



233 GEARY STREET

SAN FRANCISCO, CA 94102

July 07, 2021

HISTORIC PRESERVATION COMMITTEE
PROJECT REVIEW PRESENTATION

Sand Hill Property Company

HANDEL ARCHITECTS LLP

STREET VIEWS OF EXISTING BUILDING



View 1: From Stockton looking south



View 2: From Stockton



View 3: From Stockton looking north



View 4: From Union Square looking south



View 5: Along Geary



View 6: Along Geary



View 6: From Market & Geary

ADAPTIVE REUSE EVOLUTION



Circa 1905, the Beaux Arts style mixed-use "Butler Building" supported medical offices and commercial retail uses.



Circa 1996, the building became absorbed within the multi-building Macy's city block complex, with multiple retail tenant spaces at the ground floor.

Circa 1946, the heavily remodelled building transformed into the single-use, I. Magnin department store, with new exterior facades.

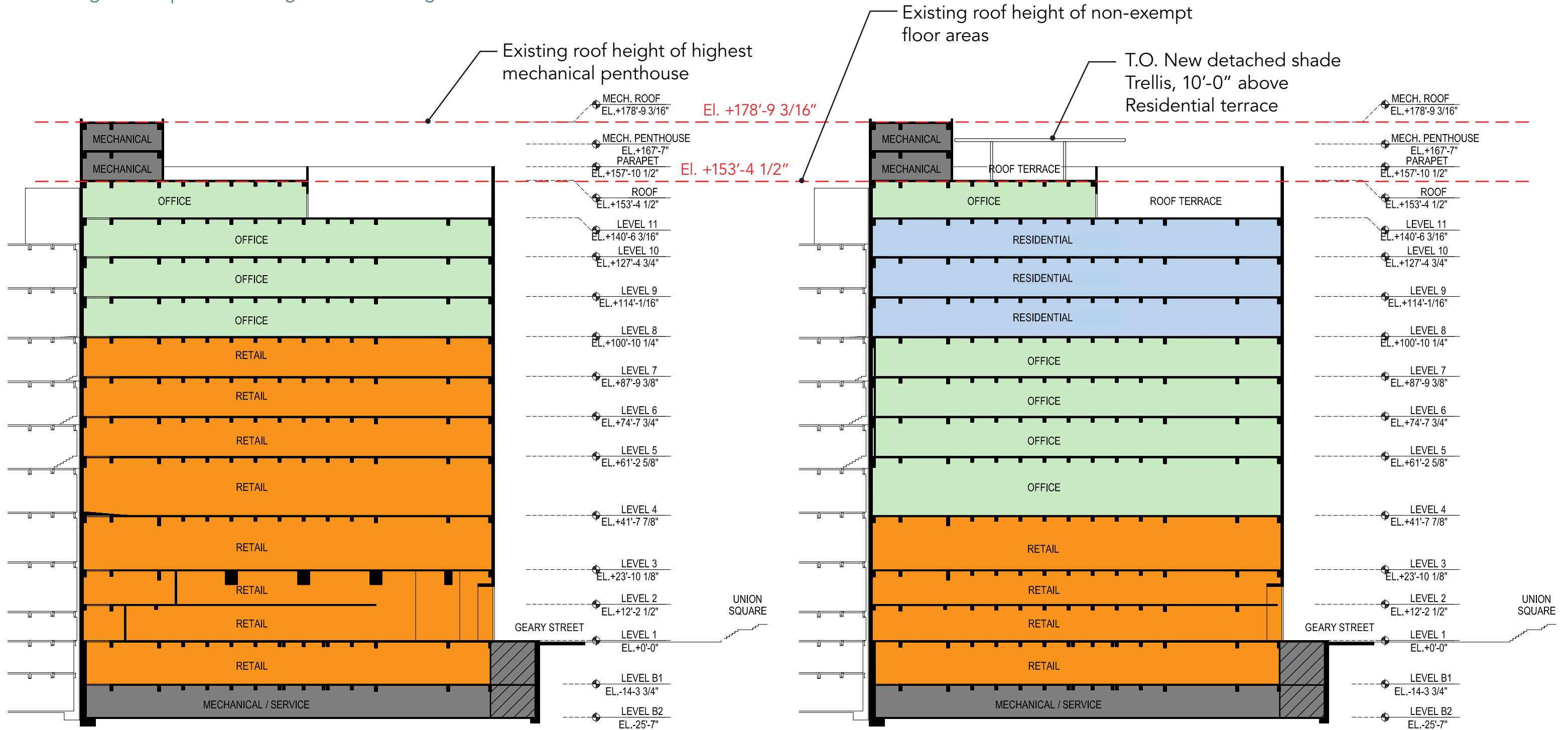


Proposed Future, Sand Hill Property Company proposes a mixed-use development incorporating retail, office and residential uses.



LAND USE & BUILDING HEIGHT DIAGRAM

Existing and Proposed Building Section Looking West



Existing

Multi-tenant, single-use department store

Proposed

Multi-tenant, mixed-use building

NORTH ELEVATION - GEARY STREET

Existing and Proposed



Existing

Proposed

NORTH ELEVATION - ENLARGED



PROPOSED GEARY STREET STOREFRONT FACADE

View from Union Square and Central Subway Station Exit



MASTER SIGN PROGRAM HAS NOT YET BEEN FINALIZED AND IS NOT SUBJECT TO CURRENT REVIEW BY ARC/HPC. MASTER SIGN PROGRAM PROPOSAL WILL BE SUBMITTED FOR REVIEW AT A LATER TIME.

STOREFRONT MULLION COLOR REFERENCE



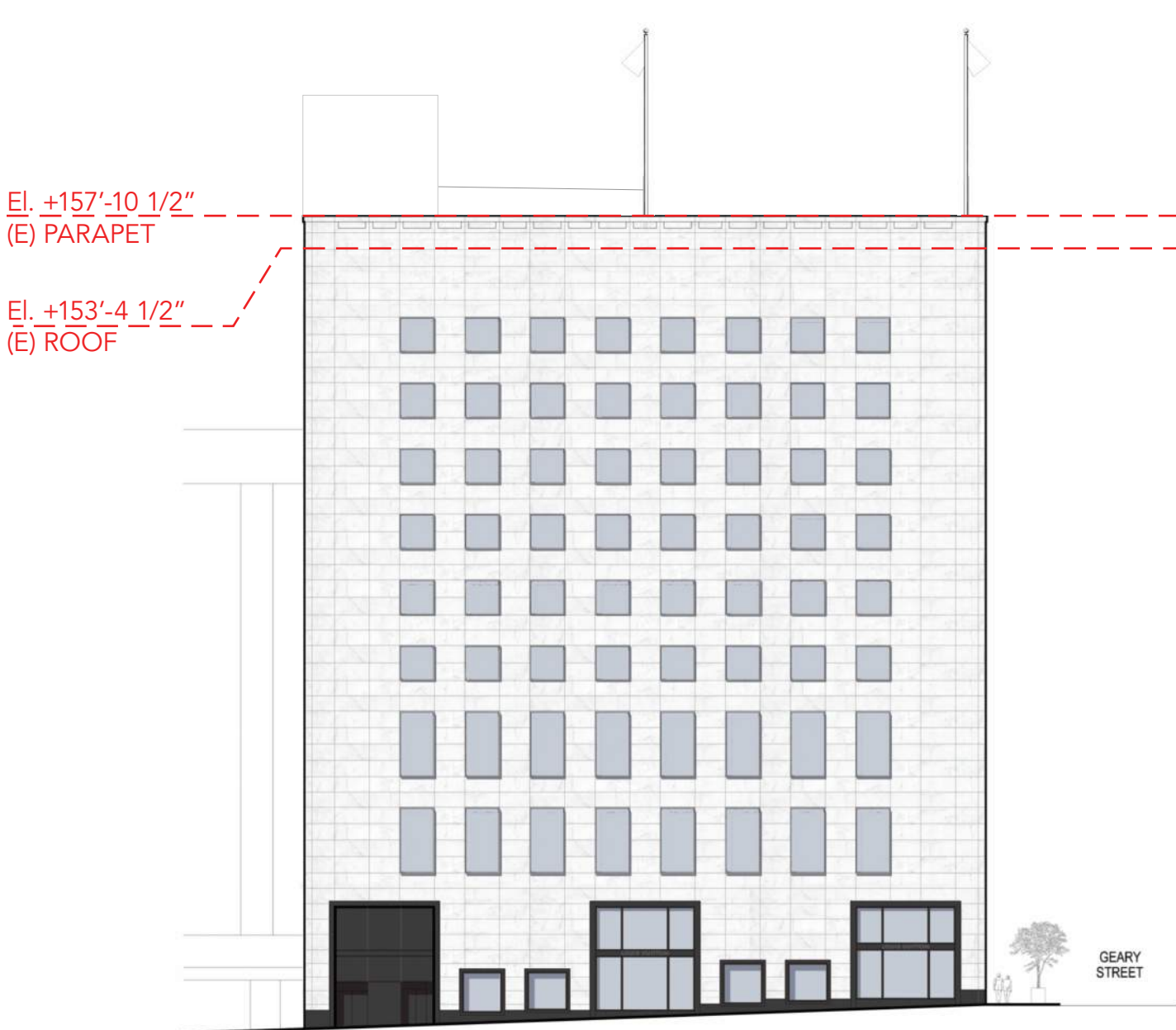
Proposed project seeks to re-introduce this distinctive use of bronze/brass colored metal trim at storefronts, in keeping with Pflueger's original design intent to reflect the glamour and luxury of the I. Magnin brand.

