



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: June 19, 2019

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

FROM: Jonathan Vimr, Preservation Planner, (415) 575-9109

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

RE: Review and Comment for the proposed alterations to 865 Market Street (Category V – Unrated Building located within the Article 11 Kearny-Market-Mason-Sutter Conservation District)
Case No. 2018-007267CUA/OFA/PTA

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BACKGROUND

The Planning Department (Department) is requesting review and comment before the Architectural Review Committee (ARC) regarding the proposal to modify the primary entries, apply a new screen wall that would clad over the existing exterior, and square-off the projecting bays at the upper level. These exterior alterations are related to interior modifications at the upper level and conversion of the top two floors from mixed office and retail to a solely office use. The subject building was completed in 1988 and is a Category V – Unrated Building located within the Kearny-Market-Mason-Sutter Conservation District (Appendix E to Article 11 of the Planning Code).

PROPERTY DESCRIPTION

The subject property (parcel 3705/042) is developed with an eight story with mezzanine over bi-level basement commercial structure completed in 1988. Originally known as the San Francisco Shopping Centre, the structure is now commonly referred to as Westfield Centre (of which it is one of several buildings). Designed by architecture firm Whilser-Patri, it is Postmodernist in style with a façade that belies the actual floor plates and supporting structure. Though abstracted, the Westfield's design reflects the adjacent Emporium Building's traditional tripartite composition, with strong vertical bays and punched 'openings' as well as monumental primary entries. It is largely clad in granite and concrete with a variety of finishes.

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

- Alignments of cornices and belt courses
- Beaux Arts & Classical Revival style ornament; some Spanish Colonial style ornament
- Dynamic nature of changing window 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 3 of 8
- 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 Sponsor proposes to remove portions of the exterior at the primary entries of each elevation and replace with a glass curtain wall; clad over the remainder of levels two through five on each elevation with a painted metal screen wall system; and ‘square-off’ the currently oblique edges of levels six through eight. This exterior work would be in conjunction with the conversion of the top two floors from mixed office and retail to a solely office use. A satin finished stainless steel belt course and cornice would be added to frame the base and top of the new screen wall, with similarly finished stainless steel piers implemented to break up the massing of the screen wall into defined vertical bays. The screen wall itself would consist of sets of squared vertical members, or fins, rotated in plan to create various patterns of light and shadow along the exterior; these would be powder-coated in a light color akin to that seen on the adjacent Emporium building.

OTHER ACTIONS REQUIRED

The proposed project is being brought to the ARC for review and comment prior to review by the HPC of a request for a Major Permit to Alter pursuant to Article 11 of the Planning Code.

In addition to the aforementioned entitlement, the project will require a Condition Use authorization and Office Allocation from the City Planning Commission.

ENVIRONMENTAL REVIEW

The proposed project is currently undergoing environment review pertaining to its compatibility with the Secretary of the Interior's Standards. No other environmental areas of concern were identified in the preliminary evaluation.

PUBLIC/NEIGHBORHOOD INPUT

To date, the Department has received no public correspondence related to the proposed project.

STAFF ANALYSIS

The Department seeks the advice of the ARC regarding the compatibility of the project, specifically the façade alterations, 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 regarding conformity with Appendix E to Article 11 of the Planning Code for the proposed projects and its effect on the character-defining features of the district.

Massing and Composition: The project would maintain full lot coverage, with a new screen wall clad over the existing exterior. The façade's stainless-steel pilasters express the regular, vertically-oriented bays characteristic of the district, while the new stainless-steel belt course and cornice nod to a traditional tripartite façade composition. The introduction of glass curtain walls above the primary entries on either elevation reflects the monumentality of such entries throughout the district, and provides additional articulation of the new exterior.

Recommendation: Staff recommends that the project team consider a more strongly expressed (through size, profile, or both) cornice to emphasize the cap of the new screen wall.

Scale. There would be no change to the scale of the building, which already fits within the 4-8 story building height range that is characteristic of the district. The scale of the bays appears consistent with other buildings in the immediate context.

Recommendation: Staff believes that the property would continue to possess a scale compatible with adjacent structures and, more broadly, the surrounding district.

Materials and Colors: Metal is not a traditional cladding material within the district, but may be appropriate in this instance if the specific finishes are compatible with those that are scattered about the district. If a metal screen wall is indeed to be utilized, staff finds that a light-colored finish akin to that of the adjacent Emporium building is an appropriate treatment. As proposed, the belt course, cornice, and pilasters would have an unpainted, satin finish. While certain satins finishes may be consistent with the flat, smooth texture of metals within the district, satin can also be produced with a more polished shine that would not be compatible.

Recommendation: To the extent metal cladding is found within the district, it is generally unified by a flat, smooth appearance with little gloss or reflectivity (one obvious exception being the

brass frames utilized for display windows at the subject building, which was constructed in 1988). Painted/powder-coated finishes are a common approach to achieve this condition, though certain satin or brushed finishes may also be appropriate.

As such, Department staff recommends that material samples of potential finish options be provided for further analysis and discussion prior to any hearing before the full Historic Preservation Commission.

If metal is found not to be an appropriate material for the proposed screen wall, staff recommends the use of terra cotta. Such an approach would be similar to that of 300 Grant Avenue, approved under Case No. 2015-000878PTA and currently undergoing construction.

Detailing and Ornamentation: The subject building would continue to relate to its neighbors in the height of the building base and general façade composition. Any depth provided by the existing ‘window’ openings (the existing structure has no true window openings at levels two through five, but does mimic them with punched bays) would be eliminated. The screen wall system would be slightly set back from the new pilasters and belt course/cornice and may create its own sense of depth via light and shadows.

Recommendation: Staff recommends further study regarding the depth and profile of the belt course, cornice, and screen wall fins. While the renderings and sections currently provided do partially address this, Department staff believes additional investigation would be helpful to understand the relation of proposed alterations to the existing building face, as well as the sense of visual depth the fins may create through light and shadow. Further study could also address questions related to maintenance.

Signage: While not part of this review, tenant branding and signage will be reviewed at the staff level for its conformance with the Department’s sign guidelines and conformance with transparency requirements.

REQUESTED ACTION

Specifically, the Department seeks comments on:

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

ATTACHMENTS

- Parcel Map
- Aerial Photo
- Site Photographs
- Designating Ordinance (Appendix E to Article 11)
- Project Sponsor Submittal including:
 - Project Plans
 - District Conformity Analysis

Sanborn Map*



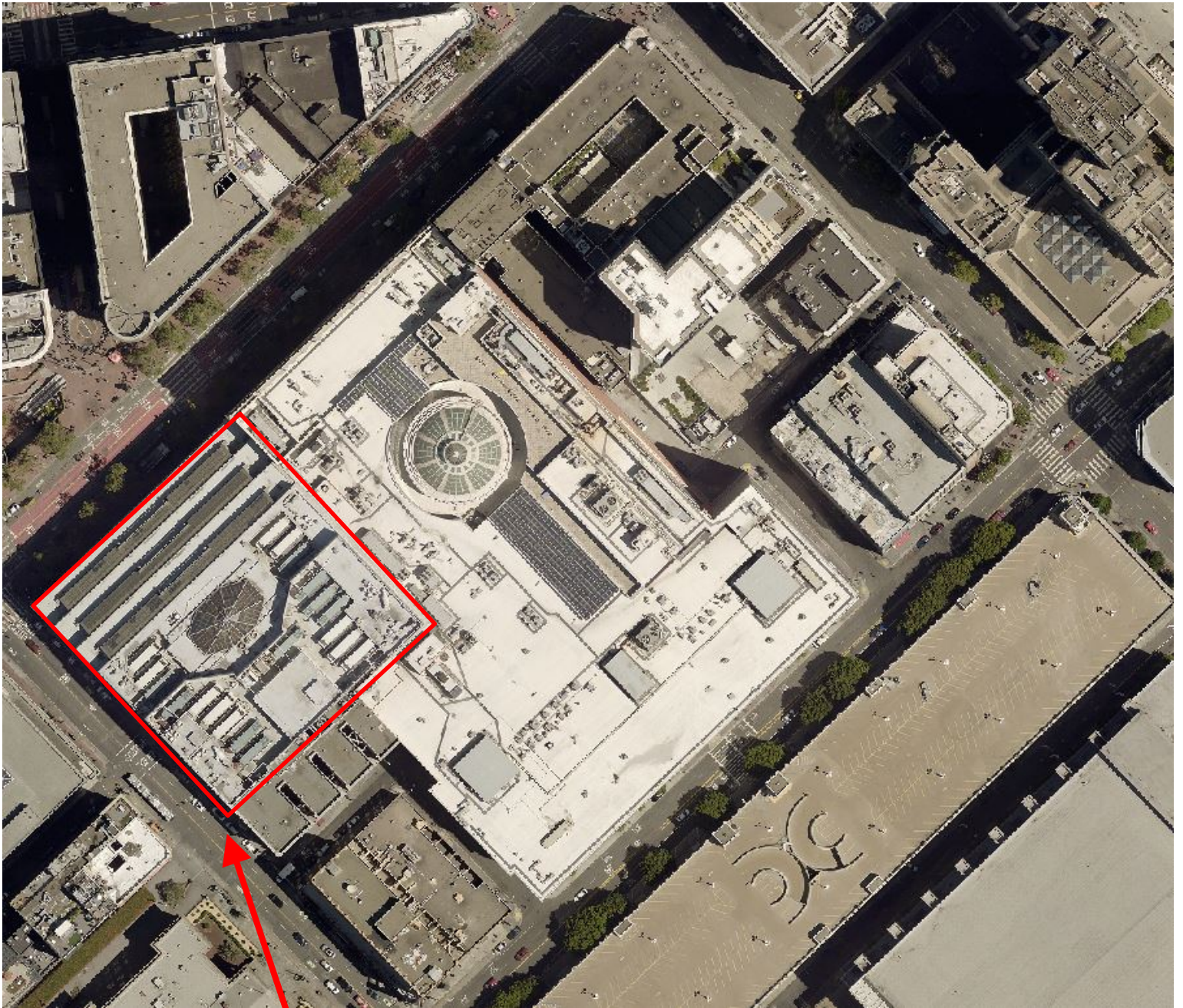
SUBJECT PROPERTY

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

ARC Hearing
Case Number 2018-007267PTA
865 Market Street



Aerial Photo



SUBJECT PROPERTY



ARC Hearing
Case Number 2018-007267PTA
865 Market Street

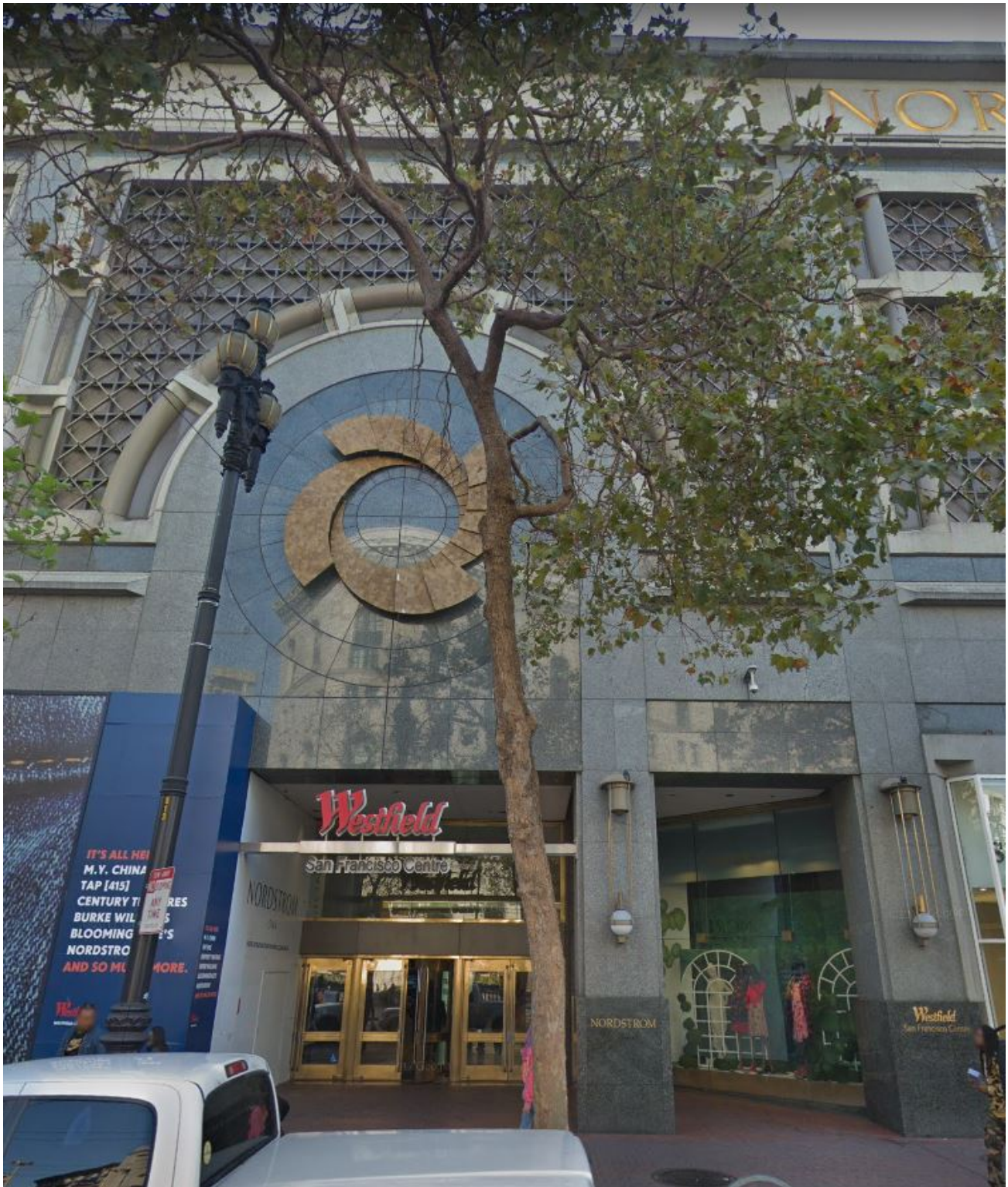
Site Photo*



**As viewed from intersection of Market and Fifth Streets.*

ARC Hearing
Case Number 2018-007267PTA
865 Market Street

Site Photo*



**Primary Market Street entry.*

ARC Hearing
Case Number 2018-007267PTA
865 Market Street

Site Photo*



**Typical bays.*

ARC Hearing
Case Number 2018-007267PTA
865 Market Street

San Francisco Planning Code

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.

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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



Westfield

SAN FRANCISCO CENTRE

ENTITLEMENT

APRIL 30, 2019



PROJECT DESCRIPTION

THE PROPOSED PROJECT ENVISIONS THE TRANSFORMATION AND RENEWAL OF THE WESTFIELD SAN FRANCISCO CENTRE LOCATED SOUTH OF MARKET STREET AT THE CORNER OF FIFTH STREET AND MARKET STREET. ORIGINALLY BUILT IN THE MID-1980S, THE WESTFIELD SAN FRANCISCO CENTRE FEATURES AN ICONIC ATRIUM WITH THE FIRST USE OF CURVED ESCALATORS IN THE UNITED STATES AND IS A MAJOR COMPONENT OF THE RETAIL ENVIRONMENT OF SAN FRANCISCO AS WELL AS AN IMPORTANT PART OF THE URBAN FABRIC OF MARKET STREET. THE EXISTING BUILDING ENCLOSURE IS AN OPAQUE DARK STONE AND PRECAST FACADE THAT PRESENTS A FORTRESS-LIKE, UNWELCOMING AND DATED APPEARANCE THAT IS AT ODDS WITH ITS SITE FACING THE VITAL URBAN OPEN SPACE OF HALLIDIE PLAZA AND ITS ROLE AS THE SOUTHERN TERMINUS OF THE AXIS OF POWELL STREET FROM THE NORTH OF MARKET. THE PROPOSED PROJECT PROPOSES TO ADDRESS THE SHORTCOMINGS OF THE EXISTING FACADE AND CREATE A WELCOMING, LUMINOUS AND DYNAMIC ENVIRONMENT THROUGH THE REIMAGINING OF THE PODIUM AT MARKET STREET AND PART OF FIFTH STREET AND A COMPLETE RENOVATION OF THE UPPER REGISTER, THE TOP TWO MOST LEVELS OF WHICH ARE PROPOSED TO BE CONVERTED TO OFFICE USE FROM THE CURRENT MIXED OFFICE AND RETAIL USES.

MASSING

THE PROPOSED PROJECT MAINTAINS THE MASSING OF THE EXISTING PODIUM WHILE MAKING MODEST MODIFICATIONS TO THE EXISTING SETBACK VOLUMES OF THE UPPER REGISTER IN ORDER TO IMPROVE FUNCTIONALITY AND ACCESSIBILITY. THE EXISTING PODIUM WILL BE TRANSFORMED PRIMARILY THROUGH A COMBINATION OF OVERCLADDING OF AND REPLACEMENT OF THE EXISTING BUILDING ENCLOSURE WHILE THE ATTACHED GREENHOUSE TYPE STRUCTURES OF THE EXISTING UPPER REGISTER ARE PROPOSED TO BE REPLACED BY A SERIES OF RECTANGULAR GLASS VOLUMES WHICH MATCH THE PLAN OF THE EXISTING GREENHOUSE STRUCTURES BUT CREATE GREATER HEADROOM ALLOWING FOR THE FLOOR LEVEL IN THE GLASS VOLUMES TO MAINTAIN THE FLOOR LEVEL OF THE ADJACENT FLOOR. THE UPPER REGISTER WILL BE DEVELOPED WITH A SERIES OF OPEN TERRACES RINGED WITH PLANTING TO CREATE A CASCADE OF GREENERY AT THE TOP OF THE BUILDING THAT WILL SOFTEN THE REPETITIVE EDGES OF THE SETBACKS.

FACADE DESIGN

THE DESIGN OF THE NEW BUILDING ENCLOSURE ADOPTS THE CONCEPT OF ‘DYNAMIC CONTINUITY’ EXPRESSED IN APPENDIX E TO ARTICLE 11 OF THE SAN FRANCISCO BUILDING CODE; THE KEARNY MARKET MASON SUTTER CONSERVATION DISTRICT. THE NEW BUILDING ENCLOSURE IS A CONTEMPORARY MODERN DESIGN THAT RESPONDS TO THE NEW TRENDS AND NEEDS OF THE RETAIL ENVIRONMENT WHILE MAINTAINING CONTINUITY WITH THE ARCHITECTURAL HERITAGE OF THE CONSERVATION DISTRICT THROUGH THE CAREFUL USE OF AND ATTENTION TO COMPOSITION, MASSING, SCALE, MATERIALS, COLOR, ORNAMENTATION AND DETAILING. THE PROPOSED PROJECT WILL CREATE A MUCH MORE WELCOMING AND LUMINOUS FACADE THAT WILL ACT AS A BEACON AT THE END OF POWELL STREET AND FORM A DYNAMIC AND OPEN BACKDROP TO HALLIDIE PLAZA. IN ORDER TO CREATE A MORE OPEN FACADE, LARGE AREAS OF GLAZING WILL BE INTRODUCED INTO THE OPAQUE FACADE AT LEVELS TWO THROUGH FIVE ABOVE THE MAIN ENTRIES ALONG MARKET STREET AND FIFTH STREET. THE GLAZING IN THESE AREAS WILL BE A MIXTURE OF CLEAR AT RETAIL AREAS AND TRANSLUCENT AT BACK OF HOUSE AREAS TO ENCOURAGE VISUAL LINKAGE BETWEEN THE INTERIOR SPACES AND THE PEDESTRIAN ENVIRONMENT OF HALLIDIE PLAZA AND MARKET STREET WHILE OPENING UP VIEWS BOTH INTO AND OUT OF THE BUILDING. THE MAJORITY OF THE OPAQUE FACADE WILL BE OVERCLAD WITH A SCREEN WALL CONSISTING OF A DELICATE FILIGREE OF LIGHT COLORED SQUARE SECTION VERTICAL MEMBERS THAT ARE ROTATED IN PLAN TO CREATE PATTERNS OF LIGHT AND SHADOW ACROSS THE FACADE RESULTING IN A RICHNESS OF TEXTURE AND DEPTH ACROSS A RELATIVELY SHALLOW FACADE. THE PLAY OF LIGHT ACROSS THE SCREEN WALL FACADE CONSTANTLY CHANGES DEPENDING UPON ONE’S VIEWPOINT WITH THE SCREEN WALL CAPTURING THE CHANGING LIGHT CONDITIONS FROM THE SUN AND THE LUMINOUS VAULT OF THE SKY AS WELL AS THE LIGHT FROM THE SURROUNDING URBAN ENVIRONMENT. THE VERTICAL SCREEN MEMBERS WILL HAVE A WARM WHITE COLOR SIMILAR IN COLORATION TO THE EMPORIUM AND ONE POWELL STREET. THE SCREEN WALL WILL BE SOFTLY ILLUMINATED AT NIGHT TO FORM A LUMINOUS BACKDROP TO HALLIDIE PLAZA. THE SCREEN WALL WILL BE FRAMED BY A SERIES OF METAL PILASTERS AND HORIZONTALS THAT WILL MARK THE STRUCTURAL BAY AND CORRESPOND TO THE FLOOR LEVELS WITHIN THE BUILDING, WHICH ARE CURRENTLY NOT EXPRESSED IN THE EXISTING FACADE. THE TOP OF THE PODIUM AND THE TOP OF THE STOREFRONT WILL FEATURE A FLARING CORNICE AND BELT COURSE WHICH WILL BE ILLUMINATED TO FORM A MODERN INTERPRETATION OF THE ORNAMENTATION COMMON TO THE DISTRICT. THE EXISTING RETAIL STOREFRONTS AT THE BASE OF THE BUILDING WILL NOT BE MODIFIED BUT THE EXISTING ENTRIES TO THE CENTRE AND A NEW OFFICE LOBBY WILL BE DEVELOPED AND FEATURE AN INCREASED LEVEL OF TRANSPARENCY AND NEW ENTRY DOORS AND WILL BE MARKED WITH SIMPLE BUT ELEGANT GLASS CANOPIES.

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EXISTING GROSS FLOOR AREA CALCULATION:

FLOOR	GROSS AREA (EXTERIOR ENVELOPE) *	BASEMENT SEC.102.9(b)(1)	ROOF MECHANICAL EQUIPMENT SEC.102.9(b)(3)	MECHANICAL SHAFTS (MINUS STAIRS + ELEVATOR) SEC.102.9(b)(4)	OFF STREET LOADING SEC.102.9(b)(7)	EXTERIOR BALCONIES SEC.102.9(b)(10)	INTERIOR ATRIUM SEC.102.9(b)(15) ****	GROSS FLOOR AREA AS DEFINED BY SF PLANNING CODE ****
8	50,513		7,682	1,310				41,521
7	61,054			1,242				59,812
6	68,780			1,216				67,564
5	73,262			2,106				71,156
4	73,262			586				72,676
3	73,262			1,044				72,218
2	73,262			1,340				71,922
1M	17,543			1,388				16,155
1	71,718			722				70,996
LL1	73,669			2,453				71,216
LL2	72,953	36,419		1,742				34,792
TOTAL:	709,278							650,028

PROPOSED GROSS FLOOR AREA CALCULATION:

FLOOR	GROSS AREA (EXTERIOR ENVELOPE) *	BASEMENT SEC.102.9(b)(1)	ROOF MECHANICAL EQUIPMENT SEC.102.9(b)(3)	MECHANICAL SHAFTS (MINUS STAIRS + ELEVATOR) SEC.102.9(b)(4)	OFF STREET LOADING SEC.102.9(b)(7)	EXTERIOR BALCONIES SEC.102.9(b)(10)	INTERIOR ATRIUM SEC.102.9(b)(15) ****	GROSS FLOOR AREA AS DEFINED BY SF PLANNING CODE ****
8	50,893		1,300	1,423				48,170
7	60,343			1,242				59,101
6	69,213			1,131				68,082
5	73,262			2,106				71,156
4	73,262			586				72,676
3	73,262			1,044				72,218
2	73,262			1,340				71,922
1M	17,543			1,388				16,155
1	72,364			722				71,642
LL1	73,669			2,453				71,216
LL2	72,953	36,419		1,742				34,792
TOTAL:	710,026							657,130

*INCLUDES ATRIUM & VOID SPACES

PROPOSITION M AREA CALCULATION:

FLOOR	GROSS AREA AS DEFINED BY SF PLANNING CODE	EXISTING GENERAL OFFICE GSF **	PROPOSED GENERAL OFFICE GSF	NET ADDITIONAL OFFICE GSF
8	48,170	24,830	39,175	14,345
7	59,101	8,170	43,309	35,139
6	68,082			
5	71,156			
4	72,676			
3	72,218			
2	71,922			
1M	16,155			
1	71,642		515	515
LL1	71,216			
LL2	34,792			
TOTAL:	657,130	33,000	82,999	49,999

PROPOSED GROSS FLOOR USE AREA CALCULATION:

FLOOR	EXISTING GENERAL OFFICE GSF **	NET ADDITIONAL OFFICE GSF	RETAIL GSF ***	GROSS FLOOR AREA AS DEFINED BY SF PLANNING
8	24,830	14,345	8,995	48,170
7	8,170	35,139	15,792	59,101
6			68,082	68,082
5			71,156	71,156
4			72,676	72,676
3			72,218	72,218
2			71,922	71,922
1M			16,155	16,155
1		515	71,127	71,642
LL1			71,216	71,216
LL2			34,792	34,792
TOTAL:	33,000	49,999	574,131	657,130

** EXISTING OFFICE PURSUANT TO THE 1986 CONDITIONAL USE AUTHORIZATION

*** INCLUDES OFFICE SPACE ACCESSORY TO RETAIL

**** INTERIOR ATRIUM AREA INCLUDED IN GROSS FLOOR AREA

BUILDING ADDRESS

865 Market St
San Francisco, CA 94103

ASSESSOR'S PARCEL NUMBER

3705/042

AGENCY

SF UNIFIED SCHOOL DISTRICT (SFUSD)

NEIGHBORHOOD

SOUTH OF MARKET

PLANNING DISTRICT 4

DOWNTOWN

ZONING DISTRICT

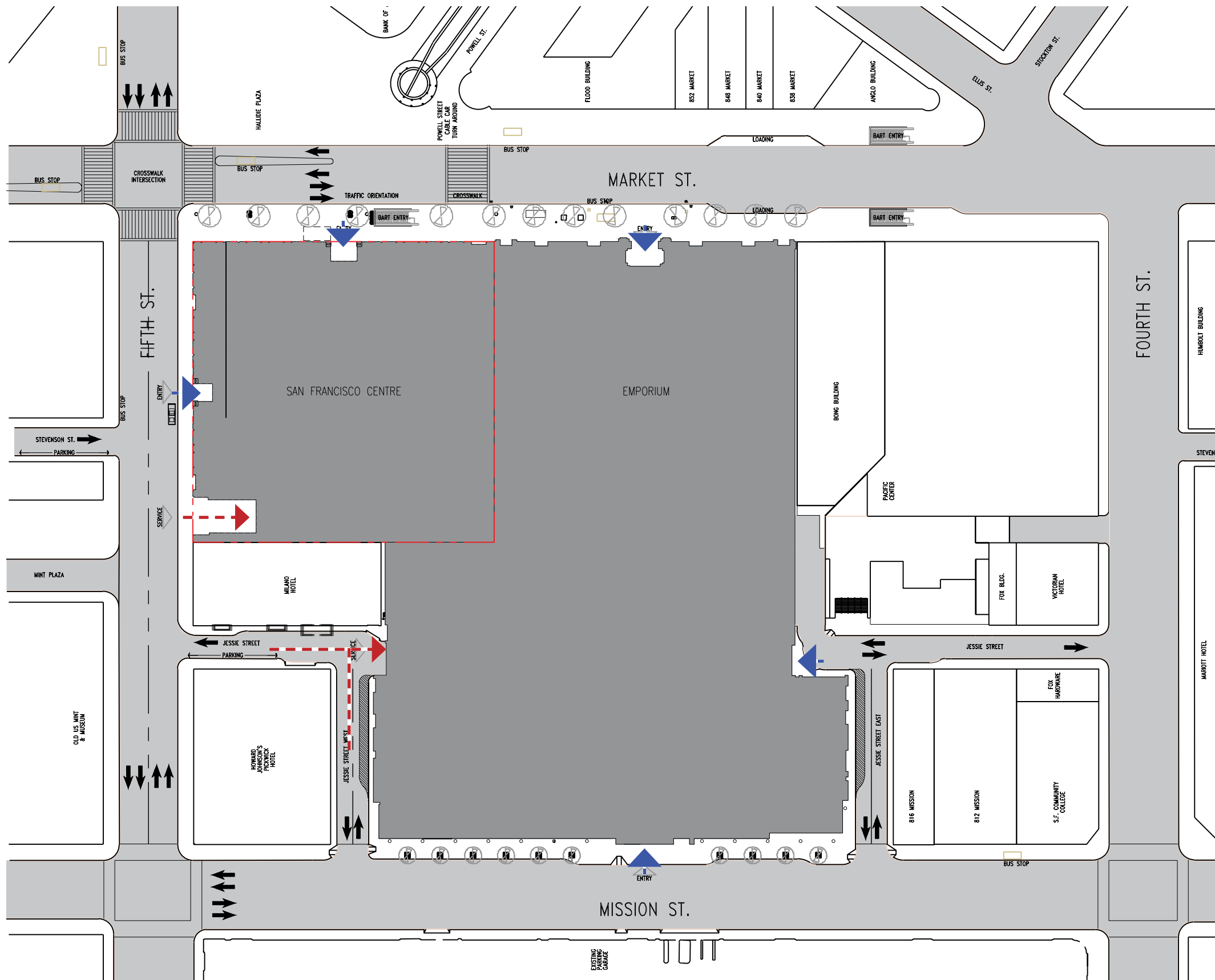
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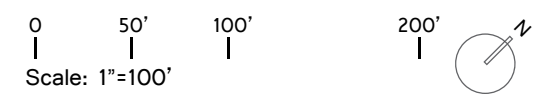
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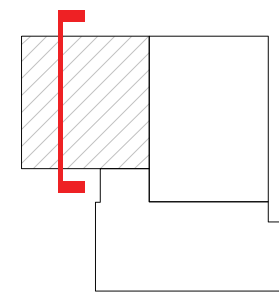
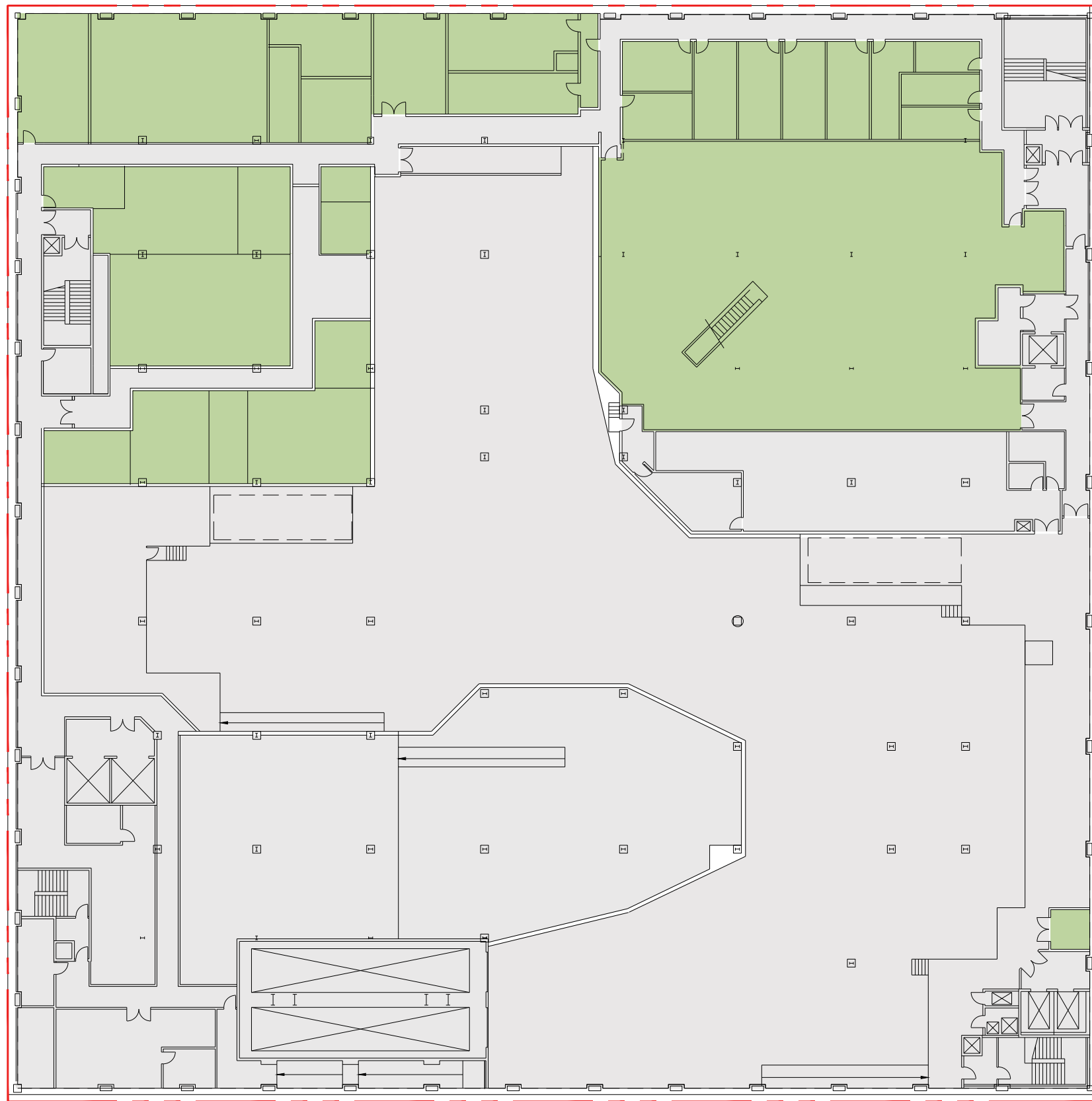
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EXISTING: 650,028 GSF
PROPOSED: 657,130 GSF
TDR TO BE PURCHASED: 7,102 SF

