

BOARD of SUPERVISORS



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July 5, 2017

**File No. 170755**

Lisa Gibson  
Acting Environmental Review Officer  
Planning Department  
1650 Mission Street, Ste. 400  
San Francisco, CA 94103

Dear Ms. Gibson:

On June 27, 2017, the Historic Preservation Commission introduced the following proposed legislation:

**File No. 170755**

**Ordinance amending the Planning Code to designate 2117-2123 Market Street (aka New Era Hall), in Assessor's Parcel Block No. 3543, Lot No. 012, as a Landmark under Article 10 of the Planning Code; affirming the Planning Department's determination under the California Environmental Quality Act; making public necessity, convenience and welfare findings under Planning Code, Section 302; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.**

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

A handwritten signature in cursive script, appearing to read "Erica Major".

By: Erica Major, Assistant Clerk  
Land Use and Transportation Committee

Attachment

c: Joy Navarrete, Environmental Planning  
Laura Lynch, Environmental Planning

1 [Planning Code - Landmark Designation - 2117-2123 Market Street (aka New Era Hall)]

2  
3 **Ordinance amending the Planning Code to designate 2117-2123 Market Street (aka New**  
4 **Era Hall), in Assessor's Parcel Block No. 3543, Lot No. 012, as a Landmark under**  
5 **Article 10 of the Planning Code; affirming the Planning Department's determination**  
6 **under the California Environmental Quality Act; making public necessity, convenience**  
7 **and welfare findings under Planning Code, Section 302; and making findings of**  
8 **consistency with the General Plan, and the eight priority policies of Planning Code,**  
9 **Section 101.1.**

10 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.  
11 **Additions to Codes** are in *single-underline italics Times New Roman font*.  
12 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.  
13 **Board amendment additions** are in double-underlined Arial font.  
14 **Board amendment deletions** are in ~~strikethrough Arial font~~.  
15 **Asterisks (\* \* \* \*)** indicate the omission of unchanged Code  
16 subsections or parts of tables.

17 Be it ordained by the People of the City and County of San Francisco:

18 Section 1. Findings.

19 (a) CEQA and Land Use Findings.

20 (1) The Planning Department has determined that the proposed Planning Code  
21 amendment is subject to a Categorical Exemption from the California Environmental Quality  
22 Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section  
23 15308 of the Guidelines for Implementation of the statute for actions by regulatory agencies  
24 for protection of the environment (in this case, landmark designation). Said determination is  
25 on file with the Clerk of the Board of Supervisors in File No. \_\_\_\_\_ and is incorporated herein  
by reference.

(2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that  
the proposed landmark designation of 2117-2123 Market Street (aka New Era Hall), in

1 Assessor's Parcel Block 3543, Lot 012, will serve the public necessity, convenience and  
2 welfare for the reasons set forth in Historic Preservation Commission Resolution No.  
3 \_\_\_\_\_, recommending approval of the proposed designation, which is incorporated  
4 herein by reference.

5 (3) The Board finds that the proposed landmark designation of 2117-2123  
6 Market Street (aka New Era Hall), in Assessor's Parcel Block 3543, Lot 012, is consistent with  
7 the San Francisco General Plan and with Planning Code Section 101.1(b) for the reasons set  
8 forth in Historic Preservation Commission Resolution No. \_\_\_\_\_, recommending  
9 approval of the proposed designation, which is incorporated herein by reference.

10 (b) General Findings.

11 (1) Pursuant to Section 4.135 of the Charter of the City and County of San  
12 Francisco, the Historic Preservation Commission has authority "to recommend approval,  
13 disapproval, or modification of landmark designations and historic district designations under  
14 the Planning Code to the Board of Supervisors."

15 (2) On June 11, 2011, the Historic Preservation Commission added 2117-2123  
16 Market Street (aka New Era Hall), in Assessor's Parcel Block 3543, Lot 012, to the Landmark  
17 Designation Work Program.

18 (3) The Designation report was prepared by experts and reviewed by Planning  
19 Department Preservation staff. All preparers meet the Secretary of the Interior's Professional  
20 Qualification Standards, and the report was reviewed for accuracy and conformance with the  
21 purposes and standards of Article 10.

22 (4) The Historic Preservation Commission, at its regular meeting of  
23 \_\_\_\_\_, reviewed Department staff's analysis of 2117-2123 Market Street's historical  
24 significance per Article 10 as part of the Landmark Designation Case Report dated  
25 \_\_\_\_\_.

1 (5) On \_\_\_\_\_, the Historic Preservation Commission passed Resolution  
2 No. \_\_\_\_\_, initiating designation of 2117-2123 Market Street (aka New Era Hall), in  
3 Assessor's Parcel Block 3543, Lot 012, as a San Francisco Landmark pursuant to Section  
4 1004.1 of the San Francisco Planning Code. Such motion is on file with the Clerk of the  
5 Board in File \_\_\_\_\_ and incorporated herein by reference.