Historic photographs from the 1970's show evidence of previous existence of brass colored metal trims and accents at storefront entries, in keeping with I. Magnin branding and signage



EAST ELEVATION - STOCKTON STREET

Existing and Proposed

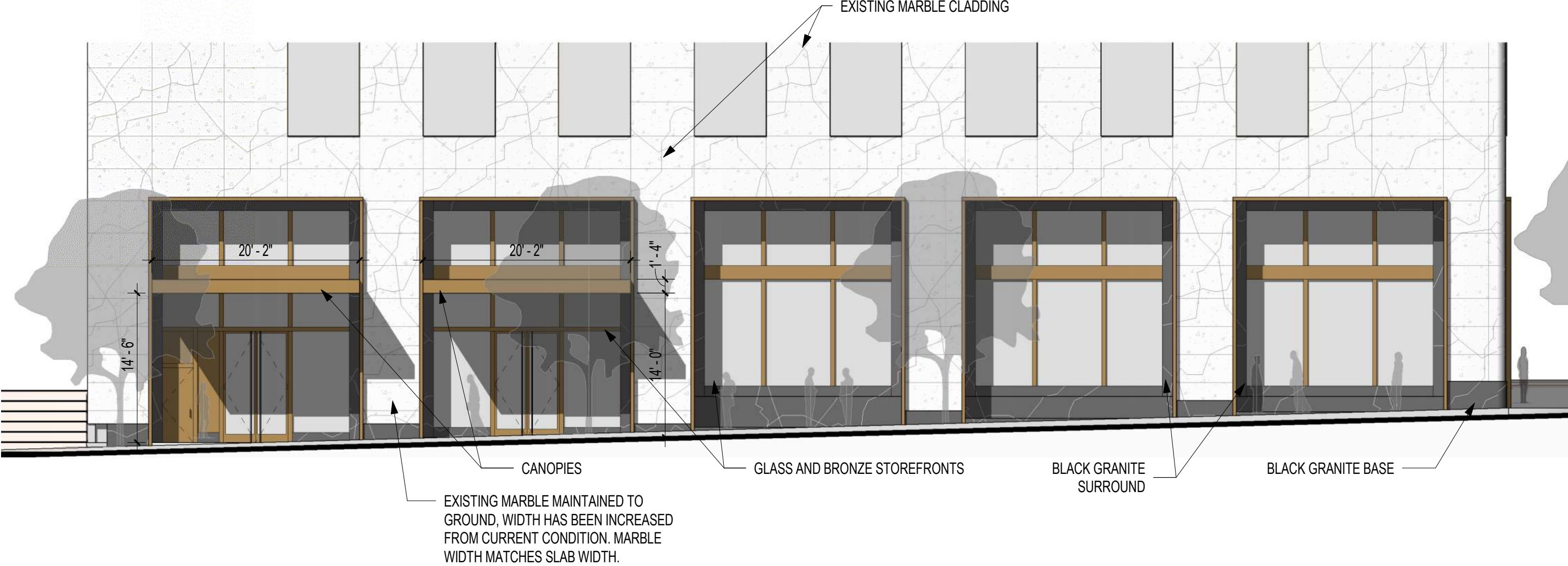


Existing



Proposed

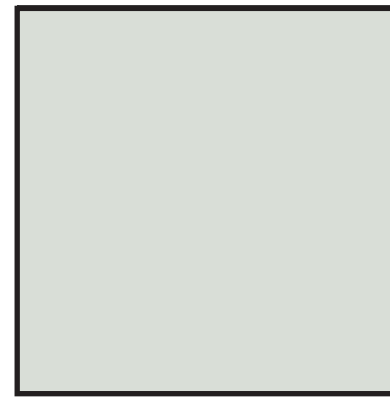
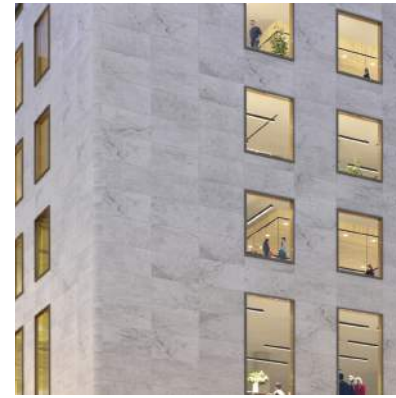
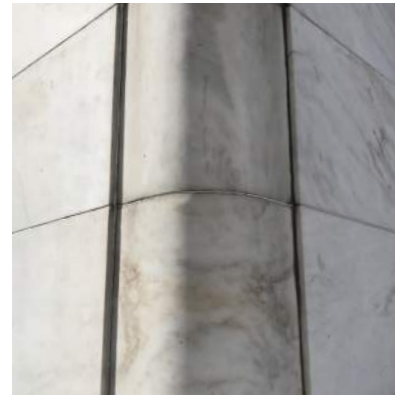
EAST ELEVATION - ENLARGED





