

130 TOWNSEND STREET &
50 STANFORD STREET

HPC Presentation
AUGUST 18, 2021

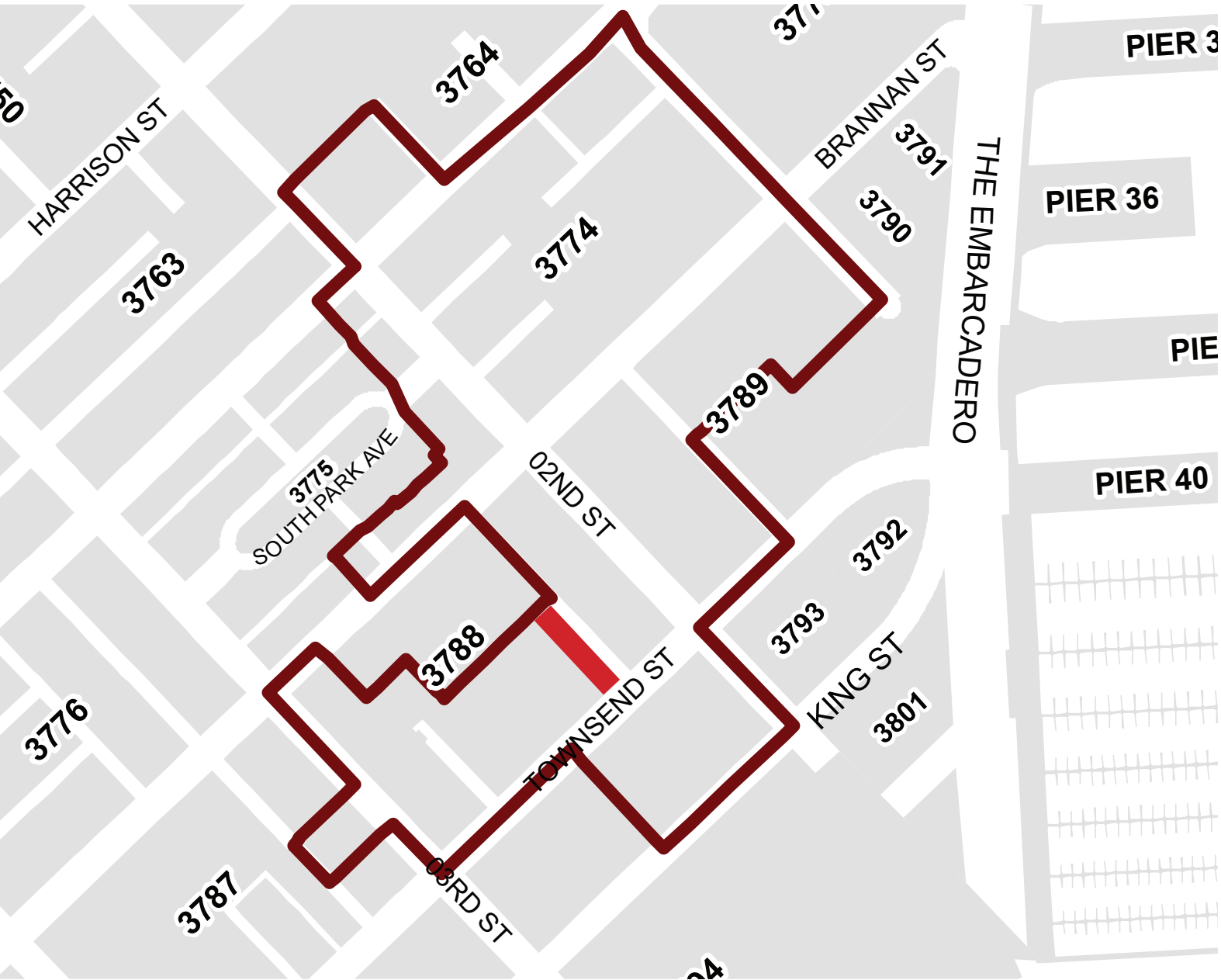


PAGE & TURNBULL

SA STANTON
ARCHITECTURE

130 TOWNSEND & 50 STANFORD
AUGUST 18, 2021 HPC Hearing





ARTICLE 10 HISTORIC DISTRICT
SOUTH END HISTORIC DISTRICT
130 TOWNSEND ST

130 TOWNSEND BUILDING IS A CONTRIBUTOR TO THE
SOUTH END HISTORIC BUILDING DISTRICT



MAP SU01
CENTRAL SOMA SPECIAL USE DISTRICT
130 TOWNSEND ST



3rd Street



691 3rd Street



NEIGHBORHOOD INSPIRATION

166-178 Townsend Street



156-164 Townsend Street



148 Townsend Street



