mid-block passageway. The preservation alternatives have also been developed to include a mid-block passage. Alternatives that did not include such a passage were rejected as they do not meet the requirements of the Planning Code.

Full and Partial Preservation Alternatives with Southern Building Facade Preservation

SWCA Environmental Consultants/Turnstone's HRE Part 1 concludes that the facades of both existing buildings on the project site are character-defining features. However, after completion of the HRE, Planning Department preservation staff conducted a site visit and determined that the HRE was in error, and that the facades of the southern building should not be considered character-defining (see previous Summary of Significance section for further discussion).

The project team originally proposed Full and Partial Preservation alternatives that preserved the entirety of the building facades on the project site, given their status as character-defining features in the HRE. On the basis of the determination by Preservation Planning staff noted above, both of these options were rejected and replaced with the proposed Full and Partial Preservation alternatives, which do not maintain the facades of the building located on the southern portion of the project site.

Full and Partial Preservation Alternatives with Reduced Height

The Market & Octavia Plan encourages the development of high density residential towers at the intersection of Market Street and Van Ness Avenue, and specifically calls out the project site as a location of future residential towers, due to the site's proximity to downtown and accessibility to local and regional transit. The Market & Octavia Plan increased the permitted building height at the project site from 120 feet to 400 feet, and the proposed Market Street HUB Plan proposes to further increase the permitted building height, in order to maximize the number of dwelling units that can be produced at the site. In addition, the Market & Octavia Plan and the proposed Market Street HUB Plan call for the construction of towers with iconic building heights, in order to signal the Market and Van Ness intersection from vantage points around the City. Finally, the Market Street HUB Plan calls for maximizing dwelling unit density, in order to maximize the amount of development impact fees for affordable housing and infrastructure improvements. The project sponsor desires to meet the goals of these adopted and proposed areas plans; accordingly, alternatives that considered non-residential towers or towers shorter than 400 feet in height were rejected.

Full and Partial Preservation Alternatives with Narrow Floorplates

A number of Full and Partial Preservation alternative concepts were considered and rejected because they resulted in building tower efficiencies less than 70 percent. Typical residential towers have efficiencies ranging from 70 percent to 85 percent depending on the unit mix profile. These alternatives were considered as a means of setting back the tower buildings as far from the existing building facades as practicable, in order to reduce the apparent mass of the new structures.[22]

[22] Discarded alternatives based on text provided by J. Abrams Law, P.C.

V. NO PROJECT ALTERNATIVE

DESCRIPTION

Under the No Project Alternative, no exterior modifications would be done to the existing two-story historic building, although non-historic interior spaces could be altered. No residential or retail and/or commercial units would be added. The exterior and interior historic character-defining features would be retained; no modifications, repairs, or restoration activities would be conducted. The historic building would retain its total 91,088 gross square feet of retail and/or commercial space.

ANALYSIS OF IMPACTS UNDER CEQA

Since the No Project Alternative would not demolish or make any modifications to the historic building, it would not cause material impairment.

VI. PROJECT: FULL PRESERVATION ALTERNATIVE (1)

DESCRIPTION

The Project's Full Preservation Alternative (Alternative 1) would retain all of the exterior and interior character-defining features of the historic resource at 10 South Van Ness Avenue. The historic northern portion of the existing building, including its concrete construction, orientation, footprint, massing, façades, windows, and detailing, as well as the ballroom and its associated interior features would be retained and restored. The non-historic metal screens currently spanning the historic façades would be removed, though the non-historic storefronts would be retained. The non-historic southern portion of the existing building would be demolished and a new mixed-use building would be constructed in its place, also allowing for a new 30-foot-wide mid-block passage. This east-west mid-block passage would provide access between South Van Ness Avenue and 12th Street, and would visually separate the two-story historic building from the new building. Due to the existing building's original construction, the historic northern portion has a southeast wall that will be exposed after the removal of the non-historic southern portion of the building and utilized as the façade along the mid-block passage.

The new building would be 41 stories tall and total 400 feet in height (420 feet total, inclusive of roof screens and elevator penthouses). It would be comprised of a tower with a trapezoidal-shaped footprint situated above a 120-foot-tall podium with a triangular-shaped footprint. The tower would have a 72 percent tower efficiency.[23] The façades of the new building would be designed with modern materials, such as steel and glazing.

Alternative 1 would have a high retail and/or commercial space square footage because the second floor of the historic building would not be suitable for residential use, and the ground floors of both the historic building and new building would require active uses.[24] Overall, the two buildings would have a total of 64,900 gross square feet of retail and/or commercial space on the ground floor with access along Market Street, South Van Ness Avenue, 12th Street, and the newly created mid-block passage. The historic building on the northern portion of the parcel would total 59,400 gross square feet, both stories of which would be retail and/or commercial space; it would have no residential use. The new building on the southern portion of the parcel would have 435,700 gross square feet (295,700 net square feet) of residential use on the upper floors (also including residential lobbies on the ground floor), with a total of 434 residential units at a net unit size of 682 square feet.

Below grade, the new building would require excavation for the foundation and structural work and for the two-level parking garage/basement with 47,900 gross square footage of parking, including 239 parking spaces (stackers). Alternative 1 would have a total of 548,500 gross square feet (includes the historic building, the new building, and parking, but excludes rooftop mechanical).

STANDARDS FOR REHABILITATION

The following analysis applies each of the Secretary of the Interior's Standards for Rehabilitation (the Standards) to the Project's Full Preservation Alternative (Alternative 1) for 10 South Van Ness Avenue.

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[23] A typical residential tower has an efficiency factor of 80-85 percent, assuming a typical residential core.
[24] The second floor of the historic building would not be suitable for residential use because the potential reuse of the ballroom as a performance venue would be incompatible with residential use. Additionally, the floor plate dimension of the historic building (approximately 150 feet by 200 feet wide) is unsuitable for residential layout as there would need to be major penetration with a light well in the structure to provide required light and air for residential use. This would involve the loss of interior character-defining features of the historic building.

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.*

Discussion: Alternative 1 would retain a retail and/or commercial use in the historic portion of 10 South Van Ness Avenue. The addition of the new mixed-use, primarily residential building on the southern portion of the parcel would change the physical appearance of the historic building's site and environment, but the character of the historic building would remain evident.

Therefore, Alternative 1 as proposed would be in compliance with Rehabilitation Standard 1.

Rehabilitation 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.*

Discussion: Alternative 1 would retain and preserve all of the character-defining features of the historic building, which generally involve the northern portion of the building, including its concrete construction, orientation, footprint, massing, façades, windows, and detailing, as well as the ballroom and associated interior features. The southern portion of the existing building, the metal screens currently spanning the historic façades, and the bulk of the interiors, all to be removed, do not characterize the historic nature of the property. The new building would be completely separated from the historic building by the new mid-block passage, therefore fully differentiating the new building from the historic building. No historic materials or features that characterize the property would be removed or altered. The new 41-story building and mid-block passage would change the spatial relationship of the historic building to its surroundings on the south, but in general the character of the historic building on the site will remain evident.

Therefore, Alternative 1 as proposed would be in compliance with Rehabilitation Standard 2.

Rehabilitation Standard 3: *Each property shall 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.*

Discussion: Alternative 1 would not apply historicist features to the historic building that are not substantiated by documentary evidence, and the new building would be clearly differentiated from the historic building in location, materiality, and design (see Rehabilitation Standard 9 for more information). No conjectural features or architectural elements from other buildings are proposed and no changes would be made that create a false sense of historical development.

Therefore, Alternative 1 as proposed would be in compliance with Rehabilitation Standard 3.

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

Discussion: There are no changes to 10 South Van Ness Avenue that have acquired historic significance in their own right. None of the non-original features, including the south addition of the property, have been found significant.

Therefore, Alternative 1 as proposed would be in compliance with Rehabilitation Standard 4.

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

Discussion: As described under Rehabilitation Standard 2, Alternative 1 would preserve all four façades and all characteristic historic features and finishes on the exterior and interior. Only the non-historic metal screens currently spanning the historic façades, non-historic interiors, and non-historic southern portion of the existing building would be removed.

Therefore, Alternative 1 as proposed would be in compliance with Rehabilitation Standard 5.

Rehabilitation Standard 6: *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall 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.*

Discussion: The scope of repair has not been determined for Alternative 1, but repair or needed replacement of existing materials would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Therefore, Alternative 1 as proposed would be in compliance with Rehabilitation Standard 6.

Rehabilitation 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.*

Discussion: The scope of chemical or physical treatments has not been determined for Alternative 1, but cleaning treatments would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties and would be undertaken using the gentlest means possible.

Therefore, Alternative 1 as proposed would be in compliance with Rehabilitation Standard 7.

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

Discussion: Alternative 1 involves excavation for foundation and structural work in order to support the new building and the associated underground parking garage/storage. If any archaeological material were to be encountered during the construction of Alternative 1, construction would be halted, and the City of San Francisco's standard procedures for treatment of archeological materials would be adhered to.

If standard procedures are followed in the case of an encounter with archaeological material, Alternative 1 would be in compliance with Rehabilitation Standard 8.

Rehabilitation Standard 9: *New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

Discussion: As discussed previously, Alternative 1 would retain all of the historic building's character-defining features, which generally involve the northern portion of the building, including its concrete construction, orientation, footprint, massing, façades, windows, and detailing, as well as the ballroom and associated interior features. The new 41-story building would be differentiated with modern materials and design, though it would not be compatible with the adjacent historic building on the

lot. The new 30-foot wide mid-block passage would visually separate the two buildings; however, the new building would overshadow the historic building due to the height difference. Despite the separation, the visual change to the building's environment would be significant, particularly when viewed from the south – where the historic building would no longer be visible. The massing, size, and scale of the new building do not appear compatible with the historic building (alternatives with reduced height that were considered and discarded are discussed in the previous Alternatives Development section).

Therefore, Alternative 1 as proposed would not be in compliance with Rehabilitation Standard 9.

Rehabilitation 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.*

Discussion: If the new building and other related construction are hypothetically removed in the future, the historic building would retain all of its character-defining features. As the southern portion of the existing building is not considered historic or characteristic of the resource, its absence would not impair the essential form and integrity of the historic building and its environment. The removal of the tower on the southern portion of the property would in fact restore a lower density environment that currently and historically has existed south of the historic building.

Therefore, Alternative 1 as proposed would be in compliance with Rehabilitation Standard 10.

ANALYSIS OF IMPACT UNDER CEQA

As the above analysis demonstrates, Alternative 1 as proposed for 10 South Van Ness Avenue would be in compliance with nine of the ten Secretary of the Interior's Standards for Rehabilitation. According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Standards, the project's impact "will generally be considered mitigated below a level of significance and thus is not significant." As Alternative 1 does not comply with all ten Rehabilitation Standards, the following analysis is required.

The purpose of Alternative 1 is to consider a plan that would lessen the significant impacts of the proposed Project on the existing historic resource. As explained in "Historic Preservation Commission Resolution No. 0746" (March 18, 2015), the Full Preservation Alternative "should fully preserve the features of the resource that convey its historic significance while still meeting most of the basic objectives of the project."[25] Alternative 1 would retain the significant portions of the existing historic building at 10 South Van Ness Avenue and adapt the property for residential use by adding a new building to the southern portion of the site. Alternative 1 would retain all of the character-defining features of the historic building, though the new building would create a visual impact in contrast to the No Project Alternative. Although the mid-block passage provides visual separation, the two-story historic building would be dwarfed by the new 41-story building. However, when compared to the Project, Alternative 1 would at least retain the historic resource.

Though Alternative 1 would cause a visual change to the resource's environment, it would retain most of the historic building's character-defining features. The historic building would still be able to convey its historic and architectural significance; therefore, Alternative 1 would not cause material impairment.

[25] San Francisco Planning Department, "Historic Preservation Commission Resolution No. 0746," March 18, 2015, 2.

VII. PROJECT: PARTIAL PRESERVATION ALTERNATIVE (2)

DESCRIPTION

The Project's Partial Preservation Alternative (Alternative 2) retains and rehabilitates the three historic northern façades and historic windows of the existing building at 10 South Van Ness Avenue. The historic interior, including the ballroom, the southeast wall, and the roof of the historic northern portion of the building, as well as the overall massing (including the three-story pop-out) would be demolished. The non-historic metal screens currently spanning the historic façades and any other non-historic elements would be removed. A new mixed-use building would be constructed directly behind and attached to the historic façades, though the new building volume above the historic façades would be set back 20 to 60 feet. The non-historic southern portion of the existing building would be demolished and a second new mixed-use building would be constructed in its place, also allowing for a new 30-foot-wide mid-block passage. This east-west mid-block passage would provide access between South Van Ness Avenue and 12th Street, and would visually separate the historic façade from the new building façade at the southern portion of the property.

The two new buildings would both be 41 stories tall and total 400 feet in height (420 feet total, inclusive of roof screens and elevator penthouses). They would also both be comprised of a tower above a 120-foot-tall podium. The northern building with the historic façades would have a podium with a trapezoidal-shaped footprint and a tower with a much smaller, trapezoidal-shaped footprint that would be situated above the southeastern portion of the podium to account for the BART easement at the northwest end of the site. The southern building would have a podium with a triangular-shaped footprint and a tower with a smaller triangular-shaped footprint situated above the southern wedge portion of the podium. The northern and southern podiums would be separated by the mid-block passage at the ground and second floors, but would be connected on the upper floors of the podiums. The northern tower would have a 72 percent tower efficiency, and the southern tower would have a 68 percent tower efficiency.[26] The façades of the two proposed buildings would be designed with modern materials, such as steel and glazing.

The two buildings would have a total of 31,400 gross square feet of retail and/or commercial space on the ground floor with access along Market Street, South Van Ness Avenue, 12th Street, and the newly created mid-block passage. There would be 707,600 gross square feet (486,200 net square feet) of residential use across both buildings on the upper floors (also including residential lobbies on the ground floor), with a total of 713 residential units at a net unit size of 682 square feet.

Below grade, the buildings would be connected via a two-level parking garage/basement and there would be 73,500 gross square footage of parking with 367 parking spaces (stackers). The buildings would require excavation for the foundation and structural work as well as for the parking garage/basement. Alternative 2 would have a total of 812,500 gross square feet (includes parking and excludes rooftop mechanical).

STANDARDS FOR REHABILITATION

The following analysis applies each of the Secretary of the Interior's Standards for Rehabilitation (the Standards) to the Project's Partial Preservation Alternative (Alternative 2) for 10 South Van Ness Avenue.

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.*

[26] A typical residential tower has an efficiency factor of 80-85 percent, assuming a typical residential core.

Discussion: Alternative 2 would retain a retail and/or commercial use on the property. The addition of the new mixed-use, primarily residential buildings would change the physical appearance of the historic building's site and environment, but the character of the historic building would remain evident.

Therefore, Alternative 2 as proposed would be in compliance with Rehabilitation Standard 1.

Rehabilitation 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.*

Discussion: Alternative 2 would retain and preserve the three historic northern façades and historic windows of the existing building at 10 South Van Ness Avenue. The only main exterior character-defining feature that would be partially compromised is the massing – the majority of the exterior character-defining features would be retained, including its concrete walls, orientation, footprint, façades, windows, and detailing. The southern portion of the existing building, the metal screens currently spanning the historic façades, and much of the interior, all to be removed, do not characterize the historic nature of the property. However, all of the interior character-defining features would be removed, including the significant ballroom space where concerts were held at the Fillmore West music venue. In addition, despite setbacks and differentiation, the new 41-story towers and mid-block passage would significantly change the overall massing and spatial relationships of the historic building to its site and to its environment.

Due to the removal of the interior character-defining features and the addition of the two new towers, Alternative 2 as proposed would not be in compliance with Rehabilitation Standard 2.

Rehabilitation Standard 3: *Each property shall 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.*

Discussion: Alternative 2 would not apply historicist features to the historic building that are not substantiated by documentary evidence, and the new buildings would be clearly differentiated from the historic façades in materiality and design (see Rehabilitation Standard 9 for more information). No conjectural features or architectural elements from other buildings are proposed and no changes would be made that create a false sense of historical development.

Therefore, Alternative 2 as proposed would be in compliance with Rehabilitation Standard 3.

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

Discussion: There are no changes to 10 South Van Ness Avenue that have acquired historic significance in their own right. None of the non-original features, including the south addition, have been found significant.

Therefore, Alternative 2 as proposed would be in compliance with Rehabilitation Standard 4.

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

Discussion: As described under Rehabilitation Standard 2, Alternative 2 would retain and preserve the distinctive features, finishes, and construction techniques of the three historic northern façades and historic windows of the existing building. However, all character-defining historic features and finishes on the interior would be removed, including the significant ballroom space where concerts were held at the Fillmore West music venue.

Due to the loss of distinctive interior features, Alternative 2 as proposed would not be in compliance with Rehabilitation Standard 5.

Rehabilitation Standard 6: *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall 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.*

Discussion: The scope of repair has not been determined for Alternative 2, but repair or needed replacement of existing materials would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Therefore, Alternative 2 as proposed would be in compliance with Rehabilitation Standard 6.

Rehabilitation 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.*

Discussion: The scope of chemical or physical treatments has not been determined for Alternative 2, but cleaning treatments would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties and would be undertaken using the gentlest means possible.

Therefore, Alternative 2 as proposed would be in compliance with Rehabilitation Standard 7.

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

Discussion: Alternative 2 involves excavation for foundation and structural work in order to support the new buildings and the associated underground parking garage/storage. If any archaeological material were to be encountered during the construction of Alternative 2, construction would be halted, and the City of San Francisco's standard procedures for treatment of archeological materials would be adhered to.

If standard procedures are followed in the case of an encounter with archaeological material, Alternative 2 would be in compliance with Rehabilitation Standard 8.

Rehabilitation Standard 9: *New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

Discussion: As discussed previously, Alternative 2 would retain the three historic northern façades and historic windows of the existing building at 10 South Van Ness Avenue, but would destroy interior character-defining features. The new northern building volume above the historic façades would be set back 20 to 60 feet to differentiate the new building from the historic façades and allow the

historic façades to take precedence. The new mid-block passage would visually separate the historic façades from the new southern building, therefore also differentiating that portion of the new construction from the historic. The two new 41-story buildings would also be differentiated with modern materials and design, though overall, their designs would not be compatible with the historic façades. The new buildings would overshadow the historic façades due to the height difference. Despite the setback and separation, the visual change to the historic building would be significant from all points of view, especially when viewed from the south – where the historic building would no longer be visible. The massing, size, and scale of the new buildings do not appear compatible with the historic building (alternatives with reduced height that were considered and discarded are discussed in the previous Alternatives Development section).

Due to the addition of the two new towers, Alternative 2 as proposed would not be in compliance with Rehabilitation Standard 9.

Rehabilitation 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.*

Discussion: If the new buildings and other related construction were hypothetically removed in the future, the historic building would have the three northern historic façades and historic windows facing Market Street, South Van Ness Avenue, and 12th Street. The historic interior, including the ballroom, the southeast wall, and the roof of the historic northern portion of the building, as well as the overall massing (including the three-story pop-out) would not exist. The southern portion of the existing building to be removed is not considered historic or characteristic of the resource. However, the historic building would not retain its essential form and integrity because only three façades would remain and the physical building behind the façades would be removed.

Therefore, Alternative 2 as proposed would not be in compliance with Rehabilitation Standard 10.

ANALYSIS OF IMPACT UNDER CEQA

As the above analysis demonstrates, Alternative 2 as proposed for 10 South Van Ness Avenue would be in compliance with six of the ten Secretary of the Interior's Standards for Rehabilitation. According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Standards, the project's impact "will generally be considered mitigated below a level of significance and thus is not significant." As Alternative 2 does not comply with all ten Rehabilitation Standards, the following analysis is required.

The purpose of Alternative 2 is to consider a plan that would lessen the significant impacts of the proposed Project on the existing historic resource. As explained in "Historic Preservation Commission Resolution No. 0746" (March 18, 2015), the Partial Preservation Alternative "would preserve as many features of the resource that convey its historic significance as possible while taking into account the potential feasibility of the proposed alternative and the project objectives."[27] Alternative 2 would retain historically significant portions of the existing building at 10 South Van Ness Avenue and adapt the property for residential use by adding two new buildings. While all of the interior character-defining features would be removed, the only main exterior character-defining feature that would be partially compromised is the massing – the majority of the exterior character-defining features would be retained, including the concrete walls, orientation, footprint, façades, windows, and detailing.

[27] San Francisco Planning Department, "Historic Preservation Commission Resolution No. 0746," March 18, 2015, 2.

The Project's Full Preservation Alternative (Alternative 1) would preserve more of the historic building compared to Alternative 2, though Alternative 2 would improve upon the Project since it would partially retain the historic resource. Nevertheless, Alternative 2 would materially impair the historic resource.

VIII. PROJECT VARIANT: FULL PRESERVATION ALTERNATIVE (3)

DESCRIPTION

The Project Variant's Full Preservation Alternative (Alternative 3) would retain all of the exterior and interior character-defining features of the historic resource at 10 South Van Ness Avenue. The historic northern portion of the existing building, including its concrete construction, orientation, footprint, massing, façades, windows, and detailing, as well as the ballroom and associated interior features would be retained and restored. The non-historic metal screens currently spanning the historic façades would be removed, though the non-historic storefronts would be retained. The non-historic southern portion of the existing building would be demolished and a new mixed-use building would be constructed in its place, also allowing for a new 30-foot-wide mid-block passage. This east-west mid-block passage would provide access between South Van Ness Avenue and 12th Street, and would visually separate the two-story historic building from the new building. Due to the existing building's original construction, the historic northern portion has a southeast wall that will be exposed after the removal of the non-historic southern portion of the building and utilized as the façade along the mid-block passage.

The new building would be 55 stories tall and total 590 feet in height (610 feet total, inclusive of elevator penthouses). It would be comprised of a tower with a trapezoidal-shaped footprint situated above a 120-foot-tall podium with a triangular-shaped footprint. The tower would have a 74 percent tower efficiency.[28] The façades of the new building would be designed with modern materials, such as steel and glazing.

Alternative 3 would have a high retail and/or commercial space square footage because the second floor of the historic building would not be suitable for residential use, and the ground floors of both the historic building and new building would require uses.[29] Overall, the two buildings would have a total of 64,400 gross square feet of retail and/or commercial space on the ground floor with access along Market Street, South Van Ness Avenue, 12th Street, and the newly created mid-block passage. The historic building on the northern portion of the parcel would total 59,400 gross square feet, both stories of which would be retail and/or commercial space; it would have no residential use. The new building on the southern portion of the parcel would have 619,900 gross square feet (430,100 net square feet) of residential use on the upper floors (also including residential lobbies on the ground floor), with a total of 605 residential units at a net unit size of 702 square feet.

Below grade, the new building would require excavation for the foundation and structural work and for the two-level parking garage/basement with 65,000 gross square footage of parking, including 325 parking spaces (stackers). Alternative 3 would have a total of 749,300 gross square feet (includes the historic building, the new building, and parking, but excludes rooftop mechanical).

STANDARDS FOR REHABILITATION

The following analysis applies each of the Secretary of the Interior's Standards for Rehabilitation (the Standards) to the Project Variant's Full Preservation Alternative (Alternative 3) for 10 South Van Ness Avenue.

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[28] A typical residential tower has an efficiency factor of 80-85 percent, assuming a typical residential core.
[29] The second floor of the historic building would not be suitable for residential use because the potential reuse of the ballroom as a performance venue would be incompatible with residential use. Additionally, the floor plate dimension of the historic building (approximately 150 feet by 200 feet wide) is unsuitable for residential layout as there would need to be major penetration with a light well in the structure to provide required light and air for residential use. This would involve the loss of interior character-defining features of the historic building.

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.*

Discussion: Alternative 3 would retain a retail and/or commercial use in the historic portion of 10 South Van Ness Avenue. The addition of the new mixed-use, primarily residential building on the southern portion of the parcel would change the physical appearance of the historic building's site and environment, but the character of the historic building would remain evident.

Therefore, Alternative 3 as proposed would be in compliance with Rehabilitation Standard 1.

Rehabilitation 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.*

Discussion: Alternative 3 would retain and preserve all of the character-defining features of the historic building, which generally involve the northern portion of the building, including its concrete construction, orientation, footprint, massing, façades, windows, and detailing, as well as the ballroom and associated interior features. The southern portion of the existing building, the metal screens currently spanning the historic façades, and the bulk of the interiors, all to be removed, do not characterize the historic nature of the property. The new building would be completely separated from the historic building by the new mid-block passage, therefore fully differentiating the new building from the historic building. No historic materials or features that characterize the property would be removed or altered. The new 55-story building and mid-block passage would change the spatial relationship of the historic building to its surroundings on the south, but in general the character of the historic building on the site will remain evident.

Therefore, Alternative 3 as proposed would be in compliance with Rehabilitation Standard 2.

Rehabilitation Standard 3: *Each property shall 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.*

Discussion: Alternative 3 would not apply historicist features to the historic building that are not substantiated by documentary evidence, and the new building would be clearly differentiated from the historic building in location, materiality, and design (see Rehabilitation Standard 9 for more information). No conjectural features or architectural elements from other buildings are proposed and no changes would be made that create a false sense of historical development.

Therefore, Alternative 3 as proposed would be in compliance with Rehabilitation Standard 3.

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

Discussion: There are no changes to 10 South Van Ness Avenue that have acquired historic significance in their own right. None of the non-original features, including the south addition of the property, have been found significant.

Therefore, Alternative 3 as proposed would be in compliance with Rehabilitation Standard 4.

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

Discussion: As described under Rehabilitation Standard 2, Alternative 3 would preserve all four façades and all characteristic historic features and finishes on the exterior and interior. Only the non-historic metal screens currently spanning the historic façades, non-historic interiors, and non-historic southern portion of the existing building would be removed.

Therefore, Alternative 3 as proposed would be in compliance with Rehabilitation Standard 5.

Rehabilitation Standard 6: *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall 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.*

Discussion: The scope of repair has not been determined for Alternative 3, but repair or needed replacement of existing materials would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Therefore, Alternative 3 as proposed would be in compliance with Rehabilitation Standard 6.

Rehabilitation 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.*

Discussion: The scope of chemical or physical treatments has not been determined for Alternative 3, but cleaning treatments would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties and would be undertaken using the gentlest means possible.

Therefore, Alternative 3 as proposed would be in compliance with Rehabilitation Standard 7.

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

Discussion: Alternative 3 involves excavation for foundation and structural work in order to support the new building and the associated underground parking garage/storage. If any archaeological material were to be encountered during the construction of Alternative 3, construction would be halted, and the City of San Francisco's standard procedures for treatment of archeological materials would be adhered to.

If standard procedures are followed in the case of an encounter with archaeological material, Alternative 3 would be in compliance with Rehabilitation Standard 8.

Rehabilitation Standard 9: *New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

Discussion: As discussed previously, Alternative 3 would retain all of the historic building's character-defining features, which generally involve the northern portion of the building, including its concrete construction, orientation, footprint, massing, façades, windows, and detailing, as well as the ballroom and associated interior features. The new 55-story building would be differentiated with modern materials and design, though it would not be compatible with the adjacent historic building on the

parcel. The new 30-foot wide mid-block passage would visually separate the two buildings; however, the new building would overshadow the historic building due to the height difference. Despite the separation, the visual change to the building's environment would be significant, particularly when viewed from the south – where the historic building would no longer be visible. The massing, size, and scale of the new building do not appear compatible with the historic building (alternatives with reduced height that were considered and discarded are discussed in the previous Alternatives Development section).

Due to the incompatibility of the new tower, Alternative 3 as proposed would not be in compliance with Rehabilitation Standard 9.

Rehabilitation 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.*

Discussion: If the new building and other related construction were hypothetically removed in the future, the historic building would retain all of its character-defining features. As the southern portion of the existing building to be removed is not considered historic or characteristic of the resource, its absence would not impair the essential form and integrity of the historic building and its environment. The removal of the tower on the southern portion of the property would in fact restore a lower density environment that currently and historically has existed south of the historic building.

Therefore, Alternative 3 as proposed would be in compliance with Rehabilitation Standard 10.

ANALYSIS OF IMPACT UNDER CEQA

As the above analysis demonstrates, Alternative 3 as proposed for 10 South Van Ness Avenue would be in compliance with nine of the ten Secretary of the Interior's Standards for Rehabilitation. According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Standards, the project's impact "will generally be considered mitigated below a level of significance and thus is not significant." As Alternative 3 does not comply with all ten Rehabilitation Standards, the following analysis is required.

The purpose of Alternative 3 is to consider a plan that would lessen the significant impacts of the proposed Project Variant on the existing historic resource. As explained in "Historic Preservation Commission Resolution No. 0746" (March 18, 2015), the Full Preservation Alternative "should fully preserve the features of the resource that convey its historic significance while still meeting most of the basic objectives of the project."[30] Alternative 3 would retain the significant portions of the existing historic building at 10 South Van Ness Avenue and adapt the property for residential use by adding a new building to the southern portion of the site. Alternative 3 would retain all of the character-defining features of the historic building, though the new building would create a visual impact in contrast to the No Project Alternative. Although the mid-block passage provides visual separation, the two-story historic building would be dwarfed by the new 55-story building. However, when compared to the Project Variant, Alternative 3 would retain the historic resource.

Though Alternative 3 would cause a visual change to the resource's environment, it would retain most of the historic building's character-defining features. The historic building would still be able to

[30] San Francisco Planning Department, "Historic Preservation Commission Resolution No. 0746," March 18, 2015, 2.

convey its historic and architectural significance; therefore, Alternative 3 would not cause material impairment to the historic resource.

IX. PROJECT VARIANT: PARTIAL PRESERVATION ALTERNATIVE (4)

DESCRIPTION

The Project Variant's Partial Preservation Alternative (Alternative 4) retains and rehabilitates the three historic northern façades and historic windows of the existing building at 10 South Van Ness Avenue. The historic interior, including the ballroom, the southeast wall, and the roof of the historic northern portion of the building, as well as the overall massing (including the three-story pop-out) would be demolished. The non-historic metal screens currently spanning the historic façades would be removed, though the non-historic storefronts would be retained. A new mixed-use building would be constructed directly behind and attached to the historic façades, though the new building volume above the historic façades would be set back 20 to 75 feet. The non-historic southern portion of the existing building would be demolished and a second new mixed-use building would be constructed in its place, also allowing for a new 30-foot-wide mid-block passage. This east-west mid-block passage would provide access between South Van Ness Avenue and 12th Street, and would visually separate the historic façade from the new building façade at the southern portion of the property.

The northern building with the historic façades would be 120 feet tall with an L-shaped footprint above the first two stories that would fill the existing building footprint. The southern building would be 55 stories tall and total 590 feet in height (610 feet total, inclusive of elevator penthouses). It would have a 120-foot-tall podium with a triangular-shaped footprint and a tower with a smaller triangular-shaped footprint. The southern tower would have a 73 percent tower efficiency.[31] The northern and southern buildings would be separated by the mid-block passage at the ground and second floors, but would be connected on the upper floors of the podium. The façades of the two proposed buildings would be designed with modern materials, such as steel and glazing.

The two buildings would have a total of 28,100 gross square feet of retail and/or commercial space on the ground floor with access along Market Street, South Van Ness Avenue, 12th Street, and the newly created mid-block passage. There would be 770,300 gross square feet (543,700 net square feet) of residential use across both buildings on the upper floors (also including residential lobbies on the ground floor), with a total of 765 residential units at a net unit size of 702 square feet.

Below grade, the buildings would be connected via a two-level parking garage/basement and there would be 78,400 gross square footage of parking with 392 parking spaces (stackers). The buildings would require excavation for the foundation and structural work as well as for the parking garage/basement. Alternative 4 would have a total of 876,800 gross square feet (includes parking and excludes rooftop mechanical).

STANDARDS FOR REHABILITATION

The following analysis applies each of the Secretary of the Interior's Standards for Rehabilitation (the Standards) to the Project Variant's Partial Preservation Alternative (Alternative 4) for 10 South Van Ness Avenue.

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.*

Discussion: Alternative 4 would retain a retail and/or commercial use on the property. The addition of the new mixed-use, primarily residential buildings would change the physical appearance of the

[31] A typical residential tower has an efficiency factor of 80-85 percent, assuming a typical residential core.

historic building's site and environment, but the character of the historic building would remain evident.

Therefore, Alternative 4 as proposed would be in compliance with Rehabilitation Standard 1.

Rehabilitation 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.*

Discussion: Alternative 4 would retain and preserve the three historic northern façades and historic windows of the existing building at 10 South Van Ness Avenue. The only main exterior character-defining feature that would be partially compromised is the massing – the majority of the exterior character-defining features would be retained, including its concrete walls, orientation, footprint, façades, windows, and detailing. The southern portion of the existing building, the metal screens currently spanning the historic façades, and much of the interior, all to be removed, do not characterize the historic nature of the property. However, all of the interior character-defining features would be removed, including the significant ballroom space where concerts were held at the Fillmore West music venue. In addition, despite setbacks and differentiation, the new 11-story and 55-story towers and mid-block passage would significantly change the overall massing and spatial relationships of the historic building to its site and to its environment.

Due to the removal of the interior character-defining features and the addition of the two new towers, Alternative 4 as proposed would not be in compliance with Rehabilitation Standard 2.

Rehabilitation Standard 3: *Each property shall 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.*

Discussion: Alternative 4 would not apply historicist features to the historic building that are not substantiated by documentary evidence, and the new buildings would be clearly differentiated from the historic façades in materiality and design (see Rehabilitation Standard 9 for more information). No conjectural features or architectural elements from other buildings are proposed and no changes would be made that create a false sense of historical development.

Therefore, Alternative 4 as proposed would be in compliance with Rehabilitation Standard 3.

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

Discussion: There are no changes to 10 South Van Ness Avenue that have acquired historic significance in their own right. None of the non-original features, including the south addition, have been found significant.

Therefore, Alternative 4 as proposed would be in compliance with Rehabilitation Standard 4.

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

Discussion: As described under Rehabilitation Standard 2, Alternative 4 would retain and preserve the distinctive features, finishes, and construction techniques of the three historic northern façades and historic windows of the existing building. However, all character-defining historic features and

finishes on the interior would be removed, including the significant ballroom space where concerts were held at the Fillmore West music venue.

Due to the loss of distinctive interior features, Alternative 4 as proposed would not be in compliance with Rehabilitation Standard 5.

Rehabilitation Standard 6: *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall 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.*

Discussion: The scope of repair has not been determined for Alternative 4, but repair or needed replacement of existing materials would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Therefore, Alternative 4 as proposed would be in compliance with Rehabilitation Standard 6.

Rehabilitation 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.*

Discussion: The scope of chemical or physical treatments has not been determined for Alternative 4, but cleaning treatments would follow the Secretary of the Interior's Standards for the Treatment of Historic Properties and would be undertaken using the gentlest means possible.

Therefore, Alternative 4 as proposed would be in compliance with Rehabilitation Standard 7.

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

Discussion: Alternative 4 involves excavation for foundation and structural work in order to support the new buildings and the associated underground parking garage/storage. If any archaeological material were to be encountered during the construction of Alternative 4, construction would be halted, and the City of San Francisco's standard procedures for treatment of archeological materials would be adhered to.

If standard procedures are followed in the case of an encounter with archaeological material, Alternative 4 would be in compliance with Rehabilitation Standard 8.

Rehabilitation Standard 9: *New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

Discussion: As discussed previously, Alternative 4 would retain the three historic northern façades and historic windows of the existing building at 10 South Van Ness Avenue, but would destroy interior character-defining features. The new northern building volume above the historic façades would be set back 20 to 75 feet to differentiate the new building from the historic façades and allow the historic façades to take precedence. The new mid-block passage would visually separate the historic façades from the new southern building, therefore also differentiating that portion of the new construction from the historic. The new 11-story and 55-story buildings would also be differentiated

with modern materials and design, though overall, their designs would not be compatible with the historic façades. The new buildings would overshadow the historic façades due to the height difference. Despite the setback and separation, the visual change to the historic building would be significant from all points of view, especially when viewed from the south – where the historic building would no longer be visible. The massing, size, and scale of the new buildings do not appear compatible with the historic building (alternatives with reduced height that were considered and discarded are discussed in the previous Alternatives Development section).

Due to the addition of the two new towers, Alternative 4 as proposed would not be in compliance with Rehabilitation Standard 9.

Rehabilitation 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.*

Discussion: If the new buildings and other related construction were hypothetically removed in the future, the historic building would have the three northern historic façades and historic windows, those facing Market Street, South Van Ness Avenue, and 12th Street. The historic interior, including the ballroom, the southeast wall, and the roof of the historic northern portion of the building, as well as the overall massing (including the three-story pop-out) would not exist. The southern portion of the existing building to be removed is not considered historic or characteristic of the resource. However, the historic building would not retain its essential form and integrity because only three façades would remain and the physical building behind the façades would be removed.

Therefore, Alternative 4 as proposed would not be in compliance with Rehabilitation Standard 10.

ANALYSIS OF IMPACT UNDER CEQA

As the above analysis demonstrates, Alternative 4 as proposed for 10 South Van Ness Avenue would be in compliance with six of the ten Secretary of the Interior's Standards for Rehabilitation. According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Standards, the project's impact "will generally be considered mitigated below a level of significance and thus is not significant." As Alternative 4 does not comply with all ten Rehabilitation Standards, the following analysis is required.

The purpose of Alternative 4 is to consider a plan that would lessen the significant impacts of the proposed Project Variant on the existing historic resource. As explained in "Historic Preservation Commission Resolution No. 0746" (March 18, 2015), the Partial Preservation Alternative "would preserve as many features of the resource that convey its historic significance as possible while taking into account the potential feasibility of the proposed alternative and the project objectives."[32] Alternative 4 would retain historically significant portions of the existing building at 10 South Van Ness Avenue and adapt the property for residential use by adding two new buildings. All of the interior character-defining features would be removed, and the massing would be partially compromised. The majority of the exterior character-defining features would be retained, including its concrete walls, orientation, footprint, façades, windows, and detailing.

The Project Variant's Full Preservation Alternative (Alternative 3) would preserve more of the historic building compared to Alternative 4, though Alternative 4 would improve upon the Project

[32] San Francisco Planning Department, "Historic Preservation Commission Resolution No. 0746," March 18, 2015, 2.

Variant since it would partially retain the historic resource. Nevertheless, Alternative 4 would materially impair the historic resource.

X. CONCLUSION

10 South Van Ness Avenue (APN 3506/004) was constructed in 1926-1927 by architect Clarence C. Tantau. The building was most recently evaluated by SWCA Environmental Consultants/Turnstone in the form of a Part I Historic Resource Evaluation (HRE Part 1) completed in September 2016. The building was found to be individually eligible for listing in the California Register, and is thus considered a historic resource for the purposes of CEQA review.

The proposed Project and Project Variant will both demolish the existing historic building. A summary of the Standards for Rehabilitation analysis for the alternatives to the Project and Project Variant is provided in the chart below, where an "x" marks an alternative that meets the standard.

	No Project Alternative	Project		Project Variant	
		Full Preservation Alternative 1	Partial Preservation Alternative 2	Full Preservation Alternative 3	Partial Preservation Alternative 4
Rehabilitation Standard 1	N/A	X	X	X	X
Rehabilitation Standard 2	N/A	X		X	
Rehabilitation Standard 3	N/A	X	X	X	X
Rehabilitation Standard 4	N/A	X	X	X	X
Rehabilitation Standard 5	N/A	X		X	
Rehabilitation Standard 6	N/A	X	X	X	X
Rehabilitation Standard 7	N/A	X	X	X	X
Rehabilitation Standard 8	N/A	X	X	X	X
Rehabilitation Standard 9	N/A				
Rehabilitation Standard 10	N/A	X		X	

This report has found that a No Project Alternative would not cause any material impairment to the historic resource under CEQA; a Full Preservation Alternative for both the Project and Project Variant (Alternatives 1 and 3) would not cause a material impairment to the historic resource; and a Partial Preservation Alternative for both the Project and Project Variant (Alternatives 2 and 4) would cause a material impairment.

XI. REFERENCES CITED

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Cleemann, Jorgen G. Preservation Planner at the San Francisco Planning Department. Email. July 18, 2017.

Grimmer, Anne E. *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings*. U.S. Department of the Interior National Park Service Technical Preservation Services, Washington, D.C.: 2017. Accessed July 20, 2017. https://www.nps.gov/tps/standards/treatment-guidelines-2017.pdf.

