



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: February 28, 2018

TO: Architectural Review Committee (ARC) of the Historic Preservation Commission (HPC)

FROM: Eiliesh Tuffy, Preservation Planner, (415) 575-9191

REVIEWED BY: Tim Frye, Historic Preservation Officer, (415) 575-6822

RE: **Review and Comment: 120 Stockton Street**
Case No. 2016-016161PTA/CUA/DNX/OFA

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BACKGROUND

The Planning Department (Department) requests review and comment before the Architectural Review Committee (ARC) regarding the proposed project at 120 Stockton Street to convert a single-tenant retail building for multi-tenant Retail with Office and Restaurant use. The subject property, currently doing business as the Macy's Men's Store, is a Category V building in the Kearny-Market-Mason-Sutter Conservation District.

The proposed project will also seek approval under Planning Code Section 210.2 for Non-Retail Sales and Service (Office) use larger than 5,000 gross square feet in size that is also located above the ground floor. In the C-3-R District, in addition to the criteria set forth in Section 303, approval shall be given upon a determination that the use will not detract from the District's primary function as an area for comparison shopper retailing and direct consumer services.

PROPERTY DESCRIPTION

120 Stockton Street is located on an irregularly-shaped lot (measuring approximately 31,405 square feet) with 137.5 feet of frontage on Stockton Street, 220 feet of frontage on O'Farrell Street, and 42.5 feet of frontage on Security Pacific Place. Currently, the project site contains a seven-story over basement commercial retail building currently occupied by the Macy's Men's Store. The project site is located within the C-3-R (Downtown Commercial) Zoning District and 80-130-F Height and Bulk Limit.

The subject property was originally built to house the Hawaii-based department store, Liberty House. Designed by the Los Angeles architecture firm of Morganelli & Heuman, construction was completed in 1974. At the time of the city's architectural survey and eventual adoption of the Kearny-Market-Mason-Sutter Conservation District in 1985, the subject property was only 11 years old and was subsequently identified as a Category V – Unrated building. A Historic Resource Evaluation was prepared as part of the Environmental Evaluation of the project proposal. In that report, the preservation consultant affirms the Category V status of the building, due to its construction date outside the district's period of significance and makes the determination that the subject property is therefore a non-contributor to the district.

The framework for the determination of individual historic resource eligibility was based on the state's criteria for listing historic resources on the *California Register of Historical Resources*. Specifically, *Special Consideration #2*, which states:

(2) Historical resources achieving significance within the past fifty (50) years. In order to understand the historic importance of a resource, sufficient time must have passed to obtain a scholarly perspective on the events or individuals associated with the resource. A resource less than fifty (50) years old may be considered for listing in the California Register if it can be demonstrated that sufficient time has passed to understand its historical importance.

Source: California Code of Regulations, Title 14, § 4852(d)(2)

The consultant finds the subject property is not significant for its association with historic events, with persons of historic significance, as the work of a master, or as a remarkable example of the Brutalist style in architecture. Therefore, the report finds the subject property ineligible for individual historic designation.

CHARACTER-DEFINING FEATURES

The characteristics and features of the Kearny-Market-Mason-Sutter Conservation District are outlined in Appendix E to Article 11 of the Planning Code, and include:

Characteristics of the District

- Early 20th-century commercial retail architecture, built within a 20-year span
- Small-scaled, light-colored buildings
- Building heights of predominantly 4-8 stories
- Pedestrian-friendly streetwall scale
- Complementary building detailing, colors, materials, massing, and scale
- Alignment of cornices and belt courses
- Beaux Arts & Classical Revival style ornament; some Spanish Colonial style ornament
- Dynamic nature of changing shop windows
- The Union Square public open space

Massing and Composition

- Continuous streetwall heights with properties built out to the property lines
- Vertically-oriented rectangular massing in a 1:2 or 1:4 ratio
- Two or three-part vertical compositions
- Emphasis on the structural bays
- Articulation which breaks the facades into discreet segments, with emphasis on either end bays or the central bay
- Corner buildings designed to tie the two block fronts together through the corner treatment

Scale

- Small to medium scale

- Bays 20- to 30-feet wide
- 4-8 story building heights
- Wider building facades articulated into narrow segments
- Delineated building base of intimate scale

Materials and Colors

- Masonry cladding: terra cotta, brick, stone and stucco
- Light or medium earth tones: white, cream, buff, yellow, brown
- Painted wood and painted metal window sash and ornament
- Multidimensional wall surfaces with texture and depth to mimic load-bearing masonry

Detailing and Ornamentation

- Used to relate buildings to their neighbors
- Rustication
- Deep window reveals
- Varied ornamentation: Classical, Renaissance, Gothic, etc.
- Arches, columns, pilasters, projecting bracketed cornices, belt courses, lintels and pediments, decorated spandrels

PROJECT DESCRIPTION

The project proposes removal of the building's existing travertine limestone cladding to install a new glass and terra cotta façade. The exterior re-cladding is part of a larger proposal to convert the existing, single-tenant retail building plus accessory office space into a multi-tenant building with approximately 162,000sf of Retail use in the basement through the 5th floors, 49,999sf of Office use between the 6th and 7th floors, and a 1-story rooftop addition that would add 17 feet of additional height for a 10,800sf Restaurant use, plus new rooftop mechanical penthouses. The roof is proposed to be programmed with outdoor open space covered by a pergola that wraps the street-facing portions of the vertical addition and is set back 12-20 feet from the parapet wall. Overall the project would add approximately 5,000sf of new F.A.R. through the acquisition of Transferred Development Rights.

OTHER ACTIONS REQUIRED

Pursuant to Planning Code Section 1111, the Historic Preservation Commission shall review the application for a Major Permit to Alter for compliance with Article 11 of the Planning Code, the *Secretary of Interior's Standards* and any applicable provisions of the Planning Code at a future date. The project would also require Conditional Use Authorization, Downtown Project Authorization and small-cap Office Allocation approvals from the Planning Commission.

ENVIRONMENTAL REVIEW

The proposed project is currently undergoing environment review under Case No. 2016-016161ENV.

PUBLIC/NEIGHBORHOOD INPUT

To date, the Department has not received any public comment about the proposed project.

STAFF ANALYSIS

The Department seeks the advice of the ARC regarding the compatibility of the project, specifically the façade alterations and vertical addition, with Appendix E to Article 11 of the Planning Code. Department staff will undertake a complete analysis of the proposed project as part of the environmental evaluation and review of the building permit application per Planning Code Section 1111, which will require a future HPC hearing. The Department would like the ARC to consider the following information:

STANDARDS FOR REVIEW OF NEW CONSTRUCTION AND CERTAIN ALTERATIONS

In accordance with Section 7 of Planning Code Article 11, Appendix E:

(a) All construction of new buildings and all major alterations, which are subject to the provisions of Sections 1110, 1111 through 1111.6 and 1113, shall be compatible with the District in general with respect to the building's composition and massing, scale, materials and colors, and detailing and ornamentation, including those features described in Section 6 of this Appendix. Emphasis shall be placed on compatibility with those buildings in the area in which the new or altered building is located. In the case of major alterations, only those building characteristics that are affected by the proposed alteration shall be considered in assessing compatibility. Signs on buildings in conservation districts are subject to the provisions of Section 1111.7.

The foregoing standards do not require, or even encourage, new buildings to imitate the styles of the past. Rather, they require the new to be compatible with the old. The determination of compatibility shall be made in accordance with the provisions of Section 309.

(b) The guidelines in this Subsection are to be used in assessing compatibility.

(1) Composition and Massing. Although the District is quite large and contains a wide variety of building forms, new construction should maintain its essential character by relating to the prevailing height, mass, proportions, rhythm and composition of existing Significant and Contributory Buildings. The height and massing of new buildings should not alter the traditional scale of existing buildings, streets and open spaces. In addition to the consideration of sunlight access for the street, an appropriate streetwall height is established by reference to the prevailing height of the buildings on the block and especially that of adjacent buildings. If the adjacent buildings are of a significantly different height than the rest of the buildings on the block, then the prevailing height of buildings on the block should be used as a guide. A setback at the streetwall height can permit additional height above the setback without breaking the continuity of the street wall.

Most existing buildings are built to the property or street line. This pattern, except in the case of carefully selected open spaces, should not be broken since it could damage the continuity of building rhythms and the definitions of streets.

The standard proportions of new buildings should be established by the prevailing streetwall height and width of lots. To ensure that an established set of proportions is maintained, it is necessary to break up the facades of new buildings into smaller sections that relate to those existing proportions. The use of smaller bays and multiple entrances are two ways of relating the rhythm of a new building with those of historic buildings.

The design of a new structure should repeat the prevailing pattern of two- and three-part vertical compositions. A base element is necessary to define the pedestrian environment. This division of a building allows flexibility in the design of the ground story while encouraging a uniform treatment of the upper stories.

(2) Scale. A major influence on scale is the degree to which the total facade plane is broken into smaller parts (by detailing, fenestration, bay widths) which relate to human scale. While department stores and hotels are of a medium scale, the traditional pattern for the District has consisted of small scale buildings. The existing scale of the buildings in the vicinity should be maintained. This can be accomplished in a variety of ways, including: a consistent use of size and complexity of detailing in regards to surrounding buildings, continuance of existing bay widths, maintenance of an existing streetwall height, and incorporation of a base element (of similar height) to maintain the pedestrian environment. Large wall surfaces, which increase a building's scale, should be broken up through the use of detailing and textural variation.

Existing fenestration (windows, entrances) rhythms and proportions which have been established by lot width or bay width should be repeated in new structures. The spacing and size of window openings should follow the sequence set by Significant and Contributory structures. Large glass areas should be broken up by mullions so that the scale of glazed areas is compatible with that of neighboring buildings. Casement and double-hung windows should be used where possible.

(3) Materials and Colors. The use of like materials can relate two buildings of obviously different eras and styles. Similarly, the use of materials that appear similar (such as substituting concrete for stone) can link two disparate structures, or harmonize the appearance of a new structure with the architectural character of a conservation district. The preferred surface materials for this district are brick, stone, and concrete (simulated to look like terra cotta or stone).

The texture of surfaces can be treated in a manner so as to emphasize the bearing function of the material, as is done in rustication on historic buildings.

Traditional light colors should be used in order to blend in with the character of the district. Dissimilar buildings may be made more compatible by using similar or harmonious colors, and to a lesser extent, by using similar textures.

(4) Detailing and Ornamentation. A new building should relate to the surrounding area by picking up elements from surrounding buildings and repeating them or developing them for new purposes. Since the District has one of the largest collections of finely ornamented buildings in the City, these buildings should serve as references for new buildings. Detailing of a similar shape and placement can be used without directly copying historical ornament. The new structure should incorporate prevailing cornice lines or belt courses and may also use a modern vernacular instead of that of the original model.

RECOMMENDATIONS

Staff is requesting review and comment from the ARC in regards to conformity with Appendix E to Article 11 of the Planning Code for the proposed project and its effect on the character-defining features of the district.

Massing and Composition.

The project would maintain full lot coverage, with a new façade design that is largely built out to the property lines, with the exception of the massing break above the building base and the recessed O'Farrell Street office lobby entrance bay at the east end of the site. The expression of the façade's terra cotta piers and spandrels places an emphasis on the building's structural bays. In keeping with the design treatment of other historic corner buildings in the district, the project design places visual emphasis at the intersection of the building's two street frontages in the form of a 1.5-story vertical break above the building base. The angular recess in the design serves as delineation between the building's lower base and upper shaft, which is referential to the district's characteristic two- and three-part vertical façade compositions. Further massing studies will be needed to determine if the vertical addition creates building massing that is incompatible with the district.

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

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

b) The two- or three-part vertical composition could be further enhanced by creating more pronounced horizontal breaks at the termination of the building base and again at the building's parapet wall. Sheet 11 of the ARC packet includes an image of the historic Macy's building's lower cornice. Rather than an open railing at the 3rd floor, perhaps an extension of the terra cotta cladding material could be explored to help add heft to the visual termination of the building base. Similarly, the top edge of the roofline parapet, which has an angled return to the window glazing below, could be modified to create a more pronounced shadow line in greater conformance with historic upper-cornice

building terminations. The storefront glazing systems could also be installed with a greater setback to create a deeper return at the ground floor piers to help visually anchor the building.

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

Scale. The building, even with the addition of an extra floor level at the roof, would still fall within the 4-8 story building height range that is characteristic of the district. The scale of the bays appears to be compatible with other buildings in the immediate context at the Stockton & O'Farrell intersection, which feature generously-sized bays with a high ratio of glazing.

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

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

Detailing and Ornamentation. The building relates to its neighbors in the height of the building base, the façade material and tonality, the depth of the upper floor window reveals, and the attention to detail at the building base through the gradation of terra cotta brick sizing.

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

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

REQUESTED ACTION

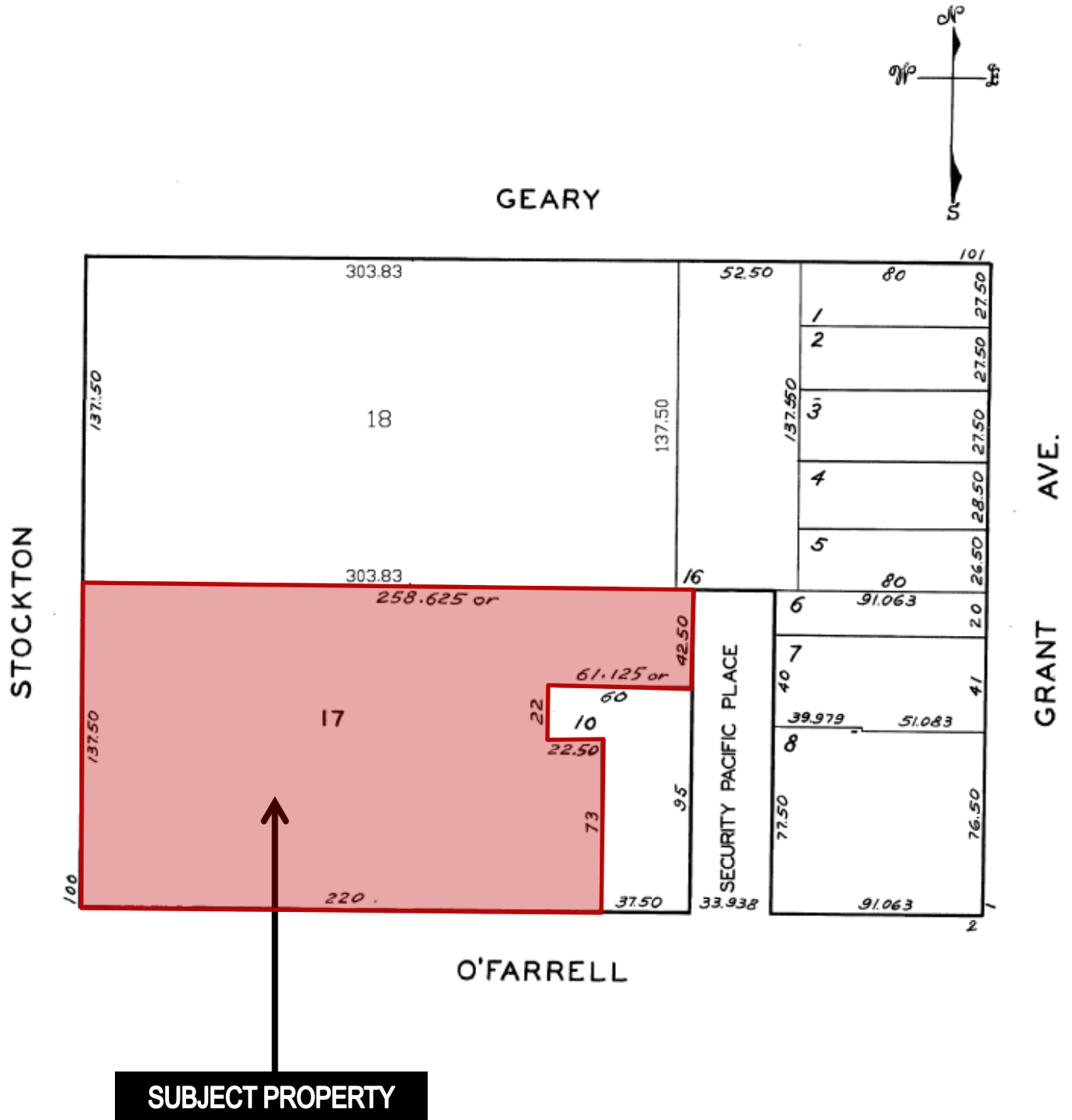
Specifically, the Department seeks comment on:

- The project recommendations proposed by staff.
- The compatibility of the project with the characteristics and features of the district.

ATTACHMENTS

- Exhibits including:
 - Parcel Map
- Appendix E to Article 11 of the San Francisco Planning Code
- Historic Resource Evaluation, by Tim Kelley Consulting, LLC (dated October 2017)
- Urban Design Advisory Team (UDAT) Meeting Notes, dated 10 January 2018
- Project sponsor submittal including:
 - Renderings, massing studies and architectural drawings prepared by Gensler, dated February 27, 2018

Block Map



APPENDIX E TO ARTICLE 11 KEARNY-MARKET-MASON-SUTTER CONSERVATION DISTRICT

SEC. 1. FINDINGS AND PURPOSES.

It is hereby found that the area known and described in this Appendix as the Kearny-Market-Mason-Sutter Street area is a Subarea within the C-3 District that possesses concentrations of buildings that together create a subarea of architectural and environmental quality and importance which contributes to the beauty and attractiveness of the City. It is further found that the area meets the standards for designation of a Conservation District as set forth in Section 1103 of Article 11 and that the designation of said area as a Conservation District will be in furtherance of and in conformance with the purposes of Article 11 of the City Planning Code.

This designation is intended to promote the health, safety, prosperity and welfare of the people of the City through the effectuation of the purposes set forth in Section 1101 of Article 11 and the maintenance of the scale and character of the Kearny-Market-Mason-Sutter area by:

- (a) The protection and preservation of the basic characteristics and salient architectural details of structures insofar as these characteristics and details are compatible with the Conservation District;
- (b) Providing scope for the continuing vitality of the District through private renewal and architectural creativity, within appropriate controls and standards. It is intended to foster a climate in which the Kearny-Market-Mason-Sutter District may continue as the prime Bay Area retail district and a center for tourists from around the country and the world;
- (c) The maintenance of an identity separate from the financial district by maintaining the relatively small scale and sunlit sidewalks and open spaces.

(Added Ord. 414-85, App. 9/17/85)

SEC. 2. DESIGNATION.

Pursuant to Section 1103.1 of Article 11, of the City Planning Code (Part II, Chapter II of the San Francisco Municipal Code), the Kearny-Market-Mason-Sutter area is hereby designated as a Conservation District.

(Added Ord. 414-85, App. 9/17/85)

SEC. 3. LOCATION AND BOUNDARIES.

The location and boundaries of the Kearny-Market-Mason-Sutter Conservation District shall be as designated on the Kearny-Market-Mason-Sutter Conservation District Map, the original of which is on file with the Clerk of the Board of Supervisors under File No. 223-84-4, which Map

is hereby incorporated herein as though fully set forth and a facsimile of which is reproduced herein below.

(Added Ord. 414-85, App. 9/17/85)

SEC. 4. RELATION TO CITY PLANNING CODE.

(a) Article 11 of the City Planning Code is the basic law governing preservation of buildings and districts of architectural importance in the C-3 District of the City and County of San Francisco. This Appendix is subject to and in addition to the provisions thereof.

(b) Except as may be specifically provided to the contrary in this Code, nothing in this Appendix shall supersede, impair or modify any City Planning Code provisions applicable to property in the Kearny-Market-Mason-Sutter Conservation District, including, but not limited to, regulations controlling uses, height, bulk, coverage, floor area ratio, required open space, off-street parking, and signs.

(Added Ord. 414-85, App. 9/17/85)

SEC. 5. JUSTIFICATION.

The characteristics of the Conservation District justifying its designation are as follows:

(a) **History of the District.** Since the Kearny-Market-Mason-Sutter District covers a large area, individual streets within the district have had unique histories which have often changed dramatically over time. Maiden Lane (originally called Morton Street) was once the site of numerous houses of prostitution. Yet, after the fire and the opening of nearby department stores the renamed Union Square Avenue became the service entrance for those stores. In time, restaurants and retail stores opened, paving the way for the emergence of Maiden Lane as an exclusive retail address. Similarly, before the earthquake Powell Street, home to many theaters and restaurants, was known as the "uptown tenderloin." In the 1920's, the opening of numerous hotels and retail stores led to a gradual change of character on the street.

These changing land-use patterns were in part determined by the movement of high-quality retail stores. Throughout the years, the closing or movement of larger department stores has often provided new space for smaller stores, and has strongly influenced their locations. The best known stores of the retail district were located on Kearny Street in the 1870's and 1880's. The growth of the City, due in part to the introduction of cable car service, led to the movement of the retail district towards both Market Street and the Grant Avenue/Union Square area. Beginning in the 1880's, department stores such as the Emporium and Hale Brothers opened large stores on Market Street. However, the large width of Market Street and its distance from high income residential neighborhoods on Nob Hill hindered its further development as a high class retail district. By the 1920's, Market Street had become San Francisco's family shopping street.

The prominence of the Grant Avenue/Union Square retail area as an exclusive shopping district was assured when I. Magnin (originally on Third Street) moved from Market Street to the corner of Grant Avenue and Geary Street. The location of the City of Paris at the corner of Geary and Stockton Streets across from Union Square firmly established Union Square as the most desirable location in the retail district. I. Magnin eventually moved to a building across from Union Square and O'Connor Moffat (now Macys) located at the corner of Geary and Stockton

Streets. A side effect of the development of Union Square as a retail district was the displacement of many medical and dental offices by beauty parlors and restaurants catering to the new retail trade. Since the 1920's, Lower Grant Avenue and the Union Square area have been the City's premier shopping district.

Concurrent with the development of Grant Avenue/Union Square as a retail district were the relocations of the hotel and theater districts. By the 1890's, the theater district relocated from Bush Street (between Grant and Kearny) to the area west of Union Square. Whereas hotels were once clustered at the intersection of Montgomery and Market Streets, after the 1906 Fire most hotels also moved to the area west of Union Square. The establishment of the St. Francis Hotel on the west side of the square was a major impetus to the hotel relocation. Before the fire, this area had been the site of many household goods establishments.

(b) **Basic Nature of the District.** The pattern of development is one of small-scaled, light-colored buildings predominantly four to eight stories in height. The height and scale provide for a streetscape which is attractive to the pedestrian because of the comfortable scale and sunlit sidewalks. This dense area is the heart of San Francisco's retail and tourist sectors, containing a concentration of fine shops, department stores, theaters, hotels, and restaurants. As such, it is one of the main attractions to tourists from around the country and world, as well as the prime retail district in the Bay Area. The District is further defined by the location of Union Square in its heart. This square is, in many ways, the premier public open space in the City, as well as a primary public forum.

(c) **Architectural Character.** The character of the area is determined by the many fine quality structures, among the best in the City, and supported by a number of contributory buildings. Since the entire area was built in less than 20 years, and the major portion in less than 10 years, buildings were constructed in similar styles and structural technology. Perhaps even more importantly, architects were of like backgrounds, schooled in the classical Beaux Arts tradition.

In addition to their individual architectural features, the scale and design of buildings in the district related very well with neighboring buildings, streets and open spaces. This effect was achieved in large part by the alignment of cornice and belt course lines. The buildings used compatible detailing, colors, materials, massing, and scale. Ornament was derived from Classical, Renaissance, Gothic and Romanesque sources. In a limited number of examples, ornament was developed from early Spanish Colonial models.

(d) **Uniqueness and Location.** The District's character, although it has many buildings of recent vintage, is largely intact. It is one of the few homogeneous collections of early Twentieth Century commercial architecture of its type in the United States. Of a total of 324 buildings in this District, 114 are architecturally significant and 140 are contributory. Only 98 buildings are not rated. Union Square, an integral part of the District, is a unique resource and ranks with the finest open spaces in the country. The area is centrally located and easily accessible to the Financial District, Nob Hill, the Tenderloin, and the South of Market, as well as outlying districts of the City. The Powell Street Cable Car lines is a unique feature which relates the area to the entire northeastern quadrant of the City and attracts tourists to the area.

(e) **Visual and Functional Unity.** The character of the area is determined by a series of buildings whose compositions and use of materials and ornament are complementary, as well as by the regular street pattern which creates interesting views and vistas down the streets. Within

the District, several subareas increase the variety and complexity of the District while retaining its essential architectural character.

(f) **Dynamic Continuity.** The District is the center of San Francisco's retail market and is constantly responding to new trends and needs. The area has seen the recent opening of two major department stores and, in addition, many new small stores. Indeed, much of the pedestrian interest so important to the District is a result of the ever-changing shop windows and stores.

(g) **Benefits to the City and its Residents.** The District provides a wide range of benefits to both the City and its residents. Much of the retailing area's vitality is attributable to its physical character. The mix of shops and unique buildings is not duplicated in suburban shopping malls, and, because of this, the area attracts shoppers from around the Bay Area. The District is a prime destination for tourists and is therefore an important part of San Francisco's image. The prevailing architectural character is an important legacy from the Beaux Arts tradition and contains many fine examples of commercial architecture.

(Added Ord. 414-85, App. 9/17/85)

SEC. 6. FEATURES.

The exterior architectural features of the Kearny-Market-Mason-Sutter Conservation District are as follows:

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

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

The massing of the structures is usually a simple vertically oriented rectangle with a ratio of width to height generally from 1:2 to 1:4. This vertically oriented massing is an important characteristic of the District. In addition, continuous streetwall heights are a characteristic of most blockfronts.

Almost without exception, the buildings in the Kearny-Market-Mason-Sutter Conservation District are built to the front property line and occupy the entire site. Where buildings have not followed this rule, they do not adequately enclose the street. The massing of structures often reflects unique or prominent site characteristics. Corner buildings often have rounded corner bays to express the special requirements of the site and to tie its two blockfronts together.

(b) **Scale.** The buildings are of small to medium scale. The bay width is generally from 20 feet to 30 feet. Heights generally range from four to eight stories on lots 40 feet to 80 feet wide, although a number of taller buildings exist. The wider frontages are often broken up by articulation of the facade, making the buildings appear narrower. The base is generally delineated from the rest of the building giving the District an intimate scale at the street.

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

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

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

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

(Added Ord. 414-85, App. 9/17/85)

SEC. 7. STANDARDS AND GUIDELINES FOR REVIEW OF NEW CONSTRUCTION AND CERTAIN ALTERATIONS.

(a) All construction of new buildings and all major alterations, which are subject to the provisions of Sections 1110, 1111 through 1111.6 and 1113, shall be compatible with the District in general with respect to the building's composition and massing, scale, materials and colors, and detailing and ornamentation, including those features described in Section 6 of this Appendix. Emphasis shall be placed on compatibility with those buildings in the area in which the new or altered building is located. In the case of major alterations, only those building characteristics that are affected by the proposed alteration shall be considered in assessing compatibility. Signs on buildings in conservation districts are subject to the provisions of Section 1111.7.

The foregoing standards do not require, or even encourage, new buildings to imitate the styles of the past. Rather, they require the new to be compatible with the old. The determination of compatibility shall be made in accordance with the provisions of Section 309.

(b) The guidelines in this Subsection are to be used in assessing compatibility.

(1) **Composition and Massing.** Although the District is quite large and contains a wide variety of building forms, new construction should maintain its essential character by relating to the prevailing height, mass, proportions, rhythm and composition of existing Significant and Contributory Buildings. The height and massing of new buildings should not alter the traditional scale of existing buildings, streets and open spaces. In addition to the consideration of sunlight access for the street, an appropriate streetwall height is established by reference to the prevailing height of the buildings on the block and especially that of adjacent buildings. If the adjacent buildings are of a significantly different height than the rest of the buildings on the block, then

the prevailing height of buildings on the block should be used as a guide. A setback at the streetwall height can permit additional height above the setback without breaking the continuity of the street wall.

Most existing buildings are built to the property or street line. This pattern, except in the case of carefully selected open spaces, should not be broken since it could damage the continuity of building rhythms and the definitions of streets.

The standard proportions of new buildings should be established by the prevailing streetwall height and width of lots. To ensure that an established set of proportions is maintained, it is necessary to break up the facades of new buildings into smaller sections that relate to those existing proportions. The use of smaller bays and multiple entrances are two ways of relating the rhythm of a new building with those of historic buildings.

The design of a new structure should repeat the prevailing pattern of two- and three-part vertical compositions. A base element is necessary to define the pedestrian environment. This division of a building allows flexibility in the design of the ground story while encouraging a uniform treatment of the upper stories.

(2) **Scale.** A major influence on scale is the degree to which the total facade plane is broken into smaller parts (by detailing, fenestration, bay widths) which relate to human scale. While department stores and hotels are of a medium scale, the traditional pattern for the District has consisted of small scale buildings. The existing scale of the buildings in the vicinity should be maintained. This can be accomplished in a variety of ways, including: a consistent use of size and complexity of detailing in regards to surrounding buildings, continuance of existing bay widths, maintenance of an existing streetwall height, and incorporation of a base element (of similar height) to maintain the pedestrian environment. Large wall surfaces, which increase a building's scale, should be broken up through the use of detailing and textural variation.

Existing fenestration (windows, entrances) rhythms and proportions which have been established by lot width or bay width should be repeated in new structures. The spacing and size of window openings should follow the sequence set by Significant and Contributory structures. Large glass areas should be broken up by mullions so that the scale of glazed areas is compatible with that of neighboring buildings. Casement and double-hung windows should be used where possible.

(3) **Materials and Colors.** The use of like materials can relate two buildings of obviously different eras and styles. Similarly, the use of materials that appear similar (such as substituting concrete for stone) can link two disparate structures, or harmonize the appearance of a new structure with the architectural character of a conservation district. The preferred surface materials for this district are brick, stone, and concrete (simulated to look like terra cotta or stone).

The texture of surfaces can be treated in a manner so as to emphasize the bearing function of the material, as is done in rustication on historic buildings.

Traditional light colors should be used in order to blend in with the character of the district. Dissimilar buildings may be made more compatible by using similar or harmonious colors, and to a lesser extent, by using similar textures.

(4) **Detailing and Ornamentation.** A new building should relate to the surrounding area by picking up elements from surrounding buildings and repeating them or developing them for new

purposes. Since the District has one of the largest collections of finely ornamented buildings in the City, these buildings should serve as references for new buildings. Detailing of a similar shape and placement can be used without directly copying historical ornament. The new structure should incorporate prevailing cornice lines or belt courses and may also use a modern vernacular instead of that of the original model.

(Added Ord. 414-85, App. 9/17/85)

SEC. 8. TDR: ELIGIBILITY OF CATEGORY V BUILDINGS.

Category V Buildings in that portion of the Kearny-Market-Mason-Sutter Conservation District which is in the C-3-0 Use District as shown on Sectional Map 1 of the Zoning Map are eligible for the transfer of TDR as provided in Section 1109(c).

(Added Ord. 414-85, App. 9/17/85)

KEARNY-MARKET-MASON-SUTTER CONSERVATION DISTRICT



0 250 500 1,000 1,500 2,000 Feet



HISTORICAL RESOURCE EVALUATION

MACY'S MEN'S STORE/LIBERTY HOUSE DEPARTMENT STORE

50 O'FARRELL STREET/120 STOCKTON STREET



TIM KELLEY CONSULTING, LLC

HISTORICAL RESOURCES

2912 DIAMOND STREET #330

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I. PART 1 INTRODUCTION

Tim Kelley Consulting, LLC (TKC) was engaged to provide an Historical Resource Evaluation (HRE) for a project proposing to convert the Macy's Men's Store building at 50 O'Farrell/120 Stockton Street to a multi-tenant retail and office building, including major facade alterations and the addition of a partial eighth story. A scoping discussion conducted by email on May 2, 2017 with Allison Vanderslice, Planner, established that the existing building would be evaluated for possible individual significance and that the proposed project would be evaluated for possible adverse impacts on historical resources and specifically for compatibility with the Kearny-Market-Mason-Sutter Conservation District.

II. SUMMARY

This building is found not to be eligible for individual listing on the California Register. It is a Category V Unrated Building in the Kearny-Market-Mason-Sutter Conservation District, thus is assumed to be a non-contributor to the District. Part 2 of this report examines the possible impacts of the proposed project on the District.

III. CURRENT HISTORIC STATUS

On September 28, 2017 TKC consulted the San Francisco Planning Department Property Information Map (PIM) to determine whether the property was identified in any recognized register of historical resources. The PIM listed the following Preservation information for the subject property.

HISTORIC EVALUATION:

Parcel:	0313017
Building Name:	
Address:	50 OFARRELL ST
Planning Dept. Historic Resource Status:	A - Historic Resource Present

ARTICLE 10 DESIGNATED HISTORIC DISTRICTS AND LANDMARKS:

None

ARTICLE 11 PRESERVATION DESIGNATION:

Article 11 Category:	V - UNRATED BUILDING
Conservation District:	Kearny-Market-Mason-Sutter

NATIONAL REGISTER HISTORIC DISTRICTS:

None

CALIFORNIA REGISTER HISTORIC DISTRICTS:

[Kearny-Market-Mason-Sutter Conservation District](#)

HISTORIC RESOURCE EVALUATION RESPONSES:

None

HISTORIC SURVEYS:

None

HISTORIC CONTEXT STATEMENTS:

None

LEGACY BUSINESS REGISTRY:

None

ARCHITECTURE:

Unknown

IV. DESCRIPTION

A. Site

The site is at the northeast corner of O'Farrell and Stockton Streets in the Union Square area. There is additional frontage also on Security Pacific Place, a short dead end alley east of Stockton. The parcel is irregular in shape due to its jogging around the Kohler and Chase building at the north corner of O'Farrell and Security Pacific Place. O'Farrell slopes slightly down from this corner and Stockton slopes up. The building extends to the sidewalks with no landscaping or hardscaping.

B. Exterior

The subject building is a seven story concrete commercial department store with corporate office space on the sixth and seventh floors. It is rectangular in plan with the long axis east-west along O'Farrell Street and a large L shaped cutout at the southeast corner that skirts the Kohler and Chase building. The two primary elevations are clad in travertine and are blank and featureless on floors two through five. The ground floor is articulated with deep punched recesses, four on O'Farrell and two on Stockton, containing metal glazed storefront display and entrance systems. The soffits of the recesses are chamfered. The display window modules are not full height and are covered by metal sheds roofs. Floors six and seven, the location of the

office spaces, have deep punched recesses that form integral balconies and are sheltered by metal awnings. The building terminates with a low, level parapet.

The narrow third visible elevation that faces on Security Pacific Place is utilitarian in nature. It contains a loading dock vehicular entrance at ground level and is punctuated at the upper levels by rows of four louvered vents. It is clad in concrete.

Overall, the subject building presents as a massive featureless monolith, with the only projections from the mass being the metal awnings at the upper levels.

V. HISTORIC CONTEXT

A. Department Store Business Model

Nationwide, department stores initially developed in the 1880s from enhanced dry goods stores. The year 1888 marked the first time that the term “department store” was used, referencing one such store opening in Los Angeles.¹ At first, the stores were regarded with mistrust, as they were a new concept and required a new approach to shopping and running errands. The growth of department stores in the 1890s was encouraged by a declining economy, however, which reached its lowest point during the Panic of 1893. This seeming detriment to commerce set the stage for the stores to become fiercely competitive and seize the market from smaller specialty shops, which they often consumed, putting them out of business or sometimes incorporating them as departments or counters within the larger store. Despite initial resistance the public eventually accepted the new stores as convenient, cost-saving establishments.²

This general pattern was replicated in San Francisco’s downtown shopping district. Most of the major department stores began as dry goods shops, a few of which had opened during the Gold Rush. It is difficult to assign the status of “first department store” to any one establishment in the city, as many of these small shops grew and expanded their offerings making the point at which they could be considered a full-fledged department store vague. However, the pioneering downtown establishments, such as the Emporium, the City of Paris, and the White House, had reached maturity by the 1890s, when the concept of department stores finally took hold and gained acceptance from the public.

At the same time the economic slump of the 1890s rebounded and department stores were financially able to make good on their bid for dominance over small specialty retailers. Many did this by improving their offerings in a broad sense: providing more complimentary services and amenities for customers and improving the variety and quality of merchandise they carried, all while being able to offer reduced prices. Department stores tried to appeal

¹ Jan Whitaker, *Service and Style*, New York, St. Martin's Press, 2006, p12

² Ibid P8

especially to their predominantly female clientele, who previously traveled all over the downtown area and other neighborhoods running errands and taking care of household business. In an age where a woman's presence on the street was not always deemed appropriate, this was an inconvenience that the department stores attempted to solve by offering a feminine refuge where all the day's errands could be taken care of at the same convenient place.

Department stores became cities within the city, where a customer could not only shop, but have a refined meal, write and mail a letter, send a telegram, buy theater tickets, have their hair done, make a telephone call, have the children looked after, and even view an art exhibit.³ Some department stores also offered lectures and classes for the betterment of their patrons. For instance, in 1913, a six-day domestic science course taught by a renowned Southern cooking expert was offered free of charge to help women improve their housekeeping and culinary skills.⁴

With this strategy to create a self-contained, self-sufficient, retail-based community, department stores also began addressing the welfare of the community. The continued development and improvement of the department store concept marked the birth of the "modern department store." The business it generated enabled many companies to build their first major stores, often following up with annexes, additions and off-site warehouses to accommodate their rapid growth.⁵ While this national trend got off to a strong start in San Francisco though, it did not reach fruition before the 1906 earthquake and fire literally leveled the playing field for department stores in the city. With the entire downtown burned, not one city-like department store was left with a viable building or a stock of merchandise to sell.

This setback actually improved business prospects for department stores. In the months following the earthquake, there was an entire city of consumers eager to reestablish their lives with food, clothing, and household goods, as well, perhaps, to relieve a visceral response to death, destruction, and discomfort through the purchase of luxuries. Commercial competition was fierce, and department stores raced to rebuild, obtaining early building permits and employing carpenters in shifts to get the work done. A number of the downtown department stores claimed to be the first to reopen.

With physical holdings eliminated, department stores had to reestablish themselves based purely on reputation after 1906. Although most rebuilt on or near their original locations, a perceptible division formed that separated the elite and luxury department stores from mid-range and discount department stores. The range of an upper-class shopper was focused north of Market Street between Stockton and Kearny streets, where department stores like

³ Jessica Ellen Sewell, *Women and the Everyday City*, Minneapolis, University of Minnesota Press, 2011, p27

⁴ "Mrs Vaughn opens Call Free Cooking School on Monday", *San Francisco Call*, 1913"

⁵ Whitaker, p16

Gump's, the City of Paris, and the White House were located. Meanwhile, the Market Street corridor, particularly Mid- Market southwest of 5th Street, hosted stores more amenable to middle and lower-class shoppers (Hale Bros., Prager's, and Weinstein's). The Emporium, which was considered mid-range, lingered in between, a block farther northeast, but still on Market Street.⁶

High-end department stores were emphatic about quality and showed less concern about prices. Their desired customers were comfortable enough not to have to worry about such things. These stores even rejected the term "department store" because of its association with the cost-cutting, bargain retail practices that were the foundation of the department store model. Elite department stores were willing and able to do business on a credit system, because their wealthy customers were always good for the money. Thus, they were able to offer more services and amenities. Contrary to marketing logic, they set themselves apart and retained their dignity by not advertising or only posting small, understated newspaper notices that never named prices or the prospect of a sale. Discounting and sales events were unheard of and window displays and sales floors were kept modest and refined. The elite department stores left showmanship and blatant self-promotion to the discount retailers.⁷ Although department stores had become common institutions by the first decade of the twentieth-century, 1918 was the first year in which San Francisco city directories began featuring a separate section in the business listings specifically for department stores. The elite stores often continued to be listed under "dry goods" in directories.

The prominence of the Union Square retail area as an exclusive shopping district was firmly established when the City of Paris department store relocated to the corner of Geary and Stockton Streets in 1899. It was further assured when I Magnin (originally on Third Street) moved from Market Street to the corner of Grant Avenue and Geary Street after the earthquake and fire of 1906. I Magnin eventually moved to a building across from Union Square and O'Connor Moffat (now Macy's) located at the corner of Geary and Stockton Streets. These establishments joined others such as the White House at Kearny and Post streets. Thus, since the 1920's, Lower Grant Avenue and the Union Square area have been the City's premier shopping district.

In the late 1910s and the 1920s, department store shopping reached new heights. The stores became not only places of commerce, but arbiters of lifestyle for the middle class. In a continued effort to rise above common discount stores — often referred to as variety stores or five-and-dime shops—department stores increased their influence by integrating amenities like store-published magazines that went beyond simple merchandise catalogs, radio programs, entertainment and promotional events, and even clubs and special

⁶ Sewell

⁷ Whitaker

interest groups for various subsets of their customers. By this time, the larger stores were seen as keystones of their downtown retail districts.

Sales growth continued to climb throughout the 1920s. Though slowed by the economic crash of the 1930s, sales were still sufficient to sustain the major establishments throughout the Great Depression. By the time of American entrance into World War II in 1941, sales had essentially recovered to pre-depression levels.⁸ The 1930s also saw extensive building programs undertaken to boost sales at a time of reduced construction costs. Many branch stores were opened in outlying districts and suburbs at this time.

In general, department stores became less formal institutions during the Depression years. Merchandise shifted toward more casual, domestic-made clothing and goods, a problem for elite department stores like Gump's and City of Paris, which specialized in exotic goods and luxury items from Asia and Europe. Service and free amenities were also scaled back to reduce store expenditures and to produce extra income. Elegant tea rooms became pragmatic lunch counters, fees were charged for services like gift wrapping and deliveries, restrictions were put on the return and exchange of merchandise, and sales were held regularly to increase public patronage and the turnover of stock. Cost cutting also affected the employer- employee relationship and lead to unionization battles.

The nation's economy improved during World War II, but all retail establishments struggled to do business due to war rationing. With employment rates high, there were plenty of customers with plenty of money to spend; however, because of rationing, department stores did not have the goods to sell. It was common for limits to be set on the number of items a customer could purchase, and the sales that had gotten the stores through the Depression had to be curtailed during the war years. Business hours were also reduced simply because the stores could not handle the customer traffic. Nevertheless, the merchandise that stores did obtain and distribute produced healthy profits, peaking in 1946-47.

The 1930s' trend of department store expansion in the form of branch stores and annexes plateaued but persisted through the 1940s. The number of branch stores fluctuated, but many stores generally maintained those they had opened in the 1930s, and closed or opened branches on a less frequent basis

Prosperity continued into the post-war years and with rationing lifted, supply could once again meet demand. Customers spent liberally and department stores turned over large quantities of stock quickly and made money. In the late 1940s, the popularity of department

⁸ Longstreth, Richard. *The American Department Store Transformed 1920-1960*. New Haven & London. Yale University Press. 2010. P34

stores rebounded and they entered a new heyday, despite still being dogged by competitive discount chain stores.