144 Townsend Street

136 Townsend Street



130 Townsend Street



698 2nd Street



698 2nd Street



699 2nd Street



130 TOWNSEND ST.
PROJECT SITE



64 Townsend Street

64 TOWNSEND ST.
CONTRASTING ADDITION

166-178 TOWNSEND ST.
CONTRASTING ADDITION

699 2ND STREET
CONTRASTING ADDITION



HISTORIC DISTRICT CHARACTER-DEFINING FEATURES

1. OVERALL FORM AND
CONTINUITY

2. SCALE AND PROPORTION

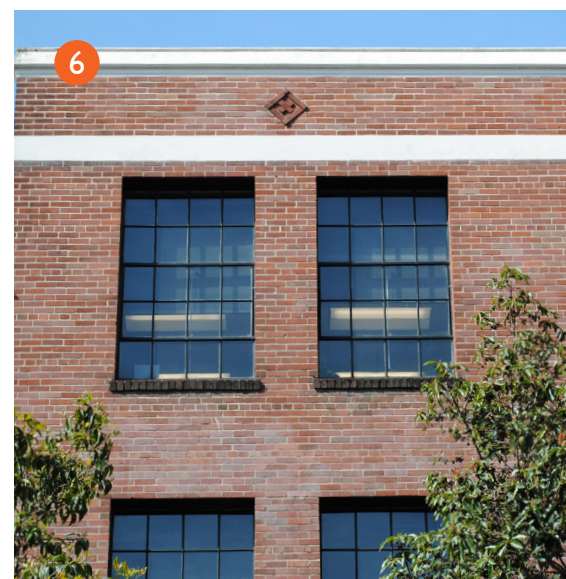
3. FENESTRATION

4. MATERIALS

5. COLOR

6. TEXTURE

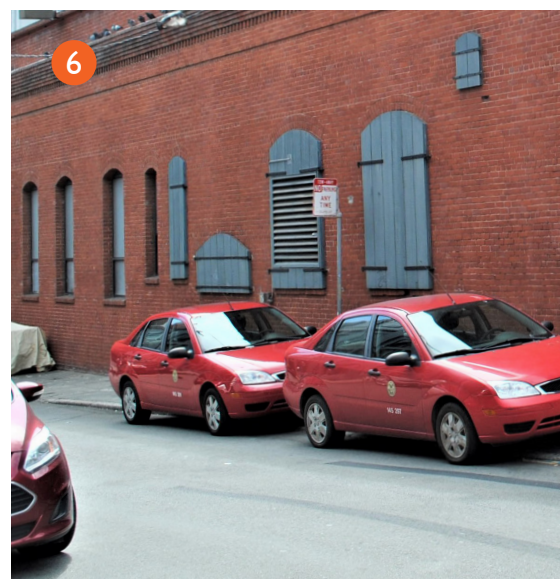
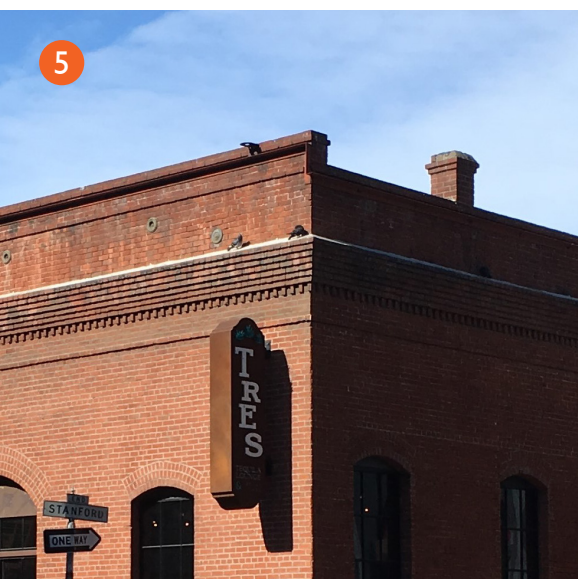
7. DETAIL