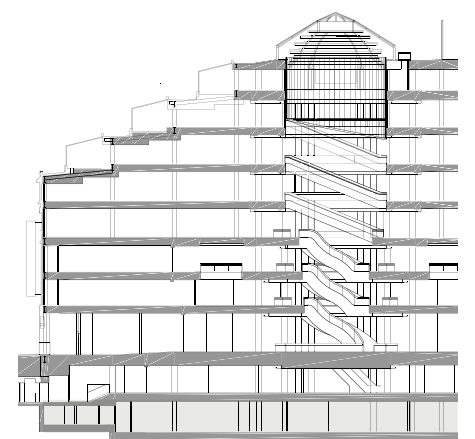


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- PEDESTRIAN ACCESS

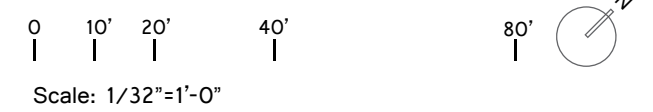


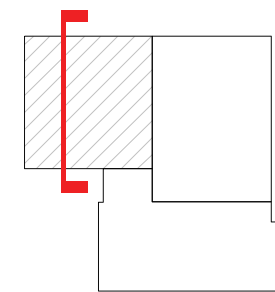
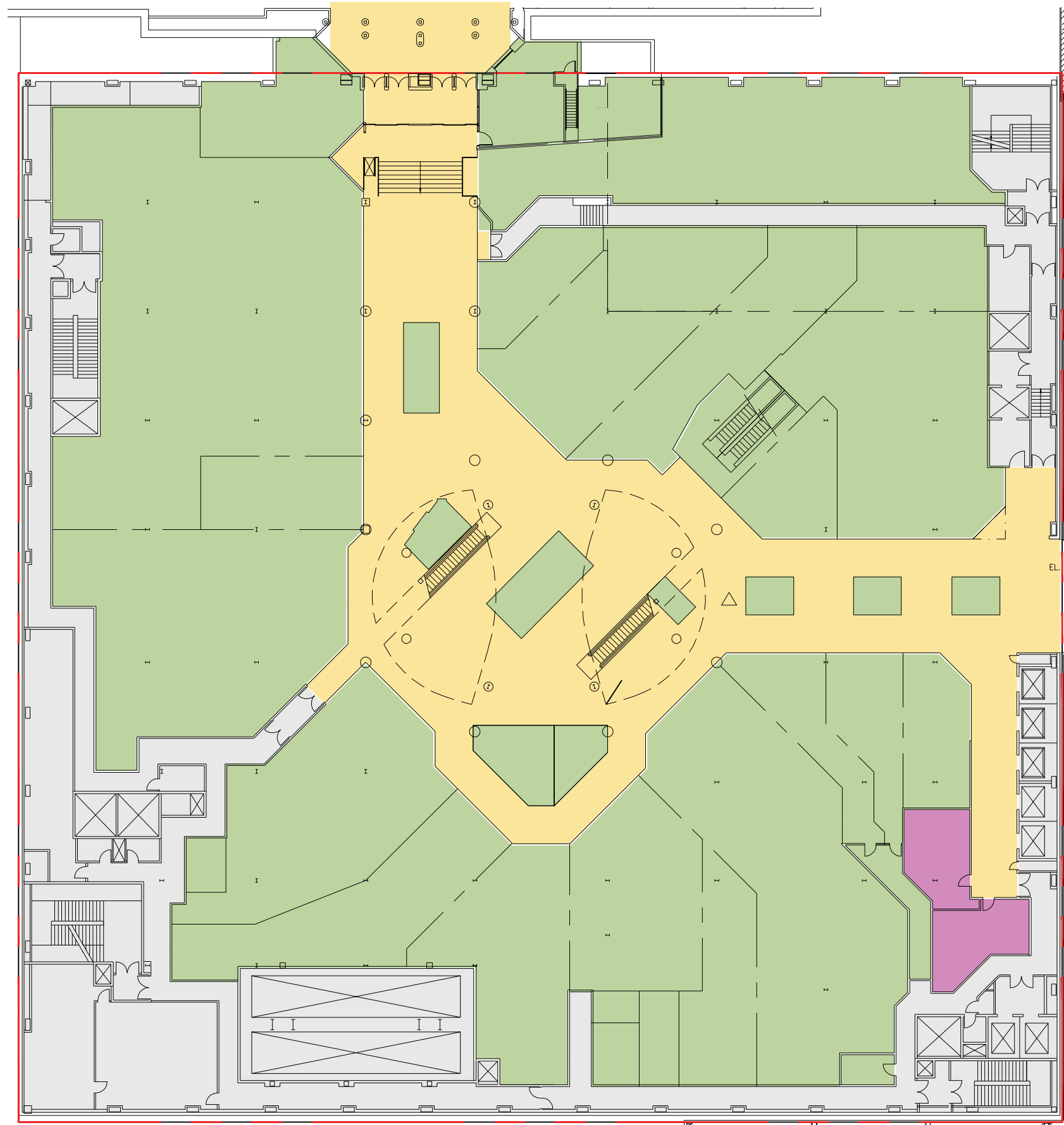


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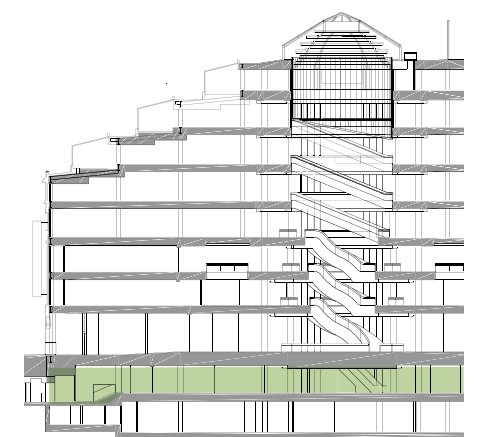


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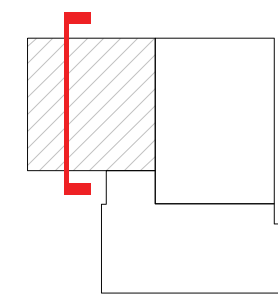
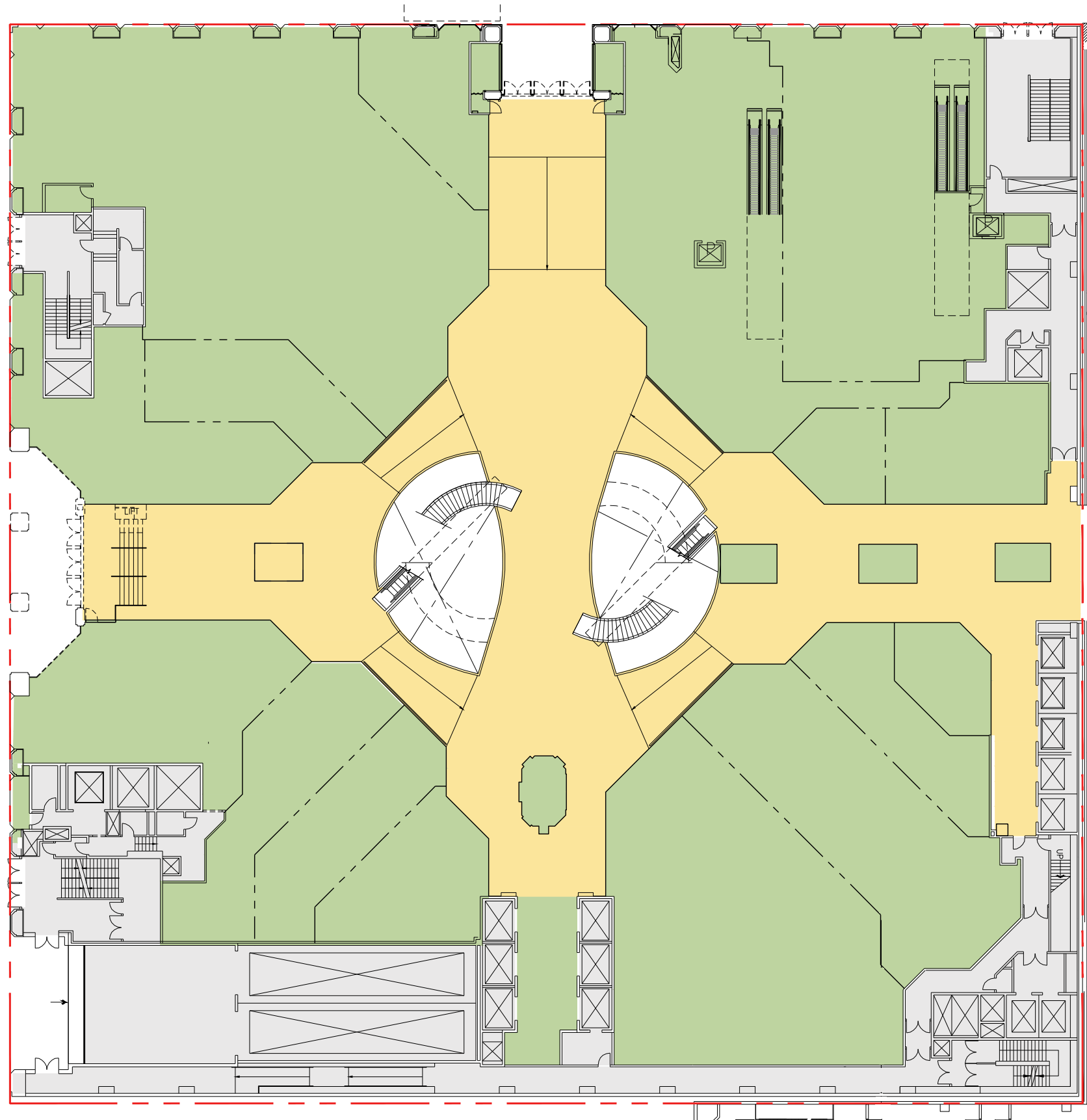


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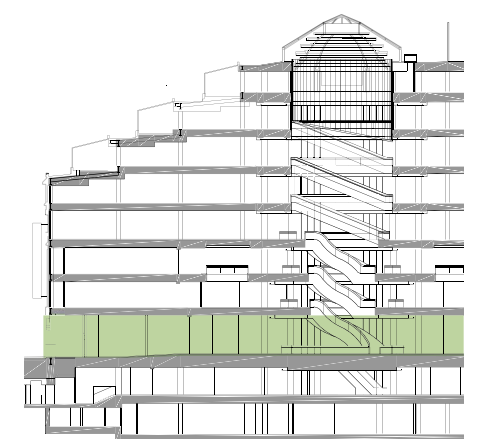
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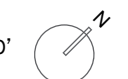
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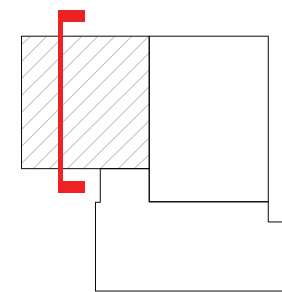
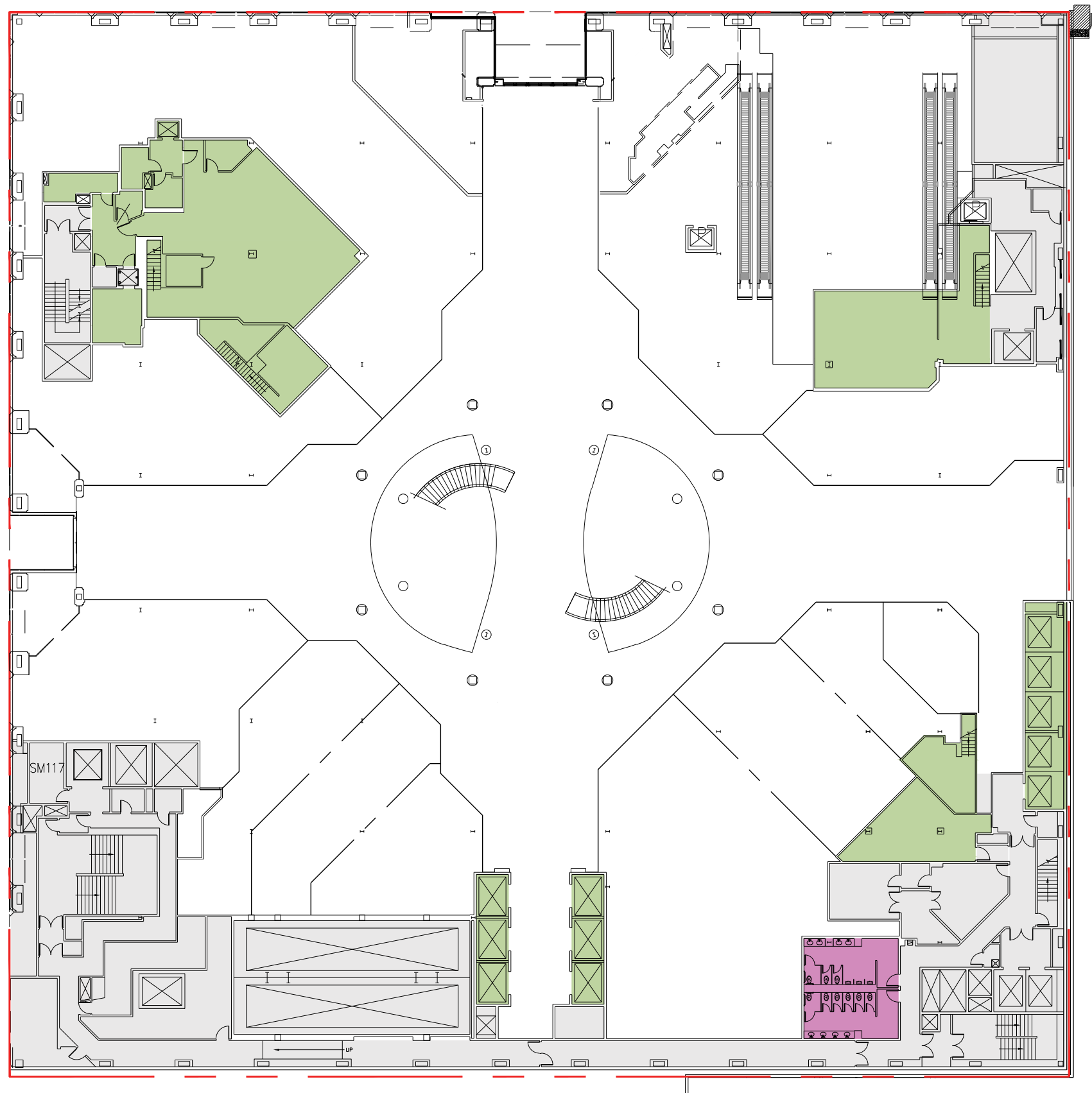


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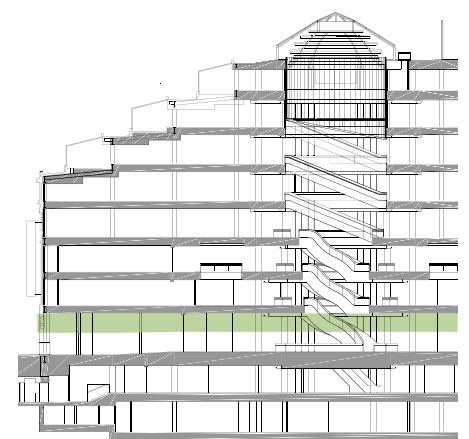
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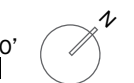
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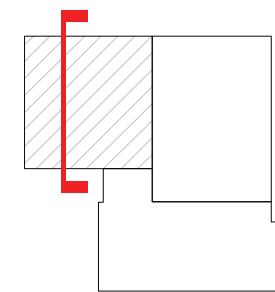
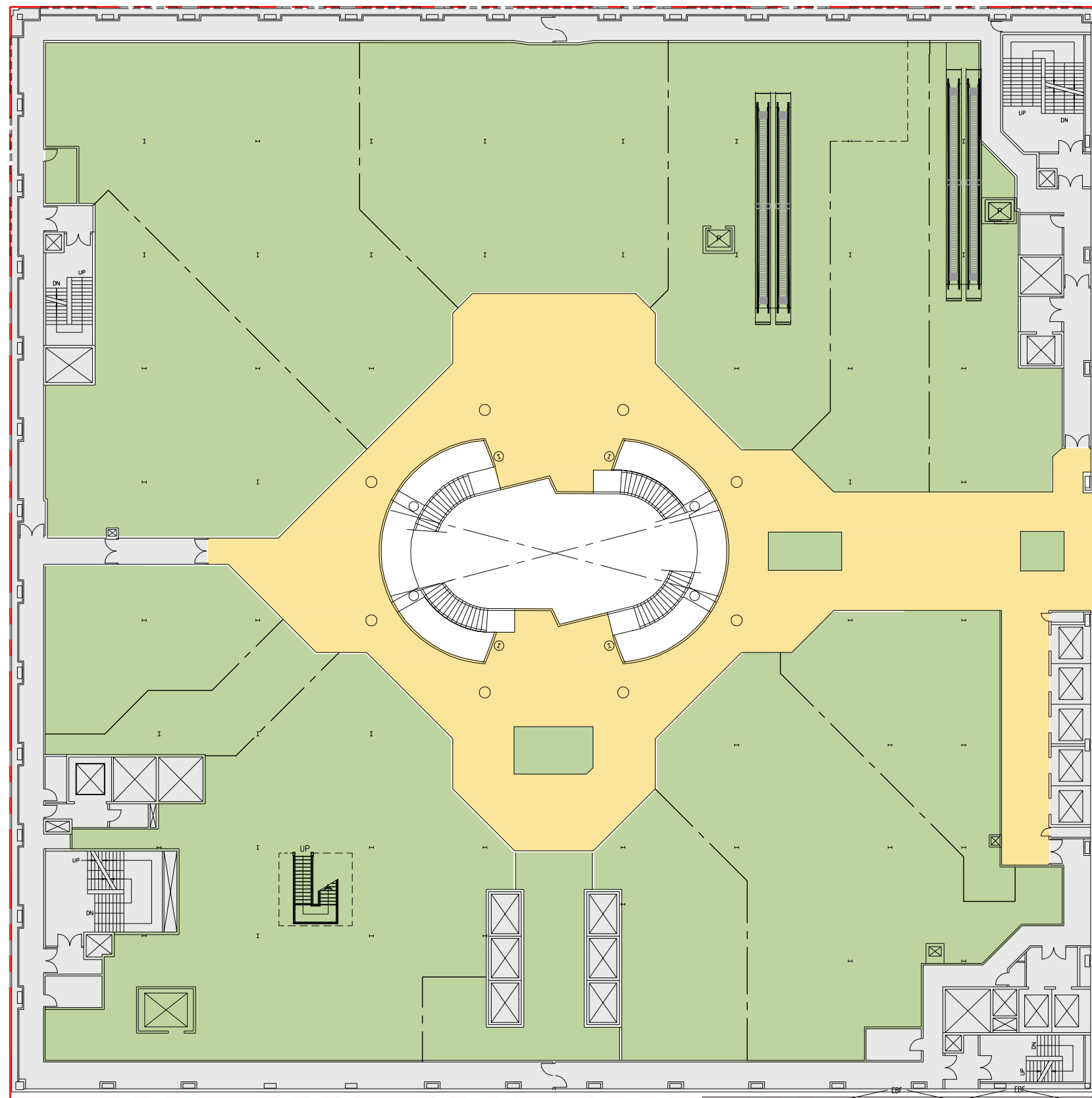


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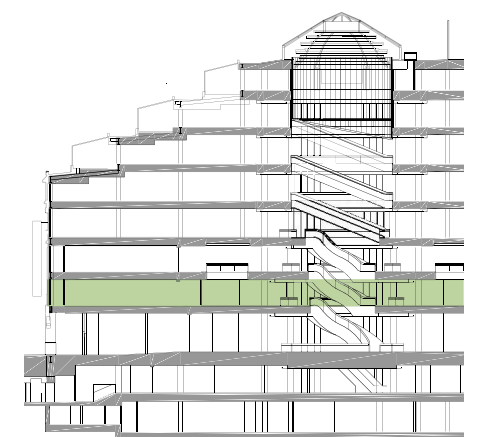
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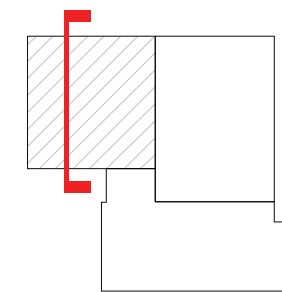
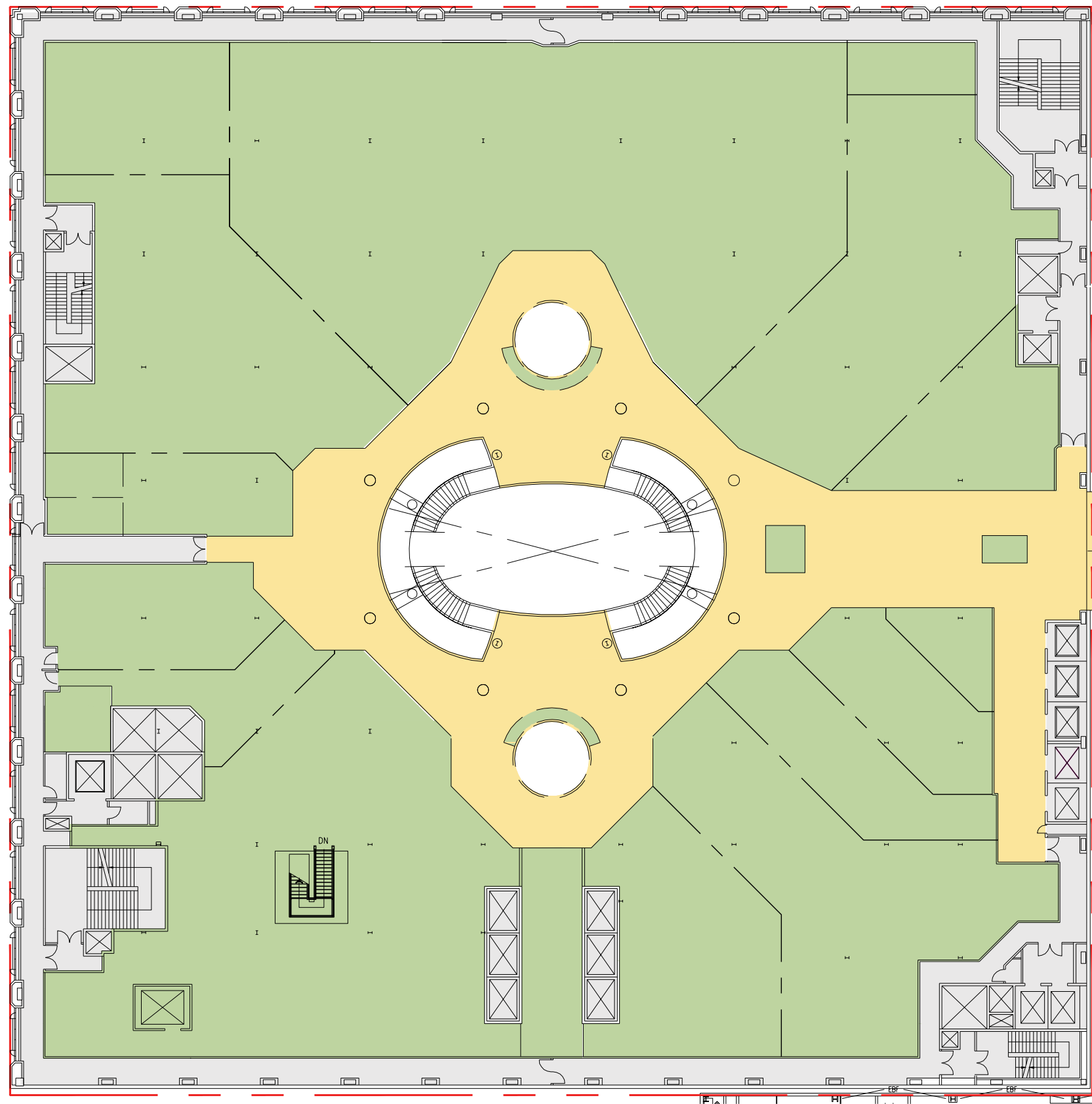


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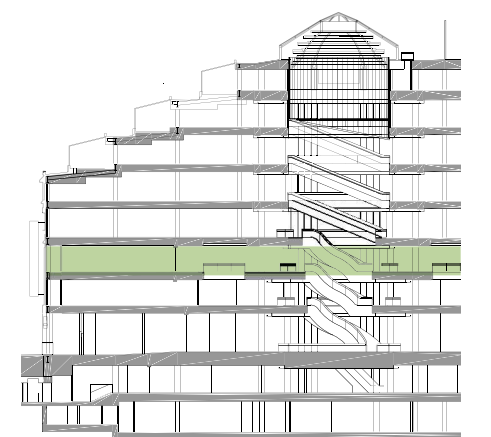
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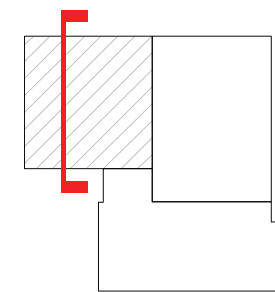
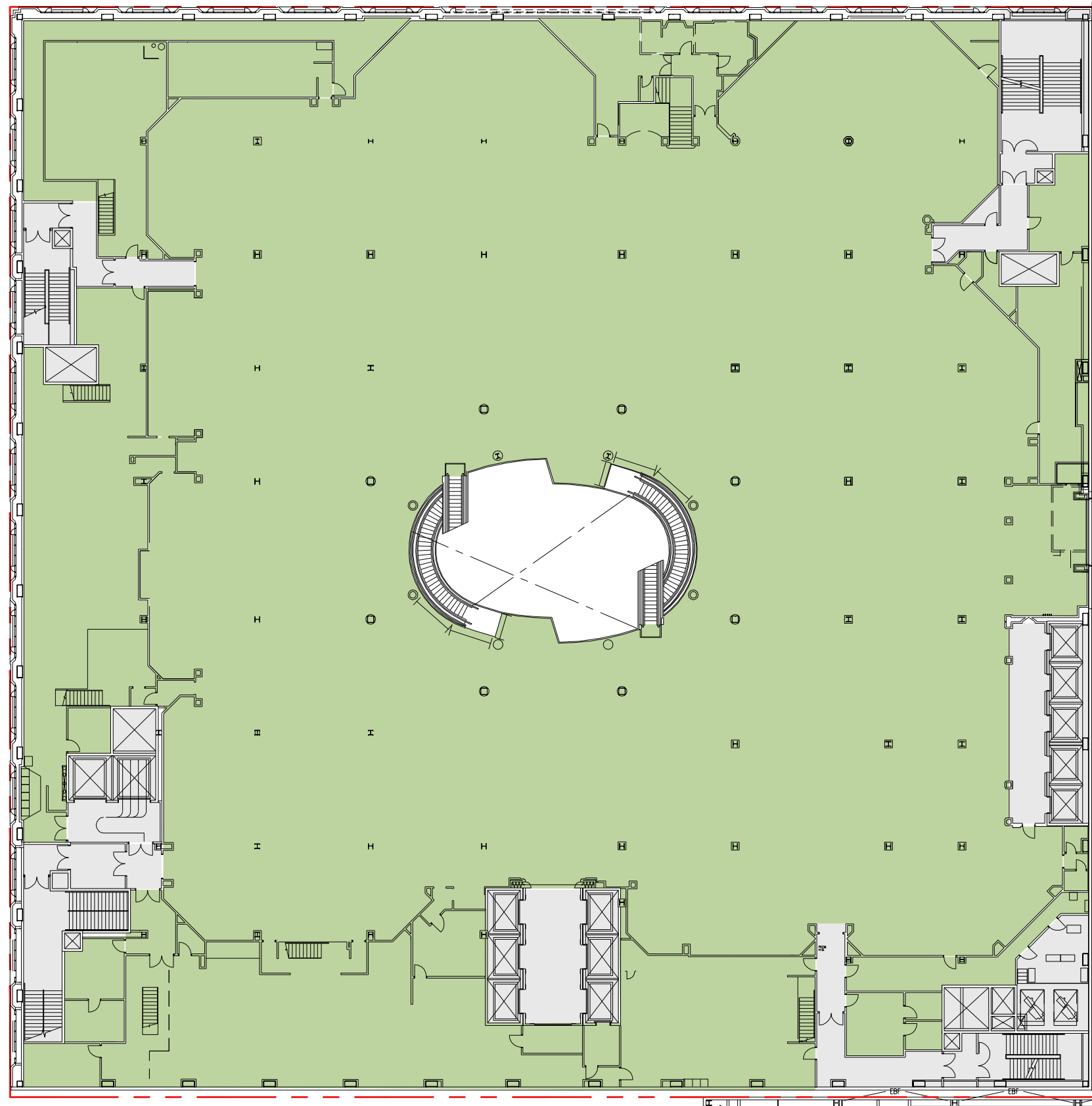