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XII. APPENDIX: PRESERVATION ALTERNATIVES SITELAB PACKAGE

10 SOUTH VAN NESS PRESERVATION ALTERNATIVES

September 1, 2017

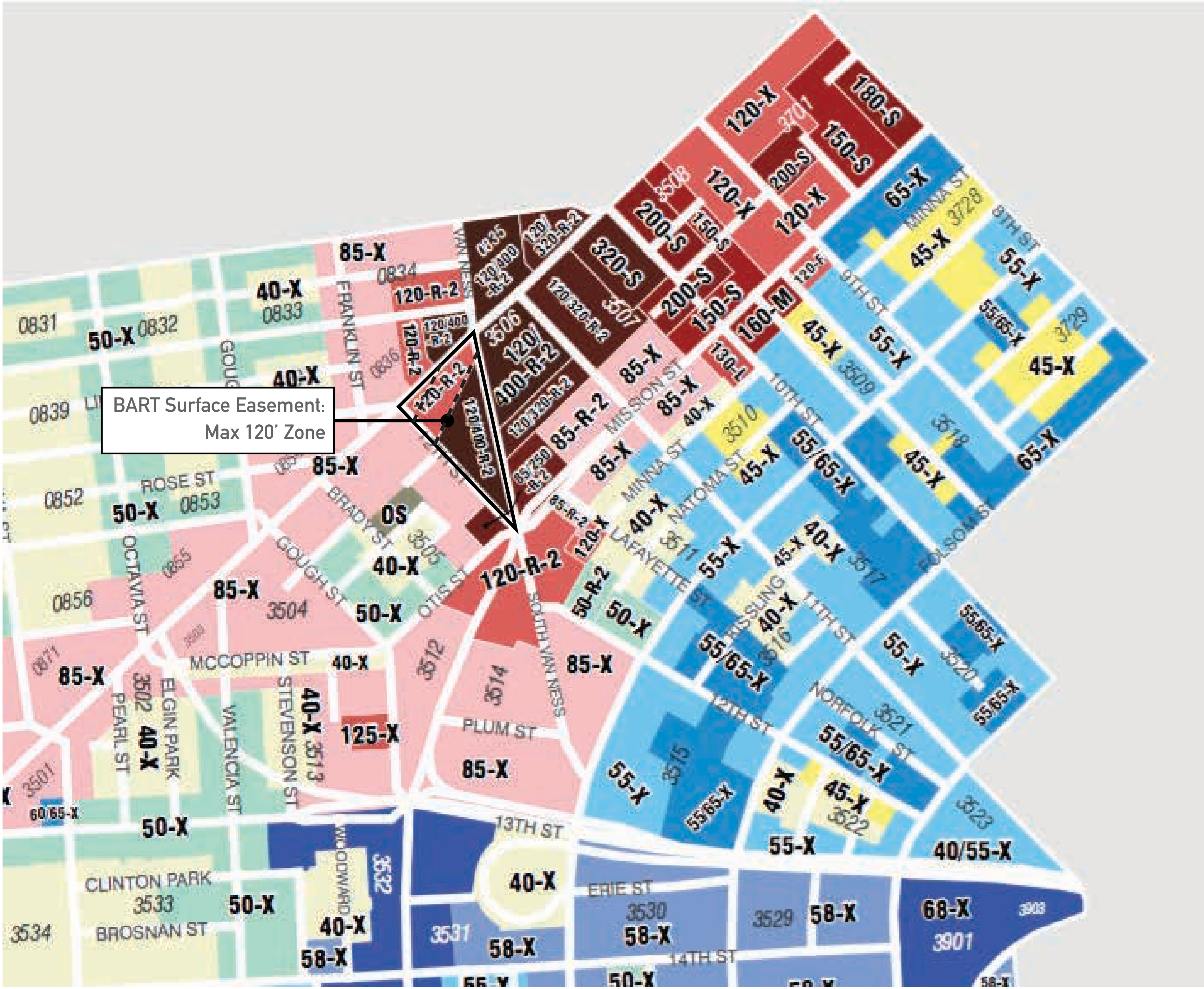
SITELAB urban studio

TABLE OF CONTENTS

PLANNING CODE

PLANNING CODE

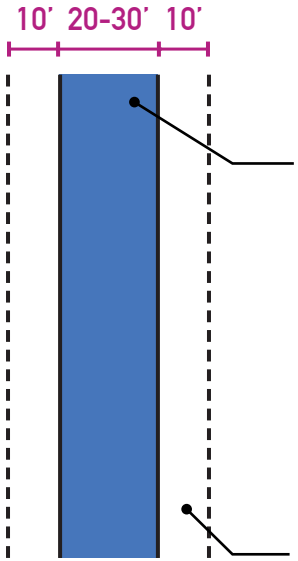
ITEM	SECTION	PLANNING CODE
Lot Area		±51,150 SF
Height & Bulk District		120/400-R-2
Height Limit	Sec. 260	400' Tower / 120' Podium
Bulk Control	Sec. 270	Height above which maximum dimensions apply: 120' Maximum Length: 115' (5% increase permitted in certain conditions) Maximum Diagonal: 145' (5% increase permitted in certain conditions) Maximum Floor Plate: 10,000 SF (Individual floor plates may exceed max by 5%, 10% reduction at upper tower) Separation Between Towers: 115'
Residential Open Space	Sec. 135	36 SF per unit if Private; 1.33 Ratio of Common Usable Open Space that may be substituted for Private
Privately Owned Public Open Space	Sec. 138	1 SF of Open Space per 50 SF of Retail Space
Loading	Sec. 152.1	Residential Use: Over 500,000 GFA: 3 plus 1 for each additional 400,000 SF (2) Service Vehicle Spaces may be substituted in-lieu of (1) Freight Loading Space provided at least 50% of Loading Spaces provided are Freight Loading Spaces. Retail Use: 10,001-30,000 GFA = 1 Required Loading Spaces 12 FT x 35 FT x 14 FT vertical clearance [Sec.154(b)] 8 FT x 20 FT x 7 FT for service vehicle spaces


BART Surface Easement:
Max 120' Zone
VAN NESS
FRANKLIN ST
MISSION ST
MINNA ST
NATOMA ST
LAFAYETTE
10TH ST
9TH ST
11TH ST
12TH ST
13TH ST
14TH ST
FOLSOM ST
NORFOLK ST
KISSLING
BRADY ST
GOUGH ST
OTIS ST
SOUTH VAN NESS
PLUM ST
MCCOPPIN ST
ROSE ST
OCTAVIA ST
PEARL ST
ELGIN PARK
VALENCIA ST
STEVENSON ST
WOODWARD
CLINTON PARK
BROSNAN ST
ERIE ST
120-X
180-S
150-S
200-S
320-S
160-M
120-R-2
85-X
85-R-2
40-X
50-X
45-X
55-X
65-X
55/65-X
OS
125-X
58-X
68-X
40/55-X
60/65-X

MID-BLOCK PASSAGE LOCATION

Mid-block passage to be located outside of building extent contributing to historic significance.

MID-BLOCK ALLEYS (C-3):



Section 270.2 (e)
Minimum width of 20'
Minimum of 60% open to the sky
*New buildings abutting mid-block passages must have setbacks according to Section 261.1

Section 261.1 (d3A)
Mid-block passages between 20-30' must have a setback of no less than 10' above a height of 25'

*New construction on lots greater than 300 linear feet of street frontage shall have a mid-block alley generally located towards the middle of the block.

PRESERVATION ALTERNATIVES OVERVIEW

SITE CONTEXT

10 South Van Ness is an irregularly-shaped parcel located at the intersections of Market Street, 12th Street, and South Van Ness Avenue.


1. VAN NESS AVENUE LOOKING SOUTHWEST

2. MARKET STREET LOOKING SOUTHEAST

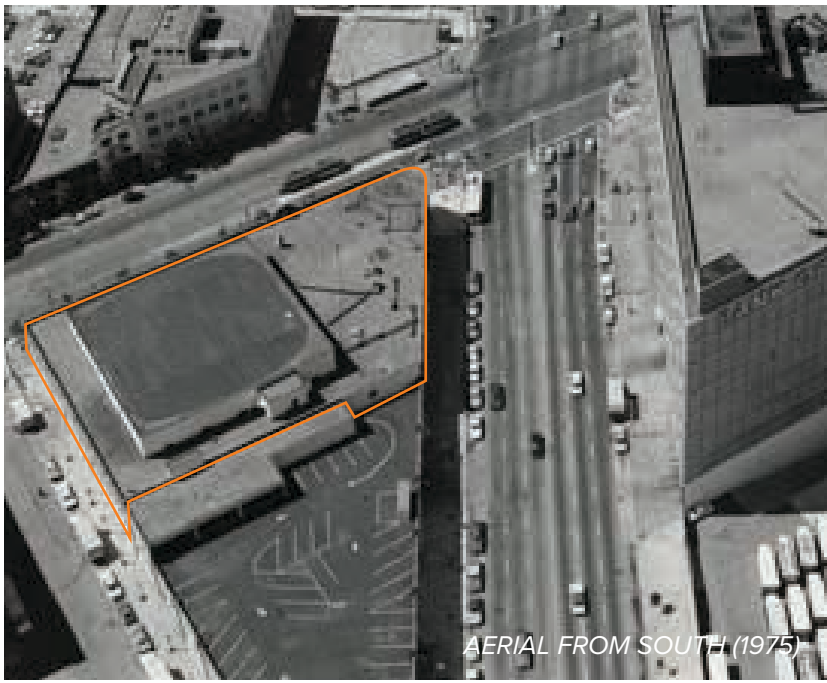
3. 12TH STREET LOOKING NORTH

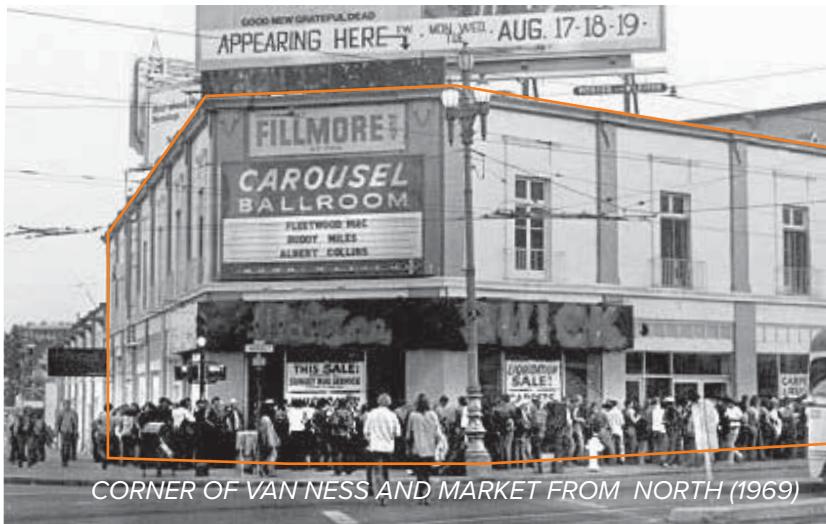
HISTORIC SIGNIFICANCE

» The building was found to be eligible for California Register listing under Criterion 1 (Events) for its association with the Fillmore West concert venue and Criterion 2 (Persons) for its association with prominent San Francisco music promoter Bill Graham. The property's period of significance under both criteria was determined to be 1968-1971, the years during which Fillmore West operated within the building.*

» Since there is no evidence that Fillmore West extended into or related to the southern portion of the building in any way during the period of significance, and since the southern portion of the building represents a separate phase of construction that is visually distinct from the main building volume and has not acquired significance over time, the Planning Department does not find that the southern portion of the building contributes to the building's significance.**


VAN NESS AVENUE LOOKING SOUTHWEST (1933)


AERIAL FROM SOUTH (1975)



CORNER OF VAN NESS AND MARKET FROM NORTH (1969)

*SWCA Environmental Consultants/Turnstone, "Part I Historic Resource Evaluation, Final Version: 10 South Van Ness Avenue (2015-004568ENV) City and County of San Francisco, California," September 2016; "Preservation Team Review Form," November 16, 2016

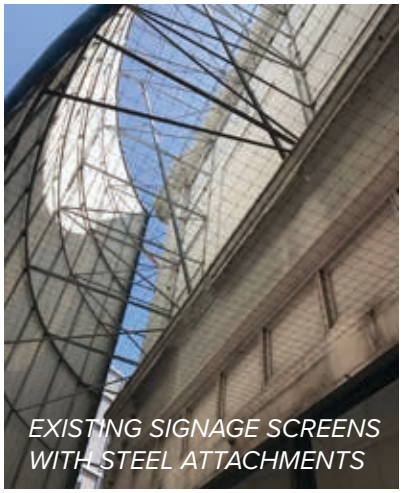
**Email from Jorgen G. Cleemann, July 18, 2017

Photos sourced from San Francisco Public Library Historic Photo Archive

FILLMORE WEST CHARACTER-DEFINING FEATURES

CORNER SITING


SPANISH COLONIAL REVIVAL-INFLUENCED ORNAMENTATION


EXISTING SIGNAGE SCREENS WITH STEEL ATTACHMENTS


RHYTHMIC BAYS & METAL-FRAMED, GROUPED, AND MULTI-LIGHT WINDOWS

EXTERIOR FEATURES:

- Reinforced, concrete construction
- Corner siting and orientation, facing intersection of Market Street and Van Ness, with no landscape setbacks
- Irregularly shaped building plan
- Spanish Colonial Revival-influenced ornament and detailing
- Decorative pilasters, dividing bays
- Symmetrical design composition
- Varied massing, primarily two stories, with a three-story pop-out on the west
- Repeating, rhythmic bays, separated by attached piers with ornamental detailing
- Metal-framed, grouped, and multi-light windows, casements, and transoms

Excerpt from the Planning Department's "Preservation Team Review Form," November 16, 2016.

FILLMORE WEST CHARACTER-DEFINING FEATURES

ORIGINAL DOUBLE-BACK STAIRWAY & METAL BANISTER

CASEMENT WINDOWS WITH TRANSOM ABOVE

DECORATIVE ARCH MOTIF ENCIRCLING BALLROOM

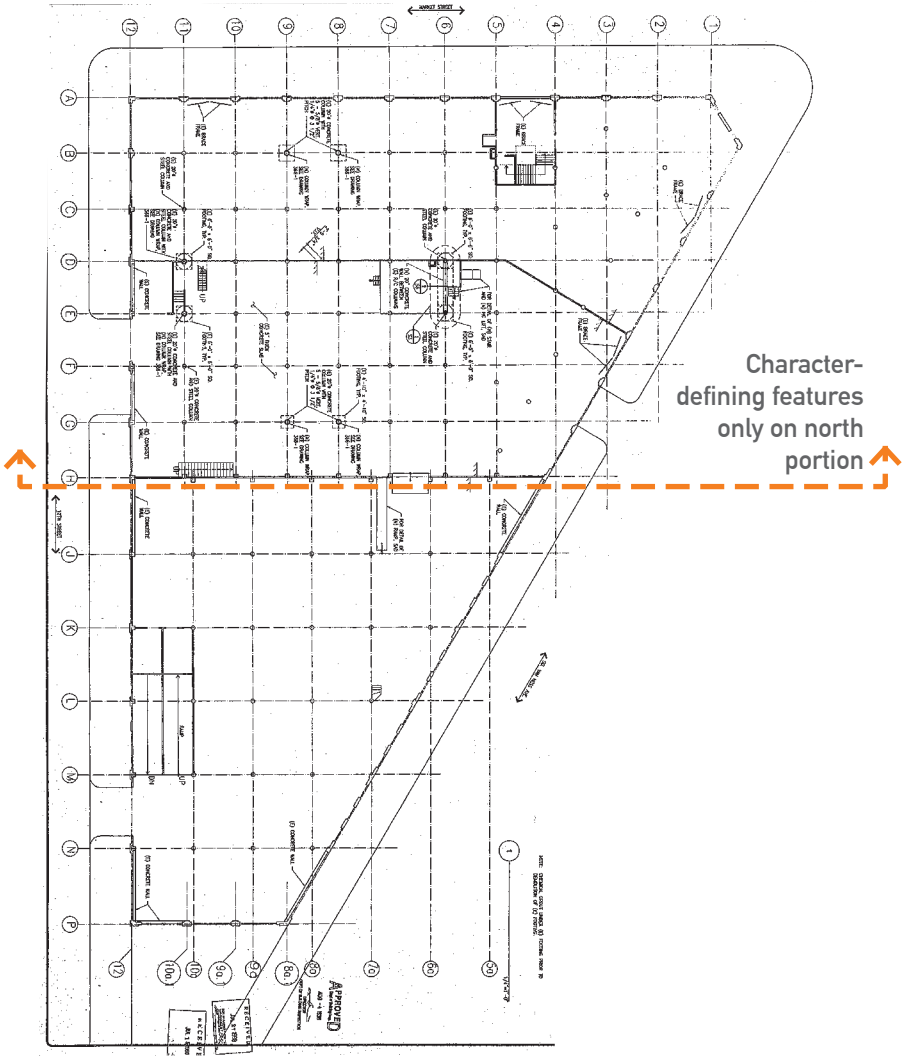
INTERIOR FEATURES:

- Interior circulation from downstairs to ballroom entrance (original)
- Open plan of the ballroom
- Concrete floors
- Doubled-back stairway
- Decorative metal banister leading upstairs to the venue
- Elaborate, decorative arch motif encircling the ballroom
- Office spaces, accessed off stairwell via single wood doors

Excerpt from the Planning Department's "Preservation Team Review Form," November 16, 2016.

EXISTING CONDITIONS

GROUND FLOOR



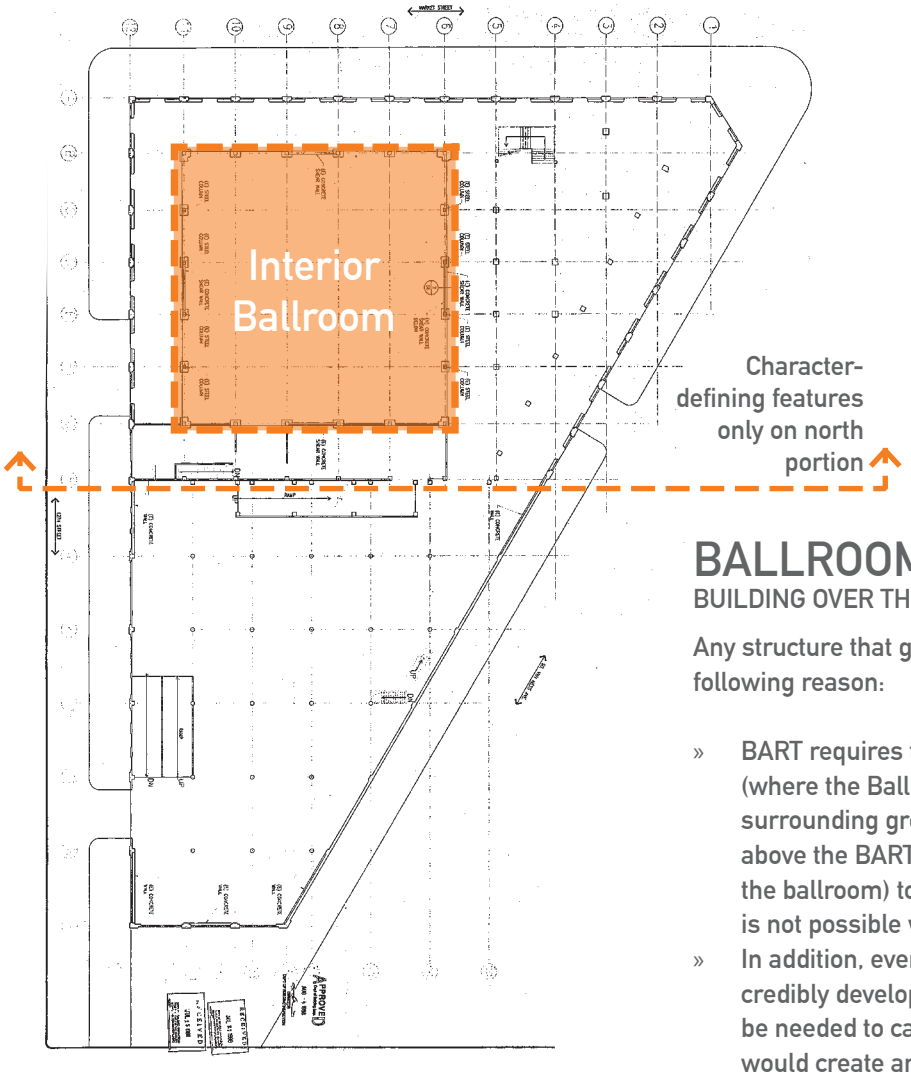
Character-defining features only on north portion

MARKET STREET LOOKING SOUTHEAST

VAN NESS AVE LOOKING SOUTH

EXISTING CONDITIONS

SECOND FLOOR



BALLROOM CONSTRAINTS:

BUILDING OVER THE BALLROOM IS INFEASIBLE.

Any structure that gets built above the existing ballroom makes its preservation infeasible for the following reason:

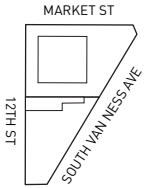
- BART requires that any structure built within the BART easement and within the zone of influence (where the Ballroom is located) be constructed so as not to impose greater stresses to the surrounding ground than the existing pressures. This means that to add any new weight (structure) above the BART easement, it is necessary to remove soil under the existing structure (that includes the ballroom) to create the weight offset. That deep excavation (up to two floors deep of soil removal) is not possible without demolishing the existing building on site (including the ballroom)
- In addition, even if excavating under the existing building to remove soil was possible, in order to credibly develop space above the ballroom space, a system of one story-deep transfer trusses would be needed to carry conventionally framed levels above the existing column-free long-spans which would create an extreme financial burden to the project.

The BART easement soil constraints lead to the conclusion that preserving the ballroom would prohibit the development of new building area either above or below the ballroom.

- With input by Magnusson Klemencic Associates (MKA)

EXISTING CONDITIONS

VIEW FROM MARKET ST. AND SOUTH VAN NESS AVE. - LOOKING SOUTHWEST

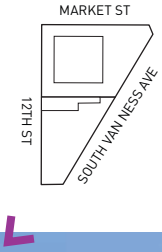


EXISTING CONDITIONS

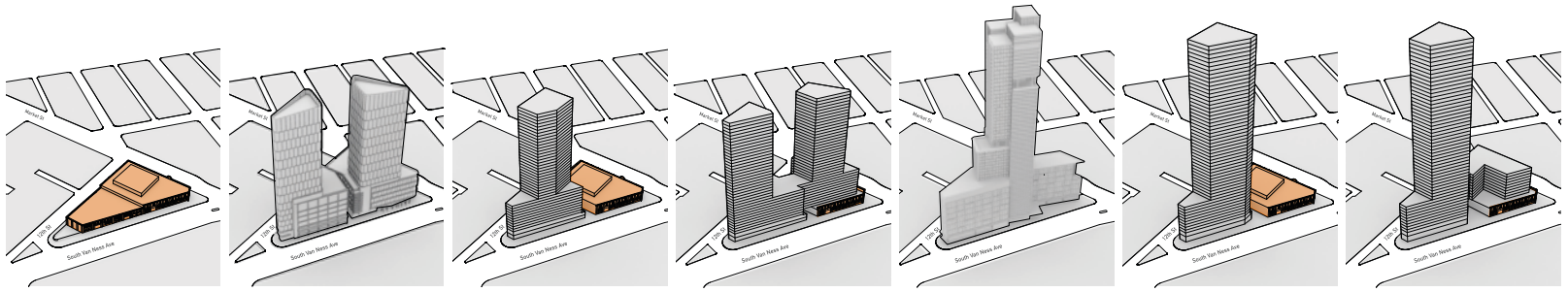
VIEW FROM MARKET ST. AND 12TH ST - LOOKING SOUTHEAST

EXISTING CONDITIONS

VIEW FROM 12TH ST. - LOOKING NORTH



SUMMARY



	NO PROJECT ALTERNATIVE	PROPOSED PROJECT	FULL PRESERVATION ALT 1	PARTIAL PRESERVATION ALT 2	PROJECT VARIANT	FULL PRESERVATION ALT 3	PARTIAL PRESERVATION ALT 4
RETAIL/COMMERCIAL (GSF)	91,088	30,350	64,900	31,400	30,450	64,400	28,100
RESIDENTIAL (GSF)	-	935,745	435,700	707,600	935,250	619,900	770,300
PARKING (GSF)	-	102,000	47,900	73,500	101,992	65,000	78,400
TOTAL GSF*	91,088	1,071,095	548,500	812,500	1,072,989	749,300	876,800
RESIDENTIAL (NSF)	-	671,380	295,700	486,200	696,468	430,100	543,700
TOWER EFFICIENCY**	-	73% NORTH TOWER/ 72% SOUTH TOWER	72%	72% NORTH TOWER/ 68% SOUTH TOWER	77%	74%	73%
NET UNIT SIZE	-	682	682	682	702	702	702
DWELLING UNITS	-	984	434	713	984	605	765
PARKING SPACES (STACKERS)	-	518	239	367	518	325	392
PODIUM HEIGHT (MAX)	-	114' NORTH PODIUM/ 120' SOUTH PODIUM	120' PODIUM	120' PODIUM	139' NORTH PODIUM/ 164' SOUTH PODIUM (120' AVERAGE)	120' PODIUM	120' PODIUM
BUILDING HEIGHT	30'-45'	400'	400'	400'	590'	590'	590'
STORIES	2	41	41	41	55	55	55
EXISTING GSF RETAINED	91,088 + ALL FACADES	-	59,400 + NORTH FACADES	NORTH FACADES	-	59,400 + NORTH FACADES	NORTH FACADES
EXCAVATION REQUIRED (YD^3)	-	100,000 (FULL SITE)	50,000 (PARTIAL SITE***)	70,000 (FULL SITE)	100,000 (FULL SITE)	60,000 (PARTIAL SITE***)	80,000 (FULL SITE)

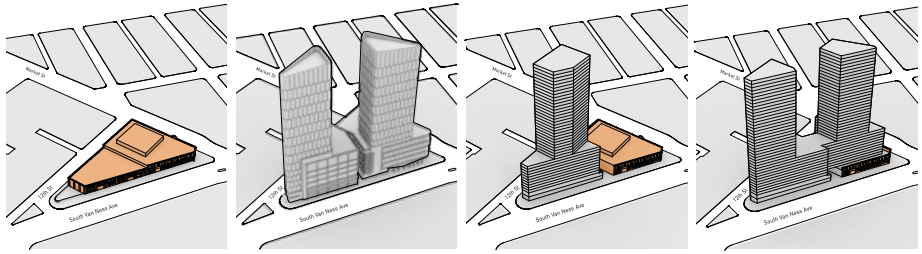
* TOTAL GSF INCLUDES PARKING GSF AND EXCLUDES ROOFTOP MECHANICAL

** A TYPICAL RESIDENTIAL TOWER HAS AN EFFICIENCY FACTOR OF 70-85%, ASSUMING A TYPICAL RESIDENTIAL CORE

*** SIZE AND GEOMETRY OF BASEMENT LEVELS CREATE HIGHLY INEFFICIENT LAYOUTS AND MAY NOT BE ABLE TO ACCOMMODATE PARKING, BICYCLE PARKING, AND NECESSARY INFRASTRUCTURE

PROPOSED PROJECT AND PRESERVATION ALTERNATIVES

SUMMARY



	NO PROJECT ALTERNATIVE	PROPOSED PROJECT	FULL PRESERVATION ALT 1	PARTIAL PRESERVATION ALT 2
RETAIL/COMMERCIAL (GSF)	91,088	30,350	64,900	31,400
RESIDENTIAL (GSF)	-	935,745	435,700	707,600
PARKING (GSF)	-	102,000	47,900	73,500
TOTAL GSF*	91,088	1,071,095	548,500	812,500
RESIDENTIAL (NSF)	-	671,380	295,700	486,200
TOWER EFFICIENCY**	-	73% NORTH TOWER/ 72% SOUTH TOWER	72%	72% NORTH TOWER/ 68% SOUTH TOWER
NET UNIT SIZE	-	682	682	682
DWELLING UNITS	-	984	434	713
PARKING SPACES (STACKERS)	-	518	239	367
PODIUM HEIGHT (MAX)	-	114' NORTH PODIUM/ 120' SOUTH PODIUM	120' PODIUM	120' PODIUM
BUILDING HEIGHT	30'-45'	400'	400'	400'
STORIES	2	41	41	41
EXISTING GSF RETAINED	91,088 + ALL FACADES	-	59,400 + NORTH FACADES	NORTH FACADES
EXCAVATION REQUIRED (YD^3)	-	100,000 (FULL SITE)	50,000 (PARTIAL SITE***)	70,000 (FULL SITE)

* TOTAL GSF INCLUDES PARKING GSF AND EXCLUDES ROOFTOP MECHANICAL

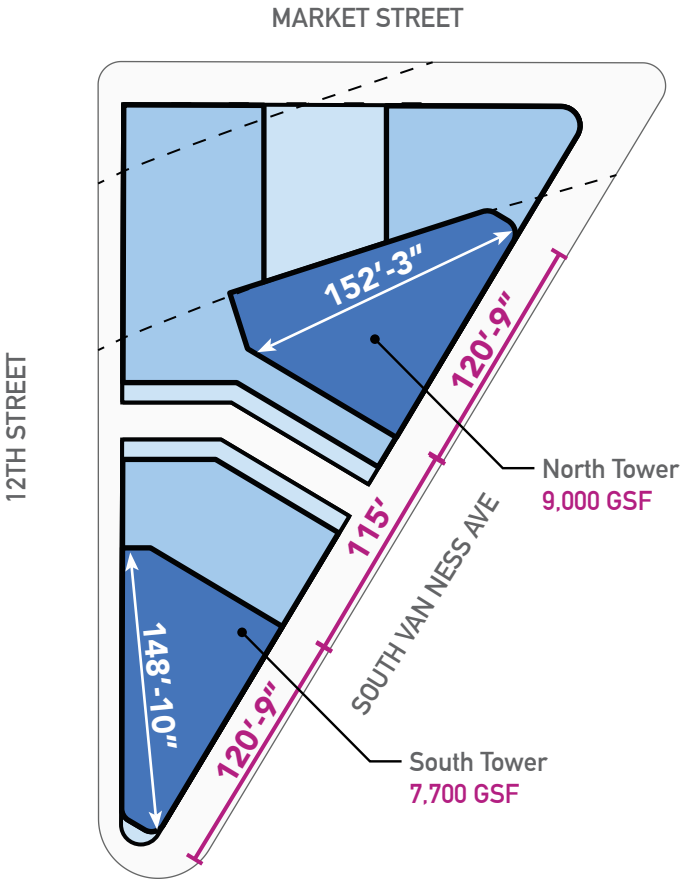
** A TYPICAL RESIDENTIAL TOWER HAS AN EFFICIENCY FACTOR OF 70-85%, ASSUMING A TYPICAL RESIDENTIAL CORE

*** SIZE AND GEOMETRY OF BASEMENT LEVELS CREATE HIGHLY INEFFICIENT LAYOUTS AND MAY NOT BE ABLE TO ACCOMMODATE PARKING, BICYCLE PARKING, AND NECESSARY INFRASTRUCTURE

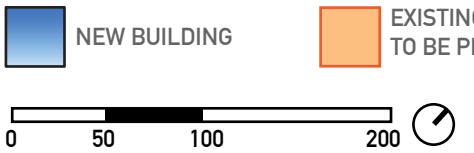
PROPOSED PROJECT
OVERVIEW

GROUND
Height: 30'

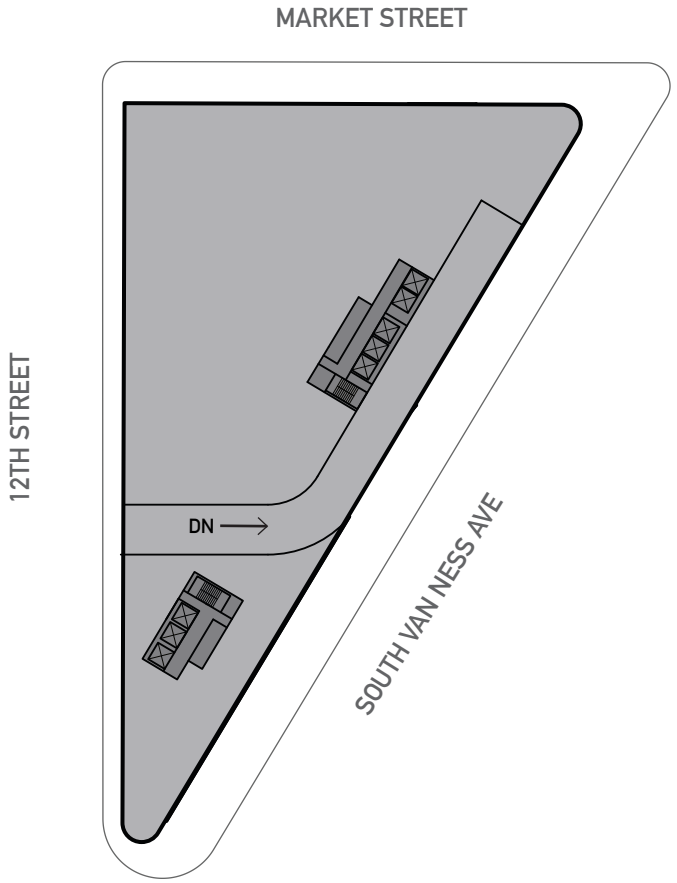
PODIUM
Height: 30' - 120'



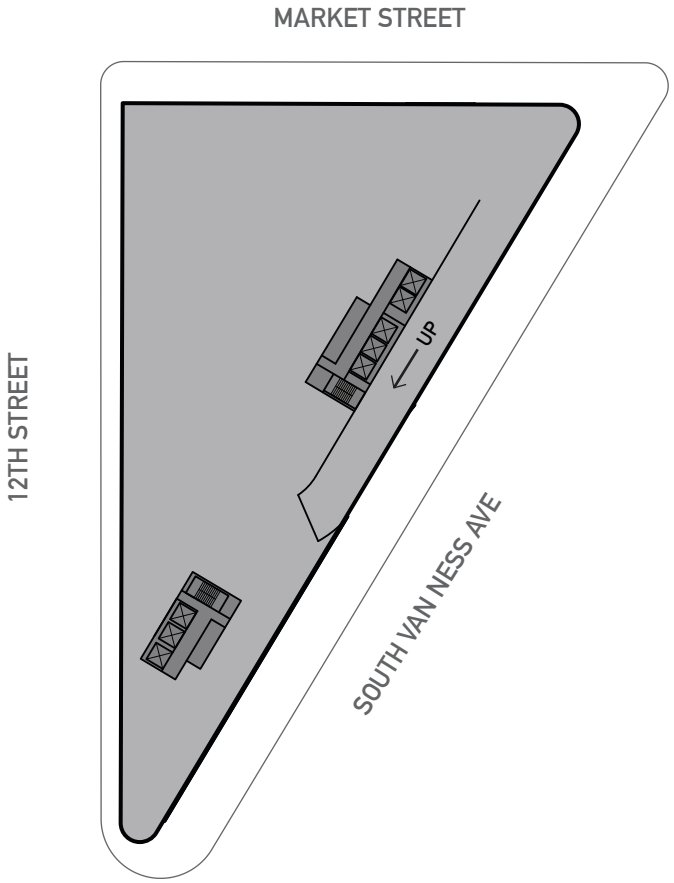
TOWER
Height: 120' - 400'



PROPOSED PROJECT
TYPICAL FLOOR PLANS



BASEMENT B1
Floor Plate: 51,000 GSF



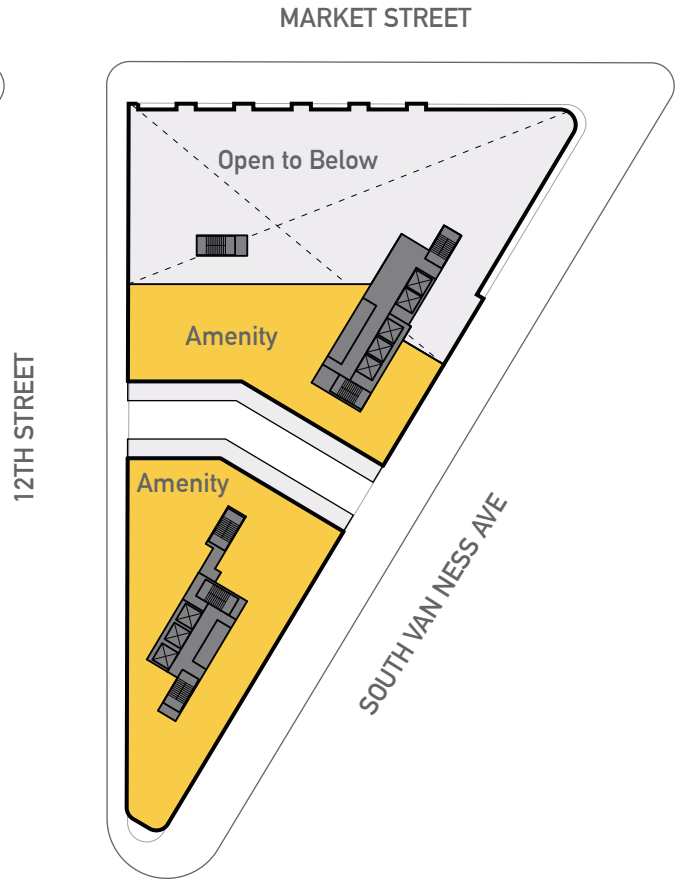
BASEMENT B2
Floor Plate: 51,000 GSF

RESIDENTIAL
RETAIL / COMMERCIAL
BUILDING CORE
PARKING

0 50 100 200

PROPOSED PROJECT
TYPICAL FLOOR PLANS

GROUND FLOOR
Height: 15'
Floor Plate: 47,000 GSF

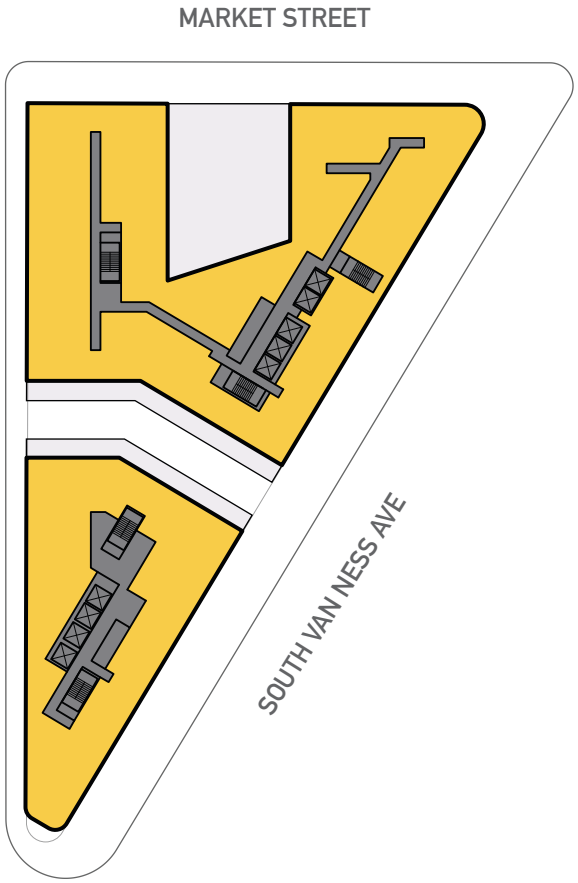


SECOND FLOOR
Height: 15' - 30'
Floor Plate: 24,100 GSF

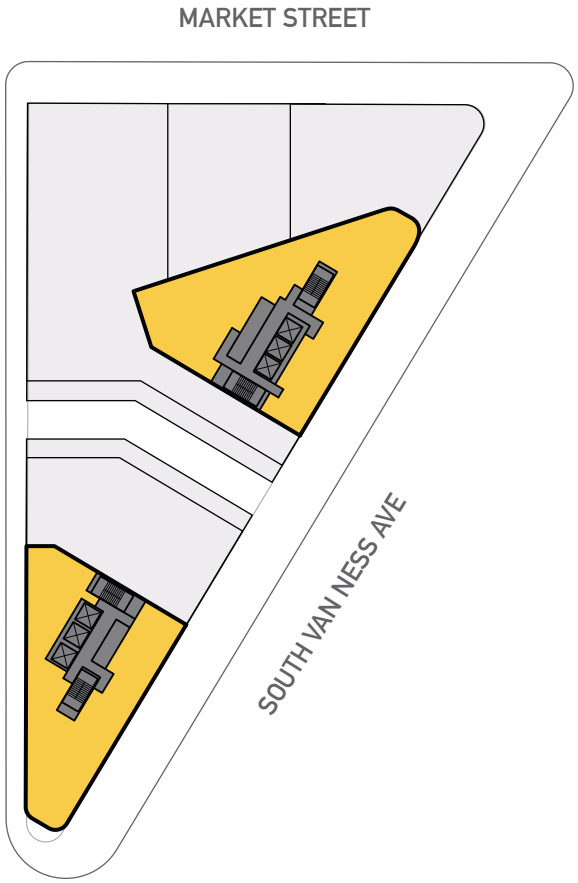
RESIDENTIAL
RETAIL / COMMERCIAL
BUILDING CORE
PARKING

0 50 100 200

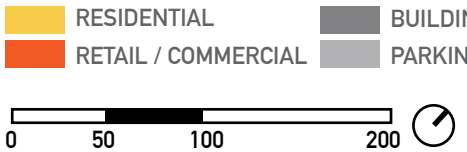
PROPOSED PROJECT
TYPICAL FLOOR PLANS



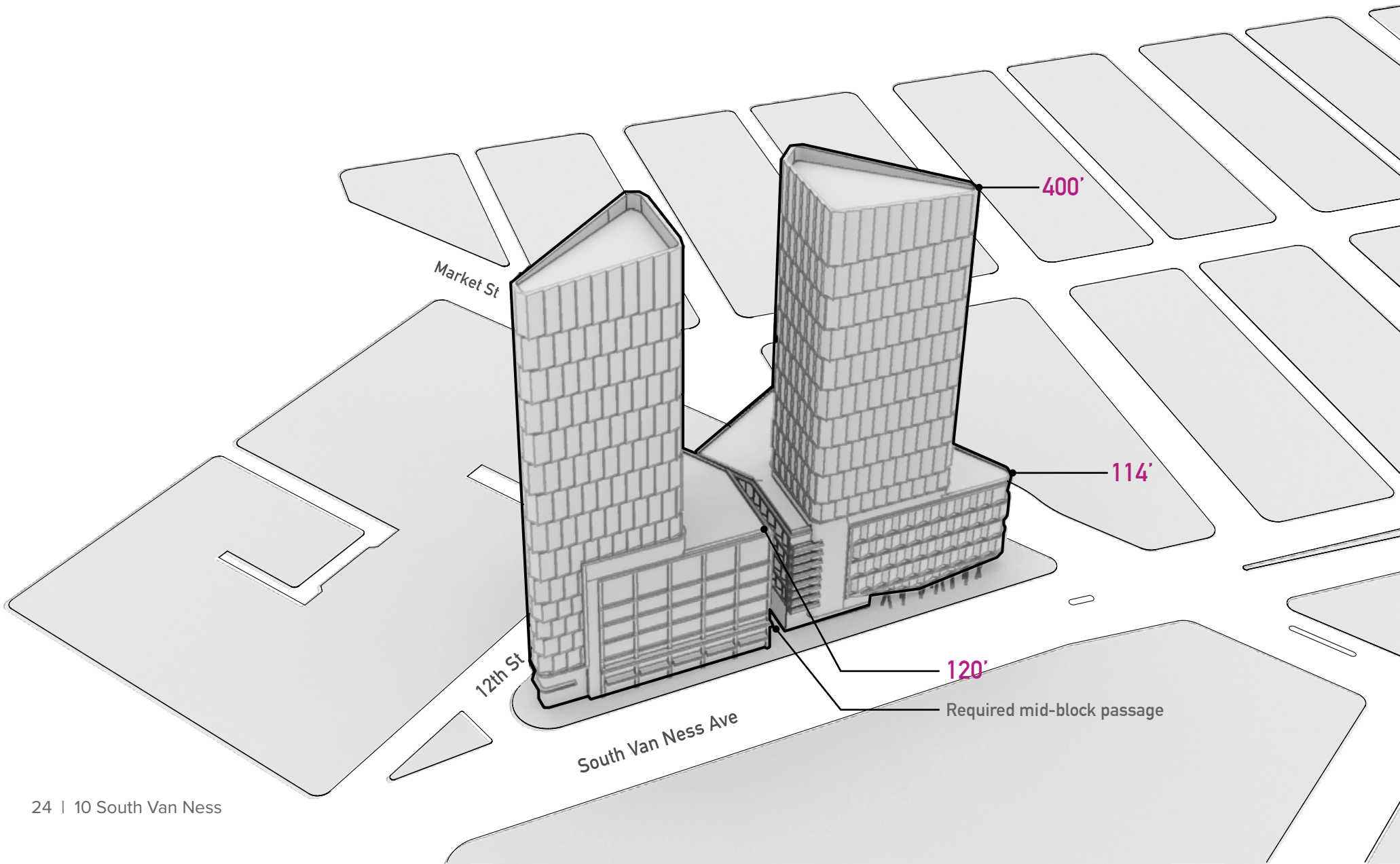
TYPICAL PODIUM
Height: 30' - 120'
Floor Plates: 40,900 GSF



TYPICAL TOWERS
Height: 120' - 400'
North Tower Floor Plate: 9,000 GSF
South Tower Floor Plate: 7,700 GSF