STONE - WHITE VERMONT MARBLE

TO MATCH HISTORIC STONE
COLOR: IMPERIAL DANBY



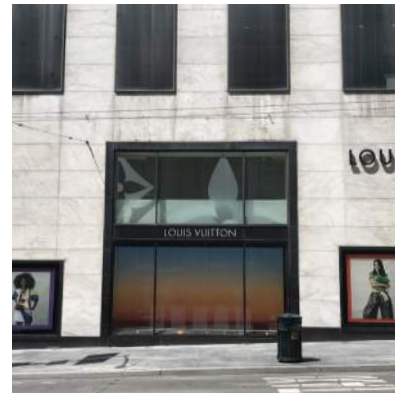
GLASS - RETAIL

COLOR: LOW IRON, ULTRA CLEAR
MFR: GUARDIAN OR SIMILAR



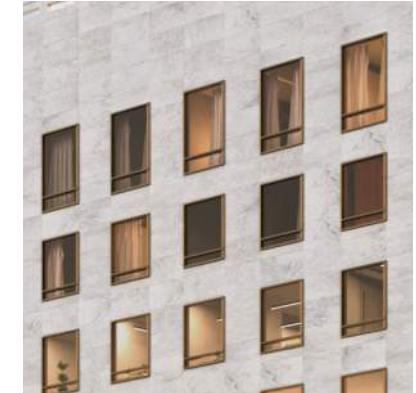
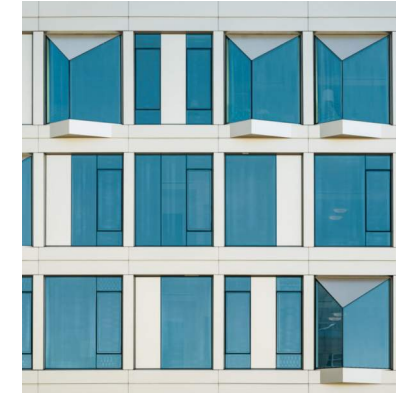
STONE - BLACK GRANITE

TO MATCH HISTORIC STONE
COLOR: ANDES BLACK



GLASS - OFFICE & RESIDENTIAL

COLOR: SUPERNEUTRAL 68 ON CLEAR GLASS
MFR: GUARDIAN OR SIMILAR



METAL - MULLIONS & PANELS

COLOR: BRONZE, MEDIUM STATUARY

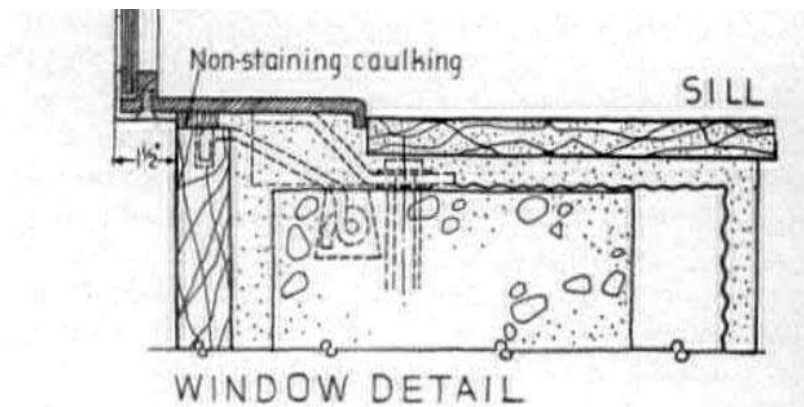
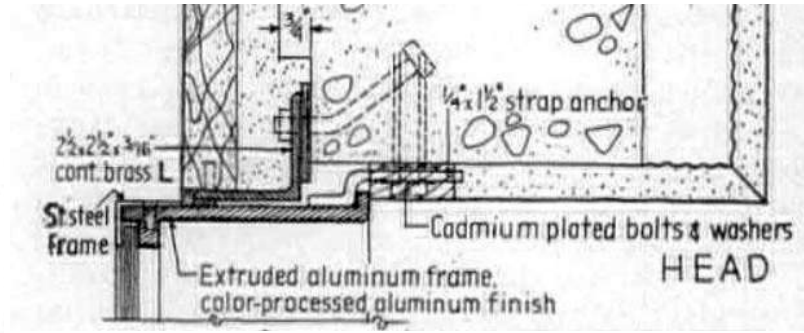