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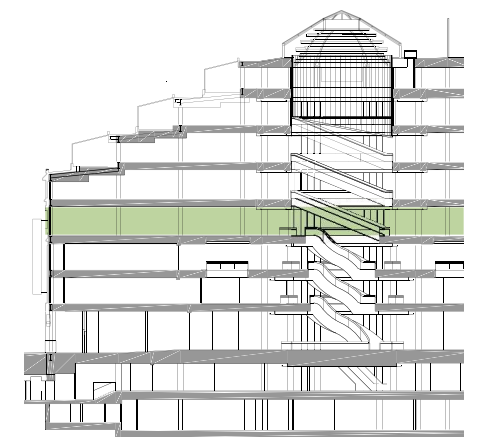
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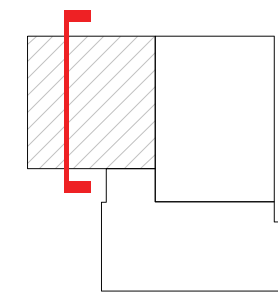
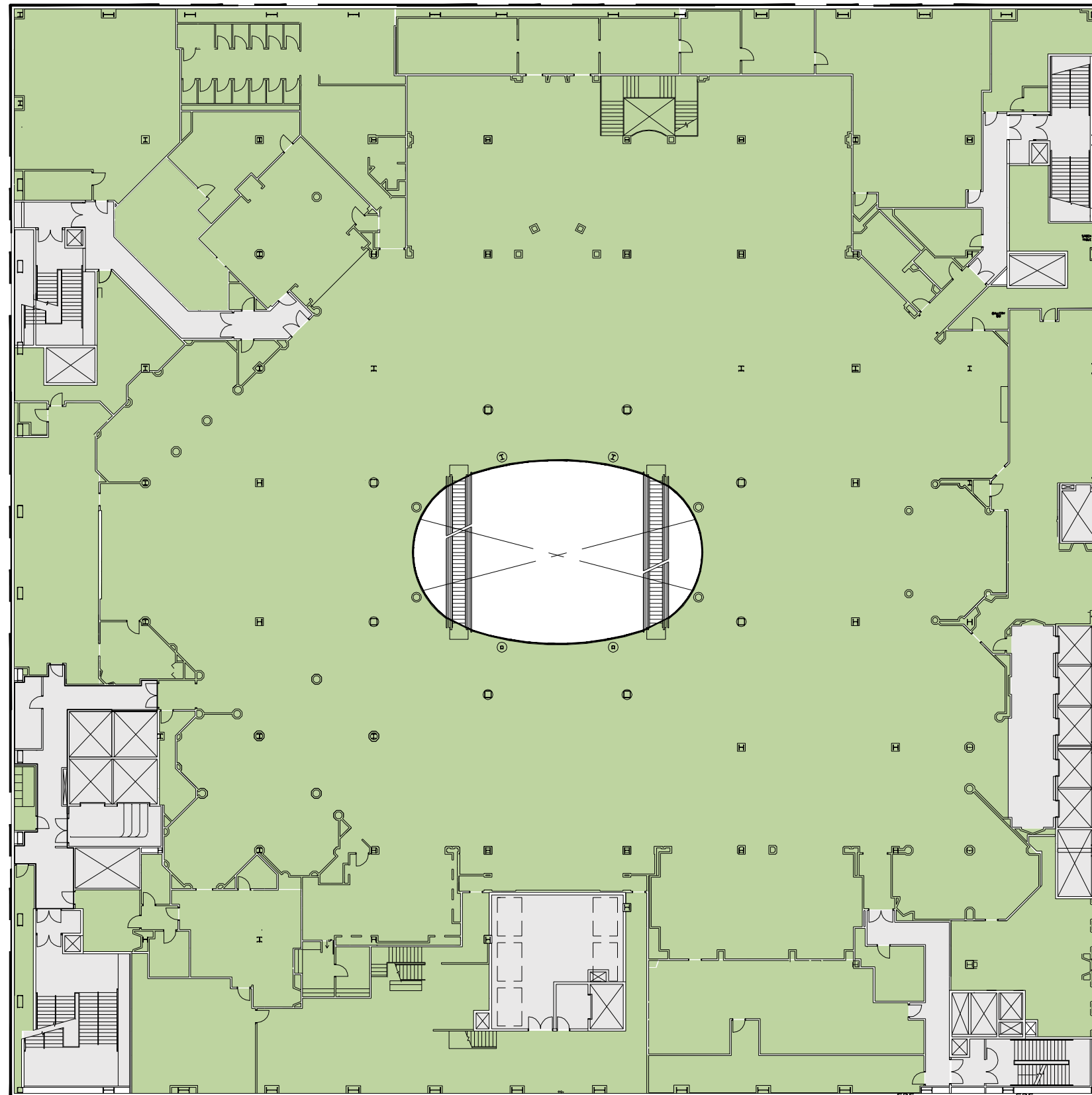


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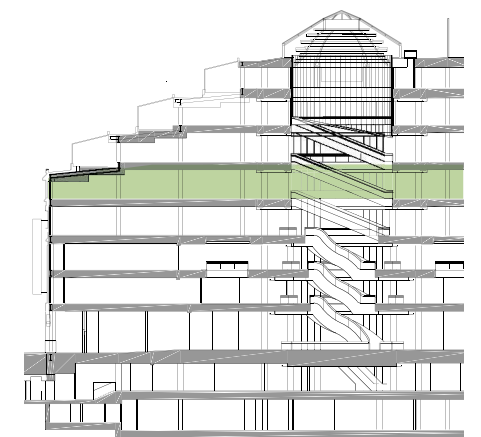
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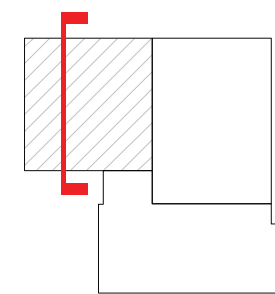
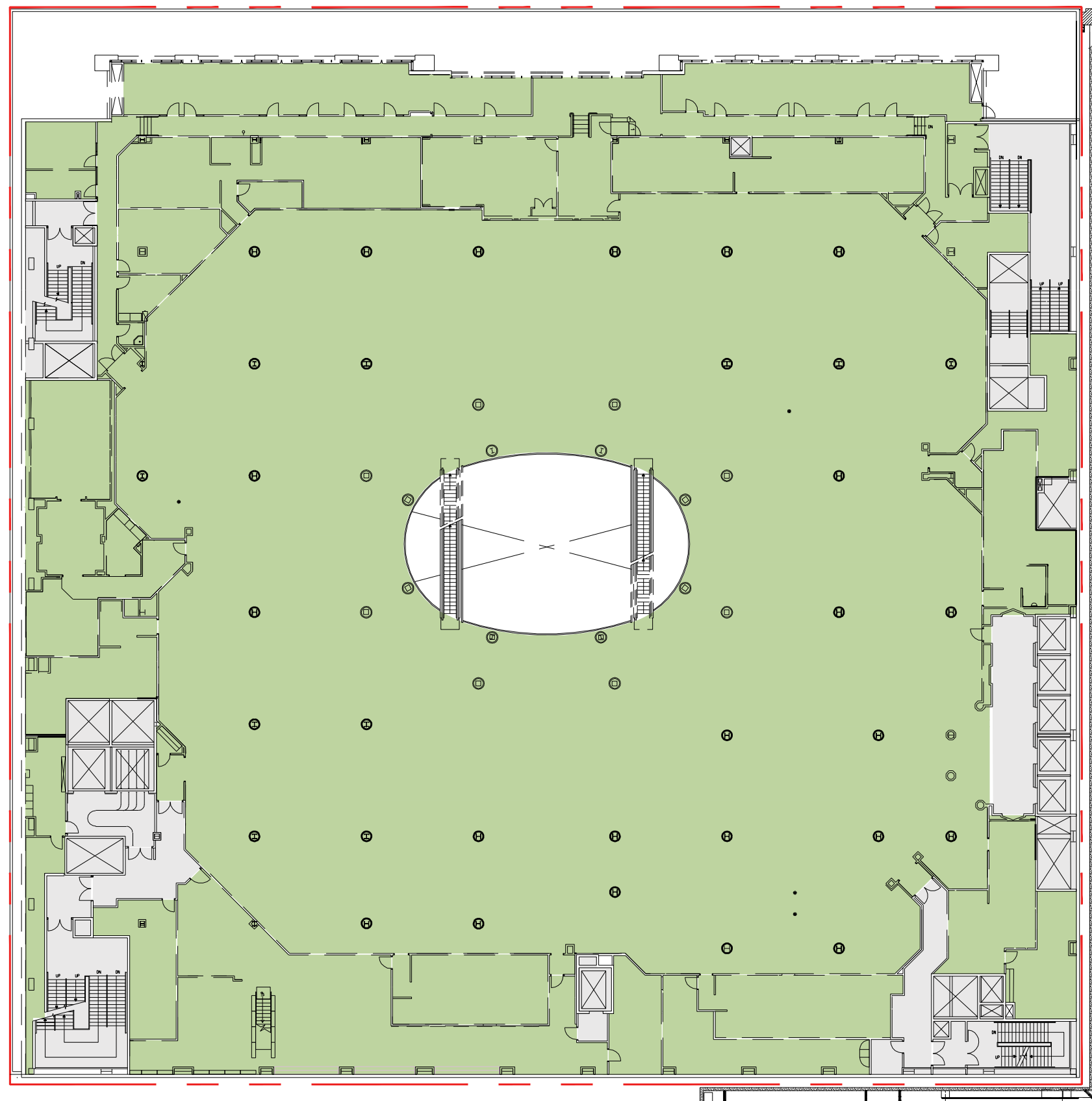


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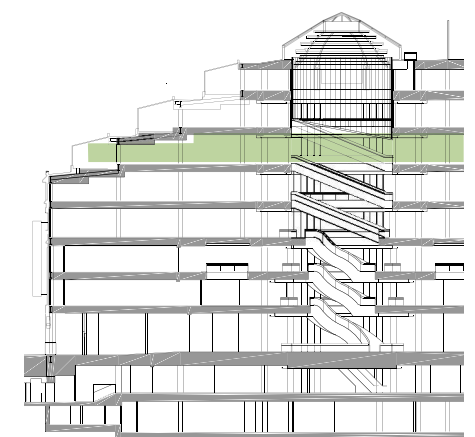
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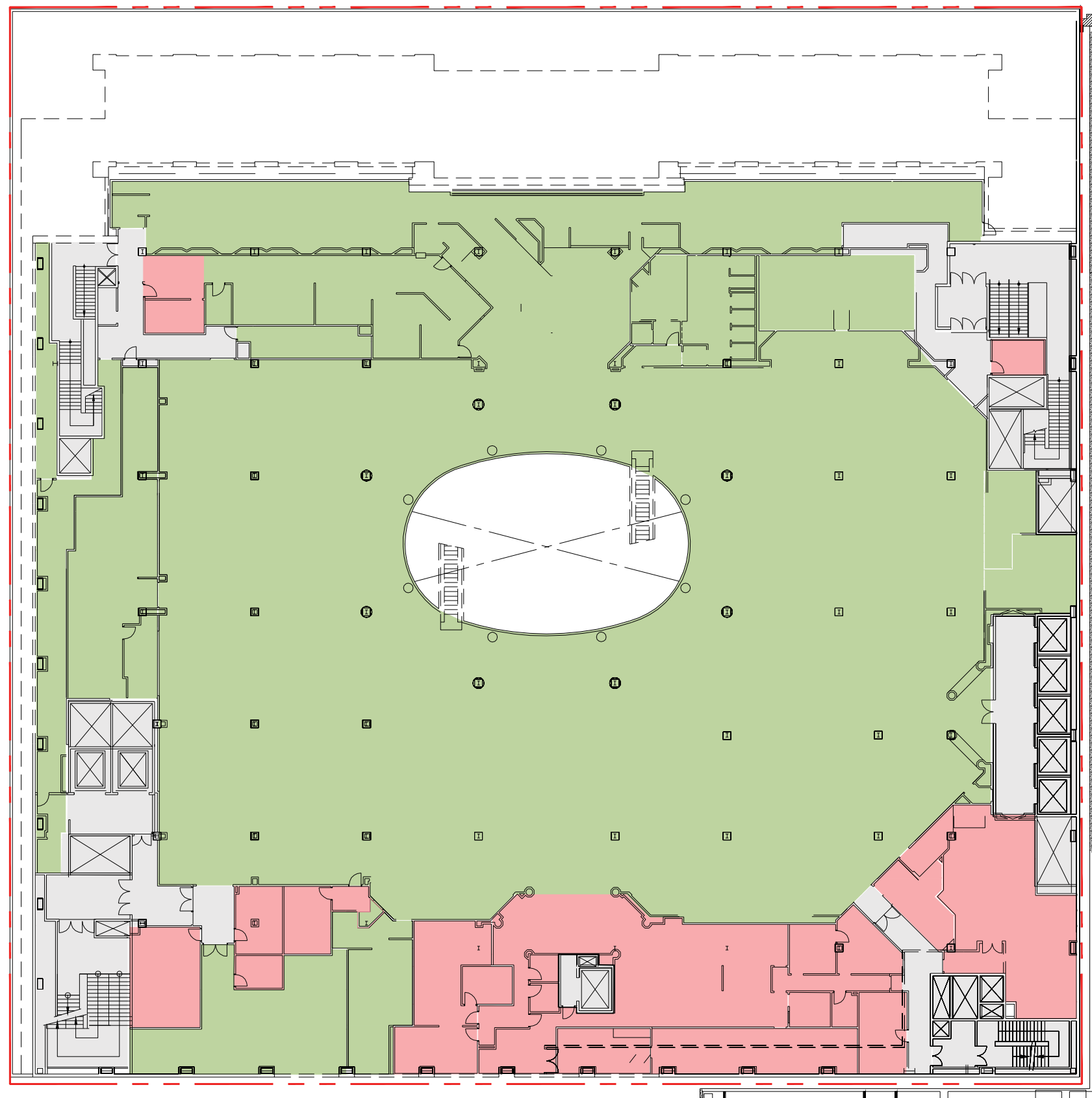


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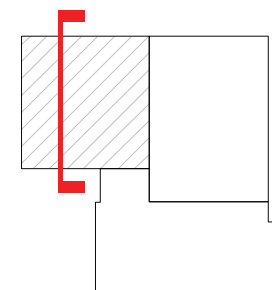
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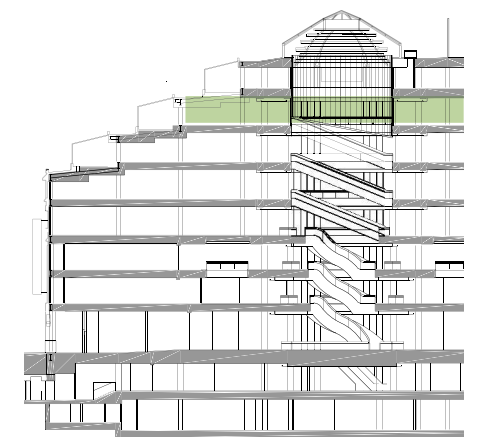




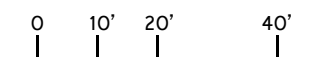
OFFICE (GENERAL)



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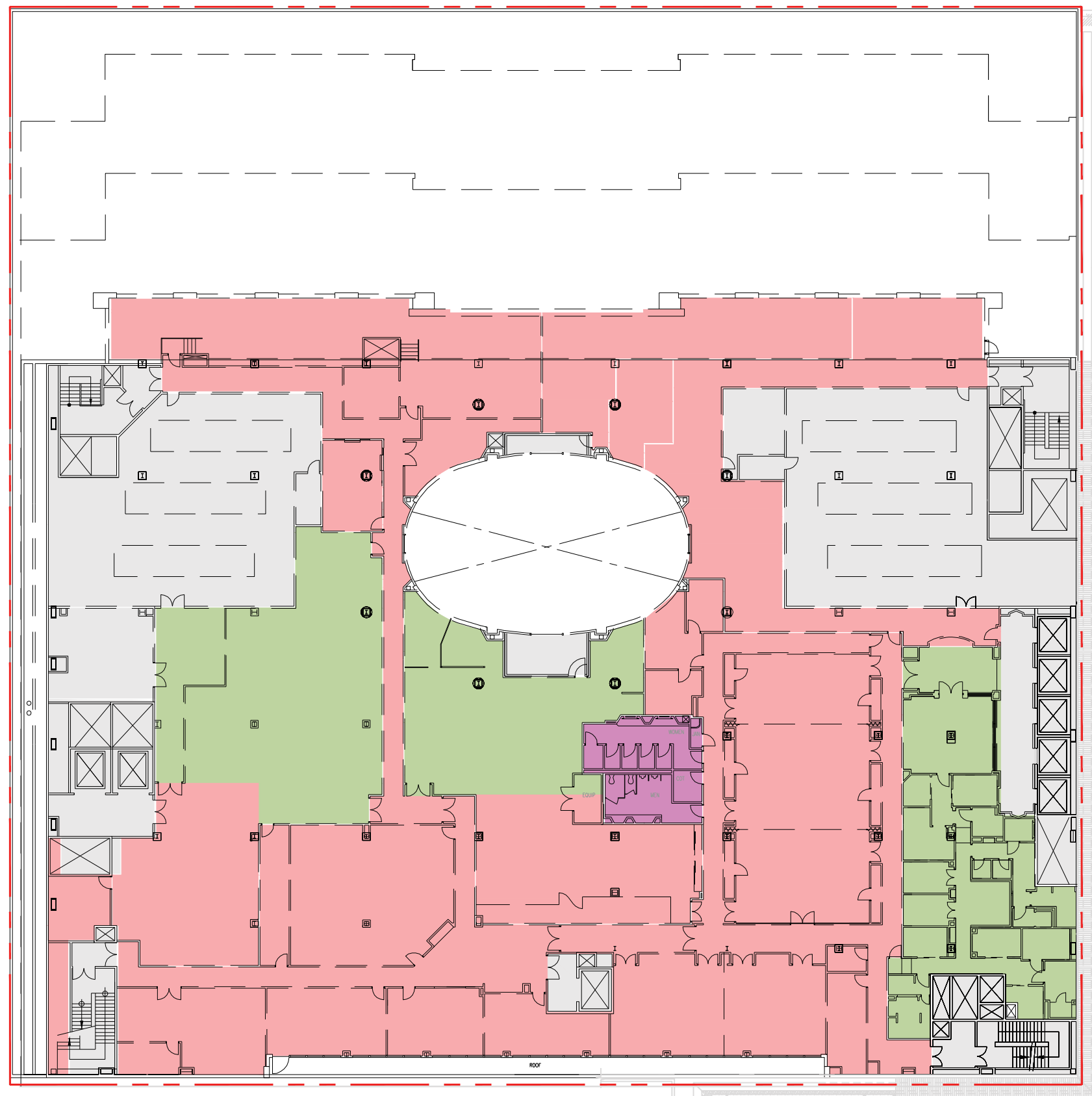


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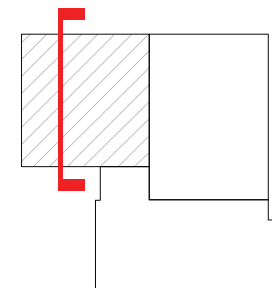


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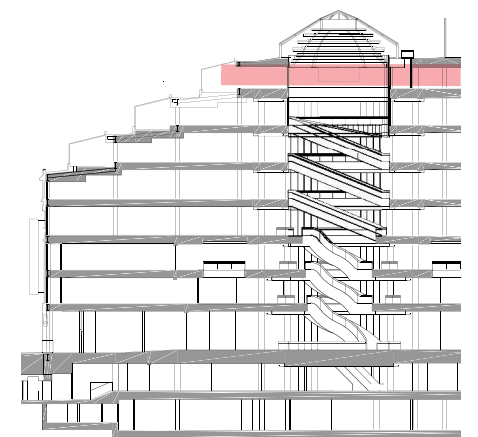




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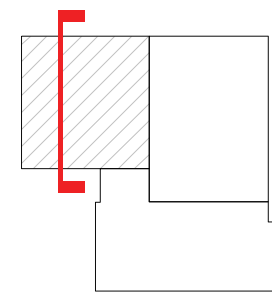
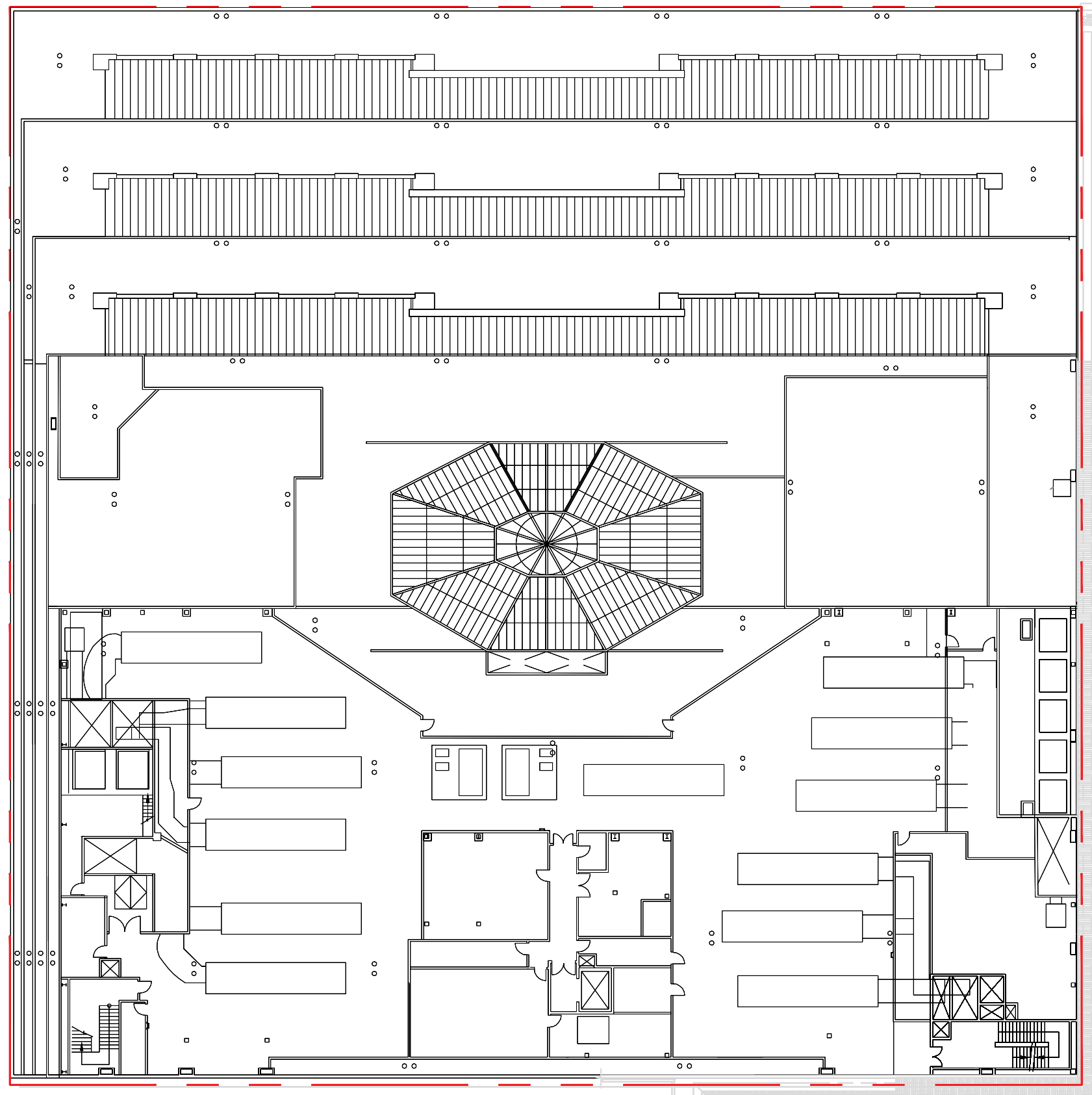


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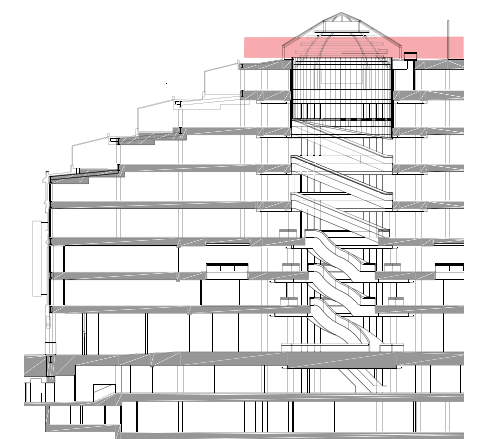
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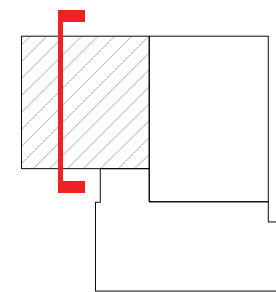


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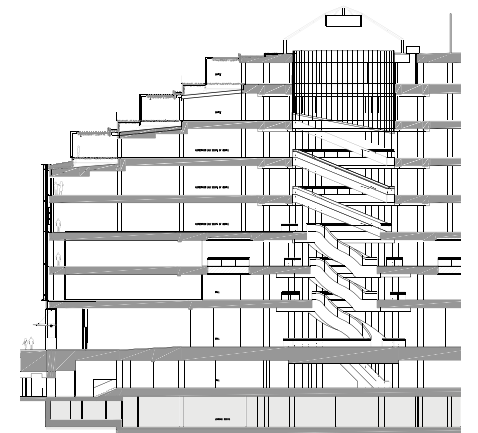
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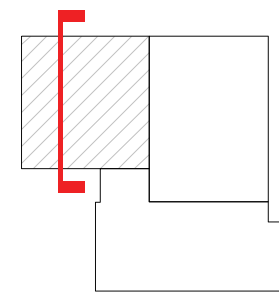
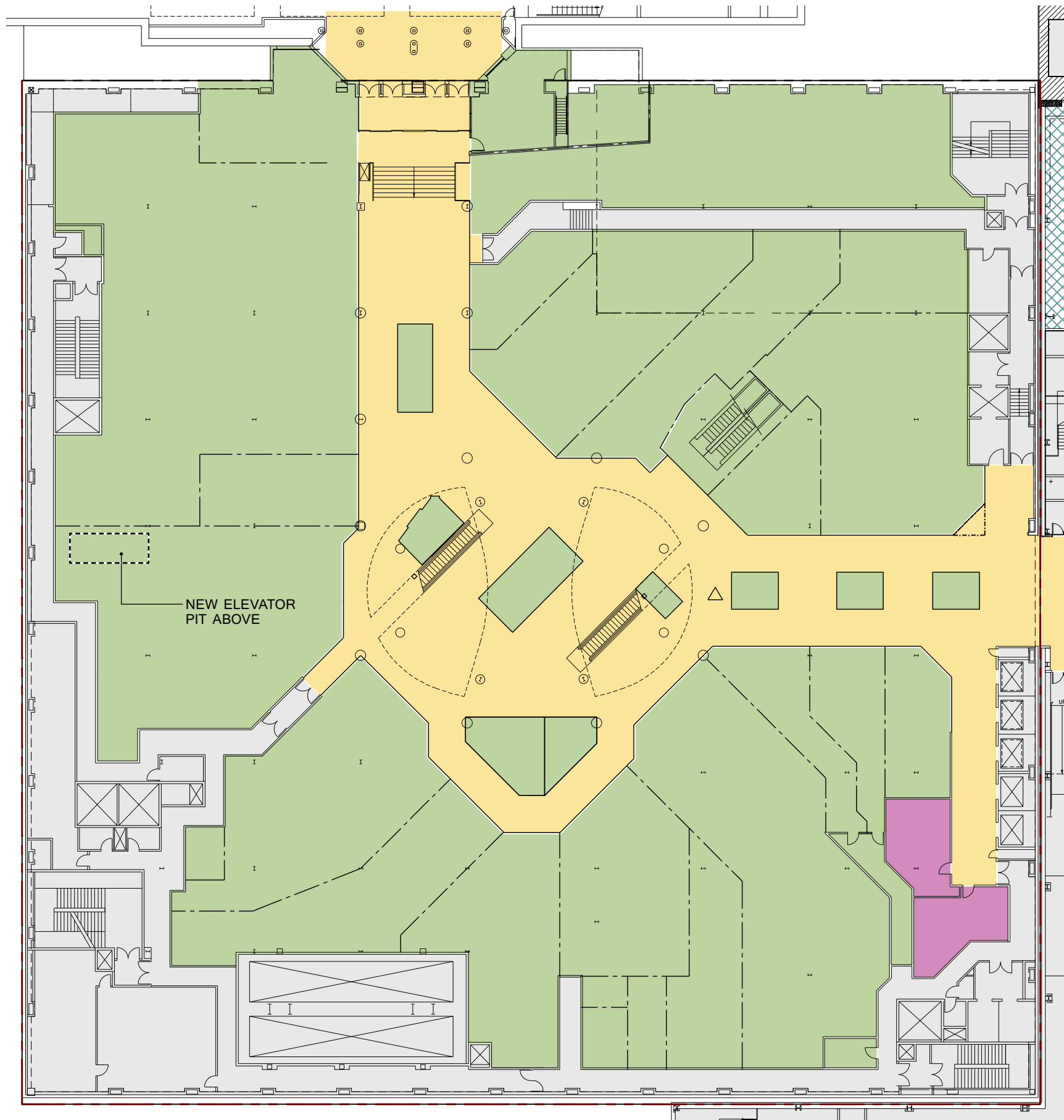