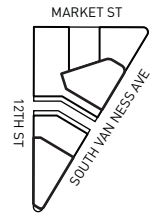


PROPOSED PROJECT



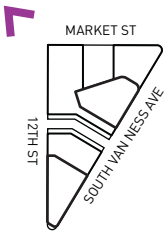
PROPOSED PROJECT

VIEW FROM MARKET ST. AND SOUTH VAN NESS AVE. - LOOKING SOUTHWEST



PROPOSED PROJECT

VIEW FROM MARKET ST. AND 12TH ST - LOOKING SOUTHEAST



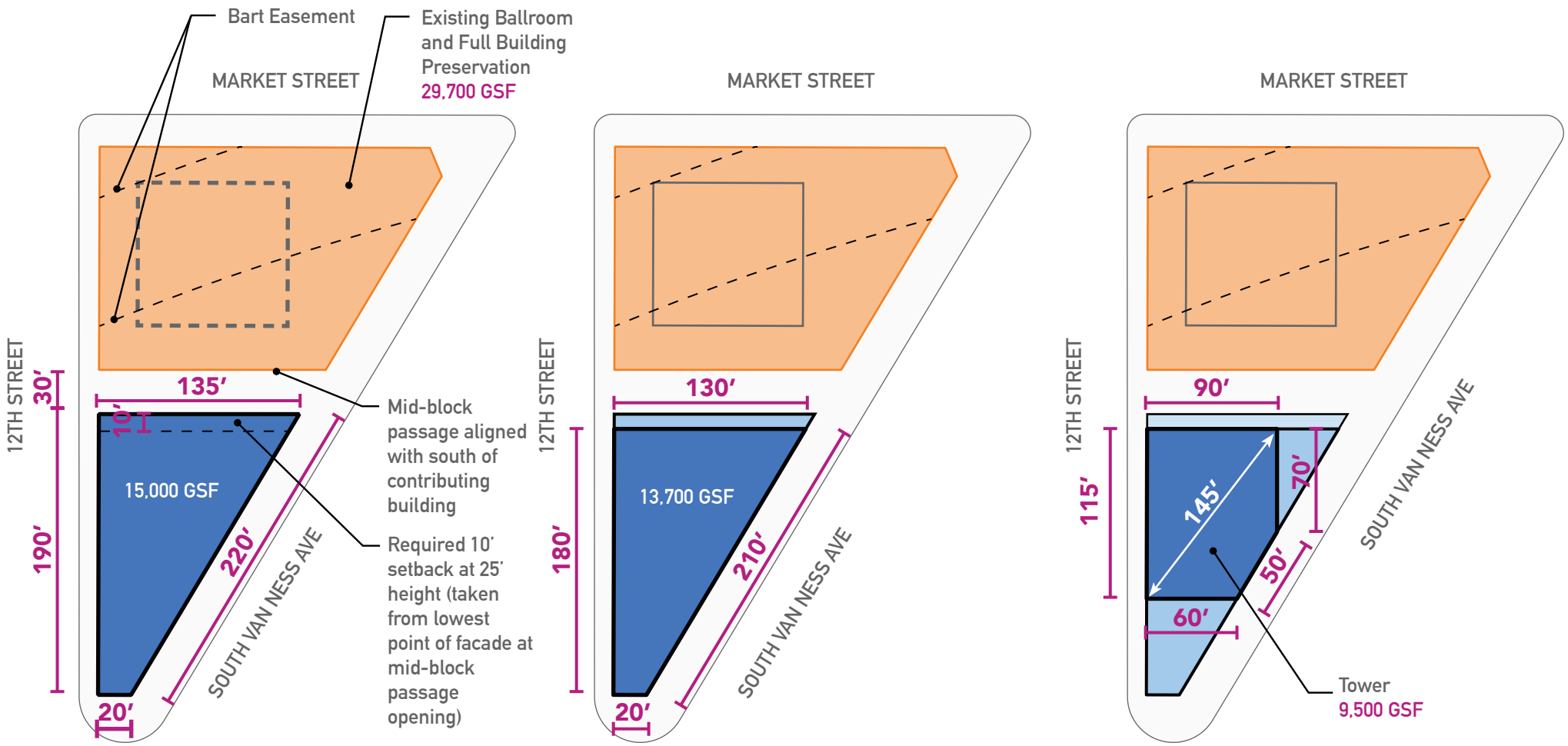
PROPOSED PROJECT

VIEW FROM 12TH ST. - LOOKING NORTH

PROPOSED PROJECT
AERIAL PERSPECTIVE

PROPOSED PROJECT FULL PRESERVATION ALTERNATIVE 1

OVERVIEW



GROUND AND SECOND FLOORS

Height: 30'

PODIUM

Height: 30' - 120'

TOWER

Height: 120' - 400'

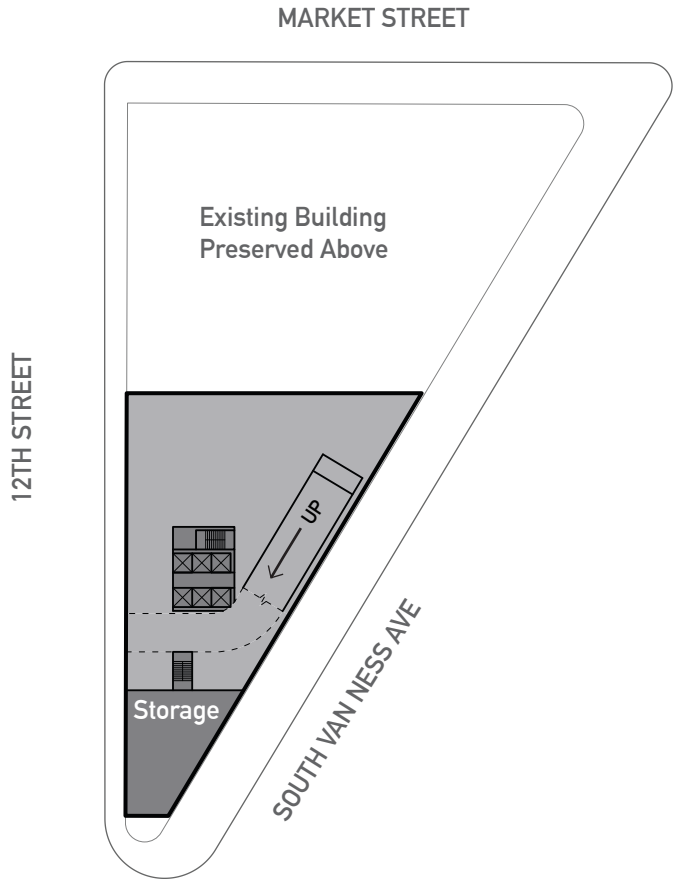
NEW BUILDING

EXISTING BUILDING TO BE PRESERVED

0 50 100 200

PROPOSED PROJECT FULL PRESERVATION ALTERNATIVE 1

CONCEPTUAL FLOOR PLANS



BASEMENT B1

Floor Plate: 19,400 GSF

BASEMENT B2-B3

Floor Plate: 19,400 GSF

RESIDENTIAL

RETAIL / COMMERCIAL

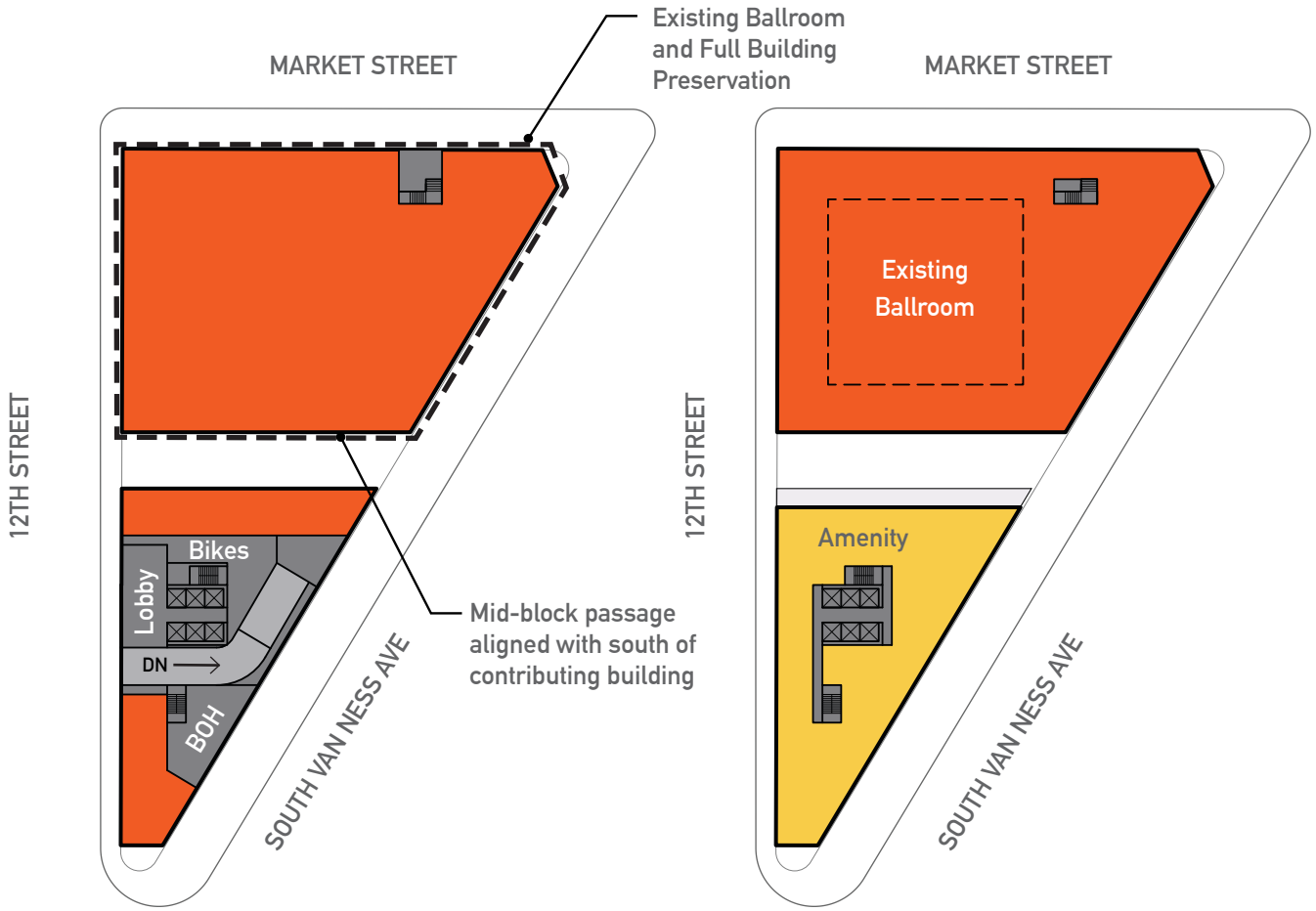
BUILDING CORE

PARKING

0 50 100 200

PROPOSED PROJECT FULL PRESERVATION ALTERNATIVE 1

CONCEPTUAL FLOOR PLANS



GROUND FLOOR

Height: 15'
Floor Plate: 44,700

SECOND FLOOR

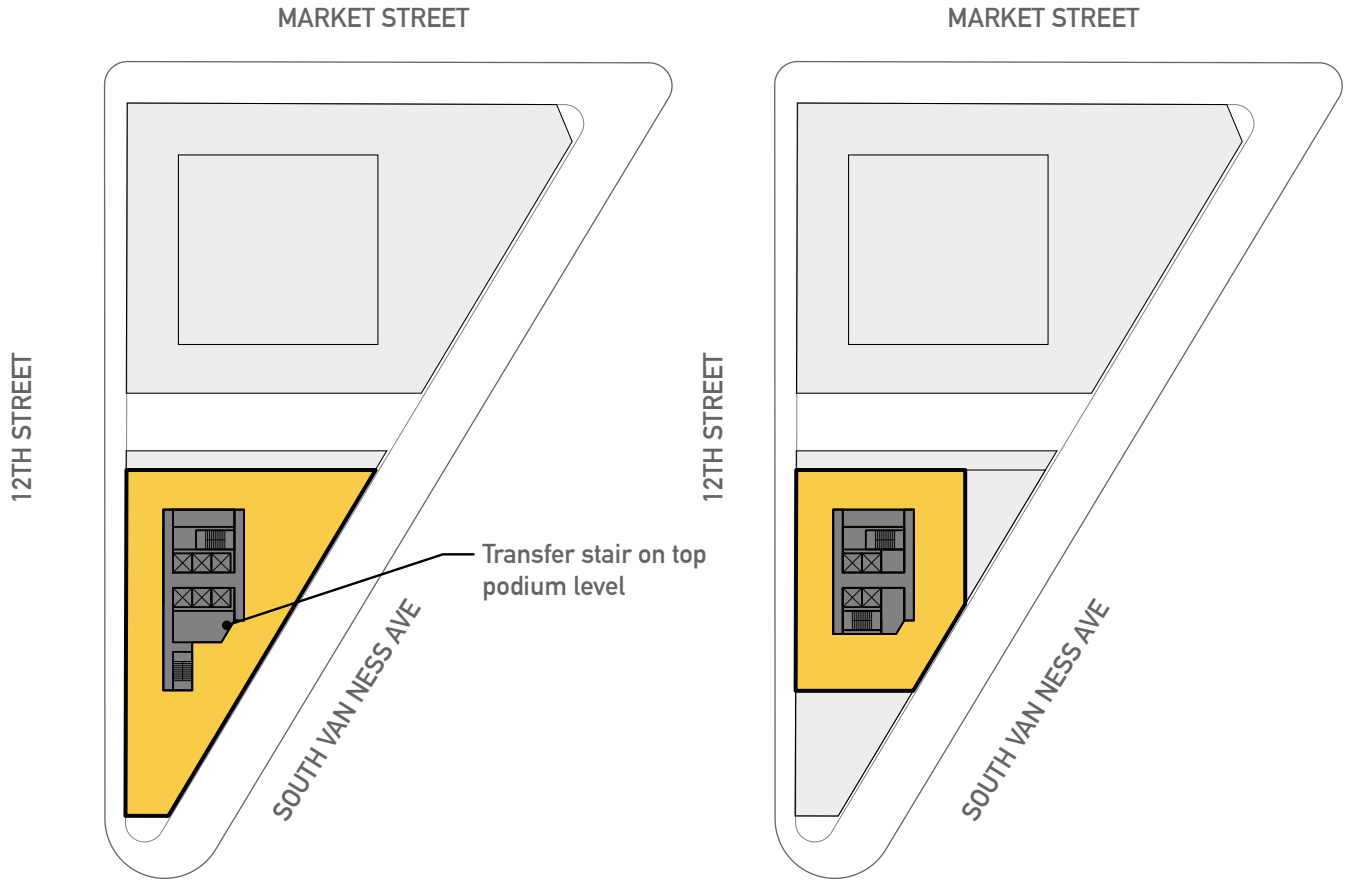
Height: 15'-30'
Floor Plate: 43,400

RESIDENTIAL
RETAIL / COMMERCIAL
BUILDING CORE
PARKING

0 50 100 200

PROPOSED PROJECT FULL PRESERVATION ALTERNATIVE 1

CONCEPTUAL FLOOR PLANS



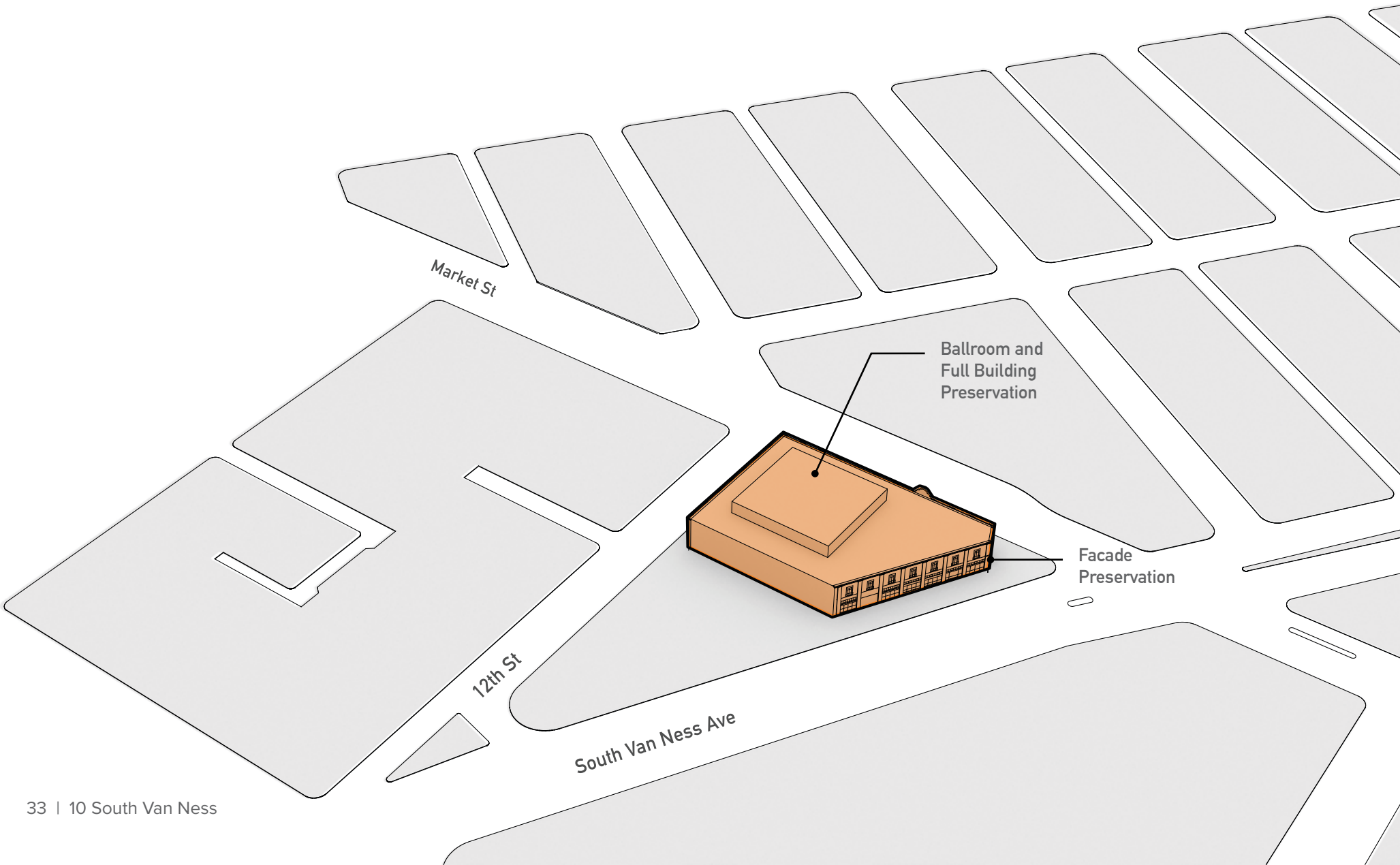
PODIUM
Height: 30' - 120'
Floor Plate: 13,700 GSF

TOWER
Height: 120' - 400'
Floor Plate: 9,500 GSF

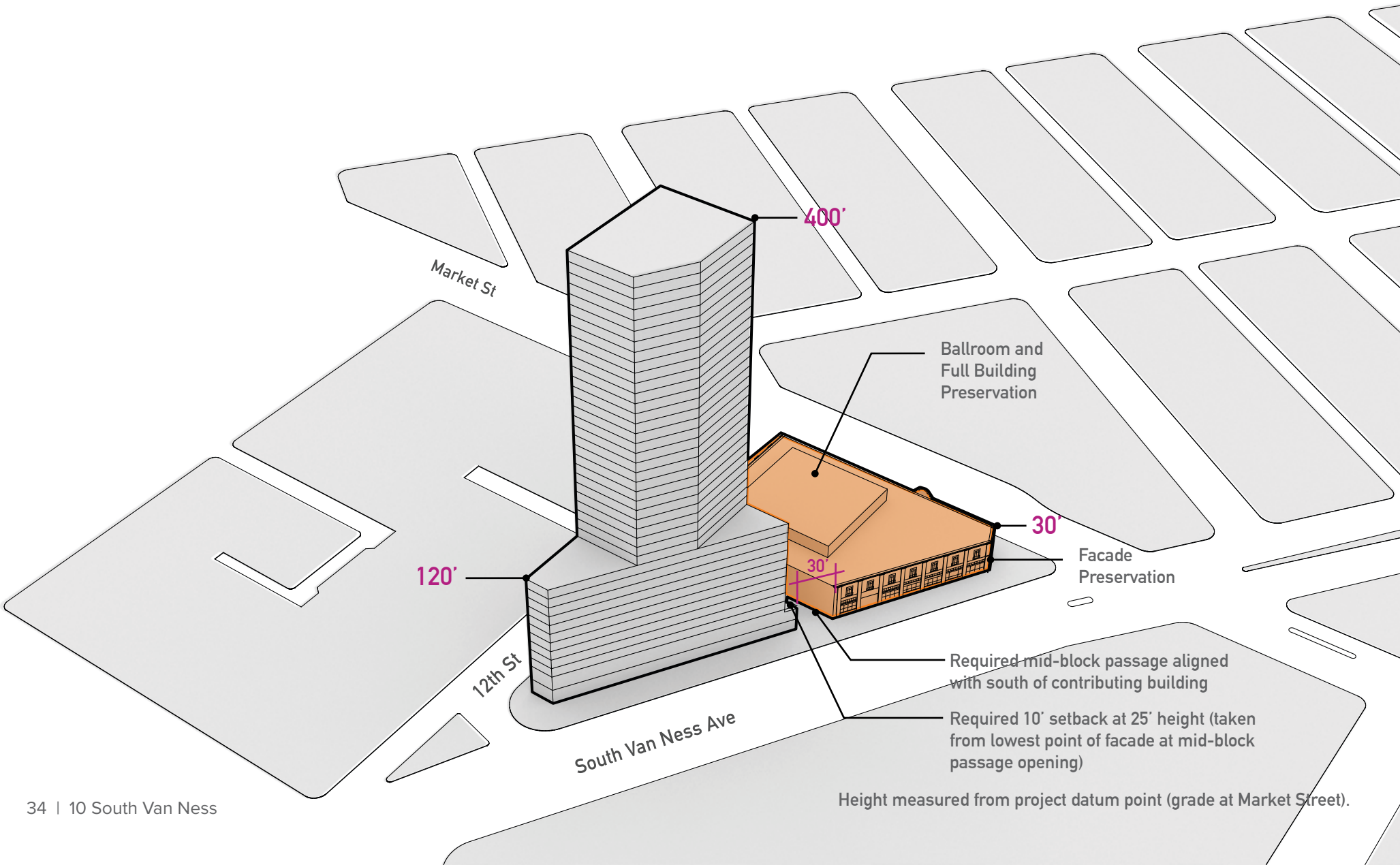
RESIDENTIAL
RETAIL / COMMERCIAL
BUILDING CORE
PARKING

0 50 100 200

FULL PRESERVATION ALTERNATIVE 1



FULL PRESERVATION ALTERNATIVE 1



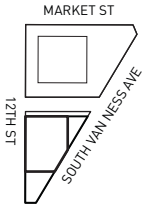
Height measured from project datum point (grade at Market Street).

FULL PRESERVATION ALTERNATIVE 1

VIEW FROM MARKET ST. AND 12TH ST - LOOKING SOUTHEAST

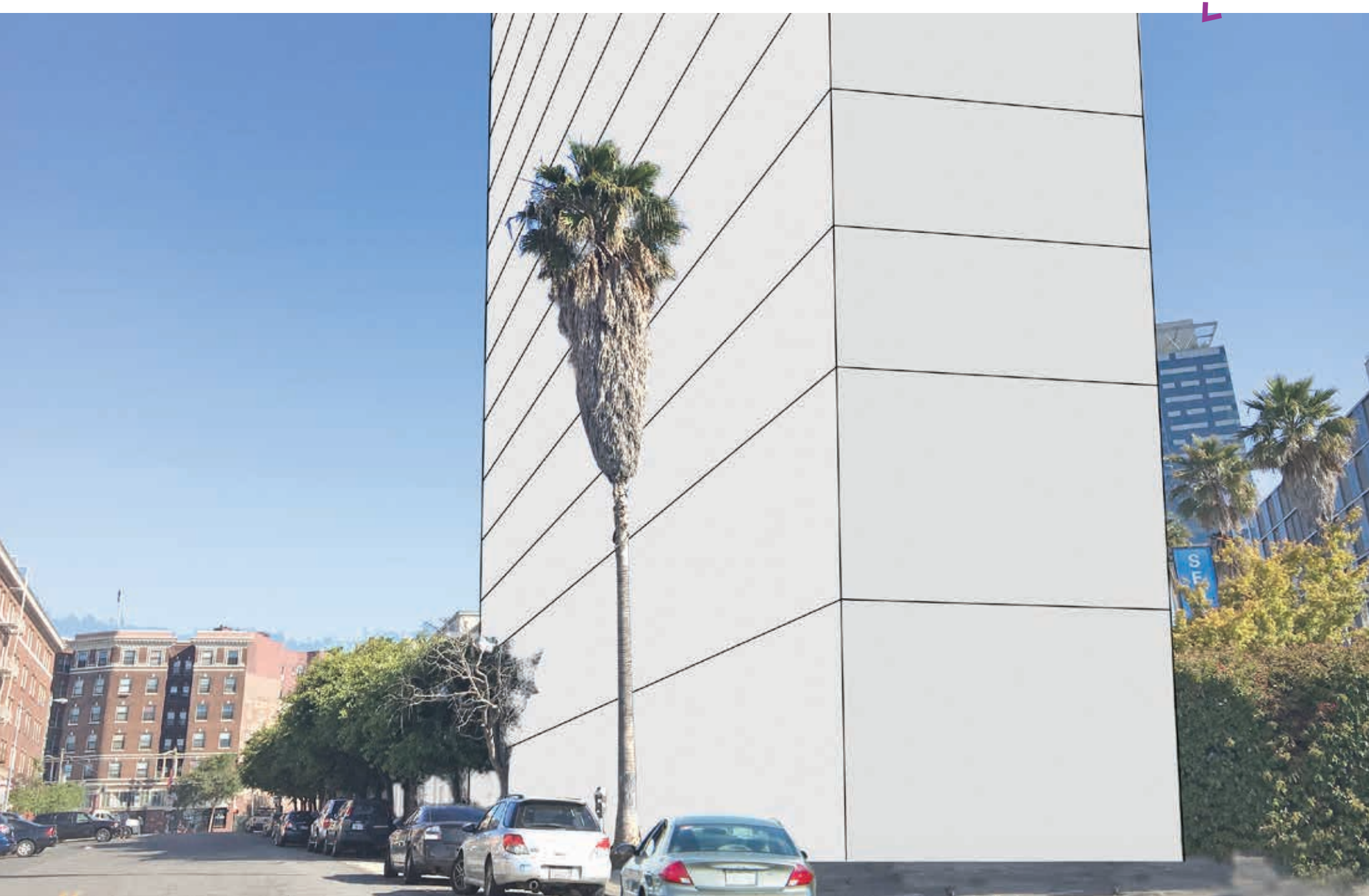
FULL PRESERVATION ALTERNATIVE 1

VIEW FROM MARKET ST. AND SOUTH VAN NESS AVE. - LOOKING SOUTHWEST



FULL PRESERVATION ALTERNATIVE 1

VIEW FROM 12TH ST. - LOOKING NORTH

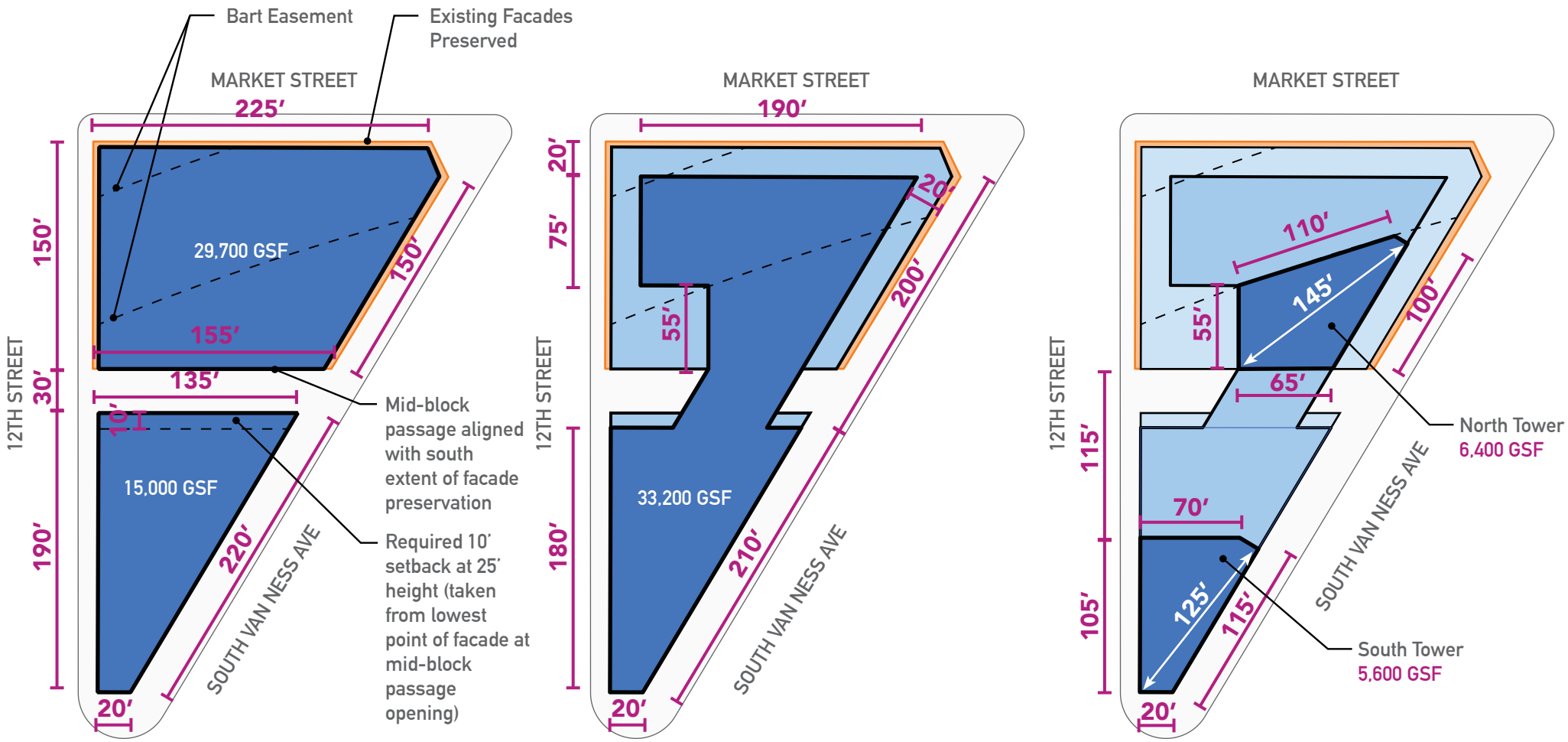


FULL PRESERVATION ALTERNATIVE 1

AERIAL PERSPECTIVE

PROPOSED PROJECT PARTIAL PRESERVATION ALTERNATIVE 2

OVERVIEW



GROUND AND SECOND FLOORS

Height: 30'

PODIUM

Height: 30' - 120'

TOWERS

Height: 120' - 400'

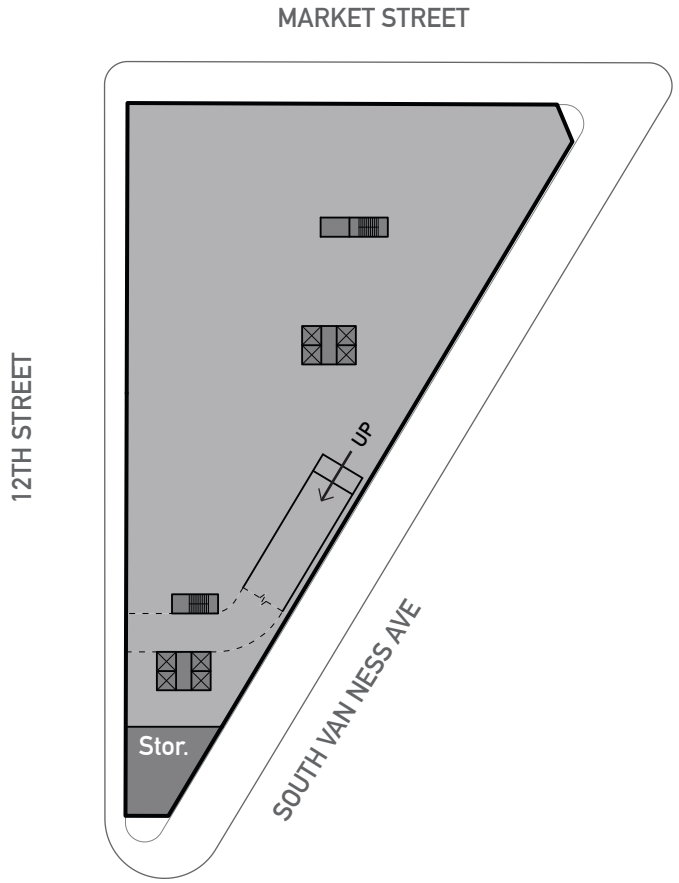
NEW BUILDING

EXISTING BUILDING TO BE PRESERVED

0 50 100 200

PROPOSED PROJECT PARTIAL PRESERVATION ALTERNATIVE 2

CONCEPTUAL FLOOR PLANS



BASEMENT B1

Floor Plate: 50,100 GSF

BASEMENT B2

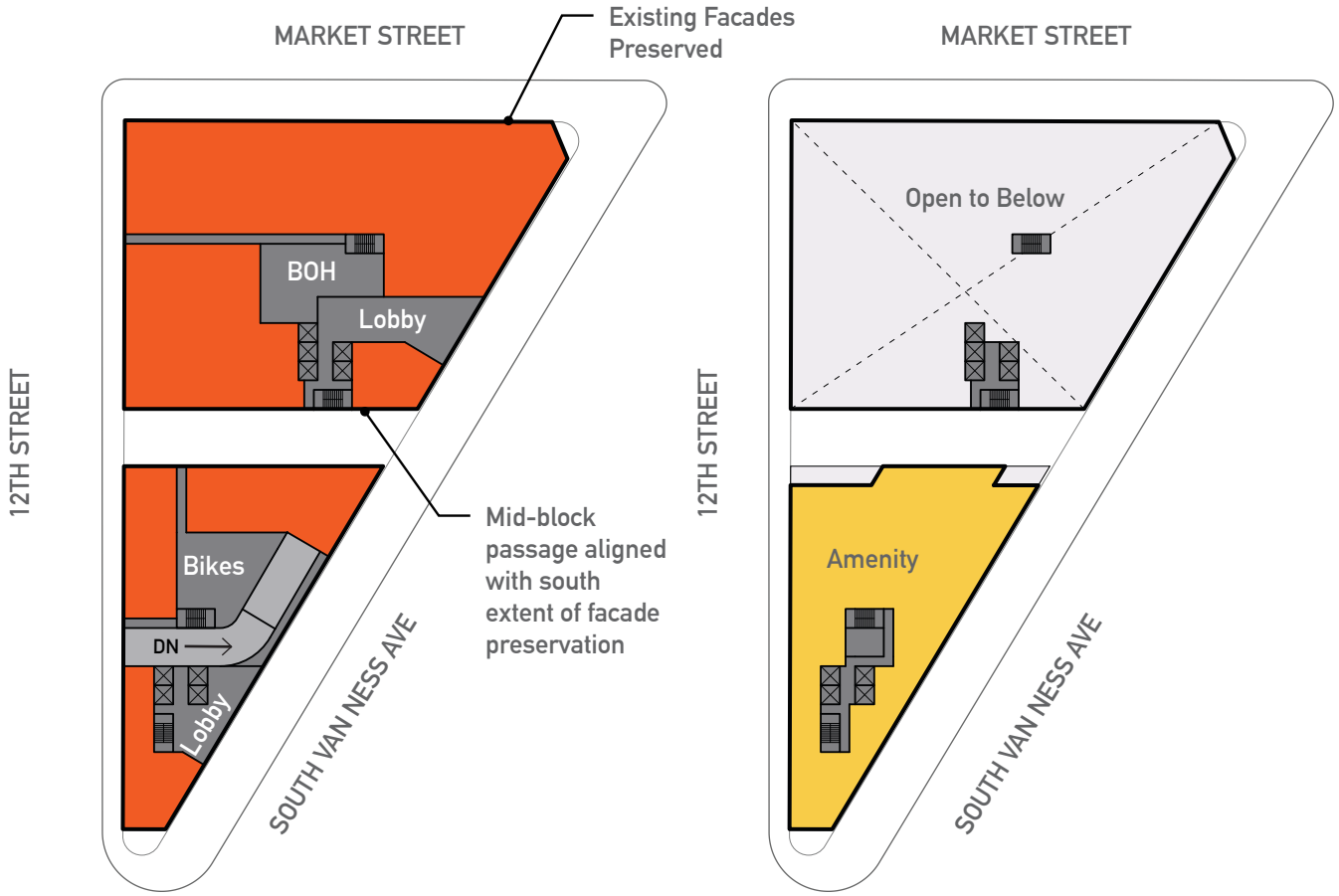
Floor Plate: 50,100 GSF

RESIDENTIAL
RETAIL / COMMERCIAL
BUILDING CORE
PARKING

0 50 100 200

PROPOSED PROJECT PARTIAL PRESERVATION ALTERNATIVE 2

CONCEPTUAL FLOOR PLANS



GROUND FLOOR

Height: 15'

Floor Plate: 44,700 GSF

SECOND FLOOR

Height: 15'-30'

Floor Plate: 14,300 GSF

RESIDENTIAL

RETAIL / COMMERCIAL

BUILDING CORE

PARKING

0 50 100 200

PROPOSED PROJECT PARTIAL PRESERVATION ALTERNATIVE 2

CONCEPTUAL FLOOR PLANS

PODIUM

Height: 30' - 120'
Floor Plate: 33,200 GSF

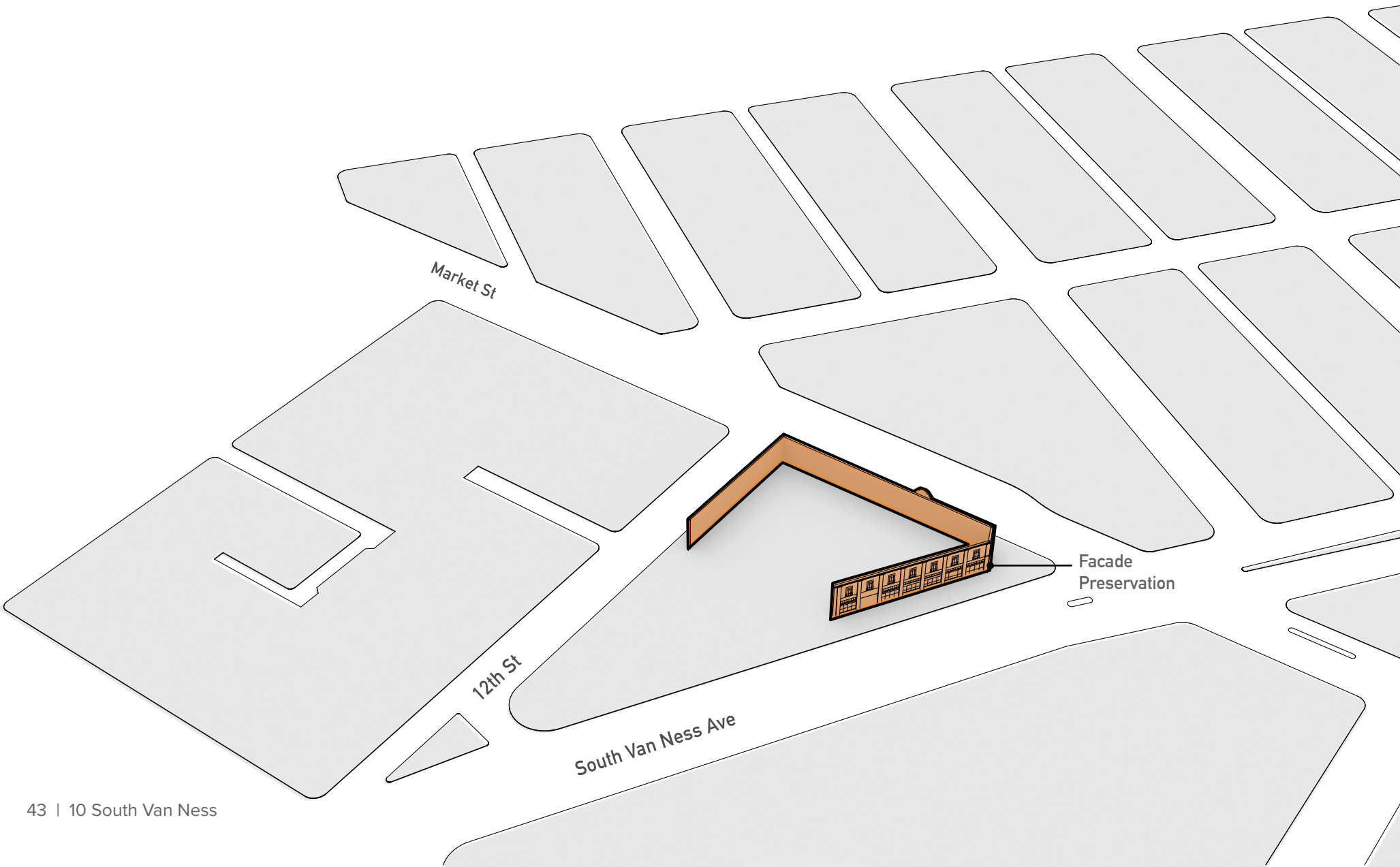
TOWERS

Height: 120' - 400'
North Tower Floor Plate: 6,400 GSF
South Tower Floor Plate: 5,600 GSF