MATERIAL BOARD

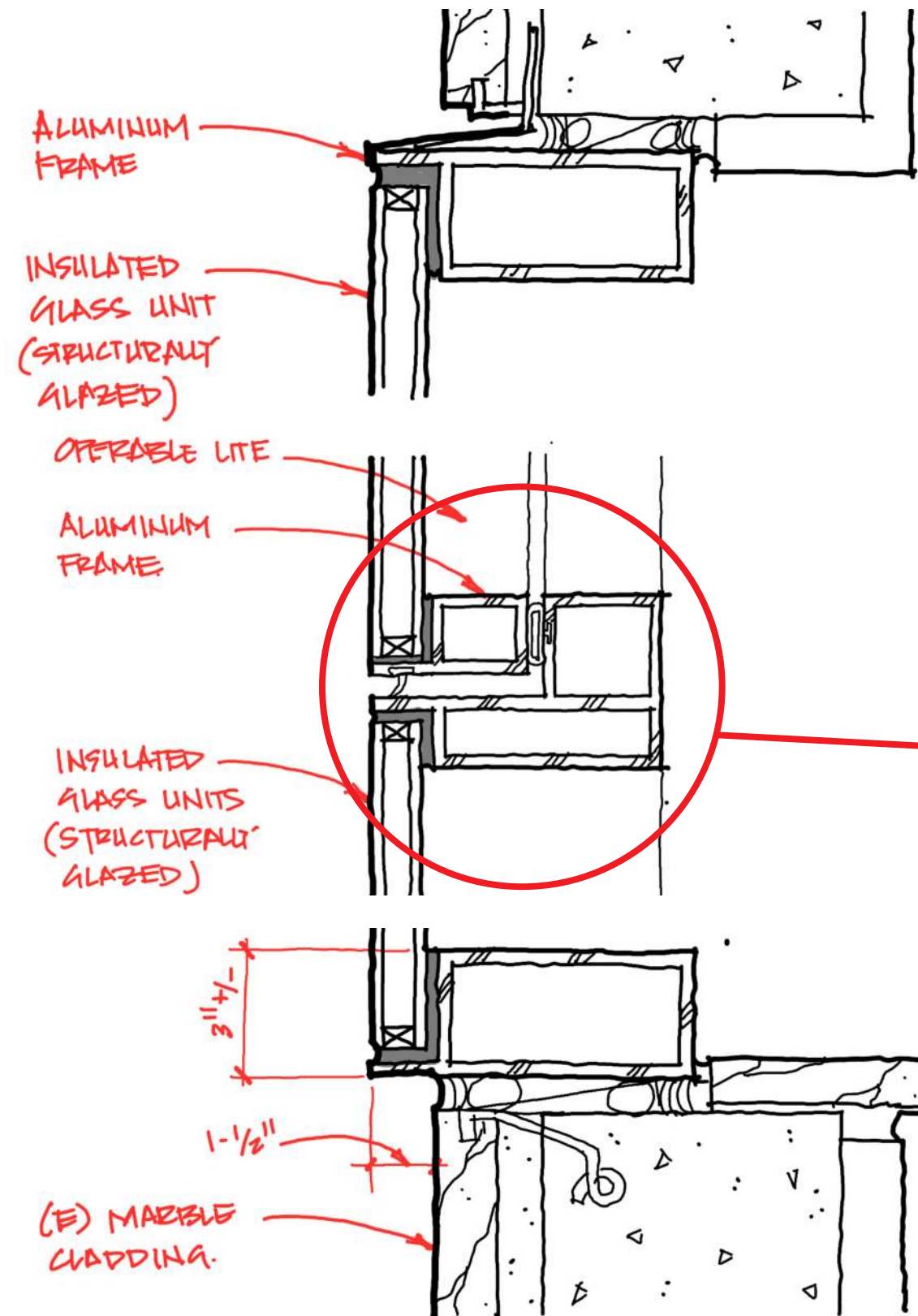
233 GEARY STREET

WINDOW DETAILS

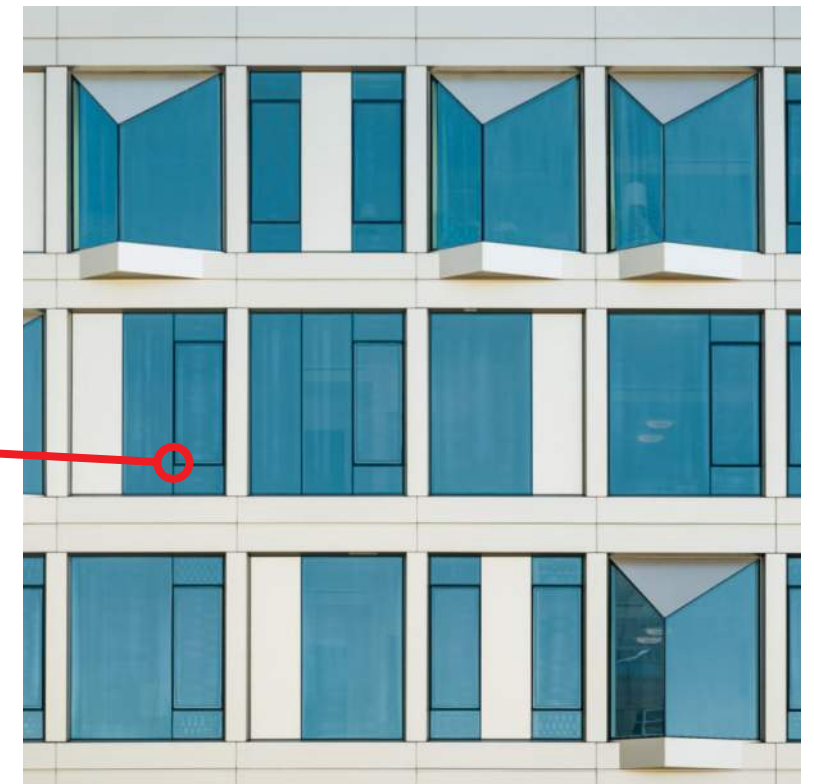
NOT TO SCALE



Existing Head & Sill Detail



Proposed Head & Sill Detail (Jamb Similar)



Reference Image of how structurally glazed Horizontal

EXISTING WINDOW CONDITIONS



Some of the existing windows (not all) have a solar control film applied to them, making the windows appear darker and more reflective than others. This film is not part of Pflueger's original design.

These areas are full height blackout spandrels to screen off existing structural shear walls behind.



Some windows appear darker where shades behind the glass are visible

The majority of glass is typically clear with no tint, similar to glass at the ground level storefronts.

Appearance of glass from the exterior where the solar control film has been pulled away. Note the white background propped up to simulate general interior lighting.



EXISTING WINDOW CONDITIONS



The exterior trim is a light colored stainless steel, which has slightly patinated over time, giving it a warmer, pale champagne bronze coloring.

Interior frames of existing windows are neutral, light colored brushed aluminum, as evidenced by this recent image.



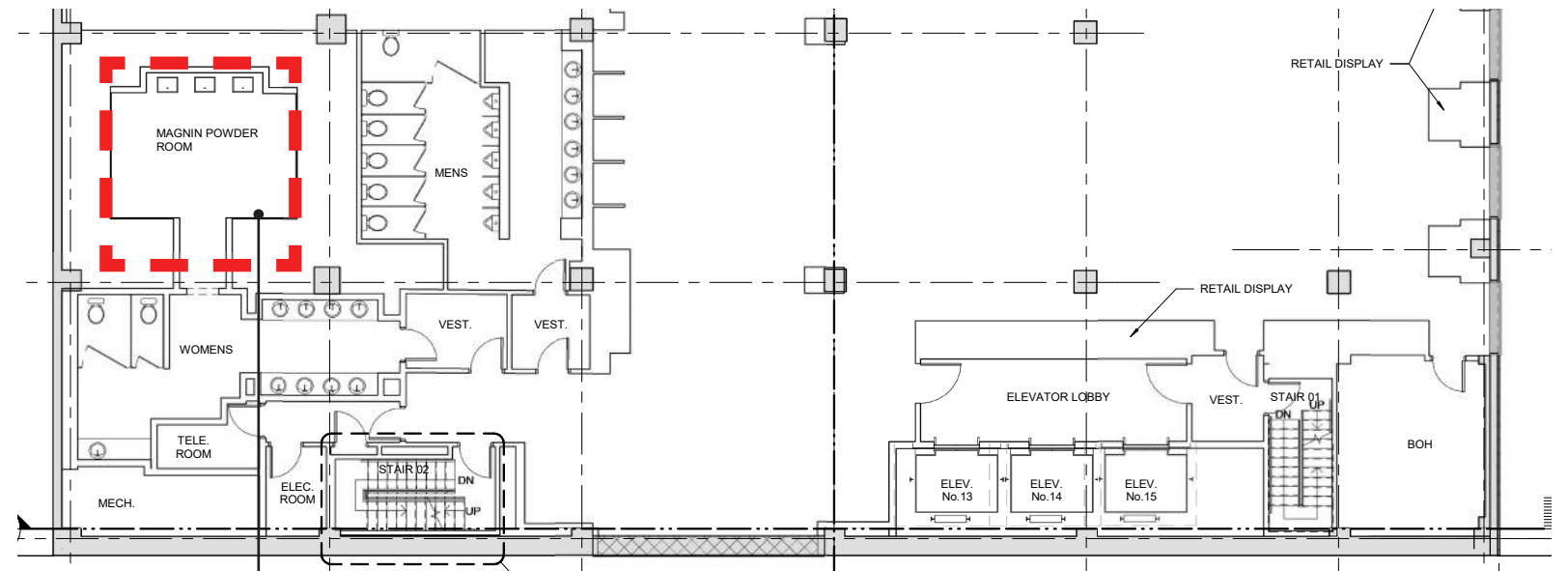
RESPONSE TO ARCHITECTURAL REVIEW COMMITTEE COMMENTS

Key items discussed with ARC on May 19, 2021 include:

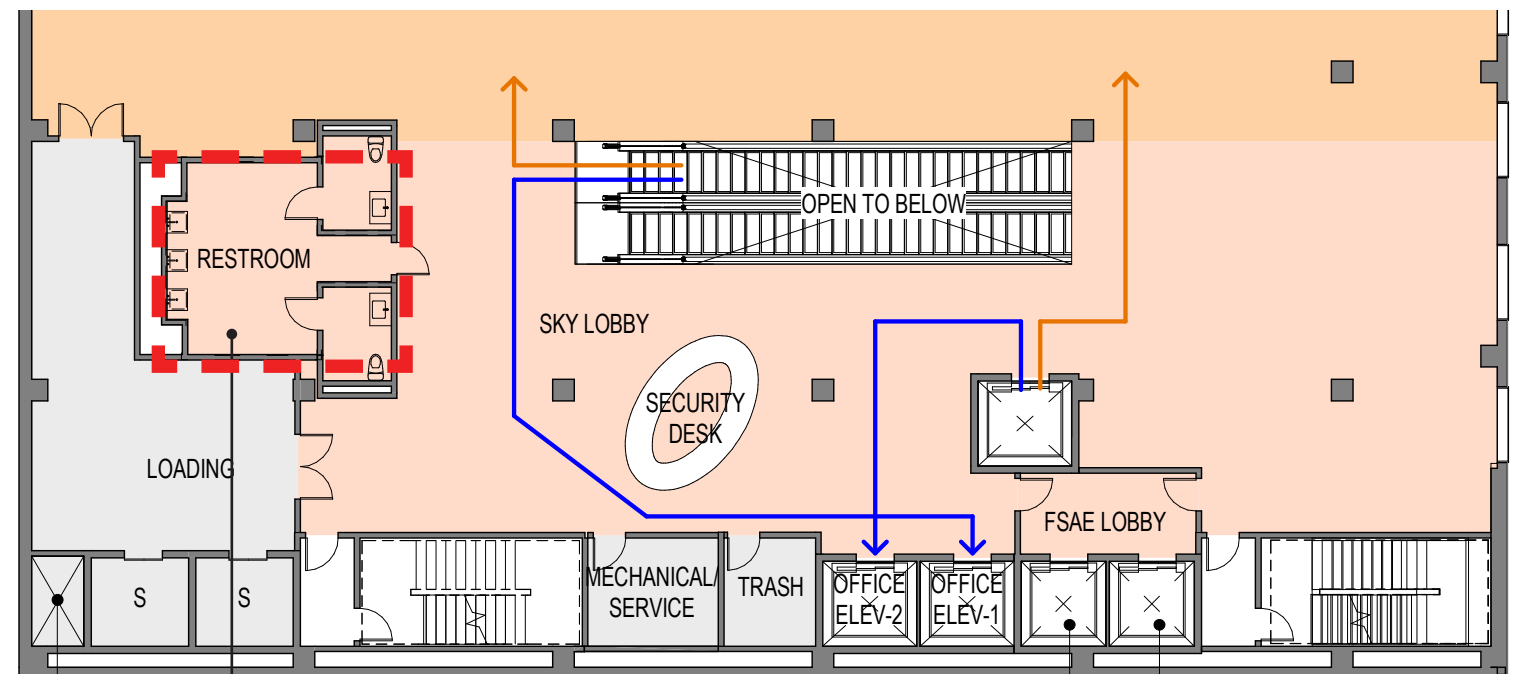
- Existing historic powder room at Level 06
- Ground Floor retail facade materiality and coloration
- Residential window materiality, coloration and detailing