However, the age of the automobile spawned the age of traffic jams, and downtown city streets were no longer easy or pleasant places to visit. With the convenience of a car at hand, shoppers were disinclined to take public transit to department stores downtown, yet neither were they inclined to drive downtown, negotiate traffic and find parking in order to shop. Thus, downtown department stores, just as they were remodeled and expanded, began to lose favor with customers. Department store chains were forced to rely on their outlying branch stores for business. Branch stores were often more accessible from growing suburban areas and had more parking available for every shopper's personal car.

As shopping malls entered the common vernacular in the 1950s, the inclusion of one or more department stores as anchors to a mall became common and made the stand-alone department store nearly obsolete. In San Francisco, the Stonestown Galleria mall opened in 1952 and originally featured branches of the Emporium and Woolworths. Later city directories show a number of department stores moving to that outlying area, either within Stonestown mall or on adjacent streets.

Downtown stores often remained in operation for some time but were of lesser importance, seen as dated and of lesser caliber. As the original store, they were often still considered to be a company's main store, but were used for the sale of less popular or slower-selling goods; commonly they served as the furniture marts for a department store chain. During the late 1940s and 1950s, they owed their survival in part to post-war trends, especially returning G.I.s starting families, buying houses, and needing to outfit them with furniture and home goods.

During the 1950s, department stores tried to compete with discount stores by undertaking many of the same strategies they had used during the Depression. They closed their tea rooms and lunch counters, eliminated free services like alterations, package wrapping and deliveries, laid off their doormen, stopped offering child care at in-store playrooms, and discontinued parades and special events. These changes were coupled with major business arrangements such as mergers, buy-outs, and the formation of retail chains meant to strengthen the influence and marketing power of department stores. Although the changes had that effect, they also resulted in independent stores losing their unique identities. The truly one-off department store, which had helped define its city, became a thing of the past.

As the locus of retail activity shifted to shopping malls in the 1960s, department stores were forced to follow. They were eagerly received as anchor tenants of the new malls, a touch of class and a magnet for shoppers who would also patronize the smaller establishments in the mall. Nationwide, many downtown stores closed during this period, as patrons moved to the

suburbs.⁹ However, as time progressed all department stores began to lose business to big-box outlets and eventually online retailers. From the 1970s to the present frantic mergers, consolidations and reorganizations have been seen in response. At the present time, the department store as an institution seems doomed.

LIBERTY HOUSE

Liberty House had its beginnings in Honolulu in 1849 as Hackfield's Dry Goods, founded by Heinrich Hackfield, a German immigrant. In 1918 at the height of World War I, Hackfield's was seized by the American government as alien property (since many of the Hackfeld family still lived in Germany), and was sold to a newly formed consortium, American Factors. At the same time the store was renamed The Liberty House in response to anti-German sentiment. With Hackfield's huge sugarcane plantations and land interests, American Factors (later known as Amfac) became one of Hawaii's Big Five landowners. As Liberty House, the store expanded throughout the islands.

In 1969, Liberty House expanded onto the mainland with Amfac's purchase of the Rhodes Western department stores, a long-time consolidator of department stores. The former Rhodes' stores were renamed Liberty House between 1971 and 1974. The mainland operation eventually included stores in Arizona, California, Nevada, Oregon, New Mexico, and Washington. This expansion culminated with the construction of the flagship store in San Francisco in 1974. Poor sales and resulting over extension caused a change in investment strategy, and in 1978, Liberty House began winding down the mainland stores, with the remaining ten being sold in 1984.

In 1988, Amfac was acquired in a leveraged-buyout by JMB Realty, a Chicago real estate investment company. In 1998, Liberty House filed Chapter 11 bankruptcy, and closed most of its resort store business, which had boasted 40 stores at one point. In 2001, after emerging from bankruptcy, the company was acquired by Federated Department Stores and merged into Macy's West¹⁰

BUILDING FORMS

Initially, the emerging department stores occupied existing downtown commercial buildings. Concerned with maintaining their position of supremacy in the retail industry, they began a massive building program in the 1920s. Nationwide, companies expanded existing facilities, annexed adjacent buildings, occupied nearby buildings, and built new structures. Whether building new or rehabbing older spaces, the image projected by the major street elevations was considered vitally important in expressing the status of the store.

⁹ Longstreth, p220

¹⁰ The Department Store Museum. <http://thedepartmentstoremuseum.org/2011/12/liberty-house-honolulu-hawaii.html> Accessed 5/22/2017

The main Macy's store at Stockton and O'Farrell streets (built as O'Connor & Moffatt, 1928) is an example of this generation. Street level display windows were considered essential, as well as a monumental entrance. A three part vertical composition demarcated with projecting cornices was standard. On the upper levels, large, regularly placed windows and an orderly overall composition remained signature components.

Interiors received a great deal of attention as industry organizations and publications constantly recommended new arrangements to improve sales. During the 1930s, many interiors and some exteriors were remodeled in Art Deco and Moderne styles to project a more fashionable image.¹¹ Many stores built at this time also adopted these styles.

Another change occurred with the improvement of lighting and HVAC technologies as retailers began to prefer displaying goods in the more controlled artificial light rather than in windows.¹² Stores began to place back of house service functions in the peripheral zones, blocking natural light and reserving the central spaces for merchandise displays. At first new buildings continued to feature exterior windows on upper floors for the sake of appearance. However, by the early post war period windowless stores were being constructed. These maintained display windows on the ground floor, but eliminated fenestration above.¹³ The I Magnin store at Geary and O'Farrell (1947), now a part of Macy's, is an example from this transitional period.

With the shift to shopping mall stores, even ground floor peripheral display windows were often omitted as the design focus moved to the interior of the mall, away from exterior parking lot points of view. Monumental entrances also became irrelevant to the individual department store, in favor of the entrance to the mall itself.

¹¹ Longstreth, p33

¹² *ibid*, p45

¹³ *ibid*

B. Project Site History

While Union Square itself has been a public plaza since 1850, the nature of the surrounding area has changed over time.

On the earliest available Sanborn map of the area (1887) many residential and recreational uses are shown, along with some light industry. The project site is occupied by a dozen small frame residences, tenements, a beer, billiard, and lodge hall, and a fire station.

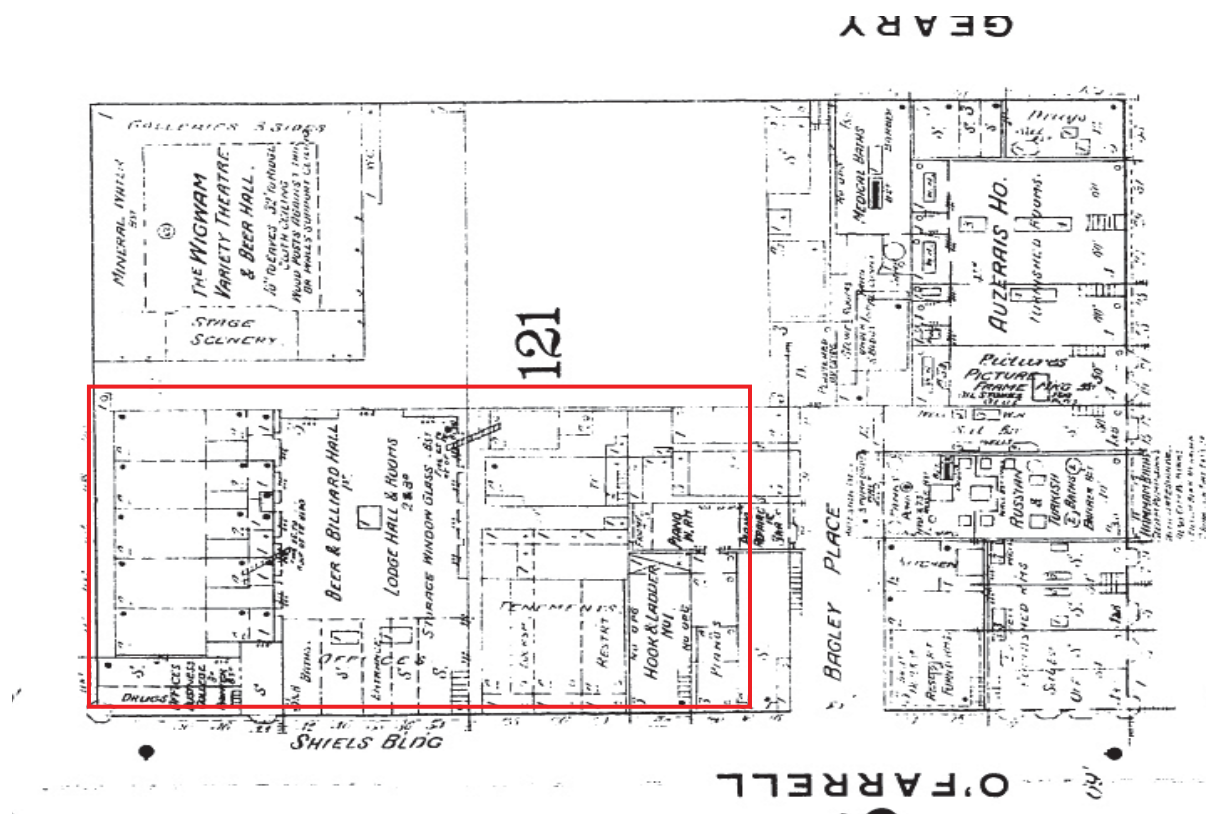


Figure 1: 1887 Sanborn Map, red outline shows approximate location of 50 O'Farrell Street

The 1899 Sanborn Map shows the same structures in place on this site as in 1887. The City of Paris Department Store is now shown occupying part of the Spring Valley Water Company building at Geary and Stockton.

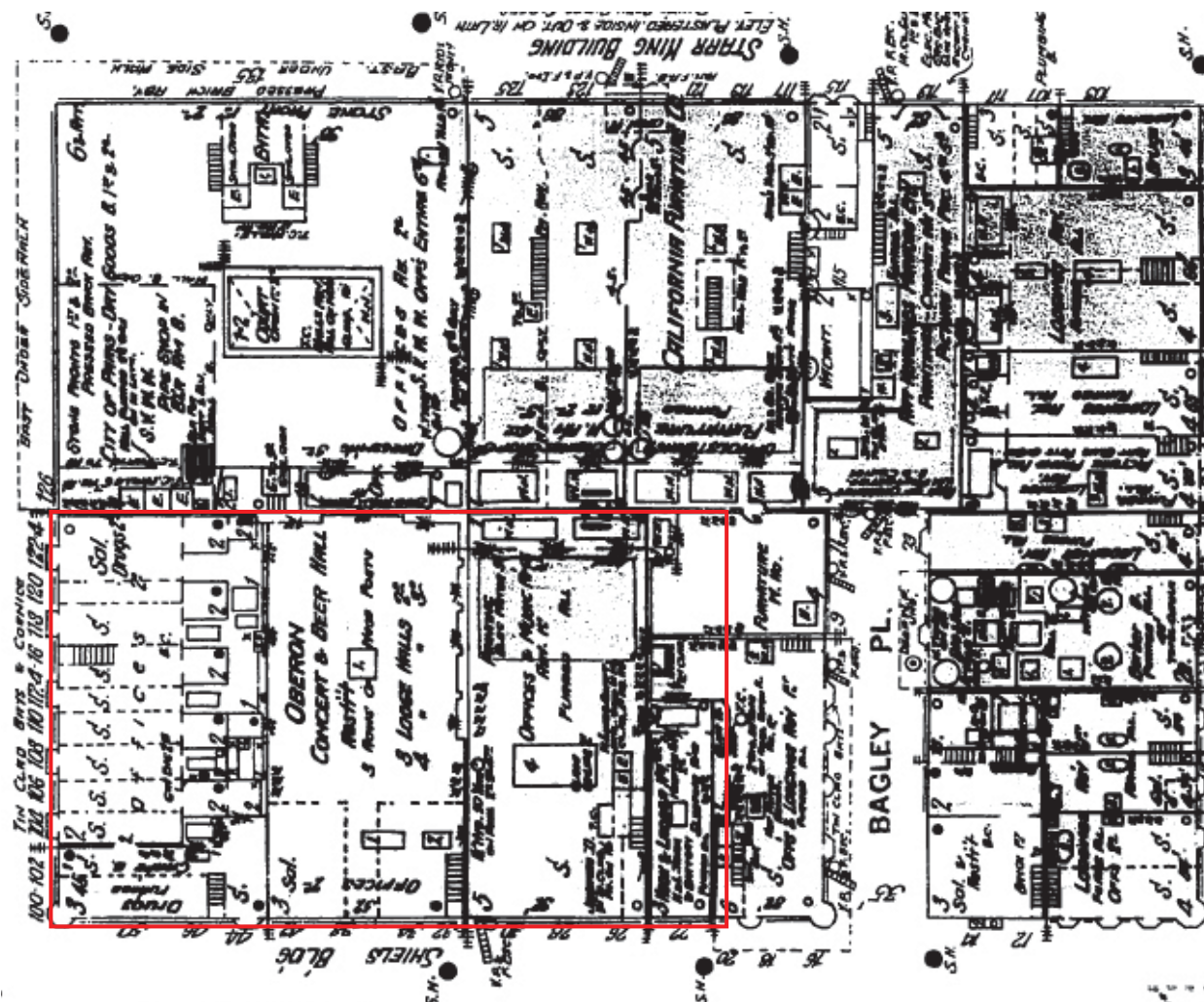


Figure 2: 1899 Sanborn Map, red outline shows approximate location of 50 O'Farrell Street

The 1905 Sanborn Map shows the same structures as seen on previous maps.

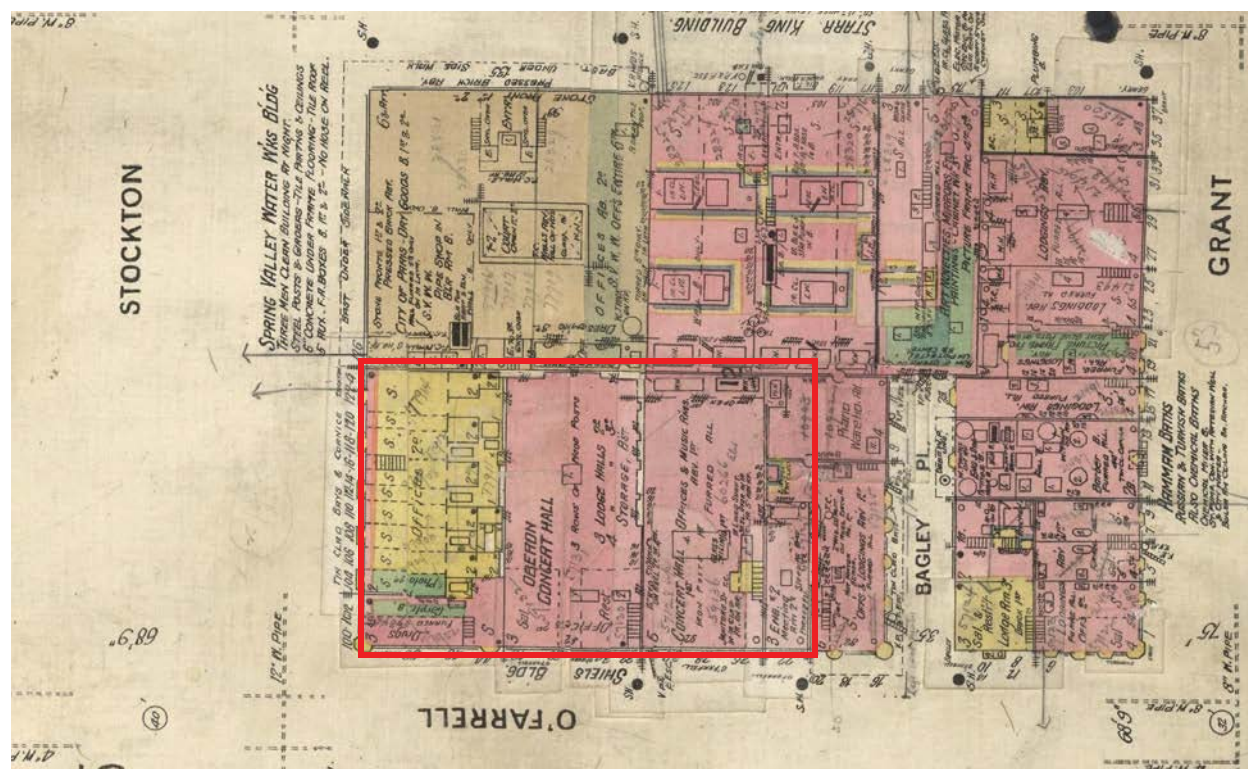


Figure 3: 1905 Sanborn Map red outline shows approximate location of 50 O'Farrell Street

The 1913 Sanborn Map shows the area reconstructed after the earthquake and fire of 1906. The City of Paris now fully occupies its building at Geary and O'Farrell, while the D. N. & E. Walter Company, a carpet and furniture store occupies the subject property, along with an associated repair facility and the rebuilt fire station.

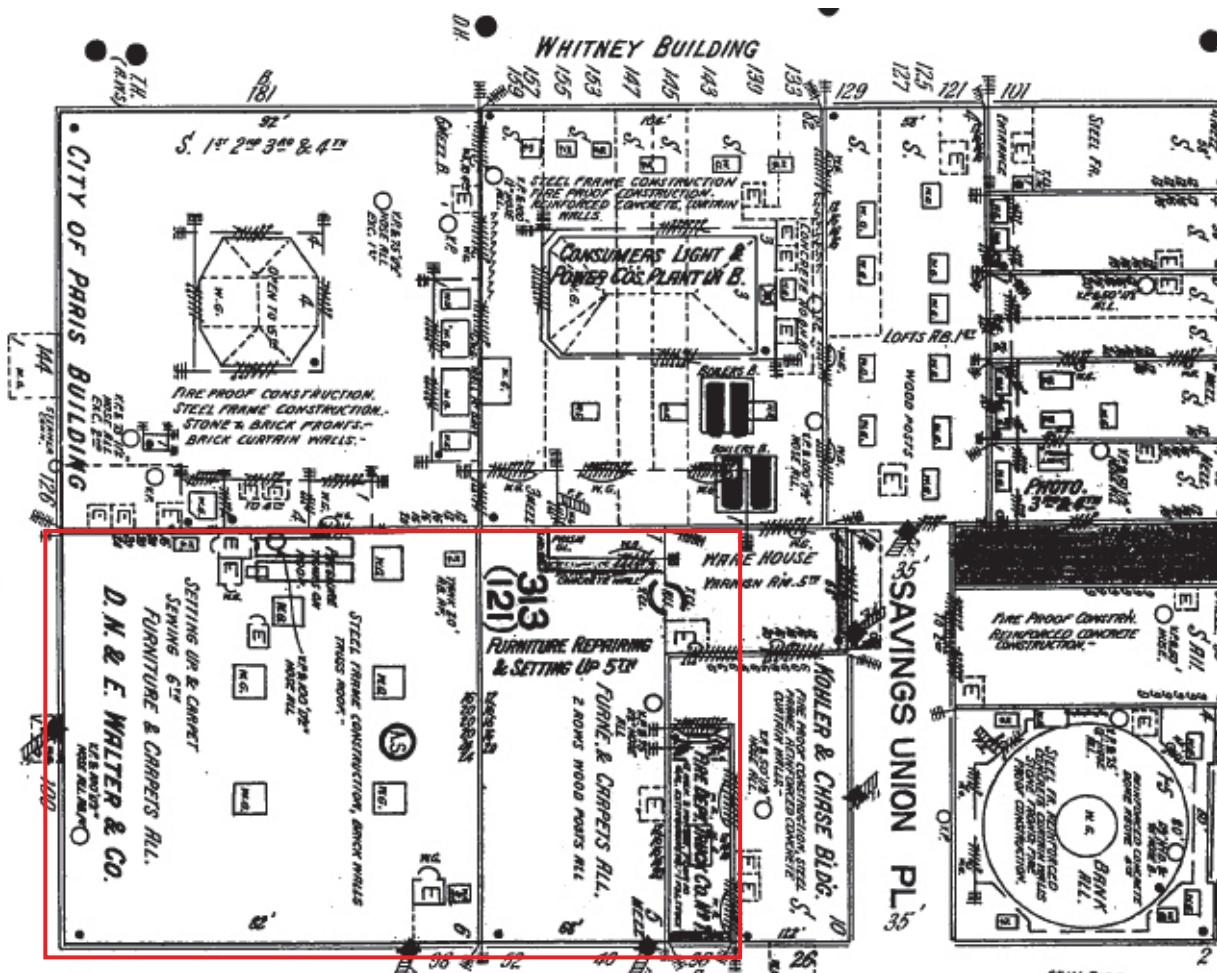


Figure 4: 1913 Sanborn Map, red outline shows approximate location of 50 O'Farrell Street

The 1938 Harrison Ryker aerial photograph shows the three buildings seen on the 1913 Sanborn Map.



Figure 5: 1938 Harrison Ryker aerial photograph.

The 1950 Sanborn Map shows this site occupied by ancillary operations of the City of Paris and the former fire station, now repurposed as a saloon. The three buildings on the site are shown connected by fire doors.

The 1990s Sanborn Map shows the present building in place, as well as the Neiman Marcus store at the corner of Geary & O'Farrell.

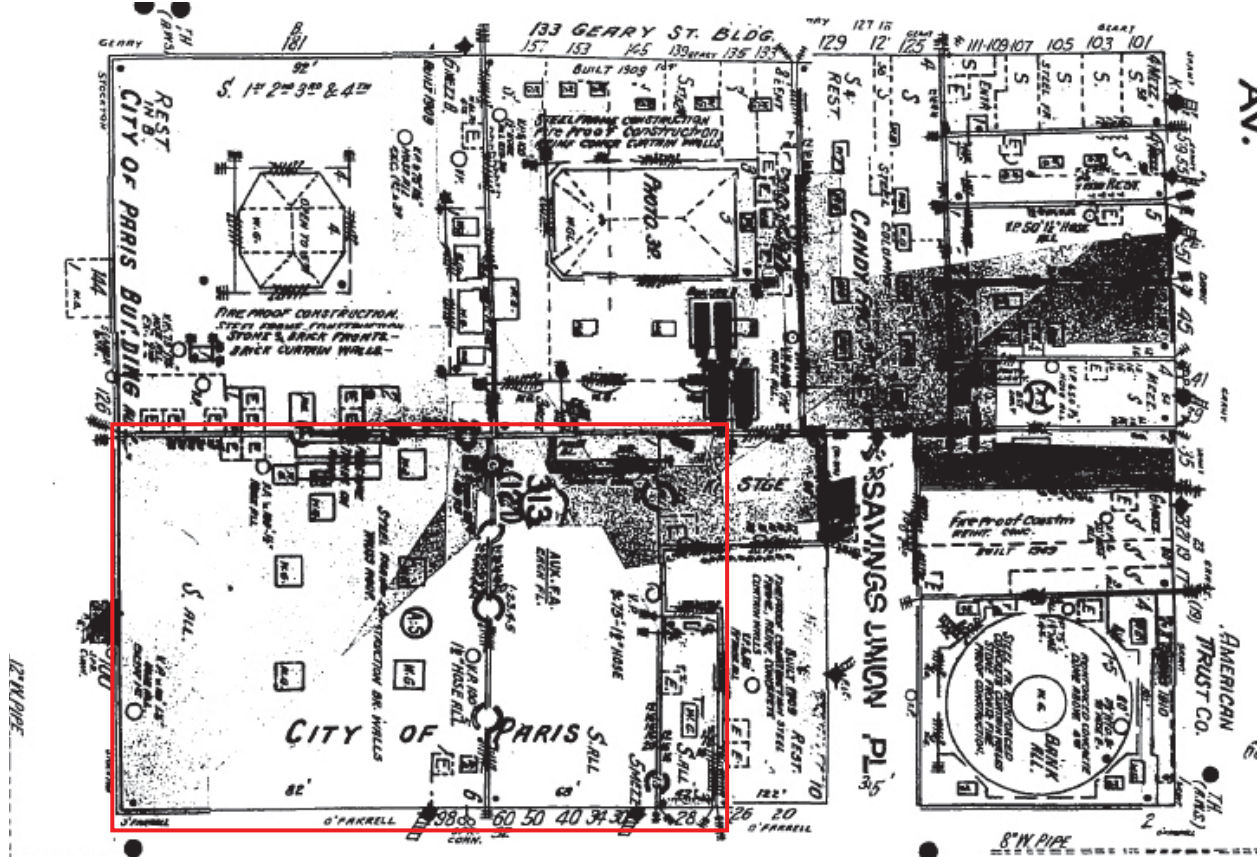


Figure 6: 1950 Sanborn Map. red outline shows approximate location of 50 O'Farrell Street

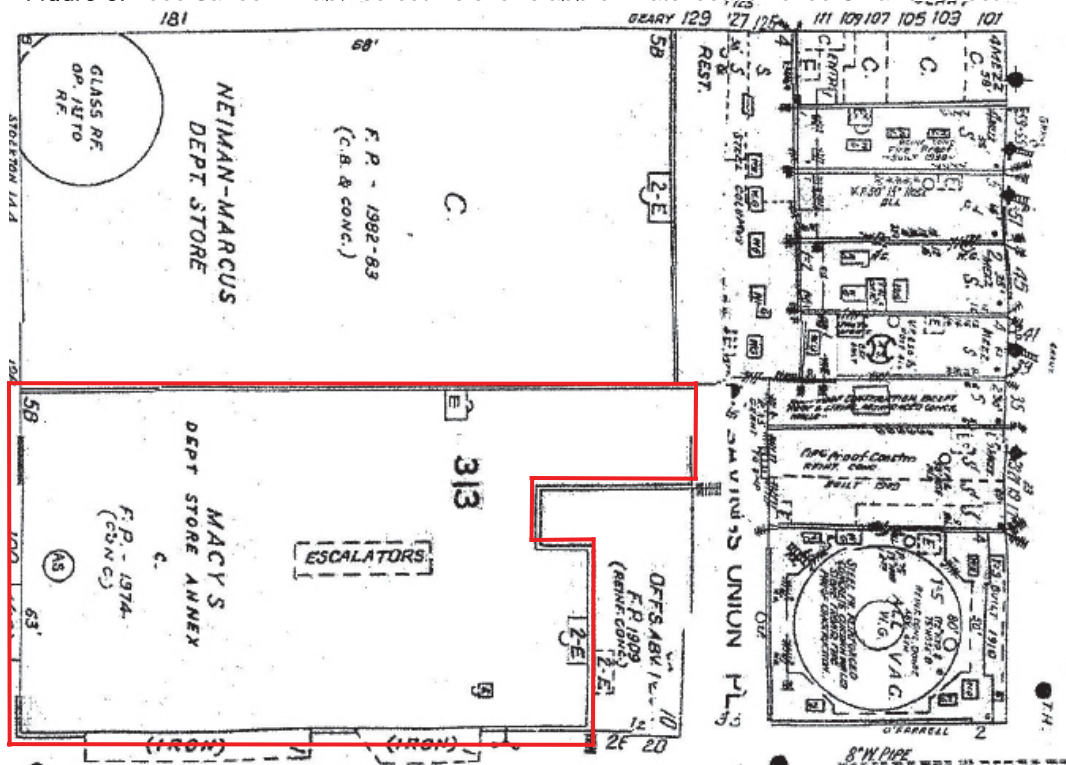


Figure 7: 1990s Sanborn, 50 O'Farrell Street red outline

C. Construction Chronology

The subject building was constructed in 1974 for the Liberty House Department Store chain that purchased both this site and the parcel at Geary and Stockton from the City of Paris Department Store. This site was razed for construction of the present building, while the main City of Paris Store continued operations as "Liberty House at City of Paris". The new building was designed and constructed by Hadley Properties, a Seattle based firm specializing in large concrete structures and responsible for numerous shopping malls and corporate buildings, as well as bridges, dams, and other structures throughout the west and in Hawaii. Interiors were designed by Morganelli & Heumann, a large Los Angeles based firm specializing in corporate interior design and spatial organization. Since its 1974 construction, the only exterior alterations have been removal of metal brows above the O'Farrell windows in association with the Central Subway project. Interiors have been repeatedly altered, mainly involving rearrangement of sales counters and spaces, or circulation patterns on the sales floors.

D. Permit Record

Countless permits have been issued for interior alterations, generally related to shifting merchandising strategies or changes in fire code requirements. The only permits on record for exterior alterations are for removal of canopies to accommodate equipment being used for the Central Subway Project.

E. Architectural Style

The existing building is best described as Brutalist in style, although the use of travertine cladding reduces its fidelity to that style.

F. Owners and Occupants

The building was owned and occupied from 1974 to 1984 by Liberty House and associated corporate entities. Since 1984 it has been owned and occupied by Macy's West and its associated corporate entities.

VI. EVALUATION OF HISTORIC STATUS

As decided in the scoping discussion, the subject property was evaluated to determine if it was individually eligible for listing in the California Register of Historical Resources, but no district evaluation was undertaken since the area has been exhaustively surveyed previously and the property is listed as a Category 5 Unrated Building in the Kearny, Market, Mason, Sutter Conservation District. (District)

The California Register is an authoritative guide to significant architectural, archaeological and historical resources in the State of California. Resources can be listed in the California Register through a number of methods. State Historical Landmarks and National Register-eligible properties (both listed and formal determinations of eligibility) are automatically listed. Properties can also be nominated to the California Register by local governments, private

organizations or citizens. This includes properties identified in historical resource surveys with Status Codes of 1 to 5 and resources designated as local landmarks or listed by city or county ordinance. The evaluative criteria used by the California Register for determining eligibility are closely based on those developed for use by the National Park Service for the National Register. In order to be eligible for listing in the California Register a property must be demonstrated to be significant under one or more of the following criteria:

Criterion 1 (Event): Resources that are associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.

Criterion 2 (Person): Resources that are associated with the lives of persons important to local, California, or national history.

Criterion 3 (Architecture): Resources that embody the distinctive characteristics of a type, period, region, or method of construction, or represent the work of a master, or possess high artistic values.

Criterion 4 (Information Potential): Resources or sites that have yielded or have the potential to yield information important to the prehistory or history of the local area, California or the nation.

The following section examines the eligibility of the subject property for listing in the California Register under those criteria.

A. Individual Eligibility

- Criterion 1 (Events)

The subject building does not appear to be eligible for individual listing on the California Register under Criterion 1. It was constructed well after the character of the area had been established and nearly one hundred years after the emergence of the department store as an institution. Nor does the building appear to be associated with any other pattern of events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States. It should also be noted that the building is less than 50 years old and does not possess even ordinary historical significance, thus falls far short of the requirements of California Register Special Consideration 2.

- Criterion 2 (Persons)

The building does not appear to be significantly associated with the life of any person important to local, California, or national history. Thus, it is not eligible for listing in the California Register under Criterion 2.

- Criterion 3 (Architecture)

The building is an unremarkable example of Brutalist commercial architecture of its day. It does not embody the distinctive characteristics of a type, period, region, or method of construction, or represent the work of a master, or possess high artistic values. Although both design firms associated with its construction were well known nationally and commercially successful, neither would be considered a master in their field.

- Criterion 4 (Information Potential)

This Criterion ordinarily refers to archaeological resources and is beyond the scope of this report. However, since no excavation is planned for the site, it is unlikely any archaeological resources would be encountered.

B. District

A property may also become eligible for listing on the California Register as a contributor to an historic district. Guidelines define a district as an area that “possesses a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development.”¹⁴ To be listed on the California Register, the district itself must be eligible under the criteria already discussed. The documentation of the district must enumerate all properties within it, identifying each as a contributor or non-contributor. The district itself, as well as each of its contributors, then become historical resources.

As determined in the scoping discussion for this report, no district analysis has been conducted since the building is recognized as a Category V Unrated Building within the Kearny-Market-Mason-Sutter Conservation District.

VII. INTEGRITY

In addition to being determined eligible under at least one of the four California Register criteria, a property deemed to be significant must also retain sufficient historical integrity. The concept of integrity is essential to identifying the important physical characteristics of historical resources and hence, evaluating adverse change. For the purposes of the California Register, integrity is defined as “the authenticity of an historical resource’s physical identity evidenced by the survival of characteristics that existed during the resource’s period of significance” (California Code of Regulations Title 14, Chapter 11.5). A property is examined for seven variables or aspects that together comprise integrity. These aspects, which are based closely on the National Register, are location, design, setting, materials, workmanship, feeling and association. *National Register Bulletin 15, How to Apply the National Register Criteria for Evaluation* defines these seven characteristics:

- *Location* is the place where the historic property was constructed.

¹⁴ Office of Historic Preservation. “Instructions for Recording Historical Resources,” Sacramento. 1995

- *Design* is the combination of elements that create the form, plans, space, structure and style of the property.
- *Setting* addresses the physical environment of the historic property inclusive of the landscape and spatial relationships of the building/s.
- *Materials* refer to the physical elements that were combined or deposited during a particular period of time and in a particular pattern of configuration to form the historic property.
- *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history.
- *Feeling* is the property's expression of the aesthetic or historic sense of a particular period of time.
- *Association* is the direct link between an important historic event or person and a historic property.

Since this property is not individually eligible for listing on the California Register, no period of significance is identified, thus its integrity cannot be determined. The District was enacted in 1985, though most buildings in it are significantly older. The integrity of the District to its 1985 period of significance has not been evaluated for this report. However, it is assumed to be sufficient to support the continued significance of the District. The exterior of this building is virtually unaltered since its construction in 1974.

VIII. PART 1 CONCLUSION

This building is not eligible for individual listing on the California Register. It is a Category V Unrated Building in the District, thus is assumed to be a non-contributor to the District. Part 2 of this report examines the possible impacts of the proposed project on the District.

IX. PART 2 HRE

A. Significance Summary

The building is a Category V Unrated Building within the District. The District is considered an historical resource under California Register Criteria 1 and 3.

Character Defining Features

The Character-Defining-Features of the District are given in Appendix E of Article 11 as

(a) **Massing and Composition.** The Kearny Street facades are elaborate designs, while the Belden Street facades are utilitarian in character. The treatment of the facades reflects the differing character of the streets. Kearny Street is a major pedestrian and vehicular corridor, and a prime shopping street. For the most part, the Kearny Street facades are two- or three-part vertical compositions consisting either of a base and a shaft, or a base, a shaft and a capital. Belden Street is a narrow alley, originally created to allow access to the interior of the block. The facades on Belden Street are largely unornamented, perhaps with a corbelled cornice or a decorative tile roof. The compositions are simple one-part structures from one to four stories high. There are a few small stucco buildings, probably built as warehouses. These designs are successful in maintaining the street enclosure, largely because the narrow widths of the streets do not demand a high building or one with multiple parts.

In addition, the Kearny Street facades are often divided into bays expressing the structure. This was accomplished through fenestration, structural articulation or other detailing which serves to break the facade into discrete segments.

Both the scale and height of the buildings in the District are extremely small, a result of the lot and street patterns. The lot depth is generally under 60 feet, and half the lots have frontages on Kearny and Belden Streets. As a consequence of the limited size of lots, most of the buildings are limited to four stories or less. A number of the buildings are only one story high.

Without exception, the buildings in the Kearny-Belden Conservation District are built to the front property line and occupy the entire site.

(b) **Scale.** The buildings are of small scale, created by the buildings' elaborate detailing and low height. A major influence on scale is the degree to which the total facade plane is broken into smaller parts which relate to human scale. Window and door openings are relatively small, creating large wall areas, which are frequently heavily ornamented. The bay width is generally from 15 feet to 20 feet. Heights generally range from one to four stories on lots 20 feet to 30 feet wide, although a few taller and wider buildings exist. As noted above, the wider frontages are often broken up by articulation of the facade, making the buildings appear narrower. On the Kearny Street facades, the base is generally delineated from the rest of the building, giving the district an intimate scale at the street.

(c) **Materials and Colors.** Buildings are either clad in masonry over a supporting structure, or are constructed of masonry with load-bearing walls. The cladding materials include brick, terra cotta, and stucco. Materials have rough surface treatments, especially those located on the alleys, reflecting the building's utilitarian nature. Wood, metal, and metal panels are not commonly used facade materials in the District, although painted wood and metal are sometimes used for window sash and ornament.

The materials are generally colored of light or medium earth tones, including cream, buff, yellow and red. Individual buildings generally use a few different tones of one color, highlighting the ornament. Dark or intense colors are not commonly used.

The Belden Street facades are simply treated wall surfaces, with little expression of weight or mass from wall articulation. The small unit of the brick creates a textured facade, and reduces the scale of the undifferentiated facades.

(d) **Detailing and Ornamentation.** The Kearny Street frontages are not constructed in a single style, but with ornament drawn from a variety of historical, primarily Classical, sources. Popular details include arches, columns, pilasters, projecting bracketed cornices, multiple belt-courses, elaborate lintels, and pediments. Details were used to relate buildings to their neighbors by repeating and varying the ornament used in the surrounding structures.

Integrity

The District was created in 1985, though most buildings in it are significantly older. The integrity of the District to its 1985 period of significance has not been re-evaluated for this report. However, it is assumed to be sufficient to support the continued significance of the District.

B. Project Description

The current project proposes to convert the existing primarily single-tenant retail and office building into a multi-tenant building with approximately 150,000 sf of retail use and 50,000 sf of office use. It would also alter the existing exterior façades and add an approximately 20-foot-tall, 3,500-sf partial addition to the roof, but would result in no net change in the building's total gross square footage.

Based on project drawings dated 9/22/2017 provided by Gensler Architecture, the proposed façade alterations are extensive, consisting of the removal of the existing materials, opening of window grids at all levels and insertion of new glazing, and re-cladding with glazed ceramic or terra cotta tile.

C. Compatibility Analysis

Guidelines for new construction within the District are given in Section 7 of Article 11. In general they require compatibility with the District in general with respect to the building's

composition and massing, scale, materials and colors, and detailing and ornamentation and in particular compatibility with those buildings in the area in which the new or altered building is located. They further state "The foregoing standards do not require, or even encourage, new buildings to imitate the styles of the past. Rather, they require the new to be compatible with the old."

In addition to these general guidelines, the PPA letter for this project includes particular preservation requirements. These are listed below, along with comments regarding how the proposal responds to them.

Character/Basic Nature of the District:

- small scale, light colored masonry buildings (terra cotta, brick, stone and stucco; no wood or metal cladding)

The project proposes using a white/cream color glazed ceramic or terra cotta tile as its primary façade material.

- 4-8 stories in height

The project is 8 stories high, with a basement.

- early 20th-century architectural styles

The project creates a three part vertical composition similar to the existing early 20th century architectural context. The base is demarcated by the recession of the third floor. The middle is expressed as a typical repetitive window grid. The capital is marked by a level of taller vertical windows.

- buildings of compatible detailing, colors, materials, massing and scale - many fine examples of historic commercial architecture

The use of a light-colored terra cotta tile is consistent with historical materials in the area.

Other design features compatible with the District features include:

the three part vertical composition
vertical proportion of upper windows
enhanced pedestrian experience through ground level
composition and materials

Visual and Functional Unity

- structures built out to the property line & of continuous street wall heights

The proposed building is built out to the property lines, providing a continuous street wall.

- two- and three-part vertical compositions

Three part vertical composition discussed above

- expression of the structural bays on the building's exterior (typically 20-30' in width)

Structural bays are expressed through most of the composition. Their expression is greatly enhanced in comparison to the present building.

- regularized pattern of fenestration

The new pattern of fenestration at the upper levels is regularized, unlike the present building

- creates interesting views and vistas down the streets

The proposed project contributes many interesting views and vistas in comparison to the existing building, which is essentially an almost featureless monolith.

Detailing:

- compatible detailing derived from Classical and Beaux Arts sources

Derivations from Classical and Beaux Arts sources include:

Tripartite divisions of base, middle and top

Tripartite division of the storefronts, both vertically and horizontally

Symmetry of storefronts,

Use of module based on structural bays

Use of white or cream-colored terra cotta tile with an articulated surface that provides texture and scale at pedestrian level

- emphasis on verticality

The regular structural bays are defined by full height piers that frame vertically oriented glazing, divided into 3 vertical lites at the bottom 2 floors

- alignment of adjacent buildings' cornices and belt courses

The Neiman Marcus store adjacent to the north does not feature cornices or belt courses. 26 O'Farrell Street, adjacent to the east, features a traditional three part vertical composition. The proposed project aligns with this historic building at their two story bases and again at the roofline of the proposed building and the ninth floor transition to the capital of the historic building.

- multidimensional wall surfaces with texture and depth

Texture and depth are created by the deeply recessed glazing and three dimensional surfaces of the lower level glazed tiles, as well as the resulting shadow play.

- rustication

The tiles at the lower portion of the piers feature diagonal "folds" that resemble "prismatic rustication"

- deep window reveals

The upper levels have deep window reveals.

- arches, columns, pilasters, lintels, pediments, decorated spandrels

Although some of the shapes of the third floor lintels may be interpreted as asymmetric angular arches, the project does not feature columns, pilasters, pediments, or decorated spandrels

Ground Floor Treatments:

- retain the language of recesses at the ground floor, making small insertions where necessary for new storefront entries

The bay structure at the ground floor is retained.

- meet the storefront Design Standards for Article 11 Conservation Districts, including but not limited to recessed entries, strong bulkheads (18"-24") and large panes of storefront glazing with upper transoms

Storefront entries are recessed and framed in dark metal reveals. Bulkheads vary in height due to the terrain. Storefront fenestration features tripartite glazing. Only entry panels have transoms.

D. Impacts Analysis

Impacts to the District resulting from the proposed project are generally positive. As discussed above, the proposed building, while assuredly modern, exhibits many more features compatible with the District than the existing building, which shows little or no compatibility. Any cumulative impacts resulting from similar increased compatibility of Category V Unrated Buildings would also be positive.

E. Improvement Measures

Enhanced differentiation of the three vertical zones would improve compatibility with the District. While the dramatic gesture of the recessed third floor works to demarcate the base from the shaft, the division between shaft and capital at the seventh floor is weak and should be strengthened. In addition, the prismatic rustication of the base piers loses emphasis by the alteration of tile shapes in their upper portions.

Compatibility of the storefronts could be increased by the addition of transom bars and the establishment of a level horizontal line at the bulkheads, i.e. accommodate the changing terrain by lowering the bottom of the bulkhead while maintaining a level top.

X. CONCLUSION PART 2

The proposed project is compatible with the Kearny-Market-Mason-Sutter Conservation District and substantially complies with the Preliminary Preservation Design Comments contained in the PPA letter of March 15, 2017 for Case Number 2016.016161PPA.

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XII. APPENDIX

Gensler Architecture. Plans For Entitlement Apps. 9/22/17

120 STOCKTON

ISSUE FOR PLANNING DEPARTMENT REVIEW
09.22.2017

120 STOCKTON STREET
SAN FRANCISCO, CA 94102

BLATTEIS AND SCHNUR

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Telephone 310.282.5300

Gensler

Architect
2 Harrison Street
Suite 400
San Francisco CA 94105
Telephone 415.433.3700
Facsimile 415.836.4599



PROJECT INFORMATION

PROJECT DESCRIPTION: THE PROPOSED PROJECT CONSISTS OF A MAJOR ALTERATION OF AN EXISTING BUILDING AND INCLUDING THE RE-CONSTRUCTION OF THE EXTERIOR WALL AND THE ADDITION OF A ROOFTOP RESTAURANT SPACE.