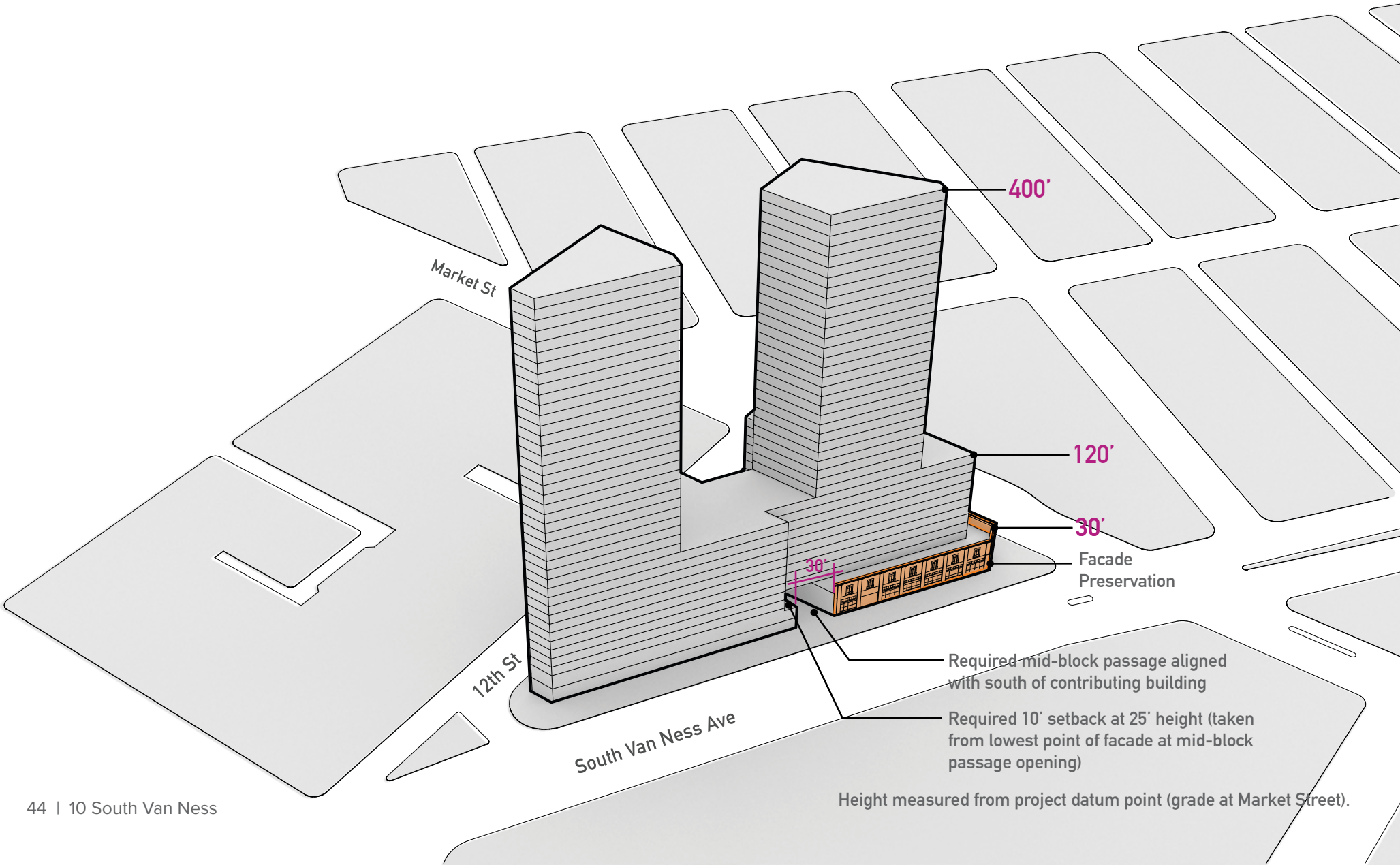
RESIDENTIAL
RETAIL / COMMERCIAL
BUILDING CORE
PARKING

0 50 100 200

PARTIAL PRESERVATION ALTERNATIVE 2



PARTIAL PRESERVATION ALTERNATIVE 2



PARTIAL PRESERVATION ALTERNATIVE 2

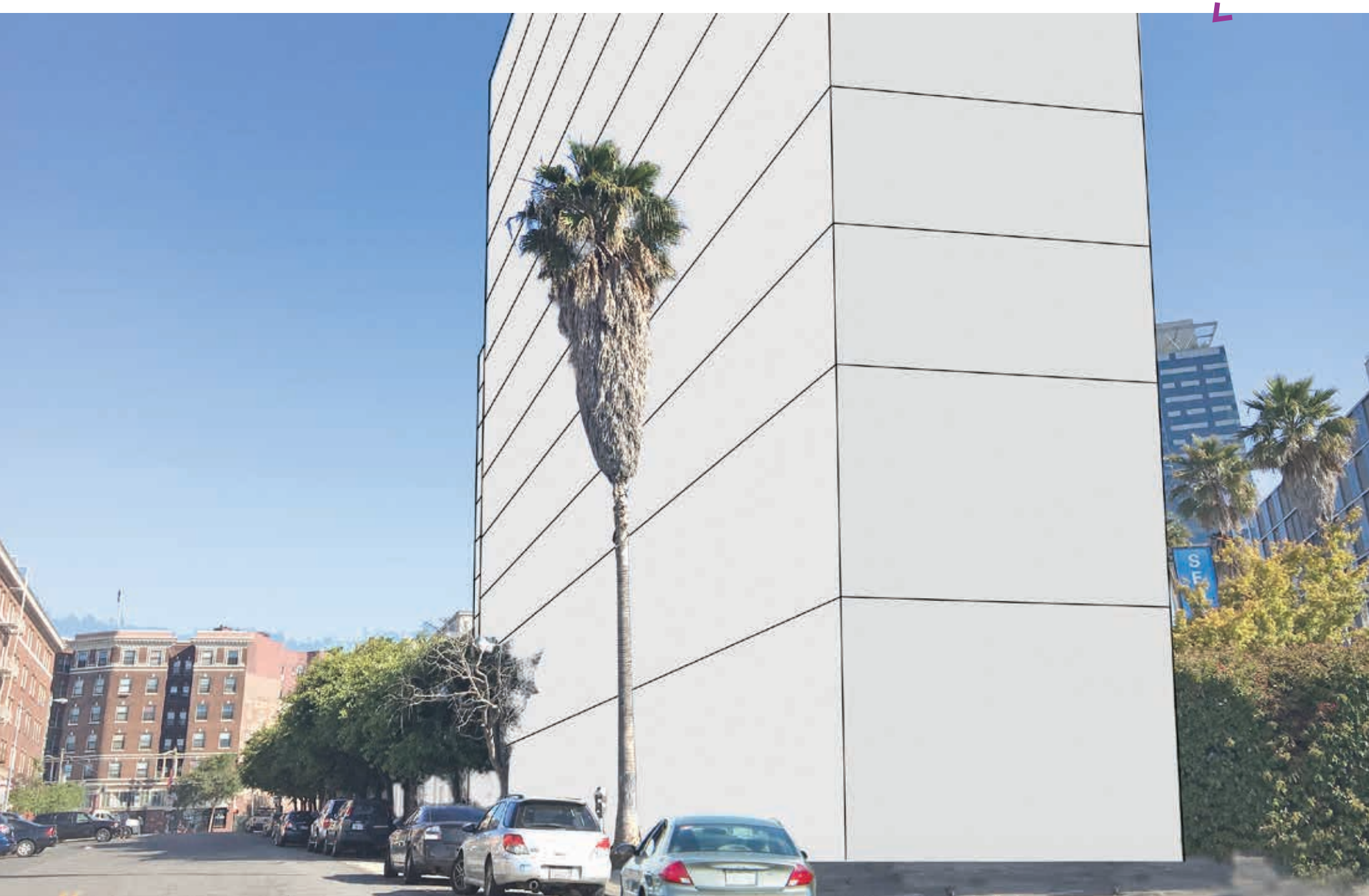
VIEW FROM MARKET ST. AND 12TH ST - LOOKING SOUTHEAST

PARTIAL PRESERVATION ALTERNATIVE 2

VIEW FROM MARKET ST. AND SOUTH VAN NESS AVE. - LOOKING SOUTHWEST

PARTIAL PRESERVATION ALTERNATIVE 2

VIEW FROM 12TH ST. - LOOKING NORTH

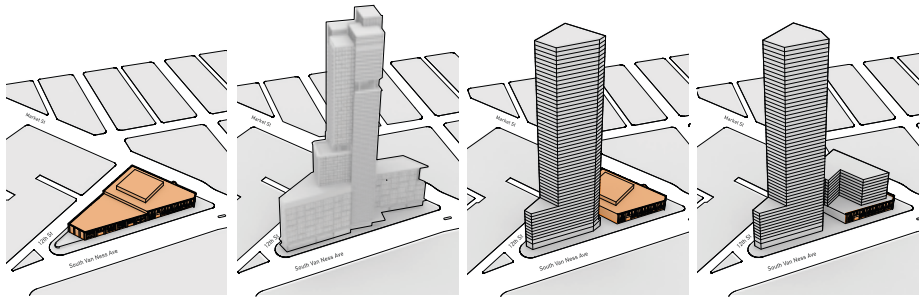


PARTIAL PRESERVATION ALTERNATIVE 2

AERIAL PERSPECTIVE

PROJECT VARIANT AND PRESERVATION ALTERNATIVES

SUMMARY



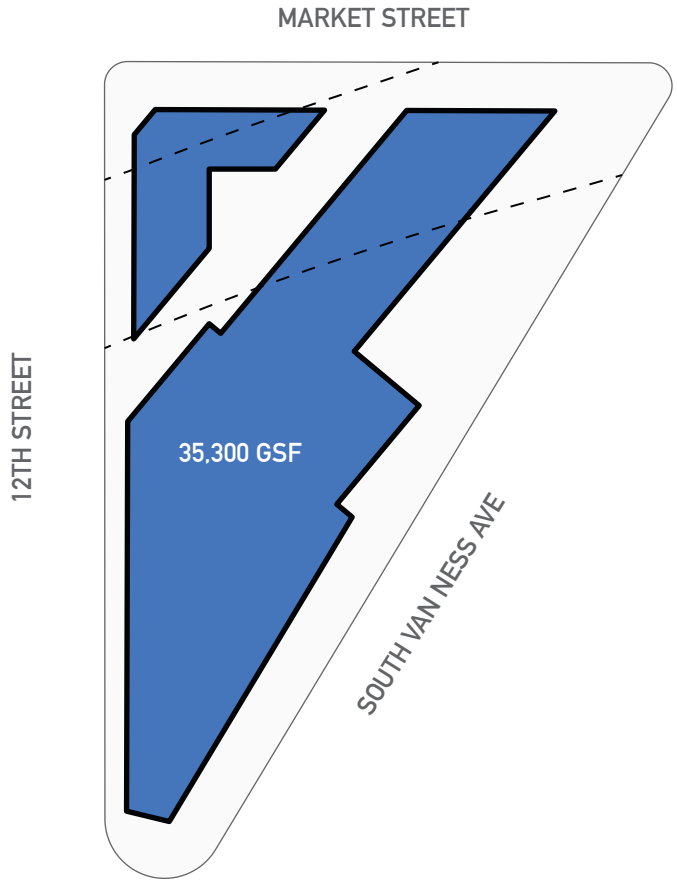
	NO PROJECT ALTERNATIVE	PROJECT VARIANT	FULL PRESERVATION ALT 3	PARTIAL PRESERVATION ALT 4
RETAIL/COMMERCIAL (GSF)	91,088	30,450	64,400	28,100
RESIDENTIAL (GSF)	-	935,250	619,900	770,300
PARKING (GSF)	-	101,992	65,000	78,400
TOTAL GSF*	91,088	1,072,989	749,300	876,800
RESIDENTIAL (NSF)	-	696,468	430,100	543,700
TOWER EFFICIENCY**	-	77%	74%	73%
NET UNIT SIZE	-	702	702	702
DWELLING UNITS	-	984	605	765
PARKING SPACES (STACKERS)	-	518	325	392
PODIUM HEIGHT (MAX)	-	139' NORTH PODIUM/ 164' SOUTH PODIUM (120' AVERAGE)	120' PODIUM	120' PODIUM
BUILDING HEIGHT	30'-45'	590'	590'	590'
STORIES	2	55	55	55
EXISTING GSF RETAINED	91,088 + ALL FACADES	-	59,400 + NORTH FACADES	NORTH FACADES
EXCAVATION REQUIRED (YD^3)	-	100,000 (FULL SITE)	60,000 (PARTIAL SITE***)	80,000 (FULL SITE)

* TOTAL GSF INCLUDES PARKING GSF AND EXCLUDES ROOFTOP MECHANICAL

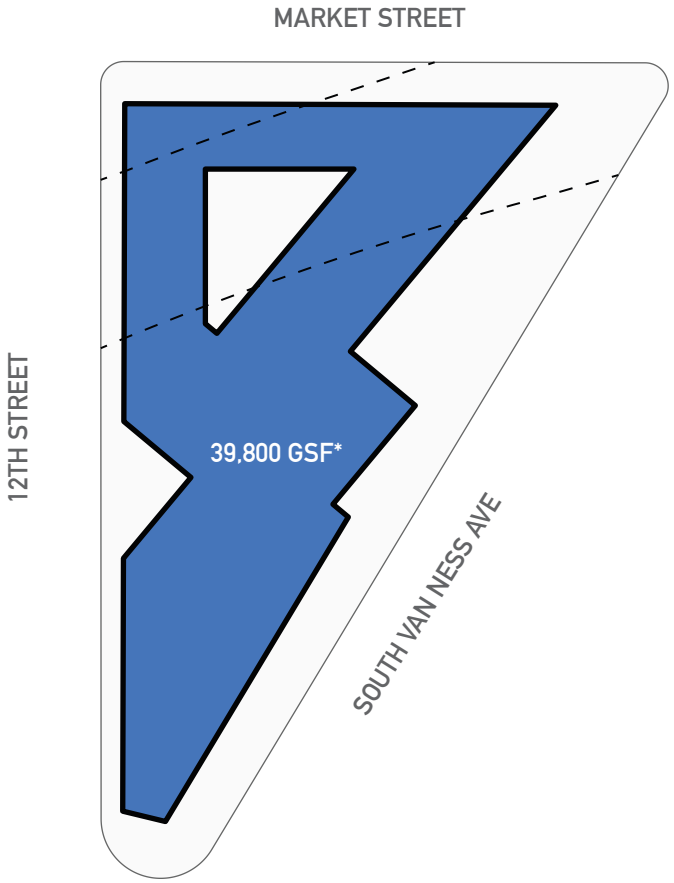
** A TYPICAL RESIDENTIAL TOWER HAS AN EFFICIENCY FACTOR OF 70-85%, ASSUMING A TYPICAL RESIDENTIAL CORE

*** SIZE AND GEOMETRY OF BASEMENT LEVELS CREATE HIGHLY INEFFICIENT LAYOUTS AND MAY NOT BE ABLE TO ACCOMMODATE PARKING, BICYCLE PARKING, AND NECESSARY INFRASTRUCTURE

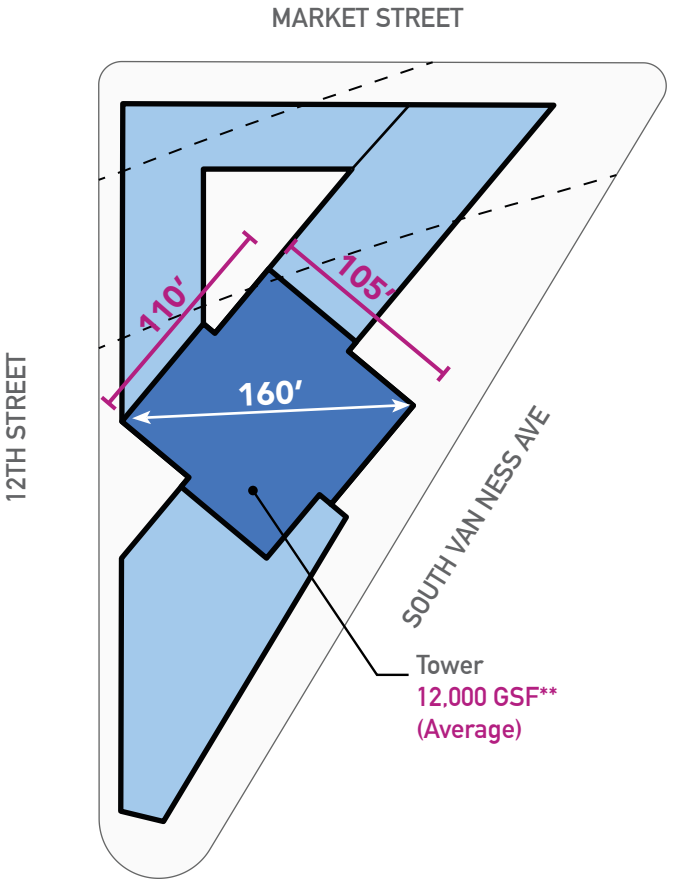
PROJECT VARIANT
OVERVIEW



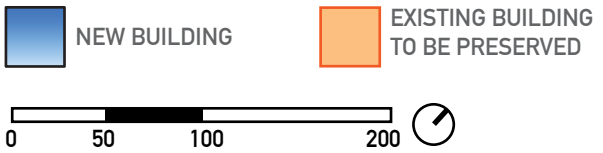
GROUND
Height: 30'



PODIUM
Height: 30' - 164'
*Podium floor plate sizes range from 19,400 GSF to 39,800 GSF. See Typical Floor Plans for additional detail.

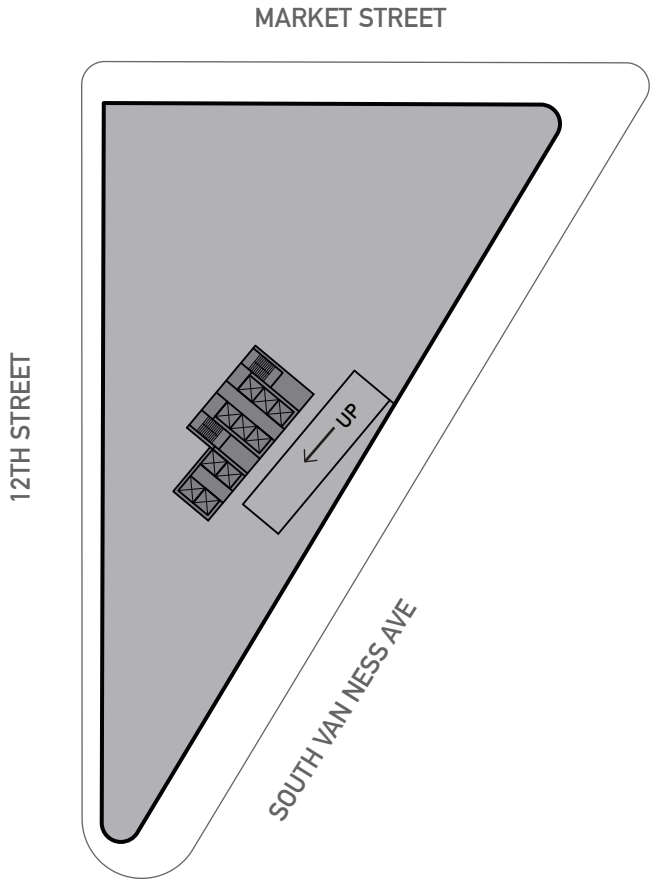


TOWER
Height: 164' - 590'
*Tower floor plate sizes range from 4,000 GSF to 14,400 GSF. See Typical Floor Plans for additional detail.



PROJECT VARIANT
TYPICAL FLOOR PLANS

BASEMENT B1
Floor Plate: 51,000 GSF

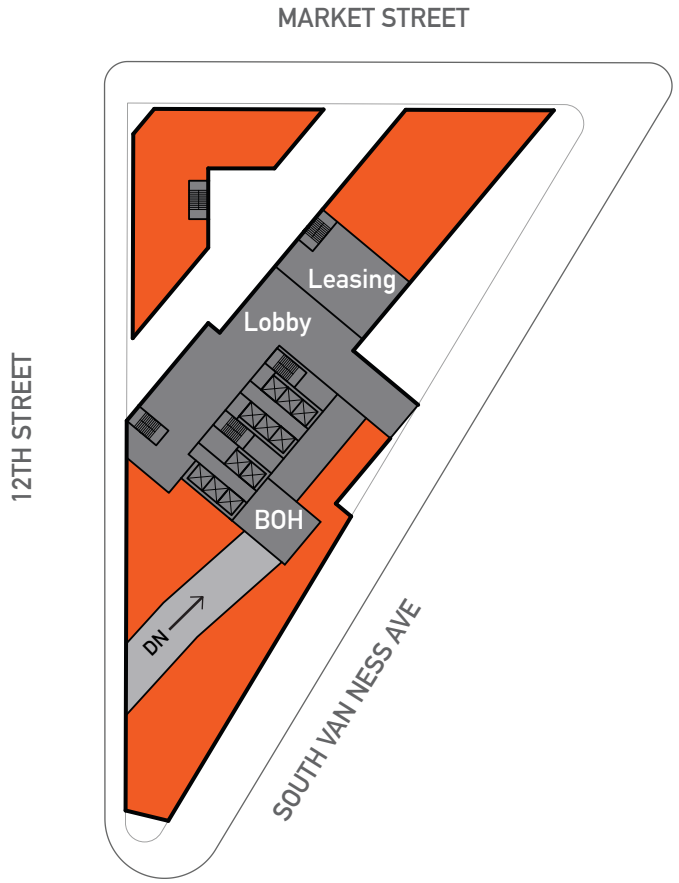


BASEMENT B2
Floor Plate: 51,000 GSF

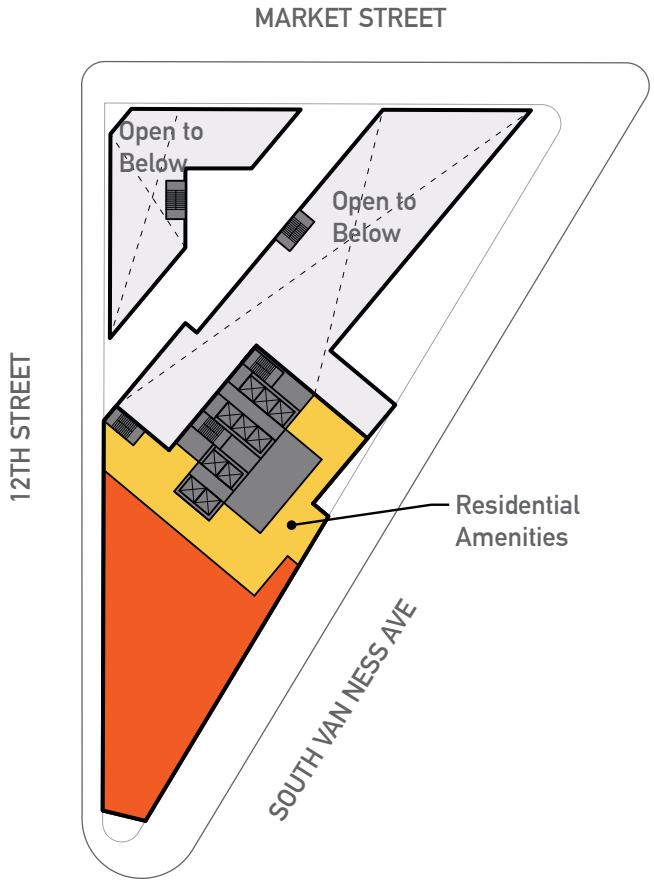
RESIDENTIAL
RETAIL / COMMERCIAL
BUILDING CORE
PARKING

0 50 100 200

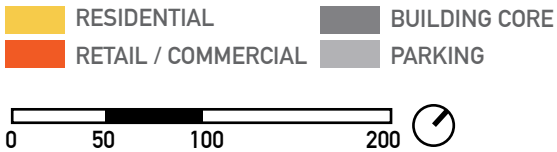
PROJECT VARIANT
TYPICAL FLOOR PLANS



GROUND FLOOR
Height: 15'
Floor Plate: 35,300 GSF

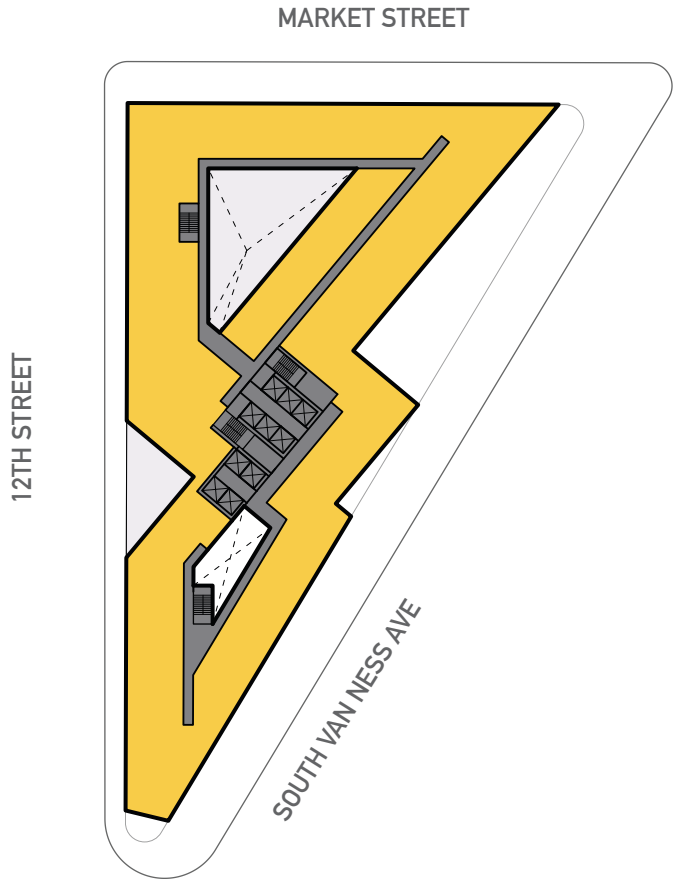


SECOND FLOOR
Height: 15'-30'
Floor Plate: 18,800 GSF



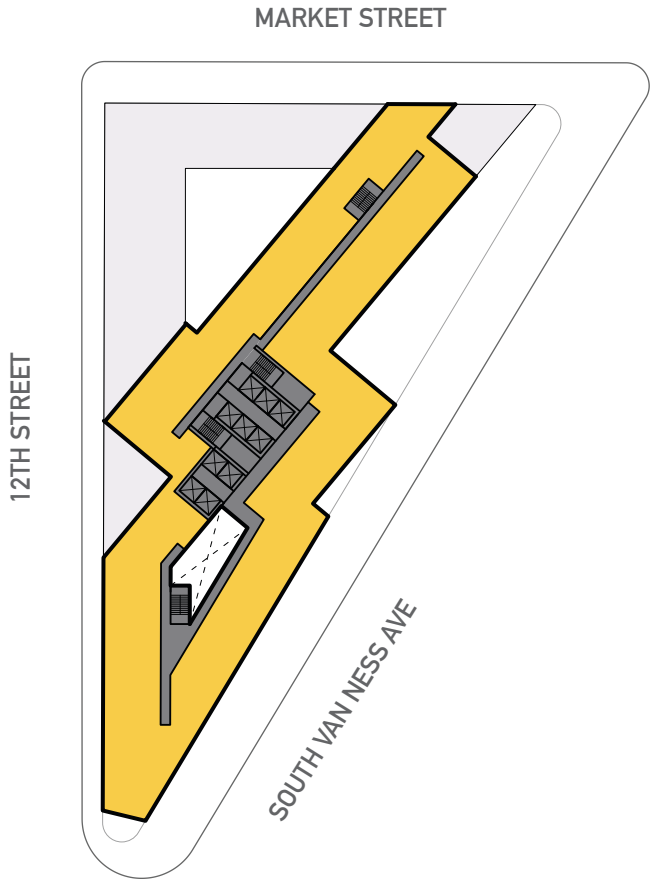
PROJECT VARIANT

TYPICAL FLOOR PLANS



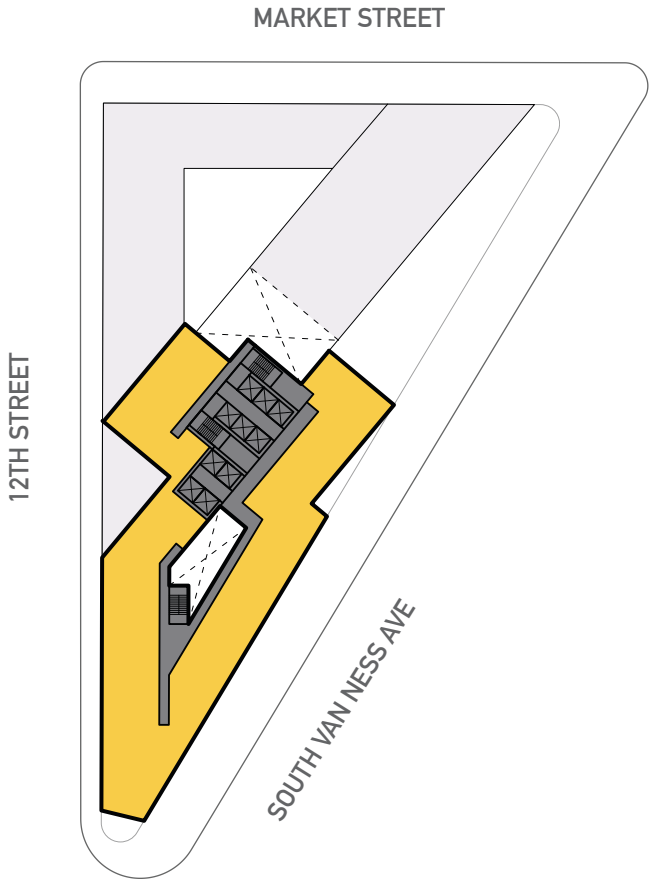
TYPICAL PODIUM (FLOORS 3-8)

Height: 30' - 90'
Floor Plate: 39,800 GSF



TYPICAL PODIUM (FLOORS 9-13)

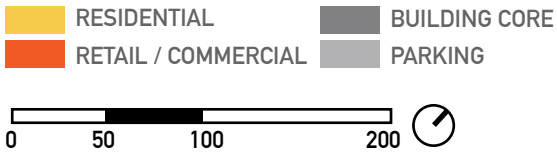
Height: 90'-139'
Floor Plates: 30,900 GSF



TYPICAL PODIUM (FLOOR 15)

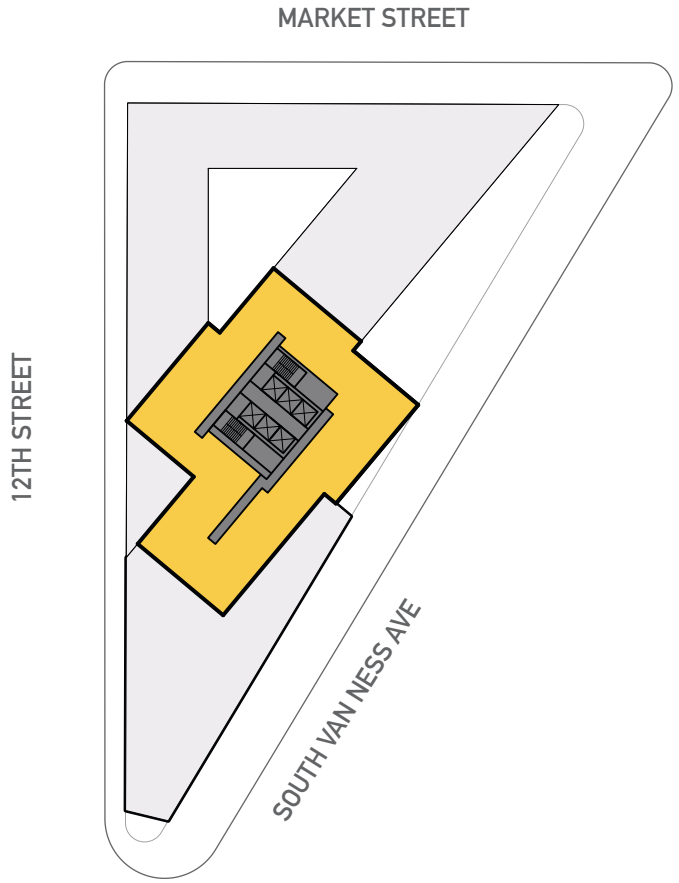
Height: 155'-164'
Floor Plates: 22,100 GSF

Note: Typical floor plans do not show open space terraces or residential amenity variations.



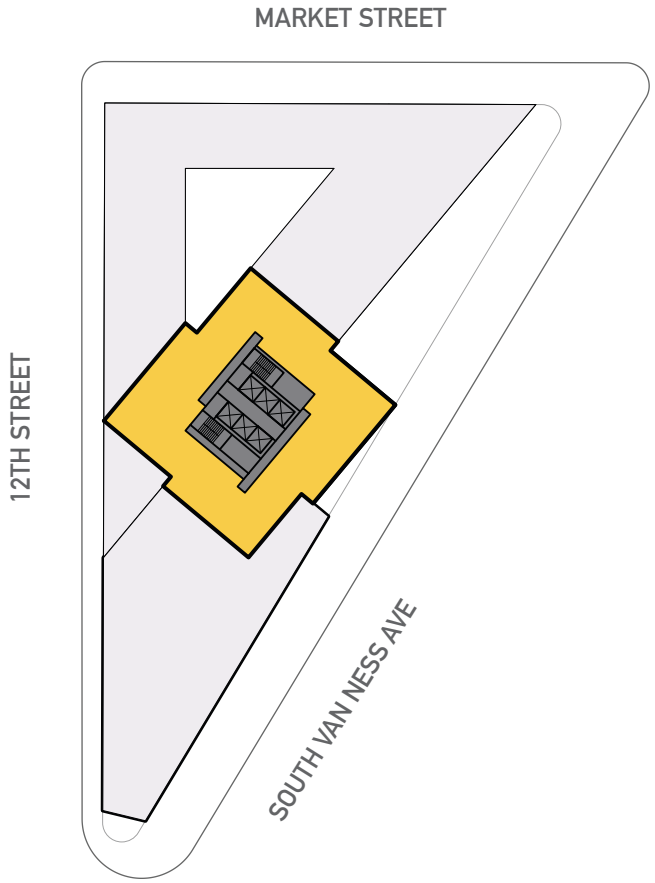
PROJECT VARIANT

TYPICAL FLOOR PLANS



TYPICAL TOWER (FLOORS 17-28)

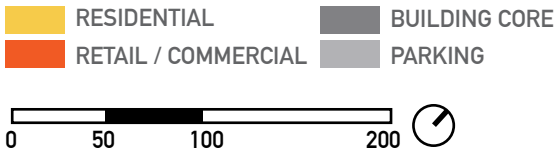
Height: 178' - 297'
Floor Plate: 14,400 GSF (12,000 GSF Average)



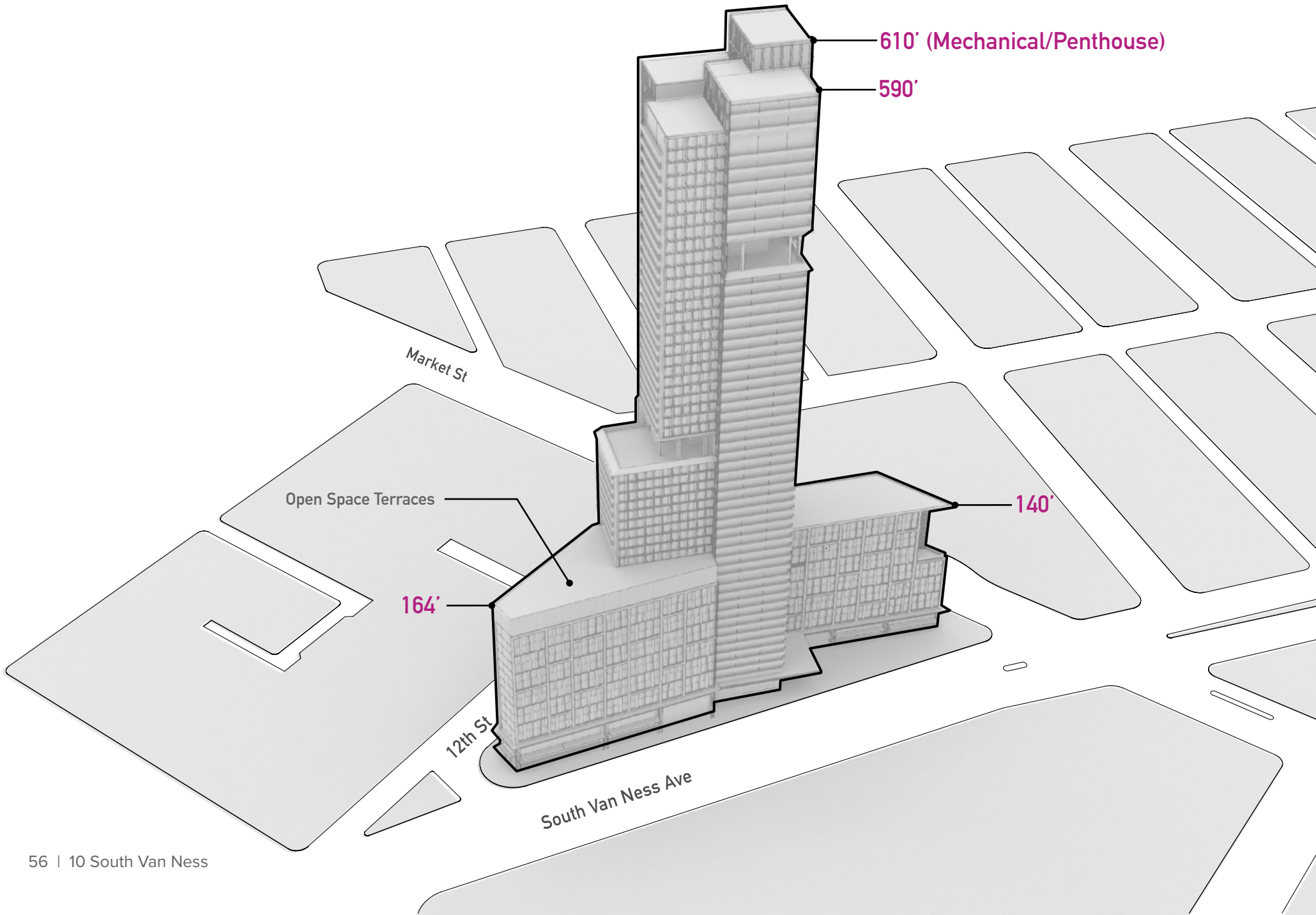
TYPICAL TOWER (FLOORS 29-52)

Height: 297' - 590'
Floor Plates: 12,200 GSF (12,000 GSF Average)

Note: Typical floor plans do not show open space terraces or residential amenity variations.

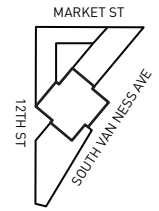


PROJECT VARIANT



PROJECT VARIANT

VIEW FROM MARKET ST. AND SOUTH VAN NESS AVE. - LOOKING SOUTHWEST



PROJECT VARIANT

VIEW FROM MARKET ST. AND 12TH ST - LOOKING SOUTHEAST

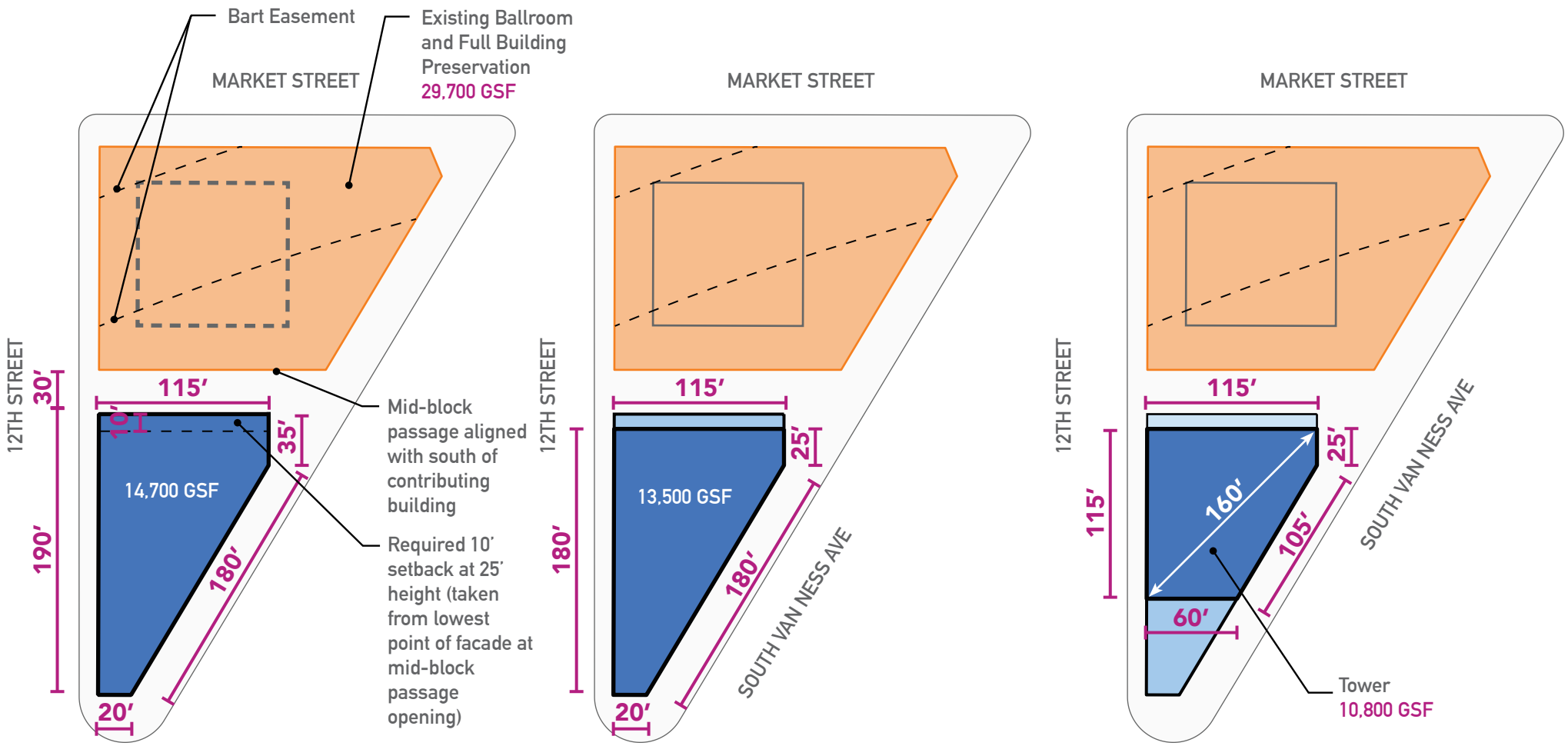
PROJECT VARIANT

VIEW FROM 12TH ST. - LOOKING NORTH

PROJECT VARIANT
AERIAL PERSPECTIVE

PROJECT VARIANT FULL PRESERVATION ALTERNATIVE 3

OVERVIEW



GROUND AND SECOND FLOORS

Height: 30'

PODIUM

Height: 30' - 120'

TOWER

Height: 120' - 590'

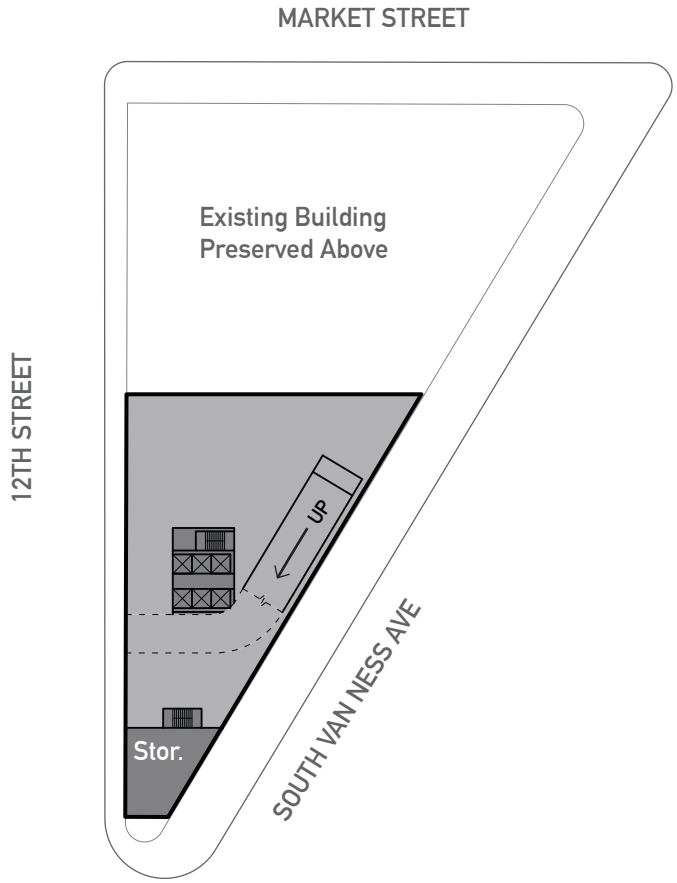
NEW BUILDING

EXISTING BUILDING TO BE PRESERVED

0 50 100 200

PROJECT VARIANT FULL PRESERVATION ALTERNATIVE 3

CONCEPTUAL FLOOR PLANS



BASEMENT B1

Floor Plate: 19,400 GSF

BASEMENT B2-B4

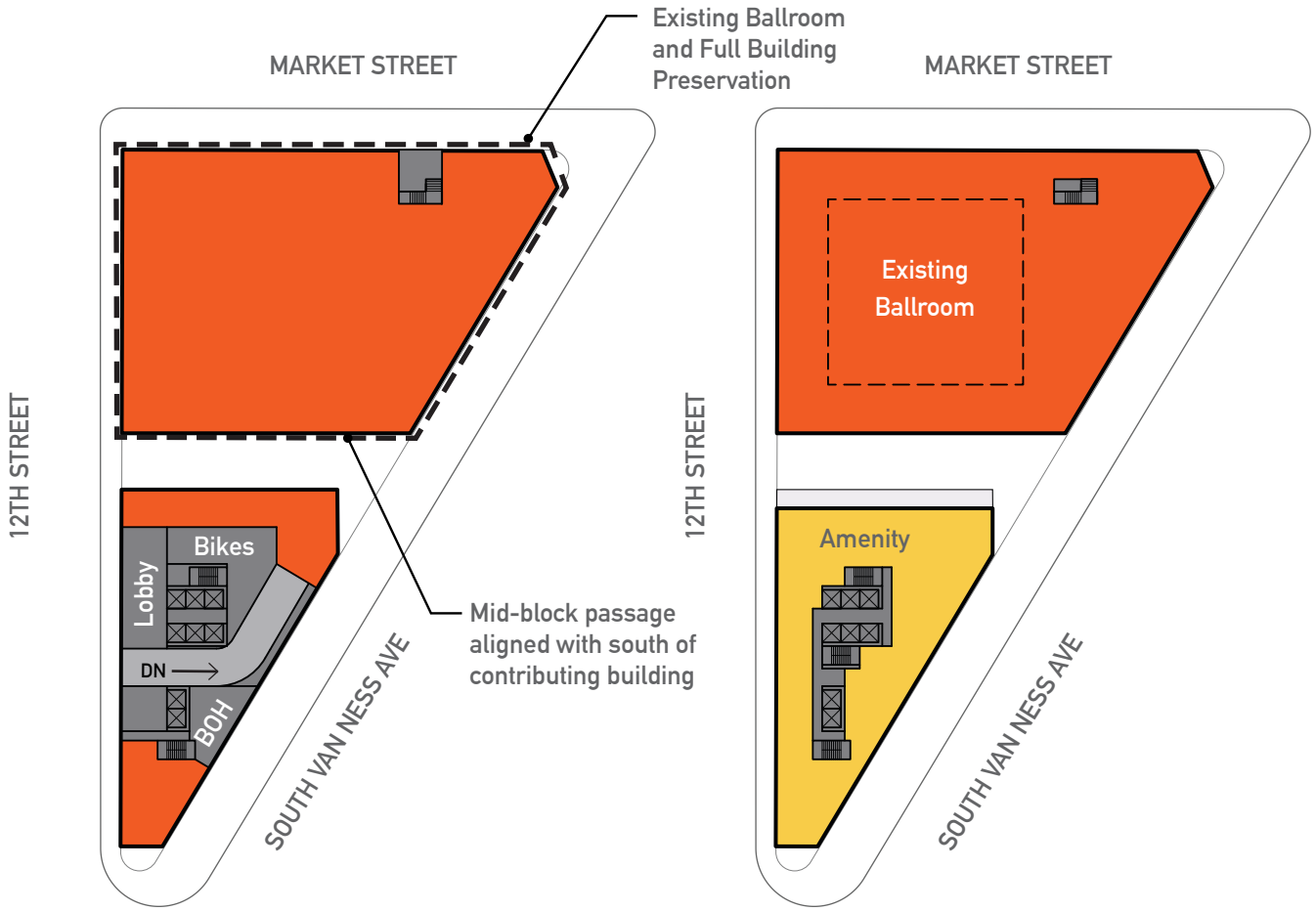
Floor Plate: 19,400 GSF

RESIDENTIAL
RETAIL / COMMERCIAL
BUILDING CORE
PARKING

0 50 100 200

PROJECT VARIANT FULL PRESERVATION ALTERNATIVE 3

CONCEPTUAL FLOOR PLANS



GROUND FLOOR

Height: 15'