Historic I. Magnin Powder Room

Proposed Relocation/Reconstruction from L06 to L03



Existing Location
Historic washroom currently located on proposed Level 06 office floor



Proposed Location
Historic washroom to be relocated from 6th floor office, to 3rd floor retail/ lobby to allow for better public accessibility and opportunity for interpretive display.

*Square footages provided on plans are gross estimates only.

UPDATED SCHEME - BASED ON SF ARC COMMENTS

View from Union Square and Central Subway Station Exit



Project Application, March 2021



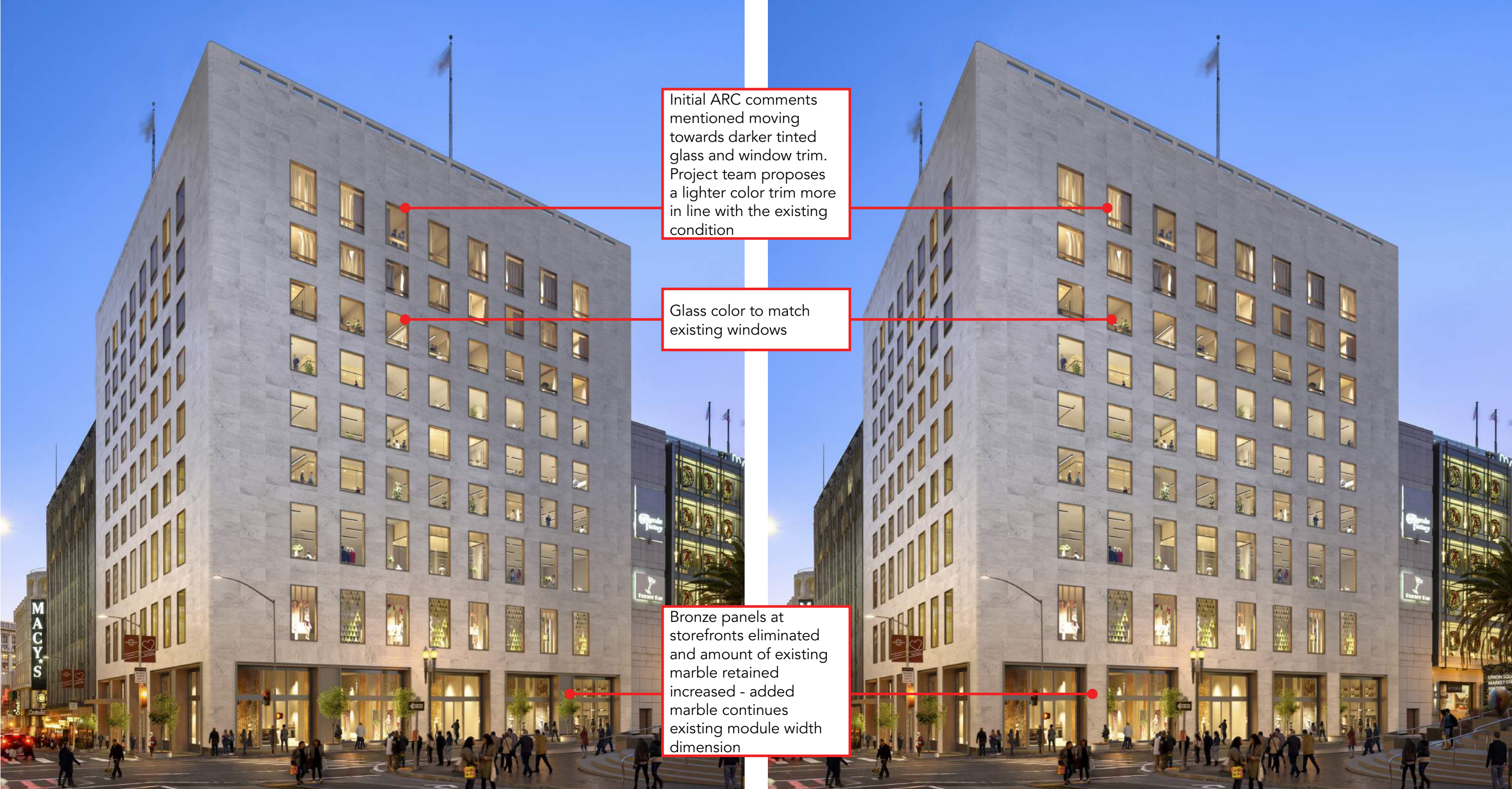
Bronze panels at storefronts eliminated and amount of existing marble retained increased - added marble matches existing module width dimension

Proposed bronze material re-introduced based on historic precedent. Refer to historic photographs on p. 7.

Bronze panels at storefronts eliminated and amount of existing marble retained increased - added marble matches existing module width dimension

Updated Scheme based on SF ARC Comments

UPDATED SCHEME - BASED ON SF ARC COMMENTS



Initial ARC comments mentioned moving towards darker tinted glass and window trim. Project team proposes a lighter color trim more in line with the existing condition

Glass color to match existing windows

Bronze panels at storefronts eliminated and amount of existing marble retained increased - added marble continues existing module width dimension