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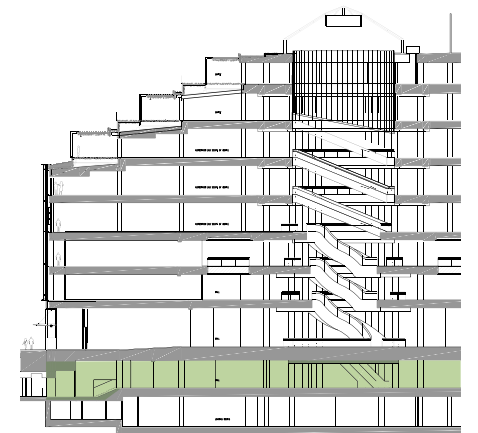
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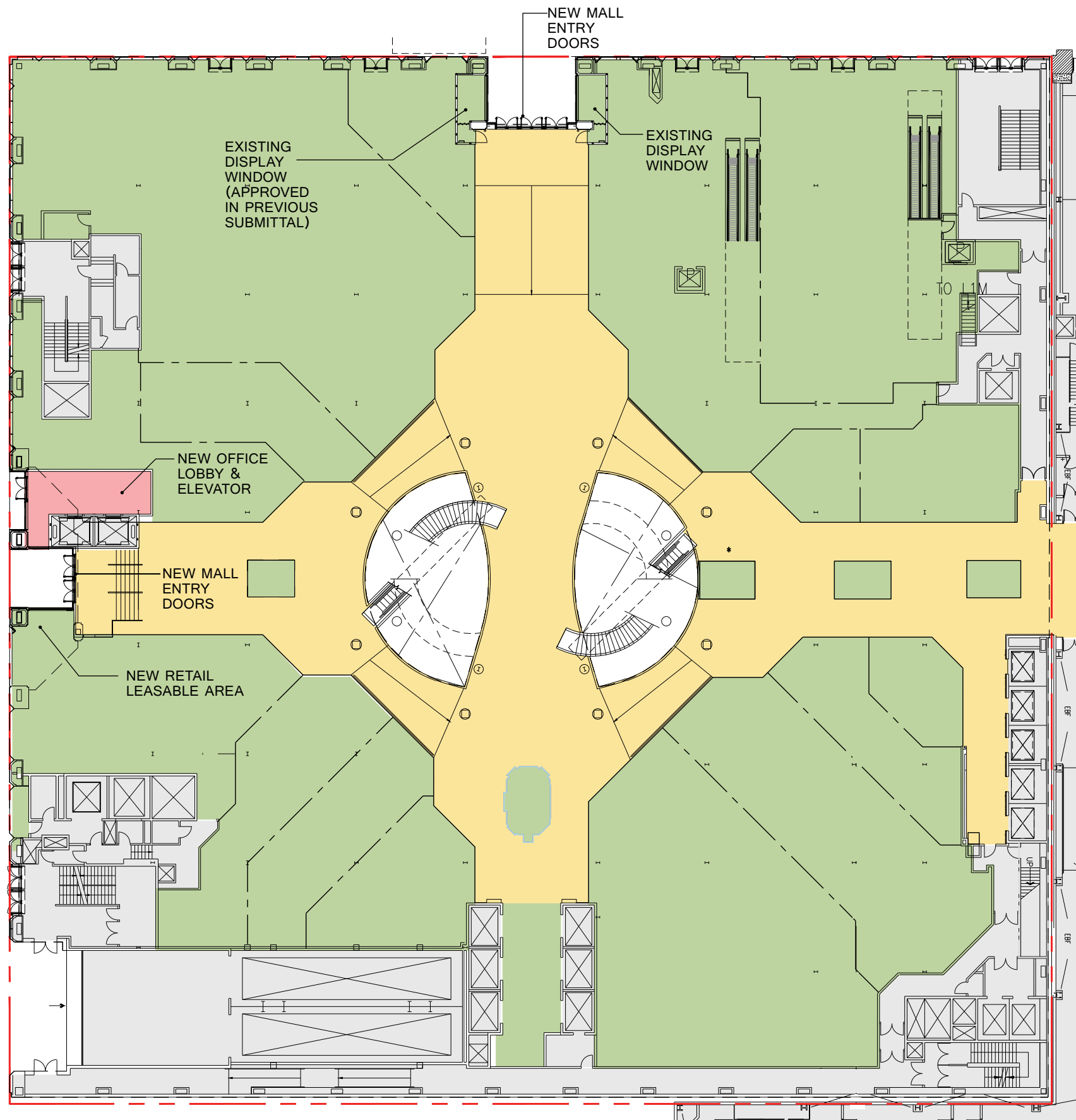


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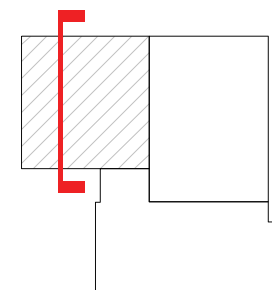


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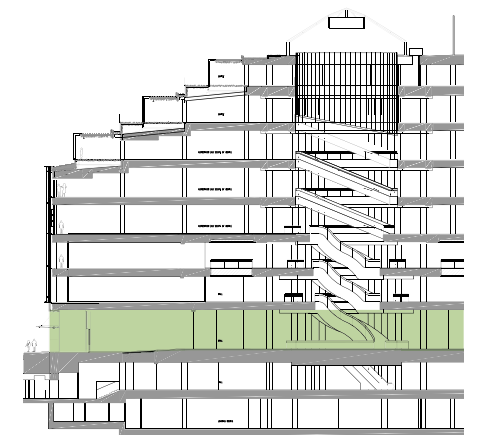




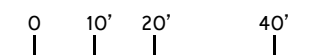
OFFICE (GENERAL)



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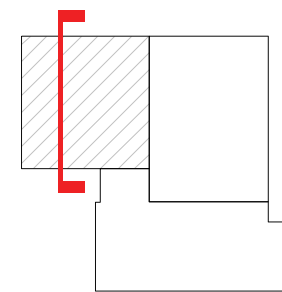
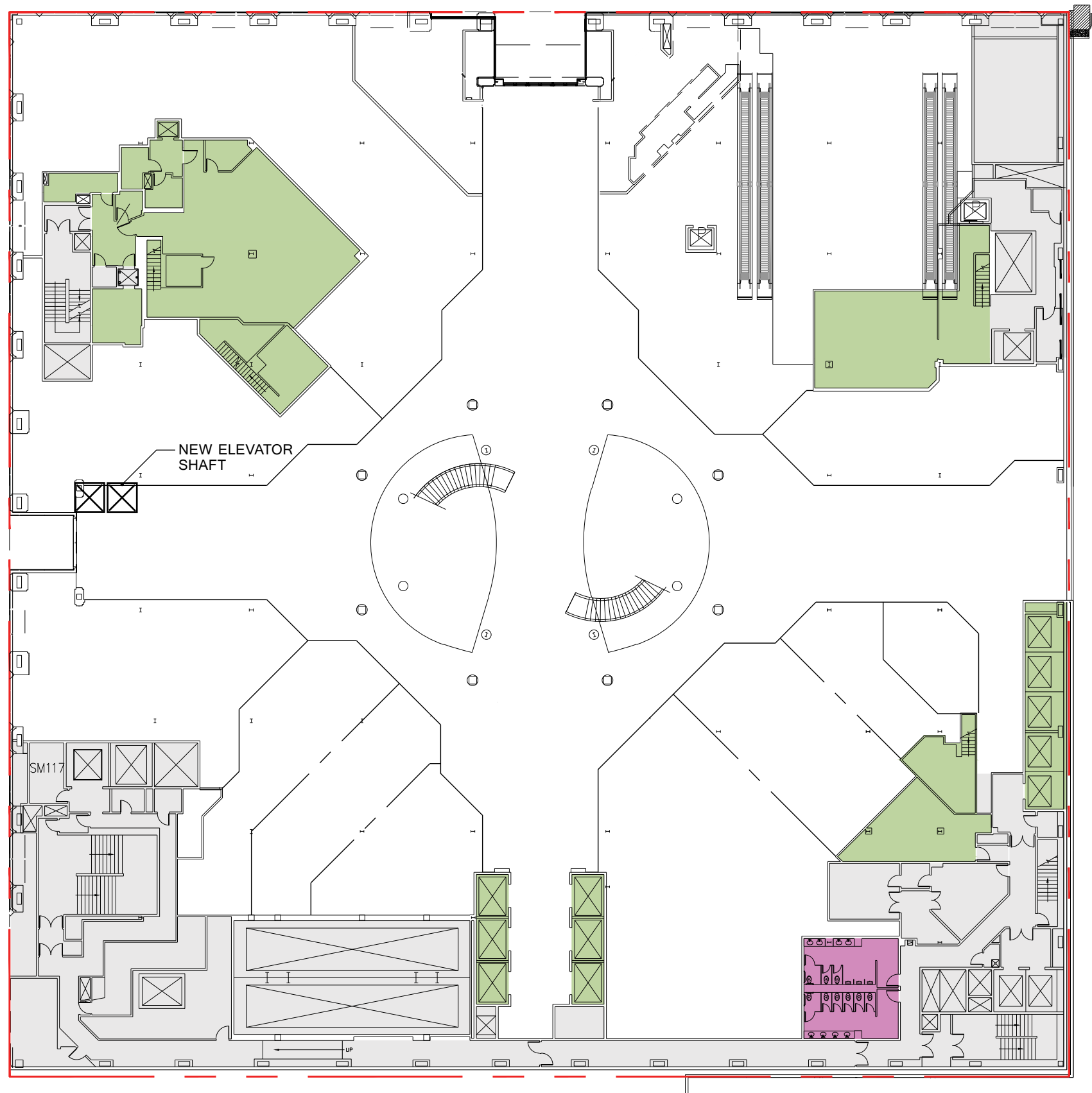


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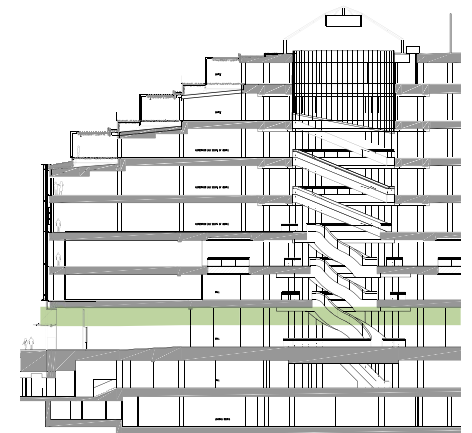


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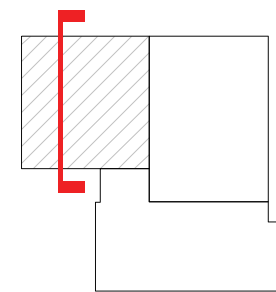
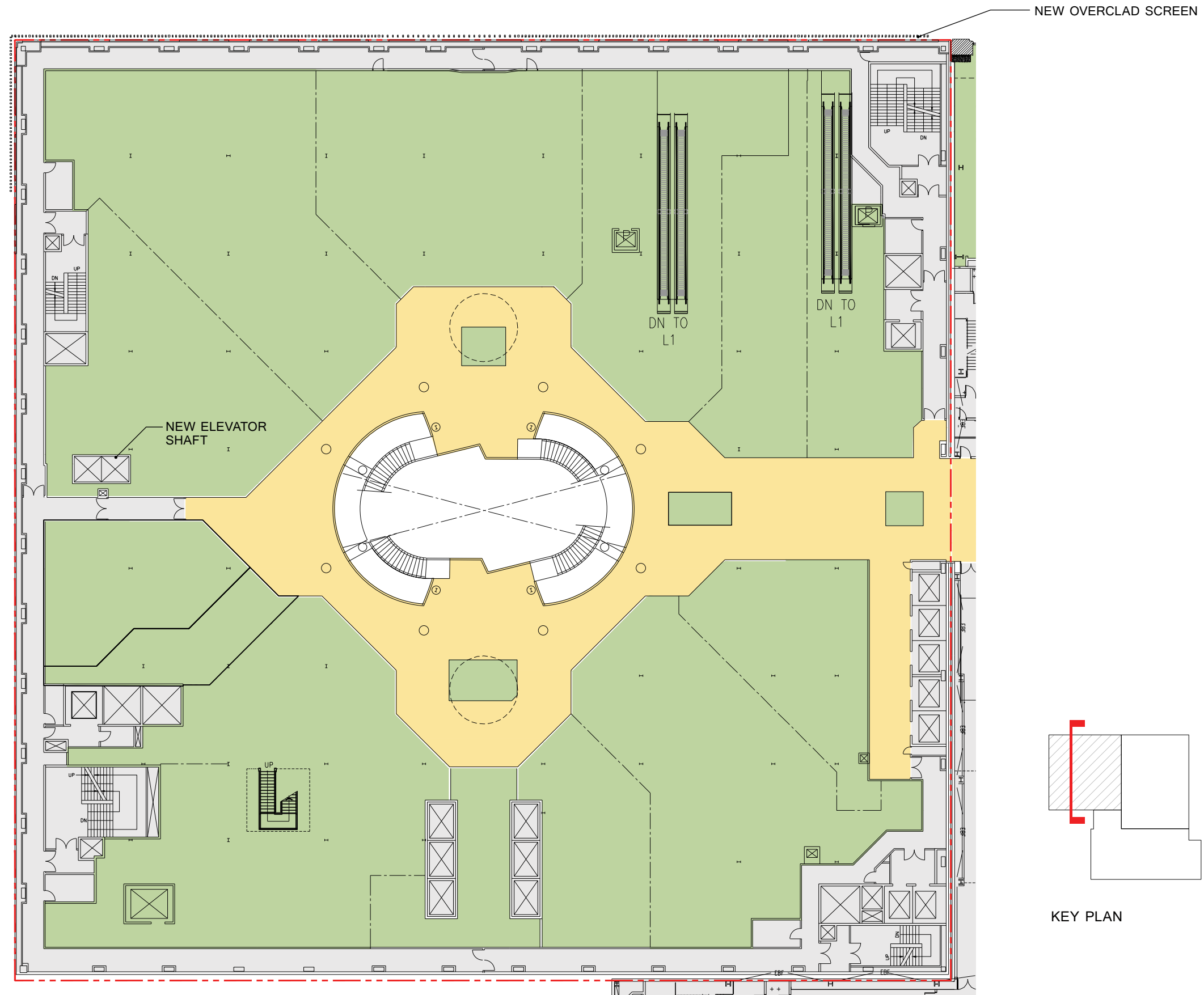


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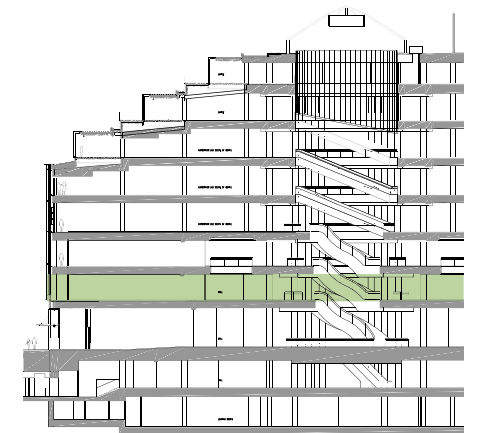
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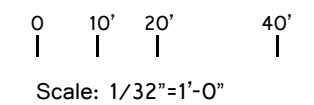


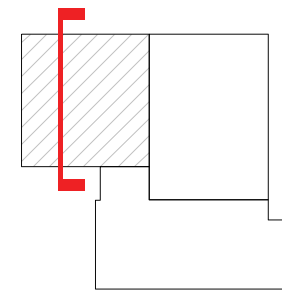
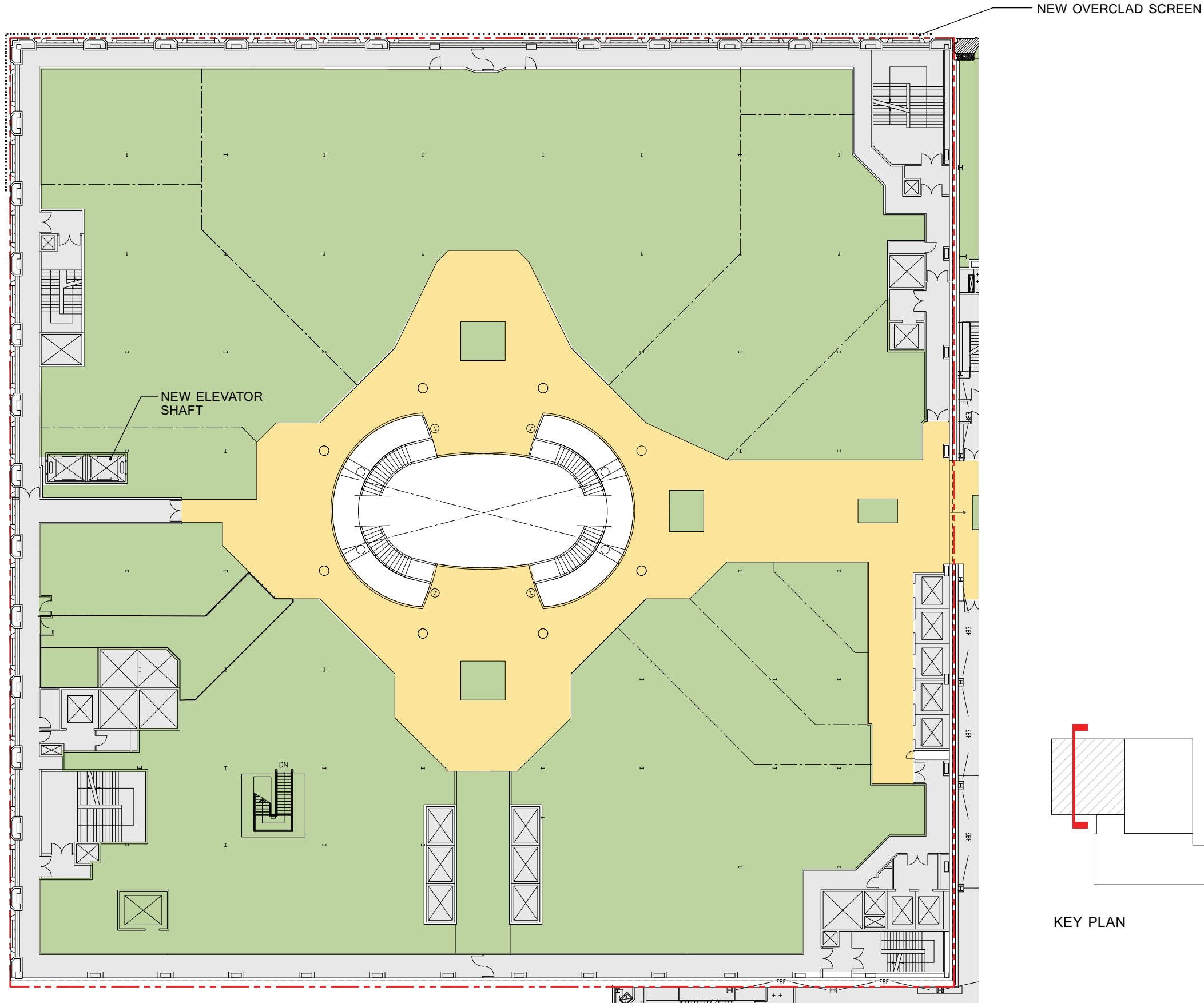


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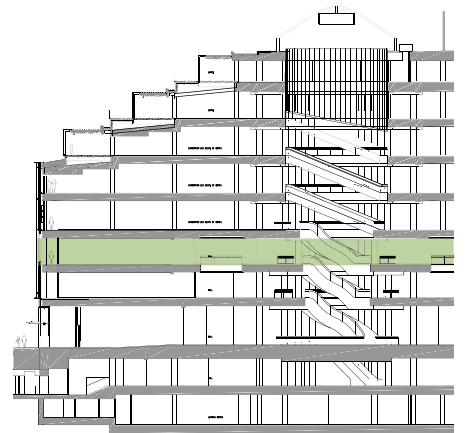


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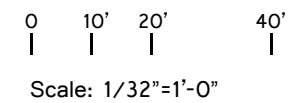


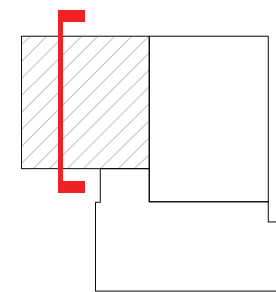
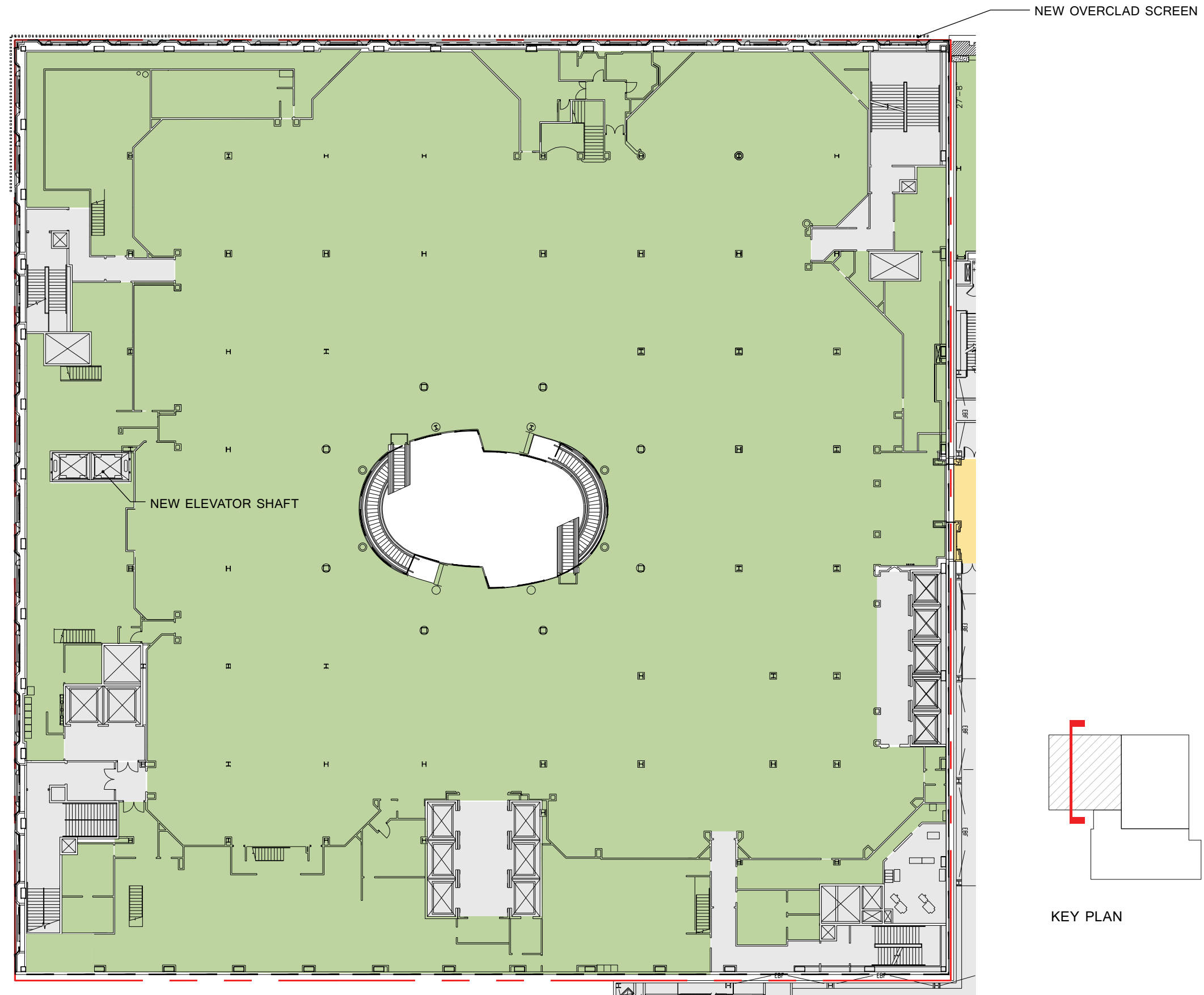


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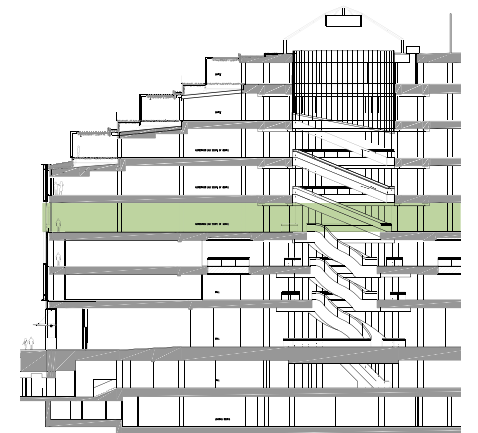


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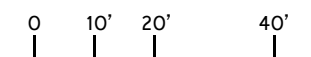




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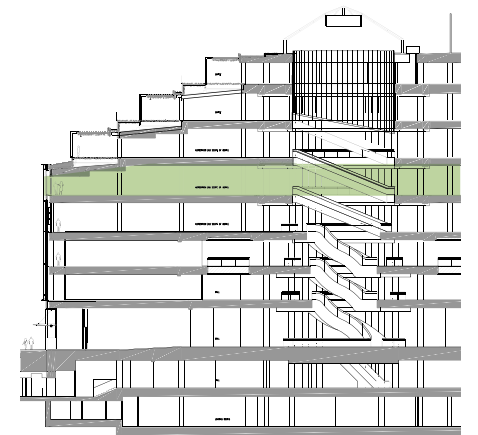
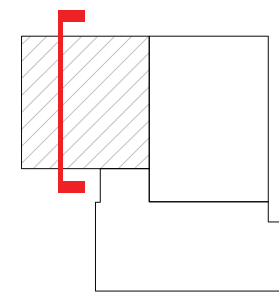
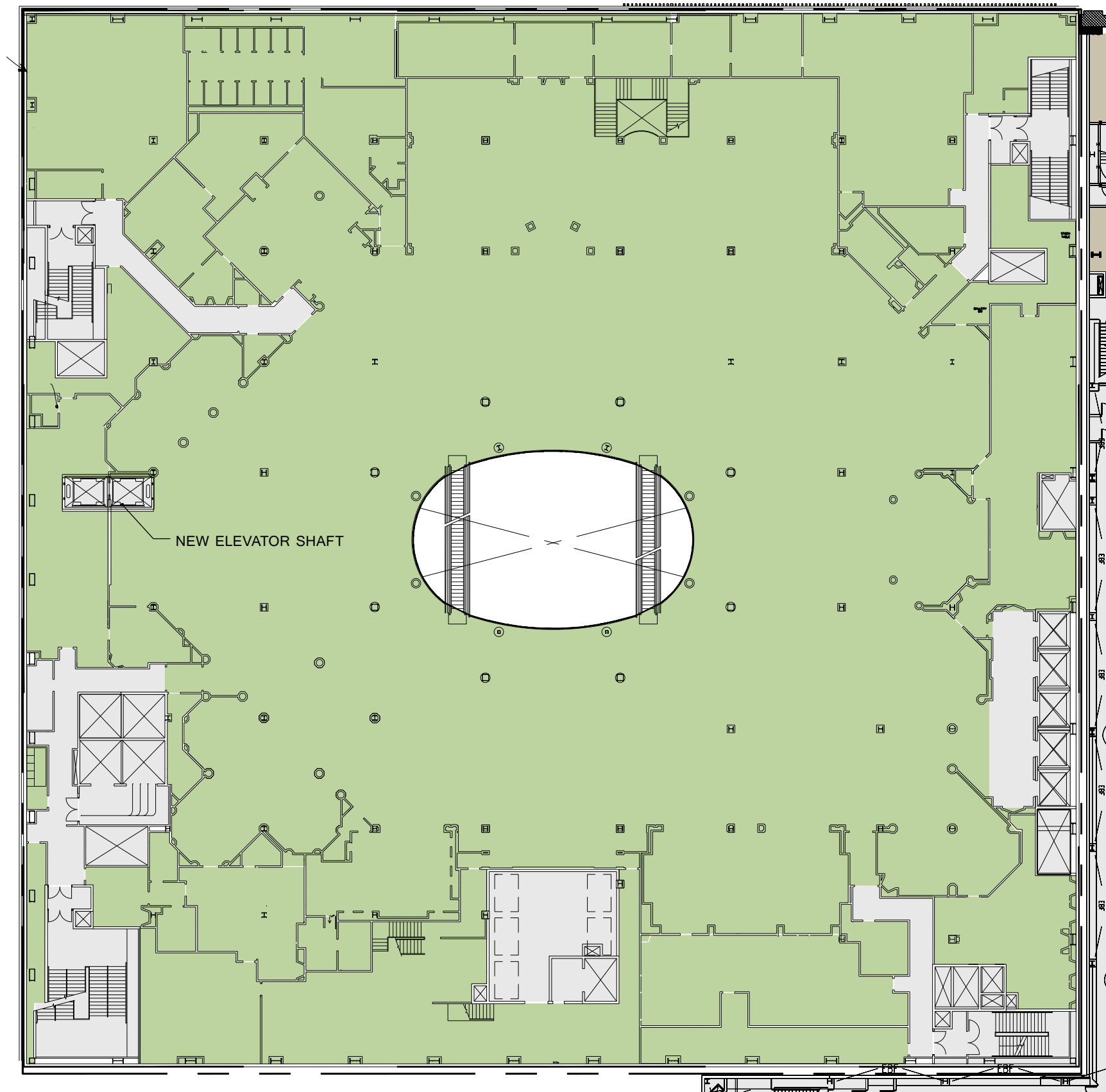


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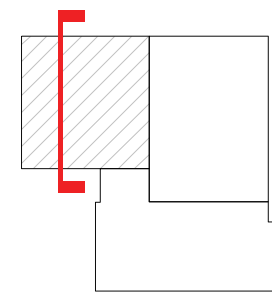
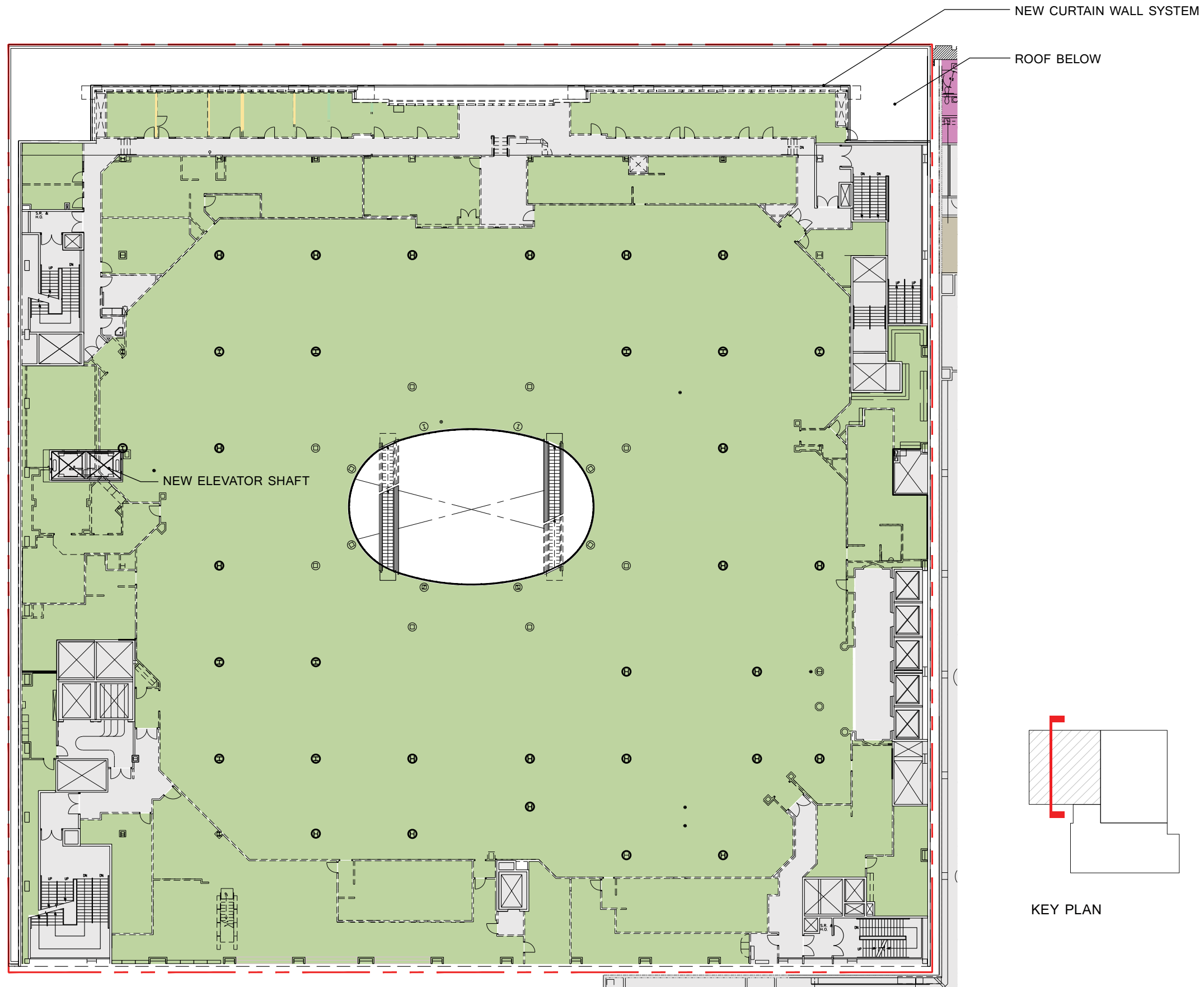