Floor Plate: 44,400 GSF

SECOND FLOOR

Height: 15'-30'

Floor Plate: 43,200 GSF

RESIDENTIAL

RETAIL / COMMERCIAL

BUILDING CORE

PARKING

0 50 100 200

PROJECT VARIANT FULL PRESERVATION ALTERNATIVE 3

CONCEPTUAL FLOOR PLANS

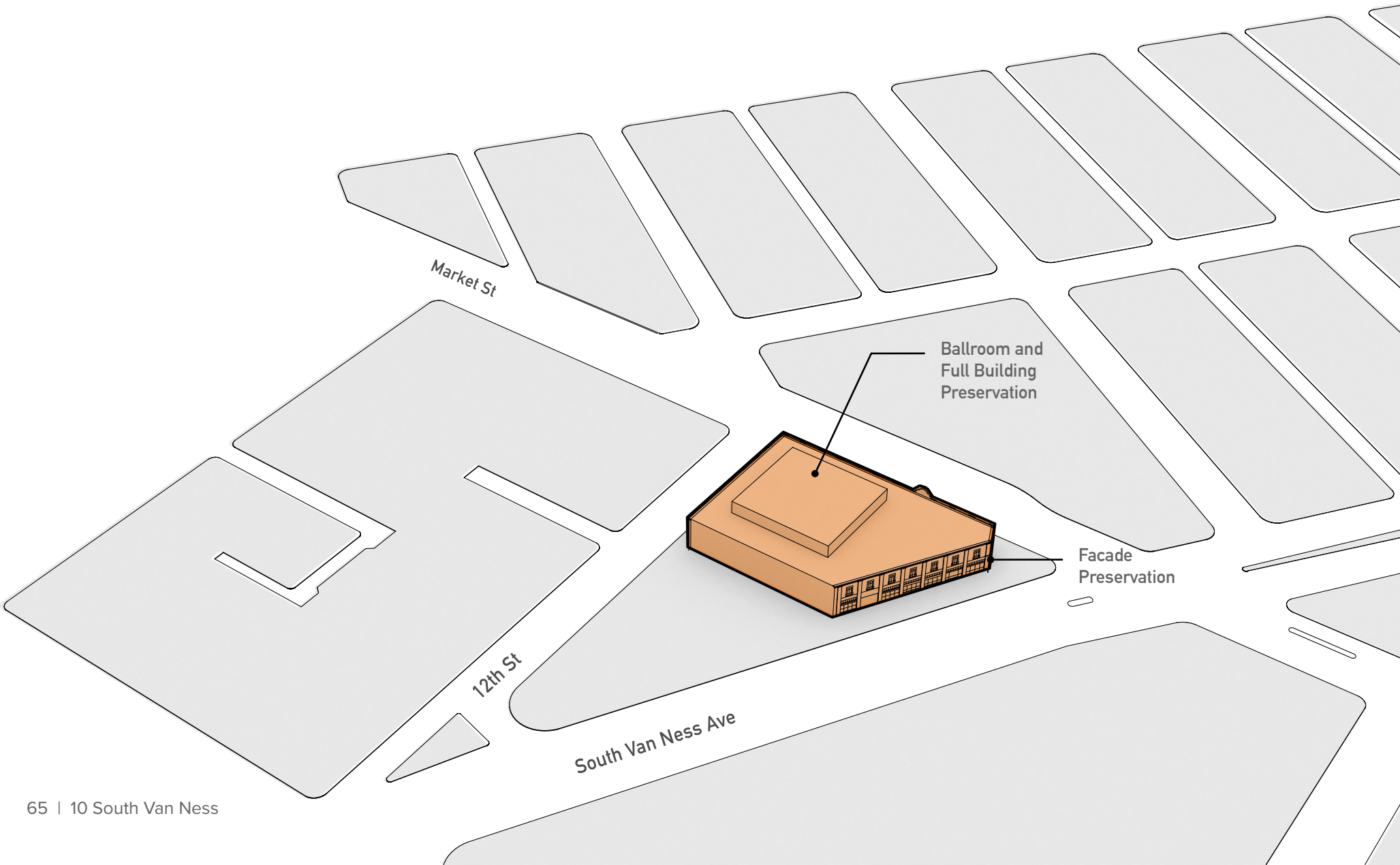
PODIUM
Height: 30' - 120'
Floor Plate: 13,500 GSF

TOWER
Height: 120' - 590'
Floor Plate: 10,800 GSF

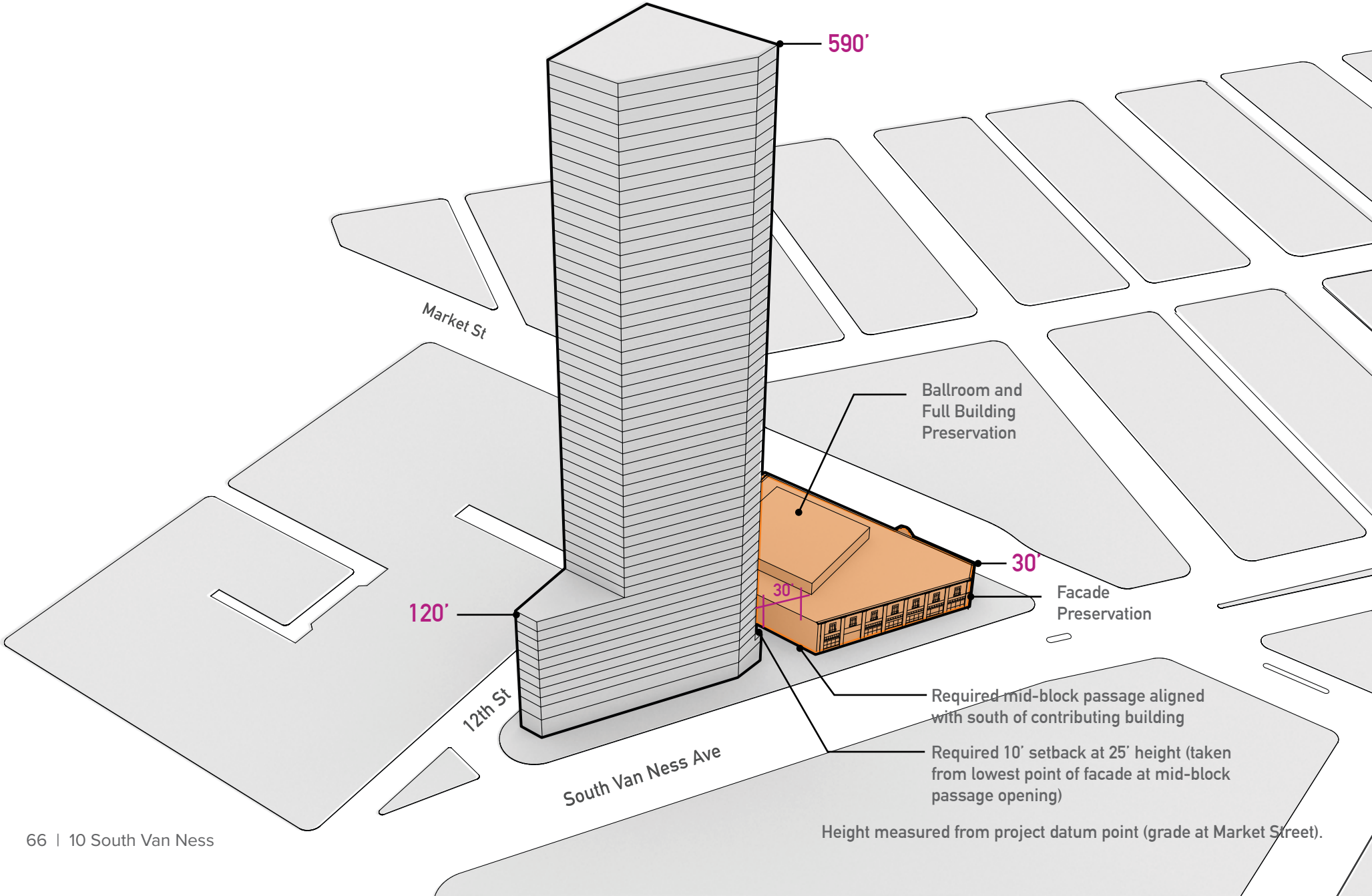
RESIDENTIAL
RETAIL / COMMERCIAL
BUILDING CORE
PARKING

0 50 100 200

FULL PRESERVATION ALTERNATIVE 3

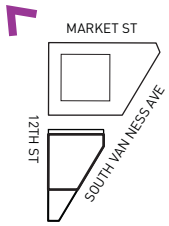


FULL PRESERVATION ALTERNATIVE 3



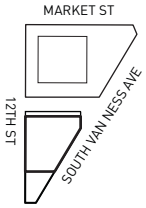
FULL PRESERVATION ALTERNATIVE 3

VIEW FROM MARKET ST. AND 12TH ST - LOOKING SOUTHEAST



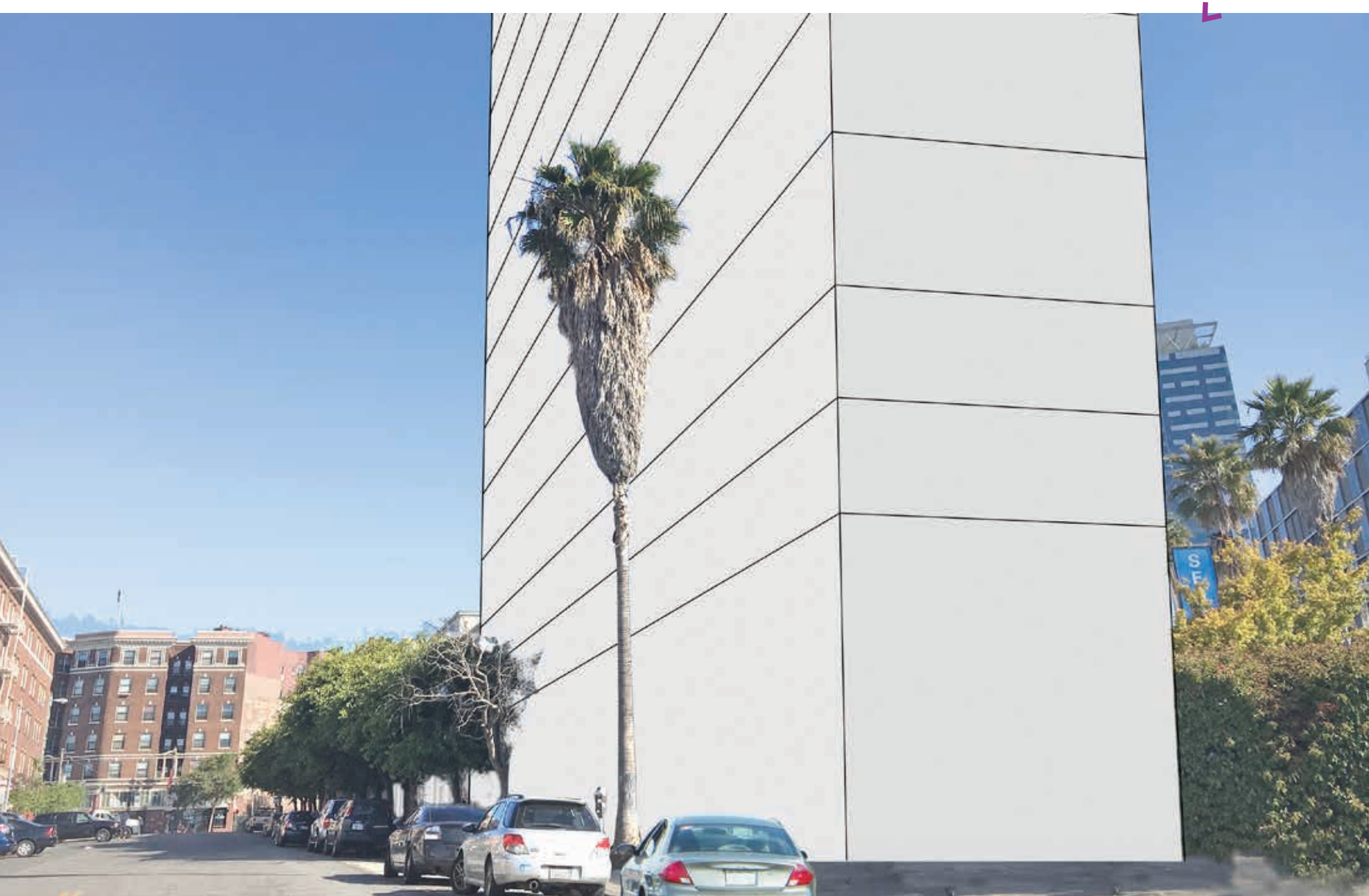
FULL PRESERVATION ALTERNATIVE 3

VIEW FROM MARKET ST. AND SOUTH VAN NESS AVE. - LOOKING SOUTHWEST



FULL PRESERVATION ALTERNATIVE 3

VIEW FROM 12TH ST. - LOOKING NORTH

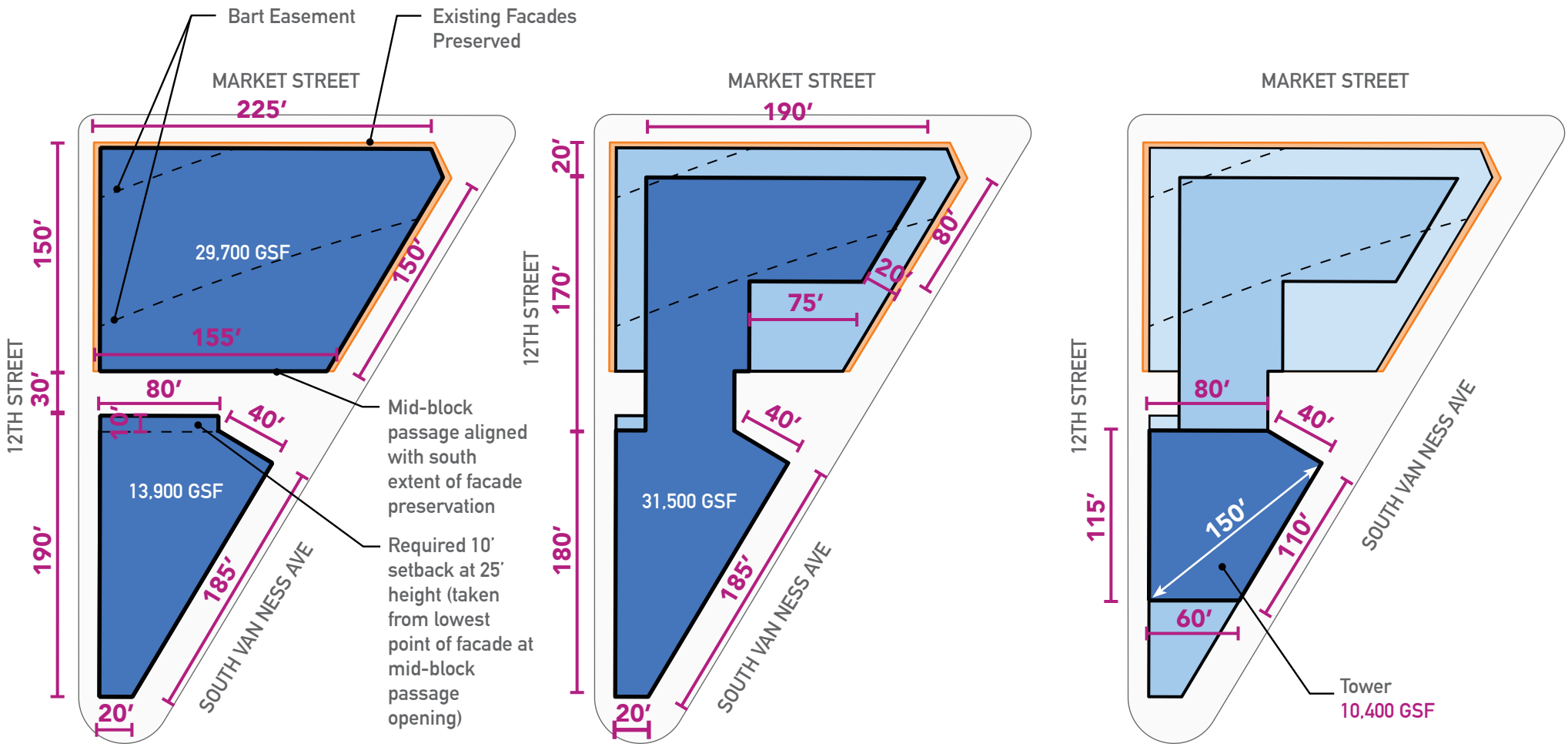


FULL PRESERVATION ALTERNATIVE 3

AERIAL PERSPECTIVE

PROJECT VARIANT PARTIAL PRESERVATION ALTERNATIVE 4

OVERVIEW



GROUND AND SECOND FLOORS

Height: 30'

PODIUM

Height: 30' - 120'

TOWER

Height: 120' - 590'

NEW BUILDING

EXISTING BUILDING TO BE PRESERVED

0 50 100 200

PROJECT VARIANT PARTIAL PRESERVATION ALTERNATIVE 4

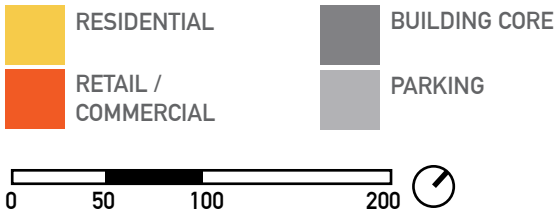
CONCEPTUAL FLOOR PLANS

BASEMENT B1

Floor Plate: 50,100 GSF

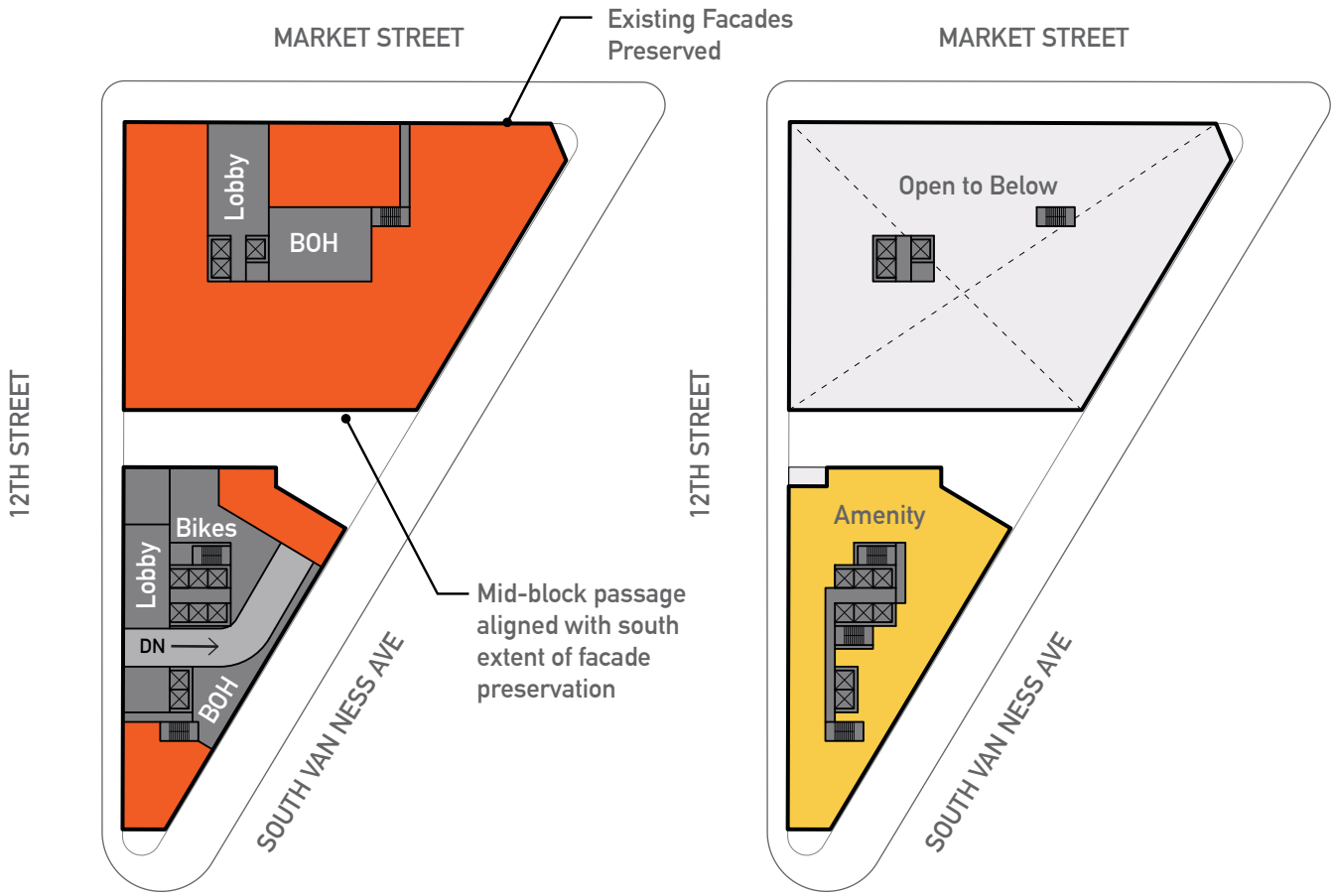
BASEMENT B2

Floor Plate: 50,100 GSF



PROJECT VARIANT PARTIAL PRESERVATION ALTERNATIVE 4

CONCEPTUAL FLOOR PLANS



GROUND FLOOR

Height: 15'

Floor Plate: 43,600 GSF

SECOND FLOOR

Height: 15' - 30'

Floor Plate: 13,700 GSF

RESIDENTIAL

RETAIL / COMMERCIAL

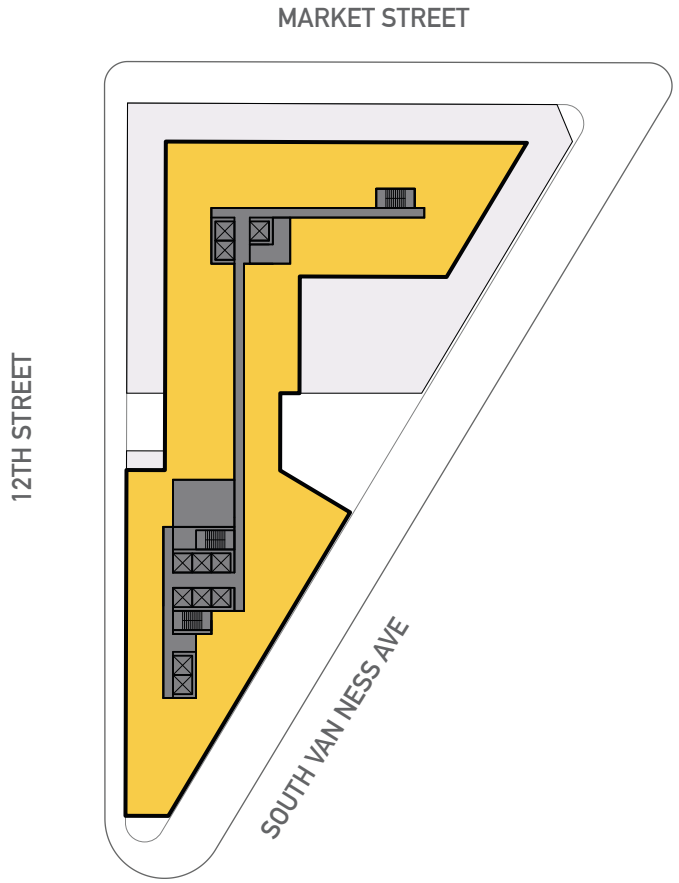
BUILDING CORE

PARKING

0 50 100 200

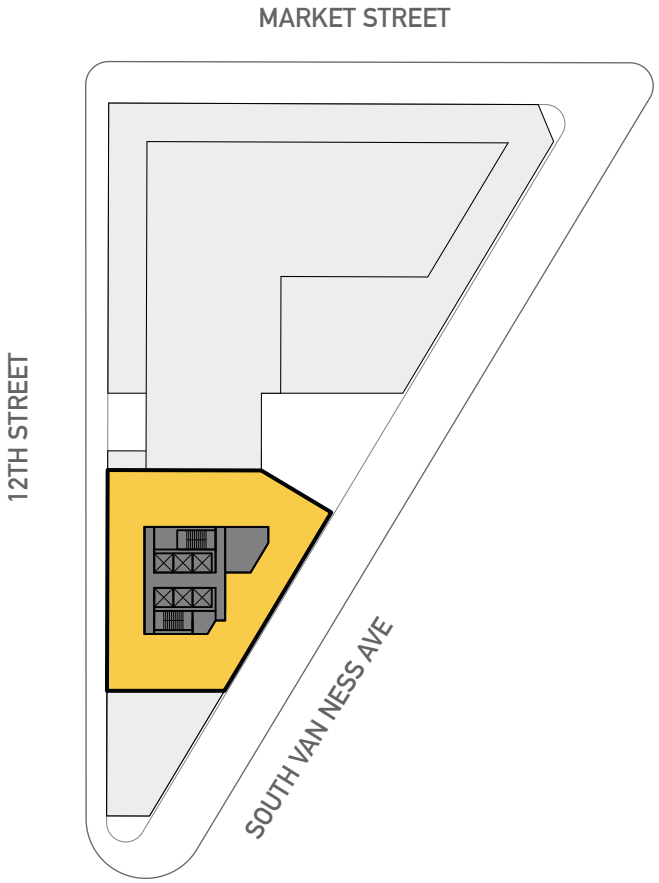
PROJECT VARIANT PARTIAL PRESERVATION ALTERNATIVE 4

CONCEPTUAL FLOOR PLANS



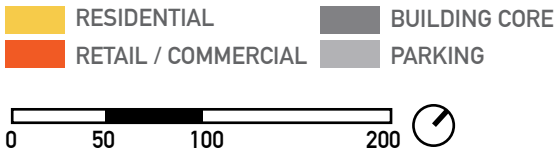
PODIUM

Height: 30' - 120'
Floor Plate: 31,500 GSF

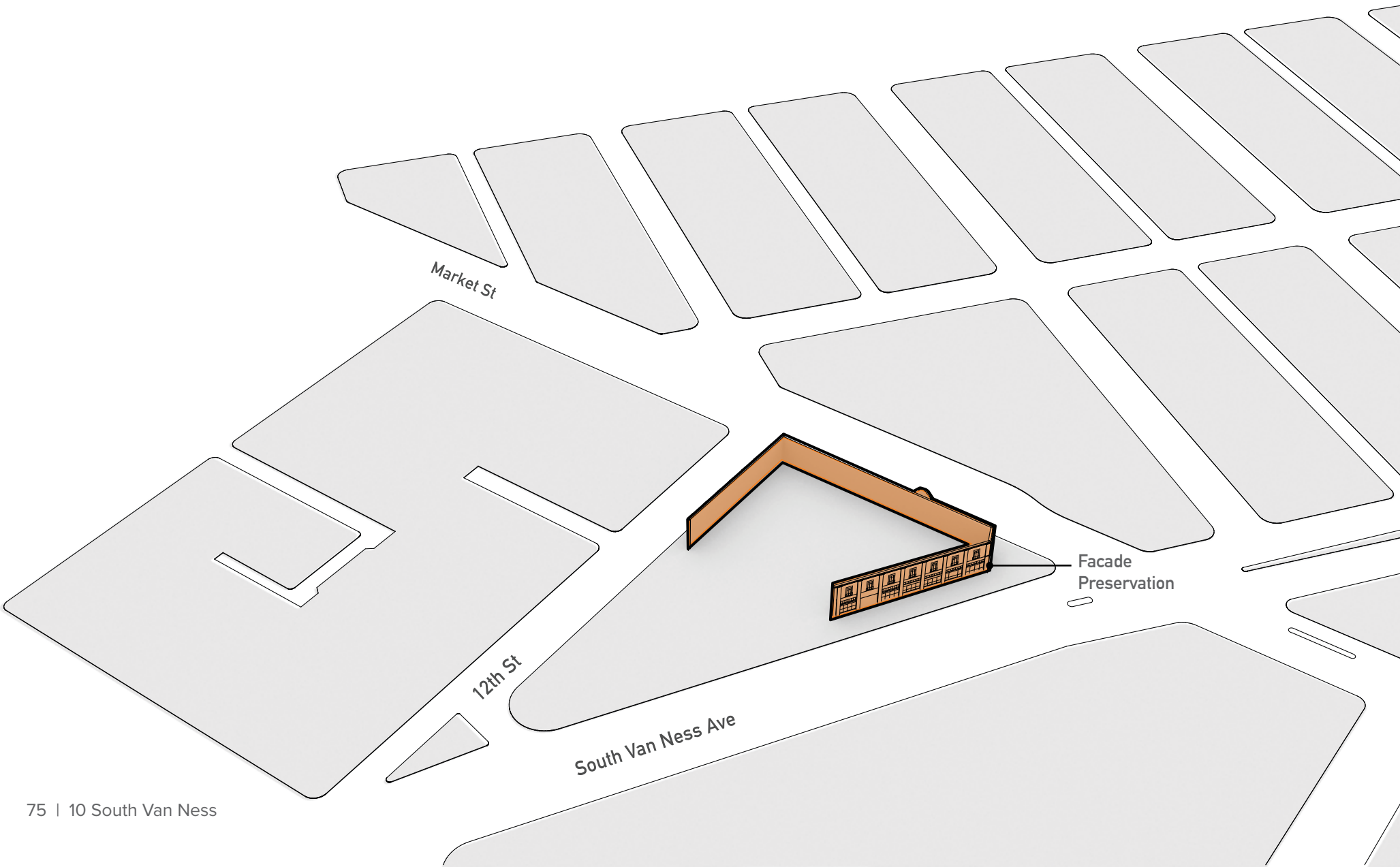


TOWERS

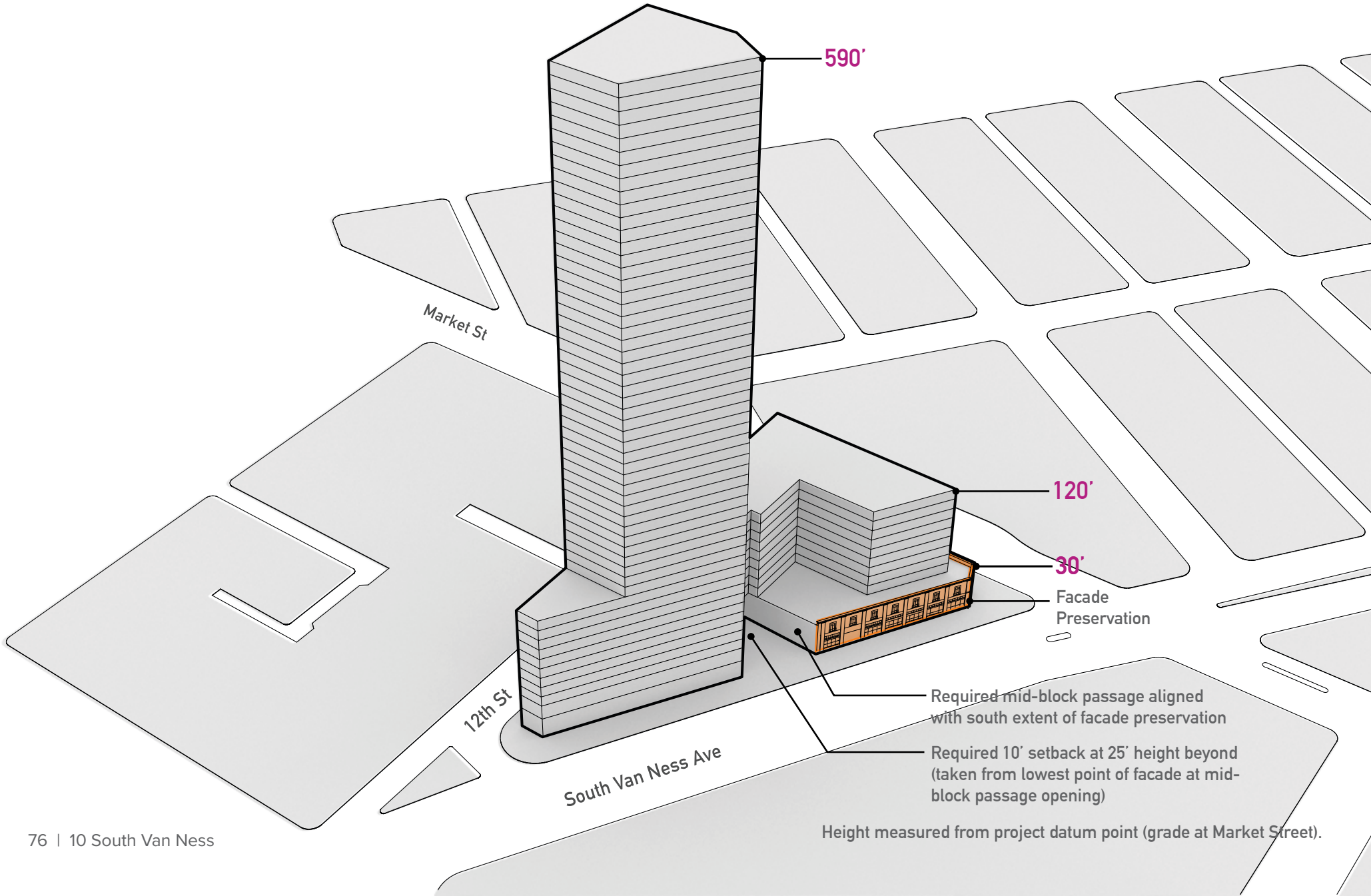
Height: 120' - 590'
Floor Plates: 10,400 GSF



PARTIAL PRESERVATION ALTERNATIVE 4



PARTIAL PRESERVATION ALTERNATIVE 4



PARTIAL PRESERVATION ALTERNATIVE 4

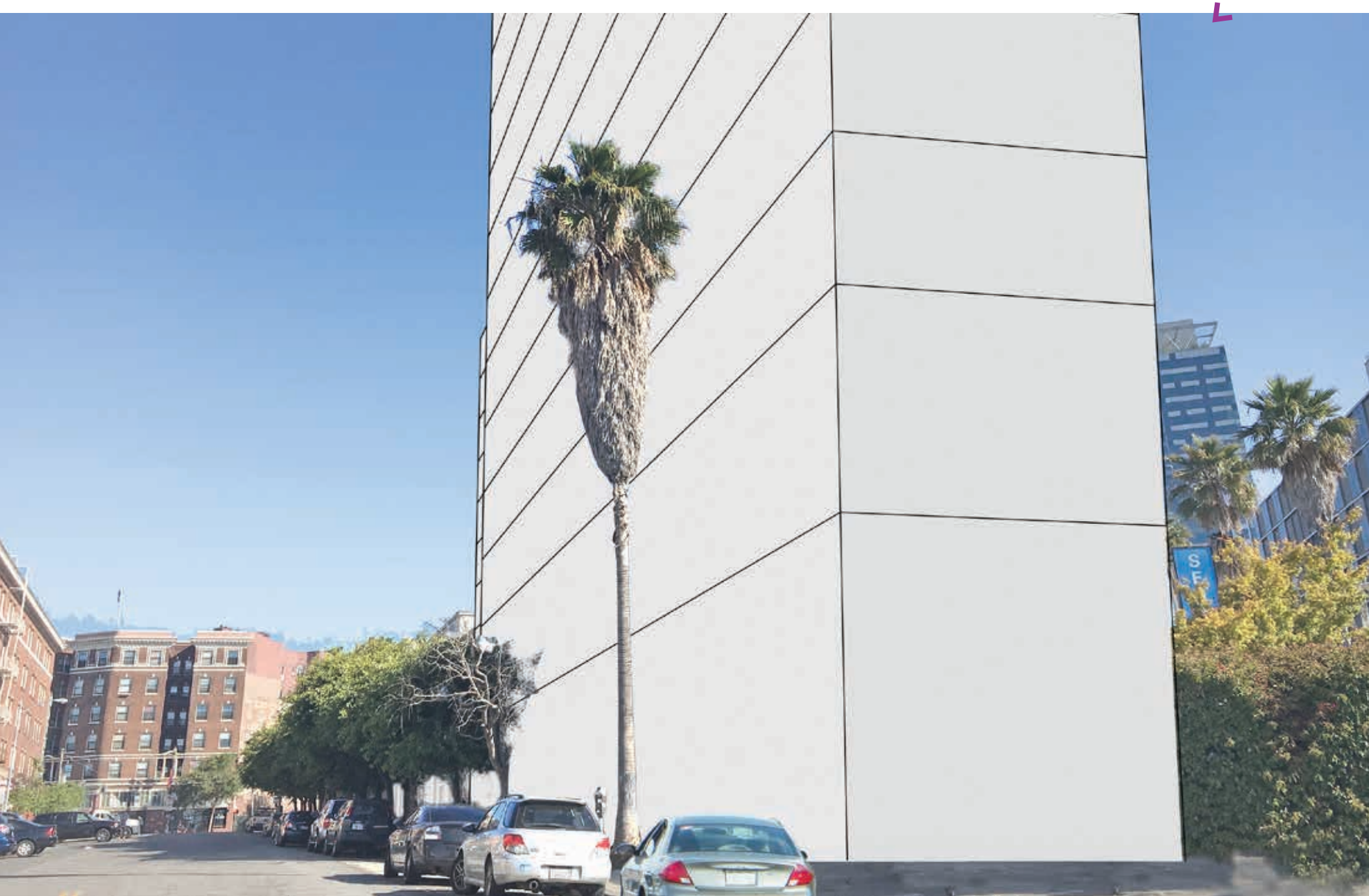
VIEW FROM MARKET ST. AND 12TH ST - LOOKING SOUTHEAST

PARTIAL PRESERVATION ALTERNATIVE 4

VIEW FROM MARKET ST. AND SOUTH VAN NESS AVE. - LOOKING SOUTHWEST

PARTIAL PRESERVATION ALTERNATIVE 4

VIEW FROM 12TH ST. - LOOKING NORTH



PARTIAL PRESERVATION ALTERNATIVE 4

AERIAL PERSPECTIVE

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PLANNING & RESEARCH
PRESERVATION TECHNOLOGY

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Planning
Information:
415.558.6377

Notice of Preparation of an Environmental Impact Report and Public Scoping Meeting

Date:	July 12, 2017
Case No.:	**2015-004568ENV**
Project Title:	**10 South Van Ness Avenue Mixed-Use Project**
Zoning:	C-3-G (Downtown-General Commercial) Van Ness and Market Downtown Residential Special Use District 120-R-2/120/400-R-2 Height and Bulk Districts
Plan Area:	Market and Octavia Area Plan
Block/Lot:	3506/004 and 003A
Lot Size:	51,150 square feet (1.17 acres)
Project Sponsor:	10 SVN, LLC c/o Jim Abrams, J. Abrams Law, P.C. – (415) 999-4402 jabrams@jabramslaw.com
Lead Agency:	San Francisco Planning Department
Staff Contact:	Rachel Schuett – (415) 575-9030 rachel.schuett@sfgov.org

INTRODUCTION

The project sponsor, 10 SVN, LLC, proposes to redevelop the 1.17 acre property located at 10 South Van Ness Avenue at the southwest corner of South Van Ness Avenue and Market Street in the South of Market neighborhood of San Francisco. The proposed project would include construction of two 400-foot-tall (420 feet total, inclusive of roofs screens and elevator penthouses), 41-story buildings containing a total of 984 dwelling units and retail space on the ground floor (see Table 1). Above grade, the proposed project would consist of two separate structures, each consisting of a tower above a podium. Below grade, the two structures would be connected on basement Levels B1 and B2.

In addition, two variants are proposed: a project design variant (herein after referred to as the "single tower project variant") which would feature one tower, up to 590 feet in height (610 feet total, inclusive of roofs screens and elevator penthouses), and a streetscape variant (herein after referred to as the "straight-shot streetscape variant") for 12th Street. The single tower project variant would include construction of a single 590-foot-tall, (55-stories) tower over a podium structure, which would also contain 984 dwelling units, ground floor retail space, and two levels of underground parking. Both the proposed project and the single tower variant would include a mid-block alley, which would be open-air, accessible to the public, and would serve as a pedestrian connection across the site. Under the proposed project, the mid-block alley would provide access from South Van Ness Avenue to 12th Street. Under the single tower variant, the mid-block alley would provide access from Market Street to 12th Street.