BUILDING ADDRESS: 120 STOCKTON / 50 O'FARRELL STREETS, SAN FRANCISCO, CA 94102

ASSESSOR'S PARCEL NUMBER: 0313/007

OCCUPANCY TYPE: MIXED NON-SEPARATED A, B & M OCCUPANCIES

HEIGHT/BULK DISTRICT: 80-130-F

TYPE OF CONSTRUCTION: TYPE I-B

RISK CATEGORY: II (2)

HIGHTEST OCCUPIED FLOOR: PROPOSED EXISTING
106'-6" 89'-0"

PENTHOUSE DECK: 122'-6" 102'-6"

ELEVATOR OVERRUN PARAPET: 130'-0" 119'-9"

NUMBER OF STORIES: 7 STORIES + ROOF ABOVE GRADE, 1 STORY BELOW GRADE

SITE AREA: 31,405 SF

BUILDING AREA: EXISTING: 242,728 GSF
PROPOSED: 247,850 GSF

ZONING INFORMATION

ZONING: C-3-R DISTRICT (UNION SQUARE)

VEHICLE PARKING: NONE REQUIRED IN THIS DISTRICT PER §151.1

BICYCLE PARKING: NONE REQUIRED PER SF PLANNING CODE §155.2
PROJECT DOES NOT INCREASE GFA BY >20%,
AND CHANGE OF USE DOES NOT INCREASE REQUIRED NUMBER BY >15%

LONG-TERM SPACES: 30 PROVIDED

LOCKERS AND SHOWERS FOR BICYCLISTS:
NONE REQUIRED PER SF PLANNING CODE §155.4 SINCE PROJECT DOES NOT TRIGGER §155.2(A)(1)-(A)(4)

LOCKERS: 36 PROVIDED
SHOWERS: 6 PROVIDED

LOADING DOCK:
EXISTING: 3 BAYS
PROVIDED: 2 LOADING BAYS AND 1 SERVICE BAY

CODE INFORMATION

APPLICABLE BUILDING CODES: 2016 CALIFORNIA BUILDING CODE, WITH SAN FRANCISCO AMENDMENTS

ELECTRICAL CODE: 2016 CALIFORNIA ELECTRICAL CODE, WITH SAN FRANCISCO AMENDMENTS

MECHANICAL CODE: 2016 CALIFORNIA MECHANICAL CODE, WITH SAN FRANCISCO AMENDMENTS

PLUMBING CODE: 2016 CALIFORNIA PLUMBING CODE, WITH SAN FRANCISCO AMENDMENTS

ENERGY CODE: 2016 CALIFORNIA ENERGY CODE

SUSTAINABILITY CODE: 2015 CALIFORNIA GREEN BUILDING STANDARDS, WITH SAN FRANCISCO AMENDMENTS

FIRE CODE: 2016 CALIFORNIA FIRE CODE

PER CPC TABLE 422.1 MINIMUM NUMBER OF REQUIRED PLUMBING FIXTURES

FACILITIES REQUIRED OFFICE OCCUPANCY PER FLOOR:

WATER CLOSETS 6
URINALS 1
LAVATORIES 4
DRINKING FOUNTAIN 2
SERVICE SINK 1

FACILITIES PROVIDED OFFICE OCCUPANCY PER FLOOR:

WATER CLOSETS 6
URINALS 1
LAVATORIES 4
DRINKING FOUNTAIN 2
SERVICE SINK 1

OTHER OCCUPANCIES AND SCOPE TBD

VICINITY MAP



LOCATION MAP



SHEET INDEX

Sheet Number	Sheet Name	Sheet Issue Date
A00.00	COVER	09/22/15
A00.01	PROJECT INFORMATION AND DRAWING INDEX	09/22/15
A00.02	FAR CALCULATIONS	09/22/15
A00.03	FAR CALCULATIONS	09/22/15
A00.04	PROPM CALCULATIONS	09/22/15
A00.05	SITE CONTEXT	09/22/15
A00.06	STREET VIEWS	09/22/15
A01.00	EXISTING SITE PLAN	09/22/15
A01.08	EXISTING BASEMENT PLAN	09/22/15
A01.01	EXISTING LEVEL 01 PLAN	09/22/15
A01.02	EXISTING LEVEL 02 PLAN	09/22/15
A01.03	EXISTING LEVEL 03 PLAN	09/22/15
A01.04	EXISTING LEVEL 04 PLAN	09/22/15
A01.05	EXISTING LEVEL 05 PLAN	09/22/15
A01.06	EXISTING LEVEL 06 PLAN	09/22/15
A01.07	EXISTING LEVEL 07 PLAN	09/22/15
A01.08	EXISTING ROOF PLAN	09/22/15
A01.10	EXISTING SECTIONS	09/22/15
A01.20	EXISTING ELEVATIONS	09/22/15
A02.00	PROPOSED SITE PLAN	09/22/15
A02.08	PROPOSED BASEMENT PLAN	09/22/15
A02.01	PROPOSED LEVEL 01 PLAN	09/22/15
A02.02	PROPOSED LEVEL 02 PLAN	09/22/15
A02.03	PROPOSED LEVEL 03 PLAN	09/22/15
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A02.07	PROPOSED LEVEL 07 PLAN	09/22/15
A02.08	PROPOSED LEVEL 08 PLAN	09/22/15
A02.09	PROPOSED ROOF PLAN	09/22/15
A02.10	PROPOSED SECTIONS	09/22/15

Self Signature

NOT FOR
CONSTRUCTION

120 STOCKTON

Project Name

01.1404.000

Description

PROJECT INFORMATION AND
DRAWING INDEX

Scale

As indicated

A00.01

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120 STOCKTON
120 STOCKTON STREET
SAN FRANCISCO, CA 94102

Gensler

2140 Stockton Street
San Francisco, CA 94102
Tel: 415.433.2020
Fax: 415.433.4080

Drawings
Date: 09/22/15
011140402 - 001.01.01 PLANNING DEVELOPMENT

EXISTING GROSS FLOOR AREA CALCULATION

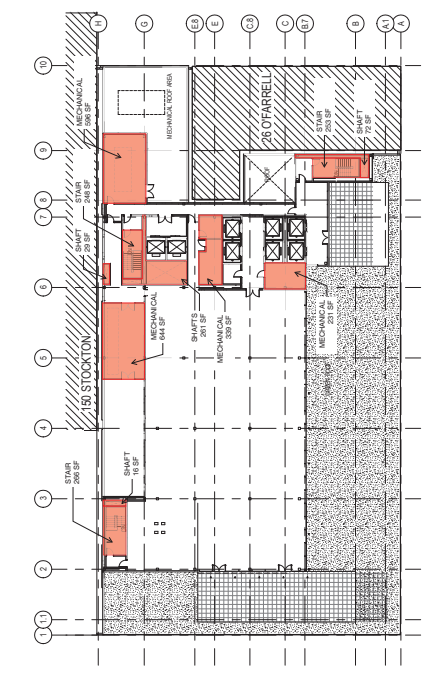
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PH Roof		157.33									0
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7	14.50	132.00	89.00	31,271			264		1,040		29,559
6	14.50	117.50	74.50	31,272			239				30,977
5	14.50	103.00	60.00	31,216			531				30,685
4	14.50	88.50	45.50	31,216			230				30,966
3	14.50	74.00	31.00	31,216			180				31,090
2	14.50	59.50	16.50	31,240			92				30,336
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PROPOSED GROSS FLOOR AREA CALCULATION

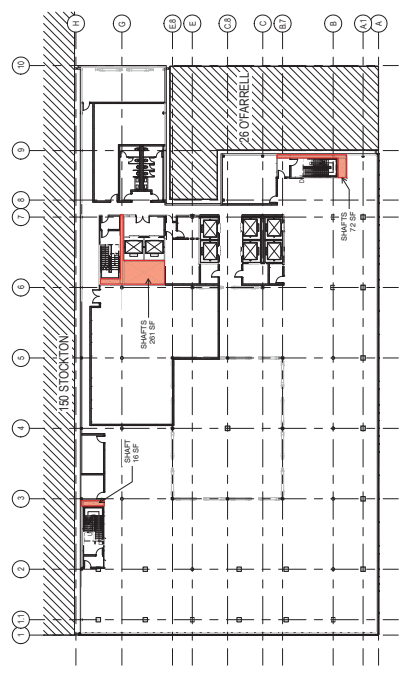
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PH Roof		157.33									0
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4	14.50	88.50	45.50	30,343			410				30,061
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2	14.50	59.50	16.50	31,136							30,913
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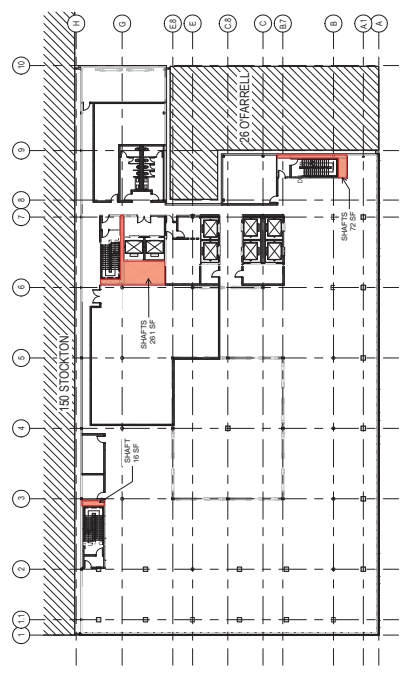
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Existing Building FAR	242,728
Proposed FAR	247,650



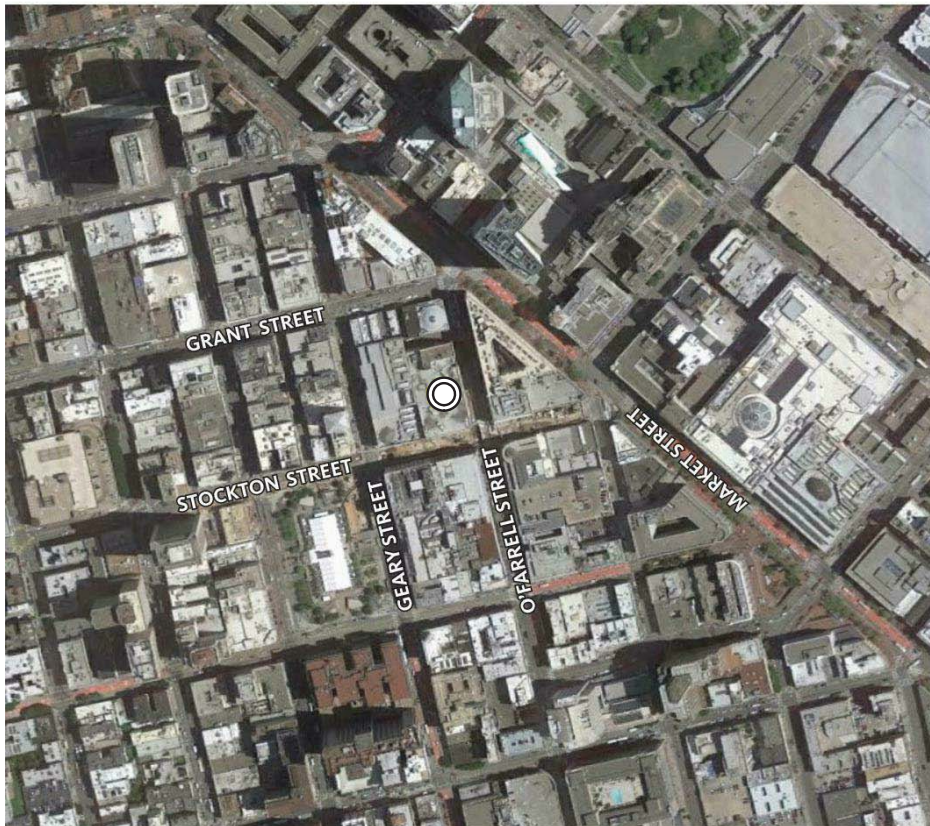
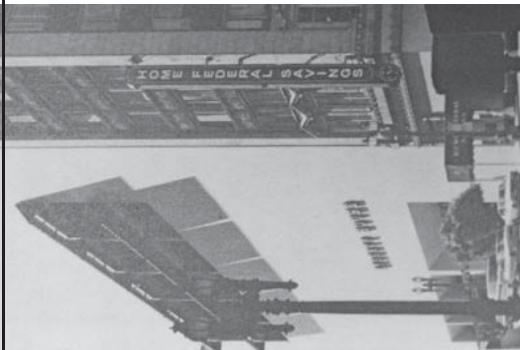
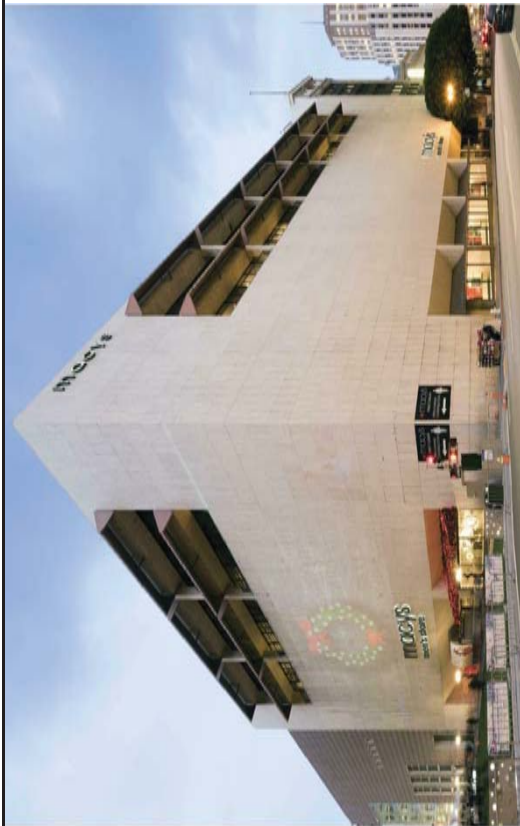
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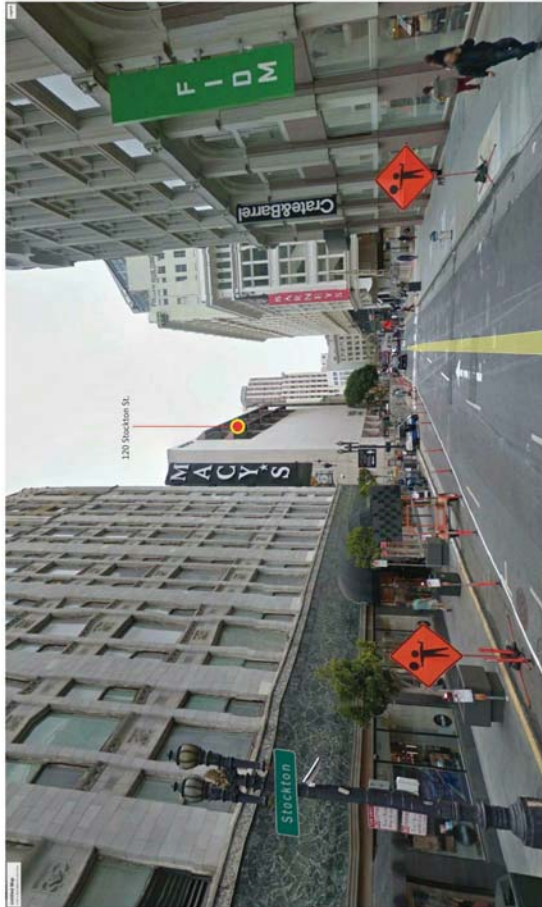


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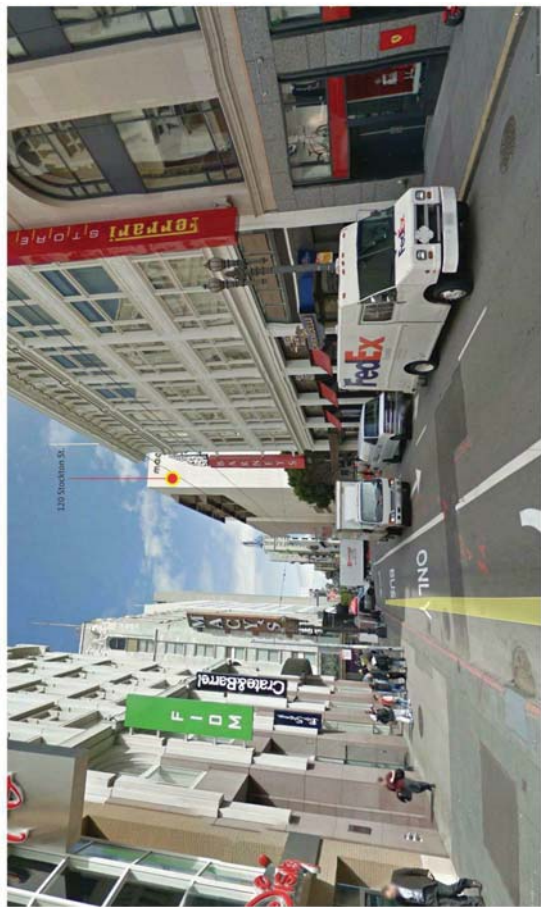
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SITE CONTEXT | STREET VIEW ON O'FARRELL LOOKING EAST



SITE CONTEXT | STREET VIEW ON STOCKTON LOOKING SOUTH



SITE CONTEXT | STREET VIEW ON STOCKTON LOOKING NORTH



120 STOCKTON
120 STOCKTON STREET
SAN FRANCISCO, CA 94102

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Drawn by: [Name]
Date: 01/14/00
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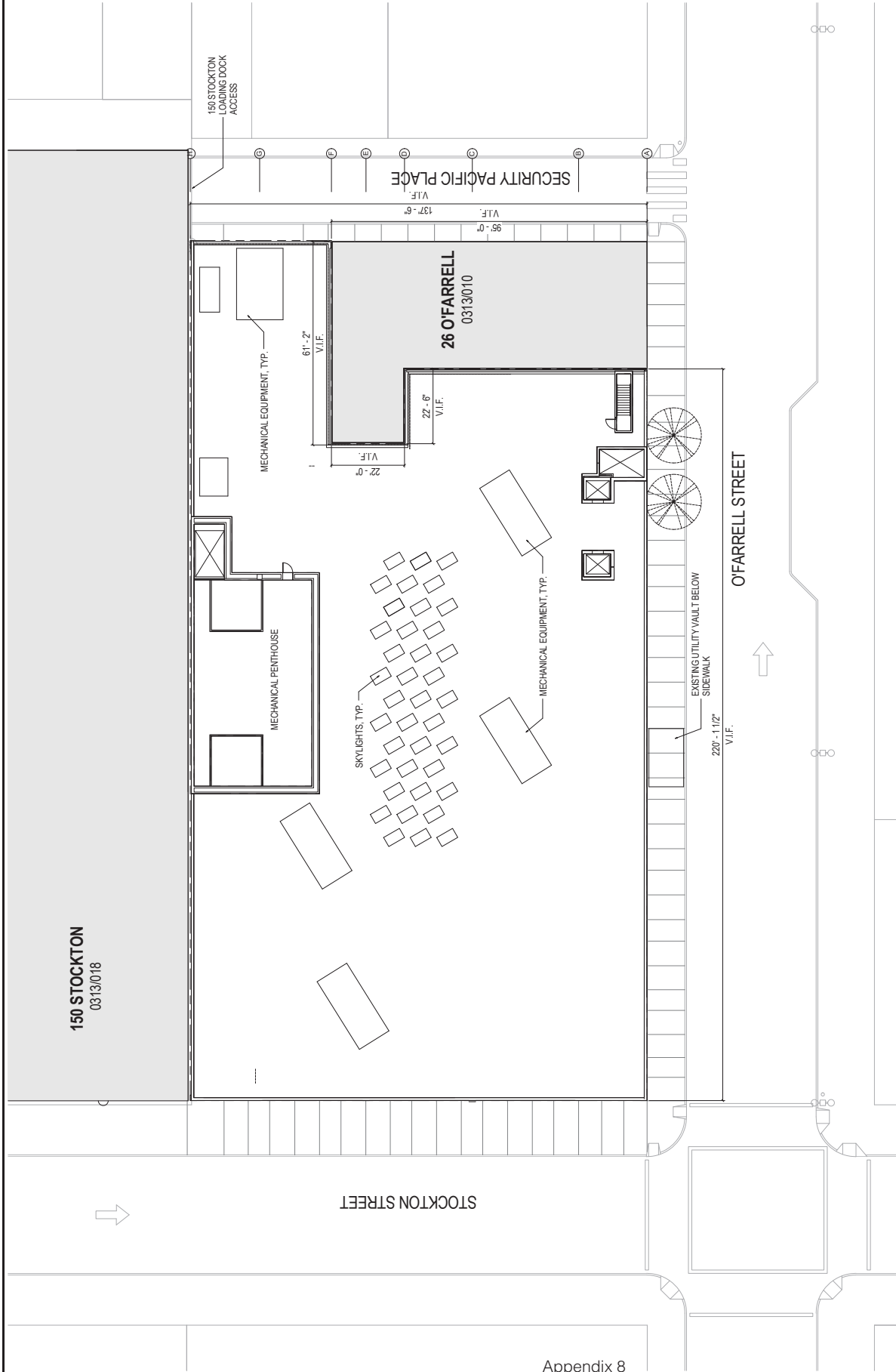
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CONSTRUCTION**

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Project Number	01 1404 000
Description	EXISTING SITE PLAN
Scale	1" = 10'-0"

A01.00

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1 EXISTING SITE
SCALE: 1" = 10'-0"

Appendix 8



Gensler
1 Harrison Street
Suite 400
San Francisco, CA 94105
Tel 415.433.3700
Fax 415.828.4580

△ Date	Description
2017.09.22	ISSUE FOR PLANNING DEPARTMENT REVIEW

Read / 55 words min.

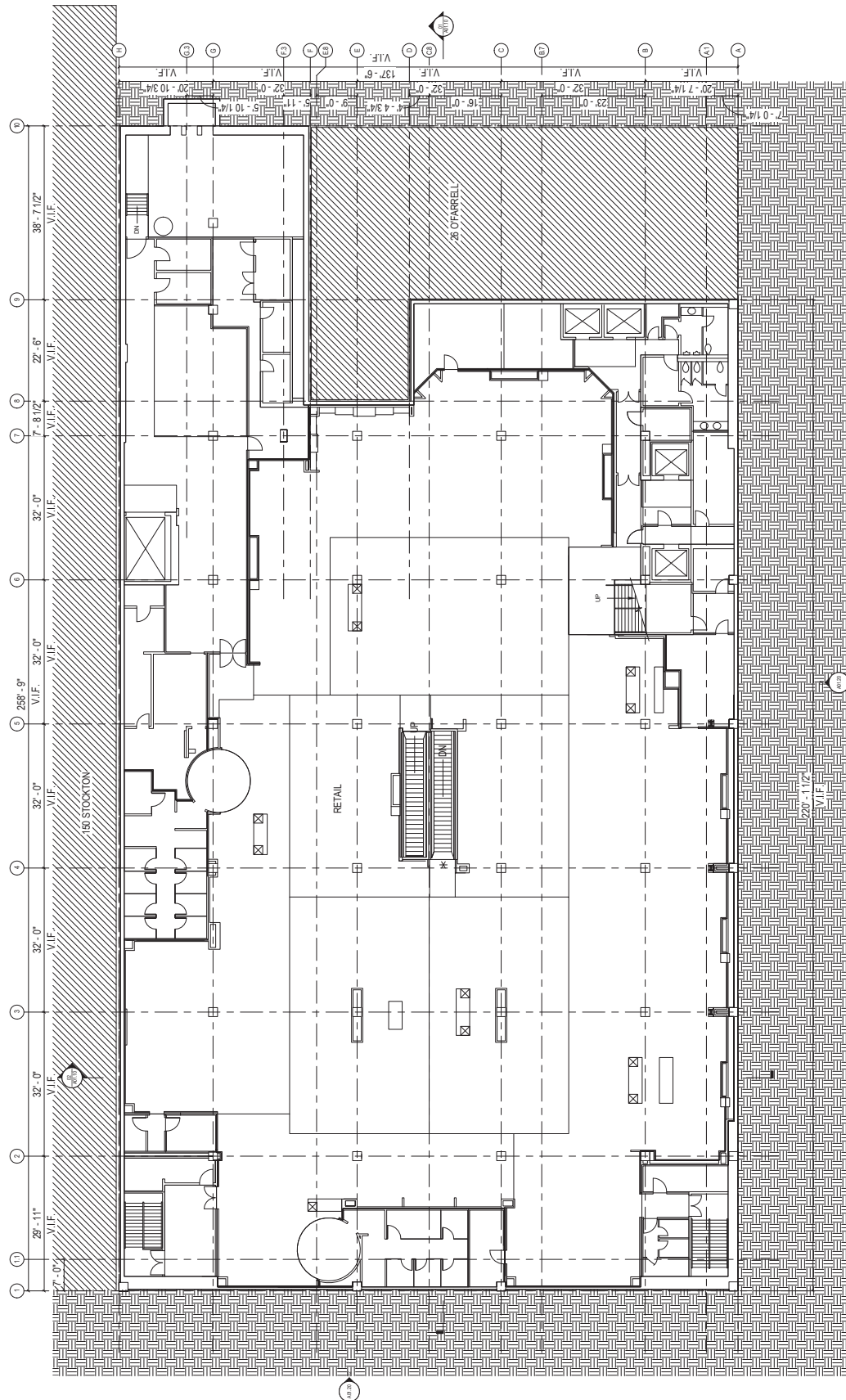
NOT FOR
CONSTRUCTION

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Project Number	01.1404.000
Description	EXISTING BASEMENT PLAN

Scale
$1/8'' = 1'-0''$

A01.0B

1000



1 EXISTING - BASEMENT

CHILLING

Appendix 9

12/20/2017 8:29:37 AM ad@jacksrass.com 23041101 1404 000 005R 2015 PLANNING, PAPER, DELGADO@GMAIL.COM/IT



120 STOCKTON
120 STOCKTON STREET
SAN FRANCISCO, CA 94102

Gensler

2700 Bay Street
San Francisco, CA 94133
Tel: 415.774.2200
Fax: 415.774.2200

Drawings
3/11/2012 10:00 AM 10:00 AM 10:00 AM 10:00 AM

Sheet 001

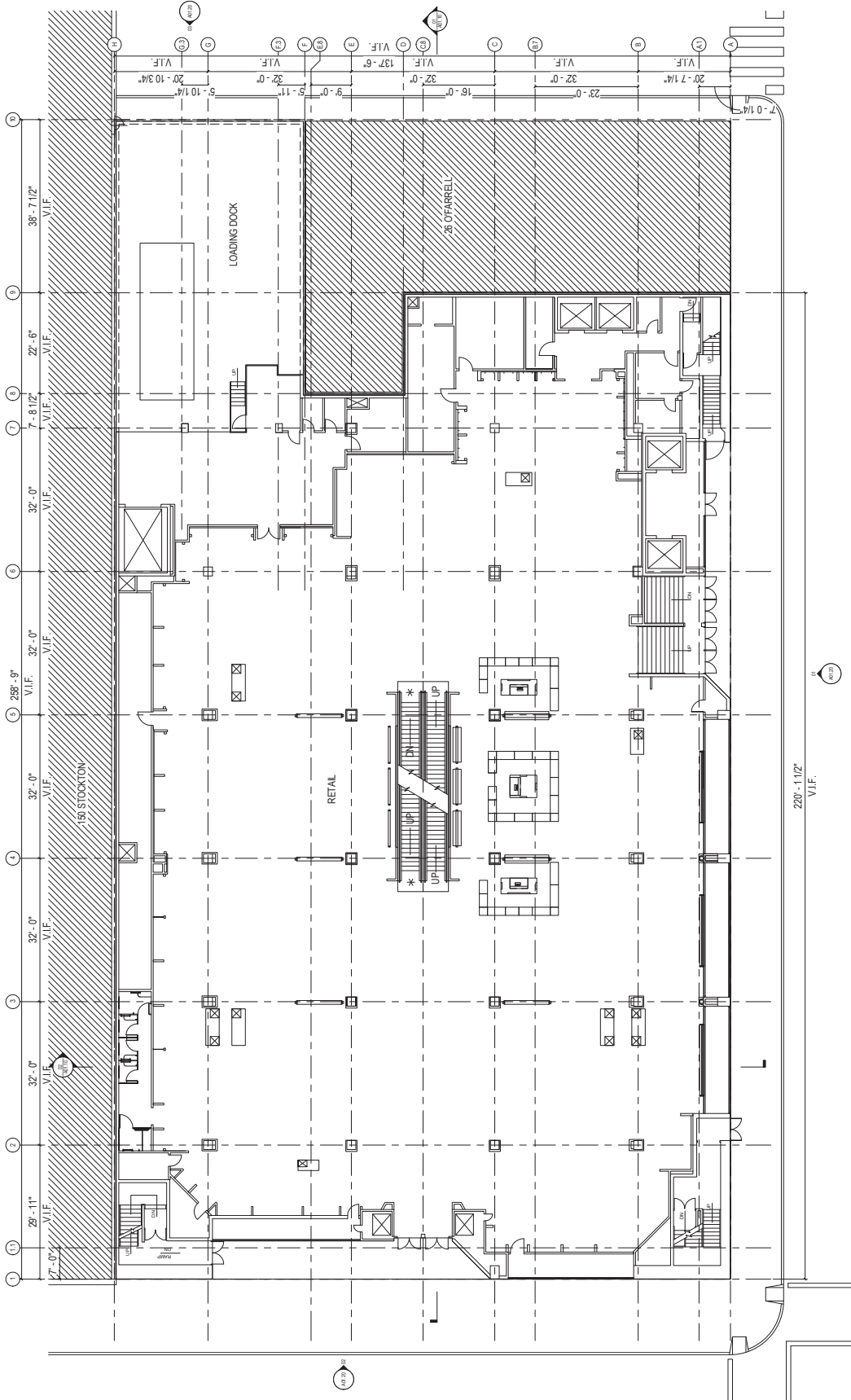
NOT FOR
CONSTRUCTION

Project Name
120 STOCKTON
Project Number
01-1404-000
Description
EXISTING LEVEL 01 PLAN

Scale
1/8" = 1'-0"

A01.01

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1 EXISTING - LEVEL 01



120 STOCKTON
120 STOCKTON STREET
SAN FRANCISCO, CA 94102

Gensler

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Fax: 415.435.4000
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Drawings
2011.08.02 10:01 AM 10/14/2011 10:01 AM 10/14/2011 10:01 AM

Sheet 01 of 02

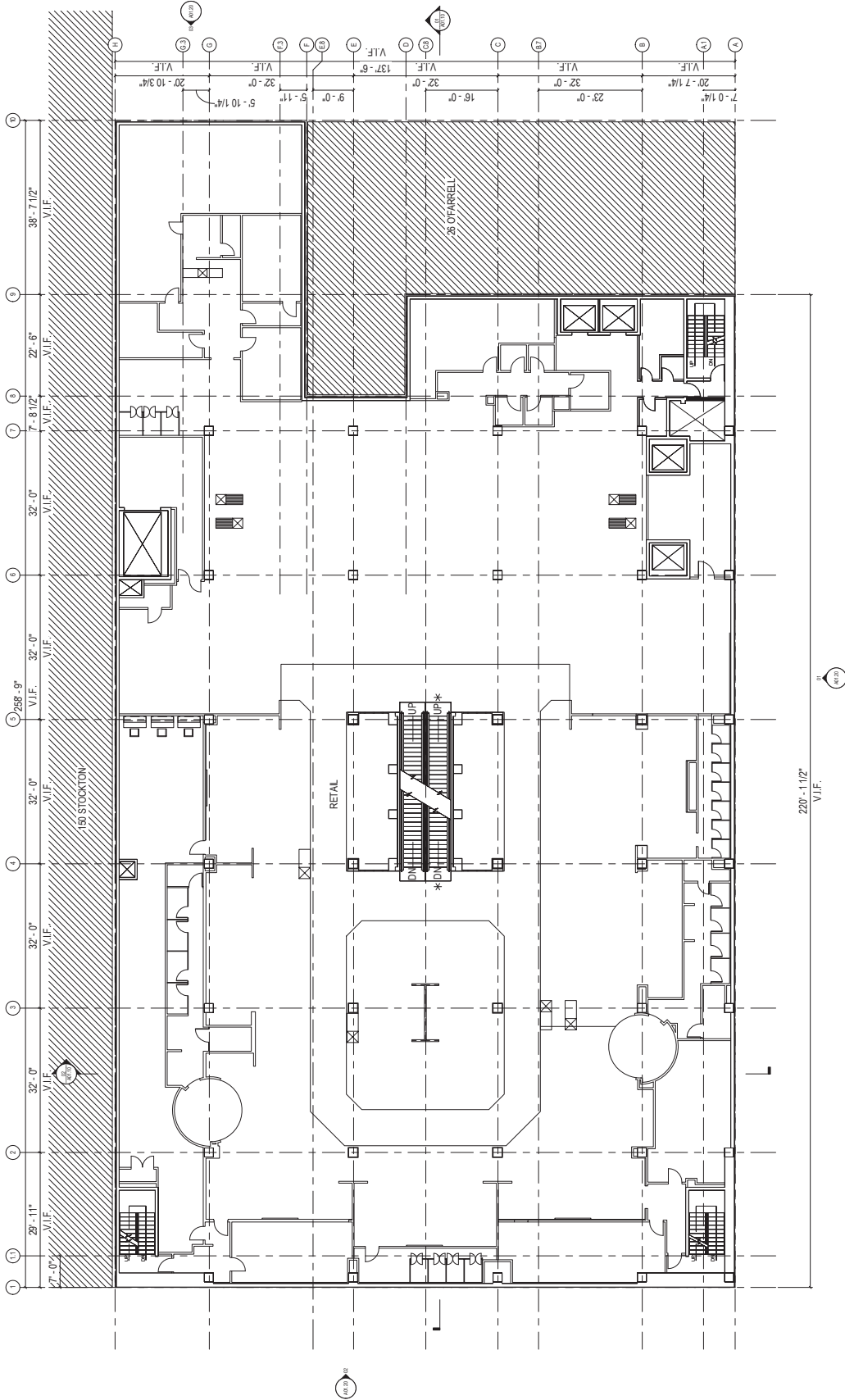
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CONSTRUCTION**

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120 STOCKTON
Project Number
01-1404-000
Description
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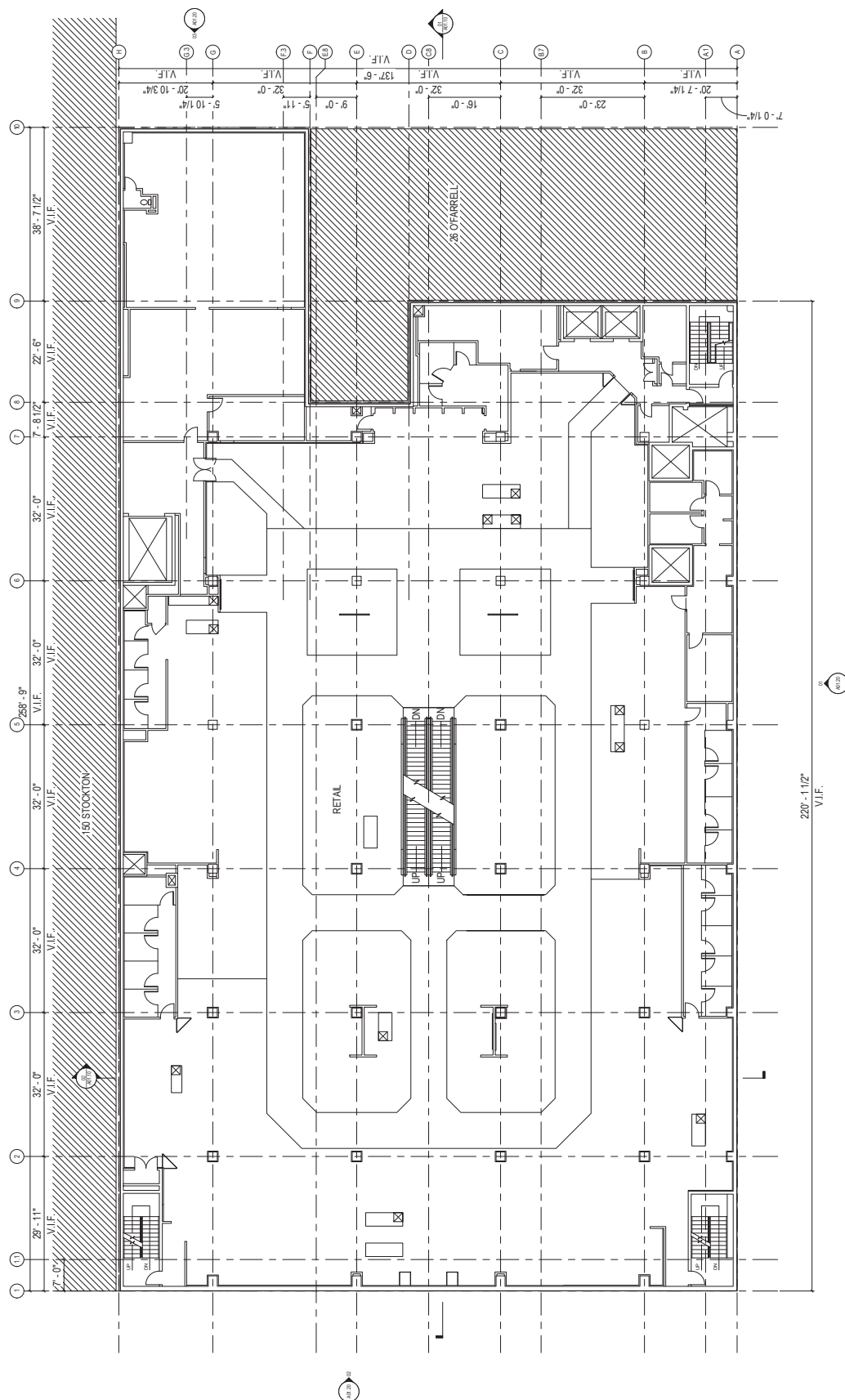
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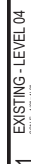
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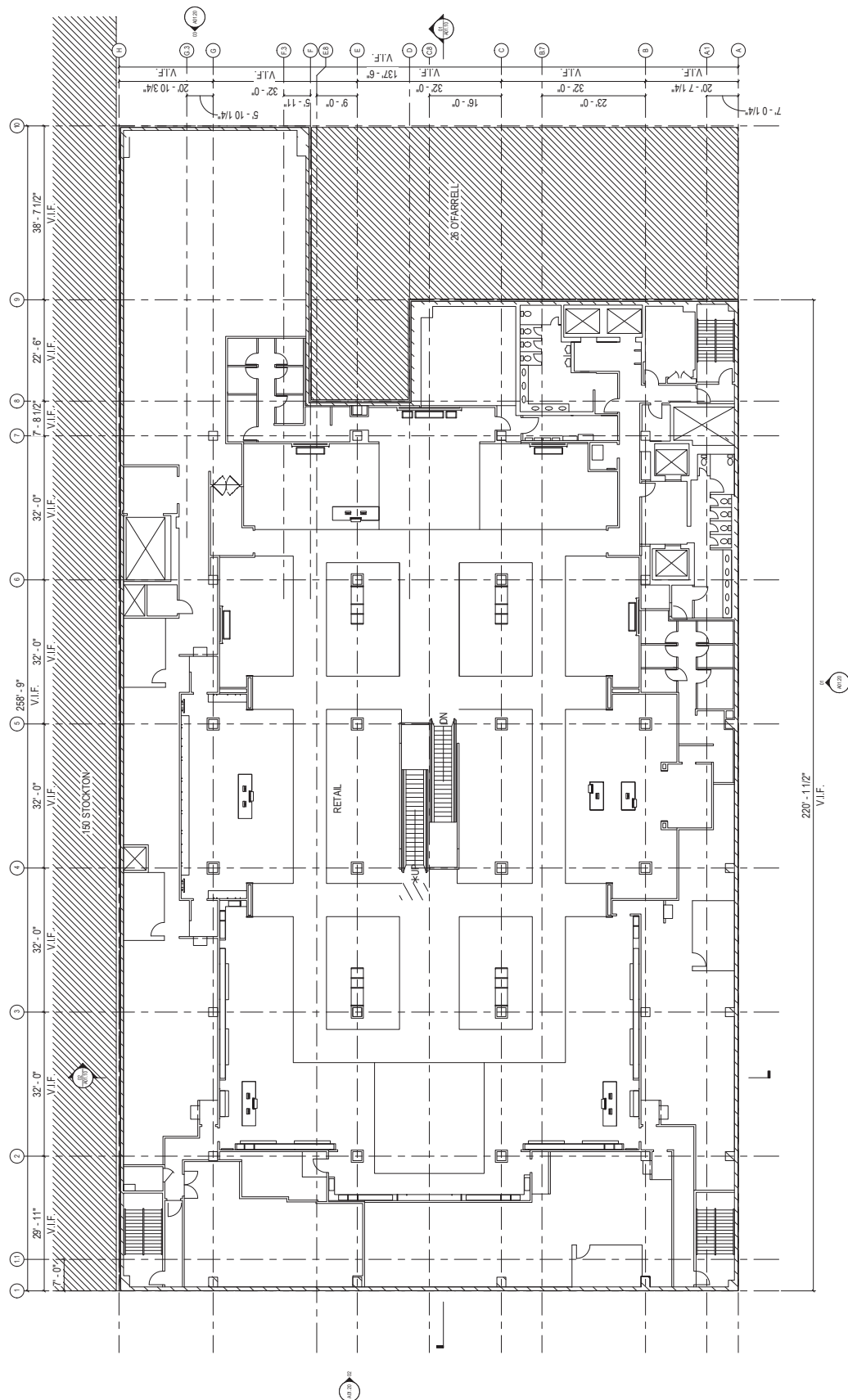