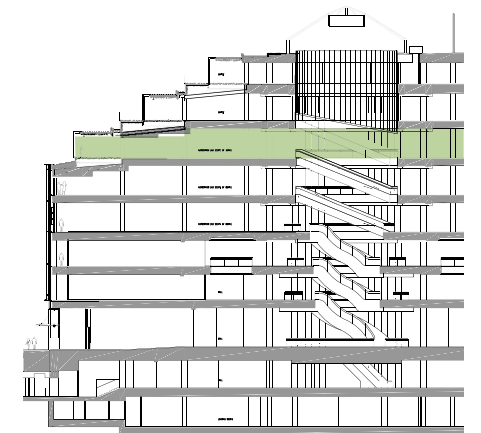
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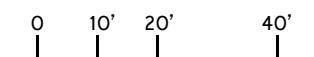




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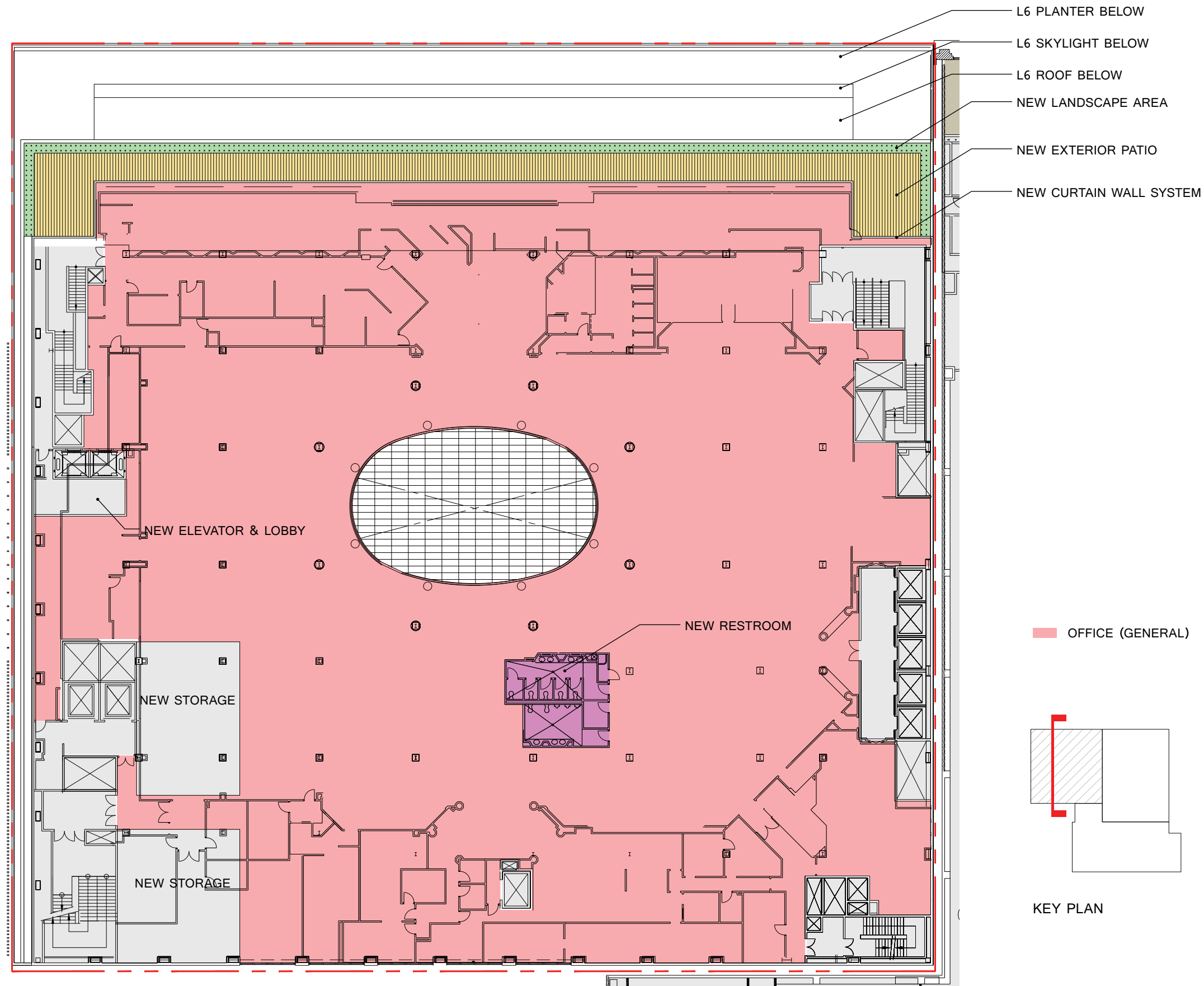


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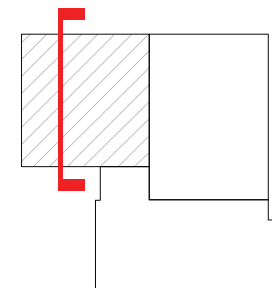


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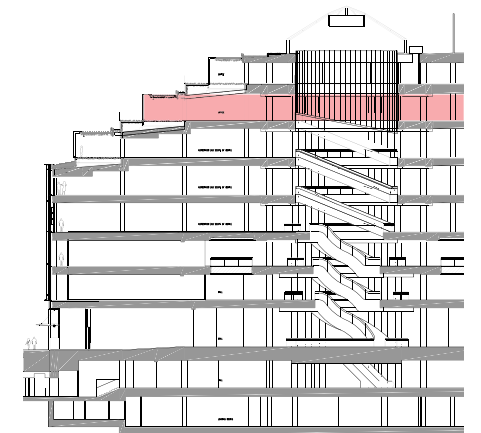




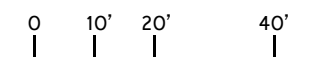
OFFICE (GENERAL)



KEY PLAN

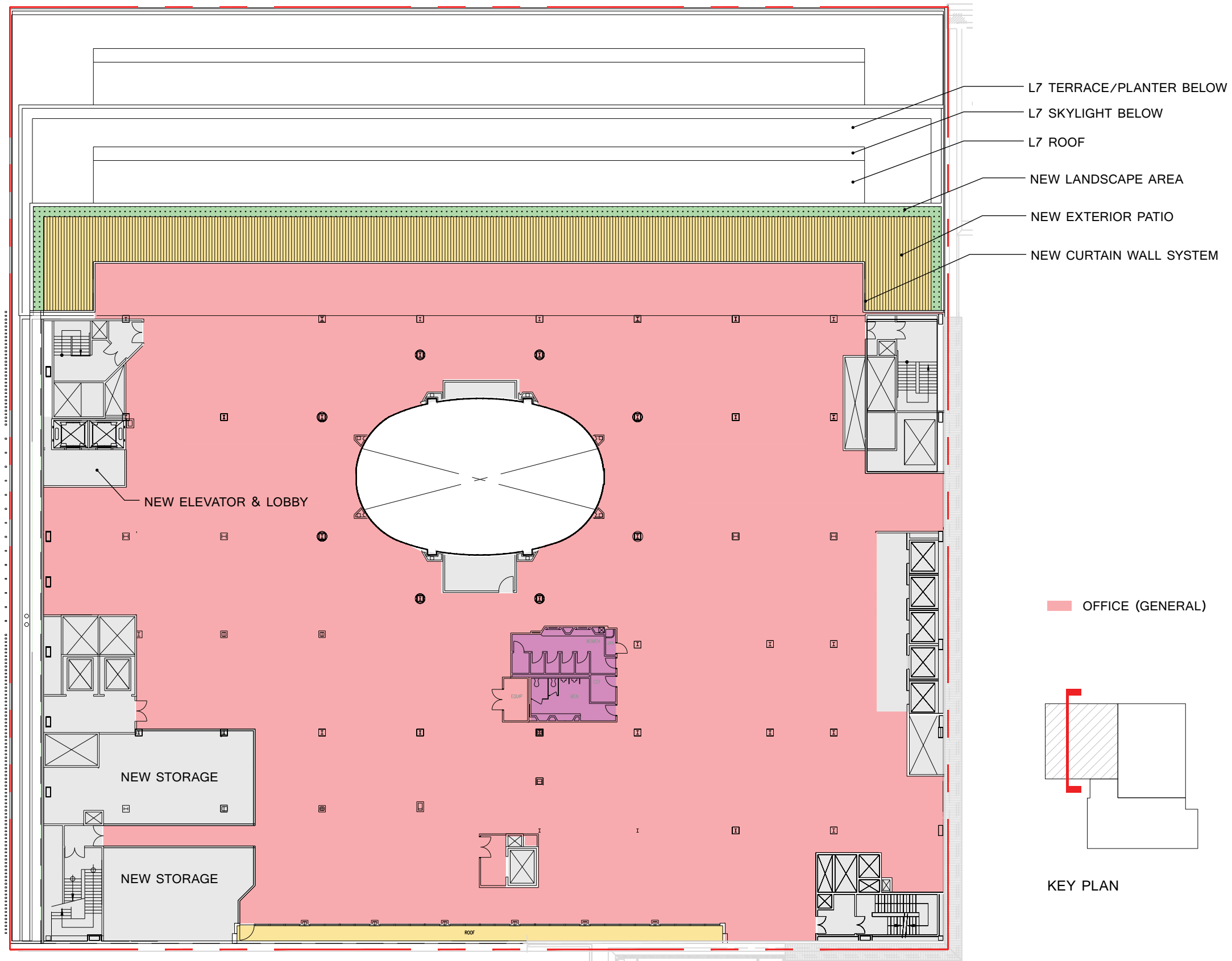


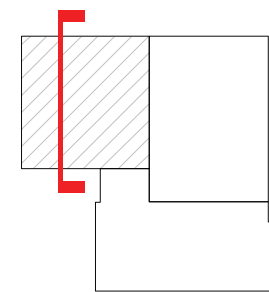
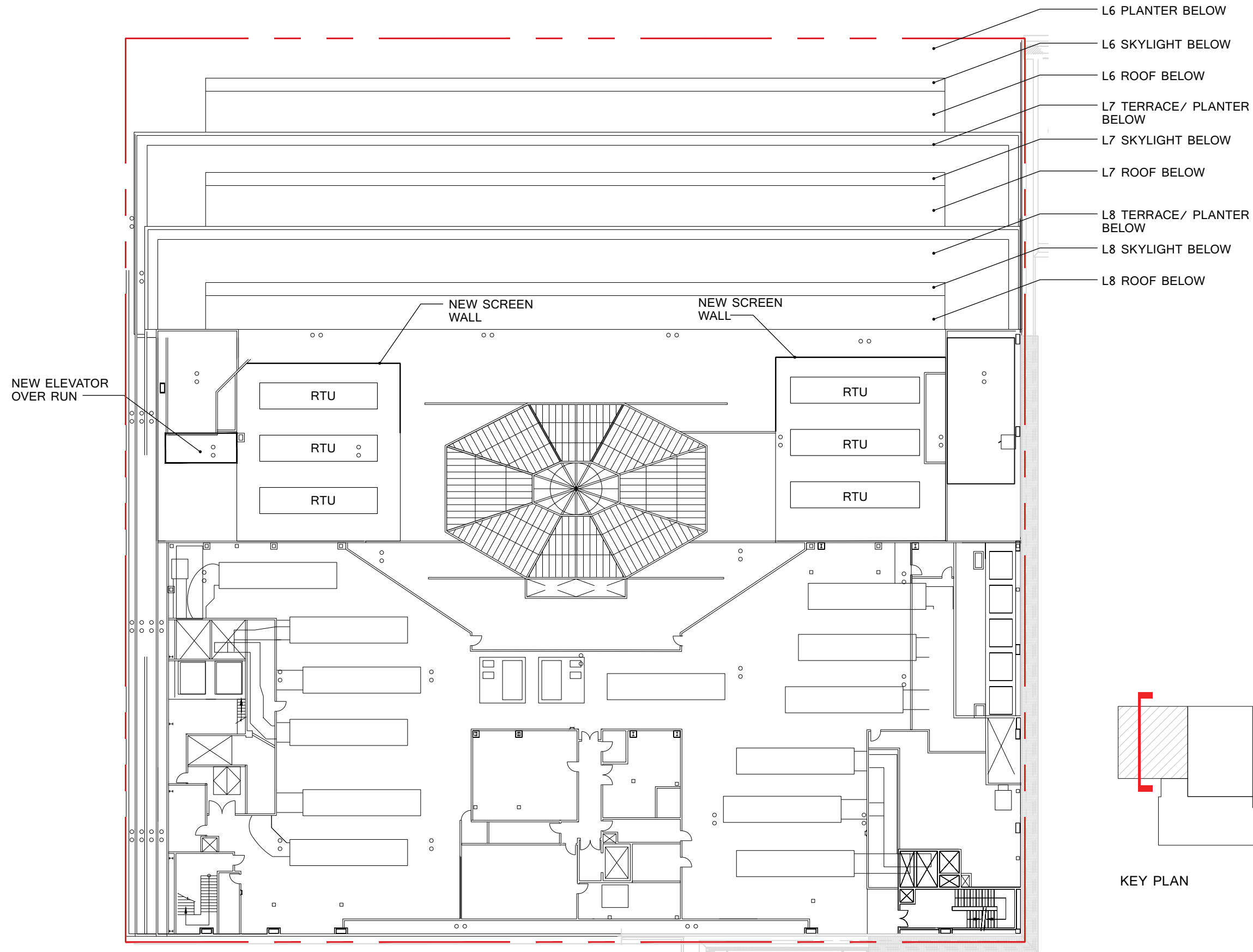
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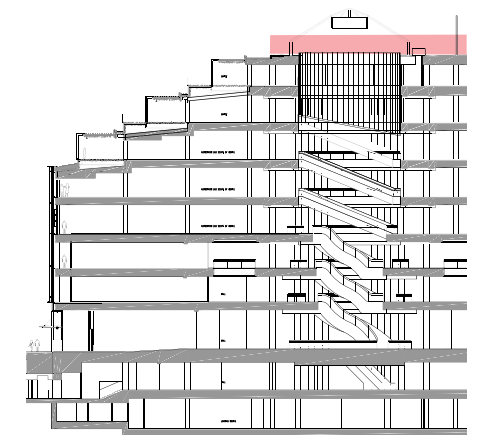
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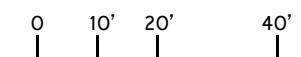




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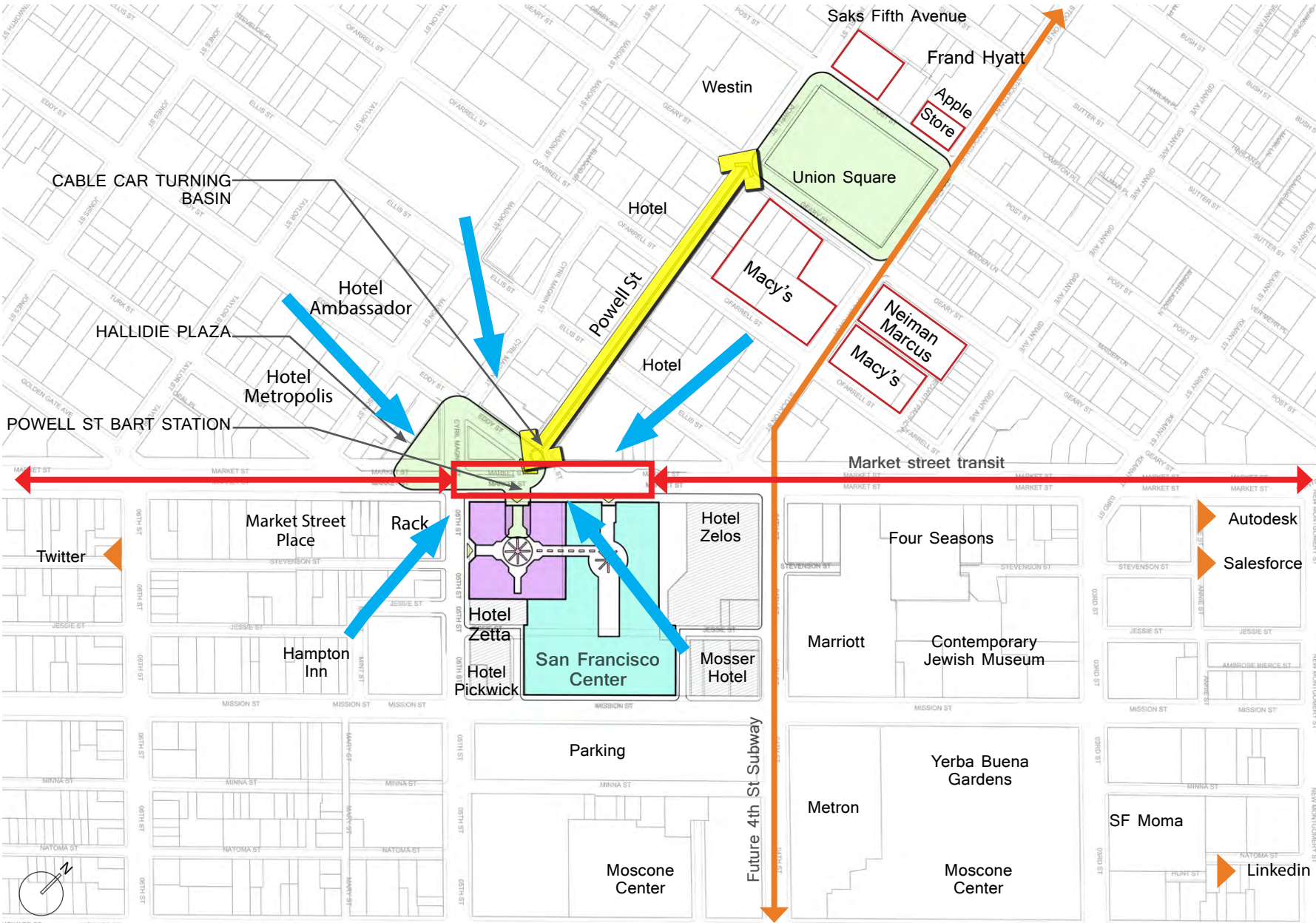
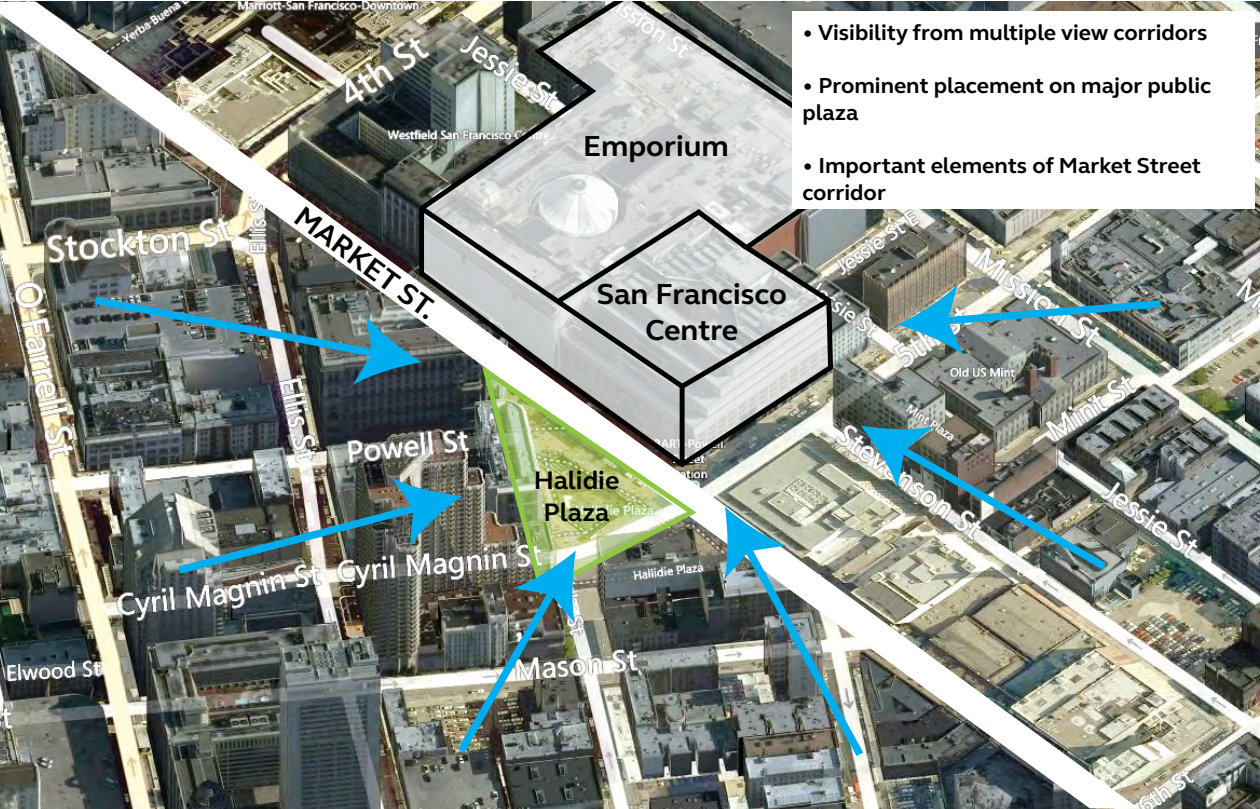
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SITE ANALYSIS LOCATION & CONTEXT



SF MOMA



SALESFORCE



MACY'S UNION SQUARE



YERBA BUENA GARDENS



CONTEMPORARY JEWISH MUSEUM



TWITTER

SITE ANALYSIS SITE SECTION (POWELL STREET AXIS)



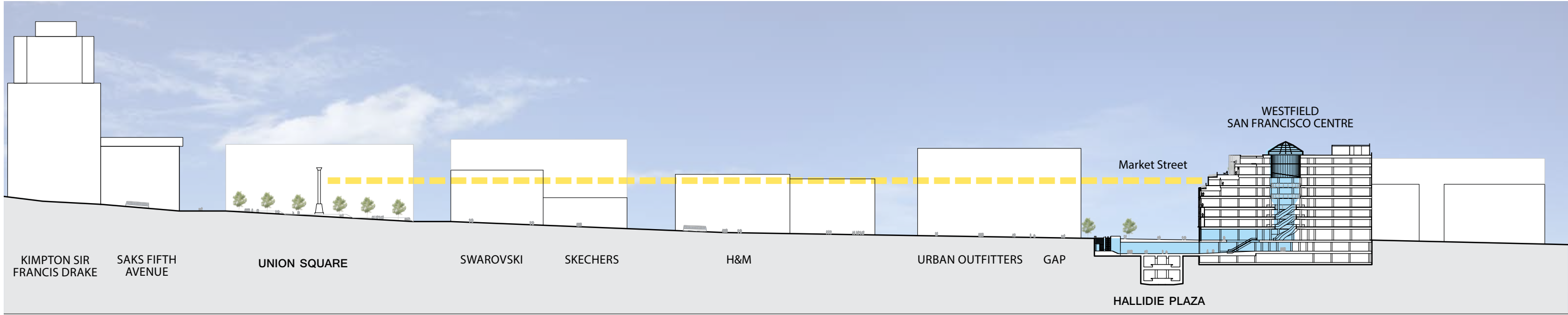
POWELL STREET LOOKING NORTH



POWELL STREET LOOKING SOUTH



VIEW FROM HALLIDIE PLAZA



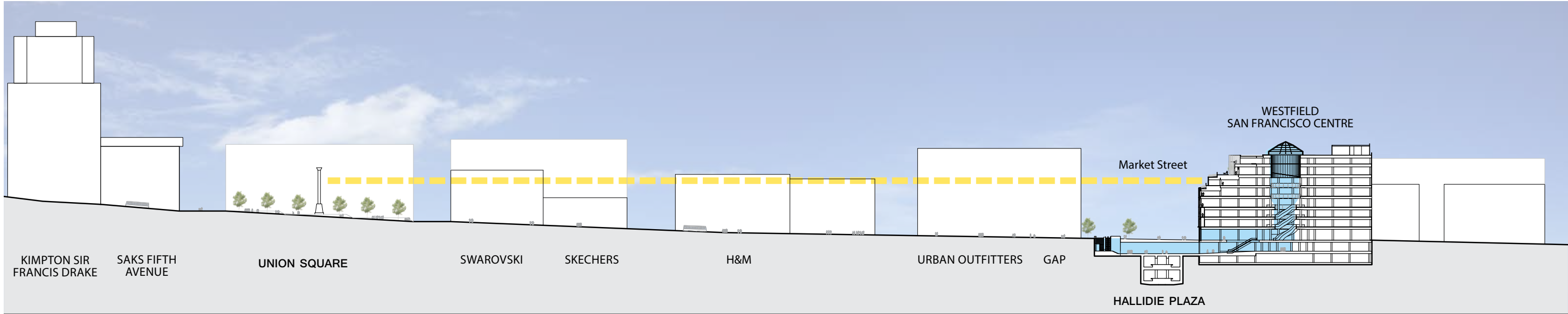
SITE ANALYSIS SITE SECTION (POWELL STREET AXIS)



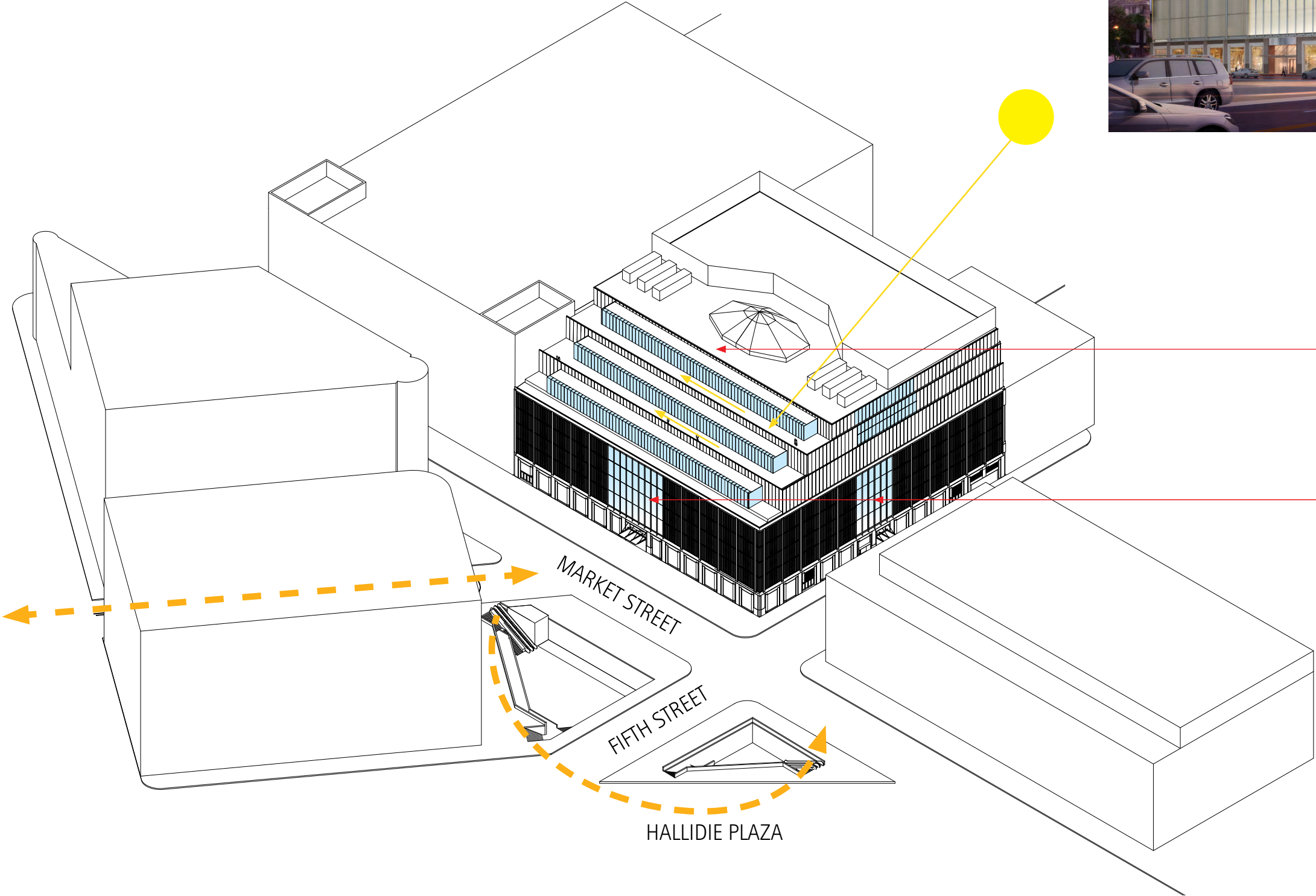
VIEW DOWN POWELL STREET [EXISTING CONDITION]



VIEW DOWN POWELL STREET [PROPOSED DESIGN]