TABLE 1
PROPOSED PROJECT CHARACTERISTICS

Lot	**Dimensions**		
Size	51,150 square feet		
Length	475 feet (South Van Ness Avenue)/288 feet (Market Street)/450 feet (12th Street)		
Proposed Building	**Area (gross square feet [gsf])**		
Residential[1]	935,745		
Ground Floor Retail	30,350		
Parking[2]	102,000		
Rooftop Mechanical	3,000		
Total	1,071,095		
Building Characteristics	**Description**		
Stories	North Tower/Podium	41 stories/12 stories	
	South Tower/Podium	41 stories /12 stories	
Height	North Tower/Podium	400 feet (up to 420 feet inclusive of the elevator penthouse[3])/114 feet	
	South Tower/Podium	400 feet (up to 420 feet inclusive of the elevator penthouse)/120 feet	
Ground Floor	Retail: 30,350 gsf multiple tenant spaces Residential: 2 residential lobbies, and 336 class I bicycle parking spaces		
Basement	518 vehicle parking spaces		
Proposed Units	**Amount (Approx. Percent)**		
Dwelling Units	984		
	North Tower	South Tower	Total
Studio	267 (27%)	108 (11%)	375 (38%)
1-Bedroom	294 (30%)	167 (17%)	461 (47%)
2-Bedroom	51 (5%)	49 (5%)	100 (10%)
3-Bedroom	19 (2%)	29 (3%)	48 (5%)
Vehicle Parking Spaces[4]	518		
Bicycle Parking Spaces[5]	397		
Open Space[6]	**Area (sf)**		
Publicly-accessible	2,975		
Common	45,176		
Private	0		

Source: 10 South Van Ness LLC, 2017.

Notes:

1 Includes first-floor non-retail uses and second-floor residential amenity uses.

2 Includes parking and basement mechanical equipment.

3 Consistent with the Planning Code Height and Bulk designations for the project site, the building height is 400 feet. Up to 20 feet for the elevator penthouse, roof screes, and other rooftop appurtenances are exempt from this height limit.

4 Vehicle parking spaces: 491 for residential use, 14 for retail use, six for car-share, seven for off-street loading.

5 Bicycle parking spaces: 336 class I bicycle parking spaces on the ground floor, 61 class II bicycle parking spaces in on-street bicycle corrals.

6 Provided in compliance with Planning Code Section 736.93 Usable Open Space Per Residential Unit.

The straight-shot streetscape variant would exceed the Market and Octavia Plan and San Francisco Planning Department streetscape standards by extending the eastern sidewalk and pedestrian promenade adjacent to the project site from 15 feet to 40 feet in width. The proposed project's streetscape design and the straight-shot streetscape variant design were a result of coordination between the project sponsor, the San Francisco Planning Department, the San Francisco Municipal Transportation Agency (SFMTA), and the project sponsor for the adjacent 1629 Market Street development to create a "Living Street"[1] on 12th Street between Market Street and South Van Ness Avenue. Both the proposed streetscape design and the straight-shot streetscape variant would adhere to the Better Streets Plan and the Better Market Street Project.[2] The straight shot streetscape design could be developed with the proposed project or the single tower project variant.

PROJECT DESCRIPTION

This section provides a description of the project location and site characteristics, the existing conditions, and the proposed project characteristics.

Project Location and Site Characteristics

As shown on Figure 1, the approximately 51,150-square-foot parcel is located at the southwest corner of Market Street and South Van Ness Avenue, and comprises the entire block bound by South Van Ness Avenue to the east, Market Street to the north, and 12th Street to the west.[3] The project site is comprised of Assessor's Block 3506, Lots 004 and 003a and is roughly triangular in shape.

The project site is located within the Market and Octavia Area Plan area, the Downtown-General (C-3-G) zoning district, and the Van Ness and Market Downtown Residential Special Use District (SUD). The northern portion of the site is in the 120-R-2 height and bulk district; and the southern portion of the site is in the 120/400-R-2 height and bulk district. These height districts allow for a building of 120 feet in height on the northern portion of the project site and a podium of up to 120 feet in height and a tower of up to 400 feet in height on the southern portion of the site. The R-2 bulk district does not set bulk restrictions for buildings under 120 feet in height. For buildings over 120 feet in height, all portions of structures above the podium height are subject to the bulk restrictions in Planning Code Section 270(e)(2).

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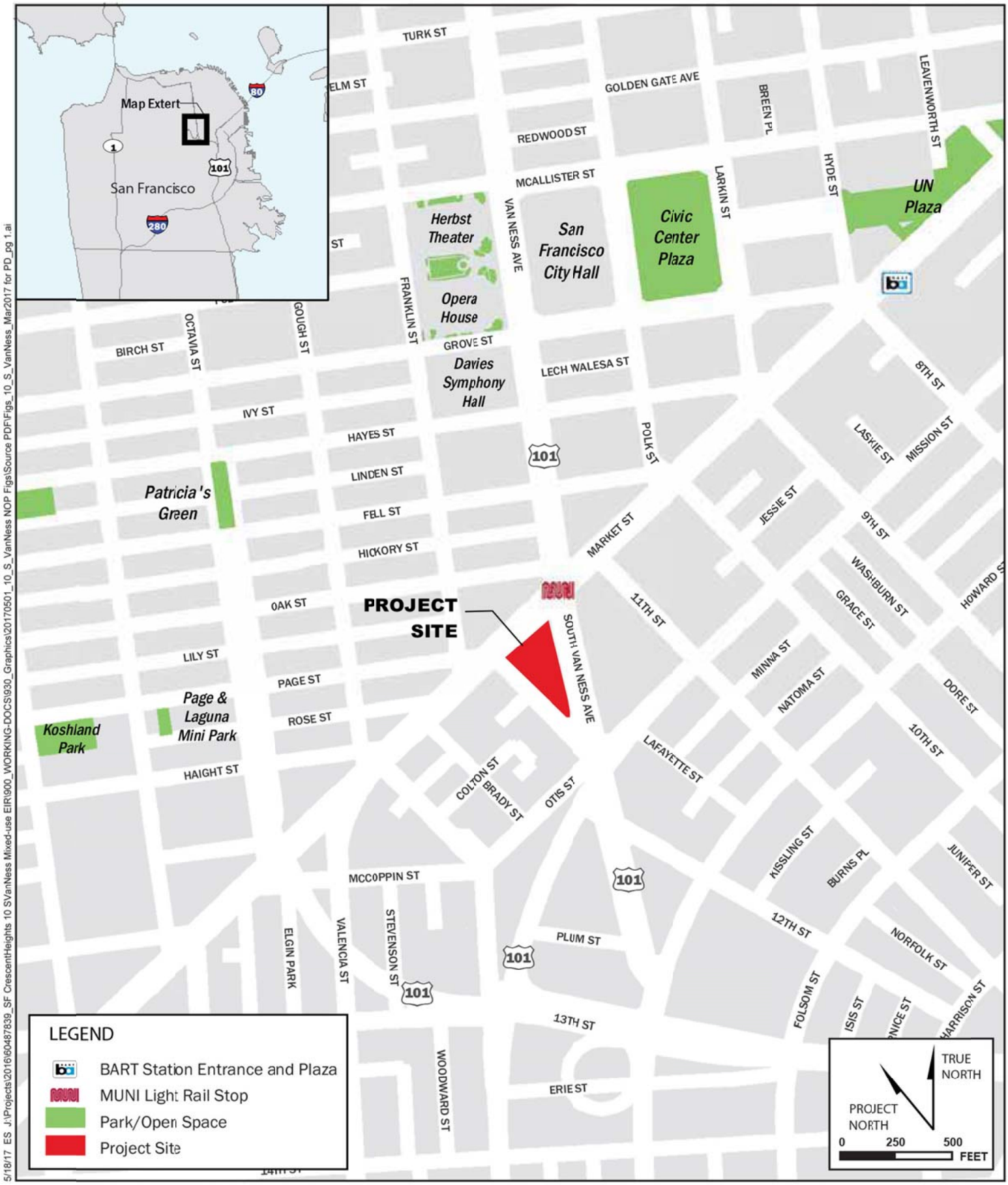
[1] A "Living Street" or "Living Alley" is an alley into which special paving, traffic calming, lighting, seating, greening, and other elements are introduced to create a shared space that prioritizes pedestrian access over vehicle use. More information is available at: http://www.sfbetterstreets.org/find-project-types/reclaiming-roadway-space/living-alleys/. Accessed June 23, 2017.

[2] The Better Market Street Project is currently undergoing environmental review. More information is available at: http://www.bettermarketstreetsf.org/. Accessed May 15, 2017.

[3] For purposes of describing project site location, this document uses a project north/south axis aligned with 12th Street, such that Market Street forms the northern boundary of the project site, 12th Street forms the western boundary, and South Van Ness Avenue forms the southwestern boundary.



Source: AECOM, 2017

Figure 1: Project Location

Per Planning Code Section 270(e)(2)(D), buildings between 351 and 550 feet in height may not exceed a plan length of 115 feet, a diagonal dimension of 145 feet, and a maximum average floor area of 10,000 gsf. Per Planning Code Section 270(e)(2)(F), to encourage tower sculpting, the gross floor area of the top one-third of the tower shall be reduced by ten percent from the maximum floor plate. A minimum distance of 115 feet must be preserved between all structures above 120 feet in height at all levels above 120 feet in height, as required by the R-2 bulk district. The permitted floor area ratio (FAR) in the C-3-G zone is 6:1.[4] The existing FAR of the project site is approximately 2:1.

Both South Van Ness Avenue and Market Street are major roadways through the Downtown/Civic Center and South of Market neighborhoods. South Van Ness Avenue, which becomes Van Ness Avenue north of Market Street, is a major north-south arterial through San Francisco and is considered U.S. Highway 101 (U.S. 101) between the Lombard Street and the Central Freeway portions of U.S. 101. Adjacent to the project site, South Van Ness Avenue has three travel lanes in each direction and parallel parking on both sides of the street. Market Street is a major east-west roadway through San Francisco that connects The Embarcadero and the Twin Peaks neighborhood. Market Street operates as a two-way roadway, generally with two travel lanes, for motorized modes of travel. Adjacent to the project site, eastbound Market Street has one mixed-flow travel lane, one dedicated-transit/taxi lane, and a bicycle lane. In the westbound direction, Market Street has two mixed-flow travel lanes[5] and bicycle lane.

The regional roadways that serve the project site are U.S. 101, Interstate 80 (I-80), and Interstate 280 (I-280). U.S. 101 provides access to and from the site vicinity via the adjacent South Van Ness Avenue, an on-ramp at South Van Ness Avenue and Division Street, and an off-ramp at Mission Street and Duboce Avenue. The intersection of South Van Ness Avenue and Market Street is also connected to the transit network via the subsurface Market Street and South Van Ness Avenue Muni station, which is accessible from an entrance located along the Market Street frontage of the project site. This Muni station is served by the J, KT, L, M, and N Muni light rail lines, and the above-ground Market Street and Van Ness Avenue Muni stops. These stops are served by the K-Owl, L-Owl, N-Owl, 6, 7, 7R, 14, 47, 49, 90, and 800 bus routes and the historic F line streetcar. The Civic Center Bay Area Rapid Transit (BART) station is also located 0.4 miles east of the project site on Market Street.

Existing Conditions

The project site slopes gently downward to the south. The ground surface elevation of the project site is approximately 40 feet above mean sea level (msl) along Market Street and approximately 32 feet above msl at the southern boundary of the site. As shown on Figure 2, the project site is currently occupied by the 91,088-square-foot San Francisco Honda Dealership and Service Center, which consists of a two-story building, ranging from 30 to 45 feet in height (Lot 004), and a small, undeveloped area at the southern end of the site (Lot 003A). The existing building was constructed in 1927. The northern third of the project site includes a subsurface easement for the existing BART tunnel, which is located 19.62 feet below grade. The invert of the BART tunnels is approximately 85 feet below ground surface.[6,7] The Muni tunnels and station are located beneath Market Street

[4] FAR is the gross floor area of a building or buildings on a zoning plot divided by the area of such zoning plot. FAR is calculated to determine whether the mass and scale of a structure is compatible with zoning district requirements. In the Van Ness & Market Downtown Residential Special Use District, increased FAR is allowed with payment of in-lieu fees (the Van Ness Inclusionary Affordable Housing Fee and the Van Ness and Market Neighborhood Infrastructure Fee).

[5] Mixed-flow travel lanes are traffic lanes that allow the use of personal vehicles, trucks, taxis, and public transportation vehicles.

[6] "Invert" refers to the bottom of the tunnels.

approximately 30 feet north of the property line. The perimeter of the project site includes six curb cuts and associated driveways: three curb cuts along South Van Ness Avenue, and three along 12th Street. There are eight street trees along South Van Ness Avenue, six along Market Street, and fourteen along 12th Street.

Along the western side of South Van Ness Avenue, there are 11 metered vehicle parking spaces, with five spaces subject to restricted hours for commuter shuttles, pursuant to the San Francisco Municipal Transportation Agency (SFMTA) Commuter Shuttle Program (6:00 a.m. to 10:00 a.m. Monday to Friday). The eastern side of 12th Street along the project frontage has 10 general metered parking spaces, and one metered commercial loading space with restricted loading hours. Across 12th Street from the project site, there are five general metered parallel parking spaces, 16 angled general metered parking spaces, three metered commercial loading spaces with restricted loading hours, one passenger loading space, and one parking space with Americans with Disabilities Act (ADA) access. Improvements to Van Ness Avenue between Aquatic Park and Mission Street are currently underway as part of the Van Ness Improvement Project. The Van Ness Improvement Project includes replacement of the water and sewer networks and infrastructure improvements to support the Van Ness Bus Rapid Transit (BRT) system.[8]

The land uses in the immediate vicinity of the project site are characterized by a mix of residential, commercial, and civic uses. The maximum permitted building heights in the vicinity of the project site (as allowed by existing height districts) range from 40 feet to 400 feet (see Figure 3). Several large, mixed-use commercial, office, and residential buildings are located along Van Ness Avenue and Market Street; they are interspersed with smaller buildings hosting office, commercial, warehouse/storage, and multifamily residential uses. The scale of the built environment generally increases in height traveling eastward along Market Street from the project site.

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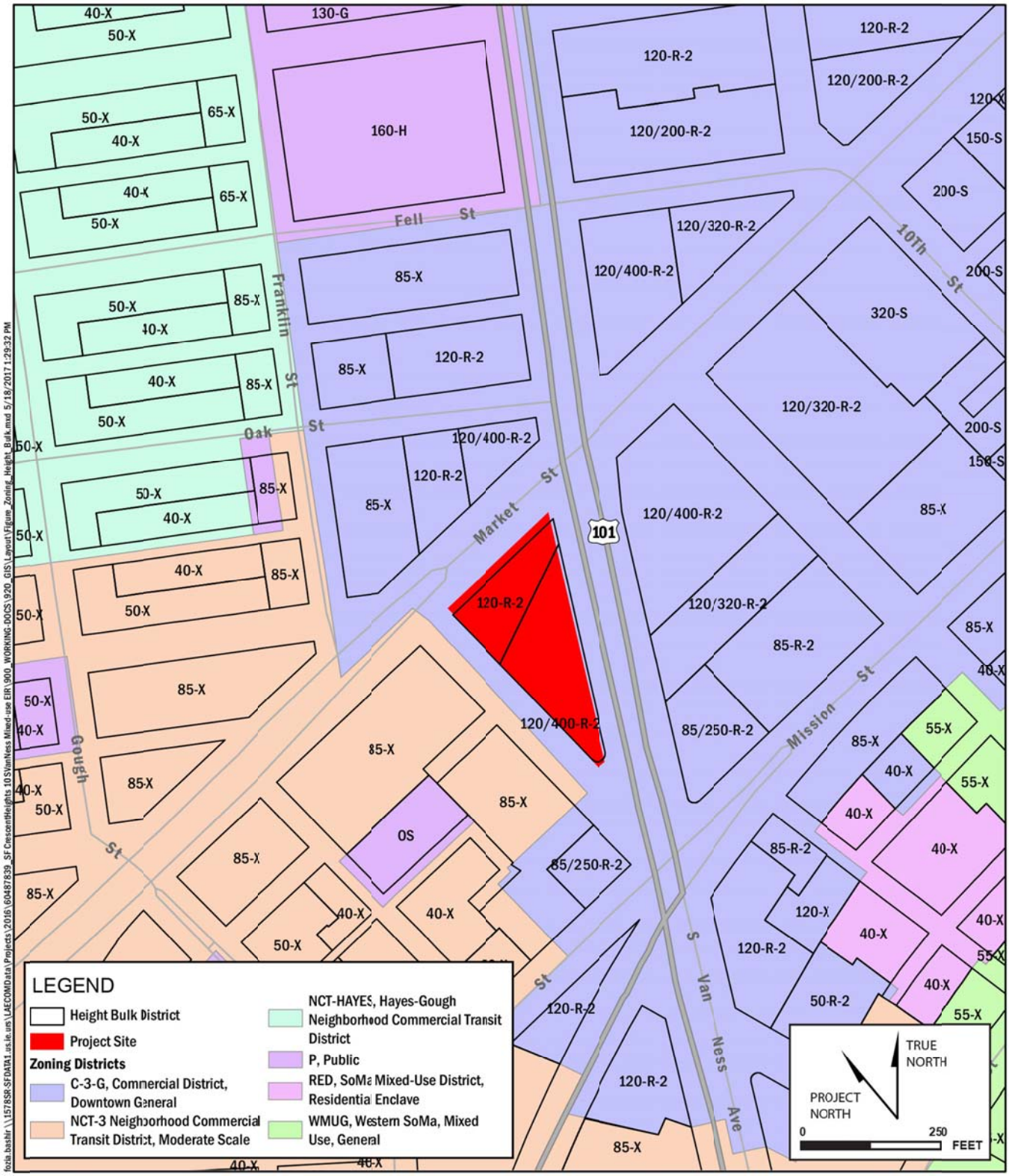
[7] Langan Treadwell Rollo, 2017. Geotechnical Consultation 10 South Van Ness Avenue. March 2017. This document and all other documents, unless otherwise noted, are available for review at the San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, as part of Case File No. 2015-004568E.

[8] https://www.sfmta.com/sites/default/files/projects/2017/VN_Newsltr_17.02_170502.pdf. Accessed July 5, 2017.

Source: Handel Architects, 2016

Figure 2: Project Site



Source: City and County of San Francisco, 2017

Figure 3: Zoning Districts and Height and Bulk Districts

Proposed Project Characteristics

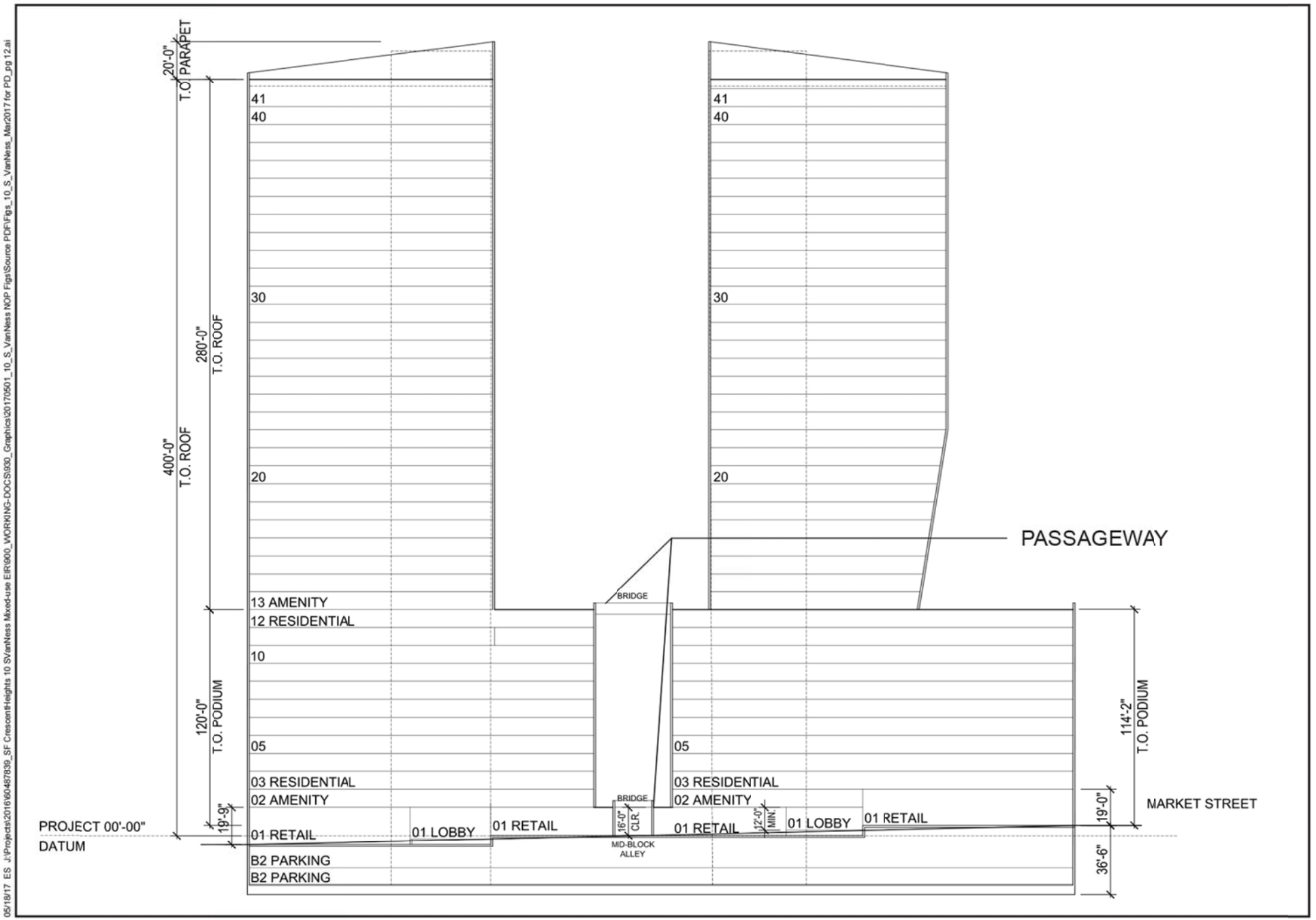
The proposed project would result in the demolition of the existing 91,088 square-foot, two-story, 30- to 45-foot-tall Honda Dealership and Service Center, and construction of a new approximately 1,071,100 gross square feet (gsf), 984-unit, 41-story mixed-use residential building. The proposed project would construct a building with one below-grade structure and two separate above-grade structures. Above grade, each structure would consist of a tower on top of a podium. A section of the proposed project is shown on Figure 4, and elevations of the proposed project are shown on Figures 5 and 6.

The tower with frontage along Market Street is referred to as the north tower, and the tower adjacent to the intersection of South Van Ness Avenue and 12th Street is referred to as the south tower. Likewise, the more northerly podium is referred to as the north tower podium, and the more southerly podium is referred to as the south tower podium. Each tower would have its own building core. Two passageways would be constructed to serve as a connection between the two podiums across the mid-block alley, one at Level 2 and one at Level 13. Below Ground Level, the building would consist of a single, two-level parking garage/basement (see Figure 7). The building would have a single foundation supporting all project structures. Each tower would have a maximum height of 400 feet (420 feet total, inclusive of roof screens and the elevator penthouse on each tower).[9] The ground floor through Level 12 would be located in the tower podiums, and Levels 13 through 41 would be located in the towers. The towers would be separated by a minimum of 115 feet. The north tower podium would be approximately 114 feet in height, and the south tower podium would be approximately 120 feet in height.[10] Both podiums would include retail uses and residential lobbies at the Ground Level (see Figure 8).

The proposed project would include a total of approximately: 935,745 gsf of residential uses, 30,350 gsf of retail uses; 3,000 gsf of rooftop mechanical equipment; and 102,000 gsf of parking with up to 518 vehicle parking spaces, as shown in Table 1.

[9] Pursuant to Planning Code Section 260(b)(1)(B), the mechanical and elevator penthouses are exempt from the Planning Code height limits, but are considered in the context of environmental review.

[10] A height of 114 feet and 120 feet for the north and south tower podiums, respectively, is consistent with the height and bulk district for this portion of the site (120-R-2).



Source: 10 SVN LLC, 2017

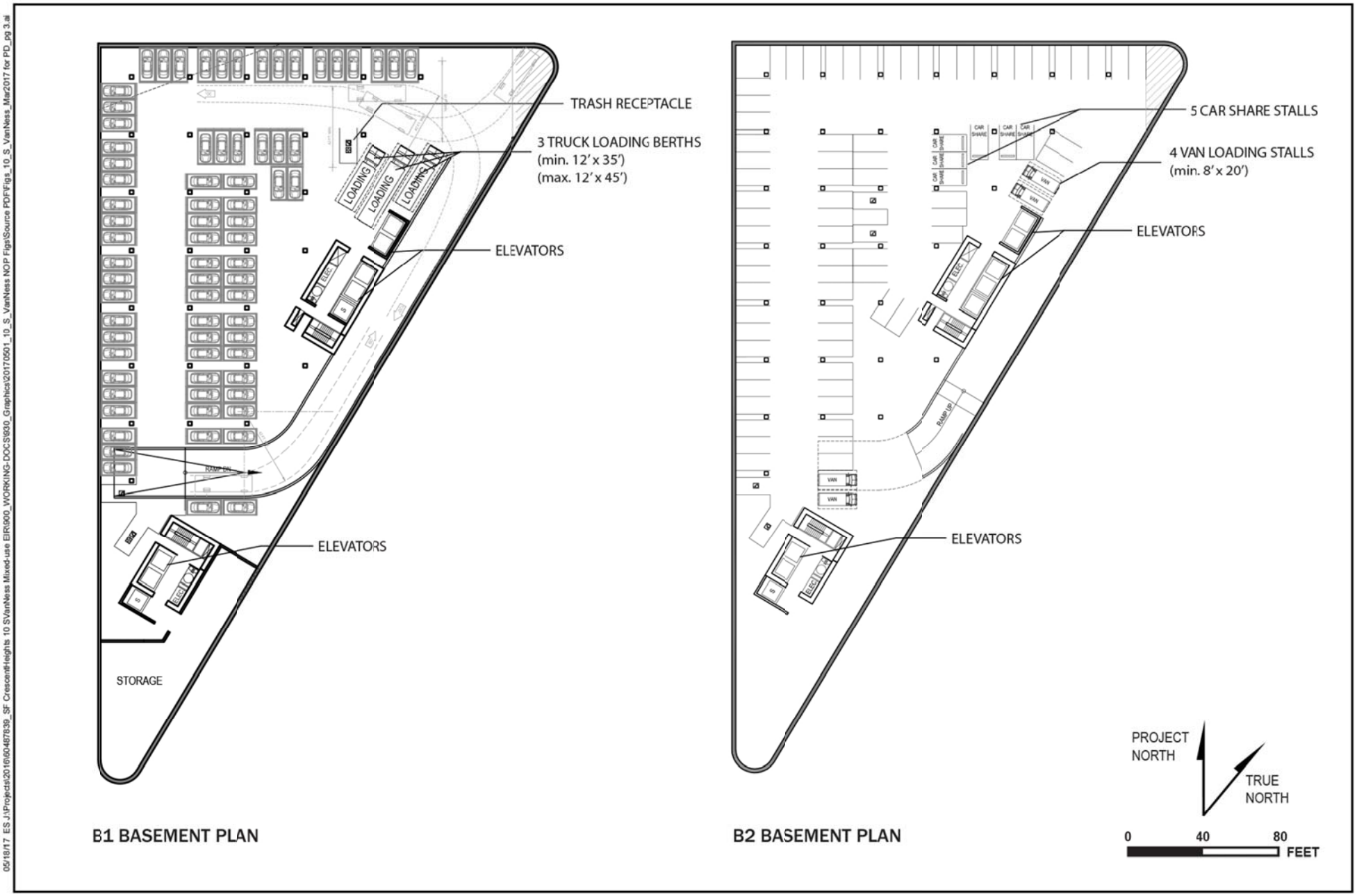
Figure 4: Proposed Project – Building Section Looking West toward Project Site from South Van Ness Avenue

Source: 10 SVN LLC, 2017

Figure 5: Proposed Project – Building Elevation Looking West toward Project Site from South Van Ness Avenue

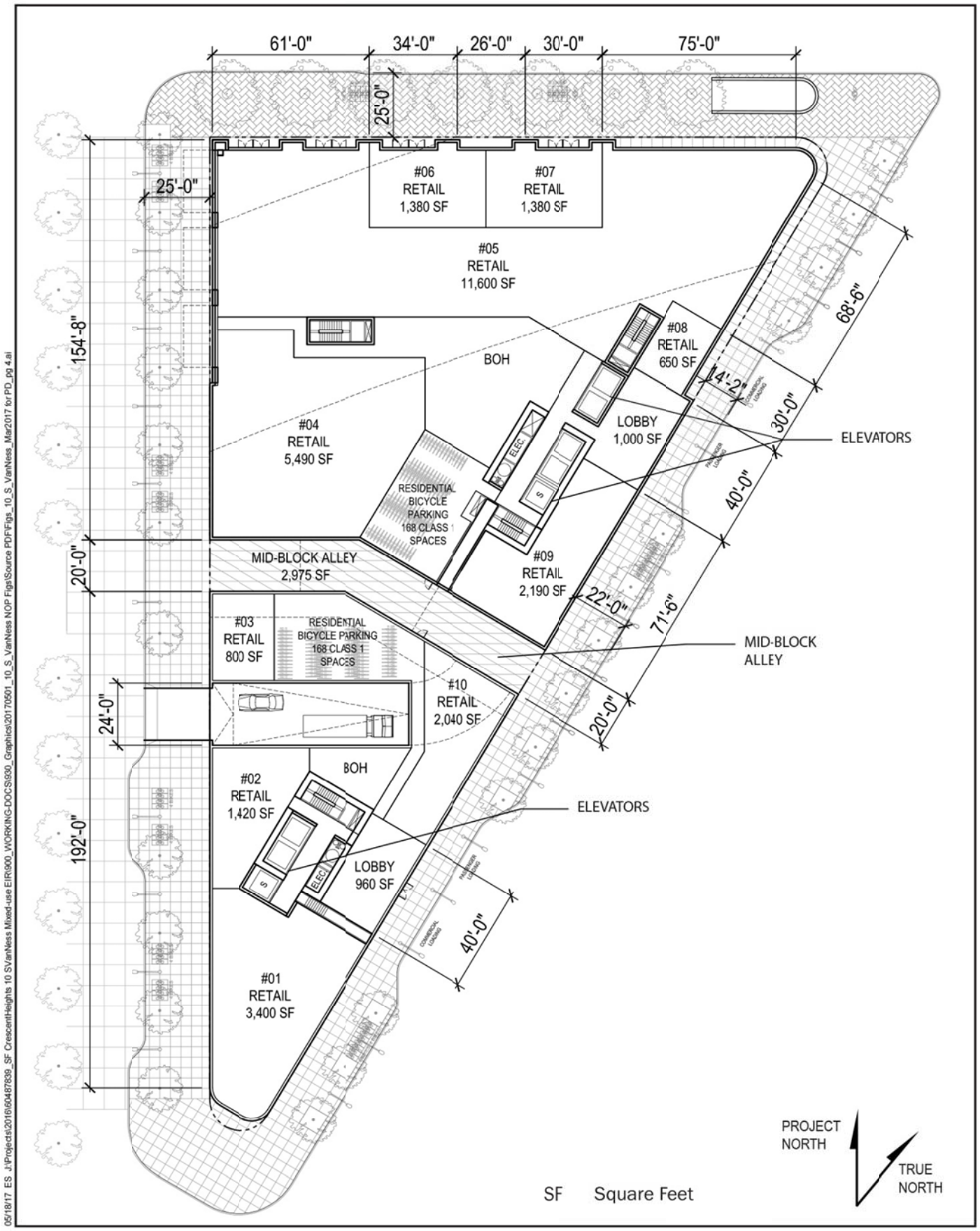
Source: 10 SVN LLC, 2017

Figure 6: Proposed Project – Building Elevation Looking South Toward Project Site from Market Street



Source: Handel Architects, 2016 and SITELAB Urban Studio, 2017

Figure 7: Proposed Project – Parking Garage/Basement Plan



Source: Handel Architects, 2016

Figure 8: Proposed Project – Ground Floor Plan

The proposed project would include up to 984 residential units comprised of: 375 studios, 461 one-bedroom units, 100 two-bedroom units, and 48 three-bedroom units. The north tower would include approximately: 267 studios, 294 one-bedroom units, 51 two-bedroom units, and 19 three-bedroom units. The south tower would include approximately: 108 studios, 167 one-bedroom units, 49 two-bedroom units, and 29 three-bedroom units. In both towers, residential amenities would be provided on Level 2, and residential units would be provided on Levels 3-41 (see Figures 9 through 12). Residential lobbies and building services would comprise approximately 16,670 gsf. The residential entrances would be at the approximate center of each tower podium's frontage on South Van Ness Avenue.

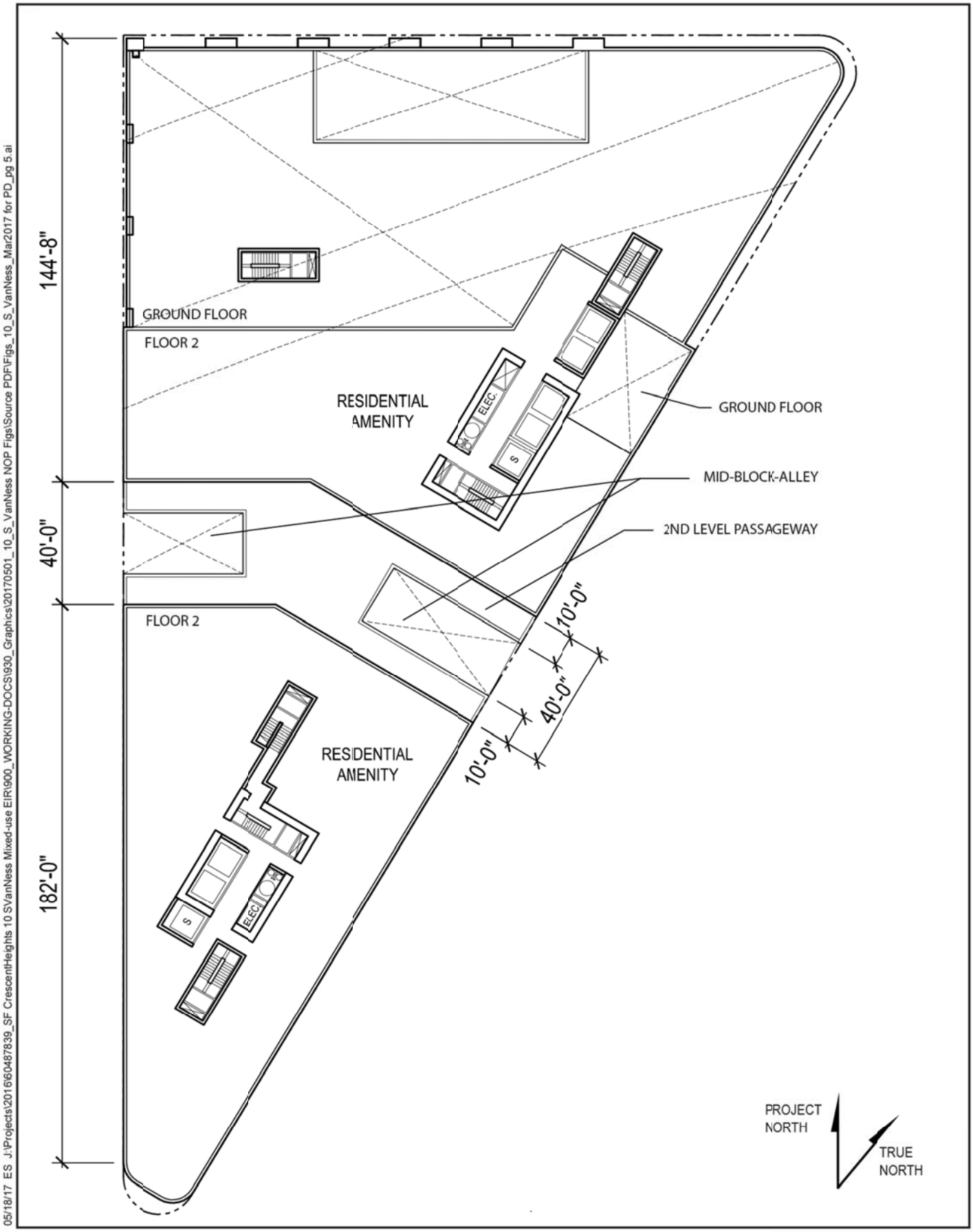
The ground floor of each tower podium would include approximately 30,350 gsf of retail space for use by multiple tenants. The retail spaces, as currently designed, are illustrated in Figure 8; there are a total of ten retail spaces ranging from 800 square feet to 11,600 square feet. The retail uses would front onto South Van Ness Avenue, Market Street, 12th Street, and the proposed mid-block alley. The retail spaces would have a minimum floor-to-ceiling height of 19 feet in both tower podiums.

Open Space. The proposed project would include approximately 48,150 square feet of usable open space per Planning Code Section 736.93, which would be provided through a combination of publically-accessible open spaces, and common useable open spaces.[11,12] As shown on Figures 4 and 8, publicly-accessible open space would include the 2,975-square-foot mid-block alley between the two tower podiums, which would provide a pedestrian connection between South Van Ness Avenue and 12th Street. Private common open spaces would include amenity terraces on Level 2 of both tower podiums, Levels 3 and 11 of the north tower, Level 13 of the south tower, and on the roofs of both towers, as depicted in Figure 13.

Parking/Loading and Mechanical Equipment. The proposed project would include 102,000 gsf of parking and building services, with up to 519 vehicle parking spaces, in two basement levels, as shown on Figure 7. Ingress and egress to the secured garage/basement would be provided through a single curb cut on 12th Street. The building owner would provide a valet service within the on-site garage ramp to manage resident and employee parking maneuvers within the building, with the intent of facilitating inbound vehicle flow and reducing queue spillover onto 12th Street. The 24-hour, fully-staffed valet would serve residents, visitors, and car-share users. Valet staff would also direct delivery and moving trucks.

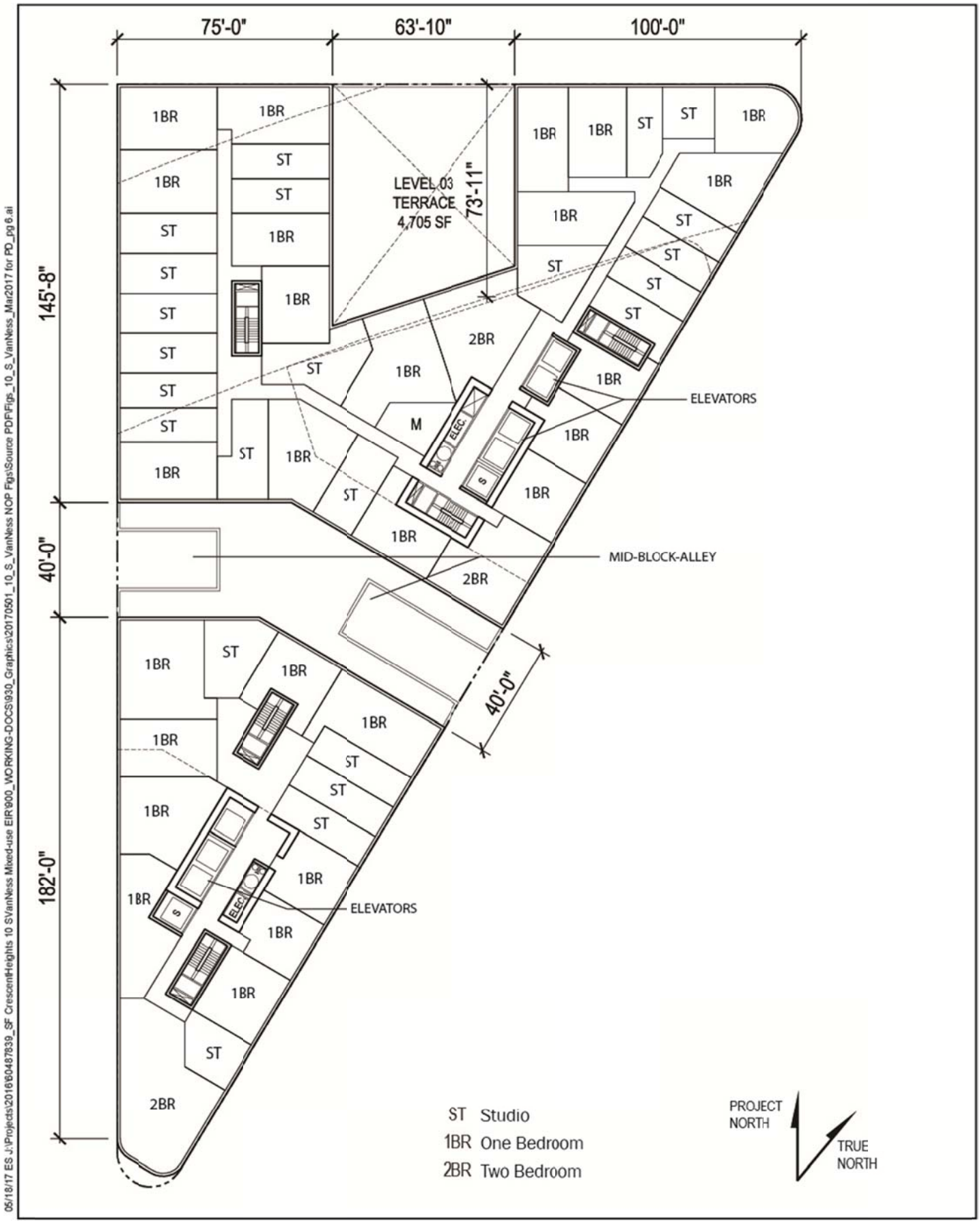
[11] As defined in Planning Code section 135, common useable open space includes open space that is easily accessible from a dwelling unit or from a common area of a building or lot. Common useable open space is accessible to building occupants only, but, as opposed to private useable open space, is accessible to all building occupants rather than a select group of units. In C-3 Districts, new buildings are required to provide privately-owned public open spaces (POPOS) meeting the requirements of Planning Code Section 138. These open spaces must be accessible to the general public.

[12] Planning Code Section 135 requires the provision of 36 square feet of private open space or 47.88 square feet of commonly accessible open space per residential unit. The proposed project would require 47,114 square feet of common usable open space.