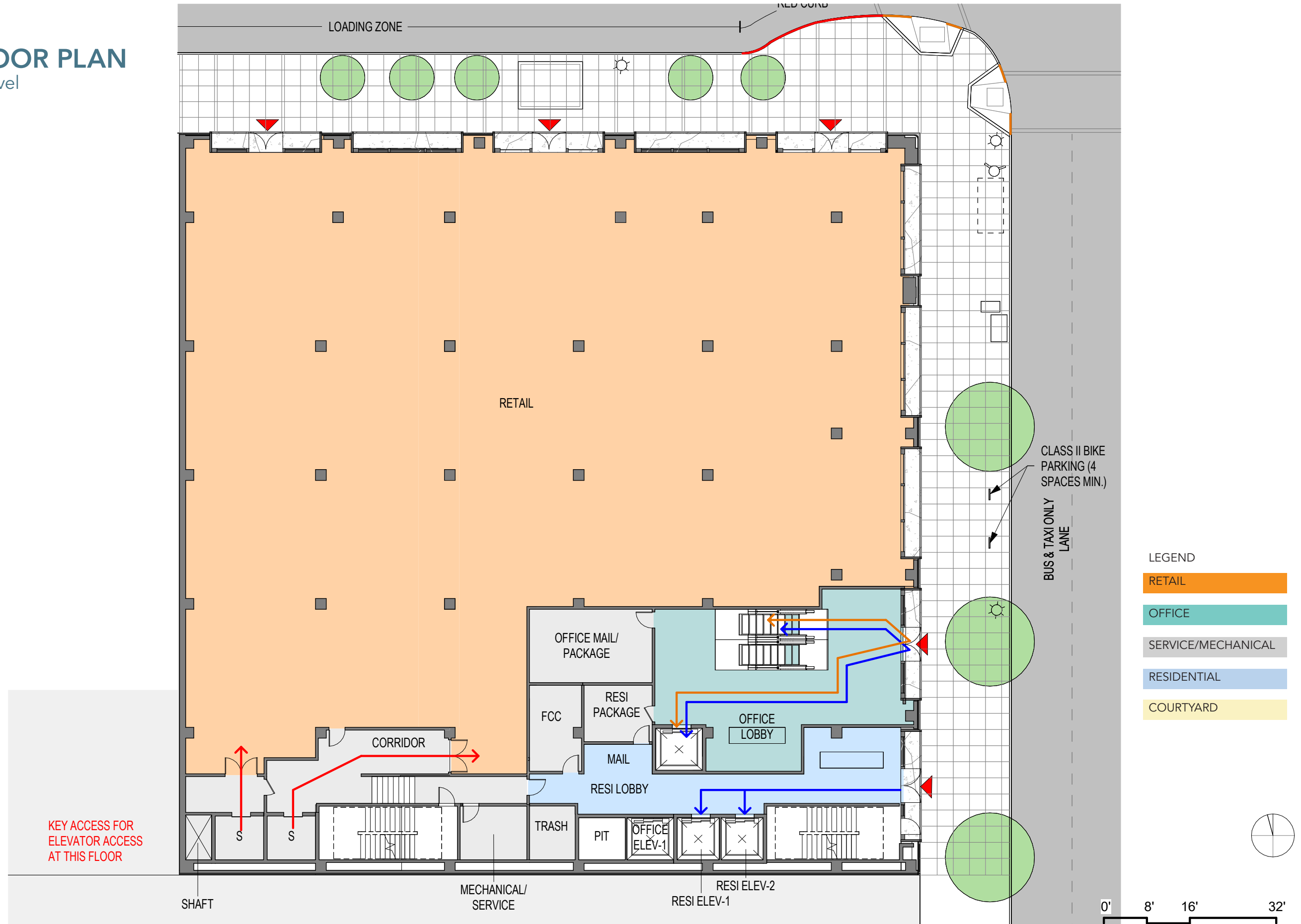
Project Application, March 2021

Updated Retail Storefronts and Architectural Finishes based on SF ARC Comments

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LEVEL 1 FLOOR PLAN

Retail & Lobby Level

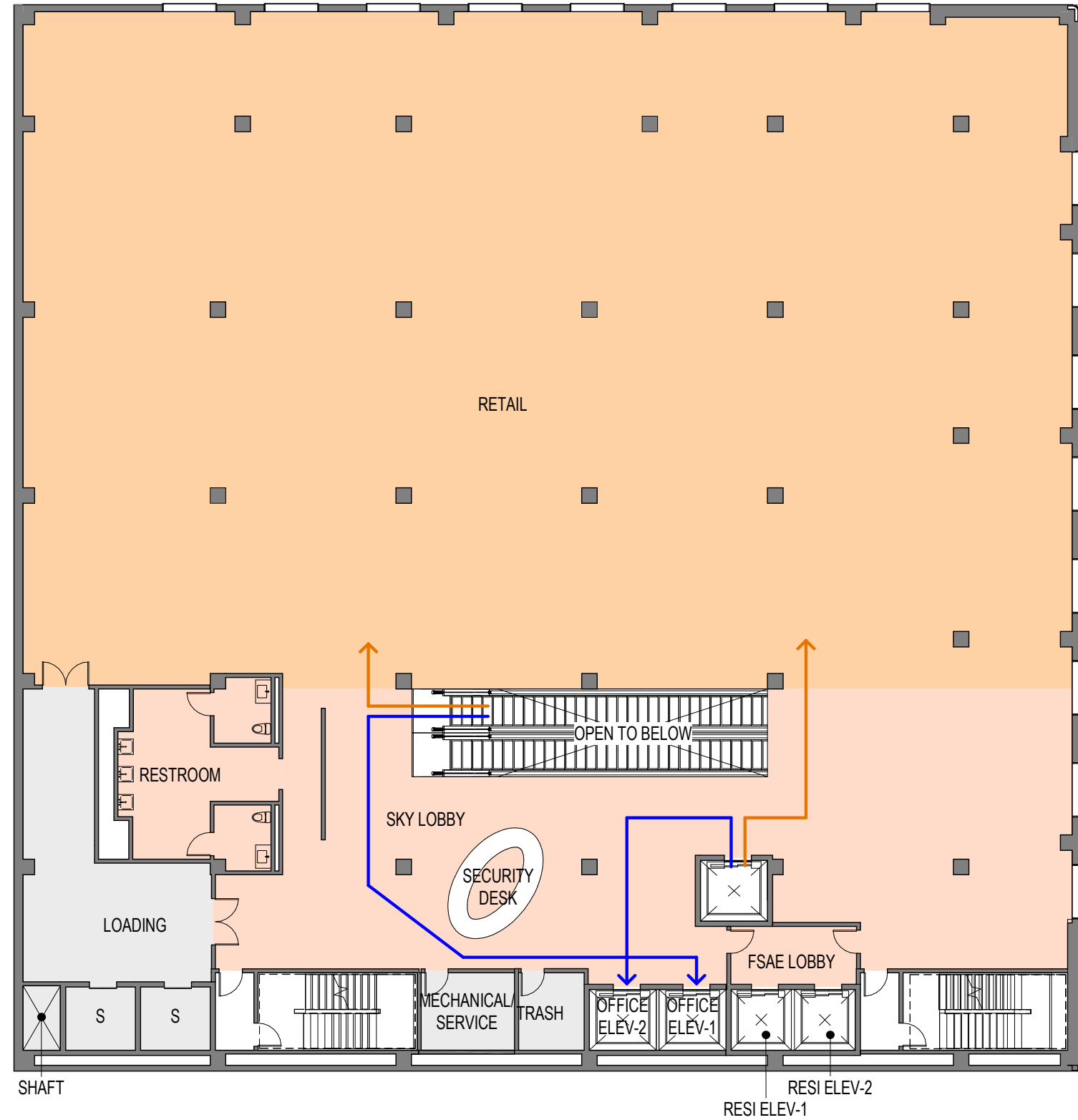


KEY ACCESS FOR ELEVATOR ACCESS AT THIS FLOOR

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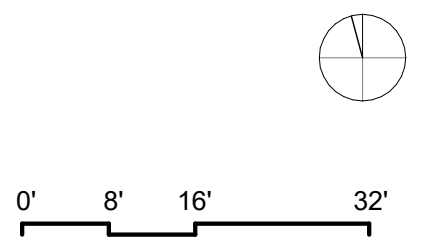
LEVEL 3 FLOOR PLAN