1 EXISTING - LEVEL 02



1 EXISTING - LEVEL 03
SCALE 1/8" = 1'-0"





1 EXISTING - LEVEL 05
SCALE 1/8" = 1'-0"



120 STOCKTON
120 STOCKTON STREET
SAN FRANCISCO, CA 94102

Gensler

2700 Broadway
San Francisco, CA 94109
Tel: 415.774.2200
Fax: 415.774.4000

Drawn by: [Signature]
Checked by: [Signature]
Date: 01/14/00

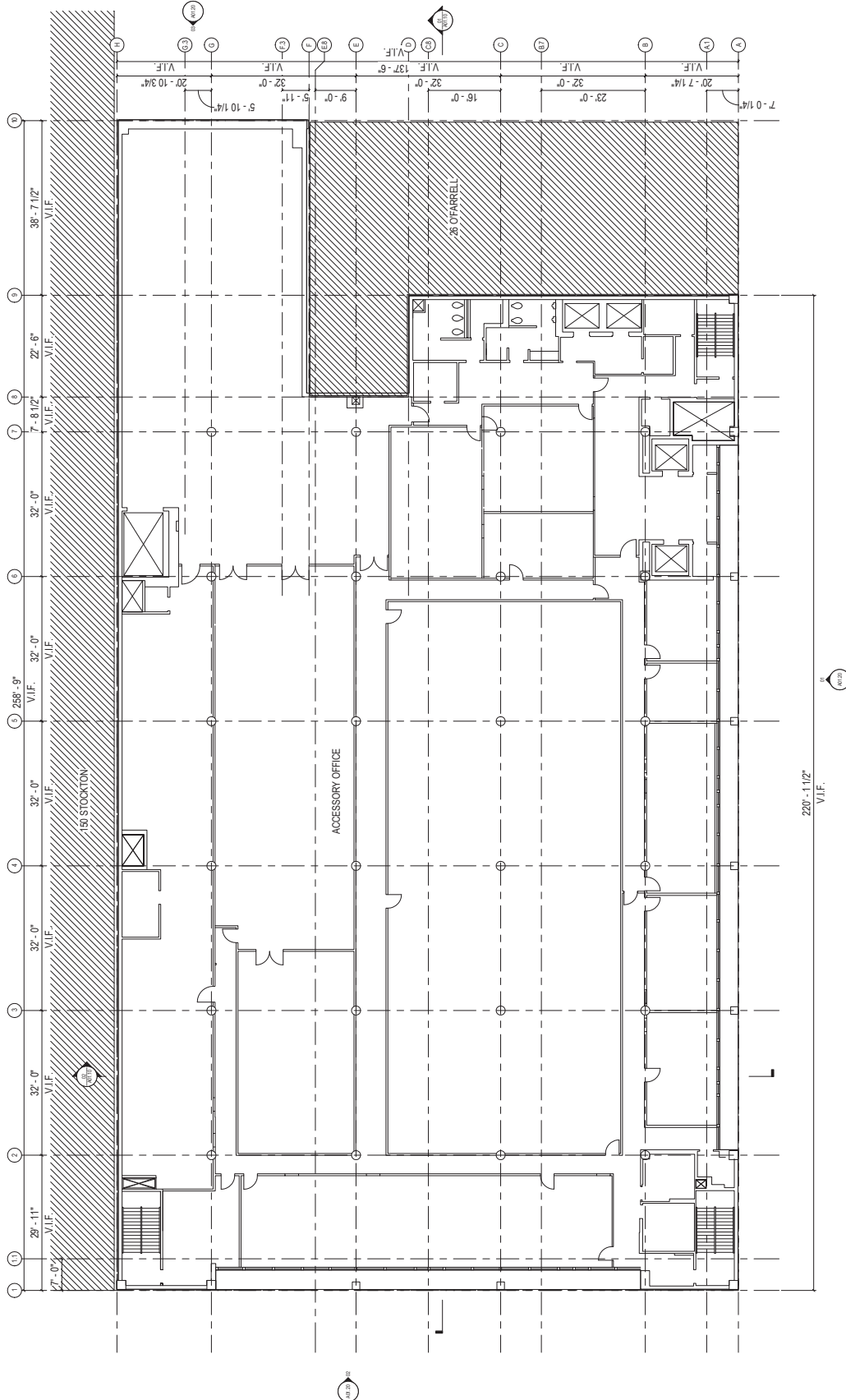
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CONSTRUCTION**

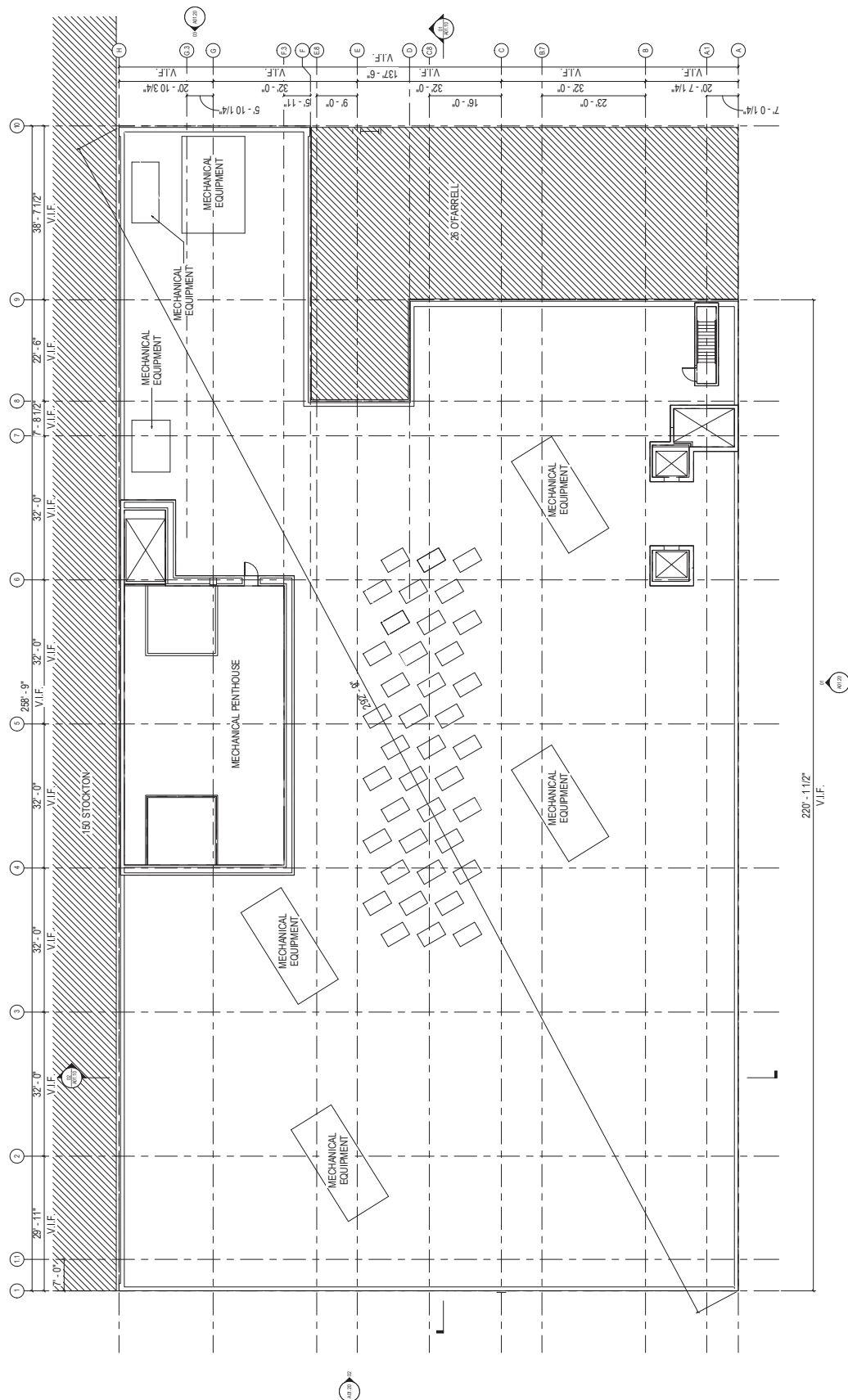
Project Name	120 STOCKTON
Project Number	01-1404-000
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Scale	1/8" = 1'-0"

A01.06

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1 EXISTING - LEVEL 06



1 EXISTING - ROOF
SCALE 1/8" = 1'-0"



120 STOCKTON
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Sheet 01

Project Name
120 STOCKTON

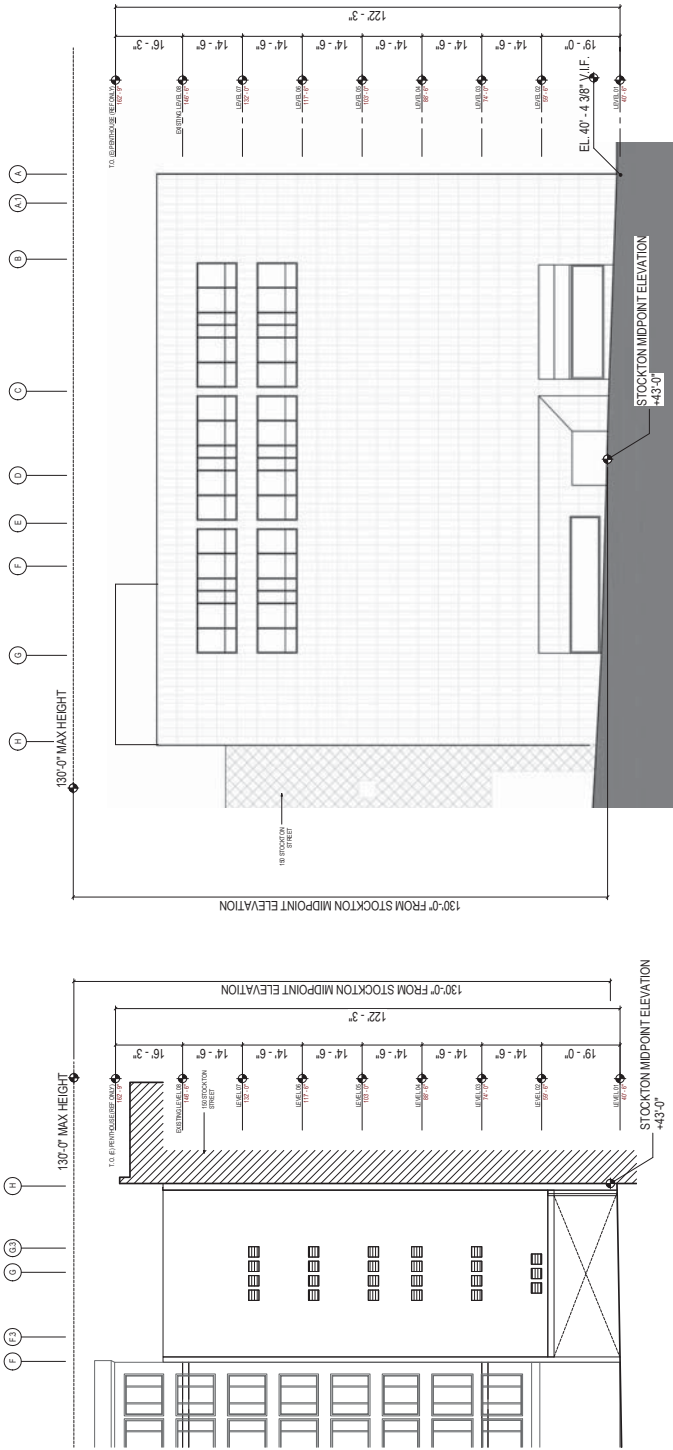
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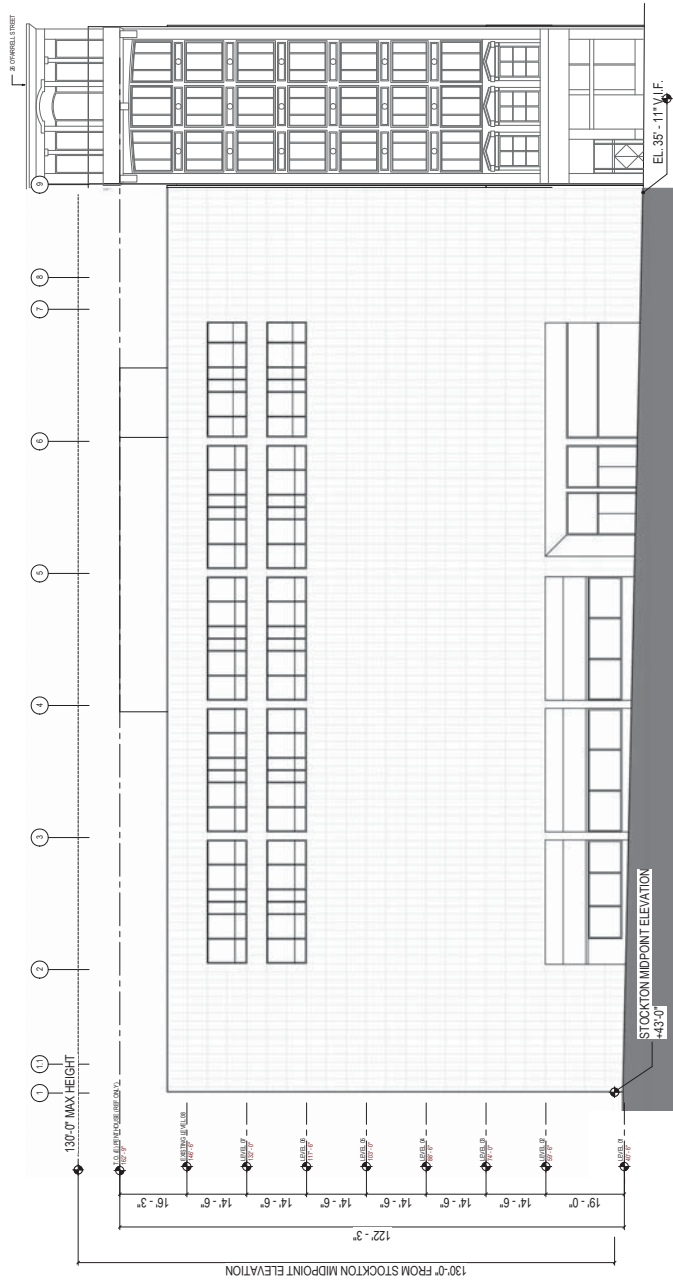
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03 EXISTING EAST ELEVATION - ALLEY
SCALE: 3/32" = 1'-0"

02 EXISTING WEST ELEVATION - STOCKTON STREET
SCALE: 3/32" = 1'-0"



01 EXISTING SOUTH ELEVATION - OFARRELL STREET
SCALE: 3/32" = 1'-0"



120 STOCKTON
120 STOCKTON STREET
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Date: 01/11/2017
Description: 120 STOCKTON STREET
120 STOCKTON STREET

Sheet: 1 of 1

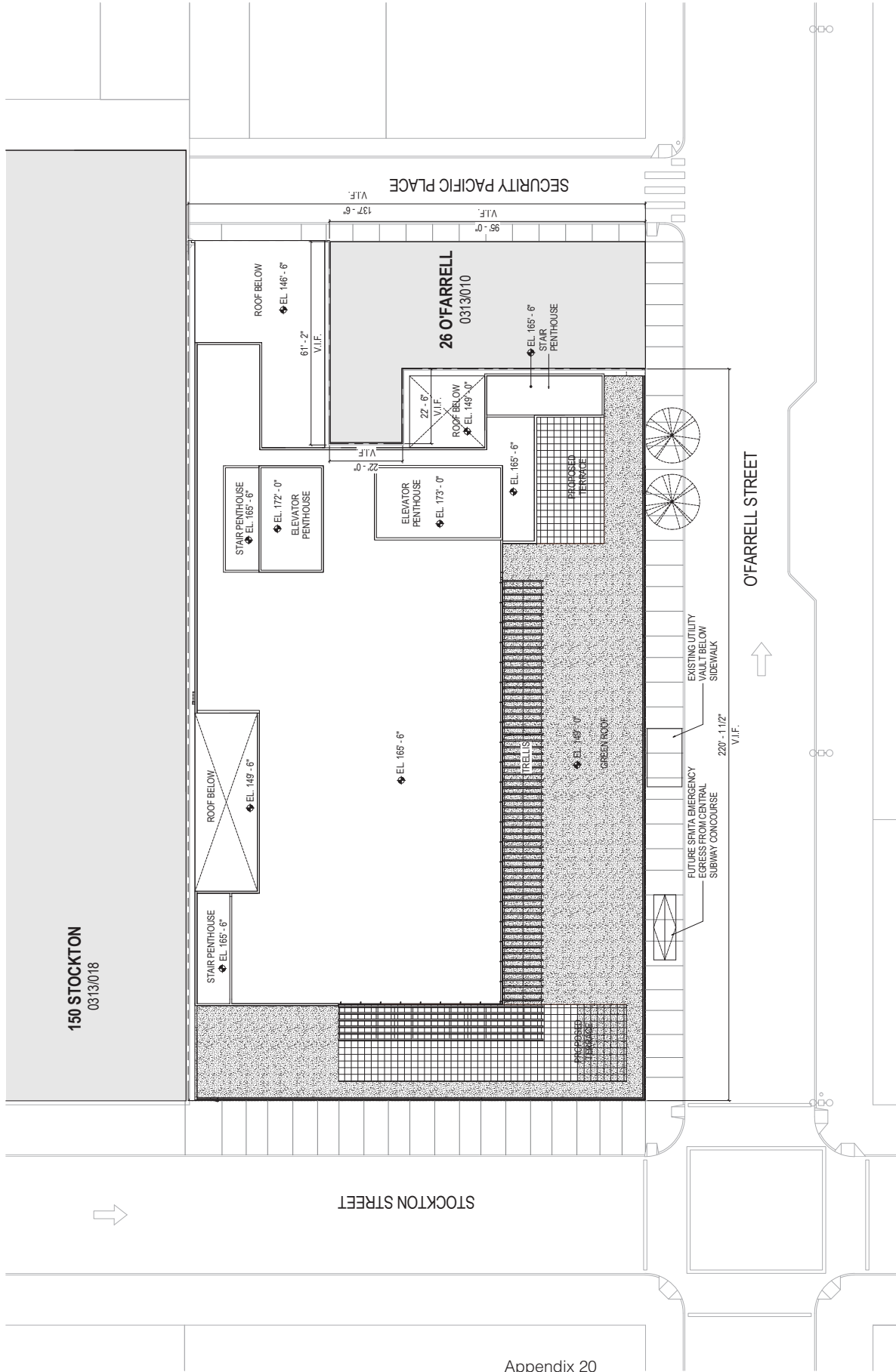
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CONSTRUCTION**

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Project Number: 01-1404-000
Description: PROPOSED SITE PLAN

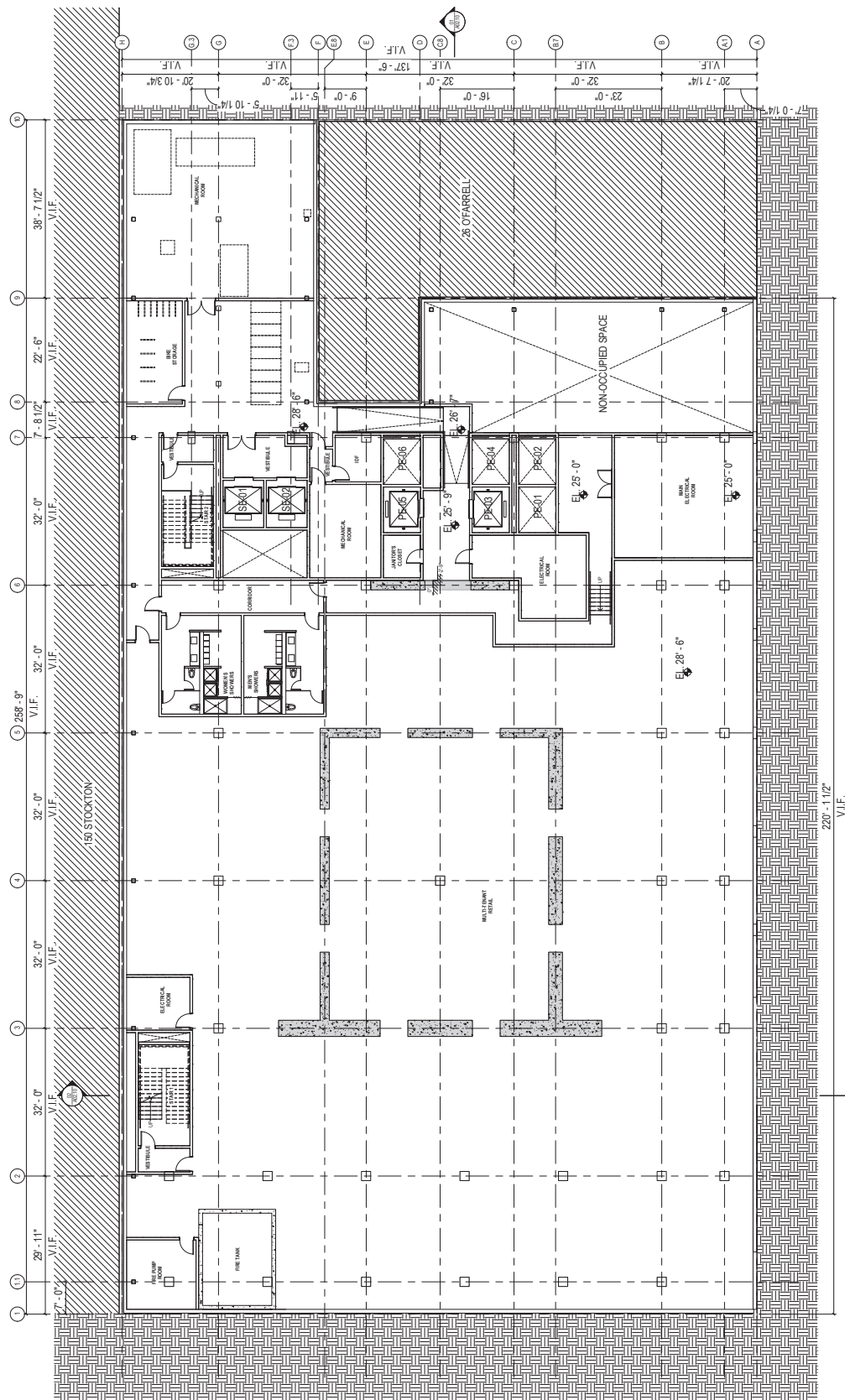
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A02.00

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1 PROPOSED SITE PLAN
SCALE: 1" = 10'-0"



PROPOSED CONSTRUCTION PLAN - BASEMENT



120 STOCKTON
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3/11/2012 10:00 AM 10:00 AM 10:00 AM

Sheet 01 of 01

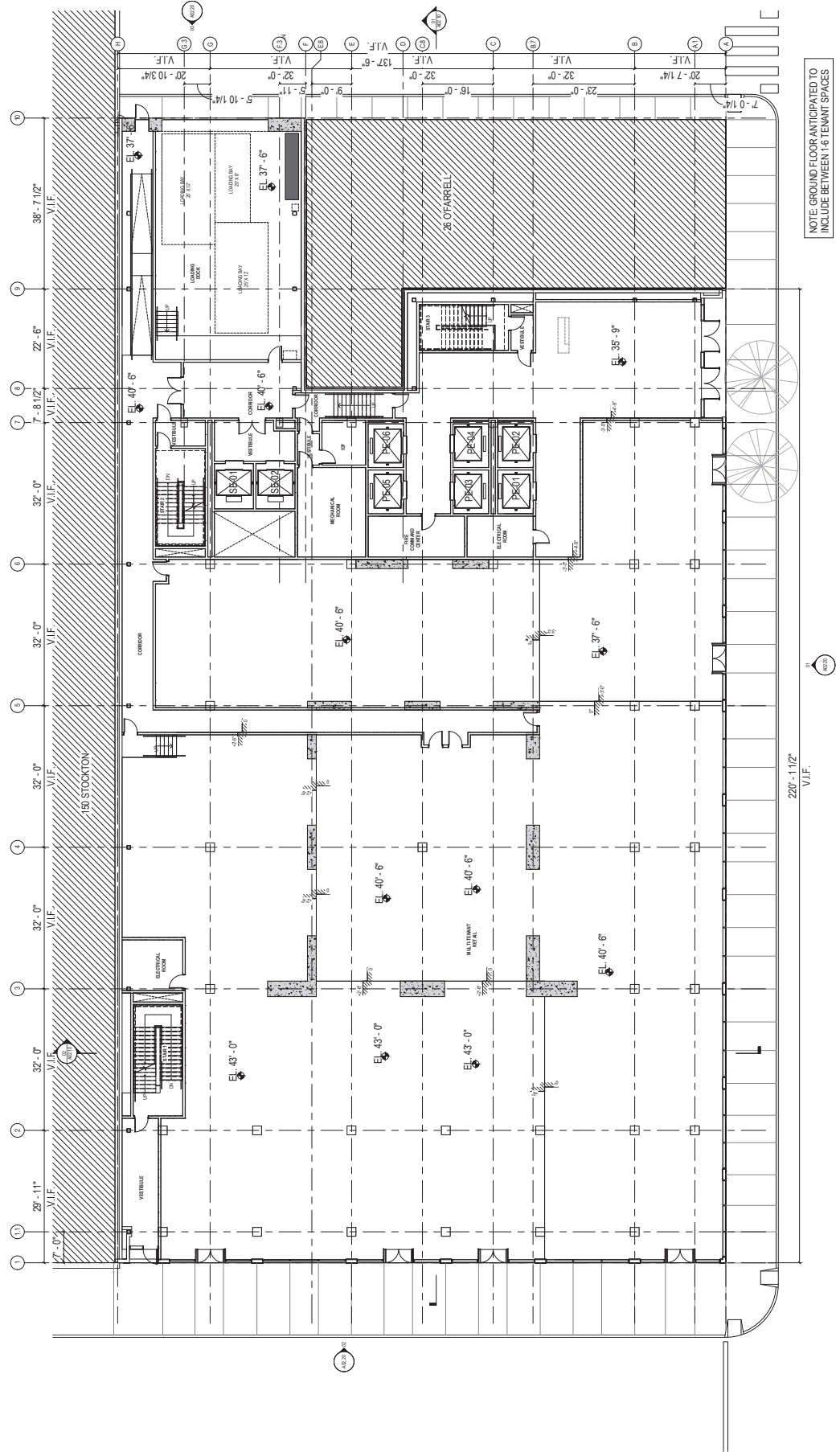
**NOT FOR
CONSTRUCTION**

Project Name
120 STOCKTON
Project Number
01 1404.000
Description
PROPOSED LEVEL 01 PLAN

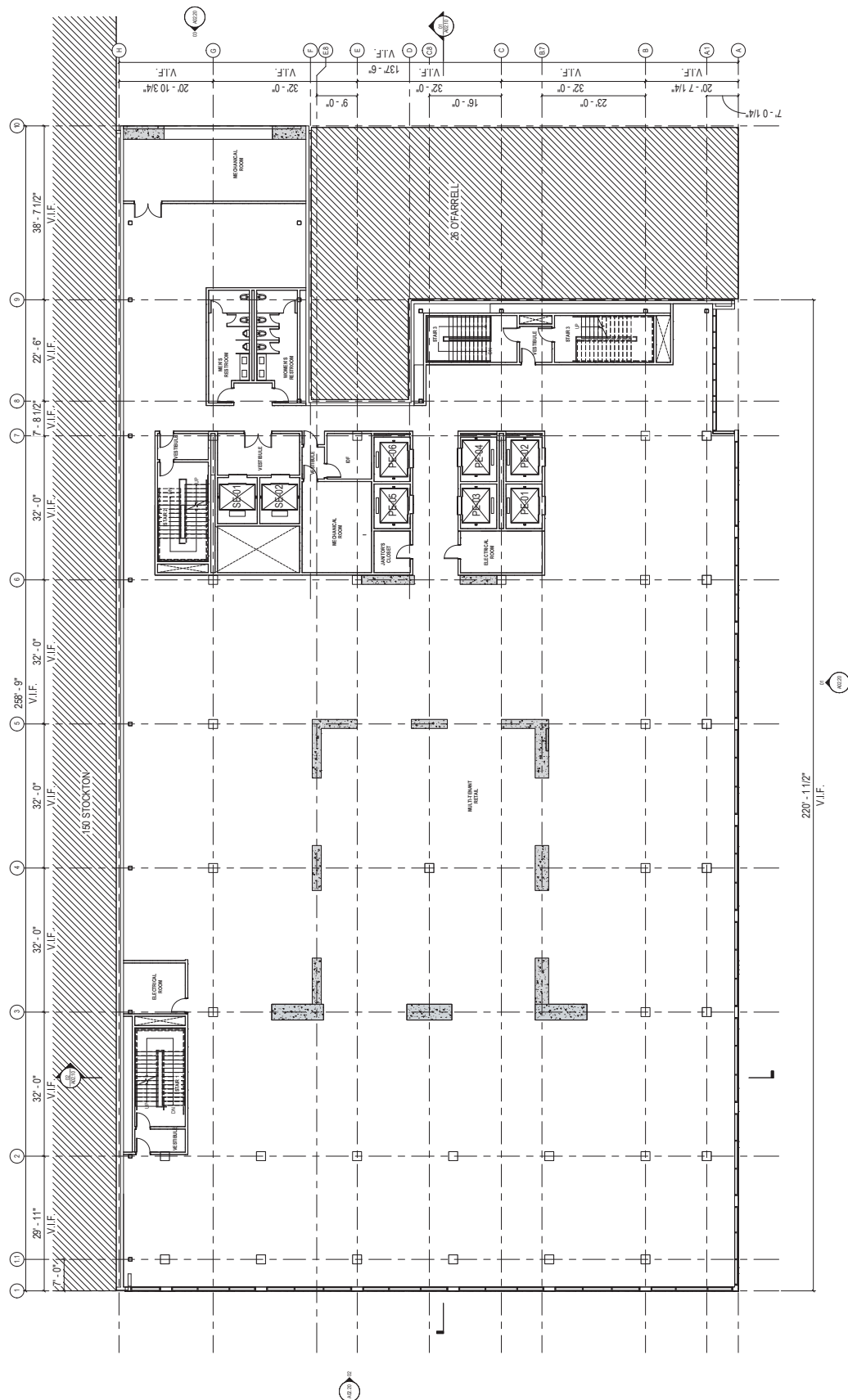
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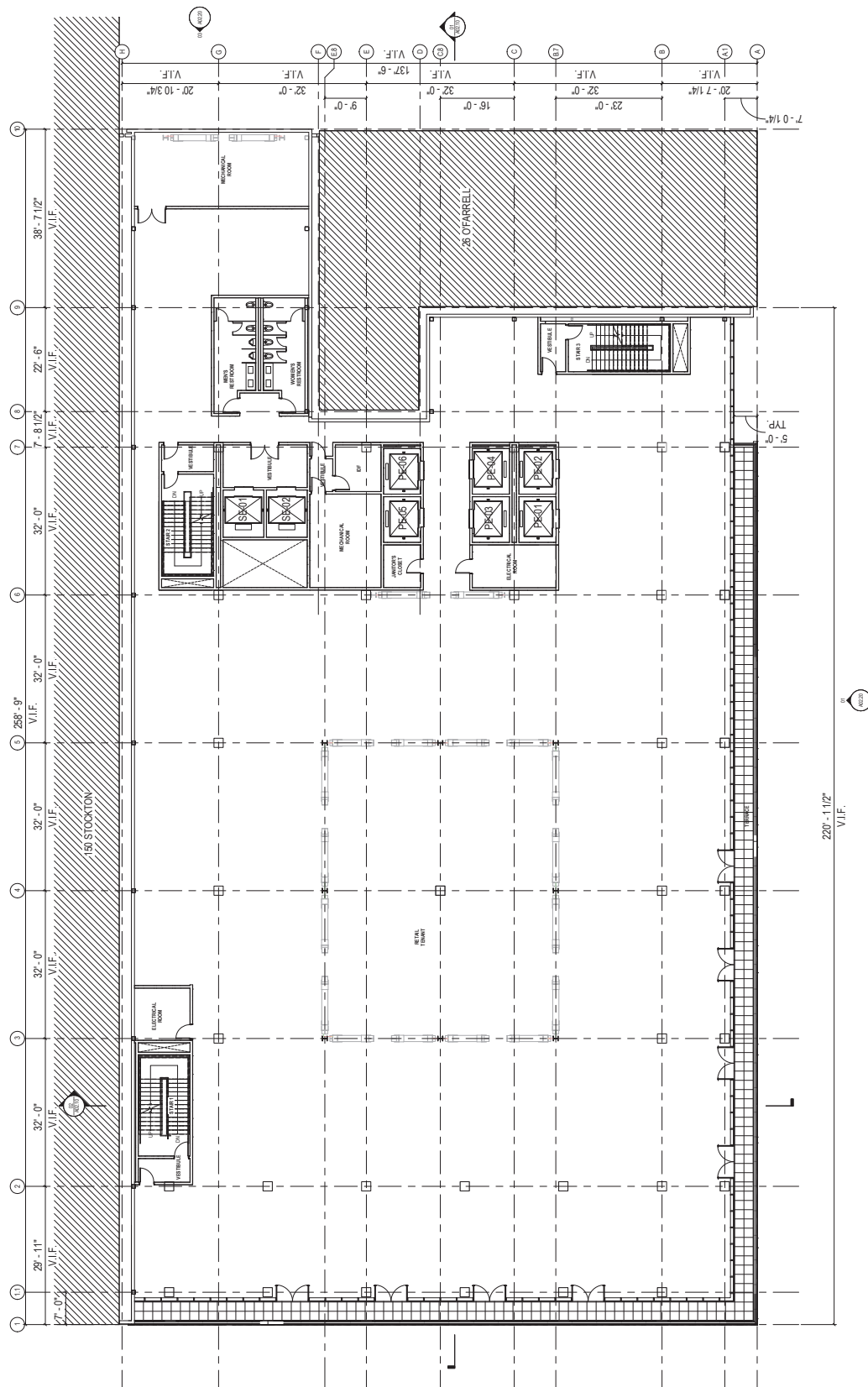
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1 PROPOSED CONSTRUCTION PLAN - LEVEL 01



1 PROPOSED CONSTRUCTION PLAN - LEVEL 02



1 PROPOSED CONSTRUCTION PLAN - LEVEL 03



120 STOCKTON
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Drawn: [blank]
Checked: [blank]
Date: 01/14/04
Project: 01-1404-000
Description: PROPOSED LEVEL 04 PLAN

Scale: 1/8" = 1'-0"

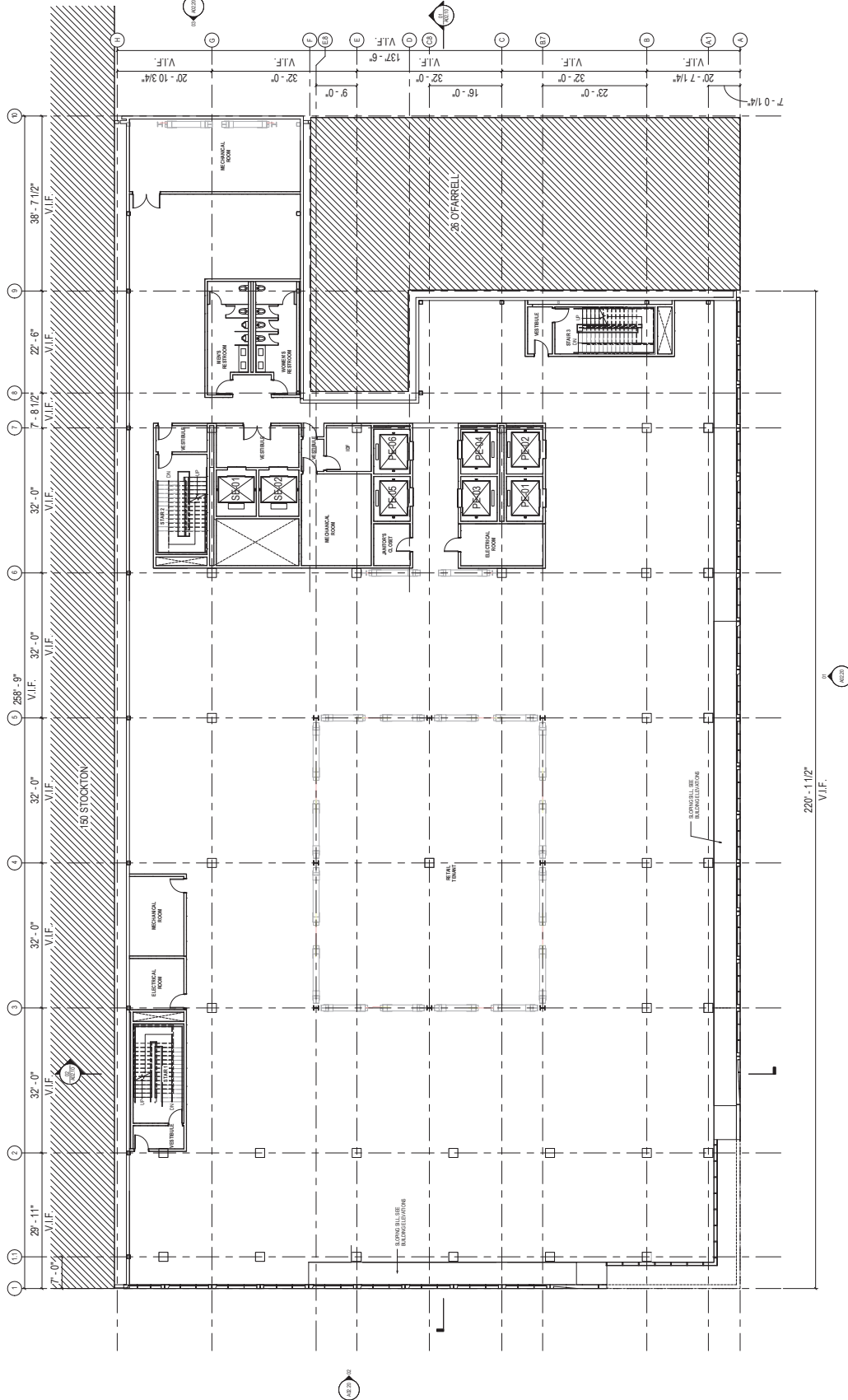
NOT FOR
CONSTRUCTION

Project Name: 120 STOCKTON
Project Number: 01-1404-000
Description: PROPOSED LEVEL 04 PLAN

Scale: 1/8" = 1'-0"

A02.04

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1 PROPOSED CONSTRUCTION PLAN - LEVEL 04



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Drawings
2011.08.02 100% OF PLANNING DEVELOPMENT
100% OF

Sheet 05 of 05

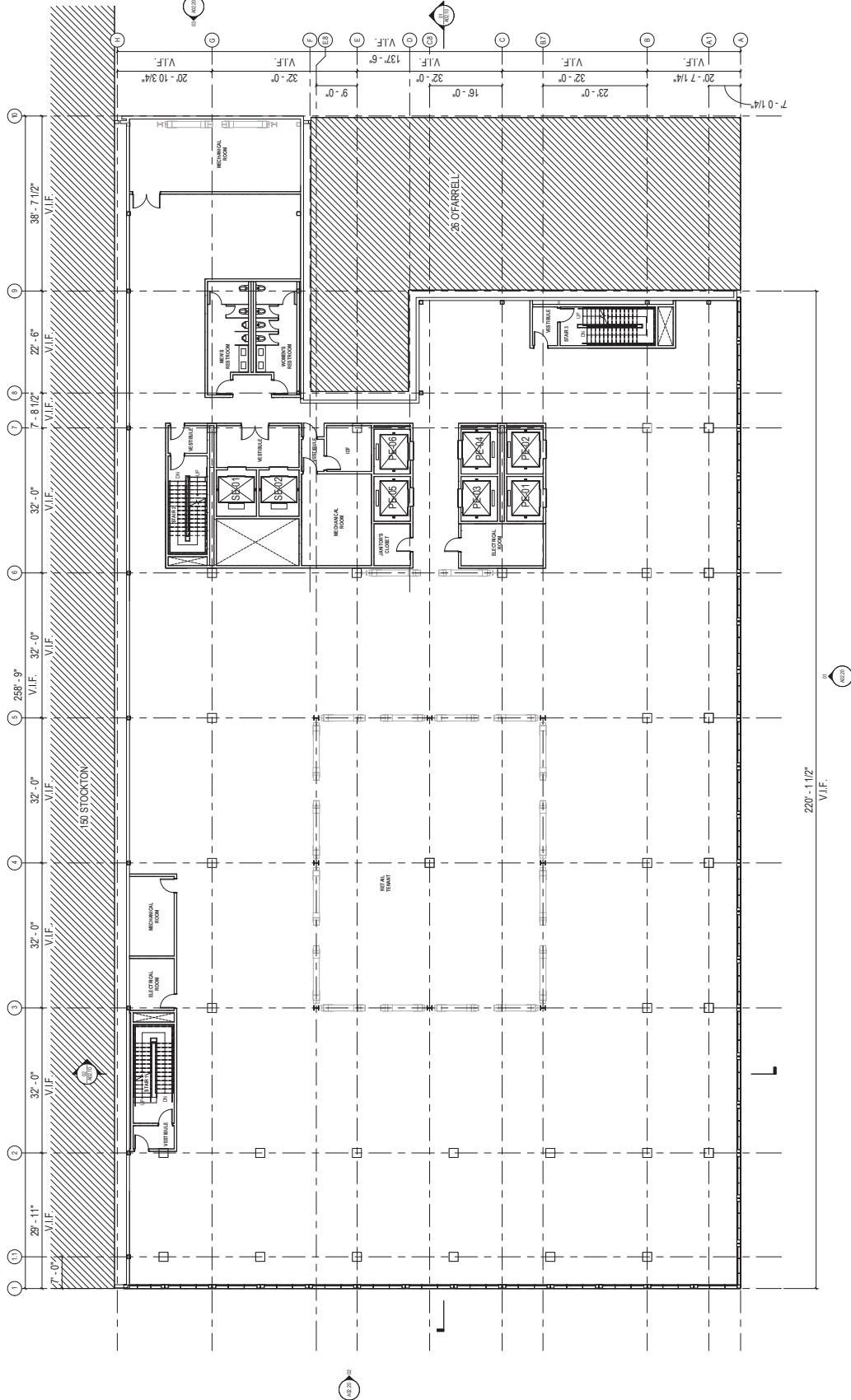
**NOT FOR
CONSTRUCTION**

Project Name
120 STOCKTON
Project Number
01.1404.000
Description
PROPOSED LEVEL 05 PLAN

Scale
1/8" = 1'-0"