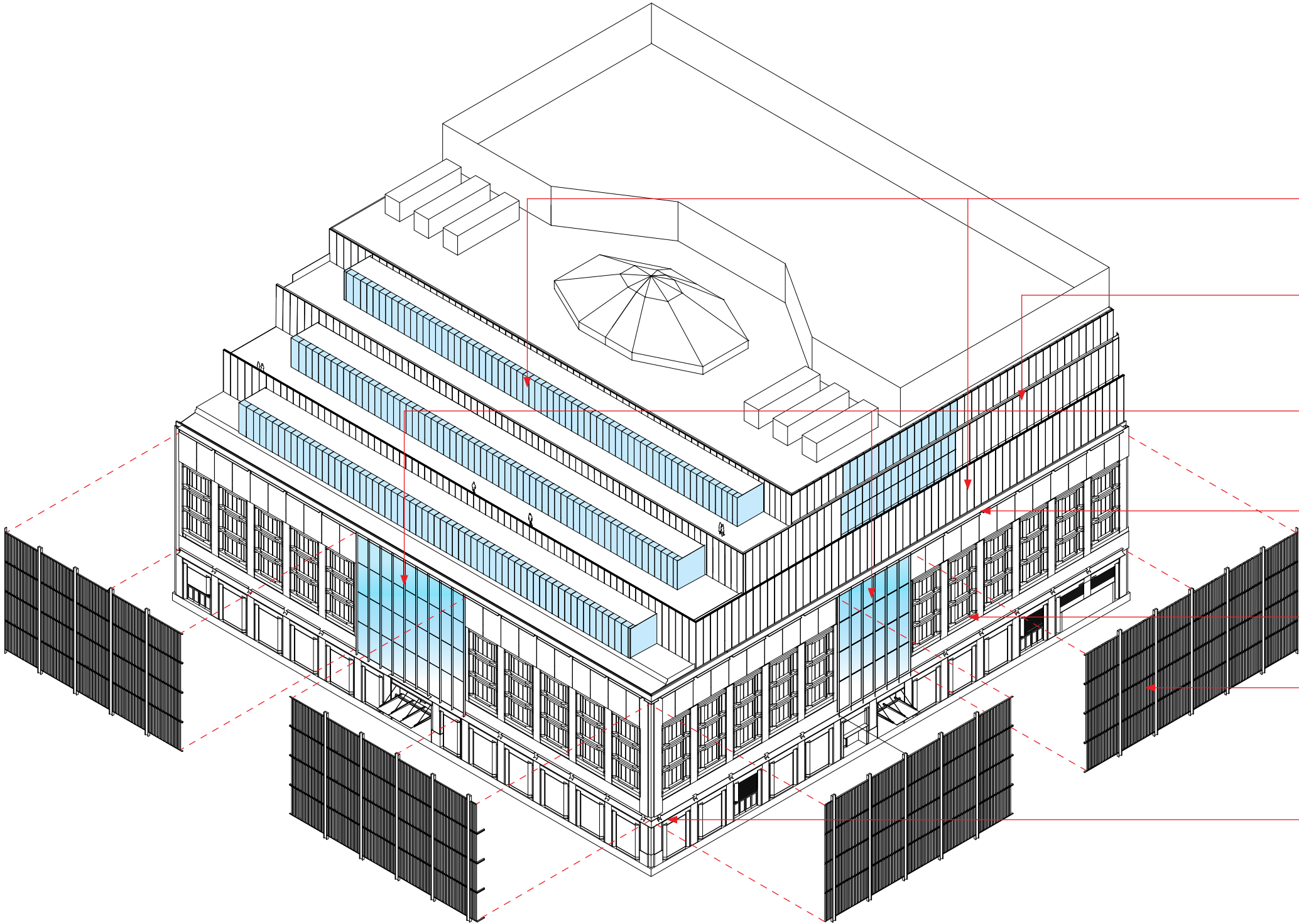
SITE STRATEGY



NEW ALUMINUM AND GLASS FOR PROJECTING OFFICE GALLERIES AT SETBACKS PROVIDE CASCADE OF LIGHT AT TOP OF BUILDING

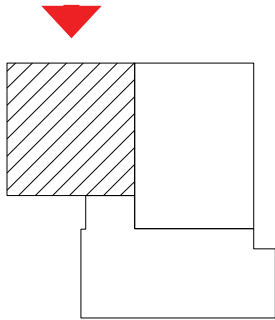
NEW FOUR STORY GLASS WALL AT CENTRAL BAY PROVIDES LUMINOUS LANDMARK AT END OF POWELL STREET AXIS AND MARKS ENTRIES TO CENTRE ON MARKET STREET AND FIFTH STREET

FACADE CONCEPT

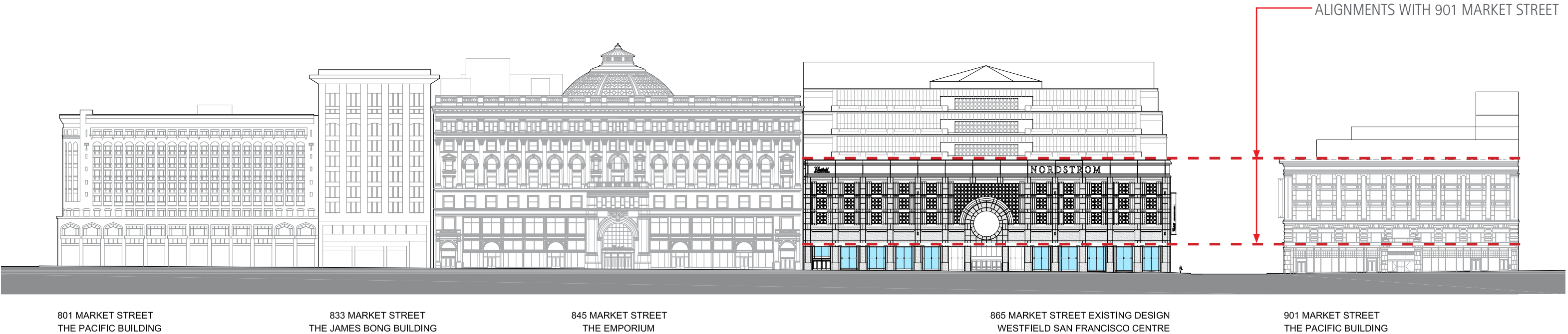


- NEW ALUMINUM AND GLASS CLADDING OF PROJECTING BAYS AT SETBACKS
- WARM GRAY COLOR TEXTURED FINISH METAL PANEL CLADDING
- STAINLESS STEEL AND GLASS CURTAIN WALL MARKS ENTRIES TO CENTRE
- SOFT SATIN FINISH STAINLESS STEEL CORNICE ASSEMBLY WITH INTEGRAL LIGHTING
- EXISTING PRECAST CONCRETE AND STONE FACADE
- WARM OFF-WHITE COLOR PRISMATIC ALUMINUM SCREEN WALL OVERCLAD ONTO EXISTING ENCLOSURE
- SOFT SATIN FINISH STAINLESS STEEL BELT COURSE ASSEMBLY WITH INTEGRAL LIGHTING

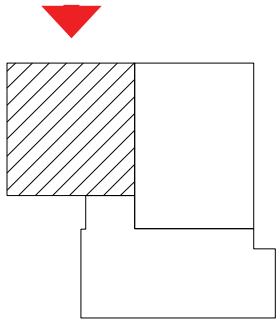
FACADE CONCEPT EXISTING MARKET STREET ELEVATION IN CONTEXT



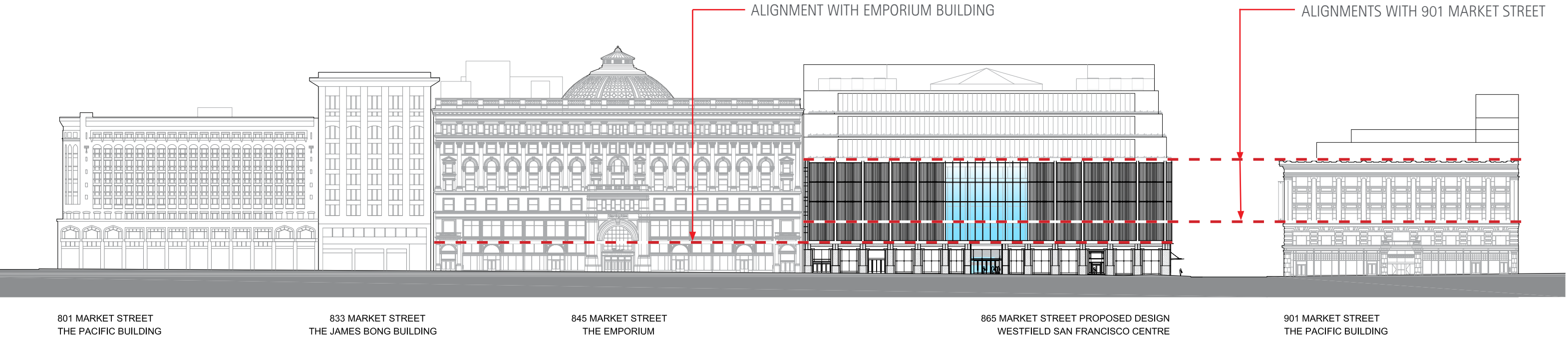
KEY PLAN



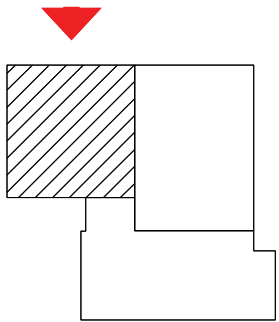
FACADE CONCEPT PROPOSED MARKET STREET ELEVATION IN CONTEXT



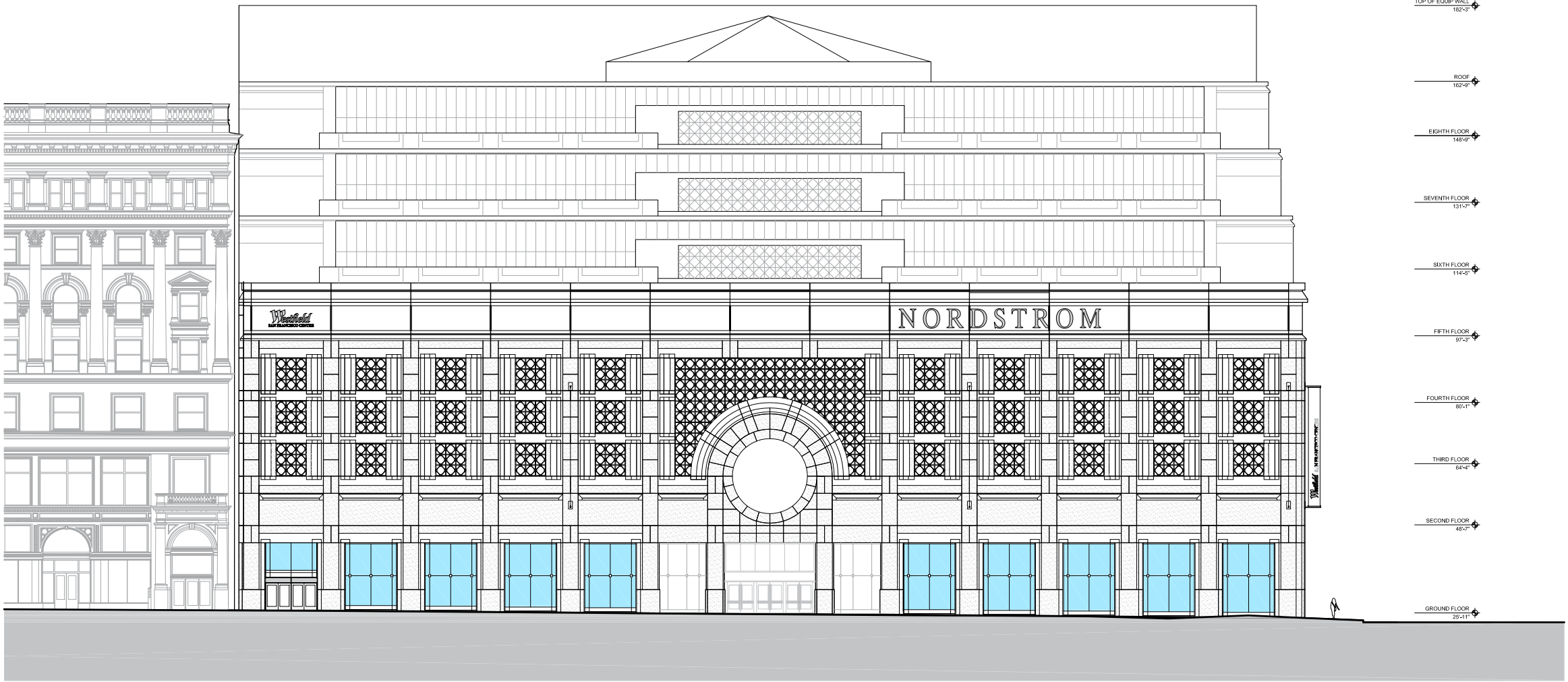
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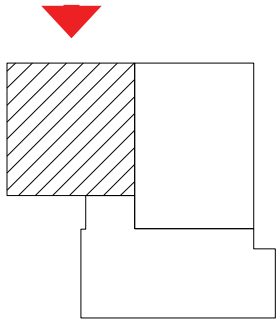
FACADE CONCEPT EXISTING MARKET STREET ELEVATION



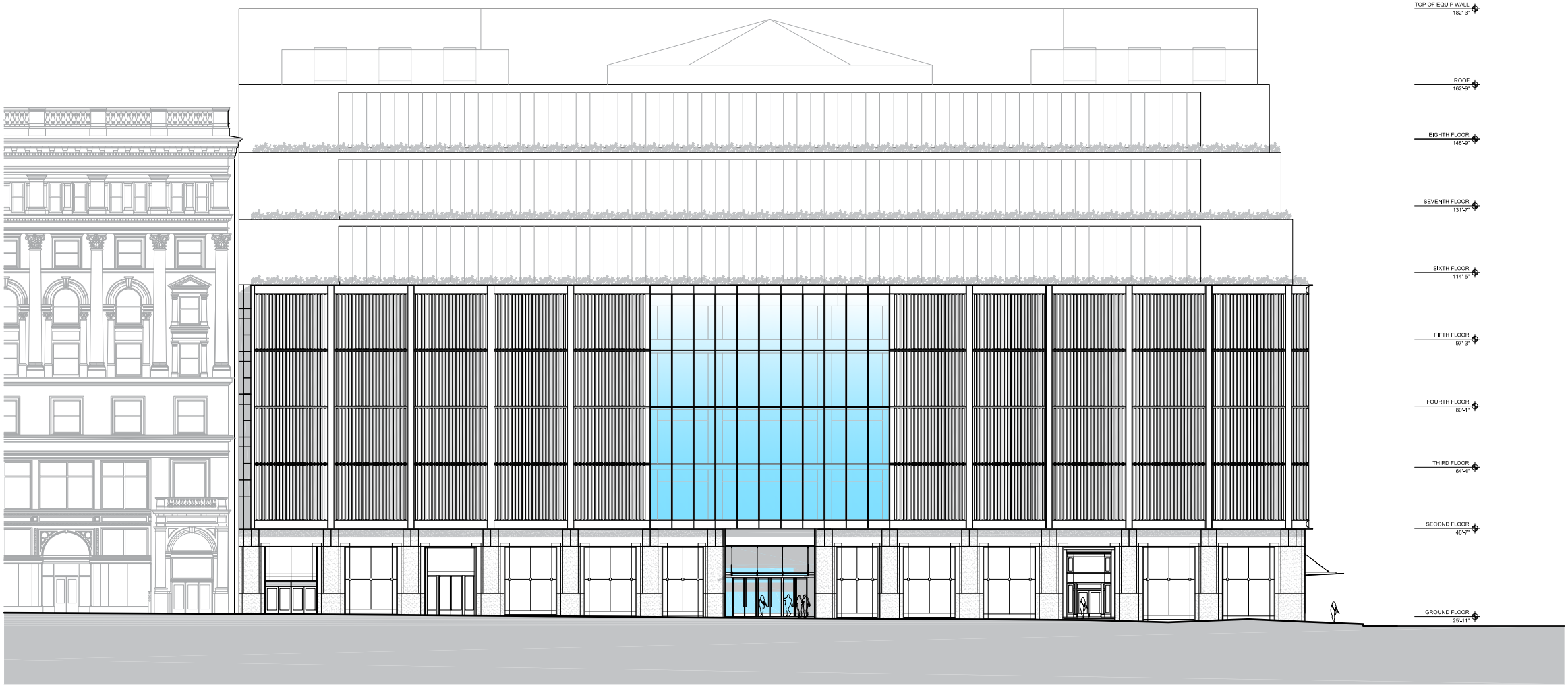
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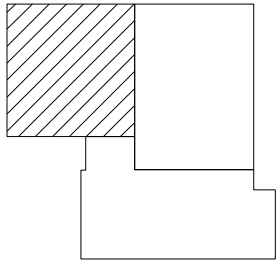


FACADE CONCEPT PROPOSED MARKET STREET ELEVATION



KEY PLAN

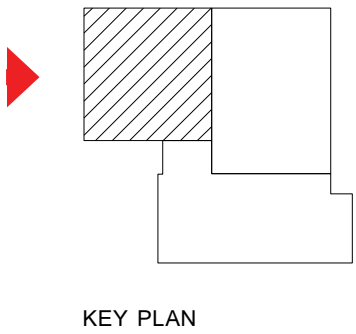




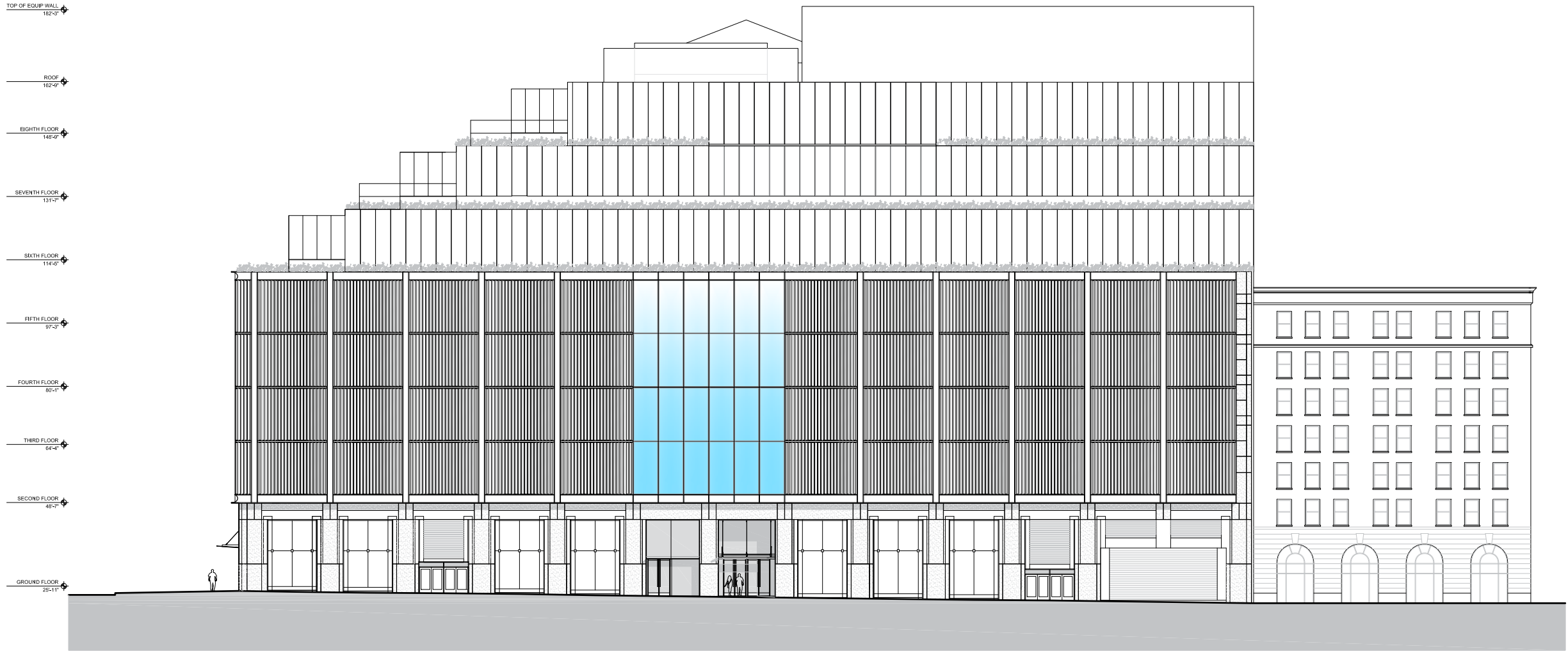
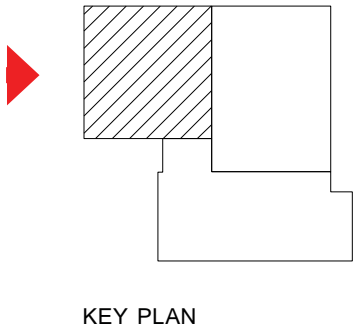
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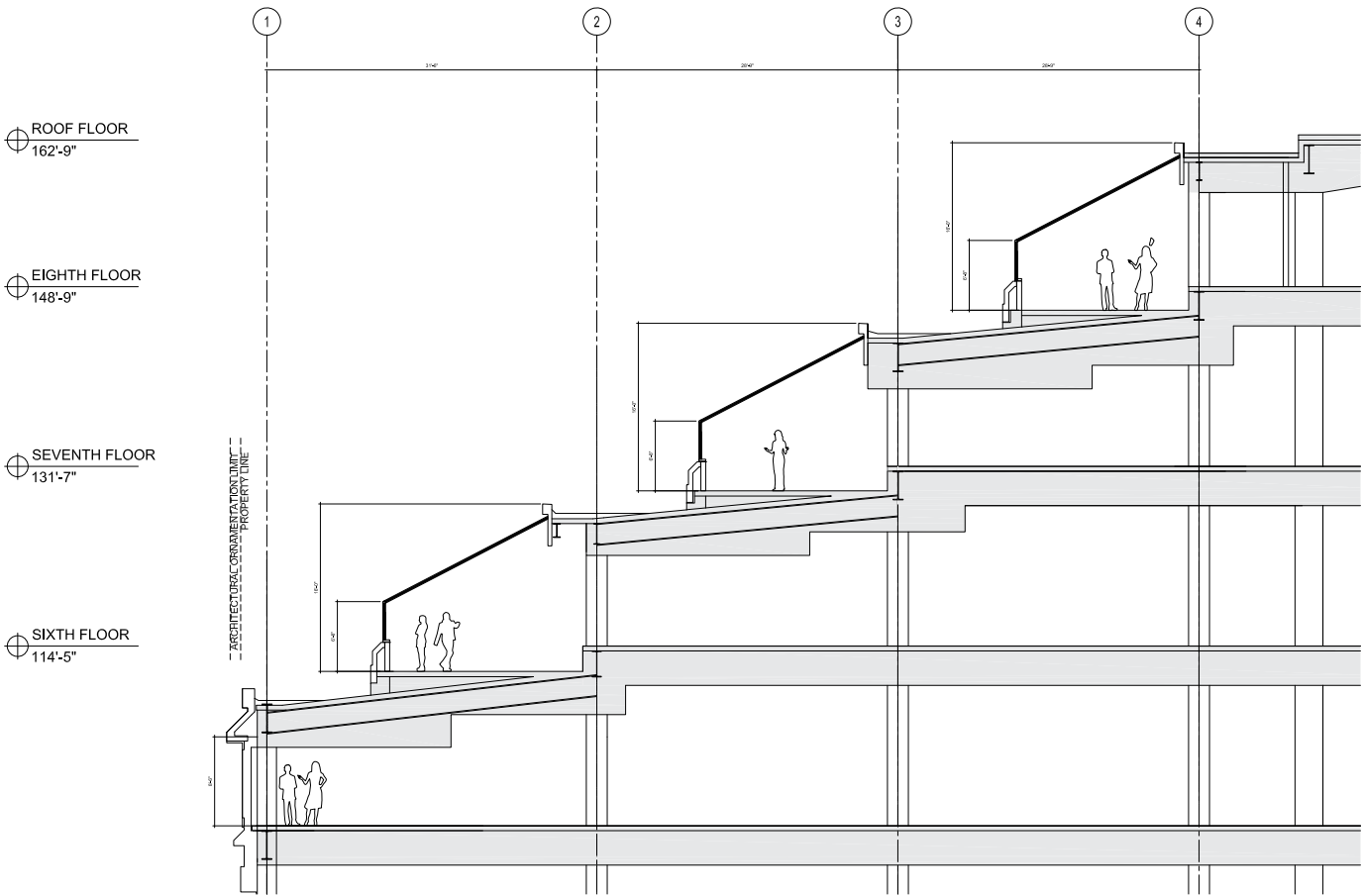
FACADE CONCEPT EXISTING FIFTH STREET ELEVATION



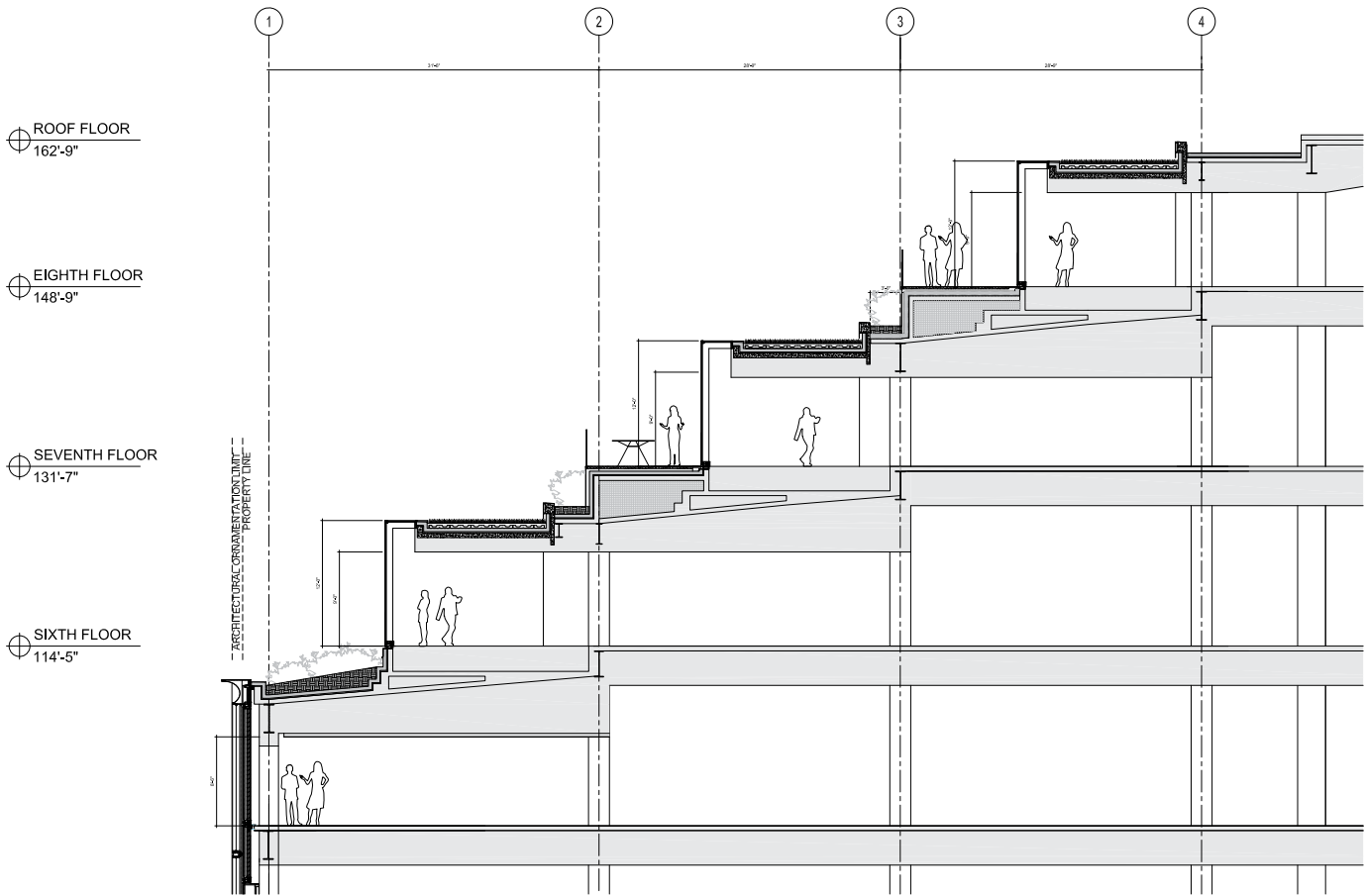
FACADE CONCEPT PROPOSED FIFTH STREET ELEVATION



FACADE CONCEPT UPPER REGISTER SECTION

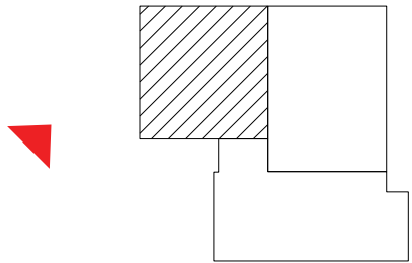


UPPER REGISTER SECTION - EXISTING



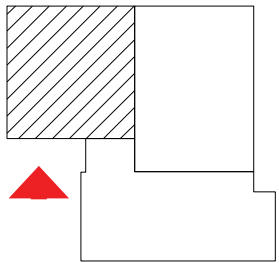
UPPER REGISTER SECTION - NEW

FACADE CONCEPT PERSPECTIVE VIEW

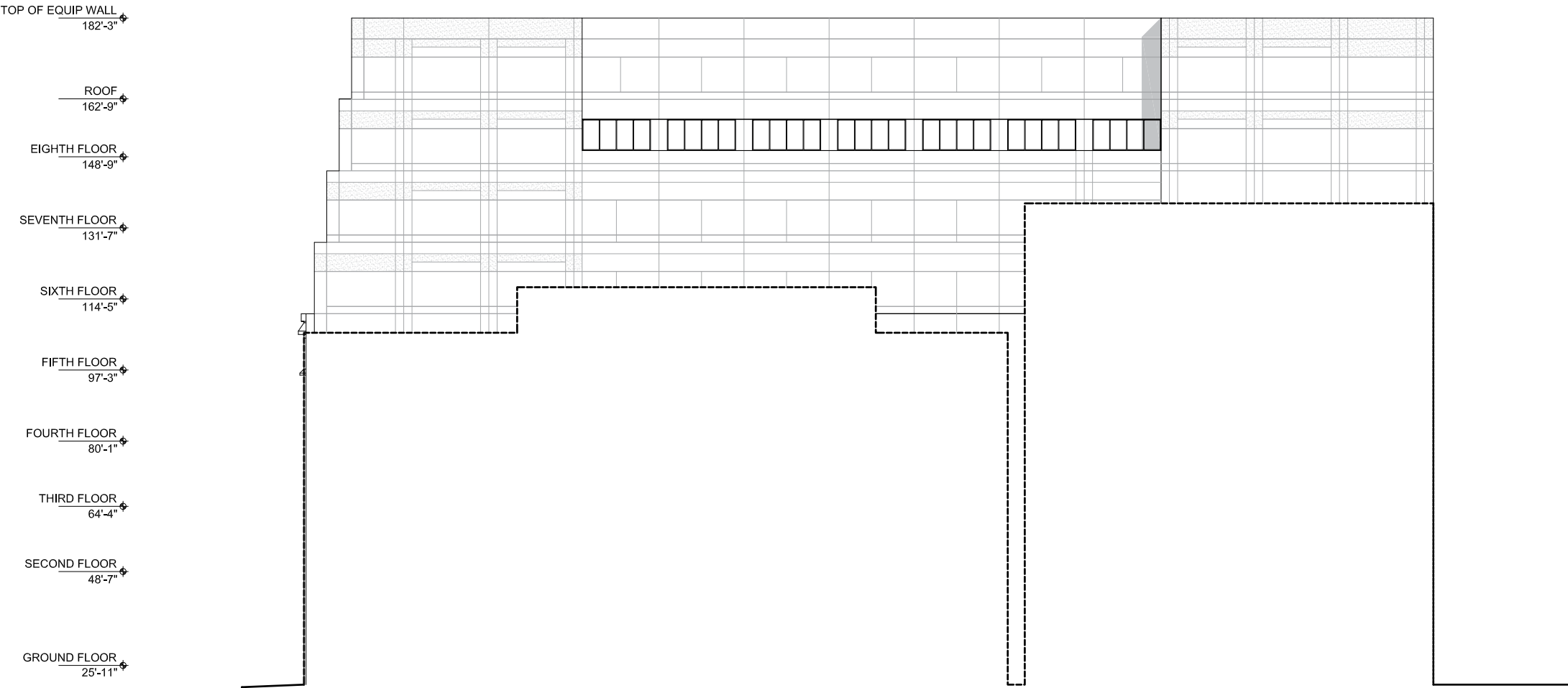


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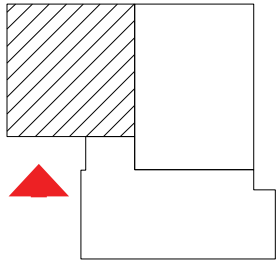
FACADE CONCEPT EXISTING SOUTH STREET ELEVATION