Retail



LEGEND

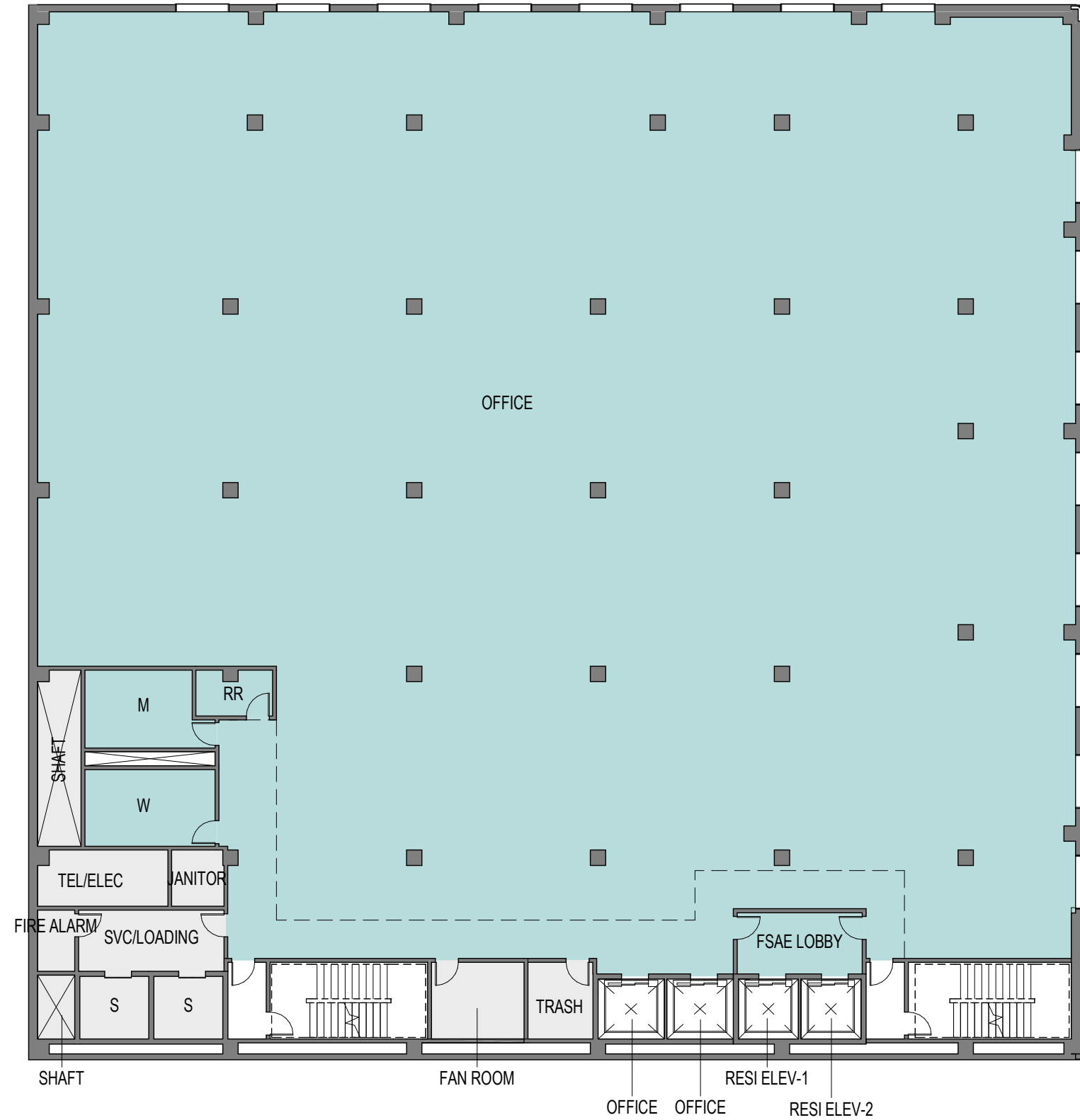
- RETAIL
- OFFICE
- SERVICE/MECHANICAL
- RESIDENTIAL
- COURTYARD



*Square footages provided on plans are gross estimates only.

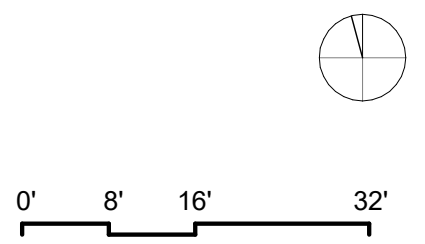
LEVEL 4-7 FLOOR PLAN

Office



LEGEND

- RETAIL
- OFFICE
- SERVICE/MECHANICAL
- RESIDENTIAL
- COURTYARD



*Square footages provided on plans are gross estimates only.

LEVEL 8 FLOOR PLAN (L09-10 SIMILAR)

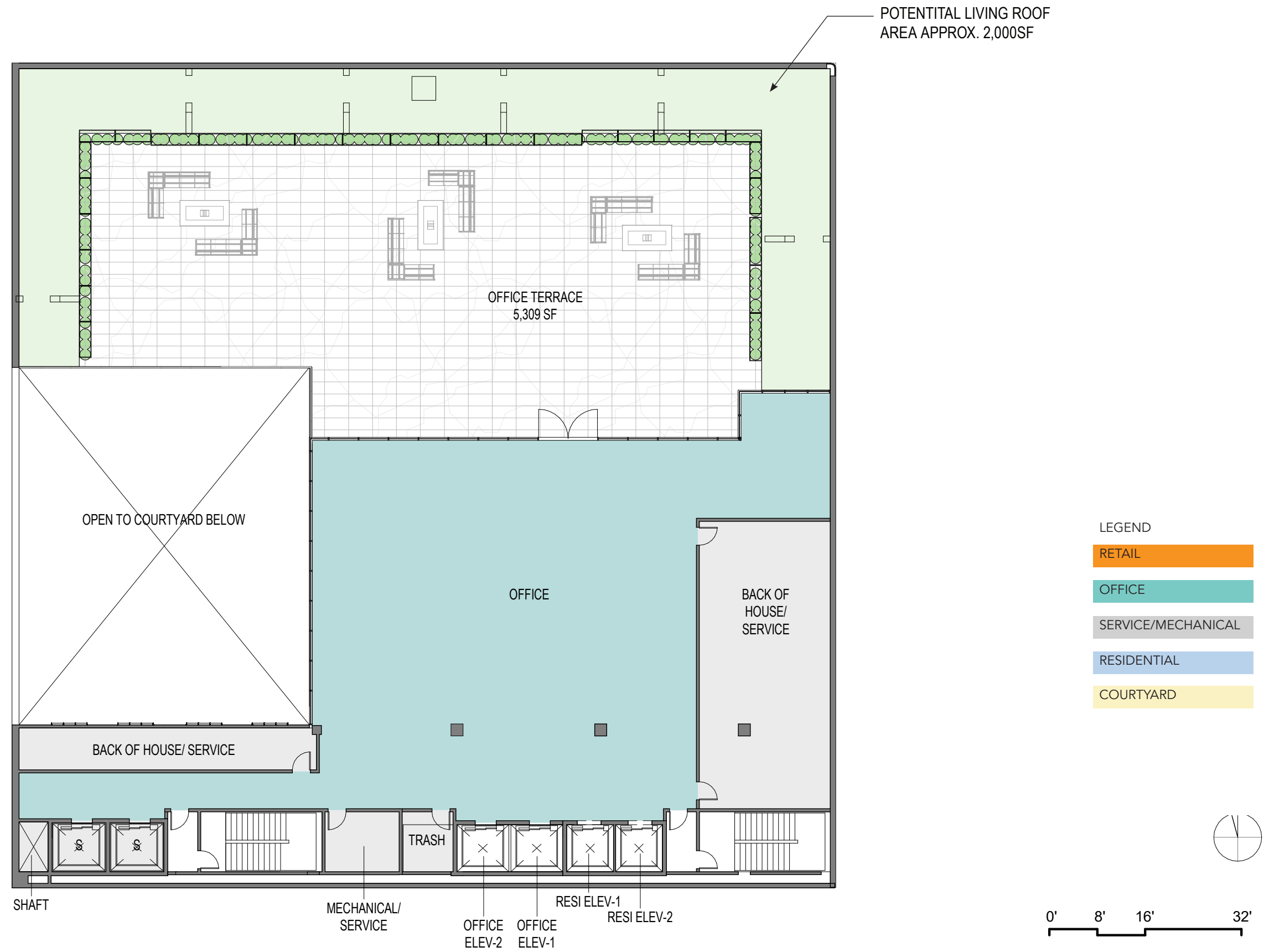
Residential



*Square footages provided on plans are gross estimates only.