A02.05

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120 STOCKTON

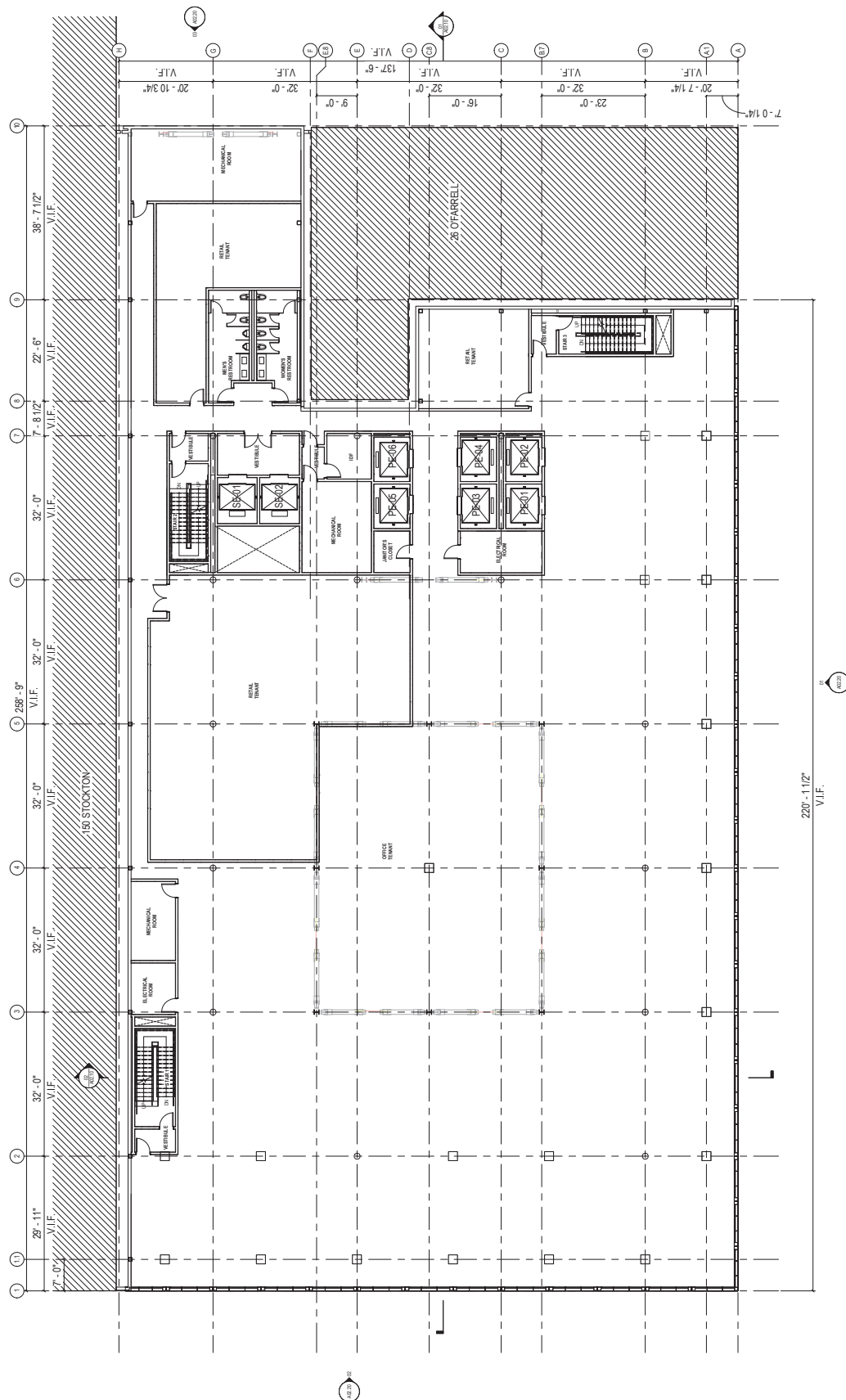
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01.1404.01

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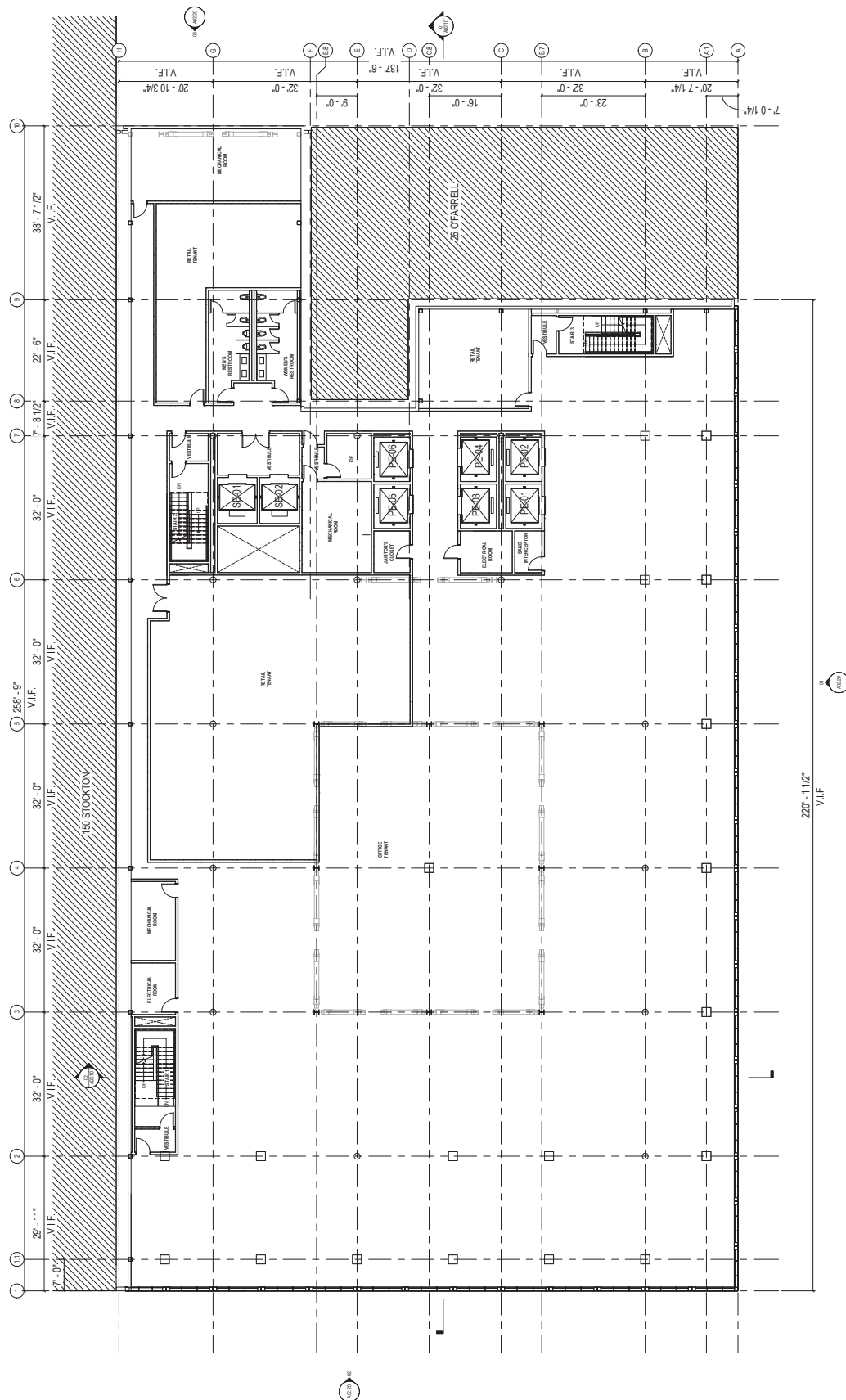
Scale $1/8" = 1'-0"$

A02.06

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1 PROPOSED CONSTRUCTION PLAN - LEVEL 06



1 PROPOSED CONSTRUCTION PLAN - LEVEL 07
SCALE: 1/8" = 1'-0"



120 STOCKTON
120 STOCKTON STREET
SAN FRANCISCO, CA 94102

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270 Hayes Street
San Francisco, CA 94102
Tel: 415.774.2200
Fax: 415.774.2200

Date: 01/14/08
Description: 120 STOCKTON GREEN BUILDING
120 STOCKTON

Sheet: 08

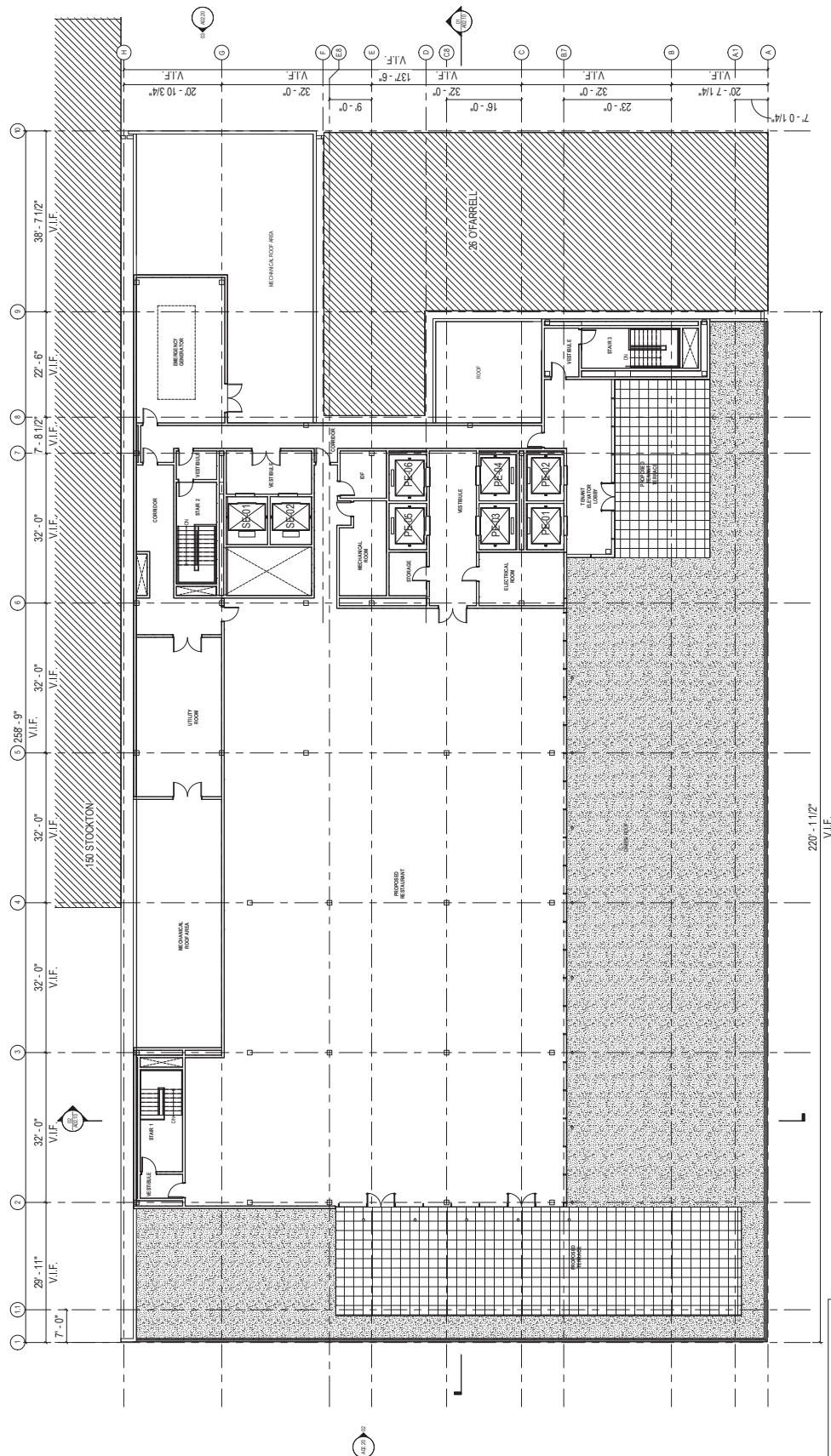
**NOT FOR
CONSTRUCTION**

Project Name: 120 STOCKTON
Project Number: 01-1404-000
Description: PROPOSED LEVEL 08 PLAN

Scale: 1/8" = 1'-0"

A02.08

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NOTE: DETERMINATION OF AMOUNT OF SOLAR
RADIATION AND SHADING PARAMETERS FOR THE
PARAMETERS OF SAN FRANCISCO GREEN BUILDING
ORDINANCE AND SAN FRANCISCO GREEN BUILDING
CODE IN PROGRESS

1 PROPOSED CONSTRUCTION PLAN - LEVEL 08
SCALE: 1/8" = 1'-0"

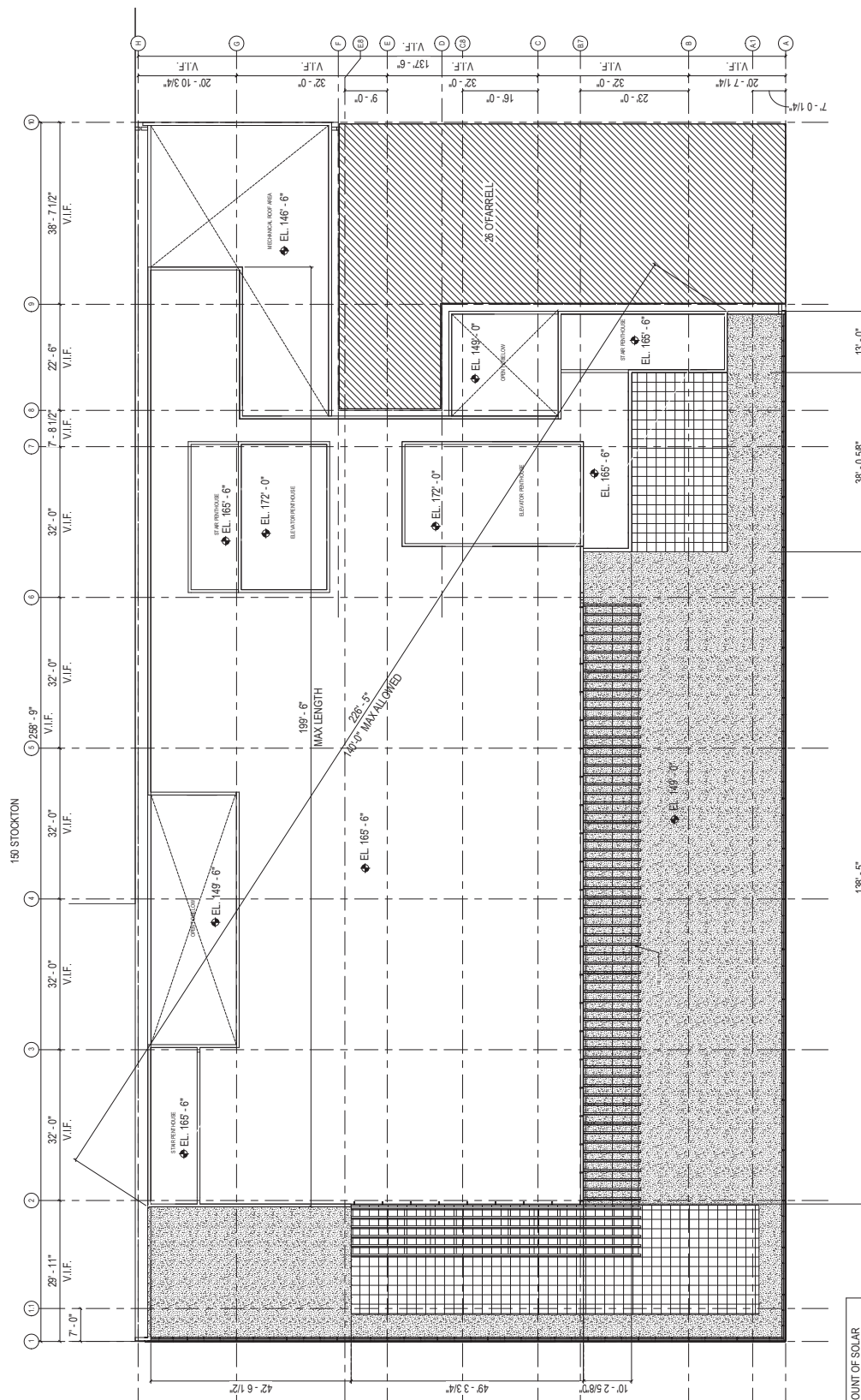
NOT FOR
CONSTRUCTION

Project Name	120 STOCKTON
Project Number	01.1404.000
Description	PROPOSED ROOF PLAN

Scale	1/8" = 1'-0"
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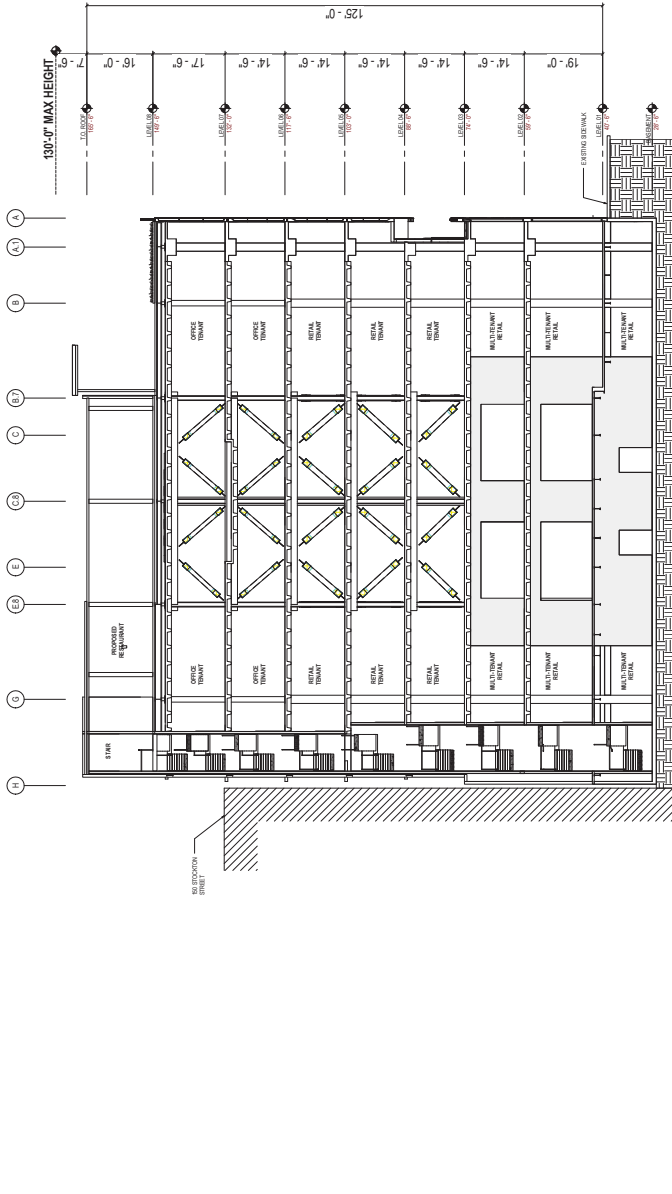
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THE CENTER

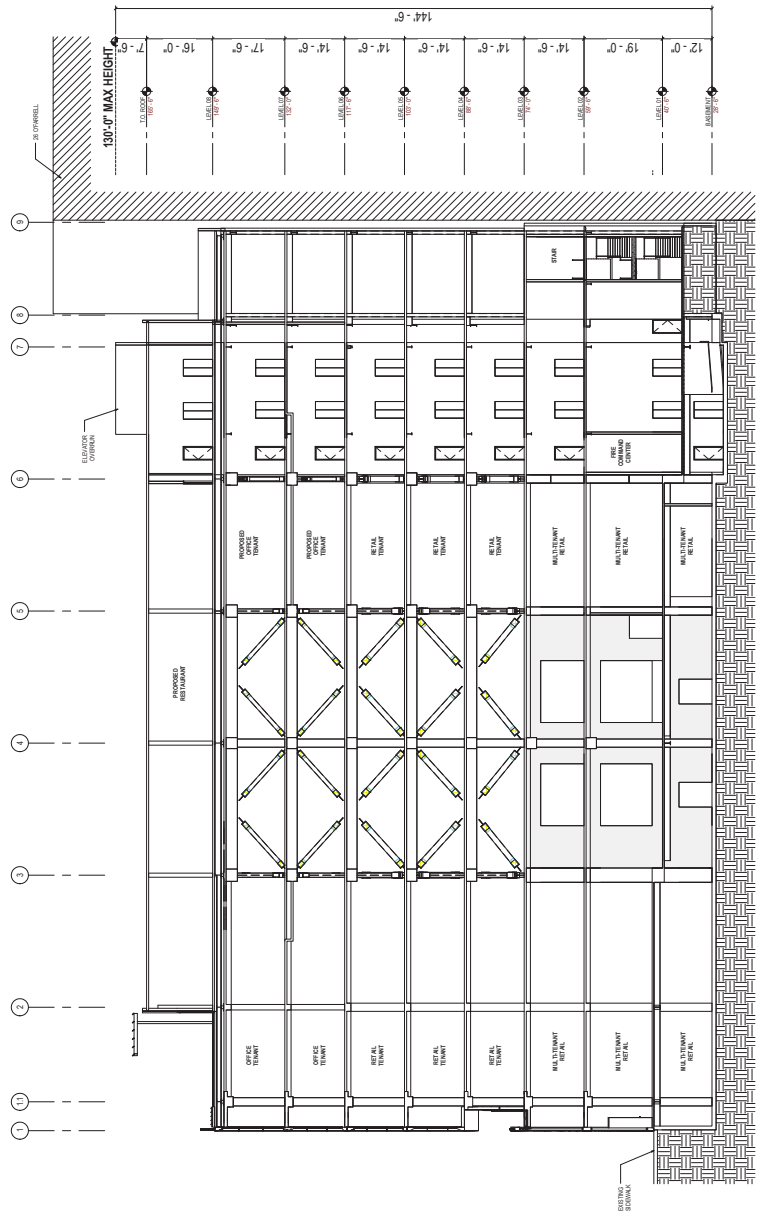


NOTE: DETERMINATION OF AMOUNT OF SOLAR ROOF/LIVING ROOF ALLOCATIONS AS PER PARAMETERS OF SAN FRANCISCO BETTER ROOF ORDINANCE AND SAN FRANCISCO GREEN BUILDING CODE IN PROGRESS

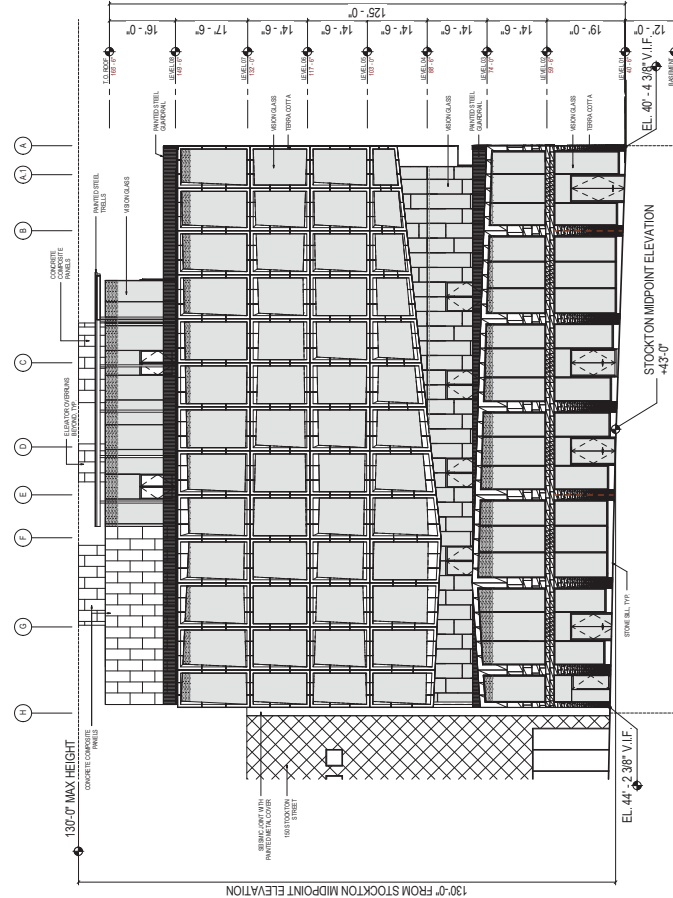
1 PROPOSED ROOF PLAN
SCALE: 1/8" = 1'-0"



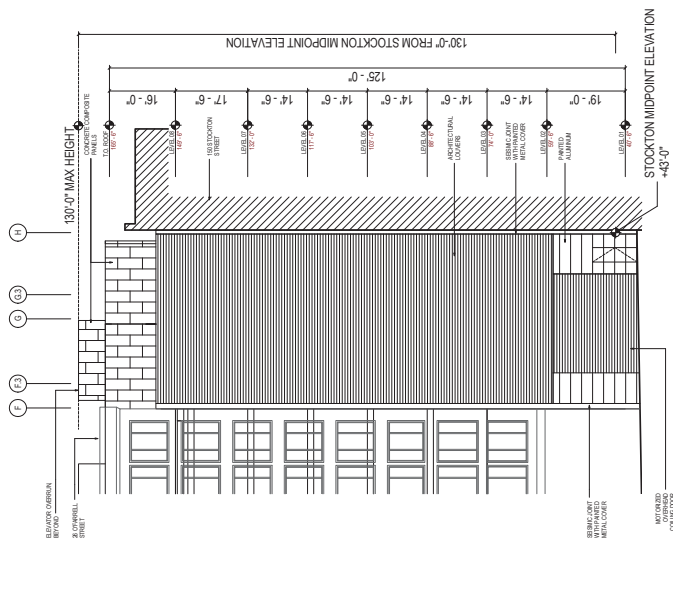
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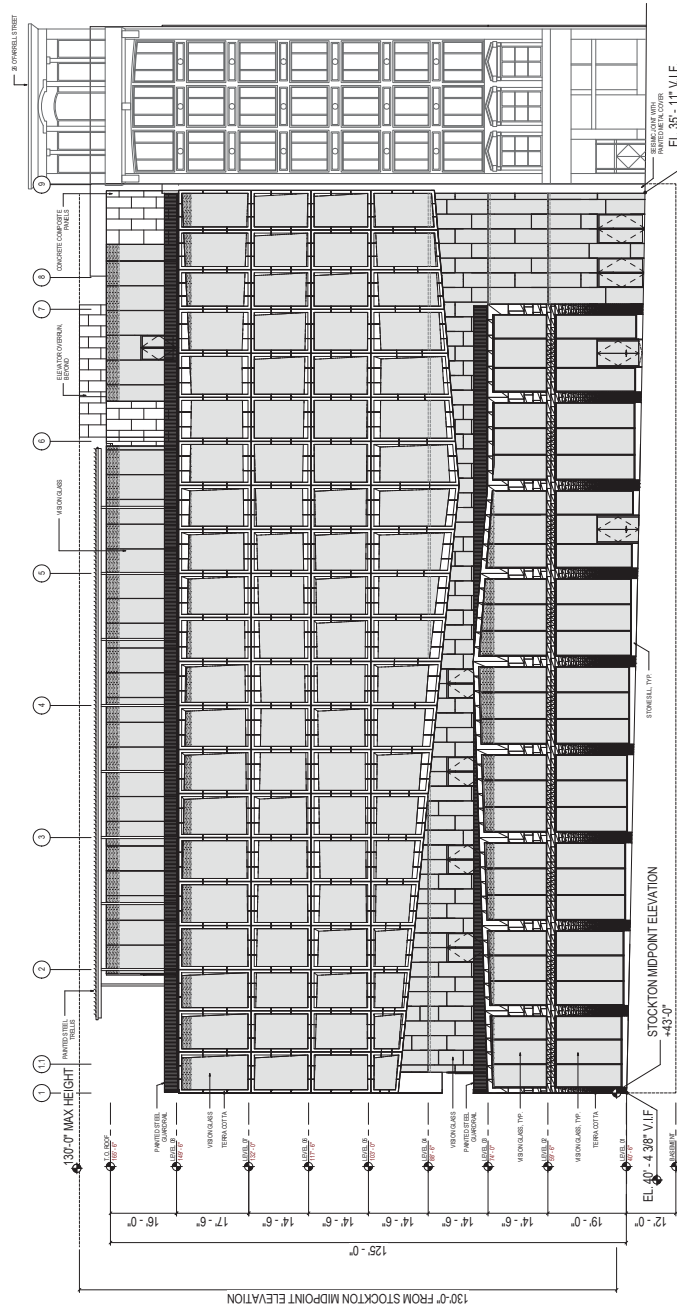
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02 PROPOSED WEST ELEVATION - STOCKTON STREET
SCALE: 3/32" = 1'-0"



03 PROPOSED EAST ELEVATION - ALLEY
SCALE: 3/32" = 1'-0"



01 PROPOSED SOUTH ELEVATION - OFARRELL STREET
SCALE: 3/32" = 1'-0"



SAN FRANCISCO PLANNING DEPARTMENT

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

UDAT MEETING NOTES

Project: 120 Stockton Street

Date: 10 January 2018

Attendees: Maia Small (notes), Jeff Joslin, David Winslow, Rich Sucre, Glenn Cabrerros, Pilar Lavalley

Architecture

UDAT recommends reducing and thoughtfully sculpting the interior floorplates to meet FAR requirements rather than reducing building frontage that would erode the street wall.

At the facades, continue to develop the depth and thicknesses around the glazing in the upper volume to increase the legibility and weight of solidity. This can be done in specific locations or across the façade more systematically (for example as a gradation in width or depth) to avoid the expression of a uniform grid.

To better address the Historic District requirements to provide a visual termination, increase the weight or thickness of the top solid components.

Provide greater material solidity and fine-grained elements at the base and ground floor storefronts that reinforce visual interest for pedestrians. One idea to explore would be to keep the width but create greater depth at the solid elements in the two-story base; essentially make them less like pilasters and more like thick fins to give them additional full-story weight. Provide a spandrel that breaks the tall glass and creates a transom. If the enhances vertical elements bypass the spandrels, they could also help reinforce a secondary vertical expression to be compatible with the Historic District. Create more gracious volumetric entries that provide pedestrians the rhythm of traditional storefronts.

UDAT recommends developing a signage program so that individual retailers do not have to go through future individual preservation and design review.

UDAT also suggests moving the tree proposed for the southeast corner of Stockton/O'Farrell father from the corner as it presents a potential sightline issue that could obscure pedestrians at the corner from drivers. Note that street trees and locations are regulated by Public Works.

120 STOCKTON

ARCHITECTURAL REVIEW COMMITTEE SUBMISSION

2/27/18



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REUBEN, JUNIUS & ROSE, LLP

Tuija Catalano
tcatalano@reubenlaw.com

February 27, 2018

Delivered Via Messenger

Architectural Review Committee
Commissioner Jonathan Pearlman
Commissioner Aaron Hyland
Commissioner Andrew Wolfram
1650 Mission Street, Suite 400
San Francisco, CA 94103

**Re: 50 O'Farrell/120 Stockton – ARC Review of Permit to Alter Application
Planning Dept. Case No. 2016-016161PTA
Hearing Date: March 7, 2018
Our File No.: 10436.02**

Dear Commissioners Pearlman, Hyland and Wolfram:

Our office represents PPF Retail, LLC, the owner and project sponsor of 120 Stockton Street, Assessor's Block 0313, Lot 017, a property that is currently occupied by Macy's as the Mens' Store building. The Property was sold by Macy's to the current owner approximate one year ago, and is proposed to be converted from an existing single-tenant, large department store building into a vibrant, multi-tenant building with retail, restaurant and upper floor office uses.

The existing building was built in 1970's and has not been determined to be historically significant. The building is located in the Kearny-Market-Mason-Sutter Conservation District ("KMMS District"), and is a Category V, Unrated Building. The building was not constructed during the KMMS District's period of significance and it does not contain any features that would warrant retention/preservation. As is evident from existing and older photos, the existing building includes a rather bleak concrete façade that is not in keeping with the character of the KMMS District, and does not contribute to the District or to the Union Square area in general.

The project proposes to convert the existing "introvert" building into an "extrovert" by re-cladding the O'Farrell and Stockton Street facades with a more pedestrian- and retail-friendly design that is respectful of the surrounding context. The project design includes various features and materials that are consistent with the KMMS District, including the use of light terracotta materials. Although the existing massing and height will be retained, the re-cladded façade will introduce tripartite design of a base, shaft, and cornice/top, which is consistent with the two and three part vertical compositions that are prevalent in the KMMS District.

The project proposes a modern, iconic destination that concurrently respects the rich and unique history of Union Square. With the activation of the two primary street frontages, the project is expected to result in a significant, positive contribution to the Union Square retail sector.

On behalf of the project team, I want to share that we are excited to present the proposed design to the ARC and to elaborate on the significant context evaluation and creative process that resulted in the proposed design. We welcome your feedback and look forward to the March 7th hearing, and to proceeding thereafter with the other hearings at the HPC and Planning Commission.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP



Tuija I. Catalano

PROJECT DESCRIPTION

120 Stockton Street, the project, is a major alteration of the former Macy’s Men’s Store, located at the corner of Stockton and O’Farrell Streets, steps from Union Square. The existing building, constructed in the early 1970s, is an inwardly oriented department store clad entirely with travertine over concrete perimeter walls. The building is 7 stories tall, with one level below grade. The original levels consisted of retail space from the basement through the 5th floor, with Macy’s executive offices and administration located on floors 6 and 7. By design, the existing architecture lacks continuity with the pedestrian oriented Union Square architectural fabric.

PROJECT GOALS

The proposed project seeks to transform the retail experience by activating the façade across all levels, restoring a relationship with the street and the pedestrian. The current opaque exterior wall will be replaced by a glass and terracotta window wall system. The proposed architecture strives to establish relationships to the existing context by its use of materials, its proportions and scale, making it compatible with the KMMS vernacular and future use of the building.

PROPOSED MASSING AND DESIGN

The project maintains a similar use distribution over the floors: retail from basement through 5th floor and office above. The office area allocation on level 6 and 7 will fit within the Prop M small cap definition. The roof is seen as an opportunity and so the project proposes a restaurant amenity space for use by the public and building tenants. The design team’s analysis of different KMMS district facades has led to a design parti rooted in the district. The new façade establishes a two story human scale storefront, a third floor expression, and a façade above with texture and relief. This organization speaks to the traditional emphasis of base, middle, and top. In addition, the level 7 façade module is taller than the below modules creating a “crown” to cap the façade composition. Furthermore, the third floor reveal is lifted on the corner to acknowledge its presence and the historical blade signs at the intersection of Stockton and O’Farrell.

The design seeks to capture the project’s significant location and ability to enhance the public experience around Union Square. The use of traditional terracotta in a unique pattern enlivens the storefronts and creates a continuous rhythm of retail along the entire ground floor. The project includes new MEP, elevators, and a major structural alteration to the building’s lateral bracing that makes the proposed re-imagining of 120 Stockton possible.

EXISTING GROSS FLOOR AREA CALCULATION

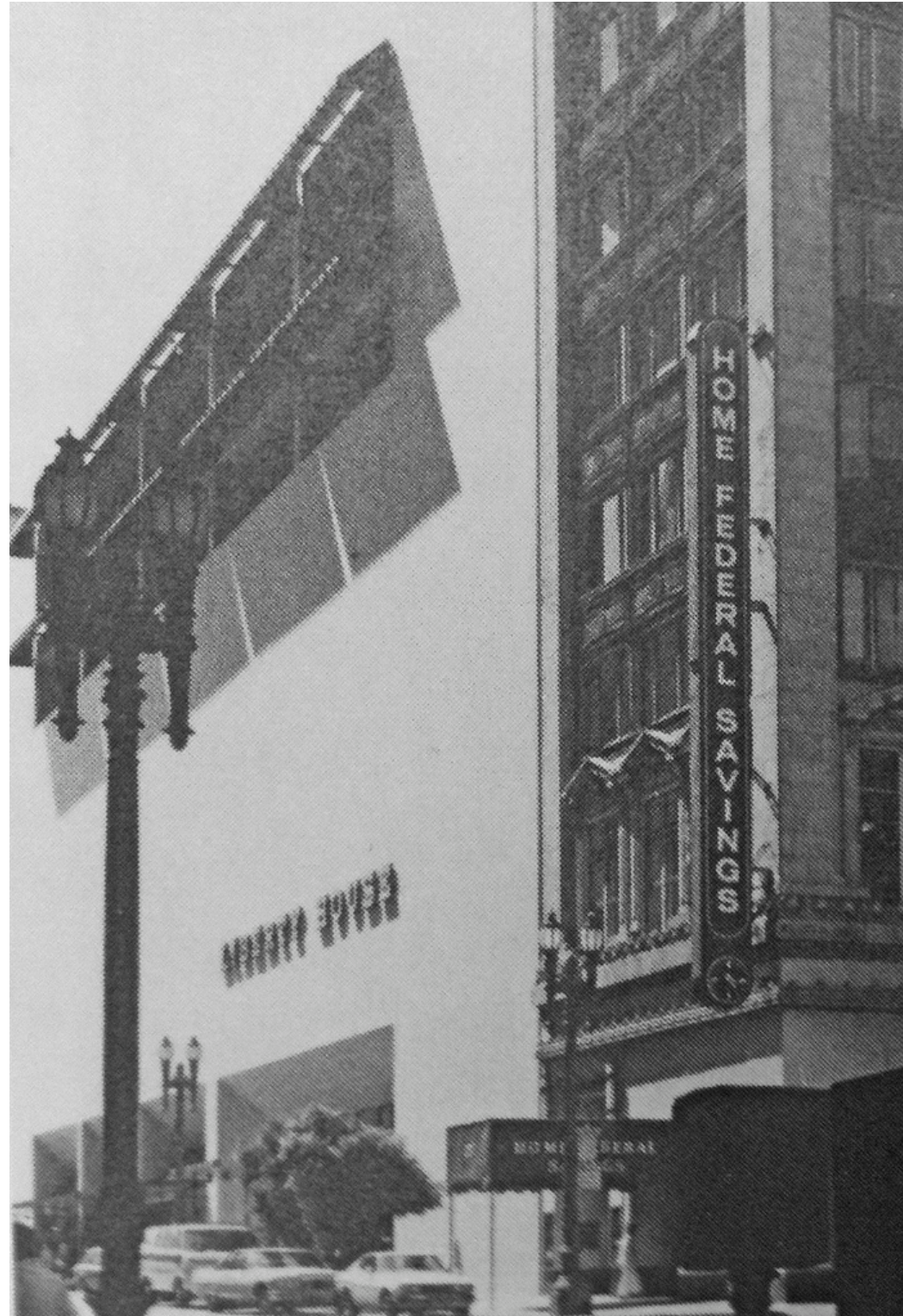
<i>Floor</i>	<i>Gross Area (Exterior Envelope)</i>	<i>Basement Sec. 102.9 (b)(1)</i>	<i>Penthouse Sec. 102.9 (b)(3)</i>	<i>Mechanical/Shfts (minus Stairs + Elevators)Sec. 102.9(b)(4)</i>	<i>Bicycle Parking Sec. 102.9 (b)(8)</i>	<i>Exterior Balconies Sec. 102.9 (10) C</i>	<i>Arcades, walkways, etc. Sec. 102.9 (9)</i>	<i>Gross Floor Area as defined by SF Planning Code</i>
8	3,182		3,182					0
7	31,271			277		1,035		29,959
6	31,272			264		1,040		29,969
5	31,216			239				30,977
4	31,216			531				30,685
3	31,216			230				30,986
2	31,240			180				31,060
1	31,245			92			817	30,336
B	31,345	2,588						28,757
Total	250,021							242,728

PROPOSED GROSS FLOOR AREA CALCULATION

<i>Floor</i>	<i>Gross Area (Exterior Envelope)</i>	<i>Basement Sec. 102.9 (b)(1)</i>	<i>Penthouse Sec. 102.9 (b)(3)</i>	<i>Mechanical/Shfts (minus Stairs + Elevators) Sec. 102.9(b)(4)</i>	<i>Bicycle Parking Sec. 102.9 (b)(8)</i>	<i>Exterior Balconies Sec. 102.9 (10) C</i>	<i>Arcades, walkways, etc. Sec. 102.9 (9)</i>	<i>Gross Floor Area as defined by SF Planning Code</i>
8	16,230		1,204	333				14,693
7	30,684			849				29,835
6	30,657			845				29,812
5	30,846			863				29,983
4	30,487			862				29,625
3	30,675			832				29,843
2	31,066			757				30,309
1	31,065			422				30,643
B	28,362	4,828			771			22,763
Total	260,072							247,506

PROPOSITION M AREA CALCULATIONS

<i>Floor</i>	<i>Gross Floor Area as defined by SF Planning Code</i>	<i>Office</i>
8	14,693	1,110
7	29,835	29,835
6	29,812	17,886
5	29,983	0
4	29,625	0
3	29,843	0
2	30,309	0
1	30,643	1,168
B	22,763	0
Total	49,999	

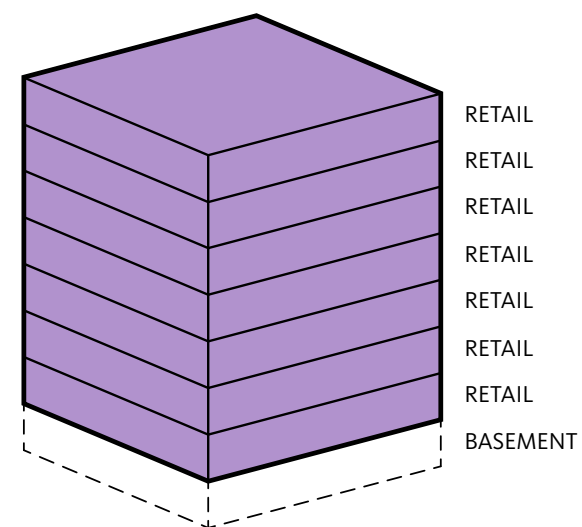


LIBERTY HOUSE. CIRCA 1974

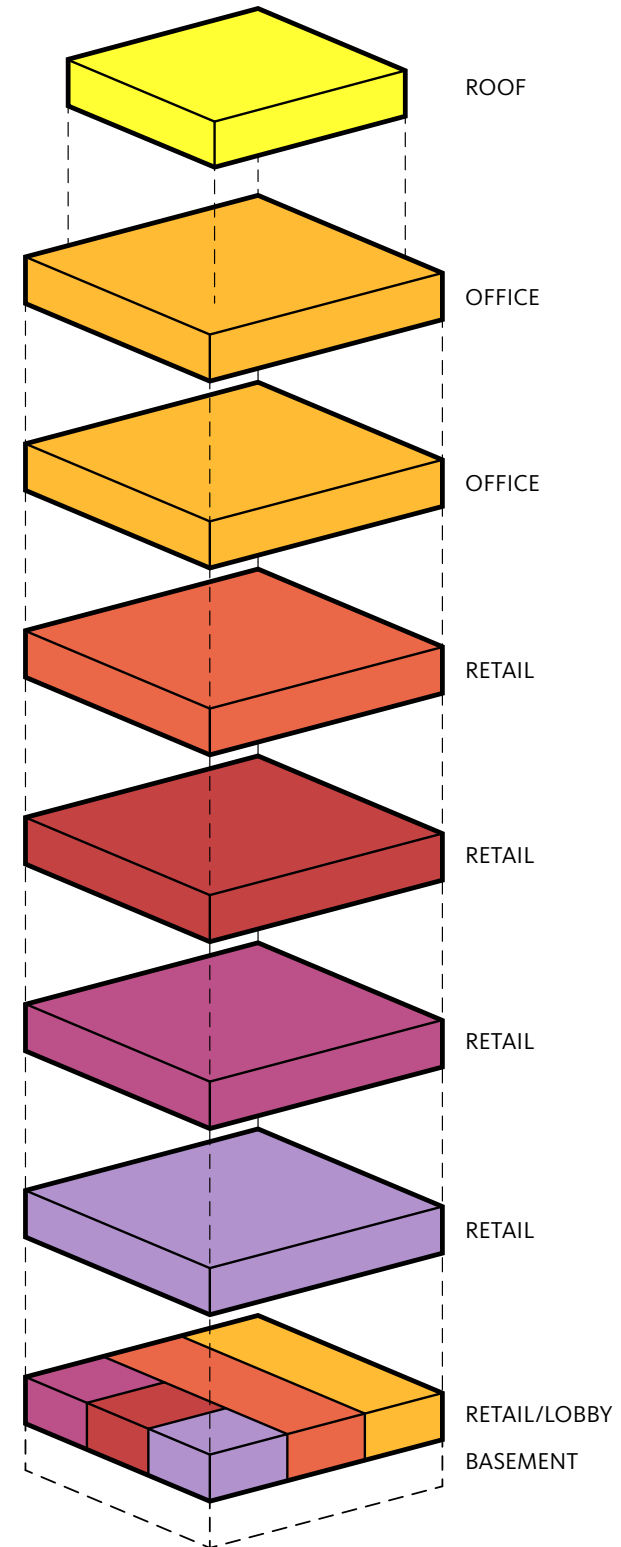


VIEW AT STOCKTON & O'FARRELL

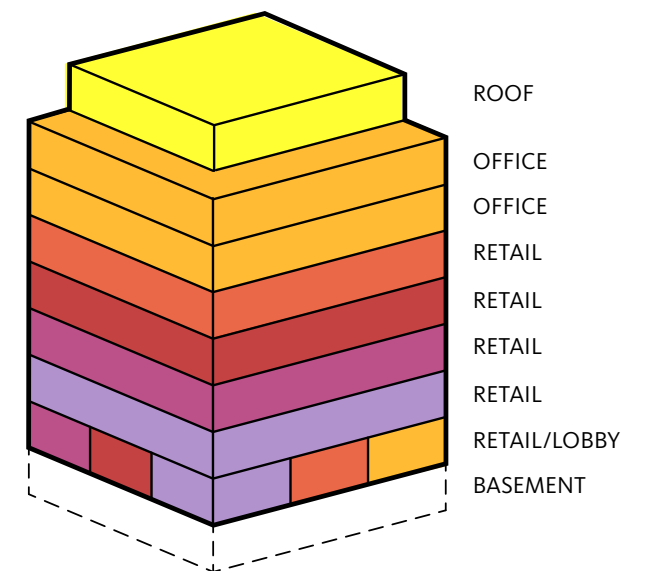
- ORIGINAL 120 STOCKTON BUILDING -



SINGLE TENANT
MULTI-LEVEL
(CURRENT)