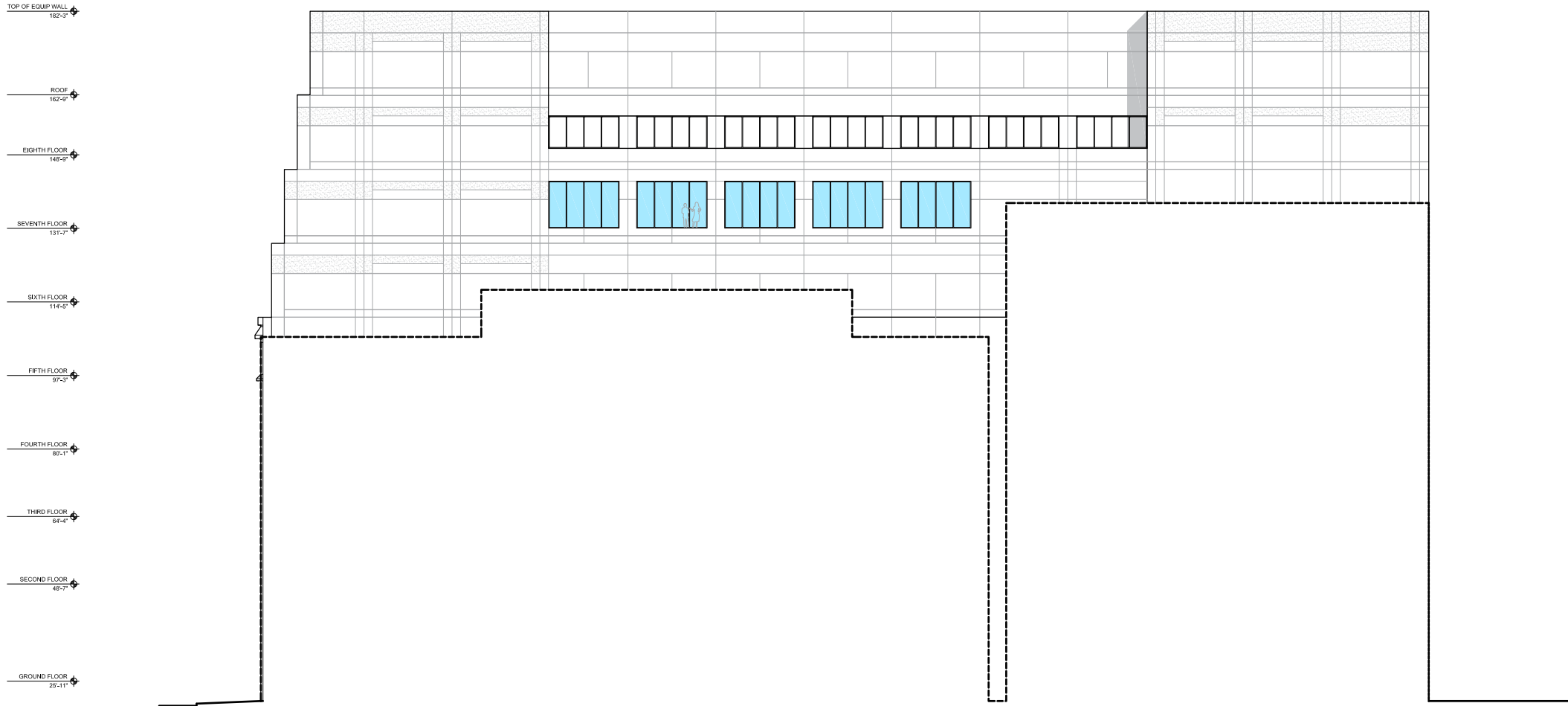
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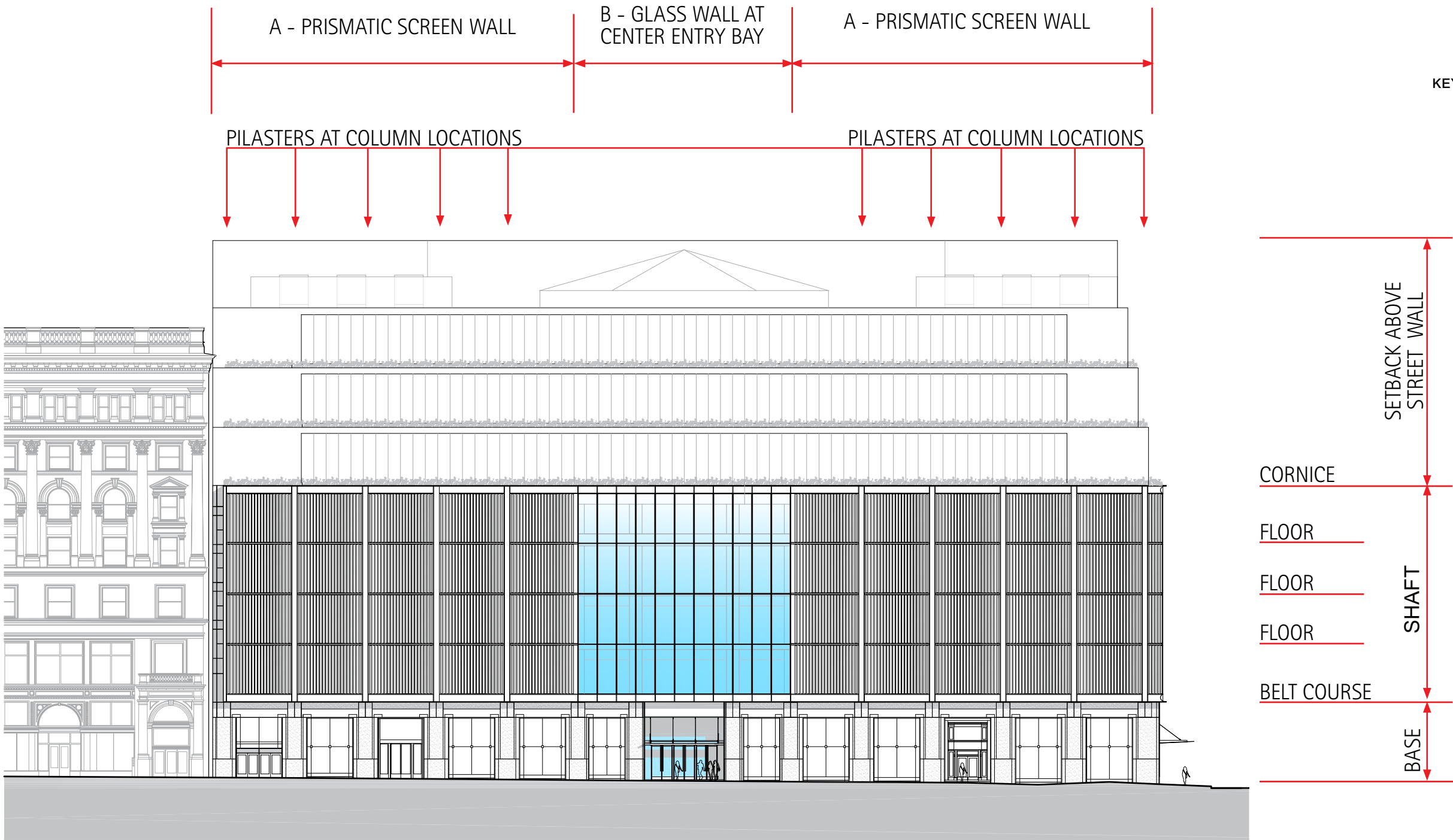
FACADE CONCEPT PROPOSED SOUTH STREET ELEVATION



KEY PLAN



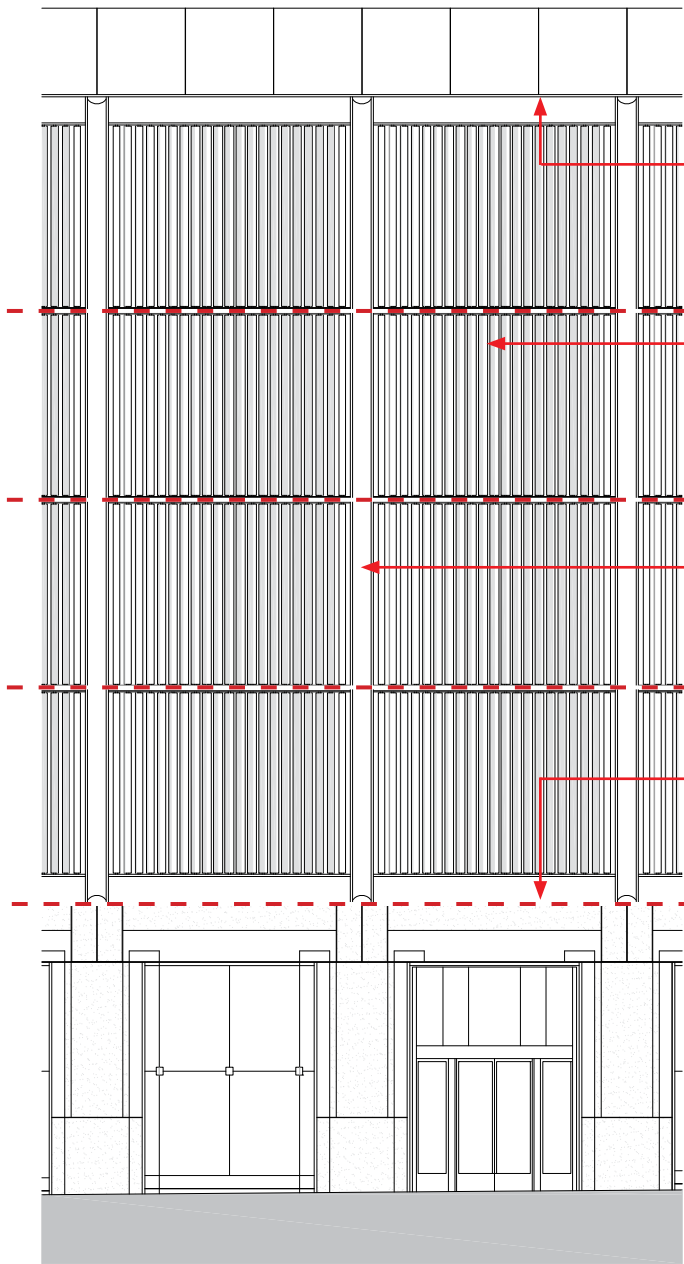
FACADE STRATEGY MARKET STREET FACADE ORDERING DIAGRAM



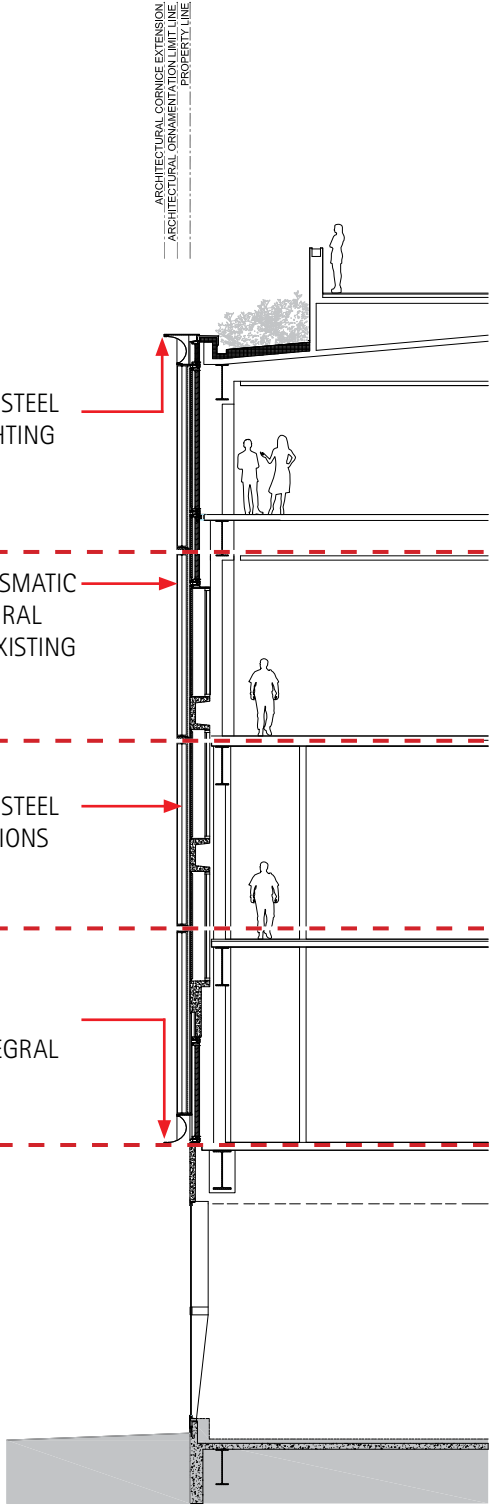
FACADE CONCEPT PLAN SECTION ELEVATION AT TYPICAL PODIUM SCREEN WALL



SCREEN WALL FRAGMENT MODEL PHOTOGRAPH



PARTIAL ELEVATION AT SCREEN WALL



SECTION AT SCREEN WALL

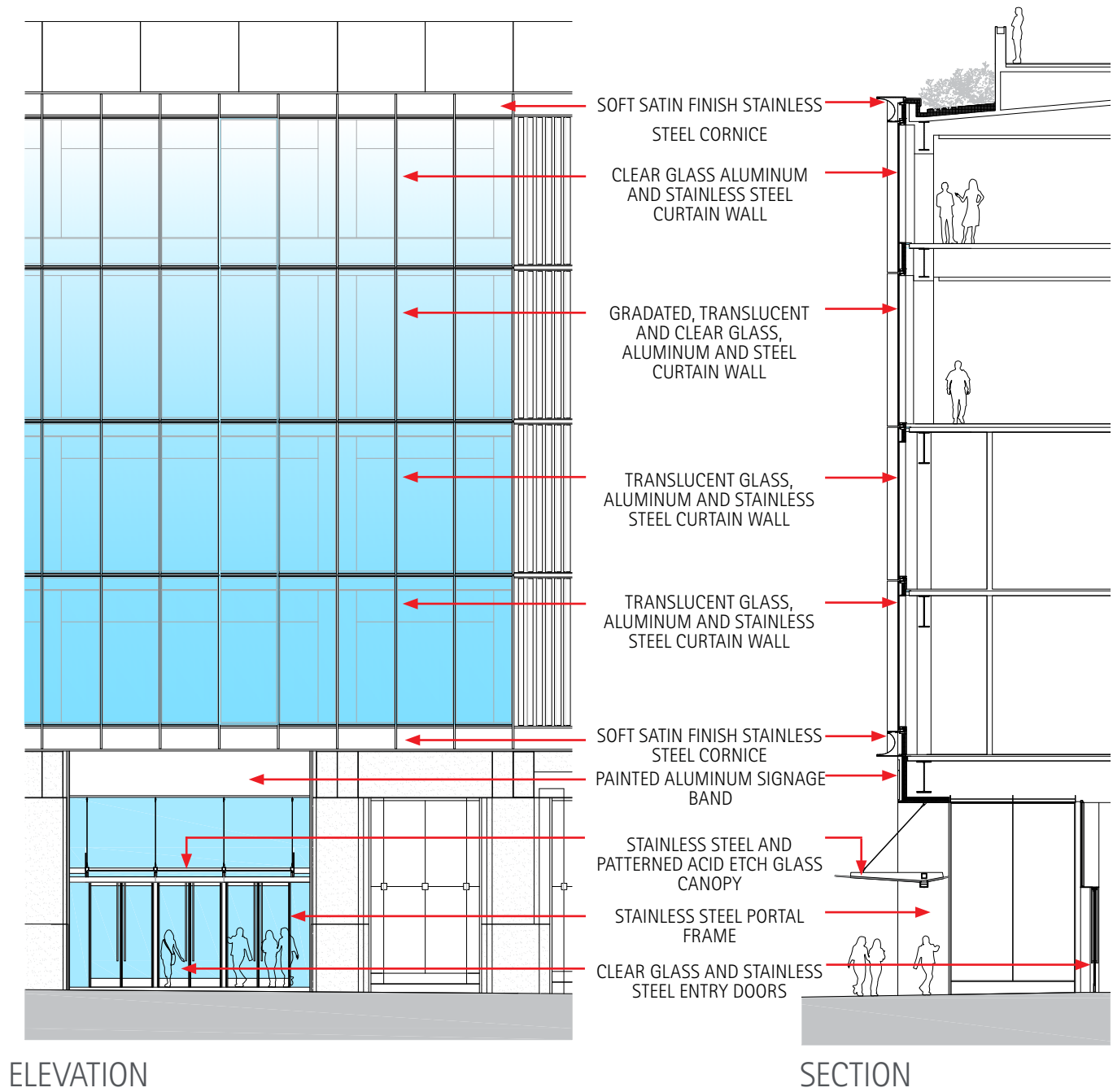
FACADE CONCEPT MARKET AND FIFTH STREET ENTRIES



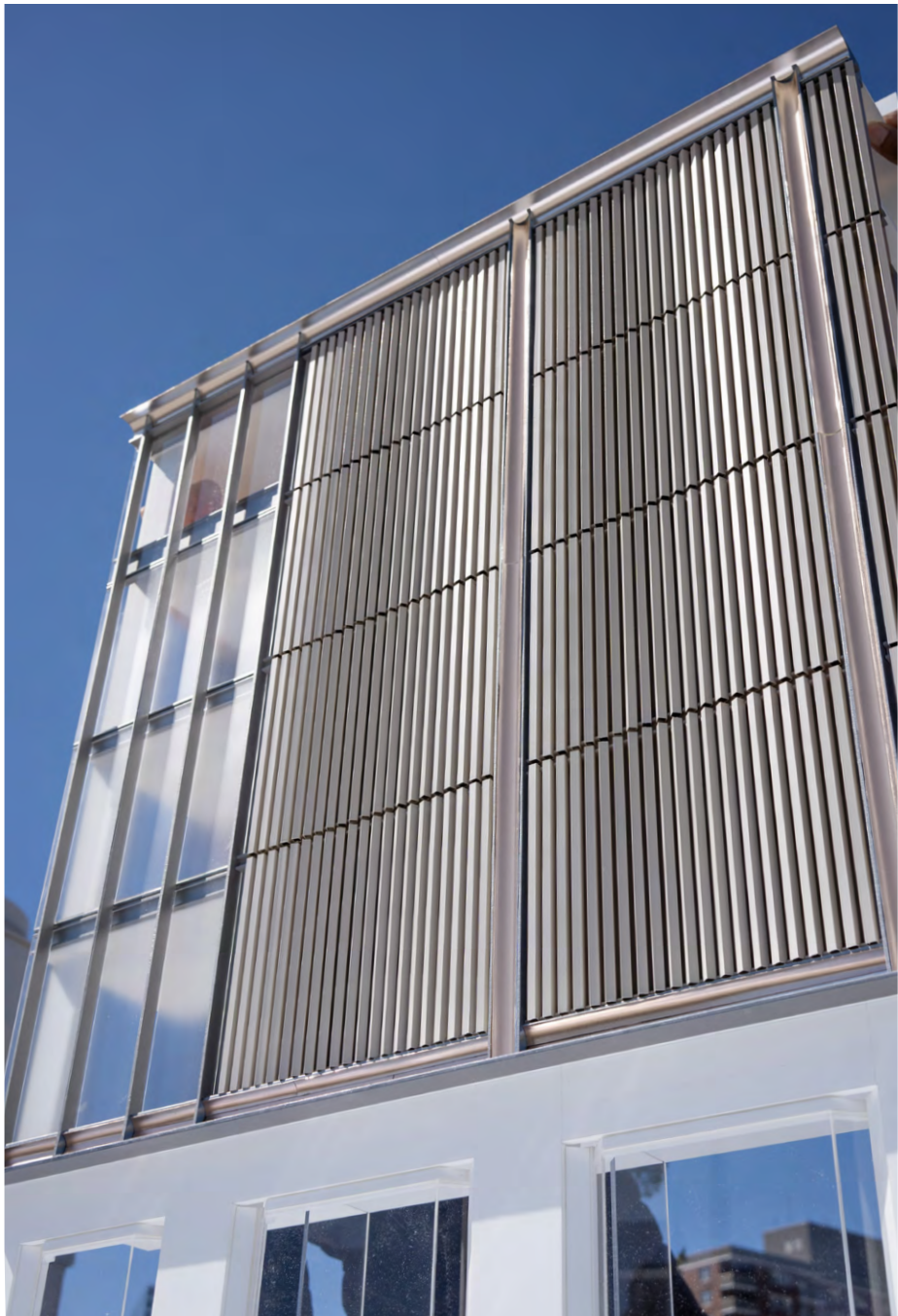
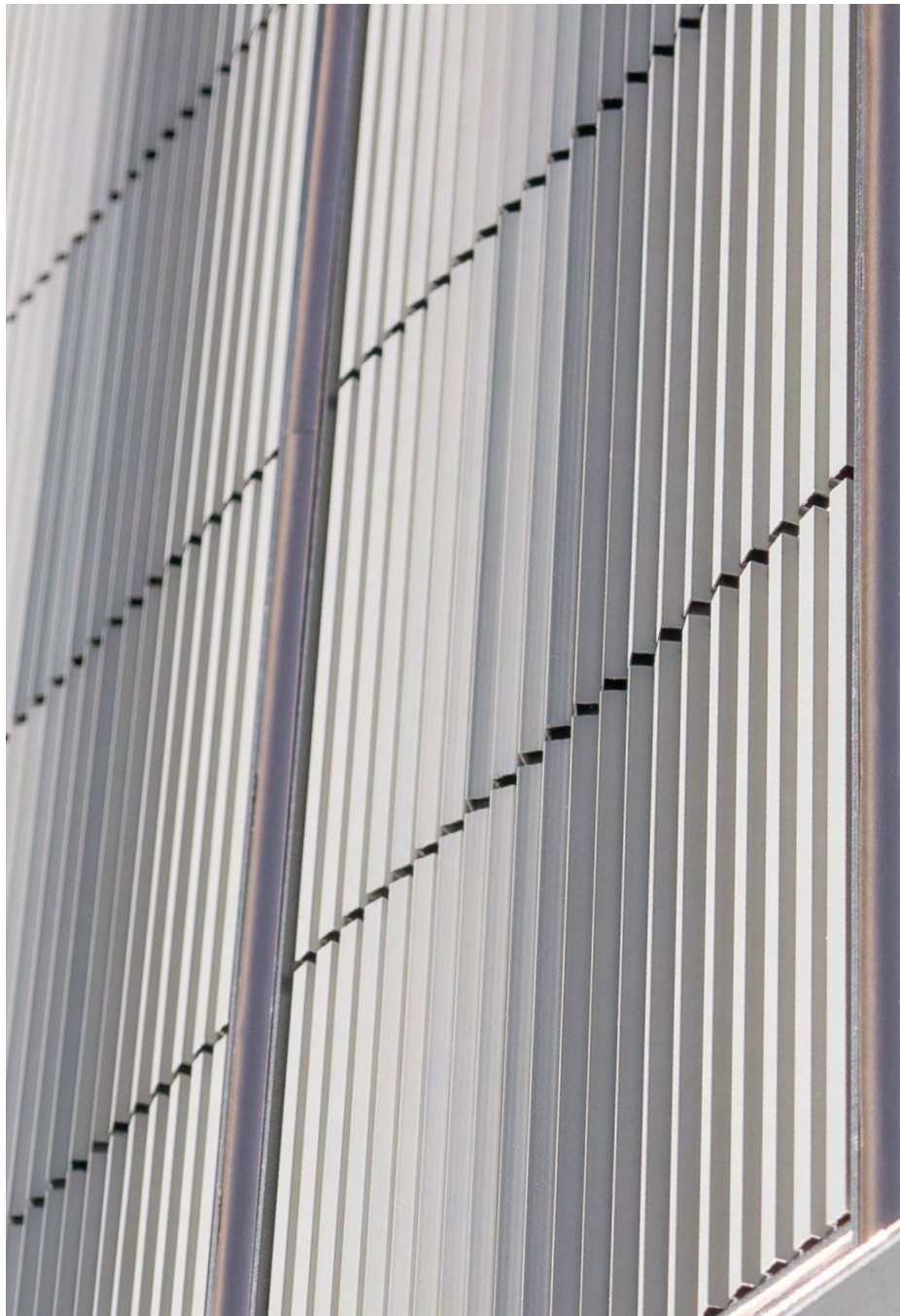
FIFTH STREET OFFICE LOBBY AND SHOPPING CENTRE ENTRY



MARKET STREET SHOPPING CENTRE ENTRY



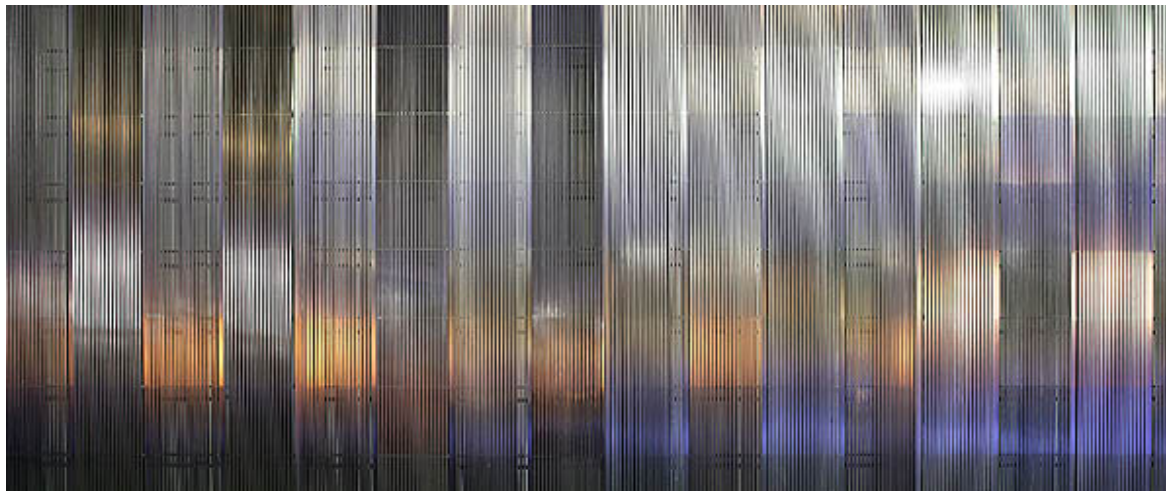
FACADE CONCEPT PRISMATIC SCREEN WALL



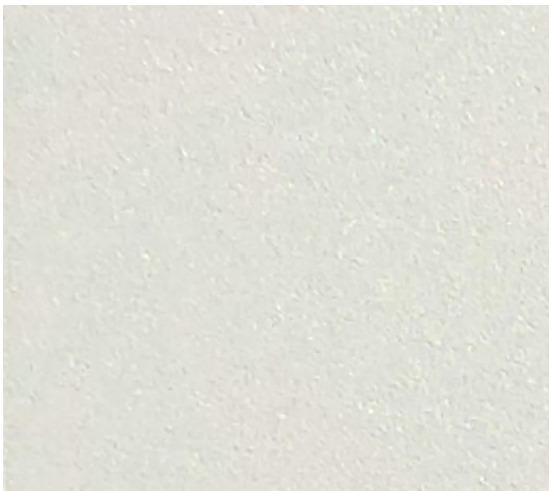
FACADE CONCEPT PRISMATIC SCREEN WALL



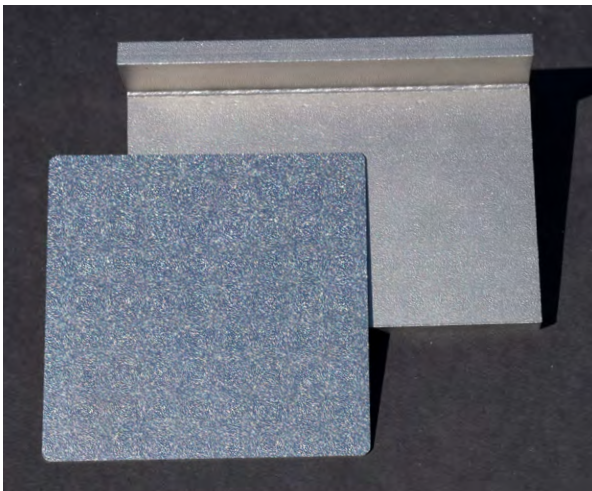
SCREEN MODEL PHOTOGRAPHS



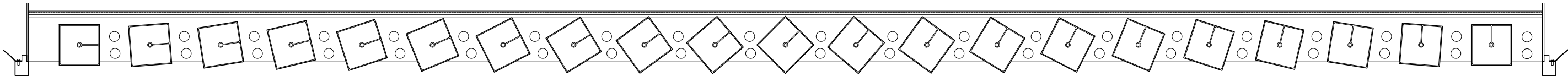
SEVEN WORLD TRADE CENTER SCREEN PRECEDENT



SCREEN WALL FINISH



CORNICE, PILASTER AND BELT
COURSE FINISH

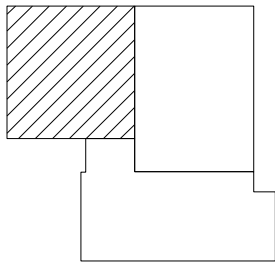


PLAN DIAGRAM OF FILIGREE SCREEN SHOWING VARYING ROTATION OF MEMBERS TO CREATE DYNAMIC LIGHT AND SHADOW, TEXTURE AND DEPTH ACROSS FACADE

FACADE CONCEPT PRISMATIC SCREEN WALL



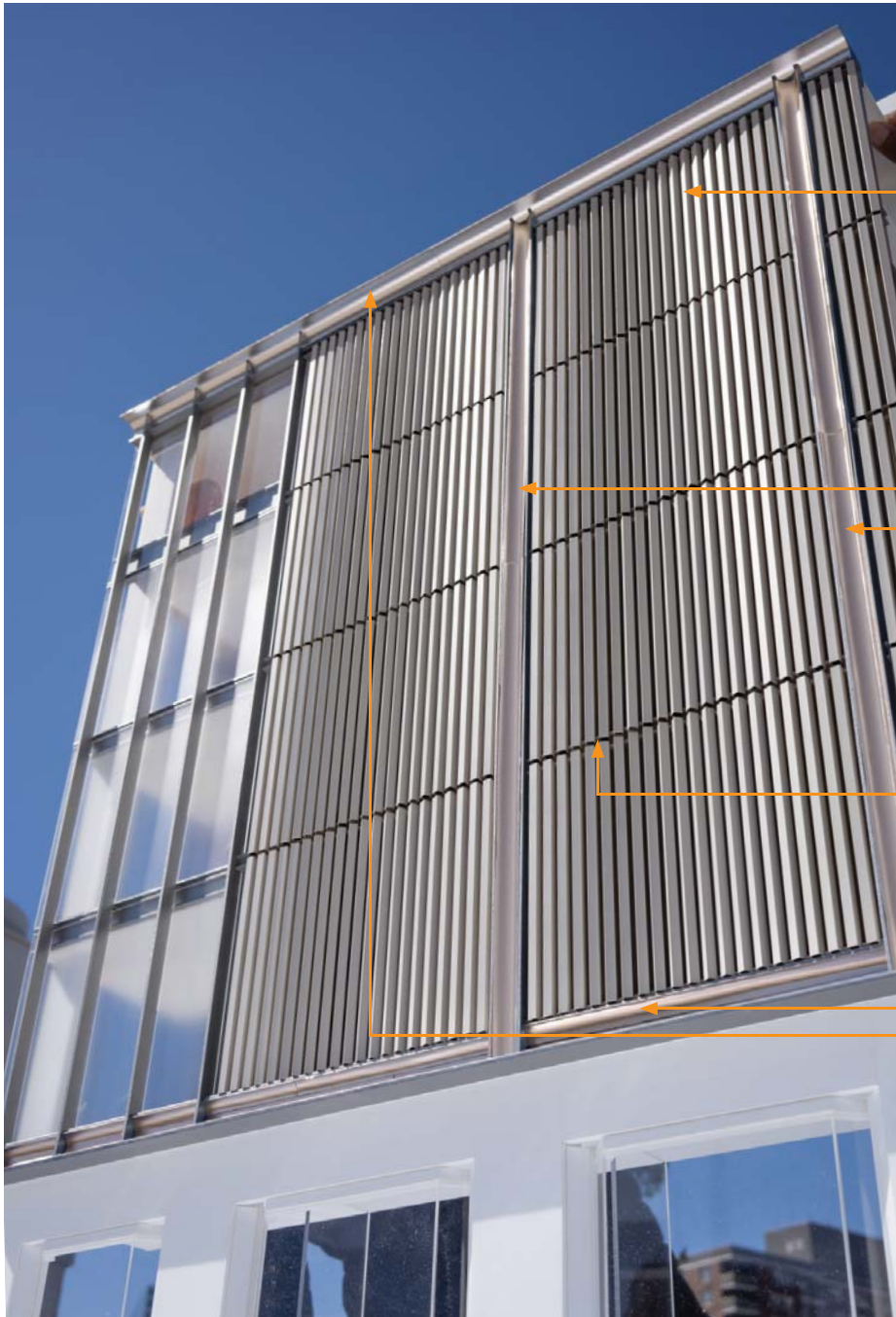
SCREEN MODEL PHOTOGRAPHS



KEY PLAN



WESTFIELD SAN FRANCISCO CENTRE
KMMS SECTION 7
CONFORMITY RESPONSE



The rotating vertical screen members complete a full cycle at each bay, defining the structural composition of the original building.