6 (6) On \_\_\_\_\_, after holding a public hearing on the proposed designation  
7 and having considered the specialized analyses prepared by Planning Department staff and  
8 the Landmark Designation Case Report, the Historic Preservation Commission recommended  
9 approval of the proposed landmark designation of 2117-2123 Market Street (aka New Era  
10 Hall), in Assessor's Parcel Block 3543, Lot 012, in Resolution No. \_\_\_\_\_. Such  
11 resolution is on file with the Clerk of the Board in File No. \_\_\_\_\_.

12 (7) The Board of Supervisors hereby finds that 2117-2123 Market Street (aka  
13 New Era Hall), in Assessor's Parcel Block 3543, Lot 012, has a special character and special  
14 historical, architectural, and aesthetic interest and value, and that its designation as a  
15 Landmark will further the purposes of and conform to the standards set forth in Article 10 of  
16 the San Francisco Planning Code.

17  
18 Section 2. Designation.

19 Pursuant to Section 1004 of the Planning Code, 2117-2123 Market Street (aka New  
20 Era Hall), in Assessor's Parcel Block 3543, Lot 012, is hereby designated as a San Francisco  
21 Landmark under Article 10 of the Planning Code.

22  
23 Section 3. Required Data.

24 (a) The description, location, and boundary of the Landmark site consists of the City  
25 parcel located at 2117-2123 Market Street (aka New Era Hall), in Assessor's Parcel Block

1 3543, Lot 012, in San Francisco's Upper Market neighborhood.

2 (b) The characteristics of the Landmark that justify its designation are described and  
3 shown in the Landmark Designation Case Report and other supporting materials contained in  
4 Planning Department Case Docket No. 2011.1124L. In brief, 2117-2123 Market Street (aka  
5 New Era Hall), in Assessor's Parcel Block 3543, Lot 012, is eligible for local designation under  
6 National Register of Historic Places Criterion C (as it embodies distinctive characteristics of a  
7 type, period, or method of construction and represents the work of a master architect).  
8 Specifically, designation of New Era Hall is proper given it is one of only nine known purpose-  
9 built social halls with commercial spaces designed in the Classical Revival style with  
10 Craftsman details by master architect August Nordin.

11 (c) The particular features that shall be preserved, or replaced in-kind as determined  
12 necessary, are those generally shown in photographs and described in the Landmark  
13 Designation Case Report, which can be found in Planning Department Docket No.  
14 2011.1124L, and which are incorporated in this designation by reference as though fully set  
15 forth. Specifically, the following features shall be preserved or replaced in kind:

16 (1) All exterior elevations, form, massing, structure, roofline, architectural  
17 ornament and materials of 2117-2123 Market Street, identified as:

18 (A) Two-story height and massing (ground floor of 14 and 15 feet and  
19 second floor of 16 and 24 feet);

20 (B) All exterior elevations including the narrow, flush wood siding at the  
21 second floor of the front elevation and channel drop siding at the side elevation;

22 (C) All architectural details and motifs, including the cornice with plain  
23 frieze; over-scaled, paired brackets with extended triple pendants; and square, beveled rafter  
24 tails supporting a deeply projecting cornice with banded moldings;

1 (D) Central entry doors within the center bay at 2117 Market Street,  
2 including the single-glazed, double leaf, wood doors with decorative flared door surround,  
3 capped by a beveled lintel entry hood with applied floriated ornament, supported by nailhead  
4 block details;

5 (E) Ground floor storefronts, including the partially recessed, angled  
6 vestibule storefront entry with tile flooring at 2117 Market Street and the deeply recessed,  
7 angled vestibule storefronts at 2123 Market Street; the configuration of the storefronts at 2117  
8 and 2123 Market Street comprised of stucco bulkheads, raised display platforms, and plate  
9 glass windows storefront windows; the over-scaled, divided light, wood transom spanning the  
10 plate glass storefronts at the ground floor; and the wood-sash, single-light doors at 2117 and  
11 2121 Market Street (non-historic aluminum doors at 2123 Market Street are not character-  
12 defining features);

13 (F) Second floor fenestration, including triple-ganged, wood sash, double-  
14 hung windows with ogee lugs surrounded by heavy casings and bracketed lintels and sills  
15 with nailhead block trim, located in the first and third building bays, and the single double-  
16 hung, wood sash window with ogee lugs and heavy casings located within the middle bay.