LEVEL 11 FLOOR PLAN

Office & Office Terrace



*Square footages provided on plans are gross estimates only.

PROPOSED VIEW FROM UNION SQUARE PLAZA



Existing Condition



Project Application Proposal updated based on SF ARC comments

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EXISTING ROOFSCAPE



PROPOSED ROOFSCAPE





The central focus is a tall, rectangular building with a light-colored, textured facade. It features a regular grid of windows, many of which are illuminated from within, creating a warm glow against the twilight sky. The building's design is minimalist and modern.

To the right of the main building is a lower, curved structure with large glass windows. This building is decorated with festive lights and displays, including a prominent "Macy's" sign. It appears to be a retail store, likely a Macy's department store, with holiday-themed window displays.

Several palm trees are visible on the right side of the image. One large palm tree in the foreground is heavily decorated with warm white string lights, creating a festive atmosphere. Other palm trees are visible in the background, some also decorated with lights.

On the far left, a portion of another modern building is visible. It has a glass facade and a distinctive diamond-patterned roof structure. The interior lights are visible through the glass.

A street lamp is visible on the left side of the image, casting a warm glow. It is positioned near the intersection of the street.

Two brown banners are hanging from a pole on the left. The top banner features the "UNION SQUARE" logo and a heart symbol. The bottom banner also features a heart symbol and the text "UNION SQUARE STARTS HERE".

A vertical "MACY'S" sign is visible on the left side of the image, near the intersection. The sign is illuminated and features the Macy's logo.

A small brown banner with a heart symbol is hanging from a pole near the intersection.

A sign for "UNION SQUARE MARKET STREET STATION" is visible near the base of the palm trees on the right.

The foreground shows a busy city street at dusk. Pedestrians are walking across the street, and cars are visible in the distance. The street is illuminated by streetlights and the building lights. A set of stairs leads up from the street on the right side of the image.

APPENDIX

SCHEME COMPARISON - LIGHT VS DARK WINDOWS



Proposed - Lighter Frames with Clear Glass



Alternate - Darker Frame with Tinted Glass

SCHEME COMPARISON - CURRENT PROPOSED VS SHORTER WINDOWS AT LEVEL 10



Proposed



Alternate - Shorter Windows at Level 10

SCHEME COMPARISON - CURRENT PROPOSED VS SCHEME W/ADDED WINDOWS & OPENINGS



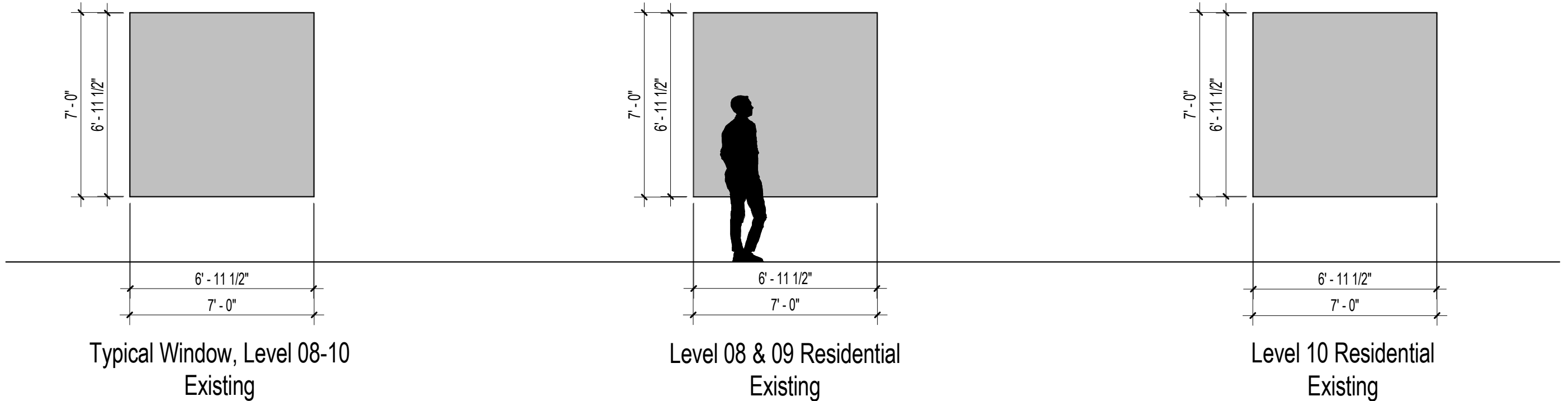
Proposed



Alternate - Added Windows and Openings

COMPARISON OF AREAS OF GLASS UNOBSTRUCTED BY MULLIONS

View from the Interior



Typical Window, Level 08-10 Existing

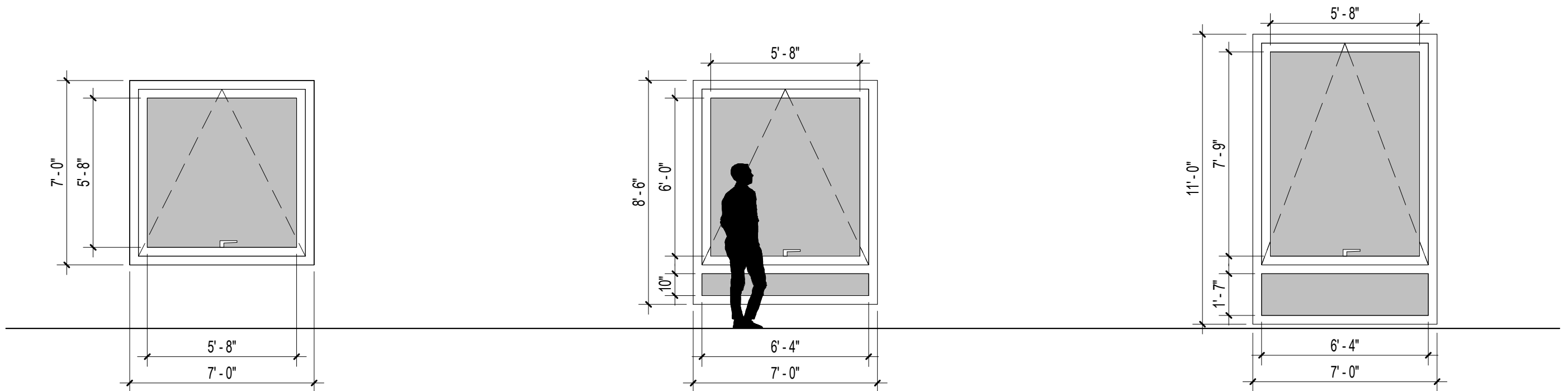
Area of glass unobstructed by mullions = 48.42 SF

Level 08 & 09 Residential Existing

Area of glass unobstructed by mullions = 48.42 SF

Level 10 Residential Existing

Area of glass unobstructed by mullions = 48.42 SF



Typical Window, Level 08-10 Operable Window in Existing Opening

Area of glass unobstructed by mullions = 32.11 SF

Level 08 & 09 Residential Proposed

Area of glass unobstructed by mullions = 39.29 SF

Level 10 Residential Proposed

Area of glass unobstructed by mullions = 53.95 SF