MULTI-TENANT
MULTI-LEVEL
(PROPOSED)

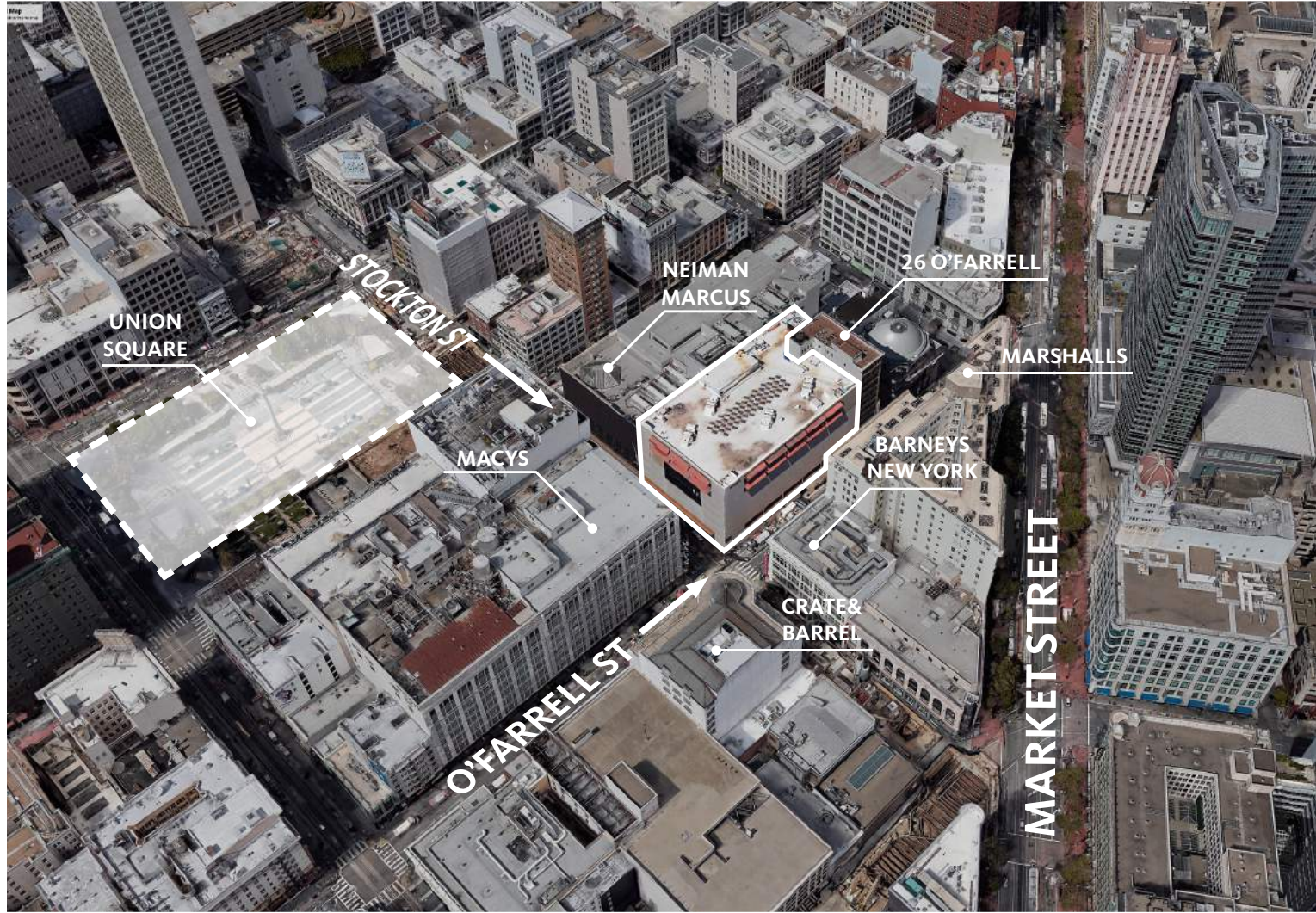


MULTI-TENANT
IDENTITIES
(PROPOSED)

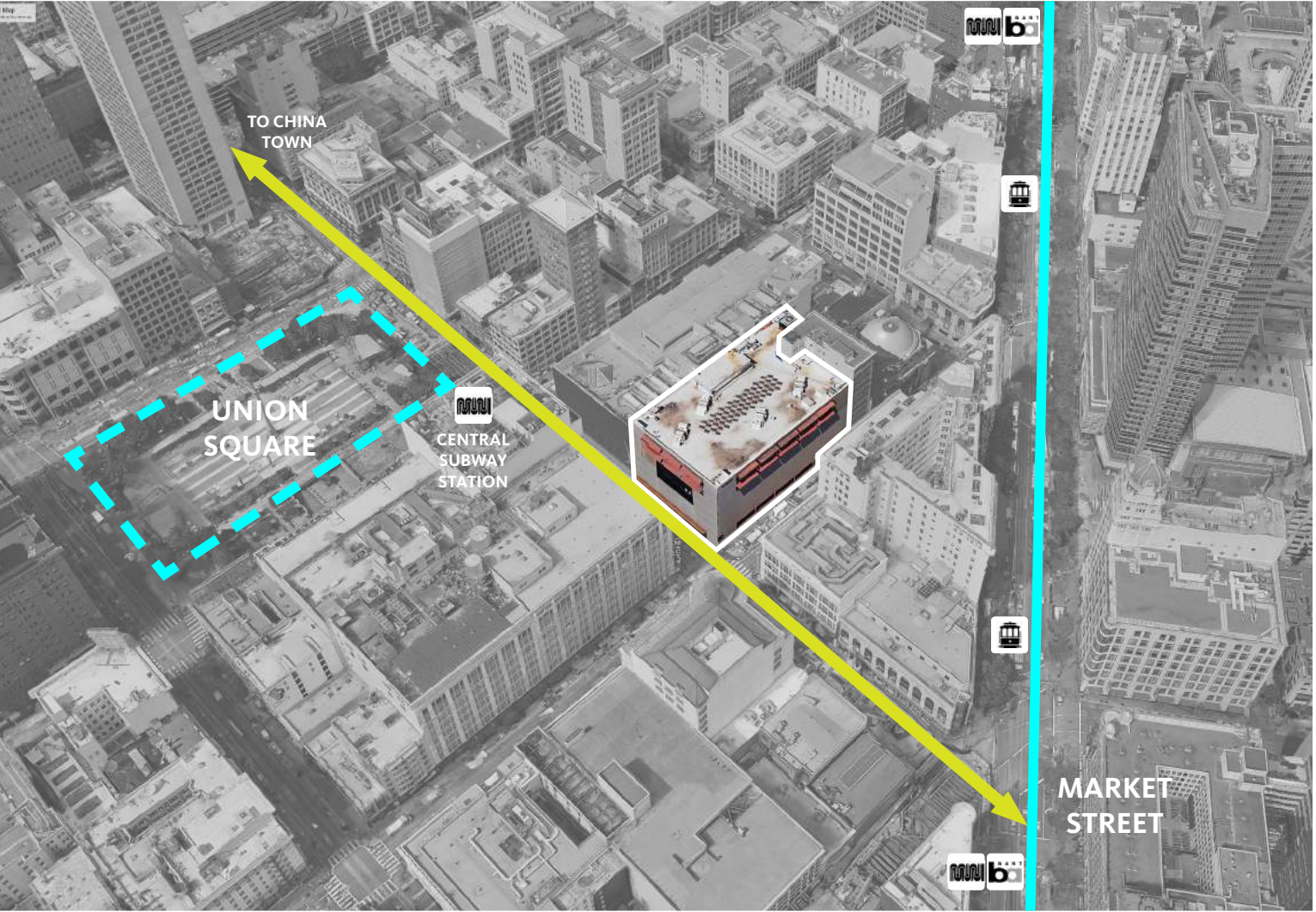
- PROPOSED REPOSITIONING DIAGRAM -

UNION SQUARE

K M M S DISTRICT



ADJACENT RETAIL

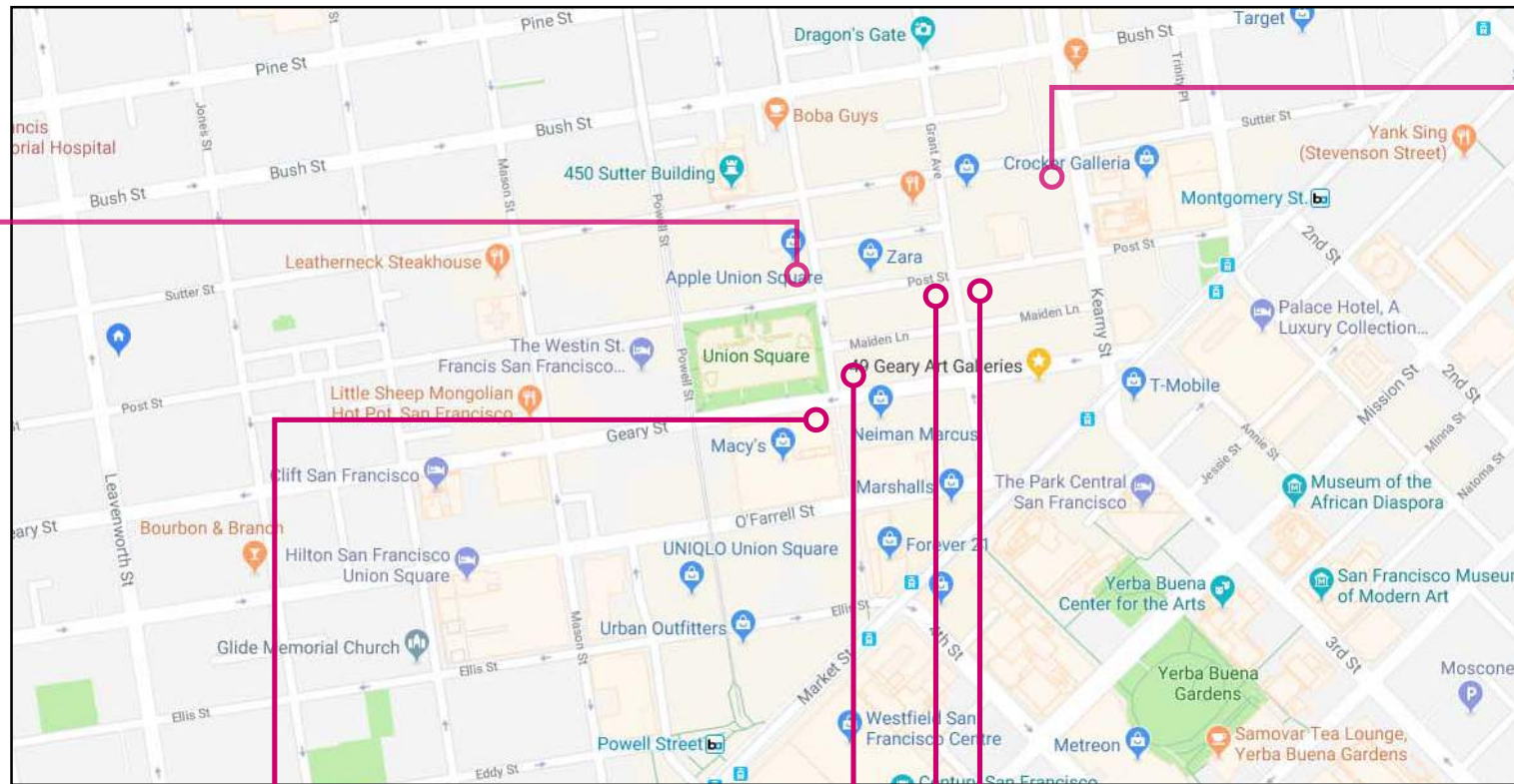


PUBLIC TRANSIT ACCESS

- SITE TRANSIT AND RETAIL -



300 POST STREET



211 SUTTER STREET



233 GEARY STREET



200 STOCKTON STREET



201 POST STREET

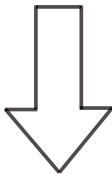


185 POST STREET

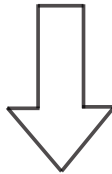
- EXISTING AND NEW KMMS BUILDINGS -



201 POST



PHELAN BUILDING



KMMS FACADE: TWO STORY STOREFRONT BASE, THIRD FLOOR MIDDLE EXPRESSION, TOWER TOP ABOVE



TOP
MIDDLE
BASE

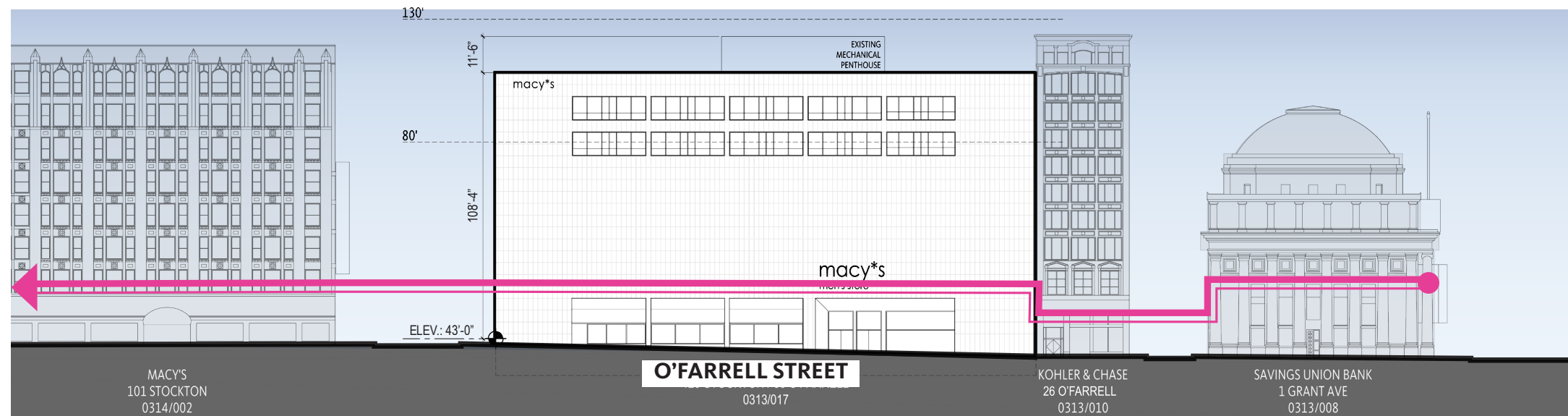
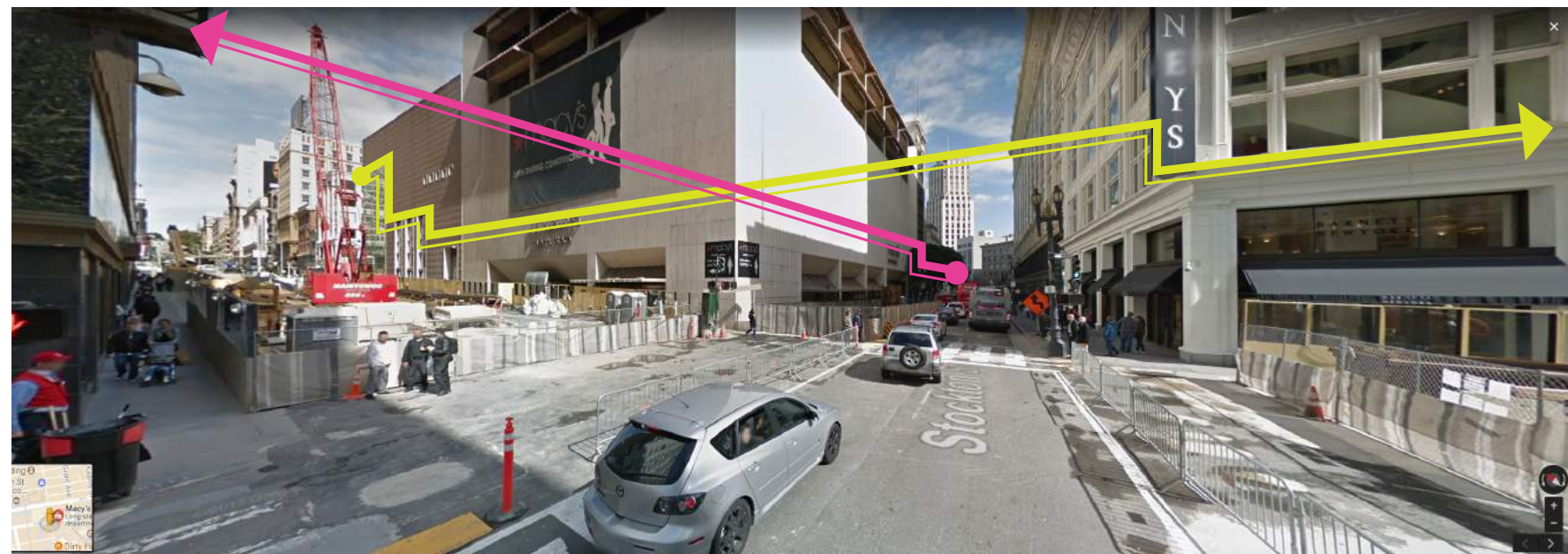
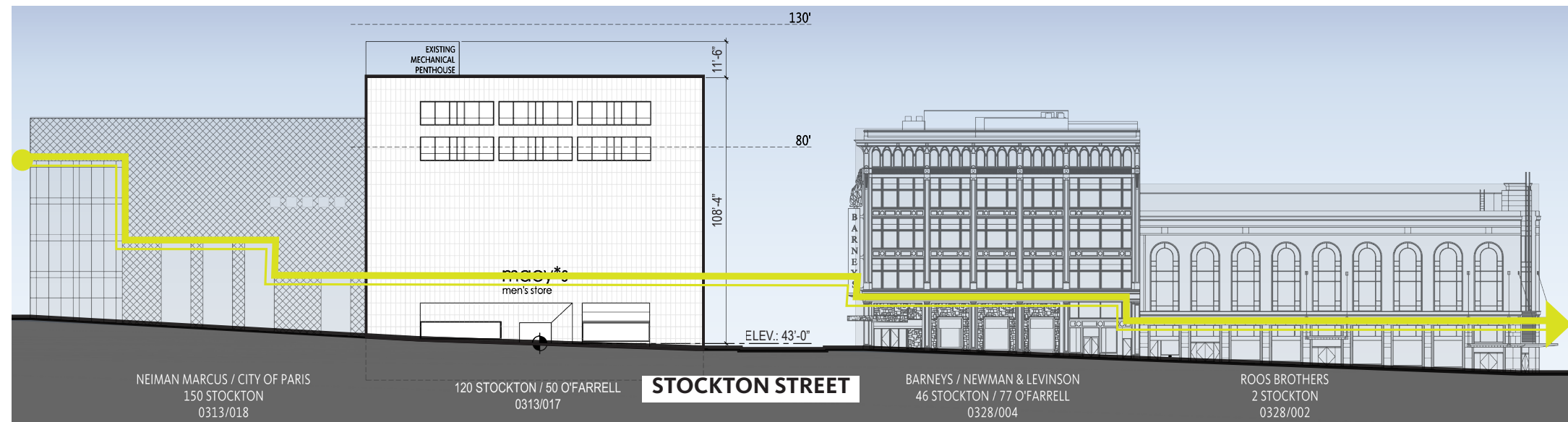


RHYTHM: EXPRESSED STRUCTURE

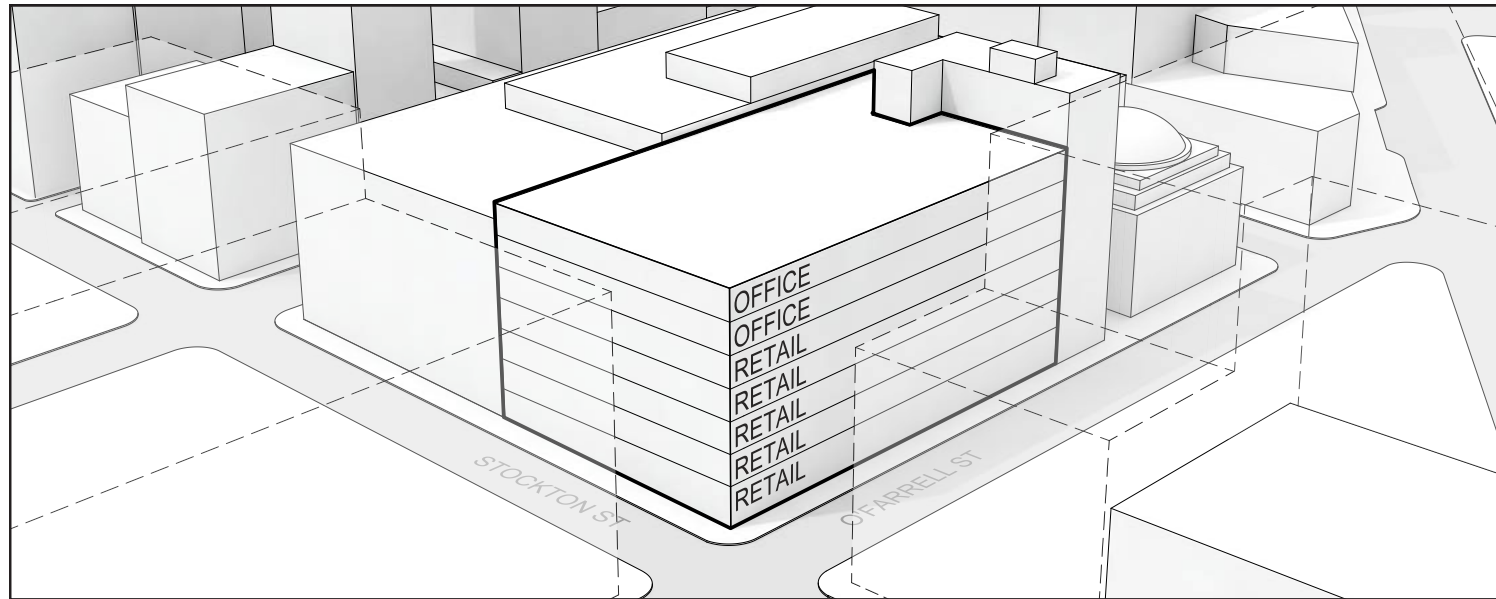


MATERIAL: LIGHT COLOR TERRACOTTA AND MASONRY

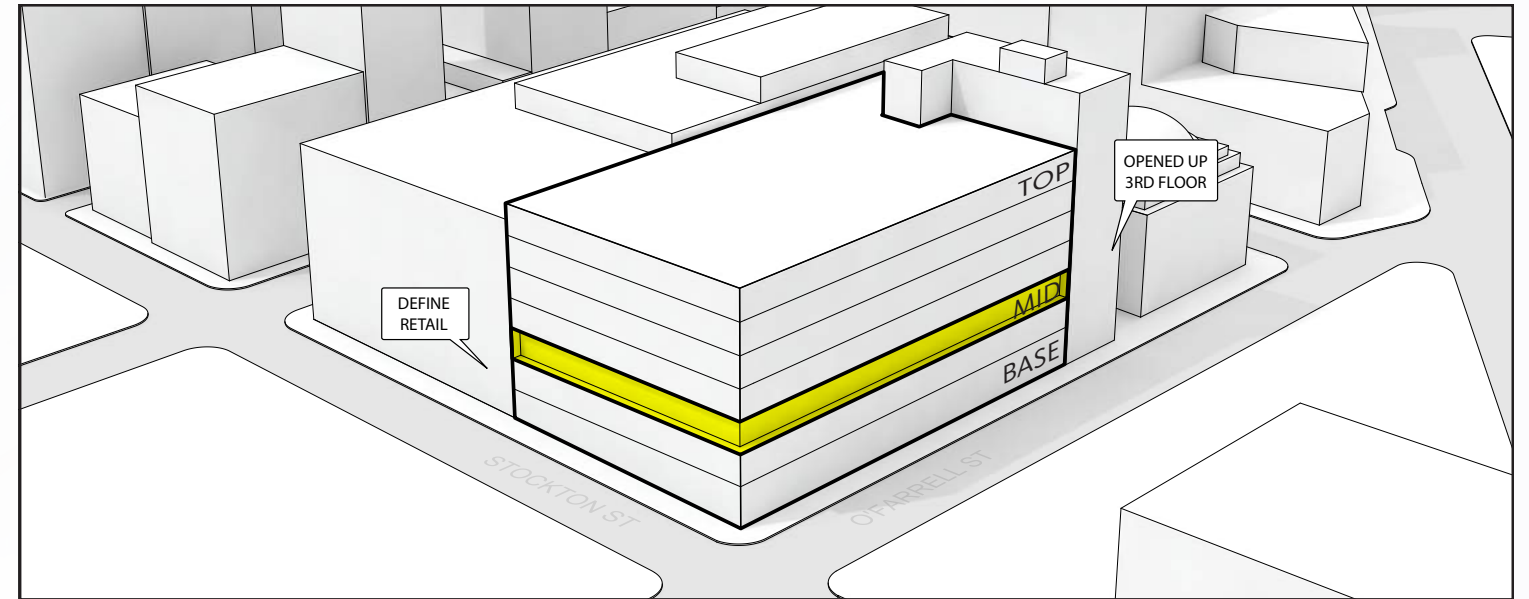
- KMMS FACADE ARTICULATION -



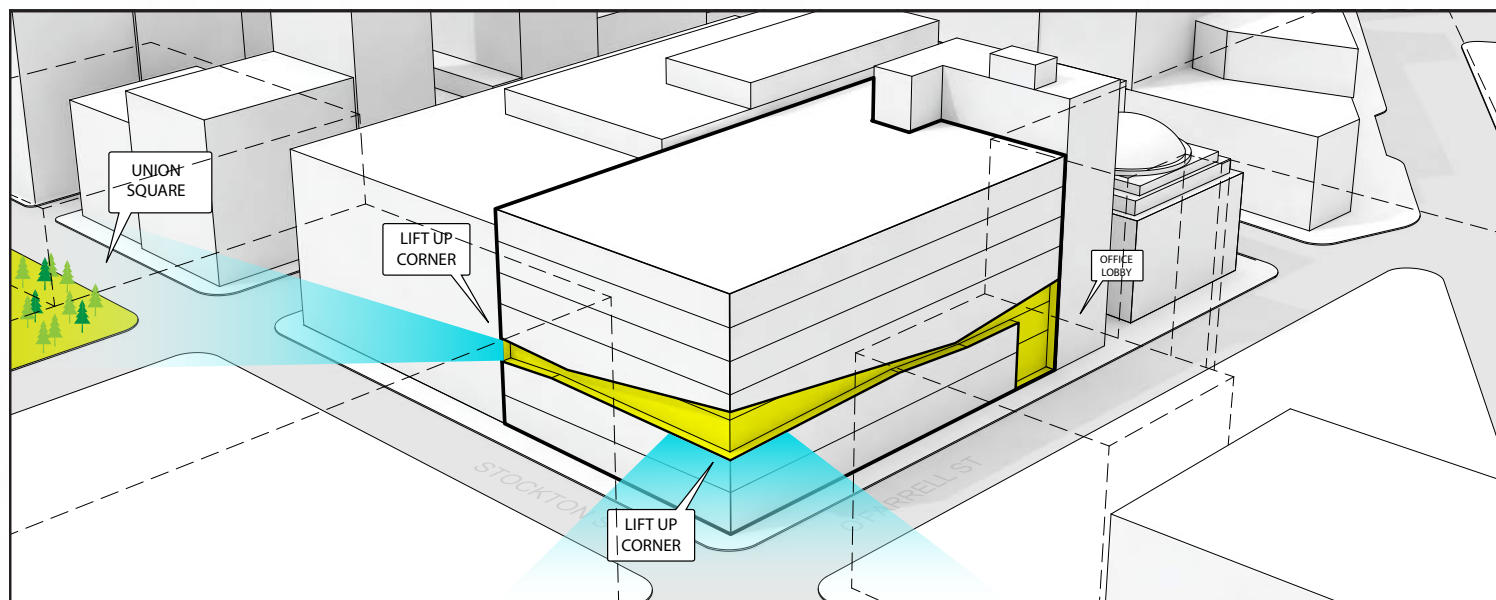
- STREETSCAPE SCALE -



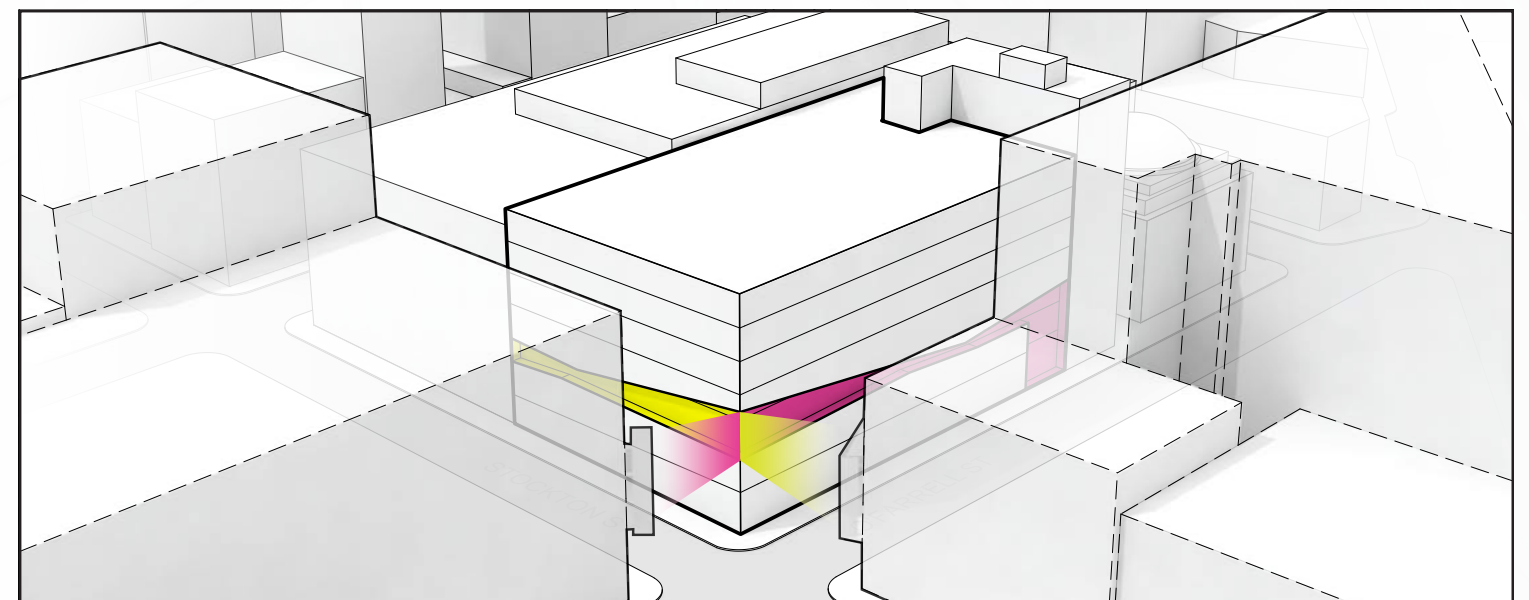
1. PROPOSED MIXED USES



2. THIRD FLOOR ARTICULATION, TWO STORY STOREFRONTS



3. CORNER RESPONSE



4. CORNER RESPONSE, RELATION TO HISTORICAL CORNER SIGNAGE

- PROPOSED FACADE ARTICULATION -



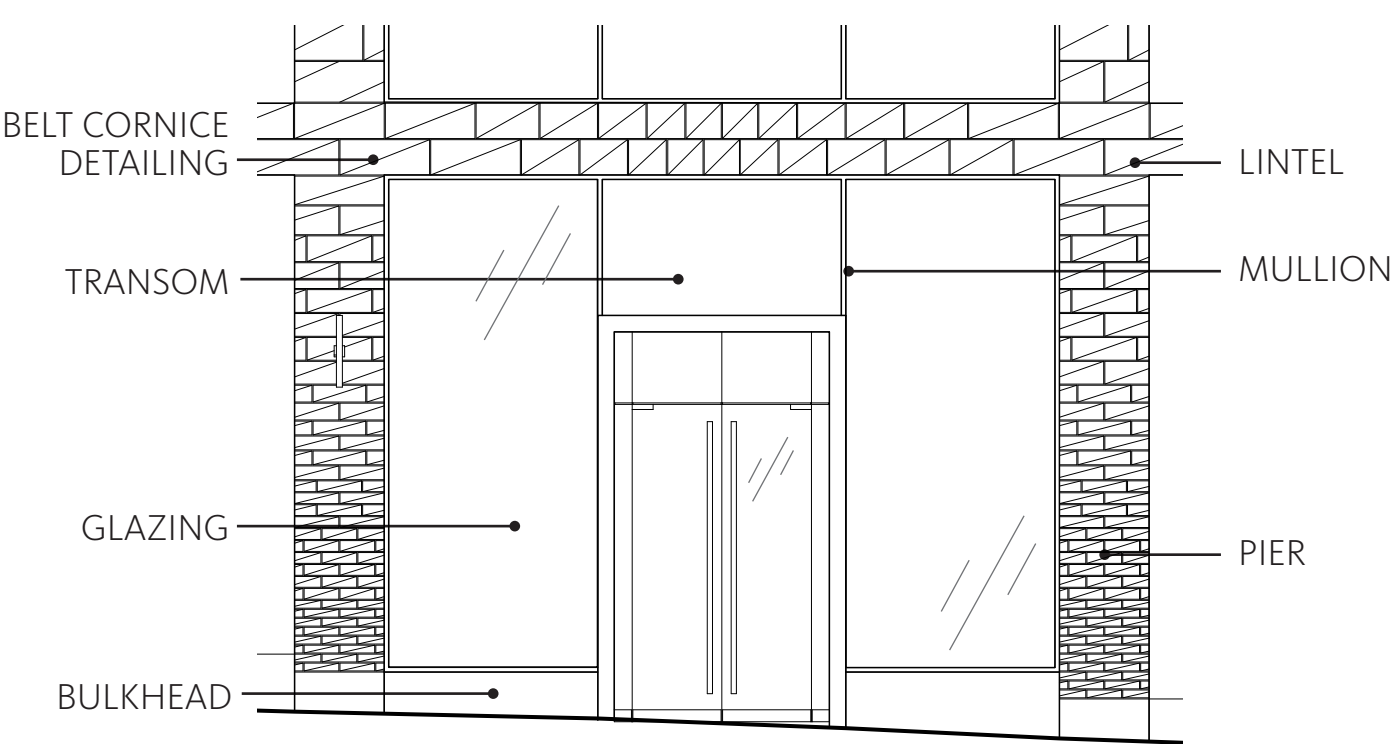
VIEW FROM CORNER OF
STOCKTON AND O'FARRELL



VIEW LOOKING NORTH
UP STOCKTON STREET



KMMS DESIGN GUIDELINES



PROPOSED DESIGN COMPLIANCE

- PROPOSED STOREFRONT DESIGN -



SIDEWALK VIEW ON
STOCKTON STREET

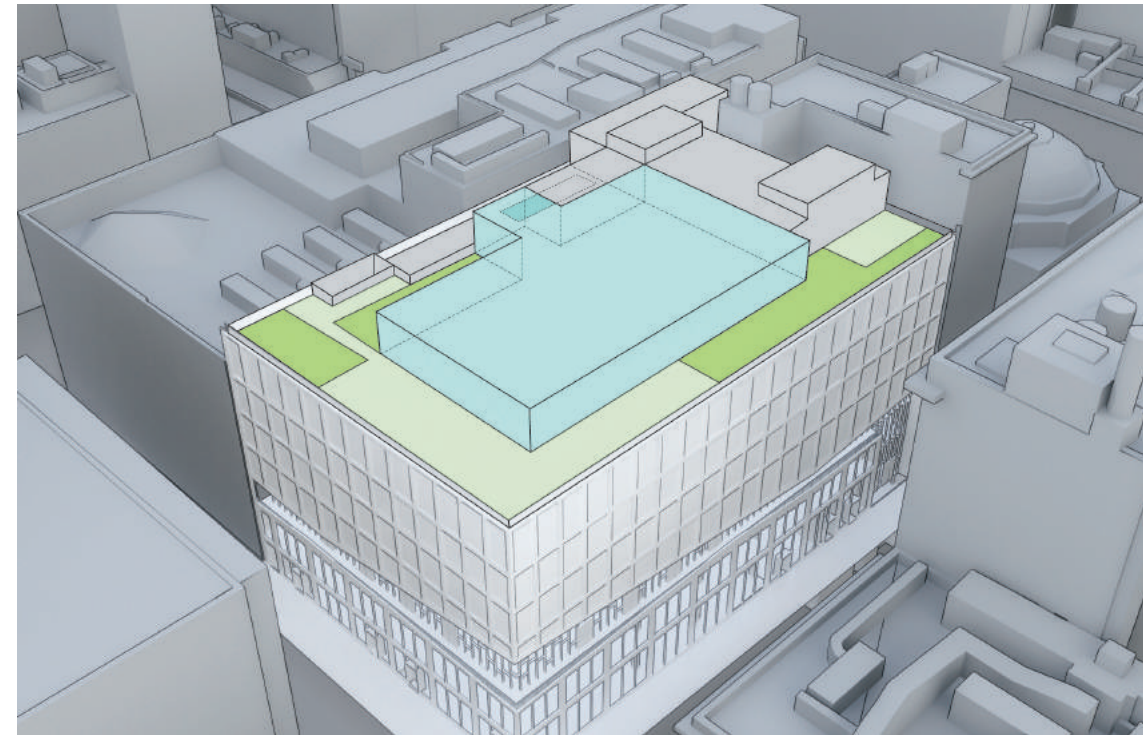


- VISION GLASS
- WHITE GLAZED TERRACOTTA
- SEMI-REFLECTIVE METAL PANEL
- VISION GLASS
- VISION GLASS
- DARK GREY MULLION
- WHITE GLAZED TERRACOTTA
- DARK GREY METAL PANEL