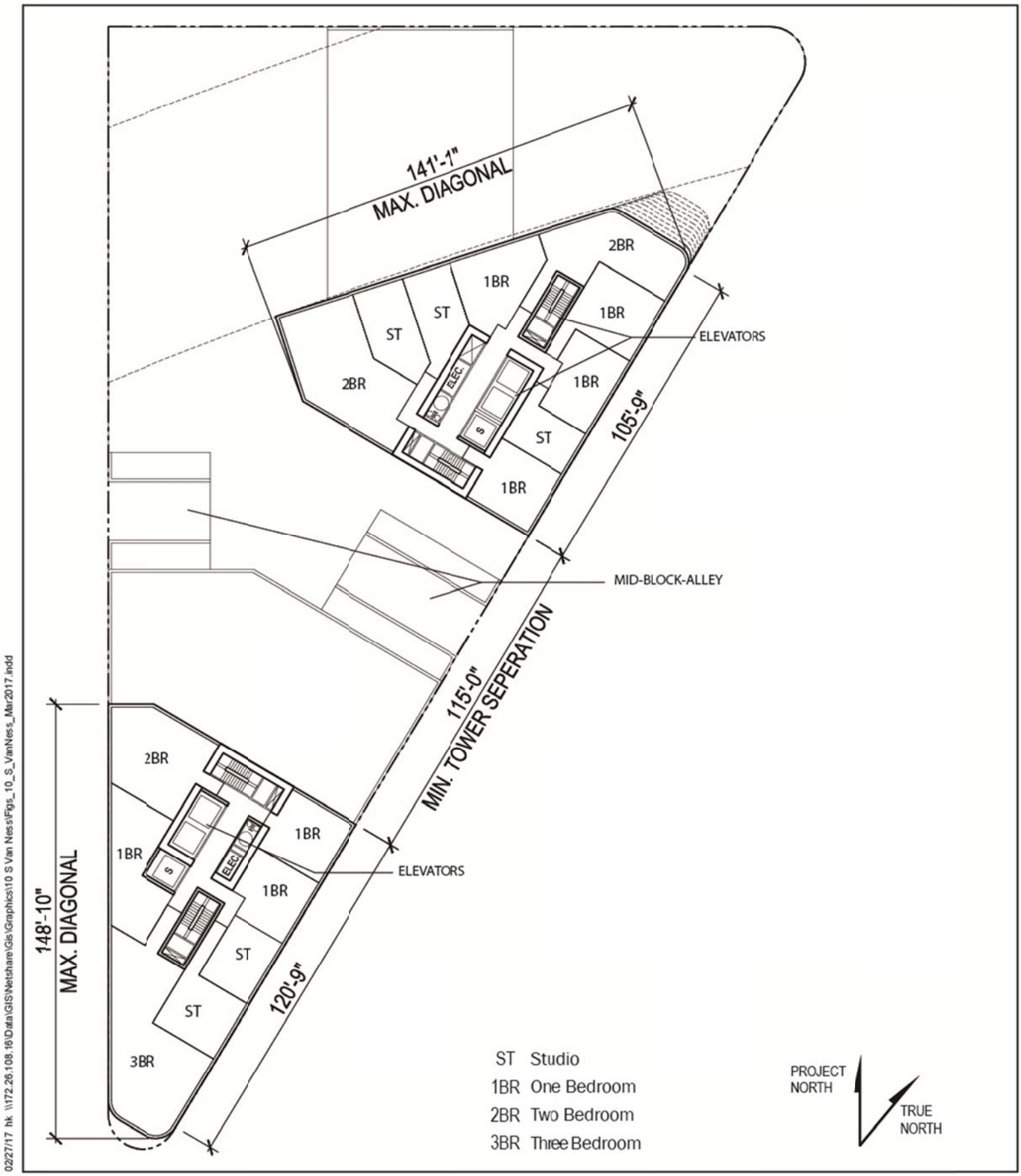
Source: Handel Architects, 2016

Figure 9: Proposed Project – Level 2 Floor Plan



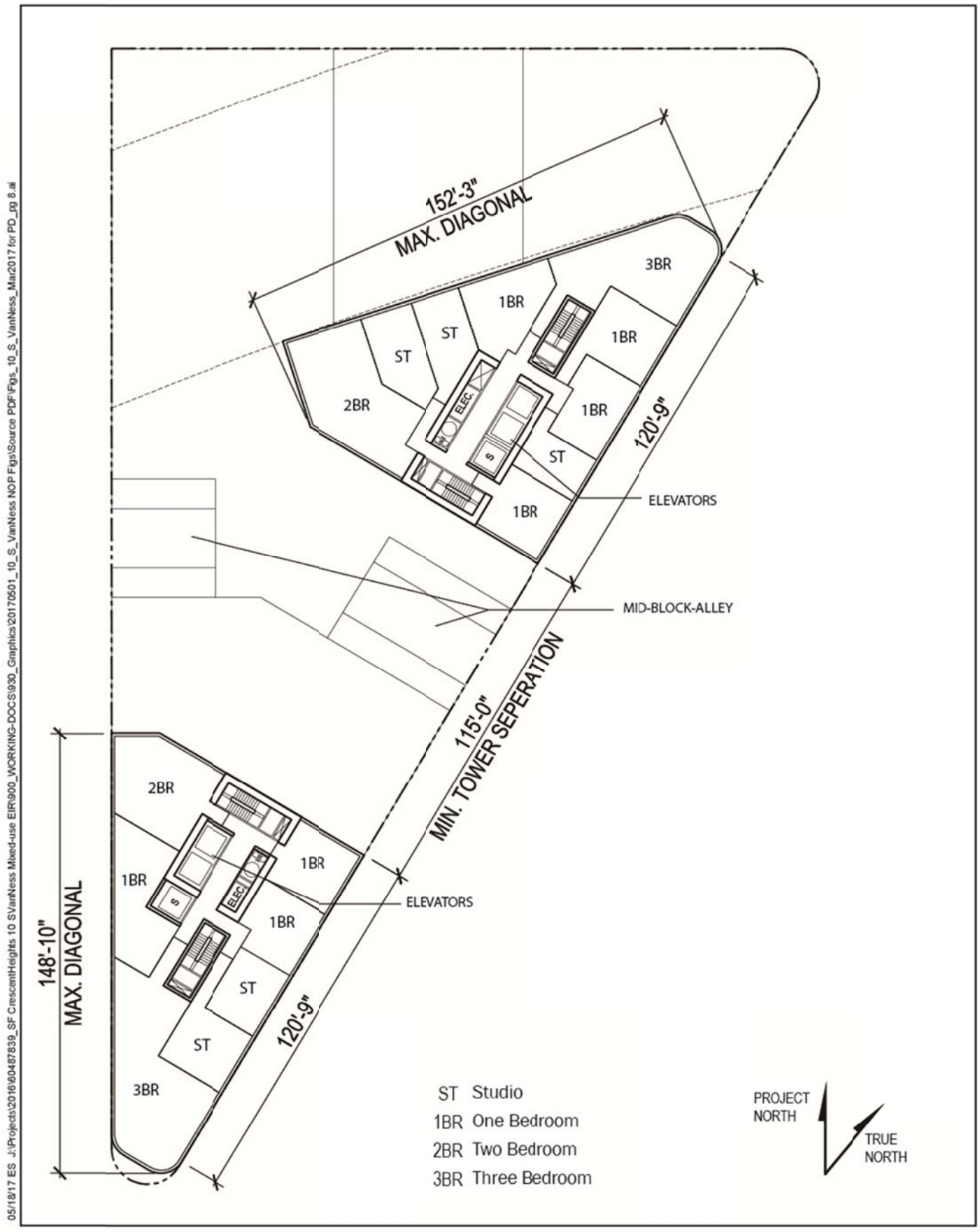
Source: Handel Architects, 2016

Figure 10: Proposed Project – Levels 3 through 12 Representative Floor Plan



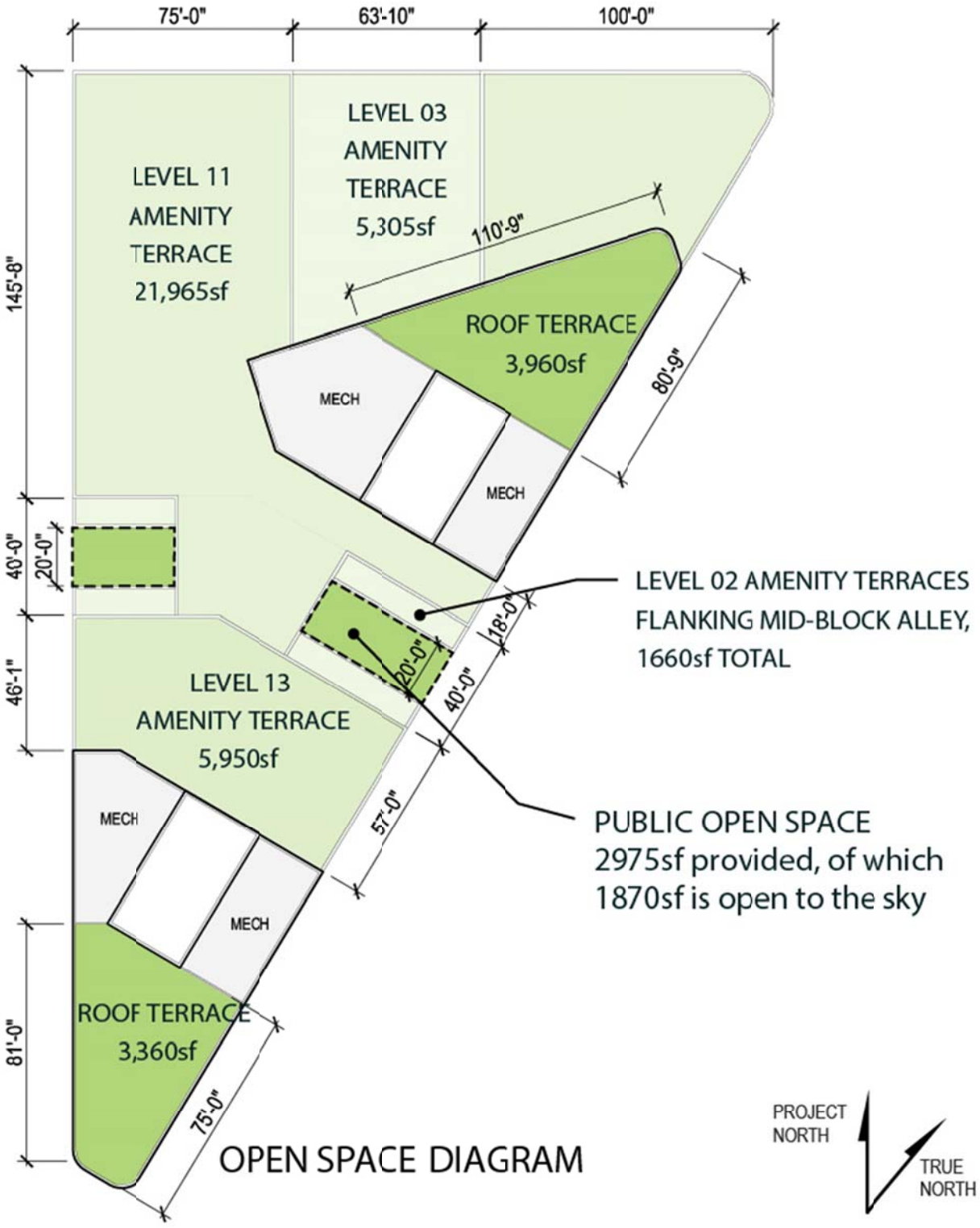
Source: Handel Architects, 2016

Figure 11: Proposed Project – Levels 13 through 22 Representative Floor Plan



Source: Handel Architects, 2017

Figure 12: Proposed Project – Levels 23-41 Representative Floor Plan



Source: 10 SVN LLC, 2017

Figure 13: Proposed Project – Open Space Plan

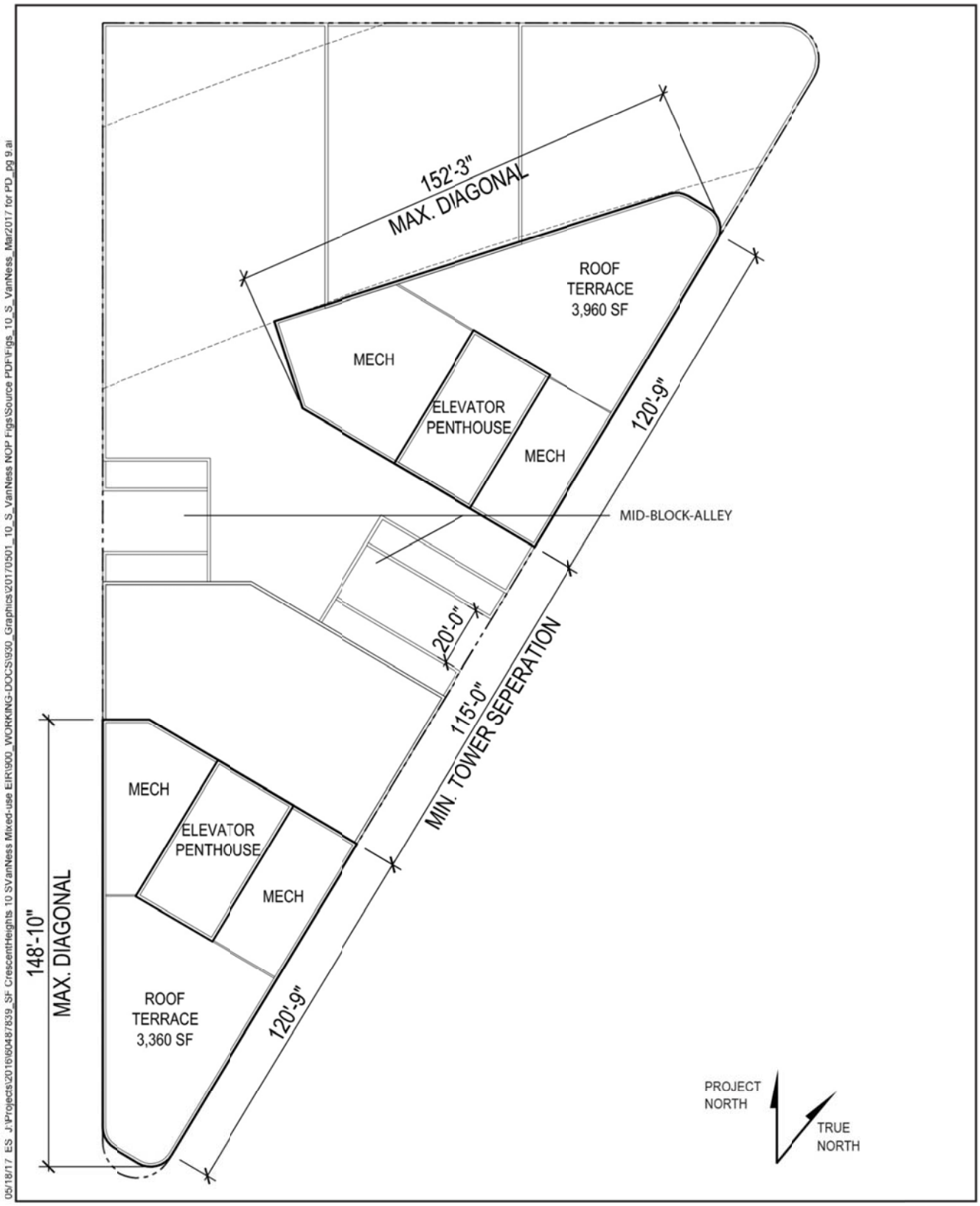
Up to 518 off-street vehicle parking spaces would be provided for the proposed project, consisting of 491 spaces for residential use, 14 spaces for retail use, and six spaces for car-share vehicles. In addition, a total of seven off-street freight-loading spaces would be located in the two basement levels, three of which would be standard freight-loading spaces, and four of which would be service vehicle spaces. One freight-loading space would accommodate up to a 45-foot-long vehicle. On the ground floor of the north tower podium, 336 class I bicycle parking spaces[13] would be provided: 332 for residential use and four for retail use. On-street bicycle parking would include 61 class II bicycle parking spaces: 49 for residential use and 12 for retail use.

The proposed project would include one 1,500-kW diesel-powered emergency generator and other mechanical equipment in the garage/basement. Trash storage would also be located in the garage/basement, adjacent to an accessible loading area. The garage/basement would be secured, and would be accessible only to residents and retailers. Approximately 3,000 gsf of the roof area would be reserved for heating, ventilation, and air conditioning (HVAC) mechanical equipment. The proposed project's roof plan is shown on Figure 14.

Circulation and Access. The project site currently has six curb cuts, three of which are along South Van Ness Avenue and three of which are on 12th Street. The proposed project would remove the three existing curb cuts on South Van Ness Avenue, and the three curb cuts on 12th Street. A new curb cut would be installed along 12th Street to provide vehicle access to the two-level, below-grade parking garage/basement, as shown on Figure 7. Vehicular access to the proposed building, for both retail and residential users would be provided by a new, 20-foot curb cut on 12th Street, which would allow access to the 24-hour valet service in the garage.

In addition to stairs, two elevators would provide access to the residential lobbies from the parking garage/basement. From the residential lobbies, a second elevator would provide access to each tower. Elevator access may also be available between the below-grade parking garage/basement and the ground-floor retail space. As described above, two street-level residential entrances, one for each tower, would be located along South Van Ness Avenue. Access to the retail spaces would be from South Van Ness Avenue, Market Street, 12th Street, and the proposed mid-block alley. The proposed mid-block alley would also provide public access through the project site between South Van Ness Avenue and 12th Street.

[13] Section 155.1(a) of the Planning Code defines class I bicycle spaces as "spaces in secure, weather-protected facilities intended for use as long-term, overnight, and work-day bicycle storage by dwelling unit residents, nonresidential occupants, and Employees" and defines class II bicycle spaces as "spaces located in a publicly-accessible, highly visible location intended for transient or short-term use by visitors, guests, and patrons to the building or use."



Source: Handel Architects, 2017

Figure 14: Proposed Project – Roof Plan

Transportation Demand Management. The proposed project would result in more than 10 dwelling units; therefore, the proposed project would be required to comply with San Francisco Planning Code Section 169, Transportation Demand Management Program (added by Ordinance 34-17, approved February 2017). As required under Planning Code Section 169, the project sponsor is required to develop a Transportation Demand Management (TDM) plan describing strategies the project sponsor/property owner would adopt to reduce single-occupancy driving to/from the project site, promote car-sharing, and promote use of nearby transit, bicycle, and pedestrian facilities to access the project site. Compliance with the project's TDM plan would be included as a Condition of Approval for the proposed project and would be monitored by Planning Department staff for the life of the project.[14]

The project sponsor has agreed to implement the following TDM measures; these measures comprise the required TDM plan:

PKG-1: Unbundle Parking
Unbundle[15] parking in transportation analysis zone (TAZ) 578, where the project site is located.

PKG-4: Parking Supply
Provide parking at a rate that is less than or equal to 80 percent and greater than 70 percent of the neighborhood residential parking rate. The project parking rate is 0.5 vehicles per unit, which is 76 percent of the neighborhood residential parking rate of 0.65 vehicles per unit in transportation analysis zone 578 where the project site is located.

ACTIVE-1: Improve Walking Conditions
Complete streetscape improvements consistent with the Better Streets Plan and any local streetscape plan so that the public right-of-way is safe, accessible, convenient, and attractive to persons walking by: widening the sidewalk along the east side of 12th Street, providing a mid-block pedestrian alley to allow public access through the project site, and providing sidewalk bulb-outs along the east side of 12th Street to shorten the crossing distances at intersections with Market Street and South Van Ness Avenue, and to reduce vehicle speed.

[14] Planning Code Section 169 requires, prior to issuance of a certificate of occupancy, that a property owner facilitate a site inspection by the Planning Department and document implementation of applicable aspects of the TDM Plan, maintain a TDM Coordinator, allow for Department inspections, and submit periodic compliance reports throughout the life of the project.

[15] Where the cost of a parking space is separated from the cost of rent, lease or ownership.

The streetscape improvements would meet TDM ordinance criteria by providing the following ten streetscape elements defined in Table 1 of Planning Code Section 138.1:[16]

- High-visibility crosswalks; Special crosswalk treatments; Midblock crosswalks; Raised crosswalks; Extended bulbouts; Midblock bulbouts; Reuse of porkchops and excess right-of-way; Shared public ways; Pedestrian-only streets; and Above-ground landscaping.

ACTIVE-2: Bicycle Parking
Provide class I and class II bicycle parking spaces as required by the Planning Code. The proposed project is providing 332 Class I and 49 class II bicycle spaces for the residential use, and four class I and 12 class II bicycle spaces for the retail use, both of which meet the Planning Code, and TDM measure requirements.

ACTIVE-5A: Bicycle Repair Station
Provide on-site tools and space for bicycle repair. The proposed project would provide this repair station within the class I bicycle parking area on the building's ground floor.

CSHARE-1: Car-Share Parking
Provide car-share space parking as required by the Planning Code. To meet this requirement, the proposed project would provide six car-share spaces, to be located on Level B2.

DELIVERY-1: Delivery Supportive Amenities
The proposed project would facilitate delivery services by providing a staffed reception area for receipt of deliveries, and offering one of the following: (1) clothes lockers for delivery services, or (2) temporary storage for package deliveries, laundry deliveries, and other deliveries. These amenities would be provided on Level B1.

FAMILY-1: Family TDM Amenities
The proposed project would provide an on-site secure location on Level B1 for storage of personal car seats, strollers, and cargo bicycles or other large bicycles.

INFO-1: Multimodal Wayfinding Signage
The proposed project would provide multimodal wayfinding signage in key locations to support access to transportation services and infrastructure, including: transit, bike share, car-share parking, bicycle parking and amenities (including repair stations and fleets), showers and lockers, taxi stands, and shuttle/carpool/vanpool pick-up/drop-off locations.

INFO-2: Real Time Transportation Information Displays
The proposed project would provide real time transportation information on displays in prominent locations on the project site and within the buildings to highlight sustainable transportation options and support informed trip-making.

[16] Table 1: Pedestrian and Streetscape Elements per the Better Streets Plan (Section 138.1) http://library.amlegal.com/nxt/gateway.dll/California/planning/planningcode?f=templates$fn=default.htm$3.0$vid=amlegal:sanfrancisco_ca$sync=1

INFO-3: Tailored Transportation Marketing Services
The property owner would provide promotions and welcome packets to all new residents/employees, personal consultation for each new resident/employee, and request commitment to try new transportation options.

Streetscape Improvements. The proposed project's streetscape plan called the "Market Octavia Streetscape Plan" would conform to Market and Octavia Plan and San Francisco Planning Department Standards and is shown on Figures 15 and 16. The eastern and western sidewalks of 12th Street would be expanded from 15 feet to a width of 21 feet (four feet of frontage, eight feet of pedestrian throughway, and nine feet of pedestrian furnishing space), as shown on Figure 16. Eight-foot-wide bulb-outs would be installed at the intersection of 12th and Market streets. A raised crosswalk would be installed at the intersection of 12th and Stevenson streets. The "pedestrian island" at the intersection of 12th Street and South Van Ness Avenue would be removed and replaced by bulb-outs on both sides of 12th Street and a pedestrian plaza on the southwest side of the intersection.

Two 60-foot-long white and yellow loading zones[17] are proposed along the South Van Ness Avenue frontage, near the entrances to the residential lobbies, to provide an area for passenger drop-off and pick up, and commercial loading activities. Proposed changes to the right-of-way are described below. Four passenger and commercial loading zones are proposed on 12th Street, one 100-foot-long loading zone and one 40-foot -long loading zone on each side of 12th Street. Each 100 foot loading zone would be comprised of one ADA loading space, one ADA parking space, one passenger loading space, one commercial loading space, and one regular parking space. Each 40 foot loading zone would be comprised of one passenger loading space and one commercial loading space.

In addition to the streetscape improvements described above, the proposed project would install 33 net new street trees and class II bicycle racks along South Van Ness Avenue, Market Street, and 12th Street, in compliance with the City's Better Streets Plan.

Sustainability. The San Francisco Building Code includes a chapter on Green Building Requirements; these requirements establish either Leadership in Energy and Environmental Design (LEED)[18] certification levels or Green Point Rated[19] system points for types of proposed residential and commercial buildings. The proposed project would seek LEED silver certification, which includes measures applicable to both construction and operation of the proposed project. The proposed project would incorporate a number of sustainability features, including stormwater and rainwater collection features and a wastewater treatment system. The wastewater treatment system would be sized to treat and utilize recycled water from the proposed building for non-potable uses in the building, including flushing toilets, irrigation, and make-up water for the HVAC system. The proposed project would remove the existing 28 trees along the project frontage. In compliance with Public Works Code Section 806(c)(2), the proposed project would install new 61 street trees at every 20 feet along the proposed project frontage for a total of 33 net new street trees along the project frontage.

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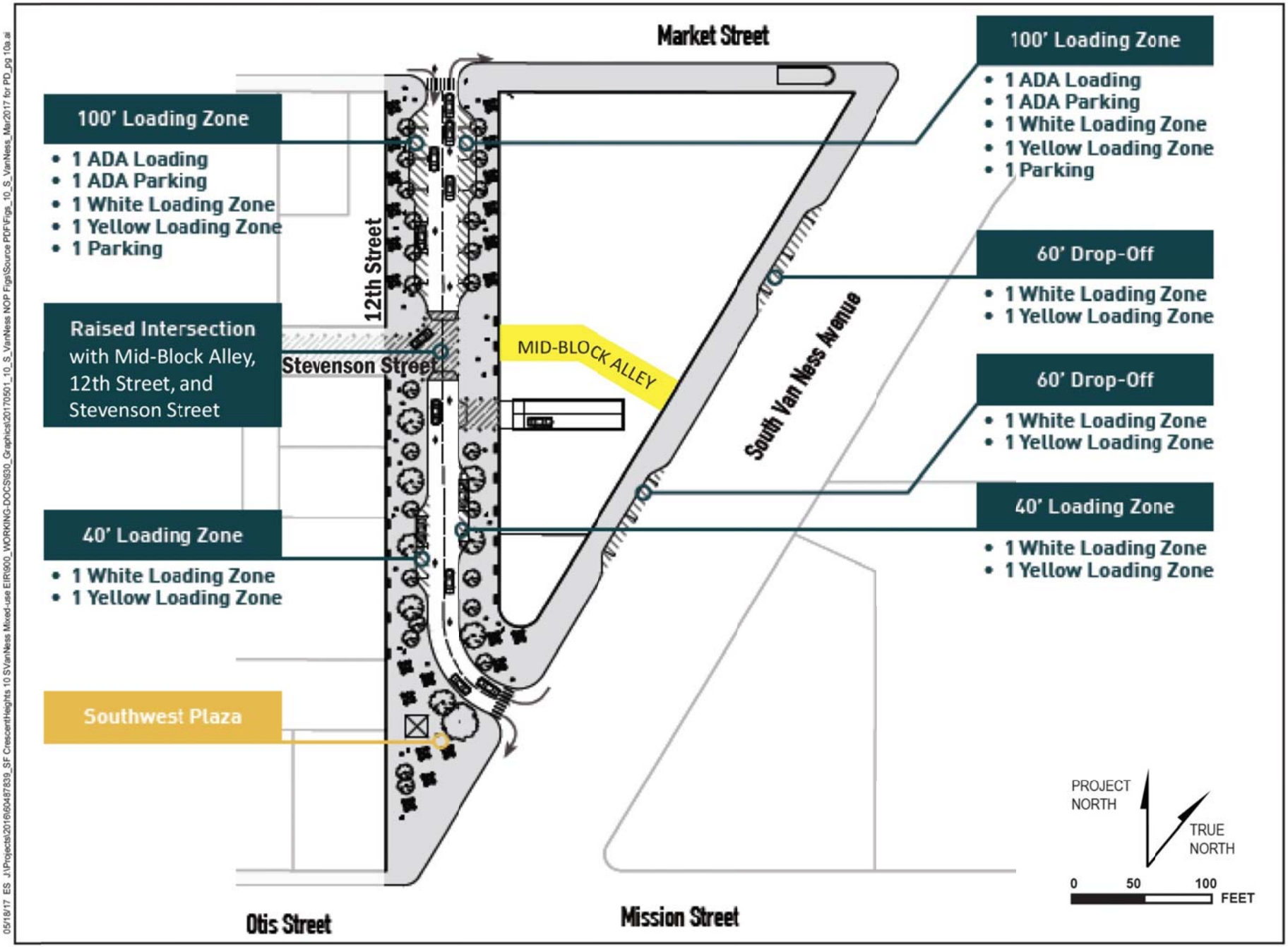
[17] White zones are for passenger loading and unloading during certain hours, with a time limit of 5 minutes. Yellow zones are for commercial loading activities.

[18] LEED is an internationally recognized green building certification system developed by the U.S. Green Building Council, which involves third-party verification that a building or community was designed and built using strategies aimed at improving performance across metrics that include energy savings, water efficiency, indoor air quality, use of recycled materials, and proximity to public transportation.

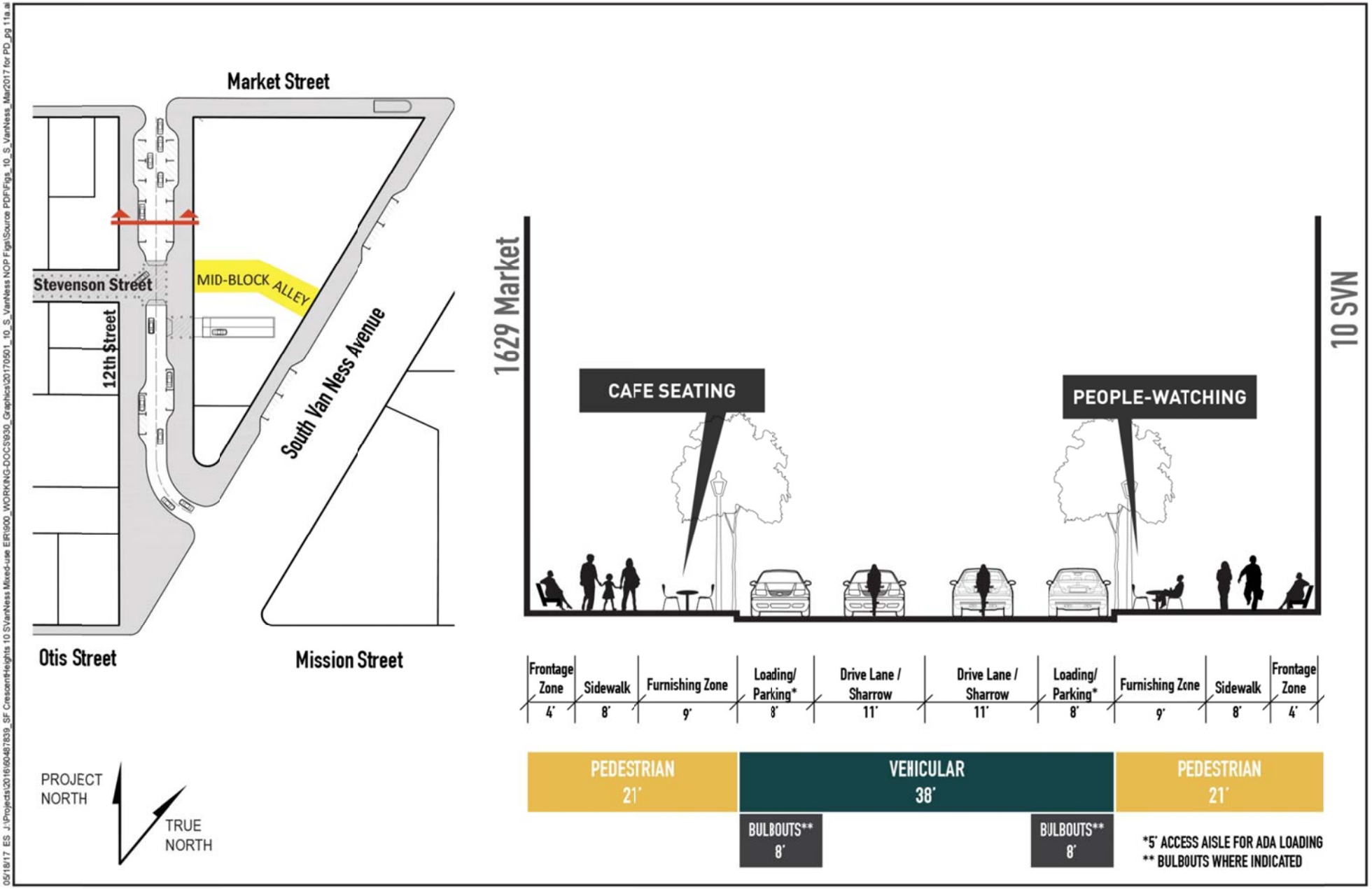
[19] Green Point Rated is a program of Build it Green, established for evaluating residential building performance in the areas of resource conservation, indoor air quality, water conservation, energy efficiency, and livable communities (infill development, increased density, diversity of land uses).

The project sponsor plans to submit an application to the Governor's office seeking certification of the proposed project as an Environmental Leadership Development Project (ELDP) pursuant to Assembly Bill 900, Jobs and Economic Improvement through Environmental Leadership Act of 2011, and CEQA Section 21178 et seq. An ELDP is a project that does not result in any net greenhouse gas (GHG) emissions and achieves a 10 percent higher standard for transportation efficiency than comparable projects. The ELDP certification process is separate from the environmental review process conducted for the proposed project.



Source: SITELAB Urban Studio, 2017

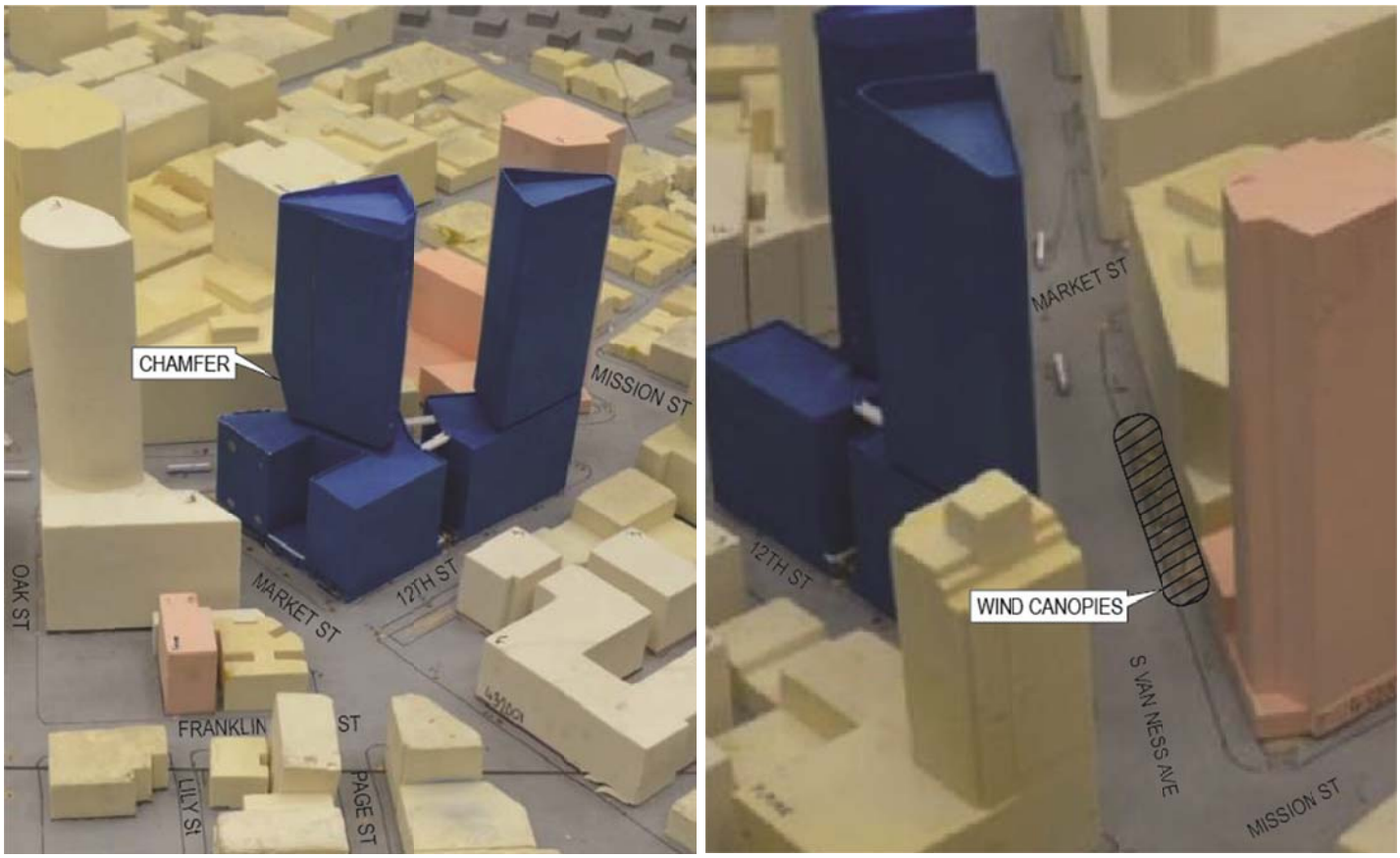
Figure 15: Proposed Project - Market Octavia Streetscape Plan (Plan View)



Source: SITELAB Urban Studio, 2017

Figure 16: Proposed Project - Market Octavia Streetscape Plan (12th Street Right-of-Way Section)

Other Design Features. As a result of preliminary wind test modelling in accordance with Planning Code Section 148, the north face of the proposed north tower would be chamfered[20] from Level 13 to Level 22, and 75% porous wind canopies would be constructed at the sidewalk level along the east side of South Van Ness Avenue between Market Street and Mission Street to provide protection to the public from hazardous wind conditions, as shown in Figure 17. The canopies would be freestanding trellis-like structures with cantilevered segments, supported by vertical columns. The grouping of discontinuous canopies would measure approximately 230 feet long in total from northeast to southwest at the sidewalk and would be up to approximately 15 to 20 feet tall. The proposed project also includes construction of similar porous canopies at both ends of the proposed mid-block alley in between the two towers. A porous free-standing canopy would also be located at the northwest corner of the proposed project and a solid awning would extend from the northwest corner of the north tower for approximately 10 feet on the ground floor.



Source: BMT Fluid Mechanics 2017

Figure 17: Proposed Project Design Features

[20] A chamfer is a flat surface resulting from cutting off the edge of a volume or a symmetrical sloping surface at an edge or corner.

Construction. This section describes the construction activities associated with the proposed project. Construction is anticipated to occur over approximately 36 months, and would include the following phases: (1) demolition; (2) shoring and excavation; (3) foundation and podium construction; (4) superstructure/skin; and (5) interior work. Construction hours would typically be from 7:00 a.m. to 8:00 p.m., Monday through Thursday; and 7:00 a.m. to 5:00 p.m. on Fridays and Saturdays. Limited evening work (between 8:00 p.m. to 7:00 a.m.) and work on weekends (7:00 a.m. to 5:00 p.m.) would be required for Phases 3 and 4.

As discussed previously, a subsurface BART easement runs underneath the northern portion of the project site, as shown on Figure 2. In this portion of the site, structural loads associated with the proposed project must remain equal to or less than existing loads on the BART tunnels. The northern half of the project site is within the BART zone of influence (ZOI). The portion of the structure within the BART easement would be supported by a concrete mat foundation, which would ensure that the existing load imposed on the BART tunnels is maintained. Outside of the easement, but within the BART ZOI, the tower and podium structures would be supported by a deep foundation consisting of double-cased, drilled cast-in-place piers. The installation of drilled cast-in-place piers involves digging cylindrical shafts and then filling them with wet concrete. Thus, no pile driving is required. Outside of the BART ZOI, the tower and podium structures could be supported by either a deep foundation system or a mat foundation.[21]

The project site would be excavated up to approximately 40 feet below grade in the northern portion and 50 feet below grade in the southern portion of the site. The deep foundation cast-in-place piers would be constructed well below 50 feet, to the appropriate design depth. Excavation in the northern portion would be to a shallower depth due to the presence of the subsurface BART easement. The project would require approximately 100,000 cubic yards of excavated soil be removed from the project site and disposed of at an appropriate facility.

Construction activities would require temporary sidewalk and parking-lane closures for the entire construction period. The proposed project would develop and implement a construction management plan to anticipate and minimize transportation-related impacts of various construction activities associated with the proposed project. The construction management plan would ensure that overall circulation in the project area is maintained to the extent possible, with particular focus on ensuring transit, pedestrian, and bicycle access and connectivity. The program would supplement and expand, rather than modify or supersede, any manual, regulations, or provisions set forth by the SFMTA, the Department of Public Works or other City departments and agencies, and the California Department of Transportation.

[21] Langan Treadwell Rollo, 2017a. Geotechnical Consultation 10 South Van Ness Avenue. March 2017. This document is available for review at the San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, as part of Case File No. 2015-004568E.

PROJECT VARIANTS

This section describes the proposed single tower project variant and the straight-shot streetscape variant. As discussed above, the straight shot streetscape design could be included with the proposed project or with the single tower project variant.[22]

Single Tower Project Variant

The project sponsor is also considering a taller building design consisting of a single tower and podium (see Figure 18). The single tower project variant would include construction of a 590-foot-tall, 55-story building (see Table 2).[23] Similar to the proposed project, the single tower project variant would have stair/elevator penthouses extending up to 20 feet above the roof height, for a total height of 610 feet.[24] The podium would vary in height, from approximately 90 to 139 feet along the Market Street frontage and up to approximately 164 feet along the southern frontage of the site, as shown on Figure 18.

The ground floor would contain the same uses as the proposed project, with comparable retail uses (see Figure 19), and a single residential lobby. As with the proposed project, 336 class I bicycle spaces would be provided on the ground floor for project residents and ground-floor retail spaces, and 61 class II bicycle spaces would be provided on the sidewalk adjacent to the project site. These bicycle spaces would meet Planning Code requirements. Vehicle parking would be the same as under the proposed project, with 518 vehicle parking spaces provided in a two-level subgrade parking garage/basement with an entrance off of 12th Street.

The single tower project variant would include up to approximately 984 dwelling units in a combination of studios and one-, two-, and three-bedroom units, similar to the proposed project. However, with the single tower project variant, the mix of units would consist of approximately 347 studios, 449 one-bedroom units, 166 two-bedroom units, and 22 three-bedroom units (typical floor plans are shown on Figures 20 and 21). Residential uses would be provided on Levels 3 through 55, with Level 2 serving as an amenity floor for the proposed residential uses. The pedestrian entrances to the residential lobby would be located on South Van Ness Avenue, and on the mid-block alley. One elevator from the parking garage/basement would provide access to the residential lobby. From the residential lobby, a second elevator would provide access to the tower. Elevator access may be available between the below-grade parking garage/basement and the retail spaces.

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[22] Although on Figures 22 and 23, the straight-shot streetscape variant is shown with a mid-block alley connecting South Van Ness Avenue to 12th Street, if the straight-shot streetscape variant were combined with the single tower project variant, the mid-block alley would be reconfigured to connect Market Street with 12th Street, as shown on Figure 19.

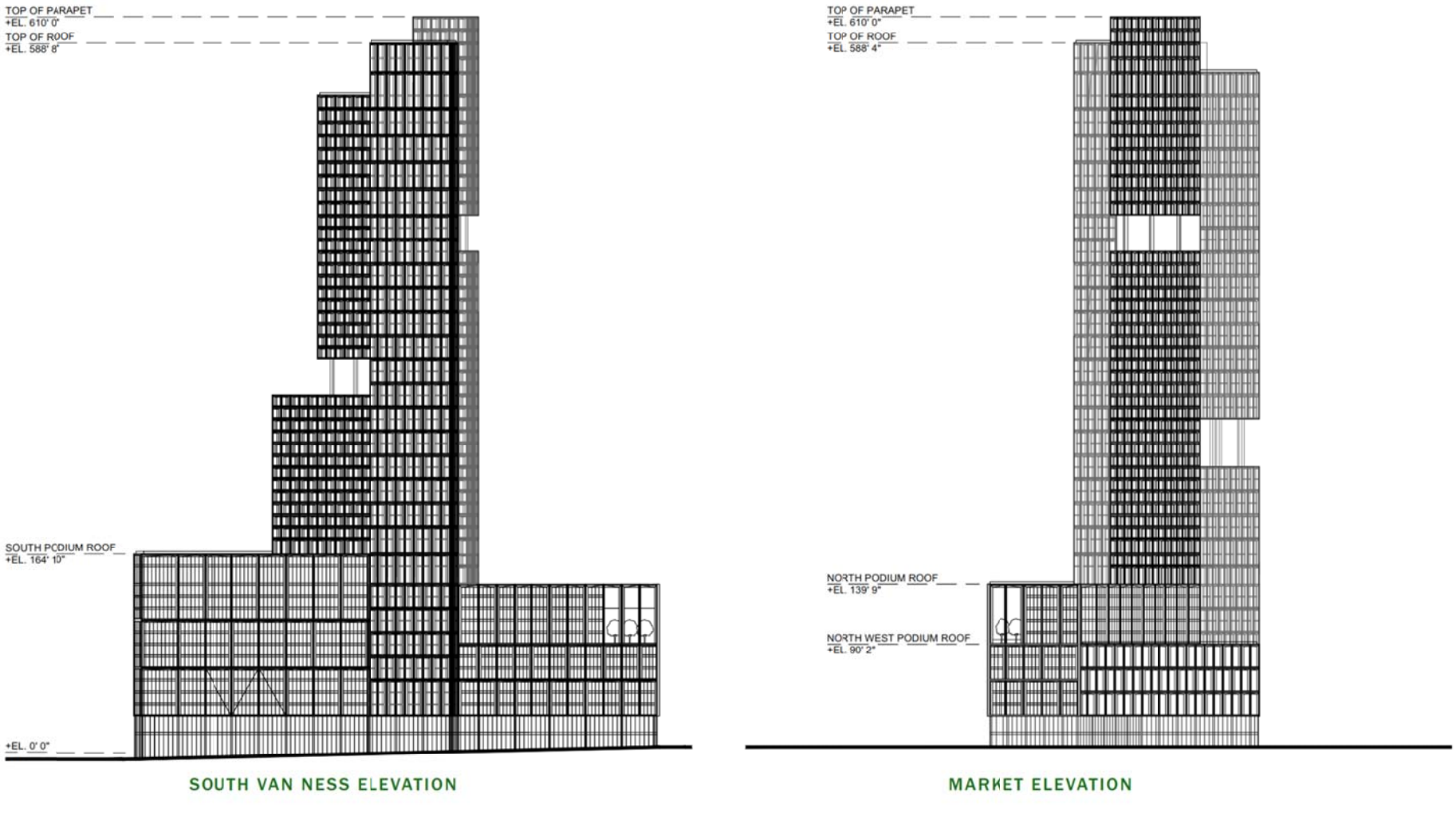
[23] The Van Ness and Market Downtown Residential Special Use District (SUD) encourages transit-oriented, high-density, mixed-use residential neighborhood development around the intersections of Market Street and Van Ness Avenue and Mission Street and Van Ness. The current height limit for building towers ranges from 250 to 400 feet. The Project Variant is intended to reflect the potential changes to the existing height limits proposed by the Market Street Hub Project (Hub Project). The Hub Project is expected to propose changes to existing height limits on certain parcels, including the project site, to provide greater variation in the heights of buildings proposed at the intersection of Market Street and Van Ness Avenue and to better ensure that the area's growth supports the City's goals for housing, transportation, the public realm, and the arts. The specific changes to the existing height limits proposed by the Hub Project have not yet been established.