130 TOWNSEND CHARACTER-DEFINING FEATURES

1. FORM AND MASSING
2. RED BRICK CONSTRUCTION
3. ARCHED OPENINGS
4. CORNICE AND PARAPET
5. BRICK CHIMNEY
6. WOOD SHUTTERS (ALTERED REPLACEMENT FEATURES)
7. PATTERN OF WINDOW OPENINGS





CHARACTERISTICS OF THE PROPOSED PROJECT

1. MASSING-
DEFINED BY
PROPORTIONATE
SETBACKS AND 45 DEGREE
SUN PLANE SETBACK
REQUIREMENT AT ALLEY
2. FORM-
SCULPTURAL
3. CHARACTER-
INTERPRETATION OF
INDUSTRIAL STYLE OF
NEIGHBORHOOD
4. CONTINUITY-
COHESION WITH
HISTORIC BUILDING AND
SURROUNDING DISTRICT



CHARACTERISTICS OF THE PROPOSED PROJECT

1. **SCALE-**
**CONSISTENT WITH THE
NEIGHBORHOOD**
2. **NEW CONSTRUCTION AT
50 STANFORD-**
**MASSING CONSISTENT
WITH ADDITION TO
HISTORIC WAREHOUSE**
3. **TWO BUILDINGS ARE
DIFFERENTIATED BY USING
CONTRASTING CLADDING
MATERIALS**

ARC COMMENT #1 AND RESPONSE



COMMENT #1: ADDITIONAL VIEWS OF TOWNSEND STREET FACADE IN BOTH DIRECTIONS

RESPONSE: INCLUDED TWO VIEWS OF THE STREET FACE FROM OPPOSITE DIRECTIONS

ARC COMMENT #2 AND RESPONSE



COMMENT #2: CLARIFY COLOR AND DETAILING AT THE VISUAL VERTICAL HYPHEN BETWEEN 130 TOWNSEND AND 50 STANFORD

RESPONSE: INCLUDED DETAILED VIEW AND REVISED MATERIALITY AT LEVEL 5 TO CLARIFY VERTICAL HYPHEN DESIGN INTENT



CHARACTERISTICS OF THE PROPOSED PROJECT

1. PRESERVES THE SHELL OF 130 TOWNSEND HISTORIC WAREHOUSE
2. RESTORES EXTERIOR FEATURES: BRICK MASONRY, CORNICES, PARAPETS AND ALL EXISTING OPENINGS
3. TERRACOTTA COLORED SUNSCREEN PROVIDES THE SENSE OF OPACITY TYPICAL OF EARLY INDUSTRIAL BUILDINGS WITH LIMITED FENESTRATION



CHARACTERISTICS OF THE PROPOSED PROJECT

1. SETBACKS-

ADDITION SETBACK TO ALLOW THE MASSING AND PARAPET DETAILING TO BE EXPRESSED

2. MATERIALS-

CLOSELY MATCHING THOSE TRADITIONALLY FOUND IN THE NEIGHBORHOOD:

-TERRA COTTA COLORED SUNSCREEN

-PAINTED BLACK METAL WINDOW AND STOREFRONT FRAMES, MULLIONS AND SLAB COVERS

-CONCRETE STRUCTURE

-CLEAR GLAZING WITH GREY INTERLAYER

3. COLOR-

CLOSE TO EXISTING BRICK MASONRY, DIFFERENTIATED IN TONE

4. TEXTURE-

TERRA COTTA COLORED BLADES CREATE TEXTURAL IMPRESSION















ADDITION SET BACK

THANK YOU! ~ QUESTIONS?