STOCKTON STOREFRONTS
WITH 3RD FL TERRACE

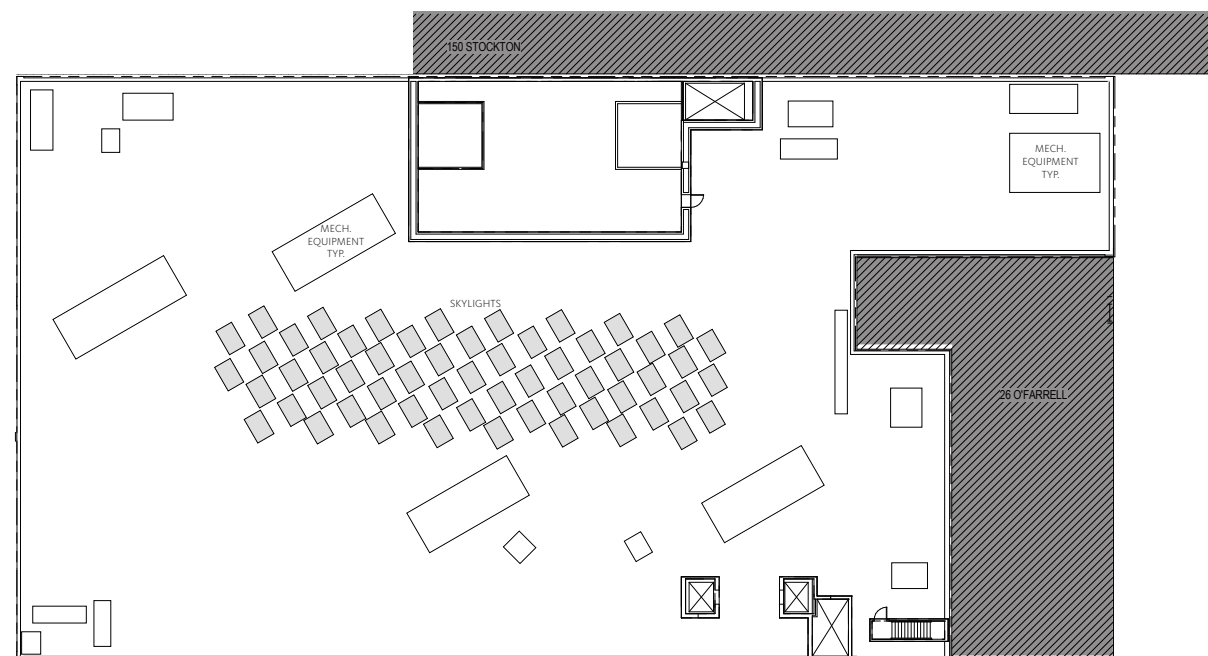


EXISTING ROOFTOP

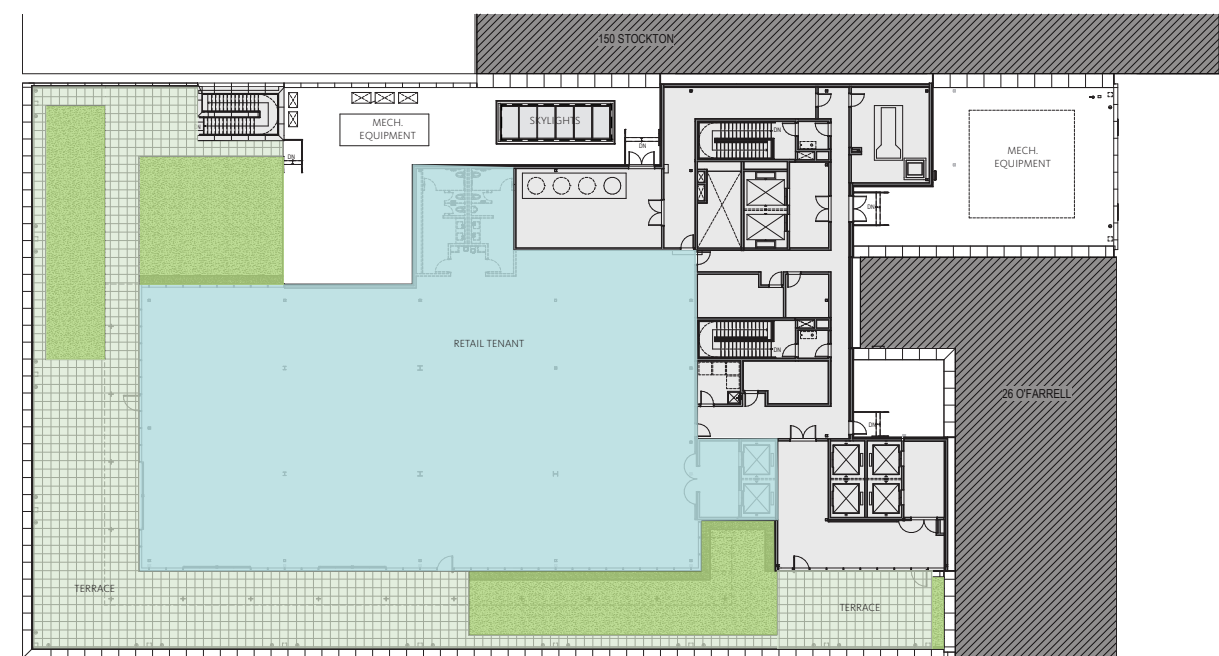


PROPOSED ROOFTOP MASSING

■ RETAIL TENANT
■ OUTDOOR TERRACE
■ LANDSCAPING

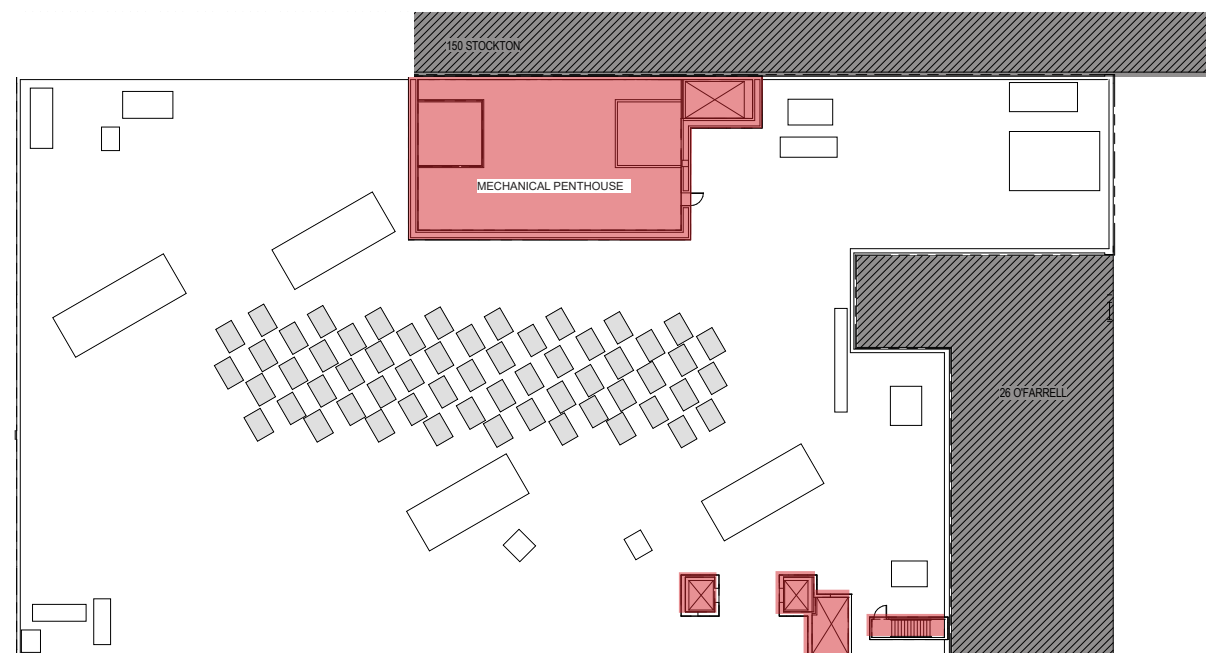


EXISTING ROOFTOP PLAN



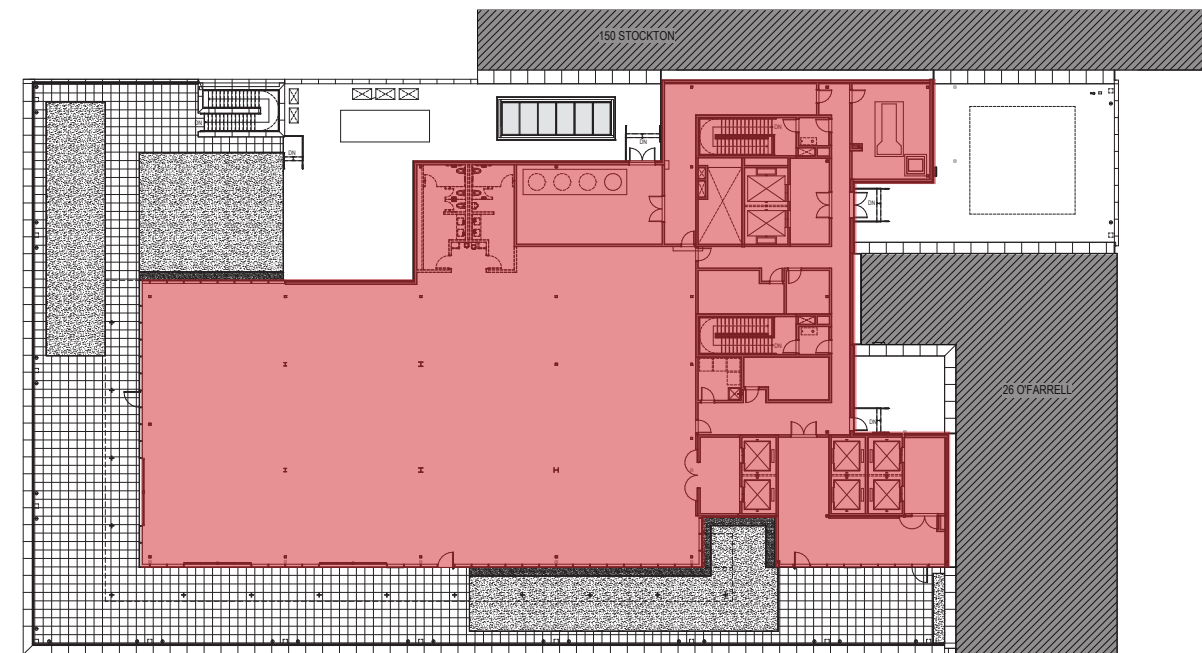
PROPOSED ROOFTOP PLAN

- PROPOSED ROOFTOP AMENITY -



EXISTING ROOFTOP COVERAGE

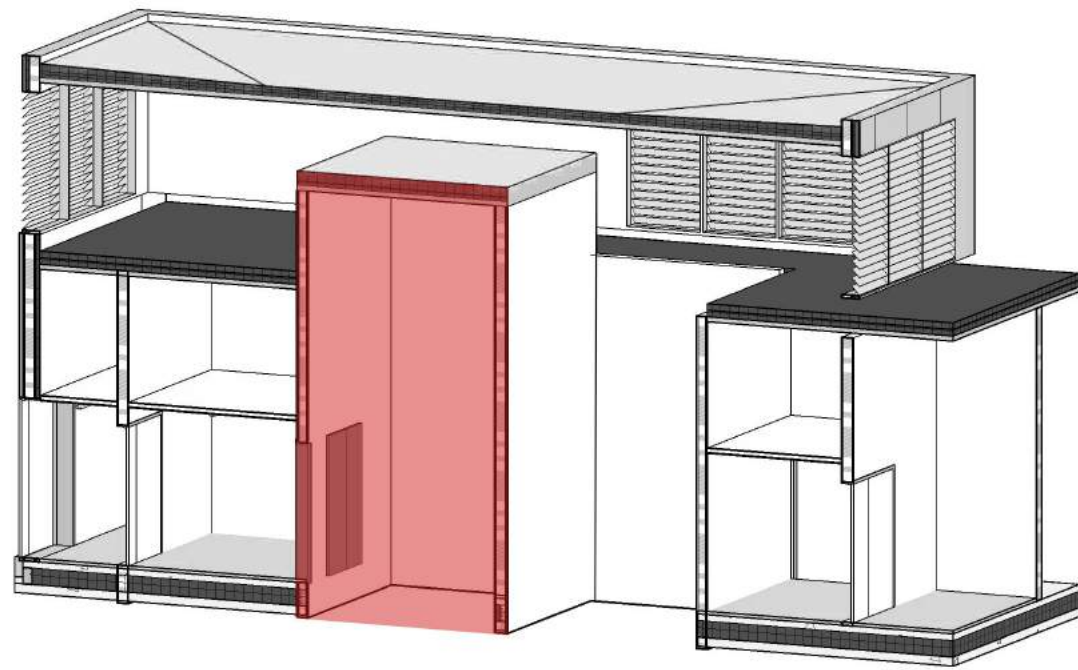
ENCLOSED AREA	3,183 SF	10.1%
OPEN AREA	28,222 SF	89.9%
<hr/>		
TOTAL	31,405 SF	100%



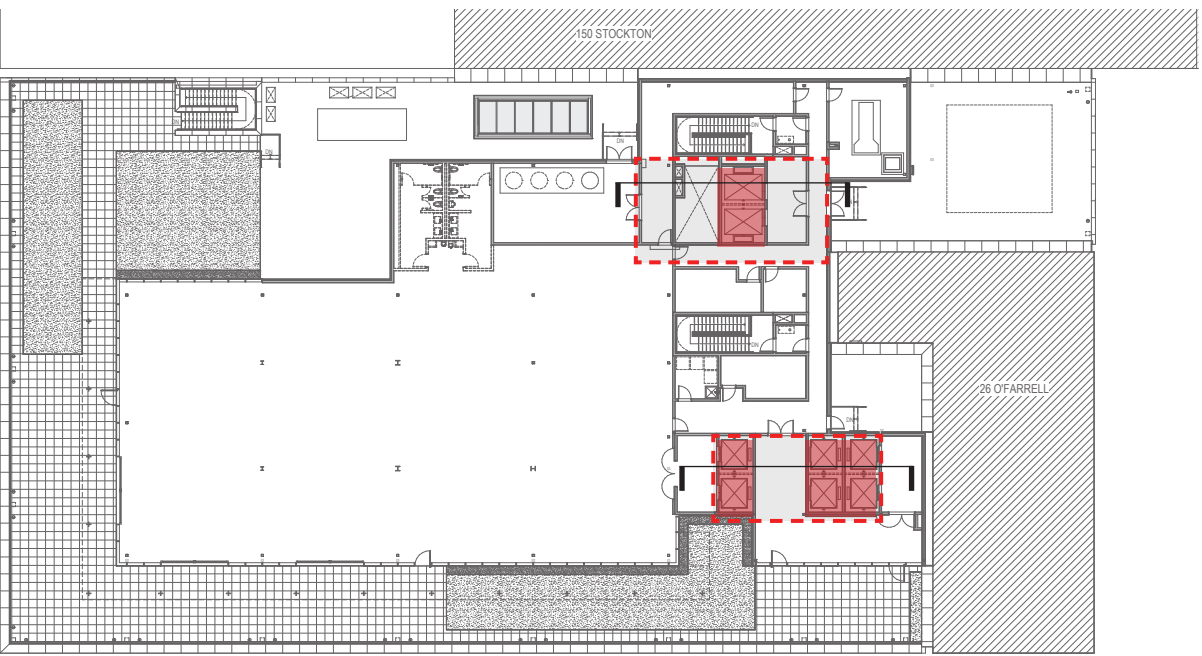
PROPOSED ROOFTOP COVERAGE

ENCLOSED AREA	16,227 SF	51.7%
OPEN AREA	15,178 SF	48.3%
<hr/>		
TOTAL	31,405 SF	100%

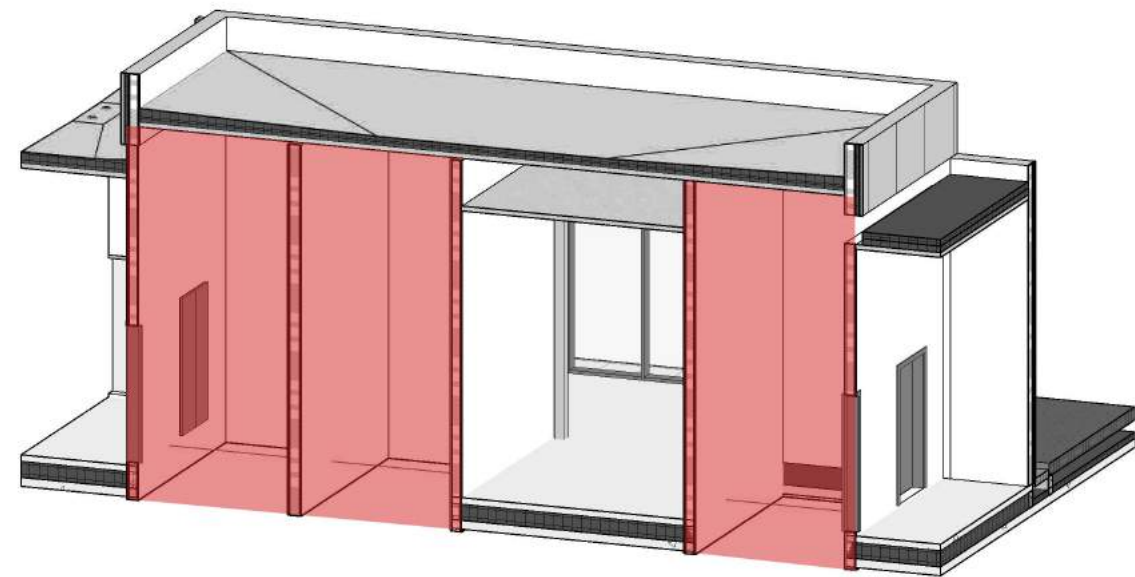
- ROOF AREA COVERAGE -



SERVICE ELEVATORS

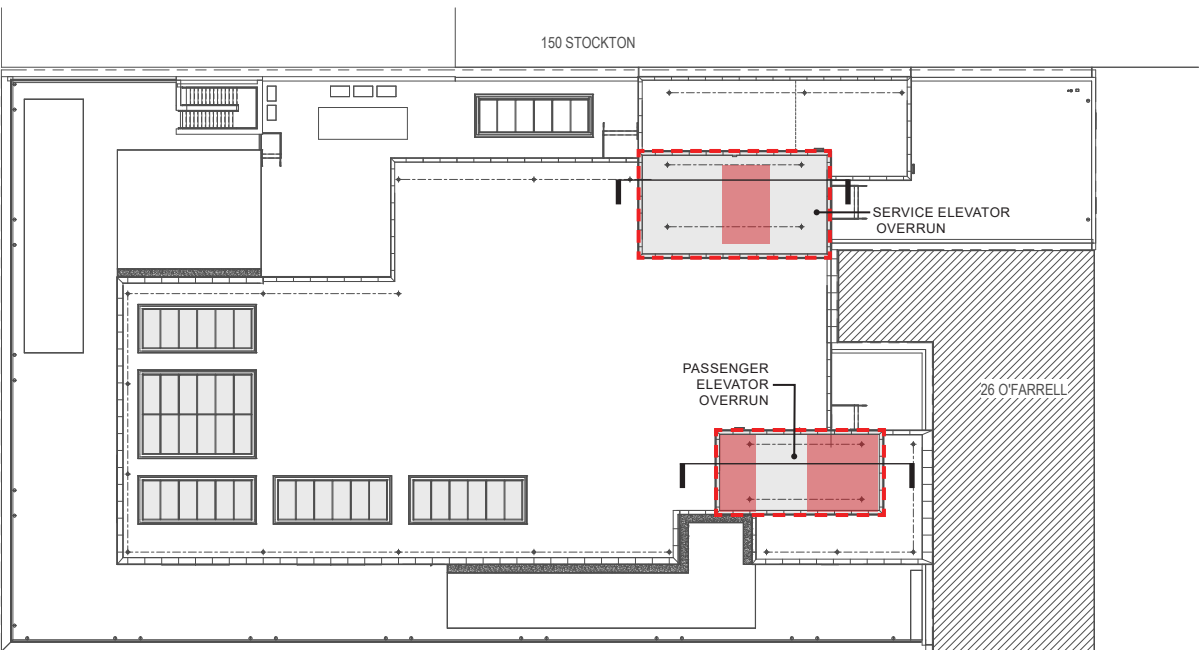


8TH LEVEL PLAN



PASSENGER ELEVATORS

ELEVATOR SHAFT



ROOF PLAN

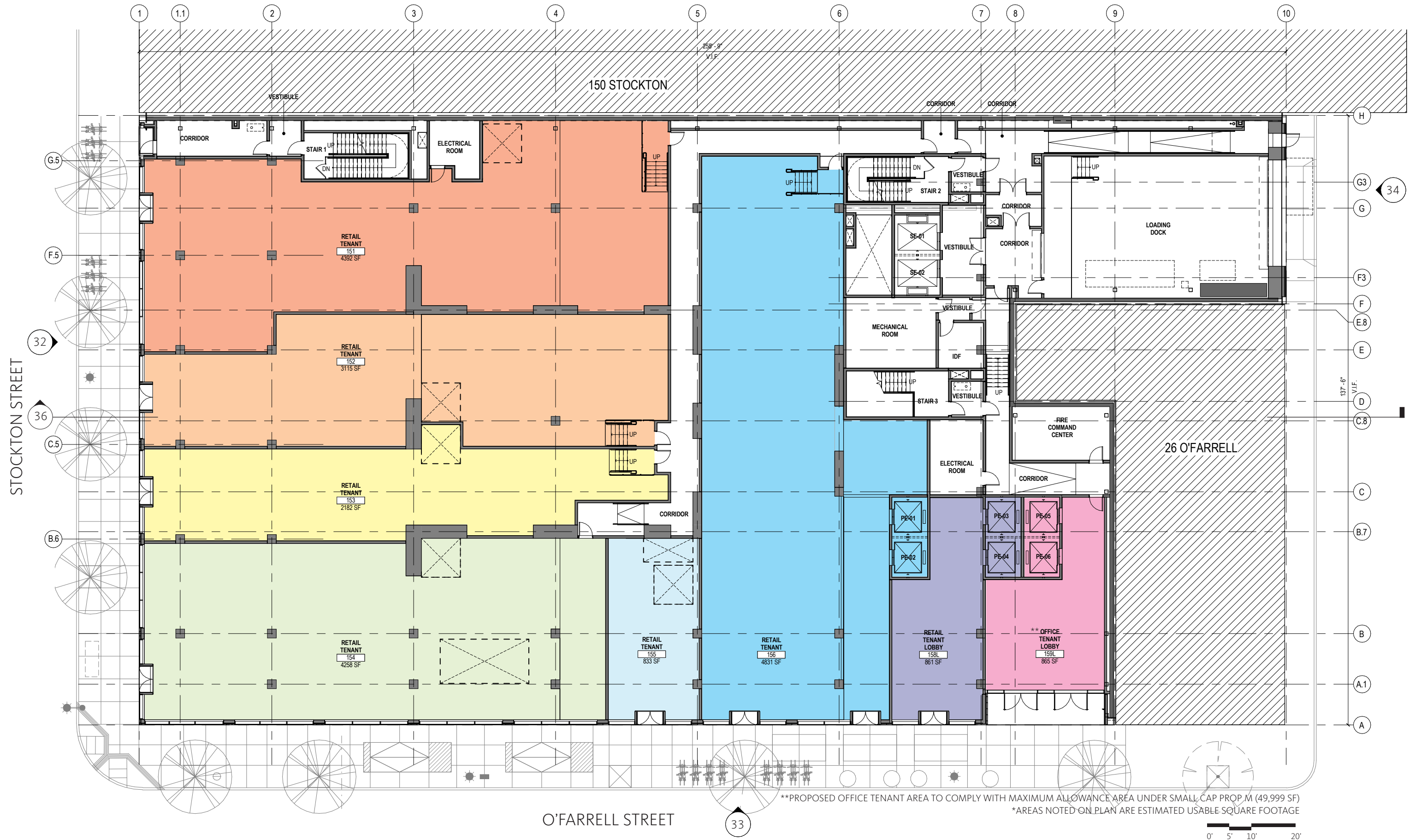
EXTENT OF OVERRUN
 EXTENT OF ELEVATORS

1. SERVICE ELEVATOR OVERRUN SIZED FOR AIR INTAKE REQUIREMENTS
2. PASSENGER ELEVATOR OVERRUN SIZED FOR MASSING CONSISTENCY

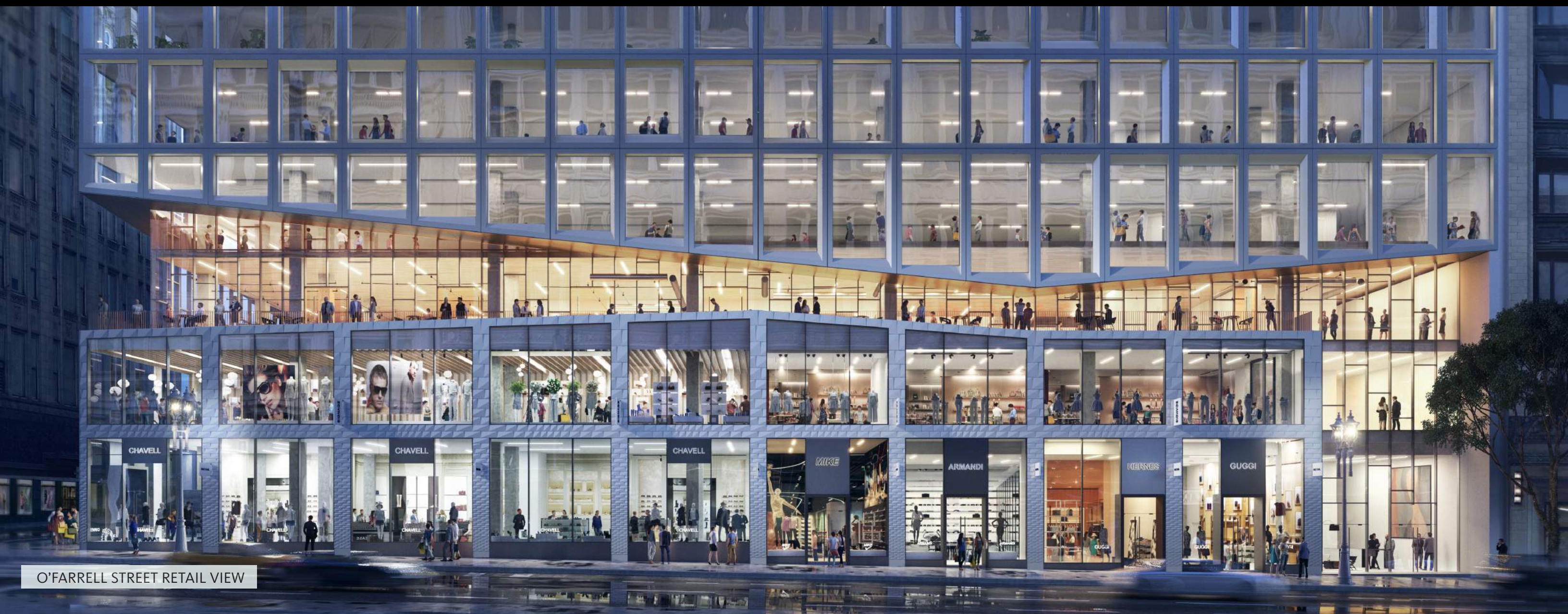
- ELEVATOR OVERRUNS -



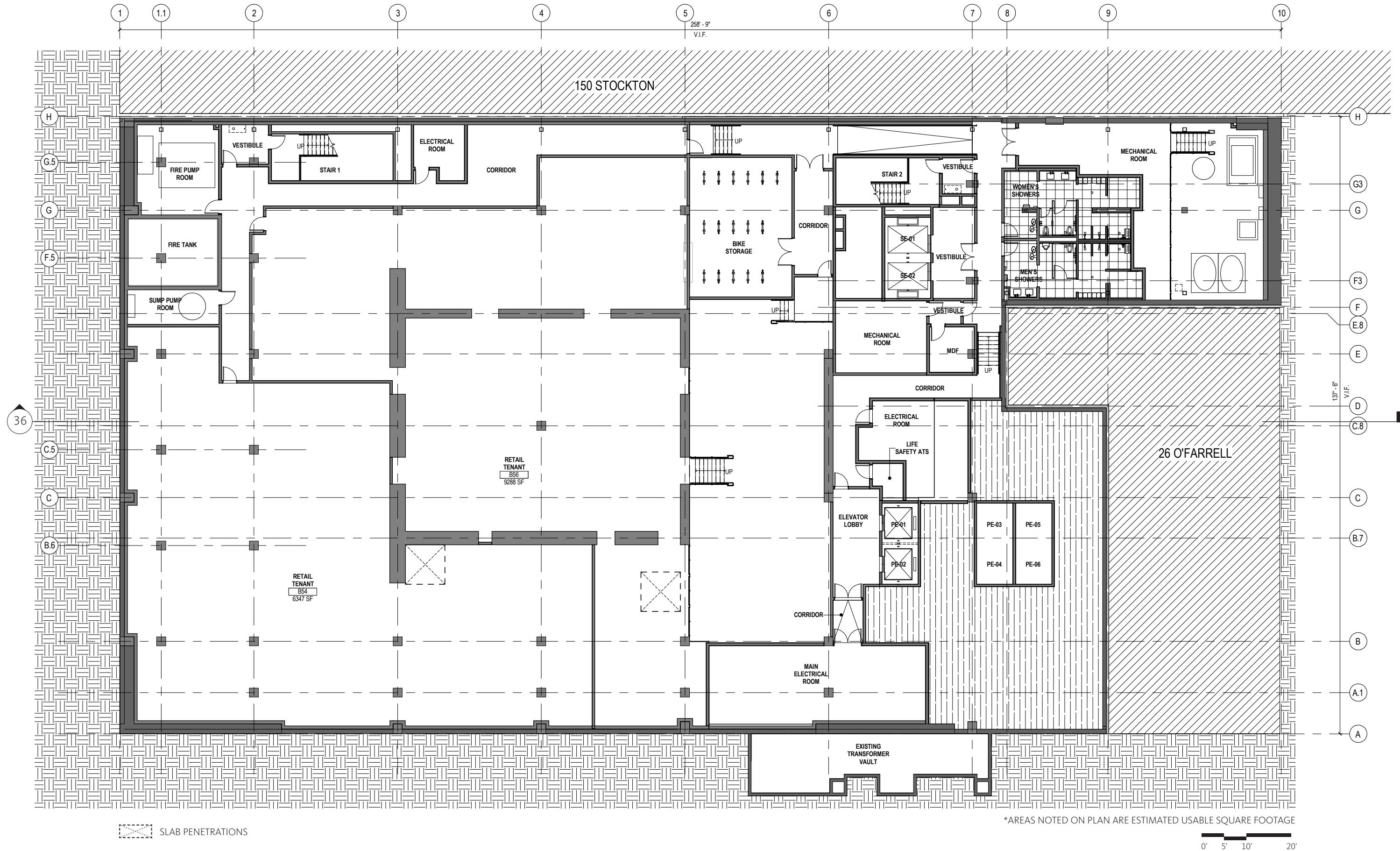
PROPOSED ROOFTOP
RESTAURANT VIEW



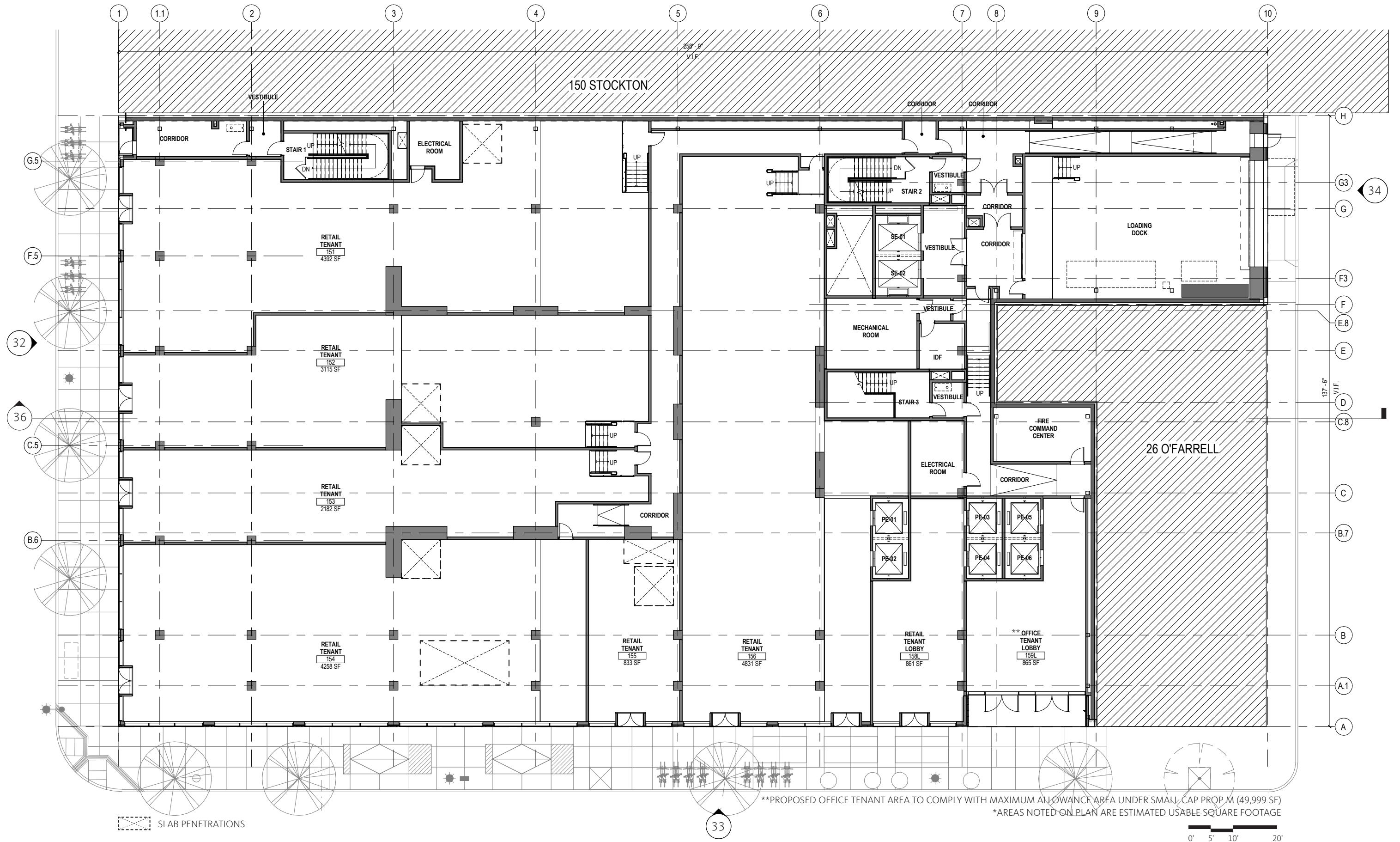
- GROUND FLOOR TENANCY DIAGRAM -



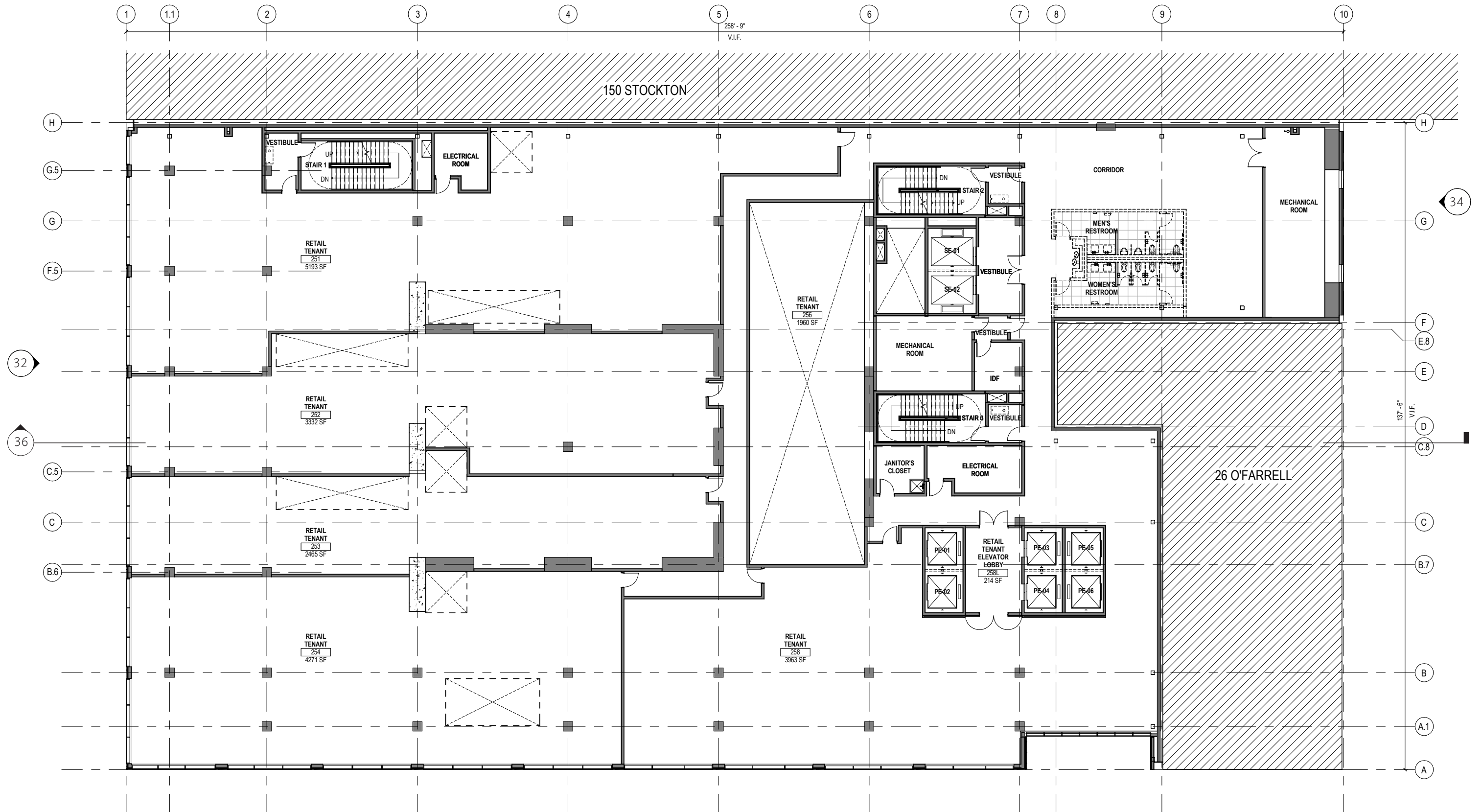
O'FARRELL STREET RETAIL VIEW



- BASEMENT LEVEL PLAN -



- 1ST LEVEL PLAN -



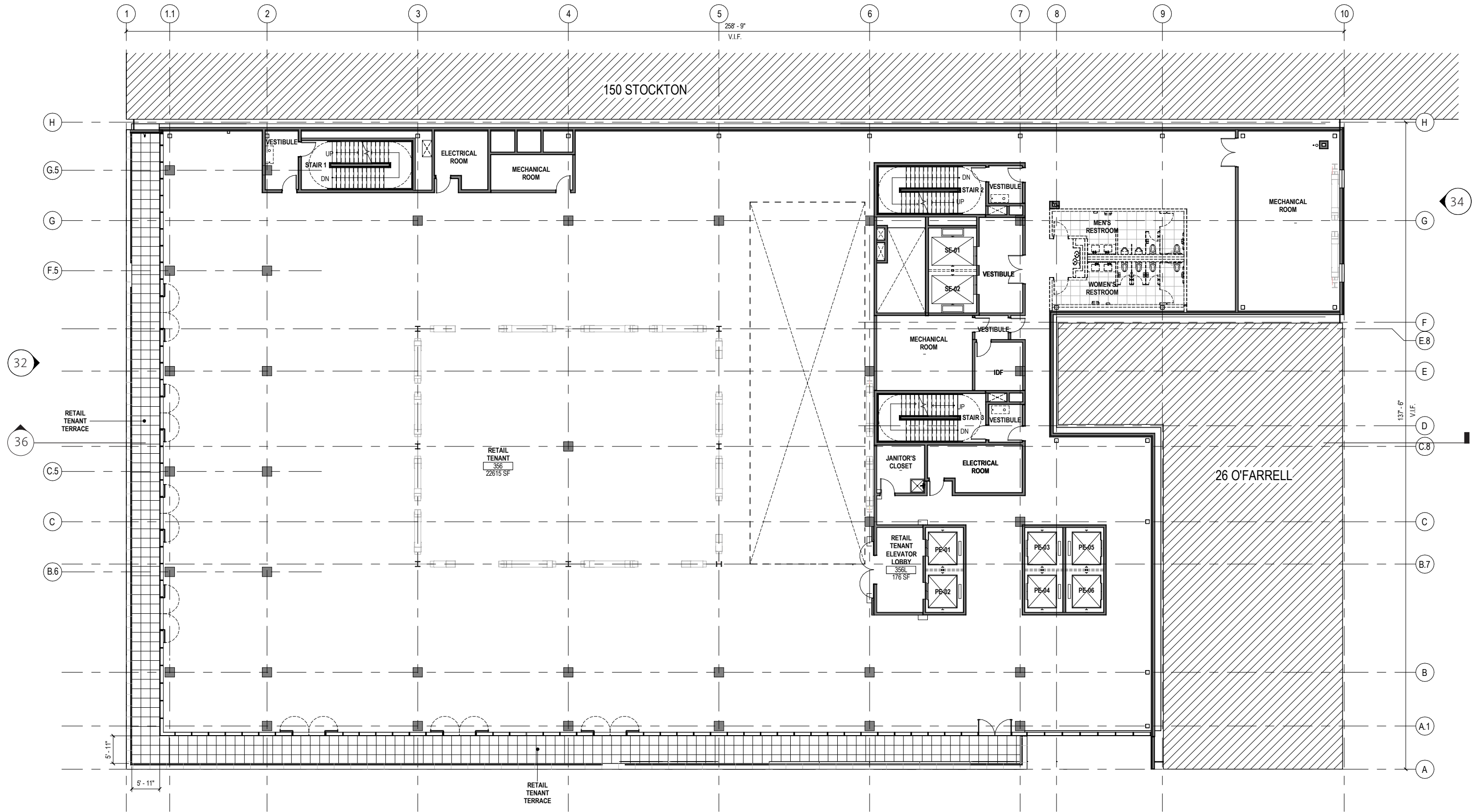
SLAB PENETRATIONS

33

*AREAS NOTED ON PLAN ARE ESTIMATED USABLE SQUARE FOOTAGE

0' 5' 10' 20'

- 2ND LEVEL PLAN -

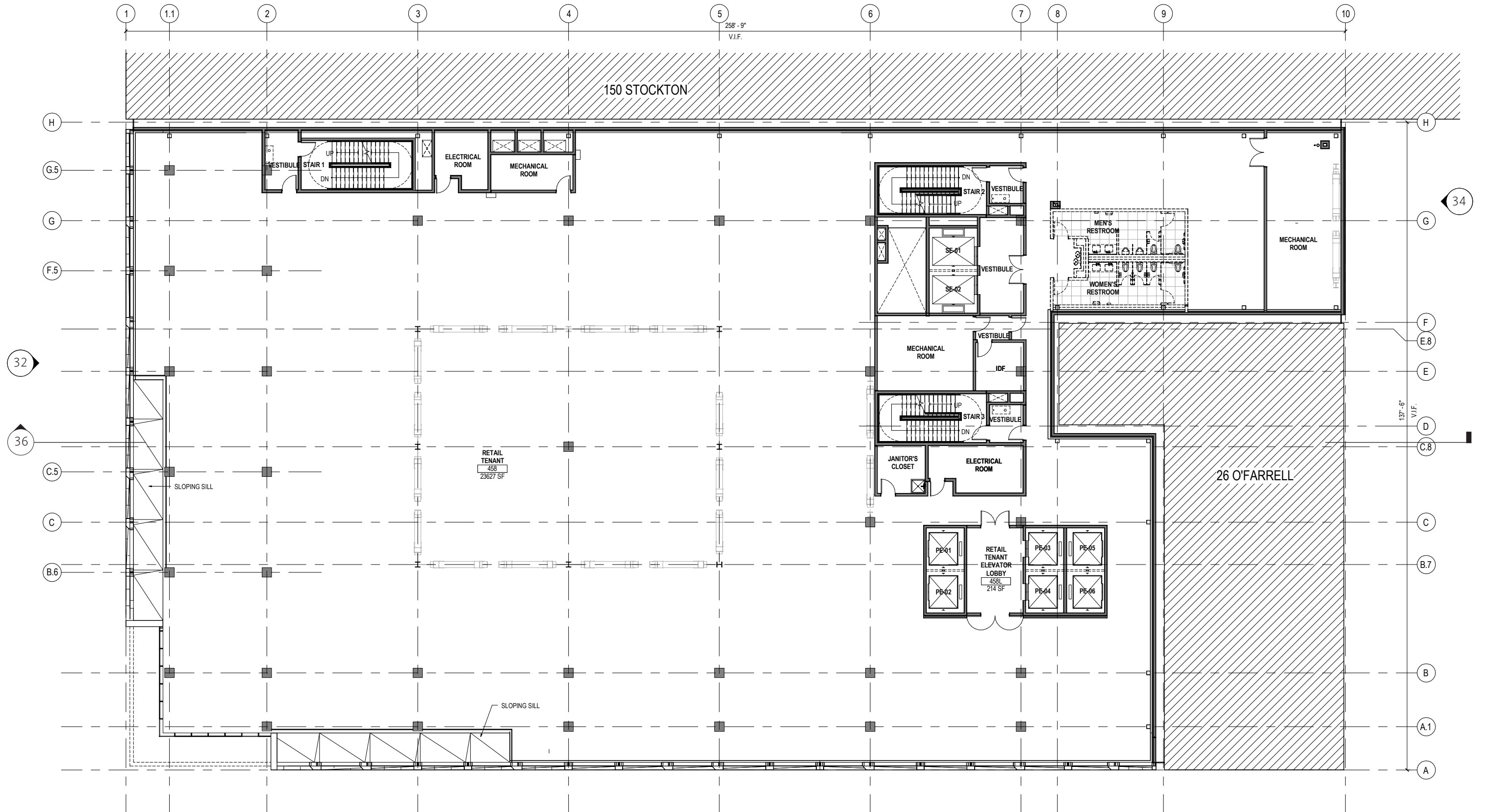


33

*AREAS NOTED ON PLAN ARE ESTIMATED USABLE SQUARE FOOTAGE

0' 5' 10' 20'