[24] Pursuant to Planning Code Section 260(b)(1)(B), the mechanical and elevator penthouses are exempt from the Planning Code height limits, but are considered in the context of environmental review.

TABLE 2
PROPOSED PROJECT AND SINGLE TOWER PROJECT VARIANT CHARACTERISTICS

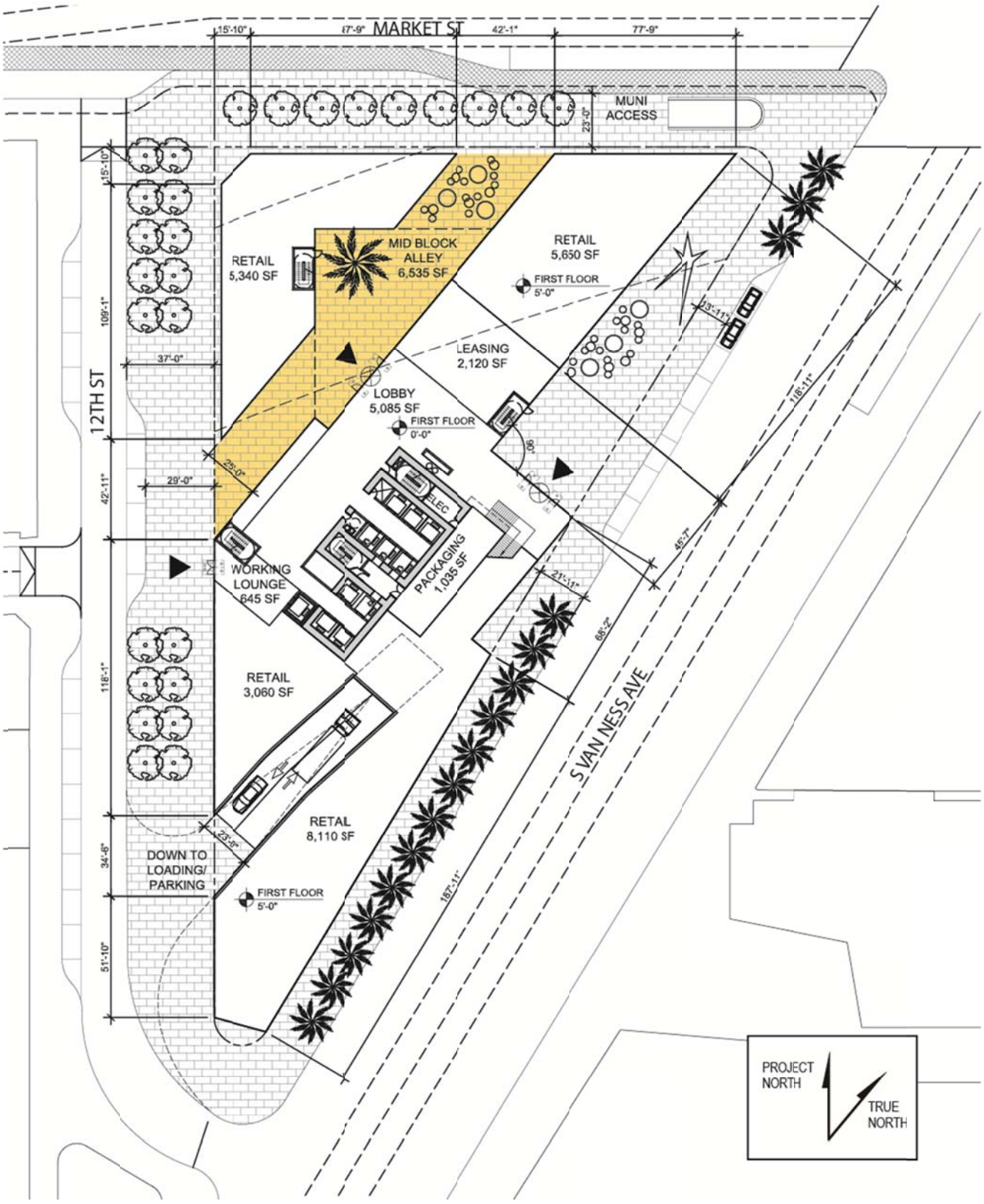
Lot	*Proposed Project*			*Single Tower Project Variant*
	Dimensions			
Size	51,150 square feet			
Length	475 feet (South Van Ness Avenue)/288 feet (Market Street)/450 feet (12th Street)			
Proposed Building	**Area (gsf)**			
Residential[1]	935,745			935,250
Ground Floor Commercial (Retail)	30,350			30,450
Parking[2]	102,000			101,992
Rooftop Mechanical	3,000			5,297
Total	1,071,095			1,072,989
Building Characteristics	**Description**			
Stories	North Tower/Podium	41 stories/12 stories		55 stories /15 stories (Tower/Podium)
	South Tower/Podium	41 stories /12 stories		
Height	North Tower/Podium	400 feet (up to 420 feet inclusive of the elevator penthouse[3])/114 feet		590 feet (up to 610 feet inclusive of the elevator penthouse[3])/164 feet (Tower/Podium)
	South Tower/Podium	400 feet (up to 420 feet inclusive of the elevator penthouse)/120 feet		
Ground Floor	Retail: 30,350 gsf multiple tenant spaces Residential: 2 residential lobbies, and 336 class I bicycle parking spaces			Retail: 30,450 gsf multiple tenant spaces Residential: 1 residential lobby, and 336 class I bicycle parking spaces
Basement	518 vehicle parking spaces			518 vehicle parking spaces
Proposed Units	**Amount (Approx. Percent)**			
Dwelling Units	984			984
	North Tower	South Tower	Total	
Studio	267 (27%)	108 (11%)	375 (38%)	347 (35%)
1-Bedroom	294 (30%)	167 (17%)	461 (47%)	449 (46%)
2-Bedroom	51 (5%)	49 (5%)	100 (10%)	166 (17%)
3-Bedroom	19 (2%)	29 (3%)	48 (5%)	22 (2%)
Vehicle Parking Spaces[4]	518			518
Bicycle Parking Spaces[5]	397			397
Open Space[6]	**Area (sf)**			
Publicly-accessible	2,975			12,091
Common	45,176			25,565
Private	0			9,550

Source: 10 South Van Ness LLC, 2017.
Notes:
1 Includes first-floor non-retail uses and second-floor residential amenity uses.
2 Includes parking and basement mechanical equipment.
3 The Planning Code Height and Bulk designations for the project site exempt elevator penthouse, roof screes, and other rooftop appurtenances from height limits.
4 Vehicle parking spaces: 491 for residential use, 14 for retail use, six for car-share, seven for off-street loading.
5 Bicycle parking spaces: 336 class I bicycle parking spaces on the ground floor, 61 class II bicycle parking spaces in on-street bicycle corrals.
6 Provided in compliance with Planning Code Section 736.93 Usable Open Space Per Residential Unit.



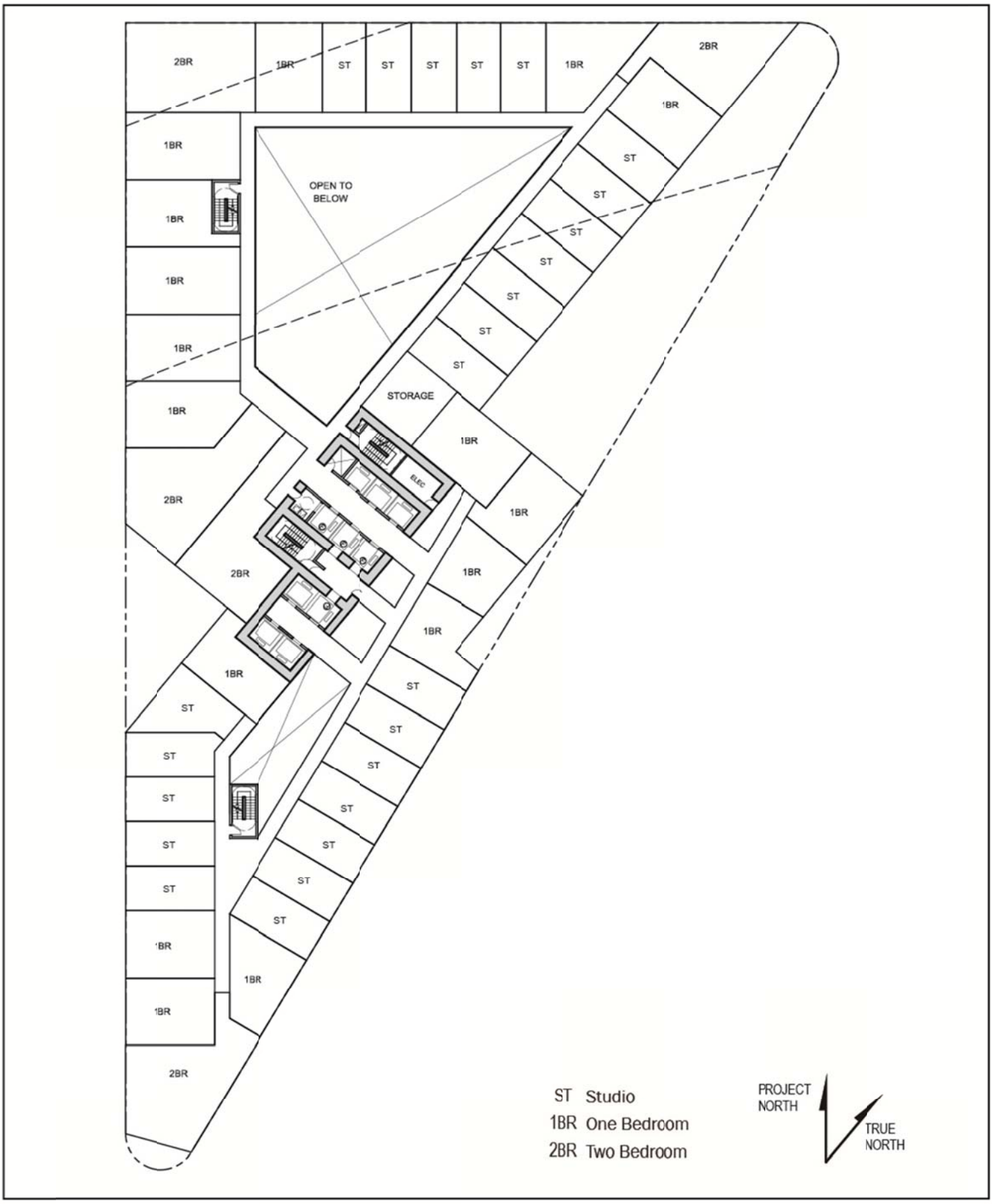
Source: KPF Associates, 2017

Figure 18: Single Tower Project Variant – Building Elevations Looking West and South Toward Project Site from South Van Ness Avenue and Market Street



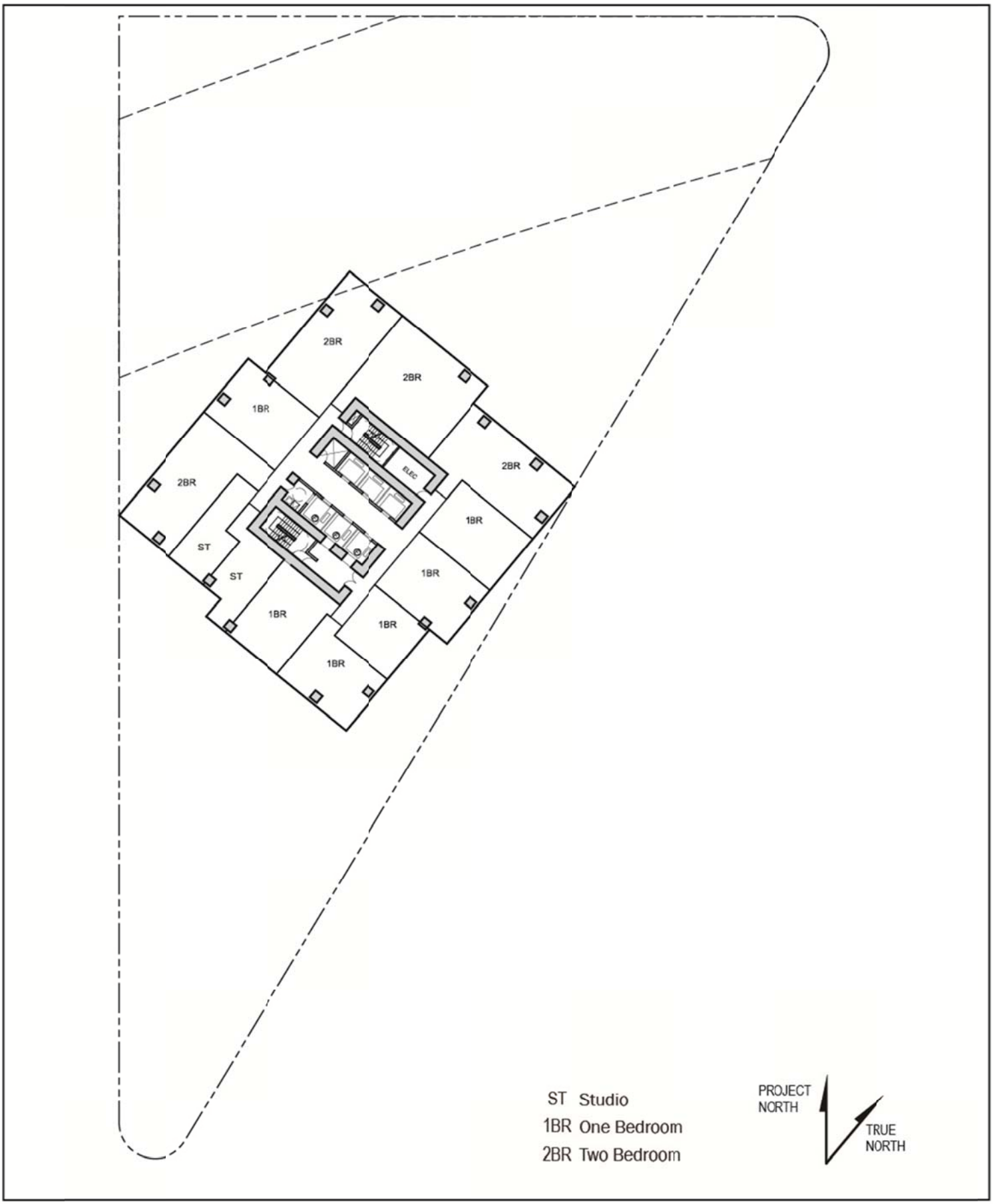
Source: KPF Associates, 2017

Figure 19: Single Tower Project Variant – Ground Floor Plan



Source: KPF Associates, 2017

Figure 20: Single Tower Project Variant – Levels 3-8 Representative Floor Plans



Source: KPF Associates, 2017

Figure 21: Single Tower Project Variant – Levels 29-48 Representative Floor Plans

Open Space. The project variant would include usable open space in a combination of publically-accessible open spaces (12,091 square feet), common useable open spaces (25,565 square feet), and private open space (9,550 square feet) for a total of 47,206 square feet.[25] The publically-accessible open space would consist of a mid-block alley connecting Market Street to 12th Street and a pedestrian plaza along the northeasterly South Van Ness Avenue frontage , as shown on Figure 19. The common useable open space would be provided on Levels 14, 16, 29, 37, and 49.

Parking/Loading and Mechanical Equipment. The single tower project variant would include the same parking and loading facilities and mechanical equipment as the proposed project. As with the proposed project the generator would be located in the basement with the intake at the ground level.

Circulation and Access. The single tower project variant would include the same circulation and access as the proposed project, with the exception of the location of lobby entrances and the configuration of the mid-block alley. For the project variant, there would be two entrances to the single residential lobby provided, one off of the mid-block alley and one off of South Van Ness Avenue. The proposed mid-block alley would provide public access through the project site between Market Street and 12th Street.

Transportation Demand Management. The single tower project variant would include the same TDM plan as the proposed project.

Streetscape Improvements and On-Street Parking. The single tower project variant would include the same streetscape improvements and on-street parking and loading as the proposed project.

Sustainability. The single tower project variant would incorporate the same sustainability features as the proposed project. The project sponsor would also seek ELDP certification for the single tower project variant.

Other Design Features. Wind features for the single tower project variant would be designed, if needed, as part of the final wind tunnel testing for the variant.

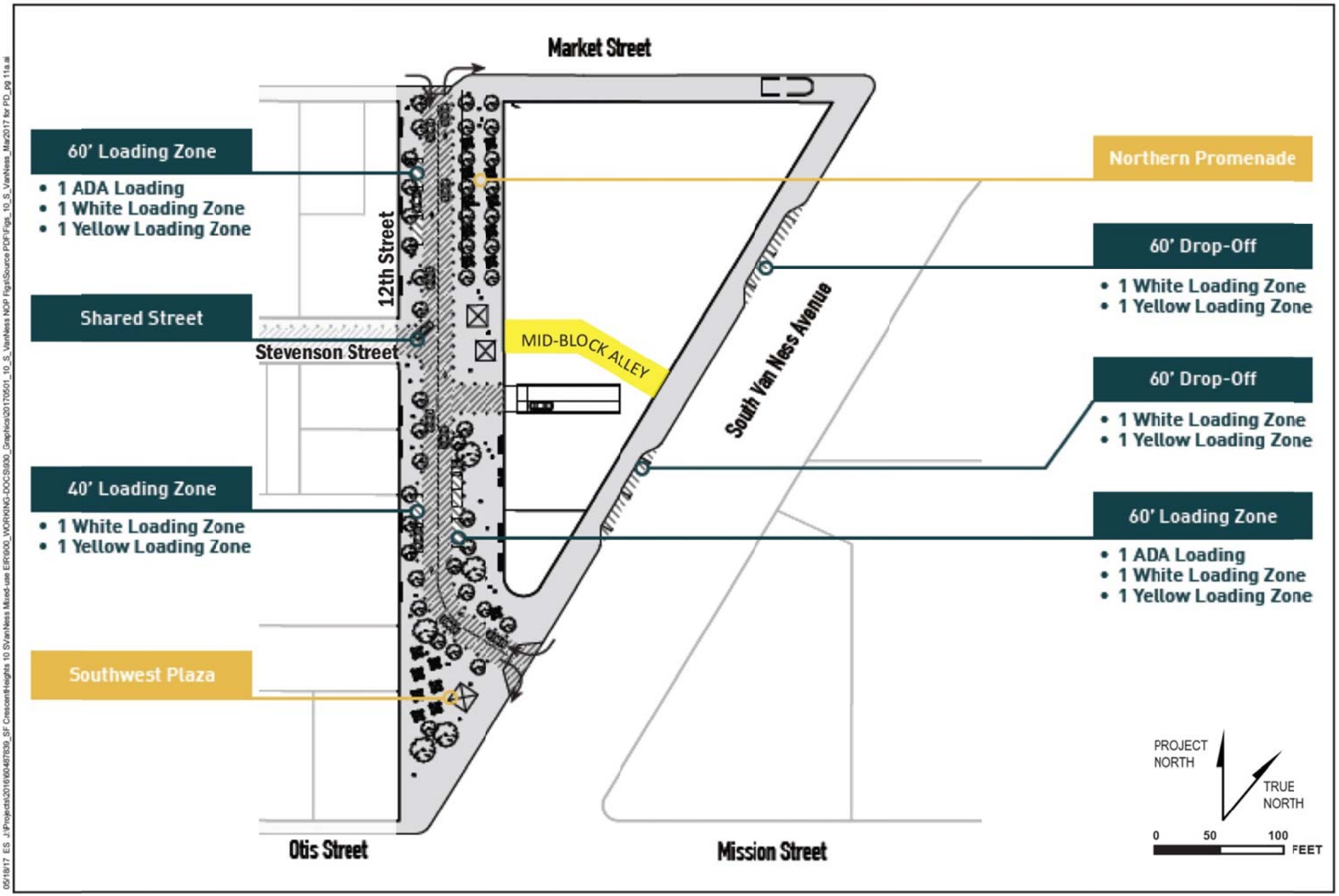
Construction. Construction activities would be the same under the single tower project variant as under the proposed project, in terms of phasing, duration and potential for temporary sidewalk and roadway closures. Like the proposed project, the portion of the structure within the BART easement would be supported by a concrete mat foundation. Outside of the easement, but within the BART ZOI, the tower and podium structures would be supported by a deep foundation consisting of double-cased, drilled cast-in-place piers. Outside of the BART ZOI, the tower and podium structures could be supported by either a deep foundation system or a mat foundation.[26] During construction of the single tower project variant, pile driving would not be performed.

[25] Private open space is open space only accessible to one unit or a certain group of units.

[26] Langan Treadwell Rollo, 2017b. Geotechnical Investigation 10 South Van Ness Avenue. June 2017. This document is available for review at the San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, as part of Case File No. 2015-004568E.

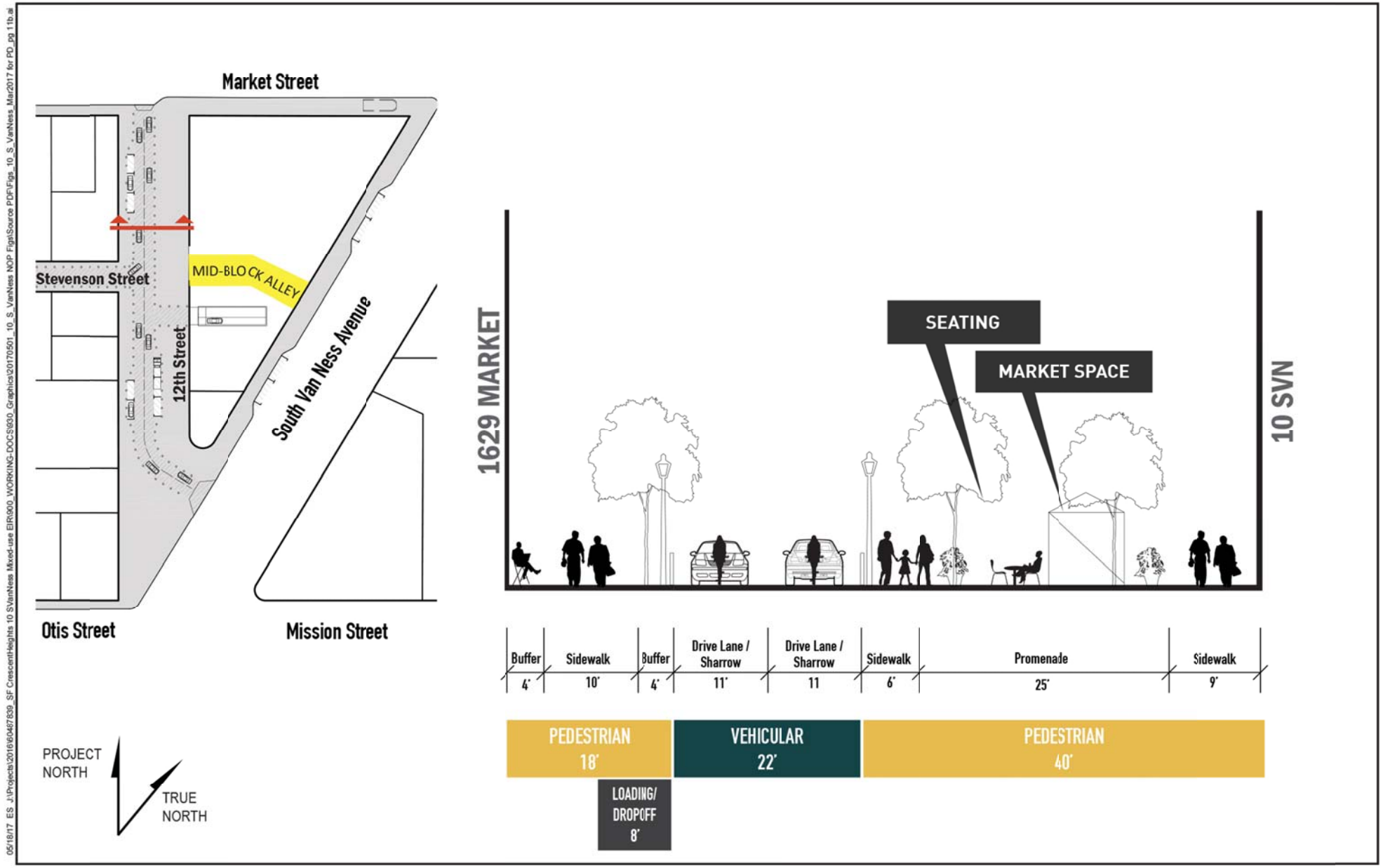
Straight-shot Streetscape Variant

The straight-shot streetscape variant, shown on Figures 22 and 23, would exceed Market and Octavia Plan and San Francisco Planning Department standards by extending the eastern sidewalk and pedestrian promenade adjacent to the proposed project on 12th Street to 40 feet in width (see Figure 23). The design would include one 60-foot-long loading zone, comprised of one ADA loading space, one passenger loading space, and one commercial loading space on each side of 12th Street, as well as one 40-foot-long loading zone, comprised of one commercial loading space and one passenger loading space on the west side of 12th Street. The straight-shot streetscape variant would also include a pedestrian plaza on the southwest corner of the project site as is proposed under the Market Octavia Streetscape Plan. On 12th Street, the eastern sidewalk would be expanded to a width of 40 feet (nine feet of pedestrian throughway, 25 feet for a pedestrian plaza, and an additional six feet of pedestrian throughway), while the western sidewalk would be expanded to a width of 18 feet (four feet of buffer, 10 feet of pedestrian throughway, and an additional four feet of buffer), as shown on Figure 23. There would be two 11-foot-wide mixed-flow travel lanes, with one lane running in each direction.



Source: SITELAB Urban Studio, 2017

Figure 22: Straight-Shot Streetscape Variant (Plan View)



Source: SITELAB Urban Studio, 2017

Figure 23: Straight-Shot Streetscape Variant (12th Street Right-of-Way Section)

REQUIRED APPROVALS

This section describes the approvals that would be required for the proposed project and variants.

Approvals Required for the Proposed Project and Variants

Actions by the Planning Commission

- Approval of a Downtown Project Authorization by the Planning Commission per *Planning Code* Section 309 for projects within a C-3 zoning district more than 50,000 square feet in area or more than 75 feet in height, and for granting an exception to the requirements of certain sections of *Planning Code* Section 146(a) related to sunlight access to certain sections of Market Street.

- Approval of a Conditional Use Authorization by the Planning Commission per Planning Code Section 309(a)(4) to permit accessory residential parking in an amount greater than one car parked for each four dwelling units. Planning Code Section 309(a)(4).

- Approval of the project under Planning Code Section 309, including possible exceptions with regard to ground-level winds.

- Approval of an In-Kind Improvements Agreement under Planning Code Section 424.3(c) for community improvements for the neighborhood infrastructure portion of the Van Ness and Market Downtown Residential Special Use District Neighborhood Infrastructure Fee.

Actions by Other City Departments

- *Planning Department and Department of Building Inspection (DBI)* – Approval of the site permit and addenda thereto.

- *DBI* – Approval of demolition, grading, and building permits for the demolition of the existing buildings and construction of the new building. Permit for underpinning of adjacent structures. Night Noise Permit for nighttime construction.

- *SFMTA Board of Directors* – Approval of the proposed curb modifications, parking space removal, and bicycle corrals on South Van Ness Avenue, Market Street, and 12th Street;

- *SFMTA Department of Parking and Traffic* - Approval of a Special Traffic Permit for use of a public street space during project construction; approval of foundation, shoring, and dewatering systems as they relate to the Muni Zone-of-Influence.

- *SFMTA Color Cub Program* - Approval of a request for on-street loading spaces on South Van Ness Avenue and 12th Street.

- *Bureau of Streets and Mapping, San Francisco Public Works* – Subdivision and condominium map approval and encroachment permits for sidewalk underground vaults. Permit for removal and planting of street trees; approval of a Street Space Permit for use of a public street space during project construction (including construction of the proposed wind canopies); street and sidewalk permits for any modifications to public streets, sidewalks, or curb cuts.

- *Department of Public Works* - Street Encroachment Permit, to be approved by the Director of Public Works, and by the Board of Supervisors if required by the Director, for a wind canopy to be located in the public right-of-way.

- *San Francisco Public Utilities Commission* – Approval of any changes to sewer laterals. Approval of an erosion and sediment control plan prior to commencing construction, and compliance with post-construction stormwater design guidelines, including a stormwater control plan.

- *San Francisco Department of Public Health* – Approval of a dust control plan because the site is in excess of 0.5 acre (Article 22B). Approval of a ventilation plan, in compliance with San Francisco Health Code, Article 38, because the proposed project site is located within an area that is identified in the Air Pollutant Exposure Zone Map.[27] Approval of a Site Mitigation Plan under the Maher Ordinance (Article 22A), since the proposed project is located within the Maher Ordinance Area.[28]

- *Board of Supervisors* – Approval of sidewalk widening.

- *Recreation and Park Commission* - Joint determination with the Planning Commission that the project complies with the requirements of Planning Code Section 295.

Actions by Other Agencies

- *Bay Area Air Quality Management District* – Issuance of permits for the installation and operation of an emergency generator.

- *BART* – Plan review and approval of shoring and foundation within the BART ZOI, and issuance of a permit to work within or adjacent to the right-of-way.

- Governor's approval of project sponsor's Assembly Bill 900 (AB 900) application.

Additional Approvals Required for the Single Tower Project Variant

Actions by the Board of Supervisors

- *Planning Code Amendments for Height District Reclassification*: The building height of the single tower project variant would exceed the height limit of the existing 400-R-2 Height and Bulk District. The Board of Supervisors would need to approve an amendment to the Zoning Map Height and Bulk Districts (Sheet HT07) pursuant to Planning Code Section 302.

Actions by the Planning Commission

- *Planning Code Amendments for Height District Reclassification*: Recommendation to the Board of Supervisors to Approve the Amendments for Height District Reclassification, as described above.

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[27] SFDPH, 2014. Air Pollutant Exposure Zone Map. https://www.sfdph.org/dph/files/EHSdocs/AirQuality/AirPollutantExposureZoneMap.pdf

[28] SFDPH, 2015. Maher Ordinance Map. https://www.sfdph.org/dph/eh/HazWaste/hazWasteSiteMitigation.asp

SUMMARY OF POTENTIAL ENVIRONMENTAL ISSUES

The proposed project, single tower project variant, and straight-shot streetscape variant, could result in potentially significant environmental impacts. This section describes how the San Francisco Planning Department (Planning Department) will prepare an initial study and environmental impact report (EIR) to evaluate the potential physical environmental impacts of the proposed project and project variants. An initial study will assess both project-specific and cumulative impacts for all topics required under the California Environmental Quality Act (CEQA). As required by CEQA, an EIR will further examine those issues identified in the initial study to have potentially significant impacts, identify mitigation measures, and analyze whether the proposed mitigation measures would reduce potentially significant environmental impacts to a less-than-significant level. The Initial Study will be published as a separate document with a 30-day public review period and will also be included as an appendix to the EIR.

The Planning Department will convene a public scoping meeting at which public comment will be solicited on the issues that will be covered in the EIR (see "Public Scoping Process" of this Notice of Preparation (NOP) for more details). It is anticipated that the EIR will address the following environmental topics: cultural resources (specifically historic resources), transportation and circulation, and wind. Environmental impacts related to land use and land use planning, population and housing, cultural resources (specifically archaeological resources, tribal resources, and human remains), noise, air quality, greenhouse gas emissions, shadow, recreation, utilities and service systems, public services, biological resources, geology and soils, hydrology and water quality, hazards and hazardous materials, mineral and energy resources, and agricultural and forest resources are anticipated to be analyzed in the initial study, unless significant impacts are identified that cannot be mitigated to a less-than-significant level, in which case, analysis of any such impacts will be included in the EIR. The environmental issues to be addressed in the initial study are described briefly below. For all topics below, whether included in the initial study or also in the EIR, the analysis will consider the impacts of the proposed project and the variants impacts individually as well as cumulative impacts resulting from other reasonably foreseeable projects.

Since the proposed project and variant meet the requirements of a transit-oriented infill development project under Senate Bill 743, aesthetics and parking will not be considered in determining if the proposed project or variant has the potential to result in potentially significant environmental impacts. However, visual renderings will be included within the initial study and EIR project description for reference.

Land Use and Land Use Planning

The Land Use and Land Use Planning initial study analysis will describe existing land uses on the project site and in the project vicinity and analyze whether the proposed project or variants would physically divide an established community or result in conflicts with the Market and Octavia Area Plan or other land use plans adopted for the purpose of mitigating an environmental effect.

Population and Housing

The Population and Housing initial study analysis will analyze the potential for the proposed project or variants to result in impacts related to direct or indirect population growth, employment and housing provision and balance, and residential displacement.

Cultural Resources

The Cultural Resources initial study analysis will address historic resources, archaeological resources, tribal resources, and human remains. The building on the project site is considered a historic resource for the purpose of CEQA review. The proposed project and single tower project variant would demolish the existing building onsite. The historic significance of the existing building and the proposed project's impacts on the resource are described in the Historic Resource Evaluation (HRE) report,[29] prepared by a qualified consultant and independently evaluated by the Planning Department's Preservation staff, who issued a Historic Resource Evaluation Response (HRER).[30] The EIR will describe the historic resources on the project site, summarize applicable portions of the HRE and HRER, and identify the potential impacts on historic resources. The initial study will analyze potential effects on archaeological resources, tribal cultural resources, and human remains.

Transportation and Circulation

The proposed project and single tower project variant would generate new vehicle trips, generating additional vehicle miles traveled (VMT) to and from the project site. The proposed project and variant would also result in increases in transit ridership, pedestrian and bicycle activity, and loading demand. A Transportation Impact Study (TIS) has been prepared for the proposed project and variant in accordance with the Planning Department's Transportation Impact Analysis Guidelines for Environmental Review (October 2002) and the Planning Commission Resolution 19579, which established VMT as the appropriate transportation review metric. The initial study will analyze transit conditions, vehicle miles traveled, traffic hazards, pedestrian and bicycle conditions, freight loading, emergency vehicle access, and construction-related transportation impacts and determine mitigation measures for impacts that are determined to be significant. The EIR will include an analysis of potentially significant operation and construction impacts on the transportation and circulation system.

Noise

The Noise initial study analysis will include analysis of short-term construction-related noise and vibration impacts that could result from the proposed project and the single tower project variant. The analysis will evaluate the potential for noise generated by the proposed project to adversely affect nearby sensitive land uses and include a discussion of noise compatibility standards for the proposed residential and retail land uses.

Air Quality

The Air Quality initial study analysis will include an analysis of the proposed project's and variant's consistency with applicable air quality plans and a quantitative analysis of the potential for the proposed

[29] SWCA Environmental Consultants/Turnstone, 2016. Part I Historic Resources Evaluation. Final. September 2016.

[30] San Francisco Planning Department, 2016. Historic Resource Evaluation Response, 10 South Van Ness Avenue. November 16, 2016.

project to result in emissions of criteria air pollutants and other toxic air contaminants (TACs) that may affect sensitive populations. The analysis will also discuss the potential for the proposed project or variant to result in sources of odor. The Air Quality analysis will discuss air pollutant emissions during both construction and operation. The analysis will also summarize the results of a health risk assessment, which will be prepared to evaluate potential long-term health effects of emissions from both project construction and operation.

Greenhouse Gas Emissions

The Greenhouse Gas Emissions initial study analysis will address the proposed project's and variant's consistency with the City's Greenhouse Gas Reduction Strategy. The analysis will determine if the proposed project or variant could result in greenhouse gas emissions that would result in a significant impact on the environment.

Wind and Shadow

The proposed project and variant would change wind conditions at the project site and in the vicinity in such a way that would substantially affect public areas. A Wind Microclimate Study (WMS) will be prepared for the proposed project and variant to evaluate the existing wind conditions at and around the project site and the extent to which the proposed project or variant would result in wind conditions substantially affecting public areas. The EIR will summarize the results of the WMS, include an analysis of ground-level wind impacts, and determine mitigation measures for wind impacts that are determined to be significant.

The Shadow initial study analysis will include an evaluation of the potential for the proposed project or variant to result in shadow impacts on City parks and other publically-accessible open spaces. The analysis will be supported by a Shadow Technical Memorandum, evaluating the extent to which shadows cast by the proposed project or variant could adversely affect City parks and publically-accessible open spaces.

Recreation

The Recreation initial study analysis will analyze whether the proposed project or variant would physically degrade existing parks and recreational facilities or require the construction or expansion of parks and recreational facilities that could have a physical effect on the environment.

Utilities and Service Systems

The Utilities and Service Systems initial study analysis will include a discussion of potable water and wastewater treatment capacity as well as disposal capacity of solid waste that would be generated by the proposed project or variant. This topic will also include an assessment of whether the proposed project or variant would require the construction of new water supply, wastewater treatment, and/or stormwater drainage facilities, and, if so, whether that construction could result in adverse environmental impacts. A

Water Supply Assessment was adopted for the proposed project and variant in accordance with CEQA Guidelines Section 15155 and sections 10910 to 10915 of the California Water Code.[31]

Public Services

The Public Services initial study analysis will analyze whether existing public service providers (e.g., police and fire protection, schools, etc.) would be adversely affected by the proposed project and variant so as to require new or physically altered facilities, the construction of which could cause significant environmental impacts.

Biological Resources

The Biological Resources initial study analysis will discuss the existing biological resources or habitats that could be affected by the proposed project or variant, such as trees or the movement of any native resident or migratory bird species, and the potential for the proposed project or variant to result in a substantial adverse effect on these biological resources or habitats.

Geology and Soils

The Geology and Soils initial study analysis will evaluate the susceptibility of the project site to seismic activity, liquefaction, landslides, erosion, soil stability, and risks to life or property. The analysis will also include whether or not the proposed project or variant would substantially change the topography or any unique geologic or physical features of the site, or directly or indirectly destroy a unique paleontological resource or site or unique geologic feature. In addition, the analysis will also discuss plan review requirements with respect to construction above the BART tunnels that pass beneath the project site. Because the project site is located within the BART zone of influence (ZOI), BART engineering would review the project plans as well as supporting documentation, including but not limited to the geotechnical report, dewatering monitoring and recharging plans, a vibration monitoring plan, a foundation plan, and an excavation plan for any area within the ZOI.

Hydrology and Water Quality

The Hydrology and Water Quality initial study analysis will evaluate the proposed project's or variant's potential to violate water quality standards or waste discharge requirements or result in adverse effects to groundwater supplies. The analysis will also consider any affects to drainage patterns resulting from the proposed project or variant and evaluate the potential to create water runoff that could affect stormwater drainage systems. The analysis will also consider the potential of the proposed project or variant to place housing within an identified flood hazard area.

Hazards and Hazardous Materials

The Hazards and Hazardous Materials initial study analysis will evaluate the potential for the proposed project or variants to create a significant hazard to the public or the environment related to hazards hazardous materials through location on a hazardous materials site, the routine transport, use, or disposal of hazardous materials, the emission or release of hazardous soils or groundwater, or interference with an emergency response plan.

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[31] San Francisco Public Utilities Commission (SFPUC), 2017. Water Supply Assessment for the 10 South Van Ness Project. February 2, 2017.

Mineral and Energy Resources

The Mineral and Energy Resources initial study analysis will analyze potential impacts of the proposed project and variants related to existing mineral and energy resources.

Agricultural and Forest Resources

The Agricultural and Forest Resources initial study analysis will analyze potential impacts of the proposed project and varianst related to existing agricultural and forest resources.

FINDING

This project may have a significant effect on the environment and an EIR is required. This determination is based upon the criteria of the State CEQA Guidelines, Sections 15064 (Determining Significant Effect) and 15065 (Mandatory Findings of Significance). The purpose of the EIR is to provide information about potential significant physical environmental impacts of the proposed project and variant, to identify possible ways to minimize the potentially significant impacts, and to describe and analyze possible alternatives to the proposed project. Preparation of an EIR notice of preparation, initial study, or EIR does not indicate a decision by the City to approve or disapprove a proposed project. However, prior to making any such decision, the decision makers must review and consider the information contained in the EIR.

ALTERNATIVES

Alternatives to be evaluated in the EIR for the proposed project will include, but not be limited to, a No Project Alternative, which will assume no change to the existing conditions on the project site, one or more alternatives that preserve all or most of the historic resources on the project site, and additional alternatives to address other significant effects of the proposed project or variants that are identified in the EIR. The alternatives considered and the analysis thereof is based upon the criteria of the State CEQA Guidelines, Section 15126.6 (Consideration and Discussion of Alternatives to the Proposed Project).

PUBLIC SCOPING PROCESS

Pursuant to the State of California Public Resources Code Section 21083.9 and California Environmental Quality Act Guidelines Section 15206, a public scoping meeting will be held to receive oral comments concerning the scope of the EIR. The meeting will be held on **August 2, 2017, from 6 p.m. to 8 p.m.** at **One South Van Ness Avenue, 2nd Floor Atrium.** To request a language interpreter or to accommodate persons with disabilities at the scoping meeting, please contact the staff contact listed above at least 72 hours in advance of the meeting. Written comments will also be accepted at this meeting and until 5 p.m. on **August 11, 2017**. Written comments should be sent or emailed to Rachel Schuett, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103 or rachel.schuett@sfgov.org and should reference the project title and case number that is provided on the front of this notice.

State Agencies: If you work for a responsible State agency, we need to know the views of your agency regarding the scope and content of the environmental information that is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR

when considering a permit or other approval for this project. Please include the name of a contact person in your agency.

Members of the public are not required to provide personal identifying information when they communicate with the Commission or the Department. All written or oral communications, including submitted personal contact information, may be made available to the public for inspection and copying upon request and may appear on the Department's website or in other public documents.

July 6, 2017
Date

for Lisa Gibson
Environmental Review Officer