17 (2) The character-defining interior features of the building are those associated  
18 with areas that have historically been accessible to the public, and are depicted in the floor  
19 plans or photos the Landmark Designation Report dated \_\_\_\_\_, including:

20 (A) Stairway to Second Floor Lodge Rooms including the vertical board-  
21 and-batten wood paneling with bead board above (presently painted) and wooden steps to  
22 upper floor;

23 (B) Second-Story Entry Hall, including the vertical board-and-batten  
24 wood paneling and flat-board surrounds with nailhead block details and turned wood staircase  
25 baluster;

1 (C) Second-Story Anterooms, including the vertical board-and-batten and  
2 bead board paneling with nailhead block details;

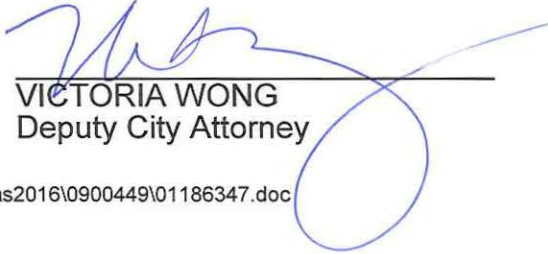
3 (D) Second-Story Lodge Room No. 1, including the open plan and  
4 volume measuring 49 feet by 49 feet, with a ceiling height of 24 feet to the underside of the  
5 roof; board-and-batten and tongue-in-groove wall cladding (presently painted) with nailhead  
6 block details, and three exposed Howe trusses; and

7 (E) Second-Story Lodge Room No. 2, including open plan and volume  
8 historically measuring 49 feet by 20 feet with a ceiling height of 16 feet to the underside of the  
9 roof; and interior wall finishes, including the wide board shiplap siding, laid horizontally; board-  
10 and-batten wainscoting with nailhead block details, and door and window casings (currently  
11 painted); and the Howe trusses (currently altered and enclosed in non-historic siding).

12  
13 Section 4. Effective Date. This ordinance shall become effective 30 days after  
14 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
15 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
16 of Supervisors overrides the Mayor's veto of the ordinance.

17  
18 APPROVED AS TO FORM:  
19 DENNIS J. HERRERA, City Attorney

20 By:

  
21 VICTORIA WONG  
22 Deputy City Attorney

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## LEGISLATIVE DIGEST

[Planning Code - Landmark Designation - 2117-2123 Market Street (aka New Era Hall)]

**Ordinance amending the Planning Code to designate 2117-2123 Market Street (aka New Era Hall), in Assessor's Parcel Block No. 3543, Lot No. 012, as a Landmark under Article 10 of the Planning Code; affirming the Planning Department's determination under the California Environmental Quality Act; making public necessity, convenience and welfare findings under Planning Code, Section 302; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.**

### Existing Law

Under Article 10, Section 1004 of the Planning Code, the Board of Supervisors may, by ordinance, designate an individual structure that has special character or special historical, architectural or aesthetic interest or value as a City landmark. Once a structure has been named a landmark, any construction, alteration, removal or demolition for which a City permit is required necessitates a Certificate of Appropriateness from the Historic Preservation Commission ("HPC"). (Planning Code § 1006; Charter of the City and County of San Francisco, § 4.135.) Thus, landmark designation affords a high degree of protection to historic and architectural structures of merit in the City. There are currently 273 individual landmarks in the City under Article 10, in addition to other structures and districts in the downtown area that are protected under Article 11. (See Appendix A to Article 10.)

### Amendments to Current Law

This ordinance amends the Planning Code to add a new historic landmark to the list of individual landmarks under Article 10: 2117-2123 Market Street (aka New Era Hall), in Assessor's Parcel Block 3543, Lot 012.

This ordinance finds that 2117-2123 Market Street (aka New Era Hall), in Assessor's Parcel Block 3543, Lot 012, is eligible for local designation under National Register of Historic Places Criterion C (as it embodies distinctive characteristics of a type, period, or method of construction and represents the work of a master architect). Specifically, designation of New Era Hall is proper given it is one of only nine known purpose-built social halls with commercial spaces designed in the Classical Revival style with Craftsman details by master architect August Nordin.

As required by Section 1004, the ordinance lists the particular exterior and interior features that shall be preserved, or replaced in-kind as determined necessary.



Background Information

The landmark designation was initiated by the HPC pursuant to its authority under the Charter to recommend approval, disapproval, or modification of landmark designations and historic district designations under the Planning Code to the Board of Supervisors. The HPC held a hearing to initiate the landmark designation of 2117-2123 Market Street (aka New Era Hall) on December 7, 2017. On April 19, 2017, after holding a public hearing on the proposed designation and having considered the Landmark Designation Case Report prepared by Planning Department staff, the HPC voted to recommend approval of 2117-2123 Market Street (aka New Era Hall) to the Board of Supervisors.

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