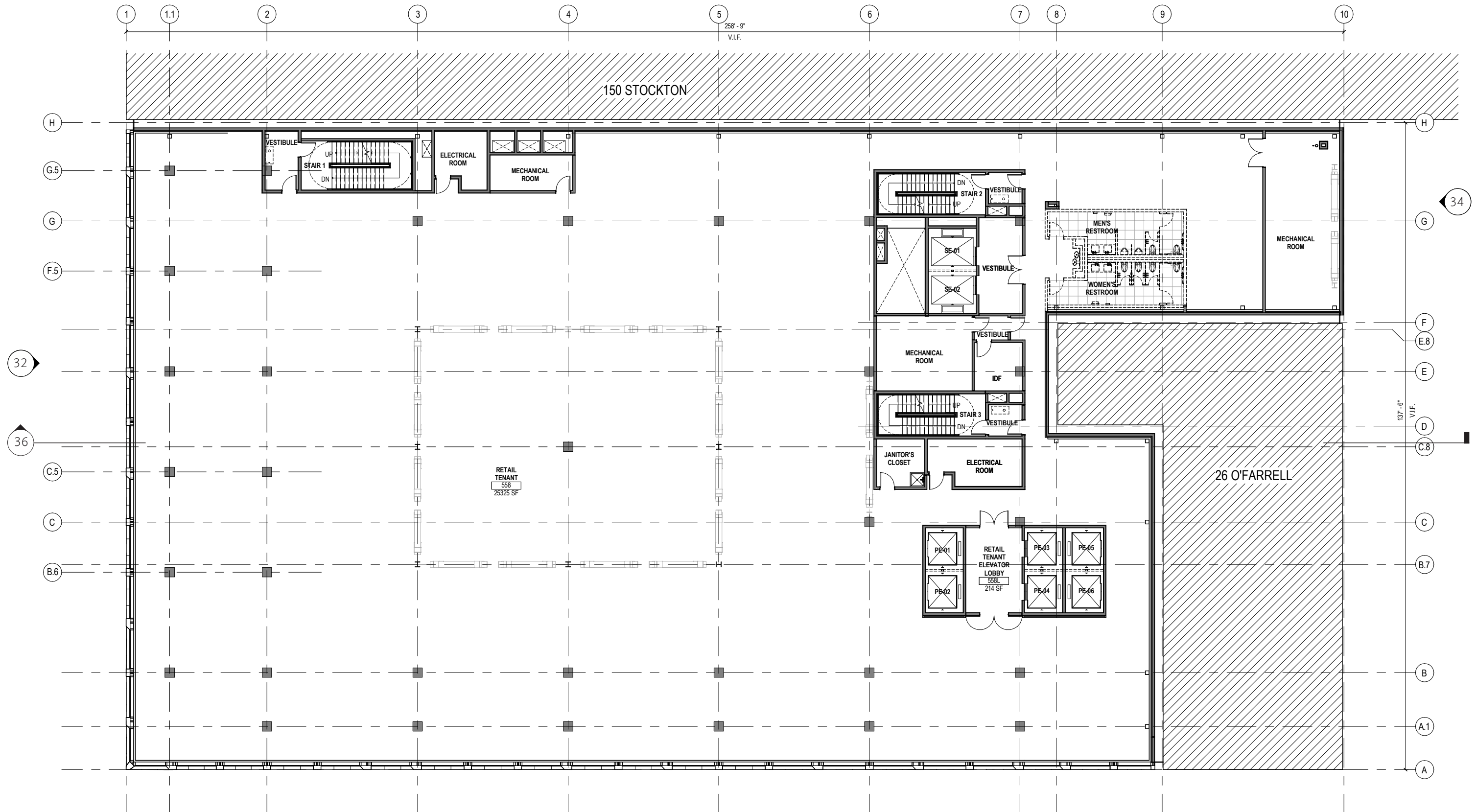
- 3RD LEVEL PLAN -



*AREAS NOTED ON PLAN ARE ESTIMATED USABLE SQUARE FOOTAGE

0' 5' 10' 20'

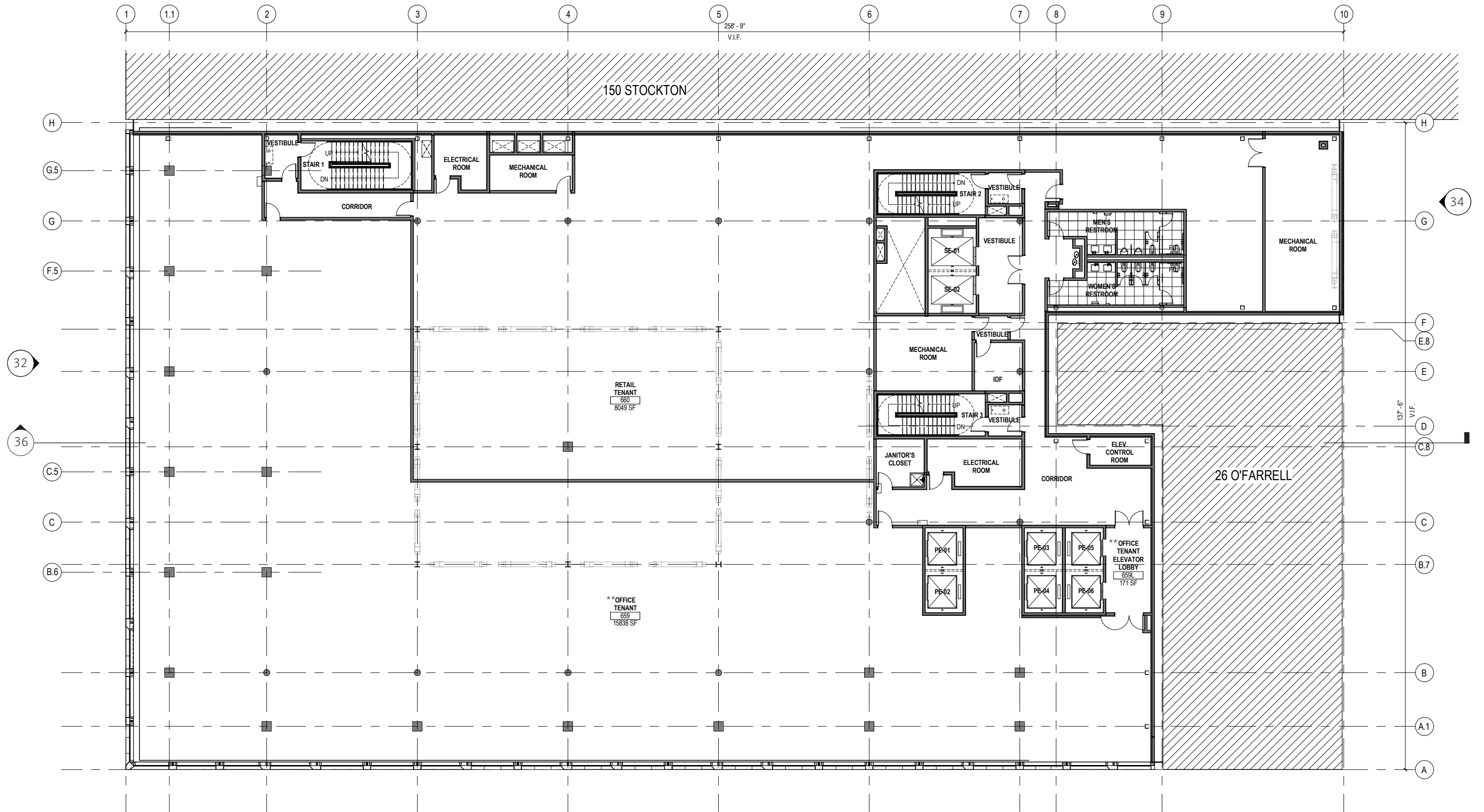
- 4TH LEVEL PLAN -



*AREAS NOTED ON PLAN ARE ESTIMATED USABLE SQUARE FOOTAGE

0' 5' 10' 20'

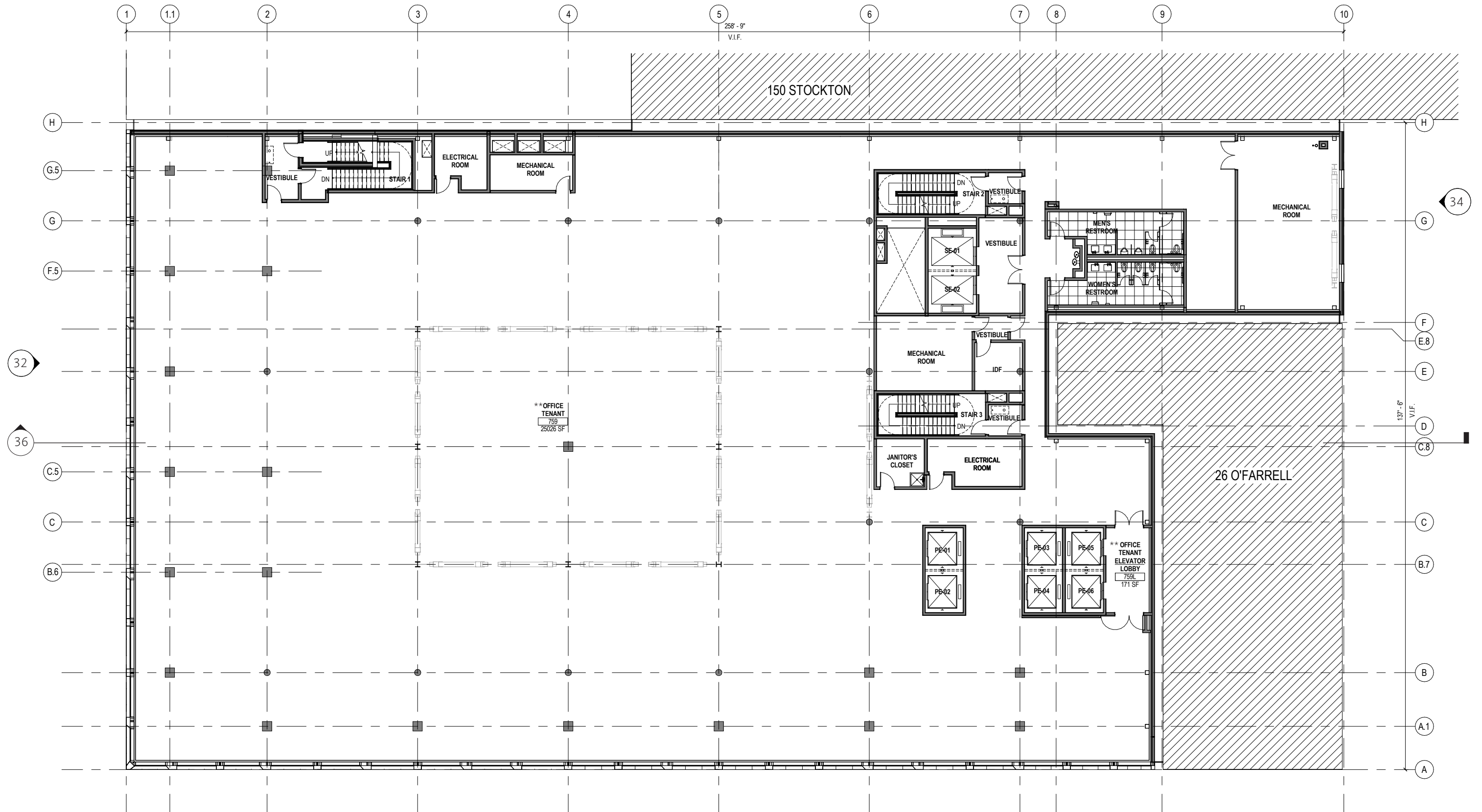
- 5TH LEVEL PLAN -



**PROPOSED OFFICE TENANT AREA TO COMPLY WITH MAXIMUM ALLOWANCE AREA UNDER SMALL CAP PROP M (49,999 SF)

*AREAS NOTED ON PLAN ARE ESTIMATED USABLE SQUARE FOOTAGE

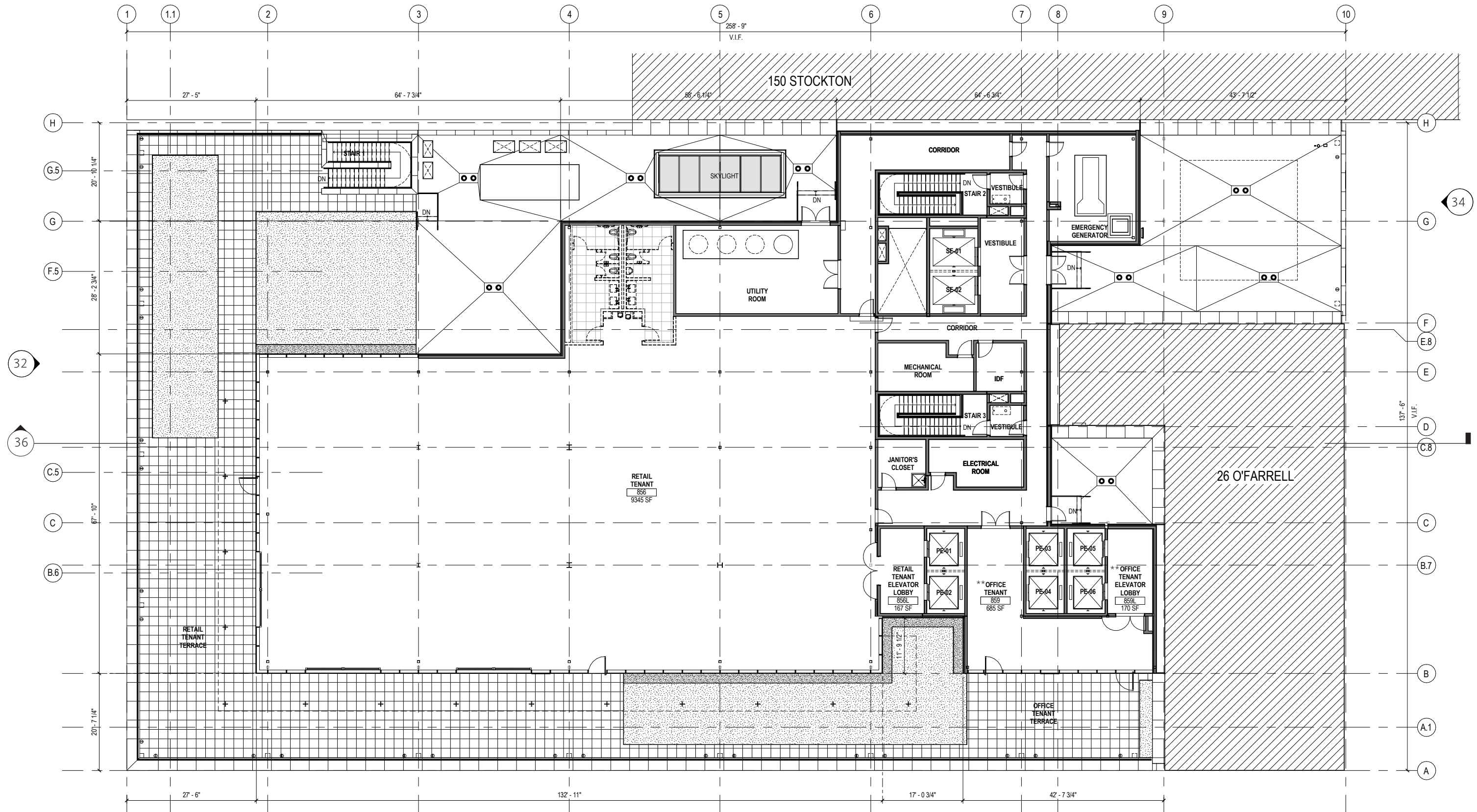
- 6TH LEVEL PLAN -



**PROPOSED OFFICE TENANT AREA TO COMPLY WITH MAXIMUM ALLOWANCE AREA UNDER SMALL CAP PROP M (49,999 SF)
 *AREAS NOTED ON PLAN ARE ESTIMATED USABLE SQUARE FOOTAGE



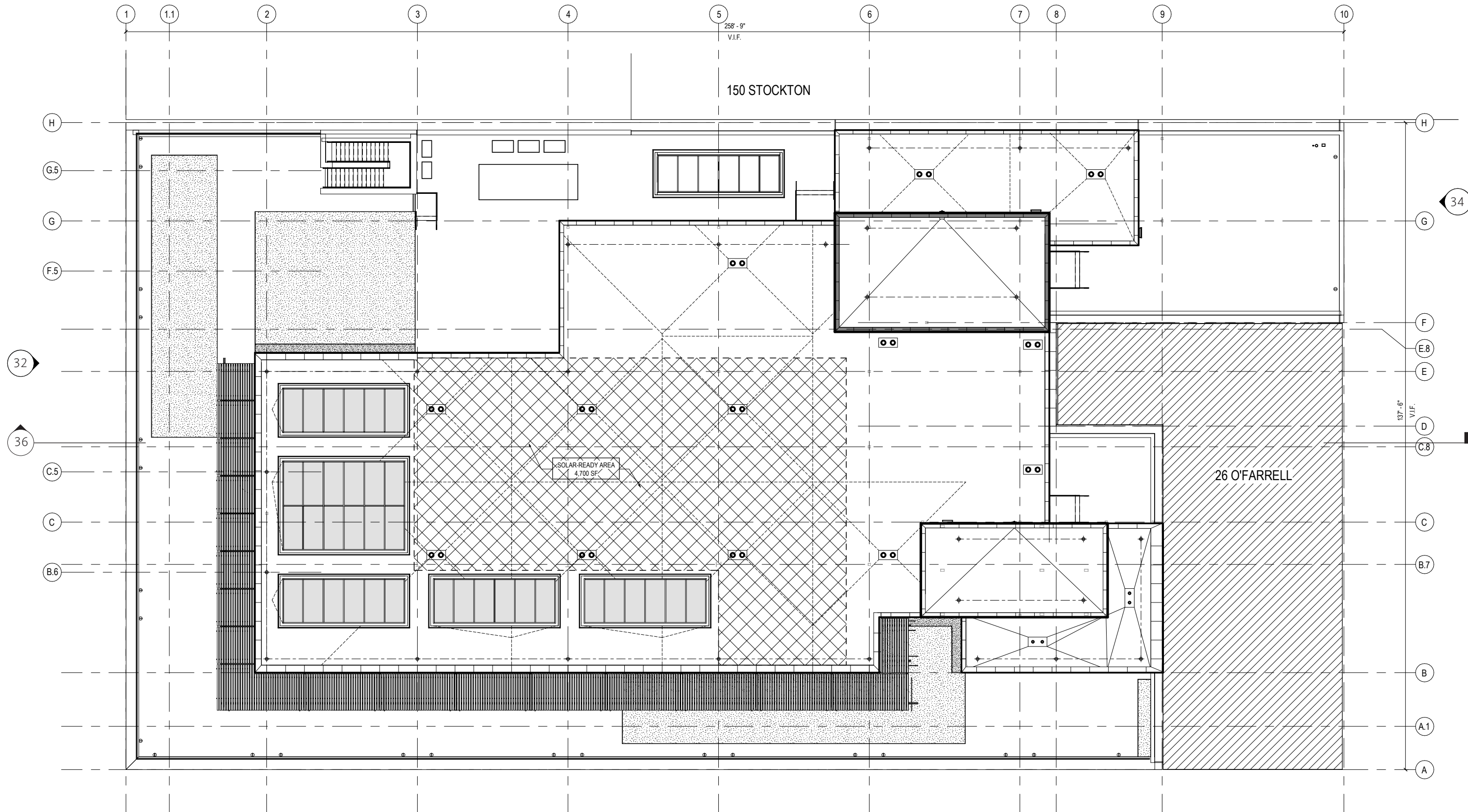
- 7TH LEVEL PLAN -



**PROPOSED OFFICE TENANT AREA TO COMPLY WITH MAXIMUM ALLOWANCE AREA UNDER SMALL CAP PROP M (49,999 SF)
 *AREAS NOTED ON PLAN ARE ESTIMATED USABLE SQUARE FOOTAGE



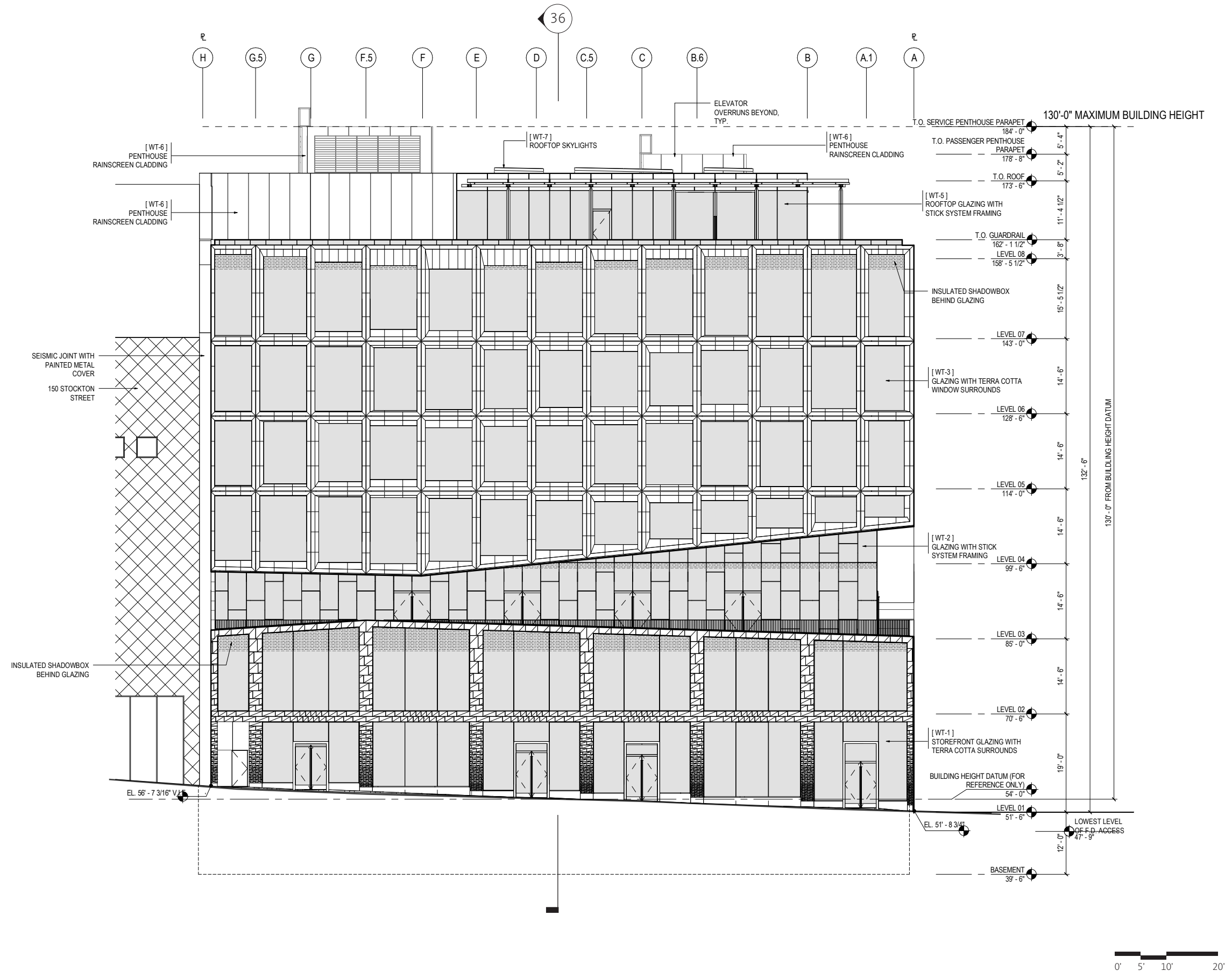
- 8TH LEVEL PLAN -



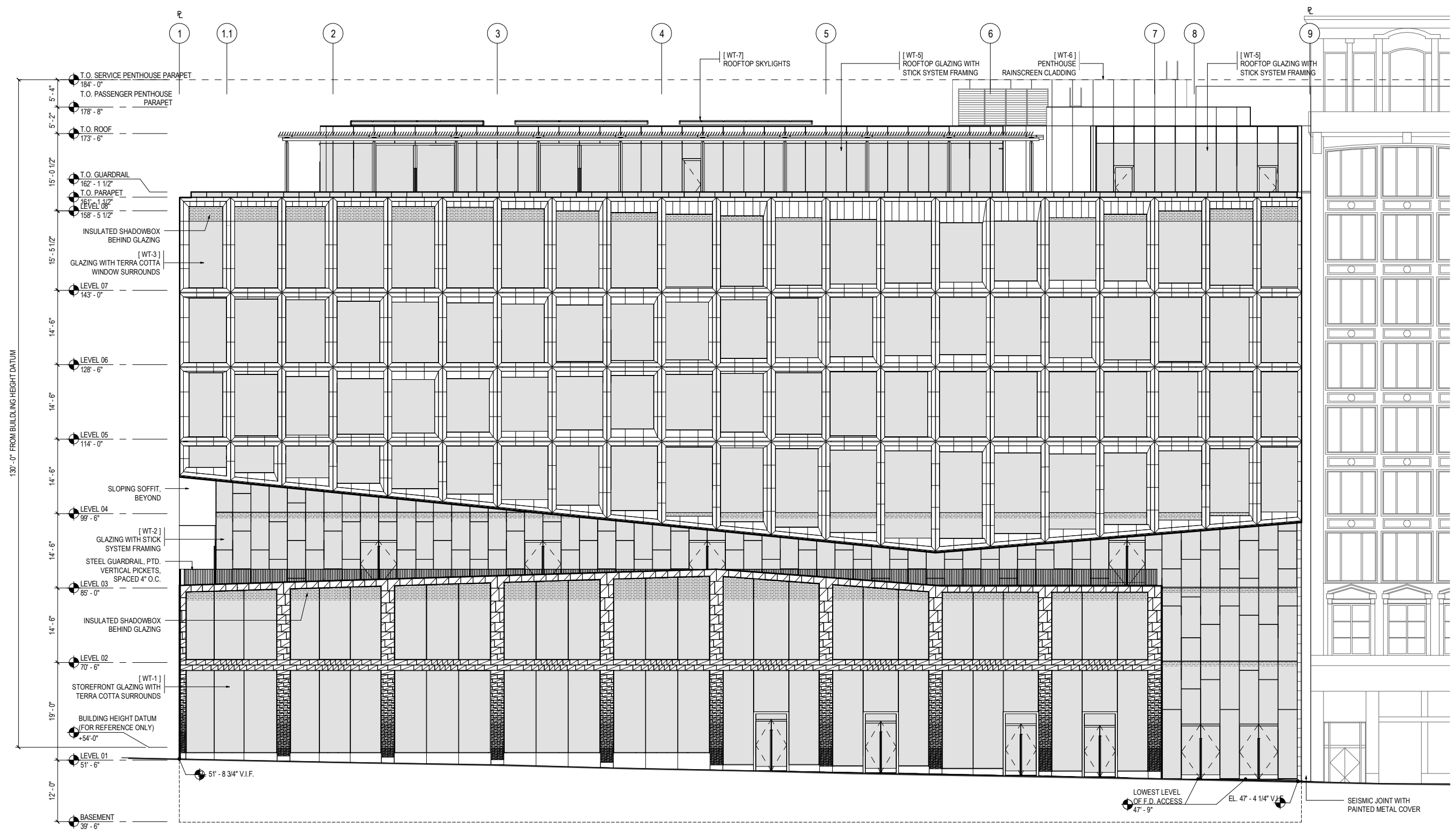
33
- ROOF PLAN -

*AREAS NOTED ON PLAN ARE ESTIMATED USABLE SQUARE FOOTAGE

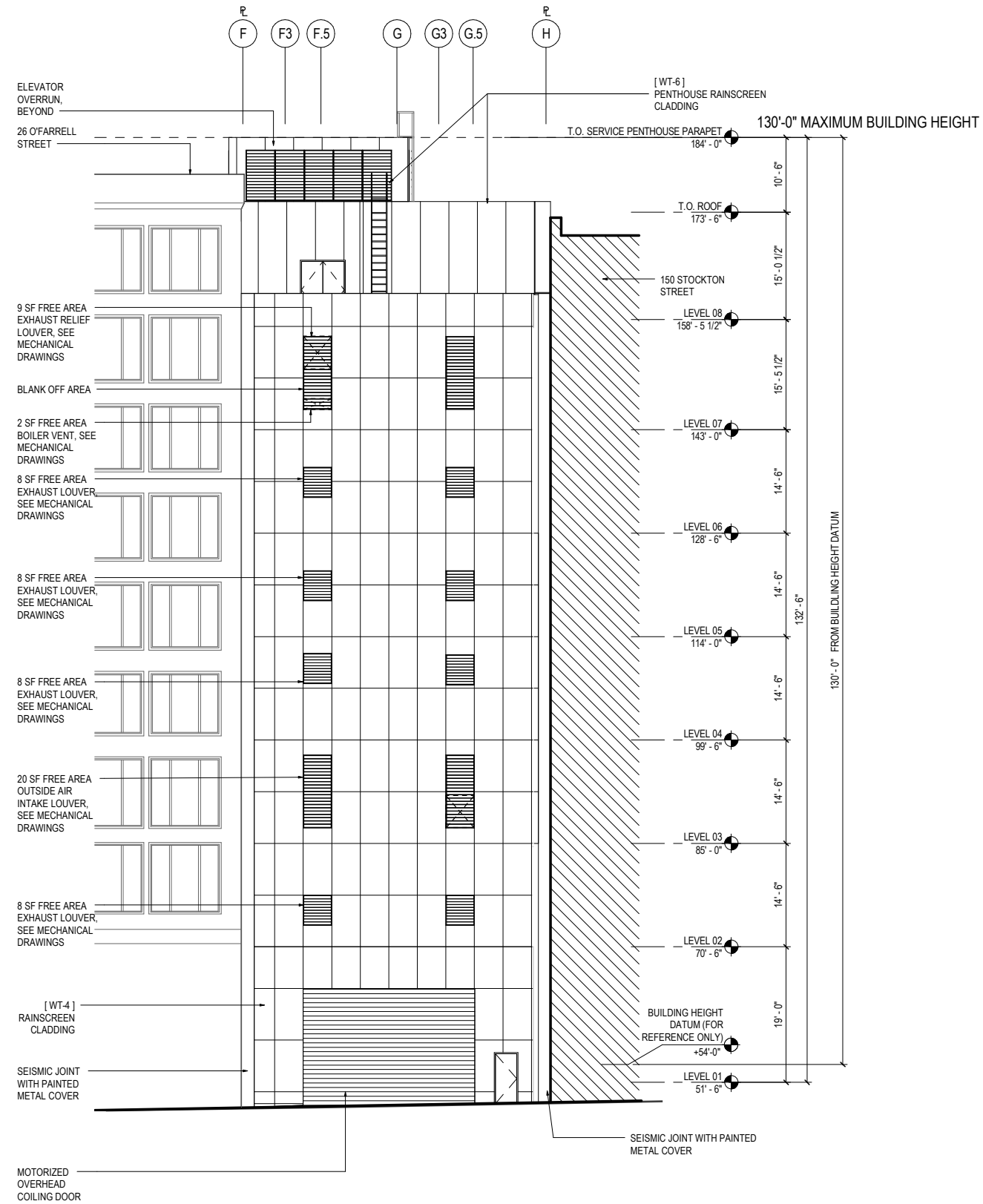
0' 5' 10' 20'



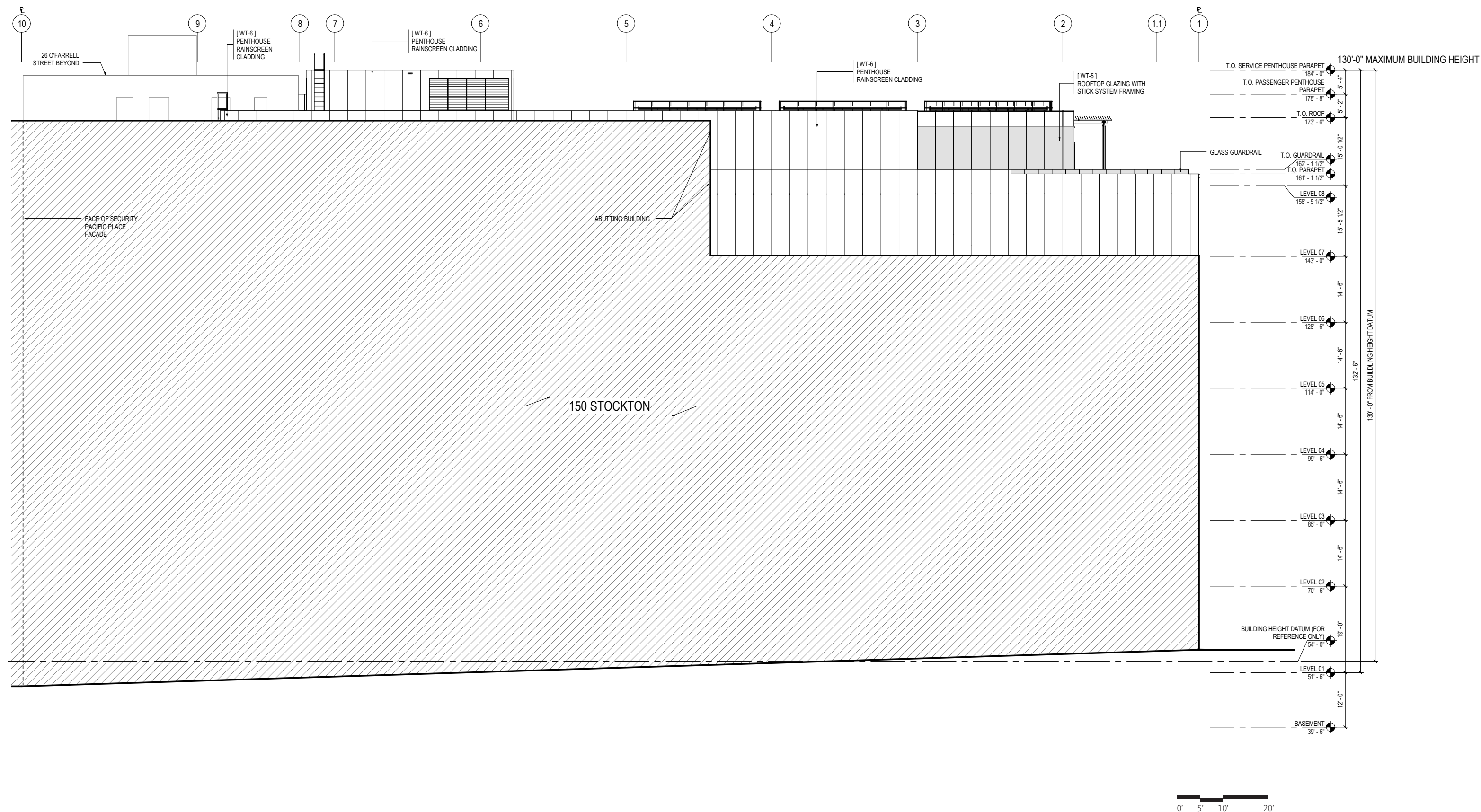
- STOCKTON STREET FACADE -



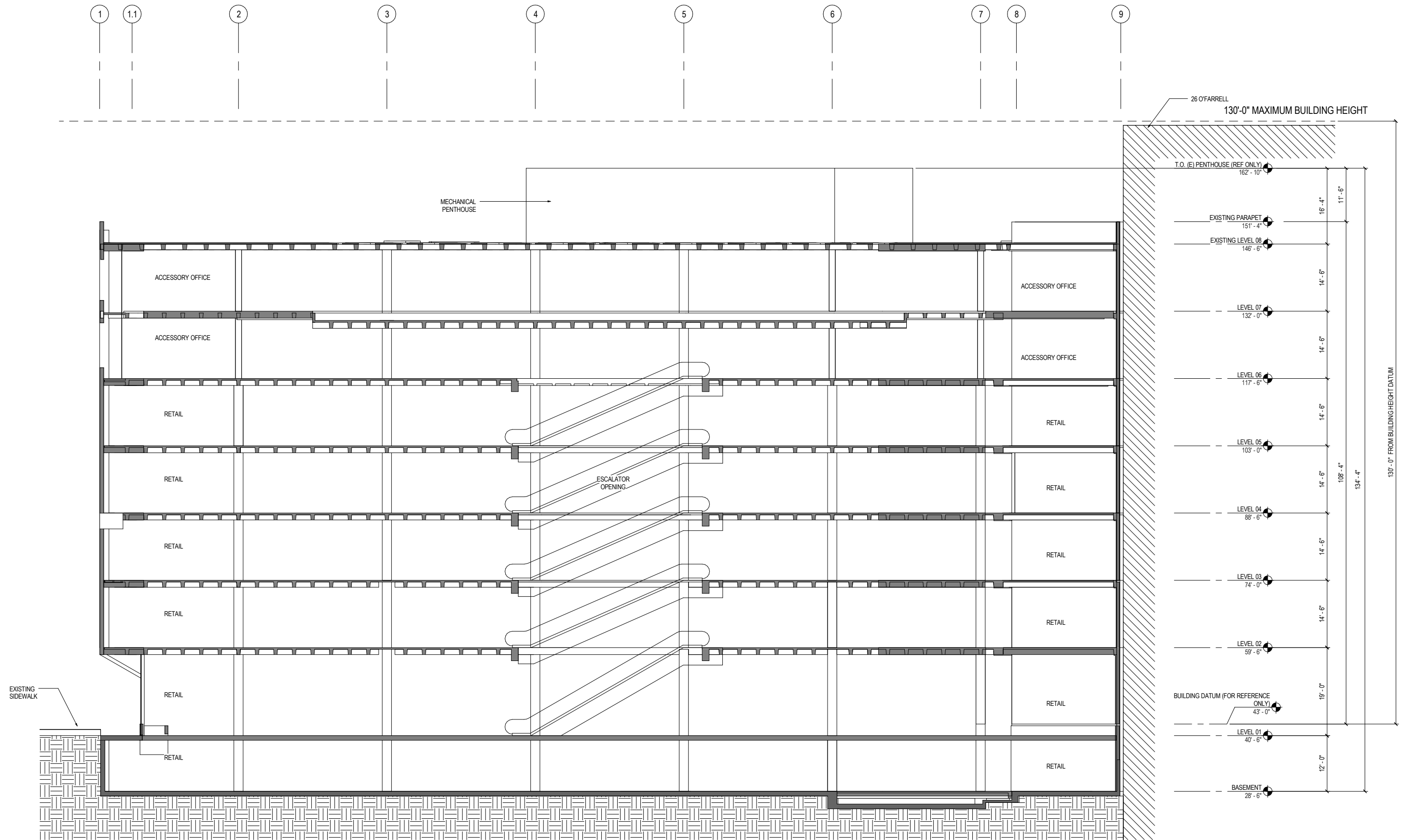
- O'FARRELL STREET FACADE -



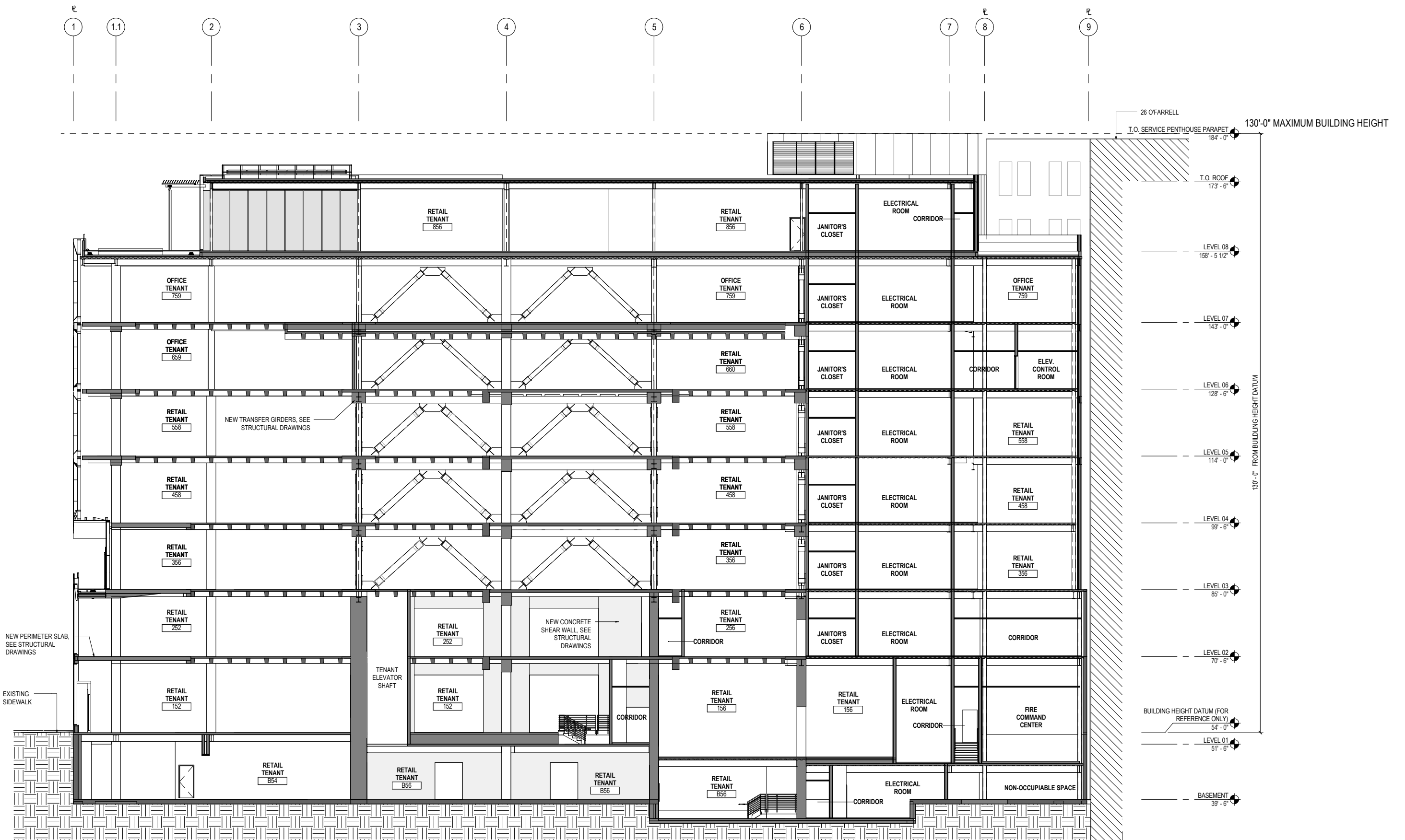
- SECURITY PACIFIC PLACE FACADE -



- NORTH FACADE -



- EXISTING BUILDING SECTION -



- PROPOSED BUILDING SECTION -



CURRENT



PROPOSED