Vertical pilasters are situated at the end of each rotational cycle, at the column locations.

The screens are divided horizontally to express the existing floor lines of the building

The screens are capped at top and base with a stainless steel cornice and belt course.

Architecture:

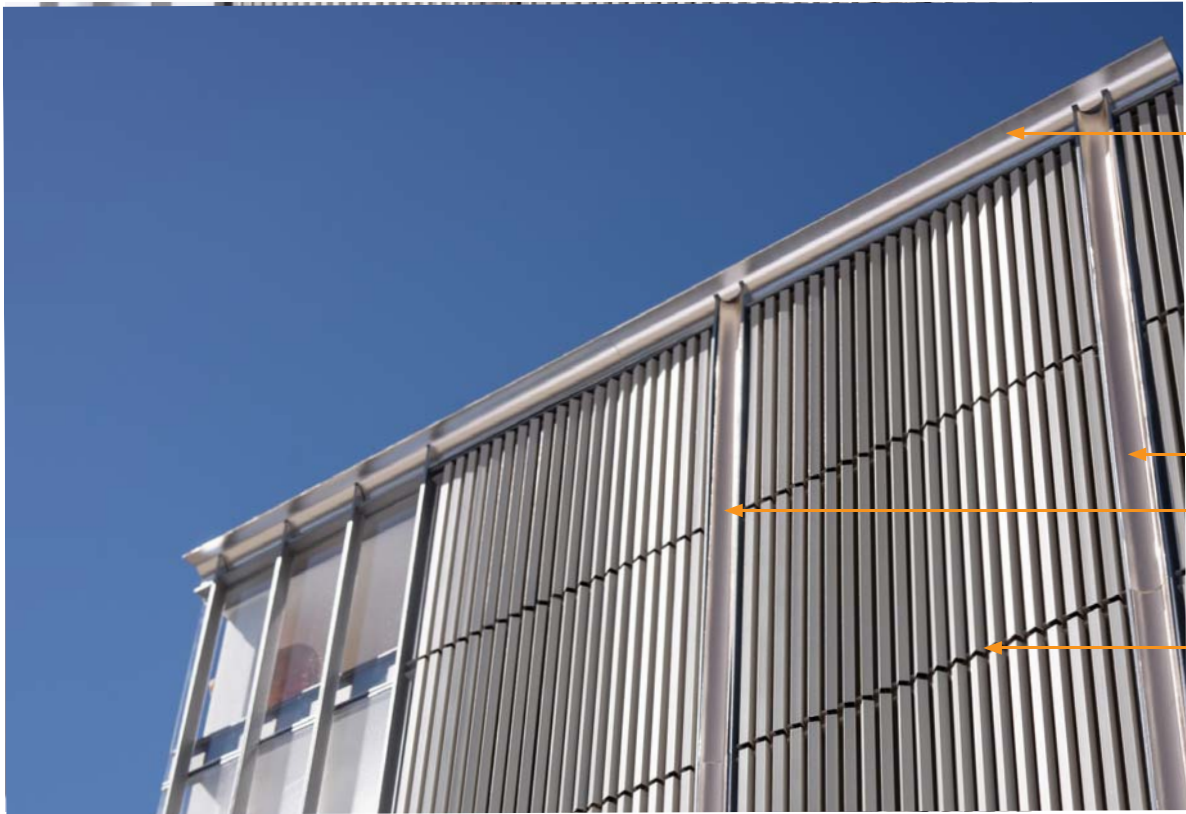
1: Express a clear organizing architectural idea. New buildings should epitomize the best in contemporary architecture, with full awareness of, and respect for, the height, mass, articulation and materials of the existing context. Express a spatial sequence or experience, material system, structural organization, hierarchy, or relationship to site or context through a parti. Provide a cohesive expression or composition of neighborhood compatible components.

UDAT Comment:

The proposed aluminum screen wall system obscures the existing façade and obfuscates the original compositional parti -- itself a Post-Modernist reinterpretation of the Beaux Arts tradition Emporium Building next door. If the existing façade is to be retained, its structure, elements, and organizational and material qualities should be more evident and clearly expressed.

Design Response:

The rotating vertical screen members complete a full cycle at each bay, defining the structural composition of the original building. This is further emphasised through vertical pilasters situated at the end of each rotational cycle, at the column locations. The screens are divided horizontally to express the existing floor lines of the building and are capped at top and base with a stainless steel cornice and belt course. The screen members mimic the coloration of the off-white terracotta of the adjacent Emporium.



A prominent projecting horizontal cornice has been added to reinforce the roof line and alignment with 901 Market Street.

Stainless steel pilasters at each structural bay express the existing vertical facade columns

Horizontal divisions of the screen wall are meant to emphasize the floor lines and fenestration proportions typical of the existing building and the district.

Architecture:

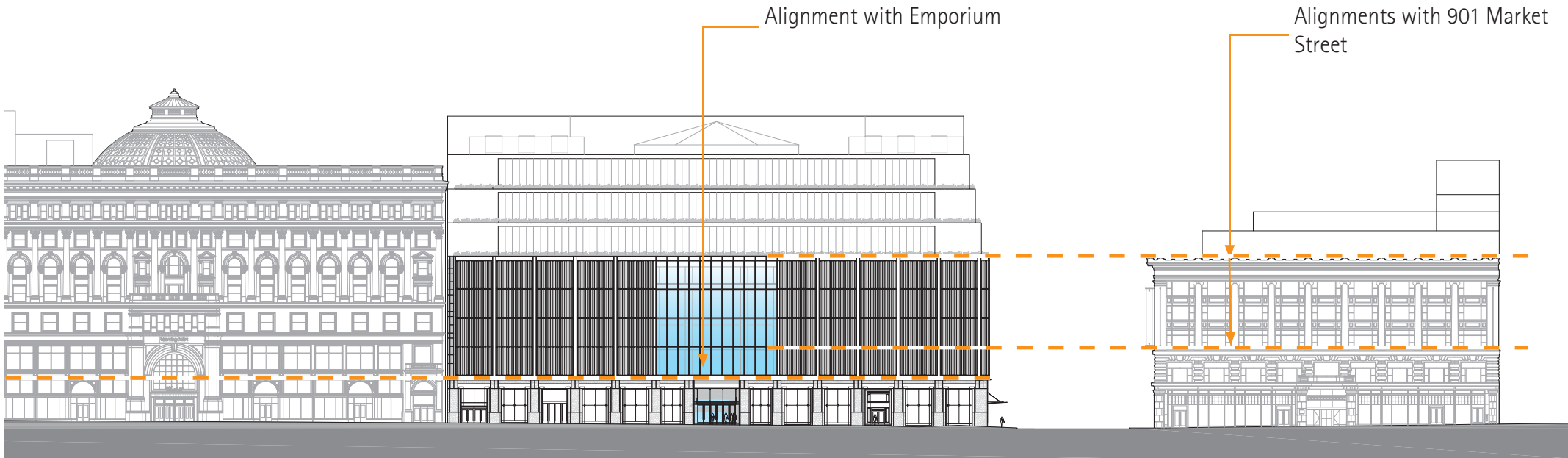
2: Design new buildings to respect the character of older development nearby. Ensure that new facades relate harmoniously with nearby facade patterns. The details, material, texture or color of existing architecturally distinctive buildings should be complemented by new development. The design of building additions and alterations, and facade renovations should reflect the positive aspects of the existing scale and design features of the area.

UDAT Comment:

Maintain and strengthen the hierarchy of horizontal alignment with façade elements at 835 Market Street (see sketch below) and at 55 5th Street. Maintain the rhythm of articulation and vertical alignments of new and old façade elements along both Market and 5th Streets.

Design Response:

The lower extent of the screen wall is aligned with the lower belt course of the Emporium. The extent of the screen wall is aligned with 901 Market Street, maintaining visual horizontal hierarchy. Stainless steel pilasters at each structural bay express the existing vertical facade columns, and horizontal divisions of the screen wall are meant to emphasize the floor lines and fenestration proportions typical of the existing building and the district. The rotational rhythm of the screen wall further enhances the vertical expression of the facade in a dynamic play of light and shadow, a contemporary interpretation of classical ornament and filigree screens common in the conservation district. A prominent projecting horizontal cornice has been added to reinforce the roof line and alignment with 901 Market Street. This composition is maintained along both Market and Fifth Streets.



The main entry at Market Street is expressed as a four level high glass wall that spans across the three central structural bays, marking the central entrance.

This glazed area is subdivided through the use of vertical stainless steel fins to become compatible with the context.



Architecture:

3: Promote harmony in the visual relationships and transitions between new and older buildings. remodeled building should relate to its surrounding area by displaying compatible proportions, textures, and details. Nearby buildings of architectural distinction can serve as primary references. Existing street rhythms should also be continued on the facade of a new building, linking it to the rest of the district.

UDAT Comment:

Maintain the prominence of the Central Entrance. Provide a stronger termination at rooflines. The Double-height screen projecting from levels 7 and 8 along the 5th Street Façade is not supported.

Design Response:

The main entry at Market Street is expressed as a four level high glass wall that spans across the three central structural bays, marking the central entrance and reinforcing the hierarchy of the central bay within the facade composition. This glazed area is subdivided through the use of vertical stainless steel fins to become compatible with the context. The double-height screen wall along the 5th Street Façade has been removed.

Architecture:

4: Employ Sustainable Principles and Practices in Building Design

UDAT Comment:

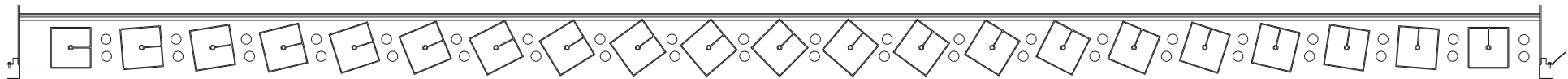
Please provide additional information to demonstrate how the proposed aluminum screen wall system will “harvest light” given its location at the lower levels of a north-west facing wall.

Design Response:

The screen wall is meant to respond to and redirect light, from general sky brightness during morning hours to raking light during the afternoon and evening hours, to create a dynamic display of light and shadow across the length of the facade, a contemporary interpretation of classical ornament and filigree screens common in the conservation district. This is achieved through the controlled rotation of each screen member along each bay.



The screen wall is meant to respond to and redirect light, from general sky brightness during morning hours to raking light during the afternoon and evening hours



Plan Diagram of filigree screen showing varying rotation of members to create a dynamic display of light and shadow across the length of the facade,

Historic Preservation: Kearny-Market-Mason-Sutter Conservation District (Planning Code Article 11, Appendix E, Section 7: Standards and Guidelines for Review of New Construction and Certain Alterations.

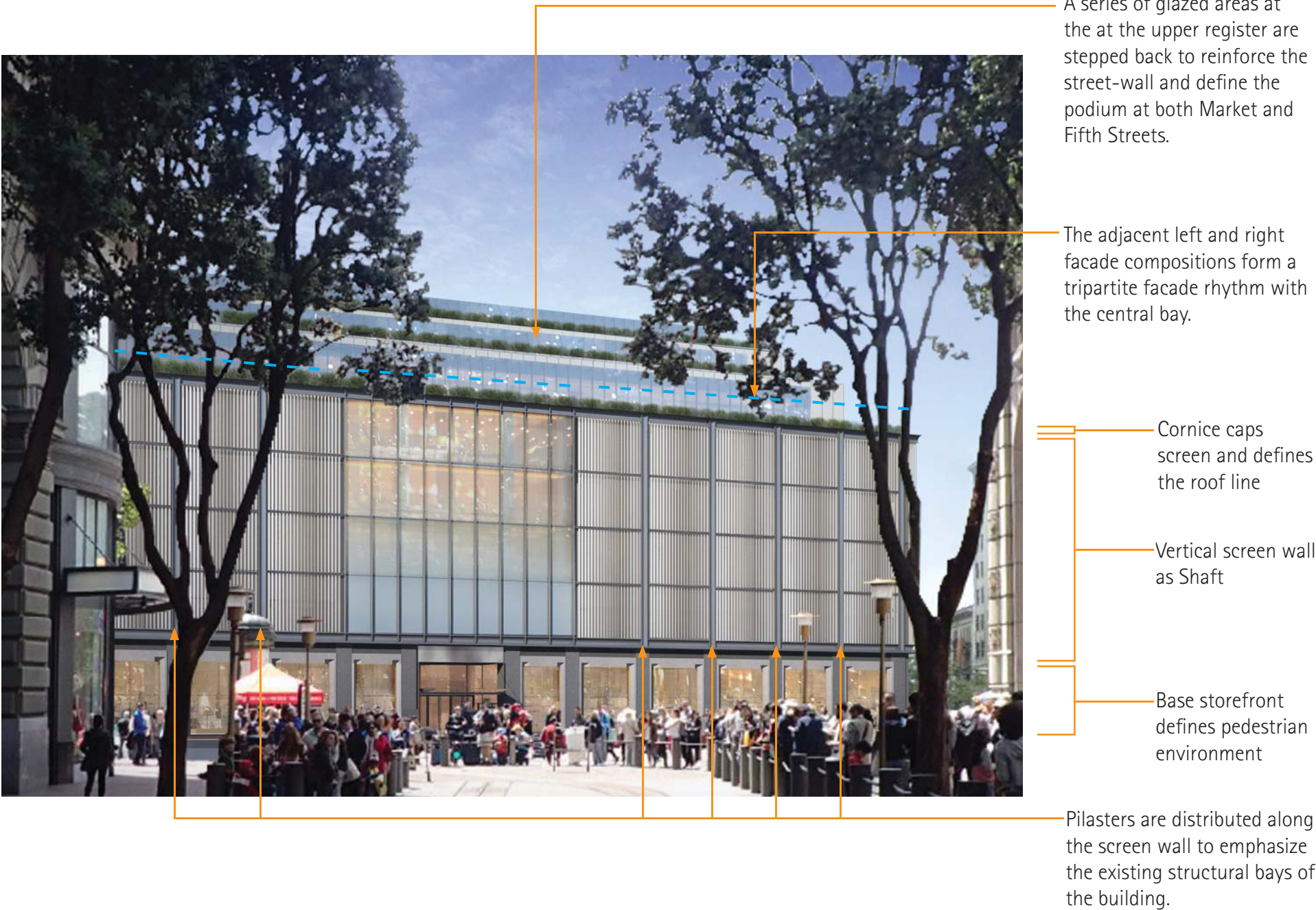
(b)1: Composition and Massing. New construction should maintain its essential character by relating to the prevailing height, mass, proportions, rhythm and composition of existing Significant and Contributory Buildings.

UDAT Comment:

Incorporate the prevailing pattern of two- and three-part vertical compositions as well as modulation of the façade in segments along its length. The proportion and rhythm of façade modulation should relate to groupings of bays and levels characteristics of the district.

Design Response:

A base storefront defines the pedestrian environment, a vertical shaft is expressed by the screen wall and a flaring cornice caps the composition and defines the roof line. This interpretation of base/shaft/capital refers to a prevailing organizational characteristic commonly seen in the district. A series of glazed areas at the upper register are stepped back to reinforce the street-wall and define the podium at both Market and Fifth Streets. The central bays of the facade are given hierarchical dominance through the multi-story expression of glazing that signifies entry to the building and maintains the prominence of the central entrance. The adjacent left and right facade compositions form a tripartite facade rhythm with the central bay. Pilasters are distributed along the screen wall to emphasize the existing structural bays of the building.



Historic Preservation: Kearny-Market-Mason-Sutter Conservation District (Planning Code Article 11, Appendix E, Section 7: Standards and Guidelines for Review of New Construction and Certain Alterations.

(b)2: Scale. 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.

UDAT Comment:

Articulate the façade with fenestration that echoes and is compatible with the existing scale of structure, bays and levels; incorporate a higher solid-to-void ratio

Design Response:

The fenestration/glazing imparts hierarchy and order to the facade composition, and creates a visual link between the vibrant retail environment within the San Francisco Centre and the street environment. The wide central glazing is made proportionally compatible with the district by the use of vertical stainless steel fin subdivisions that align with the existing bays and reflect the fenestration scale representative of the district.

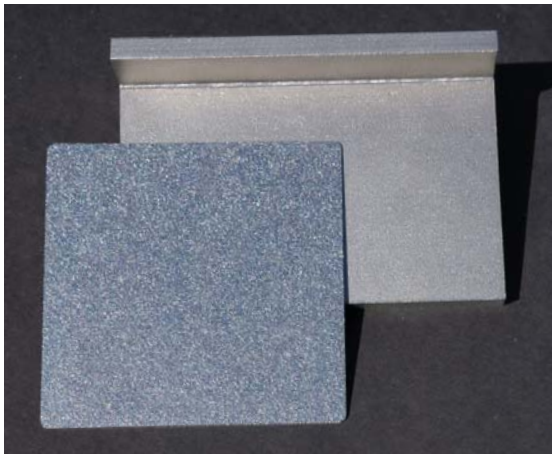
The fenestration/glazing imparts hierarchy and order to the facade composition

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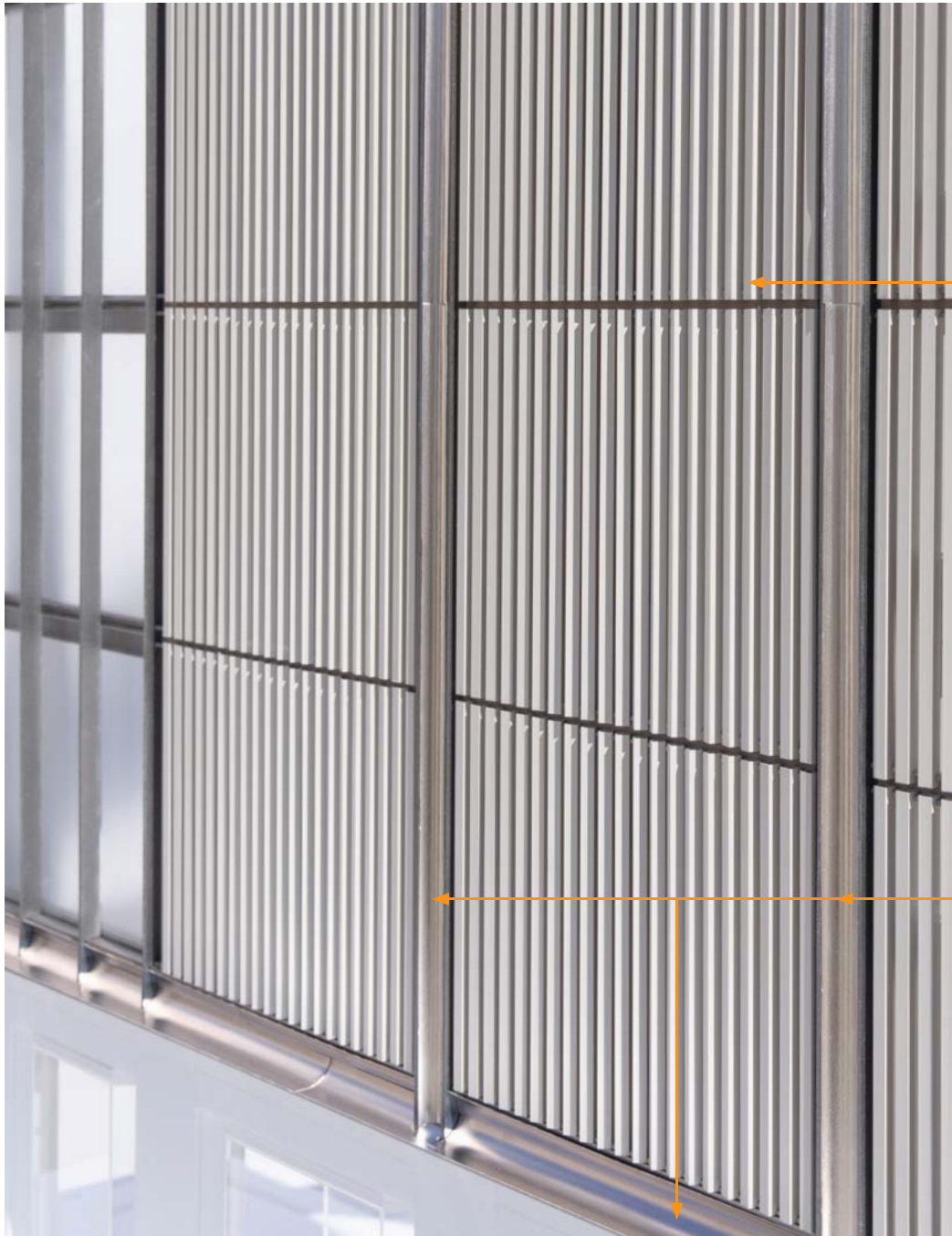




Screen Wall Finish



Cornice, Pilaster and Belt Course Finish



The vertical members of the screen wall has been revised to a warm off-white semi-gloss finish.

The cornice, belt course and pilasters provide definition to the screen wall through a stainless steel materiality in a mixture of bead-blasted and sandstone finish

Historic Preservation: Kearny-Market-Mason-Sutter Conservation District (Planning Code Article 11, Appendix E, Section 7: Standards and Guidelines for Review of New Construction and Certain Alterations.

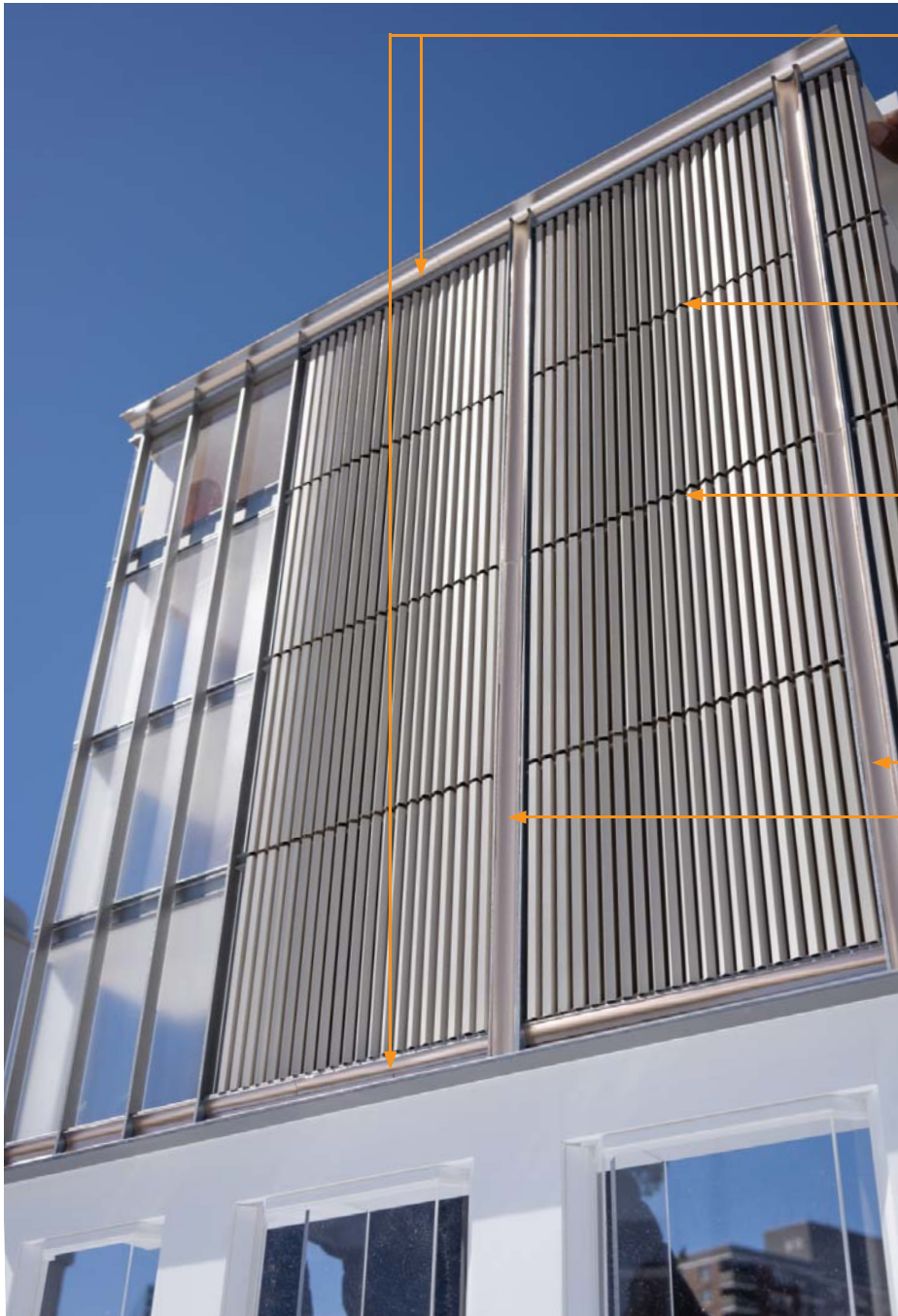
(b)3: Materials and Colors. The preferred surface materials for this district are brick, stone, and concrete (simulated to look like terra cotta or stone). The texture of surfaces can be treated in a manner so as to emphasize the bearing function of the material, as is done in rustication on historic buildings.

UDAT Comment:

Provide additional detail on the proposed material and color palette. Consider alternative screening materials that could compliment neighboring Significant and Contributory Buildings better than the proposed Anodic-Coated Aluminum Screen Wall System.

Design Response:

The finish of the vertical members of the screen wall has been revised to a warm off-white semi-gloss finish, meant to echo the color and finish of glazed terra cotta found on the adjacent Emporium building and predominantly seen in the district. The cornice, belt course and pilasters provide definition to the screen wall through a stainless steel materiality in a mixture of bead-blasted and satin textured Sandstone finish. This is meant to articulate a contemporary take on the Beaux-Arts cornice and pilaster.



A prominent projecting flaring cornice and belt course have been added at the head and base of the screen wall

The screen wall aligns with the existing fenestration rhythm of the building through horizontal divisions.

Stainless steel vertical pilasters at each structural bay emphasizes the existing column arrangement of the building.

Historic Preservation: Kearny-Market-Mason-Sutter Conservation District (Planning Code Article 11, Appendix E, Section 7: Standards and Guidelines for Review of New Construction and Certain Alterations.

(b)4: Detailing and Ornamentation. New buildings should relate to the surrounding area by picking up elements from surrounding buildings and repeating them or developing them for new purposes.

UDAT Comment:

Incorporate detailing of a similar shape and placement – including prevailing cornice lines or belt courses – in a modern vernacular, without directly copying historical ornament.

Design Response:

A prominent projecting flaring cornice and belt course have been added at the head and base of the screen wall. These are interpreted in a modern vernacular through a simplified articulation and material change (bead-blasted stainless steel). The screen wall aligns with the existing fenestration rhythm of the building through horizontal divisions. Stainless steel vertical pilasters at each structural bay emphasizes the existing column arrangement of the building.

Architecture:

1: Express a clear organizing architectural idea. New buildings should epitomize the best in contemporary architecture, with full awareness of, and respect for, the height, mass, articulation and materials of the existing context. Express a spatial sequence or experience, material system, structural organization, hierarchy, or relationship to site or context through a parti. Provide a cohesive expression or composition of neighborhood compatible components.

UDAT Comment:

The proposed aluminum screen wall system obscures the existing façade and obfuscates the original compositional parti -- itself a Post-Modernist reinterpretation of the Beaux Arts tradition Emporium Building next door. If the existing façade is to be retained, its structure, elements, and organizational and material qualities should be more evident and clearly expressed.

Design Response:

The rotating vertical screen members complete a full cycle at each bay, defining the structural composition of the original building. This is further emphasised through vertical pilasters situated at the end of each rotational cycle, at the column locations. The screens are divided horizontally to express the existing floor lines of the building and are capped at top and base with a stainless steel cornice and belt course. The screen members mimic the coloration of the off-white terracotta of the adjacent Emporium.

Architecture:

2: Design new buildings to respect the character of older development nearby. Ensure that new facades relate harmoniously with nearby facade patterns. The details, material, texture or color of existing architecturally distinctive buildings should be complemented by new development. The design of building additions and alterations, and facade renovations should reflect the positive aspects of the existing scale and design features of the area.

UDAT Comment:

Maintain and strengthen the hierarchy of horizontal alignment with façade elements at 835 Market Street (see sketch below) and at 55 5th Street. Maintain the rhythm of articulation and vertical alignments of new and old façade elements along both Market and 5th Streets.

Design Response:

The lower extent of the screen wall is aligned with the lower belt course of the Emporium. The extent of the screen wall is aligned with 901 Market Street, maintaining visual horizontal hierarchy. Stainless steel pilasters at each structural bay express the existing vertical facade columns, and horizontal divisions of the screen wall are meant to emphasize the floor lines and fenestration proportions typical of the existing building and the district. The rotational rhythm of the screen wall further enhances the vertical expression of the facade in a dynamic play of light and shadow, a contemporary interpretation of classical ornament and filigree screens common in the conservation district. A prominent projecting horizontal cornice has been added to reinforce the roof line and alignment with 901 Market Street. This composition is maintained along both Market and Fifth Streets.

Architecture:

3: Promote harmony in the visual relationships and transitions between new and older buildings. remodeled building should relate to its surrounding area by displaying compatible proportions, textures, and details. Nearby buildings of architectural distinction can serve as primary references. Existing street rhythms should also be continued on the facade of a new building, linking it to the rest of the district.

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